Edelman

21st ANNUAL EDELMAN TRUST BAROMETER

Methodology

Online survey in 28 countries*

33,000+ respondents

2021 Edelman Trust Barometer fieldwork conducted from October 19 to November 18, 2020

**The 2021 Trust Barometer 27-market global averages (for the general population, mass population and informed public) do not include Nigeria*

27-market global data margin of error: General population +/- 0.6% (N=31,050); informed public +/- 1.3% (N=6,000); mass population +/- 0.6% (N=25,050+); half-sample global general online population +/- 0.8% (N=15,525).
Country-specific data margin of error: General population +/- 2.9% (N=1,150); informed public +/- 6.9% (N=min 200, varies by country), except for China and U.S. +/- 4.4% (N=500) and Nigeria +/- 9.8% (N=100); mass population +/- 3.0% to 3.6% (N=min 736, varies by country), except for Nigeria +/- 2.9% (N=1,125).

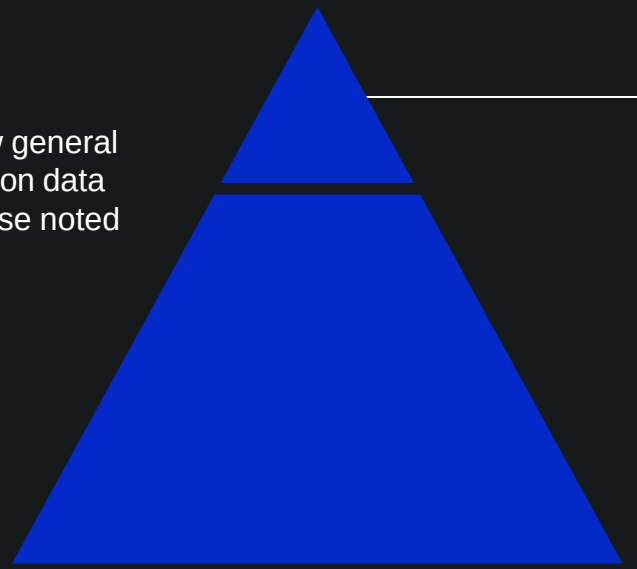
U.S. Post-Election Supplement margin of error: +/- 2.5% (N=1,500).
U.S. Post-Election Supplement ethnicity-specific data margin of error: Non-Hispanic White +/- 3.3% (N=894); all others +/- 4.0 (N=607).

General Online Population

1,150
respondents per country

Ages
18+

All slides show general online population data unless otherwise noted



Informed Public

500 respondents in U.S. and China;
100 respondents in Nigeria;
200 in all other countries

Represents **17%** of total global population

Must meet 4 criteria:

- Age **25-64**
- College-educated
- In top **25%** of household income per age group in each country
- Report significant engagement in public policy and business news

Mass Population

All population not including informed public

Represents **83%** of total global population

U.S. Post-Election Supplement

1,500 U.S. respondents, fielded December 14 to 18, 2020

21 YEARS OF TRUST

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted Than Government and Media	Young People Have More Trust in Business	Trust in Business Plummets	Performance and Transparency Essential to Trust	Business Must Partner With Government to Regain Trust

2012	2013	2014	2015	2016	2017	2018	2019	2020	**2021**
Fall of Government	Crisis of Leadership	Business to Lead the Debate for Change	Trust is Essential to Innovation	Growing Inequality of Trust	Trust in Crisis	The Battle for Truth	Trust at Work	Trust: Competence and Ethics	**Declaring Information Bankruptcy**

TRUST INDEX IN MALAYSIA RISES BY 6 POINTS

Trust Index

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

Change, 2020 to 2021

Greatest decline in China (-10); greatest increase in Australia (+12)

16 countries gained trust, 9 countries lost trust

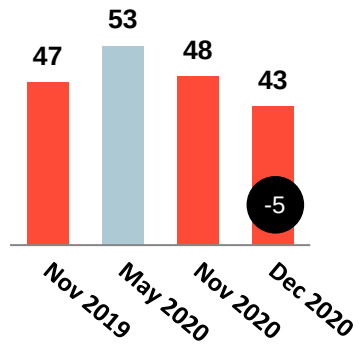
2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

2020 General population	
54	**Global 27**
82	China
79	India
73	Indonesia
66	Thailand
65	UAE
62	Mexico
62	Singapore
61	Saudi Arabia
60	Malaysia
57	Kenya
57	The Netherlands
53	Canada
53	Colombia
51	Brazil
50	S. Korea
49	Argentina
49	Italy
47	Australia
47	U.S.
46	Germany
45	France
45	Ireland
45	Spain
44	S. Africa
42	Japan
42	UK
30	Russia

2021 General population		YtY Change
56	**Global 27**	+2
77	India	-2
72	**China**	-10
72	Indonesia	-1
69	Saudi Arabia	+8
68	Singapore	+6
67	UAE	+2
66	Malaysia	+6
63	The Netherlands	+6
61	Thailand	-5
59	Australia	+12
59	Kenya	+2
59	Mexico	-3
56	Canada	+3
53	Germany	+7
52	Italy	+3
51	Brazil	0
50	Ireland	+5
48	Colombia	-5
48	France	+3
48	S. Africa	+4
48	**U.S.**	+1
47	Argentina	-2
47	S. Korea	-3
45	Spain	0
45	UK	+3
40	Japan	-2
31	Russia	+1

Record year-over-year decline in China's Trust Index

U.S. Trust Index



MALAYSIA TRUST LEVELS ENCOURAGING COMPARED TO APAC & GLOBAL AVERAGE

Percent trust, in Malaysia, APAC and Global 27

66
MALAYSIA TRUST INDEX

+6 pts
Change, 2020 to 2021

62
APAC TRUST INDEX

0 pts
Change, 2020 to 2021

56
GLOBAL 27 TRUST INDEX

+2 pts
Change, 2020 to 2021

2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, APAC, Malaysia and 27-mkt avg.

