

2. TRENDS

2. *Introduction*

The 12-month moving average trends provide a smoothed pattern to the data and give a picture of smoking behaviour between June 2003 and December 2013. Smokers were those who answered yes to the question "Do you smoke one or more cigarettes each week, whether packaged or roll your own?"

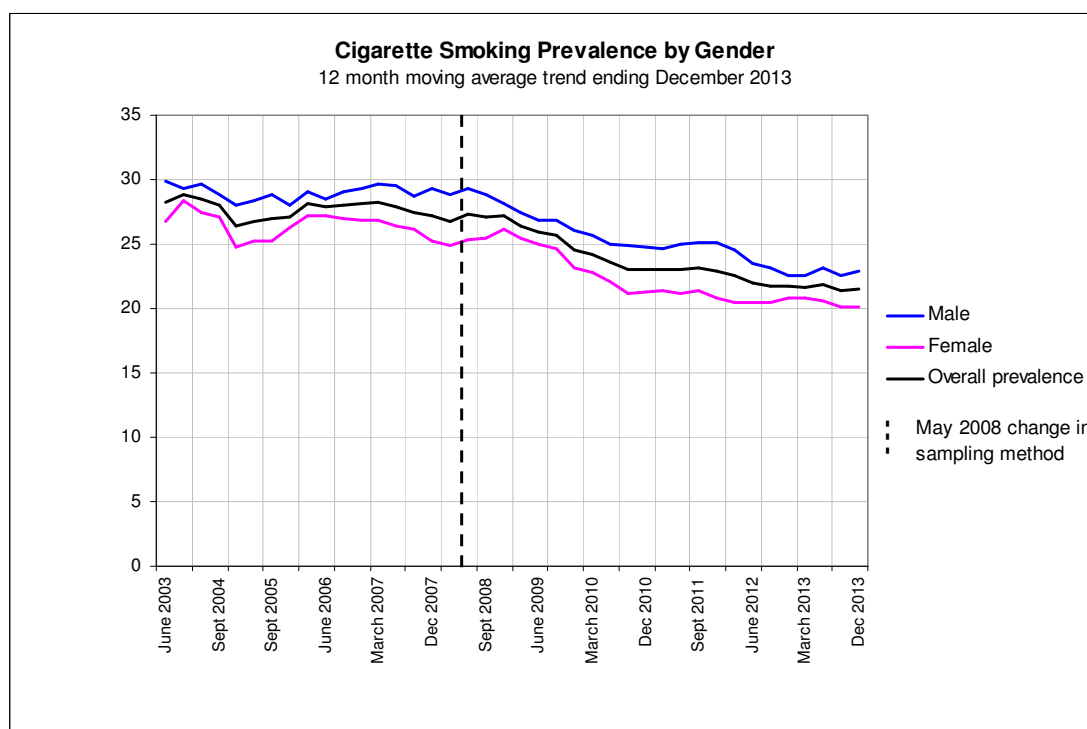
Details of methodological changes to the survey in 2008 and a glossary of terms used are available in the appendix to this document.

The tables that provide the data sets for each of the following trend charts (Figures 2.1 to 2.6) are provided at the end of the document.

2.1 Trend by Gender

The data presented in Figure 2.1 show that overall smoking prevalence has declined to 21.48% at December 2013. Rates for men have declined overall in the last two years to 22.85% having shown a marginal increase in the last year from 22.58% in 2012. Likewise rates have decreased for women in the same period to 20.17%, having shown a marginal increase in the previous year to 20.87% from 20.80% in 2011.

