GATS

GLOBAL ADULT TOBACCO SURVEY

MEXICO • 2015

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SECRETARÍA DE SALUD

Comisión Nacional contra las Adicciones

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Foreword

Smoking is the leading cause of preventable death. Worldwide, smoking causes nearly 6 million deaths. It is therefore, an important priority for the governments of all nations.

The Global Adult Tobacco Survey (GATS) is an outcome of collaborative effort between the Ministry of Health, particularly the CONADIC and the National Institute of Public Health, working in partnership with international agencies that provided technical assistance and financial resources.

GATS was conducted for the second time in our country in 2015 (the first GATS was in 2009), making Mexico the first country in the region to conduct GATS twice. The survey results allow us to know with great precision, the current situation of tobacco use among adults in our country who are 15 years and over, including the number of non-smoking adults (men and women) exposed to tobacco smoke at home and in public places.

It is important to emphasize the quality of the survey. It involved interviewing more than 14,000 individuals, collecting data on costs, tobacco product purchases, average number of cigarettes smoked per day, use of other tobacco products, among other indicators. GATS is an example of the interest our country puts on addiction research.

GATS is the first national study in Mexico to have used digital devices (electronic tablets) and geo-referencing in real time to track progress of the survey in the field. For the first time, interviewers were able to take pictures of tobacco products (packs) from some of the respondents who agreed to the request and may allow for identification of tobacco products derived from illicit trade.

Objective and accurate evidence-based information provides the basis for decision-making and designing of appropriate public health policies for prevention, early detection, treatment and regulation. This will also allow for development of appropriate and adequate public health programs and plans in the regions that target population groups most exposed to the risks of addictions. Today GATS offer researchers, academics, decision-makers and media representatives the opportunity to use the survey results to design new studies and develop effective intervention strategies in their daily work, either to use in schools, health facilities, work places or communities.

By recognizing the important public health problem caused by smoking, no one should be left out; citizen participation is essential. Teachers, parents and union organizations all provide a common front with health personnel to make up the best tool to curb the devastating consequences of tobacco use.

José Ramón Narro Robles
Ministry of Health, Mexico

Foreword

It is estimated that during the twentieth century, tobacco use will have killed over 100 million people, much more than all the deaths in the first and second world wars. Currently, tobacco kills nearly 6 million people each year and causes economic losses of more than half a billion dollars.

The World Health Organization (WHO) estimates that failure to rapidly implement global agreements established in the Framework Convention Tobacco Control (WHO-FCTC) will result in a billion deaths throughout this century. However, although tobacco consumption is still the leading cause of preventable death, there are strategies that have proven effective in combating this deadly epidemic. In 2008, WHO identified six evidence-based tobacco control measures that are very effective in reducing tobacco use. These measures are known as "MPOWER" and correspond to one or more of the demand reduction measures included in the WHO-FCTC: 1) monitor and track tobacco use and tobacco prevention policies; 2) protect people from exposure to secondhand smoke; 3) offer help to quit tobacco use; 4) warn about the dangers of tobacco; 5) enforce bans on tobacco advertising, promotion and sponsorship; and 6) raise tobacco taxes.

Mexico has implemented the monitoring indicator of the WHO MPOWER for a several years. Monitoring of tobacco use and other key tobacco control indicators in Mexico has been conducted mainly through the periodical National Addictions Surveys (ENA). In 2009, Mexico conducted its first country Global Adult Tobacco Survey (GATS). In addition to providing information on tobacco use behavior, GATS allows us to assess the impact of our tobacco control measures and public policy. The survey allows us to verify the effectiveness of our tobacco control measures and provide evidence to support maintenance of our actions and if any, reinforce or redirect our efforts.

GATS is a collaborative partnership between WHO, the United States Centers for Disease Control and Prevention (CDC), and partner countries, particularly the low- and middle-income countries. Currently, the majority of the smokers in the world live in low- and middle-income countries and carry the greatest burden of tobacco use.

In recognizing the importance of monitoring tobacco use, in 2015, Mexico decided to conduct a second GATS. Mexico became the first country in the Region of the Americas to implement GATS twice. The two waves of GATS allow the country to measure changes in tobacco use and key tobacco control indicators in Mexico since 2009.

From GATS Mexico 2015 data, we are encouraged to continue to hold health promotion activities to prevent the use of tobacco. The data warn us about the urgency and importance of strengthening the tobacco control legal framework and early interventions to prevent the tobacco epidemic from expanding further and affecting the health of the population in our country.

The 2015 GATS Mexico results show that the prevalence of adult tobacco use in Mexico remained unchanged; the percentage of daily and occasional smokers remained about the same; however, the number of manufactured cigarettes smoked per day among daily smokers significantly declined from 2009 to 2015.

The results also showed a statistically significant decrease in exposure of tobacco smoke in public places including government buildings, bars/nightclubs and restaurants. Although there was a significant decline in exposure to tobacco smoke in public places frequented mostly by the youth such as bars, nightclubs and restaurants, exposure to tobacco smoke remained high.

A very important aspect to highlight and celebrate about exposure to tobacco smoke indicator is a statistically significant decrease in exposure to tobacco smoke in homes. This is important because tobacco control policies in public, workplaces, and society have largely been accepted. However, homes remain private and outside the purview of public health policies regulating smoking in indoor places. Thus, the decrease in exposure to tobacco smoke in homes is important to protecting the health of families including children living in those homes.

An important highlight in cessation from GATS Mexico 2015 results, is the significant increases in percentage of smokers who made an attempt to quit. In addition, results also showed a significant increase in percentage of smokers who noticed health warnings on cigarette packs, and those who thought about quitting after having read the health warnings.

Results from GATS Mexico show that we still have a lot of work to do in tobacco control. In particular, the results urge us to strengthen Mexico General Law for the Tobacco Control (LGCT), especially adoption of 100% smoke-free policies in public places (ELHT), total ban on advertising, increasing the size of the pictorial health warnings, and indexing cigarette taxes to specific tax economic indicators such as inflation.

Although Mexico has made progress in tobacco control efforts, there are still many outstanding measures that we need to strengthen to reduce the impact of the tobacco epidemic. It is particularly important for our society and government to collectively strive to reach agreements and commit to full implementation of WHO-FCTC.

Recognizing that the full implementation of WHO-FCTC will contribute to reducing tobacco-related diseases and death. This will result in actions to achieve better health for both tobacco users and non-users.

Finally, we recognize and thank various partners for their work and support in the implementation of GATS Mexico 2015. The implementation of the survey was largely supported by our international partners; the World Health Organization (WHO), through the Pan American Health Organization (PAHO), as well as co-financing from Bloomberg Initiative to Reduce Tobacco Use, a program of Bloomberg Philanthropies and the technical assistance provided through the Centers for Disease Control and Prevention; CDC Foundation, John Hopkins Bloomberg School of Public Health; and Research Triangle Institute (RTI) International. In Mexico, we recognize the excellent implementation and data collection operations by the National Institute of Public Health (INSP), in ensuring high quality and adherence to global standards in field work, analysis, and interpretation of the results.

We will ensure that GATS Mexico 2015 remains a very useful tool to redouble our efforts in implementing effective public health policies to reduce and preventing tobacco use. We will also ensure that GATS Mexico 2015 is established as a benchmark for scientific evidence that motivates our legislative bodies, both at the national and state level, to strengthen the legal framework for the health of Mexicans.

Manuel Mondragón y Kalb
National Commissioner against Addictions

Foreword

On behalf of the US Centers for Disease Control and Prevention, it is an honor to congratulate Mexico on the completion of its second Global Adult Tobacco Survey (GATS). Mexico is to be commended for this statistically significant achievement, which demonstrates its commitment to tracking adult tobacco use and other key tobacco control indicators. This report has great potential to further improve tobacco prevention and control efforts in the country, which is supported by the World Health Organization Framework Convention on Tobacco Control (WHO-FCTC) and MPOWER measures: Monitor tobacco use and prevention policies; Protect people from tobacco smoke; Offer help to quit tobacco use; Warn about the dangers of tobacco; Enforce bans on tobacco advertising, promotion and sponsorship; and Raise taxes on tobacco.

As the first country in the Americas to ratify the WHO-FCTC in 2004, Mexico has also attained the highest MPOWER implementation scores for warning about the dangers of tobacco use and offering help to quit tobacco use. Results from Mexico's 2015 GATS demonstrate the impact of these measures—increases in thoughts about quitting because of warning labels (43.2 percent in 2015 vs. 32.9 percent in 2009) and in quit attempts (56.9 percent in 2015 vs. 49.9 percent in 2009). Opportunities remain to accelerate high-level achievement of MPOWER implementation, especially regarding smoke-free areas, pro-tobacco advertising, and tobacco taxation strategies.

Continuous monitoring of tobacco use can help countries track progress toward the goals of WHO-FCTC and the WHO Global Monitoring Framework, which includes a specific tobacco target—a 30% relative reduction in current tobacco use by 2025. Continuous engagement and vigilance through monitoring and managing the epidemic can lead to statistically significant reductions in tobacco-related disease and death.

With the GATS findings, Mexico is now well positioned to inform, support, and scale up tobacco control measures and policies that improve the health of its citizens. Mexico has the opportunity to take bold steps in combating the tobacco epidemic by continuing to accelerate tobacco control programs and interventions. Mexico's Ministry of Health and National Commission Against Addictions, the National Institute of Public Health, and WHO are to be commended for their roles in making the 2015 GATS a success.

The U.S. Centers for Disease Control and Prevention looks forward to the ongoing collaboration in our mutual mission to stop the needless toll of tobacco throughout Mexico and the United States.

Indu B. Ahluwalia, MPH, PhD
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Foreword

Non-communicable diseases (NCD) are the leading cause of death in the Americas and account for 4.3 million (80%) of deaths in the region. An estimated 1 million of NCD related-deaths in the Americas are attributable to tobacco use, which is one of the major risk factor for NCDs. If urgent actions are not taken, the number of tobacco users will continue to increase, especially in developing countries which will result in increased NCDs burden.

The World Health Organization Framework Convention on Tobacco Control (WHO-FCTC) is the response to this epidemic and has been incorporated into two important political commitments of the United Nations Member States: The Political Declaration of the High-Level Meeting of the General Assembly on the Prevention and Control of Noncommunicable Diseases from 2011 and the 2030 Agenda for Sustainable Development from 2015.

The call for countries to implement WHO's FCTC is stronger than ever, since the harmful effects of tobacco not only have consequences on people's health but also represent a social, economic, and development problem. Another commitment made by countries of the United Nations was to participate on the development and implementation of the Global Monitoring Framework (GMF), which establishes targets and indicators and requires countries to strengthen their surveillance systems. Implementation of a surveillance system to track and monitor tobacco use and key tobacco control indicators is essential to evaluate the progress and challenges related to country's tobacco control policies.

This report presents results from the Global Adult Tobacco Survey (GATS) Mexico implemented in 2009 and then again in 2015. It also presents comparative results of the key indicators for both GATS Mexico 2009 and 2015. In six years since the first GATS in 2009, there was no statistically significant change in the tobacco use in Mexico, which reflects the need to review the country tobacco control policies and make the necessary adjustments to achieve a greater impact.

The Pan American Health Organization/World Health Organization (PAHO/WHO) recognizes the efforts made by Mexico to strengthen the surveillance and monitoring of tobacco use and other key tobacco indicators by conducting the second round of GATS and producing periodic, systematic, and standardized data that provides information to assess and develop strategies for tobacco control. PAHO/WHO have also provided the necessary technical assistance for Mexico to fully implement the WHO-FCTC measures as well as the ratification and implementation of The Protocol to Eliminate Illicit Trade in Tobacco Products.

PAHO/WHO congratulates and recognizes the effort made by the national and international partners in this initiative.

Gerry Eijkemans
PAHO/WHO Representative Mexico

Executive summary

The Global Adult Tobacco Survey (GATS) is the global standard for systematic monitoring of adult tobacco use (smoked and smokeless) and for tracking key tobacco control indicators. Mexico first conducted GATS in 2009, followed by a second wave of GATS in 2015. Both surveys used a standardized methodology designed to produce internationally comparable data on tobacco use and tobacco control measures.

The second wave of GATS in Mexico was implemented in 2015 as a nationally representative household survey of non-institutionalized males and females aged 15 years and older. The survey used a three-stage stratified cluster sample design to produce estimates of tobacco use and key tobacco control indicators for the country as a whole, by gender (male/female) and residence (urban/rural). The 2015 GATS Mexico presents information on respondents' background characteristics, tobacco use (smoked and smokeless), knowledge and use of electronic cigarettes (e-cigarettes), cessation, secondhand smoke (SHS), economics, media, knowledge, and attitudes and perceptions towards tobacco use. The data were collected using an electronic handheld device (Android© tablet).

The 2015 GATS Mexico was conducted by the National Institute of Public Health (INSP), under the leadership of the National Commission Against Addictions (CONADIC), and Ministry of Health (SSA) Mexico. Financial support was provided by CONADIC, Mexico's Ministry of Health, and the Bloomberg Initiative to Reduce Tobacco Use, a program of Bloomberg Philanthropies. Technical assistance was provided by the U.S. Centers for Disease Control and Prevention (CDC), the Pan American Health Organization / World Health Organization (PAHO/WHO), the Johns Hopkins Bloomberg School of Public Health, and RTI International. The CDC Foundation provided program support.

Data from GATS helps to strengthen the capacity of countries to design, implement, and monitor tobacco control and prevention programs and policies. The GATS Mexico enables the country to fulfill its obligations under the WHO Framework Convention on Tobacco Control (WHO-FCTC); specifically, Article 20 which focuses on research, surveillance, and exchange of information, and Article 21 which focuses on reporting and exchange of information. Mexico was the first country in the Americas to ratify the WHO-FCTC on May 28, 2004.

The 2015 GATS Mexico findings also support the implementation of WHO's MPOWER and Mexico's General Law for Tobacco Control (Ley General para el Control del Tabaco, LGCT). The LGCT is a national law passed in 2008 and amended in 2009. It addresses smoke-free areas in workplaces and public places; pictorial health warning labels on tobacco product packaging; and restrictions on tobacco advertising, promotion, and sponsorship.

Survey response rate

A total of 17,765 households were sampled. One individual was randomly selected from each participating household to complete the survey. The survey included a total of 14,664 completed individual interviews, and had an overall survey response rate of 82.7%. The overall household response rate was 87.0% (81.4% urban, 94.1% rural); the overall individual response rate was 95.1% (93.2% urban, 97.2% rural).

This report presents key findings from the 2015 GATS Mexico and highlights changes between the two waves of GATS (2009 and 2015). In addition, it provides GATS Mexico 2015 findings on knowledge, ever use and use of electronic cigarettes based on questions that were added to the survey in 2015.

Key findings

Tobacco Use: Overall, 16.4% of adults (14.3 million) smoked tobacco in 2015. Among males, 25.2% (10.6 million) were current smokers and 8.2% among females (3.8 million). Overall, 7.6% of adults smoked daily (males 11.9%, females 3.6%) while 8.8% smoked occasionally (males 13.3%, females 4.6%). Prevalence of manufactured cigarette smoking among adults was 16.3% and only 0.2% smoked tobacco products.

On average, daily cigarette smokers smoked 7.7 cigarettes per day (CPD); males smoked 8.0 CPD and females smoked 6.8 CPD.

Ever daily smokers aged 20-34 years started smoking at an average age of 16.5 years old (16.4 years males, 17.1 years females).

Electronic cigarettes: One in three adults (35.3%) have ever heard of electronic cigarettes (males 40.9%, females 30.2%). Only 5.0% of adults reported ever using electronic cigarettes (males 7.4%, females 2.8%).

Cessation: Among current tobacco smokers and former tobacco smokers who quit during the preceding year (past-year smokers), 56.9% (males 57.0%, females 56.4%) made a quit attempt in the past 12 months. Overall, 78.2% of current smokers planned to quit or were thinking of quitting (males 78.9%, females 76.8%). About one in five (19.3%) of past-year smokers who visited a health care provider in the past 12 months, were advised to quit by a health care provider (males 21.8%, females 14.7%).

Secondhand smoke: Among adults who work in indoor or both indoor and outdoor workplaces, 17.0% (3.9 million) were exposed to secondhand smoke (SHS) at workplace. In homes, 12.6% of adults (11.0 million) were exposed to SHS (males 13.7%, females 11.6%).

In addition, among adults who reported visiting various public places in the past 30 days, the proportion who were exposed to SHS in respective areas were as follows: bars and nightclubs (72.7%), universities (42.4%), public transportation (24.7%), restaurants (24.6%), government buildings (14.0%), schools (13.7%) and in health care facilities (5.2%).

Economics: On average smokers spent 297.2 Mexican Pesos (MXP) per month on manufactured cigarettes. The average price of a 20 manufactured cigarette pack in 2015 was 46.7 MXP. The common source of recent cigarettes purchase was the store (63.1%). Marlboro was the most popular brand purchased (46.3%), followed by Pall Mall (9.7%), Montana (8.1%), Delicados (7.3%), and Marlboro Light (6.4%).

Media and health warnings: The majority of adults (70.9%) noticed anti-cigarette counter-advertising on television (TV) or radio in the past 30 days (TV 66.5%, radio 35.1%), 40.4% in newspapers and magazines, and 30.0% on billboards.

Three in ten (32.0%) adults noticed cigarette advertising in stores where cigarettes were sold in the past 30 days (35.3% current smokers, nonsmokers 31.4%). Over half (53.1%) of adults noticed any cigarette advertisements / promotions (other than in stores) or sporting events sponsorships (60.4% current smokers, nonsmokers 51.6%). In addition, 11.8% of adults noticed any cigarette advertisements on the Internet (13.0% current smokers, nonsmokers 11.5%).

Among current smokers, 93.4% noticed health warnings on the packages (males 92.6% and females 95.6%). About four in ten current smokers (43.2%) thought about quitting because of warning labels (males 42.9% and females 43.9%).

Knowledge, attitudes and perceptions: Almost all adults (98.1%) believed that smoking causes serious illness: lung cancer (97.9%), and chronic respiratory disease (94.7%), bone loss (86.1%), heart attack (83.6%), stroke (68.0 %), bladder cancer (40.3%), and premature birth (53.2%).

Almost all adults (96.5%) believed that breathing other people's smoke causes serious illness (current smokers 95.6%, nonsmokers 96.7%). In addition, majority of adults (93.4%) were in support of a smokefree law that bans smoking in all indoor work places and public places.

Majority of adults in Mexico (84.0%) support a law that bans all advertising of tobacco products, and two-thirds of adults (66.7%) support increasing taxes on tobacco products.

GATS Mexico 2009 and 2015 comparisons

Tobacco use

Overall, current tobacco smoking prevalence among adults did not change significantly between 2009 and 2015 (15.9% vs. 16.4%), and across gender groups (males 24.8% vs. 25.2%; females 7.8% vs. 8.2%).

Overall, the average age of smoking initiation among ever daily smokers aged 20-34 years did not change significantly from 2009 (16.5 years) to 2015 (16.5 years), and across gender groups (males, 16.4 to 16.4 years; females, 16.8 to 17.1 years).

Overall, there was a statistically significant decrease in the average number of cigarettes smoked per day among daily smokers, from 9.4 cigarettes per day in 2009 to 7.7 cigarettes per day in 2015. Among males it declined from 9.7 cig/per day in 2009 to 8.0 cig/per day in 2015. However, there was no statistically significant change in the number of cigarettes smoked per day among females.

Cessation

Overall, there was a statistically significant increase in quit attempts among all adult who reported smoking in the past-year from 2009 (49.9%) to 2015 (56.9%). Among males, there was a statistically significant increase in quit attempt from 47.2% to 57.0%. However, there was no statistically significant change in quit attempts among females (57.4% to 56.4%).

Use of pharmacotherapy for cessation remained low among past-year smokers. Overall, there was a statistically significant decrease in the use of pharmacotherapy for cessation from 2009 (6.1%) to 2015 (3.5%), and by gender (males 4.7% vs. 2.7%, females 9.3% vs. 5.5%) for the two survey periods respectively.

Secondhand smoke

Overall, exposure to SHS among adults who work in indoor workplaces remained about the same from 2009 (18.6%) to 2015 (17.0%). However, there was a statistically significant decline in exposure to SHS at home from 17.3% in 2009 to 12.6% in 2015. Among non–smokers, there was a statistically significant decline in exposure to SHS in homes from 14.1% in 2009 to 9.5% in 2015.

Among those who visited various public places, there was a statistically significant decline in exposure to SHS from 2009 to 2015 in government buildings (17.0% to 14.1%), restaurants (29.6% to 24.6%) and in bars and nightclubs (81.2% to 72.7%). There were no statistically significant changes in exposure to SHS among those who visited health care facilities (4.3% to 5.2%) and those who used public transportation (24.2% to 24.7%).

Economics

The average price paid per 20 manufactured cigarettes among cigarette smokers increased from MXP 43.0 in 2009 to MXP 46.7 in 2015 (adjusted 2009 price for inflation for direct comparison to 2015).

Media and health warnings

There was a statistically significant decline in the proportion of adults who noticed tobacco advertisements in stores where cigarettes are sold (36.5% in 2009 to 32.0% in 2015). During the same period, there was also a statistically significant decrease in the proportion of adults who noticed tobacco advertisements, sponsorships or promotions from 56.5% to 53.1%.

In addition, there was a statistically significant decrease in the proportion of adults who noticed anti-smoking information in newspapers or in magazines from 44.9% in 2009 to 40.4% in 2015. In addition, there was a statistically significant decrease in adults who noticed anti-smoking information on TV and radio from 83.0% to 70.9%.

However, there was a statistically significant increase in the percentage of current smokers who noticed health warnings on cigarette packets from 84.5% in 2009 to 93.4% in 2015. Similarly, there was a statistically significant increase in the proportion of smokers who thought about quitting because of warning labels from 33.0% in 2009 to 43.2% in 2015.

Knowledge, attitudes and perceptions

The percentage of adults who believed that smoking causes serious illness was high and remained the same from 2009 to 2015 (98.1%). In addition, there was a statistically significant increase in the proportion of adults who believed that exposure to SHS causes serious illness (95.6% in 2009 to 96.5% in 2015).

Policy implications and recommendations

GATS provides scientific evidence on tobacco use and tobacco control indicators important to policy makers and the tobacco control community in developing and strengthen policies to reduce and prevent tobacco use (1). The following are recommendations based on findings from GATS Mexico 2015:

M – Monitor tobacco use and other tobacco control indicators. The policy goal is to reduce the use of tobacco through:

1. Strengthening existing tobacco control and prevention policies to fully comply with the WHO-FCTC provisions to reduce tobacco use (2).
2. Adoption and implementation of the WHO MPOWER measures, which are evidence-based and cost-effective in reducing and preventing tobacco use and exposure to secondhand smoke (2).
3. Strengthening the National Council to Prevent Addiction, an inter-sectoral working group of technical and management level, including government sectors, such as health, education, economics, finance, agriculture, foreign trade, social development, academics,

institutions that work in tobacco control, and non-governmental organizations (NGOs) that monitor the tobacco epidemic. This working group could evaluate the impact of the adoption and implementation of the MPOWER strategies and existing programs.

4. Implementation of a comprehensive tobacco surveillance system for Mexico, which would allow monitoring of tobacco use behavior among adolescents, adults, vulnerable groups for use by interest groups (health professionals) at the national and local levels, and to obtain globally comparable data (2).

P – Protect people from tobacco smoke. The policy goal is to reduce and prevent exposure to secondhand smoke in all enclosed workplaces and public places, including restaurants, bars, discotheques, schools, universities, health care centers and public transportation (3) through:

1. Strengthening the existing smokefree policy to protect the health of all Mexicans. The only way to fully protect non-smokers is to eliminate smoking in all indoor places, including all homes, schools, worksites, and public places (4,5,6).

O – Offer help to quit tobacco use. The policy goal is to help increase the number of tobacco users making quit attempts and successfully quitting (7) through:

1. Enforcement of the General Law for Tobacco Control, including its provisions prohibiting the sale of single cigarettes and tobacco products to minors.
2. Help smokers to stop using tobacco through the network of aid agencies to quit, guide them through the Citizen Center for the Attention of Addiction, CECIADIC: 01 800 911 2000; and the official internet site http://www.conadic.salud.gob.mx/
3. Promote the application of Mexico Official Standard NOM-028-SSA2-2009 for prevention, treatment and control of addictions in all primary health care clinics, as well as in specialized centers.

W – Warn about the dangers of tobacco use. The policy goal is to increase the effectiveness of public health warning messages to help reduce the use of tobacco (8) through:

1. Assessing compliance with the General Law for Tobacco Control regarding the placement of large pictorial health warnings on principal display areas of all tobacco product packages sold in Mexico.
2. Implementing best practices adopted by WHO on warning about the dangers of tobacco (8).
3. Mobilizing civil society to report violations to General Law for Tobacco Control through the health claim numbers established by CECIADIC: 01 800 911 2000 and the Federal Commission for Protection Against Health Risks (COFEPRIS) on Tel: 01 800 033 50 50 or through the official website http://www.cofepris.gob.mx/Paginas/Tabaco/Tabaco.aspx

E – Enforce bans on tobacco advertising, promotion and sponsorship (TAPS). The policy goal of banning TAPS is to reduce exposure to TAPS (9) through:

1. Examining ways to strengthen the existing General Law for Tobacco Control. A complete ban on all forms of tobacco advertising, promotion, and sponsorship is a strategy for preventing and reducing tobacco use (9).

R – Raising taxes on tobacco products. The policy goal is to help reduce affordability and accessibility of tobacco products, especially among young people (10) through:

1. Increasing tobacco prices is the most effective way to reduce the tobacco consumption (11). Taxes on tobacco products could be increased to levels that make tobacco products less affordable and also indexed to inflation to ensure that tobacco prices increase on a continuous basis (10).

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Introduction

Tobacco use is the main preventable risk factor for noncommunicable diseases (NCDs) and cancer

The *"WHO Global Plan of Action for the Prevention and Control of Noncommunicable Diseases 2013-2020"* (1) has the main goal to reduce premature mortality from NCDs by 25 per cent by 2025. To achieve this, they agreed on nine global objectives; aimed to reduce the main preventable risk factors for NCDs including smoking, physical inactivity, excess salt intake, harmful alcohol consumption and hypertension. Importantly, it was also established to deter the increasing prevalence of diabetes and obesity; improve health care coverage of cardiovascular disease and stroke, and access to technologies and basic medicines to treat NCDs (2).

In 2012, a total of 56 million deaths occurred globally, of which 38 million were caused by NCDs; mainly due to cardiovascular diseases (46.2%), cancer (21.7%), chronic respiratory diseases (10.7%), and diabetes (4%). Altogether these four diseases were responsible for 82% of the total deaths due to NCDs. Nearly three-quarters (28 million) of all NCD deaths and 82% of premature deaths occurred in low- and middle-income countries (2).

About 1 billion people use tobacco around the world; this consumption causes 1 in 6 deaths due to NCDs and is a risk factor for six of the eight leading causes of mortality in the world, causing about 6 million annual premature deaths (3). In addition, the exposure to SHS contributes greatly to the global burden of disease attributable to smoking (5) An estimated 6 million people globally die from exposure to secondhand smoke. The WHO estimates that about 700 million children, nearly half of the world's children are exposed to secondhand smoke (SHS). Children are particularly vulnerable to exposure to secondhand smoke at home (4).

In the Americas, smoking was responsible for 26% of lung cancer, 51% of chronic respiratory diseases and 15% of cardiovascular diseases (3). It is important to emphasize that tobacco also imposes a high economic burden on the health sector and society as a whole, due to the high costs of medical care and the loss of labor productivity (6). In most Latin American economies, medical care costs exceed the total tax revenues of tobacco products (7).

The global response to NCDs and tobacco control

In September 2011, the United Nations (UN) adopted the *Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of NCDs* (8), (9). The declaration focus on the prevention and control of noncommunicable diseases worldwide, with a particular focus on developmental and other challenges and social and economic impacts, particularly for developing countries, social and economic. This meeting clearly recognizes the burden of NCDs as an obstacle to development in the twenty-first century. NCDs undermines social and economic development, increase inequalities between countries and populations and may have direct impact on achieving the global development goals, including the Millennium Sustainable Development goals (SDGs) (10-12).

The Assembly recognizes the fundamental conflict of interest between the tobacco industry and public health and supports the WHO Framework Convention on Tobacco Control (WHO-FCTC) (13).

The WHO-FCTC demonstrates that there is global political will to strengthen tobacco control and save human lives. This legally binding global treaty establishes the basis for countries to implement and manage tobacco control programs to address the growing epidemic of tobacco use. Currently, the WHO-FCTC has 180 Parties, making it one of the fastest-growing treaties in the history of the United Nations (14).

To assist countries to fulfill their obligations under the WHO-FCTC, WHO established in 2008 the MPOWER package (15), which is an integral part of the Plan of Action of WHO for Tobacco Control and Prevention, and includes the six most cost effective strategies that Parties must implement to address the global tobacco epidemic.

According to the 2016 Global Report of WHO-FCTC implementation (16), the articles with greater than 65% implementation are Art.8 (Protection from exposure to tobacco smoke), Art.11 (packaging and labeling tobacco products), Art.16 (tobacco sells to and by minors), Art.12 (Education, communication, training and public awareness), Art. 5 (general) and Art.6 (tax measures on tobacco products).

The articles between 41-64% implementation are Art.15 (illicit trade), Art.13 (advertising, promotion and sponsorship), Art.9 and 10. (Regulation of tobacco products), Art. 20 (research, surveillance and exchange of information) and Art.22 (scientific cooperation).

The articles with the lowest implementation level (less than 40%) are the Art.18. (Environmental protection and the health of persons), Art.19. (Liability), Art.17 (Provision of support for economically viable alternatives activities).

Mexico

Evidence show that tobacco use is a serious public health problem in Mexico. Results from The National Health Surveys (National Health and Nutrition Survey, ENSANut 2012) (17) and the National and Global Tobacco Epidemiological Surveillance Systems Global Adult Tobacco Survey (GATS) 2009 (18), National Addiction Survey, ENA 2011 (19), and the Global Youth Tobacco Survey, (GYTS) 2011 (20)) confirm that the tobacco epidemic in Mexico continues to be a serious public health problem; with an increasing trend among adolescents, young adults (18-25 years) and women in both urban and rural areas.

The smoking prevalence in Mexico has declined in the last decade among particularly among men and the pattern of tobacco use include half who are occasional smokers and half who are daily smokers smoking on average less than 5 cig / day. However, in absolute terms there are 14 million adult smokers and another 11 million non-smokers at risk of exposure to secondhand smoke (SHS) (17-20).

In Mexico, smoking is one of the major risk factors of diseases and death. Approximately 8.4% of total mortality (43,246 deaths) are attributed to smoking; given by cardiovascular diseases (11,469 deaths), chronic respiratory diseases (10,664 deaths), lung cancer (6,035 deaths) and cerebrovascular diseases (3,218 deaths). In addition to its impact on mortality, smoking negatively affect the quality of life causing directly the loss of more than one million years of healthy life. In addition, smoking cost the health sector 61 billion pesos which corresponds to 1% of gross domestic product (GDP) and 11% of annual health budget (7).

The implementation of the WHO-FCTC in Mexico 2005 - 2015

In the last decade, Mexico has had successes and challenges in tobacco control. The country signed the WHO-FCTC on August 12, 2003; it was approved by the Senate on April 14, 2004 and ratified on May 28 of that same year (14). These events led Mexico to be the first Country of the Americas to adhere to this international treaty.

From the legislative perspective, new federal and local laws that ban smoking in public areas have been approved and implemented since 2008. At the federal level, the General Tobacco Control Act (Ley General para el Control del Tabaco, LGCT) 2008, banned smoking in public places such as offices, schools, restaurants, bars and nightclubs smokefree (21). However, the law does not provide for a 100% smokefree policy for all public places. At the local level, Mexico City and other states have passed legislation that provide for 100% smoke-free policy in public places. The Law for the Protection of the Health of Non-Smokers passed by the Federal District (Mexico City) in 2008 provide for 100% smoke-policy for public places. This achievement led to the approval of 10 local (state) laws that provide for 100% smoke-free environments in public areas between 2009 and 2014 (Tabasco, Morelos, Veracruz, Zacatecas, State of Mexico, Nuevo Leon, Baja California, Queretaro, Baja California Sur, Sinaloa) and currently protect 44.8% of the Mexican population from exposure to tobacco smoke (23).

The LGCT established new legislation on health warnings on all tobacco products. Since September 2010, secretarial agreements (24), the new health warnings include graphic images (pictograms) on the pack that occupy 30% of the front side, as well the health warning covering 100% of the backside and 100% of one of the side. The health warnings contain information about health hazards, contents of tobacco products, and a smoking cessation quit line. Since 2010 to date, Mexico has implemented seven different waves of health warnings achieving a positive impact on smokers who started to think of quitting because of these new health warnings and a greater number of smokers making a attempts to quit. (19).

The other achievement in terms of tobacco control policies was the increase in tobacco taxes. Although, tobacco taxes in the last decade had showed a sustained increase, it is only between 2009 and 2011 that the tobacco specific tax (IEPS) increase by 7 pesos for a pack of 20 cigarettes (an average increase of 36% in the price). This increase had an immediate impact as tobacco sales fell during this period by 30% (from

1,810 to 1,270 billion packs). During the same period, the annual government revenue from tobacco taxes increased by 38% (from 22 to 30 billion Mexican pesos (25). Between 2011 and 2015, the government collected more than $ 183 billion Mexican pesos in tobacco taxes (26).

In terms of the governance and management, two federal agencies were created and strengthened at the federal level: The National Commission against Addictions (CONADIC) and the State's role in regulating tobacco control through the Federal Commission for The Protection against Health Risks (COFEPRIS). Additionally, the National Office for Tobacco Control (ONCT) was created to implement the WHO-FCTC in Mexico, applying the guidelines agreed upon by the Conference of the Parties in a timely manner. With regard to the health programs, the Ministry of Health (SSA) has shown a clear response in support of the WHO-FCTC, establishing strategic lines of action in the Health Sectorial Programs (27) and in the Specific Programs for the control of Addictions (28). Those programs include strategies to help people struggling with addictions to legal and illegal drugs such as tobacco, alcohol and psychoactive substances. The specific objectives are to reduce the use, abuse and dependence, as well as their impacts including diseases and injuries on individuals, families and communities, through universal, selective and targeted interventions among different vulnerable groups of population.

In response to the WHO global strategy for the control of Noncommunicable Diseases (NCDs) Action Plan, using the Presidential Agreement, the federal government created in 2010 the National Council for the Prevention and Control of NCDs (29). The main function of the Council is to design, implement and evaluate programs aimed at reducing the NCDs epidemic in Mexico.

In the last 15 years, the civil society in tobacco control in Mexico has been strengthened and has actively participated in the enactment of tobacco control legislation. The group has also been actively involved in monitoring and evaluation of country's compliance to WHO-FCTC. It has also worked to include new actors in substantive areas such Human Rights, international litigation and other local, regional and global relevant activities.

Today Mexico has a unique opportunity to develop, implement and evaluate a comprehensive tobacco control policy aligned to the WHO-FCTC provisions and in accordance to the WHO Global Strategy for Tobacco Control Action Plan for the. Control of NCDs. In this manner, Mexico will contribute to the fulfillment of the Sustainable Development Objectives (SDO).

The Global Adult Tobacco Survey, a strategy to monitor the tobacco epidemic and control policies

The Global Adult Tobacco Survey (GATS) is the global standard for systematic monitoring of adult tobacco use (smoked and smokeless) and tracking key tobacco control indicators. Mexico first conducted GATS in 2009 (18) and again in 2015. Both surveys use a standardized methodology designed to produce internationally comparable data on tobacco use and other key tobacco control measures.

GATS data help strengthen the capacity of countries to design, implement, and monitor tobacco prevention and control programs and policies. GATS Mexico enables the country to fulfill its obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) specifically, Article 20 concerning Research and Surveillance and Exchange of Information, and Article 21 concerning Reporting and Exchange of Information (13). Mexico was the first country in America to ratify the WHO-FCTC, May 28, 2004 (14).

Additionally, this information will help Mexico to fulfill global commitments within the United Nations Political Declaration on the Prevention and Control of Noncommunicable Diseases (NCD's) (8) and Risks Factors (1), and with the Global Sustainable Development Agenda, since tobacco use and exposure to tobacco smoke are the major risk factors for NCD's (10,11).

The 2015 GATS Mexico findings also support the implementation of WHO MPOWER demand reduction measures (15) and Mexico's General Law for Tobacco Control (LGCT) (21). A national law that establishes smoke-free areas in public places and workplaces, graphic pictorial health warning labels on tobacco product packaging, and restrictions on tobacco advertising, promotion and sponsorship.

This report presents key findings, policy implications and recommendations from the 2015 GATS Mexico and provides a comparative summary between the two waves of GATS (2009 and 2015).

Survey objectives

The objective of the GATS is to collect data from adults aged 15 years and older on: prevalence of tobacco use; cessation; exposure to secondhand smoke; economics; awareness of anti-tobacco messages, pro-tobacco advertising, sponsorship and promotion; awareness of health warning labels on cigarette packages; and attitudes and perceptions regarding tobacco use.

The 2015 GATS Mexico project started in Mexico City on February 2014, when representatives from Bloomberg Foundation, U.S. CDC, CDC Foundation, PAHO/WHO Regional office, and PAHO/WHO country office (Mexico) presented the proposal before the Ministry of Health and GATS National Committee to evaluate the feasibility of implementing the survey. On February 25, 2015, during this first meeting, the National Institute for Public Health was designated as the institution to carry out the survey and the questionnaire and sample design (previously formulated by INSP technical staff) were approved. Therefore, the 2015 GATS Mexico was officially accepted. The objectives of the 2015 GATS Mexico were:

- Monitor tobacco use and key tobacco control indicators in Mexico.
- Provide information for monitoring Mexico's Tobacco Control including recommended MPOWER demand reduction strategies.
- Provide information on prevalence of tobacco use in Mexico to support and evaluate tobacco control programs in the country.
- Facilitate regular tobacco surveillance and monitoring to provide data on tobacco use, exposure to secondhand smoke (SHS), and knowledge, attitude, and perceptions about tobacco use and tobacco-related diseases.
- Strengthen the country's capacity to use standardized protocols based on scientific evidence to carry out tobacco surveys.
- Strengthen the country's technical capacity to develop and implement population health surveys; disseminate the results; and support implementation of tobacco-related public health policies.
- Develop and maintain updated reports to monitor the tobacco epidemic and tobacco control policies.

Methodology

Sampling design

Target population

The 2015 GATS Mexico was a nationally representative household survey of the population 15 years of age and older. The survey was conducted in both urban and rural areas. Eligible persons are citizens and non-citizens resident in the country and have lived in the country for, at least six months within the year prior to the survey.

The definition for the target population was consistent with the 2009 GATS Mexico. Individuals aged 15 years and older were excluded from the survey if they were non-citizen visitors, or citizens who lived inside military bases, hospitals, prisons, nurseries or any other institutionalized residence.

Sampling criteria

In urban areas, Area Geoestadística Básica or Basic Geostatistical Area – (AGEB) from the Mexican National Population and Housing Census 2010 (30) lists were used as a primary sampling unit, which provides lists of urban blocks and also area maps. In rural areas, the same census location list was used as part of the clusters housing frame. The population areas excluded from AGEB's were included in the location lists for each municipality, to achieve a complete coverage for all the eligible population and meet the sampling criteria.

Sampling methodology

A three-stage stratified cluster probability sampling scheme was developed and adjusted for non-response using non-response rates by gender and residence obtained from 2009 GATS Mexico. The 2015 GATS Mexico sample was an independent sample of adults aged 15 years and older. The reporting domain was by residence and gender, as presented in table A:

Table A.

Sample population by residence and gender 2015 GATS Mexico

Population 15 years and old		Residence		Total
		Urban* (2,500 inhabitants or more)	Rural (less than 2,500 inhabitants)	
Gender	Men	29,198,403	8,268,285	37,466,688
	Women	31,955,334	8,685,954	40,641,288
Total		61,153,737	16,954,239	78,107,976

* Urban areas includes the suburban areas.

Sample size

Sample size for the 2015 GATS Mexico was calculated using a national tobacco use prevalence estimate of 15.9%, obtained from the 2009 GATS Mexico. Sample size calculation included a 3.2% estimation error limit with a confidence level of 95%, and a design effect of 3.85, using the following formula:

$$n=\frac{Z^2_{1-\alpha/2}\cdot P(1-P)\cdot DEFF}{\delta^2}$$

Where:

n= sample size

P= tobacco use estimated prevalence from GATS wave 1 at national level (0.159)

$Z^2_{1-\alpha/2}$ = 95% normal standard distribution quintile.

δ= error limit for the estimation

DEFF = design effect

An initial sample size of 2,814 individuals was obtained for each domain without non-response adjustment. This means, 11,256 complete questionnaires were required.

Estimated differences and sample power

For comparison, between wave 1 and wave 2, prevalence estimates were calculated using the final sample of the 2009 GATS Mexico plus the calculated sample of 2,814 per each domain. The estimated differences between the two rounds were calculated using the following formula:

$$\Delta = \sqrt{\frac{(Z_{1-\alpha/2} + Z_{1-\beta})^2 \cdot [P_1(1-P_1) + P_2(1-P_2)] \cdot DEFF}{n^*}}$$

Where:

P1 = tobacco use estimated prevalence from GATS wave 1 (per residence)

P2 = tobacco consumption expected prevalence for round 2 (a 3% hypothetically reduction, except among men in rural areas where a 1% reduction is expected)

$Z_{1-\beta}$ = normal standard distribution quintile for statistical power

Δ = Difference between two rounds concerning tobacco consumption prevalence

n* = The 2009 GATS Mexico final sample sum plus the calculated sample per residence

The estimated differences for estimated prevalence between 2009 and 2015 surveys are shown in table B:

Table B.

Estimated differences in prevalence

Mixed sample (2009-2015)	Potency 1-β					
	80%			90%		
Residence	Man	Women	Total	Man	Women	Total
Urban	4.28%	2.49%	2.48%	4.95%	2.88%	2.86%
Rural	4.03%	1.37%	2.10%	4.66%	1.59%	2.43%
Total	3.03%	1.65%	1.73%	3.50%	1.90%	2.00%

Stratification

The sample design considered two levels of stratifications, the first one based on the locality size, and the second one based on the identification of tobacco consumption patterns at a state level, per gender and residence.

For the first stratification, in urban areas (same as the 2009 GATS Mexico), the following was used: a) urban Area Geoestadística Básica or Basic Geostatistical Area (AGEBs) in localities with more than 100, 000 inhabitants, b) suburban AGEB's in localities with 2,500 and less than 100,000 inhabitants.

In rural areas, localities showed wide variability in sizes. There are localities with hundreds or even thousands of inhabitants; however, there are also localities with less than 10 inhabitants. Stratification, in this case, was by: a) Large localities from 100 to 2,500 inhabitants, and b) small localities with less than 100 inhabitants.

Second, stratification was built with the Ward hierarchical clustered method with Euclidean distances between states, using tobacco consumption prevalence by gender and residence from the 2006 Encuesta Nacional de Salud y Nutrición survey (the same survey estimates used for the 2009 GATS Mexico). The stratum according to tobacco consumption prevalence are shown in table C.

Stratification considered 20 stratums, 10 for urban areas (2 for residence per 5 for tobacco use prevalence); and 10 for rural areas (also 2 for rural per 5 for tobacco use prevalence).

Stratum sample assignment

The sample was planned for urban and rural areas by gender. This included 2,814 interviews for men and 2,814 for women in rural areas, and in urban areas the sample was proportionally distributed among urban and suburban stratum, due to differences in response rate and eligibility rate. A total of 1,782 interviews for urban stratum were assigned, and 1,032 for suburban stratum, for both, women and men. The final sample was adjusted for household and individual level eligibility and response rates. Finally, the sample was proportionally assigned to the five states' stratums based on tobacco consumption prevalence. Gender randomization was not considered given the expected similarity in dimensions among population and proportional samples.

For rural areas, the planned sampling was of 2,814 for men and 2,814 for women, which was corrected according to eligibility and response rates at individual and household levels. The sample assignment in rural areas was made with a minimum fraction for small localities stratum in order to minimize security risks and sampling costs.

Non-response and eligibility adjustments

The calculation for eligibility, screening and response rates was based on the GATS Sample Design Manual V.2.0, chapter 10. The required final sample for the 2015 GATS Mexico was 17,013 households for a completed effective sample of 11, 256 individual interviews.

Table C.

Stratum according to tobacco consumption prevalence

1		2	3	4	5
Zacatecas	San Luis Potosí	Sonora	Distrito Federal	Puebla	Oaxaca
Yucatán	Quintana Roo	Coahuila	México	Guanajuato	Tabasco
Nayarit	Durango	Baja California		Veracruz	Chiapas
Campeche	Tlaxcala	Nuevo León		Michoacán	Guerrero
Querétaro	Colima	Aguascalientes		Jalisco	
Morelos	Hidalgo	Chihuahua			
Sinaloa	Tamaulipas	Baja California Sur			

Selection procedure

Urban areas

First stage

AGEB's were selected as Primary Sampling Units (PSU) for urban areas. The sampling selection procedure was based on Probability Proportional to Size (PPS) considering measure of size with no replacement for the AGEB's selection targeting all adults aged 15 years and older for each PSU. The algorithm used was "gsample" in STATA, developed by the PPS selection with no-replacement, according to Hartley and Rao, 1962 (31).

Second stage

Three blocks per sampled AGEB were selected based on PPS selection procedure with the number of inhabitants inside specific houses as a measure of size.

Third stage

Using a Systematic Sampling (SS) procedure, 10 occupied households per block were selected. This procedure was performed by specialized field staff who counted and listed the occupied households and calculated the travel interval using systematic sampling. The starting point used was the north or northwest corner from each block, in which the initial house is selected randomly and the block is systematically traversed clockwise. At each selected household, a household questionnaire was first administered to list members aged 15 years and older.

Fourth stage

For each selected household visited, an eligible person aged 15 years or older was selected through simple random sampling from the member's list obtained through the household questionnaire. This method was conducted automatically through electronic handheld devices used for the interviews.

Rural areas

First stage

At the first stage, the localities were used as PSUs from the list obtained in the 2010 census, using the similar PPS procedure with the number of inhabitants 15 years and older as a measure of size.

Second stage

This stage required household group definition, denominated pseudo-blocks inside the localities where there are no clearly defined blocks; a task performed also by specialized field staff and team coordinators. "Google Maps" and "Google Earth" maps were used and/or freehand drawing maps, in order to identify the pseudo-blocks and enumerate the inhabited households. In large localities three pseudo-blocks were selected and one in the small localities, for both cases, through the systematic sampling procedures.

Third stage

Similar to urban areas, 10 households were selected in each selected pseudo-block in large localities, using the systematic sampling procedures. In the same way, four households were selected from the pseudo-block selected from the small localities.

Fourth stage

In each of the selected households, one individual was randomly selected using the electronic handheld devices for the interview.

Final sample

The original sample distribution was 9,900 households for urban areas and 7,860 households for rural. A total planned sample of 17,765 households was selected for the survey. Initially, in the urban stratum, 223 PSUs were selected. However, two of the selected 223 PSUs were inaccessible. An additional four PSUs from Mexico City and four from Baja California were selected to bring the total to 229 PSUs with complete information. In the suburban stratum, 108 PSUs were selected and visited. In the rural stratum, 258 PSUs were selected in large localities with only 254 providing complete information, and 30 PSUs were selected in small localities with only 26 providing complete information.

Questionnaire

The GATS questionnaire includes a set of core questions that are used in the survey by all participating countries. In addition, Mexico incorporated a set of optional questions to measure the tobacco epidemic and control policies. These include questions on electronic cigarette, knowledge and attitude questions on Mexico General Law, "Cigarro mata carita" campaign and questions about cigarette packs. Other additional optional questions were added to calculate the socioeconomic status and to collect information about the health warning images from smoker's tobacco product packs.

The adapted questionnaire was pilot tested during the pretest in November 2014. This allowed for the validation of the new questions added to the 2015 GATS Mexico questionnaire. After the pretest, the majority of suggested recommendations from interviewers, field work professionals, and international consultants were reviewed and adapted. The GATS Questionnaire Review Committee (QRC) approved the final questionnaire version on January 23, 2015. The 2015 GATS Mexico survey questionnaire is included in Appendix A.

Data collection

Implementing agency

The National Institute of Public Health (INSP) was the implementing agency for the 2009 and the 2015 GATS Mexico. The institute is known as the leading center for research and teaching, and is also recognized for its comprehensive training for public health human resources. The institute produces evidence base knowledge for the formulation, organization and management of national and regional scope of public health policies. The INSP has made important contributions to Mexico's public health in different areas, such as, cancer and tobacco epidemiology, environmental and reproductive health, vector control and infectious diseases, nutrition, program evaluation and national surveys among others.

Within INSP, the Population Health Research Institute (CISP) has extensive experience in research and intervention initiatives, performing leadership and administration activities, field work coordination and Global Tobacco Surveillance System (GTSS) analysis, including the Global Youth Tobacco Surveys (GYTS) conducted in 2003, 2004, 2006, 2008 and 2011; the Global School Personal Survey (GPS) in 2003; the Global Health Professional Student Survey (GHPSS) conducted in 2006; and the first round of the GATS Mexico in 2009.

Likewise, INSP has led studies to estimate exposure to SHS in public and private places, risk evaluation and medical costs related to tobacco use. Starting 15 years ago, INSP leads the summer course titled: Estrategias para el control del tabaquismo en México y América Latina (Tobacco Control Strategies in Mexico and Latín America). In addition, the institute has produced several publications (scientific manuscripts, monographic supplement, technical reports, fact sheets, press bulletins) which have contributed to the scientific evidence on the implementation of WHO-FCTC in Mexico.

INSP's Nutrition and Health Research Center (CINyS) has contributed to a range of important topics related to population nutrition, trained quality human resources, and supported the health, social and educational development sectors, regarding nutrition matters among Mexican population. The CINyS has tracked malnutrition epidemiology in Mexico since 1999 through the Encuestas Nacionales de Salud y Nutrición (Health and Nutrition National Survey). The center has contribute to community clinical essays regarding undernourishment prevention actions and micronutrients deficiencies; small-scale design and testing of obesity prevention strategies and their impact on the morbidity rate; evaluations of the impact of large-scale nutrition programs, such as Prospera, Liconsa and Food aid Program; and supported the health sector on the design of obesity prevention policies.

GATS field training

Training for full implementation of the 2015 GATS Mexico was held in Cuernavaca, Morelos, at INSP Headquarters (November 18th - 25th 2014). Training was conducted by the GATS team members (Principal Investigator, fieldwork team, sampling designer, the IT team and the International GATS team including CDC, WHO-PAHO and RTI), during one and a half weeks, with 8-9 hours daily training-sessions. Training was conducted using audiovisual tools (PowerPoint presentations, whiteboard and posters) and group discussions.

According to the official list of tobacco products (32) Providing examples of some tobacco products (smoke and smokeless products) during training was necessary to give the field team a better understanding of these tobacco products. The training utilized Internet search tools to lookup definitions and pictures of certain tobacco products, to help clarify questions individuals may have had about these products.

During training, three manuals (Question by Question Specification Manual, Interviewer's Manual and Supervisor´s Manual) were reviewed. The manuals were used as the basis for the training.

During the first day of training, field staff trainees were given a detailed introduction of the 2015 GATS Mexico, its purpose and objectives, as well as, it's relevance to tobacco control decision-makers in the country. This session allowed field staff interviewers to understand the importance of information obtained in the field. Also, during this session, field staff interviewers worked on proper interviewing techniques which would enable them to collect the information appropriately and they participated in mock interviews. In addition to the training, field staff completed all the required administrative hiring procedures.

During the next three days of training, all personnel were trained on the proper presentation of the questions in the questionnaires, reviewing section by section, performing practices, according to respondent's smoking status (nonsmokers, smokers, former smokers; women, men, minors and adults). The training also covered information on ethics and ethical responsibilities including the administration of the consent forms and obtaining approval from INSP's ethics committee. This session was designed to help interviewers understand the importance of obtaining consent and maintaining the privacy of participant, and explaining the risks and benefits of participating in the study. Given the high levels of insecurity inside Mexico, the field staff were also trained in personal safety issues. At the end of the first training week, all fieldwork personnel were provided with instructions on how to handle, use and take care of the electronic handheld devices.

Pretest

The 2015 GATS Mexico pretest was conducted in the state of Tlaxcala from November 26th to 28th, 2014. Fifteen teams were formed, each with three pairs of interviewers, a driver and a supervisor. Each interviewer was to conduct at least three household interviews. The first interview was conducted using all the random procedures for household and individual selection, and the subsequent two interviews, purposive selection was used in order to obtain the planned quota of subpopulations of interest from the field work strategy.

At the end of the pretest fieldwork, there were 367 completed surveys of households and individuals. In general terms, the pre-test fieldwork was successfully completed according to the original plan. Most interviewers could use the electronic handheld devices and the new electronic questionnaire without problems and found it was easy to administer. There were no skip errors or inadequate response categories. On average, it took 7 minutes to complete the household questionnaire, 17 minutes to complete the individual questionnaire when the respondent was a smoker, and 10 minutes when the respondent was a former smoker or never smoked.

Some translation issues were identified during training, fieldwork, observation and debriefing. These issues were resolved with minor adjustments to the Spanish wording in the electronic questionnaire.

Fieldwork/Staff

INSP was in charge of the supervisors and interviewers' training who participated in GATS implementation. This included establishing teams, hiring human resources, and resource management.

The Nutrition Surveillance Department from CINyS led the logistics for fieldwork. A team involving 18 persons was formed, which included researchers, coordinators and national supervisors. In addition, 104 interviewers were hired, of which 90% had previous experience working on national survey implementation, such as the 2009 GATS Mexico. Data were collected from February 23th, 2015 to May 10th, 2015.

Both, interviewers and supervisors, were trained on the following tasks:

I. Mexico's tobacco epidemiology and tobacco control strategies.
II. Ethical considerations for the study and obtaining verbal consent for conducting the survey.
III. Questionnaire structure on paper and electronic format with real examples e.g. non-smoker cases, smokers and never-smokers.
IV. The use of electronic handheld devices with Android© operating system for survey interviewing, storage, data management and transfer, and backup.

Fieldwork - Data collection

The 2015 GATS Mexico carried out fieldwork from February 23th to May 10th, 2015. Before beginning fieldwork, all Health Ministries from all federal entities were notified about the survey's objective and their consent and support was requested for each of the local teams. In addition, all municipal councilors and representatives were notified of the surveys' objectives and their consent and support was also requested.

For fieldwork logistics, 13 teams were formed comprising of three pairs of interviewers, one supervisor and a driver. The 2015 GATS Mexico supervisory structure included the five coordinators and a national operations coordinator. The coordinators monitored each brigade at different intervals with the purpose of evaluating the data collection and ensuring quality control. The teams were monitored at three different times by the coordinators and the national operational coordinator. In addition, an IT expert team provided support to the field teams on the program-management, database and electronic handheld devices.

Each of the interviewers were provided with equipment which included: 1) an electronic handheld device (Samsung Galaxy Tab©) which had uploaded to it tasks to perform, interviewer manual, as well as the "R" application to obtain random numbers required for household selection; and 2) supporting material with different images of tobacco products and information on tobacco control and prevention campaigns. Additionally, each team supervisor was provided with a portable computer, which had uploaded to it important files that included: 1) national sample to cover, 2) maps for locating the PSUs and selected blocks, 3) progress report and information coverage format, 4) manual for appropriate management and information backup sending from electronic handheld devices, and 5) a document containing the field's supervisor tasks.

Field staff training involved questionnaire completion, appropriate management of electronic handheld devices (Samsung Galaxy Tab©), and design formats to record the information obtained from the field. In order to carry out each of the interviews from the selected households, the interviewers introduced themselves as INSP staff member, explained the survey's objectives, presented the letter addressed from the respondent's state Minister of Health and requested their consent. If verbal consent was granted, the interviewer proceeded with the interview.

All states within Mexico were visited. Table D provides the response rate per federal entity from the 2015 GATS Mexico.

Methods to capture information

Samsung Galaxy Tab© electronic handheld devices running Android© operating system were used for data collection. The electronic handheld devices were installed with GATS tool (Global Survey System) developed by RTI International for data collection. The total sample (17,765 surveys) was distributed among 13 teams. Each team consisted of 6 members, including the Team Supervisor device (for backup) and General Supervisor, according to the survey's logistics.

