Asian Quitline Report

01Nov2013 -- 30Nov2013

Total

	CA
Total	94

Language Line Called :

	CA	%
Vietnamese	17	18.1 %
Cantonese	10	10.6 %
Korean	45	47.9 %
Mandarin	22	23.4 %
Total	94	100%

Called For :

	CA	%
Smoker	89	94.7 %
Proxy	5	5.3 %
Total	94	100%

Age :

	CA	%
18-24	1	1.1 %
25-44	25	26.6 %
44-65	48	51.1 %
65+	16	17.0 %
Unknown	4	4.3 %
Total	94	100%

Gender :

	CA	%
Male	79	84.0 %
Female	15	16.0 %
Total	94	100%

Education :

	CA	%
Grades 1-8	10	10.6 %
Grades 9-12	8	8.5 %
High School Diploma	27	28.7 %
Some College or	12	12.8 %
2-yr College Degree	2	2.1 %
4-yr College Degree	31	33.0 %
Postgraduate Degree	1	1.1 %
Do not know	3	3.2 %
Total	94	100%

Hear about from:

	CA	%
Other	5	5.3 %
Friend/Family	11	11.7 %
Hospital	2	2.1 %
HMO/Med/Insurance	1	1.1 %
School	1	1.1 %
Non-Profit	2	2.1 %
Web/Internet/Online	4	4.3 %
Do not Know	3	3.2 %
Clinic/Doctor's Office	7	7.4 %
TV	5	5.3 %
Newspaper/Magazine	53	56.4 %
Total	94	100%

Total calling for themselves:

Service Selected

	CA	%
Material	11	12.4 %
Counseling	77	86.5 %
No Service	1	1.1 %
Total	89	100%

Sent NRT :

	CA	%
Not Sent NRT	16	17.0 %
Sent NRT	78	83.0 %
Total	94	100%

Calls by Date :

	CA	%
11/01/2013	2	2.1 %
11/02/2013		
11/03/2013		
11/04/2013	9	9.6 %
11/05/2013	3	3.2 %
11/06/2013	4	4.3 %
11/07/2013	2	2.1 %
11/08/2013	5	5.3 %
11/09/2013		
11/10/2013		
11/11/2013	5	5.3 %
11/12/2013	9	9.6 %
11/13/2013	6	6.4 %
11/14/2013	5	5.3 %
11/15/2013	6	6.4 %
11/16/2013		
11/17/2013		
11/18/2013	6	6.4 %
11/19/2013	14	14.9 %
11/20/2013	7	7.4 %
11/21/2013	4	4.3 %
11/22/2013	2	2.1 %
11/23/2013		
11/24/2013		
11/25/2013	2	2.1 %
11/26/2013		
11/27/2013	2	2.1 %
11/28/2013		
11/29/2013	1	1.1 %
11/30/2013		
Total	94	100%

Asian Quitline Report

26Sep2012 -- 30Nov2013

Cumulative Total

	CA
Cumulative Total	1630

Language Line Called :

	CA	%
Vietnamese	518	31.8 %
Mandarin	348	21.3 %
Cantonese	100	6.1 %
Korean	664	40.7 %
Total	1630	100%

Called For :

	CA	%
Smoker	1555	95.4 %
Proxy	74	4.5 %
Do not Know	1	0.1 %
Total	1630	100%

Age:

	CA	%
<18	1	0.1 %
18-24	28	1.7 %
25-44	344	21.1 %
44-65	940	57.7 %
65+	283	17.4 %
Unknown	34	2.1 %
Total	1630	100%

Gender :

	CA	%
Male	1355	83.1 %
Female	270	16.6 %
Do not know	5	0.3 %
Total	1630	100%

Education :

	CA	%
Never attended	14	0.9 %
Grades 1-8	138	8.5 %
Grades 9-12	165	10.1 %
GED	2	0.1 %
High School Diploma	457	28.1 %
Some College or	215	13.2 %
2-yr College Degree	81	5.0 %
4-yr College Degree	463	28.4 %
Postgraduate Degree	64	3.9 %
Do not know	30	1.8 %
Total	1629	100%

Hear about from:

	CA	%
Other	44	2.7 %
Friend/Family	345	21.2 %
Pharmacy	7	0.4 %
Dentist/Dental	2	0.1 %
Hospital	37	2.3 %
HMO/Med/Insurance	10	0.6 %
Phone Book	11	0.7 %
School	3	0.2 %
Non-Profit	18	1.1 %
Web/Internet/Online	63	3.9 %
Billboard/Bus Sign	3	0.2 %
TV	119	7.3 %
Newspaper/Magazine	835	51.2 %
Do not Know	8	0.5 %
Clinic/Doctor's Office	83	5.1 %
Radio	42	2.6 %
Total	1630	100%

Total calling for themselves:

Service Selected

	CA	%
UnKnown	1	0.1 %
No Service	8	0.5 %
Material	185	11.9 %
Counseling	1361	87.5 %
Total	1555	100%

Sent NRT :

	CA	%
Not Sent NRT	163	10.0 %
Sent NRT	1467	90.0 %
Total	1630	100%