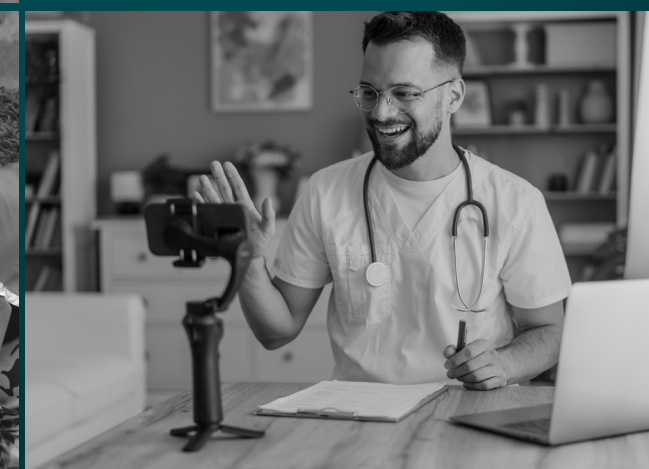


2025 Edelman Trust Barometer

Special Report
Trust and Health in APAC



2025 Edelman Trust Barometer Special Report: Trust and Health

Methodology

Annual online survey in its 4th year

Fieldwork conducted: March 4 to March 14, 2025

16

Countries

16,000+

Respondents

1,000+/-

Respondents per country*

Australia 

Brazil

Canada


China 

France

Germany

India 


Indonesia** 

Japan 

Mexico

Singapore 

S. Africa

S. Korea 

UAE

UK

U.S.

Global averages

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

**Indonesia is excluded from all global averages.

Statistical significance

   Significant change

Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

All indicated year-to-year significant changes were determined using a t-test set at a 99%+ confidence level.

Shortened question text

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

Data collected is representative of the general population across age, gender, region and ethnicity/nationality (where applicable) within each country.

*The sample size varies by country from 999 to 1,002.

15-market global data margin of error: General population +/- 1.1 percentage points (n=15,009)

Country-specific data margin of error: General population +/- 4.1 percentage points

Margin of error is calculated at the 99% confidence level.

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

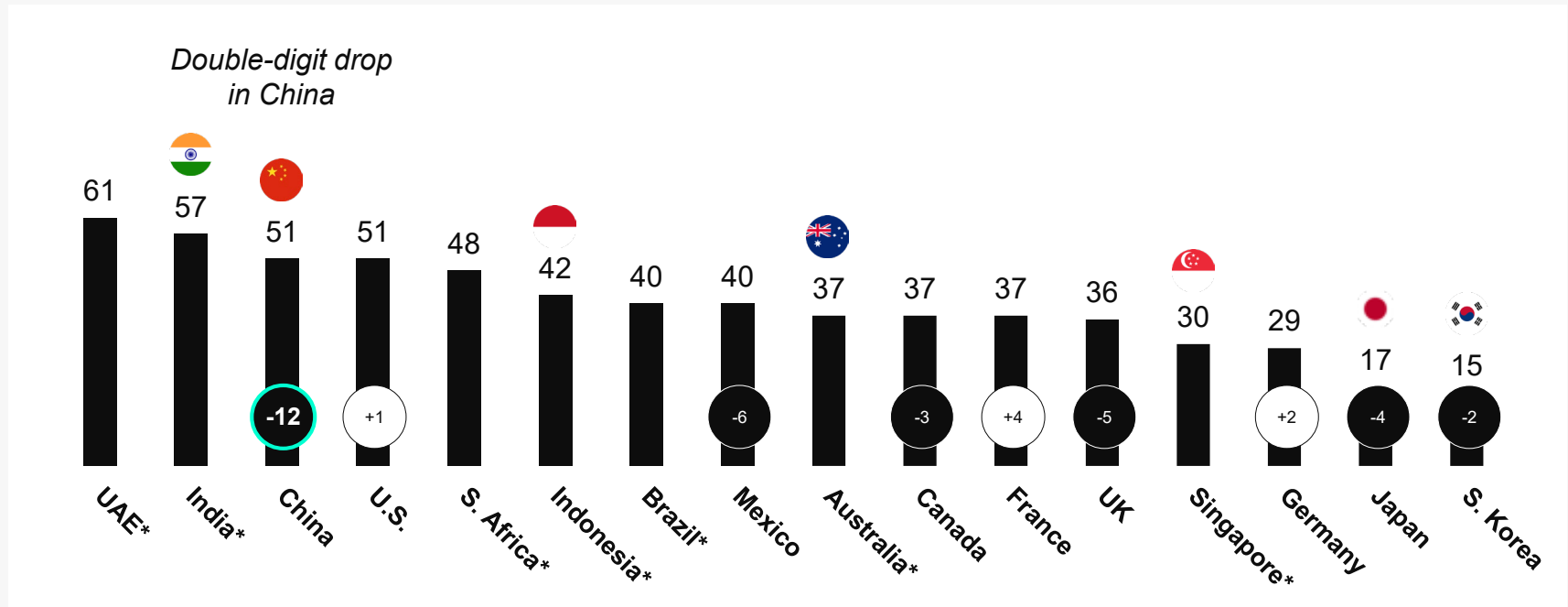
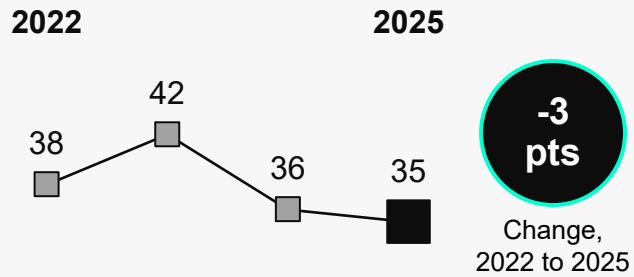


The Global Self Assessment of Health is Lower Than During the Pandemic

Percent who say

GLOBAL 9 ● ○ + ○ Significant change

I would describe my overall health as
very good or better

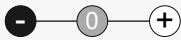



The Youth Health Ecosystem Evolves



Young People Increasingly Engage with Health Information

Percent who say

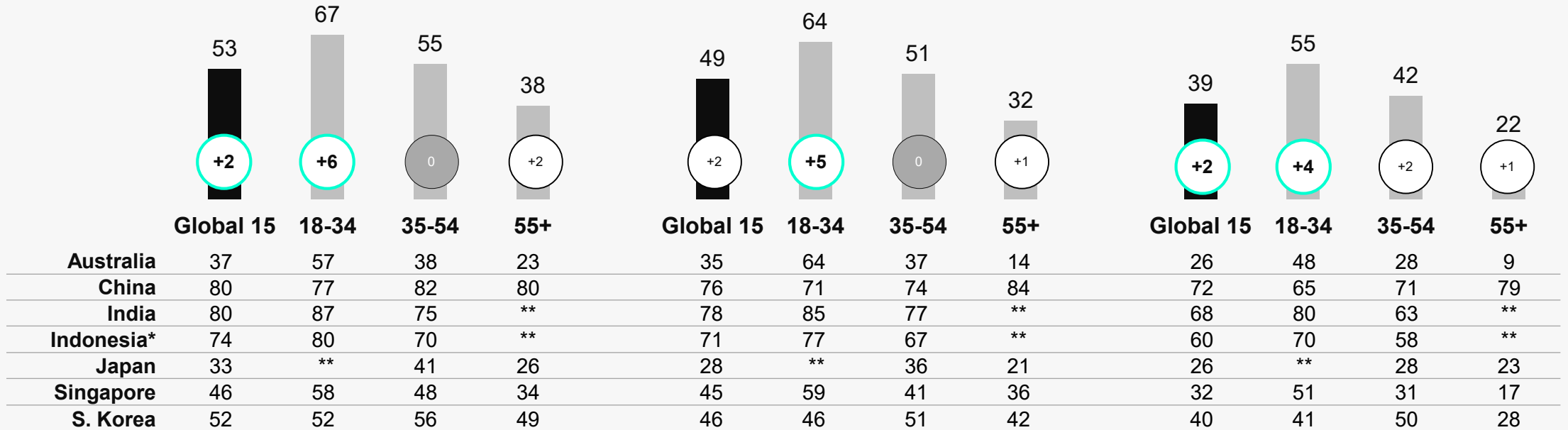
GLOBAL 15  Change, 2024 to 2025  Significant change

Monthly or more,
I consume ...

Traditional health media
at the original source

Traditional health media
sent to me on social platforms

Independent health media in
podcasts and newsletters



2025 Edelman Trust Barometer Special Report: Trust and Health. HMED_SEG_OFT. How often do you engage in the following activities related to medical and healthcare news and information? 7-point scale; Codes 3-7, monthly or more. Question asked of half the sample. General population, 15-mkt avg, and APAC countries, and by age. *Indonesia is not included in the global average. **Base size is too small to report data (less than n=100). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



They Are More Likely to Believe That They Can Know As Much As a Doctor

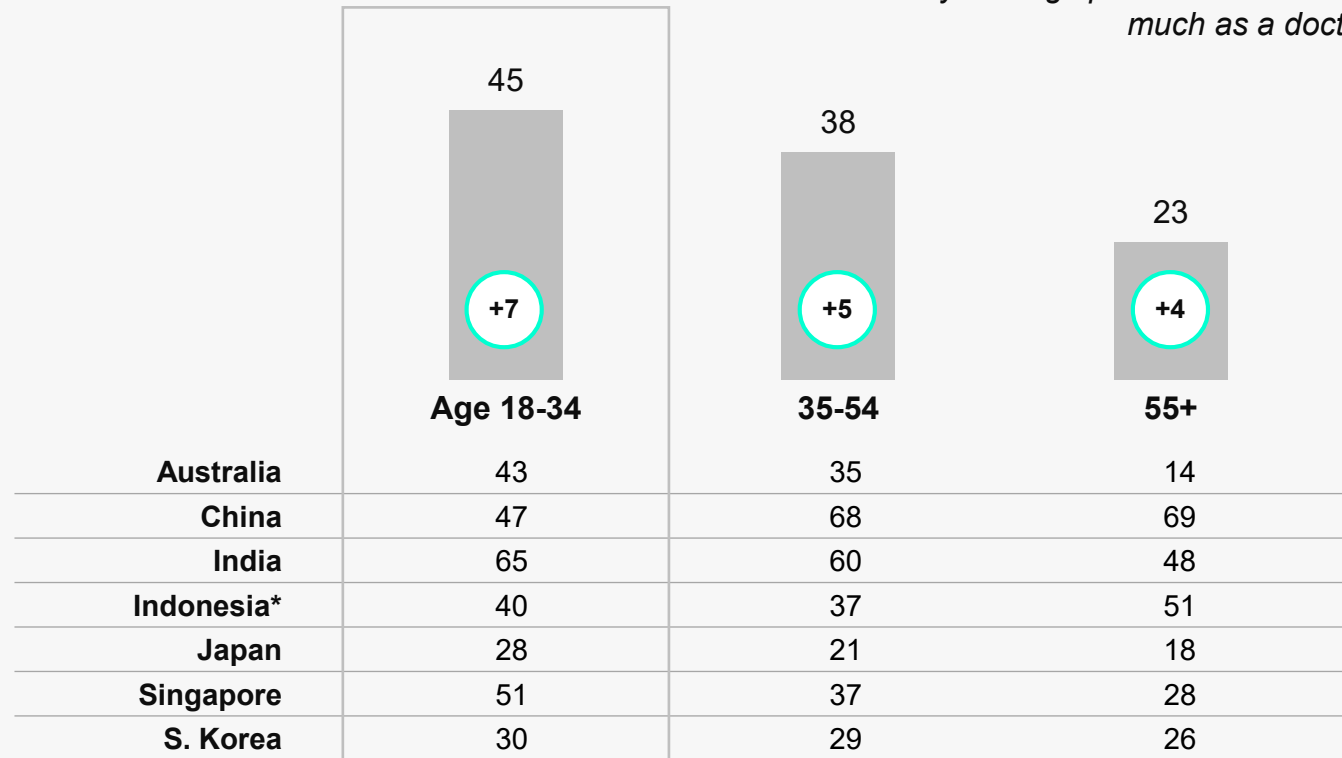
Percent who say

GLOBAL 15 ● ○ + ○ Significant change

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

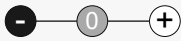

35% ○ **+5 pts**
Change, 2024 to 2025

Globally, younger respondents 2x more likely than older to say average person can know as much as a doctor



