



**Australian Government**  
**Australian Institute of  
Health and Welfare**

*Authoritative information and statistics  
to promote better health and wellbeing*

Committee Secretary  
Parliamentary Joint Committee on Law Enforcement  
PO Box 6100  
Parliament House  
Canberra ACT 2600

Dear Committee Secretary

### **Inquiry into illicit tobacco**

The Australian Institute of Health and Welfare (AIHW) welcomes the opportunity to make a submission to the Parliamentary Joint Committee on Law Enforcement's Inquiry into illicit tobacco. In this submission we highlight data available from the AIHW that we believe to be of relevance to this inquiry. You will find three documents within this submission:

- Attachment 1 provides a brief background and summary of the key information available from the 2013 National Drug Strategy Household Survey (NDSHS) in relation to illicit tobacco.
- Attachment 2 provides more detailed tables. These include published AIHW data and new analyses.
- Attachment 3 provides an excerpt from the 2013 NDSHS questionnaire – the questions related to illicit tobacco and unbranded tobacco products.

The AIHW is a major national agency set up by the Australian Government in 1987. It is an independent corporate Commonwealth entity within the Health portfolio. Our mission is to provide authoritative information and statistics to promote better health and wellbeing. We provide timely, reliable and relevant information and statistics on a wide range of subject areas, including hospitals and other health services, alcohol and other drugs, aged care, child care, services for people with disabilities, housing assistance, youth justice and other community services.

We collect data and manage national data collections in these areas, producing over 150 public reports and web products each year, which are frequently referenced by the media. We provide information to other government bodies, cross-jurisdictional councils, and external researchers and directly back to data providers.

We also develop, maintain and promote data standards to ensure that data collected are nationally consistent. In all these activities we enable governments and the community to make better-informed decisions to improve the health and wellbeing of Australians.

We trust that you find this information useful to your inquiry. Should the committee have any queries about the information we have provided, or wish to seek additional information from the AIHW, we are available to discuss at your convenience. Please contact Ms Moira Hewitt, Head, Tobacco, Alcohol and Other Drugs Unit on 02 6244 1154.

Yours sincerely



Andrew Kettle  
Acting Director (CEO)  
Australian Institute of Health and Welfare

28 January 2016

## **Attachment 1: Relevant data and information from the National Drug Strategy Household Survey (NDSHS)**

This large population survey, conducted every 3 years, asks people about their knowledge of and attitudes towards drugs and their history of alcohol and other drug consumption. It provides information on the use of alcohol and other drugs in the general population. The sample is based on households—institutionalised people and others not living in private dwellings are not included in the survey.

The most recent survey was conducted in 2013 and is the 11<sup>th</sup> conducted under the auspices of the National Drug Strategy. It collected information from almost 24,000 individuals across Australia.

The *National Drug Strategy Household Survey detailed report: 2013* contains the latest data relating to Australians' use of illicit tobacco. A list of relevant tables from this report as well as a customised data analysis is provided at [Attachment 2](#).

### **Capturing illicit tobacco use**

The NDSHS has two sections that aim to capture respondents' use of illicit tobacco:

- unbranded illicit tobacco—finely cut, unprocessed loose tobacco that has been grown, distributed and sold without government intervention or taxation
- illicit branded tobacco—tobacco products that are smuggled into Australia without payment of the applicable customs duty.

Consumers may not be aware of the legality of the tobacco products they purchase; they might not know what country they come from, how they were imported or if the appropriate taxes were paid by the retailer. For this reason, questions in the NDSHS focus on the appearance of the product. Tobacco products without a brand name or which do not have plain packaging with the graphic health warnings visible to the consumer can be an indicator that the product falls outside the legal supply chain.

### **Tobacco without plain packaging and graphic health warnings**

For the first time in 2013, the survey asked whether, in the last 3 months, respondents had seen or purchased any tobacco products which do not have the new plain packaging with the graphic health warnings (see [Attachment 3](#)). While the plain packaging legislation took effect more than 6 months prior to the survey's fieldwork period, the responses to these questions should be treated with caution as they depend on the respondent's perception of elapsed time and understanding of the question. While not being definitive characteristics of illicit tobacco, the absence of the required Australian health warnings on the tobacco product packaging, and packaging that does not comply with Australia's plain packaging legislation, could be an indication that the product is illicit.

Fewer than 1 in 5 (18.5%) smokers had seen tobacco products which did not have the new plain packaging with the graphic health warnings in the last 3 months. Of those who had seen these products only half (1 in 10 overall, 9.6%) had purchased these products and just under half again (1 in 20 overall) bought 15 or more packets (Table 1 of Attachment 2).

