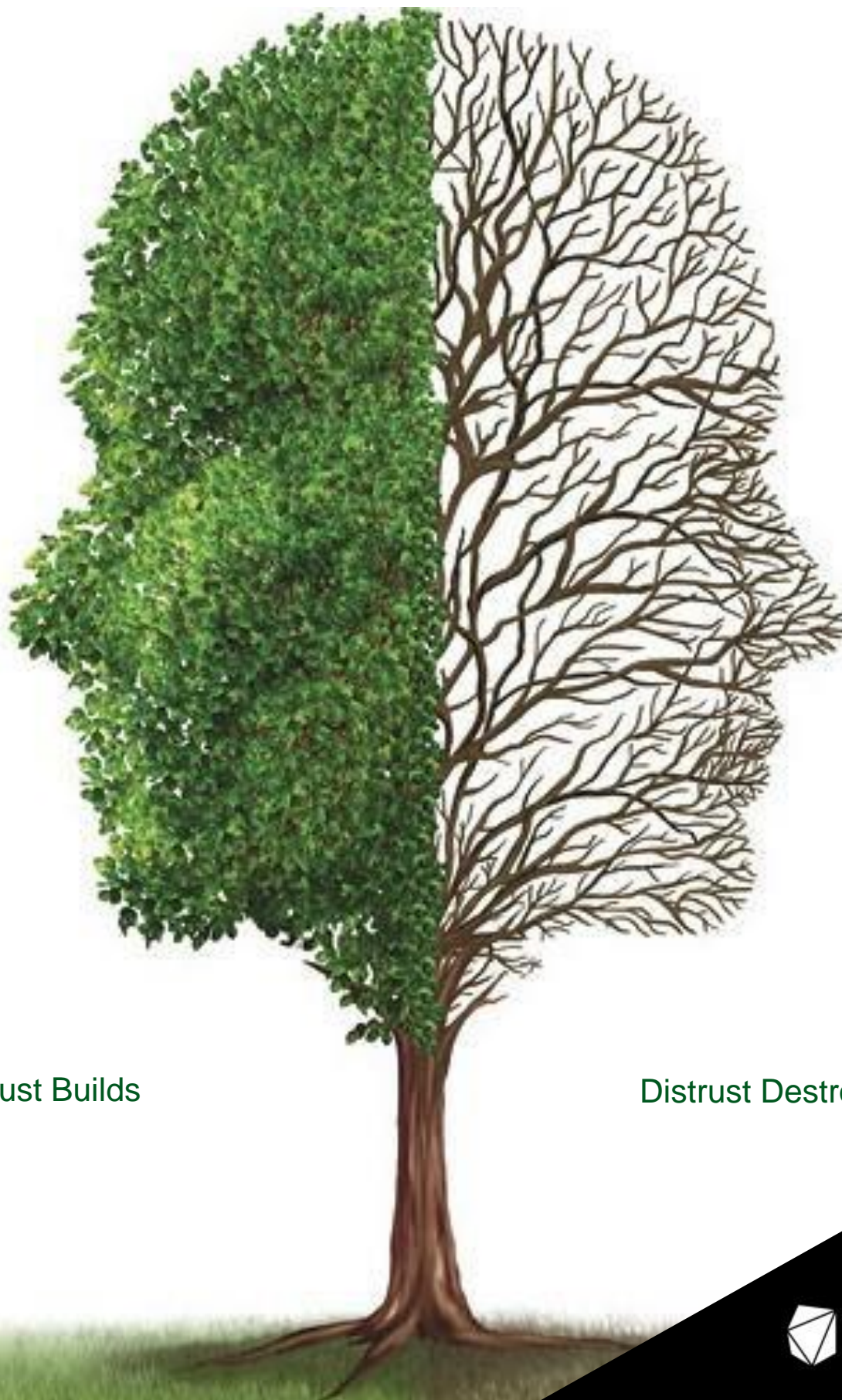


Australia's Most Trusted and Distrusted Brands and Politicians

Webinar Report

March 2022



Trust Builds

Distrust Destroys



ROY
MORGAN

**Australia's Most Trusted and Distrusted
Brands and Politicians**
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1 Introduction

This report summarises a webinar conducted by Roy Morgan CEO, Michele Levine, in March 2022, examining trust and distrust rankings of brands for the year to December 2021, comparisons to 2019 results, and results of snap SMS surveys in March 2020 and March 2022 measuring Australia's most trusted and distrusted politicians. The report also includes additional analysis of Australia's most trusted and distrusted politicians by gender and for the larger States (refer Sections 4.1 and 4.2).

Roy Morgan has been monitoring trust and distrust in government and government services over the course of many years, with new research focusing on how Australians feel about their political leaders.

In this webinar we reveal the important trends in trust and distrust in individual politicians and governments, in the lead up to a federal election that will occur amidst the ongoing pandemic, the war in Ukraine and the risk of greater global disruptions. Key questions will be answered including:

- How has confidence and trust in government evolved in recent years?
- Who are Australia's most trusted and distrusted politicians?
- Which brands and industries were the biggest winners and losers in trust during the pandemic?

Everybody understands the importance of trust, particularly around election time. Trust is the foundation of all human connections, from intimate relationships to everyday business transactions. But it's distrust where our deepest fears, pain and betrayal surface. The shock of discovering we were foolish to trust too much. When we look at what worries people about the major political parties, it is clear this election will be won or lost on distrust.

We are often asked how do you rebuild trust? We tell our clients you cannot rebuild trust until you have neutralised distrust. In corporate Australia, the big banks changed their leaders, Adani changed its name, as did Facebook. Sometimes simply the passage of time neutralises the pain of distrust, of course in politics there's always someone there to remind you.

Sometimes an external event provides the window of opportunity or a distraction. We saw supermarkets gain trust throughout COVID as they stepped up by keeping stores open, improving their online experience and managing shortages, being there when we needed them the most. It also gave the big four banks the opportunity to do the right thing, which they did by reducing interest rates and granting mortgage repayment holidays.

This is not spin, but rather the opposite of spin. It is real. The challenge will now be for these organisations to manage the next phase, which will involve increased costs and interest rates. We have already seen significant challenges – the ongoing global pandemic and now the war. Each creates the opportunity to move the dial on distrust and pave the way for trust.

Politically, external events which would normally and historically have seen a shift back to the government of the day, have not resulted in such a shift. The electorate remains in a state of Net Distrust.

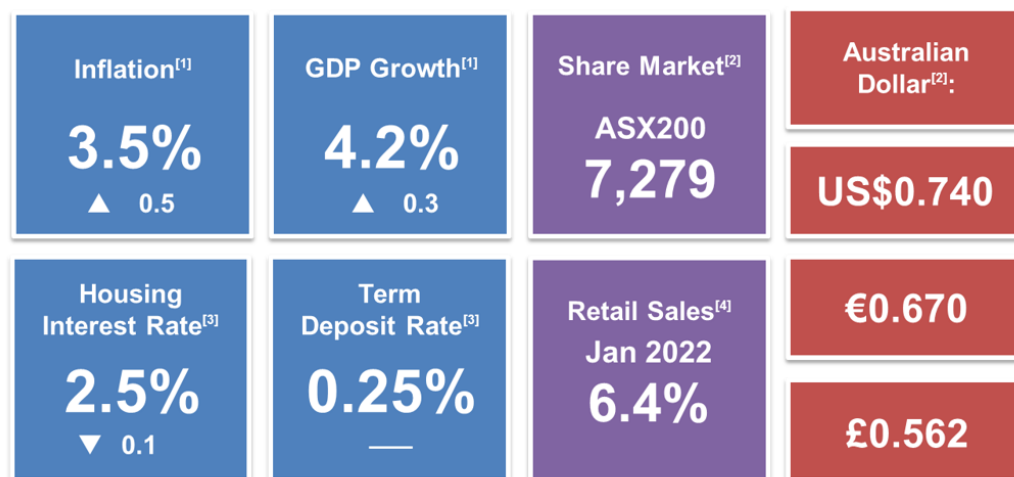
Distrust is not simply the absence of trust; it is a very different beast. It encapsulates doubt, suspicion, anxiety, fear and self-protection. It could be a map of our current national psyche and the context in which we enter a federal election campaign.



