

Asian Quitline Report

01May2014 -- 31May2014

Total	
	CA
Total	118

Language Line Called :

	CA	%
Vietnamese	50	42.4 %
Cantonese	4	3.4 %
Korean	49	41.5 %
Mandarin	15	12.7 %
Total	118	100%

Called For :

	CA	%
Smoker	116	98.3 %
Proxy	2	1.7 %
Total	118	100%

Age :

	CA	%
18-24	3	2.5 %
25-44	31	26.3 %
44-65	74	62.7 %
65+	6	5.1 %
Unknown	4	3.4 %
Total	118	100%

Gender :

	CA	%
Male	98	83.1 %
Female	19	16.1 %
Do not know	1	0.8 %
Total	118	100%

Education :

	CA	%
Grades 1-8	9	7.6 %
Grades 9-12	18	15.3 %
High School Diploma	34	28.8 %
Some College or	16	13.6 %
2-yr College Degree	5	4.2 %
4-yr College Degree	26	22.0 %
Postgraduate Degree	8	6.8 %
Do not know	2	1.7 %
Total	118	100%

Hear about from:

	CA	%
Other	3	2.5 %
Friend/Family	24	20.3 %
Radio	14	11.9 %
Hospital	4	3.4 %
HMO/Med/Insurance	2	1.7 %
Clinic/Doctor's Office	5	4.2 %
Phone Book	1	0.8 %
Web/Internet/Online	26	22.0 %
TV	3	2.5 %
Newspaper/Magazine	33	28.0 %
Do not Know	3	2.5 %
Total	118	100%

Total calling for themselves:

Service Selected		
	CA	%
Material	24	20.7 %
Counseling	92	79.3 %
Total	116	100%

Sent NRT :

	CA	%
Not Sent NRT	11	9.3 %
Sent NRT	107	90.7 %
Total	118	100%

Calls by Date :

	CA	%
05/01/2014	4	3.4 %
05/02/2014	2	1.7 %
05/03/2014		
05/04/2014		
05/05/2014	3	2.5 %
05/06/2014	4	3.4 %
05/07/2014	5	4.2 %
05/08/2014	3	2.5 %
05/09/2014	4	3.4 %
05/10/2014		
05/11/2014		
05/12/2014	13	11.0 %
05/13/2014	10	8.5 %
05/14/2014	4	3.4 %
05/15/2014	4	3.4 %
05/16/2014	5	4.2 %
05/17/2014	1	0.8 %
05/18/2014		
05/19/2014	7	5.9 %
05/20/2014	3	2.5 %
05/21/2014	5	4.2 %
05/22/2014	6	5.1 %
05/23/2014	7	5.9 %
05/24/2014		
05/25/2014		
05/26/2014		
05/27/2014	3	2.5 %
05/28/2014	9	7.6 %
05/29/2014	8	6.8 %
05/30/2014	8	6.8 %
05/31/2014		
Total	118	100%

Asian Quitline Report

26Sep2012 -- 31May2014

Cumulative Total	
	CA
Cumulative Total	2355

Language Line Called :

	CA	%
Vietnamese	705	29.9 %
Cantonese	139	5.9 %
Korean	1005	42.7 %
Mandarin	506	21.5 %
Total	2355	100%

Called For :

	CA	%
Proxy	113	4.8 %
Smoker	2242	95.2 %
Total	2355	100%

Age:

	CA	%
<18	2	0.1 %
18-24	39	1.7 %
25-44	508	21.6 %
44-65	1366	58.0 %
65+	391	16.6 %
Unknown	49	2.1 %
Total	2355	100%

Gender :

	CA	%
Male	1942	82.5 %
Female	402	17.1 %
Do not know	11	0.5 %
Total	2355	100%

Education :

	CA	%
Never attended	16	0.7 %
Grades 1-8	192	8.2 %
Grades 9-12	228	9.7 %
GED	2	0.1 %
High School Diploma	642	27.3 %
Some College or	294	12.5 %
2-yr College Degree	112	4.8 %
4-yr College Degree	669	28.4 %
Postgraduate Degree	104	4.4 %
Do not know	96	4.1 %
Total	2355	100%

Hear about from:

	CA	%
Other	119	5.1 %
Friend/Family	480	20.4 %
Pharmacy	11	0.5 %
Radio	97	4.1 %
Hospital	48	2.0 %
HMO/Med/Insurance	21	0.9 %
Dentist/Dental	2	0.1 %
Clinic/Doctor's Office	113	4.8 %
Phone Book	13	0.6 %
School	6	0.3 %
Web/Internet/Online	154	6.5 %
Non-Profit	21	0.9 %
Billboard/Bus Sign	4	0.2 %
Do not Know	16	0.7 %
TV	139	5.9 %
Newspaper/Magazine	1107	47.0 %
Mail	4	0.2 %
Total	2355	100%

Total calling for themselves:

Service Selected		
	CA	%
UnKnown	1	0.0 %
No Service	12	0.5 %
Material	293	13.1 %
Counseling	1936	86.4 %
Total	2242	100%

Sent NRT :

	CA	%
Not Sent NRT	246	10.4 %
Sent NRT	2109	89.6 %
Total	2355	100%