

Reputation Pulse

Health, Sustainability
and Reputation

March 2023

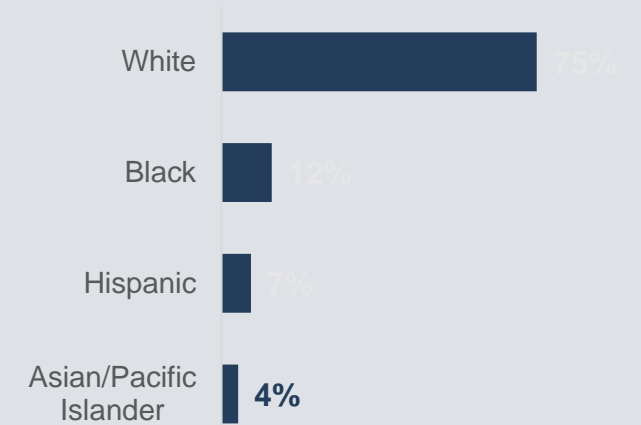
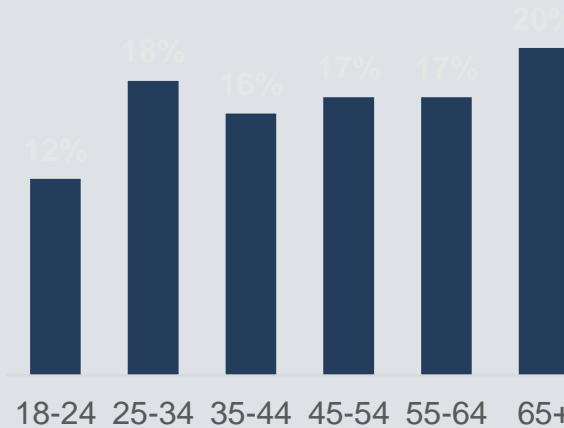
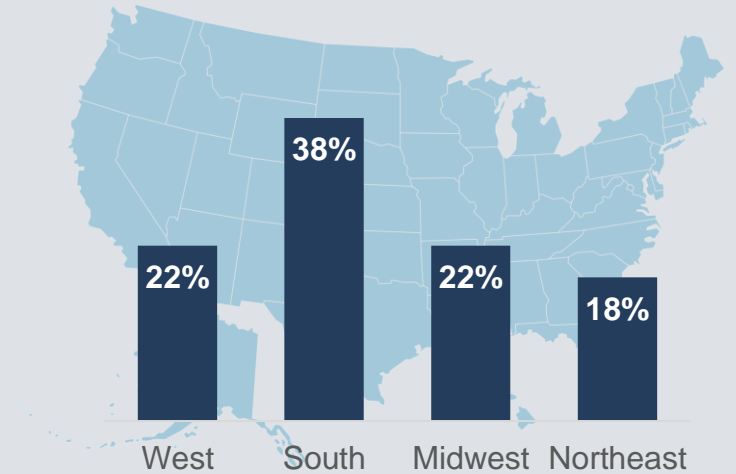
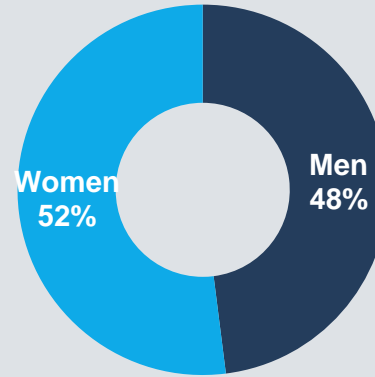


Methodology

Reputation Leaders conducted a **5-minute** online survey in March 2023 among **1,000 American adults** aged 18 and over.

The data was **weighted to match US demographics by gender, age, and region.**

The margin of error for the sample of 1,000 is +/- 3.1% at a 95% level of confidence.



