

# Health Diplomats

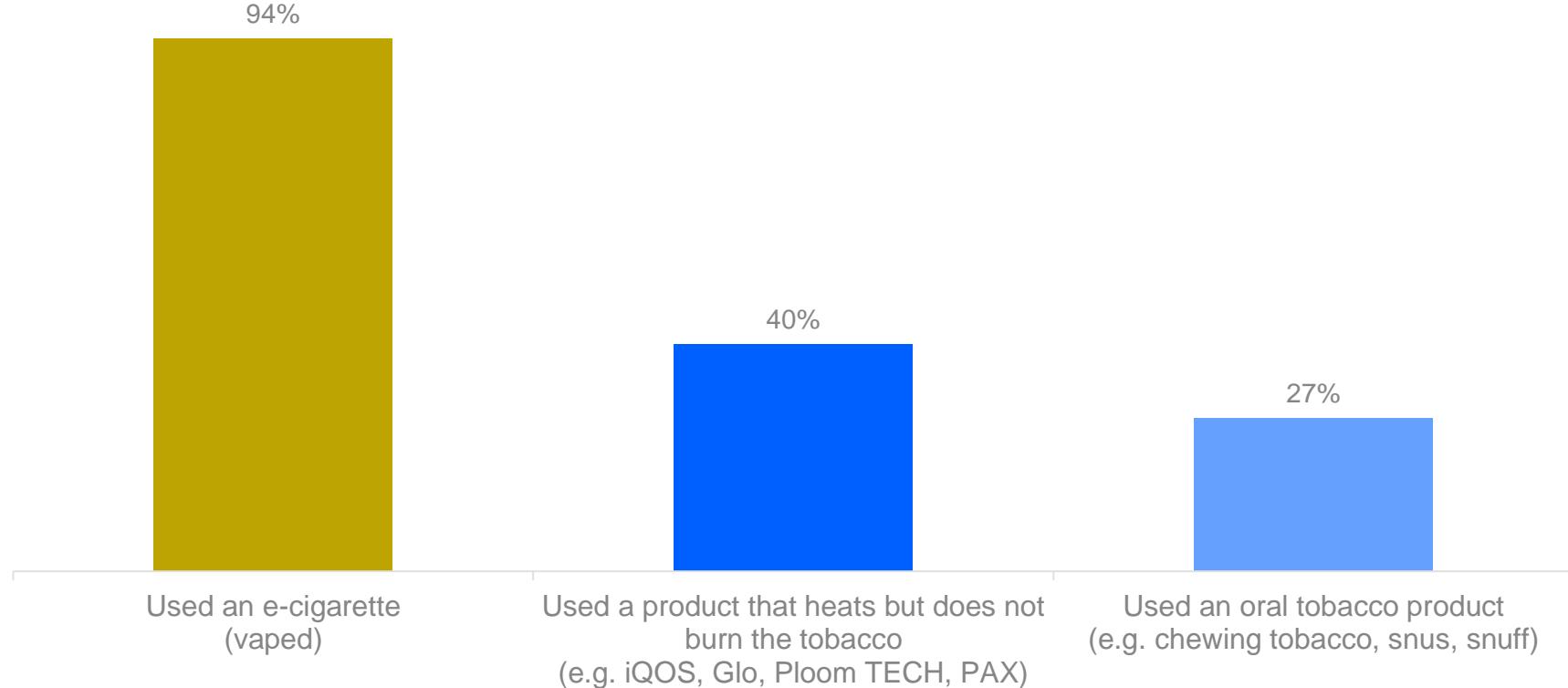
## Vaping research

Malaysia April 2022

# 1. Recruitment



# Products used during the last 30 days



Base: Used an E-cigarette and / or oral tobacco product in last 30 days - 500



# Products used in last 30 days – combinations of products used

	Used an e-cigarette (vaped)	Used a product that heats but does not burn the tobacco	Used an oral tobacco product
Used an e-cigarette (vaped)	100%	98%	76%
Used a heated tobacco product	42%	100%	63%
Used an oral tobacco product	22%	43%	100%

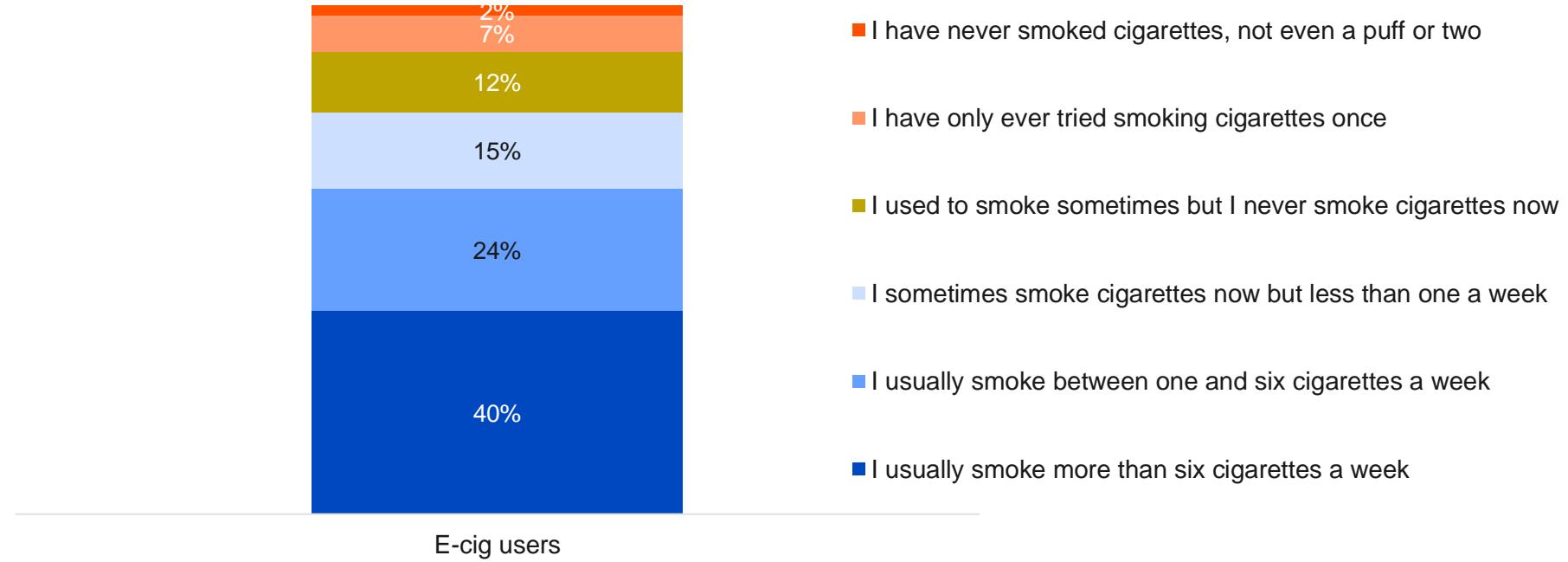
Base: Used E-cig in last 30 days – 468 , used a product that heats but does not burn the tobacco in last 30 says – 199, used an oral tobacco product in last 30 days – 136



## **2. Usage of e-cigarettes, heated tobacco products and cigarettes**



# Frequency of smoking cigarettes (“tobacco rolled in paper for smoking”)

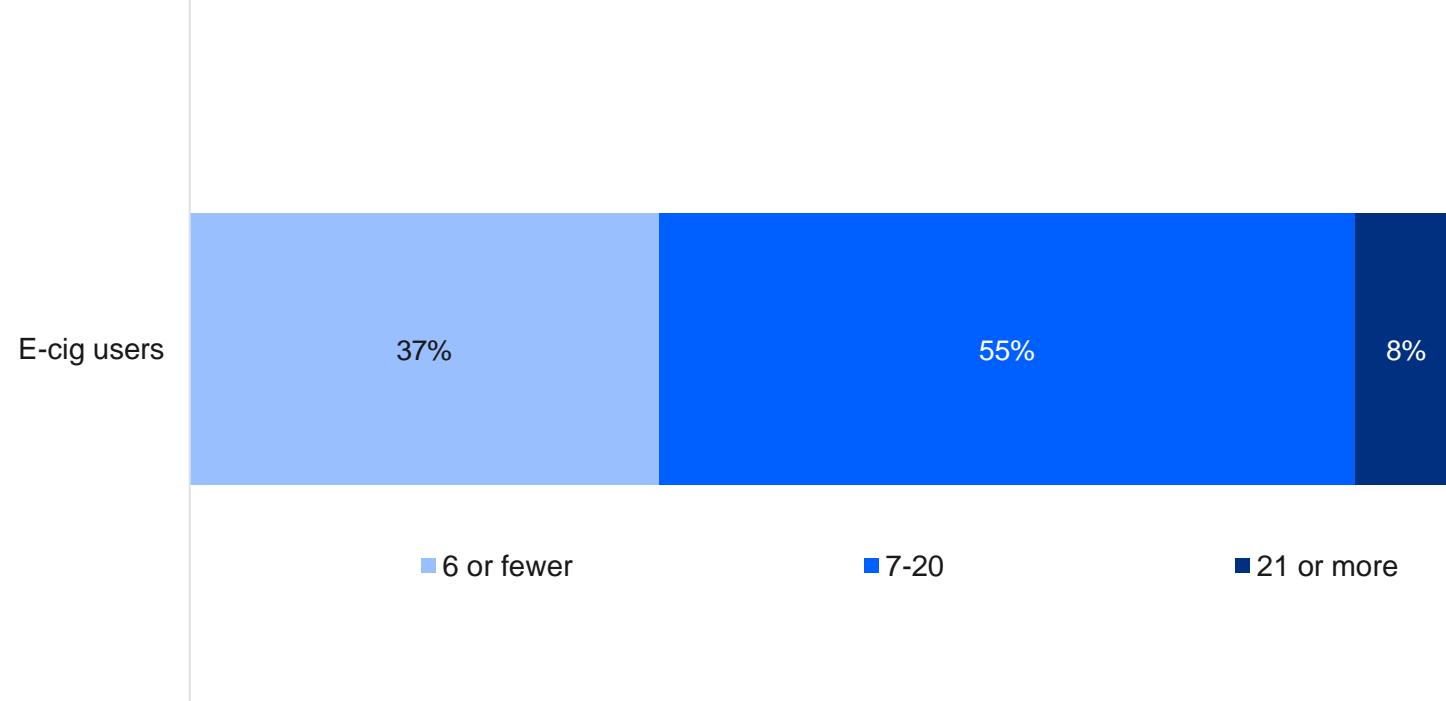


Use weekly	64%
Currently use	79%

Base: Used an E-cigarette in last 30 day - 468



## Number of cigarettes normally smoke per day



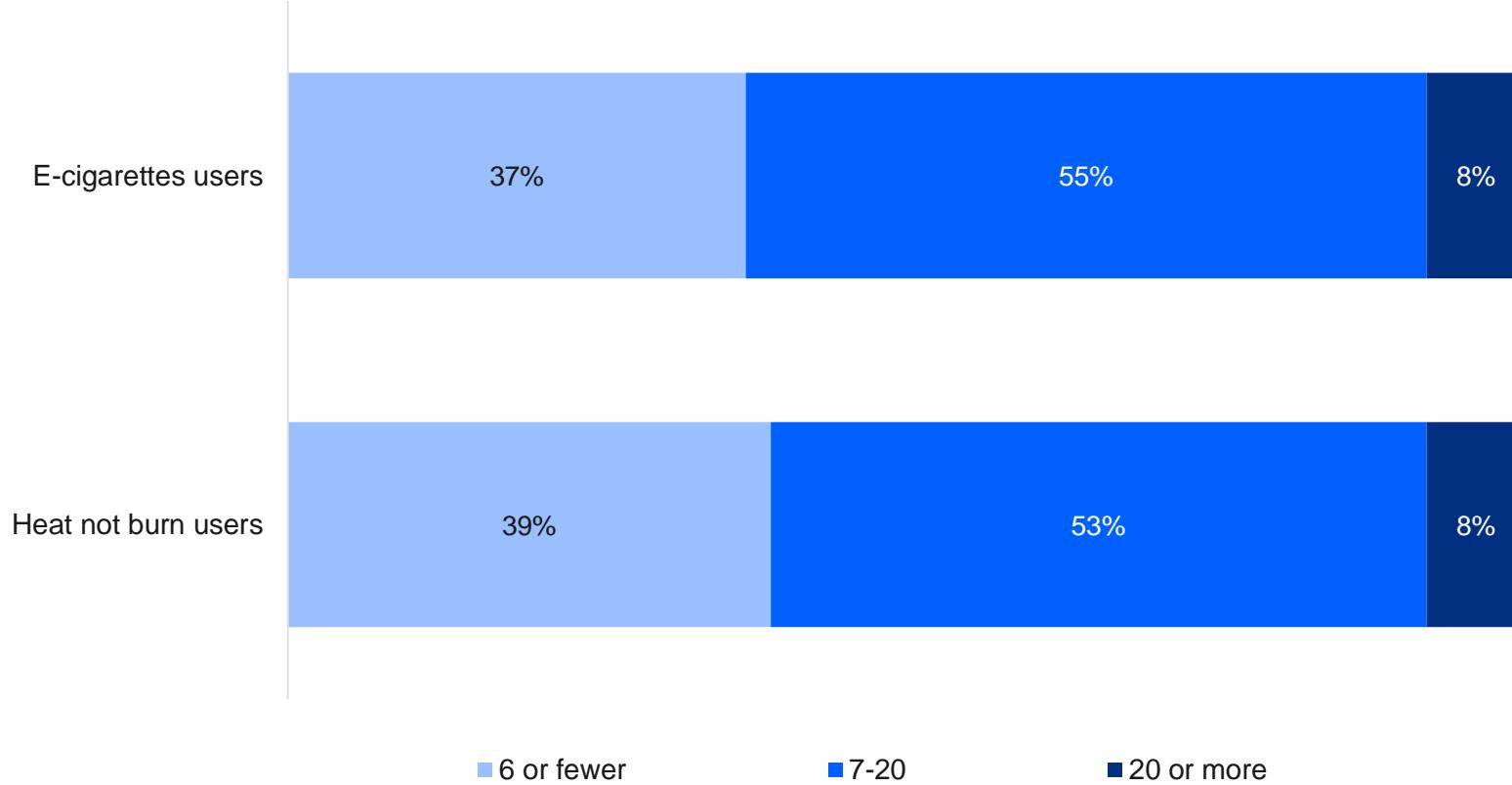
Base: Used an E-cigarette in last 30 day and smoke cigarettes at least once a week - 295



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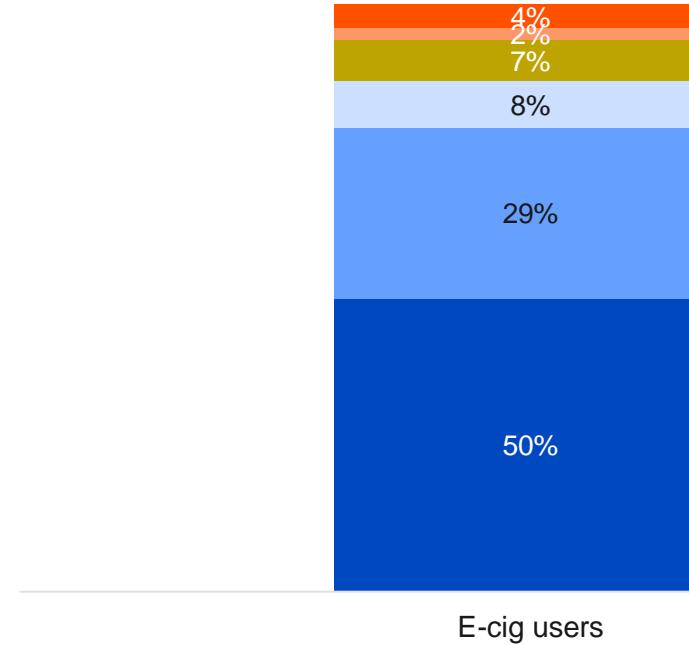
## Number of cigarettes normally smoke per day



Base: smoke cigarettes at least once a week and used E-cig in last 30 days – 295 , and used a product that heats but does not burn the tobacco in last 30 says – 140



# Frequency using e-cigarettes (vaping)



- I have only tried an e-cigarette once or twice
- I used to use e-cigarettes, but I never use them now
- I use e-cigarettes sometimes, but no more than once a month
- I use e-cigarettes more than once a month, but less than once a week
- I use e-cigarettes more than once a week but not every day
- I use e-cigarettes every day

