2024 Edelman Trust Barometer

Special Report: Trust and Health in France

Edelman Trust Institute

2024 Edelman Trust Barometer Special Report: Trust and Health

Methodology

Annual online survey in its 3rd year

Fieldwork conducted: March 4 – March 13, 2024†

16
Countries

15,000+
Respondents

1,000+/-
Respondents per country**

Australia*	China	India	Nigeria*	S. Korea	UK
Brazil	**France**	Japan	Singapore*	UAE*	U.S.
Canada	Germany	Mexico	S. Africa		

Data collected is representative of the general population across age, gender, region and ethnicity/nationality (where applicable) within each country.

**The sample size varies by country from 904 to 1,002.
12-market global data margin of error: General population +/- 1.2 percentage points (n=11,951)
Country-specific data margin of error: General population +/- 4.1 to 4.3 percentage points (varies by country based on sample size)
Margin of error is calculated at the 99% confidence level.

Global averages

Unless otherwise indicated, global averages are composed of 12 of 16 countries surveyed. *Indicates countries excluded from the "Global 12" average.

Statistical significance

- 0 + Significant change

Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

All indicated year-to-year significant changes were determined using a t-test set at a 99%+ confidence level.

Shortened question text

Throughout the report, question text has been edited for readability.

†France and S. Korea began fielding on March 5th.

For more details on global averages, country-specific sample information, or to see the full text for any shortened statements, please see the Technical Appendix.

Forces that Threaten Health Outcomes

Fears about innovation

By nearly a 2 to 1 margin, people around the world think that innovation is managed poorly, not well.

2024 Edelman Trust Barometer

Politicization harms health

2 in 3 say that political polarization has had a negative impact on their health.

2023 Special Report: Trust and Health

Dispersion of authority

Friends and family are as trusted as scientists and medical experts to tell the truth on health.

2023 Special Report: Trust and Health

Self-guided health

1 in 3 agree that, by doing their own research, the average person can know as much as a doctor.

2023 Special Report: Trust and Health

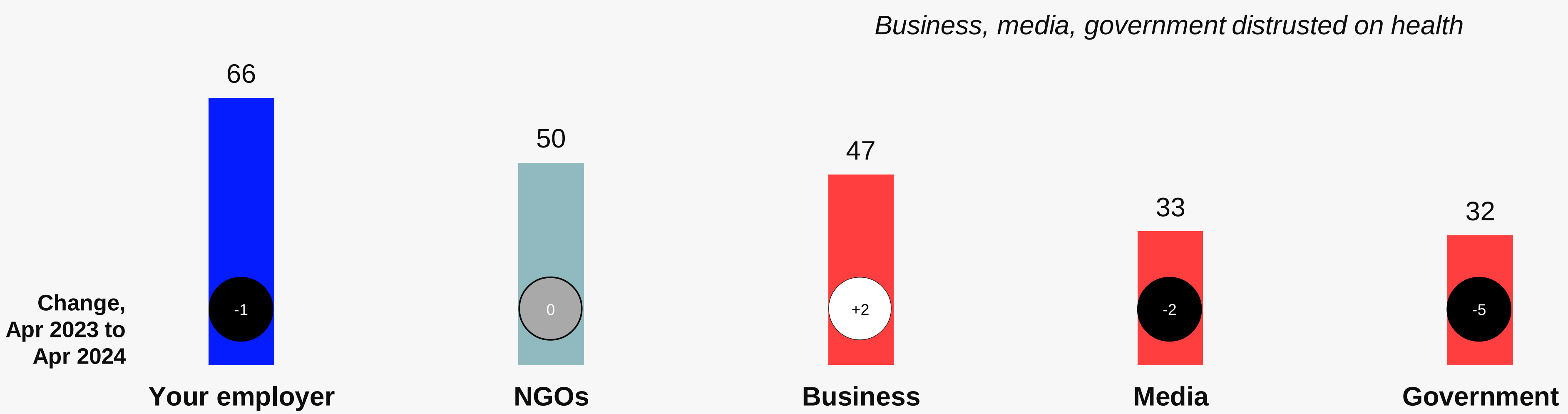
Politics and Misinformation Destabilize Health

Only My Employer Trusted on Health

Percent who say, in France

Distrust (1-49) | Neutral (50-59) | Trust (60-100) | - 0 + | Significant change

I trust this institution to do what is right in **addressing my health needs and concerns**



2024 Edelman Trust Barometer Special Report: Trust and Health. TRU_INS_HEA. Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. 9-point scale; top 4 box, trust. General population, France. “My employer” only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Trust in Healthcare Companies Declines Across Markets and Demographics

Percent who say

GLOBAL 12

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

- 0 +

Significant change

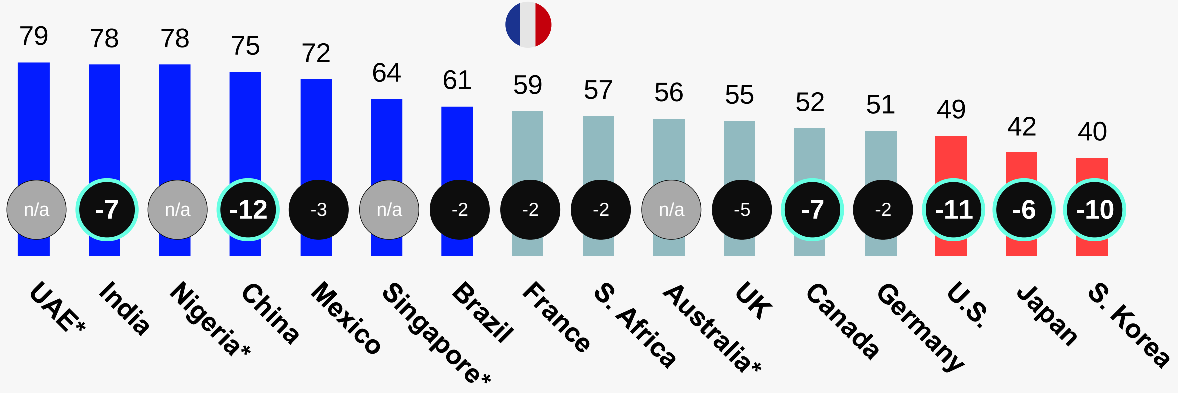
In general, I trust **healthcare companies to do what is right**

58

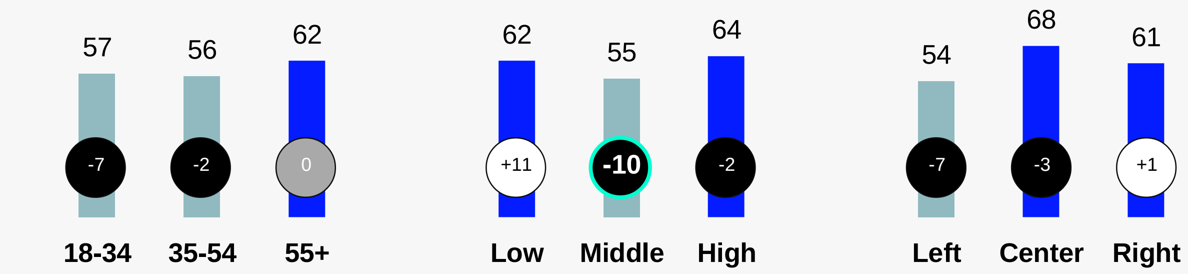
-5 pts

Change, Apr 2023 to Apr 2024

Market



Age | Income | Politics



2024 Edelman Trust Barometer Special Report: Trust and Health. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 12-mkt avg., and by France age, income and political leaning. *Australia, Nigeria, Singapore and UAE are not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

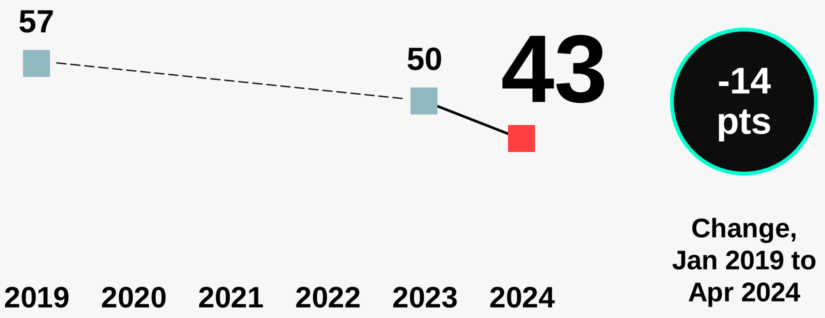
Since January 2019,
Trust in Media on Health Reporting Plummets

Percent who say

GLOBAL 12

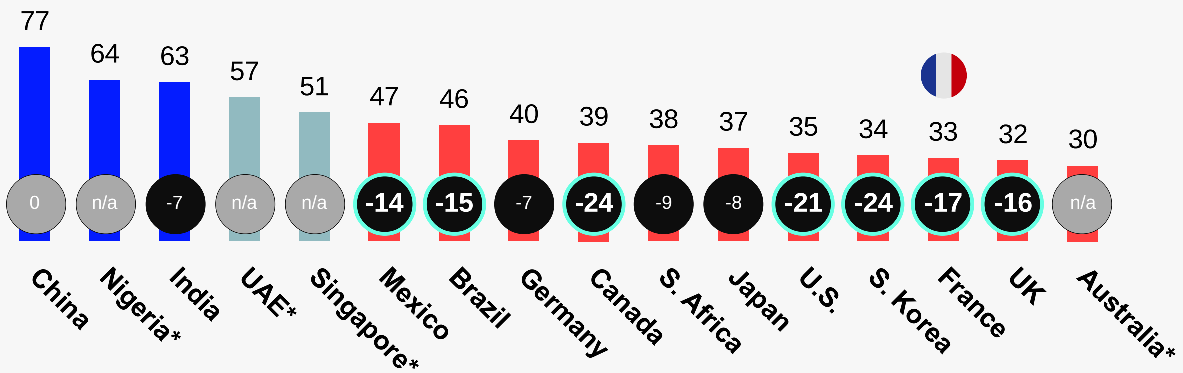
Distrust (1-49) | Neutral (50-59) | Trust (60-100) | - 0 + | Significant change

I trust the media to **report accurate information** about healthcare

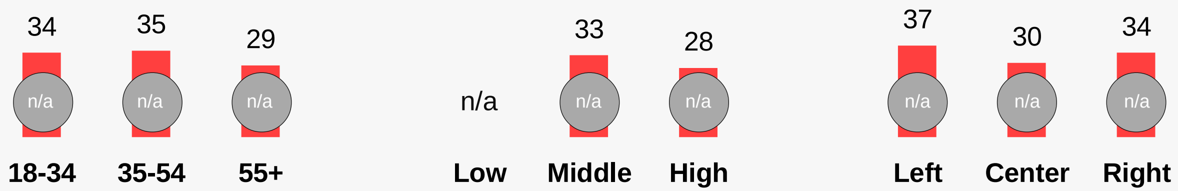


Change, Jan 2019 to Apr 2024

Market



Age | Income | Politics



2024 Edelman Trust Barometer Special Report: Trust and Health. DRV_HEA_REP. How much do you trust the media to report accurate information about healthcare, such as diseases, treatments and prevention? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 12-mkt avg., and by France age, income and political leaning. *Australia, Nigeria, Singapore and UAE are not included in the global average. Five-year changes were tested for significance using a t-test set at the 99%+ confidence level. This question was not asked from 2020 to 2022. Base size is too small to report data for low income (less than n=100).

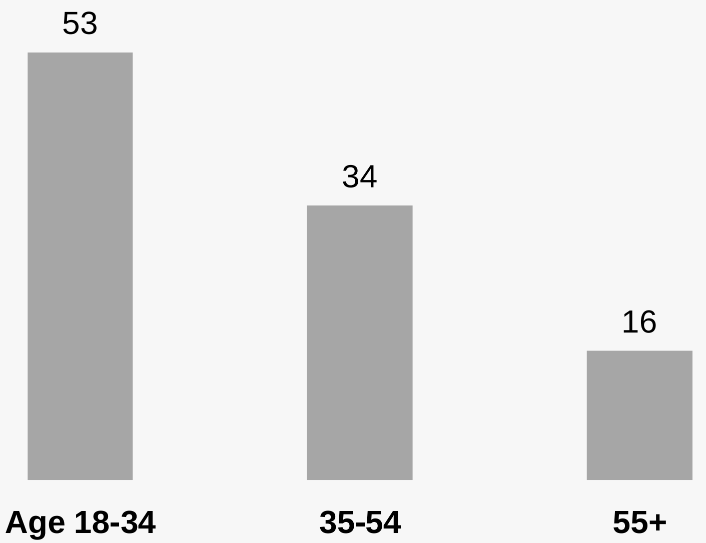
In France, 3 in 10 Regret Health Decisions Based on Misinformation

Percent who say, in France

I have **regretted a health decision I made based on misinformation** at least once …

31%

37 pt difference between age 18-34 and 55+



… and I was misinformed by:

#1	My doctor or provider
#2	Health website
#3	Product advertisement

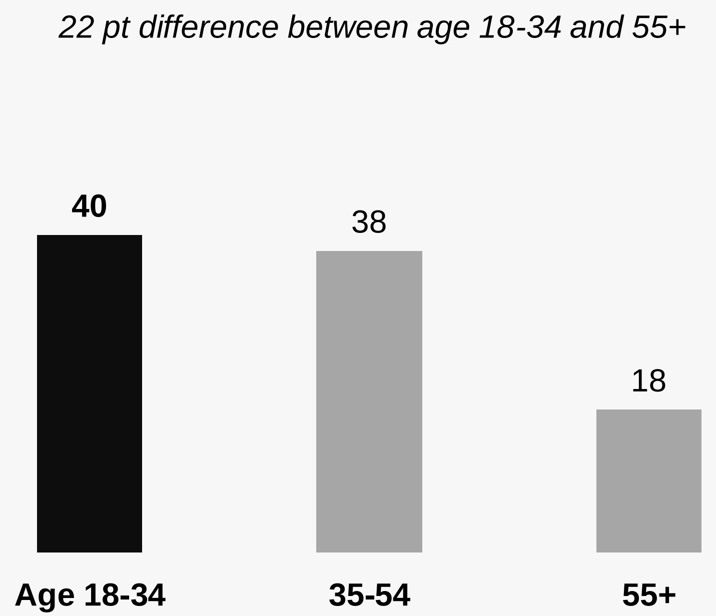
2024 Edelman Trust Barometer Special Report: Trust and Health. MIS_INFO_HARM. Have you ever made a decision that you regretted regarding your personal health because you acted based on inaccurate or misleading information? Codes 1-3, once or twice or more. Question asked of half the sample. General population, France, and by age. MIS_INFO_SOUR. Where did that inaccurate or misleading information come from? Pick all that apply. Question asked to those who have made a health decision they regretted based on inaccurate or misleading information (MIS_INFO_HARM/1-3). General population, France.

In France, 4 in 10 Young People Only Trust Providers Aligned With Their Politics

Percent who agree, in France

Unless a provider shares my political beliefs,

I will **not trust** their advice or **stop seeing** them entirely (net)



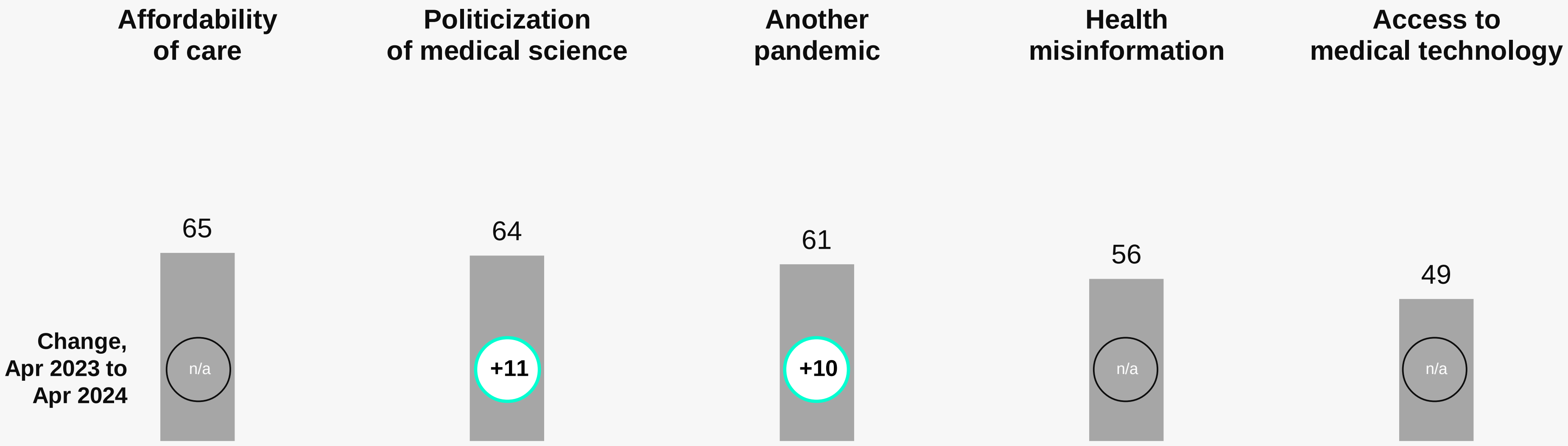
2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, France, by age. Data shown is a net of "Even if a healthcare provider has consistently given me excellent care, I will stop going to them if I discover that we disagree on a social or political issue I care about" and "Unless a healthcare provider shares my political beliefs, I will not fully trust their recommendations and advice."

In France, Health Fears Intensify: Politics Now on Par with Another Pandemic and Affordability

In France, percent who worry about...

