

# 2025 Edelman Trust Barometer

Special Report  
Trust and Health



# 2025 Edelman Trust Barometer Special Report: Trust and Health

## Methodology

### Annual online survey in its 4th year

Fieldwork conducted: March 4 to March 14, 2025

16

Countries

16,000+

Respondents

1,000+/-

Respondents per country\*

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

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 999 to 1,002.  
15-market global data margin of error: General population +/- 1.1 percentage points (n=15,009)  
Country-specific data margin of error: General population +/- 4.1 percentage points  
Margin of error is calculated at the 99% confidence level.

### Global averages

Unless otherwise indicated, global averages are composed of 15 of 16 countries surveyed.

\*\*Indonesia is excluded from all global averages.

### Statistical significance

 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.

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.



# Factors Destabilizing Influence of Health Experts

Recent Findings from the Edelman Trust Barometer

## Authority is dispersed

Friends and family were more trusted than scientists and health experts to tell the truth on health

2023 Special Report:  
Trust and Health

## Health is multidimensional

Majority worldwide view health as physical, mental, social and environmental

2023 Special Report:  
Trust and Health

## Empowerment is the norm

2 in 3 feel confident, informed, and in control of their health

2024 Special Report:  
Trust and Health

## Influence is local

My doctor is more than twice as influential on public health opinions than global health authorities

2024 Special Report:  
Trust and Health

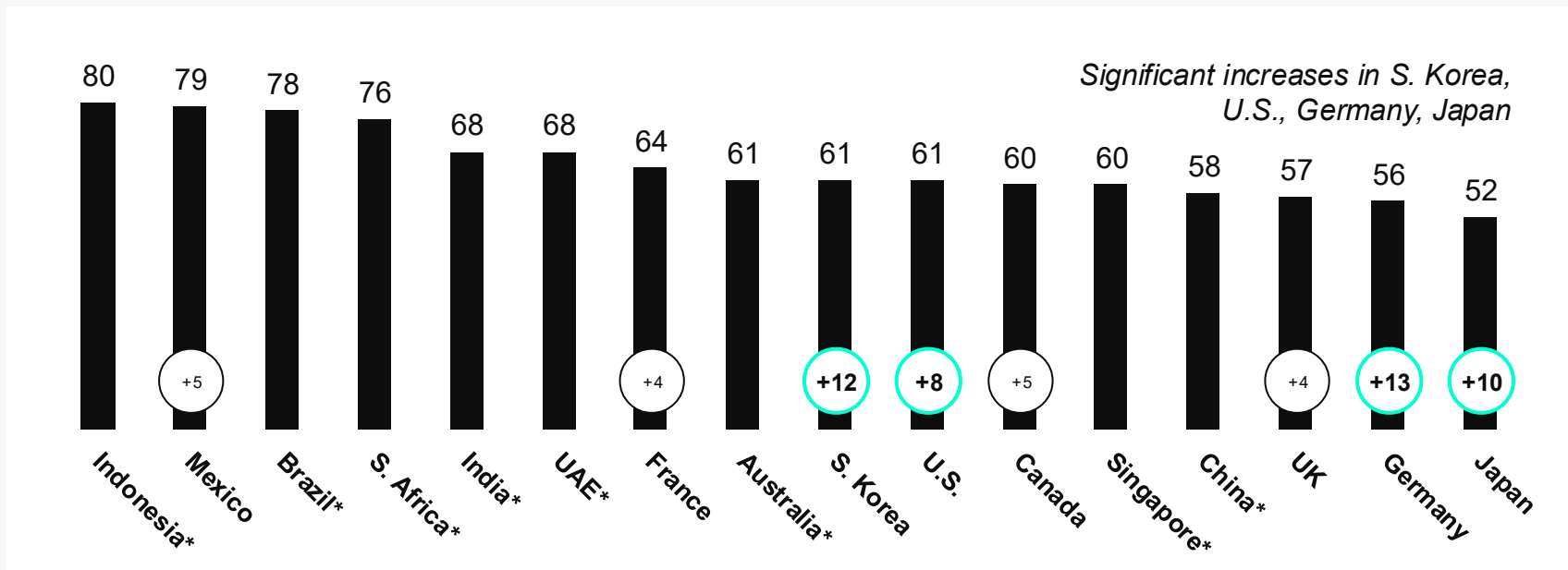
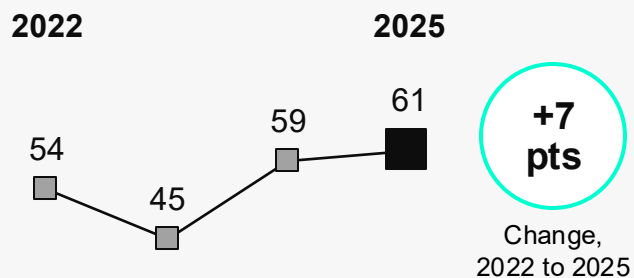


# Fear of Politics in Medical Science Higher Than During the Pandemic

Percent who say

GLOBAL 8     Significant change

I worry about **medical science becoming politicized** or being used to support a specific political agenda

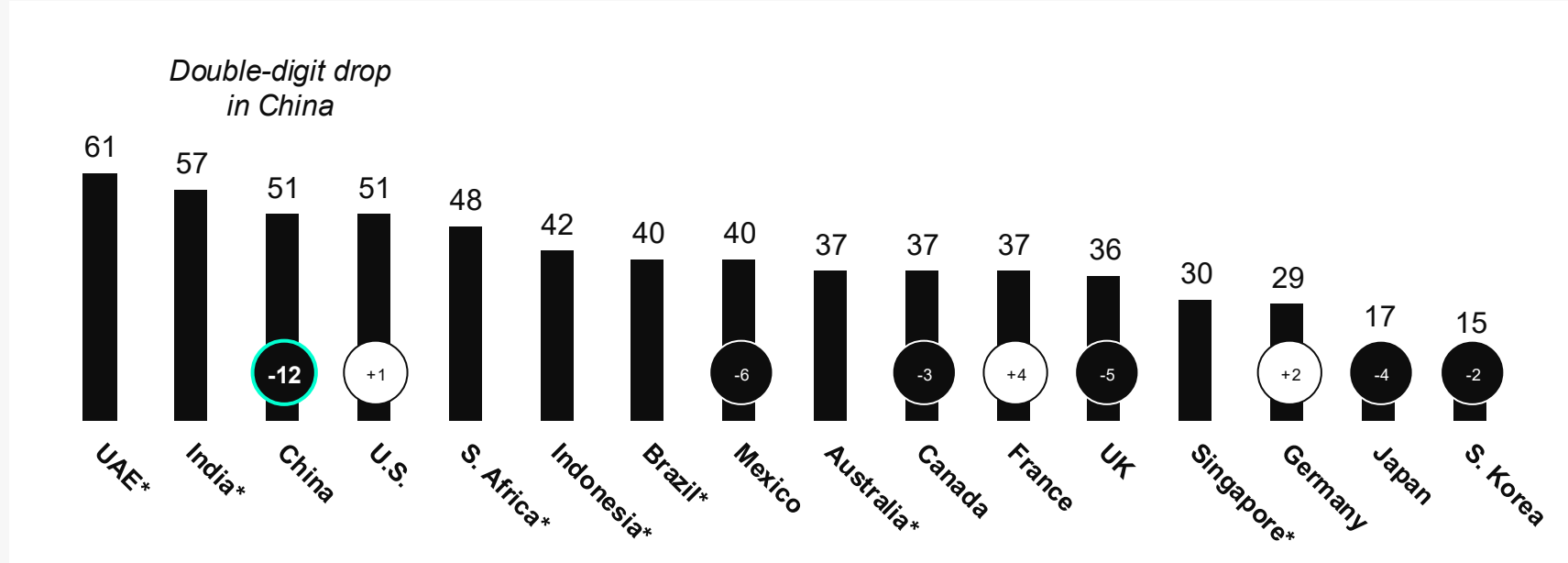
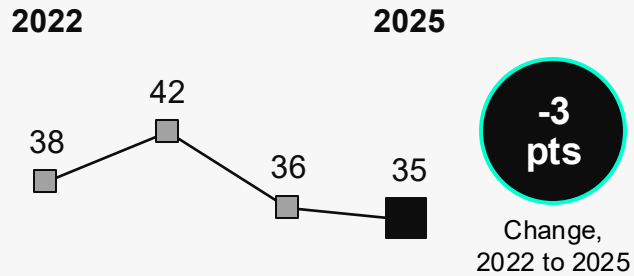


# Self Assessment of Health Lower Than During the Pandemic

Percent who say

GLOBAL 9     Significant change

I would describe my overall health as  
very good or better

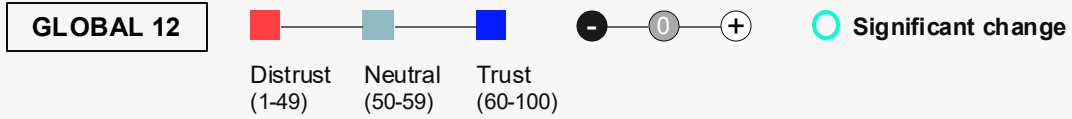


# Institutions Fail Us on Health

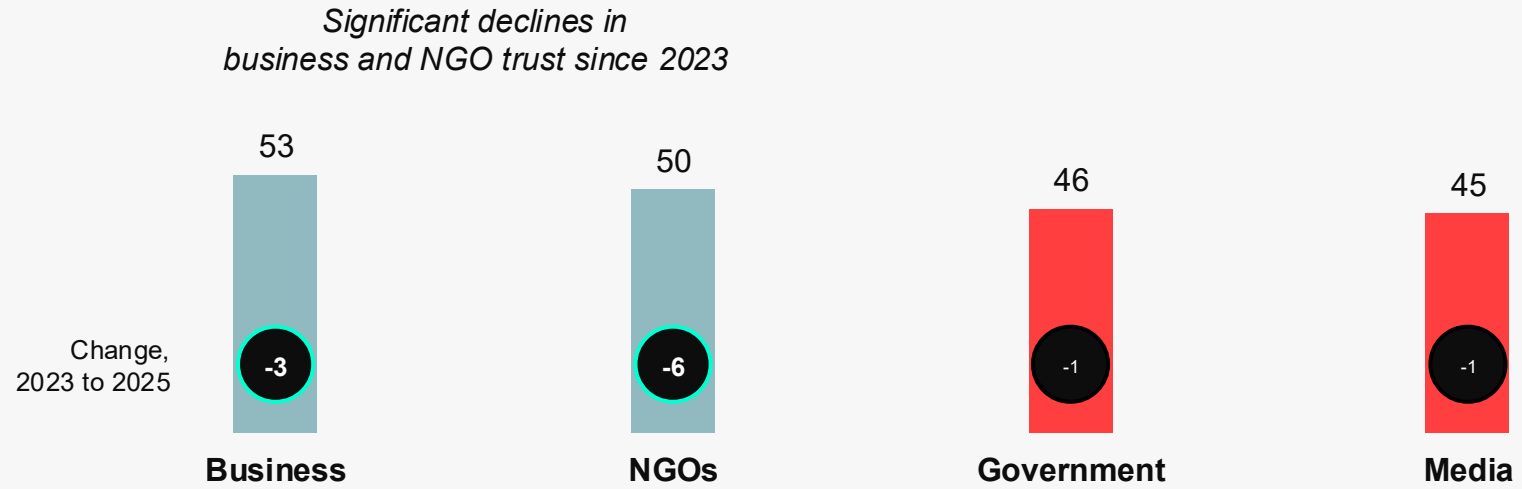


# No Institution Trusted To Address My Health

Percent who say



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

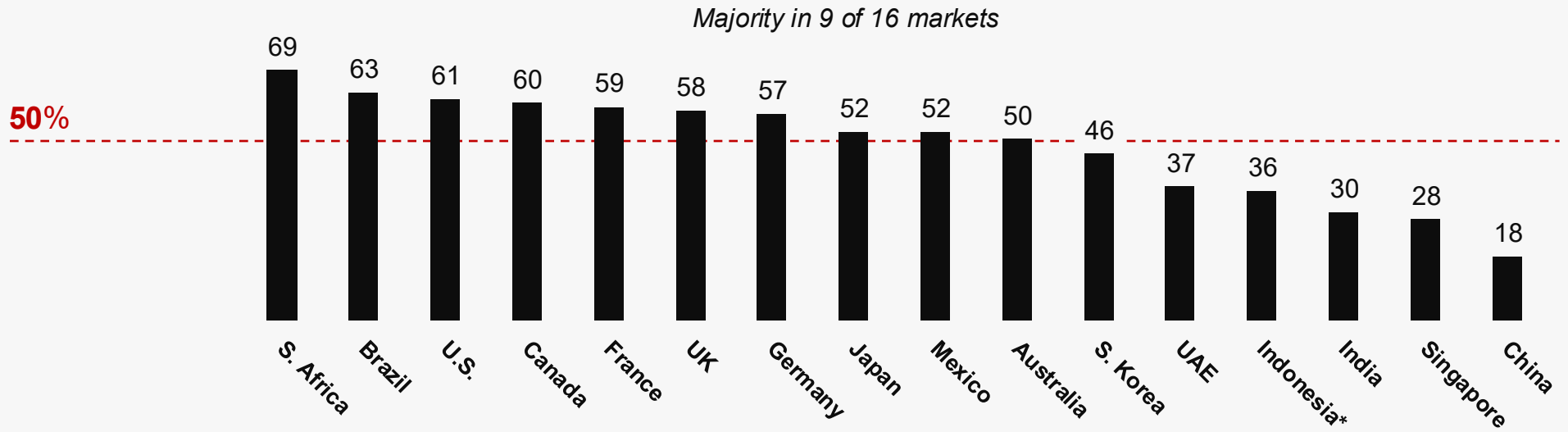


# Healthcare Grievance: Institutions Actively Undermine My Access to Better Care

Percent who say

GLOBAL 15

Business, government, and/or NGO actions hurt my ability to get quality healthcare (net)



2025 Edelman Trust Barometer Special Report: Trust and Health. INS\_PER\_DIM\_HEA. When it comes to addressing your health-related needs, please specify where you think [INSTITUTION] falls on the scale between the two opposing descriptions. 11-point scale; bottom 5 box, hurting. Data is a net of those who said business, government, and/or NGOs hurt their ability to get good quality healthcare at BUS\_PER\_DIM\_HEA, GOV\_PER\_DIM\_HEA, and NGO\_PER\_DIM\_HEA. General population, by country.