TRUST IN MALAYSIAN INSTITUTIONS RISE, BUT BUILT ON FRAGILE FOUNDATIONS

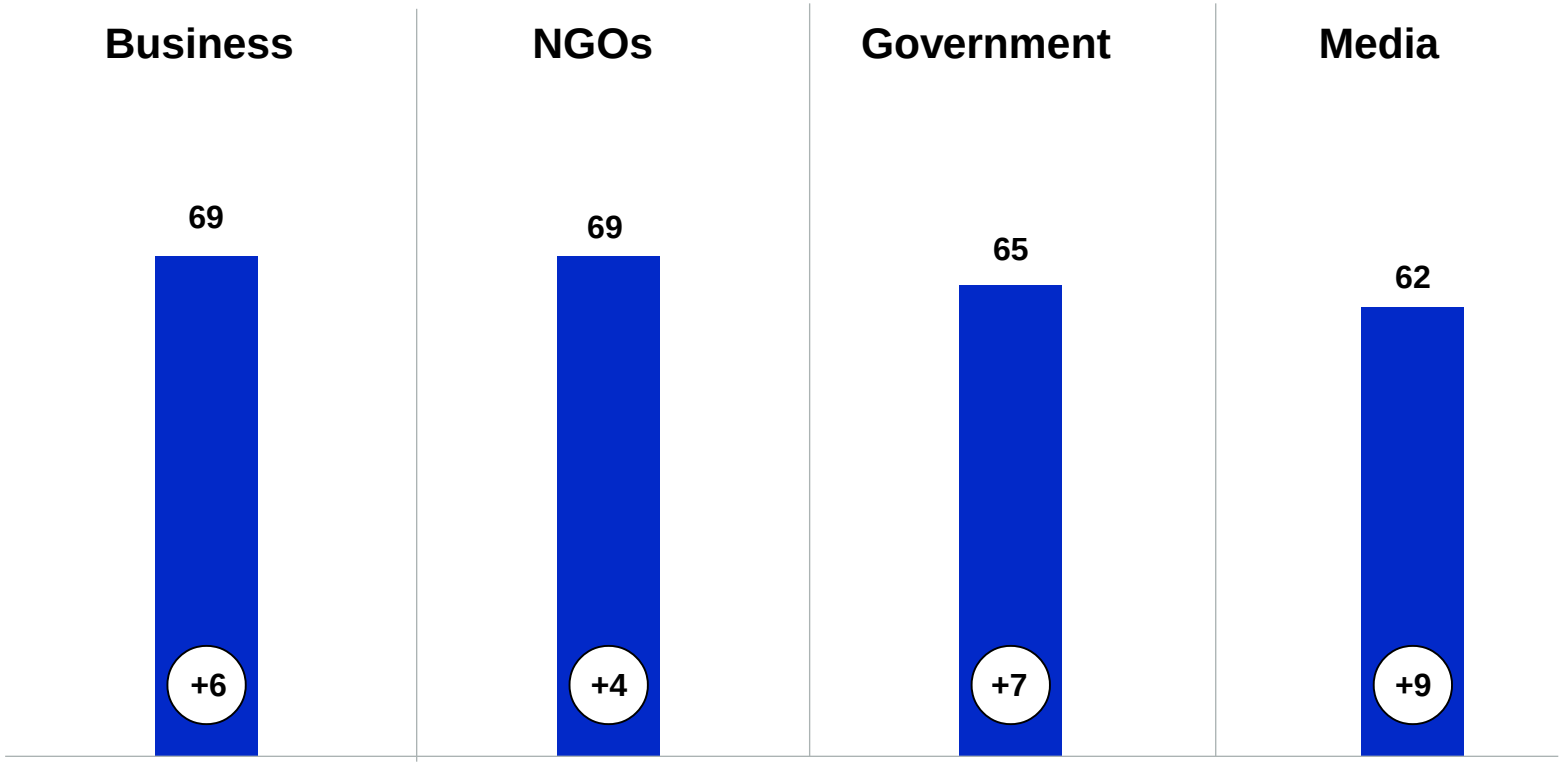
Percent trust, in Malaysia

66

TRUST INDEX

+6 pts

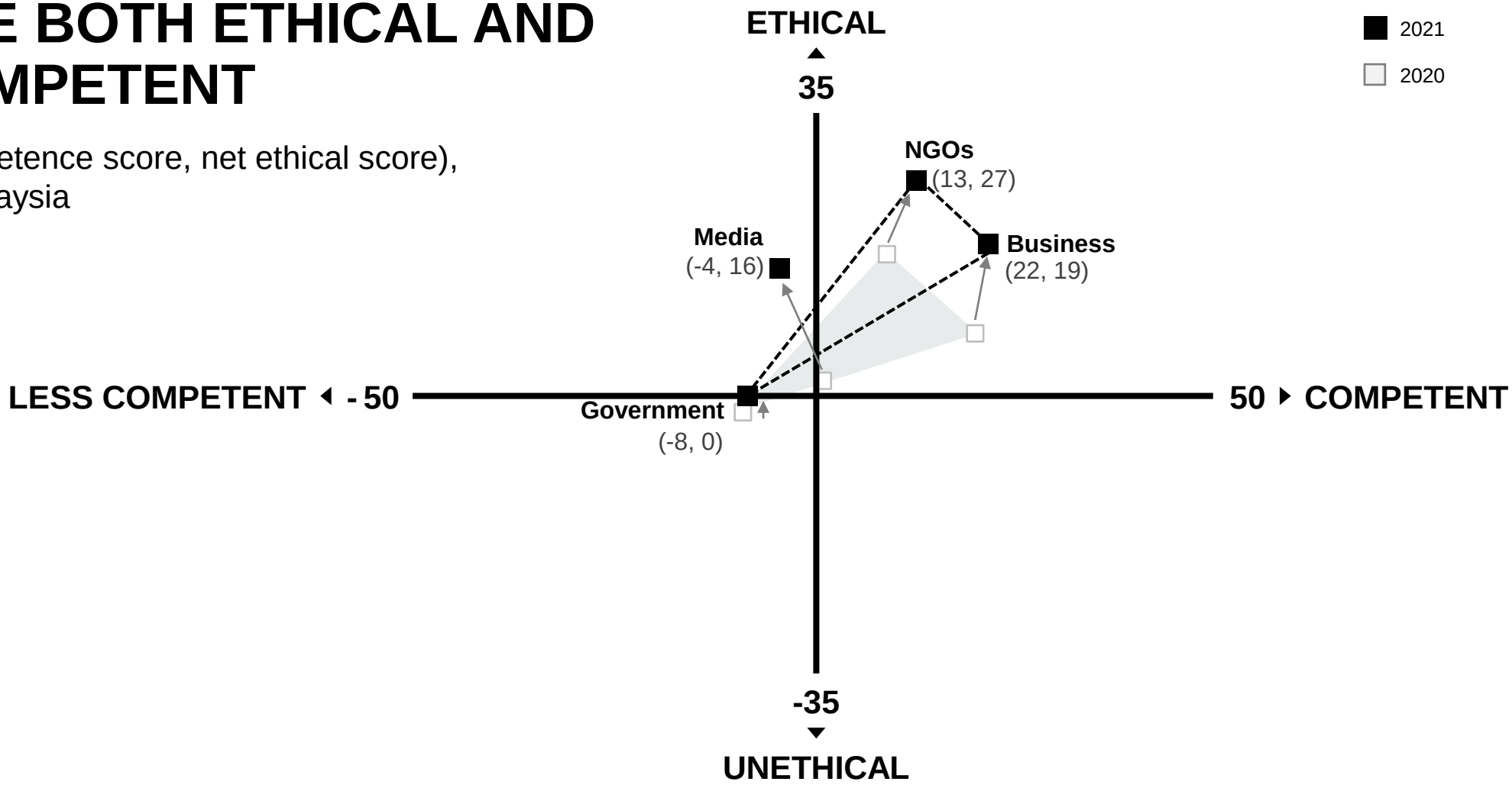
Change, 2020 to 2021



2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Malaysia.

TRUSTED INSTITUTIONS ARE BOTH ETHICAL AND COMPETENT

(Competence score, net ethical score), in Malaysia



2021 Edelman Trust Barometer. The ethical scores are averages of nets based on INS_PER_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU_3D_INS/1. Depending on the question it was either asked of the full of half the sample. General population, Malaysia. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

MALAYSIA IN 2020

PANDEMIC PUTS TRUST TO THE TEST

TRUST INEQUALITY SPREADS FURTHER

Trust Index

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

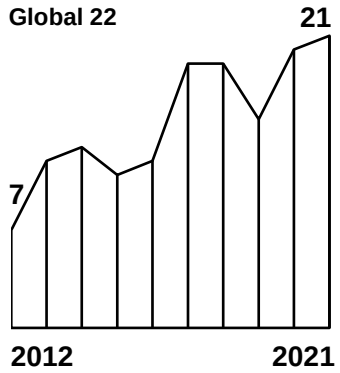
Mass population 16 points less trusting

2021 Informed public		2021 Mass population		Trust gap
68	Global 27	52	Global 27	16
86	India	68	China	14
86	Saudi Arabia	68	Indonesia	15
83	Indonesia	67	India	19
82	China	67	Saudi Arabia	19
79	The Netherlands	66	Singapore	10
79	UAE	65	UAE	14
78	Malaysia	63	Malaysia	15
77	Australia	62	The Netherlands	17
76	Singapore	58	Kenya	7
75	Thailand	56	Mexico	10
66	Italy	56	Thailand	19
66	Mexico	55	Australia	22
65	France	55	Canada	9
65	Kenya	52	Germany	10
65	S. Africa	51	Italy	15
64	Canada	49	Nigeria*	3
63	Ireland	48	Ireland	15
62	Brazil	47	Brazil	15
62	Germany	46	Colombia	13
62	U.S.	45	France	20
59	Colombia	44	Argentina	12
59	S. Korea	44	S. Africa	21
59	UK	44	Spain	13
57	Spain	44	U.S.	18
56	Argentina	43	S. Korea	16
52	Japan	43	UK	16
52	Nigeria*	39	Japan	13
41	Russia	28	Russia	13