2 Trust and Distrust in Australia

2.1 Australia Today

Figure 1 – Economic and Financial Indicators



[1] Australian Bureau of Statistics; December 2021. [3] Reserve Bank of Australia; January 2022. [2] Yahoo Finance; March 21; 2022. [4] Australian Bureau of Statistics; January 2022.

The current Australian landscape shows booming retail sales, GDP growth, a near record high share market and a strong dollar. The annual inflation rate to the December 2021 quarter (3.5%) was under the figure recorded in the 12 months to June 2021 (3.8%), as housing interest rates remain low, with the standard variable rate reaching a low of 2.5% in January 2022. Despite solid economic and financial indicators, the price of petrol has hit a record high in the wake of Russia's invasion of Ukraine. Consumer Confidence dropped to 91.2 in mid-March 2022, a 17.2-point decline from the start the year, after finishing 2021 at 108.4.

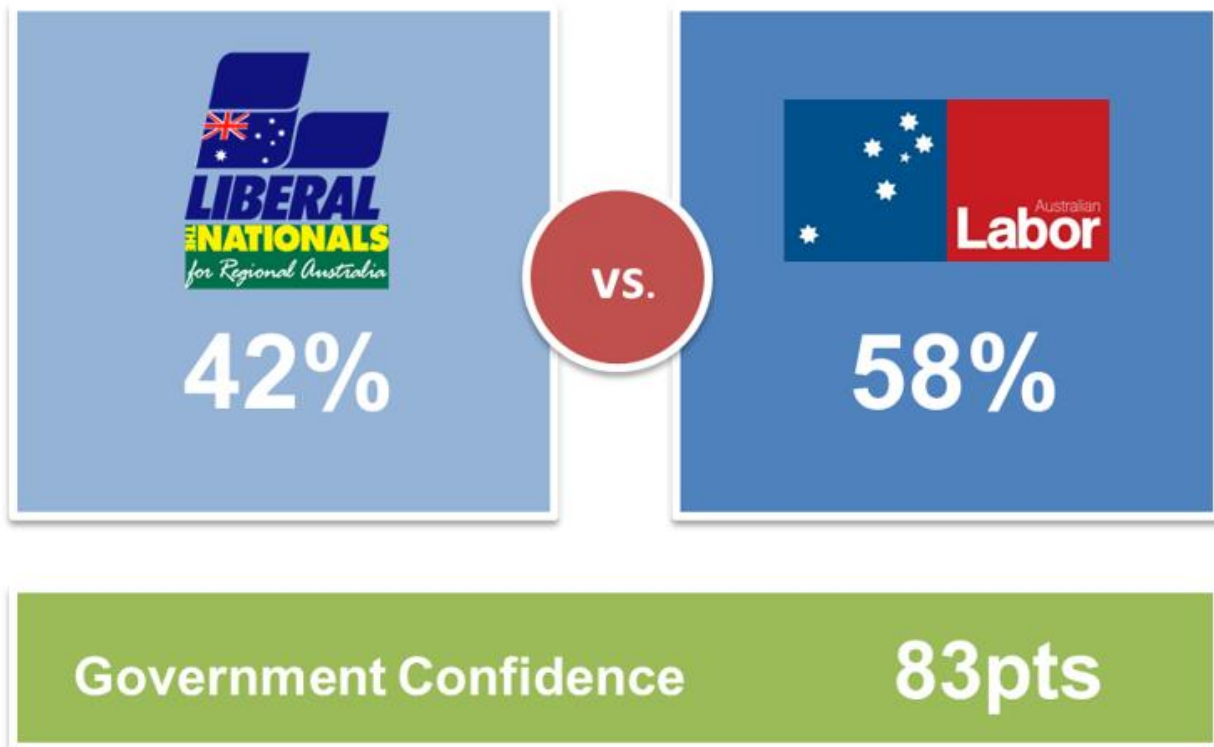
Figure 2 – Confidence, Employment, Petrol and Superannuation.



[1] Roy Morgan Multi-mode Survey; March 14-20, 2022; Australian population aged 14+. [2] Roy Morgan Multi-mode Survey; February 2022; Australian population aged 14+ in Workforce. [3] Roy Morgan Business Single Source; February 2022. [4] Australian Institute of Petroleum – March 14-20, 2022. [5] APRA; September 2021.

2.2 Australians' Voting Intention

Figure 3 – Roy Morgan Poll and Government Confidence.



Base: Australian electors aged 18+. Source: Roy Morgan Research Multi-Mode Survey, March 14-20, 2022.

These economic figures come in the lead up to the official federal election campaign, with the latest Roy Morgan Poll showing the ALP (58%) leading the L-NP (42%) on a two-party preferred basis. This shows a swing of 9.5% points to the ALP opposition since the 2019 federal election. A collapse in support for the federal government is also evident in Roy Morgan's Government Confidence Rating, currently sitting at a low of 83 points. The majority of Australians (50.5%) believe the country is 'heading in the wrong direction', compared to only a third (33.5%) saying its 'heading in the right direction'. This is consistent across Australia, with Government Confidence below the neutral level of 100 in all six states.

Recent voter comments add further context and emotion to these figures, with respondents asked to explain what would worry them if either of the main political parties were victorious in next federal election:

Worries about the Liberal/National Coalition being re-elected

*“Scott Morrison, Peter Dutton and other right-wing liars. They tell too many lies and won’t take responsibility for their own words and actions. **I used to vote for them.** Never while these horrible people are in the party.”*

*“Another term of lies and **nothing done about important matters** like climate change, poverty, refugees.”*

*“They will continue their **lies, corruption and manipulation** of the electorate, they will continue to bully and harm the vulnerable in society.”*

*“It would mean Australians are okay with **corruption and incompetence.**”*

Worries about the Australian Labor Party being elected

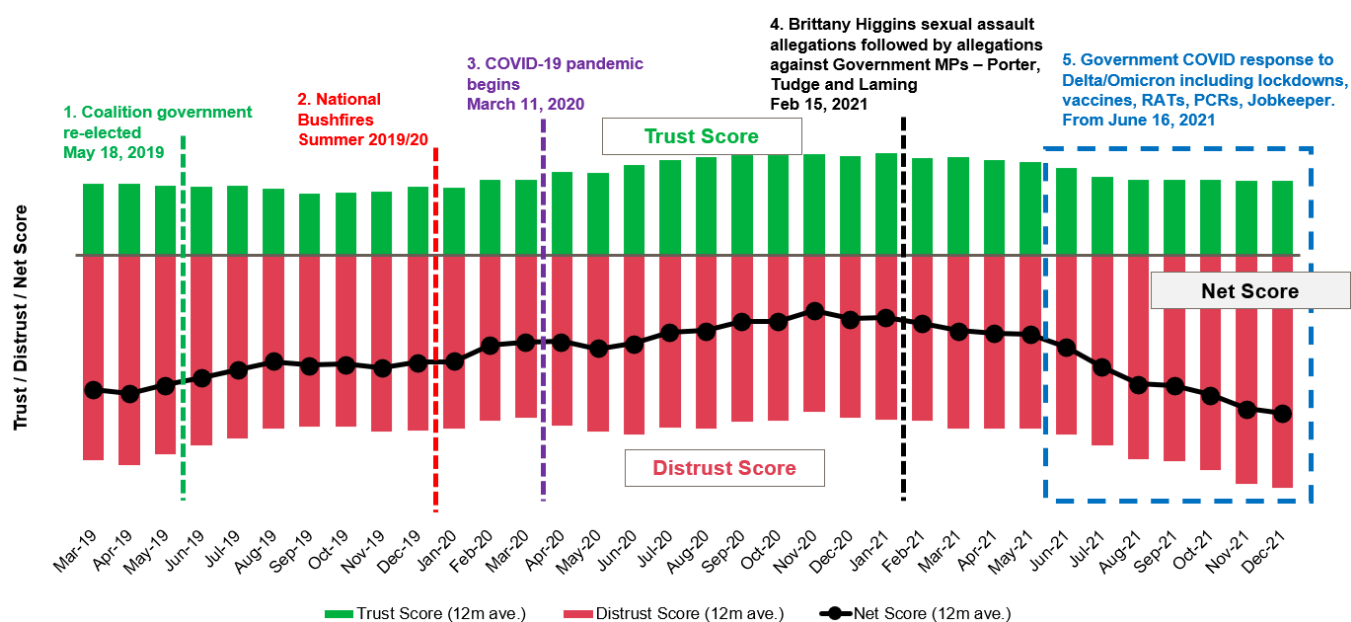
*“Oh God - heaven help us. We would go broke as a country within one term, union mates would be in top jobs, we would have China all over us in terms of investment- including selling our country to them. **We would go backwards 20 years.** Scotty is a genius compared to anyone in Labor - and that’s saying something.”*

*“They would fail to uphold their policies and fold to conservative economic alarmists, popularity ratings and media manipulations, and **not bring in the big changes that need to happen** to save our environment and society.”*

3 Trust and Distrust in Government

3.1 Government and Government Services

Figure 4 – The Government and Government services are deeply distrusted and are in their worst position since the May 2019 Federal Election.

