

Cigarette Consumption Survey

Background and Objectives

In 2010 the Office of the Revenue Commissioners in conjunction with the Office of Tobacco Control contracted Ipsos MRBI to conduct nationwide research amongst smokers as to the source of their cigarettes. The research was conducted amongst the broad Irish smoking population, including resident foreign nationals. The purpose of this research was to estimate the volume of illegal cigarettes being consumed in Ireland annually.

This research was a follow up to research conducted in 2009 and produced broadly similar results in terms of the breakdown between consumption of legal and illegal cigarettes.

Key Findings of 2010 survey

Legality of packs

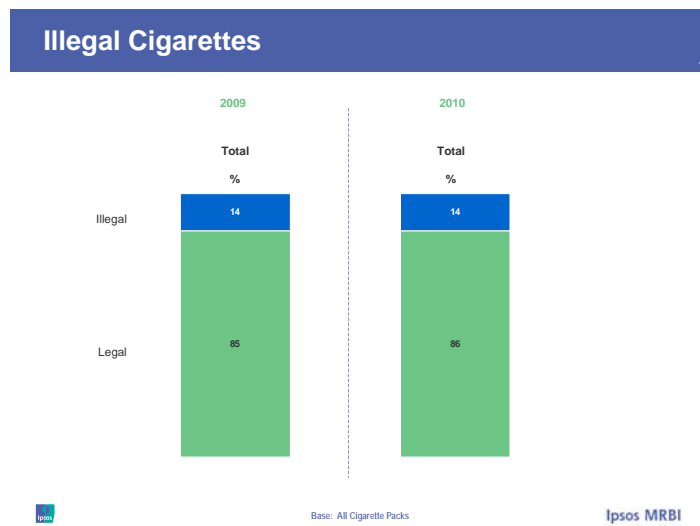
- As in 2009, some 14% of all respondents` packs were classified as illegal. This accounts for 133,968 smokers. In this context, “illegal cigarettes” means contraband or counterfeit cigarettes which were neither tax paid in the State, nor brought into the State by way of legal cross-border purchases.
- A further 6% of all packs were found to be legal Non-Irish Duty Paid, i.e. legal cross-border purchases.

Consumption Estimates

- Population estimates were combined with smoking prevalence and consumption rates to provide an estimate of total cigarette consumption in Ireland in 2010.
- The total cigarette consumption in Ireland in 2010 was estimated to be 5.5 billion, based on claimed smoking behaviour.
- Using the 14% illegal pack figure, it was estimated that approximately 37,261,136 illegal packs, or 745m cigarettes, were consumed in Ireland in 2010

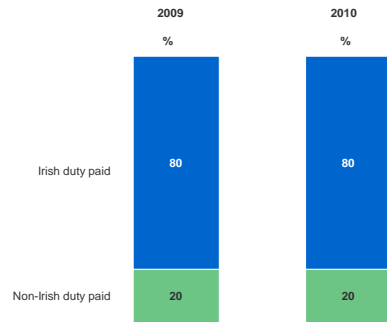
Loss to Revenue

- The consumption of 745m illegal cigarettes in the course of 2010 represented a loss to Revenue (Excise Duty + VAT) of approximately €249m
- The consistency of the 2010 results with the 2009 research indicates the market penetration of illicit cigarettes is being contained.



Breakdown Of Pack Type

2



Base: All Cigarette Packs

Ipsos MRBI
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