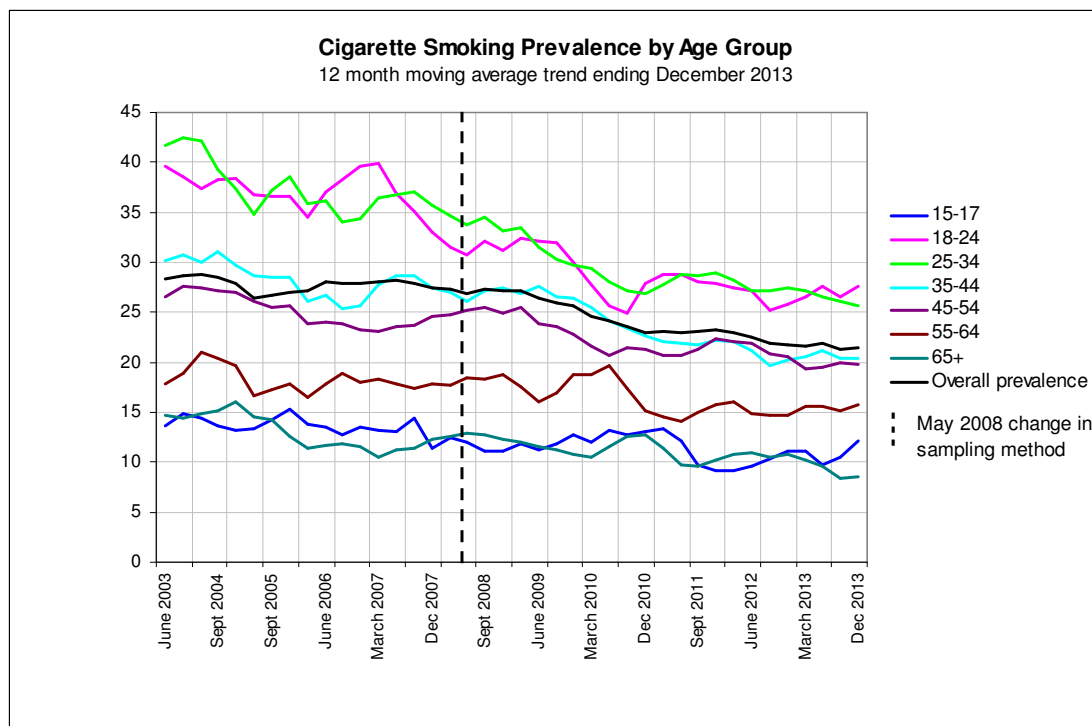
Figure 2.1



2.2 Trend by Age

The trends for the various age groups are shown in Figure 2.2. Smoking rates have declined across the majority of age groups in the last year with the exception of the 15-17 group, the 18-24 group and the 55-64 group where rates have increased by .93%, 1.42% and .29% respectively. The 15-17 group have increased by 2.93% since Dec 2011, while in the same two year period the 18-24 group have only marginally increased by .21%. The 55-64 group have shown an overall decline over the two year period by .29%. The 25-34 age group displayed the largest decline in smoking rates over two years with a decrease of 2.56% while the 65+ grouping showed a decline of 2.28%.

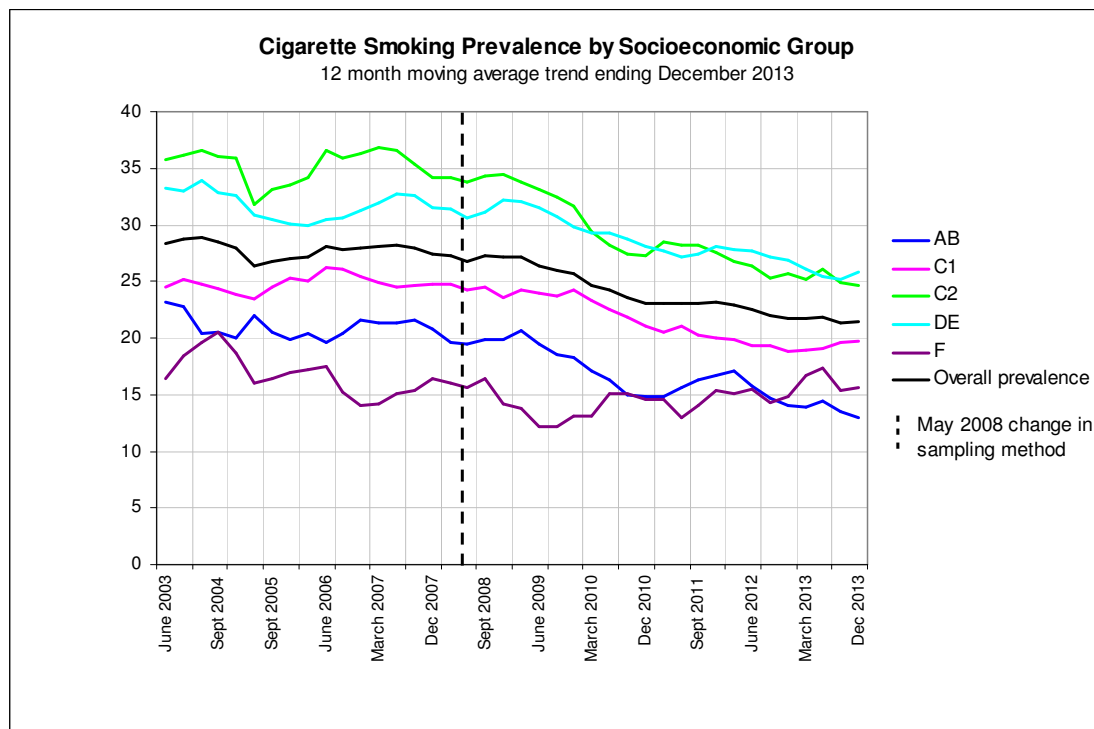
Figure 2.2



2.3 Trend by Socioeconomic Group

Cigarette smoking trends by socioeconomic group are shown in Figure 2.3. Over the last two years, the different socioeconomic groupings have displayed different trends in cigarette smoking prevalence. The largest decrease was in class AB (4.15%). There were decreases in the C2 group of 2.17% and in the DE group of 1.97%. There was a marginal increase in farmers (group F; 0.51%) over the two years albeit with a decreasing trend over the last year (0.46%).