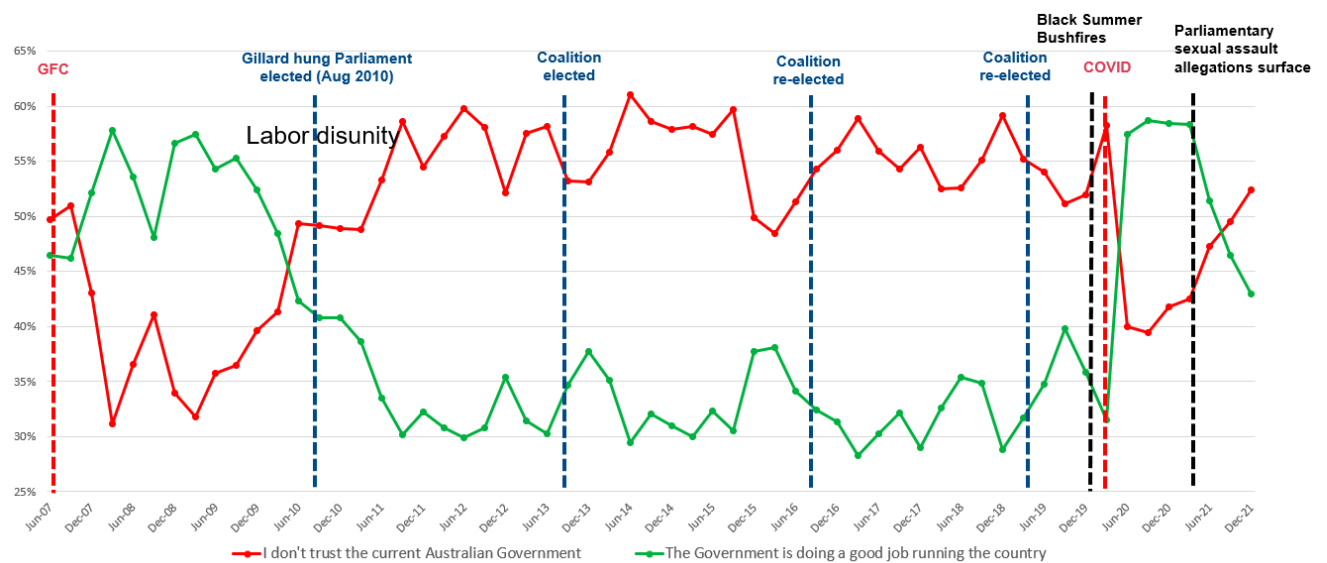


Source: Roy Morgan Single Source (Australia). Risk Monitor. Base: Australians 14+, Latest 12 months average n=21,314; Latest 12 months average for industry n=700. Includes ABS, ACCC, AEC, ASIC, ATO, Centrelink, Comcare, CSIRO, Defence Force, Education Department, Federal Government, Government (unspecified), Local Government, Medicare, My Health Record, NDIS, Queensland Health, State Government, VicHealth.

Since March 2019, trust and distrust of government and government services have continued to fluctuate, beginning a downward trend during the final months of 2021. The above chart shows trust in government remaining steady in the second half of the year, but an increasing level of distrust saw a decline in the overall Net Trust Score (distrust score – trust score). Trust began to grow at the beginning of the COVID-19 pandemic and throughout the initial waves, before starting to fall in 2021. This change coincided with several prominent political issues, including the parliamentary sexual assault allegations, extended lockdowns and the delayed government response to the Delta and Omicron surges.

The chart below focuses specifically on the federal government, showing similar findings in the areas of trust and confidence. After the onset of the GFC, the proportion of Australians that believed ‘the government is doing a good job running the country’ increased, correlating with fewer people expressing they ‘don’t trust the current Australian Government’. These beliefs changed direction during the disunity seen during the Rudd/Gillard terms, crossing over before the hung parliament in 2010. These feelings remained constant for most of the next decade, with the largest variations occurring close to the elections. This trend reversed at the outset of the pandemic, with sharp movements on both key statements resulting in a high of 58.7% of Australians believing the government was running the country well. This change was short-lived, as the events of 2021 flipped the public’s sentiment once again, sending trust plummeting and distrust rising.

Figure 5 – There is an inverse correlation between distrust in the Australian Government & the belief they're doing a good job running the country.



Source: Roy Morgan Single Source (Australia). Base: Australians 14+; Quarterly average.

4 Australia's Most Trusted & Distrusted Political Leaders

4.1 Most Trusted Political Leaders

Figure 6 – At the time of the survey Penny Wong had retained the highest *Net Trust Score* among sitting Australian politicians. Anthony Albanese jumped five places to 2nd, and Tanya Plibersek moved into 3rd.

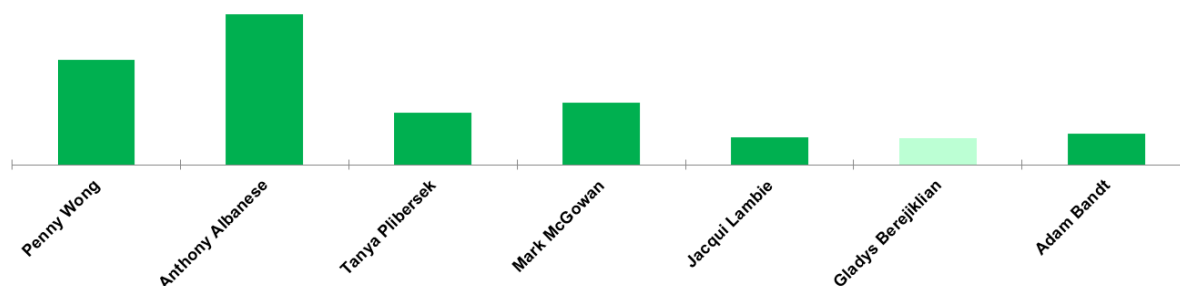
	Political Leaders with Net Trust Score March 2020		Political Leaders with Net Trust Score March 2022
	Jacinda Ardern		
1	Penny Wong	1	Penny Wong
2	Daniel Andrews	2	Anthony Albanese
3	Gladys Berejiklian	3	Tanya Plibersek
4	Tanya Plibersek	4	Mark McGowan
5	Adam Bandt	5	Jacqui Lambie
6	Mark McGowan		<i>Gladys Berejiklian</i>
7	Anthony Albanese	6	Adam Bandt
8	Pauline Hanson		

Net Trust Scores are calculated by subtracting distrust scores from trust scores

Source: Roy Morgan Snap SMS Survey March 18-19 2020; February 28-March 1 2022. Base: Australians aged 18+. n=974; n=1409. Note: Political Leaders with minimum of 20 unaided mentions.

In early March 2022, Roy Morgan conducted a snap SMS survey to determine Australia's most trusted and distrusted politicians, providing further insight on an individual level. The political leaders with the highest Net Trust Score were overwhelmingly from the ALP, with Shadow Minister for Foreign Affairs Penny Wong topping the list. She retained this position since the previous survey in 2020, as Leader of the Opposition Anthony Albanese jumped five places to 2nd, followed by Tanya Plibersek, former Deputy Leader of the ALP. WA Premier Mark McGowan also moved up the list, improving from 6th to 4th in the two-year period. Senator Jacqui Lambie and Greens' leader Adam Bandt were significant inclusions to round out the list.

