

IPSOS PRESS RELEASE:

INTERNATIONAL WOMEN'S DAY 2024

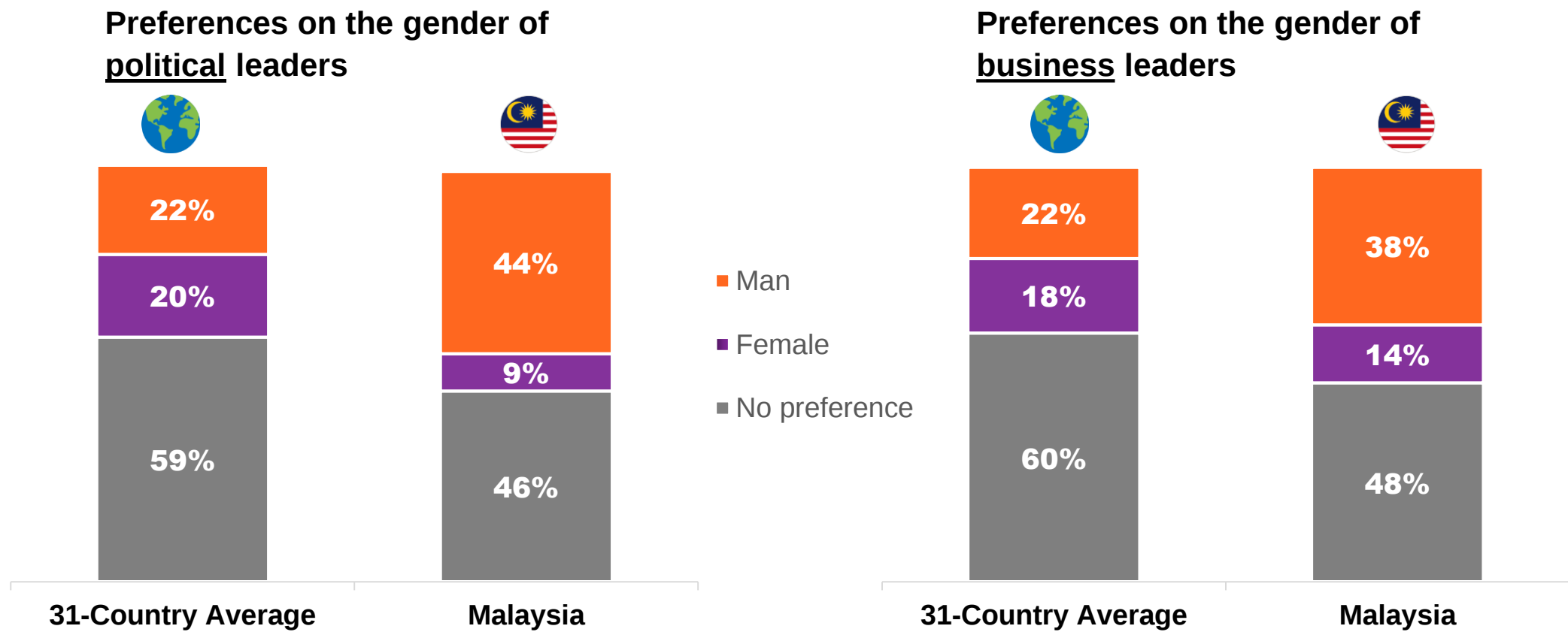
**What do Malaysians think
about the current progress of
achieving gender equality?**

