

IPSOS PRESS RELEASE: **PREDICTIONS FOR 2025**

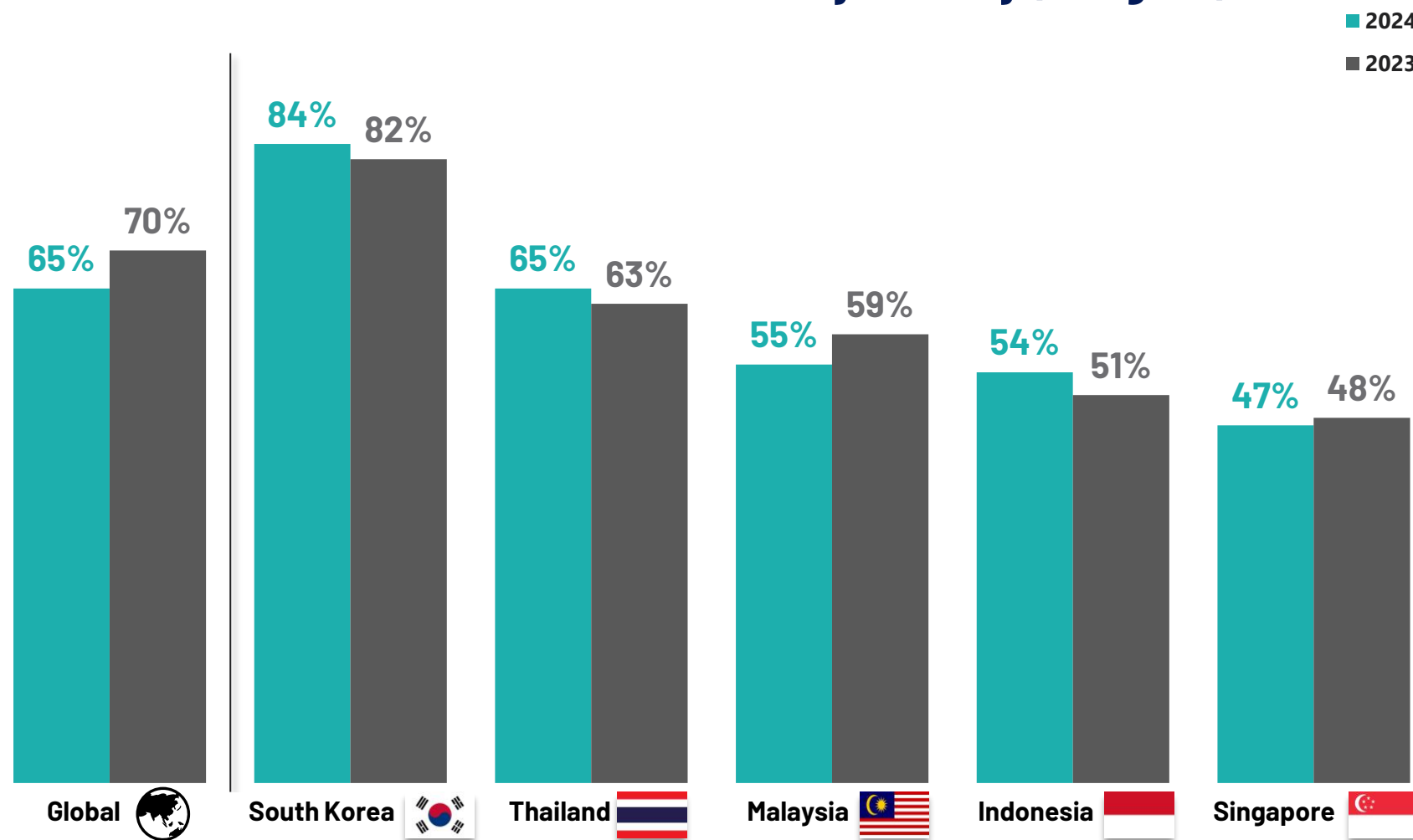
Ipsos Malaysia

Mon, 13th January 2025

In 2024, 55% of Malaysians perceived the year as bad for their country, marking a decrease compared to 2023

Globally, two-third (65%) say that 2024 was a bad year. South Korea was the worst, with 8 out of 10 reporting that the year was bad. Meanwhile, Malaysians rated below the global average.

