

2016 Edelman Trust Barometer

Malaysia Report



Trust Matters

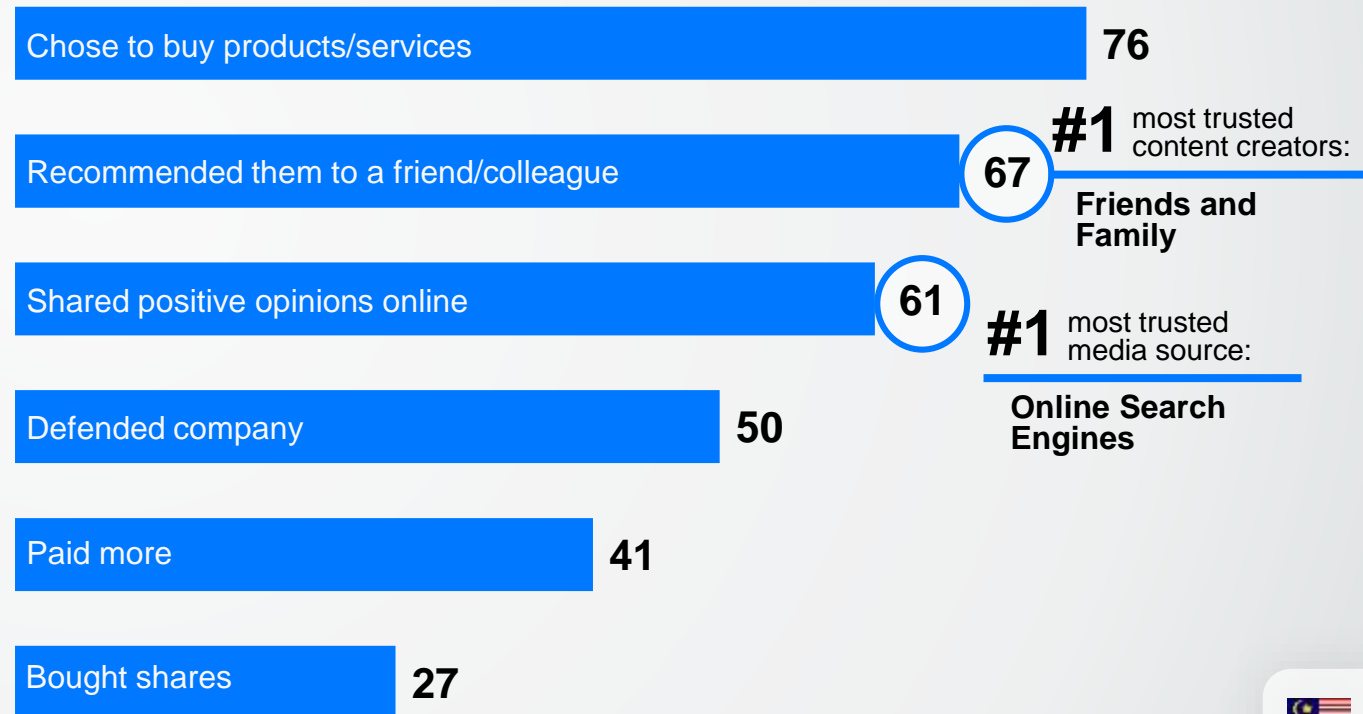
Percent who engage in each behavior based on trust



Behaviors for Distrusted Companies



Behaviors for Trusted Companies




Source: 2016 Edelman Trust Barometer Q371-589. Thinking back over the past 12 months, have you taken any of the following actions in relation to companies that you trust? Please answer yes or no to each action. General Population, Malaysia, question asked of half the sample. Q377-380. Still thinking about the past 12 months, have you taken any of the following actions in relation to companies that you do not trust? Please answer yes or no to each action. General Population, Malaysia, question asked of half the sample.


Trust Rising

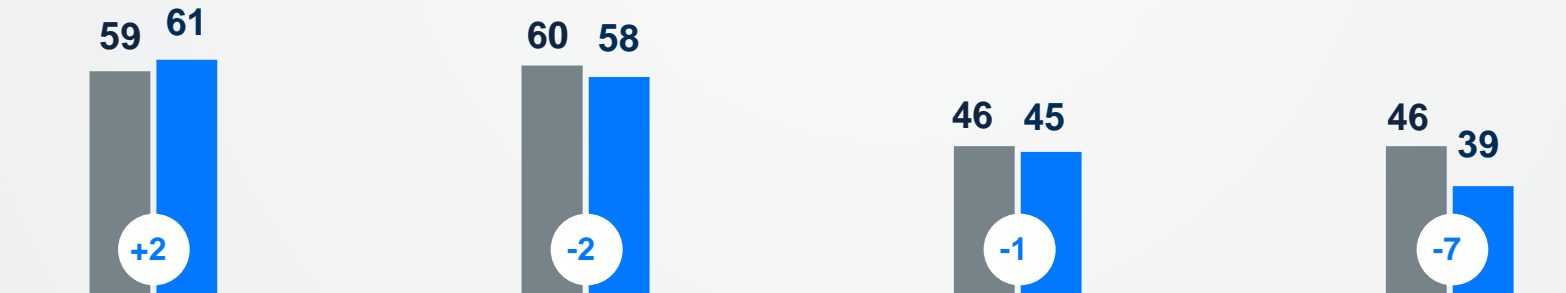
Percent trust in the four institutions of government, business, media and NGOs, 2015 vs. 2016

