

Health & Wellness



Variables Available

Australia: 140 pre-made + customisable
For a complete list of variables [click here](#)

Base Geographies Available

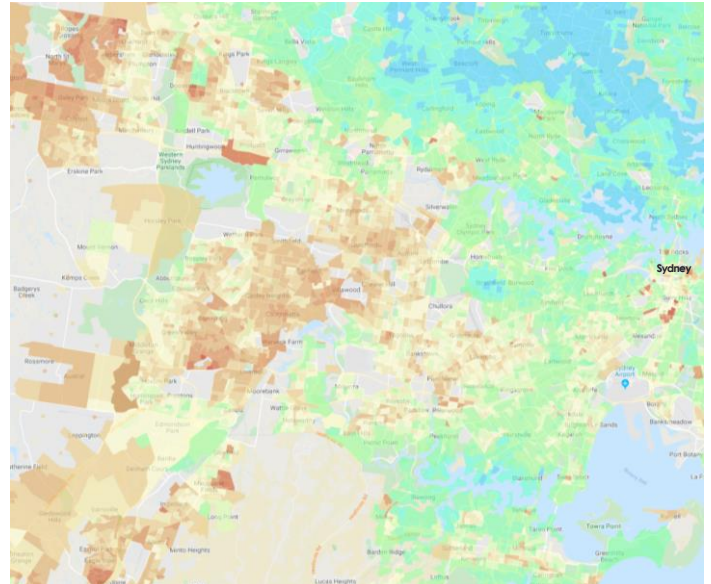
SA1, All ASGS Levels, Postcode, Suburb,
Custom Geographies

Vintage/Provenance

Jun18 Update (updated annually) / National
Health Survey 2017-18

Privacy Compliance

No PII, GDPR compliant



Health Risk Factor: Currently smokes

Overview

Health and Wellness data provides estimates of key health indicators for the population, such as Health Status, Risk Factors, Health Actions, Health Checks, Medications and Supplements, Medical Conditions, and Health Services. For more information regarding the complete list of available variables [click here](#). Customised Health & Wellness variables are also available, as well as estimates for demographic segments (Lifecycle Stage, Age, Income, etc) within geographic areas.

Health and Wellness data is constructed using key health indicators sourced from the [National Health Survey \(NHS\)](#) conducted by the Australian Bureau of Statistics (ABS). The spatial estimates are built using RDA's proprietary geoFusion methodology that combines market research, behaviour and government microdata with RDA's synthetic population models. The data is balanced to NHS state figures where appropriate, and updated annually in line with RDA's population update procedure. Health and Wellness data provides insights into disease prevalence, areas at risk, health consumption and the overall current state of health across the nation.

Applications

Media Targeting, Location Planning, Strategic Planning, Audience Targeting, Database Enhancement, Data Visualisation and Sales Territory Planning.

Enhance your data to achieve better analytics, more informed decision making and stronger consumer engagement.

Choose from 3,000+ privacy-safe, GDPR compliant, value, behaviour & psychology variables

Formats

Health & Wellness data is provided in a number of alternative formats:

- **geoTribes Explorer** Variables embedded as datapacks in our cloud-based, geoanalytics platform.
- **Licensed Data File** Embed selected content in your own platform, delivered securely in a comma-separated values file (.csv) format to any desired level of geography, i.e. SA1 and higher-order aggregated geographies.
- **Custom Reports** Bespoke reports/databases containing variables of interest at any desired level of geography or a given network of assets, e.g. retail sites, media assets, etc.
- **Spatial API** Facilitating real-time access for websites and GIS systems.
- **Partners/Media Affiliates:** Nielsen (GeoCMV)

Availability

Data is available at the overall database level, for individual data packs or as part of a custom variable selection. Annual licence and pay-as-you-go options are available.

Spatial Modelling

RDA has been refining its geoFusion modelling methodology for over 25 years. During that time, we have built a strong reputation for producing authoritative geospatial estimates from government Microdata, Media Planning and Market Research surveys for the Australian and international markets.