Use weekly	79%
Currently use	94%

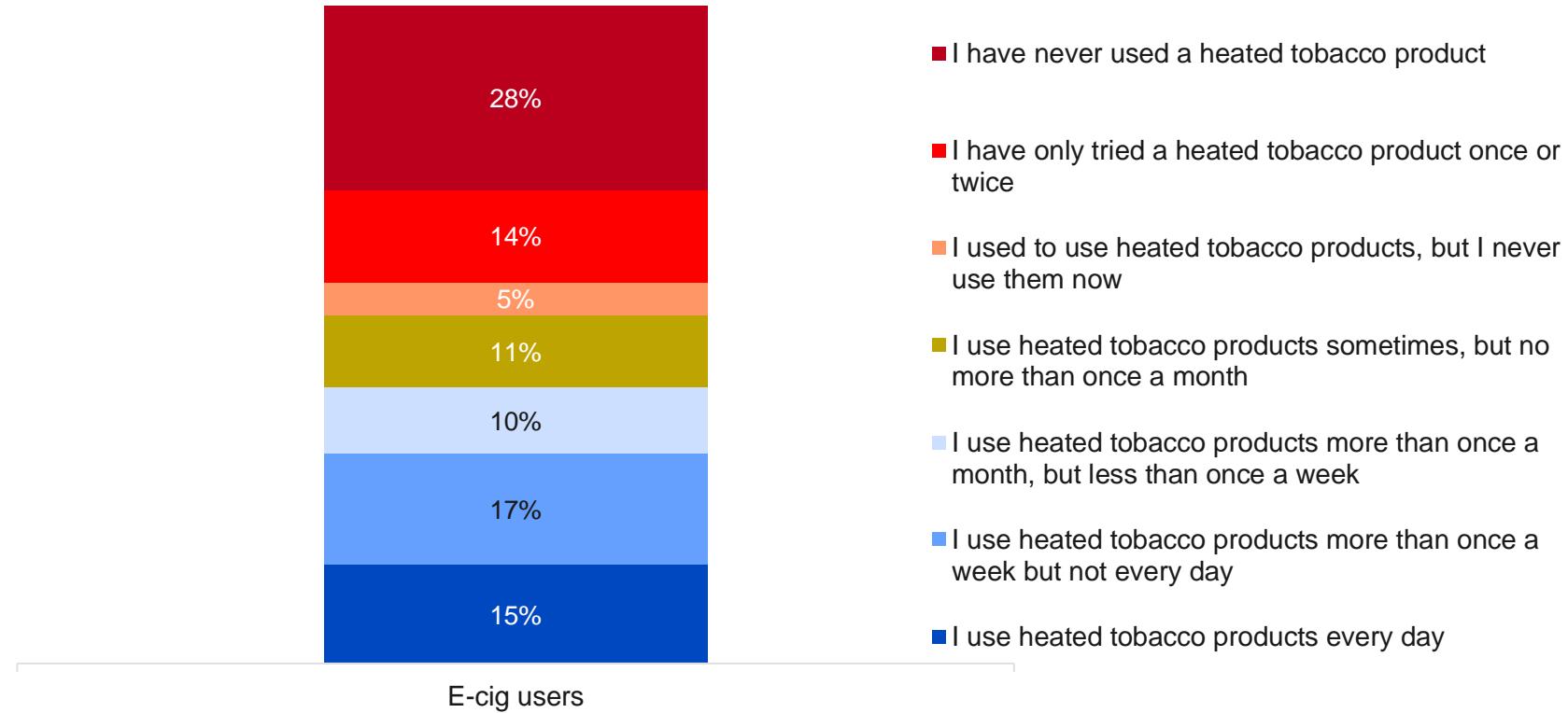
Base: Used an E-cigarette in last 30 day - 468



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# Frequency using heated tobacco products



Base: Used an E-cigarette in last 30 day - 468



### 3. E-cig users: Reasons for use



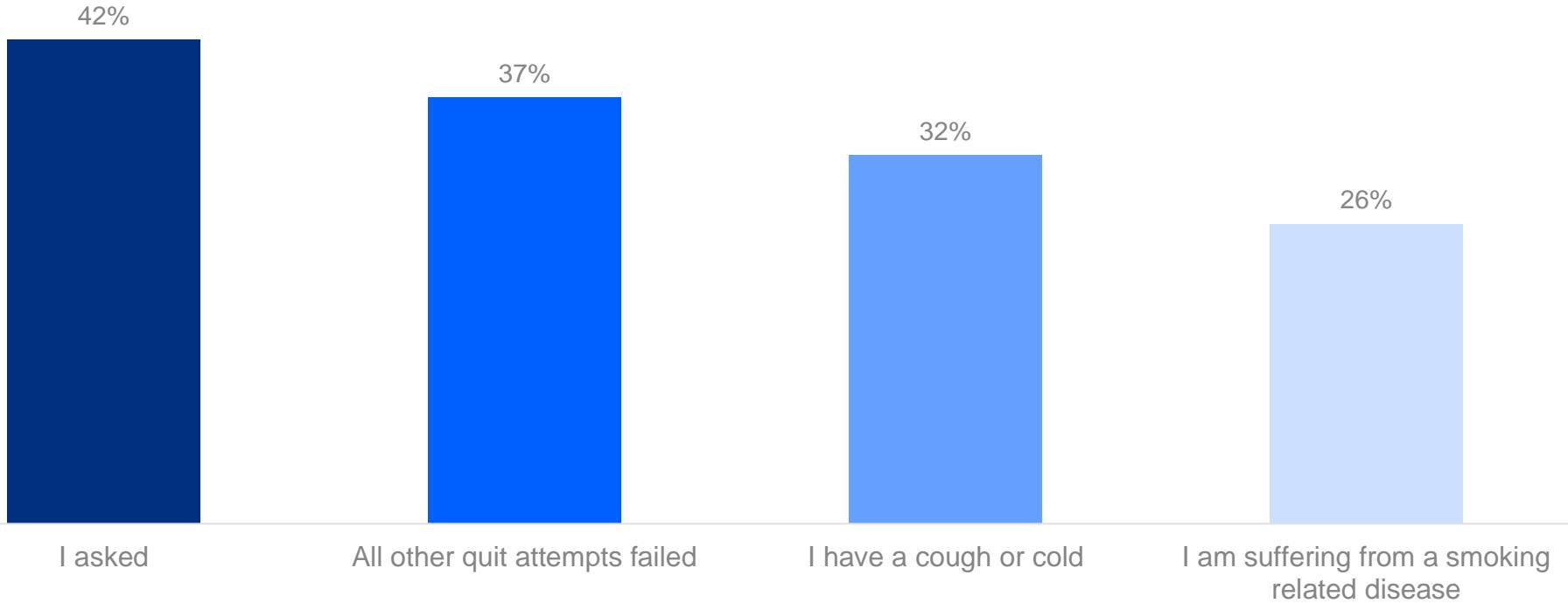
# Reasons for using e-cigarettes

	Currently use E-cigs
To help you to cut down the amount you smoke	30%
The taste	26%
For enjoyment	25%
To use in places where you can't smoke	24%
The smell	22%
To relax	20%
To help you to stop smoking entirely	19%
Less harmful for the environment	18%
More sociable	18%
To protect others from second hand smoke	17%
To save money	16%
For health reasons	12%
Was suggested by a friend	11%
Advised by a health professional	4%

Base: Currently use e-cigs - 440

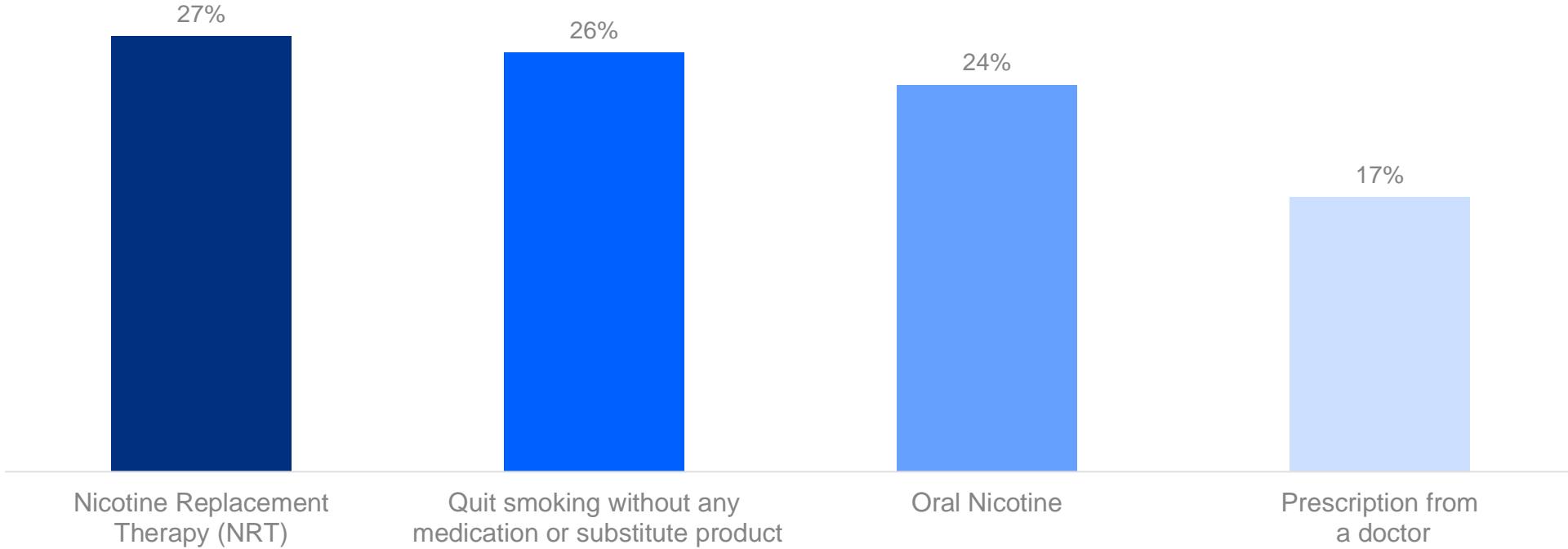
## Reason for being advised by health professional

note small sample sizes, use with caution



Base: Currently use e-cigs and indicated that a health professional advised them to vape - 19

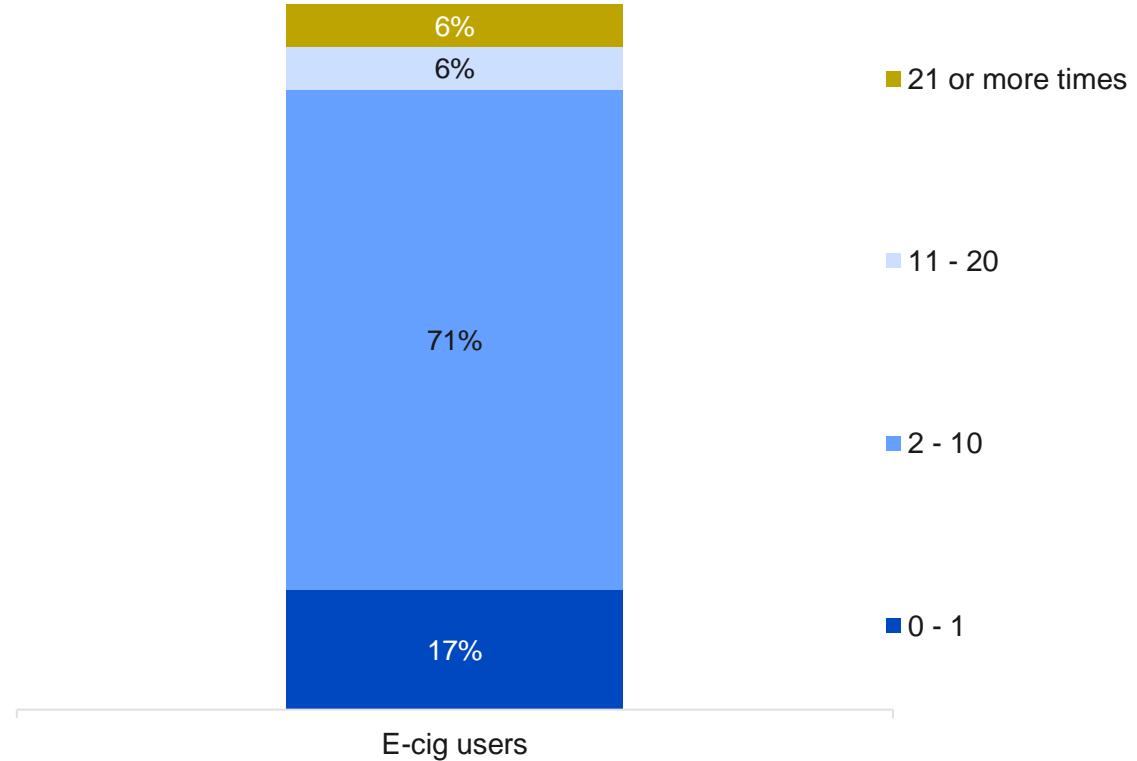
## Previous approaches tried to help cut previously tried to quit down on smoking



Base: Currently use e-cigs and indicated that they vaped to help cut down on amount smoke (excl. none of the above) - 124



# How many times previously tried to quit smoking



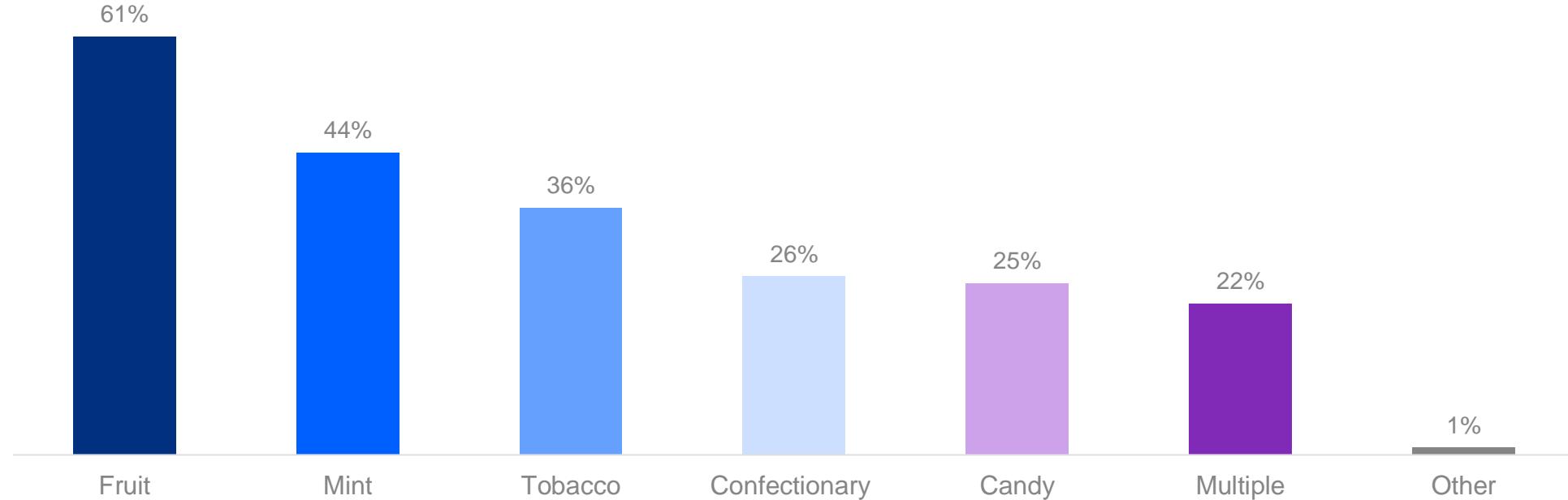
Base: Currently use e-cigs and indicated that reason for using is to help you to cut down the amount you smoke - 132



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## Preferred vaping flavours



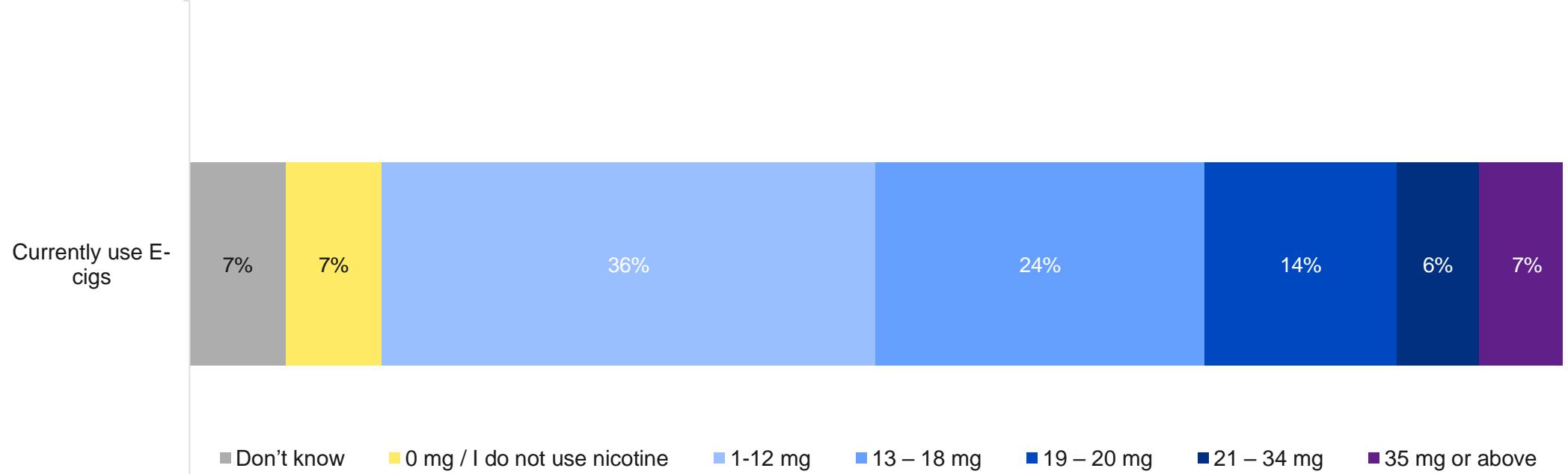
Base: Currently use e-cigs and indicated that taste was one of their reasons for vaping- 116



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## Strength of Nicotine used



