

APRIL 2025

Perceptions Hub

Health Perceptions Research: Sweden

Objectives & methodology

This research project is designed to answer the following questions:

1. What are the most salient topics in donor, middle-income, and lower-middle/low-income countries? What issues do people care about? And what's the current mood?
2. How does health feature in the current issue landscape? How are specific health issues perceived?
3. How are current efforts to address health issues globally perceived?
4. How can we best make the case for investing to tackle health issues globally? What messages and messengers are most effective?

Methodology (Sweden):

1. 2 focus groups among opinion leaders in Stockholm on October 22, 2024.
2. Online survey among the general public in Sweden (N=1,042). Fieldwork conducted November 27 – December 9, 2024.

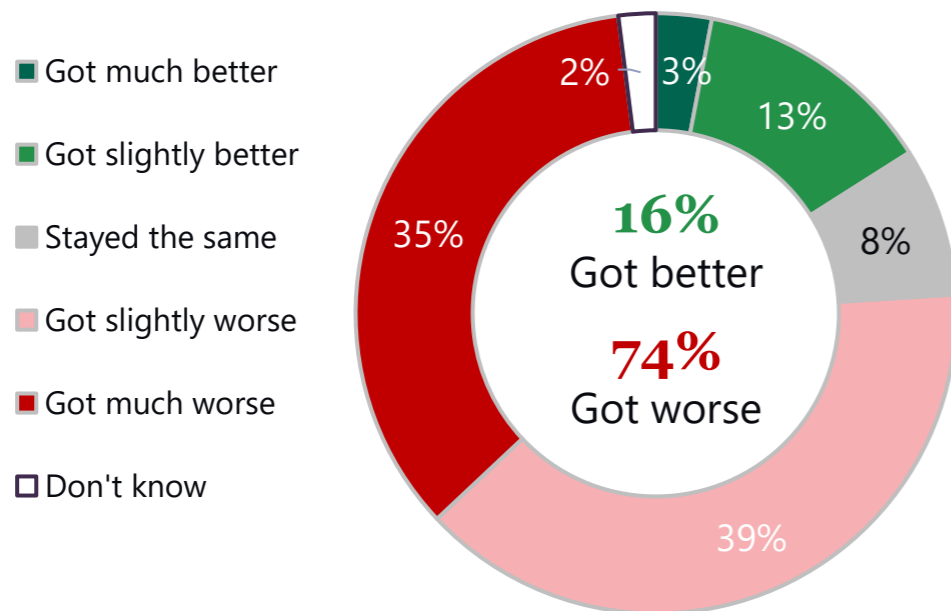
For full Wave 2 findings and detailed methodology please see the full Wave 2 report (which can be downloaded [here](#)).

Detailed findings: Sweden

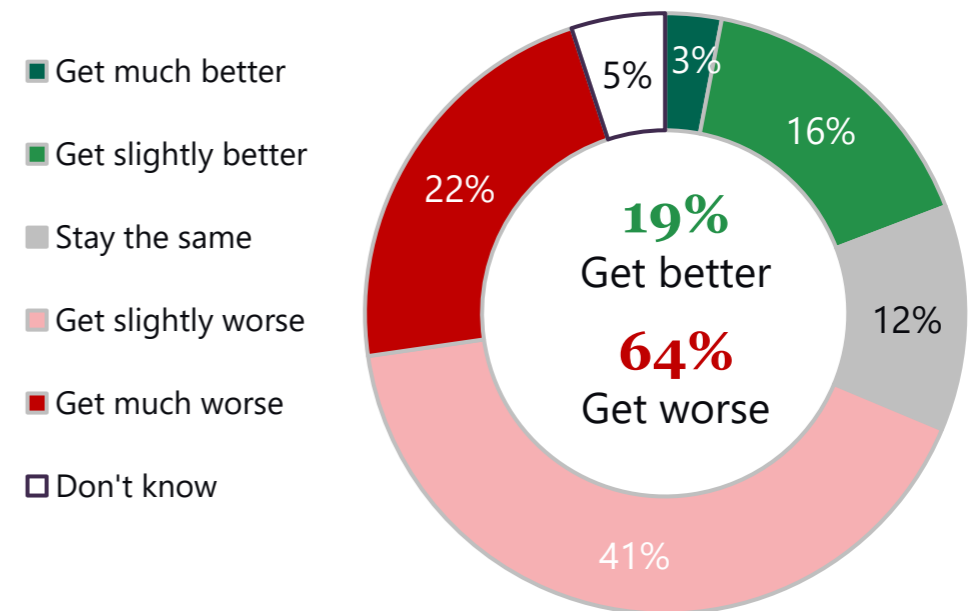
Global progress

Three-in-four Swedes believe the world has gotten worse in the last twenty years. A slightly lower proportion (two thirds) also believe the world is set to get worse in the future.

