Special Report:
Trust and Health

Edelman Trust Barometer 2022

JUNE 2020 PEER-REVIEWED RESEARCH:
TRUST IMPROVES VACCINATION RATES

Key findings

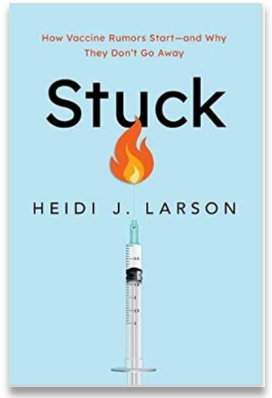
A successful vaccination effort requires trust in:

- *Scientists who create the vaccine*
- *Companies that manufacture the vaccine*
- *Healthcare workers who inject it*
- *Government that oversees the process*

Trust in government was the strongest predictor of willingness to be immunized

> *“**That trust chain is a far more important lever** of [vaccine] acceptance than any piece of information. The chain is made more fragile by ‘the feeling of being disenfranchised and not heard.’*

Heidi J. Larson, PhD,
Founding Director of the Vaccine Confidence Project at the London School of Hygiene & Tropical Medicine



Jeffrey V. Lazarus ,Scott Ratzan,Adam Palayew,Francesco C. Billari,Agnes Binagwaho,Spencer Kimball,Heidi J. Larson,Alessia Melegaro,Kenneth Rabin,Trenton M. White,Ayman El-Mohandes. (2020) COVID-SCORE: A global survey to assess public perceptions of government responses to COVID-19 (COVID-SCORE-10). PLoS ONE 15(10): e0240011. https://doi.org/10.1371/journal.pone.0240011

https://www.newyorker.com/science/annals-of-medicine/heidi-larson-vaccine-anthropologist

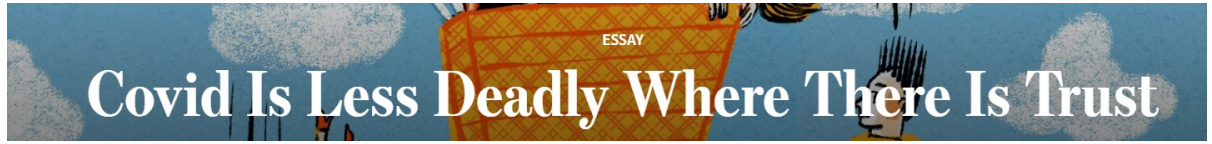
FEBRUARY 2022 PEER-REVIEWED RESEARCH:

TRUST IS A STRONG PREDICTOR OF COVID OUTCOMES

Key findings

- *Higher trust in government associated with lower infection rates*
- *High trust associated with higher vaccination rates in developed countries*

THE WALL STREET JOURNAL.



FINANCIAL TIMES

Trust in government leads to lower Covid infection rates, study finds

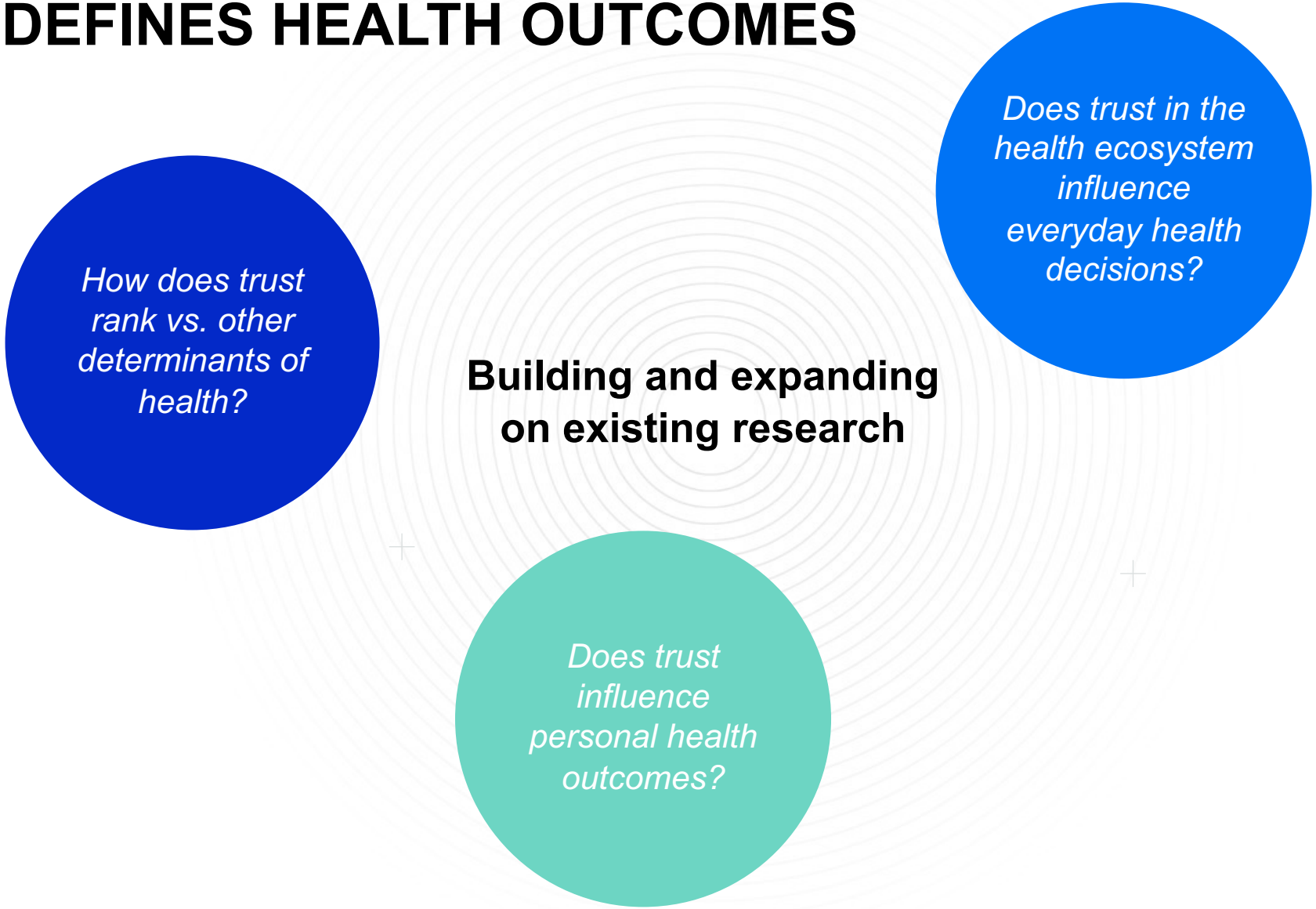
High levels of rules compliance and vaccine take-up found in Nordic and East Asian nations

The Washington Post

Researchers are asking why some countries were better prepared for covid. One surprising answer: Trust.

Bollyky, T. J., Hulland, E. N., Barber, R. M., Collins, J. K., Kiernan, S., Moses, M., Pigott, D. M., Reiner Jr, R. C., Sorensen, R. J., Abbafati, C., Adolph, C., Allorant, A., Amlag, J. O., Aravkin, A. Y., Bang-Jensen, B., Carter, A., Castellano, R., Castro, E., Chakrabarti, S., … Dieleman, J. L. (2022). Pandemic preparedness and covid-19: An exploratory analysis of infection and fatality rates, and contextual factors associated with preparedness in 177 countries, from Jan 1, 2020, to Sept 30, 2021. *The Lancet*. https://doi.org/10.1016/s0140-6736(22)00172-6

2022 EDELMAN TRUST BAROMETER SPECIAL REPORT:
TRUST DEFINES HEALTH OUTCOMES



2022 EDELMAN TRUST BAROMETER SPECIAL REPORT:

TRUST AND HEALTH

Methodology

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*

Canada
China
France
Germany
Japan
Mexico
Nigeria
S. Korea
UK
U.S.

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

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).

GOVERNMENT AND MEDIA SEEN AS DIVISIVE

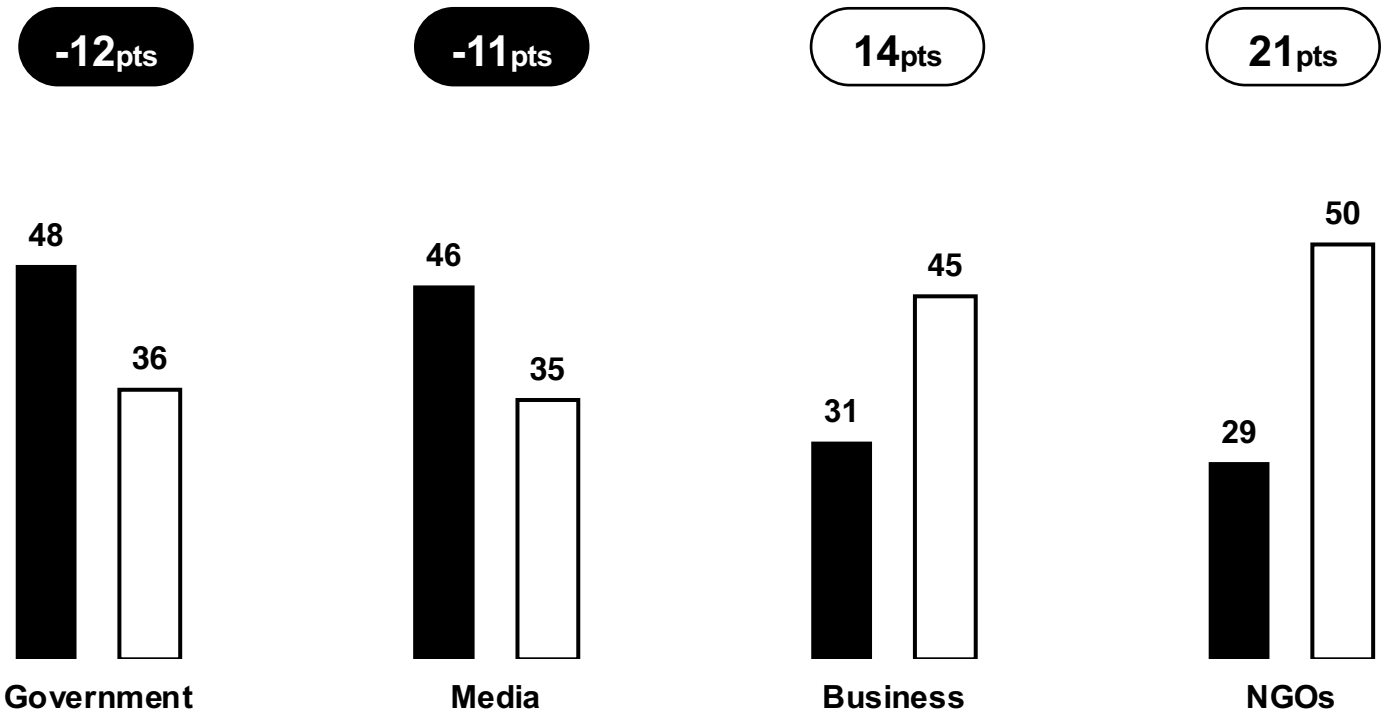
Percent who say

These institutions are…

a **dividing force** in society

a **unifying force** in society

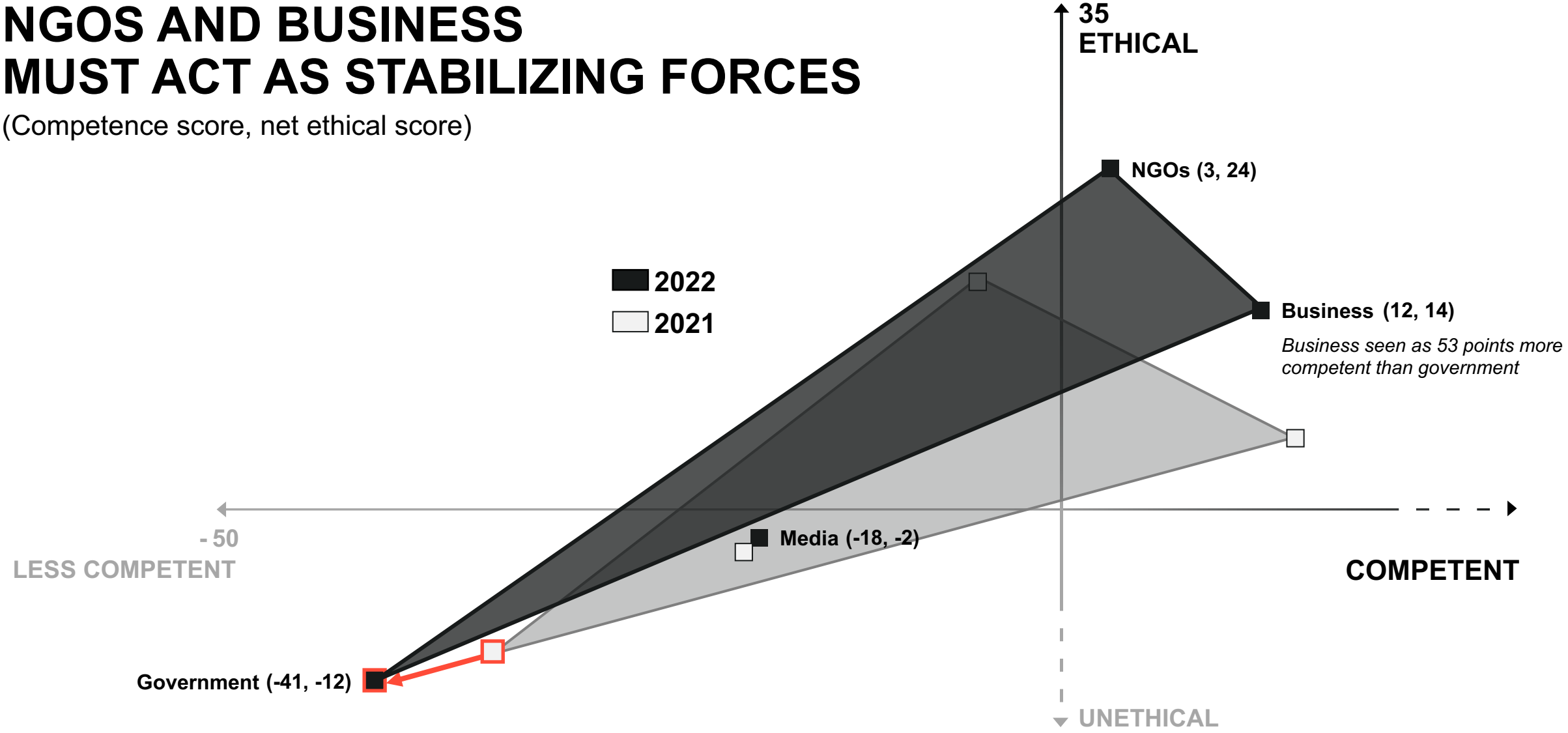
***Gap**, difference between unifying force vs. dividing force*



2022 Edelman Trust Barometer. [INS]_PER_DIM. In thinking about why you do or do not trust [institution], please specify where you think they fall on the scale between the two opposing descriptions. 11-point scale; top 5 box, positive; bottom 5 box, negative. Questions asked of half of the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand.

