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### Global citizens take a stronger stand on online abuse vis-à-vis urban Indians: Ipsos International Women's Day Survey 2022

**New Delhi, March 08, 2022:** According to a global survey by Ipsos on International Women's Day 2022 in 30 markets and among 20,524 netizens, almost 8 in 10 global citizens (78%) polled take a tough stand and believing women should not have to put up with online abuse. Indians are polarized in their views with only 1 in 2 (55%) holding this view. Though more Indian women (58%) supported it as opposed to men (52%).

International Women's Day 2022 theme this year is to #BreakTheBias by creating a gender equal world, A world that is diverse, equitable and inclusive. A world free of bias, stereotype and discrimination.

#### Attitudes around online abuse

**1 in 3 global citizens (35%) believe, the best way women can deal with online abuse is to turn a blind eye and ignore it.** Though urban Indians are polarized in their views with only 1 in 2 (47%) believing that women should simply ignore online abuse. More Indian men hold this view (50%) versus women (43%). Markets agreeing most too showed polarized views – Peru (54%) and Saudi Arabia (52%).

**1 in 3 global citizens (35%) blame men for online abuse becoming a problem area.** Urban Indians are polarized (47% agree) in their views. Though Japan (18%) and China (22%) have least endorsing this view.

1 in 2 Urban Indians (48%) believe women tend to fly off the handle (overreact) to what is said to them online. Only 1 in 3 global citizens (33%) hold this view.

*"Online abuse is a glaring problem and the best way to tackle it, is to acknowledge it and stand up to the offender. But it does leave scars in the mind and it is good to see some social media platforms taking stringent action against handles that break the prescribed norms. It still needs better monitoring and control," says **Amit Adarkar, CEO, Ipsos India.***

#### Online experiences in 30 markets

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16% say they have viewed comments or images online suggesting superiority of men over women; 16% have seen comments or images blaming women for men's woes; 14% have come across unsolicited comments or compliments on their physical appearance; 13% have experienced abusive language online ; 12% have been sent unrequested sexual explicit image, among others like racist comments and threat to physical safety etc.

### TECHNICAL DETAILS

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 20,524 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, aged 21-74 in Singapore, and 16-74 in 24 other countries between Friday, January 21 and Friday, February 4, 2022.

The sample consists of approximately 1,000 interviews in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

"The Global Country Average" reflects the average results 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.

Where results do not sum to 100 or the "difference" appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/-3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website. The publication of these findings abides by local rules and regulations.

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### ABOUT IPSOS

Ipsos is now the third 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.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1<sup>st</sup>, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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Ultimately, success comes down to a simple truth:

**You act better when you are sure.**

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