

Asian Quitline Report

01Aug2014 -- 31Aug2014

Total	
	CA
Total	82

Language Line Called :		
	CA	%
Vietnamese	27	32.9 %
Cantonese	8	9.8 %
Korean	34	41.5 %
Mandarin	13	15.9 %
Total	82	100%

Called For :		
	CA	%
Smoker	80	97.6 %
Proxy	2	2.4 %
Total	82	100%

Age :		
	CA	%
18-24	1	1.2 %
25-44	20	24.4 %
44-65	37	45.1 %
65+	22	26.8 %
Unknown	2	2.4 %
Total	82	100%

Gender :		
	CA	%
Male	76	92.7 %
Female	6	7.3 %
Total	82	100%

Education :		
	CA	%
Grades 1-8	11	13.4 %
Grades 9-12	13	15.9 %
High School Diploma	16	19.5 %
Some College or	12	14.6 %
4-yr College Degree	22	26.8 %
Postgraduate Degree	3	3.7 %
Do not know	5	6.1 %
Total	82	100%

Hear about from:		
	CA	%
Other	4	4.9 %
Friend/Family	14	17.1 %
Radio	8	9.8 %
Clinic/Doctor's Office	6	7.3 %
Internet/Social Media	1	1.2 %
HMO/Med/Insurance	12	14.6 %
Mail	12	14.6 %
School	1	1.2 %
TV	2	2.4 %
Newspaper/Magazine	17	20.7 %
Do not Know	5	6.1 %
Total	82	100%

Total calling for themselves:		
Service Selected		
	CA	%
Material	17	21.2 %
Counseling	61	76.2 %
No Service	2	2.5 %
Total	80	100%

Sent NRT :		
	CA	%
Not Sent NRT	5	6.1 %
Sent NRT	77	93.9 %
Total	82	100%

Calls by Date :		
	CA	%
08/01/2014	2	2.4 %
08/02/2014		
08/03/2014		
08/04/2014	6	7.3 %
08/05/2014		
08/06/2014	4	4.9 %
08/07/2014	2	2.4 %
08/08/2014	5	6.1 %
08/09/2014	1	1.2 %
08/10/2014		
08/11/2014	11	13.4 %
08/12/2014	1	1.2 %
08/13/2014	9	11.0 %
08/14/2014		
08/15/2014	3	3.7 %
08/16/2014		
08/17/2014		
08/18/2014	3	3.7 %
08/19/2014		
08/20/2014	2	2.4 %
08/21/2014	2	2.4 %
08/22/2014	4	4.9 %
08/23/2014		
08/24/2014		
08/25/2014	4	4.9 %
08/26/2014	2	2.4 %
08/27/2014	9	11.0 %
08/28/2014	9	11.0 %
08/29/2014	3	3.7 %
08/30/2014		
08/31/2014		
Total	82	100%

Asian Quitline Report

26Sep2012 -- 31Aug2014

Cumulative Total	
	CA
Cumulative Total	2754

Language Line Called :		
	CA	%
Vietnamese	845	30.7 %
Cantonese	181	6.6 %
Korean	1145	41.6 %
Mandarin	583	21.2 %
Total	2754	100%

Called For :		
	CA	%
Proxy	132	4.8 %
Smoker	2622	95.2 %
Total	2754	100%

Age:		
	CA	%
<18	2	0.1 %
18-24	43	1.6 %
25-44	593	21.5 %
44-65	1579	57.3 %
65+	482	17.5 %
Unknown	55	2.0 %
Total	2754	100%

Gender :		
	CA	%
Male	2277	82.7 %
Female	463	16.8 %
Do not know	14	0.5 %
Total	2754	100%

Education :		
	CA	%
Never attended	18	0.7 %
Grades 1-8	237	8.6 %
Grades 9-12	282	10.2 %
GED	2	0.1 %
High School Diploma	731	26.5 %
Some College or	347	12.6 %
2-yr College Degree	126	4.6 %
4-yr College Degree	784	28.5 %
Postgraduate Degree	114	4.1 %
Do not know	113	4.1 %
Total	2754	100%

Hear about from:		
	CA	%
Other	132	4.8 %
Friend/Family	536	19.5 %
Pharmacy	11	0.4 %
Hospital	51	1.9 %
Internet/Social Media	167	6.1 %
HMO/Med/Insurance	71	2.6 %
Radio	158	5.7 %
Dentist/Dental	2	0.1 %
Clinic/Doctor's Office	126	4.6 %
Phone Book	14	0.5 %
School	7	0.3 %
Non-Profit	24	0.9 %
Billboard/Bus Sign	4	0.1 %
Do not Know	27	1.0 %
TV	161	5.8 %
Newspaper/Magazine	1219	44.3 %
Mail	44	1.6 %
Total	2754	100%

Total calling for themselves:		
Service Selected		
	CA	%
UnKnown	1	0.0 %
No Service	14	0.5 %
Material	373	14.2 %
Counseling	2234	85.2 %
Total	2622	100%

Sent NRT :		
	CA	%
Not Sent NRT	275	10.0 %
Sent NRT	2479	90.0 %
Total	2754	100%