Smoking Prevalence Tracker
2020 Info-graph
(This information relates to data collected in the months of March, June, September and December 2020)

Survey carried out by Ipsos MRBI on behalf of the HSE

**Headline Data**

- **Smoking Prevalence:** 15.4%
- **E Cigarette Use:** 5.8%
- **Roll Your Own (RYO):** 29.6%
  (% 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, Sept. & December 2020)

Conducted quarterly via Omnimap, 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 2020

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: 15.4%
  - No: 84.6%
- Do not smoke

Gender

- 18.1% Smokers
- 12.7% Do not smoke

Age Group

- 15 - 17: 3.2%
- 18 - 24: 17.7%
- 25 - 34: 21.0%
- 35 - 44: 18.8%
- 45 - 54: 14.7%
- 55 - 64: 15.5%
- 65+: 7.6%
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 F & AB categories being least likely to smoke.

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