NGOS AND BUSINESS MUST ACT AS STABILIZING FORCES

(Competence score, net ethical score)



2022 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU_3D_[INS]/1. Depending on the question it was either asked of the full of half the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix of the January 2022 Edelman Trust Barometer.

TRUST IN HEALTHCARE UNDER PRESSURE

PANDEMIC EFFECT:
LESS CONFIDENCE IN HEALTH SYSTEM

Global 9

52%

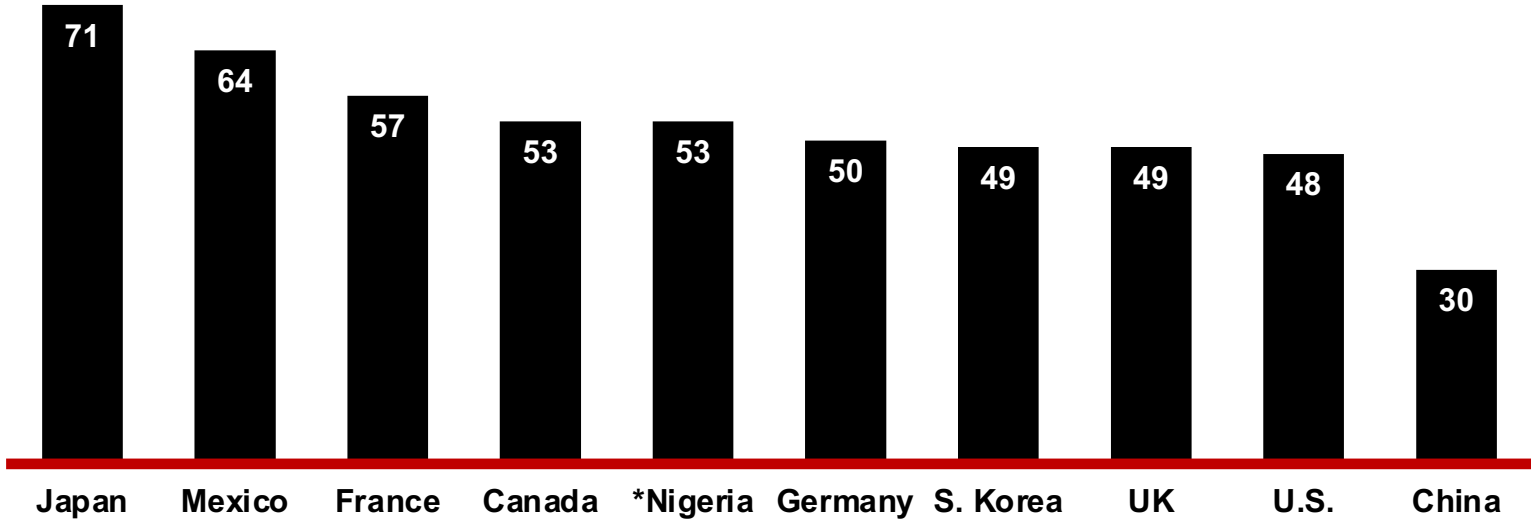
Which do you agree with more?

The COVID-19 pandemic has…

decreased my confidence that our healthcare system is well-equipped to handle major health crises

or

increased my confidence that our healthcare system is well-equipped to handle major health crises



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.

STEEP 5-YEAR DECLINE IN CONFIDENCE TO MAKE INFORMED HEALTH DECISIONS

Percent who agree

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

Global 9

61%

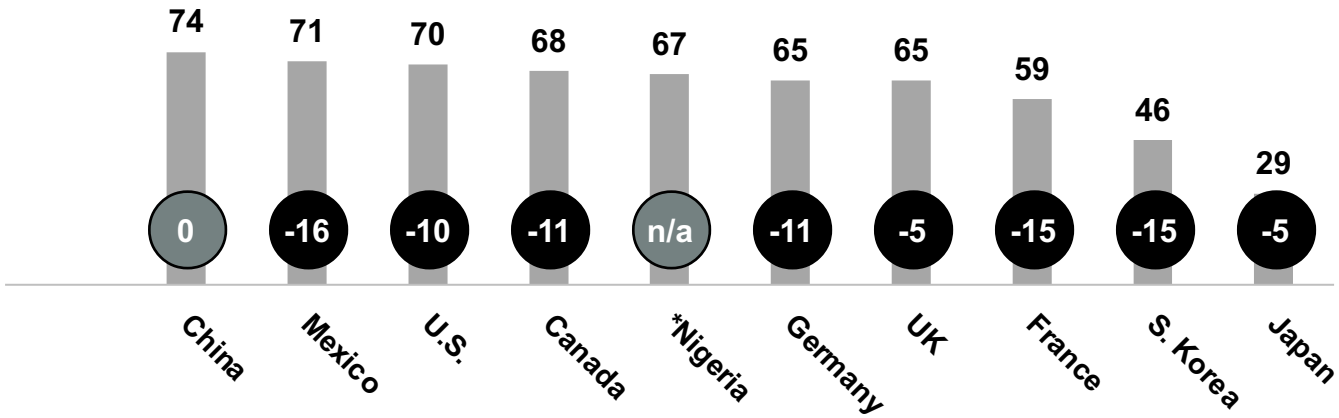
-10 pts

Change, Jan 2017 to Mar 2022

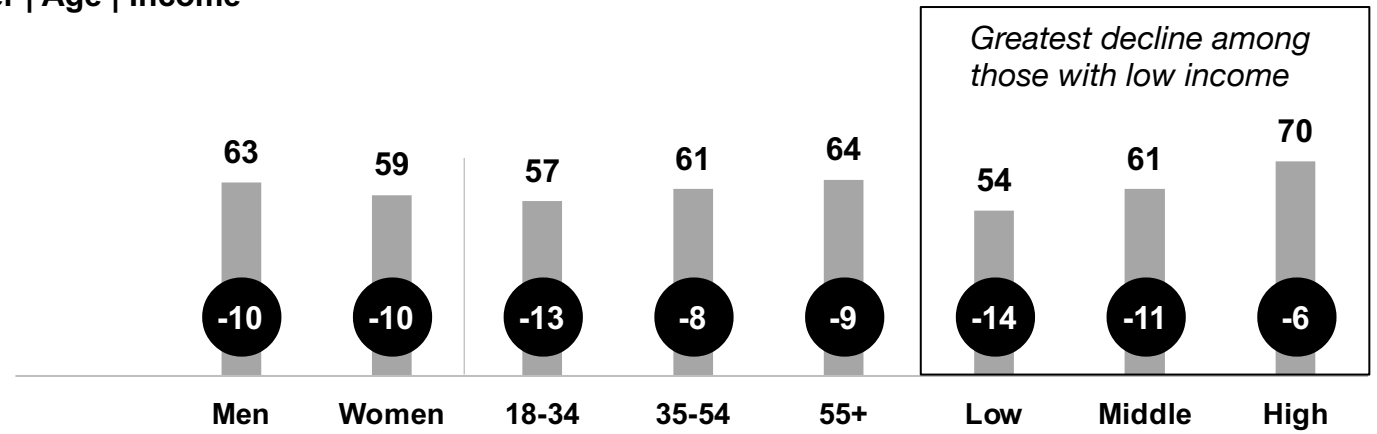
- 0 +

Change, Jan 2017 to Mar 2022

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 demographics.
*Nigeria is not included in the global average.

HEALTH INFODEMIC: THE UNVACCINATED RELY ON INTERNET AND PEER VOICES, NOT EXPERTS

Percent who say

I relied on this source the **most** for information and advice on vaccinations…

Among those who are **fully vaccinated**

#1	**My doctor**
#2	Recommendations of national health experts
#3	My friends and family
#4	The news media
↓	
#7	Internet searches

Among those who are **unvaccinated because they don't want to be**

#1	**Internet searches**
#2	My friends and family
#3	I did not rely on any information/advice
#4	My doctor
↓	
#8	Recommendations of national health experts

2022 Edelman Trust Barometer Special Report: Trust and Health. 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., among those who are fully vaccinated (VAC_STA_TUS/1) and unvaccinated because they don't want to be (VAC_STA_TUS/3). "None of the above" was an answer option and was excluded from the rankings.