Over the **last 20 years**, has the world got better, worse, or stayed the same?



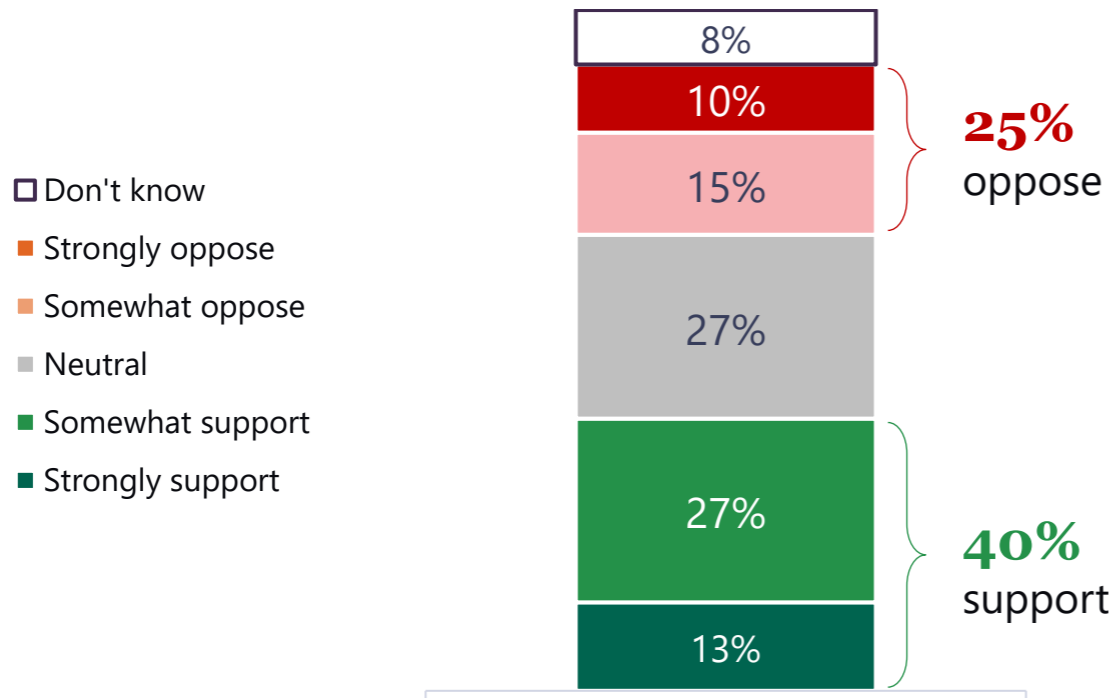
Over the **next 20 years**, will the world get better, worse, or stay the same?



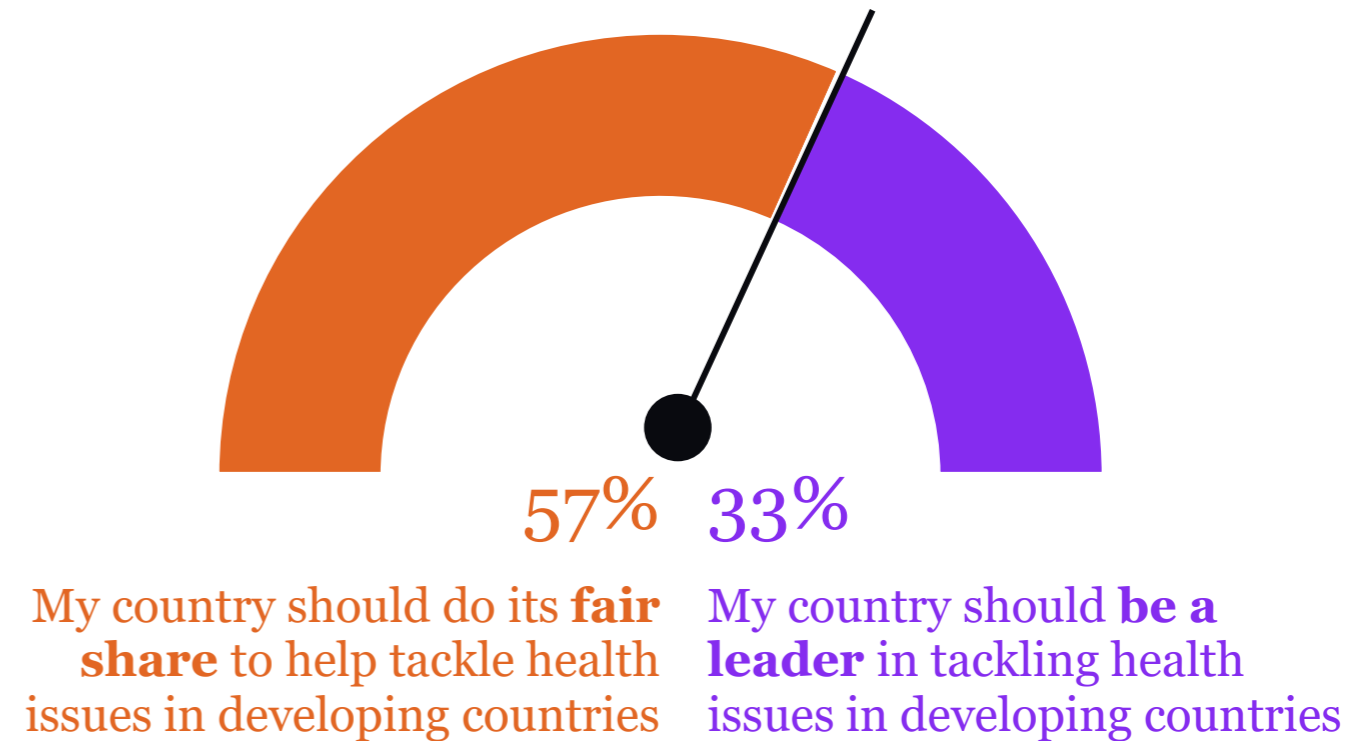
Support for giving ODA and tackling global health issues

