

# 2023 Edelman Trust Barometer

Trust and Health in Canada



# 2023 Edelman Trust Barometer Special Report: Trust and Health

Methodology

## Annual online survey in its 2nd year

Fieldwork conducted: Mar 2 – Mar 13, 2023

13


Countries

12,785

Respondents

1,000+/-

Respondents per country\*\*

Brazil	China	Germany	Japan	*Nigeria	S. Korea
Canada 	France	India	Mexico	S. Africa	UK
					U.S.

\*\*The sample size varies by country from 805 to 1,002.  
 12-market global data margin of error: General population +/- 1.1 percentage points (n=12,785)  
 Country-specific data margin of error: General population +/- 4.1 to 4.6 percentage points (varies by country based on sample size, n=805 to n=1,002)  
 Margin of error is calculated at the 99% confidence level

## Global averages

These vary based on the number of countries surveyed each year:

**GLOBAL 12**

\*Nigeria will not be included in the average until the respondent sample composition stabilizes year over year

**GLOBAL 11 Excludes China**

The sensitive nature of the question prevented this data from being collected in China

## Statistical significance

 **Significant change**

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

For more details on global averages and country-specific methodology, please refer to the Technical Appendix



# The Shifting Landscape of Health



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## Economic Fears

Inflation tops the list of societal factors that are negatively affecting people's health. Cost and lack of affordability have also increased as the greatest barriers to better health.

## Polarization and its Drivers

A sense of the system being unfair, distrust in media, and societal fears were all top drivers of polarization in the January 2023 Trust Barometer. The present report shows similar factors also lead to a lack of confidence in the health system.

## The Dispersion of Authority

While medical professionals, national authorities, and health experts are still seen as trusted health information sources, friends and family have surged in influence.

## Trust and the Empowered Patient

People are more engaged with health information and comparing findings across sources, and they want care that treats them like an equal partner.

# Economic Fears Create Health Crisis



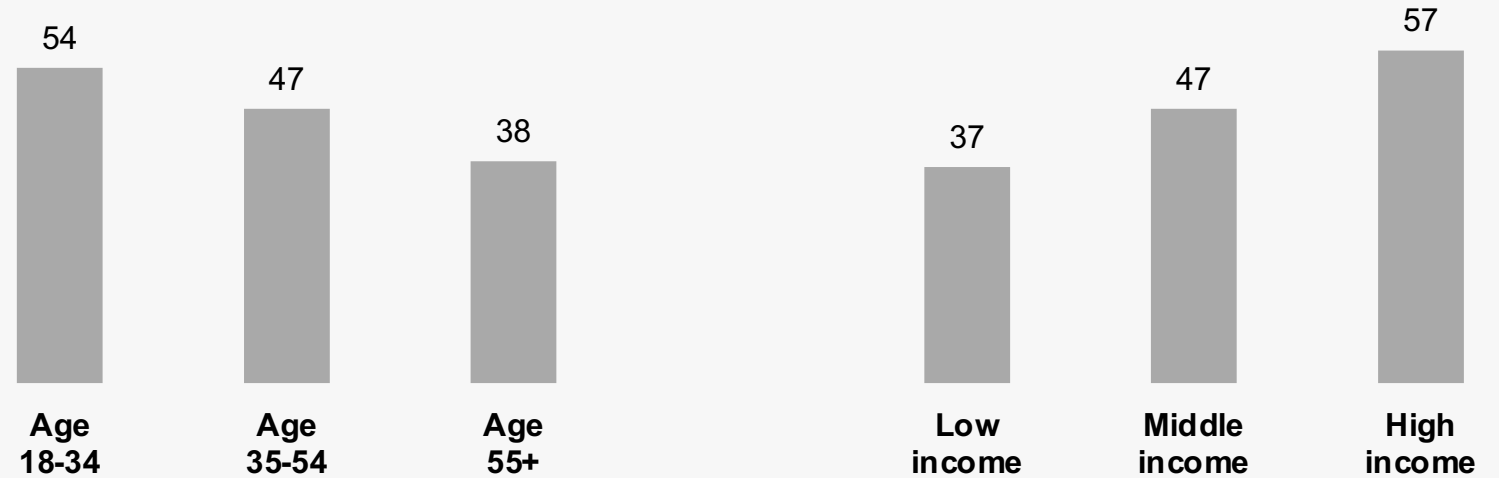
# Health Inequality: Low Income Far Less Likely to Report Good Health

Percent who say

GLOBAL 12

My overall health is **very good or better**

*Low-income people 20pts less likely than high income to report very good health*



# Inflation Tops List of Societal Factors Making Us Sick

Percent who say



This issue **negatively impacts** my health (net<sup>\*\*</sup>)

Top 8 of 13	GLOBAL 12	Brazil	Canada	China	France	Germany	India	Japan	Mexico	*Nigeria	S. Africa	S. Korea	UK	U.S.
<b>Inflation</b>	77	85	75	79	72	68	78	68	79	90	88	85	71	70
<b>Pandemic restrictions</b>	75	84	70	82	67	67	76	73	78	77	84	86	69	65
Lack of trust	67	80	58	83	53	52	76	60	72	82	81	76	53	64
Pollution	67	76	57	81	58	52	81	54	75	80	77	79	53	58
Polarization	66	80	57	73	56	52	72	51	68	82	81	80	53	66
Climate change	65	71	56	79	59	48	78	61	71	70	71	78	48	57
Burnout	64	75	56	85	58	47	72	55	71	76	73	79	52	52
Misinformation	64	80	58	82	47	45	75	53	68	80	73	73	51	63

2023 Edelman Trust Barometer Special Report: Trust and Health. SOC\_HEA. For each of the following, please indicate whether it has in some way negatively impacted your personal mental or physical health, the health of your relationships, and/or the livability of your community. Select all that apply for each. General population, 12-mkt avg. <sup>\*\*</sup>Data shown is a net of codes 1-4; physical health, mental health, health of my relationships, livability of my community. \*Nigeria is not included in the global average.