# Most Believe Societal Leaders Purposely Mislead Us on Health Matters

Percent who worry

GLOBAL 15

Business leaders

Government leaders

Journalists

59%

57%

57%

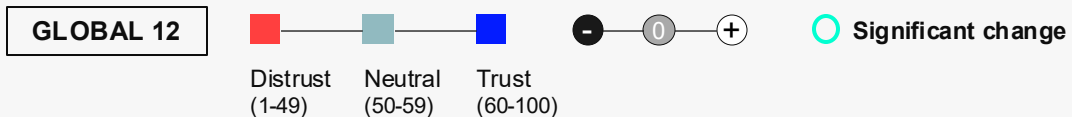
***purposely* mislead people on health matters**  
by saying things they know are false or gross exaggerations

2025 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? Please indicate your answer using a nine-point scale where one means "I do not worry about this at all" and nine means "I am extremely worried about this". 9-point scale; top 4 box, worried. Question asked of half the sample. General population, 15-mkt avg.

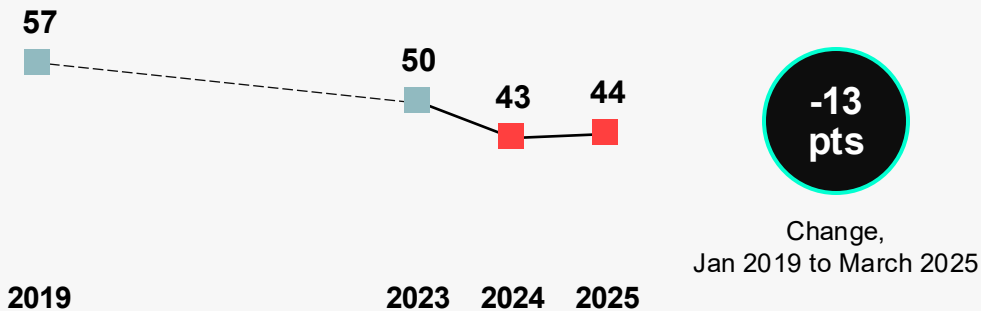


# Trust in Media to Report Health Information Collapses

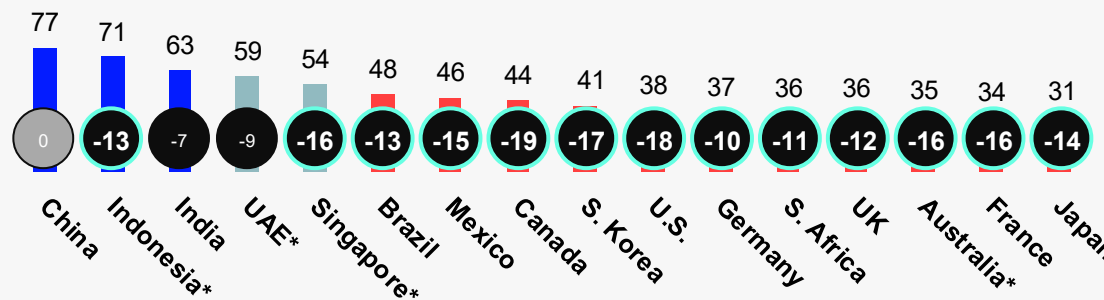
Percent who say



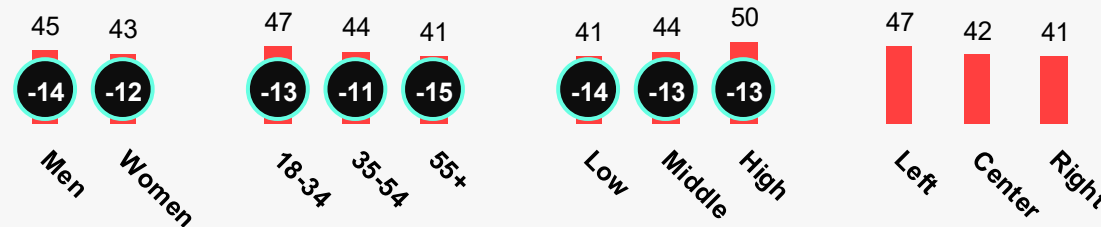
**I trust the media to report accurate information about healthcare, such as diseases, treatments and prevention**



## Market



## Gender | Age | Income | Politics†



2025 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 gender, age, income, and political leaning. \*Australia, Indonesia, Singapore, and the UAE not included in the global average and do not have trending available for 2023. †Political leaning is not asked in China or the UAE; 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.



# Greater Confidence in Ability to Find the Right Health Information

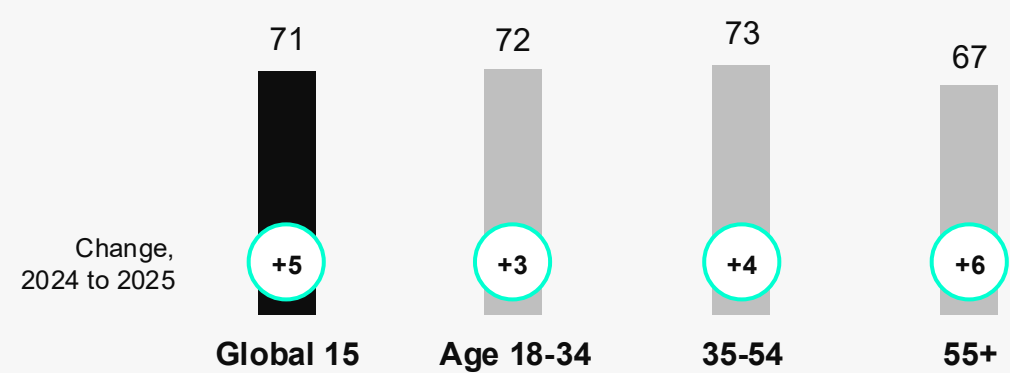
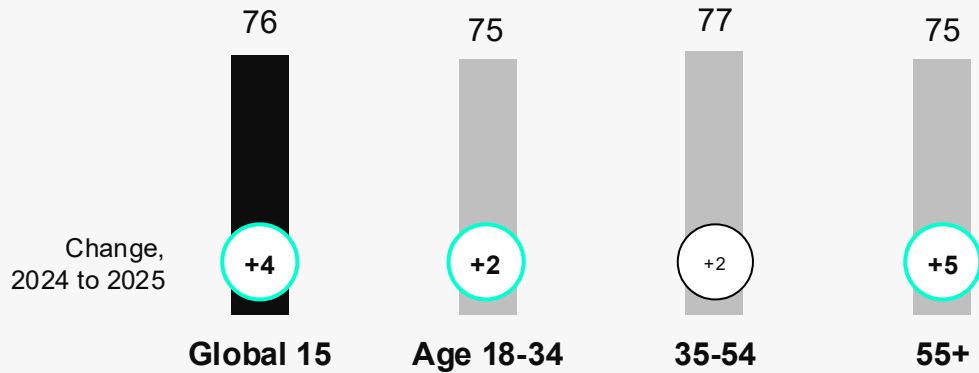
Percent who say

GLOBAL 15    - 0 +    Significant change

I am confident in my ability to ...

Find trustworthy health information

Tell good medical advice from bad



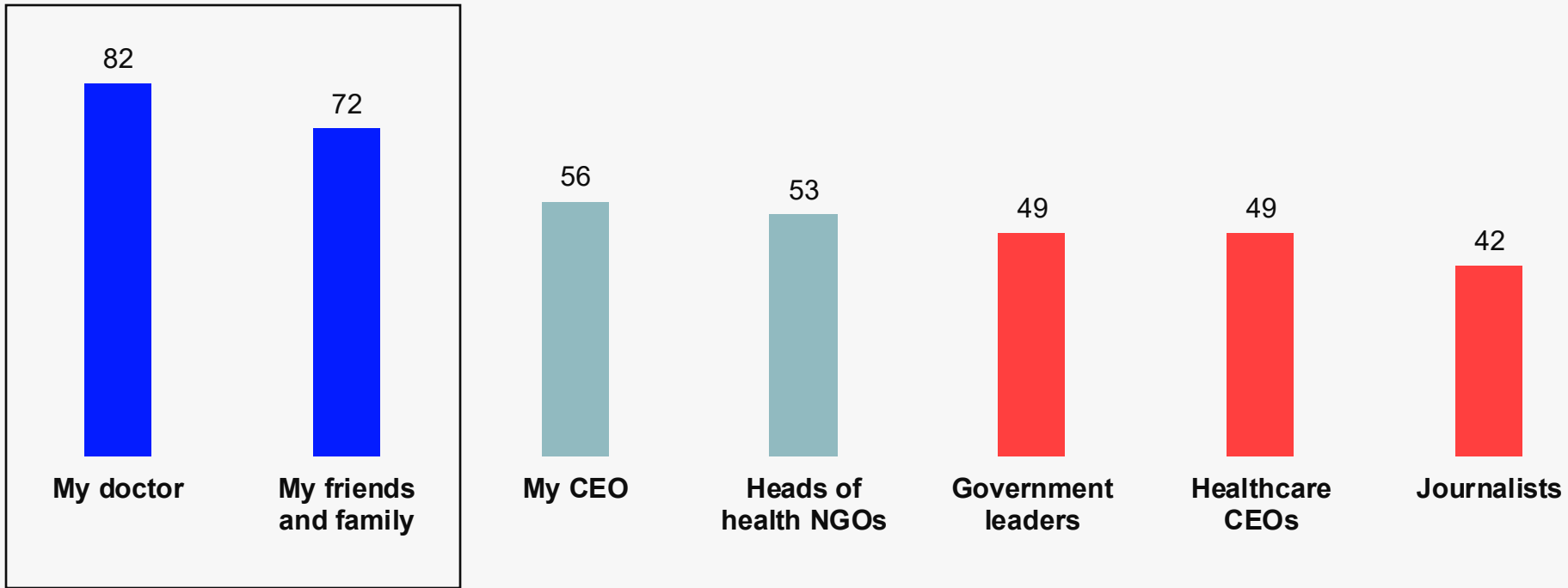
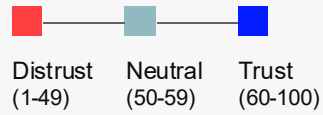
# Health Influence Decentralized



# Health Trust is Local: My Providers and Peers Trusted, Leaders Not

Percent trust to tell the truth about health issues and how to protect public health

GLOBAL 15



2025 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, 15-mkt avg. "My CEO" only shown to those who are an employee of an organization (Q43/1).



# Influence Over My Health Decisions: After Providers, Peers On Par With Scientists

Percent who say

GLOBAL 15

Each of the following  
have **influenced my health decisions**

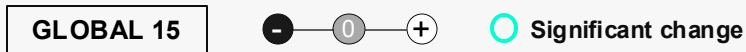
		Age 18-34	35-54	55+
My doctor	86	82	86	89
<b>My friends and family</b>	69	74	71	62
<b>Medical scientists and health experts</b>	69	72	70	64
People with similar health conditions as me	42	53	45	28
Content creators without medical training	21	33	23	9

2025 Edelman Trust Barometer Special Report: Trust and Health. LEG\_INFO. Have you ever let advice, information, or recommendations from each of the following influence the decisions you make about your personal health? Code 1, yes. General population, 15-mkt avg., and by age. Attributes are shown in rank order based on the global data. Ties have been broken by decimal.



# Double-Digit Surge in Peer-Driven Decisions That Disregard Provider Advice

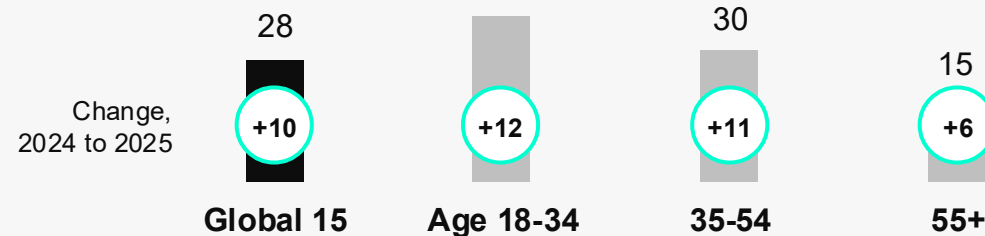
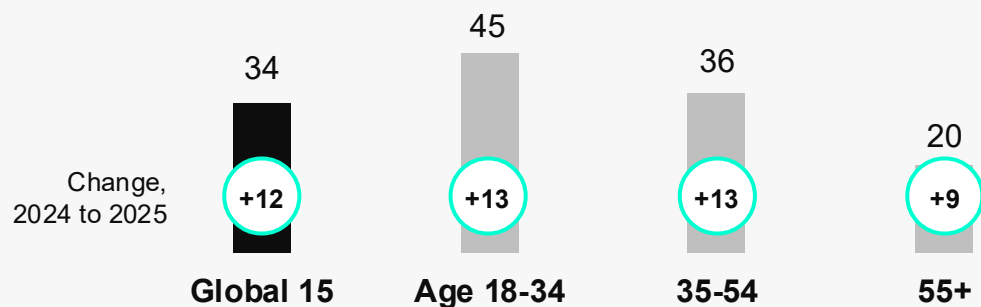
Percent who say



*In the past 12 months,*  
**I have disregarded my provider's medical guidance**  
in favor of advice from ...

