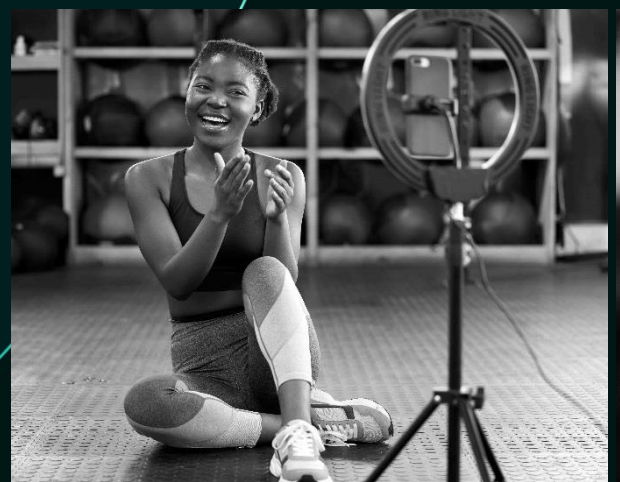
2026 Edelman Trust Barometer

Trust and Health

U.S. Report



Edelman
Trust Institute

2026 Edelman Trust Barometer Special Report: Trust and Health

METHODOLOGY

Annual online survey in its 5th year

Fieldwork conducted: February 28 – March 11, 2026

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, and region within each country.**

*The sample size varies by country from 995 to 1,004.
**Data also representative across nationality in the UAE and race/ethnicity in the UK and U.S.
16-market global data margin of error: General population +/- 1.0 percentage points (n=16,009)
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 all 16 countries surveyed.

Statistical significance

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.

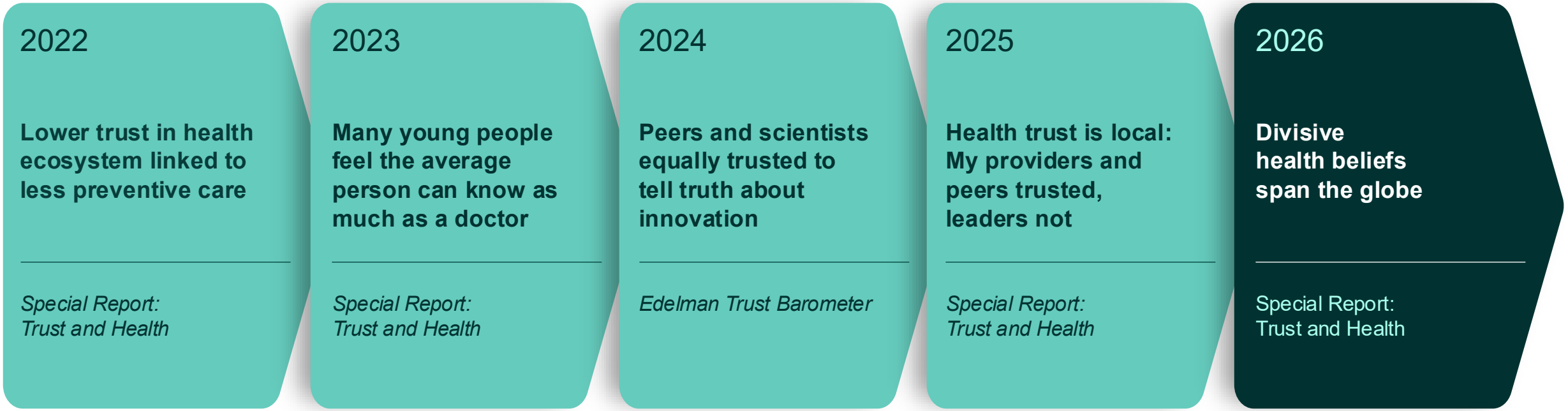
Shortened question text

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

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

All contents in this report are the property of the Edelman Trust Institute.

The Health Information Ecosystem Evolves Over Five Years



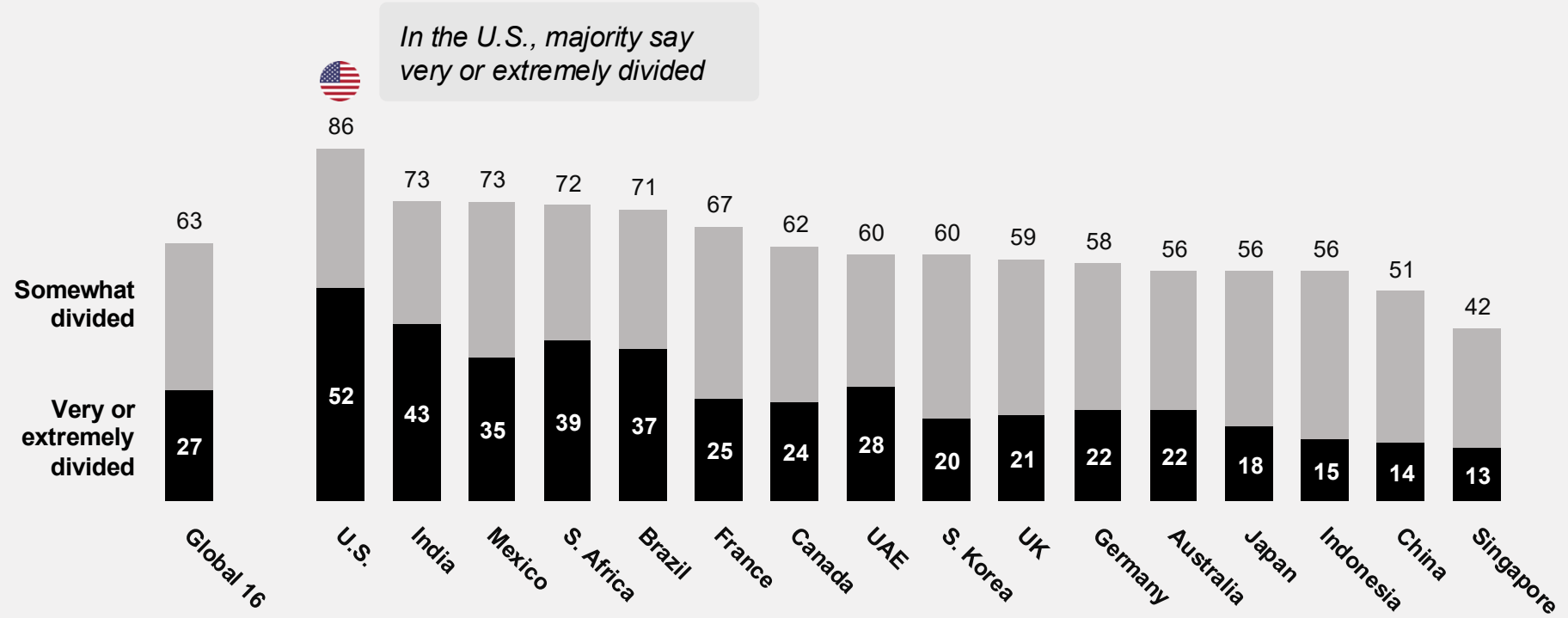
Confidence in Health Decisions Eroded by Division and Disruption

Globally, 2 in 3 Feel Their Country is Fragmented Over Health Issues

Percent who say

GLOBAL 16

My country is divided
on key healthcare issues



2026 Edelman Trust Barometer Special Report: Trust and Health. POL_DEG_HEA. Using the scale below, please indicate how divided on key health and healthcare issues you believe your country is today. 5-point scale; code 3, somewhat divided; codes 4-5, very or extremely divided. General population, 16-mkt avg. Overall divided ties are broken by "very or extremely divided" percentages.

Widespread Debate on Health Issues Undermines Trust in the Healthcare System

Percent who say

GLOBAL 14 excl. China, UAE

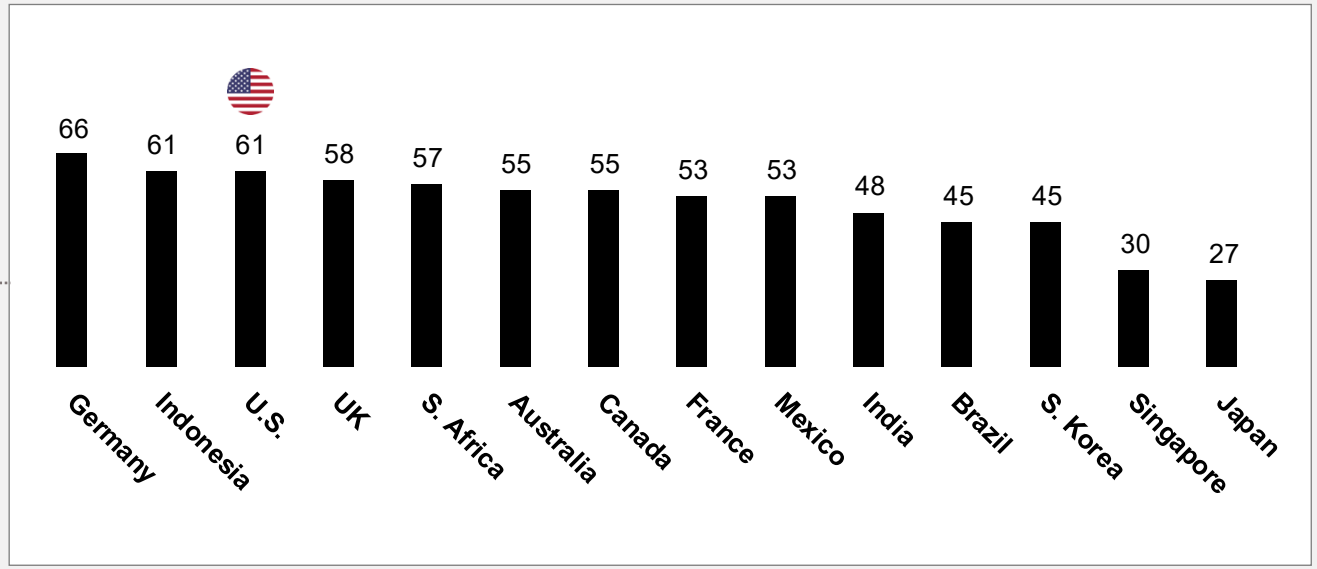
Because my country is currently divided on key healthcare issues (64%):

Top 3 of 6

People are **losing trust in the healthcare system** **52%**

My government is losing credibility on health issues **45%**

People are **needlessly suffering** **44%**



2026 Edelman Trust Barometer Special Report: Trust and Health. HEA_POL_CONS. You just said that your country is somewhat or more divided on key health and healthcare issues. Which of the following are happening right now in your country because of these divisions? Question asked to half the sample. General population, 14-mkt avg. Data not collected in China and the UAE. Data is filtered to be among those who said their country is somewhat or more divided (POL_DEG_HEA/3-5). Attributes are shown in rank order based on the global data.

Trust in Media To Report Accurate Health Information Yet To Recover to Pre-COVID Levels

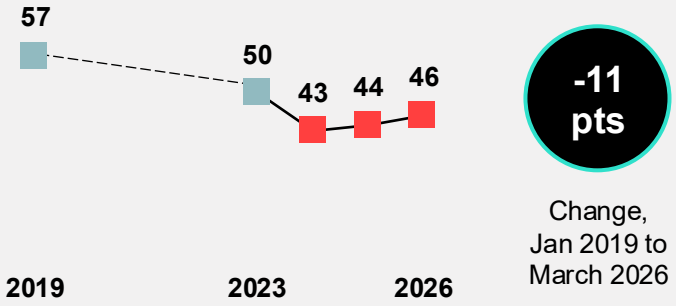
Percent who say

GLOBAL 12

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

Significant change

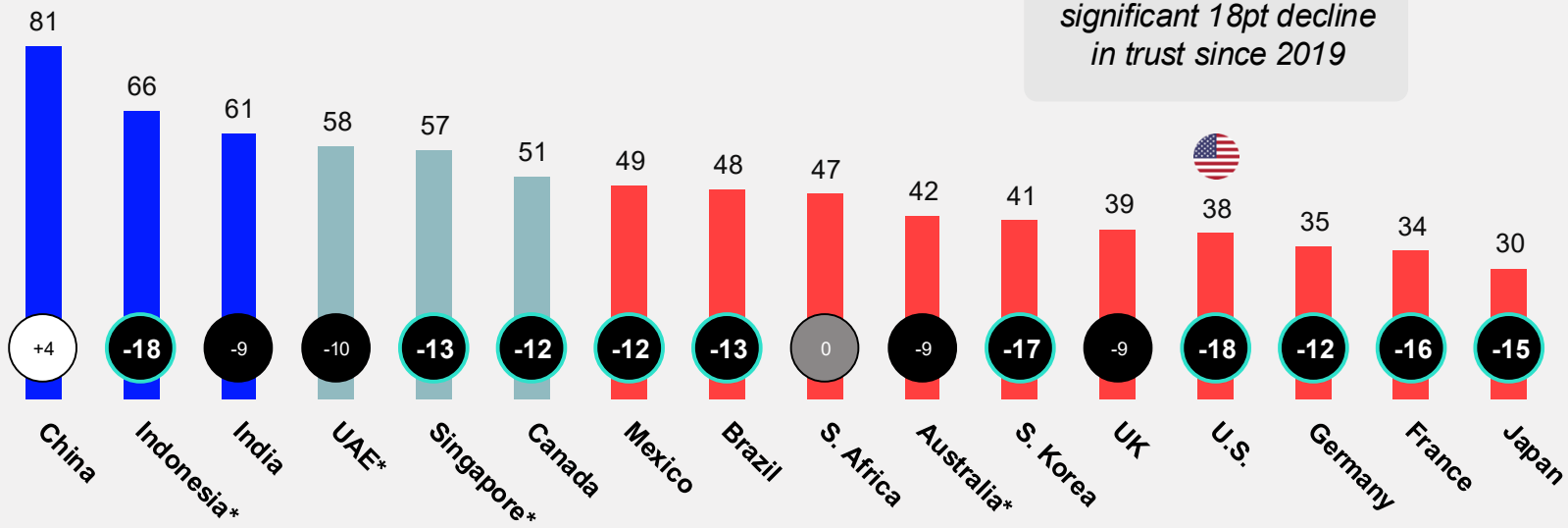
I trust the media to report accurate information about healthcare, such as diseases, treatments, and prevention



