

MALE SMOKING

"As a man who smoked regularly for 45 years . . . I feel I should inform the future smokers that to smoke means to write off part of your own freedom."
—VÁCLAV HAVEL, PRESIDENT OF THE CZECH REPUBLIC, 2000

Smoking is marketed as a masculine habit, linked to health, happiness, fitness, wealth, power, and virility. In reality, it leads to sickness, premature death, sexual impotence, and infertility.

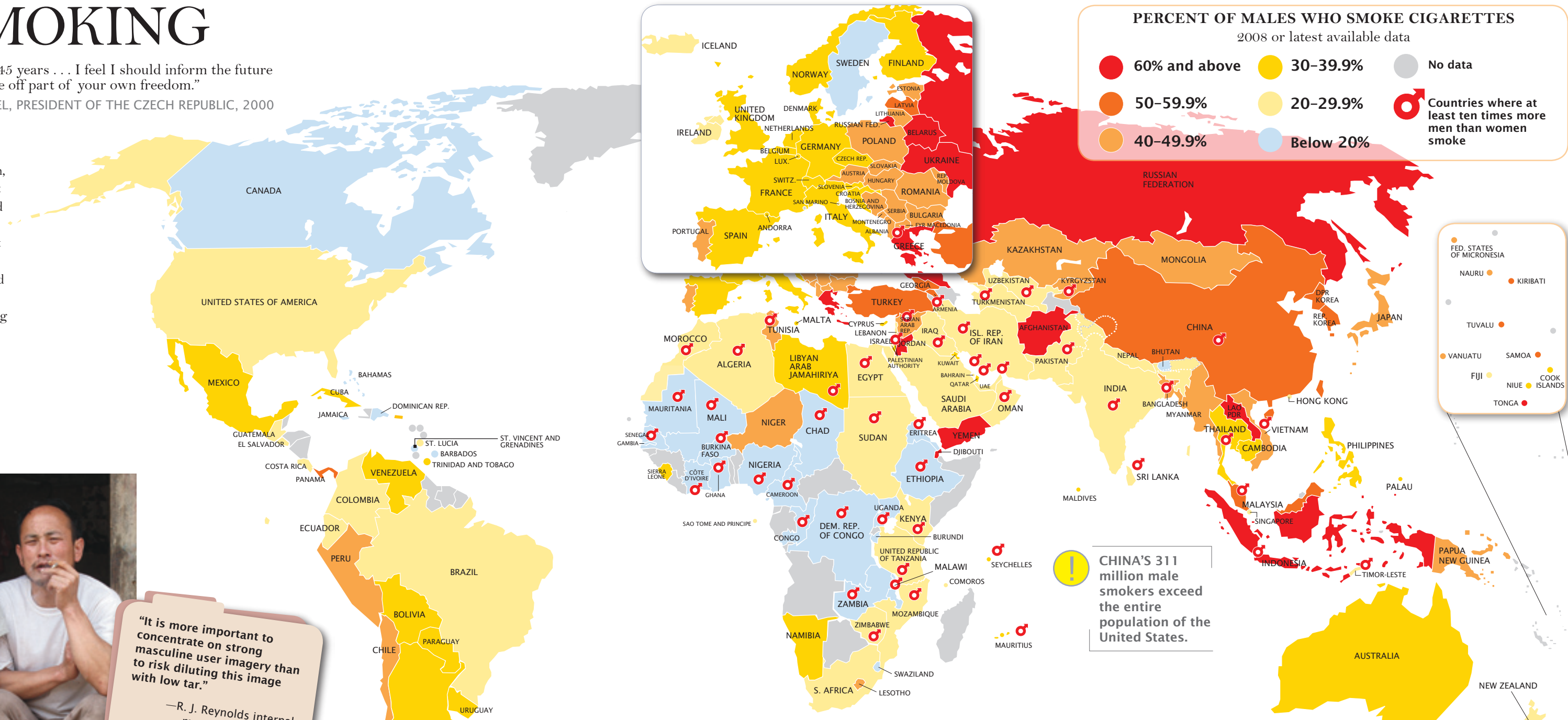
Almost 1 billion men in the world smoke—about 35 percent of men in high-resource countries, and 50 percent of men in developing countries. Male smoking rates have now peaked, and trends in low- and middle-resource countries indicate slow but sure declines. However, this extremely slow trend is progressing over decades while, in the meantime, tobacco is killing about 5 million men every year. In general, higher-educated men are abandoning tobacco addiction, leaving the smoking habit to poorer, less-educated men.

