



# Edelman Trust Barometer 2022



# 2022 EDELMAN TRUST BAROMETER SPECIAL REPORT: TRUST DEFINES HEALTH OUTCOMES

*How does trust  
rank vs. other  
determinants of  
health?*

**Building and expanding on  
existing research**

*Does trust in the  
health ecosystem  
influence  
everyday health  
decisions?*

*Does trust  
influence  
personal health  
outcomes?*

# 2022 EDELMAN TRUST BAROMETER SPECIAL REPORT:

## TRUST AND HEALTH

### Methodology

9-market global data margin of error: General population +/- 1.0% (n=9,000); half-sample global general online population +/- 1.5% (n=4,500).

Country-specific data margin of error: General population +/- 3.1% (n=1,000); half-sample +/- 4.4% (n=500).

U.S. race and ethnicity-specific data margin of error: Non-Hispanic White +/- 4.1% (n=576); Black, Hispanic, and Asian +/- 4.9% (n=400).

Fieldwork conducted: February 10 – February 18, 2022

10

countries

10,000

respondents

1,000

respondents/country

All data is nationally representative based on age, region and gender

*\*To prevent skewing the global results, Nigeria is not included in any global averages because the online population is not representative of the true population*

An oversample of Black, Hispanic, and Asian respondents was collected in the U.S., allowing for segmentation of racial and ethnic communities, including the Non-Hispanic White population, across questions.

Each racial and ethnic segment is nationally representative based on age, region and gender, and has the following base size:

White	n=576
Black	n=400
Hispanic	n=400
Asian**	n=400

\*\*Asian includes Native Hawaiian and Pacific Islanders

Canada

China

France

Germany

Japan

Mexico

Nigeria

S. Korea

UK

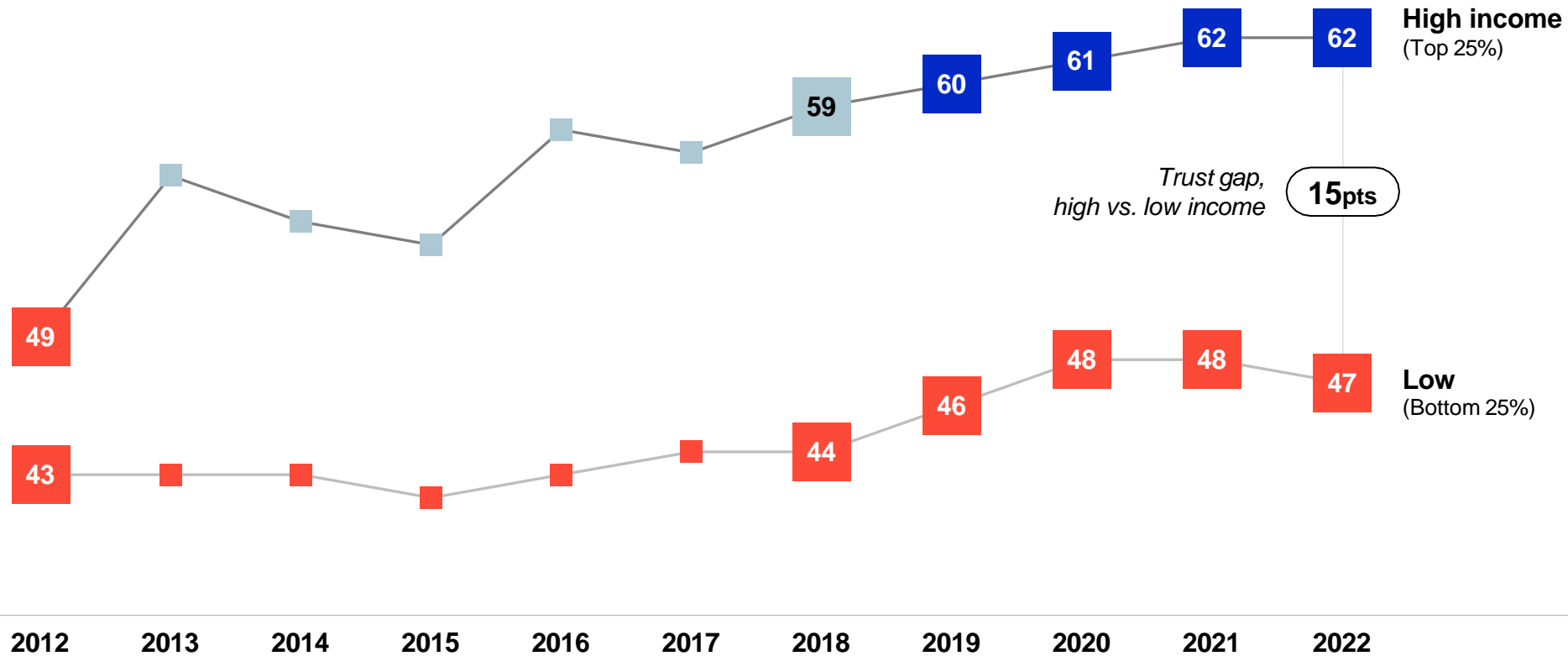


U.S.