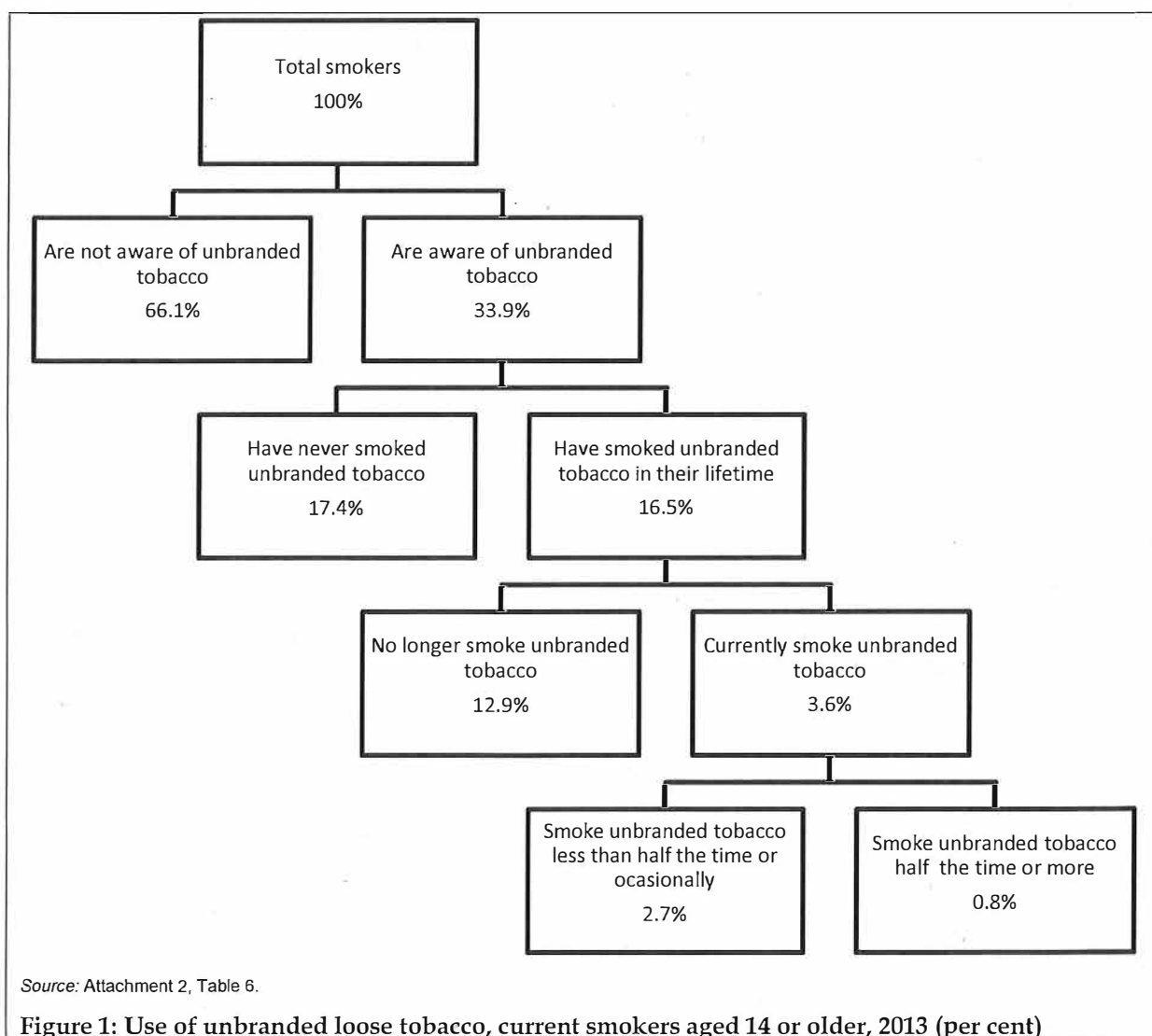
In 2013, female smokers were more likely than male smokers to have purchased tobacco products which did not have the new plain packaging with the graphic health warnings in the previous 3 months (10.9% compared with 8.7%; Table 1). There was little difference between the number of Indigenous and non-Indigenous smokers who had purchased tobacco products which did not have the new plain packaging with the graphic health warnings (Table 2). Similarly, there was little difference between smokers who mainly spoke

English and smokers who spoke another language or between people living in different socioeconomic areas (Tables 3 and 4). There was also little difference between the proportions of people living in major cities or outside major cities who had purchased tobacco products which did not have the new plain packaging with the graphic health warnings (Table 5).

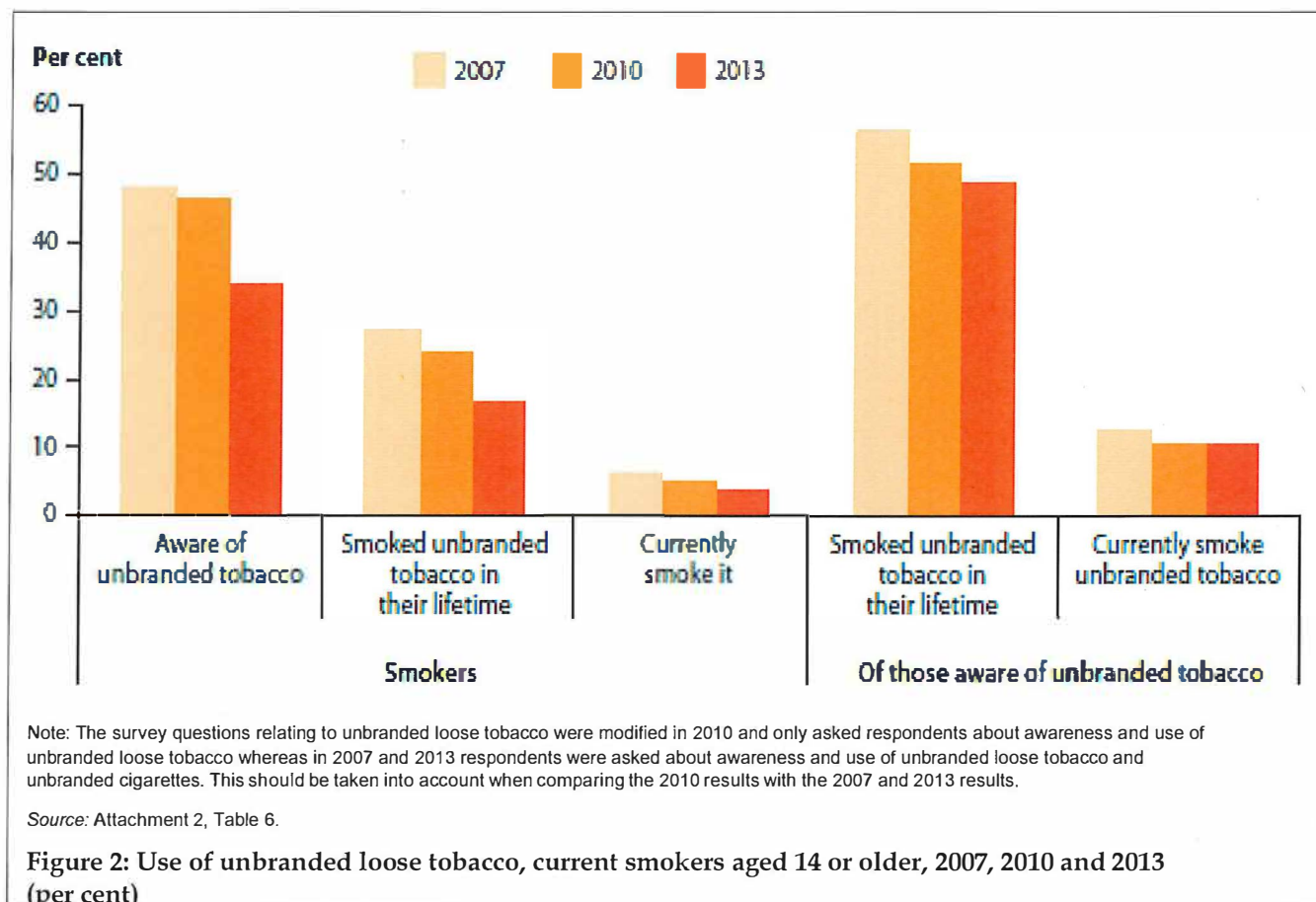
### Unbranded tobacco

One of the aims of the NDSHS is to measure the use of unbranded tobacco. While there has been some modification over time to the question used in the survey, essentially respondents have been asked whether have seen or heard of unbranded tobacco usually sold loose in plastic bags either as tobacco or rolled into cigarettes, and subsequent questions ask about use and purchasing habits (see [Attachment 3](#)).