2015 2016


Informed Public




General Population



 NGOs

 Business

 Media

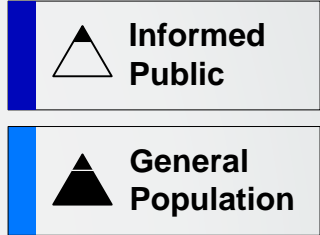
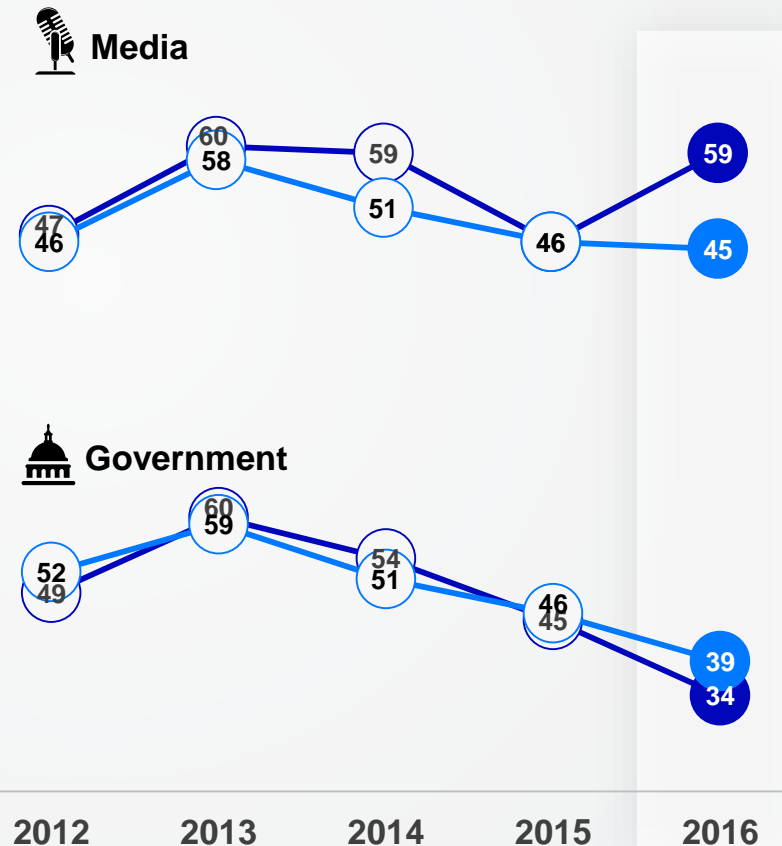
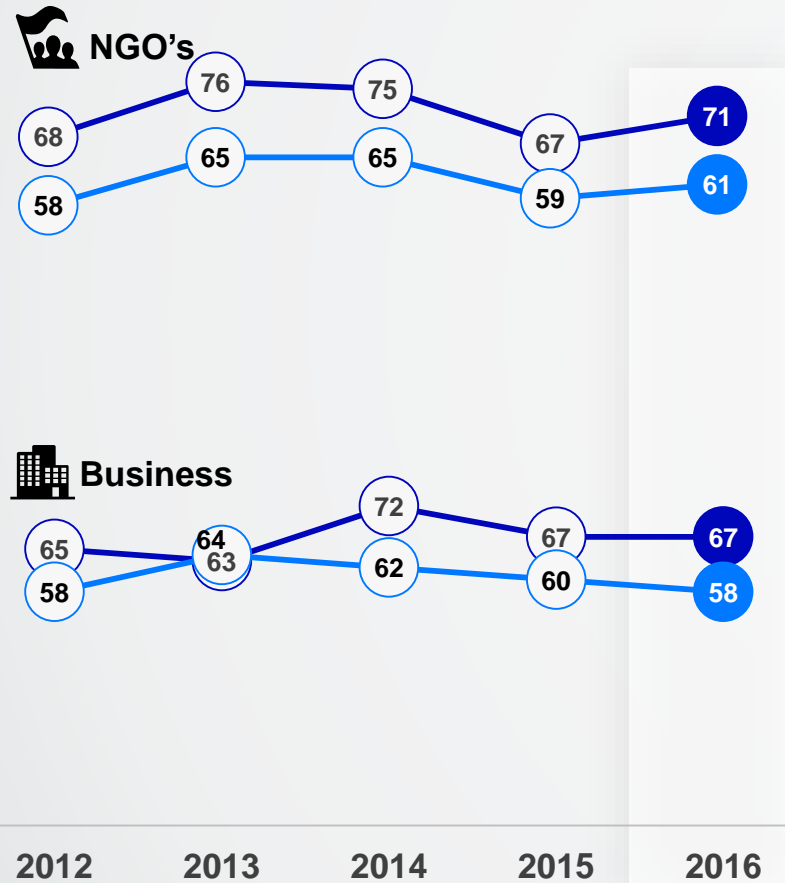
 Government



Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and General Population, Malaysia

Post-Recession Highs

Percent trust in the four institutions of government, business, media and NGOs, 2012 vs. 2016

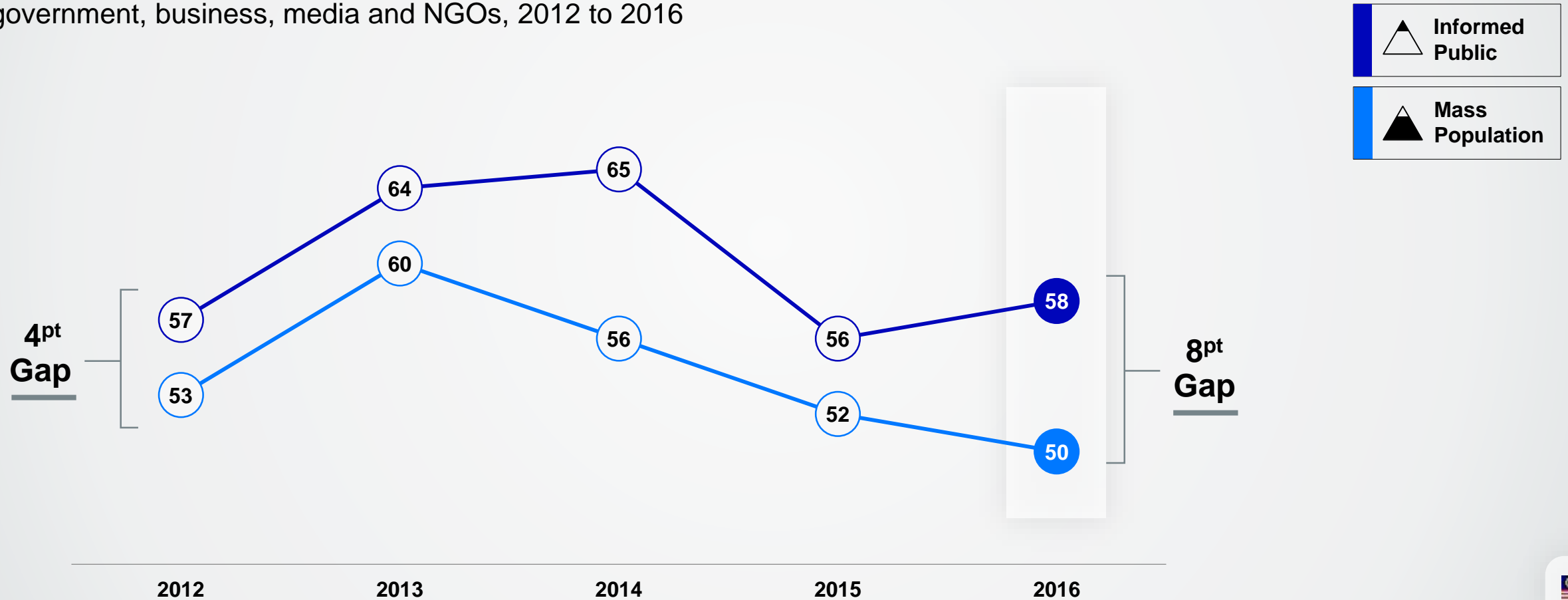


Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and General Population, Malaysia



