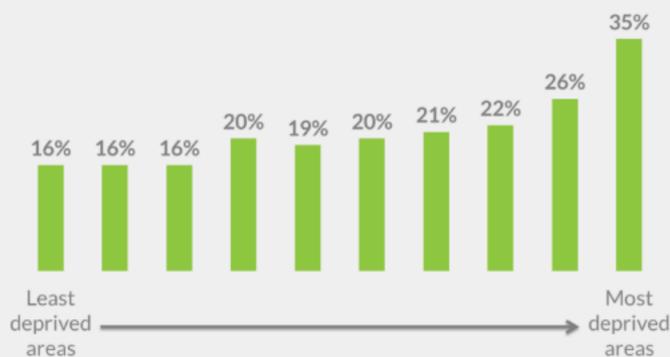


Smoking Prevalence by Deprivation Deciles



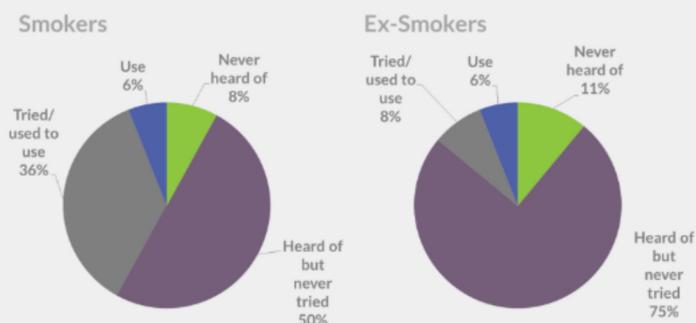
This research similarly confirms the relationship between smoking prevalence and social class. Those amongst the higher social class are less likely to smoke (1 and 2: 15%) compared to those from lower social class backgrounds (5 and 6: 28%).

Electronic Cigarettes

Amongst smokers specifically, e-cigarettes are almost universally known (92% aware). Furthermore, 42% have tried them at some point, with 6% currently using them.

Amongst ex-smokers, 6% currently use e-cigarettes, whereas just 0.1% of never-smokers use e-cigarettes.

e-Cigarettes – Awareness and Usage



Quitting

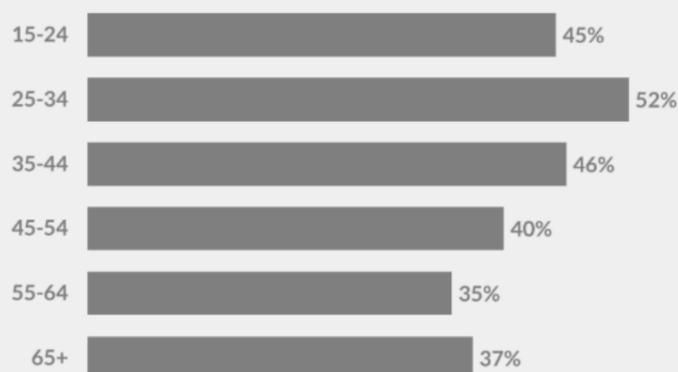
Smokers can successfully quit. More than one in four people (28%) used to smoke, which means more smokers have succeeded in quitting than currently smoke (23%).

Smokers want to quit. Currently 11% of smokers are trying to quit, a further 21% are planning to quit and another 31% are thinking about quitting. Just 36% of smokers are not thinking about quitting.

In the past year, 3% of the population have quit smoking. Quitters are defined as ex-smokers who made one or more quitting attempts in the past year, the most recent of which has been successful to date.

45% of all smokers (or 10% of the total population) have tried to quit in the past year, without success. More smokers aged 25-34 have attempted to quit in the past year (52%) than not, but just 37% of older smokers (65 and over) made an attempt to quit.

Smokers - Attempted to Quit in Past Year



One in two smokers (48%) attempting to quit in the past year did not seek any help or use any quitting aid, choosing instead to rely on willpower alone.

When help was used or sought, smokers gravitated towards electronic cigarettes/e-cigarettes (29%) or nicotine replacement products (21%). Only a small minority of smokers were prescribed medication or sought support through a dedicated quit helpline or other support service.

The use of e-cigarettes during a quit attempt in the past year was broadly comparable between current smokers who attempted to quit (29%) and ex-smokers who succeeded in quitting (30%).

Summary

The research provides valuable insights into smoking trends and current behaviours which will help further inform policy and initiatives to reduce tobacco consumption in Ireland. Some of the more relevant findings include:

- Smoking prevalence in Ireland, now at 23%, has declined noticeably since 2007 and Ireland is on its way towards being tobacco free
- At 35%, smoking prevalence is extremely high amongst those living in more deprived areas
- Recruitment of younger smokers continues, with 19% of 15-24 year olds smoking daily or occasionally
- Most smokers (63%) are trying to quit, planning to quit or thinking about quitting, but only a small minority seek the advice or help of dedicated quit services
- Older smokers (65 and over) are the least likely to attempt to quit (just 37% have tried in the past year) despite being the most vulnerable to the harmful effects of smoking