Figure 1 presents information from the 2013 NDSHS about use of unbranded loose tobacco for current smokers aged 14 or older. Trend information from three surveys is shown in Figure 2.







The proportion of smokers aged 14 or older who were aware of unbranded tobacco declined between 2007 and 2013, from 48% to 34%, and the proportion who have smoked unbranded tobacco in their lifetime also fell from 27% to 16.5% in 2013 (Figure 2).

The majority of the lifetime users of unbranded tobacco no longer smoke it – only 3.6% smoked unbranded loose tobacco in 2013, down from 6.1% in 2007. As a proportion of those aware of unbranded tobacco, there was no change in current use with 10.7% currently smoking unbranded tobacco, compared with 10.6% in 2010 and 12.7% in 2007 (Figure 2).

Male smokers were more likely to currently smoke unbranded tobacco than female smokers (4.3% compared with 2.7%; Table 6).

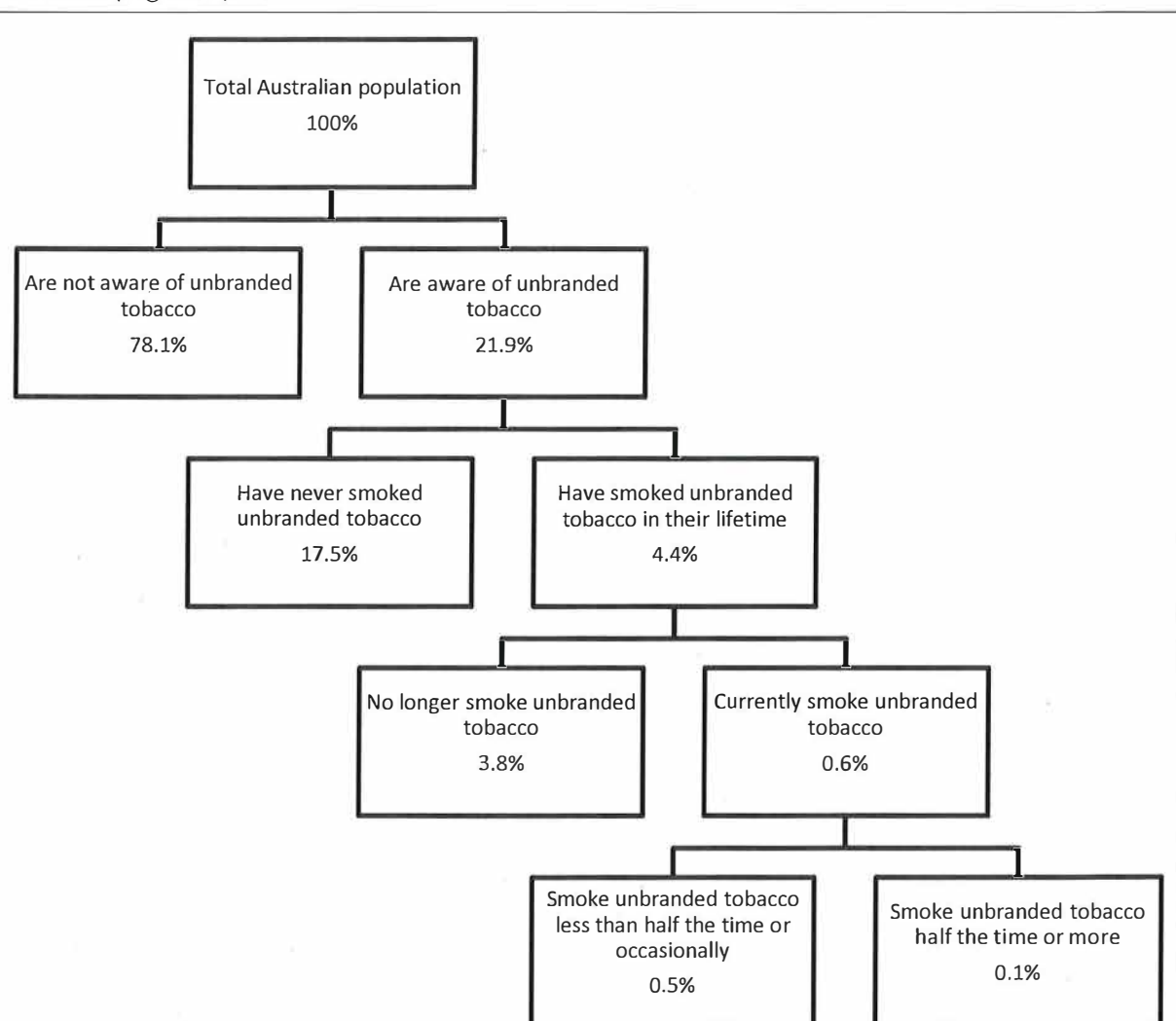
Indigenous smokers were more likely to have smoked unbranded tobacco in their lifetime than non-Indigenous smokers (26% compared with 16.2%) and were slightly more likely to report currently smoking unbranded tobacco (4.8% compared with 3.6%; Table 7).

Smokers from low socioeconomic areas were more likely to currently smoke unbranded tobacco than people from higher SES areas (5.6% compared with 1.5%) but smokers who mainly spoke English at home had similar rates of unbranded tobacco use to smokers who spoke another language (Tables 8 and 9).

There was little difference between the proportions of people who lived in major cities currently smoking unbranded tobacco and those who lived outside major cities. However those who lived outside major cities were more likely to have smoked unbranded tobacco in their life time (6.0% compared with 3.7%; Table 10).

### Unbranded tobacco use in the Australian population

Most Australians (78%) were not aware of unbranded tobacco. When looking at the whole Australian population, and not just current smokers, only 0.6% of those aged 14 or older reported currently smoking unbranded tobacco, with 4.4% reported smoking it in their lifetime (Figure 3).



Source: Attachment 2, Table 11.