MAJORITY WORRIED ABOUT SCIENCE BEING POLITICIZED

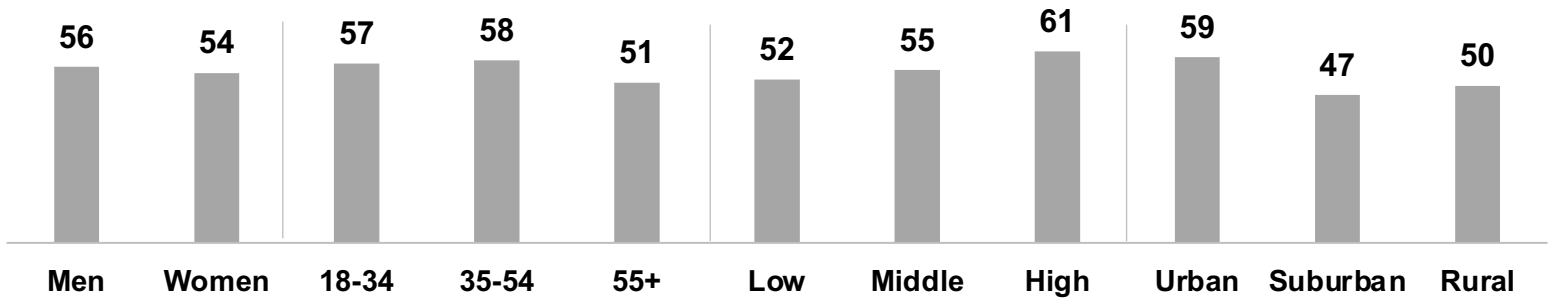
Percent who say

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

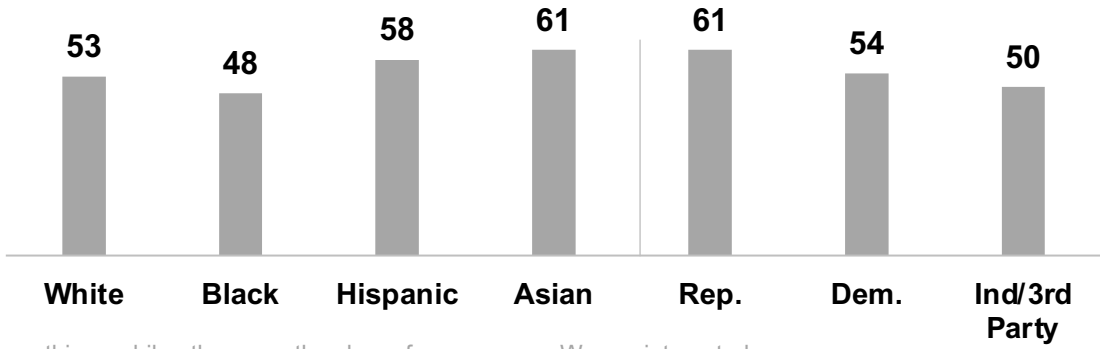
Global 9

55%

Gender | Age | Income | Location



U.S. Race and Ethnicity | Political Affiliation

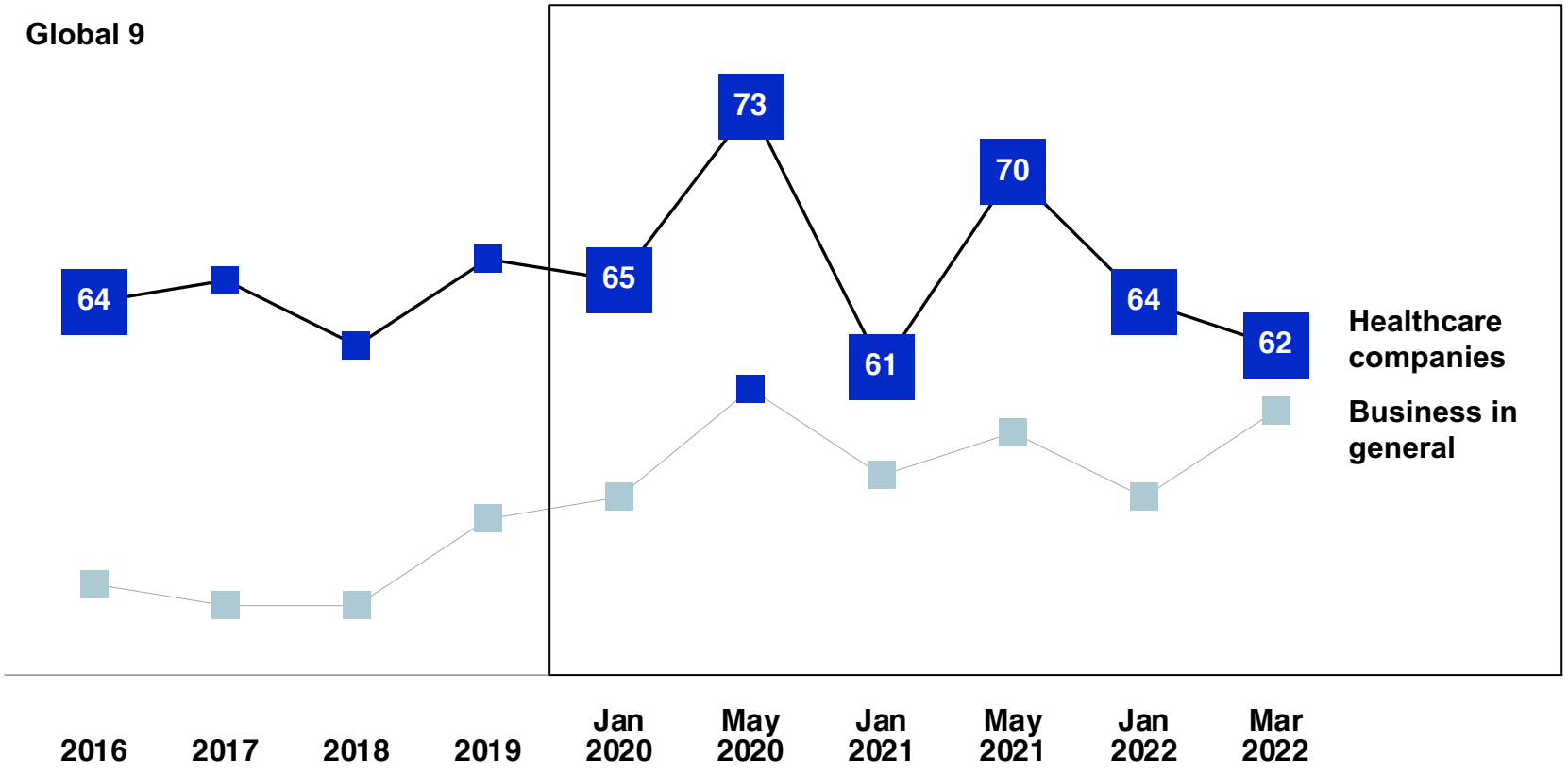


2022 Edelman Trust Barometer Special Report: Trust and Health. HEA_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worried. Question asked of half of the sample. General population, 9-mkt avg., and by demographics; U.S. political affiliation, and Non-Hispanic White, Black, Hispanic, and Asian populations.

SINCE 2020, TRUST IN HEALTH SECTOR MORE VOLATILE

Percent trust

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



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

2022 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, 9-mkt avg. Prior to March 2022, "Healthcare companies" was asked in a different question among other business sectors; in March 2022, it was asked among other institutions.

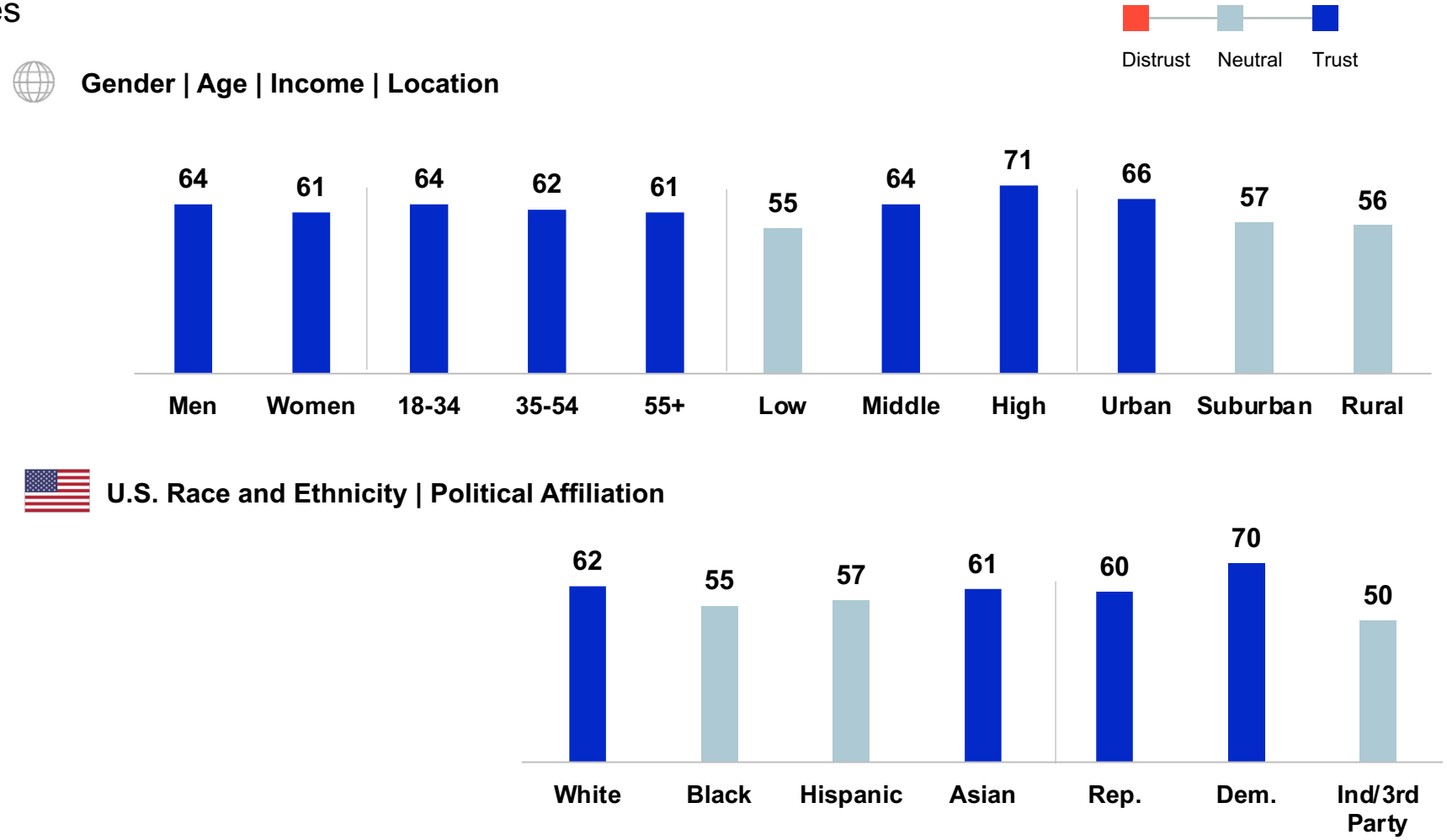
TRUST IN HEALTH SECTOR DIFFERS BY INCOME, GEOGRAPHY, RACE/ETHNICITY AND POLITICS

Percent trust, healthcare companies

Global 9

62

Healthcare companies



2022 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, 9-mkt avg., and by demographics; U.S. political affiliation, and Non-Hispanic White, Black, Hispanic, and Asian populations.

TRUST:
A KEY DETERMINANT OF HEALTH

22

TRUST RANKS AMONG TOP DETERMINANTS OF GOOD HEALTH BEHAVIORS

Regression analysis: increase associated with each determinant

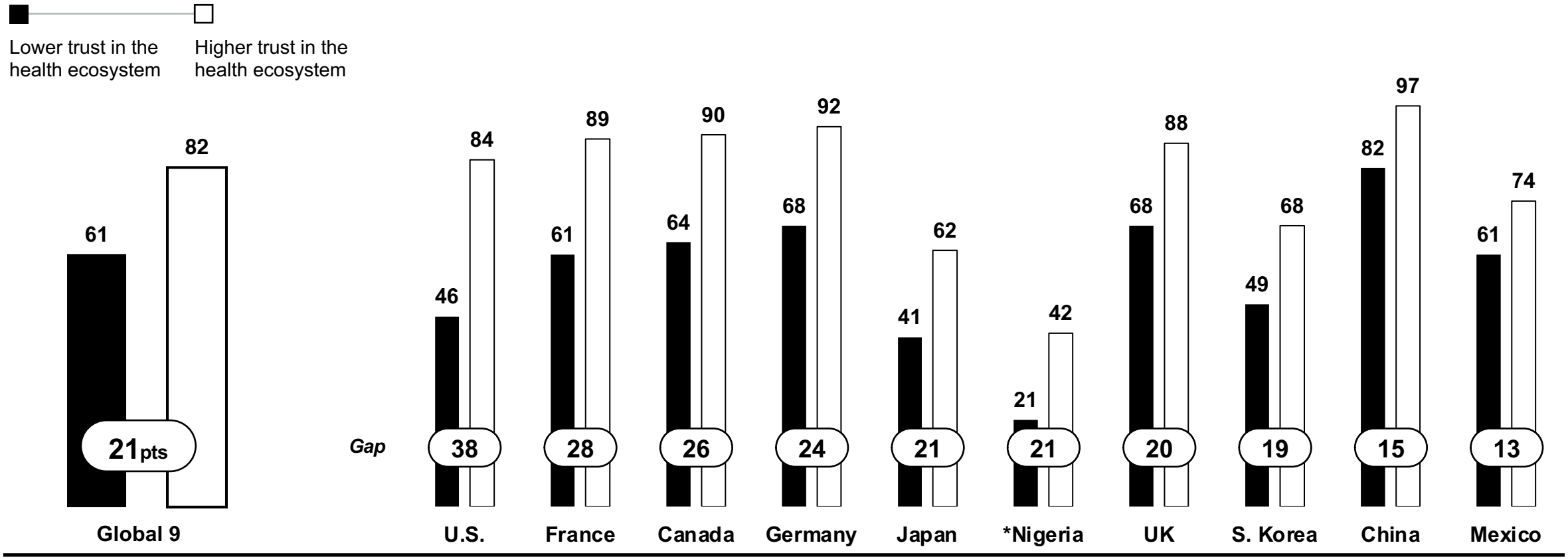
When respondents…	Increased likelihood to be **fully vaccinated** (standardized across determinant levels)
Are in older age groups	**8.1%**
Have higher trust in the health ecosystem	**5.0%**
Trust government	**4.4%**
Have high-quality healthcare	**4.0%**
Are higher income	**3.4%**

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

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.

THOSE WITH LOWER TRUST IN THE HEALTH ECOSYSTEM FAR LESS LIKELY TO BE VACCINATED

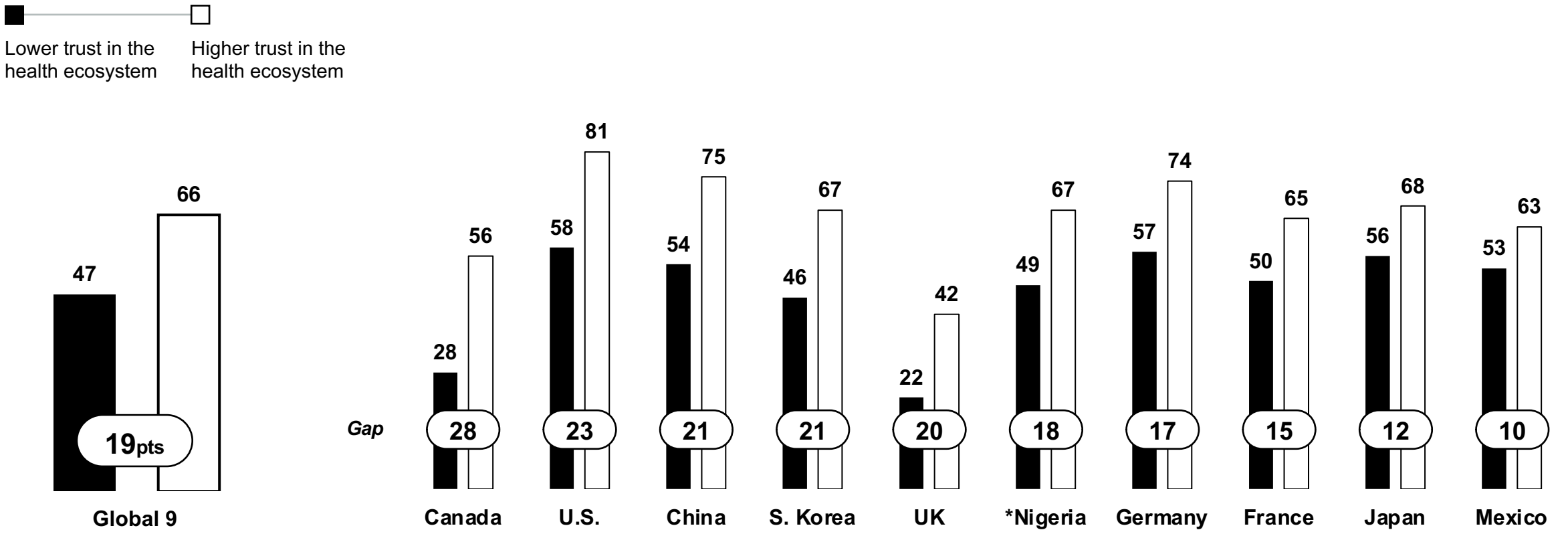
Percent who **are fully vaccinated**, among those with lower vs. higher trust in the health ecosystem



2022 Edelman Trust Barometer Special Report: Trust and Health. VAC_STA_TUS. Which of the following best describes your current vaccine status? 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."

