

IPSOS PRESS RELEASE: **CONSUMER CONFIDENCE AND IMPACT ON U.S. REPUTATION**

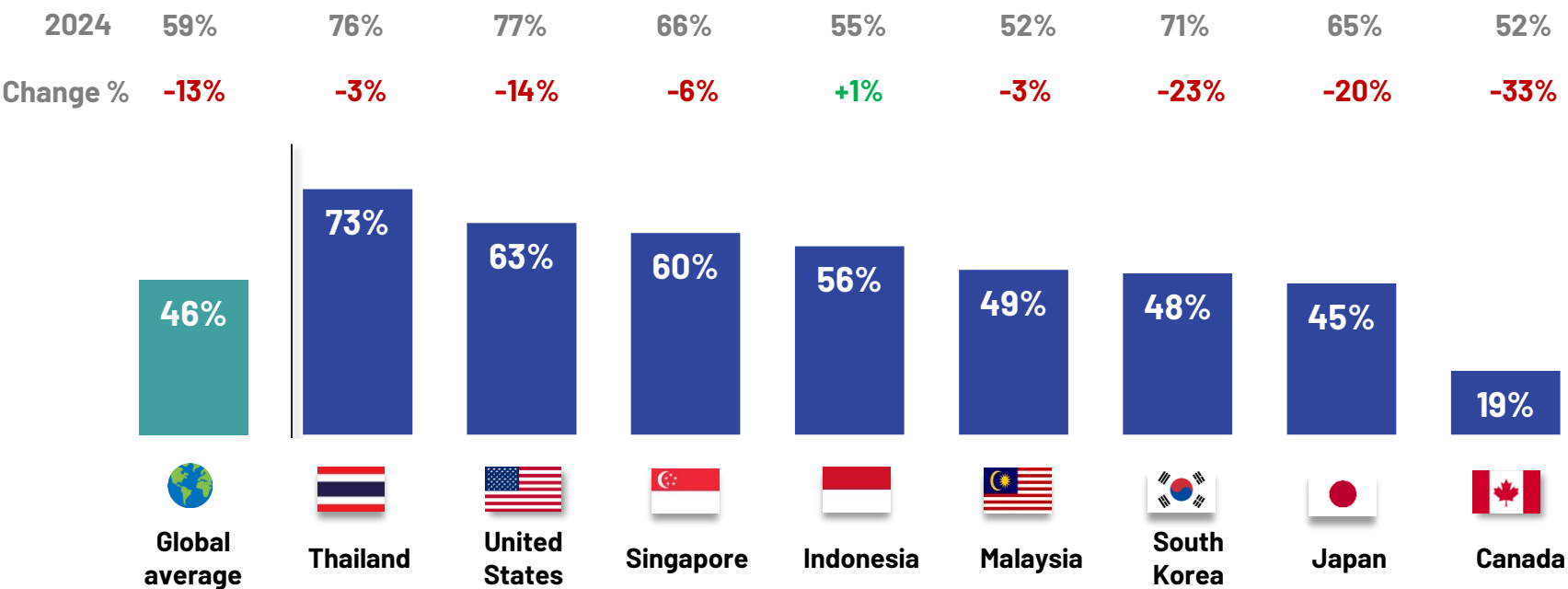
What is the current impact of united states on world affairs?

Fri, 23rd May 2025

US's reputation has dropped in the world's eyes

Malaysian's perception on US's positive influence has declined and this sentiment is shared across countries around the world. Notably, American allies such as South Korea, Japan, Canada and even United States itself are losing confidence significantly on US influence of world affairs.

Thinking about the next decade, would you say United States will have an overall positive or a negative influence on world affairs? (% Positive)



Base: 22,715 online adults under the age of 75 across 29 countries, interviewed 21 March - 4 April 2025. Prior wave conducted 20 Sept - 4 Oct 2024)