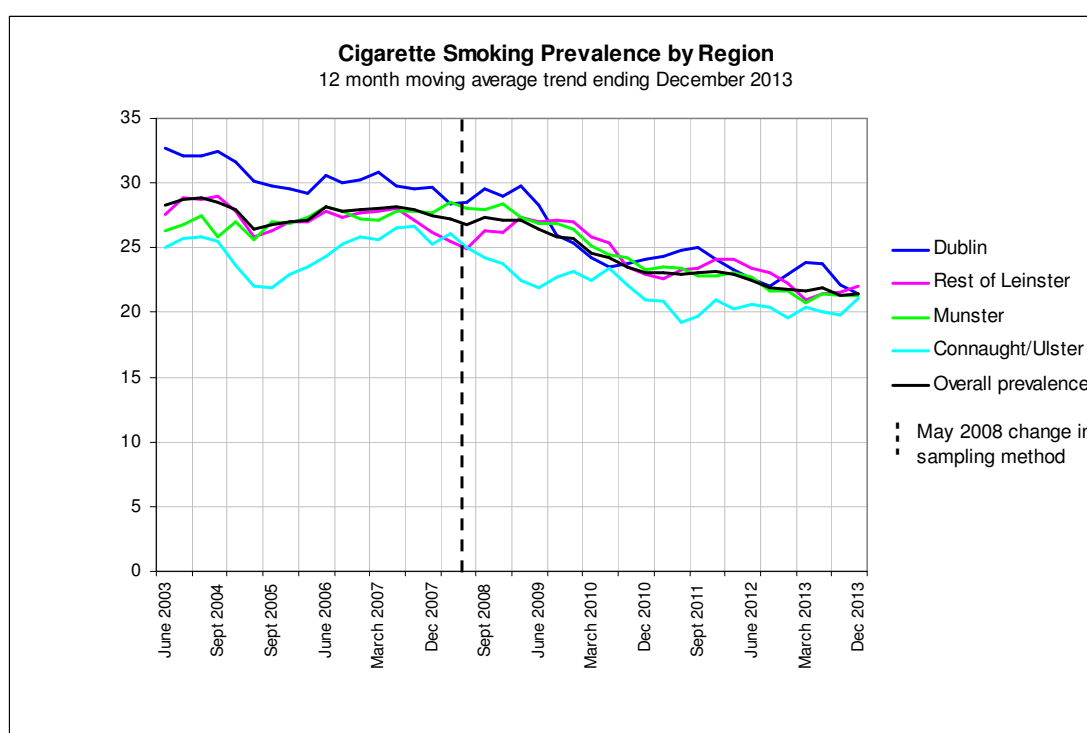
Figure 2.3



2.4 Trend by Region

Cigarette smoking by region is outlined in Figure 2.4. Leinster outside of Dublin (2.14%), Dublin (1.87%) and Munster (1.81%), all showed a decline over the past two years while Connaught (0.81%) showed an increase.