There is net support for Sweden giving ODA, with two-in-five supporting ODA (40%) and one quarter opposed (25%). When it comes to tackling global health issues, a majority believe Sweden should do its fair share rather than being a leader.

Support for **giving** ODA

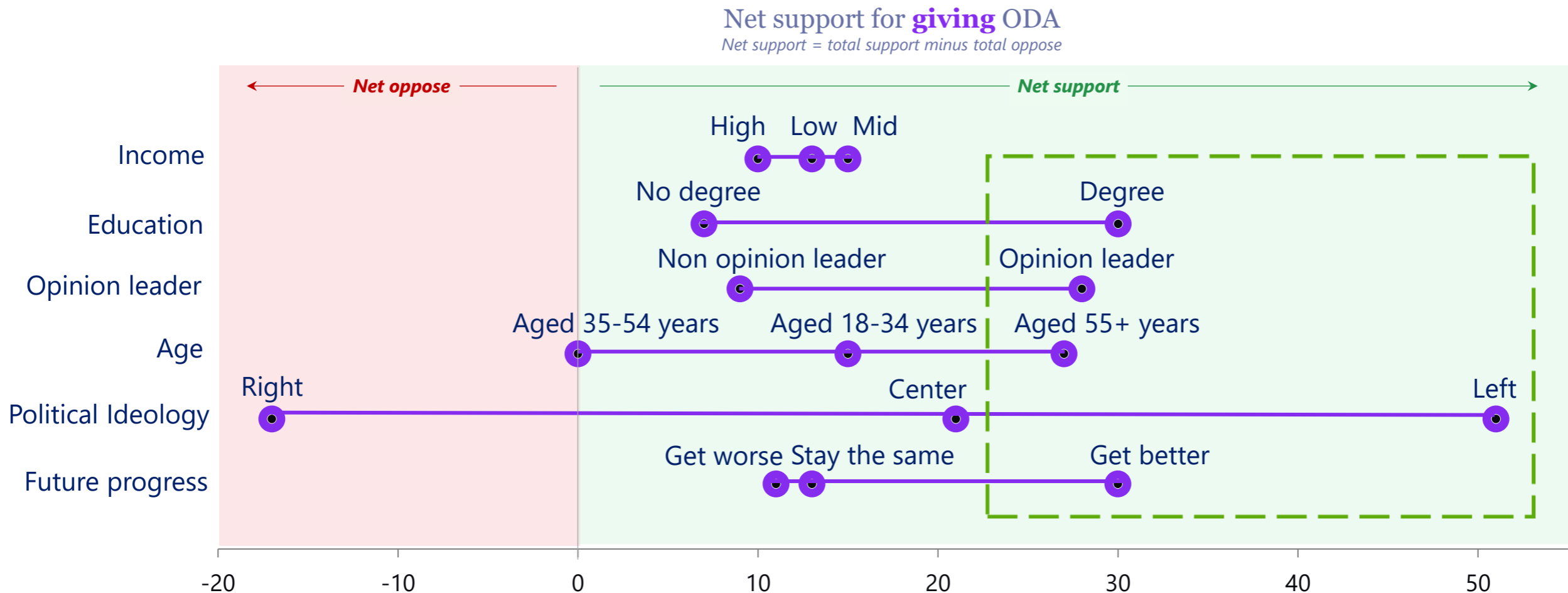


Tackling health issues: Lead vs. Fair share



Giving ODA: net support among key subgroups

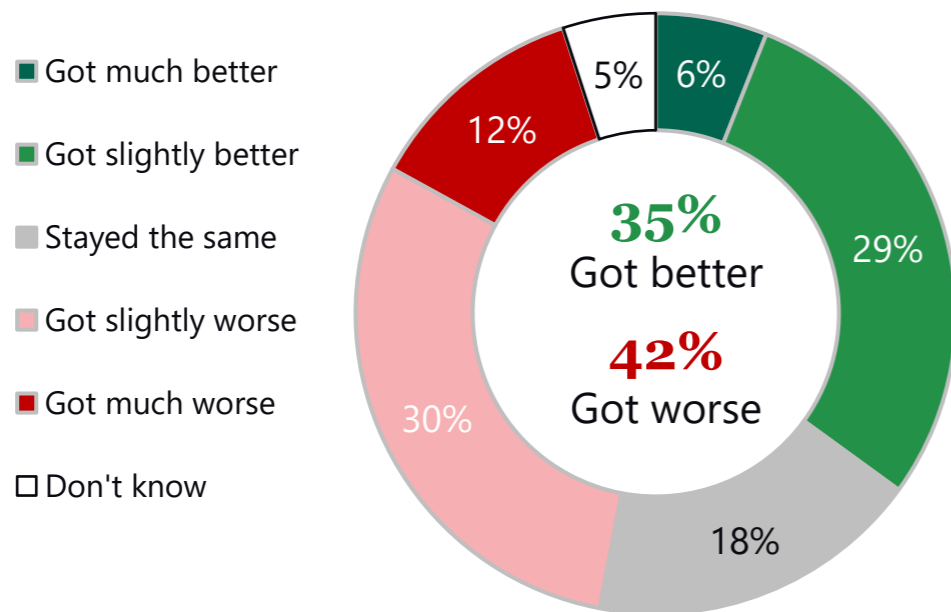
Support for giving ODA tends to be higher amongst degree-holders, opinion leaders, the older age group, and those