

# EVERY

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*In Collaboration With:*



WOMEN'S AID ORGANISATION  
PERTUBUHAN PERTOLONGAN WANITA

# Understanding Malaysians' Experiences Of Stalking

*What are Malaysians understanding of stalking, forms of stalking they have experienced, authority figures they have reported to regarding stalking or harassment, and reasons behind the unreported incidents.*





# Vase.ai Data-Trust Initiative

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**1**

## MISSION

- Make human insights accessible instantly to everyone.
- We opening up our internal researches' proprietary datasets to the public and allow you to analyse, find insights, and publish results.

**2**

## WHO IS THIS FOR ?

- Non-Government Organisations
- Non-Profit Organisations, etc

Talk to us and let's see what happens.

**3**

## TOPICS WE COVER

- Current Affairs
- Consumer Trends
- Social Issues / Causes
- Policy poling etc.

**4**

## HOW WE DO IT ?

- Every by Vase.ai is a consumer innovation platform that enables organisations to innovate together with consumers in real-time.





## Vase.ai Data-Trust Initiative Partners

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# EVERY gets you the data that you need so that you can understand the people sentiment in real-time

## WHAT WE DO

## WHAT OUR PARTNERS GET

1. Ask the right question

2. Ask the right people

3. Get the right data

Act on the insights

**EVERY** breaks down your business assumptions into unbiased research questions

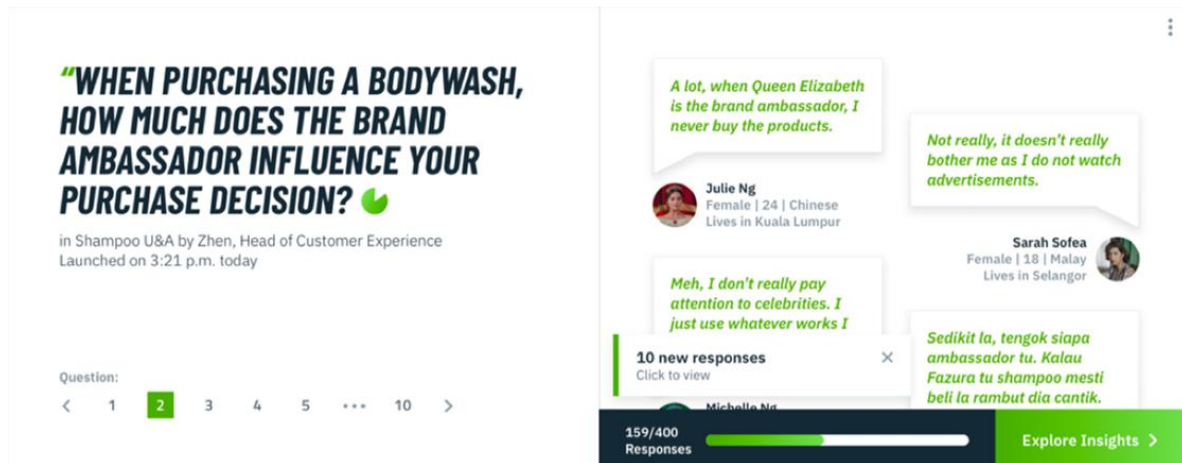
**EVERY** sends these questions to your target audience

**EVERY** collects and analyses the data for you as fast as 24 hours

You can then utilize the insights to make a decision supported by data



# With EVERY, you'll gain access to the insights previously only available to large organizations



## EVERY VALUE PROPOSITION

Get all your questions about consumers answered accurately in less than 24 hours

## WHERE DO THE ANSWERS COME FROM

400,000 verified Malaysians who have signed up to join Vase.ai's proprietary panel

## SERVICES INCLUDED

Access to dedicated researchers & data scientists that focuses on your KPI & derive insights



## Research Objectives

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**1**

What are Malaysians understanding of stalking?

**2**

What are forms of stalking Malaysians have experience, and the difference between gender, age, etc.

**3**

Have victims of stalking or harassment in Malaysia reported the incidents they experienced to any authority figures?

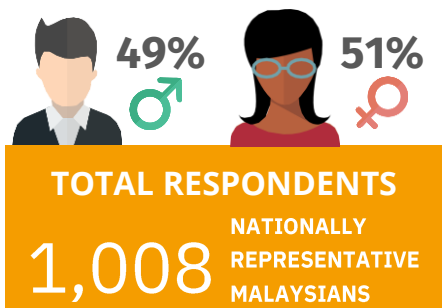
**4**

What are reasons victims do not report these incidents?