A Significant Divide

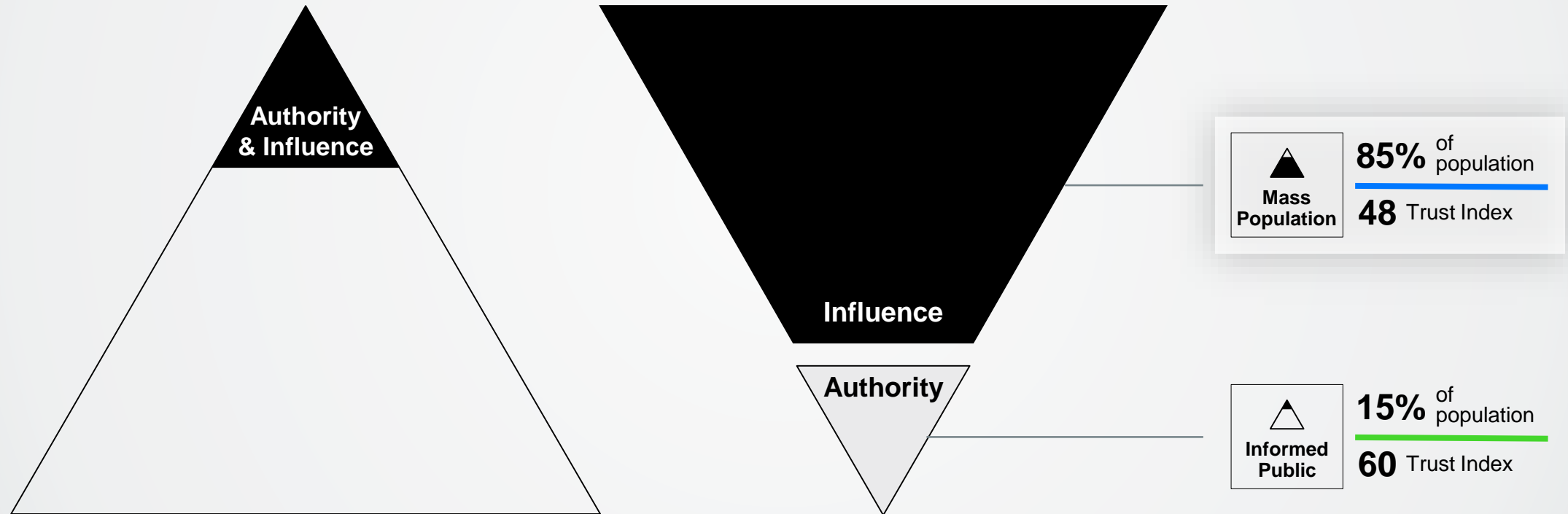
Percent trust in the four institutions of government, business, media and NGOs, 2012 to 2016



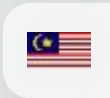
Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and Mass Population, Malaysia



The Inversion of Influence



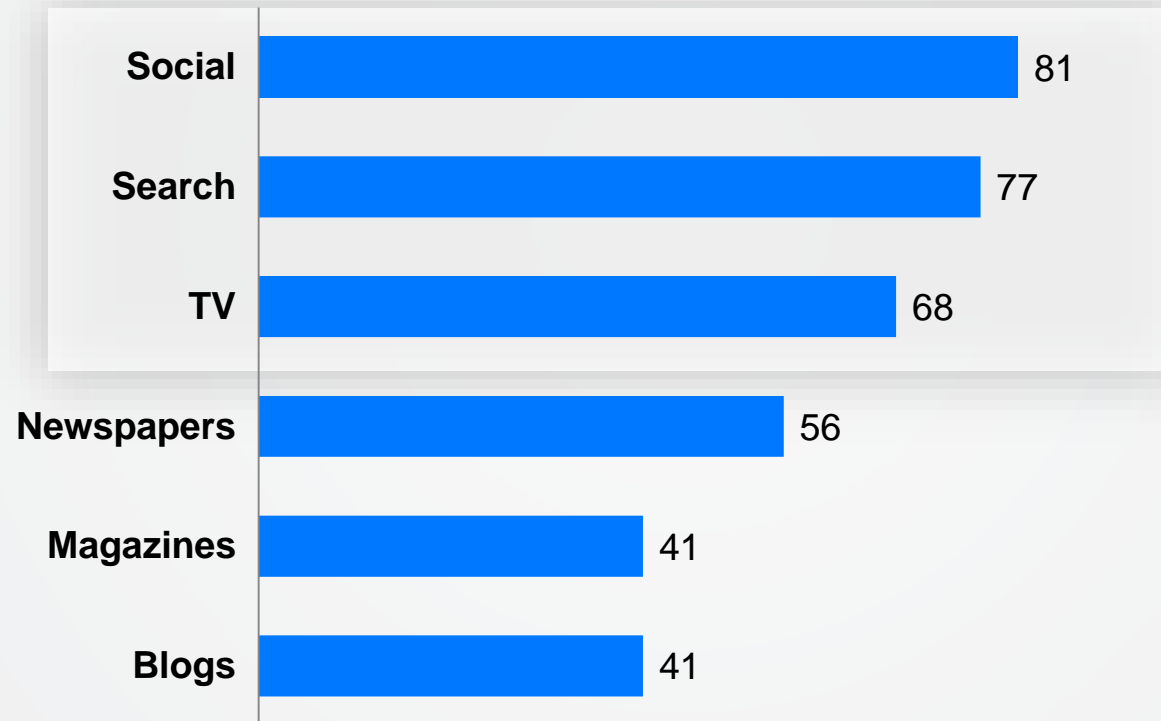
Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and Mass Population, Malaysia.



Power of Peer-Driven Media

Percent who use each media source several times a week or more

▲ General Population



2 of top 3 most-used sources of news and information are peer-influenced media



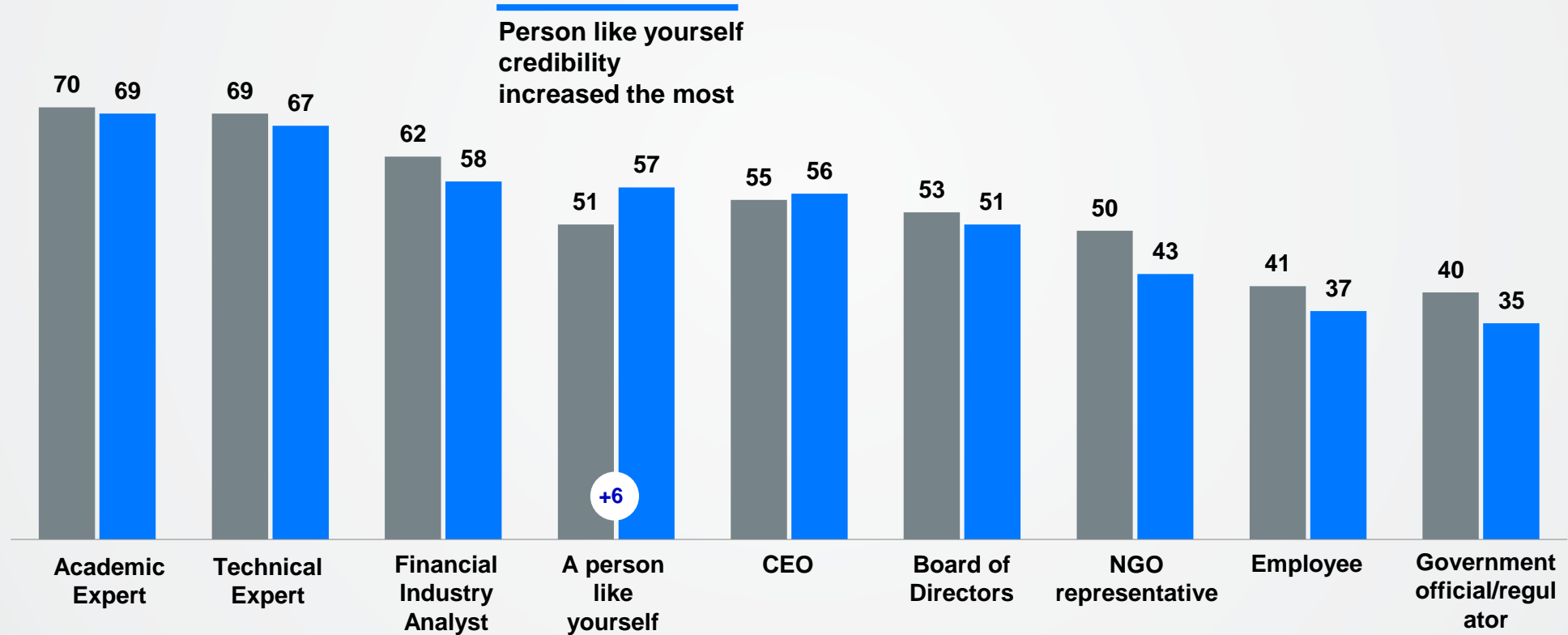
Source: 2016 Edelman Trust Barometer - How often do you read, view, click on or engage with the following types of content, media or information sources? Online search engines, such as Google... (Q285), Television news and information (Q287), Social networking sites, such as Facebook, LinkedIn, Instagram, Twitter, etc.(Net of Q278 Social Networking, Q279 Blogs, Q289 Online message boards, forums or newsgroups), articles in printed newspapers (Q284), articles in printed magazines(Q283), Blogs (Q279) (Several times a week+) General Population, Malaysia, question asked of half the sample.