- 0 +

Significant change



	Affordability of care	Politicization of medical science	Another pandemic	Health misinformation	Access to medical technology
Age 18-34	**71**	63	61	**63**	47
35-54	65	64	58	58	**50**
55+	61	**66**	**64**	50	**50**

2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Question asked of half the sample. General population, France, and by age. Data is showing the top 5 worries, with ties broken by decimal. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Since January 2018,
Sharp Rise in Concern That Technology Will Worsen Healthcare

Percent who say

GLOBAL 12

- 0 +

Significant change

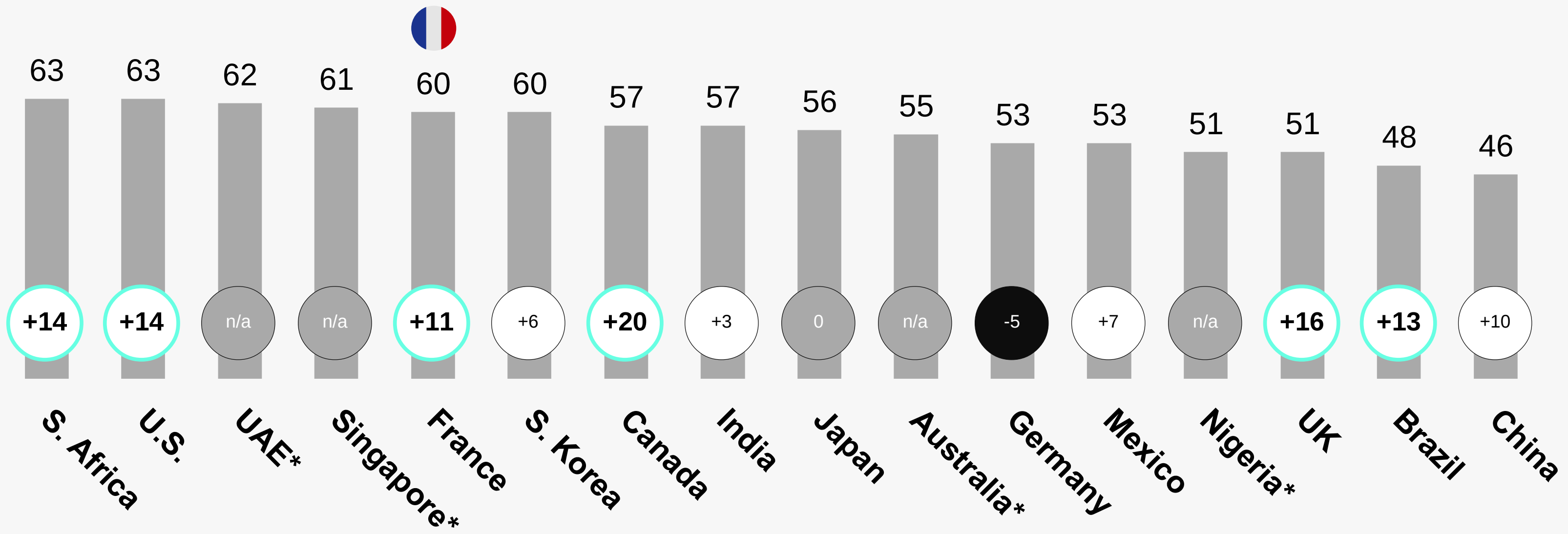
I believe over the next 5 years,
technology will have a negative impact on healthcare (net)

Increased cost
Unforeseen issues
Unwanted information
Compromised health privacy
Worse outcomes

55%

+8 pts

Change, Jan 2018 to Apr 2024

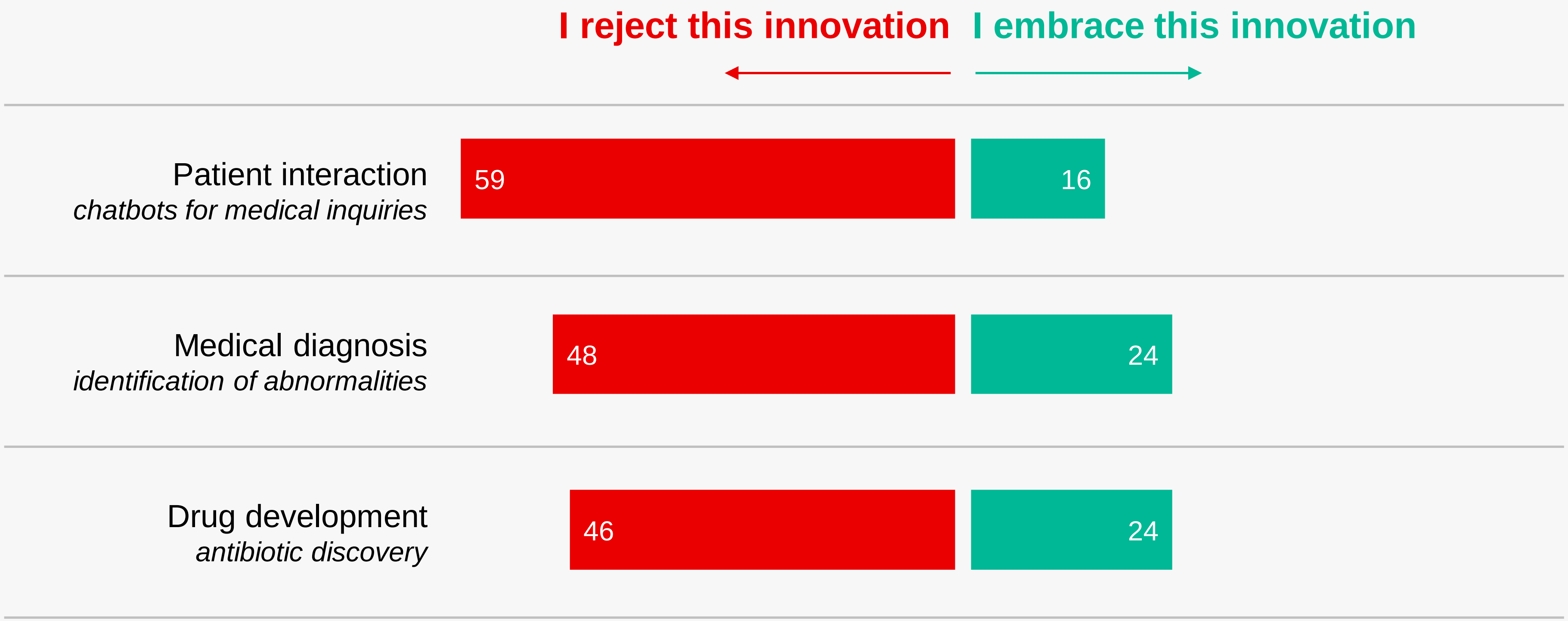


2024 Edelman Trust Barometer Special Report: Trust and Health. DRV_HEA_APP. How is the application of technology to healthcare most likely to impact healthcare in the next 5 years? Pick up to two items. Question asked of half the sample. General population, 12-mkt avg. Data shown is a net of attributes 2, 3, 5, 7 and 9. *Australia, Nigeria, Singapore and UAE are not included in the global average. Six-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Acceptance of AI Health Innovation at Stake

Percent who say, in France

The growing use of artificial intelligence in...



Empowerment Isn’t Enough

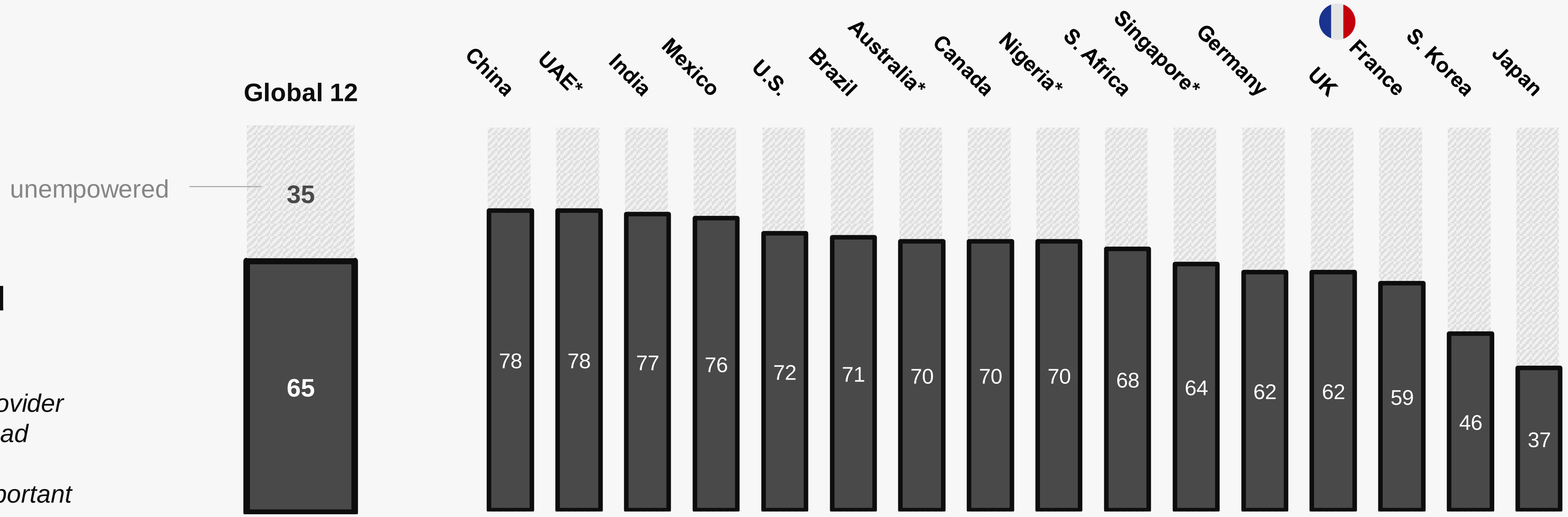
Globally, 2 in 3 Feel Empowered to Manage Their Health

Percent who say

GLOBAL 12

I am **health empowered**

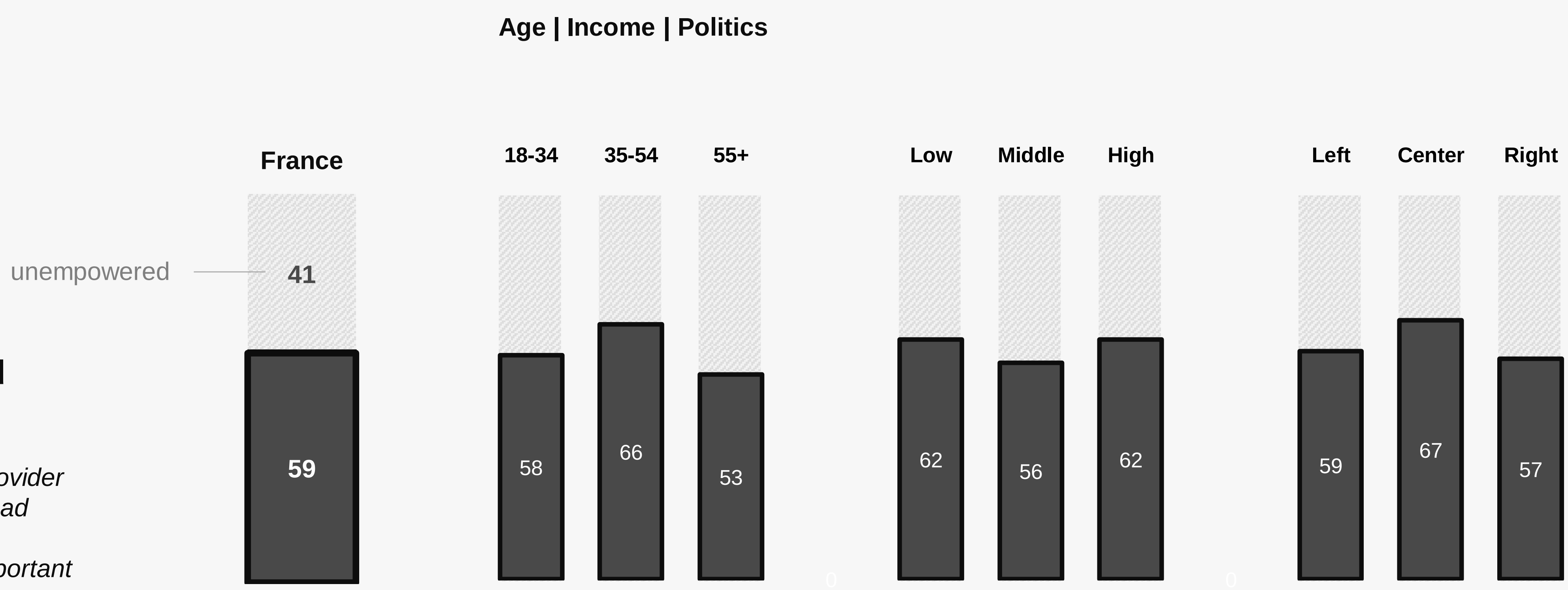
I confidently make decisions
I confidently inform myself
I speak up to my primary care provider
I can tell good information from bad
I'm in charge of my health
My health decisions are most important



2024 Edelman Trust Barometer Special Report: Trust and Health. Health empowerment scale. General population, 12-mkt avg. *Australia, Nigeria, Singapore and UAE are not included in the global average. The health empowered agreed with 4 of the 6 health empowerment items. The unempowered agreed with 3 or fewer items. For a full explanation of how the Health empowerment scale was built, please refer to the Technical Appendix.

In France, Health Empowerment High Across Ages and Politics

Percent who say, in France



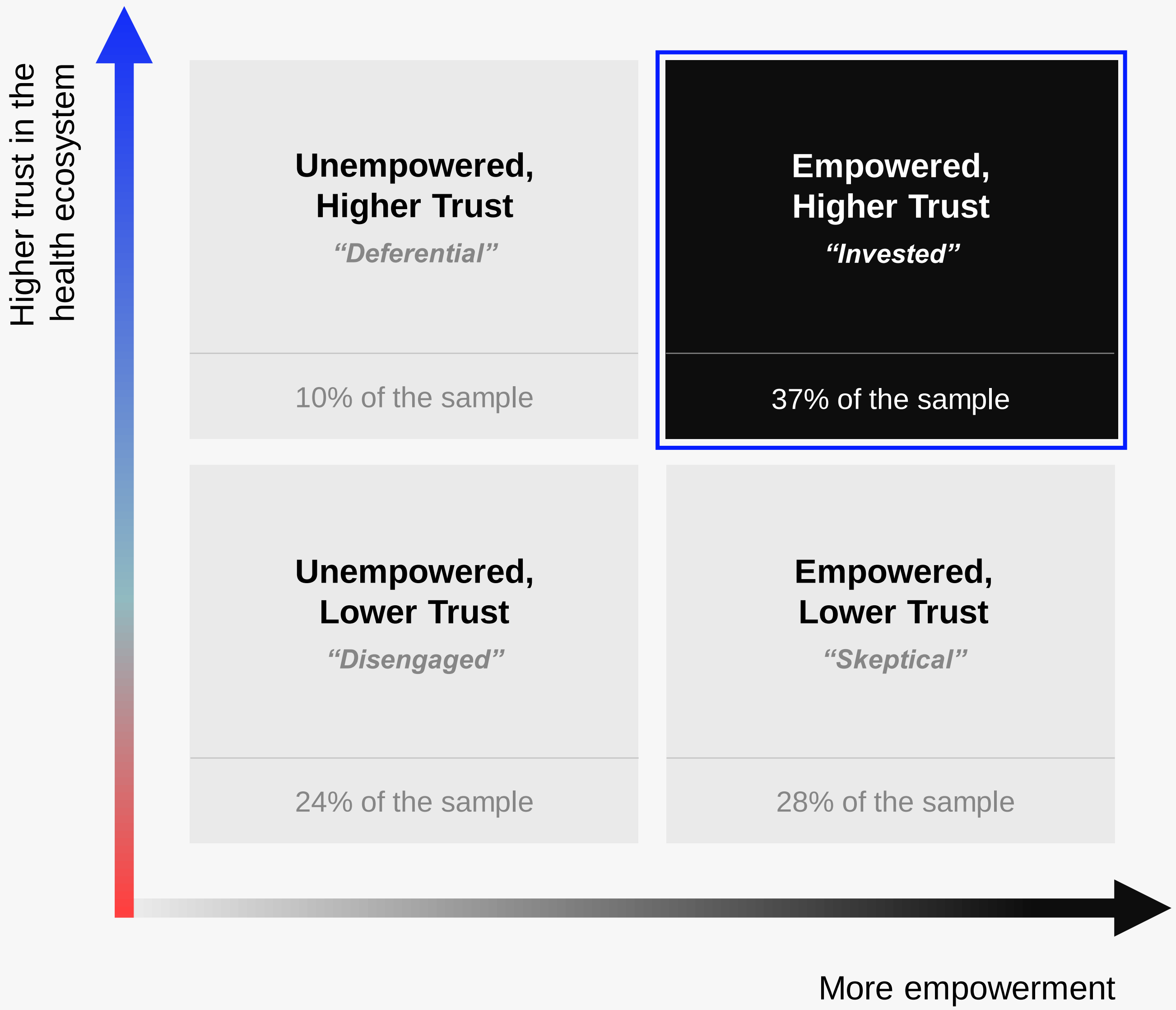
I am **health empowered**

I confidently make decisions
I confidently inform myself
I speak up to my primary care provider
I can tell good information from bad
I'm in charge of my health
My health decisions are most important

2024 Edelman Trust Barometer Special Report: Trust and Health. Health empowerment scale. General population, France, and by age, income, and political leaning. For a full explanation of how the Health empowerment scale was built, please refer to the Technical Appendix.

