National Survey on Tobacco related issues 2025

April 2025

Prepared by Merdeka Center for Opinion Research

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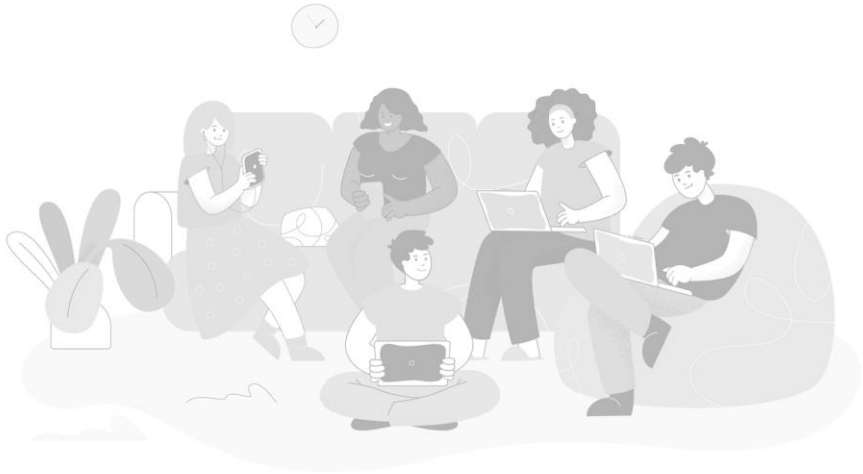


Methodology of Survey

- **1,210** respondents aged 18 and above were interviewed via telephone (fixed and mobile lines)
- The survey respondents are from all states across Peninsular Malaysia includes Sabah and Sarawak
- Respondents were selected through random stratified sampling method along the lines of ethnicity, gender, age and states.
- Almost all of the constituencies (**14** states and across **222** parliament constituencies) were surveyed and the selection of the respondents are proportional with respect to the population in each parliament constituency.
- Respondents were interviewed in their own language of preferences
- Survey margin of error estimated at **±2.82%**
- The survey was conducted on **27 Mac – 17 April 2025**