**Figure 3: Use of unbranded loose tobacco, people aged 14 or older, 2013 (per cent)**

## **Amount of unbranded tobacco purchased**

For the 2013 NDSHS, a number of new questions were added to the unbranded tobacco section in attempt to quantify the amount of illicit tobacco purchased. As indicated earlier, there were very few Australians purchasing unbranded tobacco or cigarettes.

AIHW considers that statistics based on denominators of less than 100 are not reliable and therefore are not usually reported. Of those that had purchased unbranded tobacco in the previous 12 months, less than 100 people answered the unbranded tobacco questions related to quantity and frequency of purchases. The AIHW has not publicly released these data as the estimates had a very high relative standard error and were unreliable. However, preliminary analysis of the data indicates the following:

- The majority of unbranded tobacco users had purchased unbranded loose tobacco on 5 occasions or less in the previous 12 months. On the last occasion they purchased loose tobacco, the majority purchased less than 1kg.
- The majority of unbranded tobacco users had purchased unbranded loose cigarettes on 5 occasions or less in the previous 12 months. On the last occasion they purchased loose cigarettes, the majority purchased 100 cigarettes.

## Attachment 2: Detailed data tables from the NDSHS

**Table 1: Proportion of smokers<sup>(a)</sup> and total population, aged 14 or older, that have seen tobacco products which do not have the new plain packaging with the graphic health warnings and number of packets purchased<sup>(b)</sup>, 2013 (per cent)**

	Smokers <sup>(a)</sup>			All persons		
	Males	Females	Persons	Males	Females	Persons
Have seen tobacco products which do not have the new plain packaging with the graphic health warnings	18.7	18.3	18.5	13.3	11.7	12.5
Have not purchased tobacco products which do not have the new plain packaging with the graphic health warnings	91.3	89.1	90.4	98.0	98.2	98.1
Have purchased tobacco products which do not have the new plain packaging with the graphic health warnings	8.7	10.9	9.6	2.0	1.8	1.9
<b>Amount purchased</b>						
Purchased 1 – 2 packets	2.2	2.8	2.5	0.6	0.5	0.6
Purchased 3 – 5 packets	1.7	1.6	1.7	0.4	0.2	0.3
Purchased 6 – 9 packets	*0.5	*0.6	0.5	*0.1	*<0.1	0.1
Purchased 10 – 14 packets	*0.6	*0.7	0.7	*0.1	*0.1	0.1
Purchased 15 or more packets	3.6	5.1	4.3	0.8	0.8	0.8

Source: *National Drug Strategy Household Survey detailed report: 2013*: Table 3.13.

\* Estimate has a relative standard error of 25% to 50% and should be used with caution.

(a) Includes people who reported smoking daily, weekly or less than weekly.

(b) This question asked about seeing and buying tobacco products which do not have the new plain packaging with the graphic health warnings in the previous 3 months. The absence of the required Australian health warnings on tobacco product packaging, and packaging that does not comply with Australia's plain packaging legislation is only an indication that the product is illicit and does not necessarily mean that all these products purchased were illegal. The survey period was 31 July to 1 December 2013, more than six months after 1 December 2012, when all tobacco products sold in Australia were required to comply with plain packaging legislation.



**Table 2: Proportion of smokers<sup>(a)</sup> and total population, aged 14 or older, that have seen tobacco products which do not have the new plain packaging with the graphic health warnings and number of packets purchased<sup>(b)</sup> by Indigenous status, 2013 (per cent)**

	Smokers <sup>(a)</sup>			Persons		
	Indigenous <sup>^</sup>	Non-Indigenous	Persons	Indigenous <sup>^</sup>	Non-Indigenous	Persons
Have seen tobacco products which do not have the new plain packaging with the graphic health warnings	20.6	18.4	18.5	16.5	12.4	12.5
Have not purchased tobacco products which do not have the new plain packaging with the graphic health warnings	90.3	90.5	90.4	94.4	98.2	98.1
Have purchased tobacco products which do not have the new plain packaging with the graphic health warnings	*9.7	9.5	9.6	5.6	1.8	1.9
<b>Amount purchased</b>						
Purchased 1 – 2 packets	n.p.	2.5	2.5	*2.7	0.5	0.6
Purchased 3 or more packets	*7.8	7.0	7.1	*3.0	1.2	1.3

Source: AIHW analysis of the 2013 National Drug Strategy Household Survey.

\* Estimate has a relative standard error of 25% to 50% and should be used with caution.

<sup>^</sup> Due to the small sample sizes for Aboriginal and/or Torres Strait Islander people, estimates should be interpreted with caution.

n.p. Not published due to small numbers and concern about the quality of the data.

(a) Includes people who reported smoking daily, weekly or less than weekly.

(b) This question asked about seeing and buying tobacco products which do not have the new plain packaging with the graphic health warnings in the previous 3 months. The absence of the required Australian health warnings on tobacco product packaging, and packaging that does not comply with Australia's plain packaging legislation is only an indication that the product is illicit and does not necessarily mean that all these products purchased were illegal. The survey period was 31 July to 1 December 2013, more than six months after 1 December 2012, when all tobacco products sold in Australia were required to comply with plain packaging legislation.

**Table 3: Proportion of smokers<sup>(a)</sup> and total population, aged 14 or older, that have seen tobacco products which do not have the new plain packaging with the graphic health warnings and number of packets purchased<sup>(b)</sup> by main language spoken at home, 2013 (per cent)**

	Smokers <sup>(a)</sup>			Persons		
	English	Languages other than English	Persons	English	Languages other than English	Persons
Have seen tobacco products which do not have the new plain packaging with the graphic health warnings	18.4	16.7	18.5	12.5	10.4	12.5
Have not purchased tobacco products which do not have the new plain packaging with the graphic health warnings	90.5	91.8	90.4	98.2	98.4	98.1
Have purchased tobacco products which do not have the new plain packaging with the graphic health warnings	9.5	8.2	9.6	1.8	1.6	1.9
<b>Amount purchased</b>						
Purchased 1 – 2 packets	2.5	*2.3	2.5	0.5	*0.7	0.6
Purchased 3 or more packets	7.0	*5.9	7.1	1.3	*0.9	1.3

Source: AIHW analysis of the 2013 National Drug Strategy Household Survey.

\* Estimate has a relative standard error of 25% to 50% and should be used with caution.