Young People Share The Most Health News, Experiences, Opinions

Percent who say

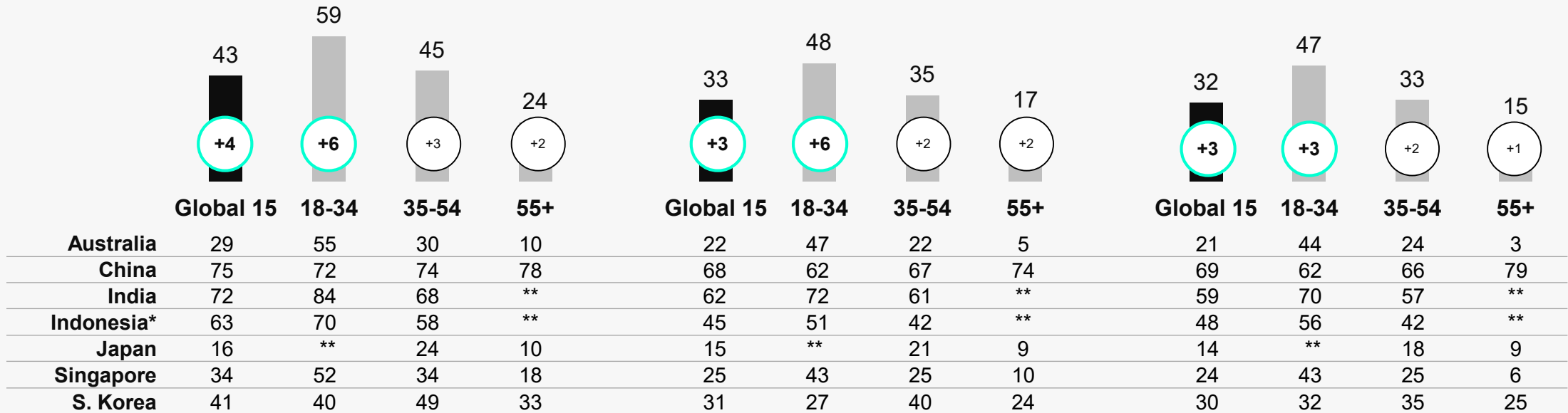
GLOBAL 15  Change, 2024 to 2025  Significant change

Monthly or more,
I share ...

Health-related
news items

My personal
health experiences online

My own
health opinions online



2025 Edelman Trust Barometer Special Report: Trust and Health. HMED_SEG_OFT. How often do you engage in the following activities related to medical and healthcare news and information? 7-point scale; Codes 3-7, monthly or more. Question asked of half the sample. General population, 15-mkt avg, and APAC countries, and by age. *Indonesia is not included in the global average. **Base size is too small to report data (less than n=100). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



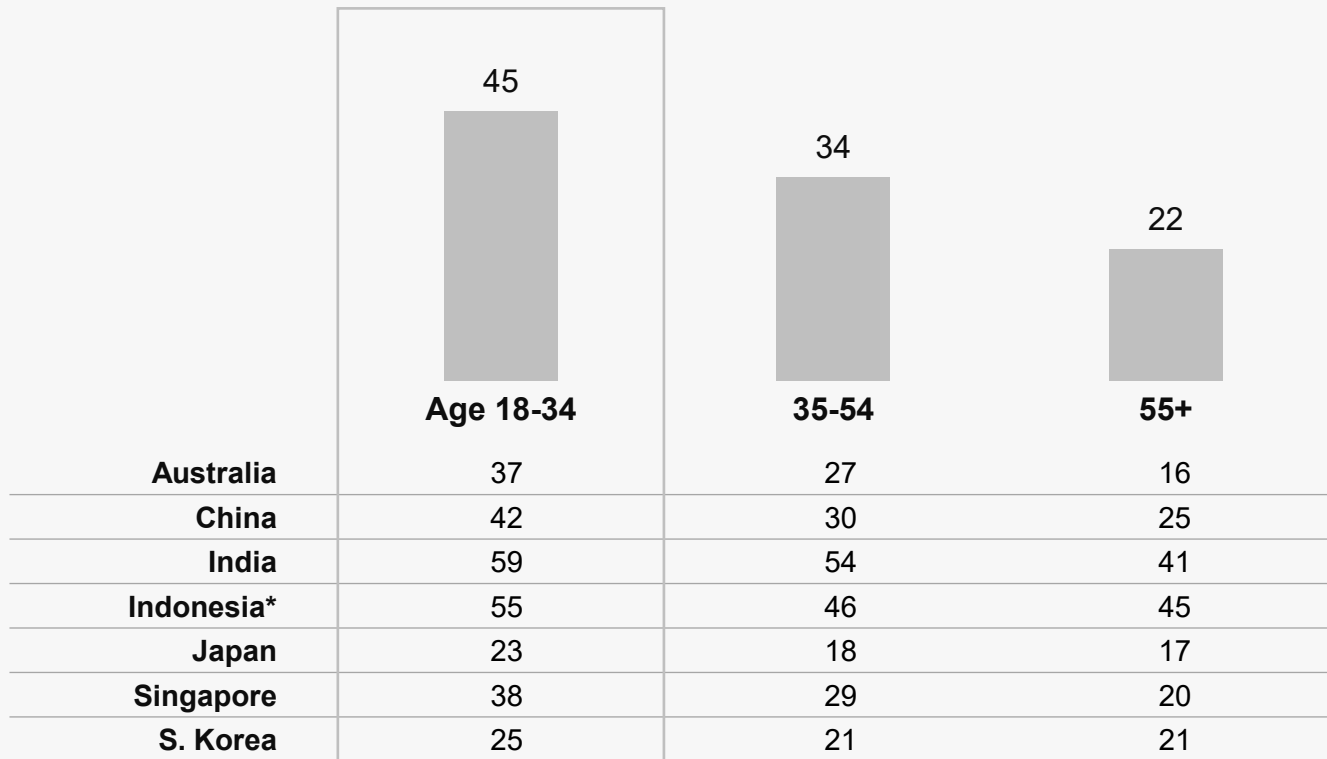
Young People Most Likely To Make Health Decisions Based on Uncredentialed Advice

Percent who say

GLOBAL 15

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

34%

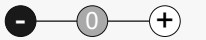


2025 Edelman Trust Barometer Special Report: Trust and Health. PRE_CON_CRT. Are there people you listen to and have a big influence on the decisions you make about your personal health who do not have a formal medical degree or a health expertise credential? Codes 1, yes. General population, 15-mkt avg., and APAC countries, and by age. *Indonesia is not included in the global average.



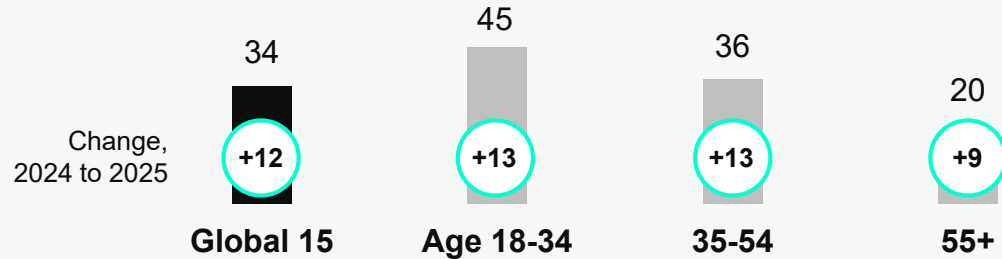
They Have the Highest Double-Digit Surge in Disregarding Medical Guidance

Percent who say

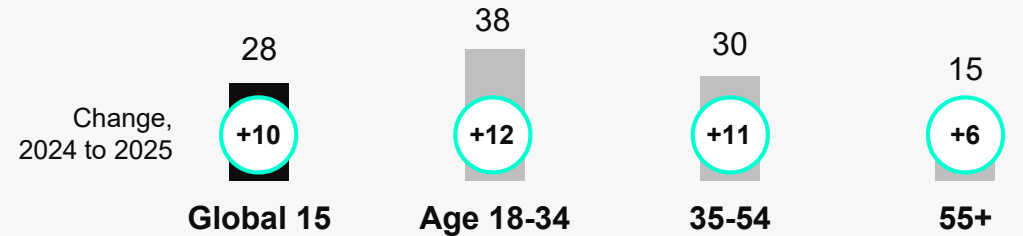
GLOBAL 15  Significant change

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

Friends or family



Social media



	Global 15	Age 18-34	35-54	55+
Australia	25	37	30	12
China	48	52	49	43
India	60	66	59	49
Indonesia*	58	62	56	55
Japan	17	19	19	15
Singapore	34	43	34	27
S. Korea	24	21	26	23

	Global 15	Age 18-34	35-54	55+
Australia	19	31	20	7
China	45	49	44	42
India	52	57	56	36
Indonesia*	49	52	47	47
Japan	16	21	18	14
Singapore	26	39	27	17
S. Korea	20	22	23	17

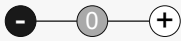
2025 Edelman Trust Barometer Special Report: Trust and Health. HEA_BHV. Have you done any of the following within the past year? Code 1, yes. General population, 15-mkt avg., and APAC countries, and by age.