-11 pts

Change, Jan 2019 to March 2026

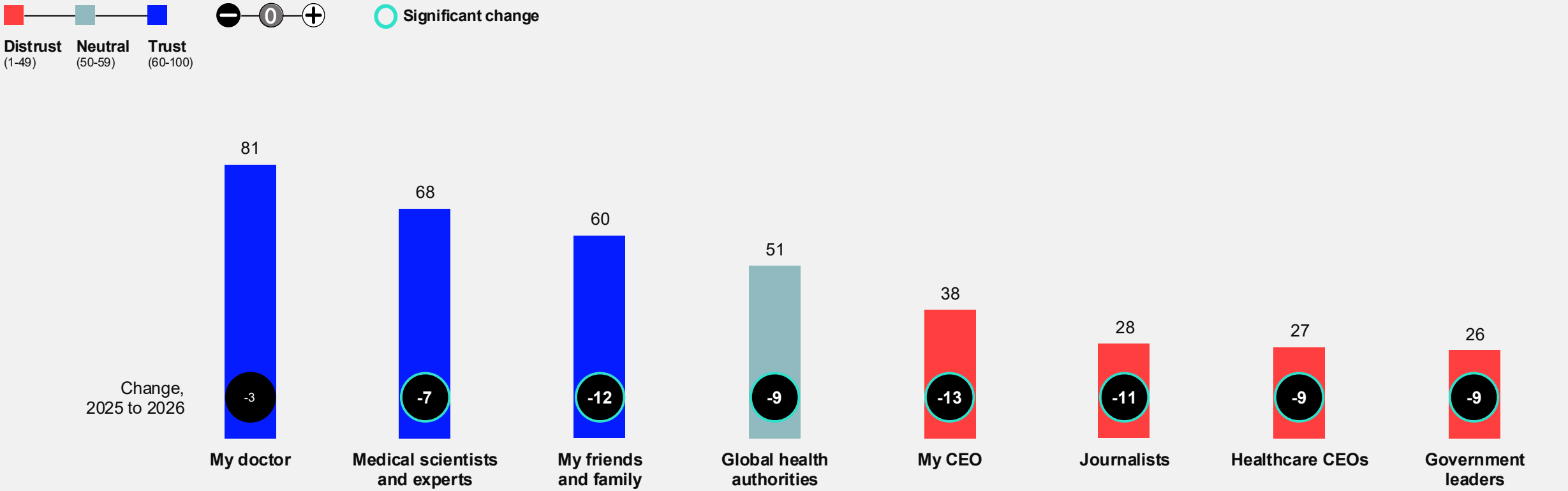
In the U.S., significant 18pt decline in trust since 2019



2026 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 to half the sample. General population, 12-mkt avg. Question was not asked between the years 2020 and 2022. *Australia, Indonesia, Singapore, and the UAE not included in the global average and do not have trending available for 2023. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In the U.S., Despite Declines Across Healthcare Ecosystem, My Doctor Remains Most Trusted

Percent trust to tell the truth about health issues and how to protect public health, in the U.S.



2026 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, U.S. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. "My CEO" only asked to those who are employees of an organization (Q43/1).

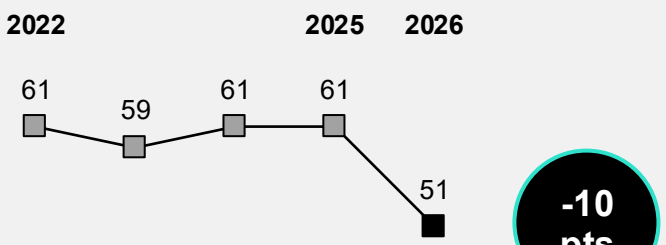
Confidence in Ability to Find Answers and Make Informed Health Decisions Plummets Since Last Year

Percent who agree

GLOBAL 9

Significant change

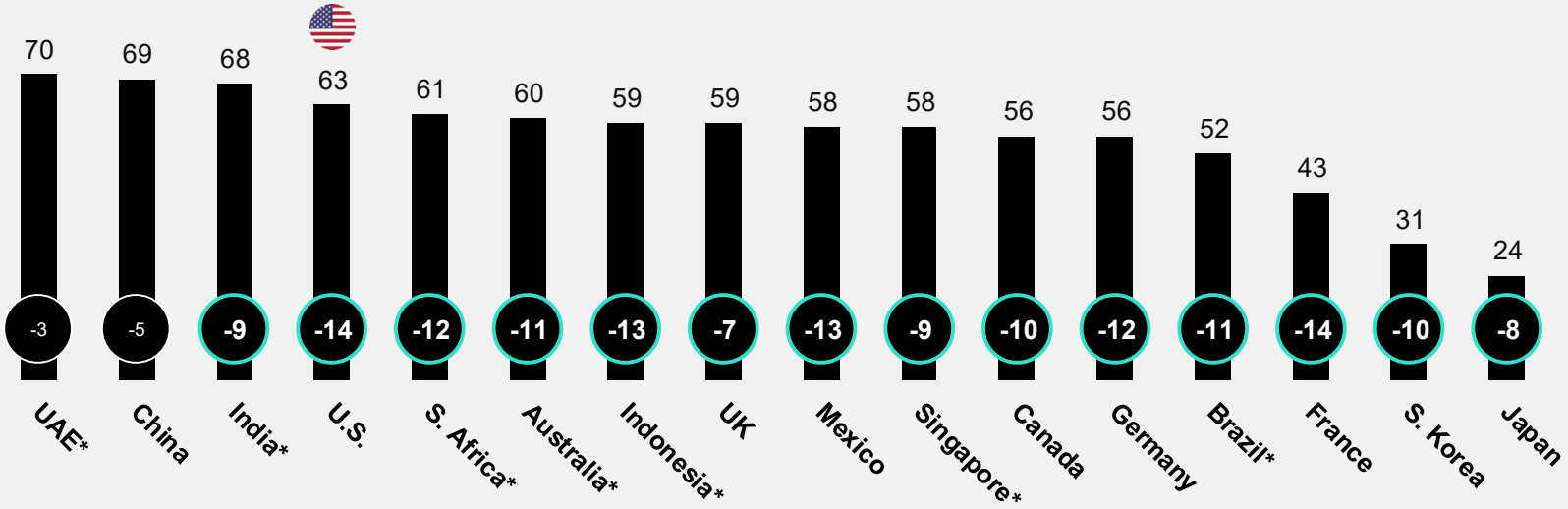
I am confident in my ability **to find answers** about health questions and **make informed decisions**



-10 pts

Change, 2025 to 2026

In the U.S., significant 14pt drop in confidence since 2025



2026 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, 9-mkt avg. *Australia, Brazil, India, Indonesia, Singapore, S. Africa, and the UAE not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

For Early Adopters in the U.S., AI Helps Manage Many Aspects of Personal Health

Percent who say, in the U.S.

I use AI to manage my health …

20%

... and I use it **in the following ways**:

	%
Get **immediate answers** to get general health questions	86
Provide sleep, exercise, or nutrition **recommendations**	77
Explore possible **causes of my symptoms**	76
Help me **interpret** medical test results	75
Get **treatment suggestions**	73
Determine if **I can handle symptoms** myself or not	72
Get **another opinion** on a diagnosis	69
Provide an alternative when I can't access an HCP	62
Talk about my personal problems and emotions	61

2026 Edelman Trust Barometer Special Report: Trust and Health. AI_USE_HEA. Do you use AI in any way to manage your health or to make health-related decisions? Code 1, yes. HOW_AI_USED. Specifically, do you use AI to manage your health or to make health-related decisions in each of the following ways? 3-point scale; code 1, yes. Question asked to those who use AI to manage their health (AI_USE_HEA/1). General population, U.S.

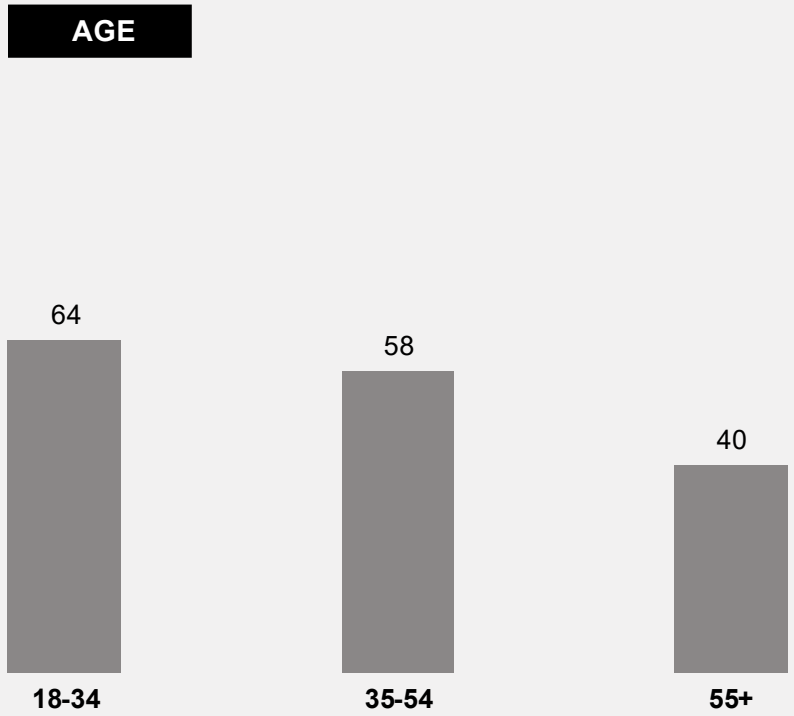
Consumer AI Use Encroaches on Medical Expertise

Percent who say, in the U.S.

Consumers fluent with AI can do <u>at least one</u> task as well as, or better than, a doctor

- *Answer general medical and health questions (37%)*
- *Triage care (23%)*
- *Perform basic medical procedures (16%)*
- *Determine proper treatment or medication (15%)*
- *Diagnose illness or condition (9%)*

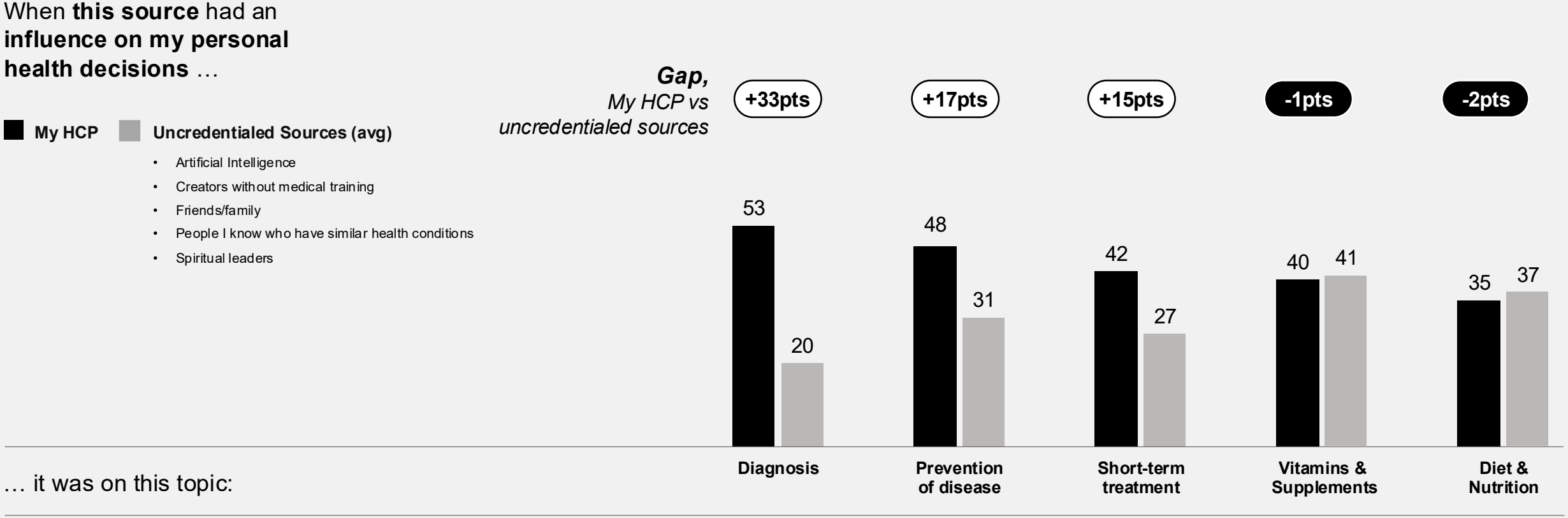
53% (net)



2026 Edelman Trust Barometer Special Report: Trust and Health. AI_PWR. Which, if any, of the following things can someone without formal medical training but who knows how to use artificial intelligence (AI) do as well or better than a trained healthcare professional? Pick all that apply. Question asked to half the sample. General population, U.S., and by age. Data shown is a net of all five tasks.