Record trust inequality

DOUBLE-DIGIT TRUST INEQUALITY IN RECORD NUMBER OF COUNTRIES

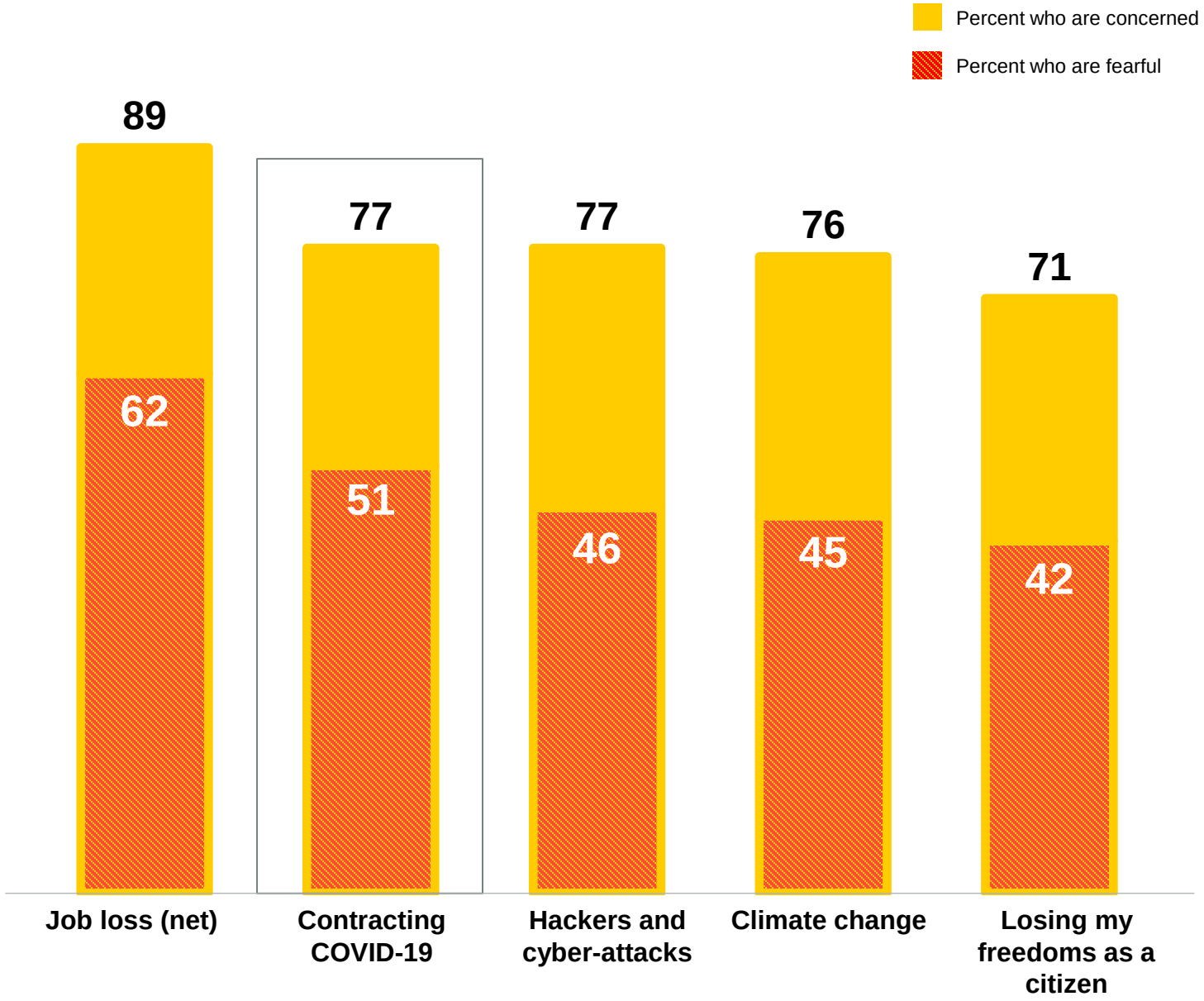
Nr. of countries with double-digit trust inequality



2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Informed public and mass population, 27-mkt avg.
*Nigeria not included in the global average

PANDEMIC ADDED TO PERSISTENT PERSONAL AND SOCIETAL FEARS

Percent who are concerned, and percent who are fearful, in Malaysia

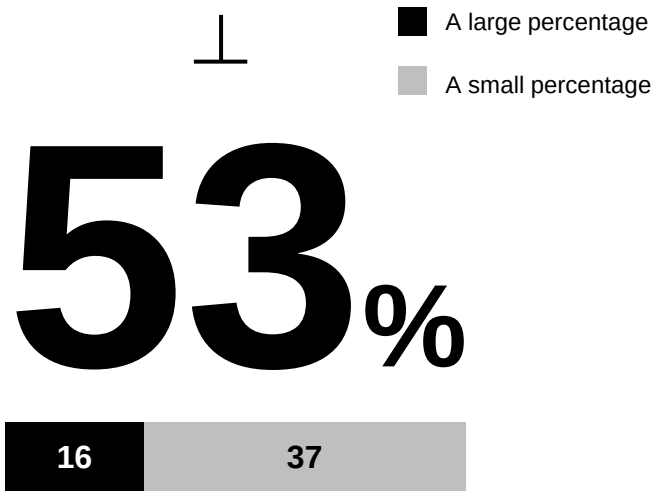


2021 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry; top 2 box, fear. Non-job loss attributes shown to half of the sample. General population, Malaysia. Job loss asked of those who are an employee (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24.

PANDEMIC ACCELERATES JOB LOSS FEARS

Percent who agree, in Malaysia

As a result of the of the pandemic, a portion of our workforce has seen their **work hours reduced or their jobs eliminated**



I worry that the pandemic will accelerate the rate at which companies **replace human workers with AI** and robots