## Friends or family

## Social media



# To Address Full Range of Health Issues, Majority Supplement Provider With Other Voices

Among those who have a healthcare provider they see regularly (73%), percent who say

GLOBAL 15

My healthcare provider is slightly or not qualified to take care of **my full range of health issues** across physical, mental, social, and environmental dimensions (net)

**53%**

*If my provider is not able to address, I go to these sources:*

<b>NON-INSTITUTIONAL (net)</b>	<b>65</b>
<ul style="list-style-type: none"> <li>▸ Friends and family</li> <li>▸ Online search</li> <li>▸ Social media</li> </ul>	
<b>INSTITUTIONAL (net)</b>	<b>41</b>
<ul style="list-style-type: none"> <li>▸ Institutional health websites</li> <li>▸ Relevant healthcare company websites</li> <li>▸ Relevant NGO websites</li> </ul>	
<b>COMMUNITIES (net)</b>	<b>29</b>
<ul style="list-style-type: none"> <li>▸ Relevant online communities</li> <li>▸ Patient advocacy groups</li> </ul>	
<b>I still go to my healthcare provider</b>	<b>24</b>

2025 Edelman Trust Barometer Special Report: Trust and Health. HEA\_DEF\_QUAL. How qualified or able do you feel the healthcare professional you rely on most to take care of you is to address your health concerns in this area of your life? 5-point scale; bottom 2 box, slightly or not qualified. Question asked to those who go to a healthcare provider on a regular basis for routine care (HEA\_RTN/1) and who indicated at least 1 of the 4 dimensions of health is an important consideration in seeing themselves as healthy or not (HEA\_DEF/2-3 at r2, 7, 9, 12-16). Data shown is a net of those who said their provider is slightly or not qualified to take care of at least 1 dimension of health that is important to them. HEA\_DEF\_OTH. When you feel your healthcare provider is not qualified to address a particular health-related issue that you are concerned about, where do you usually go for the information, advice, and treatments you need? Pick all that apply. Data is filtered among those who said their provider is slightly or not qualified to take care of at least 1 dimension of health that is important to them. "Non-institutional" is a net of attributes 1-2, 7; "Institutional" is a net of attributes 8-10; "Communities" is a net of attributes 3 and 13. General population, 15-mkt avg. For a full explanation of the dimensions of health analysis, please see the technical appendix.





# To Be A Legitimate Voice on Health, Academic Training Is Not The Only Credential

Percent who say

GLOBAL 15

When I consider someone a **legitimate health expert**,  
it's important they have ...

**Formal academic training**  
from trusted institutions

**72%**

**Personal experience**  
with health issues

**67%**

**Benefited me in the past**  
with their advice

**64%**



# The Youth Health Ecosystem Evolves



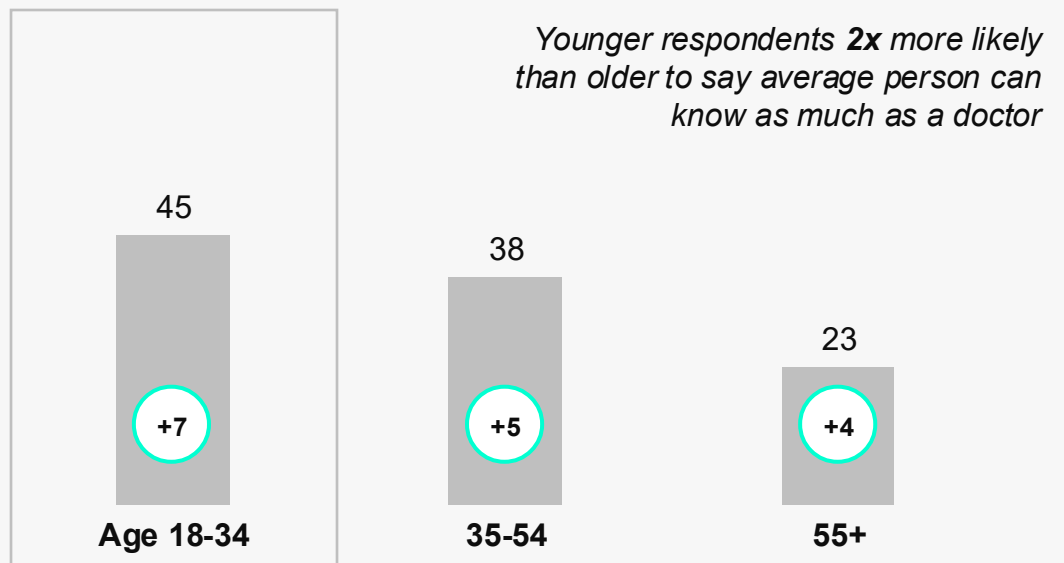
# Spike in Belief That Average Person Can Know As Much as a Doctor, Especially Among Young People

Percent who agree

GLOBAL 15    ● ○ ⊕    ○ Significant change

The average person who has done their own research is **just as knowledgeable** on most health matters as doctors

**35%**    +5 pts  
Change, 2024 to 2025





2025 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. General population, 15-mkt avg., and by age. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Young People Increasingly Engage with Health Information

Percent who say

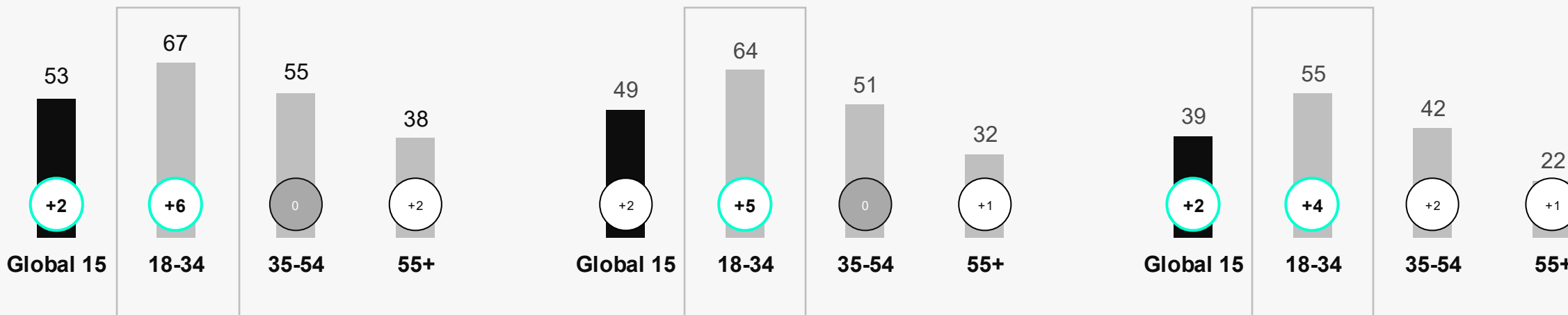
**GLOBAL 15**         Significant change

Monthly or more, I consume ...

Traditional health media  
at the original source

Traditional health media  
sent to me on social platforms

Independent health media in  
podcasts and newsletters



2025 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, 15-mkt avg, and by age. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Young People Share The Most Health News, Experiences, Opinions

Percent who say

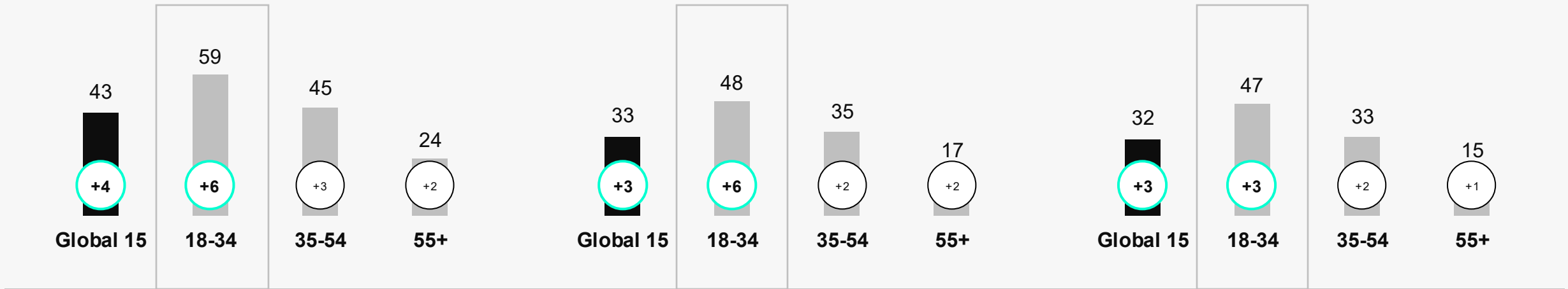
GLOBAL 15 Change, 2024 to 2025 Significant change

Monthly or more, I share ...

Health-related news items

My personal health experiences online

My own health opinions online



2025 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, 15-mkt avg, and by age. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



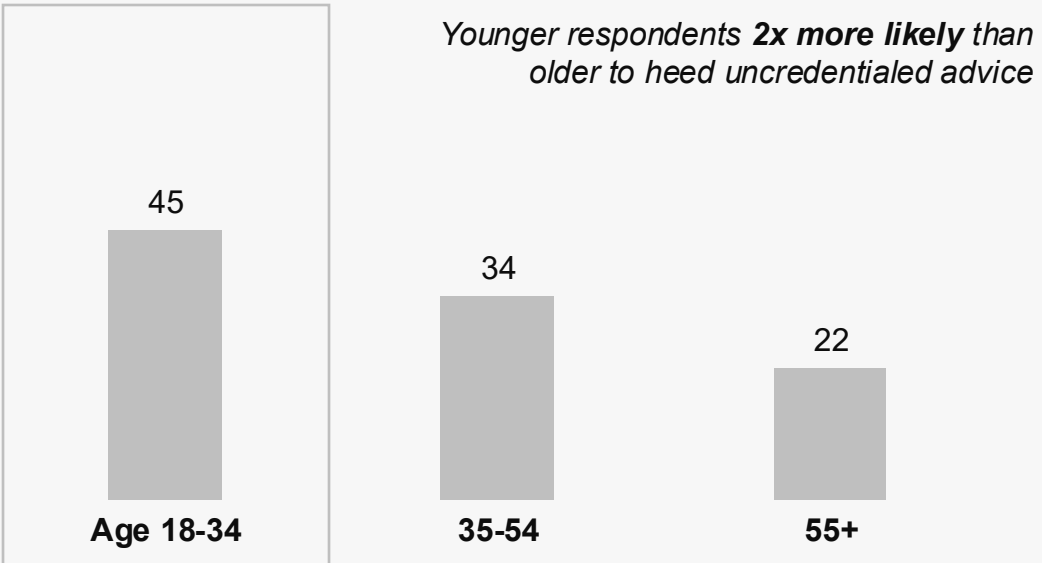
# Young People Most Likely To Make Health Decisions Based on Uncredentialed Advice

Percent who say

GLOBAL 15

**People without formal medical degrees or health credentials have a big influence over my health decisions**

# 34%



2025 Edelman Trust Barometer Special Report: Trust and Health. PRE\_CON\_CRT. Are there people you listen to and have a big influence on the decisions you make about your personal health who do not have a formal medical degree or a health expertise credential? Codes 1, yes. General population, 15-mkt avg., and by age.



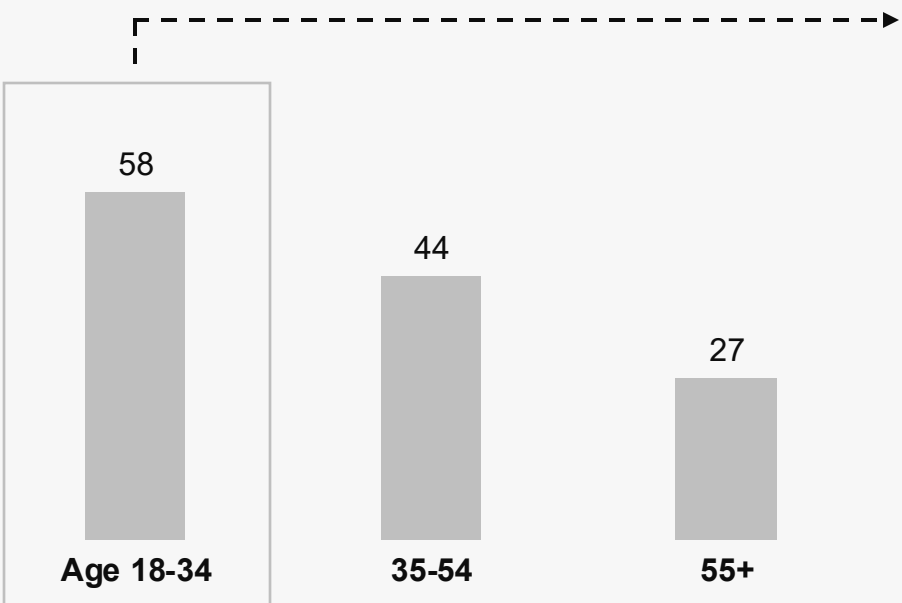
# Most Young People Have Made a Health Decision They Regret Due to Misinformation

Percent who say

GLOBAL 15

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

**43%**



**Top 5 sources of misinformation**  
*Among age 18-34*

User-created content platforms	39
Independent content creator	29
Friends or family	25
Traditional media	21
Someone on social media	21

2025 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, yes. Question asked of half the sample. General population, 15-mkt avg., 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 regretted a personal health decision they made based on misinformation (MIS\_INFO\_HARM/1-3). General population, 15-mkt avg., among 18-34-year-olds.



