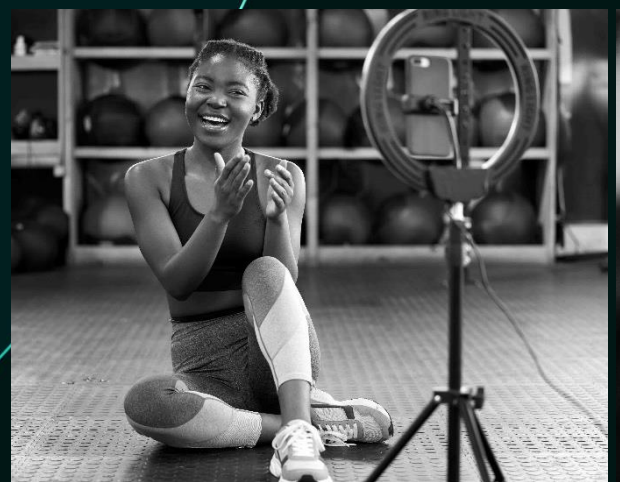
# 2026 Edelman Trust Barometer

## Trust and Health

UK 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.

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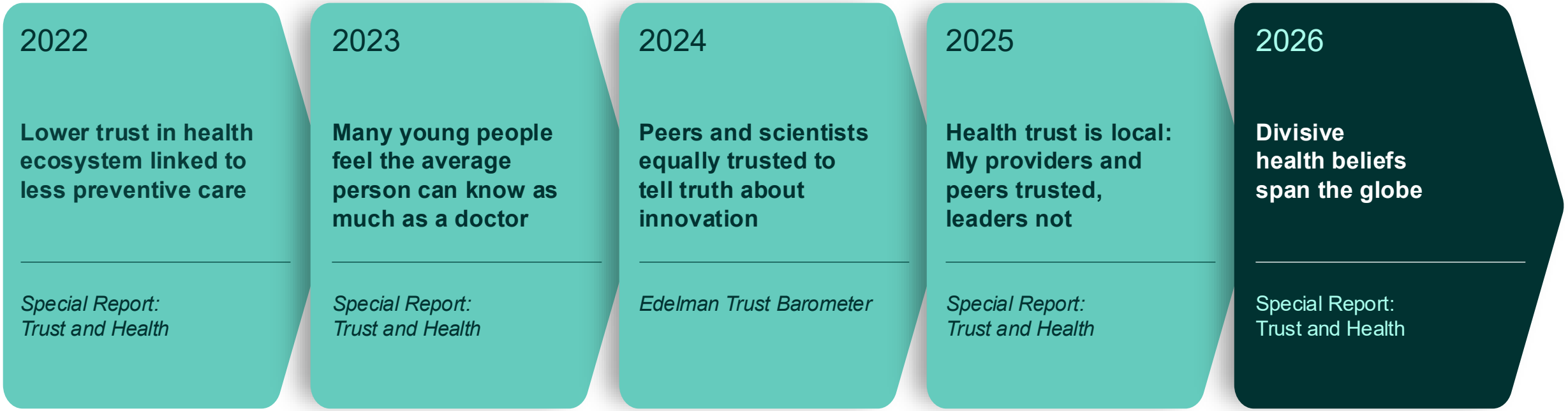
# The Health Information Ecosystem Evolves Over Five Years



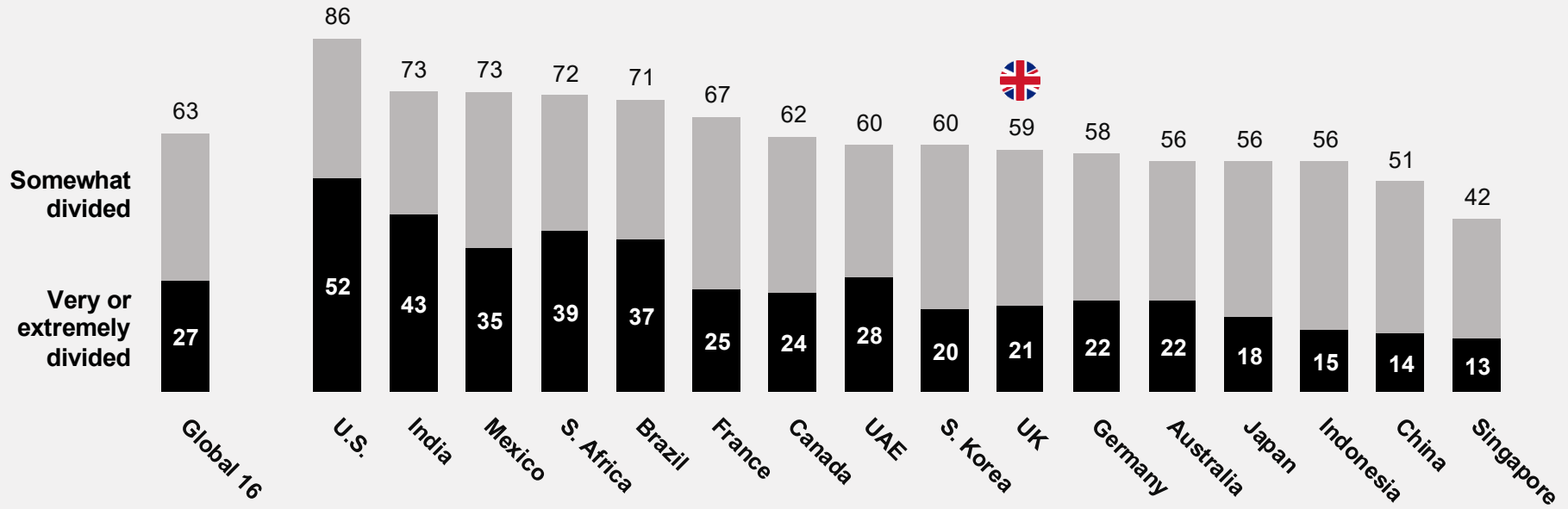
# Confidence in Health Decisions Eroded by Division and Disruption

# 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

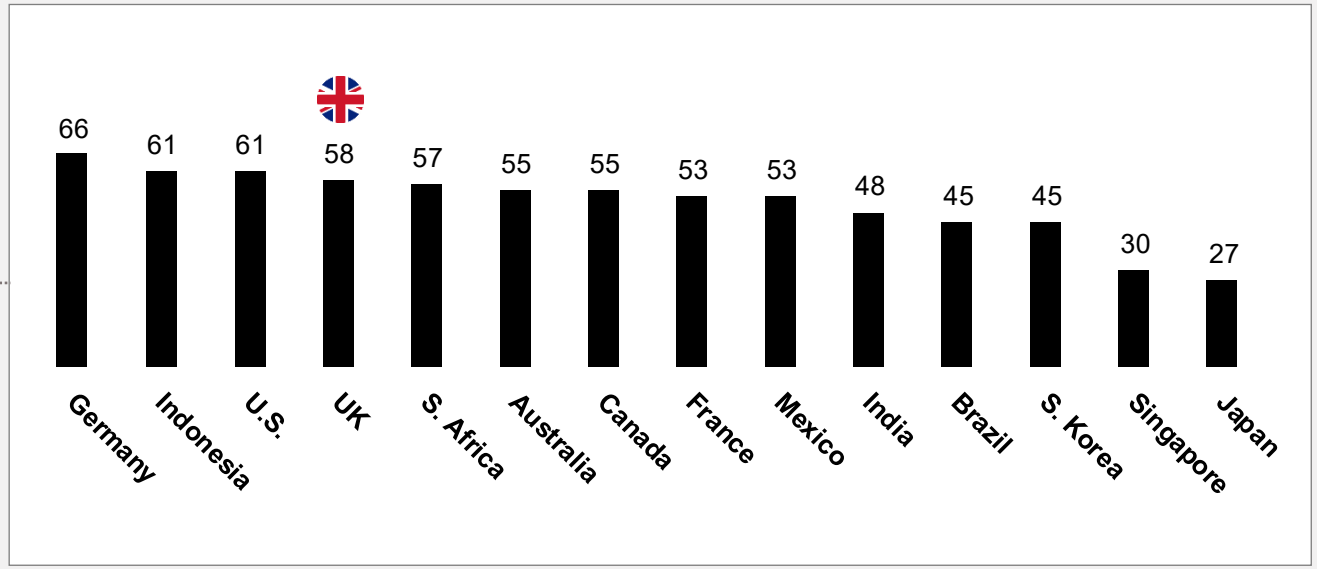
**Because my country is currently divided** on key healthcare issues (64%):

