Asian Quitline Report

01Jul2014 -- 31Jul2014

Total

	CA
Total	145

Language Line Called :

	CA	%
Vietnamese	51	35.2 %
Cantonese	19	13.1 %
Korean	51	35.2 %
Mandarin	24	16.6 %
Total	145	100%

Called For :

	CA	%
Smoker	134	92.4 %
Proxy	11	7.6 %
Total	145	100%

Age :

	CA	%
18-24	2	1.4 %
25-44	24	16.6 %
44-65	74	51.0 %
65+	43	29.7 %
Unknown	2	1.4 %
Total	145	100%

Gender :

	CA	%
Male	117	80.7 %
Female	26	17.9 %
Do not know	2	1.4 %
Total	145	100%

Education :

	CA	%
Never attended	2	1.4 %
Grades 1-8	17	11.7 %
Grades 9-12	22	15.2 %
High School Diploma	31	21.4 %
Some College or	22	15.2 %
2-yr College Degree	4	2.8 %
4-yr College Degree	40	27.6 %
Postgraduate Degree	2	1.4 %
Do not know	5	3.4 %
Total	145	100%

Hear about from:

	CA	%
Other	4	2.8 %
Radio	9	6.2 %
Friend/Family	19	13.1 %
Clinic/Doctor's Office	4	2.8 %
Internet/Social Media	6	4.1 %
HMO/Med/Insurance	17	11.7 %
Non-Profit	2	1.4 %
Do not Know	4	2.8 %
TV	5	3.4 %
Newspaper/Magazine	57	39.3 %
Mail	18	12.4 %
Total	145	100%

Total calling for themselves:

Service Selected

	CA	%
Material	24	17.9 %
No Service	1	0.7 %
Counseling	109	81.3 %
Total	134	100%

Sent NRT :

	CA	%
Not Sent NRT	20	13.8 %
Sent NRT	125	86.2 %
Total	145	100%

Calls by Date :

	CA	%
07/01/2014	8	5.5 %
07/02/2014	4	2.8 %
07/03/2014	7	4.8 %
07/04/2014		
07/05/2014	1	0.7 %
07/06/2014		
07/07/2014	12	8.3 %
07/08/2014	9	6.2 %
07/09/2014	6	4.1 %
07/10/2014	6	4.1 %
07/11/2014	8	5.5 %
07/12/2014		
07/13/2014		
07/14/2014	8	5.5 %
07/15/2014	9	6.2 %
07/16/2014	8	5.5 %
07/17/2014	7	4.8 %
07/18/2014	5	3.4 %
07/19/2014		
07/20/2014		
07/21/2014	7	4.8 %
07/22/2014	5	3.4 %
07/23/2014	5	3.4 %
07/24/2014	6	4.1 %
07/25/2014	4	2.8 %
07/26/2014		
07/27/2014		
07/28/2014	8	5.5 %
07/29/2014	6	4.1 %
07/30/2014	3	2.1 %
07/31/2014	3	2.1 %
Total	145	100%

Asian Quitline Report

26Sep2012 -- 31Jul2014

Cumulative Total

	CA
Cumulative Total	2673

Language Line Called :

	CA	%
Vietnamese	818	30.6 %
Cantonese	173	6.5 %
Korean	1111	41.6 %
Mandarin	571	21.4 %
Total	2673	100%

Called For :

	CA	%
Proxy	131	4.9 %
Smoker	2542	95.1 %
Total	2673	100%

Age:

	CA	%
<18	2	0.1 %
18-24	42	1.6 %
25-44	573	21.4 %
44-65	1542	57.7 %
65+	461	17.2 %
Unknown	53	2.0 %
Total	2673	100%

Gender :

	CA	%
Male	2201	82.3 %
Female	458	17.1 %
Do not know	14	0.5 %
Total	2673	100%

Education :

	CA	%
Never attended	18	0.7 %
Grades 1-8	226	8.5 %
Grades 9-12	269	10.1 %
GED	2	0.1 %
High School Diploma	715	26.7 %
Some College or	335	12.5 %
2-yr College Degree	126	4.7 %
4-yr College Degree	763	28.5 %
Postgraduate Degree	111	4.2 %
Do not know	108	4.0 %
Total	2673	100%

Hear about from:

	CA	%
Other	128	4.8 %
Friend/Family	522	19.5 %
Pharmacy	11	0.4 %
Radio	150	5.6 %
Hospital	51	1.9 %
Dentist/Dental	2	0.1 %
Mail	32	1.2 %
Clinic/Doctor's Office	120	4.5 %
Phone Book	14	0.5 %
School	6	0.2 %
Billboard/Bus Sign	4	0.1 %
Non-Profit	24	0.9 %
TV	159	5.9 %
Newspaper/Magazine	1203	45.0 %
Do not Know	22	0.8 %
Internet/Social Media	166	6.2 %
HMO/Med/Insurance	59	2.2 %
Total	2673	100%

Total calling for themselves:

Service Selected

	CA	%
Unknown	1	0.0 %
No Service	12	0.5 %
Material	357	14.0 %
Counseling	2172	85.4 %
Total	2542	100%

Sent NRT :

	CA	%
Not Sent NRT	273	10.2 %
Sent NRT	2400	89.8 %
Total	2673	100%