



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive



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%

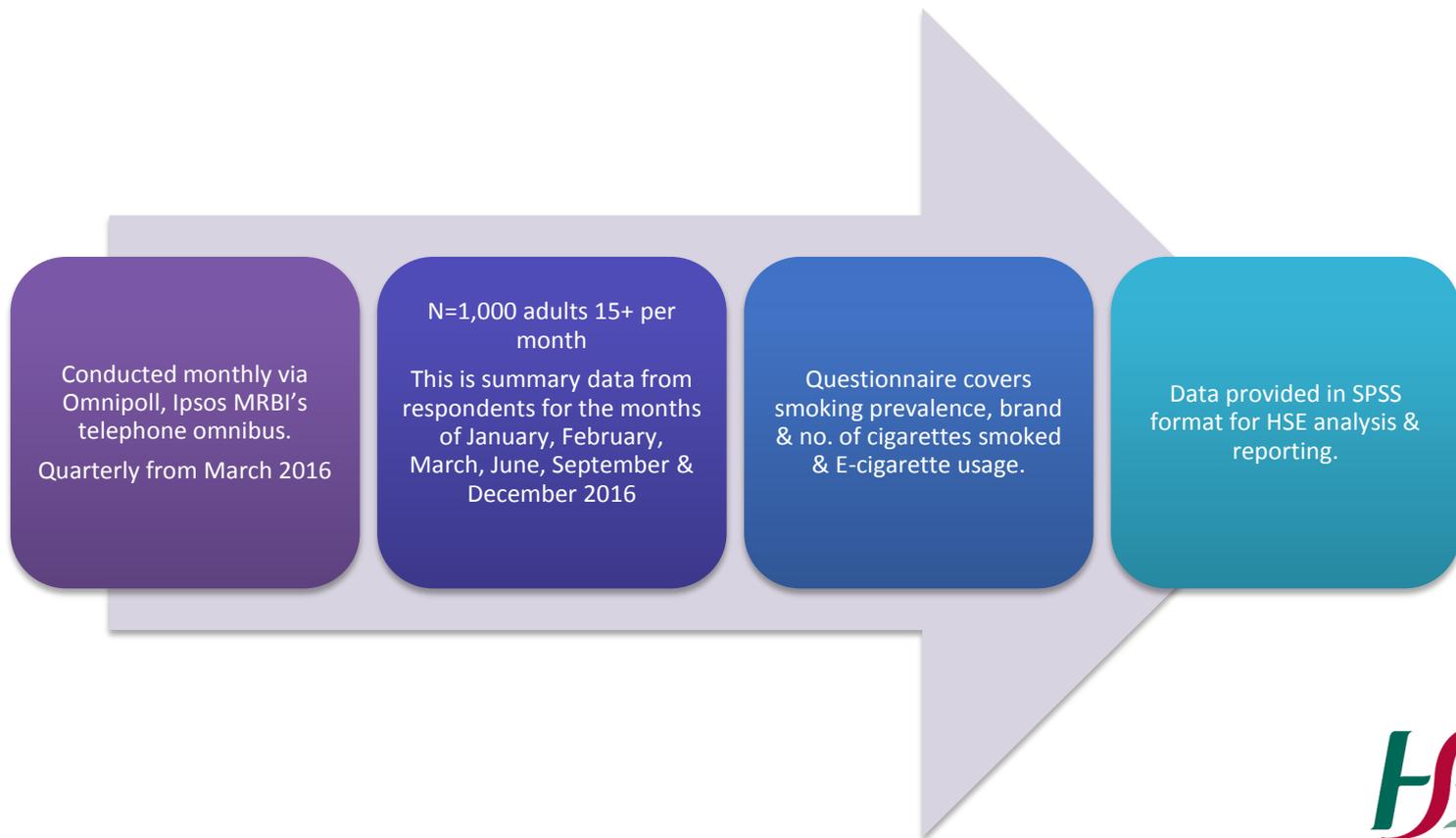
Roll Your Own (RYO): 28.5%

(% 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.

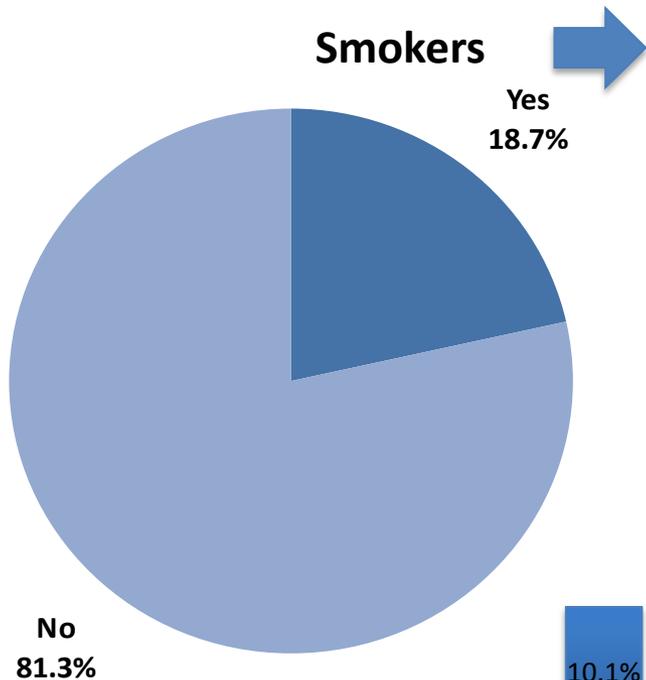
Data provided in SPSS
format for HSE analysis &
reporting.