Peers More Credible than Leaders

Percent who rate each spokesperson as extremely/very credible

▲ General Population

2015 2016

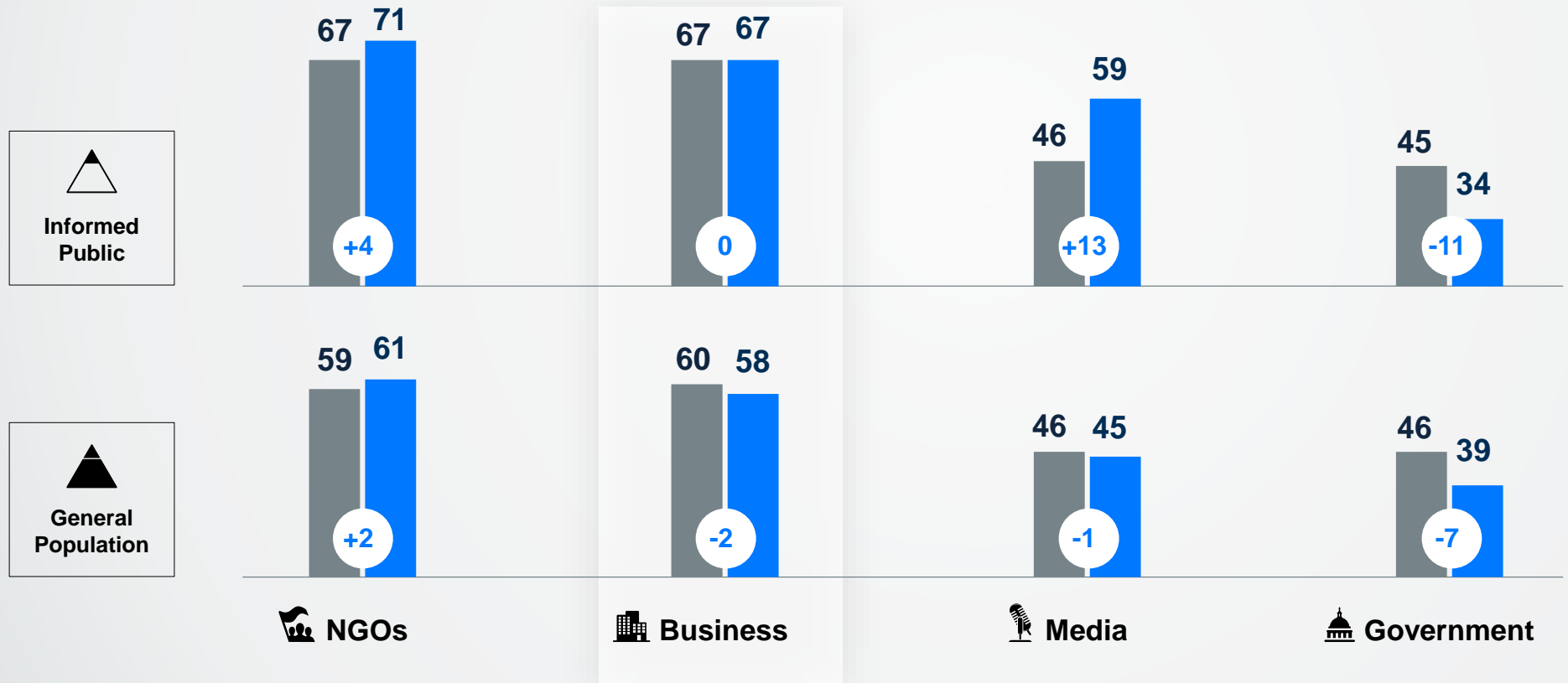


Source: 2016 Edelman. Trust Barometer Q130-587. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) General Population, Malaysia, question asked of half the sample.

A Position of Strength

Percent trust in the four institutions of government, business, media and NGOs, 2015 vs. 2016

2015 2016

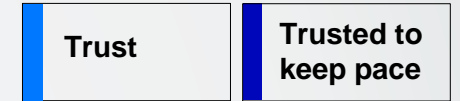


Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and General Population, Malaysia

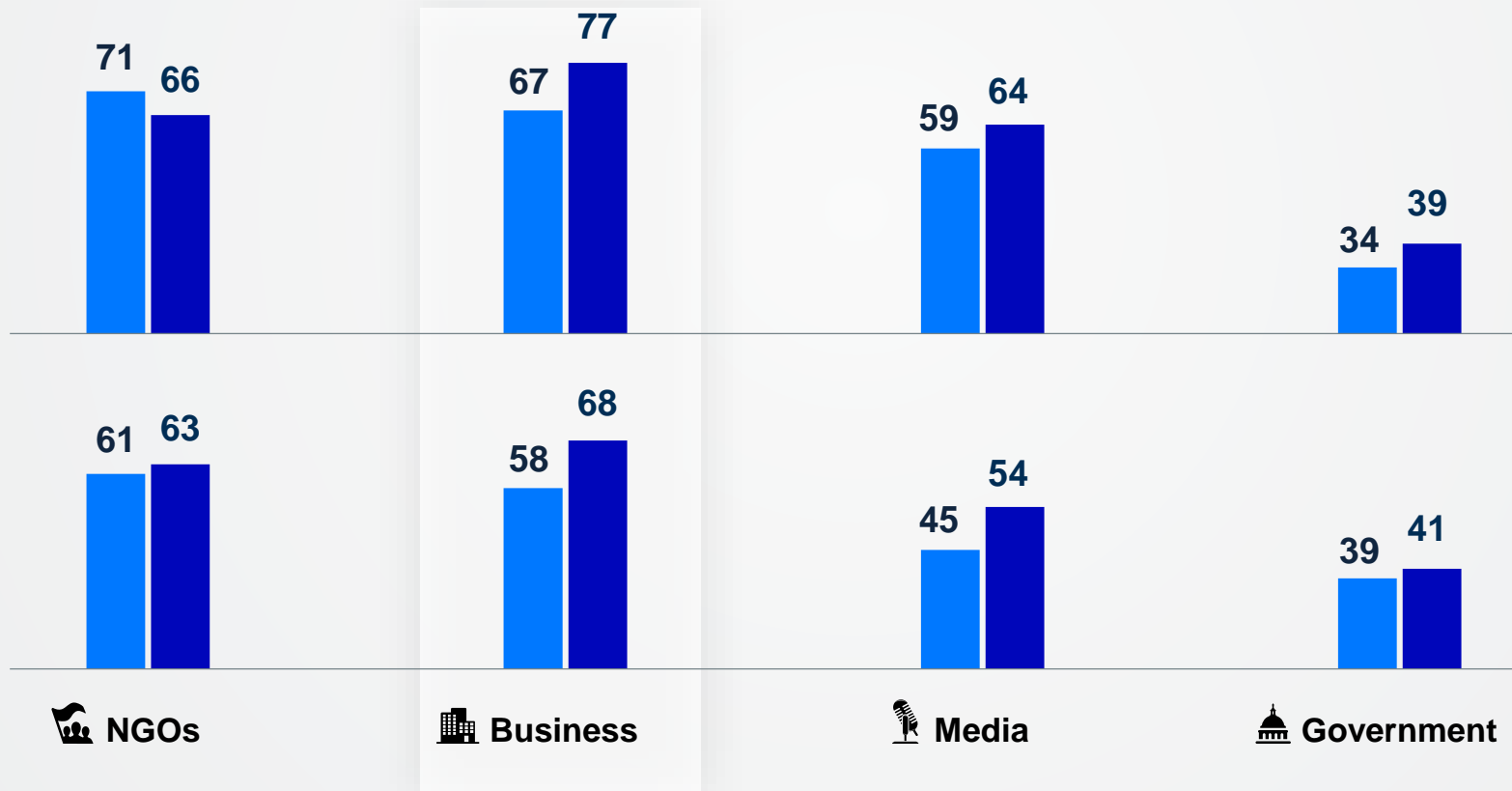
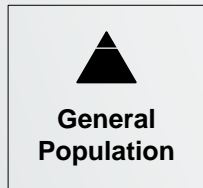
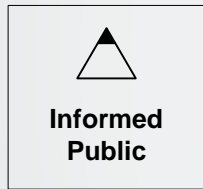