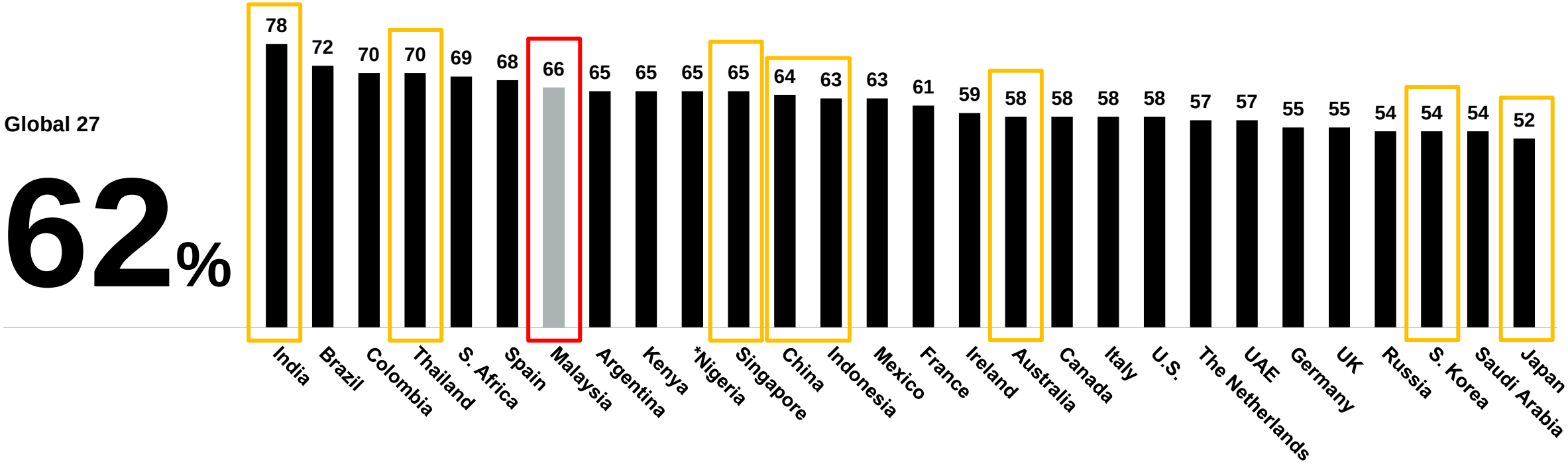
65%

2021 Edelman Trust Barometer. LAY_OFFS. Has the organization you work for had to lay-off or furlough any employees as a result of the economic impact of the pandemic? Code 1, yes, a large percentage; code 2, yes, a small percentage. Question asked of those who are an employee (Q43/1). Total layoff/furlough percentage is a sum of code 1 and 2. SOC_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, Malaysia.

PANDEMIC DEEPENS INEQUITIES AROUND THE WORLD

Percent who agree

Those with **less education, less money and fewer resources are being unfairly burdened** with most of the suffering, risk of illness, and need to sacrifice due to the pandemic



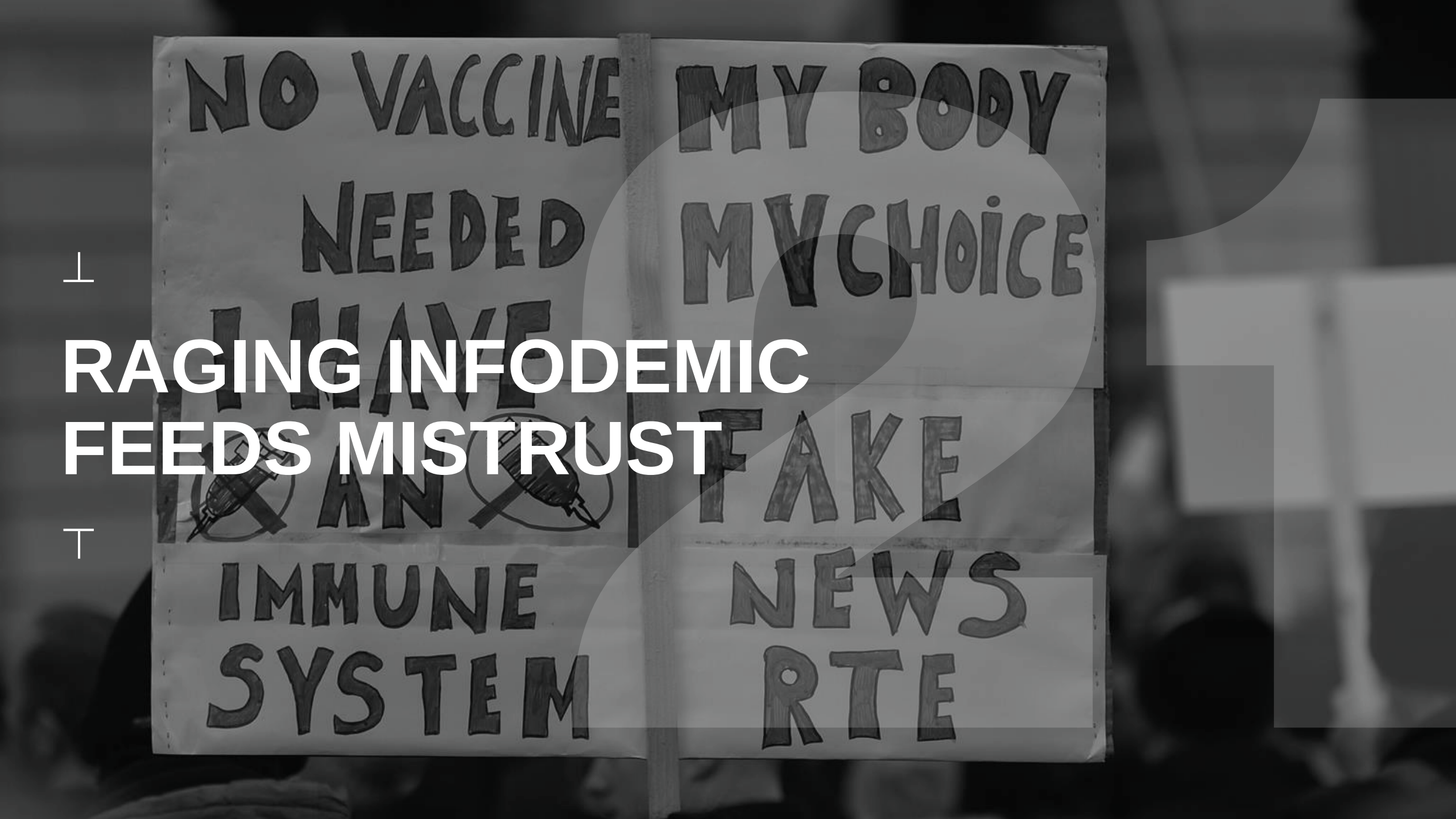
2021 Edelman Trust Barometer. CV1_Q3. Please indicate your level of agreement with the statements below using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 27-mkt avg.
*Nigeria not included in the global average

INCREASED URGENCY TO ADDRESS FOUNDATIONAL PROBLEMS

Change in importance since last year (more important minus less important)

Change in importance since last year, in Malaysia	Net change	*More Important*	*Less Important*
Improving our **healthcare system**	**+73**	77	4
Addressing **poverty** in this country	**+68**	74	6
Improving our **education system**	**+67**	72	5
Addressing **climate change**	**+64**	70	6
Addressing **discrimination, racism**	**+64**	70	6
Closing the **economic and social divide**	**+63**	69	6
Finding ways to combat **fake news**	**+57**	65	8
Protecting people's **individual freedoms**	**+56**	64	8

