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## **MEDIA RELEASE**

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### **WHO DO WE TRUST, AUSTRALIA?**

Australia may be hooked on pop culture but it's the stars of the medical world that have topped the list of the country's most trusted people according to a national survey released by **Australian Reader's Digest today (May 23)**. Politicians, media moguls and CEOs are at the bottom of the list.

Asked to rank the people, professions, relationships and brands they trust the most, Australians put burns specialist and mother of six, *Dr Fiona Wood*, at the top of a list of 100 prominent individuals for the second year running. She was followed closely by 2006 Australian of the Year, *Professor Ian Frazer* - the Queensland instrumental in developing a vaccine to prevent cervical cancer, and Nobel Prize winner *Professor Barry Marshall*, who co-discovered the bacteria that cause stomach ulcers.

Among those joining these three eminent Australians as the nation's 20 most trusted people are: Princess Mary; celebrity vet, Dr Harry Cooper; Founder of Clean Up Australia, Ian Kiernan; singer, Olivia Newton-John; NASA astronaut, Andy Thomas; entertainers, The Wiggles and Rolf Harris; swimming greats Dawn Fraser and Grant Hackett; Gold Logie winner, John Wood and retired tennis player Pat Rafter.

Commenting on the Reader's Digest list, Professor Ian Frazer said: "To be regarded as one of Australia's most trusted people is a great responsibility. I'm delighted and intrigued that three medical researchers are amongst the top five on the list - I hope we can continue to earn the trust of the Australian community through our work."

At the other end of the trust scale former Labor leader Mark Latham unseated Federal Minister Amanda Vanstone at the bottom, along with Shane Warne and new guy on the block Telstra chief Sol Trujillo. Joining them are the nation's political leaders, media moguls and personalities including television and radio presenter, Kyle Sandilands, as well as the controversial Shapelle Corby, convicted of drug smuggling in Indonesia.

Compared to last year, Nicole Kidman, Kylie Minogue, James Packer and Queen Elizabeth II -whose ranking jumped 39 places - all moved up the trust scale. Others though, including Ian Thorpe, Steve Waugh and Bec Cartwright saw their trust rankings shift downwards.

According to Allan Pease, an international expert in body language and human behaviour Thorpe's decision to pull out of the Commonwealth Games may have tipped the trust scales against him: "He was genuinely sick, but the Australian approach is to soldier on regardless."

As for Packer, Pease said: "Usually, he doesn't seem to have much in common with the ordinary Australians. But when his dad died, we identified with his sorrow. It made him more like the rest of us."

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Profession wise, Australian's ranked *ambulance officers* as the most trusted profession out a field of 30 for the 4<sup>th</sup> year running along with *firefighters* (2), *pilots* (3) *nurses* (4) and *pharmacists* (5). The survey also revealed that Australians trust their hairdressers and personal trainers more than religious ministers and priests and that the nation's CEOs are now less trusted than domestic cleaners and taxi drivers.

In a survey first, politicians moved from the bottom place but continue to rank, along with journalists, real estate agents, psychics, car salesman and telemarketers - a new addition to this year's list and the profession ranked last - as Australia's least trusted professions.

Commenting on the overall results, Tom Moore, Editor in Chief at Reader's Digest said:  
"It's pretty clear that many of the nation's most trusted individuals and professions share a generosity of spirit. They are perceived to have contributed something good to society, and make Australians proud. While those with a low trust ranking are perceived to be motivated more by self-interest."

Tom Moore also believes the survey throws the spotlight on Australian's dominant pop culture:  
"While author Thomas Kenneally has achieved widespread international fame, 32 per cent of survey respondents didn't know who he was compared to only five per cent who didn't know singer and Australian Idol judge, Marcia Hines."

This year for the first time, respondents were also to rate their level of trust in 12 relationships. Partners are the clear winners here, mothers and friends rank equally and neighbours rank at the bottom of the list.

Social demographer, author and partner at KPMG, Bernard Salt, commented: "This is fortress Australia, where the home has become a cocoon - a place unto itself. Unlike a generation ago, neighbours aren't within our 'intimate orbit' anymore and we now trust our bosses more."

In the brand sector of the survey, Cadbury took the top spot for the third consecutive year, as Australia's most trusted brand followed by Panadol, Colgate, Qantas and Nokia. Australians also trust drinking Schweppes, eating Subway, playing a Sony, shopping at Bunnings, driving a Toyota, washing with Westinghouse, printing out with Canon, communicating with Optus and banking with ING.

Amanda Young, Executive Director of the Australian Centre for Retail Studies commented:  
"We have greater trust in brands that evoke positive memories over a long period of time and that constantly do what we need them to do."

***Survey results are featured in the June issue of Australian Reader's Digest on sale 24 May 2006 or can be viewed online at [www.readersdigest.com.au](http://www.readersdigest.com.au)***

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#### **Notes to Editors**

Independent market research company The Leading Edge surveyed a statistically representative sample of adult Australians on behalf of Reader's Digest in two separate 'waves'. Wave 1 was conducted between 24 January and 5 February 2006 and 751 respondents were asked to rank 137 brands. Wave 2 was conducted between 16 and 21 March 2006. A total of 750 respondents were asked to rank 100 individuals, 30 professions and 12 relationships. The research was conducted by computer aided web interviewing. This is the sixth year Reader's Digest has conducted this survey.