# Patient-Provider Interaction Under Pressure





# Since COVID, Support for Global Health Organizations Politically Polarized

Percent who say

GLOBAL 13 excl. China and UAE

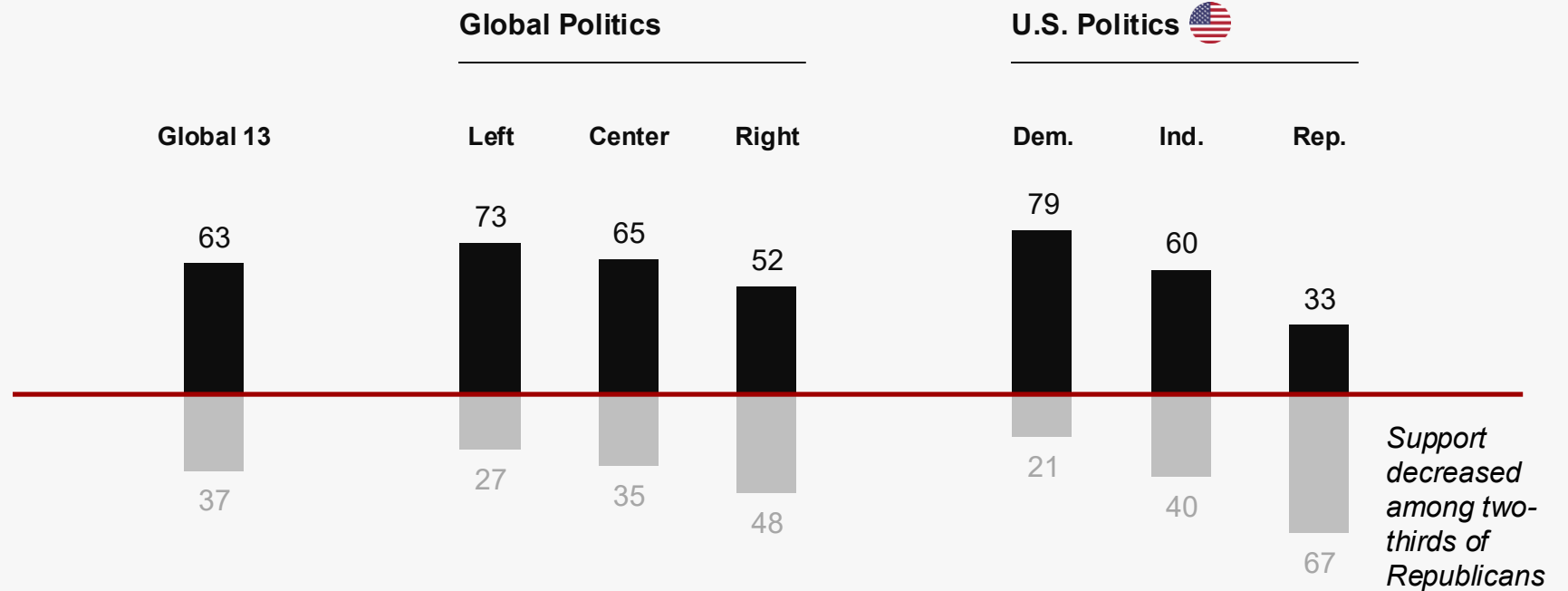
## Which do you agree with more?

The COVID-19 pandemic...

...**increased** my support for our country joining global health organizations

--- **or** ---

...**decreased** my support



# For More Patients, Shared Political Belief Seen As Provider Credential

Percent who agree

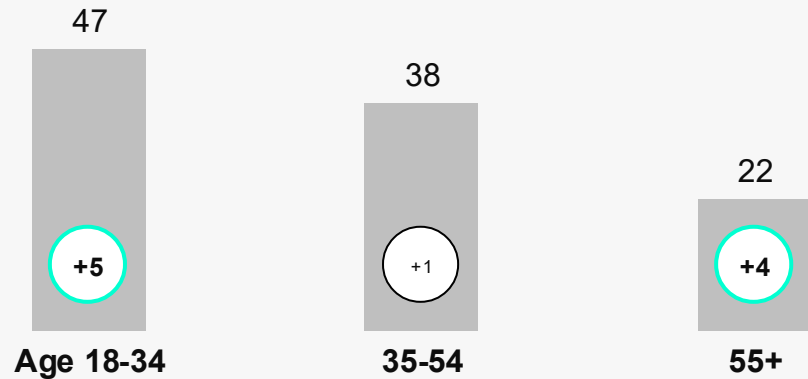
GLOBAL 15  Significant change

Unless a provider shares my political beliefs,

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

Younger respondents **more than 2x** more likely than older to choose providers on politics

**36%**   
Change, 2024 to 2025



2025 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, 15-mkt avg., and by age. Data is a net of attributes 26-27. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



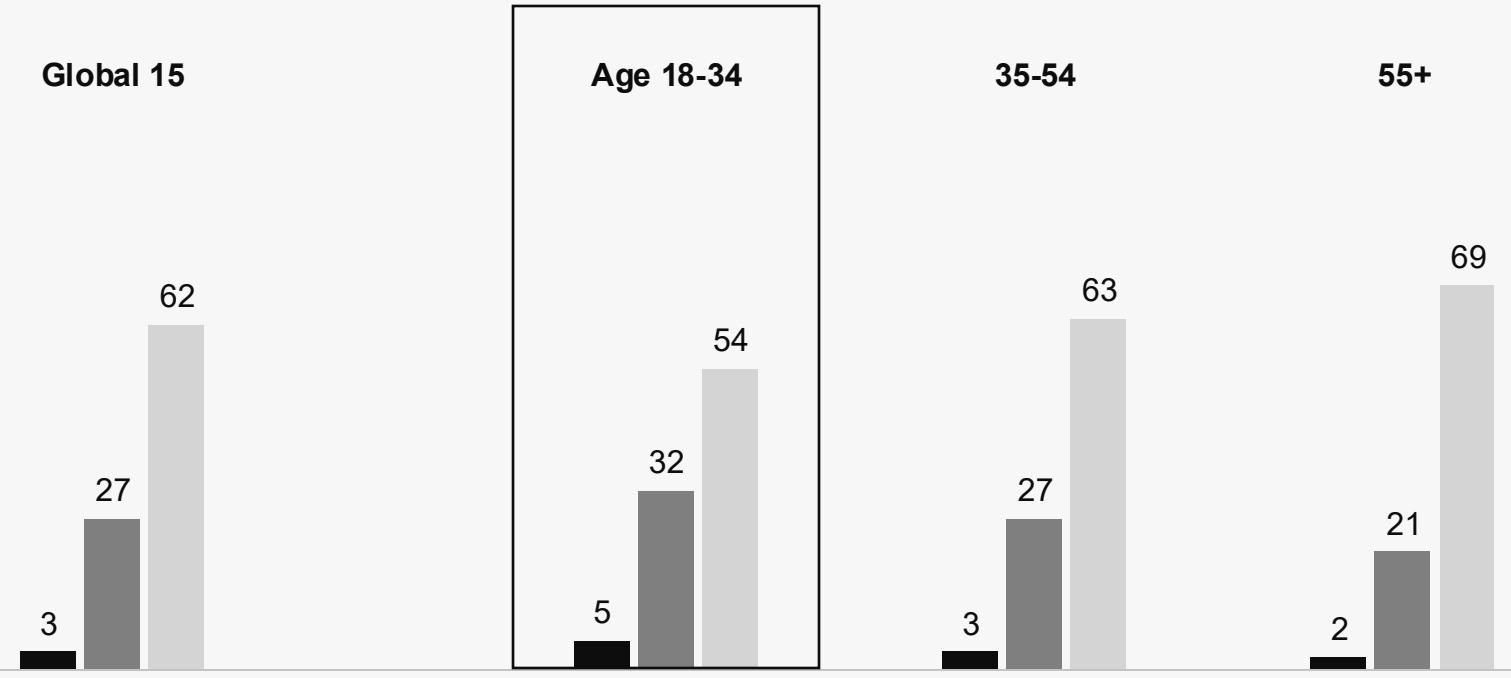
# 1 in 3 Young People Uncertain About Childhood Vaccines

Percent who say this best describes my beliefs about **childhood** vaccines

GLOBAL 15

I gave, or would give, my children...

- No vaccines
- Some vaccines
- All vaccines



2025 Edelman Trust Barometer Special Report: Trust and Health. VAC\_TUS2. Which of the following best describes your beliefs about childhood vaccinations such as polio; measles, mumps, and rubella (MMR); rotavirus (RV); and diphtheria, tetanus, and acellular pertussis (DTaP)? Code 1, no vaccines; Code 2, some vaccines; code 3, all vaccines. Question asked of half the sample. General population, 15-mkt avg., and by age. For more information and full text, please see the technical appendix.



# Vaccine Uncertainty More Influenced By Social Media and Peer Experiences

Percent who say, among age 18-34 with various beliefs about childhood vaccines

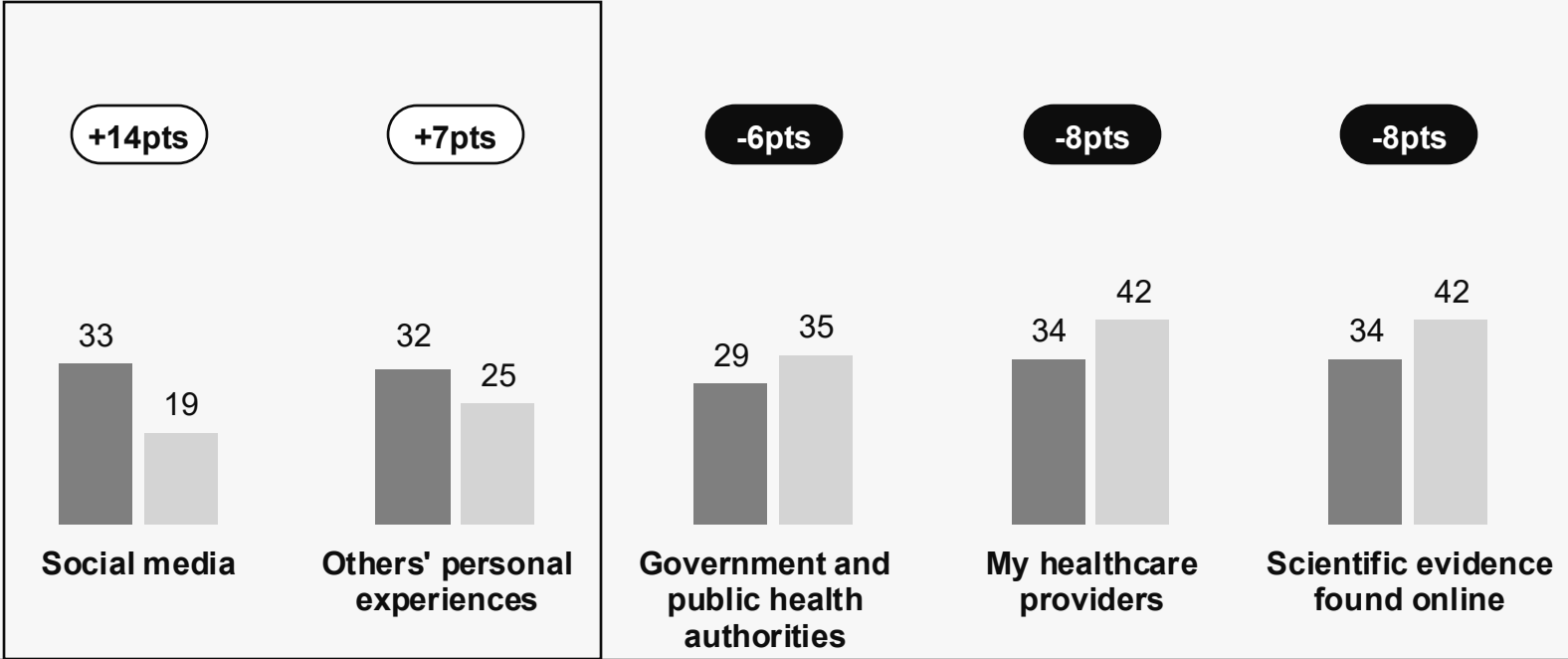
GLOBAL 15, among age 18-34

Among those that gave, or would give, their **children**...

■ Some vaccines  
■ All vaccines

Their beliefs about **childhood vaccines** are based on...

Gap, some vs. all vaccines



2025 Edelman Trust Barometer Special Report: Trust and Health. VAC\_TUS\_SCR. What are the beliefs you expressed about vaccines in the previous two questions based on? Specifically, which of the following have had the most direct influence in shaping your point of view on vaccines? Pick all that apply. Question asked of half the sample. General population, 15-mkt avg., among 18-34-year-olds who would give or have given their child all vaccines (VAC\_TUS2/3) or who would or have given their child some vaccines (VAC\_TUS2/2).



# How to Regain Health Influence



# Relevance: Highlight Your Understanding Of People Like Me

Percent who say

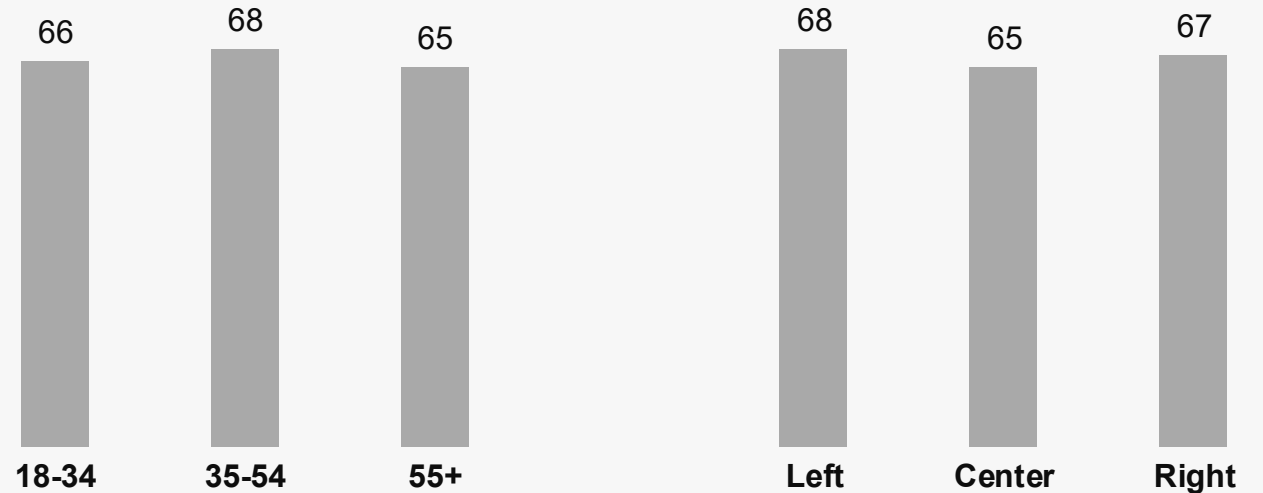
GLOBAL 15

For me to see you as a legitimate health expert,

it is important that you **understand what people like me need and want**

**66%**

Age | Politics<sup>†</sup>



2025 Edelman Trust Barometer Special Report: Trust and Health. LEG\_INF\_HEA. How important is each of the following in making you see someone as a legitimate influence or expert when it comes to health and health issues, such that you willingly give them influence on your health decisions and you would be comfortable with them influencing the health-related views and behaviors of people in positions of power and authority? 9-point scale; top 4 box, important. General population, 15-mkt avg., and by age and political leaning. <sup>†</sup>Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg.



