

# Smoking Prevalence Tracker 2023

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This information relates to data collected in  
March, June, September & December 2023.  
Survey carried out by Ipsos B&A on behalf of the HSE.

# Headline Data 2023 Results

**Smoking Prevalence: 15.0%**

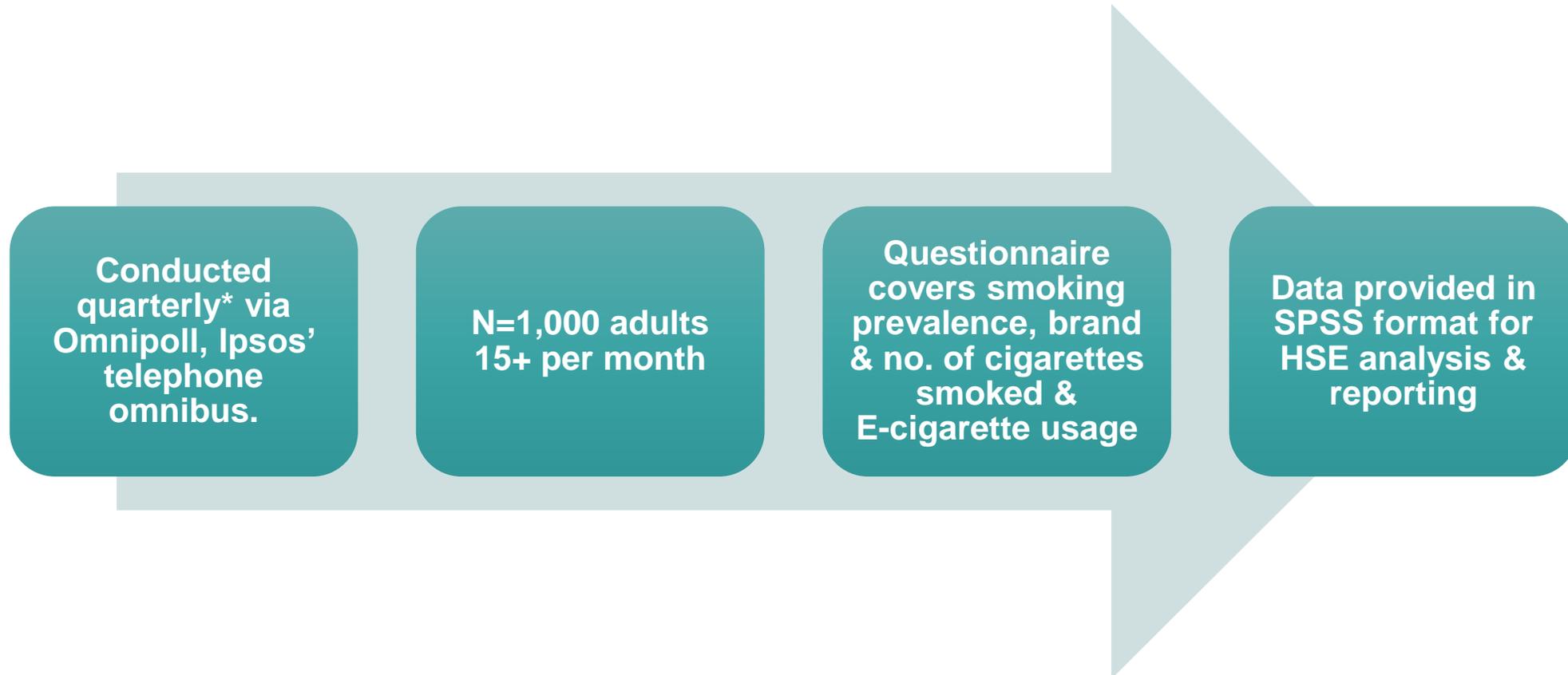
**E-Cigarette Use: 9.7%**

**Roll Your Own (RYO): 29.3%**

*% of smokers using RYO*