# Health Now Bigger Than Healthcare



# My Health Is More Than My Physical Health

Percent who say, in Canada

When I think about being “healthy,” I think about...

Net dimensions:

## Mental health

88%

- Feeling happy
- Can manage negative emotions

## Physical health

86%

- Can do important activities
- No sickness or injury
- Can manage my physical health

## Social health

78%

- Have a person I can speak freely to
- People care about me
- Not discriminated against

## Community livability


71%

- Clean, safe, peaceful community
- Healthy planet

57%

say all four components are dimensions of my “health”

*Only 2% say being healthy is just about physical health*

 Edelman Trust Barometer Special Report: Trust and Health. 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. 3-pt scale, code 3, major consideration. General population, Canada. “Mental health” is a net of codes 4-8; “physical health” is a net of codes 1-3; “social health” is a net of codes 9-12; “community livability” is a net of codes 13-15. The four-component score consists of respondents who selected at least one attribute from each of the four health dimensions. The exclusive physical health score is comprised of respondents who only selected one or more attributes in the physical health dimension and did not select attributes in any of the other three dimensions.

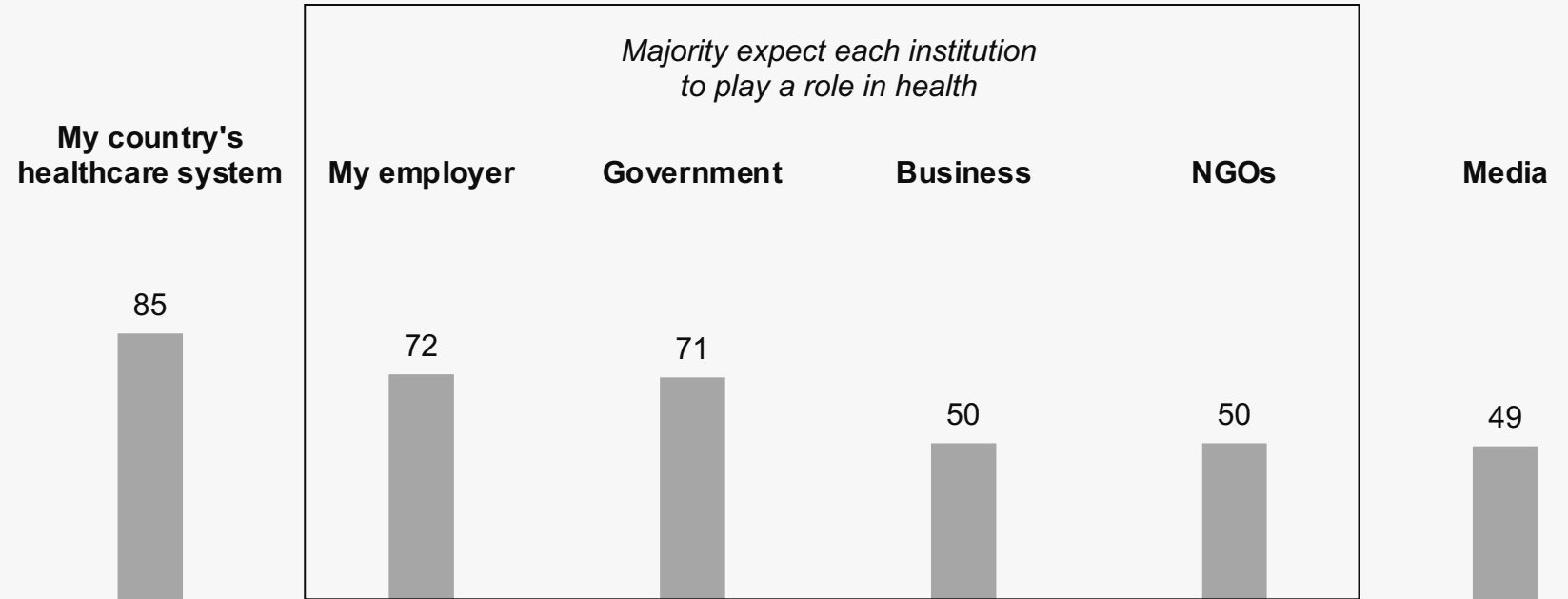




# Beyond the Healthcare System: All Institutions Expected to Keep Us Healthy

Percent who say, in Canada

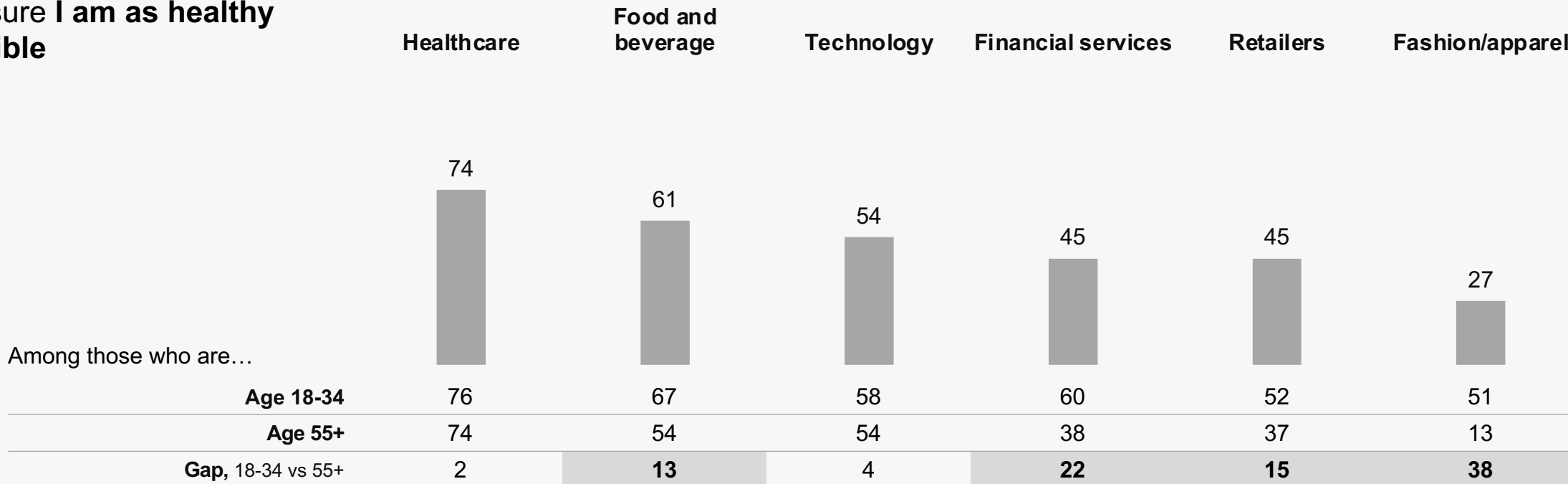
I expect each to **play a meaningful role** in making sure I am as healthy as possible



# Businesses Across Sectors Must Play a Meaningful Role in My Health

Percent who say, in Canada

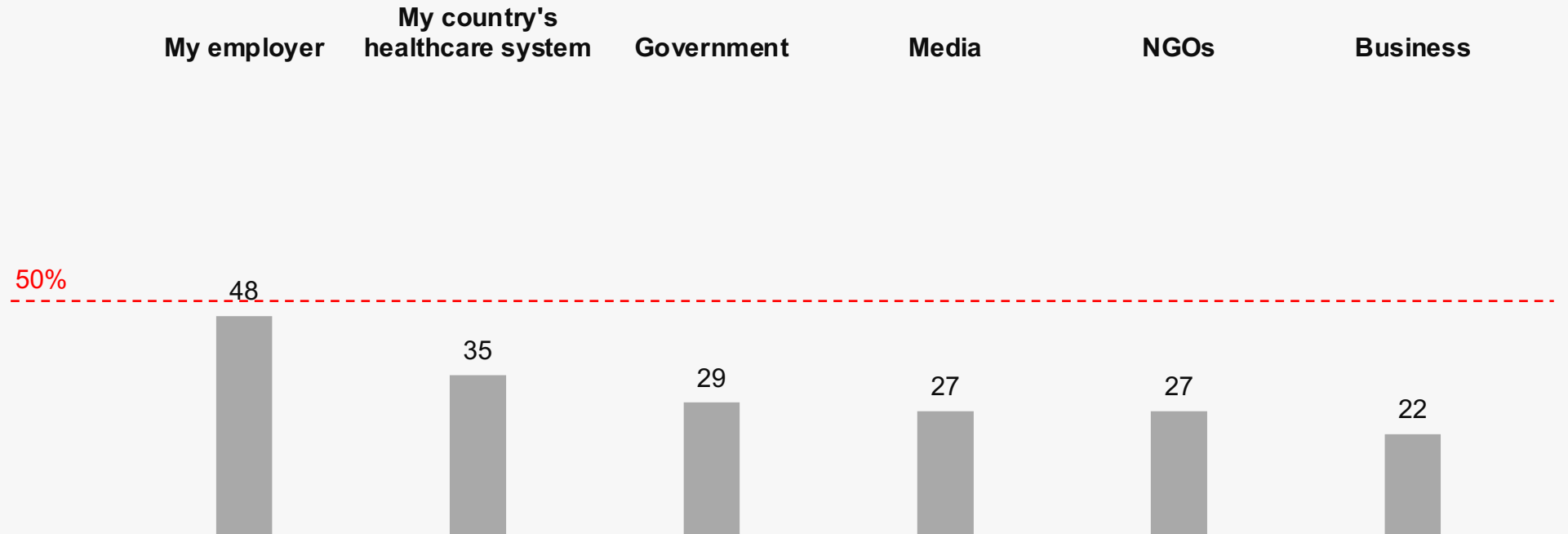
I expect each type of company to **play a meaningful role** in making sure I am as healthy as possible



