

Asian Quitline Report

01Apr2013 -- 30Apr2013

Total	
	CA
Total	185

Language Line Called :		
	CA	%
Vietnamese	55	29.7 %
Cantonese	7	3.8 %
Mandarin	36	19.5 %
Korean	87	47.0 %
Total	185	100%

Called For :		
	CA	%
Proxy	11	5.9 %
Smoker	174	94.1 %
Total	185	100%

Age :		
	CA	%
18-24	1	0.5 %
25-44	24	13.0 %
44-65	119	64.3 %
65+	37	20.0 %
Unknown	4	2.2 %
Total	185	100%

Gender :		
	CA	%
Male	156	84.3 %
Female	29	15.7 %
Total	185	100%

Education :		
	CA	%
Never attended	3	1.6 %
Grades 1-8	17	9.2 %
Grades 9-12	16	8.6 %
High School Diploma	43	23.2 %
Some College or	23	12.4 %
2-yr College Degree	13	7.0 %
4-yr College Degree	62	33.5 %
Postgraduate Degree	8	4.3 %
Total	185	100%

Hear about from:		
	CA	%
Radio	2	1.1 %
Clinic/Doctor's Office	4	2.2 %
Friend/Family	32	17.3 %
TV	18	9.7 %
Hospital	2	1.1 %
Newspaper/Magazine	110	59.5 %
Other	3	1.6 %
Phone Book	2	1.1 %
Non-Profit	1	0.5 %
Dentist/Dental	1	0.5 %
Web/Internet/Online	9	4.9 %
School	1	0.5 %
Total	185	100%

Total calling for themselves:		
Service Selected		
	CA	%
Counseling	157	90.2 %
Material	16	9.2 %
No Service	1	0.6 %
Total	174	100%

Sent NRT :		
	CA	%
Sent NRT	166	89.7 %
Not Sent NRT	19	10.3 %
Total	185	100%

Calls by Date :		
	CA	%
04/01/2013	14	7.6 %
04/02/2013	7	3.8 %
04/03/2013	5	2.7 %
04/04/2013	7	3.8 %
04/05/2013	8	4.3 %
04/06/2013		
04/07/2013	1	0.5 %
04/08/2013	8	4.3 %
04/09/2013	8	4.3 %
04/10/2013	7	3.8 %
04/11/2013	5	2.7 %
04/12/2013	3	1.6 %
04/13/2013		
04/14/2013		
04/15/2013	4	2.2 %
04/16/2013	5	2.7 %
04/17/2013	5	2.7 %
04/18/2013	3	1.6 %
04/19/2013	5	2.7 %
04/20/2013		
04/21/2013		
04/22/2013	10	5.4 %
04/23/2013	21	11.4 %
04/24/2013	17	9.2 %
04/25/2013	15	8.1 %
04/26/2013	10	5.4 %
04/27/2013		
04/28/2013		
04/29/2013	5	2.7 %
04/30/2013	12	6.5 %
Total	185	100%

Asian Quitline Report

26Sep2012 -- 30Apr2013

Cumulative Total	
	CA
Cumulative Total	976

Language Line Called :		
	CA	%
Cantonese	45	4.6 %
Korean	377	38.6 %
Mandarin	195	20.0 %
Vietnamese	359	36.8 %
Total	976	100%

Called For :		
	CA	%
Do not Know	1	0.1 %
Proxy	46	4.7 %
Smoker	929	95.2 %
Total	976	100%

Age:		
	CA	%
<18	1	0.1 %
18-24	18	1.8 %
25-44	190	19.5 %
44-65	583	59.7 %
65+	163	16.7 %
Unknown	21	2.2 %
Total	976	100%

Gender :		
	CA	%
Male	820	84.0 %
Female	154	15.8 %
Do not know	2	0.2 %
Total	976	100%

Education :		
	CA	%
Never attended	8	0.8 %
Grades 1-8	82	8.4 %
Grades 9-12	107	11.0 %
GED	1	0.1 %
High School Diploma	257	26.4 %
Some College or	133	13.6 %
2-yr College Degree	50	5.1 %
4-yr College Degree	279	28.6 %
Postgraduate Degree	42	4.3 %
Do not know	16	1.6 %
Total	975	100%

Hear about from:		
	CA	%
Billboard/Bus Sign	1	0.1 %
Clinic/Doctor's Office	34	3.5 %
Dentist/Dental	1	0.1 %
Do not Know	3	0.3 %
Friend/Family	202	20.7 %
HMO/Med/Insurance	2	0.2 %
Hospital	21	2.2 %
Newspaper/Magazine	542	55.5 %
Non-Profit	9	0.9 %
Other	21	2.2 %
Pharmacy	2	0.2 %
Phone Book	5	0.5 %
Radio	25	2.6 %
School	2	0.2 %
TV	63	6.5 %
Web/Internet/Online	43	4.4 %
Total	976	100%

Total calling for themselves:		
Service Selected		
	CA	%
Counseling	827	89.0 %
Material	97	10.4 %
No Service	4	0.4 %
UnKnown	1	0.1 %
Total	929	100%

Sent NRT :		
	CA	%
Not Sent NRT	94	9.6 %
Sent NRT	882	90.4 %
Total	976	100%