The primary and secondary sampling units (PSU and block, respectively) were mapped in «Google Maps» platform, to which the interviewers had access on the handheld devices (Figure 1)

Backup for all data collected took place at night after finishing daily fieldwork (from questionnaires and cigarette pack photographs). Backup data were sent either by e-mail or Dropbox to the computer experts in charge located in Cuernavaca. For one year, including the data collection period, the data were stored and monitored through the following website (http://gats.nutricionenmovimiento.org.mx) in order to evaluate, from a central level, how old the backup information from each team was (Figure 2).

By having this information, it was possible to track the progress through the "Google Maps"© platform for each of the PSUs across the country. The PSUs that are colored green in Figure 3 are the PSUs that are included in the 2015 GATS Mexico.

During the fieldwork, progress at the team and at the individual interviewer level were monitored in a timely manner using to the electronic handheld devices. In addition, non-response and reasons for non-response were analyzed in real-time allowing for correction as needed.

Table D.

Individuals' response rate by federal entity, 2015 GATS Mexico

State	Response rate	State	Response rate
Aguascalientes	86.6	México	76.6
Baja California	72.3	Nayarit	95.9
Baja California Sur	94.1	Nuevo León	88.3
Campeche	86.0	Oaxaca	91.8
Chiapas	79.5	Puebla	87.2
Chihuahua	79.4	Querétaro	80.6
Coahuila	90.0	Quintana Roo	82.7
Colima	91.6	San Luis Potosí	82.7
Distrito Federal	60.7	Sinaloa	92.5
Durango	82.9	Sonora	87.4
Guanajuato	89.2	Tabasco	90.0
Guerrero	85.4	Tamaulipas	71.3
Hidalgo	91.9	Tlaxcala	85.2
Jalisco	70.8	Veracruz	93.4
Michoacán	93.8	Yucatán	82.3
Morelos	85.0	Zacatecas	88.2

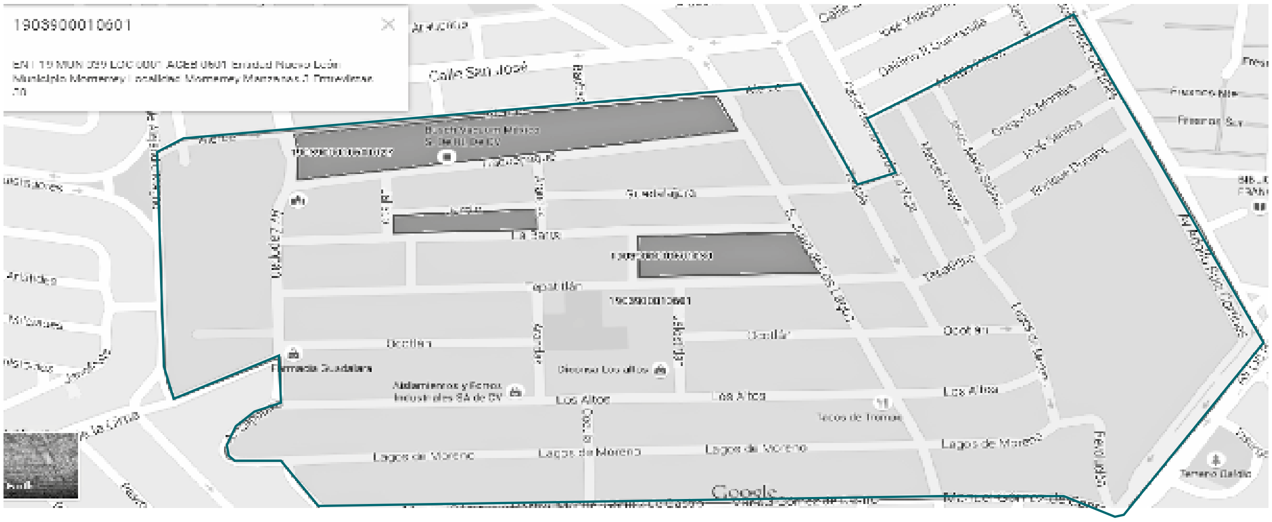

Figure 1. Image of selected PSU and blocks

The Mexico team working along with CDC staff members, conducted other important quality control activities, including examining the length it took to complete a questionnaire and the length of time it took to complete each question. This was possible because the devices registered the interview time. These procedures made it was possible to detect which interviewers collected data either very fast or very slow, and allowed a supervisor to apply corrective measures. Figure 4 shows an example of a report developed by the website in which the questionnaire interview time is shown.

Squad	Supervisor	Tablet	Delivery date	Length
1	Martínez Estrada Militza Berenice	10001	28/04/2015	51
1	Martínez Estrada Militza Berenice	10002	28/04/2015	51
1	Martínez Estrada Militza Berenice	10003	28/04/2015	51
1	Martínez Estrada Militza Berenice	10004	28/04/2015	51
1	Martínez Estrada Militza Berenice	10005	26/04/2015	53
1	Martínez Estrada Militza Berenice	10006	28/04/2015	51
2	Torres Vázquez Lucía	10079	28/04/2015	51
2	Torres Vázquez Lucía	10008	28/04/2015	51
2	Torres Vázquez Lucía	10009	28/04/2015	51

Figure 2. The 2015 GATS Mexico follow-up fieldwork report log

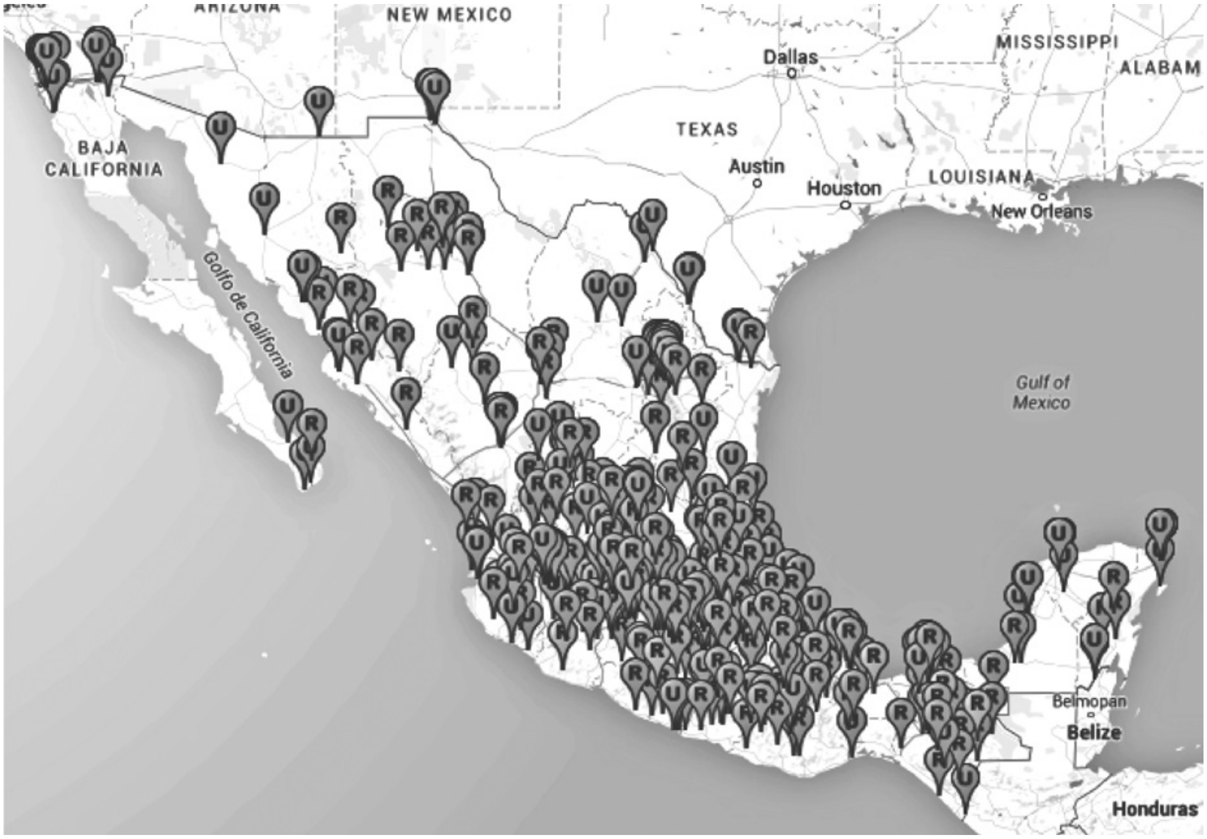
ARIZONA
NEW MEXICO
Dallas
MISSISSIPPI
ALABAM
TEXAS
Austin
Houston
LOUISIANA
New Orleans
BAJA CALIFORNIA
Golfo de California
Gulf of Mexico
Belmopan
Belize
Honduras

Figure 3. The 2015 GATS Mexico fieldwork maps of PSU follow-up on completion of survey

Tablet	Applied surveys	Household questionnaire average duration	Individual questionnaire average duration
10005	181	5.8	9.44
10006	180	6.88	9.85
10003	200	6.18	11.22
20001	7	4.7	9.14
10002	180	5.56	11.63
10001	189	5.32	9.6
10004	190	7.19	13.8

Figure 4. Log of fieldwork follow-up quality indicators, 2015 GATS Mexico

An additional validation measure involved the use of data collected by the GPS sensor, which allowed confirmation that the teams effectively arrived at the primary sampling units and even permitted visualization of the interviewed individuals by some of their demographics. Figure 5 show a spatial distribution map of the individuals from the primary sampling unit as well as some of their characteristics such as, gender and smoking status.

Confidentiality/ Informed consent

The 2015 GATS Mexico implemented a verbal informed consent strategy, which included all ethics principles. In order to obtain the household information as well as household residents' roster, consent was obtained from all interviewed persons. For individuals less than 18 years of age, consent was obtained from both the individual as well as their parent and guardian. Records of consent were available on all electronic handheld devices and printouts.

Interviewers read the consents to the selected interviewees, providing all information related to the 2015 GATS Mexico. Based on suggestion from INSP Ethics Committee, an informative handout was created that included the contact information for the Committee Chairwoman and main project researcher to be used by field teams. The Research Ethics Committee approved the protocol for the 2015 GATS Mexico in October 2014 (CI: 1257 / V 92).

Data Management design

Field supervisors were instructed to send the SQLite files, which were extracted from the handheld devices, via e-mail every Wednesday and Sunday. Once in the central office, all the data was aggregated by using the software provided by RTI International, (FileBuilder.exe) in order to obtain the final ".db3" file for the three stages of the survey. After a week of usage this process had to be conducted using a virtual RAM drive, because it consumed too much time, in the final stages of the study even using this RAM drive it took about ten hours instead of many days that would have been taken to accomplish this in a physical drive.

Statistical analysis

Complex survey data analysis was performed to obtain population estimates and their related confidence intervals. The sample weights were calculated for each respondent. For each respondent, a sample weight was computed using a weighting process (see details in Appendix B) that included the following three main steps: (1) creation of the base weight or design weight, calculated from all steps of random selection in the sample design, (See details in Appendix C.) (2) an adjustment for non-response by sample households and sample individuals eligible for the survey, (See details in Appendix D.) and (3) a post-stratification calibration adjustment of sample totals

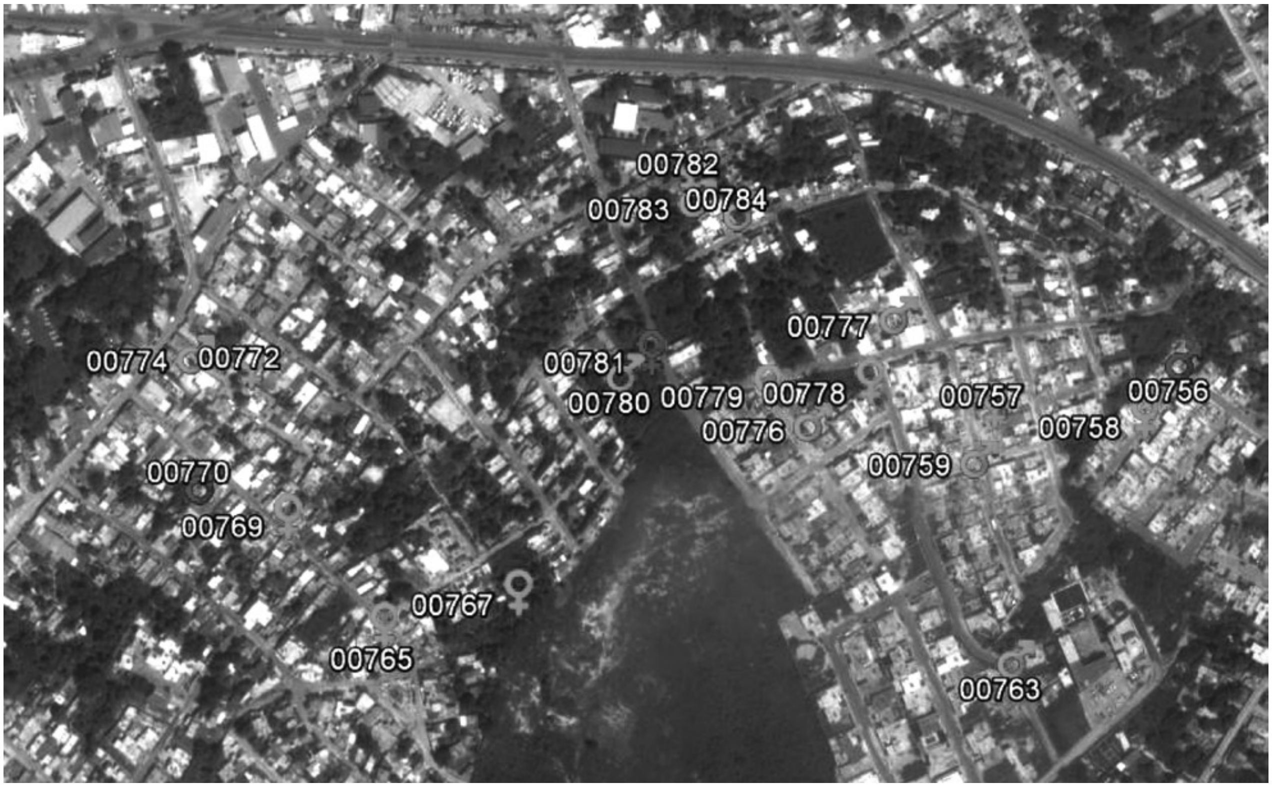

Figure 5. Image of fieldwork follow-up quality indicators, 2015 GATS Mexico

to projection of the population aged 15 years and above by region, area, gender and age group.

The final weights attached to each respondent were computed as the product of the base weights, the non-response adjustment and post-stratification calibration adjustment. The final weights were used in all analyses to produce estimates of population parameters and their Confidence Intervals. All weighting computations, estimates and their Confidence Intervals were calculated using the SPSS 23 complex samples module.

Data interpretation

A 95 percent confidence interval (95% CI) was used to indicate the precision of the estimate. Confidence intervals are closely related to statistical significance testing.

Z-test was also used to measure statistical significance of the estimates for comparison between the 2009 and 2015 data. The significance level for the estimates were denoted as * if P<0.05.

The change of two estimates, *R* is a relative measure and can be interpreted as the percentage of the estimate in year 2 as it decreases or increases compared to year 1. This calculation takes into account the percent of change experienced by the population.

As an example, if the estimates of current smoking prevalence among males ages 25-34 are 20.0% in year 1 and 18.0% in year 2, the interpretation of the relative change is that current smoking prevalence among males ages 25-34 decreased 10% from year 1 to year 2. The 95% of confidence interval of can be calculated using the following:

$$\text{Lower bound: } L(R) = \hat{R} - t_{\frac{\alpha}{2},k}\ S(\hat{R}) \text{ and}$$

$$\text{Upper bound: } U(R) = \hat{R} + t_{\frac{\alpha}{2},k}\ S(\hat{R}),$$

where $\hat{R} = \frac{\hat{r}_2 - \hat{r}_1}{\hat{r}_1}$ is the estimate of R, $S(\hat{R}) = \sqrt{\frac{V(r_2)}{r_1^2} + \frac{r_2^2 V(r_1)}{r_4}}$ and is the $\frac{\alpha}{2}$ percent value from a t distribution with degree of freedom of k. Since the number of PSUs is large following GATS sample design requirement, $z_{\alpha/2}$ is used as approximation. In GATS analysis, $\alpha = 0.05$ is used.

Details of the reporting measures of comparison are provided in the GATS Analysis and Reporting Package (33).

Sample and population characteristics

Response rates

Table 3.1 Appendix E shows the unweighted number of households and individuals sampled and the status of interview completion by residence (urban/rural).

Overall, 15,436 households completed the household interview survey for a response rate of 87.0%. In urban areas, a total of 8,132 households completed the household interviews (household response rate 81.4%) and in rural areas, a total of 7,304 (94.1%).

Of the 15,436 sampled individuals from selected households that completed screening, 14,664 completed the individual interviews with an overall response rate of 82.7%. In urban areas, 7,573 sampled individuals completed the individual survey with a person-level response rate of 93.2% while, in rural areas, 7,091 sampled individuals completed the individual survey with a person-level response rate of 97.2%.

The overall total response rate was 82.7%, which was computed as a product of the household response rate and the individual-level response rate. By residence, the overall response rate in urban and rural areas was 75.9% and 91.4%, respectively.

Characteristics of sampled respondents

Table 3.2 Appendix E shows the unweighted sample size and weighted population estimates by selected demographic characteristics.

Results GATS Mexico 2015

Tobacco use

Tobacco use prevalence

In Mexico, smoked tobacco include cigarettes, cigars, hand-rolled and pipes. Smoking prevalence is presented in this report by "current tobacco smoker" and "non-smoker". Current tobacco smokers are further categorized as either "daily smokers" or "occasional smokers". Occasional smokers comprise "former daily" and "never daily" smokers. Non-smokers include "former daily smokers", and "never daily smokers". Never daily smokers are divided into "former occasional smokers" and "never smokers".

Key findings

- Overall tobacco smoking prevalence is 16.4%. Tobacco smoking prevalence among males is 25.2% and females is 8.2%.
- Overall 7.6% of adults are current daily smokers and 8.8% are occasional smokers.
- Most common form of tobacco product smoked is manufactured cigarettes used by 16.3% of adults.
- Average number of cigarettes smoked per day among daily smokers overall was 7.7 cigarettes (8.0 cigarettes per day males; 6.8 cigarettes per day females).
- Average daily smoking initiation among the 20-34 age group is 16.5 years.

Overall smoking prevalence among adults 15 years and older was 16.4%, representing an estimated 14.3 million adults (Table 4.1 and Table 4.2 Appendix E). Among males, 25.2% were tobacco smokers and among 8.2% among females. Approximately 10.6 million males and 3.8 million females were current tobacco smokers in the country.

Among all adults, 7.6% were daily smokers and 8.8% were occasional smokers. Daily smoking prevalence rate among males (11.9%) was almost three times higher than females (3.6%). Similarly occasional smoking prevalence rate among males (13.3%) was almost three times higher than females (4.6%).

Overall, non-smokers accounted for 83.6% of the adult population aged 15 years and older representing approximately 73.2 million people. Among adult population, 5.8% were former daily smokers, 11.7% former occasional smokers and 66.2% never smokers. Approximately, 58.0 million adults were never smokers (22.2 million males and 35.8 million females).

Types of tobacco products used

Table 4.3 Appendix E presents various smoked tobacco products by gender and selected demographic characteristics. The products include manufactured cigarettes, hand-rolled cigarettes and other smoked tobacco products. The overall percentage of adults who smoked any tobacco product was 16.4%. Manufactured cigarettes were the most common tobacco product smoked in the country (16.3%). The findings in this report mainly reflect the characteristics of manufactured cigarettes. Only 0.6% smoked hand-rolled cigarettes and 0.7% smoked other tobacco products.

Prevalence of cigarette smoking was about three times higher among males (25.1%) than females (8.2%). Among males, cigarette smoking prevalence decreased with age from age group 15-24 (27.5% and 25-44 (28.2%) to age group 65 or older (13.8%) and was higher in urban areas (27.2%) than in rural areas (17.7%). Among females, prevalence of cigarette smoking was high among the age groups 15-24 (7.4%), 25-44 (10.0%) and 45-64 (8.0%) and decreased among age group 65 years or older (3.3%). Majority of female cigarette smokers lived in urban areas (9.9%) versus rural areas (1.8%).

By education, prevalence of cigarette smoking was high among those with primary education (17.4%), secondary education (17.5%), technical education (17.6%) and college education and above (16.8%) than among those with no formal education (10.7%). Among males, prevalence of cigarette smoking was almost the same across education levels. However, among females, cigarette smoking increased with education level.

Tobacco smoking frequency

Smoking frequency was classified into three categories: "daily smokers", "occasional smokers", and "non-smokers" (Table 4.5 Appendix E). The percentage of adults 15 years and older who were daily smokers, occasional smokers, and non-smokers were 7.6%, 8.8%, and 83.6%, respectively. Among males, 11.9% were daily smokers and among females 3.6% were daily smokers. The percentage of occasional smokers among males and females were 13.3% and 4.6% respectively.

Number of cigarettes smoked per day

Table 4.6 Appendix E shows the distribution of number of cigarettes smoked per day among daily cigarette smokers. Number of cigarettes per day is also used as a measure of the level of nicotine dependence. The average number of cigarettes smoked per day among all current daily smokers was 7.7. On average males smoked 8.0 cigarettes per day and females smoked 6.8 cigarettes per day.

Among all current daily smokers, 43.0% smoked less than five cigarettes per day: 25.1% smoked 5-9 cigarettes per day; 16.0% smoked 10-14 cigarettes per day; 13.7% smoked 15-24 cigarettes per day; and 2.3% smoked 25 cigarettes or more per day.

Age at smoking initiation

Table 4.7 Appendix E gives the age distribution at initiation of smoking among ever daily smokers aged 20-34 years. The average age of initiation among ever daily smokers aged 20-34 years was 16.5 years. Among this age group, 22.1% started smoking daily before they became 15 years old, 33.0% started between ages 15-16 years, 30.1% between ages 17-19 years and 14.8% at age 20 years or over.

Prevalence of former daily smoking and quit ratio

Table 4.8 Appendix E presents the prevalence of former daily smokers among adults 15 years and older and the quit ratio among ever daily smokers. The quit ratio is the percentage of ever daily tobacco smokers who currently do not smoke tobacco. This ratio indicates the success of efforts to encourage cessation among established tobacco smokers.

The prevalence of former daily smokers was 5.8% and the quit ratio was 35.5%. Quit ratio among males was 34.1% and among females 39.1%. Among age groups, quit ratio increased with age (19.4% 15-24 years; 28.5% 25-44 years; 42.9% 45-64 years; and 66.3% 65 years and older).

Time since quitting smoking

Table 4.9 Appendix E presents time since quitting among former daily smokers aged 15 years and older. The former smokers are classified into four categories based on the time since they quit smoking; less than one year, one to less than five years, five years to less than ten years and ten years or more. Majority of former daily smokers quit ten years or more ago (51.9%).

Time to first smoke

Table 4.11 Appendix E show the time to first smoke among daily smokers. Time to first smoke is also an indicator of nicotine dependence and is presented in four categories: Within 5 minutes of waking, 6-30 minutes, 31-60 minutes and over 60 minutes. Majority of daily smokers (66.5%) have their first cigarette after 60 minutes of waking up. Among males, 66.1% smoked their first cigarette of the day after 60 minutes and among females, 67.6%. Similarly across age, residence, and education level, majority of daily smokers smoked their first cigarette of the day after 60 minutes.

Smokeless tobacco use

Table 4.1A Appendix E presents results on smokeless tobacco use. Overall, 0.2% of adults 15 years and older used smokeless tobacco. Use of smokeless tobacco among males was 0.4% and about 0.0% among females.

Types of current tobacco users

Table 4.10 Appendix E presents the prevalence of current tobacco users 15 years and above by selected demographic characteristics. Current tobacco users include current tobacco smokers and smokeless tobacco users.

The overall prevalence of tobacco use was 16.6%. Use of tobacco among males was three times higher than females (25.6% and 8.4% respectively). Prevalence of tobacco use was higher among age groups 15-24 (17.6%), 25-44 (19.1%) and 45-64 (14.8%) and declines among the age group 65 and above (8.3%).

Prevalence of current tobacco use was almost twice as high in urban areas (18.5%) than rural areas (9.7%). By education, the prevalence of current tobacco use was higher among those with primary education (17.7%), secondary education (17.7%), technical education (18.1%) and college education and above (17.0%) and was lower among adults with no formal education (11.1%).

Tobacco use among socio-economic status groups

Table 4.6A Appendix E present the distribution of tobacco use by socio-economic status (SES). SES were calculated based on selected questions on household assets (see Appendix I for calculations). SES are categorized into five quintiles - Lowest SES, Low SES, Middle SES, High SES, and Highest SES. The first quintile are households with the lowest SES and households in the fifth quintile are those with the highest SES.

Current tobacco smokers among the five SES categories was lower among the Lowest SES (13.1%), Low SES (15.1%) and the Middle SES (17.0%), than among the High SES (18.3%) and Highest SES (18.3%).

Cessation

Key findings

- Over half (56.9%) of smokers aged 15 years and older had made an attempt to quit smoking in the past 12 months.
- One in five smokers (19.3%) who visited a health care provider in the past 12 months were advised to quit smoking.
- Majority of smokers (90.6%) who made an attempt to quit in the past 12 months did so using their willpower.
- 13.5% of smokers were planning to quit smoking within the next month.

Smoking cessation and healthcare-seeking behavior

Quit attempts were calculated among all smokers who smoked in the past 12 months, which included current smokers and those who had quit within the past 12 months (past-year smokers). Table 5.1 Appendix E presents the percentage of current and former tobacco smokers who made an attempt to quit smoking in the past 12 months prior to the survey. It also shows the proportion of current and former smokers who visited a health care provider (HCP), and were asked about smoking by HCP, and had received advice from a HCP on quitting.

Among current and former smokers, 56.9% made an attempt to quit tobacco in the past 12 months. Almost an equal proportion was observed among males (57.0%), females (56.4%), in urban areas (57.2%) and rural areas (54.6%). The proportion of current and former smokers who made a quit attempt was 66.0% among age group 15-24, 55.7% among age group 25-44, 47.8% and 54.7% among age groups 44-54 and 65 and above respectively.

Over one in three current smokers and recent quitters (37.6%) visited a HCP (males 33.6% and females 48.1%) in the past 12 months. Among those that visited a HCP, 70.5% were asked whether they smoked. One in five of those asked whether they smoked (19.3%), were advised to quit by a HCP.

Cessation method

All current smokers and recent quitters were asked about the cessation method they used for quitting in the past 12 months. Table 5.2 Appendix E presents the percentage of current smokers and recent quitters who made a quit attempt in the past 12 months and the various cessation methods used for their last quit attempt.

Among current smokers and recent quitters who made a quit attempt in the past 12 months, 3.5% used pharmacotherapy and 5.9% used counseling/advice. Majority (90.6%) of current smokers and recent quitters who made a quit attempt in the past 12 months used willpower. Other methods were cited by 11.8% of current smokers and recent quitters.

Current smokers and recent quitters used various approaches in their last quit attempt (Table 5.4 Appendix E). Almost two-thirds (59.9%) of current smokers and recent quitters stopped smoking all of a sudden, 15.7% gradually decreased the number of cigarettes and 14.2% stopped purchasing cigarettes. In addition, 3.2% substituted smoking with another activity, 1.2% submitted themselves to treatment and 5.8% used other approaches.

Table 4.13 Appendix E show the prevalence of knowledge about cessation centers among current smokers and recent quitters. Less than two in ten current smokers and recent quitters (14.0%) were aware of smoking cessation help centers.

Intention to quit

All current smokers were asked about their intention to quit smoking. Table 5.3 Appendix E present the percent distribution of current smokers by their intentions to quit. About one-eighth (13.5%) of current smokers were planning to quit within next month and 21.8% were thinking about quitting within next 12 months. Majority of current smokers (42.9%) were interested in quitting someday, but not in the next 12 months, 19.1% were not interested in quitting and 2.6% did not know.

Secondhand smoke

Key findings

- Among adults who work indoors or both indoors and outdoors, 17.0% (3.9 million) were exposed to SHS in their indoor workplaces.
- 12.6% of adults (11.0 million) were exposed to SHS at home.
- Four most common public places where adults were exposed; 72.7% among those who visited bars or nightclubs; 24.6% who visited restaurants; 24.7% who used public transport; 42.4% who visited universities.

Exposure to secondhand smoke in indoor work places

Table 6.1 Appendix E shows that exposure to SHS prevalence among all adults who usually work indoors or both indoors and outdoors was 17.0%. Among non-smokers alone, 15.9% were exposed to SHS in their workplace. There were no statistically significant differences in exposure to SHS in workplaces by gender, age, and urban/rural. By education level, only those with college education and above (11.8%) were less exposed to SHS in their workplace than those with no formal education (26.6%).

Exposure to secondhand smoke at home

Table 6.2 Appendix E shows that overall, 12.6% (11.0 million) adults aged 15 years and older were exposed to SHS at home. Among non-smokers only, 9.5% (6.9 million) were exposed to SHS at home. There were no statistically significant differences in exposure to SHS at home by gender and age. By residence, exposure to SHS at home was 14.0% in urban areas and 7.4% in rural areas. By education level, exposure to SHS at home was higher among those with secondary education (14.1%), technical education (12.8%), and college education and above (15.0%) than those with no formal education (9.1%).

Exposure to SHS in public places

Table 6.3 Appendix E present percentage of adults exposed to SHS in public places in the last 30 days. Among all adults, exposure to SHS in public places was less than ten percent in health care facilities (2.2%), government buildings (3.2%) universities (4.7%), schools (5.3%), restaurants (8.5%), and bars or nightclubs (9.2%). However, exposure to SHS in public transportation was 16.3%.

Table 6.4 Appendix E present percentage of adults who visited various public places in the past 30 days and were exposed to SHS. Among adults who visited various public places, the lowest exposure to SHS occurred in health care facilities (5.2%), schools (13.7%), and government buildings (14.0%). High percentage of adults exposed to SHS was observed among those who visited various other public places including bars or nightclubs (72.7%), universities (42.4%), restaurants (24.6%) or used public transportation (24.7%).

Prevalence of exposure to SHS among non-smokers who visited various public places remained almost the same as the estimates for all adults.

Economics

Key findings

- Smokers spent on average 297.2 Mexican Pesos (MXP) per month on manufactured cigarettes.
- Two-thirds of smokers (63.1%) purchased their last cigarettes in a store.
- Marlboro was the most popular brand purchased (46.3%), followed by Pall Mall (9.7%), Montana (8.1%), Delicados (7.3%), and Marlboro Light (6.4%).
- 48.9% of manufactured cigarette smokers purchased their last cigarettes as stick.

Brand of manufactured cigarette last purchased

Table 7.1 Appendix E presents the top brands last purchased among current smokers of manufactured cigarettes. The majority of manufactured cigarette smokers (46.3%) purchased Marlboro. Other top brands purchased included Pall Mall (9.7%), Montana (8.1%), Delicados (7.3%), and Marlboro Light (6.4%).

Source of last purchase

Table 7.2 Appendix E presents the source of last purchase of cigarettes among smokers of manufactured cigarettes. The most common source of purchase were store (64.2%) and convenience store or supermarket (28.3%). Only 6.0% purchased from a street vendor and 1.0% from a pharmacy. Store was the most common source of purchase for cigarettes among both males (64.1%) and females (60.2%).

Expenditure on cigarettes

Table 7.3 Appendix E presents average cigarette expenditure per month and average cost of 20 manufactured cigarettes by sociodemographic characteristics. Cigarette smokers spent on average 297.2 pesos on manufactured cigarettes per month. Both males (298.9 pesos) and females (292.1 pesos) spent on average about the same amount on manufactured cigarettes per month. Overall, average price of a 20 manufactured cigarette pack was 46.7 pesos.

Type of cigarette purchase

Table 7.4 Appendix E present the type of last purchase of manufactured cigarettes including single cigarettes (sticks), packs, cartons, and other. Almost half of manufactured cigarette smokers (48.9%) purchased their last cigarettes as sticks. Similarly almost half of manufactured cigarette smokers (48.9%) purchased their last cigarettes in packs. Only 0.2% purchased cigarettes in cartons.

Purchase of last manufactured cigarettes in sticks was high among the youngest age group (15-24, 62.0%) than among other age groups (age 25-44, 49.3%; age 45-64, 37.0%; age 65 and above, 26.8%). Considering residence, purchase of last manufactured cigarettes in sticks was high among rural smokers (63.0%) than urban smokers (46.9%). By education level, purchase of last manufactured cigarettes in sticks was high among those with no formal education (53.2%), primary education (55.7%), secondary education (55.5%), and technical education (44.3%) than those with college education and above (21.1%).

Overall, majority of manufactured cigarette smokers (98.2%) purchased filtered cigarettes (Table 7.5 Appendix E). There were no statistically significant variations among various sociodemographic groups.

Media and health warnings

Key findings

- During the past month, majority (82.4%) of adults 15 years and older indicated that they had noticed anti-cigarette information at any location, mostly on television or radio.
- Majority of current smokers (93.4%) noticed health warnings on cigarette package.
- 43.2% of smokers who noticed health warnings on cigarette package thought about quitting because of warning label.
- 53.1% of adults noticed any tobacco advertisement, sponsorship or promotion in the last 30 days.

Noticing anti-cigarette information at various places during the last 30 days

Table 8.1 Appendix E show that during the past month, majority of adults 15 years and older (82.4%) indicated that they had noticed anti-cigarette information in any location, mostly on Television or Radio (70.9%). Four in ten adults noticed anti-cigarette information in newspapers or in magazines (40.4%), almost a third (30.0%) on billboards and 37.3% somewhere else.

There were no statistically significant variations across the various demographic characteristics. However, noticing any cigarette information in any location was higher in urban areas (84.0%) than rural areas (76.7%).

Noticing health warning label on cigarettes package and thought about quitting

Table 8.2 Appendix E presents percentage of current adult smokers 15 years and older who noticed health warnings on cigarette packages and percentage who considered quitting because of warning label on cigarette packs during the past 30 days. Majority of current smokers (93.4%) had noticed health

warnings on the cigarette packages during the past 30 days. Among current smokers who noticed health warning labels on cigarette package, 43.2% thought about quitting because of the label.

Noticing health warnings on cigarette package was high across various demographic characteristics. However, noticing health warnings on cigarette package was higher among smokers in urban (94.3%) than rural (86.9%) and among those with primary education (91.5%), secondary education (92.8%), technical education (99.0%) and college education and above (99.2%) than those with no formal education (80.9%).

Noticing cigarette marketing in various public places

Table 8.3 Appendix E present percentage of adults aged 15 years and older who noticed cigarette marketing in various places during the past 30 days. This includes advertising in stores, promotions and sponsorship. Slightly over half of adults (53.1%) noticed any tobacco advertisement, sponsorship or promotion during the past 30 days. The most common location where cigarette marketing was noticed was in stores (32.0%). The prevalence of noticing any cigarette advertisement, sponsorship or promotion during the past 30 days was different by gender, age, and residence. More males noticed any advertisement, sponsorship or promotion than females (56.5% vs 49.9%), more adults aged 15-24 years than those 25 years and older (62.9% vs 49.8%), and more adults in urban than rural (56.5% vs 40.2%).

Among current smokers, the most common location where cigarette marketing was noticed was in stores (35.3%) (Table 8.4 Appendix E). The prevalence of noticing any tobacco advertisement, sponsorship or promotion among current smokers was 60.4% and varied by age and residence. More smokers aged 15-24 years noticed cigarette advertisements, sponsorship or promotion than smokers 25 years and older (69.1% vs 57.2%). By residence, noticing cigarette advertisements, sponsorship or promotion was 61.8% in urban areas and 50.3% in rural areas.

Noticing "Cigarro mata carita" campaign

Table 8.6 Appendix E present percentage of adults aged 15 years and older who noticed the "Cigarro mata carita" campaign in various places during the past 12 months. The most common location where the "Cigarro mata carita" campaign was noticed was television (27.0%) followed by radio (10.6%) and internet (6.7%). About one-third of adults noticed the "Cigarro mata carita" campaign in any location during the past 12 months. Noticing the "Cigarro mata carita" in any location varied by age and residence. More adults aged 15-24 noticed the campaign than those aged 25 years and older (37.9% vs 30.1%), and more adults in urban than rural (33.4% vs 26.8%).

Knowledge, attitudes, and perceptions

Key findings

- 98.1% of adults believe that smoking causes serious illness
- 86.1% of adults believe that smoking causes bone loss
- 96.5% believe that breathing other people's smoke causes serious illness in non-smokers
- 93.4% support ban on smoking in indoor workplaces and public places
- 84.0% support ban on all tobacco advertisement
- 74.4% support increasing size of pictorial warning label

Belief that cigarette smoking causes serious illness and specific diseases

Table 9.1 Appendix E show that 98.1% of adults 15 years and older, believed that smoking causes serious illness. Most adults 15 years and older believed that smoking causes lung cancer (97.9%), chronic respiratory disease (94.7%), bone loss (86.1%), heart attack (83.6%), and stroke (68.0%). Slightly over half (53.2%) of adults 15 years and older and less than half (40.3%) believe that smoking causes premature birth and bladder cancer respectively.

Majority of adults 15 years and older (96.5%) believed that breathing other people's smoke causes serious illness in non-smokers (Table 9.2 Appendix E). Majority of smokers (95.6%) and non-smokers (96.7%) believed that breathing other people's smoke causes serious illness in non-smokers. Similarly, there were no differences by other socio-demographic characteristics.

Support for tobacco control policies

Table 9.3 Appendix E present the percentage of adults 15 years and older who support various anti-smoking policies. Overall,

93.4% of adults 15 years and older support ban on smoking in indoor workplaces and public places. Support for ban on smoking in indoor workplaces and public places was higher among non-smokers (94.2%) than smokers (89.7%).

Two thirds adults aged 15 years and older (66.7%) support increasing taxes on cigarettes. More females (70.4%) support increasing taxes on cigarettes than males (62.8%). Support for increasing taxes on cigarettes was high among non-smokers (70.0%) than smokers (49.9%).

Majority of adults 15 years and older (84.0%) support ban on all tobacco advertisements. Support for ban on all tobacco advertisements was high among females (86.0%) than males (81.8%), and among non-smokers than smokers (85.0% vs 79.0%).

Three quarters of adults 15 years and older (74.4%) support increasing size of pictorial warning labels on cigarette packages. Support for increasing size of pictorial warning labels was high among age groups 15-24 (78.2%), 25-44 (77.2%), 45-64 (71.0%) than age group 65 and older (61.6%). By education, support was high among those with primary education (73.0%), secondary education (78.9%), technical education (79.8%), and college education and above (71.9%) than those with no formal education (61.6%). Support for increasing size of pictorial warning labels on cigarettes packages was high among non-smokers than smokers (75.8% vs 67.4%).

Ley General para el Control del Tabaco (Tobacco Control General Law)

Table 9.3 Appendix E present the percentage of adults 15 years and older about knowledge of Ley General para el Control del Tabaco (Tobacco Control General Law). Over half (54.2%) of adults have heard about Ley General para el Control del Tabaco. The majority (89.0%) learned about the law through mass media, followed by bar or restaurant (38.4%), retail establishment (32.2%), internet or social network (24.4%), and cessation call center (5.7%). Adults with college education and above (72.9%) were more likely to have heard about Ley General para el Control del Tabaco law, followed by technical (61.8%), secondary (52.6%), primary 48.7%), and no formal education (41.2%).

The 2015 GATS Mexico MPOWER summary indicators are shown in the Appendix F.

Changes over time: Comparisons of 2009 and 2015

GATS has been implemented twice in Mexico in 2009 and the second time in 2015. This section presents comparisons of selected key tobacco indicators for GATS Mexico across the two surveys.

Tobacco use 2009 and 2015

Key findings

- Prevalence of overall current tobacco smoking remained about the same from 2009 (15.9%) to 2015 (16.4%).
- On average, current daily smokers smoked fewer cigarettes per day; 7.7 in 2015 compared to 9.4 in 2009.
- Average age at initiation of ever daily smokers among 20-34 years old remained the same from 2009 (16.5 years) to 2015 (16.5 years).

Tobacco use prevalence 2009 and 2015

Table 10.1 Appendix G shows that there was no statistically significant change in overall current smoking prevalence from 2009 (15.9%) to 2015 (16.4%). There was also no statistically significant change in prevalence of daily smoking from 2009 (7.6%) to (7.6%) 2015. The overall prevalence of those classified as never smokers statistically significantly decreased from 69.4% in 2009 to 66.2% in 2015.

Table 10.3 Appendix G shows that prevalence of occasional smokers in 2009 and 2015. Overall, prevalence of occasional smoker remained about the same from 2009 (8.4%) to 2015 (8.8%).

Pattern of tobacco use 2009 and 2015

Table 10.2 Appendix G shows the prevalence of current smokers by type of smoked tobacco products in 2009 and 2015. There was no statistically significant change in the overall prevalence of any smoked tobacco product between 2009 and 2015. However, a statistically significant increase in percentage of those who smoked manufactured cigarettes was observed among 25-44 age group (16.6% vs 18.7%) and among those with primary education (14.6% vs 17.4%).

Age of initiation 2009 and 2015

Table 10.5 Appendix G presents the age at smoking initiation among ever daily smokers aged 20-34 years old categorized into four groups; <15 years, 15-17 years, 18-19 years and ≥20 years. Overall, there was no statistically significant change in these age categories and any demographic characteristics with the exception of rural group. Among rural residents, there was a statistically significant reduction in proportion of adults aged 20-34 who initiated smoking at age 20 years and over from 17.7% in 2009 to 8.9% in 2015.

Table 10.6 presents the average age at initiation among ever daily smokers 20-34 years old by selected demographic characteristics. There were no statistically significant change in average age of initiation from 2009 to 2015 overall (16.5 years vs 16.5 years).

Cessation 2009 and 2015

Key findings

- The percentage of adult smokers who made a quit attempt in the past 12 months statistically significantly increased from 49.9% in 2009 to 56.9% in 2015.
- No statistically significant change in the percentage of smokers asked by health care provider if they smoked: 64.5% in 2009 and 70.5% in 2015.
- No statistically significant change in the percentage of smokers who visited the health care provider and were advised to quit: 17.3% in 2009 and 19.3% in 2015.

Quit attempts among smokers 2009 and 2015

Table 10.8 Appendix G presents the percentage distribution of quit attempt in 2009 and 2015 among those who smoked in the past 12 months prior to the survey. Overall, there was a statistically significant increase in percentage of past-year smokers who made a quit attempt in the past 12 months from 49.9% in 2009 to 56.9% in 2015. Statistically significant increase in quit attempt was also noted among males (47.2% to 57.0%), age groups 15-24 (54.9% to 66.0%), and 25-44 (49.9% to 55.7%).

Smoking cessation and receiving cessation advice from health care providers 2009 and 2015

Table 10.9 Appendix G presents the prevalence of smokers who visited a Health Care Provider (HCP), and were asked to (by a HCP) if they smoked and percentage of those advised to quit by the HCP. There was a statistically significant increase of overall prevalence of smokers who were asked by HCPs if they smoked tobacco from 2009 (64.5%) to 2015 (70.5%). Similarly no statistically significant changes were observed across demographic characteristics. Among smokers who were advised to quit smoking by HCPs, there was no statistically significant change in those that were advised to quit from 2009 (17.2%) to 2015 (19.3%).

Smoking cessation methods 2009 and 2015

Table 10.10 Appendix G presents prevalence of past-year smokers who made a quit attempt in the past 12 months and used various cessation methods for their last quit attempt. Overall, there was a statistically significant decrease between 2009 and 2015 in prevalence of use of pharmacotherapy (6.1% in 2009 and 3.5% in 2015). However, there was a statistically significant increase in use of counseling/advice between 2009 and 2015 (3.0% in 2009 and 5.9% in 2015).

Statistically significant decrease in use of pharmacotherapy was noted among both males and females, age groups 25-44 and 45-64, and urban residence. By education level, decrease in use of pharmacotherapy was statistically significant among those with no education, primary education, technical education, and college education and above.

Exposure to secondhand smoke 2009 and 2015

Key findings

- Prevalence of exposure to secondhand smoke among adults who worked in indoor or indoor and outdoor, at work remained about the same (18.6% in 2009 and 17.0% in 2015).
- There was a statistically significant decrease in the overall prevalence of exposure to SHS among adults at home (from 17.3% to 12.6% in 2015).
- Among those who visited various public places, there was a statistically significant reduction in exposure to SHS in; government buildings (17.0% to 14.1%); restaurants (29.6% to 24.6%); and bars/nightclubs (81.2% to 72.7%).

Exposure to SHS in indoor areas at work 2009 and 2015

Table 10.12 Appendix G presents the prevalence of exposure to SHS in indoor areas at workplaces, among adults 15 years and older during the past 30 days, by demographic characteristics.

The overall prevalence of exposure to SHS among adults who worked in indoor or indoor and outdoor, at work did not statistically significantly change from 2009 to 2015 (18.6% vs 17.0%). Similarly exposure to SHS among non-smokers who worked in indoor or indoor and outdoor, at work did not change statistically significantly from 2009 to 2011 (16.4% vs 15.9%).

Exposure to SHS in indoor workplaces overall did not statistically significantly change among the various demographic characteristics except for the age group 45-64 and among rural residence. Adults aged 45-64 who worked in indoor or indoor and outdoor, at workplaces showed a statistically significant decline in exposure to SHS in workplace from 21.0% in 2009 to 15.2% in 2015 (non-smokers 19.3% to 13.1%). Among non-smokers in rural areas, there was a statistically significant decline in exposure to SHS in workplace overall from 18.6% in 2009 to 11.6% in 2015.

Exposure to SHS at home 2009 and 2015

Table 10.13 Appendix G presents results on exposure to SHS at home among all adults and non-smokers during the past 30 days, by demographic characteristics. There was an overall statistically significant decline in prevalence of exposure to SHS at home among adults from 17.3% in 2009 to 12.6% in 2015. Among non-smokers, there was also a statistically significant decline in exposure to SHS in homes from 14.1% in 2009 to 9.5% in 2015. The statistically significant decline in exposure to SHS in homes is also observed across various demographic characteristics (gender, age-groups, urban-rural, and education levels).

Exposure to SHS in indoor public places among those who visited 2009 and 2015

Table 10.14 Appendix G presents the distribution of exposure to SHS in public places among adults who visited these places or used public transport during the past the 30 days in 2009 and 2015. Public places include (a) government buildings (b) health care facilities (c) restaurants (d) bars/nightclubs, and (e) public transportation.

Overall, from 2009 to 2015, there was a statistically significant decrease in percentage of exposure to SHS among adults who visited government buildings (17.0% to 14.0%), restaurants (29.6% to 24.6%), and bars/nightclubs (81.2% to 72.7%).

In government buildings, there was statistically significant decrease in exposure to SHS among males, age group 15-24 years, rural residence and those with primary education or technical education. Exposure to SHS in restaurant statistically significantly declined among males, age groups 15-24, and 65 and over, both rural and urban residents, and those with technical education. Statistically significant decrease in exposure to SHS in bars/night clubs was observed among both males and females, age groups 15-24, and 45-64 years, urban residents, and those with primary education, secondary education, and college education and above.

Economics 2009 and 2015

Key findings

- The percentage of manufactured cigarette smokers who purchased their last cigarette in a store or kiosk declined statistically significantly (from 95.4% in 2009 to 91.6% in 2015).
- Overall, there was no statistically significant change in the average amount spent by smokers on manufactured cigarettes per month from 334.9 Mexican pesos in 2009 (adjusted) to 297.2 Mexican pesos.

Table 10.15 Appendix G presents the distribution of smokers (of manufactured cigarettes) who last purchased their cigarettes at various sources in 2009 and 2015. Overall, there was a statistically significant decrease in percentage of smokers (of manufactured cigarettes) that purchased their last cigarettes at a store or kiosk (95.4% in 2009 and 91.6% in 2015). At the same time, there was a statistically significant increase in percentage of smokers (of manufactured cigarettes) who, purchased their last cigarettes in any other place.

Among male manufactured cigarette smokers, there was a statistically significant decrease in purchase of their last cigarettes at a store or kiosk (95.8% in 2009 to 91.2% in 2015). Similar statistically significant decrease were observed among age group 25 and above (96.5% in 2009 to 91.5% in 2015) and among urban smokers (95.6% in 2009 to 90.8% in 2015).

Overall, the percentage of manufactured cigarettes smokers who, purchased their last cigarettes from a street vendor did not change statistically significantly from 2009 (2.8%) to 2015 (5.0%). However, there was a statistically significant increase in manufactured cigarettes smokers aged 25 and above who purchased their last cigarette from a street vendor from 1.9% in 2009 to 4.9% in 2015.

Table 10.16 Appendix G show cigarette expenditures among manufactured cigarette smokers aged 15 years and

order, by selected demographic characteristics in 2009 and 2015. Overall, there was no statistically significant change in the average cigarette expenditure per month among manufactured cigarette smokers from 334.9 Mexican pesos in 2009 (adjusted) to 297.2 Mexican pesos in 2015. There was also no statistically significant change in the average amount spent on 20 manufactured cigarettes pack from 43.0 Mexican pesos in 2009 (adjusted) to 46.7 Mexican pesos in 2015. However, there was a statistically significant increase in average amount paid for 20 manufactured cigarettes pack among the 15-24 year old manufactured cigarettes smokers from 2009 (42.9 pesos) to 2015 (56.1 pesos).

Media and health warnings 2009 and 2015

Table 10.17 Appendix G presents the percentage of adults who noticed anti-cigarette smoking information during the last 30 days in various places in 2009 and 2015. Overall, there was a statistically significant decrease in percentage of adults who noticed cigarette marketing in stores where cigarettes are sold from 36.5% in 2009 to 32.0% in 2015. The decrease in the percentage of adults noticing cigarette marketing in stores where cigarettes are sold was statistically significant among males and females, in all age groups, in urban and rural areas, and nearly all educational levels, with the exception of those with college education and above.

Overall, the percentage of adults who noticed any cigarette advertising, sponsorship and promotion statistically significantly decreased from 2009 (56.5%) to 2015 (53.1%).

Overall, there were statistically significant decreases in those who noticed anti-cigarette smoking messages in newspapers or magazines (44.9% to 40.4%) and on television or radio (83.0% to 70.9%) between 2009 and 2015.

Table 10.18 Appendix G presents the percentages of current manufactured cigarette smokers who noticed health warnings on cigarette packages and thought about quitting because of the messages in 2009 and 2015. Overall, noticing health warnings on cigarette packages statistically significantly increased between 2009 (84.5%) and 2015 (93.4%). The statistically significant increase was seen among various demographic characteristics (gender, age groups, urban/rural, education levels).

Among cigarette smokers who noticed health warnings on cigarette packages, there was a statistically significant increase among those who thought about quitting because of the warning labels from 2009 (33.0%) to 2015 (43.2%). The increase in thoughts about quitting was statistically significant among males, age groups 15-24, 45-64 and 65 and above, and both urban and rural residents. By education, the increase in thoughts about quitting was statistically significant among those with no formal education, primary education, secondary education and high school education.

Table 10.19 Appendix G presents percentages of adults who noticed cigarette marketing during the past 30 days by location and information and also percentages of adults who noticed any advertisement, sponsorship, or promotion during the past 30 days.

Key findings

- There was an overall statistically significant decrease in percentage of noticing anti-cigarette information in any location between 2009 (87.1%) and 2015 (82.4%); statistically significant decrease on television or radio was 83.0% to 70.9%; on television 80.3% to 66.5%; and radio 45.5% to 35.1%.
- Between 2009 and 2015, there was a statistically significant increase in percentage of current smokers who noticed health warnings on cigarette package from 84.5% in 2009 to 93.4% in 2015.
- There was a statistically significant increase in percentage of current smokers who noticed health warnings on cigarette package and thought about quitting because of warning labels (from 33.0% in 2009 to 43.2% in 2015).
- There was statistically significant decrease in percentage of adults who noticed cigarette in stores where cigarettes are sold (from 36.5% in 2009 to 32.0% in 2015).
- There was a statistically significant decreased in percentage of adults who noticed cigarette advertisement, sponsorship, or promotion from 2009 (56.5%) to 2015 (53.1%).

There was an overall statistically significant decrease in the percentage of adults noticing advertisements in stores where cigarettes are sold (36.5% in 2009 and 32.0% in 2015). The statistically significant decrease in percentage of noticing advertisements in stores where cigarettes are sold, was observed among males, females, both urban and rural residents, and all age groups. By education, there was a statistically significant decrease among all education levels with the exception of those with college education and above (34.9% in 2009 to 33.0% in 2015).

Overall, there was a statistically significant decrease in percentage of adults who noticed any cigarette advertisement, sponsorship, or promotion from 2009 (56.5%) to 2015 (53.1%). There was a statistically significant decrease in percentage of adults who noticed any advertisement, sponsorship, or promotion among males, females, 15-24 age group and 25 and over age group, and among both urban and rural residents. By education, there was a statistically significant decrease among those with secondary education, technical education, and college education and above but no statistically significant change among those with no formal education and primary education.

Knowledge, attitudes, and perceptions, 2009 and 2015

Key findings

- Overall, almost all adults believe smoking causes serious illness in 2009 (98.1%) and 2015 (98.1%).
- Overall there was a statistically significant increase among adults who believe that SHS causes serious illness from 2009 (95.6%) to 2015 (96.5%).

Table 10.20 Appendix G presents the percentages of adults who believe that smoking causes serious illness and that SHS causes serious illness. Overall, almost all adults believe that smoking causes serious illness and was the same in both 2009 (98.1%) and 2015 (98.1%).

Overall, there was a statistically significant increase in percentage of adults who believe that SHS causes serious illness from 2009 (95.6%) to 2015 (96.5%). Statistically significant increase was seen among males, age groups 25-44 years and 65 years and older, and among rural residents. By education levels, statistically significant increase was observed among those with no formal education, high school education and college education and above.

Novel results

E-cigarette use 2015

An electronic cigarette (e-cigarette) is any product, which uses batteries or other methods to produce an aerosol that contains nicotine. It has several different names, e.g. "e-cigarette", "Vape-pen", "e-shisha", "e-pipes" and within this survey were not considered as tobacco products; therefore, they are not part of the tobacco consumption prevalence indicator.

E-cigarette use and awareness questions were included in GATS Mexico 2015 to assess current knowledge, current and ever use of the device.

Over a third (35.3%) of adults in Mexico have heard about e-cigarettes; 40.9% males and 30.2% females (Table 4.12 Appendix E). The percentage of adults who have heard about e-cigarettes decreased with age from 43.9% for age 15-24 to 15.2% for age 65 or older; was higher in urban (41.2%) than rural areas (13.7%). Males (40.9%) were more likely than females (30.2%) to have ever heard of e-cigarettes. The percentage of adults who have heard about e-cigarettes increased by education level from 8.9% for no formal education to 63.4% for college education and above.

Overall, 5.0% of adults reported to have ever used an e-cigarette. Males (7.4%) were more likely than females (2.8%) to try e-cigarettes. The percentage of adults who have ever used e-cigarettes decreased with age from 9.6% for age 15-24 to 0.7% for age 65 years or older; was higher in urban (6.0%) than rural areas (1.2%).

Only 0.6% of adults in Mexico were current e-cigarette users. Males (1.1%) were more likely than females (0.2%) to currently use e-cigarettes. Current e-cigarette use was higher among adults age 15-24 (1.6%), and urban areas (0.8%).

The 2009 - 2015 GATS Mexico MPOWER comparison summary indicators are shown in the Appendix H.

Policy implications and recommendations

GATS provides scientific evidence on tobacco use and tobacco control indicators important to policy makers and the tobacco control community in developing and strengthening policies to reduce and prevent tobacco use (34). The following are recommendations* based on findings from GATS Mexico 2015:

M – Monitor tobacco use and other tobacco control indicators. The policy goal is to reduce the use of tobacco through:

1. Strengthening existing tobacco control and prevention policies to fully comply with the WHO-FCTC provisions to reduce tobacco use (13).
2. Adoption and implementation of the WHO MPOWER measures, which are evidence-based and cost-effective in reducing and preventing tobacco use and exposure to secondhand smoke (15).
3. Strengthen the National Council to Prevent Addiction, an inter-sectoral working group of technical and management level, including government sectors, such as health, education, economics, finance, agriculture, foreign trade, social development, academics, institutions that work in tobacco control, and non-governmental organizations (NGOs) that monitor the tobacco epidemic. This working group could evaluate the impact of the adoption and implementation of the MPOWER strategies and existing programs.
4. Implementation of a comprehensive tobacco surveillance system for Mexico, which would allow monitoring of tobacco use behavior among adolescents, adults, vulnerable groups for use by interest groups (health professionals) at the national and local levels, and to obtain globally comparable data (13).

