

WHO DO WE TRUST? 2012 READER'S DIGEST TRUST POLL

The results of our 8th Annual
Most Trusted People survey
are in.

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BY SARAH LANG

In Safe Hands...

In the wake of the Rugby World Cup and in the lead-up to the London Olympics, our love affair with our sports heroes is back on. And we've needed it. What with Christchurch's slow, squabble-ridden recovery, politicians attempting to sell off our state assets and a lacklustre economy, the safe hands of our sporting heroes have boosted our spirits – and our self-esteem as a nation. Who could forget the night of the Rugby World Cup final last October, when we were transfixed by events, almost unable to breathe? What else could make strangers hug, cheer and party to exhaustion?

Reader's Digest congratulates Richie McCaw, the captain of the All Blacks, who played that final game with an injured right foot. McCaw is New Zealand's Most Trusted Person of 2012.

Reader's Digest commissioned Catalyst Consultancy & Research in April 2012 to poll a representative sample of New Zealanders about trusted people and professions. The surveys were conducted in two rounds; to determine who has caught the public imagination in the last year and then to calculate rankings. Six hundred and twenty-six adults ranked 100 well-known people and 40 professions on a scale of 1 to 10. We also tested the role familiarity plays in deciding how much we trust someone (see page 42).

New Zealand's Most Trusted

RICHIE McCAW

Rugby player, All Blacks' captain

Richie McCaw encapsulates all that we trust in a New Zealander. He's worked hard, showed grit and leadership. We trust him not only because he's a great All Blacks' captain who led his team to a World Cup win (though, yes, that helped). We trust McCaw because he represents the idealised Kiwi bloke: strong, dependable, determined, yet humble and self-effacing. He quietly gets the job done with no look-at-me fanfare. He's never put a foot wrong. He does his bit for charity. He always makes time for a chat with his fans – and he made time to talk to Reader's Digest about the role trust plays in his life.

RD: *What does trust mean to you?*

RM: Trust comes from doing what you say – from backing your words with actions. Trust is about dependability, integrity and respect. It's about people knowing you'll do the right thing, and that you'll be honest. Like respect, trust can be hard to earn over time, but easy to lose just like that.

RD: *Why do you think New Zealanders trust you so much?*

RM: Maybe it's because I do what I say I will. People get in trouble when their private lives are different to their public lives, whereas what you see of me on TV is exactly the way I am.

People see that I care about what I do, care about the people around me, care about New Zealand. But I don't think I'm anything special.

RD: *Did trust in your team help you get through that final?*

RM: Absolutely. Trust is the biggest thing in rugby. I believe there's very little difference in talent between teams at this level; it comes down to the mental side of things. We spent a lot of time building relationships in the team, so when the pressure came on, we trusted each other to do exactly what was needed. We know each other's vulnerabilities, strengths and weaknesses and, if someone doesn't get it right, we help each other out. Those bonds build trust.

RD: *As captain, having your team's trust both on and off the field must be crucial?*

RM: Yeah, and I think some people fall into a trap with wanting to be liked. I think it's about being respected and doing the job right. You don't have to be best mates with everyone, as long as there's respect and trust there.

RD: *Who do you trust most?*

RM: My folks [Donald and Margaret McCaw]. If I have any troubles, I yarn to them. I trust how they look at things and what they have to say. In rugby, I trust the Crusaders' coaches like Todd Blackadder; and at All Black

level, obviously Graham Henry last year and Steve Hansen these days. If you don't trust your coach, that's a barrier.

RD: *Do you feel any pressure to live up to people's trust in you?*

RM: Not so much – what I do and say is exactly how I am. With people watching you, you've got to be a bit careful and realise that one little mistake can be blown out of proportion. But making the odd mistake is part of living, just as long as you learn from it.

