



2018 Edelman Trust Barometer

Malaysia Launch



#TrustBarometerMY

2018 Edelman Trust Barometer

Methodology

Online Survey in 28 Markets

18 years of data

33,000+ respondents total

All fieldwork was conducted between
October 28 and November 20, 2017

28-market global data margin of error: General population +/- 0.6% (N=32,200), informed public +/- 1.2% (N=6,200), mass population +/- 0.6% (26,000+), half-sample global general online population +/- 0.8 (N=16,100).

Market-specific data margin of error: General population +/- 2.9 (N=1,150), informed public +/- 6.9% (N = min 200, varies by market, China and U.S. +/- 4.4% (N=500), mass population +/- 3.0 to 3.6 (N =min 740, varies by market).

General Online Population

7 years in 25+ markets

Ages 18+

1,150 respondents per market

All slides show general online
population data unless otherwise noted

Informed Public

10 years in 20+ markets

Represents 15% of total global
population

500 respondents in U.S. and China;
200 in all other markets

Must meet 4 criteria:

Ages 25-64

College educated

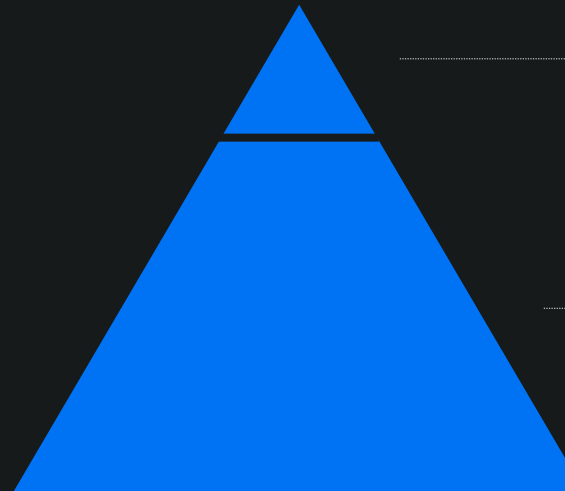
In top 25% of household income per
age group in each market

Report significant media consumption
and engagement in business news

Mass Population

All population not including informed public

Represents 85% of total global population



Trust in Retrospect

2001 Rising Influence of NGOs	2002 Fall of the Celebrity CEO	2003 Earned Media More Credible Than Advertising	2004 U.S. Companies in Europe Suffer Trust Discount	2005 Trust Shifts from "Authorities" to Peers	2006 "A Person Like Me" Emerges as Credible Spokesperson	2007 Business More Trusted Than Government and Media	2008 Young Influencers Have More Trust in Business	2009 Business Must Partner with Government to Regain Trust
2010 Trust is Now an Essential Line of Business	2011 Rise of Authority Figures	2012 Fall of Government	2013 Crisis of Leadership	2014 Business to Lead the Debate for Change	2015 Trust is Essential to Innovation	2016 Growing Inequality of Trust	2017 Trust in Crisis	2018 The Battle for Truth

Trust Index

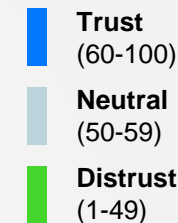
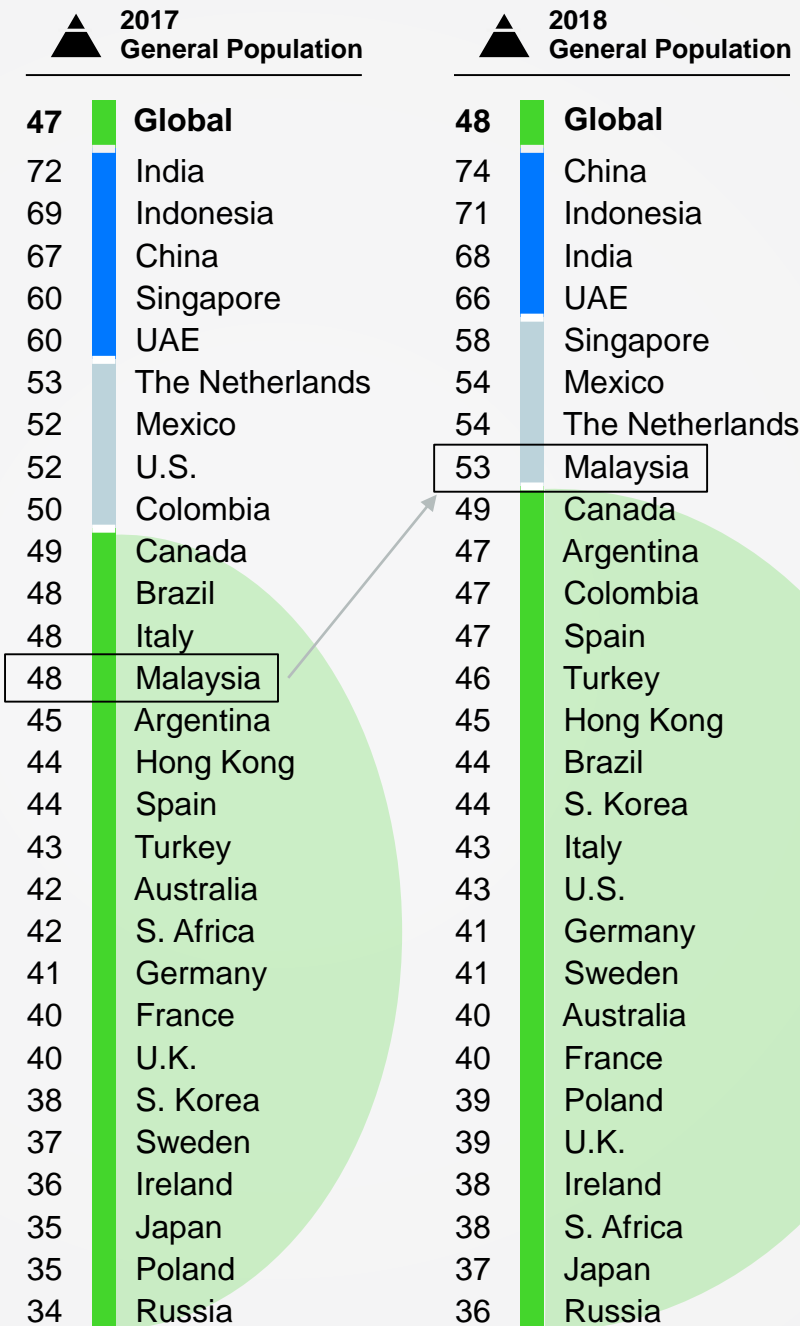
A World of Distrust

Average trust in institutions, general population, 2017 vs. 2018

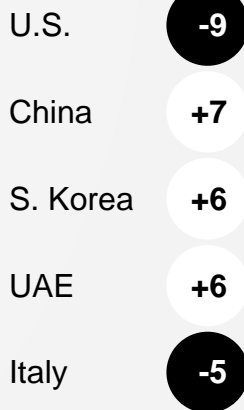
Global Trust Index remains at distruster level

20 of 28 markets are distrusters, up 1 from 2017

Source: 2018 Edelman Trust Barometer.
The Trust Index is an average of a market's trust in the institutions of government, business, media and NGOs. General population, 28-market global total.



