

From: [MCLACHLAN-BENT, Ashley](#)
To: [BEDFORD, Chris](#); [REBERA, Avi](#)
Cc: s22
Subject: Fwd: Press release on Roy Morgan website - "Smoking increases among young Australians since "vaping sales ban" in 2024 - Roy Morgan research [SEC=OFFICIAL:Sensitive]
Date: Tuesday, 1 July 2025 7:31:13 PM
Attachments: [image001.png](#)

Chris, s22 Avi

I don't have further detail at this stage but bringing the below release from Roy Morgan this afternoon re smoking and vaping rates to your earliest attention.

Karlie and team are onto it (see below). I will work with KB to keep you updated.

Ashley

Sent from [Workspace ONE Boxer](#)

----- Forwarded message -----

From: BROWN, Karlie
Date: 1 July 2025 at 7:25:00 pm AEST
Subject: FW: Press release on Roy Morgan website - 'Smoking increases among young Australians since 'vaping sales ban' in 2024 - Roy Morgan research [SEC=OFFICIAL:Sensitive]
To: MCLACHLAN-BENT, Ashley

FYI, as discussed.

From: s22
Sent: Tuesday, 1 July 2025 6:41 PM
To: BROWN, Karlie
Subject: Press release on Roy Morgan website - 'Smoking increases among young Australians since 'vaping sales ban' in 2024 - Roy Morgan research [SEC=OFFICIAL:Sensitive]

Dear Karlie

s47F just called to advise Roy Morgan has published the following press release - [Smoking increases among young Australians since 'vaping sales ban' in 2024 - Roy Morgan Research](#) that uses data from 2024 through to May 2024 to assert that smoking rates have increased since the vaping reforms – particularly among 18-24yrs.

s47G(1)(a), s47G(1)(b)

Apologies for the late call (I did not leave a voice mail) and given the time perhaps we can wait for more information from s47F s47G(1)(a), s47G(1)(b)

The quotes from Roy Morgan give a good sense of the overall press release:
Roy Morgan CEO Michele Levine says legislation banning the sale of single-use and non-therapeutic vapes in Australia introduced in 2024 has had little impact on the rate of vaping and coincided with an increase in smoking rates among young Australians:

"The latest Roy Morgan data on smoking and vaping rates in Australia shows rates of smoking have increased since the legislation was introduced in mid-2024 – driven almost entirely by younger Australians aged 18-24.

“The legislation was phased in over several months from July 2024 but has demonstrably failed to reduce overall rates of smoking and vaping – which are higher now than during the second half of last year.

“In particular, in the year to September 2024, over one-sixth of Australians (17.1%) were smoking or vaping – and after briefly dipping, the latest data shows the overall rate of smoking and vaping has now returned to the same level (17.1%) – and the raw number is now higher.

“A comparison of different age groups shows Australians aged 18-24 are driving this increase with the overall rate of smoking and vaping rising 2.9% points for this age group since September 2024. This is a striking contrast with the trends for other age groups with the rate for 25-34yr olds down 0.7% points, down 0.4% points for 50-64yr olds, and down 0.2% points for people aged 65+. The rate is unchanged for people aged 35-49.

“Digging into the data since September 2024 shows more 18-24yr olds are smoking Factory-Made Cigarettes (up 2.9% points to 11.1%), vaping (up 1.5% points to 20.5%), and smoking Roll Your Own cigarettes (up 0.5% points to 7.6%).”

Happy to chat as needed,

Kind regards

s22

s22

(Ms/she/her)

s22

Tobacco & E-Cigarette Control Branch
Population Health Division

Population Health Division | Primary and Community Care Group
Australian Government, Department of Health, Disability and Ageing
T: +61 2 5132 s22 | M: s22 | E: s22 [@health.gov.au](mailto:s22@health.gov.au)

PO Box 9848, Canberra ACT 2601, Australia

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[SEC=OFFICIAL:Sensitive]

From: [REBERA, Avi](#)
To: [MCLACHLAN-BENT, Ashley](#)
Cc: s22
Subject: RE: Roy Morgan press release - "Smoking increases among young Australians since "vaping sales ban" in 2024" [SEC=OFFICIAL:Sensitive]
Date: Wednesday, 2 July 2025 9:35:04 AM
Attachments: [image001.png](#)
[image002.png](#)

Thanks Ash.

Cheers

Avi

Avi Rebera

A/g First Assistant Secretary

Regulatory Practice and Support Division

Health Products Regulation Group

Australian Government Department of Health, Disability and Ageing

T: + 61 2 5132 s22 | M: +61 s22 | E: avi.rebera@health.gov.au

PO Box 100, Woden ACT 2606, Australia

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From: MCLACHLAN-BENT, Ashley

Sent: Wednesday, 2 July 2025 9:27 AM

To: REBERA, Avi

Cc: s22

Subject: FW: Roy Morgan press release - 'Smoking increases among young Australians since 'vaping sales ban' in 2024' [SEC=OFFICIAL:Sensitive]

Avi – please see below for latest on this issue.

I note there has been no broader media reporting on the Roy Morgan data overnight. Will share anything further that comes through from Karlie and clear anything we provide through you of course.

Ashley

From: BROWN, Karlie <Karlie.Brown@health.gov.au>

Sent: Tuesday, 1 July 2025 10:35 PM

To: s47F <s47F@Health.gov.au>; s47F <s47F@Health.gov.au>; s22 <s22@Health.gov.au>; s22 <s22@Health.gov.au>

Cc: RAVEN, Anthea <Anthea.Raven@health.gov.au>; DEVELIN, Liz <Liz.DEVELIN@Health.gov.au>; BEDFORD, Chris <Chris.Bedford@health.gov.au>; MCLACHLAN-BENT, Ashley <Ashley.MCLACHLAN-BENT@health.gov.au>; s22 <s22@Health.gov.au>

Subject: RE: Roy Morgan press release - 'Smoking increases among young Australians since 'vaping sales ban' in 2024' [SEC=OFFICIAL:Sensitive]

Will do. s47G(1)(a), s47G(1)(b)

Assuming this is the same Roy Morgan dataset, we may need to consider making the analysis

CCV have undertaken for us available to support responses, but we can consider that once s47G(1)(a), s47G(1)(b) . The media release methodology isn't entirely transparent but there are clear differences.

