

THE TRUST REPORT 2013

WHO AUSTRALIANS MOST TRUST

While the confidence that Australians have in their politicians is at a low ebb, it's not a lack of trust in what they do as much as why they do it and what they say that are the biggest issues.

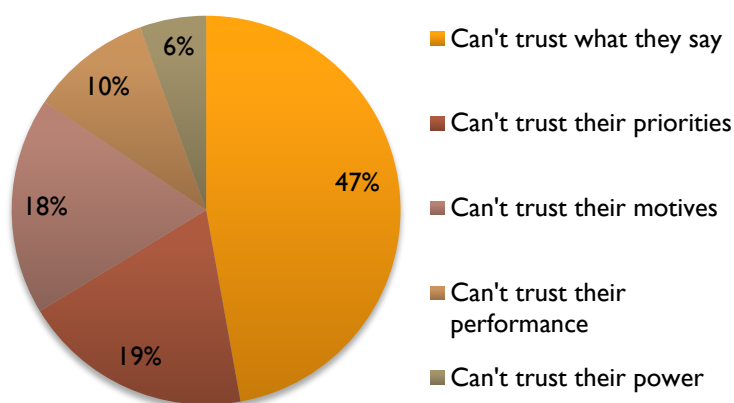
A recent McCrindle Study surveying 568 Australians from June 12 to 20, 2013, gives insight on the latest perceptions held by Australians towards their political leaders.

DISTRUST CAUSED BY LACK OF TRUTH AND TRANSPARENCY

The largest percentage of Australians (47%) say that their main reason for distrust of public figures and national leaders is linked directly to a lack of **truth and transparency**. While distrust of **priorities**, such as focusing on short-term outcomes as opposed to working towards long-term community good is seen by 1 in 5 Australians (19%) as the main source of political distrust,

Australians at large place a greater value on the truthfulness and honesty of their leaders. The **motives** of public figures and national leaders are also distrusted by Australians, with 1 in 5 (18%) sceptical that leaders are motivated by personal gain and benefits.

What would be the main reason that you distrust public figures or national leaders?



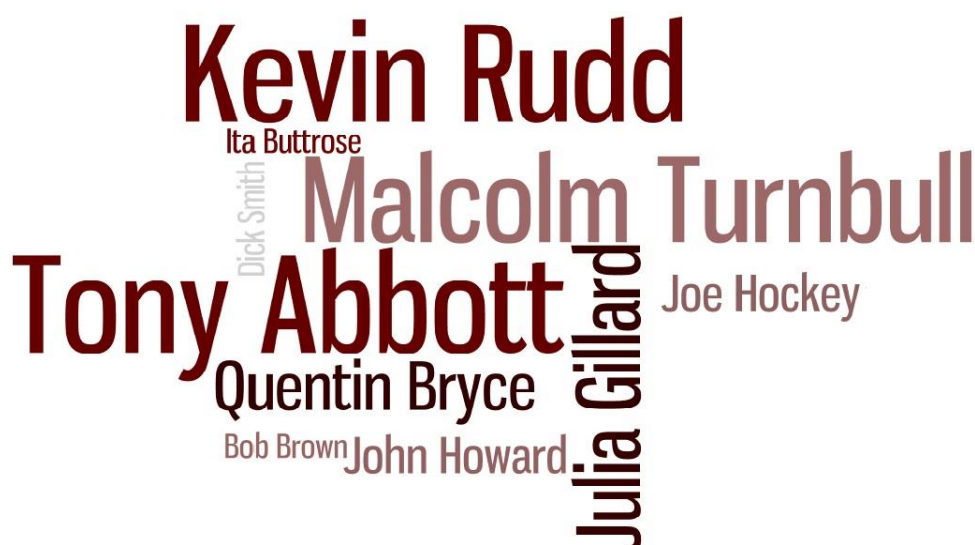
THE TRUTH BLAME OF DISTRUST GREATEST IN QUEENSLAND AND THE ACT

When asked to give reason for their political distrust, Queenslanders and ACT residents had the highest percentage of respondents who blamed a lack of **truth and transparency** as the chief factor, with 55% of residents giving this response, compared to 47% of Australians nationally.

GEN Y LESS LIKELY TO BLAME TRUTH FOR DISTRUST THAN GEN XERS AND BABY BOOMERS

Generation Y, those aged between 19 and 33, have less suspicions about the truthfulness of politicians than do Gen Xers and Baby Boomers. Compared to the 54% of Baby Boomers and 46% of Gen Xers who stated that their main reason for political distrust is a lack of truth and transparency, only 41% of Gen Ys were of the same opinion.