Biggest changes in



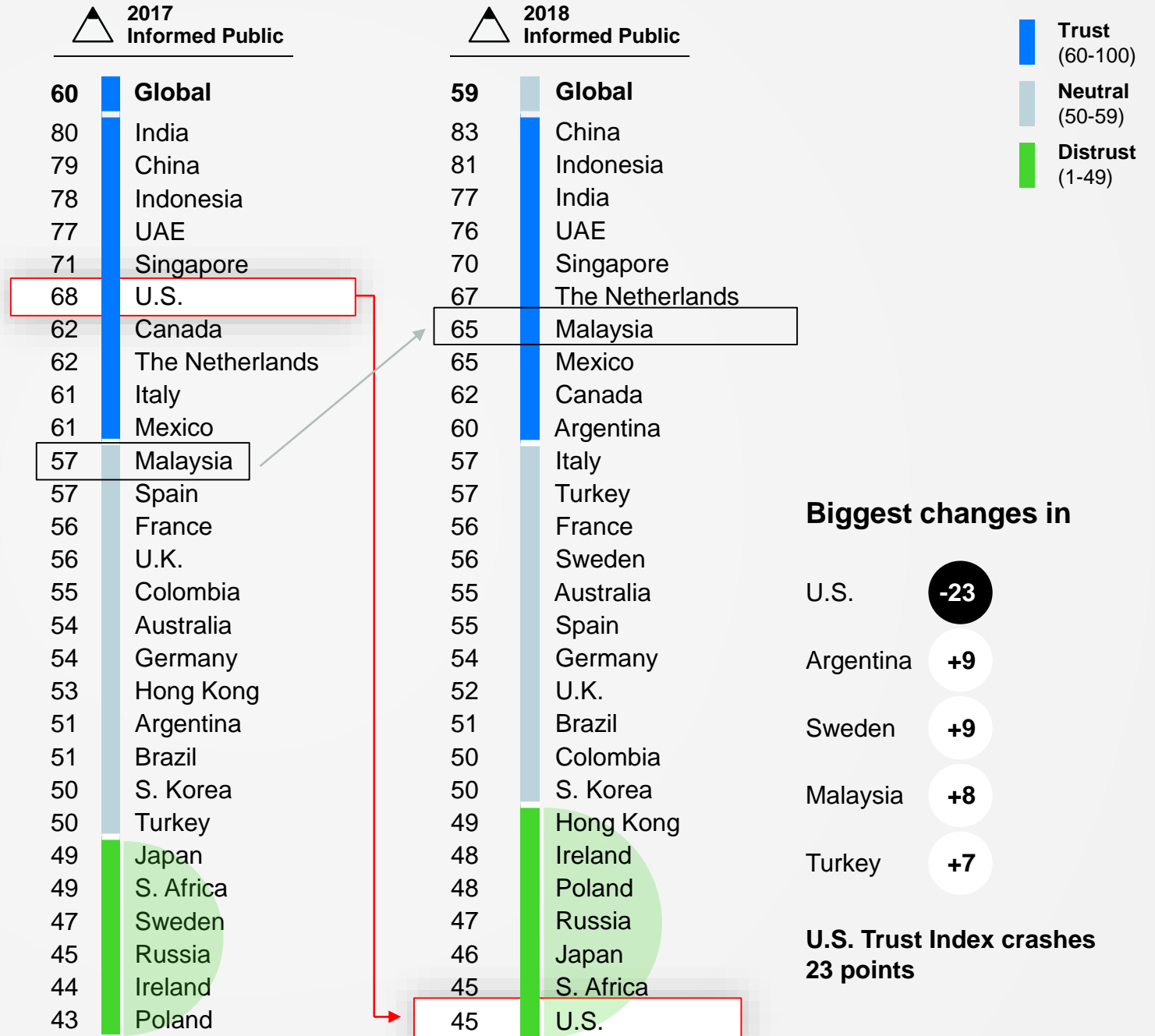
Trust decline in the U.S. is the steepest ever measured

Trust Index Informed Public Declines to Neutral

Average trust in institutions,
informed public, 2017 vs. 2018

A 1-point decline in the Global Trust Index

Source: 2018 Edelman Trust Barometer.
The Trust Index is an average of a market's trust in the institutions of government, business, media and NGOs. Informed public, 28-market global total.

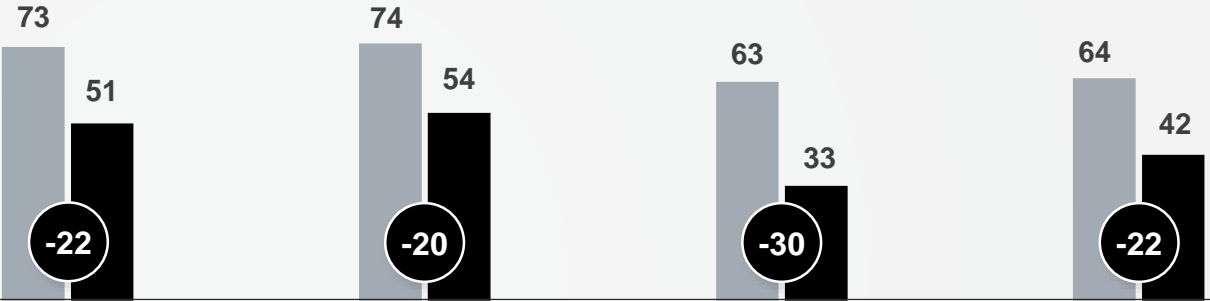


Trust Crash in U.S.

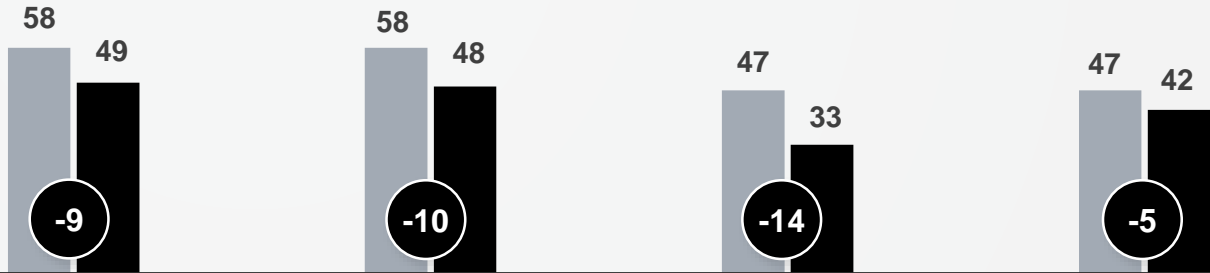
Percent trust in each institution, and change from 2017 to 2018



