

Asian Quitline Report

01Jan2014 -- 31Jan2014

Total	
	CA
Total	139

Language Line Called :

	CA	%
Vietnamese	21	15.1 %
Cantonese	7	5.0 %
Korean	87	62.6 %
Mandarin	24	17.3 %
Total	139	100%

Called For :

	CA	%
Smoker	127	91.4 %
Proxy	12	8.6 %
Total	139	100%

Age :

	CA	%
18-24	2	1.4 %
25-44	33	23.7 %
44-65	79	56.8 %
65+	22	15.8 %
Unknown	3	2.2 %
Total	139	100%

Gender :

	CA	%
Male	105	75.5 %
Female	33	23.7 %
Do not know	1	0.7 %
Total	139	100%

Education :

	CA	%
Grades 1-8	6	4.3 %
Grades 9-12	5	3.6 %
High School Diploma	32	23.0 %
Some College or	17	12.2 %
2-yr College Degree	7	5.0 %
4-yr College Degree	46	33.1 %
Postgraduate Degree	11	7.9 %
Do not know	15	10.8 %
Total	139	100%

Hear about from:

	CA	%
Other	15	10.8 %
Friend/Family	32	23.0 %
Pharmacy	2	1.4 %
Radio	11	7.9 %
Hospital	1	0.7 %
HMO/Med/Insurance	2	1.4 %
Mail	2	1.4 %
Clinic/Doctor's Office	6	4.3 %
Non-Profit	1	0.7 %
Web/Internet/Online	21	15.1 %
TV	5	3.6 %
Newspaper/Magazine	41	29.5 %
Total	139	100%

Total calling for themselves:

Service Selected		
	CA	%
Material	13	10.2 %
Counseling	114	89.8 %
Total	127	100%

Sent NRT :

	CA	%
Not Sent NRT	23	16.5 %
Sent NRT	116	83.5 %
Total	139	100%

Calls by Date :

	CA	%
01/01/2014		
01/02/2014	3	2.2 %
01/03/2014	4	2.9 %
01/04/2014		
01/05/2014		
01/06/2014	4	2.9 %
01/07/2014	9	6.5 %
01/08/2014		
01/09/2014	10	7.2 %
01/10/2014	4	2.9 %
01/11/2014		
01/12/2014		
01/13/2014	4	2.9 %
01/14/2014	12	8.6 %
01/15/2014	9	6.5 %
01/16/2014	8	5.8 %
01/17/2014	2	1.4 %
01/18/2014	1	0.7 %
01/19/2014		
01/20/2014	10	7.2 %
01/21/2014	7	5.0 %
01/22/2014	10	7.2 %
01/23/2014	3	2.2 %
01/24/2014	7	5.0 %
01/25/2014	4	2.9 %
01/26/2014	4	2.9 %
01/27/2014	8	5.8 %
01/28/2014	4	2.9 %
01/29/2014	6	4.3 %
01/30/2014	3	2.2 %
01/31/2014	3	2.2 %
Total	139	100%

Asian Quitline Report

26Sep2012 -- 31Jan2014

Cumulative Total	
	CA
Cumulative Total	1888

Language Line Called :

	CA	%
Mandarin	397	21.0 %
Vietnamese	562	29.8 %
Cantonese	111	5.9 %
Korean	818	43.3 %
Total	1888	100%

Called For :

	CA	%
Proxy	92	4.9 %
Smoker	1795	95.1 %
Do not Know	1	0.1 %
Total	1888	100%

Age:

	CA	%
<18	1	0.1 %
18-24	30	1.6 %
25-44	410	21.7 %
44-65	1083	57.4 %
65+	323	17.1 %
Unknown	41	2.2 %
Total	1888	100%

Gender :

	CA	%
Male	1566	82.9 %
Female	315	16.7 %
Do not know	7	0.4 %
Total	1888	100%

Education :

	CA	%
Never attended	15	0.8 %
Grades 1-8	150	7.9 %
Grades 9-12	178	9.4 %
GED	2	0.1 %
High School Diploma	517	27.4 %
Some College or	241	12.8 %
2-yr College Degree	97	5.1 %
4-yr College Degree	555	29.4 %
Postgraduate Degree	84	4.5 %
Do not know	48	2.5 %
Total	1887	100%

Hear about from:

	CA	%
Radio	63	3.3 %
Friend/Family	397	21.0 %
Pharmacy	10	0.5 %
Hospital	41	2.2 %
HMO/Med/Insurance	14	0.7 %
Dentist/Dental	2	0.1 %
Mail	4	0.2 %
Phone Book	11	0.6 %
School	3	0.2 %
Non-Profit	19	1.0 %
Web/Internet/Online	109	5.8 %
Billboard/Bus Sign	3	0.2 %
TV	128	6.8 %
Newspaper/Magazine	921	48.8 %
Do not Know	8	0.4 %
Clinic/Doctor's Office	92	4.9 %
Other	63	3.3 %
Total	1888	100%

Total calling for themselves:

Service Selected		
	CA	%
UnKnown	1	0.1 %
No Service	10	0.6 %
Material	216	12.0 %
Counseling	1568	87.4 %
Total	1795	100%

Sent NRT :

	CA	%
Not Sent NRT	195	10.3 %
Sent NRT	1693	89.7 %
Total	1888	100%