Karlie

From: s47F @Health.gov.au>

Sent: Tuesday, 1 July 2025 10:10 PM

To: BROWN, Karlie <Karlie.Brown@health.gov.au>; s47F
s47F @Health.gov.au>; s22 @Health.gov.au>

Cc: RAVEN, Anthea <Anthea.Raven@health.gov.au>; DEVELIN, Liz <Liz.DEVELIN@Health.gov.au>; BEDFORD, Chris <Chris.Bedford@health.gov.au>; MCLACHLAN-BENT, Ashley <Ashley.MCLACHLAN-BENT@health.gov.au>; s22
s22 @Health.gov.au>

Subject: Re: Roy Morgan press release - 'Smoking increases among young Australians since 'vaping sales ban' in 2024' [SEC=OFFICIAL:Sensitive]

Thanks Karlie, s47G(1)(a), s47G(1)(b)

Sent from [Workspace ONE Boxer](#)

On 1 July 2025 at 10:09:30 pm AEST, BROWN, Karlie <Karlie.Brown@health.gov.au> wrote:

s47G(1)(a), s47G(1)(b) We will follow up again first thing tomorrow.
Cheers,
Karlie

From: s47F @Health.gov.au>

Sent: Tuesday, 1 July 2025 9:57 PM

To: BROWN, Karlie <Karlie.Brown@health.gov.au>; s47F
s47F @Health.gov.au>; s22 @Health.gov.au>

Cc: RAVEN, Anthea <Anthea.Raven@health.gov.au>; DEVELIN, Liz <Liz.DEVELIN@Health.gov.au>; BEDFORD, Chris <Chris.Bedford@health.gov.au>; MCLACHLAN-BENT, Ashley <Ashley.MCLACHLAN-BENT@health.gov.au>; s22
s22 @Health.gov.au>

Subject: Re: Roy Morgan press release - 'Smoking increases among young Australians since 'vaping sales ban' in 2024' [SEC=OFFICIAL:Sensitive]

s47G(1)(a), s47G(1)(b) Can we please push for that as soon as possible.

Thanks

s47
F

Sent from [Workspace ONE Boxer](#)

On 1 July 2025 at 8:52:00 pm AEST, BROWN, Karlie

<Karlie.Brown@health.gov.au> wrote:

| Dear s47F s22

We have been alerted this evening to Roy Morgan having published the following press release - [Smoking increases among young Australians since 'vaping sales ban' in 2024 - Roy Morgan Research](#).

The release analyses smoking rates between January 2024 and May 2025 and asserts that smoking rates have increased since the vaping reforms – particularly among 18-24 year olds.

s47G(1)(a), s47G(1)(b)

We have prepared interim response points below and will update as we know more.

Key responses

- Without the ability to interrogate the analysis, it is not possible to comment on the assertions made by Roy Morgan.
- What is clear is that this analysis differs from other data sources.
 - The latest research from the Cancer Council's Generation Vape study, published in November 2024 shows that adolescents aged 14-17 years are vaping less, less likely to smoke and have increased awareness of the harms of vaping.
 - Adolescents who report never vaping increased to 85.7% from 82.8% in July 2024
 - Adolescents who have never smoked was at its highest level at 93.9%
 - 26.8% of adolescents who have vaped reported buying their own vape, a decrease from 36.0% in July 2024.
 - The latest statistics from the South Australian Health and Medical Research Institute (SAHMRI) found 2024 vaping rates among 15 to 29-year-olds reduced by around a third when compared to 2023.
 - The latest NSW Population Health Survey showed that vaping rates have stabilised in 2024, following the significant growth in vaping rates since 2020.
- Smoking and vaping behaviours are complex and multifaceted.
 - Credible research suggests that e-cigarette use is a strong predictor of future tobacco use, particularly among young people.
 - We know that most people who smoke as adults first tried cigarettes in their teenage years. Preventing children and young people from taking up vaping and smoking is crucial to achieving reductions in smoking rates.
- Tobacco use remains the leading cause of preventable death in Australia.
- This is why the Government is committed to implementing a

comprehensive range of measures to encourage and support people to quit smoking and vaping, and to prevent people from starting in the first place, including stronger legislation, enforcement, education and support.

Sensitivity – smoking rates among young people

- The SAHMRI data released in January 2025 did show an increase of smoking rates among 15-29 year olds at 11.9% compared with 8.7% in 2023, but an overall decrease in daily smokers among 15-29 year olds to 6.9% from 7.2% in 2023.
- NSW data showed daily or occasional vaping rates plateauing among 16-24 year olds, at 20.2% in 2023-24 up from 18.9% in 2022-23. Daily or occasional smoking rates also remained similar at 11.6% in 2023-24 compared with 10.9% in 2022-23 (following a long term decline to 2021-22).
- Recently released Queensland data among adults showed continued declines in daily smoking rates among 18-29 year olds between 2022 and 2024.

s47G(1)(a), s47G(1)(b)

Feel free to call tonight should you need, otherwise happy to discuss in the morning.

