

COMMUNITYHEALTH RELEASE NOTES

PRODUCT VINTAGE

2023

SURVEY COLLECTION

2017 - 2018

SURVEY SAMPLE SIZE

113,289

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

491

To view the complete list of variables please visit:

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 491 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 113,289 respondents, aged 12 and older, from households across all provinces and territories. While the majority of CommunityHealth variables use household population aged 12+ as a base, it is only one of six different bases that are tailored to each variable. For example, chronic obstructive pulmonary disease (COPD) is based to household population aged 35+.

WHAT'S NEW

For the 2023 release of CommunityHealth we've updated our data inputs to include the latest population counts from the 2021 Canadian Census, ensuring that users have access to the most current data available. In addition to this, CommunityHealth now utilizes the new 2021 census boundaries and is available in a 2023

ENVISION workspace, ensuring that our data aligns with the latest geographical boundaries and classifications.

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.



Fitness companies can use CommunityHealth to determine the level of physical activities their customers prefer. These insights can reveal cross-promotional opportunities or help determine the fitness equipment at their locations.



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?