on the left of the political spectrum. Support is also higher among those who are optimistic on global progress.



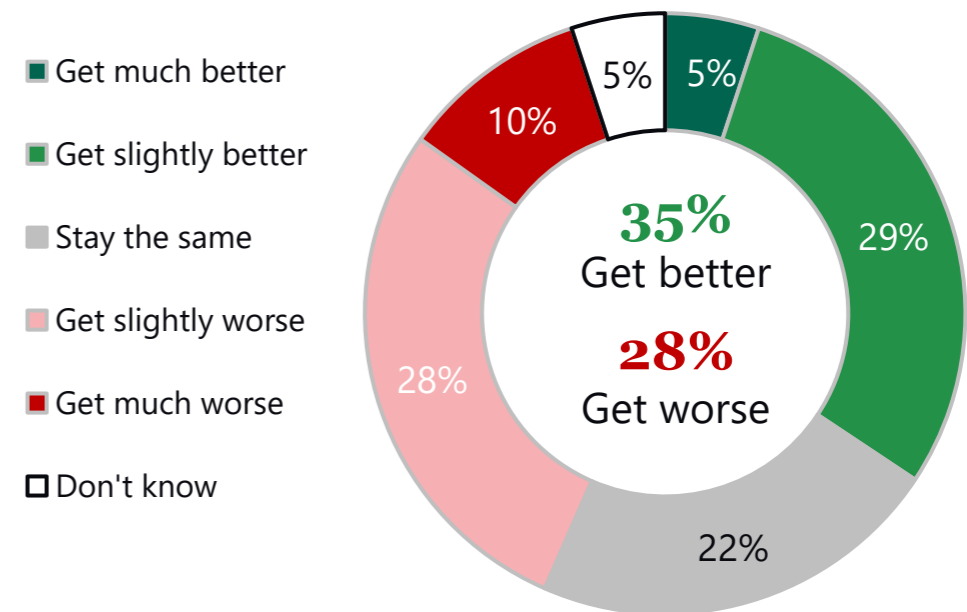
Global health progress

Views are split on past and future global health progress. On balance, Swedes are more optimistic about the future of *global health* compared to *global progress overall*, with 35% believing that global health will get better, compared to only 19% who think the world will get better.

Over the **last 20 years**, has global health got better, worse, or stayed the same?