Health Mindsets: Fewer Than 4 in 10 Feel Empowered And Also Trust the Health System

GLOBAL 12

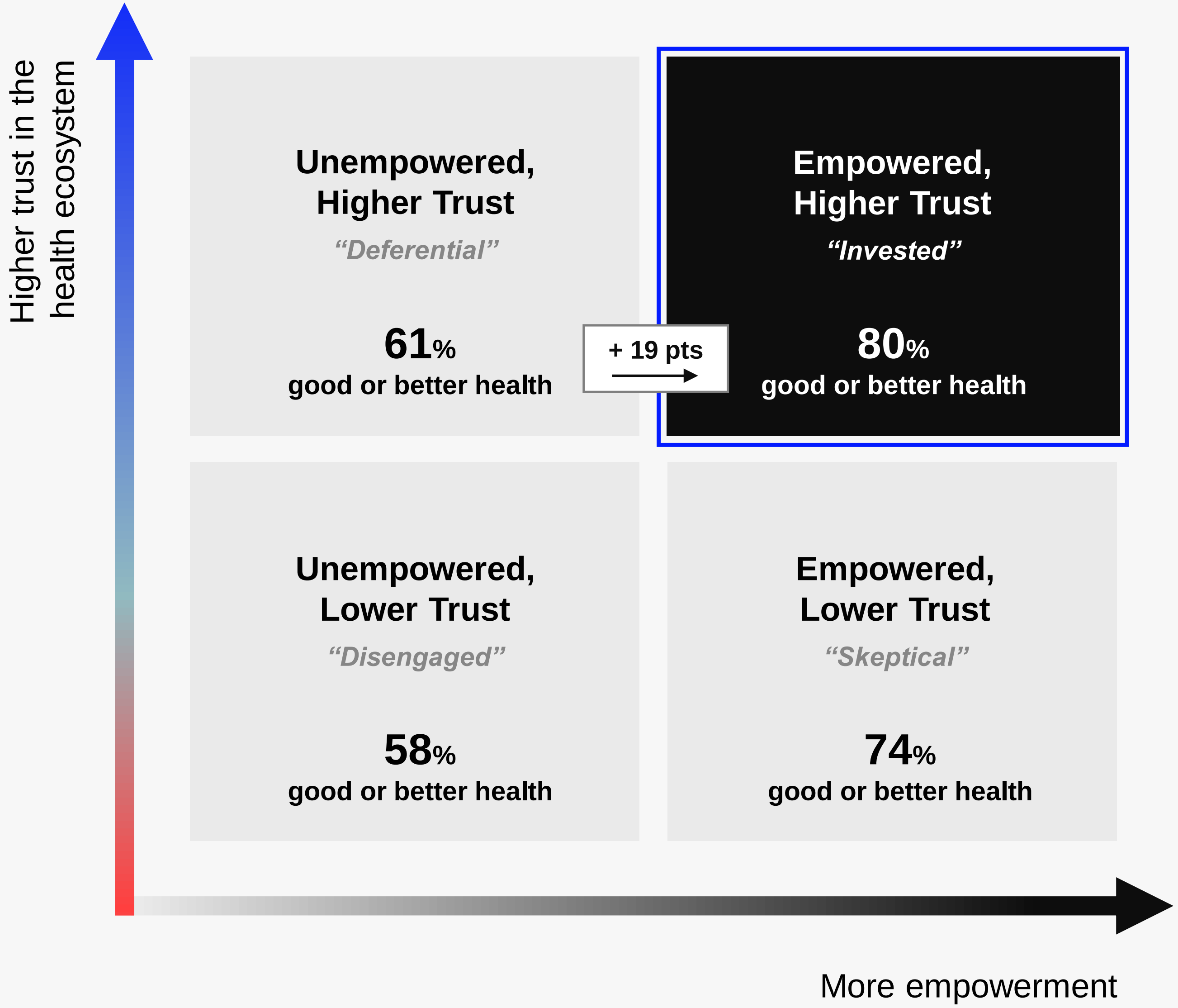


2024 Edelman Trust Barometer Special Report: Trust and Health. Trust and empowerment scale. Scale created using one half of the sample. General population, 12-mkt avg. Trust in the health ecosystem is a composite measure of trust in healthcare businesses, health NGOs, health practitioners, local health authorities, and global health authorities. For a full explanation of how the trust and empowerment scale and trust in the health ecosystem measures were built, please refer to the Technical Appendix.

Higher Trust and Empowerment Lead to Better Personal Health Outcomes

Among each mindset, percent who report good or better health

GLOBAL 12



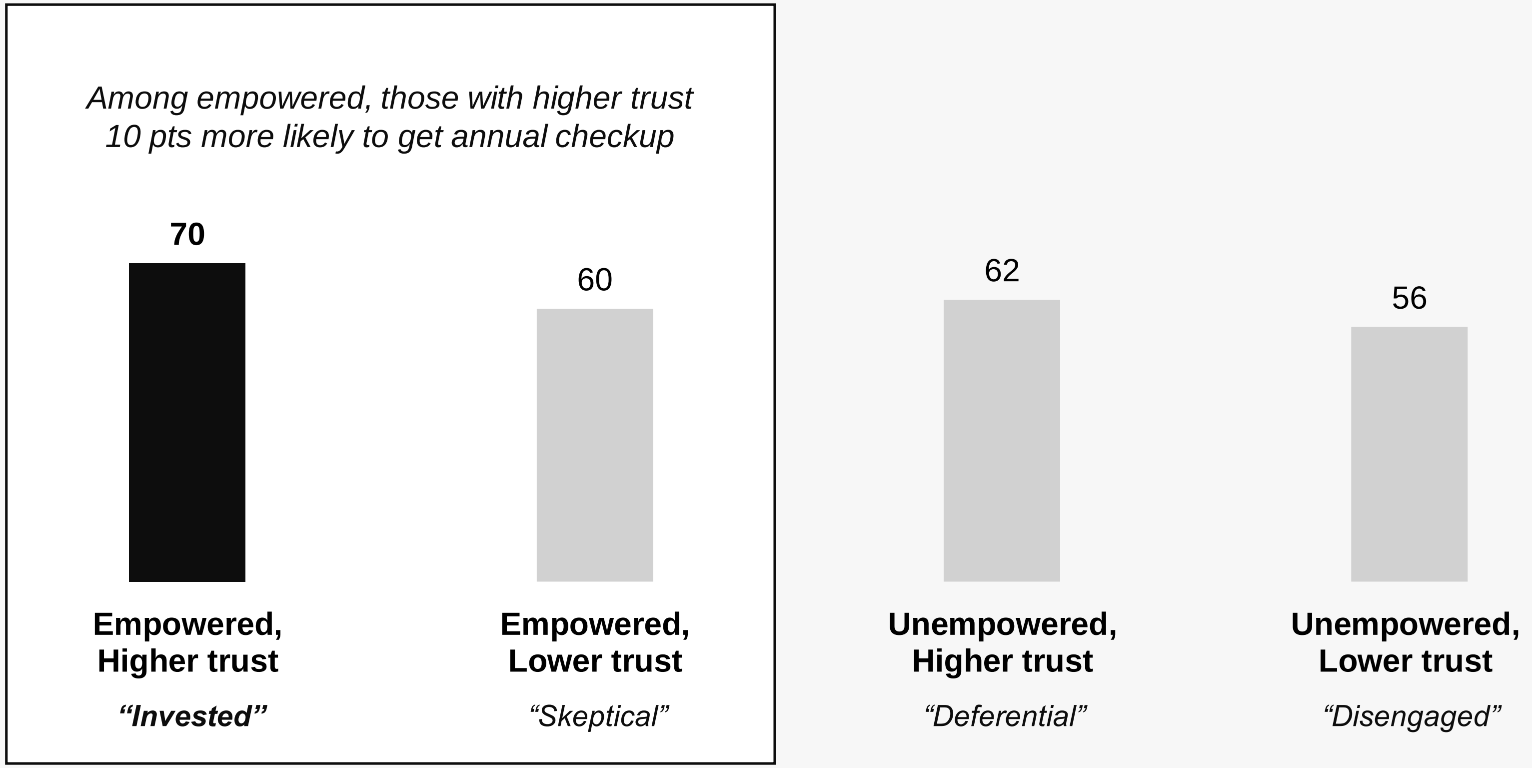
2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_ALL. How would you describe your overall health? 7-point scale; top 4 box, good or better. General population, 12-mkt avg., by the trust and empowerment scale. Scale created using one half of the sample. For a full explanation of how the trust and empowerment scale was built, please refer to the Technical Appendix.

With Trust, Empowered Health Consumers Most Likely to Engage in Preventative Care

Percent who say

GLOBAL 12

I have had a routine physical exam or **annual checkup** in the last year



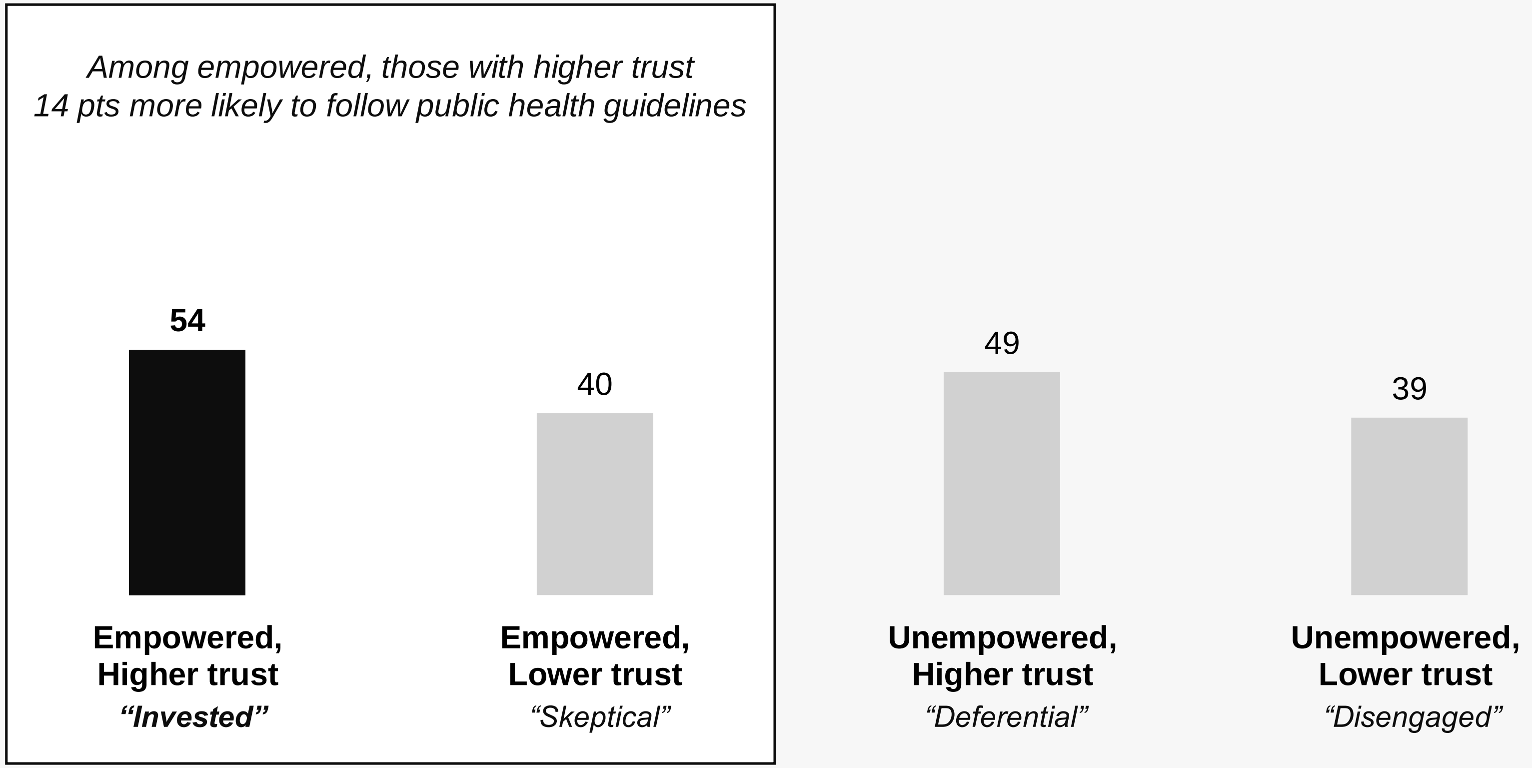
2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_BHV. Have you done any of the following within the past year? Code 1, yes. General population, 12-mkt avg., by the trust and empowerment scale. Scale created using one half of the sample. For a full explanation of how the trust and empowerment scale was built, please refer to the Technical Appendix.

With Trust, Empowered Health Consumers Most Likely to be Fully Vaccinated

Percent who say

GLOBAL 12

I've had the initial COVID-19 vaccine and every recommended booster

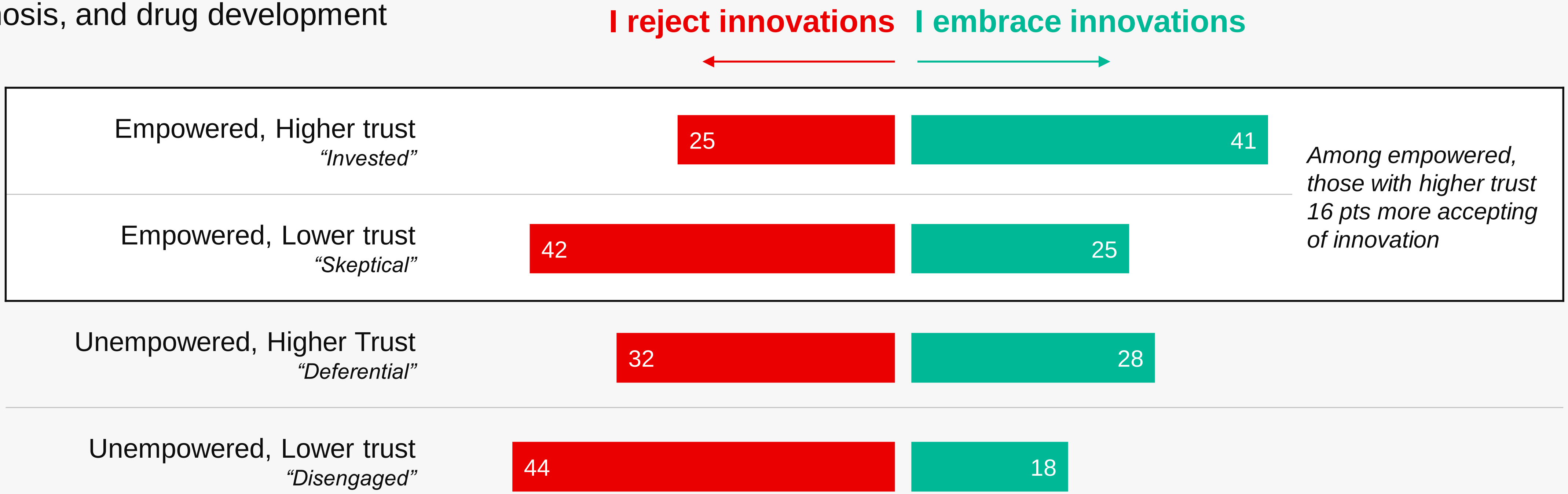


With Trust, Empowered Health Consumers Support Health Innovation

Percent who say

GLOBAL 12

On average, across the growing use of AI in patient interaction, diagnosis, and drug development

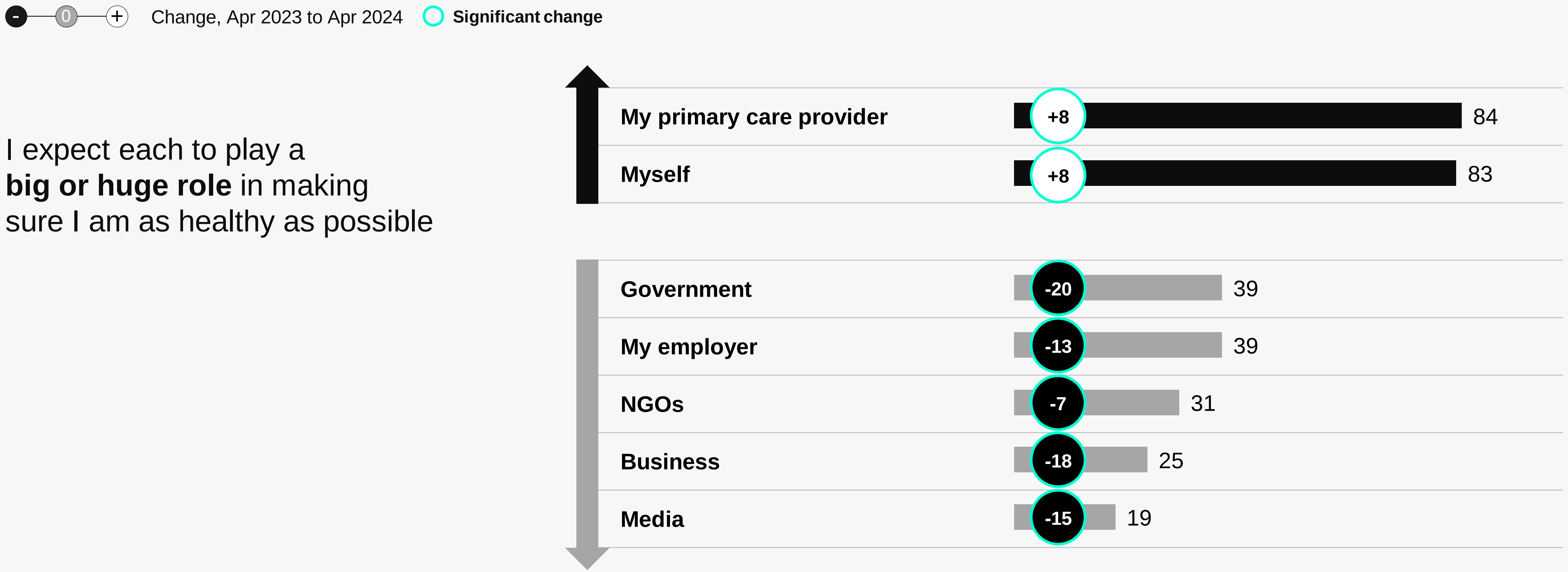


2024 Edelman Trust Barometer Special Report: Trust and Health. CHG_HTEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 12-mkt avg., by the trust and empowerment scale. Scale created using one half of the sample. Data shown is an average across 3 innovations, the growing use of artificial intelligence in patient interaction, the growing use of artificial intelligence in medical diagnosis, and the growing use of artificial intelligence in the development of drugs. For a full explanation of how the trust and empowerment scale was built, please refer to the Technical Appendix.

