

# 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, 50, or 75 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: past 30 days
- Adults who bought groceries online
- Households that used grocery delivery services
- Households that used restaurant delivery services

### Physical activity

- Adults who belong to a fitness club or gym
- Adults who used a bicycle for transportation

### 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
- Self-reported general health assessment: good or better

### Healthcare access and quality

- Adults who had online medical appointments with a doctor
- Adults who go to the doctor regularly for checkups
- Adults who visited a cardiologist
- Adults who visited a dentist
- Adults who visited a dermatologist
- Adults who visited an OB/GYN
- Adults with group health insurance
- Adults with health insurance: 18+
- Adults with individual health insurance
- Adults with Medicaid health insurance
- Adults with Medicare health insurance
- Adults with military health insurance
- Adults with other health insurance
- Adults with no health insurance
- Households that received cancer medical services
- Households that received cardiology medical services
- Households that received maternity care services
- Households that received medical services in an urgent care facility
- Households that received medical services in the emergency room
- Households that received mental healthcare services
- Households that received pediatric medical services
- Households that received substance abuse medical services

### Weight status

- Adults happy with their weight

### Childcare and early childhood education

- Households that currently use day care services

### Tobacco, alcohol, and drug use

- Adults who used electronic cigarettes: past 30 days
- Adults who used marijuana
- Adults who used smokeless tobacco: past 30 days
- Adults who smoked cigarettes
- Adults who used other tobacco or nicotine products
- Adults who tried to quit using nicotine products
- Adults who use nicotine products every day or some days

### Medications and prescriptions

- Adults who bought medications for asthma
- Adults who bought medications for cholesterol
- Adults who bought medications for diabetes
- Adults who bought medications for high blood pressure
- Adults who bought medications to quit smoking
- Adults who bought medications for anxiety or depression
- Adults who bought prescription medicine online
- Adults who used pharmacy delivery services

### Digital access

- Adults who access medical services and information through the internet
- Households with a computer
- Households with a smartphone
- Adults who rely on the internet to communicate with family and friends
- Adults who used internet or apps for homework
- Adults who used internet or apps for education (school search or apply)
- Adults who used internet for community events
- Adults who used internet for job search
- Households with no internet connection
- Households with cable, DSL, or fiber optic internet connection
- Adults who used internet to pay or view bills

### Investment and personal finance

- Adults who feel overwhelmed by financial burdens
- Adults who placed a sports bet
- Households that used check cashing, cash advance, or title loan shops
- Households with a 401k plan
- Households with a savings account
- Households with student loans debt
- Households without homeowners or renters insurance
- Households with an individual retirement account (IRA)
- Households with a checking account

### Civic Engagement

- Adults who are involved in religious group activities
- Adults who are registered to vote in their district of residence
- Adults who vote in local elections: always or sometimes
- Adults who vote in statewide elections: always or sometimes

## 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.](#)