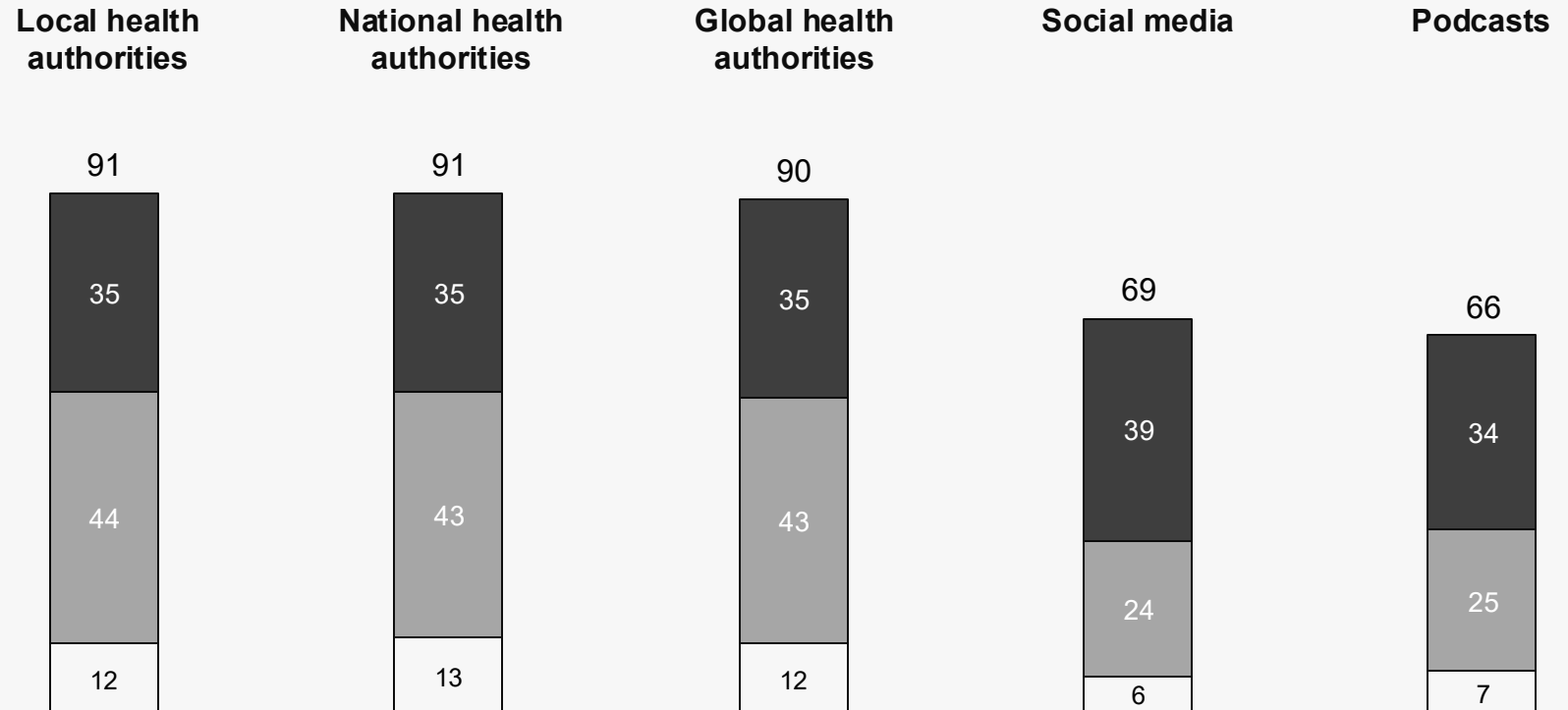
# Frequency: With More Frequent Communication, Health Information Becomes More Believable

Percent who say

GLOBAL 15

I will believe health information from this source if I see it repeated:

- 3 or more times
- Once or twice
- If I see it here, I automatically assume it is true



2025 Edelman Trust Barometer Special Report: Trust and Health. HEAR\_TIME\_HEA. When you see a new piece of information or a news story about a health or healthcare issue in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Code 1, automatically believe; codes 2-3, once or twice; codes 4-6, 3 or more times. Question asked of half the sample. General population, 15-mkt avg.



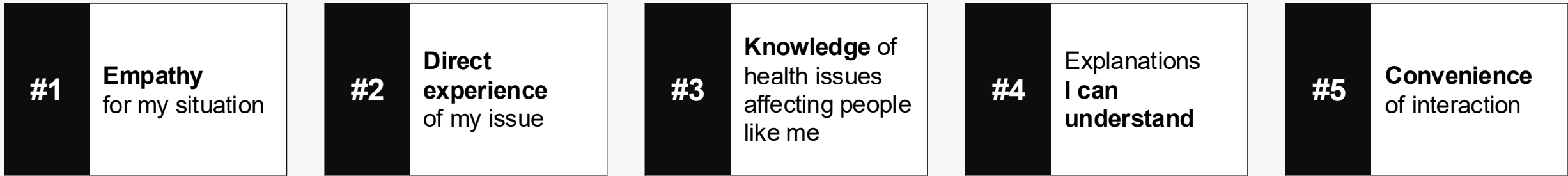
# *Empathy and Accessibility:* Learn From What Uncredentialed Voices Offer Patients

Among those who listen to and are influenced by health voices without medical degrees (34%), percent who say

GLOBAL 15

I get each of the following from **uncredentialed voices** that I do not get from healthcare providers:

*Top 5 of 11*



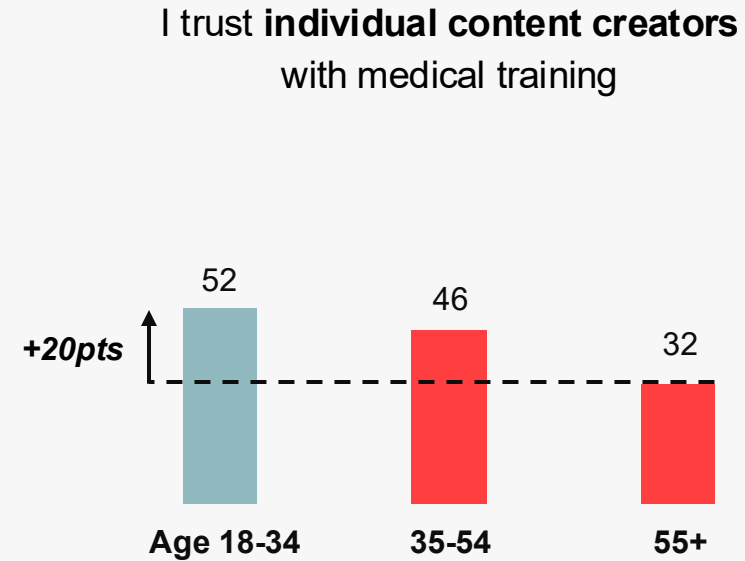
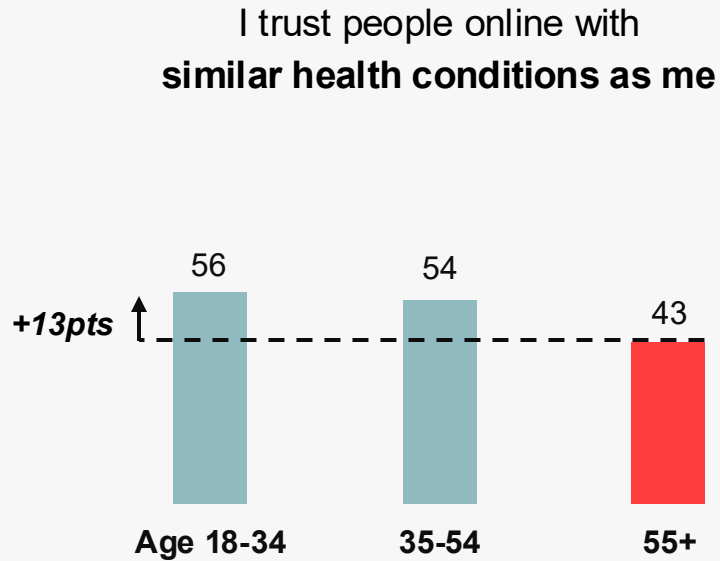
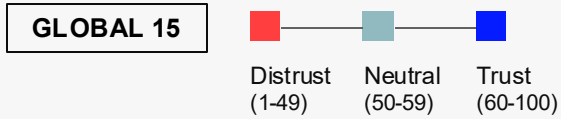
2025 Edelman Trust Barometer Special Report: Trust and Health. CON\_CRT\_ADV. You just said that there are people who have a big influence on your health decisions that do not have a formal medical degree or a health expertise credential. What are you getting from them, that you are not getting from healthcare professionals or other health experts with medical training? Pick all that apply. Question asked among those who say they listen to uncredentialed voices (PRE\_CON\_CRT/1). General population, 15-mkt avg. Attributes are shown in rank order based on the global data. Ties have been broken by decimal.





# Relatability: To Enter Youth Health Ecosystem, Leverage Relatable Information Sources

Percent trust to tell the truth about health issues and how to protect public health



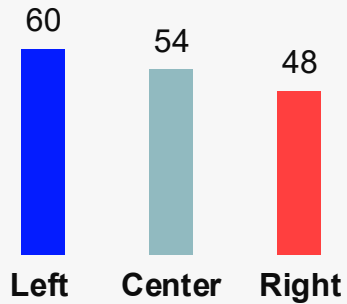
# Proximity: To Avoid Polarization, Speak Through Local Health Voices

Percent trust to tell the truth about health issues and how to protect public health, by political affiliation

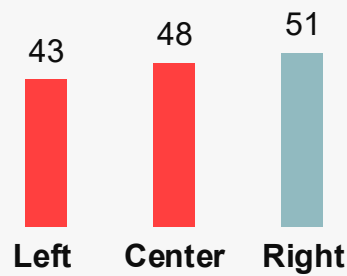


Where we differ:

Leaders of health NGOs

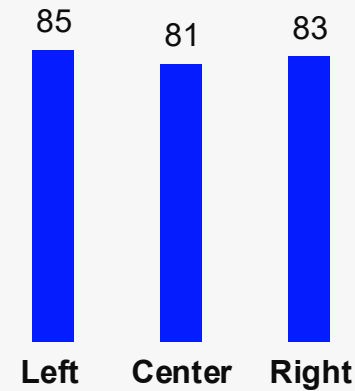


Healthcare CEOs

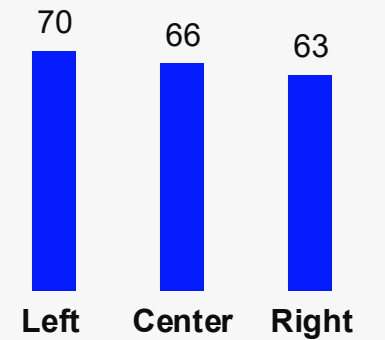


Where we align:

My doctor



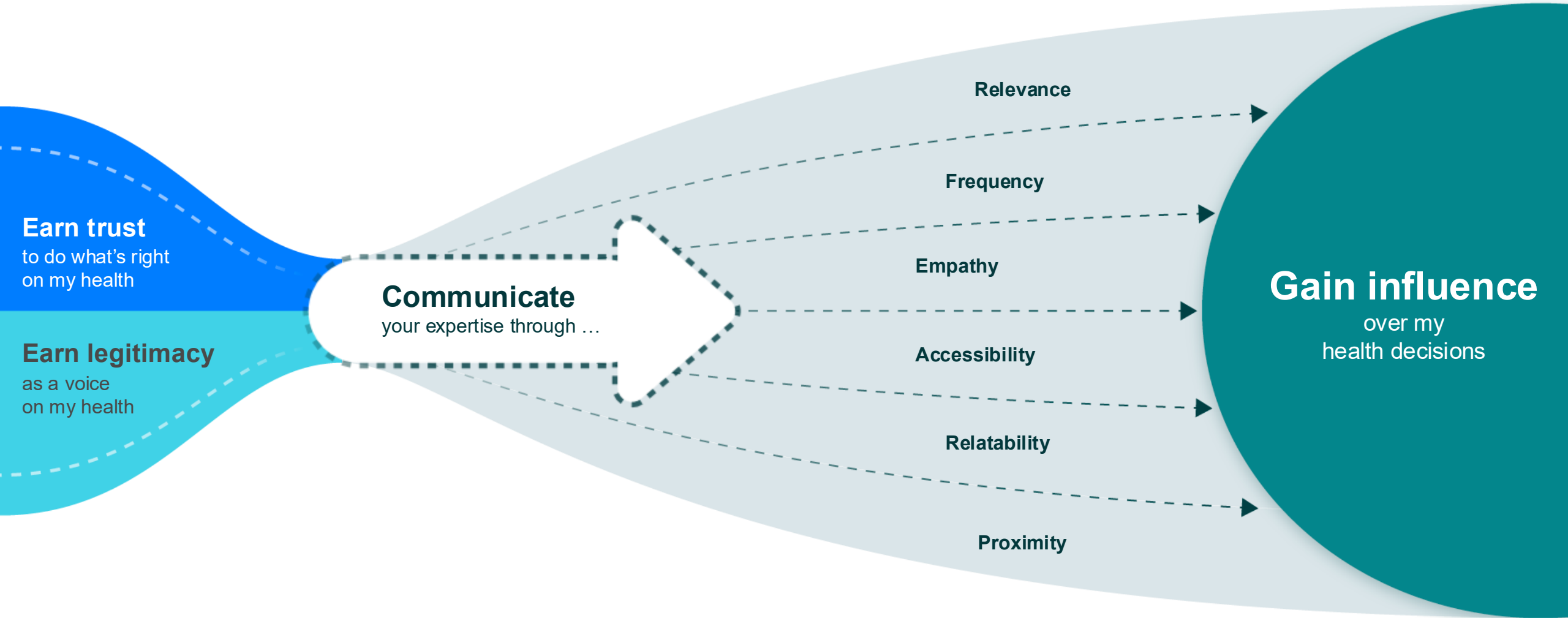
Local health authorities



2025 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, 13-mkt avg., by political leaning. Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg.