China deserves special mention because of the enormity of the tobacco problem and the danger it poses. Nearly 60 percent of Chinese men are smokers, and the country consumes more than 37 percent of the world's cigarettes.

China's monumental addiction is, according to Philip Morris, "the most important feature on the landscape." Escalating health and economic tolls imposed by tobacco threaten to impede the stable development of this major world power.

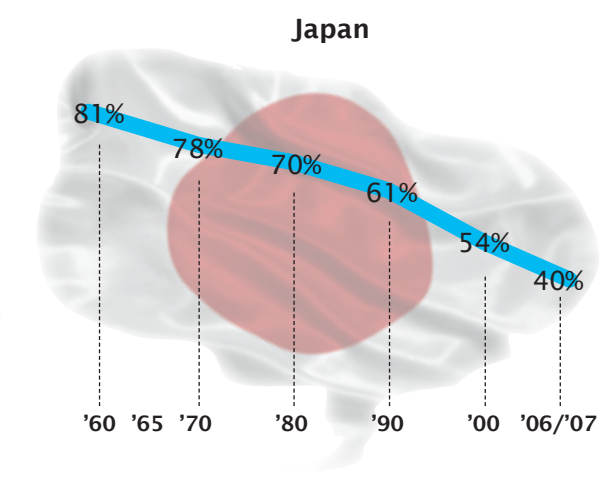
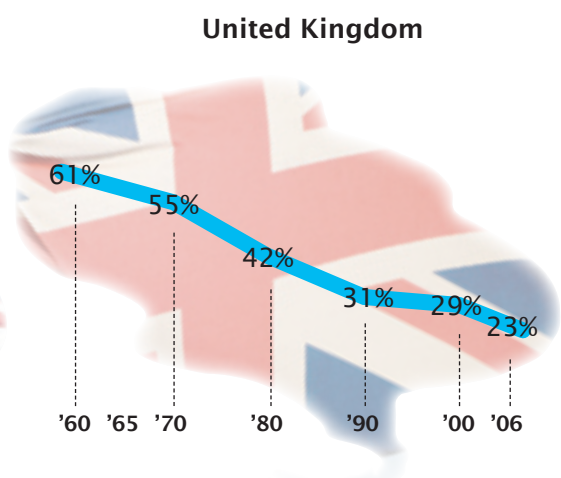
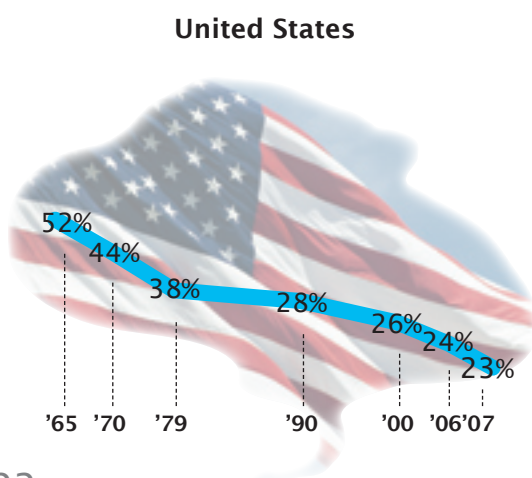


"It is more important to concentrate on strong masculine user imagery than to risk diluting this image with low tar."
—R. J. Reynolds internal memorandum, 1980



CHINA'S 311 million male smokers exceed the entire population of the United States.

SMOKING TRENDS
Adult male smoking prevalence, 1960–2007 (or most recent available year)



TOP 20 MALE SMOKING POPULATIONS, 2008 (estimate)