- a. Includes people who reported smoking daily, weekly or less than weekly.
- b. This question asked about seeing and buying tobacco products which do not have the new plain packaging with the graphic health warnings in the previous 3 months. The absence of the required Australian health warnings on tobacco product packaging, and packaging that does not comply with Australia's plain packaging legislation is only an indication that the product is illicit and does not necessarily mean that all these products purchased were illegal. The survey period was 31 July to 1 December 2013, more than six months after 1 December 2012, when all tobacco products sold in Australia were required to comply with plain packaging legislation.

**Table 4: Proportion of smokers<sup>(a)</sup> and total population, aged 14 or older, that have seen tobacco products which do not have the new plain packaging with the graphic health warnings and number of packets purchased<sup>(b)</sup> by socioeconomic status, 2013 (per cent)**

	1st quintile (most disadvantaged)	2nd quintile	3rd quintile	4th quintile	5th quintile (most advantaged)	Persons
<b>Smokers<sup>(a)</sup></b>						
Have seen tobacco products which do not have the new plain packaging with the graphic health warnings	16.3	19.3	19.1	16.9	23.0	18.5
Have not purchased tobacco products which do not have the new plain packaging with the graphic health warnings	91.2	88.9	90.9	92.5	87.9	90.4
Have purchased tobacco products which do not have the new plain packaging with the graphic health warnings	8.8	11.1	9.1	7.5	12.1	9.6
<b>Amount purchased</b>						
Purchased 1 – 2 packets	*1.5	2.7	*2.5	*1.5	*5.1	2.5
Purchased 3 or more packets	7.4	8.4	6.6	6.1	7.0	7.1
<b>Persons</b>						
Have seen tobacco products which do not have the new plain packaging with the graphic health warnings	11.7	12.1	12.9	12.4	13.1	12.5
Have not purchased tobacco products which do not have the new plain packaging with the graphic health warnings	97.4	97.7	98.2	98.7	98.6	98.1
Have purchased tobacco products which do not have the new plain packaging with the graphic health warnings	2.6	2.3	1.8	1.3	1.4	1.9
<b>Amount purchased</b>						
Purchased 1 – 2 packets	0.7	0.7	*0.5	0.4	*0.6	0.6
Purchased 3 or more packets	1.9	1.7	1.3	0.9	0.8	1.3

Source: AIHW analysis of the 2013 National Drug Strategy Household Survey.

\* Estimate has a relative standard error of 25% to 50% and should be used with caution.

(a) Includes people who reported smoking daily, weekly or less than weekly.

(b) This question asked about seeing and buying tobacco products which do not have the new plain packaging with the graphic health warnings in the previous 3 months. The absence of the required Australian health warnings on tobacco product packaging, and packaging that does not comply with Australia's plain packaging legislation is only an indication that the product is illicit and does not necessarily mean that all these products purchased were illegal. The survey period was 31 July to 1 December 2013, more than six months after 1 December 2012, when all tobacco products sold in Australia were required to comply with plain packaging legislation.

**Table 5: Proportion of smokers<sup>(a)</sup> and total population, aged 14 or older, that have seen tobacco products which do not have the new plain packaging with the graphic health warnings and number of packets purchased<sup>(b)</sup> by remoteness, 2013 (per cent)**

	Smokers <sup>(a)</sup>			Persons		
	Major cities	Outside major cities <sup>(c)</sup>	Persons	Major cities	Outside major cities <sup>(c)</sup>	Persons
Have seen tobacco products which do not have the new plain packaging with the graphic health warnings	19.5	16.7	18.5	12.7	11.9	12.5
Have not purchased tobacco products which do not have the new plain packaging with the graphic health warnings	89.8	91.5	90.4	98.2	97.9	98.1
Have purchased tobacco products which do not have the new plain packaging with the graphic health warnings	10.2	8.5	9.6	1.8	2.1	1.9
<b>Amount purchased</b>						
Purchased 1 – 2 packets	3.0	1.5	2.5	0.6	0.5	0.6
Purchased 3 or more packets	7.2	7.0	7.1	1.2	1.6	1.3

Source: AIHW analysis of the 2013 National Drug Strategy Household Survey.

(a) Includes people who reported smoking daily, weekly or less than weekly.

(b) This question asked about seeing and buying tobacco products which do not have the new plain packaging with the graphic health warnings in the previous 3 months. The absence of the required Australian health warnings on tobacco product packaging, and packaging that does not comply with Australia's plain packaging legislation is only an indication that the product is illicit and does not necessarily mean that all these products purchased were illegal. The survey period was 31 July to 1 December 2013, more than six months after 1 December 2012, when all tobacco products sold in Australia were required to comply with plain packaging legislation.

(c) Includes Inner Regional, Outer Regional, Remote and Very Remote areas (categories were unreliable for individual remoteness areas).

**Table 6: Use of unbranded tobacco, by smokers and people aware of unbranded tobacco, aged 14 years or older, 2007 to 2013 (per cent)**

	Males			Females			Persons		
	2007	2010	2013	2007	2010	2013	2007	2010	2013
<b>As a proportion of smokers</b>									
Aware of unbranded tobacco	52.6	51.6	36.2#	42.7	40.0	30.9#	48.0	46.3	33.9#
Smoked unbranded tobacco in their lifetime	32.1	28.8	17.9#	21.1	18.2	14.6#	27.0	24.0	16.5#
Currently smoke unbranded tobacco	7.8	6.3	4.3#	4.1	3.2	2.7#	6.1	4.9	3.6#
<i>Smoke unbranded tobacco half the time or more</i>	1.2	1.9	1.0	1.1	1.0	0.6	1.1	1.5	0.8
No longer smoke unbranded tobacco	24.2	22.3	13.6#	17.0	15.0	12.0#	20.8	19.0	12.9#
<b>As a proportion of those aware of unbranded tobacco</b>									
Smoked unbranded tobacco in their lifetime	61.0	55.8	49.5#	49.5	45.5	47.4	56.3	51.7	48.7#
Currently smoke unbranded tobacco	14.7	12.3	12.0	9.7	8.0	8.7	12.7	10.6	10.7
<i>Smoke unbranded tobacco half the time or more</i>	2.3	3.7	2.7	2.5	2.5	2.0	2.4	3.2	2.4
No longer smoke unbranded tobacco	46.0	43.3	37.5#	39.7	37.6	38.7	43.4	41.0	38.0#

Source: National Drug Strategy Household Survey detailed report: 2013: Table 3.12.