*Indonesia is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



They are More Likely to See Shared Political Belief as a Provider Credential

Percent who agree

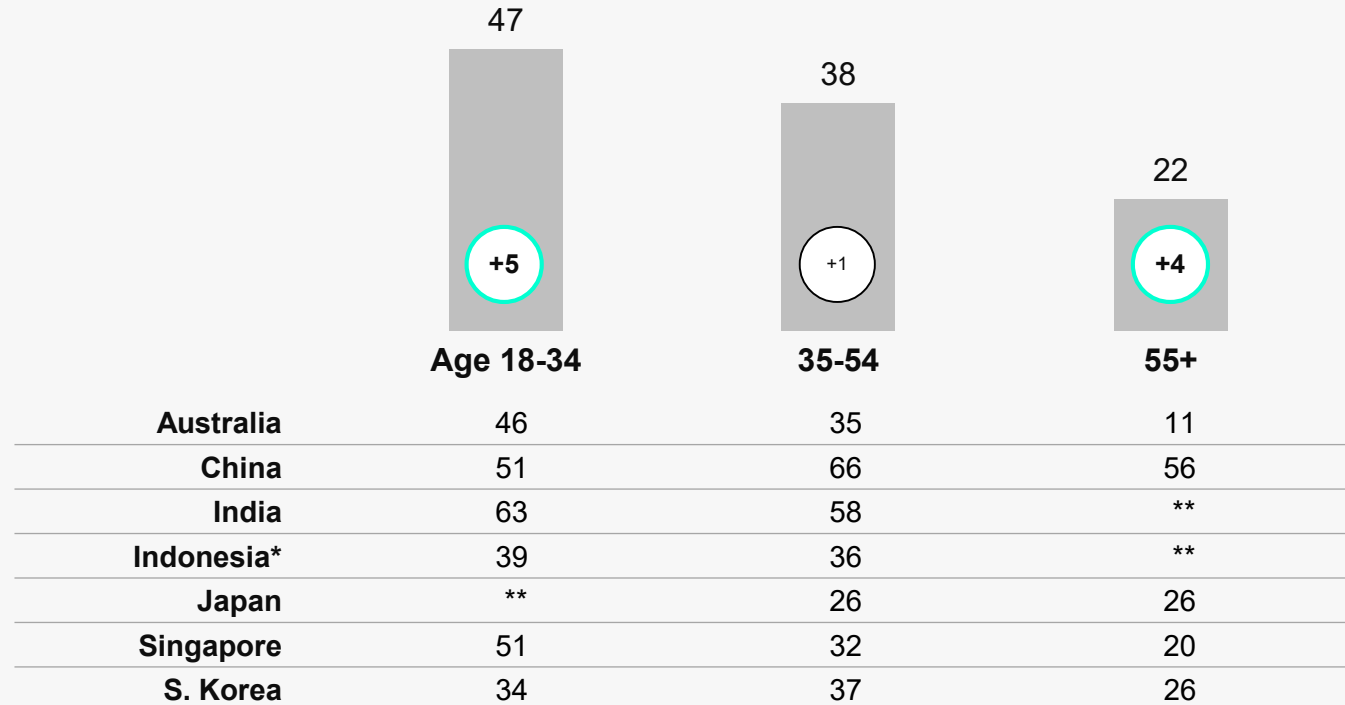
GLOBAL 15  Significant change

Unless a provider shares my political beliefs,

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

36%  **+4 pts**
Change, 2024 to 2025

Globally, younger respondents **more than 2x more likely** than older to choose providers on politics



2025 Edelman Trust Barometer Special Report: Trust and Health. HEA_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 15-mkt avg, and APAC countries, and by age. Data is a net of attributes 26-27. *Indonesia is not included in the global average. **Base size is too small to report data (less than n=100). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



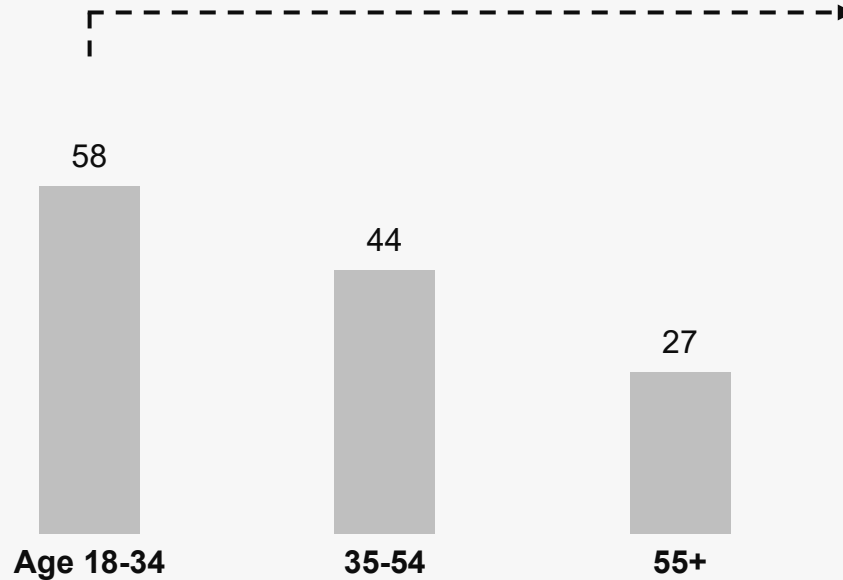
Most Young People Have Made a Health Decision They Regret Due to Misinformation

Percent who say

GLOBAL 15

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

43%



Top 5 sources of misinformation

Among age 18-34

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



APAC shows
Higher Trust in
Institutions, but
This Trust is
Destabilizing



Previous Findings Impacting the Trust Destabilization Towards Institutions

Previous Findings from the Edelman Trust Barometer 2023 - 2024

2023 Special Report:
Trust and Health

Authority is dispersed

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

Health is multidimensional

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

Empowerment is the norm

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

2024 Special Report:
Trust and Health

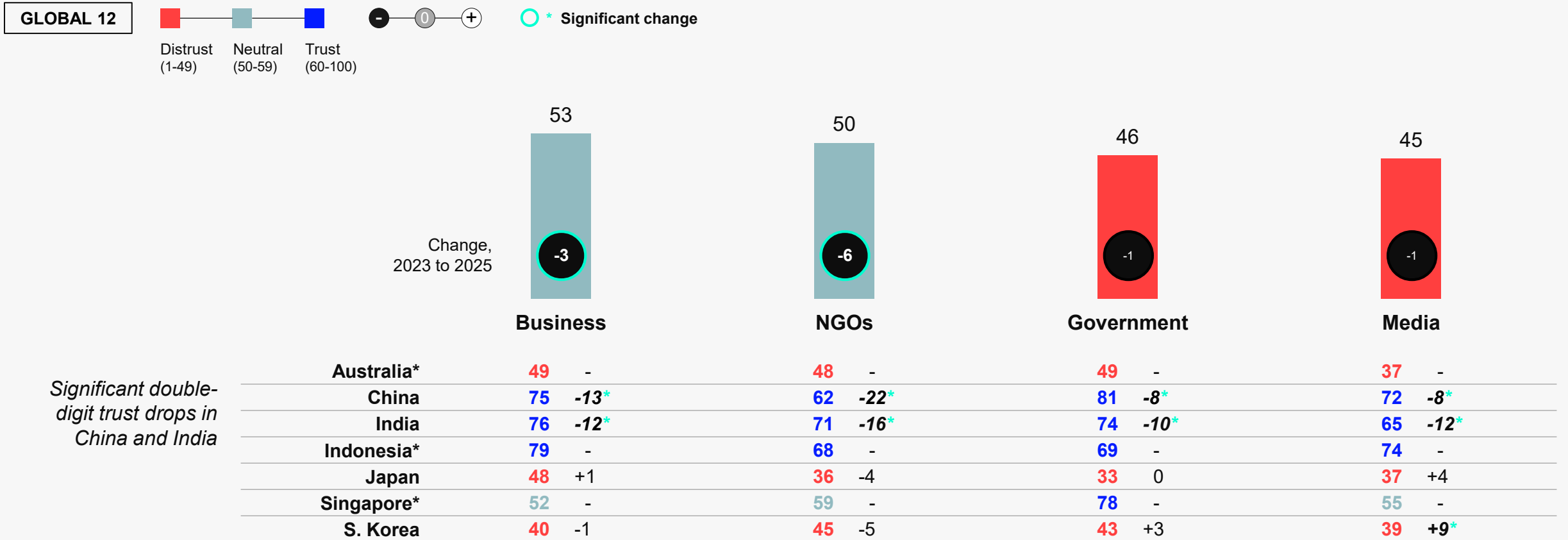
Influence is local

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



In APAC, Institutions Still Maintain a Trust Baseline, But It is Declining

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



2025 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. Please use a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. General population, 12-mkt avg., and APAC countries. *Australia, Indonesia, and Singapore 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.



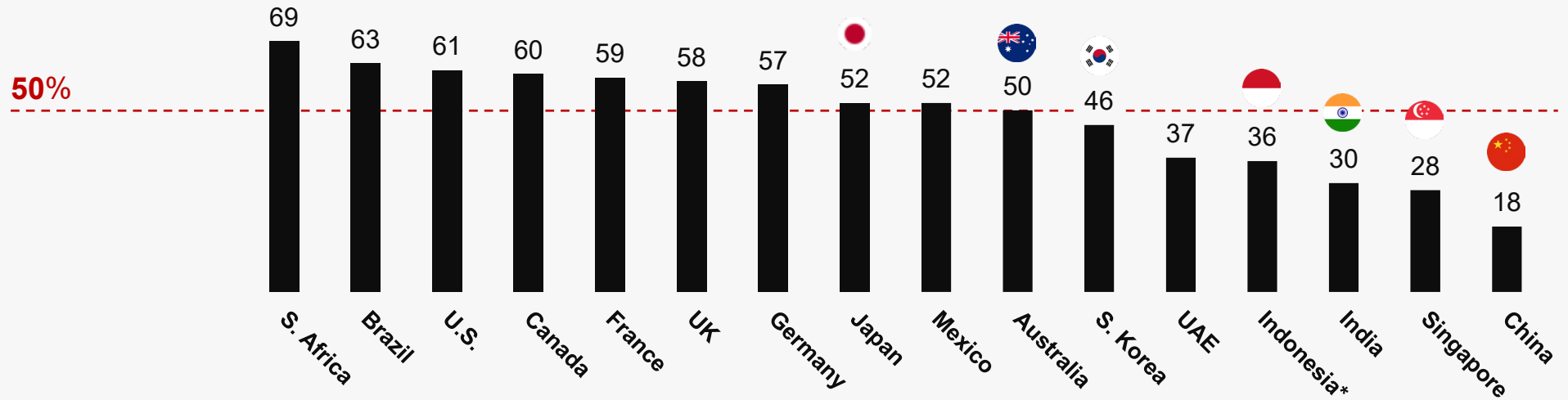
People in APAC Are Less Likely to Say Institutions Hurt Their Ability to Better Care

Percent who say

GLOBAL 15

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

In APAC, highest agreement in Japan



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

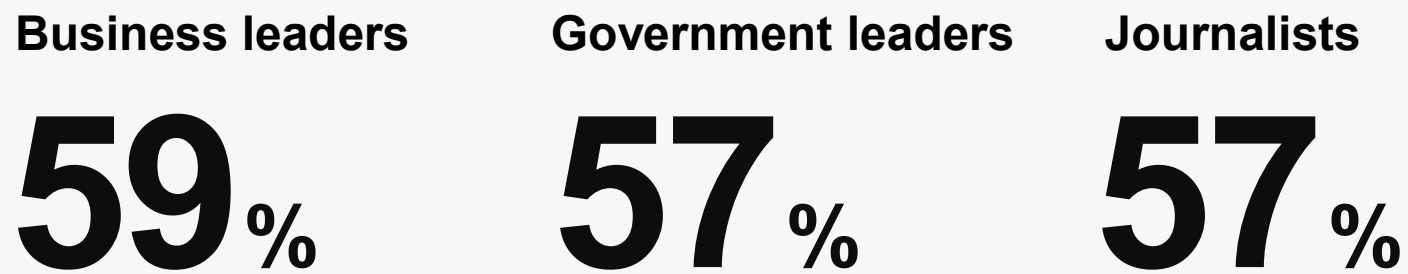


However, Many Believe Individual Societal Leaders Purposely Mislead Us on Health Matters

Percent who say

GLOBAL 15

I worry that *each leader purposely* misleads people on health matters by saying things they know are false or gross exaggerations



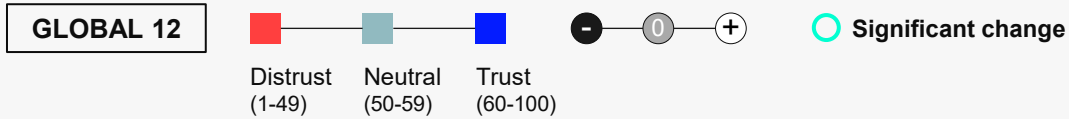
	Business leaders	Government leaders	Journalists
Australia	58	51	54
China	57	54	59
India	66	59	64
Indonesia*	74	71	69
Japan	40	42	49
Singapore	59	49	53
S. Korea	47	52	49

2025 Edelman Trust Barometer Special Report: Trust and Health. HEA_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? Please indicate your answer using a nine-point scale where one means "I do not worry about this at all" and nine means "I am extremely worried about this". 9-point scale; top 4 box, worried. Question asked of half the sample. General population, 15-mkt avg., and APAC countries. *Indonesia is not included in the global average.

