

Malaysia Adult Smoker Survey: Results

KEY SPECIFICATIONS

AUDIENCE: SMOKERS AGED 18+ IN MALAYSIA

SAMPLE SIZE: n=400

METHOD: ONLINE

FIELD DATES: 3– 17 JUNE 2015

RESEARCH SUPPLIER: IPSOS

COMMISSIONING ORGANIZATION: factasia.org

EXECUTIVE SUMMARY

The results contained in this report are derived from an online survey conducted from 3 to 17 June 2015 among adult smokers aged 18+ in Malaysia. A total of 400 interviews were conducted by Ipsos on behalf of factasia.org. This study carries a margin of error of $\pm 5.0\%$ at the 95% confidence level.

The research found that eight-in-ten adult smokers (82%) agree that “e-cigarettes represent a positive alternative to today’s cigarettes.”

Three-quarters (75%) would “consider switching to e-cigarettes if they were legal, met quality and safety standards, and were conveniently available like regular tobacco products.”

E-cigarette use is quite widespread in Malaysia, with 69% of smokers saying they had some experience of the products. Of these, 75 percent say they do so primarily “as an alternative to regular cigarettes”.

Out of all adult smokers, 96% agree that “if a new product is scientifically proven to have the potential to reduce the risk of smoking as compared to conventional cigarettes, adult smokers should have the right to access this information.”

Finally, nearly all adult smokers (91%) agree that “through tax and regulatory policies, the Government should encourage adult smokers to switch to less harmful alternatives to cigarettes and ensure they are not used by youth.”

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S1. First, how old are you?

0%	Under 18	(TERMINATE)
20%	18-24	
18%	25-29	
15%	30-34	
15%	35-39	
16%	40-44	
9%	45-49	
4%	50-54	
1%	55-59	
2%	60-64	
1%	65 or older	

S2. Next, what is your gender?

95%	Male
5%	Female

Are you – or is any member of your immediate family – currently employed with/as:

(RANDOMIZE)	<u>% YES</u>	<u>% NO</u>
S3. An advertising or public relations agency	0%	100%
S4. A newspaper, radio, or television station	0%	100%
S5. A market research or opinion research firm	0%	100%
S6. An elected official	0%	100%
S7. A senior or policy making role in government	0%	100%

[IF YES TO ANY S3-S7: TERMINATE]

S8. Do you ever use tobacco or nicotine containing products such as cigarettes, cigars, pipes, smokeless tobacco products, shisha, or e-cigarettes?

100% Yes
0% No (TERMINATE)
0% Unsure (TERMINATE)

And, for each of the following products, please indicate whether you are a regular user, an occasional user, a former user, or a complete non-user. (RANDOMIZE)

		% Regular User	% Occasional User	% Former User	% Complete Non-User
S9.	Cigarettes	63%	23%	10%	4%
S10.	Cigars	7%	42%	12%	39%
S11.	Pipes	6%	23%	12%	59%
S12.	Shisha	8%	44%	11%	36%
S13.	E-cigarettes	18%	41%	10%	31%

Thinking about e-cigarettes and other products...

Q1. Have you recently seen, read, or heard anything about e-cigarettes?

95% Yes
4% No
1% Unsure

Q2. Regardless of whether you have recently seen, read, or heard, something about e-cigarettes, how familiar would you say you are with e-cigarettes?

19% Very familiar
69% Somewhat familiar

13%	Not very familiar
0%	Not at all familiar
0%	Unsure

As you may know, e-cigarettes are battery powered devices that vaporize nicotine liquid to create an inhalable aerosol. E-cigarettes do not contain tobacco leaf and come in various shapes and sizes, and can be disposable, rechargeable, or refillable.

Q3. And, do you know whether or not e-cigarettes are legal in your country? If you don't know or are unsure, please indicate accordingly.

59%	Legal
7%	Illegal
34%	Unsure

As you may know, in Europe and the USA, e-cigarettes are widely available and millions of people use them. Public health experts agree that they are probably much less harmful than cigarette smoking because they do not burn tobacco. Some public health experts believe they should be widely available for smokers to use instead of cigarettes. While others think they are not an effective method for smoking cessation and are concerned they could be a "gateway" to smoking among youth.

You will now be shown a number of statements made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree

		% Str. Agree	% Smwht. Agree	% Smwht. Disagree	% Str. Disagree	% Unsure	% Total Agree	% Total Disagree
Q4.	E-cigarettes represent a positive alternative to today's conventional cigarettes.	32%	51%	14%	2%	2%	82%	16%
Q5.	I would consider switching to e-cigarettes if they were legal, met quality and safety standards, and were conveniently available like regular tobacco products.	38%	50%	8%	2%	3%	87%	10%
Q6.	It would be wrong for the Government to prevent or delay the introduction of less harmful alternatives to cigarettes for adult smokers.	41%	44%	10%	1%	4%	85%	12%
Q7.	Through tax and regulatory policies, the Government should encourage adult smokers to switch to less harmful alternatives to cigarettes and ensure they are not used by youth.	46%	45%	6%	1%	2%	91%	7%
Q8.	If a new product is scientifically proven to have the potential to reduce the risk of smoking as compared to conventional cigarettes, adult smokers should have the right to access this information.	60%	36%	3%	0%	1%	96%	3%
Q8.	If the Government restricts sales of e-cigarettes in Malaysia, I will consider purchasing e-cigarettes from other channels or countries.	26%	49%	16%	4%	5%	75%	20%

Now, I have just a few more questions for statistical purposes...

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=236

D1. How long have you used e-cigarettes?

15%	Less than 3 months
18%	3 to 6 months
21%	6 to 9 months
24%	9 to 12 months
9%	12 to 18 months
5%	18 to 24 months
6%	Longer than 24 months
2%	Unsure

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=236

D2. Why did you start using e-cigarettes? (CHECK ALL THAT APPLY)

75%	As an alternative to regular cigarettes
57%	Convenience
42%	Flavors
38%	Price
1%	Other

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=236

D3. Where do you predominately buy your e-cigarettes?

44%	Specialty e-cigarette store
26%	Internet/Online store
15%	Convenience store
8%	Kiosk
6%	Grocery
1%	Unsure

ASKED AMONG OCCASIONAL E-CIGARETTE USERS; n=165

D4. What has kept you from using e-cigarettes more? (CHECK ALL THAT APPLY)

- 59% Price
 - 54% Accessibility to e-cigarettes
 - 23% Flavor
 - 14% Have not found them to be suitable alternative to regular cigarettes
 - 2% Unsure
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D5. Level of Education

- 1% Primary or below
 - 11% Completed secondary school
 - 6% Up to pre-university
 - 30% College/Diploma
 - 52% Tertiary/University
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D6. Monthly Household Income

- 4% RM 499 – 1999
 - 34% RM 2000 – 4999
 - 24% RM 5000 – 6999
 - 21% RM 7000 – 9999
 - 13% RM 10,000 & above
 - 2% Refused
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