

Asian Quitline Report

01Mar2013 -- 31Mar2013

| Total | |
|--------------|-----|
| | CA |
| Total | 108 |

Language Line Called :

| | CA | % |
|--------------|-----|--------|
| Mandarin | 18 | 16.7 % |
| Vietnamese | 49 | 45.4 % |
| Cantonese | 3 | 2.8 % |
| Korean | 38 | 35.2 % |
| Total | 108 | 100% |

Called For :

| | CA | % |
|--------------|-----|--------|
| Proxy | 4 | 3.7 % |
| Smoker | 104 | 96.3 % |
| Total | 108 | 100% |

Age :

| | CA | % |
|--------------|-----|--------|
| 18-24 | 4 | 3.7 % |
| 25-44 | 21 | 19.4 % |
| 44-65 | 61 | 56.5 % |
| 65+ | 18 | 16.7 % |
| Unknown | 4 | 3.7 % |
| Total | 108 | 100% |

Gender :

| | CA | % |
|--------------|-----|--------|
| Male | 90 | 83.3 % |
| Female | 17 | 15.7 % |
| Do not know | 1 | 0.9 % |
| Total | 108 | 100% |

Education :

| | CA | % |
|---------------------|-----|--------|
| Never attended | 2 | 1.9 % |
| Grades 1-8 | 8 | 7.4 % |
| Grades 9-12 | 10 | 9.3 % |
| High School Diploma | 32 | 29.6 % |
| Some College or | 18 | 16.7 % |
| 2-yr College Degree | 7 | 6.5 % |
| 4-yr College Degree | 28 | 25.9 % |
| Postgraduate Degree | 2 | 1.9 % |
| Do not know | 1 | 0.9 % |
| Total | 108 | 100% |

Hear about from:

| | CA | % |
|------------------------|-----|--------|
| Non-Profit | 1 | 0.9 % |
| TV | 4 | 3.7 % |
| Hospital | 2 | 1.9 % |
| Newspaper/Magazine | 57 | 52.8 % |
| Radio | 12 | 11.1 % |
| Clinic/Doctor's Office | 5 | 4.6 % |
| Friend/Family | 20 | 18.5 % |
| Other | 3 | 2.8 % |
| Web/Internet/Online | 4 | 3.7 % |
| Total | 108 | 100% |

Total calling for themselves:

Service Selected

| | CA | % |
|--------------|-----|--------|
| Material | 11 | 10.6 % |
| Counseling | 93 | 89.4 % |
| Total | 104 | 100% |

Sent NRT :

| | CA | % |
|--------------|-----|--------|
| Sent NRT | 99 | 91.7 % |
| Not Sent NRT | 9 | 8.3 % |
| Total | 108 | 100% |

Calls by Date :

| | CA | % |
|--------------|-----|--------|
| 03/01/2013 | 2 | 1.9 % |
| 03/02/2013 | | |
| 03/03/2013 | | |
| 03/04/2013 | 3 | 2.8 % |
| 03/05/2013 | 3 | 2.8 % |
| 03/06/2013 | 4 | 3.7 % |
| 03/07/2013 | 3 | 2.8 % |
| 03/08/2013 | | |
| 03/09/2013 | | |
| 03/10/2013 | | |
| 03/11/2013 | 2 | 1.9 % |
| 03/12/2013 | 1 | 0.9 % |
| 03/13/2013 | 4 | 3.7 % |
| 03/14/2013 | 1 | 0.9 % |
| 03/15/2013 | 1 | 0.9 % |
| 03/16/2013 | | |
| 03/17/2013 | | |
| 03/18/2013 | 9 | 8.3 % |
| 03/19/2013 | 10 | 9.3 % |
| 03/20/2013 | 15 | 13.9 % |
| 03/21/2013 | 6 | 5.6 % |
| 03/22/2013 | 6 | 5.6 % |
| 03/23/2013 | | |
| 03/24/2013 | | |
| 03/25/2013 | 7 | 6.5 % |
| 03/26/2013 | 6 | 5.6 % |
| 03/27/2013 | 17 | 15.7 % |
| 03/28/2013 | 5 | 4.6 % |
| 03/29/2013 | 3 | 2.8 % |
| 03/30/2013 | | |
| 03/31/2013 | | |
| Total | 108 | 100% |

Asian Quitline Report

26Sep2012 -- 31Mar2013

| Cumulative Total | |
|-------------------------|-----|
| | CA |
| Cumulative Total | 791 |

Language Line Called :

| | CA | % |
|--------------|-----|--------|
| Cantonese | 38 | 4.8 % |
| Korean | 290 | 36.7 % |
| Mandarin | 159 | 20.1 % |
| Vietnamese | 304 | 38.4 % |
| Total | 791 | 100% |

Called For :

| | CA | % |
|--------------|-----|--------|
| Do not Know | 1 | 0.1 % |
| Proxy | 35 | 4.4 % |
| Smoker | 755 | 95.4 % |
| Total | 791 | 100% |

Age:

| | CA | % |
|--------------|-----|--------|
| <18 | 1 | 0.1 % |
| 18-24 | 17 | 2.1 % |
| 25-44 | 166 | 21.0 % |
| 44-65 | 464 | 58.7 % |
| 65+ | 126 | 15.9 % |
| Unknown | 17 | 2.1 % |
| Total | 791 | 100% |

Gender :

| | CA | % |
|--------------|-----|--------|
| Male | 664 | 83.9 % |
| Female | 125 | 15.8 % |
| Do not know | 2 | 0.3 % |
| Total | 791 | 100% |

Education :

| | CA | % |
|---------------------|-----|--------|
| Never attended | 5 | 0.6 % |
| Grades 1-8 | 65 | 8.2 % |
| Grades 9-12 | 91 | 11.5 % |
| GED | 1 | 0.1 % |
| High School Diploma | 214 | 27.1 % |
| Some College or | 110 | 13.9 % |
| 2-yr College Degree | 37 | 4.7 % |
| 4-yr College Degree | 217 | 27.5 % |
| Postgraduate Degree | 34 | 4.3 % |
| Do not know | 16 | 2.0 % |
| Total | 790 | 100% |

Hear about from:

| | CA | % |
|------------------------|-----|--------|
| Billboard/Bus Sign | 1 | 0.1 % |
| Clinic/Doctor's Office | 30 | 3.8 % |
| Do not Know | 3 | 0.4 % |
| Friend/Family | 170 | 21.5 % |
| HMO/Med/Insurance | 2 | 0.3 % |
| Hospital | 19 | 2.4 % |
| Newspaper/Magazine | 432 | 54.6 % |
| Non-Profit | 8 | 1.0 % |
| Other | 18 | 2.3 % |
| Pharmacy | 2 | 0.3 % |
| Phone Book | 3 | 0.4 % |
| Radio | 23 | 2.9 % |
| School | 1 | 0.1 % |
| TV | 45 | 5.7 % |
| Web/Internet/Online | 34 | 4.3 % |
| Total | 791 | 100% |

Total calling for themselves:

Service Selected

| | CA | % |
|--------------|-----|--------|
| Counseling | 670 | 88.7 % |
| Material | 81 | 10.7 % |
| No Service | 3 | 0.4 % |
| UnKnown | 1 | 0.1 % |
| Total | 755 | 100% |

Sent NRT :

| | CA | % |
|--------------|-----|--------|
| Not Sent NRT | 75 | 9.5 % |
| Sent NRT | 716 | 90.5 % |
| Total | 791 | 100% |