

Trust and Health Top 5

01 The pandemic has resulted in less confidence in the UK health system

49% percent of respondents admitted the pandemic has decreased their confidence that the healthcare system is well-equipped to handle major health crises.

02 There is a 5-year decline in confidence to make informed health decisions – this is particularly steep amongst women

Only 65% of respondents say they are confident in their ability to make informed healthcare decisions for themselves and their families. This resulted in a 5-point decline overall and 12-point decline when looking only at female respondents, since January 2017.

04 Majority of employees expect their company to play a meaningful role in keeping them healthy

67% percent of employees say they expect their employer to play a meaningful role in ensuring they are as healthy as possible. They expect employers to create a healthy office environment (66%), implement health policies (60%) provide health incentives and information (57%) and offer mental health support and prevent burnout (50%).

03 Doctors, health experts and pharmacists are most trusted to tell the truth about health issues and how best to protect public health in the UK

Trust is highest in front-line health workers with 75% trusting their doctor followed by 74% for trust in health experts and 72% for trust in pharmacists. Journalists are among the least trusted group to tell the truth about health issues with only 31% of respondents putting their faith in media figures, followed by government leaders (39%) and CEOs of healthcare companies (42%).

05 Trust ranks among top determinants of good health behaviours – including likelihood to be vaccinated

In the UK of those who have lower trust in the healthcare ecosystem, 68% are fully vaccinated vs. 88% of respondents who have higher levels of trust in the healthcare ecosystem (a 20-point difference). Moreover, those with lower trust in the health ecosystem are less likely to engage in preventative care (e.g. have had a routine check-up in the last year) than those with higher trust (22% vs. 42% respectively).