

Country profile Ireland


Note: Where no data were available, "..." shows in the table. Where data were not required, "-" shows in the table.

WHO Framework Convention on Tobacco Control (WHO FCTC) status

Date of signature	16 September 2003
Date of ratification (or legal equivalent)	7 November 2005

Socioeconomic context

Population (thousands)	4 589
Income group	High income



Monitor tobacco use and prevention policies

Prevalence of tobacco use

Tobacco use data as provided by the country from the latest survey result available to WHO as at 1 November 2010

Adult prevalence, smoking (%)*	Any smoked tobacco		Cigarettes	
	Current	Daily	Current	Daily
Male	31.0	25.2
Female	27.0	22.0
Total	29.0	23.6
Adult prevalence, smokeless tobacco use (%)*	Illegal to sell			
Male	...			
Female	...			
Total	...			

* Ages 18+, SLAN 2007: Survey of Lifestyle, Attitudes and Nutrition in Ireland, 2007

"..." Data not reported/not available.

WHO age-standardized estimated prevalence of smoking among those aged 15 years or more: Year 2009

Adult prevalence, smoking (%)	Any smoked tobacco		Cigarettes	
	Current	Daily	Current	Daily
Male	31	23
Female	26	19
Total	28	21

Tobacco control measures and programmes as at 31 December 2010**Smoke-free environments**

	2010
Public places with smoke-free legislation:	
Health-care facilities	Yes
Educational facilities except universities	Yes
Universities	Yes
Government facilities	Yes
Indoor offices	Yes
Restaurants	Yes
Pubs and bars	Yes
Public transport	Yes
All other public places	Yes
Compliance score §	10
National law requires fines for smoking	Yes
Fines levied on the establishment	Yes
Fines levied on the smoker	Yes
Dedicated funds for enforcement	No
Citizen complaints and investigations	Yes

§ A score of 0—10, where 0 is low compliance.

Subnational laws on smoke-free environments

Subnational jurisdictions do not have the authority to adopt and implement smoke-free laws.



Treatment of tobacco dependence

		2010
Is there a toll-free telephone quit line/help line with a live person available to discuss cessation with callers in your country?		Yes
Nicotine replacement therapy (e.g., patch, gum, lozenge, spray or inhaler)	Is this product legally sold in the country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy without a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product?	Partially
	Is any NRT on the country's essential drugs list?	...
Bupropion (e.g., Zyban, Wellbutrin)	Is this product legally sold in your country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy with a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product?	Partially
Varenicline	Is this product legally sold in your country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy with a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product?	Partially
Is smoking cessation support available in the following places in your country?	Health clinics or other primary care facilities	Yes in some
	Hospitals	Yes in some
	Office of a health professional	Yes in some
	In the community	Yes in some
	Other	...
Does the national/federal health insurance or the national health service cover the cost of this support?	Health clinics or other primary care facilities	Partially
	Hospitals	Partially
	Office of a health professional	No
	In the community	Partially
	Other	...



Health warnings on tobacco packages

Note: The sale of smokeless tobacco products is banned in Ireland.

	2010	
	Cigarettes	Smokeless tobacco
Does the law mandate that health warnings appear on tobacco packages?	Yes	
What percentage of the principal display areas of the package is legally mandated to be covered by health warnings? FRONT AND REAR COMBINED	39	—
What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings?	32	—
What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings?	45	—
Does the law mandate that the warning be placed at the top of the principle display areas of the package?	No	No
Does the law mandate font style, font size and colour for package warnings?	Yes	Yes
Are the health warnings rotating on packages?	Yes	No
Are the health warnings on packages written in the principal language(s) of the country?	Yes	Yes
Does the law require that health warnings on packages are not obscured in any way, including by required markings such as tax stamps?	Yes	Yes
Do the health warnings on packages include a photograph or graphic?	No	No
Do health warnings appear on each package and any outside packaging and labelling used in the retail sale?	Yes	Yes
Does the law on health warnings apply to products whether manufactured domestically, imported, AND for duty-free sale?	Yes	Yes
Does the law state that warnings on packages do not remove or diminish the liability of the tobacco industry?	No	No
Do health warnings on packages describe the harmful effects of tobacco use on health?	Yes	Yes
Does the law mandate specific health warnings on cigarette packages?	Yes	Yes
How many specific health warnings are approved by the law?	16	1
Does the law require or establish fines for violations regarding health warnings on packages?	Yes	Yes
Are there any laws requiring that cigarette packaging and labelling do not use misleading terms which imply the product is less harmful than other similar products, such as “low tar”, “light”, “ultra-light”, or “mild”?	Yes	Yes
Are there any laws requiring that cigarette packaging and labelling do not use figurative or other signs, including colours or numbers, as substitutes for prohibited misleading terms and descriptors?	Yes	Yes
Are there any laws requiring that cigarette packaging and labelling do not use descriptors depicting flavours?	No	No
Does the law ban the display of quantitative information on emission yields (such as tar, nicotine and carbon monoxide) on cigarette packaging, including when used as part of a brand name or trademark?	No	No
Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on cigarette packaging?	No	No
Does the law mandate that this information is displayed on one or more of the principal display areas (front, rear) of the package?	—	—
Does the law prevent the display of expiry dates on cigarette packaging?	No	No
Is it mandatory for the quit line number to appear on packaging or labelling?	No	No
Does the law mandate plain packaging (ie. prohibit the use of logos, colours, brand images or promotional information on packaging other than brand names and product names displayed in a standard colour and font style)?	No	No


Enforce bans on tobacco advertising,
promotion and sponsorship
Bans on tobacco advertising, promotion and sponsorship

	2010
Direct bans	
National TV and radio	Yes
International TV and radio	No
Local magazines and newspapers	Yes
International magazines and newspapers	No
Billboards and outdoor advertising	Yes
Point of sale	Yes
Internet	No
Other direct bans	No
Compliance score of direct bans §	10
Indirect bans	
Free distribution	Yes
Promotional discounts	Yes
Non-tobacco goods and services identified with tobacco brand names	No
Brand name of non-tobacco products used for tobacco product	No
Appearance of tobacco brands in TV and/or films (product placement)	No
Appearance of tobacco products in TV and/or films	No
Sponsored events	Yes
Other indirect bans	No
Compliance score of indirect bans §	10
Are there subnational laws or regulations banning some or all types of tobacco advertising, promotion and sponsorship mentioned in the above questions?	No

§ A score of 0–10, where 0 is low compliance.



Tobacco taxation policy as at 31 July 2010

Price of lowest-cost brand of cigarettes (Pall Mall)

		2008	2010
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	EUR 7.14	EUR 7.75

Price of Marlboro or similar brand of cigarettes (Marlboro)

		2008	2010
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	EUR 8.10	EUR 8.55

Taxes on the most popular brand of cigarettes (MPPC)

	WHO's comparable estimate for 2008	WHO's comparable estimate for 2010
Price of most sold brand, pack of 20 cigarettes		
In currency reported by country	EUR 8.05	EUR 8.55
In US\$ at official exchange rate	USD 11.20	USD 11.14
Taxes on this brand (% of retail price) \approx		
Total taxes	80	79
Specific excise	44	43
Ad valorem excise	18	18
Value added tax (VAT)	18	17
Import duty	—	—
Other taxes	0	0

\approx Individual categories of tax may not add to total due to rounding.

National tobacco control programme

	2010
Specific national government objectives in tobacco control	Yes
National agency or technical unit for tobacco control	Yes
Number of full-time equivalent staff	5
Government expenditure on tobacco control:	
In currency reported by country
Year of expenditure	2007
In US\$ at official exchange rate	US\$...