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



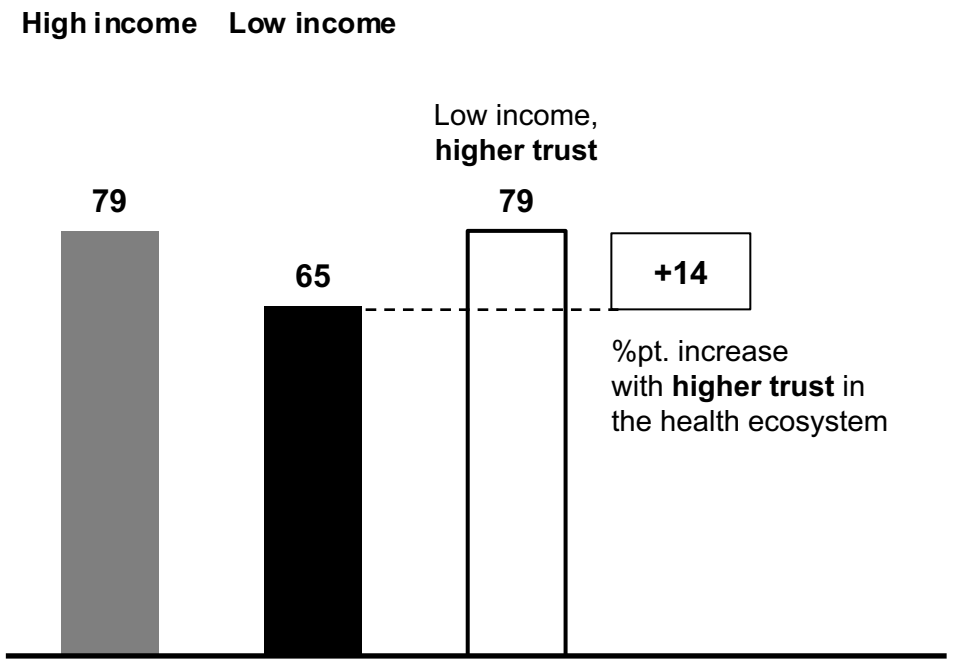
2022 Edelman Trust Barometer Special Report: Trust and Health. HEA_BHV. Have you done any of the following within the past year? General population, 9-mkt avg., by level of trust in health ecosystem. For full details on how the Health Ecosystem Trust scale was built, please refer to the Technical Appendix.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

Percent **who are fully vaccinated**, and percentage point gain associated with higher trust in the health ecosystem

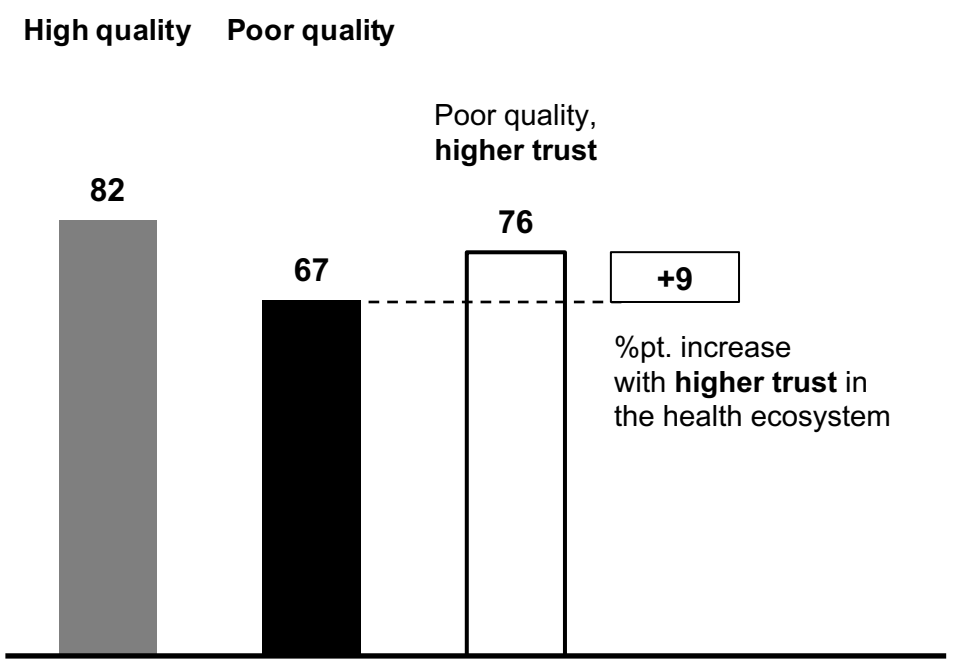
SOCIAL DISPARITY:

INCOME LEVELS



SOCIAL DISPARITY:

QUALITY OF HEALTHCARE



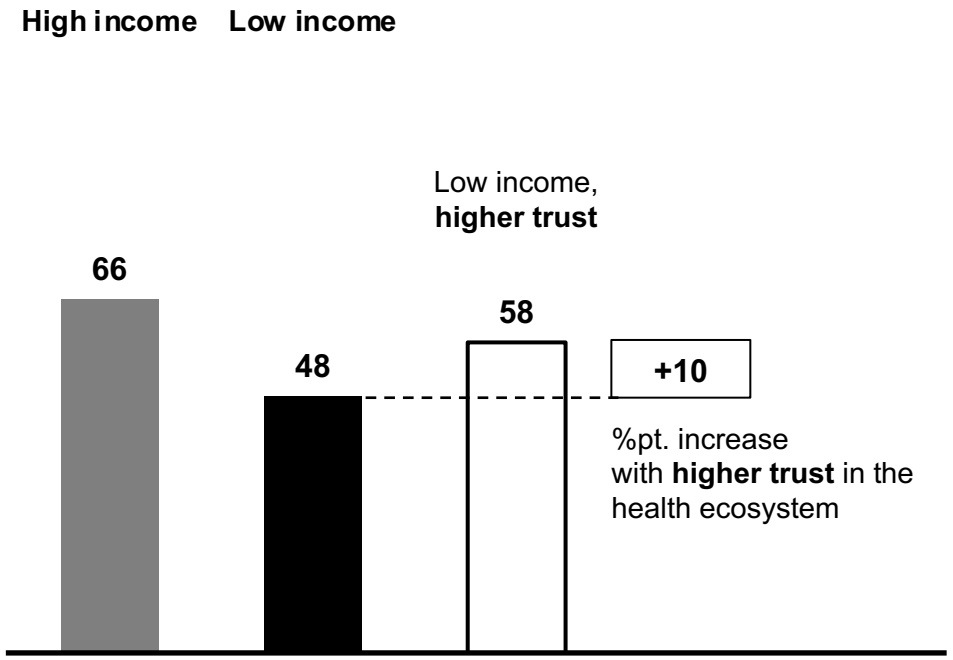
2022 Edelman Trust Barometer Special Report: Trust and Health. VAC_STA_TUS. Which of the following best describes your current vaccine status? General population, 9-mkt avg., by income and quality of healthcare (CRE_ACC/1-4; 5-7); and among low income with higher trust in health ecosystem, and poor-quality 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."

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

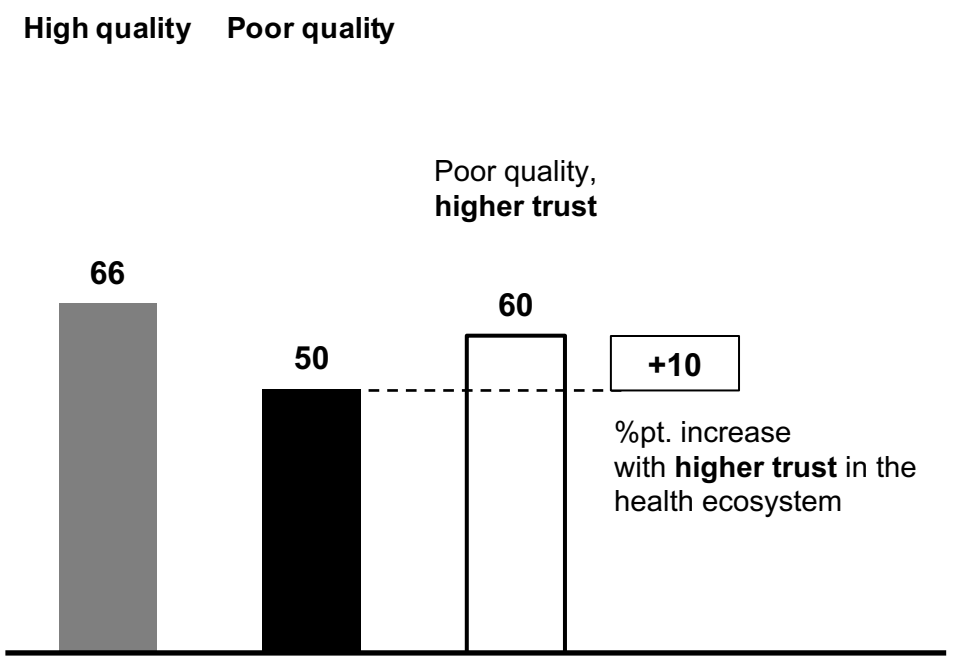
SOCIAL DISPARITY:

INCOME LEVELS



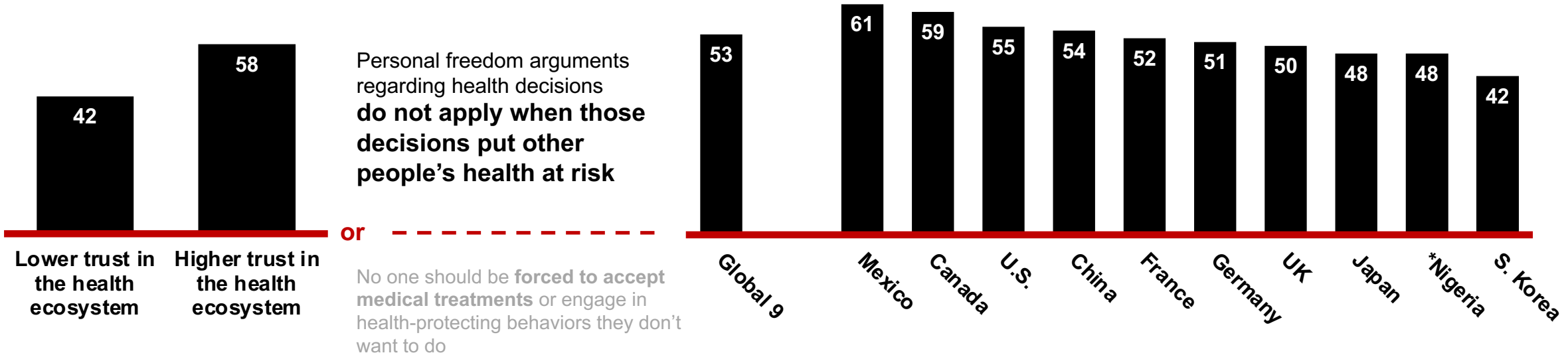
SOCIAL DISPARITY:

QUALITY OF HEALTHCARE



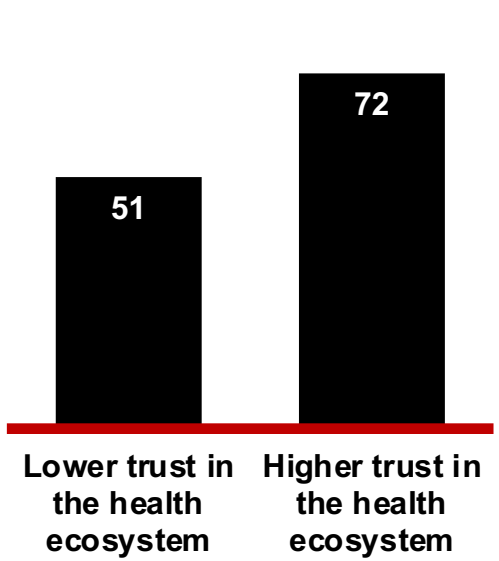
2022 Edelman Trust Barometer Special Report: Trust and Health. HEA_BHV. Have you done any of the following within the past year? General population, 9-mkt avg., by income and quality of healthcare (CRE_ACC/1-4; 5-7); and among low income with higher trust in health ecosystem, and poor-quality healthcare 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."

