

# 2024 Edelman Trust Barometer

Special Report: Trust and Health in China

## 2024 爱德曼健康信任度 中国报告





# 报告内容

1. 机构信任度
2. 直面挑战
3. 持续赋能

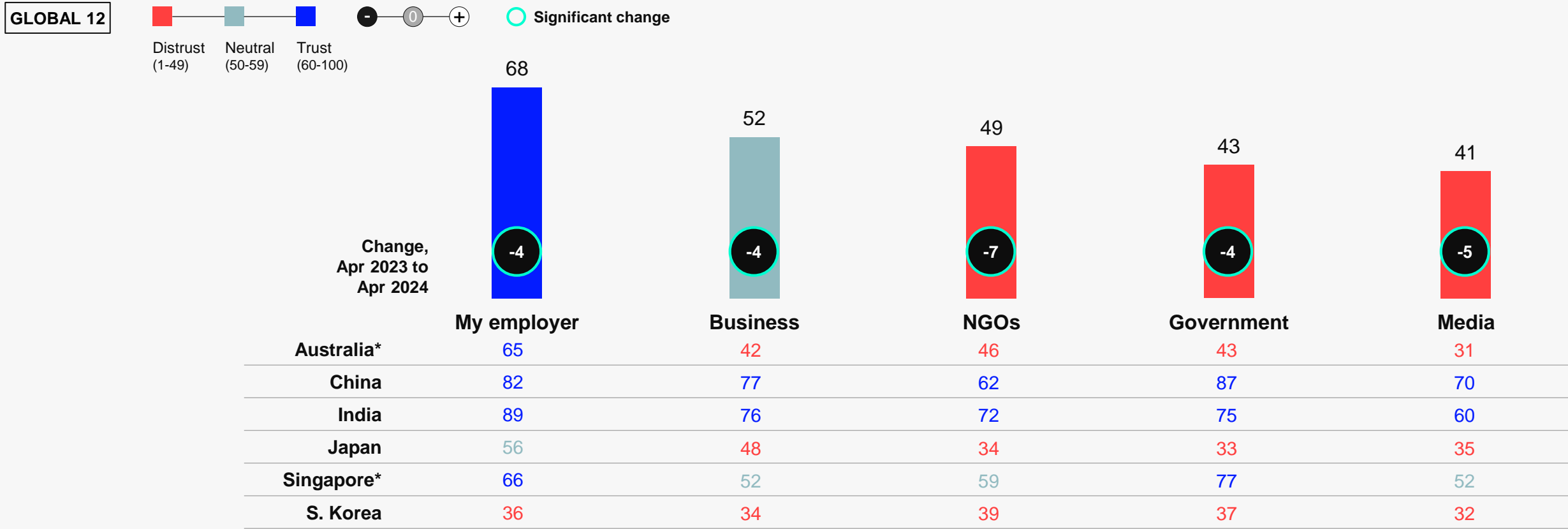


# 机构信任度



# 全球：除了雇主企业，其他机构在健康领域的信任度较低

Percent who say I trust this institution to do what is right in addressing my health needs and concerns  
 认同“我相信该机构在面对我的健康需求和问题时会做正确的事”的比例

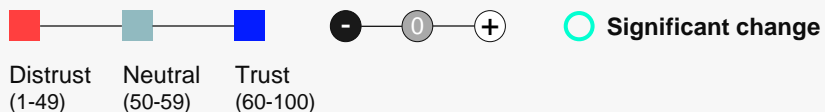


2024 Edelman Trust Barometer Special Report: Trust and Health. TRU\_INS\_HEA. Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. 9-point scale; top 4 box, trust. General population, 12-mkt avg, and by APAC countries. "My employer" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# 中国：在所有机构中，政府在健康领域最受信任

