

An analysis of smoking prevalence in Australia Press Release



25th November 2013

RESEARCH DEMONSTRATES NO CHANGE IN AUSTRALIAN SMOKING RATES SINCE INTRODUCTION OF PLAIN PACKAGING

LONDON – The smoking rate in Australia has remained unchanged since the introduction of plain packaging a year ago according to a report issued today by London Economics, one of Europe’s leading policy and economics consultancies.

The research is one of the first comprehensive surveys of smoking prevalence since the introduction of plain packaging in Australia one year ago. This analysis concentrates on *actual* smoking behaviour, as reported by study participants both before and after the implementation of the new tobacco packaging requirements, which more than doubled the size of the health warning on the front of the pack and removed all brand imagery from tobacco packaging, requiring tobacco products to be sold in plain packaging.

Dr Gavan Conlon, lead researcher and London Economics partner said:

“Over the timeframe of the analysis, the data does not demonstrate that there has been a change in smoking prevalence following the introduction of plain packaging despite an increase in the noticeability of the new health warnings.”

London Economics were commissioned by Philip Morris International to undertake this analysis. The full report can be found by visiting: (www.londecon.co.uk)

About London Economics:

London Economics is one of Europe’s leading economics consultancies. London Economics' highly-qualified economists have experience in applying a wide variety of analytical techniques to assist our work, including cost-benefit analysis, multi-criteria analysis, policy simulation, scenario building, statistical analysis and mathematical modelling. We are also experienced in using a wide range of data collection techniques including literature reviews, survey questionnaires, interviews and focus groups. In addition, we have extensive experience of using official statistical sources and private sector databases, often in innovative ways. Further details of our research can be found at www.londecon.co.uk

About Gavan Conlon:

Dr Gavan Conlon is a Partner at London Economics and leads the organisation's work on public policy economics and has undertaken a range of research covering all aspects of economics for a range of both public and private sector clients. He has extensive academic and public policy experience, having worked in the London School of Economics in the Centre for Economic Performance and as a senior economist in PricewaterhouseCoopers LLP. He also has experience of working inside central government having spent a year on secondment to the Department of Education. Gavan has a doctorate in economics from the University of Oxford and has several published papers in peer reviewed academic journals.

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