

## 2 Male smoking

"Life is too precious, do not destroy it."  
Mother Teresa (1910-97)

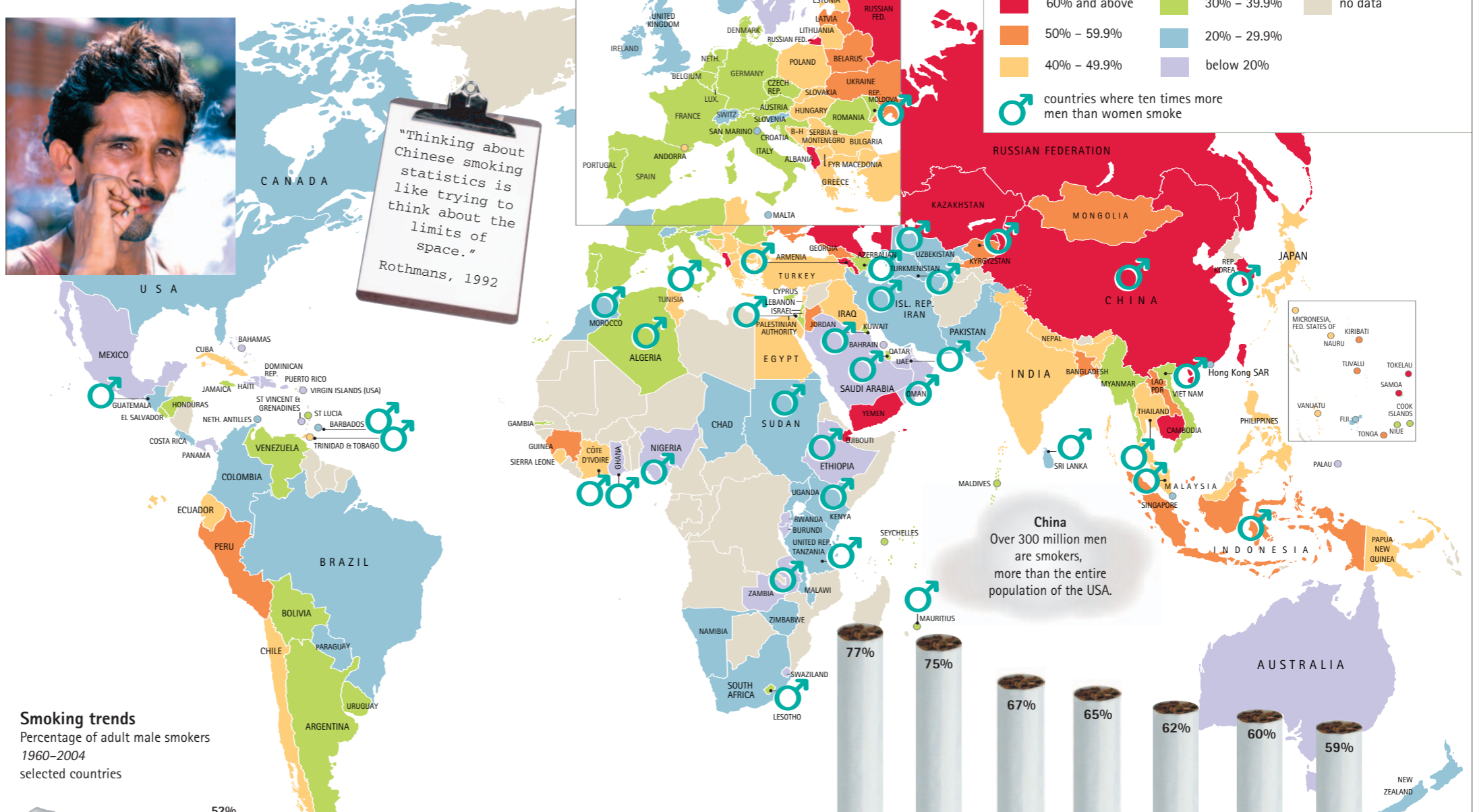
Smoking has been portrayed by its sellers as a masculine habit, linked to health, happiness, fitness, wealth, power, and sexual success. In reality, it leads to sickness, premature death, sexual impotence and infertility.

Almost 1 billion men in the world smoke – about 35 percent of men in developed countries, and 50 percent of men in developing countries. Trends in both developed and developing countries show that male smoking rates have now peaked and, slowly but surely, are declining. However, this is an extremely slow trend over decades and in the meantime, tobacco is killing nearly 4 million men every year. In general, the higher-educated man is giving up the habit first, so that smoking is becoming a habit of poorer, less educated males.

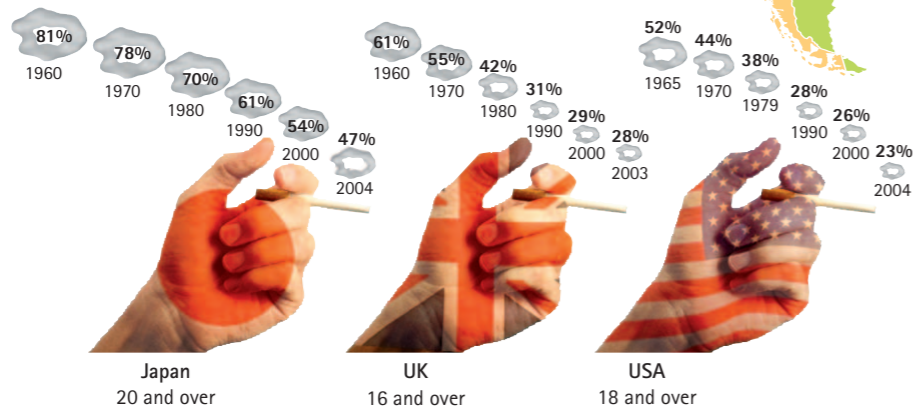
China deserves special mention because of the enormity of the problem. Consuming more than 30 percent of the world's cigarettes and with almost 70 percent of males still smoking, this huge market is, according to Philip Morris, "the most important feature on the landscape."



"Thinking about Chinese smoking statistics is like trying to think about the limits of space."  
Rothmans, 1992



**Smoking trends**  
Percentage of adult male smokers  
1960-2004  
selected countries



**Heavy smokers**  
Top 10 countries  
with highest reported  
smoking rates among men  
2005 or latest available data