***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

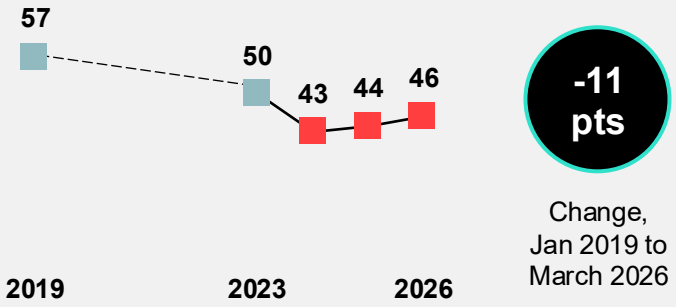
Percent who say

GLOBAL 12

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

Significant change

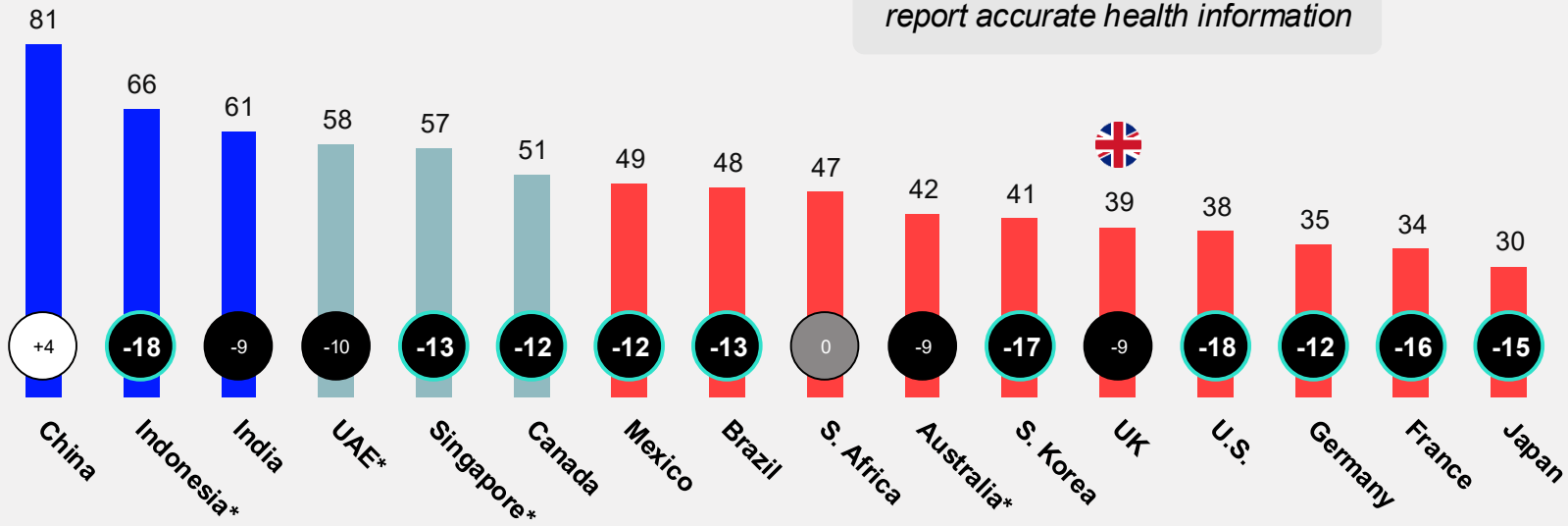
**I trust the media to report accurate information about healthcare**, such as diseases, treatments, and prevention




-11 pts

Change, Jan 2019 to March 2026

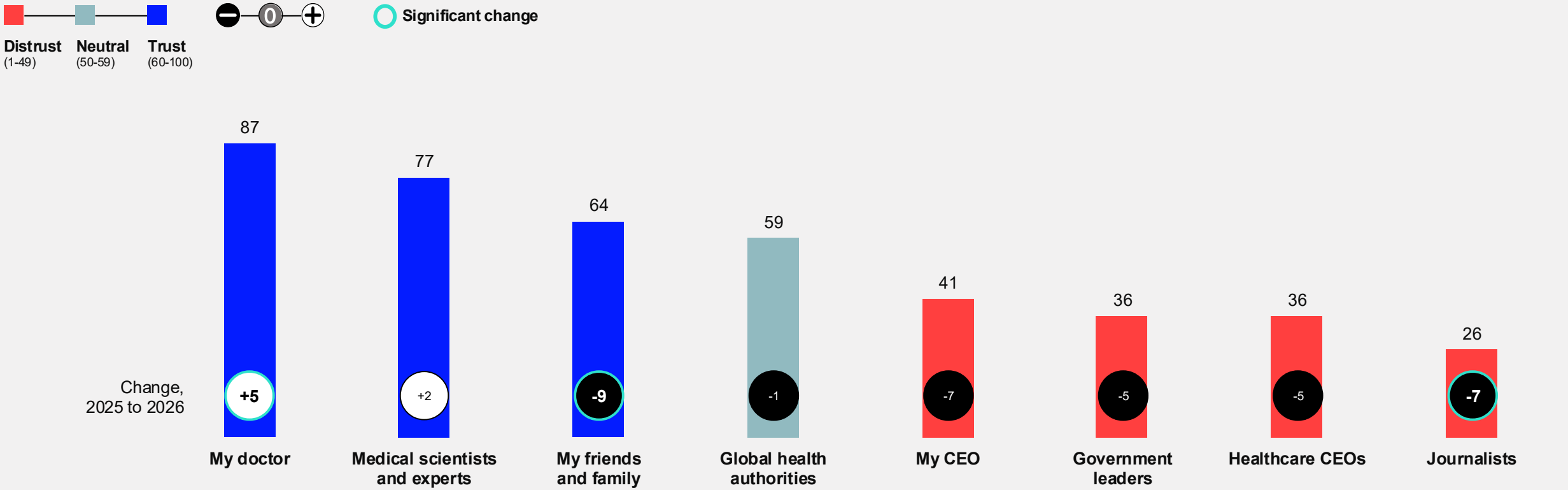
*In the UK, only 4 in 10 trust the media to report accurate health information*




**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 UK, My Doctor More Trusted While Other Voices Fall

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




**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, UK. 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).

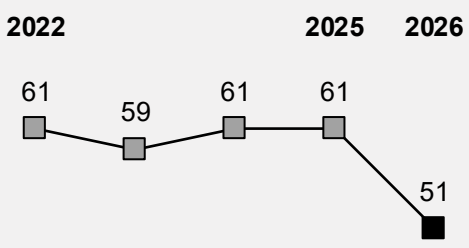
# Confidence in Ability to Find Answers and Make Informed Health Decisions Plummets Since Last Year

Percent who agree

GLOBAL 9

Significant change

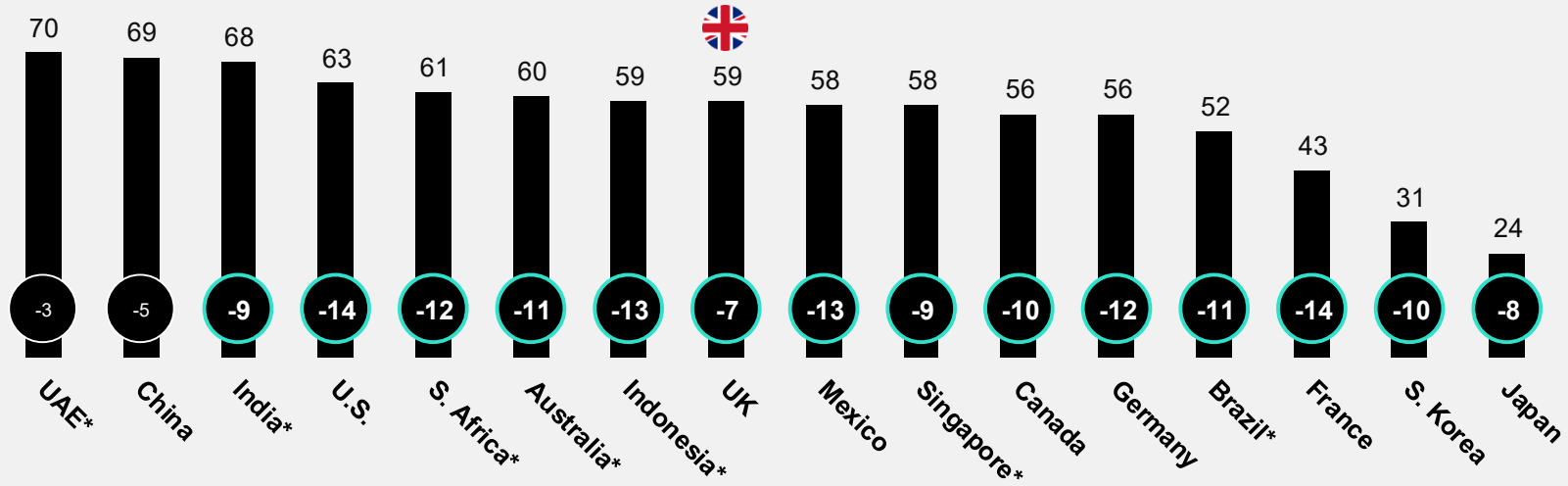
I am confident in my ability **to find answers** about health questions and **make informed decisions**




**-10 pts**

Change, 2025 to 2026

*In the UK, significant 7pt 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 UK, AI Helps Manage Many Aspects of Personal Health

Percent who say, in the UK

**I use AI to manage my health** …

**20%**

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

| | % |
|---|---|
| Get **immediate answers** to get general health questions | 82 |
| Provide sleep, exercise, or nutrition **recommendations** | 80 |
| Get **treatment suggestions** | 77 |
| Get **another opinion** on a diagnosis | 76 |
| Help me **interpret** medical test results | 76 |
| Explore possible **causes of my symptoms** | 73 |
| **Provide an alternative** when I can't access an HCP | 70 |
| Determine if **I can handle symptoms** myself or not | 69 |
| **Talk about my personal problems** and emotions | 68 |

