

# 2026 Edelman Trust Barometer

Trust Amid Insularity  
Malaysia Report

Edelman  
Trust Institute



# 2026 Edelman Trust Barometer

## METHODOLOGY

### Annual online survey in its 26th year

Fieldwork conducted: Oct 25 – Nov 16, 2025

**28**  
Countries

**33,938**  
Respondents

**1,200+/-**  
Respondents per country\*

Argentina	China	India	Japan	Netherlands	S. Africa	Thailand
Australia	Colombia	Indonesia	Kenya	Nigeria	S. Korea	UAE
Brazil	France	Ireland	Malaysia 	Saudi Arabia	Spain	UK
Canada	Germany	Italy	Mexico	Singapore	Sweden	U.S.

Data collected is representative of the general population across age, gender, and region within each country.\*\*

\*The sample size varies by country, from 1,200 to 1,501.

\*\*Data also representative across nationality in Saudi Arabia and UAE, and race/ethnicity in the UK and U.S.

Margin of error for full general population 28-market global average: +/- 0.7 percentage points.

Margin of error for full general population country averages: +/- 3.3 to 3.7 percentage points (varies by country).

Margin of error is calculated at the 99% confidence level.

### Global averages

Unless otherwise indicated, global averages are composed of all 28 countries surveyed.

### Statistical significance

  Significant change

Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

All indicated year-over-year significant changes were determined using a t-test set at a 99%+ confidence level.

### Shortened question text

Throughout the report, question text has been edited for readability.

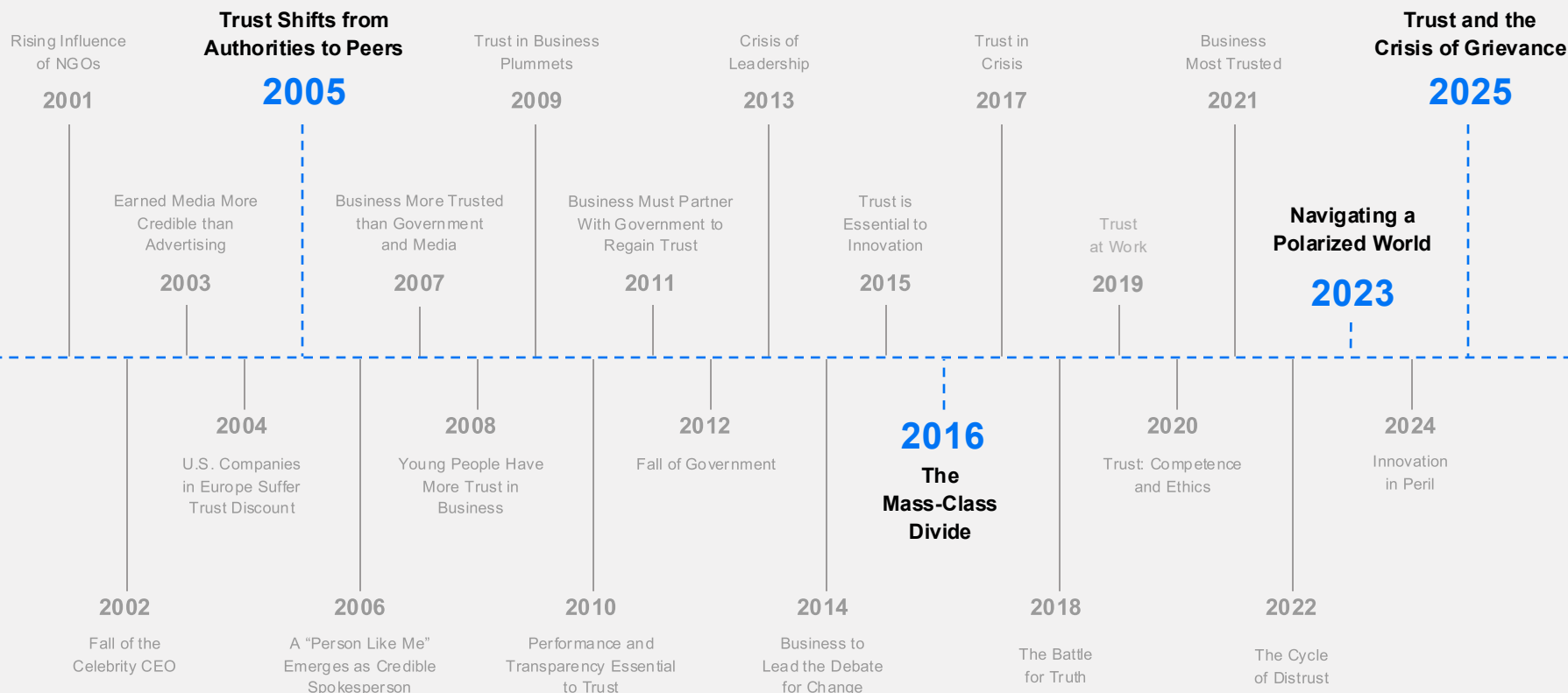
For more details on the margin of error, global averages, country-specific sample information, questions asked to partial sample, or to see the full text for any shortened statements, please see the Technical Appendix.

All contents in this report are the property of the Edelman Trust Institute.

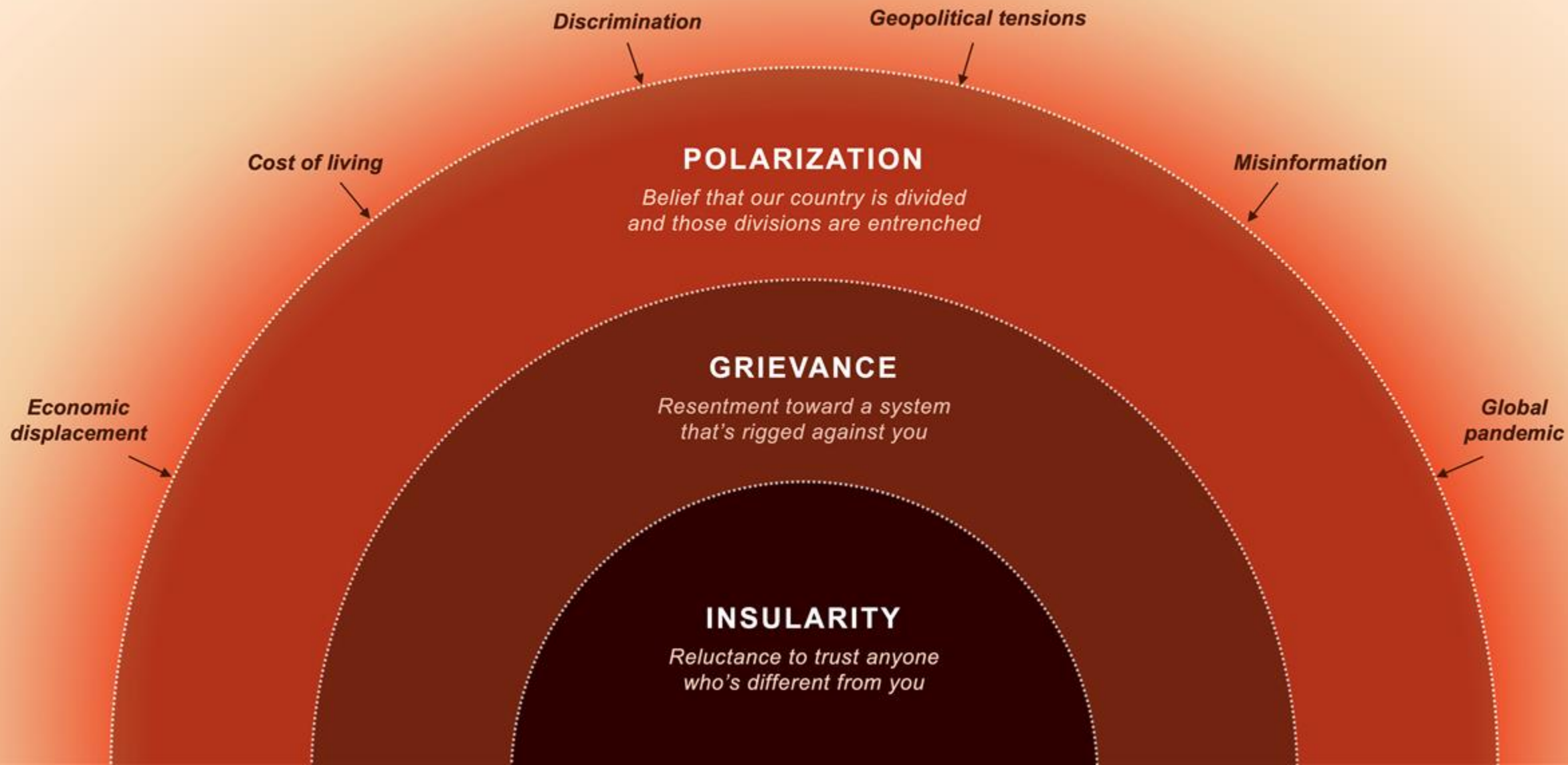


# Shared Reality Erodes Over 20 Years

**26** Years of Trust



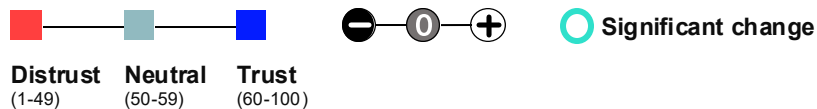
# The Retreat Into Insularity



# Trust Grows in Developing Countries, Stagnates in Developed

## Trust Index

(average percent trust in business, government, media, NGOs)



**2026 Edelman Trust Barometer.** The Trust Index is the average percent trust in business, government, media, and NGOs. 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, 28-mkt avg., and by developed and developing avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

### 2025 General population

<b>56</b>	<b>Global 28</b>
<b>77</b>	China
<b>76</b>	Indonesia
<b>75</b>	India
<b>72</b>	UAE
<b>71</b>	Saudi Arabia
<b>66</b>	Malaysia 🇲🇾
<b>66</b>	Thailand
<b>65</b>	Nigeria
<b>65</b>	Singapore
<b>63</b>	Kenya
<b>57</b>	Mexico
<b>57</b>	Netherlands
<b>53</b>	S. Africa
<b>52</b>	Canada
<b>51</b>	Brazil
<b>50</b>	Italy
<b>50</b>	Sweden
<b>49</b>	Australia
<b>49</b>	Colombia
<b>48</b>	Argentina
<b>48</b>	France
<b>48</b>	Ireland
<b>47</b>	U.S.
<b>44</b>	Spain
<b>43</b>	UK
<b>41</b>	Germany
<b>41</b>	S. Korea
<b>37</b>	Japan

### 2026 General population

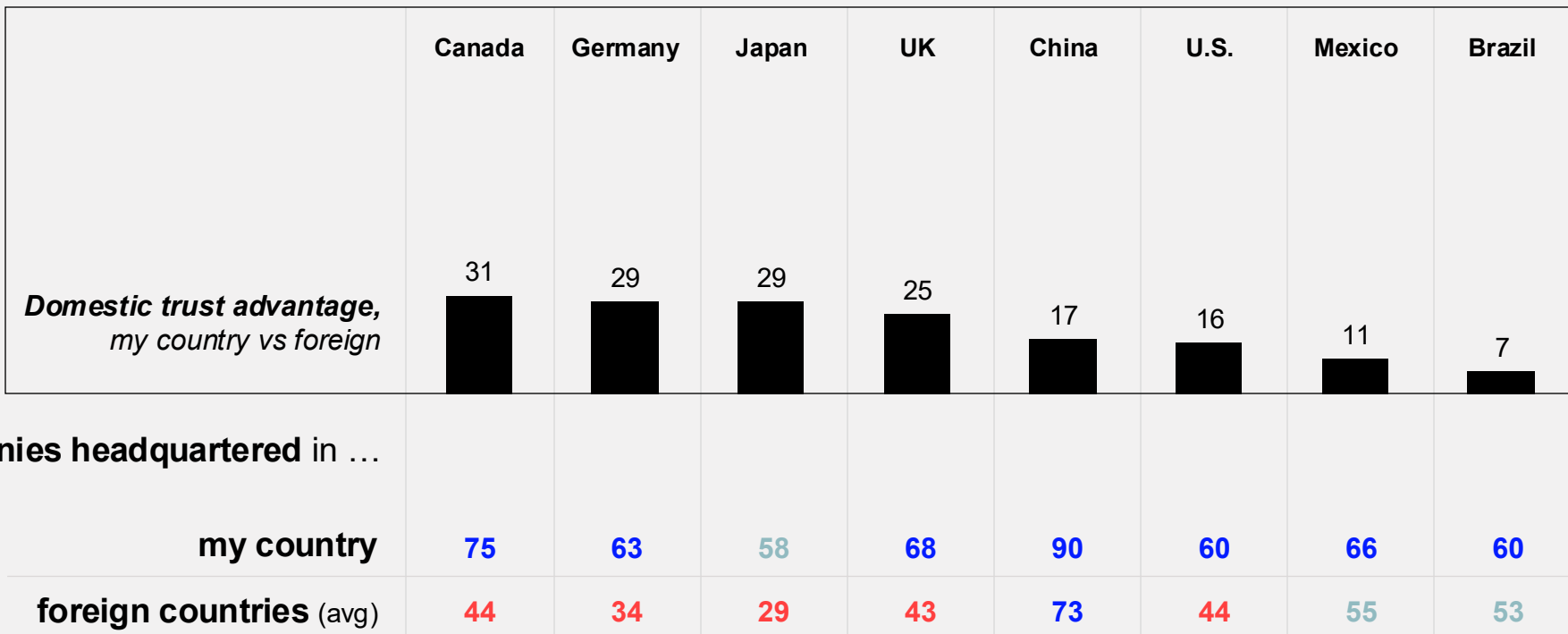
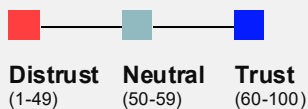
<b>57</b>	<b>Global 28</b>
<b>80</b>	China
<b>80</b>	UAE
<b>74</b>	India
<b>73</b>	Indonesia
<b>73</b>	Saudi Arabia
<b>72</b>	Nigeria
<b>71</b>	Malaysia 🇲🇾
<b>68</b>	Kenya
<b>65</b>	Thailand
<b>64</b>	Singapore
<b>58</b>	Netherlands
<b>57</b>	Mexico
<b>56</b>	Brazil
<b>54</b>	Australia
<b>54</b>	S. Africa
<b>52</b>	Canada
<b>52</b>	Sweden
<b>50</b>	Argentina
<b>50</b>	Italy
<b>49</b>	Colombia
<b>47</b>	Ireland
<b>47</b>	U.S.
<b>46</b>	S. Korea
<b>45</b>	Spain
<b>44</b>	Germany
<b>44</b>	UK
<b>42</b>	France
<b>38</b>	Japan

2026		
<b>Developing countries</b>	<b>66</b>	<span style="color: green; border: 1px solid green; border-radius: 50%; padding: 2px;">+3</span>
<b>Developed countries</b>	<b>49</b>	<span style="border: 1px solid black; border-radius: 50%; padding: 2px;">+1</span>



# Geopolitical Insularity: My Country's Companies Trusted More Than Foreign Companies

Among those in each country, percent trust in companies headquartered in my country vs in foreign countries



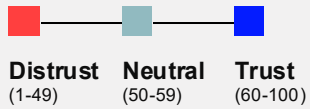
Malaysia	
<b>Domestic trust advantage</b>	<b>18</b>
My country	77
Foreign countries	59

2026 Edelman Trust Barometer. TRU\_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, by country. Foreign company trust is calculated by averaging a respondent's level of trust in companies based in all countries being rated, excluding their own. The countries rated are Brazil, Canada, China, France, Germany, India, Japan, Malaysia, Mexico, S. Korea, Singapore, Thailand, the UK, the U.S., and Vietnam.