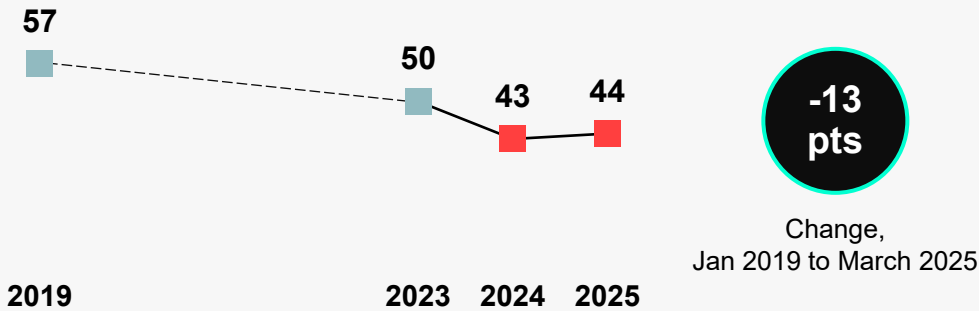


In APAC, Trust in the Media's Reporting of Health Information Occupies Both Ends of the Global Scale

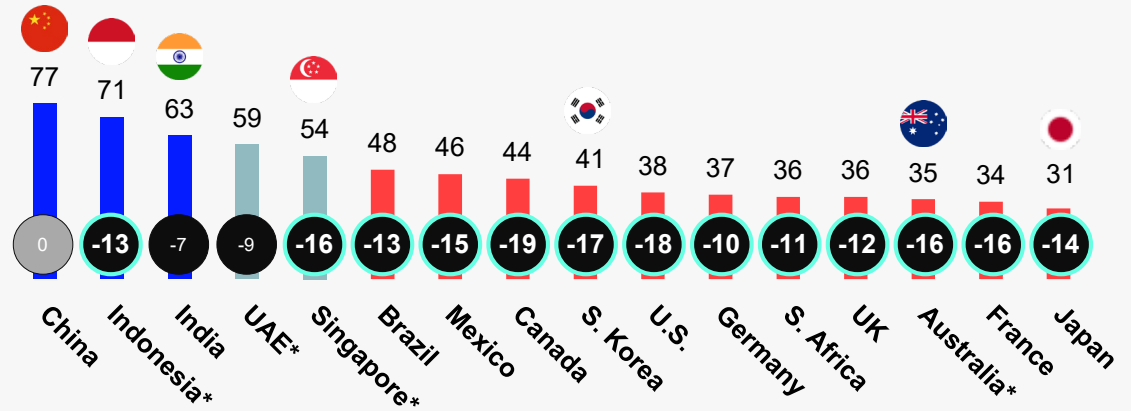
Percent who say



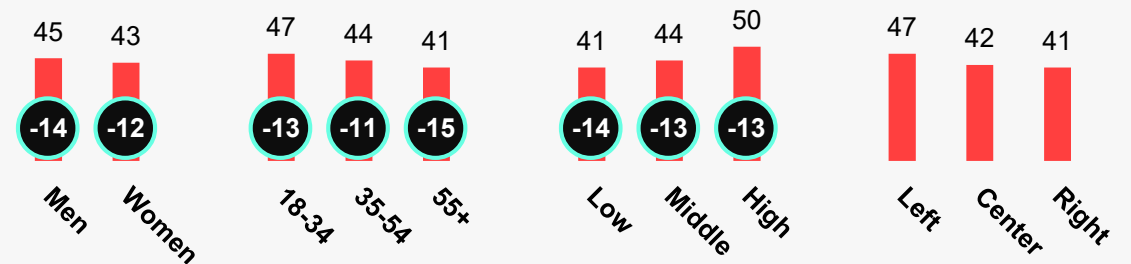
I trust the media to report accurate information about healthcare, such as diseases, treatments and prevention



Market



Gender | Age | Income | Politics†



At the Same Time, APAC People Have High Confidence in Their Ability in Finding the Right Health Information

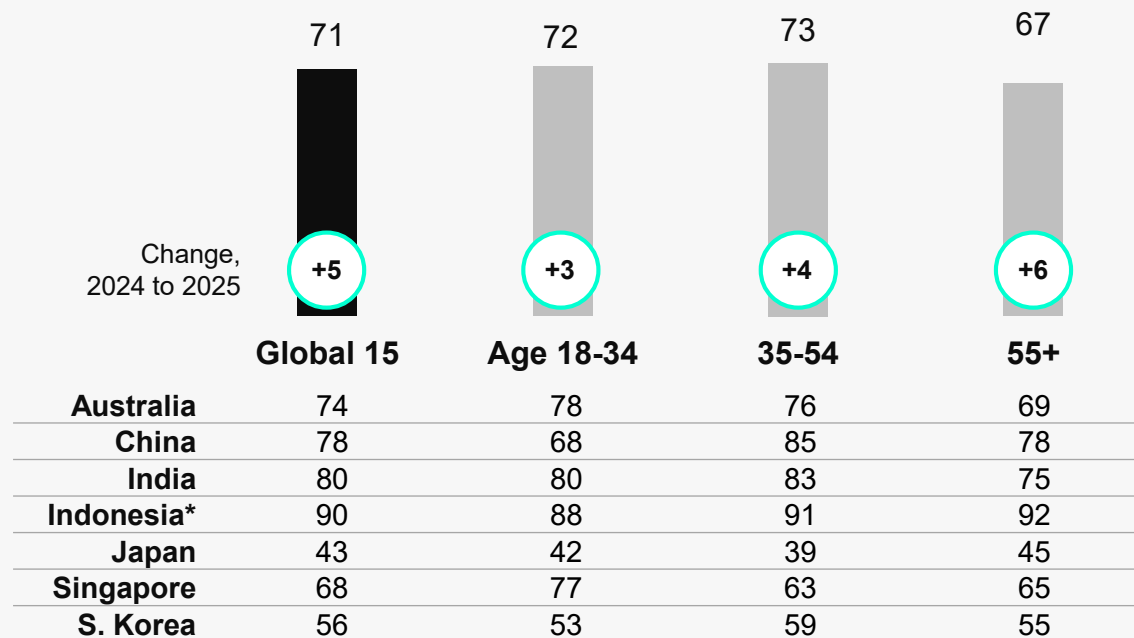
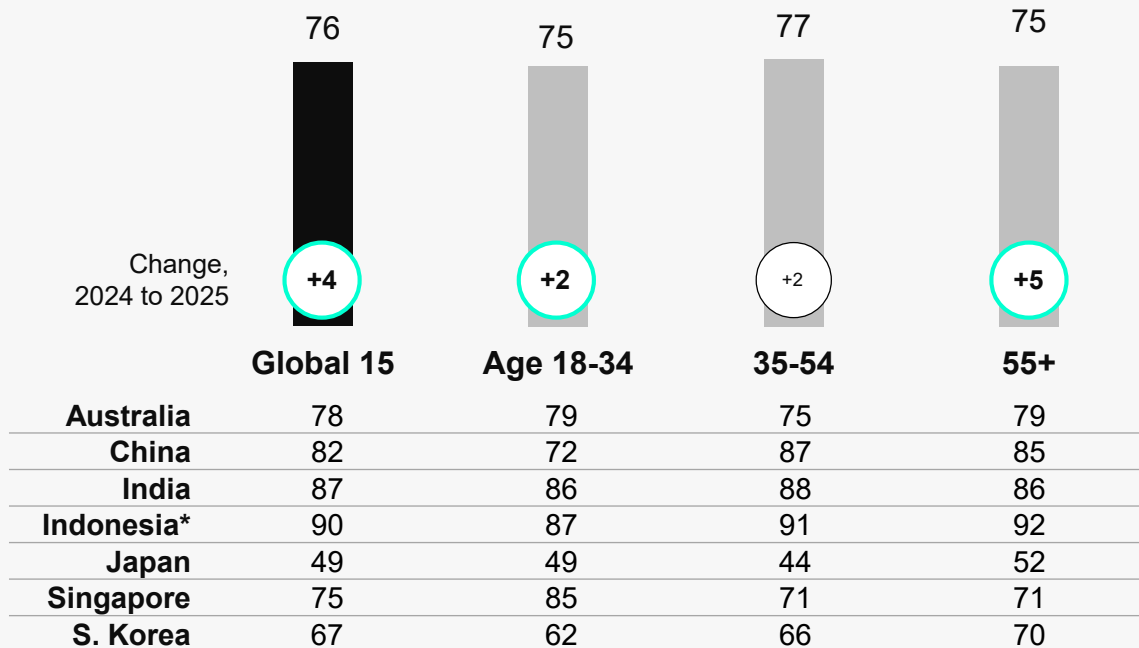
Percent who say

GLOBAL 15 ● ○ + ○ Significant change

I am confident in my ability to ...

Find trustworthy health information

Tell good medical advice from bad



2025 Edelman Trust Barometer Special Report: Trust and Health. CAP_DEC. How confident are you in your ability to do each of the following? 9-point scale; top 4 box, confident. General population, 15-mkt avg., and APAC countries, and by age. *Indonesia is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