Respondent Profile

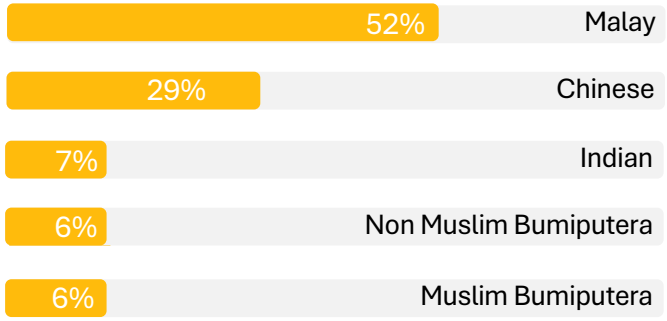
Gender



50% Male

50% Female

Ethnicity



Education Level



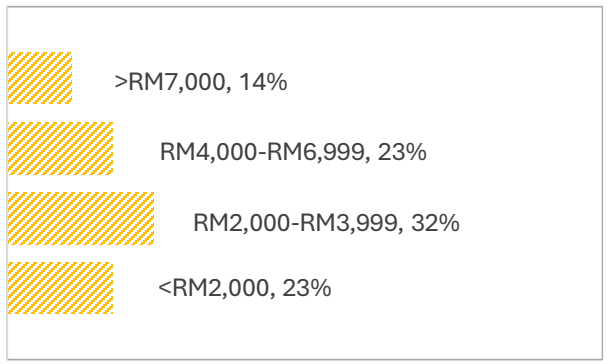
8% No Formal Education/ Primary School

38% Secondary School

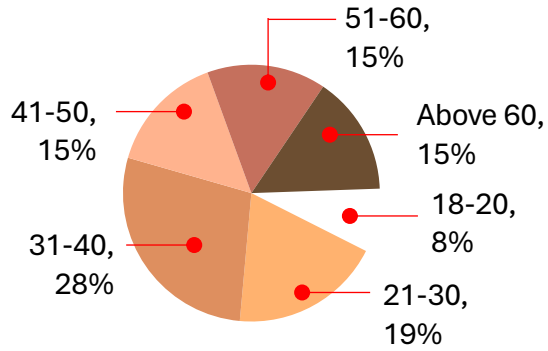
26% Diploma & Equivalent

28% Degree & Above

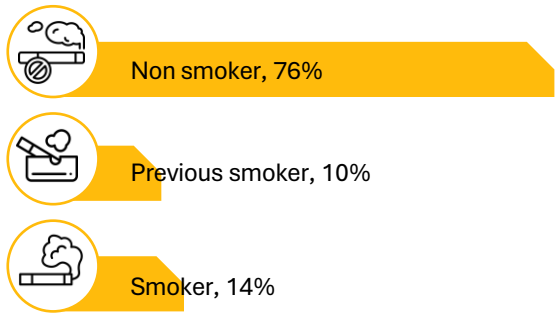
Income level



Age Group



Smoker



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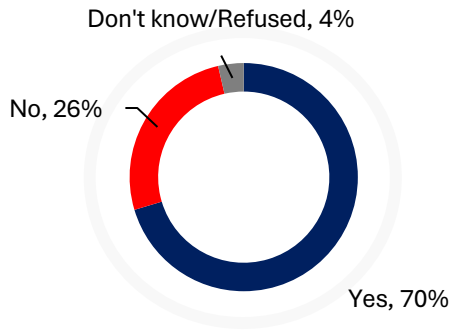
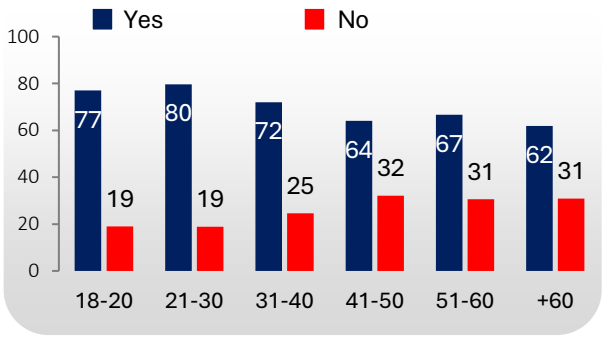
Illicit Trade of Tobacco Products is a National and Regional Concern

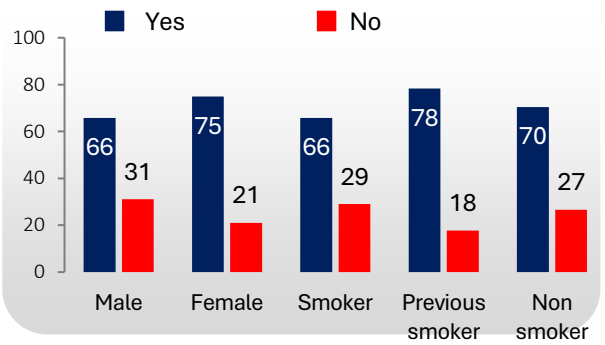
Level of Tabacao Illicit Trade



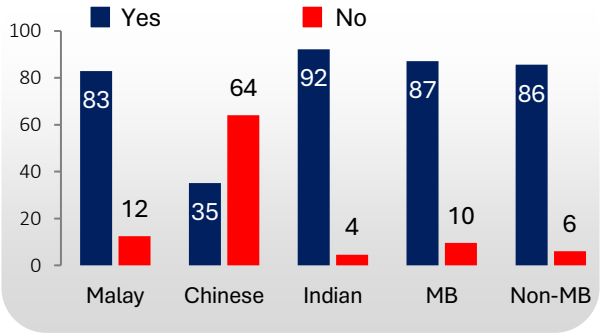
Age Group



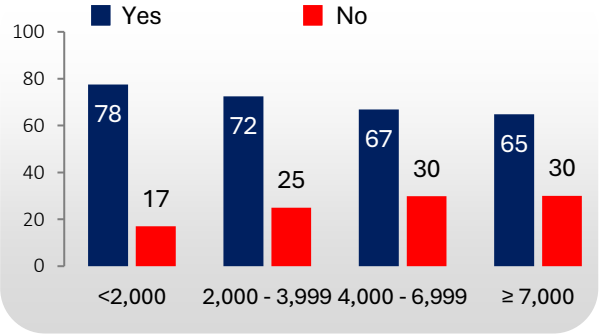
Gender/ Smoker



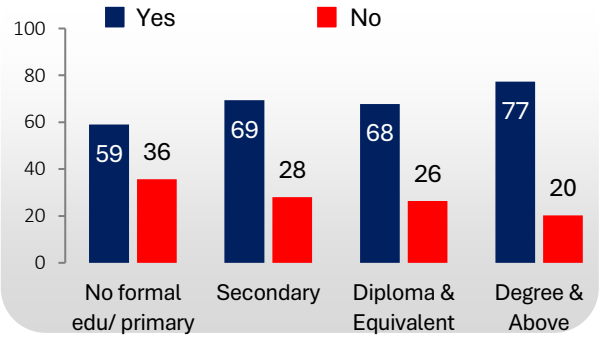
Ethnicity



Income Level



Education Level



Q: Are you concerned about the level of tobacco illicit trade in Malaysia?

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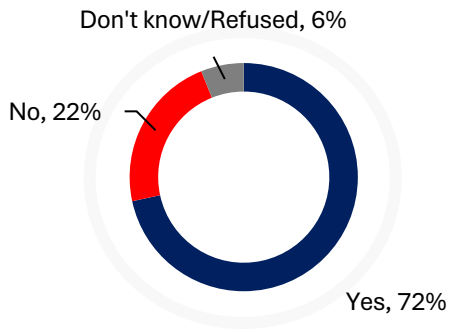
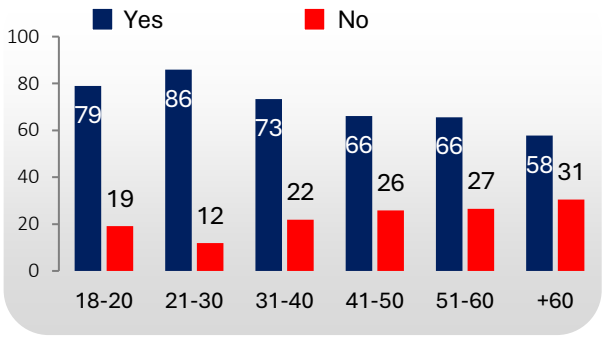
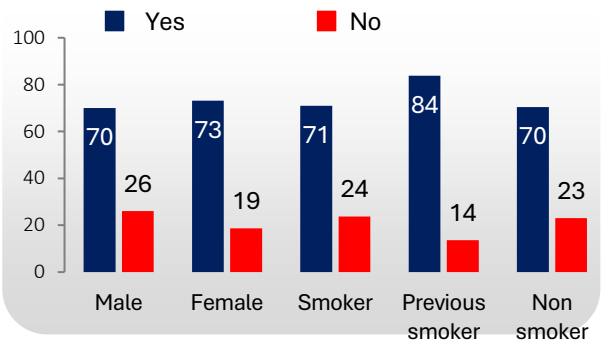
Consideration Level of Illicit Trade