# Statistically significant change between 2007 and 2013.

Note: Survey questions relating to unbranded loose tobacco were modified in 2010 and only asked respondents about awareness and use of unbranded loose tobacco whereas in 2007 and 2013 respondents were asked about awareness and use of unbranded loose tobacco and unbranded cigarettes. This should be taken into account when comparing the 2010 results with the 2007 and 2013 results. The placement of the questions in the 2013 survey may have also impacted how people responded to these questions and results should be interpreted with caution. Significance testing has only been performed between 2007 and 2013 (not 2010).

**Table 7: Use of unbranded tobacco, total population, smokers and people aware of unbranded tobacco by Indigenous status, aged 14 years or older, 2010 to 2013 (per cent)**

	Indigenous		Non-Indigenous		Persons	
	2010	2013	2010	2013	2010	2013
<b>As a proportion of Australians</b>						
Aware of unbranded tobacco	35.5	20.5#	29.5	21.9#	29.4	21.9#
Smoked unbranded tobacco in their lifetime	14.7	11.4	8.3	4.3#	8.6	4.4#
Currently smoke unbranded tobacco	*1.6	*2.0	1.0	0.6#	1.1	0.6#
<i>Smoke unbranded tobacco half the time or more</i>	<i>n.p.</i>	<i>n.p.</i>	<i>0.3</i>	<i>0.1#</i>	<i>0.3</i>	<i>0.1#</i>
No longer use it	12.9	9.4	7.3	3.6#	7.4	3.8#
<b>As a proportion of smokers<sup>(a)</sup></b>						
Aware of unbranded tobacco	49.0	34.4#	46.1	34.0#	46.3	33.9#
Smoked unbranded tobacco in their lifetime	27.8	25.8	23.5	16.2#	24.0	16.5#
Currently smoke unbranded tobacco	*3.5	*4.8	4.8	3.6#	4.9	3.6#
<i>Smoke unbranded tobacco half the time or more</i>	<i>n.p.</i>	<i>n.p.</i>	<i>1.4</i>	<i>0.8</i>	<i>1.5</i>	<i>0.8#</i>
No longer use it	24.3	21.0	18.7	12.6#	19.0	12.9#
<b>As a proportion of those aware of unbranded tobacco</b>						
Aware of unbranded tobacco	100.0	100.0	100.0	100.0	100.0	100.0
Smoked unbranded tobacco in their lifetime	56.7	75.1	51.0	47.6	51.7	48.6
Currently smoke unbranded tobacco	*7.2	*13.9	10.4	10.5	10.6	10.7
<i>Smoke unbranded tobacco half the time or more</i>	<i>n.p.</i>	<i>n.p.</i>	<i>2.9</i>	<i>2.4</i>	<i>3.2</i>	<i>2.4</i>
No longer use it	49.5	61.2	40.6	37.0	41.0	38.0

Source: AIHW analysis of the 2013 National Drug Strategy Household Survey.

# Statistically significant change between 2010 and 2013.

\* Estimate has a relative standard error of 25% to 50% and should be used with caution.

n.p. Not published due to small numbers and concern about the quality of the data.

<sup>a</sup> Due to the small sample sizes for Aboriginal and/or Torres Strait Islander people, estimates should be interpreted with caution.

(a) Includes people who reported smoking daily, weekly or less than weekly.

Note: Survey questions relating to unbranded loose tobacco were modified in 2010 and only asked respondents about awareness and use of unbranded loose tobacco whereas in 2007 and 2013 respondents were asked about awareness and use of unbranded loose tobacco and unbranded cigarettes. This should be taken into account when comparing the 2010 results with the 2013 results. The placement of the questions in the 2013 survey may have also impacted how people responded to these questions and results should be interpreted with caution.



**Table 8: Use of unbranded tobacco, total population, smokers and people aware of unbranded tobacco by main language spoken at home, aged 14 years or older, 2010 to 2013 (per cent)**

	English		Languages other than English		Persons	
	2010	2013	2010	2013	2010	2013
<b>As a proportion of Australians</b>						
Aware of unbranded tobacco	30.6	23.3#	19.2	13.0#	29.4	21.9#
Smoked unbranded tobacco in their lifetime	8.6	4.5#	6.3	3.2#	8.6	4.4#
Currently smoke unbranded tobacco	1.0	0.6#	*1.0	*0.7	1.1	0.6#
<i>Smoke unbranded tobacco half the time or more</i>	0.3	0.1#	*0.4	*0.2	0.3	0.1#
No longer use it	7.6	3.9#	5.2	2.5#	7.4	3.8#
<b>As a proportion of smokers<sup>(a)</sup></b>						
Aware of unbranded tobacco	47.6	35.3#	26.5	23.9	46.3	33.9#
Smoked unbranded tobacco in their lifetime	24.3	16.4#	14.3	15.8	24.0	16.5#
Currently smoke unbranded tobacco	4.7	3.4#	*4.6	*4.0	4.9	3.6#
<i>Smoke unbranded tobacco half the time or more</i>	1.3	0.8	*2.7	n.p.	1.5	0.8#
No longer use it	19.5	13.0#	*9.6	11.8	19.0	12.9#
<b>As a proportion of those aware of unbranded tobacco</b>						
Aware of unbranded tobacco	100.0	100.0	100.0	100.0	100.0	100.0
Smoked unbranded tobacco in their lifetime	51.0	46.3#	54.1	66.4	51.7	48.6
Currently smoke unbranded tobacco	9.9	9.6	*17.5	*16.9	10.6	10.7
<i>Smoke unbranded tobacco half the time or more</i>	2.7	2.3	*10.1	**4.2	3.2	2.4
No longer use it	41.0	36.7#	36.5	49.6	41.0	38.0

Source: AIHW analysis of the 2013 National Drug Strategy Household Survey.

# Statistically significant change between 2010 and 2013.

\* Estimate has a relative standard error of 25% to 50% and should be used with caution.

n.p. Not published due to small numbers and concern about the quality of the data.

(a) Includes people who reported smoking daily, weekly or less than weekly.

Note: Survey questions relating to unbranded loose tobacco were modified in 2010 and only asked respondents about awareness and use of unbranded loose tobacco whereas in 2007 and 2013 respondents were asked about awareness and use of unbranded loose tobacco and unbranded cigarettes. This should be taken into account when comparing the 2010 results with the 2013 results. The placement of the questions in the 2013 survey may have also impacted how people responded to these questions and results should be interpreted with caution.

