Tobacco and Vaping Community Survey

Short Report on Australian Attitudes Towards Nicotine Cessation Support

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Tobacco & Vape-Free Generation (TVFG) National Survey

Background

Tobacco smoking remains one of Australia's leading causes of preventable illness and death, contributing to more than 24,000 deaths each year.[1] Despite substantial progress in reducing smoking rates over recent decades, tobacco use continues to place a significant burden on individuals, families, communities and the healthcare system. According to the latest Australian Institute of Health and Welfare data, 5.6% of Australians aged 14 years and over smoked tobacco daily in 2025, while vaping remains a significant public health concern, particularly among young people.[2]

The health and economic impacts of tobacco use are substantial. Tobacco smoking is estimated to cost the Australian economy $159.7 billion annually, including healthcare expenditure, lost productivity, reduced quality of life and premature death.[3] Nicotine addiction, whether through tobacco, vaping or other nicotine products, can also have significant health, social and economic impacts.

To support delivery of **Lung Foundation Australia's (LFA) 2026–2030 Corporate Plan Priority 1.3: Reduce tobacco and vaping harm**,[4] LFA is exploring policy approaches that can accelerate progress towards a tobacco & vape-free generation (TVFG). As part of this work, a national YouGov survey was conducted to examine support for a TVFG and supporting policies.

What is a TVFG?

A TVFG policy is a public health measure that progressively phases out the commercial sale of tobacco and nicotine products through a permanent, generation-based sales restriction. Under a TVFG policy, people born on or after a specified date can never legally purchase tobacco or nicotine products, including cigarettes, e-cigarettes (vapes) and other emerging nicotine products.

Unlike traditional minimum-age laws, which allow legal purchase once a person reaches a certain age, a TVFG policy creates a permanently tobacco and nicotine-free generation. For example, if the policy applies to people born after 2009, those individuals would remain ineligible to purchase tobacco or nicotine products even after turning 18.

Survey Aim

To generate high-quality insights by designing, disseminating, and analysing a survey that identifies attitudes, perceptions, and potential impacts of a TVFG policy.

Methodology

Research was commissioned by Lung Foundation Australia. It was conducted via an online survey between 2 June 2026 to 9 July 2026, with a nationally representative sample of n=3551 Australian voters and n=283 young Australians aged 16-17.

To ensure representativeness, adult sample quotas were set on age, gender, region, education, income and past federal vote. The data were then weighted to the latest ABS population estimates and AEC election results. The youth sample was weighted to age, gender and region.

The poll is compliant with the Australian Polling Council.

At the 95% confidence level, the margin of error is ±1.65% for the adult sample and ±5.8% for the youth sample.

Background statistics

- The **current smoking rate** in Australians aged 14+ is **7.8%** and the **daily smoking rate** is **5.6%**[5]
- The **current vaping rate** in Australians aged 14+ is **6.0%** and the **daily vaping rate** is **3.6%**[5]
- **72%** of Australians who currently smoke had taken some action to change their smoking behaviour[6]
- About **two in three** people who **smoke** have plans to quit[7]
- About **three-quarters** of people who **vape** daily report planning to quit[7]

Key messages

- Australians overwhelmingly back stronger support to help people quit smoking and vaping, with 85% backing increased quit support.
- Nearly eight in ten Australians (79%) support free access to evidence-based quit treatments and professional support, while 74% agree stronger tobacco control measures alone are unlikely to significantly reduce smoking rates without better help for people trying to quit.
- Four in five Australians (80%) believe supporting people to quit is essential, and 85% support increased assistance for people seeking to quit smoking and vaping.
- Strong majorities support a range of cessation measures, including healthcare professional advice (88%), behavioural support services (87%), free quit treatments and medicines (87%), education campaigns (86%), reduced treatment costs (84%) and digital quit support tools (84%).

Findings

Question: To what extent do you support or oppose the following? Increased support for those seeking to quit tobacco and vape products.

Table 1: Detailed data breakdown

Demographic	NET Support (%)	Neither support nor oppose (%)	NET Oppose (%)
Total	85	12	3
Male	83	13	4
Female	87	11	2
18-24 years	89	8	3
25-34 years	83	13	4
35-49 years	83	13	4
50-64 years	84	14	2
65+ years	87	11	2
NSW	86	11	3
Victoria	84	13	3
Queensland	86	11	3
South Australia	83	13	4
Western Australia	83	14	3
ACT/NT/TAS	84	15	1
Results by smoking and vaping status			
Currently smoke	72	23	5
Currently vape	76	19	5
Used to smoke	85	13	2
Used to vape	80	19	1

Demographic	NET Support (%)	Neither support nor oppose (%)	NET Oppose (%)
Family member currently smokes or vapes	85	13	2
Never smoked or vaped	88	10	2

Question: To what extent do you agree or disagree with following statements about reducing current smoking and vaping rates? Supporting people who currently smoke or vape to quit is essential to achieving a tobacco and vape-free generation.

