

STRUCTURE, VARIETY AND SCALE OF TOBACCO CONSUMPTION

5.1. Structure and Variety of Consumption

According to the survey results, 54.2% of smokers smoke local and 44.8% foreign make cigarettes (annex 6); among men, these indicators amount 55.2% and 44.8% and for women 15.4% and 84.6% respectively. Thus, unlike men, women are explicitly inclined to smoke foreign make cigarettes. The main reason for such choice is, most likely, the large variety and selection of mild brands among foreign cigarettes.

The structure of tobacco consumption by variety in the sample frame is presented in the table below:

Table 7. Distribution of number of smokers by types of cigarettes

Type of cigarettes	Number of cigarette smokers		Structure of consumption (% of consumption)		
	total	ratio (%)	cigarettes	cigarettes	
			total	total	by type
Cigarettes total, including	4355	28.75	99.04	100	
local production, total	2384	15.74	54.22	54.74	100
of which					
filter	1503	9.92	34.18	34.51	63.05
without filter	881	5.82	20.04	20.23	36.95
foreign production, total	1971	13.01	44.83	45.26	100
of which					
filter	1943	12.83	44.19	44.62	98.58
without filter	28	0.18	0.64	0.64	1.42
Cigars, total	4	0.03	0.09		
Tobacco, total	38	0.25	0.86		
TOTAL	4397	29.03	100		

In all marzes of Armenia (except Yerevan), the prevailing type of cigarettes consumed is the local production. The local production cigarettes account for: 75% of consumption in Syunik and Shirak, 73 - 74% in Vayotz Dzor and Lori, 67 - 68% in Gegharkunik, Aragatzotn and Ararat, 61% in Kotayk, and 51 - 52% in Tavush and Armavir. In Yerevan, the local make cigarettes account for only 42% of the consumption, while 58% of smokers prefer foreign make cigarettes.

5.4%, 2.0%, 1.3%, 0.6% and 0.4% of smokers in Armavir, Vayotz Dzor, Lori, Kotayk and Shirak regions prefer tobacco which is most likely of own or domestic production. Only four persons smoke cigars, including 2 in Yerevan, one in Shirak and Syunik each, and their ratio in the total number of smokers constituted 0.1% only. The origin of the cigars is most likely foreign.

The survey results indicate that 78.4% of cigarette consumers in the country prefer and can afford filter cigarettes, and 20.7% prefer or can afford cigarettes without filter. Cigarettes without filter are smoked by 37.0% of local cigarette consumers. 98.6% of foreign cigarette consumers prefer filter cigarettes. Consumption of cigarettes without filter is particularly high in Vayots Dzor marz (47.1%), Lori marz (38.2%) and Shirak marz (33.5%), and is the lowest in Aragatzotn marz (10.5%), Yerevan (14.5%), and in Gegharkunik marz (15.8%).

The survey results indicate that consumption of foreign make cigarettes exceeds that of the local ones in the age group of 35 years (59%), is equal in the age group of 35 - 39 years, and is in reverse proportion in the age group of 45 and above years (65.2%).