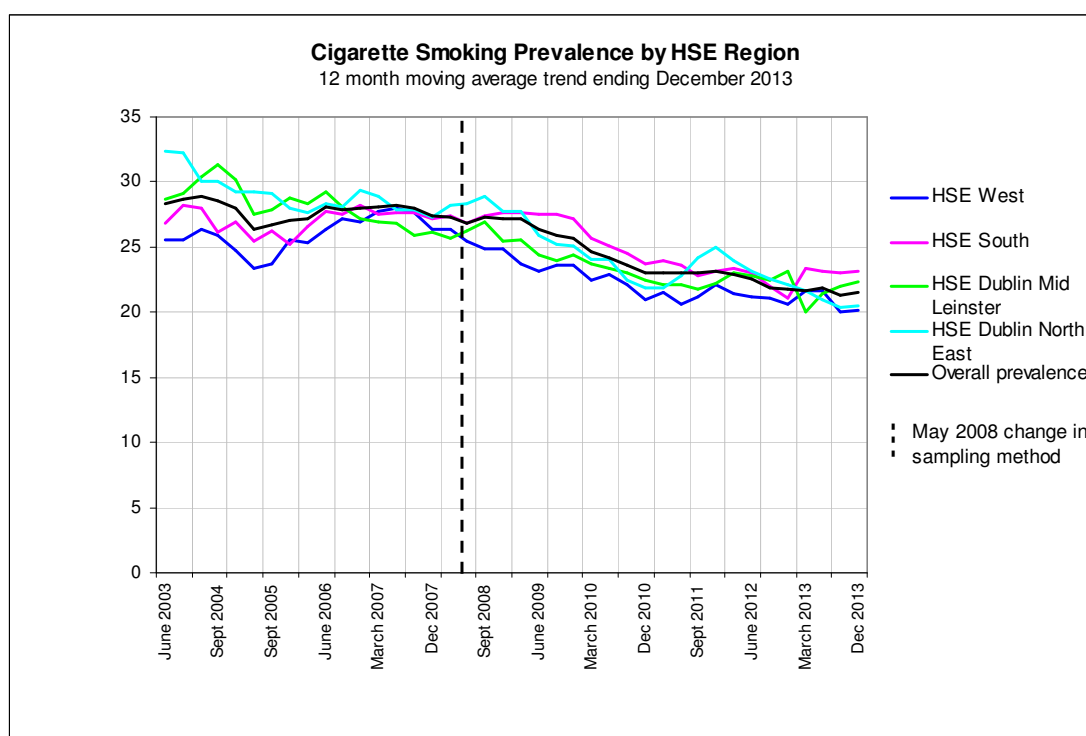
Figure 2.4



2.5 Trend by HSE Region

Cigarette smoking prevalence rates are presented by Health Service Executive (HSE) administrative area in Figure 2.5. Over the past year, prevalence rates increased marginally in HSE South (2.85%) and HSE Dublin Mid Leinster (0.03%) while rates have decreased marginally in HSE West (1.07%) and HSE Dublin North East (2.57%). Over the two year period all areas showed a reduction with the largest change noted in Dublin North East from 23.97% to 20.52%.

Figure 2.5



2.6 Trend by Daily Consumption

The National Tobacco Control Office also monitors the reported number of cigarettes smoked daily by smokers. There are four categories tracked in Figure 2.6:

- Occasional - between 1 and 5 cigarettes per day
- Light - between 6 and 10 cigarettes per day
- Regular- between 11 and 20 cigarettes per day
- Heavy - 21 or more cigarettes per day

Occasional and light smokers comprise 57.49% of all smokers while the relative ranking of each category in relation to the other categories has remained the same. In the last two years there has been a decrease in the proportion of regular smokers from 39.76% to 36.22%. Occasional and light smokers have increased by 2.89% and 1.67% respectively and there is a 1.85% decline in those categorised as heavy smokers. The general trend has been a shift towards lower consumption levels among smokers.