P – Protect people from tobacco smoke. The policy goal is to reduce and prevent exposure to secondhand smoke in all enclosed workplaces and public places, including restaurants, bars, discotheques, schools, universities, health care centers and public transportation (35) through:

1. Strengthening the existing smokefree policy to protect the health of all Mexicans. The only way to fully protect non-smokers is to eliminate smoking in all indoor places, including all homes, schools, worksites, and public places (5,36,37).

O – Offer help to quit tobacco use. The policy goal is to help increase the number of tobacco users making quit attempts and successfully quitting (38) through:

1. Enforcement of the General Law for Tobacco Control, including its provisions prohibiting the sale of loose cigarettes and tobacco products to minors.
2. Help smokers to stop using tobacco through the network of aid agencies to quit, guide them through the Citizen Center for the Attention of Addiction, CECIADIC: 01 800 911 2000; and the official internet site http://www.conadic.salud.gob.mx/
3. Promote the application of Mexico Official Standard NOM-028-SSA2-2009 (39) for Prevention, Treatment and Control of Addictions, in all primary health care clinics, as well as in specialized centers.

W – Warn about the dangers of tobacco use. The policy goal is to increase the effectiveness of public health warning messages to help reduce the use of tobacco (40) through:

1. Assessing compliance with the General Law for Tobacco Control regarding the placement of large pictorial health warnings on principal display areas of all tobacco product packages sold in Mexico.
2. Implementing best practices adopted by WHO on warning about the dangers of tobacco.(40)

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* The policy recommendations in this report are consistent with recommendations from WHO-FCTC and MPOWER. The recommendations do not necessarily represent the official positions of the U.S. Centers for Disease Control and Prevention (CDC).

3. Mobilizing civil society to report violations to General Law for Tobacco Control through the health claim numbers established by CECIADIC: 01800-9112000 and the health claim established by the Federal Commission for Protection Against Health Risks (COFEPRIS) on Tel: 01800-0335050 or through the official internet site http://www.cofepris.gob.mx/Paginas/Tabaco/Tabaco.aspx

E – Enforce bans on tobacco advertising, promotion and sponsorship (TAPS). The policy goal of banning TAPS is to reduce exposure to TAPS (41) through:

1. Examining ways to strengthen the existing General Law for Tobacco Control. A complete ban on all forms of tobacco advertising, promotion, and sponsorship is a strategy for preventing and reducing tobacco use (41).

R – Raise taxes on tobacco products. The policy goal is to help reduce affordability and accessibility of tobacco products, especially among young people (42) through:

1. Increasing tobacco prices through taxes is the most effective way to reduce the tobacco consumption (43). Taxes on tobacco products could be increased to levels that make tobacco products less affordable and also indexed to inflation to ensure that tobacco prices increase on a continuous basis (42).

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APPENDICES

Appendix A.

Questionnaire 2015 GATS Mexico

Household Questionnaire PART I

INTRO. [THE HOUSEHOLD SCREENING RESPONDENT SHOULD BE 18 YEARS OF AGE OR OLDER AND YOU MUST BE CONFIDENT THAT THIS PERSON CAN PROVIDE ACCURATE INFORMATION ABOUT ALL MEMBERS OF THE HOUSEHOLD. IF NEEDED, VERIFY THE AGE OF THE HOUSEHOLD SCREENING RESPONDENT TO MAKE SURE HE/SHE IS 18 YEARS OF AGE OR OLDER.

THE HOUSEHOLD SCREENING RESPONDENT CAN BE LESS THAN 18 YEARS OLD, ONLY IF NO HOUSEHOLD MEMBERS ARE 18 YEARS OF AGE OR OLDER.]

INTRO1. The **NATIONAL INSTITUTE OF PUBLIC HEALTH** is undertaking an important survey in the entire territory of Mexico on tobacco consumption in the population 15 years of age and older. Your home has been selected. The selection of homes was carried out based on a scientific sample; so that this project produce good results, the participation of each of the selected homes is very important. All information collected will be kept strictly confidential. I would like to ask you some questions to determine what persons of those who live in this home fulfill the requirements to participate in the survey.

Consent Process

CONSENT 1. BEFORE STARTING THE HOUSEHOLD QUESTIONNAIRE (PART I), I NEED TO OBTAIN CONSENT FROM AN ADULT RESPONDENT (18 OR OLDER). READ THE FOLLOWING TO THE RESPONDENT
See Annex Consent 1

ASK RESPONDENT: Do you agree with survey participation?

YES.. ☐ 1 [PROCEED WITH HOUSEHOLD QUESTIONNAIRE PART I]
NO .... ☐ 2 [END INTERVIEW]

HH1. First, I'd like to ask you a few questions about your household. In total, how many persons live in this household? [INCLUDE ANYONE WHO CONSIDERS THIS HOUSEHOLD THEIR USUAL PLACE OF RESIDENCE]

☐☐

HH2. How many of these household members are 15 years of age or older?

☐☐

[IF HH2 = 00 (NO HOUSEHOLD MEMBERS ≥ 15 IN HOUSEHOLD)]
[THERE ARE NO ELIGIBLE HOUSEHOLD MEMBERS.
THANK THE RESPONDENT FOR HIS/HER TIME.
THIS WILL BE RECORDED IN THE RECORD OF CALLS AS A CODE 201.]

HH4Both. I now would like to collect information about only these persons that live in this household who are 15 years of age or older. Let's start listing them from oldest to youngest.

HH4a. What is the {oldest/next oldest} person's first name? ____________________

HH4b. What is this person's age?

[IF RESPONDENT DOESN'T KNOW, PROBE FOR AN ESTIMATE]

☐☐☐

[IF REPORTED AGE IS 15 THROUGH 17, BIRTH DATE IS ASKED]

HH4c. What is the month of this person's date of birth?

☐☐

HH4cYEAR. What is the year of this person's date of birth?
[IF DON'T KNOW, ENTER 7777
IF REFUSED, ENTER 9999]

☐☐☐☐

HH4d. Is this person male or female?

MALE	☐ 1
FEMALE	☐ 2

HH4e. Does this person currently smoke tobacco, including cigarettes, cigars, pipes?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

[REPEAT HH4a – HH4e FOR EACH PERSON REPORTED IN HH2]

Household Questionnaire PART II

I would now like to ask a few questions about your home.
PLEASE DEFINE THE HH MEMBER WHO WILL RESPOND TO THESE QUESTIONS (HEAD OF FAMILY)

H1. **Is this house** occupant-owned and entirely paid for, occupant-owned and currently paying, rented, received as benefit, received as gift or donation, or loaned?

[SELECT ONLY ONE]

OCCUPANT-OWNED AND ENTIRELY PAID FOR	☐ 1
OCCUPANT-OWNED AND CURRENTLY PAYING	☐ 2
RENTED	☐ 3
RECEIVED AS BENEFIT	☐ 4
RECEIVED AS GIFT OR DONATION	☐ 5
LOANED	☐ 6
DON'T KNOW	☐ 7
NO RESPONSE	☐ 9

H2. Of what material is the majority of the floor of this house?

DIRT	☐ 1
CEMENT OR FOUNDATION	☐ 2
TILE, WOOD, OR OTHER COVERINGS	☐ 3
DON'T KNOW	☐ 7
NO RESPONSE	☐ 9

H3. Of what material is the majority of the roof of this house?

CORRUGATED CARDBOARD, RUBBER, FABRIC, TIRES	☐ 1
CARDBOARD PANELS	☐ 2
PALM, SHINGLES OR WOOD	☐ 3
METALLIC PANELS, FIBERGLASS, PLASTIC OR MICA	☐ 4
ASBESTOS PANELS	☐ 5
REED, BAMBOO, OR TERRACE	☐ 6
TILES	☐ 7
CONCRETE SLAB OR SIMILAR	☐ 8
BRICK	☐ 9
BLOCK	☐ 10
DON'T KNOW	☐ 77
NO RESPONSE	☐ 99

H4. Of what material are the majority of the walls of this house?

CEMENT, BRICK, STONE OR WOOD	☐ 1
MUD BRICK	☐ 2
STRAW OR SIMILAR	☐ 3
PLASTIC PANEL	☐ 4
METAL SHEET	☐ 5
OTHER (SPECIFY)________________	☐ 6
DON'T KNOW	☐ 7
NO RESPONSE	☐ 9

H5. Without counting bathrooms, kitchens, and hallways, how many rooms does this house have in total?

[IF DON'T KNOW OR NO RESPONSE, ENTER 99]

☐☐

H6. How many rooms are used to sleep without counting bathroom, kitchen, and hallways?

[IF DON'T KNOW OR NO RESPONSE, ENTER 99]

☐☐

H7. What is the primary source of water for the members of the household?

PIPED WATER WITH A CONNECTION IN THE HOUSE OR LAWN	☐ 1	Continue to H8
VERTICAL PUBLIC PIPE	☐ 2	Skip to H9
PROTECTED WELL OR HOLE DRILLED IN THE GROUND	☐ 3	
PROTECTED UNDERGROUND WELL OR PROTECTED SPRING	☐ 4	
UNPROTECTED UNDERGROUND WELL OR UNPROTECTED SPRING	☐ 5	
RAINWATER (IN TANK OR CISTERN)	☐ 6	
WATER COLLECTED DIRECTLY FROM A POND OR CREEK	☐ 7	
WATER FROM A TANKER TRUCK	☐ 8	
DON'T KNOW	☐ 77	
NO RESPONSE	☐ 99	

H8. Does the piped water reach the interior of the house?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
NO RESPONSE	☐ 9

H9. What treatment is applied to the water used to drink?

[READ ALTERNATIVES 1-7 AND SELECT ALL THAT APPLY]

It is used as it is obtained	☐ 1
It is boiled	☐ 2
Chlorine is added	☐ 3
A filter is used	☐ 4
Bottled water or water jugs are purchased	☐ 5
Colloidal silver is added	☐ 6
Other disinfectant is used	☐ 7
DON'T KNOW	☐ 77
NO RESPONSE	☐ 99

H10. What type of sanitary facilities does your home have? Drainage to sewer system, drainage to septic tank, latrine with drainage, covered dry latrine (with privacy), uncovered dry latrine (without privacy), bucket latrine (excrements are manually removed), no sanitation facilities (defecation in the open air), or other?

[SELECT ONLY ONE]

DRAINAGE TO SEWER SYSTEM	☐ 1	Continue to H11
DRAINAGE TO SEPTIC TANK	☐ 2	
LATRINE WITH DRAINAGE	☐ 3	
COVERED DRY LATRINE (WITH PRIVACY)	☐ 4	Skip to H12
UNCOVERED DRY LATRINE (WITHOUT PRIVACY)	☐ 5	
BUCKET LATRINE (EXCREMENTS ARE MANUALLY REMOVED)	☐ 6	Skip to H14
NO SANITATION FACILITIES (DEFECATION IN THE OPEN AIR)	☐ 7	
OTHER (SPECIFY)____________________	☐ 8	
DON'T KNOW	☐ 77	
NO RESPONSE	☐ 99	

H11. Does your bathroom have a water connection?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
NO RESPONSE	☐ 9

H12. Is the (SANITARY SERVICE) for the exclusive use of members of this home?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
NO RESPONSE	☐ 9

H13. Does this house have drainage?

YES	☐ 1	Go to H13a
NO	☐ 2	Skip to H14
DON'T KNOW	☐ 7	
NO RESPONSE	☐ 9	

H13a. Is the drainage connected to a grid, a septic tank, or a river, lake or gorge?

GRID	☐ 1
SEPTIC TANK	☐ 2
RIVER/LAKE/GORGE	☐ 3
DON'T KNOW	☐ 7
NO RESPONSE	☐ 9

H14. Where does the cooking usually occur?

IN A ROOM USED TO GATHER OR SLEEP	☐ 1
IN AN INDEPENDENT ROOM USED AS A KITCHEN	☐ 2
IN AN INDEPENDENT CONSTRUCTION USED AS A KITCHEN	☐ 3
OUTSIDE	☐ 4
DON'T KNOW	☐ 7
NO RESPONSE	☐ 9

H15. What type of fuel is usually used to cook?

GAS	☐ 1
ELECTRICITY	☐ 2
KEROSENE	☐ 3
COAL	☐ 4
CHARCOAL	☐ 5
WOOD	☐ 6
AGRICULTURAL OR CROP RESIDUES	☐ 7
ANIMAL MANURE	☐ 8
SHRUBS OR WEEDS	☐ 9
OTHER (SPECIFY)____________________	☐ 10
DON'T KNOW	☐ 77
NO RESPONSE	☐ 99

H16. What type of stove is used in your house to cook?

OPEN FIRE OR OVEN WITHOUT CHIMNEY OR DOME	☐ 1
OPEN FIRE OR OVEN WITH CHIMNEY OR DOME	☐ 2
CLOSED OVEN WITH CHIMNEY	☐ 3
GAS STOVE	☐ 4
OTHER (SPECIFY)______________________________	☐ 5
DON'T KNOW	☐ 7
NO RESPONSE	☐ 9

H17. When it is cold, is any heating system used?

YES	☐ 1	
NO	☐ 2	Skip to H20
DON'T KNOW	☐ 7	
NO RESPONSE	☐ 9	

H18. What type of energy is usually used for heating your home?

GAS	☐ 1
ELECTRICITY	☐ 2
KEROSENE	☐ 3
COAL	☐ 4
CHARCOAL	☐ 5
WOOD	☐ 6
AGRICULTURAL OR CROP RESIDUES	☐ 7
ANIMAL MANURE	☐ 8
SHRUBS OR WEEDS	☐ 9
OTHER (SPECIFY)____________________	☐ 10
DON'T KNOW	☐ 77
NO RESPONSE	☐ 99

H19. What type of heating is used in your house to warm oneself?

HEATING APPARATUS	☐ 1
GAS HEATER	☐ 2
COAL STOVE	☐ 3
RESISTANCE HEATER	☐ 4
OTHER (SPECIFY)_______	☐ 5
DON'T KNOW	☐ 7
NO RESPONSE	☐ 9

H20. When it is hot, do you usually use air conditioning to lower the temperature in your home?

YES	☐ 1	
NO	☐ 2	Skip to A06
DON'T KNOW	☐ 7	
NO RESPONSE	☐ 9	

H21. Does the air conditioning function with gas or electricity?

GAS	☐ 1
ELECTRICITY	☐ 2
DON'T KNOW	☐ 7
NO RESPONSE	☐ 9

A06. Please tell me whether this household or any person who lives in the household has the following items:

READ EACH ELEMENT:	YES ▼	NO ▼	DON'T KNOW ▼	NO RESPONSE ▼
a. Electricity?	☐ 1	☐ 2	☐ 7	☐ 9
b. Flush toilet?	☐ 1	☐ 2	☐ 7	☐ 9
c. Fixed telephone?	☐ 1	☐ 2	☐ 7	☐ 9
d. Cell telephone?	☐ 1	☐ 2	☐ 7	☐ 9
e. Television?	☐ 1	☐ 2	☐ 7	☐ 9
f. Radio?	☐ 1	☐ 2	☐ 7	☐ 9
g. Refrigerator?	☐ 1	☐ 2	☐ 7	☐ 9
h. car?	☐ 1	☐ 2	☐ 7	☐ 9
i. Moped/scooter/ motorcycle?	☐ 1	☐ 2	☐ 7	☐ 9
j. Washing machine?	☐ 1	☐ 2	☐ 7	☐ 9
k. Tractor?	☐ 1	☐ 2	☐ 7	☐ 9
l. Truck?	☐ 1	☐ 2	☐ 7	☐ 9
m. Other type of vehicle such as a boat or canoe?	☐ 1	☐ 2	☐ 7	☐ 9
n. Gas water heater?	☐ 1	☐ 2	☐ 7	☐ 9
o. Computer?	☐ 1	☐ 2	☐ 7	☐ 9
p. Microwave oven?	☐ 1	☐ 2	☐ 7	☐ 9
q. Blender?	☐ 1	☐ 2	☐ 7	☐ 9
r. DVD or VCR?	☐ 1	☐ 2	☐ 7	☐ 9
s. Electric fan?	☐ 1	☐ 2	☐ 7	☐ 9

A07. In the last 12 months, on average, please indicate how much was the total monthly income of your household?

MONTHLY INCOME LESS THAN 2000 (MEXICAN PESOS)	☐ 1
MONTHLY INCOME BETWEEN 2001 AND 4000	☐ 2
MONTHLY INCOME BETWEEN 4001 AND 6000	☐ 3
MONTHLY INCOME BETWEEN 6001 AND 8000	☐ 4
MONTHLY INCOME BETWEEN 8001 AND 10,000	☐ 5
MONTHLY INCOME BETWEEN 10,001 AND 12,000	☐ 6
MONTHLY INCOME BETWEEN 12,001 AND 14,000	☐ 7
MONTHLY INCOME BETWEEN 14,001 AND 16,000	☐ 8
MONTHLY INCOME BETWEEN 16,001 AND 18,000	☐ 9
MONTHLY INCOME MORE THAN 18,000	☐ 10
DON'T KNOW	☐ 77
REFUSED TO DISCLOSE INCOME	☐ 99

HH5. [NAME OF THE SELECTED ELIGIBLE PERSON IS:

{FILL SELECTED HH MEMBER'S FIRST NAME}
ASK IF SELECTED RESPONDENT IS AVAILABLE AND IF SO, PROCEED TO THE INDIVIDUAL QUESTIONNAIRE.
IF SELECTED RESPONDENT IS NOT AVAILABLE, MAKE AN APPOINTMENT AND RECORD IT AS A COMMENT ON RECORD OF CALLS.]

Individual Questionnaire

CONSENT1. [SELECT THE APPROPRIATE AGE CATEGORY BELOW. IF NEEDED, CHECK THE AGE OF SELECTED RESPONDENT FROM THE "CASE INFO" SCREEN IN THE TOOLS MENU.]

15-17	☐ 1 → GO TO CONSENT2
18 OR OLDER	☐ 2 → GO TO CONSENT5
EMANCIPATED MINOR (15-17)	☐ 3 → GO TO CONSENT5

CONSENT2. Before starting the interview, I need to obtain consent from a parent or guardian of [NAME OF RESPONDENT] and from [NAME OF RESPONDENT].

[IF BOTH SELECTED RESPONDENT AND PARENT/GUARDIAN ARE AVAILABLE, CONTINUE WITH INTERVIEW.

IF PARENT/GUARDIAN IS NOT AVAILABLE, BREAK-OFF INTERVIEW AND SCHEDULE AN APPOINTMENT TO RETURN.

IF MINOR RESPONDENT IS NOT AVAILABLE, CONTINUE WITH OBTAINING PARENTAL CONSENT.]

CONSENT3. READ THE FOLLOWING TO THE PARENT/GUARDIAN AND SELECTED RESPONDENT (IF AVAILABLE): **See Annex consent 2**

[ASK PARENT/GUARDIAN:] Do you agree with [NAME OF RESPONDENT]'s participation?

YES	☐ 1 → GO TO CONSENT4
NO	☐ 2 → END INTERVIEW

CONSENT4. READ THE FOLLOWING TO THE MINOR: **See Annex consent 3**

[ASK SELECTED MINOR:] Do you agree to participate?

YES	☐ 1 → PROCEED WITH INTE VIEW (SECTION A)
NO	☐ 2 → END INTERVIEW

CONSENT5. READ TO THE SELECTED RESPONDENT (18 OR OLDER OR EMANCIPATED MINOR): **See Annex consent 4**

[ASK SELECTED RESPONDENT:] Do you agree to participate?

YES	☐ 1 → PROCEED WITH INTE VIEW (SECTION A)
NO	☐ 2 → END INTERVIEW

Section A. Background Characteristics

A00. I am going to first ask you a few questions about your background.

A01. [RECORD GENDER FROM OBSERVATION. ASK IF NECESSARY.]

MALE	☐ 1
FEMALE	☐ 2

A02a. What is the month of your date of birth?

01	☐ 1
02	☐ 2
03	☐ 3
04	☐ 4
05	☐ 5
06	☐ 6
07	☐ 7
08	☐ 8
09	☐ 9
10	☐ 10
11	☐ 11
12	☐ 12
DON'T KNOW	☐ 77
REFUSED	☐ 99

A02b. What is the year of your date of birth?
[IF DON'T KNOW, ENTER 7777
IF REFUSED, ENTER 9999]

☐☐☐☐

[IF MONTH=77/99 OR YEAR=7777/9999, ASK A03. OTHERWISE SKIP TO A04.]

A03. How old are you?
[IF RESPONDENT IS UNSURE, PROBE FOR AN ESTIMATE AND RECORD AN ANSWER.
IF REFUSED, BREAK-OFF AS WE CANNOT CONTINUE INTERVIEW WITHOUT AGE]

☐☐☐☐

A03a. [WAS RESPONSE ESTIMATED?]

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7

A04. What is the highest level of education you have completed?

[SELECT ONLY ONE CATEGORY]

WITHOUT FORMAL SCHOOLING	☐ 1 SKIP TO A05
PRIMARY	☐ 2
SECONDARY	☐ 3
TECHNICAL OR TRADE SECONDARY	☐ 4
NORMAL BASIC	☐ 5
PREPARATORY OR VOCATIONAL	☐ 6
TECHNICAL HIGH SCHOOL	☐ 7
TECHNICAL OR TRADE DEGREE	☐ 8
NORMAL UPPER-LEVEL	☐ 9
UNDERGRADUATE	☐ 10
MASTERS / DOCTORATE	☐ 11
DO NOT KNOW	☐ 77 SKIP TO A05
REFUSED	☐ 99 SKIP TO A05

A04a. How many years did you complete in {FILL A04}?

[IF DON'T KNOW OR REFUSED, ENTER 99]

☐☐ YEARS

A05. Which of the following best describes your main work status over the past 12 months? Government employee; Non-government employee; Self-employed; Student; Homemaker; Retired; Unemployed-able to work and looking for work; Unemployed-able to work but not looking for work; Employed-but did not work; Work assisting in the family business, property or ranch without pay?

[READ THE CARD AND SELECT ONLY ONE].

GOVERNMENT EMPLOYEE	☐ 1
NON-GOVERNMENT EMPLOYEE	☐ 2
SELF-EMPLOYED	☐ 3
STUDENT	☐ 4
HOMEMAKER	☐ 5
RETIRED	☐ 6
UNEMPLOYED, ABLE TO WORK AND LOOKING FOR WORK	☐ 7
UNEMPLOYED, ABLE TO WORK BUT NOT LOOKING FOR WORK	☐ 8
UNEMPLOYED, UNABLE TO WORK	☐ 9
EMPLOYED, BUT DID NOT WORK (EXAMPLE, MATERNITY LEAVE)	☐ 10
WORK ASSISTING IN THE FAMILY BUSINESS, PROPERTY OR RANCH WITHOUT PAY	☐ 11
DON'T KNOW	☐ 77
REFUSED	☐ 99

AA06. Do you have medical insurance at…

[READ ALTERNATIVES 1-9 AND SELECT ALL THAT APPLY]

IMSS	☐ 1
ISSSTE	☐ 2
Seguro Popular de Salud (SSA)	☐ 3
PEMEX	☐ 4
Ejército, Marina	☐ 5
Other governmental institution	☐ 6
Medical services from universities	☐ 7
Private medical insurance	☐ 8
Other (PLEASE SPECIFY) ________________	☐ 9
DOES NOT HAVE MEDICAL INSURANCE	☐ 10 SKIP TO SECTION B
DON'T KNOW	☐ 77 SKIP TO SECTION B
REFUSED	☐ 99 SKIP TO SECTION B

AA7. Are you the direct policyholder or a beneficiary?

POLICYHOLDER	☐ 1
BENEFICIARY	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

Section B. Tobacco Smoking

B00. I would now like to ask you some questions about smoking tobacco, including cigarettes, cigars, pipes.

Please do not answer about smokeless tobacco and other ways of getting nicotine such as electronic cigarettes at this time.

B01. Do you currently smoke tobacco on a daily basis, less than daily, or not at all?

DAILY	☐ 1 → SKIP TO B04
LESS THAN DAILY	☐ 2
NOT AT ALL	☐ 3 → SKIP TO B03
DON'T KNOW	☐ 7 → SKIP TO NEXT SECTION (EC)
REFUSED	☐ 9 → SKIP TO NEXT SECTION (EC)

B02. Have you smoked tobacco daily in the past?

YES	☐ 1 → SKIP TO B08
NO	☐ 2 → SKIP TO B10
DON'T KNOW	☐ 7 → SKIP TO B10
REFUSED	☐ 9 → SKIP TO B10

B03. In the past, have you smoked tobacco on a daily basis, less than daily, or not at all?

[IF RESPONDENT HAS DONE BOTH "DAILY" AND "LESS THAN DAILY" IN THE PAST, CHECK "DAILY"]

DAILY	☐ 1 → SKIP TO B11
LESS THAN DAILY	☐ 2 → SKIP TO B13
NOT AT ALL	☐ 3 → SKIP TO NEXT SECTION (EC)
DON'T KNOW	☐ 7 → SKIP TO NEXT SECTION (EC)
REFUSED	☐ 9 → SKIP TO NEXT SECTION (EC)

[CURRENT DAILY SMOKERS]

B04. How old were you when you first started smoking tobacco daily?

[IF DON'T KNOW OR REFUSED, ENTER 99]

☐☐

[IF B04 = 99, ASK B05. OTHERWISE SKIP TO B06.]

B05. How many years ago did you first start smoking tobacco daily?

[IF REFUSED, ENTER 99]

☐☐

B06. On average, how many of the following products do you currently smoke each day? Also, let me know if you smoke the product, but not every day.

[IF RESPONDENT REPORTS SMOKING THE PRODUCT BUT NOT EVERY DAY, ENTER 888
IF RESPONDENT REPORTS IN PACKS OR CARTONS, PROBE TO FIND OUT HOW MANY ARE IN EACH AND CALCULATE TOTAL NUMBER]

a. Manufactured cigarettes?				PER DAY
a1. [IF B06a=888] On average, how many manufactured cigarettes do you currently smoke each week?				PER WEEK
b. Hand-rolled cigarettes?				PER DAY
b1. [IF B06b=888] On average, how many hand-rolled cigarettes do you currently smoke each week?				PER WEEK
d. Pipes full of tobacco?				PER DAY
d1. [IF B06d=888] On average, how many pipes full of tobacco do you currently smoke each week?				PER WEEK
e. Cigars?				PER DAY
e1. [IF B06e=888] On average, how many cigars, cheroots, or cigarillos do you currently smoke each week?				PER WEEK
f. Number of water pipe (nargila hookah) sessions per day?				PER DAY
g1. [IF B06f=888] On average, how many water pipe (nargila hookah) sessions do you currently participate in each week?				PER WEEK
g. Any others? (→ g1. Please specify the other type you currently smoke each day:____________________)				PER DAY
g2. [IF B06g=888] On average, how many [FILL PRODUCT] do you currently smoke each week?				PER WEEK

B07. How soon after you wake up do you usually have your first smoke? Would you say within 5 minutes, 6 to 30 minutes, 31 to 60 minutes, or more than 60 minutes?

WITHIN 5 MINUTES .... ☐ 1
6 TO 30 MINUTES .... ☐ 2
31 TO 60 MINUTES.. ☐ 3
MORE THAN 60 MINUTES .... ☐ 4
REFUSED.. ☐ 9

BB07. Do you know any centers for assistance to quit smoking, tobacco clinics, cessation clinics?

YES.. ☐ 1
NO .... ☐ 2
REFUSED.. ☐ 9

[SKIP TO NEXT SECTION EC]

[CURRENT LESS THAN DAILY SMOKERS]

B08. How old were you when you first started smoking tobacco daily?

[IF DON'T KNOW OR REFUSED, ENTER 99]

☐☐

[IF B08 = 99, ASK B09. OTHERWISE SKIP TO B10.]

B09. How many years ago did you first start smoking tobacco daily?

[IF REFUSED, ENTER 99]

☐☐

B10. How many of the following do you currently smoke during a usual week?

[IF RESPONDENT REPORTS DOING THE ACTIVITY WITHIN THE PAST 30 DAYS, BUT LESS THAN ONCE PER WEEK, ENTER 888

IF RESPONDENT REPORTS IN PACKS OR CARTONS, PROBE TO FIND OUT HOW MANY ARE IN EACH AND CALCULATE TOTAL NUMBER]

a. Manufactured cigarettes?				PER WEEK
b. Hand-rolled cigarettes?				PER WEEK
d. Pipes full of tobacco?				PER WEEK
e. Cigars?				PER WEEK
f. Number of water pipe (nargila hookah) sessions per week?				PER WEEK
g. Any others?				PER WEEK

→g1. Please specify the other type you currently smoke during a usual week:

____

BB10. Do you know any centers for assistance to quit smoking, tobacco clinics, cessation clinics?

YES.. ☐ 1
NO.. ☐ 2
REFUSED... ☐ 9

[SKIP TO NEXT SECTION EC]

[FORMER SMOKERS]

B11. How old were you when you first started smoking tobacco daily?

[IF DON'T KNOW OR REFUSED, ENTER 99]

☐☐

[IF B11 = 99, ASK B12. OTHERWISE SKIP TO B13a.]

B12. How many years ago did you first start smoking tobacco daily?

[IF REFUSED, ENTER 99]

☐☐

B13a. How long has it been since you stopped smoking?

[ONLY INTERESTED IN WHEN RESPONDENT STOPPED SMOKING REGULARLY - DO NOT INCLUDE RARE INSTANCES OF SMOKING
ENTER UNIT ON THIS SCREEN AND NUMBER ON NEXT SCREEN]

YEARS	☐ 1
MONTHS	☐ 2
WEEKS	☐ 3
DAYS	☐ 4
LESS THAN 1 DAY	☐ 5 → SKIP TO B14
DON'T KNOW	☐ 7 → SKIP TO NEXT SECTION EC
REFUSED	☐ 9 → SKIP TO NEXT SECTION EC

B13b. [ENTER NUMBER OF (YEARS/MONTHS/WEEKS/DAYS)]

☐☐☐

[IF B13a/b < 1 YEAR (< 12 MONTHS), THEN CONTINUE WITH B14. OTHERWISE SKIP TO NEXT SECTION EC.]

B14. Have you visited a doctor or other health care provider in the past 12 months?

YES	☐ 1
NO	☐ 2 " SKIP TO B18
REFUSED	☐ 9 " SKIP TO B18

B15. How many times did you visit a doctor or health care provider in the past 12 months? Would you say 1 or 2 times, 3 to 5 times, or 6 or more times?

1 OR 2	☐ 1
3 TO 5	☐ 2
6 OR MORE	☐ 3
REFUSED	☐ 9

B16. During any visit to a doctor or health care provider in the past 12 months, were you asked if you smoke tobacco?

YES	☐ 1
NO	☐ 2 " SKIP TO B18
REFUSED	☐ 9 " SKIP TO B18

B17. During any visit to a doctor or health care provider in the past 12 months, were you advised to quit smoking tobacco?

YES	☐ 1
NO	☐ 2
REFUSED	☐ 9

B18. During the past 12 months, did you use any of the following to try to stop smoking tobacco?

READ EACH PHRASE:	YES ▼	NO ▼	REFUSED ▼
a. Advice, including consultations in a clinic to stop smoking?	☐ 1	☐ 2	☐ 9
b. Nicotine replacement treatment, such as patches or gum?	☐ 1	☐ 2	☐ 9
c. Other medications sold with a medical prescription, for example bupropion or varenicline?	☐ 1	☐ 2	☐ 9
d. Traditional medicines?	☐ 1	☐ 2	☐ 9
e. A stop-smoking telephone assistance line?	☐ 1	☐ 2	☐ 9
f. Switch to smokeless tobacco?	☐ 1	☐ 2	☐ 9
h. Willpower	☐ 1	☐ 2	☐ 9
i. Social media, mobile phone apps, or other places on the internet?	☐ 1	☐ 2	☐ 9
g. Any other option? Specify:______________________	☐ 1	☐ 2	☐ 9

BB19. Out of the following, what was the main approach for how you stopped smoking? Submitted oneself to treatment, stopped smoking all of a sudden, gradually decreased the number of cigarettes, stopped purchasing cigarettes, substituted smoking with another activity, or another reason?

SELECT ONLY ONE

SUBMITTED ONESELF TO TREATMENT	☐ 1
STOPPED SMOKING ALL OF A SUDDEN	☐ 2
GRADUALLY DECREASED THE NUMBER OF CIGARETTES	☐ 3
STOPPED PURCHASING CIGARETTES	☐ 4
SUBSTITUTED SMOKING WITH ANOTHER ACTIVITY	☐ 5
OTHER REASON (Please specify.) ____________________	☐ 6
DO NOT KNOW	☐ 77
REFUSED	☐ 99

BB20. Do you know any centers for assistance to quit smoking, tobacco clinics, cessation clinics?

YES	☐ 1
NO	☐ 2
REFUSED	☐ 9

EC. Electronic Cigarettes

EC1. Electronic cigarettes include any product that uses batteries or other methods to produce a vapor which contains nicotine. They have various other names such as e-cigarette, vape-pen, e-shisha, e-pipes. Before today, have you ever heard of electronic cigarettes?

YES	☐ 1
NO	☐ 2 → SKIP TO NEXT SECTION C
REFUSED	☐ 9 → SKIP TO NEXT SECTION C

EC2. Do you currently use electronic cigarettes on a daily basis, less than daily, or not at all?

DAILY	☐ 1
LESS THAN DAILY	☐ 2
NOT AT ALL	☐ 3 → SKIP TO EC3
REFUSED	☐ 9 → SKIP TO EC3

EC2a. How long have you been using electronic cigarettes? Would you say less than 1 month, 1 to 5 months, 6 to 11 months, 1 to 2 years, or more than 2 years?

LESS THAN 1 MONTH	☐ 1
1 TO 5 MONTHS	☐ 2
6 TO 11 MONTHS	☐ 3
1 TO 2 YEARS	☐ 4
MORE THAN 2 YEARS	☐ 5
DON'T KNOW	☐ 7
REFUSED	☐ 9

EC2b. The last time you purchased electronic cigarettes for yourself, where did you buy them?

STORE	☐ 1
CONVENIENCE STORE OR SUPERMARKET	☐ 2
STREET VENDOR	☐ 3
PHARMACY	☐ 4
DUTY FREE SHOP	☐ 5
KIOSK OR NEWSPAPER STAND	☐ 6
OUTSIDE THE COUNTRY	☐ 7
INTERNET	☐ 8
FROM ANOTHER PERSON	☐ 9
VENDING MACHINE	☐ 10
OTHER	☐ 11→ SPECIFY LOCATION:_____________
DO NOT REMEMBER/NEVER PURCHASED	☐ 77
REFUSED	☐ 99

[GO TO NEXT SECTION C]

EC3. Have you ever, even once, used an electronic cigarette?

YES	☐ 1
NO	☐ 2
REFUSED	☐ 9

Section C. Smokeless Tobacco

C00. The next questions are about using smokeless tobacco, such as chewing tobacco, snuff, powder tobacco. Smokeless tobacco is tobacco that is not smoked, but is sniffed through the nose, held in the mouth, or chewed.

C01. Do you currently use smokeless tobacco on a daily basis, less than daily, or not at all?

[IF RESPONDENT DOES NOT KNOW WHAT SMOKELESS TOBACCO IS, EITHER PRESENT A SHOWCARD OR READ DEFINITION FROM QXQ SCREEN]

DAILY	☐ 1 → SKIP TO NEXT SECTION D1
LESS THAN DAILY	☐ 2
NOT AT ALL	☐ 3 → SKIP TO C03
DON'T KNOW	☐ 7 " SKIP TO NEXT SECTION D1
REFUSED	☐ 9 → SKIP TO NEXT SECTION D1

C02. Have you used smokeless tobacco daily in the past?

YES	☐ 1 → SKIP TO NEXT SECTION D1
NO	☐ 2 → SKIP TO NEXT SECTION D1
DON'T KNOW	☐ 7 → SKIP TO NEXT SECTION D1
REFUSED	☐ 9 → SKIP TO NEXT SECTION D1

C03. In the past, have you used smokeless tobacco on a daily basis, less than daily, or not at all?

[IF RESPONDENT HAS DONE BOTH "DAILY" AND "LESS THAN DAILY" IN THE PAST, CHECK "DAILY"]

DAILY	☐ 1 → SKIP TO NEXT SECTION D1
LESS THAN DAILY	☐ 2 → SKIP TO NEXT SECTION D1
NOT AT ALL	☐ 3 → SKIP TO NEXT SECTION D1
DON'T KNOW	☐ 7 → SKIP TO NEXT SECTION D1
REFUSED	☐ 9 → SKIP TO NEXT SECTION D1

Section D1. Cessation - Tobacco Smoking

IF B01 = 1 OR 2 (RESPONDENT CURRENTLY SMOKES TOBACCO), CONTINUE WITH THIS SECTION.
IF B01 = 3, 7, OR 9 (RESPONDENT DOES NOT CURRENTLY SMOKE TOBACCO), SKIP TO NEXT SECTION.

D01. The next questions ask about any attempts to stop smoking that you might have made during the past 12 months. Please think about tobacco smoking.

During the past 12 months, have you tried to stop smoking?

YES	☐ 1
NO	☐ 2 → SKIP TO D04
REFUSED	☐ 9 → SKIP TO D04

D02a. Thinking about the last time you tried to quit, how long did you stop smoking?

[ENTER UNIT ON THIS SCREEN AND NUMBER ON NEXT SCREEN]

MONTHS	☐ 1
WEEKS	☐ 2
DAYS	☐ 3
LESS THAN 1 DAY (24 HOURS)	☐ 4 → SKIP TO D03
DON'T KNOW	☐ 7 → SKIP TO D03
REFUSED	☐ 9 → SKIP TO D03

D02b. [ENTER NUMBER OF (MONTHS/WEEKS/DAYS)]

☐☐☐

D03. During the past 12 months, did you every turn to any of the following options to try to stop smoking tobacco products?

READ EACH PHRASE:	YES ▼	NO ▼	REFUSED ▼
a. Advice, including consultations in a clinic to stop smoking?	☐ 1	☐ 2	☐ 9
b. Nicotine replacement treatment, such as patches or gum?	☐ 1	☐ 2	☐ 9
c. Other medications sold with a medical prescription, for example bupropion or varenicline?	☐ 1	☐ 2	☐ 9
d. Traditional medicines?	☐ 1	☐ 2	☐ 9
e. A stop-smoking telephone assistance line?	☐ 1	☐ 2	☐ 9
f. Switch to smokeless tobacco?	☐ 1	☐ 2	☐ 9
h. Willpower	☐ 1	☐ 2	☐ 9
i. Social media, mobile phone apps, or other places on the internet?	☐ 1	☐ 2	☐ 9
g. Any other option? Specify:____________________	☐ 1	☐ 2	☐ 9

DD03. Out of the following, what was the main approach you used the last time you tried to stop smoking? Submitted oneself to treatment, stopped smoking all of a sudden, gradually decreased the number of cigarettes, stopped purchasing cigarettes, substituted smoking with another activity, or other reason.

SELECT ONLY ONE

SUBMITTED ONESELF TO TREATMENT	☐ 1
STOPPED SMOKING ALL OF A SUDDEN	☐ 2
GRADUALLY DECREASED THE NUMBER OF CIGARETTES	☐ 3
STOPPED PURCHASING CIGARETTES	☐ 4
SUBSTITUTED SMOKING WITH ANOTHER ACTIVITY	☐ 5
OTHER REASON (SPECIFY) ____________________	☐ 6
DO NOT KNOW	☐ 77
REFUSED	☐ 99

D04. Have you visited a doctor or other health care provider in the past 12 months?

YES	☐ 1
NO	☐ 2 " SKIP TO D08
REFUSED	☐ 9 " SKIP TO D08

D05. How many times did you visit a doctor or health care provider in the past 12 months? Would you say 1 or 2 times, 3 to 5 times, or 6 or more times?

1 OR 2	☐ 1
3 TO 5	☐ 2
6 OR MORE	☐ 3
REFUSED	☐ 9

D06. During any visit to a doctor or health care provider in the past 12 months, were you asked if you smoke tobacco?

YES	☐ 1
NO	☐ 2 " SKIP TO D08
REFUSED	☐ 9 " SKIP TO D08

D07. During any visit to a doctor or health care provider in the past 12 months, were you advised to quit smoking tobacco?

YES	☐ 1
NO	☐ 2
REFUSED	☐ 9

D08. Which of the following best describes your thinking about quitting smoking? I am planning to quit within the next month, I am thinking about quitting within the next 12 months, I will quit someday but not within the next 12 months, or I am not interested in quitting?

QUIT WITHIN THE NEXT MONTH	☐ 1
THINKING WITHIN THE NEXT 12 MONTHS	☐ 2
QUIT SOMEDAY, BUT NOT NEXT 12 MONTHS.	☐ 3
NOT INTERESTED IN QUITTING	☐ 4
DON'T KNOW	☐ 7
REFUSED	☐ 9

Section E. Secondhand Smoke

E01. I would now like to ask you a few questions about smoking in various places.

Which of the following best describes the rules about smoking inside of your home: Smoking is allowed inside of your home, smoking is generally not allowed inside of your home but there are exceptions, smoking is never allowed inside of your home, or there are no rules about smoking in your home?

ALLOWED	☐ 1
NOT ALLOWED, BUT EXCEPTIONS	☐ 2
NEVER ALLOWED	☐ 3 → SKIP TO E04
NO RULES	☐ 4 → SKIP TO E03
DON'T KNOW	☐ 7 → SKIP TO E03
REFUSED	☐ 9 → SKIP TO E03

E02. Inside your home, is smoking allowed in every room?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

E03. How often does anyone smoke inside your home? Would you say daily, weekly, monthly, less than monthly, or never?

DAILY	☐ 1
WEEKLY	☐ 2
MONTHLY	☐ 3
LESS THAN MONTHLY	☐ 4
NEVER	☐ 5
DON'T KNOW	☐ 7
REFUSED	☐ 9

E04. Do you currently work outside of your home?

YES	☐ 1
NO/DON'T WORK	☐ 2 → SKIP TO E09
REFUSED	☐ 9 → SKIP TO E09

E05. Do you usually work indoors or outdoors?

INDOORS	☐ 1 → SKIP TO E07
OUTDOORS	☐ 2
BOTH	☐ 3 → SKIP TO E07
REFUSED	☐ 9

E06. Are there any indoor areas at your work place?

YES	☐ 1
NO	☐ 2 → SKIP TO E09
DON'T KNOW	☐ 7 → SKIP TO E09
REFUSED	☐ 9 → SKIP TO E09

E07. Which of the following best describes the indoor smoking policy where you work: Smoking is allowed anywhere, smoking is allowed only in some indoor areas, smoking is not allowed in any indoor areas, or there is no policy?

ALLOWED ANYWHERE	☐ 1
ALLOWED ONLY IN SOME INDOOR AREAS	☐ 2
NOT ALLOWED IN ANY INDOOR AREAS	☐ 3
THERE IS NO POLICY	☐ 4
DON'T KNOW	☐ 7
REFUSED	☐ 9

E08. During the past 30 days, did anyone smoke in indoor areas where you work?

YES	☐ 1
NO	☐ 2 SKIP TO E09
DON'T KNOW	☐ 7 SKIP TO E09
REFUSED	☐ 9 SKIP TO E09

E08a. How often does anyone (any person) smoke in indoor areas when you work? Would you say every day, every week, every month, or less than every month?

EVERY DAY	☐ 1
EVERY WEEK	☐ 2
EVERY MONTH	☐ 3
LESS THAN EVERY MONTH	☐ 4
REFUSED	☐ 9

E09. During the past 30 days, did you visit any government buildings or government offices?

YES	☐ 1
NO	☐ 2 → SKIP TO E11
DON'T KNOW	☐ 7 → SKIP TO E11
REFUSED	☐ 9 → SKIP TO E11

E10. Did anyone smoke inside of any government buildings or government offices that you visited in the past 30 days?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

E11. During the past 30 days, did you visit any health care facilities?

YES	☐ 1
NO	☐ 2 → SKIP TO E13
DON'T KNOW	☐ 7 → SKIP TO E13
REFUSED	☐ 9 → SKIP TO E13

E12. Did anyone smoke inside of any health care facilities that you visited in the past 30 days?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

E13. During the past 30 days, did you visit any restaurants?

YES	☐ 1
NO	☐ 2 → SKIP TO E25
DON'T KNOW	☐ 7 → SKIP TO E25
REFUSED	☐ 9 → SKIP TO E25

E14. Did anyone smoke inside of any restaurants that you visited in the past 30 days?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

E25. During the past 30 days, have you gone to any bar or night club?

YES	☐ 1
NO	☐ 2 → SKIP TO E15
DO NOT KNOW	☐ 7 → SKIP TO E15
REFUSED	☐ 9 → SKIP TO E15

E26. Did anyone smoke inside any of the bars or night clubs to which you have gone in the past 30 days?

YES	☐ 1
NO	☐ 2
DO NOT KNOW	☐ 7
REFUSED	☐ 9

E15. During the past 30 days, did you use any public transportation?

YES	☐ 1
NO	☐ 2 → SKIP TO E19
DON'T KNOW	☐ 7 → SKIP TO E19
REFUSED	☐ 9 → SKIP TO E19

E16. Did anyone smoke inside of any public transportation that you used in the past 30 days?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

E19. During the past 30 days, did you visit any public or private primary, secondary or high school?

YES	☐ 1
NO	☐ 2 → SKIP TO E21
DON'T KNOW	☐ 7 → SKIP TO E21
REFUSED	☐ 9 → SKIP TO E21

E20. Did anyone smoke inside of any public or private primary, secondary or high schools that you visited in the past 30 days?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

E21. During the past 30 days, did you visit any public or private universities?

YES	☐ 1
NO	☐ 2 → SKIP TO E17
DON'T KNOW	☐ 7 → SKIP TO E17
REFUSED	☐ 9 → SKIP TO E17

E22. Did anyone smoke inside of any public or private universities that you visited in the past 30 days?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

E17. Based on what you know or believe, does breathing other people's smoke cause serious illness in non-smokers?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

Section F. Economics - Manufactured Cigarettes

IF [B01 = 1 OR 2 (RESPONDENT CURRENTLY SMOKES DAILY OR LESS THAN DAILY)] AND [(B06a OR B10a) > 0 AND <= 888 (RESPONDENT SMOKES MANUFACTURED CIGARETTES)], THEN CONTINUE WITH THIS SECTION. OTHERWISE, SKIP TO NEXT SECTION.

F01a. The next few questions are about the last time you purchased cigarettes for yourself to smoke. The last time you bought cigarettes for yourself, how many cigarettes did you buy?

[ENTER UNIT ON THIS SCREEN AND NUMBER ON NEXT SCREEN]

CIGARETTES	☐ 1
PACKS	☐ 2
CARTONS	☐ 3
OTHER (SPECIFY)	☐ 4 → F01c. [SPECIFY THE UNIT]:________
NEVER BOUGHT CIGARETTES	☐ 5 → SKIP TO NEXT SECTION
REFUSED	☐ 9 → SKIP TO F03

F01b. [ENTER NUMBER OF (CIGARETTES/PACKS/CARTONS/OTHER)]

☐☐☐

[IF F01a=CIGARETTES, GO TO F02]
[IF F01a=PACKS, GO TO F01dPack]
[IF F01a=CARTONS, GO TO F01dCart]
[IF F01a=OTHER, GO TO F01dOther]

F01dPack. Did each pack contain 14 cigarettes, 20 cigarettes, 25 cigarettes, or another amount?

14	☐ 1
20	☐ 2
25	☐ 3
OTHER AMOUNT	☐ 7 → F01dPackA. How many cigarettes were in each pack?
REFUSED	☐ 9

[GO TO F02]

F01dCart. Did each carton contain 140 cigarettes, 200 cigarettes, 250 cigarettes, or another amount?

140	☐ 1
200	☐ 2
250	☐ 3
OTHER AMOUNT	☐ 7 → F01dCartA. How many cigarettes were in each carton?
REFUSED	☐ 9

[GO TO F02]

F01dOther. How many cigarettes were in each {F01c}?

[IF REFUSED, ENTER 999]

F02. In total, how much money did you pay for this purchase?

[IF DON'T KNOW OR REFUSED, ENTER 999]

RANGE: 1-500, 999

F03. What brand did you buy the last time you purchased cigarettes for yourself?

MARLBORO	☐ 1
MARLBORO LIGHT	☐ 2
BRODWAY	☐ 3
CAMEL	☐ 4
MONTANA	☐ 5
BOOTS	☐ 6
ALITAS	☐ 7
RALEIGH	☐ 8
FIESTA	☐ 9
GOL	☐ 10
ALAS	☐ 11
PACÍFICO	☐ 12
ARGENTINOS	☐ 13
LUCKY STRIKE	☐ 14
KENT	☐ 15
VICEROY	☐ 16
PALL MALL	☐ 17
BENSON HEDGES	☐ 18
DELICADOS	☐ 19
EMBAJADORES	☐ 20
DAVIDOFF	☐ 21
WEST	☐ 22
SALEM	☐ 23
POPULARES	☐ 24
ROMEO Y JULIETA	☐ 25
OTHER	☐ 26 → F03a. SPECIF BRAND____________________
REFUSED	☐ 99

F04. The last time you purchased cigarettes for yourself, where did you buy them?

STORE	☐ 1
CONVENIENCE STORE OR SUPERMARKET	☐ 2
STREET VENDOR	☐ 3
PHARMACY	☐ 4
DUTY FREE SHOP	☐ 5
KIOSK OR NEWSPAPER STAND	☐ 6
OUTSIDE THE COUNTRY	☐ 7
INTERNET	☐ 8
FROM ANOTHER PERSON	☐ 9
VENDING MACHINE	☐ 10
OTHER	☐ 11" SPECIFY
	LOCATION:_______________
DO NOT REMEMBER	☐ 77
REFUSED	☐ 99

F05. Were these cigarettes filtered or non-filtered?

FILTERED	☐ 1
NON-FILTERED	☐ 2
REFUSED	☐ 9

FF06. How often do you purchase cigarettes? Would you say daily, weekly, monthly or less than monthly?

DAILY	☐ 1
WEEKLY	☐ 2
MONTHLY	☐ 3
LESS THAN MONTHLY	☐ 4
REFUSED	☐ 9

Section G. Media

G01INTRO. The following questions are related to your exposure to communications media and publicity in the past 30 days.

G01. In the last 30 days, have you noticed information about the dangers of smoking cigarettes or that encourages quitting in any of the following places?

READ EACH PHRASE:	YES ▼	NO ▼	NOT APPLICABLE ▼	REFUSED ▼
a. Newspapers or magazines?	☐ 1	☐ 2	☐ 7	☐ 9
b. On television?	☐ 1	☐ 2	☐ 7	☐ 9
c. On the radio?	☐ 1	☐ 2	☐ 7	☐ 9
d. On billboards or publicity signs?	☐ 1	☐ 2	☐ 7	☐ 9
f. Social media, mobile phone apps, or other places on the internet?	☐ 1	☐ 2	☐ 7	☐ 9
e. Any other place?	☐ 1	☐ 2		☐ 9

→ Specify: ______________________________

G02. In the last 30 days, did you notice any health warnings on cigarette packages?

YES	☐ 1
NO	☐ 2 " SKIP TO G04
DID NOT SEE ANY CIGARETTE PACKAGES	☐ 3 " SKIP TO G04
REFUSED	☐ 9 " SKIP TO G04

G03. [ADMINISTER IF B01 = 1 OR 2. ELSE GO TO G04]

In the last 30 days, have warning labels on cigarette packages led you to think about quitting?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

G04. In the last 30 days, have you noticed any advertisements or signs promoting cigarettes in the following places?

READ EACH PHRASE:	YES ▼	NO ▼	NOT APPLICABLE ▼	REFUSED ▼
a. In stores in which cigarettes are sold?	☐ 1	☐ 2	☐ 7	☐ 9
d. On billboards or publicity signs?	☐ 1	☐ 2	☐ 7	☐ 9
e. On posters or bills?	☐ 1	☐ 2	☐ 7	☐ 9
f. In newspapers or magazines?	☐ 1	☐ 2	☐ 7	☐ 9
g. In movie theaters?	☐ 1	☐ 2	☐ 7	☐ 9
h. On the internet?	☐ 1	☐ 2	☐ 7	☐ 9
i. In public transportation vehicles or stations?	☐ 1	☐ 2	☐ 7	☐ 9
j. On public walls?	☐ 1	☐ 2	☐ 7	☐ 9
k. In any other site?	☐ 1	☐ 2		☐ 9

→ Specify: ______________________________

G05. In the last 30 days, have you noticed any sport or sporting event that is associated with cigarette brands or cigarette companies?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

G06. In the last 30 days, have you noticed any of the following types of cigarette promotions?

READ EACH PHRASE:	YES ▼	NO ▼	DO NOT KNOW ▼	REFUSED ▼
Free samples of cigarettes?	☐ 1	☐ 2	☐ 7	☐ 9
Cigarettes on sale?	☐ 1	☐ 2	☐ 7	☐ 9
Coupons for cigarettes?	☐ 1	☐ 2	☐ 7	☐ 9
Gift items or special discounts on other products with the purchase of cigarettes?	☐ 1	☐ 2	☐ 7	☐ 9
Items of clothing or other articles with a cigarette brand or logo?	☐ 1	☐ 2	☐ 7	☐ 9
Cigarette publicity by mail?	☐ 1	☐ 2	☐ 7	☐ 9

GG07. When you watch television, videos, or go to the movies, how often do you see the actors smoking? Would you say very often, sometimes, never, or do you never watch television, videos or movies?

VERY OFTEN	☐ 1
SOMETIMES	☐ 2
NEVER	☐ 3
NEVER WATCH	☐ 4
DO NOT KNOW	☐ 7
REFUSED	☐ 9

GG08. In the past 12 months, have you seen or heard the campaign "cigarro mata carita" in the following places?

[SHOW IMAGES AND CAMPAIGN MATERIALS]

READ EACH PHRASE:	YES ▼	NO ▼	DON'T KNOW ▼	REFUSED ▼
a. On TV?	☐ 1	☐ 2	☐ 7	☐ 9
b. On the radio?	☐ 1	☐ 2	☐ 7	☐ 9
c. On the internet?	☐ 1	☐ 2	☐ 7	☐ 9

Section H. Knowledge, Attitudes & Perceptions

H01. The next question is asking about smoking tobacco.

Based on what you know or believe, does smoking tobacco cause serious illness?

YES ☐ 1
NO ☐ 2
DON'T KNOW ☐ 7
REFUSED ☐ 9

H02. Based on what you know or believe, does smoking tobacco cause the following…

READ EACH PHRASE:	YES ▼	NO ▼	DO NOT KNOW ▼	REFUSED ▼
a. Stroke/ Cerebral vascular accidents (blood clots in the brain that can cause paralysis)?	☐ 1	☐ 2	☐ 7	☐ 9
b. Heart attacks?	☐ 1	☐ 2	☐ 7	☐ 9
c. Lung cancer?	☐ 1	☐ 2	☐ 7	☐ 9
d. Bladder cancer?	☐ 1	☐ 2	☐ 7	☐ 9
e. Bone loss?	☐ 1	☐ 2	☐ 7	☐ 9
f. Premature Birth ?	☐ 1	☐ 2	☐ 7	☐ 9
g. Chronic Respiratory Disease (e.g. emphysema, chronic bronchitis)?	☐ 1	☐ 2	☐ 7	☐ 9

H03. Based on what you know or believe, does using smokeless tobacco cause serious illness?

YES ☐ 1
NO ☐ 2
DON'T KNOW ☐ 7
REFUSED ☐ 9

H04. Do you support or oppose the law that prohibits smoking in indoor workplaces and public places, such as restaurants and bars?

SUPPORT ☐ 1
OPPOSE ☐ 2
DON'T KNOW/NEUTRAL ☐ 7
REFUSED ☐ 9

H05. Would you favor or oppose increasing taxes on tobacco products?

SUPPORT ☐ 1
OPPOSE ☐ 2
DON'T KNOW/NEUTRAL ☐ 7
REFUSED ☐ 9

H06. Would you favor or oppose a law prohibiting all advertisements for tobacco products?

