

IPSOS PRESS RELEASE: INTERNATIONAL WOMEN'S DAY 2022

Ipsos Malaysia

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GAME CHANGERS



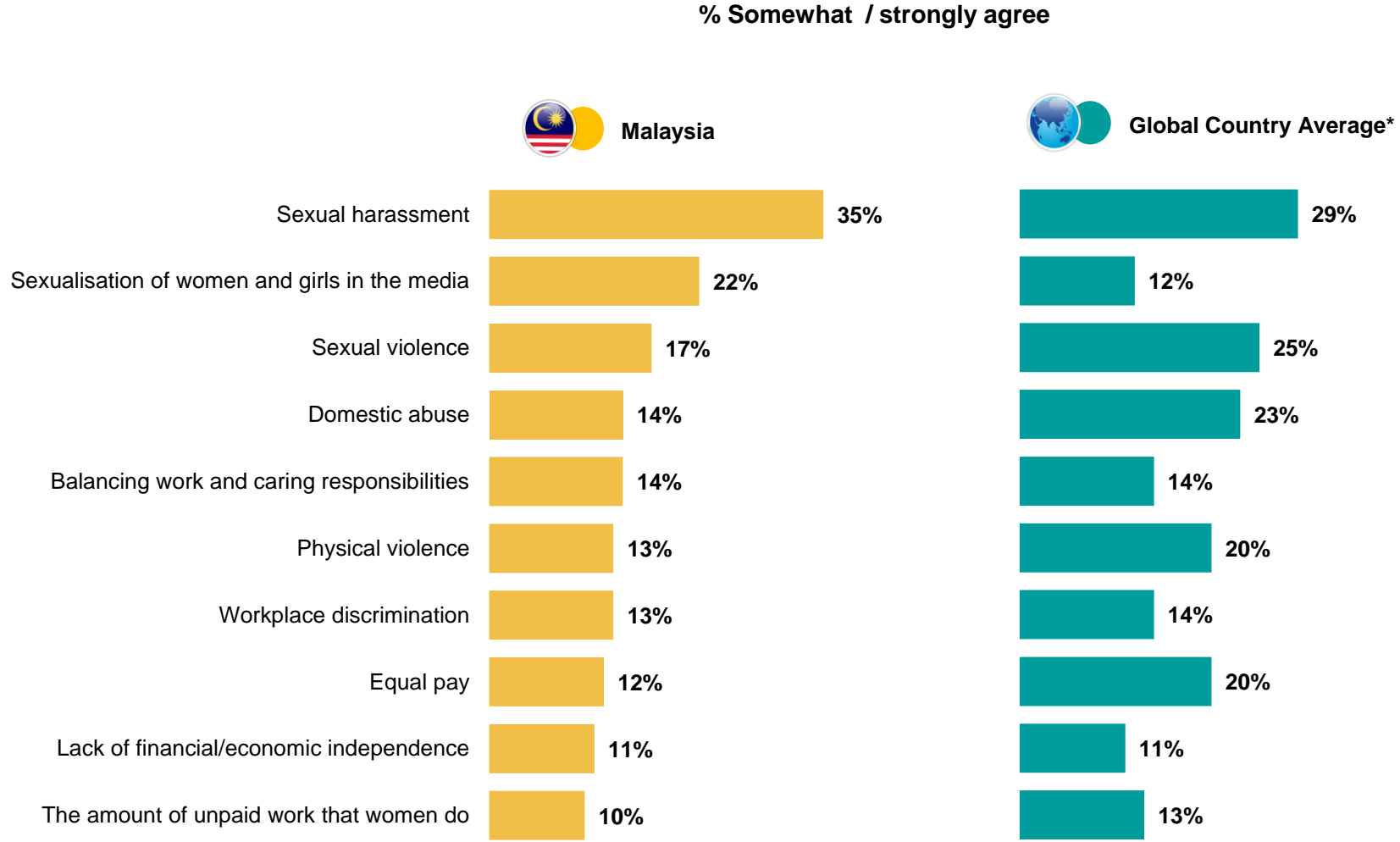


Which two or three, if any of the following, do you think are the most important issues facing women and girls in your country?

Among all the important issues faced by women in the country, Malaysians think sexual harassment is the top concern.

Sexualisation of women and girls in the media is the second highest concern, and more frequently mentioned in Malaysia than in other countries.

Compared to the global country average, equal pay and domestic abuse are less prominent concerns among Malaysians.



Base: 20,524 online adults aged 16-74 across 30 countries, 21 January – 4 February, 2022

*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





People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

About half of Malaysians consider it acceptable to send unrequested comments or compliments on someone's physical appearance, which is twice as high as the average of other countries. Women are more likely than men to consider this acceptable behaviour.