# Health Influence Roadmap: Through Communication, Trust and Legitimacy Guide Health Decisions



**Earn trust**  
to do what's right  
on my health

**Earn legitimacy**  
as a voice  
on my health

**Communicate**  
your expertise through ...

Relevance

Frequency

Empathy

Accessibility

Relatability

Proximity

**Gain influence**  
over my  
health decisions

# 2025 Edelman Trust Barometer Special Report: Trust and Health

## How to Win the Science Communications Battle

1

### Leverage both institutional and personal influence

Traditional scientific and medical authorities do not have a monopoly on influence over how individuals make decisions about their health. To guide health decisions, experts must navigate new credentials of legitimacy and speak more personally.

2

### Prioritize both scientific and anecdotal evidence

To the public, personal experience of a health issue is just as compelling of a data point as a large-scale longitudinal study. Anecdote is not the enemy of science, but a conduit of its communication.

3

### Engage in the youth health ecosystem

Young people around the world are consuming and creating health content at a stunning rate. Institutional voices need to amp up their frequency and be present in the right places to register in the conversation.

4

### Activate trusted community networks

Providers are most trusted, but when people don't get what they need, they turn to friends, family, and people with similar health issues. Institutions must embrace this fact and facilitate mutual connections and clear understanding.



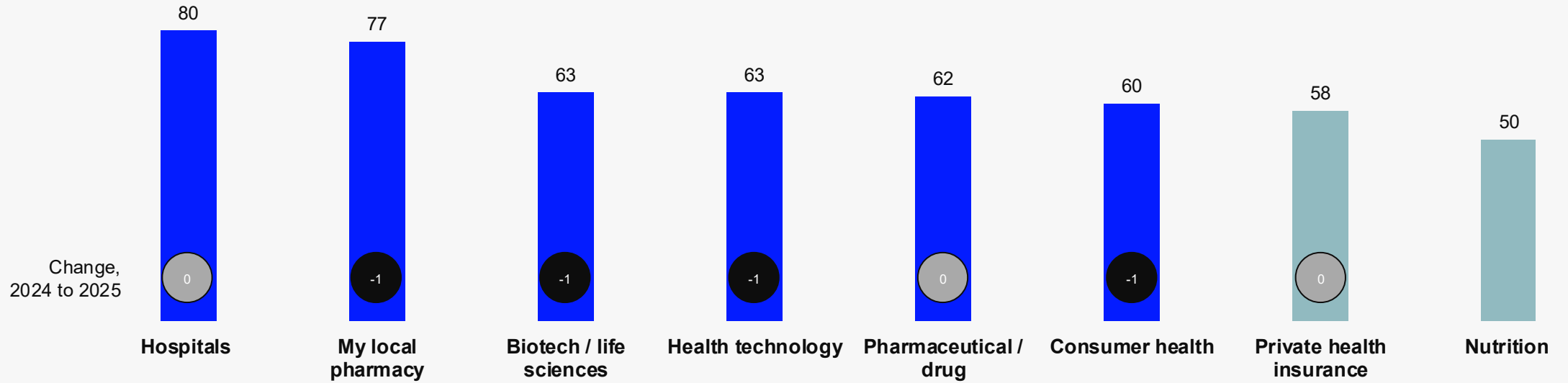
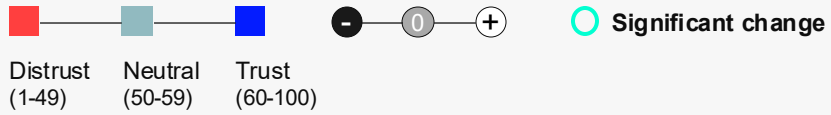
# Supplemental Data



# Most Health Sub-Sectors Trusted Globally, No Change Since Last Year

Percent trust in companies within each health subsector

GLOBAL 15



2025 Edelman Trust Barometer Special Report: Trust and Health. TRU\_SUB\_HEA. Now thinking about specific sectors within the health industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. General population, 15-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. "Nutrition" has been shortened from "Nutrition companies that promote their food, beverage, or supplement products as a way of reversing or preventing disease."



# More People Reject Artificial Intelligence in Clinical and Research Settings

Percent who accept or reject each health innovation

Significant change\*

+/- 2024 to 2025

		Global 15		Australia		Brazil		Canada		China		France		Germany		India		Indonesia*		Japan		Mexico		Singapore		S. Africa		S. Korea		UAE		UK		U.S.	
		%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
AI in patient interaction	I reject this innovation	43	0	58	+1	44	+6	58	+2	24	+5	55	-4	46	-4	24	-3	32	-	34	+4	45	+5	42	-1	44	+1	36	+8*	31	-3	55	-1	54	-5
	I embrace this innovation	23	-1	15	+3	23	-4	12	-1	38	-6	18	+2	18	+1	39	+1	33	-	20	-2	28	-1	16	-2	27	+1	27	-9*	31	+1	15	+1	17	+1
AI in medical diagnosis	I reject this innovation	33	+2*	43	+4	39	+8*	43	+1	19	+3	47	-1	38	-2	22	+2	22	-	23	+6*	35	+6	32	+2	30	0	26	+8*	28	+4	36	0	41	-5
	I embrace this innovation	29	-2*	20	0	30	-5	21	0	40	-4	27	+3	25	+4	45	+1	38	-	26	-6	33	-8*	21	-3	31	-4	32	-10*	36	-2	24	-2	24	+2
AI in drug development	I reject this innovation	35	+3*	43	+3	36	+4	45	+4	25	+4	47	+1	43	+4	22	+1	29	-	23	+2	33	+4	34	+2	37	+2	30	+7*	27	+2	41	+7	42	-5
	I embrace this innovation	28	-4*	17	-3	31	-5	19	-3	37	-3	25	+1	20	-4	44	-4	37	-	26	-7*	36	-4	22	-2	30	-3	31	-12*	38	-3	24	-1	22	+2

2025 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. Question asked of half the sample. General population, 15-mkt avg. \*Indonesia is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# More People Reject Artificial Intelligence in Clinical and Research Settings

Percent who accept or reject each health innovation

Significant change*		+/- 2024 to 2025																							
		Gender						Age						Income						Politics <sup>†</sup>					
		Global 15		Men		Women		18-34		35-54		55+		Low		Middle		High		Left		Center		Right	
		%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
AI in patient interaction	I reject this innovation	43	0	40	0	47	+2	36	-1	41	0	53	+3*	47	+3	44	0	39	0	47	-1	43	+1	45	+1
	I embrace this innovation	23	-1	25	-1	21	0	30	+1	24	-1	15	-2	20	-1	23	0	29	0	23	+1	22	0	23	-2
AI in medical diagnosis	I reject this innovation	33	+2*	32	+3*	35	+2	30	+3	32	+2	38	+3	38	+5*	34	+2	29	+2	38	+4	31	+1	36	+2
	I embrace this innovation	29	-2*	32	-2	26	-3*	35	-1	30	-3	22	-3*	25	-2	28	-2	36	-2	29	-2	29	-1	31	-2
AI in drug development	I reject this innovation	35	+3*	33	+3*	38	+3*	31	+2	34	+2	41	+4*	40	+6*	35	+1	30	+2	38	+4	34	+2	36	+1
	I embrace this innovation	28	-4*	31	-3*	25	-4*	34	-3	30	-2	20	-5*	23	-5*	28	-2	34	-3	28	-3	28	-3*	29	-5*

2025 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. Question asked of half the sample. General population, 15-mkt avg., and by gender, age, income, and political leaning. <sup>†</sup>Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.





# China and S. Korea Less Enthusiastic, U.S. More Enthusiastic About Remote Surgery

Percent who accept or reject each health innovation

Significant change\*

+/- 2024 to 2025

		Global 15		Australia		Brazil		Canada		China		France		Germany		India		Indonesia		Japan		Mexico		Singapore		S. Africa		S. Korea		UAE		UK		U.S.	
		%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-		
Remote surgery	I reject this innovation	41	-1	41	-4	41	+2	45	-4	28	+2	49	-3	48	+2	32	0	54	-	33	+4	41	+2	44	-2	48	-3	37	+4	38	-5	47	+4	47	-6
	I embrace this innovation	25	0	21	+4	28	-2	16	0	31	-7*	23	+3	15	-2	38	+2	24	-	21	-6	32	+1	20	+1	23	0	28	-7*	28	0	20	0	23	+7*
GLP-1 diabetes drugs used for weight loss	I reject this innovation	45	-	46	-	51	-	51	-	42	-	64	-	53	-	33	-	44	-	32	-	45	-	42	-	54	-	39	-	31	-	48	-	48	-
	I embrace this innovation	20	-	18	-	22	-	14	-	26	-	15	-	16	-	33	-	22	-	15	-	23	-	17	-	20	-	22	-	28	-	17	-	18	-

2025 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. Question asked of half the sample. General population, 15-mkt avg. \*Indonesia is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Older People Less Enthusiastic about Remote Surgery

Percent who accept or reject each health innovation

Significant change\*

+/- 2024 to 2025

		Gender						Age						Income						Politics <sup>†</sup>					
		Global 15		Men		Women		18-34		35-54		55+		Low		Middle		High		Left		Center		Right	
		%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Remote surgery	I reject this innovation	41	-1	37	0	46	0	40	-3	40	-1	45	+2	46	+1	42	-1	35	-2	43	+1	41	0	41	-1
	I embrace this innovation	25	0	27	0	22	-1	29	+2	27	+1	18	-4*	20	-2	24	0	31	0	25	+1	23	-2	28	+2
GLP-1 diabetes drugs used for weight loss	I reject this innovation	45	-	42	-	48	-	39	-	43	-	53	-	48	-	45	-	44	-	50	-	44	-	47	-
	I embrace this innovation	20	-	21	-	19	-	26	-	21	-	13	-	18	-	20	-	24	-	20	-	19	-	21	-

2025 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. Question asked of half the sample. General population, 15-mkt avg., and by gender, age, income, and political leaning. <sup>†</sup>Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Cost and Prioritization Biggest Barriers to Better Health

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

	Global 15	Australia	Brazil	Canada	China	France	Germany	India	Indonesia*	Japan	Mexico	Singapore	S. Africa	S. Korea	UAE	UK	U.S.
<b>Cost:</b> Healthy options, good healthcare, and health promoting products, treatments and services cost more than I can easily afford	53	52	64	44	58	50	52	60	54	27	70	55	66	65	64	36	36
<b>Information:</b> I cannot get the clear, trustworthy, and reliable information I need to make good decisions about my health and how to take care of it	40	34	44	26	54	43	41	56	45	13	54	38	37	50	55	29	28
<b>Access:</b> It is difficult for me to get access to good quality healthcare and health services	44	33	58	35	58	52	43	54	47	17	63	31	47	53	53	34	32
<b>Prioritization:</b> Taking better care of myself is not a high priority in my life right now	49	44	50	47	56	56	55	60	54	18	63	46	49	50	57	46	38

2025 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; Codes 4-5, large or very large role. Question asked of half the sample who say there is a gap between how well they are currently taking care of their health and how well they would like to be (HEA\_GAP/2-5). General population, 15-mkt avg. \*Indonesia is not included in the global average.



# Cost and Prioritization Biggest Barriers to Better Health

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

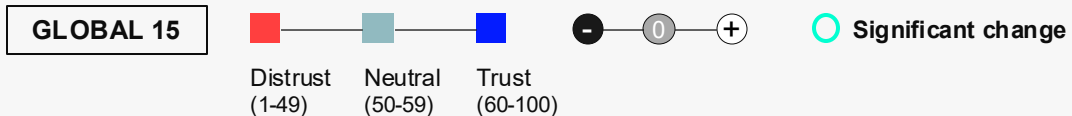
	Gender		Age			Income			Politics <sup>1</sup>			
	Global 15	Men	Women	18-34	35-54	55+	Low	Middle	High	Left	Center	Right
<b>Cost:</b> Healthy options, good healthcare, and health promoting products, treatments and services cost more than I can easily afford	53	52	54	58	56	44	55	55	48	52	52	50
<b>Information:</b> I cannot get the clear, trustworthy, and reliable information I need to make good decisions about my health and how to take care of it	40	41	39	46	41	32	40	41	39	34	39	40
<b>Access:</b> It is difficult for me to get access to good quality healthcare and health services	44	43	45	49	47	35	47	44	41	44	41	43
<b>Prioritization:</b> Taking better care of myself is not a high priority in my life right now	49	49	49	55	50	41	47	50	49	50	48	47

2025 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; Codes 4-5, large or very large role. Question asked of half the sample who say there is a gap between how well they are currently taking care of their health and how well they would like to be (HEA\_GAP/2-5). General population, 15-mkt avg., and by gender, age, income, and political leaning. <sup>1</sup>Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg.



