

SMOKING PREVALENCE TRACKER 2022



This information relates to data collected in
March, June, September & December 2022.
Survey carried out by Ipsos on behalf of the HSE.



HEADLINE DATA 2022 RESULTS

Smoking Prevalence: 16.0%

E-Cigarette Use: 8.8%

Roll Your Own (RYO): 28.1%

% of smokers using RYO

SMOKING PREVALENCE TRACKER - METHODOLOGY

Tracker Commenced in July 2002

Conducted quarterly* via
Omnipoll, Ipsos' 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

**Conducted monthly up to March 2016, now quarterly; results relate to surveys conducted in March, June, September & December 2022*

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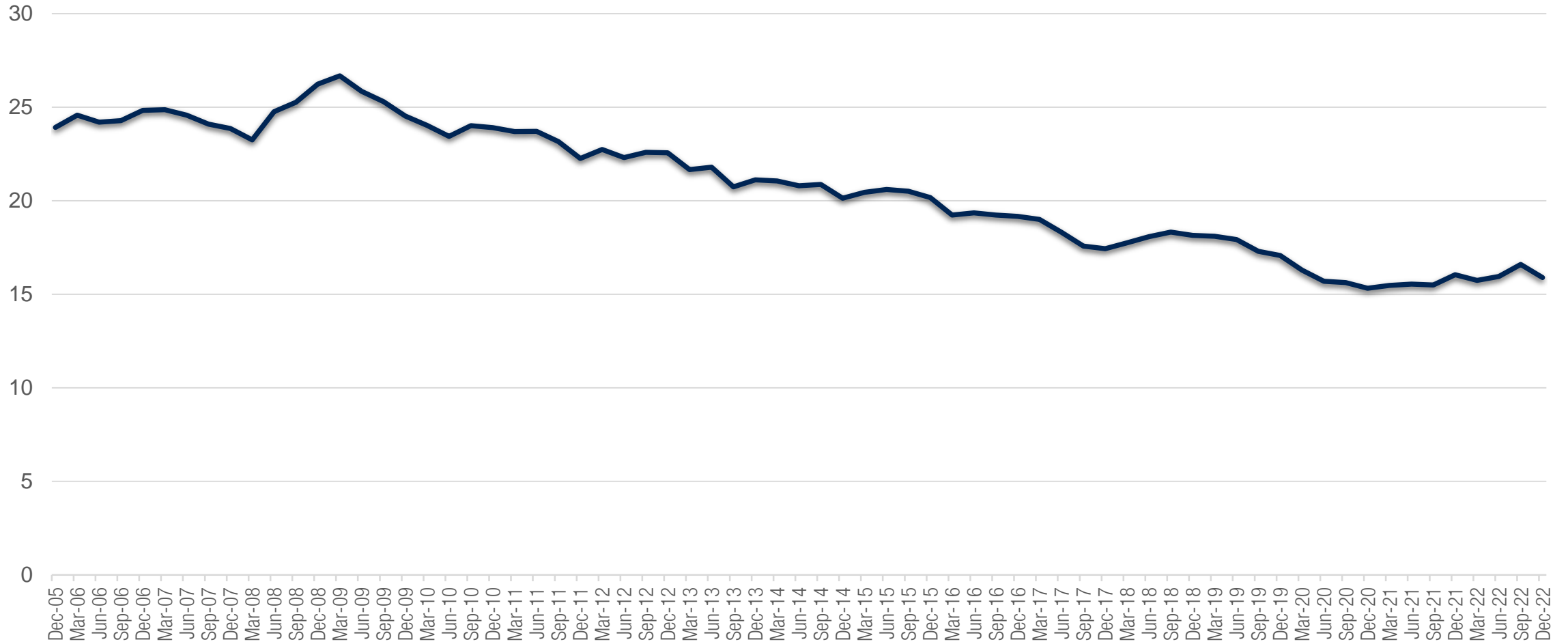
Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive