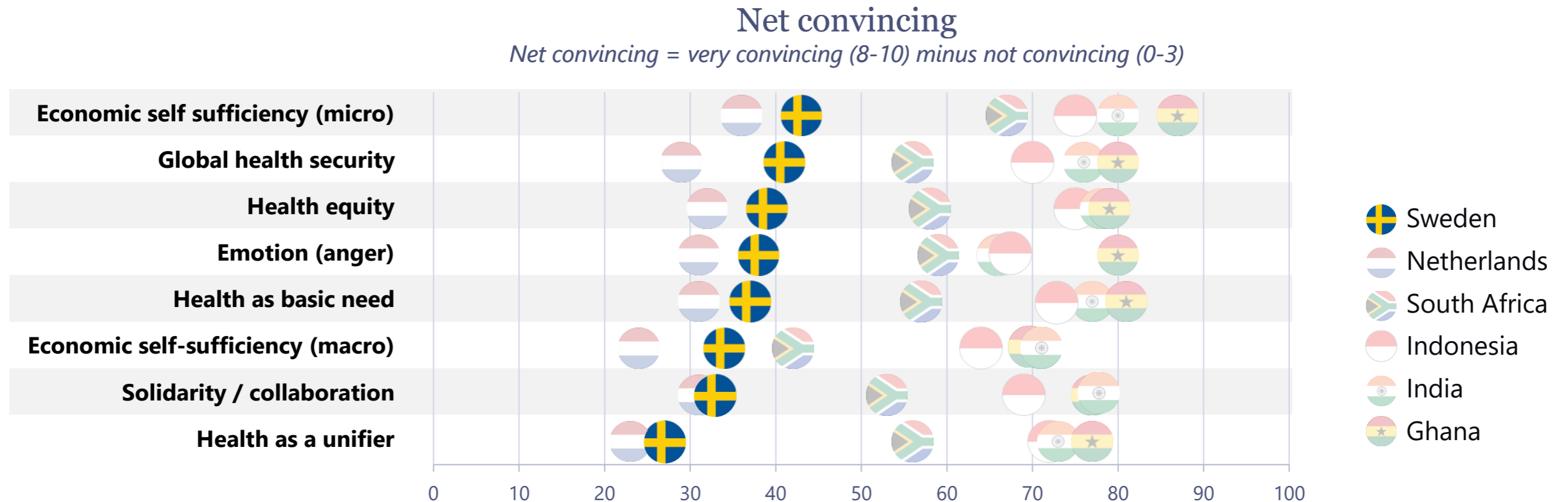


Over the **next 20 years**, will global health get better, worse, or stay the same?



Global health messaging

Micro-economic self-sufficiency, global health security, and health equity were the most convincing messages for the Swedish public. Meanwhile, the 'health as a unifier' message frame was least convincing.

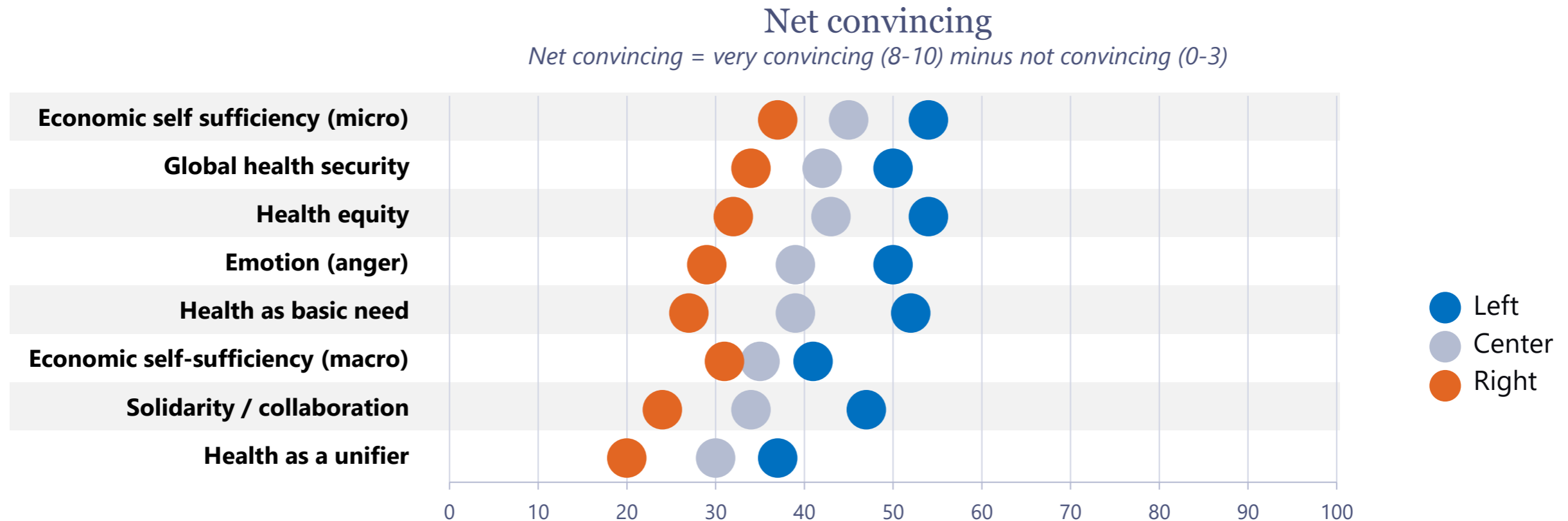


Note: Message testing was light touch and intended as a sense-check against wave 1 results, so it should be considered directional and viewed in the context of other message testing research. For a list of the full messages tested, please refer to the Appendix.