WITH HIGHER TRUST, MORE SUPPORT FOR PUBLIC HEALTH MEASURES OVER PERSONAL FREEDOM



2022 Edelman Trust Barometer Special Report: Trust and Health. HEA_CHOICE. You are about to see two choices. Please choose the one that you agree with more. General population, 9-mkt avg., and 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.

WITH HIGHER TRUST, MORE LIKELY TO ACCEPT CHANGING EXPERT RECOMMENDATIONS



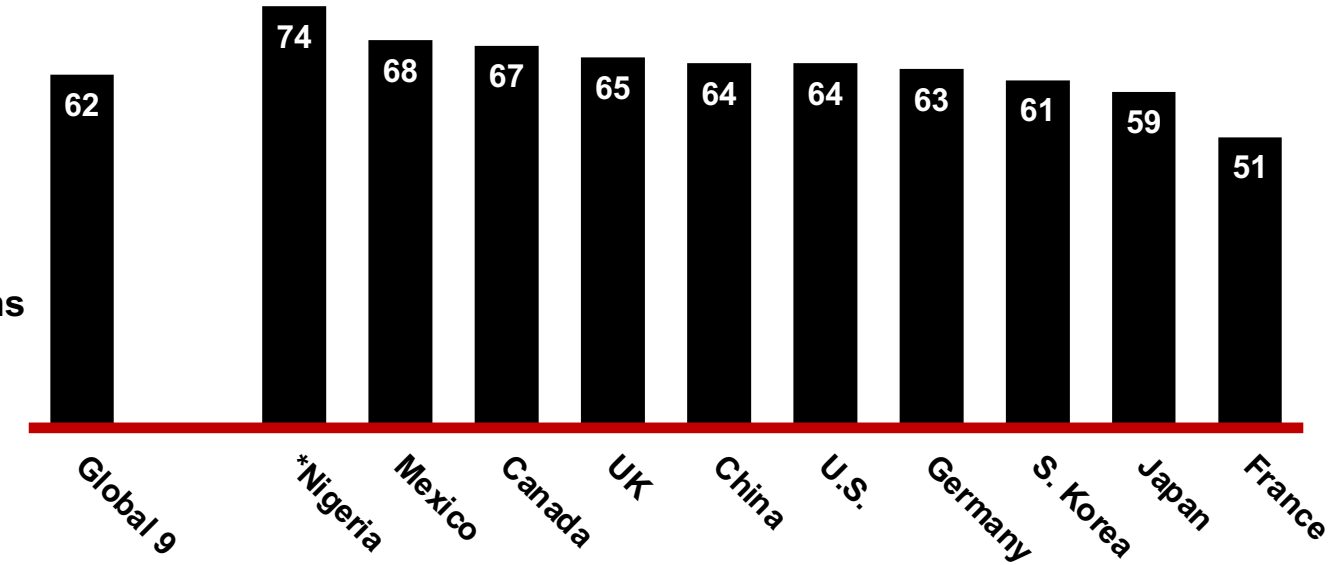
Which best describes you?

When health experts change their recommendations…

I assume it is because they have learned more about a health issue and the **new recommendations are better than the old ones**

or

It confuses me; and I start to doubt that they really know what the right thing to do is



2022 Edelman Trust Barometer Special Report: Trust and Health. HINFO_CHOICE. You are about to see a series of two choices. For each pair, we want you to choose the one that best describes you. Question asked of half of the sample. General population, 9-mkt avg., and 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.

BUILDING TRUST, IMPROVING HEALTH OUTCOMES

INFORMATION ON PAR WITH COST AS BARRIER TO TAKING CARE OF MY HEALTH

Percent who say

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

65%

Net reasons that play a large/very large role in keeping me from closing the gap		Canada	China	France	Germany	Japan	Mexico	*Nigeria	S. Korea	UK	U.S.
Cost *Healthy options cost too much* *Cannot afford good healthcare* *Cannot afford treatments*	**50**	39	73	51	47	25	62	56	52	43	55
Information *Lack of information* *Changing health recommendations* *Contradictory expert advice*	**47**	35	74	56	45	19	55	48	52	38	48

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, 9-mkt avg. "Cost" is a net of attributes 1-3; "Information" is a net of attributes 4-6.
*Nigeria is not included in the global average. Data shown on slide is rebased to exclude those who selected "prefer not to answer."

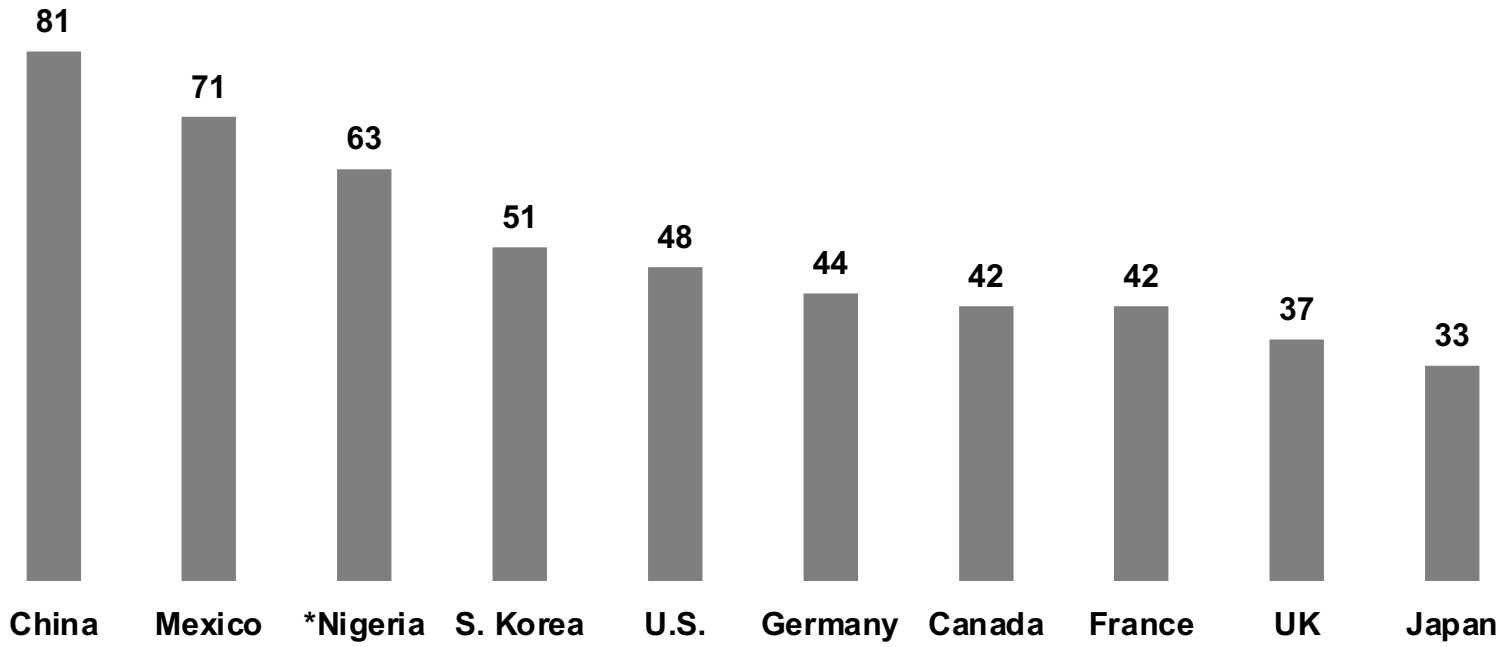
ONLY 1 IN 2 CONSUME HEALTH INFORMATION REGULARLY

Percent who say

I consume health information from major news organizations, corporations, or influencers on a weekly basis or more …

Global 9

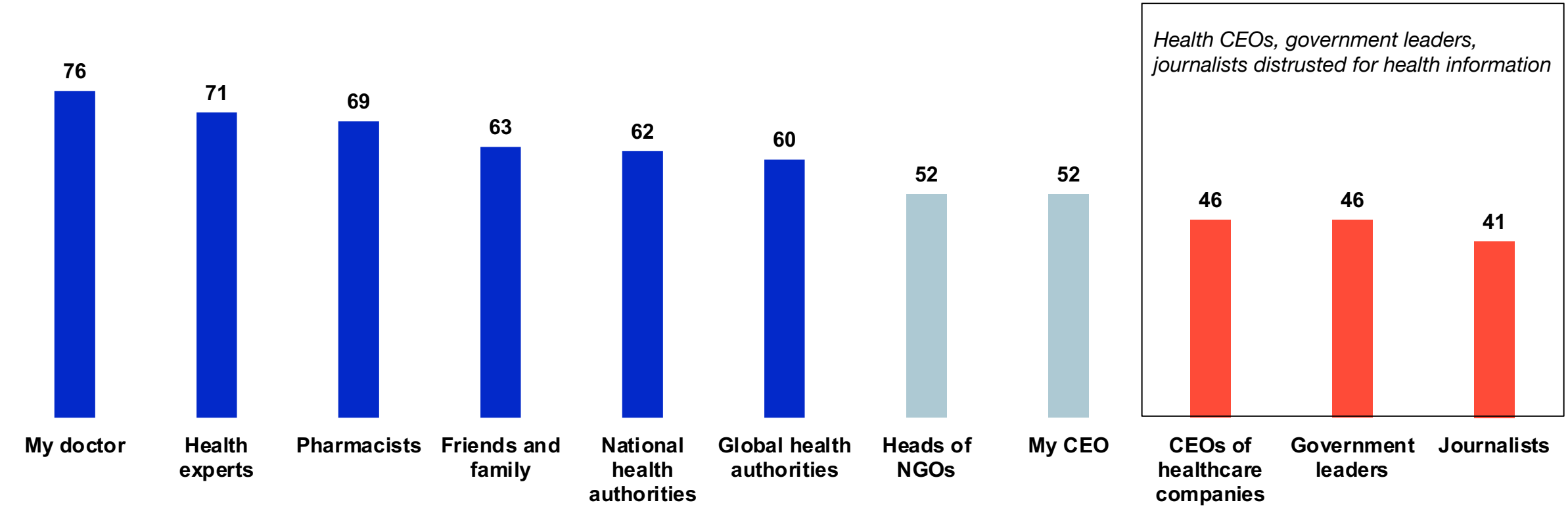
50%



2022 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? Indicate your answer using the 7-point scale below. 7-point scale; codes 4-7, weekly or more. General population, 9-mkt avg.
*Nigeria is not included in the global average. Data is showing a net of attributes 1-4.

MY DOCTOR, EXPERTS, PHARMACISTS MOST TRUSTED TO TELL THE TRUTH ABOUT HEALTH ISSUES

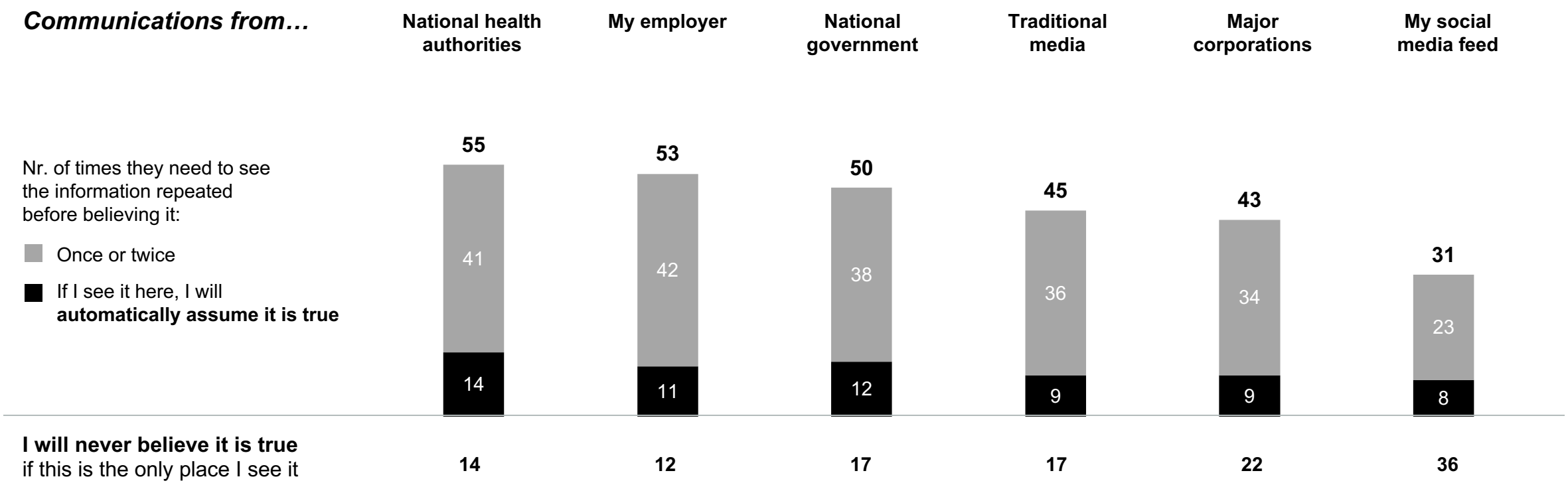
Percent trust to tell the truth about health issues and how best to protect the health of the public



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, 9-mkt avg.

HEALTH AUTHORITIES AND MY EMPLOYER 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



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, 9-mkt avg. "Employer communications" only shown to those who are an employee of an organization (Q43/1).

