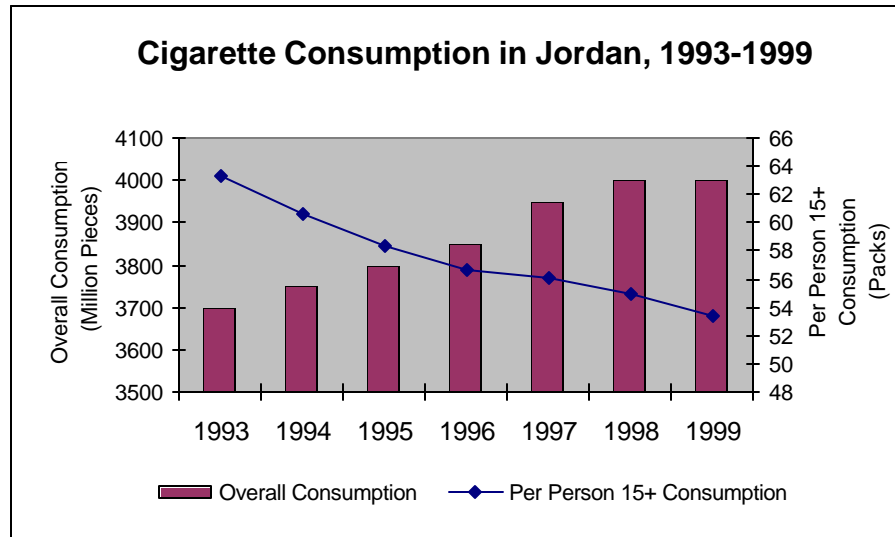


Economics of Tobacco in Jordan

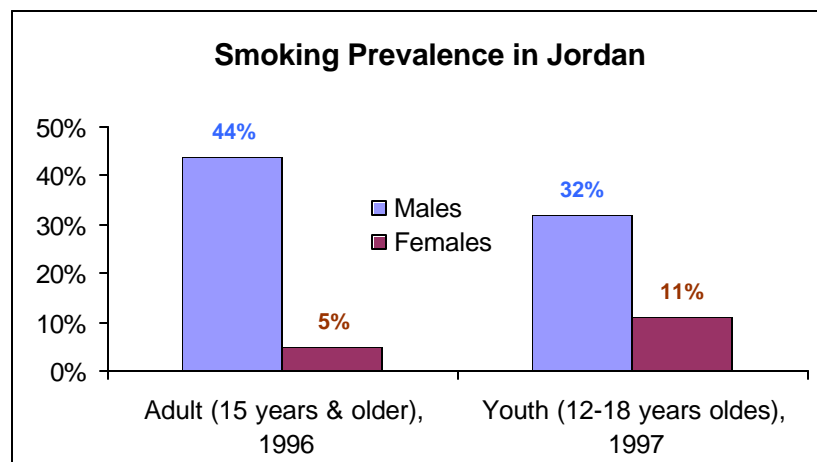
Consumption and Prevalence

?? In 1999, Jordan consumed 4,000 million cigarettes, up from 3,700 million cigarettes in 1993. However, per capita consumption has been decreasing during the same period (1993-1999). In 1993, cigarette consumption per person 15 years and older was 63 packs. It declined by 16%, to 53 packs in 1999.



Source: USDA

?? A survey of regular smoking behavior in Amman revealed that 44% of adult males (15+) and 5% of adult females were smokers in 1996. Another survey, also conducted in Amman, indicated that 32% of young men (between 12 and 18 years old) and 11% of young women were smokers in 1997.

