

IPSOS PRESS RELEASE: **INTERNATIONAL WOMEN'S DAY 2025**

Ipsos Malaysia

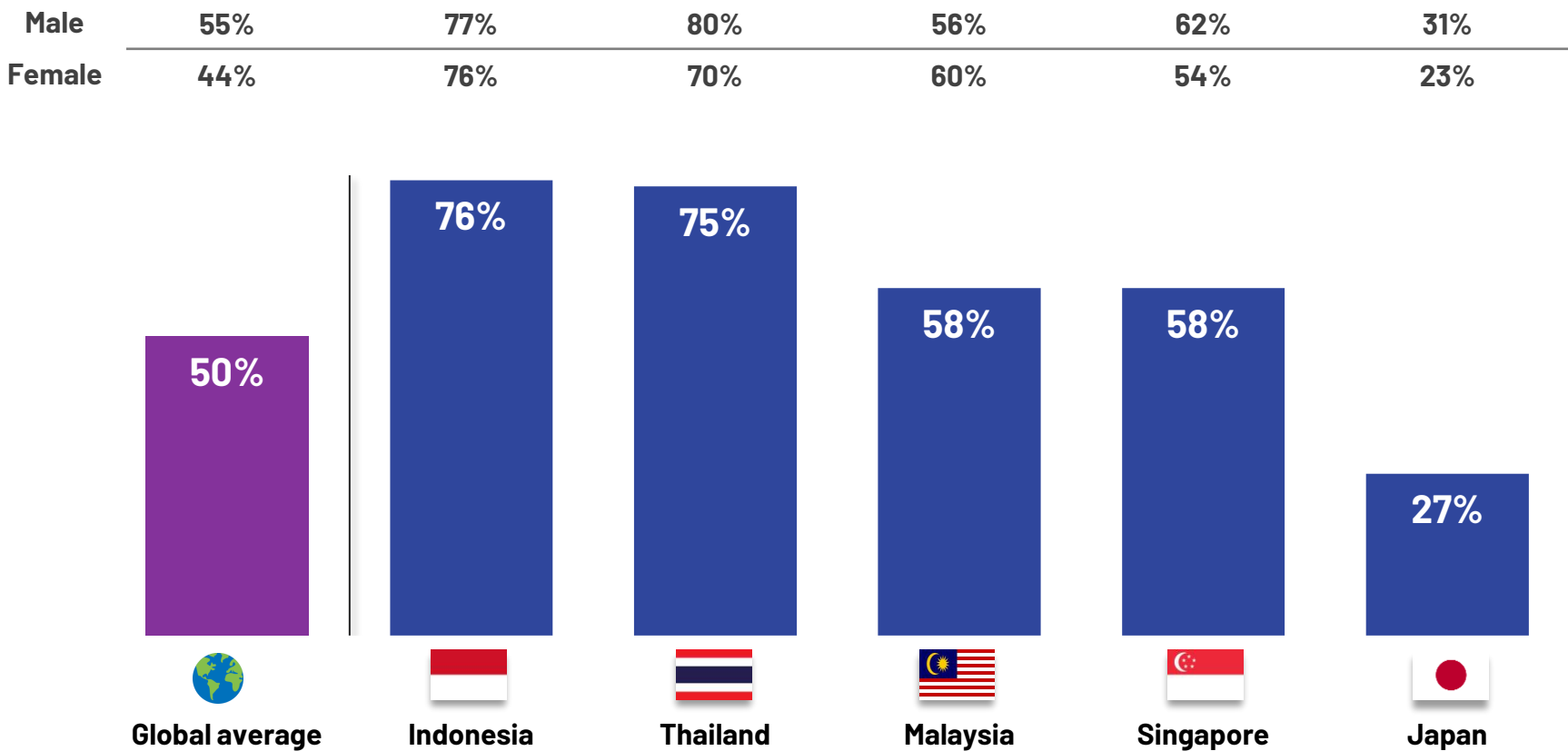
Fri, 7th March 2025



Compared to the global average, slightly more Malaysians believe enough progress has been made towards gender equality, and more women share this belief

Compared to other Asian countries, Malaysians' view on gender equality is more progressive than Japan, but less so than Indonesia and Thailand.