2023/2024 Was A Bad Year For My Country (% Agree)

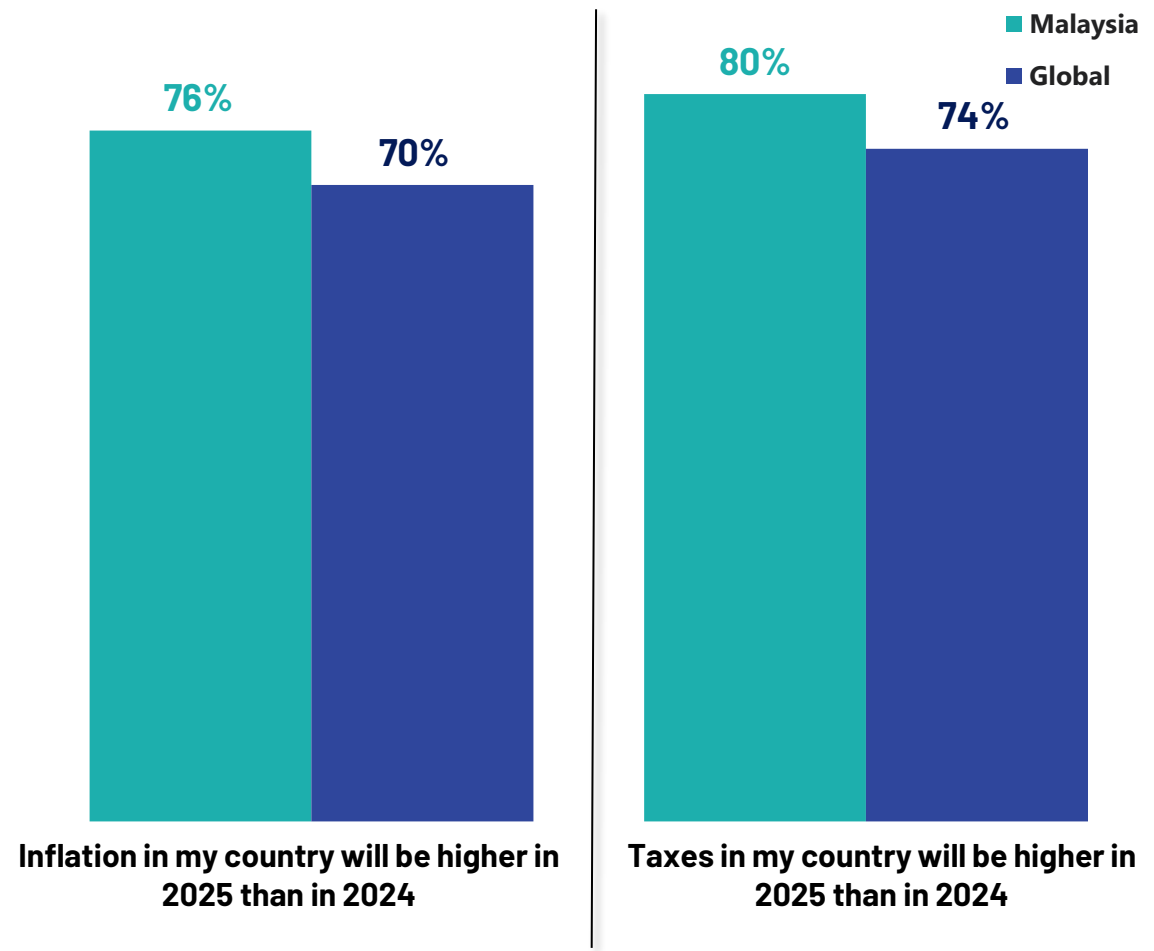


Base: 23,721 adults under the age of 75 across 33 countries, interviewed 25 October 2024 – 8 November 2024

Taxes & Inflation (% Agree)

About 4 out of 5 Malaysians believe that taxes and inflation will be higher in 2025

More Malaysians are expecting increases in inflation and taxes when compared to global averages.