Kind regards,

Karlie

Karlie Brown ([Ms/she/her](#))

Assistant Secretary

Tobacco and E-cigarette Control Branch

Population Health Division | Primary and Community Care Group
Australian Government Department of Health, Disability and Ageing

T: +612 5132 5222 E: Karlie.Brown@health.gov.au

This email comes to you from Ngunnawal Country

Location: Yaradhang Building

PO Box 9848, Canberra ACT 2601, Australia

The Department of Health, Disability and Ageing acknowledges First Nations peoples as the Traditional Owners of Country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to all Elders both past and present.

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The figures that prove the Albanese government's vaping ban is a failure

- Number of young Australians smoking and vaping rises after ban introduced
- READ MORE: [Disposable vapes release MORE cancer chemicals than cigarettes](#)

By [NICHOLAS COMINO FOR DAILY MAIL AUSTRALIA](#)

PUBLISHED: 01:30 AEST, 3 July 2025 | UPDATED: 02:13 AEST, 3 July 2025

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New data has revealed a sharp rise in smoking and vaping among young Australians, casting doubt on the effectiveness of the Albanese Government's vape crackdown.

Australians aged 18 to 24 now have the highest rate of smoking or vaping of any age group, with 28 per cent (700,000 people) reporting they engage in one or both habits.

That's up from 25.1 per cent (620,000) in September 2024, a steep 2.9 percentage point rise in less than a year.



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Vaping alone is now undertaken by 20.5 per cent (510,000) of this age group, up from 19 per cent (470,000).

It marks the highest vaping rate recorded for young adults since early 2024.

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More worryingly, there has been a significant jump in factory-made cigarette (FMC) use.

In the same period, the proportion of 18 to 24-year-olds smoking FMCs climbed from 8.2 per cent (200,000) to 11.1 per cent (280,000).

Use of roll-your-own (RYO) tobacco also ticked up slightly, from 7.1 per cent to 7.6 per cent.



The number of Australians vaping has risen since bans were introduced last year



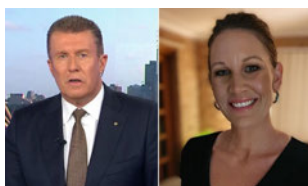
The numbers follow a surge of illegal tobacco shops, which are booming across the country

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The rise comes despite the federal government's sweeping anti-vape legislation.

The laws, which came into effect on July 1, last year, banned the importation, production, supply, advertisement, and commercial possession of disposable, non-therapeutic vapes.

However, the latest figures from Roy Morgan released this week suggest the policy has had minimal impact on curbing nicotine use, and may even be pushing young people toward more harmful tobacco products.

Roy Morgan CEO Michele Levine said the data paints a worrying picture.

'The legislation was phased in starting from July 2024, but the data clearly shows that it has failed to reduce the overall incidence of smoking and vaping,' she said.

'In fact, rates are now higher than they were during the latter half of last year, and the raw number of Australians who smoke or vape has increased.'

The crackdown is also driving a rise in illegal tobacco shops, which are surging in number across the country, particularly in Melbourne and Sydney.

One major Sydney newspaper reported there are now 60 tobacco retailers for every McDonald's restaurant in New South Wales, many operating outside the law.



The number of Aussies aged 18-24 who smoke is up almost 3 per cent since the ban started

In response, the NSW Opposition announced plans on Sunday to introduce new legislation aimed at tightening enforcement and targeting the black market trade in

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tobacco and vapes.

NSW Shadow Health Minister Kellie Sloane said the government's lack of action was allowing organised crime to flourish.

'We can't risk a new generation getting hooked on cheap cigarettes and destroying their health because the Minns Government failed to act on enforcement and tougher penalties,' she said.

According to the new data overall, 17.1 per cent of Australians aged 18 and over now smoke cigarettes, RYO tobacco, or vapup from 16.8 per cent at the end of 2024.

That equates to an additional 110,000 people, bringing the total number of smokers and vapers to 3.7 million.

The increase follows a low point in usage recorded just months earlier, and has been driven largely by a resurgence in factory-made cigarette use.

Between September 2024 and now, the number of Australians smoking FMCs rose from 7.9 per cent (1.67 million) to 8.3 per cent (1.79 million), an increase of 120,000.

Vaping rates, meanwhile, saw only a modest decline. Currently, 7.5 per cent of the adult population (1.61 million) vape, down just 0.2 percentage points from September 2024.

Notably, the rise in smoking and vaping is not seen across all age groups.

While rates jumped among 18-to 24-year-olds, they declined in several other demographics.

Usage fell by 0.7 per cent among 25-to-34-year-olds, 0.4 per cent in the 50-64 bracket, and 0.2 per cent among those aged 65 and over.

No change was recorded for people aged 35 to 49.

The figures suggest the government's efforts to restrict access to non-therapeutic vapes have been a failure, particularly for younger Australians.

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B Bodee24Station, Sydney, Australia, 21 hours ago

Another failure by this government.

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D Debbies, None, Australia, 21 hours ago

What a surprise!

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AB Alfred Bundy 1, Brisbane, Australia, 23 hours ago

90% of this whole Labor government is a failure.

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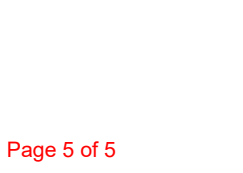
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July 01, 2025

Smoking increases among young Australians since 'vaping sales ban' in 2024



Topic: Press
Release

Finding No:
9936

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The latest data from Roy Morgan shows Australian smoking rates have increased since the 'vaping sales ban' was introduced in mid-2024 – especially Factory-Made Cigarettes (FMCs); and driven primarily by increased smoking rates for 18-24yr olds.

Related Findings

June 24, 2025 Finding
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Own (RYO Cigarettes) or vaping bottomed at 16.8% (3.59 million) in the year to December 2024. Since then, the incidence of Australians smoking (or vaping) has increased to 17.1% (3.7 million) – an increase of 0.3% points (+110,000).