**Table 9: Use of unbranded tobacco, total population, smokers and people aware of unbranded tobacco by socioeconomic status, aged 14 years or older, 2010 to 2013 (per cent)**

	1st quintile (most disadvantaged)		2nd quintile		3rd quintile		4th quintile		5th quintile (most advantaged)	
	2010	2013	2010	2013	2010	2013	2010	2013	2010	2013
<b>As a proportion of Australians</b>										
Aware of unbranded tobacco	32.9	22.9#	30.8	21.4#	30.7	24.1#	27.9	21.4#	24.5	19.9#
Smoked unbranded tobacco in their lifetime	12.1	6.7#	9.9	5.2#	9.1	5.1#	6.8	3.4#	4.8	2.1#
Currently smoke unbranded tobacco	1.8	1.4	0.9	0.7	1.5	0.5#	0.8	0.5	0.5	*0.2
<i>Smoke unbranded tobacco half the time or more</i>	*0.4	*0.4	*0.3	*0.2	0.5	*0.1#	*0.3	n.p.	n.p.	n.p.
No longer use it	10.2	5.4#	8.9	4.5#	7.6	4.6#	5.9	2.9#	4.3	1.9#
<b>As a proportion of smokers<sup>(a)</sup></b>										
Aware of unbranded tobacco	52.0	35.9#	48.2	35.3#	47.3	37.0#	41.0	31.9#	36.4	25.7#
Smoked unbranded tobacco in their lifetime	28.3	20.6#	24.8	17.8#	25.2	17.4#	21.3	13.8#	15.1	8.8#
Currently smoke unbranded tobacco	6.2	5.6	3.9	4.1	5.9	2.7#	4.3	*2.9	*3.2	*1.5
<i>Smoke unbranded tobacco half the time or more</i>	*1.6	*1.4	*1.2	*1.0	2.4	*0.7#	*1.3	n.p.	n.p.	n.p.
No longer use it	22.0	15.0#	20.9	13.7#	19.1	14.7#	17.0	10.8#	11.9	7.3#
<b>As a proportion of those aware of unbranded tobacco</b>										
Aware of unbranded tobacco	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Smoked unbranded tobacco in their lifetime	54.4	57.4	51.4	50.5	53.2	46.9	52.0	43.2	41.5	34.2
Currently smoke unbranded tobacco	11.9	15.6	8.0	11.5	12.5	7.3#	10.4	9.1	*8.7	*5.8
<i>Smoke unbranded tobacco half the time or more</i>	*3.1	*3.8	*2.5	*2.7	5.0	*2.0#	*3.3	n.p.	n.p.	n.p.
No longer use it	42.3	41.8	43.4	38.9	40.6	39.6	41.4	34.0	32.8	28.4

Source: AIHW analysis of the 2013 National Drug Strategy Household Survey.

# Statistically significant change between 2010 and 2013.

\* Estimate has a relative standard error of 25% to 50% and should be used with caution.

n.p. Not published due to small numbers and concern about the quality of the data.

(a) Includes people who reported smoking daily, weekly or less than weekly.

Note: Survey questions relating to unbranded loose tobacco were modified in 2010 and only asked respondents about awareness and use of unbranded loose tobacco whereas in 2007 and 2013 respondents were asked about awareness and use of unbranded loose tobacco and unbranded cigarettes. This should be taken into account when comparing the 2010 results with the 2013 results. The placement of the questions in the 2013 survey may have also impacted how people responded to these questions and results should be interpreted with caution.

**Table 10: Use of unbranded tobacco, total population, smokers and people aware of unbranded tobacco by remoteness, aged 14 years or older, 2010 to 2013 (per cent)**

	Major cities		Outside major cities <sup>(b)</sup>		Persons	
	2010	2013	2010	2013	2010	2013
<b>As a proportion of Australians</b>						
Aware of unbranded tobacco	27.6	20.3#	33.4	25.9#	29.4	21.9#
Smoked unbranded tobacco in their lifetime	7.6	3.7#	10.6	6.0#	8.6	4.4#
Currently smoke unbranded tobacco	1.1	0.5#	1.2	0.9	1.1	0.6#
<i>Smoke unbranded tobacco half the time or more</i>	0.3	*<0.1#	0.3	*0.2	0.3	0.1#
No longer use it	6.5	3.2#	9.4	5.1#	7.4	3.8#
<b>As a proportion of smokers<sup>(a)</sup></b>						
Aware of unbranded tobacco	44.1	31.8#	50.3	37.8#	46.3	33.9#
Smoked unbranded tobacco in their lifetime	22.4	14.7#	26.7	19.7#	24.0	16.5#
Currently smoke unbranded tobacco	5.2	3.4#	4.4	4.1	4.9	3.6#
<i>Smoke unbranded tobacco half the time or more</i>	1.6	*0.7#	1.3	*1.1	1.5	0.8#
No longer use it	17.2	11.3#	22.2	15.6#	19.0	12.9#
<b>As a proportion of those aware of unbranded tobacco</b>						
Aware of unbranded tobacco	100.0	100.0	100.0	100.0	100.0	100.0
Smoked unbranded tobacco in their lifetime	50.8	46.3	53.2	52.2	51.7	48.6
Currently smoke unbranded tobacco	11.7	10.6	8.8	10.8	10.6	10.7
<i>Smoke unbranded tobacco half the time or more</i>	3.7	*2.1	2.5	*2.8	3.2	2.4
No longer use it	39.0	35.7	44.2	41.3	41.0	38.0

Source: AIHW analysis of the 2013 National Drug Strategy Household Survey.

# Statistically significant change between 2010 and 2013.

\* Estimate has a relative standard error of 25% to 50% and should be used with caution.

n.p. Not published due to small numbers and concern about the quality of the data.

(a) Includes people who reported smoking daily, weekly or less than weekly.

(b) Includes Inner Regional, Outer Regional, Remote and Very Remote areas (categories were unreliable for individual remoteness areas).

**Note:** Survey questions relating to unbranded loose tobacco were modified in 2010 and only asked respondents about awareness and use of unbranded loose tobacco whereas in 2007 and 2013 respondents were asked about awareness and use of unbranded loose tobacco and unbranded cigarettes. This should be taken into account when comparing the 2010 results with the 2013 results. The placement of the questions in the 2013 survey may have also impacted how people responded to these questions and results should be interpreted with caution.