When it comes to giving women equal rights with men, things have gone far enough in my country (% Agree)



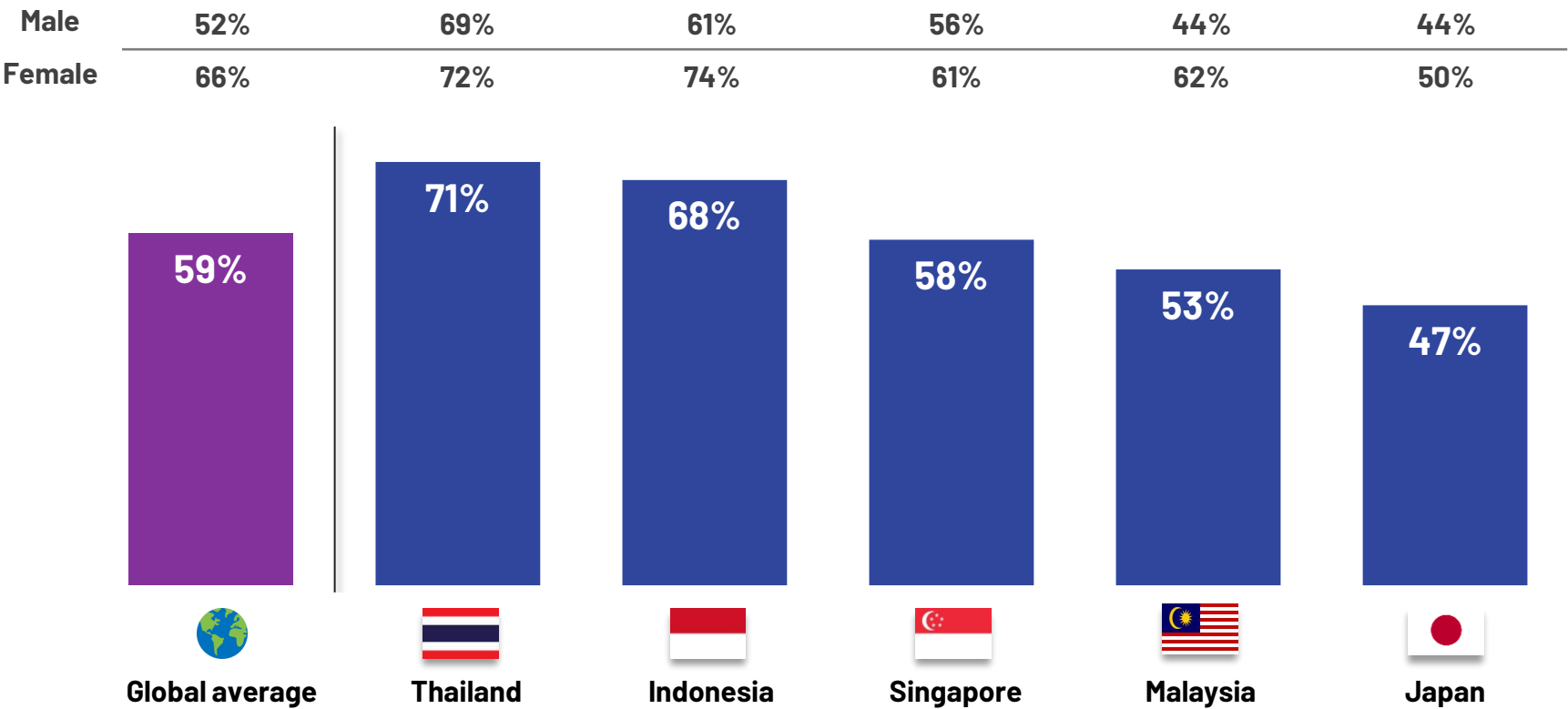
Base: 23,765 online adults aged 18-74 in Malaysia, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in Japan, interviewed 20 December 2024-3 January 2025



More than half of Malaysians agree that women leaders can do better, and this is consistent with global average

However, a closer look at the gender breakdown shows a difference between males and females (44% vs. 62%), suggesting different views on gender stereotypes in leadership.