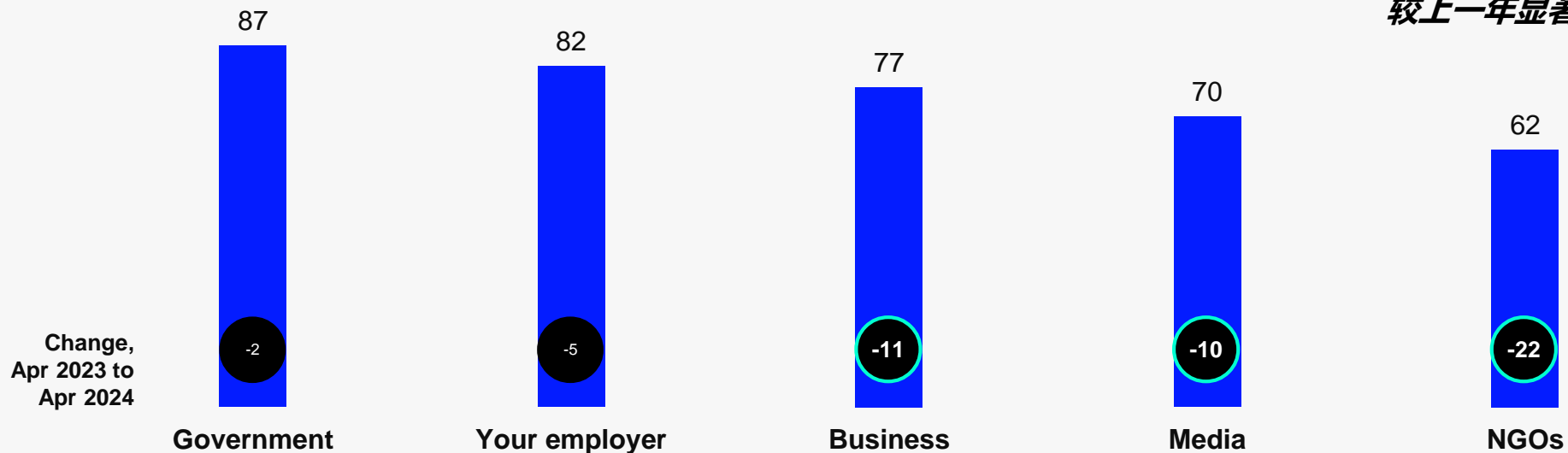
Percent who say, in China



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

我信任该机构在**面对我的健康需求和问题时**会做正确的事

**非政府组织信任度  
较上一年显著下降**



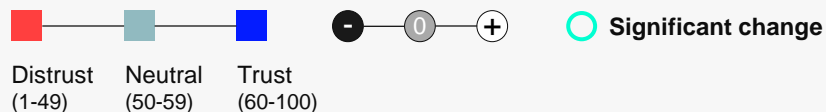
2024 Edelman Trust Barometer Special Report: Trust and Health. TRU\_INS\_HEA. Please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns. 9-point scale; top 4 box, trust. General population, China. "My employer" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# 全球范围对媒体健康报道的信任度急剧下降，但中国独树一帜