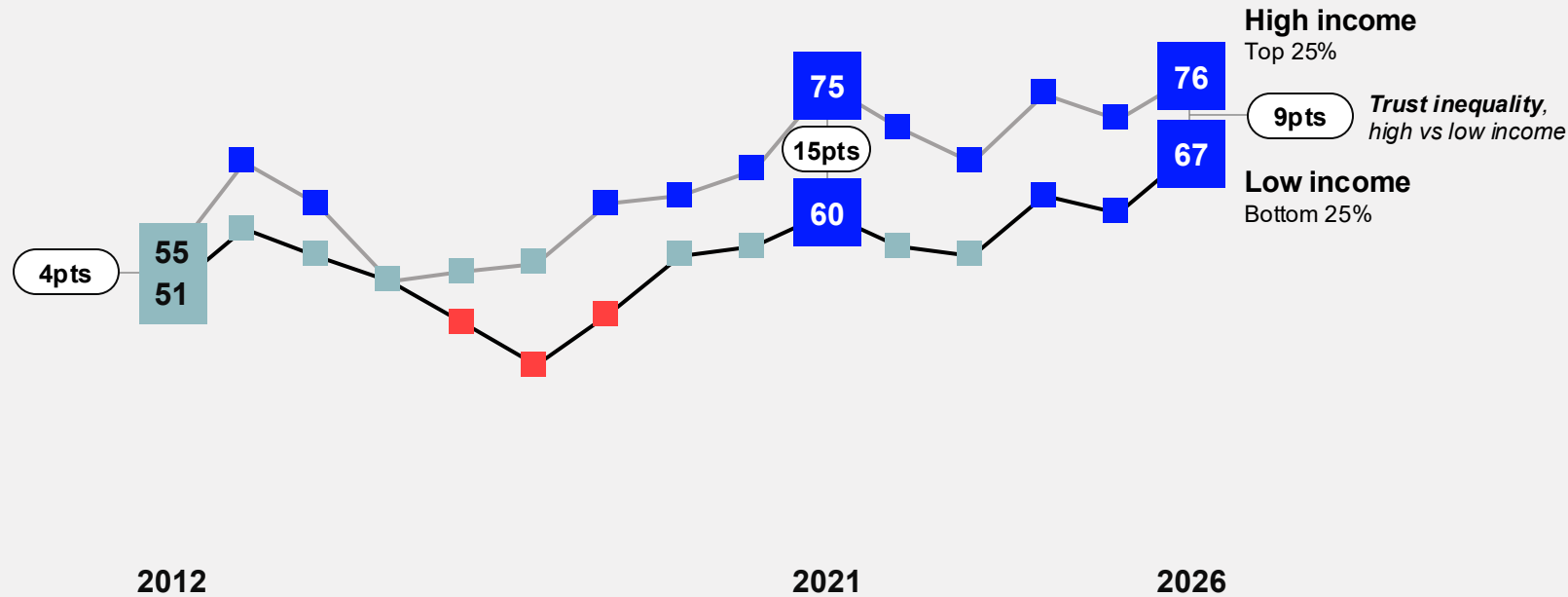


# In Malaysia, Income-Based Gap Persists Despite Overall Trust Gains

## Trust Index in Malaysia



**Trust Index**  
(average percent trust in business, government, media, NGOs)



2026	
Top 7 of 28 Countries	High-low income gap
U.S.	29pts
Indonesia	26pts
Nigeria	26pts
France	22pts
Saudi Arabia	21pts
Thailand	20pts
UAE	20pts

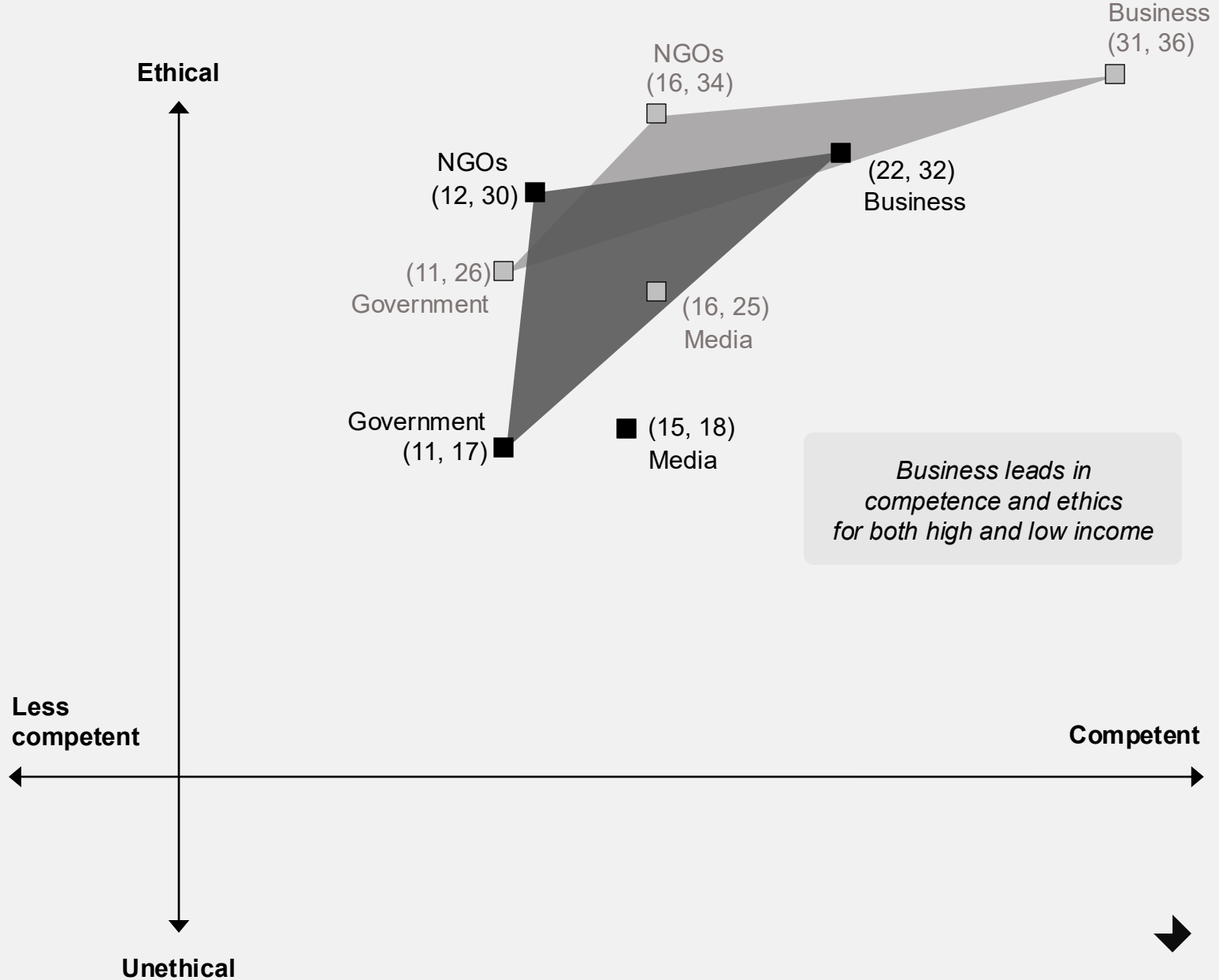
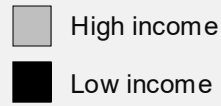



**2026 Edelman Trust Barometer.** The Trust Index is the average percent trust in business, government, media, and NGOs. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Malaysia, by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.



# In Malaysia, Low Income See Each Institution as Less Competent and Ethical

(Competence score, net ethical score)



 **2026 Edelman Trust Barometer.** The competence score is a net based on TRU\_3D\_[INS]/1. Media and NGOs were only asked of half the sample. The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Media and NGOs were only asked of half the sample. General population, Malaysia, by income.  
For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

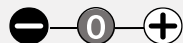
# As Fears Rise, Trust Goes Local



# Few Believe Next Generation Will Be Better Off

Percent who say

GLOBAL 28



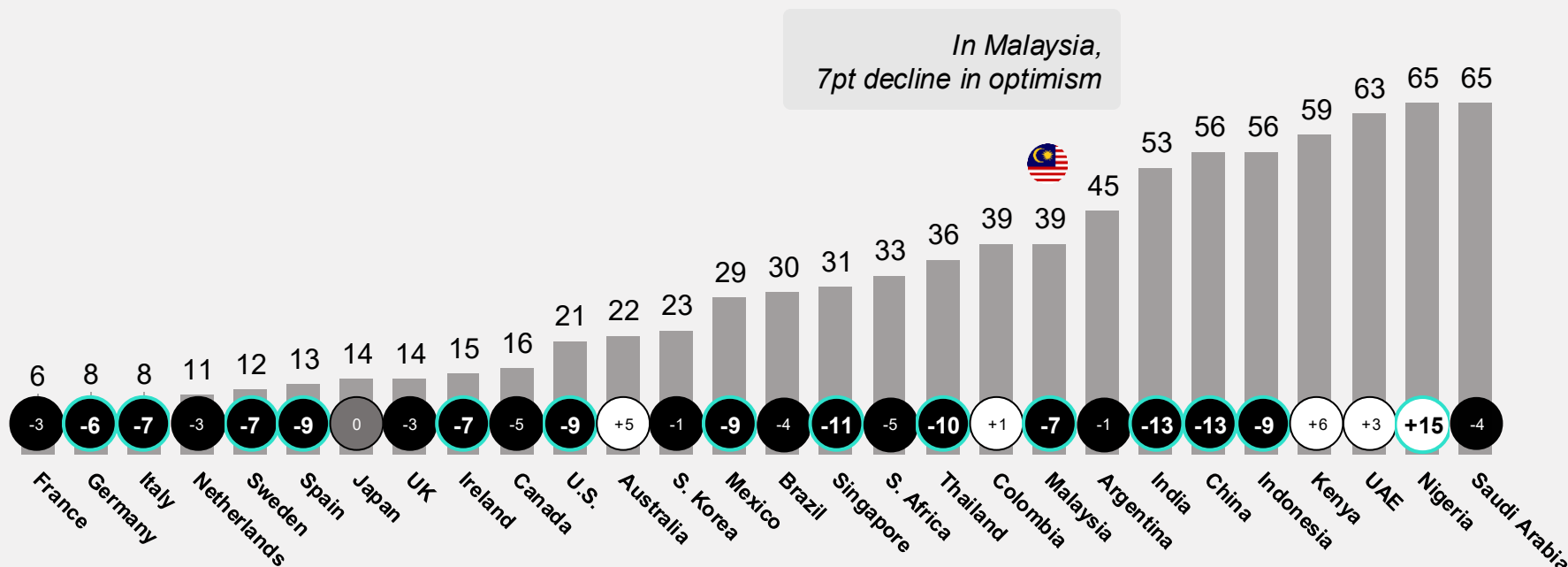
Significant change

Compared to today, the next generation will be better off

ONLY

# 32%

**-4 pts**  
Change, 2025 to 2026



2026 Edelman Trust Barometer. BET\_FUT. How do you think the state of things in your country will be for the next generation compared to how things are in your country today? 5-point scale; top 2 box, better. Question asked to partial sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



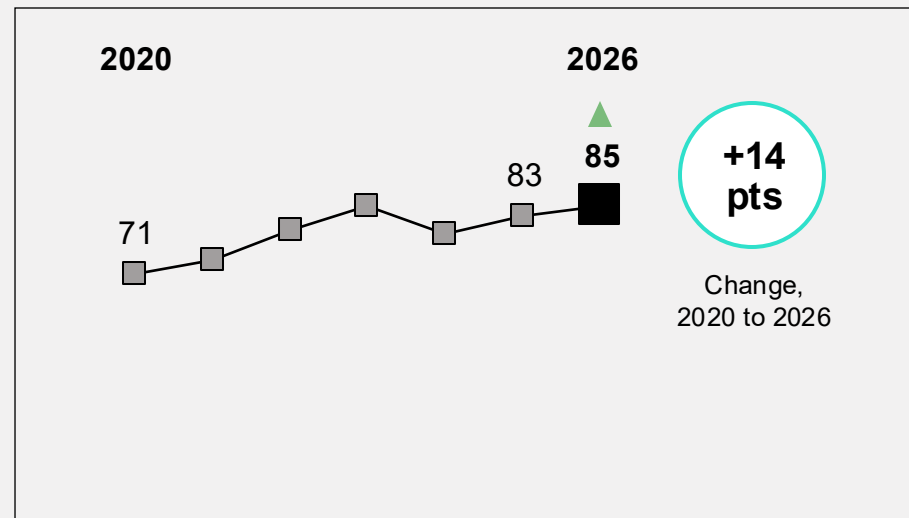
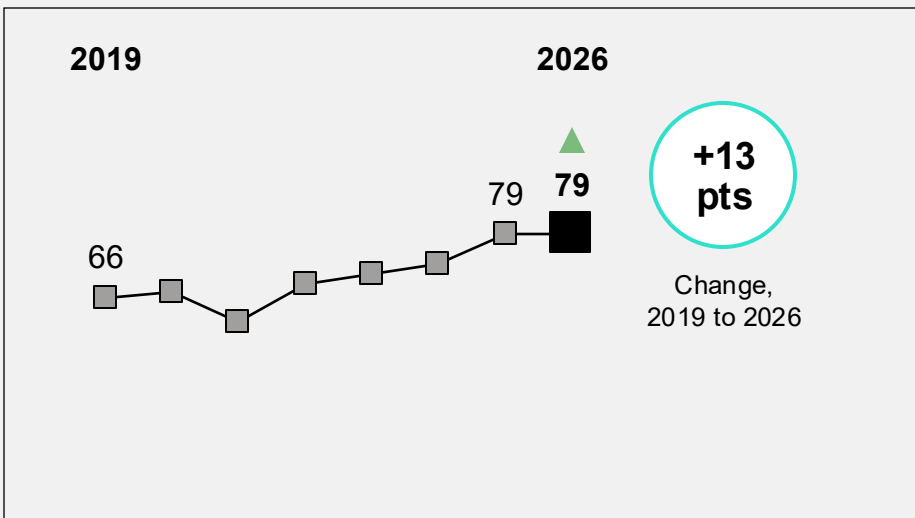
# In Malaysia, Trade and Recession-Related Job Fears Hit All-Time High