# RECORD TRUST GAP BETWEEN HIGH AND LOW INCOME

Trust Index

Global 22

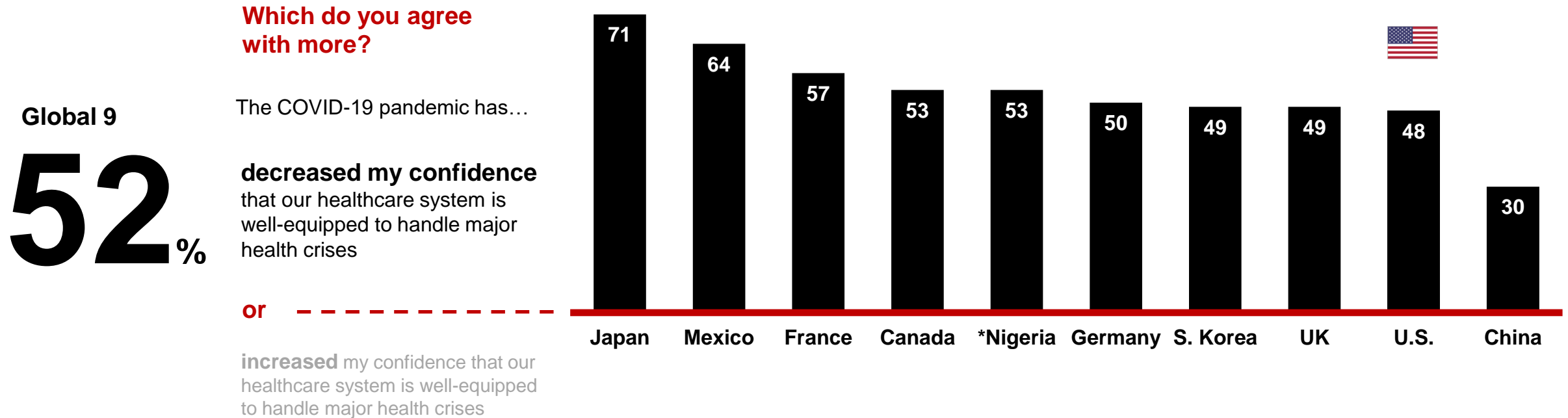


## Countries with the greatest income-based trust inequality

Thailand	36pts
Saudi Arabia	27pts
UK	25pts
Ireland	23pts
Germany	21pts
The Netherlands	21pts

2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. 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, 22-mkt avg., by income.

# PANDEMIC EFFECT: LESS CONFIDENCE IN HEALTH SYSTEM



2022 Edelman Trust Barometer Special Report: Trust and Health. HEA\_SYS\_CHOICE. You are about to see a series of two choices. For each pair, we want you to choose the one that you agree with more. General population, 9-mkt avg.  
\*Nigeria is not included in the global average.

# IN THE U.S., STEEP 5-YEAR DECLINE IN CONFIDENCE TO MAKE INFORMED HEALTH DECISIONS

Percent who agree

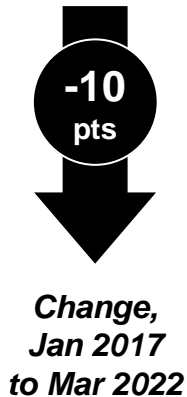


Change, Jan 2017 to Mar 2022

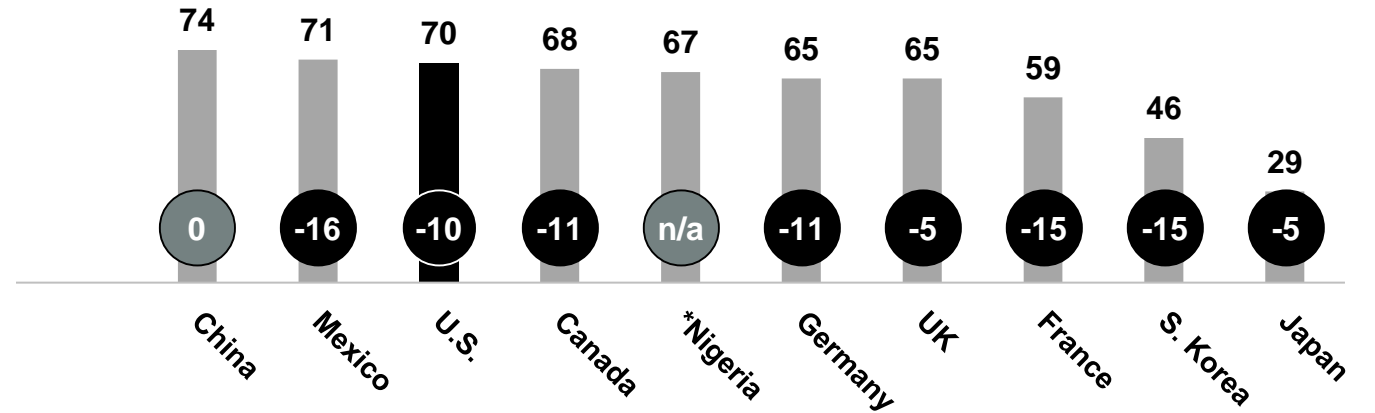
I am **confident in my ability** to find answers about healthcare questions and **make informed decisions for myself and my family**

Global 9

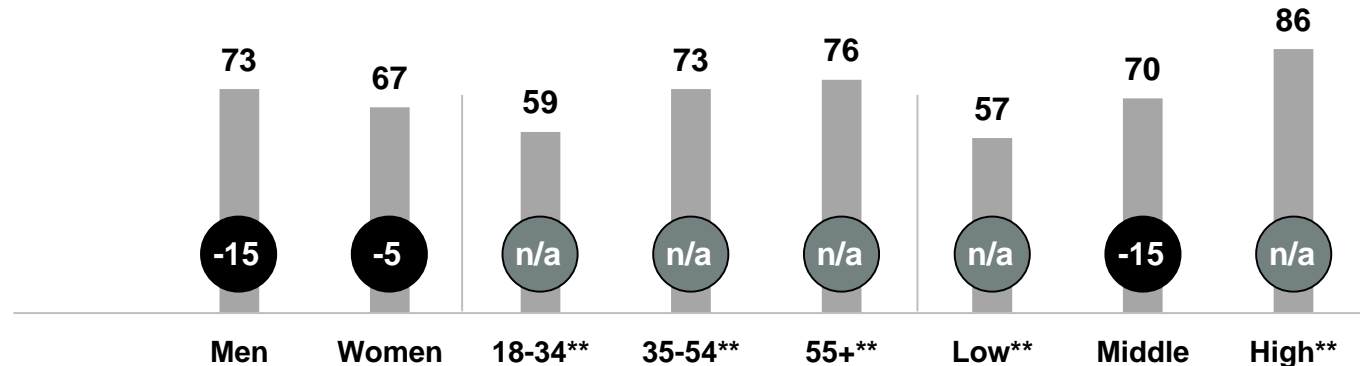
**61%**



Markets



Gender | Age | Income



2022 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., and by U.S. demographics.

\*Nigeria is not included in the global average. \*\*Base size is too small to report January 2017 data (less than n=100).