Base: currently use e-cigs - 440



# Reasons for using heated tobacco products

	Heated tobacco products users
For enjoyment	27%
To help you to cut down the amount you smoke	25%
The taste	23%
More sociable	22%
To relax	20%
The smell	20%
To use in places where you can't smoke	20%
Less harmful for the environment	19%
To protect others from second hand smoke	17%
To help you to stop smoking entirely	16%
Was suggested by a friend	16%
For health reasons	15%
To save money	11%
Advised by a health professional	8%

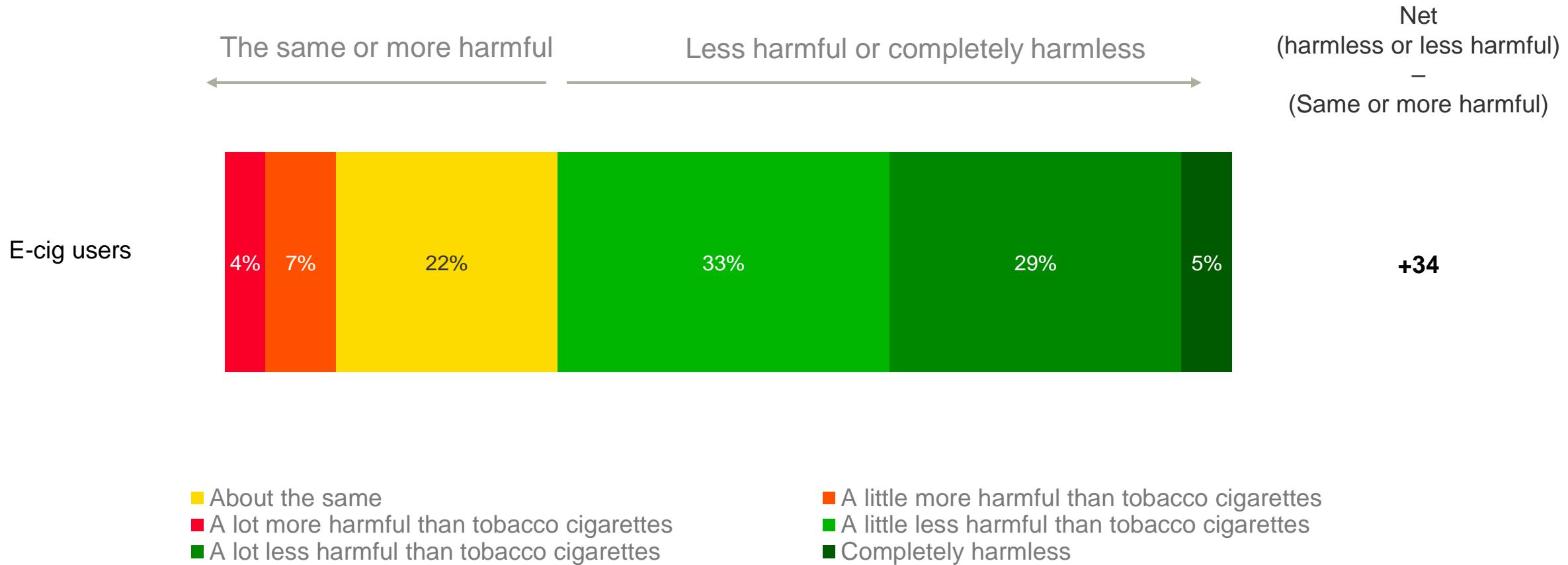
Base: Currently use e-cigs and heated tobacco products - 244



## 4. E-cig users: Perceptions of risk



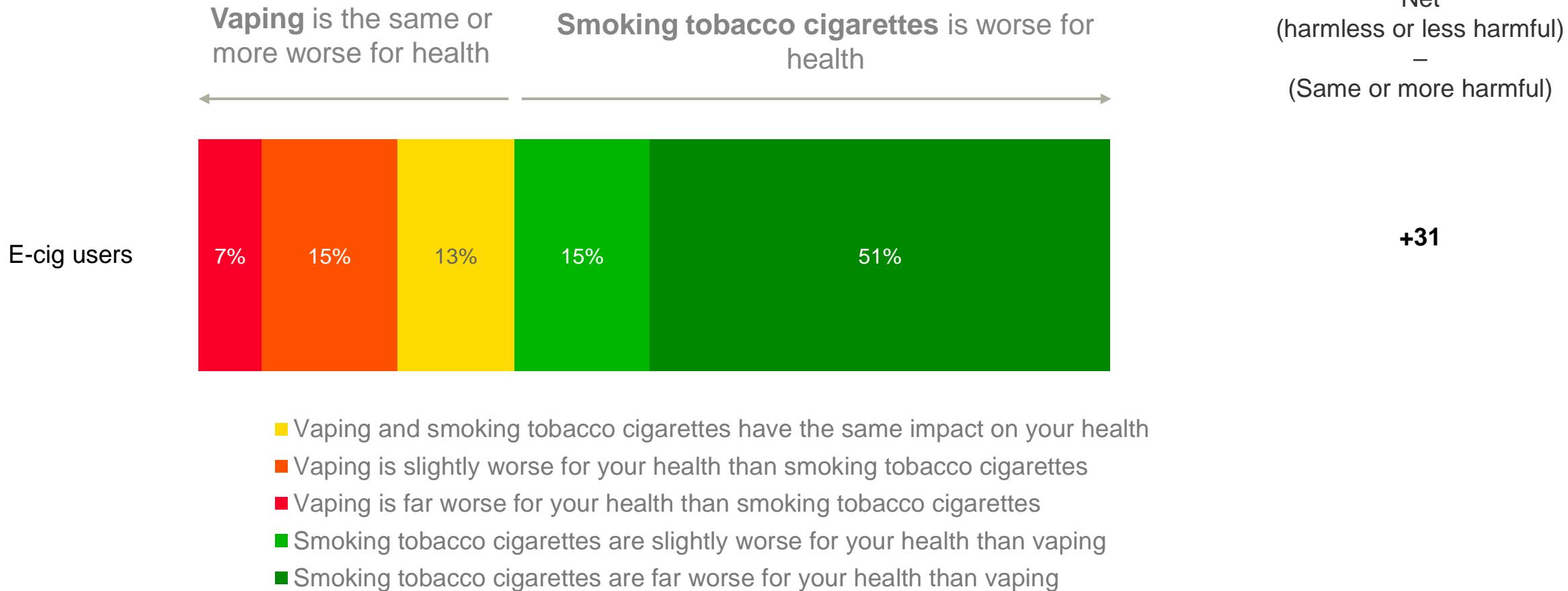
# Perception of whether e-cigarettes are any more or less harmful than tobacco cigarettes



Base: Used an E-cigarette in last 30 days (Excl DK) – 457



# Perception of whether vaping is worse for health than smoking tobacco cigarettes



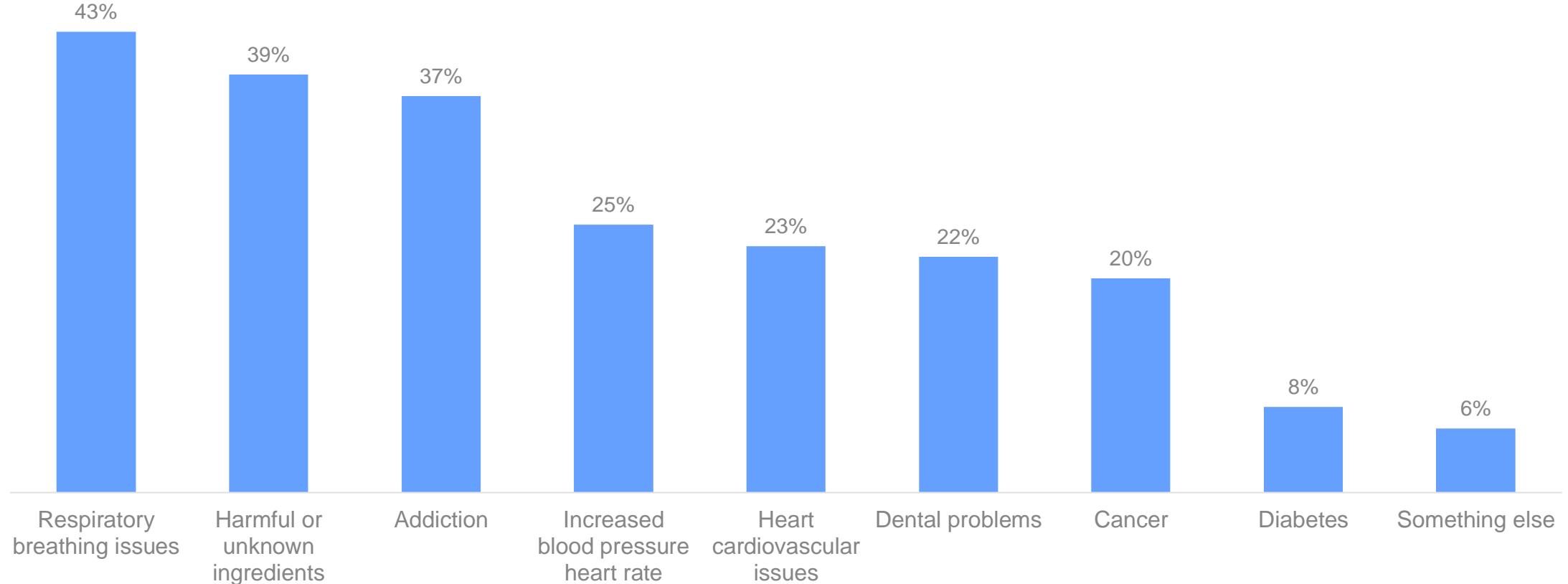
Base: Used an E-cigarette in last 30 days (Excl don't know) - 448



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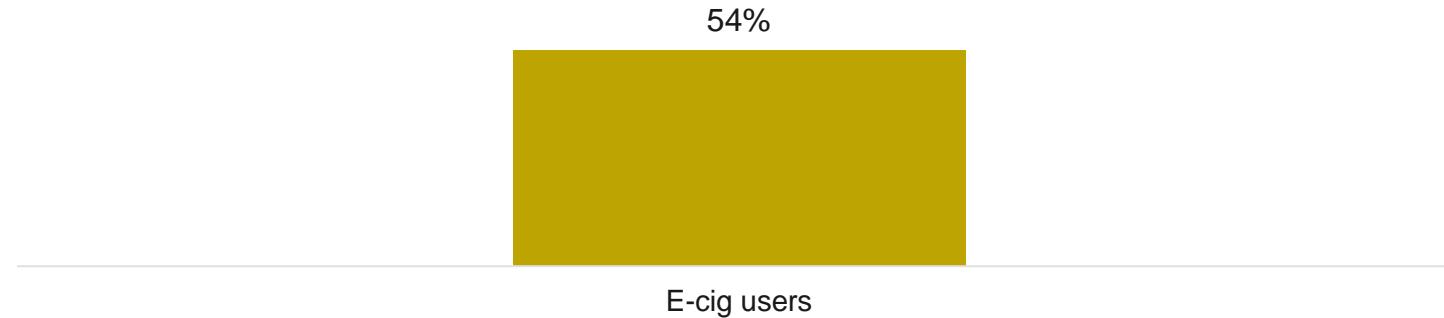
# Perceived potential health risks of vaping



Base: Used an E-cigarette in last 30 days (Excl those who answered "completely harmless" / "don't know" when asked if E-cigs more or less harmful than tobacco to the person using them) - 436

# Awareness of vaping-related illnesses in your country or elsewhere

## Perceived primary cause of these illnesses



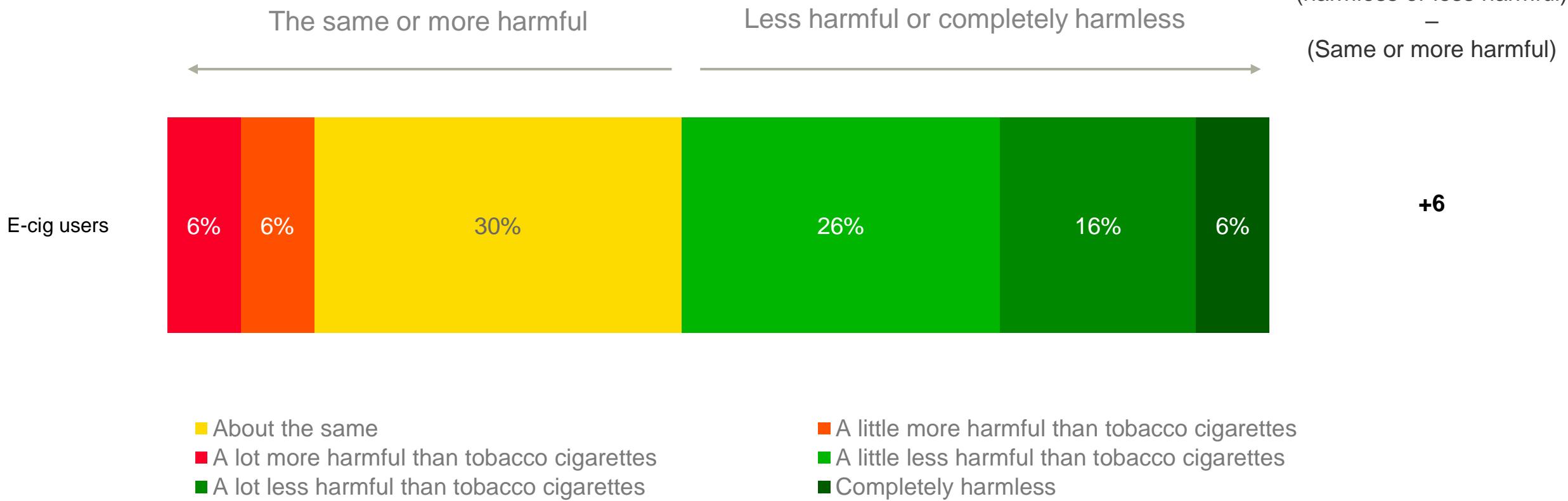
	Aware of related illness
Illegal ingredients used in nicotine vaping units	57%
Illegal ingredients used in THC vaping units	40%
Illegal nicotine vaping units	35%
Illegal THC vaping units	33%
None of the above	4%

Base: Used an E-cigarette in last 30 days (Excl those who answered "completely harmless" / "don't know" when asked if E-cigs more or less harmful than tobacco to the person using them) – 436  
 Awareness of vaping-related illnesses in your country or elsewhere - 235



Net  
(harmless or less harmful)  
–  
(Same or more harmful)

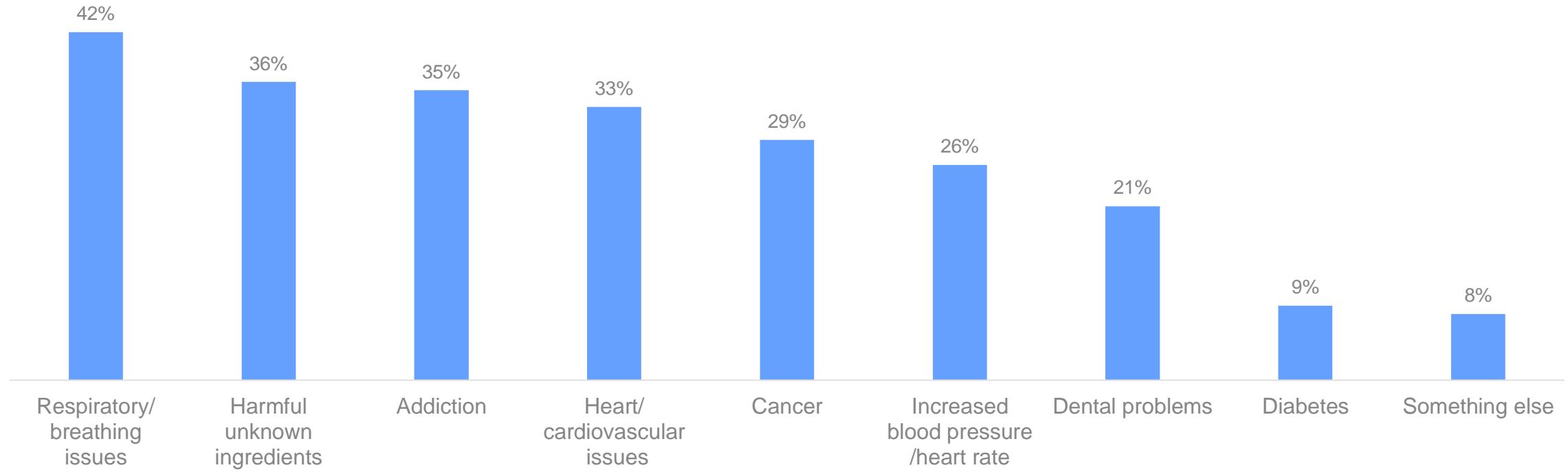
## Perception (among E-cig users) of whether heated tobacco products are any more or less harmful than tobacco cigarettes



