

2024 Edelman Trust Barometer

Special Report: Trust & Health

TOP 10

01 Trust in institutions for health needs declines across the board.

My employer is the only institution trusted (among employees) to address health needs. All institutions saw a significant drop in health trust from 2023 to 2024.

02 Trust in the media to report accurately about healthcare plummets.

Forty-three percent trust the media to report accurate information about healthcare – dropping 7 points since last year and 14 points since January 2019.

03 Politicization ranks as a top health concern.

Sixty-four percent of respondents worry about the politicization of medical science, an increase of 13 percentage points in one year, putting politicization concerns on par with worries about affordability of care and another pandemic.

04 Acceptance of AI in healthcare is at risk.

Respondents are split on accepting versus rejecting AI in drug development and medical diagnosis. More reject than embrace AI in patient interaction.

05 Most people are health empowered – but empowerment paired with trust leads to the best health outcomes.

Globally, nearly 2 in 3 say they are empowered to manage their health. With higher trust in the health ecosystem, the health empowered are more likely to engage in preventative care, be vaccinated and embrace medical innovations. Eighty percent of respondents with this mindset report good or better health – 22 points above those who are unempowered and have lower trust.

06 Power has shifted from institutions to individuals.

Respondents expect themselves (85 percent) and their doctor or provider (79 percent) to play a big or huge role in making sure they are as healthy as possible, both rising significantly since last year.

07 The role of “my doctor” extends beyond patient care.

Eighty-three percent (up two points from last year) trust their doctors to tell the truth about health issues and how to best protect the public’s health. Primary care providers also have the greatest influence in shaping opinions on public health policies.

08 Concerns about health misinformation are top of mind.

Forty-one percent of all respondents – and 55 percent of those 18-34 – have regretted a health decision they made based on misinformation.

09 Finding the right information has become a primary barrier to good health.

Of those with a gap between how they are taking care of their health vs how they should (which is 85 percent of people globally), 58 percent say that a lack of information, changing health recommendations and contradictory expert advice play a large role in preventing them from closing the gap, with information concerns rising 8 points since last year.

10 Providing quality health information is a top trust builder.

People are more likely to trust business, NGOs and government to address health needs and concerns when they are reliable sources of trustworthy health information.