

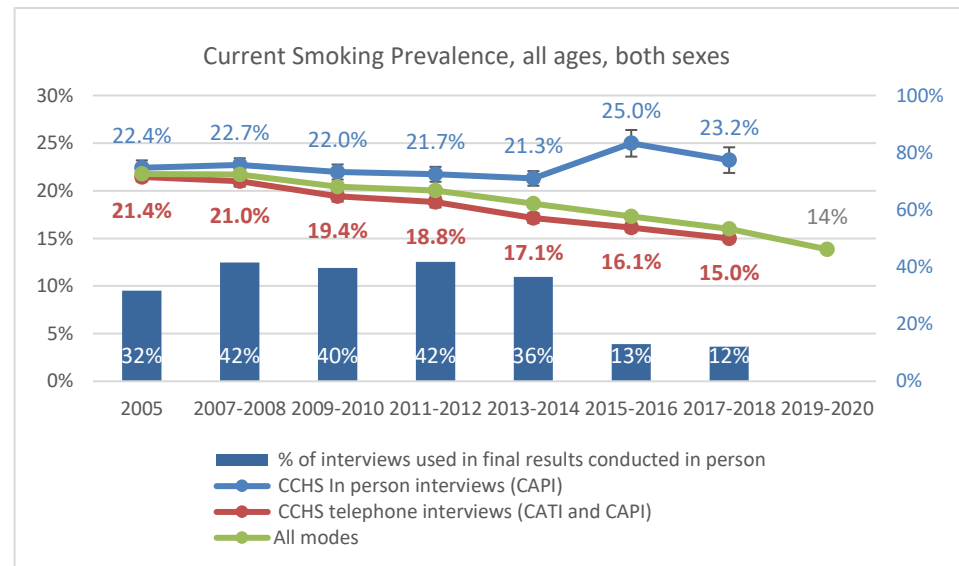
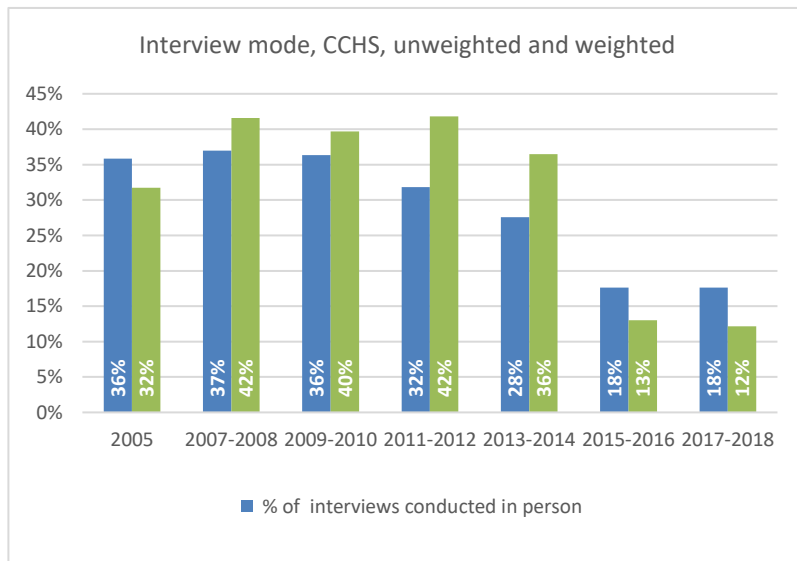
Smoking prevalence estimates

produced by the Canadian Community Health Survey for in-person and telephone interviews.

Statistics Canada has conducted the Canadian Community Health Survey since 2000. The survey design has been modified, but continues to collect information from more than 120,000 Canadians over a two-year period. Two interview methods are used: the majority of the interviews are conducted from a call centre operated by Statistics Canada, a smaller portion are conducted by the agency’s field interviewers who are based across Canada. The call centre collects information using the CATI computer assisted interviewing application, and the field staff use the CAPI application. Larger portion of interviews is conducted .¹

Field interviewers are trained to make an initial personal contact with each sampled dwelling, but if this results in a non-response they follow up by telephone. In the Public Use Micro File (PUMF) released to the public, a variable (ADM_040 in 2017-2018) notes whether the CAPI interview was conducted in person or by phone.

This data sheet collates data from seven PUMF-releases to illustrate the differences in estimates of smoking prevalence that are produced by in-person or telephone interviews.



¹ Statistics Canada. Canadian Community Health Survey – Annual Component. User Guide. 2018 and 2017-2018 Microdata file.