In the U.S., HCPs Compete With AI, Peers, and Other Uncredentialed Sources To Influence Clinical and Lifestyle Decisions

Percent who say, in the U.S.



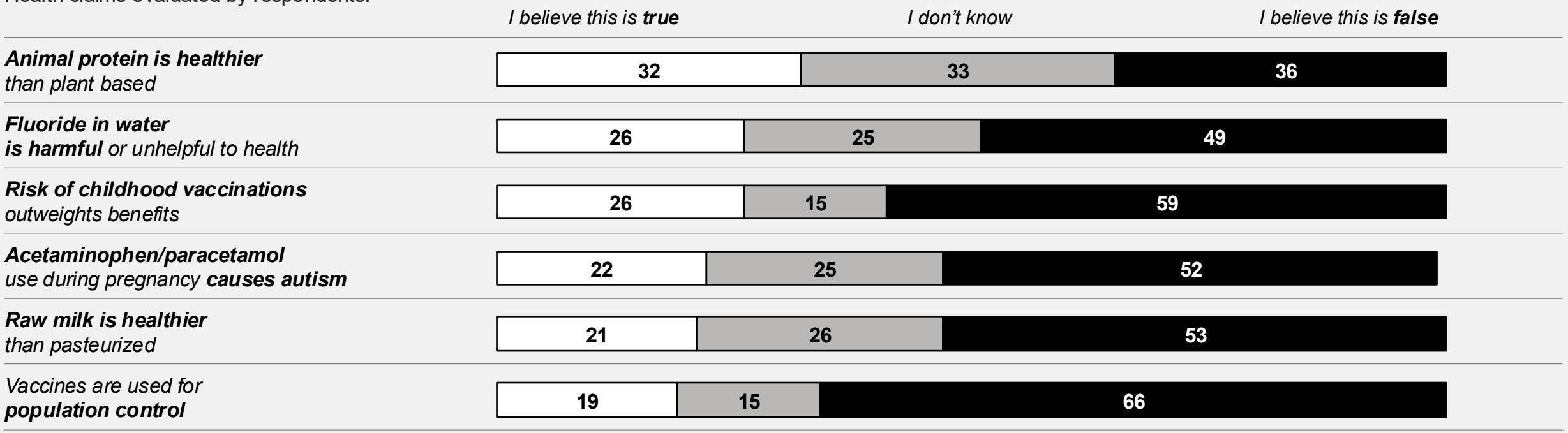
2026 Edelman Trust Barometer Special Report: Trust and Health. This analysis was conducted on a subset of respondents who were assigned up to four sources of influence at the following question based on whether they indicated each influenced their personal health decisions at LEG_INFO. NC_DOM_INF. You just said that [INSERT SOURCE OF INFLUENCE] influenced your personal health decisions. About which of the following topic areas did they influence you? Pick all that apply. General population, U.S., among those who were assigned to answer this question about how their doctor (47%) influences personal health decisions and by those assigned AI platforms (17%), family and friends (43%), people I know with similar health conditions (31%), social media content creators who do not have a formal medical degree (19%), and spiritual leaders (19%). The "Uncredentialed Sources" average is a weighted aggregate, where each source's contribution to the average is relative to the proportion of respondents who were asked about which topics an information source influenced their health decision.

Personal Health Beliefs Reflect a Fractured Landscape

In the U.S., Divided Views on Whether Key Health Claims Are True

Percent who say, in the U.S.

Health claims evaluated by respondents:



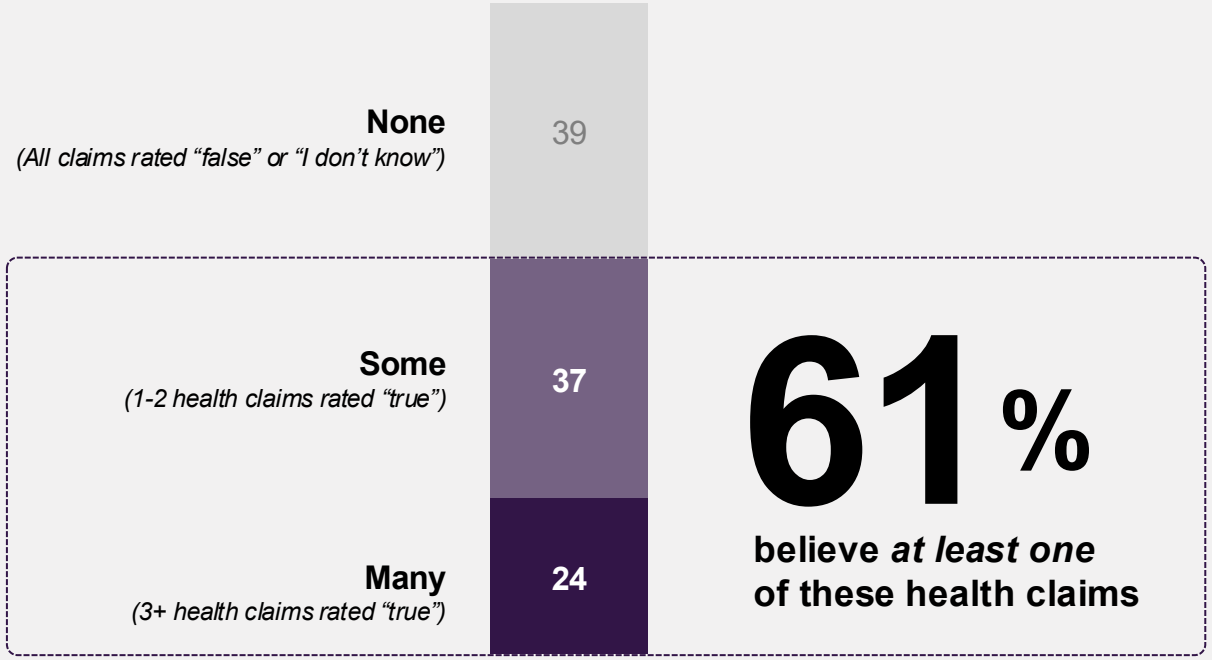
2026 Edelman Trust Barometer Special Report: Trust and Health. CON_ISS. Please indicate whether you believe each of the following is true or false. General population, U.S. Data is rankedby "true" and any ties are broken by decimal. Due to rounding, data for each health claim may not add to 100.

In the U.S., 6 in 10 Hold At Least One Divisive Health Belief

Percent who say, in the U.S.

When given the options of "true," "I don't know," or "false,"

How many of these health claims do you believe **to be true?**



Health claims evaluated by respondents:

- *Animal protein is healthier than plant-based*
- *Fluoride in water is harmful or unhelpful to health*
- *Risk of childhood vaccinations outweighs benefits*
- *Raw milk is healthier than pasteurized*
- *Acetaminophen/paracetamol use during pregnancy causes autism*
- *Vaccines are used for population control*

2026 Edelman Trust Barometer Special Report: Trust and Health. Divisive belief segments. General population, U.S. The percent who believe at least one health claim is a sum of "some" and "many." For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

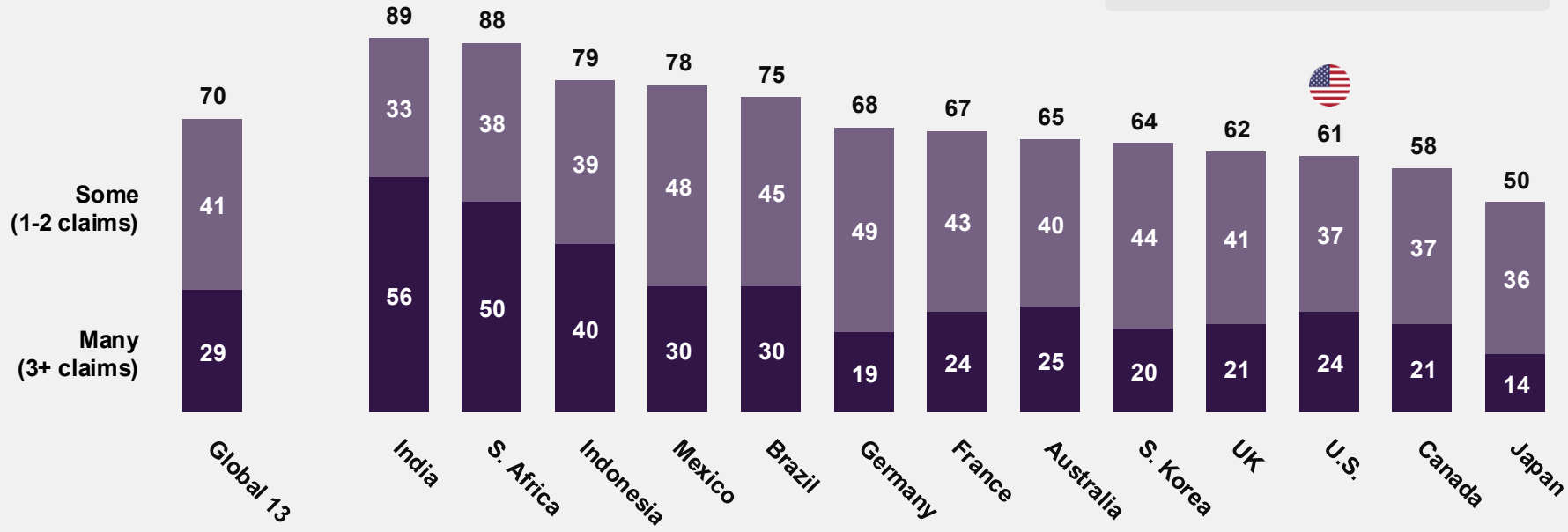
Divisive Health Beliefs Span the Globe

Percent who say

GLOBAL 13 excl. China, Singapore, UAE

I believe ____ of the divisive health claims **to be true**

U.S. below global average for divisive health beliefs

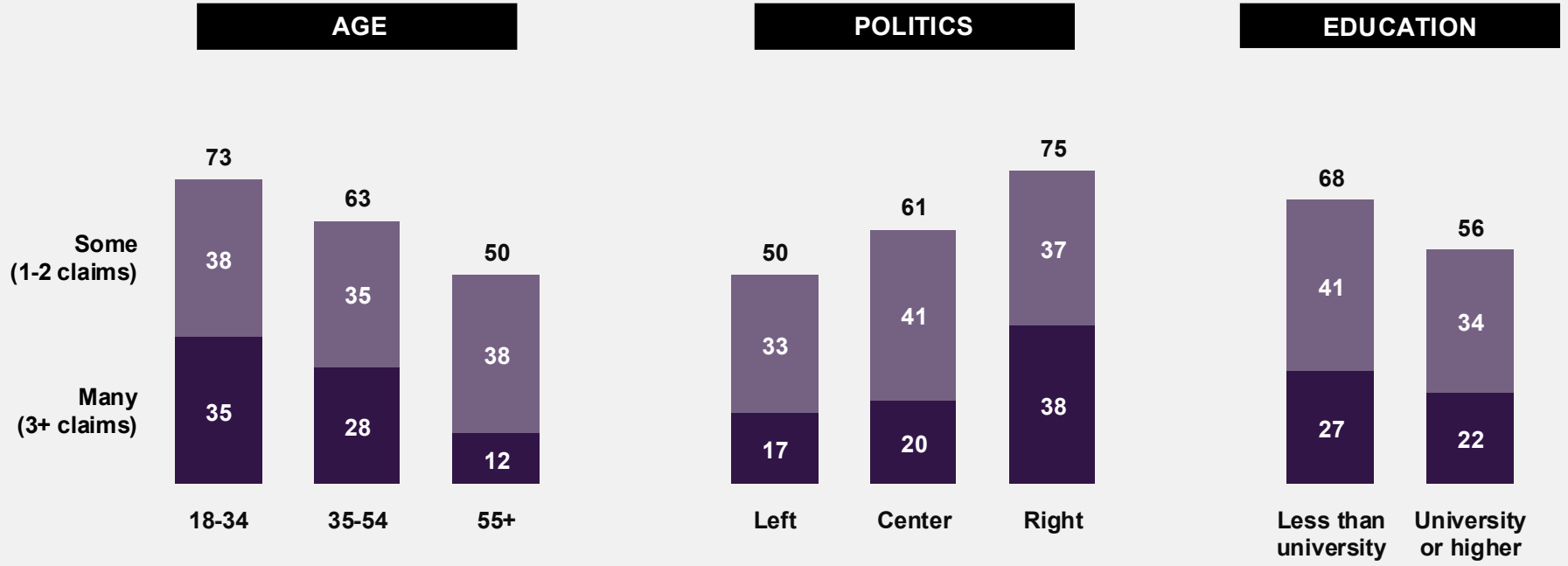


In the U.S., Divisive Health Beliefs Reach Across Age Groups, Political Leanings, and Education Levels

Percent who say, in the U.S.