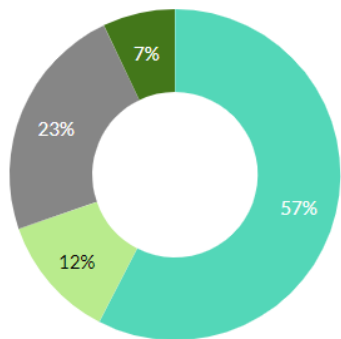


# Demographics

This research is produced to find out Malaysians current understanding and perceptions of stalking and stalking-related behaviours. It is to understand the common relationships between victim and alleged perpetrators, as well as to understand underlying reasons these cases go unreported.

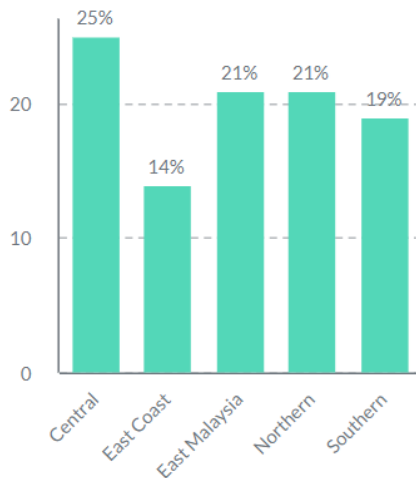


## RACE

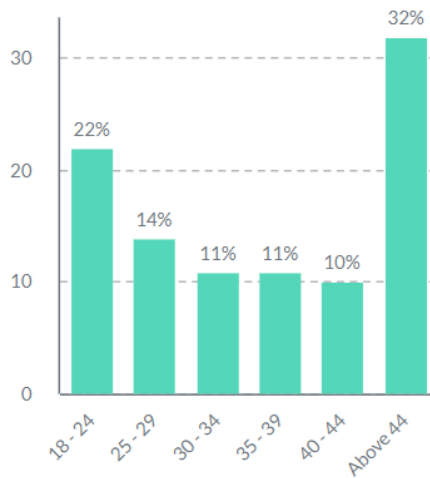


■ Bumiputera - Malay (57.58%)  
■ Bumiputera - Non Malay (12.12%)  
■ Chinese (23.23%) ■ Indian (7.07%)

## REGION



## AGE





## Survey Criteria

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**1**

Respondents aged 18 years and above were quota sampled according to census statistics on Race and Region By Gender.

**2**

Individuals aged 65 and above are underrepresented, likely due to lower rates of Internet usage among those above 60.

**3**

Respondents were able to answer the survey in English and Bahasa Melayu.







# Survey & Data Processing

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## Data Collection Period

Survey was 'Live' from **17 – 19 September 2020**. During this period, the survey was sent to the targeted audience and responses were collected via the Every Platform.



## Survey Insights Compilation

Within one week, on **26 October 2020**, the Vase Insights dashboard was put together by our Vase Expert Researchers. The dashboard displays insights from the full research on this topic.

You may view the full survey dashboard here via the link below:

