

**Asian Quitline Report**

01Dec2012 -- 31Dec2012

**Monthly Total**

|                      | MT | Other States | Total |
|----------------------|----|--------------|-------|
| <b>Monthly Total</b> | 0  | 529          | 529   |

**Language Line Called :**

|              | MT | Other States | Total |
|--------------|----|--------------|-------|
| Cantonese    |    | 26           | 26    |
| Mandarin     |    | 134          | 134   |
| Korean       |    | 152          | 152   |
| Vietnamese   |    | 217          | 217   |
| <b>Total</b> |    | 529          | 529   |

**Called For :**

|              | MT | Other States | Total |
|--------------|----|--------------|-------|
| Proxy        |    | 28           | 28    |
| Smoker       |    | 501          | 501   |
| <b>Total</b> |    | 529          | 529   |

**Age :**

|              | MT | Other States | Total |
|--------------|----|--------------|-------|
| 18-24        |    | 7            | 7     |
| 25-44        |    | 107          | 107   |
| 44-65        |    | 312          | 312   |
| 65+          |    | 92           | 92    |
| Unknown      |    | 11           | 11    |
| <b>Total</b> |    | 529          | 529   |

**Gender :**

|              | MT | Other States | Total |
|--------------|----|--------------|-------|
| Male         |    | 457          | 457   |
| Female       |    | 68           | 68    |
| Do not know  |    | 4            | 4     |
| <b>Total</b> |    | 529          | 529   |

| <b>Education :</b>  |    |              |       |
|---------------------|----|--------------|-------|
|                     | MT | Other States | Total |
| Never attended      |    | 7            | 7     |
| Grades 1-8          |    | 60           | 60    |
| Grades 9-12         |    | 71           | 71    |
| GED                 |    | 1            | 1     |
| High School Diploma |    | 148          | 148   |
| Some College or     |    | 69           | 69    |
| 2-yr College Degree |    | 22           | 22    |
| 4-yr College Degree |    | 124          | 124   |
| Postgraduate Degree |    | 19           | 19    |
| Do not know         |    | 8            | 8     |
| <b>Total</b>        |    | 529          | 529   |

| <b>Hear about from:</b> |    |              |       |
|-------------------------|----|--------------|-------|
|                         | MT | Other States | Total |
| Hospital                |    | 5            | 5     |
| Clinic/Doctor's Office  |    | 10           | 10    |
| Radio                   |    | 7            | 7     |
| TV                      |    | 34           | 34    |
| Do not Know             |    | 3            | 3     |
| Other                   |    | 5            | 5     |
| Phone Book              |    | 1            | 1     |
| Friend/Family           |    | 47           | 47    |
| Web/Internet/Online     |    | 30           | 30    |
| Newspaper/Magazine      |    | 388          | 388   |
| School                  |    | 1            | 1     |
| <b>Total</b>            |    | 531          | 531   |

**Total calling for themselves:**

| <b>Service Selected</b> |    |              |       |
|-------------------------|----|--------------|-------|
|                         | MT | Other States | Total |
| No Service              |    | 1            | 1     |
| Material                |    | 62           | 62    |
| Counseling              |    | 438          | 438   |
| <b>Total</b>            |    | 501          | 501   |

**Sent NRT :**

|              | MT | Other States | Total |
|--------------|----|--------------|-------|
| Not Sent NRT |    | 57           | 57    |
| Sent NRT     |    | 472          | 472   |
| <b>Total</b> |    | 529          | 529   |

**Calls by Date :**

|              | MT | Other States | Total |
|--------------|----|--------------|-------|
| 12/01/2012   |    | 2            | 2     |
| 12/02/2012   |    |              |       |
| 12/03/2012   |    | 16           | 16    |
| 12/04/2012   |    | 12           | 12    |
| 12/05/2012   |    | 16           | 16    |
| 12/06/2012   |    | 25           | 25    |
| 12/07/2012   |    | 14           | 14    |
| 12/08/2012   |    | 1            | 1     |
| 12/09/2012   |    |              |       |
| 12/10/2012   |    | 38           | 38    |
| 12/11/2012   |    | 53           | 53    |
| 12/12/2012   |    | 54           | 54    |
| 12/13/2012   |    | 55           | 55    |
| 12/14/2012   |    | 34           | 34    |
| 12/15/2012   |    | 1            | 1     |
| 12/16/2012   |    | 2            | 2     |
| 12/17/2012   |    | 51           | 51    |
| 12/18/2012   |    | 32           | 32    |
| 12/19/2012   |    | 22           | 22    |
| 12/20/2012   |    | 25           | 25    |
| 12/21/2012   |    | 20           | 20    |
| 12/22/2012   |    |              |       |
| 12/23/2012   |    |              |       |
| 12/24/2012   |    | 7            | 7     |
| 12/25/2012   |    |              |       |
| 12/26/2012   |    | 13           | 13    |
| 12/27/2012   |    | 16           | 16    |
| 12/28/2012   |    | 11           | 11    |
| 12/29/2012   |    |              |       |
| 12/30/2012   |    |              |       |
| 12/31/2012   |    | 9            | 9     |
| <b>Total</b> |    | 529          | 529   |