**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, UK.

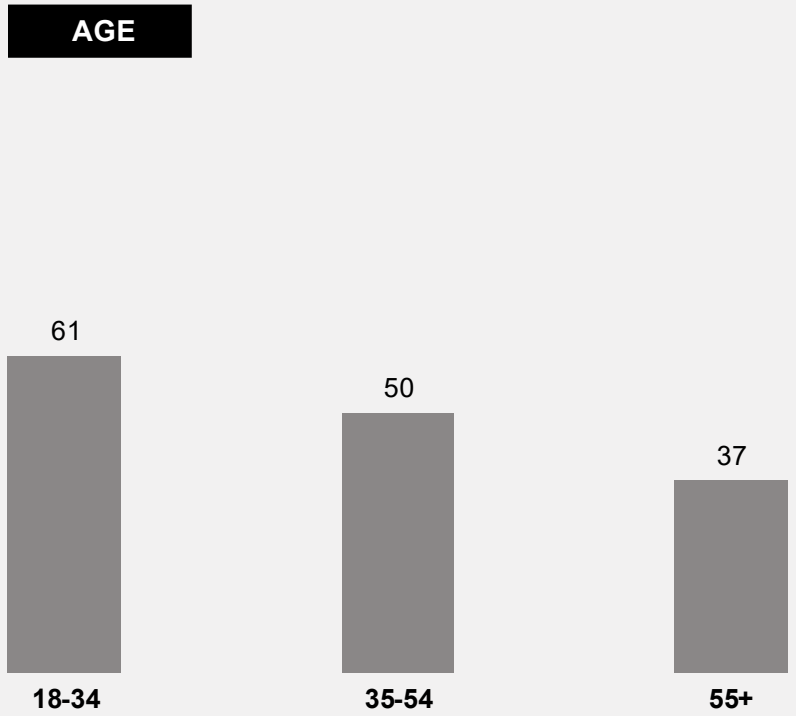
# Consumer AI Use Encroaches on Medical Expertise

Percent who say, in the UK

**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 (28%)*
- *Triage care (24%)*
- *Perform basic medical procedures (14%)*
- *Determine proper treatment or medication (13%)*
- *Diagnose illness or condition (9%)*

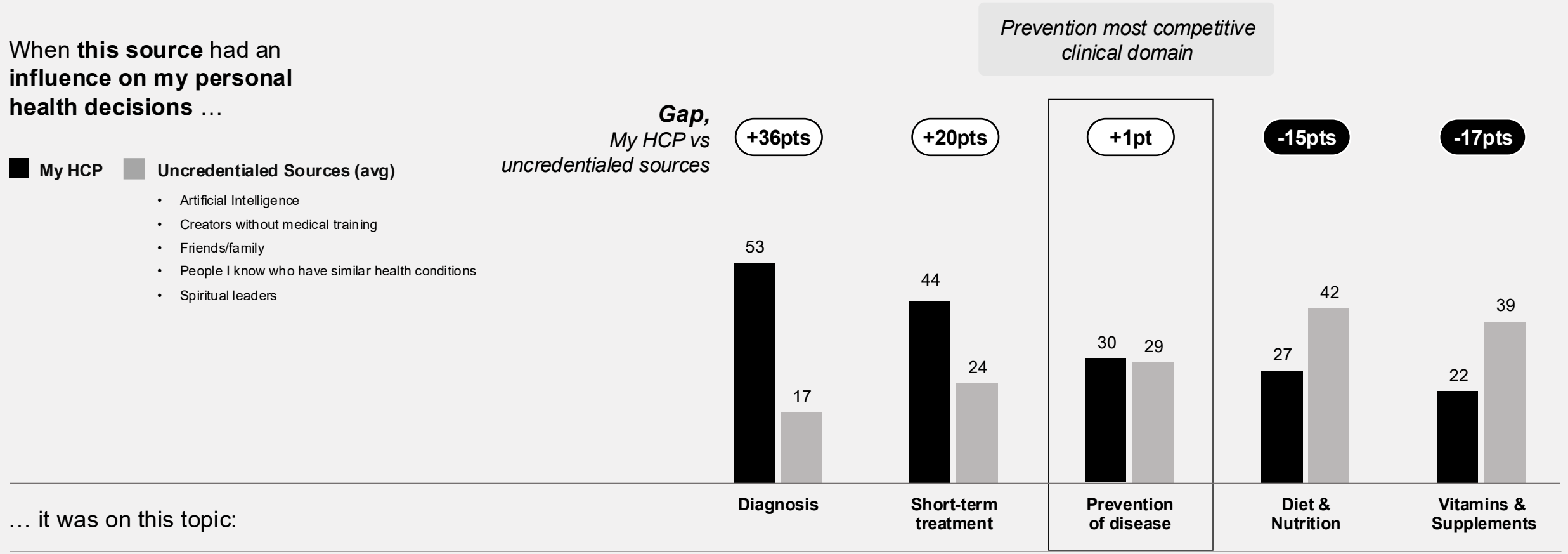
**48%** (net)




**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, UK, and by age. Data shown is a net of all five tasks.

# In the UK, HCPs Compete With AI, Peers, and Other Uncredentialed Sources To Influence Clinical and Lifestyle Decisions

Percent who say, in the UK



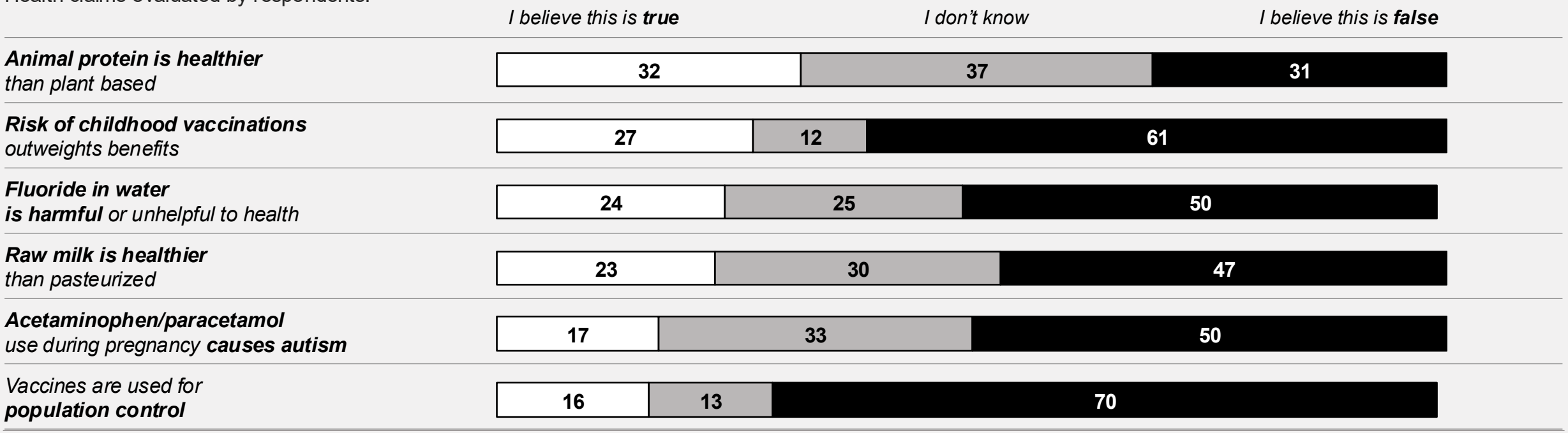

**2026 Edelman Trust Barometer Special Report: Trust and Health.** This analysis was conducted on a subset of respondents who were assigned up to four sources of influence at the following question based on whether they indicated each influenced their personal health decisions at LEG_INFO. NC_DOM_INF. 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, UK, among those who were assigned to answer this question about how their doctor (53%) influences personal health decisions and by those assigned AI platforms (18%), family and friends (42%), people I know with similar health conditions (28%), social media content creators who do not have a formal medical degree (15%), and spiritual leaders (13%). 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 UK, Divided Views on Whether Key Health Claims Are True

Percent who say, in the UK

Health claims evaluated by respondents:



