

Monday, 20 November 2023

## Virgin Australia, Toyota and Fortescue Metals are Most Trusted Brands in Key Industries for 2023

Roy Morgan presented the Roy Morgan Trusted Brand Awards for 2023 to Fortescue Metals in Mining and Petroleum, Toyota for Automotive, Synergy for Utilities, alongside Cadbury in Food and Beverage and Virgin in Travel and Tourism.

**Toyota** has topped the industry rankings as the most trusted brand in automotive over the last five years since Roy Morgan began interviewing Australians about trust and distrust in 2018. **Toyota** has been Australia's best-selling automotive manufacturer for 25 years in a row and has won the award for a second time, this year ahead of fellow Japanese manufacturers Mazda and Honda.

Australian iron ore miner **Fortescue Metals** has won the most trusted brand among a field of over 20 of Australia's (and the world's) most prominent mining and petroleum companies. Fortescue Metals was the sole entrant in the category to emerge with a positive net trust rating in the 12 months to June 2023 after overtaking BHP in 2021.

The hotly contested utilities category was won by Perth-based **Synergy** which overtook Melbourne-based Red Energy, who were the 'Most Trusted Utility Brand' since Roy Morgan began surveying on trust and distrust five years ago. **Synergy** is Western Australia's largest provider of electricity and gas and finished on top of the category ahead of other finalists Red Energy and Ergon Energy.

In the Food & Beverage category **Cadbury** emerged as the most trusted brand for the second year ahead of more than 80 rival brands – one of the most heavily contested categories awarded. **Cadbury**, which set up in Australia over a century ago, has had the highest net trust score in the category since early 2020 after taking the lead from Arnott's and was a winner ahead of fellow finalists Sanitarium and Uncle Tobys.

**Virgin Australia** emerged as the only trusted brand in the Travel & Tourism sector for 2023, taking the title of 'Most Trusted Travel & Tourism Brand' from rival Qantas. With Australians spending approximately \$30 billion more on trips in the year to June 2023 compared to June 2022, **Virgin** was able to win the trust of Australians whilst Qantas was unable to provide the kind of quality service that built their reputation over decades of operation.

Over 230 brands were in the running for these awards across the five categories of Mining & Petroleum, Automotive, Utilities, Food & Beverage and Travel & Tourism and the full list of contenders in each category for these prestigious awards are listed fully later in this release.

### Roy Morgan Trusted Brand Key winners for 2023:

Automotive  
Mining & Petroleum  
Utilities  
Food & Beverage  
Travel & Tourism

**Toyota**  
**Fortescue Metals**  
**Synergy (NEW)**  
**Cadbury**  
**Virgin Australia (NEW)**

## Most Trusted Brand for Automotive: **Toyota**



**Picture:** Roy Morgan CEO Michele Levine presents the 'Most Trusted Brand for Automotive' Award for 2023 to **Toyota** Senior Manager, Digital Marketing & Strategy, James Szabo.

**Toyota** has consistently rated as the 'Most Trusted Brand in Automotive' since Roy Morgan began measuring trust and distrust over five years ago in 2018. **Toyota's** is one of the top ten most trusted brands across any industry and topped the Automotive category ahead of rivals Mazda and Honda.

There were over 30 brands mentioned by Australians that contested the Most Trusted Brand in Automotive including Audi, BMW, Ford, General Motors, Great Wall, Harley Davidson, Holden, Hyundai, Isuzu, Jayco, Jeep, Kia, Land Rover, Lexus, Mercedes-Benz, Mitsubishi, Nissan, Peugeot, Skoda, Subaru, Suzuki, Tesla, Tata, Volkswagen, Volvo and Yamaha.

Some of the positive comments from Australians about why they trust **Toyota** were "Very reliable products with a vision for the future to help the environment." and "Long reputation for providing outstanding quality vehicles and customer service."

**Toyota:** "Toyota has been acknowledged by the broader Australian public as the most trusted automotive brand for the second year running according to independent market research expert Roy Morgan.

"Toyota Australia Vice President Sales, Marketing and Franchise Operations said the award was a clear indication of the trust consumers have for Toyota's wide range of products.