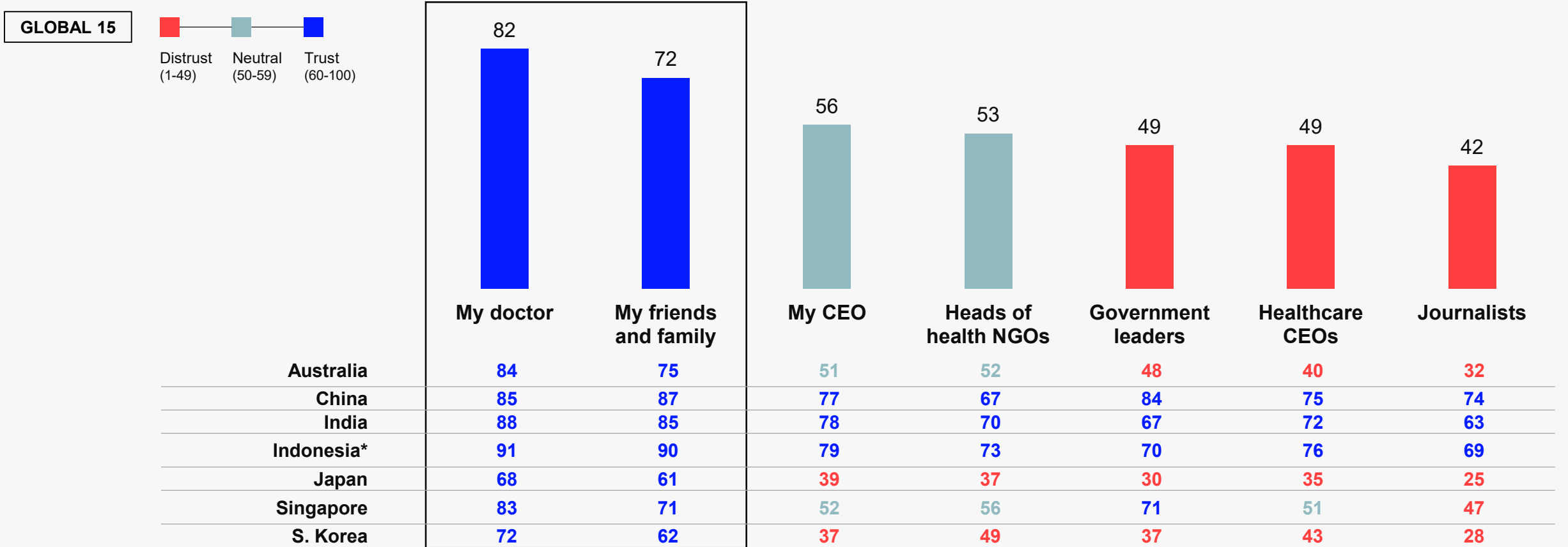


Health Influence Decentralized



Health Trust is Local: My Providers and Peers Most Trusted Across APAC

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

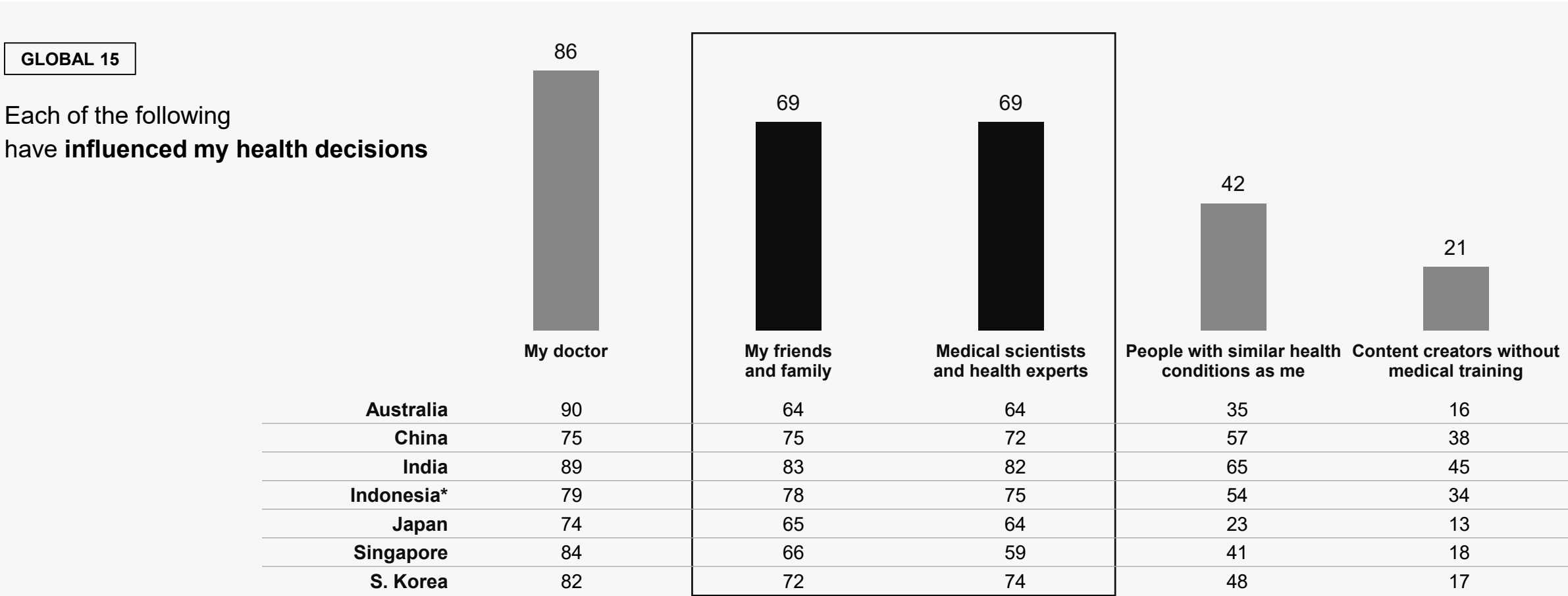


2025 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, 15-mkt avg., and APAC countries. "My CEO" only shown to those who are an employee of an organization (Q43/1). *Indonesia is not included in the global average.



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

Percent who say



2025 Edelman Trust Barometer Special Report: Trust and Health. LEG_INFO. Have you ever let advice, information, or recommendations from each of the following influence the decisions you make about your personal health? Code 1, yes. General population, 15-mkt avg., and APAC countries. Attributes are shown in rank order based on the global data. Ties have been broken by decimal. *Indonesia is not included in the global average.



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

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

GLOBAL 15

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

53%

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

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

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



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

Percent who say

GLOBAL 15

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

Formal academic training
from trusted institutions

72%

Personal experience
with health issues

67%

Benefited me in the past
with their advice

64%

	Formal academic training from trusted institutions	Personal experience with health issues	Benefited me in the past with their advice
Australia	78	69	65
China	81	79	81
India	79	80	76
Indonesia*	86	84	83
Japan	54	42	43
Singapore	75	70	65
S. Korea	56	51	43

2025 Edelman Trust Barometer Special Report: Trust and Health. LEG_INF_HEA. How important is each of the following in making you see someone as a legitimate influence or expert when it comes to health and health issues, such that you willingly give them influence on your health decisions and you would be comfortable with them influencing the health-related views and behaviors of people in positions of power and authority? 9-point scale; top 4 box, important. General population, 15-mkt avg., and APAC countries. *Indonesia is not included in the global average.



Politics Are Complexing Patient-Provider Interaction

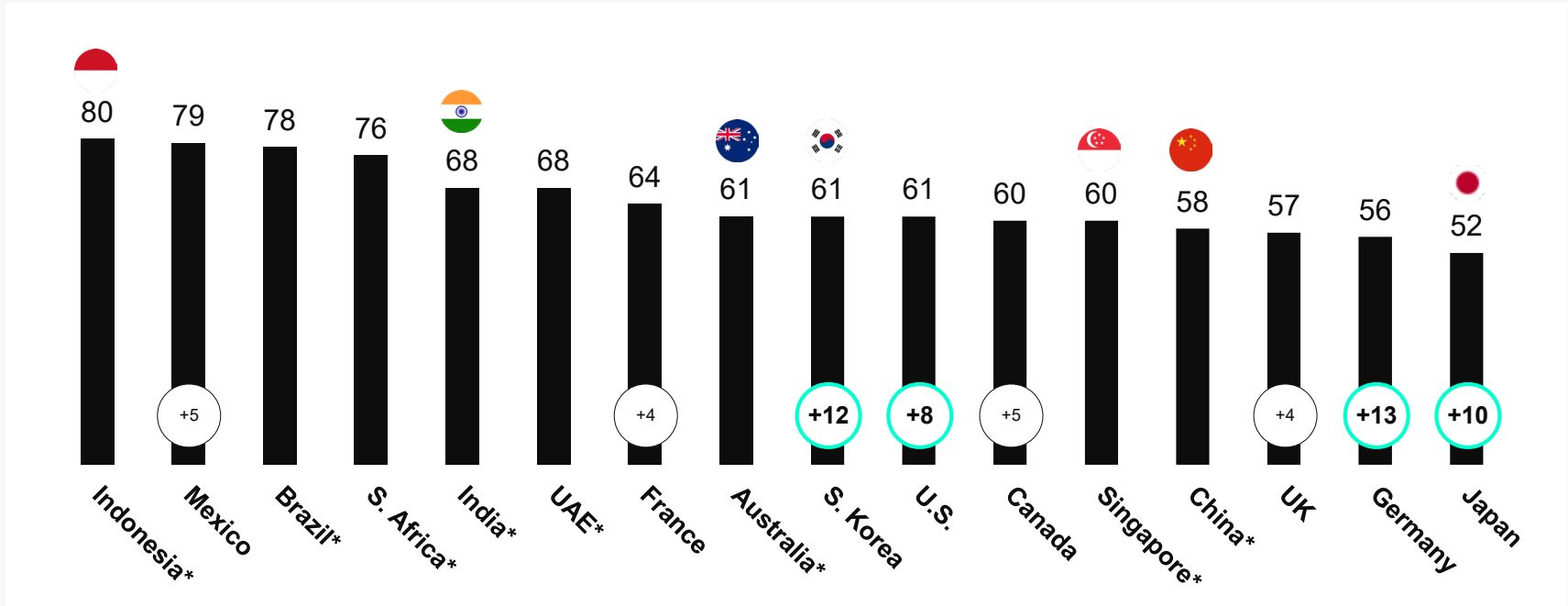
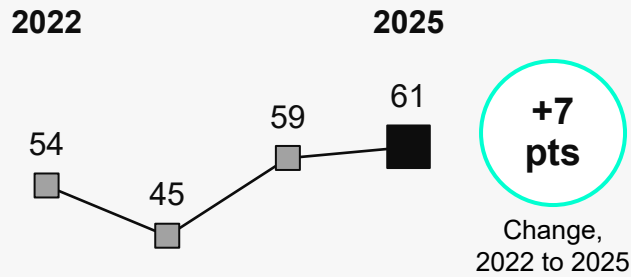


Fear of Politics in Medical Science is Across APAC

Percent who say

GLOBAL 8 ● ○ + ○ Significant change

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



How to Regain Health Influence



Relevance: Highlight Your Understanding Of People Like Me

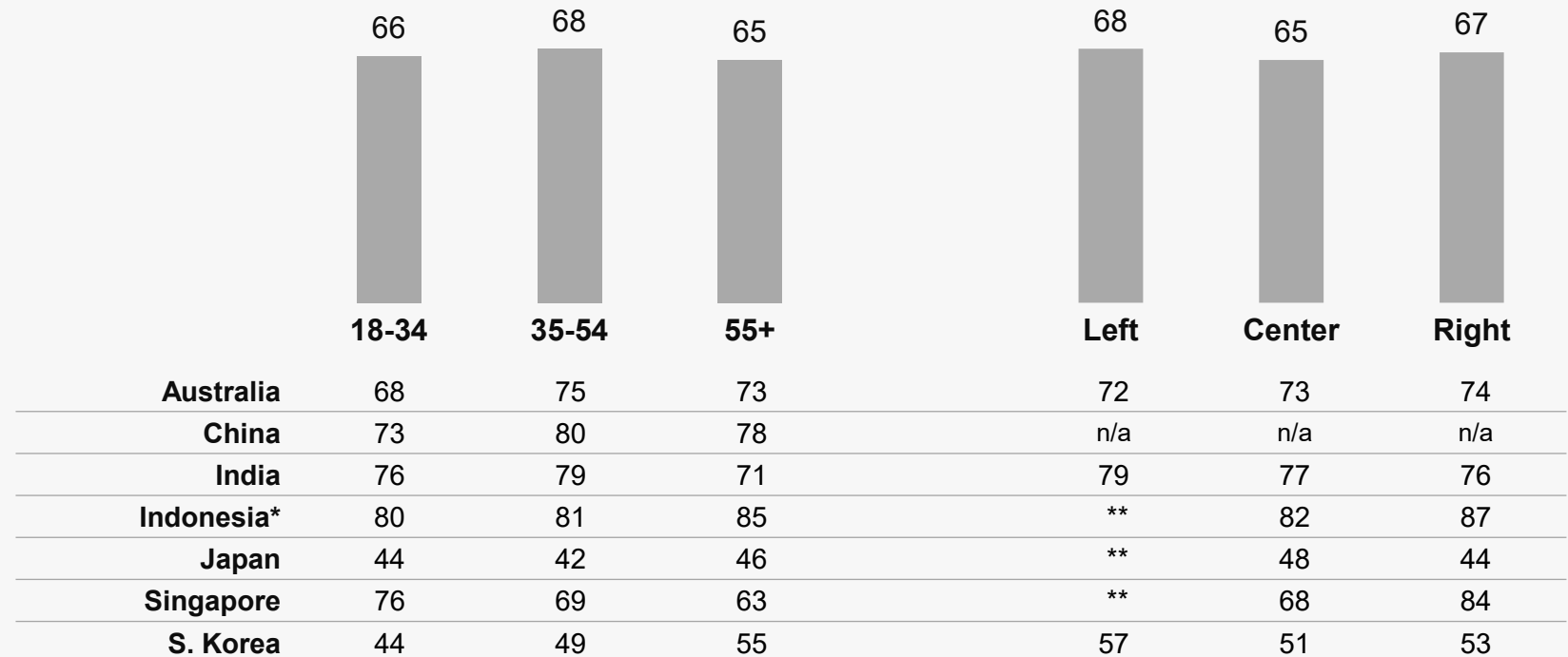
Percent who say

GLOBAL 15

For me to see you as a legitimate health expert, it is important that you **understand what people like me need and want**