**<https://vase.ai/data-trust/projects/anti-stalking/summary>**



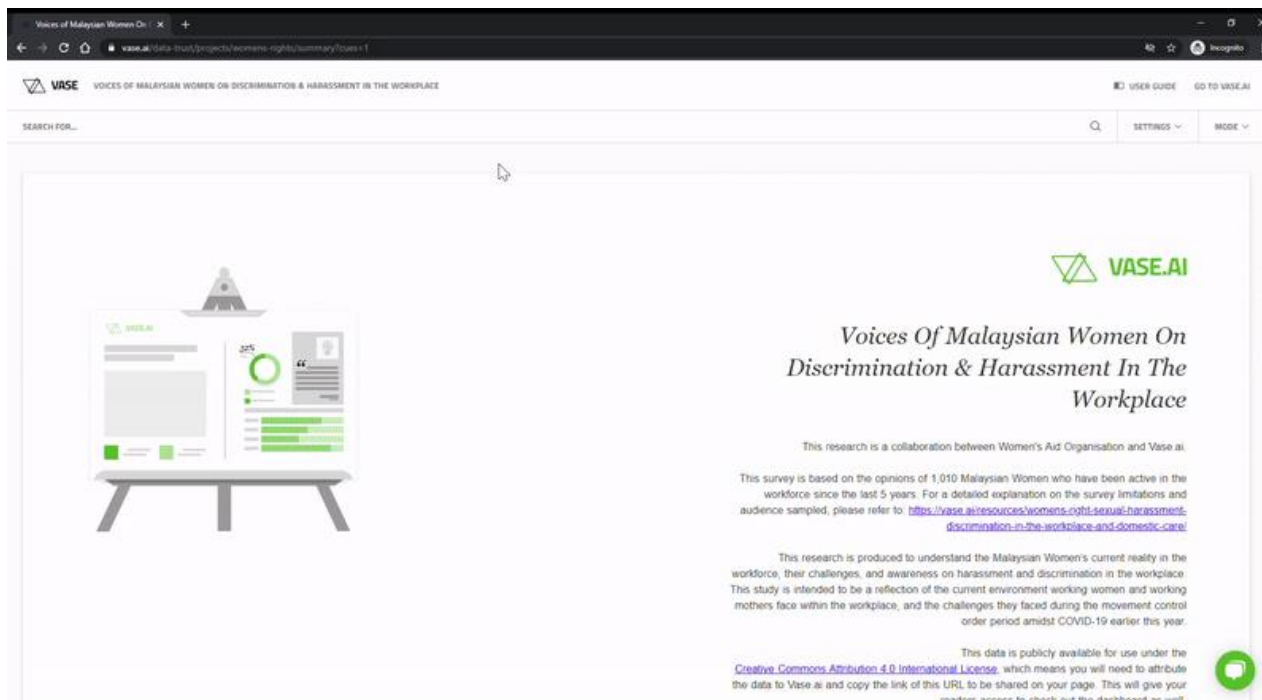
# Vase.ai Insights Dashboard - Recommended Insights

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Overview of Vase  
Insights Dashboard  
and viewing Vase  
Recommended  
Insights



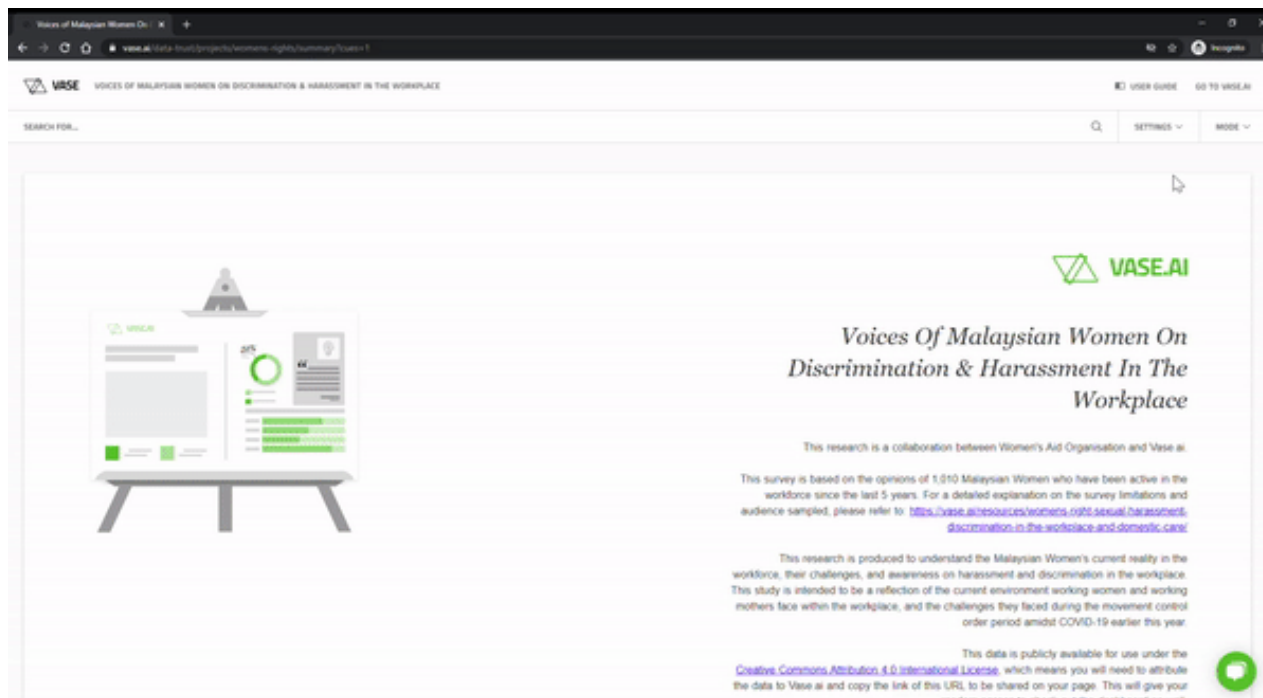


# Vase.ai Insights Dashboard – Crosstab Data

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Overview of Vase  
Insights  
Dashboard and  
viewing the  
**Crosstab Data**  
function.