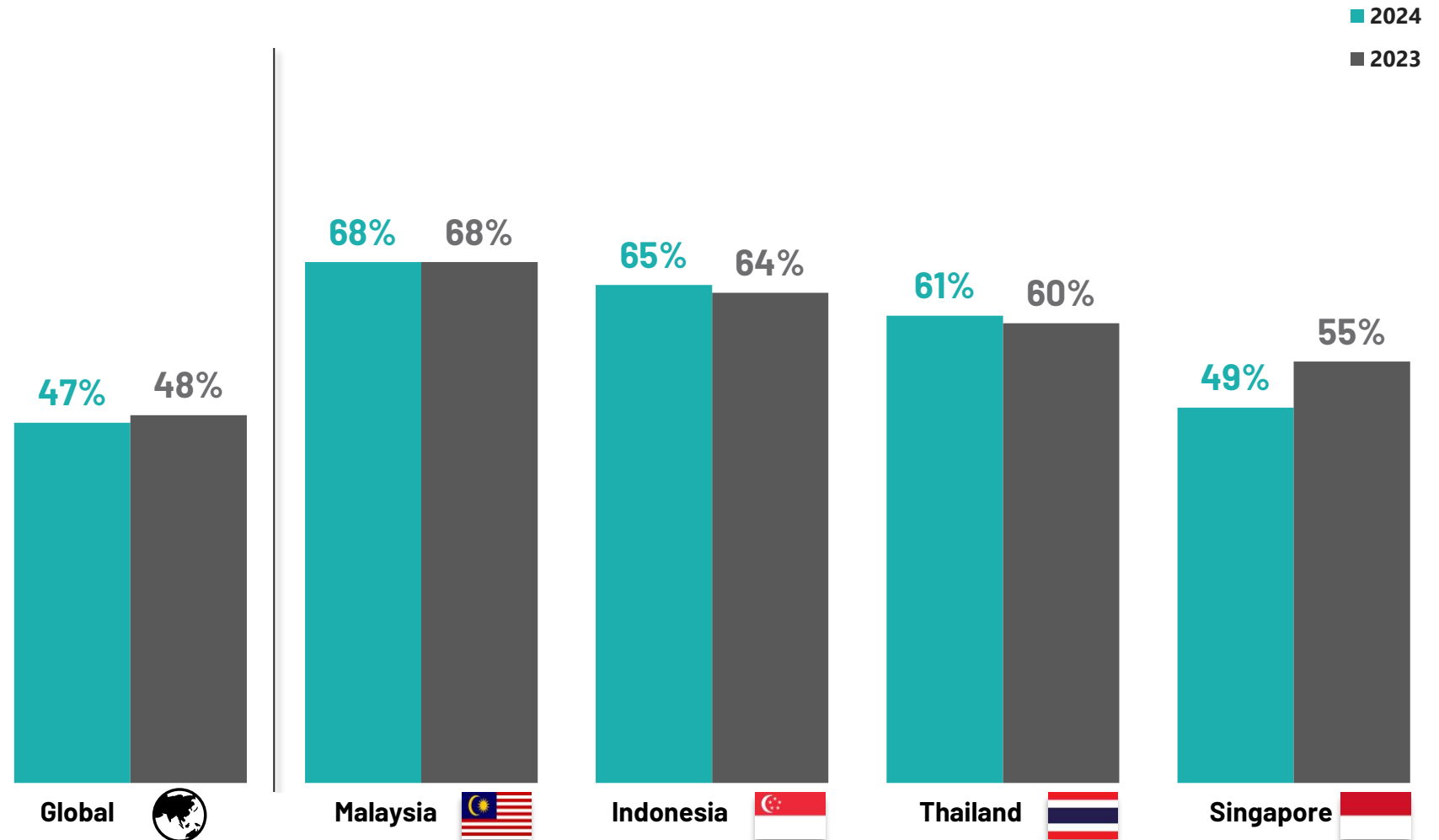


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Interestingly, Malaysians are also worried about a new global pandemic, compared to just 47% of the global average

Similar to 2023, Malaysians continue to rank the highest in this belief, with Indonesians and Thais sharing the same sentiment.