Base: Used an E-cigarette in last 30 days (Excl don't know) - 412



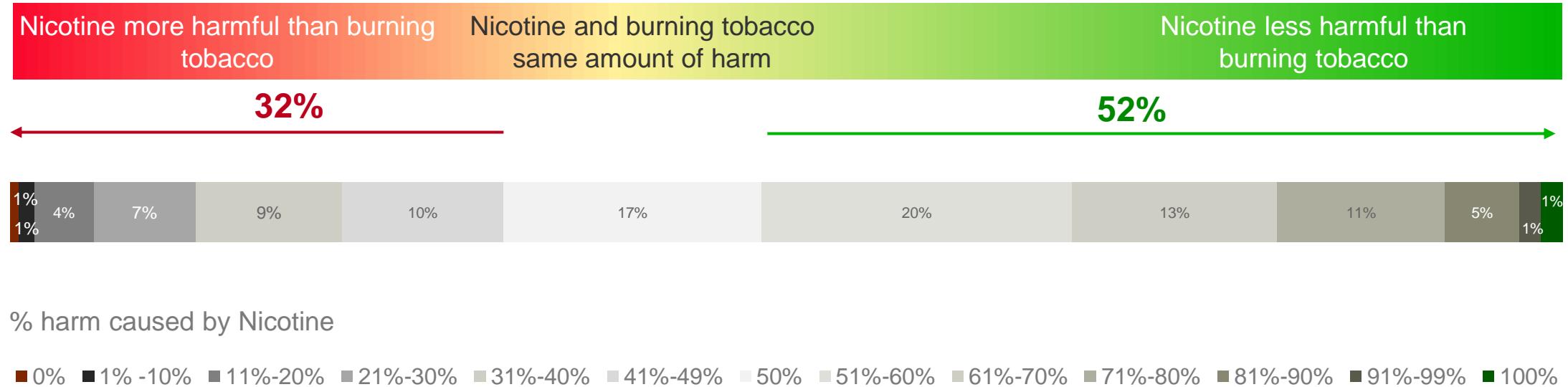
# Perceived potential health risks of heated tobacco products (among E-cig users)



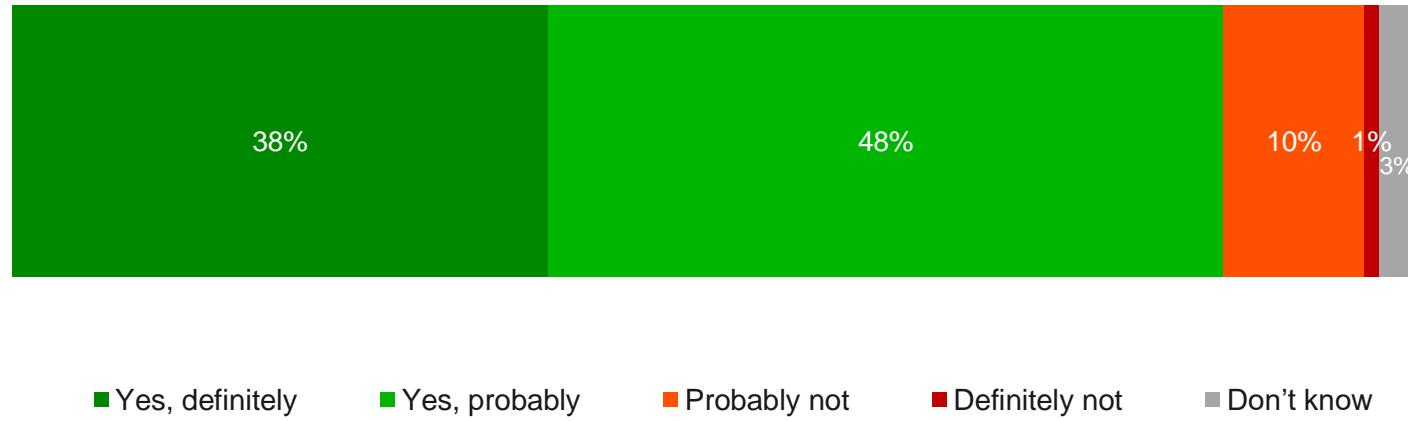
Base: Used an E-cigarette in last 30 days (Excl those who answered "completely harmless" / "don't know" when asked if heat not burn tobacco products more or less harmful than tobacco to the person using them) – 387



# Perceived amount of harm from smoking cigarettes that comes from nicotine vs burning tobacco

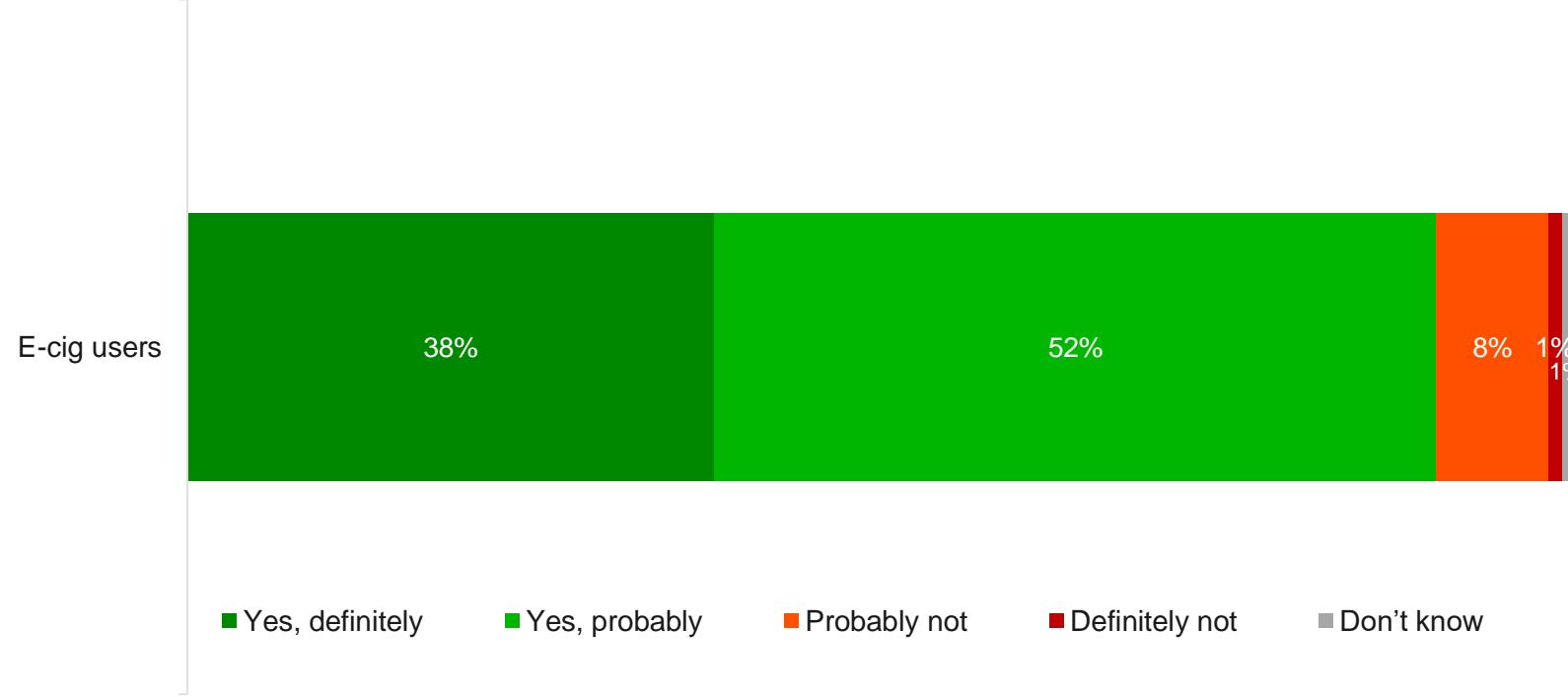


# Whether E-cigarettes should be made available to smokers as a less harmful product than tobacco cigarettes



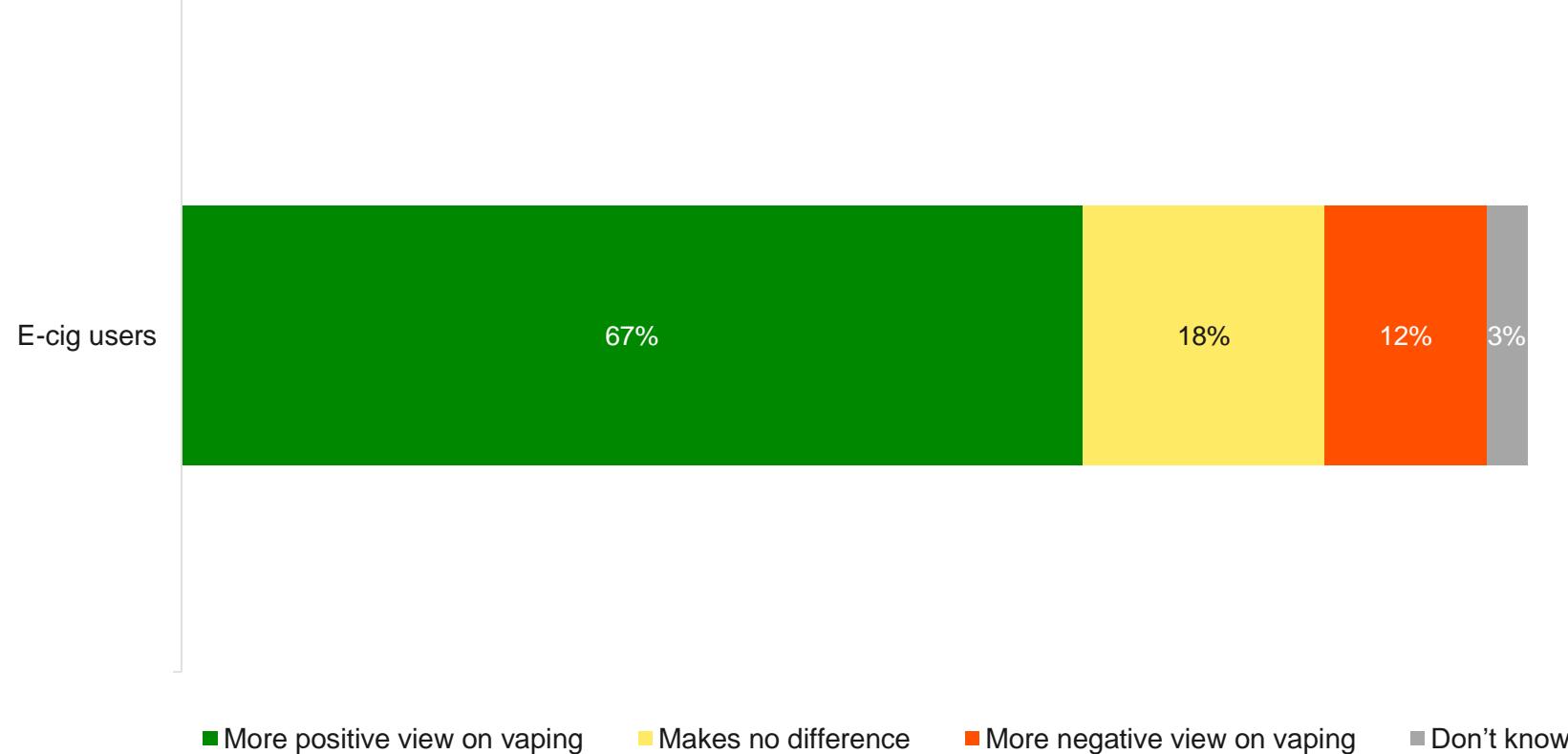
Base: Used an E-cigarette in last 30 days - 468

# Whether E-cigs should be actively promoted as a less harmful alternative to smoking tobacco cigarettes



Base: Used an E-cigarette in last 30 days and answered Yes when asked if e-cigarettes should made available to smokers - 401

# Impact of Public Health England advisory information on views on vaping\*



Base: Used an E-cigarette in last 30 days - 468

\*According to Public Health England, the UK Government health agency, e-cigarettes are at least 95% less harmful than smoking.



## 5. E-cig users: Family and peer influences



# Members of immediate family who smoke tobacco cigarettes on a regular basis

	<b>Malaysia (n=468)</b>
Mother	2%
Father	39%
Brother or sister	32%
Daughter or son	2%
Other immediate family member	30%
None of my immediate family members	25%

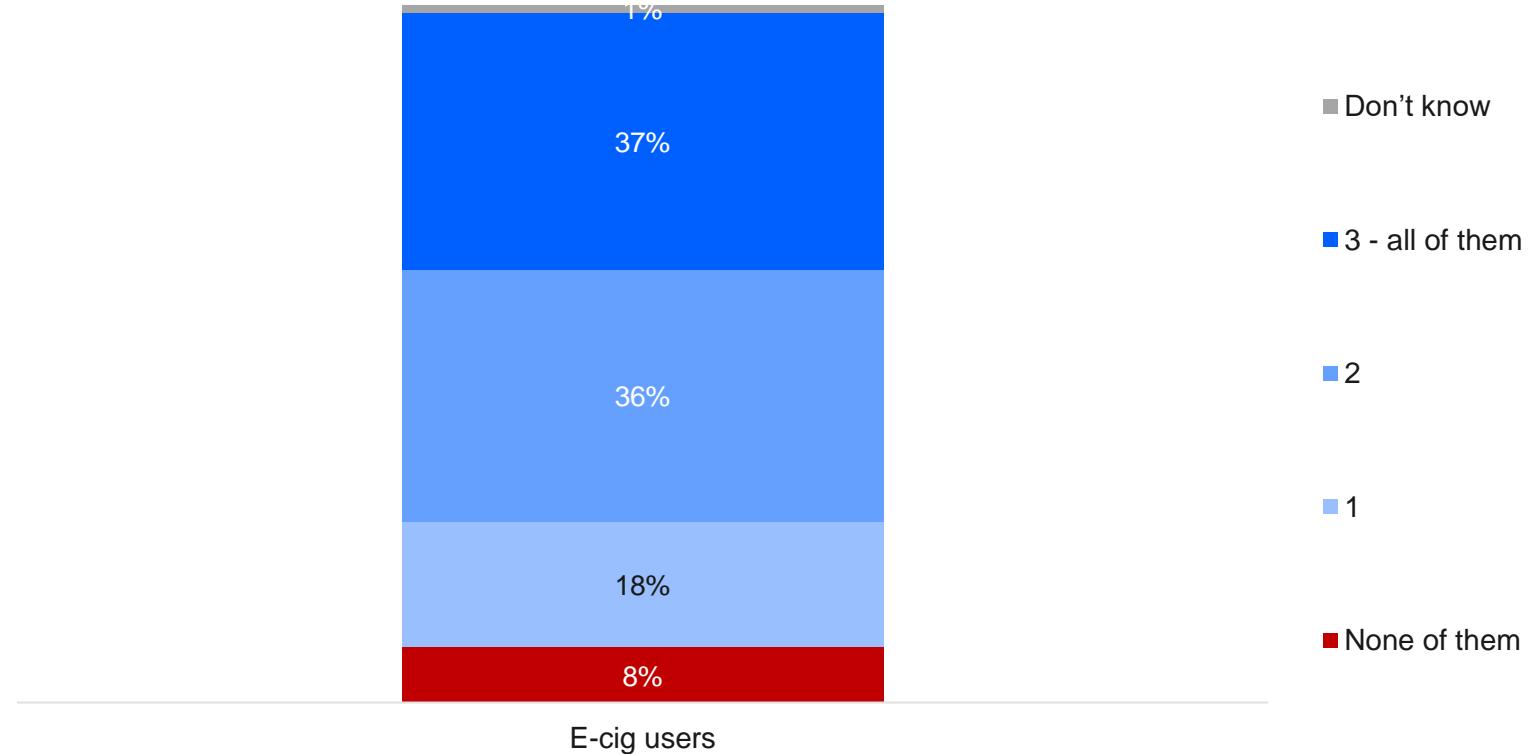
Base: Used an E-cigarette in last 30 day - 468



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## Among the 3 friends you spend most time with, how many smoke on a regular basis