In Malaysia, percent of employees who say



I worry about **international trade and tariff conflicts** hurting the company I work for

I worry about losing my job as a result of a **looming recession**




**2026 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. Question asked to partial sample, and these attributes were only asked to those who are employees of an organization (Q43/1). General population, Malaysia. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

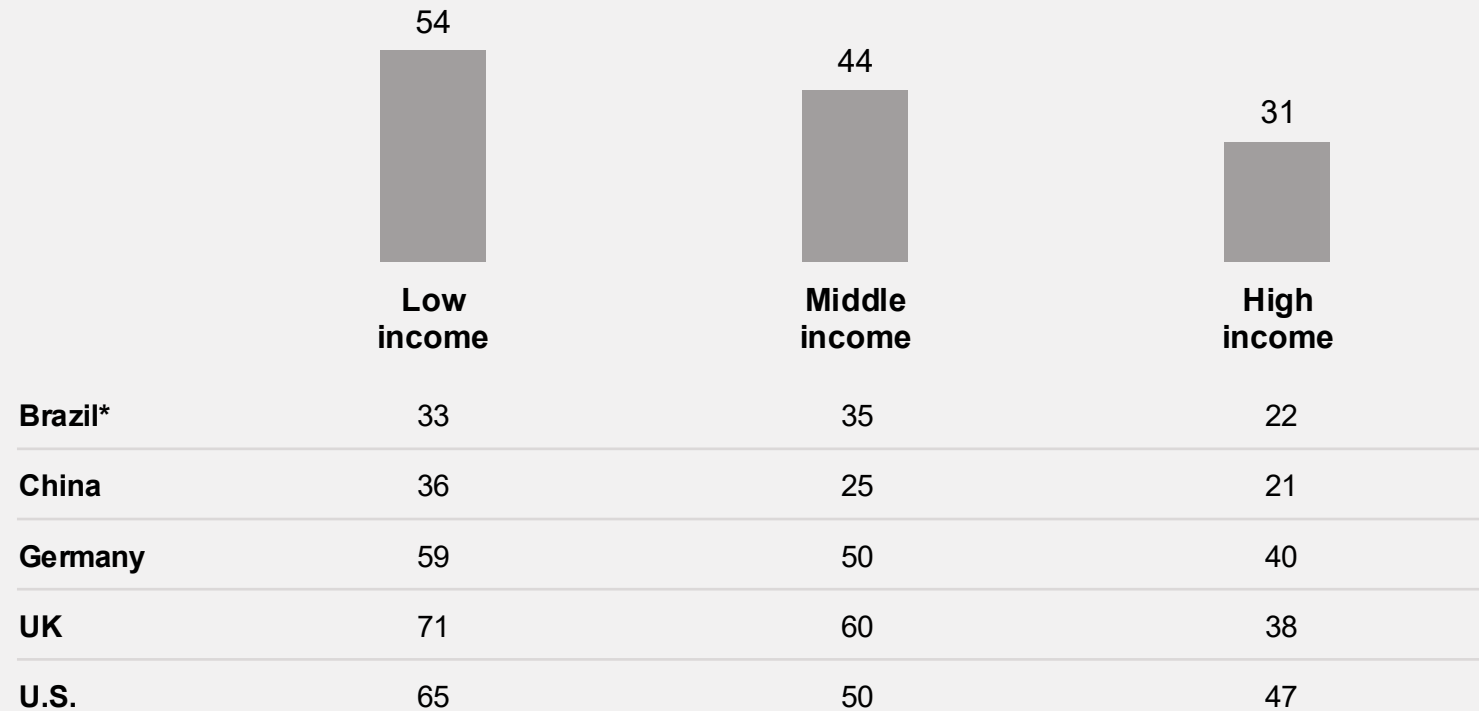


# Across Key Markets, Majority of Low-Income Fear Being Left Behind by AI

Percent who say

**People like me will be left behind** rather than realize any real advantages from generative AI

Flash Poll 5-Market Average

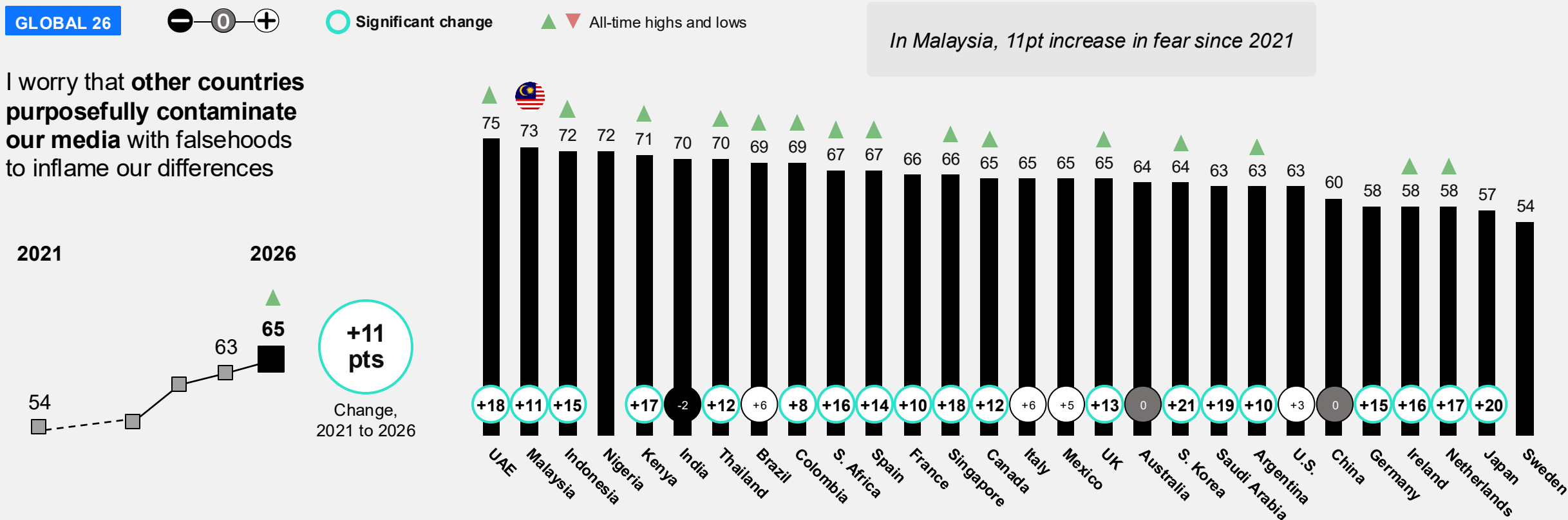


2025 Edelman Trust Barometer Flash Poll: Trust and Artificial Intelligence at a Crossroads. AI\_CHOICE. You are about to see two choices regarding the potential impact of generative AI on society. We want you to choose the one you think is more likely to become true. General population, 5-mkt avg., by country and income. \*The pattern shown in the 5-mkt avg. for income is not true in Brazil. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country in the 2025 Trust Barometer.



# Global Fear That Foreign Actors Spread Disinformation to Sow Domestic Division Hits All-Time High

Percent who say



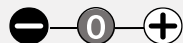
2026 Edelman Trust Barometer. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Question asked to partial sample. General population, 26-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. The all-time highs and lows analysis comprised countries with at least five waves of data collection; therefore, Nigeria and Sweden were not eligible for the analysis.



# A Turn Inward: Widespread Decline in Exposure to Differing Political Views

Percent who say

GLOBAL 28

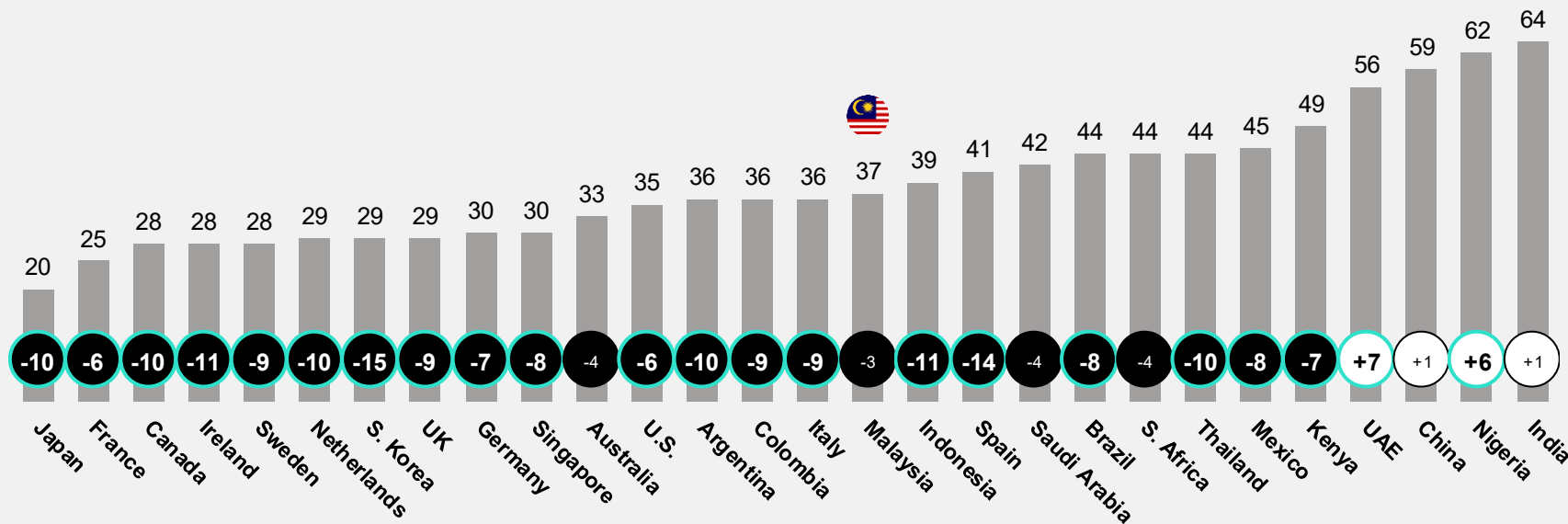


Significant change

I get information from **sources with a different political leaning** than mine *at least weekly*

# 39%

**-6 pts**  
Change, 2025 to 2026



2026 Edelman Trust Barometer. MED\_SEG\_OFT. How often do you engage in the following activities related to news and information? 7-point scale; codes 4-7, weekly or more. Question asked to partial sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# From “We” to “Me”: Our Shared Institutions Lose, *My* Local Circle Wins

Among those who say recent societal events impacted their trust in people or institutions (95%), percent who say

GLOBAL 27 excl. China

As a result of a major societal event in the past five years...

% who say they have

▼ I have <b>lost trust</b> in:	Net change	Lost trust	Gained trust
National government leaders	<b>-16</b>	40	24
Major news organizations	<b>-11</b>	35	24
Foreign business leaders	<b>-6</b>	30	24

% who say they have

△ I have <b>gained trust</b> in:	Net change	Lost trust	Gained trust
<i>My</i> neighbors, family, and friends	<b>+11</b>	18	29
<i>My</i> coworkers (among employees)	<b>+11</b>	20	31
<i>My</i> CEO (among employees)	<b>+9</b>	21	30

2026 Edelman Trust Barometer. TRU\_CNG\_HOW. How did this event impact your level of trust in each of the following? 5-point scale; codes 1-2, lost trust; codes 3-4, gained trust; the “net change” is the difference between those who gained trust minus lost trust. Question only asked to those who say societal events from the past five years have had an impact on their level of trust in other people or institutions (TRU\_EVT = any of r1-8). General population, 27-mkt avg. Data not collected in China. “My coworkers” and “My CEO” were only asked to those who are employees of an organization (Q43/1). For a full explanation of this analysis, please see the Technical Appendix.



Insularity  
Stops  
Progress



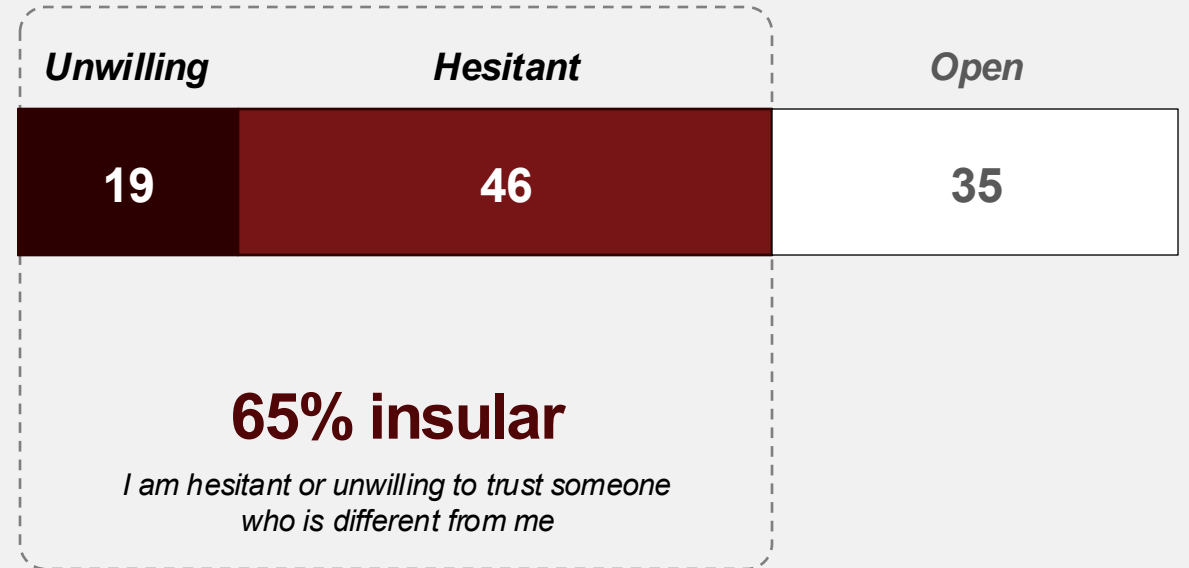
# In Malaysia, Nearly 2 in 3 Have an Insular Mindset

In Malaysia, on average, percent who say

When it comes to **trusting someone who:**

- Lives by **different core values** than me
- Believes **different facts** and trusts **different sources** than I do
- Wants to address **societal problems differently** than I do
- Has a **different culture, background, or lifestyle** than mine

I am generally ...



