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 Omnigold, 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?

- Yes: 19.2%
- No: 80.8%

AGE

- 15-17: 9.1%
- 18-24: 28.5%
- 25-34: 27.2%
- 35-44: 20.8%
- 45-54: 18.5%
- 55-64: 15.5%
- 65+: 8.6%

Gender

- Men: 21.8%
- Women: 16.8%
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

Base: All Respondents January to December 2015: 12,014