

Estonia (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



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

The Estonia GYTS was a school-based survey of students in forms 7-9, conducted in 2007. A two-stage cluster sample

design was used to produce representative data for all of Estonia. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 92.0%, the class response rate was 94.9%, the student response rate was 78.1%, and the overall response rate was 68.2%. A total of 2,330 students aged 13-15 participated in the Estonia GYTS.

Prevalence

- 78.0% of students had ever smoked cigarettes (Boys = 83.0%, Girls = 73.0%)
- 30.8% currently use any tobacco product (Boys = 33.8%, Girls = 27.8%)
- 27.2% currently smoke cigarettes (Boys = 28.2%, Girls = 26.2%)
- 15.5% currently smoke cigars (Boys = 17.8%, Girls = 13.3%)
- 37.3% ever smokers initiated smoking before age ten (Boys = 45.6%, Girls = 27.9%)
- 30.8% of never smokers are likely to initiate smoking next year (Boys = 25.3%, Girls = 34.3%)

Access and Availability - Current Smokers

- 9.4% usually smoke at home
- 30.8% buy cigarettes in a store
- 60.5% who bought cigarettes in a store were NOT refused purchase because of their age

Exposure to Secondhand Smoke (SHS)

- 41.1% live in homes where others smoke in their presence
- 68.5% are around others who smoke in places outside their home
- 80.6% think smoking should be banned from public places
- 68.9% think smoke from others is harmful to them
- 54.3% have one or more parents who smoke
- 25.6% have most or all friends who smoke

Cessation - Current Smokers

- 69.8% want to stop smoking
- 69.0% tried to stop smoking during the past year
- 53.3% have ever received help to stop smoking
- 10.1% always have or feel like having a cigarette first thing in the morning

Media and Advertising

- 81.2% saw anti-smoking media messages vs. 69.3% saw pro media messages on TV
- 72.3% saw anti messages on billboards
- 56.2% saw anti smoking ads in newspapers or magazines
- 17.3% have an object with a cigarette brand logo
- 7.4% were offered free cigarettes by a tobacco company representative

School

- 58.2% had been taught in class, during the past year, about the dangers of smoking
- 44.3% had discussed in class, during the past year, reasons why people their age smoke
- 51.7% had been taught in class, during the past year, the effects of tobacco use

Highlights

- Three in 10 students currently use any form of tobacco; Over one-quarter currently smoke cigarettes; 15.5% currently smoke cigars; 3 in 10 never smokers are likely to initiate smoking next year.
- SHS exposure is very high – Two in 5 students live in homes where others smoke in their presence; Almost 7 in 10 are exposed to smoke in public places; Over half have at least one or more parents who smoke.
- Close to 7 in 10 students think smoke from others is harmful to them.
- Four in 5 students think smoking in public places should be banned.
- Seven in 10 smokers want to quit.
- Almost 1 in 6 students has an object with a cigarette brand logo.
- Eight in 10 students saw anti-smoking messages on TV vs. 7 in 10 saw pro messages; 7 in 10 saw anti messages on billboards; over half saw anti ads in newspapers or magazines.
- Six in 10 were taught in school about dangers of smoking.