Ipsos Malaysia



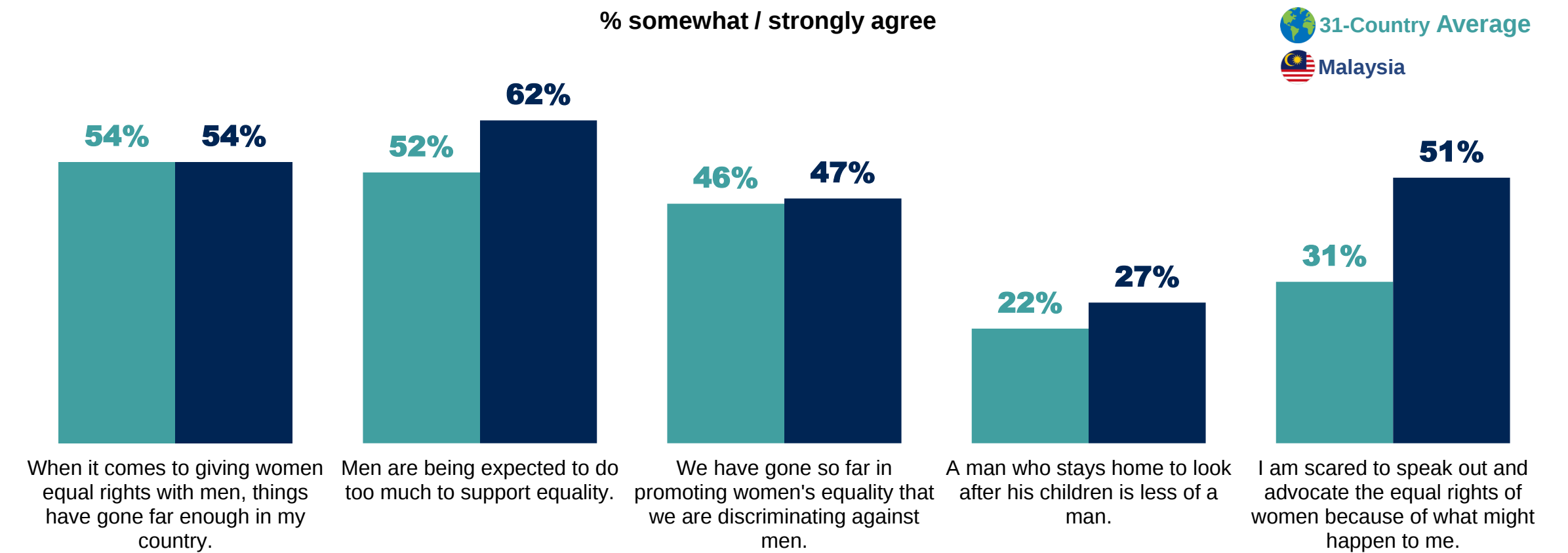
MANY MALAYSIANS PREFER MALE IN THE LEADERSHIP ROLE

There is a global trend toward gender neutrality in leadership roles. However, in Malaysia, traditional gender role still seem to have an influence in the political and business sphere. About 4 out of 10 Malaysians would prefer male leaders or bosses, significantly higher than the global average.



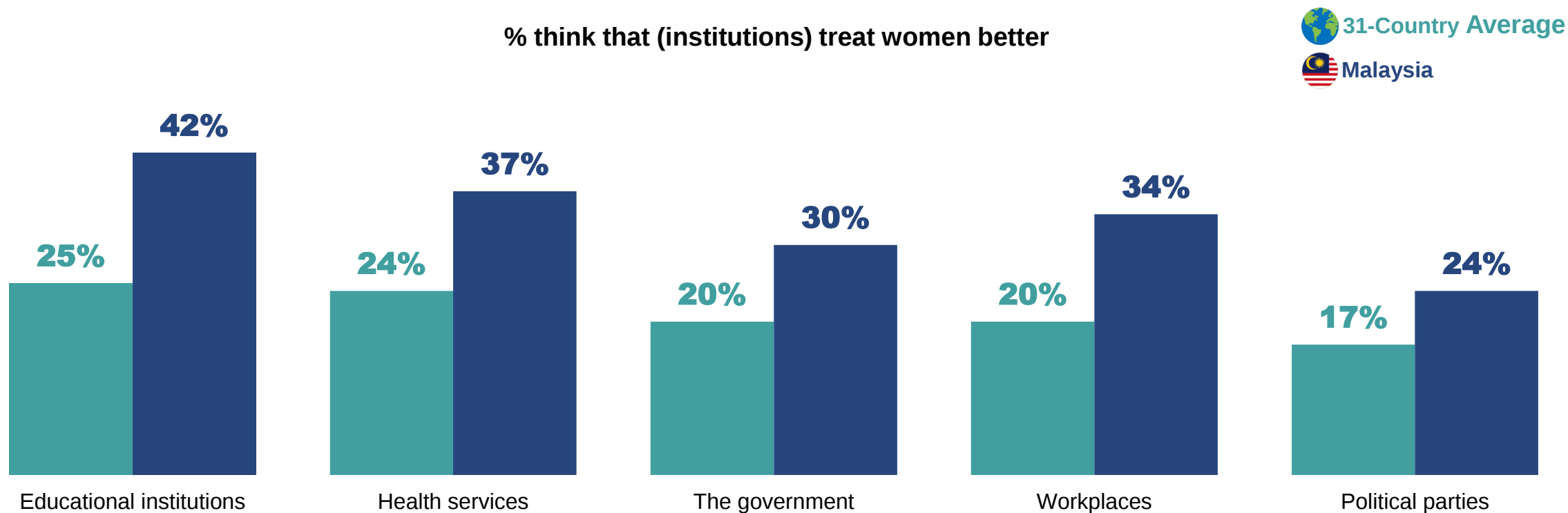
PEOPLE THINK THAT TOO MUCH HAVE BEEN DONE TO SUPPORT GENDER EQUALITY

There is a sense of resistance to the current progress of achieving gender equality in global and domestic levels. Particularly in Malaysia, more than half agreed that men are asked to do too much for it, entrenched by the gender stereotypes and societal pressure to advocate gender equality.



MORE MALAYSIANS BELIEVE THAT WOMEN RECEIVE BETTER TREATMENT IN THE PUBLIC INSTITUTIONS AND WORKPLACES IN MALAYSIA

While only about 2 out of 10 in the global think that women are treated better in different institutions, there is a general perception among Malaysians that our institutions are more female-friendly as compared to the global average.



International Women's Day 2024

Since 1977, International Women's Day has been celebrated globally to serve as a reminder that even if the world has come a long way with regards to gender equality, we must acknowledge that it remains a work in progress.

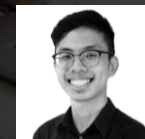
Our 31-country global study on gender equality shows that there is a divide in the perception and attitude toward the current progress of achieving equality among countries. While people across the globe generally accept leaders without much gender preference, about 4 out of 10 Malaysians would still prefer male leaders or bosses.

There are also setbacks. About half agreed that the current efforts to promote gender equality have gone too far and it is unfair to men. Particularly in Malaysia, a majority think that men are being asked for it. In addition, there is a widespread perception that women receive preferential treatment across different sectors.

While we have come a long way in promoting gender equality, there are still perceptions and societal pressures that need to be addressed.



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You act better when you are sure.