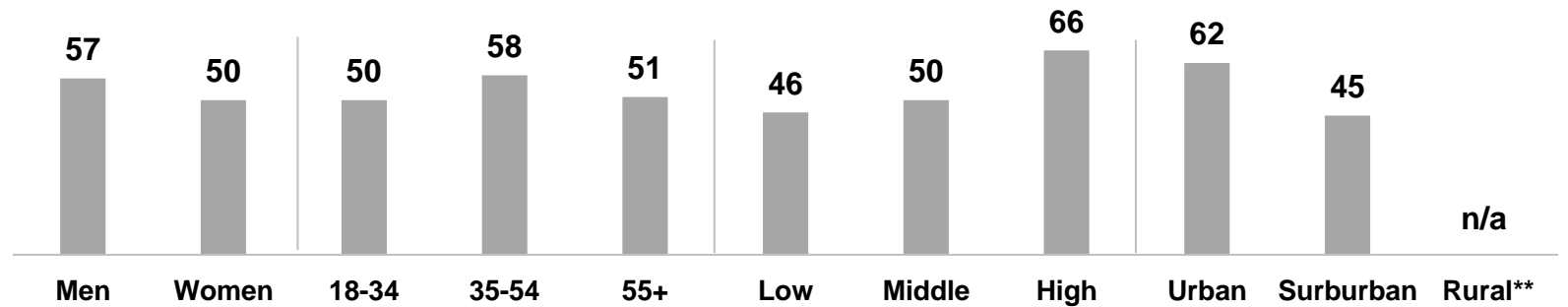
# MAJORITY WORRIED ABOUT SCIENCE BEING POLITICIZED

Percent who say, in the U.S.

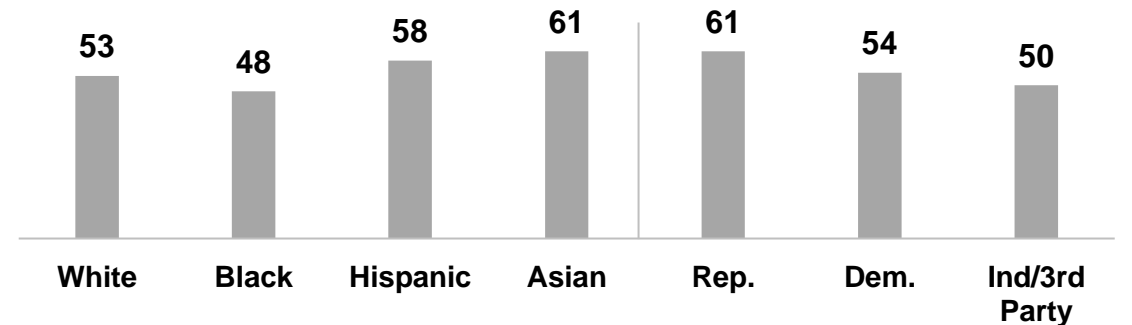
I worry **medical science** is becoming politicized or **being used to support a specific political agenda**

Gender | Age | Income | Location

*Greatest concern among those with high income*



Race and Ethnicity | Political Affiliation

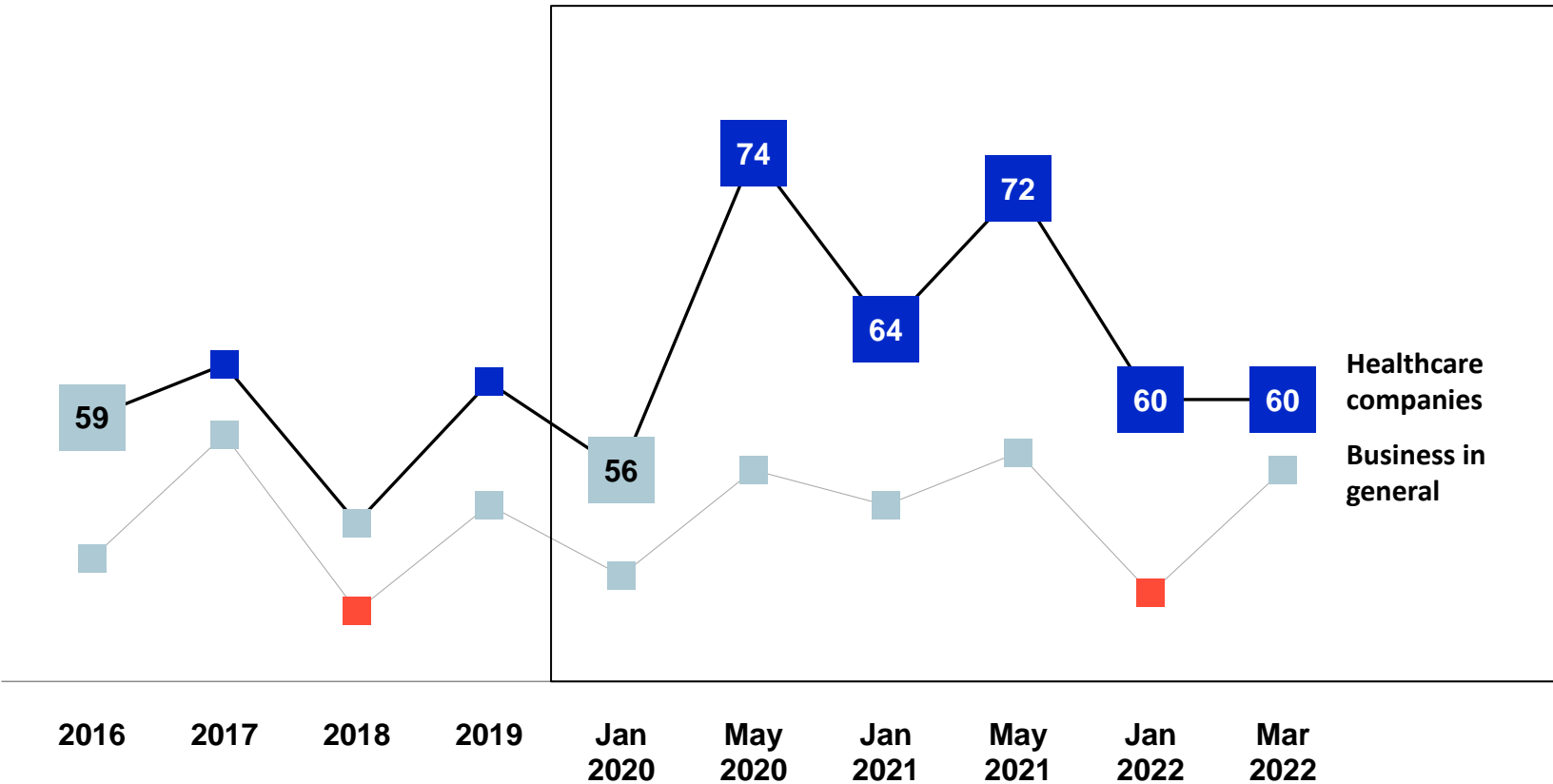
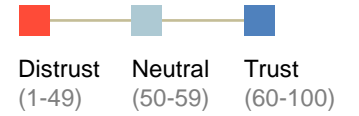