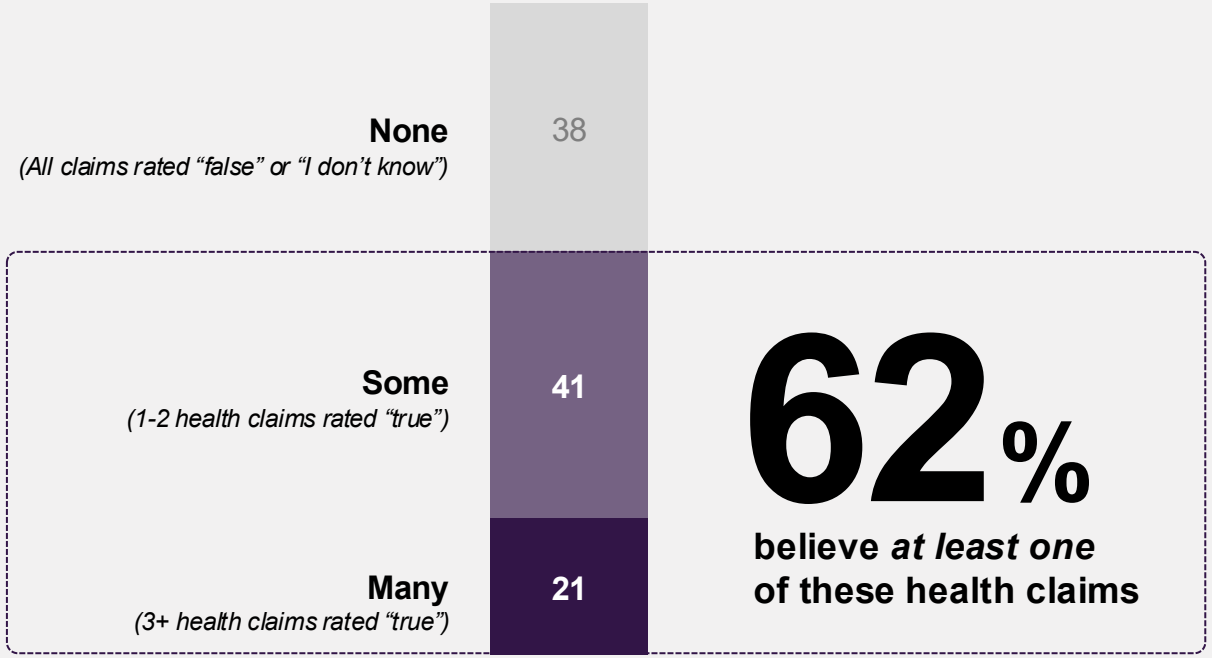

2026 Edelman Trust Barometer Special Report: Trust and Health. CON_ISS. Please indicate whether you believe each of the following is true or false. General population, UK. Data is ranked by "true" and any ties are broken by decimal. Due to rounding, data for each health claim may not add to 100.

# In the UK, 3 in 5 Hold At Least One Divisive Health Belief

Percent who say, in the UK

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*

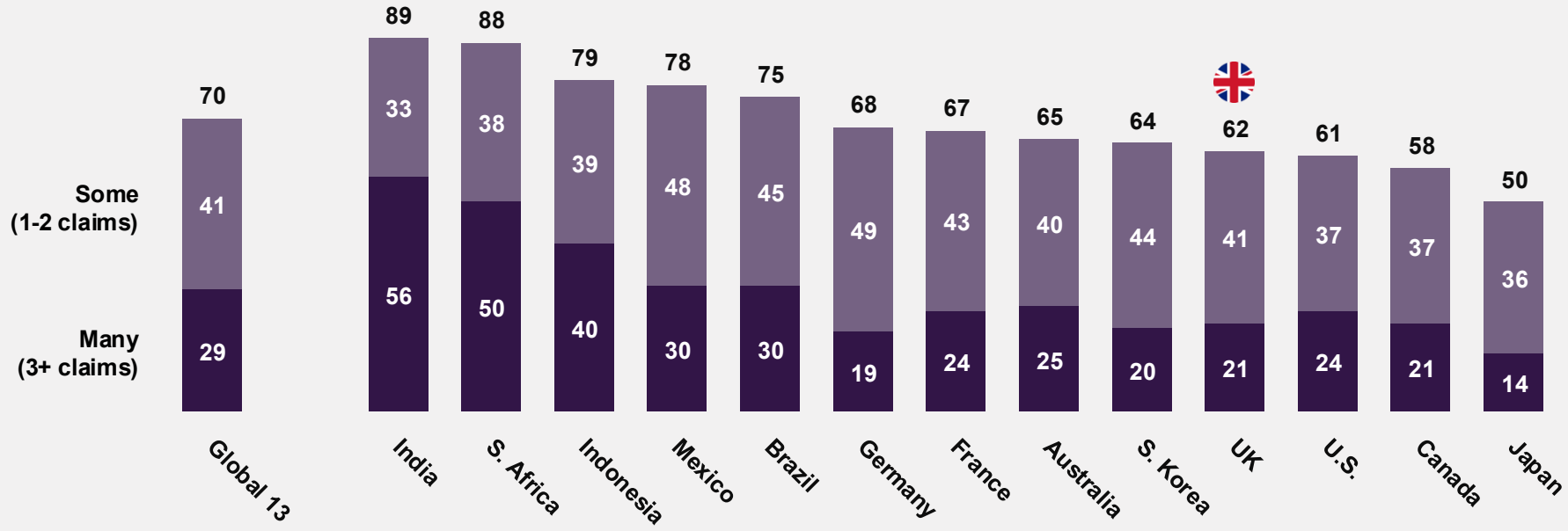
**2026 Edelman Trust Barometer Special Report: Trust and Health.** Divisive belief segments. General population, UK. The percent who believe at least one health claim is a sum of "some" and "many." For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

# 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**

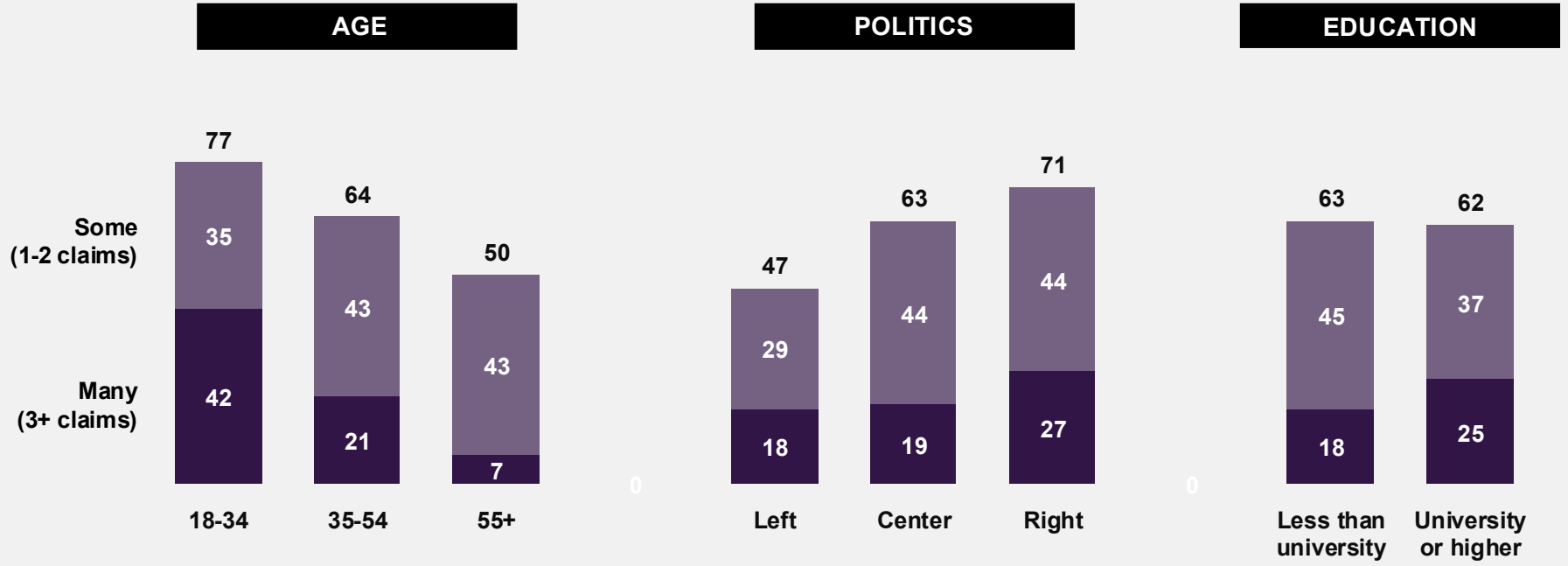



**2026 Edelman Trust Barometer Special Report: Trust and Health.** Divisive belief segments. General population, 13-mkt avg. Data not collected in China, Singapore, and the UAE. For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