There will be a new global pandemic caused by a new virus (% Agree)

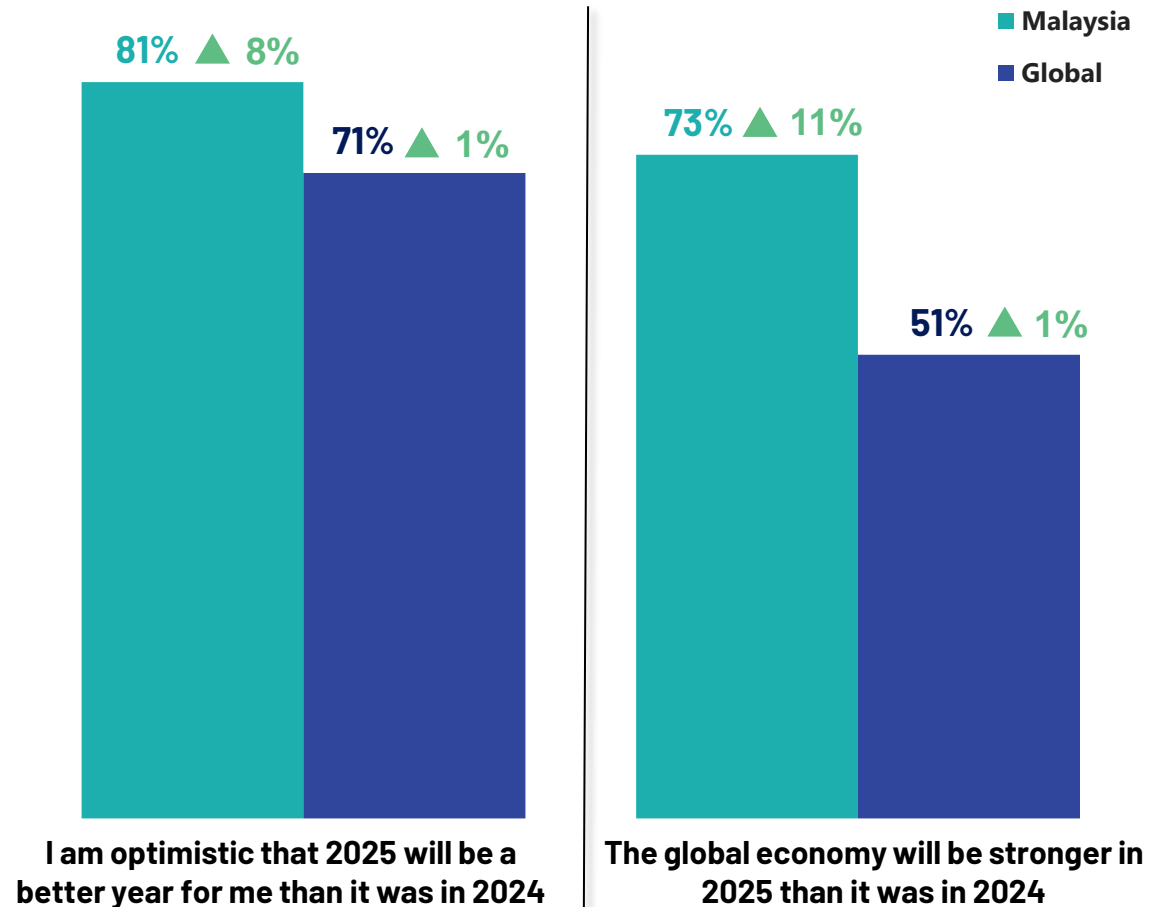


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However, Malaysians have greater optimism about the economy and the future compared to global averages

Globally, optimism is rising slightly, but Malaysians are notably more hopeful, with 8 out of 10 expecting a better 2025 and a stronger global economy.

Optimism About The Future (% Agree)