Business Most Trusted to Keep Pace

Percent trust, and percent who trust each institution to keep up with the changing times, 2016



Business in the lead



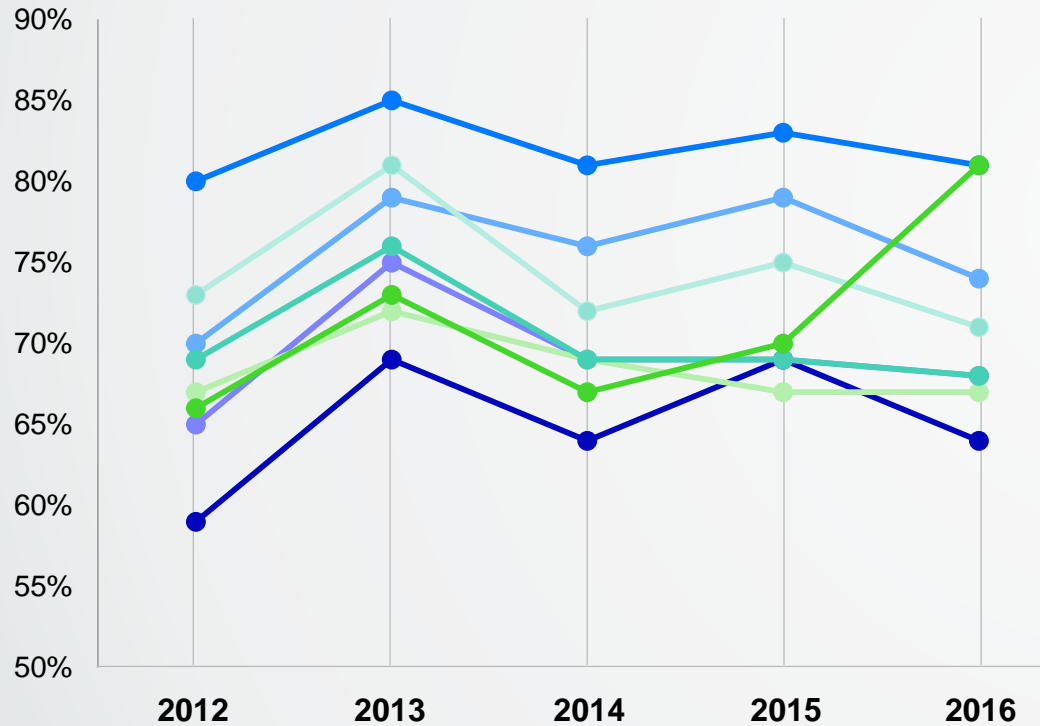
Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Q441-444 Below is a list of institutions. For each one, please indicate how much you trust that institution to keep up with the changing times using a 9-point scale where one means that you “do not trust them at all to keep up with change” and nine means that you “trust them a great deal to keep up with change”. (Top 4 Box, Trust) Informed Public and General Population, Malaysia.



Sector Trends: Financial Services Rebounds

Trust in each industry sector, 2012 - 2016

 General Population



Industry	2012	2013	2014	2015	2016	5 yr. Trend
Technology	80%	85%	81%	83%	81%	▲ 1
Pharmaceutical	66%	73%	67%	70%	81%	▲ 15
Automotive	70%	79%	76%	79%	74%	▲ 4
Telecommunications	73%	81%	72%	75%	71%	▼ 2
Food & Beverage	69%	76%	69%	69%	68%	▼ 1
Energy	65%	75%	69%	69%	68%	▲ 3
Financial Services	67%	72%	69%	67%	67%	0
Consumer Packaged Goods	59%	69%	64%	69%	64%	▲ 5

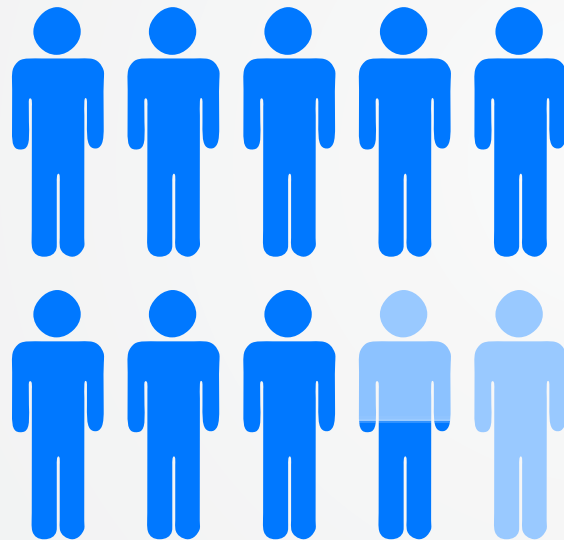


Source: 2016 Edelman Trust Barometer Q45-429. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust) General Population, Malaysia

*From 2012-2014, Pharma included as subsector(Q61f-65f).

**From 2012-2015, Pharma included as an industry sector (Q43-60). 2012-2014 data recalibrated as a sector.

Business Must Lead to Solve Problems



85% agree

▲ up from 78% in 2015

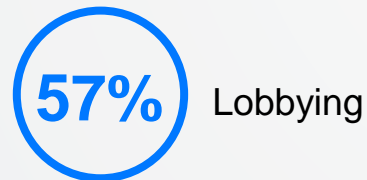
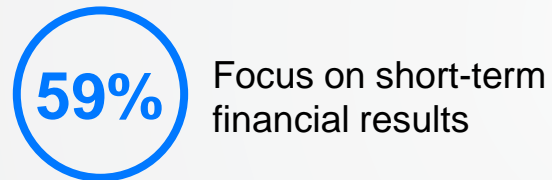
“A company can take specific actions that both increase profits and improve the economic and social conditions in the community where it operates.”