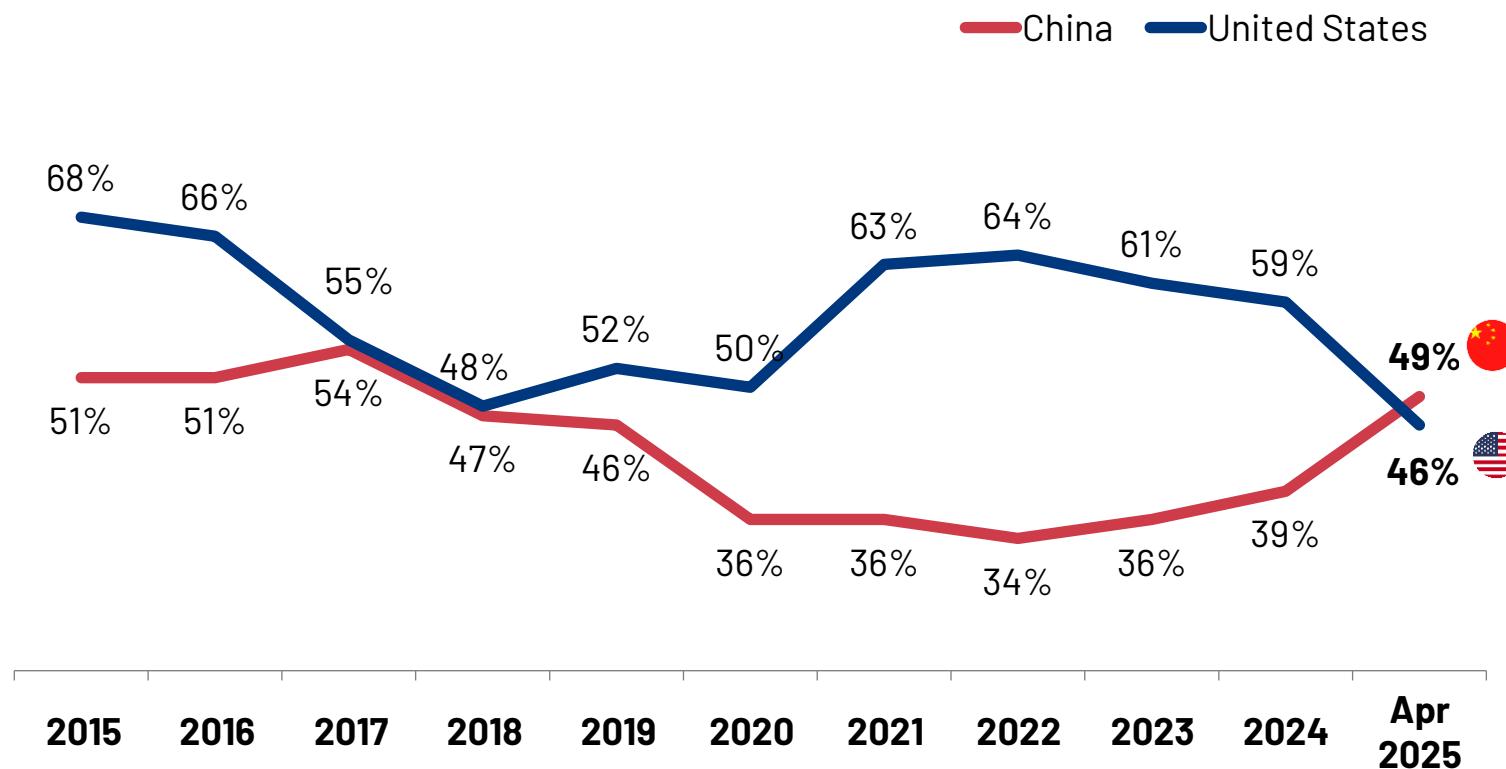


For the first time, more people say China has a positive influence than the US

There is a 13% decline globally in the number of people who believe in the US' positive influence in the future. This marks the first time this confidence has dropped below 50%.

Conversely, nearly half see China's influence as positive, first time since 2018.