Driving the increase has been increased smoking rates of Factory-Made Cigarettes (FMCs). Since the year to September 2024 the incidence of Australians smoking FMCs has increased from 7.9% (1.67 million) to 8.3% (1.79 million) – an increase 0.4% points (+120,000).

On July 1, 2024, new legislation prohibited the importation, domestic manufacture, supply, commercial possession and advertisement of disposable single use and non-therapeutic vapes in Australia. However, this legislation has had only a small impact on overall vaping rates which are now at 7.5% of the population (1.61 million) – down by only 0.2% points (-40,000) since the year to September 2024.

Incidence of Australians aged 18+ who smoke or vape

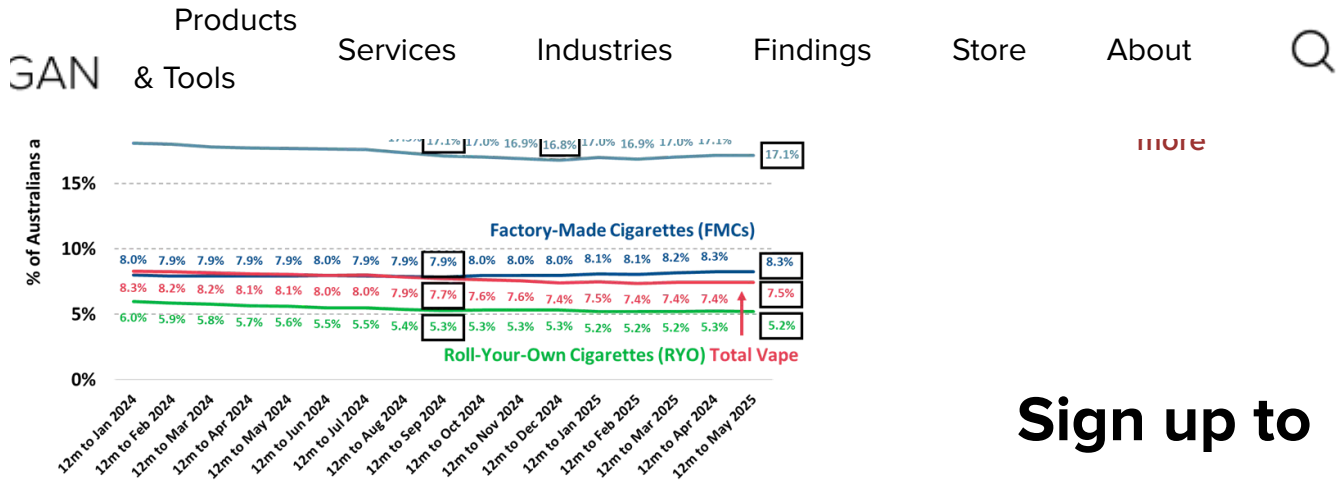
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**The
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smokers
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Indonesia
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surged
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Source: Roy Morgan Single Source

Australia: 12m to January 2024 – 12m to May 2025. **Base:** Australians aged 18+, average interviews per 12m period of n=63,273. *FMC = Factory Made Cigarettes. **RYO = Roll Your Own.

28% of Australians aged 18-24 now smoke or vape

Since the introduction of legislation in mid-2024 prohibiting the importation, domestic manufacture, supply, commercial possession and advertisement of disposable single use and non-therapeutic vapes in mid-2024, rates of smoking – and vaping – have increased among 18-24yr olds.

The incidence of Australians aged 18-24 smoking Factory Made Cigarettes (FMCs), Roll-Your-Own (RYO Cigarettes) or vaping bottomed at 25.1% (620,000) in the year to September 2024. Since then, the incidence

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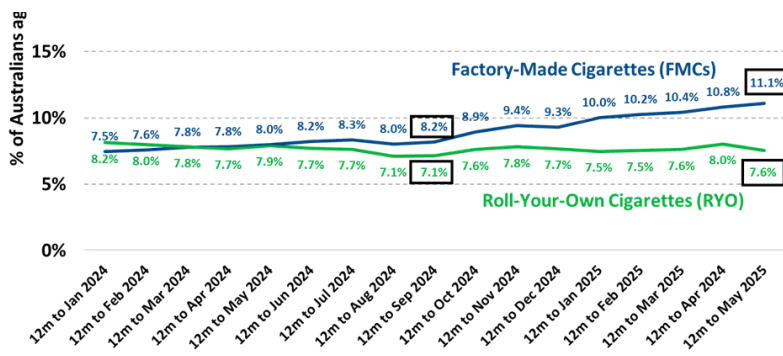
highest rate of smoking (or vaping) among any age group.

Despite the new legislation, there have been increased rates of both smoking and vaping for 18-24yr olds. Now over a fifth of 18-24yr olds vape – 20.5% (510,000), up from a low of 19% (470,000) in the year to September 2024. This is an increase of 1.5% points (+40,000) in less than a year. This is the highest rate of vaping for 18-24yr olds since the year to March 2024 – 20.7% (500,000).

In addition, now 11.1% (280,000) of 18-24yr olds report smoking Factory-Made Cigarettes (FMCs), up from 8.2% (200,000) in the year to September 2024 – an increase of 2.9% points (+80,000).

There has also been a slight increase in the rate of 18-24yr olds smoking Roll-Your-Own (RYO Cigarettes) from 7.1% (180,000) in the year to September 2024 to 7.6% (190,000) now – an increase of 0.5% points (+10,000) since mid-2024.

Incidence of Australians aged 18-24 who smoke or vape



Source: Roy Morgan Single Source

Australia: 12m to January 2024 – 12m to May 2025. **Base:** Australians aged 18-24, average interviews per 12m period of $n=5,393$. *FMC = Factory Made Cigarettes. **RYO = Roll Your Own.

