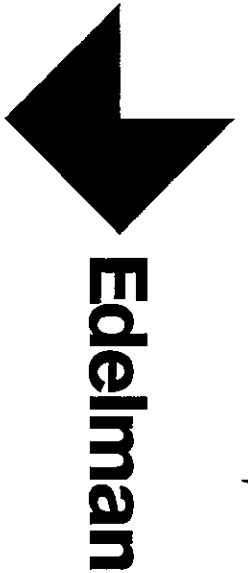


margin of error 2 to 3% informed publics - consumers.



2012 Edelman Trust Barometer
Malaysia Topline Analysis

*Malaysians
 unusually
 general public +
 informed publics
 v close results
 (yo obs - not for
 media - last pg)*

*It's mostly
 divergent in other
 parts.*

Trust in Institutions (Q11-Q14, Top 4 Box – Trust (6-9))

- Informed Publics (ages 25-64)
 - Trust in non-governmental organizations (NGOs):
 - 68% of informed publics trust NGOs
 - Trust in Media:
 - 47% of informed publics trust media in general
 - Trust in Business:
 - 65% of informed publics trust business in general
 - Trust in Government:
 - 49% of informed publics trust government in general

• General Population (ages 18+)

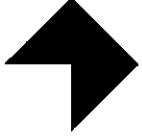
- Trust in non-governmental organizations (NGOs):
 - 58% of the general population trust NGOs
- Trust in Media:
 - 46% of the general population trust media in general
- Trust in Business:
 - 58% of the general population trust business in general
- Trust in Government:
 - 52% of the general population trust government in general

Right direction or Wrong track (Q15)

- Informed Publics (ages 25-64)
 - 43% of informed publics say things in their country have gotten off on the wrong track
- General Population (ages 18+)
 - 36% of the general population say things in their country have gotten off on the wrong track

Trust in Industry Sectors (Q16-26, Top 4 Box – Trust (6-9))

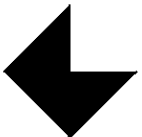
Informed Publics (ages 25-64)		Malaysia 2012 Informed Publics
TOP 4 BOX, TRUST (6-9)		
Automotive	75%	
Banks	78%	
Brewing and spirits	33%	
Consumer packaged goods	70%	
Energy	67%	
Financial services	77%	
Food and beverage	75%	
Media	51%	
Pharmaceuticals	74%	
Technology	85%	
Telecommunications	81%	



Credible Spokespeople (Q119-126, Top 2 Box – Credible (Very/Extremely))

Informed Publics (ages 25-64)	
TOP 2 BOX, CREDIBLE (VERY/ EXTREMELY CREDIBLE)	Malaysia 2012 Informed Publics
An academic or expert on that company's industry or issues	70%
A CEO of a company	51%
A financial or industry analyst	61%
A government official or regulator	32%
A non-profit organization or NGO representative	51%
A person like yourself	62%
A regular employee of a company	32%
A technical expert within the company, such as an engineer or scientist	72%

TOP 2 BOX, CREDIBLE (VERY/ EXTREMELY CREDIBLE)	
	Malaysia 2012 General Population
An academic or expert on that company's industry or issues	69%
A CEO of a company	55%
A financial or industry analyst	58%
A government official or regulator	35%
A non-profit organization or NGO representative	43%
A person like yourself	53%
A regular employee of a company	32%
A technical expert within the company, such as an engineer or scientist	69%



Business Leaders vs. Government Leaders: Distrust (Q126A & Q126B – Split Sample)

- General Population (ages 18+)
 - 9% of the general population say they do not trust business leaders at all to tell the truth
 - 24% of the general population say they do not trust gov't leaders at all to tell the truth

Shared Value: Importance of Company Actions (Q128-129, Top 4 Box – Important (6-9))

- Informed Publics (ages 25-64)
 - 84% of informed publics believe it is important for companies to be involved in solving social and environmental problems in their country
 - 84% of informed publics believe it is important for companies to address society's needs without sacrificing shareholders' financial returns
- General Population (ages 18+)
 - 79% of the general population believe it is important for companies to be involved in solving social and environmental problems in their country
 - 78% of the general population believe it is important for companies to address society's needs without sacrificing shareholders' financial returns

Government Regulation of Business: Not Enough (Q130)

- Informed Publics (ages 25-64)
 - 54% of informed publics think that their government regulates business not enough
- General Population (ages 18+)
 - 52% of the general population think that their government regulates business not enough

Communications & Engagement (Q148)

- Informed Publics (ages 25-64)
 - 82% of informed publics need to be exposed to something about a company 3 or more times to believe it is true
- General Population (ages 18+)
 - 85% of the general population needs to be exposed to something about a company 3 or more times to believe it is true

CSR

29% traditional media
 25% online sources
 29% social computing
 19% 29%
 → media
 → mini in part in Malay mail.
 categorisation maybe inaccurate.
 in many channels e.g star

Trust in Sources of Information (Q149-160)

Informed Publics (ages 25-64)	
TOP BOX, TRUST A GREAT DEAL	2012
Blogs	18%
Content-sharing sites, such as YouTube	21%
Corporate communications such as press releases, reports, and emails	35%
Corporate or product advertising	22%
Magazines or business magazines	31%
Microblogging sites, such as Twitter	16%
News/RSS feeds	16%
Newspapers	27%
Online search engines, such as Google	34%
Radio or radio news	30%
Social networking sites, such as Facebook, MySpace, LiveJournal, Meebo, Orkut, Qzone, Mixi etc	19%
Television or television news	29%

HUAHBT

Informed Publics (ages 25-64)	
TOP 2 BOX, TRUST (A Great Deal/ Somewhat)	2012
Blogs	63%
Content-sharing sites, such as YouTube	68%
Corporate communications such as press releases, reports, and emails	79%
Corporate or product advertising	67%
Magazines or business magazines	86%
Microblogging sites, such as Twitter	58%
News/RSS feeds	72%
Newspapers	77%
Online search engines, such as Google	85%
Radio or radio news	78%
Social networking sites, such as Facebook, MySpace, LiveJournal, Meebo, Orkut, Qzone, Mixi etc	64%
Television or television news	76%