

Asian Quitline Report

01Nov2012 -- 30Nov2012

Monthly Total

| | LA | Other States | Total |
|----------------------|----|--------------|-------|
| Monthly Total | 3 | 179 | 182 |

Language Line Called :

| | LA | Other States | Total |
|--------------|----|--------------|-------|
| Cantonese | | 6 | 6 |
| Korean | | 58 | 58 |
| Vietnamese | 3 | 69 | 72 |
| Mandarin | | 46 | 46 |
| Total | 3 | 179 | 182 |

Called For :

| | LA | Other States | Total |
|--------------|----|--------------|-------|
| Proxy | | 13 | 13 |
| Smoker | 3 | 166 | 169 |
| Total | 3 | 179 | 182 |

Age :

| | LA | Other States | Total |
|--------------|----|--------------|-------|
| 18-24 | | 2 | 2 |
| 25-44 | | 48 | 48 |
| 44-65 | 3 | 105 | 108 |
| 65+ | | 22 | 22 |
| Unknown | | 2 | 2 |
| Total | 3 | 179 | 182 |

Gender :

| | LA | Other States | Total |
|--------------|----|--------------|-------|
| Male | 3 | 134 | 137 |
| Female | | 44 | 44 |
| Do not know | | 1 | 1 |
| Total | 3 | 179 | 182 |

| Education : | | | |
|---------------------|----------|--------------|------------|
| | LA | Other States | Total |
| Grades 1-8 | 1 | 25 | 26 |
| Grades 9-12 | | 30 | 30 |
| GED | | 1 | 1 |
| High School Diploma | 2 | 43 | 45 |
| Some College or | | 24 | 24 |
| 2-yr College Degree | | 8 | 8 |
| 4-yr College Degree | | 39 | 39 |
| Postgraduate Degree | | 6 | 6 |
| Do not know | | 3 | 3 |
| Total | 3 | 179 | 182 |

| Hear about from: | | | |
|------------------------|----------|--------------|------------|
| | LA | Other States | Total |
| Pharmacy | | 1 | 1 |
| Hospital | | 4 | 4 |
| Radio | | 6 | 6 |
| Clinic/Doctor's Office | | 8 | 8 |
| Non-Profit | | 4 | 4 |
| Web/Internet/Online | | 4 | 4 |
| Friend/Family | 1 | 37 | 38 |
| Newspaper/Magazine | | 78 | 78 |
| Do not Know | | 1 | 1 |
| HMO/Med/Insurance | | 3 | 3 |
| Other | | 7 | 7 |
| Phone Book | | 1 | 1 |
| TV | 2 | 25 | 27 |
| Total | 3 | 179 | 182 |

Total calling for themselves:

| Service Selected | | | |
|------------------|----------|--------------|------------|
| | LA | Other States | Total |
| No Service | | 3 | 3 |
| Material | 1 | 16 | 17 |
| Counseling | 2 | 147 | 149 |
| Total | 3 | 166 | 169 |

| Sent NRT : | | | |
|--------------|----------|--------------|------------|
| | LA | Other States | Total |
| Not Sent NRT | | 29 | 29 |
| Sent NRT | 3 | 150 | 153 |
| Total | 3 | 179 | 182 |

| Calls by Date : | | | |
|-----------------|----------|--------------|------------|
| | LA | Other States | Total |
| 11/01/2012 | | 2 | 2 |
| 11/02/2012 | | 4 | 4 |
| 11/03/2012 | | | |
| 11/04/2012 | | | |
| 11/05/2012 | | 7 | 7 |
| 11/06/2012 | | 4 | 4 |
| 11/07/2012 | | 9 | 9 |
| 11/08/2012 | | 8 | 8 |
| 11/09/2012 | 1 | 2 | 3 |
| 11/10/2012 | | | |
| 11/11/2012 | | | |
| 11/12/2012 | 1 | 4 | 5 |
| 11/13/2012 | | 5 | 5 |
| 11/14/2012 | | 7 | 7 |
| 11/15/2012 | | 12 | 12 |
| 11/16/2012 | | 4 | 4 |
| 11/17/2012 | | 1 | 1 |
| 11/18/2012 | | | |
| 11/19/2012 | | 9 | 9 |
| 11/20/2012 | | 8 | 8 |
| 11/21/2012 | | 6 | 6 |
| 11/22/2012 | | | |
| 11/23/2012 | | | |
| 11/24/2012 | | 1 | 1 |
| 11/25/2012 | | | |
| 11/26/2012 | 1 | 8 | 9 |
| 11/27/2012 | | 1 | 1 |
| 11/28/2012 | | 25 | 25 |
| 11/29/2012 | | 29 | 29 |
| 11/30/2012 | | 23 | 23 |
| Total | 3 | 179 | 182 |

