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Roy Morgan unveils the inaugural Trusted Brand Award winners for 2022 across all categories

Roy Morgan today announces the inaugural winners of the Trusted Brand Awards for 2022. These brands have garnered an unmatched level of trust, and exceedingly low, or negligible level, of distrust, to be recognised as more trusted than all their competitors in their respective categories.

Our world runs on trust. When we launch onto a pedestrian crossing we trust drivers not to run us down. When we buckle up for a flight we trust the pilot to get us safely to our destination.

Without trust we would never go on a date or put money in the bank.

"Trust is our most important value driver. Unilever's current market capitalisation is €130 billion – but our asset value is only €30 billion. The balance is made up by trust – an extraordinarily valuable asset." Paul Polmon, CEO Unilever, 2018

From Paul Polman's extraordinary insight we see just how important trust and distrust are in the corporate world. A loss of trust would seriously impact Unilever's market value, but distrust could be disastrous.

Increasingly the leaders of our biggest companies are realising that trust is mandatory but distrust is deadly, especially in this period of rising inflation and increasing interest rates, which provides a new challenge for businesses and brands to connect with their customers.

The winners of the Roy Morgan Trusted Brand Awards for 2022 are:

Supermarkets	Woolworths
Retail	Bunnings
Department & Discount Department Stores	Kmart
Consumer Products	Samsung
Services	Australia Post
Charities	Salvation Army
Technology	Apple
Travel & Tourism	Qantas
Food & Beverage	Cadbury
Automotive	Toyota
Non-Bank Financial Services	PayPal
Superannuation	AustralianSuper
Insurance	NRMA
Private Health Insurance	HBF
Utilities	Red Energy
Government Services	CSIRO
Media	ABC
Mining & Petroleum	Fortescue Metals
Banks	Bendigo Bank
Telecommunications	Aussie Broadband

'Best of the Best' Most Trusted Brand for 2022: **Woolworths**

The inaugural Roy Morgan Trusted Brand Awards recognise the outstanding levels of trust built up by 20 brands across a range of different industries and services including Supermarkets, Retail, Department & Discount Department Stores, Services, Charities, Automotive, Superannuation, Insurance, Utilities, Government Services, Media, Mining & Petroleum, Banks, Telecommunications and more.

There were several of the Trusted Brand Award winners to appear in the overall Top 20 Most Trusted Brands in the most recent quarter led by **Woolworths**, **Bunnings**, **Kmart**, **Toyota**, **ABC**, **NRMA**, **Bendigo Bank** and **Australia Post** – all of which scored highly and challenged for top spot.

The ultimate winner as the 'Best of the Best' Most Trusted Brand for 2022 is **Woolworths** which has consistently rated as the Most Trusted Brand for over 2 years since taking the honour from Bunnings.



Roy Morgan CEO Michele Levine presents the prestigious 'Best of the Best' Award to the 'Most Trusted Brand in Australia' – Woolworths, represented by Chief Marketing Officer Andrew Hicks.

Roy Morgan CEO Michele Levine says the last year has been a transitional period for Australians as the country slowly opened up after more than two years of restrictions from COVID-19 – and during this period several brands winning Trusted Brand Awards have emerged with enhanced Net Trust:

"The COVID-19 pandemic has turned many norms 'up-side down' over the last two years but the importance to brands of building trust, and minimising distrust, among one's customers, and the wider public, has never been more important.

"The pandemic led to saving rates in Australia booming over the last two years as restrictions on travel, and several harsh lockdowns in various parts of the country, forced people to save money and find new outlets for that spending.

"Although this unexpected windfall could not always be spent on the recreational and personal activities people would usually undertake, leading retail outlets were able to take advantage of the last two years and cement their reputations and brands in the minds of consumers.

*"The Trusted Brand Award winners are led by Supermarket and 'Best of the Best' Most Trusted Brand Award winner **Woolworths** followed closely by Most Trusted Department Store **Kmart** and Most Trusted Retailer **Bunnings** also highly rated. All three have enjoyed consistently high Net Trust Scores over the last two years and it is no surprise to see all three emerge as winners.*

*"Respondents to the survey rated **Woolworths** highly for good quality products and displaying a customer-focused attitude with good service and affordable. Another key factor mentioned was the low prices in a time when people are keeping a closer eye on prices than ever before, and that they're a reliable, dependable, accountable, and responsible community-minded business.*

*"Some direct quotes from customers included that **Woolworths** is 'Sensitive to consumer needs and delivers quality products. There's no reason to distrust,' they provide 'Reliable, honest, not over-priced, good service,' 'The way they assisted the country during the pandemic. They have always given me excellent service' and 'They are a reputable company and I deal with them weekly. I find their prices, customer service and delivery very good.'*

*"The high praise for **Woolworths** shows other businesses, striving to improve their bottom line and attract new customers, the importance of building trust to enhancing a company's reputation. At the same time the commitment shown by 'The Fresh Food People' to deal swiftly with any complaints or issues that arise prevents feelings of distrust negatively impacting commercial outcomes."*

For comments or more information about Roy Morgan's Annual Trusted Brand Award data please contact:

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Roy Morgan Trusted Brand Awards

The inaugural Roy Morgan Trusted Brand Awards bring together outstanding companies and brands from across a range of industries to celebrate and recognise the unmatched levels of trust these organisations hold when compared to their competitors in their respective categories.

The Roy Morgan Trusted Brand Awards have been awarded for the first time this year to 20 leading brands for the 12 months to June 2022 and all 20 winners have displayed market-leading levels of trust, and exceedingly low, or negligible, levels of distrust to outstrip their rivals on the key metric of 'Net Trust'.

Need to know what is driving your trust and distrust?

The related Roy Morgan Risk Monitor is an ongoing survey based on over 1,800 interviews each month to measure levels of trust and distrust in more than 900 brands across 26 industry sectors.

Respondents are asked which brands and companies they trust, and why, and which brand and companies they distrust, and why. The survey is specially designed to be open-ended and context-free, i.e. unprompted.

Roy Morgan Risk Monitor data is made available in a variety of formats, from snapshot overviews to detailed tracking of individual brands and their competitors. To gain a greater understanding of Roy Morgan's Risk research, or to explore the results for specific industries and brands, contact Roy Morgan.

For the latest rankings of key brands view the [June 2022 edition of the Roy Morgan Risk Report](#).

About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2