Roy Morgan CEO Michele Levine says legislation banning the sale of single-use and non-therapeutic vapes in Australia introduced in 2024 has had little impact on the rate of vaping and coincided with an increase in smoking rates among young Australians:

“

“The latest Roy Morgan data on smoking and vaping rates in Australia shows rates of smoking have increased since the legislation was introduced in mid-2024 – driven



“The legislation was phased in over several months from July 2024 but has demonstrably failed to reduce overall rates of smoking and vaping – which are higher now than during the second half of last year.

“In particular, in the year to September 2024, over one-sixth of Australians (17.1%) were smoking or vaping – and after briefly dipping, the latest data shows the overall rate of smoking and vaping has now returned to the same level (17.1%) – and the raw number is now higher.

“A comparison of different age groups shows Australians aged 18-24 are driving this increase with the overall rate of smoking and vaping rising 2.9% points for this age group since September 2024. This is a striking contrast with the trends for other age groups with the rate for 25-34yr olds down 0.7% points, down 0.4% points for 50-64yr olds, and down 0.2% points for people aged 65+. The rate is unchanged for people aged 35-49.

“Digging into the data since September 2024 shows more 18-24yr



smoking Roll Your Own cigarettes (up 0.5% points to 7.6%).”

For comments or more information about Roy Morgan’s smoking data including for Factory Made Cigarettes (FMCs), Roll-Your-Own (RYO Cigarettes) vaping and other consumer data please contact:

Roy Morgan Enquiries

Office: +61 (3) 9224 5309

askroymorgan@roymorgan.com

Related research findings

View detailed profiles on different smoker types including **Factory-Made Cigarette (FMC) Smokers Profile**, **Roll-Your-Own (RYO Cigarettes) Smokers Profile**, **Pipe Smokers Profile**, or the **Cigar Smokers Profile**.

Please click on this link to the Roy Morgan Online Store to view additional in-depth reports and profiles on consumer data across several industries.

Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 65,000 respondents each year), these ready-made profiles provide a broad understanding of the target

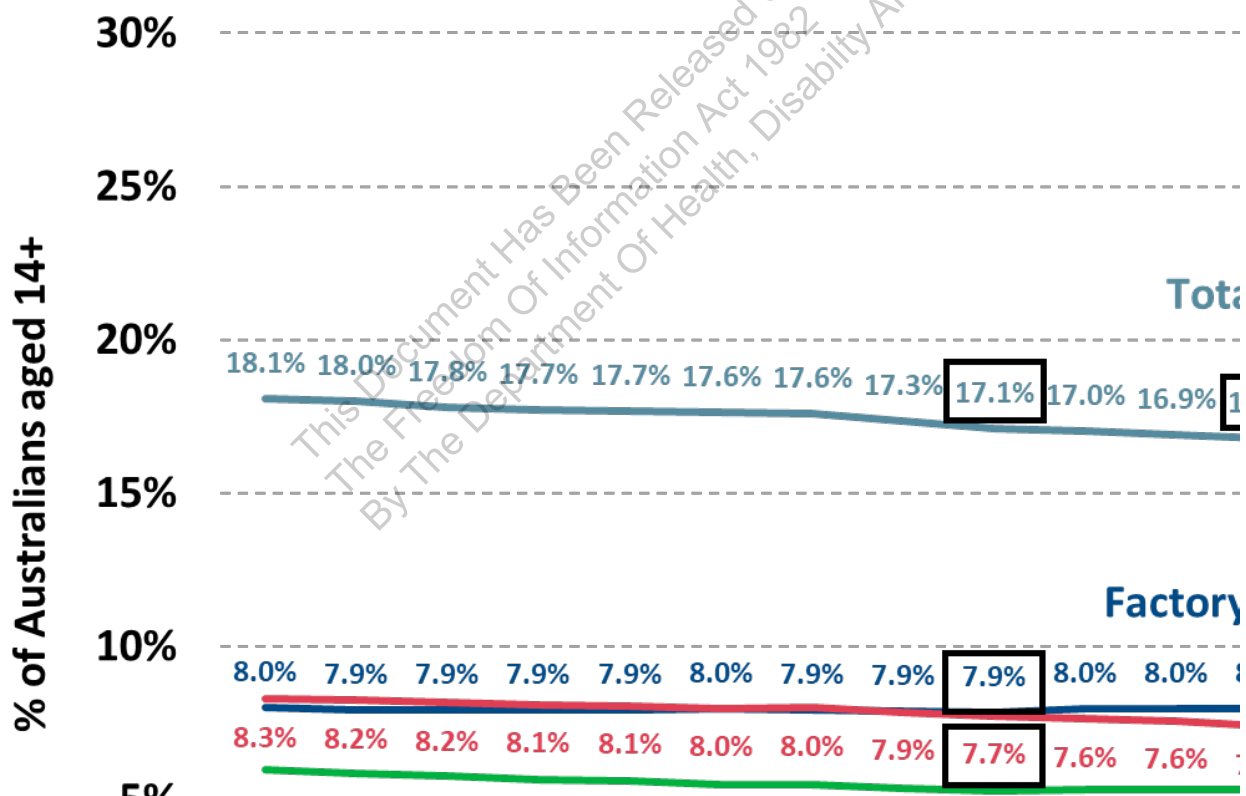
s22

From: s22
Sent: Friday, 4 July 2025 10:25 AM
To: s22
Cc: s22
Subject: RE: s22 and Roy Morgan [SEC=OFFICIAL]

See below some details from the Articles- these should be reviewed with caution. As noted- we have no reason to question the actual analysis of the data- but do not have visibility of the approach/methodology. s47G(1)(a), s47G(1)(b)

The Roy Morgan survey shows the incidence of Australians aged 18+ smoking Factory Made Cigarettes (FMCs), Roll-Your-Own (RYO Cigarettes) or vaping bottomed at 16.8% (3.59 million) in the year to December 2024. Since then, the incidence of Australians smoking (or vaping) has increased to 17.1% (3.7 million) – an increase of 0.3% points (+110,000).