# 53%

2022 Edelman Trust Barometer Special Report: Trust and Health. HEA\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worried. Question asked of half of the sample. General population, U.S., and by demographics, and Non-Hispanic White, Black, Hispanic, and Asian populations. \*\*Base size is too small to report data (less than n=100).

# SINCE 2020, TRUST IN HEALTH SECTOR MORE VOLATILE

Percent trust, in the U.S.



Countries with trust declines for healthcare companies:	+/- since Jan 2020
Japan	-8
UK	-8
Canada	-6
China	-5
S. Korea	-2

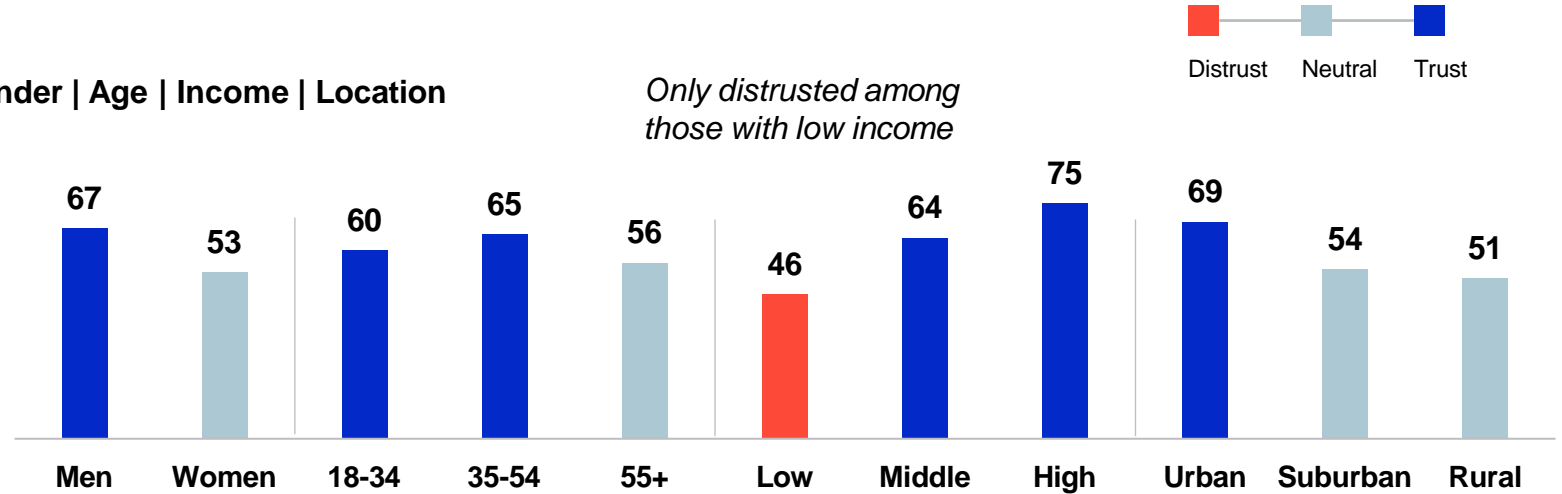


# U.S. TRUST IN HEALTH CARE COMPANIES DIFFERS BY INCOME, GEOGRAPHY, RACE/ETHNICITY AND POLITICS

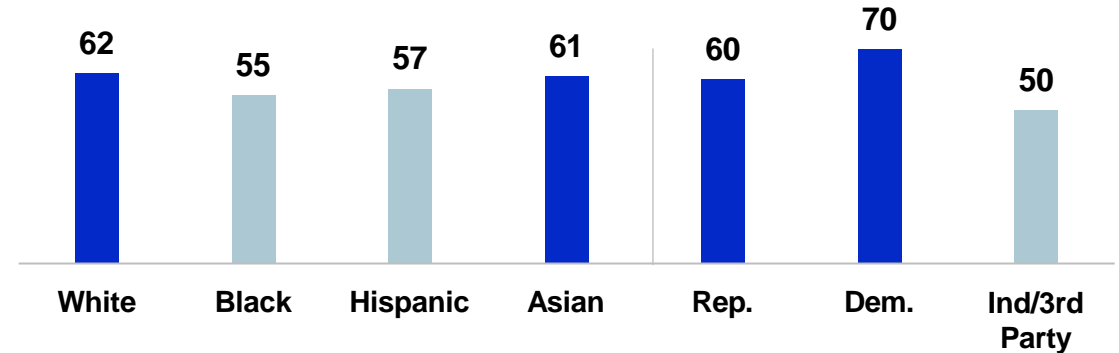
Percent trust in the U.S., healthcare companies

**60**  
Healthcare companies

Gender | Age | Income | Location



Race and Ethnicity | Political Affiliation



# TRUST: A KEY DETERMINANT OF HEALTH

# TRUST RANKS AMONG TOP DETERMINANTS OF GOOD HEALTH BEHAVIORS

Regression analysis: increase associated with each determinant

<i>When respondents...</i>	Increased likelihood to be <b>fully vaccinated</b> (standardized across determinant levels)
Are in older age groups	<b>8.1%</b>
<b>Have higher trust in the health ecosystem</b>	<b>5.0%</b>
<b>Trust government</b>	<b>4.4%</b>
Have high-quality healthcare	<b>4.0%</b>
Are higher income	<b>3.4%</b>