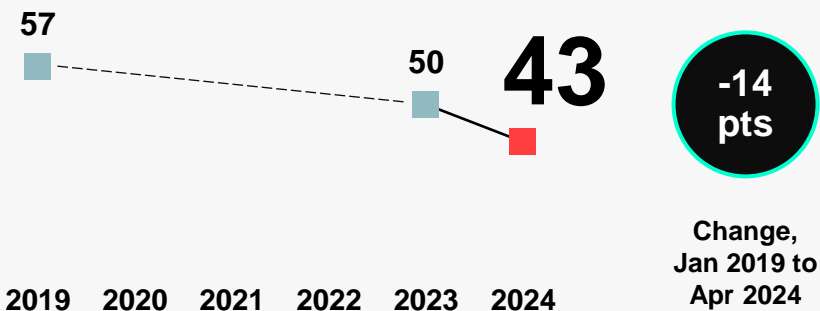
Percent who say

GLOBAL 12

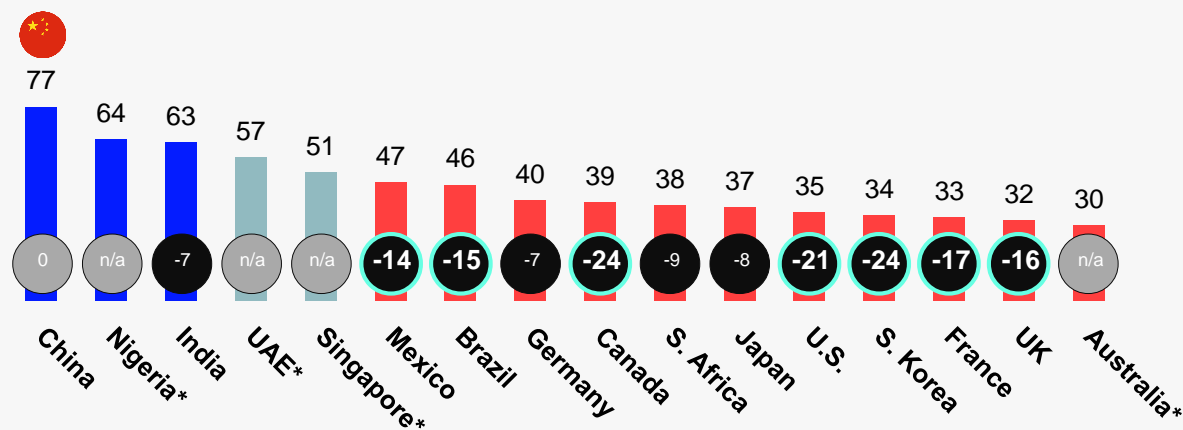


I trust the media to report accurate information about healthcare

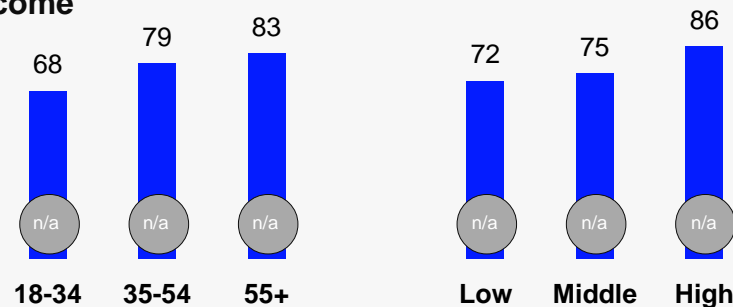
我信任媒体会报道医疗健康相关的准确信息



Market



Age | Income

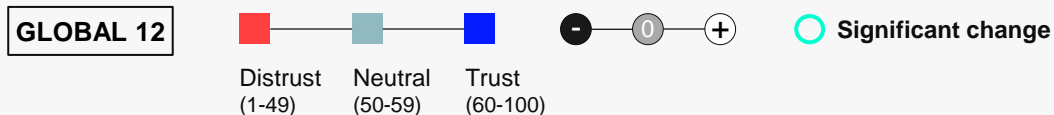


2024 Edelman Trust Barometer Special Report: Trust and Health. DRV\_HEA\_REP. How much do you trust the media to report accurate information about healthcare, such as diseases, treatments and prevention? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 12-mkt avg., and by China age and income. \*Australia, Nigeria, Singapore and UAE are not included in the global average. Five-year changes were tested for significance using a t-test set at the 99%+ confidence level. This question was not asked from 2020 to 2022.

