

Maricopa County Health Values Survey

The Maricopa County Health Values Survey is part of a series of studies conducted by NORC at the University of Chicago with support from the Robert Wood Johnson Foundation to better understand how health values and beliefs vary in the United States. The study builds on similar work done at the national level through the American Health Values Survey (AHVS), which was completed in 2016. The Maricopa County study is one of five conducted in different communities across the nation including Baltimore, MD; Mobile, AL; Stockton, CA; and North Central Nebraska.

BACKGROUND AND METHODS

The survey assessed values and beliefs related to health at both the individual and society levels and included questions on: *importance of personal health* in day-to-day life; *equity*, the value placed on the opportunity to succeed generally in life as well as on *health equity*; *social solidarity*, the importance of taking into account the needs of others as well as personal needs; *health care disparities*, views about how easy/hard it is for African Americans, Latinos and low-income Americans to get quality health care; and the importance of the *social determinants of health*. In addition, the survey also explored views about *health as a priority for government*; *collective efficacy*, the ease of affecting positive community change by working with others; and health-related *civic engagement* e.g. the support of health charities and organizations working on health issues.

More than 2,000 interviews were completed with adults residing in Maricopa County aged 18 or higher. Data were collected using an address-based sample (ABS) through the use of multiple methods, including self-administered web and mailed questionnaires as well as telephone interviews. Data were collected between August 10, 2016 and January 12, 2017 in both English and Spanish. A total of 2,247 surveys were completed in Maricopa County; by web, 1,080 using a computer assisted web interview (CAWI), by mail, 1,107 using a self-administered questionnaire (SAQ), and by telephone, 60.

MARICOPA COUNTY PROFILES

Data from this survey were used to create a typology of Maricopa County adults. The six groups that emerged are described below.

The County of Maricopa

Compared to adults nationwide, Maricopa adults are more likely to report that they make their personal health a priority almost always, a high level of health-related self-efficacy and slightly stronger equity/solidarity values. They are more likely to say that health should be a top federal priority, but like Americans generally in their views about whether government generally ought to be doing more in health. Like Americans generally they believe that community health building should be a top or high priority; and, although they are somewhat more likely to believe that the private sector should be responsible, the majority favor government involvement in the effort.

They are more likely to be healthy and to have had a recent checkup by a doctor. They are much more likely to be non-Hispanic White, more likely to be Hispanic, and significantly less likely to be African American. They tend to be much more educated than Americans generally and have higher incomes. They are more likely to be registered and to vote almost always. Politically, they are like the nation generally, although a bit less likely to be Democrats and more likely to be Independents.

The Typology

Six groups of Maricopa County adults emerged based on their unique health value and belief profiles. Two of the groups are supportive of an active role for government in health and clearly supportive of efforts to improve population health and health equity in the United States. Another group is supportive of an active role for government at the local, community level but otherwise is skeptical about the equity/population health agenda. A fourth group also holds mixed views about the agenda but is supportive of private sector efforts to address community health. The final two groups are skeptical across the board and opposed to an active government role in health. There are some important differences between the Maricopa County and national typologies. In general, the center of gravity across the Maricopa County constellation of groups falls more toward the skeptical pole of the health values and beliefs continuum, compared to the nation as a whole. There is more skepticism about the equity/population health agenda. Information about how the Maricopa County and national typologies differ is provided in the full report of study findings.

Here is a thumbnail sketch of the six Maricopa County groups, beginning with the most supportive:

Committed Activists: One of the groups most supportive of an active role for government, these adults combine broad concerns about equity and social solidarity with a belief in health care disparities and the importance of the social determinants of health. Personal health is important to this group and they tend to be more civically engaged on health issues. All of these characteristics differentiate the group from County adults generally. The group is composed of 18% of Maricopa County adults.

Community Health Proponents: Also supportive of an active role for government in health, this group resembles the Committed Activists group in its strong concerns about health disparities, equity, social solidarity and the importance of the social determinants of health. They are also more civically engaged on health than the County as a whole. However, the group differs from Committed Activists in that personal health is less important to adults in this group. Seventeen percent of Maricopa County adults fall into the group.