My Doctor Is the Linchpin of Health Trust

Since Last Year, More Responsibility for Myself and My Provider, Less for Institutions

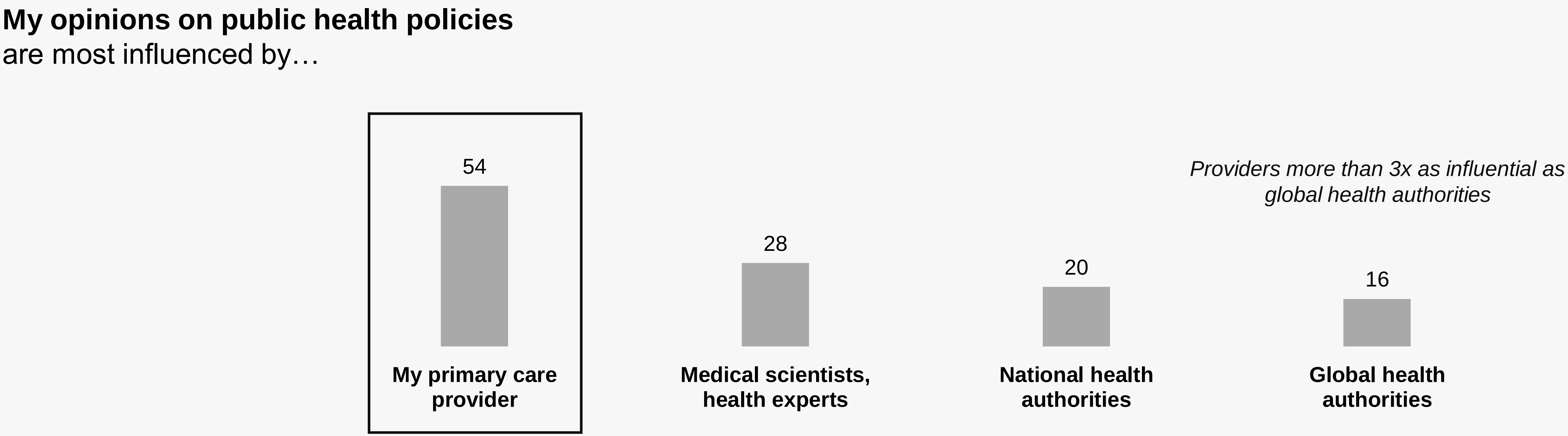
Percent who say, in France



2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_RSP. How big a role do you expect each of the following to play in making sure you are as healthy as possible? 5-point scale; top 2 box, large or very large role. General population, France. "My employer" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Public Health Policy: Doctors More Influential than Health Authorities

Percent who say, in France

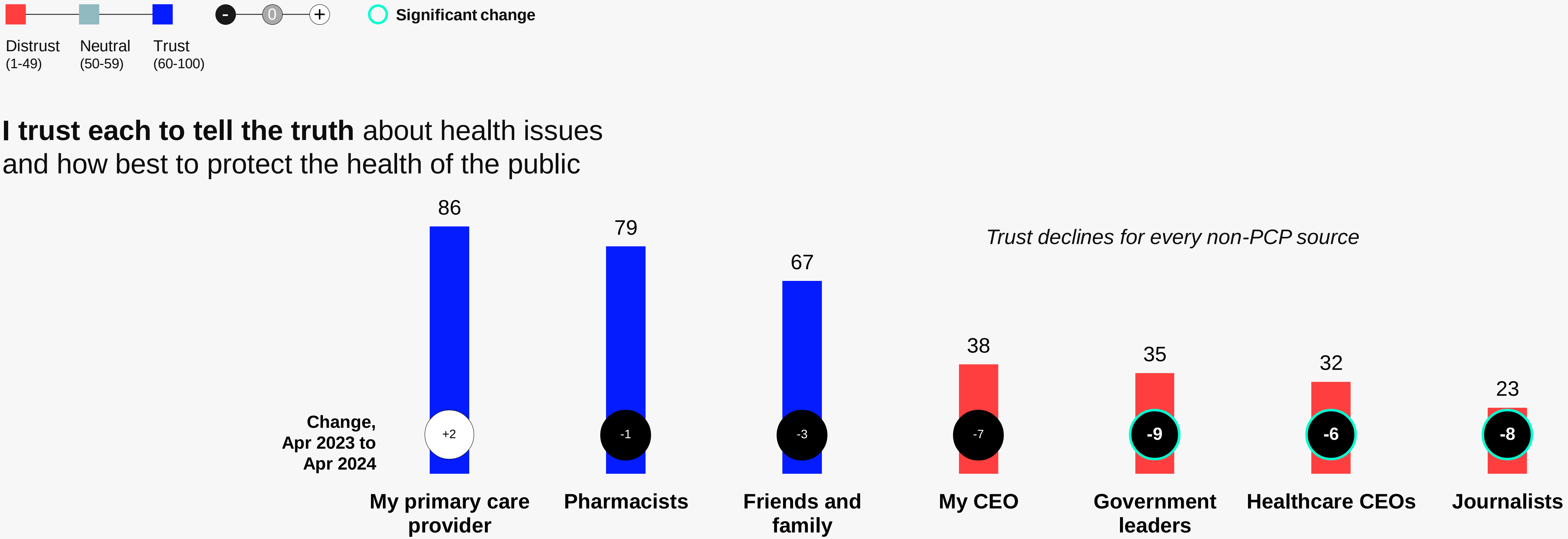


2024 Edelman Trust Barometer Special Report: Trust and Health. PHEA_INF_PEP. Below is a list of people. Which of them would you say have the greatest influence on shaping your opinions regarding policies, regulations, and laws designed to protect the health of the public and govern the way healthcare is run in this country? Pick up to three items. Question asked of half the sample. General population, France.

My Provider Most Trusted as a Source of Truth on Health

Percent who say, in France

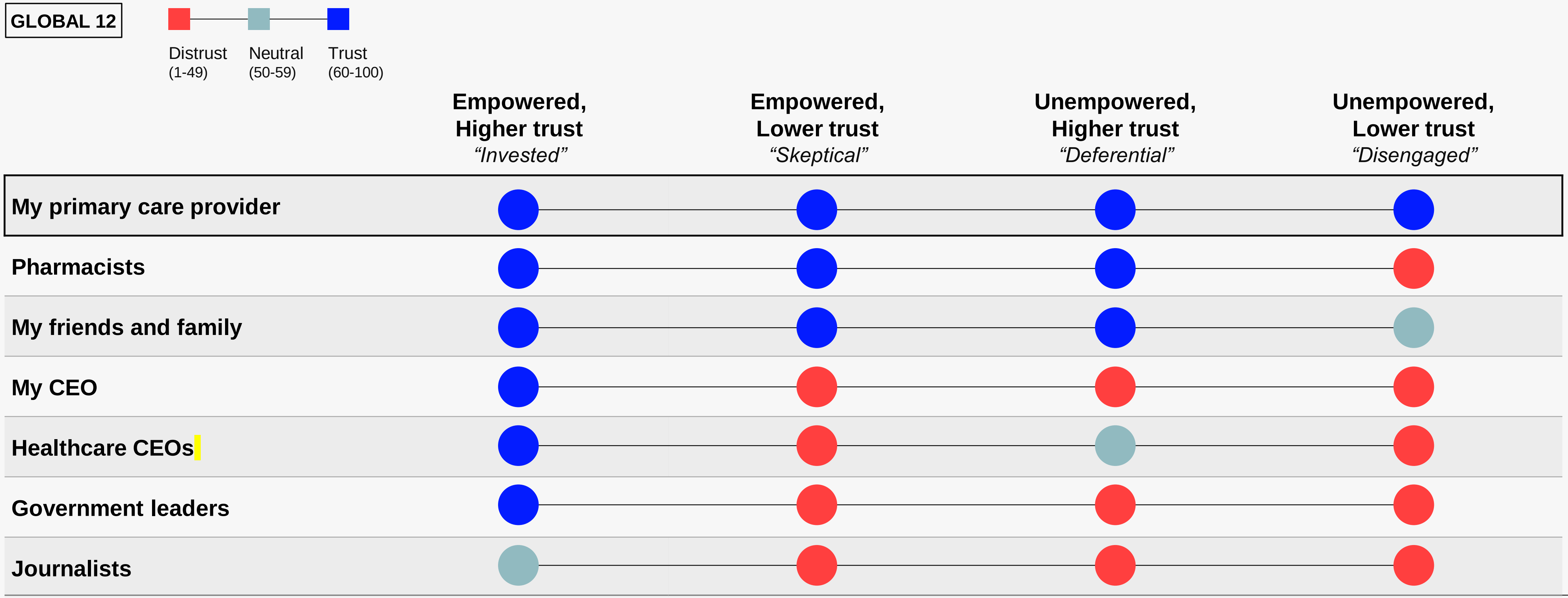
I trust each to tell the truth about health issues and how best to protect the health of the public



2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, France. "My CEO" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Across Mindsets,
Only My Provider Trusted To Tell The Truth on Health

Percent trust to tell the truth about how best to protect the health of the public



My CEO distrusted by 3 of 4 mindsets

2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, 12-mkt avg., by the trust and empowerment scale. Scale created using one half of the sample. "My CEO" only shown to those who are an employee of an organization (Q43/1). For a full explanation of how the trust and empowerment scale was built, please refer to the Technical Appendix.

With Trust, Empowered Health Consumers Most Likely to Vet Health Information

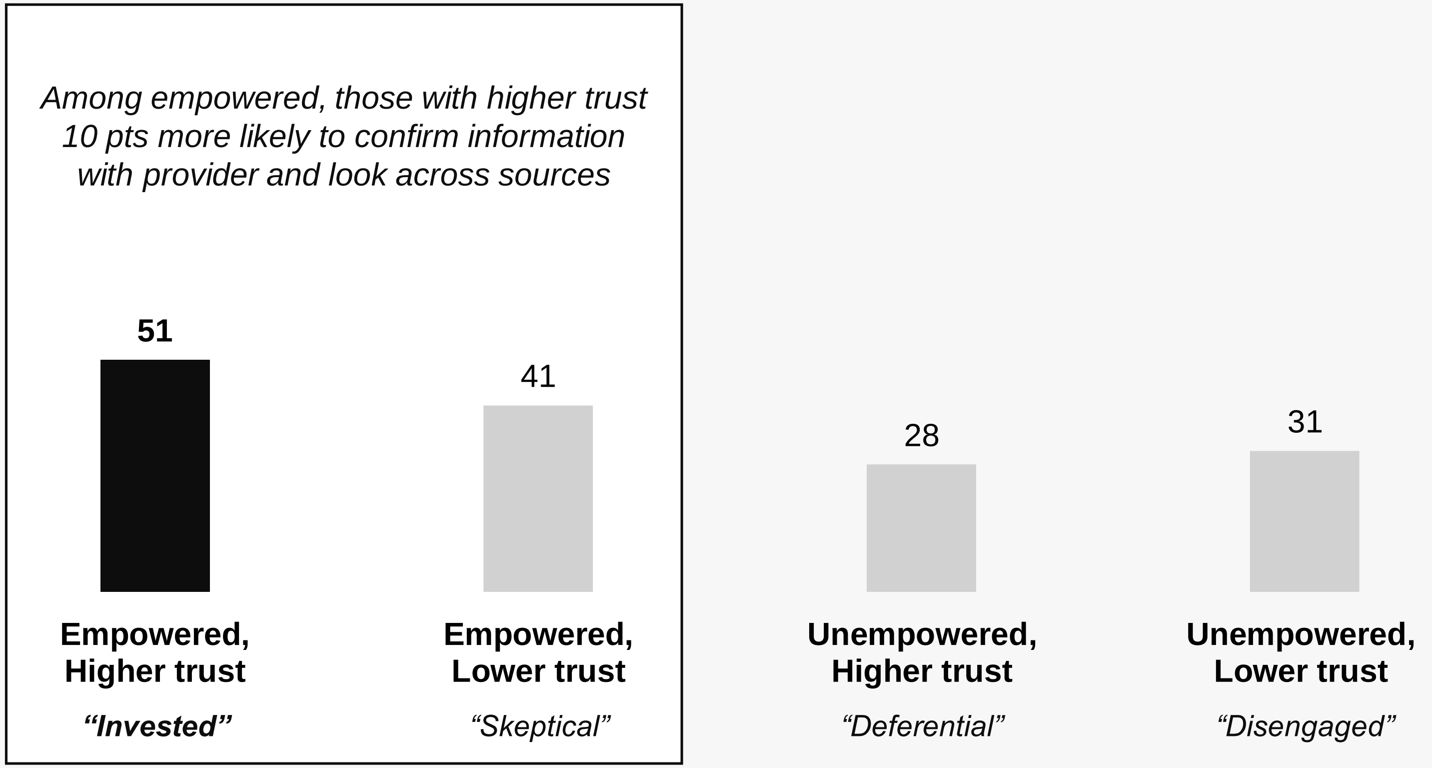
Percent who say

GLOBAL 12

I vet health information
monthly or more (avg)

I talk to my doctor *about health-related news and information*

I confirm that a health news story is true *by looking at multiple information sources*



2023 Edelman Trust Barometer Special Report: Trust and Health. HMED_SEG_OFT. How often do you engage in the following activities related to medical and healthcare news and information? 7-point scale; codes 3-7, monthly or more. Question asked of half the sample. General population, 12-mkt avg., by the trust and empowerment scale. Scale created using one half of the sample. Data shown is an average of attributes 8 and 11. For a full explanation of how the trust and empowerment scale was built, please refer to the Technical Appendix.

How to Build Empowerment and Earn Trust

Address Barriers to Better Health: Information Second to Cost

Among the 71% who say there is a gap between how well they are currently taking care of their health vs how well they should be, percent who say, in France

- 0 + Change, Apr 2023 to Apr 2024 ○ **Significant change**

This plays a large role in **preventing me from taking better care of my health**

65% +8 pts

Cost (net)

Healthy options cost too much
Cannot afford good healthcare
Cannot afford treatments

59% +2 pts

Information (net)

Contradictory expert advice
Changing health recommendations
Lack of information

56% +6 pts

Access (net)

Difficulty accessing healthcare services
Lack of institutional support

2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_BAR. How big a role does each of the following have in keeping you from closing the gap between how well you currently are taking care of your health and how well you should ideally be taking care of your health? 5-point scale; top 2 box, large or very large role. Question asked of those who said there is a gap between how well they are currently taking care of their health vs. how well they should be (HEA_GAP/2-5). General population, France. "Cost" is a net of attributes 1-3; "Information" is a net of attributes 4-6; "Access" is a net of attributes 8 and 15. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

To Build Trust on Health, Prioritize Reliable Information

Percent increased likelihood to trust institutions on health, associated with performing well on each

GLOBAL 11 Excl China

Business *(top 3 of 9)*	%
Be a reliable source of trustworthy health information	**+10.8**
Address barriers preventing people from taking better care of their health	+8.5
Develop products to help me manage my health	+7.8

NGOs *(top 3 of 9)*	%
Be a reliable source of trustworthy health information	**+11.6**
Educate me on how I can improve my health	+8.6
Build support for better health policies and programs	+5.7

Government *(top 3 of 10)*	%
Be a reliable source of trustworthy health information	**+12.7**
Fund health workers, care, and information for underserved communities	+7.0
Make quality, affordable healthcare available for everyone	+6.8

2024 Edelman Trust Barometer Special Report: Trust and Health. Regression analysis. TRU_INS_HEA. Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. 9-point scale; top 4 box, trust. HEA_[INS]_PERF. How well do you believe [INSTITUTION] is doing when it comes to each of the following health-related actions? 5-point scale; top 2 box, doing well. The government and NGO performance questions were asked of half the sample. The government performance question was not asked in China. General population, 11-mkt avg. Data showing the top 3 trust-building actions, with ties broken by decimal. For a full explanation of how this regression analysis was done and the complete list of drivers to increase the likelihood to trust each institution on health, please refer to the Technical Appendix.

Employers: To Gain Trust, Empower Healthy Behavior

Among employees, percent increased likelihood to trust my employer on health, associated with performing well on each

GLOBAL 11 Excl China

My employer *(top 3 of 10)*	%
Make special accommodations for those with health or caregiving needs	+8.1
CEO speaks out to address public health issues relevant to their employees	+7.0
CEO models healthy workplace behavior such as avoiding overwork, managing stress, and taking full PTO	+6.1

In the post-pandemic workplace, employers must address health needs, public health issues, and employee burnout

2024 Edelman Trust Barometer Special Report: Trust and Health. Regression analysis. TRU_INS_HEA. Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. 9-point scale; top 4 box, trust. “My employer” only shown to those who are an employee of an organization (Q43/1). HEA_EMP_PERF. How well do you believe your employer is doing when it comes to each of the following health-related actions? 5-point scale; top 2 box, doing well. Question asked to those who are an employee of an organization (Q43/1). General population, 11-mkt avg. To compare this performance data to the government performance data shown previously, China has been excluded from this analysis. Data showing the top 3 trust-building actions, with ties broken by decimal. For a full explanation of how this regression analysis was done and the complete list of drivers to increase the likelihood to trust one's employer on health, please refer to the Technical Appendix.