Base: Used an E-cigarette in last 30 day - 468



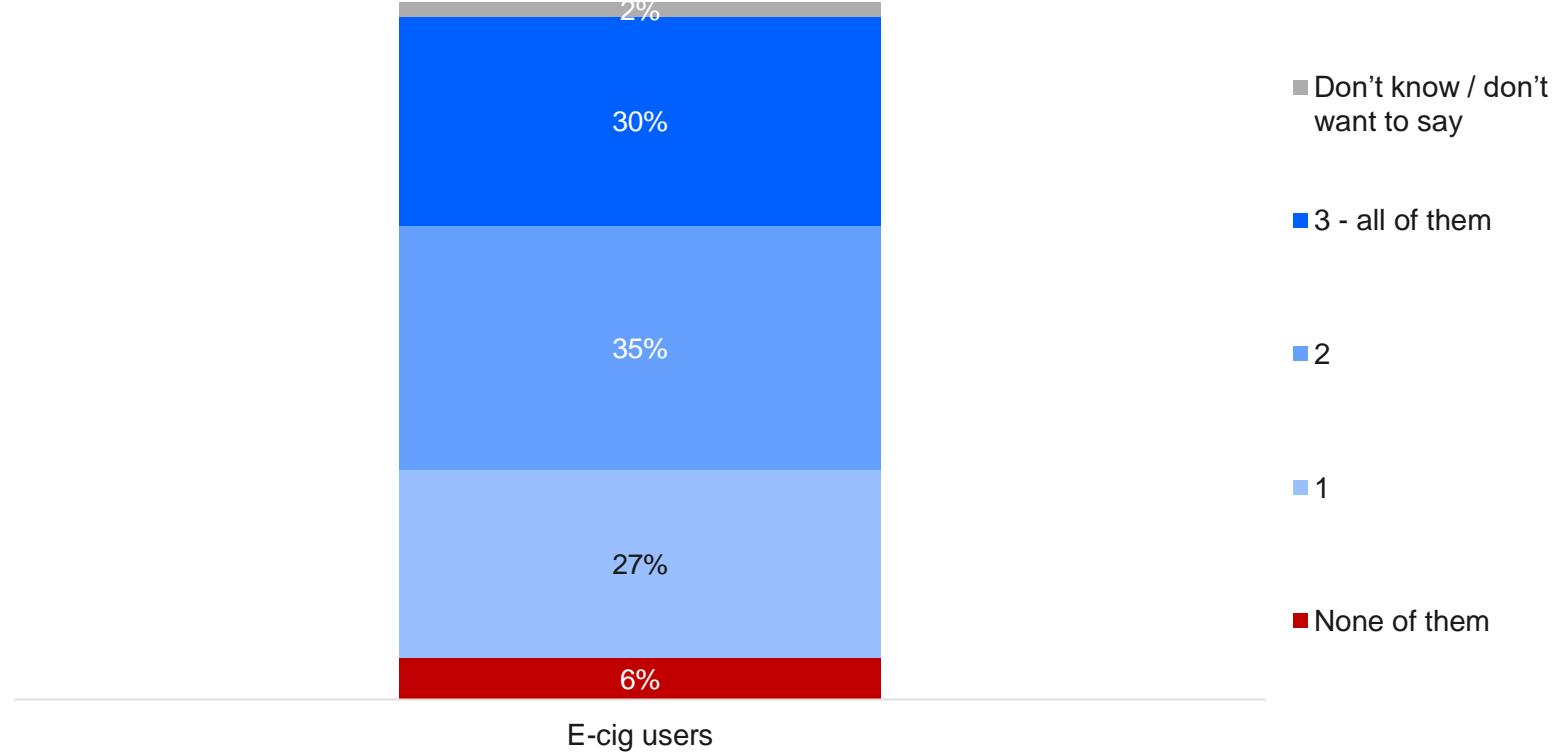
# Members of immediate family who vape on a regular basis

	<b>Malaysia (n=468)</b>
Mother	1%
Father	13%
Brother or sister	35%
Daughter or son	4%
Other immediate family member	29%
None of my immediate family members	35%

Base: Used an E-cigarette in last 30 day - 468



# Among the 3 friends you spend most time with, how many vape on a regular basis



Base: Used an E-cigarette in last 30 day - 468

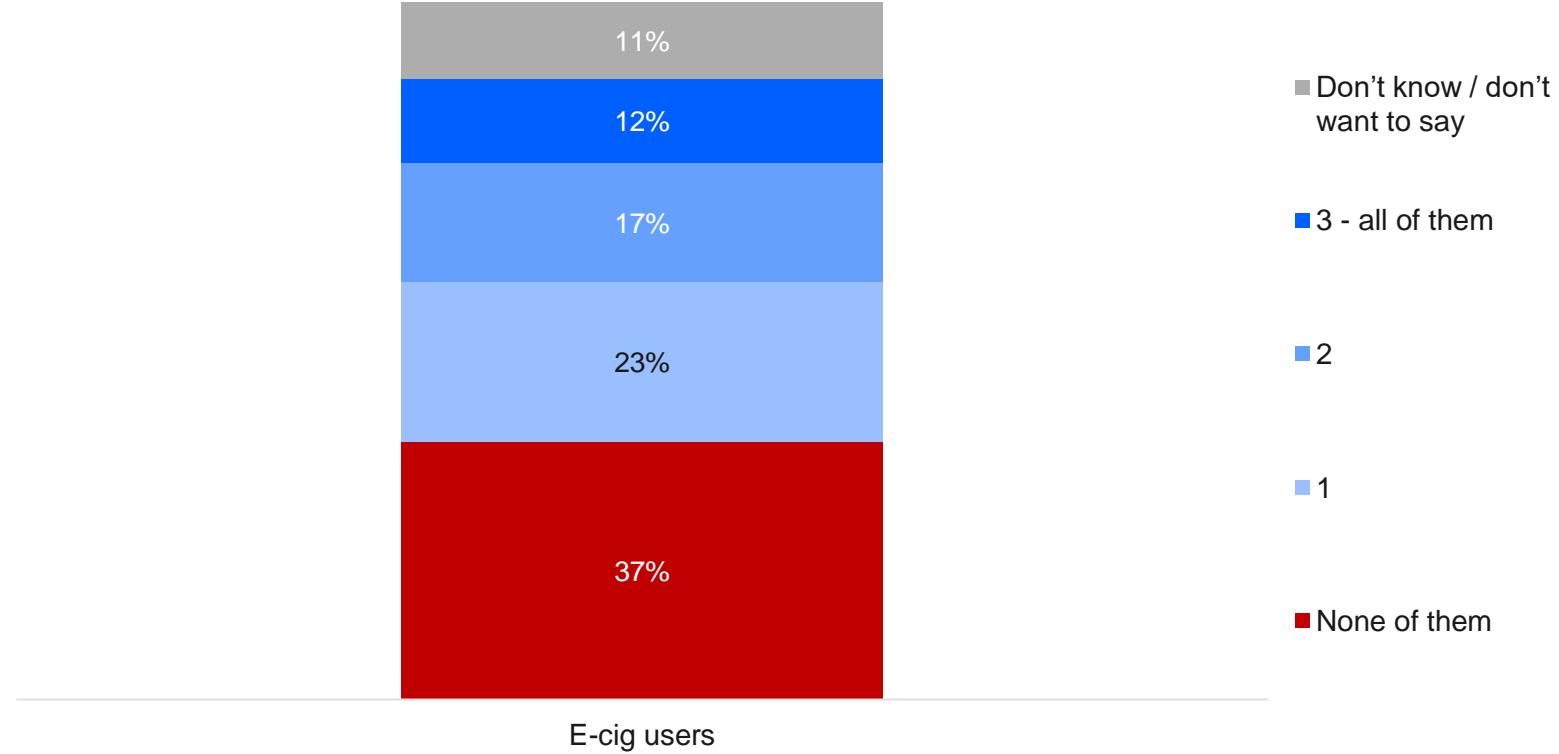


# Members of immediate family who use a heated tobacco product on a regular basis

	<b>Malaysia (n=468)</b>
Mother	1%
Father	9%
Brother or sister	18%
Daughter or son	4%
Other immediate family member	18%
None of my immediate family members	61%

Base: Used an E-cigarette in last 30 day - 468

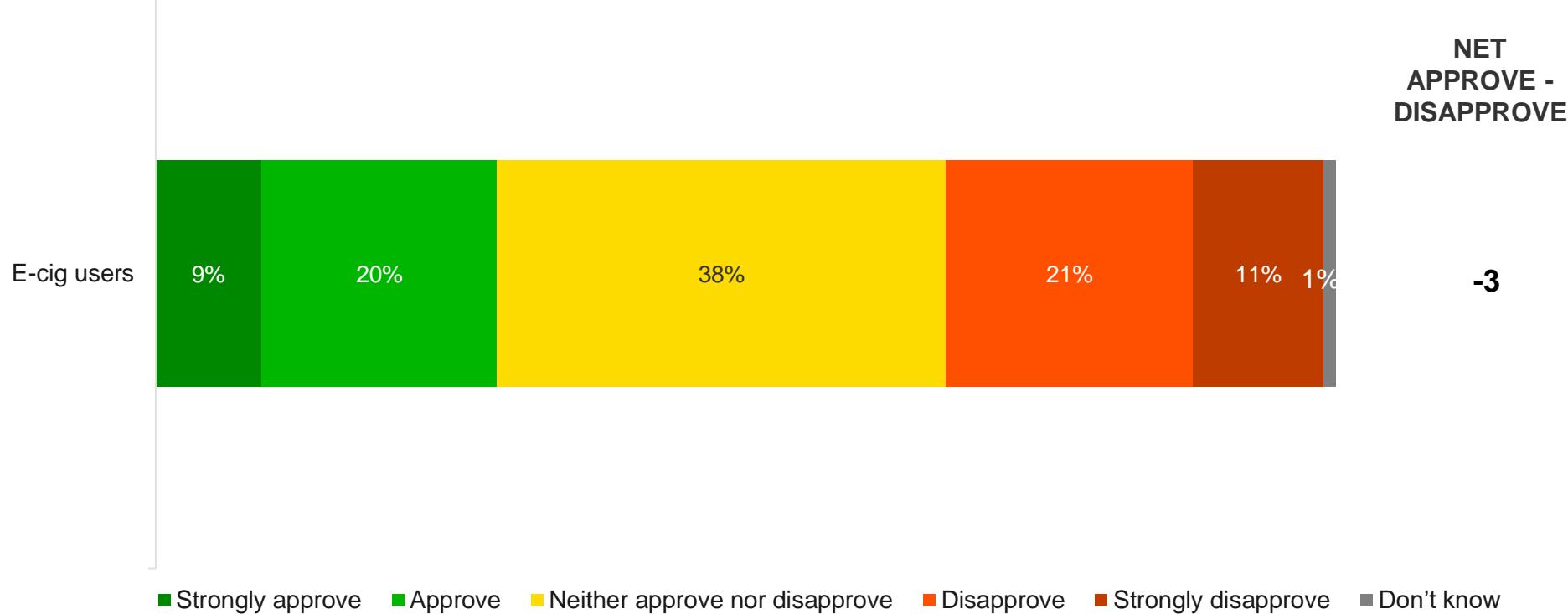
# Among the 3 friends you spend most time with, how many use a heated tobacco product on a regular basis



Base: Used an E-cigarette in last 30 day - 468



# Perceived levels of approval for people who smoke tobacco cigarettes



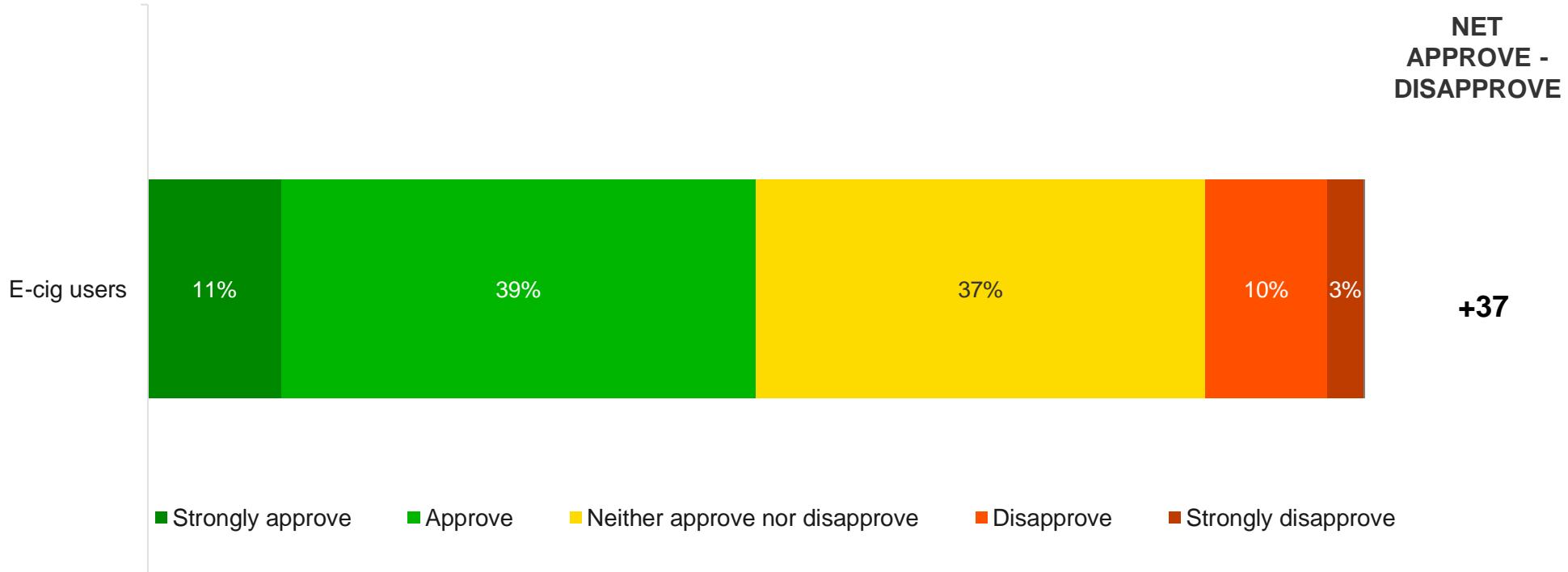
Base: Used an E-cigarette in last 30 day - 468



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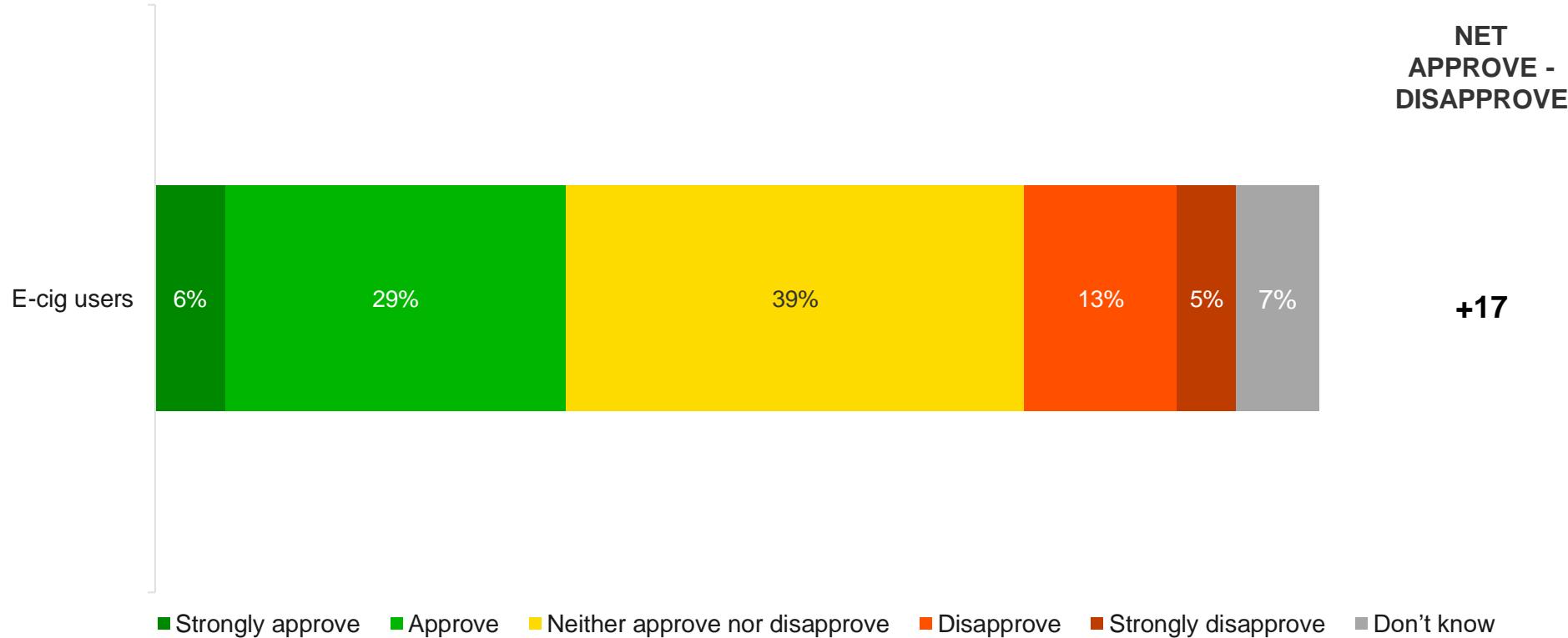
# Perceived levels of approval for people who vape



Base: Used an E-cigarette in last 30 day - 468



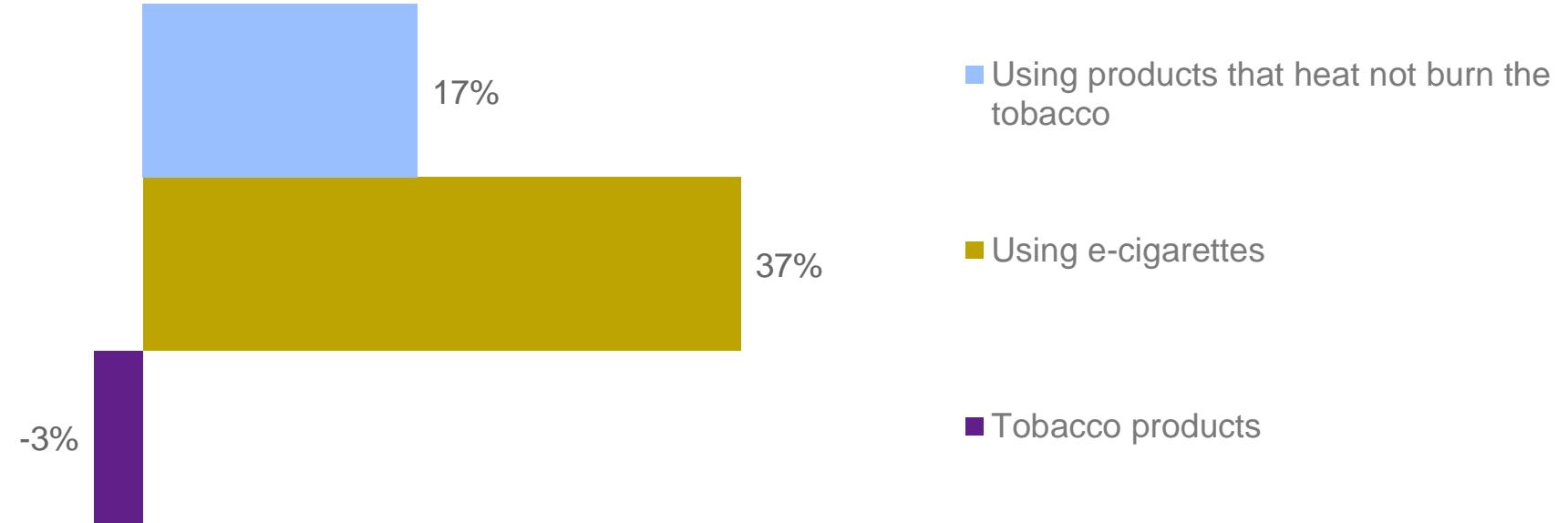
# Perceived levels of approval for people who use heated tobacco products



Base: Used an E-cigarette in last 30 day - 468



## Perceived levels of approval – comparison of net ratings



Base: Used an E-cigarette in last 30 day - 468

The background of the slide features a dark, solid black color. Overlaid on this background are several wisps of red smoke or light, which are thin and translucent, creating a sense of motion and depth. These wisps are concentrated in the upper right and lower left areas of the frame.