*Ethnicities hidden if <1%

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2. Global Health Day (April 7th)

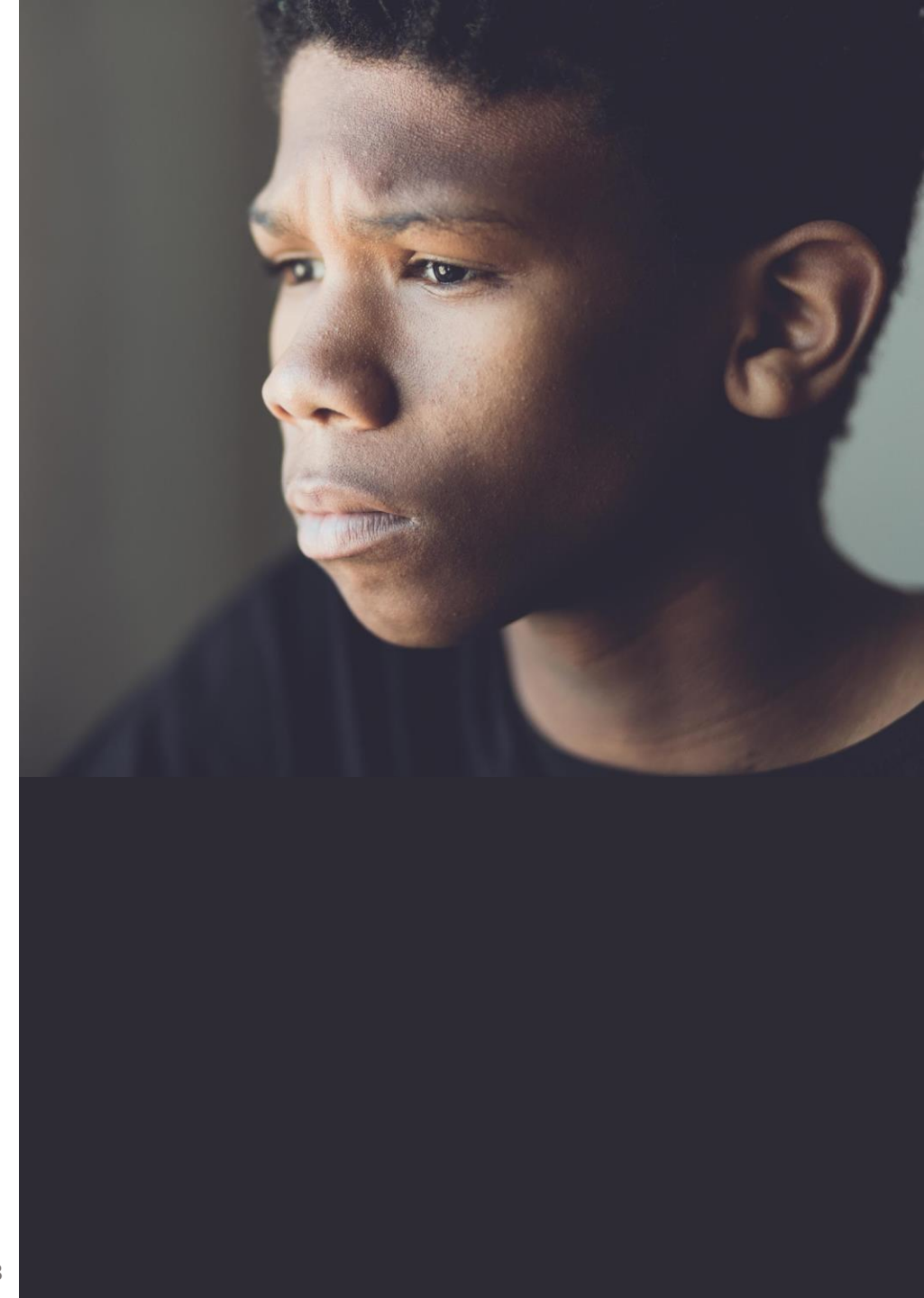
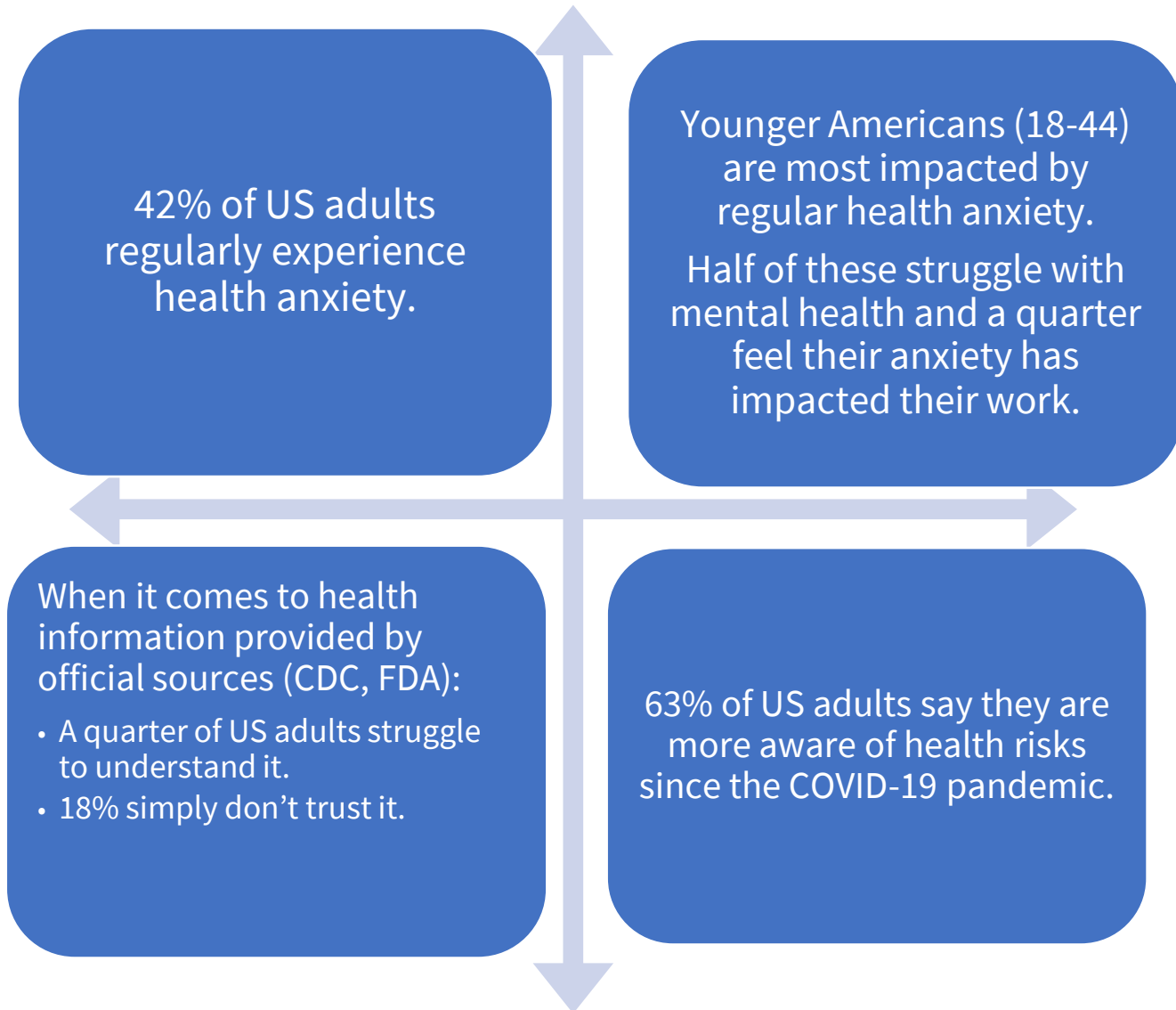




