

# Mexico – Tijuana (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Mexico - Tijuana GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, exposure to secondhand smoke (SHS), cessation, media and advertising, and school curriculum. These determinants are components Mexico - Tijuana could include in a comprehensive tobacco control program.

The Mexico - Tijuana GYTS was a school-based survey of students in grades 1, 2 and 3 conducted in 2006.

A two-stage cluster sample design was used to produce representative data for Mexico - Tijuana. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 92.0%, the class response rate was 100.0%, the student response rate was 84.2%, and the overall response rate was 77.5%. A total of 1,424 students aged 13-15 participated in the Mexico - Tijuana GYTS.

#### Prevalence

39.6% of students had ever smoked cigarettes (Boy = 42.5%, Girl = 36.0%)  
 15.8% currently use any tobacco product (Boy = 17.4%, Girl = 13.3%)  
 13.0% currently smoke cigarettes (Boy = 13.9%, Girl = 11.5%)  
 5.5% currently use other tobacco products (Boy = 6.4%, Girl = 3.9%)  
 20.4% of never smokers are likely to initiate smoking next year

#### Knowledge and Attitudes

23.4% think boys and 13.0% think girls who smoke have more friends  
 11.5% think boys and 7.4% think girls who smoke look more attractive

#### Access and Availability - Current Smokers

11.9% usually smoke at home  
 25.0% buy cigarettes in a store  
 58.9% who bought cigarettes in a store were NOT refused purchase because of their age

#### Exposure to Secondhand Smoke (SHS)

33.5% live in homes where others smoke in their presence  
 49.8% are around others who smoke in places outside their home  
 90.8% think smoking should be banned from public places  
 80.0% think smoke from others is harmful to them  
 33.9% have one or more parents who smoke  
 10.2% have most or all friends who smoke

#### Cessation - Current Smokers

39.0% want to stop smoking  
 58.0% tried to stop smoking during the past year  
 66.9% have ever received help to stop smoking

#### Media and Advertising

84.3% saw anti-smoking media messages, in the past 30 days  
 85.6% saw pro-cigarette ads on billboards, in the past 30 days  
 75.6% saw pro-cigarette ads in newspapers or magazines, in the past 30 days  
 14.5% have an object with a cigarette brand logo  
 9.7% were offered free cigarettes by a tobacco company representative

#### School

74.6% had been taught in class, during the past year, about the dangers of smoking  
 47.1% had discussed in class, during the past year, reasons why people their age smoke  
 65.5% had been taught in class, during the past year, the effects of tobacco use

#### Highlights

- 15.8% of students currently use any form of tobacco; 13.0% currently smoke cigarettes; 5.5% currently use some other form of tobacco.
- SHS exposure is high – one-third of the students live in homes where others smoke, and half the students are exposed to smoke around others outside of the home; one-third of the students have at least one parent who smokes.
- Eight in 10 students think smoke from others is harmful to them.
- Nine in 10 students think smoking in public places should be banned.
- One in 7 students has an object with a cigarette brand logo on it.
- More than 8 in 10 students saw anti-smoking media messages in the past 30 days; over 8 in 10 students saw pro-cigarette ads on billboards and three-quarters saw pro-tobacco ads in newspapers or magazines in the past 30 days.