Figure 2.6

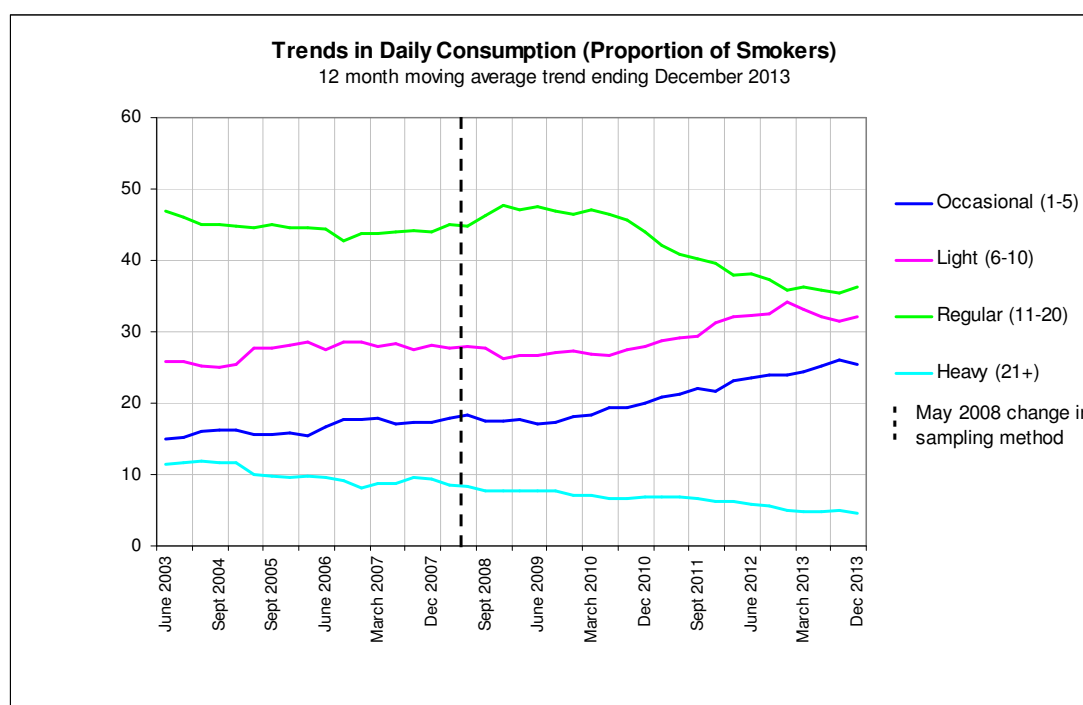


Table .2.1: Cigarette Smoking (%) by Gender

Date	Smoking Prevalence (12 Month Moving Averages)		
	Male	Female	Total
June 2003	29.85	26.75	28.28
March 2004	29.35	28.39	28.86
June 2004	29.60	27.47	28.52
Sept 2004	28.86	27.11	27.97
March 2005	28.03	24.80	26.39
June 2005	28.33	25.22	26.75
Sept 2005	28.85	25.21	27.00
Dec 2005	28.04	26.25	27.13
March 2006	29.09	27.18	28.12
June 2006	28.53	27.21	27.86
Sept 2006	29.02	26.94	27.97
Dec 2006	29.32	26.88	28.09
March 2007	29.63	26.82	28.21
June 2007	29.50	26.42	27.94
Sept 2007	28.76	26.14	27.43
Dec 2007	29.29	25.27	27.26
March 2008	28.78	24.83	26.78
June 2008	29.32	25.35	27.32
Sept 2008	28.78	25.52	27.13
Dec 2008	28.11	26.22	27.16
March 2009	27.41	25.42	26.40
June 2009	26.87	24.95	25.90
Sept 2009	26.81	24.62	25.70
Dec 2009	26.06	23.15	24.59
March 2010	25.72	22.75	24.22
June 2010	24.99	22.15	23.55
Sept 2010	24.83	21.22	23.01
Dec 2010	24.79	21.33	23.04
March 2011	24.62	21.42	23.00
June 2011	24.98	21.13	23.03
Sept 2011	25.06	21.38	23.19
Dec 2011	25.11	20.80	22.92
March 2012	24.59	20.49	22.51
June 2012	23.48	20.44	21.93
Sept 2012	23.12	20.47	21.77
Dec 2012	22.58	20.87	21.71
March 2013	22.53	20.82	21.66
June 2013	23.19	20.57	21.86
Sept 2013	22.59	20.14	21.34
Dec 2013	22.85	20.17	21.48

Table .2.2: Cigarette Smoking (%) by Age Group

Date	Smoking Prevalence (12 Month Moving Averages)							Overall prevalence
	15-17	18-24	25-34	35-44	45-54	55-64	65+	
June 2003	13.63	39.58	41.75	30.21	26.48	17.82	14.68	28.28
Sept 2003	14.79	38.56	42.40	30.69	27.55	18.97	14.44	28.69
March 2004	14.43	37.35	42.20	29.99	27.46	21.04	14.80	28.86
June 2004	13.61	38.26	39.29	30.99	27.10	20.36	15.10	28.52
Sept 2004	13.21	38.40	37.41	29.71	26.99	19.61	16.00	27.97
March 2005	13.33	36.78	34.84	28.70	26.06	16.63	14.60	26.39
June 2005	14.24	36.54	37.21	28.51	25.56	17.28	14.21	26.75
Sept 2005	15.26	36.64	38.53	28.46	25.70	17.81	12.55	27.00
Dec 2005	13.82	34.55	35.87	26.13	23.83	16.46	11.40	27.13
March 2006	13.57	37.05	36.21	26.67	23.97	17.82	11.70	28.12
June 2006	12.68	38.18	34.05	25.36	23.78	18.96	11.80	27.86
Sept 2006	13.51	39.55	34.29	25.64	23.21	17.99	11.52	27.97
Dec 2006	13.24	39.88	36.38	27.75	23.15	18.25	10.55	28.09
March 2007	13.05	36.90	36.78	28.71	23.49	17.87	11.31	28.21
June 2007	14.33	35.08	37.01	28.60	23.77	17.36	11.39	27.94
Sept 2007	11.38	32.99	35.77	27.47	24.54	17.83	12.25	27.43
Dec 2007	12.43	31.53	34.59	27.02	24.76	17.68	12.64	27.26
March 2008	11.98	30.76	33.77	26.15	25.14	18.46	12.92	26.78
June 2008	11.12	32.17	34.54	27.09	25.53	18.36	12.74	27.32
Sept 2008	11.12	31.24	33.22	27.42	24.89	18.70	12.28	27.13
Dec 2008	11.82	32.40	33.39	26.91	25.44	17.53	12.06	27.16
March 2009	11.23	32.10	31.56	27.62	23.92	16.02	11.56	26.40
June 2009	11.81	31.95	30.23	26.61	23.49	16.96	11.32	25.90
Sept 2009	12.74	30.06	29.72	26.35	22.82	18.79	10.78	25.70
Dec 2009	12.05	27.70	29.43	25.53	21.62	18.70	10.48	24.59
March 2010	13.16	25.72	28.06	24.11	20.71	19.67	11.51	24.22
June 2010	12.76	24.90	27.11	23.35	21.48	17.41	12.58	23.55
Sept 2010	13.07	27.92	26.84	22.72	21.24	15.12	12.72	23.01
Dec 2010	13.30	28.73	27.76	22.00	20.71	14.60	11.34	23.04
March 2011	12.18	28.77	28.87	21.88	20.63	14.09	9.70	23.00
June 2011	9.68	27.98	28.66	21.75	21.27	15.01	9.64	23.03
Sept 2011	9.13	27.92	28.94	22.17	22.34	15.68	10.14	23.19
Dec 2011	9.22	27.44	28.18	21.99	22.07	16.02	10.82	22.92
March 2012	9.55	27.15	27.13	21.18	21.84	14.82	10.99	22.51
June 2012	10.37	25.23	27.10	19.71	20.89	14.66	10.50	21.93
Sept 2012	11.17	25.82	27.43	20.29	20.54	14.73	10.74	21.77
Dec 2012	11.22	26.23	27.28	20.55	20.21	15.44	10.84	21.71
March 2013	11.14	26.62	27.10	20.48	19.36	15.57	10.21	21.66
June 2013	9.74	27.56	26.50	21.09	19.50	15.67	9.67	21.86
Sept 2013	10.51	26.54	26.12	20.42	20.02	15.22	8.37	21.34
Dec 2013	12.15	27.65	25.62	20.39	19.84	15.73	8.54	21.48