**Table 11: Use of unbranded tobacco, total population, smokers and people aware of unbranded tobacco by sex, aged 14 years or older, 2010 to 2013 (per cent)**

	Males		Females		Persons	
	2010	2013	2010	2013	2010	2013
<b>As a proportion of Australians</b>						
Aware of unbranded tobacco	33.9	24.5#	25.0	19.3#	29.4	21.9#
Smoked unbranded tobacco in their lifetime	11.3	5.7#	5.9	3.1#	8.6	4.4#
Currently smoke unbranded tobacco	1.5	0.9#	0.7	0.4#	1.1	0.6#
<i>Smoke unbranded tobacco half the time or more</i>	0.4	*0.2#	0.2	*<0.1#	0.3	0.1#
No longer use it	9.7	4.8#	5.2	2.7#	7.4	3.8#

Source: AIHW analysis of the 2013 National Drug Strategy Household Survey.

# Statistically significant change between 2010 and 2013.

\* Estimate has a relative standard error of 25% to 50% and should be used with caution.

**Note:** Survey questions relating to unbranded loose tobacco were modified in 2010 and only asked respondents about awareness and use of unbranded loose tobacco whereas in 2007 and 2013 respondents were asked about awareness and use of unbranded loose tobacco and unbranded cigarettes. This should be taken into account when comparing the 2010 results with the 2013 results. The placement of the questions in the 2013 survey may have also impacted how people responded to these questions and results should be interpreted with caution.

### Attachment 3: Relevant NDSHS 2013 Survey pages

<p><b>D27. In the last 3 months, have you seen any tobacco products which <u>do not</u> have the new plain packaging with the graphic health warnings?</b></p> <p style="text-align: center;">Yes <input type="checkbox"/> (Continue)      No <input type="checkbox"/> (Skip to D29)</p> <p><b>D28. How many of these packets have you purchased?</b> (Mark <u>one</u> response only)</p> <p style="padding-left: 20px;">             Have seen it, but not purchased <input type="checkbox"/>              Purchased 1 – 2 packets <input type="checkbox"/>              Purchased 3 – 5 packets <input type="checkbox"/>              Purchased 6 – 9 packets <input type="checkbox"/>              Purchased 10 – 14 packets <input type="checkbox"/>              Purchased 15 or more packets <input type="checkbox"/> </p> <p><b>D29. Have you seen or heard of <u>unbranded</u> tobacco (also called 'chop chop') usually sold loose in plastic bags either as tobacco or rolled into cigarettes?</b></p> <p style="text-align: center;">Yes <input type="checkbox"/> (Continue)      No <input type="checkbox"/> (Skip to E1 on page 11)</p> <p><b>D30. Have you ever smoked it?</b></p> <p style="text-align: center;">Yes <input type="checkbox"/> (Continue)      No <input type="checkbox"/> (Skip to E1 on page 11)</p> <p><b>D31. How often do you smoke this type of tobacco?</b> (Mark <u>one</u> response only)</p> <p style="padding-left: 20px;">             Every day <input type="checkbox"/>              Some days <input type="checkbox"/>              Only occasionally <input type="checkbox"/>              No longer use it <input type="checkbox"/> (Skip to E1 on page 11)         </p> <p><b>D32. Would you say that when you smoke, you...?</b> (Mark <u>one</u> response only)</p> <p style="padding-left: 20px;">             Only smoke this type of tobacco <input type="checkbox"/>              Mainly smoke this type of tobacco <input type="checkbox"/>              Smoke this type of tobacco about half of the time <input type="checkbox"/>              Smoke this type of tobacco less than half of the time <input type="checkbox"/>              Occasionally smoke this type of tobacco <input type="checkbox"/> </p>	<p><b>D33. During the last 12 months when you smoked <u>unbranded</u> tobacco (also called 'chop chop') was that...?</b> (Mark <u>one</u> response only)</p> <p style="padding-left: 20px;">             Usually unbranded loose <u>tobacco</u> rather than loose cigarettes <input type="checkbox"/>              Usually unbranded loose <u>cigarettes</u> rather than loose tobacco <input type="checkbox"/>              Sometimes unbranded loose tobacco and sometimes unbranded loose cigarettes <input type="checkbox"/> </p> <p><b>D34. On how many occasions in the last 12 months have you purchased unbranded loose <u>tobacco</u>?</b></p> <p style="padding-left: 20px;">Number of occasions: <input style="width: 30px;" type="text"/><input style="width: 30px;" type="text"/><input style="width: 30px;" type="text"/></p> <p style="padding-left: 20px;">Have not purchased any in last 12 months <input type="checkbox"/></p> <p style="padding-left: 20px;">Not applicable/Have never purchased this <input type="checkbox"/> (Skip to D36)</p> <p><b>D35. The last time you purchased unbranded loose <u>tobacco</u>, how much did you buy?</b> (Mark <u>one</u> response only)</p> <p style="padding-left: 20px;">             250gms <input type="checkbox"/>              500gms <input type="checkbox"/>              1kg <input type="checkbox"/>              Other (Please write in): <input style="width: 60px;" type="text"/> gms OR <input style="width: 30px;" type="text"/> kgs              Don't know <input type="checkbox"/> </p> <p><b>D36. On how many occasions in the last 12 months have you purchased unbranded loose <u>cigarettes</u>?</b></p> <p style="padding-left: 20px;">Number of occasions: <input style="width: 30px;" type="text"/><input style="width: 30px;" type="text"/><input style="width: 30px;" type="text"/></p> <p style="padding-left: 20px;">Have not purchased any in last 12 months <input type="checkbox"/></p> <p style="padding-left: 20px;">Not applicable/Have never purchased these <input type="checkbox"/> (Skip to E1 on page 11)</p> <p><b>D37. The last time you purchased unbranded loose <u>cigarettes</u>, how many did you buy?</b> (Mark <u>one</u> response only)</p> <p style="padding-left: 20px;">             50 cigarettes <input type="checkbox"/>              100 cigarettes <input type="checkbox"/>              Other (Please specify number of cigarettes): <input style="width: 60px;" type="text"/>              Don't know <input type="checkbox"/> </p>
--	--

## References

AIHW 2014. National Drug Strategy Household Survey detailed report: 2013. Drug statistics series no. 28. Cat. no. PHE 183. Canberra: AIHW. < <http://www.aihw.gov.au/publication-detail/?id=60129549469>>