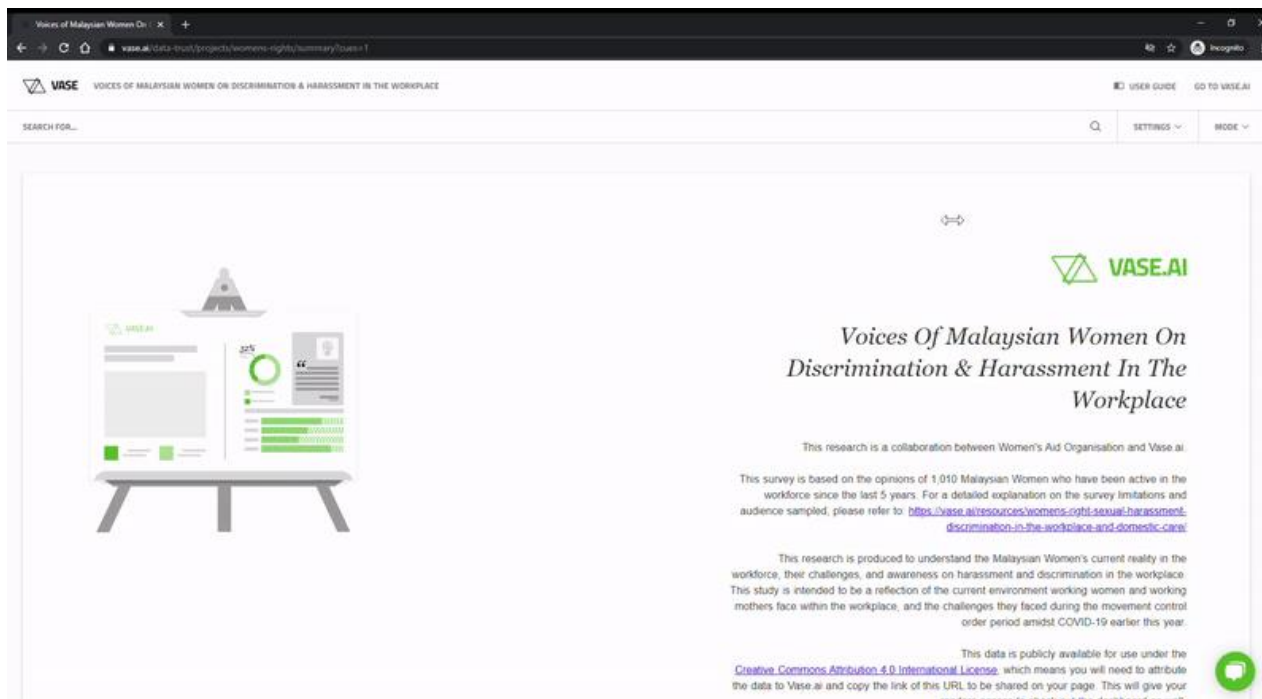


# Vase.ai Insights Dashboard – Data Tables

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Overview of Vase  
Insights  
Dashboard and  
viewing **Data  
Table** function.





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Apply filters: No filters



**Voices Of Malaysian Women On Discrimination & Harassment In The Workplace [Report].**

Born from a partnership between Vase.ai & Women's Aid Organisation, the "Voices Of Malaysian Women On Discrimination & Harassment In The Workplace" research was initiated to understand the type of harassment and

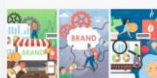
2 MIN READ



**Voices Of Malaysian Women On Discrimination & Harassment In The Workplace [Data].**

This research is produced to understand "Malaysian Women's current reality in the workplace, their challenges and awareness on harassment and discrimination in the workplace". This study is intended to be a reflection

4 MIN READ



**Consumer-First: How to Come up With a Brand Tagline That Consumers Relate to (Part 2, Selecting)**

When L'Oréal came up with its tagline "Finger-Lickin' Good", many consumers resonated with the slogan, instantly associating it with the brand's delicious fried chicken. In China, however, the slogan was translated as "Eat

5 MIN READ



**Consumer-First: How to Come up With a Brand Tagline That Consumers Relate to (Part 1, Ideating)**

Prior to 16 March 2020 or what some of us call the Pre-COVID-19 days, none of us could imagine a life where our movements need to be limited and businesses having very limited

4 MIN READ

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“



**KOPIKO**



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