Global Health Day

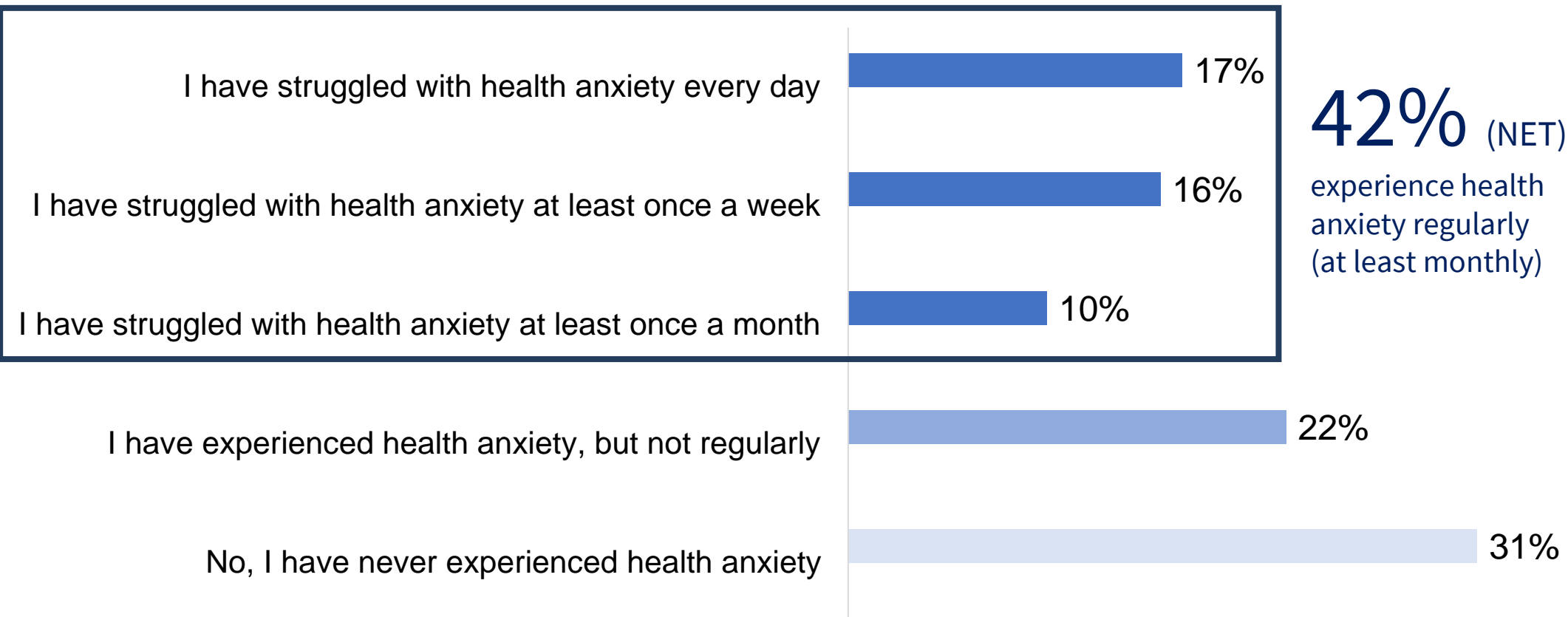
April 7th, 2023

Increasing trend of US health anxiety



Two in five Americans regularly struggle with health anxiety

Have you experienced anxiety related to your personal physical or mental health in the last 12 months?



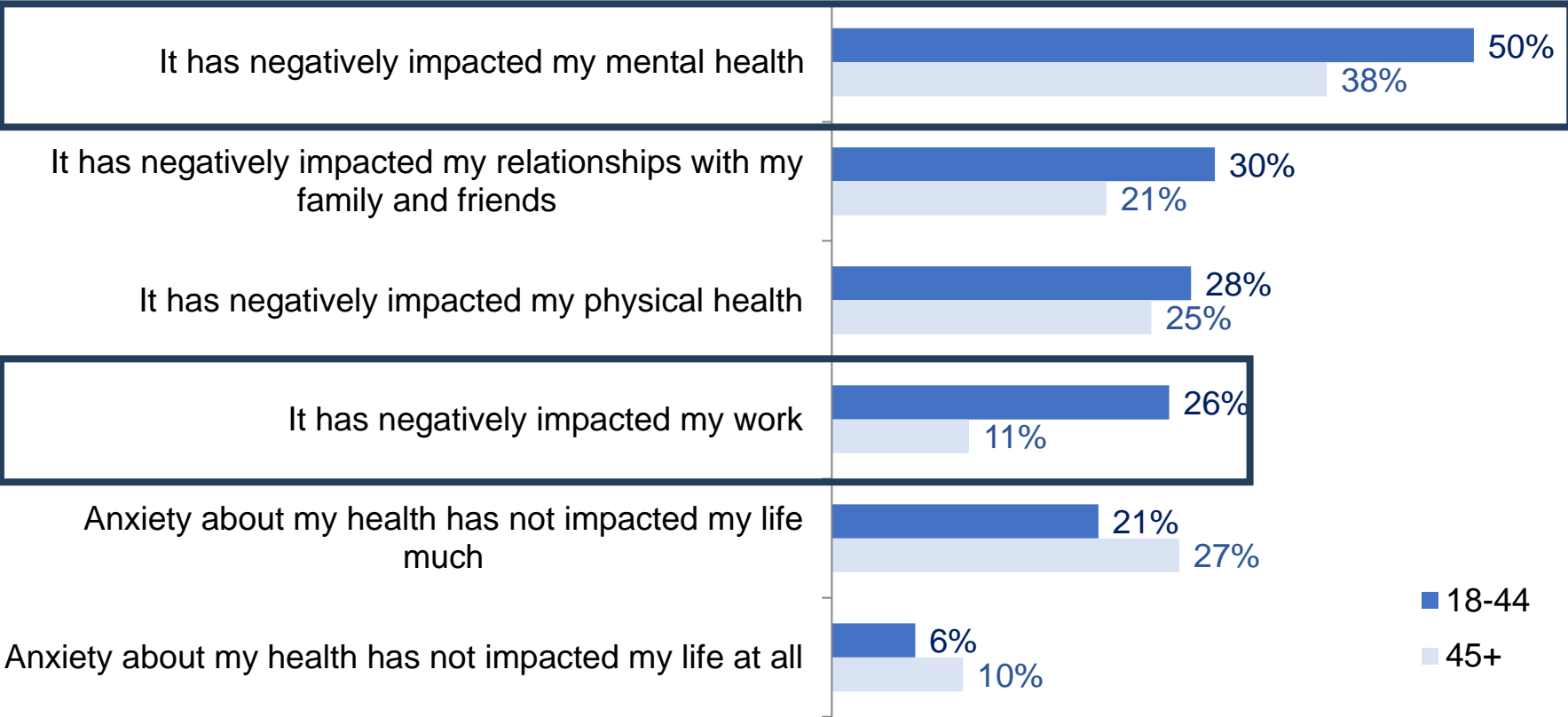
Young Americans' mental health and work is suffering due to health anxiety.

