RAISING TOBACCO TAX = SAVING LIVES

IN CHINA

Death and Disease

Tobacco Tax

MORE THAN 1 MILLION
PEOPLE DIE EACH YEAR from tobacco-related illness

CHINA IS THE BIGGEST PRODUCER AND CONSUMER of tobacco in the world

1 IN 2 men are smokers

CIGARETTE PRICES IN CHINA

Price of a pack of the most popular brand:
5.00 RMB ($0.80 USD)
about the same as a bottle of water

Cigarettes in China are getting more affordable over time

14% 3%
2000 2010

Average annual per capita income required to buy 100 packs of the cheapest cigarettes

REDUCE annual tobacco consumption by approx. 20%

INCREASE government revenue from tobacco tax by more than 200 BILLION RMB ($30 billion USD)

SAVE around 3 MILLION LIVES

WORLD NO TOBACCO DAY, 31 MAY 2014
www.who.int/world-no-tobacco-day

#1 SUPPORT RAISING TOBACCO TAX #