DIFFERENCES IN HSE TRACKER AND HEALTHY IRELAND SMOKING PREVALENCE SURVEYS

- The tracker methodology is a telephone survey, whereas Healthy Ireland (HI) used a face-to-face approach until 2020 and has since been changed to a two-stage telephone survey.
- The questions asked about smoking prevalence are different (smoke one or more weekly in tracker whereas daily or occasionally in the HI survey).
- The tracker sample is smaller (n=4,000 annually) and the research is undertaken quarterly whereas Healthy Ireland (HI) samples over 7,500 people per wave.
- 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 on the next slide based on the Smoking Prevalence Tracker data.

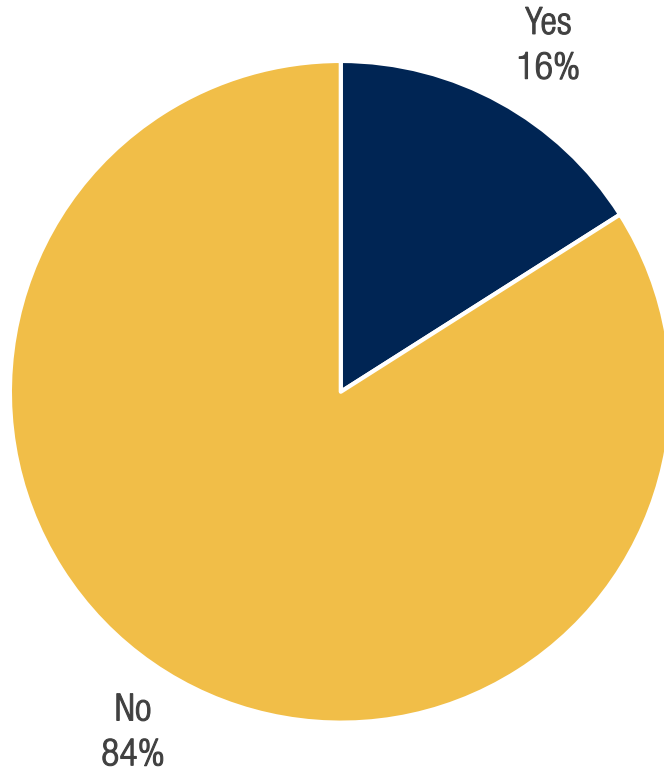
FIGURE 1: TREND IN SMOKING PREVALENCE TO 2022