# Unmitigated Differences Stall Economic Growth

In Malaysia, percent who say

## Workplace Conflict

I would rather **switch departments** than report to a manager with different values than me (*among employees*)

49%

## Loss of Productivity

If my project team leader had different political beliefs than me, I would **put less effort into helping them succeed** (*among employees*)

38%

## Nationalism

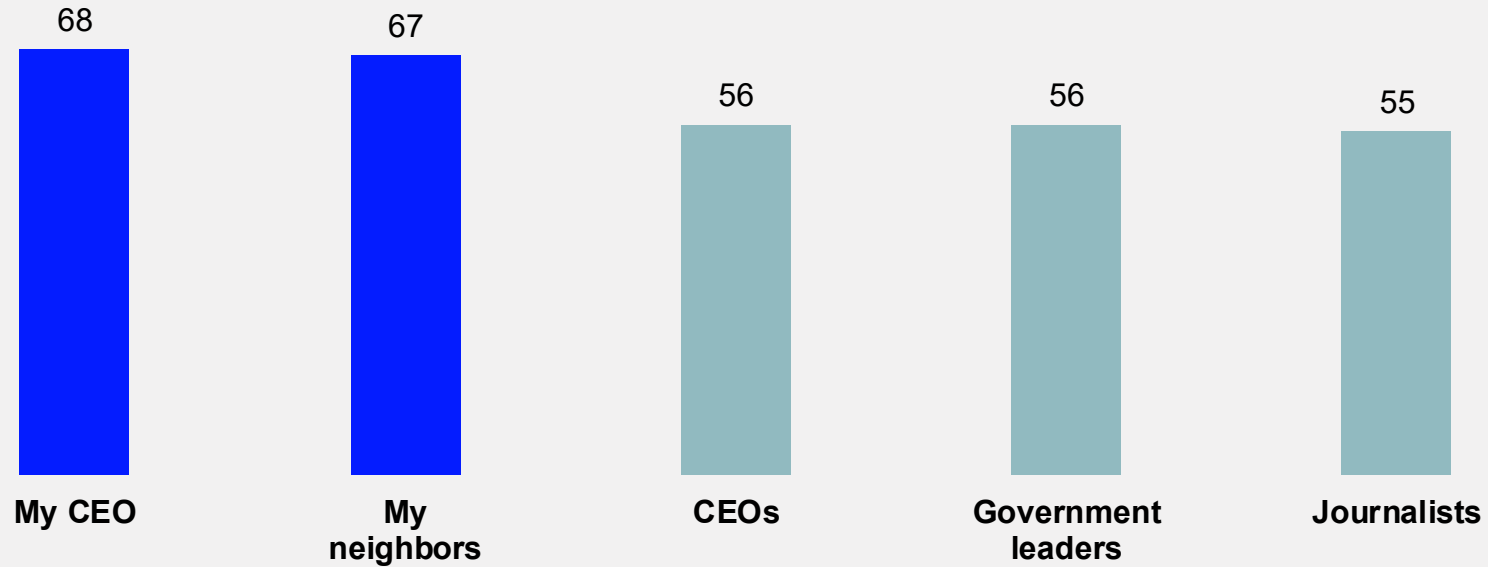
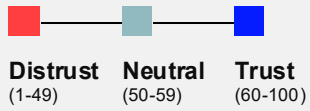
I would support **reducing the number of foreign companies** operating in my country even if it meant higher prices


43%



# With Insular Trust Mindset, Only My Circle Trusted

Among those with an **insular trust mindset** (65%) in Malaysia, percent trust



 **2026 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. “My CEO” only asked to those who are employees of an organization (Q43/1). General population, Malaysia, among those with an insular trust mindset. For a full explanation of how the insularity segments were created, please see the Technical Appendix.



# With Insular Trust Mindset, Grievance More Likely

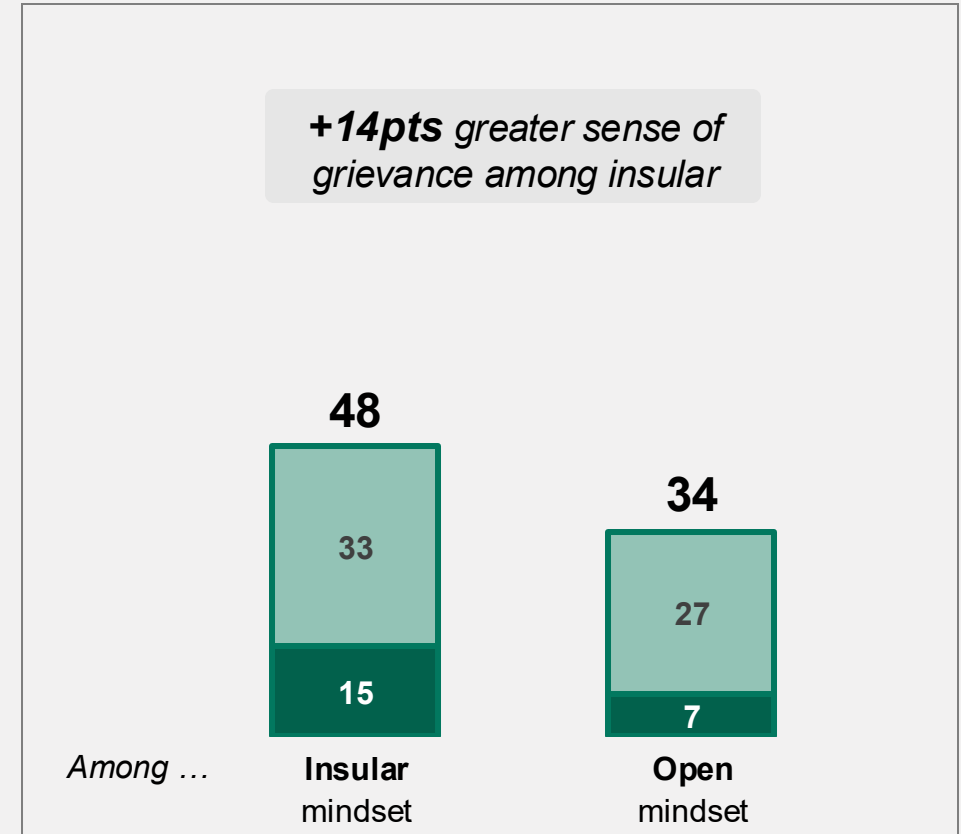
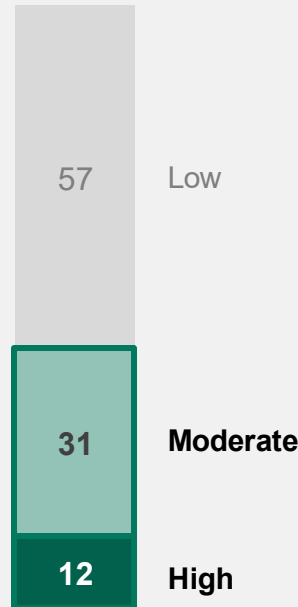
In Malaysia, percent who say

## I hold a sense of grievance because:

- Business and government serve select few
- Business and government actions hurt me
- The system favors the rich
- The rich are getting richer

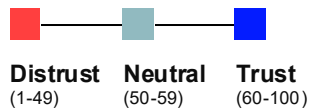
My sense of grievance is moderate or higher


**43%**



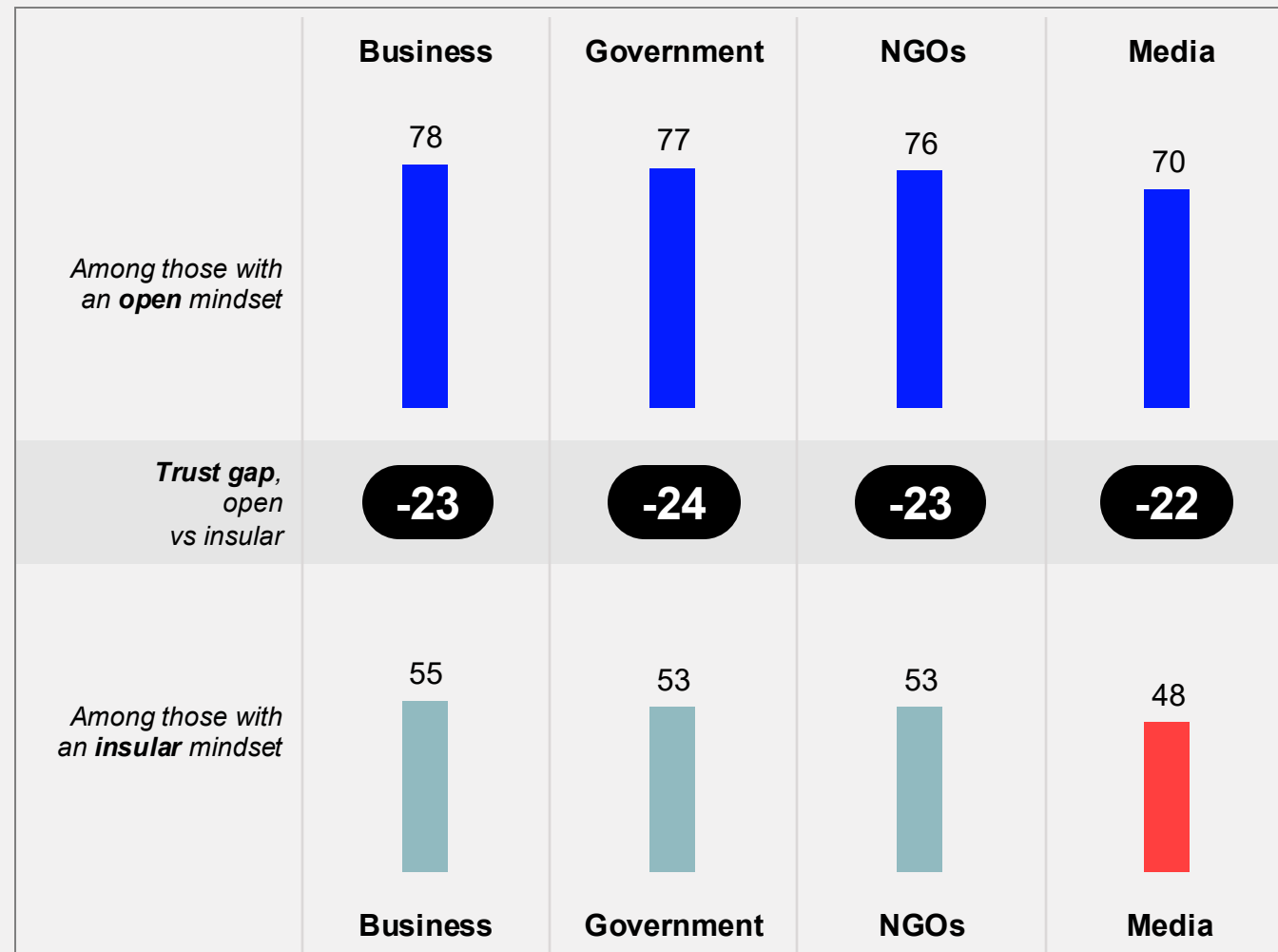
# With Insular Trust Mindset, Institutions With Leaders Different From Me Lose Trust

In Malaysia, percent who say



 2026 Edelman Trust Barometer. DIV\_INS\_[1-4]. If people who [are different than you in their values, sources, approaches to societal problems, or their backgrounds] were in charge of the decisions and actions of each of the following institutions, to what degree could you trust that institution? 9-point scale; top 4 box, could trust. General population, Malaysia, by insularity segments. Data shown is the average percent trust in each institution across the four dimensions of difference. For a full explanation of how the insularity segments were created, please see the Technical Appendix.

I could trust each institution if it were led by **someone who differs from me** in their *values, sources, approaches to societal problems, or their background* (avg)



# Global Consensus That Insularity Needs To Be Addressed

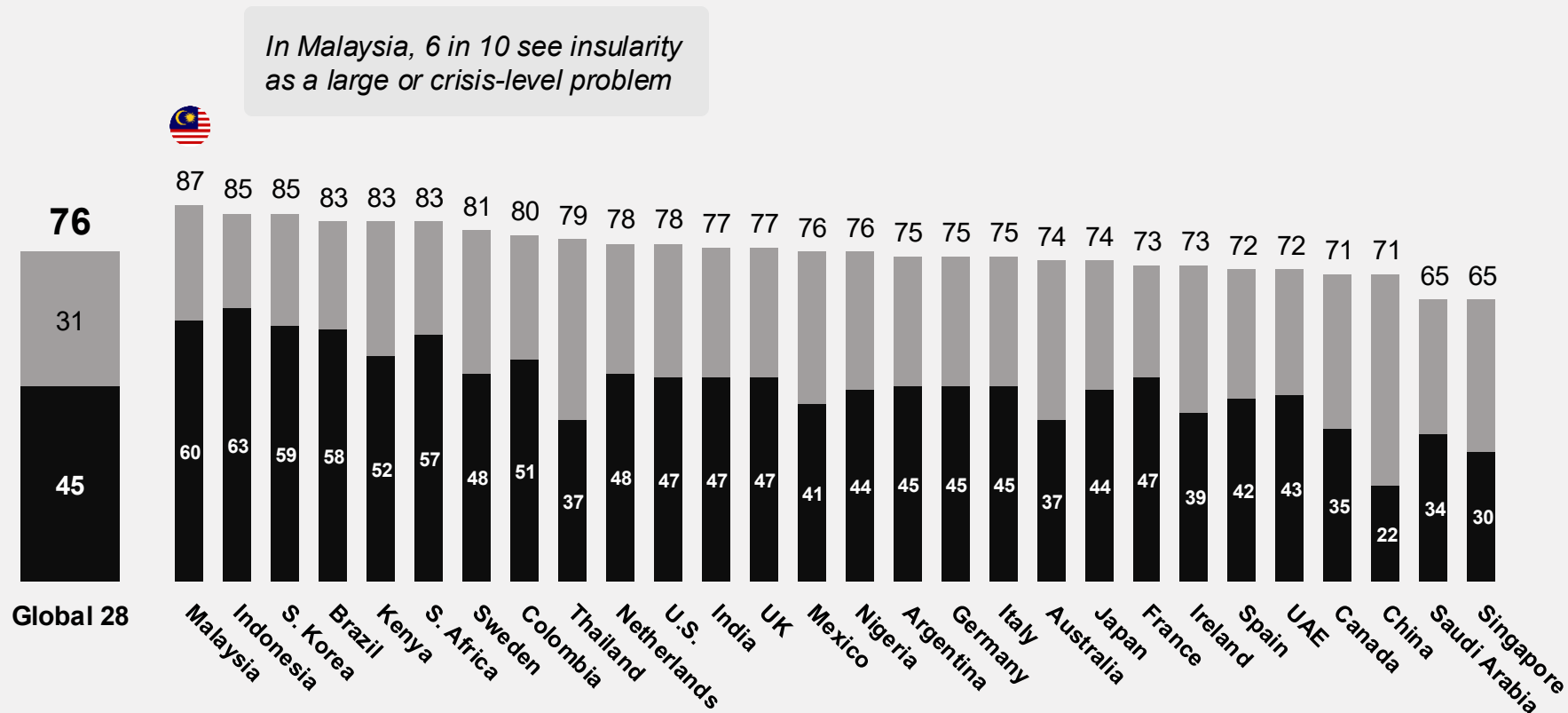
Percent who say

GLOBAL 28

People in my country distrust those with differences so much that they **actively try to make things worse for one another**

This is a moderate problem

This is a large or crisis-level problem



2026 Edelman Trust Barometer. DIS\_PRB. To what degree do you think the following is a problem in your country that needs to be addressed? People with different beliefs, experiences, values, or ideas about solving problems distrust each other so much that they actively try to make things worse for one another. 5-point scale; code 3, moderate problem; codes 4-5, large or crisis level problem. Question asked to partial sample. General population, 28-mkt avg. Total percentage for each column is a sum of "This is a large or crisis-level problem" and "this is a moderate problem."