66%

Age | Politics[†]



2025 Edelman Trust Barometer Special Report: Trust and Health. LEG_INF_HEA. How important is each of the following in making you see someone as a legitimate influence or expert when it comes to health and health issues, such that you willingly give them influence on your health decisions and you would be comfortable with them influencing the health-related views and behaviors of people in positions of power and authority? 9-point scale; top 4 box, important. General population, 15-mkt avg., and APAC countries, and by age and political leaning. [†]Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg. *Indonesia is not included in the global average. **Base size is too small to report data (less than n=100).



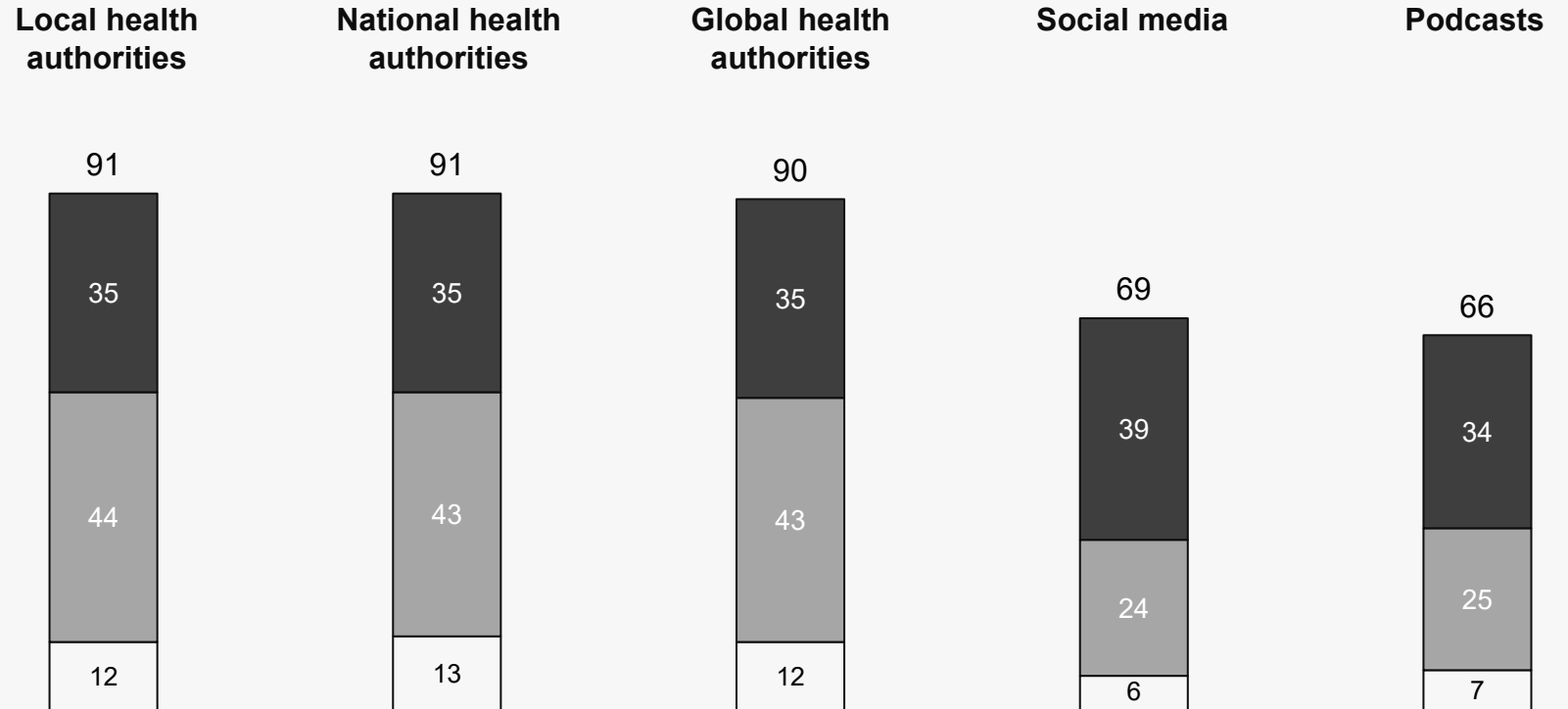
Frequency: With More Frequent Communication, Health Information Becomes More Believable

Percent who say

GLOBAL 15

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

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



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



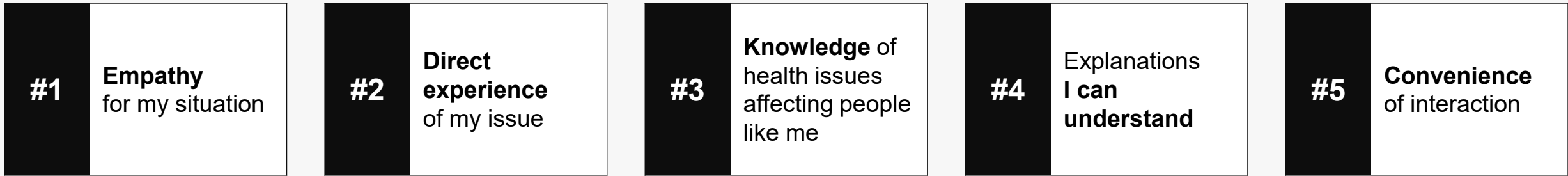
Empathy and Accessibility: Learn From What Uncredentialed Voices Offer Patients

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

GLOBAL 15

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

Top 5 of 11

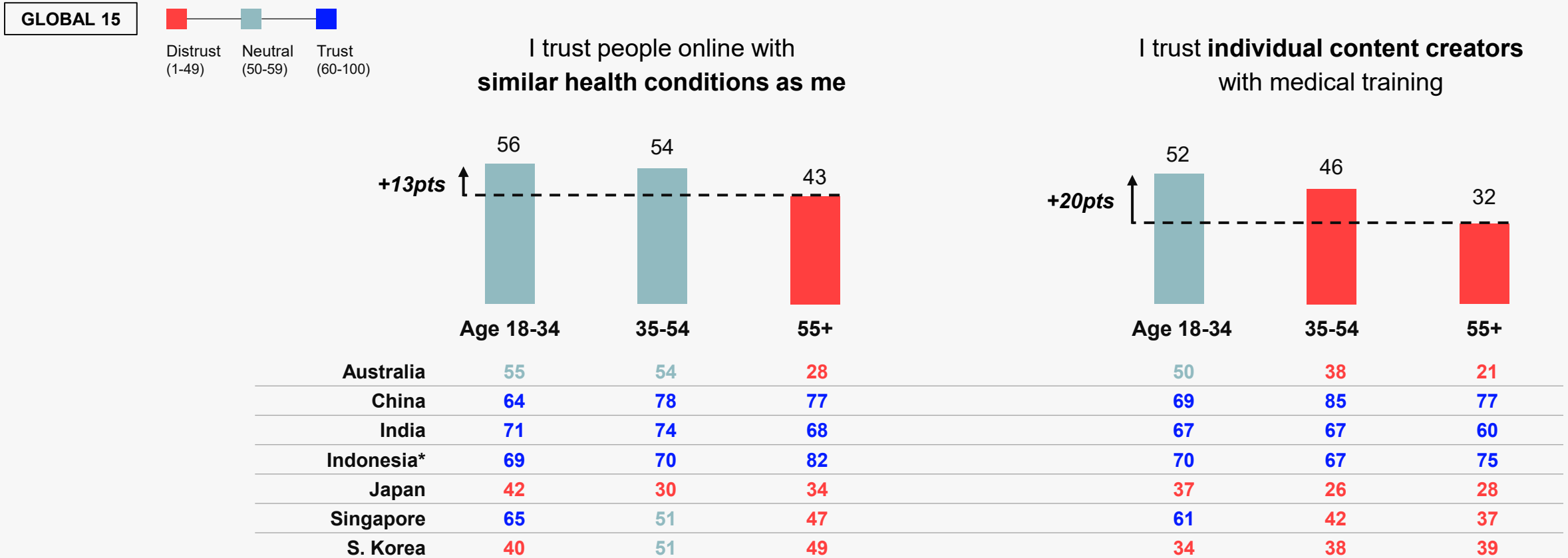


2025 Edelman Trust Barometer Special Report: Trust and Health. CON_CRT_ADV. You just said that there are people who have a big influence on your health decisions that do not have a formal medical degree or a health expertise credential. What are you getting from them, that you are not getting from healthcare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



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

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



2025 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, 15-mkt avg, and APAC countries, by age. *Indonesia is not included in the global average.