How To Reach the Four Health Mindsets: Combine Expertise with Accessibility

Top response among each mindset

GLOBAL 12

	Empowered, Higher Trust *"Invested"*	Empowered, Lower Trust *"Skeptical"*	Unempowered, Higher Trust *"Deferential"*	Unempowered, Lower Trust *"Disengaged"*
I feel cared for when my provider uses…	an empathetic tone	an empathetic tone	an empathetic tone	language I understand
I trust health information …	from credentialed sources	**supported by data**	from credentialed sources	**supported by data**

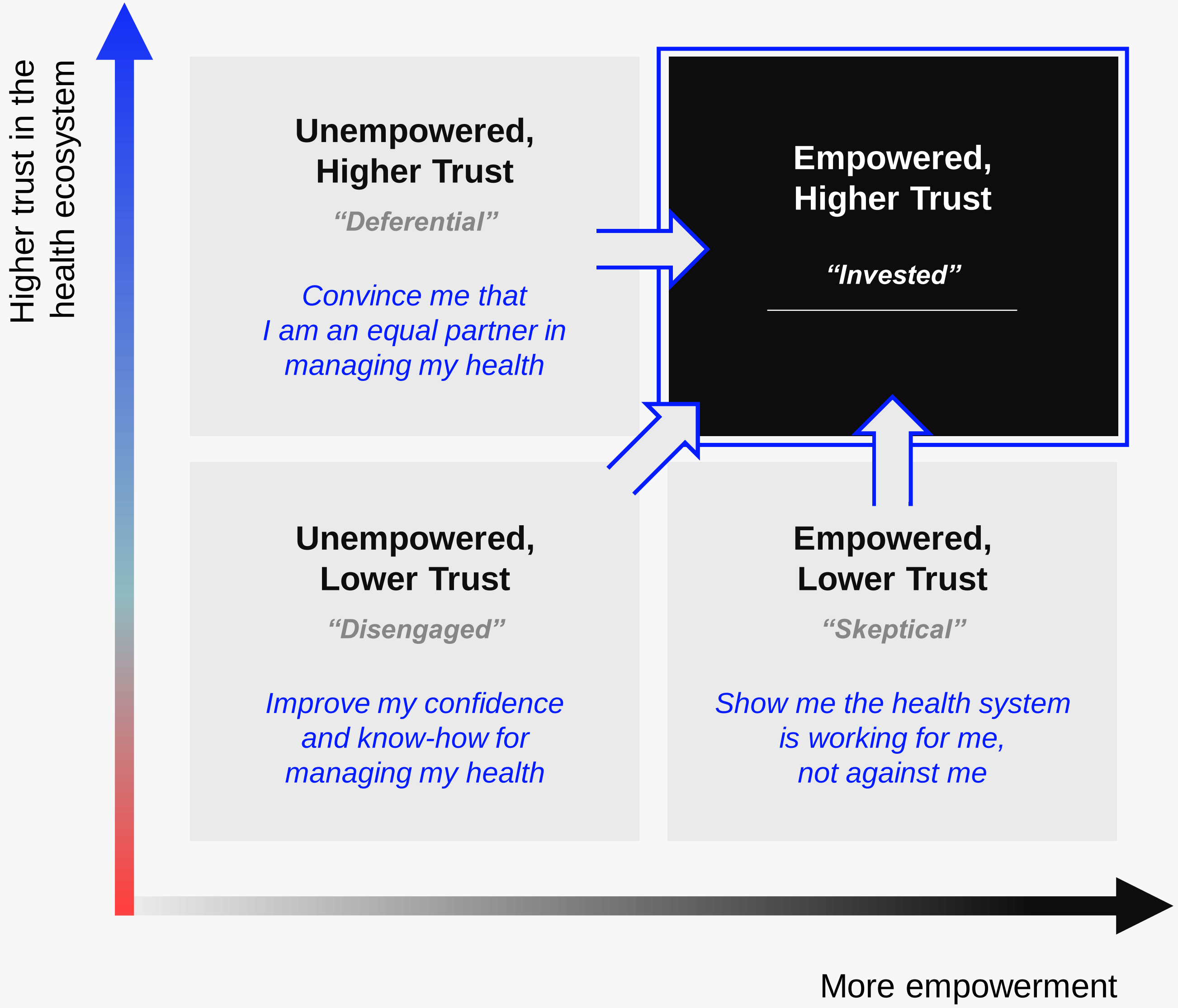
Supporting data more important to those with lower trust

2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_CARE_IMP. How important are each of the following in making you feel like you are being well cared for by a healthcare provider? 9-point scale; top 4 box, important. HEA_CRED_REC. When it comes to health-related issues and information, what makes someone, in your mind, a trustworthy source? Pick all that apply. Question asked of half the sample. General population, 12-mkt avg., by the trust and empowerment scale. Scale created using one half of the sample. Data showing the top item, with ties broken by decimal. For full details on how the trust and empowerment scale was built, please refer to the Technical Appendix.

To Change My Mindset: Convince Me to Get Invested in My Health and Build My Trust in the Healthcare System

Key strategies for moving people into an invested mindset, summarizing the results from a series of driver analyses

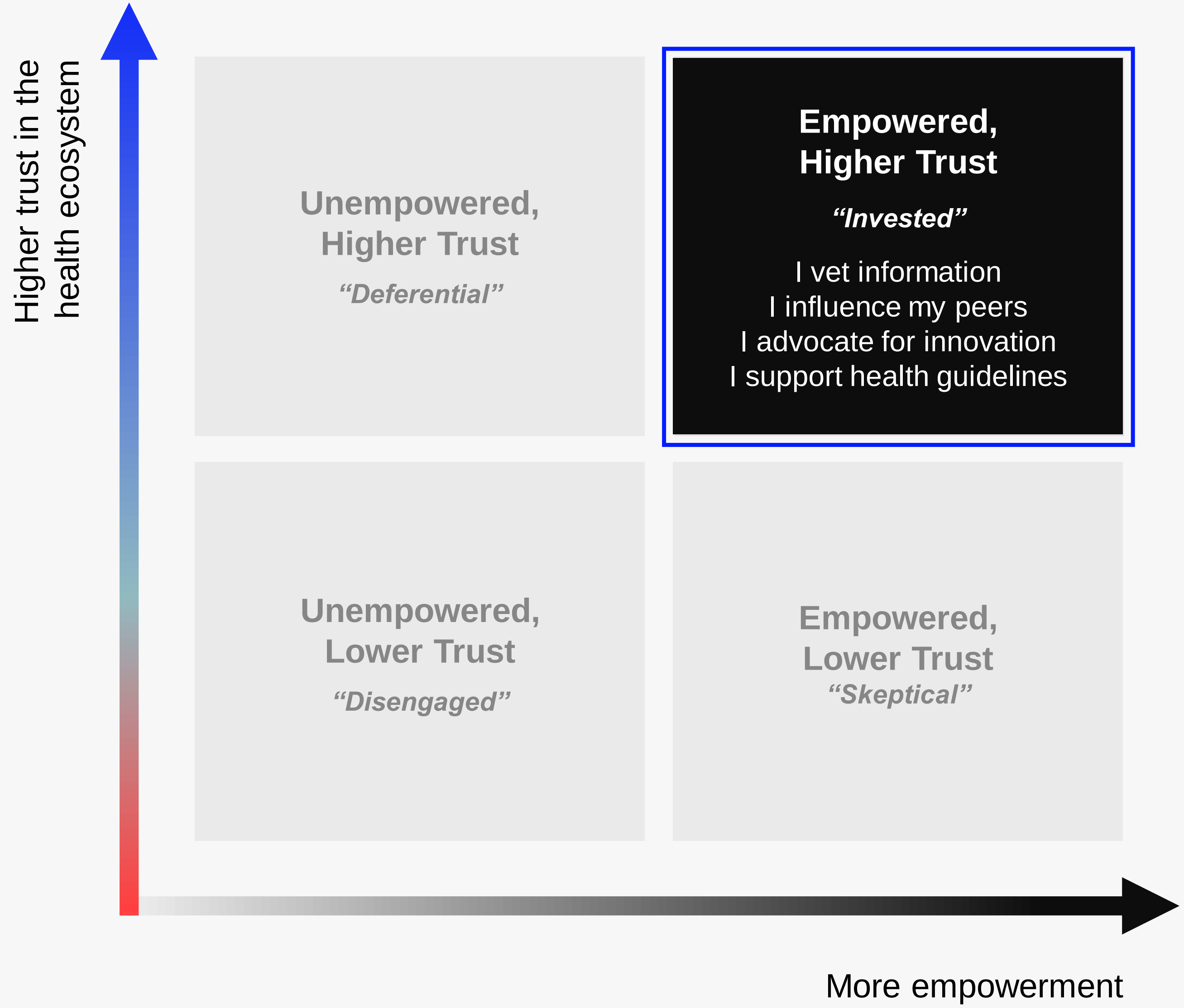
GLOBAL 12



2024 Edelman Trust Barometer Special Report: Trust and Health. Regression analysis. General population, 12-mkt avg., by the trust and empowerment scale. Scale created using one half of the sample. For full a full explanation of how the trust and empowerment scale was built and how this regression analysis was done as well as a complete list of drivers to move people from each mindset to an "invested" mindset, please refer to the Technical Appendix.

Leverage the Invested as Partners for Trust and Better Health Outcomes

GLOBAL 12



2024 Edelman Trust Barometer Special Report: Trust and Health. For full details on how the trust and empowerment scale was built, please refer to the Technical Appendix. Supporting data for these conclusions can be found in the Supplemental section.

Special Report: Trust and Health Global Implications
Trust and Empowerment Optimize Health Outcomes

1

Depoliticize health

The influence of politics on healthcare and medical science is the fastest growing fear. Providers must be prepared to address these concerns when patients bring them into a clinical setting.

2

Fight the health information crisis

Information quality has exploded as a barrier to better health. Across institutions, serving as a source of reliable information on health is the top driver of increased trust.

3

Leverage provider influence

Healthcare providers are consistently the most trusted voices on health. Patients want more than healthcare: They also want to vet information and public health policies with their provider.

4

Put me in charge of my health

Pairing empowerment with trust makes people 19 points more likely to report good health than trust alone.
To build empowerment, treat consumers like equal partners in managing their health.

Supplemental Data: Trust and Health

Trust in Institutions with Health Needs by Market

Percent trust in each institution to do what is right in addressing health needs and concerns

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

Significant change*

+/- Apr 2022 to Apr 2023

	Global 12		*Australia		Brazil		Canada		China		France		Germany		India		Japan	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
My employer	68	*-4**	65	-	72	-6	68	-2	82	-5	66	-1	66	-6	89	-2	56	-1
Business	52	*-4**	42	-	57	0	44	-6	77	*-11**	47	2	40	-7	76	*-12**	48	1
NGOs	49	*-7**	46	-	48	*-8**	46	-6	62	*-22**	50	0	37	1	72	*-15**	34	-6
Government	43	*-4**	43	-	37	-5	45	-6	87	-2	32	-5	37	-3	75	*-9**	33	0
Media	41	*-5**	31	-	35	-6	42	-6	70	*-10**	33	-2	37	-1	60	*-17**	35	2

	Mexico		*Nigeria		*Singapore		S. Africa		S. Korea		*UAE		UK		U.S.	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
My employer	74	-3	79	-	66	-	68	-3	36	*-18**	82	-	69	5	67	-6
Business	63	-3	68	-	52	-	50	-3	34	-7	75	-	39	-3	42	-7
NGOs	60	-6	71	-	59	-	54	-4	39	*-11**	69	-	43	-1	42	-6
Government	42	*-8**	45	-	77	-	22	-1	37	-3	86	-	32	-3	33	*-10**
Media	52	-6	56	-	52	-	33	-7	32	2	61	-	29	-1	33	-3

2024 Edelman Trust Barometer Special Report: Trust and Health. TRU_INS_HEA. Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. 9-point scale; top 4 box, trust. General population, 12-mkt avg. "My employer" only asked among those employed by an organization (Q43/1). *Australia, Nigeria, Singapore and UAE are not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Trust in Institutions with Health Needs by Demographics

Percent trust in each institution to do what is right in addressing health needs and concerns

Distrust (1-49) — Neutral (50-59) — Trust (60-100)

Significant change*

+/- Apr 2022 to Apr 2023	Global 12 %	Global 12 +/-	18-34 %	18-34 +/-	35-54 %	35-54 +/-	55+ %	55+ +/-	Low income %	Low income +/-	Middle income %	Middle income +/-	High income %	High income +/-	Left leaning† %	Left leaning† +/-	Center† %	Center† +/-	Right leaning† %	Right leaning† +/-
My employer	68	-4*	68	-6*	68	-2	70	-3	58	-9*	67	-5*	74	-3	65	-5	67	-3	73	-4
Business	52	-4*	52	-7*	54	-4*	49	-3	45	-3	51	-6*	60	-6*	43	-7*	51	-4*	59	-2
NGOs	49	-7*	53	-7*	51	-6*	44	-6*	42	-7*	49	-9*	56	-6*	56	-5*	50	-6*	46	-7*
Government	43	-4*	43	-9*	43	-4*	42	0	40	-2	43	-5*	48	-5*	42	-4	41	-5*	40	-7*
Media	41	-5*	41	-8*	42	-6*	39	-1	36	-5*	41	-7*	46	-4	39	-6*	41	-4*	39	-5*

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Health Fears Intensify: Politics Now on Par with Another Pandemic and Affordability

Percent who worry about…

Significant change*

	Global 11 excl. China		*Australia		Brazil		Canada		China		France		Germany		India		Japan		Mexico		*Nigeria		*Singapore		S. Africa		S. Korea		*UAE		UK		U.S.	
+/- Apr 2022 to Apr 2023	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Politicization of medical science	64	*13**	59	-	82	*15**	60	*14**	59	-	64	*11**	49	*12**	71	*0*	49	*20**	74	*12**	71	-	63	-	76	*19**	70	*22**	69	-	48	*9**	60	*11**
Affordability of care	64	-	61	-	83	-	50	-	67	-	65	-	53	-	65	-	52	-	80	-	75	-	73	-	81	-	72	-	67	-	47	-	52	-
Another pandemic	63	7*	48	-	82	6	53	9*	69	-5	61	10*	47	2	73	-2	64	19*	82	5	71	-	73	-	71	*9**	68	17*	73	-	48	4	45	-3
Access to medical technology	56	-	50	-	80	-	54	-	68	-	49	-	41	-	65	-	40	-	75	-	71	-	55	-	65	-	55	-	62	-	47	-	42	-
Health misinformation	55	-	46	-	74	-	43	-	64	-	56	-	41	-	70	-	46	-	69	-	70	-	66	-	63	-	61	-	71	-	39	-	39	-

2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Question asked of half the sample. General population, 11-mkt avg. *Australia, Nigeria, Singapore and UAE are not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. In China, the Chinese translation for "Medical science becoming politicized or being used to support a specific political agenda" was updated in 2024. This language change means the 2024 data cannot be compared to data from previous years and China has been removed from this analysis for all fears to ensure a consistent global average is shown for each.

Health Fears Intensify: Politics Now on Par with Another Pandemic and Affordability

Percent who worry about…

Significant change*

+/- Apr 2022 to Apr 2023	Global 11 excl. China %	+/-	18-34 %	+/-	35-54 %	+/-	55+ %	+/-	Low income %	+/-	Middle income %	+/-	High income %	+/-	Left leaning† %	+/-	Center† %	+/-	Right leaning† %	+/-
Politicization of medical science	64	13*	66	11*	67	14*	59	15*	65	17*	64	12*	63	13*	66	12*	64	16*	65	8*
Affordability of care	64	-	71	-	67	-	53	-	70	-	66	-	55	-	65	-	63	-	62	-
Another pandemic	63	7*	69	4	65	7*	57	11*	65	9*	62	5*	63	6*	66	6*	63	7*	61	5*
Access to medical technology	56	-	58	-	59	-	51	-	55	-	56	-	56	-	57	-	56	-	57	-
Health misinformation	55	-	63	-	58	-	44	-	55	-	55	-	54	-	53	-	54	-	56	-

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Acceptance/Rejection of AI Health Innovation

Percent who accept or reject each innovation

		Global 12	*Australia	Brazil	Canada	China	France	Germany	India	Japan	Mexico	*Nigeria	*Singapore	S. Africa	S. Korea	*UAE	UK	U.S.
AI in patient interaction	I reject this innovation	42	57	38	56	19	59	50	27	30	40	31	43	43	28	34	56	59
	I embrace this innovation	25	12	27	13	44	16	17	38	22	29	38	18	26	36	30	14	16
AI in medical diagnosis	I reject this innovation	31	39	31	42	16	48	40	20	17	29	21	30	30	18	24	36	46
	I embrace this innovation	32	20	35	21	44	24	21	44	32	41	45	24	35	42	38	26	22
AI in drug development	I reject this innovation	32	40	32	41	21	46	39	21	21	29	25	32	35	23	25	34	47
	I embrace this innovation	32	20	36	22	40	24	24	48	33	40	43	24	33	43	41	25	20

2024 Edelman Trust Barometer Special Report: Trust and Health. CHG_HTEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 12-mkt avg. *Australia, Nigeria, Singapore and UAE are not included in the global average.

Acceptance/Rejection of Health Innovation

Percent who accept or reject each innovation

		Global 12	*Australia	Brazil	Canada	China	France	Germany	India	Japan	Mexico	*Nigeria	*Singapore	S. Africa	S. Korea	*UAE	UK	U.S.
Remote surgery	I reject this innovation	41	45	39	49	26	52	46	32	29	39	41	46	51	33	43	43	53
	I embrace this innovation	26	17	30	16	38	20	17	36	27	31	32	19	23	35	28	20	16
Messenger RNA treatments	I reject this innovation	23	27	24	24	16	35	28	18	18	24	20	27	27	18	21	22	26
	I embrace this innovation	35	23	40	29	44	28	26	44	31	43	45	24	35	44	38	31	30
At-home diagnostics	I reject this innovation	26	29	36	27	14	37	36	21	16	25	24	24	27	19	25	29	29
	I embrace this innovation	30	23	26	25	47	23	22	39	26	36	43	23	36	38	35	23	24

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Acceptance/Rejection of AI Health Innovation

Percent who accept or reject each innovation

		Global 12	18-34	35-54	55+	Low income	Middle income	High income	Left leaning†	Center†	Right leaning†
AI in patient interaction	I reject this innovation	42	37	41	48	42	43	39	48	41	44
	I embrace this innovation	25	30	26	18	23	23	30	23	24	26
AI in medical diagnosis	I reject this innovation	31	28	31	34	31	32	28	34	30	34
	I embrace this innovation	32	37	33	27	29	31	39	31	32	34
AI in drug development	I reject this innovation	32	29	33	35	33	34	29	34	31	35
	I embrace this innovation	32	37	33	27	30	31	38	32	33	34

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Acceptance/Rejection of Health Innovation

Percent who accept or reject each innovation

		Global 12	18-34	35-54	55+	Low income	Middle income	High income	Left leaning†	Center†	Right leaning†
Remote surgery	I reject this innovation	41	43	40	41	44	42	37	42	41	42
	I embrace this innovation	26	27	27	24	23	25	31	25	26	27
Messenger RNA treatments	I reject this innovation	23	20	24	26	25	24	20	20	23	27
	I embrace this innovation	35	41	36	30	32	34	42	40	36	34
At-home diagnostics	I reject this innovation	26	25	25	30	30	27	23	27	25	29
	I embrace this innovation	30	36	33	23	26	30	36	31	30	29

2024 Edelman Trust Barometer Special Report: Trust and Health. CHG_HTEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 12-mkt avg., and by age, income, and political leaning. †Political leaning is not asked in China; the Left, Center, and Right segments reflect an 11-mkt avg.