Table .2.3: Cigarette Smoking (%) by Socioeconomic Group

Date	Smoking Prevalence (12 Month Moving Averages)					
	AB	C1	C2	DE	F	Total
June 2003	23.19	24.45	35.70	33.23	16.37	28.28
Sept 2003	22.79	25.21	36.12	33.00	18.40	28.69
March 2004	20.39	24.75	36.57	33.94	19.62	28.86
June 2004	20.56	24.39	36.09	32.83	20.56	28.52
Sept 2004	20.01	23.89	35.88	32.60	18.67	27.97
March 2005	22.03	23.49	31.80	30.82	15.98	26.39
June 2005	20.53	24.55	33.08	30.40	16.40	26.75
Sept 2005	19.89	25.26	33.57	30.02	16.99	27.00
Dec 2005	20.34	24.98	34.14	29.96	17.27	27.13
March 2006	19.62	26.19	36.52	30.49	17.43	28.12
June 2006	20.43	26.03	35.87	30.61	15.19	27.86
Sept 2006	21.64	25.44	36.24	31.22	14.02	27.97
Dec 2006	21.26	24.90	36.83	31.87	14.13	28.09
March 2007	21.28	24.49	36.61	32.65	15.15	28.21
June 2007	21.64	24.58	35.33	32.61	15.38	27.94
Sept 2007	20.79	24.79	34.11	31.57	16.42	27.43
Dec 2007	19.60	24.71	34.18	31.41	16.06	27.26
March 2008	19.44	24.25	33.72	30.54	15.60	26.78
June 2008	19.87	24.55	34.37	31.12	16.39	27.32
Sept 2008	19.86	23.60	34.45	32.15	14.15	27.13
Dec 2008	20.64	24.23	33.83	32.09	13.79	27.16
March 2009	19.43	24.01	33.09	31.48	12.17	26.40
June 2009	18.54	23.77	32.46	30.75	12.24	25.90
Sept 2009	18.33	24.30	31.66	29.85	13.10	25.70
Dec 2009	17.06	23.29	29.36	29.25	13.13	24.59
March 2010	16.35	22.47	28.21	29.31	15.13	24.22
June 2010	15.00	21.85	27.48	28.75	15.10	23.55
Sept 2010	14.82	21.06	27.25	28.02	14.62	23.01
Dec 2010	14.86	20.55	28.44	27.63	14.53	23.04
March 2011	15.69	21.01	28.18	27.21	13.00	23.00
June 2011	16.27	20.28	28.17	27.43	13.98	23.03
Sept 2011	16.74	20.02	27.60	28.07	15.38	23.19
Dec 2011	17.09	19.85	26.75	27.81	15.13	22.92
March 2012	15.74	19.36	26.36	27.67	15.52	22.51
June 2012	14.74	19.33	25.32	27.20	14.37	21.93
Sept 2012	13.98	18.87	25.70	26.85	14.89	21.77
Dec 2012	14.01	18.73	25.63	26.37	16.10	21.71
March 2013	13.91	18.96	25.22	26.03	16.66	21.66
June 2013	14.50	19.04	26.12	25.48	17.41	21.86
Sept 2013	13.46	19.56	24.93	25.17	15.39	21.34
Dec 2013	12.94	19.79	24.58	25.84	15.64	21.48

