Smoking Prevalence Tracker
2020 Half Year Infographic
(This information relates to data collected in the months of March & June 2020)

Survey carried out by Ipsos MRBI on behalf of the HSE

**Headline Data**

Smoking Prevalence: 15.7%

E Cigarette Use: 5.8%

Roll Your Own (RYO): 29.3% (% of Smokers using RYO)
Smoking Prevalence Tracker - Methodology

Tracker Commenced in July 2002

(Conducted monthly up to March 2016, now quarterly; results relate to surveys conducted in March & June, 2020)

- Conducted quarterly via Omnipoll, Ipsos MRBI’s telephone omnibus (Conducted monthly up to March 2016)
- 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
Differences in HSE Tracker and Healthy Ireland Smoking Prevalence Surveys

- The tracker survey is a smaller survey: (n=4000) taken quarterly whereas Healthy Ireland (HI) samples over 7,500 people annually.

- The tracker is a telephone survey whereas HI is a face to face household survey.

- The questions on smoking prevalence are slightly different (smoke one or more weekly in tracker whereas daily or occasionally in the Healthy Ireland survey).

- The tracker has been undertaken since 2002 whereas the Healthy Ireland survey started in 2015.

- Both surveys indicate an underlying downward trend in smoking prevalence, as indicated in Figure 1 for the tracker below:
Figure 1: Trend in smoking prevalence to 2019

Source: HSE Tracker Survey
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 15.7%
- No 84.3%

Gender

- Male 17.5%
- Female 13.9%

Age Group

- 15 - 17: 5.1%
- 18 - 24: 15.6%
- 25 - 34: 23.1%
- 35 - 44: 21.1%
- 45 - 54: 15.3%
- 55 - 64: 13.8%
- 65+: 6.7%
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 DE and C2 socio-economic groups, with those in the AB & F 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 2020: 2000