

40th Anniversary 1971 - 2011

ACOSH

Australian Council on Smoking and Health

MEDIA RELEASE

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TOBACCO LEAST REPUTABLE INDUSTRY

A major new survey shows that the tobacco industry ranks lowest for reputation among all industry categories – well behind any others.

A new survey of 85,000 international respondents (including an Australian sample of 5611) conducted by the independent Reputation Institute and AMR Australia in January and February 2011 rated all major industries in 25 categories for reputation. The top categories were consumer products (73.8), electrical and electronics (73.2) and computers (70.3).

Far the worst performing category was Tobacco which rated a score of only 50.1 – well behind the next lowest category (utilities – 59).

The Reputation Institute is the world's leading reputation consulting firm. Australian data were collected by the Institute's Australian Research Partner, AMR Australia.

Australian Council on Smoking and Health (ACOSH) President Professor Mike Daube said, "We already knew that Big Tobacco is the world's most lethal industry. This survey confirms that it is also the world's least reputable industry. Smoking has caused the deaths of one million Australians since the dangers of smoking were clearly identified. The public in Australia and around the world understand that no matter how much tobacco companies spend, their arguments have no credibility".

A copy of the survey results is attached.

For further information contact – Professor Mike Daube, President, Australian Council on Smoking and Health – 0409 933 933.

For information on the Reputation Institute and the 2011 Global Industry Survey, contact - Oliver Freedman, General Manager and Reputation Practice Director, AMR – 0434 562623.

Global Industry Results

