

Asian Quitline Report

01Apr2014 -- 30Apr2014

Total	
	CA
Total	103

Language Line Called :

	CA	%
Vietnamese	34	33.0 %
Cantonese	5	4.9 %
Korean	46	44.7 %
Mandarin	18	17.5 %
Total	103	100%

Called For :

	CA	%
Smoker	98	95.1 %
Proxy	5	4.9 %
Total	103	100%

Age :

	CA	%
<18	1	1.0 %
25-44	20	19.4 %
44-65	62	60.2 %
65+	17	16.5 %
Unknown	3	2.9 %
Total	103	100%

Gender :

	CA	%
Male	78	75.7 %
Female	22	21.4 %
Do not know	3	2.9 %
Total	103	100%

Education :

	CA	%
Grades 1-8	6	5.8 %
Grades 9-12	12	11.7 %
High School Diploma	27	26.2 %
Some College or	15	14.6 %
2-yr College Degree	3	2.9 %
4-yr College Degree	24	23.3 %
Postgraduate Degree	3	2.9 %
Do not know	13	12.6 %
Total	103	100%

Hear about from:

	CA	%
Other	15	14.6 %
Friend/Family	13	12.6 %
Radio	17	16.5 %
Hospital	1	1.0 %
HMO/Med/Insurance	1	1.0 %
Phone Book	1	1.0 %
Clinic/Doctor's Office	4	3.9 %
School	1	1.0 %
Non-Profit	1	1.0 %
Web/Internet/Online	2	1.9 %
TV	3	2.9 %
Newspaper/Magazine	42	40.8 %
Do not Know	2	1.9 %
Total	103	100%

Total calling for themselves:

Service Selected		
	CA	%
No Service	2	2.0 %
Counseling	81	82.7 %
Material	15	15.3 %
Total	98	100%

Sent NRT :

	CA	%
Not Sent NRT	16	15.5 %
Sent NRT	87	84.5 %
Total	103	100%

Calls by Date :

	CA	%
04/01/2014	11	10.7 %
04/02/2014	2	1.9 %
04/03/2014	10	9.7 %
04/04/2014	4	3.9 %
04/05/2014		
04/06/2014		
04/07/2014	6	5.8 %
04/08/2014	4	3.9 %
04/09/2014	5	4.9 %
04/10/2014	2	1.9 %
04/11/2014	4	3.9 %
04/12/2014	1	1.0 %
04/13/2014	1	1.0 %
04/14/2014	2	1.9 %
04/15/2014	3	2.9 %
04/16/2014	2	1.9 %
04/17/2014	8	7.8 %
04/18/2014	5	4.9 %
04/19/2014		
04/20/2014		
04/21/2014	6	5.8 %
04/22/2014	5	4.9 %
04/23/2014	5	4.9 %
04/24/2014	2	1.9 %
04/25/2014		
04/26/2014		
04/27/2014	1	1.0 %
04/28/2014	3	2.9 %
04/29/2014	6	5.8 %
04/30/2014	5	4.9 %
Total	103	100%

Asian Quitline Report

26Sep2012 -- 30Apr2014

Cumulative Total	
	CA
Cumulative Total	2237

Language Line Called :

	CA	%
Mandarin	491	21.9 %
Vietnamese	655	29.3 %
Korean	956	42.7 %
Cantonese	135	6.0 %
Total	2237	100%

Called For :

	CA	%
Proxy	111	5.0 %
Smoker	2126	95.0 %
Total	2237	100%

Age:

	CA	%
<18	2	0.1 %
18-24	36	1.6 %
25-44	477	21.3 %
44-65	1292	57.8 %
65+	385	17.2 %
Unknown	45	2.0 %
Total	2237	100%

Gender :

	CA	%
Male	1845	82.5 %
Female	382	17.1 %
Do not know	10	0.4 %
Total	2237	100%

Education :

	CA	%
Never attended	16	0.7 %
Grades 1-8	183	8.2 %
Grades 9-12	210	9.4 %
GED	2	0.1 %
High School Diploma	608	27.2 %
Some College or	278	12.4 %
2-yr College Degree	107	4.8 %
4-yr College Degree	643	28.7 %
Postgraduate Degree	96	4.3 %
Do not know	94	4.2 %
Total	2237	100%

Hear about from:

	CA	%
Other	116	5.2 %
Friend/Family	456	20.4 %
Pharmacy	11	0.5 %
Radio	83	3.7 %
Hospital	44	2.0 %
Clinic/Doctor's Office	108	4.8 %
HMO/Med/Insurance	19	0.8 %
Dentist/Dental	2	0.1 %
Phone Book	12	0.5 %
School	6	0.3 %
Non-Profit	21	0.9 %
Web/Internet/Online	128	5.7 %
Billboard/Bus Sign	4	0.2 %
TV	136	6.1 %
Newspaper/Magazine	1074	48.0 %
Do not Know	13	0.6 %
Mail	4	0.2 %
Total	2237	100%

Total calling for themselves:

Service Selected		
	CA	%
UnKnown	1	0.0 %
No Service	12	0.6 %
Material	269	12.7 %
Counseling	1844	86.7 %
Total	2126	100%

Sent NRT :

	CA	%
Not Sent NRT	236	10.5 %
Sent NRT	2001	89.5 %
Total	2237	100%