# In Canada, No Institution Seen as Performing Well in Keeping Us Healthy

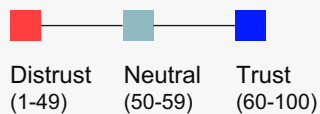
Percent who say, in Canada

This institution is **doing well** in making sure I am as **healthy as possible**

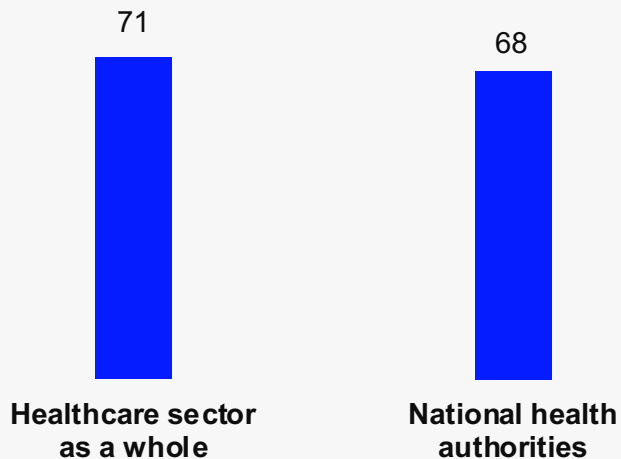


# My Employer Only Non-Health Institution Trusted With Health

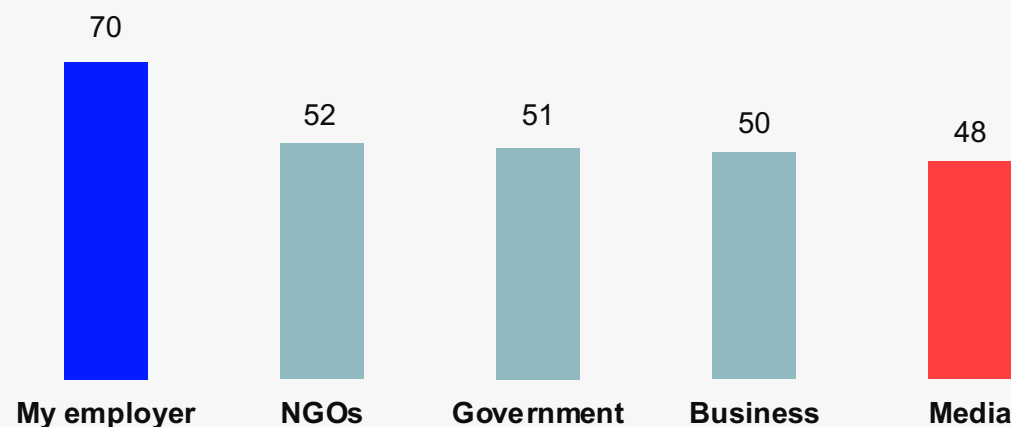
Percent who say, in Canada



I trust this institution to do what is right in general



I trust this institution to do what is right when it comes to addressing health-related needs and concerns



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. "My employer" only asked among those employed by an organization (Q43/1). 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. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Canada.

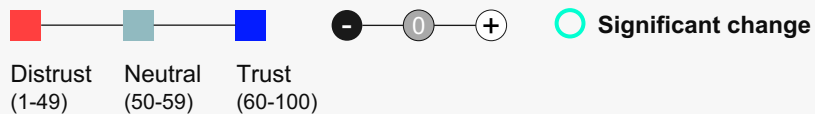


# Rise in Peer Voices and Empowered Patients

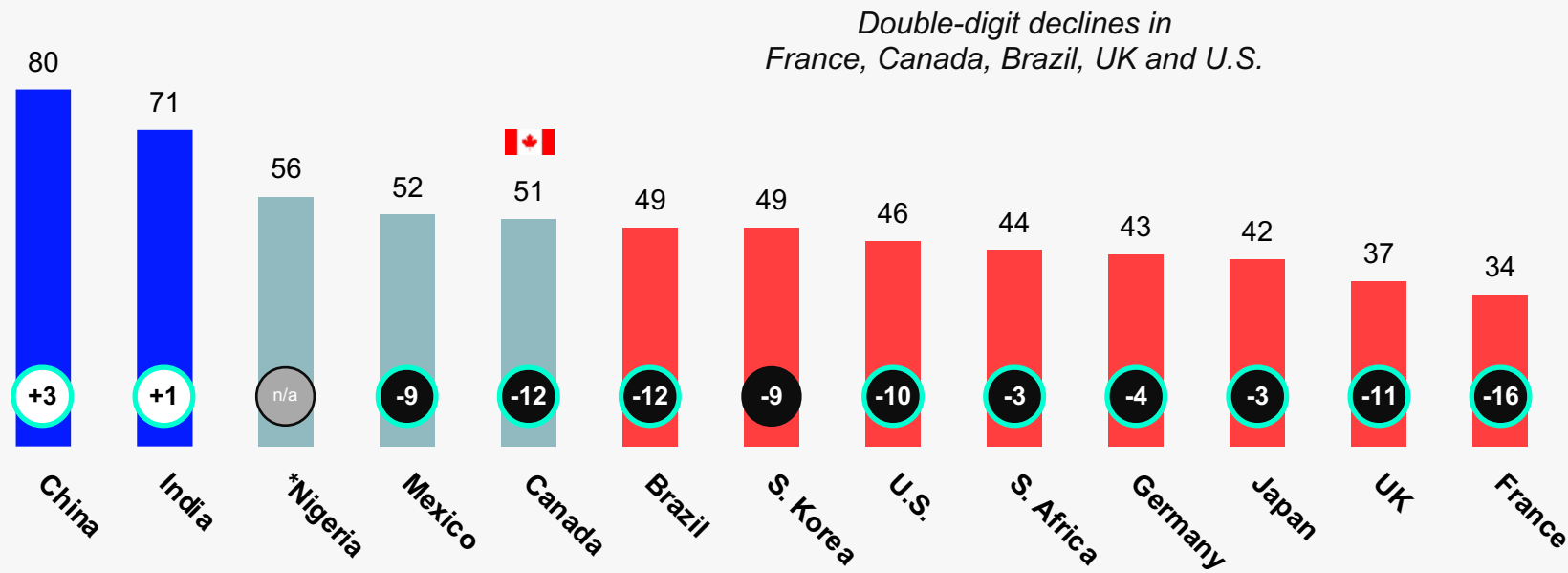
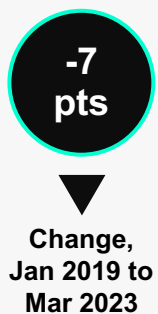