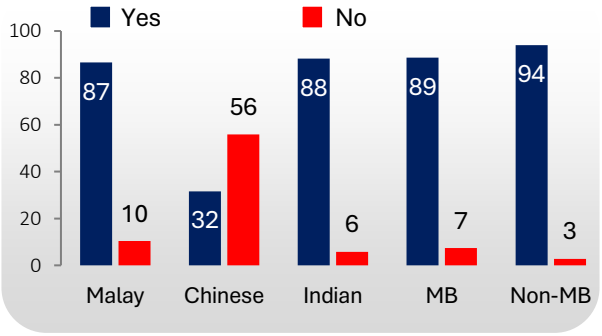
Age Group



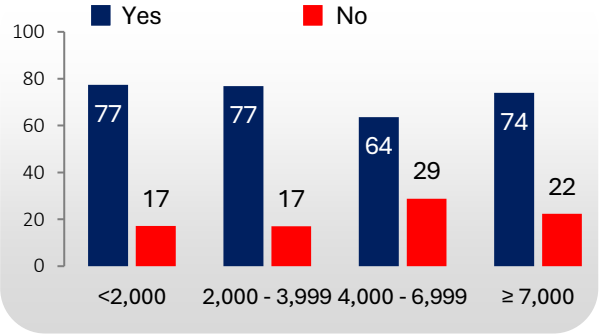
Gender/ Smoker



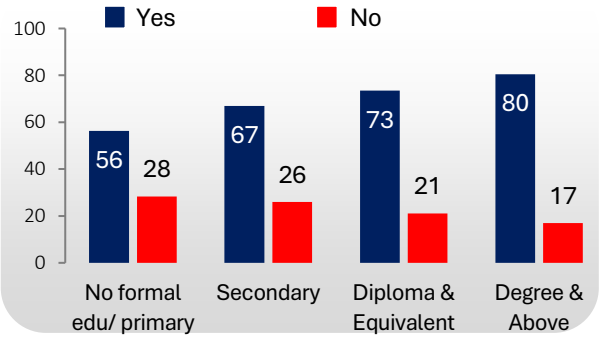
Ethnicity



Income Level



Education Level



Q: Should the Government take into consideration the high level of illicit trade whilst making decisions about tax levels?

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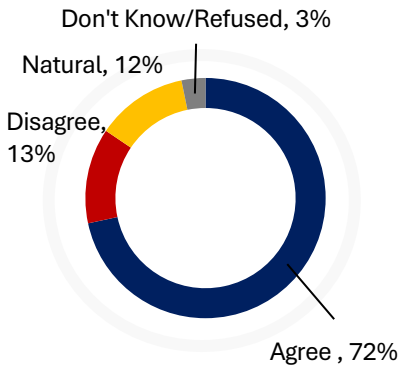
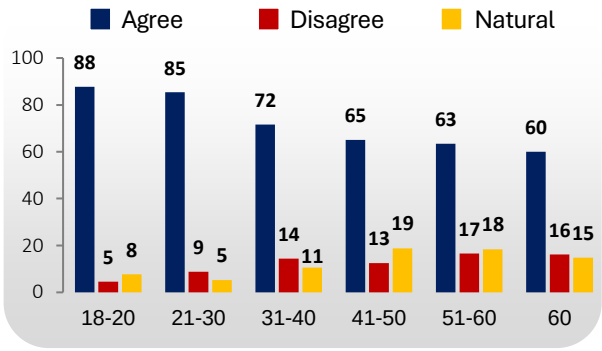
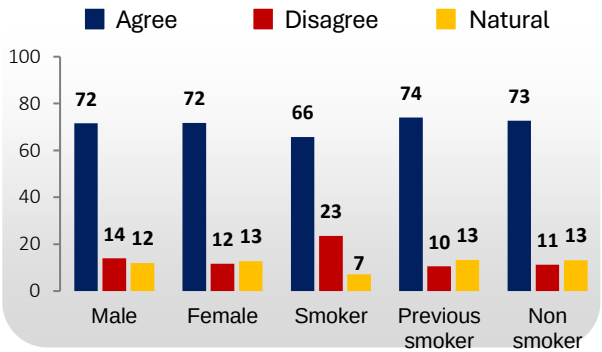
Tackling Illicit Trade