△ **Informed Public**
23-point decrease
Fell from 6th to last place



▲ **General Population**
9-point decrease
Fell from 8th to 18th place



NGOs



Business



Government



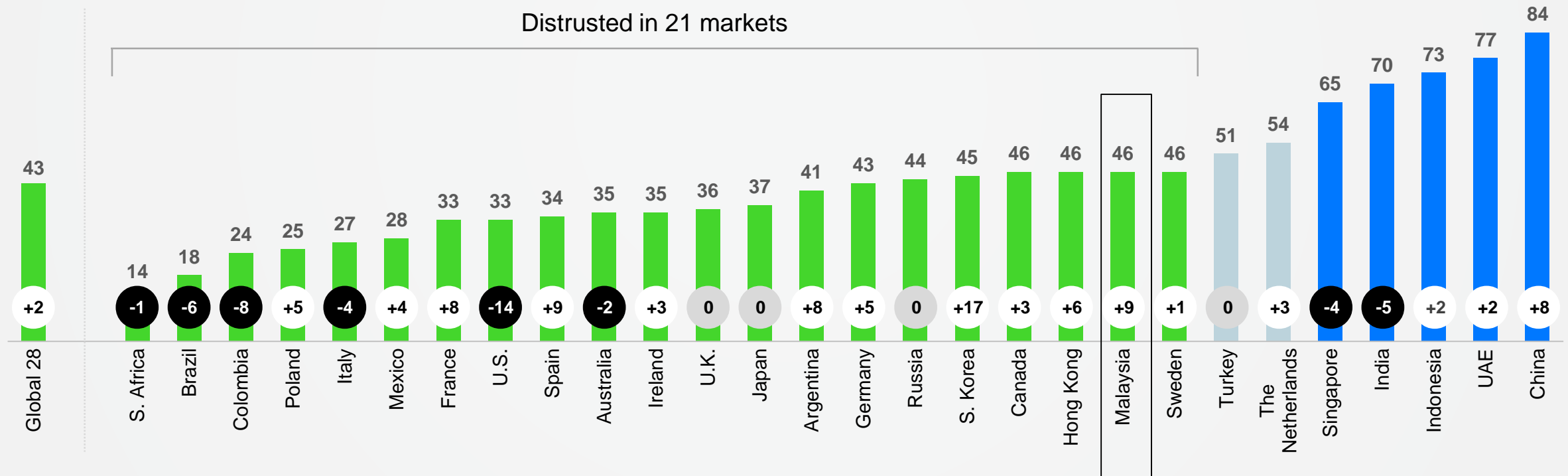
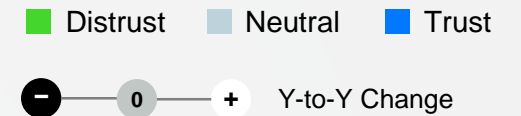
Media

Source: 2018 Edelman Trust Barometer. TRU_INS. 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, U.S. The Trust Index is an average of a location’s trust in the institutions of government, business, media and NGOs. Informed Public and General Population, U.S.



Trust in Government on the Rise

Percent trust in government, and change from 2017 to 2018

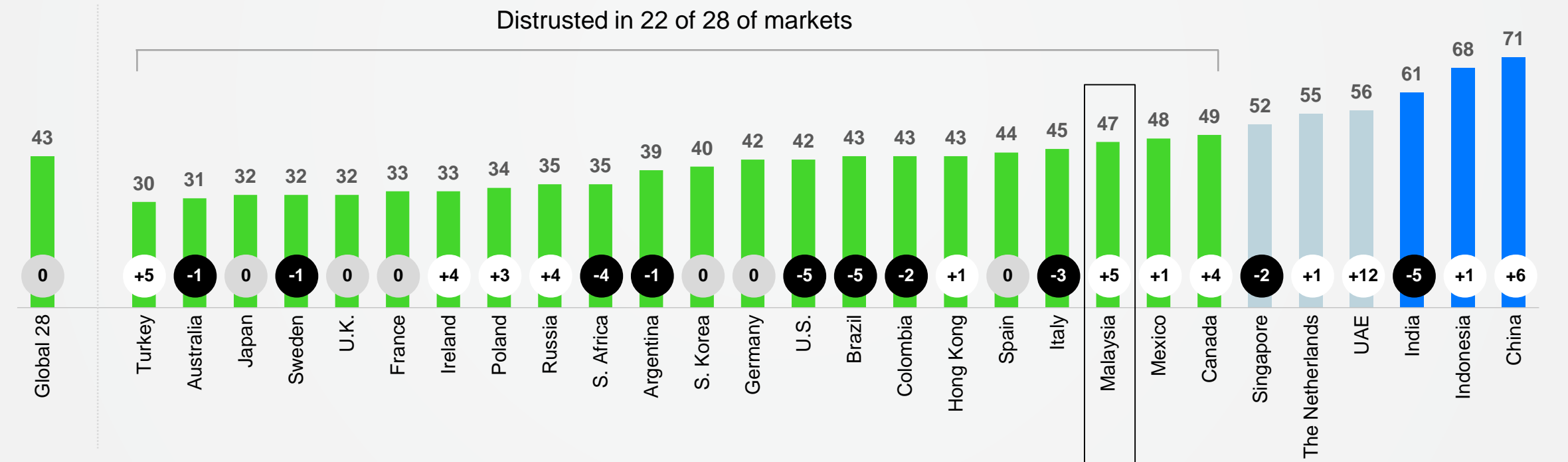
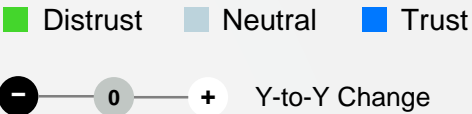


Source: 2018 Edelman Trust Barometer. TRU_INS. [GOVERNMENT IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-market global total.



Media Least Trusted Globally

Percent trust in media, and change from 2017 to 2018

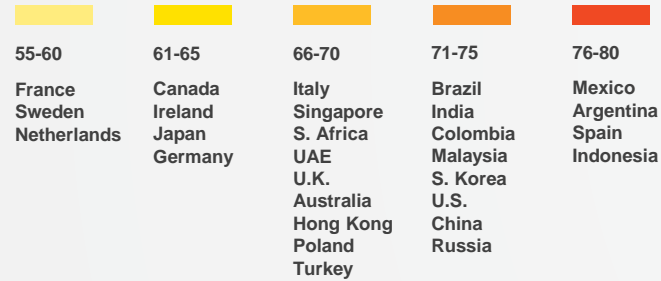


Source: 2018 Edelman Trust Barometer. TRU_INS. [MEDIA IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) General population, 28-market global total.



Fake News is a Global Problem

Percent who worry about false information or fake news being used as a weapon



Nearly
7 in 10
worry about false
information or fake news
being used as a weapon

Germany passes a law that
fines social media
companies for failing to
delete fake news

Canadian Conservative
leader's campaign
manager roots out
enemies using fake news

Pope criticizes
spread of fake news

Singapore announces
plans to introduce laws
designed to
fight fake news

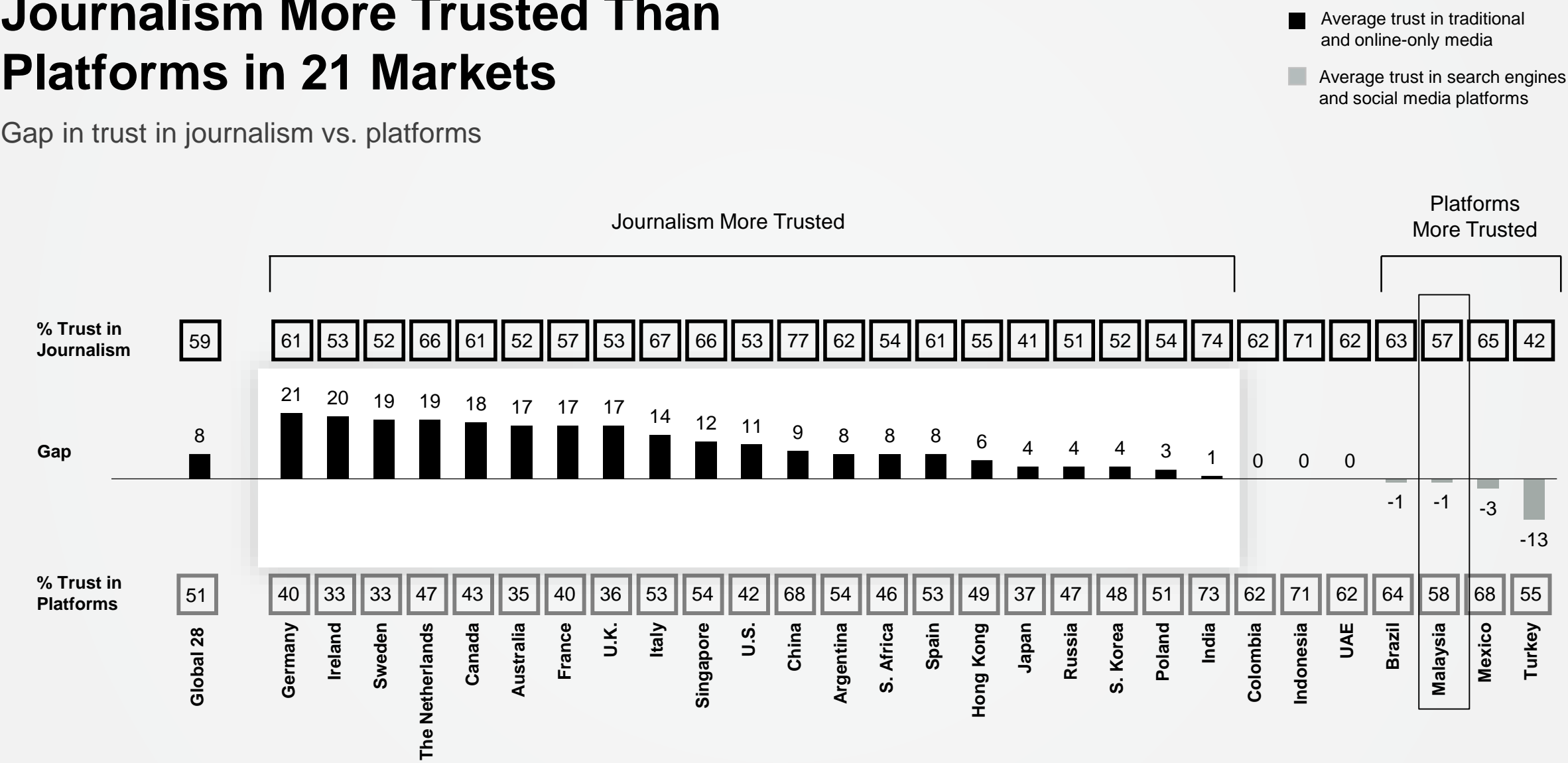
Fake news disrupts
elections in South Africa