*"To be judged Australia's most trusted automotive brand for a second-year running is a great honour and acknowledges Toyota's engineering prowess and inherent quality; important factors given the tough and varied environments found across Australia," Mr Hanley said.*

*"It's a testament to the work and commitment of our Toyota dealers and the broader Toyota Australia team, who work hard to support our customers, products and services." He said.*

*"Roy Morgan has been providing Australian market research data for over 80 years and covers a broad cross-section of industries as part of its Most Trusted Brand Awards and ongoing monitoring of trust and distrust."*

**Toyota announcement on website:** <https://www.toyota.com.au/news/toyota-awarded-roy-morgan-most-trusted-automotive-brand-for-second-consecutive-year>

## *Most Trusted Brand for Mining & Petroleum: **Fortescue Metals***

Western Australia based **Fortescue Metals** has won the 'Most Trusted Brand in Mining & Petroleum' Award for a second time in 2023 with a clear victory ahead of rival companies in the sector. The Perth-headquartered miner has maintained top spot in the rankings since December 2021 after overtaking BHP.

**Fortescue Metals** had easily the highest trust among over 20 brands which contested the Mining & Petroleum award this year including Alcoa, Ampol, Anglo American, BHP, Bluescope, BP, Bravus / Adani, Chevron, Esso, Evolution Mining, Exxon, Glencore, Halliburton, Hancock Prospecting, Lynas Rare Earths, Mobil, New Hope Group, Newcrest Mining, Novo Resources, Pilbara Minerals, , Rio Tinto, Santos, Shell, South32, United Petroleum, Whitehaven Coal and Woodside Petroleum.

Some of the positive comments from Australians about why they trust **Fortescue Metals** were

*"Supportive of their employees, forward thinking, run by a genuinely philanthropic person who seems to have the interests of Australia as a prime driver."* and *"Ethical and socially responsible, they are not just talking about climate action but actively investing in it."*

**Fortescue Metals:** *"We know that we're a part of causing [#ClimateChange](#)*

*"But we're committed to transforming.*

*"Committed to always telling the truth on our journey to [#RealZero](#) by 2030.*

*"Committed to always doing what we say we're going to do.*

*"Which is why we're so proud to be recognised as the most trusted brand among our industry at Roy Morgan's 2023 Trusted Brand Awards."*



## Most Trusted Brand for Utilities: **Synergy**



**Picture:** Roy Morgan CEO Michele Levine with 'Most Trusted Brand in Utilities' Award for 2023 winner **Synergy** represented by Executive General Manager, Customer, Lesley Walker

**Synergy** has won the 'Most Trusted Utility Brand' after finishing ahead of a packed field of nearly 50 contenders. Red Energy led the category almost since its inception in 2018 but was unable to hold off increases during the last year by **Synergy**.

**Synergy** was the most highly trusted brand among over 30 rival energy companies including 1st Energy, ActewAGL, AGL, APA Group, Aurora, Ausgrid, AusNet Services, Click Energy, CovaU Energy, Diamond Energy, Elgas, Endeavour Energy, Energex, Energy Australia, Enova Energy, Ergon Energy, Globird, Horizon, Hydro Tasmania, Integral Energy, Jacana Energy, Kleenheat, Lumo, Momentum, Origin Energy, Powercor, Powershop, Red Energy, SA Power Networks, Simply Energy, Snowy Hydro, Stanwell, Sumo, Tango, United Energy and Western Power and several water companies in the category such as Barwon Water, City West Water, Hunter Water, Icon Water, Melbourne Water, SA Water, South East Water, Sydney Water, Tas Water, Water Corporation WA and Yarra Valley Water.

Some of the positive comments from people about why they trust **Synergy** were *"I have been with them for years and they have given good service with no reason not to trust them."* And *"Always reliable and maintains optimal care for clients and never fails to keep the lights on."*

**Synergy:** *"We are thrilled to announce Synergy won the national Roy Morgan Most Trusted Brand in Utilities for 2023!"*

*"Trust is one of our core values and is an integral part of our brand strategy, influencing our approach and driving our decision making."*

*"Synergy won the award based on research from the Roy Morgan Risk Monitor, which asks 2000 Australians each month which brands they trust and which they distrust."*

## Most Trusted Brand for Travel & Tourism: **Virgin Australia**



**Picture:** Roy Morgan CEO, Michele Levine, presents the 'Most Trusted Travel & Tourism Brand' Award for 2023 to **Virgin Australia's** Marketing Head of Retail and Growth, Katya Abramzon.

Qantas led the way on trust for years however, mounting troubles experienced throughout the year with significant disruptions and reduction in customer service quality saw its brand and reputation built up over decades, facing damaging levels of toxic distrust.