Variable ADM_040 (and equivalent): Was this interview conducted on the telephone or in person? Number and percentage of responses

Survey Mode	2005		2007-2008		2009-2010		2011-2012		2013-2014		2015-2016		2017-2018	
Number of Interviews (unweighted data)														
Telephone (CAPI)	13,743	10%	15,180	12%	13,662	11%	11,288	9%	12,530	10%	6,987	6%	11,891	10%
Telephone (CATI) (Valid Skip)	67,182	51%	64,947	50%	63,264	51%	71,764	57%	78,008	61%	82,251	75%	80,629	71%
Total phone (CAPI+CATI)	80,925	61%	80,127	61%	76,886	62%	83,052	66%	90,538	71%	89,218	81%	92,520	82%
Total in person (CAPI)	47,407	36%	48,433	37%	45,155	36%	39,772	32%	35,146	28%	19,603	18%	19,982	18%
Both/Not stated (CAPI)	3,889	3%	2,501	2%	2,147	2%	2,105	2%	1,778	1%	838	1%	788	1%
Total interviews (CAPI+CATI)	132,221	100%	131,061	100%	124,188	100%	124,929	100%	127,462	100%	109,659	100%	113,290	100%
Survey results (weighted data)														
Telephone (CAPI)	2,682,624	10%	4,362,207	16%	4,343,425	15%	4,520,889	15%	4,934,824	16%	2,024,855	7%	3,074,701	10%
Telephone (CATI) (Valid Skip)	15,105,970	56%	11,329,556	40%	12,374,767	43%	11,878,065	40%	13,516,105	45%	24,380,536	80%	24,185,382	77%
Total phone (CAPI+CATI)	17,788,594	66%	15,691,763	56%	16,718,192	58%	16,398,954	56%	18,450,929	61%	26,405,392	86%	27,260,082	87%
Total in person (CAPI)	8,563,465	32%	11,611,815	41%	11,363,652	40%	12,212,985	42%	10,896,810	36%	3,974,202	13%	3,798,140	12%
Both/Not stated (CAPI)	774,106	3%	713,794	3%	643,261	2%	723,272	2%	655,078	2%	211,186	1%	216,150	1%
Total interviews (CAPI+CATI)	27,126,165	100%	28,017,372	100%	28,725,105	100%	29,335,211	100%	30,002,817	100%	30,590,780	100%	31,274,372	100%

Variable SMK_005 (and equivalent): At the present time, do you smoke cigarettes every day, occasionally or not at all? Number and percentage of responses

Smoking behaviour	2005		2007-2008		2009-2010		2011-2012		2013-2014		2015-2016		2017-2018	
In person interviews (weighted)														
Daily Smoker	1,541,928	18.0%	2,140,673	18.4%	1,979,185	17.4%	2,058,359	16.9%	1,749,628	16.1%	741,436	18.7%	656,172	17.3%
Occasional Smoker	378,251	4.4%	497,686	4.3%	516,054	4.5%	594,003	4.9%	570,505	5.2%	250,920	6.3%	225,526	5.9%
Current Smoker	1,920,179	22.4%	2,638,359	22.7%	2,495,239	22.0%	2,652,362	21.7%	2,320,133	21.3%	992,356	25.0%	881,698	23.2%
Non Smoker	6,642,307	77.6%	8,971,139	77.3%	8,864,827	78.0%	9,554,324	78.3%	8,574,560	78.7%	2,980,184	75.0%	2,916,325	76.8%
Total	8,562,486		11,609,498		11,360,066		12,206,686		10,894,693		3,972,540		3,798,023	
Telephone interviews (weighted)														
Daily Smoker	2,936,648	15.9%	2,625,436	16.1%	2,477,691	14.3%	2,392,930	14.1%	2,398,055	12.6%	3,023,659	11.4%	2,855,255	10.4%
Occasional Smoker	1,017,761	5.5%	799,223	4.9%	873,917	5.1%	802,192	4.7%	849,797	4.5%	1,269,188	4.8%	1,262,703	4.6%
Current Smoker	3,954,409	21.4%	3,424,659	21.0%	3,351,608	19.4%	3,195,122	18.8%	3,247,852	17.1%	4,292,847	16.1%	4,117,958	15.0%
Non Smoker	14,482,848	78.6%	12,896,646	79.0%	13,920,298	80.6%	13,791,839	81.2%	15,720,918	82.9%	22,303,852	83.9%	23,348,285	85.0%
Total	18,437,257		16,321,305		17,271,906		16,986,961		18,968,770		26,596,699		27,466,243	
All Interviews (weighted)														
Daily Smoker	4,478,576	16.6%	4,766,109	17.1%	4,456,876	15.6%	4,451,289	15.2%	4,147,683	15.2%	3,765,095	12.3%	3,511,427	11.2%
Occasional Smoker	1,396,012	5.2%	1,296,909	4.6%	1,389,971	4.9%	1,396,195	4.8%	1,420,302	4.8%	1,520,108	5.0%	1,488,229	4.8%
Current Smoker	5,874,588	21.8%	6,063,018	21.7%	5,846,847	20.4%	5,847,484	20.0%	5,567,985	20.0%	5,285,203	17.3%	4,999,656	16.0%
Non Smoker	21,125,155	78.2%	21,867,785	78.3%	22,785,125	79.6%	23,346,163	80.0%	24,295,478	80.0%	25,284,036	82.7%	26,264,610	84.0%
Total	26,999,743		27,930,803		28,631,972		29,193,647		29,863,463		30,569,239		31,264,266	