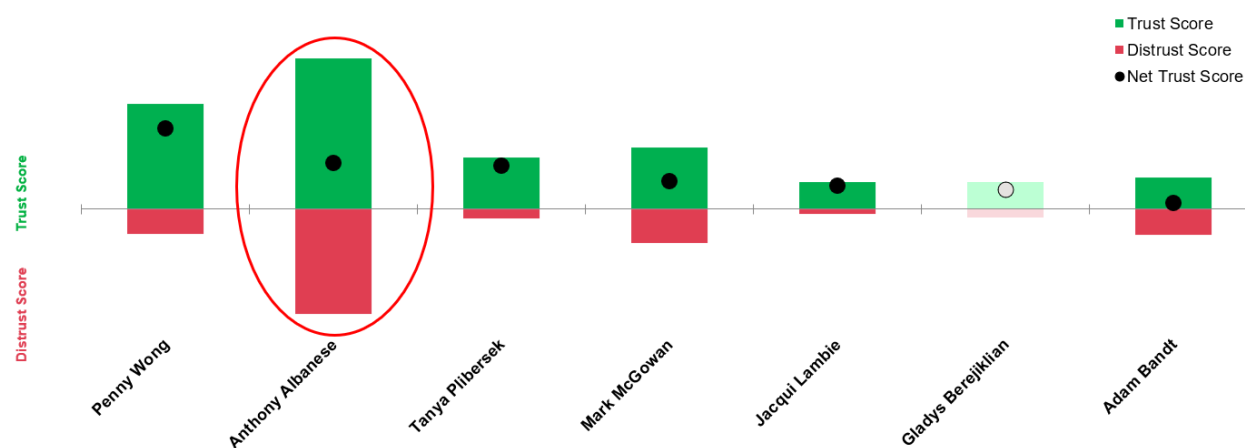
Figure 7 – Leader of the Labor Opposition, Anthony Albanese is the most trusted politician in Australia, followed by Penny Wong & WA Labor Premier Mark McGowan.



Source: Roy Morgan Snap SMS survey February 28 - March 1 2022. Base: Australians aged 18+. n=1426. Note: Political leaders with minimum of 20 unaided mentions.

Focusing on the trust scores of these politicians, Anthony Albanese is the most trusted, followed by Penny Wong and Mark McGowan. Albanese has a significantly higher level of distrust than the other individuals on the list, as illustrated in the figure below. Despite also having the most trust, Albanese finishes behind Penny Wong, as her low level of distrust results in her receiving a higher Net Trust Score. Interestingly, former NSW Premier Gladys Berejiklian still has a reasonable level of trust, despite resigning last year due to an ongoing ICAC investigation.

Figure 8 – Which trusted leaders also have relatively high distrust levels?



Source: Roy Morgan Snap SMS survey February 28 - March 1 2022. Base: Australians aged 18+. n=1426. Note: Political leaders with minimum of 20 unaided mentions.

Respondents were asked to provide reasons for their selection of trusted and distrusted politicians, which included the following remarks about the top leaders:

Penny Wong

*“Penny comes across as **genuine**. She seems to understand the political game but manages to not compromise who she is and what she stands for in the process.”*

*“Proof of her actions and **convictions**.”*

*“Ethics, **integrity**, opposing corruption.”*

“She is not honest when she speaks.” (Distrust)

Anthony Albanese

*“He is genuinely guided by **principles** that have the common good in mind. Understands climate change and in times of crisis could be counted on to do what is right by the nation”*

*“He is honest and **trustworthy**.”*

*“Integrity, ethical behaviour, **compassion**.”*

“He has lied, been opportunistic and dishonest.” (Distrust)

4.1.1 Most Trusted Political Leaders by Gender

There were notable differences in the rankings of the most trusted political leaders between males and females. Penny Wong has the highest Net Trust Score of all political leaders overall and also has the highest score amongst females, but Anthony Albanese outranks her among males. Interestingly, Anthony Albanese does not appear on the list of most trusted political leaders amongst females.

Figure 9 – Most Trusted Political Leaders by Gender

	Political Leaders with Net Trust Score March 2022 - Females		Political Leaders with Net Trust Score March 2022 - Males
1	Penny Wong	1	Anthony Albanese
2	Tanya Plibersek	2	Penny Wong
3	Mark McGowan	3	Tanya Plibersek
4	Daniel Andrews		

Source: Roy Morgan Snap SMS survey March 18-19 2020; February 28 – March 1 2022.

Base: Australians aged 18+ n=1426, Males n=720, Females n=706

Note: Sitting Australian political leaders with minimum of 20 mentions for that gender included. Those not sitting or sitting overseas are shaded in grey and not ranked.

4.1.2 Most Trusted Political Leaders by Geography

There were also noteworthy differences in the rankings of the most trusted political leaders by geography. Penny Wong has the highest Net Trust Score of all political leaders across New South Wales, Victoria, and Queensland. Josh Frydenberg, who appears on the Net Distrust Rankings overall, has a Net Trust Score in New South Wales. Tanya Plibersek is more trusted in Victoria, and Queensland premier Annastacia Palaszczuk has the second highest Net Trust Score in her home state.

Only the largest three states have been included, due to sample size limitations in other states.

Figure 10 – Most Trusted Political Leaders by Geography

	Political Leaders with Net Trust Score March 2022 – New South Wales		Political Leaders with Net Trust Score March 2022 – Victoria		Political Leaders with Net Trust Score March 2022 – Queensland
1	Penny Wong	1	Penny Wong	1	Penny Wong
2	Anthony Albanese	2	Tanya Plibersek	2	Annastacia Palaszczuk
3	Jacqui Lambie	3	Anthony Albanese		
4	Josh Frydenberg				

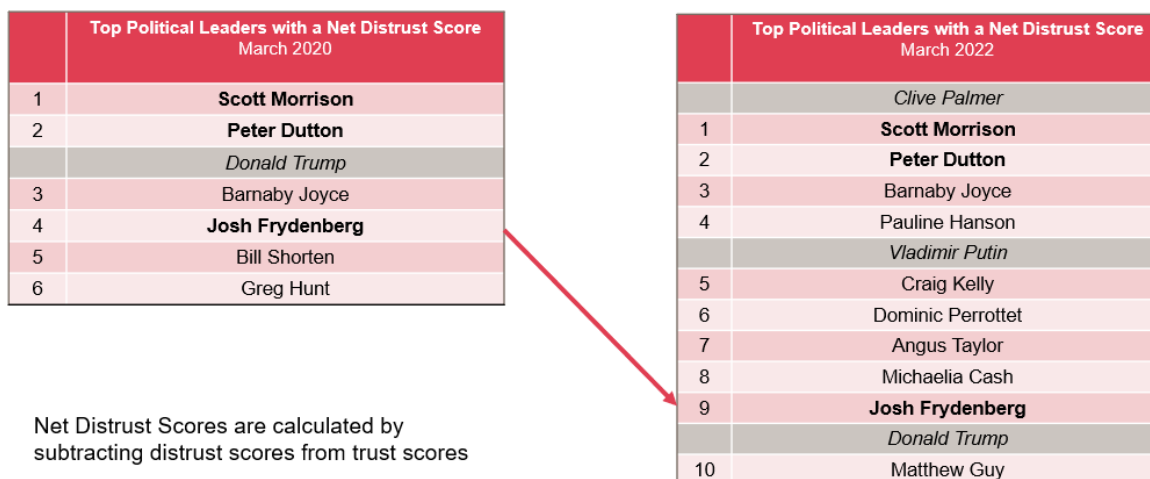
Source: Roy Morgan Snap SMS survey February 28 – March 1 2022.

Base: Australians aged 18+ n=1426, NSW n=434, VIC n=530, QLD n= 235.

Note: Sitting Australian political leaders with minimum of 20 mentions within that state included. Those not sitting or sitting overseas are shaded in grey and not ranked.

4.2 Most Distrusted Political Leaders

Figure 11 – Scott Morrison is the most distrusted sitting Australian political leader, followed by cabinet ministers Peter Dutton and Barnaby Joyce. Clive Palmer has the highest *Net Distrust Score* but is not a sitting politician.