Since Last Year, More Responsibility for Myself and My Provider, Less for Institutions

Percent who say I expect each to play a big or huge role in making sure I am as healthy as possible

Significant change*

+/- Apr 2022 to Apr 2023	Global 12		18-34		35-54		55+		Low income		Middle income		High income		Left leaning†		Center†		Right leaning†	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Myself	85	8*	82	11*	86	8*	88	8*	80	8*	86	9*	89	6*	89	10*	86	9*	88	8*
My primary care provider	79	10*	74	10*	77	9*	85	11*	75	8*	79	11*	83	11*	82	11*	80	12*	81	8*
Government	50	-6*	54	-3*	53	-5*	45	-7*	51	-3	50	-6*	52	-7*	52	-8*	49	-5*	47	-9*
My employer	41	-9*	44	-7*	41	-10*	36	-9*	39	-6*	40	-11*	43	-10*	41	-13*	40	-6*	42	-11*
Business	33	-9*	37	-8*	35	-11*	26	-9*	33	-6*	31	-12*	36	-9*	32	-12*	31	-8*	33	-11*
NGOs	32	-4*	37	-4*	34	-4*	24	-5*	32	-3	31	-6*	34	-3	33	-7*	30	-2	31	-5*
Media	31	-9*	36	-7*	33	-11*	24	-8*	33	-5*	30	-11*	32	-11*	30	-11*	30	-8*	30	-11*

2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_RSP. How big a role do you expect each of the following to play in making sure you are as healthy as possible? 5-point scale; top 2 box, large or very large role. General population, 12-mkt avg., and by age, income, and political leaning. "My employer" only shown to those who are an employee of an organization (Q43/1). †Political leaning is not asked in China; the Left, Center, and Right segments reflect an 11-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

My Provider Most Trusted as a Source of Truth on Health

Percent who say I trust each to tell the truth about health issues and how best to protect the health of the public

Distrust (1-49) — Neutral (50-59) — Trust (60-100)

Significant change*

+/- Apr 2022 to Apr 2023	Global 12		*Australia		Brazil		Canada		China		France		Germany		India		Japan		Mexico		*Nigeria		*Singapore		S. Africa		S. Korea		*UAE		UK		U.S.	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
My primary care provider	83	2*	83	-	83	1	85	2	84	-4	86	2	84	1	88	-3	72	3	85	4	85	-	83	-	85	5*	75	2	90	-	83	4	82	4
Pharmacists	73	-3*	77	-	70	-2	65	-14*	81	-7*	79	-1	76	-1	78	-8*	69	3	67	-2	82	-	59	-	76	2	67	0	79	-	78	-2	71	-2
My friends and family	70	-6*	71	-	64	-10*	70	-4	87	-3	67	-3	58	-22*	86	-4*	63	1	74	-3	77	-	69	-	67	-6*	63	-10*	88	-	71	-5	69	-4
My CEO	50	-9*	47	-	56	-10*	42	-12*	71	-14*	38	-7	35	-3	77	-5	37	-6	60	-7	64	-	50	-	53	-8	31	-14*	72	-	43	-7	48	-11*
Healthcare CEOs	45	-7*	35	-	52	-4	33	-10*	75	-10*	32	-6*	29	-6*	74	-8*	35	-5	57	-6*	69	-	46	-	48	-5	38	-10*	71	-	36	-5	30	-13*
Government leaders	39	-7*	37	-	40	-5	36	-11*	79	-11*	35	-9*	27	-7*	67	-6*	26	-5*	39	-7*	49	-	70	-	26	-2	32	-2	72	-	31	-4	31	-9*
Journalists	35	-10*	24	-	39	-6*	34	-14*	69	-12*	23	-8*	28	-7*	62	-11*	23	-7*	40	-11*	51	-	40	-	30	-10*	21	-6*	57	-	20	-10*	30	-13*

2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, 12-mkt avg. "My CEO" only asked among those employed by an organization (Q43/1). *Australia, Nigeria, Singapore and UAE are not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

My Provider Most Trusted as a Source of Truth on Health

Percent who say I trust each to tell the truth about health issues and how best to protect the health of the public

Distrust (1-49) — Neutral (50-59) — Trust (60-100)

Significant change*

+/- Apr 2022 to Apr 2023

	Global 12 %	Global 12 +/-	*Australia %	*Australia +/-	Brazil %	Brazil +/-	Canada %	Canada +/-	China %	China +/-	France %	France +/-	Germany %	Germany +/-	India %	India +/-	Japan %	Japan +/-	Mexico %	Mexico +/-	*Nigeria %	*Nigeria +/-	*Singapore %	*Singapore +/-	S. Africa %	S. Africa +/-	S. Korea %	S. Korea +/-	*UAE %	*UAE +/-	UK %	UK +/-	U.S. %	U.S. +/-
Nurses	79	0	85	-	80	0	84	0	83	-5*	84	1	72	-4	85	-3	72	4	80	0	79	-	78	-	71	1	70	3	86	-	83	1	79	0
Medical scientists and health experts	74	-1	72	-	80	-1	72	-4	84	-4	68	-1	64	-3	87	-2	68	4	82	0	84	-	73	-	72	0	70	-1	87	-	76	0	68	0
National health authorities	61	-3*	60	-	60	-2	60	-6*	86	-3	54	-2	51	-3	82	-4*	54	-2	58	-2	73	-	76	-	51	-3	55	-2	85	-	65	-3	52	-9*
Global health authorities	58	-4*	54	-	60	-2	58	-6*	81	-6*	50	-4	45	-3	80	-7*	47	0	67	-1	80	-	69	-	56	-3	53	-4	83	-	56	-3	47	-8*
Heads of health NGOs	49	-7*	43	-	53	-8*	44	-11*	73	-9*	43	-7*	38	-5	68	-8*	37	0	58	-7*	70	-	52	-	51	-4	38	-11*	69	-	43	-6*	42	-8*
Content creators with formal medical training	40	-	32	-	43	-	33	-	82	-	23	-	24	-	65	-	33	-	45	-	57	-	42	-	41	-	31	-	62	-	29	-	33	-
CEOs	36	-10*	27	-	42	-8*	25	-10*	70	-14*	22	-7*	26	-4	66	-13*	30	-6*	46	-9*	51	-	39	-	33	-12*	27	-10*	63	-	24	-10*	24	-15*
Spiritual or religious leaders	32	-7*	25	-	40	-4	25	-6*	53	-23*	20	-1	16	0	64	-6*	12	-1	39	-2	60	-	45	-	43	-7*	19	-7*	66	-	22	-7*	32	-16*
Celebrities or sports figures	28	-10*	20	-	29	-7*	16	-9*	63	-18*	19	-3	19	-5*	59	-18*	20	-11*	36	-7*	45	-	34	-	26	-11*	16	-13*	55	-	18	-7*	20	-10*
Content creators without formal medical training	24	-	19	-	29	-	16	-	48	-	15	-	16	-	56	-	15	-	32	-	38	-	26	-	19	-	14	-	48	-	14	-	18	-

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Significant change*

	Global 12		18-34		35-54		55+		Low income		Middle income		High income		Left leaning†		Center†		Right leaning†	
+/- Apr 2022 to Apr 2023	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
My primary care provider	83	2*	79	3*	82	2	86	0	75	0	83	1	87	1	85	3	83	2	84	2
Pharmacists	73	-3*	71	0	72	-4*	76	-4*	68	-2	74	-3*	78	-3*	75	-2	73	-3*	74	-3
My friends and family	70	-6*	70	-2	71	-7*	69	-9*	65	-5*	70	-8*	76	-3*	67	-8*	69	-7*	71	-6*
My CEO	50	-9*	51	-8*	50	-8*	47	-11*	42	-8*	49	-11*	56	-7*	47	-11*	47	-8*	55	-7*
Healthcare CEOs	45	-7*	51	-5*	46	-8*	38	-8*	43	-2	44	-10*	50	-9*	40	-8*	44	-7*	45	-9*
Government leaders	39	-7*	43	-6*	41	-5*	33	-8*	38	-2	39	-9*	44	-6*	38	-7*	36	-6*	38	-7*
Journalists	35	-10*	40	-8*	38	-9*	28	-11*	34	-6*	35	-12*	38	-10*	36	-11*	33	-9*	31	-11*

2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, 12-mkt avg., and by age, income, and political leaning. "My CEO" only asked among those employed by an organization (Q43/1). †Political leaning is not asked in China; the Left, Center, and Right segments reflect an 11-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

My Provider Most Trusted as a Source of Truth on Health

Percent who say I trust each to tell the truth about health issues and how best to protect the health of the public

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

Significant change*

+/- Apr 2022 to Apr 2023

	Global 12		18-34		35-54		55+		Low income		Middle income		High income		Left leaning†		Center†		Right leaning†	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Nurses	79	0	76	2*	78	-1	81	-3*	73	-1	79	-1	83	-1	82	2	78	-1	80	0
Medical scientists and health experts	74	-1	75	2	74	-1	74	-3*	70	0	74	-2	80	0	80	1	74	-2	73	-1
National health authorities	61	-3*	64	0	60	-5*	58	-5*	58	-1	61	-5*	65	-4*	66	-3	60	-5*	56	-4*
Global health authorities	58	-4*	62	-1	59	-4*	54	-6*	54	-2	59	-5*	63	-5*	65	-2	58	-5*	52	-6*
Heads of health NGOs	49	-7*	50	-5*	49	-7*	47	-9*	45	-6*	49	-8*	55	-6*	55	-6*	48	-7*	44	-8*
Content creators with formal medical training	40	-	49	-	42	-	30	-	39	-	41	-	42	-	39	-	37	-	37	-
CEOs	36	-10*	42	-9*	38	-11*	29	-10*	34	-5*	35	-14*	42	-12*	30	-13*	35	-9*	38	-11*
Spiritual or religious leaders	32	-7*	40	-5*	35	-6*	22	-8*	33	-3*	32	-8*	34	-9*	27	-7*	29	-6*	38	-6*
Celebrities or sports figures	28	-10*	36	-10*	32	-10*	18	-10*	28	-6*	28	-13*	31	-10*	25	-9*	26	-9*	27	-11*
Content creators without formal medical training	24	-	32	-	27	-	15	-	23	-	25	-	26	-	20	-	23	-	26	-

2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, 12-mkt avg., and by age, income, and political leaning. †Political leaning is not asked in China; the Left, Center, and Right segments reflect an 11-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Across Mindsets, Only My Provider Trusted To Tell The Truth on Health

Percent trust to tell the truth about how best to protect the health of the public

GLOBAL 12

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

	Empowered, Higher trust *“Invested”*	Empowered, Lower trust *“Skeptical”*	Unempowered, Higher trust *“Deferential”*	Unempowered, Lower trust *“Disengaged”*
My primary care provider	96	75	94	64
Pharmacists	92	62	87	49
My friends and family	84	68	73	52
My CEO	73	40	45	21
Healthcare CEOs	72	29	56	16
Government leaders	64	24	45	17
Journalists	58	25	35	15

2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, 12-mkt avg., by the trust and empowerment scale. Scale created using one half of the sample. “My CEO” only shown to those who are an employee of an organization (Q43/1). For a full explanation of how the trust and empowerment scale was built, please refer to the Technical Appendix.

Address Barriers to Better Health: Information Now on Par With Costs, Access

Among the 85% who say there is a gap between how well they are currently taking care of their health vs how well they should be, percent who say this plays a large role in preventing me from taking better care of my health

Significant change*

	Global 12		*Australia		Brazil		Canada		China		France		Germany		India	
+/- Apr 2022 to Apr 2023	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Cost (net)	**62**	***4****	**50**	-	**74**	***14****	**47**	*2*	**78**	*-5*	**65**	*8*	**54**	*3*	**77**	*4*
Information (net)	**58**	***8****	**42**	-	**64**	***18****	**43**	*7*	**79**	*-1*	**59**	*2*	**56**	***9****	**81**	***10****
Access (net)	**51**	***6****	**36**	-	**56**	***13****	**36**	*0*	**66**	*-6*	**56**	*6*	**40**	*6*	**66**	*7*

	Japan		Mexico		*Nigeria		*Singapore		S. Africa		S. Korea		*UAE		UK		U.S.	
+/- Apr 2022 to Apr 2023	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Cost (net)	**44**	***9****	**76**	***7****	**75**	-	**70**	-	**72**	*5*	**68**	***9****	**78**	-	**47**	*1*	**46**	*-4*
Information (net)	**32**	***9****	**77**	***16****	**68**	-	**61**	-	**60**	***12****	**65**	***11****	**76**	-	**42**	*5*	**40**	*-4*
Access (net)	**29**	***8****	**69**	***12****	**67**	-	**42**	-	**57**	***11****	**57**	***10****	**58**	-	**40**	*3*	**39**	*2*

2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_BAR. How big a role does each of the following have in keeping you from closing the gap between how well you currently are taking care of your health and how well you should ideally be taking care of your health? 5-point scale; top 2 box, large or very large role. Question asked of half the sample. General population, 12-mkt avg. "Cost" is a net of attributes 1-3; "Information" is a net of attributes 4-6; "Access" is a net of attributes 8 and 15. *Australia, Nigeria, Singapore and UAE are not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Address Barriers to Better Health: Information Now on Par With Costs, Access

Among the 85% who say there is a gap between how well they are currently taking care of their health vs how well they should be, percent who say this plays a large role in preventing me from taking better care of my health

Significant change*

	Global 12		18-34		35-54		55+		Low income		Middle income		High income		Left learning†		Center†		Right leaning†	
+/- Apr 2022 to Apr 2023	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Cost (net)	62	*4**	70	*4**	65	*4**	51	*6**	69	*3*	64	*5**	55	*6**	58	*2*	59	*5**	62	*4*
Information (net)	58	*8**	66	*8**	59	*6**	49	*11**	63	*11**	58	*7**	55	*7**	52	*4*	55	*9**	59	*8**
Access (net)	51	*6**	57	*5**	53	*6**	42	*8**	57	*8**	50	*5**	47	*6**	50	*6**	48	*7**	49	*4**

2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_BAR. How big a role does each of the following have in keeping you from closing the gap between how well you currently are taking care of your health and how well you should ideally be taking care of your health? 5-point scale; top 2 box, large or very large role. Question asked of half the sample. General population, 12-mkt avg., and by age, income, and political leaning. "Cost" is a net of attributes 1-3; "Information" is a net of attributes 4-6; "Access" is a net of attributes 8 and 15. †Political leaning is not asked in China; the Left, Center, and Right segments reflect an 11-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

1 in 2 Take Precautions to Avoid Health Misinformation

Percent who say

	Global 12	*Australia	Brazil	Canada	China	France	Germany	India	Japan	Mexico	*Nigeria	*Singapore	S. Africa	S. Korea	*UAE	UK	U.S.
I take specific precautions to avoid being misled by health misinformation	52	44	80	54	53	55	33	65	27	65	77	51	70	29	64	37	56

2024 Edelman Trust Barometer Special Report: Trust and Health. SEAR_PREC1. Do you take any specific precautions to reduce the chances that you might be misled by inaccurate or false health information? Codes 1, yes. Question asked of half the sample. General population, 12-mkt avg. *Australia, Nigeria, Singapore and UAE are not included in the global average.

1 in 2 Take Precautions to Avoid Health Misinformation

Percent who say

	Global 12	18-34	35-54	55+	Low income	Middle income	High income	Left learning†	Center†	Right leaning†
I take specific precautions to avoid being misled by health misinformation	52	59	52	46	50	51	57	59	49	57

2024 Edelman Trust Barometer Special Report: Trust and Health. SEAR_PREC1. Do you take any specific precautions to reduce the chances that you might be misled by inaccurate or false health information? Codes 1, yes. Question asked of half the sample. General population, 12-mkt avg., and by age, income, and political leaning. †Political leaning is not asked in China; the Left, Center, and Right segments reflect an 11-mkt avg.

I Protect Myself From Health Misinformation Through My Provider

Among those who take precautions to avoid being misled by health misinformation (52%), percent who say

	Global 12	*Australia	Brazil	Canada	China	France	Germany	India	Japan	Mexico	*Nigeria	*Singapore	S. Africa	S. Korea	*UAE	UK	U.S.
I double check with my healthcare provider	55	62	50	58	58	57	47	53	41	53	56	49	63	49	54	61	56
I double check using a search engine	41	41	43	38	35	30	41	44	57	38	35	48	41	49	38	45	45
I check the credentials of the author	34	44	36	43	23	21	38	41	30	22	31	38	38	23	38	36	45
I do not act on it unless it has supporting data	32	37	23	45	24	38	27	31	48	30	32	35	33	31	29	33	35
I only get it from sources I trust	28	24	27	32	24	23	34	26	38	24	19	30	21	37	23	36	29
I double check with my friends or family	27	24	26	24	38	27	17	38	36	19	29	31	22	27	34	25	27
I avoid getting it online or from the media	25	37	21	30	19	32	22	25	15	25	19	19	30	15	24	36	27
I double check using social media	20	11	27	11	34	10	11	30	28	20	13	19	19	19	27	10	10
I double check with my online communities	18	11	22	14	30	12	11	32	5	17	16	17	15	10	22	13	11

2024 Edelman Trust Barometer Special Report: Trust and Health. SEAR_PREC2. Which of the following specific precautions, if any, are you taking to reduce the chances that you might be misled by inaccurate or false health information? Pick all that apply. Question asked to those who take specific precautions to avoid being misled by health misinformation (SEAR_PREC1/Yes). General population, 12-mkt avg. *Australia, Nigeria, Singapore and UAE are not included in the global average.