# In the UK, Divisive Health Beliefs Reach Across Age Groups, Political Leanings, and Education Levels

Percent who say, in the UK

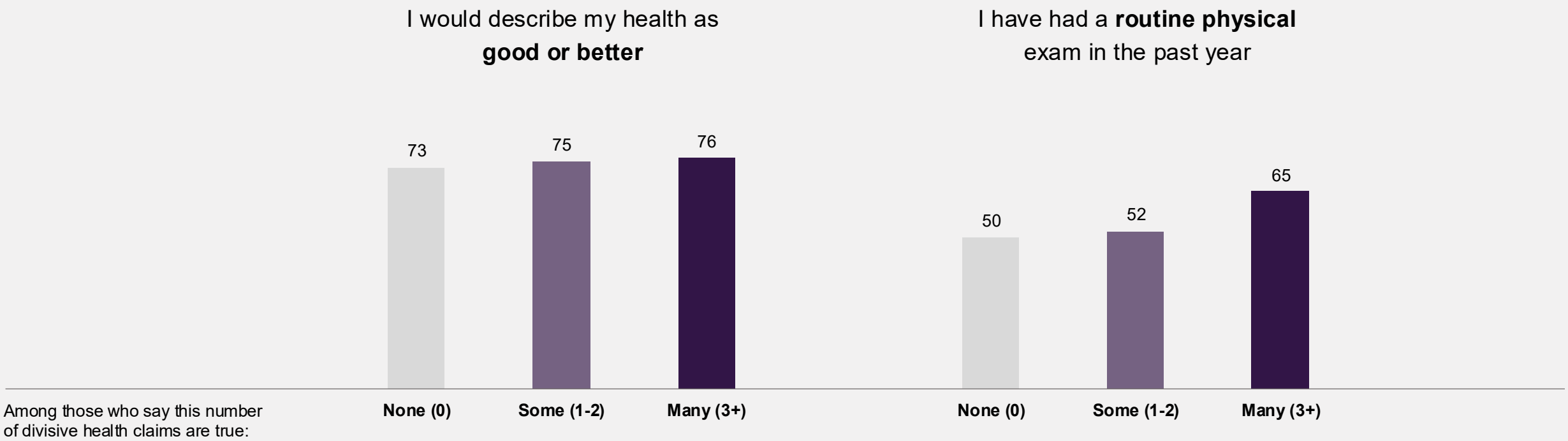
I believe ____ of the divisive health claims **to be true**



# Who Your Audience Really Is

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

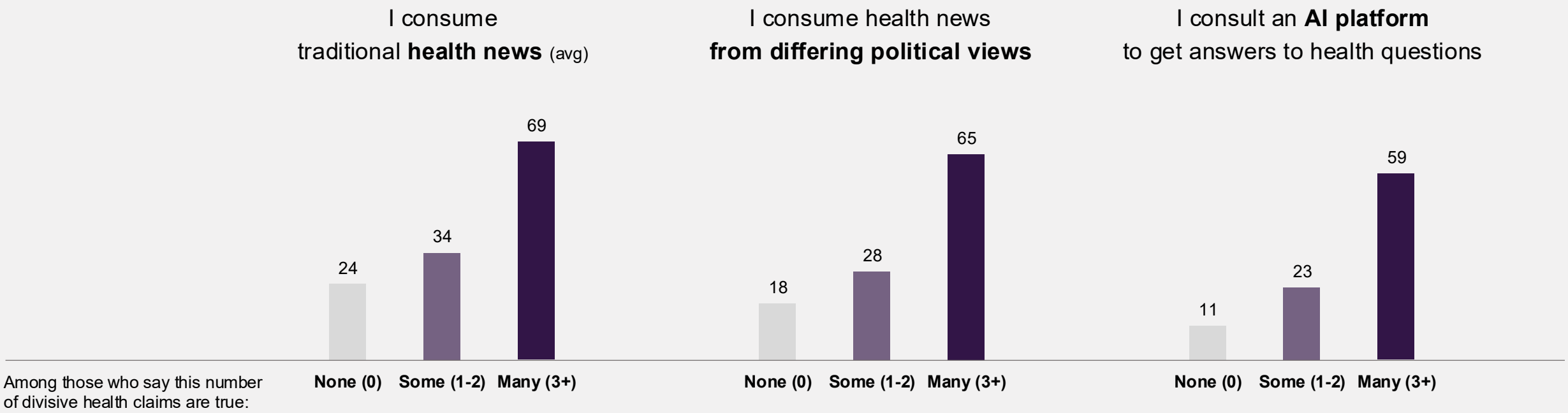
Percent who say, in the UK




**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, UK, 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

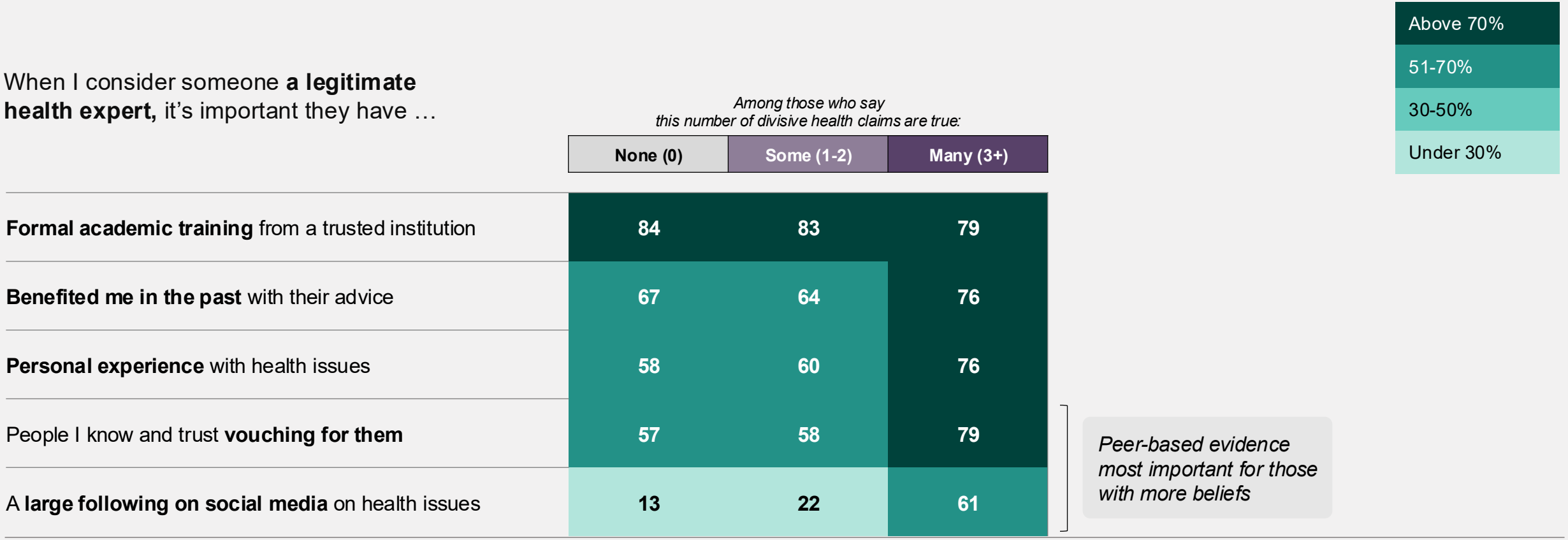
Percent who say they do each monthly or more, in the UK




**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, UK, 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

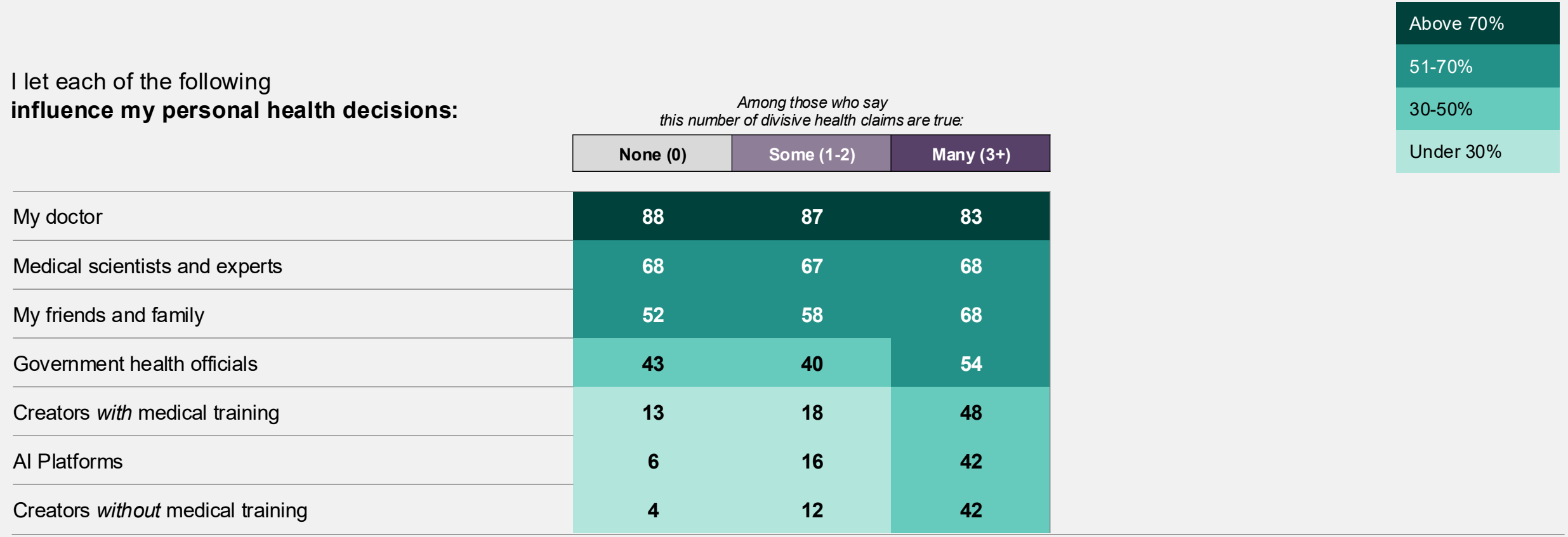
Percent who say, in the UK




**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, UK, 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 UK




I let each of the following **influence my personal health decisions:**

| | *Among those who say this number of divisive health claims are true:* None (0) | Some (1-2) | Many (3+) |
|---|---|---|---|
| My doctor | 88 | 87 | 83 |
| Medical scientists and experts | 68 | 67 | 68 |
| My friends and family | 52 | 58 | 68 |
| Government health officials | 43 | 40 | 54 |
| Creators *with* medical training | 13 | 18 | 48 |
| AI Platforms | 6 | 16 | 42 |
| Creators *without* medical training | 4 | 12 | 42 |

**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, UK, by divisive belief segments. For a full explanation of how the divisive belief segments were created, please see the Technical Appendix.