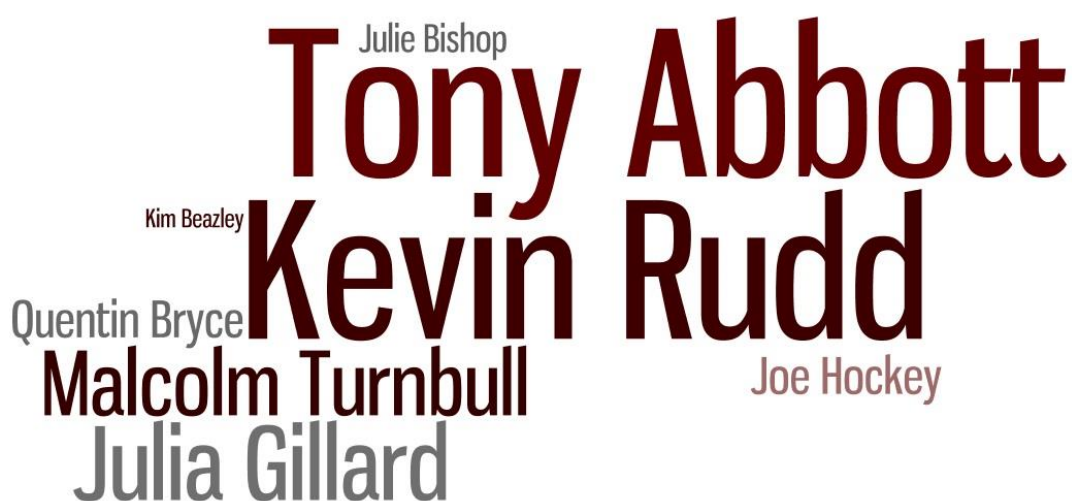
MOST TRUSTED LEADERS



When asked in an open-ended response to name the Australian public figure or national leader **who they most trust**, Australians named the following leaders, with size depicting a leader's ranking. Tony Abbott and Kevin Rudd came out on top, tying for most trusted spot. The Top 5 Most Trusted Leaders are as follows:

1. Tony Abbott (tie)
1. Kevin Rudd (tie)
3. Malcolm Turnbull
4. Julia Gillard
5. Quentin Bryce

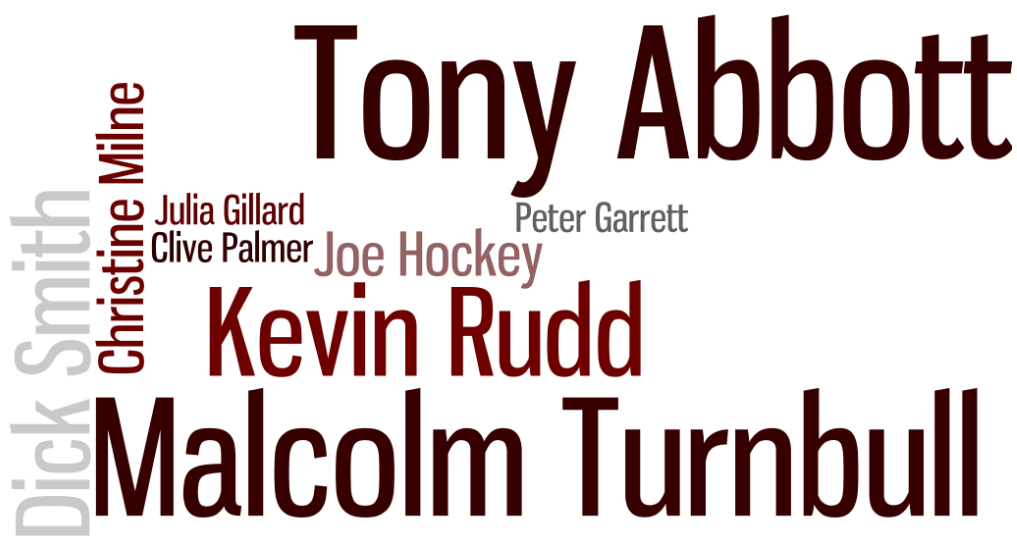
MOST RESPECTED LEADERS



When asking Australians to name the current political or national leader **who they most respect**, results are surprisingly similar, with Tony Abbott and Kevin Rudd again coming out on top and Julia Gillard and Malcolm Turnbull close behind:

1. Tony Abbott
2. Kevin Rudd
3. Julia Gillard
4. Malcolm Turnbull
5. Quentin Bryce (tie)
5. Joe Hockey (tie)

MOST INNOVATIVE THINKER



Innovative thinkers are able to produce change by modifying traditional established methods of operation and transforming them with new ideas and ingenuity. The **top innovative thinkers** on the Australian political leadership scene as voted by Australians are as follows:

1. Tony Abbott
2. Malcolm Turnbull
3. Kevin Rudd
4. Dick Smith
5. Christine Milne

WHERE AUSTRALIANS GO WHEN SEEKING TRUSTED ADVICE

When choosing whom to trust for advice, Aussies are more likely to seek out a close friend, their doctor, a technical expert, an academic, and even their boss over a government leader. In fact, 1 in 4 Australians (26%) report that it is not at all likely that they would seek advice from government officials or regulators, whereas only 4% of Australians would avoid seeking advice from a close friend/family member or an experienced practitioner.

Australians receive advice from those they have a relational connection with, followed by those who have experience in a given subject matter, and those who have the skills and expertise to comment

wisely. 2 in 3 Australians (67%) would be very or extremely likely to take advice from an experienced practitioner, with almost as many (64%) learning first and foremost from friends or relatives.

MOST TRUSTED:

1. Family or friend
2. Experienced practitioner
3. Technical expert

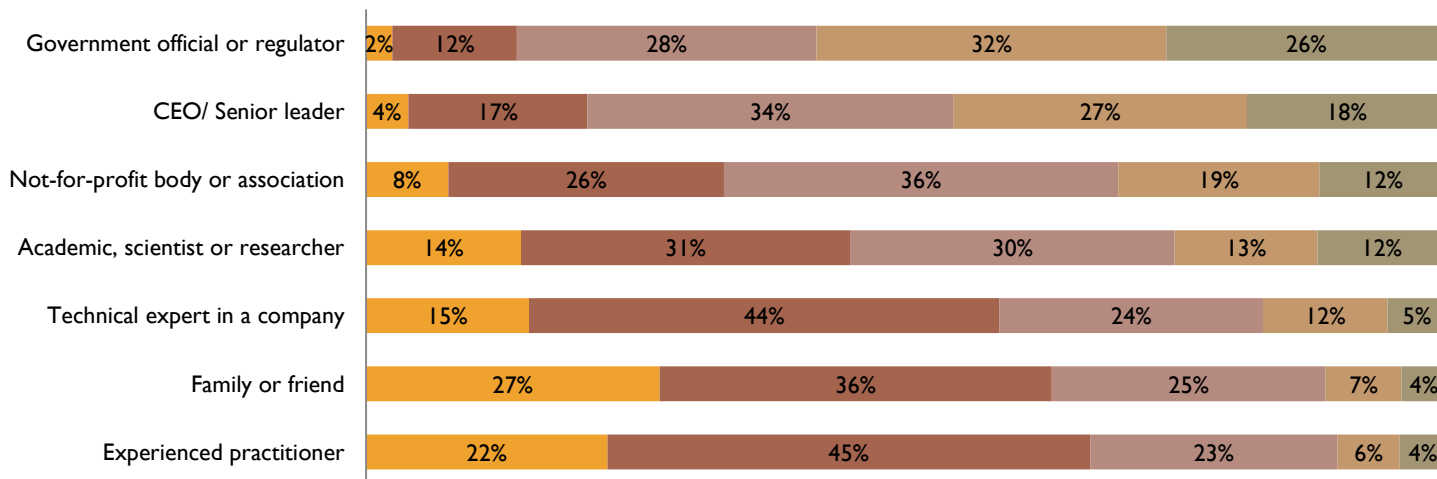
LEAST TRUSTED:

1. Government official or regulator
2. CEO/Senior leader
3. Not-for-profit body or association

In fitting with the Australian culture, there is a down-to-earth 'fair-dinkum' attitude that influences who Australians trust. It's the relational, more than the positional, aspects that determine who we would most likely take advice from. Such is the practical attitude that drives Australians, above all they look for experience and evidence in their advisors rather than power or position.

How likely is it that you would seek the trusted advice of the following people?

Extremely likely Very likely Somewhat likely Slightly likely Not likely at all



ADVICE ACROSS THE GENERATIONS

The older the individual, the more likely they are to seek out the trusted advice of an experienced practitioner. While 62% of Gen Ys are very or extremely likely to seek out the advice of someone with experience in a field, this percentage rises to 66% for Gen Xs, 70% for Baby Boomers, and 81% for the Builder Generation.

