

Trust and Health Top 10

01 UK people consider their health among the worst across 13 countries globally

More people on low incomes in China, India and the US rate their health more highly than those on low incomes in the UK, where fewer than 1 in 3 people would class their health as 'very good' or 'better'.

02 Inflation is making us sick

Cost-of-living crisis is seen to be the number one societal factor worsening health, with 71 percent of respondents in the UK indicating that inflation is negatively impacting their health.

03 Good health feels further out of reach

85 percent of respondents in the UK say there is a gap between how well they are taking care of their health vs how well they should be.

04 The definition of health is multidimensional and expansive

Only 3 percent of respondents in the UK view being healthy as solely about physical health, with nearly 60 percent saying mental health, physical health, social health and community liveability are all components of their health.

05 Institutions outside of healthcare are expected to invest in health

Over 40 percent of people in the UK expect all institutions – from government, business, and NGOs – to play a meaningful role in improving and maintaining individuals' health.

06 Trust in peer voices

There is a 9-point year-over-year increase in the percentage of people in the UK who trust their families and friends to tell the truth about health issues and the best way to protect the public's health.

07 People in UK least likely to educate themselves about health topics than rest of world

Compared to before the COVID-19 pandemic, people in the UK are less likely than the global average (29 vs. 41 percent) to educate themselves about health topics.

08 Nurses and pharmacists are the most trusted healthcare professionals

More than eight out of ten UK respondents consider nurses to be the most trusted healthcare professional to tell the truth on health issues and how to best protect the health of the public. Pharmacists are a close second, evidencing their increasing role in supporting health at a local neighbourhood level.

09 As the only trusted institution in health, "my employer" has duty to act

In the UK, "My employer" is the most trusted institution on health among employees. 82 percent of employees say employers can improve their employees' health by implementing policies to prevent burnout.

10 Businesses and CEOs have the opportunity to improve health outcomes

Respondents in the UK say businesses must address societal factors that affect health by providing trustworthy health information. Addressing health issues such as climate or inequality and improving the health of their local communities.