Driving the increase has been increased smoking rates of Factory-Made Cigarettes (FMCs). Since the year to September 2024 the incidence of Australians smoking FMCs has increased from 7.9% (1.67 million) to 8.3% (1.79 million) – an increase 0.4% points (+120,000).

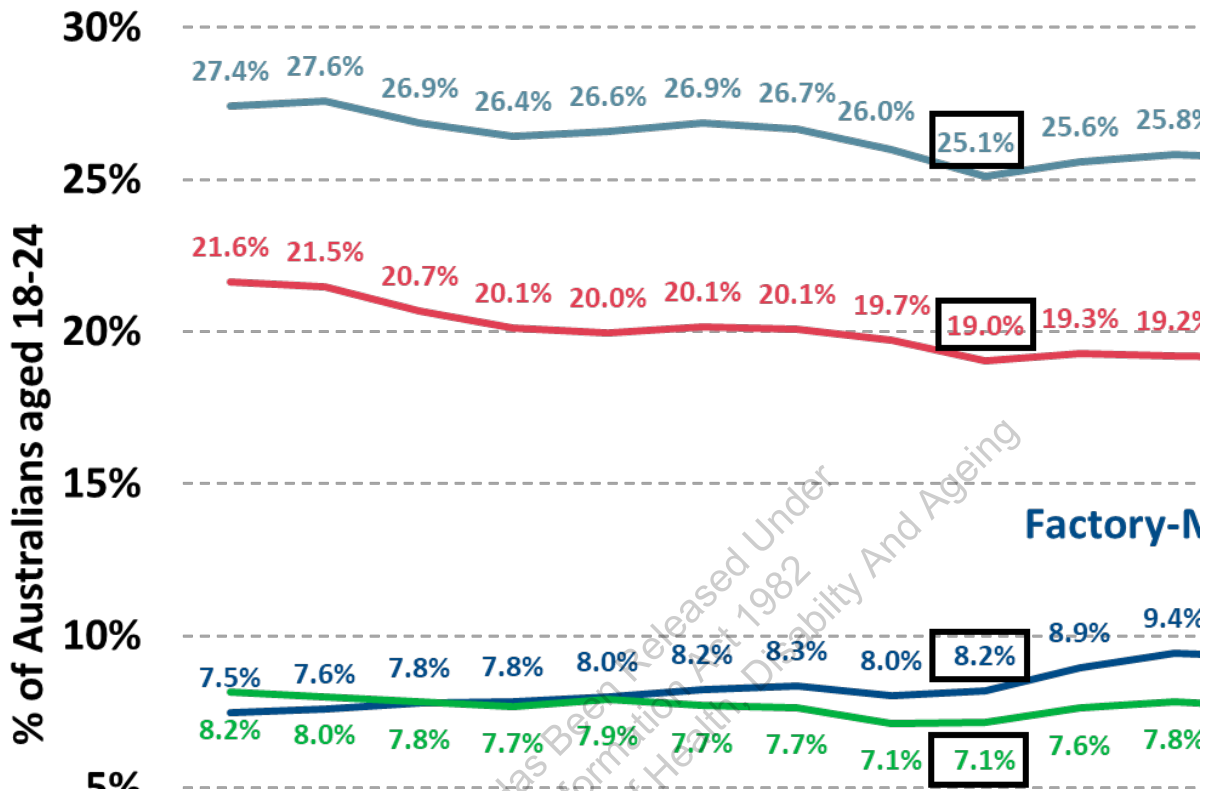


The incidence of Australians aged 18-24 smoking Factory Made Cigarettes (FMCs), Roll-Your-Own (RYO Cigarettes) or vaping bottomed at 25.1% (620,000) in the year to September 2024. Since then, the incidence of 18-24yr olds smoking (or vaping) has increased to 28% (700,000) – an increase of 2.9% points (+80,000). **This is the highest rate of smoking (or vaping) among any age group.**

There have been increased rates of both smoking and vaping for 18-24yr olds. Now over a fifth of 18-24yr olds vape – 20.5% (510,000), up from a low of 19% (470,000) in the year to September 2024. This is an increase of 1.5% points (+40,000) in less than a year. This is the highest rate of vaping for 18-24yr olds since the year to March 2024 – 20.7% (500,000).

In addition, now 11.1% (280,000) of 18-24yr olds report smoking Factory-Made Cigarettes (FMCs), up from 8.2% (200,000) in the year to September 2024 – an increase of 2.9% points (+80,000).

There has also been a slight increase in the rate of 18-24yr olds smoking Roll-Your-Own (RYO Cigarettes) from 7.1% (180,000) in the year to September 2024 to 7.6% (190,000) now – an increase of 0.5% points (+10,000) since mid-2024.



From: s22
 Sent: Friday, 4 July 2025 9:54 AM
 To: s22 @Health.gov.au>; s22 @health.gov.au>; s22 @health.gov.au>
 Cc: s22 @Health.gov.au>; s22 @Health.gov.au>; s22 @Health.gov.au>
 Subject: RE: s22 and Roy Morgan [SEC=OFFICIAL]

Hi all

As discussed- **both the s22 and Roy Morgan data reports are embargoed- they cannot be shared beyond MRU until published (expected to occur on 16 July- we can confirm).**

I have attached:

- s22
- the Summary Report of the Roy Morgan data – developed by CCV and will be published on our website. The Roy Morgan article that was shared by s47F yesterday has been removed from the RM website as the claims about the results being directly linked to the reform were unfounded- however, as far as we are aware the calculations/trends are sound, s47C. Since the article is no longer available – I am trying to obtain an extract of the tables that were included- will provide them back when we get them!