# Smoking Prevalence Tracker - Methodology

## Tracker Commenced in July 2002

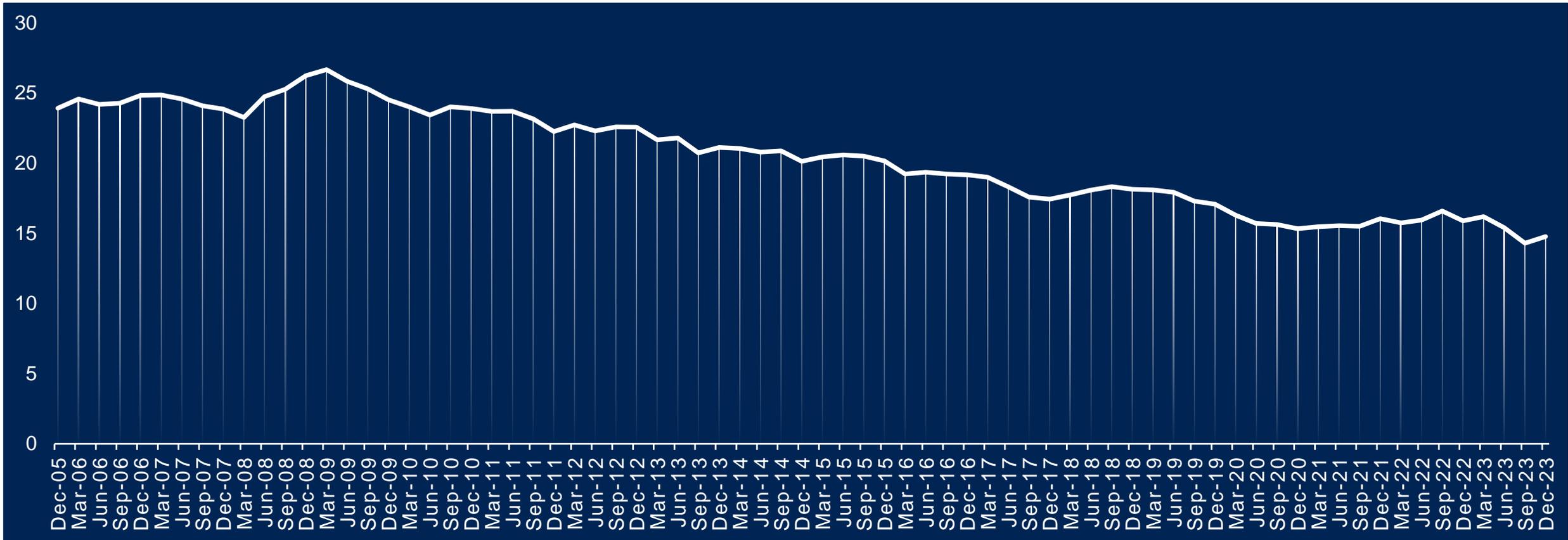


*\*Conducted monthly up to March 2016, now quarterly; results relate to surveys conducted in March, June, September & December 2023*

# 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.

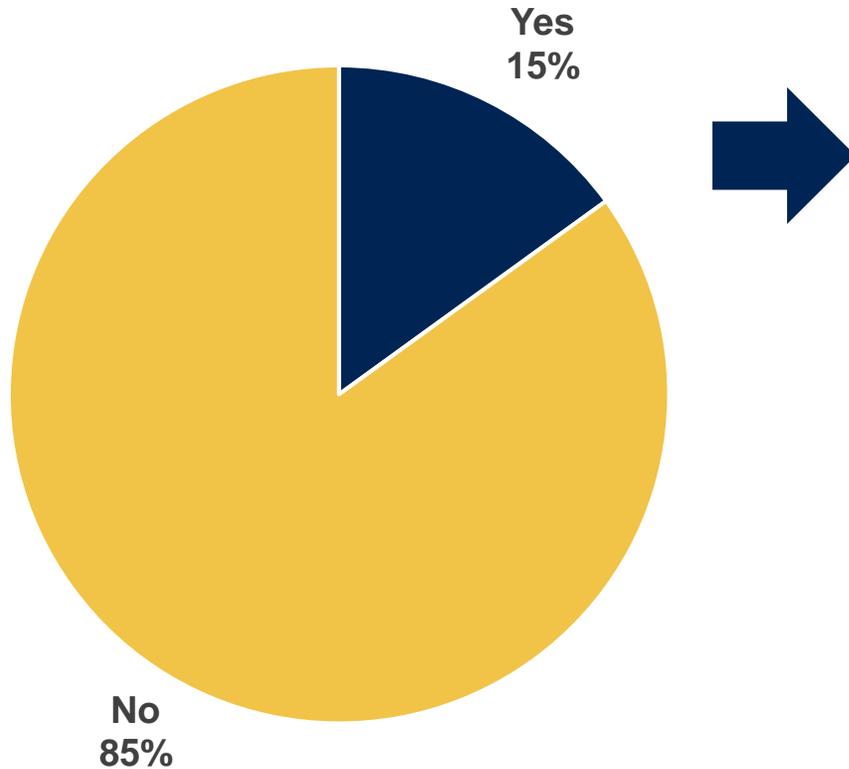
# Figure 1: Trend in Smoking Prevalence to 2023



