

Asian Quitline Report

01Mar2014 -- 31Mar2014

Total	
	CA
Total	130

Language Line Called :

	CA	%
Vietnamese	29	22.3 %
Cantonese	15	11.5 %
Korean	55	42.3 %
Mandarin	31	23.8 %
Total	130	100%

Called For :

	CA	%
Smoker	125	96.2 %
Proxy	5	3.8 %
Total	130	100%

Age :

	CA	%
18-24	3	2.3 %
25-44	17	13.1 %
44-65	75	57.7 %
65+	35	26.9 %
Total	130	100%

Gender :

	CA	%
Male	107	82.3 %
Female	23	17.7 %
Total	130	100%

Education :

	CA	%
Grades 1-8	18	13.8 %
Grades 9-12	13	10.0 %
High School Diploma	34	26.2 %
Some College or	12	9.2 %
2-yr College Degree	3	2.3 %
4-yr College Degree	38	29.2 %
Postgraduate Degree	5	3.8 %
Do not know	7	5.4 %
Total	130	100%

Hear about from:

	CA	%
Other	10	7.7 %
Friend/Family	24	18.5 %
Radio	2	1.5 %
HMO/Med/Insurance	2	1.5 %
Clinic/Doctor's Office	5	3.8 %
School	2	1.5 %
Non-Profit	1	0.8 %
Web/Internet/Online	3	2.3 %
Billboard/Bus Sign	1	0.8 %
TV	3	2.3 %
Newspaper/Magazine	73	56.2 %
Do not Know	4	3.1 %
Total	130	100%

Total calling for themselves:
Service Selected

	CA	%
Material	23	18.4 %
No Service	1	0.8 %
Counseling	101	80.8 %
Total	125	100%

Sent NRT :

	CA	%
Not Sent NRT	11	8.5 %
Sent NRT	119	91.5 %
Total	130	100%

Calls by Date :

	CA	%
03/01/2014		
03/02/2014		
03/03/2014	2	1.5 %
03/04/2014	5	3.8 %
03/05/2014	7	5.4 %
03/06/2014		
03/07/2014	4	3.1 %
03/08/2014	1	0.8 %
03/09/2014	1	0.8 %
03/10/2014	13	10.0 %
03/11/2014	20	15.4 %
03/12/2014	8	6.2 %
03/13/2014	7	5.4 %
03/14/2014	4	3.1 %
03/15/2014		
03/16/2014		
03/17/2014	11	8.5 %
03/18/2014	11	8.5 %
03/19/2014	10	7.7 %
03/20/2014	5	3.8 %
03/21/2014	3	2.3 %
03/22/2014		
03/23/2014		
03/24/2014	6	4.6 %
03/25/2014	3	2.3 %
03/26/2014	4	3.1 %
03/27/2014	1	0.8 %
03/28/2014	4	3.1 %
03/29/2014		
03/30/2014		
03/31/2014		
Total	130	100%

Asian Quitline Report

26Sep2012 -- 31Mar2014

Cumulative Total

	CA
Cumulative Total	2134

Language Line Called :

	CA	%
Vietnamese	621	29.1 %
Mandarin	473	22.2 %
Korean	910	42.6 %
Cantonese	130	6.1 %
Total	2134	100%

Called For :

	CA	%
Proxy	106	5.0 %
Smoker	2028	95.0 %
Total	2134	100%

Age:

	CA	%
<18	1	0.0 %
18-24	36	1.7 %
25-44	457	21.4 %
44-65	1230	57.6 %
65+	368	17.2 %
Unknown	42	2.0 %
Total	2134	100%

Gender :

	CA	%
Male	1767	82.8 %
Female	360	16.9 %
Do not know	7	0.3 %
Total	2134	100%

Education :

	CA	%
Never attended	16	0.7 %
Grades 1-8	177	8.3 %
Grades 9-12	198	9.3 %
GED	2	0.1 %
High School Diploma	581	27.2 %
Some College or	263	12.3 %
2-yr College Degree	104	4.9 %
4-yr College Degree	619	29.0 %
Postgraduate Degree	93	4.4 %
Do not know	81	3.8 %
Total	2134	100%

Hear about from:

	CA	%
Other	101	4.7 %
Friend/Family	443	20.8 %
Pharmacy	11	0.5 %
Radio	66	3.1 %
Mail	4	0.2 %
Hospital	43	2.0 %
HMO/Med/Insurance	18	0.8 %
Dentist/Dental	2	0.1 %
School	5	0.2 %
Non-Profit	20	0.9 %
Web/Internet/Online	126	5.9 %
Billboard/Bus Sign	4	0.2 %
TV	133	6.2 %
Newspaper/Magazine	1032	48.4 %
Clinic/Doctor's Office	104	4.9 %
Do not Know	11	0.5 %
Phone Book	11	0.5 %
Total	2134	100%

Total calling for themselves:
Service Selected

	CA	%
UnKnown	1	0.0 %
No Service	10	0.5 %
Material	254	12.5 %
Counseling	1763	86.9 %
Total	2028	100%

Sent NRT :

	CA	%
Not Sent NRT	220	10.3 %
Sent NRT	1914	89.7 %
Total	2134	100%