Chart 4. Ratios of domestic and foreign cigarette smokers by expanded age groups

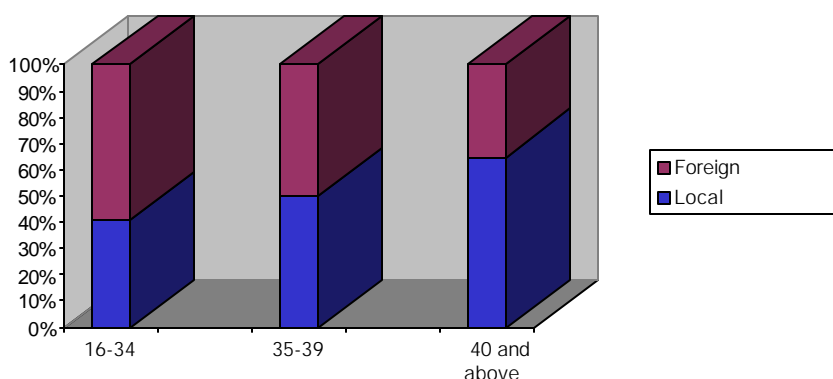
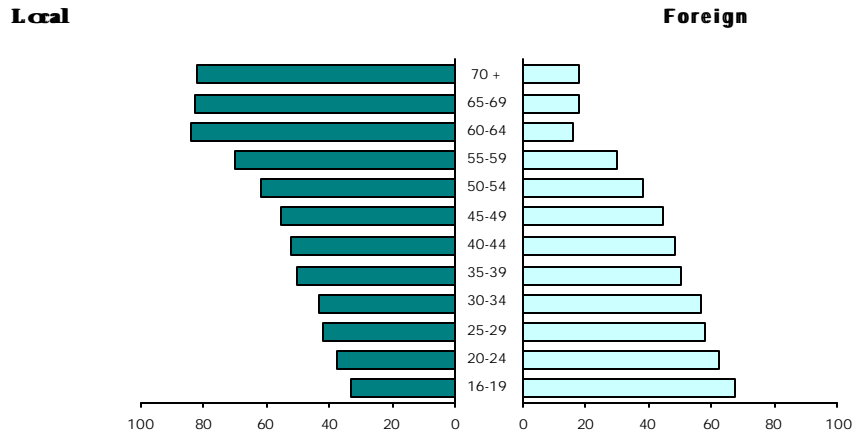


Table 8. Structure of consumption of domestic and foreign cigarettes by age groups

Age group	Consume cigarettes					
	Total responses		including			
			local production		foreign production	
persons	%	persons	%	persons	%	
16-19	88	100	29	33.0	59	67.0
20-24	356	100	134	37.6	222	62.4
25-29	442	100	186	42.1	256	57.9
30-34	542	100	236	43.5	306	56.5
35-39	717	100	359	50.1	358	49.9
40-44	593	100	309	52.1	284	47.9
45-49	445	100	246	55.3	199	44.7
50-54	224	100	139	62.1	85	37.9
55-59	310	100	217	70.0	93	30.0
60-64	249	100	209	83.9	40	16.1
65-69	274	100	226	82.5	48	17.5
70 and above	115	100	94	81.7	21	18.3
TOTAL	4355	100	2384	54.7	1971	45.3

Chart 5. Ratios of domestic and foreign cigarette smokers by detailed age groups



5.2. Average Daily Consumption Per Smoker

As mentioned above, the tobacco consumption survey questionnaire was designed in such a way that all respondents providing positive answers to the question on "If you smoke, what is your preferred brand?" also answered the question on "If you smoke, how many packs a day on the average?" The choice of responses was "insignificant number (0.25 packs)," "0.5 packs," "1.0 packs," "1.5 packs," "2.0 and more packs."

The data provided in table 9 below indicates that the overwhelming majority (61.3%) of cigarette consumers (4355 persons) smoke one pack per day. At the same time, daily consumption of men is higher than that of women. 33% of women and 79.5% of men smoke one and more packs a day. Thus, according to the results of the sample survey the average daily consumption of cigarettes is 1.035 packs, including 1.046 packs for men and 0.616 packs for women.

Table 9. Distribution of number of smokers by average daily consumption

	Total smokers, men	Average daily consumption, packs	including by volume of consumption				
			small	0.5 pack	1 pack	1.5 pack	2 and more
Total	4355	1.035	269	671	2671	316	428
%	100		6.2	15.4	61.3	7.3	9.8
men	4252	1.046	230	641	2645	309	427
%	100		5.4	15.1	62.2	7.3	10.0
women	103	0.616	39	30	26	7	1
%	100		37.9	29.1	25.2	6.8	1.0

The estimates indicate that for consumers of local cigarettes, the average daily consumption amounted 1.017, 1.019 and 0.672 packs, and for those of foreign cigarettes 1.004, 1.023 and 0.603 packs. Thus, the average annual consumption by one smoker amounts 369 packs, including 376 by men and 223 by women.

The results of the sample frame were used as a basis to determine the actual national consumption of cigarettes.

