

Asian Quitline Report

01Sep2014 -- 30Sep2014

Total	
	CA
Total	199

Language Line Called :

	CA	%
Vietnamese	81	40.7 %
Cantonese	20	10.1 %
Korean	62	31.2 %
Mandarin	36	18.1 %
Total	199	100%

Called For :

	CA	%
Smoker	192	96.5 %
Proxy	7	3.5 %
Total	199	100%

Age :

	CA	%
18-24	1	0.5 %
25-44	29	14.6 %
44-65	108	54.3 %
65+	57	28.6 %
Unknown	4	2.0 %
Total	199	100%

Gender :

	CA	%
Male	167	83.9 %
Female	31	15.6 %
Do not know	1	0.5 %
Total	199	100%

Education :

	CA	%
Grades 1-8	15	7.5 %
Grades 9-12	42	21.1 %
High School Diploma	49	24.6 %
Some College or	31	15.6 %
2-yr College Degree	7	3.5 %
4-yr College Degree	47	23.6 %
Postgraduate Degree	6	3.0 %
Do not know	2	1.0 %
Total	199	100%

Hear about from:

	CA	%
Other	8	4.0 %
Friend/Family	20	10.1 %
Hospital	1	0.5 %
Mail	7	3.5 %
Internet/Social Media	10	5.0 %
HMO/Med/Insurance	18	9.0 %
Clinic/Doctor's Office	7	3.5 %
Non-Profit	1	0.5 %
TV	43	21.6 %
Newspaper/Magazine	73	36.7 %
Radio	6	3.0 %
Do not Know	5	2.5 %
Total	199	100%

Total calling for themselves:

Service Selected		
	CA	%
Material	39	20.3 %
Counseling	152	79.2 %
No Service	1	0.5 %
Total	192	100%

Sent NRT :

	CA	%
Not Sent NRT	25	12.6 %
Sent NRT	174	87.4 %
Total	199	100%

Calls by Date :

	CA	%
09/01/2014		
09/02/2014	2	1.0 %
09/03/2014	8	4.0 %
09/04/2014	1	0.5 %
09/05/2014	2	1.0 %
09/06/2014		
09/07/2014		
09/08/2014	1	0.5 %
09/09/2014	4	2.0 %
09/10/2014	3	1.5 %
09/11/2014	4	2.0 %
09/12/2014	6	3.0 %
09/13/2014		
09/14/2014		
09/15/2014	12	6.0 %
09/16/2014	10	5.0 %
09/17/2014	12	6.0 %
09/18/2014	14	7.0 %
09/19/2014	6	3.0 %
09/20/2014		
09/21/2014		
09/22/2014	9	4.5 %
09/23/2014	20	10.1 %
09/24/2014	36	18.1 %
09/25/2014	17	8.5 %
09/26/2014	4	2.0 %
09/27/2014		
09/28/2014	1	0.5 %
09/29/2014	14	7.0 %
09/30/2014	13	6.5 %
Total	199	100%

Asian Quitline Report

26Sep2012 -- 30Sep2014

Cumulative Total	
	CA
Cumulative Total	2952

Language Line Called :

	CA	%
Vietnamese	926	31.4 %
Cantonese	201	6.8 %
Korean	1207	40.9 %
Mandarin	618	20.9 %
Total	2952	100%

Called For :

	CA	%
Proxy	139	4.7 %
Smoker	2813	95.3 %
Total	2952	100%

Age:

	CA	%
<18	2	0.1 %
18-24	44	1.5 %
25-44	622	21.1 %
44-65	1686	57.1 %
65+	539	18.3 %
Unknown	59	2.0 %
Total	2952	100%

Gender :

	CA	%
Male	2443	82.8 %
Female	494	16.7 %
Do not know	15	0.5 %
Total	2952	100%

Education :

	CA	%
Never attended	18	0.6 %
Grades 1-8	252	8.5 %
Grades 9-12	324	11.0 %
GED	2	0.1 %
High School Diploma	779	26.4 %
Some College or	378	12.8 %
2-yr College Degree	133	4.5 %
4-yr College Degree	831	28.2 %
Postgraduate Degree	120	4.1 %
Do not know	115	3.9 %
Total	2952	100%

Hear about from:

	CA	%
Other	140	4.7 %
Friend/Family	556	18.8 %
Pharmacy	11	0.4 %
Radio	163	5.5 %
Internet/Social Media	177	6.0 %
HMO/Med/Insurance	89	3.0 %
Mail	51	1.7 %
Dentist/Dental	2	0.1 %
Clinic/Doctor's Office	133	4.5 %
Hospital	52	1.8 %
Phone Book	14	0.5 %
Non-Profit	25	0.8 %
Billboard/Bus Sign	4	0.1 %
Do not Know	32	1.1 %
TV	204	6.9 %
Newspaper/Magazine	1292	43.8 %
School	7	0.2 %
Total	2952	100%

Total calling for themselves:

Service Selected		
	CA	%
UnKnown	1	0.0 %
No Service	15	0.5 %
Material	410	14.6 %
Counseling	2387	84.9 %
Total	2813	100%

Sent NRT :

	CA	%
Not Sent NRT	298	10.1 %
Sent NRT	2654	89.9 %
Total	2952	100%