

IPSOS PRESS RELEASE: **TRUST IN PROFESSIONS**

Malaysians' trust towards
professions

Thu, 19th December 2024

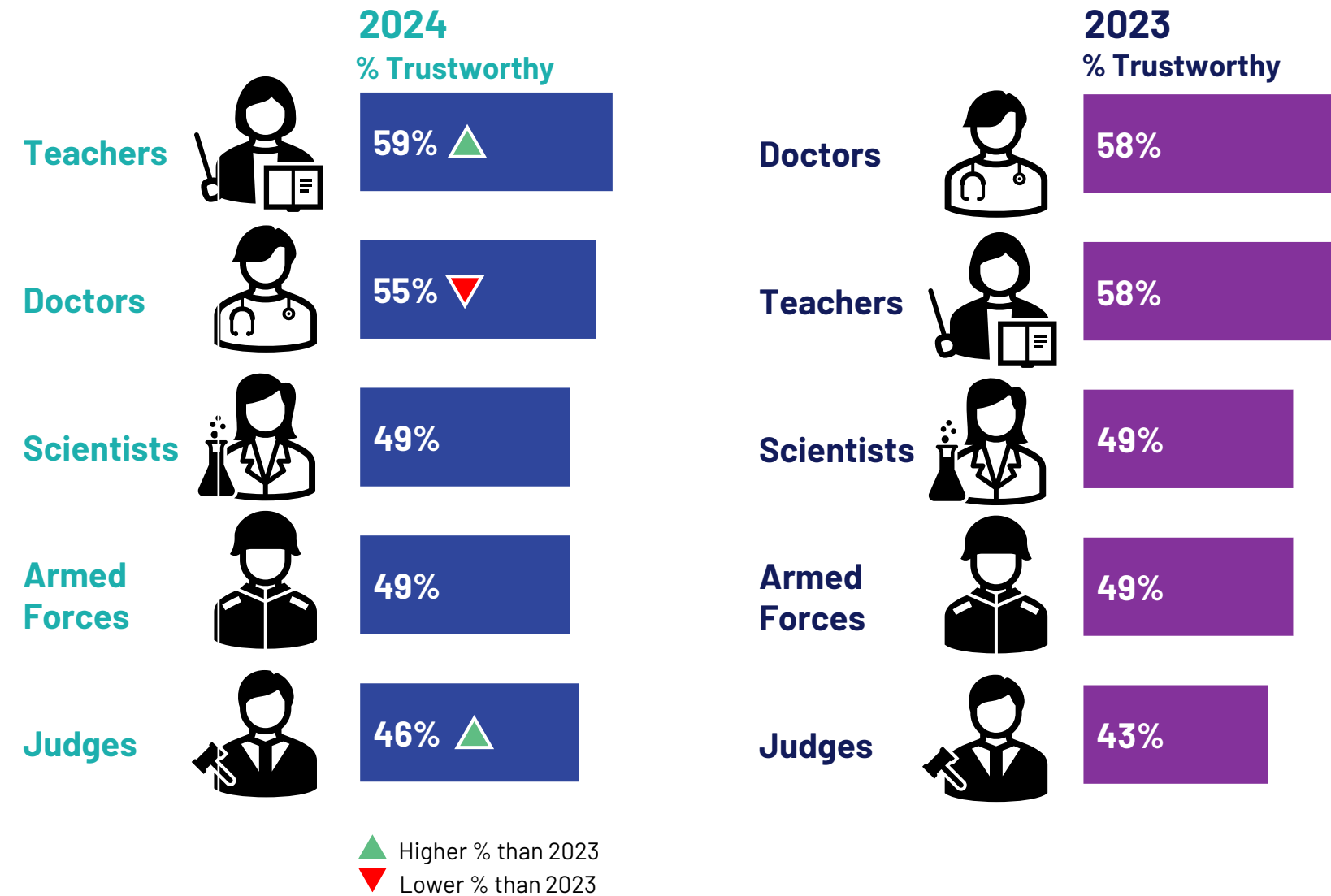
The top five most trusted professions in Malaysia have remained consistent with 2023

In 2024, teachers have become the most trusted profession in Malaysia.

Trust in doctors has decreased by 3% compared to 2023, while the trust levels for scientists and the armed forces remain unchanged at 49%.

Additionally, the trustworthiness of judges has increased by 3% since 2023.