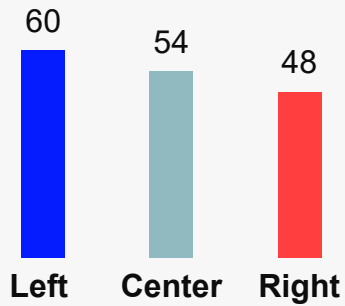
Proximity: To Avoid Polarization, Speak Through Local Health Voices

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

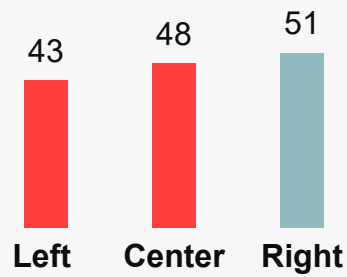


Where we differ:

Leaders of health NGOs

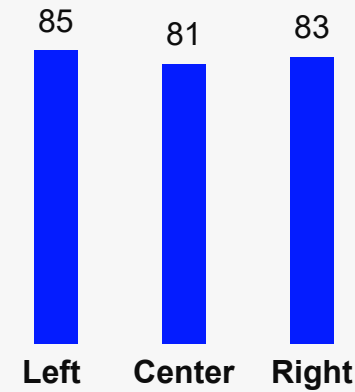


Healthcare CEOs

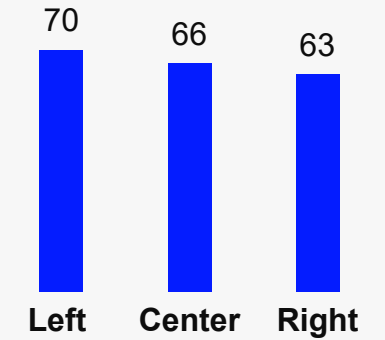


Where we align:

My doctor



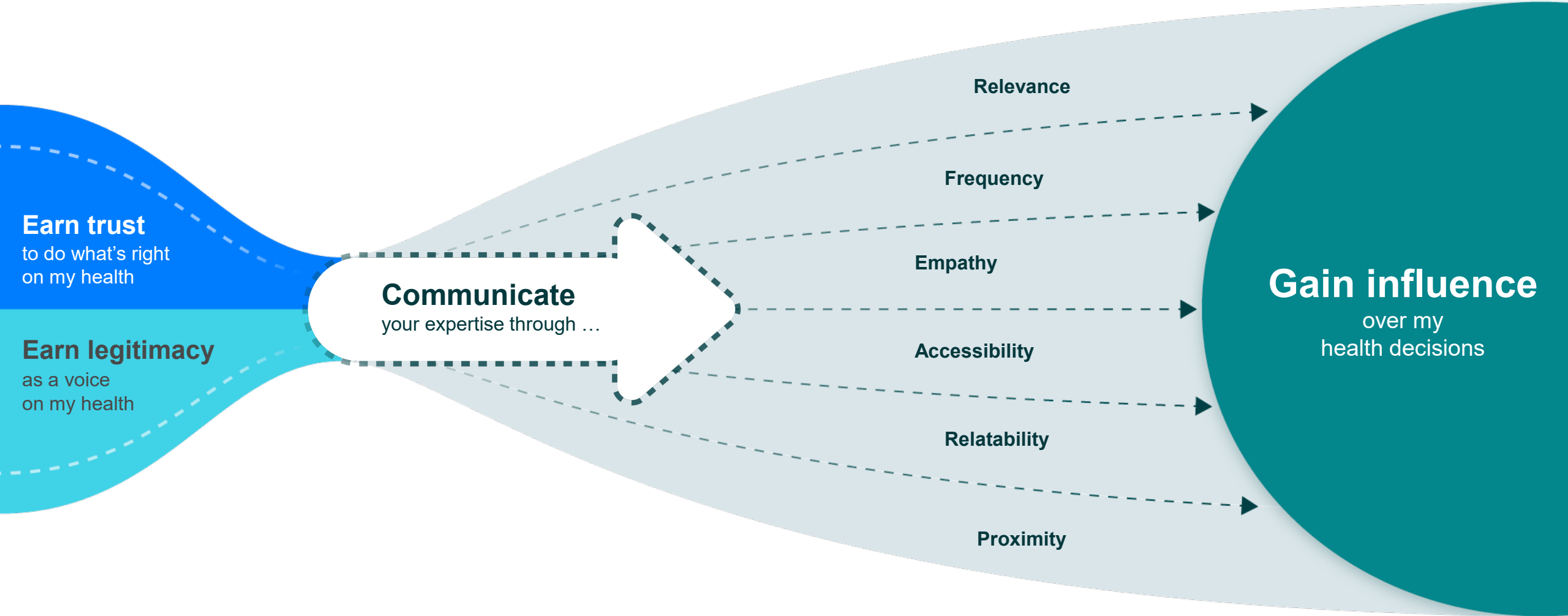
Local health authorities



2025 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box, trust. General population, 13-mkt avg., by political leaning. Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg.



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



2025 Edelman Trust Barometer Special Report: Trust and Health

How to Win the Science Communications Battle

1

Engage in the youth health ecosystem early

Young people in APAC are consuming, creating, and sharing health content at a remarkable rate. Engaging them where they are and at their pace can shape the fabric of society and foster positive health behaviors for now and for the future.

2

Go beyond authority

Institutions remain important sources of influence; but communication must go beyond authority—people's confidence in finding information opens new opportunities for engagement and empowerment.

3

Be perseverant and consistent

With 360-degree influence from channels, voices, and content, communication must be persistent and perseverant in its engagement scale, depth and frequency.

4

Lead with relevance, empathy, reliability and proximity

Listen to real needs on the ground, identify gaps in organized support, engage authentically with local partners, and ensure information is within everyone's reach.

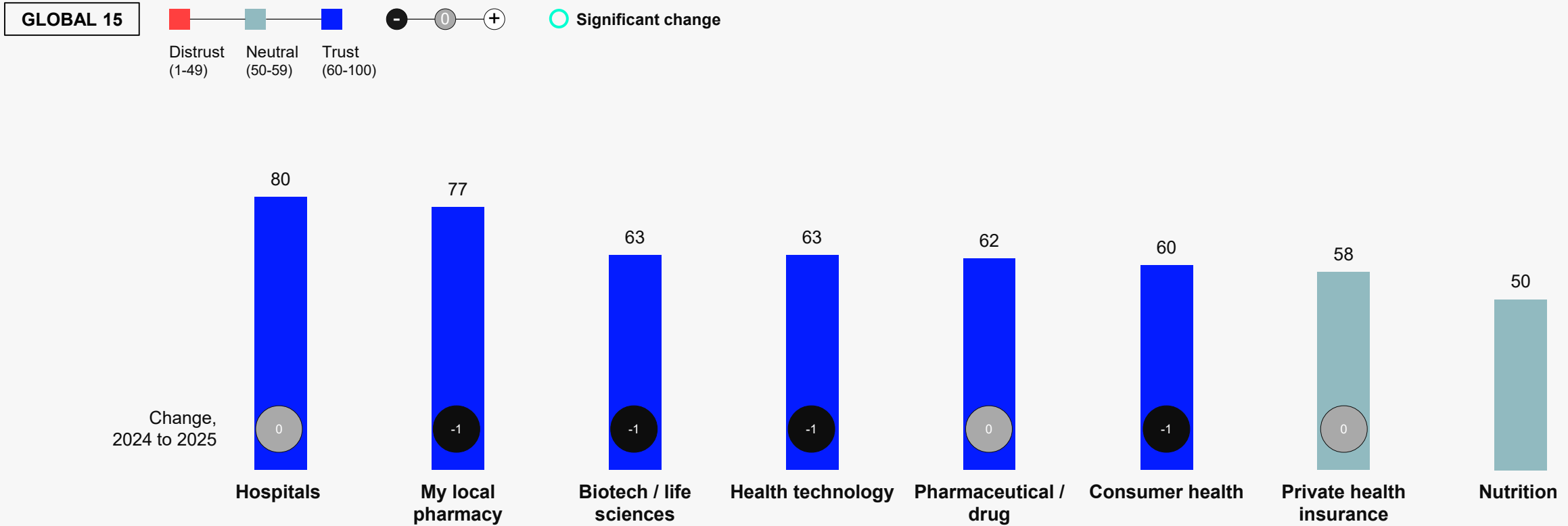


Supplemental Data



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

Percent trust in companies within each health subsector



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



Influence Over My Health Decisions: After Providers, Peers On Par With Scientists For Most Ages Across APAC

Percent who say each of the following have influenced my health decisions

		My Doctor	My friends and family	Medical scientists and health experts	People with similar health conditions as me	Content creators without medical training
Australia	18-34	83	73	66	50	29
	35-54	93	68	67	40	18
	55+	94	52	58	17	3
China	18-34	70	67	64	56	39
	35-54	84	81	79	59	41
	55+	68	76	71	55	35
India	18-34	89	85	81	66	53
	35-54	88	83	83	68	45
	55+	92	79	84	57	31
Indonesia	18-34	84	81	83	57	34
	35-54	78	79	72	55	32
	55+	75	72	67	50	37
Japan	18-34	69	67	65	35	24
	35-54	68	63	59	23	14
	55+	80	66	67	18	7
Singapore	18-34	82	73	72	57	31
	35-54	84	68	58	45	21
	55+	86	58	50	24	6
S. Korea	18-34	76	68	71	49	21
	35-54	79	70	72	53	17
	55+	88	76	77	42	14

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



More People Reject Artificial Intelligence in Clinical and Research Settings

Percent who accept or reject each health innovation

Significant change*

+/- 2024 to 2025

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

2025 Edelman Trust Barometer Special Report: Trust and Health. CHG_HTEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. Question asked of half the sample. General population, 15-mkt avg. *Indonesia is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



More People Reject Artificial Intelligence in Clinical and Research Settings

Percent who accept or reject each health innovation

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

2025 Edelman Trust Barometer Special Report: Trust and Health. CHG_HTEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. Question asked of half the sample. General population, 15-mkt avg., and by gender, age, income, and political leaning. [†]Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



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

Percent who accept or reject each health innovation

Significant change*

+/- 2024 to 2025

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

2025 Edelman Trust Barometer Special Report: Trust and Health. CHG_HTEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. Question asked of half the sample. General population, 15-mkt avg. *Indonesia is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Older People Less Enthusiastic about Remote Surgery

Percent who accept or reject each health innovation

Significant change*

		Gender				Age						Income						Politics [†]							
		Global 15		Men		Women		18-34		35-54		55+		Low		Middle		High		Left		Center		Right	
		%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
		+/- 2024 to 2025																							
Remote surgery	I reject this innovation	41	-1	37	0	46	0	40	-3	40	-1	45	+2	46	+1	42	-1	35	-2	43	+1	41	0	41	-1
	I embrace this innovation	25	0	27	0	22	-1	29	+2	27	+1	18	-4*	20	-2	24	0	31	0	25	+1	23	-2	28	+2
GLP-1 diabetes drugs used for weight loss	I reject this innovation	45	-	42	-	48	-	39	-	43	-	53	-	48	-	45	-	44	-	50	-	44	-	47	-
	I embrace this innovation	20	-	21	-	19	-	26	-	21	-	13	-	18	-	20	-	24	-	20	-	19	-	21	-

2025 Edelman Trust Barometer Special Report: Trust and Health. CHG_HTEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. Question asked of half the sample. General population, 15-mkt avg., and by gender, age, income, and political leaning. [†]Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Cost and Prioritization Biggest Barriers to Better Health

Among the 85% who say there is a gap between how well they are currently taking care of their health vs how well they should be, percent who say

This plays a large role in preventing me from taking better care of my health

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

2025 Edelman Trust Barometer Special Report: Trust and Health. HEA_BAR. How big a role does each of the following have in keeping you from closing the gap between how well you currently are taking care of your health and how well you should ideally be taking care of your health? 5-point scale; Codes 4-5, large or very large role. Question asked of half the sample who say there is a gap between how well they are currently taking care of their health and how well they would like to be (HEA_GAP/2-5). General population, 15-mkt avg. *Indonesia is not included in the global average.



