

# TOBACCO MARKETING EXPOSURE AMONG MEXICO CITY ADOLESCENTS AND ADULTS IS ASSOCIATED WITH SMOKING BEHAVIORS AND RISK PERCEPTIONS

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## Background

- Exposure to tobacco marketing is positively associated with smoking initiation and behaviors
- Efforts to explore the exposure to tobacco marketing among adolescents and adults via various channels are lacking in Mexico

## Methods

- Cross-sectional survey in Mexico City in 2020 with 1444 adolescents (1179 non-smokers, 265 smokers) and 950 adults (745 non-daily smokers, 205 daily smokers)
- Tobacco marketing exposure was measured by whether participants noticed any tobacco marketing and promotion via channels during the past 30 days, including stores that sell cigarettes, billboards, newspaper/magazines, the Internet, coupons, mail publicity, etc.
- Smoking behaviors and susceptibility were also observed
- Chi-sq tests, ANOVA, and logistic regression models were used for analysis

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The tobacco industry aggressively targets **youth** and **low-SES** individuals in Mexico City through several marketing channels. A **complete ban on tobacco marketing and advertising** could help to prevent initiation and increase cessation.



[www.globaltobaccocontrol.org](http://www.globaltobaccocontrol.org)

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## Results

- A high percentage of adolescents noticed cigarette pack displays in stores (64%)
- Low- and mid-SES participants were more exposed to tobacco marketing than high-SES participants through several channels, including the Internet (37% and 36% vs. 25%) and newspaper/magazines (32% and 30% vs. 22%) ( $p < 0.05$ )
- Adolescent and adult smokers who noticed cigarette pack displays inside stores were more likely to smoke more than one cigarette/day (AOR=4.5, 95% CI 2.0-10.0 and AOR=1.9, 95% CI 1.4-2.6, respectively)
- Adolescent non-smokers who noticed pack displays were more likely to be susceptible to smoking (AOR=1.8, 95% CI 1.4-2.3)
- Adult smokers and adolescent non-smokers who noticed more tobacco promotions were less likely to be certain about the risks of smoking (AOR=0.9, 95% CI 0.8-0.9 and AOR=0.7, 95% CI 0.6-0.8, respectively)

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