

SMOKING PREVALENCE TRACKER 2024



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Smoking Tracker 2024 | April 2025 |
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This information relates to data collected in
March, June, September & December 2024.
Survey carried out by Ipsos B&A on behalf of the HSE.



Headline Data 2024 Results

Smoking Prevalence: 14.0%

E-Cigarette Use: 8.4%

Roll Your Own (RYO): 27.2%

% of smokers using RYO

Smoking Prevalence Tracker - Methodology

Tracker Commenced in July 2002

Conducted
quarterly* via
Omnipoll, Ipsos
B&A's telephone
omnibus.

N=1,000 adults 15+
per month

Questionnaire
covers smoking
prevalence, brand
& no. of cigarettes
smoked &
E-cigarette usage

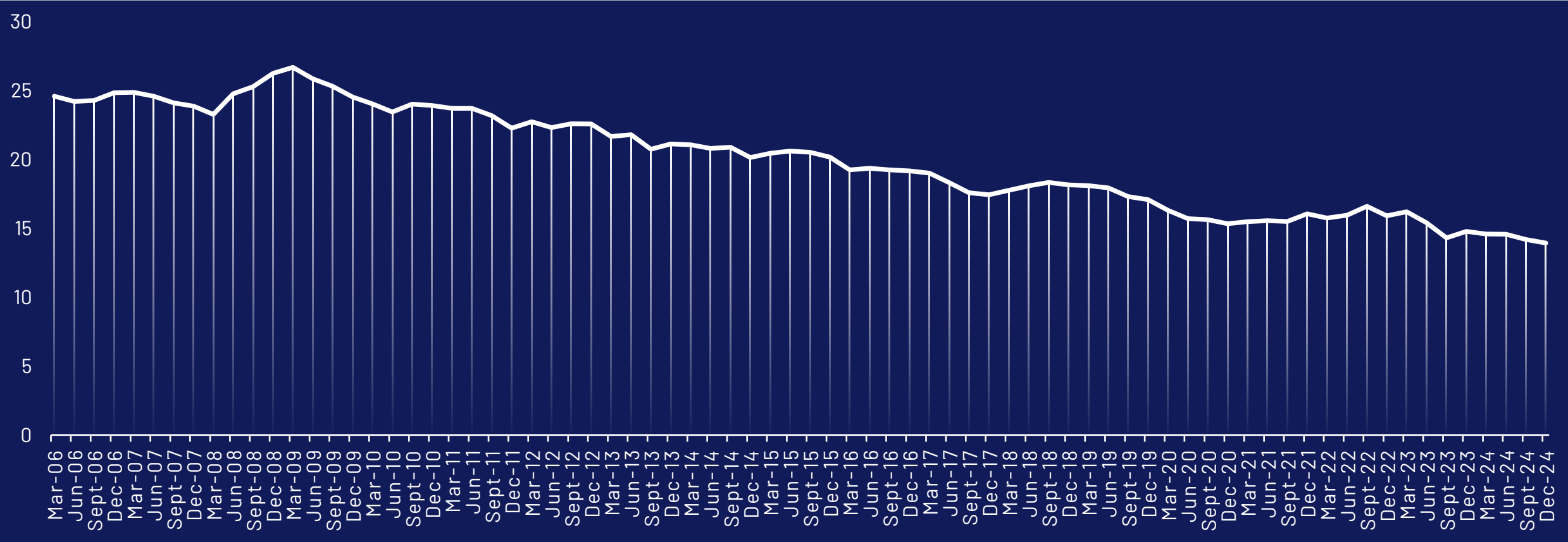
Data provided in
SPSS format for
HSE analysis &
reporting

*Conducted monthly up to March 2016, now quarterly; results relate to surveys conducted in March, June, September & December 2024

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.

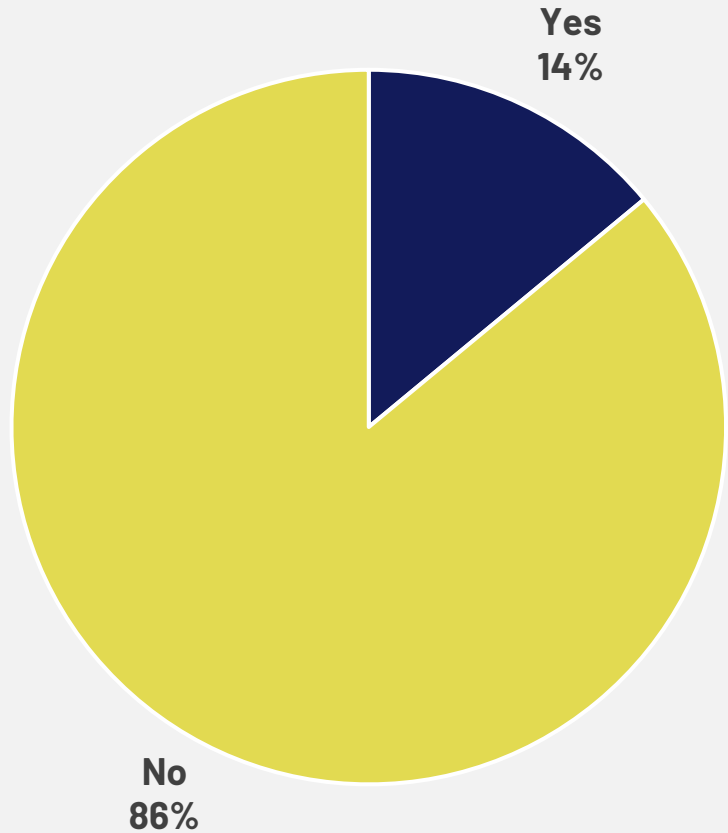
Figure 1: Trend in Smoking Prevalence to 2024