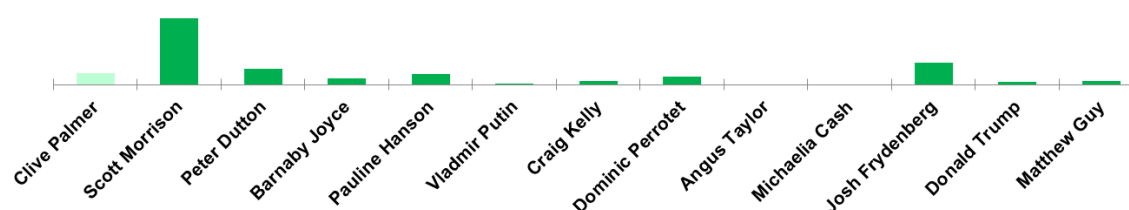
Source: Roy Morgan Snap SMS survey March 18-19 2020; February 28 – March 1 2022. Base: Australians aged 18+. n=974; n=1426.

Note: Sitting Australian political leaders with minimum of 20 unaided mentions included. Those not sitting or sitting overseas are shaded in grey and not ranked.

In a reversal of the most trusted politicians, Coalition leaders dominate the highest Net Distrust Score list. Prime Minister Scott Morrison leads the field, followed by Minister for Defence Peter Dutton and National Party leader Barnaby Joyce. The same three politicians topped the list in 2020, with Treasurer Josh Frydenberg making the greatest improvement, moving from 4th to 9th on the list. Businessman and United Australia Party (UAP) chairman Clive Palmer has the highest level of net distrust, though is currently not a sitting politician. Notable additions to the list include One Nation leader Pauline Hanson, UAP leader Craig Kelly and NSW Premier Dominic Perrottet.

Looking at the trust scores of these politicians reveals low amounts across the list, with Scott Morrison the most trusted, followed by his deputy Liberal leader Josh Frydenberg. Morrison's trust score is below that of Anthony Albanese, while Frydenberg is more trusted than his fellow senior colleague Peter Dutton.

Figure 12 – The majority of distrusted leaders still have some levels of trust.



Source: Roy Morgan Snap SMS survey March 18-19 2020; February 28 – March 1 2022.

Base: Australians aged 18+. n=974; n=1426. Note: Political leaders with minimum of 20 unaided mentions included.

Focusing on the distrust scores behind the list, Scott Morrison has a punishing level of distrust, almost five times more than his ALP counterpart Anthony Albanese. Peter Dutton and Barnaby Joyce also have high amounts of distrust, while in comparison Josh Frydenberg sits at a more balanced level. Clive Palmer received a notable level of distrust and is included on the list with Russian President Vladimir Putin and former U.S. President Donald Trump, though they are not ranked with the sitting Australian politicians.

Figure 13 – Prime Minister Scott Morrison is by far Australia’s most distrusted politician, followed by Peter Dutton and Barnaby Joyce.



Source: Roy Morgan Snap SMS survey March 18-19 2020; February 28 – March 1 2022.
Base: Australians aged 18+. n=974; n=1426. Note: Political leaders with minimum of 20 unaided mentions included.

Clive Palmer and Scott Morrison dominated respondent selections for their most distrusted politicians, with the following comments highlighting the reoccurring themes behind their choices:

Clive Palmer

*“Palmer thinks **money** allows him to do or say anything he wants to.”*

*“Clive Palmer’s election campaign is riddled with **lies and unproved claims.**”*

*“I do not believe a word he says. He only cares about **power and self-interest.**”*

“He is more likely to present alternate positions to mainstream which challenges me to think more deeply about issues.” (Trust)

Scott Morrison

*“He spreads disinformation, he **never takes responsibility**, he disappears whenever there is a crisis.”*

“Clearly does not always tell the truth and does not always have interests of the country first.”

*“Manipulative, **dishonest**, self-serving.”*

*“History of deceit, **robbing public funds**, promotion of the interests of mates and supporters.”*

“Scott Morrison cares. He is not trying to pull others down. He is calm and consistent. He wants to do his best.” (Trust)

4.2.1 Most Distrusted Political Leaders by Gender

There were notable differences in the rankings of the most distrusted political leaders among males and females. Although not ranked, Clive Palmer records a higher Net Distrust Score among females than males. Pauline Hanson is also more distrusted among females than males, and Anthony Albanese has a Net Distrust Score among females, despite having the highest Net Trust Score among males. It should be noted, however, that Anthony Albanese appears at the bottom of the Net Distrust Score list for females, with Distrust only slightly outweighing Trust. Victorian Premier Daniel Andrews records a Net Distrust Score among males, but a Net Trust Score among females, whilst overall he has similar levels of trust and distrust.

Figure 14 – Most Distrusted Political Leaders by Gender

	Political Leaders with a Net Distrust Score March 2022 - Females		Political Leaders with a Net Distrust Score March 2022 - Males
	<i>Clive Palmer</i>		
1	Scott Morrison	1	Scott Morrison
2	Peter Dutton		<i>Clive Palmer</i>
3	Barnaby Joyce	2	Peter Dutton
4	Pauline Hanson	3	Barnaby Joyce
	<i>Vladimir Putin</i>	4	Dominic Perrottet
5	Craig Kelly	5	Craig Kelly
6	Josh Frydenberg		<i>Vladimir Putin</i>
7	Anthony Albanese	6	Daniel Andrews
		7	Pauline Hanson
		8	Josh Frydenberg
			<i>Donald Trump</i>
		9	Annastacia Palaszczuk

Source: Roy Morgan Snap SMS survey March 18-19 2020; February 28 – March 1 2022.

Base: Australians aged 18+ n=1426, Males n=720, Females n=706

Note: Sitting Australian political leaders with minimum of 20 mentions for that gender included. Those not sitting or sitting overseas are shaded in grey and not ranked.

4.2.2 Most Distrusted Political Leaders by Geography

There were also noteworthy differences in the rankings of the most distrusted political leaders by geography. In Victoria, Treasurer Josh Frydenberg is distrusted, despite being trusted in New South Wales. Both Matthew Guy and Daniel Andrews recorded a Net Distrust Score in Victoria, but Matthew Guy recorded a higher Net Distrust Score. Despite being trusted nationally, Anthony Albanese recorded a Net Distrust Score in Queensland.

Only the largest three states have been included, due to sample size limitations in other states.

Figure 15 – Most Distrusted Political Leaders by Geography

Political Leaders with Net Distrust Score March 2022 – New South Wales		Political Leaders with Net Distrust Score March 2022 – Victoria		Political Leaders with Net Distrust Score March 2022 – Queensland	
1	Scott Morrison	1	Scott Morrison		Clive Palmer
	Clive Palmer		Clive Palmer	1	Scott Morrison
2	Peter Dutton	2	Peter Dutton	2	Peter Dutton
3	Barnaby Joyce	3	Barnaby Joyce	3	Anthony Albanese
4	Dominic Perrottet	4	Craig Kelly		
5	Pauline Hanson	5	Josh Frydenberg		
		6	Matthew Guy		
		7	Daniel Andrews		

Source: Roy Morgan Snap SMS survey February 28 – March 1 2022.