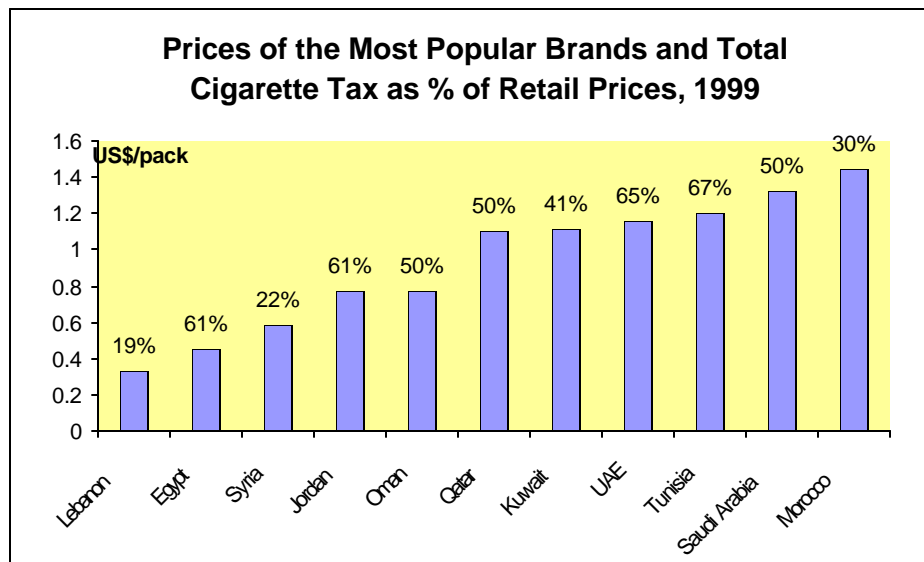


Source: Adult data: Regular smoking in Amman; survey conducted by UNICEF and information provided by Basima Isteitieh of the Ministry of Health at the WHO Regional Office for the Eastern Mediterranean meeting on tobacco in July 1999. Youth data:

Regular and occasional smoking in Amman; survey conducted by KAP, supported by UNICEF and information provided by Basima Isteitieh of the Ministry of Health at the WHO Regional Office for the Eastern Mediterranean meeting on tobacco in July 1999.

Tobacco Taxes

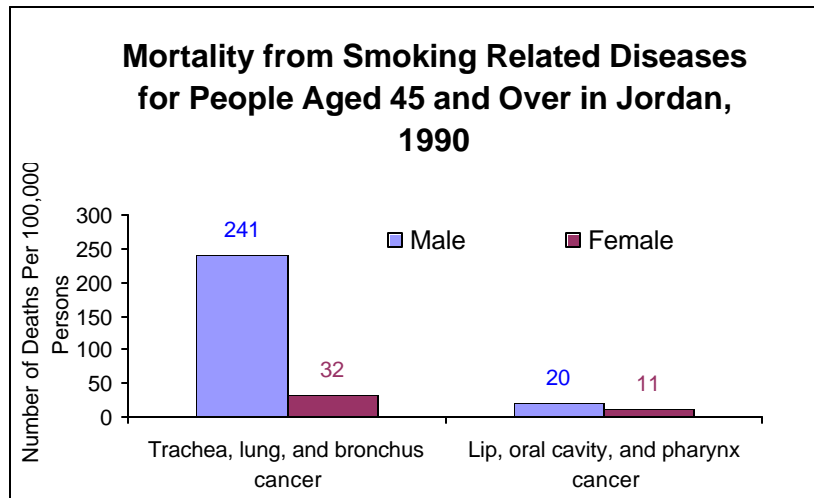
?? In Jordan, cigarettes are subject up to specific excise tax (called special sales tax: around 0.30 dinar/pack for domestic products and 0.38 dinar/pack for imports) and 13% general sales tax. Imported cigarettes are also subject to 100% import duty on CIF value. The overall cigarette tax as % of retail price in Jordan was 61% in 1999.



Source: The World Bank Estimates

Health Issues

?? In 1990, there were an estimated 241 deaths per 100,000 males aged over 45 from cancers of the trachea, lung and bronchus in Jordan. By comparison, only 32 females 100,000 over 45 died of these diseases. For all smoking related diseases, mortality rates for women are substantially lower than men, reflecting relatively low smoking prevalence among women. A large part of the gender differences in these mortality rates is attributable to tobacco use.