Across Demos, Top Way to Protect From Misinformation Is Checking With My Doc

Among those who take precautions to avoid being misled by health misinformation (52%), percent who say

	Global 12	18-34	35-54	55+	Low income	Middle income	High income	Left learning†	Center†	Right leaning†
I double check with my healthcare provider	55	49	53	62	50	55	57	55	57	52
I double check using a search engine	41	39	44	40	39	42	41	43	44	40
I check the credentials of the author	34	32	34	35	28	35	36	39	35	34
I do not act on it unless it has supporting data	32	31	31	36	31	32	34	36	34	31
I only get it from sources I trust	28	26	27	30	24	27	32	33	27	26
I double check with my friends or family	27	29	25	26	27	27	27	25	26	28
I avoid getting it online or from the media	25	27	21	29	26	25	26	25	26	27
I double check using social media	20	22	21	15	19	20	21	17	17	21
I double check with my online communities	18	19	20	12	17	18	19	19	16	17

2024 Edelman Trust Barometer Special Report: Trust and Health. SEAR_PREC2. Which of the following specific precautions, if any, are you taking to reduce the chances that you might be misled by inaccurate or false health information? Pick all that apply. Question asked to those who take specific precautions to avoid being misled by health misinformation (SEAR_PREC1/Yes). General population, 12-mkt avg., and by age, income, and political leaning. †Political leaning is not asked in China; the Left, Center, and Right segments reflect an 11-mkt avg.

Leverage the Invested as Partners for Trust and Better Outcomes, In Detail

Percent who say

GLOBAL 12

Health outcomes	Supporting data	Empowered, Higher Trust *"Invested"*	Empowered, Lower Trust *"Skeptical"*	Unempowered, Higher Trust *"Deferential"*	Unempowered, Lower Trust *"Disengaged"*
I vet information	I vet health information monthly or more (avg)	**51**	41	28	31
I influence my peers	I share or forward health news monthly or more	**49**	38	26	28
I advocate for innovation	On average, across the growing use of AI in patient interaction, diagnosis and drug development, I embrace…	**41**	25	28	18
I support health guidelines	I've had the initial COVID-19 vaccine and every recommended booster	**54**	40	49	39

2024 Edelman Trust Barometer Special Report: Trust and Health. HMED_SEG_OFT. How often do you engage in the following activities related to medical and healthcare news and information? 7-point scale; codes 3-7, monthly or more. Question asked of half the sample. "I vet health information" is an average of attributes 8 and 11. CHG_HTEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. Data shown is an average across 3 innovations, the growing use of artificial intelligence in patient interaction, the growing use of artificial intelligence in medical diagnosis, and the growing use of artificial intelligence in the development of drugs. VAC_STA_TUS1. How many COVID-19 shots have you gotten since the start of the pandemic? Code 4, I got the initial vaccine and all of the booster shots that were recommended for people like me. General population, 12-mkt avg., by the trust and empowerment scale. Scale created using one half of the sample. For a full explanation of how the trust and empowerment scale was built, please refer to the Technical Appendix.

Technical Appendix

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Sample Size, Quotas and Margin of Error

Country	Weighed Sample Size[1]	Unweighted Sample Size	Margin of Error – Total Sample[2]	Margin of Error – Half Sample[2]	Quotas Set On[3]
Global 12[4,6]	12,000	11,951	+/- 1.2 percentage points total sample	+/- 1.7 percentage points half sample	Quotas set at the market level
Australia	1,000	1,001	+/- 4.1 pct pts. total sample	+/- 5.8 pct pts. half sample	Age, Gender, Region
Brazil	1,000	1,001			
Canada	1,000	1,000			
China[5]	1,000	978			
France	1,000	1,002			
Germany	1,000	1,000			
India	1,000	1,000			
Japan	1,000	1,001			
Mexico	1,000	1,000			
Nigeria	1,000	1,000			
Singapore	1,000	904	+/- 4.3 pct pts. total sample	+/- 6.1 pct pts. total sample	
S. Africa	1,000	1,001	+/- 4.1 pct pts. total sample	+/- 5.8 pct pts. half sample	
S. Korea	1,000	966			
UAE	1,000	975			
UK	1,000	1,001			
U.S.	1,000	1,001			

1. Data reported on slides is weighted to the same total base size to ensure each market has an equal effect on the global total. Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.
2. Margin of error is calculated on the unweighted sample sizes collected, at the 99% confidence level.
3. There were additional quotas on ethnicity in the UK and U.S., and on nationality in the UAE.
4. Nigeria was excluded from the Global average due to unstable respondent sample composition. It will be included once the composition stabilizes for two consecutive years.
5. All data collected in China is from the mainland. Regions of Greater China were not surveyed.
6. Australia, Singapore, and UAE are excluded from the Global average. They will be included once they've been in the survey for two consecutive years and meet standards for inclusion, such as consistent ability to achieve quota targets and sample composition year-over-year.

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Countries Included in the Various Global Averages

16 countries surveyed	Global 12 average	Global 11 Excludes China
	Used for current year averages and tracking to 2023	Used for current year averages; excludes sensitive countries[1]
Australia	-----	-----
Brazil	Brazil	Brazil
Canada	Canada	Canada
China	China	China
France	France	France
Germany	Germany	Germany
India	India	India
Japan	Japan	Japan
Mexico	Mexico	Mexico
Nigeria	-----	-----
Singapore	-----	-----
S. Africa	S. Africa	S. Africa
S. Korea	S. Korea	S. Korea
UAE	-----	-----
UK	UK	UK
U.S.	U.S.	U.S.

1.Because some of the content we ask is deemed politically or culturally sensitive there are several countries where we take special precautions in order to avoid putting our respondents, or ourselves, in a position to break any local laws. We work closely with our sample partner and its legal team to identify which questions, and in what countries, we should refrain from asking. Certain data included in this report was not collected in China and is indicated in the global average note of relevant slides. Nigeria and the UAE were also excluded from a subset of questions or attributes and those instances are noted in the footnote of relevant slides.

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Survey Languages Used and Internet Penetration by Country

	Languages	Internet Penetration*
Global	-	83%
Australia	Localized English	89%
Brazil	Portuguese	83%
Canada	Localized English, Canadian French	93%
China	Simplified Chinese	70%
France	French	92%
Germany	German	94%
India	Localized English	60%

	Languages	Internet Penetration*
Japan	Japanese	93%
Mexico	Localized Spanish	77%
Nigeria	Localized English	68%
Singapore	Localized English, Simplified Chinese	92%
S. Africa	Localized English, Afrikaans	63%
S. Korea	Korean	97%
UAE	Localized English, Arabic	100%
UK	Localized English	95%
U.S.	English, Localized Spanish	94%

**Data source: https://www.internetworldstats.com/stats.htm as of Jan 11, 2024
Due to disproportionate access to internet in countries with lower internet penetration, the online sample in those countries tends to skew younger, urban, and more affluent.

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How We Measured Empowerment

In order to determine whether a respondent qualifies as empowered, we used the six attributes from three separate batteries displayed on the right.

Respondents were classified as either "Health Empowered" or "Unempowered" using the definitions below:

Health Empowered: qualified at four or more of the six statements

Unempowered: qualified at three or fewer of the statements

Next, this variable was combined with Trust in the Healthcare Ecosystem to create the four cohorts featured throughout the report:

1. **"Invested":** Health empowered with higher trust
2. **"Skeptical":** Health empowered with lower trust
3. **"Disengaged":** Unempowered with lower trust
4. **"Deferential":** Unempowered with higher trust

Full text	Empowerment statement shown on slide 14
CAP_DEC: How confident are you in your ability to do each of the following? (Please select one response for each.) *Empowered = codes 6-9, top 4 box; confident.*	
Make the right decisions about medical treatment options that might be used to address a health issue you have	I confidently make decisions
Find the trustworthy information you need to answer your health-related questions	I confidently inform myself
Tell good medical advice from bad medical advice	I can tell good information from bad
COMF_HEARD: How comfortable do you feel disagreeing with your healthcare providers and pushing them to listen to your concerns, consider your needs, and give you the medication or treatments you believe you need? (Please select one response.) *Empowered = codes 6-9, top 4 box; comfortable*	I can speak up to my primary care provider
HCON_CHOICE: You are about to see two choices. We want you to choose the one that best describes you. (Please select one response.) *Dichotomous variable. Empowered = selecting the statement in bold*	
The health-related decisions that I make have a bigger impact on my health than those made by my healthcare providers vs. The decisions made by my healthcare providers have a bigger impact on my health than the health-related decisions I make	My health decisions are most important
Ultimately, I am in charge when it comes to making important decisions about my healthcare and medical treatments vs. Ultimately, my healthcare provider is in charge when it comes to making important decisions about my healthcare and medical treatments	I'm in charge of my health

2024 Edelman Trust Barometer Special Report: Trust and Health

How We Measured Trust in the Health Ecosystem

In order to determine trust in the health ecosystem, we divided trust questions asked throughout the survey into four distinct categories based on the type of each group of people or institution:

- Healthcare businesses
- Healthcare practitioners
- Global health authorities and NGOs
- Federal and local health authorities

Respondents' levels of trust in each of the 16 entities described in the chart on the right were measured using a 9-point scale in which 1 = do not trust them at all and 9 = trust them a great deal. Their overall *Trust in the Healthcare Ecosystem* score was calculated by taking the respondent's average trust score across all 16 items.

We then divided respondents into equal halves within each country. The upper half are those with highest trust in the health ecosystem, and the lower half are those with lowest trust in the health ecosystem. This analysis was performed on the half of the sample for which all the required variables were available.

Healthcare businesses	Healthcare practitioners
Biotech / life sciences companies[2] Consumer health / over-the-counter companies[2] Health technology companies[2] Pharmaceutical / drug companies[2]	Doctors[3] Your doctor / primary healthcare provider / pharmacist[3] Nurses[3] Your doctor or primary healthcare provider[4]
Global health authorities and NGOs	**Federal and local health authorities**
The WHO[1] Global health officials[3] Global health authorities[4] Heads of health NGOs[4]	National health authorities[1,3,4] Local health officials[3]

1. TRU_INS: trust in an institution to do what is right
2. TRU_SUB_HEA: trust in businesses in health industry subsectors to do what is right
3. TRU_PEP: trust in people to do what is right
4. HEA_TRU_PEP: trust in people to tell you the truth about health issues and how best to protect the health of the public

2024 Edelman Trust Barometer Special Report: Trust and Health

How We Measured Increased Likelihood to Trust Government

The drivers of increased likelihood to trust government on health were identified using a discrete choice analysis in which performance ratings for government on health actions were the predictor variables. Trust in government to do what is right when it comes to addressing your health-related needs and concerns was the outcome we were trying to predict.

In the box below, the specific questions used to measure government's health-related performance and trust in government to do what is right on health are displayed.

The coefficients in the table on the right represent the increased likelihood that someone will trust government on health if they perceive that government is performing well on that attribute, holding all other attributes constant. Coefficients that were not significant at the p<.01 level are not shown.

The results of this analysis for the top three performance drivers of trust in government, defined in terms of the size of the increased likelihood to trust, are displayed in the report.

Respondents were asked:

Performance: How well do you believe **government** is doing when it comes to each of the following? Please indicate your answer using the 5-point scale below where one means "failing at this" and 5 means "doing this very well". *"Doing well" is defined as a score of 4 or 5 on the scale.*

Trust: Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. Please use a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". *"Trust" is defined as a score between 6 and 9 on the scale.*

Government performance items	Coefficient
Being a reliable source of trustworthy health information	**12.7%**
Funding networks of health workers to go into underserved communities and assist people in getting the medical care and health information they need	**7.0%**
Working to make good quality and affordable healthcare and medical treatments available to everyone regardless of their income or where they live	**6.8%**
Effectively regulating the development and use of new healthcare technologies	**6.6%**
Creating policies and regulations to ensure that clinical studies and drug trials include people with a diversity of body types, genders, ethnicities, and ages	**5.5%**
Educating people about how they can improve or better maintain their own health and wellbeing	**4.8%**
Giving people the opportunity to ask questions and voice any concerns they may have about the healthcare system	**4.6%**
Correcting health misinformation and holding those who spread it accountable	Non-significant
Bringing key healthcare decision-makers together to develop strategies for improving the healthcare system	Non-significant
Calling attention to, and taking action to address, the barriers that are preventing people from taking better care of their health	Non-significant

2024 Edelman Trust Barometer Special Report: Trust and Health

How We Measured Increased Likelihood to Trust NGOs

The drivers of increased likelihood to trust NGOs on health were identified using a discrete choice analysis in which performance ratings for NGOs on health actions were the predictor variables. Trust in NGOs to do what is right when it comes to addressing your health-related needs and concerns was the outcome we were trying to predict.

In the box below, the specific questions used to measure NGOs' health-related performance and trust in NGOs to do what is right on health are displayed.

The coefficients in the table on the right represent the increased likelihood that someone will trust NGOs on health if they perceive that NGOs are performing well on that attribute, holding all other attributes constant. Coefficients that were not significant at the p<.01 level are not shown.

The results of this analysis for the top three performance drivers of trust in NGOs, defined in terms of the size of the increased likelihood to trust, are displayed in the report.

Respondents were asked:

Performance: How well do you believe **NGOs are** doing when it comes to each of the following? Please indicate your answer using the 5-point scale below where one means "failing at this" and 5 means "doing this very well". *"Doing well" is defined as a score of 4 or 5 on the scale.*

Trust: Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. Please use a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". *"Trust" is defined as a score between 6 and 9 on the scale.*

NGO performance items	Coefficient
Being a reliable source of trustworthy health information	**11.6%**
Educating people about how they can improve or better maintain their own health and wellbeing	**8.6%**
Using their influence to generate public and government support for new policies and programs designed to improve health and wellbeing	**5.7%**
Working to make good quality and affordable healthcare and medical treatments available to everyone regardless of their income or where they live	**5.0%**
Funding networks of health workers to go into underserved communities and assist people in getting the medical care and health information they need	**4.9%**
Calling attention to, and taking action to address, the barriers that are preventing people from taking better care of their health	**4.5%**
Providing training and instruction to people regarding basic healthcare skills, such as how to properly take their own blood pressure, keep track of their medication, or navigate the healthcare system to get the care they need	Non-significant
Bringing key healthcare decision-makers together to develop strategies for improving the healthcare system	Non-significant
Correcting health misinformation and holding those who spread it accountable	Non-significant

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How We Measured Increased Likelihood to Trust Business

The drivers of increased likelihood to trust business on health were identified using a discrete choice analysis in which performance ratings for business on health actions were the predictor variables. Trust in business to do what is right when it comes to addressing your health-related needs and concerns was the outcome we were trying to predict.

In the box below, the specific questions used to measure business's health-related performance and trust in business to do what is right on health are displayed.

The coefficients in the table on the right represent the increased likelihood that someone will trust business on health if they perceive that business is performing well on that attribute, holding all other attributes constant. Coefficients that were not significant at the $p<.01$ level are not shown.

The results of this analysis for the top three performance drivers of trust in business, defined in terms of the size of the increased likelihood to trust, are displayed in the report.

Respondents were asked:

Performance: How well do you believe **business** is doing when it comes to each of the following? Please indicate your answer using the 5-point scale below where one means "failing at this" and 5 means "doing this very well". *"Doing well" is defined as a score of 4 or 5 on the scale.*

Trust: Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. Please use a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". *"Trust" is defined as a score between 6 and 9 on the scale.*

Business performance items	Coefficient
Being a reliable source of trustworthy health information	**10.8%**
Calling attention to, and taking action to address, the barriers that are preventing people from taking better care of their health	**8.5%**
Developing products that help you to effectively manage your own health	**7.8%**
Bringing key healthcare decision-makers together to develop strategies for improving the healthcare system	**5.3%**
Working to improve the health of the communities in which they are headquartered	**3.7%**
Working to make good quality and affordable healthcare and medical treatments available to everyone regardless of their income or where they live	**3.5%**
Educating people about how they can improve or better maintain their own health and wellbeing	**3.4%**
Correcting health misinformation and holding those who spread it accountable	Non-significant
Giving people the opportunity to ask questions and voice any concerns they may have about new medicines, medical treatments, and health-oriented products	Non-significant

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How We Measured Increased Likelihood to Trust Your Employer

The drivers of increased likelihood to trust your employer on health were identified using a discrete choice analysis in which performance ratings for your employer on health actions were the predictor variables. Trust in your employer to do what is right when it comes to addressing your health-related needs and concerns was the outcome we were trying to predict.

In the box below, the specific questions used to measure your employer's health-related performance and trust in your employer to do what is right on health are displayed.

The coefficients in the table on the right represent the increased likelihood that someone will trust their employer on health if they perceive that their employer is performing well on that attribute, holding all other attributes constant. Coefficients that were not significant at the p<.01 level are not shown.

The results of this analysis for the top three performance drivers of trust in your employer, defined in terms of the size of the increased likelihood to trust, are displayed in the report.

Respondents were asked:

Performance: How well do you believe **your employer** is doing when it comes to each of the following? Please indicate your answer using the 5-point scale below where one means "failing at this" and 5 means "doing this very well". *"Doing well" is defined as a score of 4 or 5 on the scale.*

Trust: Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. Please use a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". *"Trust" is defined as a score between 6 and 9 on the scale.*

Employer performance items	Coefficient
Being flexible when employees need special work arrangements because of their personal health circumstances or caregiving responsibilities	**8.1%**
The CEO speaking out on and taking action to address public health and healthcare issues that are especially relevant or important to employees	**7.0%**
The CEO modeling healthy workplace behavior, such as avoiding overwork, managing their stress, and taking all of their paid time off	**6.1%**
Providing employees with health insurance or access to good quality healthcare	**5.8%**
Encouraging employees who are not feeling well to stay home in order to protect the health of their co-workers	**5.6%**
The CEO making employees feel that protecting their health and mental well-being is a top priority for the organization	**5.2%**
Acknowledging the impact of emotionally disturbing news events on employees' mental health and making accommodations for their wellbeing, such as offering time off or counseling	**4.6%**
Putting policies in place that help prevent overwork and employee burnout	**4.3%**
Providing free, onsite vaccinations and health screenings	Non-significant
Being a source of trustworthy information about health and health issues	Non-significant

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Full List of Drivers of Trust & Empowerment

The drivers of increased likelihood to be an empowered patient equipped with relatively high trust in the healthcare ecosystem (the “invested” mindset in the top right quadrant on slide 16) were identified using a stepwise regression analysis in which trust combined with empowerment was the outcome variable. Because we wanted to look at what drove empowerment and trust among each of the other 3 cohorts, each analysis had a different base size.

We added all variables shown on the right to a stepwise regression analysis with a p-value inclusion-exclusion threshold of .01.

This series of driver analyses informed the guidance which suggests an overarching strategy for converting each of the other three mindsets into an “invested” mindset.

The results of the three separate regressions performed to identify those strategies are described on the following three slides.