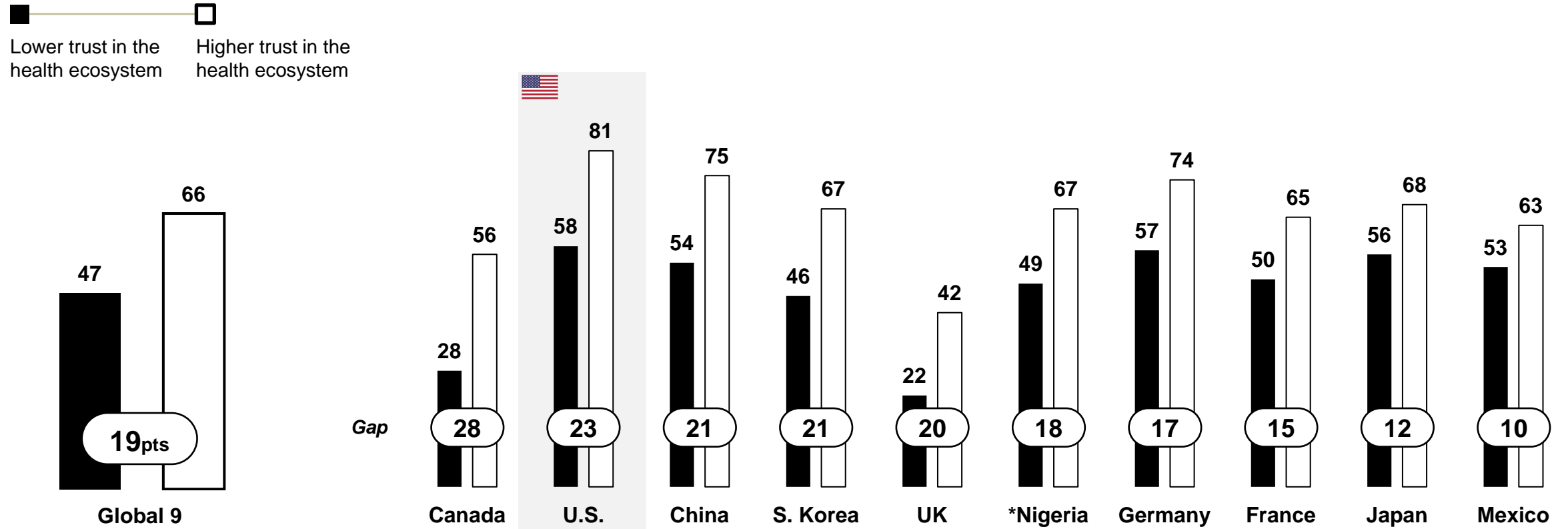
<i>When respondents...</i>	Increased likelihood to have had <b>regular check-ups</b> (standardized across determinant levels)
Have high-quality healthcare	<b>5.8%</b>
<b>Have higher trust in the health ecosystem</b>	<b>5.1%</b>
Are higher income	<b>4.1%</b>
Are in older age groups	<b>3.3%</b>
Have higher education	<b>3.0%</b>

2022 Edelman Trust Barometer Special Report: Trust and Health. Regression analysis. VAC\_STA\_TUS. Which of the following best describes your current vaccine status? HEA\_BHV. Have you done any of the following within the past year? General population, 9-mkt avg. This analysis found the increased likelihood for each action given the behavior at the items in the table. For a full explanation of how this analysis was done, please see the Technical Appendix.

Note: This data cannot be reported at a country level.

# THOSE WITH LOWER TRUST IN THE HEALTH ECOSYSTEM LESS LIKELY TO ENGAGE IN PREVENTIVE CARE

Percent who **have had routine check-ups** in the last year,  
among those with lower vs. higher trust in the health ecosystem



2022 Edelman Trust Barometer Special Report: Trust and Health. HEA\_BHV. Have you done any of the following within the past year? General population, 9-mkt avg., by level of trust in health ecosystem. For full details on how the Health Ecosystem Trust scale was built, please refer to the Technical Appendix.

\*Nigeria is not included in the global average. Data is rebased to exclude those who selected "prefer not to answer."

# TRUST MITIGATES EFFECT OF SOCIAL DISPARITIES ON PREVENTIVE CARE

Percent who have had routine check-ups in the last year,  
and percentage point gain associated with higher trust in the health ecosystem

SOCIAL DISPARITY:

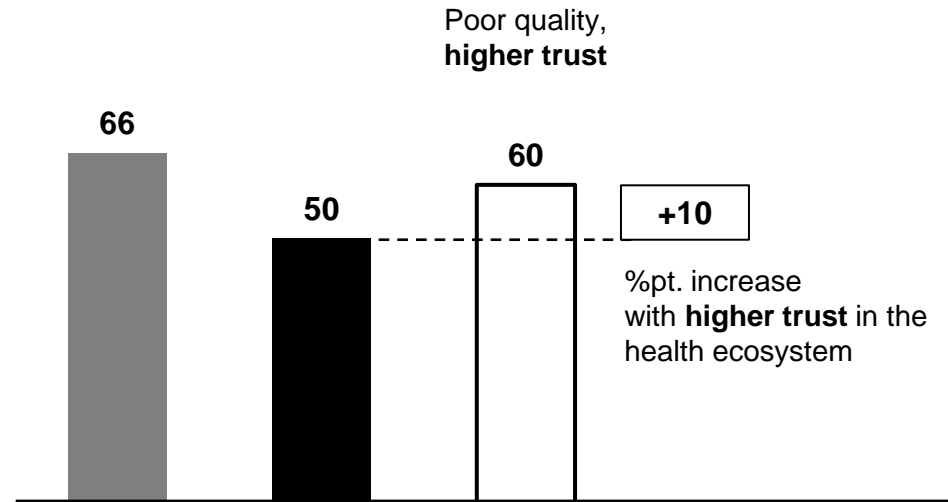
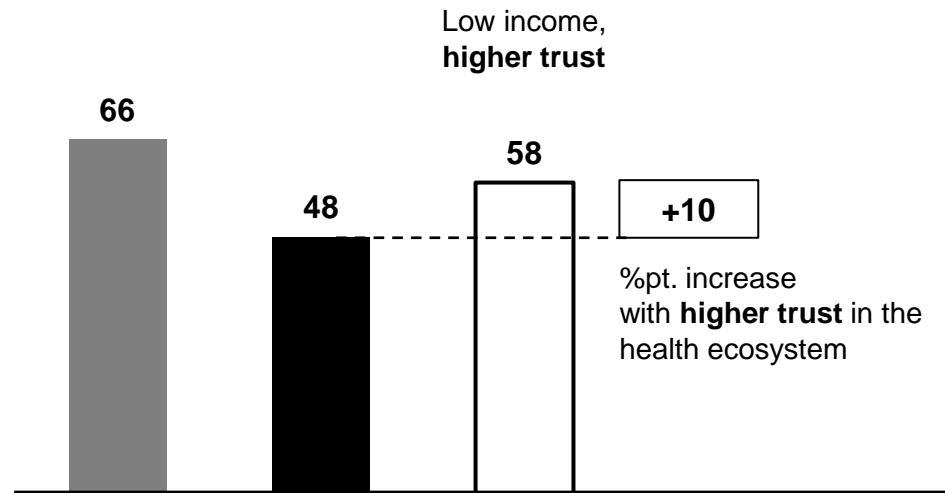
**INCOME LEVELS**