NEARLY 8 IN 10 EMPLOYEES EXPECT THEIR COMPANY TO PLAY A MEANINGFUL ROLE IN GOOD HEALTH

Percent of employees, across all industry sectors, who say

I expect my employer to **play a meaningful role** in making sure **I am as healthy as possible**

Global 9

77%

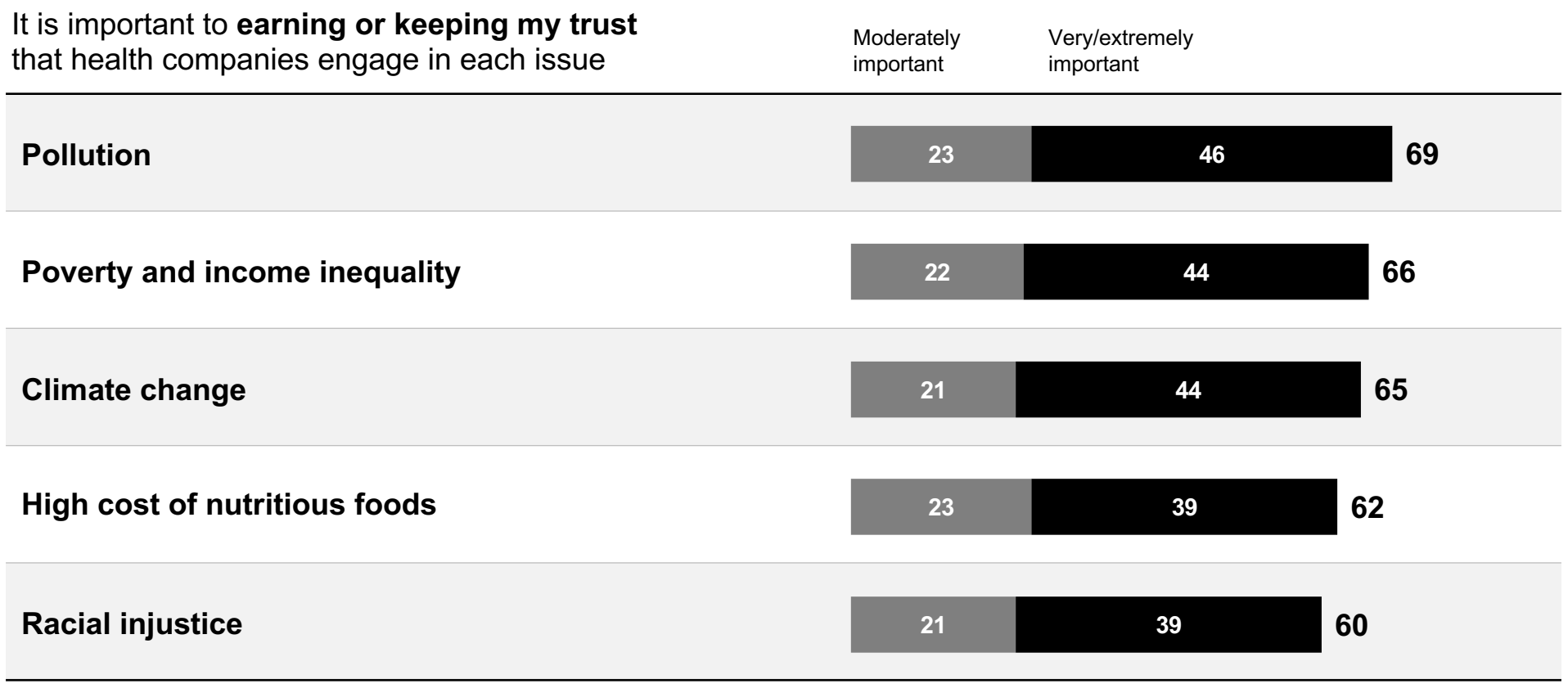
Actions my employer needs to be taking to ensure I am as healthy as possible:

Create a healthy office environment	**68**
Implement health policies	**66**
Provide health incentives and information	**62**
Offer mental health support and prevent burnout	**47**

2022 Edelman Trust Barometer Special Report: Trust and Health. HEA_RSP. How big a role do you expect each of the following to play in making sure you are as healthy as possible? 5-point scale; codes 3-5, medium-sized role or more. Attribute asked to those who are an employee of an organization (Q43/1). EMP_RSP Which of the following does your employer need to do in order to fulfill the role you expect it to play in making sure that you are as healthy as possible? Pick all that apply. Question asked to those who believe that employers have at least "a small role" (HEA_RSP/2-5) but is filtered to be among those who said medium-sized role or more (HEA_RSP/3-5). General population, 9-mkt avg. "Create a healthy office environment" is a net of attributes 7, 8, 11, and 13; "Implement health policies" is a net of attributes 1, 5, 12, and 13; "Provide health incentives and information" is a net of attributes of 2, 3, 4, 6, and 13; "Offer mental health support and prevent burnout" is a net of attributes 9, 10, and 13.

TO EARN TRUST, HEALTH COMPANIES MUST ADDRESS OTHER DETERMINANTS OF HEALTH

Percent who say



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.

TO EARN TRUST, HEALTH COMPANIES MUST BUILD CONFIDENCE IN THE HEALTH ECOSYSTEM

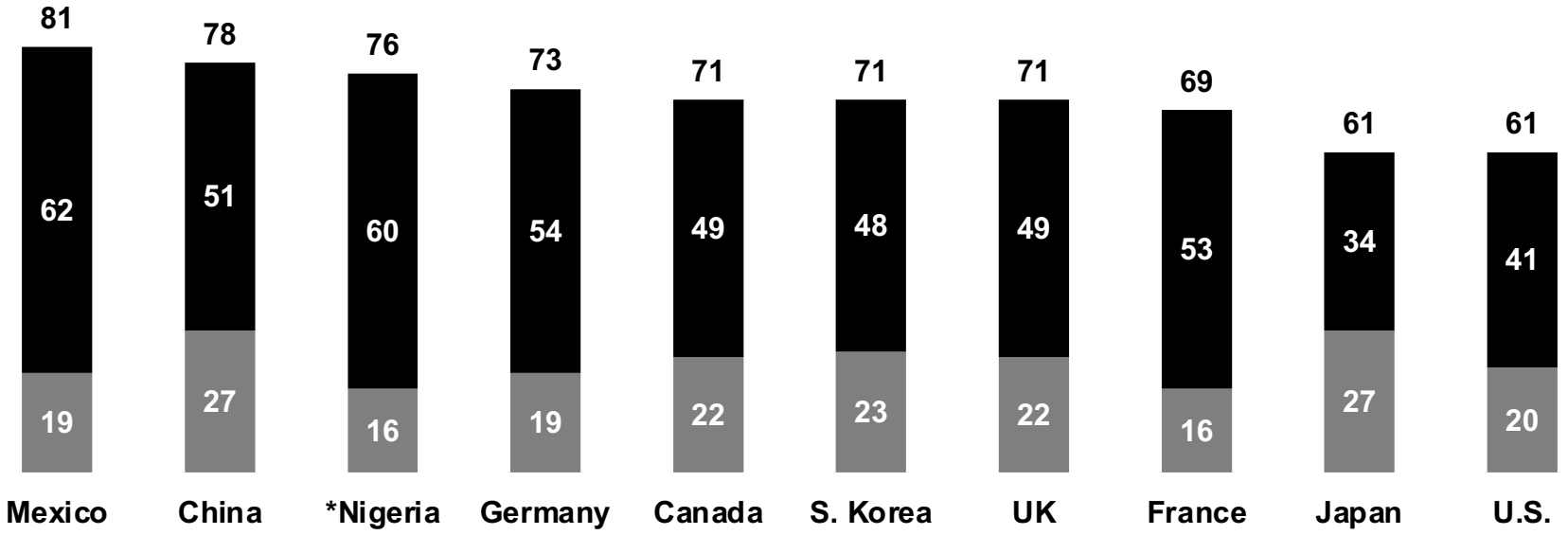
Percent who say

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

more likely to rely on ***local voices***

Among those with **lower trust** in the health ecosystem		Among those with **higher trust** in the health ecosystem
My doctor	**most convincing source** for COVID-19 information	National health authorities
My employer	**most believable channel** for health information	National health authorities
My friends and family	**most influential advisor** for vaccine information	My doctor

more likely to rely on ***experts***

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). Data is a sum of codes 1-3 for "Zero, once or twice". 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.

TRUST DEFINES HEALTH OUTCOMES

1

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

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

Own the employer role in health outcomes

Employers influence good health choices. Provide clear, reliable information, and design inclusive health policies and incentives.

4

Prepare for the next public health crisis

To build resilience, health organizations must take action to address disparities in health outcomes. Engage on issues such as climate, poverty and racial justice.

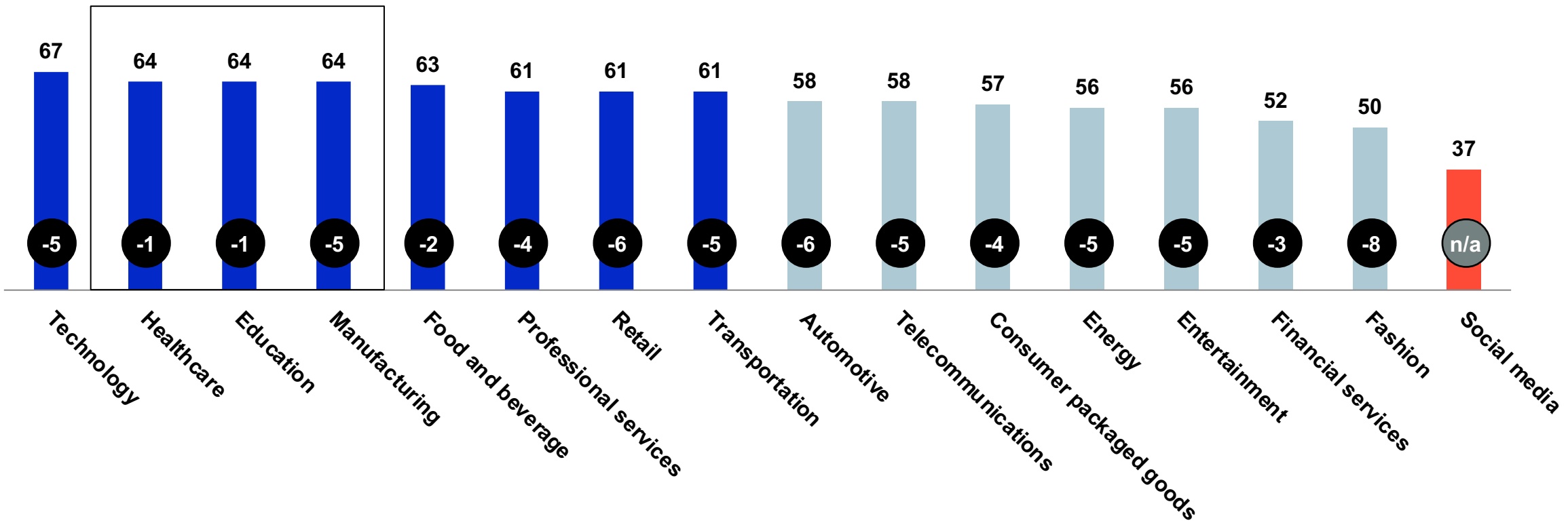
22

SUPPLEMENTAL DATA

HEALTHCARE AMONG MOST TRUSTED SECTORS

Percent trust

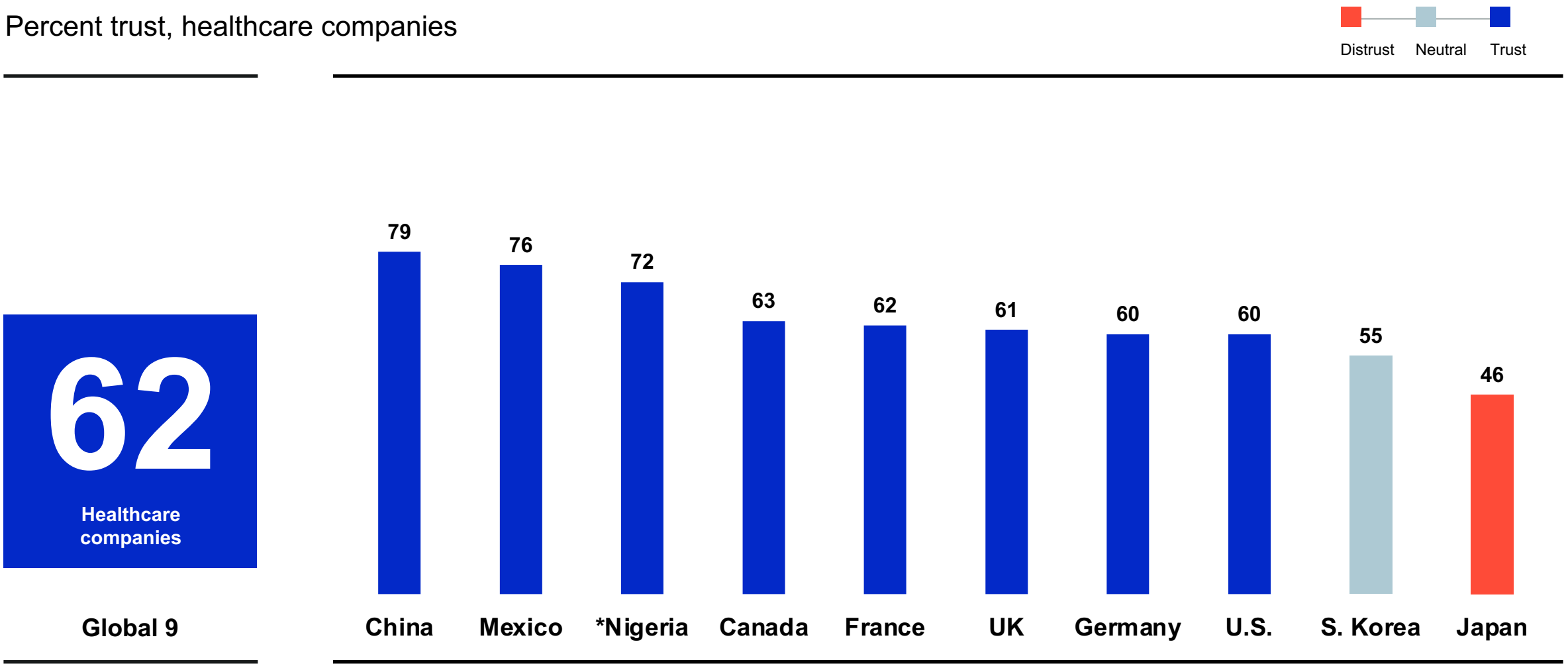
Global 9



2022 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 9-mkt avg.

