

Top 10 Findings

01 Fear rises in medical science becoming politicized

Heightening concern globally since 2022 (+7 points), with the biggest increases in Germany, South Korea, Japan, and the U.S.

02 Only one in three self report positive health assessment

35 percent report their health overall is very good or better, a 3-point decline since 2022.

03 No institution trusted to address my health

Government and media most distrusted, with the steepest declines among business and NGOs.

04 Non-credentialed voices compete for influence

Academic training isn't the only mark of legitimacy. Roughly 2 in 3 (67 percent) say personal experience with a health issue or past beneficial advice are important qualifiers of a legitimate health expert.

05 Health trust localizes

My doctor remains highly trusted (82% globally) across all ages and countries to tell the truth about health issues, followed by friends and family (72% globally).

06 Influence on health decisions decentralizes

Doctors still lead as influential voices (86%), but peers are now on par with medical scientists and health experts (each 69%) when it comes to exhibiting influence over personal health decisions.

07 Youth health ecosystem evolves

Younger people are 2x likely than those who are 55+ to believe the average person who has done their research is just as knowledgeable as a doctor. Youth trust health providers, yet many admit to disregarding provider advice in favor of friends or family (45%) or social media (38%) within the past year.

08 Confidence rises in navigating health information

76% are confident in their ability to find trustworthy health information. However, among young people ages 18-34, 58% say they have regretted a health decision made based on misinformation.

09 Politics drive provider choices

Roughly 1 in 3 patients (36%) won't trust or will drop a provider over political differences (4-point increase since last year), with the largest increase among respondents aged 18-34 (up 5 pts).

10 Young people regularly engage with health content

Roughly two-thirds of 18-34-year-old respondents consume health media from its original source in major news outlets or sent to them on social media at least monthly – and they are the age group most likely to post health related news, personal stories, and opinions online at least monthly.