

**IPSOS PRESS RELEASE :**

# **OUR POLARIZED WORLD**

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Ipsos Malaysia  
8<sup>th</sup> July 2021

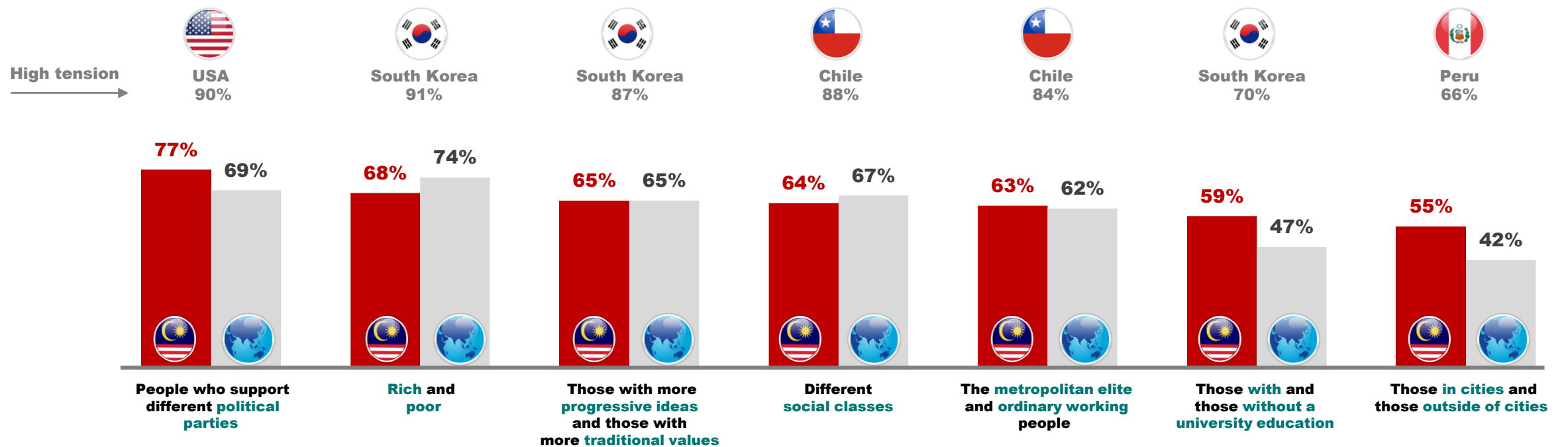
**GAME CHANGERS**



# POLITICAL POLARIZATION BIGGEST SOURCE OF TENSION

Political party polarization of the country is the key source of tension for Malaysians. This is followed by the divide in economic, social and urban/rural divide. Political polarization as a key source of tension is at its highest in United States.

How much **tension**, if any, would you say there is between ...  
(% who say 'a great deal' or 'fair amount')  
Malaysia & Global Country Average\*

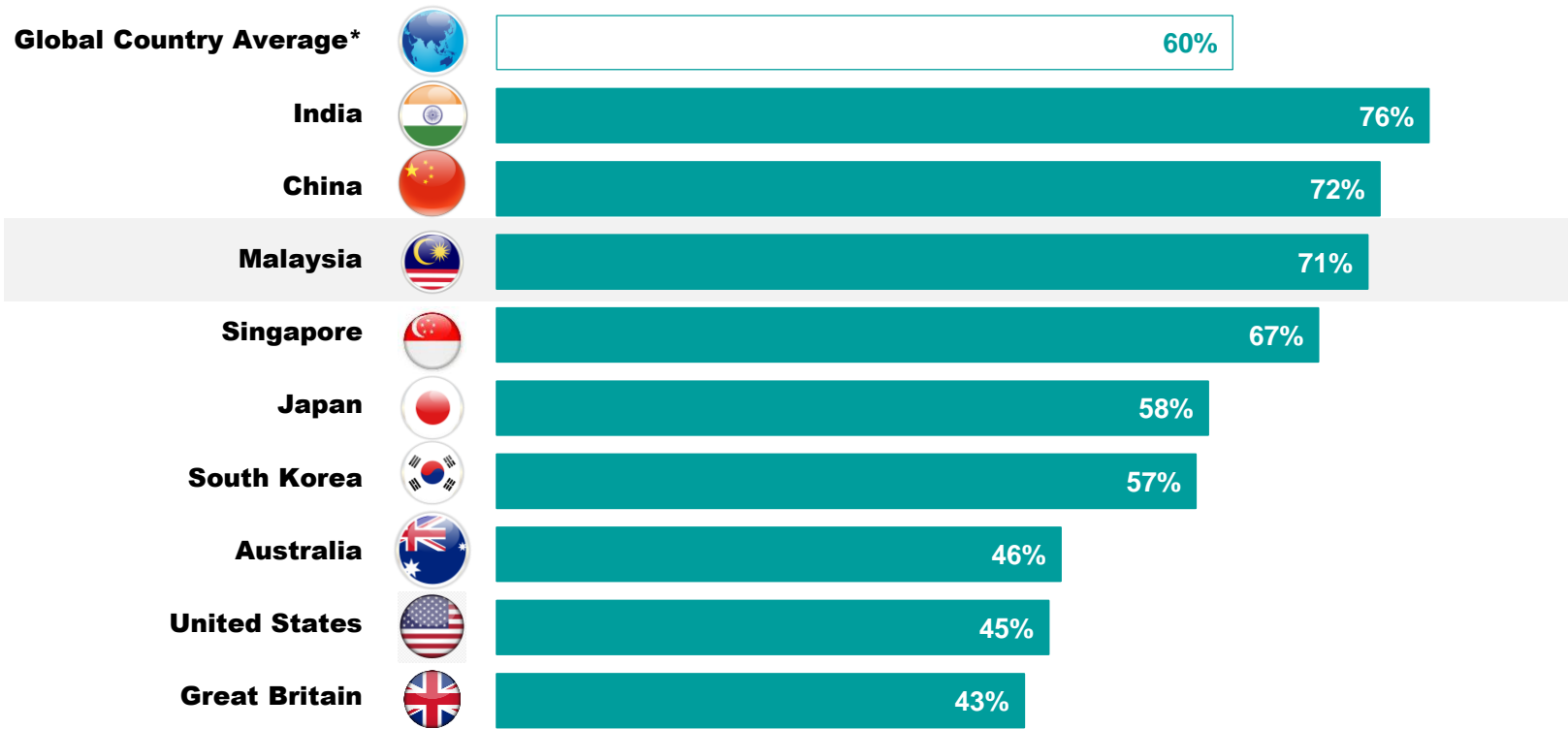


\*The Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result

# ASIANS FEEL THE NEED FOR BEING SENSITIVE

Similar to other Asian countries, Malaysians see the need for people to be more sensitive when they express themselves to others. In Western countries, are likely to believe that people are being easily offended.

Feel people need to change the way they talk to be more sensitive  
(% Agree with the statement)



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## Our Polarized World

As globalization have tied the world closer together in recent decades, the parallel trend has been an ever increasing polarization with in societies – new tensions emerge, and are felt differently across countries/ communities / families.

In Malaysia, the tension is strongly felt when it comes to support for different political parties - across most countries, the tension between rich and poor tend to be the highest.

Malaysians wants their fellow countrymen to be more sensitive when talking to people with different opinion or from diverse backgrounds. This is the prevailing sentiment across Asia, compared to the exact opposite view from western world.



**Lars Erik Lie**  
Associate Director,  
Ipsos Public Affairs

# About Ipsos

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Ipsos is one of the largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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# Game Changers

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At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.  
Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**