



CHRONIC DISEASE BURDEN UPDATE

■ Highlights how market research data has been utilized by the Illinois Tobacco-Free Communities grantees.

The Illinois Department of Public Health’s Division of Chronic Disease Prevention and Control received a grant award, “Using Data and Market Research to Address Public Health in Communities”, from the Directors of Health Promotion and Education that provided access to Nielsen Claritas software. Nielsen Claritas is a global marketing and advertising research company that offers software to businesses and government agencies to help with the development of marketing plans. Nielsen is one of the world’s leading suppliers of marketing information, media information and TV ratings.

Nielsen takes community populations and categorizes them into 66 different segments, called PRIZM segments. These segments are based on socioeconomic rank, life stage and urbanization. Each segment has unique demographic descriptions based on income, age group, age range, household composition, home ownership, employment, education, and race and ethnicity. Each segment also has specific lifestyle preferences that are typical for the segment, such as media and shopping preferences.

NIELSEN IN THE COMMUNITY

Illinois Tobacco-Free Communities (ITFC) grantees were given the opportunity to request community tobacco profiles from the Department to assist with marketing tobacco prevention and control initiatives. The community profiles identify the location of tobacco users and/or heavy tobacco users by geography (ZIP codes and/or census tracts) and identify the media preferences of the tobacco users in the area. To date, 20 community profiles have been provided to ITFC grantees.

IDENTIFYING SMOKERS

One purpose of the community profiles is to identify, within a county, where heavy tobacco use is occurring to allow the ITFC grantee to more appropriately target people who smoke. Identifying where smokers live within a geographic area is done by identifying which PRIZM segments are more likely to include people who smoke. Table 1 shows the PRIZM segments in Champaign County that are more likely to contain people who smoke, the count of smokers, percent of total smokers (% comp), and the users per 100 households, which can be interpreted as a rate in the community. For example, there are approximately 2,000 people who smoke that belong to the Mobility Blues PRIZM segment; which accounts for 18 percent of smokers in the area.

Table 1. Smoker PRIZM Segments in Champaign County

Segment	Count	% Comp	Users/100 HH's
Mobility Blues	1,991	17.90	35.55
Family Thrifts	1,198	10.77	24.95
Suburban Sprawl	553	4.97	20.85
Boomtown Singles	416	3.74	28.33

TARGETING SMOKERS

Once the PRIZM segments containing the desired smoking behavior have been identified, the software is used to pinpoint where in the county there is a high concentration of those selected PRIZM segments by ZIP code or census tract. Map 1 is at the census tract level and shows target locations for Champaign County in darkest orange.

Depending on the location, census tract maps can help tobacco prevention and control programs to better target tobacco program efforts within the communities. In this example, heavy smokers are concentrated in the northeast portion of the city of Champaign, Urbana and Rantoul.

IDENTIFYING BEHAVIORS

Next, the Consumer Point software is used to identify where smokers shop for cigarettes and groceries, what media avenues they prefer (newspaper, magazines, radio, Internet and/or TV), how frequently they use these media avenues, and demographic information about the smokers in the target location (e.g., age, household income, living preferences, job/career fields, race/ethnicity, and household composition). Table 2 is an example of a table provided in the community profile report, and shows what types of TV stations smokers in Champaign County are more likely to view. Table 3 is an example of demographic information used in the community profiles, and shows what types of occupations and industries that smokers in Champaign are more likely to work in.

Map 1: Heavy Smoker Concentration in Champaign County by Census Tract



Table 2. TV Use by Smokers in Champaign County by Count

TV Programs/Usage	Count	Users/100 HHs
Watch MTV- 1wk	1,112	41.38
Watch Spike TV- 1wk (A)	1,065	39.61
Watch Family Guy- 2-4 Times/mo	843	31.36
Watch VH1- 1wk	843	31.38
Watch Court TV- 1wk	730	27.15
Watch BET- 1wk	659	24.51
Watch Spanish Language Network	595	22.13
Watch The Simpsons	581	21.60
Watch Cops- 2-4 Times/mo	509	18.92

Table 3. Employment of Smokers in Champaign County by Count

Employment Type	Count	Users/100 HHs
Occ: Service and Farm	3,781	22.36
Occ: Blue Collar	3,253	19.24
Ind: Retail Trade	2,145	12.69
Ind: Educational Svcs	2,001	11.84
Ind: Accommdtn/Food Svcs	1,775	10.5
Occ: Food Prep/Serving	1,449	8.57
Occ: Transportation/Moving	1,013	5.99
Occ: Production	946	5.6
Occ: Construction/Extraction	827	4.89

GRANTEE FEEDBACK

After the ITFC grantee receives their custom community profile, data staff will review the results with the grantee and discuss additional analyses that might be helpful. Within 90 days of receiving the results, the grantee is to provide a feedback report. The report has two sections to address how the report was used and the ease of using the report.

As of May 2013, the Department has received 13 feedback reports from grantees. Grantees have said the Nielsen tobacco reports have helped them to:

- Prepare future grant applications
- Strategize with internal and external partners about tobacco prevention and control in their regions
- Better target and reach disparate populations (e.g., Hispanic population)
- Better target smokers in their communities and promote the Illinois Tobacco Quitline
- Verify previously chosen target populations/areas, or identify new target populations
- Determine media avenues to advertise in, and best ways to advertise to target populations
- Assist with current and future health education initiatives (e.g., creation of a Facebook page)