

Unique Differences Between ACA Uninsured Eligible Multicultural & WNH

Latinos vs. WNH ACA Eligibles

CULTURE = FAMILY

- ⊕ Wish they have more time with family

HEALTHIER OUTLOOK

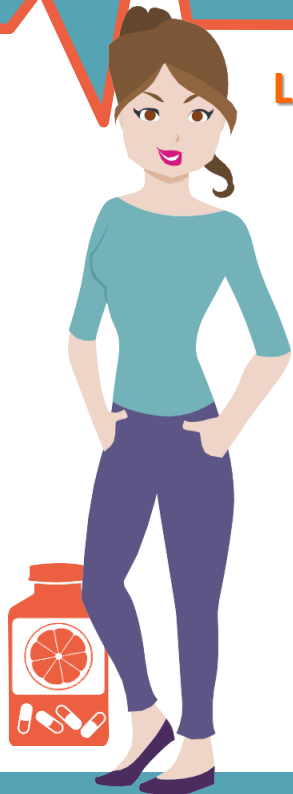
- ⊕ Strongly believe in Herbal supplements
- ⊕ Use more organic/natural foods
- ⊕ Most likely to follow regular exercise
- ⊕ Think & act with most adherence to good health & wellness behaviors
- ⊕ Are nearly equally split in trusting that doctors know best and being their own doctors.

SHOPPING

- ⊕ Check ingredients & nutritional content of food most often
- ⊕ Most community/cause focused

DEMOGRAPHIC

- ⊕ 66% high school education or less
- ⊕ Nearly half are Millennials



AA vs. WNH ACA Eligibles

DR KNOWS BEST

- ⊕ Go to Dr. regularly for check-ups and more likely to follow Dr. instructions
- ⊕ Less likely to be their own Dr.
- ⊕ Look for as much Rx info as possible prior to taking medicine

CULTURE = REFLECTION & FAITH

- ⊕ Like to see celebrities of same ethnicity in media
- ⊕ Mindsets:
 - ⊕ Life should be as fun as possible
 - ⊕ Live for today
- ⊕ Prayer is part of my daily life
- ⊕ Trust TV media the most



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