# Trust Brokering: The Response to Insularity



# Trust Brokering

## What

---

Trust brokering is a set of practices and behaviors that counters insularity by facilitating trust across difference.

## How

---

Rather than trying to change people, trust brokering surfaces the common interests of insulated parties and translates their needs, goals, and realities for one another.

## Who

---

A trust broker can be a person, organization, or institution trusted by each stakeholder group facing a common problem.





# Trust Brokering Begins With Acknowledgment and Acceptance of Differences

Among those who already trust someone who differs from them (22%), percent who say



GLOBAL 28

**This is why I currently trust someone who differs from me** in their *values, sources, approaches to societal problems, or their background* (avg):

## Openness

They have an <b>open mind and don't try to change me</b>	 49
They are <b>transparent</b> about how they differ from me	 46

## Positive experiences

They <b>helped me</b> in the past	 24
They <b>defended me</b> when I've been criticized	 21

2026 Edelman Trust Barometer. WHY\_CIR\_PEP[1-4]. You indicated that you currently trust [at least one person who differs from you in their values, sources, approaches to societal problems, or their backgrounds]. Why do you trust them, even though you differ on this? Question asked to those who already trust someone who differs from them (TRU\_CIR\_PEP/C5 ANY). General population, 28-mkt avg. Data shown for each attribute is an average across the four dimensions of difference.



# In Malaysia, Trust Brokering Most Powerful Action for Business To Earn Trust in High-Stakes Moments

In Malaysia, percent who say

When responding to a highly divisive social issue, a **business could earn my trust** by ...

<b>Encouraging people to cooperate</b> on finding solutions without taking a side	<b>38</b>
<b>Supporting the position that is true to its values</b>	<b>32</b>
<b>Not taking any public position</b> on the issue	<b>11</b>
<b>Supporting my position</b>	<b>7</b>

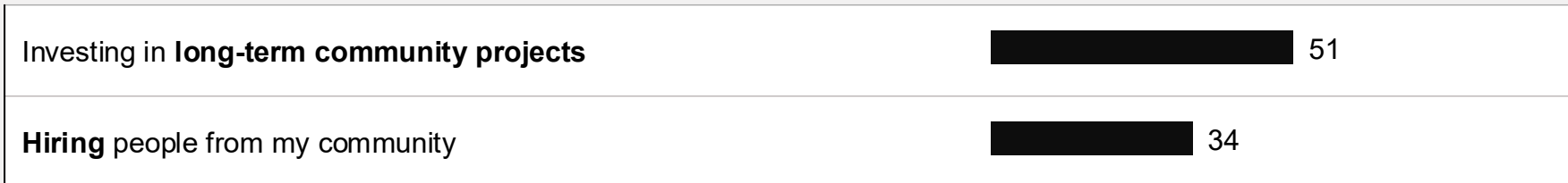


# International Trust Brokering Hinges on Long-Term, Local Relationships

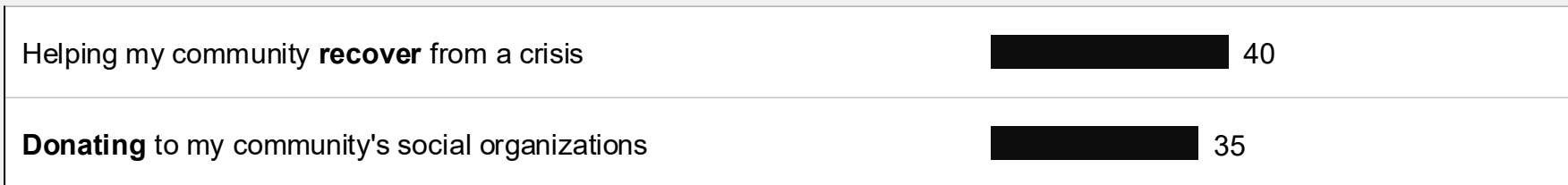
In Malaysia, percent who say

If a company from a **country that I distrust** wanted to operate in my local community, **it could earn my trust** by ...

## Long-term relationships



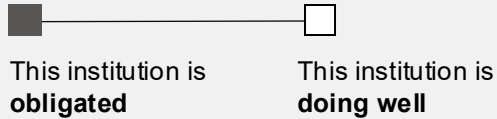
## Short-term interaction



# In Malaysia, Mandate for All Institutions to Broker Trust; Employers Best Positioned

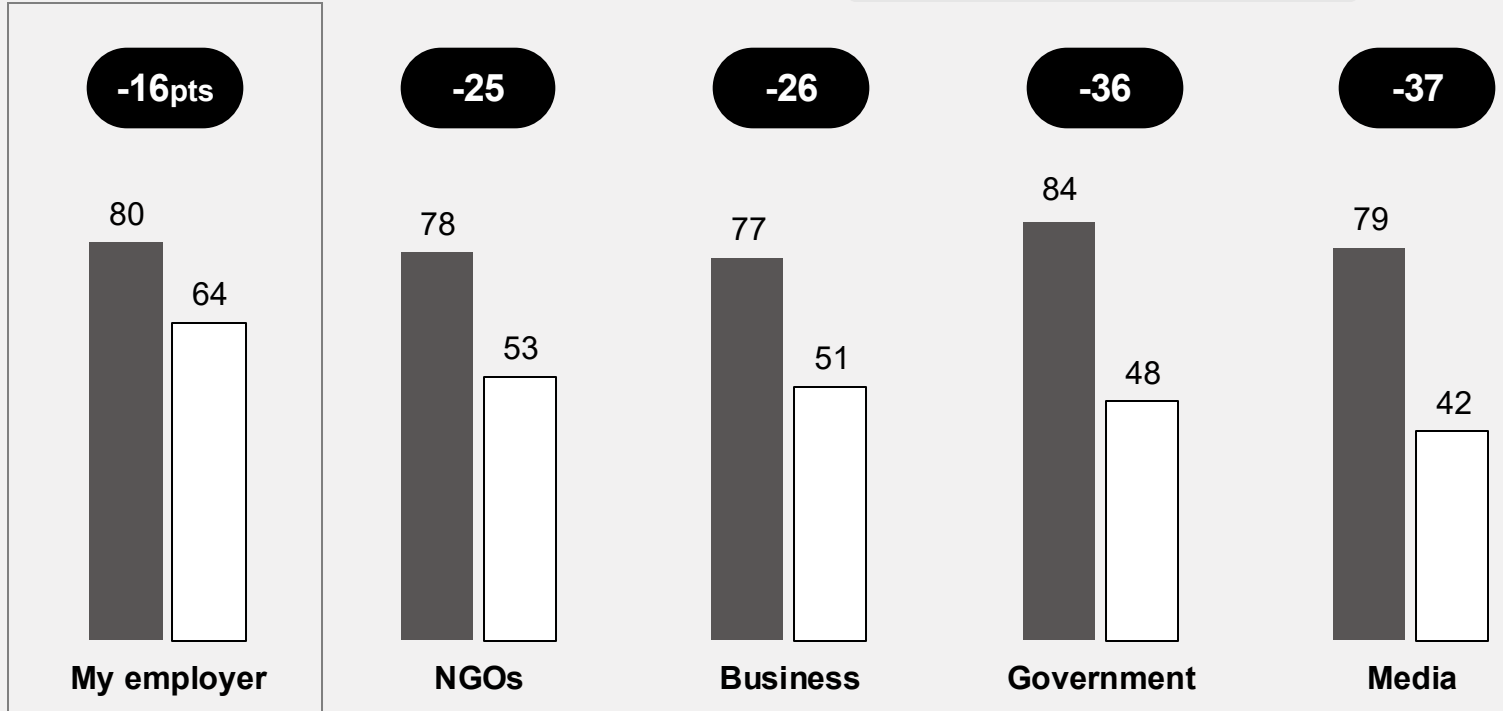
In Malaysia, percent who say


When it comes to **bridging divides and facilitating trust building** between groups who distrust each other ...



*Gap, expectation vs performance*

*Highest obligation for government to broker trust*



 2026 Edelman Trust Barometer. BRK\_RSP. To what degree do you feel each of the following institutions and individuals have an obligation to actively bridge divides and facilitate trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society? 5-point scale; codes 3-5, at least somewhat obligated. BRK\_PER. How well do you feel each of the following are doing when it comes actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society? 5-point scale; codes 4-5, doing well. General population, Malaysia. Questions asked to partial sample, and "My employer" only asked to those who are employees of an organization (Q43/1).



# Playbook for Trust Brokering in Malaysia



# NGOs, Government, and Media: Fulfill Your Role in Brokering Trust

In Malaysia, percent who say

This would be an **effective strategy for this institution** to facilitate trust building between distrusting groups:

NGOs: Translate Between Groups	
Establish <b>local community mediation programs</b>	<b>83</b>
Help distrusting groups <b>understand each other</b>	<b>80</b>

Government: Set the Right Tone	
Require politicians to engage in <b>civil discourse</b>	<b>86</b>
<b>Avoid rhetoric that blames or vilifies</b> particular groups	<b>84</b>

Media: De-Escalate Tensions	
<b>Write accurate headlines</b> instead of exaggerated or fear-inducing ones	<b>82</b>
Dedicate <b>equal time and coverage to different viewpoints</b> on big issues	<b>81</b>



# Business: Showcase Best Practices for Trust Brokering

In Malaysia, percent who say

This would be an **effective strategy for business** to facilitate trust building between distrusting groups:

	Malaysia	Low income	Middle income	High income
Bring employees into the workplace to <b>interact with people who are different</b> than them	73	75	73	75
<b>Partner with unexpected organizations</b> to initiate cross-cultural or cross-political conversations	73	72	77	72

*Consensus across income levels*



2026 Edelman Trust Barometer. BUS\_BRK. For each of the business actions listed below, please indicate whether you feel it would be an effective strategy or not for actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society. 5-point scale; codes 3-5, moderately or more effective. Questions asked to partial sample. General population, Malaysia, and by income.



# Employers: Scale Trust Brokering Across the Workforce

In Malaysia, percent of employees who say

This would be an **effective strategy for my employer** to facilitate trust building between distrusting groups:

	Malaysia	Low income	Middle income	High income
Promote a shared identity and culture so that employees are reminded of what unites them rather than divides them	85	83	85	86
Build teams that will require people with different values to work together to succeed	83	84	80	85
Provide mandatory employee training for engaging in constructive dialogue amid conflict	83	85	84	81



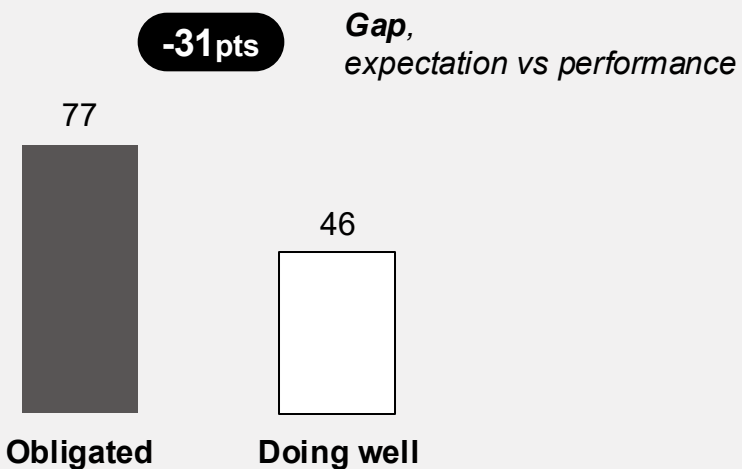
2026 Edelman Trust Barometer. EMP\_BRK. For each of the employer actions listed below, please indicate whether you feel it would be an effective strategy or not for actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society. 5-point scale; codes 3-5, moderately or more effective. Question only asked to those who are employees of an organization (Q43/1). General population, Malaysia, and by income.



