

2023 Edelman Trust Barometer

Special Report: Trust and Health

Top 10

01 Health inequalities based on economic inequalities

Low-income people are 20 points less likely to report very good or better health than high-income people.

02 Inflation is making us sick

Across most surveyed markets, inflation and the past few years of pandemic restrictions are the top societal factors that people say have negatively impacted their health (across physical, mental, social, and community health). Burnout is the top issue in China and pollution is the top issue in India.

03 Good health feels further out of reach

Fifty-two percent of respondents — up 14 points from last year — say there is a meaningful gap in how well they are taking care of their health vs how well they'd like to be. Of those, 55 percent say cost plays a large/very large role in keeping them from closing the gap.

04 The definition of health is multidimensional and expansive

Only 1 percent of respondents say that their definition of health is purely physical. Sixty-six percent say physical health, mental health, social health and community livability are all a part of the definition of being healthy.

05 Institutions outside of healthcare are expected to invest in health

Most people expect all institutions — government, business, media and NGOs — to play a meaningful role in improving and maintaining individuals' health. After healthcare companies, most respondents expect businesses in food and beverage, technology, retail and financial services to make sure people are healthy.

06 Trust in peer voices

There is an 11-point year-over-year increase in the percentage of people who trust their families and friends to tell the truth about health issues and the best way to protect the public's health, which makes families and friends on par with medical scientists/health experts.

07 Increase in searches for health information and confidence in health knowledge

Since before the pandemic, people are now 3.4 times more likely to be educating themselves on health issues more. Forty-four percent of respondents ages 18-34 believe that, with research, the average person can know as much as a doctor.

08 Relationships and trust help drive healthy habits

A good working relationship with a primary healthcare provider and trust in the health ecosystem both drive people to start and maintain positive health changes.

09 As the only trusted institution in health, "my employer" must act

"My employer" is the most trusted institution on health among employees. Employees say employers must implement policies to prevent burnout, and CEOs must talk about the importance of mental health in the workplace and model healthy work-life boundaries.

10 Businesses and CEOs have the opportunity to improve health outcomes

Respondents say businesses must address societal factors that affect health by providing trustworthy health information, addressing health issues such as climate or inequality, and improving the health of their local communities.

To learn more about the Edelman Trust Barometer, visit www.edelman.com/trust/2023/trust-barometer #TrustBarometer

All data is based on general population sample unless otherwise noted.