SUPPORT	☐ 1
OPPOSE	☐ 2
DON'T KNOW/NEUTRAL	☐ 7
REFUSED	☐ 9

H07. Would you favor or oppose increasing pictorial warnings or graphic labels to cover at least half of the cigarette pack?

SUPPORT	☐ 1
OPPOSE	☐ 2
DON'T KNOW/NEUTRAL	☐ 7
REFUSED	☐ 9

HH08. Have you heard about the law "Ley General para el control del Tabaco" that bans smoking in indoor public places?

YES	☐ 1 GO TO HH09
NO	☐ 2 SKIP TO NEXT SECTION CP
DON'T KNOW	☐ 7 SKIP TO NEXT SECTION CP
REFUSED	☐ 9 SKIP TO NEXT SECTION CP

HH09. Did you learn about the law "Ley General para el control del Tabaco" through any of the following sources?

READ EACH PHRASE:	YES ▼	NO ▼	REFUSED ▼
a. Mass media (Radio, TV, Newspaper)?	☐ 1	☐ 2	☐ 9
b. Internet or social network?	☐ 1	☐ 2	☐ 9
c. Cessation call center?	☐ 1	☐ 2	☐ 9
d. Retail establishment?	☐ 1	☐ 2	☐ 9
e. Bar or restaurant?	☐ 1	☐ 2	☐ 9

Section CP. Cigarette Pack / Picture

IF [AGE >= 18]
AND
[B01 = 1 OR 2 (RESPONDENT CURRENTLY SMOKES DAILY OR LESS THAN DAILY)]
AND
[(B06a OR B10a) > 0 AND <= 888 (RESPONDENT SMOKES MANUFACTURED CIGARETTES)],
THEN CONTINUE WITH THIS SECTION.
OTHERWISE, SKIP TO NEXT SECTION I.

CP01. Do you have a pack of cigarettes with you? I would like to take a picture of the pack. The information obtained would only be used for the purpose of the study and would not be disclosed to anyone including your family members or any authority.

RESPONDENT WILLING TO SHOW PACK	☐ 1
RESPONDENT DOES NOT HAVE A PACK	☐ 2 → SKIP TO CP03
RESPONDENT REFUSES TO SHOW PACK	☐ 3 → SKIP TO CP03

CP02. INTERVIEWER: TAKE PICTURES OF CIGARETTE PACK

a. FRONT SIDE
b. BACK SIDE
c. RIGHT LATERAL SIDE
d. LEFT LATERAL SIDE
e. TOP
f. BOTTOM

[GO TO NEXT SECTION I]

CP03. Did the last pack of cigarettes you purchased have a pictorial graphic health warning on it?

YES	☐ 1
NO	☐ 2
DON'T KNOW	☐ 7
REFUSED	☐ 9

CONCLUDE THE INDIVIDUAL QUESTIONNAIRE

I00. Those are all the questions. Thank you very much for participating in this important survey.

I02. NOTE ANY OBSERVATIONS ON THE INTERVIEW:

Appendix B.

Statistical analysis

Weighting

Analysis of complex survey data was used to obtain prevalence estimates with 95.0% confidence intervals. To improve the representativeness of the sample in terms of the size, distribution, and characteristics of the study population, sample weights were calculated for each respondent prior to the analysis. The analysis was carried out using SPSS version 23. Standard errors were calculated using Taylor series linearization.

Statistical significance was measured by comparing the 95.0% confidence intervals of two estimates to determine whether they were statistically different. This report indicates that two estimates are statistically significantly different, either higher or lower, only if their confidence intervals do not overlap; if their confidence intervals do overlap, statistically significant difference can only be determined using other statistical tests which were not done for this report. For comparisons between the 2009 and 2015 GATS, relative change was first calculated for each indicator. The two-sample independent z-test was used to determine the significance of relative change between the indicator estimates obtained from the two waves of data and the relative change was considered statistically significant if the p-value is below 0.05.

Sample weights

The weighting process for GATS involved three-steps: (1) the base weight or design weight, calculated from all stages of random selection, (2) an adjustment for non-response by PSU, sample households and sample individuals eligible for the survey, and (3) a post-stratification adjustment (calibration) of sample totals to the known population totals.

Base weight

The inverse of the unconditional probability of selection was the final selection weight (base weight) for each respondent which is the product of the probabilities of selection associated with each stage of the design. In order to calculate the sampling weights, sampling probabilities were calculated separately for each sampling stage. The stage of selection includes selection probabilities of PSUs, which are AGEB or localities, stratified by urban and rural; selection probability for blocks and pseudo-blocks; selection probabilities for household; and selection probabilities for eligible individuals from selected households.

Adjustment for non-response

The base weights were adjusted for non-response on two levels: household level non-response adjustments, and person level non-response adjustments. The household level non-response adjustments were made within PSU. The corresponding household level weighting class adjustment were computed as one divided by the weighted household response rate for each sample PSUs. The person level response rate was computed by roster-reported residence, gender, age, and current smoking status. Table A shows the adjustment factors for the individual level from the total selected households and one eligible person are shown:

Table A.

Individual level non-response adjustment factor

Domain	n Household	n final	Adjust
Urban	8,131	7,573	1.074
Rural	7,303	7,091	1.030
Total	15,434	14,664	1.053

Post-stratification calibration adjustment

The goal of a calibration weight adjustment is to bring weighted sums of the sample data in line with the corresponding counts in the target population. The 2015 Census population counts (National Population Council (CONAPO), 2015) by residence (urban/rural), gender (male/female), and respondent-reported gender and age-group (15-24, 25-44, 45-64 and 65+) were used for a post-stratification calibration adjustment. Table B shows the post-stratification adjustment factors used for calibration:

Table B.

Post-stratification adjustment factors

Domain	Gender	Group of age	Adjustment factor
Urban	Men	15-24	2.41
		25-49	2.25
		50-64	2.11
		65+	1.51
	Women	15-24	2.08
		25-49	1.82
		50-64	1.52
		65+	1.63
Rural	Men	15-24	2.33
		25-49	1.93
		50-64	1.64
		65+	1.40
	Women	15-24	1.72
		25-49	1.41
		50-64	1.34
		65+	1.36

The final analysis weight for each respondent data record was computed as the product of the base weights, the non-response adjustment, and post-stratification calibration adjustment. The final weights were used in all analyses to produce estimates of population parameters.

Weighting effect regarding estimations precision

The variation in sample weights tends to increase the sampling error on key survey indicators. The increments in estimation errors are the results of the multiplicative increases in coefficient of determination and when the size of weights are not correlated with the estimates of measure of interest. The more variable the weights are, the larger the multiplicative effect weight (Meffw) value will be. Preferably, Meffw value should be less than 2.00. The Meffw value for urban areas is 1.74 and for the rural areas is 2.19. This means that the sample weight variation increases the variation of all estimates for individual respondents from rural areas to a greater extent than for individual respondents from urban areas.

Appendix C.

GATS Mexico 2015 sampling errors

Table C1

Sampling errors - National

Indicator	Estimate (R)	Standard error (SE)	Sample size (n)	Design effect (DEFF)	Relative error (SE/R)	Margin of error (MOE)	Confidence limits	
							Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Current tobacco users	0.17	0.01	14,475.0	2.53	0.03	0.01	0.16	0.18
Current tobacco smokers	0.16	0.01	14,664.0	2.58	0.03	0.01	0.15	0.17
Current cigarette smokers	0.16	0.01	14,664.0	2.59	0.03	0.01	0.15	0.17
Current users of smokeless tobacco	0.00	0.00	14,446.0	3.56	0.34	0.00	0.00	0.00
Daily tobacco smokers	0.08	0.00	14,664.0	2.69	0.05	0.01	0.07	0.08
Daily cigarette smokers	0.08	0.00	14,664.0	2.71	0.05	0.01	0.07	0.08
Former daily tobacco smokers among all adults	0.06	0.00	14,664.0	2.68	0.06	0.01	0.05	0.06
Former tobacco smokers among ever daily tobacco smokers	0.36	0.02	1,987.0	2.18	0.05	0.03	0.32	0.39
Time to first smoke within 5 minutes of waking	0.11	0.01	869.0	1.63	0.12	0.03	0.08	0.14
Time to first smoke within 6-30 minutes of waking	0.15	0.02	869.0	1.86	0.11	0.03	0.11	0.18
Smoking quit attempt in the past 12 months	0.57	0.02	2,043.0	1.77	0.03	0.03	0.54	0.60
Health care provider asked about smoking	0.71	0.02	751.0	1.79	0.03	0.04	0.66	0.75
Health care provider advised quitting smoking	0.19	0.02	750.0	1.89	0.10	0.04	0.15	0.23
Use of pharmacotherapy for smoking cessation	0.04	0.01	1,124.0	1.30	0.18	0.01	0.02	0.05
Use of counseling/Advice or quit lines for smoking cessation	0.06	0.01	1,126.0	2.48	0.19	0.02	0.04	0.08
Planning to quit, thinking about quitting or will quit smoking	0.78	0.01	1,847.0	1.86	0.02	0.03	0.76	0.81
Exposure to SHS at home	0.13	0.01	14,654.0	3.16	0.04	0.01	0.12	0.14
Exposure to SHS at workplace	0.17	0.01	2,743.0	2.15	0.06	0.02	0.15	0.19
Exposure to SHS in government building/Offices	0.14	0.01	2,646.0	2.24	0.07	0.02	0.12	0.16
Exposure to SHS in health care cacilities	0.05	0.00	6,411.0	2.46	0.08	0.01	0.04	0.06
Exposure to SHS in restaurants	0.25	0.01	3,829.0	2.40	0.04	0.02	0.23	0.27
Exposure to SHS in public transportation	0.25	0.01	8,961.0	2.97	0.03	0.02	0.23	0.26
Last cigarette purchased in store	0.91	0.01	1,801.0	2.64	0.01	0.02	0.89	0.94
Last cigarette purchased at street vendor	0.05	0.01	1,801.0	2.44	0.16	0.02	0.04	0.07
Last cigarette purchased at kiosk	0.00	0.00	1,801.0	0.50	0.45	0.00	0.00	0.00
Noticed anti-tobacco information on radio or television	0.71	0.01	14,661.0	3.46	0.01	0.01	0.70	0.72
Noticed health warning labels on cigarette packages	0.93	0.01	1,848.0	1.89	0.01	0.02	0.92	0.95
Thinking of quitting because of health warning labels on cigarette package	0.43	0.02	1,848.0	2.10	0.04	0.03	0.40	0.47
Noticed any cigarette advertisement or promotion	0.53	0.01	14,643.0	2.88	0.01	0.01	0.52	0.54
Believes that tobacco smoking causes serious illness	0.98	0.00	14,663.0	2.34	0.00	0.00	0.98	0.98
Believes that tobacco smoking causes strokes	0.68	0.01	14,661.0	2.51	0.01	0.01	0.67	0.69
Believes that tobacco smoking causes heart attacks	0.84	0.01	14,662.0	2.29	0.01	0.01	0.83	0.85
Believes that tobacco smoking causes lung cancer	0.98	0.00	14,663.0	2.31	0.00	0.00	0.98	0.98
Believes that shs causes serious illness in non-smokers	0.97	0.00	14,663.0	2.86	0.00	0.01	0.96	0.97
Number of cigarettes smoked per day (by daily smokers)	7.70	0.32	864.0	1.63	0.04	0.62	7.08	8.32
Time since quitting smoking (in years)	13.08	0.70	796.0	2.59	0.05	1.37	11.72	14.45
Monthly expenditures on manufactured cigarettes	297.18	13.46	1,730.0	1.38	0.05	26.39	270.79	323.56
Age at daily smoking initiation	16.55	0.19	559.0	1.79	0.01	0.38	16.17	16.92

Table C2

Sampling errors - Males

Indicator	Estimate (R)	Standard error (SE)	Sample size (n)	Design effect (DEFF)	Relative error (SE/R)	Margin of error (MOE)	Confidence limits	
							Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Current tobacco users	0.26	0.01	5,861.0	2.16	0.03	0.02	0.24	0.27
Current tobacco smokers	0.25	0.01	5,913.0	2.21	0.03	0.02	0.24	0.27
Current cigarette smokers	0.25	0.01	5,913.0	2.21	0.03	0.02	0.24	0.27
Current users of smokeless tobacco	0.00	0.00	5,839.0	3.18	0.36	0.00	0.00	0.01
Daily tobacco smokers	0.12	0.01	5,913.0	2.36	0.05	0.01	0.11	0.13
Daily cigarette smokers	0.12	0.01	5,913.0	2.38	0.06	0.01	0.11	0.13
Former daily tobacco smokers among all adults	0.08	0.01	5,913.0	2.30	0.07	0.01	0.07	0.09
Former tobacco smokers among ever daily tobacco smokers	0.34	0.02	1,406.0	2.35	0.06	0.04	0.30	0.38
Time to first smoke within 5 minutes of waking	0.11	0.02	629.0	1.66	0.15	0.03	0.08	0.14
Time to first smoke within 6-30 minutes of waking	0.15	0.02	629.0	1.83	0.13	0.04	0.12	0.19
Smoking quit attempt in the past 12 months	0.57	0.02	1,464.0	1.76	0.03	0.03	0.54	0.60
Health care provider asked about smoking	0.71	0.03	477.0	1.57	0.04	0.05	0.66	0.76
Health care provider advised quitting smoking	0.22	0.03	476.0	2.03	0.12	0.05	0.17	0.27
Use of pharmacotherapy for smoking cessation	0.03	0.01	790.0	1.19	0.23	0.01	0.02	0.04
Use of counseling/Advice or quit lines for smoking cessation	0.07	0.02	792.0	2.65	0.21	0.03	0.04	0.10
Planning to quit, thinking about quitting or will quit smoking	0.79	0.01	1,349.0	1.68	0.02	0.03	0.76	0.82
Exposure to SHS at home	0.14	0.01	5,912.0	2.56	0.05	0.01	0.12	0.15
Exposure to SHS at workplace	0.19	0.02	1,427.0	2.02	0.08	0.03	0.17	0.22
Exposure to SHS in government building/Offices	0.14	0.01	1,335.0	1.85	0.09	0.03	0.12	0.17
Exposure to SHS in health care facilities	0.06	0.01	2,209.0	1.95	0.12	0.01	0.04	0.07
Exposure to SHS in restaurants	0.24	0.02	1,781.0	2.38	0.07	0.03	0.21	0.27
Exposure to SHS in public transportation	0.23	0.01	3,540.0	2.20	0.05	0.02	0.21	0.26
Last cigarette purchased in store	0.91	0.01	1,321.0	2.77	0.01	0.03	0.89	0.94
Last cigarette purchased at street vendor	0.05	0.01	1,321.0	2.69	0.19	0.02	0.03	0.07
Last cigarette purchased at kiosk	0.00	0.00	1,321.0	0.52	0.59	0.00	0.00	0.00
Noticed anti-tobacco information on radio or television	0.71	0.01	5,911.0	2.09	0.01	0.02	0.69	0.72
Noticed health warning labels on cigarette packages	0.93	0.01	1,350.0	2.02	0.01	0.02	0.91	0.95
Thinking of quitting because of health warning labels on cigarette package	0.43	0.02	1,350.0	1.92	0.04	0.04	0.39	0.47
Noticed any cigarette advertisement or promotion	0.57	0.01	5,909.0	2.61	0.02	0.02	0.55	0.59
Believes that tobacco smoking causes serious illness	0.98	0.00	5,913.0	1.83	0.00	0.01	0.98	0.99
Believes that tobacco smoking causes strokes	0.68	0.01	5,913.0	2.28	0.01	0.02	0.66	0.70
Believes that tobacco smoking causes heart attacks	0.85	0.01	5,913.0	2.16	0.01	0.01	0.83	0.86
Believes that tobacco smoking causes lung cancer	0.98	0.00	5,913.0	1.76	0.00	0.01	0.97	0.98
Believes that shs causes serious illness in non-smokers	0.96	0.00	5,913.0	1.96	0.00	0.01	0.96	0.97
Number of cigarettes smoked per day (by daily smokers)	7.99	0.39	626.0	1.62	0.05	0.75	7.24	8.75
Time since quitting smoking (in years)	13.98	0.85	555.0	2.54	0.06	1.67	12.30	15.65
Monthly expenditures on manufactured cigarettes	298.93	15.54	1,271.0	1.44	0.05	30.45	268.49	329.38
Age at daily smoking initiation	16.36	0.24	378.0	2.01	0.02	0.48	15.89	16.84

Table C3

Sampling errors - Females

Indicator	Estimate (R)	Standard error (SE)	Sample size (n)	Design effect (DEFF)	Relative error (SE/R)	Margin of error (MOE)	Confidence limits	
							Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Current tobacco users	0.08	0.01	8,614.0	2.89	0.06	0.01	0.07	0.09
Current tobacco smokers	0.08	0.01	8,751.0	2.91	0.06	0.01	0.07	0.09
Current cigarette smokers	0.08	0.01	8,751.0	2.91	0.06	0.01	0.07	0.09
Current users of smokeless tobacco	0.00	0.00	8,607.0	1.12	0.63	0.00	0.00	0.00
Daily tobacco smokers	0.04	0.00	8,751.0	3.12	0.10	0.01	0.03	0.04
Daily cigarette smokers	0.04	0.00	8,751.0	3.13	0.10	0.01	0.03	0.04
Former daily tobacco smokers among all adults	0.03	0.00	8,751.0	2.89	0.10	0.01	0.03	0.04
Former tobacco smokers among ever daily tobacco smokers	0.39	0.03	581.0	2.14	0.08	0.06	0.33	0.45
Time to first smoke within 5 minutes of waking	0.12	0.03	240.0	1.75	0.24	0.05	0.06	0.17
Time to first smoke within 6-30 minutes of waking	0.12	0.03	240.0	1.92	0.24	0.06	0.07	0.18
Smoking quit attempt in the past 12 months	0.56	0.03	579.0	2.07	0.05	0.06	0.51	0.62
Health care provider asked about smoking	0.70	0.04	274.0	2.03	0.06	0.08	0.62	0.78
Health care provider advised quitting smoking	0.15	0.03	274.0	1.42	0.17	0.05	0.10	0.20
Use of pharmacotherapy for smoking cessation	0.06	0.02	334.0	1.39	0.27	0.03	0.03	0.08
Use of counseling/Advice or quit lines for smoking cessation	0.03	0.01	334.0	1.40	0.38	0.02	0.01	0.05
Planning to quit, thinking about quitting or will quit smoking	0.77	0.03	498.0	2.49	0.04	0.06	0.71	0.83
Exposure to SHS at home	0.12	0.01	8,742.0	3.19	0.05	0.01	0.10	0.13
Exposure to SHS at workplace	0.14	0.01	1,316.0	2.16	0.10	0.03	0.11	0.17
Exposure to SHS in government building/Offices	0.14	0.01	1,311.0	1.97	0.10	0.03	0.11	0.16
Exposure to SHS in health care facilities	0.05	0.01	4,202.0	2.56	0.11	0.01	0.04	0.06
Exposure to SHS in restaurants	0.26	0.02	2,048.0	2.34	0.06	0.03	0.23	0.29
Exposure to SHS in public transportation	0.26	0.01	5.421.0	2.62	0.04	0.02	0.24	0.28
Last cigarette purchased in store	0.93	0.02	480.0	1.75	0.02	0.03	0.89	0.96
Last cigarette purchased at street vendor	0.04	0.01	480.0	1.78	0.30	0.02	0.02	0.07
Last cigarette purchased at kiosk	0.00	0.00	480.0	0.48	0.70	0.00	-0.00	0.01
Noticed anti-tobacco information on radio or television	0.71	0.01	8,750.0	3.47	0.01	0.02	0.69	0.73
Noticed health warning labels on cigarette packages	0.96	0.01	498.0	1.35	0.01	0.02	0.94	0.98
Thinking of quitting because of health warning labels on cigarette package	0.44	0.03	498.0	2.04	0.07	0.06	0.38	0.50
Noticed any cigarette advertisement or promotion	0.50	0.01	8,734.0	2.43	0.02	0.02	0.48	0.52
Believes that tobacco smoking causes serious illness	0.98	0.00	8,750.0	2.61	0.00	0.01	0.98	0.99
Believes that tobacco smoking causes strokes	0.68	0.01	8,748.0	2.61	0.01	0.02	0.67	0.70
Believes that tobacco smoking causes heart attacks	0.83	0.01	8,749.0	2.42	0.01	0.01	0.81	0.84
Believes that tobacco smoking causes lung cancer	0.98	0.00	8,750.0	2.24	0.00	0.01	0.97	0.98
Believes that shs causes serious illness in non-smokers	0.97	0.00	8,750.0	3.29	0.00	0.01	0.96	0.98
Number of cigarettes smoked per day (by daily smokers)	6.82	0.48	238.0	1.42	0.07	0.94	5.88	7.76
Time since quitting smoking (in years)	11.04	1.12	241.0	2.48	0.10	2.19	8.86	13.23
Monthly expenditures on manufactured cigarettes	292.09	25.43	459.0	1.11	0.09	49.84	242.25	341.93
Age at daily smoking initiation	17.08	0.31	181.0	1.35	0.02	0.60	16.48	17.68

Table C4

Sampling errors - Urban

Indicator	Estimate (R)	Standard error (SE)	Sample size (n)	Design effect (DEFF)	Relative error (SE/R)	Margin of error (MOE)	Confidence limits	
							Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Current tobacco users	0.19	0.01	7,479.0	1.83	0.03	0.01	0.17	0.20
Current tobacco smokers	0.18	0.01	7,573.0	1.87	0.03	0.01	0.17	0.19
Current cigarette smokers	0.18	0.01	7,573.0	1.88	0.03	0.01	0.17	0.19
Current users of smokeless tobacco	0.00	0.00	7,461.0	2.64	0.38	0.00	0.00	0.00
Daily tobacco smokers	0.09	0.00	7,573.0	1.93	0.05	0.01	0.08	0.10
Daily cigarette smokers	0.09	0.00	7,573.0	1.94	0.05	0.01	0.08	0.10
Former daily tobacco smokers among all adults	0.06	0.00	7,573.0	1.99	0.06	0.01	0.05	0.07
Former tobacco smokers among ever daily tobacco smokers	0.34	0.02	1,305.0	1.82	0.05	0.04	0.30	0.37
Time to first smoke within 5 minutes of waking	0.12	0.02	598.0	1.34	0.13	0.03	0.09	0.15
Time to first smoke within 6-30 minutes of waking	0.15	0.02	598.0	1.55	0.12	0.04	0.11	0.18
Smoking quit attempt in the past 12 months	0.57	0.02	1,342.0	1.48	0.03	0.03	0.54	0.60
Health care provider asked about smoking	0.72	0.02	529.0	1.53	0.03	0.05	0.67	0.76
Health care provider advised quitting smoking	0.19	0.02	528.0	1.61	0.11	0.04	0.15	0.23
Use of pharmacotherapy for smoking cessation	0.04	0.01	745.0	1.06	0.20	0.01	0.02	0.05
Use of counseling/Advice or quit lines for smoking cessation	0.06	0.01	746.0	2.02	0.20	0.03	0.04	0.09
Planning to quit, thinking about quitting or will quit smoking	0.78	0.02	1,220.0	1.54	0.02	0.03	0.75	0.81
Exposure to SHS at home	0.14	0.01	7,567.0	2.26	0.04	0.01	0.13	0.15
Exposure to SHS at workplace	0.17	0.01	2,047.0	1.86	0.07	0.02	0.15	0.19
Exposure to SHS in government building/Offices	0.14	0.01	1,815.0	1.89	0.08	0.02	0.12	0.17
Exposure to SHS in health care facilities	0.06	0.01	3,318.0	1.74	0.09	0.01	0.05	0.07
Exposure to SHS in restaurants	0.26	0.01	2,685.0	2.01	0.05	0.02	0.23	0.28
Exposure to SHS in public transportation	0.26	0.01	4,973.0	2.24	0.04	0.02	0.24	0.28
Last cigarette purchased in store	0.91	0.01	1,195.0	2.08	0.01	0.02	0.88	0.93
Last cigarette purchased at street vendor	0.06	0.01	1,195.0	1.90	0.17	0.02	0.04	0.07
Last cigarette purchased at kiosk	0.00	0.00	1,195.0	0.39	0.50	0.00	0.00	0.00
Noticed anti-tobacco information on radio or television	0.72	0.01	7,571.0	2.61	0.01	0.02	0.70	0.73
Noticed health warning labels on cigarette packages	0.94	0.01	1,221.0	1.62	0.01	0.02	0.93	0.96
Thinking of quitting because of health warning labels on cigarette package	0.42	0.02	1,221.0	1.75	0.04	0.04	0.39	0.46
Noticed any cigarette advertisement or promotion	0.57	0.01	7,565.0	2.14	0.02	0.02	0.55	0.58
Believes that tobacco smoking causes serious illness	0.98	0.00	7,572.0	1.64	0.00	0.00	0.98	0.99
Believes that tobacco smoking causes strokes	0.68	0.01	7,570.0	1.84	0.01	0.01	0.66	0.69
Believes that tobacco smoking causes heart attacks	0.84	0.01	7,571.0	1.78	0.01	0.01	0.83	0.85
Believes that tobacco smoking causes lung cancer	0.99	0.00	7,572.0	1.41	0.00	0.00	0.98	0.99
Believes that shs causes serious illness in non-smokers	0.97	0.00	7,573.0	2.30	0.00	0.01	0.96	0.98
Number of cigarettes smoked per day (by daily smokers)	7.74	0.35	595.0	1.36	0.05	0.68	7.06	8.41
Time since quitting smoking (in years)	12.79	0.80	475.0	2.14	0.06	1.57	11.22	14.35
Monthly expenditures on manufactured cigarettes	300.34	14.41	1,161.0	1.15	0.05	28.24	272.10	328.58
Age at daily smoking initiation	16.61	0.21	424.0	1.56	0.01	0.41	16.20	17.01

Table C5

Sampling errors - Rural

Indicator	Estimate (R)	Standard error (SE)	Sample size (n)	Design effect (DEFF)	Relative error (SE/R)	Margin of error (MOE)	Confidence limits	
							Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Current tobacco users	0.10	0.01	6,996.0	2.31	0.06	0.01	0.09	0.11
Current tobacco smokers	0.10	0.01	7,091.0	2.30	0.06	0.01	0.09	0.11
Current cigarette smokers	0.10	0.01	7,091.0	2.29	0.06	0.01	0.09	0.11
Current users of smokeless tobacco	0.00	0.00	6,985.0	0.96	0.32	0.00	0.00	0.00
Daily tobacco smokers	0.04	0.00	7,091.0	1.72	0.08	0.01	0.03	0.04
Daily cigarette smokers	0.04	0.00	7,091.0	1.71	0.08	0.01	0.03	0.04
Former daily tobacco smokers among all adults	0.05	0.00	7,091.0	2.36	0.08	0.01	0.04	0.05
Former tobacco smokers among ever daily tobacco smokers	0.47	0.03	682.0	2.04	0.06	0.05	0.42	0.53
Time to first smoke within 5 minutes of waking	0.08	0.02	271.0	1.00	0.22	0.03	0.04	0.11
Time to first smoke within 6-30 minutes of waking	0.15	0.03	271.0	1.62	0.18	0.06	0.10	0.21
Smoking quit attempt in the past 12 months	0.55	0.02	701.0	1.23	0.04	0.04	0.51	0.59
Health care provider asked about smoking	0.62	0.04	222.0	1.63	0.07	0.08	0.54	0.70
Health care provider advised quitting smoking	0.20	0.03	222.0	1.39	0.16	0.06	0.14	0.26
Use of pharmacotherapy for smoking cessation	0.03	0.01	379.0	1.08	0.33	0.02	0.01	0.04
Use of counseling/Advice or quit lines for smoking cessation	0.04	0.01	380.0	1.14	0.27	0.02	0.02	0.06
Planning to quit, thinking about quitting or will quit smoking	0.82	0.02	627.0	1.20	0.02	0.03	0.78	0.85
Exposure to SHS at home	0.07	0.01	7,087.0	3.51	0.08	0.01	0.06	0.09
Exposure to SHS at workplace	0.16	0.02	696.0	2.25	0.13	0.04	0.12	0.20
Exposure to SHS in government building/Offices	0.11	0.01	831.0	1.57	0.12	0.03	0.09	0.14
Exposure to SHS in health care facilities	0.04	0.01	3,093.0	3.09	0.16	0.01	0.03	0.05
Exposure to SHS in restaurants	0.18	0.02	1,144.0	1.90	0.09	0.03	0.15	0.21
Exposure to SHS in public transportation	0.18	0.01	3,988.0	2.09	0.05	0.02	0.16	0.20
Last cigarette purchased in store	0.97	0.01	606.0	1.23	0.01	0.02	0.95	0.98
Last cigarette purchased at street vendor	0.01	0.00	606.0	0.94	0.34	0.01	0.00	0.02
Last cigarette purchased at kiosk	0.00	0.00	606.0	1.16	1.00	0.00	-0.00	0.01
Noticed anti-tobacco information on radio or television	0.69	0.01	7,090.0	3.82	0.02	0.02	0.66	0.71
Noticed health warning labels on cigarette packages	0.87	0.02	627.0	2.81	0.03	0.04	0.83	0.91
Thinking of quitting because of health warning labels on cigarette package	0.50	0.03	627.0	1.74	0.05	0.05	0.44	0.55
Noticed any cigarette advertisement or promotion	0.40	0.01	7,078.0	3.55	0.03	0.02	0.38	0.42
Believes that tobacco smoking causes serious illness	0.97	0.00	7,091.0	4.45	0.00	0.01	0.96	0.98
Believes that tobacco smoking causes strokes	0.70	0.01	7,091.0	3.11	0.01	0.02	0.68	0.72
Believes that tobacco smoking causes heart attacks	0.81	0.01	7,091.0	2.30	0.01	0.01	0.79	0.82
Believes that tobacco smoking causes lung cancer	0.95	0.01	7,091.0	5.71	0.01	0.01	0.94	0.97
Believes that shs causes serious illness in non-smokers	0.95	0.01	7,090.0	3.19	0.01	0.01	0.94	0.96
Number of cigarettes smoked per day (by daily smokers)	7.40	0.56	269.0	1.48	0.08	1.09	6.31	8.49
Time since quitting smoking (in years)	14.51	1.30	321.0	2.99	0.09	2.54	11.97	17.05
Monthly expenditures on manufactured cigarettes	273.63	37.65	569.0	2.28	0.14	73.79	199.84	347.42
Age at daily smoking initiation	15.90	0.33	135.0	1.38	0.02	0.64	15.25	16.54

Appendix D.

Adjustment factor for non- response at household level by PSU

PSU	Adjustment Factor for non-response at household level	PSU	Adjustment Factor for non-response at household level	PSU	Adjustment Factor for non-response at household level
11030	1.22	14260	1.59	32082	1.20
11031	1.40	14343	1.04	32083	1.07
11047	1.07	14344	1.00	32085	1.17
11137	1.30	14345	1.08	32091	1.16
11138	2.22	14359	1.00	32393	1.07
11139	1.34	14360	1.20	32395	1.00
11226	1.07	14453	2.70	32399	1.04
11369	1.30	14560	1.00	32516	1.18
11370	1.22	14572	1.04	32524	1.00
11371	1.27	14573	1.00	32526	1.12
11372	1.16	14574	1.00	33263	1.00
11471	1.37	14583	1.17	33264	1.08
11472	1.31	14595	1.67	33268	1.00
11473	1.51	15069	1.18	33273	1.07
11481	1.11	15070	1.37	33288	1.00
11482	1.21	15071	2.00	33291	1.00
11483	1.26	15072	1.51	33292	1.04
11484	1.08	15190	2.30	33293	1.04
11485	1.00	15191	1.26	33294	1.12
11488	1.37	15192	1.31	33304	1.00
11490	1.45	15193	1.11	33306	1.22
11491	1.18	15413	1.22	33307	1.04
11492	1.45	15414	1.07	33313	1.04
11493	1.04	15421	1.04	33314	1.11
11499	1.34	21032	1.12	33321	1.34
11500	1.17	21048	1.00	33322	1.16
11507	1.07	21143	1.00	33323	1.00
11508	1.12	21144	1.11	33325	1.20
11539	2.70	21225	1.23	33326	1.00
11541	1.11	21367	1.12	33331	1.04
11542	1.37	21373	1.16	33332	1.00
11543	1.40	21374	1.18	34149	1.03
11544	1.23	21375	1.11	34151	1.04

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11545	1.39	21376	1.04	34152	1.04
11547	1.04	21380	1.07	34153	1.04
11601	1.04	21381	1.18	34154	1.00
11602	1.04	21383	1.00	34160	1.00
11603	1.12	21386	1.12	34161	1.00
11604	1.12	21388	1.00	34162	1.08
11605	1.16	21389	1.00	34166	1.00
11606	1.12	21475	1.51	34167	1.08
11608	1.18	21480	1.12	34178	1.03
11624	1.07	21495	1.04	34179	1.00
12001	1.56	21540	1.37	34180	1.00
12004	1.99	21548	1.48	34181	1.00
12005	1.48	21552	1.04	34182	1.00
12006	1.57	21554	1.37	34183	1.00
12007	1.59	21607	1.07	34184	1.00
12008	2.26	21613	1.26	34186	1.00
12009	3.16	21619	1.31	34187	1.03
12010	1.05	21620	1.31	34188	1.04
12011	1.58	22003	1.08	34189	1.00
12012	1.98	22013	1.18	34228	1.00
12015	1.44	22024	1.25	34230	1.17
12016	2.43	22025	1.76	34231	1.07
12017	1.44	22027	1.14	34238	1.08
12018	3.95	22029	1.07	34240	1.08
12019	1.53	22036	1.00	34243	1.00
12020	1.44	22039	1.04	34245	1.04
12021	1.60	22074	1.44	34256	1.07
12022	1.33	22409	1.14	34262	1.04
12023	1.24	22515	1.20	34333	1.07
12026	1.09	22517	1.26	34335	1.04
12038	1.17	23127	1.45	34336	1.00
12040	1.44	23265	1.12	34337	1.04
12041	1.22	23269	1.45	34339	1.04
12042	1.87	23277	1.16	34348	1.00
12043	1.14	23289	1.30	34349	1.00
12044	1.13	23290	1.18	34350	1.04
12045	1.27	23295	2.33	34352	1.00
12076	1.33	23303	1.07	34355	1.00
12077	1.51	23308	1.23	34356	1.04
12078	1.44	23309	1.07	34357	1.00

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12081	1.48	23310	1.09	34358	1.00
12086	1.22	23315	1.64	34361	1.04
12087	1.18	23317	1.00	34362	1.00
12088	1.13	23324	1.03	34363	1.00
12089	1.41	24168	1.04	34365	1.00
12090	1.29	24185	1.23	34447	1.00
12390	1.17	24229	1.04	34448	1.12
12391	1.29	24239	1.94	34449	1.25
12394	1.09	24241	1.12	34450	1.23
12396	1.22	24244	1.37	34451	1.04
12397	1.22	24247	1.12	34452	1.00
12400	1.18	24248	1.14	34454	1.00
12401	1.33	24249	2.67	34456	1.00
12402	1.14	24254	1.37	34458	1.04
12403	1.09	24255	1.12	34459	1.00
12404	1.53	24261	1.23	34460	1.14
12405	1.40	24338	1.04	34462	1.00
12406	1.13	24340	1.09	34463	1.00
12407	1.41	24341	1.04	34464	1.00
12408	1.17	24346	1.04	34559	1.00
12518	1.14	24347	1.14	34561	1.00
12519	1.13	24351	1.00	34562	1.31
12520	1.05	24353	1.04	34563	1.48
12521	1.05	24354	1.04	34564	1.00
12523	1.59	24364	1.00	34565	1.00
12525	1.05	24445	1.12	34566	1.00
13092	4.17	24446	1.07	34568	1.00
13093	1.92	24455	1.30	34569	1.00
13094	2.14	24457	1.83	34570	1.00
13095	1.99	24461	1.20	34575	1.00
13096	2.00	24555	1.20	34577	1.00
13097	3.94	24556	1.20	34578	1.00
13098	2.36	24558	1.00	34579	1.00
13099	1.01	24567	1.00	34582	1.00
13101	1.85	24571	1.00	34586	1.18
13102	1.72	24576	1.50	34587	1.12
13103	2.73	24580	1.00	34588	1.12
13104	1.18	24581	1.00	34590	1.00
13105	1.13	24585	1.00	34591	1.00
13106	1.18	24589	1.04	34592	1.00
13107	1.38	24594	1.00	34593	1.00

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13108	1.53	24600	1.00	34596	1.00
13109	1.27	25051	1.02	34597	1.00
13110	1.47	25053	1.29	34598	1.00
13111	1.58	25054	0.98	34599	1.00
13112	2.93	25062	0.94	35049	1.24
13113	1.28	25064	1.09	35055	1.03
13114	1.66	25066	0.98	35056	1.11
13115	1.31	25203	1.10	35058	1.03
13116	1.33	25205	1.05	35059	1.11
13117	1.56	25213	1.05	35061	1.24
13118	1.28	25410	1.09	35063	1.12
13119	1.73	25415	0.98	35065	1.11
13120	1.33	25416	1.10	35067	1.07
13121	1.39	25432	0.94	35068	1.07
13122	2.87	25444	0.98	35073	1.03
13123	1.82	25529	1.09	35194	1.07
13124	1.27	25530	1.10	35195	1.35
13125	2.60	25536	1.05	35196	1.35
13126	1.42	31033	1.05	35197	1.07
13128	1.52	31034	1.02	35198	1.03
13129	1.13	31140	1.17	35199	1.03
13130	6.75	31141	1.02	35200	1.22
13131	4.64	31142	1.14	35201	1.07
13132	1.96	31145	1.13	35202	1.16
13133	2.22	31146	1.14	35204	1.35
13134	7.60	31147	1.02	35206	1.24
13135	6.08	31216	1.14	35207	1.19
13136	1.38	31217	1.02	35208	1.03
13266	1.10	31218	1.20	35210	1.19
13267	1.24	31219	1.02	35211	1.03
13270	1.97	31220	1.14	35212	1.35
13271	1.27	31221	1.02	35214	1.12
13272	1.32	31222	1.24	35215	1.11
13274	1.47	31223	1.17	35411	1.07
13275	1.66	31224	1.09	35412	1.03
13276	1.64	31227	1.05	35417	1.03
13278	1.92	31368	1.05	35418	1.07
13279	1.27	31377	1.24	35419	1.07
13280	1.33	31378	1.41	35420	1.07
13281	1.18	31379	1.48	35422	1.03
13282	1.23	31382	1.05	35423	1.15

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13283	1.27	31384	1.02	35424	1.11
13284	1.17	31385	1.02	35425	1.22
13285	1.17	31387	1.02	35426	1.16
13286	1.17	31465	1.20	35428	1.19
13287	1.22	31466	1.14	35429	1.24
13296	1.10	31467	1.20	35430	1.07
13297	1.05	31470	1.05	35431	1.03
13298	1.07	31474	1.09	35433	1.35
13299	3.10	31476	1.05	35434	1.07
13300	1.17	31477	1.05	35435	1.03
13301	1.05	31478	1.09	35436	1.55
13302	1.05	31479	1.02	35437	1.03
13311	1.47	31486	1.34	35438	1.03
13312	2.53	31487	1.09	35439	1.03
13316	2.03	31494	1.09	35440	1.03
13318	1.69	31496	1.05	35441	1.03
13319	1.83	31497	1.09	35442	1.03
13320	2.08	31498	1.05	35527	1.07
13328	2.06	31501	1.05	35528	1.07
13329	1.13	31502	1.09	35531	1.03
13330	1.28	31503	1.09	35532	1.03
14155	1.08	31504	1.05	35533	1.07
14156	1.04	31505	1.13	35534	1.03
14157	1.04	31506	1.10	35535	1.22
14158	1.04	31509	1.05	35537	1.29
14159	1.43	31510	1.02	41148	2.50
14163	1.34	31511	1.05	41468	2.50
14164	1.04	31538	1.52	41469	2.50
14165	1.20	31549	1.05	41489	2.50
14169	1.20	31550	1.02	41512	2.50
14170	2.81	31551	1.09	41513	2.50
14171	1.14	31553	1.27	41514	2.50
14172	1.18	31609	1.02	41612	2.50
14173	1.11	31610	1.02	42014	2.50
14174	1.26	31611	1.02	42084	3.33
14175	1.16	31614	1.18	42392	2.50
14176	1.07	31615	1.14	42398	2.50
14177	1.12	31616	1.02	42522	2.50
14232	5.00	31617	1.02	43305	2.50
14233	3.10	31618	1.09	43327	2.50

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14234	1.44	31621	1.02	44150	2.86
14235	1.26	31622	1.09	44242	2.86
14236	1.81	31623	1.06	44246	2.86
14237	1.18	32002	1.00	44342	2.86
14250	1.12	32028	1.04	44366	2.86
14251	1.22	32035	1.04	44557	2.86
14252	1.23	32037	1.00	44584	2.86
14253	1.11	32046	1.00	45052	3.13
14257	1.89	32075	1.25	45057	3.13
14258	1.70	32079	1.18	45427	3.13
14259	1.37	32080	1.00	45443	3.13

Appendix E.

GATS Mexico 2015 tables

Table 3.1

Number and percent of households and persons interviewed and response rates by residence (unweighted) – GATS Mexico, 2015.

Demographic characteristics	Residence				Total	
	Urban		Rural			
	n	%	n	%	n	%
Selected household						
Completed - Person selected for individual interview (HC)	8,132	81.3	7,304	94.1	15,436	86.9
Completed - No one eligible for individual interview (HCNE)	2	0.0	0	0.0	2	0.0
Incomplete (HINC)	7	0.1	1	0.0	8	0.0
No screening respondent (HNS)	36	0.4	22	0.3	58	0.3
Nobody home (HNH)	794	7.9	211	2.7	1,005	5.7
Refused (HR)	948	9.5	92	1.2	1,040	5.9
Unoccupied (HUO)	5	0.0	3	0.0	8	0.0
Address not a dwelling (HAND)	6	0.1	0	0.0	6	0.0
Other (HO)[1]	71	0.7	131	1.7	202	1.1
Total number of household selected	10,001	100.0	7,764	100.0	17,765	100.0
Household Response Rate (HRR) (%)[2]		81.4%		94.1%		87.0%
Selected person						
Completed (PC)	7,573	93.1	7,091	97.1	14,664	95.0
Incomplete (PINC)	4	0.0	0	0.0	4	0.0
Not eligible (PNE)	8	0.1	5	0.1	13	0.1
Not at home (PNAH)	333	4.1	143	2.0	476	3.1
Refused (PR)	149	1.8	23	0.3	172	1.1
Incapacitated (PI)	34	0.4	31	0.4	65	0.4
Other (PO)[1]	31	0.4	11	0.2	42	0.3
Total number of ssampled persons	8,132	100.0	7,304	100.0	15,436	100.0
Person-level Response Rate (PRR) (%)[3]		93.2%		97.2%		95.1%
Total Response Rate (TRR) (%)[4]		75.9%		91.4%		82.7%

[1] Other includes any other result not listed.

[2] The Household Response Rate (HRR) is calculated as:

$$\frac{HC * 100}{HC + HINC + HNS + HNH + HR + HO}$$

[3] The Person-level Response Rate (PRR) is calculated as:

$$\frac{PC * 100}{PC + PINC + PNH + PR + PI + PO}$$

[4] The Total Response Rate (TRR) is calculated as:

$$(HRR \times PRR) / 100$$

Notes:

– An incomplete household interview (i.e., roster could not be finished) was considered a nonrespondent to the GATS. Thus, these cases (HINC) were not included in the numerator of the household response rate.

– The Total Number of Sampled Persons should be equal to the number of Completed [HC] household interviews.

– A completed person interview [PC] includes respondents who had completed at least question E01 and who provided valid answers to questions B01/B02/B03. Respondents who did not meet these criteria were considered as nonrespondents to GATS and thus, were not included in the numerator of the person-level response rate.

Table 3.2

Distribution of adults ≥ 15 years old by selected demographic characteristics - GATS Mexico, 2015

Sample characteristics	Weighted			Unweighted number of adults
	%	(95% CI[1])	Number of adults (in thousands)	
Overall	100.0	-	87,559.1	14,664
Gender				
Male	47.9	(46.8, 49.1)	41,952.0	5,913
Female	52.1	(50.9, 53.2)	45,607.2	8,751
Age				
15-24	24.9	(23.7, 26.2)	21,840.4	2,645
25-44	40.2	(38.9, 41.5)	35,201.1	5,991
45-64	25.4	(24.2, 26.7)	22,261.3	3,998
65+	9.4	(8.7, 10.2)	8,256.3	2,030
Residence				
Urban	78.7	(78.1, 79.2)	68,899.5	7,573
Rural	21.3	(20.8, 21.9)	18,659.6	7,091
Education[2]				
No formal education	15.9	(14.9, 16.9)	13,877.3	3,670
Primary school	19.4	(18.3, 20.6)	16,945.8	3,208
Secondary school	32.8	(31.5, 34.1)	28,647.0	4,302
Technical school	21.1	(19.9, 22.2)	18,372.7	2,304
College and above	10.8	(9.6, 12.1)	9,423.9	1,113
Socioeconomic Index (Quintiles)[3]				
First	20.0	(18.6, 21.5)	17,521.0	4,642
Second	20.0	(18.9, 21.2)	17,506.5	3,293
Third	20.1	(19.0, 21.2)	17,585.0	2,794
Fourth	19.9	(18.8, 21.1)	17,457.2	2,192
Fifth	20.0	(18.3, 21.8)	17,489.2	1,743

Note: The following observations were missing: 0 for age, 0 for gender, 0 for residence, and 67 for education.

[1] 95 % Confidence Interval

[2] Education: No formal education = Without formal schooling; Primary school = Primary; Secondary school= Secondary, technical or trade secondary, or normal basic; Technical school = Preparatory or vocational, technical high school, technical or trade degree, or normal upper level; College and above = Undergraduate or Masters/Doctorate.

[3] Socioeconomic Index by Quintiles. Methodological details see Appendix I

Table 4.1

Percentage of adults ≥ 15 years old, by detailed smoking status and gender - GATS Mexico, 2015

Smoking Status	Overall		Male		Female	
	Percentage (95% CI)					
Current tobacco smoker	16.4	(15.4, 17.3)	25.2	(23.6, 26.9)	8.2	(7.3, 9.3)
Daily smoker	7.6	(6.9, 8.3)	11.9	(10.7, 13.2)	3.6	(3.0, 4.4)
Occasional smoker	8.8	(8.1, 9.5)	13.3	(12.1, 14.6)	4.6	(3.9, 5.4)
Occasional smoker, formerly daily	2.9	(2.5, 3.4)	4.3	(3.6, 5.1)	1.6	(1.3, 2.1)
Occasional smoker, never daily	5.8	(5.3, 6.5)	9.0	(8.0, 10.1)	3.0	(2.4, 3.7)
Non-smoker	83.6	(82.7, 84.6)	74.8	(73.1, 76.4)	91.8	(90.7, 92.7)
Former daily smoker	5.8	(5.2, 6.4)	8.4	(7.4, 9.5)	3.4	(2.8, 4.1)
Never daily smoker	77.9	(76.8, 78.9)	66.5	(64.7, 68.2)	88.4	(87.1, 89.5)
Former occasional smoker	11.7	(10.8, 12.5)	13.6	(12.3, 14.9)	9.9	(8.8, 11.1)
Never smoker	66.2	(64.9, 67.5)	52.9	(50.9, 54.9)	78.5	(76.8, 80.0)

Note: Current use includes both daily and occasional (less than daily) use.

Table 4.1A

Percentage of adults ≥ 15 years old, by detailed smokeless tobacco use status and gender - GATS Mexico, 2015

Smoking Status	Overall		Male		Female	
	Percentage (95% CI)					
Current smokeless tobacco user	0.2	(0.1, 0.4)	0.4	(0.2, 0.9)	0.0	(0.0, 0.1)
Daily user	0.0	(0.0, 0.0)	0.0	(0.0, 0.1)	0.0	(0.0, 0.0)
Occasional user	0.2	(0.1, 0.4)	0.4	(0.2, 0.8)	0.0	(0.0, 0.1)
Occasional user, formerly daily	0.0	(0.0, 0.1)	0.1	(0.0, 0.2)	0.0	(0.0, 0.1)
Occasional user, never daily	0.2	(0.1, 0.4)	0.3	(0.1, 0.8)	0.0	(0.0, 0.1)
Non-user of smokeless tobacco	99.8	(99.6, 99.9)	99.6	(99.1, 99.8)	100.0	(99.9, 100.0)
Former daily user	0.1	(0.0, 0.2)	0.2	(0.1, 0.4)	0.0	(0.0, 0.0)
Never daily user	99.7	(99.5, 99.8)	99.4	(99.0, 99.7)	100.0	(99.9, 100.0)
Former occasional user	1.0	(0.8, 1.3)	1.8	(1.3, 2.4)	0.3	(0.2, 0.6)
Never user	98.7	(98.3, 99.0)	97.7	(97.0, 98.2)	99.7	(99.4, 99.8)

Note: Current use includes both daily and occasional (less than daily) use.

Table 4.2

Number of adults ≥ 15 years old, by detailed smoking status and gender - GATS Mexico, 2015

Smoking status	Overall	Male	Female
		Number in thousands	
Current tobacco smoker	14,318.2	10,563.7	3,754.5
Daily smoker	6,643.3	4,990.3	1,652.9
Occasional smoker	7,674.9	5,573.3	2,101.6
Occasional smoker, formerly daily	2,555.8	1,804.0	751.8
Occasional smoker, never daily	5,119.1	3,769.3	1,349.8
Non-smoker	73,240.9	31,388.3	41,852.6
Former daily smoker	5,055.2	3,508.8	1,546.4
Never daily smoker	68,185.8	27,879.5	40,306.3
Former occasional smoker	10,208.7	5,690.0	4,518.7
Never smoker	57,977.1	22,189.5	35,787.6

Note: Current use includes both daily and occasional (less than daily) use.

Table 4.2A

Number of adults ≥ 15 years old in thousands, by detailed smokeless tobacco use status and gender - GATS Mexico, 2015

Smoking status	Overall	Male	Female
		Number in thousands	
Current smokeless tobacco user	189.8	175.1	14.6
Daily user	8.0	6.7	1.3
Occasional user	181.8	168.4	13.3
Occasional user, formerly daily	41.9	35.4	6.4
Occasional user, never daily	139.9	133.0	6.9
Non-user of smokeless tobacco	86,408.3	41,362.8	45,045.5
Former daily user	68.8	67.1	1.7
Never daily user	86,339.6	41,295.7	45,043.8
Former occasional user	867.9	731.7	136.2
Never user	85,471.7	40,564.0	44,907.6

Note: Current use includes both daily and occasional (less than daily) use.

Table 4.3

Percentage of adults ≥ 15 years old who are current smokers of various smoked tobacco products, by gender and selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Any smoked tobacco product		Any cigarette[1]		Type of cigarette				Other smoked tobacco[2]	
					Manufactured		Hand-rolled			
	Percentage (95% CI)									
Overall	16.4	(15.4, 17.3)	16.3	(15.4, 17.3)	16.3	(15.4, 17.3)	0.6	(0.4, 1.0)	0.7	(0.5, 1.0)
Age										
15-24	17.4	(15.5, 19.5)	17.4	(15.5, 19.5)	17.4	(15.5, 19.5)	0.9	(0.5, 1.7)	1.0	(0.6, 1.7)
25-44	18.7	(17.2, 20.4)	18.7	(17.1, 20.4)	18.7	(17.1, 20.4)	0.6	(0.3, 1.1)	0.8	(0.5, 1.3)
45-64	14.6	(12.8, 16.5)	14.6	(12.8, 16.5)	14.5	(12.7, 16.5)	0.5	(0.2, 1.0)	0.3	(0.1, 0.7)
65+	8.2	(6.5, 10.2)	8.2	(6.5, 10.2)	8.1	(6.5, 10.2)	0.6	(0.1, 3.1)	0.8	(0.2, 3.0)
Residence										
Urban	18.2	(17.0, 19.4)	18.2	(17.0, 19.4)	18.2	(17.0, 19.4)	0.7	(0.4, 1.1)	0.8	(0.6, 1.2)
Rural	9.5	(8.6, 10.6)	9.5	(8.5, 10.6)	9.4	(8.5, 10.5)	0.5	(0.3, 0.7)	0.3	(0.2, 0.4)
Education										
No formal education	10.9	(9.3, 12.6)	10.9	(9.3, 12.6)	10.7	(9.2, 12.5)	0.2	(0.1, 0.6)	0.2	(0.0, 0.8)
Primary school	17.4	(15.5, 19.5)	17.4	(15.5, 19.5)	17.4	(15.5, 19.5)	0.5	(0.3, 1.0)	0.4	(0.2, 0.8)
Secondary school	17.5	(15.8, 19.3)	17.5	(15.8, 19.3)	17.5	(15.8, 19.3)	0.9	(0.5, 1.7)	0.8	(0.4, 1.4)
Technical school	17.6	(15.6, 19.9)	17.6	(15.6, 19.9)	17.6	(15.6, 19.9)	0.8	(0.4, 1.8)	0.8	(0.4, 1.7)
College and above	16.8	(14.0, 20.1)	16.8	(13.9, 20.1)	16.8	(13.9, 20.1)	0.3	(0.1, 1.0)	1.5	(0.8, 3.1)
Male	25.2	(23.6, 26.9)	25.2	(23.6, 26.9)	25.1	(23.5, 26.8)	1.0	(0.6, 1.7)	1.1	(0.7, 1.6)
Age										
15-24	27.5	(24.2, 31.0)	27.5	(24.2, 31.0)	27.5	(24.2, 31.0)	1.5	(0.7, 3.1)	1.7	(0.9, 3.1)
25-44	28.2	(25.6, 30.9)	28.2	(25.6, 30.9)	28.2	(25.6, 30.9)	1.0	(0.5, 1.9)	1.2	(0.7, 2.2)
45-64	22.0	(19.1, 25.3)	22.0	(19.1, 25.3)	21.9	(18.9, 25.1)	1.0	(0.4, 2.2)	0.5	(0.2, 1.4)
65+	13.8	(10.9, 17.4)	13.8	(10.9, 17.4)	13.8	(10.9, 17.4)	0.2	(0.0, 0.5)	0.6	(0.1, 2.9)
Residence										
Urban	27.2	(25.3, 29.3)	27.2	(25.3, 29.3)	27.2	(25.3, 29.3)	1.1	(0.6, 1.9)	1.3	(0.8, 2.0)
Rural	17.7	(15.8, 19.8)	17.7	(15.8, 19.8)	17.5	(15.6, 19.5)	0.9	(0.5, 1.5)	0.5	(0.3, 0.8)
Education										
No formal education	20.9	(17.8, 24.4)	20.9	(17.8, 24.4)	20.6	(17.5, 24.1)	0.5	(0.2, 1.4)	0.4	(0.1, 1.8)
Primary school	27.6	(24.1, 31.3)	27.6	(24.1, 31.3)	27.6	(24.1, 31.3)	0.6	(0.3, 1.3)	0.5	(0.2, 1.2)
Secondary school	27.2	(24.2, 30.3)	27.2	(24.2, 30.3)	27.2	(24.2, 30.3)	1.6	(0.7, 3.2)	1.4	(0.7, 2.7)
Technical school	25.6	(22.2, 29.4)	25.6	(22.2, 29.4)	25.6	(22.2, 29.4)	1.3	(0.6, 2.8)	1.0	(0.5, 2.2)
College and above	20.5	(16.6, 25.0)	20.5	(16.6, 25.0)	20.5	(16.6, 25.0)	0.5	(0.1, 1.7)	2.3	(1.0, 5.2)

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Female	8.2	(7.3, 9.3)	8.2	(7.3, 9.3)	8.2	(7.3, 9.3)	0.3	(0.1, 0.6)	0.3	(0.2, 0.6)
Age										
15-24	7.4	(5.7, 9.6)	7.4	(5.7, 9.6)	7.4	(5.7, 9.6)	0.3	(0.1, 1.3)	0.2	(0.1, 0.7)
25-44	10.0	(8.5, 11.9)	10.0	(8.5, 11.8)	10.0	(8.5, 11.8)	0.3	(0.1, 0.7)	0.4	(0.2, 0.8)
45-64	8.0	(6.1, 10.5)	8.0	(6.1, 10.5)	8.0	(6.0, 10.5)	0.0	(0.0, 0.1)	0.1	(0.0, 0.1)
65+	3.3	(1.8, 6.1)	3.3	(1.8, 6.1)	3.3	(1.8, 6.1)	0.9	(0.1, 6.2)	0.9	(0.1, 6.2)
Residence										
Urban	9.9	(8.8, 11.2)	9.9	(8.8, 11.2)	9.9	(8.8, 11.2)	0.4	(0.2, 0.8)	0.4	(0.2, 0.8)
Rural	1.8	(1.3, 2.4)	1.8	(1.3, 2.4)	1.8	(1.3, 2.4)	0.0	(0.0, 0.1)	0.1	(0.0, 0.2)
Education										
No formal education	3.3	(2.3, 4.7)	3.3	(2.3, 4.7)	3.3	(2.3, 4.7)	0.0	-	0.0	-
Primary school	8.3	(6.5, 10.7)	8.3	(6.5, 10.7)	8.3	(6.5, 10.7)	0.4	(0.1, 1.4)	0.3	(0.1, 1.3)
Secondary school	8.2	(6.7, 9.9)	8.2	(6.7, 9.9)	8.2	(6.7, 9.9)	0.3	(0.1, 0.9)	0.2	(0.1, 0.6)
Technical school	10.3	(8.1, 13.0)	10.3	(8.1, 13.0)	10.3	(8.1, 13.0)	0.4	(0.1, 3.0)	0.6	(0.2, 2.5)
College and above	12.7	(8.7, 18.0)	12.6	(8.7, 18.0)	12.6	(8.6, 17.9)	0.2	(0.0, 0.9)	0.7	(0.3, 1.8)

Note: Current use includes both daily and occasional (less than daily) use.