# CEOs: Lead By Example

In Malaysia, percent who say

When it comes to bridging divides and facilitating trust building between groups of people who distrust each other, **CEOs are ...**



This would be an **effective strategy for business** to facilitate trust building between distrusting groups:

<b>Ensure CEOs consult people with different values and backgrounds</b> when making business decisions	<b>76</b>
<b>Have CEOs constructively engage with groups</b> who criticize or distrust the company	<b>75</b>



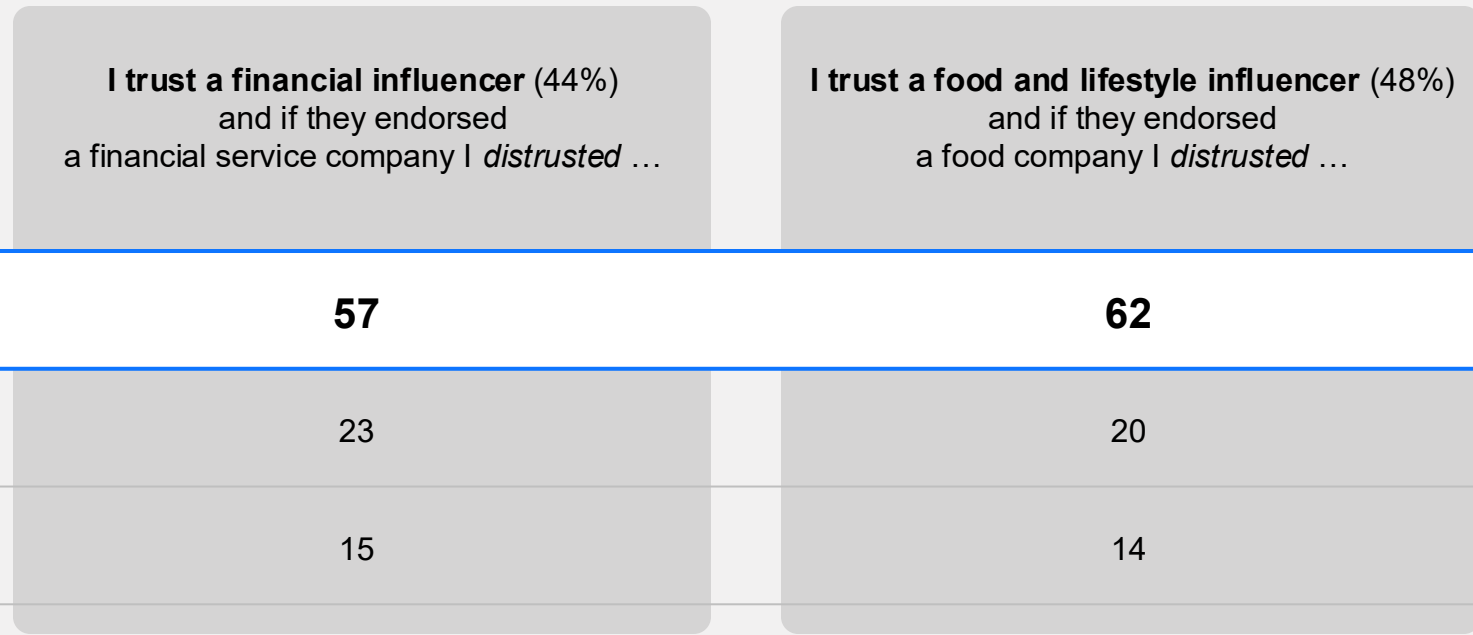
2026 Edelman Trust Barometer. BRK\_RSP. To what degree do you feel each of the following institutions and individuals have an obligation to actively bridge divides and facilitate trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society? 5-point scale; codes 3-5, at least somewhat obligated. BRK\_PER. How well do you feel each of the following are doing when it comes actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society? 5-point scale; codes 4-5, doing well. BUS\_BRK. For each of the business actions listed below, please indicate whether you feel it would be an effective strategy or not for actively bridging divides and facilitating trust-building between groups of people who distrust each other on the basis of having different values they live by, facts they rely on, backgrounds they come from, or approaches to solving challenges in society. 5-point scale; codes 3-5, moderately or more effective. General population, Malaysia. Questions asked to partial sample.



# Social Media: Leverage Established Relationships to Boost Institutional Trust

Percent who say

GLOBAL 28



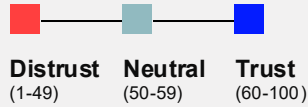
2026 Edelman Trust Barometer. VOU\_2. If a person you follow online who gives advice about money, finances, and budgeting were to share their personal belief that a major financial services company that you distrust is trustworthy, which of the following is most likely to happen? Question asked to those who trust a financial influencer they follow (TRU\_PEP\_SEC/r2=C6-9). "I would still trust this person and I would trust or consider trusting the company" is a net of codes 3-5. VOU\_4. If the person you follow online who gives advice about food, nutrition, and lifestyle were to share their personal belief with you that a major food company that you distrust is trustworthy, which of the following is most likely to happen? Question asked to those who trust a food and lifestyle influencer they follow (TRU\_PEP\_SEC/r4=C6-9). "I would still trust this person and I would trust or consider trusting the company" is a net of codes 3-5. General population, 28-mkt avg.



# Successful Trust Brokering Can Help Close the Income-Based Trust Gap

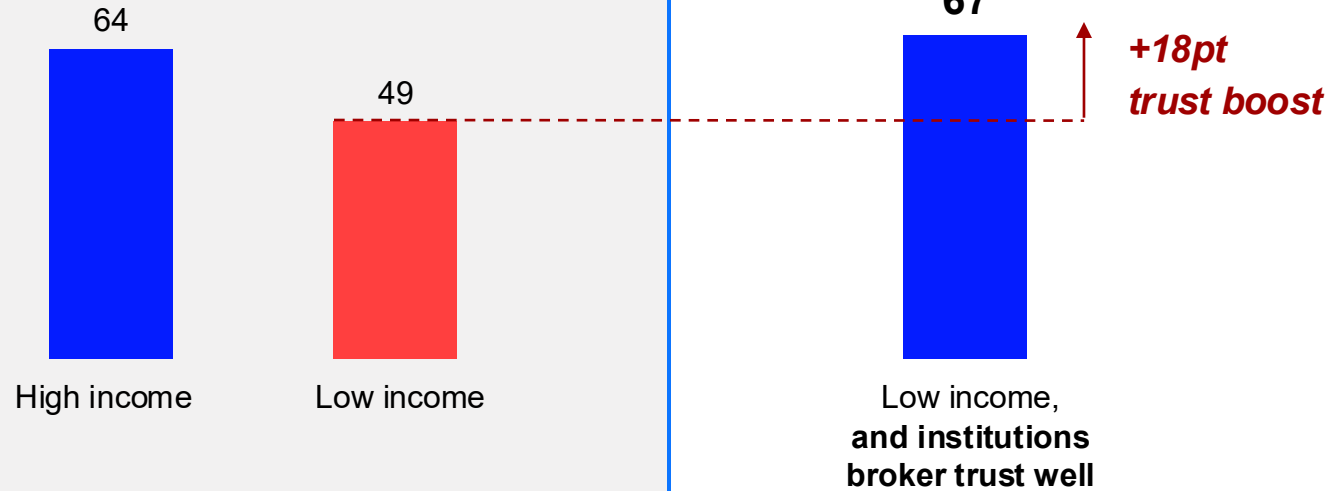
Trust Index

GLOBAL 27 excl. China



## Trust Index

(average percent trust in business, government, media, NGOs)



**2026 Edelman Trust Barometer.** The Trust Index is the average percent trust in business, government, media, and NGOs. 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., by high and low income; and among those with low income who say, on average, business, government, media, and NGOs are brokering trust well (BRK\_PER r1-4 avg = 3.5-5, doing well or very well; Question asked to partial sample). Government performance data not collected in China.



# Brokering Trust in the Age of Insularity

# 1

## Pervasive insularity stalls progress

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Economic uncertainty, unmitigated fears, and pessimism have fueled a turn inward to safety and certainty. An insular trust mindset now prevails globally: 7 in 10 are unwilling or hesitant to trust someone who is different from them. In this context, perfect alignment becomes an unachievable prerequisite for trust.

# 2

## Business must address insularity

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If left unaddressed, unmitigated differences will stall workplace productivity, undermine CEO leadership, and harden resistance to innovation. To counter geopolitical insularity, multinationals need to evolve to a polynational model, centered on investing in long-term local relationships.

# 3

## Trust brokering is a strategy and skillset

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Trust brokering can be executed by institutions and individuals. It focuses on engaging people where they are rather than trying to change them. Listening without judgement and translating realities are two key skillsets of a trust broker. Done effectively, it will bridge divides.

# 4

## Employers positioned to scale trust brokering

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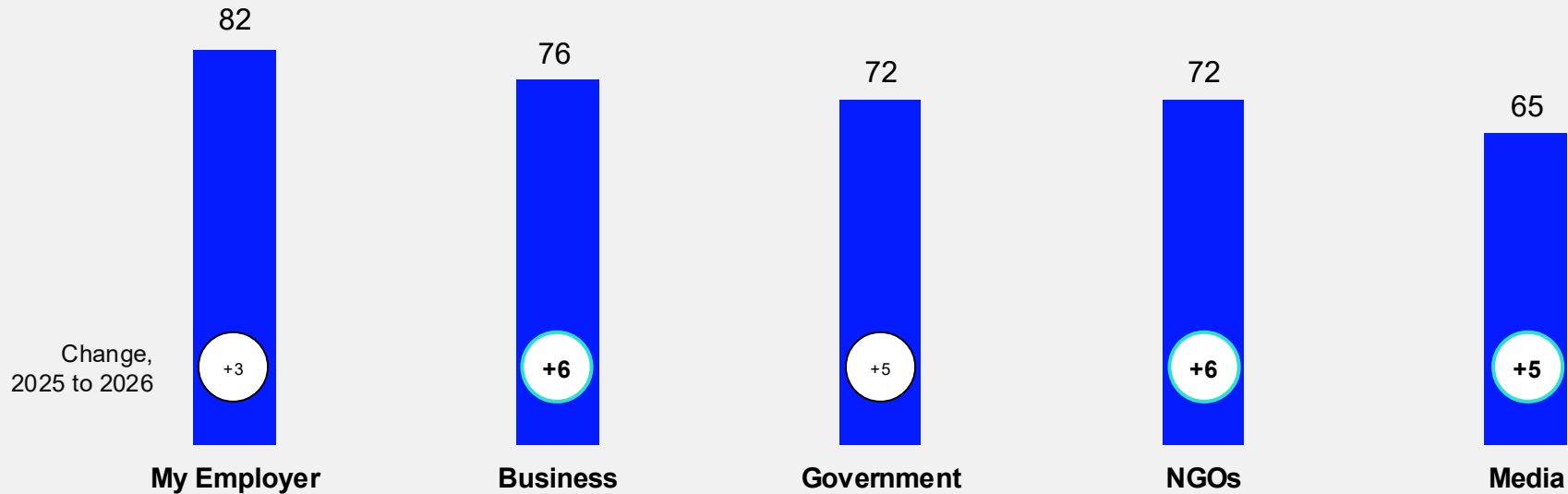
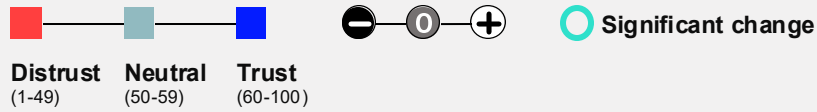
Employers have the smallest expectation-performance gap when it comes to trust brokering and a high degree of trust with their employees. This makes them well-positioned to scale trust brokering through conflict-resolution trainings and opportunities to work and interact with people who have different values.

# Supplemental Data Appendix



# In Malaysia, Trust Increases For Business, NGOs, and Media; My Employer Remains Most Trusted

In Malaysia, percent trust



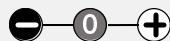
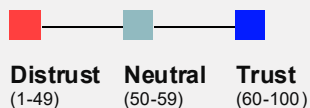
2026 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Malaysia. "My employer" only asked to those who are employees of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# My Employer Trusted in 27 of 28 Countries Measured

Percent of employees who say

GLOBAL 28



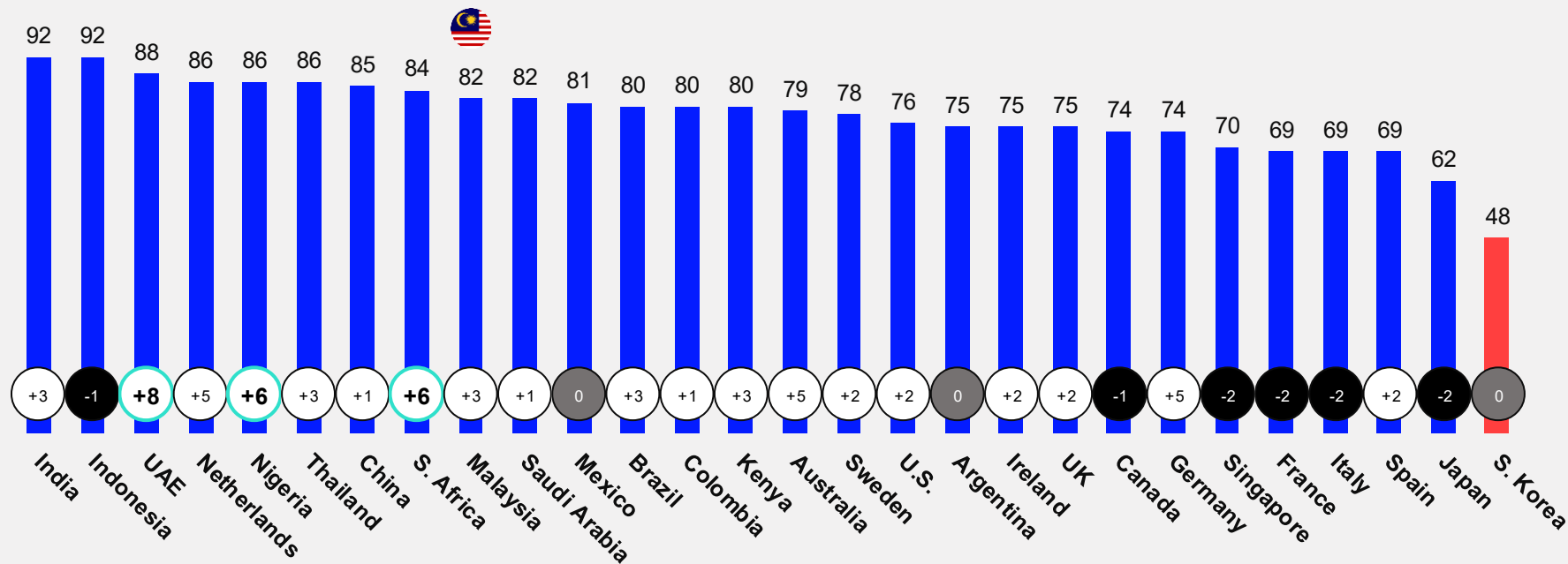
Significant change

I trust my employer to do what is right

**78**

**+2 pts**

Change, 2025 to 2026

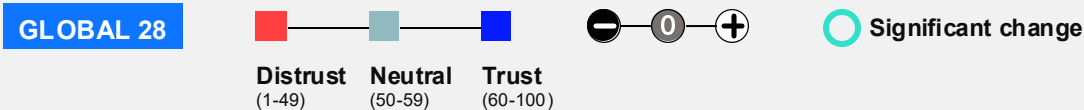


2026 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Attribute only asked to those who are employees of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Business Trusted in 15 of 28 Countries Measured