Source: 2018 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". (Top 4 Box, Agree), question asked of half of the sample. General population, India.



Journalism More Trusted Than Platforms in 21 Markets

Gap in trust in journalism vs. platforms



Source: 2018 Edelman Trust Barometer. COM_MCL. 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), question asked of half of the sample. General population, 28-market global total.

Journalism is an average of traditional media and online-only media. Platforms is an average of search engines and social media.

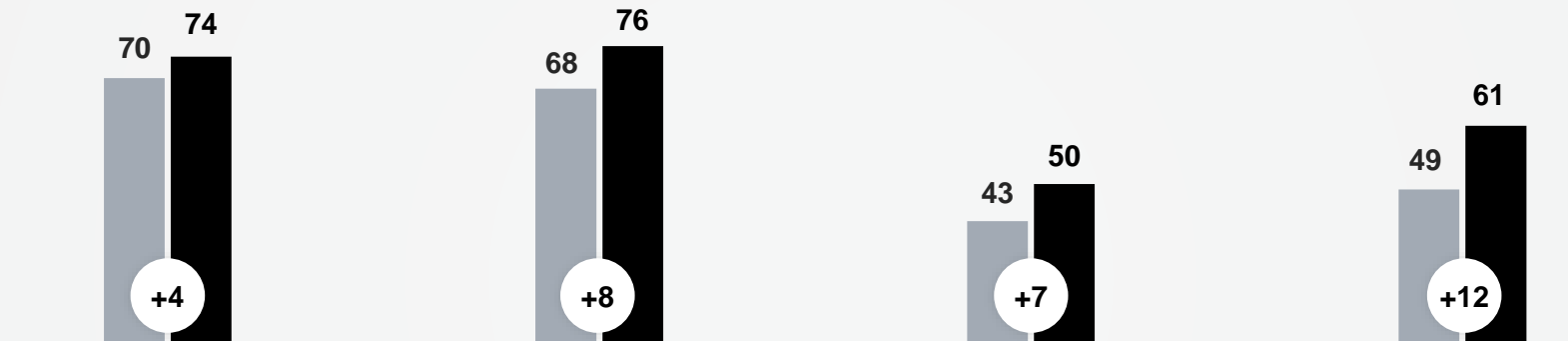




Trust on a Rebound in Malaysia

Trust Increases Across All Institutions

Percent trust in each institution, and change from 2017 to 2018, in Malaysia

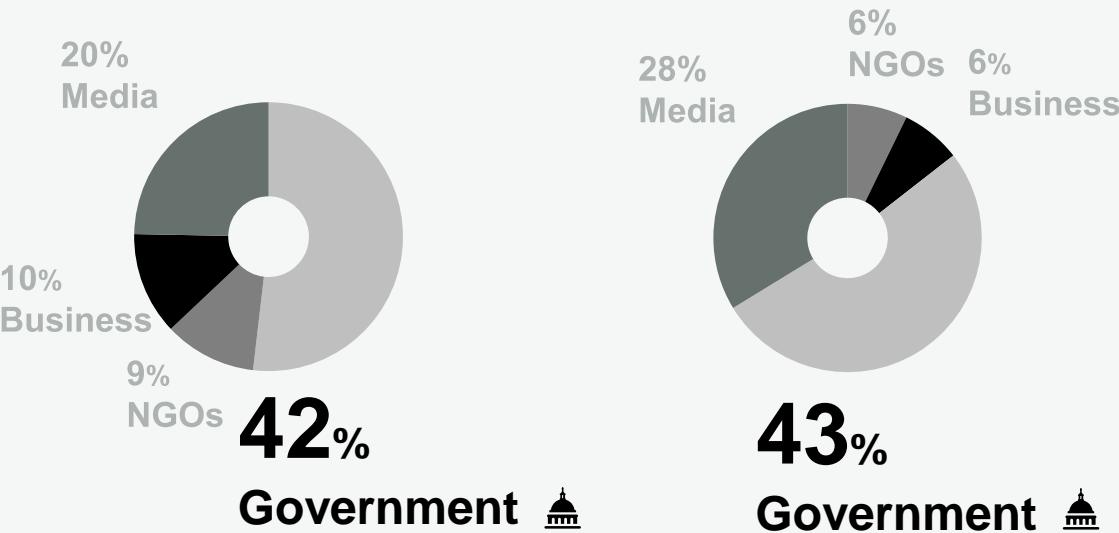


Source: 2018 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and General Population, Malaysia.

Government Trust Most Fragile in Malaysia

Which institution is the most broken?

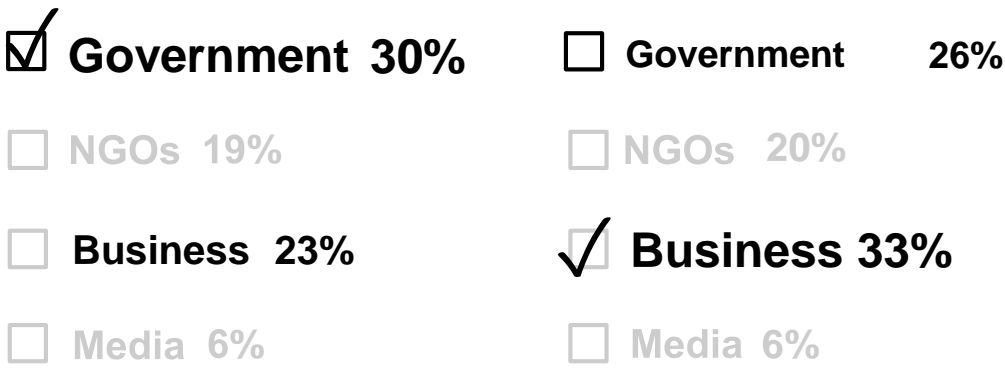
Global



Businesses expected to lead the path of better future

Which institution is most likely to lead to a better future?