Of course- happy to keep discussing

s
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s22

s22

Australian Government Department of Health, Disability and Ageing
T: 02 5132 s22 | M: s22 | E: s22 @health.gov.au

From: s22 @Health.gov.au>

Sent: Thursday, 3 July 2025 12:37 PM

To: s22 @health.gov.au>; s22 @health.gov.au>; s22

<s22 @Health.gov.au>

Cc: s22 @health.gov.au>; s22 @Health.gov.au>

Subject: s22 and Roy Morgan [SEC=OFFICIAL]

Hi s22 and team

As discussed this morning I've include:

Roy Morgan published article:

<https://www.roymorgan.com/findings/9936-introduction-of-vaping-bans-leads-to-increase-in-cigarette-smoking-in-australia>

We don't have a copy of the Roy Morgan report that s22 mentioned that analyses these results and being released on 16 July. We hope to be able to share that soon but it would only be available internally.

s22

s22

Thanks

s22

s22

s22

s22

My working days are: Tue, Wed, Thur and Fri

Tobacco and E-Cigarette Control Branch

Population Health Division

Australian Government Department of Health, Disability and Ageing

Phone: 02 5132 s22

s22 @health.gov.au

This email comes to you from Ngunnawal and Ngambri Country

PO Box 9848, Canberra ACT 2601, Australia

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s22

From: BROWN, Karlie
Sent: Friday, 4 July 2025 10:15 AM
To: s22
Subject: RE: Campaigns- sharing data [SEC=OFFICIAL]

It's in one of the email chains we received. I'll forward to you s22

Karlie Brown (Ms/she/her)
Assistant Secretary
Tobacco and E-cigarette Control Branch

Population Health Division | Primary and Community Care Group
 Australian Government Department of Health, Disability and Ageing
 T: +612 5132 s22 E: Karlie.Brown@health.gov.au

This email comes to you from Ngunnawal Country
 Location: Yaradhang Building

PO Box 9848, Canberra ACT 2601, Australia

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From: s22 @Health.gov.au>
Sent: Friday, 4 July 2025 9:51 AM
To: s22 @health.gov.au>; BROWN, Karlie <Karlie.Brown@health.gov.au>
Subject: RE: Campaigns- sharing data [SEC=OFFICIAL]

A quick afterthought - s22 you could reach out to s47F who may have a copy.

From: s22
Sent: Friday, 4 July 2025 9:50 AM
To: s22 @health.gov.au>; BROWN, Karlie <Karlie.Brown@health.gov.au>
Subject: RE: Campaigns- sharing data [SEC=OFFICIAL]

Thanks s22 no – I had not appreciated it would be taken down until Karlie's advice. I do not have a copy.

Kind regards

s22

s22 (Ms/she/her)
 s22
Tobacco & E-Cigarette Control Branch
Population Health Division

Population Health Division | Primary and Community Care Group
 Australian Government, Department of Health, Disability and Ageing
 T: +61 2 5132 s22 | M: s22 | E: s22 @health.gov.au

PO Box 9848, Canberra ACT 2601, Australia

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From: s22 <[REDACTED]@health.gov.au>
Sent: Friday, 4 July 2025 9:40 AM
To: BROWN, Karlie <Karlie.Brown@health.gov.au>; s22 <[REDACTED]@Health.gov.au>
Subject: RE: Campaigns- sharing data [SEC=OFFICIAL]

Thanks Karlie- since the release has been taken down- does anyone have copies of the tables? Were they included in briefing for the office or anything like that, or do we just rely on the s47G(1)(a), s47G(1)(b) [REDACTED]? I would like to send this ASAP this morning so appreciate anything you may have to help @s22 [REDACTED] ?

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From: BROWN, Karlie <Karlie.Brown@health.gov.au>
Sent: Thursday, 3 July 2025 8:28 PM
To: s22 <[REDACTED]@health.gov.au>
Cc: s22 <[REDACTED]@Health.gov.au>
Subject: RE: Campaigns- sharing data [SEC=OFFICIAL]

Hi s22 [REDACTED]

I'm comfortable with the s22 [REDACTED] and RM work being shared on an in-confidence/embargo basis.

The separate press release has been removed from the RM website today because of the concerns around accuracy of the links to the vaping reforms. I would be supportive of sharing the tables extracted from the press release with stakeholders for contextual visibility but cautious about sharing the full press release – as far as we are aware the calculations/trends are sound, but the linkages to policy impacts were unfounded. s
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Karlie

From: s22 <[REDACTED]@health.gov.au>
Sent: Thursday, 3 July 2025 1:06 PM
To: BROWN, Karlie <Karlie.Brown@health.gov.au>
Cc: s22 <[REDACTED]@Health.gov.au>
Subject: Campaigns- sharing data [SEC=OFFICIAL]

Afternoon Karlie

Hoping for confirmation that you don't have any issues with us sharing the embargoed s22 [REDACTED] and Roy Morgan summary with the campaign and market research teams to inform next steps for the s22 [REDACTED]

s22 [REDACTED]

Happy to discuss – but would be good if you could please advise any issues today so we can progress in line?

Thanks

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s22

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Teams messages

2/7/2025 – 9:33am

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<https://www.roymorgan.com/findings/9936-introduction-of-vaping-bans-leads-to-increase-in-cigarette-smoking-in-australia>

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s22

From: s22
Sent: Friday, 4 July 2025 9:54 AM
To: s22
Cc: s22
Subject: RE: s22 and Roy Morgan [SEC=OFFICIAL]
Attachments: Attachment A - Current vaping and current smoking in the Australian population aged 14+ years 2018 - 2024.pdf; s22

Hi all

As discussed- **both the s22 and Roy Morgan data reports are embargoed- they cannot be shared beyond MRU until published (expected to occur on 16 July- we can confirm).**

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 Since the article is no longer available – I am trying to obtain an extract of the tables that were included- will provide them back when we get them!