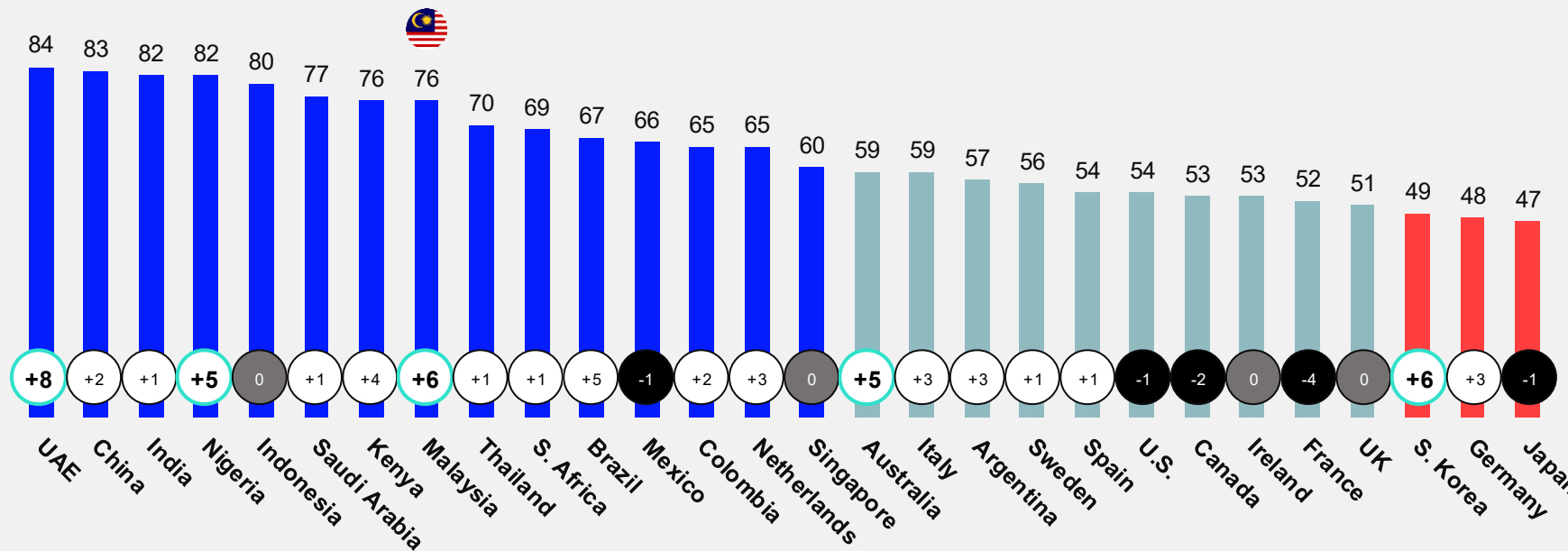
Percent who say



I trust **business** to do what is right

**64**

**+2 pts**  
Change, 2025 to 2026



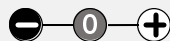
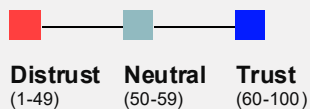
2026 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# NGOs Trusted in 12 of 28 Countries Measured

Percent who say

GLOBAL 28

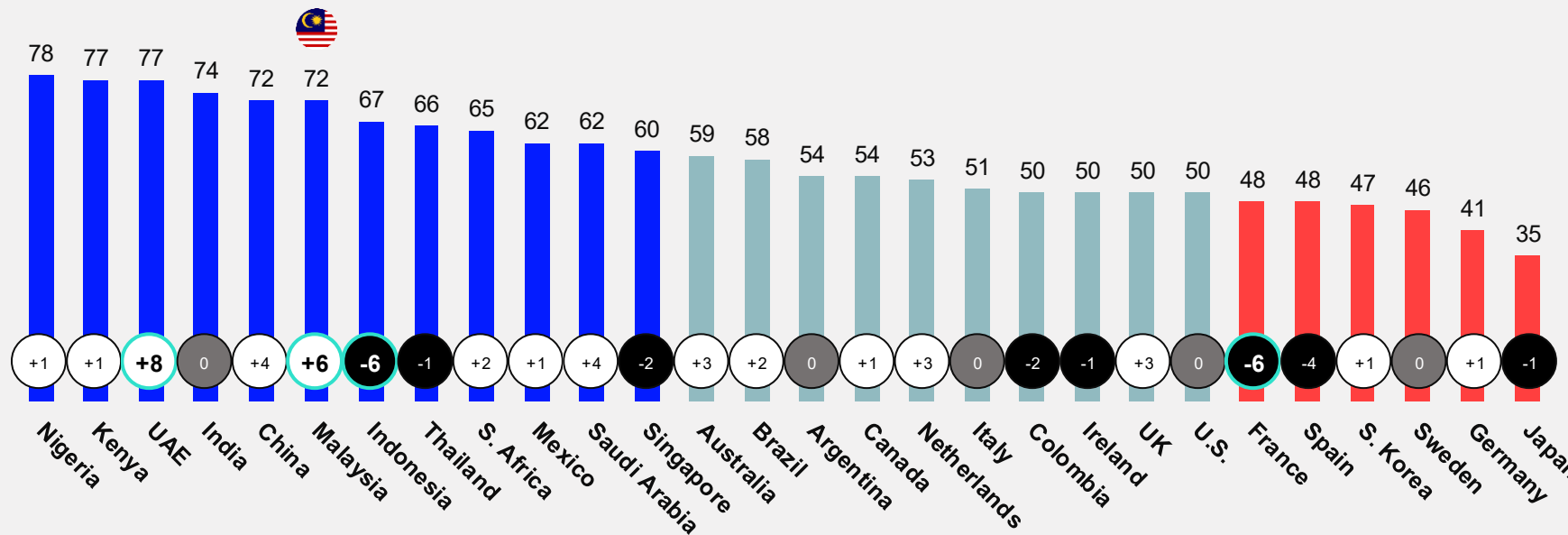


○ Significant change

I trust NGOs to do what is right

**58**

0 pts  
Change, 2025 to 2026



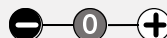
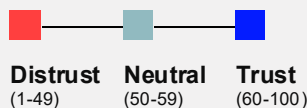
2026 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Media Distrusted in 13 of 28 Countries Measured; Trusted in Malaysia

Percent who say

GLOBAL 28



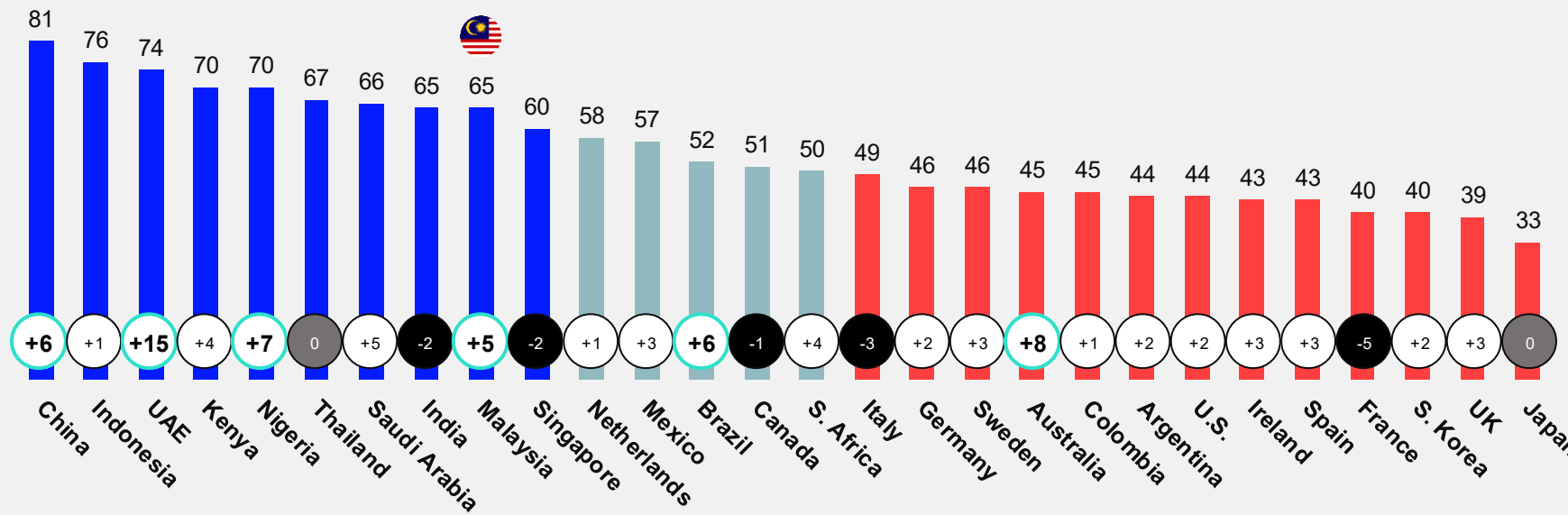
○ Significant change

I trust **media**  
to do what is right

**54**

**+2 pts**

Change,  
2025 to 2026



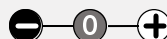
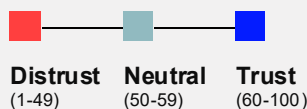
2026 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Government Distrusted in 14 of 28 Countries Measured; Trusted in Malaysia

Percent who say

GLOBAL 28



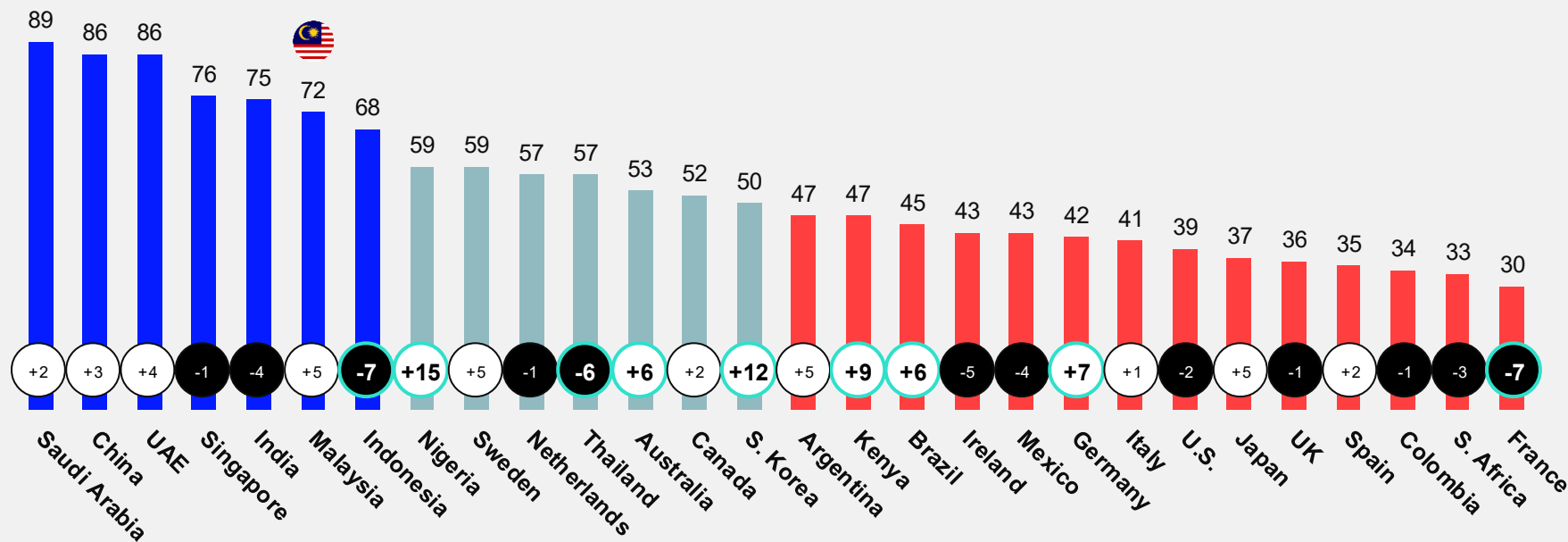
Significant change

I trust government to do what is right

**53**

**+1 pt**

Change, 2025 to 2026



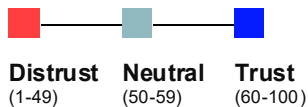
2026 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# High and Low Income Have Different Trust Realities

## Trust Index

(average percent trust in business, government, media, NGOs)



**2026 Edelman Trust Barometer.** The Trust Index is the average percent trust in business, government, media, and NGOs. 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, 28-mkt avg., by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

### 2026 High income (top 25%)

Trust Index	Country
65	Global 28
86	Indonesia
86	UAE
85	China
85	Nigeria
85	Saudi Arabia
80	India
76	Malaysia
74	Thailand
73	Kenya
71	Singapore
68	Netherlands
66	Mexico
63	Australia
62	Brazil
62	U.S.
61	S. Africa
58	Canada
57	Sweden
57	UK
56	Colombia
55	France
55	Italy
53	Germany
53	Spain
52	Ireland
50	Argentina
50	S. Korea
44	Japan

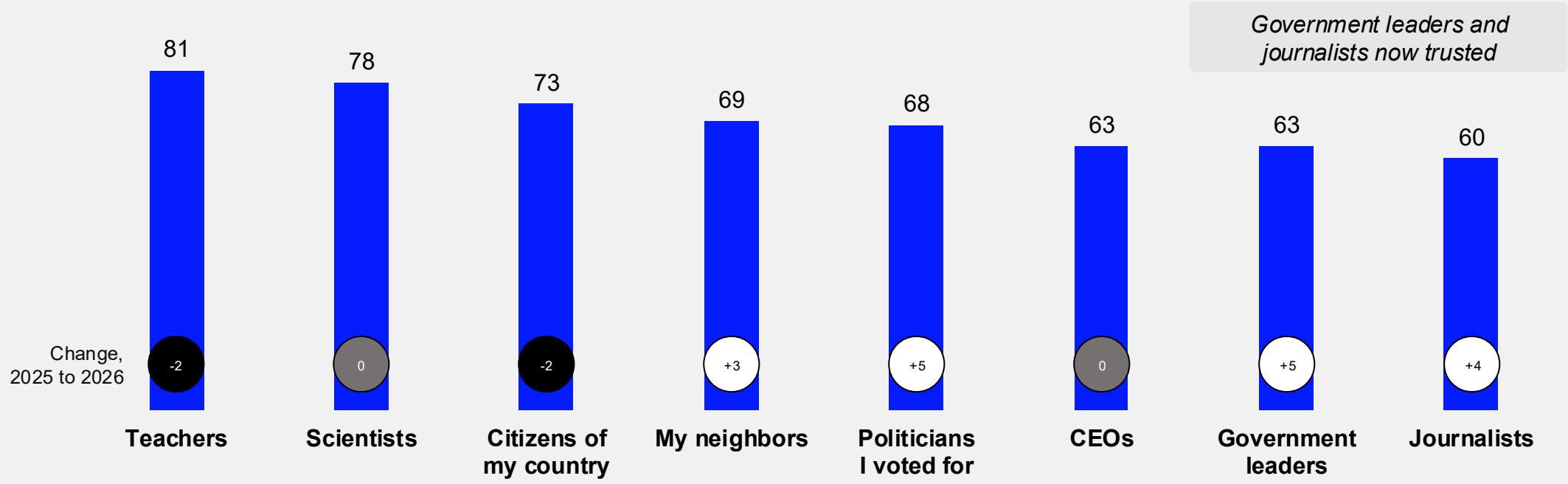
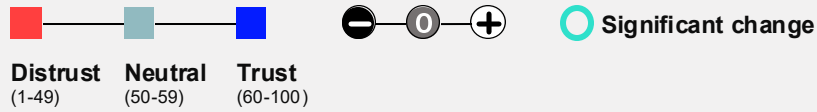
### 2026 Low income (bottom 25%)

