

**BELIEVABILITY**

**INDEX 2026**

**AUSTRALIA**

# THE POWER OF PROOF

In a fragmented truth environment, believability is now commercial currency.

**Ogilvy**

## THE SILENT MAJORITY

### Silent disengagement

96%

Change behaviour

92%

Silently disengage

58%

Stop purchasing

39%

Find out more before deciding

29%

Become more wary and suspicious

22%

Simply avoid the brand's content

## WHY AUSTRALIANS

### ABANDON BRANDS

38%

Product or service didn't deliver on what was promised

25%

Unresponsive when an issue was raised

24%

Poor business ethics

24%

Brand handled an issue or mistake poorly

21%

Exaggerated or misleading brand communications

16%

Greenwashing or misleading sustainability claims

## PRODUCT FAILURE AS AN EXIT

### TRIGGER – BY GENERATION

#### IN AUSTRALIA

42% BABY BOOMERS

41% GEN X

37% MILLENNIALS

29% GEN Z

83% Say lost belief can be regained

12% Say it is lost forever

### BELIEF CAN BE RESTORED

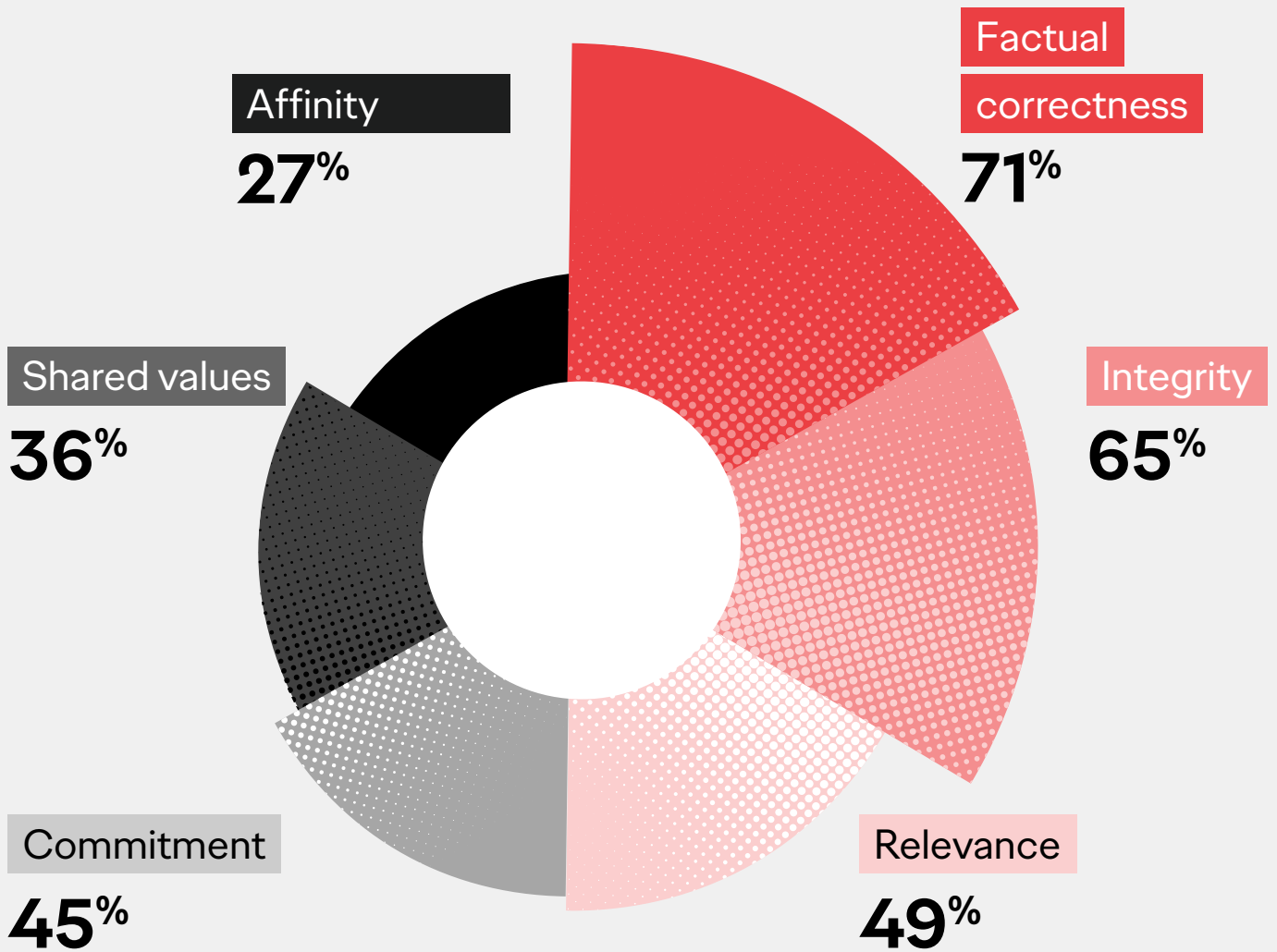
GEN Z 93%

MILLENNIALS 87%

GEN X 81%

BABY BOOMERS 73%

## FACTUAL CORRECTNESS IS AUSTRALIA'S TOP BELIEVABILITY ATTRIBUTE



## MEASURE YOUR BELIEVABILITY

### Ogilvy's Believability Diagnostic Tool powered by WPP Open

Identify where disbelief is forming before it becomes customer churn, reputational damage or lost revenue.

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#### Request to download

the Believability Index 2026 report:  
[www.ogilvypr.com.au/insights](http://www.ogilvypr.com.au/insights)

**Source:** Ogilvy Believability Index 2026 – APAC, conducted with YouGov.

**Sample:** 7,176 adults across 7 markets including Australia, Hong Kong SAR, Indonesia, Malaysia, Mainland China, Singapore and The Philippines.

**Fieldwork:** 22<sup>nd</sup> April– 4<sup>th</sup> May 2026. Conducted online.

**Data weighted to represent national or online adult populations aged 18+ in each market.**