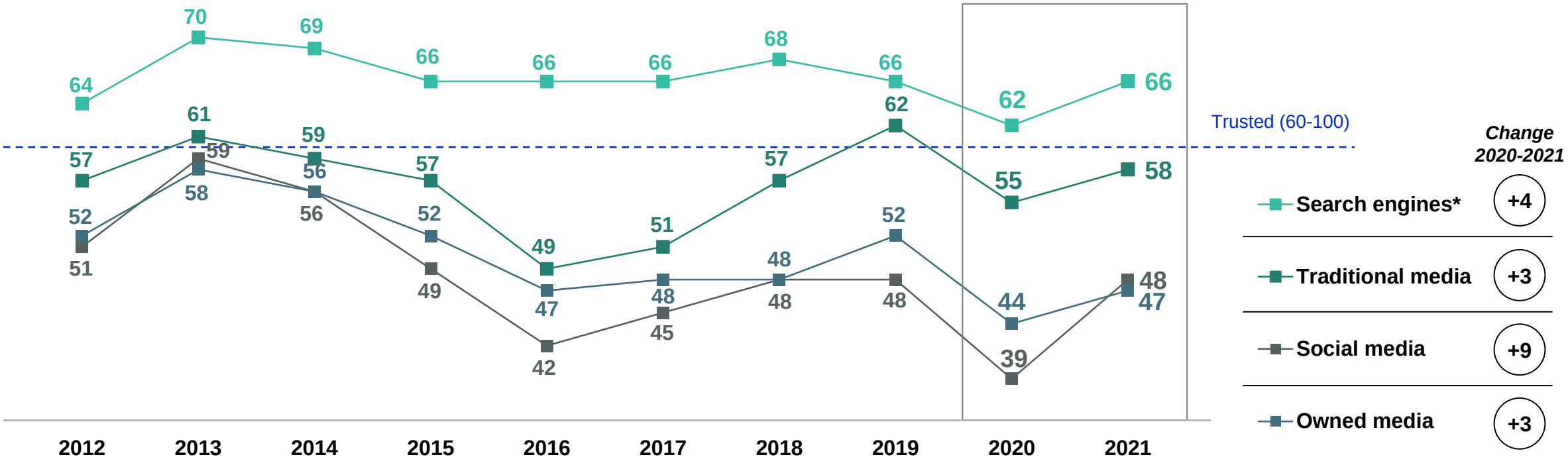
2021 Edelman Trust Barometer. IMP_POL_PRIORITIES. For each of the following issues and challenges, please indicate whether our country addressing it has become more important to you, less important to you, or has stayed the same in importance, since last year. 5-point scale; top 2 box; more important; bottom 2 box, less important. General population, Malaysia. Net change is the difference between more and less important.



RAGING INFODEMIC FEEDS MISTRUST

MALAYSIANS ARE SEARCHING FOR ALTERNATIVE SOURCES OF INFORMATION, LEANING IN ON SOCIAL AND SEARCH

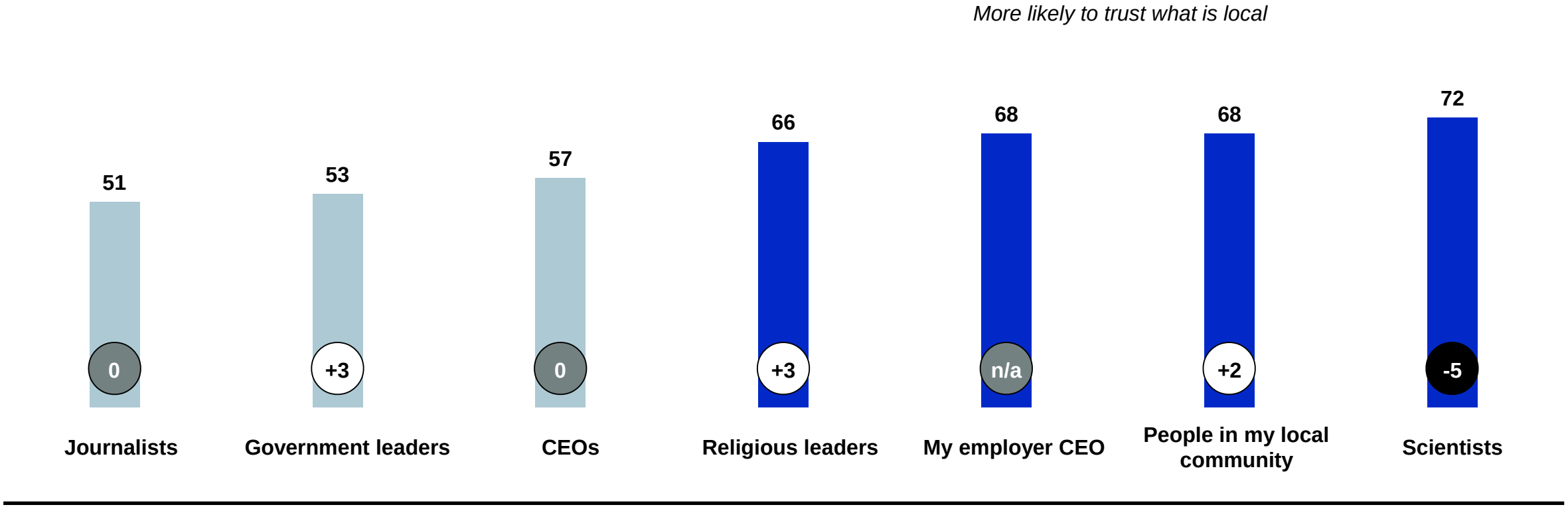
Percent trust in each source for general news and information, in Malaysia



2021 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? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Malaysia.
*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

ASSERTIVE ACTION BOLSTERED TRUST IN GOVT, BUT ‘LOCAL’ LEADERS MORE TRUSTED TO DO WHAT IS RIGHT

Percent trust, in Malaysia



2021 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Attributes shown to half of the sample; “My employer CEO” only shown to those that are an employee (Q43/1). General population, Malaysia.

NEWS MEDIA NEEDS TO BE SEEN AS MORE OBJECTIVE AND NON-PARTISAN TO BE TRUSTED

Percent who agree, in Malaysia

Journalists and reporters are **purposely trying to mislead** people by saying things they know are false or gross exaggerations

64%

Most **news organizations** are more concerned with **supporting an ideology** or political position than with informing the public

65%

The media is **not** doing well at **being objective** and non-partisan

48%

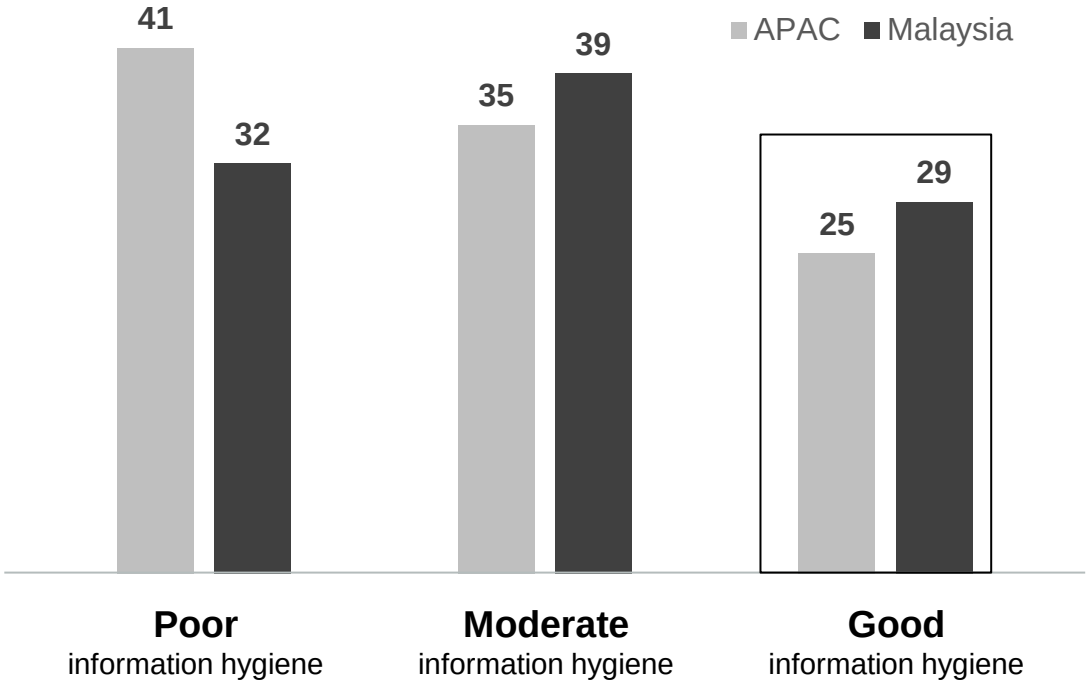
2021 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Attributes shown to half of the sample. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement. 9-point scale; top 4 box, agree. Question asked of half of the sample. PER_MED. How well do you feel the media is currently doing each of the following? Please indicate your answer using the 5-point scale below. 5-point scale; bottom 3 box, not doing well. Question asked of half of the sample. General population, Malaysia.