Trust Index	Country
50	Global 28
73	China
67	Malaysia
66	Kenya
66	UAE
64	India
64	Saudi Arabia
60	Indonesia
59	Nigeria
55	Singapore
54	Thailand
53	Brazil
53	S. Africa
50	Mexico
50	Netherlands
46	Canada
46	Italy
44	Argentina
44	Australia
44	Sweden
41	Colombia
41	Ireland
40	S. Korea
38	UK
36	Spain
35	Germany
33	France
33	U.S.
31	Japan



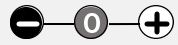
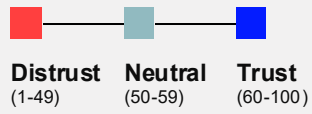
# In Malaysia, Teachers and Scientists Remain Most Trusted

In Malaysia, percent trust

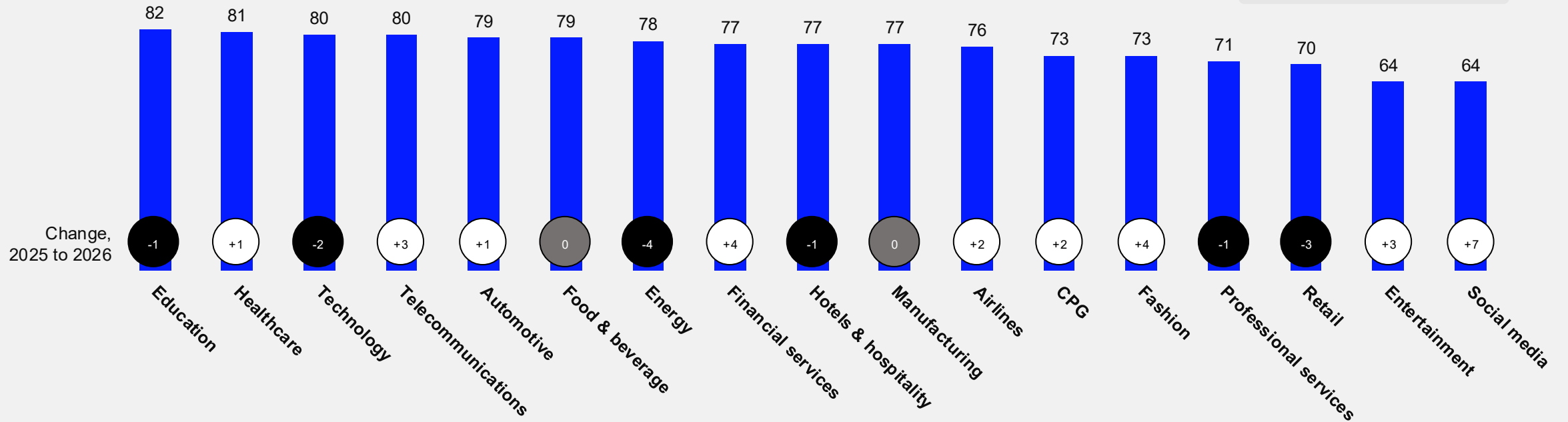


# In Malaysia, All Industry Sectors Trusted

In Malaysia, percent trust



**○** Significant change

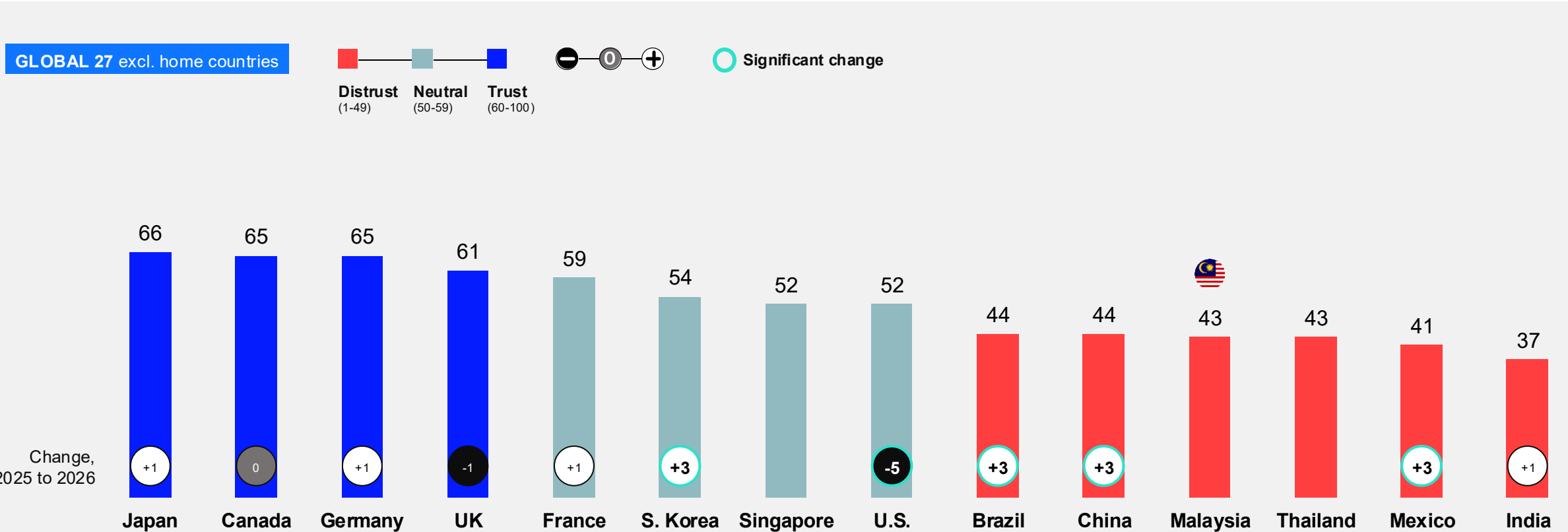


2026 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, Malaysia. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Trust in Companies Headquartered in Foreign Countries

Percent trust in companies headquartered in each country, among respondents from outside each country being rated



2026 Edelman Trust Barometer. TRU\_NAT. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked to partial sample. General population, 27-mkt avg. Data excludes respondents from the country being rated. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Majority in 25 of 28 Markets Have an Insular Trust Mindset Toward Others

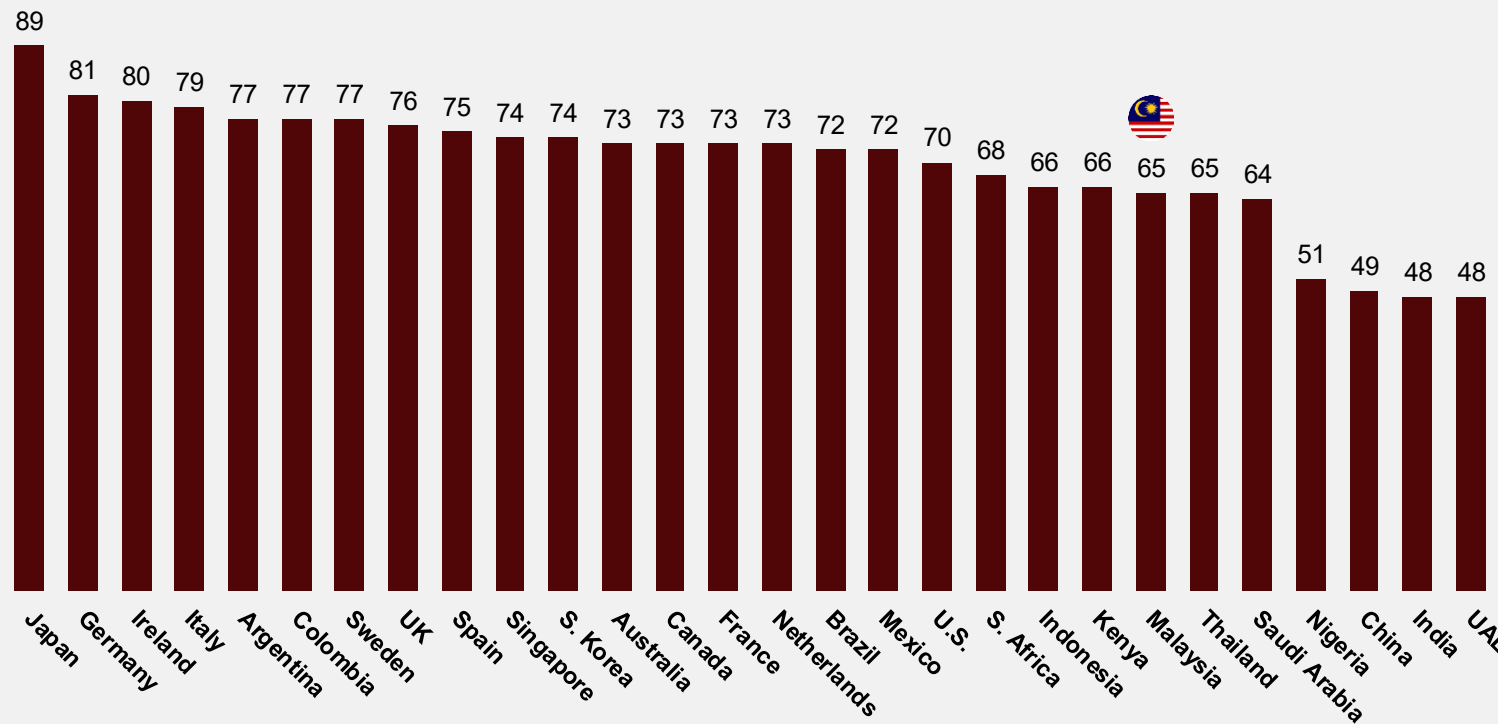
On average, percent who say

GLOBAL 28

I am generally **hesitant or unwilling to trust** someone who differs from me in these ways:

- Lives by **different core values**
- Believes **different facts** and trusts **different sources**
- Wants to address **societal problems differently**
- Has a **different culture, background, or lifestyle**

70%



2026 Edelman Trust Barometer. Insularity segments. General population, 28-mkt avg. Data shown reflects the sum of the percentages of respondents in the hesitant and unwilling groups. For a full explanation of how the insularity segments were created, please see the Technical Appendix.



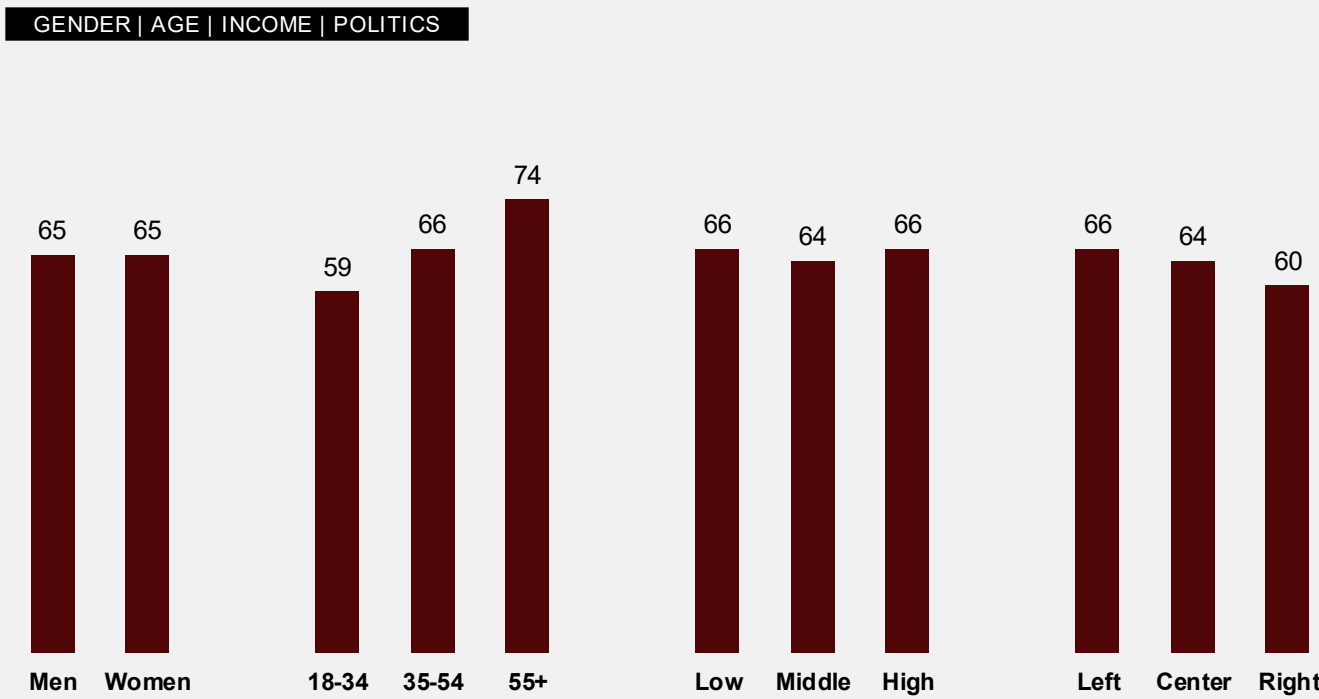
# In Malaysia, Majority Across Demographics Have an Insular Trust Mindset Toward Others

In Malaysia, on average, percent who say

I am generally **hesitant or unwilling to trust** someone who differs from me in these ways:

- Lives by **different core values**
- Believes **different facts** and trusts **different sources**
- Wants to address **societal problems differently**
- Has a **different culture, background, or lifestyle**

# 65%



**THANK YOU**