Global



Source: 2018 Edelman Trust Barometer. ATT_STE. Please indicate which institution – Government, Media, Business or NGO’s – is best described by each of the following statements? General population, 28-country global total and Malaysia.



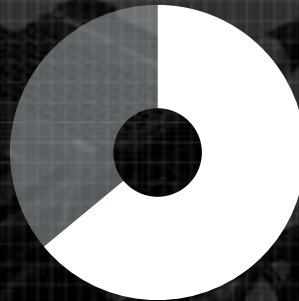


Trust in Media

Skeptical About News Organizations

Percent who agree that news organizations are overly focused on ...

Attracting Large Audiences



64%

are more concerned with attracting a big audience than reporting

Breaking News



62%

sacrifice accuracy to be the first to break a story

Politics



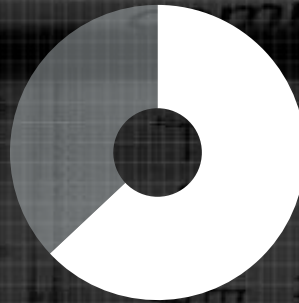
65%

support an ideology vs. informing the public

Source: 2018 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". (Top 4 Box, Agree), question asked of half of the sample. General population, Malaysia.

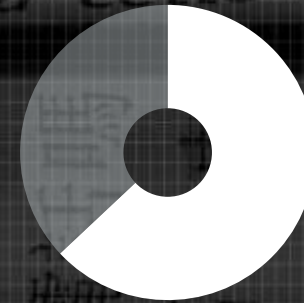
Uncertainty Over Real vs. Fake News

Percent who agree that ...



63%

The average person does not
know how to tell good journalism
from rumor or falsehoods



63%

It is becoming harder to tell if a
piece of news was produced by a
respected media organization

Source: 2018 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". (Top 4 Box, Agree), question asked of half of the sample. General population, Malaysia.

Lack of Confidence in Media Undermining Trust and Truth

Percent of respondents who feel they are experiencing these consequences as a result of media not fulfilling its responsibilities, in Malaysia

Loss of Truth

I am not sure what is true and what is not

51%

Loss of Trust in Government Leaders

I do not know which politicians to trust

58%

Loss of Trust in Business

I don't know which companies or brands to trust

36%

Source: 2018 Edelman Trust Barometer. MED_CON. What consequences are you experiencing as a direct result of the media not doing a good job fulfilling its responsibilities? Question asked of those who answered codes 1-3 at MED_RSP. General population, Malaysia.

Nearly Half Disengaged With the News

Consumption

How frequently do you consume news produced by major news organizations, either at the original source, shared by others or pushed to you in a feed?

Amplification

How often do you share or forward news items, or post opinions or other content?

45%

The Disengaged

Consume news less than weekly

19%

Consumers

Consume news about weekly or more

36%

Amplifiers

Consume news about weekly or more AND share or post content several times a month or more

Source: 2018 Edelman Trust Barometer. News Engagement Scale, built from MED_SEG_OFT. How often do you engage in the following activities related to news and information? Indicate your answer using the 7-point scale below. General population, Malaysia. For details on how the News Engagement Scale was built, please refer to the Technical Appendix.

Media Failing to Meet Expectations

Top three trust-building mandates for media, and percent who say the media is performing well or very well against them, in Malaysia

Trust-Building Mandate	Performance Score
Guard information quality	17%
Educate on issues	22%
Create a sense of community	21%

Source: 2018 Edelman Trust Barometer. Trust-building mandates Analysis. The most effective trust building mandates for each institution. INS_EXP_MED. Below is a list of potential expectations or responsibilities that a social institution might have. Thinking about the media in general, how would you characterize each using the following three-point scale. INS_PER_MED. How well do you feel the media is currently meeting this obligation to society? Please indicate your answer using the 5-point scale below. (Top 2 Box, Performing well), question only asked of those codes 2 or 3 at the expectation question with data displayed only among code 3. General population, Malaysia. For more details on the Trust-building mandates Analysis, please refer to the Technical Appendix.

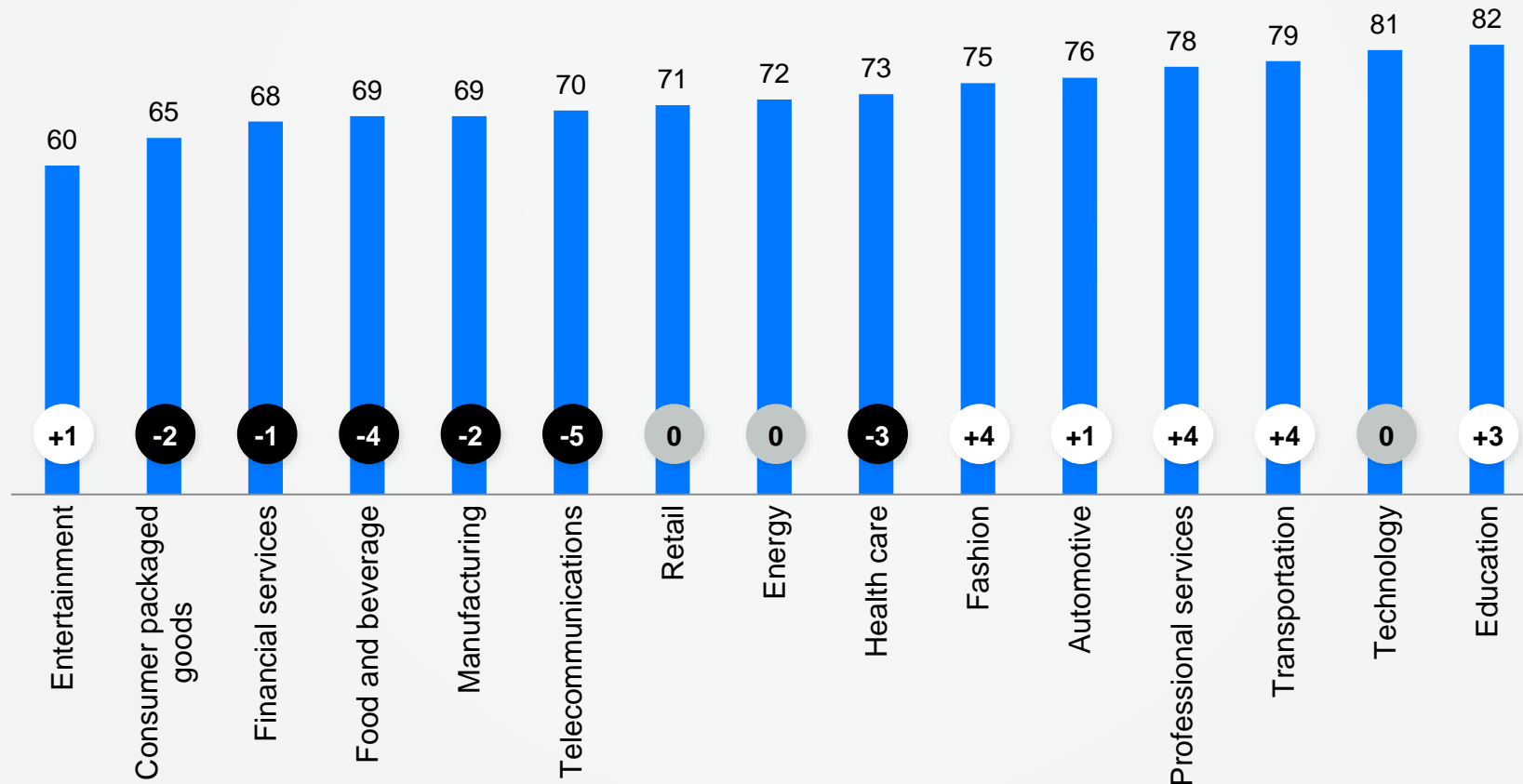
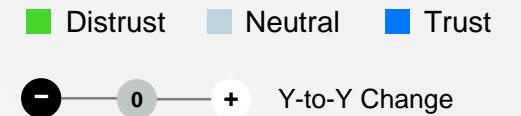
DFTZ GOES

A black and white photograph of two men, Jack Ma and Bill Gates, standing on either side of a large, ornate gong. Jack Ma is on the right, holding a mallet and about to strike the gong. Bill Gates is on the left, holding a mallet. The background features a large, pixelated map of the world. The text 'DFTZ GOES' is at the top, and 'Trust in Business' is overlaid at the bottom.