SOCIAL DISPARITY:

**QUALITY OF HEALTHCARE**

High income    Low income

High quality    Poor quality



2022 Edelman Trust Barometer Special Report: Trust and Health. HEA\_BHV. Have you done any of the following within the past year? General population, 9-mkt avg., by income and quality of healthcare (CRE\_ACC/1-4; 5-7); and among low income with higher trust in health ecosystem, and poor-quality healthcare with higher trust in health ecosystem. For full details on how the Health Ecosystem Trust scale, please refer to the Technical Appendix. Data is rebased to exclude those who selected "prefer not to answer."

Note: This data cannot be reported at a country level.

**BUILDING TRUST,  
IMPROVING HEALTH OUTCOMES**

# IN U.S., NEARLY 1 IN 2 SEE INFORMATION AS BARRIER TO TAKING CARE OF MY HEALTH

Percent who say, in the U.S.

**There is a gap** between how well I am taking care of my health vs. how well I should be

**56%**

In spite of its importance, **less than half** regularly consume health information

**48%**

Net reasons that play a large/very large role in keeping me from closing the gap

## Cost

*Healthy options cost too much*  
*Cannot afford good healthcare*  
*Cannot afford treatments*



## Information

*Lack of information*  
*Changing health recommendations*  
*Contradictory expert advice*



2022 Edelman Trust Barometer Special Report: Trust and Health. HEA\_GAP. Which of the following best describes the size of the gap between how well you currently are taking care of your health and how well you should ideally be taking care of your health? 5-point scale; codes 2-5, slight gap or more. HEA\_BAR. How big a role does each of the following have in keeping you from closing the gap between how well you currently are taking care of your health and how well you should ideally be taking care of your health? 5-point scale; top 2 box, large role. Question asked of those who said there is a gap (HEA\_GAP/2-5). General population, U.S. "Cost" is a net of attributes 1-3; "Information" is a net of attributes 4-6. Data shown on slide is rebased to exclude those who selected "prefer not to answer."



# CIRCLES OF TRUST BECOME MORE LOCAL

Percent who say each has increased or decreased during the pandemic

 **LESS TRUST FOR OUTSIDERS**

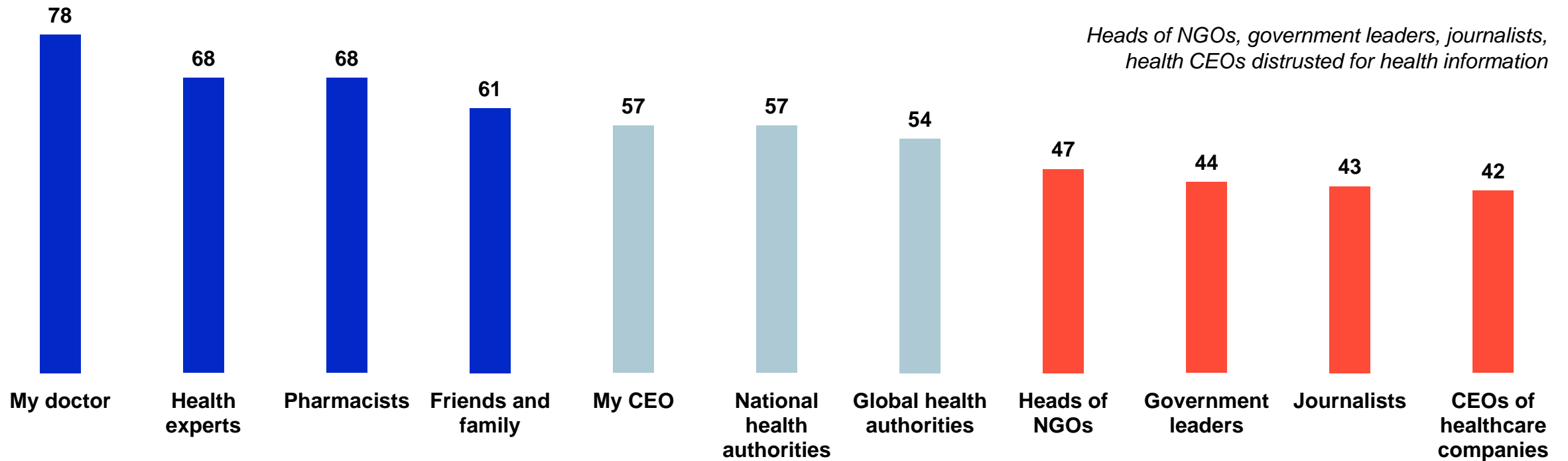
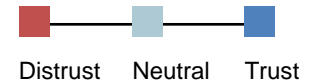
My trust in...	Net change	<i>increased</i>	<i>decreased</i>
people from other countries	<b>-8</b>	18	26
people who live in other states, provinces, or regions	<b>-2</b>	20	22

 **CLOSER BONDS WITH COWORKERS AND NEIGHBORS**

How close I feel...	Net change	<i>increased</i>	<i>decreased</i>
to my coworkers	<b>+12</b>	32	20
to my neighbors	<b>+7</b>	28	21