[1] Includes manufactured and hand rolled cigarettes.

[2] Includes pipes, cigars/cheroots/ciagarillos, waterpipes and any other reported smoking tobacco products.

Table 4.4

Number of adults ≥ 15 years old who are current smokers of various smoked tobacco products in thousands, by gender and selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Any smoked tobacco product	Any cigarette[1]	Type of cigarette		Other smoked tobacco[2]
			Manufactured	Hand-rolled	
	Number in thousands				
Overall	14,318.2	14,312.6	14,294.4	565.9	609.2
Age					
15-24	3,809.1	3,809.1	3,809.1	198.9	210.7
25-44	6,595.7	6,590.2	6,590.2	214.0	278.4
45-64	3,240.3	3,240.3	3,223.8	106.1	56.0
65+	673.1	673.1	671.4	46.9	64.0
Residence					
Urban	12,536.8	12,533.7	12,533.7	481.5	557.2
Rural	1,781.3	1,778.9	1,760.7	84.4	51.9
Education					
No formal education	1,507.1	1,507.1	1,490.0	31.9	24.5
Primary school	2,951.6	2,949.2	2,949.2	86.5	65.3
Secondary school	5,004.2	5,004.2	5,004.2	263.7	223.9
Technical school	3,242.0	3,242.0	3,242.0	151.9	149.5
College and above	1,584.5	1,581.3	1,580.3	31.9	146.0
Male	10,563.7	10,561.3	10,544.1	432.2	465.3
Age					
15-24	2,995.7	2,995.7	2,995.7	161.4	185.7
25-44	4,755.5	4,753.1	4,753.1	164.0	207.0
45-64	2,289.2	2,289.2	2,273.7	101.0	49.7
65+	523.3	523.3	521.6	5.8	22.9
Residence					
Urban	8,952.3	8,952.3	8,952.3	350.6	420.6
Rural	1,611.3	1,608.9	1,591.8	81.6	44.7
Education					
No formal education	1,246.1	1,246.1	1,229.0	31.9	24.5
Primary school	2,204.2	2,201.9	2,201.9	47.4	40.4
Secondary school	3,808.1	3,808.1	3,808.1	217.8	196.2
Technical school	2,259.0	2,259.0	2,259.0	110.8	90.4
College and above	1,024.2	1,024.2	1,024.2	24.4	113.8

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Female	3,754.5	3,751.4	3,750.3	133.7	143.9
Age					
15-24	813.4	813.4	813.4	37.5	25.0
25-44	1,840.3	1,837.1	1,837.1	50.0	71.4
45-64	951.1	951.1	950.0	5.1	6.3
65+	149.8	149.8	149.8	41.1	41.1
Residence					
Urban	3,584.5	3,581.4	3,581.4	130.9	136.7
Rural	170.0	170.0	168.9	2.8	7.2
Education					
No formal education	261.0	261.0	261.0	0.0	0.0
Primary school	747.3	747.3	747.3	39.1	24.9
Secondary school	1,196.1	1,196.1	1,196.1	45.9	27.7
Technical school	983.0	983.0	983.0	41.1	59.1
College and above	560.2	557.1	556.0	7.6	32.2

Note: Current use includes both daily and occasional (less than daily) use.

[1] Includes manufactured and hand rolled cigarettes.

[2] Includes pipes, cigars/cheroots/ciagarillos, waterpipes and any other reported smoking tobacco products.

Table 4.5

Percentage distribution of adults ≥ 15 years old who are daily, occasional or non-smokers, by gender and selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Smoking frequency						
	Daily		Occasional[1]		Non-smoker		Total
	Percentage (95% CI)						
Overall	7.6	(6.9, 8.3)	8.8	(8.1, 9.5)	83.6	(82.7, 84.6)	100.0
Age							
15-24	6.4	(5.2, 7.8)	11.1	(9.5, 12.9)	82.6	(80.5, 84.5)	100.0
25-44	8.1	(7.1, 9.4)	10.6	(9.4, 11.9)	81.3	(79.6, 82.8)	100.0
45-64	8.7	(7.3, 10.5)	5.8	(4.8, 7.0)	85.4	(83.5, 87.2)	100.0
65+	5.3	(4.0, 7.0)	2.9	(1.8, 4.4)	91.8	(89.8, 93.5)	100.0
Residence							
Urban	8.6	(7.8, 9.6)	9.5	(8.7, 10.5)	81.8	(80.6, 83.0)	100.0
Rural	3.7	(3.1, 4.3)	5.9	(5.1, 6.7)	90.5	(89.4, 91.4)	100.0
Education							
No formal education	5.4	(4.4, 6.5)	5.5	(4.4, 6.9)	89.1	(87.4, 90.7)	100.0
Primary school	9.1	(7.6, 10.9)	8.3	(6.9, 10.1)	82.6	(80.5, 84.5)	100.0
Secondary school	7.7	(6.5, 9.0)	9.8	(8.5, 11.2)	82.5	(80.7, 84.2)	100.0
Technical school	7.1	(5.9, 8.7)	10.5	(8.9, 12.4)	82.4	(80.1, 84.4)	100.0
College and above	8.7	(6.3, 12.0)	8.1	(6.4, 10.2)	83.2	(79.9, 86.0)	
Male	11.9	(10.7, 13.2)	13.3	(12.1, 14.6)	74.8	(73.1, 76.4)	100.0
Age							
15-24	10.4	(8.2, 13.1)	17.1	(14.4, 20.1)	72.5	(69.0, 75.8)	100.0
25-44	12.8	(10.8, 15.1)	15.4	(13.5, 17.5)	71.8	(69.1, 74.4)	100.0
45-64	12.9	(10.6, 15.6)	9.1	(7.4, 11.3)	78.0	(74.7, 80.9)	100.0
65+	9.4	(6.9, 12.7)	4.4	(3.0, 6.4)	86.2	(82.6, 89.1)	100.0
Residence							
Urban	13.3	(11.8, 15.0)	14.0	(12.5, 15.6)	72.8	(70.7, 74.7)	100.0
Rural	6.9	(5.8, 8.1)	10.8	(9.4, 12.5)	82.3	(80.2, 84.2)	100.0
Education							
No formal education	10.3	(8.3, 12.6)	10.6	(8.3, 13.5)	79.1	(75.6, 82.2)	100.0
Primary school	14.2	(11.6, 17.3)	13.4	(10.8, 16.5)	72.4	(68.7, 75.9)	100.0
Secondary school	12.3	(10.2, 14.7)	14.9	(12.7, 17.4)	72.8	(69.7, 75.8)	100.0
Technical school	10.9	(8.5, 13.7)	14.8	(12.0, 18.1)	74.4	(70.6, 77.8)	100.0
College and above	11.0	(7.7, 15.6)	9.5	(7.0, 12.8)	79.5	(75.0, 83.4)	100.0

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Female	3.6	(3.0, 4.4)	4.6	(3.9, 5.4)	91.8	(90.7, 92.7)	100.0
Age							
15-24	2.4	(1.5, 3.7)	5.1	(3.6, 7.0)	92.6	(90.4, 94.3)	100.0
25-44	3.8	(3.1, 4.8)	6.2	(5.0, 7.6)	90.0	(88.1, 91.5)	100.0
45-64	5.1	(3.4, 7.6)	2.9	(2.0, 4.1)	92.0	(89.5, 93.9)	100.0
65+	1.8	(1.1, 3.0)	1.5	(0.5, 5.1)	96.7	(93.9, 98.2)	100.0
Residence							
Urban	4.4	(3.6, 5.4)	5.5	(4.7, 6.5)	90.1	(88.8, 91.2)	100.0
Rural	0.6	(0.4, 0.9)	1.2	(0.8, 1.7)	98.2	(97.6, 98.7)	100.0
Education							
No formal education	1.7	(1.0, 2.6)	1.6	(1.0, 2.8)	96.7	(95.3, 97.7)	100.0
Primary school	4.5	(3.0, 6.8)	3.8	(2.7, 5.4)	91.7	(89.3, 93.5)	100.0
Secondary school	3.3	(2.5, 4.4)	4.9	(3.7, 6.3)	91.8	(90.1, 93.3)	100.0
Technical school	3.7	(2.6, 5.4)	6.6	(4.8, 9.0)	89.7	(87.0, 91.9)	100.0
College and above	6.2	(3.1, 11.7)	6.5	(4.5, 9.4)	87.3	(82.0, 91.3)	100.0

[1] Occasional refers to less than daily use.

Table 4.6

Average number and percentage distribution of cigarettes smoked per day among daily cigarette smokers ≥15 years old, by gender and selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Average number of cigarettes smoked per day[1]		Number of cigarettes smoked on average per day[1]										Total
			<5		5-9		10-14		15-24		≥25		
	Mean (95% CI)		Percentage (95% CI)										
Overall	7.7	(7.1, 8.3)	43.0	(38.1, 47.9)	25.1	(21.1, 29.5)	16.0	(12.4, 20.4)	13.7	(10.9, 17.1)	2.3	(1.3, 3.9)	100.0
Age													
15-24	6.7	(5.4, 8.0)	48.5	(37.8, 59.3)	27.0	(18.7, 37.4)	13.1	(6.9, 23.3)	8.3	(3.9, 17.0)	3.1	(0.9, 10.5)	100.0
25-44	7.5	(6.6, 8.4)	43.2	(36.3, 50.4)	26.5	(21.0, 32.9)	15.9	(11.1, 22.3)	12.3	(8.4, 17.7)	2.0	(1.0, 4.2)	100.0
45-64	8.6	(7.3, 9.9)	39.3	(30.6, 48.7)	20.9	(14.1, 29.7)	18.7	(11.3, 29.3)	18.8	(13.1, 26.2)	2.4	(0.9, 6.3)	100.0
65+	8.1	(5.9, 10.2)	40.0	(26.2, 55.5)	28.0	(16.4, 43.5)	13.6	(7.6, 23.2)	17.3	(9.4, 29.6)	1.1	(0.2, 7.6)	100.0
Residence													
Urban	7.7	(7.1, 8.4)	42.5	(37.2, 48.1)	25.0	(20.7, 30.0)	16.4	(12.4, 21.4)	13.8	(10.7, 17.5)	2.2	(1.2, 4.1)	100.0
Rural	7.4	(6.3, 8.5)	46.5	(39.1, 54.1)	25.3	(20.2, 31.2)	12.1	(8.5, 17.1)	13.2	(8.8, 19.4)	2.8	(1.1, 6.8)	100.0
Education													
No formal education	9.7	(7.1, 12.2)	36.6	(27.2, 47.0)	24.4	(16.7, 34.3)	15.3	(9.3, 24.3)	18.6	(12.0, 27.8)	5.0	(1.5, 15.2)	100.0
Primary school	8.3	(6.9, 9.6)	37.5	(28.6, 47.4)	31.0	(22.1, 41.6)	10.9	(7.2, 16.3)	17.0	(10.6, 26.2)	3.6	(1.2, 10.0)	100.0
Secondary school	7.1	(6.2, 8.0)	44.6	(36.4, 53.1)	29.5	(22.6, 37.5)	12.5	(7.4, 20.4)	12.0	(8.0, 17.4)	1.5	(0.7, 3.2)	100.0
Technical school	7.6	(6.4, 8.9)	46.7	(36.8, 56.8)	16.9	(11.0, 25.1)	21.4	(13.8, 31.5)	12.9	(7.2, 22.1)	2.1	(0.8, 5.5)	100.0
College and above	6.6	(5.1, 8.1)	47.9	(30.7, 65.6)	16.0	(8.4, 28.2)	26.6	(12.4, 48.1)	9.5	(4.6, 18.5)	0.0	-	100.0
Male	8.0	(7.2, 8.7)	42.8	(37.3, 48.4)	23.9	(19.7, 28.7)	15.4	(11.7, 19.8)	15.5	(11.9, 19.8)	2.5	(1.3, 4.7)	100.0
Age													
15-24	6.8	(5.2, 8.3)	49.1	(37.1, 61.3)	28.4	(18.7, 40.6)	9.6	(4.2, 20.4)	9.1	(3.9, 19.7)	3.8	(1.1, 12.7)	100.0
25-44	7.7	(6.6, 8.7)	43.0	(34.6, 51.8)	24.1	(18.0, 31.5)	17.6	(11.7, 25.7)	13.5	(8.6, 20.6)	1.8	(0.7, 4.6)	100.0
45-64	9.5	(7.8, 11.1)	38.5	(29.4, 48.4)	18.3	(12.4, 26.2)	16.8	(11.3, 24.1)	23.6	(16.2, 33.1)	2.8	(0.8, 8.8)	100.0
65+	8.3	(5.8, 10.8)	37.5	(22.2, 55.8)	29.6	(16.1, 47.8)	14.6	(7.7, 26.2)	16.9	(8.4, 31.2)	1.4	(0.2, 9.3)	100.0
Residence													
Urban	8.1	(7.2, 8.9)	42.2	(36.1, 48.6)	23.8	(19.1, 29.3)	15.8	(11.8, 20.9)	15.7	(11.8, 20.7)	2.4	(1.2, 5.0)	100.0
Rural	7.5	(6.4, 8.7)	46.4	(38.5, 54.5)	24.5	(19.2, 30.7)	12.2	(8.2, 17.6)	14.0	(9.2, 20.8)	2.9	(1.1, 7.3)	100.0
Education													
No formal education	10.2	(7.2, 13.3)	37.8	(27.2, 49.8)	22.8	(14.2, 34.4)	13.0	(7.5, 21.6)	20.3	(12.6, 31.0)	6.1	(1.9, 18.1)	100.0
Primary school	9.2	(7.5, 11.0)	33.7	(23.9, 45.1)	27.2	(18.9, 37.5)	13.7	(8.7, 21.0)	20.6	(12.2, 32.6)	4.7	(1.6, 13.4)	100.0
Secondary school	7.2	(6.2, 8.1)	41.0	(32.0, 50.8)	31.4	(23.2, 40.9)	14.4	(8.1, 24.1)	12.5	(8.0, 19.0)	0.8	(0.3, 2.1)	100.0
Technical school	7.9	(6.4, 9.5)	50.8	(38.9, 62.5)	11.6	(6.4, 20.1)	18.9	(10.8, 30.8)	16.7	(9.1, 28.5)	2.2	(0.6, 7.3)	100.0
College and above	5.8	(4.2, 7.4)	57.9	(38.8, 74.9)	16.5	(7.8, 31.6)	18.0	(8.8, 33.3)	7.6	(2.6, 20.1)	0.0	-	100.0

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Female	6.8	(5.9, 7.8)	43.6	(34.1, 53.5)	28.6	(20.3, 38.7)	17.9	(9.7, 30.6)	8.3	(5.1, 13.2)	1.6	(0.7, 4.0)	100.0
Age													
15-24	6.3	(4.6, 8.0)	45.7	(26.3, 66.5)	21.3	(9.3, 41.6)	28.1	(11.1, 55.1)	4.9	(1.2, 18.4)	0.0	-	100.0
25-44	7.1	(5.6, 8.6)	44.0	(32.2, 56.6)	34.0	(23.7, 46.0)	10.8	(6.0, 18.6)	8.7	(4.4, 16.3)	2.6	(0.8, 7.6)	100.0
45-64	6.8	(5.2, 8.3)	41.1	(24.0, 60.6)	26.5	(11.7, 49.5)	23.0	(7.2, 53.7)	7.9	(3.7, 16.3)	1.5	(0.3, 6.6)	100.0
65+	~	~	~	~	~	~	~	~	~	~	~	~	
Residence													
Urban	6.9	(5.9, 7.8)	43.4	(33.6, 53.7)	28.4	(19.8, 38.9)	18.1	(9.7, 31.3)	8.4	(5.2, 13.6)	1.6	(0.6, 4.1)	100.0
Rural	5.8	(4.5, 7.2)	47.9	(33.2, 62.9)	34.4	(21.8, 49.5)	11.5	(4.4, 27.0)	4.6	(1.4, 13.9)	1.6	(0.2, 10.2)	100.0
Education													
No formal education	7.1	(5.3, 9.0)	30.7	(14.4, 54.0)	32.3	(15.6, 55.2)	26.1	(8.8, 56.4)	10.9	(3.0, 33.0)	0.0	-	100.0
Primary school	5.5	(4.2, 6.8)	48.2	(27.7, 69.2)	41.6	(21.4, 65.2)	3.1	(1.0, 9.3)	6.9	(2.5, 17.3)	0.2	(0.0, 1.7)	100.0
Secondary school	7.1	(4.9, 9.3)	57.2	(42.0, 71.1)	22.9	(12.2, 38.6)	5.8	(2.6, 12.8)	10.1	(4.2, 22.6)	4.0	(1.3, 11.8)	100.0
Technical school	6.8	(5.2, 8.4)	35.7	(19.4, 56.1)	31.4	(17.2, 50.4)	28.3	(13.9, 48.9)	2.8	(0.9, 8.3)	1.9	(0.4, 7.6)	100.0
College and above	8.3	(6.4, 10.2)	27.7	(10.6, 55.3)	14.9	(5.5, 34.4)	44.1	(14.5, 78.5)	13.4	(4.4, 34.0)	0.0	-	100.0

[1] Among daily cigarette smokers. Cigarettes include manufactured and hand-rolled.
~Indicates estimate based on less than 25 unweighted cases and has been suppressed.

Table 4.6A

Smoking prevalence by sex and socioeconomic index (quintiles), GATS Mexico 2015.

Socioeconomic Index (SES)[3]	First		Second		Third		Fourth		Fifth		Total	
	Percentage	95%CI	Percentage	95%CI	Percentage	95%CI	Percentage	95%CI	Percentage	95%CI	Percentage	95%CI
Global												
Current tobacco smokers	13.1%	[11.5%-14.8%]	15.1%	[13.2%-17.3%]	17.0%	[15.0%-19.2%]	18.3%	[16.0%-20.8%]	18.3%	[15.9%-20.9%]	16.4%	[15.4%-17.3%]
Current tobacco users	13.3%	[11.7%-15.0%]	15.4%	[13.5%-17.6%]	17.3%	[15.3%-19.5%]	18.8%	[16.5%-21.4%]	18.4%	[16.0%-21.0%]	16.6%	[15.7%-17.6%]
Smoke any cigarette	13.1%	[11.5%-14.8%]	15.1%	[13.2%-17.3%]	17.0%	[15.0%-19.2%]	18.3%	[16.0%-20.8%]	18.2%	[15.9%-20.9%]	16.3%	[15.4%-17.3%]
Average number of cigarettes smoked per day[1]	7.6	[5.7-9.5]	7.4	[6.1-8.7]	8.3	[6.8-9.8]	7.7	[6.6-8.9]	7.2	[6.0-8.4]	7.7	[7.0-8.3]
Formers smokers among ever daily smokers[2]	35.5%	[30.0%-41.4%]	34.3%	[28.6%-40.6%]	34.1%	[28.8%-39.8%]	32.2%	[26.6%-38.5%]	40.3%	[32.7%-48.4%]	35.5%	[32.4%-38.6%]
Males												
Current tobacco smokers	23.2%	[20.3%-26.4%]	24.0%	[20.8%-27.5%]	26.0%	[22.5%-29.9%]	27.8%	[24.0%-32.1%]	25.0%	[21.1%-29.2%]	25.2%	[23.6%-26.9%]
Current tobacco users	23.4%	[20.4%-26.6%]	24.5%	[21.2%-28.0%]	26.4%	[22.8%-30.3%]	28.7%	[24.8%-32.9%]	25.1%	[21.2%-29.3%]	25.6%	[24.0%-27.3%]
Smoke any cigarette	23.1%	[20.2%-26.3%]	24.0%	[20.8%-27.5%]	26.0%	[22.5%-29.9%]	27.8%	[24.0%-32.1%]	25.0%	[21.1%-29.2%]	25.2%	[23.6%-26.9%]
Average number of cigarettes smoked per day[1]	7.9	[5.7-10.1]	7.4	[5.8-8.9]	9.1	[7.2-11.1]	7.6	[6.3-9.0]	7.6	[6.1-9.1]	7.9	[7.2-8.7]
Formers smokers among ever daily smokers[2]	35.0%	[28.5%-42.2%]	31.4%	[23.9%-39.9%]	33.9%	[27.6%-40.8%]	31.5%	[24.8%-39.2%]	37.9%	[28.3%-48.5%]	34.1%	[30.4%-38.0%]
Females												
Current tobacco smokers	3.6%	[2.5%-5.1%]	7.6%	[5.5%-10.3%]	9.1%	[7.2%-11.4%]	9.8%	[7.6%-12.5%]	11.3%	[8.9%-14.1%]	8.2%	[7.3%-9.3%]
Current tobacco users	3.7%	[2.7%-5.2%]	7.7%	[5.6%-10.4%]	9.2%	[7.2%-11.6%]	10.0%	[7.8%-12.7%]	11.3%	[9.0%-14.2%]	8.4%	[7.4%-9.4%]
Smoke any cigarette	3.6%	[2.5%-5.1%]	7.6%	[5.5%-10.3%]	9.1%	[7.2%-11.4%]	9.8%	[7.6%-12.5%]	11.2%	[8.9%-14.1%]	8.2%	[7.3%-9.3%]
Average number of cigarettes smoked per day[1]	6.0	[4.4-7.6]	7.5	[5.2-9.7]	6.1	[4.5-7.7]	8.1	[5.7-10.4]	5.7	[4.7-6.8]	6.8	[5.9-7.7]
Formers smokers among ever daily smokers[2]	37.5%	[24.4%-52.7%]	41.8%	[28.6%-56.3%]	34.6%	[24.2%-46.8%]	33.9%	[24.1%-45.3%]	46.2%	[33.7%-59.2%]	39.1%	[33.5%-45.1%]

[1] Daily smokers.

[2] among ever daily smokers.

[3] Socioeconomic Index. Quintiles. Methodological details in Appendix I.

Table 4.7

Percentage distribution of age at smoking initiation among ever daily smokers 20-34 years old, by selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Mean age at daily smoking initiation (years)[1]		Age at daily smoking initiation (years)[1]								Total
			<15		15-16		17-19		20+		
	Mean (95% CI)		Percentage (95% CI)								
Overall	16.5	(16.2, 16.9)	22.1	(18.2, 26.6)	33.0	(27.7, 38.8)	30.1	(25.3, 35.3)	14.8	(10.9, 19.7)	100.0
Gender											
Male	16.4	(15.9, 16.8)	22.8	(18.2, 28.2)	36.0	(29.3, 43.3)	27.2	(21.6, 33.7)	14.0	(9.3, 20.4)	100.0
Female	17.1	(16.5, 17.7)	20.2	(14.0, 28.4)	24.5	(16.8, 34.2)	38.1	(29.3, 47.7)	17.2	(11.6, 24.8)	100.0
Residence											
Urban	16.6	(16.2, 17.0)	21.0	(16.9, 25.9)	33.8	(28.1, 40.1)	29.8	(24.8, 35.4)	15.3	(11.2, 20.7)	100.0
Rural	15.9	(15.3, 16.5)	34.5	(24.3, 46.4)	23.4	(16.3, 32.4)	33.2	(22.8, 45.6)	8.9	(5.2, 14.7)	100.0

[1] Among respondents 20-34 years of age who are ever daily smokers.

Table 4.8

Percentage of all adults and ever daily smokers ≥ 15 years old who are former daily smokers, by selected demographic characteristics - GATS Mexico, 2015

Demographic Characteristics	Former daily smokers[1]	(Among all adults)	Former daily smokers[1]	(Among ever daily smokers)[2]
	Percentage (95% CI)			
Overall	5.8	(5.2, 6.4)	35.5	(32.4, 38.6)
Gender				
Male	8.4	(7.4, 9.5)	34.1	(30.4, 38.0)
Female	3.4	(2.8, 4.1)	39.1	(33.5, 45.1)
Age				
15-24	2.4	(1.7, 3.3)	19.4	(14.2, 25.9)
25-44	4.6	(3.8, 5.6)	28.5	(23.9, 33.5)
45-64	8.2	(6.8, 9.8)	42.9	(36.6, 49.4)
65+	13.3	(11.1, 15.8)	66.3	(59.2, 72.8)
Residence				
Urban	6.1	(5.4, 6.9)	33.7	(30.3, 37.3)
Rural	4.7	(4.0, 5.5)	47.4	(42.1, 52.8)
Education				
No formal education	7.9	(6.5, 9.6)	50.5	(43.8, 57.1)
Primary school	6.5	(4.9, 8.7)	35.2	(27.8, 43.4)
Secondary school	4.5	(3.7, 5.5)	29.8	(24.9, 35.3)
Technical school	4.4	(3.2, 5.9)	29.8	(22.8, 37.7)
College and above	7.4	(5.5, 9.9)	38.5	(29.6, 48.2)

[1] Current non-smokers.

[2] Also known as the quit ratio for daily smoking.

Table 4.9

Percentage distribution of time since quitting among former daily smokers ≥ 15 years old, by selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Time since quitting smoking (years)[1]								Total
	< 1		1 to <5		5 to <10		≥10		
	Percentage (95% CI)								
Overall	8.3	(6.0, 11.3)	23.9	(19.6, 28.9)	15.9	(12.1, 20.6)	51.9	(46.4, 57.3)	100.0
Gender									
Male	7.6	(5.1, 11.2)	22.4	(17.6, 28.2)	16.3	(11.4, 22.8)	53.7	(47.1, 60.1)	100.0
Female	9.9	(5.8, 16.3)	27.3	(19.4, 37.0)	15.1	(10.1, 21.8)	47.7	(38.4, 57.2)	100.0
Age									
15-24	31.8	(19.4, 47.5)	59.3	(42.6, 74.0)	8.9	(3.7, 20.1)	0.0	-	100.0
25-44	10.2	(6.1, 16.4)	27.1	(20.1, 35.6)	29.2	(20.1, 40.3)	33.5	(25.7, 42.4)	100.0
45-64	3.6	(1.5, 8.2)	17.8	(11.1, 27.4)	10.8	(6.8, 16.8)	67.8	(57.9, 76.3)	100.0
65+	2.2	(0.9, 4.9)	12.4	(5.9, 24.4)	8.3	(4.9, 13.5)	77.2	(66.8, 85.0)	100.0
Residence									
Urban	8.8	(6.2, 12.4)	23.4	(18.7, 29.0)	17.1	(12.7, 22.8)	50.6	(44.3, 56.9)	100.0
Rural	5.8	(3.1, 10.8)	26.2	(17.4, 37.4)	10.2	(7.1, 14.4)	57.8	(48.2, 66.8)	100.0
Education									
No formal education	4.5	(2.0, 9.7)	16.8	(8.7, 30.0)	9.2	(5.9, 14.1)	69.5	(58.4, 78.8)	100.0
Primary school	7.5	(3.6, 15.0)	26.9	(18.0, 38.0)	7.2	(4.2, 12.1)	58.4	(45.7, 70.1)	100.0
Secondary school	16.0	(10.2, 24.3)	25.8	(18.7, 34.4)	15.8	(10.2, 23.8)	42.3	(33.8, 51.3)	100.0
Technical school	5.2	(2.1, 12.2)	25.6	(15.9, 38.5)	31.9	(17.4, 51.0)	37.3	(25.1, 51.5)	100.0
College and above	4.9	(1.5, 15.2)	26.7	(14.5, 44.1)	21.6	(12.6, 34.6)	46.7	(31.8, 62.2)	100.0

[1] Among former daily smokers (current non-smokers).

Table 4.10

Percentage distribution of current tobacco users ≥15 years old, by tobacco use pattern and selected demographic characteristics

Demographic characteristics	Type of current tobacco use								Total
	Current tobacco users[1]		Smoked only		Smokeless only		Both smoked and smokeless		
	Percentage (95% CI)								
Overall	16.6	(15.7, 17.6)	98.7	(97.4, 99.3)	0.8	(0.3, 2.0)	0.6	(0.2, 1.3)	100.0
Gender									
Male	25.6	(24.0, 27.3)	98.3	(96.7, 99.2)	0.9	(0.3, 2.7)	0.7	(0.3, 1.8)	100.0
Female	8.4	(7.4, 9.4)	99.6	(98.6, 99.9)	0.4	(0.1, 1.4)	0.0	-	100.0
Age									
15-24	17.6	(15.7, 19.7)	99.5	(98.1, 99.9)	0.4	(0.1, 2.0)	0.1	(0.0, 0.8)	100.0
25-44	19.1	(17.5, 20.8)	98.0	(95.1, 99.2)	1.1	(0.3, 4.3)	0.9	(0.3, 2.7)	100.0
45-64	14.8	(13.0, 16.8)	99.0	(97.7, 99.6)	0.6	(0.3, 1.6)	0.3	(0.1, 1.8)	100.0
65+	8.3	(6.6, 10.4)	99.4	(98.1, 99.8)	0.2	(0.0, 1.4)	0.4	(0.1, 1.7)	100.0
Residence									
Urban	18.5	(17.3, 19.7)	98.7	(97.2, 99.4)	0.8	(0.3, 2.3)	0.5	(0.2, 1.5)	100.0
Rural	9.7	(8.7, 10.8)	98.6	(97.4, 99.3)	0.4	(0.1, 1.4)	1.0	(0.5, 2.1)	100.0
Education									
No formal education	11.1	(9.5, 12.9)	98.9	(97.0, 99.6)	1.0	(0.3, 3.0)	0.2	(0.0, 0.8)	100.0
Primary school	17.7	(15.7, 19.8)	98.4	(94.2, 99.6)	0.2	(0.0, 1.6)	1.3	(0.3, 6.0)	100.0
Secondary school	17.7	(16.0, 19.5)	99.1	(97.9, 99.6)	0.3	(0.1, 1.4)	0.6	(0.2, 1.7)	100.0
Technical school	18.1	(16.0, 20.3)	98.1	(91.0, 99.6)	1.9	(0.4, 9.0)	0.0	-	100.0
College and above	17.0	(14.2, 20.3)	98.9	(96.6, 99.6)	0.6	(0.2, 2.7)	0.5	(0.1, 2.6)	100.0

[1] Includes daily and occasional (less than daily) smokers or smokeless users.

Table 4.11

Percentage distribution of daily smokers ≥15 years old, by time to first smoke upon waking and selected demographic characteristics - GATS Mexico, 2015

Demographic Characteristics	Time to first smoke								Total
	≤5 minutes		6-30 minutes		31-60 minutes		> 60 minutes		
	Percentage (95% CI)								
Overall	11.1	(8.7, 14.1)	14.6	(11.7, 18.1)	7.8	(6.0, 10.2)	66.5	(62.0, 70.7)	100.0
Gender									
Male	11.0	(8.2, 14.6)	15.4	(11.9, 19.6)	7.5	(5.5, 10.3)	66.1	(60.8, 71.0)	100.0
Female	11.5	(7.1, 18.0)	12.4	(7.6, 19.4)	8.6	(5.2, 14.0)	67.6	(58.4, 75.6)	100.0
Age									
15-24	7.9	(3.6, 16.5)	10.6	(5.4, 19.9)	8.2	(4.0, 15.9)	73.4	(62.8, 81.8)	100.0
25-44	11.3	(7.8, 16.1)	12.7	(8.9, 17.9)	7.8	(5.4, 11.1)	68.1	(61.6, 74.0)	100.0
45-64	11.7	(7.8, 17.2)	21.9	(15.2, 30.5)	8.0	(4.8, 12.8)	58.4	(49.2, 67.1)	100.0
65+	17.5	(9.9, 29.1)	7.2	(3.0, 16.3)	6.0	(2.2, 15.4)	69.3	(55.9, 80.0)	100.0
Residence									
Urban	11.5	(8.9, 14.8)	14.5	(11.3, 18.4)	7.8	(5.8, 10.4)	66.1	(61.2, 70.8)	100.0
Rural	7.5	(4.9, 11.3)	15.4	(10.7, 21.7)	7.9	(5.1, 12.1)	69.3	(62.2, 75.5)	100.0
Education									
No formal education	19.6	(12.2, 30.0)	11.0	(6.4, 18.1)	6.1	(3.2, 11.4)	63.3	(53.0, 72.5)	100.0
Primary school	13.7	(8.8, 20.9)	20.1	(12.8, 30.3)	9.4	(5.9, 14.6)	56.7	(46.7, 66.2)	100.0
Secondary school	11.1	(7.2, 16.6)	11.2	(7.2, 16.9)	9.3	(5.8, 14.6)	68.5	(60.9, 75.2)	100.0
Technical school	7.8	(3.9, 15.0)	17.8	(10.5, 28.7)	3.8	(1.3, 10.2)	70.6	(59.0, 80.0)	100.0
College and above	4.2	(1.6, 10.7)	11.6	(6.3, 20.6)	8.3	(3.6, 17.8)	75.9	(63.0, 85.3)	100.0

Table 4.12

Electronic cigarette awareness and use among adults ≥ 15 years old, by selected demographic characteristics - GATS Mexico, 2015

Demographic Characteristics	Ever heard of electronic cigarettes[1]		Ever used an electronic cigarette[1]		Current user of electronic cigarettes[1,2]	
	Percentage (95% CI)					
Overall	35.3	(33.6, 37.1)	5.0	(4.4, 5.6)	0.6	(0.5, 0.9)
Gender						
Male	40.9	(38.7, 43.2)	7.4	(6.4, 8.5)	1.1	(0.7, 1.6)
Female	30.2	(28.2, 32.2)	2.8	(2.2, 3.5)	0.2	(0.1, 0.4)
Age						
15-24	43.9	(40.9, 47.0)	9.6	(8.0, 11.6)	1.6	(1.0, 2.5)
25-44	37.7	(35.5, 40.1)	4.9	(4.1, 5.8)	0.5	(0.3, 0.8)
45-64	30.5	(27.5, 33.7)	2.1	(1.5, 2.9)	0.2	(0.1, 0.6)
65+	15.2	(12.6, 18.2)	0.7	(0.4, 1.5)	0.0	(0.0, 0.3)
Residence						
Urban	41.2	(39.0, 43.3)	6.0	(5.3, 6.8)	0.8	(0.5, 1.1)
Rural	13.7	(12.1, 15.5)	1.2	(0.9, 1.6)	0.2	(0.1, 0.4)
Education						
No formal education	8.9	(7.5, 10.5)	0.5	(0.3, 1.1)	0.2	(0.0, 0.8)
Primary school	21.2	(18.9, 23.8)	2.3	(1.6, 3.2)	0.2	(0.0, 0.5)
Secondary school	36.7	(34.3, 39.2)	5.6	(4.6, 6.8)	0.9	(0.5, 1.5)
Technical school	51.7	(48.6, 54.8)	8.0	(6.6, 9.7)	0.8	(0.5, 1.4)
College and above	63.4	(58.9, 67.7)	8.9	(6.8, 11.4)	1.0	(0.4, 2.5)

[1] Among all adults.

[2] Current use includes daily or less than daily use.

Table 4.13

Percentage of smokers[1] with knowledge of cessation centers, by demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Knowledge of cessation centers[1]	
	Percentage (95% CI)	
Overall	14.0	(11.9, 16.4)
Gender		
Male	15.2	(12.7, 18.0)
Female	11.0	(8.1, 14.9)
Age		
15-24	14.1	(10.4, 18.7)
25-44	12.6	(9.7, 16.0)
45-64	16.4	(12.0, 22.0)
65+	16.9	(9.2, 29.0)
Residence		
Urban	14.3	(11.9, 17.0)
Rural	12.3	(8.7, 17.1)
Education		
No formal education	10.3	(6.0, 17.1)
Primary school	12.2	(8.4, 17.5)
Secondary school	13.5	(10.4, 17.4)
Technical school	16.9	(12.2, 23.0)
College and above	16.9	(10.9, 25.3)

[1] Among current smokers and former smokers who have been abstinent for less than 12 months.

Table 5.1

Percentage of smokers ≥ 15 years old who made a quit attempt and received health care provider advice in the past 12 months, by selected demographic characteristics - GATS Mexico, 2015

Demographic Characteristics	Smoking cessation and health care seeking behavior							
	Made quit attempt[1]		Visited a HCP[1,2]		Asked by HCP if a smoker[2,3]		Advised to quit by HCP[2,3]	
	Percentage (95% CI)							
Overall	56.9	(54.0, 59.7)	37.6	(34.6, 40.8)	70.5	(65.9, 74.7)	19.3	(15.7, 23.5)
Gender								
Male	57.0	(53.6, 60.4)	33.6	(30.2, 37.2)	70.9	(65.5, 75.7)	21.8	(17.0, 27.5)
Female	56.4	(50.5, 62.1)	48.1	(42.4, 53.9)	69.8	(61.5, 76.9)	14.7	(10.3, 20.4)
Age								
15-24	66.0	(60.2, 71.4)	34.3	(28.8, 40.2)	65.7	(55.6, 74.5)	20.1	(13.1, 29.6)
25-44	55.7	(51.4, 59.8)	34.8	(30.8, 39.0)	70.2	(63.4, 76.3)	19.8	(14.0, 27.3)
45-64	47.8	(41.7, 54.1)	44.5	(38.6, 50.6)	74.9	(66.7, 81.7)	16.2	(10.7, 23.9)
65+	54.7	(43.0, 65.9)	54.5	(42.5, 66.0)	73.7	(52.4, 87.7)	24.2	(12.3, 42.0)
Residence								
Urban	57.2	(53.9, 60.4)	38.8	(35.4, 42.3)	71.5	(66.5, 76.0)	19.2	(15.2, 23.8)
Rural	54.6	(50.5, 58.7)	30.0	(25.8, 34.6)	61.9	(53.4, 69.7)	20.1	(14.6, 27.1)
Education								
No formal education	55.3	(47.9, 62.5)	35.5	(28.4, 43.2)	71.3	(60.1, 80.4)	15.3	(9.2, 24.4)
Primary school	56.8	(50.4, 63.1)	33.3	(27.3, 39.8)	70.3	(59.9, 79.0)	22.1	(14.3, 32.6)
Secondary school	58.6	(53.7, 63.3)	35.9	(31.2, 40.9)	74.4	(66.5, 81.0)	20.6	(14.6, 28.4)
Technical school	53.5	(47.1, 59.9)	39.6	(33.0, 46.6)	65.9	(55.1, 75.3)	14.0	(8.8, 21.6)
College and above	59.8	(50.0, 69.0)	49.1	(38.0, 60.4)	69.4	(56.8, 79.6)	23.7	(14.1, 37.0)

[1] Among current smokers and former smokers who have been abstinent for less than 12 months.

[2] HCP = health care provider.

[3] Among current smokers and former smokers who have been abstinent for less than 12 months, and who visited a HCP during the past 12 months.

Table 5.2

Percentage of smokers ≥15 years old who attempted to quit smoking in the past 12 months, by cessation methods used and selected demographic characteristics - GATS Mexico, 2015

Demographic Characteristics	Use of cessation method[1]							
	Pharmacotherapy[2]		Counseling/Advice[3]		Willpower		Other[4]	
	Percentage (95% CI)							
Overall	3.5	(2.4, 4.9)	5.9	(4.1, 8.5)	90.6	(87.9, 92.8)	11.8	(9.4, 14.6)
Gender								
Male	2.7	(1.7, 4.2)	7.1	(4.6, 10.6)	92.4	(89.4, 94.6)	10.2	(7.7, 13.4)
Female	5.5	(3.3, 9.3)	2.8	(1.3, 5.9)	85.8	(78.8, 90.7)	15.7	(11.2, 21.6)
Age								
15-24	3.7	(1.9, 7.0)	5.8	(3.0, 10.9)	92.1	(87.4, 95.2)	16.2	(11.3, 22.5)
25-44	2.6	(1.4, 4.9)	5.8	(3.0, 10.8)	91.5	(87.0, 94.6)	8.6	(6.1, 12.0)
45-64	5.3	(3.0, 9.2)	6.7	(3.5, 12.4)	87.5	(80.9, 92.1)	12.3	(7.7, 19.0)
65+	3.3	(0.9, 11.2)	4.2	(1.4, 12.4)	82.0	(56.9, 94.0)	8.4	(3.8, 17.2)
Residence								
Urban	3.6	(2.5, 5.3)	6.1	(4.1, 9.1)	90.9	(87.8, 93.3)	12.0	(9.4, 15.2)
Rural	2.6	(1.4, 4.9)	4.0	(2.4, 6.8)	88.5	(83.5, 92.1)	10.1	(6.6, 15.1)
Education								
No formal education	1.2	(0.4, 3.2)	2.9	(1.0, 8.0)	95.3	(91.1, 97.6)	8.8	(4.7, 15.8)
Primary school	2.6	(0.9, 7.7)	6.0	(3.0, 11.6)	90.3	(84.9, 94.0)	5.3	(2.7, 10.1)
Secondary school	3.2	(1.9, 5.6)	6.6	(3.7, 11.4)	90.0	(85.4, 93.3)	12.4	(8.8, 17.3)
Technical school	4.5	(2.2, 8.9)	5.4	(2.5, 11.3)	90.2	(82.3, 94.8)	15.9	(10.2, 24.1)
College and above	5.7	(2.5, 12.8)	6.9	(1.7, 23.7)	89.6	(75.3, 96.0)	16.1	(9.4, 26.1)

[1] Among current smokers who made a quit attempt in the past 12 months and former smokers who have been abstinent for less than 12 months.

[2] Pharmacotherapy includes nicotine replacement therapy and prescription medications.

[3] Includes counseling at a cessation clinic and a telephone quit line/helpline.

[4] Other includes traditional medicines, switching to smokeless tobacco, and any other reported methods.

Table 5.3

Percentage distribution of current smokers ≥ 15 years old by interest in quitting smoking and selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Interest in quitting smoking[1]										Total
	Planning quit within next month		Thinking about quitting within next 12 months		Will quit someday, but not in the next 12 months		Not interested in quitting		Don't know		
	Percentage (95% CI)										
Overall	13.5	(11.5, 15.9)	21.8	(19.3, 24.6)	42.9	(39.8, 46.1)	19.1	(16.7, 21.8)	2.6	(1.7, 3.8)	100.0
Gender											
Male	13.7	(11.3, 16.6)	21.3	(18.5, 24.4)	43.9	(40.3, 47.5)	19.1	(16.4, 22.0)	2.1	(1.3, 3.2)	100.0
Female	13.1	(9.7, 17.4)	23.4	(18.4, 29.3)	40.3	(34.4, 46.5)	19.3	(14.4, 25.4)	3.9	(1.9, 7.8)	100.0
Age											
15-24	19.4	(14.6, 25.4)	24.7	(19.4, 31.0)	41.1	(34.3, 48.3)	13.3	(9.6, 18.1)	1.4	(0.6, 3.4)	100.0
25-44	11.4	(8.8, 14.8)	20.5	(17.1, 24.4)	46.0	(41.6, 50.4)	19.0	(15.6, 22.8)	3.1	(1.9, 5.0)	100.0
45-64	10.9	(7.5, 15.6)	21.2	(16.1, 27.3)	41.2	(35.0, 47.5)	25.1	(19.3, 32.1)	1.6	(0.8, 3.4)	100.0
65+	13.3	(6.1, 26.7)	21.1	(14.0, 30.6)	32.4	(22.3, 44.4)	24.7	(16.1, 35.9)	8.5	(2.1, 28.5)	100.0
Residence											
Urban	13.5	(11.2, 16.2)	21.5	(18.6, 24.6)	42.8	(39.4, 46.4)	19.8	(17.1, 22.8)	2.4	(1.5, 3.7)	100.0
Rural	13.7	(10.6, 17.4)	24.1	(20.0, 28.7)	43.7	(38.6, 48.9)	14.6	(11.8, 17.9)	4.0	(2.5, 6.3)	100.0
Education											
No formal education	8.4	(5.0, 13.8)	20.4	(15.2, 26.7)	44.1	(36.7, 51.8)	24.4	(18.3, 31.7)	2.7	(1.3, 5.6)	100.0
Primary school	9.7	(6.8, 13.6)	23.6	(17.9, 30.4)	46.3	(39.5, 53.2)	17.5	(13.2, 22.8)	2.9	(1.2, 7.0)	100.0
Secondary school	14.5	(11.0, 18.8)	22.3	(18.3, 26.9)	41.7	(36.6, 47.1)	19.1	(15.1, 23.8)	2.3	(1.3, 4.2)	100.0
Technical school	16.9	(12.1, 23.2)	21.0	(16.5, 26.3)	43.5	(37.0, 50.2)	15.8	(11.6, 21.1)	2.8	(1.1, 7.3)	100.0
College and above	16.0	(10.0, 24.5)	20.4	(12.7, 31.1)	37.9	(28.0, 48.8)	23.9	(14.6, 36.5)	2.0	(0.9, 4.3)	100.0

[1] Among current daily or less than daily smokers.

Table 5.4

Percentage distribution of current smokers ≥ 15 years old by approaches used at last quit attempt and selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Approaches used at last quit attempt…[1]												Total
	Submitted oneself to treatment		Stopped smoking all of a sudden		Gradually decreased the number of cigarettes		Stopped purchasing cigarettes		Substituted smoking with another activity		Other		
	Percentage (95% CI)												
Overall	1.2	(0.6, 2.5)	59.9	(55.5, 64.1)	15.7	(12.7, 19.3)	14.2	(11.0, 18.0)	3.2	(1.8, 5.6)	5.8	(4.1, 8.2)	100.0
Gender													
Male	0.6	(0.2, 2.2)	60.9	(56.0, 65.6)	16.1	(12.7, 20.2)	13.5	(10.1, 17.8)	3.3	(1.6, 6.5)	5.6	(3.7, 8.5)	100.0
Female	3.1	(1.3, 7.1)	56.6	(48.5, 64.5)	14.6	(10.4, 20.2)	16.2	(10.4, 24.5)	2.9	(1.2, 6.8)	6.5	(3.4, 12.1)	100.0
Age													
15-24	0.7	(0.1, 4.9)	54.9	(46.0, 63.5)	16.3	(10.9, 23.7)	16.8	(10.4, 26.0)	4.4	(2.0, 9.4)	6.9	(3.4, 13.5)	100.0
25-44	0.3	(0.1, 1.4)	62.9	(56.1, 69.3)	16.3	(12.1, 21.5)	12.9	(8.8, 18.5)	3.8	(1.5, 8.8)	3.9	(2.3, 6.4)	100.0
45-64	4.0	(1.6, 9.4)	59.9	(51.0, 68.2)	14.3	(9.6, 20.9)	14.3	(9.0, 21.9)	0.2	(0.0, 0.9)	7.3	(3.7, 13.7)	100.0
65+	2.1	(0.3, 13.9)	62.7	(45.7, 77.1)	12.2	(4.8, 27.5)	8.6	(3.4, 20.2)	2.1	(0.3, 13.6)	12.2	(5.8, 24.1)	100.0
Residence													
Urban	1.4	(0.7, 2.8)	59.2	(54.4, 63.9)	15.9	(12.6, 19.8)	14.3	(10.9, 18.6)	3.3	(1.8, 6.1)	5.9	(4.0, 8.6)	100.0
Rural	0.0	-	64.7	(57.1, 71.6)	14.5	(9.9, 20.7)	12.8	(9.1, 17.7)	2.4	(1.0, 5.5)	5.6	(3.2, 9.7)	100.0
Education													
No formal education	1.0	(0.1, 6.5)	65.5	(54.8, 74.9)	16.1	(9.2, 26.9)	7.5	(3.6, 15.1)	0.9	(0.1, 6.2)	8.9	(5.0, 15.5)	100.0
Primary school	0.9	(0.2, 3.9)	58.9	(49.6, 67.5)	14.5	(9.4, 21.6)	21.5	(14.5, 30.7)	1.6	(0.5, 4.4)	2.6	(1.1, 6.0)	100.0
Secondary school	0.3	(0.0, 2.0)	55.3	(47.5, 62.9)	18.1	(12.9, 24.8)	14.5	(9.6, 21.2)	1.9	(0.8, 4.3)	10.0	(6.0, 16.2)	100.0
Technical school	3.2	(1.1, 8.9)	62.7	(51.9, 72.2)	16.9	(10.8, 25.5)	10.9	(5.2, 21.4)	2.7	(0.8, 9.1)	3.7	(1.6, 8.2)	100.0
College and above	1.4	(0.3, 7.4)	65.3	(49.9, 78.1)	7.8	(3.5, 16.6)	12.3	(5.6, 24.9)	13.0	(4.7, 31.2)	0.1	(0.0, 1.0)	100.0

[1] Among current daily or less than daily smokers.

Table 6.1

Percentage and number of adults ≥ 15 years old who work indoors and are exposed to tobacco smoke at work, by smoking status and selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Adults exposed to tobacco smoke at work[1]					
	Overall			Non-smokers		
	Percentage (95% CI)		Number (in thousands)	Percentage (95% CI)		Number (in thousands)
Overall	17.0	(15.1, 19.2)	3,862.6	15.9	(13.8, 18.3)	2,815.6
Gender						
Male	19.4	(16.6, 22.5)	2,555.1	17.3	(14.3, 20.9)	1,627.9
Female	13.7	(11.2, 16.7)	1,307.5	14.3	(11.5, 17.6)	1,187.7
Age						
15-24	17.3	(13.2, 22.3)	800.0	16.3	(11.8, 22.2)	540.3
25-44	17.2	(14.6, 20.2)	2,142.7	16.5	(13.7, 19.8)	1,613.4
45-64	15.2	(11.5, 19.8)	779.4	13.1	(9.3, 18.2)	552.6
65+	28.1	(16.6, 43.4)	140.5	25.6	(13.7, 42.5)	109.2
Residence						
Urban	17.1	(15.0, 19.4)	3,542.6	16.3	(14.0, 18.9)	2,623.3
Rural	16.2	(12.5, 20.7)	320.0	11.6	(8.9, 15.0)	192.3
Education						
No formal education	26.6	(18.2, 37.1)	302.4	17.1	(10.3, 27.2)	150.4
Primary school	23.2	(18.4, 28.7)	639.8	21.1	(15.6, 28.0)	422.7
Secondary school	17.5	(14.3, 21.3)	1,224.7	16.4	(12.8, 20.7)	880.8
Technical school	16.6	(12.8, 21.2)	1,063.6	16.4	(12.0, 22.0)	823.7
College and above	11.8	(8.5, 16.1)	623.9	12.2	(8.4, 17.2)	529.9

[1] In the past 30 days. Among those respondents who work outside of the home who usually work indoors or both indoors and outdoors.

Table 6.2

Percentage and number of adults ≥ 15 years old who are exposed to tobacco smoke at home, by smoking status and selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Adults exposed to tobacco smoke at home[1]					
	Overall			Non-smokers		
	Percentage (95% CI)		Number (in thousands)	Percentage (95% CI)		Number (in thousands)
Overall	12.6	(11.7, 13.6)	11,015.2	9.5	(8.6, 10.4)	6,926.6
Gender						
Male	13.7	(12.3, 15.1)	5,737.8	9.7	(8.3, 11.2)	3,041.5
Female	11.6	(10.4, 12.8)	5,277.4	9.3	(8.2, 10.5)	3,885.1
Age						
15-24	14.0	(12.2, 16.0)	3,056.7	11.9	(10.0, 14.1)	2,143.8
25-44	12.2	(11.0, 13.6)	4,308.8	9.1	(8.0, 10.4)	2,601.2
45-64	12.8	(11.0, 15.0)	2,854.8	8.6	(7.0, 10.5)	1,640.0
65+	9.6	(7.6, 12.2)	794.8	7.2	(5.2, 9.7)	541.7
Residence						
Urban	14.0	(12.9, 15.2)	9,632.8	10.5	(9.4, 11.7)	5,897.2
Rural	7.4	(6.3, 8.6)	1,382.3	6.1	(5.0, 7.4)	1,029.4
Education						
No formal education	9.1	(7.7, 10.8)	1,266.2	6.4	(5.1, 8.0)	793.3
Primary school	11.5	(9.8, 13.6)	1,955.9	8.1	(6.6, 9.9)	1,129.3
Secondary school	14.1	(12.4, 15.9)	4,029.4	11.3	(9.6, 13.3)	2,674.9
Technical school	12.8	(11.1, 14.6)	2,344.7	9.8	(8.2, 11.7)	1,484.1
College and above	15.0	(11.9, 18.7)	1,410.5	10.7	(7.9, 14.4)	840.1

[1] Adults reporting that smoking inside their home occurs daily, weekly, or monthly.

