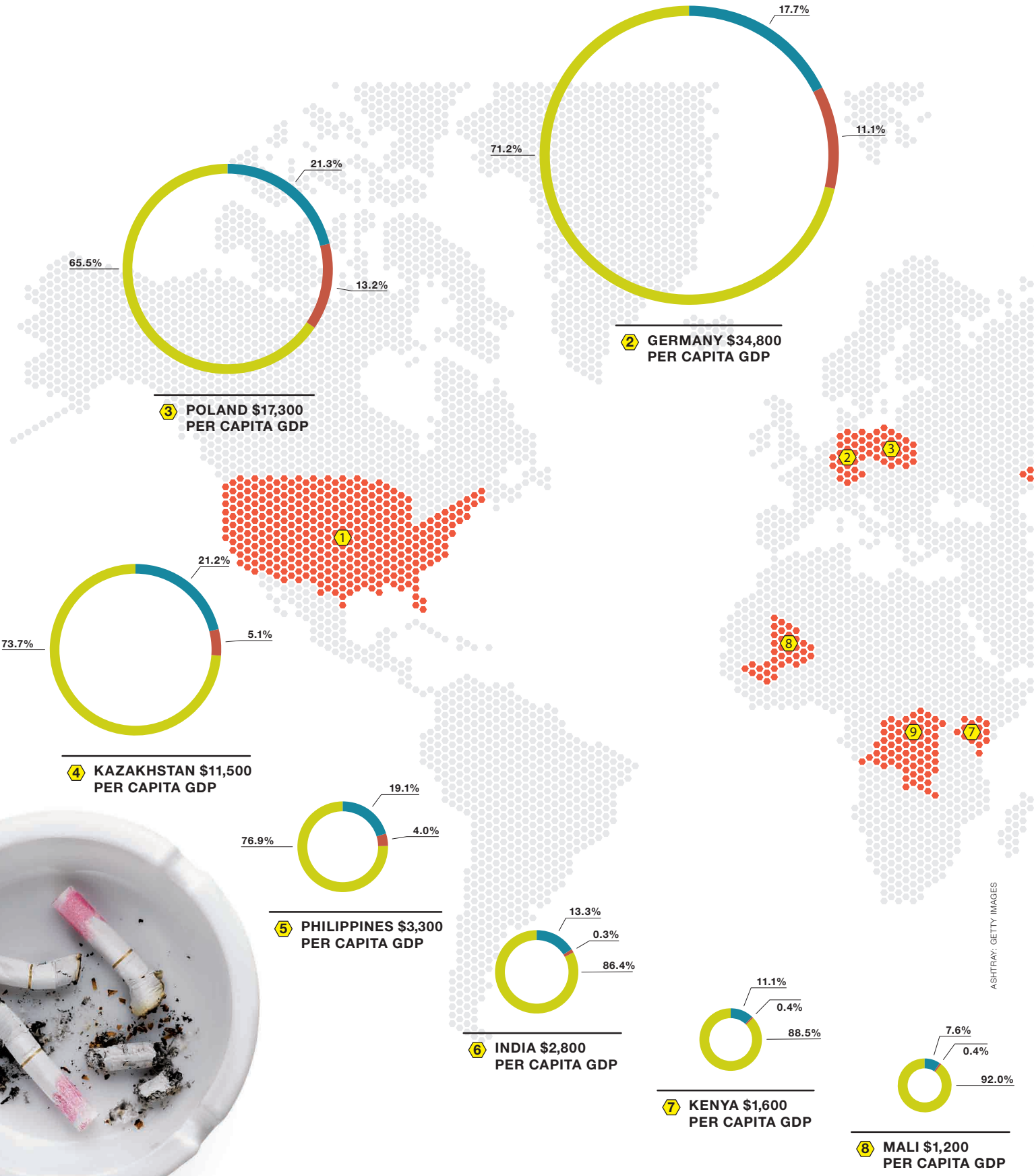


SEE

Curious Planet // Cultural Coordinates

BY NICOLE SOLIS
MAP BY CATALOGTREE

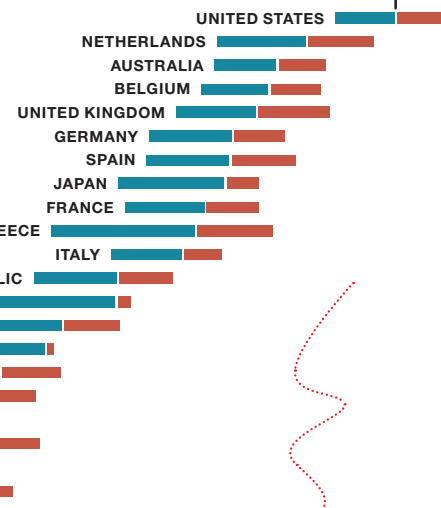
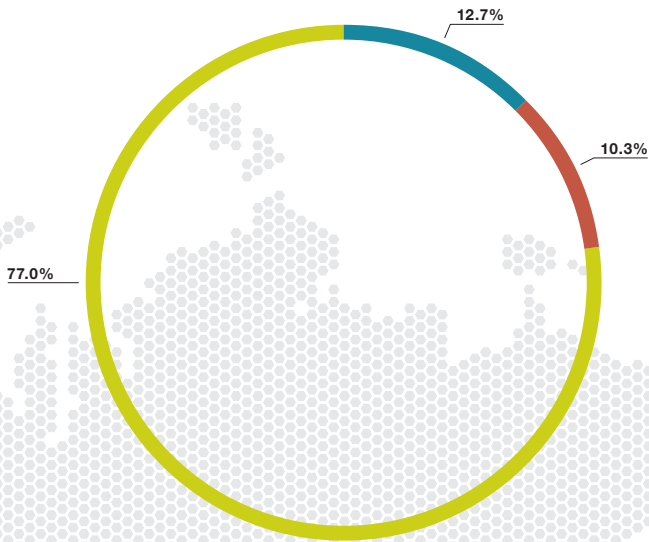


ASHTRAY: GETTY IMAGES

PER CAPITA GDP FIGURES ARE ADJUSTED FOR COST OF LIVING AND INFLATION. SOURCE: WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2008; THE MPOWER PACKAGE. PER CAPITA GDP (PPP) AND POPULATION FIGURES FROM CIA WORLD FACTBOOK, JULY 2009.

UP IN SMOKE: Canadian smokers are greeted by 16 health warnings on every pack of cigarettes. Greeks smoke an average of 8.2 cigarettes per person per day. Almost 30 percent of the world's smokers live in China.

\$47,000 PER CAPITA GDP



1 UNITED STATES \$47,000 PER CAPITA GDP

Smoke Signals

AFFLUENCE, AND ALL that affords, may be both a cause of and cure for the global smoking epidemic. In general, as countries' per capita gross domestic product (GDP) rises, more people smoke cigarettes. But when per capita GDP reaches roughly \$26,000 (see South Korea in the bar chart), overall smoking declines.

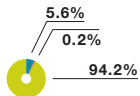
Men both pick up and drop the habit before women do. Once GDP reaches \$2,800 per person (India and Vietnam), at least one in five men smokes, and that rate generally increases until GDP reaches \$15,800 (Russia). Among women, the smoking rate takes off around \$9,500 GDP (Cuba) and builds to a peak at \$36,600 (United Kingdom), even as the habit declines among men.

Researchers say it's likely that the trend for women will eventually match that for men: Fewer women in high-income countries will start smoking, but more women in low- and middle-income countries will take up the habit. **A**

KEY



9 DEMOCRATIC REPUBLIC OF THE CONGO \$300 PER CAPITA GDP



\$200 PER CAPITA GDP

\$0 \$10,000 \$20,000 \$30,000 \$40,000 \$50,000