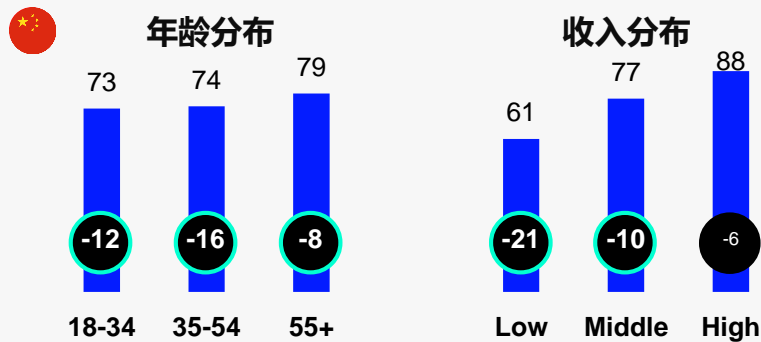
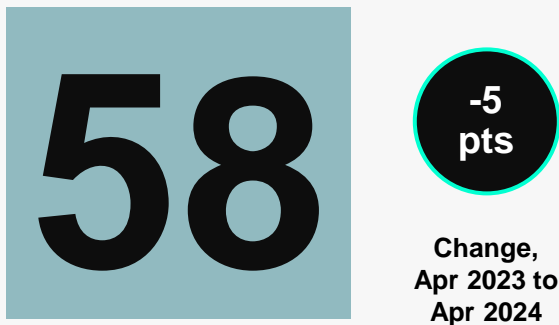
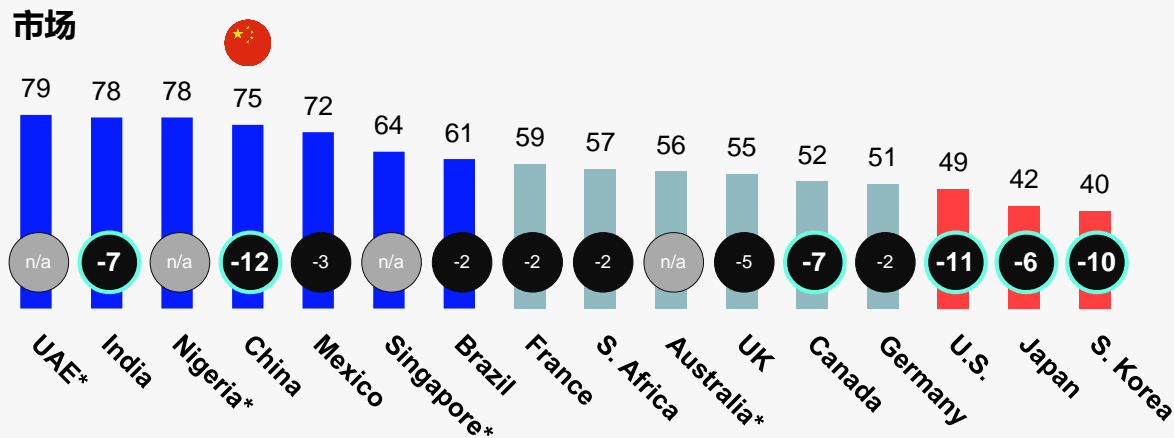


# 全球范围对医疗健康企业的信任度持续下降

Percent who say



In general, I trust healthcare companies to do what is right  
 总体而言我信任医疗健康企业会做正确的事



2024 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, 12-mkt avg., and by China age and income. \*Australia, Nigeria, Singapore and UAE are not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.





