AMERICAN HEALTH VALUES TYPOLGY

PRIVATE-SECTOR CHAMPIONS 14%

SELF-RELIANT INDIVIDUALISTS 12%

EQUITY ADVOCATES 16%

DISINTERESTED SKEPTICS 17%

COMMITED ACTIVISTS 18%

HEALTH EGALITARIANS 23%

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HEALTH EGALITARIANS 23%

NORC at the UNIVERSITY of CHICAGO

Robert Wood Johnson Foundation
Overview

Health Egalitarians are generally young, white women with high school educations and lower incomes.

Features

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

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.
**Overview**

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

**Features**

**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

**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.

**Share Of The Population**

COMMITTED ACTIVISTS

18%
Disinterested Skeptics 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 Skeptics make up 17% of the sampled population.

Overview

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

Share Of The Population

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 ideologically liberal, more than any segment
Private-Sector Champions are generally older, white women with a high-school education and a lower income.

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

Private-Sector Champions make up 14% of the sampled population.
**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.

**Overview**

**Features**

- 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

**Key Attributes**

**Share Of The Population**