

# Prevalence, Correlates of, and Reasons for Using Roll-Your-Own Tobacco in a High RYO Use Country: Findings from the ITC New Zealand survey

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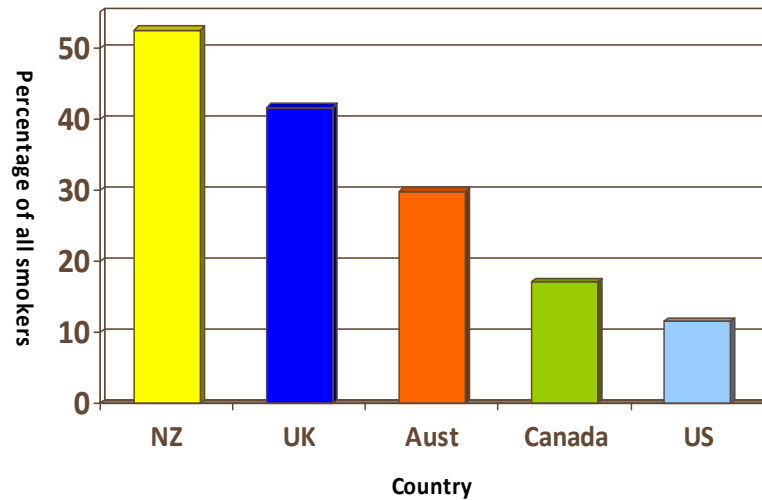
Advance electronic copy published in *Nicotine and Tobacco Research*,  
September 2010, [doi: 10.1093/ntr/ntq155](https://doi.org/10.1093/ntr/ntq155)

**Funding:**

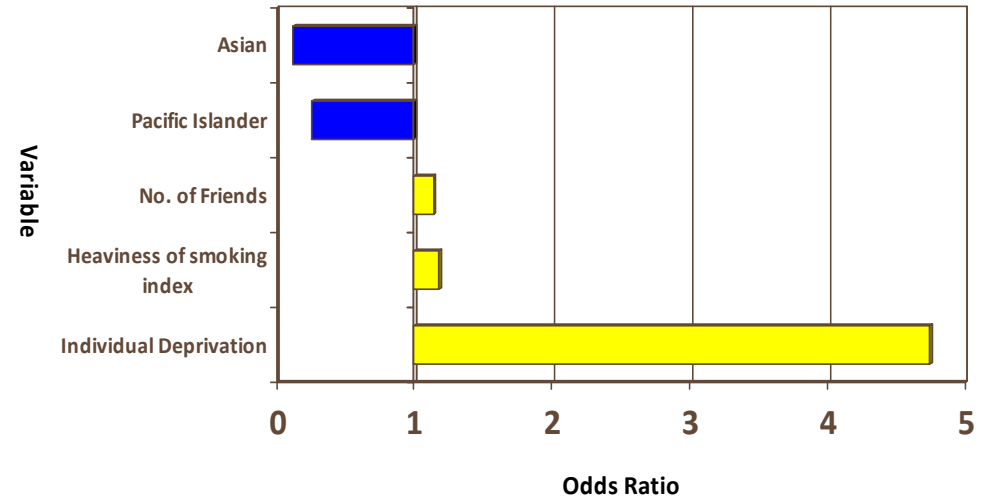
The Health Research Council of New Zealand and the National Health and  
Medical Research Council of Australia (265903).

# Key findings

Regular Use of RYO by Country (2007)

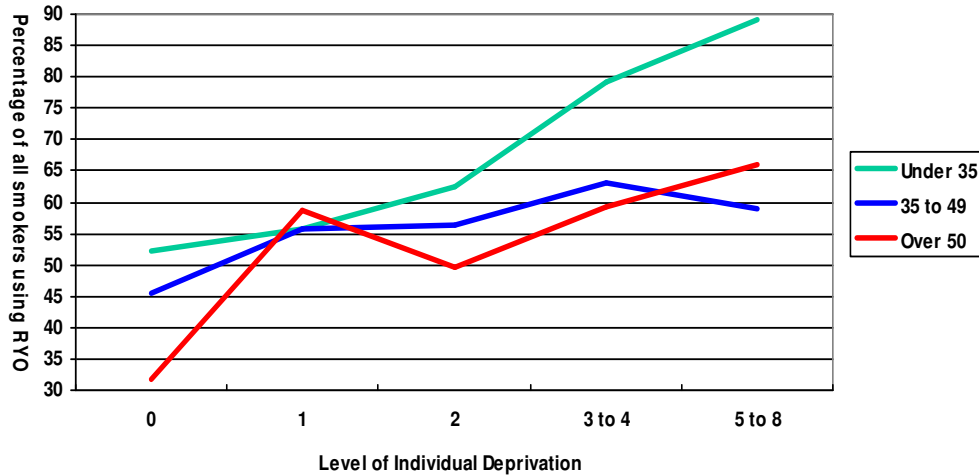


Logistic Regression  
Statistically significant predictors of RYO use

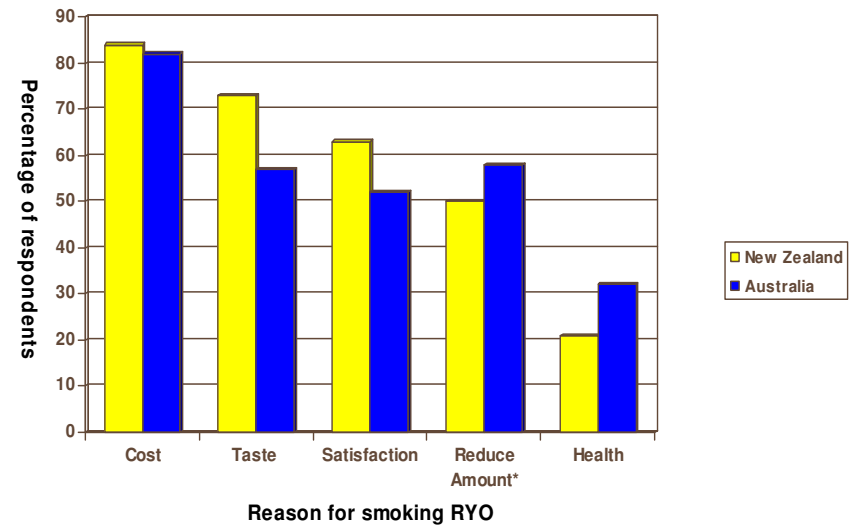


# Key findings

**RYO use by age and individual deprivation**



**Reasons for using RYO in Australia and New Zealand**



# Summary

- **Deprivation is the key driver of RYO use in this high RYO use country (especially in younger smokers), and unlike lower use countries, gender is not**
- **“Price” is the most common reason given for using RYO (NZ & Australia)**
- **Smart tax policy is needed to minimise the use of RYO as a tobacco tax avoidance strategy (NZ differentially raised tax on RYO tobacco in April 2010)**
- **Other policies (eliminating flavours, specific health warnings etc) might be needed to reduce smoker misperceptions and preferences for RYO**