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s22

Of course- happy to keep discussing

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s22

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From: s22 @Health.gov.au>

Sent: Thursday, 3 July 2025 12:37 PM

To: s22 @health.gov.au>; s22 @health.gov.au>; s22 @Health.gov.au>

Cc: s22 @health.gov.au>; s22 @Health.gov.au>

Subject: s22 and Roy Morgan [SEC=OFFICIAL]

Hi s22 and team

As discussed this morning I've include:

Roy Morgan published article:

<https://www.roymorgan.com/findings/9936-introduction-of-vaping-bans-leads-to-increase-in-cigarette-smoking-in-australia>

We don't have a copy of the Roy Morgan report that s22 mentioned that analyses these results and being released on 16 July. We hope to be able to share that soon but it would only be available internally.

s22

Thanks

s22

s22

s22

My working days are: Tue, Wed, Thur and Fri

Tobacco and E-Cigarette Control Branch
Population Health Division
Australian Government Department of Health, Disability and Ageing
Phone: 02 5132 s22
s22 @health.gov.au

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PO Box 9848, Canberra ACT 2601, Australia

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s22

From: RAVEN, Anthea
Sent: Tuesday, 1 July 2025 7:33 PM
To: DEVELIN, Liz
Cc: BROWN, Karlie; s22
Subject: FW: Press release on Roy Morgan website - 'Smoking increases among young Australians since 'vaping sales ban' in 2024 - Roy Morgan research [SEC=OFFICIAL:Sensitive]

Importance: High

See below.

We're expecting media on this tomorrow s47G(1)(a), s47G(1)(b) KB is preparing holding lines to send to the office tonight. s47G(1)(a), s47G(1)(b)

Will keep you posted.

Ta
 Anthea

From: BROWN, Karlie <Karlie.Brown@health.gov.au>
Sent: Tuesday, 1 July 2025 7:13 PM
To: RAVEN, Anthea <Anthea.Raven@health.gov.au>
Subject: FW: Press release on Roy Morgan website - 'Smoking increases among young Australians since 'vaping sales ban' in 2024 - Roy Morgan research [SEC=OFFICIAL:Sensitive]

Hi Anthea

FYI below, I will give you a call now to discuss.

Karlie

From: s22 @Health.gov.au>
Sent: Tuesday, 1 July 2025 6:41 PM
To: BROWN, Karlie <Karlie.Brown@health.gov.au>
Subject: Press release on Roy Morgan website - 'Smoking increases among young Australians since 'vaping sales ban' in 2024 - Roy Morgan research [SEC=OFFICIAL:Sensitive]

Dear Karlie

s47F just called to advise Roy Morgan has published the following press release - [Smoking increases among young Australians since 'vaping sales ban' in 2024 - Roy Morgan Research](#) that uses data from 2024 through to May 2024 to assert that smoking rates have increased since the vaping reforms – particularly among 18-24yrs.

s47F, s47G(1)(a), s47G(1)(b)

s47G(1)(a), s47G(1)(b)

Apologies for the late call (I did not leave a voice mail) and given the time perhaps we can wait for more information from s47F s47G(1)(a), s47G(1)(b)

The quotes from Roy Morgan give a good sense of the overall press release:

Roy Morgan CEO Michele Levine says legislation banning the sale of single-use and non-therapeutic vapes in Australia introduced in 2024 has had little impact on the rate of vaping and coincided with an increase in smoking rates among young Australians:

“The latest Roy Morgan data on smoking and vaping rates in Australia shows rates of smoking have increased since the legislation was introduced in mid-2024 – driven almost entirely by younger Australians aged 18-24.

“The legislation was phased in over several months from July 2024 but has demonstrably failed to reduce overall rates of smoking and vaping – which are higher now than during the second half of last year.

“In particular, in the year to September 2024, over one-sixth of Australians (17.1%) were smoking or vaping – and after briefly dipping, the latest data shows the overall rate of smoking and vaping has now returned to the same level (17.1%) – and the raw number is now higher.

“A comparison of different age groups shows Australians aged 18-24 are driving this increase with the overall rate of smoking and vaping rising 2.9% points for this age group since September 2024. This is a striking contrast with the trends for other age groups with the rate for 25-34yr olds down 0.7% points, down 0.4% points for 50-64yr olds, and down 0.2% points for people aged 65+. The rate is unchanged for people aged 35-49.

“Digging into the data since September 2024 shows more 18-24yr olds are smoking Factory-Made Cigarettes (up 2.9% points to 11.1%), vaping (up 1.5% points to 20.5%), and smoking Roll Your Own cigarettes (up 0.5% points to 7.6%).”

Happy to chat as needed,

Kind regards

s22

s22 (Ms/she/her)

s22

**Tobacco & E-Cigarette Control Branch
Population Health Division**

Population Health Division | Primary and Community Care Group
Australian Government, Department of Health, Disability and Ageing
T: +61 2 5132 s22 | M: s22 | E: s22 @health.gov.au

PO Box 9848, Canberra ACT 2601, Australia

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s22

From: BROWN, Karlie
Sent: Tuesday, 1 July 2025 8:22 PM
To: RAVEN, Anthea
Subject: FW: Press release on Roy Morgan website - 'Smoking increases among young Australians since 'vaping sales ban' in 2024 - Roy Morgan research [SEC=OFFICIAL:Sensitive]

Hi Anthea – grateful for your thoughts on responses and sensitivities below, as discussed.

s47C

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Kind regards,
Karlie

Karlie Brown ([Ms/she/her](#))
Assistant Secretary
Tobacco and E-cigarette Control Branch

Population Health Division | Primary and Community Care Group
Australian Government Department of Health, Disability and Ageing
T: +612 5132 s22 E: Karlie.Brown@health.gov.au

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