Last year's second placed and consistently fierce rival to Qantas, **Virgin Australia**, was able to garner trust through reliability and responsiveness, earning it the title of Most Trusted Travel & Tourism brand for 2023. Other airlines to be rated on their trustworthiness in the last year included Air Asia, Air France, Air New Zealand, Cathay Pacific, Emirates, Emirates, Japan Airlines, Jetstar, Singapore Airlines, Thai Airways, Tiger Airways and United Airlines as well as hotels such as Accor Hotels, Hilton Hotels and Wyndham Hotels & Resorts.

Other brands mentioned included airplane manufacturer Boeing and travel agent, review, booking services such as Booking.com, Expedia, Hotels.com, Flight Centre, Lonely Planet, Scenic Travel Agency, Trip Advisor, Trivago and Webjet as well as car/ accommodation hire companies Airbnb, Avis and Hertz. Also in this category are Avalon cruises, Intrepid Travel, Princess Cruises and space exploration company SpaceX.

Some of the positive comments from Australians about why they trust **Virgin Australia** were "I have flown **Virgin** ever since they arrived in Australia, they are always open and honest with me, even with flight delays the line of communications are open." and "**Virgin** is a good airline employing Australians, they have budget fares, and their planes are modern... they look after their staff and treat them fairly."



## Most Trusted Brand for Food & Beverage: **Cadbury**



**Picture:** Roy Morgan CEO Michele Levine presents the 'Most Trusted Food & Beverage Brand' Award for 2023 to **Cadbury** Marketing Manager Australia and New Zealand, Stephanie Palayan.

Australia's most trusted brand in Food & Beverage is well-known chocolate manufacturer **Cadbury** which is these days a subsidiary of multinational food and beverage company Mondelez. **Cadbury** emerged ahead of cereal and vegetarian product producer Sanitarium and cereal and breakfast snack manufacturer Uncle Tobys.

**Cadbury** has been the most trusted brand in Food & Beverage since moving up the rankings early in 2020 and taking the top position previously held by Arnott's.

Some of the positive comments from Australians about why they trust **Cadbury** were "I've grown up with the brand and still love their products. Their products are made in Australia. Their chocolate is so much smoother than all the other brands on the market." and "**Cadbury** is a traditional company that provides quality products that you can rely on every time."

**Cadbury:** "Exciting news! [#Cadbury](#) has been named Australia's Most Trusted Food Brand by Roy Morgan again for 2023!"

"This achievement is testament to the hard work and dedication of our incredible team, and the love and trust Australians have placed in Cadbury for more than 100 years. [#SnackingMadeRight](#)"

There was a large field of brands for **Cadbury** to overcome to emerge as the winner in the Food & Beverage category with over 80 brands providing the competition including a2 Milk, Arnott's, Barilla, Bega, Ben & Jerry's, Bickfords, Birdseye, Brownes Dairy, Bulla, Bundaberg, Carman's, Coca-Cola Amatil, Cottees, Dairy Farmers, Darrell Lea, Devondale, Dilmah, Edgell, Farmers Union, Golden Circle, Haigh's Chocolates, Harvey Fresh, Heinz, Hills, John West, Kellogg's, Kraft, Lindt, Maleny Dairies, Mars Foods, Masterfoods, Mayvers, McCain, Nescafe, Nespresso, Nestle, Norco, Pedigree, Pepsi/Pepsico, Pura Milk, Schweppes, Smith's Chips, SPC, Sun Rice, Tassal, Tip Top, Twinings, Vegemite and Weet-Bix.

Amongst the 80 brands in this category there were also pre-prepared food and quick service restaurants to compete with such as Baker's Delight, Boost Juice, Burger King, Domino's Pizza, Gloria Jean's, Grill'd, Guzman y Gomez, Hello Fresh, Hungry Jack's, KFC, Krispy Kreme, Lite n' Easy, McDonald's, Muffin Break, Nando's, Pizza Hut, Red Rooster, Starbucks, Subway and Zambrero.

In addition, there were well-known alcohol brands including Carlton & United Breweries, Coopers Brewery, Lion, Tooheys, Wild Turkey and Treasury Wine Estates as well as other Food and Beverage brands including Baiada, Cargill, Graincorp, Cargill, Parmalat and Thomas Foods International.

**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 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 to leading brands for the 12 months to June 2023 and all the 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'. 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.

The Roy Morgan Risk Monitor collects insights on trust and distrust from around 25,000 Australians each year, or around 2,000 Australians each month. Respondents are asked which companies they trust, and why, and which companies they distrust, and why. The survey is specially designed to be open-ended and context-free, i.e. unprompted. In any one year, a company must be nominated by at least 20 Australians to be included in rankings used in the Roy Morgan Trusted Brand Awards.

