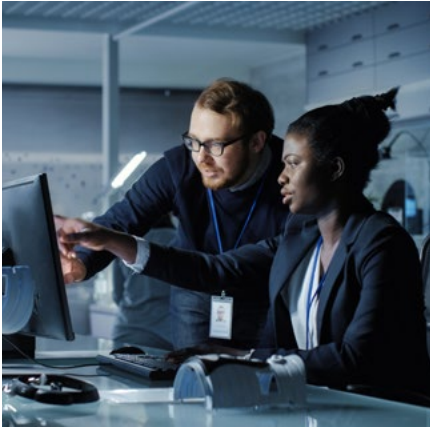


Claritas Community Behavior Indicators



Claritas Community Behavior Indicators provide a broad understanding of community behaviors across a variety of categories, allowing for more effective health policy, marketing, and program strategies. These indicators can identify communities that are more likely, less likely or as likely as other communities to engage in various behaviors for more targeted strategies. Data are available for counties, cities (places), census tracts, and zip codes.

Data Source

Community Behavior Indicators are built by Claritas and sourced from the Nielsen Scarborough USA+ annual survey, a national consumer study to evaluate marketing opportunities and consumer behavior across markets. Claritas is a nationwide market research group experienced in identifying target audiences, delivering custom messages through diverse media channels, and optimizing outreach campaigns to increase engagement. Claritas helps HCI clients highlight the characteristics of their community populations by providing demographic, spending, and behavior data by various geographic levels.

Measures

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

Time Periods

Indicator data is available starting with the 2020 time period. As updates are released annually by Claritas, additional time periods will be added.

Pricing

The cost for adding these indicators to your Community Dashboard depends on the locales covered on your site and number of indicators selected. The Community Behavior Indicators are available as a set of 10, 25, or 40 indicators, and cannot be priced individually. Please ask your Account Manager for further information.



List of Community Behavior Indicators by Topic

Nutrition & Healthy Eating

Adult Sugar-Sweetened Beverage Consumption: Past 7 Days	<i>This indicator shows adults who consumed sugar-sweetened beverages in the past 7 days. Sugar-sweetened beverages include diet soft drinks, energy drinks, orange juice, other juice drinks, and regular soft drinks.</i>
Adults who Frequently Cook Meals at Home	<i>This indicator shows adults who frequently cook meals at home.</i>
Adults Who Frequently Used Quick Service Restaurants: Past 30 Days	<i>This indicator shows adults who used a quick service restaurant 6 times or more in the past 30 days.</i>

Physical Activity

Adults Who Belong to a Fitness Club or Gym	<i>This indicator shows adults who have a fitness club or gym membership.</i>
Adults who Follow a Regular Exercise Routine	<i>This indicator shows adults who follow a regular exercise routine.</i>

Weight Status

Adults Happy with Weight	<i>This indicator shows adults who are happy with their weight.</i>
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Tobacco Use

Adults who Smoke	<i>This indicator shows adults who currently smoke cigarettes.</i>
Adults who Used Electronic Cigarettes: Past 30 Days	<i>This indicator shows adults who used electronic cigarettes (e-cigarettes) in the past 30 days.</i>
Adults who Used Smokeless Tobacco: Past 30 Days	<i>This indicator shows adults who used smokeless tobacco products in the past 30 days. This includes chewing tobacco, snuff, dip, and snus.</i>

Wellness & Lifestyle

Adults who Agree Vaccine Benefits Outweigh Possible Risks	<i>This indicator shows adults who believe vaccine benefits outweigh possible risks.</i>
Adults who Feel Life is Slipping Out of Control	<i>This indicator shows adults who feel life is slipping out of control.</i>
Adults with Medical Conditions Limiting Lifestyle	<i>This indicator shows adults with medical conditions that limit their lifestyle.</i>
Self-Reported General Health Assessment: Good or Better	<i>This indicator shows adults who answered good, very good, or excellent to: "How is your general health?"</i>