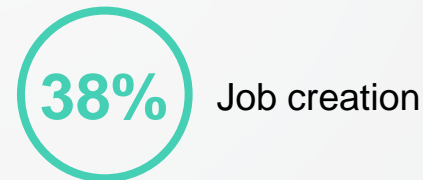
CEO Focus Misplaced

Percent who agree with each statement about CEOs

Too Much



Not Enough



Source: 2016 Edelman Trust Barometer Q451-461. Thinking about CEOs, how strongly do you agree or disagree with the following statements? (Top 4 Box, Agree/Bot 5 Box, Disagree) General Population, Malaysia ['CEOs do too much lobbying,' 'CEOs can be trust to create jobs,' 'Given that the average tenure of CEOs is just 4 years, CEOs aren't in their role long enough to make a positive impact,' 'CEOs are too focused on short-term financial results,']

Purpose and Profits Matter

Percent who agree that CEOs should be personally visible in discussing...



- ▶ Income inequality
- ▶ Public policy discussions
- ▶ Personal views on societal issues



Source: 2016 Edelman Trust Barometer Q496-506. How visible do you think a CEO should personally be in these different types of business situations? Please use a 9-point scale where one means that it is “not visible at all” and nine means that it is “extremely visible”. (Top 4 Box, Visible) General Population, Malaysia, question asked of half the sample.

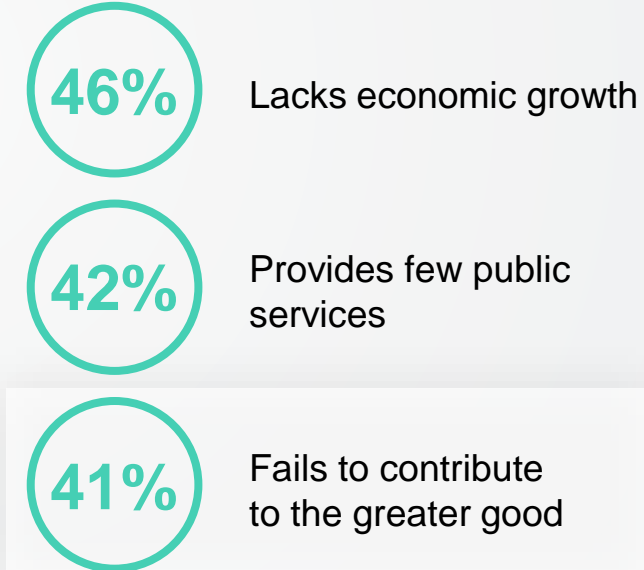
Purpose Impacts Trust

Percent who cite each as a reason for why their trust in business has increased or decreased

Reasons Trust in Business Has Increased



Reasons Trust in Business Has Decreased



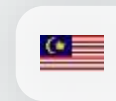
Source: 2016 Edelman Trust Barometer Q328-329. For which of the following reasons, if any, has your trust in each institution listed below increased over the past year? Q330-331. For which of the following reasons, if any, has your trust in each institution listed below decreased over the past year? General Population, Malaysia

Leaders Seen As Underperforming

Importance vs. performance of 16 trust-building leadership attributes

	Performance	Importance	Gap
Integrity	35%	55%	20
Exhibits highly ethical behaviors	32%	53%	21
Takes responsible actions to address an issue or crisis	44%	60%	16
Behaves in a way that is transparent and open	29%	53%	24
Engagement	29%	51%	22
Treats employees well	29%	50%	21
Listens to customer needs and feedback	29%	53%	24
Places customer ahead of profits	28%	51%	23
Communicates frequently and honestly on the state of their company	30%	49%	19
Products	36%	43%	7
Places a premium on offering high quality products or services	34%	40%	6
Is focused on driving innovation and introducing new products/services/ideas	38%	45%	7
Purpose	33%	45%	12
Is dedicated to protecting and improving the environment	28%	44%	16
Ensures that the company creates programs that positively impact the local community in which it operates	37%	48%	11
Ensures that the company addresses society's needs in its everyday business	36%	48%	12
Ensures that the company partners with NGOs, government and third parties to address societal issues	31%	38%	7
Operations	33%	41%	8
Attracts and retains a highly-regarded and widely admired top leadership team	37%	43%	6
Is ranked on a global list of top CEOs, such as "The Best Performing CEOs in The World"	29%	31%	2
Manages the company in a way that delivers consistent financial returns	33%	48%	15

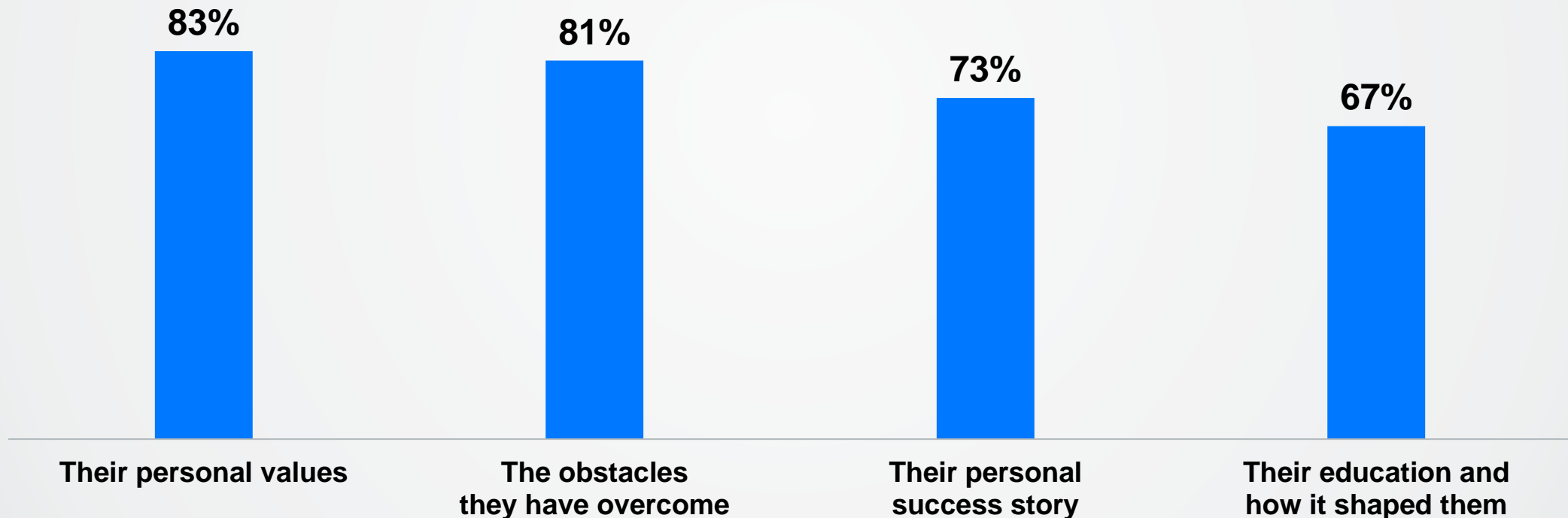
Source: 2016 Edelman Trust Barometer. Q462-478 How important is each of the following attributes to building your trust in CEOs? (Top 2 Box, Important) Q479-495 Please rate CEOs on how well you think they are performing on each of the following attributes. Use a 9-point scale where one means they are "performing extremely poorly" and nine means they are "performing extremely well." CEO questions use the same scales as the business questions. (Top 2 Box, Performance) General Population, Malaysia.