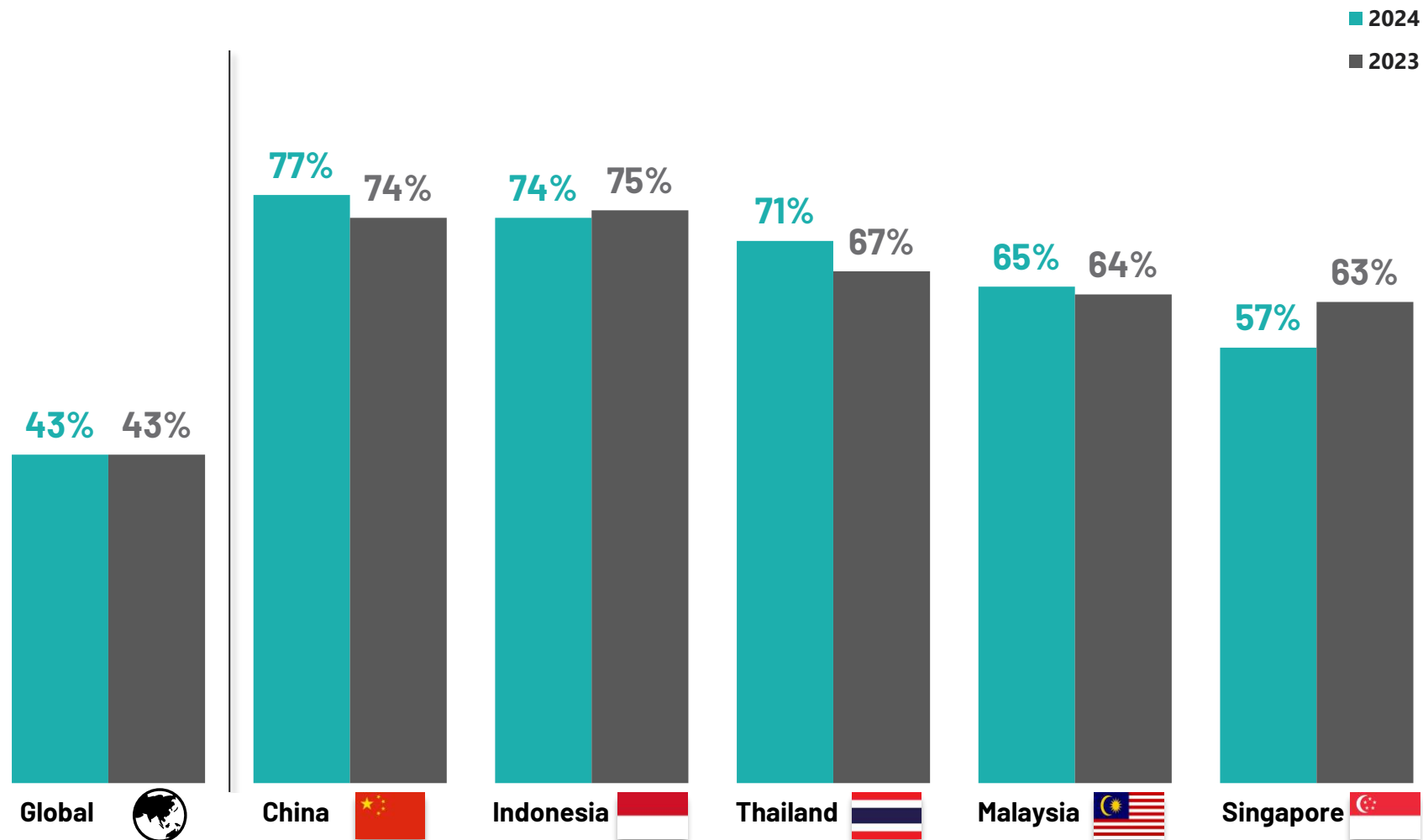


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Malaysia along with other Southeast Asian countries are optimistic about AI creating new jobs

China reports the highest level of optimism regarding AI. Notably, sentiments about AI creating new jobs remain relatively stable with 2023.

Artificial intelligence will lead to many new jobs being created in my country (% Agree)



Base: 23,721 adults under the age of 75 across 33 countries, interviewed 25 October 2024 – 8 November 2024

2024 marked a year with mix sentiment for Malaysians. Our latest global survey shows that while experiencing a 4% decline in negative sentiment compared to 2023, there is still 55% of Malaysians who think that 2024 was a bad year. Malaysians are also expecting higher inflation and taxes. This indicates a feeling of uncertainty about the economy and public health among the people.



Despite these worries, Malaysians remain optimistic about the future. About 8 out of 10 Malaysians expect 2025 will be a better year and the global economy will be stronger. Additionally, Malaysians display a positive outlook about AI's potential to create new jobs, exceeding the global average.

Predictions for 2025

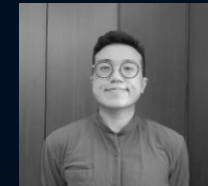
Looking ahead, 2025 presents both opportunities and challenges for Malaysians. Globally, significant events such as advancements of technologies and sustainability are anticipated. However, potential challenges like trade tensions and political uncertainties loom. Domestically, policy changes such as fuel subsidy adjustments are also anticipated. Malaysians will need to stay resilient and adaptable to navigate this complex year.



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