

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH PORTFOLIO**

**Supplementary Budget Estimates 2015 - 2016, 21 October 2015**

**Ref No:** SQ15-000698

**OUTCOME:** 1 - Population Health

**Topic:** Tobacco Plain Packaging

**Type of Question:** Written Question on Notice

**Senator:** Leyonhjelm, David

**Question:**

Does the result, reported in the 2015 article by Scollo et al entitled 'Changes in use of types of tobacco products by pack sizes and price segments, prices paid and consumption following the introduction of plain packaging in Australia', that 'Consumption did not change in PP year 1 among daily, regular or current smokers or among smokers of brands in any market segment' indicate that plain packaging did not change tobacco consumption in its first year?

**Answer:**

No, the article by Scollo et al, does not provide a basis for drawing the conclusion that tobacco plain packaging did not have an impact on tobacco consumption in its first year.

The article examines whether the average number of cigarettes consumed by continuing smokers changed following tobacco plain packaging. It does not examine whether total consumption fell as a consequence of more smokers quitting or fewer non-smokers initiating or fewer former smokers relapsing.

The data underlying this article was derived from the National Monthly Tobacco Plain Packaging Tracking Survey. This was a cross-sectional survey undertaken each month between April 2012 and March 2014 of 400 smokers and recent quitters. A measure in the survey included recording numbers of cigarettes reported smoked per day, per week or per month by respondents who were smokers. Therefore, the survey only measured the average consumption of those respondents who continued to smoke. It did not address or take account of any reductions in the numbers of smokers in the total population during that period. As such, the result reported by Scollo et al is not an indication of total or per capita tobacco consumption in Australia.