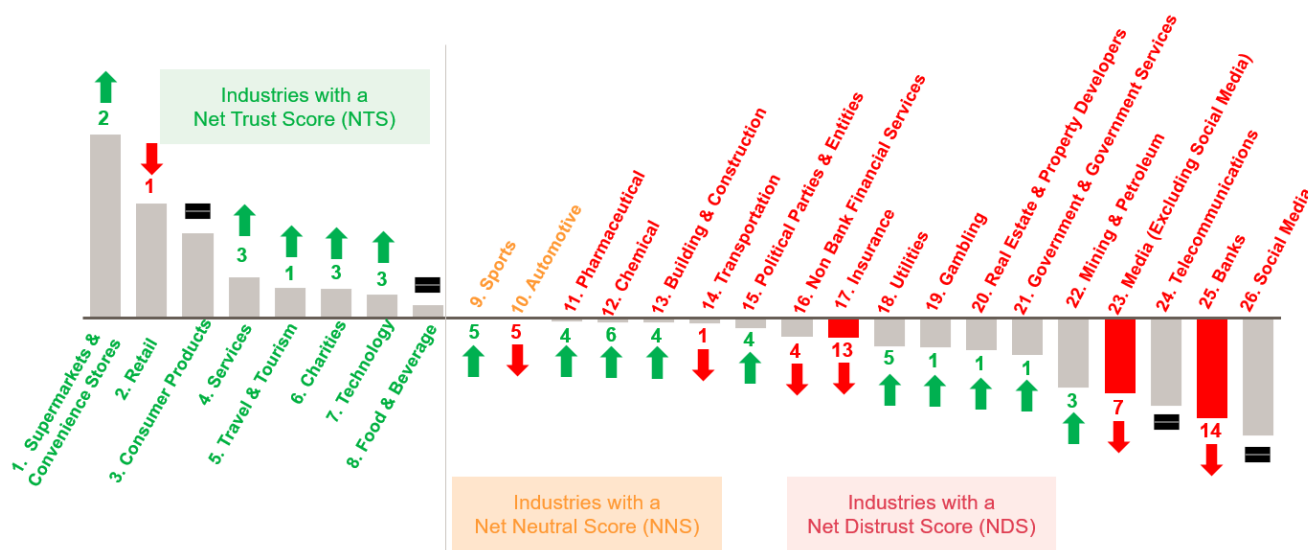
Base: Australians aged 18+ n=1426, NSW n=434, VIC n=530, QLD n= 235.

Note: Sitting Australian political leaders with minimum of 20 mentions within that state included. Those not sitting or sitting overseas are shaded in grey and not ranked.

5 Changes in Trust and Distrust since 2019

5.1 Industry Rankings

Figure 16 – There have been major changes in trust rankings since 2019. Banks, the 11th most trusted industry in 2019 have fallen to 25th – now the second most distrusted sector. Insurance has fallen from 4th place to 17th, and Media from 16th to 23rd.



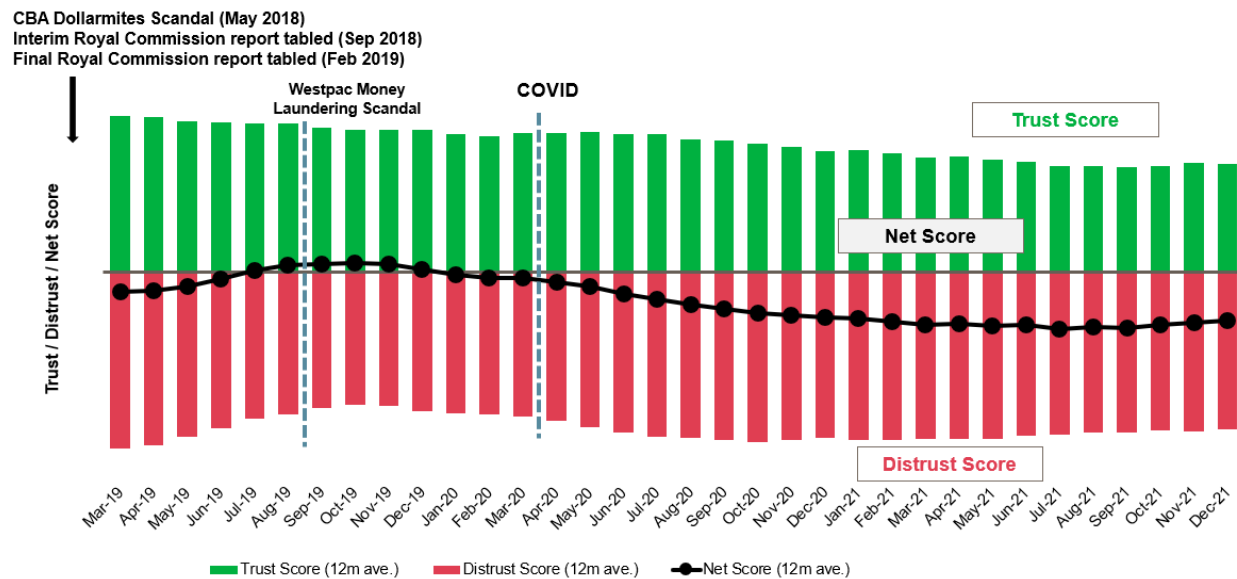
Source: Roy Morgan Single Source (Australia). Risk Monitor, Jan21-Dec21. Base: Australians 14+

Number next to arrow refers to ranking change since December 2019 - Green font indicates higher rank and red font indicates lower rank compared to December 2019.

Since 2018, we have been asking well over a thousand Australians every month which brands they trust and which they distrust. Crucially, we also ask why they trust or distrust the brands they nominate. The process is open-ended and unprompted. Being unprompted means that for Australians who nominate a brand, it is so top-of-mind that they put it ahead of all other brands swirling around in their consciousness. We then combine the brands into industry sectors. Looking at Figure 16 above, those industries in green have more trust than distrust and those in red have more distrust than trust. The numbers above each industry show their ranking change since December 2019, with most industries experiencing shifts during this period.

Supermarkets moved into first place over the course of the pandemic, as they stepped up when needed and more Australians relied on the industry, ahead of General Retail and Consumer Products. Several industries suffered major declines in trust during this period, including the Banks falling from 11th to 25th, Insurance dropping from 4th to 17th and Media (excluding Social Media) sliding seven places to 23rd. This was influenced by factors including various banking scandals and criticism over natural disaster insurance payouts.

Figure 17 – The Bank industry Net Score trend has taken the overall sector into the red - into Net Distrust territory.

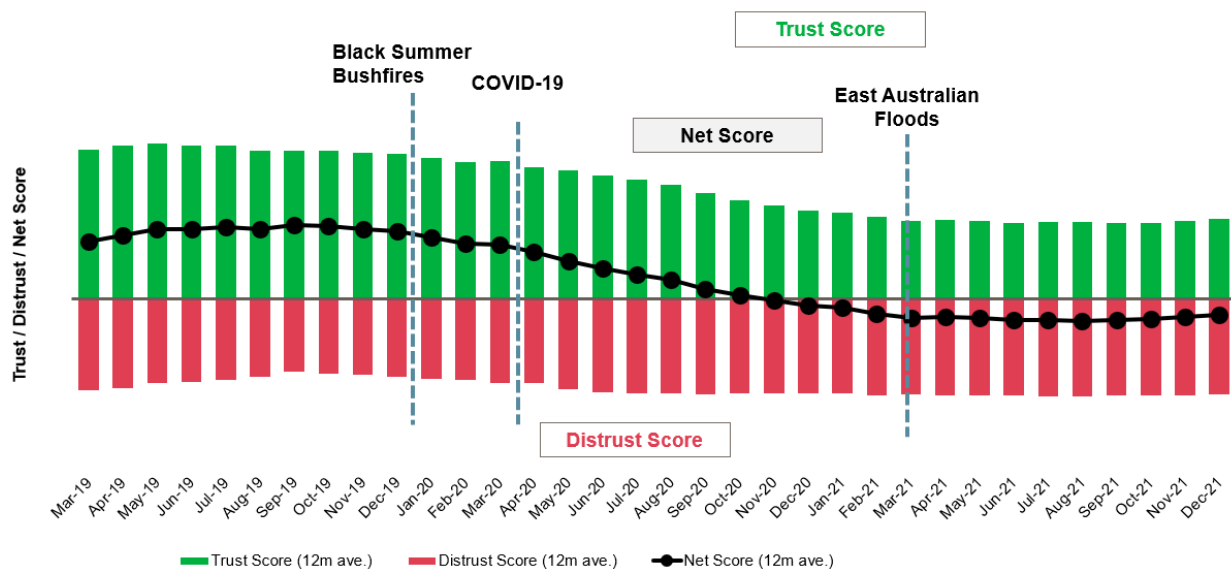


Source: Roy Morgan Single Source (Australia). Risk Monitor, 12 month average.

Base: Australians 14+, Latest 12 months average n=21,314; Latest 12 months average for industry n=2,444; Monthly average for industry, latest 12 months n=206.