Open-Minded Skeptics: This group is more supportive of an active role for government but only at the local level where the building of healthier communities is the focus. Otherwise the group has very mixed views about the health equity and population health agenda. It is less likely to agree on the importance of the social determinants of health, social solidarity and health care disparities, compared to Maricopa County adults generally. Personal health is also less important to this group, which is comprised of 17% of Maricopa County adults.

Self-Reliant Individualists: These adults are skeptics about the health equity/population-health agenda. They are less concerned than Maricopa County adults are generally about equity and social solidarity, disparities and the social determinants of the health and far less likely to support an active role for government in health. The group is composed of 17% of Maricopa County adults.

Disinterested Skeptics: Like Self-Reliant Individualists, this group is highly skeptical about the health equity/population health agenda. Also, similar to Self-Reliant Individualists, these adults place lower value on their own personal health. They are also less likely than adults in Maricopa County generally to be civically engaged on health. The group is composed of 16% of Maricopa County adults.

Private-Sector Champions: This group is conflicted about the health equity/population-health agenda, sharing some of the characteristics of the first three more supportive groups and some of characteristics of the two highly skeptical groups discussed above. These adults are more supportive of private sector efforts—as opposed to government efforts—to improve health at the community level. The Private-Sector Champions are 15% of Maricopa County adults.

Exhibit A below presents information about the size of the groups within the adult population of Maricopa County.