NATIONAL IDENTITY TRUMPHS ALL OTHER GEOGRAPHIC IDENTITIES

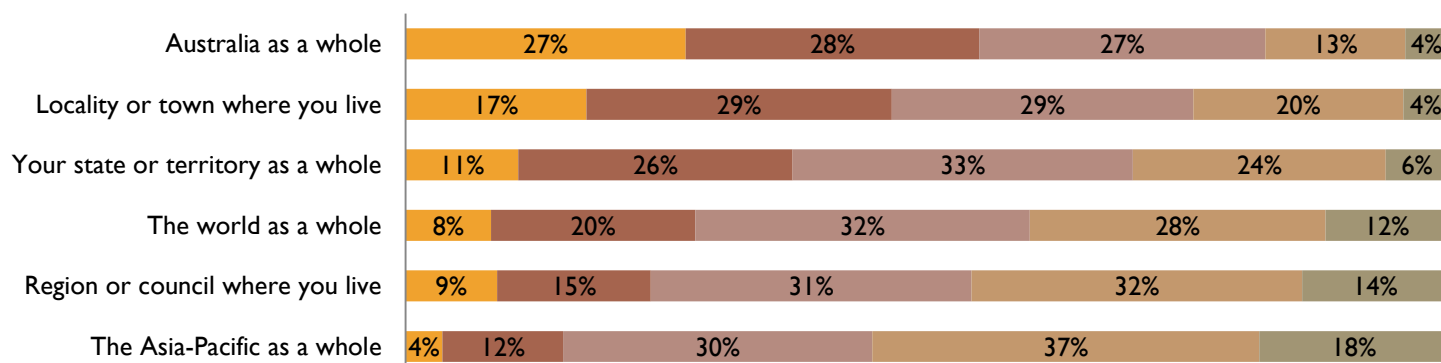
Research shows that Australians have a greater sense of national identity than regional identity, local identity, and even global identity. When asked how strongly they connect and identify with a range of geographic and political areas, over half of Australians (55%) connected extremely or very strongly to Australia as a whole, whereas only 46% of Australians expressed this same strength of connection to their locality or town, and 37% expressed this same strength when it came to their state and territory.

According to rank, Australia's **strength of identity and connection to geographic and political areas** is as follows:

1. Australia as a whole (1.0)
2. Our locality or town (1.25)
3. Our state or territory (1.48)
4. Our region or council (1.76)
5. The world as a whole (1.87)
6. Asia-Pacific as a whole (2.15)

How strongly would you say you connect and identify with the following geographic areas?

■ Extremely strong connection
 ■ Very strong connection
 ■ Fairly strong connection
■ Slight connection
 ■ No connection at all



"These findings are fascinating and show that the Australian's primary identity is being 'Australian' at a national level, far more than any state allegiance," says social researcher Mark McCrindle. "There is more of a connection with even their local area than at the state level."

"Australians therefore connect strongly both nationally and locally, but not globally nor regionally. In fact, there is almost no identification with the 'Asia-Pacific' region, nor 'The Pacific,' 'Australasia,' 'Greater Southeast Asia,' or 'Oceania.' Less than 1 in 6 expressed a passionate connection to our broader geographical region."

ABOUT THIS STUDY: This research was conducted by McCrindle Research in June 2013 based on a nationwide study of 586 respondents. **For more information or media comment contact Eliane Miles** eliane@mccrindle.com.au or via 02 8824 3422.

STUDY DEMOGRAPHICS

DEMOGRAPHICS	This survey #	This survey %	National % of population aged 18-100
AGE			
18	3	1%	GEN Z 1.7%
19-33	149	26%	GEN Y 27.9%
34-48	180	32%	GEN X 26.8%
49-67	194	34%	BOOMERS 29.0%
68+	41	7%	BUILDERS 14.6%
TOTAL:	568	100%	100%
STATE			
NT	0	0%	1.0%
ACT	11	2%	1.6%
TAS	15	3%	2.3%
WA	32	6%	10.4%
SA	37	7%	7.3%
QLD	78	14%	20.3%
VIC	155	27%	24.9%
NSW	240	42%	32.2%
TOTAL	568	100%	100%
GENDER			
Male	185	33%	50%
Female	384	67%	50%
TOTAL	569	100%	100%