Trust in Business

Trust Declines in 6 of 15 Sectors

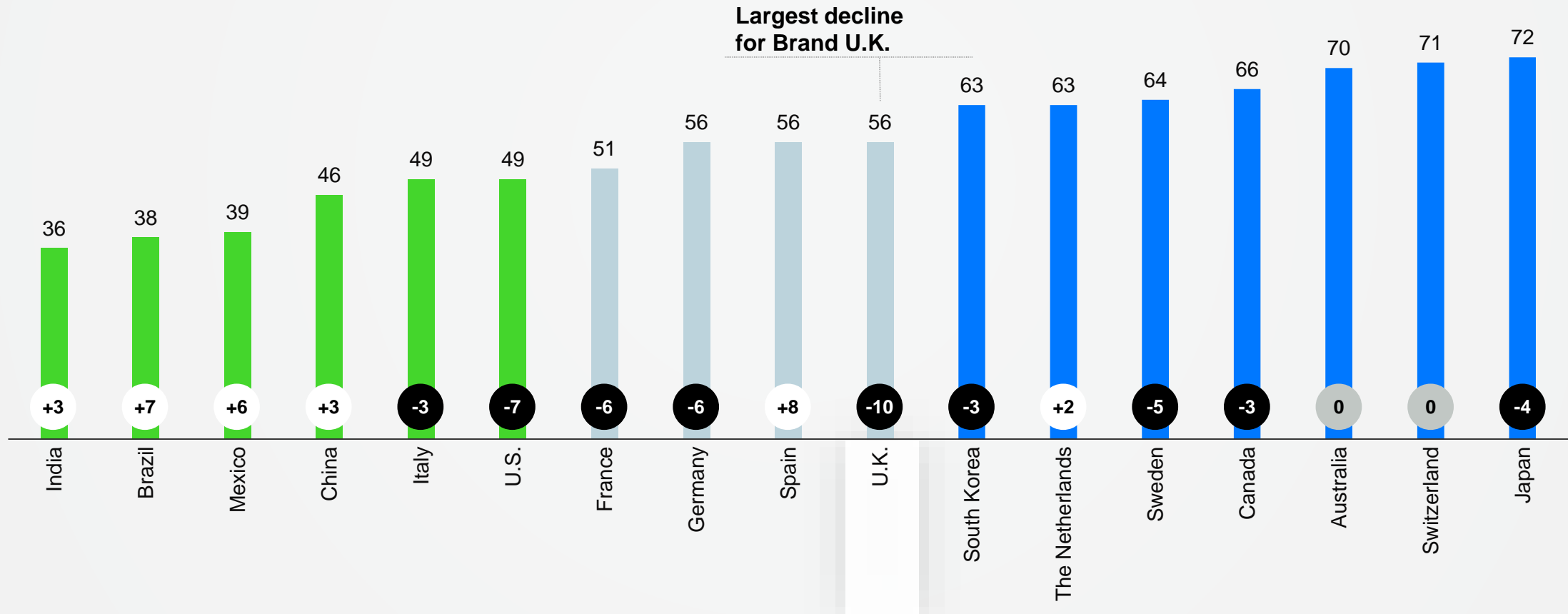
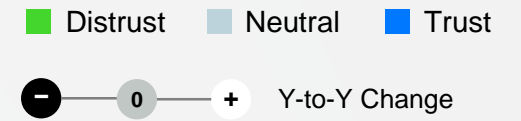
Percent who trust each sector, and change from 2017 to 2018, in Malaysia



Source: 2018 Edelman Trust Barometer. TRU_IND. 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), industries shown to half of the sample. General Population, Malaysia.

Developing over developed, country of origin story

Trust in companies headquartered in each country, and change from 2017 to 2018, in Malaysia



Source: 2018 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. Use the same 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), countries shown to half of the sample. General Population, Malaysia.

1 NO
POVERTY



2 NO
HUNGER



3 GOOD
HEALTH



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 CLEAN
ENERGY



8 GOOD JOBS AND
ECONOMIC GROWTH



9 INNOVATION AND
INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION



13 PROTECT THE
PLANET



14 LIFE BELOW
WATER



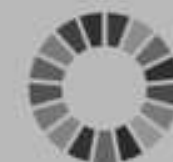
15 LIFE
ON LAND



16 PEACE AND
JUSTICE



17 PARTNERSHIPS
FOR THE GOALS



THE GLOBAL GOALS

Implications for Business

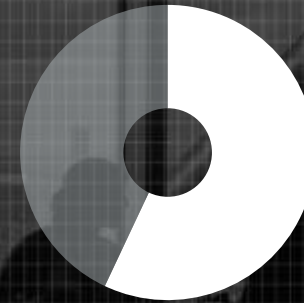
Business Must Show Commitment to Long-Term

Percent who agree that ...



63%

Companies that only think about themselves and their profits are bound to fail



57%

CEOs are driven more by greed than a desire to make a positive difference in the world

Source: 2018 Edelman Trust Barometer. TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. (Top 4 Box, Agree), question asked of half of the sample. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statements? (Top4 Box, Agree), question asked of half of the sample. General population, Malaysia.

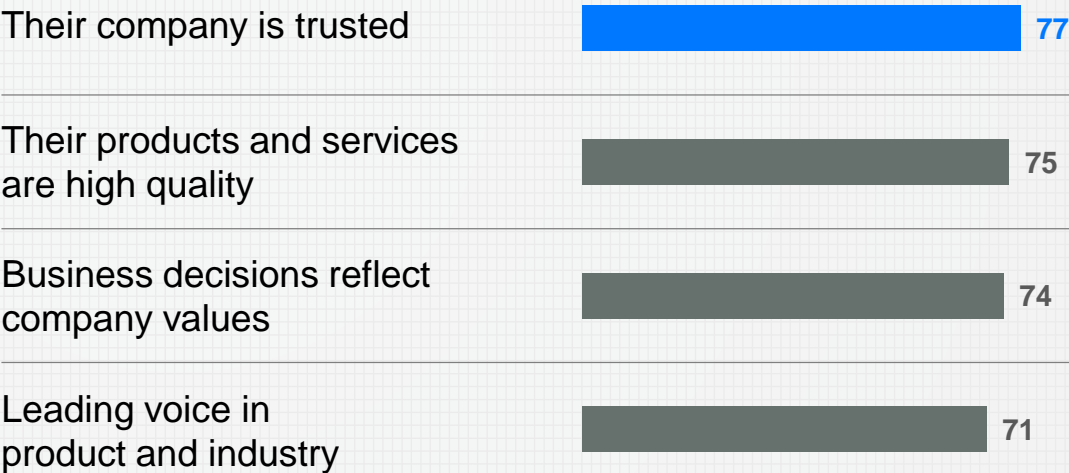
Business Is Expected to Lead

Percent who agree and percent who say each is one of the most important expectations they have for a CEO, in Malaysia

