



Public health campaigns and smoking rates

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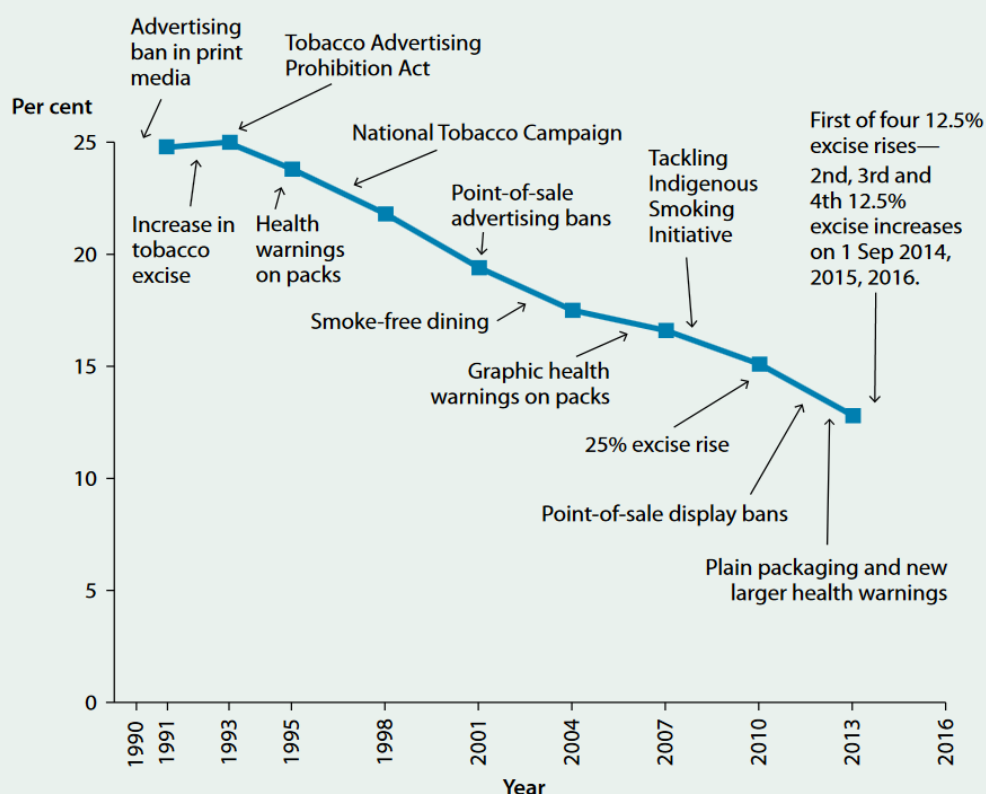
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Public health promotion, regulation and increased taxation on tobacco products, have contributed to the **steady reduction** in the daily tobacco smoking rate from 24% in 1991 to 13% in 2013 for people aged 14 and over.

This reduction has been particularly marked for younger people:

- The fall in daily smoking rates over the past decade occurring predominantly among people aged 18–49.
- The average age at which young people aged 14–24 smoked their first cigarette has risen steadily since 2001 (15.9 years in 2013 compared with 14.3 in 2001).
- The proportions of secondary school students aged 12–17 who reported smoking in their lifetime, in the past 4 weeks, past week or on 3 days of the last 7, continues to decline.

Figure 6.1.1: Daily smokers aged 14 and over and key tobacco control measures, Australia, 1990–2016



Source: Department of Health 2015c.

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