After beginning to recover following the Royal Commission into the banking sector, a closer analysis of the industry shows a continuous fall in trust since the inception of COVID-19. This has occurred despite the trust of individual banks improving during this period, as more people say they distrust all banks. The Insurance industry saw a substantial drop in its Net Score, driven by a falling level of trust that people have in providers to perform sufficiently in settling claims during disasters.

Figure 18 – The decline of the Insurance industry Net Score trend is even more dramatic - due largely to falling trust in the major brands.

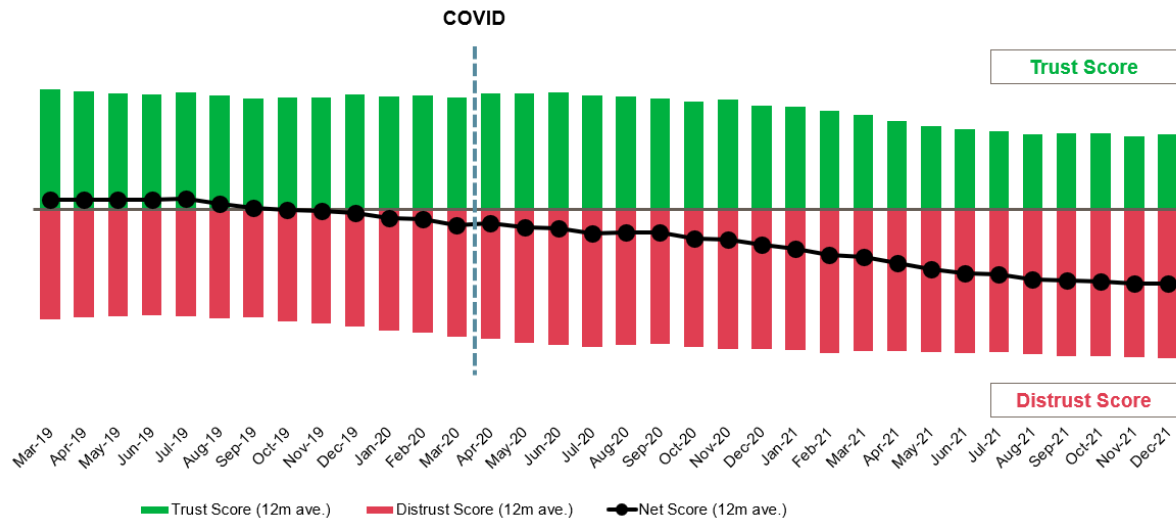


Source: Roy Morgan Single Source (Australia). Risk Monitor, 12 month average.

Base: Australians 14+, Latest 12 months average n=21,314; Latest 12 months average for brand n=2,402; Monthly average for brand, latest 12 months n=208.

The Media (excluding Social Media) industry has also lost significant trust since 2019. The drop in trust was influenced by respondents expressing an increasing perception of bias, a reduction in the quality of services and a belief in its lack of independence. Reasons for distrusting the industry included a lack of integrity, reporting fake news and privacy issues.

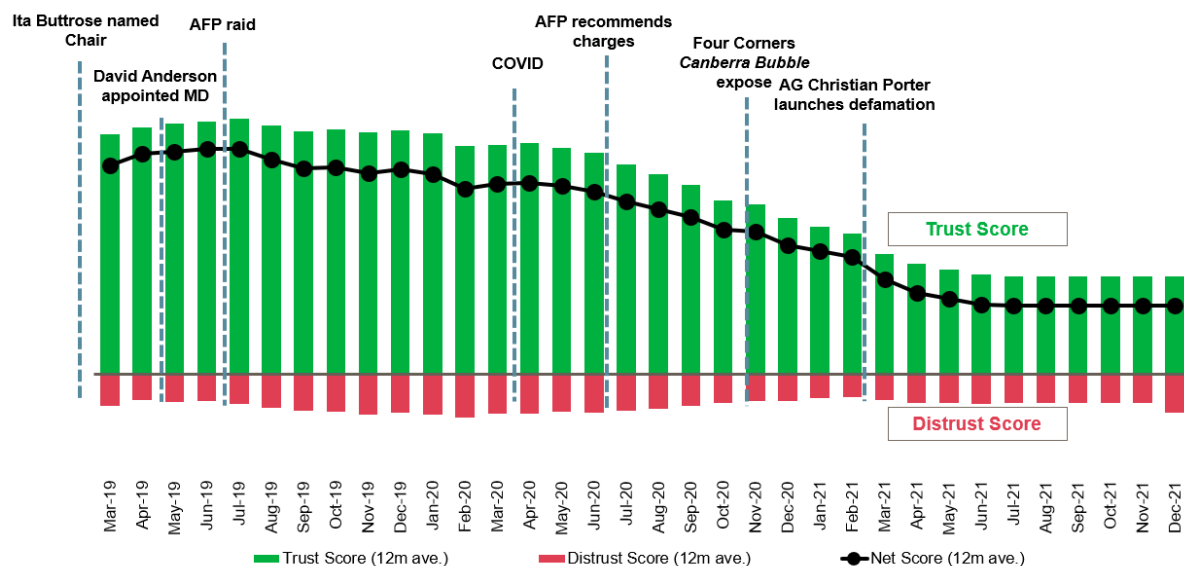
Figure 19 – Similarly, the Media sector (excluding Social Media) Net Score trend has fallen dramatically since July 2019.



Source: Roy Morgan Single Source (Australia). Risk Monitor, 12 month average. Base: Australians 14+, Latest 12 months average n=21,314; Latest 12 months average for brand n=1,869; Monthly average for brand, latest 12 months n=156.

A decreasing level of trust in individual organisations, including the ABC and Fairfax (Nine) publications, has contributed to the dramatic decline in the media sector's overall Net Trust. Despite remaining the most trusted media brand, the ABC received declining levels of trust during the pandemic, during which they were also involved in a series of legal and political scandals.

Figure 20 – ABC Net Score trend driven down by falling trust.



Source: Roy Morgan Single Source (Australia). Risk Monitor, 12 month average. Base: Australians 14+, 12 month average n=17,181; 12 month average for brand n=370; Monthly average for brand n=30.

6 Trust

6.1 Most Trusted Brands

Figure 21 – Since Dec '19, Big W, Apple & Target were the big winners. The ABC, RACV, PayPal, & Bendigo Bank were the big losers.

1 st	 ↑ (2)	6 th	 ↑ (1)	11 th	 ↑ (3)	16 th	 ↓ (6)
2 nd	 ↑ (2)	7 th	 ↑ (1)	12 th	 ↑ (8)	17 th	 ↓ (11)
3 rd	 ↓ (2)	8 th	 ↓ (3)	13 th	 ↓ (1)	18 th	 =
4 th	 ↓ (2)	9 th	 ↑ (4)	14 th	 ↓ (3)	19 th	 ↓ (4)
5 th	 ↑ (4)	10 th	 ↑ (11)	15 th	 ↑ (9)	20 th	 ↑ (2)

Source: Roy Morgan Single Source (Australia). Risk Monitor, Jan21-Dec21. Number in brackets refers to ranking change from December 2019 to December 2021 (12 months to December 2021) - Green font indicates higher rank and red font indicates lower rank compared December 2021. Equals sign indicates the same rank.

The biggest winners since December 2019 have been Woolworths and Coles, moving into the top positions as the most trusted brands in Australia, corresponding with their industry's leap into first place. The two major supermarkets replaced Bunnings and ALDI at the top the list, with Kmart jumping four spots to finish 2021 in 5th.

Despite border restrictions and a delayed return to flying, Qantas remained high on the list, moving up to 6th. Australia Post also made progress, moving into 11th from 14th, as more Australians relied on the parcel delivery during lockdowns. Retailers Big W (10th) and Target (12th) both made sizable moves, as Apple entered the list from 24th to 15th.

RACV and PayPal dropped out of the top 20, falling to 28th and 29th positions. As outlined above, the ABC suffered a loss of trust over the past two years, sliding down the most trusted list from 6th to 17th. The trust of ING and Bendigo Bank also declined during this period, though both remain trusted and ahead of the big four banks, who remain in distrust territory.

