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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Key findings

Regular Use of RYO by Country (2007)

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage of all smokers</th>
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<tbody>
<tr>
<td>NZ</td>
<td>50%</td>
</tr>
<tr>
<td>UK</td>
<td>40%</td>
</tr>
<tr>
<td>Aust</td>
<td>30%</td>
</tr>
<tr>
<td>Canada</td>
<td>20%</td>
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<tr>
<td>US</td>
<td>10%</td>
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</tbody>
</table>

Logistic Regression
Statistically significant predictors of RYO use

Variable  Odds Ratio
Asian
Pacific Islander
No. of Friends
Heaviness of smoking index
Individual Deprivation
Key findings

RYO use by age and individual deprivation

Reasons for using RYO in Australia and New Zealand

- Cost
- Taste
- Satisfaction
- Reduce Amount
- Health

New Zealand vs Australia

Percentage of all smokers using RYO

Level of Individual Deprivation

Percentage of respondents
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.