Smoking Prevalence Tracker
Half Year - 2017 Infographic
(This information relates to data collected in the months of March & June)

Survey carried out by Ipsos MRBI on behalf of the HSE

Headline Data

Smoking Prevalence: 17.6%
E Cigarette Use: 5.6%
Roll Your Own (RYO): 29.5%
(% 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 2017)

Conducted quarterly via Omnipoll, 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?

- **Smokers**: Yes - 17.6%, No - 82.4%

Gender
- **Male**: 20.5%, **Female**: 14.7%

Age Group
- **15 - 17**: 8.2%, **18 - 24**: 19.5%, **25 - 34**: 26.1%, **35 - 44**: 21.3%, **45 - 54**: 13.3%, **55 - 64**: 18.4%, **65+**: 8.3%
**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 March, June 2017: 2000