I believe ____ of the divisive health claims **to be true**

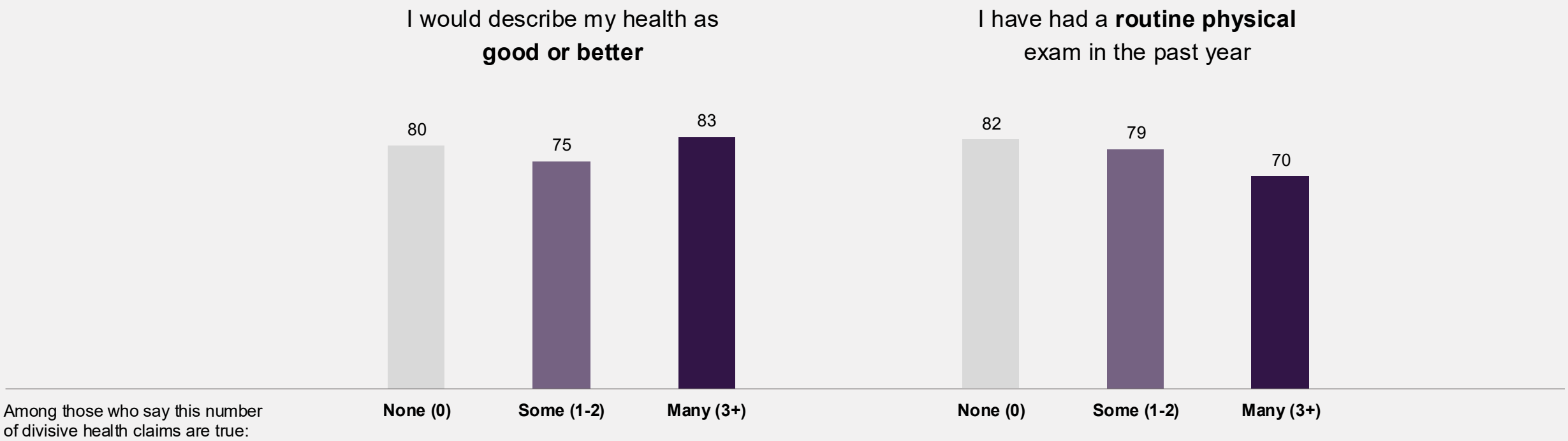
At least 1 in 2 hold divisive health beliefs across demographics



Who Your Audience Really Is

With More Divisive Health Beliefs, People Also Likely To Describe Themselves as Healthy

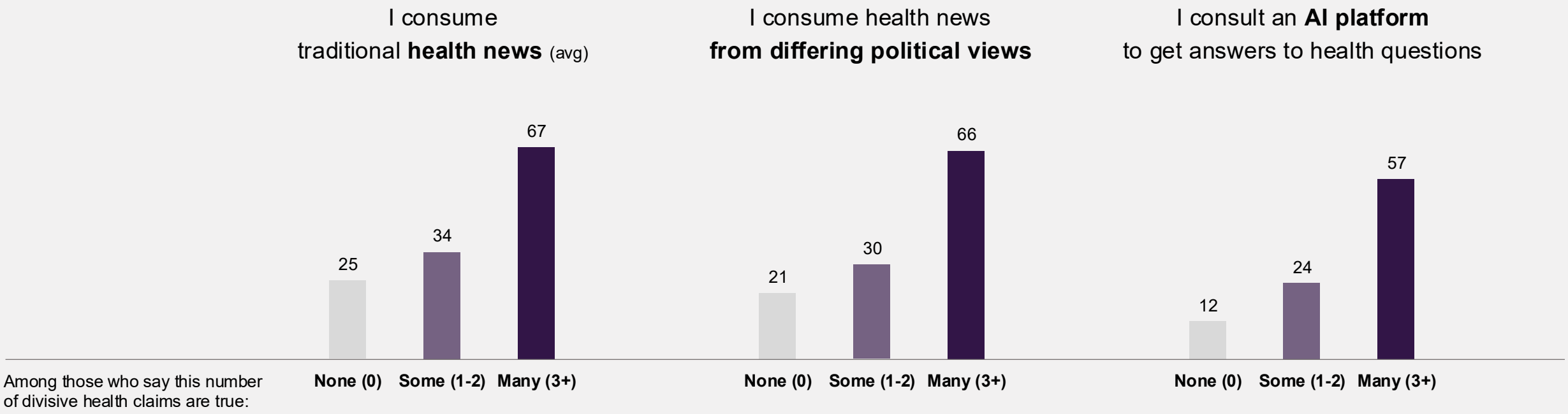
Percent who say, in the U.S.



2026 Edelman Trust Barometer Special Report: Trust and Health. HEA_ALL. How would you describe your overall health? 7-point scale; codes 4-7, good or better. HEA_BHV. Have you done any of the following within the past year? 3-point scale; code 1, yes. General population, U.S., by divisive belief segments. For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

With More Divisive Health Beliefs, Greater Immersion in Information, From News to AI

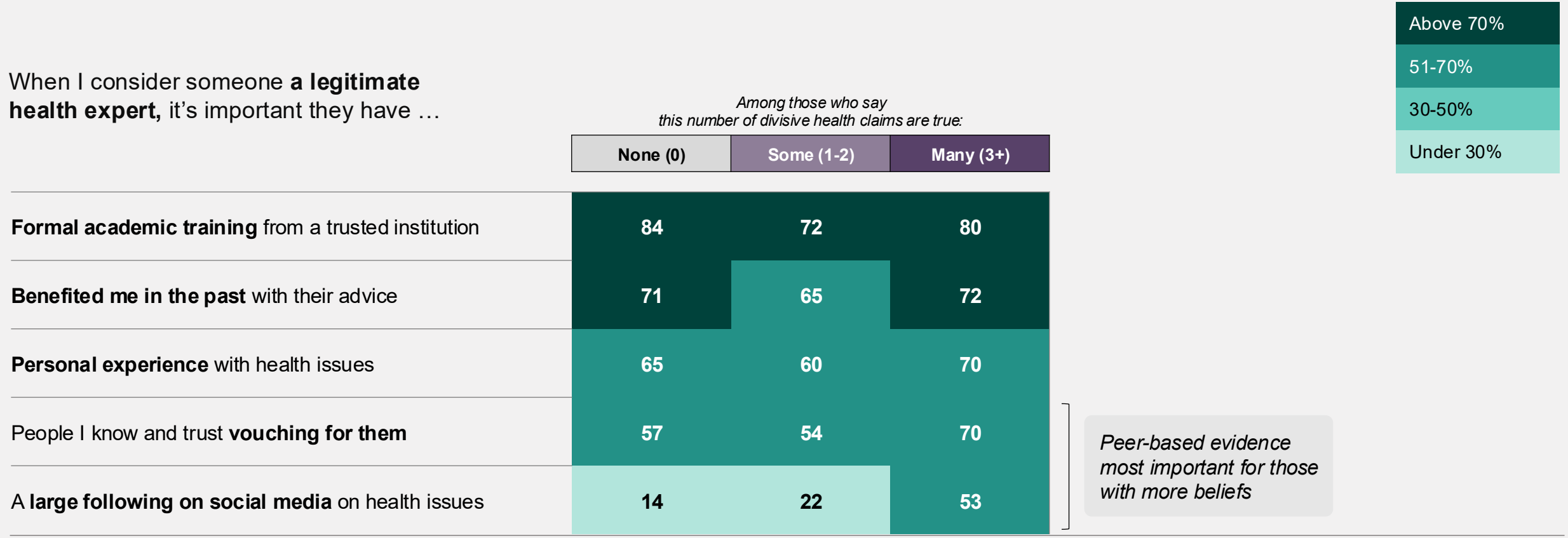
Percent who say they do each monthly or more, in the U.S.



2026 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. General population, U.S., by divisive belief segments. "I consume traditional health news" is an average of rows 1 and 2. For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

With More Divisive Health Beliefs, Credentials Beyond Formal Training Become More Important

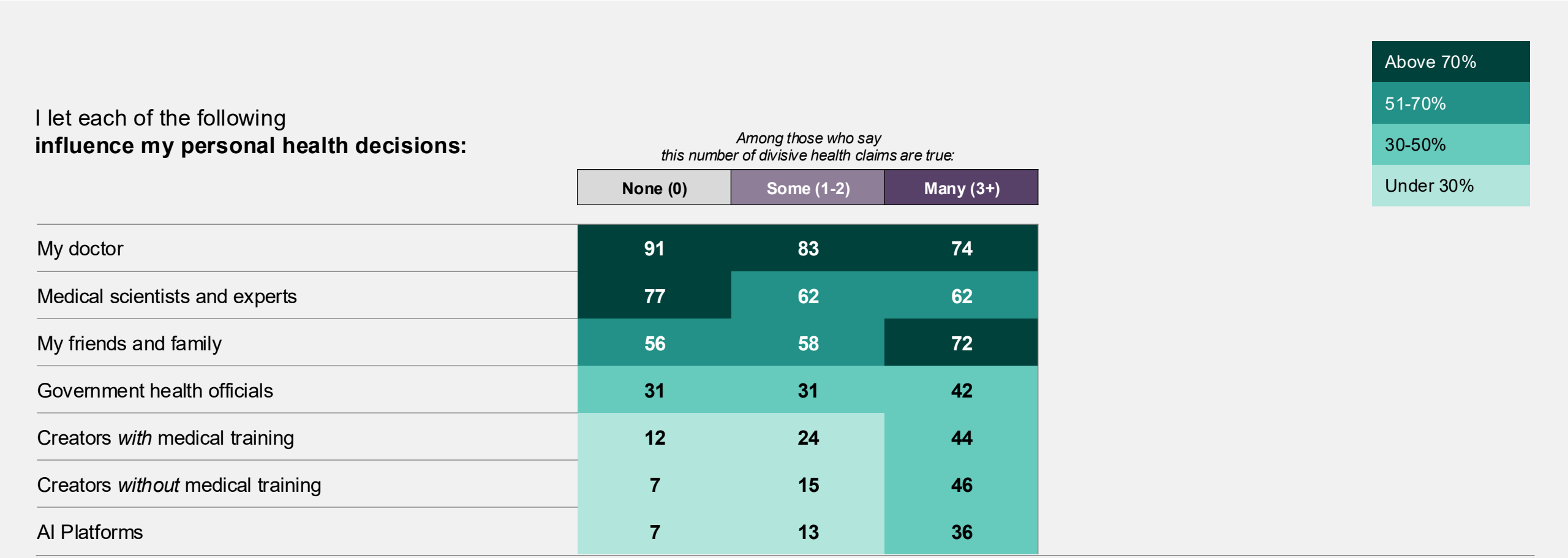
Percent who say, in the U.S.



2026 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. Question asked to half the sample. General population, U.S., by divisive belief segments. For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

With More Divisive Health Beliefs, HCPs Lead Among a Wider Portfolio of Voices

Percent who say, in the U.S.



2026 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? 3-point scale; code 1, yes. General population, U.S., by divisive belief segments. For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

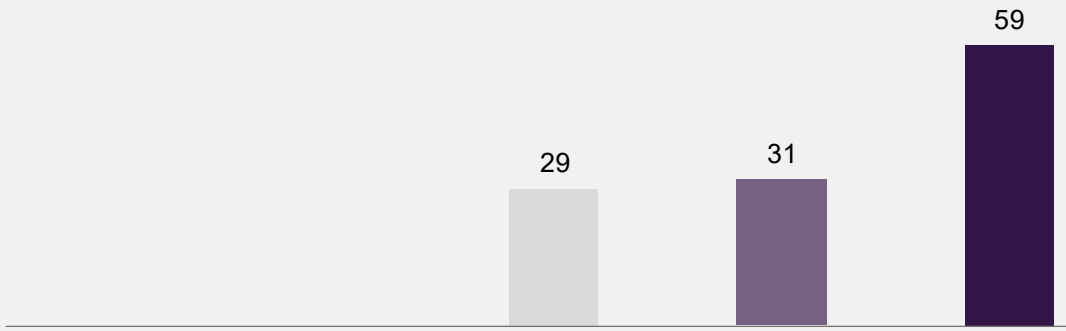
With More Divisive Health Beliefs, Greater Likelihood Of Conflicting Advice and Ignored HCP Guidance

Percent who say, in the U.S.