# Trust in Media to Report Accurate Health Information Stable Since 2024

Percent who say



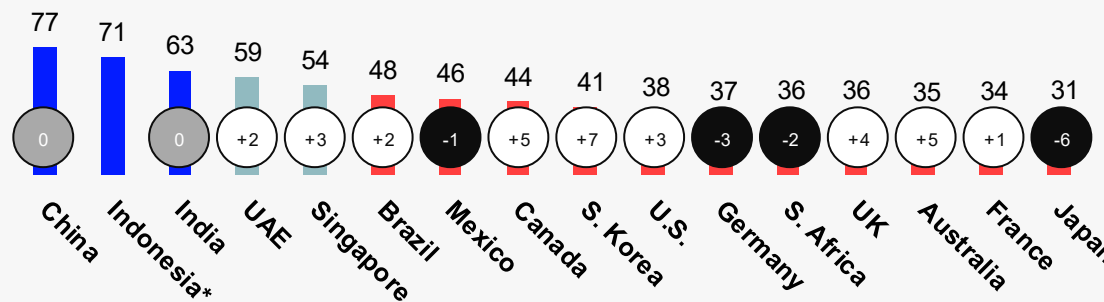
I trust the media to report accurate information about healthcare, such as diseases, treatments and prevention

**45**

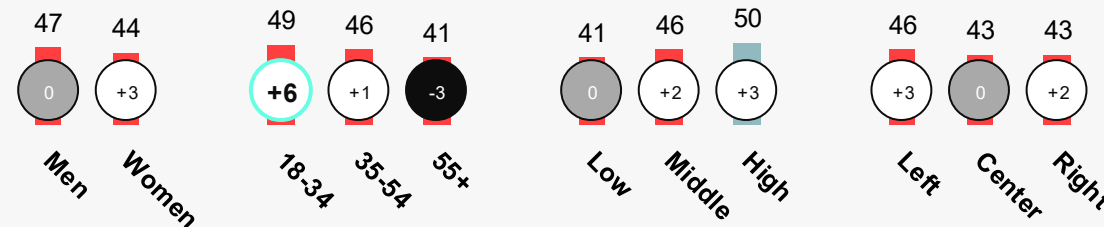
+1 pt  
Change, 2024 to 2025

Only significant increase among age 18-34

## Market



## Gender | Age | Income | Politics†



2025 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, 15-mkt avg., and by gender, age, income, and political leaning. \*Indonesia not included in the global average. †Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# In 12 of 16 Markets, Empathy is the Top Differentiator for Uncredentialed Voices

Among those who listen to and are influenced by health voices without medical degrees (34%), percent who say

I get each of the following from <b>uncredentialed voices</b> that I do not get from healthcare providers: <i>(In rank order)</i>	Global 15	Australia	Brazil	Canada	China	France	Germany	India	*Indonesia	Japan	Mexico	Singapore	S. Africa	S. Korea	UAE	UK	U.S.
<b>Empathy for my situation</b>	#1	1	1	1	10	1	1	5	1	1	1	1	1	1	3	1	2
<b>Direct experience of my issue</b>	2	2	6	2	3	2	2	2	2	2	2	3	2	2	2	3	1
<b>Knowledge of health issues affecting people like me</b>	3	8	8	3	2	7	7	1	3	7	6	2	3	6	1	6	4
<b>Explanations I can understand</b>	4	7	3	9	9	4	3	7	4	3	3	6	5	3	6	8	7
<b>Convenience of interaction</b>	5	6	5	5	5	9	9	3	7	10	5	5	6	7	4	4	3
<b>Time to ask questions</b>	6	10	2	10	4	6	4	4	11	4	4	9	8	5	7	7	10
<b>Whole-person approach to health</b>	7	5	9	8	1	8	5	8	5	8	8	4	7	4	8	5	8
<b>Judgement-free zone</b>	8	3	4	4	11	5	8	10	8	5	7	7	4	9	10	2	5
<b>Information is presented in a compelling way</b>	9	4	7	6	7	10	11	6	9	6	11	10	9	11	5	10	9
<b>A non-western approach to medicine</b>	10	9	10	7	6	3	6	11	6	11	9	8	11	10	9	9	6
<b>Low cost</b>	11	11	11	11	8	11	10	9	10	9	10	11	10	8	11	11	11

2025 Edelman Trust Barometer Special Report: Trust and Health. CON\_CRT\_ADV. You just said that there are people who have a big influence on your health decisions that do not have a formal medical degree or a health expertise credential. What are you getting from them, that you are not getting from healthcare professionals or other health experts with medical training? Pick all that apply. Question asked among those who say they listen to uncredentialed voices (PRE\_CON\_CRT/1). General population, 15-mkt avg. \*Indonesia not included in the global average. Attributes are shown in rank order based on the global data. Ties have been broken by decimal.



# Across Most Backgrounds, Empathy Top Differentiator for Uncredentialed Voices

Among those who listen to and are influenced by health voices without medical degrees (34%), percent who say

I get each of the following from <b>uncredentialed voices</b> that I do not get from healthcare providers: (In rank order)	Global 15	Gender		Age			Income			Politics <sup>†</sup>		
		Men	Women	18-34	35-54	55+	Low	Middle	High	Left	Center	Right
<b>Empathy for my situation</b>	#1	1	1	1	1	1	1	1	1	1	1	2
<b>Direct experience of my issue</b>	2	2	2	2	2	2	2	2	2	2	2	1
<b>Knowledge of health issues affecting people like me</b>	3	3	3	3	3	6	3	4	3	3	3	3
<b>Explanations I can understand</b>	4	4	4	5	4	3	5	3	6	4	4	4
<b>Convenience of interaction</b>	5	5	8	4	5	7	7	5	4	5	6	5
<b>Time to ask questions</b>	6	6	5	6	6	4	4	6	5	6	5	6
<b>Whole-person approach to health</b>	7	7	7	9	7	5	6	7	7	8	8	8
<b>Judgement-free zone</b>	8	9	6	7	8	9	8	8	8	7	7	9
<b>Information is presented in a compelling way</b>	9	8	10	8	9	10	11	9	9	10	9	7
<b>A non-western approach to medicine</b>	10	10	9	10	10	8	9	10	10	9	10	10
<b>Low cost</b>	11	11	11	11	11	11	10	11	11	11	11	11

*Right-leaning most value direct experience of health issue*

2025 Edelman Trust Barometer Special Report: Trust and Health. CON\_CRT\_ADV. You just said that there are people who have a big influence on your health decisions that do not have a formal medical degree or a health expertise credential. What are you getting from them, that you are not getting from healthcare professionals or other health experts with medical training? Pick all that apply. Question asked among those who say they listen to uncredentialed voices (PRE\_CON\_CRT/1). General population, 15-mkt avg., and by gender, age, income, and political leaning. †Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg. Attributes are shown in rank order based on the global data. Ties have been broken by decimal.



# Greater Vaccine Hesitancy in Indonesia, China

Percent who say this best describes my beliefs about **childhood** vaccines

I gave, or would give, my children...	Global 15	Australia	Brazil	Canada	China	France	Germany	India	*Indonesia	Japan	Mexico	Singapore	S. Africa	S. Korea	UAE	UK	U.S.
No vaccines	3	2	2	2	6	3	5	5	2	2	2	2	4	5	4	4	2
Some vaccines	27	16	20	21	48	29	24	29	50	34	26	28	27	27	31	20	20
All vaccines	62	75	75	68	38	55	65	62	44	45	69	62	63	58	60	69	71
Don't know enough to answer	5	4	2	4	4	8	2	3	2	13	2	5	4	6	3	4	5
Prefer not to answer	3	2	2	4	4	5	5	1	2	7	1	3	1	4	1	4	2

2025 Edelman Trust Barometer Special Report: Trust and Health. VAC\_TUS2. Which of the following best describes your beliefs about childhood vaccinations such as polio; measles, mumps, and rubella (MMR); rotavirus (RV); and diphtheria, tetanus, and acellular pertussis (DTaP)? Question asked of half the sample. General population, 15-mkt avg. \*Indonesia not included in the global average.





# Older Generations, Left-Leaning Most Likely to Follow Full Vaccine Guidance

Percent who say this best describes my beliefs about **childhood** vaccines

I gave, or would give, my children...	Gender		Age			Income			Politics <sup>†</sup>			
	Global 15	Men	Women	18-34	35-54	55+	Low	Middle	High	Left	Center	Right
No vaccines	3	4	3	5	3	2	4	3	4	3	3	4
Some vaccines	27	27	26	32	27	21	30	26	26	18	26	28
All vaccines	62	60	64	54	63	69	54	64	66	72	65	61
Don't know enough to answer	5	5	4	6	4	4	7	4	3	3	4	4
Prefer not to answer	3	3	3	3	3	4	5	3	1	4	2	2

2025 Edelman Trust Barometer Special Report: Trust and Health. VAC\_TUS2. Which of the following best describes your beliefs about childhood vaccinations such as polio; measles, mumps, and rubella (MMR); rotavirus (RV); and diphtheria, tetanus, and acellular pertussis (DTaP)? Question asked of half the sample. General population, 15-mkt avg., and by gender, age, income, and political leaning. <sup>†</sup>Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg.



# Technical Appendix



2025 Edelman Trust Barometer Special Report: Trust and Health

# Sample Size, Quotas and Margin of Error

Country	Weighed Sample Size <sup>1</sup>	Unweighted Sample Size	Margin of Error – Total Sample <sup>2</sup>	Margin of Error – Half Sample <sup>2</sup>	Quotas Set On <sup>3</sup>
<b>Global 15<sup>4</sup></b>	15,000	15,009	+/- 1.1 percentage points total sample	+/- 1.5 percentage points half sample	Quotas set at the market level
<b>Australia</b>	1,000	1,001	+/- 4.1 pct pts. total sample	+/- 5.8 pct pts. half sample	Age, Gender, Region
<b>Brazil</b>	1,000	1,000			
<b>Canada</b>	1,000	1,001			
<b>China<sup>5</sup></b>	1,000	1,000			
<b>France</b>	1,000	1,001			
<b>Germany</b>	1,000	1,001			
<b>India</b>	1,000	1,000			
<b>Indonesia<sup>6</sup></b>	1,000	1,000			
<b>Japan</b>	1,000	1,002			
<b>Mexico</b>	1,000	1,001			
<b>Singapore</b>	1,000	1,000			
<b>S. Africa</b>	1,000	1,000			
<b>S. Korea</b>	1,000	1,002			
<b>UAE</b>	1,000	1,000			
<b>UK</b>	1,000	1,001			
<b>U.S.</b>	1,000	999			

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. The "global average" indicates the average result of all the countries where data was collected. As mentioned above, there has been no adjustment made to the population size relative to each country and the global average is not intended to suggest a total result of the entire global population.

5. All data collected in China is from the mainland. Regions of Greater China were not surveyed.

6. Indonesia is excluded from the Global average. It will be included once it has been in the survey for two consecutive years and meets standards for inclusion, such as consistent ability to achieve quota targets and sample composition year-over-year.



2025 Edelman Trust Barometer Special Report: Trust and Health

# Countries Included in Each Global Averages

16 countries surveyed	Global 15 average	Global 13 Excludes UAE and China	Global 12	Global 9	Global 8 Excludes China
	Used for current year averages and tracking to 2024	Used for current year averages; excludes sensitive countries <sup>1</sup>	Used for tracking to 2023	Used for tracking to 2022	Used for tracking to 2022; excludes countries impacted by translation inconsistencies <sup>2</sup>
Australia	Australia	Australia	----	----	----
Brazil	Brazil	Brazil	Brazil	----	----
Canada	Canada	Canada	Canada	Canada	Canada
China	China	----	China	China	----
France	France	France	France	France	France
Germany	Germany	Germany	Germany	Germany	Germany
India	India	India	India	----	----
Indonesia	----	----	----	----	----
Japan	Japan	Japan	Japan	Japan	Japan
Mexico	Mexico	Mexico	Mexico	Mexico	Mexico
Singapore	Singapore	Singapore	----	----	----
S. Africa	S. Africa	S. Africa	S. Africa	----	----
S. Korea	S. Korea	S. Korea	S. Korea	S. Korea	S. Korea
UAE	UAE	----	----	----	----
UK	UK	UK	UK	UK	UK
U.S.	U.S.	U.S.	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. The countries where we removed certain questions and/or answer options in the survey are noted in the labels on the slide.

2. Due to a translation inconsistency in 2022 and 2023 in China, China data has been excluded from the global tracking average on the relevant slide.



2025 Edelman Trust Barometer Special Report: Trust and Health

# By Country: Survey Languages Used and Internet Penetration

	Languages	Internet Penetration*
<b>Australia</b>	Localized English	97%
<b>Brazil</b>	Portuguese	84%
<b>Canada</b>	Localized English, Canadian French	94%
<b>China</b>	Simplified Chinese	78%
<b>France</b>	French	87%
<b>Germany</b>	German	94%
<b>India</b>	Localized English	56%
<b>Indonesia</b>	Indonesian	69%

	Languages	Internet Penetration*
<b>Japan</b>	Japanese	87%
<b>Mexico</b>	Localized Spanish	81%
<b>Singapore</b>	Localized English, Simplified Chinese	94%
<b>S. Africa</b>	Localized English, Afrikaans	76%
<b>S. Korea</b>	Korean	97%
<b>UAE</b>	Localized English, Arabic	100%
<b>UK</b>	Localized English	96%
<b>U.S.</b>	English, Localized Spanish	93%

\*Data source: [Individuals using the Internet \(% of population\) | Data \(worldbank.org\)](#) as of April 18, 2025.

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.