### **Need to know what is driving your trust and distrust?**

The Roy Morgan Risk Monitor is an ongoing survey based on over 2000 interviews each month since 2018 to measure levels of trust and distrust in more than 900 brands across 26 sectors.

Roy Morgan Risk Monitor data is 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, comparison to rankings from a year ago, and examples of reasons Australians trust and distrust key brands view the [latest 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



## Trust and Distrust is monitored for the following ranked brands:

### Automotive

Ford, Holden, Honda, Hyundai, Kia, Mazda, Mercedes Benz, Mitsubishi, Nissan, Subaru, Toyota, Tesla, Uber, Volkswagen

### Banks

ANZ, Bank Australia, Bank of Queensland, BankSA, Bankwest, Bendigo Bank, CBA, Citibank, Great Southern Bank / CUA, Heritage Bank, HSBC, ING, Macquarie Bank, ME Bank, NAB, People's Choice Credit Union, St George, Suncorp, Teachers Mutual Bank, ubank, Westpac

### Charities

Cancer Council, Greenpeace, Red Cross, RSPCA, Smith Family, St Vincent de Paul, The Salvation Army / Salvos, World Vision

### Chemical & Pharmaceutical

CSL, Moderna, Monsanto, Pfizer

### Consumer Products

Adidas, Body Shop, Bonds, Bosch, Colgate Palmolive, Cotton On, Country Road, Dove, Dyson, EA, Johnson & Johnson, Kathmandu, Lego, LG, Lush, Miele, Nike, Nintendo, Patagonia, Samsung, Sony, Sukin, Thankyou, Unilever, Who Gives A Crap

### Food & Beverage

Arnot's, Bega, Cadbury, Coca Cola Amatil / Coke, Domino's Pizza, Hungry Jacks, Kellogg's, KFC, McDonalds, Nestle, Sanitarium, Subway, Uncle Toby's

### Gambling

Crown casinos, Sportsbet, TABCorp

### Government Services

ATO / Australian Tax Office, Centrelink, CSIRO, Federal Government, Medicare, Reserve Bank of Australia, State Government

### Insurance

AAMI, AHM, Allianz, APIA, Budget Direct, Bupa, GIO Insurance, HBF, HCF, Medibank Private Limited, NIB Health Funds, NRMA, QBE Insurance, RAA, RAC, RACQ, RACT, RACV, Teachers Health Fund, Youi

### Media

ABC, Channel 10, Channel 7, Channel 9, Disney, Fairfax Media, Fox, Foxtel, Google, Herald Sun, Netflix, NewsCorp, SBS, Sky news, Spotify, Sydney Morning Herald (SMH), The Age, The Guardian

### Mining & Petroleum

Ampol/Caltex, BHP, BP, Bravus / Adani, Exxon, Fortescue Metals, Hancock Prospecting, Rio Tinto, Santos, Shell, Woodside Petroleum

### Non-Bank Financial Services

Afterpay, American Express / AMEX, AMP, Australian Ethical, AustralianSuper / AusSuper, Latitude Financial, PayPal, Qsuper, Vanguard

### Political Parties / Entities

ALP / Labor Party, Liberal Party

### Real Estate / Property Developers

Ray White, Lendlease

### Retail

Amazon, Big W, Bunnings, BWS (Liquor), Catch Of The Day, Chemist Warehouse, Costco, Dan Murphy's, David Jones, eBay, Harris Scarfe, Harvey Norman, IKEA, JB Hi-Fi, Kmart, Kogan, Mecca / Mecca Max / Mecca Maxima, Mitre 10, Myer, Officeworks, Petbarn, Priceline, Rebel Sport, Reject Shop, Shein, Specsavers, Spotlight, Target, The Good Guys, The Iconic, Westfield, Wish

### Services

Australia Post, Choice, Flying Doctor Service, PwC, Wesfarmers

### Social Media

Facebook / Meta, Instagram, TikTok, Twitter / X, YouTube

### Supermarkets / Convenience Stores

7 Eleven, ALDI, Coles, Drakes Supermarket, Foodland, IGA, Woolworths

### Technology

Apple, Atlassian, Dell, HP Packard, Microsoft

### Telecommunications

Amaysim, Aussie Broadband, Dodo, Huawei, iiNet, Optus, Telstra, TPG, Vodafone

### Travel & Tourism

Flight Centre, Jetstar, QANTAS, Virgin

### Utilities

AGL, Alinta Energy, Energy Australia, Ergon Energy, Origin Energy, Red Energy, Simply Energy, Synergy