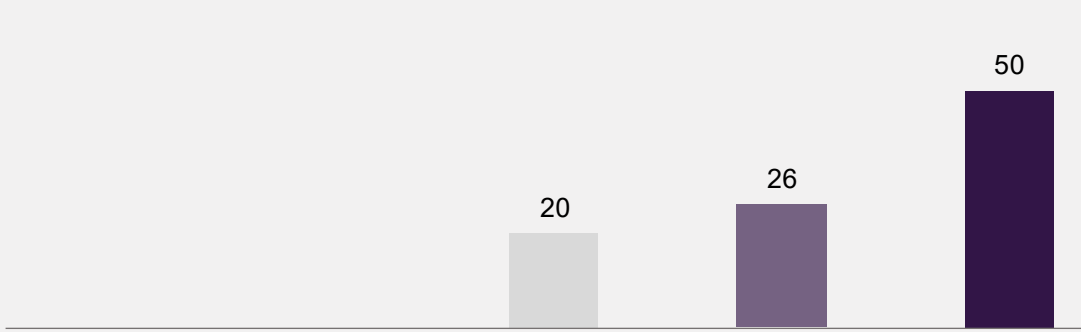
# With More Divisive Health Beliefs, Greater Likelihood Of Conflicting Advice and Ignored HCP Guidance

Percent who say, in the UK

*Among those who have been influenced by someone other than their HCP (89%)*

**Non-HCP recommendations have conflicted**

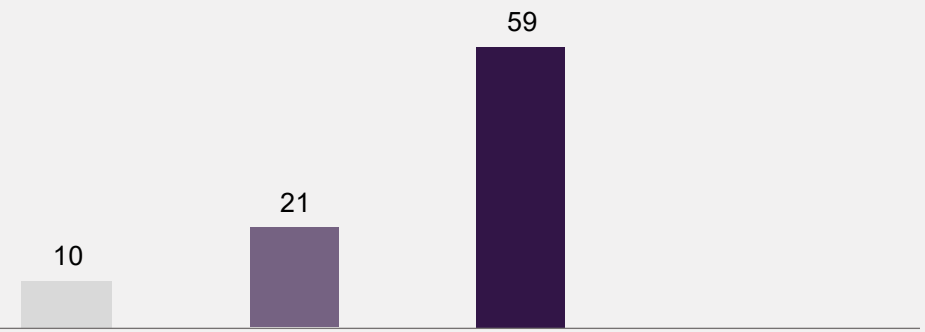
with my HCP's advice




*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, UK, 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

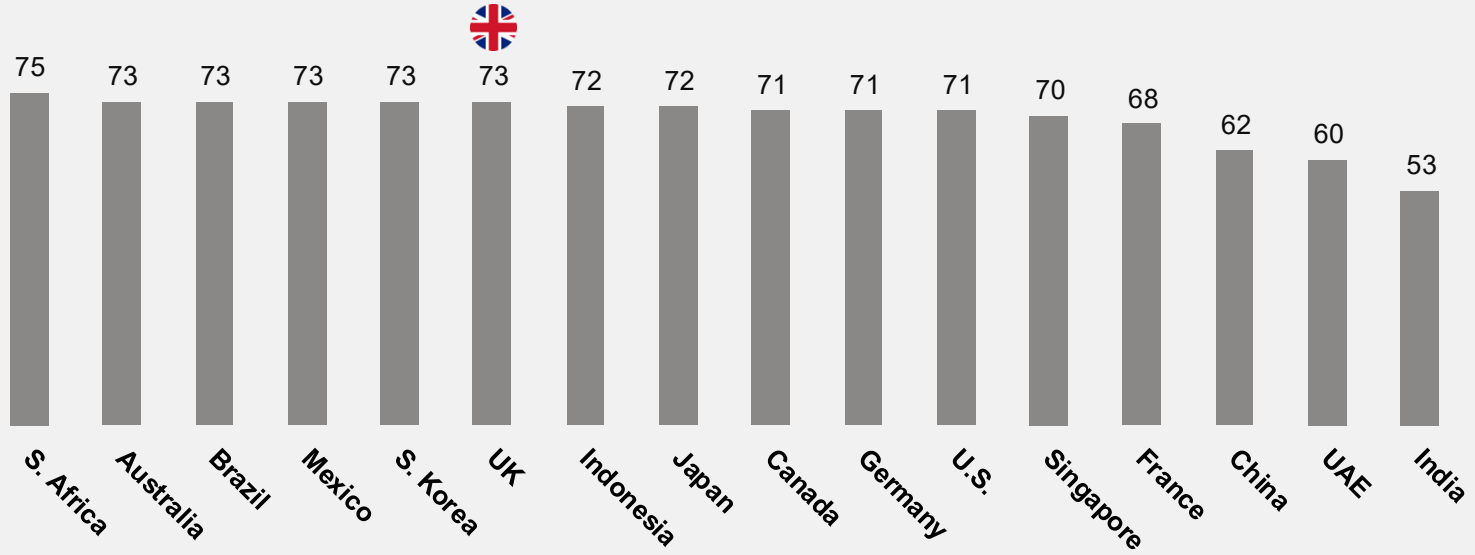
Percent who say

**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 UK

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 | 36 |
| Support the position that is true to **the company's values** | 27 |
| **Not take any public position** on the issue | 14 |
| Support **my position** | 8 |

**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, UK.

# Leverage Professional Expertise to Broker Trust Across Divides

Among those in the UK who say their country is divided on a health issue (90%), 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:*

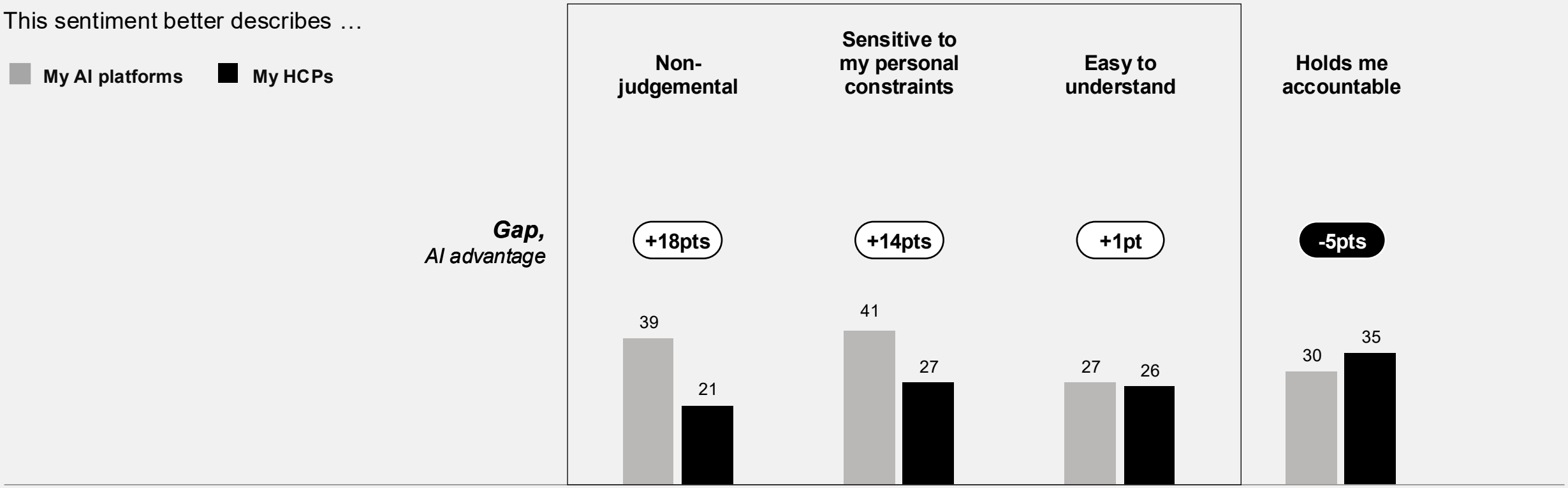
| *Top 3 of 16* | **None** (0) | **Some** (1-2) | **Many** (3+) |
|---|---|---|---|
| **#1** | **My doctor** | **My doctor** | Health NGOs |
| **#2** | Medical experts | Medical experts | **My doctor** |
| **#3** | National health authorities | National health authorities | Medical experts |

*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, UK, 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 UK who use AI to manage their health (20%)




**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, UK.

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

Percent who say, in the UK

**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 | 91 | 85 | 82 |
| Medical scientists and experts | 81 | 74 | 75 |
| My friends and family | 58 | 65 | 72 |
| Patient advocacy organizations | 59 | 52 | 64 |
| My CEO | 32 | 34 | 65 |
| Creators *with* medical training | 20 | 27 | 56 |
| Creators *without* medical training | 9 | 13 | 50 |