IN MALAYSIA, ONLY 3 IN 10 HAVE GOOD INFORMATION HYGIENE

Information hygiene:

1. News engagement
2. Avoid information echo chambers
3. Verify information
4. Do not amplify unvetted information

Percent in each segment



Percent in Malaysia

65% of respondents **share or forward news items** that they find to be interesting.

Of those, **only 29%** have good information hygiene

2021 Edelman Trust Barometer. 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. 7-point scale; top 5 box, several times a month or more. General population, Malaysia and APAC. For full details on how the Information Hygiene Scale was built, please refer to the Technical Appendix.

VACCINE HESITANCY REMAINS A MAJOR HURDLE

Percent who say they will take the COVID-19 vaccine within the next year

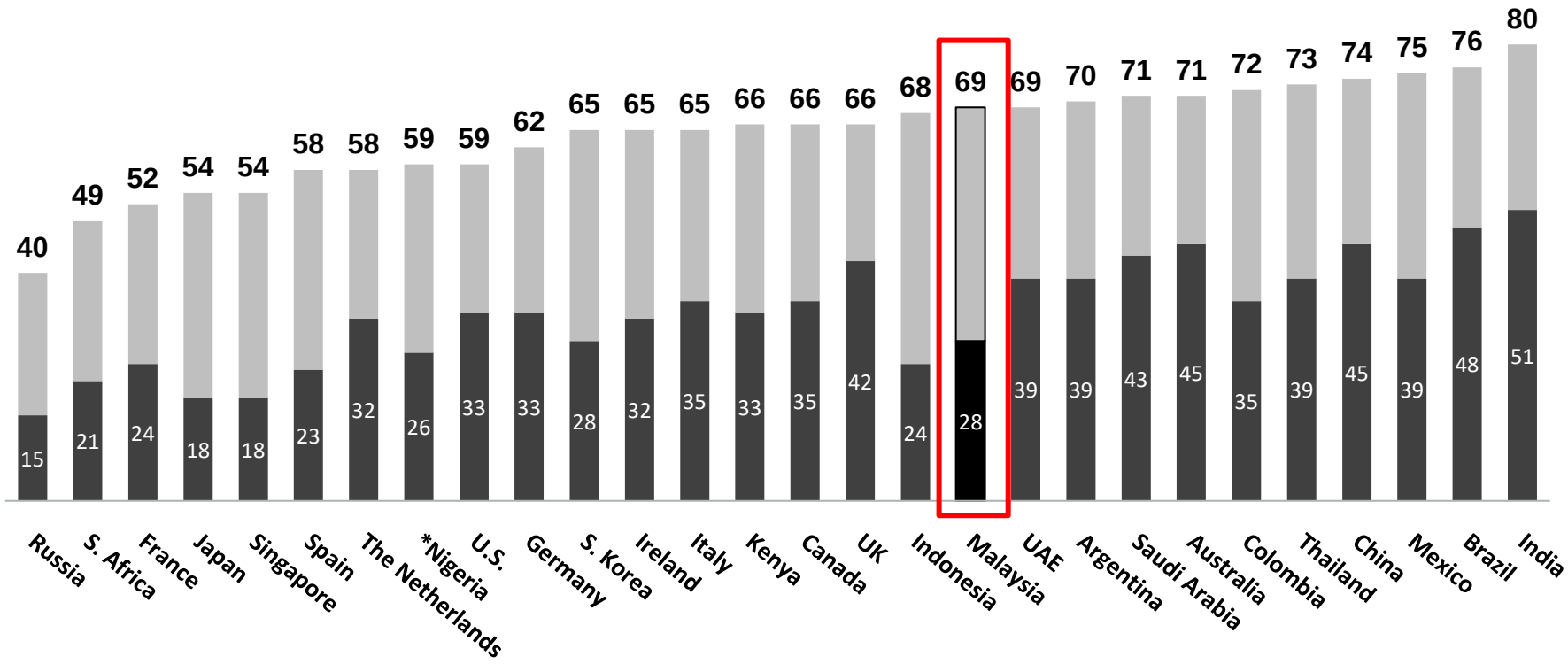
Global 27

64%

Willing to vaccinate…

31	Six months to one year
33	As soon as possible

Only 1 in 3 ready to take the vaccine as soon as possible



2021 Edelman Trust Barometer. VACCINE1. If and when a COVID-19 vaccine becomes available will you take it? Code 1, yes as soon as possible; code 2, yes, within a year. Question asked of half of the sample. General population, 27-mkt avg.
*Nigeria not included in the global average

PRIORITIES SHIFT: MY INFORMATION LITERACY NOW MATTERS MORE

Change in importance since last year (more important minus less important)

Change in importance since the start of the year, in Malaysia...	Net change	*More Important*	*Less Important*
Prioritizing my family and their needs	**+72**	77	5
Increasing my **media and information literacy**	**+58**	65	7
Being politically aware	**+49**	62	13
Increasing my **science literacy**	**+49**	58	9
Speaking out when I see need for changes and reforms	**+42**	53	11

2021 Edelman Trust Barometer. IMP_VALUES. For each of the following, please indicate whether it has become more important to you, less important to you, or has stayed the same in importance, since last year. 5-point scale; top 2 box; more important; bottom 2 box, less important. Question asked of half of the sample. General population, Malaysia. Net change is the difference between more and less important.

A NEW MANDATE FOR BUSINESS

TRUST IS LOCAL:
MY EMPLOYER A MAINSTAY OF TRUST

Percent trust in my employer

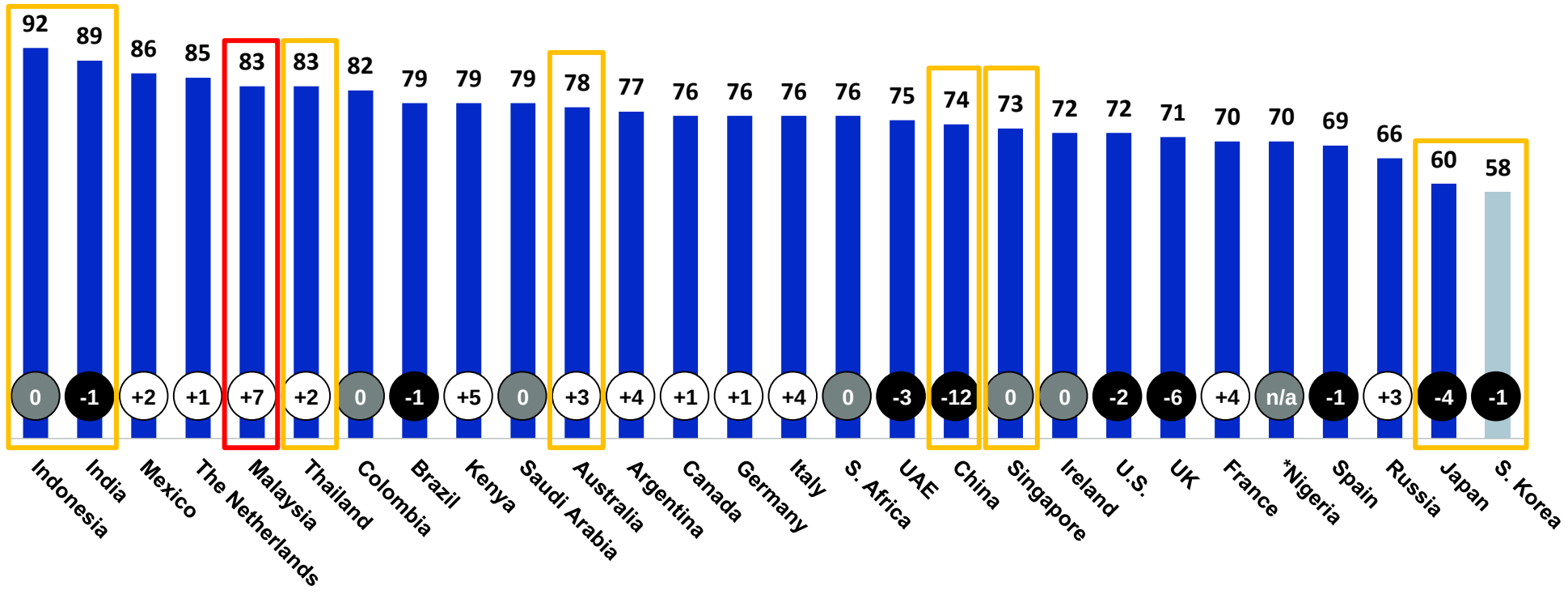
Distrust Neutral Trust | - 0 + Change, 2020 to 2021