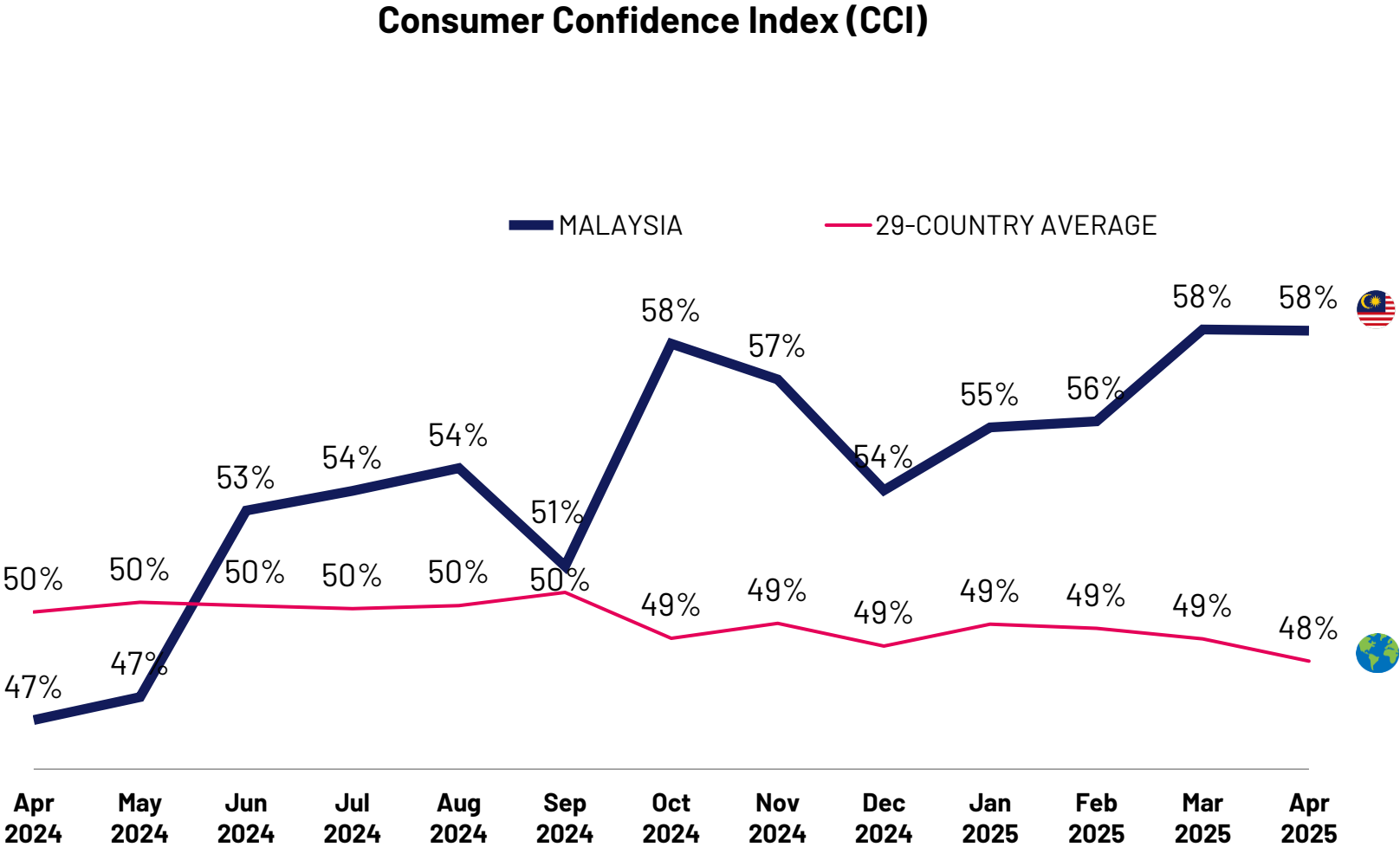
Thinking about the next decade, would you say the following countries or organizations will have an overall positive influence on world affairs?
(% Strongly/somewhat positive)



Base: 22,715 online adults under the age of 75 across 29 countries, interviewed 21 March - 4 April 2025. Prior wave conducted 20 Sept - 4 Oct 2024)

Despite these trends, Malaysians remains optimistic about the state of economy

The long-term trend indicates that Malaysia's confidence has been on a steady rise since last year despite the slight decline of Global Consumer Confidence Index. This divergence indicates that Malaysia's consumer confidence remains resilient and largely unaffected by global economic perceptions.



Base: 22,715 online adults under the age of 75 across 29 countries, interviewed 21 March - 4 April 2025. Prior wave conducted 20 Sept - 4 Oct 2024)





Consumer Confidence and US reputation

Our latest survey in April 2025 reveals a decline in the United States' global reputation, with only 46% across 29 countries believing it will have a positive influence. Countries like Canada, South Korea, and Japan has shown a sharp decline in their views on the US influence on world affairs due to looming United States tariffs issue and the escalating trade war.

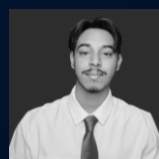
For the first time, China is viewed more positively on the world stage than the USA, with 49% favorability compared to 46% for the U.S. In Malaysia, perceptions of the U.S. have weakened slightly, yet remain less negative than in countries like Singapore, South Korea, and Japan. Despite these trends, Malaysians are optimistic about their economy's present and future.

While there are undoubtedly growing concerns about the looming tariffs, many Malaysians remain cautiously optimistic. However, this sentiment may be short-lived, as the geopolitical landscape continues to shift rapidly.

As such, the current optimism may be likened to the 'calm before the storm', with the full effects of these tariffs and broader geopolitical shifts yet to be fully realised or understood by the Malaysian public.



Evelyn Tan
Interim Country Manager
Ipsos Malaysia



Hariprasath
Research Executive
Ipsos Malaysia



Amirul Hakimi
Research Executive
Ipsos Malaysia