50% of 18–44-year-olds say that their mental health has been impacted.
 26% feel that their anxiety has impacted their work.

Older workers are more resilient during health crises and fewer are impacted by health-related anxiety at work

Older workers can inspire and mentor younger workers to help them better manage their mental health concerns

How has anxiety about your health affected your life in the last 12 months?



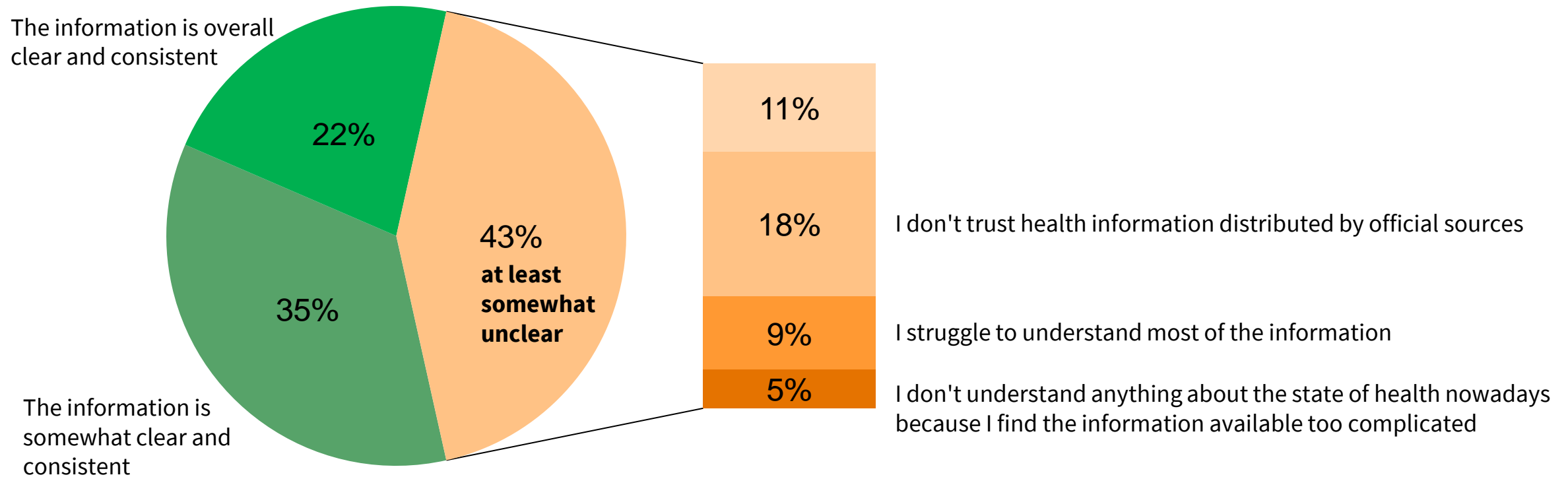
- 18-44
- 45+

Q9: How has anxiety about your health affected your life in the last 12 months?; base n = 641