Table 6.3

Percentage of adults ≥ 15 years old who were exposed to tobacco smoke in public places in the past 30 days, by smoking status and selected demographic characteristics - GATS Mexico, 2015

Demographic Characteristics	Adults exposed to tobacco smoke[1] in…													
	Government buildings		Health care facilities		Restaurants		Public transportation		Bars or nightclubs		Schools		Universities	
	Percentage (95%CI)													
Overall	3.2	(2.8, 3.7)	2.2	(1.9, 2.6)	8.5	(7.7, 9.4)	16.3	(15.2, 17.4)	9.2	(8.4, 10.0)	5.3	(4.7, 6.0)	4.7	(4.0, 5.4)
Gender														
Male	3.8	(3.1, 4.6)	2.1	(1.6, 2.6)	8.7	(7.5, 10.0)	15.0	(13.7, 16.5)	12.3	(11.0, 13.8)	5.3	(4.4, 6.4)	5.3	(4.3, 6.4)
Female	2.6	(2.2, 3.2)	2.4	(1.9, 3.0)	8.4	(7.4, 9.6)	17.4	(16.1, 18.9)	6.3	(5.4, 7.2)	5.3	(4.5, 6.2)	4.1	(3.3, 5.0)
Age														
15-24	2.9	(2.1, 3.9)	2.3	(1.6, 3.2)	9.9	(8.5, 11.7)	16.7	(14.9, 18.8)	14.6	(12.7, 16.7)	10.6	(8.9, 12.5)	9.7	(8.1, 11.6)
25-44	3.7	(3.0, 4.5)	1.8	(1.4, 2.5)	9.5	(8.3, 10.8)	17.7	(16.1, 19.3)	10.5	(9.3, 11.9)	4.8	(4.0, 5.8)	3.9	(3.1, 5.0)
45-64	3.3	(2.5, 4.2)	2.7	(2.0, 3.5)	7.7	(6.1, 9.7)	15.4	(13.7, 17.3)	4.7	(3.5, 6.2)	2.7	(1.8, 4.1)	2.4	(1.5, 3.9)
65+	1.8	(1.0, 3.1)	2.7	(1.8, 4.0)	2.7	(1.9, 3.8)	11.6	(9.5, 14.1)	1.1	(0.6, 1.9)	0.6	(0.3, 1.2)	0.4	(0.2, 1.0)
Residence														
Urban	3.7	(3.1, 4.3)	2.4	(2.0, 2.9)	10.0	(8.9, 11.1)	18.0	(16.7, 19.5)	10.8	(9.8, 11.8)	6.0	(5.2, 6.8)	5.6	(4.7, 6.6)
Rural	1.5	(1.1, 1.9)	1.5	(1.1, 2.1)	3.2	(2.6, 3.8)	9.8	(8.8, 10.8)	3.3	(2.5, 4.4)	2.9	(2.4, 3.6)	1.1	(0.8, 1.5)
Education														
No formal education	1.5	(1.0, 2.2)	2.0	(1.4, 2.7)	2.2	(1.6, 3.0)	12.1	(10.6, 13.8)	1.6	(1.0, 2.3)	1.2	(0.8, 1.7)	0.2	(0.1, 0.5)
Primary school	1.2	(0.8, 1.8)	1.8	(1.2, 2.6)	3.9	(3.0, 5.0)	16.2	(14.1, 18.7)	5.4	(4.0, 7.1)	4.7	(3.7, 6.0)	0.9	(0.5, 1.6)
Secondary school	3.3	(2.5, 4.2)	2.0	(1.4, 2.7)	8.0	(6.8, 9.4)	15.9	(14.3, 17.6)	8.5	(7.2, 9.9)	7.1	(5.9, 8.4)	1.4	(0.9, 2.4)
Technical school	3.9	(2.9, 5.2)	3.1	(2.2, 4.3)	10.6	(9.1, 12.3)	20.2	(18.0, 22.6)	15.4	(13.4, 17.6)	5.6	(4.4, 7.1)	12.1	(10.3, 14.2)
College and above	7.7	(5.8, 10.0)	2.6	(1.7, 3.9)	23.6	(19.4, 28.4)	16.0	(13.4, 19.0)	17.5	(14.4, 21.1)	6.7	(4.4, 10.3)	13.1	(9.7, 17.5)

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Non-smokers	3.1	(2.7, 3.7)	2.4	(2.0, 2.8)	8.2	(7.4, 9.1)	15.7	(14.6, 16.8)	7.2	(6.5, 8.1)	5.4	(4.8, 6.1)	4.1	(3.5, 4.8)
Gender														
Male	3.7	(3.0, 4.5)	2.2	(1.7, 2.9)	8.4	(7.2, 9.9)	13.8	(12.5, 15.3)	10.0	(8.7, 11.6)	5.6	(4.5, 6.9)	4.9	(3.8, 6.2)
Female	2.7	(2.2, 3.3)	2.5	(2.0, 3.1)	8.0	(7.0, 9.2)	17.0	(15.7, 18.5)	5.1	(4.4, 5.9)	5.3	(4.5, 6.1)	3.6	(2.9, 4.4)
Age														
15-24	2.6	(1.8, 3.7)	2.3	(1.6, 3.3)	8.8	(7.3, 10.6)	16.4	(14.5, 18.6)	11.3	(9.4, 13.5)	11.5	(9.6, 13.7)	9.0	(7.4, 10.9)
25-44	3.9	(3.1, 4.8)	2.1	(1.5, 2.8)	9.5	(8.2, 11.0)	16.6	(15.0, 18.4)	8.6	(7.4, 10.0)	4.9	(4.0, 5.9)	3.4	(2.6, 4.6)
45-64	3.1	(2.4, 4.1)	2.9	(2.1, 3.8)	7.8	(6.2, 9.7)	15.1	(13.4, 17.1)	3.8	(2.8, 5.1)	2.4	(1.6, 3.6)	2.0	(1.3, 3.3)
65+	1.7	(0.9, 3.1)	2.4	(1.6, 3.5)	2.9	(2.0, 4.1)	11.6	(9.6, 14.0)	1.0	(0.5, 1.8)	0.4	(0.2, 1.0)	0.4	(0.2, 1.1)
Residence														
Urban	3.6	(3.1, 4.3)	2.6	(2.2, 3.2)	9.7	(8.7, 10.9)	17.5	(16.2, 18.9)	8.6	(7.6, 9.7)	6.1	(5.3, 7.1)	5.0	(4.2, 6.0)
Rural	1.4	(1.1, 1.9)	1.6	(1.1, 2.2)	3.1	(2.6, 3.8)	9.6	(8.6, 10.6)	2.6	(1.8, 3.8)	2.9	(2.3, 3.7)	1.1	(0.8, 1.5)
Education														
No formal education	1.4	(0.9, 2.0)	2.1	(1.5, 3.0)	2.3	(1.7, 3.2)	12.5	(10.9, 14.4)	0.9	(0.5, 1.6)	1.3	(0.8, 1.9)	0.2	(0.1, 0.6)
Primary school	1.3	(0.8, 2.0)	1.9	(1.3, 3.0)	3.3	(2.5, 4.4)	14.5	(12.6, 16.6)	3.7	(2.5, 5.5)	4.6	(3.5, 6.1)	0.9	(0.5, 1.6)
Secondary school	2.7	(2.0, 3.7)	2.0	(1.4, 2.9)	7.6	(6.4, 9.0)	15.3	(13.7, 17.1)	6.4	(5.2, 7.9)	7.5	(6.2, 9.1)	1.2	(0.6, 2.2)
Technical school	4.4	(3.2, 5.9)	3.3	(2.3, 4.7)	10.1	(8.6, 11.9)	19.8	(17.5, 22.3)	13.2	(11.2, 15.5)	5.8	(4.5, 7.4)	11.1	(9.3, 13.2)
College and above	8.2	(6.1, 10.9)	2.8	(1.7, 4.4)	24.1	(19.5, 29.6)	15.8	(12.9, 19.2)	14.5	(11.3, 18.3)	6.4	(4.1, 9.9)	11.4	(8.4, 15.4)

[1] Among all adults in the past 30 days.

Table 6.4

Percentage of adults ≥ 15 years old who visited various public places in the past 30 days and were exposed to tobacco smoke, by smoking status and selected demographic characteristics - GATS Mexico, 2015

Demographic Characteristics	Adults exposed to tobacco smoke[1] in…													
	Government buildings		Health care facilities		Restaurants		Public transportation		Bars or nightclubs		Schools		Universities	
	Percentage (95%CI)													
Overall	14.0	(12.1, 16.1)	5.2	(4.4, 6.1)	24.6	(22.6, 26.8)	24.7	(23.2, 26.3)	72.7	(68.9, 76.1)	13.7	(12.2, 15.4)	42.4	(38.0, 47.0)
Gender														
Male	14.3	(12.0, 17.1)	5.6	(4.4, 7.1)	23.5	(20.6, 26.7)	23.4	(21.4, 25.6)	74.3	(69.4, 78.7)	16.2	(13.6, 19.1)	42.2	(36.2, 48.5)
Female	13.6	(11.2, 16.4)	4.9	(4.0, 6.1)	25.8	(23.0, 28.8)	25.9	(24.0, 27.8)	69.8	(64.1, 74.9)	12.1	(10.4, 14.0)	42.7	(36.9, 48.6)
Age														
15-24	15.2	(11.3, 20.2)	6.1	(4.4, 8.4)	25.3	(21.6, 29.5)	22.4	(20.0, 25.0)	76.7	(70.8, 81.6)	24.4	(20.9, 28.3)	48.5	(42.5, 54.5)
25-44	14.3	(11.7, 17.3)	4.3	(3.2, 5.8)	26.4	(23.4, 29.6)	26.9	(24.8, 29.2)	72.3	(66.7, 77.3)	10.1	(8.6, 12.0)	42.2	(35.2, 49.5)
45-64	13.7	(10.7, 17.5)	5.9	(4.4, 7.7)	23.5	(19.0, 28.7)	24.5	(21.8, 27.5)	65.6	(53.5, 76.0)	8.8	(5.9, 13.1)	29.8	(19.3, 42.9)
65+	10.0	(5.8, 16.9)	5.2	(3.5, 7.6)	12.7	(9.0, 17.7)	22.4	(18.6, 26.6)	51.2	(23.9, 77.8)	5.5	(2.6, 11.4)	23.0	(9.5, 45.8)
Residence														
Urban	14.4	(12.3, 16.7)	5.6	(4.7, 6.8)	25.5	(23.2, 27.9)	26.2	(24.4, 28.1)	72.2	(68.2, 75.9)	14.9	(13.1, 17.0)	43.5	(38.7, 48.4)
Rural	11.4	(8.9, 14.4)	3.6	(2.6, 5.0)	17.8	(14.9, 21.1)	17.9	(16.2, 19.7)	78.4	(69.9, 85.0)	8.6	(7.0, 10.5)	29.0	(22.4, 36.6)
Education														
No formal education	15.8	(11.0, 22.2)	4.5	(3.3, 6.3)	22.0	(16.3, 28.9)	23.2	(20.4, 26.2)	82.0	(66.4, 91.3)	6.2	(4.1, 9.2)	~	~
Primary school	9.9	(6.6, 14.5)	4.4	(3.0, 6.5)	18.6	(14.3, 23.8)	25.2	(22.1, 28.5)	77.3	(62.2, 87.5)	13.5	(10.7, 17.0)	26.7	(15.5, 41.8)
Secondary school	17.1	(13.5, 21.4)	4.8	(3.4, 6.6)	24.8	(21.4, 28.6)	22.2	(20.1, 24.6)	74.9	(67.7, 80.9)	15.0	(12.7, 17.6)	22.1	(14.2, 32.8)
Technical school	12.2	(9.2, 16.1)	7.0	(5.1, 9.6)	20.6	(17.6, 23.8)	27.9	(25.0, 30.9)	72.5	(65.7, 78.4)	13.4	(10.7, 16.7)	49.2	(43.1, 55.4)
College and above	14.2	(10.8, 18.5)	5.1	(3.3, 7.8)	33.8	(28.1, 40.0)	27.0	(22.9, 31.6)	66.6	(58.8, 73.7)	15.3	(10.1, 22.5)	50.3	(40.1, 60.4)

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Non-smokers	14.1	(12.1, 16.4)	5.3	(4.5, 6.3)	24.6	(22.4, 26.9)	23.9	(22.4, 25.5)	72.7	(68.0, 76.8)	13.7	(12.2, 15.4)	40.0	(35.2, 45.0)
Gender														
Male	13.9	(11.5, 16.9)	5.7	(4.4, 7.4)	23.2	(20.0, 26.8)	21.9	(19.8, 24.2)	74.0	(67.3, 79.7)	16.7	(13.6, 20.2)	41.3	(33.8, 49.2)
Female	14.2	(11.6, 17.3)	5.1	(4.1, 6.3)	25.8	(22.8, 29.0)	25.3	(23.5, 27.3)	70.8	(64.5, 76.4)	12.0	(10.4, 13.9)	38.8	(32.9, 45.0)
Age														
15-24	14.3	(10.1, 19.8)	5.9	(4.2, 8.4)	23.5	(19.6, 28.1)	22.1	(19.6, 25.0)	77.2	(70.1, 83.0)	24.6	(20.9, 28.7)	48.1	(41.6, 54.8)
25-44	15.2	(12.3, 18.6)	4.6	(3.4, 6.3)	27.3	(23.9, 31.0)	25.4	(23.2, 27.9)	72.0	(65.1, 78.0)	10.0	(8.3, 12.0)	38.5	(30.6, 47.1)
45-64	13.5	(10.4, 17.3)	6.1	(4.6, 8.2)	24.1	(19.4, 29.4)	23.9	(21.1, 27.0)	64.9	(50.1, 77.2)	8.1	(5.5, 11.9)	25.9	(16.3, 38.5)
65+	9.5	(5.1, 16.9)	4.5	(3.1, 6.6)	13.9	(9.7, 19.4)	22.7	(19.1, 26.7)	~	~	4.3	(1.9, 9.3)	~	~
Residence														
Urban	14.5	(12.2, 17.1)	5.8	(4.8, 7.0)	25.4	(23.1, 28.0)	25.4	(23.6, 27.4)	72.5	(67.5, 76.9)	15.1	(13.3, 17.2)	41.1	(35.9, 46.6)
Rural	11.4	(8.7, 14.7)	3.6	(2.6, 5.0)	18.1	(15.0, 21.7)	17.5	(15.8, 19.3)	74.5	(63.0, 83.4)	8.4	(6.7, 10.5)	28.2	(21.5, 36.1)
Education														
No formal education	14.2	(9.9, 20.1)	4.7	(3.4, 6.6)	23.6	(17.4, 31.3)	23.8	(20.9, 26.9)	83.2	(63.8, 93.3)	6.4	(4.3, 9.6)	~	~
Primary school	10.2	(6.6, 15.5)	4.5	(2.9, 6.8)	16.9	(12.6, 22.4)	22.7	(19.9, 25.7)	73.1	(50.6, 87.8)	13.1	(10.0, 17.0)	28.9	(16.1, 46.4)
Secondary school	14.8	(11.1, 19.5)	4.8	(3.3, 6.8)	24.1	(20.4, 28.2)	21.5	(19.2, 23.9)	75.7	(67.8, 82.3)	15.4	(12.9, 18.3)	19.4	(11.0, 32.0)
Technical school	13.9	(10.2, 18.6)	7.2	(5.1, 10.2)	20.6	(17.4, 24.2)	27.6	(24.6, 30.9)	73.7	(64.8, 81.0)	13.7	(10.7, 17.3)	46.6	(39.7, 53.7)
College and above	15.3	(11.4, 20.3)	5.2	(3.2, 8.3)	34.6	(28.4, 41.4)	26.4	(21.6, 31.7)	66.2	(56.5, 74.7)	14.5	(9.6, 21.3)	46.5	(36.3, 57.0)

[1] Among those that visited the place in the past 30 days.

~Indicates estimate based on less than 25 unweighted cases and has been suppressed.

Table 7.1

Percentage of current manufactured cigarette smokers ≥ 15 years old, by last brand purchased and selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Last brand purchased									
	Marlboro		Pall Mall		Montana		Delicados		Marlboro Light	
	Percentage (95%CI)									
Overall	46.3	(42.7, 49.9)	9.7	(7.9, 11.8)	8.1	(6.3, 10.4)	7.3	(5.6, 9.4)	6.4	(4.8, 8.6)
Gender										
Male	49.2	(45.1, 53.4)	8.5	(6.7, 10.8)	7.8	(5.8, 10.5)	8.7	(6.6, 11.2)	4.3	(3.2, 6.0)
Female	37.8	(31.6, 44.4)	12.9	(9.5, 17.3)	9.1	(6.3, 13.1)	3.3	(1.1, 9.7)	12.4	(7.9, 19.2)
Age										
15-24	52.2	(45.1, 59.2)	12.1	(8.4, 17.3)	7.3	(4.3, 12.0)	4.8	(2.5, 9.0)	3.2	(1.8, 5.6)
25-44	47.2	(42.1, 52.4)	8.5	(6.3, 11.6)	7.1	(5.1, 9.9)	7.5	(5.2, 10.8)	7.3	(5.2, 10.3)
45-64	40.4	(33.7, 47.5)	9.0	(6.2, 12.8)	10.4	(6.8, 15.4)	9.1	(5.0, 16.0)	9.4	(4.9, 17.3)
65+	30.7	(20.7, 43.0)	9.8	(4.5, 20.3)	12.4	(5.4, 26.0)	11.0	(5.1, 22.0)	1.5	(0.4, 5.9)
Residence										
Urban	46.0	(42.0, 50.0)	10.2	(8.2, 12.6)	8.6	(6.6, 11.2)	7.8	(5.9, 10.3)	6.7	(4.8, 9.1)
Rural	48.6	(43.0, 54.2)	5.6	(3.8, 8.2)	4.3	(2.5, 7.4)	3.2	(2.0, 5.1)	4.7	(2.9, 7.4)
Education										
No formal education	37.6	(29.6, 46.3)	7.9	(4.3, 13.9)	10.0	(5.5, 17.6)	7.3	(3.8, 13.5)	2.1	(0.8, 5.4)
Primary school	41.8	(35.1, 48.7)	5.7	(3.4, 9.2)	10.3	(7.0, 14.8)	9.4	(5.0, 16.9)	4.0	(2.1, 7.5)
Secondary school	48.0	(42.3, 53.7)	11.5	(8.5, 15.5)	9.3	(6.4, 13.4)	8.4	(5.5, 12.5)	6.0	(4.0, 9.1)
Technical school	51.8	(44.6, 58.9)	11.3	(7.8, 16.2)	6.1	(3.2, 11.5)	5.6	(3.0, 10.4)	7.7	(5.1, 11.3)
College and above	45.8	(35.2, 56.8)	9.7	(5.3, 17.1)	2.9	(0.9, 8.9)	3.4	(1.5, 7.3)	13.7	(5.9, 28.6)

Note: Current manufactured cigarette smokers includes daily and occasional(less than daily) use. The top five reported brands last purchased among all manufactured cigarette smokers are show here.

Table 7.2

Percentage distribution of the sources of last purchase of cigarettes among manufactured cigarette smokers ≥ 15 years old, by selected demographic characteristics - GATS Mexico, 2015

Source	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥ 25		Urban		Rural	
	Percentage (95%CI)													
Store	63.1	(59.5, 66.6)	64.1	(60.0, 67.9)	60.2	(53.2, 66.9)	67.9	(60.9, 74.1)	61.4	(57.2, 65.4)	60.7	(56.6, 64.6)	80.5	(75.8, 84.5)
Convenience store or supermarket	28.3	(25.2, 31.7)	27.0	(23.6, 30.7)	32.3	(26.0, 39.2)	23.9	(18.4, 30.4)	30.0	(26.3, 33.9)	30.0	(26.5, 33.8)	16.3	(12.5, 21.0)
Street vendor	5.0	(3.7, 6.9)	5.4	(3.7, 7.7)	4.1	(2.3, 7.3)	5.4	(2.9, 9.8)	4.9	(3.5, 6.8)	5.5	(4.0, 7.6)	1.3	(0.7, 2.6)
Pharmacy	1.0	(0.4, 2.2)	1.2	(0.5, 2.7)	0.3	(0.1, 1.5)	0.2	(0.0, 1.4)	1.3	(0.6, 2.9)	1.1	(0.5, 2.5)	0.1	(0.0, 1.0)
Duty-free shop	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-
Kiosk or newspaper stand	0.1	(0.1, 0.3)	0.1	(0.0, 0.4)	0.2	(0.1, 0.8)	0.1	(0.0, 0.6)	0.2	(0.1, 0.4)	0.1	(0.0, 0.3)	0.2	(0.0, 1.4)
Outside the country	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-
Internet	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-
From another person	0.8	(0.3, 1.8)	0.9	(0.4, 2.4)	0.2	(0.0, 0.8)	1.0	(0.2, 5.3)	0.7	(0.3, 1.8)	0.8	(0.3, 2.0)	0.7	(0.2, 2.2)
Vending machine	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-
Other	1.7	(1.0, 2.7)	1.3	(0.7, 2.3)	2.7	(1.2, 5.9)	1.6	(0.5, 4.8)	1.7	(1.0, 2.8)	1.8	(1.1, 2.9)	0.8	(0.3, 2.1)
Total	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-

Table 7.3

Cigarette expenditure per month and amount paid for 20 manufactured cigarettes among manufactured cigarette smokers ≥15 years old, by selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Mean cigarette expenditure per month		Median cigarette expenditure per month		Mean amount paid for 20 manufactured cigarettes		Median amount paid for 20 manufactured cigarettes	
	Mexican Pesos (MXN)							
Overall	297.2	(270.7, 323.6)	143.0	(125.8, 167.9)	46.7	(43.7, 49.6)	39.9	(39.0, 45.0)
Gender								
Male	298.9	(268.4, 329.4)	147.4	(131.1, 174.6)	45.0	(41.7, 48.4)	39.1	(36.9, 41.6)
Female	292.1	(242.1, 342.0)	113.6	(91.5, 174.4)	52.3	(46.9, 57.7)	46.8	(44.1, 47.6)
Age								
15-24	261.7	(207.8, 315.7)	113.0	(86.9, 150.8)	56.1	(46.0, 66.2)	45.8	(39.3, 48.4)
25-44	275.7	(241.4, 310.1)	136.5	(102.2, 164.4)	46.8	(43.4, 50.2)	44.3	(39.2, 46.7)
45-64	375.4	(311.8, 439.0)	204.3	(157.3, 272.8)	43.0	(38.1, 48.0)	39.0	(34.2, 40.0)
65+	324.5	(238.2, 410.9)	178.3	(107.5, 232.4)	35.4	(28.7, 42.1)	31.8	(26.7, 36.8)
Residence								
Urban	300.3	(272.0, 328.6)	147.9	(130.7, 175.1)	46.4	(43.5, 49.3)	40.0	(39.1, 45.4)
Rural	273.6	(199.7, 347.6)	101.1	(86.9, 132.7)	49.4	(36.4, 62.4)	36.0	(30.8, 41.7)
Education								
No formal education	347.6	(248.3, 446.9)	148.6	(119.2, 192.2)	40.1	(32.6, 47.7)	29.6	(24.9, 38.5)
Primary school	320.7	(255.8, 385.5)	178.6	(130.5, 229.2)	43.9	(37.2, 50.7)	34.8	(32.0, 39.6)
Secondary school	278.5	(235.5, 321.5)	119.9	(101.9, 166.8)	49.5	(44.0, 55.1)	44.0	(39.3, 46.8)
Technical school	286.3	(232.0, 340.5)	122.7	(88.3, 172.5)	50.1	(43.9, 56.3)	46.7	(41.0, 46.8)
College and above	288.1	(220.8, 355.5)	173.4	(127.4, 258.0)	46.6	(42.4, 50.8)	44.7	(39.5, 46.7)

Table 7.4

Percentage of current manufactured cigarette smokers ≥ 15 years old, by product last purchased and selected demographic characteristics - GATS Mexico, 2015

Demographic Characteristics	Last purchase of manufactured cigarettes was in…										Total
	Sticks		Packs		Cartons		Other		Never bought cigarettes		
	Percentage (95%CI)										
Overall	48.9	(45.3, 52.5)	48.9	(45.3, 52.4)	0.2	(0.1, 0.4)	0.1	(0.1, 0.3)	2.0	(1.3, 3.1)	100.0
Gender											
Male	50.0	(45.8, 54.1)	48.4	(44.3, 52.6)	0.2	(0.1, 0.5)	0.1	(0.0, 0.3)	1.3	(0.8, 2.1)	100.0
Female	45.7	(39.4, 52.1)	50.1	(43.7, 56.4)	0.1	(0.0, 0.4)	0.3	(0.1, 0.8)	3.9	(1.9, 8.0)	100.0
Age											
15-24	62.0	(55.0, 68.5)	36.4	(29.9, 43.5)	0.0	-	0.0	-	1.6	(0.6, 4.0)	100.0
25-44	49.3	(44.7, 54.0)	48.5	(43.8, 53.3)	0.0	(0.0, 0.2)	0.2	(0.0, 0.5)	2.0	(1.1, 3.5)	100.0
45-64	37.0	(30.9, 43.7)	60.9	(54.3, 67.1)	0.6	(0.2, 1.6)	0.2	(0.1, 0.8)	1.2	(0.6, 2.8)	100.0
65+	26.8	(17.2, 39.3)	64.9	(50.9, 76.8)	0.6	(0.2, 2.1)	0.3	(0.0, 1.8)	7.4	(1.5, 29.7)	100.0
Residence											
Urban	46.9	(42.9, 50.9)	51.2	(47.2, 55.2)	0.1	(0.0, 0.2)	0.1	(0.0, 0.2)	1.8	(1.0, 3.0)	100.0
Rural	63.0	(57.7, 68.1)	32.0	(27.3, 37.1)	0.9	(0.3, 2.7)	0.6	(0.2, 1.7)	3.4	(1.9, 6.1)	100.0
Education											
No formal education	53.2	(45.2, 61.0)	44.0	(36.3, 52.1)	0.2	(0.1, 1.0)	0.3	(0.1, 1.1)	2.3	(0.9, 5.5)	100.0
Primary school	55.7	(49.0, 62.2)	42.7	(36.2, 49.4)	0.5	(0.1, 1.6)	0.2	(0.0, 0.8)	0.9	(0.4, 2.1)	100.0
Secondary school	55.5	(50.1, 60.7)	43.2	(37.8, 48.7)	0.0	(0.0, 0.3)	0.2	(0.0, 0.7)	1.1	(0.6, 2.4)	100.0
Technical school	44.3	(37.4, 51.3)	51.6	(44.8, 58.2)	0.1	(0.0, 0.8)	0.0	-	4.1	(1.8, 9.1)	100.0
College and above	21.1	(13.7, 31.1)	76.8	(66.8, 84.5)	0.1	(0.0, 0.4)	0.1	(0.0, 0.5)	2.0	(0.8, 4.7)	100.0

Table 7.5

Percentage of manufactured cigarette smokers who purchased filtered cigarettes at last purchase, by selected demographic characteristics - GATS Mexico, 2015

Demographic Characteristics	Purchased filtered cigarettes	
	Percentage (95%CI)	
Overall	98.2	(97.2, 98.9)
Gender		
Male	98.1	(96.9, 98.9)
Female	98.4	(96.4, 99.3)
Age		
15-24	97.0	(93.5, 98.7)
25-44	99.6	(99.1, 99.8)
45-64	97.6	(95.1, 98.8)
65+	94.6	(87.1, 97.9)
Residence		
Urban	98.5	(97.3, 99.1)
Rural	96.6	(94.0, 98.1)
Education		
No formal education	94.8	(90.5, 97.2)
Primary school	98.3	(95.7, 99.3)
Secondary school	98.0	(95.6, 99.1)
Technical school	99.2	(95.8, 99.9)
College and above	100.0	-

Table 8.1

Percentage of adults ≥ 15 years old who noticed anti-cigarette information during the last 30 days in various places, by smoking status and selected demographic characteristics - GATS Mexico, 2015

Places	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥ 25		Urban		Rural	
Overall	Percentage (95%CI)													
In newspapers or in magazines	40.4	(39.0, 41.9)	42.0	(40.1, 44.0)	39.0	(37.3, 40.7)	42.7	(40.0, 45.4)	39.7	(38.1, 41.3)	43.2	(41.4, 44.9)	30.4	(28.5, 32.3)
On television or the radio	70.9	(69.5, 72.2)	70.7	(69.0, 72.4)	71.1	(69.3, 72.8)	69.3	(66.9, 71.7)	71.4	(69.8, 73.0)	71.5	(69.9, 73.1)	68.5	(66.4, 70.6)
On television	66.5	(65.1, 67.9)	66.6	(64.8, 68.3)	66.5	(64.7, 68.3)	65.3	(62.7, 67.7)	67.0	(65.4, 68.5)	67.3	(65.6, 69.0)	63.6	(61.3, 65.9)
On the radio	35.1	(33.8, 36.4)	36.4	(34.5, 38.4)	34.0	(32.4, 35.5)	29.4	(27.1, 31.9)	37.0	(35.5, 38.5)	35.2	(33.7, 36.8)	34.7	(32.7, 36.8)
On billboards	30.0	(28.6, 31.4)	30.6	(28.6, 32.8)	29.4	(27.8, 31.1)	33.0	(30.4, 35.7)	29.0	(27.5, 30.5)	33.2	(31.6, 34.9)	18.0	(16.5, 19.8)
Somewhere else	37.3	(35.9, 38.7)	38.2	(36.2, 40.3)	36.5	(34.9, 38.1)	55.1	(52.4, 57.9)	31.4	(29.9, 32.8)	40.5	(38.9, 42.1)	25.6	(23.6, 27.6)
Any Location	82.4	(81.4, 83.4)	82.6	(81.1, 84.0)	82.3	(80.9, 83.6)	85.1	(83.2, 86.9)	81.5	(80.3, 82.7)	84.0	(82.7, 85.1)	76.7	(74.7, 78.6)
Current smokers[1]														
In newspapers or in magazines	42.1	(39.0, 45.1)	40.4	(36.9, 44.0)	46.7	(40.3, 53.2)	44.5	(37.9, 51.4)	41.2	(37.6, 44.8)	43.3	(39.9, 46.7)	33.3	(28.9, 38.2)
On television or the radio	71.3	(68.3, 74.2)	70.2	(66.7, 73.4)	74.6	(68.8, 79.7)	70.8	(65.0, 75.9)	71.5	(67.9, 75.0)	71.6	(68.2, 74.8)	69.5	(64.8, 73.9)
On television	67.5	(64.4, 70.5)	66.4	(62.9, 69.7)	70.8	(64.8, 76.1)	66.3	(59.9, 72.1)	68.0	(64.3, 71.5)	67.6	(64.2, 71.0)	66.8	(62.0, 71.4)
On the radio	33.6	(30.4, 36.9)	33.0	(29.4, 36.7)	35.3	(29.4, 41.7)	33.5	(27.6, 39.9)	33.6	(29.9, 37.6)	33.9	(30.3, 37.7)	31.2	(26.4, 36.5)
On billboards	35.7	(32.5, 38.9)	35.1	(31.5, 38.9)	37.3	(31.4, 43.8)	38.9	(32.1, 46.0)	34.5	(31.1, 38.1)	37.9	(34.4, 41.5)	20.1	(15.9, 25.2)
Somewhere else	40.5	(37.3, 43.8)	39.1	(35.5, 42.9)	44.4	(38.4, 50.6)	57.7	(51.0, 64.1)	34.3	(30.8, 38.0)	42.9	(39.3, 46.6)	23.8	(19.6, 28.6)
Any Location	83.7	(81.4, 85.8)	82.6	(79.8, 85.1)	86.8	(82.6, 90.1)	85.2	(80.3, 89.1)	83.2	(80.5, 85.5)	84.5	(81.9, 86.8)	78.3	(74.0, 82.0)
Non-smokers[2]														
In newspapers or in magazines	40.1	(38.6, 41.6)	42.6	(40.3, 44.9)	38.3	(36.5, 40.0)	42.3	(39.5, 45.1)	39.4	(37.7, 41.1)	43.1	(41.3, 45.0)	30.1	(28.1, 32.1)
On television or the radio	70.8	(69.3, 72.2)	70.9	(68.9, 72.8)	70.7	(68.9, 72.5)	69.0	(66.4, 71.6)	71.4	(69.6, 73.0)	71.5	(69.7, 73.3)	68.4	(66.2, 70.6)
On television	66.4	(64.8, 67.9)	66.6	(64.5, 68.6)	66.2	(64.2, 68.0)	65.0	(62.1, 67.8)	66.8	(65.1, 68.5)	67.3	(65.4, 69.1)	63.3	(60.9, 65.7)
On the radio	35.4	(34.0, 36.9)	37.5	(35.2, 39.9)	33.8	(32.3, 35.4)	28.6	(26.1, 31.2)	37.6	(36.0, 39.4)	35.5	(33.8, 37.3)	35.1	(33.0, 37.3)
On billboards	28.9	(27.4, 30.4)	29.1	(26.8, 31.6)	28.7	(27.0, 30.4)	31.7	(29.0, 34.6)	27.9	(26.3, 29.6)	32.2	(30.4, 34.1)	17.8	(16.2, 19.6)
Somewhere else	36.7	(35.2, 38.2)	37.9	(35.5, 40.3)	35.8	(34.1, 37.4)	54.6	(51.5, 57.7)	30.8	(29.2, 32.5)	40.0	(38.1, 41.8)	25.7	(23.7, 27.9)
Any Location	82.2	(81.0, 83.3)	82.6	(80.8, 84.2)	81.9	(80.5, 83.2)	85.1	(83.0, 87.0)	81.2	(79.9, 82.5)	83.9	(82.5, 85.2)	76.5	(74.5, 78.5)

[1] Includes daily and occasional (less than daily) smokers.
[2] Includes former and never smokers.

Table 8.2

Percentage of current smokers ≥ 15 years old who noticed health warnings on cigarette packages and considered quitting because of the warning label on cigarette packages during the last 30 days, by selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Current smokers who[1]…			
	Noticed health warnings on cigarette package[2]		Thought about quitting because of warning label[2]	
	Percentage (95%CI)			
Overall	93.4	(91.7, 94.8)	43.2	(39.9, 46.5)
Gender				
Male	92.6	(90.4, 94.4)	42.9	(39.3, 46.6)
Female	95.6	(93.0, 97.3)	43.9	(37.8, 50.2)
Age				
15-24	92.7	(87.6, 95.8)	43.9	(37.2, 50.8)
25-44	94.2	(92.0, 95.9)	41.3	(37.0, 45.8)
45-64	93.5	(90.0, 95.9)	46.6	(40.0, 53.3)
65+	88.7	(79.3, 94.2)	41.1	(28.8, 54.7)
Residence				
Urban	94.3	(92.4, 95.8)	42.3	(38.6, 46.0)
Rural	86.9	(81.8, 90.7)	49.6	(44.4, 54.7)
Education				
No formal education	80.9	(72.9, 87.0)	42.6	(34.8, 50.9)
Primary school	91.5	(87.6, 94.2)	45.6	(39.3, 52.1)
Secondary school	92.8	(89.1, 95.4)	45.7	(40.4, 51.2)
Technical school	99.0	(97.4, 99.6)	44.1	(37.1, 51.4)
College and above	99.2	(97.6, 99.8)	29.5	(21.1, 39.4)

[1] Includes daily and occasional(less than daily) smokers.
[2] During the last 30 days.

Table 8.3

Percentage of adults ≥ 15 years old who noticed cigarette marketing during the last 30 days in various places, by selected demographic characteristics - GATS Mexico, 2015

Places	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥ 25		Urban		Rural	
	Percentage (95%CI)													
Noticed advertisements														
In stores	32.0	(30.7, 33.3)	34.3	(32.4, 36.3)	29.8	(28.3, 31.5)	37.5	(34.9, 40.2)	30.2	(28.8, 31.6)	34.1	(32.6, 35.8)	24.1	(22.4, 25.9)
On billboards	11.0	(10.1, 11.8)	12.0	(10.8, 13.4)	9.9	(9.0, 11.0)	13.1	(11.3, 15.2)	10.2	(9.4, 11.2)	12.3	(11.3, 13.5)	5.8	(5.1, 6.6)
On posters	14.5	(13.6, 15.6)	16.1	(14.6, 17.7)	13.1	(12.0, 14.3)	18.9	(16.8, 21.2)	13.1	(12.1, 14.2)	15.6	(14.4, 16.8)	10.8	(9.5, 12.2)
In newspapers or magazines	12.3	(11.5, 13.1)	13.0	(11.8, 14.3)	11.6	(10.6, 12.7)	13.4	(11.6, 15.3)	11.9	(11.0, 12.9)	13.4	(12.4, 14.5)	7.9	(7.1, 8.9)
In cinemas	3.3	(2.8, 3.8)	3.2	(2.6, 4.0)	3.3	(2.7, 4.1)	4.3	(3.2, 5.7)	3.0	(2.5, 3.5)	3.9	(3.3, 4.6)	1.0	(0.7, 1.3)
On the internet	11.8	(10.8, 12.8)	12.6	(11.3, 14.1)	11.0	(9.9, 12.2)	22.9	(20.7, 25.3)	8.1	(7.2, 9.1)	13.5	(12.3, 14.9)	5.2	(4.5, 6.1)
On public transportation	10.1	(9.2, 11.1)	11.3	(10.0, 12.7)	9.1	(8.1, 10.2)	12.1	(10.1, 14.4)	9.5	(8.6, 10.5)	11.1	(10.0, 12.3)	6.6	(5.5, 7.9)
On public walls	7.5	(6.8, 8.2)	8.1	(7.1, 9.3)	6.9	(6.1, 7.8)	9.4	(7.9, 11.1)	6.8	(6.1, 7.7)	8.1	(7.3, 9.0)	5.1	(4.3, 6.0)
Somewhere else	1.4	(1.1, 1.7)	1.6	(1.2, 2.1)	1.1	(0.8, 1.5)	1.8	(1.2, 2.7)	1.2	(0.9, 1.5)	1.5	(1.2, 1.9)	0.8	(0.6, 1.1)
Noticed sports sponsorship	4.5	(3.9, 5.2)	4.8	(4.1, 5.6)	4.2	(3.3, 5.2)	4.4	(3.3, 5.7)	4.5	(3.9, 5.3)	5.0	(4.3, 5.9)	2.6	(2.1, 3.1)
Noticed cigarette promotions														
Free samples	3.0	(2.6, 3.4)	3.4	(2.8, 4.1)	2.6	(2.1, 3.2)	3.7	(2.8, 4.8)	2.8	(2.3, 3.3)	3.1	(2.7, 3.7)	2.4	(2.0, 3.0)
Sale prices	11.3	(10.4, 12.4)	12.6	(11.3, 14.1)	10.2	(9.0, 11.5)	15.2	(13.3, 17.4)	10.1	(9.1, 11.1)	12.3	(11.1, 13.7)	7.6	(6.5, 8.9)
Coupons	1.0	(0.8, 1.3)	1.1	(0.8, 1.5)	0.9	(0.6, 1.4)	1.4	(0.9, 2.1)	0.9	(0.7, 1.2)	1.1	(0.8, 1.4)	0.9	(0.6, 1.3)
Free gifts/discounts on other products	2.6	(2.2, 3.0)	3.1	(2.5, 3.8)	2.2	(1.7, 2.7)	4.6	(3.6, 5.8)	2.0	(1.6, 2.3)	2.9	(2.5, 3.4)	1.5	(1.1, 2.1)
Clothing/item with brand name or logo	12.3	(11.5, 13.2)	14.4	(13.1, 15.8)	10.4	(9.4, 11.5)	20.0	(18.0, 22.1)	9.7	(8.9, 10.7)	13.7	(12.7, 14.7)	7.1	(5.9, 8.5)
Mail promoting cigarettes	1.2	(0.9, 1.5)	1.4	(1.0, 2.0)	1.0	(0.8, 1.4)	2.4	(1.6, 3.4)	0.8	(0.6, 1.1)	1.4	(1.1, 1.8)	0.4	(0.3, 0.7)
Noticed any advertisement, sponsorship or promotion	53.1	(51.7, 54.4)	56.5	(54.5, 58.5)	49.9	(48.2, 51.5)	62.9	(60.2, 65.5)	49.8	(48.3, 51.3)	56.5	(54.9, 58.2)	40.2	(38.1, 42.4)

Table 8.4

Percentage of current smokers ≥ 15 years old who noticed cigarette marketing during the last 30 days in various places, by selected demographic characteristics - GATS Mexico, 2015

Places	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥ 25		Urban		Rural	
	Percentage (95%CI)													
Noticed advertisements														
In stores	35.3	(32.1, 38.7)	37.5	(33.8, 41.4)	29.0	(23.5, 35.2)	39.6	(33.1, 46.4)	33.7	(30.2, 37.4)	36.1	(32.5, 39.9)	29.2	(25.0, 33.9)
On billboards	14.0	(11.8, 16.5)	14.7	(12.2, 17.7)	12.0	(8.2, 17.3)	12.8	(9.2, 17.6)	14.4	(11.9, 17.4)	14.9	(12.4, 17.7)	8.0	(5.6, 11.3)
On posters	18.8	(16.3, 21.5)	19.5	(16.4, 23.0)	16.6	(12.2, 22.3)	23.6	(18.3, 29.8)	17.0	(14.2, 20.2)	19.7	(16.9, 22.9)	11.8	(8.8, 15.7)
In newspapers or magazines	11.3	(9.6, 13.4)	11.6	(9.5, 14.1)	10.7	(7.4, 15.2)	13.5	(9.4, 18.9)	10.6	(8.6, 13.0)	11.7	(9.7, 14.1)	8.6	(6.3, 11.8)
In cinemas	3.5	(2.6, 4.8)	3.2	(2.2, 4.7)	4.5	(2.4, 8.0)	3.9	(2.0, 7.5)	3.4	(2.3, 4.9)	3.8	(2.7, 5.2)	1.8	(0.7, 4.5)
On the internet	13.0	(10.8, 15.5)	12.9	(10.3, 16.0)	13.2	(9.5, 18.1)	22.6	(17.4, 28.9)	9.5	(7.4, 12.1)	14.0	(11.6, 16.8)	6.0	(3.9, 9.1)
On public transportation	12.7	(10.5, 15.3)	13.9	(11.3, 17.0)	9.5	(6.2, 14.1)	13.3	(9.1, 18.9)	12.5	(10.1, 15.4)	12.9	(10.4, 15.8)	11.7	(8.7, 15.7)
On public walls	9.5	(7.6, 11.8)	10.3	(8.1, 13.0)	7.2	(4.0, 12.9)	9.7	(6.6, 14.0)	9.4	(7.2, 12.2)	9.8	(7.7, 12.4)	7.4	(4.9, 11.1)
Somewhere else	1.8	(1.1, 2.9)	2.0	(1.1, 3.5)	1.3	(0.5, 3.4)	1.4	(0.5, 3.6)	2.0	(1.1, 3.4)	1.9	(1.1, 3.2)	1.2	(0.6, 2.4)
Noticed sports sponsorship	4.6	(3.4, 6.2)	5.3	(3.8, 7.4)	2.5	(1.3, 4.7)	6.0	(3.2, 11.2)	4.1	(3.0, 5.5)	4.5	(3.2, 6.3)	5.2	(3.2, 8.3)
Noticed cigarette promotions														
Free samples	2.6	(1.9, 3.6)	2.9	(2.0, 4.2)	1.7	(0.9, 3.4)	2.8	(1.5, 5.4)	2.6	(1.8, 3.6)	2.5	(1.7, 3.7)	3.3	(2.1, 5.3)
Sale prices	14.6	(12.6, 16.9)	14.3	(12.0, 16.9)	15.6	(11.6, 20.8)	16.4	(12.4, 21.3)	14.0	(11.7, 16.6)	14.6	(12.4, 17.2)	14.8	(11.5, 18.9)
Coupons	1.1	(0.6, 1.8)	1.2	(0.6, 2.1)	0.8	(0.3, 2.1)	0.6	(0.2, 2.5)	1.2	(0.7, 2.2)	1.2	(0.7, 2.0)	0.3	(0.1, 1.1)
Free gifts/discounts on other products	4.0	(3.0, 5.5)	4.5	(3.2, 6.4)	2.7	(1.4, 5.1)	6.0	(3.5, 10.1)	3.3	(2.3, 4.7)	4.2	(3.0, 5.8)	3.1	(1.7, 5.5)
Clothing/item with brand name or logo	16.7	(14.2, 19.6)	17.0	(14.4, 20.0)	16.0	(11.0, 22.7)	27.2	(21.7, 33.5)	13.0	(10.4, 16.1)	17.6	(14.7, 20.8)	10.9	(7.8, 15.1)
Mail promoting cigarettes	0.8	(0.4, 1.5)	0.7	(0.3, 1.7)	0.9	(0.4, 2.1)	0.7	(0.1, 3.6)	0.8	(0.4, 1.5)	0.8	(0.4, 1.6)	0.4	(0.2, 1.0)
Noticed any advertisement, sponsorship or promotion	60.4	(57.1, 63.5)	61.5	(57.5, 65.3)	57.3	(51.2, 63.2)	69.1	(62.5, 75.1)	57.2	(53.6, 60.7)	61.8	(58.2, 65.3)	50.3	(44.9, 55.6)

Note: Current smokers includes daily and occasional (less than daily) smokers.

Table 8.5

Percentage of non-smokers ≥ 15 years old who noticed cigarette marketing during the last 30 days in various places, by selected demographic characteristics - GATS Mexico, 2015

Places	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥ 25		Urban		Rural	
	Percentage (95% CI)													
Noticed advertisements														
In stores	31.4	(30.0, 32.7)	33.3	(31.2, 35.4)	29.9	(28.3, 31.6)	37.1	(34.3, 40.0)	29.5	(28.0, 31.0)	33.7	(32.1, 35.3)	23.6	(21.8, 25.4)
On billboards	10.4	(9.5, 11.3)	11.1	(9.7, 12.7)	9.8	(8.8, 10.8)	13.2	(11.2, 15.5)	9.4	(8.6, 10.4)	11.8	(10.7, 13.0)	5.6	(4.8, 6.5)
On posters	13.7	(12.8, 14.7)	14.9	(13.4, 16.6)	12.8	(11.7, 14.0)	17.9	(15.6, 20.5)	12.4	(11.4, 13.4)	14.6	(13.5, 15.9)	10.7	(9.4, 12.2)
In newspapers or magazines	12.4	(11.6, 13.4)	13.5	(12.0, 15.0)	11.7	(10.6, 12.8)	13.4	(11.6, 15.4)	12.2	(11.1, 13.2)	13.8	(12.7, 15.0)	7.9	(6.9, 8.9)
In cinemas	3.2	(2.7, 3.8)	3.3	(2.5, 4.3)	3.2	(2.6, 4.0)	4.4	(3.2, 6.0)	2.9	(2.4, 3.5)	3.9	(3.3, 4.7)	0.9	(0.6, 1.2)
On the internet	11.5	(10.5, 12.6)	12.5	(11.0, 14.2)	10.8	(9.6, 12.1)	22.9	(20.5, 25.5)	7.8	(6.8, 8.9)	13.4	(12.2, 14.8)	5.2	(4.4, 6.1)
On public transportation	9.6	(8.7, 10.6)	10.4	(9.0, 11.9)	9.1	(8.1, 10.2)	11.8	(9.8, 14.2)	8.9	(8.1, 9.8)	10.7	(9.6, 11.9)	6.1	(5.0, 7.4)
On public walls	7.1	(6.4, 7.8)	7.4	(6.3, 8.7)	6.9	(6.1, 7.8)	9.3	(7.7, 11.3)	6.4	(5.7, 7.1)	7.8	(6.9, 8.7)	4.8	(4.0, 5.8)
Somewhere else	1.3	(1.0, 1.6)	1.5	(1.1, 2.0)	1.1	(0.8, 1.5)	1.9	(1.2, 3.0)	1.1	(0.8, 1.3)	1.4	(1.1, 1.8)	0.8	(0.6, 1.1)
Noticed sports sponsorship	4.5	(3.8, 5.2)	4.7	(3.9, 5.6)	4.3	(3.4, 5.5)	4.0	(3.0, 5.4)	4.6	(3.9, 5.5)	5.1	(4.3, 6.1)	2.3	(1.9, 2.8)
Noticed cigarette promotions														
Free samples	3.1	(2.6, 3.6)	3.6	(2.8, 4.5)	2.7	(2.2, 3.3)	3.9	(2.9, 5.2)	2.8	(2.3, 3.4)	3.3	(2.8, 3.9)	2.3	(1.8, 2.9)
Sale prices	10.7	(9.7, 11.8)	12.0	(10.5, 13.8)	9.7	(8.5, 11.0)	15.0	(12.9, 17.3)	9.3	(8.3, 10.4)	11.8	(10.6, 13.3)	6.9	(5.7, 8.2)
Coupons	1.0	(0.8, 1.3)	1.1	(0.8, 1.6)	0.9	(0.6, 1.4)	1.6	(1.0, 2.5)	0.8	(0.6, 1.2)	1.1	(0.8, 1.5)	0.9	(0.6, 1.4)
Free gifts/discounts on other products	2.3	(2.0, 2.7)	2.6	(2.0, 3.3)	2.1	(1.6, 2.7)	4.3	(3.2, 5.6)	1.7	(1.4, 2.1)	2.6	(2.2, 3.2)	1.3	(1.0, 1.8)
Clothing/item with brand name or logo	11.4	(10.6, 12.4)	13.5	(12.0, 15.1)	9.9	(8.9, 11.0)	18.5	(16.3, 20.9)	9.1	(8.2, 10.1)	12.9	(11.8, 14.0)	6.7	(5.5, 8.2)
Mail promoting cigarettes	1.3	(1.0, 1.7)	1.6	(1.1, 2.3)	1.1	(0.8, 1.5)	2.7	(1.8, 4.0)	0.8	(0.6, 1.2)	1.5	(1.2, 2.0)	0.4	(0.3, 0.7)
Noticed any advertisement, sponsorship or promotion	51.6	(50.2, 53.1)	54.8	(52.5, 57.2)	49.2	(47.5, 50.9)	61.5	(58.6, 64.4)	48.4	(46.8, 50.0)	55.4	(53.6, 57.1)	39.2	(36.9, 41.5)

Note: Current non-smokers includes former and never smokers.

Table 8.6

Percentage of adults ≥ 15 years old who noticed the campaign "Cigarro mata carita" during the last 12 months in various places, by selected demographic characteristics - GATS Mexico, 2015

Places	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥ 25		Urban		Rural	
	Percentage (95% CI)													
Overall														
On TV	27.0	(25.8, 28.2)	26.2	(24.6, 27.9)	27.7	(26.2, 29.2)	30.9	(28.5, 33.3)	25.7	(24.4, 27.1)	28.1	(26.6, 29.6)	22.9	(21.3, 24.5)
On the radio	10.6	(9.9, 11.4)	10.4	(9.3, 11.6)	10.8	(9.9, 11.9)	10.9	(9.5, 12.5)	10.5	(9.7, 11.4)	10.9	(10.0, 11.9)	9.4	(8.4, 10.4)
On the internet	6.7	(6.0, 7.4)	6.4	(5.5, 7.4)	7.0	(6.0, 8.0)	13.3	(11.5, 15.3)	4.5	(3.9, 5.2)	7.6	(6.8, 8.5)	3.3	(2.8, 3.9)
Any location	32.0	(30.8, 33.3)	30.7	(29.0, 32.5)	33.2	(31.6, 34.8)	37.9	(35.5, 40.5)	30.1	(28.7, 31.5)	33.4	(31.9, 35.0)	26.8	(25.2, 28.4)
Current smokers[1]														
On TV	32.4	(29.5, 35.4)	31.9	(28.5, 35.5)	33.8	(28.0, 40.2)	30.9	(24.9, 37.7)	32.9	(29.6, 36.5)	33.6	(30.4, 37.0)	23.8	(19.5, 28.7)
On the radio	12.5	(10.4, 14.9)	12.1	(9.8, 14.7)	13.7	(9.3, 19.8)	13.3	(9.3, 18.6)	12.2	(9.9, 14.9)	12.7	(10.5, 15.4)	10.8	(7.3, 15.7)
On the internet	8.2	(6.6, 10.3)	7.6	(5.8, 9.9)	10.1	(6.6, 15.1)	14.7	(10.2, 20.7)	5.9	(4.4, 7.9)	9.1	(7.2, 11.4)	2.2	(1.1, 4.4)
Any location	37.4	(34.3, 40.6)	37.3	(33.7, 41.1)	37.7	(31.3, 44.6)	38.4	(31.9, 45.3)	37.1	(33.5, 40.8)	38.7	(35.2, 42.3)	28.6	(23.6, 34.1)
Non-smokers[2]														
On TV	25.9	(24.7, 27.2)	24.3	(22.5, 26.2)	27.1	(25.6, 28.7)	30.8	(28.2, 33.6)	24.3	(23.0, 25.7)	26.9	(25.3, 28.5)	22.8	(21.1, 24.5)
On the radio	10.2	(9.5, 11.1)	9.8	(8.6, 11.2)	10.6	(9.6, 11.6)	10.4	(8.9, 12.1)	10.2	(9.3, 11.2)	10.6	(9.6, 11.6)	9.2	(8.3, 10.3)
On the internet	6.4	(5.7, 7.2)	6.0	(5.0, 7.1)	6.7	(5.7, 7.7)	13.0	(11.0, 15.1)	4.2	(3.6, 4.9)	7.3	(6.4, 8.3)	3.4	(2.9, 4.1)
Any location	31.0	(29.7, 32.3)	28.5	(26.6, 30.5)	32.8	(31.2, 34.4)	37.8	(35.1, 40.7)	28.7	(27.3, 30.1)	32.3	(30.6, 34.0)	26.6	(24.9, 28.3)

[1] Includes daily and occasional (less than daily) smokers.
[2] Includes former and never smokers.

