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## ALDI now most trusted brand in Australia

Supermarket brand ALDI is now the most trusted brand in Australia with improvements in ALDI's Net Trust Score lifting the supermarket retailer from third to first in the latest Roy Morgan *Net Trust Score* survey.

Conducted by Roy Morgan the latest survey reveals ALDI has come in just ahead of insurer NRMA with Bendigo Bank, Qantas and Bunnings also performing well in the latest survey.

The survey reveals that Qantas has fallen from its number-one spot as Australia's most trusted brand to fourth position.

ALDI's main supermarket rivals Woolworths and Coles are rated highly when considering trust but fell behind ALDI on Net Trust Score (NTS) due to their much higher levels of distrust.

Despite ALDI's strong performance with the top NTS of any brand, supermarkets as a category have a minus NTS falling behind other industries such as Automotive, Consumer Product Brands, Travel, and Technology.

According to Roy Morgan CEO Michele Levine, the importance of trust to a brand's sustainable future is increasingly recognised as a key metric and "Nowhere is a high level of trust more important than when it comes to the provision of the food we eat," she said.

"The success of ALDI's entrance to the Australian market has been built not only on discount prices but also a reputation for reliability and meeting the needs of consumers.

"ALDI's ability to excel at its core competencies has built a level of trust in the Australian market without at the same time attracting the degree of distrust seen by its rivals.

"Measuring trust alone is never enough – we need to measure distrust and then subtract it from trust to reveal the accurate health of a brand.

"Although ALDI's larger rivals both have high levels of trust, it is the number of Australians who express distrust in the two market leaders that they should be worried about.

"To rise to meet the challenge presented by ALDI, and other newer entrants into grocery category such as Amazon Fresh, Costco and Kaufland, traditional market leaders Coles and Woolworths need to develop strategies to reduce their growing levels of distrust," she said.

Top brands in Australia ranked by positive NTS:

1. ALDI
2. NRMA
3. Bendigo Bank
4. Qantas
5. Bunnings
6. Kmart
7. ABC Network
8. IGA
9. Australia Post
10. ING

Important drivers of *trust* include reliability, customer focus, knowledgeable staff, ease of contact and previous good experiences with the company, in addition to other key performance indicators.

Whereas drivers of brand *distrust* revolve around perceptions of self-centredness, greed, and dishonest and deceitful business practices. Drilling into the data reveals several examples that fit into these broader definitions.

### **Why is distrust so important?**

According to Ms Levine:

- Distrust triggers customer churn
- Distrust kills critical customer engagement
- Distrust kills supplier engagement
- Distrust is the tipping point for reputational damage
- Distrust is the bellwether for an unsustainable future

The Roy Morgan Net Trust Score - Topline Brands Report is available on the online store [here](#).

### **THE SURVEY**

- We asked approximately 4,000 Australians which BRANDS they TRUST and which they DISTRUST
- To date, we have conducted 4 rounds:
  - October 2017
  - January 2018
  - February 2018
  - April 2018
- The survey was unprompted and open ended (quantitative + qualitative)
- Respondents were recruited from the Roy Morgan Single Source database (>600,000)
- We took the trust score of each nominated brand and subtracted the distrust score
- The result is a Net Trust Score – **NTS**
- Respondents were also asked **WHY** they trust or distrust nominated brands

### **MORE INFORMATION**

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