Variable	Text	Variable	Text
EFFICACY	How effective do you feel you are when it comes to each of the following? *Codes 6-9, top 4 box; effective.*	**HEA_AGR**	Please indicate how much you agree or disagree with the following statements. *Codes 6-9, top 4 box; agree.*
EFFICACYr1	Managing your health and addressing any health issues you may have	**HEA_AGRr1**	I have a good working relationship with my primary healthcare provider
EFFICACYr2	Navigating and working within your country's healthcare system to get the healthcare, medical attention, and treatments you need	**HEA_AGRr13**	There are two tiers of medical care available in this country. Leading-edge treatment and access to the best doctors for the wealthy, and a much lower quality of care for everyone else.
EFFICACYr3	Getting the care, treatment, and attention you need from your healthcare providers	**HEA_AGRr18**	I deserve better healthcare than I am currently getting
MED_CHG_AGR	Please indicate how much you agree or disagree with the following statements. *Codes 6-9, top 4 box; agree.*	**HEA_AGRr11**	The average person who has done their own research is just as informed and knowledgeable on most health matters as doctors are
MED_CHG_AGRr2	When new data becomes available, the medical community often fails to acknowledge and correct what they had said previously that may have been wrong or misleading	**HEA_AGRr669**	I am confident in my ability to find answers about healthcare-related questions and make informed decisions for myself and my family
HEA_SYS_CHOICE	You are about to see a series of two choices. For each pair, we want you to choose the one that you agree with more. *Dichotomous variable where respondents selected the bold text below as opposed to the non-bolded text.*	**HEA_CARE_IMP**	How important are each of the following in making you feel like you are being well cared for by a healthcare provider? *Codes 6-9, top 4 box; important.*
HEA_SYS_CHOICEr2	**The COVID-19 pandemic has strengthened my relationship with my healthcare providers** vs. The COVID-19 pandemic weakened my relationship with my healthcare providers	**HEA_CARE_IMPr8**	The healthcare provider respects my decision if we disagree on a treatment plan for a health issue I am experiencing
HEA_SYS_CHOICEr5	**The COVID-19 pandemic increased my trust in medical experts** vs. The COVID-19 pandemic decreased my trust in medical experts	**HEA_CARE_IMPr9**	I am treated as an equal partner when decisions are being made regarding my healthcare and medical treatments
HEA_SYS_CHOICEr6	**The COVID-19 pandemic increased my confidence that the government will do the right thing when it comes to protecting the health of the public** vs. The COVID-19 pandemic decreased my confidence that the government will do the right thing when it comes to protecting the health of the public	**CRE_ACC**	How would you describe the quality of healthcare that you have access to? *Codes 5-7, very good or better.*

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Drivers from Deferential to Invested

The drivers of increased likelihood to be an empowered patient with trust in the healthcare ecosystem (“invested”), as opposed to having trust but no empowerment (“deferential”), were identified using a stepwise regression analysis in which trust combined with empowerment was the outcome variable. Because we wanted to look at what drove empowerment among those already with higher trust, respondents who were not classified as having higher trust were excluded from the analysis. This exclusion yielded a total sample of n=2832.

We added all questions shown previously on the slide labelled “Full List of Drivers of Trust & Empowerment” to a stepwise regression analysis with a p-value inclusion and exclusion threshold of .01. The items that remained in the final regression equation are shown in the table on the right.

The coefficient column represents the increased likelihood that someone with higher trust would also be classified as being empowered if they manifested the indicated attitude, holding all other variables constant.

The top five drivers are a combination of believing in one’s abilities to effectively manage their health, confidence that one can get what they need from the healthcare system, and the expectation of being treated as an equal in one’s interactions with healthcare providers. Taken together, these drivers suggest that the best overarching strategy for moving someone from a “deferential” mindset to an “invested” one is ***to convince them to see themselves, and act as an equal rather than a passive partner in managing their health.***

Question text	Coefficient
I am confident in my ability to find answers about healthcare-related questions and make informed decisions for myself and my family	**16.4%**
Managing your health and addressing any health issues you may have	**14.4%**
Navigating and working within your country's healthcare system to get the healthcare, medical attention, and treatments you need	**13.6%**
Getting the care, treatment, and attention you need from your healthcare providers	**11.7%**
I am treated as an equal partner when decisions are being made regarding my healthcare and medical treatments	**8.8%**
The average person who has done their own research is just as informed and knowledgeable on most health matters as doctors are	**8.5%**
The healthcare provider respects my decision if we disagree on a treatment plan for a health issue I am experiencing	**7.5%**
I deserve better healthcare than I am currently getting	**5.3%**
I have access to very good or better healthcare	**5.2%**

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Drivers from Skeptical to Invested

The drivers of increased likelihood to be an empowered patient with trust in the healthcare ecosystem (“invested”), as opposed to having empowerment but no trust (“skeptical”), were identified using a stepwise regression analysis in which trust and empowerment was the outcome variable. Because we wanted to look at what drove trust among those already empowered, respondents who were not classified as empowered were excluded from the analysis. This exclusion yielded a total sample of n=3925.

We added all questions shown previously on the slide labelled “Full List of Drivers of Trust & Empowerment” to a stepwise regression analysis with a p-value inclusion and exclusion threshold of .01. The items that remained in the final regression equation are shown in the table on the right.

The coefficient column represents the increased likelihood that someone with empowerment would also be classified as higher trust if they manifested the indicated attitude, holding all other variables constant.

The top five drivers are a combination of having confidence that one can get what they need from the healthcare system, increased trust in medical experts and faith that the government will do the right thing when it comes to protecting public health. Taken together, these drivers suggest that the best overarching strategy for moving someone from a “skeptical” mindset to an “invested” one is to ***demonstrate to them that the health system is working for them, not against them.***

Question text	Coefficient
Navigating and working within your country's healthcare system to get the healthcare, medical attention, and treatments you need	**16.8%**
The COVID-19 pandemic increased my trust in medical experts	**16.1%**
Getting the care, treatment, and attention you need from your healthcare providers	**13.6%**
I am treated as an equal partner when decisions are being made regarding my healthcare and medical treatments	**10.4%**
The COVID-19 pandemic increased my confidence that the government will do the right thing when it comes to protecting the health of the public	**9.8%**
The healthcare provider respects my decision if we disagree on a treatment plan for a health issue I am experiencing	**9.6%**
I have access to very good or better healthcare	**8.2%**
I have a good working relationship with my primary healthcare provider	**7.9%**
The average person who has done their own research is just as informed and knowledgeable on most health matters as doctors are	**7.3%**
Managing your health and addressing any health issues you may have	**6.9%**
When new data becomes available, the medical community often fails to acknowledge and correct what they had said previously that may have been wrong or misleading	**-5.6%**

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Drivers from Disengaged to Invested

The drivers of an increased likelihood to be empowered with trust in the healthcare ecosystem (“invested”), as opposed to having neither trust nor empowerment (“disengaged”), were identified using a stepwise regression analysis in which trust and empowerment was the outcome variable. Because we wanted to look at what drove both greater trust and empowerment among those with lower trust and no empowerment, respondents who were classified as having only higher trust or only health empowerment were excluded from the analysis. This exclusion yielded a total sample of n=3660.

We added all questions shown previously on the slide labelled “Full List of Drivers of Trust & Empowerment” to a stepwise regression analysis with a p-value inclusion and exclusion threshold of .01. The items that remained in the final regression equation are shown in the table on the right.

The coefficient column represents the increased likelihood that someone would be classified as empowered and having higher trust if they manifested the indicated attitude, holding all other variables constant.

The top five drivers are a combination of having confidence that one can get what they need from the healthcare system, self-confidence in one’s ability to manage their health, and increased trust in medical experts. Taken together, these drivers suggest that the best overarching strategy for moving someone from a “disengaged” mindset to an “invested” one ***is to improve their confidence in and know-how for managing their health in partnership with the healthcare system.***

Question text	Coefficient
Navigating and working within your country's healthcare system to get the healthcare, medical attention, and treatments you need	**19.1%**
Getting the care, treatment, and attention you need from your healthcare providers	**17.7%**
Managing your health and addressing any health issues you may have	**16.3%**
The COVID-19 pandemic increased my trust in medical experts	**12.2%**
I am confident in my ability to find answers about healthcare-related questions and make informed decisions for myself and my family	**11.6%**
I am treated as an equal partner when decisions are being made regarding my healthcare and medical treatments	**10.6%**
The healthcare provider respects my decision if we disagree on a treatment plan for a health issue I am experiencing	**10.3%**
I have access to very good or better healthcare	**8.8%**
I have a good working relationship with my primary healthcare provider	**7.5%**
The COVID-19 pandemic increased my confidence that the government will do the right thing when it comes to protecting the health of the public	**5.4%**
The average person who has done their own research is just as informed and knowledgeable on most health matters as doctors are	**4.9%**
I deserve better healthcare than I am currently getting	**3.6%**

Full Question Text

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Full Text For Answer Choices Abbreviated

4 in 10 Regret Health Decisions Based on Misinformation

MIS_INFO_HARM: Have you ever made a decision that you regretted regarding your personal health because you acted based on inaccurate or misleading information?

Shortened	Full
Product advertisement	A product advertisement
Friends and Family	A friend or family member
User-generated content	On YouTube or another site that hosts user-created content

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Full Text For Answer Choices Abbreviated

4 in 10 Young People Only Trust Providers Aligned With Their Politics

HEA_AGR: Please indicate how much you agree or disagree with the following statements: “Even if a provider has consistently given me excellent care, I will stop going to them if I discover that we disagree on a social or political issue I care about” and “Unless a healthcare provider shares my political beliefs, I will not fully trust their recommendations and advice”

Shortened	Full
Unless a provider shares my political beliefs, I will not trust their advice or stop seeing them entirely (net)	Unless a healthcare provider shares my political beliefs, I will not fully trust their recommendations and advice. Even if a healthcare provider has consistently given me excellent care, I will stop going to them if I discover that we disagree on a social or political issue I care about

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Full Text For Answer Choices Abbreviated

Health Fears Intensify
Politics Now on Par with Another Pandemic and Affordability

HEA_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following?

Shortened	Full
Politicization of medical science	Medical science becoming politicized or being used to support a specific political agenda
Another pandemic	Another pandemic that is even worse than COVID-19
Affordability of care	Not being able to afford the healthcare I need
Access to medical technology	Having access to a healthcare provider who knows me and my medical history
Health misinformation	Misinformation and bad advice on the internet leading me to make harmful decisions about my health

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Full Text For Answer Choices Abbreviated

Since January 2018, Sharp Rise in Concern That Technology Will Worsen Healthcare

DRV_HEA_APP. How is the application of technology to healthcare most likely to impact healthcare in the next 5 years?

Shortened	Full
More expensive	Make healthcare more expensive
Unforeseen issues	Create new, unforeseen issues that we are not prepared to address
Unforeseen issues	Provide me with information I may not want to have
Decreased health privacy	Give too much information to healthcare professional / the healthcare system
Worse outcomes	Lead to worse outcomes for patients

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Full Text For Answer Choices Abbreviated

Acceptance of AI Health Innovation at Stake

CHG_HTEC_COM: HEA_TEC_TRU. How would you characterize your feelings about each of the following?

Shortened	Full
Patient interaction	The growing use of artificial intelligence in patient interaction, such as the use of chatbots and generative AI to answer medical questions
Development of drugs	The growing use of artificial intelligence in the development of drugs, such as the discovery of new antibiotics
Medical diagnosis	The growing use of artificial intelligence in medical diagnosis, such as identifying abnormalities in x-rays and other imaging

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Full Text For Answer Choices Abbreviated

Since Last Year, More Responsibility for Myself and My Provider, Less for Institutions

HEA_RSP. How big a role do you expect each of the following to play in making sure you are as healthy as possible?

Shortened	Full
Myself	You
My primary care provider	Your doctor or healthcare providers
Government	The government
My employer	Your employer
Business	Business in general
NGOs	Non-governmental organizations (NGOs)
Media	Media in general

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Full Text For Answer Choices Abbreviated

My Provider Most Trusted as a Source of Truth on Health

HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public.

Shortened	Full
My primary care provider	Your doctor or primary healthcare provider
Pharmacists	Pharmacists
My friends and family	Your friends and family
My CEO	The CEO or leader of the company / organization that you work for
Healthcare CEOs	CEOs of healthcare companies
Government leaders	Government leaders
Journalists	Journalists

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Full Text For Answer Choices Abbreviated

Public Health Policy: Doctors More Influential than Health Authorities

PHEA_INF_PEP: Below is a list of people. Which of them would you say have the greatest influence on shaping your opinions regarding policies, regulations, and laws designed to protect the health of the public and govern the way healthcare is run in this country?

Shortened	Full
My primary care provider	Your doctor or primary healthcare provider
Medical scientists, health experts	Medical scientists and health experts in general
National health authorities	National health authorities
Global health authorities	Global health authorities

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Full Text For Answer Choices Abbreviated

With Trust, Empowered Health Consumers Most Likely to Vet Health Information

HMED_SEG_OFT: How often do you engage in the following activities related to medical and healthcare news and information

Shortened	Full
I talk to my doctor about health-related news and information	Talk to your doctor or healthcare provider about health and medicine-related news and information
I confirm that a health news story is true by looking at multiple information sources	Confirm that a health or medicine-related news story is really true by looking across multiple information sources

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Full Text For Answer Choices Abbreviated

Address Barriers to Better Health: Information Now on Par With Costs, Access

HEA_BAR: How big does each of the following have in keeping you from closing the gap between how well you currently are taking care of your health and how well you should ideally be taking care of your health?

Shortened	Full
Healthy options cost too much	Healthy options and health-promoting products and activities cost more than I am willing to pay
Cannot afford good healthcare	I cannot afford to pay for good healthcare
Cannot afford treatments	I cannot afford to pay for some of the medications or medical devices that I need
Lack of institutional support	I do not have the institutional support I need to do better. Things in this country are not set up or designed to make being healthy and making healthy choices the easy option. It always requires extra effort.
Changing health recommendations	Health recommendations keep changing. One day something is considered healthy, and the next day the experts change their advice. When this happens, it makes me unsure about what I should be doing to stay healthy.
Contradictory expert advice	Different health experts give contradictory advice. When this happens, it makes me unsure about my health decisions.
Lack of information	A lack of information. I do not know how to go about taking better care of my health.
Difficulty accessing healthcare services	I have difficulty getting access to the healthcare services I need

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Full Text For Answer Choices Abbreviated

To Build Trust on Health, Prioritize Reliable Information

HEA_INS_PERF: Please How well do you believe [INSTITUTION] is doing when it comes to each of the following health-related outcomes?

Shortened	Full
Be a reliable source of trustworthy health information	Being a reliable source of trustworthy health information
Address barriers preventing people from taking better care of their health	Calling attention to, and taking action to address, the barriers that are preventing people
Educate me on how I can improve my health	Educating people about how they can improve or better maintain their own health and wellbeing
Build support for better health policies and programs	Creating policies and regulations to ensure that clinical studies and drug trials include people with a diversity of body types, genders, ethnicities, and ages
Fund health workers, care, and information for underserved communities	Funding networks of health workers to go into underserved communities and assist people in getting the medical care and health information they need
Make quality, affordable healthcare available for everyone	Working to make good quality and affordable healthcare and medical treatments available to everyone regardless of their income or where they live
Develop products to help me manage my health	Developing products that help you to effectively manage your own health

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Full Text For Answer Choices Abbreviated

Employers:
To Gain Trust, Empower Healthy Behavior

TRU_EMP_PERF: How well do you believe your employer is doing when it comes to the each of the following health-related actions?

Shortened	Full
Make special accommodations for those with health or caregiving needs	Being flexible when employees need special work arrangements because of their personal health circumstances or caregiving responsibilities
CEO speaks out to address public health issues relevant to their employees	The CEO speaking out on and taking action to address public health and healthcare issues that are especially relevant or important to employees
CEO models healthy workplace behavior such as avoiding overwork, managing stress, and taking full PTO	The CEO modeling healthy workplace behavior, such as avoiding overwork, managing their stress, and taking all of their paid time off

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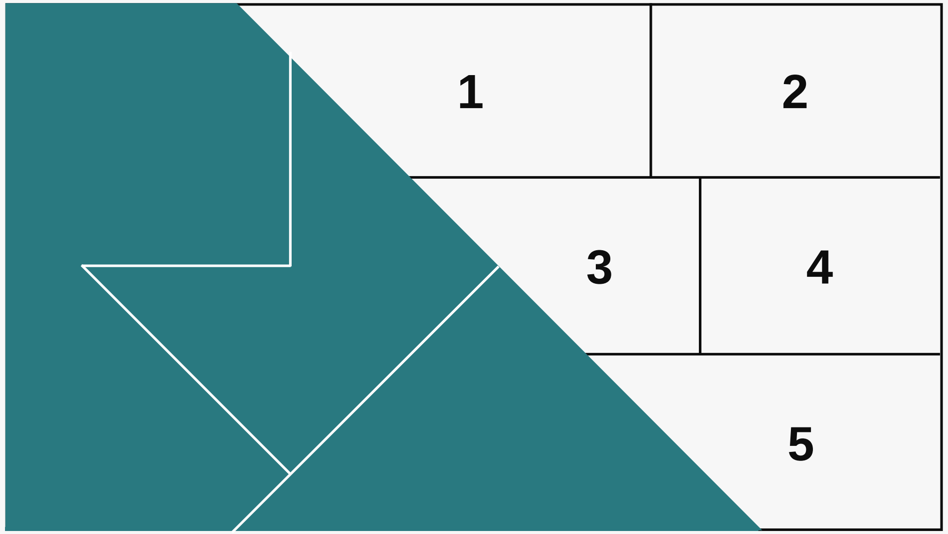
Full Text For Answer Choices Abbreviated

How To Reach the Four Health Mindsets: Combine Expertise with Accessibility

HEA_CARE_IMP: Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns

Shortened	Full
An empathetic tone	The healthcare provider is warm and empathetic in their interactions with me
Language I understand	The healthcare provider uses words and terminology that I can easily understand
Supported by data	They back up everything they say with data and research
From credentialed sources	They have academic credentials like an MD, MBBS, or a Ph.D. in a health-related field



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