# 2024健康信任度中国报告十大洞察

1

中国政府  
在健康领域  
最受公众信任

中国政府的信任度评分为87，远高于全球平均分43，位列全球榜首，并领先于其他机构（企业、媒体和非政府组织）

2

中国媒体  
健康信任度  
领先全球

中国媒体健康报道信任度继续位列全球第一，且评分和2023年持平；反观全球范围内，公众对媒体健康报道的信任度急剧下降

3

医疗健康  
企业信任度  
持续下降

中国和全球呈现一致的下降趋势，中国企业信任度评分虽高于全球，但较2023年下降，显示企业与公众期待之间存在差距



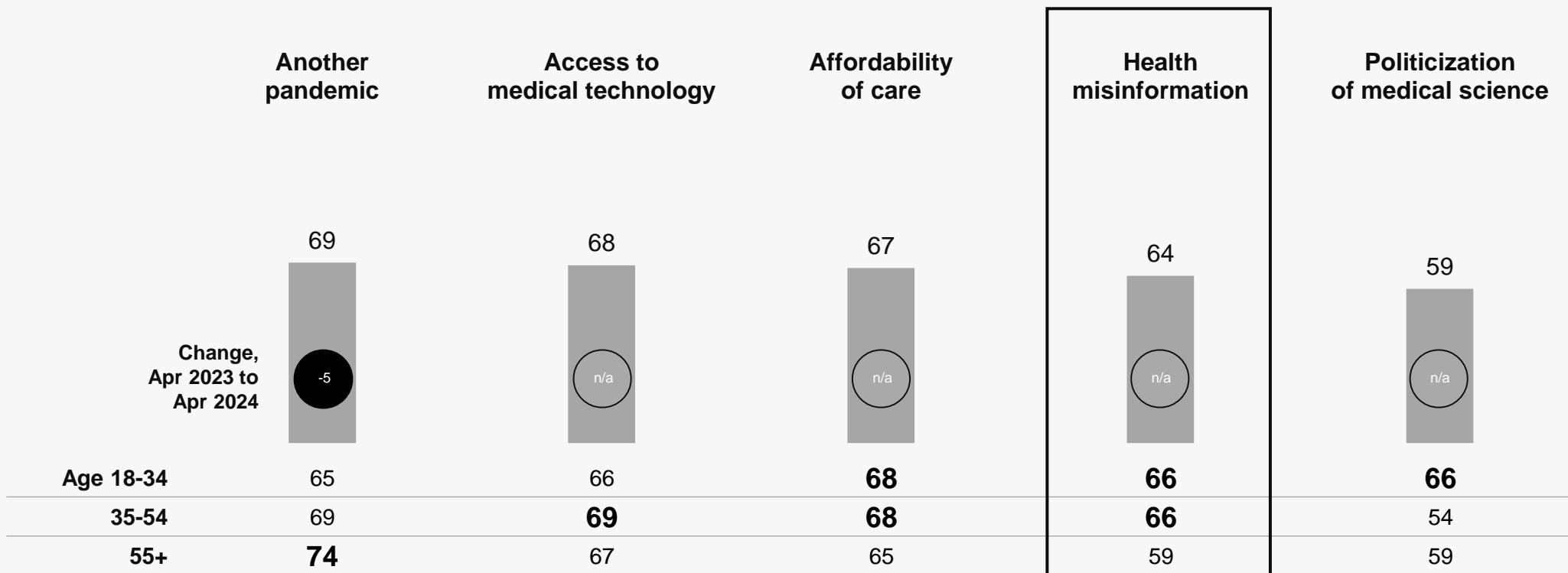
# 直面挑战



# 中国：对健康领域的主要担忧是流行病、可及性和支付能力

In China, percent who worry about...

0 Significant change



2024 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, worry. Question asked of half the sample. General population, China, and by age. Ties broken by decimal. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. In China, the Chinese translation for "Medical science becoming politicized or being used to support a specific political agenda" was updated in 2024. This language change means the 2024 data cannot be compared to data from previous years.