Health Care Access & Quality

Adults who go to the Doctor Regularly for Checkups	<i>This indicator shows adults who go to the doctor regularly for check-ups.</i>
Adults who Visited a Cardiologist	<i>This indicator shows adults who visited a cardiologist in the past year.</i>
Adults who Visited a Dentist	<i>This indicator shows adults who visited a dentist or dental clinic for any reason in the past year.</i>
Adults who Visited a Dermatologist	<i>This indicator shows adults who visited a dermatologist in the past year.</i>
Adults who Visited an OB-GYN	<i>This indicator shows female adults who visited an obstetrician-gynecologist (OB-GYN) in the past year.</i>
Adults with Health Insurance: 18+	<i>This indicator shows adults aged 18 years and older that have any type of health insurance coverage.</i>
Adults with HMO Health Insurance	<i>This indicator shows adults aged 18 years and older that have health maintenance organization (HMO) insurance coverage.</i>
Adults with Medicaid Health Insurance	<i>This indicator shows adults aged 18 years and older that have Medicaid health insurance coverage.</i>
Adults with Medicare Health Insurance	<i>This indicator shows adults aged 18 years and older that have Medicare health insurance coverage.</i>
Adults with Military Health Insurance	<i>This indicator shows adults aged 18 years and older that have military (i.e., TRICARE) health insurance coverage.</i>
Adults with Other Health Insurance	<i>This indicator shows adults aged 18 years and older that have health insurance coverage other than HMO, PPO, POS, Medicaid, Medicare, and Military health insurance coverage.</i>
Adults with POS Health Insurance	<i>This indicator shows adults aged 18 years and older that have point-of-service (POS) health insurance coverage.</i>
Adults with PPO Health Insurance	<i>This indicator shows adults aged 18 years and older that have preferred provider organization (PPO) health insurance coverage.</i>
Households that Received Cancer Medical Services	<i>This indicator shows households with at least one person who received cancer (oncology) medical services in the past 3 years.</i>
Households that Received Cardiology Medical Services	<i>This indicator shows households with at least one person who received cardiology medical services in the past 3 years.</i>
Households that Received Maternity Care Medical Services	<i>This indicator shows households with at least one person who received maternity care medical services in the past 3 years.</i>
Households that Received Medical Services in an Emergency Room	<i>This indicator shows households with at least one person who received medical services in a hospital emergency room in the past 3 years.</i>



Health Care Access & Quality

Households that Received Medical Services in an Urgent Care Facility	<i>This indicator shows households with at least one person who received medical services in an urgent care facility in the past 3 years. This excludes services received in the emergency room.</i>
Households that Received Mental Healthcare Services	<i>This indicator shows households with at least one person who received mental healthcare medical services in the past 3 years.</i>
Households that Received Pediatric Medical Services	<i>This indicator shows households with at least one person who received pediatric medical services in the past 3 years.</i>
Households that Received Substance Abuse Treatment	<i>This indicator shows households with at least one person who received treatment for substance abuse, smoking, or nutrition related to substance abuse in the past 3 years.</i>

Medications & Prescriptions

Adults Who Bought Medications for Anxiety or Depression	<i>This indicator shows adults who bought medications for anxiety or depression in the past year.</i>
Adults Who Bought Medications for Asthma	<i>This indicator shows adults who bought medications for asthma in the past year.</i>
Adults Who Bought Medications for Cholesterol	<i>This indicator shows adults who bought medications for cholesterol in the past year.</i>
Adults Who Bought Medications for Diabetes	<i>This indicator shows adults who bought medications for diabetes in the past year.</i>
Adults Who Bought Medications for High Blood Pressure	<i>This indicator shows adults who bought medications for high blood pressure in the past year.</i>
Adults Who Bought Medications to Quit Smoking	<i>This indicator shows adults who bought medications to quit smoking in the past year.</i>

Health Communication & Health Information Technology

Adults with Internet Access	<i>This indicator shows adults who have access to the internet.</i>
Households with a Computer	<i>This indicator shows households that currently have a desktop or laptop computer.</i>
Households with a Smartphone	<i>This indicator shows households that currently have a smartphone.</i>
Households with Wireless Phone Service	<i>This indicator shows households that currently have wireless (i.e. cell) phone service.</i>
Adults Who Access Medical Services and Information through the Internet	<i>This indicator shows adults who use the internet or apps for medical services or information on a computer or smartphone in the past 30 days.</i>



Investment & Personal Finance

Adults who Feel Overwhelmed by Financial Burdens	<i>This indicator shows adults who feel overwhelmed by financial burdens.</i>
Households that Used Check Cashing, Cash Advance, or Title Loan Shops	<i>This indicator shows households that used check cashing, cash advance, or title loan shops.</i>
Households with a 401K Plan	<i>This indicator shows households that have a 401K plan (i.e., company-sponsored retirement plan)</i>
Households with a Savings Account	<i>This indicator shows households that have a savings account.</i>
Households with Student Loan Debt	<i>This indicator shows households that have student loan debt.</i>