25% struggle to understand official US health information 18% don't trust health information from official sources

Official health communications such as from the FDA or CDC, need to be clearer for many Americans.

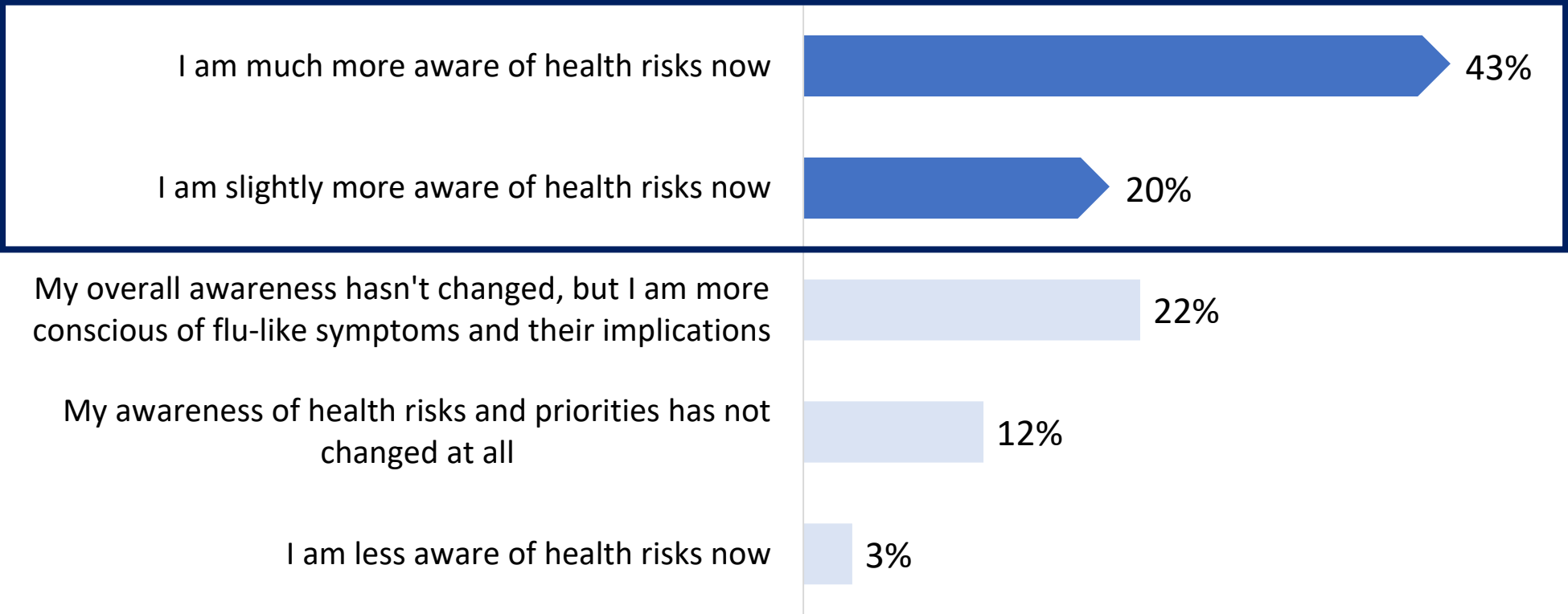
How understandable is the health information distributed by official sources like the FDA or CDC?



Global Health Day* is more important than ever: awareness of health risks has increased dramatically since the pandemic

Almost two thirds of US adults (63%) say they are more aware of health risks since the COVID-19 pandemic

How has your perception of health risks changed in the last few years following the pandemic?



63% (NET)
are more aware of health risks since COVID-19

Q7: How has your perception of health risks changed, if at all, in the last few years following the pandemic?; base n = 1001. * Global Health Day is April 7, 2023