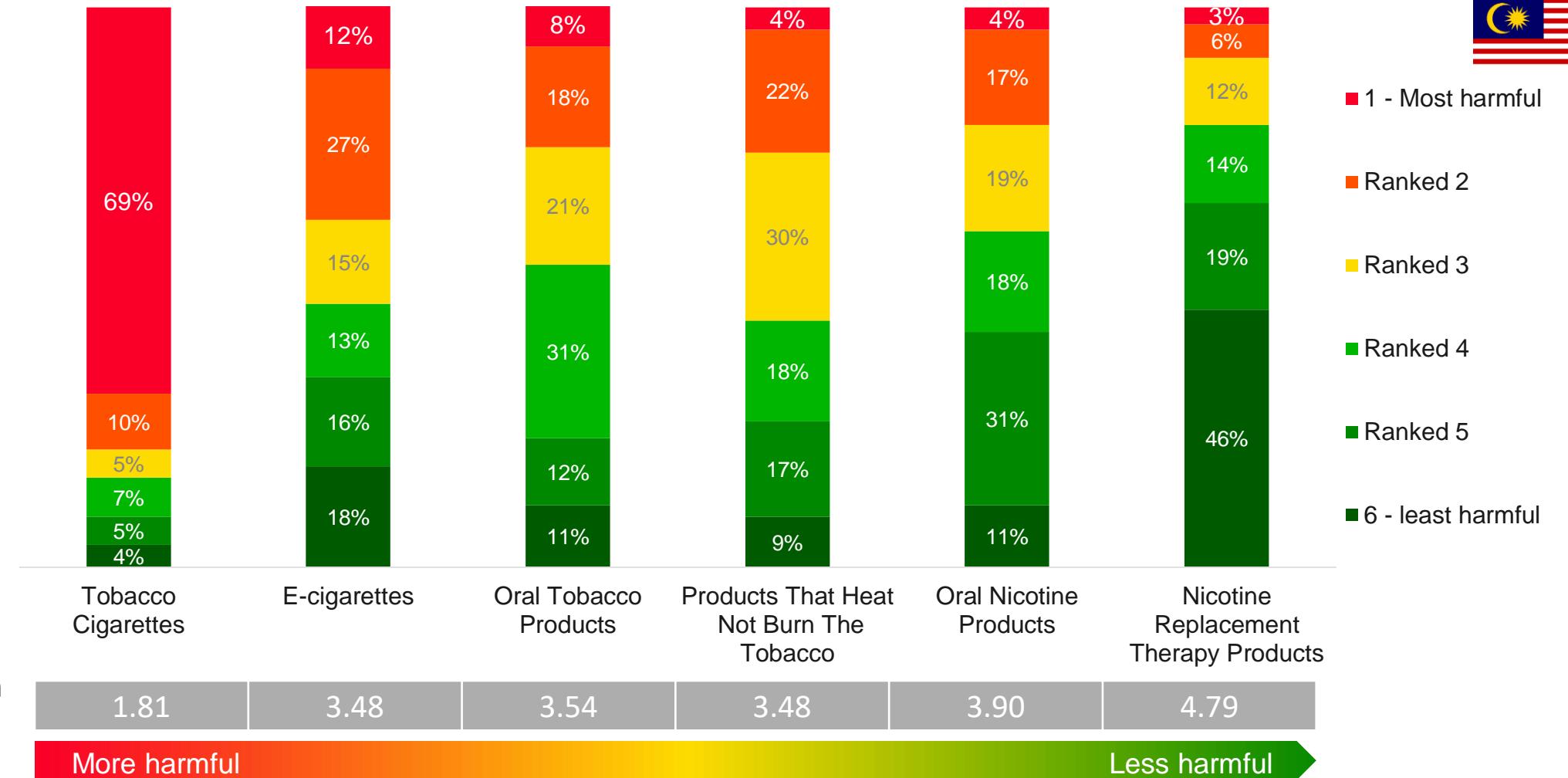
## 6. E-cig users: Regulations



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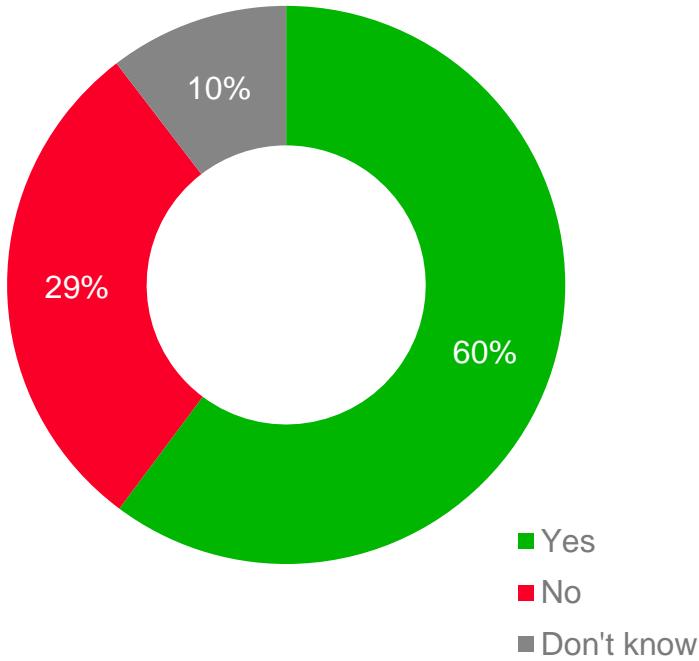
# Ranking of nicotine products by harmfulness



Base: Used an E-cigarette in last 30 day - 468



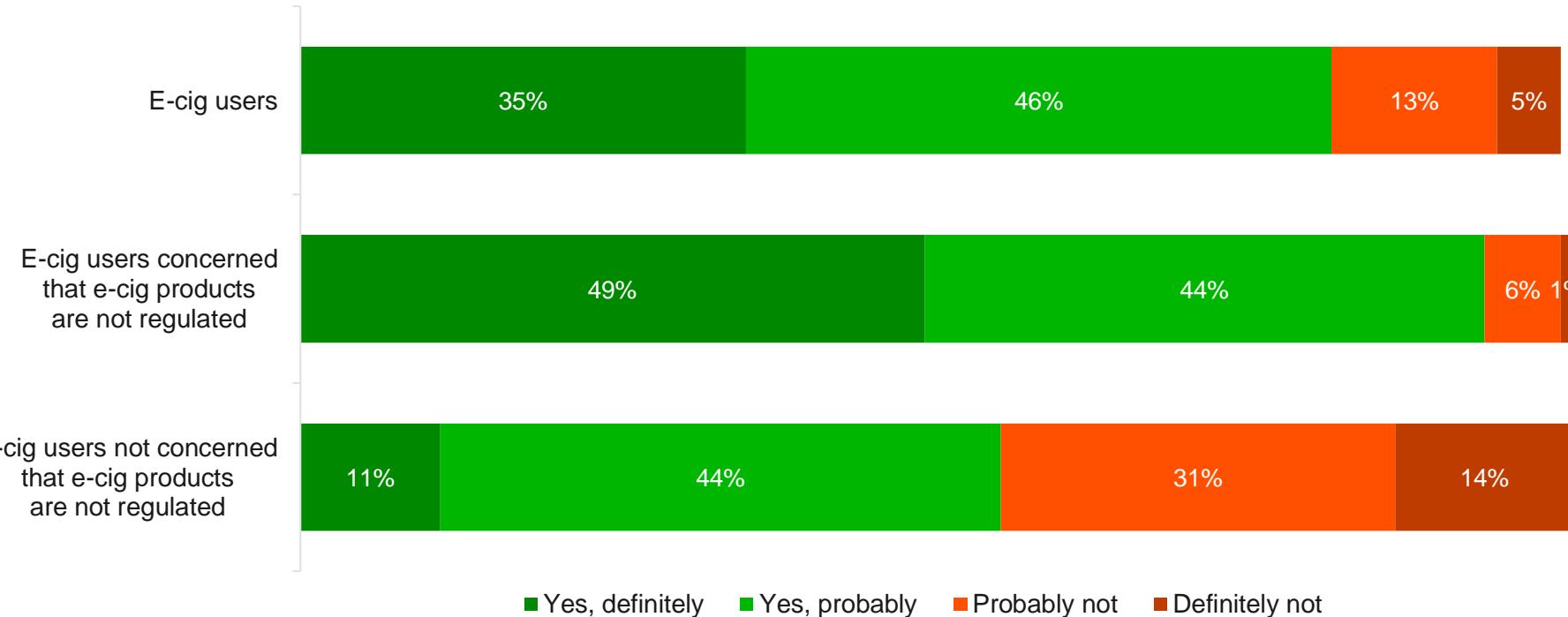
# Concerned e-cigarettes (vape) products are not regulated?



Base: Used an E-cigarette in last 30 day - 468

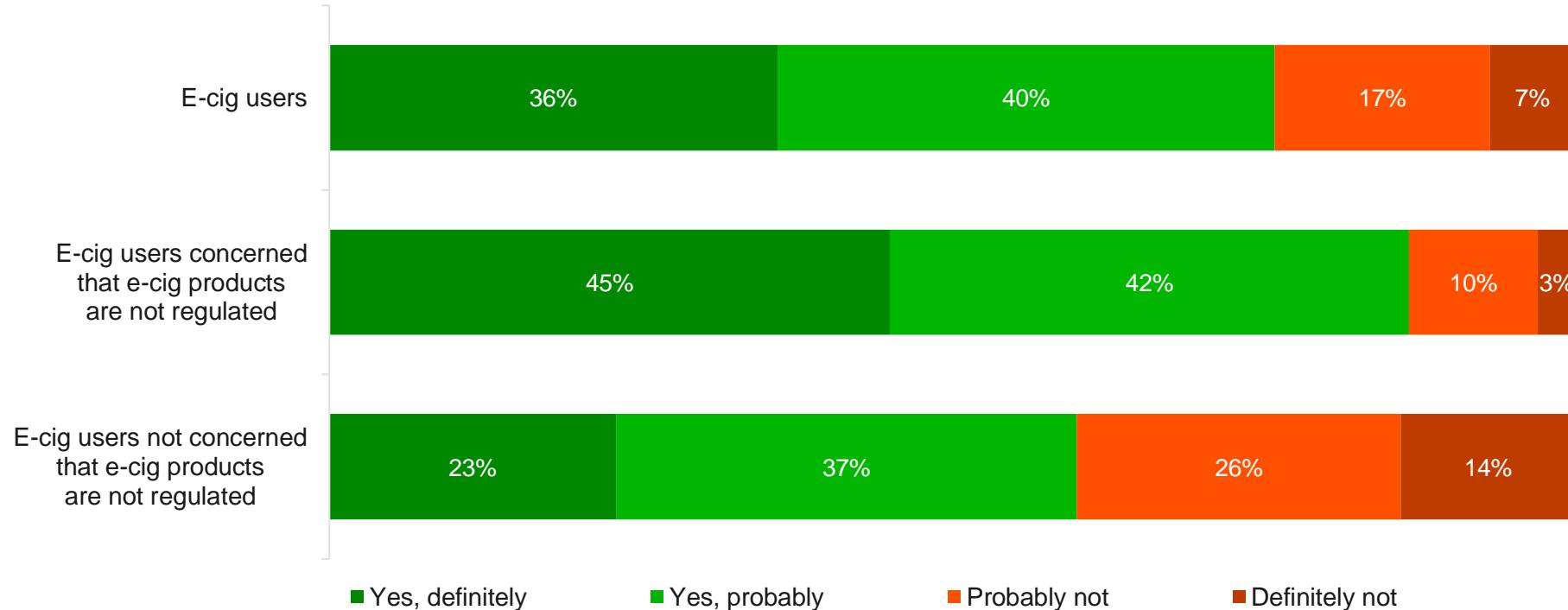


# Support for e-cigarettes regulations



Base (excl. those who answered don't know): Used an E-cigarette in last 30 day – 448, Used an E-cigarette in last 30 day and concerned that e-cig products are not regulated – 281, Used an E-cigarette in last 30 day and not concerned e-cigs are not regulated - 134

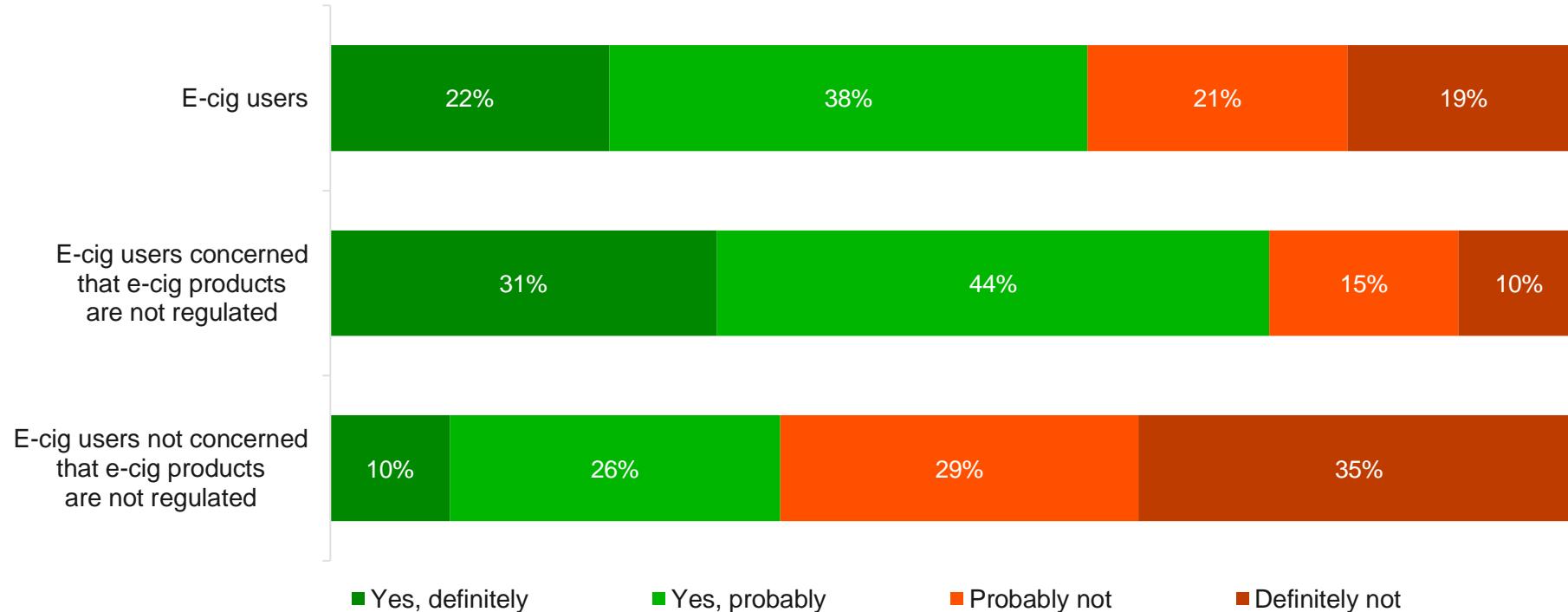
# Support for vape e-liquid containing nicotine to be regulated as a consumer product instead of a medicinal product dispensed by licensed pharmacist



Base (excl. those who answered don't know): Used an E-cigarette in last 30 day – 451, Used an E-cigarette in last 30 day and concerned that e-cig products are not regulated – 283, Used an E-cigarette in last 30 day and not concerned e-cigs are not regulated - 133