RD: *To some extent trust is about telling the truth, but all of us tell white lies, including you?*

RM: Yeah, but when it comes to important stuff, honesty's the best way. I think many people shy away from conflict. You can be pretty blunt with each other but not take it personally – as long as it's well thought-out, you deliver it respectfully, and it's going to help them. I've had to do that with good mates and it can be horrible for them, but down the track they'll thank you.

RD: *Who do you trust enough to put you in your place, and to confide in?*

RM: Aside from my parents, I've got a good bunch of friends that I know have my back. If something's wrong, I can go to them and know they'll understand, and that I can rely on them.



Richie McCaw

Top 5

1. Richie McCaw,

captain of the All Blacks

2. Alison Holst, chef

3. Peter Leitch, businessman and charity worker

4. John Kirwan, former All Black player, depression awareness spokesperson

5. Willie Apiata VC, soldier



Alison Holst



Peter Leitch



John Kirwan



Willie Apiata

SPORT

This year, ten sporting names made it into the top 20. Here's why

We trust sportspeople as they're typically hard-working, humble battlers who represent us as we like to see ourselves. The six sportspeople who make up half of our top 12 also use their high profiles to do good. Cyclist Sarah Ulmer supports causes such as Plunket, shot-putter Valerie Adams (née Vili) is a hospice ambassador, and we trust John Kirwan, Sir Peter Snell and Sir Colin Meads for the lives they've led and the causes they've supported since

their glory days on the field. And Richie McCaw, who lends his profile and time to numerous charities, is also a co-founder of FOR EVERY-ONE, which provides grants for projects promoting the health, fitness and education of New Zealanders. We like that.

1. Richie McCaw

- 4. John Kirwan
- 6. Peter Snell
- 8. Sarah Ulmer
- 10. Colin Meads
- 12. Valerie Adams (née Vili)
- 15. Dan Carter
- 17. Graham Henry
- 18. John Walker
- 19. Richard Hadlee



