

Study results

**Adults in the UK
are struggling to
access health
information they
can trust.**



Less than half of all adults in the UK feel they can trust health information they find online

7 in 10



UK adults (69%) find it easy to find health information **online**.

However, just

45%



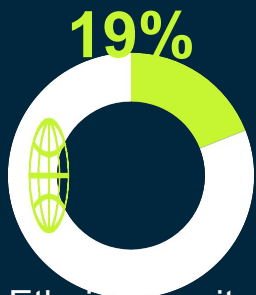
feel they can trust the health information they find **online**.



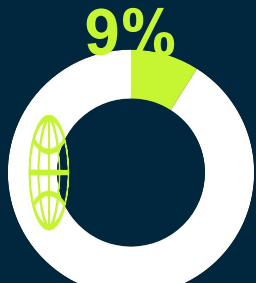
Base: All respondents (n= 2003)

Q2: To what extent do you agree or disagree with each of the following statements about finding health information online?

UK adults report being affected by misinformation both online and offline



Ethnic minority



White

1 in 10

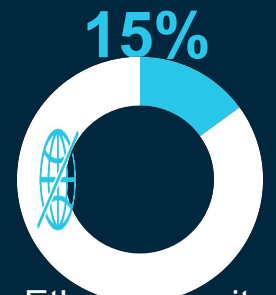


UK adults (11%) say they have been personally affected by **online** misinformation relating to their health.

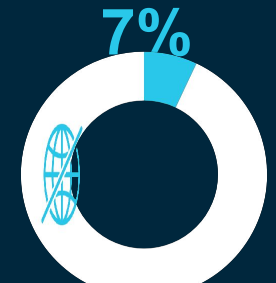
1 in 10



UK adults (8%) say they have been personally affected by **offline** misinformation relating to their health



Ethnic minority



White

Base: All respondents (n= 2003)

Q9: To what extent do you agree or disagree with each of the following statements about health misinformation? By misinformation, we mean incorrect or misleading information, which may exist without specific malicious intent. Please think about health information you may find online.

Q10. Please think about health information you may find offline.

Social media sources are least used by adults in the UK for finding health information online

Top Sources



60% GP/ Family Doctor



51% NHS UK website



49% Google or other internet search



44% Pharmacist

Traditional Media



12% Factual TV programme e.g., documentary



6% Newspaper



4% TV News



4% Radio

Digital/Social Media



5% YouTube



5% Podcasts



3% TikTok



1% Facebook



1% Instagram



1% X/Twitter



0% WhatsApp

Base: All respondents (n= 2003)

Q4: When you go looking for health information for yourself, which of the following, if any, do you usually go to?

Just over half of UK adults who use social media for health information are not sure if they can trust it

56%



are not sure if they can trust the health information they find on social media

56%



White

54%



Ethnic minorities

53%



18-34 yo

56%



34-54 yo

62%



55+ yo

Base: Respondents who go to social media for health information (n=182)

Q12A: You previously said that you go to social media to look for health information. To what extent do you agree or disagree with each of the following statements about finding information on social media?

About half of UK adults who use social media for health information do not find it easy to assess whether to trust it

48%



find it **easy to assess** whether to trust health information they find on **social media**

51%



White

42%



Ethnic minorities

45%



18-34 yo

46%



34-54 yo

57%



55+ yo

Base: Respondents who go to social media for health information (n=182)

Q12A: You previously said that you go to social media to look for health information. To what extent do you agree or disagree with each of the following statements about finding information on social media?

The independent verification of health information would help increase trust for the majority of adults in the UK



2 in 3

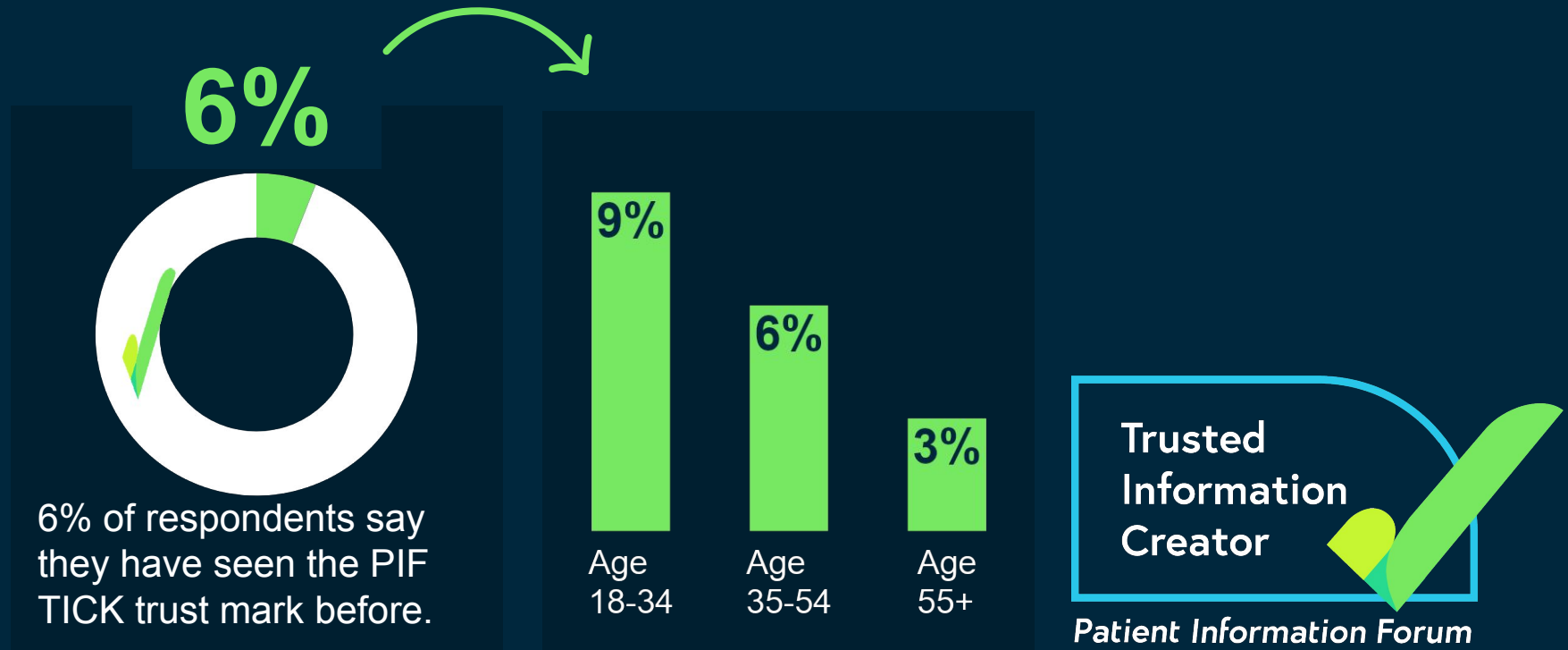


UK adults (67%) say that the independent verification of health information would increase their trust in the source of information.

Base: All respondents (n= 2003)

Q13. To what extent, if at all, would the independent verification of health information increase or decrease your trust in a source of information?

There is already some recognition of the PIF TICK among UK adults, with opportunity to grow



Base: All respondents (n= 2003)

Q14. Have you ever seen the PIF TICK trust mark for health information?

For any questions, please contact:

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