Global health messaging x political ideology

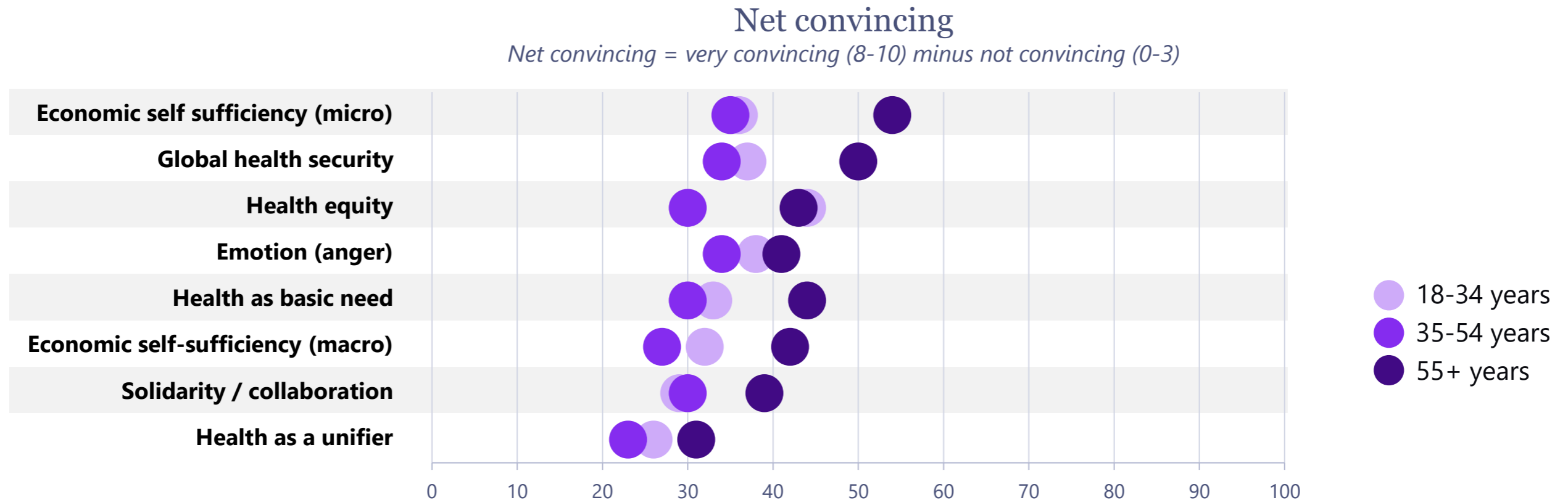
All messages tested more strongly with voters on the left. In relative terms, messages performed similarly across political groups, with micro-economic self sufficiency most convincing and health as a unifier least convincing. Notably, macro-economic self-sufficiency is relatively more effective for those on the right.



Note: Message testing was light touch and intended as a sense-check against wave 1 results, so it should be considered directional and viewed in the context of other message testing research. For a list of the full messages tested, please refer to the Appendix.

Global health messaging x age groups

Messages generally resonate more strongly with older Swedes. Micro-economic self-sufficiency and health security messages were most convincing to older and middle age groups. By contrast, younger age groups found the health equity framing most convincing.