Among those who have been influenced by someone other than their HCP (91%)

Non-HCP recommendations have conflicted

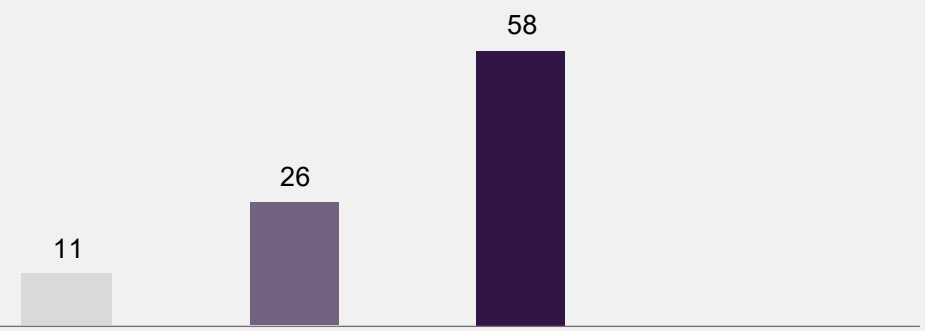
with my HCP's advice



In the past 12 months,

I have disregarded my HCP's medical guidance

in favor of advice from friends, family, or social media (net)



Among those who say this number of divisive health claims are true:

2026 Edelman Trust Barometer Special Report: Trust and Health. REC_CON. Have you ever gotten conflicting recommendations regarding what to do about a specific health matter from a doctor or healthcare provider and one of these other sources that you said have influenced your personal health decisions? Question asked to those whose personal health decisions have been influenced by someone other than a doctor (LEG_INFOr2-10/1). 3-point scale; code 1, yes. HEA_BHV. Have you done any of the following within the past year? 3-point scale; code 1, yes. Data is a net of rows 10 and 11. General population, U.S., by divisive belief segments. For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

Developing Health Influence Strategy Requires Knowing Your Audience

From assumptions

about those who hold divisive health beliefs

They …	They …
Are a small percent of the population	Are a majority worldwide
Follow a single ideology	Come from a range of perspectives
Need more information	Have an overload of information
Don't have enough education	Have equal levels of education
Distrust medical experts	Trust medical and non-institutional experts

To insights

about those who hold divisive health beliefs

Achieving Progress on Health Across Differences of Belief

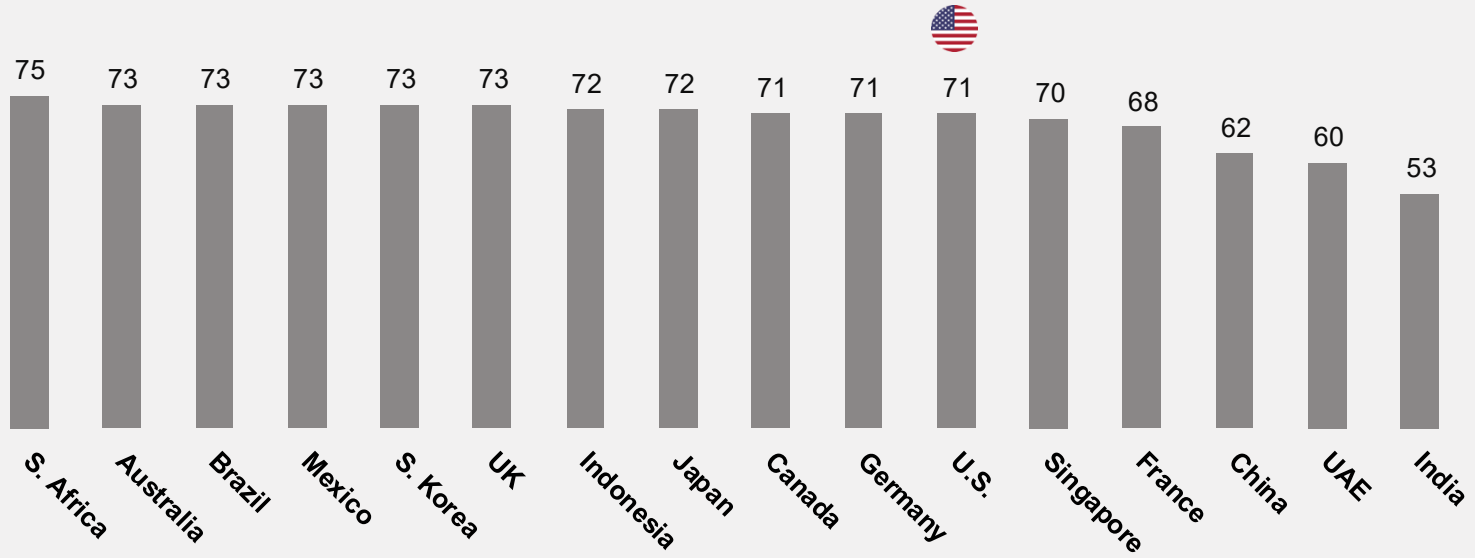
Learn How To Build Trust Across Differences of Belief

Percent who say

GLOBAL 16

I am **hesitant or unwilling to trust** someone who relies on **different facts than me** and trusts different sources of information

Majority across all countries



69%

2026 Edelman Trust Barometer Special Report: Trust and Health. TRU_CIR_PEP. We want to know what kinds of people you do and do not trust. Please indicate whether you could, or currently do, trust someone who is different from you in the following ways. 5-point scale; codes 1-3, hesitant or unwilling to trust. General population, 16-mkt avg.

Business:
When Divisive Health Issues Emerge, Broker Trust Between Sides

Percent who say, in the U.S.

When responding to a highly divisive **health issue**,
the **most likely way a business could earn my trust** is to …

Encourage people to cooperate on finding solutions without taking a side	**34**
Support the position that is true to **the company's values**	**22**
Not take any public position on the issue	**17**
Support **my position**	**14**

2026 Edelman Trust Barometer Special Report: Trust and Health. BUS_TRU_HEA. Which of the following actions that a business could take in response to a highly divisive health or healthcareissue would be the most likely to increase your trust in that business? Question asked to half the sample. General population, U.S.

Leverage Professional Expertise and Peer Voices To Broker Trust Across Divides

Among those in the U.S. who say their country is divided on a health issue (93%), percent who say

Those listed below have **successfully brokered trust** from people on both sides of health-related wedge issues:

Among those who say this number of divisive health claims are true:

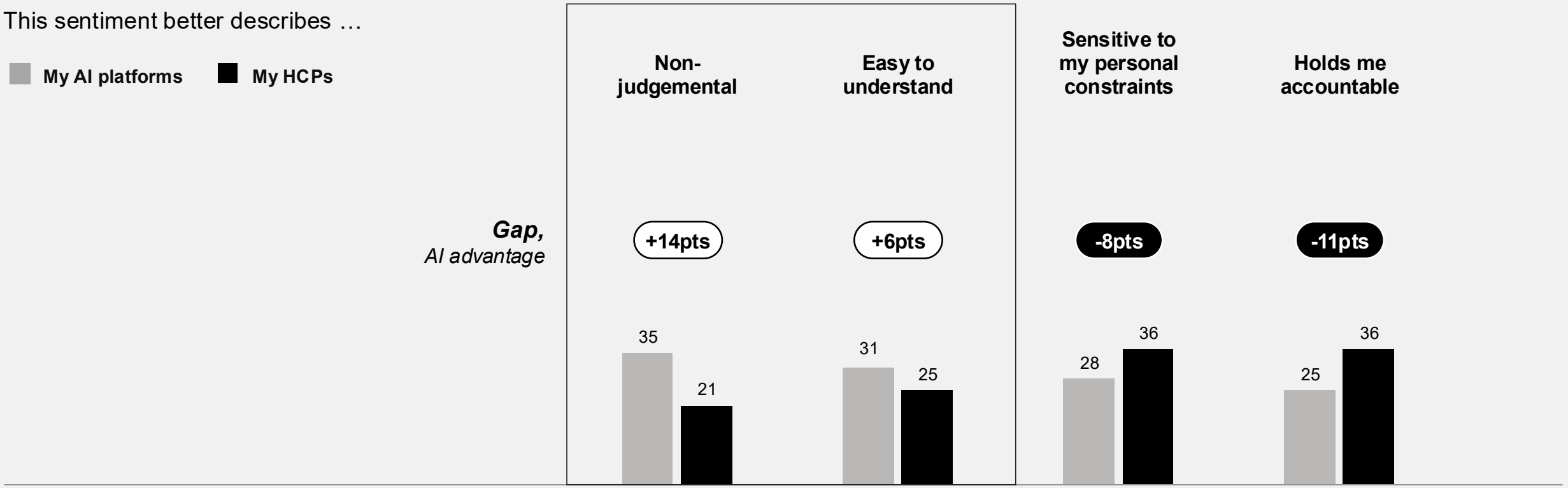
Top 3 of 16	**None** (0)	**Some** (1-2)	**Many** (3+)
#1	**My doctor**	**My doctor**	Patient advocacy organizations
#2	Medical experts	Medical experts	Health-oriented foundations
#3	Health-oriented foundations	Health-oriented foundations	**My doctor**

My doctor uniquely both local and expert voice

2026 Edelman Trust Barometer Special Report: Trust and Health. TRU_BRK. In your experience, who, if anyone, has been able to successfully gain the trust of people on both sides of any of the health issues on which your country is divided? Pick all that apply. Question asked to those who said their country was very or extremely divided on at least one health issue (WEDGE_ISS_HEA = C1 OR 2 for any). General population, U.S., by divisive belief segments. Excluded from rank analysis was "I have not seen anyone successfully gain the trust of people on both sides". For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

Learn From the Successes AI is Already Having in Guiding Patients

Among those in the U.S. who use AI to manage their health (20%), percent who say



2026 Edelman Trust Barometer Special Report: Trust and Health. AI_VS_HCP. Think about your interactions with your human healthcare providers and with the AI platforms you use for health and healthcare-related matters. For each of the following statements, please indicate whether it better describes your human healthcare providers, the AI platforms, both equally well, or neither. 4-point scale; code 1, better describes my HCPs; code 2, better describes AI platforms I use. Question asked to those who use AI to manage their health (AI_USE_HEA/1). General population, U.S.

To Resonate Across Divisive Beliefs, Acknowledge Varied Circles of Trust

Percent who say, in the U.S.

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

I trust each to tell me the truth about health issues:

Among those who say this number of divisive health claims are true:

	None (0)	**Some** (1-2)	**Many** (3+)
My doctor	85	82	72
Medical scientists and experts	76	65	58
My friends and family	55	58	72
Patient advocacy organizations	61	49	58
My CEO	26	35	57
Creators with medical training	25	30	51
Creators without medical training	7	12	42

My doctor one of the two most trusted voices regardless of divisive health beliefs

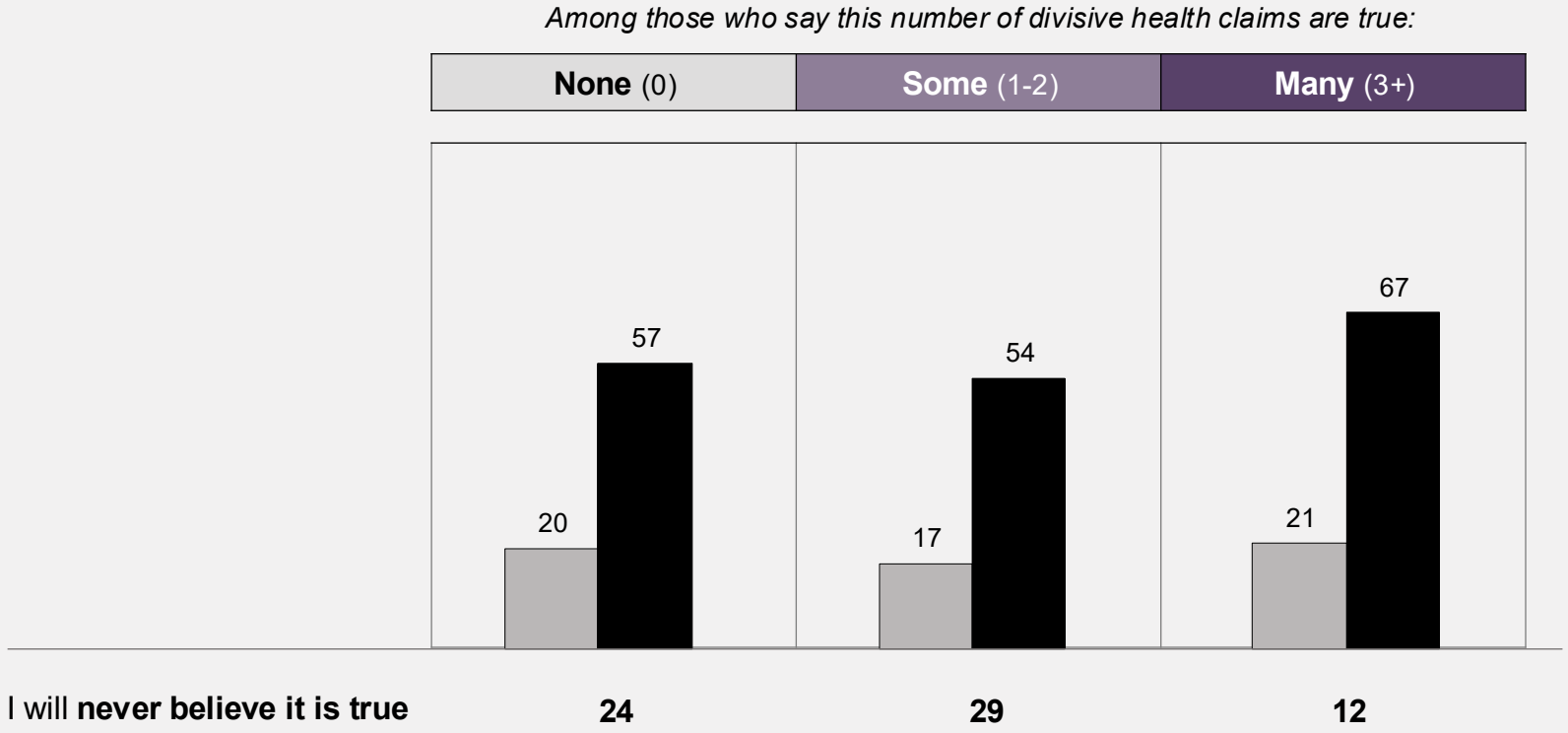
2026 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, U.S., by divisive belief segments. "My CEO" only asked to those who are employees of an organization (Q43/1). For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

To Convert Trust Into Influence, Communicate Frequently

Percent who say, in the U.S.