# Trust in the Media's Healthcare Reporting Plummetts Since 2019

Percent who say



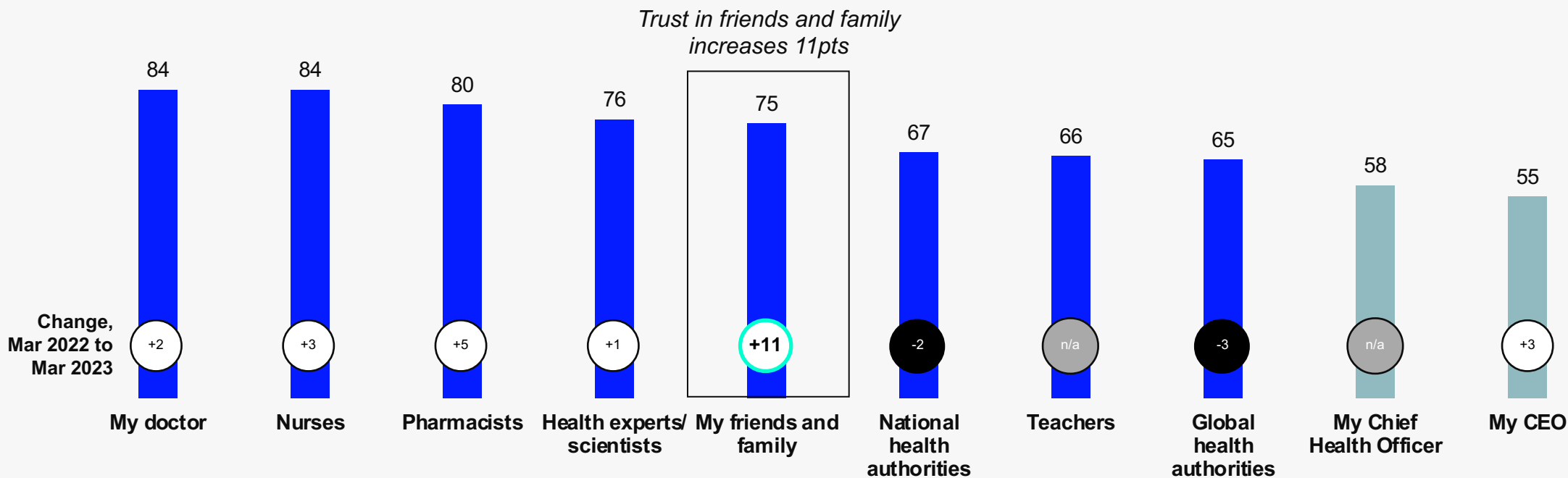
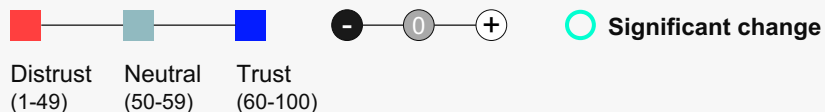
I trust the media to report accurate information about healthcare





# Trust in Peer Voices Now on Par with Medical Experts

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



**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 best to protect the health of the public. 9-point scale; top 4 box, trust. General population, Canada. "My Chief Health Officer" and "my CEO" only asked of those who are an employee of an organization (Q43/1). Data shown is rebased to exclude those who selected "don't know/not applicable." Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