Things would work better if more women held positions with responsibilities in government and companies (% Agree)



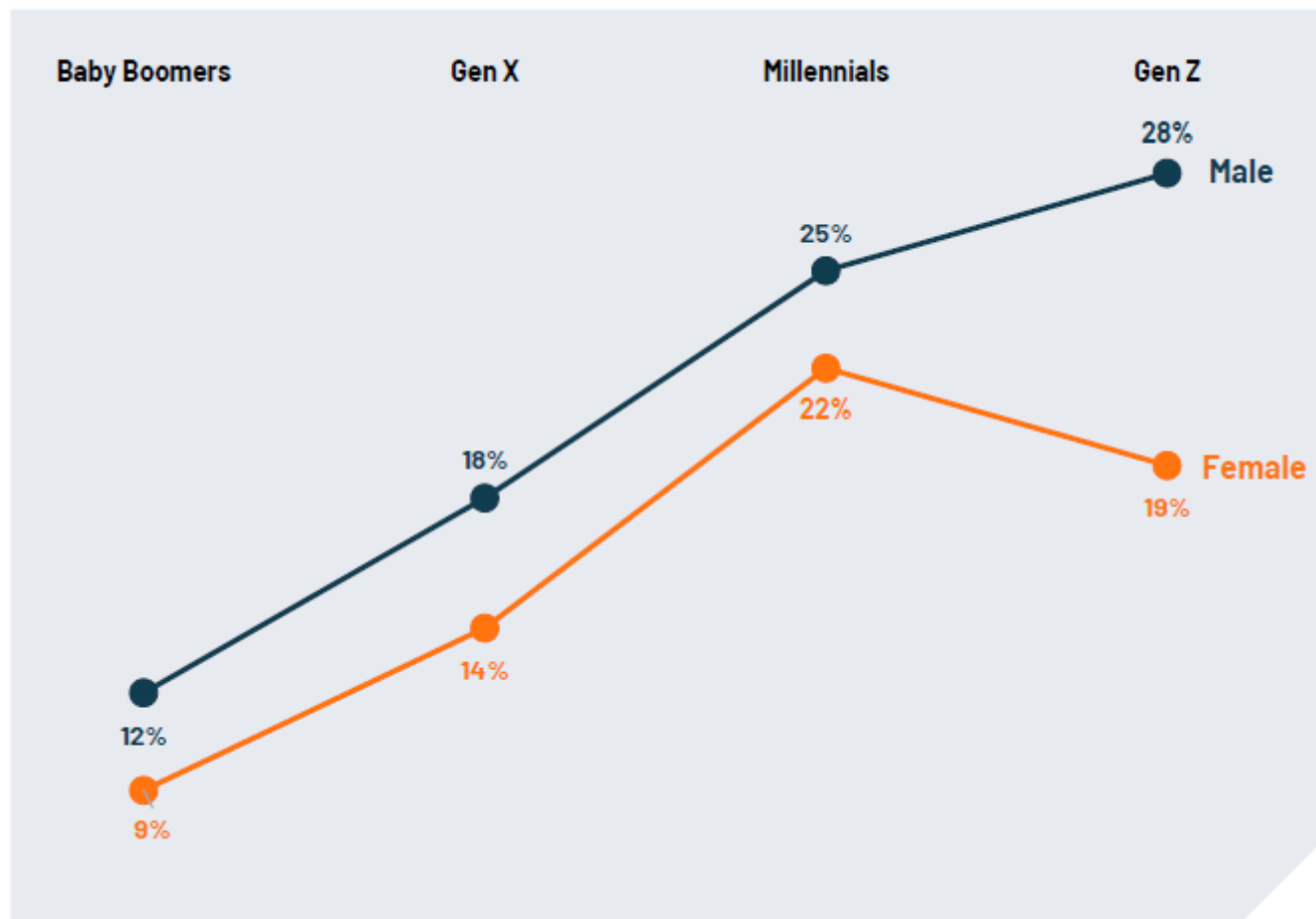
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Globally, Gen Z has the highest gender gap when it comes to the perception of a man who stays home with his children is less of a man

There is also an increasing trend of men who agreed with this, suggesting a generational shifts towards traditional gender roles.

