

Mexico - Durango 2011 (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Mexico-Durango 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-Durango could include in a comprehensive tobacco control program.

The Mexico-Durango GYTS was a school-based survey of students in 1st, 2nd and 3rd of Secondary and 1st of High School conducted in 2011.

A two-stage cluster sample design was used to produce representative data for Mexico-Durango. 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. A total of 1,704 students participated in the Mexico-Durango GYTS of which 1,158 were ages 13 to 15 years. The overall response rate of all students surveyed was 81.2%.

Prevalence

- 44.2% of students had ever smoked cigarettes (Boys = 48.0%, Girls = 40.8%)
- 20.1% currently use any tobacco product (Boys = 21.1%, Girls = 19.2%)
- 14.1% currently smoke cigarettes (Boys = 13.7%, Girls = 14.4%)
- 9.9% currently use other tobacco products (Boys = 11.1%, Girls = 8.8%)
- 23.8% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 30.6% think boys and 17.2% think girls who smoke have more friends
- 11.5% think boys and 8.9% think girls who smoke look more attractive

Access and Availability - Current Smokers

- 7.4% usually smoke at home
- 41.8% buy cigarettes in a store
- 57.4% who bought cigarettes in a store were NOT refused purchase because of their age

Exposure to Secondhand Smoke (SHS)

- 33.2% live in homes where others smoke in their presence
- 44.9% are around others who smoke in places outside their home
- 89.7% think smoking should be banned from public places
- 79.4% think smoke from others is harmful to them
- 34.0% have one or more parents who smoke
- 13.5% have most or all friends who smoke

Cessation - Current Smokers

- 45.9% want to stop smoking
- 59.1% tried to stop smoking during the past year
- 64.7% have ever received help to stop smoking

Media and Advertising

- 88.1% saw anti-smoking media messages, in the past 30 days
- 73.5% saw pro-cigarette ads on billboards, in the past 30 days
- 65.8% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 14.5% have an object with a cigarette brand logo
- 9.8% were offered free cigarettes by a tobacco company representative

School

- 72.4% had been taught in class, during the past year, about the dangers of smoking
- 36.7% had discussed in class, during the past year, reasons why people their age smoke
- 66.3% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 20.1% of students currently uses any form of tobacco; 14.1% currently smoke cigarettes and 9.9% currently uses some other form of tobacco
- SHS exposure – One-third of the students live in homes where others smoke, and 44.9% of students are exposed to smoke around others outside of the home; over one-third of the students have at least one parent who smokes
- Four in five students think smoke from others is harmful to them
- Nine in 10 students think smoking in public places should be banned
- 45.9% of the current smokers want to stop smoking
- 14.5% of students have an object with a cigarette brand logo on it
- Nearly nine in 10 students saw anti-smoking media messages in the past 30 days; close to three-quarters of the students saw pro-cigarette ads on billboards in the past 30 days, and two-thirds saw pro-cigarette ads in newspapers or magazines in the past 30 days