Percent who say that CEOs should take the lead on change rather than waiting for government to impose it

71%

For CEOs, building trust is job one



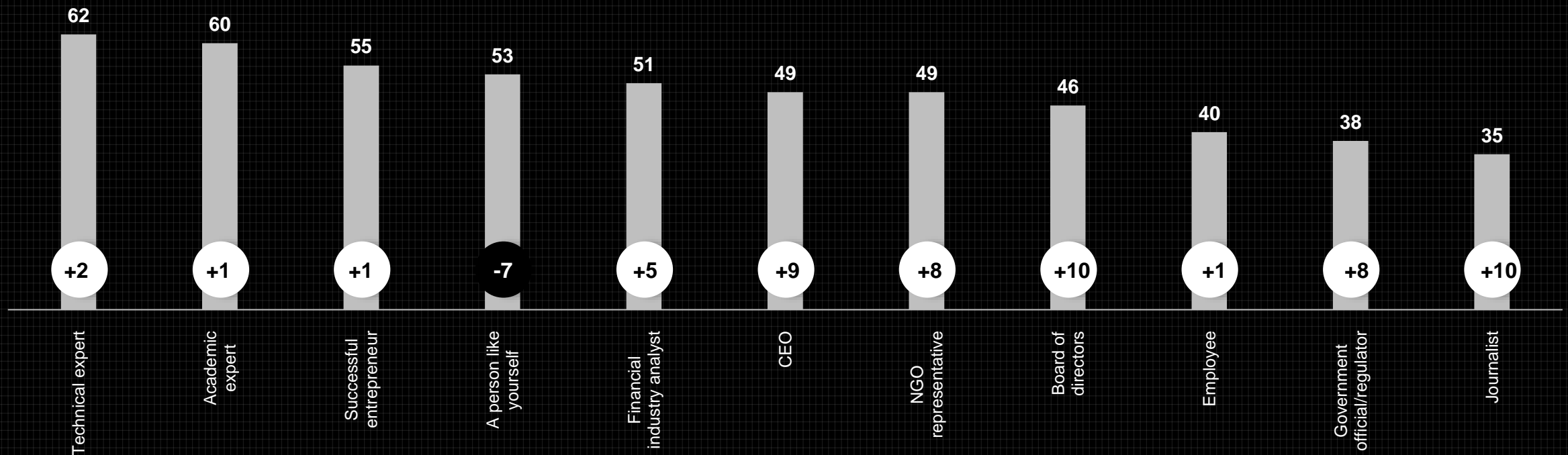
Source: 2018 Edelman Trust Barometer. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statements? (Top 4 Box, Agree), question asked of half of the sample. CEO_EXP. Below is a list of potential expectations that you might have for a company CEO. Thinking about CEOs in general, whether they are global CEOs or a CEO who oversees a particular country, how would you characterize each using the following three-point scale? (Most important responsibility, code 3), question asked of half of the sample. General population, Malaysia.



Voices of Authority Regain Credibility

Percent who rate each spokesperson as very/extremely credible, and change from 2017 to 2018, in Malaysia

— 0 + Y-to-Y Change

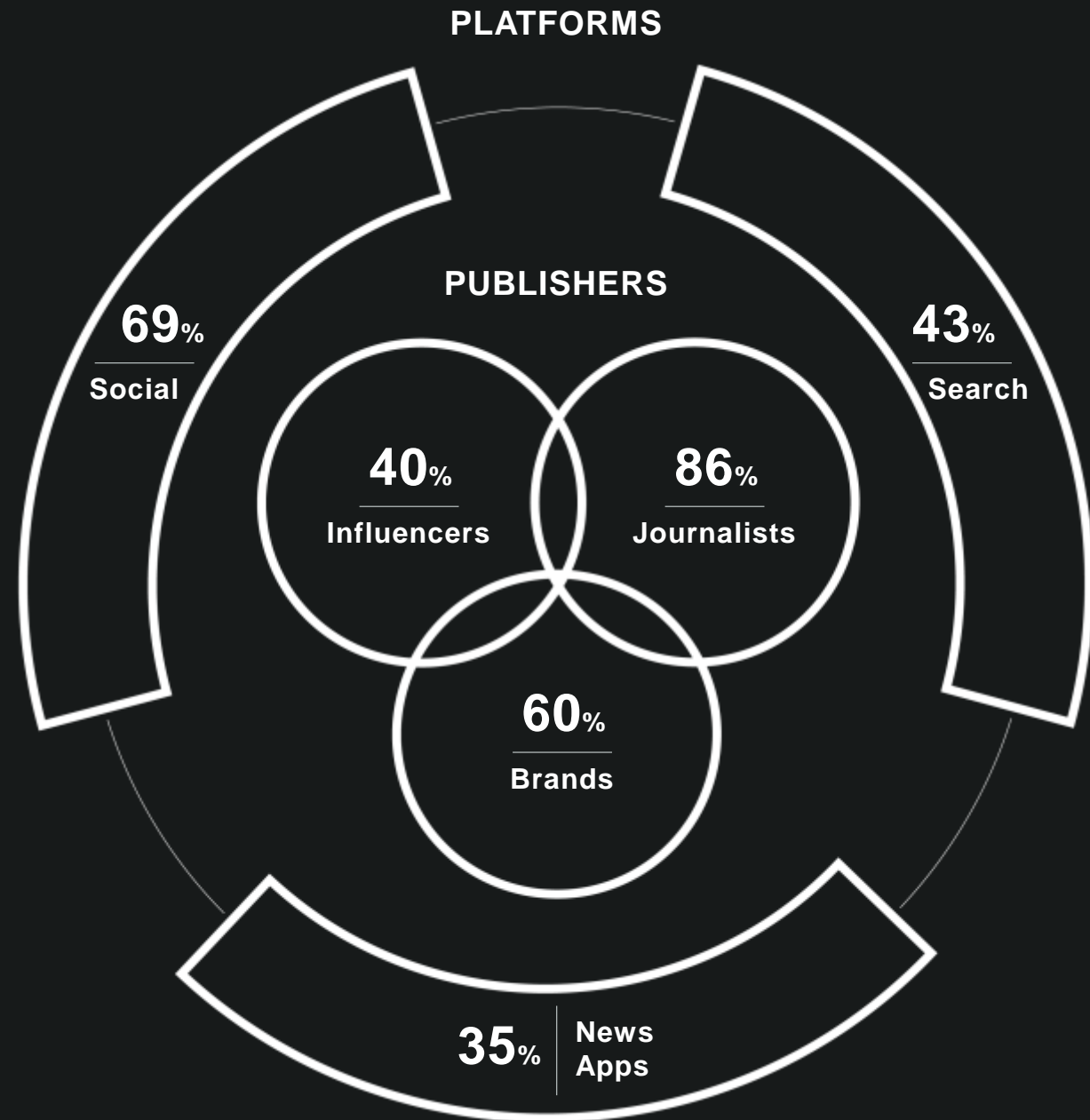


Source: 2018 Edelman Trust Barometer. CRE_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible), question asked of half of the sample. General population, Malaysia.

People Define “Media” As Both Content and Platforms

What did you assume was meant by the phrase “media in general”?