A man who stays home to look after his children is less of a man (% Agree)



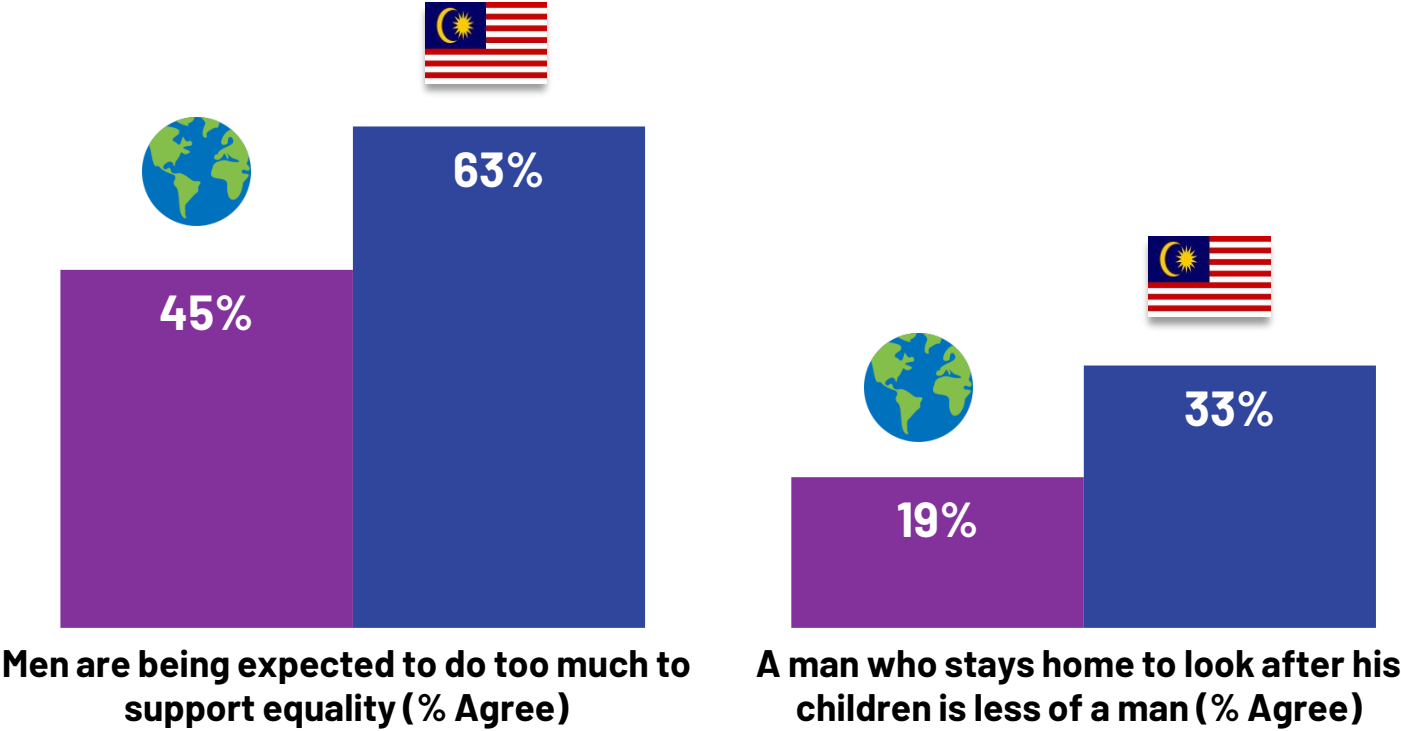
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Generally, men often feel they are expected to do too much to support equality. Particularly, more than 60% of Malaysians share this view

One out of three Malaysians think that stay-at-home fathers are less of a man, notably higher than the global average. This suggests that traditional gender expectations still hold influence in Malaysia.

