Smoking Prevalence Tracker 2016

Survey carried out by Ipsos MRBI on behalf of the HSE

Headline Data

Smoking Prevalence: 18.7%

E Cigarette Use: 4.7%

Roll Your Own (RYO): 28.5%  
(% of Smokers using RYO)
Smoking Prevalence Tracker - Methodology

Commenced July 2002

Conducted monthly via Omnipoll, Ipsos MRBI’s telephone omnibus.
Quarterly from March 2016

N=1,000 adults 15+ per month
This is summary data from respondents for the months of January, February, March, June, September & December 2016

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 18.7%
- No 81.3%

Gender

- Men: 20.1%
- Women: 17.4%

Age Group

- 15-17: 10.1%
- 18-24: 24.1%
- 25-34: 25.6%
- 35-44: 19.3%
- 45-54: 19.7%
- 55-64: 15.9%
- 65+: 11%

Base: All Respondents January to December 2016: 6,000
Cigarette Smoking Prevalence by Socio-Economic Group

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

<table>
<thead>
<tr>
<th>Social Class</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB</td>
<td>12.6%</td>
</tr>
<tr>
<td>C1</td>
<td>16.1%</td>
</tr>
<tr>
<td>C2</td>
<td>20.8%</td>
</tr>
<tr>
<td>DE</td>
<td>23.7%</td>
</tr>
<tr>
<td>F</td>
<td>10.4%</td>
</tr>
</tbody>
</table>

Smoking prevalence is highest amongst those in the DE and C2 socio-economic groups, with those in the F and 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 2016: 6,000