

## DATA VINTAGE

2018

## BASE LEVEL GEOGRAPHY

Postal code

## VARIABLES

582

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 those survey results and provides marketers with 582 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 127,462 respondents, aged 12 and older, from households across all provinces and territories.

## WHAT'S NEW

With this product update we are migrating to the geographic framework used for the 2016 Census. This significant adjustment is required to reflect actual changes on the ground and ensures that our clients are working with the best estimates available.

## HOW IT'S USED



Municipal public health unit departments can use CommunityHealth to identify high-priority locations to set up flu shot clinics by isolating neighbourhoods with a low incidence of getting such vaccinations. The data can also help officials improve marketing and programming efforts by indicating the reasons why people avoid flu shots and other preventive treatments.



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



Pharmaceutical companies looking to promote a new arthritis drug can use CommunityHealth to find PRIZM5 segments that contain individuals more likely to suffer from arthritis. The analysis can help 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?