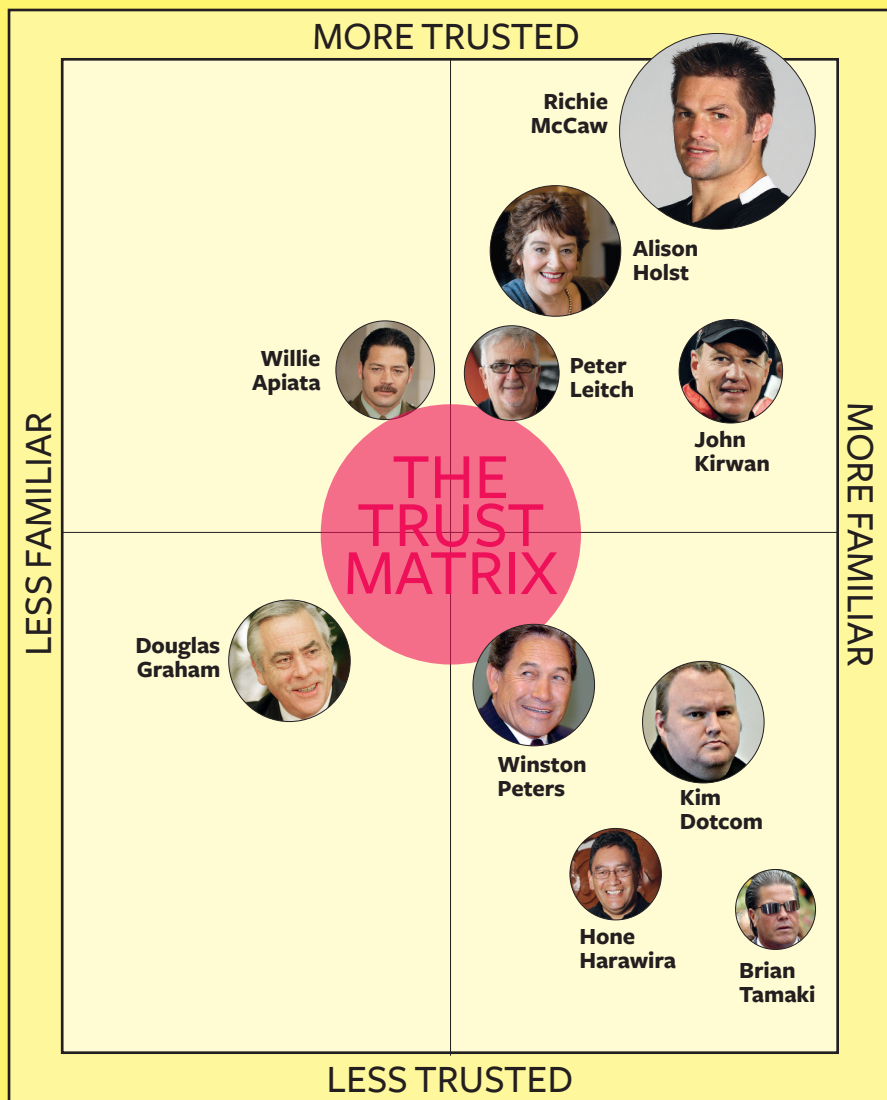
PHOTO: (ULMER) APN

READER'S DIGEST TRUST POLL 2012 PEOPLE

1. **Richie McCaw**, All Blacks' captain
2. **Alison Holst**, food writer
3. **Peter Leitch**, businessman, charity worker
4. **John Kirwan**, former All Black, depression awareness spokesperson
5. **Willie Apiata VC**, soldier
6. **Peter Snell**, former athlete, scientist
7. **Kevin Milne**, former TV host, consumer advocate
8. **Sarah Ulmer**, cyclist
9. **Jim Hickey**, TV weather presenter
10. **Judy Bailey**, TV presenter, charity worker
10. **Colin Meads**, former All Black
12. **Valerie Adams (née Vili)**, shot-putter
12. **Peter Jackson**, director
14. **Margaret Mahy**, author
15. **Dan Carter**, All Black player
16. **Jerry Mateparae**, Governor-General
17. **Graham Henry**, former All Blacks' coach
18. **John Walker**, former athlete
19. **Richard Hadlee**, former cricketer
20. **Hayley Westenra**, singer
21. **Jo Seagar**, chef
22. **Brian Lochore**, former All Black player and coach
23. **Brad Thorn**, All Black player
24. **Sian Elias**, Chief Justice
25. **Stephen Tindall**, retail businessman
26. **Mike McRoberts**, TV journalist
26. **Greg Murphy**, race car driver
28. **Nigel Latta**, psychologist, TV personality
28. **Sam Neill**, actor
28. **Dave Dobbyn**, musician
31. **Annabel Langbein**, cookbook author, TV personality
31. **Simon Barnett**, TV and radio personality
33. **Neil Finn**, singer/songwriter
33. **Gareth Morgan**, businessman, philanthropist
35. **Simon Dallow**, TV presenter
36. **Jim Mora**, radio personality
37. **Scott Dixon**, IndyCar driver
38. **Garth McVicar**, Sensible Sentencing Trust spokesman
39. **Rhys Darby**, actor, comedian
40. **The Topp Twins**, entertainers
41. **Robyn Malcolm**, actor
42. **Peta Mathias**, chef, author
42. **Te Radar**, comedian, TV personality
44. **Ruben Wiki**, former rugby-league player
45. **Ray Avery**, scientist, inventor, philanthropist
46. **Kiri Te Kanawa**, opera singer
47. **Bob Parker**, Christchurch Mayor
48. **Peter Gluckman**, scientist
49. **Maggie Barry**, TV personality and MP
50. **John Campbell**, TV journalist
51. **Jonah Lomu**, former All Black player
52. **Helen Clark**, former Prime Minister
53. **Marcus Lush**, TV and radio personality
54. **Maurice Gee**, author
54. **Bret McKenzie**, comedian, musician
56. **Tim Shadbolt**, Invercargill Mayor
56. **Peter Marshall**, Police Commissioner
58. **Paul Callaghan**, physicist
59. **Michael Hill**, entrepreneur, philanthropist
60. **Jemaine Clement**, comedian, musician
61. **Stephen Donald**, All Black player
62. **Alan Bollard**, governor of the Reserve Bank of NZ
63. **Lucy Lawless**, actor, environmentalist
64. **Simon Gault**, chef
65. **Mark Sainsbury**, TV presenter
66. **Anika Moa**, singer
66. **Joe Karam**, former All Black, entrepreneur
68. **Louise Nicholas**, rape-victim advocate
69. **Kim Hill**, radio journalist
70. **John Key**, Prime Minister
71. **Leighton Smith**, radio personality
72. **Tony Kokshoorn**, Grey District Mayor
73. **Chris Cairns**, former cricketer
74. **Alan Gibbs**, inventor, entrepreneur
75. **Richard Taylor**, entrepreneur
76. **Rachel Hunter**, model
76. **Lockwood Smith**, Speaker of the House of Representatives
78. **Bob Jones**, businessman
79. **Graeme Hart**, businessman
80. **Russel Norman**, Green Party co-leader
81. **James Wallace**, businessman, philanthropist
82. **Paul Holmes**, broadcaster
83. **David Shearer**, Labour Party leader
84. **Keisha Castle-Hughes**, actor, environmentalist
85. **Sonny Bill Williams**, All Black player
86. **Metiria Turei**, Green Party co-leader
87. **Paul Henry**, broadcaster
88. **Len Brown**, Auckland Mayor
89. **Matt McCarten**, union head
90. **Peter Whittall**, Pike River Coal CEO
91. **Pita Sharples**, Minister of Maori Affairs
92. **Michael Fay**, businessman
93. **Gerry Brownlee**, Canterbury Earthquake Recovery Minister
94. **Tariana Turia**, Maori Party co-leader
95. **Michael Laws**, former Wanganui Mayor
96. **Winston Peters**, New Zealand First leader
97. **Douglas Graham**, former politician
98. **Kim Dotcom**, internet entrepreneur
99. **Hone Harawira**, Mana Party leader
100. **Brian Tamaki**, church leader