Asian Quitline Report

26Sep2012 -- 30Nov2012

Cumulative Total

| | LA | Other States | Total |
|-------------------------|----|--------------|-------|
| Cumulative Total | 4 | 342 | 346 |

Language Line Called :

| | LA | Other States | Total |
|--------------|----|--------------|-------|
| Cantonese | | 10 | 10 |
| Mandarin | | 59 | 59 |
| Korean | | 144 | 144 |
| Vietnamese | 4 | 129 | 133 |
| Total | 4 | 342 | 346 |

Called For :

| | LA | Other States | Total |
|--------------|----|--------------|-------|
| Proxy | | 19 | 19 |
| Smoker | 4 | 323 | 327 |
| Total | 4 | 342 | 346 |

Age:

| | LA | Other States | Total |
|--------------|----|--------------|-------|
| 18-24 | | 5 | 5 |
| 25-44 | 1 | 77 | 78 |
| 44-65 | 3 | 206 | 209 |
| 65+ | | 49 | 49 |
| Unknown | | 5 | 5 |
| Total | 4 | 342 | 346 |

Gender :

| | LA | Other States | Total |
|--------------|----|--------------|-------|
| Male | 4 | 272 | 276 |
| Female | | 69 | 69 |
| Do not know | | 1 | 1 |
| Total | 4 | 342 | 346 |

Education :

| | LA | Other States | Total |
|---------------------|----------|--------------|------------|
| Never attended | | 2 | 2 |
| Grades 1-8 | 1 | 34 | 35 |
| Grades 9-12 | | 48 | 48 |
| GED | | 1 | 1 |
| High School Diploma | 2 | 87 | 89 |
| Some College or | 1 | 43 | 44 |
| 2-yr College Degree | | 17 | 17 |
| 4-yr College Degree | | 91 | 91 |
| Postgraduate Degree | | 11 | 11 |
| Do not know | | 8 | 8 |
| Total | 4 | 342 | 346 |

Hear about from:

| | LA | Other States | Total |
|------------------------|----------|--------------|------------|
| Pharmacy | | 2 | 2 |
| Hospital | | 8 | 8 |
| Do not Know | | 1 | 1 |
| HMO/Med/Insurance | | 3 | 3 |
| Other | | 10 | 10 |
| Phone Book | | 1 | 1 |
| Friend/Family | 1 | 69 | 70 |
| TV | 2 | 36 | 38 |
| Newspaper/Magazine | 1 | 165 | 166 |
| Radio | | 11 | 11 |
| Non-Profit | | 5 | 6 |
| Web/Internet/Online | | 15 | 15 |
| Clinic/Doctor's Office | | 15 | 15 |
| Total | 4 | 342 | 346 |

Total calling for themselves:**Service Selected**

| | LA | Other States | Total |
|--------------|----------|--------------|------------|
| No Service | | 3 | 3 |
| Material | 1 | 31 | 32 |
| Counseling | 3 | 289 | 292 |
| Total | 4 | 323 | 327 |

Sent NRT :

| | LA | Other States | Total |
|--------------|----|--------------|-------|
| Not Sent NRT | | 40 | 40 |
| Sent NRT | 4 | 302 | 306 |
| Total | 4 | 342 | 346 |