

Asian Quitline Report

01Feb2013 -- 28Feb2013

| Total | |
|--------------|-----|
| | CA |
| Total | 100 |

| Language Line Called : | | |
|------------------------|-----|--------|
| | CA | % |
| Vietnamese | 25 | 25.0 % |
| Cantonese | 14 | 14.0 % |
| Korean | 24 | 24.0 % |
| Mandarin | 37 | 37.0 % |
| Total | 100 | 100% |

| Called For : | | |
|--------------|-----|--------|
| | CA | % |
| Proxy | 5 | 5.0 % |
| Smoker | 95 | 95.0 % |
| Total | 100 | 100% |

| Age : | | |
|--------------|-----|--------|
| | CA | % |
| 18-24 | 2 | 2.0 % |
| 25-44 | 26 | 26.0 % |
| 44-65 | 58 | 58.0 % |
| 65+ | 12 | 12.0 % |
| Unknown | 2 | 2.0 % |
| Total | 100 | 100% |

| Gender : | | |
|--------------|-----|--------|
| | CA | % |
| Male | 84 | 84.0 % |
| Female | 16 | 16.0 % |
| Total | 100 | 100% |

| Education : | | |
|---------------------|-----|--------|
| | CA | % |
| Never attended | 1 | 1.0 % |
| Grades 1-8 | 9 | 9.0 % |
| Grades 9-12 | 8 | 8.0 % |
| High School Diploma | 30 | 30.0 % |
| Some College or | 14 | 14.0 % |
| 2-yr College Degree | 2 | 2.0 % |
| 4-yr College Degree | 28 | 28.0 % |
| Postgraduate Degree | 6 | 6.0 % |
| Do not know | 2 | 2.0 % |
| Total | 100 | 100% |

| Hear about from: | | |
|------------------------|-----|--------|
| | CA | % |
| Radio | 3 | 3.0 % |
| Clinic/Doctor's Office | 8 | 8.0 % |
| Billboard/Bus Sign | 1 | 1.0 % |
| Friend/Family | 19 | 19.0 % |
| TV | 2 | 2.0 % |
| Hospital | 3 | 3.0 % |
| Newspaper/Magazine | 58 | 58.0 % |
| Other | 3 | 3.0 % |
| Web/Internet/Online | 2 | 2.0 % |
| HMO/Med/Insurance | 1 | 1.0 % |
| Total | 100 | 100% |

| Total calling for themselves: | | |
|-------------------------------|----|--------|
| Service Selected | | |
| | CA | % |
| Counseling | 80 | 84.2 % |
| Material | 15 | 15.8 % |
| Total | 95 | 100% |

| Sent NRT : | | |
|--------------|-----|--------|
| | CA | % |
| Sent NRT | 91 | 91.0 % |
| Not Sent NRT | 9 | 9.0 % |
| Total | 100 | 100% |

| Calls by Date : | | |
|-----------------|-----|--------|
| | CA | % |
| 02/01/2013 | 6 | 6.0 % |
| 02/02/2013 | | |
| 02/03/2013 | | |
| 02/04/2013 | 6 | 6.0 % |
| 02/05/2013 | 3 | 3.0 % |
| 02/06/2013 | 5 | 5.0 % |
| 02/07/2013 | 6 | 6.0 % |
| 02/08/2013 | 3 | 3.0 % |
| 02/09/2013 | | |
| 02/10/2013 | | |
| 02/11/2013 | 3 | 3.0 % |
| 02/12/2013 | 6 | 6.0 % |
| 02/13/2013 | 3 | 3.0 % |
| 02/14/2013 | 3 | 3.0 % |
| 02/15/2013 | 4 | 4.0 % |
| 02/16/2013 | | |
| 02/17/2013 | | |
| 02/18/2013 | 6 | 6.0 % |
| 02/19/2013 | 2 | 2.0 % |
| 02/20/2013 | 4 | 4.0 % |
| 02/21/2013 | 3 | 3.0 % |
| 02/22/2013 | 7 | 7.0 % |
| 02/23/2013 | | |
| 02/24/2013 | | |
| 02/25/2013 | 7 | 7.0 % |
| 02/26/2013 | 4 | 4.0 % |
| 02/27/2013 | 11 | 11.0 % |
| 02/28/2013 | 8 | 8.0 % |
| Total | 100 | 100% |

Asian Quitline Report

26Sep2012 -- 28Feb2013

| Cumulative Total | |
|-------------------------|-----|
| | CA |
| Cumulative Total | 683 |

| Language Line Called : | | |
|------------------------|-----|--------|
| | CA | % |
| Cantonese | 35 | 5.1 % |
| Korean | 252 | 36.9 % |
| Mandarin | 141 | 20.6 % |
| Vietnamese | 255 | 37.3 % |
| Total | 683 | 100% |

| Called For : | | |
|--------------|-----|--------|
| | CA | % |
| Do not Know | 1 | 0.1 % |
| Proxy | 31 | 4.5 % |
| Smoker | 651 | 95.3 % |
| Total | 683 | 100% |

| Age: | | |
|--------------|-----|--------|
| | CA | % |
| <18 | 1 | 0.1 % |
| 18-24 | 13 | 1.9 % |
| 25-44 | 145 | 21.2 % |
| 44-65 | 403 | 59.0 % |
| 65+ | 108 | 15.8 % |
| Unknown | 13 | 1.9 % |
| Total | 683 | 100% |

| Gender : | | |
|--------------|-----|--------|
| | CA | % |
| Male | 574 | 84.0 % |
| Female | 108 | 15.8 % |
| Do not know | 1 | 0.1 % |
| Total | 683 | 100% |

| Education : | | |
|---------------------|-----|--------|
| | CA | % |
| Never attended | 3 | 0.4 % |
| Grades 1-8 | 57 | 8.4 % |
| Grades 9-12 | 81 | 11.9 % |
| GED | 1 | 0.1 % |
| High School Diploma | 182 | 26.7 % |
| Some College or | 92 | 13.5 % |
| 2-yr College Degree | 30 | 4.4 % |
| 4-yr College Degree | 189 | 27.7 % |
| Postgraduate Degree | 32 | 4.7 % |
| Do not know | 15 | 2.2 % |
| Total | 682 | 100% |

| Hear about from: | | |
|------------------------|-----|--------|
| | CA | % |
| Billboard/Bus Sign | 1 | 0.1 % |
| Clinic/Doctor's Office | 25 | 3.7 % |
| Do not Know | 3 | 0.4 % |
| Friend/Family | 150 | 22.0 % |
| HMO/Med/Insurance | 2 | 0.3 % |
| Hospital | 17 | 2.5 % |
| Newspaper/Magazine | 375 | 54.9 % |
| Non-Profit | 7 | 1.0 % |
| Other | 15 | 2.2 % |
| Pharmacy | 2 | 0.3 % |
| Phone Book | 3 | 0.4 % |
| Radio | 11 | 1.6 % |
| School | 1 | 0.1 % |
| TV | 41 | 6.0 % |
| Web/Internet/Online | 30 | 4.4 % |
| Total | 683 | 100% |

| Total calling for themselves: | | |
|-------------------------------|-----|--------|
| Service Selected | | |
| | CA | % |
| Counseling | 575 | 88.3 % |
| Material | 72 | 11.1 % |
| No Service | 3 | 0.5 % |
| UnKnown | 1 | 0.2 % |
| Total | 651 | 100% |

| Sent NRT : | | |
|--------------|-----|--------|
| | CA | % |
| Not Sent NRT | 68 | 10.0 % |
| Sent NRT | 615 | 90.0 % |
| Total | 683 | 100% |