Table 9.1

Percentage of adults ≥ 15 years old who believe that smoking causes serious illness and various diseases, by smoking status and selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Adults who believe that smoking causes…															
	Serious illness		Stroke		Heart attack		Lung cancer		Bladder cancer		Boneloss		Premature birth		Chronic respiratory disease	
	Percentage (95% CI)															
Overall	98.1	(97.7, 98.4)	68.0	(66.8, 69.2)	83.6	(82.6, 84.4)	97.9	(97.5, 98.2)	40.3	(39.0, 41.6)	86.1	(85.1, 87.1)	53.2	(52.0, 54.5)	94.7	(94.1, 95.2)
Gender																
Male	98.2	(97.7, 98.6)	67.9	(66.0, 69.6)	84.7	(83.3, 86.0)	97.9	(97.3, 98.3)	41.9	(40.0, 43.7)	84.5	(82.7, 86.1)	51.7	(49.8, 53.6)	94.5	(93.7, 95.1)
Female	98.0	(97.5, 98.5)	68.1	(66.5, 69.7)	82.5	(81.3, 83.7)	97.9	(97.4, 98.3)	38.9	(37.2, 40.6)	87.6	(86.6, 88.6)	54.7	(53.1, 56.3)	94.9	(94.2, 95.5)
Age																
15-24	98.6	(98.0, 99.0)	65.9	(63.6, 68.2)	84.9	(83.0, 86.7)	98.5	(97.6, 99.1)	41.1	(38.4, 43.9)	89.8	(88.1, 91.2)	51.6	(49.2, 53.9)	95.9	(94.8, 96.8)
25-44	98.5	(98.0, 98.8)	66.3	(64.4, 68.1)	84.5	(83.0, 85.8)	98.8	(98.4, 99.1)	36.6	(34.8, 38.4)	89.7	(88.6, 90.8)	52.5	(50.6, 54.5)	95.8	(95.0, 96.4)
45-64	97.9	(97.3, 98.4)	70.9	(68.5, 73.3)	83.2	(81.3, 84.8)	97.3	(96.7, 97.9)	43.3	(40.8, 45.9)	82.5	(80.0, 84.8)	54.4	(51.7, 57.1)	94.1	(93.0, 95.0)
65+	95.7	(93.5, 97.2)	72.8	(69.6, 75.9)	77.2	(74.3, 79.8)	93.6	(91.9, 95.0)	45.8	(42.5, 49.1)	70.7	(67.5, 73.7)	57.6	(54.5, 60.7)	88.3	(86.2, 90.0)
Residence																
Urban	98.4	(98.0, 98.7)	67.5	(66.1, 68.9)	84.3	(83.2, 85.4)	98.6	(98.2, 98.8)	38.8	(37.3, 40.4)	87.1	(85.9, 88.2)	53.2	(51.7, 54.7)	95.8	(95.2, 96.3)
Rural	97.1	(96.2, 97.8)	69.7	(67.8, 71.5)	80.8	(79.4, 82.1)	95.4	(94.0, 96.4)	45.8	(43.9, 47.7)	82.6	(80.9, 84.2)	53.4	(51.6, 55.3)	90.6	(89.3, 91.8)
Education																
No formal education	96.2	(95.2, 96.9)	70.2	(68.0, 72.4)	77.0	(75.1, 78.8)	92.3	(90.7, 93.6)	49.4	(46.9, 51.8)	75.0	(72.9, 77.1)	54.7	(52.3, 57.0)	86.0	(84.3, 87.7)
Primary school	97.9	(97.0, 98.5)	70.1	(67.6, 72.4)	81.7	(79.7, 83.5)	97.7	(96.8, 98.3)	43.1	(40.5, 45.8)	83.7	(81.3, 85.8)	52.8	(50.1, 55.4)	92.5	(91.1, 93.7)
Secondary school	98.6	(98.1, 99.0)	64.7	(62.5, 66.8)	84.3	(82.6, 85.8)	99.1	(98.7, 99.4)	40.2	(38.1, 42.3)	89.2	(87.5, 90.7)	50.3	(48.3, 52.4)	96.8	(96.0, 97.4)
Technical school	98.5	(97.3, 99.1)	66.6	(63.7, 69.4)	87.0	(84.6, 89.1)	99.5	(99.1, 99.8)	33.7	(31.1, 36.4)	90.0	(87.9, 91.8)	54.4	(51.5, 57.2)	98.4	(97.8, 98.9)
College and above	99.2	(98.1, 99.7)	73.8	(69.7, 77.5)	87.9	(84.2, 90.8)	99.4	(98.7, 99.8)	36.0	(31.9, 40.2)	90.5	(87.6, 92.8)	59.3	(54.9, 63.6)	97.9	(96.2, 98.9)
Current smokers[1]	98.0	(97.0, 98.7)	67.3	(64.5, 70.1)	87.0	(84.8, 88.9)	98.2	(97.4, 98.8)	44.1	(41.0, 47.2)	89.1	(87.1, 90.8)	51.7	(48.7, 54.6)	95.0	(93.6, 96.1)
Gender																
Male	97.6	(96.3, 98.4)	66.4	(63.1, 69.5)	86.7	(84.2, 88.8)	98.0	(97.0, 98.7)	44.2	(40.7, 47.8)	87.0	(84.4, 89.2)	48.3	(44.8, 51.9)	94.2	(92.4, 95.6)
Female	99.1	(97.7, 99.7)	70.1	(63.7, 75.7)	87.9	(82.0, 92.1)	98.7	(97.4, 99.3)	43.6	(38.0, 49.5)	95.1	(92.4, 96.8)	61.2	(55.3, 66.7)	97.2	(95.0, 98.4)
Age																
15-24	98.6	(96.7, 99.4)	59.5	(53.1, 65.5)	84.6	(79.9, 88.4)	98.6	(97.2, 99.4)	44.1	(37.0, 51.5)	90.0	(85.7, 93.2)	47.7	(41.6, 53.8)	93.5	(89.8, 95.9)
25-44	98.5	(97.0, 99.3)	70.0	(66.1, 73.7)	90.5	(87.9, 92.6)	98.9	(97.7, 99.5)	38.8	(34.9, 42.9)	92.0	(89.0, 94.3)	51.4	(46.8, 56.0)	97.0	(95.2, 98.1)
45-64	97.7	(94.6, 99.0)	70.5	(63.4, 76.7)	84.0	(77.1, 89.2)	96.8	(94.5, 98.2)	52.8	(46.1, 59.4)	85.7	(81.2, 89.3)	54.4	(47.9, 60.7)	94.6	(91.6, 96.5)
65+	90.9	(81.2, 95.9)	70.6	(56.1, 81.9)	81.4	(71.2, 88.6)	95.4	(85.8, 98.6)	53.4	(40.7, 65.6)	71.1	(58.4, 81.1)	64.2	(52.0, 74.7)	86.1	(75.1, 92.7)

Continues/

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Residence																
Urban	98.0	(96.9, 98.8)	67.1	(63.9, 70.2)	87.3	(84.8, 89.4)	98.5	(97.6, 99.1)	43.8	(40.4, 47.3)	89.8	(87.6, 91.7)	52.0	(48.7, 55.2)	95.8	(94.2, 96.9)
Rural	97.8	(96.3, 98.7)	68.7	(63.9, 73.1)	85.1	(81.6, 88.1)	96.0	(93.9, 97.5)	46.1	(41.0, 51.2)	83.9	(80.0, 87.1)	49.8	(45.1, 54.6)	89.6	(86.4, 92.2)
Education																
No formal education	95.1	(89.6, 97.8)	71.1	(63.9, 77.4)	81.2	(73.7, 86.9)	93.3	(88.9, 96.0)	56.8	(49.2, 64.1)	79.3	(72.7, 84.7)	56.6	(49.0, 63.8)	86.7	(80.1, 91.4)
Primary school	96.7	(93.3, 98.4)	70.0	(63.6, 75.6)	84.8	(80.0, 88.6)	97.6	(95.4, 98.8)	42.5	(36.0, 49.3)	85.0	(79.9, 89.0)	50.6	(43.8, 57.3)	91.1	(86.7, 94.1)
Secondary school	98.3	(96.3, 99.2)	59.0	(53.9, 63.9)	85.8	(81.9, 89.0)	98.4	(96.6, 99.3)	42.2	(37.0, 47.5)	90.9	(87.0, 93.8)	45.5	(40.4, 50.6)	96.3	(93.9, 97.7)
Technical school	99.4	(98.3, 99.8)	71.3	(65.1, 76.8)	92.5	(88.4, 95.2)	99.8	(99.2, 100)	44.1	(37.5, 50.9)	91.7	(87.1, 94.7)	55.8	(49.4, 61.9)	98.8	(96.3, 99.6)
College and above	99.2	(97.0, 99.8)	77.3	(65.2, 86.0)	89.2	(73.5, 96.1)	100.0	-	41.3	(31.0, 52.3)	94.9	(89.4, 97.6)	60.8	(49.5, 71.0)	98.3	(93.9, 99.6)
Non-smokers[2]	98.1	(97.7, 98.5)	68.1	(66.8, 69.4)	82.9	(81.9, 83.8)	97.8	(97.4, 98.2)	39.6	(38.2, 41.0)	85.5	(84.4, 86.6)	53.6	(52.2, 54.9)	94.6	(94.0, 95.2)
Gender																
Male	98.4	(97.8, 98.8)	68.4	(66.2, 70.4)	84.0	(82.4, 85.5)	97.8	(97.1, 98.3)	41.0	(38.9, 43.2)	83.6	(81.4, 85.6)	52.8	(50.6, 55.0)	94.5	(93.6, 95.3)
Female	98.0	(97.4, 98.4)	67.9	(66.2, 69.5)	82.0	(80.7, 83.3)	97.8	(97.3, 98.2)	38.5	(36.8, 40.2)	87.0	(85.9, 88.0)	54.1	(52.4, 55.7)	94.7	(93.9, 95.4)
Age																
15-24	98.6	(97.9, 99.1)	67.3	(64.6, 69.9)	85.0	(82.8, 87.0)	98.5	(97.4, 99.1)	40.5	(37.7, 43.4)	89.7	(87.8, 91.3)	52.4	(49.6, 55.1)	96.5	(95.3, 97.3)
25-44	98.5	(97.9, 98.9)	65.4	(63.3, 67.4)	83.1	(81.4, 84.6)	98.8	(98.3, 99.1)	36.1	(34.0, 38.2)	89.2	(87.9, 90.4)	52.8	(50.8, 54.8)	95.5	(94.6, 96.2)
45-64	98.0	(97.4, 98.5)	71.0	(68.4, 73.4)	83.0	(81.1, 84.7)	97.4	(96.7, 98.0)	41.7	(39.0, 44.5)	82.0	(79.1, 84.6)	54.4	(51.4, 57.4)	94.0	(92.8, 95.0)
65+	96.1	(93.9, 97.6)	73.0	(69.8, 76.0)	76.8	(73.7, 79.6)	93.5	(91.7, 94.9)	45.1	(41.8, 48.5)	70.7	(67.5, 73.7)	57.0	(53.9, 60.1)	88.4	(86.4, 90.2)
Residence																
Urban	98.5	(98.0, 98.8)	67.6	(66.0, 69.2)	83.6	(82.4, 84.8)	98.6	(98.2, 98.9)	37.7	(36.0, 39.5)	86.5	(85.1, 87.7)	53.5	(51.8, 55.1)	95.8	(95.1, 96.4)
Rural	97.0	(96.0, 97.8)	69.8	(67.7, 71.8)	80.3	(78.8, 81.8)	95.3	(93.8, 96.4)	45.8	(43.8, 47.7)	82.5	(80.7, 84.1)	53.8	(51.9, 55.8)	90.7	(89.3, 91.9)
Education																
No formal education	96.3	(95.4, 97.1)	70.1	(67.8, 72.4)	76.5	(74.4, 78.4)	92.2	(90.4, 93.6)	48.5	(45.9, 51.0)	74.5	(72.2, 76.7)	54.4	(51.9, 56.9)	86.0	(84.1, 87.7)
Primary school	98.1	(97.3, 98.7)	70.1	(67.4, 72.6)	81.0	(78.9, 83.0)	97.7	(96.7, 98.3)	43.2	(40.4, 46.1)	83.4	(80.7, 85.8)	53.3	(50.4, 56.1)	92.8	(91.3, 94.1)
Secondary school	98.7	(98.1, 99.1)	65.9	(63.4, 68.3)	83.9	(82.1, 85.6)	99.3	(98.9, 99.5)	39.8	(37.5, 42.1)	88.9	(87.0, 90.5)	51.4	(49.0, 53.6)	96.9	(96.1, 97.5)
Technical school	98.3	(96.8, 99.1)	65.6	(62.4, 68.6)	85.8	(83.0, 88.2)	99.5	(98.9, 99.7)	31.5	(28.6, 34.5)	89.7	(87.3, 91.7)	54.1	(50.9, 57.2)	98.3	(97.6, 98.8)
College and above	99.2	(97.9, 99.7)	73.1	(68.6, 77.1)	87.6	(83.8, 90.6)	99.3	(98.5, 99.7)	34.9	(30.4, 39.6)	89.6	(86.3, 92.2)	59.0	(54.3, 63.6)	97.8	(96.0, 98.8)

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[1] Includes daily and occasional (less than daily) smokers.
[2] Includes former and never smokers.

Table 9.2

Percentage of adults ≥ 15 years old who believe that breathing other people's smoke causes serious illness in non-smokers, by smoking status and selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Believe that breathing other people's smoke causes serious Illness in non-smokers					
	Overall		Current smokers[1]		Non-smokers[2]	
	Percentage (95% CI)					
Overall	96.5	(96.0, 97.0)	95.6	(93.7, 96.9)	96.7	(96.2, 97.2)
Gender						
Male	96.3	(95.5, 96.9)	95.8	(94.3, 97.0)	96.4	(95.6, 97.1)
Female	96.8	(96.1, 97.4)	94.9	(87.7, 98.0)	97.0	(96.3, 97.5)
Age						
15-24	97.0	(96.0, 97.8)	97.9	(95.7, 99.0)	96.9	(95.7, 97.7)
25-44	97.0	(96.3, 97.6)	96.7	(94.8, 98.0)	97.1	(96.3, 97.7)
45-64	96.2	(94.8, 97.1)	91.7	(84.1, 95.9)	96.9	(95.9, 97.7)
65+	94.3	(92.9, 95.4)	90.3	(80.9, 95.4)	94.7	(93.3, 95.8)
Residence						
Urban	97.0	(96.3, 97.5)	95.6	(93.4, 97.1)	97.3	(96.6, 97.8)
Rural	95.0	(94.0, 95.8)	95.7	(93.1, 97.3)	94.9	(93.9, 95.8)
Education						
No formal education	93.4	(92.0, 94.5)	92.5	(86.9, 95.8)	93.5	(92.2, 94.6)
Primary school	95.7	(94.4, 96.6)	94.7	(90.9, 96.9)	95.9	(94.6, 96.9)
Secondary school	98.2	(97.7, 98.7)	97.3	(95.2, 98.5)	98.4	(97.9, 98.9)
Technical school	97.7	(96.8, 98.4)	98.2	(95.6, 99.3)	97.6	(96.5, 98.4)
College and above	95.6	(92.2, 97.5)	89.6	(73.6, 96.4)	96.8	(93.7, 98.4)

[1] Includes daily and occasional (less than daily) smokers
[2] Includes former and never smokers.

Table 9.3

Percentage of adults ≥ 15 years old who support various anti-smoking policies, by smoking status and selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Supports ban on smoking in indoor workplaces and public places		Supports increasing taxes on cigarettes		Supports ban on all tobacco advertisements		Supports increasing size of pictorial warning label	
	Percentage (95% CI)							
Overall	93.4	(92.7, 94.1)	66.7	(65.5, 68.0)	84.0	(83.1, 84.9)	74.4	(73.2, 75.5)
Gender								
Male	92.7	(91.6, 93.6)	62.8	(60.9, 64.6)	81.8	(80.4, 83.2)	72.9	(71.2, 74.6)
Female	94.1	(93.2, 94.9)	70.4	(68.8, 71.9)	86.0	(84.8, 87.2)	75.7	(74.3, 77.2)
Age								
15-24	92.4	(90.9, 93.7)	65.6	(63.0, 68.1)	82.0	(80.0, 83.9)	78.2	(75.9, 80.2)
25-44	94.8	(93.8, 95.6)	68.6	(66.8, 70.3)	85.3	(83.9, 86.5)	77.2	(75.4, 78.9)
45-64	93.6	(92.0, 94.9)	66.8	(64.1, 69.4)	84.4	(82.4, 86.2)	71.0	(68.4, 73.4)
65+	90.0	(87.7, 92.0)	61.7	(58.3, 64.9)	83.0	(80.0, 85.6)	61.6	(58.2, 64.9)
Residence								
Urban	93.9	(93.0, 94.6)	67.5	(66.0, 69.0)	83.7	(82.6, 84.8)	75.3	(73.9, 76.7)
Rural	91.9	(90.4, 93.1)	63.9	(61.7, 66.0)	85.1	(83.5, 86.6)	70.9	(69.0, 72.8)
Education								
No formal education	90.0	(88.4, 91.5)	59.7	(57.4, 62.1)	82.7	(80.7, 84.6)	61.6	(59.1, 64.1)
Primary school	92.8	(91.0, 94.3)	65.3	(62.7, 67.9)	86.1	(84.3, 87.8)	73.0	(70.5, 75.3)
Secondary school	94.2	(93.1, 95.1)	67.0	(64.8, 69.1)	84.5	(82.8, 86.0)	78.9	(77.0, 80.6)
Technical school	95.0	(93.3, 96.3)	71.6	(69.0, 74.1)	84.0	(81.7, 86.1)	79.8	(77.2, 82.3)
College and above	94.3	(91.6, 96.1)	69.6	(65.6, 73.3)	80.9	(77.2, 84.2)	71.9	(68.0, 75.5)
Current Smokers[1]	89.7	(87.5, 91.5)	49.9	(46.5, 53.3)	79.0	(76.1, 81.6)	67.4	(64.5, 70.2)
Gender								
Male	89.5	(87.2, 91.4)	49.5	(45.7, 53.3)	78.5	(75.1, 81.5)	67.1	(63.7, 70.3)
Female	90.2	(83.9, 94.2)	51.1	(44.7, 57.5)	80.3	(74.5, 85.1)	68.4	(62.0, 74.1)
Age								
15-24	88.4	(84.1, 91.7)	45.4	(38.9, 52.0)	77.9	(72.2, 82.7)	68.8	(62.3, 74.6)
25-44	92.4	(89.9, 94.3)	51.7	(47.1, 56.3)	80.6	(76.8, 83.9)	69.0	(64.4, 73.3)
45-64	87.6	(80.0, 92.6)	54.9	(47.7, 62.0)	77.4	(69.9, 83.5)	63.3	(56.3, 69.7)
65+	80.6	(70.5, 87.8)	34.1	(23.0, 47.2)	76.9	(65.8, 85.2)	64.3	(52.7, 74.4)
Residence								
Urban	89.8	(87.4, 91.8)	49.8	(45.9, 53.6)	79.0	(75.8, 81.9)	67.4	(64.2, 70.4)
Rural	88.7	(83.5, 92.4)	50.8	(45.6, 55.9)	78.6	(73.4, 83.0)	67.7	(62.3, 72.6)

Continues/

/continuation

Education								
No formal education	83.2	(75.3, 88.9)	42.9	(34.7, 51.4)	73.4	(64.4, 80.8)	57.7	(49.8, 65.3)
Primary school	90.0	(85.5, 93.2)	51.4	(44.6, 58.3)	80.3	(74.1, 85.4)	66.8	(59.9, 73.0)
Secondary school	91.8	(88.8, 94.1)	48.8	(43.5, 54.1)	80.0	(75.6, 83.8)	72.4	(67.4, 76.9)
Technical school	90.6	(85.5, 94.0)	54.5	(47.5, 61.4)	81.5	(75.9, 86.1)	68.3	(61.7, 74.3)
College and above	86.7	(72.3, 94.2)	48.2	(37.1, 59.5)	73.6	(60.4, 83.6)	60.0	(48.3, 70.7)
Current non-smokers[2]	94.2	(93.4, 94.8)	70.0	(68.7, 71.3)	85.0	(84.0, 86.0)	75.8	(74.5, 77.0)
Gender								
Male	93.8	(92.5, 94.8)	67.2	(65.1, 69.3)	83.0	(81.2, 84.6)	74.9	(72.9, 76.8)
Female	94.5	(93.6, 95.2)	72.1	(70.5, 73.6)	86.5	(85.3, 87.7)	76.4	(74.9, 77.8)
Age								
15-24	93.2	(91.6, 94.5)	69.9	(67.1, 72.5)	82.9	(80.6, 84.9)	80.1	(77.9, 82.2)
25-44	95.4	(94.3, 96.2)	72.4	(70.5, 74.3)	86.3	(84.8, 87.7)	79.1	(77.0, 81.0)
45-64	94.6	(93.2, 95.7)	68.8	(66.0, 71.6)	85.6	(83.6, 87.3)	72.3	(69.7, 74.8)
65+	90.9	(88.4, 92.9)	64.1	(60.6, 67.5)	83.5	(80.4, 86.3)	61.4	(57.8, 64.8)
Residence								
Urban	94.8	(93.9, 95.5)	71.4	(69.9, 73.0)	84.8	(83.5, 85.9)	77.1	(75.6, 78.5)
Rural	92.2	(90.7, 93.5)	65.3	(62.9, 67.5)	85.8	(84.1, 87.4)	71.3	(69.2, 73.2)
Education								
No formal education	90.9	(89.2, 92.3)	61.8	(59.3, 64.2)	83.8	(81.9, 85.6)	62.1	(59.5, 64.6)
Primary school	93.4	(91.4, 95.1)	68.3	(65.4, 71.1)	87.4	(85.5, 89.0)	74.3	(71.6, 76.8)
Secondary school	94.7	(93.5, 95.7)	70.8	(68.4, 73.1)	85.4	(83.6, 87.1)	80.3	(78.3, 82.1)
Technical school	96.0	(94.1, 97.3)	75.3	(72.4, 78.0)	84.6	(81.9, 86.9)	82.3	(79.4, 84.9)
College and above	95.8	(93.9, 97.1)	73.9	(69.9, 77.4)	82.4	(78.4, 85.8)	74.3	(69.7, 78.3)

[1] Includes daily and occasional (less than daily) smokers.

[2] Includes former and never smokers.

Table 9.4

Percentage of adults ≥ 15 years old with knowledge about "Ley General para el Control del Tabaco", by selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Has heard about the law		Learned about the law[1]...									
			On mass media		On internet or social network		At cessation call center		At retail establishment		At bar or restaurant	
	Percentage (95% CI)											
Overall	54.2	(52.6, 55.7)	89.0	(87.8, 90.0)	24.4	(22.7, 26.1)	5.7	(4.8, 6.7)	32.2	(30.4, 34.1)	38.4	(36.6, 40.3)
Gender												
Male	53.5	(51.4, 55.5)	89.0	(87.1, 90.6)	25.5	(23.2, 27.9)	5.8	(4.6, 7.3)	34.6	(31.9, 37.4)	40.9	(38.2, 43.7)
Female	54.8	(53.0, 56.7)	88.9	(87.5, 90.3)	23.4	(21.4, 25.6)	5.6	(4.4, 6.9)	30.1	(27.9, 32.3)	36.2	(33.9, 38.5)
Age												
15-24	46.7	(43.9, 49.6)	85.3	(82.2, 88.0)	39.3	(35.4, 43.3)	6.3	(4.5, 8.8)	33.3	(29.5, 37.3)	38.0	(34.1, 42.1)
25-44	55.2	(53.2, 57.2)	89.8	(87.9, 91.3)	28.1	(25.7, 30.6)	5.1	(3.8, 6.6)	33.0	(30.5, 35.6)	39.9	(37.3, 42.5)
45-64	61.2	(58.8, 63.6)	90.7	(88.8, 92.3)	12.9	(10.9, 15.2)	6.0	(4.7, 7.7)	32.7	(29.1, 36.5)	39.2	(35.4, 43.1)
65+	50.3	(46.9, 53.6)	88.5	(84.0, 91.9)	8.1	(5.4, 12.0)	5.8	(3.4, 9.6)	24.2	(19.9, 29.2)	30.1	(25.1, 35.7)
Residence												
Urban	57.6	(55.7, 59.4)	88.6	(87.3, 89.8)	26.8	(24.8, 28.8)	6.0	(4.9, 7.2)	32.9	(30.8, 35.0)	40.8	(38.7, 43.0)
Rural	41.7	(39.6, 43.8)	90.8	(88.5, 92.7)	12.3	(10.6, 14.1)	4.1	(3.1, 5.4)	28.9	(26.0, 32.0)	26.4	(23.3, 29.7)
Education												
No formal education	41.2	(38.5, 43.8)	91.4	(89.3, 93.0)	4.1	(2.6, 6.4)	5.5	(3.9, 7.7)	27.2	(23.7, 31.0)	24.2	(20.8, 28.0)
Primary school	48.7	(45.8, 51.6)	89.8	(86.7, 92.3)	12.4	(10.2, 14.9)	6.2	(4.7, 8.1)	28.6	(25.1, 32.5)	33.3	(29.6, 37.1)
Secondary school	52.6	(50.2, 55.0)	88.9	(86.8, 90.7)	25.1	(22.2, 28.2)	5.4	(3.8, 7.7)	33.7	(30.5, 37.1)	37.6	(34.4, 41.0)
Technical school	61.8	(58.8, 64.7)	87.5	(84.9, 89.7)	35.1	(31.7, 38.7)	6.0	(4.3, 8.3)	33.4	(29.9, 37.1)	41.2	(37.6, 44.9)
College and above	72.9	(69.3, 76.2)	88.4	(85.3, 91.0)	36.8	(32.5, 41.2)	5.3	(3.6, 7.8)	36.0	(31.1, 41.2)	53.5	(48.6, 58.4)

[1] Calculated among respondents who heard about the law.

Table 9.5

Percentage of current manufactured cigarette smokers ≥ 15 years old whoselast cigarette pack purchased contained a pictorial health warning, by selected demographic characteristics - GATS Mexico, 2015

Demographic characteristics	Last pack purchased had pictorial warning label	
	Percentage (95% CI)	
Overall	88.1	(85.7, 90.1)
Gender		
Male	87.7	(84.8, 90.1)
Female	89.2	(84.7, 92.5)
Age		
15-24	91.6	(87.0, 94.7)
25-44	88.3	(84.7, 91.2)
45-64	84.8	(78.8, 89.4)
65+	76.9	(63.0, 86.6)
Residence		
Urban	90.1	(87.4, 92.2)
Rural	75.2	(69.7, 80.0)
Education		
No formal education	72.8	(65.0, 79.4)
Primary school	91.0	(86.3, 94.2)
Secondary school	88.0	(83.6, 91.4)
Technical school	91.2	(85.4, 94.9)
College and above	91.0	(82.5, 95.6)

Appendix F.

GATS Mexico 2015 MPOWER table

Indicator	Overall	Gender		Residence	
		Male	Female	Urban	Rural
M: Monitor tobacco use and prevention policies					
Current tobacco use	16.6	25.6	8.4	18.5	9.7
Current tobacco smokers	16.4	25.2	8.2	18.2	9.5
Current cigarette smokers	16.3	25.2	8.2	18.2	9.5
Current manufactured cigarette smokers	16.3	25.1	8.2	18.2	9.4
Current smokeless tobacco use	0.2	0.4	0.0	0.2	0.1
Average number of cigarettes smoked per day	7.7	8.0	6.8	7.7	7.4
Average age at daily smoking initiation (Years)	16.5	16.4	17.1	16.6	15.9
Former daily smokers among ever daily smokers	35.5	34.1	39.1	33.7	47.4
P: Protect people from tobacco smoke					
Exposure to secondhand smoke at home at least monthly	12.6	13.7	11.6	14.0	7.4
Exposure to secondhand smoke at work[†]	17.0	19.4	13.7	17.1	16.2
Exposure to secondhand smoke in public places:[†]					
Government building/offices	14.0	14.3	13.6	14.4	11.4
Health care facilities	5.2	5.6	4.9	5.6	3.6
Restaurants	24.6	23.5	25.8	25.5	17.8
Bars or night clubs	72.7	74.3	69.8	72.2	78.4
O: Offer help to quit tobacco use					
Made a quit attempt in the past 12 months[§]	56.9	57.0	56.4	57.2	54.6
Advised to quit smoking by a health care provider[§]	19.3	21.8	14.7	19.2	20.1
Attempted to quit smoking using a specific cessation method:[§]					
Pharmacotherapy	3.5	2.7	5.5	3.6	2.6
Counseling/advice	5.9	7.1	2.8	6.1	4.0
Interest in quitting smoking	78.3	78.9	76.7	77.9	81.5
W: Warn about the dangers of tobacco					
Belief that tobacco smoking causes serious illness	98.1	98.2	98.0	98.4	97.1
Belief that smoking causes stroke, heart attack and lung cancer	63.2	63.6	62.7	63.2	63.0
Belief that breathing other peoples' smoke causes serious illness	96.5	96.3	96.8	97.0	95.0
Noticed anti-cigarette smoking information at any location[†]	82.4	82.6	82.3	84.0	76.7
Thinking of quitting because of health warnings on cigarette packages	43.2	42.9	43.9	42.3	49.6
E: Enforce bans on tobacco advertising, promotion and sponsorship					
Noticed any cigarette advertisement, sponsorship or promotion[†]	53.1	56.5	49.9	56.5	40.2
R: Raise taxes on tobacco					
Average cigarette expenditure per month (MXN)	297.2	298.9	292.1	300.3	273.6
Average cost of a pack of manufactured cigarettes (MXN)	46.7	45.0	52.3	46.4	49.4
Last cigarette purchase was from a store	91.4	91.1	92.5	90.7	96.9

Notes: [†] In the last 30 days.
[§] In the last 12 months.

Appendix G.

GATS Mexico 2009 2015 comparison tables

Table 10.0

Percentage distribution of adults ≥15 years old by selected demographic characteristics – GATS Mexico 2009 and 2015

Demographic characteristic	2009			2015		
	Unweighted count	Weighted count	Percentage (95% CI)	Unweighted count	Weighted count	Percentage (95% CI)
Overall	13,617	68,776	100,0	14,664	87,559	100,0
Gender						
Male	6,160	32,780	47.7 (46.7, 48.6)	5,913	41,952	47.9 (46.8, 49.1)
Female	7,457	35,996	52.3 (51.4, 53.3)	8,751	45,607	52.1 (50.9, 53.2)
Age (years)						
15-24	2,793	19,068	27.7 (26.6, 28.9)	2,645	21,840	24.9 (23.7, 26.2)
25-44	6,030	29,165	42.4 (41.0, 43.9)	5,991	35,201	40.2 (38.9, 41.5)
45-64	3,369	15,015	21.8 (20.7, 23.1)	3,998	22,261	25.4 (24.2, 26.7)
65+	1,425	5,528	8.0 (7.2, 8.9)	2,030	8,256	9.4 (8.7, 10.2)
Residence						
Urban	7,472	53,519	77.8 (75.4, 80.0)	7,573	68,899	78.7 (78.1, 79.2)
Rural	6,145	15,257	22.2 (20.0, 24.6)	7,091	18,660	21.3 (20.8, 21.9)
Education						
No formal education	3,731	12,574	18.3 (16.9, 19.9)	3,670	13,877	15.9 (14.9, 16.9)
Primary school	3,668	16,200	23.6 (22.1, 25.2)	3,208	16,946	19.4 (18.3, 20.6)
Secondary school	3,743	22,027	32.1 (30.5, 33.7)	4,302	28,647	32.8 (31.5, 34.1)
Technical school	1,676	11,543	16.8 (15.6, 18.1)	2,304	18,373	21.1 (19.9, 22.2)
College and above	773	6,284	9.2 (7.7, 10.8)	1,113	9,424	10.8 (9.6, 12.1)

Table 10.1

Percentage of adults ≥15 years old, by detailed smoking status and gender – GATS Mexico 2009 and 2015

Smoking status	2009	2015	Relative change
	Percentage (95% CI)		
Overall			
Current tobacco smoker	15.9 (14.8, 17.1)	16.4 (15.4, 17.3)	2.8
Daily smoker	7.6 (6.8, 8.3)	7.6 (6.9, 8.3)	0.5
Occasional smoker	8.4 (7.6, 9.2)	8.8 (8.1, 9.5)	4.9
Occasional smoker, formerly daily	2.9 (2.5, 3.3)	2.9 (2.5, 3.4)	1.9
Occasional smoker, never daily	5.5 (4.9, 6.2)	5.8 (5.3, 6.5)	6.5
Non-smoker	84.1 (82.9, 85.2)	83.6 (82.7, 84.6)	-0.5
Former daily smoker	4.9 (4.4, 5.5)	5.8 (5.2, 6.4)	18.0*
Never daily smoker	79.2 (78.0, 80.4)	77.9 (76.8, 78.9)	-1.7
Former occasional smoker	9.8 (8.9, 10.6)	11.7 (10.8, 12.5)	19.5*
Never smoker	69.4 (68.0, 70.9)	66.2 (64.9, 67.5)	-4.6*
Male			
Current tobacco smoker	24.8 (23.2, 26.6)	25.2 (23.6, 26.9)	1.4
Daily smoker	11.8 (10.7, 13.1)	11.9 (10.7, 13.2)	0.7
Occasional smoker	13.0 (11.9, 14.3)	13.3 (12.1, 14.6)	2.1
Occasional smoker, formerly daily	4.6 (3.9, 5.4)	4.3 (3.6, 5.1)	-6.4
Occasional smoker, never daily	8.4 (7.5, 9.4)	9.0 (8.0, 10.1)	6.7
Non-smoker	75.2 (73.4, 76.8)	74.8 (73.1, 76.4)	-0.5
Former daily smoker	7.6 (6.7, 8.6)	8.4 (7.4, 9.5)	10.5
Never daily smoker	67.6 (65.9, 69.3)	66.5 (64.7, 68.2)	-1.7
Former occasional smoker	13.5 (12.2, 14.9)	13.6 (12.3, 14.9)	0.6
Never smoker	54.1 (52.1, 56.1)	52.9 (50.9, 54.9)	-2.3
Female			
Current tobacco smoker	7.8 (6.7, 9.1)	8.2 (7.3, 9.3)	5.7
Daily smoker	3.7 (3.0, 4.6)	3.6 (3.0, 4.4)	-1.3
Occasional smoker	4.1 (3.4, 5.0)	4.6 (3.9, 5.4)	12.0
Occasional smoker, formerly daily	1.3 (1.0, 1.7)	1.6 (1.3, 2.1)	27.6
Occasional smoker, never daily	2.8 (2.3, 3.5)	3.0 (2.4, 3.7)	4.9
Non-smoker	92.2 (90.9, 93.3)	91.8 (90.7, 92.7)	-0.5
Former daily smoker	2.5 (2.0, 3.0)	3.4 (2.8, 4.1)	37.9*
Never daily smoker	89.8 (88.4, 90.9)	88.4 (87.1, 89.5)	-1.5
Former occasional smoker	6.4 (5.5, 7.3)	9.9 (8.8, 11.1)	55.8*
Never smoker	83.4 (81.7, 84.9)	78.5 (76.8, 80.0)	-5.9*

* $p<0.05$
NOTE: Current use includes both daily and occasional (less than daily) use.
Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).
The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.2

Percentage of adults ≥15 years old who are current smokers of various smoked tobacco products, by selected demographic characteristics – GATS Mexico 2009 and 2015

Demographic characteristics	2009					2015					Relative change				
	Any smoked tobacco product	Any cigarette[1]	Type of cigarette		Other smoked tobacco[2]	Any smoked tobacco product	Any cigarette[1]	Type of cigarette		Other smoked tobacco[2]	Any smoked tobacco product	Any cigarette[1]	Type of cigarette		Other smoked tobacco[2]
			Manufactured	Hand-rolled				Manufactured	Hand-rolled				Manufactured	Hand-rolled	
	Percentage (95% CI)														
Overall	15.9 (14.8, 17.1)	15.6 (14.5, 16.8)	15.6 (14.5, 16.8)	0.3 (0.2, 0.5)	0.4 (0.2, 0.6)	16.4 (15.4, 17.3)	16.3 (15.4, 17.3)	16.3 (15.4, 17.3)	0.6 (0.4, 1.0)	0.7 (0.5, 1.0)	2.8	4.7	4.6	87.1	87.5
Gender															
Male	24.8 (23.2, 26.6)	24.5 (22.8, 26.2)	24.5 (22.8, 26.2)	0.5 (0.3, 0.9)	0.6 (0.3, 1.1)	25.2 (23.6, 26.9)	25.2 (23.6, 26.9)	25.1 (23.5, 26.8)	1.0 (0.6, 1.7)	1.1 (0.7, 1.6)	1.4	2.8	2.6	93.9	83.0
Female	7.8 (6.7, 9.1)	7.5 (6.4, 8.8)	7.5 (6.4, 8.8)	0.2 (0.1, 0.3)	0.2 (0.1, 0.4)	8.2 (7.3, 9.3)	8.2 (7.3, 9.3)	8.2 (7.3, 9.3)	0.3 (0.1, 0.6)	0.3 (0.2, 0.6)	5.7	9.4	9.5	66.6	100.9
Age (years)															
15-24	16.8 (14.8, 19.0)	16.7 (14.7, 18.8)	16.7 (14.7, 18.8)	0.3 (0.1, 0.7)	0.9 (0.4, 1.7)	17.4 (15.5, 19.5)	17.4 (15.5, 19.5)	17.4 (15.5, 19.5)	0.9 (0.5, 1.7)	1.0 (0.6, 1.7)	3.8	4.7	4.7	218.8	13.3
25-44	17.0 (15.6, 18.4)	16.6 (15.3, 18.0)	16.6 (15.3, 18.0)	0.4 (0.3, 0.8)	0.2 (0.1, 0.4)	18.7 (17.2, 20.4)	18.7 (17.1, 20.4)	18.7 (17.1, 20.4)	0.6 (0.3, 1.1)	0.8 (0.5, 1.3)	10.4	12.9*	12.9*	36.7	384.8*
45-64	15.6 (13.8, 17.7)	15.3 (13.5, 17.2)	15.3 (13.5, 17.2)	0.3 (0.2, 0.6)	0.3 (0.1, 0.7)	14.6 (12.8, 16.5)	14.6 (12.8, 16.5)	14.5 (12.7, 16.5)	0.5 (0.2, 1.0)	0.3 (0.1, 0.7)	-6.9	-4.6	-5.0	47.0	-16.5
65+	8.0 (6.4, 9.9)	7.9 (6.3, 9.8)	7.8 (6.2, 9.7)	0.1 (0.0, 0.3)	0 -	8.2 (6.5, 10.2)	8.2 (6.5, 10.2)	8.1 (6.5, 10.2)	0.6 (0.1, 3.1)	0.8 (0.2, 3.0)	2.3	3.7	4.6	564.5	
Residence															
Urban	17.3 (16.0, 18.7)	17.0 (15.7, 18.4)	17.0 (15.7, 18.4)	0.4 (0.2, 0.6)	0.4 (0.3, 0.8)	18.2 (17.0, 19.4)	18.2 (17.0, 19.4)	18.2 (17.0, 19.4)	0.7 (0.4, 1.1)	0.8 (0.6, 1.2)	5.2	7.2	7.2	87.0	81.8
Rural	11.0 (9.7, 12.4)	10.8 (9.6, 12.2)	10.8 (9.5, 12.2)	0.2 (0.1, 0.5)	0.1 (0.1, 0.2)	9.5 (8.6, 10.6)	9.5 (8.5, 10.6)	9.4 (8.5, 10.5)	0.5 (0.3, 0.7)	0.3 (0.2, 0.4)	-13.4*	-11.9	-12.6*	84.0	148.6
Education															
No formal education	11.4 (9.8, 13.3)	11.3 (9.7, 13.2)	11.3 (9.6, 13.2)	0.4 (0.2, 0.8)	0.1 (0.0, 0.5)	10.9 (9.3, 12.6)	10.9 (9.3, 12.6)	10.7 (9.2, 12.5)	0.2 (0.1, 0.6)	0.2 (0.0, 0.8)	-4.8	-4.1	-4.8	-36.5	37.2
Primary school	15.1 (13.4, 17.1)	14.6 (12.9, 16.5)	14.6 (12.9, 16.5)	0.3 (0.1, 0.5)	0.3 (0.1, 1.4)	17.4 (15.5, 19.5)	17.4 (15.5, 19.5)	17.4 (15.5, 19.5)	0.5 (0.3, 1.0)	0.4 (0.2, 0.8)	15.2	19.1*	19.1*	102.8	25.5
Secondary school	17.3 (15.5, 19.2)	16.9 (15.2, 18.8)	16.9 (15.2, 18.8)	0.4 (0.2, 0.8)	0.3 (0.1, 0.8)	17.5 (15.8, 19.3)	17.5 (15.8, 19.3)	17.5 (15.8, 19.3)	0.9 (0.5, 1.7)	0.8 (0.4, 1.4)	1.1	3.2	3.2	158.5	135.2
Technical school	18.2 (15.7, 21.1)	18.1 (15.6, 20.9)	18.1 (15.6, 20.9)	0.3 (0.1, 0.6)	0.8 (0.4, 1.7)	17.6 (15.6, 19.9)	17.6 (15.6, 19.9)	17.6 (15.6, 19.9)	0.8 (0.4, 1.8)	0.8 (0.4, 1.7)	-3.2	-2.5	-2.5	229.6	0.4
College and above	18.1 (14.8, 22.1)	17.9 (14.5, 21.8)	17.9 (14.5, 21.8)	0.7 (0.3, 1.9)	0.4 (0.1, 1.4)	16.8 (14.0, 20.1)	16.8 (13.9, 20.1)	16.8 (13.9, 20.1)	0.3 (0.1, 1.0)	1.5 (0.8, 3.1)	-7.3	-6.0	-6.1	-51.5	331.9

* p<0.05

[1] Includes manufactured and hand rolled cigarettes.

[2] Includes pipes, cigars/cheroots/ciagarillos, waterpipes and any other reported smoking tobacco products.

NOTE: Current use includes both daily and occasional (less than daily) use.

Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.3

Percentage of adults ≥15 years old who are current, daily or occasional smokers, by selected demographic characteristics– GATS Mexico 2009 and 2015

Demographic characteristic	Smoking frequency								
	2009			2015			Relative change		
	Daily	Occasional[1]	Non-smoker	Daily	Occasional[1]	Non-smoker	Daily	Occasional[1]	Non-smoker
	Percentage (95% CI)								
Overall	7.6 (6.8, 8.3)	8.4 (7.6, 9.2)	84.1 (82.9, 85.2)	7.6 (6.9, 8.3)	8.8 (8.1, 9.5)	83.6 (82.7, 84.6)	0.5	4.9	-0.5
Gender									
Male	11.8 (10.7, 13.1)	13.0 (11.9, 14.3)	75.2 (73.4, 76.8)	11.9 (10.7, 13.2)	13.3 (12.1, 14.6)	74.8 (73.1, 76.4)	0.7	2.1	-0.5
Female	3.7 (3.0, 4.6)	4.1 (3.4, 5.0)	92.2 (90.9, 93.3)	3.6 (3.0, 4.4)	4.6 (3.9, 5.4)	91.8 (90.7, 92.7)	-1.3	12	-0.5
Age (years)									
15-24	6.5 (5.1, 8.2)	10.3 (8.8, 12.0)	83.2 (81.0, 85.2)	6.4 (5.2, 7.8)	11.1 (9.5, 12.9)	82.6 (80.5, 84.5)	-2.1	7.5	-0.8
25-44	7.4 (6.5, 8.4)	9.6 (8.7, 10.6)	83.0 (81.6, 84.4)	8.1 (7.1, 9.4)	10.6 (9.4, 11.9)	81.3 (79.6, 82.8)	10.6	10.2	-2.1
45-64	10.0 (8.6, 11.5)	5.7 (4.5, 7.1)	84.4 (82.3, 86.2)	8.7 (7.3, 10.5)	5.8 (4.8, 7.0)	85.4 (83.5, 87.2)	-12.1	2.3	1.3
65+	5.6 (4.2, 7.5)	2.3 (1.7, 3.3)	92.0 (90.1, 93.6)	5.3 (4.0, 7.0)	2.9 (1.8, 4.4)	91.8 (89.8, 93.5)	-6.2	22.9	-0.2
Residence									
Urban	8.5 (7.6, 9.4)	8.8 (7.9, 9.9)	82.7 (81.3, 84.0)	8.6 (7.8, 9.6)	9.5 (8.7, 10.5)	81.8 (80.6, 83.0)	2.1	8.1	-1.1
Rural	4.3 (3.6, 5.3)	6.7 (5.8, 7.6)	89.0 (87.6, 90.3)	3.7 (3.1, 4.3)	5.9 (5.1, 6.7)	90.5 (89.4, 91.4)	-15.5	-11.9	1.7*
Education									
No formal education	6.4 (5.0, 8.1)	5.1 (4.2, 6.1)	88.6 (86.7, 90.2)	5.4 (4.4, 6.5)	5.5 (4.4, 6.9)	89.1 (87.4, 90.7)	-15.6	8.9	0.6
Primary school	7.6 (6.4, 9.1)	7.5 (6.4, 8.7)	84.9 (82.9, 86.6)	9.1 (7.6, 10.9)	8.3 (6.9, 10.1)	82.6 (80.5, 84.5)	18.9	11.4	-2.7*
Secondary school	8.1 (6.9, 9.5)	9.2 (7.9, 10.6)	82.7 (80.8, 84.5)	7.7 (6.5, 9.0)	9.8 (8.5, 11.2)	82.5 (80.7, 84.2)	-5.2	6.8	-0.2
Technical school	7.8 (6.3, 9.6)	10.4 (8.5, 12.6)	81.8 (78.9, 84.3)	7.1 (5.9, 8.7)	10.5 (8.9, 12.4)	82.4 (80.1, 84.4)	-8.6	0.9	0.7
College and above	7.4 (5.0, 10.8)	10.7 (8.2, 14.0)	81.9 (77.9, 85.2)	8.7 (6.3, 12.0)	8.1 (6.4, 10.2)	83.2 (79.9, 86.0)	17.9	-24.7*	1.6

* $p<0.05$

[1] Occasional refers to less than daily use.

NOTE: Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.4

Average number of cigarettes smoked per day for daily cigarette smokers, by selected demographic characteristics – GATS Mexico 2009 and 2015

Demographics characteristics	2009	2015	Relative change
	Number (95% CI)		
Overall	9.4 (8.1, 10.7)	7.7 (7.1, 8.3)	-18.0*
Gender			
Male	9.7 (8.5, 11.0)	8.0 (7.2, 8.7)	-18.0*
Female	8.4 (6.1, 10.7)	6.8 (5.9, 7.8)	-18.6
Age (years)			
15-24	6.7 (5.7, 7.7)	6.7 (5.4, 8.0)	-0.3
25-44	9.4 (7.8, 10.9)	7.5 (6.6, 8.4)	-19.7*
45-64	11.7 (9.0, 14.4)	8.6 (7.3, 9.9)	-26.2*
65+	9.5 (7.8, 11.2)	8.1 (5.9, 10.2)	-14.9
Residence			
Urban	9.4 (8.0, 10.9)	7.7 (7.1, 8.4)	-17.9*
Rural	9.2 (8.0, 10.5)	7.4 (6.3, 8.5)	-20.0*
Education			
No formal education	12.3 (8.0, 16.5)	9.7 (7.1, 12.2)	-21.0
Primary school	10.8 (7.2, 14.4)	8.3 (6.9, 9.6)	-23.5
Secondary school	7.8 (6.8, 8.8)	7.1 (6.2, 8.0)	-8.5
Technical school	8.7 (6.5, 10.8)	7.6 (6.4, 8.9)	-12.3
College and above	8.2 (6.4, 9.9)	6.6 (5.1, 8.1)	-18.8

* $p<0.05$
NOTE: Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).
The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.5

Percentage distribution of age at initiation among ever daily smokers 20-34 years old, by selected demographic characteristics – GATS Mexico 2009 and 2015

Demographic characteristic	Age at smoking Initiation (years)[1]											
	2009				2015				Relative change			
	<15	15-17	18-19	20+	<15	15-17	18-19	20+	<15	15-16	17-19	20+
	Percentage (95% CI)											
Overall	23.4 (18.7, 28.9)	27.8 (23.8, 32.3)	34.3 (27.3, 42.0)	14.5 (10.8, 19.3)	22.1 (18.2, 26.6)	33.0 (27.7, 38.8)	30.1 (25.3, 35.3)	14.8 (10.9, 19.7)	-5.3	18.6	-12.3	2.0
Gender												
Male	23.5 (17.8, 30.3)	29.4 (24.3, 35.1)	33.5 (25.2, 43.0)	13.7 (9.5, 19.2)	22.8 (18.2, 28.2)	36.0 (29.3, 43.3)	27.2 (21.6, 33.7)	14.0 (9.3, 20.4)	-2.8	22.5	-18.7	2.2
Female	23.1 (16.8, 30.9)	23.2 (16.3, 31.9)	36.6 (26.5, 48.0)	17.1 (9.8, 28.1)	20.2 (14.0, 28.4)	24.5 (16.8, 34.2)	38.1 (29.3, 47.7)	17.2 (11.6, 24.8)	-12.6	5.5	4.0	0.9
Residence												
Urban	23.3 (18.1, 29.4)	27.8 (23.4, 32.6)	34.8 (27.1, 43.4)	14.1 (10.1, 19.5)	21.0 (16.9, 25.9)	33.8 (28.1, 40.1)	29.8 (24.8, 35.4)	15.3 (11.2, 20.7)	-9.7	21.9	-14.5	8.6
Rural	24.1 (16.9, 33.0)	28.4 (19.6, 39.3)	29.8 (21.2, 40.1)	17.7 (11.7, 25.8)	34.5 (24.3, 46.4)	23.4 (16.3, 32.4)	33.2 (22.8, 45.6)	8.9 (5.2, 14.7)	43.4	-17.7	11.4	-49.9*

*$p<0.05$

NOTE: Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.6

Average age at initiation among ever daily smokers 20-34 years old, by selected demographic characteristics – GATS Mexico 2009 and 2015

Demographic characteristic	Average age at smoking initiation (years)		
	2009	2015	Relative change
	Number (95% CI)		
Overall	16.5 (16.2, 16.9)	16.5 (16.2, 16.9)	0.1
Gender			
Male	16.4 (16.0, 16.9)	16.4 (15.9, 16.8)	-0.5
Female	16.8 (16.0, 17.6)	17.1 (16.5, 17.7)	1.8
Residence			
Urban	16.5 (16.1, 16.9)	16.6 (16.2, 17.0)	0.4
Rural	16.4 (15.9, 17.0)	15.9 (15.3, 16.5)	-3.2

* p<0.05
NOTE: Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).
The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.7

Percentage of adults and ever daily smokers ≥15 years old who are former daily smokers (current non-smokers), by selected demographic characteristics – GATS Mexico 2009 and 2015

Demographic characteristic	Former daily smokers (among all adults)[1]			Former daily smokers (among ever daily smokers)[1,2]		
	2009	2015	Relative change	2009	2015	Relative change
	Percentage (95% CI)					
Overall	4.9 (4.4, 5.5)	5.8 (5.2, 6.4)	18.0*	32.0 (28.9, 35.2)	35.5 (32.4, 38.6)	10.9
Gender						
Male	7.6 (6.7, 8.6)	8.4 (7.4, 9.5)	10.5	31.6 (28.3, 35.0)	34.1 (30.4, 38.0)	7.9
Female	2.5 (2.0, 3.0)	3.4 (2.8, 4.1)	37.9*	33.1 (27.3, 39.6)	39.1 (33.5, 45.1)	18.1
Age (years)						
15-24	1.3 (0.8, 1.9)	2.4 (1.7, 3.3)	87.0*	11.4 (7.3, 17.3)	19.4 (14.2, 25.9)	70.5
25-44	4.0 (3.2, 4.9)	4.6 (3.8, 5.6)	14.7	26.9 (22.4, 32.0)	28.5 (23.9, 33.5)	5.9
45-64	8.2 (6.9, 9.6)	8.2 (6.8, 9.8)	0.5	41.4 (36.4, 46.7)	42.9 (36.6, 49.4)	3.6
65+	13.3 (10.9, 16.1)	13.3 (11.1, 15.8)	0.1	66.3 (58.8, 73.0)	66.3 (59.2, 72.8)	0
Residence						
Urban	5.1 (4.4, 5.8)	6.1 (5.4, 6.9)	19.5*	30.5 (27.1, 34.2)	33.7 (30.3, 37.3)	10.4
Rural	4.2 (3.6, 5.0)	4.7 (4.0, 5.5)	10.2	39.8 (35.3, 44.5)	47.4 (42.1, 52.8)	19.1*
Education						
No formal education	7.8 (6.7, 9.1)	7.9 (6.5, 9.6)	1.5	49.0 (43.0, 55.0)	50.5 (43.8, 57.1)	3
Primary school	6.1 (5.0, 7.3)	6.5 (4.9, 8.7)	7.2	37.4 (31.6, 43.6)	35.2 (27.8, 43.4)	-6
Secondary school	3.2 (2.5, 4.0)	4.5 (3.7, 5.5)	41.2*	22.1 (17.9, 26.9)	29.8 (24.9, 35.3)	35.3*
Technical school	2.9 (2.0, 4.2)	4.4 (3.2, 5.9)	50.1	20.4 (14.2, 28.5)	29.8 (22.8, 37.7)	45.8
College and above	5.7 (4.0, 8.0)	7.4 (5.5, 9.9)	30.4	34.4 (24.9, 45.4)	38.5 (29.6, 48.2)	11.9

* $p<0.05$

[1] Current non-smokers.

[2] Also known as the quit ratio for daily smoking.

NOTE: Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.8

Percentage of smokers ≥15 years old who made a quit attempt in the past 12 months, by selected demographic characteristics – GATS Mexico 2009 and 2015

Demographic characteristic	Made quit attempt[1]		
	2009	2015	Relative change
	Percentage (95% CI)		
Overall	49.9 (46.9, 53.0)	56.9 (54.0, 59.7)	13.8*
Gender			
Male	47.2 (43.6, 50.9)	57.0 (53.6, 60.4)	20.8*
Female	57.4 (51.3, 63.2)	56.4 (50.5, 62.1)	-1.7
Age (years)			
15-24	54.9 (49.2, 60.5)	66.0 (60.2, 71.4)	20.2*
25-44	49.9 (45.8, 54.0)	55.7 (51.4, 59.8)	11.5*
45-64	42.0 (36.1, 48.1)	47.8 (41.7, 54.1)	13.9
65+	52.3 (43.4, 61.0)	54.7 (43.0, 65.9)	4.6
Residence			
Urban	48.7 (45.3, 52.1)	57.2 (53.9, 60.4)	17.5*
Rural	56.7 (52.5, 60.8)	54.6 (50.5, 58.7)	-3.7
Education			
No formal education	51.1 (44.6, 57.6)	55.3 (47.9, 62.5)	8.3
Primary school	49.8 (43.5, 56.2)	56.8 (50.4, 63.1)	14.1
Secondary school	53.3 (48.0, 58.6)	58.6 (53.7, 63.3)	9.9
Technical school	47.2 (41.1, 53.4)	53.5 (47.1, 59.9)	13.4
College and above	41.6 (30.5, 53.5)	59.8 (50.0, 69.0)	44.0*

* $p<0.05$

[1] Among current smokers and former smokers who have been abstinent for less than 12 months.

NOTE: Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.9

Percentage of smokers ≥15 years old who received health care provider assistance in the past 12 months, by selected demographic characteristics – GATS Mexico 2009 and 2015

Demographic characteristic	Health care provider assistance					
	2009		2015		Relative change	
	Asked by HCP if a smoker[1,2]	Advised to quit by HCP[1,2]	Asked by HCP if a smoker[1,2]	Advised to quit by HCP[1,2]	Asked by HCP if a smoker[1,2]	Advised to quit by HCP[1,2]
	Percentage (95% CI)					
Overall	64.5 (59.0, 69.6)	17.2 (12.2, 23.6)	70.5 (65.9, 74.7)	19.3 (15.7, 23.5)	9.3	12.1
Gender						
Male	64.3 (57.5, 70.5)	17.8 (11.1, 27.3)	70.9 (65.5, 75.7)	21.8 (17.0, 27.5)	10.3	22.5
Female	64.8 (54.7, 73.8)	15.9 (10.0, 24.4)	69.8 (61.5, 76.9)	14.7 (10.3, 20.4)	7.6	-7.9
Age (years)						
15-24	56.7 (46.1, 66.8)	15.7 (8.2, 28.2)	65.7 (55.6, 74.5)	20.1 (13.1, 29.6)	15.7	28
25-44	67.1 (58.5, 74.7)	15.5 (9.3, 24.7)	70.2 (63.4, 76.3)	19.8 (14.0, 27.3)	4.6	27.8
45-64	66.1 (52.5, 77.5)	20.8 (13.4, 30.9)	74.9 (66.7, 81.7)	16.2 (10.7, 23.9)	13.3	-22.1
65+	76.9 (63.6, 86.4)	24.1 (13.1, 40.0)	73.7 (52.4, 87.7)	24.2 (12.3, 42.0)	-4.2	0.4
Residence						
Urban	66.2 (59.8, 72.1)	17.4 (11.7, 24.9)	71.5 (66.5, 76.0)	19.2 (15.2, 23.8)	7.9	10.3
Rural	54.9 (46.5, 63.0)	16.1 (10.5, 23.8)	61.9 (53.4, 69.7)	20.1 (14.6, 27.1)	12.7	25
Education						
No formal education	66.8 (55.9, 76.2)	24.8 (16.1, 36.0)	71.3 (60.1, 80.4)	15.3 (9.2, 24.4)	6.7	-38.1*
Primary school	66.8 (56.0, 76.0)	17.9 (9.3, 31.5)	70.3 (59.9, 79.0)	22.1 (14.3, 32.6)	5.3	23.8
Secondary school	66.2 (56.7, 74.5)	18.8 (11.2, 29.7)	74.4 (66.5, 81.0)	20.6 (14.6, 28.4)	12.5	10.1
Technical school	54.1 (43.5, 64.4)	16.0 (8.3, 28.5)	65.9 (55.1, 75.3)	14.0 (8.8, 21.6)	21.8	-12.2
College and above	73.3 (58.0, 84.6)	3.8 (0.9, 14.9)	69.4 (56.8, 79.6)	23.7 (14.1, 37.0)	-5.4	529.3

* $p<0.05$

[1] Among current smokers and former smokers who have been abstinent for less than 12 months, and who visited a HCP during the past 12 months.

[2] HCP = health care provider.

NOTE: Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.10

Percentage of smokers ≥15 years old who attempted to quit smoking in the past 12 months, by cessation methods used and selected demographic characteristics - GATS Mexico, 2009 and 2015

Demographic characteristic	Use of cessation method[1]					
	2009		2015		Relative change	
	Pharmacotherapy[2]	Counseling/Advice[3]	Pharmacotherapy[2]	Counseling/Advice[3]	Pharmacotherapy[2]	Counseling/Advice[3]
	Percentage (95% CI)					
Overall	6.1 (4.4, 8.4)	3.0 (2.0, 4.6)	3.5 (2.4, 4.9)	5.9 (4.1, 8.5)	-43.3*	93.8*
Gender						
Male	4.7 (3.3, 6.7)	3.3 (2.0, 5.5)	2.7 (1.7, 4.2)	7.1 (4.6, 10.6)	-43.2*	113.2
Female	9.3 (5.6, 15.0)	2.4 (1.1, 5.3)	5.5 (3.3, 9.3)	2.8 (1.3, 5.9)	-40.2*	16.1
Age (years)						
15-24	2.1 (0.9, 4.7)	2.2 (0.8, 6.0)	3.7 (1.9, 7.0)	5.8 (3.0, 10.9)	76.8	163.9
25-44	7.8 (4.8, 12.3)	3.2 (1.6, 6.2)	2.6 (1.4, 4.9)	5.8 (3.0, 10.8)	-66.9*	80.1
45-64	10.4 (6.4, 16.4)	3.8 (1.9, 7.6)	5.3 (3.0, 9.2)	6.7 (3.5, 12.4)	-49.2*	74.4
65+	3.9 (1.0, 13.7)	4.7 (1.5, 13.5)	3.3 (0.9, 11.2)	4.2 (1.4, 12.4)	-15.8	-9.1
Residence						
Urban	6.9 (4.8, 9.6)	2.7 (1.6, 4.7)	3.6 (2.5, 5.3)	6.1 (4.1, 9.1)	-47.5*	125.8
Rural	2.9 (1.5, 5.4)	4.5 (2.5, 7.9)	2.6 (1.4, 4.9)	4.0 (2.4, 6.8)	-8.9	-10.0
Education						
No formal education	4.5 (1.7, 11.3)	4.8 (1.7, 12.9)	1.2 (0.4, 3.2)	2.9 (1.0, 8.0)	-73.4*	-38.6
Primary school	5.6 (3.0, 10.4)	2.3 (0.9, 5.6)	2.6 (0.9, 7.7)	6.0 (3.0, 11.6)	-53.2*	158.1
Secondary school	4.0 (2.4, 6.5)	3.1 (1.4, 6.5)	3.2 (1.9, 5.6)	6.6 (3.7, 11.4)	-18.3	116.9
Technical school	8.5 (4.7, 14.6)	3.0 (1.0, 8.5)	4.5 (2.2, 8.9)	5.4 (2.5, 11.3)	-46.6*	77.3
College and above	14.8 (6.0, 32.3)	2.2 (0.6, 8.3)	5.7 (2.5, 12.8)	6.9 (1.7, 23.7)	-61.4*	209.6

* $p<0.05$

[1] Among current smokers who made a quit attempt in the past 12 months and former smokers who have been abstinent for less than 12 months.

[2] Pharmacotherapy includes nicotine replacement therapy and prescription medications.

[3] Includes counseling at a cessation clinic and a telephone quit line/helpline.