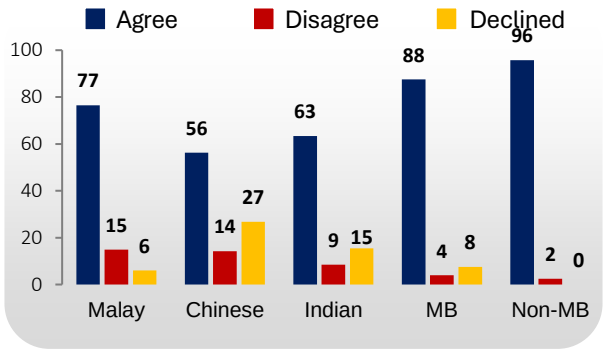
Age Group



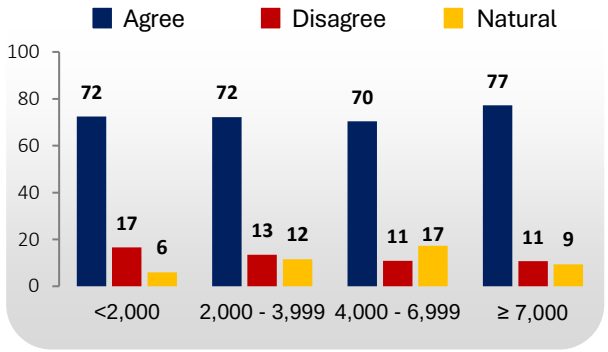
Gender/ Smoker



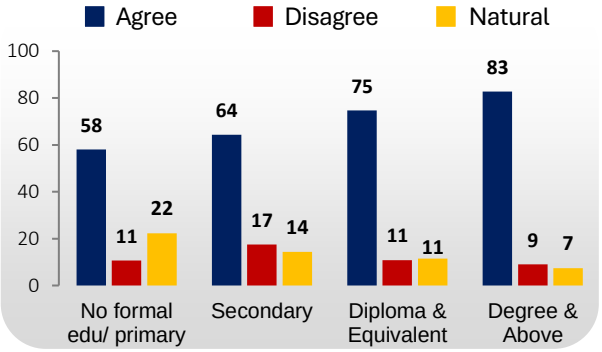
Ethnicity



Income Level



Education Level



Q: Based on this do you agree or disagree with the following statement: Malaysia as chair of ASEAN this year should prioritise tackling illicit trade through providing leadership on excise tax reform for moderate and systematic increases, and stronger enforcement across the region?

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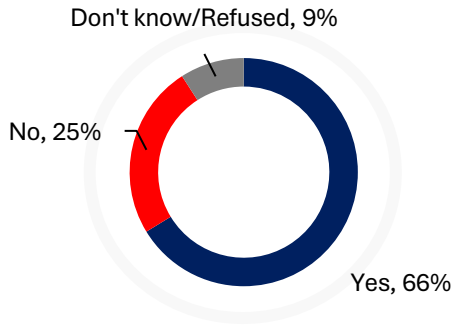
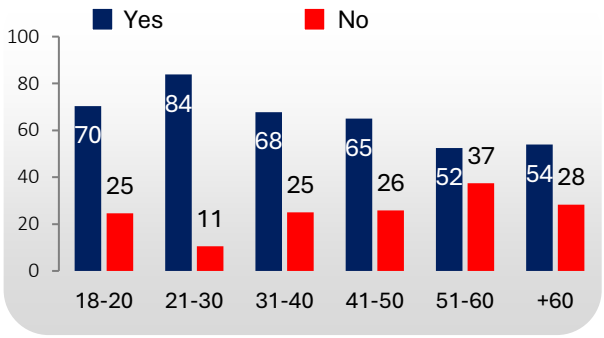
Support For Moderate and Predictable Tax Increases