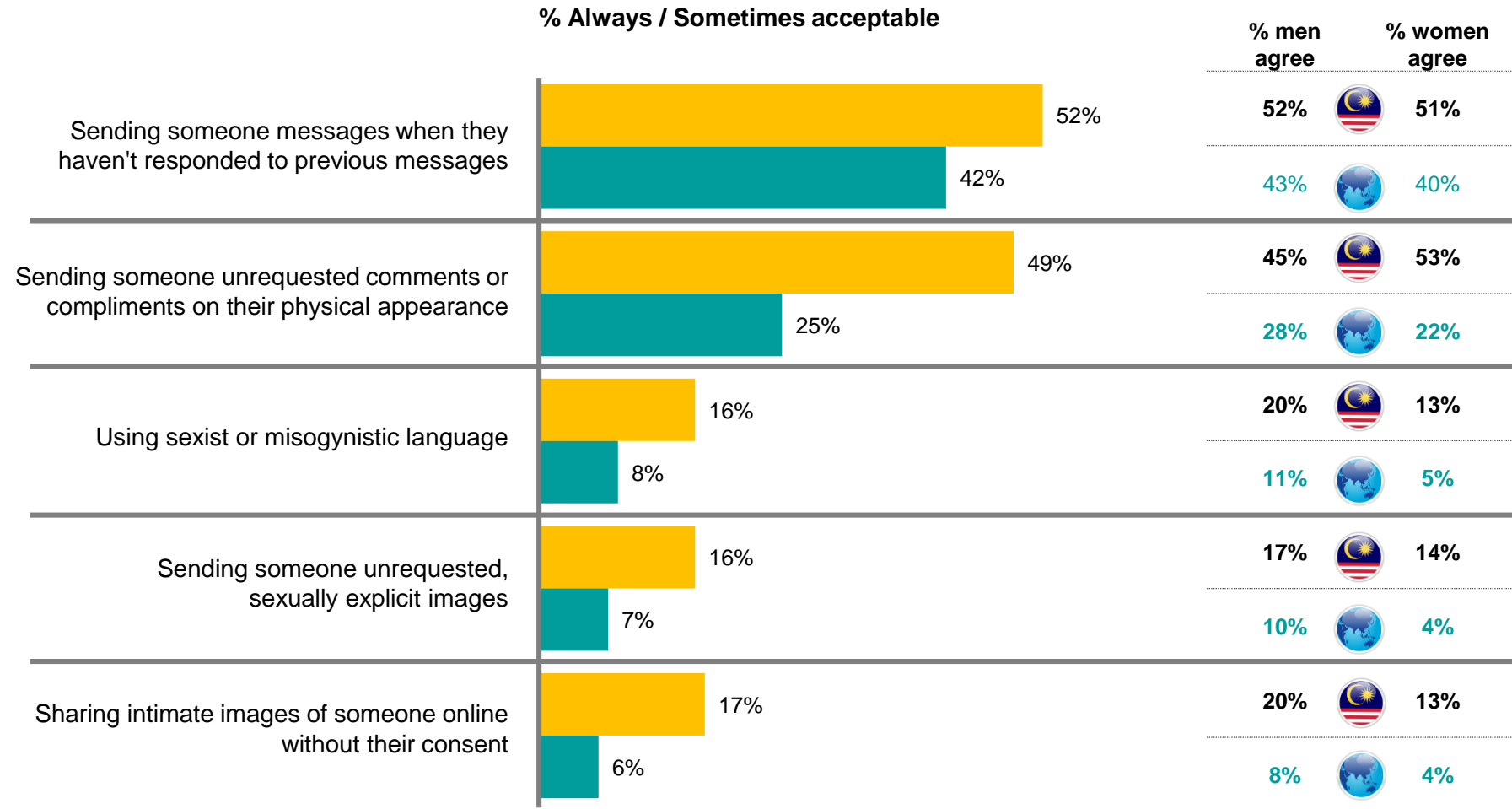
Acceptance of sending repeated messages when not receiving a response is high both in Malaysia and globally.

Both in Malaysia and elsewhere, men have a higher acceptance than women for using sexist language, sending sexual images and sharing intimate images of someone without consent.



Malaysia

Global Country Average*



Base: 19,523-20,024 online adults aged 16-74 across 29 countries, 21 January – 4 February, 2022

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People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

About half of Malaysians think violence against women often is provoked by the victim, more than three times the share of the global country average. Furthermore, the sentiment is close to equally shared by both men and women surveyed.