NOTE: Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.11

Percentage distribution of current smokers ≥ 15 years old by interest in quitting smoking and selected demographic characteristics - GATS Mexico 2009 and 2015

Demographic characteristics	2009					2015					Relative change				
	Planning quit within next month	Thinking about quitting within next 12 months	Will quit someday, but not in the next 12 months	Not interested in quitting	Don't know	Planning quit within next month	Thinking about quitting within next 12 months	Will quit someday, but not in the next 12 months	Not interested in quitting	Don't know	Planning quit within next month	Thinking about quitting within next 12 months	Will quit someday, but not in the next 12 months	Not interested in quitting	Don't know
	Percentage (95% CI)														
Overall	16.7 (14.4, 19.2)	18.4 (16.0, 21.0)	37.1 (33.9, 40.4)	25.0 (21.6, 28.8)	2.8 (2.0, 4.0)	13.5 (11.5, 15.9)	21.8 (19.3, 24.6)	42.9 (39.8, 46.1)	19.1 (16.7, 21.8)	2.6 (1.7, 3.8)	-18.7*	18.6*	15.8*	-23.5*	-9.8
Gender															
Male	15.9 (13.3, 18.9)	17.9 (15.4, 20.7)	37.2 (33.1, 41.6)	27.0 (23.1, 31.2)	2.0 (1.2, 3.3)	13.7 (11.3, 16.6)	21.3 (18.5, 24.4)	43.9 (40.3, 47.5)	19.1 (16.4, 22.0)	2.1 (1.3, 3.2)	-13.7	18.8	17.9*	-29.4*	3.3
Female	18.9 (15.3, 23.1)	19.8 (15.4, 25.2)	36.7 (32.5, 41.1)	19.3 (14.4, 25.3)	5.3 (3.1, 8.7)	13.1 (9.7, 17.4)	23.4 (18.4, 29.3)	40.3 (34.4, 46.5)	19.3 (14.4, 25.4)	3.9 (1.9, 7.8)	-30.8*	17.8	9.7	0.2	-25.1
Age															
15-24	18.4 (14.7, 22.8)	20.2 (15.6, 25.8)	35.0 (29.5, 41.1)	22.6 (17.6, 28.5)	3.7 (2.1, 6.7)	19.4 (14.6, 25.4)	24.7 (19.4, 31.0)	41.1 (34.3, 48.3)	13.3 (9.6, 18.1)	1.4 (0.6, 3.4)	5.5	22.4	17.3	-41.1*	-62.9*
25-44	17.5 (13.8, 21.9)	18.2 (14.7, 22.4)	37.1 (32.3, 42.1)	24.7 (20.4, 29.7)	2.5 (1.5, 4.0)	11.4 (8.8, 14.8)	20.5 (17.1, 24.4)	46.0 (41.6, 50.4)	19.0 (15.6, 22.8)	3.1 (1.9, 5.0)	-34.6*	12.6	23.9*	-23.3*	26.0
45-64	13.5 (10.2, 17.8)	17.2 (12.6, 23.1)	39.5 (34.1, 45.2)	27.7 (22.4, 33.8)	2.0 (1.0, 4.2)	10.9 (7.5, 15.6)	21.2 (16.1, 27.3)	41.2 (35.0, 47.5)	25.1 (19.3, 32.1)	1.6 (0.8, 3.4)	-19.3	22.8	4.1	-9.3	-18.4
65+	11.3 (6.4, 19.1)	13.2 (7.8, 21.5)	39.0 (30.4, 48.3)	31.3 (23.2, 40.8)	5.2 (2.2, 11.8)	13.3 (6.1, 26.7)	21.1 (14.0, 30.6)	32.4 (22.3, 44.4)	24.7 (16.1, 35.9)	8.5 (2.1, 28.5)	18.1	60.4	-16.9	-21.3	61.9
Residence															
Urban	16.6 (14.1, 19.5)	17.9 (15.2, 20.9)	36.8 (33.1, 40.7)	26.0 (22.1, 30.4)	2.8 (1.9, 4.1)	13.5 (11.2, 16.2)	21.5 (18.6, 24.6)	42.8 (39.4, 46.4)	19.8 (17.1, 22.8)	2.4 (1.5, 3.7)	-18.4*	20.4	16.4*	-24.0*	-14.1
Rural	17.1 (14.0, 20.7)	21.4 (17.7, 25.7)	38.7 (34.2, 43.4)	19.5 (15.8, 23.7)	3.3 (1.9, 5.8)	13.7 (10.6, 17.4)	24.1 (20.0, 28.7)	43.7 (38.6, 48.9)	14.6 (11.8, 17.9)	4.0 (2.5, 6.3)	-20.1	12.7	12.8	-25.0*	18.7
Education															
No formal education	11.0 (7.4, 16.2)	18.0 (12.8, 24.9)	41.3 (35.0, 47.8)	26.5 (20.5, 33.5)	3.2 (1.8, 5.7)	8.4 (5.0, 13.8)	20.4 (15.2, 26.7)	44.1 (36.7, 51.8)	24.4 (18.3, 31.7)	2.7 (1.3, 5.6)	-23.8	13.0	7.0	-8.0	-15.2
Primary school	18.5 (14.6, 23.1)	18.1 (13.5, 23.8)	35.0 (29.4, 41.0)	24.4 (19.2, 30.5)	4.0 (2.2, 7.0)	9.7 (6.8, 13.6)	23.6 (17.9, 30.4)	46.3 (39.5, 53.2)	17.5 (13.2, 22.8)	2.9 (1.2, 7.0)	-47.4*	30.1	32.1*	-28.3*	-25.9
Secondary school	16.5 (13.0, 20.7)	21.1 (17.6, 25.2)	36.0 (30.9, 41.4)	24.7 (19.6, 30.6)	1.6 (0.8, 3.3)	14.5 (11.0, 18.8)	22.3 (18.3, 26.9)	41.7 (36.6, 47.1)	19.1 (15.1, 23.8)	2.3 (1.3, 4.2)	-12.3	5.6	15.9	-22.6*	41.7
Technical school	19.5 (14.4, 25.9)	18.1 (13.8, 23.4)	35.5 (28.6, 43.1)	23.6 (16.9, 31.9)	3.4 (1.7, 6.7)	16.9 (12.1, 23.2)	21.0 (16.5, 26.3)	43.5 (37.0, 50.2)	15.8 (11.6, 21.1)	2.8 (1.1, 7.3)	-13.3	16.1	22.6	-33.1*	-16.1
College and above	15.3 (9.1, 24.5)	11.0 (5.3, 21.2)	42.9 (31.9, 54.6)	27.8 (17.5, 41.1)	3.1 (1.1, 8.2)	16.0 (10.0, 24.5)	20.4 (12.7, 31.1)	37.9 (28.0, 48.8)	23.9 (14.6, 36.5)	2.0 (0.9, 4.3)	4.5	85.8	-11.6	-14.2	-37.1

* $p<0.05$

NOTE: Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.12

Percentage of adults ≥15 years old who work indoors and are exposed to tobacco smoke at work, by smoking status and selected demographic characteristics – GATS Mexico 2009 and 2015

Demographic characteristic	Adults exposed to tobacco smoke at work[1]					
	2009		2015		Relative change	
	Overall	Non-smokers	Overall	Non-smokers	Overall	Non-smokers
	Percentage (95% CI)					
Overall	18.6 (16.7, 20.6)	16.4 (14.5, 18.4)	17.0 (15.1, 19.2)	15.9 (13.8, 18.3)	-8.4	-2.9
Gender						
Male	22.2 (19.7, 24.9)	19.3 (16.7, 22.2)	19.4 (16.6, 22.5)	17.3 (14.3, 20.9)	-12.5	-10.3
Female	13.7 (11.1, 16.7)	13.1 (10.6, 16.2)	13.7 (11.2, 16.7)	14.3 (11.5, 17.6)	0.4	8.7
Age (years)						
15-24	21.6 (17.6, 26.3)	17.0 (12.8, 22.2)	17.3 (13.2, 22.3)	16.3 (11.8, 22.2)	-20.0	-3.9
25-44	16.4 (14.1, 18.9)	14.9 (12.5, 17.8)	17.2 (14.6, 20.2)	16.5 (13.7, 19.8)	5.3	10.5
45-64	21.0 (16.8, 26.0)	19.3 (15.1, 24.4)	15.2 (11.5, 19.8)	13.1 (9.3, 18.2)	-27.8*	-32.0*
65+	22.1 (12.2, 36.6)	21.9 (12.5, 35.4)	28.1 (16.6, 43.4)	25.6 (13.7, 42.5)	27.3	16.8
Residence						
Urban	18.7 (16.6, 20.9)	16.1 (14.1, 18.4)	17.1 (15.0, 19.4)	16.3 (14.0, 18.9)	-8.3	1.5
Rural	17.9 (14.2, 22.3)	18.6 (14.7, 23.3)	16.2 (12.5, 20.7)	11.6 (8.9, 15.0)	-9.7	-37.3*
Education						
No formal education	20.0 (13.5, 28.5)	17.1 (11.1, 25.3)	26.6 (18.2, 37.1)	17.1 (10.3, 27.2)	33.0	0.3
Primary school	19.3 (14.9, 24.6)	15.7 (11.4, 21.2)	23.2 (18.4, 28.7)	21.1 (15.6, 28.0)	19.8	34.5
Secondary school	20.2 (17.4, 23.3)	18.3 (15.0, 22.2)	17.5 (14.3, 21.3)	16.4 (12.8, 20.7)	-13.0	-10.6
Technical school	19.1 (14.9, 24.0)	16.9 (12.2, 22.9)	16.6 (12.8, 21.2)	16.4 (12.0, 22.0)	-13.0	-3.1
College and above	15.3 (11.4, 20.1)	13.7 (10.2, 18.2)	11.8 (8.5, 16.1)	12.2 (8.4, 17.2)	-22.9	-11.5

* $p<0.05$

[1] In the past 30 days. Among those respondents who work outside of the home who usually work indoors.

NOTE: The values shown for 2009 differ from the values in the 2009 Country Report because they included people who had an enclosed area at work in 2009.

Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.13

Percentage of adults ≥15 years old who are exposed to tobacco smoke at home at least monthly, by smoking status and selected demographic characteristics – GATS Mexico 2009 and 2015

Demographic characteristic	Adults exposed to tobacco smoke at home[1]					
	2009		2015		Relative change	
	Overall	Non-smokers	Overall	Non-smokers	Overall	Non-smokers
	Percentage (95% CI)					
Overall	17.3 (15.7, 19.1)	14.1 (12.9, 15.5)	12.6 (11.7, 13.6)	9.5 (8.6, 10.4)	-27.4*	-33.1*
Gender						
Male	17.2 (15.0, 19.7)	13.3 (11.3, 15.5)	13.7 (12.3, 15.1)	9.7 (8.3, 11.2)	-20.6*	-26.9*
Female	17.4 (15.6, 19.4)	14.8 (13.2, 16.5)	11.6 (10.4, 12.8)	9.3 (8.2, 10.5)	-33.5*	-37.2*
Age (years)						
15-24	18.9 (16.7, 21.3)	17.3 (15.4, 19.4)	14.0 (12.2, 16.0)	11.9 (10.0, 14.1)	-26.0*	-31.2*
25-44	17.0 (15.0, 19.1)	13.3 (11.6, 15.2)	12.2 (11.0, 13.6)	9.1 (8.0, 10.4)	-27.8*	-31.6*
45-64	17.1 (15.1, 19.3)	13.0 (11.1, 15.2)	12.8 (11.0, 15.0)	8.6 (7.0, 10.5)	-25.0*	-33.7*
65+	14.5 (12.0, 17.3)	11.1 (8.9, 13.7)	9.6 (7.6, 12.2)	7.2 (5.2, 9.7)	-33.3*	-35.3*
Residence						
Urban	18.9 (17.0, 21.0)	15.5 (14.0, 17.2)	14.0 (12.9, 15.2)	10.5 (9.4, 11.7)	-26.1*	-32.6*
Rural	11.7 (10.3, 13.3)	9.6 (8.3, 11.0)	7.4 (6.3, 8.6)	6.1 (5.0, 7.4)	-36.5*	-36.2*
Education						
No formal education	13.2 (11.4, 15.3)	10.0 (8.7, 11.6)	9.1 (7.7, 10.8)	6.4 (5.1, 8.0)	-31.0*	-36.1*
Primary school	18.1 (15.8, 20.7)	14.9 (12.7, 17.4)	11.5 (9.8, 13.6)	8.1 (6.6, 9.9)	-36.4*	-45.9*
Secondary school	17.8 (15.8, 20.0)	14.9 (13.2, 16.7)	14.1 (12.4, 15.9)	11.3 (9.6, 13.3)	-20.9*	-23.8*
Technical school	18.3 (15.2, 21.8)	14.7 (12.5, 17.1)	12.8 (11.1, 14.6)	9.8 (8.2, 11.7)	-30.1*	-33.1*
College and above	20.2 (16.0, 25.2)	17.5 (13.4, 22.5)	15.0 (11.9, 18.7)	10.7 (7.9, 14.4)	-26.0*	-38.8*

* $p<0.05$

[1] Respondents who reported that smoking inside the home occurs daily, weekly, or monthly.

NOTE: Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.14

Percentage of adults ≥15 years old who were exposed to tobacco smoke in public places in the past 30 days among those who visited those places, by selected demographic characteristics – GATS Mexico 2009 and 2015

Demographic characteristic	Adults exposed to tobacco smoke in…											
	2009				2015				Relative change			
	Government buildings	Bars/night clubs	Restaurants	Public transportation	Government buildings	Bars/night clubs	Restaurants	Public transportation	Government buildings	Bars/night clubs	Restaurants	Public transportation
	Percentage (95% CI)											
Overall	17.0 (14.6, 19.7)	81.2 (76.2, 85.3)	29.6 (26.9, 32.5)	24.2 (21.7, 26.8)	14.0 (12.1, 16.1)	72.7 (68.9, 76.1)	24.6 (22.6, 26.8)	24.7 (23.2, 26.3)	-17.5*	-10.5*	-16.9*	2.2
Gender												
Male	17.7 (14.8, 21.1)	82.8 (77.4, 87.2)	30.9 (27.4, 34.7)	25.4 (23.0, 27.9)	14.3 (12.0, 17.1)	74.3 (69.4, 78.7)	23.5 (20.6, 26.7)	23.4 (21.4, 25.6)	-19.1*	-10.2*	-24.0*	-7.8
Female	16.0 (12.6, 20.2)	78.0 (69.9, 84.3)	28.1 (25.0, 31.4)	23.2 (20.2, 26.4)	13.6 (11.2, 16.4)	69.8 (64.1, 74.9)	25.8 (23.0, 28.8)	25.9 (24.0, 27.8)	-15.3	-10.5*	-8.1	11.6
Age (years)												
15-24	23.3 (17.1, 31.0)	85.3 (79.1, 89.9)	31.5 (27.4, 35.9)	23.8 (21.1, 26.7)	15.2 (11.3, 20.2)	76.7 (70.8, 81.6)	25.3 (21.6, 29.5)	22.4 (20.0, 25.0)	-34.7*	-10.1*	-19.5*	-5.9
25-44	15.5 (12.8, 18.7)	78.4 (70.9, 84.4)	29.4 (26.1, 32.8)	25.7 (22.5, 29.1)	14.3 (11.7, 17.3)	72.3 (66.7, 77.3)	26.4 (23.4, 29.6)	26.9 (24.8, 29.2)	-7.9	-7.8	-10.2	4.8
45-64	14.3 (11.1, 18.3)	77.5 (66.6, 85.6)	28.3 (23.6, 33.4)	23.3 (20.0, 27.0)	13.7 (10.7, 17.5)	65.6 (53.5, 76.0)	23.5 (19.0, 28.7)	24.5 (21.8, 27.5)	-4.3	-15.3*	-16.8	5.1
65+	14.5 (9.2, 22.2)	~	25.6 (18.2, 34.7)	18.8 (13.2, 25.9)	10.0 (5.8, 16.9)	51.2 (23.9, 77.8)	12.7 (9.0, 17.7)	22.4 (18.6, 26.6)	-30.8	~	-50.1*	19.0
Residence												
Urban	16.6 (14.0, 19.7)	81.0 (75.6, 85.4)	30.0 (27.0, 33.2)	26.1 (23.2, 29.2)	14.4 (12.3, 16.7)	72.2 (68.2, 75.9)	25.5 (23.2, 27.9)	26.2 (24.4, 28.1)	-13.6	-10.8*	-15.2*	0.2
Rural	19.1 (15.2, 23.8)	83.2 (75.5, 88.9)	26.7 (22.6, 31.2)	15.7 (13.7, 17.8)	11.4 (8.9, 14.4)	78.4 (69.9, 85.0)	17.8 (14.9, 21.1)	17.9 (16.2, 19.7)	-40.7*	-5.8	-33.4*	14.3
Education												
No formal education	13.7 (10.0, 18.6)	77.4 (59.0, 89.1)	25.0 (18.6, 32.6)	16.7 (13.6, 20.3)	15.8 (11.0, 22.2)	82.0 (66.4, 91.3)	22.0 (16.3, 28.9)	23.2 (20.4, 26.2)	14.9	5.9	-11.9	38.7*
Primary school	18.2 (13.7, 23.8)	93.8 (85.7, 97.4)	23.0 (17.9, 29.0)	21.6 (18.5, 25.1)	9.9 (6.6, 14.5)	77.3 (62.2, 87.5)	18.6 (14.3, 23.8)	25.2 (22.1, 28.5)	-45.9*	-17.6*	-19.1	16.6
Secondary school	17.3 (13.6, 21.7)	82.5 (75.8, 87.7)	27.1 (23.4, 31.2)	26.4 (23.6, 29.3)	17.1 (13.5, 21.4)	74.9 (67.7, 80.9)	24.8 (21.4, 28.6)	22.2 (20.1, 24.6)		-9.3*	-8.6	-15.7*
Technical school	17.0 (12.6, 22.4)	78.1 (70.3, 84.3)	31.8 (27.1, 36.8)	28.4 (24.5, 32.7)	12.2 (9.2, 16.1)	72.5 (65.7, 78.4)	20.6 (17.6, 23.8)	27.9 (25.0, 30.9)	-28.0*	-7.1	-35.3*	-1.9
College and above	17.3 (13.1, 22.6)	78.9 (68.2, 86.8)	36.2 (31.7, 40.9)	25.8 (18.9, 34.2)	14.2 (10.8, 18.5)	66.6 (58.8, 73.7)	33.8 (28.1, 40.0)	27.0 (22.9, 31.6)	-18.1	-15.6*	-6.5	4.8

* $p<0.05$

~ Indicates estimate based on less than 25 unweighted cases and has been suppressed.

Note:Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.15

Percentage distribution of the sources of last purchase of cigarettes among manufactured cigarette smokers ≥ 15 years, by selected demographic characteristics - GATS Mexico 2009 and 2015

Demographic characteristic	Last purchase of manufactured cigarettes was from…								
	2009			2015			Relative change		
	Store or kiosk	Street vendor	Any other	Store or kiosk	Street vendor	Any other	Store or kiosk	Street vendor	Any other
	Percentage (95% CI)								
Overall	95.4 (93.9, 96.6)	2.8 (1.8, 4.4)	1.7 (1.2, 2.5)	91.6 (89.2, 93.4)	5.0 (3.7, 6.9)	3.4 (2.4, 4.9)	-4.1*	79.0	95.0*
Gender									
Male	95.8 (93.7, 97.3)	3.1 (1.7, 5.3)	1.1 (0.6, 2.0)	91.2 (88.3, 93.4)	5.4 (3.7, 7.7)	3.5 (2.3, 5.2)	-4.9*	74.8	217.0*
Female	94.2 (91.7, 96.0)	2.0 (1.1, 3.8)	3.7 (2.4, 5.8)	92.7 (88.9, 95.3)	4.1 (2.3, 7.3)	3.2 (1.6, 6.4)	-1.6	101.2	-14.4
Age (years)									
15-24	92.9 (88.7, 95.6)	5.0 (2.7, 9.2)	2.1 (1.1, 4.2)	91.8 (86.8, 95.1)	5.4 (2.9, 9.8)	2.8 (1.1, 6.6)	-1.2	8.5	30.7
25+	96.5 (95.2, 97.5)	1.9 (1.1, 3.2)	1.6 (1.0, 2.5)	91.5 (88.9, 93.5)	4.9 (3.5, 6.8)	3.6 (2.4, 5.4)	-5.2*	156.5*	128.4*
Residence									
Urban	95.6 (93.8, 96.9)	2.8 (1.7, 4.8)	1.6 (1.0, 2.5)	90.8 (88.1, 92.9)	5.5 (4.0, 7.6)	3.6 (2.5, 5.3)	-5.0*	95.0	128.2*
Rural	94.8 (92.3, 96.6)	2.6 (1.5, 4.6)	2.6 (1.4, 4.7)	97.1 (95.1, 98.2)	1.3 (0.7, 2.6)	1.6 (0.8, 3.3)	2.3*	-49.7*	-36.1

* $p<0.05$

NOTE:Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.16

Cigarette expenditures among manufactured cigarette smokers ≥ 15 years, by selected demographi characteristics - GATS Mexico 2009 and 2015

Demographic characteristics	2009**		2015		Relative change	
	Mean cigarette expenditure per month	Mean amount paid for 20 manufactured cigarettes	Mean cigarette expenditure per month	Mean amount paid for 20 manufactured cigarettes	Mean cigarette expenditure per month	Mean amount paid for 20 manufactured cigarettes
	Mexican pesos (MXN)					
Overall	334.9 (276.7, 393.1)	43.0 (36.3, 49.6)	297.2 (270.7, 323.6)	46.7 (43.7, 49.6)	-11.3	8.6
Gender						
Male	345.2 (274.5, 415.9)	42.9 (35.0, 50.8)	298.9 (268.4, 329.4)	45.0 (41.7, 48.4)	-13.4	4.9
Female	302.6 (220.3, 384.9)	43.2 (31.5, 54.8)	292.1 (242.1, 342.0)	52.3 (46.9, 57.7)	-3.5	21.2
Age						
15-24	215.6 (179.6, 251.5)	42.9 (35.5, 50.3)	261.7 (207.8, 315.7)	56.1 (46.0, 66.2)	21.4	30.7*
25-44	307.8 (202.1, 413.6)	43.7 (31.2, 56.2)	275.7 (241.4, 310.1)	46.8 (43.4, 50.2)	-10.4	7.1
45-64	527.4 (389.0, 665.8)	42.3 (30.4, 54.1)	375.4 (311.8, 439.0)	43.0 (38.1, 48.0)	-28.8*	1.8
65+	485.4 (205.9, 764.8)	42.3 (20.0, 64.7)	324.5 (238.2, 410.9)	35.4 (28.7, 42.1)	-33.1	-16.4
Residence						
Urban	345.5 (277.8, 413.3)	43.4 (35.8, 51.0)	300.3 (272.0, 328.6)	46.4 (43.5, 49.3)	-13.1	6.8
Rural	275.8 (220.5, 331.1)	40.1 (33.8, 46.4)	273.6 (199.7, 347.6)	49.4 (36.4, 62.4)	-0.8	23.0
Education						
No formal education	432.0 (289.3, 574.6)	36.1 (26.8, 45.5)	347.6 (248.3, 446.9)	40.1 (32.6, 47.7)	-19.5	11.1
Primary school	348.3 (266.3, 430.4)	38.2 (33.4, 43.0)	320.7 (255.8, 385.5)	43.9 (37.2, 50.7)	-7.9	15.0
Secondary school	301.5 (220.2, 382.9)	46.4 (35.1, 57.6)	278.5 (235.5, 321.5)	49.5 (44.0, 55.1)	-7.6	6.8
Technical school	274.2 (211.1, 337.4)	41.3 (33.9, 48.7)	286.3 (232.0, 340.5)	50.1 (43.9, 56.3)	4.4	21.4
College and above	416.1 (4.9, 827.2)	67.4 (1.8, 133.0)	288.1 (220.8, 355.5)	46.6 (42.4, 50.8)	-30.8	-30.9

**In adjusted constant 2015 Mexican pesos
NOTE:Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).
The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.17

Percentage of adults ≥15 years old who noticed anti-cigarette smoking information during the last 30 days in various places, by selected demographic characteristics – GATS Mexico 2009 and 2015

Places	2009	2015	Relative change
	Percentage (95% CI)		
Overall			
In newspapers or in magazines	44.9 (43.1, 46.8)	40.4 (39.0, 41.9)	-10.0*
On television or the radio	83.0 (81.7, 84.3)	70.9 (69.5, 72.2)	-14.6*
On television	80.3 (79.0, 81.6)	66.5 (65.1, 67.9)	-17.2*
On the radio	45.5 (43.6, 47.4)	35.1 (33.8, 36.4)	-22.8*
On billboards	30.7 (29.0, 32.5)	30.0 (28.6, 31.4)	-2.4
Somewhere else	12.4 (11.5, 13.4)	13.8 (12.9, 14.8)	11.1*
Any Location	87.1 (86.0, 88.1)	82.4 (81.4, 83.4)	-5.3*
Male			
In newspapers or in magazines	47.2 (44.9, 49.6)	42.0 (40.1, 44.0)	-11.0*
On television or the radio	83.0 (81.4, 84.5)	70.7 (69.0, 72.4)	-14.8*
On television	79.9 (78.2, 81.5)	66.6 (64.8, 68.3)	-16.7*
On the radio	46.3 (44.1, 48.6)	36.4 (34.5, 38.4)	-21.5*
On billboards	31.0 (28.9, 33.1)	30.6 (28.6, 32.8)	-1.0
Somewhere else	10.3 (9.2, 11.6)	12.3 (11.0, 13.6)	18.7*
Any Location	87.0 (85.6, 88.3)	82.6 (81.1, 84.0)	-5.1*
Female			
In newspapers or in magazines	42.8 (40.8, 44.9)	39.0 (37.3, 40.7)	-9.0*
On television or the radio	83.0 (81.4, 84.6)	71.1 (69.3, 72.8)	-14.4*
On television	80.7 (79.0, 82.3)	66.5 (64.7, 68.3)	-17.6*
On the radio	44.7 (42.4, 47.1)	34.0 (32.4, 35.5)	-24.0*
On billboards	30.5 (28.4, 32.6)	29.4 (27.8, 31.1)	-3.6
Somewhere else	14.3 (12.9, 15.7)	15.2 (14.0, 16.4)	6.2
Any Location	87.1 (85.9, 88.3)	82.3 (80.9, 83.6)	-5.6*
15-24			
In newspapers or in magazines	49.2 (46.8, 51.6)	42.7 (40.0, 45.4)	-13.2*
On television or the radio	85.3 (83.6, 86.8)	69.3 (66.9, 71.7)	-18.7*
On television	82.5 (80.7, 84.2)	65.3 (62.7, 67.7)	-20.9*
On the radio	46.1 (43.7, 48.6)	29.4 (27.1, 31.9)	-36.2*
On billboards	33.6 (31.0, 36.3)	33.0 (30.4, 35.7)	-1.8
Somewhere else	17.6 (15.8, 19.6)	19.1 (17.0, 21.4)	8.4
Any Location	89.3 (87.9, 90.7)	85.1 (83.2, 86.9)	-4.7*

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25+

In newspapers or in magazines	43.3 (41.2, 45.4)	39.7 (38.1, 41.3)	-8.4*
On television or the radio	82.1 (80.6, 83.6)	71.4 (69.8, 73.0)	-13.1*
On television	79.5 (77.9, 81.0)	67.0 (65.4, 68.5)	-15.7*
On the radio	45.2 (43.1, 47.3)	37.0 (35.5, 38.5)	-18.2*
On billboards	29.6 (27.7, 31.6)	29.0 (27.5, 30.5)	-2.1
Somewhere else	10.4 (9.5, 11.4)	12.0 (11.1, 13.0)	15.5*
Any Location	86.2 (85.0, 87.4)	81.5 (80.3, 82.7)	-5.4*

Urban

In newspapers or in magazines	48.1 (46.0, 50.3)	43.2 (41.4, 44.9)	-10.4*
On television or the radio	84.8 (83.4, 86.2)	71.5 (69.9, 73.1)	-15.7*
On television	82.5 (81.0, 83.9)	67.3 (65.6, 69.0)	-18.4*
On the radio	46.2 (43.9, 48.5)	35.2 (33.7, 36.8)	-23.7*
On billboards	33.7 (31.7, 35.8)	33.2 (31.6, 34.9)	-1.5
Somewhere else	13.0 (11.9, 14.1)	13.5 (12.4, 14.7)	4.2
Any Location	89.0 (87.9, 90.1)	84.0 (82.7, 85.1)	-5.7*

Rural

In newspapers or in magazines	33.6 (31.5, 35.9)	30.4 (28.5, 32.3)	-9.7*
On television or the radio	76.6 (74.0, 79.1)	68.5 (66.4, 70.6)	-10.6*
On television	72.7 (69.8, 75.5)	63.6 (61.3, 65.9)	-12.5*
On the radio	43.0 (40.7, 45.3)	34.7 (32.7, 36.8)	-19.2*
On billboards	20.2 (18.2, 22.4)	18.0 (16.5, 19.8)	-10.6*
Somewhere else	10.5 (9.2, 11.8)	14.8 (13.3, 16.5)	41.7*
Any location	80.2 (77.8, 82.4)	76.7 (74.7, 78.6)	-4.3*

* $p<0.05$
NOTE:Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).
The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.18

Percentage of current smokers ≥15 years old who noticed health warnings on cigarette packages and considered quitting because of the warning label on cigarette packages during the last 30 days, by selected demographic characteristics – GATS Mexico 2009 and 2015

Demographic characteristic	Current smokers[1] who…					
	2009		2015		Relative change	
	Noticed health warnings on cigarette package	Thought about quitting because of warning label	Noticed health warnings on cigarette package	Thought about quitting because of warning label	Noticed health warnings on cigarette package	Thought about quitting because of warning label
	Percentage (95% CI)					
Overall	84.5 (82.2, 86.5)	33.0 (30.1, 36.0)	93.4 (91.7, 94.8)	43.2 (39.9, 46.5)	10.6*	31.0*
Gender						
Male	83.4 (80.5, 85.9)	31.3 (28.0, 34.8)	92.6 (90.4, 94.4)	42.9 (39.3, 46.6)	11.1*	37.1*
Female	87.6 (83.1, 91.0)	37.8 (31.6, 44.4)	95.6 (93.0, 97.3)	43.9 (37.8, 50.2)	9.1*	16.2
Age (years)						
15-24	87.7 (83.9, 90.7)	31.6 (26.3, 37.4)	92.7 (87.6, 95.8)	43.9 (37.2, 50.8)	5.7*	39.0*
25-44	84.1 (80.8, 86.9)	35.9 (31.7, 40.3)	94.2 (92.0, 95.9)	41.3 (37.0, 45.8)	12.1*	15.2
45-64	82.9 (78.2, 86.7)	30.6 (24.9, 37.0)	93.5 (90.0, 95.9)	46.6 (40.0, 53.3)	12.9*	52.3*
65+	74.5 (65.0, 82.1)	23.4 (15.4, 33.8)	88.7 (79.3, 94.2)	41.1 (28.8, 54.7)	19.1*	75.5*
Residence						
Urban	85.8 (83.2, 88.1)	32.7 (29.4, 36.2)	94.3 (92.4, 95.8)	42.3 (38.6, 46.0)	9.9*	29.2*
Rural	77.1 (72.6, 81.1)	34.4 (30.2, 38.8)	86.9 (81.8, 90.7)	49.6 (44.4, 54.7)	12.7*	44.2*
Education						
No formal education	68.0 (60.1, 74.9)	29.5 (23.2, 36.8)	80.9 (72.9, 87.0)	42.6 (34.8, 50.9)	19.0*	44.4*
Primary school	81.7 (76.8, 85.8)	35.7 (29.8, 42.0)	91.5 (87.6, 94.2)	45.6 (39.3, 52.1)	11.9*	27.7*
Secondary school	88.2 (85.0, 90.8)	33.7 (29.3, 38.3)	92.8 (89.1, 95.4)	45.7 (40.4, 51.2)	5.2*	35.8*
Technical school	91.3 (86.9, 94.4)	33.2 (26.2, 41.0)	99.0 (97.4, 99.6)	44.1 (37.1, 51.4)	8.4*	32.8*
College and above	86.5 (76.9, 92.5)	28.7 (21.5, 37.2)	99.2 (97.6, 99.8)	29.5 (21.1, 39.4)	14.7*	2.7

* $p<0.05$

[1] Includes daily and occasional (less than daily) smokers.

NOTE: The values for 2009 differ from the values in the 2009 Country Report because the Country Report gave % of current manufactured cigarette smokers only.

Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.19

Percentage of adults ≥15 years old who noticed cigarette marketing during the last 30 days in various places, by selected demographic characteristics – GATS Mexico 2009 and 2015

Demographic characteristic	Noticed advertisements in stores where cigarettes are sold			Noticed any advertisement, sponsorship, or promotion		
	2009	2015	Relative change	2009	2015	Relative change
	Percentage (95% CI)					
Overall	36.5 (35.0, 38.1)	32.0 (30.7, 33.3)	-12.4*	56.5 (54.6, 58.5)	53.1 (51.7, 54.4)	-6.2*
Gender						
Male	39.2 (37.2, 41.2)	34.3 (32.4, 36.3)	-12.4*	59.5 (57.4, 61.6)	56.5 (54.5, 58.5)	-5.1*
Female	34.1 (32.2, 36.1)	29.8 (28.3, 31.5)	-12.6*	53.8 (51.4, 56.2)	49.9 (48.2, 51.5)	-7.3*
Age (years)						
15-24	43.2 (40.6, 45.8)	37.5 (34.9, 40.2)	-13.0*	66.3 (63.6, 68.9)	62.9 (60.2, 65.5)	-5.2*
25+	34.0 (32.4, 35.6)	30.2 (28.8, 31.6)	-11.3*	52.8 (50.7, 54.9)	49.8 (48.3, 51.3)	-5.6*
Residence						
Urban	38.8 (37.0, 40.6)	34.1 (32.6, 35.8)	-12.0*	60.0 (57.8, 62.2)	56.5 (54.9, 58.2)	-5.9*
Rural	28.7 (26.8, 30.8)	24.1 (22.4, 25.9)	-16.2*	44.2 (41.7, 46.7)	40.2 (38.1, 42.4)	-9.0*
Education						
No formal education	25.6 (23.7, 27.7)	22.5 (20.4, 24.8)	-12.0*	38.4 (35.8, 41.0)	37.0 (34.7, 39.4)	-3.5
Primary school	35.9 (33.7, 38.1)	32.9 (30.4, 35.6)	-8.3*	52.4 (50.0, 54.8)	49.8 (46.9, 52.7)	-5.0
Secondary school	41.1 (38.8, 43.4)	34.0 (31.9, 36.2)	-17.3*	61.3 (58.7, 63.8)	57.8 (55.3, 60.2)	-5.7*
Technical school	41.7 (38.6, 44.8)	34.7 (32.1, 37.4)	-16.8*	67.6 (64.2, 70.9)	59.4 (56.6, 62.2)	-12.1*
College and above	34.9 (30.5, 39.5)	33.0 (29.1, 37.1)	-5.4	66.6 (61.7, 71.1)	56.3 (52.4, 60.3)	-15.3*

* $p<0.05$

NOTE: Values for 2009 differ from 2009 Country Report because it includes G06F which was not asked in 2015. 2009 values were recalculated here to match 2015 Questionnaire.

Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Table 10.20

Percentage of adults ≥ 15 years who believe that smoking causes serious illness and that second hand smoke (SHS) causes serious illness, by selected demographic characteristics - GATS Mexico 2009 and 2015

Demographic characteristics	2009		2015		Relative change	
	Smoking causes serious illness	SHS causes serious illness	Smoking causes serious illness	SHS causes serious illness	Smoking causes serious illness	SHS causes serious illness
	Percentage (95% CI)					
Overall	98.1 (97.8, 98.4)	95.6 (95.0, 96.2)	98.1 (97.7, 98.4)	96.5 (96.0, 97.0)	0.0	1.0*
Gender						
Male	98.2 (97.8, 98.5)	95.2 (94.3, 95.9)	98.2 (97.7, 98.6)	96.3 (95.5, 96.9)	0.0	1.2*
Female	98.1 (97.6, 98.5)	96.1 (95.3, 96.7)	98.0 (97.5, 98.5)	96.8 (96.1, 97.4)	0.0	0.8
Age						
15-24	98.9 (98.1, 99.3)	96.8 (95.8, 97.6)	98.6 (98.0, 99.0)	97.0 (96.0, 97.8)	-0.3	0.2
25-44	98.8 (98.4, 99.0)	96.1 (95.1, 96.8)	98.5 (98.0, 98.8)	97.0 (96.3, 97.6)	-0.3	1.0*
45-64	97.4 (96.8, 97.9)	95.0 (93.9, 95.9)	97.9 (97.3, 98.4)	96.2 (94.8, 97.1)	0.5	1.2
65+	94.5 (92.6, 95.9)	91.0 (89.0, 92.7)	95.7 (93.5, 97.2)	94.3 (92.9, 95.4)	1.3	3.6*
Residence						
Urban	98.6 (98.2, 98.9)	96.4 (95.6, 97.0)	98.4 (98.0, 98.7)	97.0 (96.3, 97.5)	-0.2	0.6
Rural	96.5 (95.5, 97.3)	93.1 (91.6, 94.3)	97.1 (96.2, 97.8)	95.0 (94.0, 95.8)	0.6	2.1*
Education						
No formal education	94.8 (93.6, 95.9)	90.1 (88.3, 91.7)	96.2 (95.2, 96.9)	93.4 (92.0, 94.5)	1.4*	3.7*
Primary school	98.0 (97.3, 98.5)	96.0 (95.2, 96.7)	97.9 (97.0, 98.5)	95.7 (94.4, 96.6)	-0.1	-0.4
Secondary school	99.0 (98.4, 99.4)	97.0 (96.3, 97.6)	98.6 (98.1, 99.0)	98.2 (97.7, 98.7)	-0.4	1.3*
Technical school	99.8 (99.5, 99.9)	97.7 (96.5, 98.5)	98.5 (97.3, 99.1)	97.7 (96.8, 98.4)	-1.3*	0.0
College and above	99.2 (97.9, 99.7)	97.1 (94.9, 98.3)	99.2 (98.1, 99.7)	95.6 (92.2, 97.5)	0.0	-1.6

* $p<0.05$
NOTE:Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).
The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Appendix H.

GATS Mexico 2009 2015 comparison MPOWER table

MPOWER Summary Indicators, GATS Mexico 2009 and 2015

Indicator	2009			2015			Relative change		
	Overall	Male	Female	Overall	Male	Female	Overall	Male	Female
	Percentage (95% CI)								
M: Monitor tobacco use and prevention policies									
Current tobacco smokers	15.9 (14.8, 17.1)	24.8 (23.2, 26.6)	7.8 (6.7, 9.1)	16.4 (15.4, 17.3)	25.2 (23.6, 26.9)	8.2 (7.3, 9.3)	2.8	1.4	5.7
Current cigarette smokers	15.6 (14.5, 16.8)	24.5 (22.8, 26.2)	7.5 (6.4, 8.8)	16.3 (15.4, 17.3)	25.2 (23.6, 26.9)	8.2 (7.3, 9.3)	4.7	2.8	9.4
Current manufactured cigarette smokers	15.6 (14.5, 16.8)	24.5 (22.8, 26.2)	7.5 (6.4, 8.8)	16.3 (15.4, 17.3)	25.1 (23.5, 26.8)	8.2 (7.3, 9.3)	4.6	2.6	9.5
Average number of cigarettes smoked per day	9.4 (8.1, 10.7)	9.7 (8.5, 11.0)	8.4 (6.1, 10.7)	7.7 (7.1, 8.3)	8.0 (7.2, 8.7)	6.8 (5.9, 7.8)	-18.0*	-18.0*	-18.6
Average age at daily smoking initiation	16.5 (16.2, 16.9)	16.4 (16.0, 16.9)	16.8 (16.0, 17.6)	16.5 (16.2, 16.9)	16.4 (15.9, 16.8)	17.1 (16.5, 17.7)	0.1	-0.5	1.8
Former smokers among ever daily smokers	32.0 (28.9, 35.2)	31.6 (28.3, 35.0)	33.1 (27.3, 39.6)	35.5 (32.4, 38.6)	34.1 (30.4, 38.0)	39.1 (33.5, 45.1)	10.9	7.9	18.1
P: Protect people from tobacco smoke									
Exposure to secondhand smoke at home at least monthly	17.3 (15.7, 19.1)	17.2 (15.0, 19.7)	17.4 (15.6, 19.4)	12.6 (11.7, 13.6)	13.7 (12.3, 15.1)	11.6 (10.4, 12.8)	-27.4*	-20.6*	-33.5*
Exposure to secondhand smoke at work[†]	18.6 (16.7, 20.6)	22.2 (19.7, 24.9)	13.7 (11.1, 16.7)	17.0 (15.1, 19.2)	19.4 (16.6, 22.5)	13.7 (11.2, 16.7)	-8.4	-12.5	0.4
Exposure to secondhand smoke in public places:[†]									
Government building/offices	17.0 (14.6, 19.7)	17.7 (14.8, 21.1)	16.0 (12.6, 20.2)	14.0 (12.1, 16.1)	14.3 (12.0, 17.1)	13.6 (11.2, 16.4)	-17.5*	-19.1*	-15.3
Health care facilities	4.3 (3.5, 5.3)	5.2 (3.8, 7.0)	3.7 (2.8, 4.9)	5.2 (4.4, 6.1)	5.6 (4.4, 7.1)	4.9 (4.0, 6.1)	21.1	8.9	31.5
Restaurants	29.6 (26.9, 32.5)	30.9 (27.4, 34.7)	28.1 (25.0, 31.4)	24.6 (22.6, 26.8)	23.5 (20.6, 26.7)	25.8 (23.0, 28.8)	-16.9*	-24.0*	-8.1
Public Transportation	24.2 (21.7, 26.8)	25.4 (23.0, 27.9)	23.2 (20.2, 26.4)	24.7 (23.2, 26.3)	23.4 (21.4, 25.6)	25.9 (24.0, 27.8)	2.2	-7.8	11.6
O: Offer help to quit tobacco use									
Made a quit attempt in the past 12 months[§]	49.9 (46.9, 53.0)	47.2 (43.6, 50.9)	57.4 (51.3, 63.2)	56.9 (54.0, 59.7)	57.0 (53.6, 60.4)	56.4 (50.5, 62.1)	13.8*	20.8*	-1.7
Advised to quit smoking by a health care provider[§]	17.2 (12.2, 23.6)	17.8 (11.1, 27.3)	15.9 (10.0, 24.4)	19.3 (15.7, 23.5)	21.8 (17.0, 27.5)	14.7 (10.3, 20.4)	12.1	22.5	-7.9
Attempted to quit smoking using a specific cessation method:									
Pharmacotherapy	6.1 (4.4, 8.4)	4.7 (3.3, 6.7)	9.3 (5.6, 15.0)	3.5 (2.4, 4.9)	2.7 (1.7, 4.2)	5.5 (3.3, 9.3)	-43.3*	-43.2*	-40.2*
Counseling/advice	3.0 (2.0, 4.6)	3.3 (2.0, 5.5)	2.4 (1.1, 5.3)	5.9 (4.1, 8.5)	7.1 (4.6, 10.6)	2.8 (1.3, 5.9)	93.8*	113.2	16.1
Interest in quitting smoking	72.1 (68.4, 75.6)	71.0 (66.9, 74.8)	75.5 (69.1, 80.9)	78.3 (75.6, 80.8)	78.9 (75.9, 81.6)	76.7 (70.4, 82.1)	8.5*	11.1*	1.7

Continues/

/continuation

W: Warn about the dangers of tobacco									
Belief that tobacco smoking causes serious illness	98.1 (97.8, 98.4)	98.2 (97.8, 98.5)	98.1 (97.6, 98.5)	98.1 (97.7, 98.4)	98.2 (97.7, 98.6)	98.0 (97.5, 98.5)	0.0	0.0	0.0
Belief that breathing other peoples' smoke causes serious illness	95.6 (95.0, 96.2)	95.2 (94.3, 95.9)	96.1 (95.3, 96.7)	96.5 (96.0, 97.0)	96.3 (95.5, 96.9)	96.8 (96.1, 97.4)	1.0*	1.2*	0.8
Noticed anti-cigarette smoking information at any location†	87.1 (86.0, 88.1)	87.0 (85.6, 88.3)	87.1 (85.9, 88.3)	82.4 (81.4, 83.4)	82.6 (81.1, 84.0)	82.3 (80.9, 83.6)	-5.3*	-5.1*	-5.6*
Thinking of quitting because of health warnings on cigarette packages†	33.0 (30.1, 36.0)	31.3 (28.0, 34.8)	37.8 (31.6, 44.4)	43.2 (39.9, 46.5)	42.9 (39.3, 46.6)	43.9 (37.8, 50.2)	31.0*	37.1*	16.2
E: Enforce bans on tobacco advertising, promotion and sponsorship									
Noticed advertisements in stores where cigarettes are sold	36.5 (35.0, 38.1)	39.2 (37.2, 41.2)	34.1 (32.2, 36.1)	32.0 (30.7, 33.3)	34.3 (32.4, 36.3)	29.8 (28.3, 31.5)	-12.4*	-12.4*	-12.6*
Noticed any cigarette advertisement, sponsorship or promotion†	56.5 (54.6, 58.5)	59.5 (57.4, 61.6)	53.8 (51.4, 56.2)	53.1 (51.7, 54.4)	56.5 (54.5, 58.5)	49.9 (48.2, 51.5)	-6.2*	-5.1*	-7.3*
R: Raise taxes on tobacco									
Average cigarette expenditure per month (local currency)	334.9 (276.7, 393.1)	345.2 (274.5, 415.9)	302.6 (220.3, 384.9)	297.2 (270.7, 323.6)	298.9 (268.4, 329.4)	292.1 (242.1, 342.0)	-11.3	-13.4	-3.5
Average cost of a pack of manufactured cigarettes (local currency)	43.0 (36.3, 49.6)	42.9 (35.0, 50.8)	43.2 (31.5, 54.8)	46.7 (43.7, 49.6)	45.0 (41.7, 48.4)	52.3 (46.9, 57.7)	8.6	4.9	21.2
Last cigarette purchase was from a store or kiosk	95.4 (93.9, 96.6)	95.8 (93.7, 97.3)	94.2 (91.7, 96.0)	91.6 (89.2, 93.4)	91.2 (88.3, 93.4)	92.7 (88.9, 95.3)	-4.1*	-4.9*	-1.6

* $p<0.05$

† In the last 30 days.

§ In the last 12 months.

NOTE: Results for prevalence estimates / averages and 95% CIs are rounded to the nearest tenth (0.1).

The relative changes are calculated using un-rounded prevalence estimates and might be different if calculated using rounded prevalence estimates shown in this table.

Appendix I.

Socio-economic status index estimation

Within this section the procedure through which interviewed persons were classified by socio-economical stratum is detailed. This procedure is known in literature as the principal polychoric components method, which on specific terms consists about a rate elaboration that is a ranking number assigned to each observation through several socioeconomic weighting average; weights or coefficients are obtained from the correlational matrix (polychoric) that form this socioeconomic variables (an eigenvector). See the following recommendation for a more detailed indicator (Rutstein and Johnson 2004).

Model

On one hand, there are several methods such as different questions to consider when categorizing the population by levels (Howe, Hargreaves and Huttly 2008), on the other hand it has been demonstrated, though literature, the tobacco consumption pattern socioeconomic level incidence (Palipudi, et al. 2012). Whether it is a measure matter or a latent variable,* socioeconomic level" (SEL) it is not directly observable, for that reason it has to be estimated through other information sources. Additional information sources tend to be questions correlated to the SEL, such as holding several assets (automobile, subscription-based television service, phone line, heating, etc.); the idea behind all this is that having each of these items is positively correlated to SEL, and even more (since a latent variables perspective) SEL is the unique link among these variables.

Based on this idea, where a randomized variables set contains information about household SEL, the suggested proposal is to develop an index (a rate) through a weighting average of such variables. Particularly, X={x1, x2,…,xk as the random variable k set (v.as.) correlated to the SEL,‡ the index to develop is the following:

$$NSE = w_1 x_1 + w_2 x_2 + \dots + w_k x_k$$

$$NSE = \sum_{j=1}^{k} w_j x_j$$

The indicator SEL can be express on a simpler manner regarding its vector form:

$$NSE_{(i)} = W'X_{(i)}$$

Where:

$$X = \begin{bmatrix} x_1 \\ x_2 \\ \vdots \\ x_k \end{bmatrix}, W = \begin{bmatrix} w_1 \\ w_2 \\ \vdots \\ w_k \end{bmatrix}$$

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* Measure issues can be presented, which consist on not being able to capture accurately the information due to, e.g., a sub-report (individuals may not report their income because of "insecurity", because when reporting this information, it could be a target for delinquency). The latent variables, such as the socio economical level, cannot be measured because there is no scale for it, since it is not an observation matter, e.g., individuals can be asked directly if they own an automobile, subscription-based television service, etc., but we cannot expect an accurate answer for the following question: What is your socio-economical level? or "From 1 to 10, which is your socio-economical level?, since it's unobservable; on the other hand, socio-economical level is a multidimensional matter per se, is not only about income, but also about credit access, education, health, feeding; therefore if only income data is considered (observed, however, as said before, with measure issues) it will underestimate other dimensions.

‡ Household SEL estimation, according to the household owned items, regardless of specific owner.

They are dimensional-k vectors, X is the v.as. vector and W is the weight vector.

Naturally, there are "W's" endless possibilities that can function as weightings or weights on the average, and the principal components method (polychoric or not) consists on assigning the "W's" so that the index variance is maximized

$$NSE = \max_{\|w\|=1} \{var\,(SE_{(i)})\}$$

$$= \max_{\|w\|=1}\ var(X_{(i)}{}^{T}W)$$

$$= \max_{\|w\|=1} \{E[(X_{(i)}{}^{T}W - E[X_{(i)}{}^{T}W])^2]\}$$

Where the v.as. are centered around its own mean (which also is hold for any variable when subtracting its own mean), SEL variance can be expressed as:

$$\max_{\|w\|=1}\ E[(X_{(i)}{}^{T}W)^2]$$

In this case, the E[.] expectation refers to the sampling measure, which can be rescaled (multiplying by n, the sample size) without changing the maximization, so the SEL indicator can be expressed as:

$$\max_{\|w\|=1} \left\{\sum_i (X_{(i)}{}^{T}W)^2\right\}$$

Using matrix notation, where X=[X1, X2,…, X(i),…,Xn] is data matrix and each column represents a row in the data base. Then the problem can be written as:

$$= \max_{\|w\|=1} \{(X^{T}W)^{T}(X^{T}W)\}$$

$$= \max_{\|w\|=1} \{W^{T}XX^{T}W\}$$

The restriction , which implies a unit size for the weighting vector, so that such weightings values lies between 0 and 1 (for that reason they are called weights); of course, any vector divided by its own magnitude satisfies this restriction, therefore the rate can be expressed as:

$$NSE = \max_{w} \left\{ \frac{W^{T}XX^{T}W}{W^{T}W} \right\}$$

This last expression is known in mathematics as the "Rayleight quotient" (who proposed the problem for the first time), and for this particular case, the k-dimensional square matrix is the correlation matrix between the K's randomized variables. The solution for this maximization problem, in other words the W* weight vector which maximizes the indicator variance turn out to be an eigenvector from the correlation matrix; in addition, the indicator's variance coincides with the associated eigenvalue to each corresponding eigenvector, hence the weight vectors is the eigenvector from the correlated matrix associated to the larger eigenvalue.

It is worth mentioning that a couple of considerations must take into account: on one hand, in order to build the randomized K variable correlation matrix, there is an implicit hypothesis that variables are distributed on a normal way; and on the other hand, the considered variables within this study belong to dichotomy type, that is to say that is not only clear they are not distributed in a normal way, but that they are not continuous variables. In order to minimize the estimation deficiencies due to this issue, the polychoric correlation matrix was used, and as previously mentioned on cited articles, it was built under more appropriate assumptions of the discreet variables.* On literature, when this polychoric correlation matrix is employed, this procedure is often call polychoric principal components analysis.

Results

In order to estimate SEL index, 19 variables were used regarding the possession of several assets, such as refrigerator, washing machine, computer, etc., which are shown on Table A The type of answer for each question is dichotomous, therefore identifies (with value equal to 1) the persons who own those assets from those who don't (identified with value equal to 0), for those who answered, "I don't know" or refused to answer were excluded from the estimation.

The first column on table A shows the proportion of households who owns each asset, the second column shows a standard deviation of the variable, the third column shows the weight of each variable within the indicator, and the last column from the

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* The adjustment does not completely eliminates the problem, just allows to establish an analysis under less restrictive assumptions; on one hand, assumes that variables with less than 10 categories are discreet variables (those with more than 10 categories are considerate continuous and they apply simple correlation), on the other hand, keeps assuming that such discreet variables are a categorization from a variable, which, at first, is distributed on a normal manner, although, it is clearly a progress it is not a guarantee to occur among all variables,. Finally, (Rutstein and Johnson 2004) show that when using polychoric matrices regarding discreet variables, this reduces bias when comparing with simple correlation matrices.

Table A.

Questions used for building the index, arranged according to weight on the indicator

Question	Proportion	Standard Deviation	Correlation	Relative weight
Refrigerator?	80.5%	0.3965	0.307	9.4%
Computer?	22.3%	0.4164	0.290	8.4%
Microwave oven?	35.8%	0.4794	0.284	8.1%
Automatic washing machine?	54.1%	0.4983	0.284	8.1%
Television?	90.5%	0.2939	0.280	7.9%
Water heater?	30.4%	0.4599	0.272	7.4%
Blender?	86.9%	0.3372	0.268	7.2%
Toilet (Toilet bowl, basin of lavatory)?	75.3%	0.4315	0.267	7.1%
Automobile?	34.2%	0.4745	0.257	6.6%
Landline?	31.2%	0.4633	0.248	6.2%
DVD – Videocassette recorder?	42.5%	0.4944	0.237	5.6%
Mobile?	69.3%	0.4614	0.229	5.2%
Fan?	48.0%	0.4996	0.179	3.2%
Electricity?	98.8%	0.1109	0.171	2.9%
Radio?	56.6%	0.4957	0.169	2.8%
Truck?	0.8%	0.0880	0.131	1.7%
Moped, scooter or motorcycle?	9.4%	0.2916	0.114	1.3%
Tractor?	1.6%	0.1274	0.091	0.8%
Other type of vehicle, such as shore boat, Trajinera (a sort of Mexican gondola), canoe?	0.8%	0.0914	-	-

table shows the relative weight for each active within the indicator. When interpreting the indicator as a latent variable, we can say that the third column shows the coordinates from the vector depicting the socio-economical level within the "space" conformed to the 19 randomized variables; or that these coefficients are the projection from such vector for each of those variables.

As mentioned before, the weighting vector is, by restriction, a unit vector, which implies that the squared addition of its components is equal to one. The last column shows the squared of each vector's component and it's a way of showing, by percentage, the relative weight of each variable within the weighting average.

Finally, on table B we can see the indicator's variance as well as the proportion of the total variance (of explanatory variables) explained by it. For the rest of the components, these data can be appreciated on the table B, even though the data from our indicator only corresponds to the component number 1.

Table B.

Variance, explained variance and explained accumulated variance of the components.

Components	Auto - values (eigenvalues)	Explained variance proportion	Accumulated explained variance
1	7.31179	40.62%	40.62%
2	1.725444	9.59%	50.21%
3	1.19553	6.64%	56.85%
4	1.039916	5.78%	62.63%
5	1.001227	5.56%	68.19%
6	0.845268	4.70%	72.88%
7	0.73139	4.06%	76.95%
8	0.668011	3.71%	80.66%
9	0.596079	3.31%	83.97%
10	0.514507	2.86%	86.83%
11	0.456404	2.54%	89.36%
12	0.429564	2.39%	91.75%
13	0.377429	2.10%	93.85%
14	0.295498	1.64%	95.49%
15	0.294412	1.64%	97.12%
16	0.259678	1.44%	98.57%
17	0.186047	1.03%	99.60%
18	0.071805	0.40%	100.00%

The "other type of vehicle" variable was excluded from the components analysis because the polychoric correlation matrix estimated, when included, contained empty cells that makes impossible obtaining the auto-vectors. The estimation was obtained using the statistical program STATA 13 with a routine written by the user with a polychoric command.

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