

Asian Quitline Report

01Oct2014 -- 31Oct2014

| Total | |
|--------------|----|
| | NY |
| Total | 26 |

Language Line Called :

| | NY | % |
|--------------|----|--------|
| Korean | 14 | 53.8 % |
| Mandarin | 12 | 46.2 % |
| Total | 26 | 100% |

Called For :

| | NY | % |
|--------------|----|--------|
| Smoker | 25 | 96.2 % |
| Proxy | 1 | 3.8 % |
| Total | 26 | 100% |

Age :

| | NY | % |
|--------------|----|--------|
| 25-44 | 11 | 42.3 % |
| 44-65 | 11 | 42.3 % |
| 65+ | 3 | 11.5 % |
| Unknown | 1 | 3.8 % |
| Total | 26 | 100% |

Gender :

| | NY | % |
|--------------|----|--------|
| Male | 22 | 84.6 % |
| Female | 4 | 15.4 % |
| Total | 26 | 100% |

Education :

| | NY | % |
|---------------------|----|--------|
| Grades 1-8 | 2 | 7.7 % |
| Grades 9-12 | 2 | 7.7 % |
| High School Diploma | 6 | 23.1 % |
| Some College or | 2 | 7.7 % |
| 2-yr College Degree | 1 | 3.8 % |
| 4-yr College Degree | 13 | 50.0 % |
| Total | 26 | 100% |

Hear about from:

| | NY | % |
|------------------------|----|--------|
| Internet/Social Media | 3 | 11.5 % |
| Newspaper/Magazine | 7 | 26.9 % |
| Radio | 6 | 23.1 % |
| Hospital | 1 | 3.8 % |
| Clinic/Doctor's Office | 2 | 7.7 % |
| Friend/Family | 2 | 7.7 % |
| Do not Know | 2 | 7.7 % |
| TV | 1 | 3.8 % |
| Non-Profit | 2 | 7.7 % |
| Total | 26 | 100% |

Total calling for themselves:

| Service Selected | | |
|------------------|----|--------|
| | NY | % |
| Counseling | 17 | 68.0 % |
| Material | 8 | 32.0 % |
| Total | 25 | 100% |

Sent NRT :

| | NY | % |
|--------------|----|--------|
| Not Sent NRT | 2 | 7.7 % |
| Sent NRT | 24 | 92.3 % |
| Total | 26 | 100% |

Calls by Date :

| | NY | % |
|--------------|----|--------|
| 10/01/2014 | 1 | 3.8 % |
| 10/02/2014 | | |
| 10/03/2014 | | |
| 10/04/2014 | | |
| 10/05/2014 | | |
| 10/06/2014 | | |
| 10/07/2014 | 3 | 11.5 % |
| 10/08/2014 | 1 | 3.8 % |
| 10/09/2014 | | |
| 10/10/2014 | | |
| 10/11/2014 | | |
| 10/12/2014 | 1 | 3.8 % |
| 10/13/2014 | 1 | 3.8 % |
| 10/14/2014 | 2 | 7.7 % |
| 10/15/2014 | 1 | 3.8 % |
| 10/16/2014 | 1 | 3.8 % |
| 10/17/2014 | 1 | 3.8 % |
| 10/18/2014 | | |
| 10/19/2014 | | |
| 10/20/2014 | 2 | 7.7 % |
| 10/21/2014 | 4 | 15.4 % |
| 10/22/2014 | 2 | 7.7 % |
| 10/23/2014 | 1 | 3.8 % |
| 10/24/2014 | | |
| 10/25/2014 | | |
| 10/26/2014 | | |
| 10/27/2014 | 1 | 3.8 % |
| 10/28/2014 | | |
| 10/29/2014 | 1 | 3.8 % |
| 10/30/2014 | 2 | 7.7 % |
| 10/31/2014 | 1 | 3.8 % |
| Total | 26 | 100% |

Asian Quitline Report

26Sep2012 -- 31Oct2014

| Cumulative Total | |
|-------------------------|-----|
| | NY |
| Cumulative Total | 773 |

Language Line Called :

| | NY | % |
|--------------|-----|--------|
| Vietnamese | 4 | 0.5 % |
| Korean | 245 | 31.7 % |
| Cantonese | 70 | 9.1 % |
| Mandarin | 454 | 58.7 % |
| Total | 773 | 100% |

Called For :

| | NY | % |
|--------------|-----|--------|
| Proxy | 41 | 5.3 % |
| Smoker | 732 | 94.7 % |
| Total | 773 | 100% |

Age:

| | NY | % |
|--------------|-----|--------|
| <18 | 2 | 0.3 % |
| 18-24 | 13 | 1.7 % |
| 25-44 | 277 | 35.8 % |
| 44-65 | 401 | 51.9 % |
| 65+ | 70 | 9.1 % |
| Unknown | 10 | 1.3 % |
| Total | 773 | 100% |

Gender :

| | NY | % |
|--------------|-----|--------|
| Male | 644 | 83.3 % |
| Female | 127 | 16.4 % |
| Do not know | 2 | 0.3 % |
| Total | 773 | 100% |

Education :

| | NY | % |
|---------------------|-----|--------|
| Never attended | 7 | 0.9 % |
| Grades 1-8 | 123 | 15.9 % |
| Grades 9-12 | 91 | 11.8 % |
| GED | 1 | 0.1 % |
| High School Diploma | 226 | 29.2 % |
| Some College or | 46 | 6.0 % |
| 2-yr College Degree | 17 | 2.2 % |
| 4-yr College Degree | 201 | 26.0 % |
| Postgraduate Degree | 13 | 1.7 % |
| Do not know | 48 | 6.2 % |
| Total | 773 | 100% |

Hear about from:

| | NY | % |
|------------------------|-----|--------|
| Internet/Social Media | 33 | 4.3 % |
| Newspaper/Magazine | 473 | 61.2 % |
| Hospital | 18 | 2.3 % |
| Other | 53 | 6.9 % |
| Friend/Family | 77 | 10.0 % |
| Phone Book | 1 | 0.1 % |
| Clinic/Doctor's Office | 72 | 9.3 % |
| HMO/Med/Insurance | 5 | 0.6 % |
| Dentist/Dental | 1 | 0.1 % |
| Do not Know | 9 | 1.2 % |
| TV | 5 | 0.6 % |
| Non-Profit | 13 | 1.7 % |
| Radio | 13 | 1.7 % |
| Total | 773 | 100% |

Total calling for themselves:

| Service Selected | | |
|------------------|-----|--------|
| | NY | % |
| No Service | 6 | 0.8 % |
| Material | 90 | 12.3 % |
| Counseling | 636 | 86.9 % |
| Total | 732 | 100% |

Sent NRT :

| | NY | % |
|--------------|-----|--------|
| Not Sent NRT | 108 | 14.0 % |
| Sent NRT | 665 | 86.0 % |
| Total | 773 | 100% |