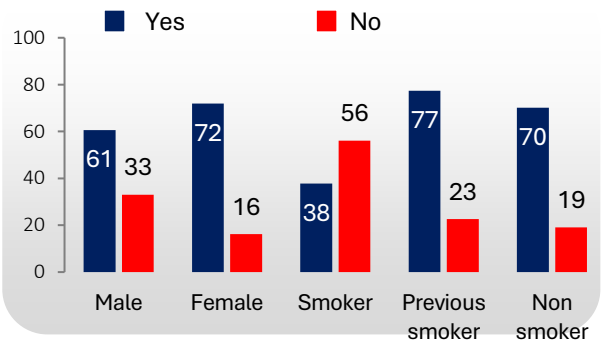
Raises of Taxes on Cigarettes



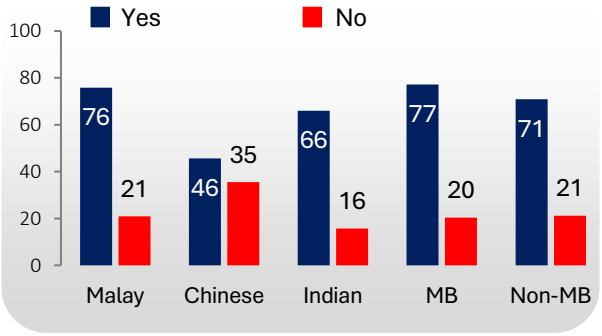
Age Group



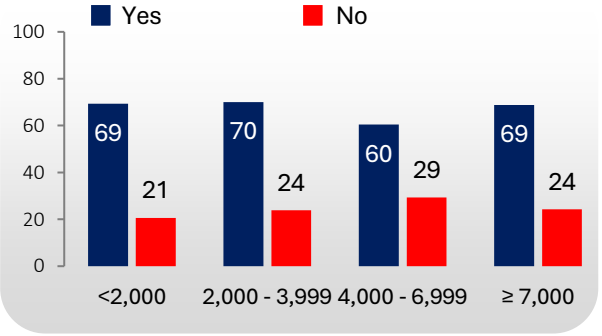
Gender/ Smoker



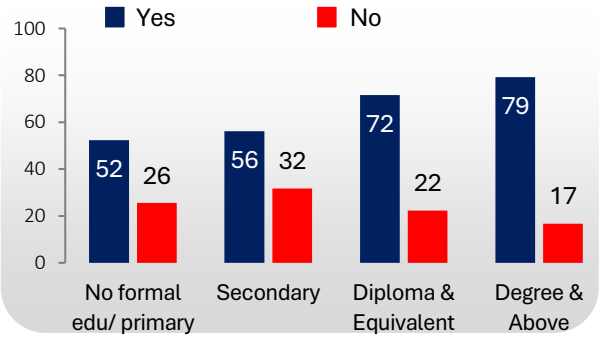
Ethnicity



Income Level



Education Level



Q: Do you think taxes on cigarettes should be increased?

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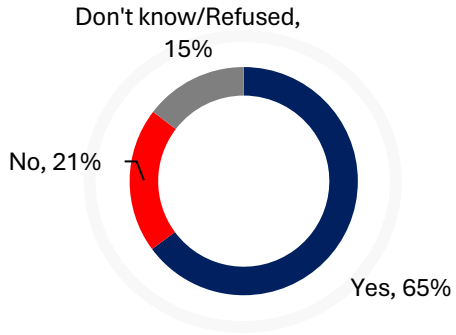
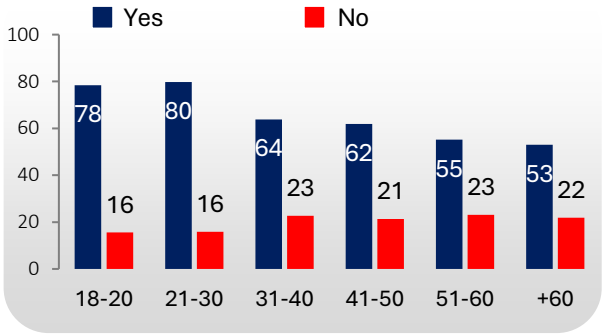
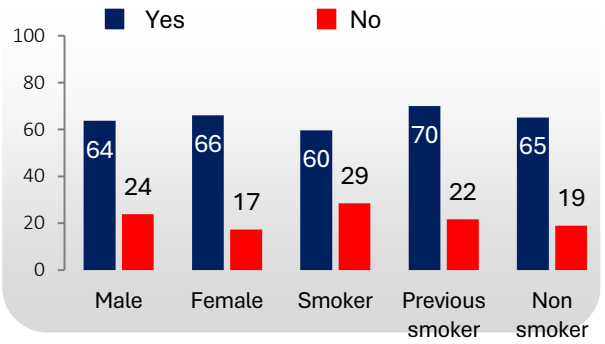
Multi-year Tax Calendar



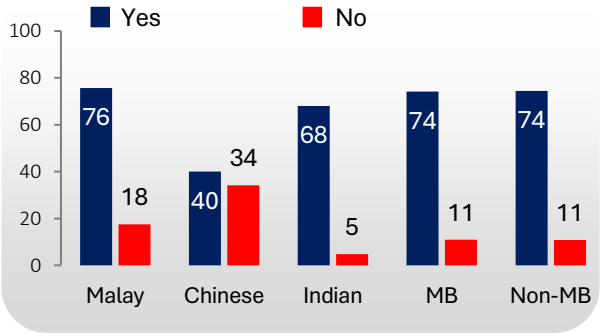
Age Group



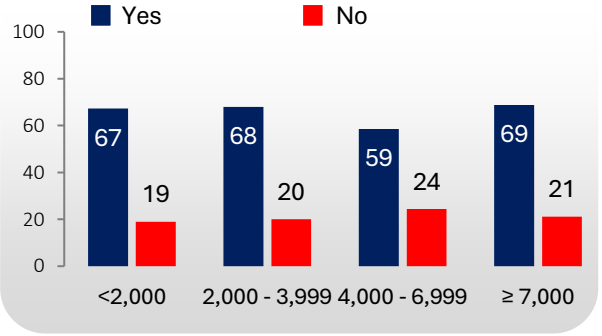
Gender/ Smoker



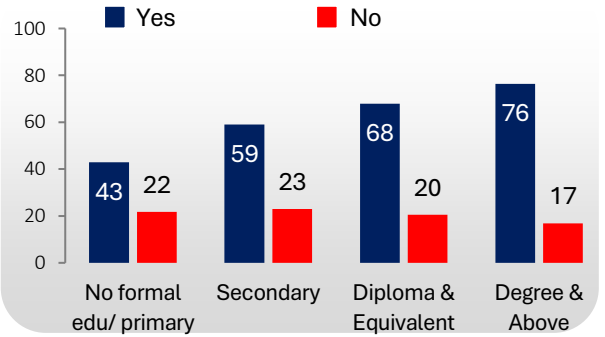
Ethnicity



Income Level



Education Level



Q: Do you believe that the government should introduce a multi-year tax calendar for excise tax increases in a moderate and systematic way as advised by the experts, in the interest of a more stable national budget?

