



MEDIA RELEASE

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Smokers perform worse on all Lifestyle Indices than non-smokers

In the past 30 years, Australia's consumption of tobacco has more than halved. However, new figures released today show smokers aged 50 and older are continuing to smoke heavily.

For the six year period ending December 2012, data from the Alere Wellness Index demonstrated smokers performed worse on all major lifestyle indices than non-smokers. Figure 1 depicts the dichotomy between smokers and non-smokers in relation to indices for alcohol, psychological health, fitness, medical, BMI and nutrition, with smokers performing worse on all measures.

Further analysis of smoking prevalence data reveals that while smoking prevalence decreases with age over 35, those who are still smoking at older ages are more likely to be heavy smokers. 52% of male smokers and 41% of female smokers aged 50-64 smoke 20 or more cigarettes per day (figure 2). Ahead of World No Tobacco Day this Friday, these findings highlight the need for Australians to stop smoking early in life, or avoid taking it up in the first place.

Professor Ian Olver, Chair of Cancer Cancer Australia commented;

'With anti-smoking campaigns it is important to dissuade young people from taking up smoking, which was an aim of the recent plain packaging campaign. Once addicted it can be very difficult to quit and multiple strategies such as advertising restrictions, media campaigns and price control of tobacco have all been necessary to reduce smoking rates in committed smokers.'

The Alere Wellness Index, a collaboration between Australia's leading research organisation, Roy Morgan Research, and world-leading healthcare company, Alere, also reveals men and women now smoke about the same amount, which is vastly different to the post-World War Two period when one in four women and three in four men smoked.

Other trends include:

- **Employment Status:** Those looking for full-time work are more than twice as likely to smoke as employed people (18.5% vs 41.7%). Only 11.1% of retirees smoke.
- **Parental Status:** Almost half (48.7%) of young single parents smoke.
- **Occupation:** Education Professionals have a smoking prevalence of 6.7%. This contrasts the 44.5% seen in Mining and Construction Labourers (See table – Figure 3).
- **Education:** 12.8% of Degree Qualified Australians smoke, 27.2% of those who completed year 10 smoke.
- **Income:** People from low income households smoke at double the rate of the high income households.
- **Religion:** Hindu's have the lowest smoking prevalence (10.7%), followed by Catholics (18.8%), Anglicans (17.6%) and Atheists (22.5%).
- **Medical Conditions:** 42.7% of people with emphysema smoke and 21.8% of asthmatics smoke.

Tobacco kills around 15,000 Australians a year – more than the aggregated death toll from road accidents, alcohol, illicit drugs, homicide, HIV, diabetes, skin cancer - and more. Tobacco smoking is the biggest single preventable cause of both cancer and heart disease – our two leading causes of early death; and is linked with the seven diseases causing most deaths (Collins and Lapsley; 2008 Report for National Drug Strategy).

* The Alere Wellness Index tracks the changing health of the nation through the aggregation of seven sub-indices covering smoking, alcohol, BMI, nutrition, fitness (exercise and activity), psychological wellbeing and medical conditions. The index was set at 100 for the year 2007 and identifies areas of improvement and decline. Scores above 100 show improvement, scores below 100 show decline.

Figure 1: Alere Wellness Sub - Index* scores for smokers and non-smokers - calendar 2012.

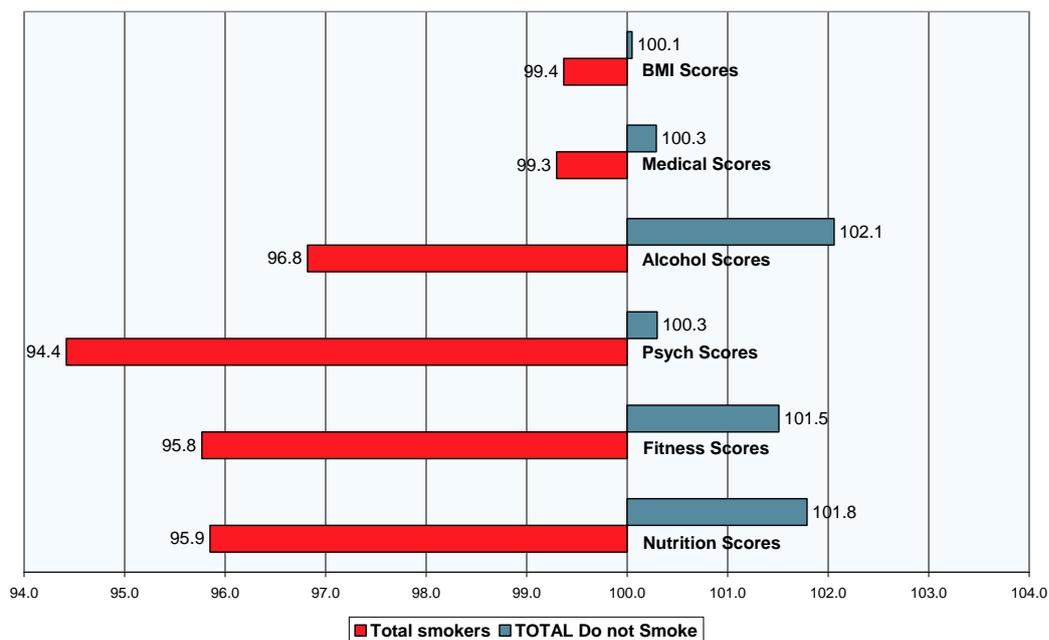


Figure 2: Male and female smokers of factory made cigarettes - more or less than 20/day