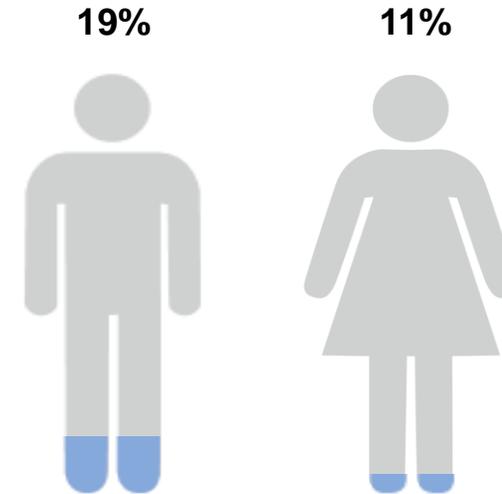
Source: HSE Tracker Survey

# Cigarette Smoking Prevalence

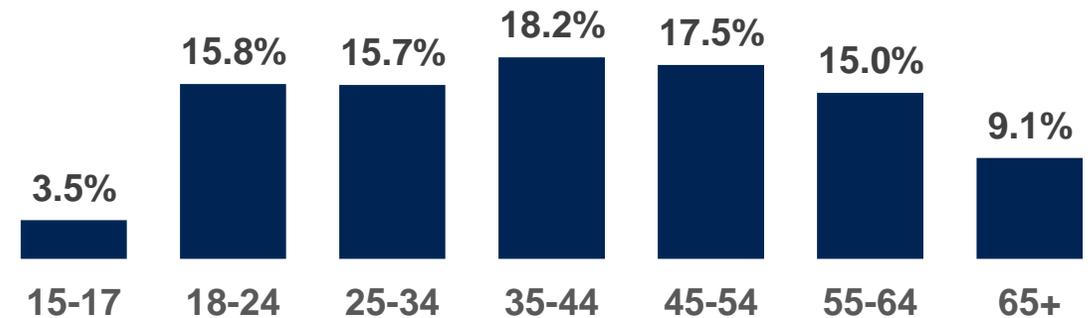
Smoke one or more cigarettes each week?



Gender



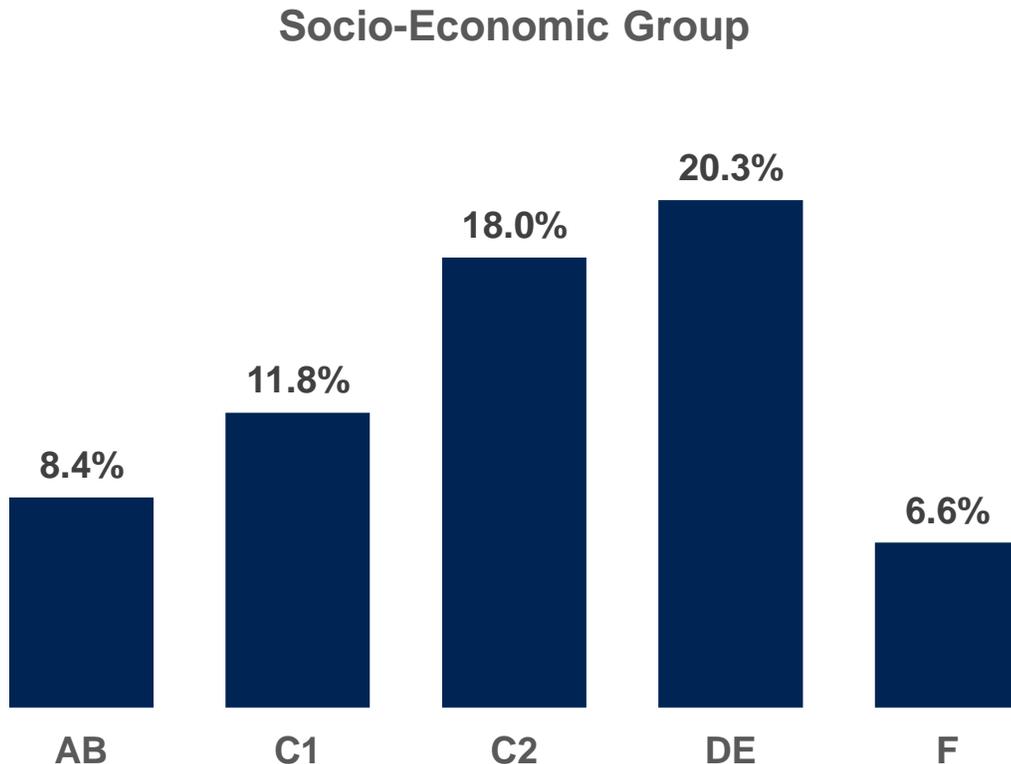
Age



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

Base: All Respondents 2023: 4,000/All Smokers 2023: 536

# Cigarette Smoking Prevalence by Socio-Economic Group



Smoking prevalence is highest amongst those in the DE socio-economic group at 20.3%, with those in the F (6.6%) category being least likely to smoke.

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

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

Base: All Smokers 2023: 536

# Thank you.



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