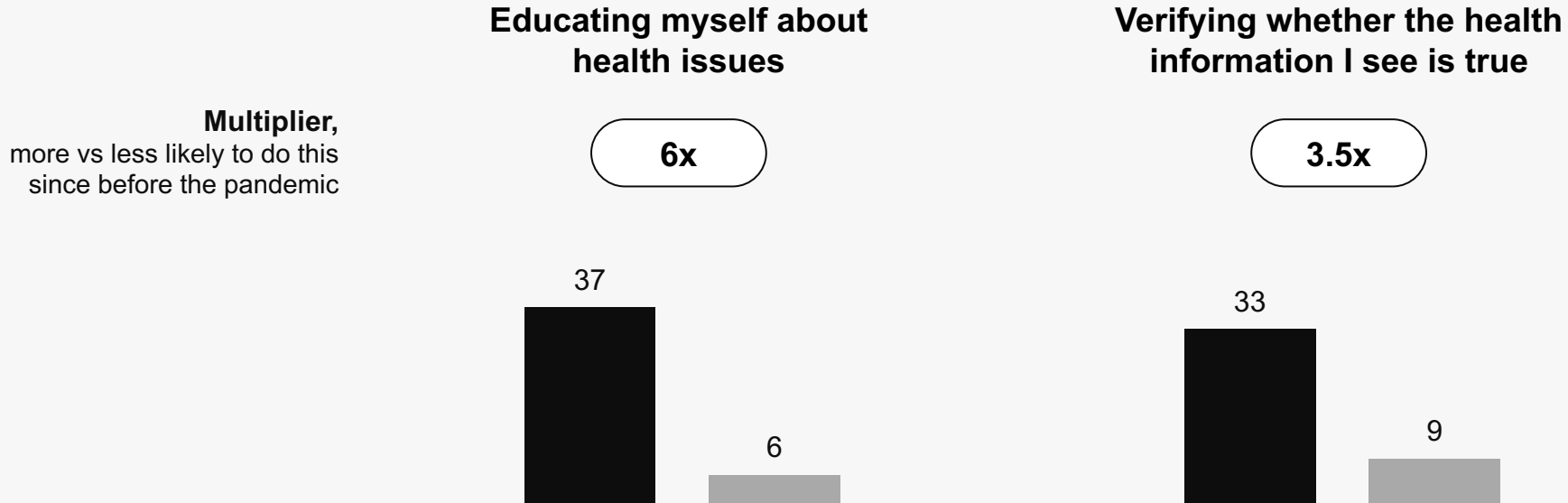
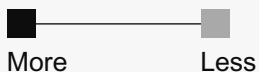