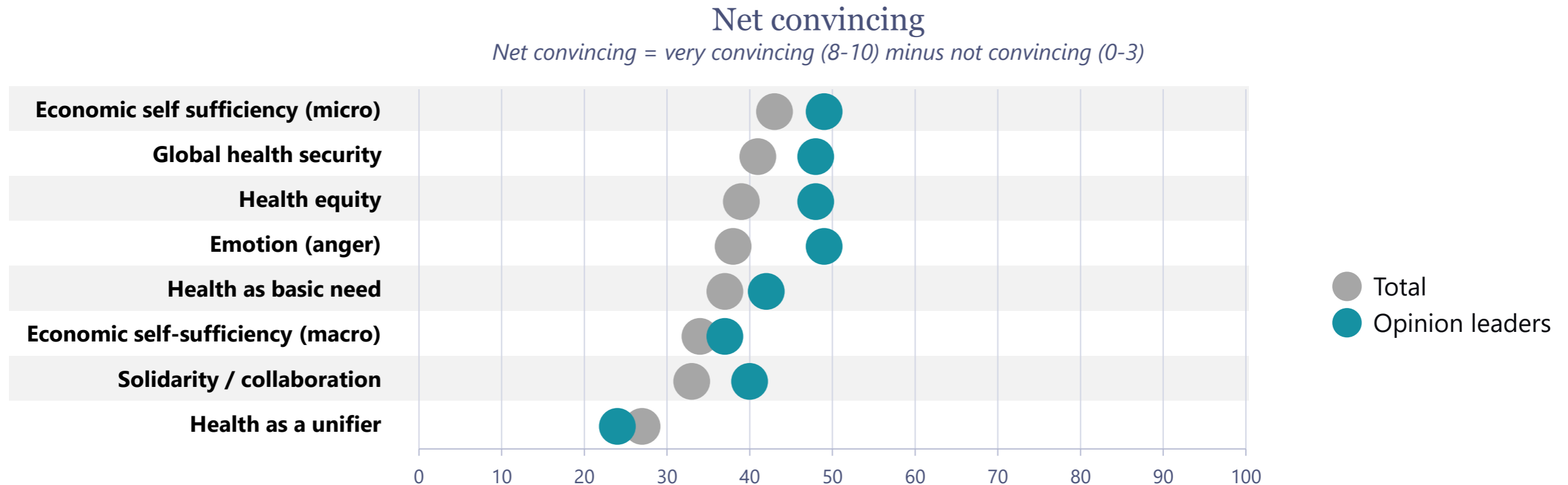


Note: Message testing was light touch and intended as a sense-check against wave 1 results, so it should be considered directional and viewed in the context of other message testing research. For a list of the full messages tested, please refer to the Appendix.



Global health messaging x opinion leaders

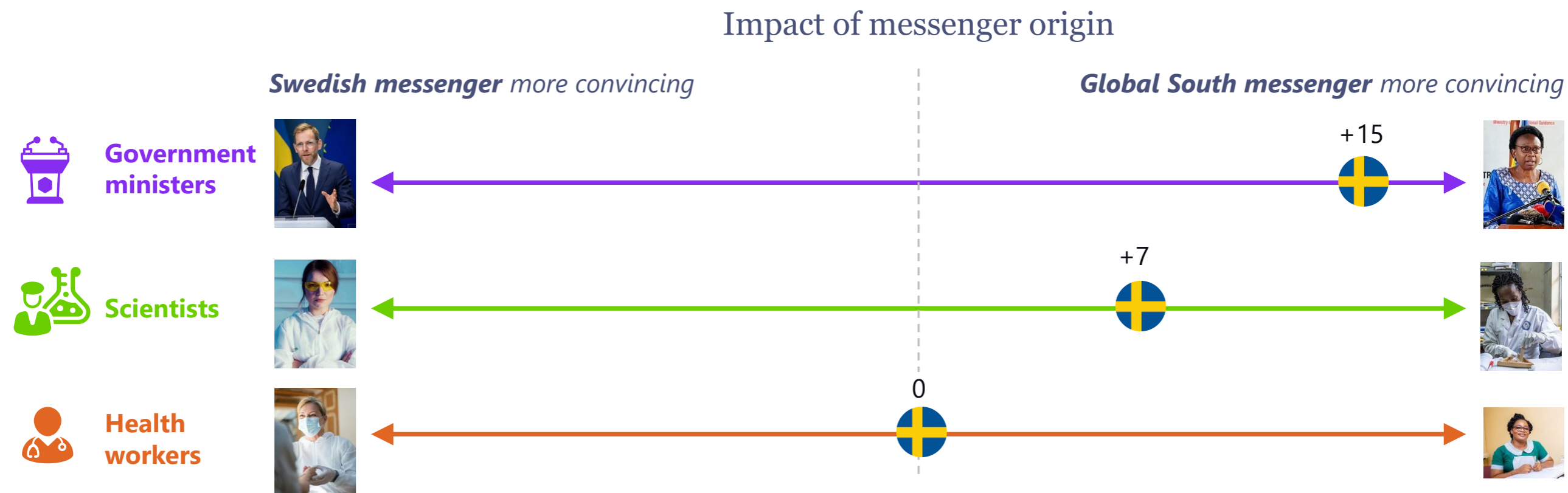
All messages resonated more strongly with opinion leaders than the broader public, except for 'health as a unifier'.



Note: Message testing was light touch and intended as a sense-check against wave 1 results, so it should be considered directional and viewed in the context of other message testing research. For a list of the full messages tested, please refer to the Appendix.