TO KNOW YOU...

Does familiarity breed contempt? Judging from this year's results, the answer is probably yes – unless you're a sporting demigod, share an honest yarn about yourself that helps feed the nation's pride ... and its stomach.



PHOTOS: (LEITCH) APN; (MCCAW, KIRWAN, APIATA, PETERS, DOTCOM, HARAWIRA, GRAHAM, TAMAKI) GETTY IMAGES

POLITICS

For Bob Parker, Mayor of Christchurch and this year's highest rated politician, trust should be earned

"When you're in a position of authority, people trust you if they believe you're working hard and acting in their best interests. Trust and faith are interconnected. In my role I accept that I'm not perfect and can't please everyone, but I think most people have faith that I'm trying my best, and trust my intentions towards them. I'm very grateful for this, and never take it for granted."

It's easy to forget that Parker was once the face of TV show *This Is Your Life*, because he's since become the face of Christchurch. The Mayor of the quake-hit city has dropped 12 places from last year, likely due to the flak he's copped for his leadership style, council infighting, and differences of

opinion over Christchurch's future. But he hasn't had nearly enough credit for all the good work he's done or the massive hours he's put in. "He's been very active in Christchurch's recovery programme and is a very down-to-earth man," noted one poll respondent. He has a very tough gig. And we trust Parker, far more than any other politician, to stick with it.