Top 5 Most Trusted Professions in Malaysia



Teachers, doctors, and scientists are the most trusted professions both globally and in Malaysia

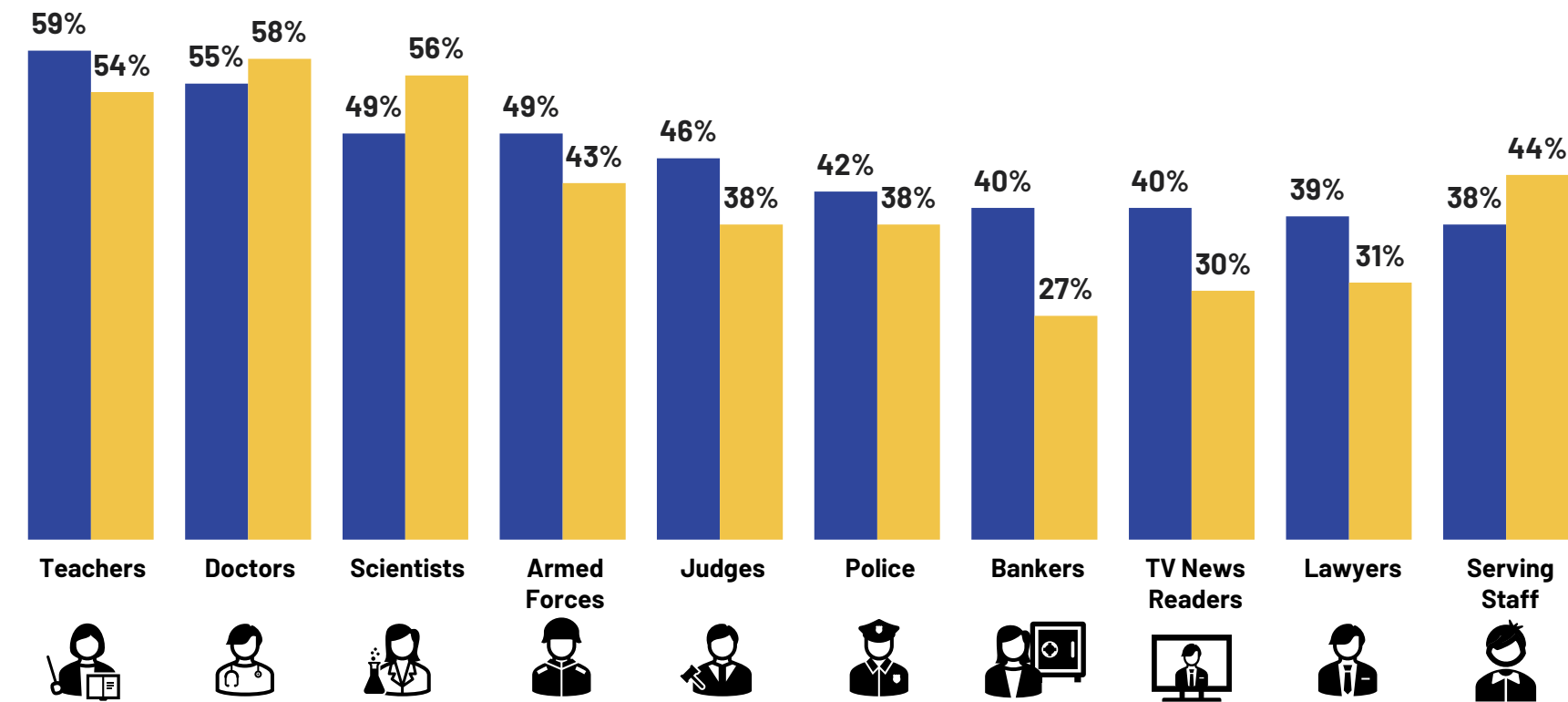
About half of Malaysians believe that teachers, doctors, scientists, the armed forces and judges are trustworthy.

Globally, the trust towards doctors, scientists and serving staffs are higher than Malaysians.