Exhibit A: Size of Typology Groups

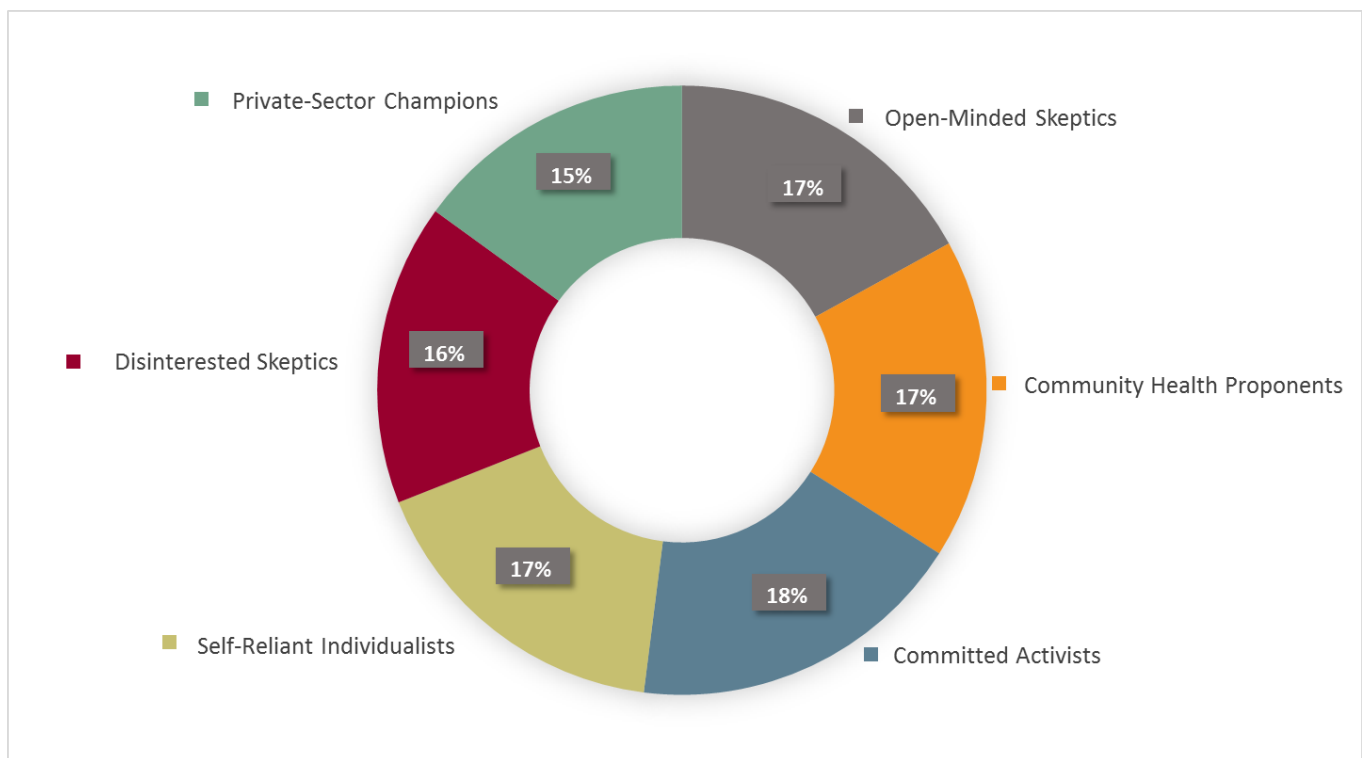
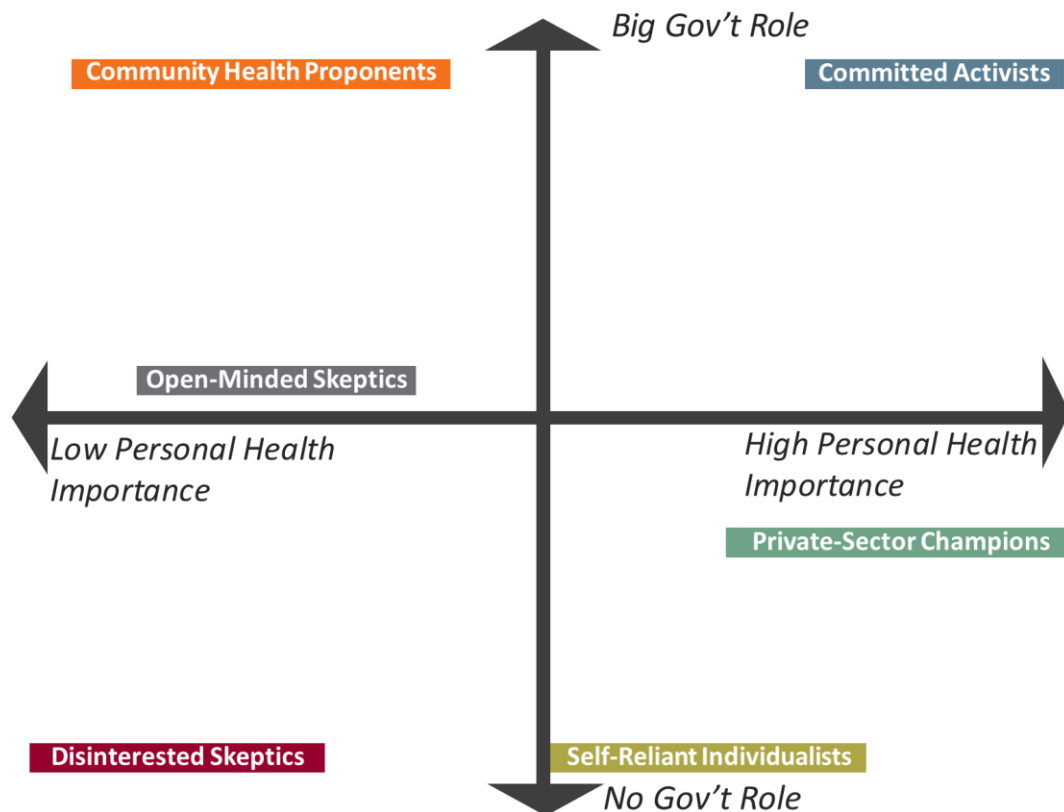


Exhibit B: How Groups Vary on Two Critical Dimensions

Two of the most important dimensions along which the groups vary are depicted in Exhibit B. The vertical axis represents views about how active government's role should be in the health policy area. The horizontal axis represents how important personal health is in day-to-day living.

**Rating of Community Problems**

Among Maricopa County adults, crime or violence, drugs, lack of jobs, and lack of affordable quality housing were the top four problems most mentioned as the biggest problem facing the community. This was also generally true across the groups, although there was more concern about drugs among Self-Reliant Individualists than in the overall sample and there was more concern about crime or violence among Open-Minded Skeptics.

A full report and topline will be made available at <https://www.cultureofhealth.org/en/what-were-learning/sentinel-communities.html>. For more information about the American Health Values Survey, visit: <https://www.rwjf.org/en/library/research/2016/06/american-health-values-survey-topline-report.html>



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