HEALTHCARE COMPANIES TRUSTED IN 8 OF 10 MARKETS

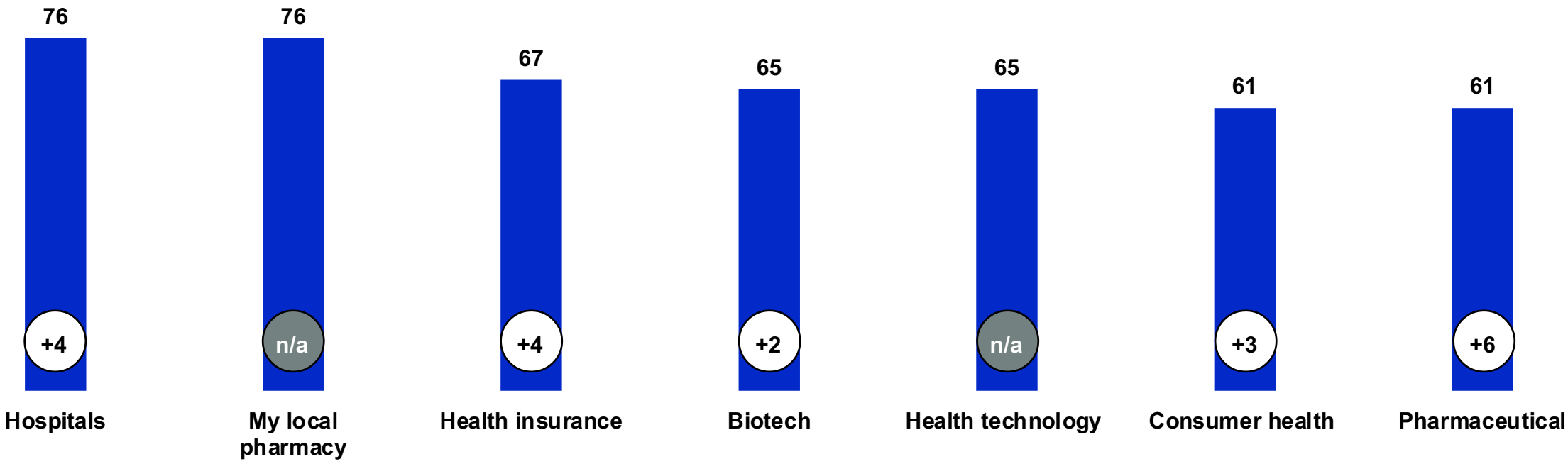
Percent trust, healthcare companies



2022 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, 9-mkt avg.
*Nigeria is not included in the global average

HOSPITALS AND LOCAL PHARMACIES MOST TRUSTED

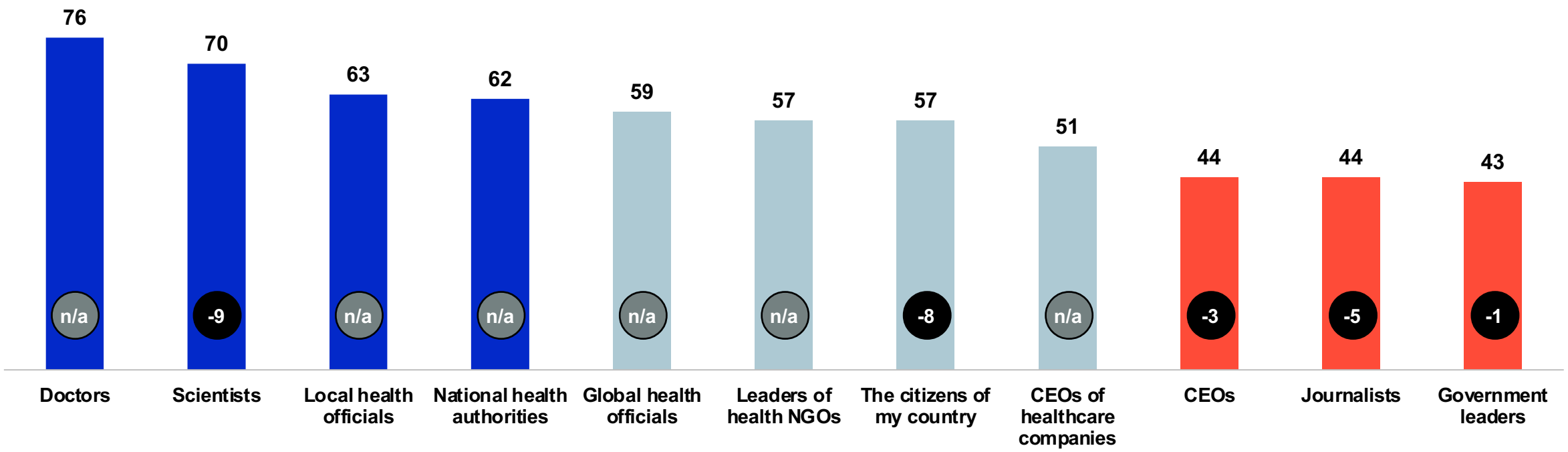
Percent trust, healthcare subsectors



2022 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, 9-mkt avg.

DOCTORS, SCIENTISTS MOST TRUSTED TO DO WHAT IS RIGHT

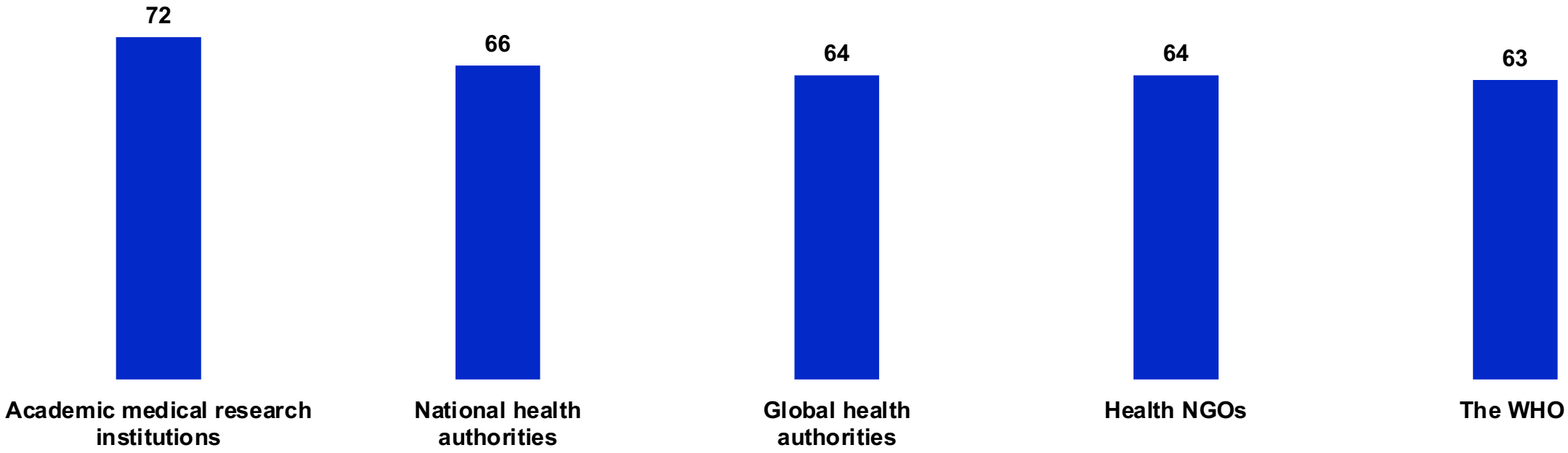
Percent who trust each group of people to do what is right



2022 Edelman Trust Barometer Special Report: Trust and Health. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. General population, 9-mkt avg.

HEALTH RESEARCH INSTITUTIONS, HEALTH AUTHORITIES AND NGOS ALL TRUSTED

Percent trust, healthcare institutions



2022 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, 9-mkt avg.

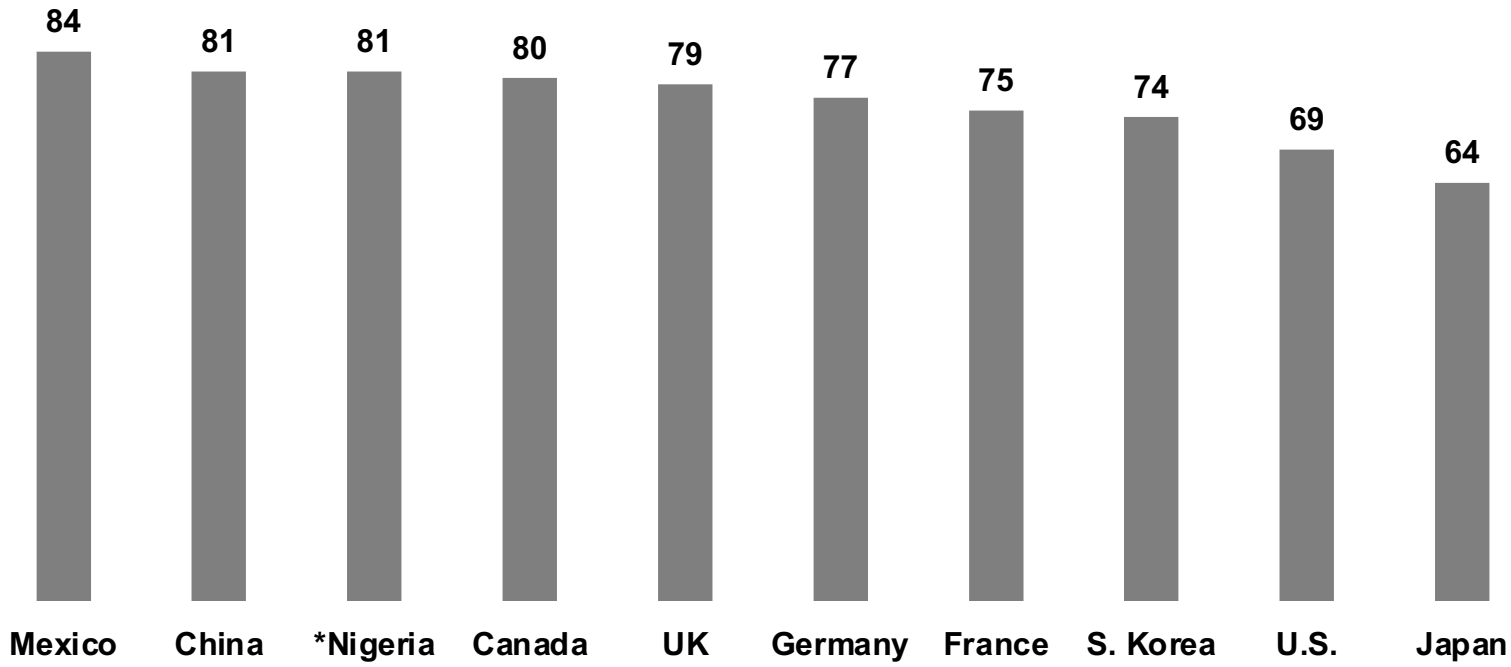
HEALTHCARE SEEN AS BASIC HUMAN RIGHT

Percent who agree

Good quality healthcare is a basic human right and it should be **available to everyone**

Global 9

76%



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.
*Nigeria is not included in the global average.