Table 2: Detailed data breakdown

Demographic	NET Agree (%)	Neither agree nor disagree (%)	NET Disagree (%)
Total	80	16	4
Male	80	15	5
Female	80	16	4
18-24 years	80	15	5
25-34 years	80	16	4
35-49 years	76	19	5
50-64 years	80	16	4
65+ years	82	14	4
NSW	82	15	3
Victoria	80	16	4
Queensland	80	14	6
South Australia	75	20	5
Western Australia	77	18	5
ACT/NT/TAS	75	21	4
Results by smoking and vaping status			
Currently smoke	67	23	10
Currently vape	70	24	6
Used to smoke	79	17	4
Used to vape	74	20	6
Family member currently smokes or vapes	79	17	4
Never smoked or vaped	83	14	3

Question: To what extent do you agree or disagree with following statements about reducing current smoking and vaping rates? People who use tobacco, e-cigarettes or other nicotine products should be better supported to quit through free access to evidence-based treatments and professional support.

Table 3: Detailed data breakdown

Demographic	NET Agree (%)	Neither agree nor disagree (%)	NET Disagree (%)
Total	79	17	4
Male	79	16	5

Demographic	NET Agree (%)	Neither agree nor disagree (%)	NET Disagree (%)
Female	79	18	3
18-24 years	83	14	3
25-34 years	81	16	3
35-49 years	77	19	4
50-64 years	77	17	6
65+ years	79	19	2
NSW	81	16	3
Victoria	77	18	5
Queensland	81	15	4
South Australia	79	18	3
Western Australia	75	20	5
ACT/NT/TAS	73	24	3
Results by smoking and vaping status			
Currently smoke	74	23	3
Currently vape	75	22	3
Used to smoke	80	17	3
Used to vape	83	15	2
Family member currently smokes or vapes	82	16	2
Never smoked or vaped	80	16	4

Question: To what extent do you agree or disagree with following statements about reducing current smoking and vaping rates? Without better support to help people quit, stricter restrictions alone are unlikely to significantly reduce smoking rates.

Table 4: Detailed data breakdown

Demographic	NET Agree (%)	Neither agree nor disagree (%)	NET Disagree (%)
Total	74	20	6
Male	72	20	8
Female	76	20	4
18-24 years	76	17	7
25-34 years	72	23	5
35-49 years	71	23	6
50-64 years	74	18	8
65+ years	77	18	5
NSW	74	20	6
Victoria	74	21	5
Queensland	77	17	6
South Australia	74	19	7
Western Australia	71	19	10
ACT/NT/TAS	62	31	7
Results by smoking and vaping status			
Currently smoke	70	23	7

Demographic	NET Agree (%)	Neither agree nor disagree (%)	NET Disagree (%)
Currently vape	70	25	5
Used to smoke	74	19	7
Used to vape	71	22	7
Family member currently smokes or vapes	76	19	5
Never smoked or vaped	75	19	6

Question: How important are the following in helping people successfully quit smoking or vaping? Behavioural support, like Quitline or counselling.

Table 5: Detailed data breakdown

Demographic	NET Important (%)	Not sure (%)	NET Not Important (%)
Total	87	5	8
Male	85	5	10
Female	90	4	6
18-24 years	88	3	9
25-34 years	88	5	7
35-49 years	86	6	8
50-64 years	86	3	11
65+ years	90	4	6
NSW	88	4	8
Victoria	89	4	7
Queensland	86	4	10
South Australia	84	6	10
Western Australia	86	5	9
ACT/NT/TAS	90	4	6
Results by smoking and vaping status			
Currently smoke	79	5	16
Currently vape	76	5	19
Used to smoke	86	4	10
Used to vape	82	8	10
Family member currently smokes or vapes	85	5	10
Never smoked or vaped	90	4	6

Question: How important are the following in helping people successfully quit smoking or vaping? Advice and support from pharmacists or healthcare professionals.

