



**Human Rights Segmentation Analysis at a Glance
2007 Benchmark Survey**

	Human Rights Champions (29%)	Young Cautious HR Supporters (19%)	U.S. Human Rights Supporters (21%)	Anti-U.N. ites (17%)	Anti-Gov't Bedrock Conservatives (14%)
Description	More women Younger High income Highest ed High prof Most liberal Most Dem More city	More women Youngest Most single Low inc Most moderate High Dem	More women Younger Most parents Highest Hisp and African Amer Lowest ed and inc High cons High Dem More city More south	More men Oldest High married Most retired High cons High Rep Most rural More South	More men Older Most married Highest inc High educ High prof Most cons Most Rep Most suburb High Midwest
Engagement	Among most likely national newspapers readers, blogs, NPR Donate and vol for charitable orgs	High NPR listeners Volunteers Least likely attend rel. services	High relig attendees High news consumers Least likely voters	Highest relig attendees Most political Most talk radio	High voters and most pol and charitable donors High newspaper readers
Applications of Human Rights and Role of Gov't	Among most likely to agree w/applications of HR. 100% agree HR of illegal imm violated when denied med care 86% agree to expand gov't programs to uphold HR	Agree with HR but not all the applications. 100% disagree HR of illegal imm violated when denied med care 100% agree expand gov't programs to uphold HR	Agree w/HR; highest on econ-related rights 95% agree HR of illegal imm violated when denied med care 84% agree to expand gov't programs to uphold HR	Narrow view of HR. 96% disagree HR of illegal imm violated when denied med care 59% disagree expand gov't programs to uphold HR	Narrow view of HR. 90% disagree HR of illegal imm violated when denied med care 100% disagree expand gov't programs to uphold HR
Potential Challenges	95% disagree that the U.S. should NOT sign international treaties.	67% disagree that the U.S. should NOT sign international treaties. But: 57% agree b/c of diff cultures and values it is imp to have rights that apply to everyone in the world.	97% agree that the U.S. should NOT sign international treaties. Most to say b/c of diff cultures and values it is impossible to have rights that apply to everyone in the world. (64%)	100% agree that the U.S. should NOT sign international treaties. Most negative opinions on U.N.	63% disagree that the U.S. should NOT sign international treaties.
Urgency	92% agree should strive to uphold HR in U.S. 36% "aggressively"	86% agree should strive to uphold HR in U.S. 28% "aggressively"; 57% "cautiously"	89% agree should strive to uphold HR in U.S. 34% "aggressively"	70% agree should strive to uphold HR in U.S. 41% "slowly" or "evolve"	60% agree should strive to uphold HR in U.S. 36% "slowly" or "evolve"
Overall Framework	Imp to treat people fairly and w/dignity Better for everyone to live in a society that pays attention to HR, rather than one that ignores HR	Imp to treat people fairly and w/dignity	Imp to treat people fairly and w/dignity Amer founded on Jefferson's belief that we all have rights that no gov't should take away Respecting HR follows the will of God	Amer founded on Jefferson's belief that we all have rights that no gov't should take away Imp to treat people fairly and w/dignity	Imp to treat people fairly and w/dignity