I will believe **a recommendation** that contradicts my beliefs from a source I trust …

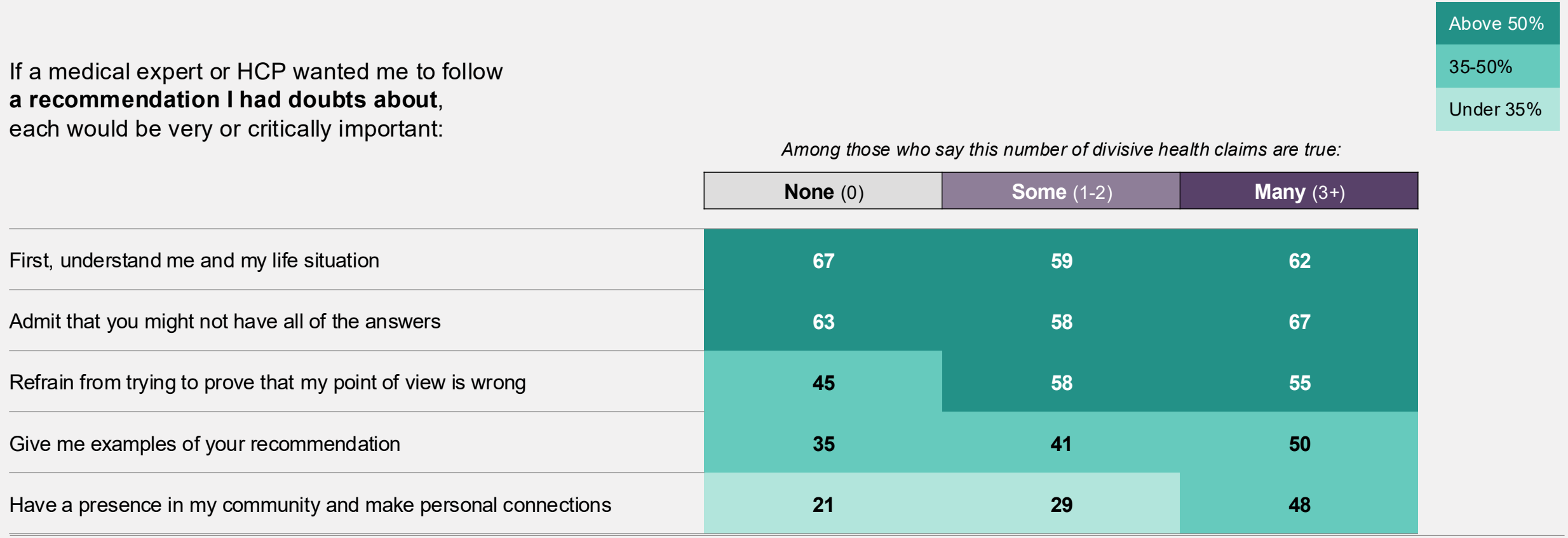
- After I hear it one time
- After I hear it **two or more times**



2026 Edelman Trust Barometer Special Report: Trust and Health. HEAR_TIME_HEA3. If you see a piece of information or a recommendation about a health or healthcare issue from a source you trust that directly contradicts what you believe, how many times do you need to see it or hear it repeated by different sources before you believe that it is true? 7-point scale; code 1, I will assume it is true the first time I hear it; codes 2-6, I will believe it after hearing it repeated; code 7, I am unlikely to ever believe it is true. Question asked to half the sample. General population, U.S., by divisive belief segments. For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

Playbook for Influence: Become A Guide, Not Another Authoritative Voice

Percent who say, in the U.S.



2026 Edelman Trust Barometer Special Report: Trust and Health. INCR_INF. If a medical expert or healthcare provider is trying to convince you to adopt a certain health-related behavior or to consent to a particular treatment that you are having significant doubts or concerns about, how important would each of the following be in getting you to follow their recommendation? 5-point scale; top 2 box, very or critically important. Question asked to half the sample. General population, U.S., by divisive belief segments. For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

2026 Edelman Trust Barometer Special Report: Trust and Health

1

Divisive health beliefs are pervasive

The reality is that there are many divides in how people think about health, both in developed and developing countries and across levels of education. Rather than pushing for uniformity of belief, it's more effective to invest in health outcomes and impact.

2

Public health requires trust to be brokered

The majority of people are hesitant to trust across health beliefs in every country measured. To adapt to this, communicators and practitioners need to elevate goals shared across groups. Convening and community engagement support the process.

3

Tailor influence in a fragmented landscape

People are open to new recommendations on health issues when they hear from trusted voices. Amp up frequency and match the many points of contact that consumers and patients are getting their information from.

4

More than experts, providers must be guides

With so much information available and so many experts to choose from, providing care requires facilitating understanding. In a fragmented system, providers win influence through partnership, humility, and helping patients navigate decisions.

Supplemental Data

In the U.S., Widespread Debate on Health Issues Undermines Trust in the Healthcare System

Percent who say, in the U.S.

Because my country is currently divided on key healthcare issues (86%):

Top 3 of 6

People are **losing trust in the healthcare system** **61%**

My government is losing credibility on health issues	61%
Our country is **becoming less healthy**	57%

2026 Edelman Trust Barometer Special Report: Trust and Health. HEA_POL_CONS. You just said that your country is somewhat or more divided on key health and healthcare issues. Which of the following are happening right now in your country because of these divisions? Question asked to half the sample. General population, U.S. Data is filtered to be among those who said their country is somewhat or more divided (POL_DEG_HEA/3-5).

Trust in Institutions to Address My Health by Country

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

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

Significant change*

	Global 16		Australia		Brazil		Canada		China		France		Germany		India		Indonesia		Japan		Mexico		Singapore		S. Africa		S. Korea		UAE		UK		U.S.	
+/- 2025 to 2026	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
My employer	71	0	74	+4	73	+4	67	+1	72	**-10***	62	-5	67	-2	89	+3	90	-1	56	-7	75	-2	67	+4	75	+2	40	-4	86	**+5***	71	+4	68	-1
Business	57	+1	49	0	59	+5	50	+5	68	**-7***	46	-1	40	-3	73	-3	76	-3	45	-3	64	0	57	+5	62	**+6***	41	+1	80	**+5***	48	+2	45	-1
Government	53	+1	51	+2	44	**+6***	54	+6	75	**-6***	33	-2	36	-5	73	-1	61	**-8***	36	+3	47	-3	74	-4	38	**+7***	53	**+10***	86	+2	44	+4	34	-3
NGOs	53	+1	53	+5	56	**+8***	51	+2	61	-1	46	+1	36	+2	70	-1	64	-4	29	**-7***	57	-4	60	+1	60	**+8***	41	-4	72	+5	49	+3	45	-1
Media	50	**+2***	40	+3	46	**+7***	50	**+7***	67	**-5***	39	+1	38	-3	63	-2	72	-2	35	-2	56	+1	57	+2	46	**+8***	41	+2	69	**+8***	39	+3	37	-2

2026 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, 16-mkt avg. "My employer" only asked to those who are employees 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 Key Healthcare Institutions

Percent trust to do what is right

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

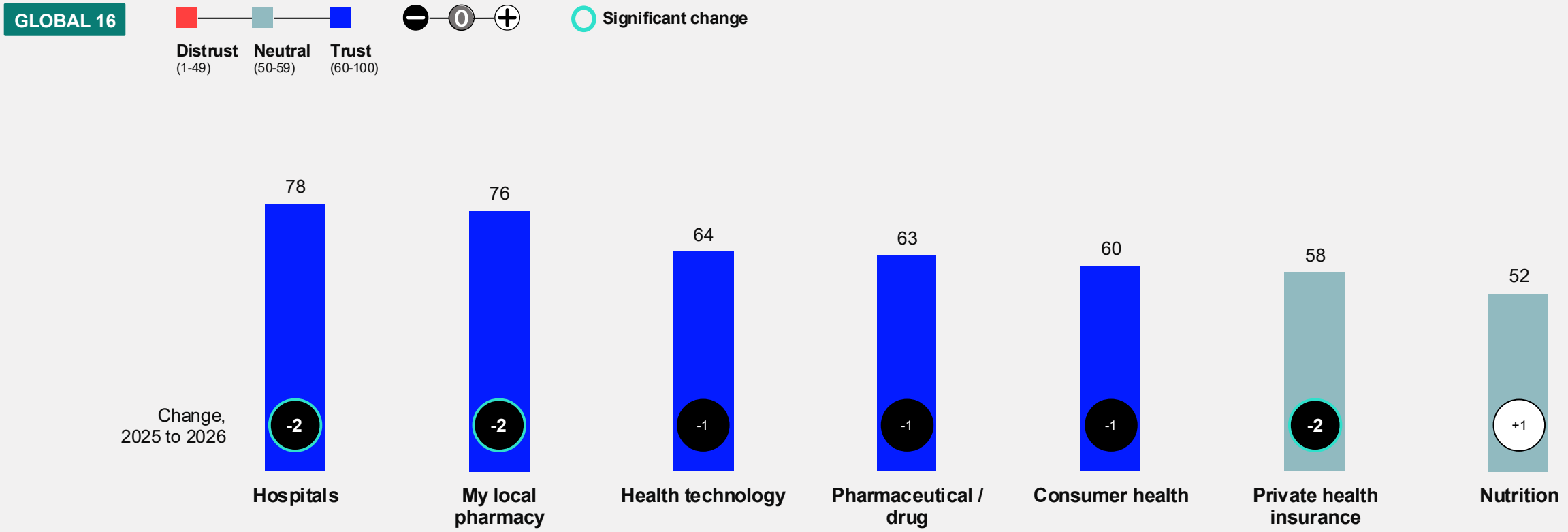
Significant change*

	Global 16		Australia		Brazil		Canada		China		France		Germany		India		Indonesia		Japan		Mexico		Singapore		S. Africa		S. Korea		UAE		UK		U.S.	
+/- 2025 to 2026	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Local health authorities	69	+2	74	+2	64	+11*	74	+2	72	-7	60	0	62	+1	75	+2	77	-4	55	-3	64	+2	77	-8*	59	+14*	63	+5	90	+5	77	+10*	63	+1
National health authorities	69	0	71	+1	67	+11*	71	+2	73	-13*	58	0	58	0	83	+1	77	-7*	55	-2	62	+1	80	-3	64	+8*	63	0	90	+4	77	+5	51	-9*
The WHO	68	+1	64	0	69	+9*	66	+1	72	-8*	60	-1	58	0	83	0	77	-5*	46	+1	70	+1	72	-1	68	+5	64	+1	85	+5*	69	+6*	59	+1
Healthcare companies	63	0	58	+1	66	+8*	61	+6*	67	-5	59	-1	51	-5	76	-2	78	-6*	41	-8*	71	+1	68	0	68	+6*	48	-4	85	+7*	61	+5	46	-4
Government agencies that oversee and regulate drugs, vaccines, and medical devices	63	0	63	0	64	+10*	69	+9*	73	-4	54	+1	49	-3	75	-2	67	-9*	50	-1	61	+1	74	-3	56	+12*	60	+1	85	0	64	+3	41	-11*

2026 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, 16-mkt avg. Some attributes asked to half the sample. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Global Trust In Health Sub-Sectors: Declines for Hospitals, Local Pharmacies, and Private Health Insurance

Percent trust in companies within each health subsector



2026 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, 16-mkt avg. Question asked of half the sample. 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."

Trust In Health Sub-Sectors by Country

Percent trust

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

Significant change*

+/- 2025 to 2026	Australia		Brazil		Canada		China		France		Germany		India		Indonesia		Japan		Mexico		Singapore		S. Africa		S. Korea		UAE		UK		U.S.	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Hospitals	80	-2	80	+4	78	-3	72	-11*	73	-6*	72	-3	83	-3	88	-2	66	-9*	80	-1	81	-3	78	+7*	69	-2	90	+4	86	+4	74	-4
My local pharmacy	83	-2	80	+2	64	0	71	-9*	79	-5	81	-3	80	-3	87	-4	57	-6	84	+3	69	+2	84	+4	57	-1	85	+1	82	-3	74	-4
Health technology	56	-1	72	+1	58	+2	67	-8*	55	-4	56	-2	79	-3	82	-4	43	-2	76	+5	63	-4	70	+5	50	-4	86	+7*	61	+6	54	-1
Pharmaceutical / drug	50	-5	69	+4	55	+4	69	-9*	51	-2	49	-7	78	-2	83	-4	54	-3	78	+5	69	+1	64	+5	53	-1	84	+6*	60	+3	43	-6
Consumer health	55	-2	63	+10*	57	+3	67	-6	49	-3	44	-7*	78	0	71	-7*	43	-3	68	+1	67	+1	69	+5	47	-5	85	+10*	56	0	49	-6
Private health insurance	49	-1	62	-1	49	+1	62	-5	48	-1	46	-5	71	-6	73	-6*	47	-2	64	-4	63	-1	69	+2	39	-4	82	+6*	55	0	42	-6
Nutrition	43	+1	62	+4	43	+2	62	-2	36	-2	33	-5	64	-10*	72	-4	36	+2	64	+3	56	-1	60	+8*	37	-1	77	+7*	40	+3	40	-2

2026 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, 16-mkt avg. Question asked of half the sample. 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."