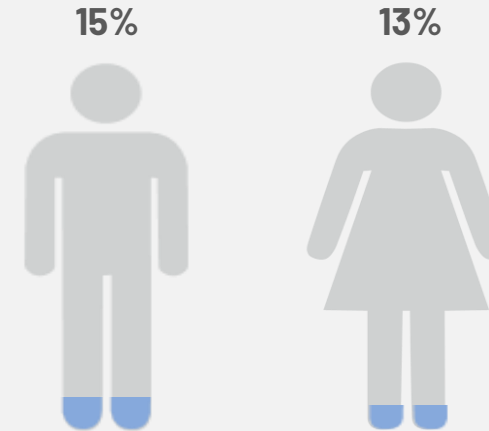
Source: HSE Tracker Survey

Cigarette Smoking Prevalence

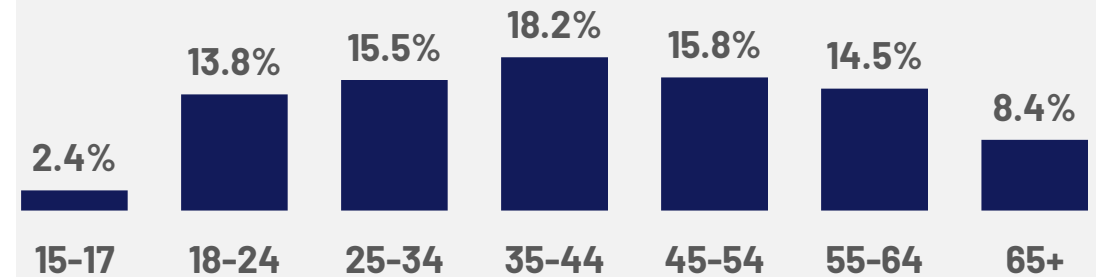
Smoke one or more cigarettes each week?



Gender

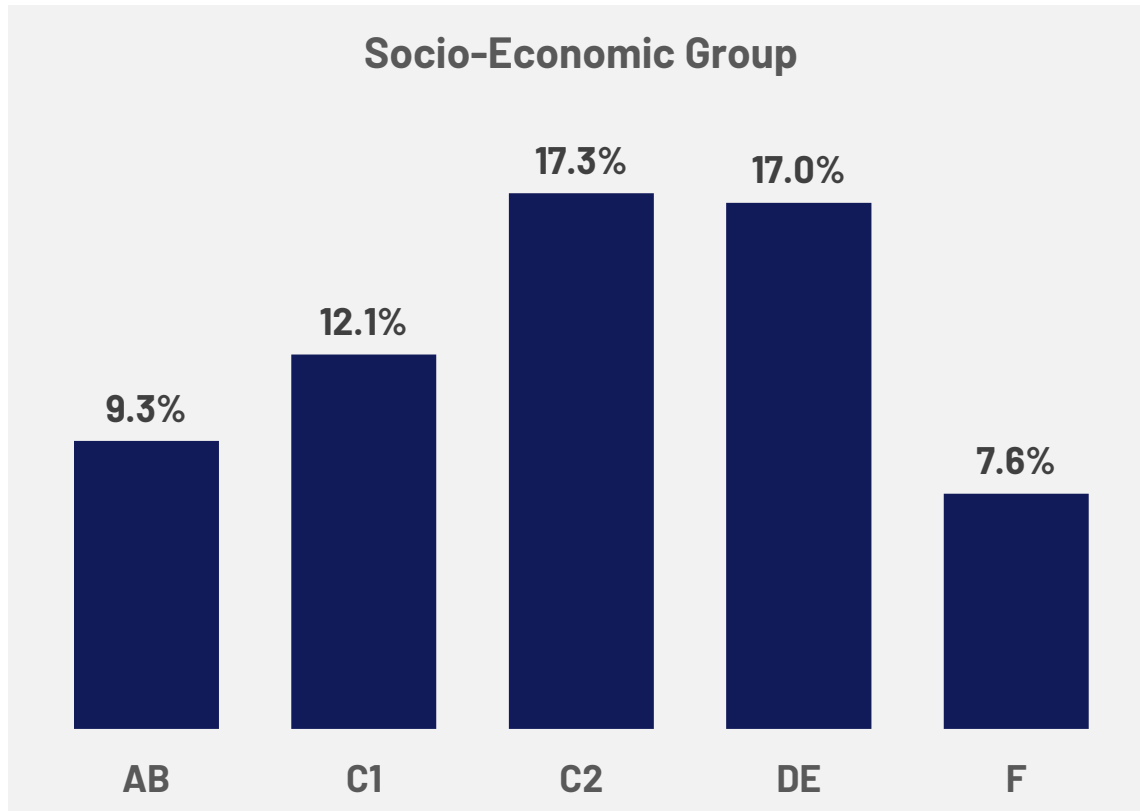


Age



Q.1 Do you smoke one or more cigarettes each week, whether packaged or roll your own?
Base: All Respondents 2024: 4,000/All Smokers 2024: 557

Cigarette Smoking Prevalence by Socio-Economic Group



Smoking prevalence is highest amongst those in the C2 socio-economic group at 17.3%, with those in the F (7.6%) 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 2024: 557

THANK YOU

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