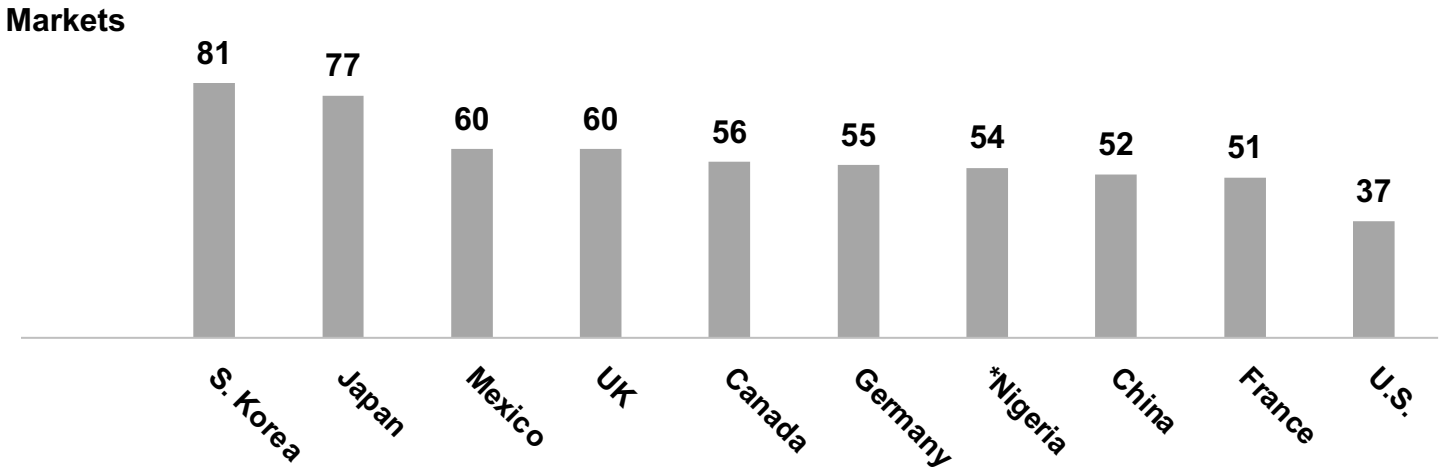
NEARLY 6 IN 10 LACK HIGH-QUALITY HEALTHCARE

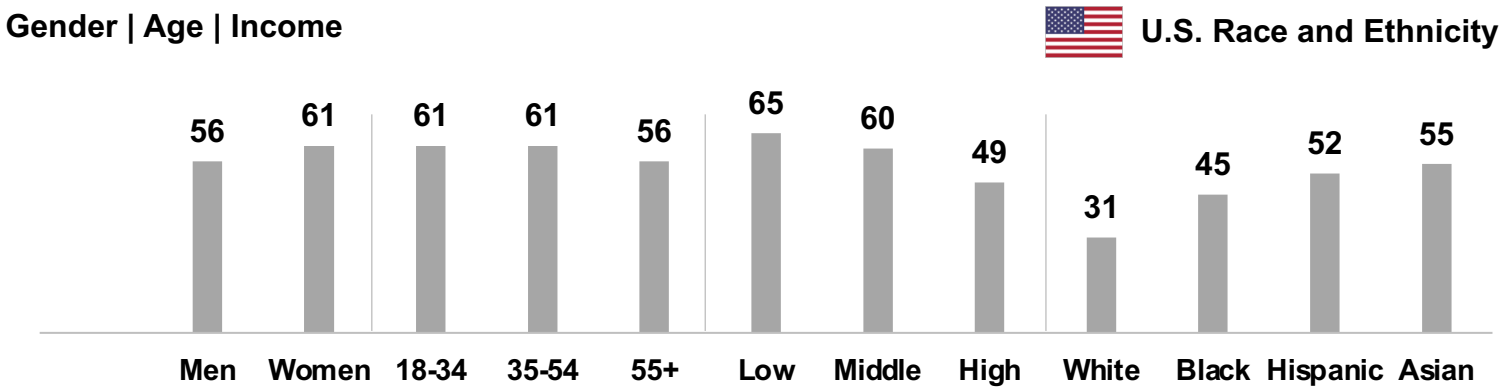
Percent who …

Rate the **quality of healthcare** they can access as less than very good

Global 9

59%





2022 Edelman Trust Barometer Special Report: Trust and Health. CRE_ACC. How would you describe the quality of healthcare that you have access to? 7-point scale; codes 1-4, very poor/poor/fair/good. General population, 9-mkt avg., and by demographics; U.S. Non-Hispanic White, Black, Hispanic, and Asian populations.
*Nigeria is not included in the global average.

TECHNICAL APPENDIX

HOW WE MEASURED TRUST IN THE HEALTH ECOSYSTEM

In order to look at respondents' trust in the overall health ecosystem, we first had to understand what respondents consider to be the components of that ecosystem.

We took all the healthcare-related data from our survey, and ran a *factor analysis*, which resulted in four groupings:

- Healthcare businesses
- Health practitioners
- Global health authorities and NGOs
- Federal and local health authorities

We then created an aggregate trust measure that represents the average trust of all four components of the health ecosystem.

We then divided respondents into three equal trust segments within each country. The upper one-third are those with higher trust, and the bottom one-third are those with lower trust in the health ecosystem.

Healthcare businesses		
Healthcare companies[1]	Biotech / life sciences companies[2]	Health insurance companies[2]
Academic medical research institutions[1]	Consumer health / over-the-counter companies[2]	Health technology companies[2]
Pharmaceutical / drug companies[2]	Hospitals, clinics and other medical care facilities[2]	Your local pharmacy or drug store[2]
Health practitioners		
Doctors[3]	Your doctor / primary healthcare provider / pharmacist[3]	Pharmacists[4]
Nurses[3,4]	Your doctor or primary healthcare provider[4]	
Global health authorities and NGOs		
The WHO[1]	Global health officials[3]	Global health authorities[4]
Health NGOs[1]	Leaders of health NGOs[3]	Heads of health NGOs[4]
Global health authorities[1]		
Federal and local health authorities		
National health authorities[1,3,4]	Local health officials[3]	

1. TRU_INS: trust an institution to do what is right
2. TRU_SUB_HEA: trust businesses in health industry subsectors to do what is right
3. TRU_PEP: trust a group of people to do what is right
4. HEA_TRU_PEP: trust a group of people to tell you the truth about health issues and how best to protect the health of the public.

HOW WE CALCULATED THE DETERMINANTS OF GOOD HEALTH BEHAVIORS

We used a *regression analysis* to evaluate potential drivers that would increase the likelihood that respondents were **fully vaccinated** or **had a check-up within the past year.**

The analysis looked at trust in the health ecosystem, as well as additional factors that other research has found are important in predicting good health behaviors:

- age
- gender
- income
- level of education
- quality of healthcare
- trust in government
- trust in the health ecosystem

The results indicated that even after accounting for all these factors, trust in the health ecosystem is a top determinant of good health behaviors.

Regression variables in detail:

1. Age:
   - 18-34
   - 35-54
   - 55+
2. Gender
   - Men
   - Women
3. Income
   - First quartile
   - Second quartile
   - Third quartile
   - Fourth quartile
4. Education
   - Less than college
   - College and above
5. Quality of healthcare
   - Less than very good
   - Very good or better
6. Trust in government
   - Top 4 box (6-9) – those who trust government
   - Those who do not trust government (1-5,99)
7. Trust in the health ecosystem
   - Lower 33%
   - Middle 33%
   - Upper 33%

HOW WE CALCULATED THE DETERMINANTS OF GOOD HEALTH BEHAVIORS, CONTINUED

For each of the outcome variables, the factors shown in the respective formulas below were significant determinants of good health behaviors. For vaccination, 9.54% of the variance is accounted for by the variables in this model. For check-ups, that number is 5.89%. The co-efficient associated with each factor indicates the relative increase of the outcome variable when each determinant increases by one unit.

$$FullyVaccinate = (0.2199) + (0.1030)age + (.0305)income + (.0807)QualityofHealthcare + (.0888)TrustGovernment + (.0607)TrustHealthEcosys$$

$$Got\ a\ check\text{-}up\ in\ the\ past\ year = (0.1835) + (.0427)age + (.0599)education + (.0370)income + (.1173)QualityofHealthcare + (.0621)TrustHealthEcosys$$

The relative increase of an outcome variable that accompanies a one-unit increase of predictor variables is shown in the coef column. Due to the variation in number of categories, a standardized coefficient value (bStdx) was calculated. This value allowed us to rank the importance of each predictor variable by displaying the relative increase associated with a predictor variable increasing by one *standard deviation*.

Linear regression	**Fully vaccinated**			**Got a check-up in the past year**		
	coef	*p-val*	*bStdx*	*coef*	*p-val*	*bStdx*
Age	0.1030	0.0000	0.0806	0.0427	0.0000	0.0334
Gender	0.0022	0.8156	0.0011	-0.0171	0.1051	-0.0086
Education	0.0169	0.0907	0.0084	0.0599	0.0000	0.0299
Income	0.0305	0.0000	0.0336	0.0370	0.0000	0.0408
Quality of healthcare	0.0807	0.0000	0.0398	0.1173	0.0000	0.0578
Trust in government	0.0888	0.0000	0.0443	0.0183	0.1286	0.0091
Trust in the health ecosystem	0.0607	0.0000	0.0497	0.0621	0.0000	0.0509
Constant	.2199			.1835		

FULL TEXT FOR ABBREVIATED ANSWER CHOICES

HEALTH BARRIERS

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? (Please select all that apply.)

Shortened	Full
Cost	Healthy options and health-promoting products and activities cost more than I am willing to pay I cannot afford to pay for good healthcare I cannot afford to pay for some of the medications or medical devices that I need
Information	A lack of information. I do not know how to go about taking better care of my health. Health recommendations keep changing. One day something is considered healthy, and the next day the experts change their advice. When this happens, it makes me unsure about what I should be doing to stay healthy. Different health experts give contradictory advice. When this happens, it makes me unsure about my health decisions.

FULL TEXT FOR ABBREVIATED ANSWER CHOICES

HEALTH INFORMATION CONSUMPTION

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

Read, view or listen to health and medicine-related news and information produced by major news organizations or publications at the original source
Read health and medicine-related news and information from major news organizations sent to me by others or pushed to me on a news feed, social network platform or application
Read, view or listen to health and medicine-related news and information put out by major corporations
Listen to podcasts or read newsletters or blog posts 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

FULL TEXT FOR ABBREVIATED ANSWER CHOICES

ACTIONS EMPLOYERS ARE EXPECTED TO TAKE

EMP_RSP. Which of the following does your employer need to do in order to fulfill the role you expect it to play in making sure that you are as healthy as possible? (Please select all that apply.)

Shortened	Full
Create a healthy office environment	Make healthy foods available to employees at the workplace Send employees home who show up sick to work Enforce masking and social distancing requirements in the workplace to prevent the spread of COVID-19
Implement health policies	Provide employees with health insurance or access to healthcare Give employees adequate sick leave and time off to go to doctor's appointments Require that employees get COVID-19 vaccinations before they are allowed to return to the office or work site
Provide health incentives and information	Provide employees with access, or reduced-price memberships, to work-out and exercise facilities Be a source of trustworthy information about health and health issues Provide free, onsite vaccinations and health screenings Offer incentives to employees to get them to do things like stop smoking, exercise more, or maintain a healthy weight
Offer mental health support and prevent burnout	Provide free access to mental health support Put policies in place that help prevent overwork and employee burnout

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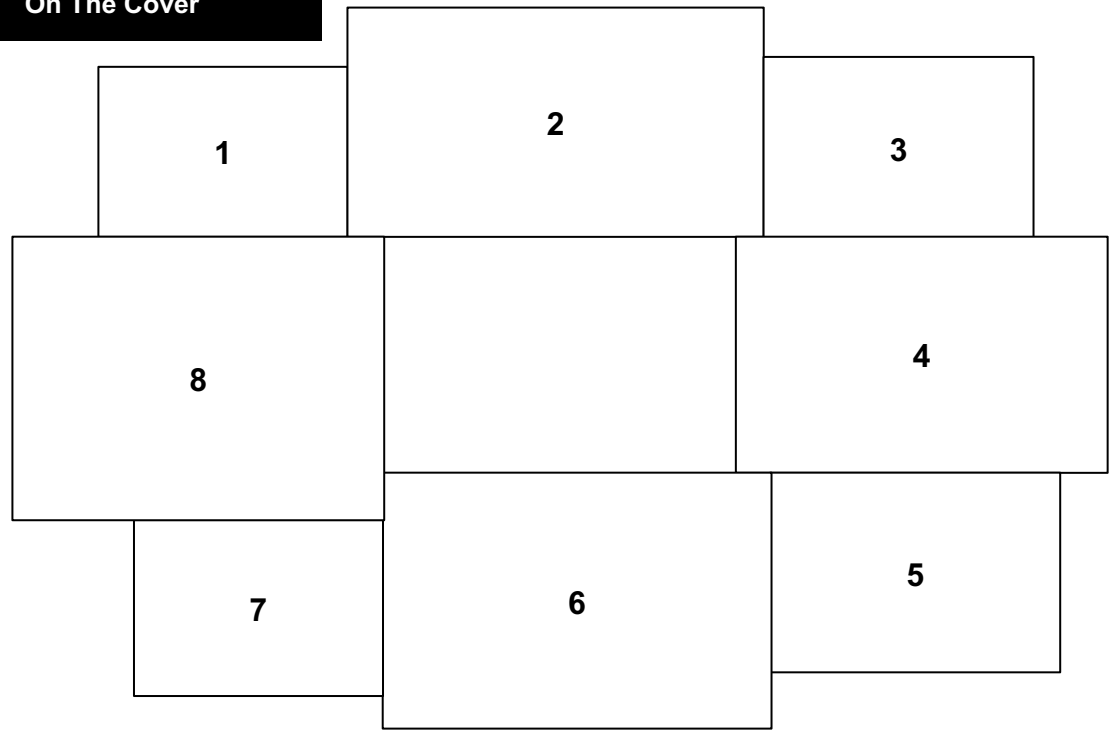
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