American Health Values Typologies

Committed Activists

- Skews Older
- Mostly Female
- Mostly People of Color
- Mostly High School Educated
- Less Financially Well Off

Key Attributes
- More likely Democratic and ideologically liberal
- Most supportive of an active role for government in health
- Down-the-line believers in the health equity/population health agenda
- Broad concerns about equity and social solidarity
- Belief in health care disparities and the importance of SDOH
- More civically engaged on health issues
- Personal health is important

Health Egalitarians

- Skews Younger
- Female
- Slightly More White
- Generally High School Educated
- Lower Income

Key Attributes
- Slightly more Democratic and Independent
- Least likely to vote; more politically moderate
- Supportive of an active role for government
- Focused more narrowly on health equity
- Personal health is less important
- Largest of the six groups
American Health Values Typologies

Equity Advocates

Equity Advocates make up approximately 16% of the sample. They are generally highly educated, upper-scale liberals living in big cities and suburbs.

Key Attributes

- Skews Younger
- Equal Gender Split
- Disproportionately People of Color
- Highly Educated
- Generally Better Off Financially

- Generally more ideologically liberal
- Supportive of an active role for government in health
- Strong concerns about equity, social solidarity and health care disparities
- Highly civically engaged on health
- Personal health is less important

Private Sector Champions

Private Sector Champions make up approximately 14% of the sample. They are generally older, white women with a high-school education and a lower income.

Key Attributes

- Skews Older
- Mostly Female
- Mostly White
- Generally High School Educated
- Less Well Off Financially

- More Republican and ideologically conservative
- Share characteristics of supportive groups and highly skeptical groups
- Conflicted about the health equity/population health agenda
- Care about local community health
- Supportive of local health efforts as long as the private sector is responsible
American Health Values Typologies

Self-Reliant Individualists
Self-Reliant Individualists make up approximately 12% of the sample. They are generally slightly older, well-educated white men with moderate to high incomes.

Key Attributes
- Slightly Older
- Mostly Male
- Mostly White
- Well-Educated
- Generally Better Off Financially

- Mostly Republican and ideologically conservative
- Likely to vote
- Far less likely to support an active role for government in health
- Down-the-line skeptics about the health equity/population health agenda
- Less concerned about equity and social solidarity, disparities, and SDOH
- Place a high value on personal health

Disinterested Skeptics
Disinterested Skeptics make up approximately 17% of the sample. They are generally young, well-educated white men with a wide range of incomes.

Key Attributes
- Slightly Younger
- Mostly Male
- Mostly White
- Well Educated
- Wide Range of Incomes

- More Republican and ideologically conservative
- Highly skeptical about the health equity/population health agenda
- Less likely than Americans generally to be civically engaged on health
- Place a lower value on personal health