Top 10 Most Trusted Professions

% Trustworthy

■ Malaysia
■ Global Country Average



Politicians are the least trusted profession, both in Malaysia and globally

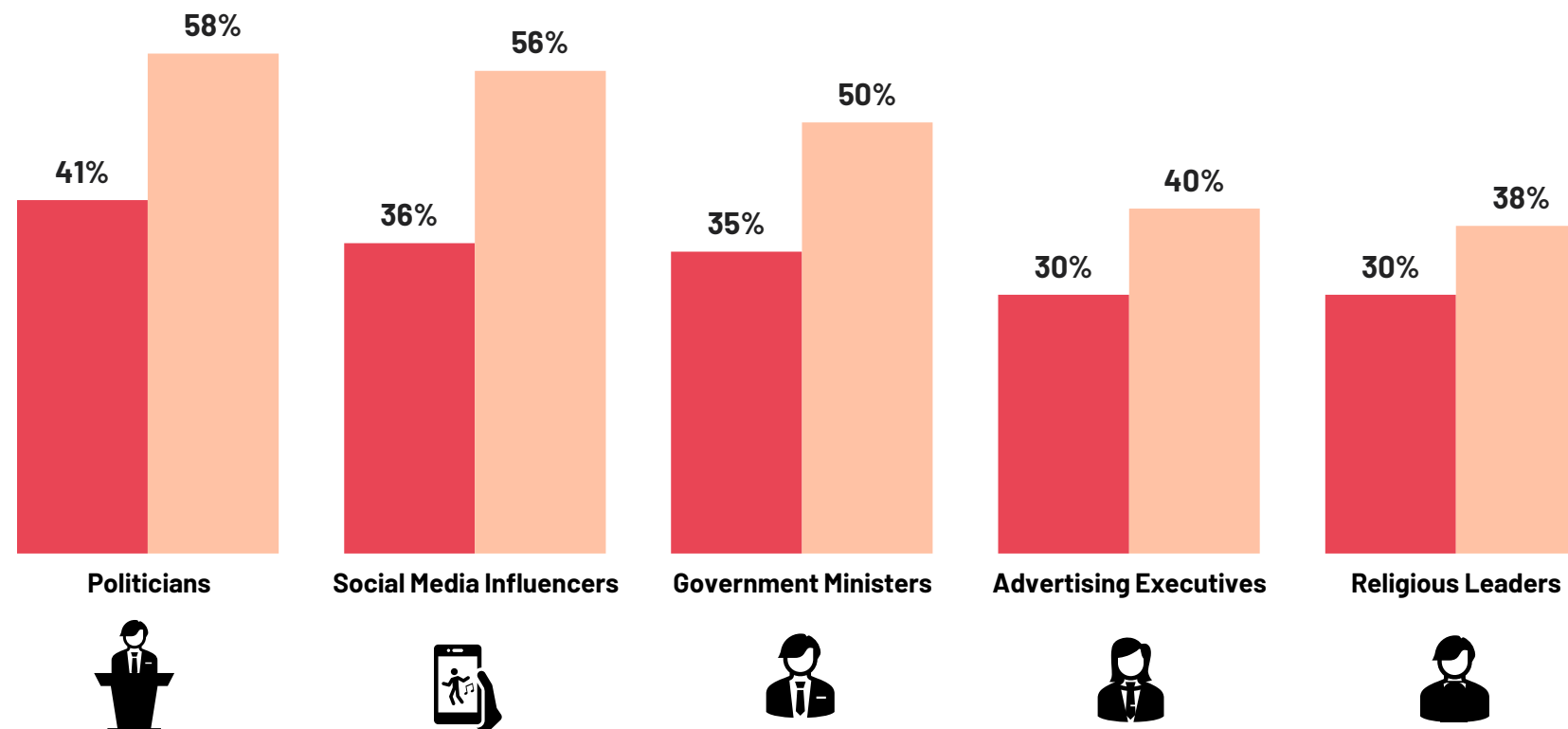
Around half of the global average population finds politicians, social media influencers, and government ministers untrustworthy.

Notably, Malaysians tend to show distrust levels lower compared to the global average.

Top 5 Least Trusted Professions

% Distrust

■ Malaysia
■ Global Country Average



Trust in Professions

In Malaysia, the landscape of trust towards various professions remains consistent. Key professions such as doctors, teachers, scientists, and the armed forces consistently rank as the top five most trusted professions.

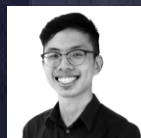


Conversely, politicians are the least trusted profession in Malaysia, mirroring global trends. Social media influencers are also experiencing substantial distrust, ranking just below politicians in term of public distrust. Despite their increasing presence, the trust in social media influencers remains low.

Globally, the trust in essential professions remains high, particularly among educators and those who ensure our health and security. In contrast, politicians and ministers continue to be viewed with skepticism, and there is a rising distrust in social media influencers. Nonetheless, Malaysians' distrust towards the politicians, social media influencers and ministers are generally lower than the global average.



Evelyn Tan
Interim Country Manager
Ipsos Malaysia



Atticus Poon
Research Manager
Ipsos Public Affairs



Jonas Ho
Research Executive
Ipsos Customer Experience