# I'm Now Educating Myself More About Health

Percent who say, in Canada

Since before the beginning of the pandemic, I have been doing this more or less



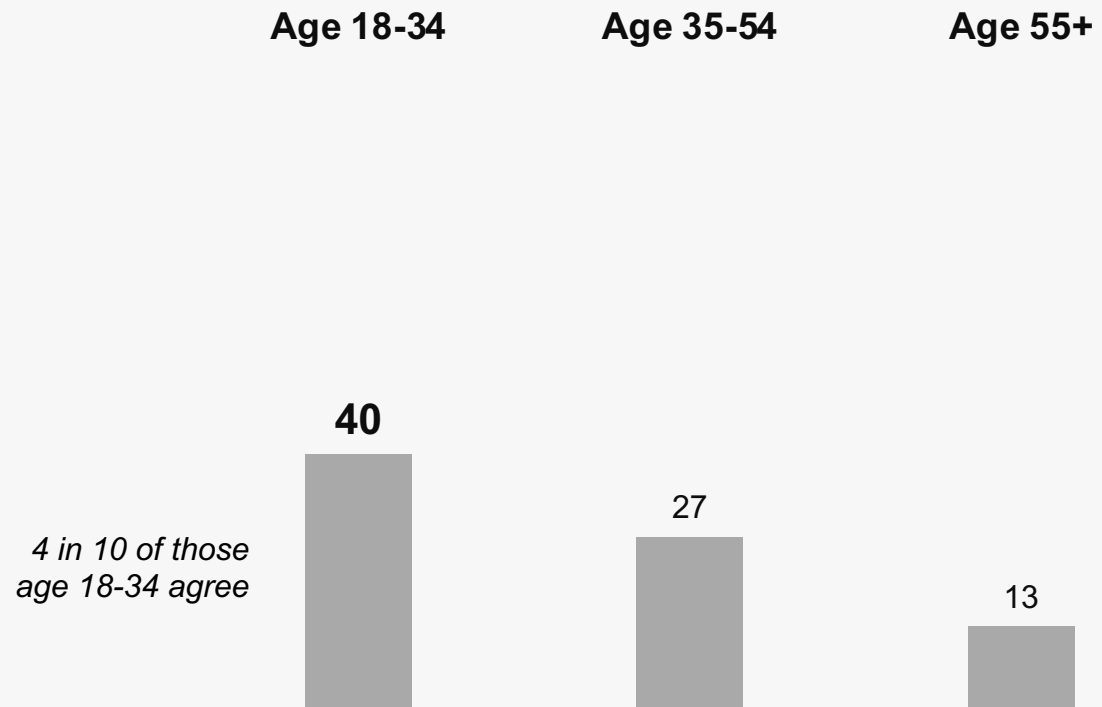




# Many Believe the Average Person Can Know as Much as a Doctor

Percent who agree, in Canada

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

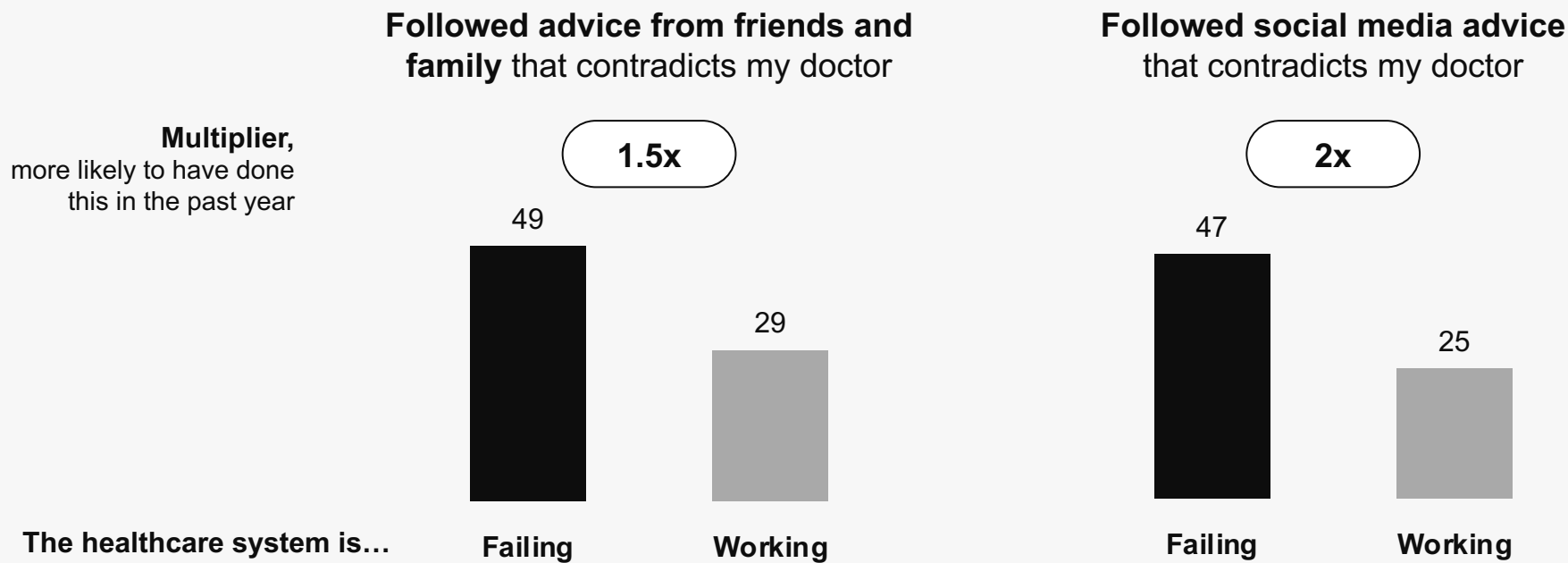


# To Follow Doctors, Empowered Patients Need Confidence in the Healthcare System

Among the 34% globally who agree the average person can be as knowledgeable as doctors, percent who say

GLOBAL 12

### In the past year, I have...



Edelman Trust Barometer Special Report: Trust and Health. HEA\_BHV. Have you done any of the following within the past year? 3-point scale; code 1, yes. General population, 12-mkt avg., by belief in the healthcare system scale, among those who agree the average person who has done their own research is just as knowledgeable on most health matters as doctors (HEA\_AGRr11/T4B). The multipliers are rounded to the nearest .5. For a complete definition of how we measured the belief in the healthcare system, please refer to our Technical Appendix.



# Build a Healthcare System I Can Trust



# To Drive Better Health Habits, Invest in Trust and Patient Relationships

Regression analysis: increase associated with each determinant

GLOBAL 12

## When respondents:

Increased likelihood to have  
**made a positive health change**  
 such as diet or exercise  
 (standardized across determinants)

Are highly educated

+5.6%

**Have a good relationship with their primary healthcare provider**

**+4.3%**

**Trust in the health ecosystem**

**+3.2%**

Are younger

+2.1%

Have higher income

+1.7%





# Providers: Treat Me With My Whole Self in Mind

Percent who say each is necessary to feel well cared for by a healthcare provider, in Canada

## Treat my medical needs (net)

- Give me medications I need*
- Follow up with me after seeing me*
- No long wait time*
- Not rushed through my appointment*

# 83%

## Ease my concerns (net)

- Listen to me, take my concerns seriously*
- Use terminology I can easily understand*
- Put me at ease if I am anxious*
- Do not make me feel judged*

# 80%

## Care about me as an individual (net)

- Understand the health concerns of people like me*
- Recommendations are compatible with my life*
- Ask questions about my life*

# 67%





# Health Experts: Talk To Me Like I'm Your Equal Partner

Percent who say, in Canada

If health experts are trying to get me to change my behavior, it is very/extremely important they do each of the following

## Include me in the science

*Show the recommendation was based on data collected from people like me*

**59%**

## Show how it fits my life

*Acknowledge the burden the recommended change may present in my life*

**61%**

## Give me a voice

*Give me a way to ask questions and voice my concerns*

**68%**



# Bridging the Trust Divide: Embrace the Voices They Will Hear

Among those with lower vs higher trust in the health ecosystem, sources most likely to be trusted or believed and most convincing recommendation style

GLOBAL 12

Among those with <b>lower trust</b> in the health ecosystem		Among those with <b>higher trust</b> in the health ecosystem
Friends and family	<b>Most trusted source</b> of health information	My doctor
My employer	<b>Most believable channel</b> for health information	National health authorities
Show credentials <i>and</i> Let me ask questions	<b>Most convincing</b> health expert recommendations	Use clear, informal language



2023 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. Data shown is rebased to exclude those who selected "don't know/not applicable." 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 net of codes 1-3, zero/once/twice. INF\_REL. If health experts want to get you to change your behavior to help you improve or protect your own health and the health of those around you, how important is it that they do each of the following? 5-point scale; top 2 box, very/extremely important. Question asked of half of the sample. General population, 12-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.