47. Bob Parker

- 49. Maggie Barry
- 52. Helen Clark
- 56. Tim Shadbolt
- 70. John Key
- 72. Tony Kokshoorn
- 77. Lockwood Smith
- 80. Russel Norman
- 83. David Shearer
- 86. Metiria Turei
- 88. Len Brown
- 91. Pita Sharples
- 93. Gerry Brownlee
- 94. Tariana Turia



Bob Parker

BUSINESS

Sir Peter Leitch's 40 years in the retail industry has taught him the importance of putting others first. He is 2012's highest rated business person, at No. 3 overall

"I'm no whiz kid, no knight in shining armour. I'm a simple working-class boy who left school at 15. My mother always said to me, 'Treat others how you want to be treated' and that's how I've lived my life and run my business. I've always tried to give people a fair deal, done what I thought was right, and done a bit for the community where I can."

You may know Sir Peter Leitch best as "The Mad Butcher", also the name of the nationwide chain of butchers' stores he founded. With his bladder cancer currently in remission, he chairs a community trust that's raised millions supporting numerous charities, and has set up "Sir

Peter's Sports Museum" to house his sporting memorabilia so the public can have a nose. Kiwis certainly appreciate what he's done. "A good man with a good heart who does everything in his power to help anyone he can," says one respondent, "and he's just so funny!" A self-made, self-deprecating bloke who helps out others and is sports-mad – what could be more trustworthy than that?

TV AND MEDIA

Former host of *Fair Go*, columnist and broadcaster **Kevin Milne** ranked seventh. He believes that trust is built on honesty

"Trust is critical in the media because the public relies on your information and judgment to form their own opinions. That's why you're there. That's your job. It helps that the public senses you share similar values. The funny thing is that my



Peter Leitch



Kevin Milne

PHOTOS: APN

wife keeps telling me that I'm a highly untrustworthy character. Never brings in the washing till it rains, forgets to book the car in for a warrant, doesn't disclose utterly useless Trade Me purchases. I'm enormously grateful for the trust New Zealanders have in me."

Forget February's crazy talk that Kevin Milne sold out by fronting ads for a carpet manufacturer. He'd have to do far worse to lose the respect he has earned over nearly three decades on *Fair Go*. As one survey respondent put it, "he goes in and bats for the underdog, he is a really genuine person, and he goes the extra mile for fairness and justice."

And, while Milne looked after our wallets, Dame Alison Holst looked after our tables. This year, as she looked back on a career as our kitchen guru in her memoir, *A Home-Grown Cook*, we voted her our No. 2 Most Trusted Person.



Peter Jackson

PHOTO: GETTY IMAGES

ACTORS AND ENTERTAINMENT

For filmmaker **Peter Jackson**, trust is central to everything he does

"My parents taught me a simple creed: 'Treat others as you would like to be treated yourself,' and trust forms an important part of that."

Without Peter Jackson, our country's film industry would be a shadow of what it is today. This year, Jackson's jump from 74th to 12th suggests we're over any ill-will spawned by the 2010 dispute between the NZ Actors Equity union and *The Hobbit*'s makers. Plus Jackson has continued to back local creative projects and organisations that may otherwise founder, and has given back generously. Jackson also produced a documentary about three US men he believes were wrongly convicted of murder and, now they're free, he's pushing to have them exonerated.

It's hard not to trust someone who puts his money where his mouth is, and is, as one survey respondent put it, "a great representative of New Zealand".

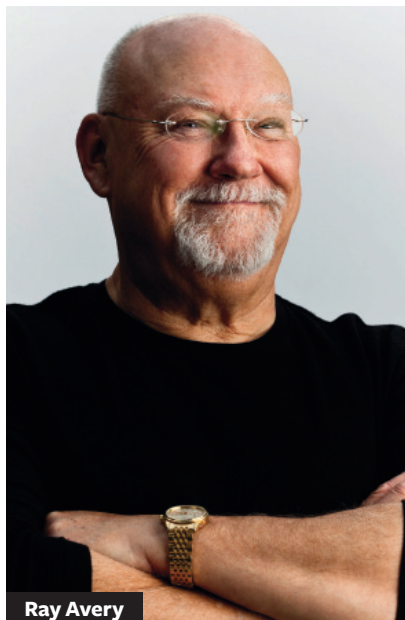
12. Peter Jackson

- 28. Sam Neill
- 39. Rhys Darby
- 40. The Topp Twins
- 41. Robyn Malcolm
- 46. Kiri Te Kanawa
- 54. Bret McKenzie
- 60. Jemaine Clement