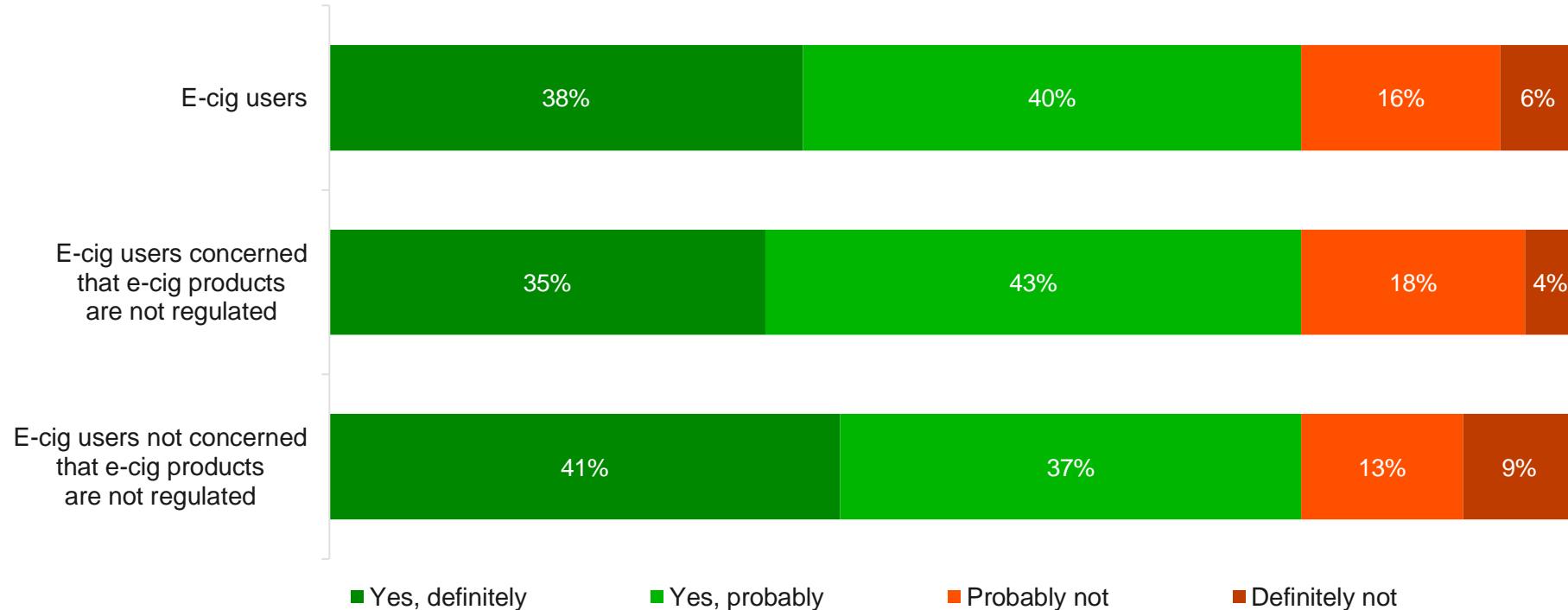
# Support for Government to impose a tax on e liquid used in vape



Base (excl. those who answered don't know): Used an E-cigarette in last 30 day – 452, Used an E-cigarette in last 30 day and concerned that e-cig products are not regulated – 278, Used an E-cigarette in last 30 day and not concerned e-cigs are not regulated - 136

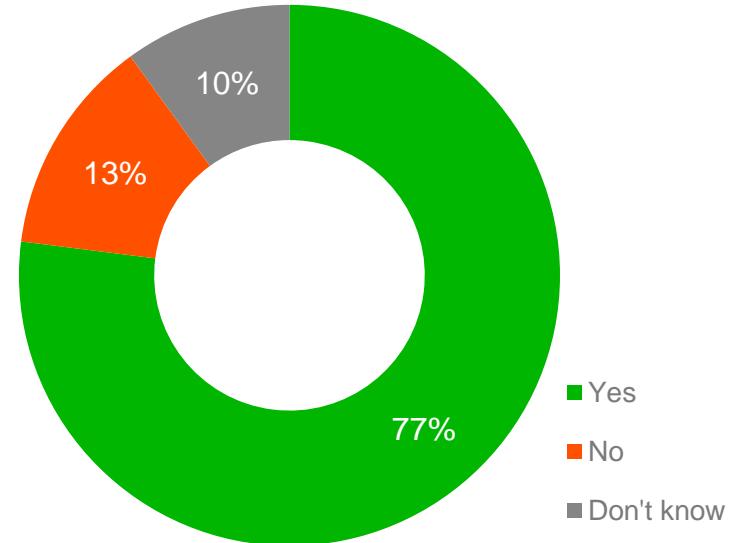


# Agree that the tax rate on the e-liquid is too high?



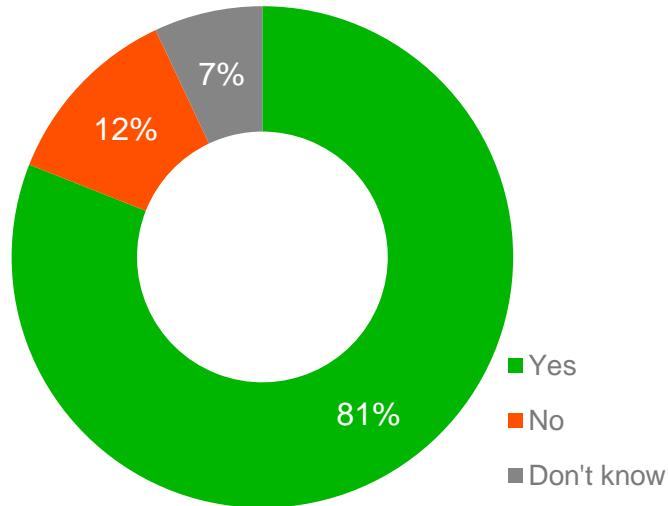
Base (excl. those who answered don't know): Used an E-cigarette in last 30 day – 435, Used an E-cigarette in last 30 day and concerned that e-cig products are not regulated – 270, Used an E-cigarette in last 30 day and not concerned e-cigs are not regulated - 131

# Support for introducing regulations on alternative nicotine products if it had evidence that making these products more available would help smokers switch from tobacco cigarettes



Base: Used an E-cigarette in last 30 day - 468

## Support for Parliament developing a law that ensured that vapes were regulated to ensure that they were not defective and were not sold to minors?



Base: Used an E-cigarette in last 30 day - 468

A dark background featuring wispy, translucent purple smoke or steam swirling across the frame.

## 6. Oral tobacco users

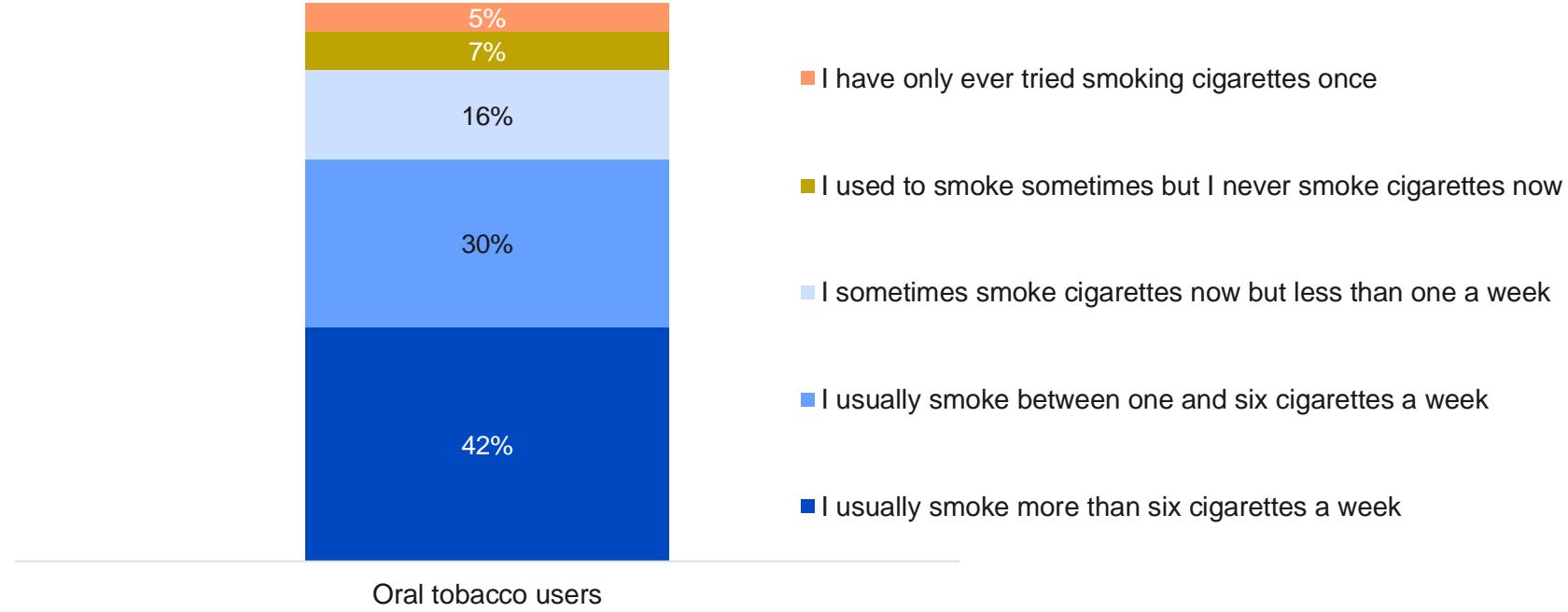


# Products used in last 30 days – combinations of products used

	Used an e-cigarette (vaped)	Used a product that heats but does not burn the tobacco	Used an oral tobacco product
Used an e-cigarette (vaped)	100%	98%	76%
Used a heated tobacco product	42%	100%	63%
Used an oral tobacco product	22%	43%	100%

Base: Used E-cig in last 30 days – 468 , used a product that heats but does not burn the tobacco in last 30 says – 199, used an oral tobacco product in last 30 days – 136

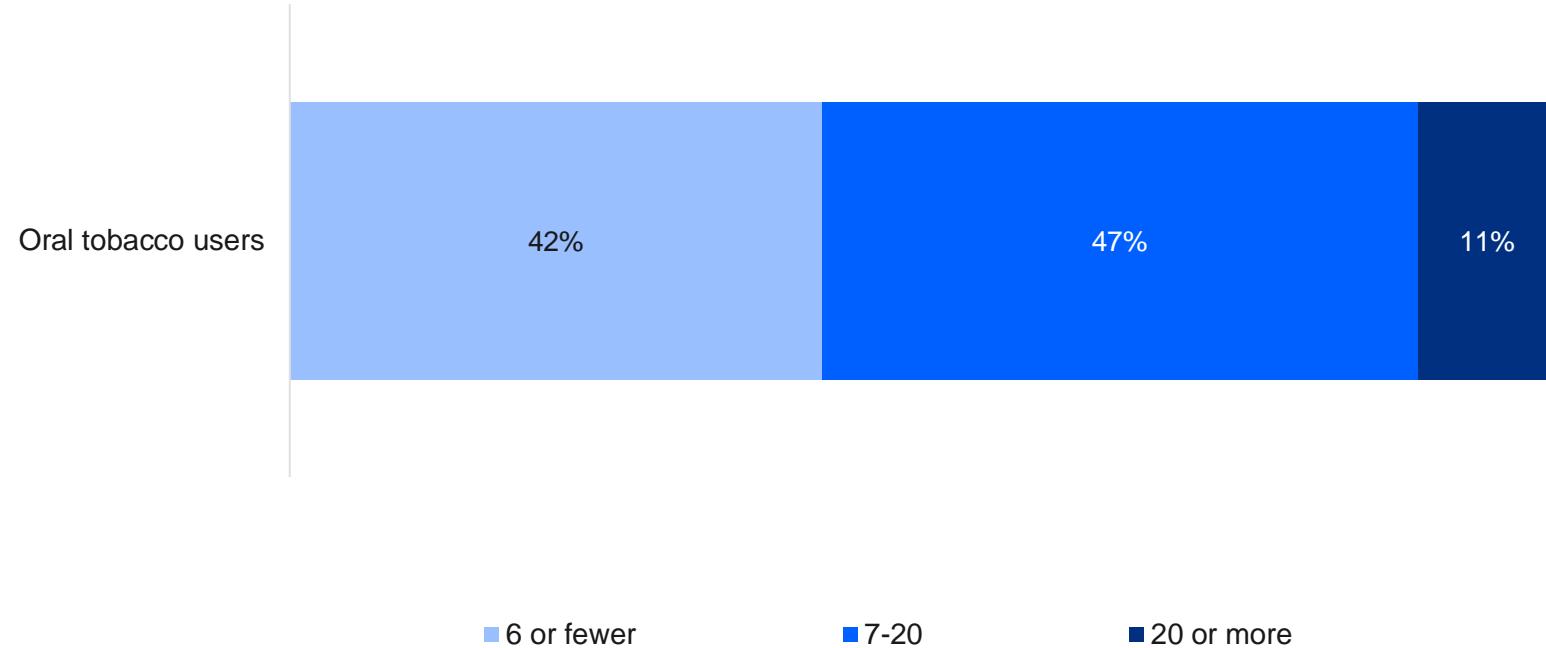
# Frequency of smoking cigarettes (“tobacco rolled in paper for smoking”)



Base: Used an oral tobacco product in last 30 day - 136



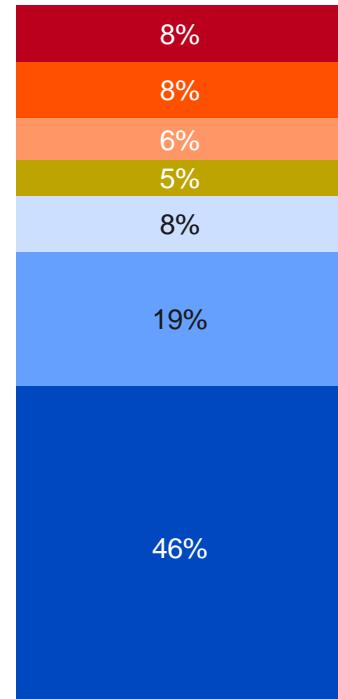
## Number of cigarettes normally smoke per day



Base: smoke cigarettes at least once a week and used an oral tobacco product in last 30 days – 98



# Frequency using e-cigarettes (vaping)



Oral tobacco users

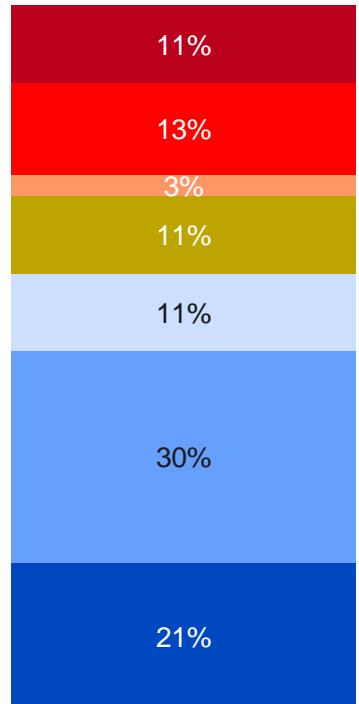
Use weekly	65%
Currently use	78%

- I have never used an e-cigarette
- I have only tried an e-cigarette once or twice
- I used to use e-cigarettes, but I never use them now
- I use e-cigarettes sometimes, but no more than once a month
- I use e-cigarettes more than once a month, but less than once a week
- I use e-cigarettes more than once a week but not every day
- I use e-cigarettes every day

Base: Used an oral tobacco product in last 30 day - 136



# Frequency using heated tobacco products



Oral tobacco users

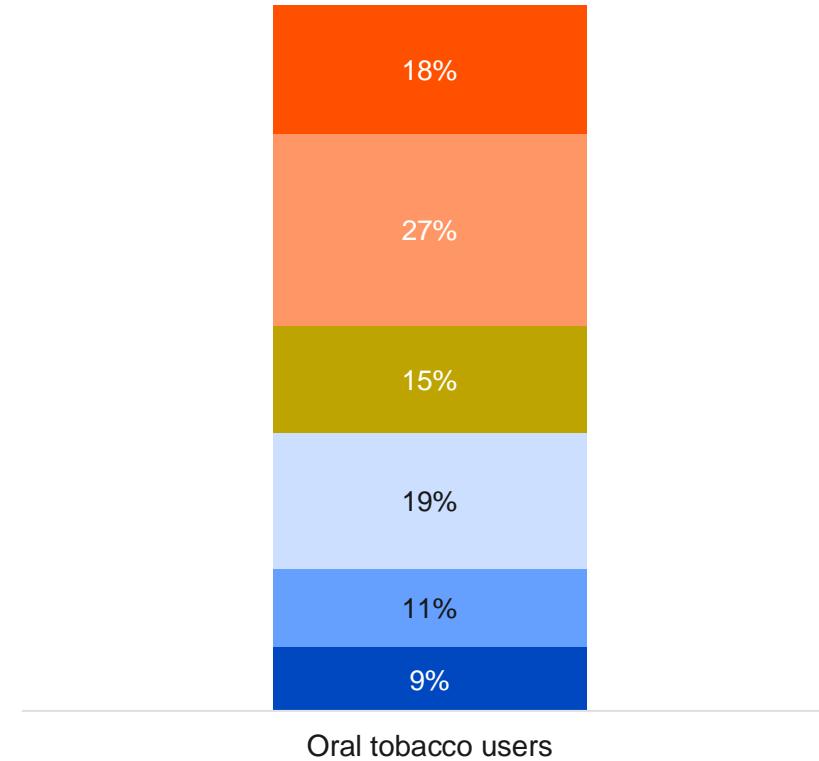
Use weekly	51%
Currently use	73%

- I have never used a heated tobacco product
- I have only tried a heated tobacco product once or twice
- I used to use heated tobacco products, but I never use them now
- I use heated tobacco products sometimes, but no more than once a month
- I use heated tobacco products more than once a month, but less than once a week
- I use heated tobacco products more than once a week but not every day
- I use heated tobacco products every day