# IN U.S., MY DOCTOR, EXPERTS, PHARMACISTS MOST TRUSTED TO TELL THE TRUTH ABOUT HEALTH ISSUES

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

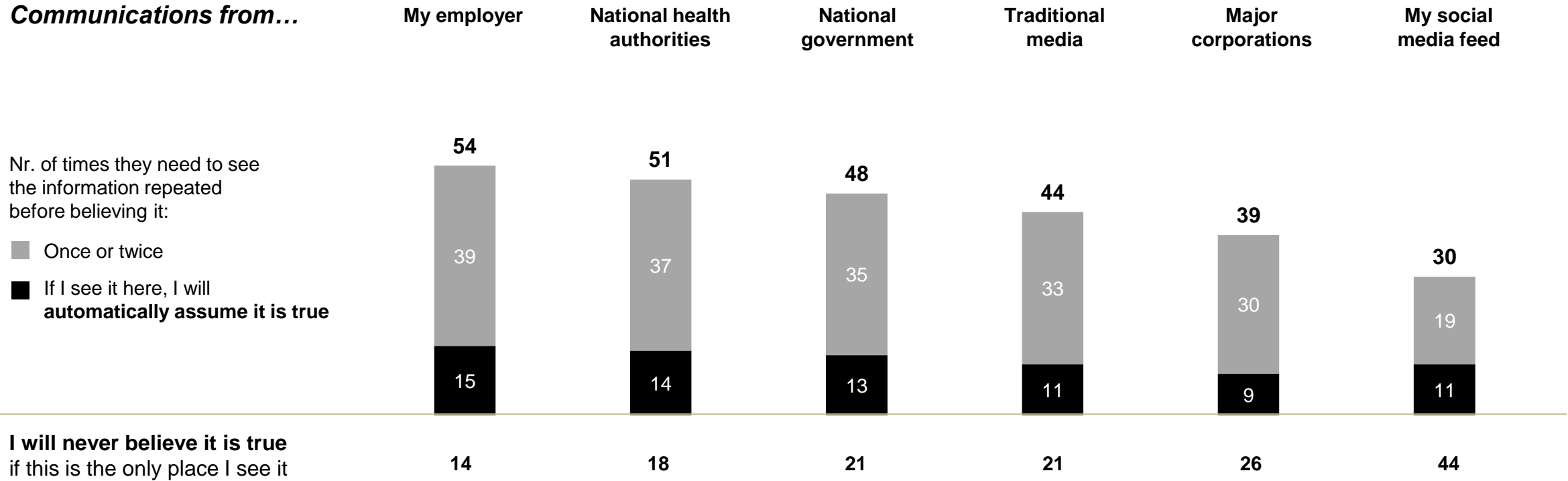


2022 Edelman Trust Barometer Special Report: Trust and Health. HEA\_TRU\_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. "My CEO" only shown to those who are an employee of an organization (Q43/1). General population, U.S.



# MY EMPLOYER AND HEALTH AUTHORITIES MOST BELIEVABLE SOURCES ON HEALTHCARE ISSUES

Percent who believe a piece of information or a news story about a health or healthcare issue from each source automatically, or after seeing it twice or less, in the U.S.



2022 Edelman Trust Barometer Special Report: Trust and Health. HEAR\_TIME\_HEA. When you see a new piece of information or a news story about a health or healthcare issue in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half of the sample. "Once or twice" is a sum of codes 2 and 3. General population, U.S. "Employer communications" only shown to those who are an employee of an organization (Q43/1).

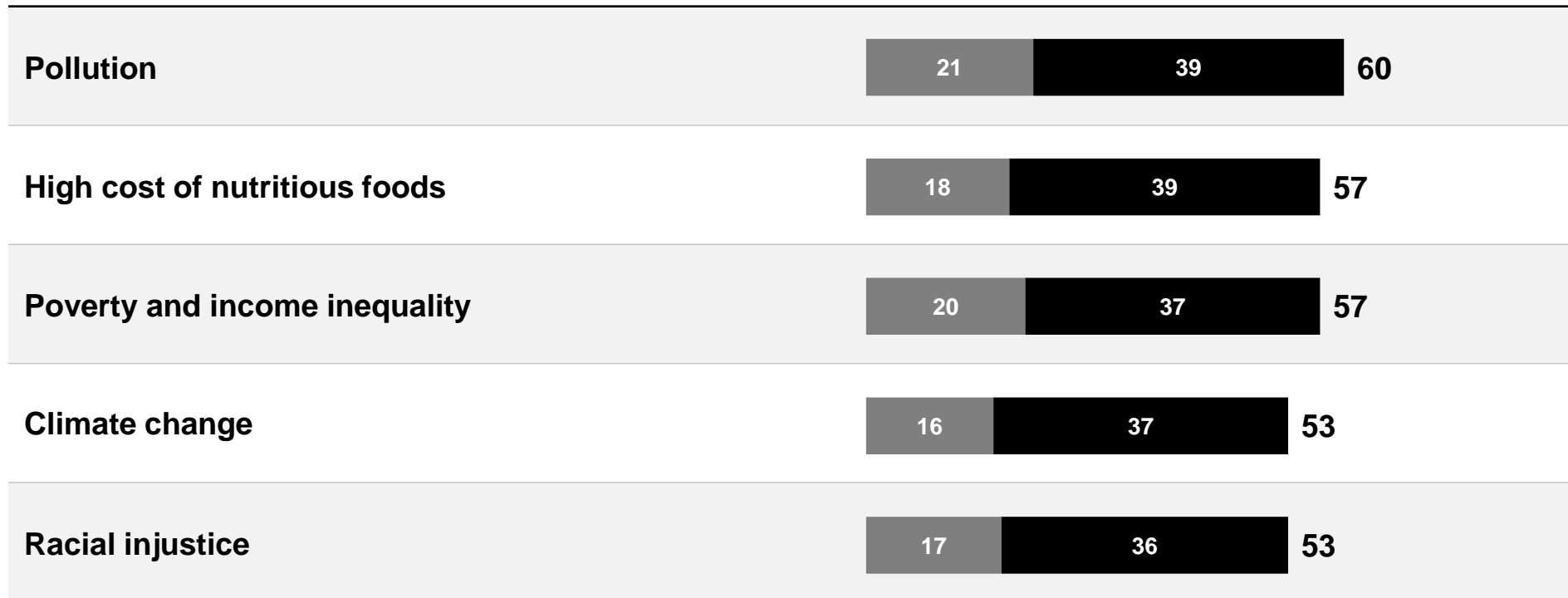


# TO EARN TRUST IN THE U.S., HEALTH COMPANIES MUST ADDRESS OTHER DETERMINANTS OF HEALTH

Percent who say, in the U.S.

