HEALTH

EGALITARIANS 23%

DISINTERESTED SCEPTICS 17%

EQUITY ADVOCATES 16%

PRIVATE-SECTOR CHAMPIONS 14%

SELF-RELIANT INDIVIDUALISTS 12%

COMMITED ACTIVISTS 18%

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HEALTH EGALITARIANS 23%

NORC
as the UNIVERSITY of CHICAGO

Robert Wood Johnson Foundation
Self-Reliant Individualists are generally older, white men that are highly educated with high incomes.

Self-Reliant Individualists are:
• Highly skeptical about agenda and government’s role in health
• Less concerned about equity/solidarity values and social determinants
• Less likely to perceive health care disparities
• Less likely to care about community health
• More interested in personal health

Self-Reliant Individualists make up 12% of the sampled population.

Key Attributes
• Skews older
• Mostly male
• Mostly White
• Generally better off financially
• Highly educated
• More likely to be Republican, more than any other segment.
• They are also the most likely to be conservative

Overview

Features

Share of the Population

SELF-RELIANT INDIVIDUALISTS

12%
Private Sector Champions are generally older, white women, with a high-school education and a lower income.

Overview

Private Sector Champions

Features

Private Sector Champions are:
• Conflicted about agenda, including on the role of government
• More likely to care about community health
• Most in favor of private sector responsibility
• Least trust in science and health care systems
• More interested in health in personal life

Key Attributes

• Skews older
• Mostly female
• Mostly White
• Generally high school educated
• Less financially well off
• More likely to be Republicans and conservative

PRIVATE-SECTOR CHAMPIONS

14% Share of the Population

Private Sector Champions make up 14% of the sampled population.
Equity Advocates are:
• Supportive of an active role for government in health
• Concerned about equality of opportunity, solidarity, health equity, and disparities
• Civically engaged, but less likely to believe in collective efficacy
• Less interested in health in personal life

Equity Advocates make up 16% of the sampled population.

Overview

Features

Key Attributes

Equity Advocates are generally highly educated, up-scale liberals living in big cities and suburbs.

- Skews younger
- Equal gender split
- Disproportionately people of color
- Highly educated
- Generally better off financially
- They are overwhelmingly more likely to be Democrats, more than any segment
- They are also much more likely to be ideologically liberal, more than any segment

EQUITY ADVOCATES 16%
Disinterested Sceptics are:

- Highly skeptical about agenda, including on role of government
- Less concerned about equity, disparities, and social determinants
- Less likely to care about community health
- Lowest civic engagement and collective efficacy
- Least personally health conscious

**Key Attributes**

- Slightly younger
- Mostly male
- Mostly White
- Well educated
- Wide range of incomes
- More likely to be Republican and conservative

Disinterested Sceptics make up 17% of the sampled population.

Disinterested Sceptics are generally young, well-educated white men with a wide range of incomes.

Disinterested Sceptics

Features

Share Of The Population

Overview

DISINTERESTED SCEPTICS

17%
Committed Activists are generally older women of color living in areas of high minority concentrations.

Committed Activists are:
• Down-the-line support for agenda, including active government role
• “Movement vanguard”
• Civically engaged with high collective efficacy
• More interested in health in personal life, but less healthy

Committed Activists make up 18% of the sampled population.

Key Attributes
• Skews older
• Mostly female
• Mostly people of color
• Mostly high school educated
• Less financially well off
• More likely to be Democrats and a bit more likely to be liberal

Committed Activists make up 18% of the sampled population.
Health Egalitarians are generally young, white women with high school educations and lower incomes.

Health Egalitarians are:
- Supportive of an active role for government in health
- Focused more on health equity, less so on disparities and social determinants
- Concerned about health at a community level, and favor government responsibility
- Less civically engaged
- Personal health is less important

Health Egalitarians make up 23% of the sampled population.

Key Attributes:
- Skews younger
- Mostly Female
- Slightly more White
- Generally high school educated
- Generally mid-to-low income
- They are slightly more likely to be Democrats and Independents and most likely of the segments to be ideologically moderate

Health Egalitarians make up 23% of the sampled population.