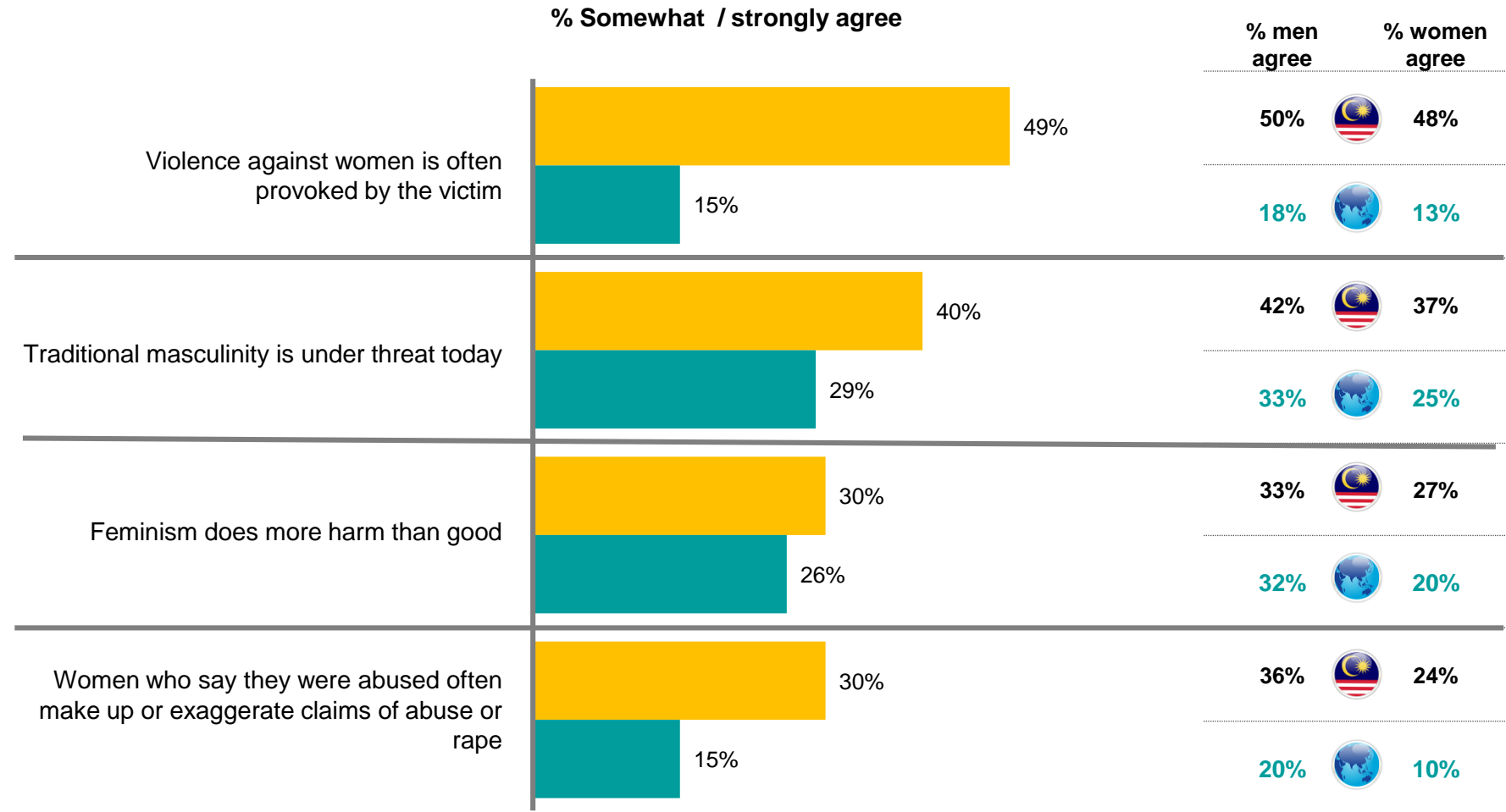
A fairly large minority of Malaysians believe that traditional masculinity and that feminism does more harm than good.

Men are more likely than women to think that claims of abuse made by women is often made up or exaggerated.



Malaysia

Global Country Average*



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International Women's day

Every year, International Women's Day 2022 serves as a reminder that even if the world has come a long way with regards to gender equality, it remains a work in progress.

For 2022, sexual harassment is considered a top issue, both in Malaysia and globally. However, what constitute sexual harassment will be judged differently depending on country context. While about half of Malaysians find it acceptable to give unrequested comments or compliments on someone's appearance, the global acceptance for this is much lower.

Sexualization of women and girls in the media is also considered a major issue in Malaysia, while equal pay is more of a concern globally.

Almost half of all Malaysians agree that violence against women often is provoked by the victim, far higher than the global average – notably, women are as likely as men to hold that sentiment.



Lars Erik Lie

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“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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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.