Personal Values and History Matter

Percent who agree that each type of information is important in building trust in a CEO

 General Population



Source: 2016 Edelman Trust Barometer Q507-514. Thinking about how a CEO communicates with a variety of groups and individuals, how important are each of the following activities a CEO could engage in? Please use a 9-point scale where one means that attribute is “not at all important to building your trust” and nine means it is “extremely important to building your trust”. (Top 4 Box, Important) General Population, 28-country global total, question asked of half the sample. [Media Engagement net = Q507 ‘Interviews with the media,’ and ‘Q512 ‘Sharing their views on a blog or on social media.’ Direct Engagement net = Q508 ‘Communications with employees,’ and ‘Participation in industry conferences.’] Q516-524. For you to trust a CEO, how important is it that you have information on each of the following aspects of the CEO’s personal life outside of their business? Please use a 9-point scale where one means that attribute is “not at all important to building your trust” and nine means it is “extremely important to building your trust. (Top 4 Box, Important) General Population, Malaysia, question asked of half the sample.

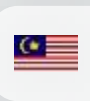
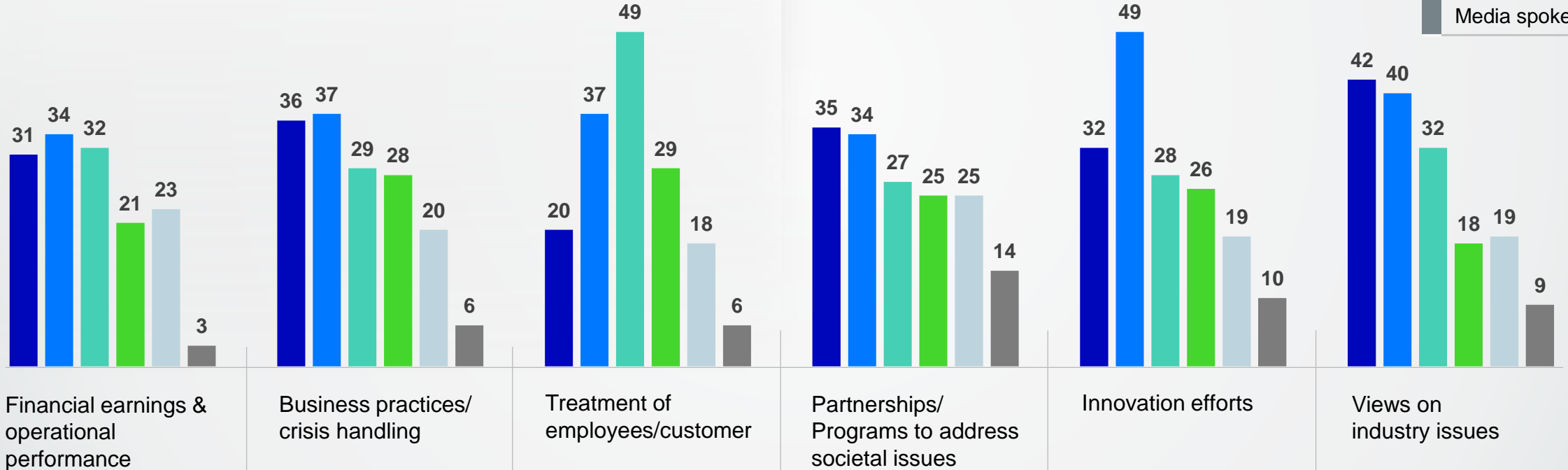
Employees Are Essential Advocates

Most trusted spokesperson to communicate each topic

 General Population

-  Company CEO
-  Senior executive
-  Employee
-  Activist consumer
-  Academic
-  Media spokesperson

Employees Most Trusted



Source: 2016 Edelman Trust Q610 Who do you trust MOST to provide you with credible and honest information about a company's financial earnings and operational performance, and top leadership's accomplishments? Q611 A company's business practices and handling of a crisis: Who do you trust MOST to provide you with credible and honest information about a company's business practices, both positive and negative, and its handling of a crisis? Q612 Who do you trust MOST to provide you with credible and honest information about a company's employee programs, benefits and working conditions, and how a company serves its customers and prioritizes customer needs ahead of company profits? Q613 Who do you trust MOST to provide you with credible and honest information about a company's partnerships with NGOs and effort to address societal issues, including those to positively impact the local community? Q614 Who do you trust MOST to provide you with credible and honest information about a company's innovation efforts and new product development? Q615 Who do you trust MOST to provide you with credible and honest information about a company's stand on issues related to the industry in which it operates? General Population, Malaysia, question asked of half the sample.

Employee Advocacy Increases With Societal Issue Engagement

Percent who agree with each statement, comparing those who work at companies/for CEOs involved in addressing broader societal issues vs. those who do not

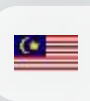
▲ General Population

Company NOT engaged in societal issues

Company engaged in societal issues



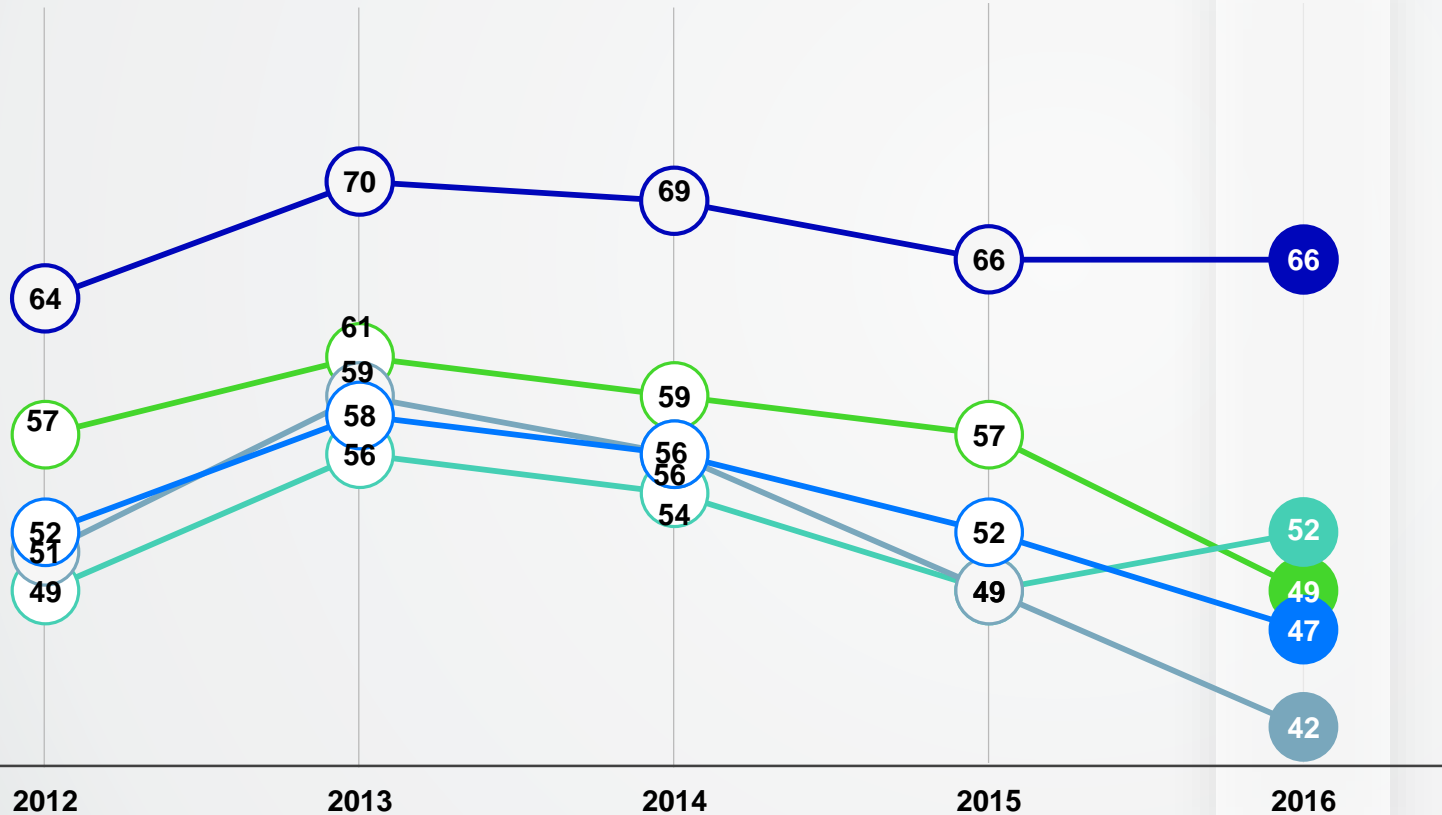
Source: 2016 Edelman Trust Barometer Q527-529. Does your company and your company's CEO get involved in addressing broader societal issues beyond the core business, through programs or relationships with other companies? Q530-536. Thinking about your current company, please indicate how much you agree with each of the following statements using a 9-point scale where one means that you "strongly disagree" and nine means that you "strongly agree". (Top 4 Box, Agree) General Population, Malaysia, question asked of half the sample.