Table 6: Detailed data breakdown

Demographic	NET Important (%)	Not sure (%)	NET Not Important (%)
Total	88	4	8
Male	87	3	10
Female	89	4	7

Demographic	NET Important (%)	Not sure (%)	NET Not Important (%)
18-24 years	87	4	9
25-34 years	89	3	8
35-49 years	86	5	9
50-64 years	87	3	10
65+ years	90	4	6
NSW	89	3	8
Victoria	87	5	8
Queensland	88	3	9
South Australia	86	6	8
Western Australia	86	5	9
ACT/NT/TAS	86	6	8
Results by smoking and vaping status			
Currently smoke	79	5	16
Currently vape	76	6	18
Used to smoke	87	5	8
Used to vape	80	8	12
Family member currently smokes or vapes	87	3	10
Never smoked or vaped	90	3	7

Question: How important are the following in helping people successfully quit smoking or vaping? Access to free support to quit treatments, like nicotine replacement therapies and other approved medicines.

Table 7: Detailed data breakdown

Demographic	NET Important (%)	Not sure (%)	NET Not Important (%)
Total	87	6	7
Male	86	5	9
Female	88	6	6
18-24 years	87	5	8
25-34 years	88	5	7
35-49 years	86	7	7
50-64 years	85	6	9
65+ years	88	6	6
NSW	89	5	6
Victoria	85	6	9
Queensland	90	4	6
South Australia	86	5	9
Western Australia	83	7	10
ACT/NT/TAS	83	9	8
Results by smoking and vaping status			
Currently smoke	86	5	9
Currently vape	84	6	10
Used to smoke	86	6	8
Used to vape	85	7	8

Demographic	NET Important (%)	Not sure (%)	NET Not Important (%)
Family member currently smokes or vapes	89	5	6
Never smoked or vaped	88	6	6

Question: How important are the following in helping people successfully quit smoking or vaping? Education and awareness campaigns that outline the harms of smoking and vaping.

Table 8: Detailed data breakdown

Demographic	NET Important (%)	Not sure (%)	NET Not Important (%)
Total	86	4	10
Male	84	3	13
Female	87	5	8
18-24 years	83	3	14
25-34 years	86	3	11
35-49 years	86	5	9
50-64 years	84	4	12
65+ years	89	4	7
NSW	87	4	9
Victoria	86	5	9
Queensland	85	3	12
South Australia	84	4	12
Western Australia	83	4	13
ACT/NT/TAS	88	3	9
Results by smoking and vaping status			
Currently smoke	73	5	22
Currently vape	78	5	17
Used to smoke	85	4	11
Used to vape	75	7	18
Family member currently smokes or vapes	84	4	12
Never smoked or vaped	89	3	8

Question: How important are the following in helping people successfully quit smoking or vaping? Reducing the cost of quit treatments through government subsidy or reimbursement.

Table 9: Detailed data breakdown

Demographic	NET Important (%)	Not sure (%)	NET Not Important (%)
Total	84	6	10
Male	84	4	12
Female	85	7	8
18-24 years	86	4	10
25-34 years	85	5	10
35-49 years	84	7	9
50-64 years	83	5	12

Demographic	NET Important (%)	Not sure (%)	NET Not Important (%)
65+ years	85	7	8
NSW	85	5	10
Victoria	85	6	9
Queensland	85	5	10
South Australia	82	7	11
Western Australia	84	6	10
ACT/NT/TAS	80	9	11
Results by smoking and vaping status			
Currently smoke	84	5	11
Currently vape	84	5	11
Used to smoke	84	6	10
Used to vape	82	7	11
Family member currently smokes or vapes	87	5	8
Never smoked or vaped	85	6	9

Question: How important are the following in helping people successfully quit smoking or vaping? Access to digital resources and tools to support people to quit.

Table 10: Detailed data breakdown

Demographic	NET Important (%)	Not sure (%)	NET Not Important (%)
Total	84	5	11
Male	82	4	14
Female	86	6	8
18-24 years	87	3	10
25-34 years	88	5	7
35-49 years	82	5	13
50-64 years	83	5	12
65+ years	86	4	10
NSW	85	4	11
Victoria	83	6	11
Queensland	83	4	13
South Australia	84	7	9
Western Australia	84	5	11
ACT/NT/TAS	85	4	11
Results by smoking and vaping status			
Currently smoke	76	6	18
Currently vape	75	4	21
Used to smoke	81	5	14
Used to vape	81	7	12
Family member currently smokes or vapes	84	5	11
Never smoked or vaped	88	5	7

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