Table .2.4: Cigarette Smoking (%) by Region

Date	Smoking Prevalence (12 Month Moving Averages)				
	Dublin	Rest of Leinster	Munster	Connaught/ Ulster	Total
June 2003	32.72	27.53	26.27	25.04	28.28
Sept 2003	32.14	28.86	26.80	25.68	28.69
March 2004	32.11	28.75	27.45	25.87	28.86
June 2004	32.46	28.93	25.89	25.53	28.52
Sept 2004	31.65	27.83	26.95	23.66	27.97
March 2005	30.11	25.82	25.67	22.06	26.39
June 2005	29.77	26.26	27.05	21.89	26.75
Sept 2005	29.60	26.95	26.84	22.98	27.00
Dec 2005	29.24	26.95	27.37	23.50	27.13
March 2006	30.59	27.84	28.18	24.30	28.12
June 2006	29.97	27.33	27.82	25.21	27.86
Sept 2006	30.20	27.67	27.28	25.79	27.97
Dec 2006	30.79	27.83	27.13	25.57	28.09
March 2007	29.76	28.05	27.86	26.55	28.21
June 2007	29.61	27.13	27.84	26.65	27.94
Sept 2007	29.72	26.14	27.73	25.31	27.43
Dec 2007	28.38	25.46	28.55	26.10	27.26
March 2008	28.50	24.88	28.00	25.00	26.78
June 2008	29.56	26.33	27.97	24.23	27.32
Sept 2008	28.96	26.18	28.34	23.75	27.13
Dec 2008	29.74	27.40	27.37	22.52	27.16
March 2009	28.24	27.03	26.89	21.96	26.40
June 2009	25.96	27.12	26.84	22.67	25.90
Sept 2009	25.43	27.03	26.42	23.17	25.70
Dec 2009	24.25	25.82	25.20	22.44	24.59
March 2010	23.49	25.33	24.47	23.42	24.22
June 2010	23.81	23.56	24.22	22.15	23.55
Sept 2010	24.09	22.96	23.31	20.98	23.01
Dec 2010	24.35	22.62	23.56	20.86	23.04
March 2011	24.80	23.30	23.38	19.22	23.00
June 2011	25.04	23.37	22.85	19.73	23.03
Sept 2011	24.13	24.06	22.87	20.98	23.19
Dec 2011	23.29	24.16	23.10	20.27	22.92
March 2012	22.63	23.43	22.72	20.64	22.51
June 2012	22.07	23.10	21.66	20.42	21.93
Sept 2012	22.89	22.20	21.63	19.59	21.77
Dec 2012	23.77	21.11	21.08	20.28	21.71
March 2013	23.91	21.03	20.77	20.37	21.66
June 2013	23.81	21.39	21.47	20.02	21.86
Sept 2013	22.18	21.52	21.28	19.84	21.34
Dec 2013	21.42	22.02	21.29	21.08	21.48

Table .2.5: Cigarette Smoking (%) by HSE Region

Date	Smoking Prevalence (12 Month Moving Averages)				Total
	HSE West	HSE South	HSE Dublin Mid Leinster	HSE Dublin North East	
June 2003	25.54	26.84	28.62	32.39	28.28
Sept 2003	25.60	28.17	29.10	32.24	28.69
March 2004	26.34	28.03	30.36	30.00	28.86
June 2004	25.88	26.17	31.29	30.04	28.52
Sept 2004	24.76	26.91	30.15	29.25	27.97
March 2005	23.39	25.40	27.53	29.22	26.39
June 2005	23.76	26.22	27.89	29.16	26.75
Sept 2005	25.51	25.20	28.80	27.94	27.00
Dec 2005	25.31	26.62	28.32	27.67	27.13
March 2006	26.41	27.74	29.27	28.34	28.12
June 2006	27.18	27.47	28.06	28.07	27.86
Sept 2006	26.99	28.23	27.22	29.34	27.97
Dec 2006	27.73	27.55	26.95	28.89	28.09
March 2007	27.98	27.66	26.82	27.86	28.21
June 2007	27.60	27.62	25.95	27.81	27.94
Sept 2007	26.39	27.13	26.16	27.27	27.43
Dec 2007	26.38	27.41	25.67	28.25	27.26
March 2008	25.48	26.85	26.24	28.35	26.78
June 2008	24.83	27.42	26.99	28.91	27.32
Sept 2008	24.84	27.63	25.48	27.75	27.13
Dec 2008	23.73	27.61	25.61	27.77	27.16
March 2009	23.18	27.49	24.37	25.96	26.40
June 2009	23.56	27.55	23.95	25.22	25.90
Sept 2009	23.59	27.15	24.43	25.15	25.70
Dec 2009	22.47	25.72	23.66	24.02	24.59
March 2010	22.91	25.11	23.32	24.05	24.22
June 2010	22.09	24.53	23.06	22.44	23.55
Sept 2010	20.96	23.71	22.44	21.86	23.01
Dec 2010	21.53	23.93	22.13	21.89	23.04
March 2011	20.66	23.64	22.15	22.83	23.00
June 2011	21.18	22.85	21.81	24.18	23.03
Sept 2011	22.09	23.18	22.27	24.96	23.19
Dec 2011	21.39	23.40	23.05	23.97	22.92
March 2012	21.23	22.99	22.76	23.17	22.51
June 2012	21.02	21.94	22.41	22.51	21.93
Sept 2012	20.60	21.12	23.12	22.13	21.77
Dec 2012	21.17	20.32	22.26	23.09	21.71
March 2013	21.64	23.42	20.01	21.64	21.66
June 2013	21.67	23.13	21.39	20.99	21.86
Sept 2013	20.06	23.02	21.97	20.33	21.34
Dec 2013	20.10	23.17	22.29	20.52	21.48