Male	54%	65%	Male	22%	32%
Female	36%	61%	Female	17%	34%

■ Global average ■ Malaysia

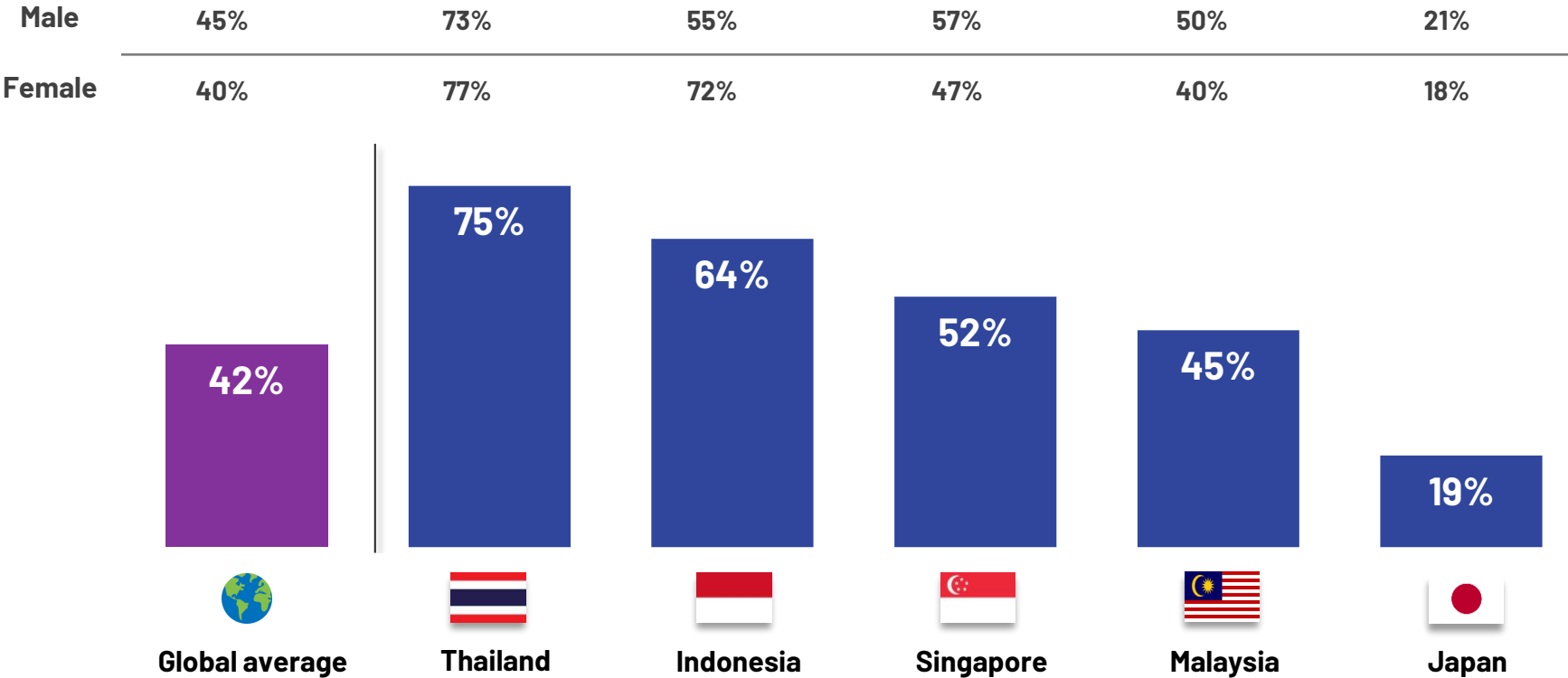


Base: : 23,765 online adults aged 18-74 in Malaysia,, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in Japan, interviewed 20 December 2024-3 January 2025

Malaysians are more confident than the global average about significant progress in gender equality. However, their optimism is lower compared to that in other Southeast Asia countries

A close look into gender breakdown reveals that women in Malaysia are less confident about it

How likely or unlikely do you think it is that there will be significant progress towards achieving gender equality in the next five years?
(% Agree)





International Women's Day 2025

International Women's Day is celebrated annually to champion the achievement of women and to advocate gender equality. This year's theme, 'Accelerate Action,' calls us to not only recognise progress, but also to actively engage in overcoming the remaining barriers to gender equality.

Our latest global survey shows that more than half of Malaysians believe that we have done far enough towards achieving women equality. Additionally, more Malaysians also express confidence that things can be better under women leadership.

Despite these positive results, there are some setbacks. Globally, a widening gender divide is emerging, especially among Gen Z, concerning traditional masculinity and gender roles. In Malaysia, more than 60% think that men are being expected to do too much for gender equality, and one in three agrees that a stay-at-home father is perceived as "less of a man".

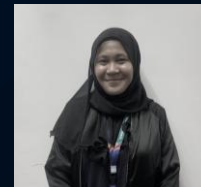
These findings indicate potential resistance within society to advancing gender equality. Despite the challenges, the long-term benefits of achieving true gender equality promises a more inclusive society for all.



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