

Table 2.55: Use of unbranded tobacco by sex, smokers aged 14 and over, 2007 to 2019 (per cent)

Proportion

Unbranded tobacco use	Persons				
	2007	2010	2013	2016	2019
As a proportion of all smokers^(a)					
Aware of unbranded tobacco	48,0	46,3	33,9	33,1	34,1
Smoked unbranded tobacco in their lifetime	27,0	24,0	16,5	16,5	17,7
Currently smoke it	6,1	4,9	3,6	3,8	4,9
No longer use it	20,8	19,1	12,9	12,7	12,8
Never smoked	73,1	76,1	83,5	83,5	82,3
As a proportion of those aware of unbranded tobacco^(b)					
Smoked unbranded tobacco in their lifetime	56,3	51,7	48,6	49,8	51,9
Currently smoke it	12,7	10,5	10,7	11,4	14,4
No longer use it	43,4	41,2	38,0	38,4	37,5
Never smoked	43,9	48,3	51,4	50,2	48,1

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

(b) Base is people who reported smoking daily, weekly or less than weekly, and were aware of unbranded tobacco.

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 other years 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 results from other years. The placement of the questions in the survey may have also impacted how people responded to these questions and results should be interpreted with caution.

Source: NDSHS 2019

<https://www.aihw.gov.au/reports/illicit-use-of-drugs/national-drug-strategy-household-survey-2019/data>