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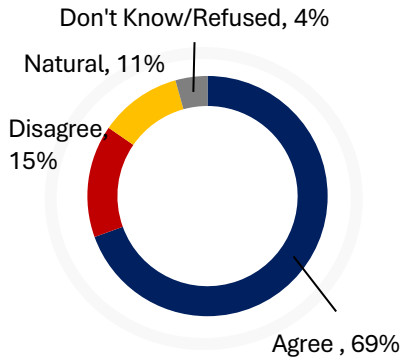
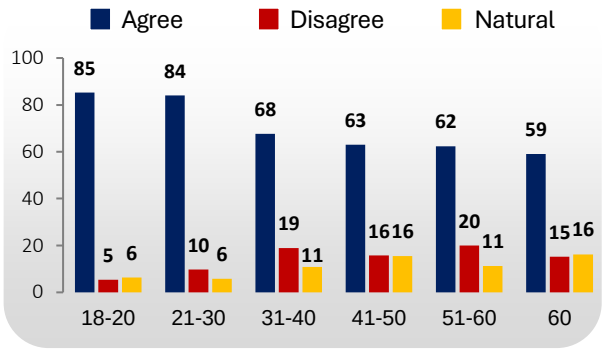
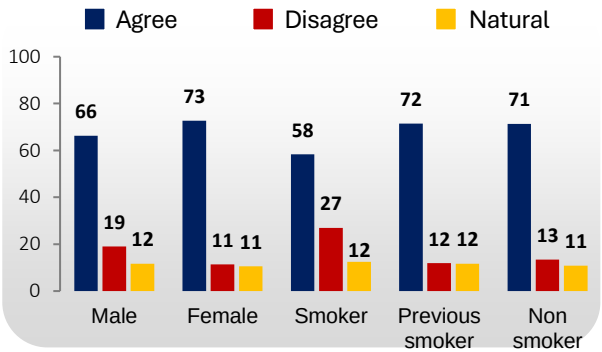
Prevention the Growth of Illicit Trade



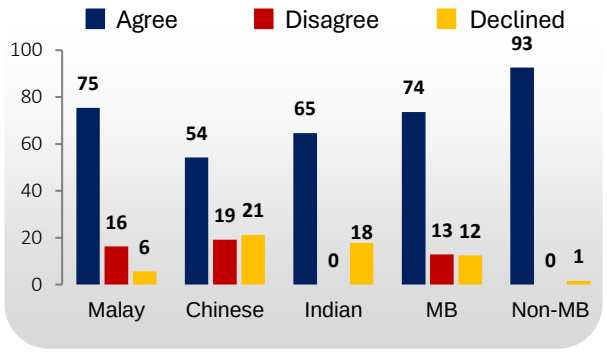
Age Group



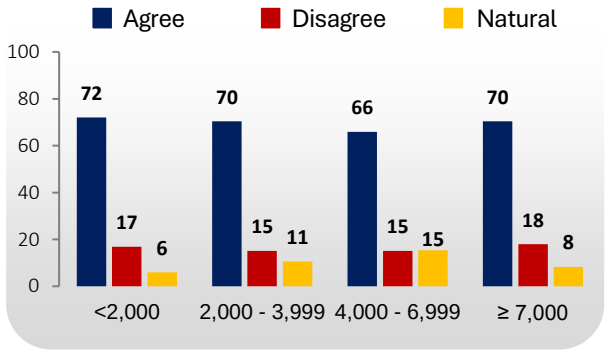
Gender/ Smoker



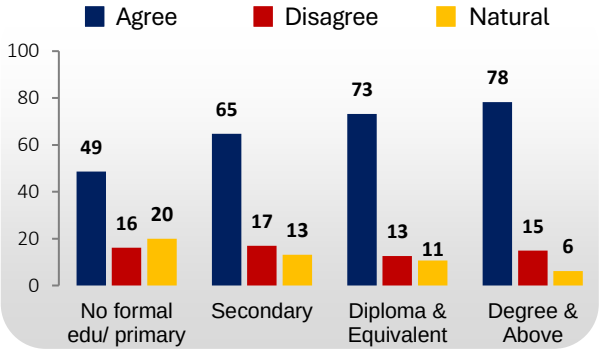
Ethnicity



Income Level



Education Level



Q: Do you agree or disagree with the following statement: If the Government increases the excise taxes on tobacco in a moderate and systematic way as advised by the experts, this will prevent the growth of illicit trade, increase tax revenue, and mitigate the impact of illicit trade on local business and economy?