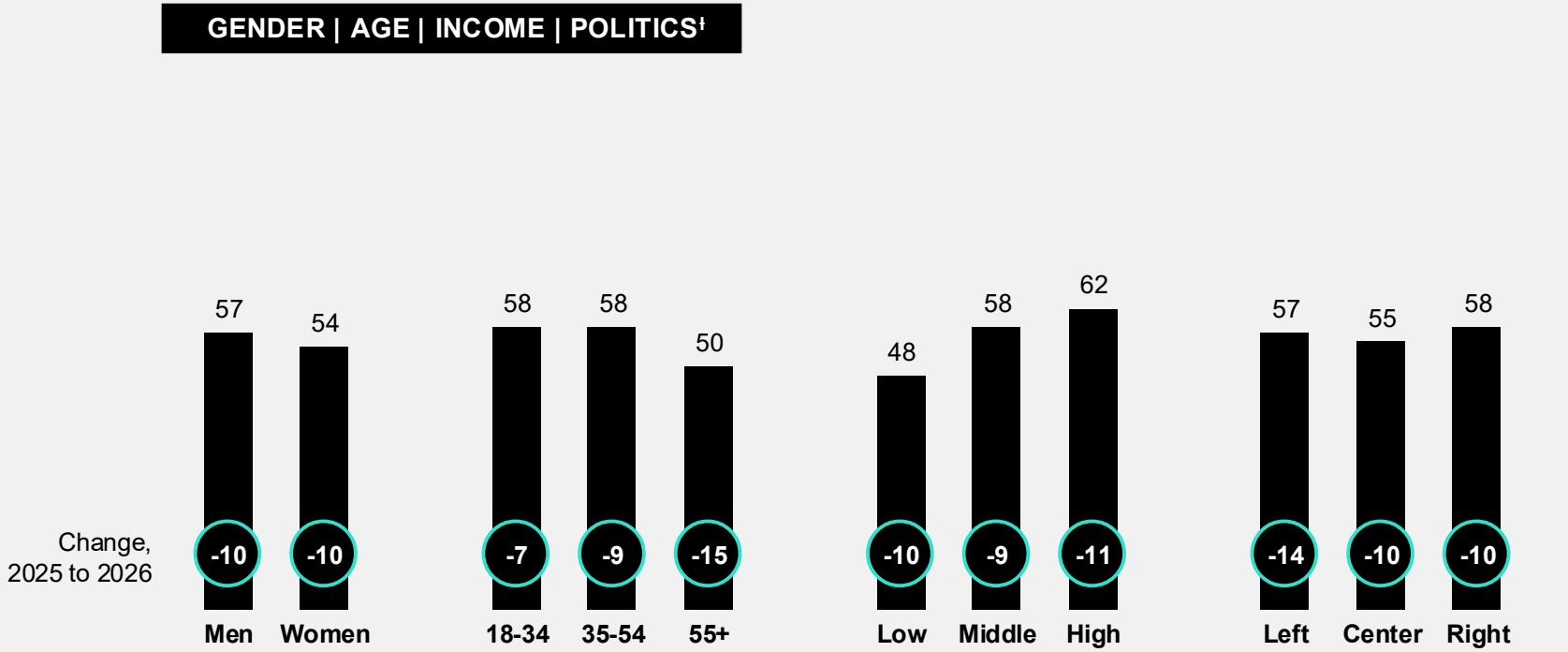
Across Demographics, Confidence in Ability to Find Answers and Make Informed Health Decisions Plummets Since Last Year

Percent who agree

GLOBAL 16

Significant change

I am confident in my ability **to find answers** about health questions and **make informed decisions**



2026 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, 16-mkt avg., by gender, age, income, and political leaning. †Political leaning is not asked in China and UAE; the Left, Center, and Right segments reflect a 14-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

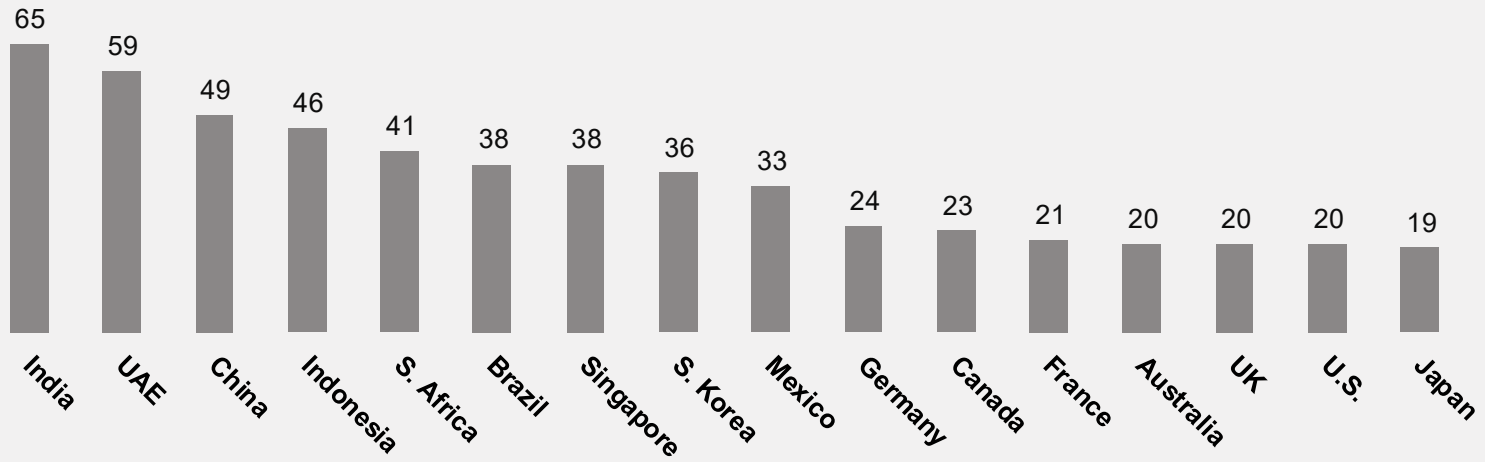
Over 1 in 3 Use AI to Manage Their Health

Percent who say

GLOBAL 16

I use AI to manage my health

35%



2026 Edelman Trust Barometer Special Report: Trust and Health. AI_USE_HEA. Do you use AI in any way to manage your health or to make health-related decisions? Code 1, yes. General population, 16-mkt avg.

AI as a Health Credential

Percent who say

GLOBAL 16

	Global 16	Australia	Brazil	Canada	China	France	Germany	India	Indonesia	Japan	Mexico	Singapore	S. Africa	S. Korea	UAE	UK	U.S.
Users fluent with AI can do at least one task **as well as, or better than, a doctor (net)**	**64**	**51**	**60**	**54**	**82**	**52**	**56**	**81**	**71**	**65**	**65**	**71**	**65**	**72**	**82**	**48**	**53**
Answer general medical and health questions	**37**	28	30	34	40	27	35	49	47	39	31	41	38	42	43	28	37
Triage care	**27**	20	28	24	30	21	23	39	32	22	23	28	29	25	39	24	23
Perform basic medical procedures	**22**	14	19	16	35	12	10	40	29	14	21	25	18	24	37	14	16
Determine proper treatment or medication	**21**	12	20	17	32	13	14	37	29	15	20	23	25	16	32	13	15
Diagnose illness or condition	**17**	13	16	13	23	12	12	25	23	23	15	19	19	20	27	9	9

2026 Edelman Trust Barometer Special Report: Trust and Health. AI_PWR. Which, if any, of the following things can someone without formal medical training but who knows how to use artificial intelligence (AI) do as well or better than a trained healthcare professional? Pick all that apply. Question asked to half the sample. General population, 16-mkt avg. Data shown in the top row is a net of all five tasks.

Divided Views on Whether Key Health Claims Are True by Country

Percent who say

I believe this health claim is …	Australia			Brazil			Canada			France			Germany			India			Indonesia			Japan			Mexico			S. Africa			S. Korea			UK			U.S.		
	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False
Animal protein is healthier *than plant-based protein*	36	35	29	43	27	30	31	34	35	25	33	42	22	31	47	49	14	36	40	23	37	13	42	45	39	28	33	37	21	43	18	38	44	32	37	31	32	33	36
Fluoride in water is harmful *or unhelpful to health*	25	24	51	30	28	42	24	25	50	34	40	26	27	41	32	54	22	24	40	40	20	27	48	25	32	37	31	42	29	29	27	38	35	24	25	50	26	25	49
Risk of childhood vaccinations *outweighs benefits*	29	12	59	28	13	59	25	14	61	27	21	52	30	16	55	54	13	32	35	18	47	19	39	42	31	15	54	41	16	43	26	27	47	27	12	61	26	15	59
Raw milk is healthier *than pasteurized*	24	29	46	32	26	42	20	24	56	23	41	36	26	33	41	51	13	36	32	23	45	14	52	33	23	17	60	60	14	25	19	40	41	23	30	47	21	26	53
Acetaminophen/paracetamol *use during pregnancy* ***causes autism***	18	34	48	20	37	44	17	27	56	25	48	27	18	53	29	46	28	26	35	41	24	17	65	18	20	34	46	37	32	31	30	45	24	17	33	50	22	25	52
Vaccines are used for ***population control***	20	14	65	29	14	57	18	13	68	22	18	61	17	13	69	38	13	48	38	22	40	13	34	53	37	11	52	42	16	42	13	24	63	16	13	70	19	15	66

Health claims evaluated by respondents

Divided Views on Whether Key Health Claims Are True by Demographics

Percent who say

GLOBAL 13 excl. China, Singapore, UAE

I believe this health claim is …	Age									Politics									Education					
	18-34			35-54			55+			Left			Center			Right			Less than university			University or higher		
	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	False	True	I don't know	Fals
Animal protein is healthier *than plant-based protein*	42	25	34	33	31	36	22	35	43	29	28	43	31	29	40	40	24	36	31	33	36	33	28	39
Fluoride in water is harmful *or unhelpful to health*	39	30	31	32	34	34	24	34	42	30	25	45	31	33	36	39	26	35	31	35	34	33	30	37
Risk of childhood vaccinations *outweighs benefits*	36	17	47	31	17	52	25	19	56	29	9	62	30	17	53	37	15	48	31	21	49	31	14	55
Raw milk is healthier *than pasteurized*	37	24	39	29	28	43	19	33	48	27	22	51	28	29	43	35	23	42	28	31	40	28	26	46
Acetaminophen/paracetamol *use during pregnancy* ***causes autism***	32	29	38	26	37	37	17	49	34	22	28	50	25	39	36	33	36	31	24	42	34	26	35	39
Vaccines are used for ***population control***	33	15	52	26	17	56	15	18	66	22	9	69	22	17	61	33	14	53	26	20	54	23	14	62

Health claims evaluated by respondents

HCPs Compete With Other Sources To Influence Clinical and Lifestyle Decisions in Detail

Percent who say each source influenced their personal health decisions on the following topic

GLOBAL 16

	My doctor	Artificial Intelligence	Creators *with* medical training	Creators *without* medical training	Friends/ family	General health site	Government health officials	Medical experts	People I know who have similar health conditions	Spiritual leaders
Diagnosis	**48**	31	23	24	17	32	23	36	26	21
Short-term treatment	**40**	26	25	26	26	28	23	31	25	22
Prevention	**40**	36	38	34	33	38	49	43	34	31
Diet & Nutrition	**35**	44	49	44	45	38	32	38	42	32
Vitamins & Supplements	**33**	43	44	45	39	34	26	33	39	31
Long-term treatment	**33**	19	19	20	12	18	20	27	20	19
Wellness & Longevity	**26**	35	41	38	32	34	31	33	33	41
Critical treatment	**17**	18	16	20	9	15	18	16	14	19
None of the above	**4**	3	5	4	5	4	6	5	5	6

2026 Edelman Trust Barometer Special Report: Trust and Health. NC_DOM_INF. You just said that [INSERT SOURCE OF INFLUENCE] influenced your personal health decisions. About which of the following topic areas did they influence you? Pick all that apply. Question asked among those who said they have let a source influence decisions about their personal health (LEG_INFO/1). General population, 16-mkt avg. Respondents were assigned up to four sources of influence at this question. Percent answering for my doctor = 44%; Artificial intelligence = 26%; Friends and family = 38%; General health website = 32%; Government health officials = 33%; Medical experts = 40%; People I know who have similar health conditions = 31%; Credentialed social media content creators = 29%; Uncredentialed social media content creators = 24%; Spiritual leaders = 22%.

Business:
When Divisive Health Issues Emerge, Broker Trust Between Sides by Country

Percent who say

GLOBAL 16

When responding to a highly divisive **health issue**, the **most likely way a business could earn my trust** is to …

	Global 16	Australia	Brazil	Canada	China	France	Germany	India	Indonesia	Japan	Mexico	Singapore	S. Africa	S. Korea	UAE	UK	U.S.
Encourage people to cooperate on finding solutions without taking a side	**33**	**37**	**48**	**33**	21	**29**	**33**	26	**37**	**29**	**36**	26	**41**	**38**	26	**36**	**34**
Support the position that is true to **the company's values**	**27**	24	19	20	**43**	22	23	**34**	34	22	27	**33**	31	23	**35**	27	22
Not take any public position on the issue	**15**	16	10	18	14	17	10	17	13	20	16	13	11	20	11	14	17
Support **my position**	**12**	9	14	12	13	10	11	18	10	5	14	13	13	6	23	8	14

2026 Edelman Trust Barometer Special Report: Trust and Health. BUS_TRU_HEA. Which of the following actions that a business could take in response to a highly divisive health or healthcare issue would be the most likely to increase your trust in that business? Question asked to half the sample. General population, 16-mkt avg.

Technical Appendix

2026 Edelman Trust Barometer Special Report: Trust and Health

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 16[4]	16,000	16,009	+/- 1.0 percentage points total sample	+/- 1.4 percentage points half sample	Quotas set at the market level
Australia	1,000	1,000	+/- 4.1 pct pts. total sample	+/- 5.7 - 5.8 pct pts. half sample	Age, Gender, Region
Brazil	1,000	1,001			
Canada	1,000	1,000			
China[5]	1,000	1,003			
France	1,000	1,000			
Germany	1,000	1,000			
India	1,000	1,000			
Indonesia	1,000	1,000			
Japan	1,000	1,002			
Mexico	1,000	1,000			
Singapore	1,000	1,004			
S. Africa	1,000	1,000			
S. Korea	1,000	1,000			
UAE	1,000	1,004			
UK	1,000	1,000			
U.S.	1,000	995			

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.