7 Distrust

7.1 Most Distrusted Brands

Figure 22 – Since Dec '19, Adani / Bravus & NAB are the big winners. Harvey Norman and Uber are the biggest losers.

1 st  =	6 th  ↓ (3)	11 th  =	16 th  ↓ (4)
2 nd  =	7 th  (46 th most trusted) ↓ (3)	12 th  ↓ (3)	17 th  (104 th most trusted) ↓ (5)
3 rd  ↑ (12)	8 th  ↑ (36)	13 th  (Not ranked)	18 th  ↑ (5)
4 th  ↑ (6)	9 th  ↓ (1)	14 th  ↓ (8)	19 th  ↓ (12)
5 th  =	10 th  ↑ (17)	15 th  ↑ (2)	20 th  ↓ (1)

Source: Roy Morgan Single Source (Australia). Risk Monitor, Jan21-Dec21. Number in brackets refers to ranking change since December 2019 (12 months to December 2019) - Green font indicates higher rank and red font indicates lower rank compared to December 2019. Equals sign indicates the same rank. N.B. In previous webinars / reports 'Fox' and 'Foxtel' were combined, resulting in 'Fox/Foxtel' recording a higher ranking in distrust than 'Fox' or 'Foxtel' individually.

Over the course of the pandemic, Facebook/Meta and Telstra remained the two most distrusted brands in Australia. The distrust of online retail and media giants Amazon and Google has increased since 2019, now in 3rd and 4th positions on the list, ahead of News Corp in 5th.

The biggest movers during this period were Harvey Norman and Uber, both declining into distrusted brands. Harvey Norman soared from the 46th most trusted brand in December 2019 to be the 7th most distrusted in December 2021. Rio Tinto and Crown both made considerable descents into the top 20 most distrusted brands, while Twitter is a new addition to the list.

Since their name change in 2020, Adani/Bravus has recorded an improvement in their distrust ranking, moving from 7th to 19th. The major banks all saw improvements, including NAB (4th to 29th), CBA (6th to 14th) and ANZ (9th to 12th). Telecommunications company Huawei also moved in a positive direction, improving four places to finish 2021 in 16th on the distrusted list.

Appendix 1 – Roy Morgan’s Trust and Distrust Research

The Roy Morgan Risk Monitor provides continuous tracking of Trust, Distrust, and Net Trust Score or Net Distrust Score of all brands relevant to Australian consumers. Currently, the Risk Monitor surveys approximately 1,800 Australians every month. These respondents are part of Roy Morgan’s vast Single Source consumer database. To ensure the most accurate representation of Australians, results are weighted in line with ABS data to reflect the Australian population. Recruitment of Single Source respondents is via the gold standard address-based random sampling approach using interviewer-administered face-to-face, telephone or online contact. Due to COVID restrictions, Single Source respondents have been recruited via telephone and online since April 2020, with Risk Monitor surveys conducted online rather than via hardcopy surveys.

Stage 1

Before commencing the Risk Monitor, Roy Morgan conducted comprehensive desk analysis of previous Roy Morgan surveys and of external models to establish a base of learning.

This analysis included a complete review of Fred Reichheld’s Net Promoter Score (NPS), the Edelman Trust Barometer, and various Roy Morgan research variables, including honesty, image, customer satisfaction, enterprise-specific NPS – all within an industry category context that encompassed financial services, food, automotive, FMCG, travel, telecommunications, media and technology. Long term trends of over 10 years were analysed to identify the strengths and weaknesses of each approach.

Stage 2

Following Stage 1, Roy Morgan applied learnings to the design of primary research that would optimally deliver a measure which addressed the gaps identified in earlier research. The resulting program has undergone further refinements to deliver the Roy Morgan Risk Monitor with a Net Trust Score (NTS) or Net Distrust Score (NDS) with precision, integrity, and accuracy.

The Net Trust Score or Net Distrust Score provides an overall benchmark to quantify brand risk, via the simple calculation of positive sentiment (trust) minus negative sentiment (distrust):

Net Trust Score (NTS) or Net Distrust Score (NDS) = % Trust - % Distrust

Roy Morgan Risk Monitor Questions

Risk Monitor questions were designed specifically to measure brand trust at its highest level of mindfulness, and the question wording has no specific context beyond ‘companies’. Why? Context leads a respondent towards a particular response – for example, the question ‘Which health funds do you trust to provide great service?’ has ‘service’ as its context and ‘great’ as a conditional superlative. Accordingly, the survey format was deliberately designed to capture unprompted responses. This enables freedom of response which not only captures which brands are ‘top of mind’ for an individual

but also helps understand consumer sentiment to brands with detailed responses in the consumer's own words.

Thinking about the trustworthiness of companies:

Q1: Which companies do you trust?

Q2: Reasons why you trust them:

Q3: Which companies do you distrust?

Q4: Reasons why you distrust them:

Brands have been allocated to Net Trust Score, Net Distrust Score and Net Neutral Scores based on calculations to one decimal place. In some cases, brand rankings within tables may be based on differences of less than 0.1%.

Only key brands with 20 or more mentions for trust or distrust in the periods shown have been included in rankings.

Reasons for Trust and Distrust

Detailed reasons for trust and distrust for each brand is collected, with respondents free to provide any reason for trust or distrust in their own words. These qualitative responses are comprehensively analysed and thematically organised, to provide stated and top of mind drivers of trust and distrust for each brand, with results aggregated to industry, sub-industry, and corporation as relevant. The qualitative analysis and insights allow us to understand beyond raw numbers, why each brand is trusted or distrusted, and importantly, comparison to competitors and industry benchmarks, as well as changes over time.

This report includes general examples of just some of the insights available from the Risk Monitor. Detailed reports are available for all brands with sufficient data in the survey. Reports include comprehensive analysis of how many Australians trust and distrust the brand and key competitors, thematic analysis and verbatim comments about reasons for trust and distrust, analysis by age, gender and state, and trend analysis.

About the SMS Snap Poll

The SMS Poll was a survey of 1,426 Australians aged 18+ from 28th February to 1st March, 2022. A similar survey was conducted in March 2020. Results were weighted in line with ABS statistics. The following questions were asked of respondents via SMA:

Thinking about the trustworthiness of companies:

Q1: Which governments or business leaders do you trust/distrust? Why?

Q2: What, if anything, would worry you if the Labor Party/L-NP were elected at the next Federal Election?"

Further Risk Insights

If you would like to understand trust and particularly distrust for your organisation we have a range of options available to suit your needs, including but not limited to the options below. Please contact us on +61 (3) 9629 6888 for more information or email askroymorgan@roymorgan.com.

Risk Monitor Insights Reports

Insights from surveys with over 20,000 Australians each year, including deep insights into trust and distrust of your brand, key competitors and your industry, including:

- Benchmarking your industry against 25 other industries.
- Analysis of the latest Trust, Distrust and Net Trust Score or Net Distrust Score results.
- Thematic analysis of trust and distrust reasons for your industry, brand and key competitors.
- Actual verbatim comments from Australians explaining reasons for trust and distrust in your brand and key competitors.
- Analysis overall and by key demographics (e.g. Age, Gender, State).
- 1-hour executive briefing with key findings.

Industry and Brand Risk Surveys

With the Roy Morgan Risk Monitor providing an ongoing, trended picture of trust and distrust for all brands mentioned by Australians, Roy Morgan also regularly shines a spotlight on key industries or custom surveys for specific brands, to gain a more detailed picture of trust and distrust sentiment.

These surveys ask a cross-section of Australians to nominate brands in a specific industry that they trust and brands that they distrust. They are also asked why they trust or distrust their nominated brand(s). Lists of key brands are also included providing insights into prompted trust and distrust of brands. Each survey comprises approximately 1,000 interviews.

Surveys source respondents from Roy Morgan's Panel, a proprietary panel of over 700,000 respondents from Roy Morgan's vast Single Source consumer database. Respondents' original Single Source recruitment was via the gold standard address-based random sampling approach using interviewer-administered face-to-face and telephone contact. As a result, the panel is of the highest quality. Crucially, it is not self-selecting, a criticism frequently levelled at online panels. In addition, the Panel is also more representative of the Australian population than other online panels, particularly in relation to lower socio-economic sectors.

RRP \$2,000 + GST

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