

RESOURCES FOR DATA-BASED HEALTH COMMUNICATION PLANNING

The CDC Office of Communication currently licenses a variety of syndicated data sets for audience analysis and communication planning.

PRIZM LIFESTYLE SEGMENTATION DATA

This is a system of integrated data sets and software for statistical analysis, reporting, charting, and mapping available from Claritas Inc. The types of data included are:

- (1) U.S. Census data on sociodemographic variables. This includes census short form and long form items for each of 226,000+ block groups and higher levels of census geography (tracts, counties, metropolitan statistical areas, states, and nation). The data are also available by ZIP code geography and A.C. Nielsen Designated Market Area geography which encompasses television markets. An annual proprietary update of all items is conducted by Claritas.
- (2) Cartographic data on features for geographic information system (GIS) analysis. This includes boundary files for the above geographies, roads, and landmarks.
- (3) Market research data from Simmons Market Research Bureau Study of Media and Markets (SMM) on consumer behavior and lifestyle. This includes the following data sets: Magazines, Lifestyle, Television, Media Usage, General Product Usage, and Financial Product Usage. SMM data are obtained through a national probability sample involving interviews and questionnaires. The respondents are adults age 18 and above. Data are obtained from 20,000 respondents annually, and data from two years are summarized in this set.
- (4) User-supplied data on variables relevant to particular health communication problems (optional). Data sets that have been used in analyses for communication planning include AIDS incidence by ZIP code for selected metropolitan statistical areas, and hantavirus incidence by ZIP code for the US.

The integration of these data sets is achieved through a link between geographic areas and PRIZM lifestyle clusters. Every block group, census tract, and ZIP code in the U.S. can be classified into one of 62 neighborhood types or lifestyle segments in the PRIZM segmentation framework developed by Claritas, Inc. The market research data included here is summarized by PRIZM cluster and can therefore be associated with census and cartographic data for specific areas. User-supplied data with geographic identifiers can be associated with the other data sets through this link between geography and clusters.

Any item in these integrated data sets associated with a public health issue, such as a demographic characteristic, a geographic area, a consumer behavior, or a user supplied health

variable, can be linked to information in the other data sets to address the questions of: Who are the target audiences? What are they like? Where are they? and How can they be reached? COMPASS software and the Claritas Mapping geographic information system are used to conduct the analyses.

AMERICAN HEALTHSTYLES DATA

This survey-based data set combines health behavior and communication relevant questions with general lifestyle, sociopolitical and media usage questions to provide a comprehensive understanding of potential audiences. It incorporates marketing research methods and behavioral science theory into a data base that offers strategic information for planning health marketing and communication programs. The data are collected through mail questionnaires. The questionnaire contains five core health areas: smoking, alcohol use, exercise, diet and nutrition, and weight control. The items are based on theories of health behavior and are designed to measure outcome expectations, self-efficacy, motivation, personal goals/behavioral intentions, perceptions of social norms, and social support. In addition, an advisory panel with representatives from a variety of health organizations makes recommendations on topical areas to be included in the survey.

The survey is conducted for Porter Novelli by Market Facts, Inc. in conjunction with the annual DDB Needham Lifestyles Survey. The Lifestyles survey employs quota sampling from a consumer mail panel of 500,000 persons to generate a list of 5,000 adults who are representative of all U.S. adults. The sample is stratified by age, sex, marital status, race/ethnicity, income, region, household size, and population density. The Healthstyles survey is administered annually to respondents to the Lifestyle Survey. The annual data set includes between 2500 to 3000 respondents.

AMERICAN YOUTHSTYLES DATA

This survey based data set provides information on health behavior and communication-relevant items for middle school and high school students. The data are collected via questionnaire. The questionnaire includes items on health behaviors and attitudes as well as general interests, social relationships, and psychographic self concept ratings. The planned sample size is 3,000 middle school and 3,000 high school respondents. The survey is conducted for Porter Novelli by Audit Systems Worldwide.

SIMMONS TEENAGE RESEARCH STUDY (STARS) DATA

This data set contains information on a wide range of consumer behaviors and lifestyle characteristics for person age 18 and younger. It includes information on print and broadcast media usage, product usage, lifestyle, and psychographics. STARS data are obtained through a national probability sample of teenagers in households that participated in the Simmons SMM data collection described above. The data are collected through interviews and questionnaires. The current data set contains information from 2,373 respondents.

