

Community Behavior Indicators



Gaining a broad understanding of community behaviors across a variety of categories allows for more effective health policy, marketing and program strategies.

Community Behavior Indicators are available as a set of 10, 25, or 50 indicators that can be integrated as an add-on feature with the [HCI Platform](#).

Community Behavior Indicators can identify communities that are more likely, less likely or as likely as other communities to engage in various behaviors.

These indicators can be a valuable aid in developing and honing community improvement strategies and programs. They are calculated and displayed by county, cities (places), zip codes and census tracts.

Metrics include estimated adult population or household count, and percent of total adult population or households (depending on the indicator) in each geography.

Use Community Behavior Indicators to:

- Identify and highlight characteristics of community populations.
- Gain valuable insights into demographic, spending and behavior data across a variety of geographic parameters.
- Inform strategies, targeted programs and investments to improve community conditions.

Data source

Conduent Healthy Communities Institute (HCI) obtains consumer spending data through Claritas, a nationwide market research group specializing in community-level indicators.

Community Behavior Indicators built by Claritas are sourced from the Nielsen Scarborough USA+ annual survey, a national consumer study examining consumer behavior across markets. Data is updated annually.

Community Behavior Indicators by category and topic

Nutrition and healthy eating

- Adults who drank soft drinks – past 7 days
- Adults who frequently cook meals at home
- Adults who frequently used quick-service restaurants (6x or more) – past 30 days

Physical activity

- Adults who belong to a fitness club or gym

Wellness and lifestyle

- Adults who agree vaccine benefits outweigh possible risks
- Adults who feel life is slipping out of control
- Adults with medical conditions limiting lifestyle
- Adults who self-reported good or better general health

Healthcare access and quality

- Adults who go to the doctor regularly for checkups
- Adults who visited a cardiologist (in the past year)
- Adults who visited a dentist (or dental clinic, in the past year)
- Adults who visited a dermatologist (in the past year)
- Adults who visited an Ob/Gyn (female adults, in the past year)
- Adults with health insurance (18+)
- Adults with Medicaid health insurance
- Adults with Medicare Health Insurance
- Adults with Military health insurance
- Adults with other health insurance
- Adults with group health insurance
- Adults with individual health insurance (individually purchased for themselves and/or their family)
- Households that received cancer medical services (at least one person, past three years)
- Households that received cardiology medical services (at least one person, past three years)
- Households that received maternity medical services (at least one person, past three years)
- Households that received medical services in an emergency room (at least one person, past three years)
- Households that received medical services in an urgent care facility (at least one person, past three years, excludes emergency room visits)
- Households that received mental healthcare services (at least one person, past three years)
- Households that received pediatric medical services (at least one person, past three years)
- Households that received substance abuse medical services (at least one person, past three years)

Weight status

- Adults happy with their weight

Tobacco, alcohol, and drug use

- Adults who use electronic cigarettes – past 30 days (e-cigarettes)
- Adults who used marijuana: (smoked or consumed edible marijuana or cannabis or hashish) – past 30 days
- Adults who used smokeless tobacco – past 30 days (includes chewing tobacco, snuff, dip and snus)

Medications and prescriptions

- Adults who have bought medications for anxiety or depression (in the past year)
- Adults who bought medications for asthma (in the past year)
- Adults who bought medications for cholesterol (in the past year)
- Adults who bought medications for diabetes (in the past year)
- Adults who bought medications for high blood pressure (in the past year)
- Adults who bought medications to quit smoking (in the past year)

Health communication and health information technology

- Adults with internet access
- Households with a computer
- Households with a smartphone
- Adults who access medical services and information through the internet

Investment and personal finance

- Adults who feel overwhelmed by financial burdens
- Households that used check cashing, cash advance or title loan shops
- Households with a 401K plan (company-sponsored retirement plan)
- Households with a savings account
- Adults who placed a sports bet (in the past year)
- Households with student loans debt

Civic Engagement

- Adults who vote in presidential elections: always or sometimes

Archived and No longer maintained Indicators:

- Adults with HMO health insurance
- Adults with POS health insurance (point-of-service)
- Adults with PPO health insurance (preferred provider organization)
- Adults who follow a regular exercise routine
- Adults who smoke (cigarettes)

About Conduent HCI

Conduent Healthy Communities Institute provides an end-to-end solution for community health improvement that links health and social determinants of health data with technology and expertise. We work with hospitals and health systems, health departments, local collaboratives, and non-profit organizations across the country to provide tailored solutions for each community. [To learn more, visit Conduent Community Health online.](#)