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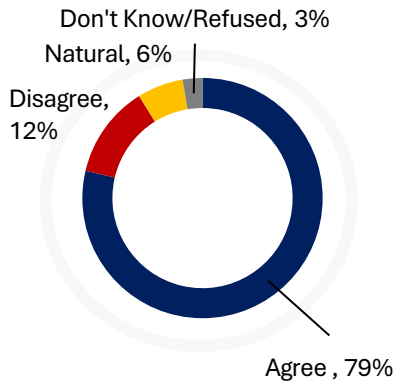
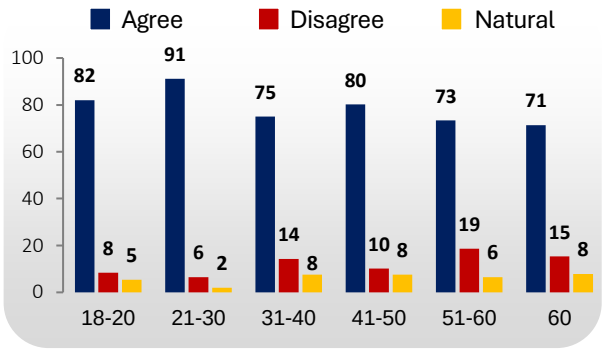
Tax Revenue Should Support Public Services

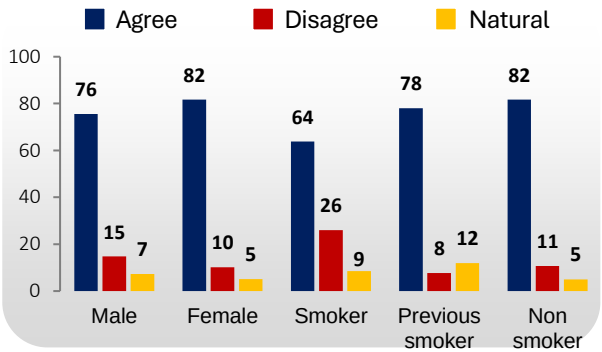
Curbing Illicit Trade



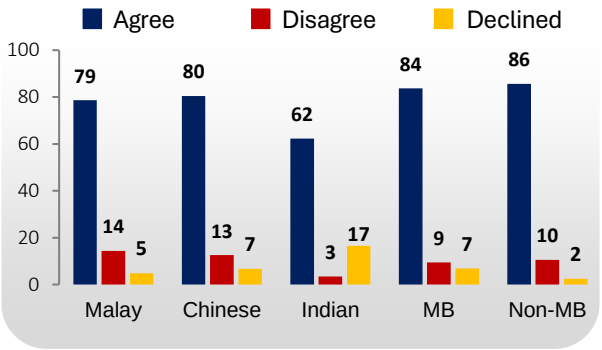
Age Group



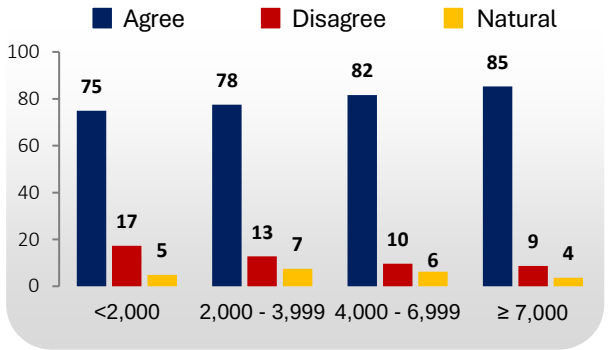
Gender/ Smoker



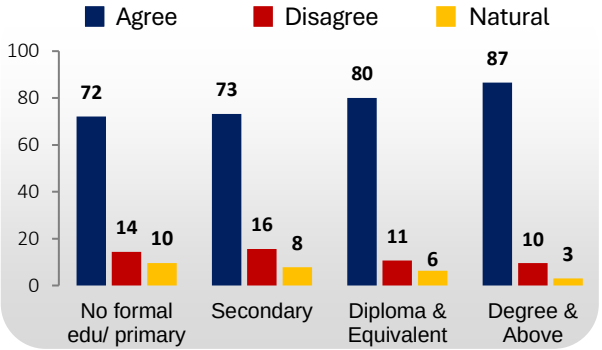
Ethnicity



Income Level



Education Level



Q: Do you agree or disagree with the following statement – Curbing illicit trade will help to reduce crime and lead to an increase in tax revenue to spend on services such as health, education, and public infrastructure.

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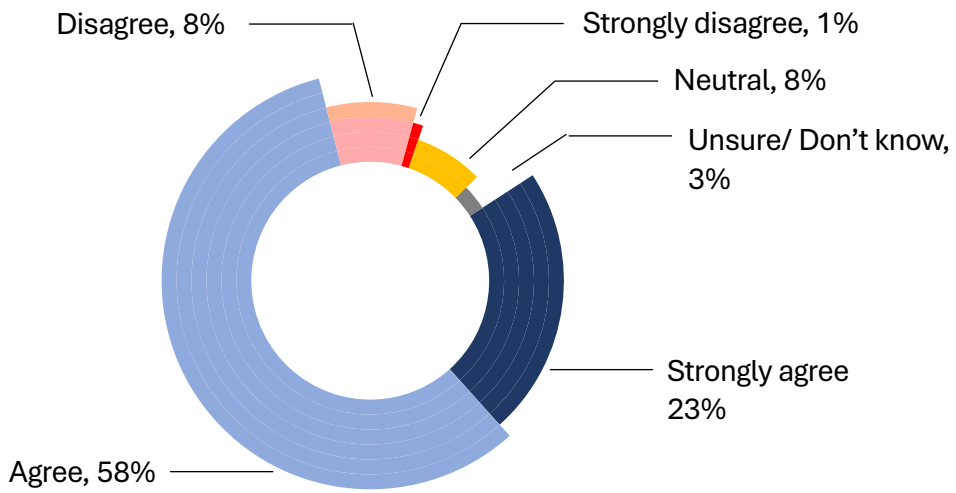
Malaysia Chairmanship of ASEAN

Malaysia as Chair of ASEAN

1 Malaysia Govt actively lead the organization

Q: Based on this do you agree or disagree with the following statement: The Malaysian Government should actively lead this organization as chair and work towards positive outcomes on key issues for the region.