# 全球：四成受访者对基于错误信息做出的健康决定感到后悔

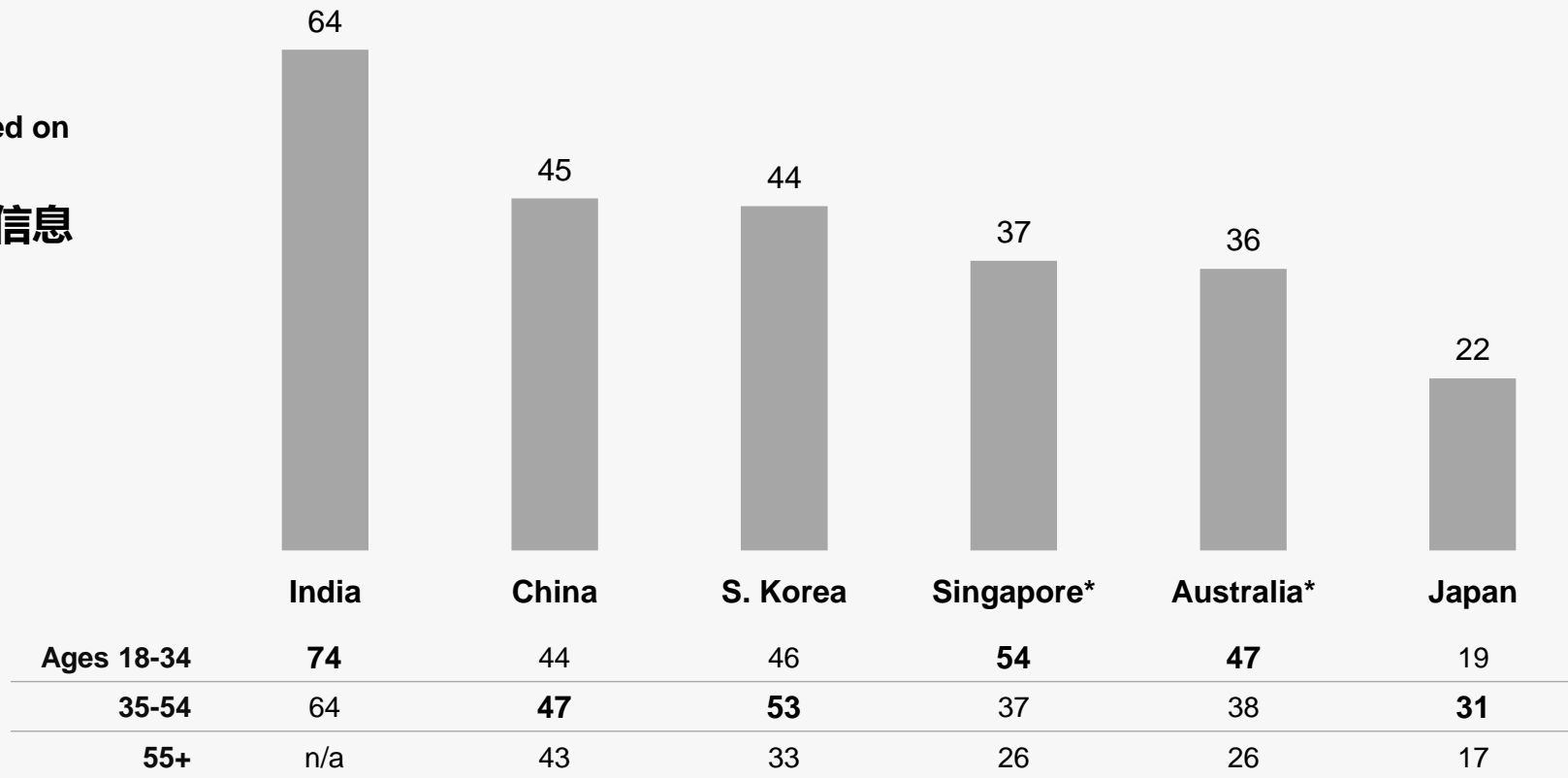
Percent who say

GLOBAL 12

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

我曾经至少有一次**后悔自己根据错误信息做出的健康决定**

**41%**



2024 Edelman Trust Barometer Special Report: Trust and Health. MIS\_INFO\_HARM. Have you ever made a decision that you regretted regarding your personal health because you acted based on inaccurate or misleading information? Codes 1-3, once or twice or more. Question asked of half the sample. General population, 12-mkt avg., and by APAC countries and age. Base size is too small to report data for aged 55+ (less than n=100).