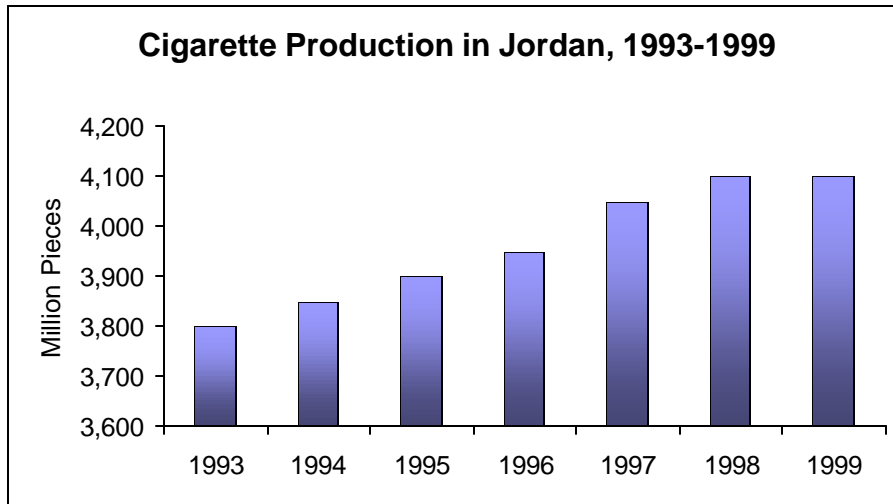
Source: Ferlay, J., Parkin, D.M., & Pisani, P. (1998). *GLOBOCAN 1: Cancer Incidence and Mortality Worldwide*. [CD-ROM]. International Agency for Research on Cancer.

Tobacco Control Measures

- ?? Based on public health legislation from 1971 and 1977, there is a ban on the advertising of any type of tobacco. The only form of publicity that tobacco companies can use is sponsorship but restrictions apply. Cigarette packets must carry a health warning and tar and nicotine levels.
- ?? Smoking is prohibited in hospitals, health care institutions and schools, as well as in such places as conference halls and all public places during hours when they are open to the public. Smoking is also prohibited on public transport vehicles and Royal Jordanian Airlines have banned smoking on short flights.
- ?? Attempts to educate the public and increase public awareness to the dangers of smoking are being made through the mass media; posters, pamphlets and leaflets are being produced and meetings are being organized. Audio visual materials have been produced. The number of articles and programs appearing in newspapers, magazines and on radio and television are constantly increasing.

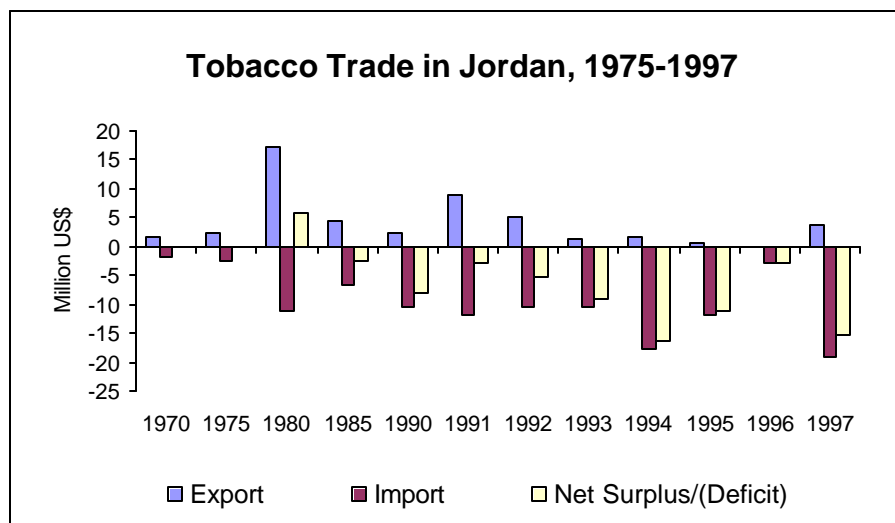
Production and Trade

- ?? In 1999, Jordan produced 4,100 million cigarettes, up from 3,800 million in 1993. In Jordan, there are three major tobacco manufacturing companies, of which Jordan Tobacco & Cigarettes Co. is the single biggest one with around 90% of market share.



Source: USDA

?? Jordan has been a net tobacco importer since 1980s. In 1997, net payment for tobacco products was 15 million US dollars. Jordan imports cigarettes from UK, USA and Netherlands, among other countries, and exports cigarettes to some neighboring countries. Turkey was the most important export market for Jordan in 1997.



Source: FAO