

Asian Quitline Report

01May2013 -- 31May2013

Total	
	CA
Total	119

Language Line Called :		
	CA	%
Vietnamese	24	20.2 %
Cantonese	9	7.6 %
Korean	58	48.7 %
Mandarin	28	23.5 %
Total	119	100%

Called For :		
	CA	%
Smoker	118	99.2 %
Proxy	1	0.8 %
Total	119	100%

Age :		
	CA	%
18-24	1	0.8 %
25-44	20	16.8 %
44-65	75	63.0 %
65+	19	16.0 %
Unknown	4	3.4 %
Total	119	100%

Gender :		
	CA	%
Male	95	79.8 %
Female	24	20.2 %
Total	119	100%

Education :		
	CA	%
Grades 1-8	13	10.9 %
Grades 9-12	7	5.9 %
GED	1	0.8 %
High School Diploma	37	31.1 %
Some College or	15	12.6 %
2-yr College Degree	5	4.2 %
4-yr College Degree	32	26.9 %
Postgraduate Degree	7	5.9 %
Do not know	2	1.7 %
Total	119	100%

Hear about from:		
	CA	%
Other	6	5.0 %
Friend/Family	23	19.3 %
Radio	6	5.0 %
Hospital	2	1.7 %
Clinic/Doctor's Office	7	5.9 %
HMO/Med/Insurance	1	0.8 %
Web/Internet/Online	3	2.5 %
TV	7	5.9 %
Newspaper/Magazine	64	53.8 %
Total	119	100%

Total calling for themselves:		
Service Selected		
	CA	%
Material	12	10.2 %
Counseling	106	89.8 %
Total	118	100%

Sent NRT :		
	CA	%
Not Sent NRT	7	5.9 %
Sent NRT	112	94.1 %
Total	119	100%

Calls by Date :		
	CA	%
05/01/2013	5	4.2 %
05/02/2013	5	4.2 %
05/03/2013	6	5.0 %
05/04/2013		
05/05/2013		
05/06/2013	7	5.9 %
05/07/2013	10	8.4 %
05/08/2013	10	8.4 %
05/09/2013	4	3.4 %
05/10/2013	4	3.4 %
05/11/2013		
05/12/2013	1	0.8 %
05/13/2013	10	8.4 %
05/14/2013	5	4.2 %
05/15/2013	6	5.0 %
05/16/2013	3	2.5 %
05/17/2013	2	1.7 %
05/18/2013		
05/19/2013		
05/20/2013	4	3.4 %
05/21/2013	8	6.7 %
05/22/2013	5	4.2 %
05/23/2013	5	4.2 %
05/24/2013	5	4.2 %
05/25/2013		
05/26/2013		
05/27/2013		
05/28/2013	5	4.2 %
05/29/2013	3	2.5 %
05/30/2013	3	2.5 %
05/31/2013	3	2.5 %
Total	119	100%

Asian Quitline Report

26Sep2012 -- 31May2013

Cumulative Total	
	CA
Cumulative Total	1095

Language Line Called :		
	CA	%
Vietnamese	383	35.0 %
Mandarin	223	20.4 %
Korean	435	39.7 %
Cantonese	54	4.9 %
Total	1095	100%

Called For :		
	CA	%
Smoker	1047	95.6 %
Proxy	47	4.3 %
Do not Know	1	0.1 %
Total	1095	100%

Age:		
	CA	%
<18	1	0.1 %
18-24	19	1.7 %
25-44	210	19.2 %
44-65	658	60.1 %
65+	182	16.6 %
Unknown	25	2.3 %
Total	1095	100%

Gender :		
	CA	%
Male	915	83.6 %
Female	178	16.3 %
Do not know	2	0.2 %
Total	1095	100%

Education :		
	CA	%
Never attended	8	0.7 %
Grades 1-8	95	8.7 %
Grades 9-12	114	10.4 %
GED	2	0.2 %
High School Diploma	294	26.9 %
Some College or	148	13.5 %
2-yr College Degree	55	5.0 %
4-yr College Degree	311	28.4 %
Postgraduate Degree	49	4.5 %
Do not know	18	1.6 %
Total	1094	100%

Hear about from:		
	CA	%
Other	27	2.5 %
Radio	31	2.8 %
HMO/Med/Insurance	3	0.3 %
Hospital	23	2.1 %
Friend/Family	225	20.5 %
Pharmacy	2	0.2 %
Phone Book	5	0.5 %
Dentist/Dental	1	0.1 %
School	2	0.2 %
Non-Profit	9	0.8 %
Web/Internet/Online	46	4.2 %
Billboard/Bus Sign	1	0.1 %
TV	70	6.4 %
Newspaper/Magazine	606	55.3 %
Do not Know	3	0.3 %
Clinic/Doctor's Office	41	3.7 %
Total	1095	100%

Total calling for themselves:		
Service Selected		
	CA	%
UnKnown	1	0.1 %
Material	108	10.3 %
No Service	4	0.4 %
Counseling	934	89.2 %
Total	1047	100%

Sent NRT :		
	CA	%
Not Sent NRT	98	8.9 %
Sent NRT	997	91.1 %
Total	1095	100%