2026 Edelman Trust Barometer Special Report: Trust and Health

Countries Included in Each Global Averages

16 countries surveyed	Global 16 average	Global 14 Excludes UAE and China	Global 13 Excludes UAE, China, Singapore	Global 12	Global 9
	Used for current year averages and tracking to 2025	Used for current year averages; excludes sensitive countries[1]	Used for current year averages; excludes sensitive countries[1]	Used for tracking to 2023	Used for tracking to 2022
Australia	Australia	Australia	Australia	-----	-----
Brazil	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	India	-----
Indonesia	Indonesia	Indonesia	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. 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.

2026 Edelman Trust Barometer Special Report: Trust and Health

By Country: Survey Languages Used and Internet Penetration

	Languages	Internet Penetration*
Australia	Localized English	96%
Brazil	Portuguese	84%
Canada	Localized English, Canadian French	94%
China	Simplified Chinese	92%
France	French	89%
Germany	German	93%
India	Localized English	70%
Indonesia	Indonesian	73%

	Languages	Internet Penetration*
Japan	Japanese	86%
Mexico	Localized Spanish	83%
Singapore	Localized English, Simplified Chinese	94%
S. Africa	Localized English, Afrikaans	78%
S. Korea	Korean	98%
UAE	Localized English, Arabic	100%
UK	Localized English	95%
U.S.	English, Localized Spanish	95%

*Data source: Individuals using the Internet (% of population) | Data (worldbank.org) as of April 14, 2026.
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.

2026 Edelman Trust Barometer Special Report: Trust and Health

How We Created the Groups for Divisive Beliefs

The divisive health claims segmentation was created by assigning respondents into one of three groups based on how they described the accuracy of six key health claims.

Respondents were given the options of “true”, “false”, and “don’t know / not sure” as shown in the table on the right. The full text for the six health claims evaluated by respondents, is also shown in the table to the right.

Respondents were placed into one of three groups based on how many claims they rated to be true:

- **None (30%):** believe **zero** claims are true. All claims are characterized as either false or they’re unsure
- **Some (41%):** believe **one or two** claims are true, and the rest are characterized as either false or they don’t know
- **Many (29%):** believe **three or more** of the six claims are true, and the rest are characterized as false or they don’t know

Question text	**CON_ISS.** Please indicate whether you believe each of the following is true or false. (Please select one response for each.)
Scale points	1. True 2. False 99. Don’t know / Not sure
Health claims	1. Taking acetaminophen (also known as Tylenol, Panadol, or paracetamol) when you are pregnant can lead to your child being born with autism 2. Raw milk is healthier for you than pasteurized milk 3. The risks associated with childhood vaccinations greatly outweigh the potential benefits 4. Animal protein is healthier than plant-based protein 5. Putting fluoride in the drinking water has no health benefits and can be dangerous 6. Vaccines are being used as a means of population control

Full Question Text

2026 Edelman Trust Barometer Special Report: Trust and Health
Full Text For Answer Choices Abbreviated

Widespread Debate on Health Issues Undermines Trust in the Healthcare System

HEA_POL_CONS. You just said that your country is somewhat or more divided on key health and healthcare issues. Which of the following are happening right now in your country because of these divisions?

Shortened	Full
People are needlessly suffering	People are needlessly suffering and even dying due to being denied access to the care they need

2026 Edelman Trust Barometer Special Report: Trust and Health
Full Text For Answer Choices Abbreviated

Confidence in Ability to Find Answers and Make Informed Health Decisions Plummets Since Last Year

HEA_AGR. Please indicate how much you agree or disagree with the following statements

Shortened	Full
I am confident in my ability to find answers about health questions and make informed decisions	I am confident in my ability to find answers about healthcare-related questions and make informed decisions for myself and my family

2026 Edelman Trust Barometer Special Report: Trust and Health
Full Text For Answer Choices Abbreviated

For Early Adopters, AI Helps Manage Many Aspects of Personal Health

HOW_AI_USED. Specifically, do you use AI to manage your health or to make health-related decisions in each of the following ways?

Shortened	Full
Get immediate answers to general health questions	Quick Answers: To get immediate answers to my general medical and health-related questions
Provide sleep, exercise, or nutrition recommendations	Wellness: For recommendations on sleep, exercise, nutrition, or other general health promoting activities
Get treatment suggestions	Treatment Advice: To get treatment suggestions based on the symptoms that I am experiencing
Help me interpret medical test results	Interpret results: To help me understand medical terms and interpret my medical test results
Explore possible causes of my symptoms	Self-diagnosis: To explore the possible causes of my symptoms or what they may indicate
Get another opinion on a diagnosis	Second opinion: To get a second opinion regarding a diagnosis or treatment recommendation given to me by my healthcare provider
Determine if I can handle symptoms myself or not	Medical triage: To determine whether given my symptoms I can treat myself or I need to schedule an appointment with a healthcare provider or I should immediately seek urgent care
Provide an alternative when I can't access an HCP	Fill access gaps: As a stopgap or make-do when I need medical guidance and I cannot reach or get an appointment with a healthcare provider
Talk about my personal problems and emotions	Therapeutic support: As a therapist. I ask it for advice about my personal problems and talk to it about my feelings and emotions.

2026 Edelman Trust Barometer Special Report: Trust and Health
Full Text For Answer Choices Abbreviated

Consumer AI Use Encroaches on Medical Expertise

AI_PWR. Which, if any, of the following things can someone without formal medical training but who knows how to use artificial intelligence (AI) do as well or better than a trained healthcare professional? Pick all that apply.

Shortened	Full
Triage care	Determine whether someone needs to see a healthcare provider or not
Perform basic medical procedures	Perform basic medical procedures (assuming they had access to the necessary medical equipment)
Determine proper treatment or medication	Determine the proper treatment or medication for someone with a specific illness or condition
Diagnose illness or condition	Diagnose someone’s illness or condition

2026 Edelman Trust Barometer Special Report: Trust and Health
Full Text For Answer Choices Abbreviated

HCPs Compete With AI, Peers, and Other Uncredentialed Sources To Influence Clinical and Lifestyle Decisions

NC_DOM_INF. You just said that your [PIPE IN] influenced your personal health decisions. About which of the following topic areas did they influence you?

Shortened	Full
Diagnosis	Diagnosis – figuring out what health problem I have given my symptoms
Short-term treatment	Treatment for an everyday, short-term illness or injury
Prevention of disease	Prevention – ways to avoid getting a disease or an infectious illness
Diet & Nutrition	Diet and Nutrition – what are the best foods to eat, and what types of food should I avoid, to maintain or increase my health and vitality
Vitamins & Supplements	Vitamins and Supplements – beyond a healthy diet, what sorts of vitamins and supplements should I take in order to protect and enhance my health

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Full Text For Answer Choices Abbreviated

Divided Views on Whether Key Health Claims Are True

CON_ISS. Please indicate whether you believe each of the following is true or false.

Shortened	Full
Animal protein is healthier than plant-based	Animal protein is healthier than plant-based protein
Fluoride in water is harmful or unhelpful to health	Putting fluoride in the drinking water has no health benefits and can be dangerous
Risk of childhood vaccinations outweighs benefits	The risks associated with childhood vaccinations greatly outweighs the potential benefits
Raw milk is healthier than pasteurized	Raw milk is healthier for you than pasteurized milk
Acetaminophen/paracetamol use during pregnancy causes autism	Taking acetaminophen (also known as Tylenol, Panadol, or paracetamol) when you are pregnant can lead to your child being born with autism
Vaccines are used for population control	Vaccines are being used as a means of population control

2026 Edelman Trust Barometer Special Report: Trust and Health

Full Text For Answer Choices Abbreviated

With More Divisive Health Beliefs, Greater Immersion in Information, From News to AI

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

Shortened	Full
I consume traditional health news (avg)	Read, view or listen to health and medicine-related news and information produced by major news organizations or publications at the original source 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
I consume health news from differing political views	Read, view, or listen to health and medicine-related news and information from people, media sources or organizations that have an ideology or political leaning that is different from my own
I consult an AI platform to get answers to health questions	Consult an AI platform to get answers to medical and health questions

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Full Text For Answer Choices Abbreviated

With More Divisive Health Beliefs, Credentials Beyond Formal Training Become More Important

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?

Shortened	Full
Formal academic training from a trusted institution	They have formal academic training and credentials from institutions I trust
Benefitted me in the past with their advice	I have benefited from listening to and following their health recommendations in the past
Personal experience with health issues	They have relevant personal experience with the health issues and conditions they are talking about
People I know and trust vouching for them	People I know and trust vouch for them and follow their advice
A large following on social media on health issues	They have a large following on social media when it comes to health issues

2026 Edelman Trust Barometer Special Report: Trust and Health
Full Text For Answer Choices Abbreviated

With More Divisive Health Beliefs, HCPs Lead Among a Wider Portfolio of Voices

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 the healthcare provider you rely on most
Creators *with* medical training	Social media content creators, podcasters, Substack writers, and influencers with formal medical training who post about health and health-related issues
Creators *without* medical training	Social media content creators, podcasters, Substack writers, and influencers without formal medical training who post about health and health-related issues

2026 Edelman Trust Barometer Special Report: Trust and Health
Full Text For Answer Choices Abbreviated

With More Divisive Health Beliefs, HCPs Lead Among a Wider Portfolio of Voices

HEA_BHV. Have you done any of the following within the past year?

Shortened	Full
I have disregarded my HCP's medical guidance in favor of advice from friends, family, or social media (net)	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 Followed medical advice you found on social media even though it contradicted what your doctor or other healthcare provider told you

2026 Edelman Trust Barometer Special Report: Trust and Health
Full Text For Answer Choices Abbreviated

Learn From the Successes AI is Already Having in Guiding Patients

AI_VS_HCP. Think about your interactions with your human healthcare providers and with the AI platforms you use for health and healthcare-related matters. For each of the following statements, please indicate whether it better describes your human healthcare providers, the AI platforms, both equally well, or neither.

Shortened	Full
Non-judgemental	Is not judgmental. Does not make me feel bad or guilty about my lifestyle choices or for not following medical advice
Easy to understand	Presents health information in a way that I can easily understand
Sensitive to my personal constraints	Gives me advice and recommendations that are compatible with my lifestyle and resource constraints. Is sensitive to my specific challenges when it comes to time, money, and access to health facilities.
Holds me accountable	Holds me accountable for my bad health behaviors or when I am not taking good care of myself

2026 Edelman Trust Barometer Special Report: Trust and Health
Full Text For Answer Choices Abbreviated

To Resonate Across Divisive Beliefs, Engage With a Broader Circle of Trust

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.

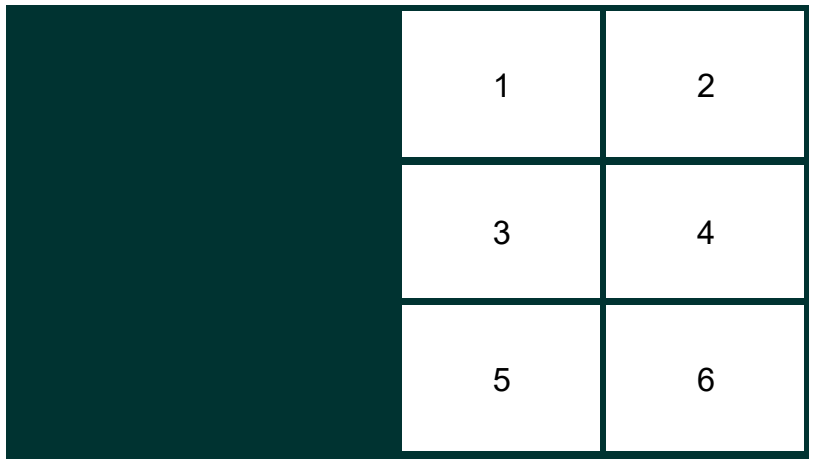
Shortened	Full
Patient advocacy organizations	Patient advocacy organizations: Organizations run by and for patients to support people with a similar disease or condition
Creators *with* medical training	Content creators and influencers with formal medical training who post about health and health-related issues
Creators *without* medical training	Content creators and influencers without any formal medical training who post about health and health-related issues

2026 Edelman Trust Barometer Special Report: Trust and Health
Full Text For Answer Choices Abbreviated

Playbook for Influence: Become A Guide, Not Another Authoritative Voice

INCR_INF. If a medical expert or healthcare provider is trying to convince you to adopt a certain health-related behavior or to consent to a particular treatment that you are having significant doubts or concerns about, how important would each of the following be in getting you to follow their recommendation?

Shortened	Full
First, understand me and my life situation	They first listen and make sure they understand my life situation, feelings, and concerns before trying to explain to me why I should follow their recommendation
Admit that you might not have all of the answers	They are willing to admit that they might not have all of the answers to my questions
Refrain from trying to prove that my point of view is wrong	They refrain from trying to "prove" to me that my point of view is wrong or unfounded
Give me examples of your recommendation working for others	They tell me personal stories about instances where they have seen what they are recommending working for others
Have a presence in my community and make personal connections	They have a presence in my community. They show up to community events and talk with people.



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