Base: Used an oral tobacco product in last 30 day - 136



# Frequency using oral tobacco products



- I have only tried an oral tobacco product once or twice
- I used to use oral tobacco products, but I never use them now
- I use oral tobacco products sometimes, but no more than once a month
- I use oral tobacco products more than once a month, but less than once a week
- I use oral tobacco products more than once a week but not every day
- I use oral tobacco products every day

Use weekly	20%
Currently use	54%

Base: Used an oral tobacco product in last 30 day - 136



# Reasons for using oral tobacco products

	Oral tobacco users
To relax	28%
To help you to cut down the amount you smoke	26%
To protect others from second hand smoke	24%
To use in places where you can't smoke	24%
To help you to stop smoking entirely	23%
To save money	21%
The taste	19%
For enjoyment	19%
Was suggested by a friend	15%
The smell	15%
For health reasons	14%
Less harmful for the environment	12%
Advised by a health professional	10%
More sociable	9%

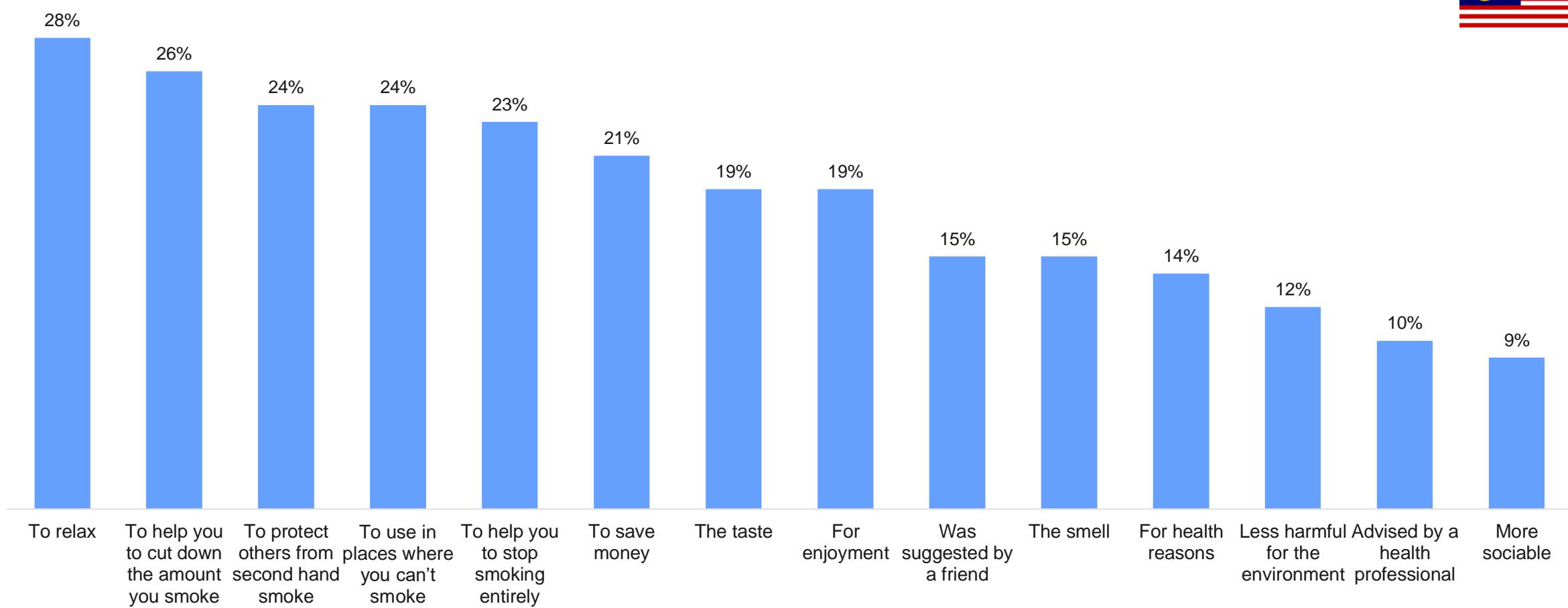
Base: Currently using an oral tobacco product - 108



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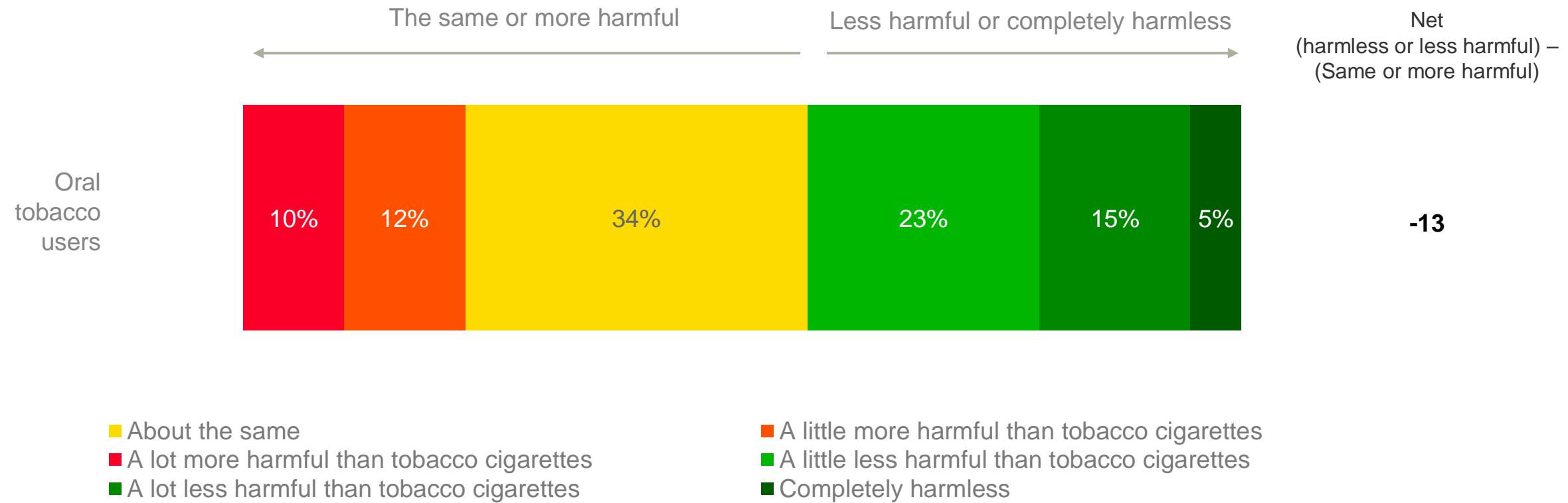
## Reasons for vaping using oral tobacco products



Base: Currently using an oral tobacco product - 108



# Perception of whether oral tobacco products are any more or less harmful than tobacco cigarettes



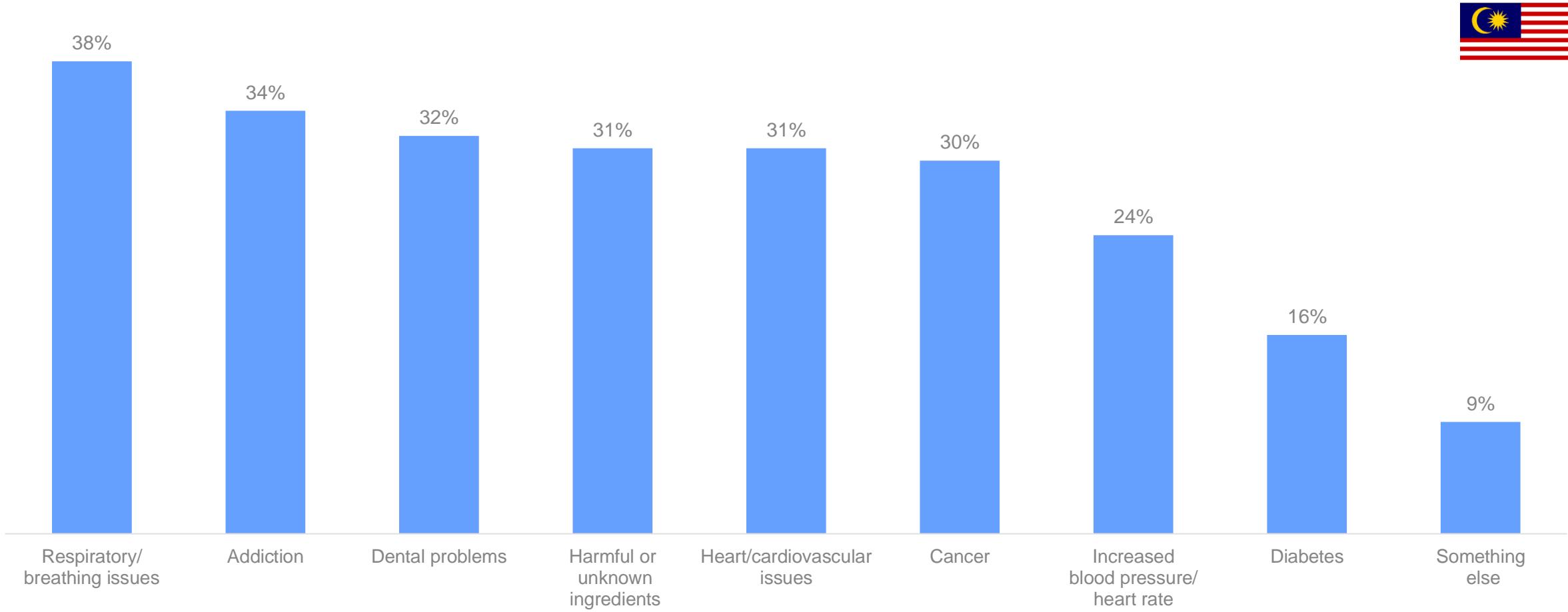
Base (Excl. those who answered don't know): Used an oral tobacco product in last 30 day - 130



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# Perceived potential health risks of oral tobacco products



Base: Used an oral tobacco product in last 30 day (Excl those who answered "completely harmless" / "don't know" when asked if oral tobacco more or less harmful than tobacco to the person using them) -  
123

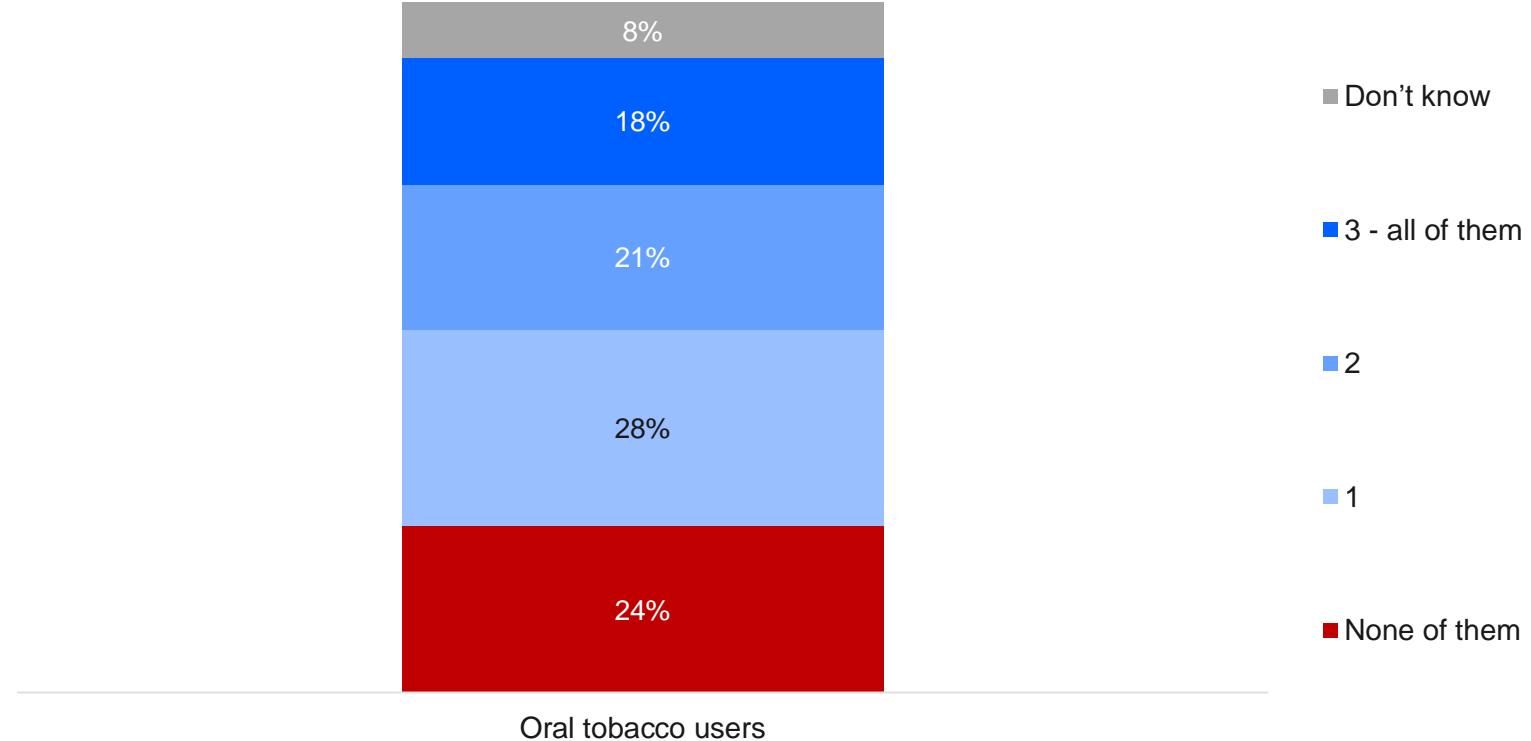


# Members of immediate family who use an oral tobacco product on a regular basis

	Oral tobacco users
Mother	4%
Father	24%
Brother or sister	21%
Daughter or son	4%
Other immediate family member	21%
None of my immediate family members	44%

Base: Used an oral tobacco product in last 30 day - 136

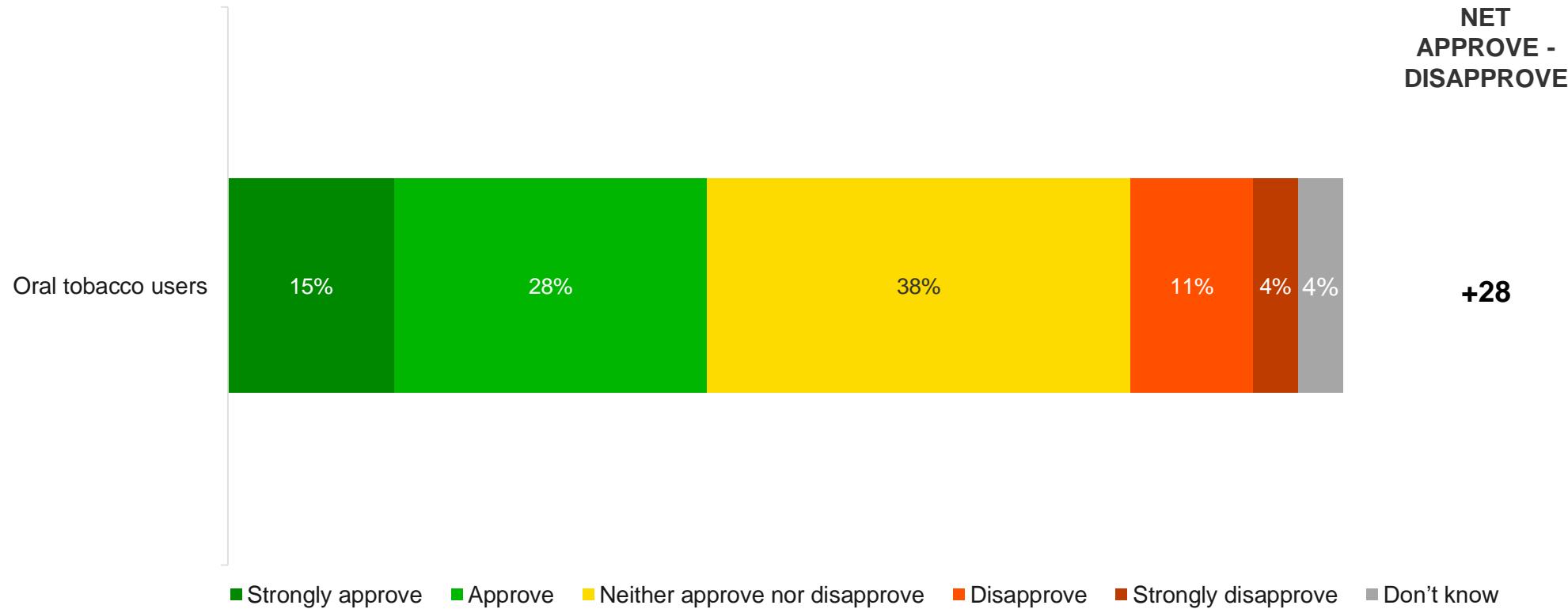
# Among the 3 friends you spend most time with, how many use an oral tobacco product on a regular basis?



Used an oral tobacco product in last 30 day - 136



# Perceived levels of approval for people who use oral tobacco products



Used an oral tobacco product in last 30 day - 136