## 2025 Edelman Trust Barometer Special Report: Trust and Health

# Dimensions of Health

In our research on trust and health, health was measured across four dimensions: physical, mental, social, and environmental. Each dimension was comprised of one or more specific aspects. The mapping of the 8 specific aspects measured to the four health dimensions are shown in the chart to the right.

To accurately measure the percentage of respondents who felt their healthcare provider was unqualified in some way, we first narrowed our audience to those who said at least one of the four health dimensions was a major or minor consideration when thinking about their own health (HEA\_DEF). The question was also filtered to be among the 73% of the sample that said they have a primary healthcare provider whom they see regularly (HEA\_RTN).

The 53% figure shown in the report represents the proportion of people with a primary healthcare professional who identified at least one of the 8 aspects as being a major or minor health consideration who also said that their provider is only slightly or not qualified to address one or more of the aspects of health they identified (HEA\_DEF\_QUAL).

This group was then asked where they go when their provider can't address their full range of health (HEA\_DEF\_OTH), which is shown on the right side of the slide.

### Health Dimensions

*HEA\_DEF. Think about what being healthy means to you. For each of the following, please indicate how big a consideration it is in whether you see yourself as being healthy. HEA\_DEF\_QUAL. How qualified or able do you feel the healthcare professional you rely on most to take care of you is to address your health concerns in this area of your life?*

#### PHYSICAL

*Being free of sickness or injury*

#### MENTAL

*Being free of mental disorders or chronic negative emotions*

*Having a sharp and active mind engaged in thinking about things I find interesting*

#### SOCIAL

*Feeling like I am not being constantly judged or discriminated against because of my culture or identity*

*Feeling like other people care about me and that I matter to them*

*Having at least one person in my life that I can speak to freely about my hopes, feelings, and emotions*

#### ENVIRONMENTAL

*Feeling like I am living in a community that is clean, safe, and peaceful*

*Feeling like I am living on a healthy planet where human, plant, and animal life can flourish*



# Full Question Text



## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Greater Confidence in Ability to Find the Right Health Information

CAP\_DEC: How confident are you in your ability to do each of the following?

Shortened	Full
Find trustworthy health information	Find the trustworthy information you need to answer your health-related questions
Tell good medical advice from bad	Tell good medical advice from bad medical advice





## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Health Trust is Local: My Providers and Peers Trusted, Leaders Not

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 doctor	Your doctor or the healthcare provider you rely on most
My friends and family	Your friends and family
My CEO	The CEO or leader of the company / organization that you work for
Heads of health NGOs	The heads of health NGOs, health-oriented foundations, or patient advocacy organizations (e.g., International Red Cross, The Bill and Melinda Gates Foundation, Wellcome, BRAC, Doctors without Borders)
Government leaders	Government leaders
Healthcare CEOs	CEOs of healthcare companies
Journalists	Journalists



## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Influence Over My Health Decisions: After Providers, Peers On Par With Scientists

LEG\_INFO: Have you ever let advice, information, or recommendations from each of the following influence the decisions you make about your personal health?

Shortened	Full
My doctor	Your doctor or professional healthcare provider
My friends and family	Your friends and family
Medical scientists and health experts	Medical scientists and health experts
People with similar conditions as me	People you know or interact with online who have similar medical conditions or health experiences as you
Content creators without medical training	Social media content creators and influencers without any formal medical training



## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Double Digit Surge in Peer-Driven Decisions That Disregard Provider Advice

HEA\_BHV: Have you done any of the following within the past year?

Shortened	Full
Disregarded my provider's medical guidance in favor of advice from friends or family	Followed the medical advice or recommendation of a friend or family member even though it contradicted what your doctor or other healthcare provider told you
Disregarded my provider's medical guidance in favor of advice from social media	Followed medical advice you found on social media even though it contradicted what your doctor or other healthcare provider told you



## 2025 Edelman Trust Barometer Special Report: Trust and Health

### Full Text For Answer Choices Abbreviated

# To Address Full Range of Health Issues, Majority Supplement Provider With Other Voices

HEA\_DEF\_OTH: When you feel your healthcare provider is not qualified to address a particular health-related issue that you are concerned about, where do you usually go for the information, advice, and treatments you need?

Shortened	Full
Friends and family	Family and friends
Online search	An internet search engine
Social media	Social media
Institutional health websites	The websites of institutional health authorities such as medical schools or research hospitals
Relevant healthcare company websites	The websites of companies that address that issue
Relevant NGO websites	The websites of non-profit organizations that focus on that issue
Relevant online communities	Online communities that discuss that issue
Patient advocacy groups	Patient advocacy or patient support groups (For example, The American Lung Association, Sickle Cell Disease Association of Africa, International Community of Women Living with HIV, CAPED [Cancer Awareness, Prevention and Early Detection])
I still go to my healthcare provider	I still go to my healthcare provider even though I do not feel they are fully qualified



## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# To Be A Legitimate Voice on Health, Academic Training Is Not The Only Credential

LEG\_INF\_HEA: There are many people who share information, recommendations, and their opinions about health and health issues in an attempt to influence the views and behavior of people like you or people in positions of power and authority. Some of these people you might consider to be legitimate sources of influence and expertise, while others you might not.

How important is each of the following in making you see someone as a legitimate influence or expert when it comes to health and health issues, such that you willingly give them influence on your health decisions and you would be comfortable with them influencing the health-related views and behaviors of people in positions of power and authority?

Shortened	Full
Formal academic training from trusted institutions	They have formal academic training and credentials from institutions I trust
Personal experience with health issues	They have relevant personal experience with the health issues and conditions they are talking about
Benefited me in the past with their advice	I have benefited from listening to and following their health recommendations in the past



## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Young People Increasingly Engage with Health Information

HMED\_SEG\_OFT: How often do you engage in the following activities related to medical and healthcare news and information?

Shortened	Full
Consume traditional health media at the original source	Read, view or listen to health and medicine-related news and information produced by major news organizations or publications at the original source
Consume traditional health media sent to me on social platforms	Read health and medicine-related news and information from major news organizations sent to me by others or pushed to me on a news feed, social network platform or application
Consume independent health media in podcasts and newsletters	Listen to podcasts or read newsletters, blog posts, or social media content put out by independent individuals whom I trust to keep me informed about important health and medicine-related issues, but who do not work for a news media company



## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Young People Share The Most Health News, Experiences, Opinions

HMED\_SEG\_OFT: How often do you engage in the following activities related to medical and healthcare news and information?

Shortened	Full
Share health-related news items	Share or forward health and medicine-related news items that I find to be interesting
Share my personal health experiences online	Share your health experiences online. For example, sharing your successes and challenges with weight loss, talking about your experiences as someone with a chronic illness, or offering support and advice to a community of people who share similar medical challenges.
Share my own health opinions online	Create and post my own opinions and content regarding health and medicine-related issues on social media platforms, content-sharing sites, or other types of websites



## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Most Young People Have Made a Health Decision They Regret Due to Misinformation

MIS\_INFO\_SOUR: Where did that inaccurate or misleading information come from?

Shortened	Full
User-created content platforms	YouTube, TikTok, or another site that hosts user-created content
Independent content creator	A social media content creator or influencer who posts about health and health-related issues
Friends or family	A friend or family member
Traditional media	Traditional media (radio, newspaper/magazine, TV)
Someone on social media	It was posted by someone I am connected with on social media





## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Since COVID, Support for Global Health Organizations Politically Polarized

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.

Shortened	Full
The COVID-19 pandemic increased my support for our country joining global health organizations	The COVID-19 pandemic increased my support for our country joining global health organizations like the WHO and helping to finance global health initiatives
The COVID-19 pandemic decreased my support	The COVID-19 pandemic decreased my support for our country joining global health organizations like the WHO and helping to finance global health initiatives



## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# For More Patients, Shared Political Belief Seen As Provider Credential

HEA\_AGR: Please indicate how much you agree or disagree with the following statements.

Shortened	Full
Unless a provider shares my political beliefs, I will not trust their advice or stop seeing them entirely (net)	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 Unless a healthcare provider shares my political beliefs, I will not fully trust their recommendations and advice



## 2025 Edelman Trust Barometer Special Report: Trust and Health

### Full Text For Answer Choices Abbreviated

# 1 in 3 Young People Uncertain About Childhood Vaccines

VAC\_TUS2: Which of the following best describes your beliefs about childhood vaccinations such as polio; measles, mumps, and rubella (MMR); rotavirus (RV); and diphtheria, tetanus, and acellular pertussis (DTaP)?

Shortened	Full
I gave, or would give, my children no vaccines	I did not or would not let my children get any childhood vaccinations
I gave, or would give, my children some vaccines	I did or would have my children get some childhood vaccinations, but not others that I believe may be potentially harmful
I gave, or would give, my children all vaccines	I did or would let my children get all childhood vaccinations



## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Vaccine Uncertainty More Influenced By Social Media and Peer Experiences

VAC\_TUS\_SCR: What are the beliefs you expressed about vaccines in the previous two questions based on? Specifically, which of the following have had the most direct influence in shaping your point of view on vaccines?

Shortened	Full
Social media	Things that I have read or seen on social media (YouTube, TikTok, Facebook, X)
Others' personal experiences	Things that I have heard from others about their own personal experiences with vaccinations
Government and public health authorities	What government officials and public health authorities have said about vaccines
My healthcare providers	What my healthcare providers have told me
Scientific evidence found online	Scientific evidence and expert medical opinion that I found online



## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Relevance: Highlight Your Understanding Of People Like Me

LEG\_INF\_HEA: There are many people who share information, recommendations, and their opinions about health and health issues in an attempt to influence the views and behavior of people like you or people in positions of power and authority. Some of these people you might consider to be legitimate sources of influence and expertise, while others you might not.

How important is each of the following in making you see someone as a legitimate influence or expert when it comes to health and health issues, such that you willingly give them influence on your health decisions and you would be comfortable with them influencing the health-related views and behaviors of people in positions of power and authority?

### Shortened

They understand what people like me need and want

### Full

They treat me as an individual. They understand and respond to what people like me need and want when it comes to health and healthcare.



## 2025 Edelman Trust Barometer Special Report: Trust and Health

### Full Text For Answer Choices Abbreviated

# Empathy and Accessibility: Learn From What Uncredentialed Voices Offer Patients

CON\_CRT\_ADV: You just said that there are people who have a big influence on your health decisions that do not have a formal medical degree or a health expertise credential. What are you getting from them, that you are not getting from healthcare professionals or other health experts with medical training?

Shortened	Full
Empathy for my situation	Empathy. The sense that they really understand me and my personal challenges.
Direct experience of my issue	The benefit of their personal experiences with the health issues I am concerned about
Knowledge of health issues affecting people like me	They have a better understanding of the particular health issues and concerns of someone my age, gender, race, or ethnicity
Explanations I can understand	Things explained in language that I easily understand
Convenience of interaction	Easy access. I do not have to put in a lot of effort to get their thoughts and opinions or wait for an appointment.
Time to ask questions	Time to ask my questions and get all of the information I need
Whole-person approach to health	They don't just focus on my symptoms. They have a comprehensive, whole-person approach towards health and wellbeing.
Free of judgement	No judgement. They do not make me feel stupid or bad for not agreeing with their views or recommendations.
Information is presented in a compelling way	They are engaging. They present information in a compelling and interesting way.
A non-western approach to medicine	Another point of view that is not tied to formal western medical science
Low cost	Low cost. It does not cost me much or anything to get the information from them that I am looking for.



## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Relatability: To Enter Youth Health Ecosystem, Leverage Relatable Information Sources

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
People online with similar health conditions as me	People you know or interact with online who have similar medical conditions or health experiences as you
Individual content creators with medical training	Content creators and influencers with formal medical training who post about health and health-related issues



## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Proximity: To Avoid Polarization, Speak Through Local Health Voices

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
Leaders of Health NGOs	The heads of health NGOs, health-oriented foundations, or patient advocacy organizations (e.g., International Red Cross, The Bill and Melinda Gates Foundation, Wellcome, BRAC, Doctors without Borders)
Healthcare CEOs	CEOs of healthcare companies
My doctor	Your doctor or the healthcare provider you rely on most
Local health authorities	Local health authorities





## 2025 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

# Health Innovations

CHG\_HTEC\_COM. How would you characterize your feelings about each of the following?

Shortened	Full
AI in patient interaction	The growing use of artificial intelligence in patient interaction, such as the use of chatbots and generative AI to answer medical questions
AI in medical diagnosis	The growing use of artificial intelligence in medical diagnosis, such as identifying abnormalities in x-rays and other imaging
AI in drug development	The growing use of artificial intelligence in the development of drugs, such as the discovery of new antibiotics
Remote surgery	The growing use of remote surgery, where robotic and optic technologies allow surgeons to operate on patients who aren't in the same location
GLP-1 diabetes drugs used for weight loss	Prescription (GLP-1) drugs for type 2 diabetes being used by people without diabetes to reduce their appetite and help them lose weight



	1	2
	3	4
	5	6

## Cover Image Credits

1. Shot of two young scientists conducting medical research in a laboratory - stock photo: *Adene Sanchez via Getty Images*
2. A mature woman out and about with her mother in Seghill, Northumberland - stock photo: *SolStock via Getty Images*
3. Group of teenagers using mobile phones in hallway at high school - stock photo: *Drazen Zigic via Getty Images*
4. Earthquake survivor Tin Maung Htwe, who was rescued after five days of being trapped under the rubble of a collapsed building, is treated by medical personnel on an outdoor bed in the compound of a hospital in Sagaing on April 2, 2025, five days after a major earthquake struck central Myanmar: *SAI AUNG MAIN/AFP via Getty Images*
5. Uganda launches the first phase of the vaccination campaign for high-risk groups and health workers as part of the fight against the Mpox virus (Mpox) epidemic in Kampala, Uganda on February 01, 2025: *Anadolu / Contributor via Getty Images*
6. Doctor making online live streaming broadcast - stock photo: *VioletaStoimenova via Getty Images*