Malaysia

83
My employer

Business	69
NGOs	69
Government	65
Media	62

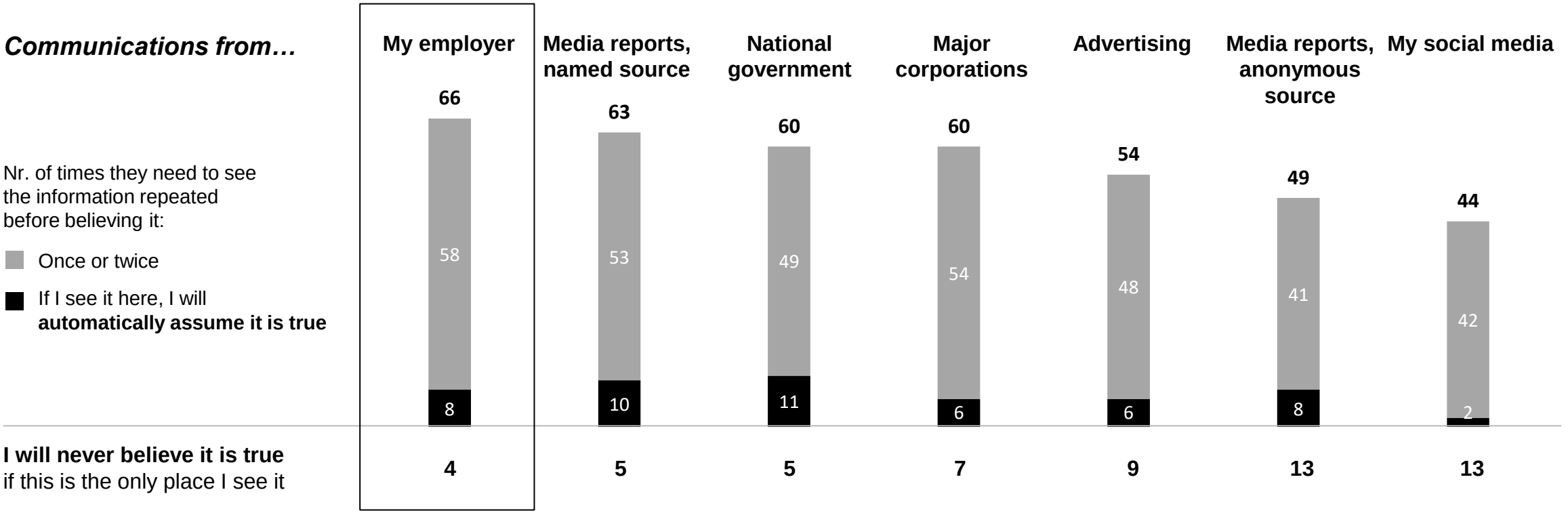
Trust in my employer stable or rising in 18 of 27 countries



2021 Edelman Trust Barometer. TRU_INS. [Your employer] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Malaysia. Question asked among those who are employed (Q43/1).

EMPLOYER MEDIA MOST BELIEVABLE

Percent who believe information from each source automatically, or after seeing it twice or less, in Malaysia



2021 Edelman Trust Barometer. HEAR_TIME1. When you see a new piece of information or a news story in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half of the sample. "Once or twice" is a sum of codes 2 and 3. General population, Malaysia. "Employer communications" only shown to those that are an employee (Q43/1).

BUSINESS GAINS THE MOST TRUST BY BEING A GUARDIAN OF INFORMATION QUALITY

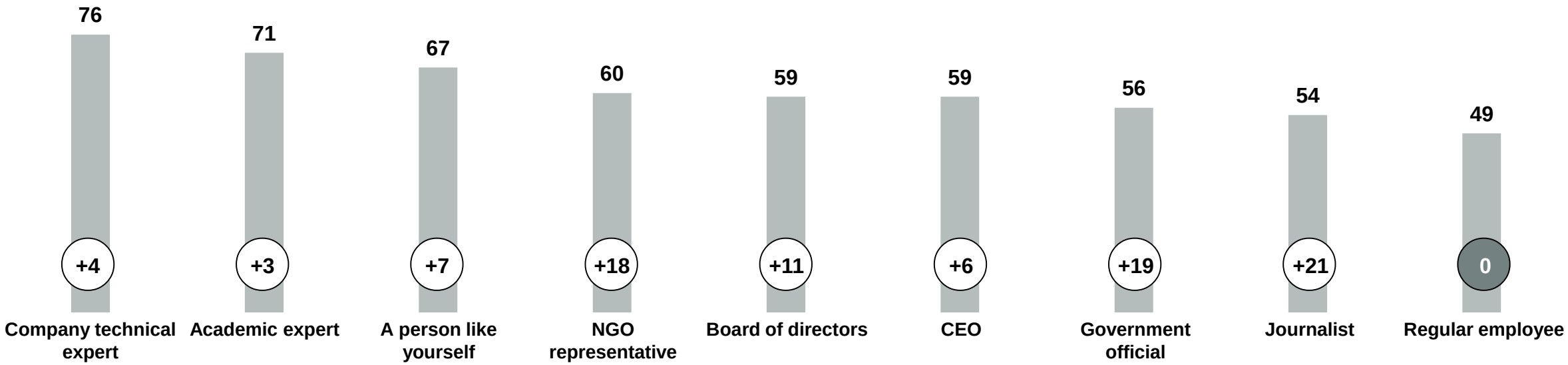
Percent increased likelihood of trusting business associated with performing well on each action

When these actions are performed well…	Increased likelihood of trust
Guarding information quality	**+5.8%**
Embracing sustainable practices	**+5.7%**
Robust COVID-19 health and safety response	**+4.8%**
Driving economic prosperity	**+4.7%**
Long-term thinking over short-term profits	**+4.6%**

2021 Edelman Trust Barometer. Discrete choice analysis; results shown are marginal effects on likelihood to trust. PER_BUS. How well do you feel business is currently doing each of the following? 5-point scale; top 2 box, doing well. Question asked of half of the sample. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. For a full explanation of how this data was calculated, please see the Technical Appendix.

