

Australian
**Reader's
Digest**

Australia's
**Most
Trusted**

Prepare to be surprised: the results are in from our annual survey on the people and brands **you really trust**

Australia's 100 most trusted list

1. **Dr Fiona Wood**, burns specialist and 2005 Australian of the Year
2. **Professor Ian Frazer**, cancer researcher and 2006 Australian of the Year
3. **Professor Barry Marshall**, medical researcher and Nobel laureate
4. **Princess Mary of Denmark**, formerly Mary Donaldson of Tasmania
5. **Dr Harry Cooper**, TV veterinarian, *Harry's Practice*
6. **Ian Kiernan**, founder, Clean Up Australia
7. **Olivia Newton-John**, actress and singer
8. **Ernie Dingo**, TV presenter, *The Great Outdoors*
9. **The Wiggles**, children's entertainers
10. **Andy Thomas**, astronaut
11. **Dr Karl Kruszelnicki**, author, TV and radio science commentator
12. **Dick Smith**, adventurer, entrepreneur and philanthropist
13. **Dawn Fraser**, swimmer and former Olympian
14. **Rolf Harris**, TV personality, artist and singer
15. **Grant Hackett**, swimmer
16. **Queen Elizabeth II**
17. **John Farnham**, singer
18. **John Wood**, actor, *Blue Heelers*
19. **Mel Gibson**, actor and director
20. **Patrick Rafter**, retired tennis player
21. **Sigrid Thornton**, actress
22. **Peter Cosgrove**, retired chief of the Australian Defence Force
23. **John Williamson**, singer
24. **David Koch**, finance expert and TV host, *Sunrise*
25. **Michael Caton**, actor and TV host, *Hot Property*
26. **Lisa McCune**, actress
27. **Ricky Ponting**, captain, Australian cricket team
28. **Ian Thorpe**, swimmer
29. **Geoffrey Rush**, actor
30. **Marcia Hines**, singer and judge, *Australian Idol*
31. **Nicole Kidman**, actress
32. **Bryce Courtenay**, author
33. **Andrew Denton**, TV host, *Enough Rope*
34. **Cate Blanchett**, actress
35. **Steve Waugh**, cricketer
36. **Reverend Tim Costello**, chief executive, World Vision Australia
37. **Delta Goodrem**, singer and actress
38. **Jamie Durie**, TV host, *Backyard Blitz*
39. **Eric Bana**, actor
40. **Tom Williams**, TV presenter, *The Great Outdoors*
41. **Jennifer Hawkins**, Former Miss Universe and TV presenter, *The Great Outdoors*
42. **Sarah O'Hare**, model and charity spokesperson and patron
43. **Rove McManus**, TV host, *Rove Live*
44. **Cathy Freeman**, runner and former Olympian
45. **Elle Macpherson**, model, entrepreneur and lingerie designer
46. **Bert Newton**, TV host, *Bert's Family Feud*
47. **Ray Martin**, journalist and TV host
48. **John Eales**, former rugby union captain
49. **Kylie Minogue**, singer
50. **Thomas Keneally**, author
51. **Jessica Rowe**, TV host, *Today*
52. **Megan Gale**, model, actress and TV presenter
53. **Tim Winton**, author
54. **Michael Jeffrey**, Governor-General
55. **Naomi Watts**, actress
56. **Missy Higgins**, singer
57. **Greg Norman**, golfer
58. **Keith Urban**, singer
59. **Murray Gleeson**, Chief Justice of the High Court of Australia
60. **Steve Irwin**, TV host, *Crocodile Hunter*
61. **Daryl Somers**, TV host, *Dancing With the Stars*
62. **Dr Philip Nitschke**, doctor and euthanasia campaigner
63. **Collette Dinnigan**, fashion designer
64. **Harry Kewell**, soccer player
65. **Bec Cartwright**, actress and wife of Lleyton Hewitt
66. **Graeme Samuel**, chairman, Australian Competition and Consumer Commission (ACCC)
67. **Heath Ledger**, actor
68. **Simone Warne**, estranged wife of Shane Warne and contestant, *Dancing With the Stars*
69. **Jackie O**, radio presenter and TV host
70. **Peter Garrett**, ex-Midnight Oil singer and federal MP
71. **Gerry Harvey**, business mogul
72. **Janette Howard**, wife of Prime Minister
73. **Eddie McGuire**, former TV host and Nine Network CEO
74. **Ian MacFarlane**, governor, Reserve Bank of Australia
75. **Lleyton Hewitt**, tennis player
76. **Russell Crowe**, actor
77. **Cardinal George Pell**, Catholic Archbishop of Sydney
78. **James Packer**, media executive
79. **John Laws**, radio presenter
80. **Lachlan Murdoch**, media executive
81. **Lindy Chamberlain-Creighton**, mother of missing infant
82. **Alan Jones**, radio presenter
83. **Kyle Sandilands**, radio personality and judge, *Australian Idol*
84. **John Howard**, Prime Minister
85. **Rupert Murdoch**, media mogul
86. **Bob Hawke**, former Prime Minister
87. **Jeff Kennett**, businessman and former Premier of Victoria
88. **Bob Brown**, federal senator and leader of the Australian Greens
89. **Alexander Downer**, federal Minister for Foreign Affairs
90. **Malcolm Turnbull**, businessman and Liberal MP
91. **Kim Beazley**, leader of the federal Labor Party
92. **Tony Abbott**, federal Minister for Health and Ageing
93. **Peter Costello**, federal Treasurer
94. **Barnaby Joyce**, Queensland National Party senator
95. **Schapelle Corby**, convicted drug smuggler
96. **Paul Keating**, former Prime Minister
97. **Amanda Vanstone**, federal Minister for Immigration and Multicultural Affairs
98. **Sol Trujillo**, Telstra CEO
99. **Shane Warne**, cricketer
100. **Mark Latham**, former federal Labor Party leader

PROFESSIONS

THE TOP 30

1. Ambulance officers
2. Firefighters
3. Pilots
4. Nurses
5. Pharmacists
6. Doctors
7. Police officers
8. Teachers
9. Dentists
10. Bus/train drivers
11. Childcare providers
12. Hairdressers
13. Chiropractors
14. Judges
15. Personal trainers
16. Accountants
17. Religious ministers/priests
18. Domestic cleaners
19. Builders
20. Taxi drivers
21. Financial planners
22. Lawyers
23. CEOs
24. On-the-street donation collectors
25. Journalists
26. Real estate agents
27. Psychics
28. Car salesmen
29. Politicians
30. Telemarketers

BRANDS

THE TOP 25

1. Cadbury
2. Panadol
3. Colgate
4. Qantas
5. Nokia
6. Sony
7. Dairy Farmers
8. Kellogg's
9. Nestlé
10. Peters
11. Bunnings
12. Woolworths
13. Big W
14. Streets
14. = Coles
16. Arnott's
17. Schweppes
17. = Target
19. Sanitarium
19. = Kmart
21. Uncle Tobys
22. Panasonic
22. = Gillette
22. = Canon
25. Kraft

RELATIONSHIPS

THE TOP 12

1. Your Partner
2. Your Children
3. = Your Best Friend
3. = Your Mother
5. Your Father
6. Your Siblings
7. Your Father-in-law
8. Your Mother-in-law
9. Your Cousins
10. Your Co-workers
11. Your Boss
12. Your Neighbours