

## DATA VINTAGE

2020

## SURVEY EDITION

2015-2016

## BASE LEVEL GEOGRAPHY

Postal code

## VARIABLES

471

To view the complete list of variables please visit:

[environicsanalytics.com/en-ca/variables](http://environicsanalytics.com/en-ca/variables)

## WHAT IT IS

Administered by Statistics Canada, the Canadian Community Health Survey (CCHS) collects detailed information on the health status of Canadians. CommunityHealth takes the latest available survey data and provides marketers with 471 variables to better understand and target Canadians based on health-related topics, including their ailments, health care utilization, self-esteem, body mass index and fitness level. The data were collected from 109,659 respondents, aged 12 and older, from households across all provinces and territories.

## WHAT'S NEW

This year's CommunityHealth data was built using a completely redesigned CCHS survey. The resulting new variables bear no relation to the previous year's roster of variables regardless of description similarities. While last year's survey had a strong focus on the

frequencies of different physical activities, this year has been improved with a broader depth of health and medical categories. Some of the new categories include: Mental Health, Sexual Health, Health Insurance and Patient Experiences.

Another major change is the use of ten different bases to improve the accuracy of estimates. While the majority of CommunityHealth variables use household population aged 12+ as a base, it is only one of ten different bases that are tailored to each variable. For example, osteoporosis is based to household population aged 40+, and chronic obstructive pulmonary disease (COPD) is based to household population aged 35+.

## HOW IT'S USED



Municipal public health unit departments use CommunityHealth to identify high-priority locations to set up flu shot clinics by identifying neighbourhoods with a low incidence of vaccinations. The data helps officials improve marketing and programming efforts by indicating the reasons why people avoid flu shots.



Consumer packaged goods companies use CommunityHealth to determine which physical activities their customers prefer. These insights can reveal cross-promotional opportunities and help companies make informed event sponsorship decisions.



Pharmaceutical companies use CommunityHealth to find PRIZM segments that contain individuals more likely to suffer from specific conditions such as arthritis. The analysis helps determine where to focus marketing efforts and how to craft effective messaging.

## SAMPLE QUESTIONS IT CAN ANSWER

- Based on asthma incidence, in which municipalities should I be marketing my asthma treatment?
- Which neighbourhoods in my trade area are more likely to have residents who smoke?
- What is the general health profile of my region? What attitudes or activities should I promote to better align my company's wellness programs?
- How frequently do my target groups engage in physical activity?
- Which areas in my region have the greatest prevalence of diabetes, and how do we better communicate with them regarding prevention and treatment programs?