Cost and Prioritization Biggest Barriers to Better Health

Among the 85% who say there is a gap between how well they are currently taking care of their health vs how well they should be, percent who say

This plays a large role in preventing me from taking better care of my health

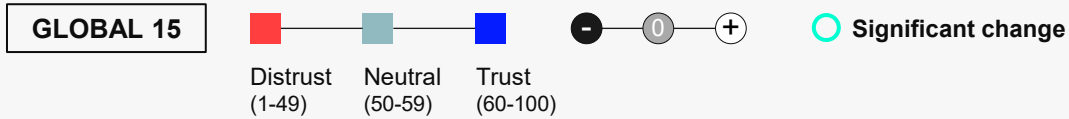
	Gender		Age			Income			Politics [†]			
	Global 15	Men	Women	18-34	35-54	55+	Low	Middle	High	Left	Center	Right
Cost: Healthy options, good healthcare, and health promoting products, treatments and services cost more than I can easily afford	53	52	54	58	56	44	55	55	48	52	52	50
Information: I cannot get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

2025 Edelman Trust Barometer Special Report: Trust and Health. HEA_BAR. How big a role does each of the following have in keeping you from closing the gap between how well you currently are taking care of your health and how well you should ideally be taking care of your health? 5-point scale; Codes 4-5, large or very large role. Question asked of half the sample who say there is a gap between how well they are currently taking care of their health and how well they would like to be (HEA_GAP/2-5). General population, 15-mkt avg., and by gender, age, income, and political leaning. [†]Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg.

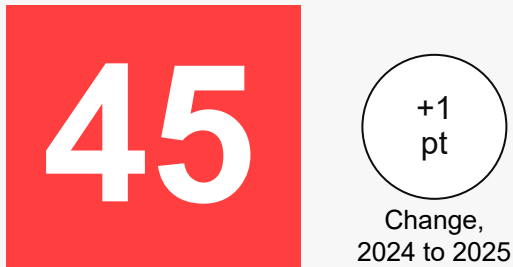


Trust in Media to Report Accurate Health Information Stable Since 2024

Percent who say

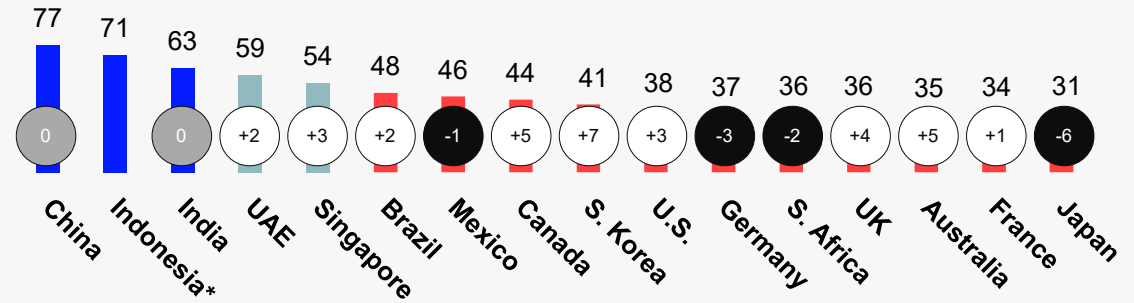


I trust the media to report accurate information about healthcare, such as diseases, treatments and prevention

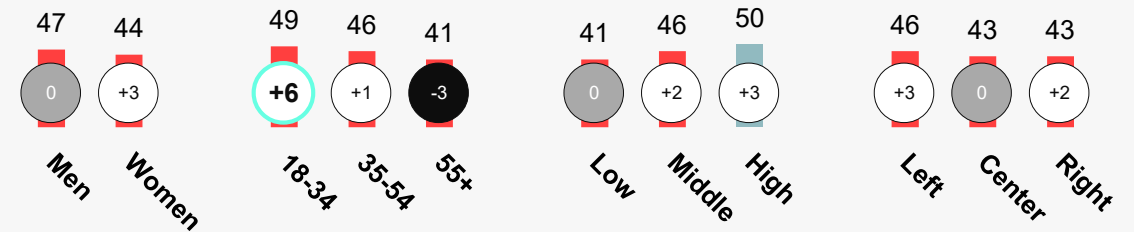


Only significant increase among age 18-34

Market



Gender | Age | Income | Politics†



2025 Edelman Trust Barometer Special Report: Trust and Health. DRV_HEA_REP. How much do you trust the media to report accurate information about healthcare, such as diseases, treatments and prevention? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 15-mkt avg., and by gender, age, income, and political leaning. *Indonesia not included in the global average. †Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



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

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

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

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



Across Most Backgrounds, Empathy Top Differentiator for Uncredentialed Voices

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

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

Right-leaning most value direct experience of health issue

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



Greater Vaccine Hesitancy in Indonesia, China

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

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

2025 Edelman Trust Barometer Special Report: Trust and Health. VAC_TUS2. Which of the following best describes your beliefs about childhood vaccinations such as polio; measles, mumps, and rubella (MMR); rotavirus (RV); and diphtheria, tetanus, and acellular pertussis (DTaP)? Question asked of half the sample. General population, 15-mkt avg. *Indonesia not included in the global average.



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

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

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

2025 Edelman Trust Barometer Special Report: Trust and Health. VAC_TUS2. Which of the following best describes your beliefs about childhood vaccinations such as polio; measles, mumps, and rubella (MMR); rotavirus (RV); and diphtheria, tetanus, and acellular pertussis (DTaP)? Question asked of half the sample. General population, 15-mkt avg., and by gender, age, income, and political leaning. †Political leaning is not asked in China or the UAE; the Left, Center, and Right segments reflect a 13-mkt avg.



Technical Appendix



2025 Edelman Trust Barometer Special Report: Trust and Health

Sample Size, Quotas and Margin of Error

Country	Weighed Sample Size ¹	Unweighted Sample Size	Margin of Error – Total Sample ²	Margin of Error – Half Sample ²	Quotas Set On ³
Global 15⁴	15,000	15,009	+/- 1.1 percentage points total sample	+/- 1.5 percentage points half sample	Quotas set at the market level
Australia	1,000	1,001	+/- 4.1 pct pts. total sample	+/- 5.8 pct pts. half sample	Age, Gender, Region
Brazil	1,000	1,000			
Canada	1,000	1,001			
China⁵	1,000	1,000			
France	1,000	1,001			
Germany	1,000	1,001			
India	1,000	1,000			
Indonesia⁶	1,000	1,000			
Japan	1,000	1,002			
Mexico	1,000	1,001			
Singapore	1,000	1,000			
S. Africa	1,000	1,000			
S. Korea	1,000	1,002			
UAE	1,000	1,000			
UK	1,000	1,001			
U.S.	1,000	999			

1. Data reported on slides is weighted to the same total base size to ensure each market has an equal effect on the global total. Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.

2. Margin of error is calculated on the unweighted sample sizes collected, at the 99% confidence level.

3. There were additional quotas on ethnicity in the UK and U.S., and on nationality in the UAE.

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

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

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



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Countries Included in Each Global Averages

16 countries surveyed	Global 15 average	Global 13 Excludes UAE and China	Global 12	Global 9	Global 8 Excludes China
	Used for current year averages and tracking to 2024	Used for current year averages; excludes sensitive countries ¹	Used for tracking to 2023	Used for tracking to 2022	Used for tracking to 2022; excludes countries impacted by translation inconsistencies ²
Australia	Australia	Australia	----	----	----
Brazil	Brazil	Brazil	Brazil	----	----
Canada	Canada	Canada	Canada	Canada	Canada
China	China	----	China	China	----
France	France	France	France	France	France
Germany	Germany	Germany	Germany	Germany	Germany
India	India	India	India	----	----
Indonesia	----	----	----	----	----
Japan	Japan	Japan	Japan	Japan	Japan
Mexico	Mexico	Mexico	Mexico	Mexico	Mexico
Singapore	Singapore	Singapore	----	----	----
S. Africa	S. Africa	S. Africa	S. Africa	----	----
S. Korea	S. Korea	S. Korea	S. Korea	S. Korea	S. Korea
UAE	UAE	----	----	----	----
UK	UK	UK	UK	UK	UK
U.S.	U.S.	U.S.	U.S.	U.S.	U.S.

1. Because some of the content we ask is deemed politically or culturally sensitive there are several countries where we take special precautions in order to avoid putting our respondents, or ourselves, in a position to break any local laws. We work closely with our sample partner and its legal team to identify which questions, and in what countries, we should refrain from asking. The countries where we removed certain questions and/or answer options in the survey are noted in the labels on the slide.

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



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By Country: Survey Languages Used and Internet Penetration

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

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

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

Due to disproportionate access to internet in countries with lower internet penetration, the online sample in those countries tends to skew younger, urban, and more affluent.



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Dimensions of Health

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

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

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

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

Health Dimensions

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

PHYSICAL

Being free of sickness or injury

MENTAL

*Being free of mental disorders or chronic negative emotions
Having a sharp and active mind engaged in thinking about things I find interesting*

SOCIAL

*Feeling like I am not being constantly judged or discriminated against because of my culture or identity
Feeling like other people care about me and that I matter to them
Having at least one person in my life that I can speak to freely about my hopes, feelings, and emotions*

ENVIRONMENTAL

*Feeling like I am living in a community that is clean, safe, and peaceful
Feeling like I am living on a healthy planet where human, plant, and animal life can flourish*



Full Question Text



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Full Text For Answer Choices Abbreviated

Greater Confidence in Ability to Find the Right Health Information

CAP_DEC: How confident are you in your ability to do each of the following?

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



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Full Text For Answer Choices Abbreviated

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

HEA_TRU_PEP: Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public.

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



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Full Text For Answer Choices Abbreviated

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

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

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



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Full Text For Answer Choices Abbreviated

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

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

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



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Full Text For Answer Choices Abbreviated

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

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

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



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Full Text For Answer Choices Abbreviated

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

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

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

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



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Full Text For Answer Choices Abbreviated

Young People Increasingly Engage with Health Information

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

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



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Full Text For Answer Choices Abbreviated

Young People Share The Most Health News, Experiences, Opinions

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

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



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Full Text For Answer Choices Abbreviated

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

MIS_INFO_SOUR: Where did that inaccurate or misleading information come from?

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



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Full Text For Answer Choices Abbreviated

Since COVID, Support for Global Health Organizations Politically Polarized

HEA_SYS_CHOICE: You are about to see a series of two choices. For each pair, we want you to choose the one that you agree with more.

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



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Full Text For Answer Choices Abbreviated

For More Patients, Shared Political Belief Seen As Provider Credential

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

Shortened	Full
Unless a provider shares my political beliefs, I will not trust their advice or stop seeing them entirely (net)	Even if a healthcare provider has consistently given me excellent care, I will stop going to them if I discover that we disagree on a social or political issue I care about Unless a healthcare provider shares my political beliefs, I will not fully trust their recommendations and advice



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Full Text For Answer Choices Abbreviated

1 in 3 Young People Uncertain About Childhood Vaccines

VAC_TUS2: Which of the following best describes your beliefs about childhood vaccinations such as polio; measles, mumps, and rubella (MMR); rotavirus (RV); and diphtheria, tetanus, and acellular pertussis (DTaP)?

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



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Full Text For Answer Choices Abbreviated

Vaccine Uncertainty More Influenced By Social Media and Peer Experiences

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

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



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Full Text For Answer Choices Abbreviated

Relevance: Highlight Your Understanding Of People Like Me

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

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

Shortened

They understand what people like me need and want

Full

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



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Full Text For Answer Choices Abbreviated

Empathy and Accessibility: Learn From What Uncredentialed Voices Offer Patients

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

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



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Full Text For Answer Choices Abbreviated

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

HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public.

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



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Full Text For Answer Choices Abbreviated

Proximity: To Avoid Polarization, Speak Through Local Health Voices

HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public.

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



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Full Text For Answer Choices Abbreviated

Health Innovations

CHG_HTEC_COM. How would you characterize your feelings about each of the following?

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



1	2
3	4
5	6

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