# CEOs and Employers: Invest in Our Health





# Business: Address the Societal Factors That Affect Our Health

Percent who say, in Canada

To improve people's health,  
business must:

Provide **trustworthy health information**



Improve health of your **local communities**



Address health issues such as **climate or inequality**



**Convene stakeholders** to improve healthcare



# Brands: Optimize For Health Across Your Products and Operations

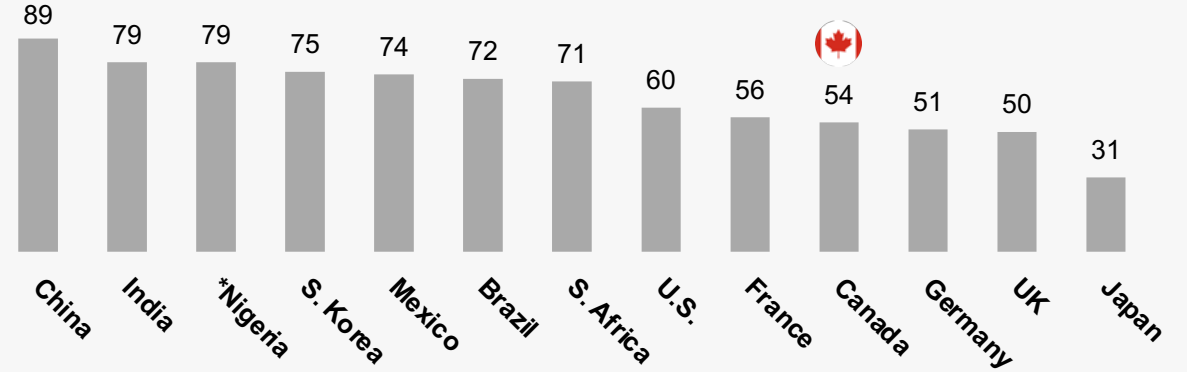
Percent who say

When deciding which brands to buy, I consider the **impact the brand, its products, and its business practices** have on people's health

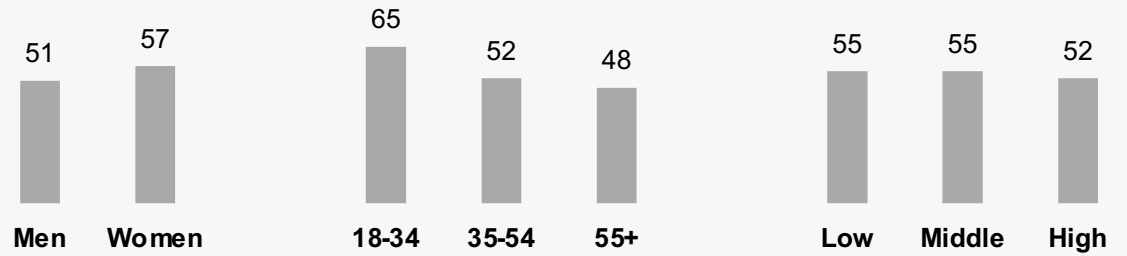
GLOBAL 12

# 64%

Market



 Gender | Age | Income



2023 Edelman Trust Barometer Special Report: Trust and Health. HEA\_DR\_BUY. When deciding which brands to buy, how often do you take into consideration the impact that the brand, its products, and its business practices are having on people's health, including your own, its employees, and the communities in which the brand operates? 5-point scale; top 3 box, sometimes/usually/always. General population, 12-mkt avg., and by Canada demographics. \*Nigeria is not included in the global average.



# CEOs: Show Me That You Value Mental Health and Work-Life Boundaries

Percent of employees who say, in Canada

To improve their employees' health:

**My CEO must talk about the importance of mental health in the workplace**

**73%**

**My CEO must model healthy behavior, such as respecting boundaries between work and non-work and taking all their PTO**

**75%**

**My employer must implement policies to prevent burnout**

**81%**



# Special Report: Trust and Health

**1**

## Address inequalities

Cost is the number one barrier keeping people from being as healthy as they want to be. Address the societal issues and inequities that disproportionately affect those with lower access to affordable care.

**2**

## Leverage the dispersion of authority

Friends and family have grown as trusted on health matters as domain experts. Rather than fighting this trend, incorporate it into your approach.

**3**

## Partner with other community changemakers

People increasingly trust those close to them when making decisions about their health. Work with other community stakeholders to tap into this desire and engage patients in new ways.

**4**

## Optimize business around health

Health has a bottom-line impact on consumer decisions for businesses across all sectors. Make health central to your products and business operations.