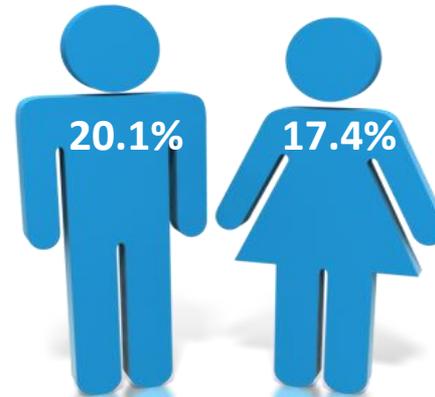
Cigarette Smoking Prevalence

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

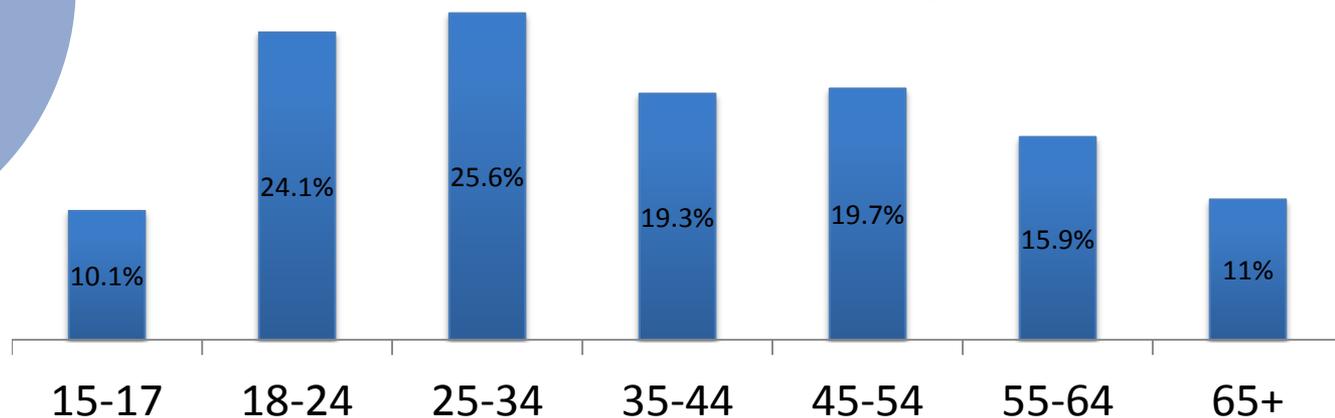
Smoke one or more cigarettes each week?



Gender

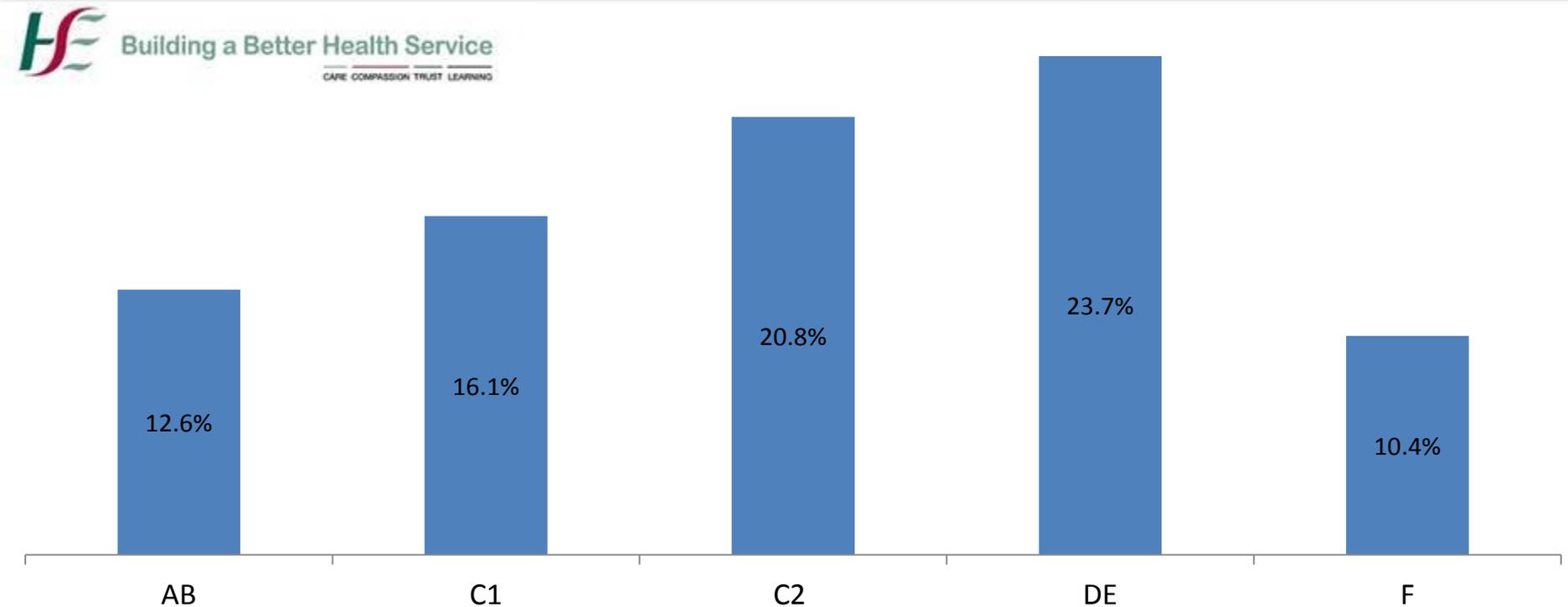


Age Group



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 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