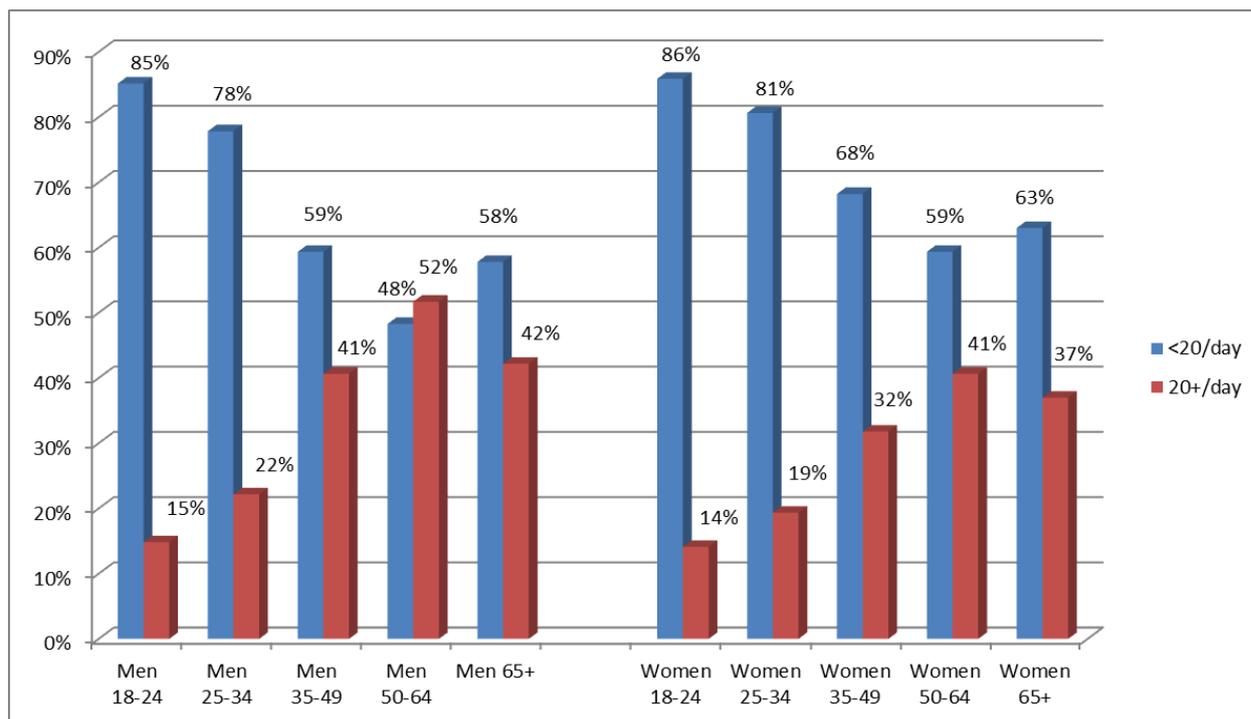


Figure 3 – Smoking Prevalence according to Profession

Profession	Smoking Prevalence
Education Professionals	6.7%
Design, Engineering, Science and Transport Professionals	8.6%
Chief Executives, General Managers and Legislators	9.1%
Health Professionals	10.7%
Business, Human Resource and Marketing Professionals	11.4%
General Clerical Workers	15.6%
Office Managers and Program Administrators	16.5%
Hospitality, Retail and Service Managers	20.1%
Sales Representatives and Agents	21.0%
Sales Assistants and Salespersons	21.1%
Other Technicians and Trades Workers	21.7%
Carers and Aides	21.8%
Health and Welfare Support Workers	25.3%
Automotive and Engineering Trades Workers	26.5%
Food Preparation Assistants	27.5%
Hospitality Workers	28.0%
Machine and Stationary Plant Operators	28.1%
Factory Process Workers	29.2%
Construction Trades Workers	30.0%
Road and Rail Drivers	30.3%
Other Labourers	30.8%
Skilled Animal and Horticultural Workers	31.1%
Food Trades Workers	31.3%
Storepersons	32.4%
Cleaners and Laundry Workers	32.7%
Farm, Forestry and Garden Workers	35.6%
Mobile Plant Operators	36.6%
Construction and Mining Labourers	44.5%

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About the Alere Wellness Index

Australia's leading research organisation, Roy Morgan Research has collaborated with world-leading healthcare company, Alere, to establish the Alere Wellness Index. The Index was launched in Australia last month and will be used to update the state of the nations' health each quarter.

1,800 health questions answered by 50,000 Australians

Every year since 2007, Roy Morgan has been asking more than 50,000 people questions about their medical conditions, food purchasing and consumption, psychological wellbeing and other lifestyle factors, such as alcohol, smoking, body weight and sedentary behaviour – approximately 1,800 questions in total – in order to create the new Alere Wellness Index*.

About Alere

By developing new capabilities in near-patient diagnosis, monitoring and health management, Alere enables individuals to take charge of improving their health and quality of life at home. Alere's global leading products and services, as well as its new product development efforts, focus on cardiology, infectious disease, toxicology, diabetes, oncology, women's health and health management. Alere Australia is headquartered in Brisbane, Australia. For more information regarding Alere please visit www.alere.com.au.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

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