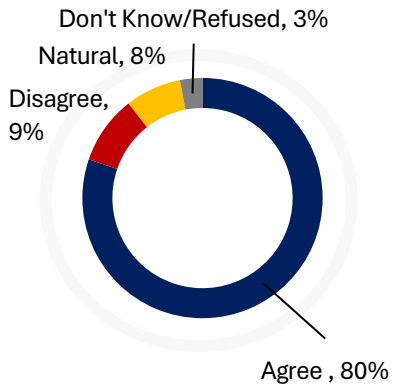


2 Priorities of ASEAN

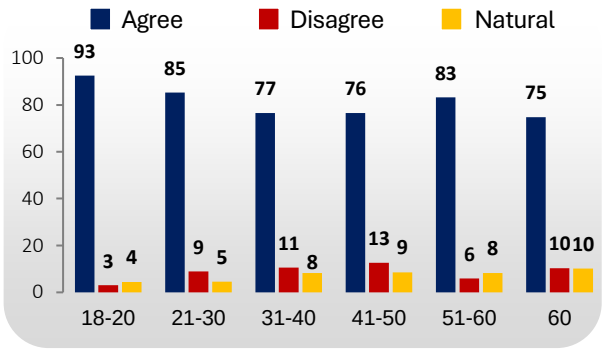
Q: Out of the following options, what would you say should be the top 3 priorities of ASEAN that the Malaysian government should pursue:

1. Closer economic ties within the region	29.2%
2. Improve trade	23.8%
3. Fighting crime and the black market across the region	13.6%
4. Public health & development programs	13.1%
5. Improve environmental protection particularly on issues such as plastic waste, de-forestation, and carbon emissions	10.5%
6. Fairer tax systems across the region	9.1%
Unsure	0.3%
Refuse	0.3%

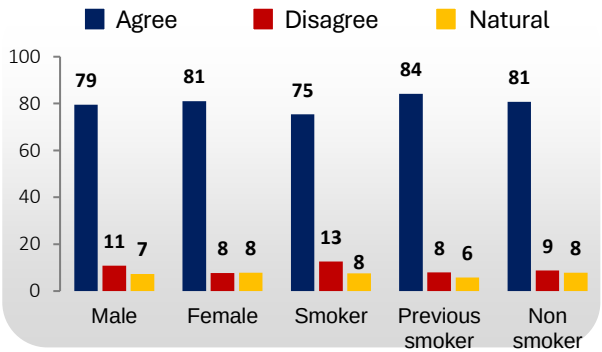
Malaysia Govt Actively Lead the Organization



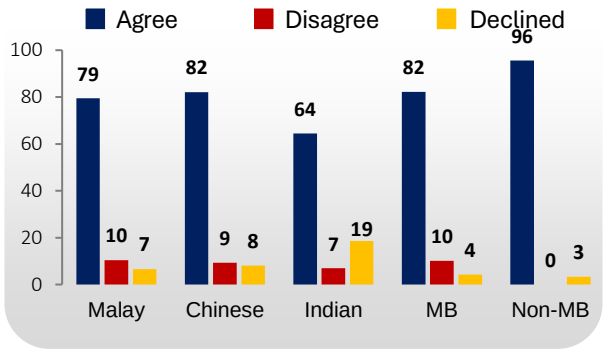
Age Group



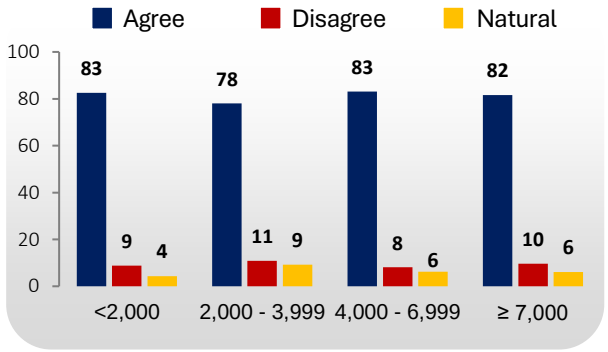
Gender/ Smoker



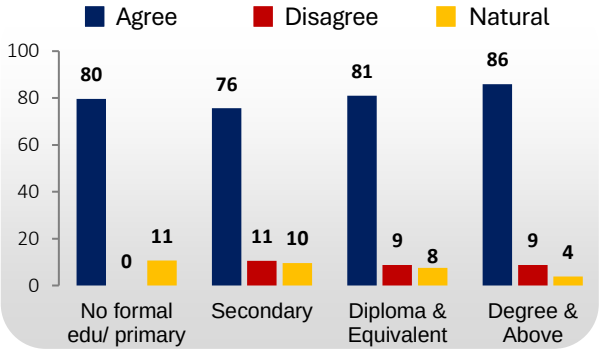
Ethnicity



Income Level



Education Level



Q: Based on this do you agree or disagree with the following statement: The Malaysian Government should actively lead this organization as chair and work towards positive outcomes on key issues for the region.

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Thank You