

## Asian Quitline Report

01Dec2013 -- 31Dec2013

### Total

|              |    |  |
|--------------|----|--|
|              | NJ |  |
| <b>Total</b> | 8  |  |

### Language Line Called :

|              |    |        |
|--------------|----|--------|
|              | NJ | %      |
| Cantonese    | 1  | 12.5 % |
| Mandarin     | 2  | 25.0 % |
| Korean       | 5  | 62.5 % |
| <b>Total</b> | 8  | 100%   |

### Called For :

|              |    |         |
|--------------|----|---------|
|              | NJ | %       |
| Smoker       | 8  | 100.0 % |
| <b>Total</b> | 8  | 100%    |

### Age :

|              |    |        |
|--------------|----|--------|
|              | NJ | %      |
| 25-44        | 1  | 12.5 % |
| 44-65        | 7  | 87.5 % |
| <b>Total</b> | 8  | 100%   |

### Gender :

|              |    |         |
|--------------|----|---------|
|              | NJ | %       |
| Male         | 8  | 100.0 % |
| <b>Total</b> | 8  | 100%    |

### Education :

|                     |    |        |
|---------------------|----|--------|
|                     | NJ | %      |
| Grades 9-12         | 1  | 12.5 % |
| High School Diploma | 2  | 25.0 % |
| Some College or     | 3  | 37.5 % |
| 4-yr College Degree | 1  | 12.5 % |
| Postgraduate Degree | 1  | 12.5 % |
| <b>Total</b>        | 8  | 100%   |

### Hear about from:

|                     |    |        |
|---------------------|----|--------|
|                     | NJ | %      |
| Friend/Family       | 1  | 12.5 % |
| Web/Internet/Online | 3  | 37.5 % |
| Newspaper/Magazine  | 4  | 50.0 % |
| <b>Total</b>        | 8  | 100%   |

### Total calling for themselves:

#### Service Selected

|              |    |        |
|--------------|----|--------|
|              | NJ | %      |
| Counseling   | 7  | 87.5 % |
| Material     | 1  | 12.5 % |
| <b>Total</b> | 8  | 100%   |

### Sent NRT :

|              |    |         |
|--------------|----|---------|
|              | NJ | %       |
| Sent NRT     | 8  | 100.0 % |
| <b>Total</b> | 8  | 100%    |

### Calls by Date :

|              |    |        |
|--------------|----|--------|
|              | NJ | %      |
| 12/01/2013   |    |        |
| 12/02/2013   |    |        |
| 12/03/2013   | 1  | 12.5 % |
| 12/04/2013   |    |        |
| 12/05/2013   |    |        |
| 12/06/2013   |    |        |
| 12/07/2013   |    |        |
| 12/08/2013   |    |        |
| 12/09/2013   | 1  | 12.5 % |
| 12/10/2013   | 1  | 12.5 % |
| 12/11/2013   |    |        |
| 12/12/2013   | 1  | 12.5 % |
| 12/13/2013   |    |        |
| 12/14/2013   |    |        |
| 12/15/2013   |    |        |
| 12/16/2013   | 1  | 12.5 % |
| 12/17/2013   |    |        |
| 12/18/2013   |    |        |
| 12/19/2013   |    |        |
| 12/20/2013   |    |        |
| 12/21/2013   |    |        |
| 12/22/2013   |    |        |
| 12/23/2013   |    |        |
| 12/24/2013   |    |        |
| 12/25/2013   |    |        |
| 12/26/2013   | 2  | 25.0 % |
| 12/27/2013   |    |        |
| 12/28/2013   |    |        |
| 12/29/2013   |    |        |
| 12/30/2013   | 1  | 12.5 % |
| 12/31/2013   |    |        |
| <b>Total</b> | 8  | 100%   |

## Asian Quitline Report

26Sep2012 -- 31Dec2013

### Cumulative Total

|                         |     |  |
|-------------------------|-----|--|
|                         | NJ  |  |
| <b>Cumulative Total</b> | 129 |  |

### Language Line Called :

|              |     |        |
|--------------|-----|--------|
|              | NJ  | %      |
| Korean       | 85  | 65.9 % |
| Cantonese    | 6   | 4.7 %  |
| Mandarin     | 34  | 26.4 % |
| Vietnamese   | 4   | 3.1 %  |
| <b>Total</b> | 129 | 100%   |

### Called For :

|              |     |        |
|--------------|-----|--------|
|              | NJ  | %      |
| Smoker       | 117 | 90.7 % |
| Proxy        | 12  | 9.3 %  |
| <b>Total</b> | 129 | 100%   |

### Age:

|              |     |        |
|--------------|-----|--------|
|              | NJ  | %      |
| 25-44        | 23  | 17.8 % |
| 44-65        | 74  | 57.4 % |
| 65+          | 28  | 21.7 % |
| Unknown      | 4   | 3.1 %  |
| <b>Total</b> | 129 | 100%   |

### Gender :

|              |     |        |
|--------------|-----|--------|
|              | NJ  | %      |
| Male         | 107 | 82.9 % |
| Female       | 22  | 17.1 % |
| <b>Total</b> | 129 | 100%   |

### Education :

|                     |     |        |
|---------------------|-----|--------|
|                     | NJ  | %      |
| Grades 1-8          | 9   | 7.0 %  |
| Grades 9-12         | 8   | 6.2 %  |
| High School Diploma | 28  | 21.7 % |
| Some College or     | 9   | 7.0 %  |
| 2-yr College Degree | 4   | 3.1 %  |
| 4-yr College Degree | 60  | 46.5 % |
| Postgraduate Degree | 6   | 4.7 %  |
| Do not know         | 5   | 3.9 %  |
| <b>Total</b>        | 129 | 100%   |

### Hear about from:

|                     |     |        |
|---------------------|-----|--------|
|                     | NJ  | %      |
| Friend/Family       | 15  | 11.6 % |
| Web/Internet/Online | 3   | 2.3 %  |
| TV                  | 3   | 2.3 %  |
| Other               | 1   | 0.8 %  |
| Newspaper/Magazine  | 107 | 82.9 % |
| <b>Total</b>        | 129 | 100%   |

### Total calling for themselves:

#### Service Selected

|              |     |        |
|--------------|-----|--------|
|              | NJ  | %      |
| No Service   | 1   | 0.9 %  |
| Material     | 11  | 9.4 %  |
| Counseling   | 105 | 89.7 % |
| <b>Total</b> | 117 | 100%   |

### Sent NRT :

|              |     |        |
|--------------|-----|--------|
|              | NJ  | %      |
| Sent NRT     | 113 | 87.6 % |
| Not Sent NRT | 16  | 12.4 % |
| <b>Total</b> | 129 | 100%   |