

# The importance of tobacco prices to roll-your-own (RYO) smokers (national survey data): Higher tax needed on RYO

Wilson, N., Young, D., Weerasekera, D., Edwards, R., Thomson, G., Glover, M.

## **Abstract**

There are strong, evidence-based, public health arguments for raising tobacco taxes based on both international,<sup>1,2</sup> and New Zealand work.<sup>3–6</sup> The benefits include protecting young people from smoking. A systematic review reports evidence for greater price sensitivity among low-income adults, thereby suggesting that such a tax could potentially contribute to reducing health inequalities.<sup>7</sup> Despite this, a major report<sup>8</sup> has highlighted the lack of a real increase in tobacco prices in New Zealand since 2001. This report also showed that the proportion of tobacco consumed as loose or roll-your-own (RYO) tobacco had increased substantially over time.

## **Recommended Citation**

Wilson, N., Young, D., Weerasekera, D., Edwards, R., Thomson, G., Glover, M. (2009). The importance of tobacco prices to roll-your-own (RYO) smokers (national survey data): Higher tax needed on RYO. *New Zealand Medical Journal*, 122 (1305), 92-96.

**Link To PDF:** <http://www.ncbi.nlm.nih.gov/pubmed/?term=19966883>