

ARTICLE

2025 consumer survey findings: Children's hospitals and public trust

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Caring for children takes more than world-class medicine. It takes the trust, support, and engagement of the entire community.

Fortunately, children's hospitals already hold a special, highly trusted place in people's hearts. Even so, these organizations still have more work ahead to protect that trust and make their full impact known, according to a new national survey from our colleagues at Jarrard Inc., a Chartis Company.

Jarrard's 2025 National Consumer Survey: Children's Hospitals establishes a benchmark for where children's hospitals stand in the public's mind, including:

- How many people across the country have personal experiences with children's hospitals and have contributed to them
- Awareness of the range of services provided
- Support for services that extend beyond acute medical care
- Trust in children's hospitals regarding prioritizing quality, access, and patients vs. profits
- Perception of whether nonprofit children's hospitals provide enough community benefit to justify their tax-exempt status
- Elements of community benefit and impact that drive perception

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