IN MALAYSIA, EXPERTS AND PEERS ARE MOST CREDIBLE SPOKESPEOPLE

Percent who rate each as very/extremely credible
as a source of information about a company, in Malaysia



2021 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? 4-point scale; top 2 box, credible. Question asked of half of the sample. General population, Malaysia.

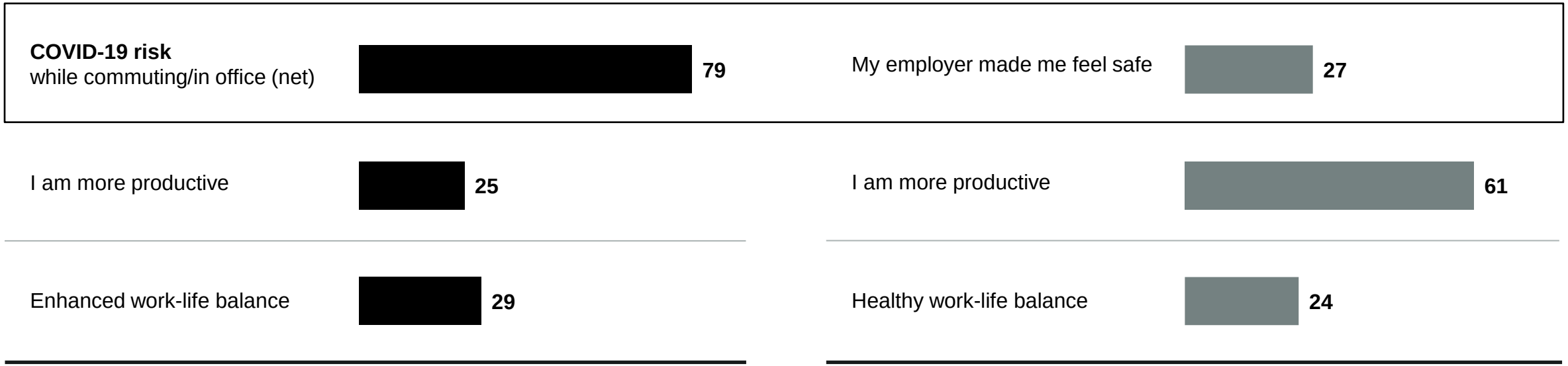
MORE MALAYSIANS CHOOSING TO WORK AT HOME

Percent who say each reason is why they are choosing to work from home vs. choosing to return to the workplace, in Malaysia

69%

55% in APAC

choosing **to work at home**, for the following reasons:



31%

45% in APAC

choosing to **return to the office**, for the following reasons:

2021 Edelman Trust Barometer. WRK_CHOICE. Which of the following best describes your current working situation? Question asked of those who are an employee (Q43/1). Data among employees that have a choice of working from home or their workplace. WHY_HOME. Why are you choosing to continue working from home even though you could return to the workplace if you wanted to? Select all that apply. Question asked of employees that are choosing to work from home (Q43/1 AND WRK_CHOICE/3). WHY_OFFICE. Why are you choosing to work at an office or other workplace even though you could work remotely if you wanted to? Select all that apply. Question asked of employees that are choosing to return to their workplace (Q43/1 AND WRK_CHOICE/4). General population, Malaysia and APAC. COVID-19 risk while commuting / in office is a net of WHY_HOME/2-3.

EMPLOYEE EXPECTATIONS SHIFT: SAFETY AND UPSKILLING MATTER MORE

Change in importance since last year (more important minus less important)

Change in importance as an employer attribute since the start of the year in Malaysia...	Net change	*More Important*	*Less Important*
Job skills training programs	**+58**	65	7
Keep workers, customers safe	**+58**	65	7
Regular employee communications	**+56**	63	7
Diverse, representative workforce	**+51**	60	9

2021 Edelman Trust Barometer. EMP_IMP_VAL. When considering an organization as a potential place of employment, please indicate whether each of the following has become more important to you, less important to you, or has stayed the same in importance since last year. 5-point scale; top 2 box; more important; bottom 2 box, less important. Question asked of those who are an employee (Q43/1). General population, Malaysia. Net change is the difference between more and less important.

THE ROLE OF CEOs

CEOs EXPECTED TO BE ACCOUNTABLE TO THE PUBLIC, NOT JUST SHAREHOLDERS

Percent who agree, in Malaysia

CEOs should step in when the government does not fix societal problems

83%

CEOs should take the lead on change rather than waiting for government to impose change on them

79%

CEOs should hold themselves accountable to the public and not just to the board of directors or stockholders

71%

2021 Edelman Trust Barometer. 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? 3-point scale, sum of codes 2 and 3. Question asked of half of the sample. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statement? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Malaysia.

CONSUMERS AND EMPLOYEES EXPECTED TO HAVE A SEAT AT THE TABLE

Percent who agree, in Malaysia

79%

Consumers …

76%

Employees …

have the power to force corporations to change

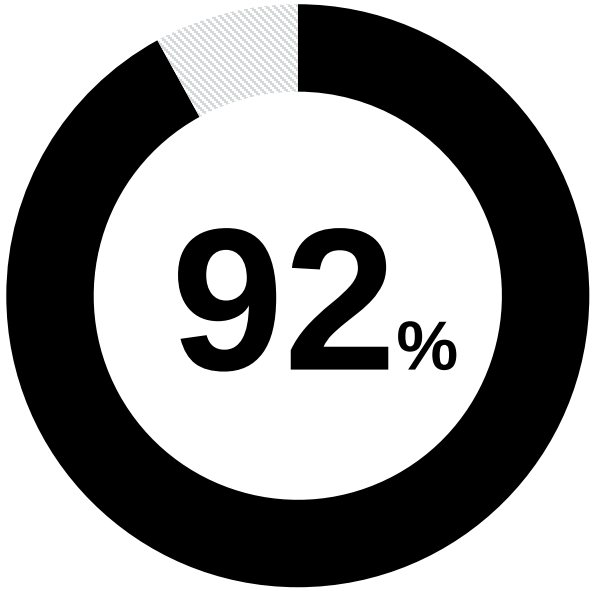
58% **of those who are employed**

I am more likely now than a year ago to voice my objections to management or **engage in workplace protest**

2021 Edelman Trust Barometer. TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half of the sample. EMP_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question asked of those who are an employee (Q43/1). General population, Malaysia.

CEOS MUST LEAD ON SOCIETAL ISSUES

Percent in Malaysia who expect **CEOs to publicly speak out** about one or more of these societal challenges



Pandemic impact	67
Job automation	63
Societal issues	54
Local community issues	52

2021 Edelman Trust Barometer. CEO_SPEAK. Looking at the topics listed below, please select the ones you expect CEOs to currently be speaking out about publicly. Select all that apply. Question asked of half of the sample. General population, Malaysia. CEO expectation to speak out is a net of attributes 1, 2, 5 and 7.

KEY TAKEAWAYS FOR BUILDING ON A TRUST FOUNDATION

1

Business: Embrace expanded mandate

CEOs must lead on issues from sustainability and systemic racism to upskilling. Act first, talk after.

2

Lead with facts, act with empathy

Societal leaders must have the courage to provide straight talk, but also empathize and address people's fears.

3

Provide trustworthy content

All institutions must provide truthful, unbiased, reliable information.

4

Don't go it alone

Business, government, NGOs and others must find a common purpose and take collective action to solve societal problems.

GET IN TOUCH

We are here to help you build trust online, in the media, in your communities and in the halls of government. Contact us to speak with a team member about how we can partner together and help you succeed.

Edelman Malaysia
Level 26, Centrepoint North, Mid-Valley City
O: +603-2287-8689

Edelman
Act With Certainty

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