



NEWS RELEASE

88% EX-SMOKERS SAY VAPE HELPED THEM QUIT

KUALA LUMPUR, 8 April 2020 – A survey commissioned by **Malaysian Vape Industry Advocacy (MVIA)**, revealed that 88% of Malaysian vapers who used to smoke cigarettes have successfully quit smoking with the aid of vape.

The same poll also found that 79%, who currently vape and also smoke traditional cigarettes at the same time, have reduced smoking since taking up vape and 66% of current smokers will start vaping or continue to vape to quit smoking completely.

These revelations came from the *Malaysian Insights & Perspectives on Vape* survey, a recent opinion poll commissioned by MVIA and conducted by Green Zebras, a leading market research company in Malaysia.

Rizani Zakaria, President of Malaysian Vape Industry Advocacy said, “The results are in line with many international studies by established public health experts that have clearly shown vaping as an effective tool to help smokers quit cigarette smoking and is a much less harmful alternative. The recent findings from Public Health England (PHE), a UK health agency for example, is a clear evidence that points to the effectiveness of vape products in successful smoking cessation.”

“These findings have driven many governments around the world to launch nationwide awareness campaigns to encourage smokers to quit by switching to vape. In the UK, the Government has an annual *Stoptober* campaign in the month of October to urge smokers to switch to vape. More recently, the New Zealand Government also launched a *QuitStrong* campaign to do the same.”

The survey also indicates that 56% of Malaysians overall are saying that the number of people vaping has increased in the past few years and the top reason contributing to this is because vaping is perceived as less harmful than cigarette smoking (59%).

“This is the key factor why many quit smoking and switch to vaping and PHE has cited that vaping is 95% less harmful than smoking cigarettes. PHE’s findings have also been supported by numerous international public health agencies and experts.”

“There is a real need for the Malaysian Government to recognise the benefits of vaping, especially the potential that it has to help smokers to quit cigarette smoking by switching to a less harmful product. As it stands, the vape products is still unregulated and we believe it is time for the Government to look into introducing regulations on the products and adopt policies that would encourage smokers to switch to vaping that is less harmful,” concluded Rizani.



With the objective of understanding Malaysian's perception on vaping, the *Malaysian Insights & Perspectives on Vape* survey delved into the opinions of the local population on the economic impact of vaping as well as their thoughts on vaping as a method to help smokers quit smoking. This survey comprised of a sample size of 1,025 Malaysian adults and is reflective of the perception of all Malaysian adults nationwide.

About Green Zebras

Green Zebras is a unique boutique market research agency in Malaysia that offers insightful quantitative and qualitative market research solutions. The firm consists of a network of senior professionals drawn from big market research companies, big brands, and academia. Green Zebras offers an evolving assortment of traditional, alternative, and digitally driven market research solutions from all over the world.

About Malaysian Vape Industry Advocacy (MVIA)

MVIA is a non-profit advocacy group that supports Malaysian vape entrepreneurs and businesses. It aims to represent the Malaysian vape industry and provide a voice for the industry with government bodies, regulators, enforcement agencies and other interested parties.