

Canadian Community Health Survey (CCHS)

Rapid Response on Canada's Food Guide Complement to the User Guide

November 2012



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Rapid response content

This rapid response module was added to the Canadian Community Health Survey – Annual Component to collect specific information on the knowledge and use of the Canadian Food Guide by the Canadian population in general and by the First Nations, Inuit and Métis. Questions deal with collecting information on general eating habits, overall knowledge of the guide, whether the guide was used to implement healthy eating habits and the format of the Guide that was used (paper or electronic). In 2007, the Canada's Food Guide for the general population was revised and a new Guide for First Nations, Inuit and Métis was published. Health Canada, who sponsored this rapid response, intends to use these data to better understand the links between knowledge and use of Canada's Food Guide, eating habits and health behaviors. These data will also provide additional information about those who know and use the food guide.

Target population

The CCHS covers the population 12 years of age and over living in the ten provinces and the three territories. Excluded from the survey's coverage are: persons living on reserves and other Aboriginal settlements in the provinces; full-time members of the Canadian Forces; the institutionalized population and persons living in the Quebec health regions of Région du Nunavik and Région des Terres-Cries-de-la-Baie-James. Altogether, these exclusions represent less than 3% of the target population. The Canada's Food Guide rapid response covers the same population except it excludes the three Territories.

Response rate

In total, 15,088 of the selected units from May to June 2012 were in-scope for the Canada's Food Guide Rapid Response. Out of these, 11,806 households accepted to participate in the survey resulting in an overall household-level response rate of 78.2%. Among each responding household, one person was selected to participate in the survey. In the end, responses were obtained for 10,265 individuals, resulting in an overall person-level response rate of 86.9%. At the Canada level, this yields a combined response rate of 68.0%.

Weighting Strategy

Weights for the rapid response module were created using the same general weighting strategy that was used for the annual sample. For details on this strategy, please refer to the CCHS user guide which is included in the documentation for the rapid response.

The main difference between the weighting of the annual sample and the weighting of the rapid response sample is the level at which some adjustments were performed. Other slight changes described below were necessary at each step due to the fact that the rapid response sample is smaller than the annual sample.

Area Frame Household Weighting

Some Health regions where there was little or no sample selected during the May/June collection period were collapsed during the calculation of the CCHS design weight. All other area frame steps were performed in a similar way to those for the annual sample.

Person-Level Weighting

The main change to the person-level weighting was the level at which calibration (ensuring weights sum up to known population totals) was performed. For the rapid response sample, the weights were calibrated by province by age group by sex, instead of the usual Health region by age group by sex.

Data quality

Due to the small sample size, users will find it difficult to obtain high quality estimates at detailed levels. For this reason, it is recommended that focus should be on creating national level estimates. Some estimation at the provincial level may be possible but the usual guidelines detailed in the CCHS User Guide should be followed. These include the minimum number of observations required in the numerator and denominator of the estimate, as well as the maximum allowable CV.