



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive



Smoking Prevalence Tracker 2015 Infographic

Survey carried out by Ipsos MRBI on behalf of the HSE

Headline Data

Smoking Prevalence: 19.2%

E Cigarette Use: 4.7%

Roll Your Own (RYO): 26.9%

(% of Smokers using RYO)



Smoking Prevalence Tracker - Methodology

Commenced July 2002

Conducted monthly via Omnipoll, Ipsos MRBI's telephone omnibus.

N=1,000 adults 15+ per month

Questionnaire covers smoking prevalence, brand & no. of cigarettes smoked & E-cigarette usage.

Data provided in SPSS format for HSE analysis & reporting.

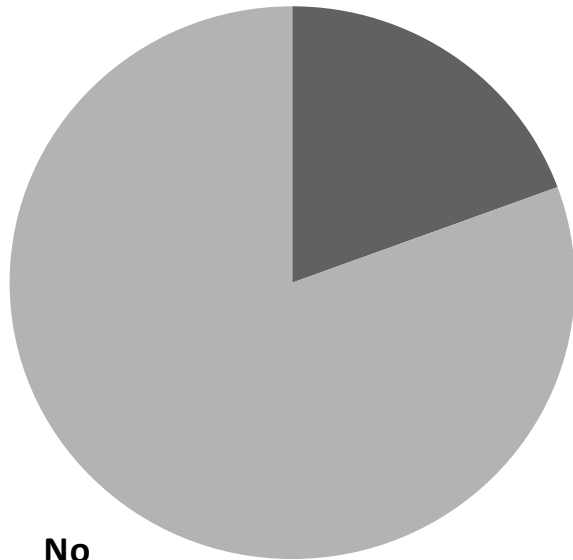


Cigarette Smoking Prevalence

Q.1 Do you smoke one or more cigarettes each week, whether packaged or roll your own?

Smoke one or more cigarettes each week?

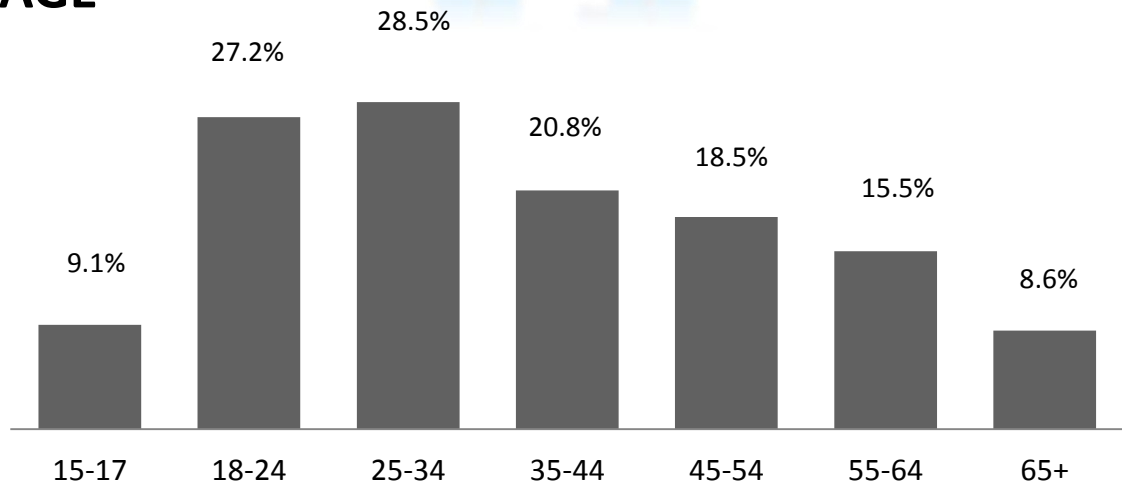
Smokers



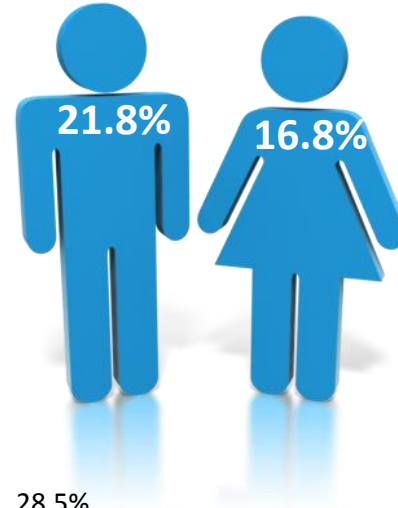
Yes
19.2%



AGE



Gender



Cigarette Smoking Prevalence by Socio-Economic Group

Q.1 Do you smoke one or more cigarettes each week, whether packaged or roll your own?



Smoking prevalence is highest amongst those in the C2 and DE socio-economic groups, with those in the F & AB categories being least likely to smoke.

Social Class Categorisation Source: AIMRO Standard Guide for Social Class
– Further details available on HSE website