Transformed Media Landscape

Trust in each source for general news and information

 General Population



Industry	Millenials	Gap
Search Engines*	69%	▲ 3
Online-only Media**	58%	▲ 6
Traditional Media	52%	▲ 3
Owned media	52%	▲ 5
Social media	44%	▲ 2

Millennials

even more trusting of digital media than general population

Source: 2016 Edelman Trust Barometer Q178-182. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you “do not trust it at all” and nine means that you “trust it a great deal.” (Top 4 Box, Trust) General Population and Millennials, Malaysia, question asked of half the sample.

*From 2012-2015, we included Online Search Engines as a media type. In 2016, we changed to Search Engines.

**From 2012-2015, we included Hybrid as a media type. In 2016, we changed this over to Online-Only.

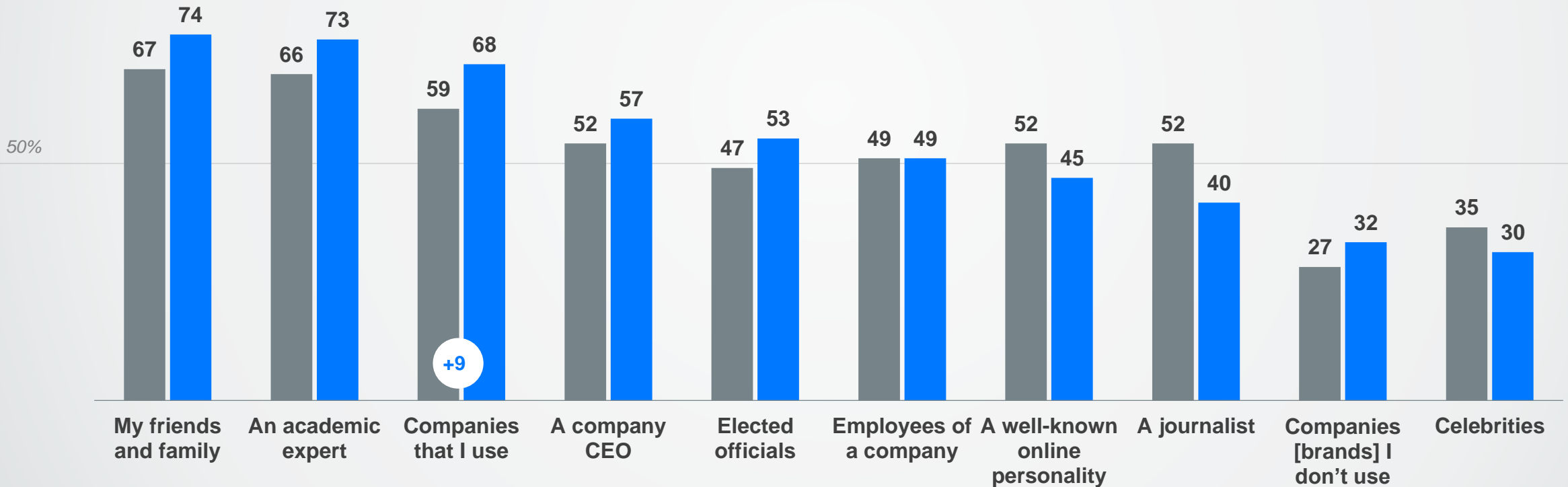


Every Voice Matters

Percent who trust information created by each author on social networking sites, content sharing sites and online-only information sources, 2015 vs. 2016

▲ General Population

2015 2016



Source: 2016 Edelman Trust Barometer Q598-609. Thinking about the information you consume, how much do you trust the information from each of the following authors or content creators? (Top 4 Box, Trust) General Population, Malaysia, question asked of half the sample.



Trust Building

Company Importance vs. Performance



General Population

	Performance	Importance	Gap
Integrity	38%	56%	18
Has Ethical Business Practices	39%	57%	18
Takes Responsible Actions To Address An Issue Or A Crisis	36%	53%	17
Has Transparent And Open Business Practices	40%	57%	17
Engagement	38%	55%	17
Treats Employees Well	38%	56%	18
Listens To Customer Needs And Feedback	38%	57%	19
Places Customers Ahead Of Profits	37%	54%	17
Communicates Frequently And Honestly On The State Of Its Business	39%	54%	15
Products	38%	50%	12
Offers High Quality Products Or Services	41%	59%	18
Is An Innovator Of New Products, Services Or Ideas	35%	41%	6
Purpose	33%	46%	13
Works To Protect And Improve The Environment	34%	50%	16
Creates Programs That Positively Impact The Local Community	34%	47%	13
Addresses Society's Needs In Its Everyday Business	33%	47%	14
Partners With NGOs, Government And Third Parties To Address Societal Issues	29%	39%	10
Operations	34%	43%	9
Has Highly-Regarded And Widely Admired Top Leadership	33%	44%	11
Ranks On A Global List Of Top Companies, Such As Best To Work For Or Most Admired	31%	39%	8
Delivers Consistent Financial Returns To Investors	37%	46%	9

Source: 2016 Edelman Trust Barometer Q80-95 How important is each of the following attributes to building your TRUST in a company? Use a 9-point scale where one means that attribute is "not at all important to building your trust" and nine means it is "extremely important to building your trust" in a company. (Top 2 Box, Importance) Q114-129 Please rate businesses in general on how well you think they are performing on each of the following attributes. Use a 9-point scale where one means they are "performing extremely poorly" and nine means they are "performing extremely well". (Top 2 Box, Performance) General Population, Malaysia.