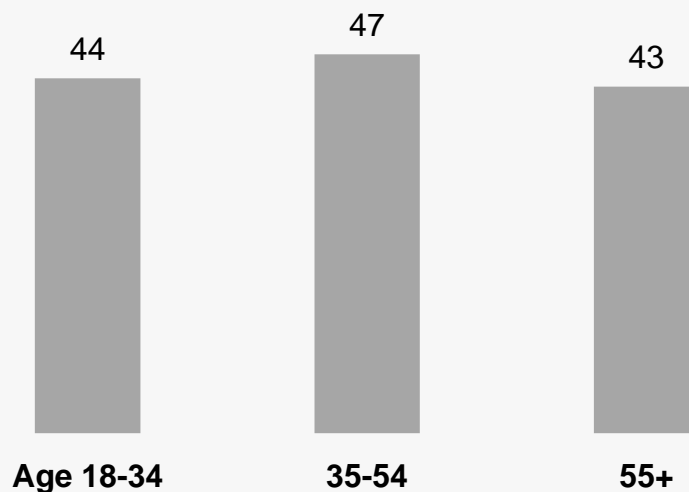
# 中国：45%的受访者被错误信息误导及主要原因

Percent who say, in China

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

我曾经至少有一次**后悔自己根据错误信息做出的健康决定**

# 45%



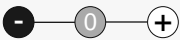
... 我被错误信息误导的原因是：

- #1 产品广告信息
- #2 未经医学培训的信息提供者



# 全球：对创新技术对医疗带来负面影响的担忧急剧上升

Percent who say

GLOBAL 12  Significant change

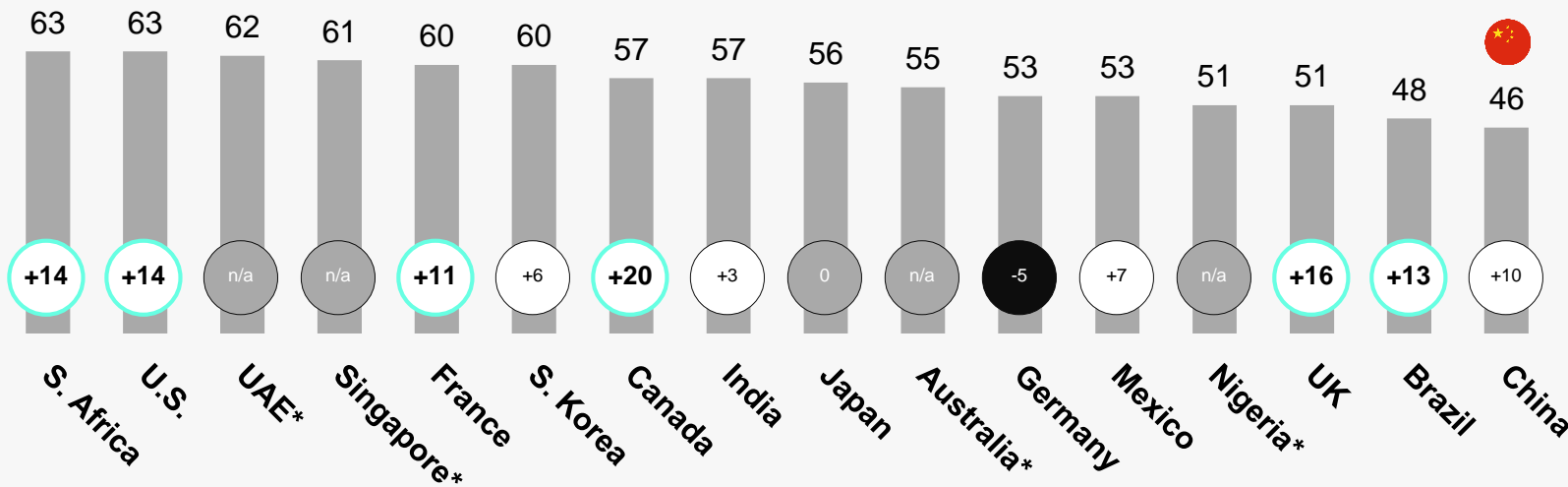
I believe over the next 5 years **technology will have a negative impact on healthcare**

我认为在未来 5 年内**技术将对医疗健康产生负面影响**

# 55%

**+8 pts**

Change, Jan 2018 to Apr 2024



2024 Edelman Trust Barometer Special Report: Trust and Health. DRV\_HEA\_APP. How is the application of technology to healthcare most likely to impact healthcare in the next 5 years? Pick up to two items. Question asked of half the sample. General population, 12-mkt avg. Data shown is a net of attributes 2, 3, 5, 7 and 9. \*Australia, Nigeria, Singapore and UAE are not included in the global average. Six-year changes were tested for significance using a t-test set at the 99%+ confidence level.



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