

Asian Quitline Report

01Aug2013 -- 31Aug2013

Total	
	CA
Total	81

Language Line Called :		
	CA	%
Vietnamese	14	17.3 %
Cantonese	7	8.6 %
Korean	33	40.7 %
Mandarin	27	33.3 %
Total	81	100%

Called For :		
	CA	%
Smoker	75	92.6 %
Proxy	6	7.4 %
Total	81	100%

Age :		
	CA	%
18-24	2	2.5 %
25-44	24	29.6 %
44-65	45	55.6 %
65+	10	12.3 %
Total	81	100%

Gender :		
	CA	%
Male	65	80.2 %
Female	16	19.8 %
Total	81	100%

Education :		
	CA	%
Grades 1-8	4	4.9 %
Grades 9-12	11	13.6 %
High School Diploma	31	38.3 %
Some College or	9	11.1 %
2-yr College Degree	2	2.5 %
4-yr College Degree	20	24.7 %
Postgraduate Degree	3	3.7 %
Do not know	1	1.2 %
Total	81	100%

Hear about from:		
	CA	%
Other	6	7.4 %
Friend/Family	30	37.0 %
Radio	1	1.2 %
Clinic/Doctor's Office	7	8.6 %
Hospital	4	4.9 %
Non-Profit	2	2.5 %
Billboard/Bus Sign	1	1.2 %
Web/Internet/Online	3	3.7 %
TV	4	4.9 %
Newspaper/Magazine	23	28.4 %
Total	81	100%

Total calling for themselves:		
Service Selected		
	CA	%
Material	15	20.0 %
Counseling	59	78.7 %
No Service	1	1.3 %
Total	75	100%

Sent NRT :		
	CA	%
Not Sent NRT	11	13.6 %
Sent NRT	70	86.4 %
Total	81	100%

Calls by Date :		
	CA	%
08/01/2013	2	2.5 %
08/02/2013	4	4.9 %
08/03/2013		
08/04/2013		
08/05/2013	9	11.1 %
08/06/2013	1	1.2 %
08/07/2013	5	6.2 %
08/08/2013	2	2.5 %
08/09/2013	5	6.2 %
08/10/2013		
08/11/2013		
08/12/2013	8	9.9 %
08/13/2013	1	1.2 %
08/14/2013	6	7.4 %
08/15/2013	2	2.5 %
08/16/2013	1	1.2 %
08/17/2013		
08/18/2013		
08/19/2013	2	2.5 %
08/20/2013	5	6.2 %
08/21/2013	3	3.7 %
08/22/2013	1	1.2 %
08/23/2013	4	4.9 %
08/24/2013	1	1.2 %
08/25/2013		
08/26/2013	2	2.5 %
08/27/2013	4	4.9 %
08/28/2013	4	4.9 %
08/29/2013	6	7.4 %
08/30/2013	3	3.7 %
08/31/2013		
Total	81	100%

Asian Quitline Report

26Sep2012 -- 31Aug2013

Cumulative Total	
	CA
Cumulative Total	1390

Language Line Called :		
	CA	%
Mandarin	300	21.6 %
Cantonese	76	5.5 %
Vietnamese	450	32.4 %
Korean	564	40.6 %
Total	1390	100%

Called For :		
	CA	%
Smoker	1322	95.1 %
Proxy	67	4.8 %
Do not Know	1	0.1 %
Total	1390	100%

Age:		
	CA	%
<18	1	0.1 %
18-24	24	1.7 %
25-44	296	21.3 %
44-65	808	58.1 %
65+	231	16.6 %
Unknown	30	2.2 %
Total	1390	100%

Gender :		
	CA	%
Male	1147	82.5 %
Female	239	17.2 %
Do not know	4	0.3 %
Total	1390	100%

Education :		
	CA	%
Never attended	12	0.9 %
Grades 1-8	111	8.0 %
Grades 9-12	140	10.1 %
GED	2	0.1 %
High School Diploma	388	27.9 %
Some College or	184	13.2 %
2-yr College Degree	73	5.3 %
4-yr College Degree	394	28.4 %
Postgraduate Degree	62	4.5 %
Do not know	23	1.7 %
Total	1389	100%

Hear about from:		
	CA	%
Other	36	2.6 %
Radio	36	2.6 %
Hospital	31	2.2 %
HMO/Med/Insurance	4	0.3 %
Clinic/Doctor's Office	60	4.3 %
Dentist/Dental	2	0.1 %
Friend/Family	307	22.1 %
Pharmacy	3	0.2 %
Phone Book	7	0.5 %
School	2	0.1 %
Non-Profit	14	1.0 %
Web/Internet/Online	54	3.9 %
Billboard/Bus Sign	3	0.2 %
Do not Know	4	0.3 %
TV	100	7.2 %
Newspaper/Magazine	727	52.3 %
Total	1390	100%

Total calling for themselves:		
Service Selected		
	CA	%
UnKnown	1	0.1 %
No Service	6	0.5 %
Material	147	11.1 %
Counseling	1168	88.4 %
Total	1322	100%

Sent NRT :		
	CA	%
Not Sent NRT	134	9.6 %
Sent NRT	1256	90.4 %
Total	1390	100%