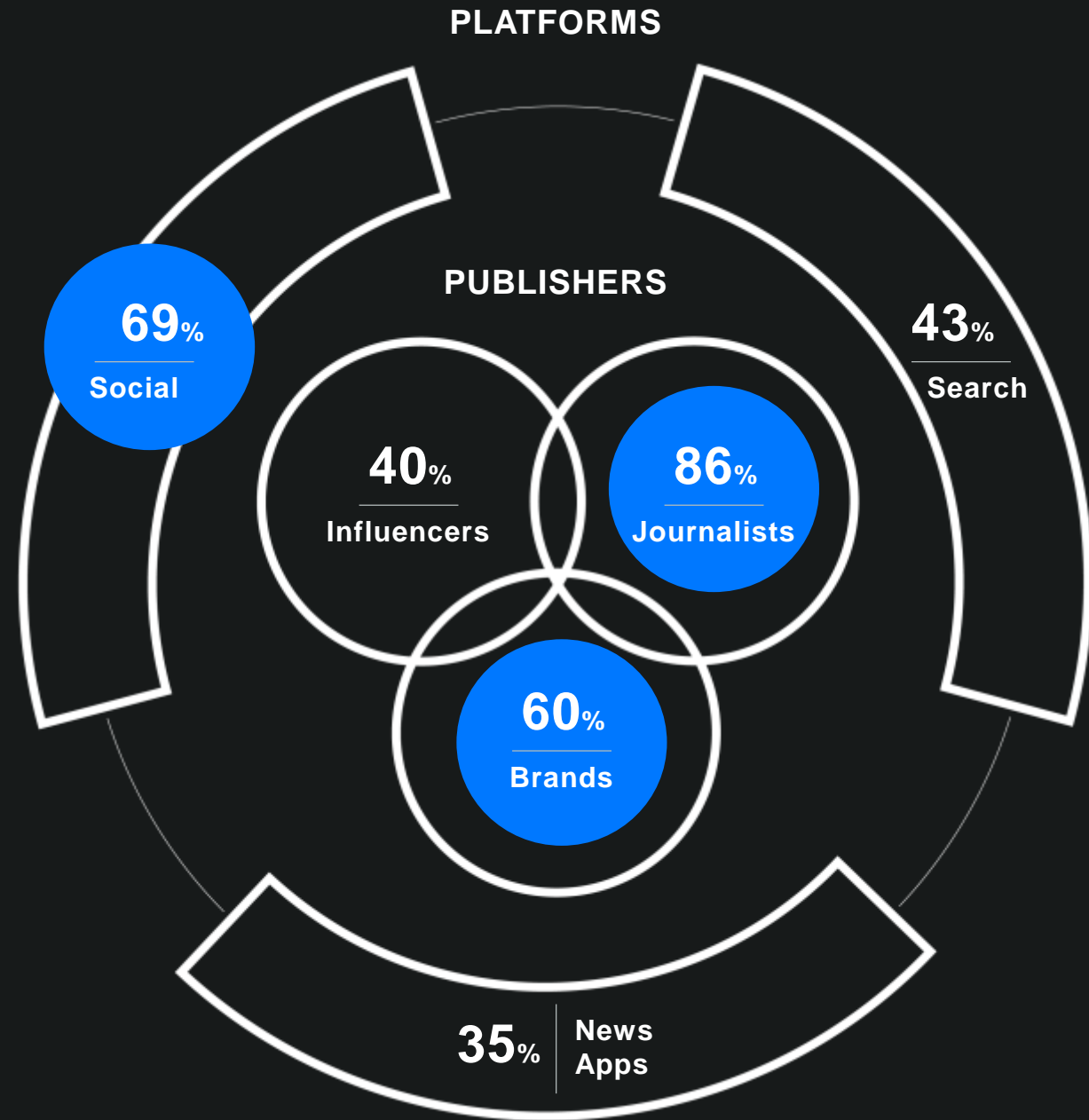
Source: 2018 Edelman Trust Barometer. TRU_MED. In the above question, what did you assume was meant by the phrase “media in general”? General population, Malaysia. Social is a net of TRU_MEDr3 and r12, Influencers is r5, Search is r7, Brands is a net of r10 and r11, Journalists is a net of r1 and r6, News Apps is r8.



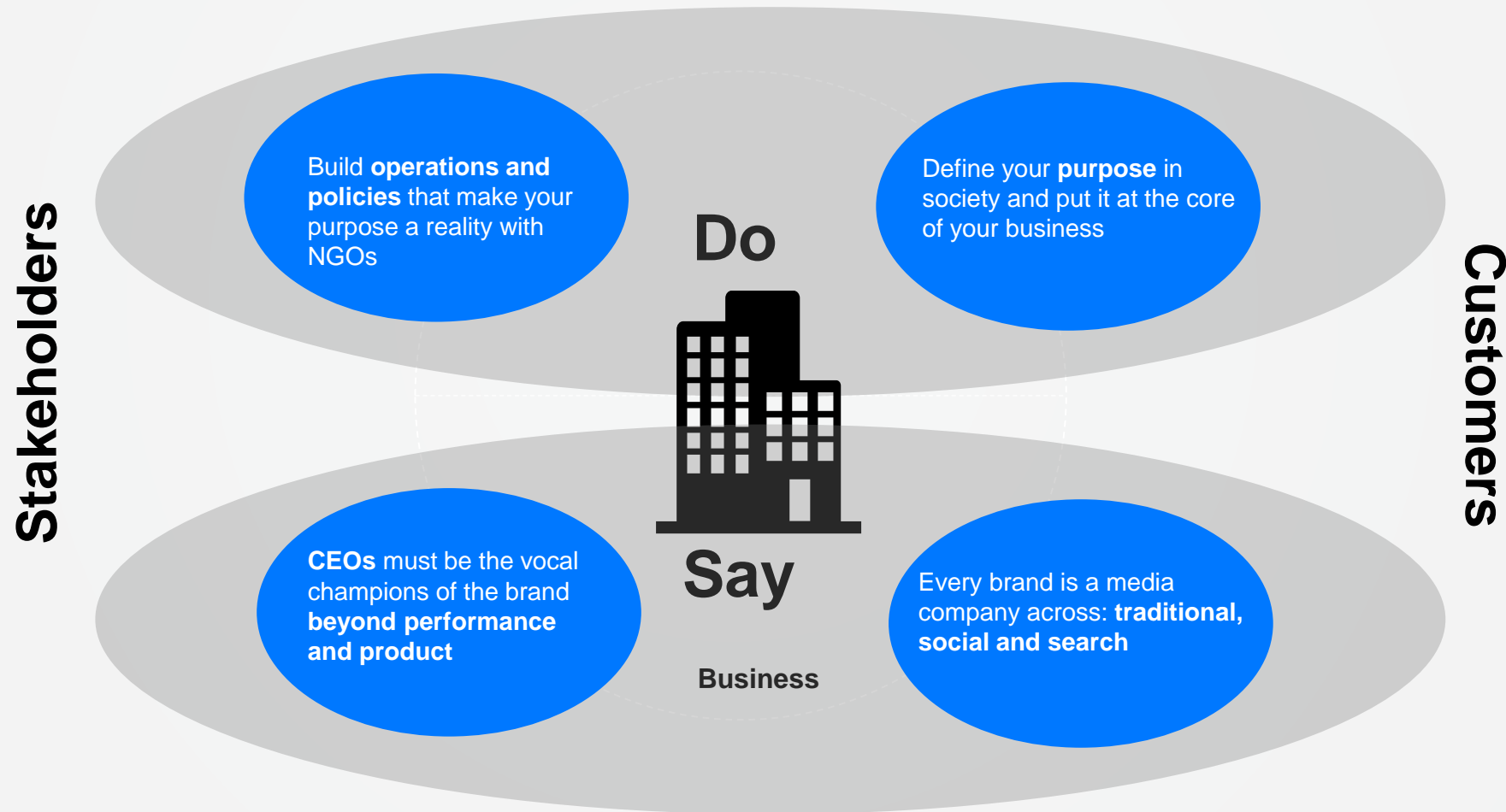
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A Model for Earning Trust





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Malaysia Launch



#TrustBarometerMY