



**“Who Do You Trust?” Fact Sheet
May, 2004**

Reader's Digest surveyed 1,500 Australians about the brands, professions, charities and government services that they trust the most. All data was 'weighted' by age, gender and area of residence using Australian Bureau of Statistics figures to ensure a true representation of our views.

Brands

- Overall, 95% of respondents feel that trust is very or somewhat important when choosing to purchase a brand
- This is especially high among young respondents (under 25 yrs-76%). Interestingly, trust in brands is more important for males (72%) than females (65%).
- People trust food brands the most and banks the least. Cadbury got the country's vote as the most trusted brand and ANZ Bank is the least trusted brand.
- In Australia trust is most important to West Australians (79%) and least important in the nation's capital – ACT (45%).

Professions

- Wearing a uniform directly correlates with trust in Australian society, according to the results of the survey:
 - The top five professions – ambulance officers, firefighters, pilots, nurses and pharmacists - are all required to wear uniforms.
 - Religious ministers, coming in at number 11, are the only listed profession to wear distinctive 'uniforms' that are not in the top ten of the 26 professions in our survey.
 - Australians put their trust in bartenders over CEOs who made a very poor showing, ranking in the bottom five professions in their first appearance in the annual survey.
- A lack of trust can also be attributed to a number of professions in the eyes of the Australians:
 - Politicians again ran last in the trusted professions stakes.
 - Lawyers, car salesman, real estate agents and journalists also have some PR work to do, ranking in the bottom six least trusted professions

Government Services

- As our lives may depend on it some day, it is fortunate that Australians voted the Emergency Services as the Government service they trusted the most.
- The results showed Federal and State Parliaments as the lowest ranking government services, reinforcing politicians' position as the least trusted profession.

Charities

- The five most trusted charities in our country today are all either Australia-based or largely devoted to helping Australians. Number one is The Royal Flying Doctor Service.
- Australians are less trusting of environmental and global humanitarian charities with Amnesty International and Greenpeace among the bottom five in the rankings.