It is important to **earning or keeping my trust** that health companies engage in each issue

Moderately important      Very/extremely important



# TO EARN TRUST IN THE U.S., HEALTH COMPANIES MUST BUILD CONFIDENCE IN THE HEALTH ECOSYSTEM

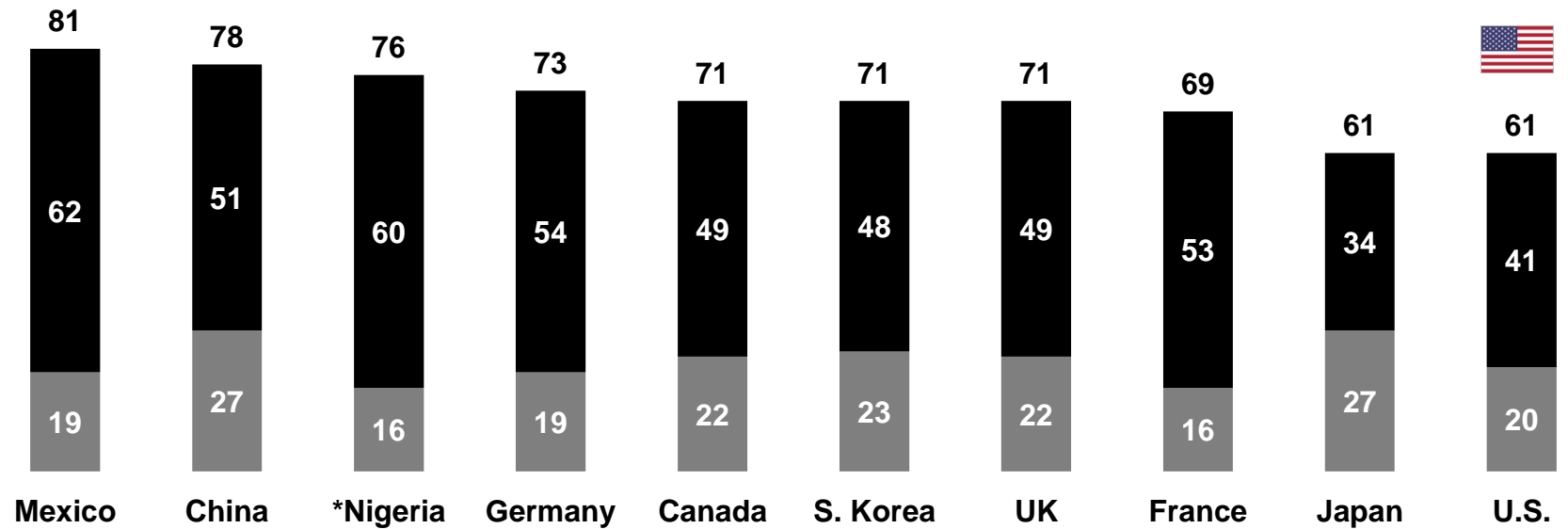
Percent who say

It is important to earning or keeping my trust that health companies **build and maintain trust in our country's health system**

Global 9

# 71%

49	Very/extremely important
22	Moderately important



2022 Edelman Trust Barometer Special Report: Trust and Health. ISS\_ENG. In general, how important is it to earning or keeping your trust that companies in the health sector publicly engage in addressing these issues? 6-point scale; code 4, moderately important; codes 5-6, very/extremely important. Question asked of half of the sample. General population, 9-mkt avg. \*Nigeria is not included in the global average.

# BRIDGING THE HEALTHCARE TRUST DIVIDE: ELEVATE THE VOICES THEY HEAR

Among those with lower vs. higher trust in the healthcare ecosystem, sources most likely to be believed or followed, in rank order

<i>more likely to rely on local voices</i>	<p>Among those with <b>lower trust</b> in the health ecosystem</p>		<p>Among those with <b>higher trust</b> in the health ecosystem</p>	<i>more likely to rely on experts</i>
	<p>My doctor</p>	<p><b>most convincing source</b> for COVID-19 information</p>	<p>National health authorities</p>	
	<p>My employer</p>	<p><b>most believable channel</b> for health information</p>	<p>National health authorities</p>	
	<p>My friends and family</p>	<p><b>most influential advisor</b> for vaccine information</p>	<p>My doctor</p>	

**2022 Edelman Trust Barometer Special Report: Trust and Health.** BEL\_MRE. If these entities were to disagree on a specific COVID-19-related matter or recommendation, which one would you be the most likely to believe or follow the advice of? “Your employer” only shown to those who are an employee of an organization (Q43/1). HEAR\_TIME\_HEA. When you see a new piece of information or a news story about a health or healthcare issue in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half of the sample; “Employer communications” only shown to those who are an employee of an organization (Q43/1). “Once or twice” is a sum of codes 2 and 3. VAC\_INPUT. In deciding whether or not to get vaccinated for COVID-19, which of the following did you rely upon the most for information and advice? Pick all that apply. “My co-workers” and “My employer” only shown to those who are an employee of an organization (Q43/1). General population, 9-mkt avg, by level of trust in health ecosystem. For full details on how the Health Ecosystem Trust scale was built, please refer to the Technical Appendix.

Note: This data cannot be reported at a country level.

# TRUST DEFINES HEALTH OUTCOMES

1

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## **Break through the information barrier**

*Elevate and amplify the voices they hear. Where there is less trust, go direct and go local; use expert voices for those with higher trust.*

2

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## **Build trust across the full health ecosystem**

*When trust in government lags, other institutions must play a larger role to build confidence in evolving public health measures and expert recommendations.*

3

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## **Own the employer role in building trust**

*Employers influence good health choices and your employees have trust and credibility outside of their professional roles. Use your authority and community.*