*My doctor most trusted voice regardless of divisive health beliefs*

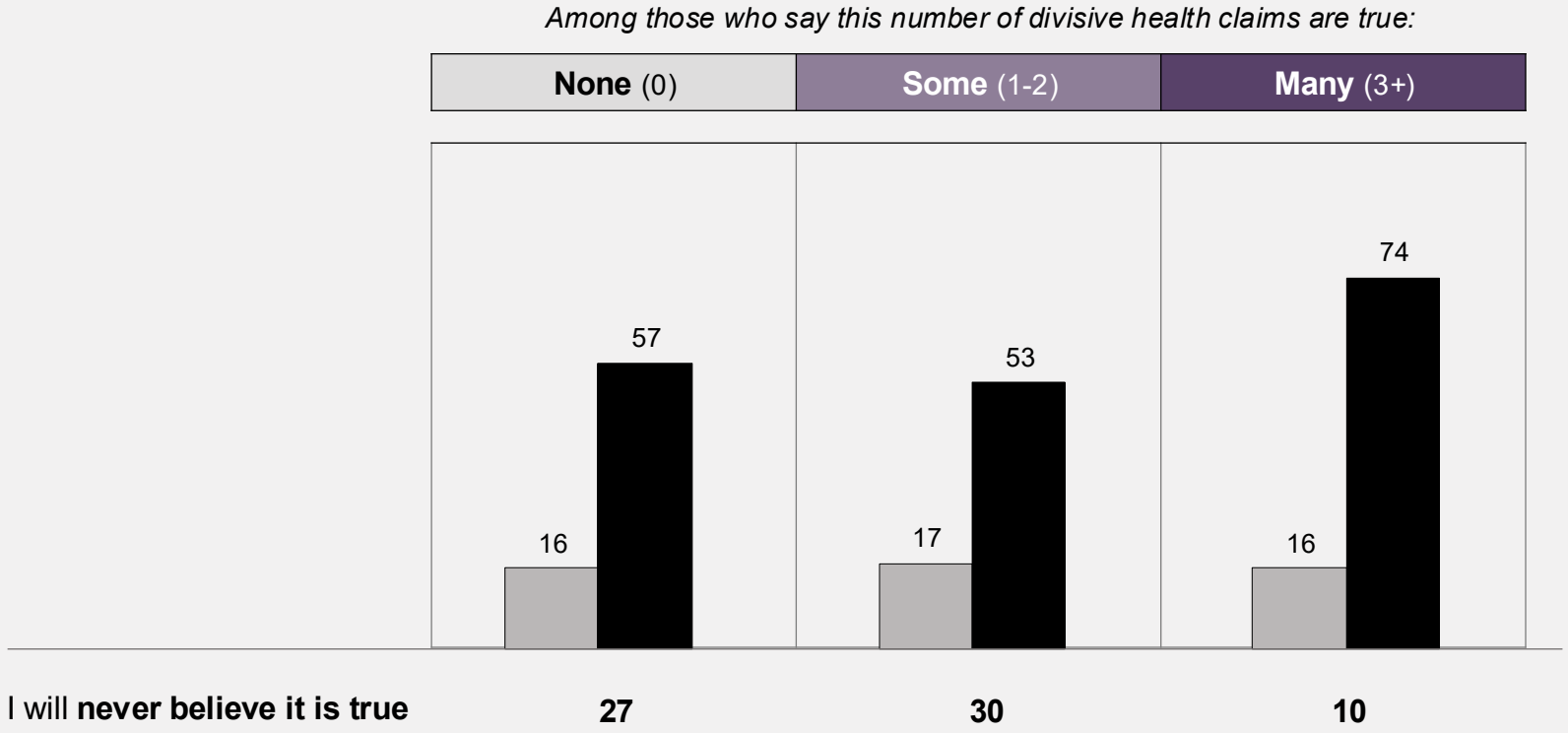
**2026 Edelman Trust Barometer Special Report: Trust and Health.** HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, UK, 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 UK

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**

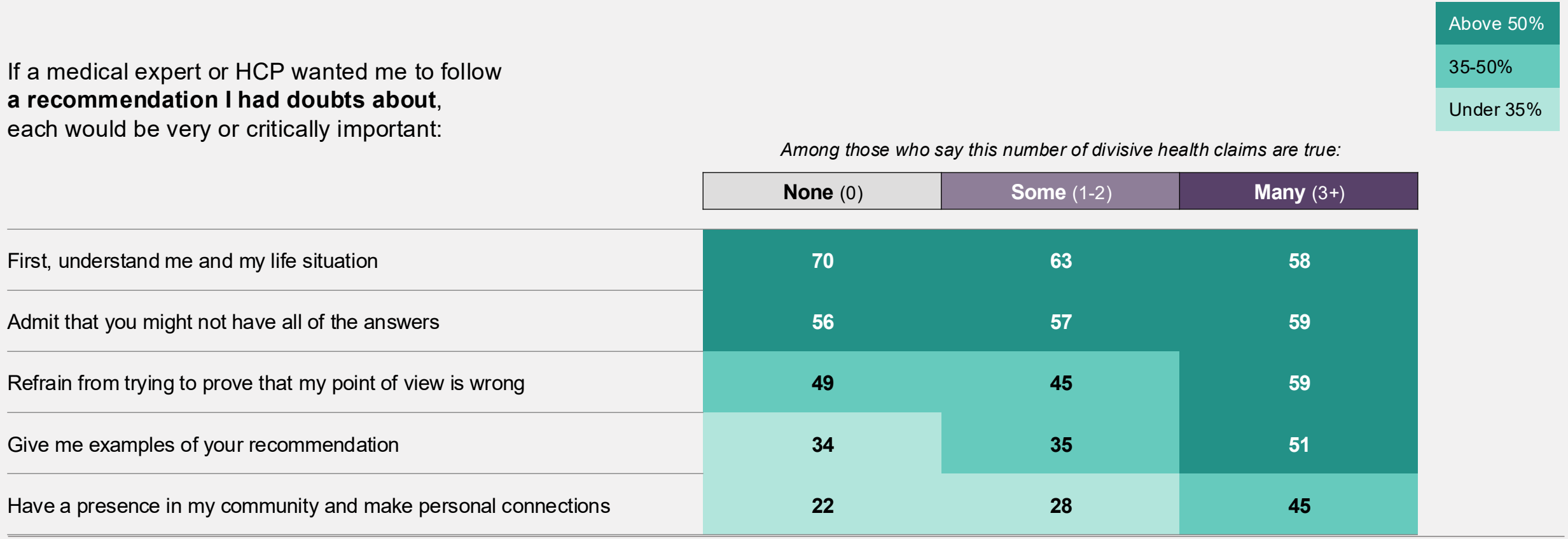



**2026 Edelman Trust Barometer Special Report: Trust and Health.** HEAR_TIME_HEA3. If you see a piece of information or a recommendation about a health or healthcare issue from a source you trust that directly contradicts what you believe, how many times do you need to see it or hear it repeated by different 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, UK, 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 UK

If a medical expert or HCP wanted me to follow **a recommendation I had doubts about**, each would be very or critically important:




**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, UK, 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 UK, Widespread Debate on Health Issues Undermines Trust in the Healthcare System

Percent who say, in the UK

**Because my country is currently divided** on key healthcare issues (59%):

***Top 3 of 6***

People are **losing trust in the healthcare system** **58%**

Our country is **becoming less healthy** **47%**

**My government is losing credibility** on health issues **46%**

**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, UK. 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)

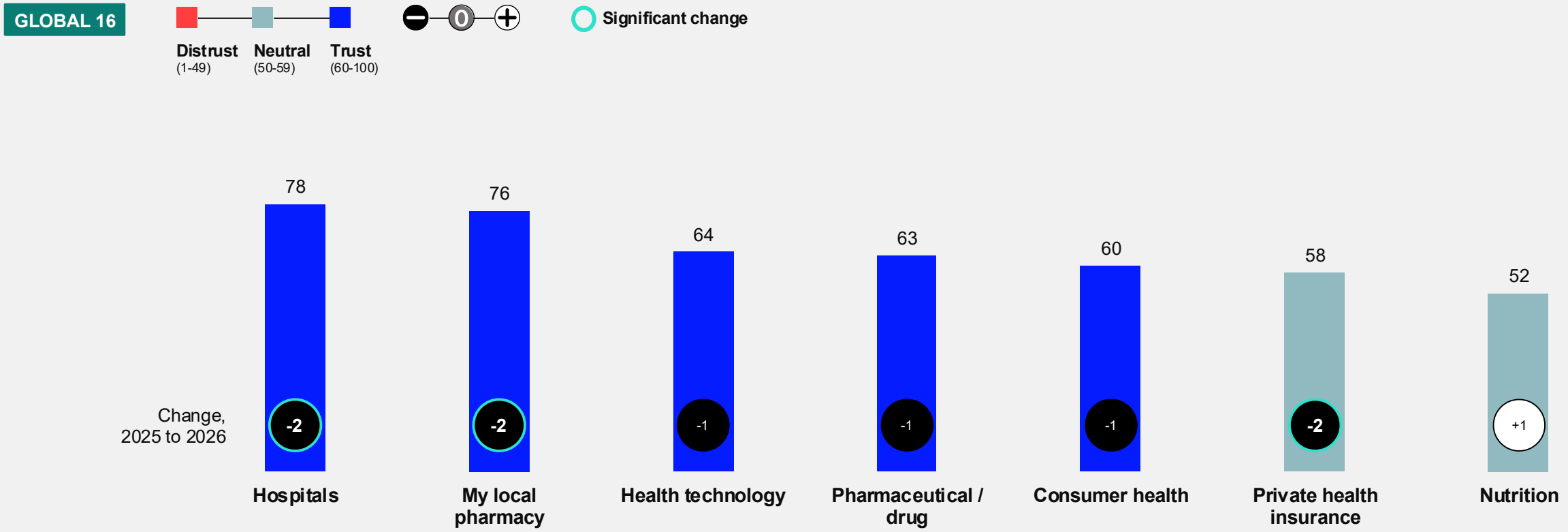
Significant change*

| | 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."