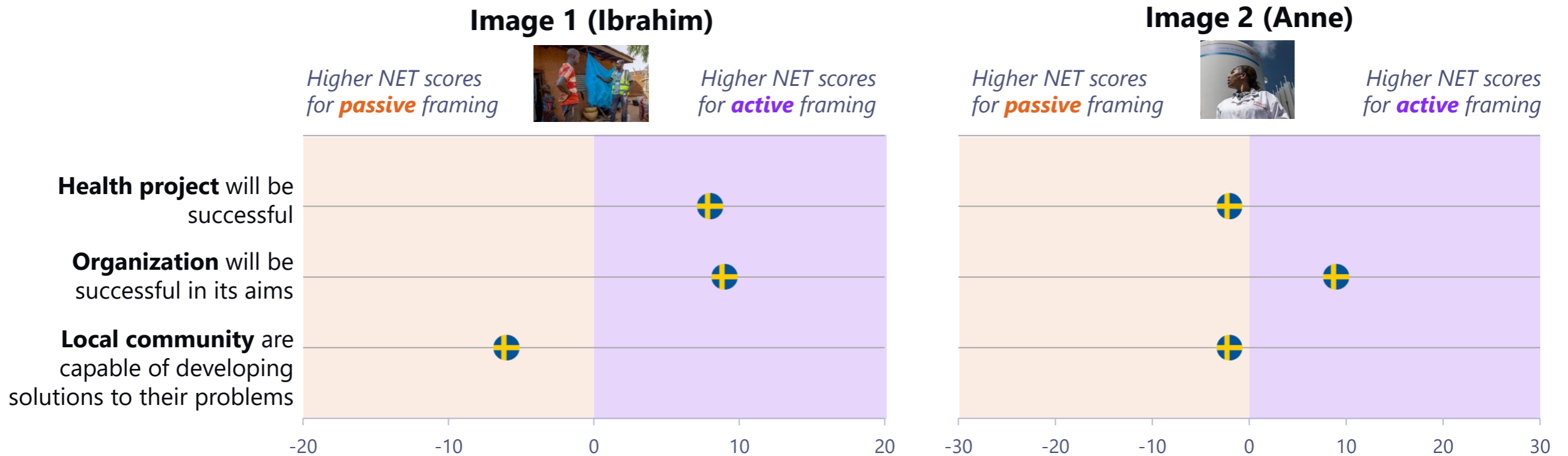
Impact of messenger origin

Messages attributed to ministers and scientists from the Global South test as more convincing than those attributed to their counterparts from Sweden. But for health workers, messages attributed to a Swedish or Global South voice tested equally well.



Recipient framing

An experiment to test the impact of two framings of aid recipients gave mixed results in Sweden. But there are indications an active framing can drive more positive perceptions of an organization and health project's likelihood of success than a passive framing.



Caveats to consider when reviewing this data: This question was asked at the end of a long survey; a small sample of respondents saw each image/framing (N=c. 250 per market per framing) meaning differences must be large to be statistically significant; survey respondents saw just one framing, rather than both "passive" and "active" and making a direct comparison. Therefore, focus group insights may carry more weight. For more details, please refer to the main report.

Appendix: Messages tested

We tested the top 8 performing messages from wave 1

As a "health check" to see if these messages continue to perform well in wave 2 markets / 6 months on.

Frame	Message
Economic self-sufficiency (micro)	God hälsa är avgörande för att människor ska kunna stå på egna ben. Friska barn kan gå i skolan, friska föräldrar kan gå till jobbet och försörja sina familjer. Att investera i hälsa är ett av de smartaste ekonomiska besluten som vi kan fatta.
Global health security	Att investera i bättre hälsa internationellt handlar inte bara om välgörenhet, det handlar om att göra världen till en säkrare plats för alla. Som covid-19 pandemin visat kan en hälsokris på en plats bli en hälsokris överallt.
Health equity	Alla människor i världen förtjänar att leva hälsosamma liv. Genom att hantera hälsofrågor globalt kan vi ge tillgång till grundläggande läkemedel och vaccin som skyddar människor från livshotande och livsförändrande sjukdomar.
Health as a basic need	Alla behöver vi god hälsa, oavsett var vi bor, det är ett grundläggande mänskligt behov. Genom att investera för att ta itu med hälsofrågor globalt kan vi se till att alla har tillgång till grundläggande sjukvård, nödvändiga läkemedel och vaccin.
Emotion (anger)	Det är häpnadsväckande att miljontals människor år 2024 fortfarande dör av hälsoproblem som är behandlingsbara. Vi kan inte, och får inte, passivt se på medan detta händer.
Solidarity / collaboration	Att investera i att hantera hälsoproblem globalt är en solidaritetshandling som överskrider gränser och skillnader. Genom att länder samarbetar kan vi se till att alla har tillgång till den sjukvård de behöver, oavsett geografi eller omständigheter.
Health as a unifier	Med en god hälsa kan man uppleva livets alla stunder, både stora och små. Ingen bör berövas dessa stunder: genom att hantera hälsofrågor globalt kan vi säkerställa att ingen går miste om dem.
Economic self-sufficiency (macro)	Endast länder med en frisk befolkning kan lyfta sig själva ur fattigdom. Friska vuxna kan bidra till ekonomin och leva produktiva arbetsliv. Att investera i hälsa är ett av de smartaste ekonomiska besluten som vi kan fatta.



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