**To arrange an interview with Tom Moore, Bernard Salt or Amanda Young or for more information please contact Ellie Carew on (02) 9400 5664 or 0427 236 533**

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

( ) indicates rank last year

Source: Australian Reader's Digest

## TRUSTED PROFESSIONS and TRUSTED RELATIONSHIPS

PROFESSIONS	Rank	PROFESSIONS continued	Rank		Relationships	Rank
Ambulance Officers	1	Accountants	16		Your Partner	1
Firefighters	2	Religious Ministers/Priests	17		Your Children	2
Pilots	3	Domestic Cleaners	18		Your Best Friend	3=
Nurses	4	Builders	19		Your Mother	3=
Pharmacists	5	Taxi Drivers	20		Your Father	5
Doctors	6	Financial planners	21		Your Siblings	6
Police Officers	7	Lawyers	22		Your Father-in-law	7
Teachers	8	CEOS	23		Your Mother-in-law	8
Dentists	9	On the Street Donation Collectors	24		Your cousins	9
Bus/Train Drivers	10	Journalists	25		Your co-workers	10
Childcare Providers	11	Real Estate Agents	26		Your Boss	11
Hairdressers	12	Psychics	27		Your Neighbours	12
Chiropractors	13	Car Salesmen	28			
Judges	14	Politicians	29			
Personal Trainers	15	Telemarketers	30			

Source: Australian Reader's Digest

## MOST TRUSTED BRANDS

<i>Brands (137)</i>	Rank	<i>Brands</i>	Rank	<i>Brands</i>	Rank	<i>Brands</i>	Rank	<i>Brands</i>	Rank
<b>Cadbury*</b>	1	Coca-Cola	28	Sunsilk	55	Volvo	82	Renault	109
<b>Panadol*</b>	2	Mercedes-Benz	29	Sony Ericsson	56	<i>British Airways</i>	83=	Jetstar	110
Colgate	3	Cottees	30=	Whirlpool	57	<i>Singapore Airlines</i>	83=	ANZ Bank	111
<b>Qantas*</b>	4	Palmolive	30=	Simpson	58=	Apple	85=	Chrysler/Jeep	112=
<b>Nokia*</b>	5	<b>Westinghouse*</b>	32	<i>Electrolux</i>	58=	Foodland	85=	St George Bank	112=
<b>Sony*</b>	6	Dove	33	Bi-Lo	60	Compaq	87	Siemens	114
<i>Dairy Farmers</i>	7	<b>Visa*</b>	34	Jaguar	61	<b>ING*</b>	88=	Hyundai	115=
Kellogg's	8	LG	35=	IGA	62=	Dell	88=	Westpac Bank	115=
Nestle	9	Fisher & Paykel	35=	Honda	62=	<b>Optus*</b>	90	<i>BenQ</i>	117
Peters	10	Holden	37	Samsung	64=	Saab	91=	<i>Virgin Mobile</i>	118
<b>Bunnings*</b>	11	Mars	38=	Safeway	64=	KFC	91=	Commonweath Bank	119
Woolworths	12	Herron	38=	Miele	64=	Maytag	93=	<i>Suncorp</i>	120
Big W	13	Nurofen	38=	L'Oreal	67	Red Rooster	93=	National Australia Bank	121
Streets	14=	BMW	41	Subaru	68	<i>Bendigo Bank</i>	93=	<i>Australian Pacific Tours</i>	122
Coles	14=	Continental	42=	Blackmores	69=	Avon	96=	<i>Thai Airways</i>	123
Arnott's	16	Maggi	42=	Mastercard	69=	McDonalds	96=	<i>STA</i>	124=
<b>Schweppes*</b>	17=	<b>Subway*</b>	44	<i>Toshiba</i>	69=	Hungry Jacks	98	Primus	124=
Target	17=	Myer	45	Pantene	72	<i>Harvey World Travel</i>	99=	HSBC Bank	126
<i>Sanitarium</i>	19=	<i>Listerine</i>	46=	<i>Mazda</i>	73	Mitsubishi	99=	American Express	127
Kmart	19=	Mitre 10	46=	Ford	74	Pizza Hut	99=	Macquarie Bank	128
Uncle Tobys	21	Philips	48	Lexus	75	<i>Air New Zealand</i>	102	<i>Citibank</i>	129
Panasonic	22=	Hewlett Packard	49	Nissan	76	Clairol	103=	<i>Trafalgar Tours</i>	130
Gillette	22=	Macleans	50	Olay	77=	Motorola	103=	Orange	131
<b>Canon*</b>	22=	David Jones	51	Audi	77=	Domino's	105	<i>Lenova</i>	132
Kraft	25	Rexona	52	Pepsi	79	Smeg	106	<i>Bank West</i>	133=
Dick Smith	26	Virgin Blue	53	Volkswagon	80	Vodafone	107	AAPT	133=
<b>Toyota*</b>	27	Hoover	54	<i>Flight Centre</i>	81	Telstra	108	<i>Esanda</i>	135
								<i>Kia</i>	136
								Diners Club	137

Source: Australian Reader's Digest

\* Bold indicates brand first in product category

Italics indicate brand not included last year