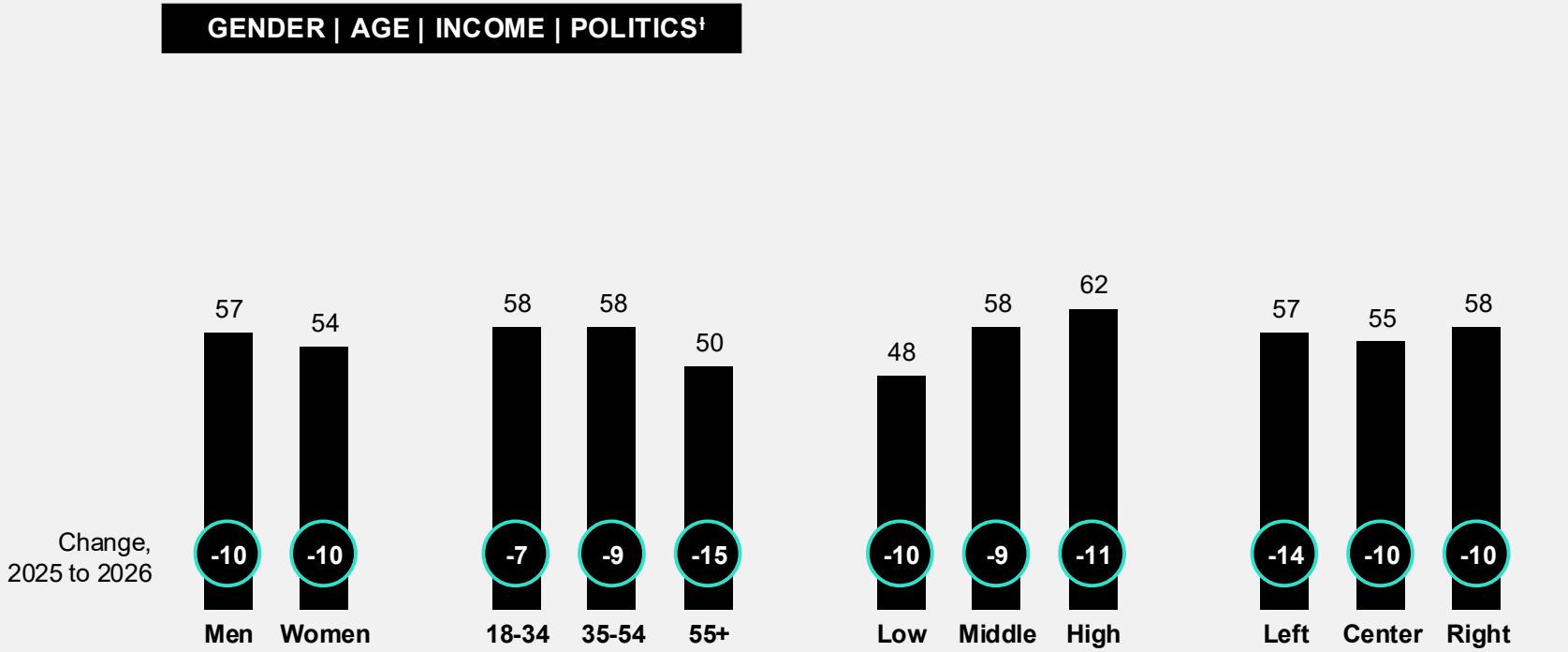
# Across Demographics, Confidence in Ability to Find Answers and Make Informed Health Decisions Plummets Since Last Year

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.

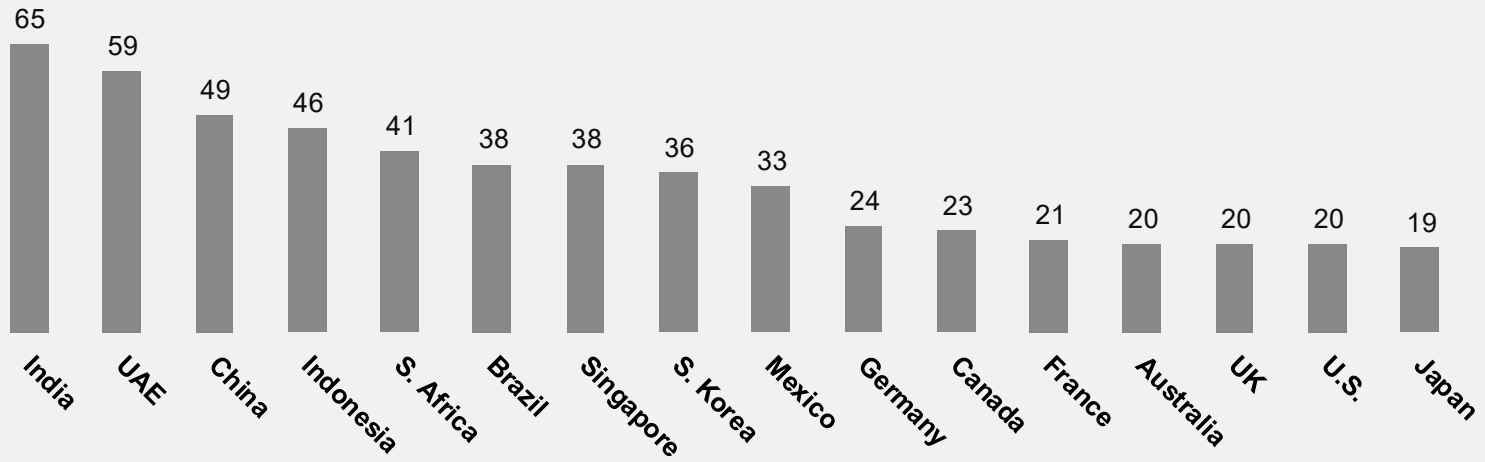
# Over 1 in 3 Use AI to Manage Their Health

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

CHANGE "brokering" to "bridging" in the following decks: **China, India, S. Korea, Singapore**

**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.

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# Countries Included in Each Global Averages

| 16 countries surveyed | Global 16 average | Global 14<br>Excludes UAE and China | Global 13<br>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.

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# 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.

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# 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<br>2. False<br>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<br>2. Raw milk is healthier for you than pasteurized milk<br>3. The risks associated with childhood vaccinations greatly outweigh the potential benefits<br>4. Animal protein is healthier than plant-based protein<br>5. Putting fluoride in the drinking water has no health benefits and can be dangerous<br>6. Vaccines are being used as a means of population control |

# Full Question Text

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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 |

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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 |

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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. |

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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 |

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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 |

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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<br><br>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 |

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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 |

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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<br>Followed medical advice you found on social media even though it contradicted what your doctor or other healthcare provider told you |

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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 |

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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 |

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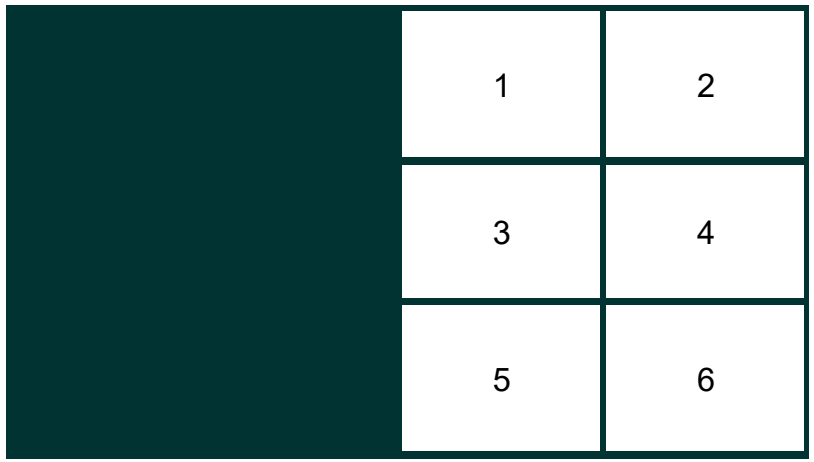
Full Text For Answer Choices Abbreviated

# 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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