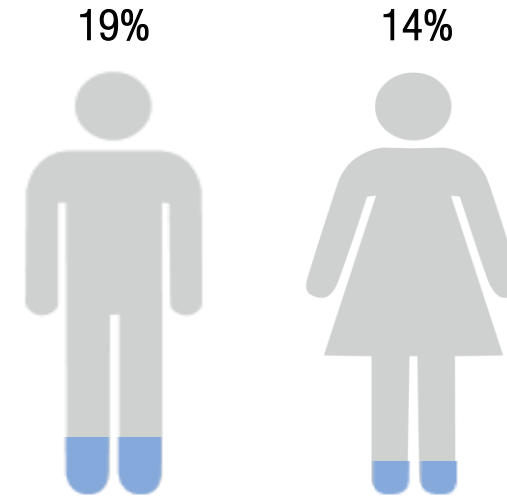
Source: HSE Tracker Survey

CIGARETTE SMOKING PREVALENCE

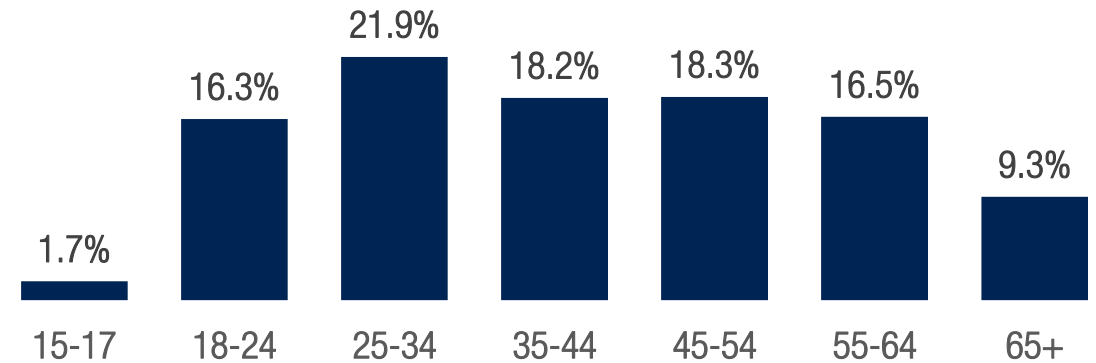
Smoke one or more cigarettes each week?



Gender

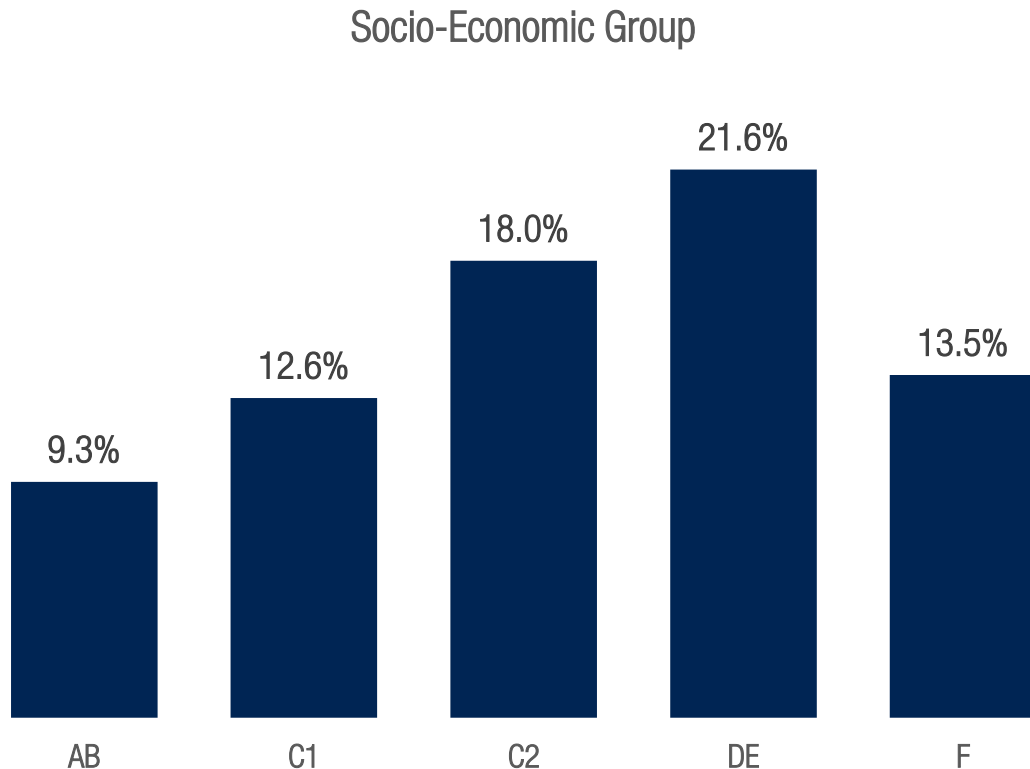


Age



Q.1 Do you smoke one or more cigarettes each week, whether packaged or roll your own?
Base: All Respondents 2022: 4,000/All Smokers 2022: 592

CIGARETTE SMOKING PREVALENCE BY SOCIO-ECONOMIC GROUP



Smoking prevalence is highest amongst those in the DE socio-economic group at 21.6%, with those in the AB (9.3%) category being least likely to smoke.

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

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