Table .2.6: Trends in Cigarette Consumption

Date	Proportion of Smokers (12 Month Moving Averages)			
	Occasional Smokers	Light Smokers	Regular Smokers	Heavy Smokers
June 2003	14.93	25.80	46.79	11.39
Sept 2003	15.31	25.73	46.12	11.58
March 2004	15.97	25.13	45.10	11.97
June 2004	16.15	25.10	44.94	11.77
Sept 2004	16.15	25.48	44.71	11.65
March 2005	15.71	27.63	44.56	10.09
June 2005	15.55	27.68	45.10	9.81
Sept 2005	15.87	28.04	44.58	9.54
Dec 2005	15.32	28.64	44.57	9.69
March 2006	16.76	27.55	44.36	9.56
June 2006	17.77	28.57	42.64	9.07
Sept 2006	17.79	28.53	43.65	8.21
Dec 2006	17.83	27.86	43.70	8.82
March 2007	17.07	28.33	43.96	8.82
June 2007	17.35	27.45	44.20	9.48
Sept 2007	17.35	28.03	44.01	9.44
Dec 2007	18.01	27.68	44.90	8.48
March 2008	18.35	27.96	44.80	8.25
June 2008	17.58	27.69	46.29	7.74
Sept 2008	17.50	26.32	47.74	7.81
Dec 2008	17.67	26.72	46.98	7.78
March 2009	17.02	26.77	47.40	7.78
June 2009	17.27	27.07	46.88	7.79
Sept 2009	18.16	27.36	46.41	7.06
Dec 2009	18.32	26.81	46.99	7.00
March 2010	19.38	26.64	46.50	6.70
June 2010	19.42	27.45	45.58	6.71
Sept 2010	19.98	27.87	43.89	6.97
Dec 2010	20.73	28.68	42.07	6.92
March 2011	21.21	29.23	40.89	6.96
June 2011	22.02	29.43	40.12	6.67
Sept 2011	21.69	31.22	39.56	6.24
Dec 2011	22.55	30.38	39.76	6.43
March 2012	23.04	32.14	38.00	6.20
June 2012	23.52	32.23	38.05	5.79
Sept 2012	24.05	32.50	37.30	5.64
Dec 2012	23.94	34.07	35.91	5.03
March 2013	24.33	33.06	36.34	4.82
June 2013	25.18	32.18	35.89	4.85
Sept 2013	26.14	31.51	35.40	5.03
Dec 2013	25.44	32.05	36.22	4.58

Appendix

Methodological Changes to Survey

Prior to May 2008, the Ipsos MRBI telephone omnipoll was conducted with respondents via landline telephone numbers only. From May 2008 the data collection methodology was updated to reflect changing demographics and telephone usage patterns in Ireland. The sample population is now drawn from a combination of both landline and mobile phone numbers. While the questionnaire and quota controls are unchanged, some population subgroups that may previously have been difficult to contact are now better represented in the sample.

This change in sampling method resulted in an increase in prevalence (of about 3%) from May 2008 on. The pre-May 2008 data have therefore been re-calibrated* to allow for trend analysis, with the caveat that calibration may not restore strict comparability. The prevalence rates presented prior to May 2008 therefore differ from those previously published with respect to magnitude (but not trend pattern).

***Technical note**

To re-calibrate the trend data, the data were seasonally adjusted and then the six months of data prior to the change were compared with six months of data after the change in order to isolate the impact of the change in methodology. The smoking prevalence figures prior to May 2008 were subsequently adjusted accordingly, on the assumption that the change in sampling approach was the only difference in smoking prevalence between the two 6 month periods.

Glossary

Cigarette Smoking Prevalence: Refers to self reported use of cigarettes in the population (based on the proportion of survey respondents who answer yes to the question: "Do you smoke one or more cigarettes each week, whether packaged or roll your own?")

Weighted Data: Quota controls on the sample are set to ensure each demographic group is interviewed in proportion to its representation in the overall population. When quotas are underachieved or overachieved, weightings are applied to align the sample's final demographic profile with that of the overall population.

12 month moving average trend: The 12 month moving average is used for showing trends over time in order to provide more stable rates and to give a clearer representation of the underlying trend. It is calculated for each month by getting the average of the data value for that month together with the previous 11 months' data values, and so on. This process smoothes out the trend line by removing 'noise' (large month to month fluctuations).

Socioeconomic Groups

A Professional people, very senior managers in business and commerce, or top-level civil servants

B Middle management executives in large organizations; Principal Officers in local government and civil service; top management or owners of small business concerns, education and service establishments

C1 Junior management, owners of small establishments and all others in non- manual positions

C2 All skilled manual workers and those manual workers with responsibility for other people

D All semi skilled and unskilled manual workers

E All those entirely dependent on the state long-term; those unemployed for period exceeding 6 months

F Farmers or farm managers

(Source: AIMRO Standard Guide for Social Class)