**Asian Quitline Report**

26Sep2012 -- 31Dec2012

**Cumulative Total**

|                         | MT | Other States | Total |
|-------------------------|----|--------------|-------|
| <b>Cumulative Total</b> |    | 875          | 875   |

**Language Line Called :**

|              | MT | Other States | Total |
|--------------|----|--------------|-------|
| Cantonese    |    | 36           | 36    |
| Mandarin     |    | 193          | 193   |
| Korean       |    | 296          | 296   |
| Vietnamese   |    | 350          | 350   |
| <b>Total</b> |    | 875          | 875   |

**Called For :**

|              | MT | Other States | Total |
|--------------|----|--------------|-------|
| Proxy        |    | 47           | 47    |
| Smoker       |    | 828          | 828   |
| <b>Total</b> |    | 875          | 875   |

**Age:**

|              | MT | Other States | Total |
|--------------|----|--------------|-------|
| 18-24        |    | 12           | 12    |
| 25-44        |    | 185          | 185   |
| 44-65        |    | 521          | 521   |
| 65+          |    | 141          | 141   |
| Unknown      |    | 16           | 16    |
| <b>Total</b> |    | 875          | 875   |

**Gender :**

|              | MT | Other States | Total |
|--------------|----|--------------|-------|
| Male         |    | 733          | 733   |
| Female       |    | 137          | 137   |
| Do not know  |    | 5            | 5     |
| <b>Total</b> |    | 875          | 875   |

| Education :         |    |              |            |
|---------------------|----|--------------|------------|
|                     | MT | Other States | Total      |
| Never attended      |    | 9            | 9          |
| Grades 1-8          |    | 95           | 95         |
| Grades 9-12         |    | 119          | 119        |
| GED                 |    | 2            | 2          |
| High School Diploma |    | 237          | 237        |
| Some College or     |    | 113          | 113        |
| 2-yr College Degree |    | 39           | 39         |
| 4-yr College Degree |    | 215          | 215        |
| Postgraduate Degree |    | 30           | 30         |
| Do not know         |    | 16           | 16         |
| <b>Total</b>        |    | <b>875</b>   | <b>875</b> |

| Hear about from:       |    |              |            |
|------------------------|----|--------------|------------|
|                        | MT | Other States | Total      |
| Pharmacy               |    | 2            | 2          |
| Hospital               |    | 13           | 13         |
| Clinic/Doctor's Office |    | 25           | 25         |
| Do not Know            |    | 4            | 4          |
| HMO/Med/Insurance      |    | 3            | 3          |
| Other                  |    | 15           | 15         |
| Phone Book             |    | 2            | 2          |
| Friend/Family          |    | 117          | 117        |
| TV                     |    | 72           | 72         |
| Newspaper/Magazine     |    | 554          | 554        |
| School                 |    | 1            | 1          |
| Radio                  |    | 18           | 18         |
| Non-Profit             |    | 6            | 6          |
| Web/Internet/Online    |    | 45           | 45         |
| <b>Total</b>           |    | <b>877</b>   | <b>877</b> |

**Total calling for themselves:**

| Service Selected |    |              |            |
|------------------|----|--------------|------------|
|                  | MT | Other States | Total      |
| No Service       |    | 4            | 4          |
| Material         |    | 94           | 94         |
| Counseling       |    | 730          | 730        |
| <b>Total</b>     |    | <b>828</b>   | <b>828</b> |

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**Sent NRT :**

|              | MT | Other States | Total |
|--------------|----|--------------|-------|
| Not Sent NRT |    | 97           | 97    |
| Sent NRT     |    | 778          | 778   |
| <b>Total</b> |    | 875          | 875   |