SCIENCE AND MEDICINE

Last year's winner, scientist, inventor and philanthropist **Ray Avery** believes that trust is central to a person's character. He is 2012's highest ranked scientist

"Trust is an amalgam of your character, who you are, your performance, your strengths and the results that you produce. To have the trust of the New Zealand public in the scientific arena is a huge accolade since science is, by its very nature, subject to conflicting interpretations from a variety of expert opinions. Every day I strive to ensure that that trust is honoured, in both my scientific career and how I make my way in the world."



Ray Avery



Hayley Westenra

MUSICIANS AND SINGERS

Musician **Hayley Westenra** has captured our respect and trust

"She seems very genuine, unlike some in showbiz," says one respondent of the country's sweetheart, Hayley Westenra. Between her aura of sweetness and light, and her charity work, it's no surprise we trust the songbird who sung so beautifully at the memorial service for her hometown Christchurch, at the final of the Rugby World Cup, and during her national tour in November.

Recently engaged and now based mainly in London, Westenra does our nation proud on the international stage, carries herself with class, grace and humility, and supports needy children through UNICEF. What's there not to like or trust about her?

PHOTOS: (AVERY) COLLEEN TUNNICLIFF; (WESTENRA) GETTY IMAGES

READER'S DIGEST TRUST POLL 2012 PROFESSIONS

NO. 1: FIREFIGHTERS

"People trust those who come to their aid. Firefighters provide rapid, willing and impartial assistance, whether it's a fire, flood, rescue, cardiac arrest or other emergency. All 8000 volunteer firefighters and 1600 career firefighters in NZ take their role, and the trust of their communities, very seriously."

New Zealand Fire Service



For eight consecutive years, firefighters have held the title of New Zealand's Most Trusted Profession. The poll's top six professions – firefighters, paramedics, rescue volunteers, nurses, pilots and doctors – all have our lives in their hands, but only firefighters and rescue volunteers risk

their own lives, too. It's a result that shows our appreciation, but it doesn't surprise Christchurch firefighter Steve Warner: *"I feel very proud that the poll shows once again that we're the most trusted. I think the concept of service, rather than just performing a job, is what drives that trust."*

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|-----------------------|----------------------------|------------------------------|
| 1. Firefighters | 15. Dentists | 29. Religious ministers |
| 2. Paramedics | 16. Bus/train/tram drivers | 30. Taxi drivers |
| 3. Rescue volunteers | 17. Chefs | 31. Financial planners |
| 4. Nurses | 18. Hairdressers | 32. Call centre operators |
| 5. Pilots | 19. Builders | 33. Chief executive officers |
| 6. Doctors | 20. Plumbers | 34. Journalists |
| 7. Pharmacists | 21. Mechanics | 35. Real estate agents |
| 8. Veterinarians | 22. Truck drivers | 36. Insurance salespeople |
| 9. Armed Forces | 23. Waiters | 37. Sex workers |
| 10. Police | 24. Shop assistants | 38. Car salespeople |
| 11. Teachers | 25. Accountants | 39. Door-to-door salespeople |
| 12. Scientists | 26. Bankers | 40. Telemarketers |
| 13. Childcare workers | 27. Charity collectors | |
| 14. Farmers | 28. Lawyers | |

PHOTO: GETTY IMAGES

WHO DO YOU TRUST MOST?

For additional content, and to share your opinions of the results, head to readersdigest.co.nz. There's more about this year's Most Trusted People and Professions, plus verbatim comments about many of the big names on the list.