

Asian Quitline Report

01Nov2014 -- 30Nov2014

Total	
	CA
Total	85

Language Line Called :

	CA	%
Vietnamese	30	35.3 %
Cantonese	7	8.2 %
Korean	37	43.5 %
Mandarin	11	12.9 %
Total	85	100%

Called For :

	CA	%
Proxy	1	1.2 %
Smoker	84	98.8 %
Total	85	100%

Age :

	CA	%
18-24	3	3.5 %
25-44	16	18.8 %
44-65	46	54.1 %
65+	16	18.8 %
Unknown	4	4.7 %
Total	85	100%

Gender :

	CA	%
Male	71	83.5 %
Female	14	16.5 %
Total	85	100%

Education :

	CA	%
Never attended	1	1.2 %
Grades 1-8	3	3.5 %
Grades 9-12	12	14.1 %
High School Diploma	21	24.7 %
Some College or	16	18.8 %
2-yr College Degree	4	4.7 %
4-yr College Degree	25	29.4 %
Postgraduate Degree	1	1.2 %
Do not know	2	2.4 %
Total	85	100%

Hear about from:

	CA	%
Other	8	9.4 %
Friend/Family	12	14.1 %
Internet/Social Media	4	4.7 %
HMO/Med/Insurance	20	23.5 %
Mail	8	9.4 %
Radio	6	7.1 %
Non-Profit	2	2.4 %
Clinic/Doctor's Office	7	8.2 %
TV	2	2.4 %
Newspaper/Magazine	10	11.8 %
Do not Know	6	7.1 %
Total	85	100%

Total calling for themselves:

Service Selected		
	CA	%
Material	19	22.6 %
Counseling	65	77.4 %
Total	84	100%

Sent NRT :

	CA	%
Not Sent NRT	7	8.2 %
Sent NRT	78	91.8 %
Total	85	100%

Calls by Date :

	CA	%
11/01/2014		
11/02/2014		
11/03/2014	4	4.7 %
11/04/2014	6	7.1 %
11/05/2014	4	4.7 %
11/06/2014	6	7.1 %
11/07/2014	1	1.2 %
11/08/2014		
11/09/2014		
11/10/2014	4	4.7 %
11/11/2014	4	4.7 %
11/12/2014	3	3.5 %
11/13/2014	7	8.2 %
11/14/2014	5	5.9 %
11/15/2014		
11/16/2014		
11/17/2014	6	7.1 %
11/18/2014	9	10.6 %
11/19/2014	5	5.9 %
11/20/2014	5	5.9 %
11/21/2014	3	3.5 %
11/22/2014		
11/23/2014		
11/24/2014	5	5.9 %
11/25/2014	5	5.9 %
11/26/2014		
11/27/2014		
11/28/2014	3	3.5 %
11/29/2014		
11/30/2014		
Total	85	100%

Asian Quitline Report

26Sep2012 -- 30Nov2014

Cumulative Total	
	CA
Cumulative Total	3188

Language Line Called :

	CA	%
Vietnamese	1026	32.2 %
Cantonese	213	6.7 %
Korean	1300	40.8 %
Mandarin	649	20.4 %
Total	3188	100%

Called For :

	CA	%
Proxy	141	4.4 %
Smoker	3047	95.6 %
Total	3188	100%

Age:

	CA	%
<18	2	0.1 %
18-24	48	1.5 %
25-44	672	21.1 %
44-65	1810	56.8 %
65+	589	18.5 %
Unknown	67	2.1 %
Total	3188	100%

Gender :

	CA	%
Male	2648	83.1 %
Female	524	16.4 %
Do not know	16	0.5 %
Total	3188	100%

Education :

	CA	%
Never attended	20	0.6 %
Grades 1-8	267	8.4 %
Grades 9-12	359	11.3 %
GED	3	0.1 %
High School Diploma	831	26.1 %
Some College or	423	13.3 %
2-yr College Degree	143	4.5 %
4-yr College Degree	899	28.2 %
Postgraduate Degree	124	3.9 %
Do not know	119	3.7 %
Total	3188	100%

Hear about from:

	CA	%
Other	154	4.8 %
Radio	180	5.6 %
Dentist/Dental	2	0.1 %
Hospital	53	1.7 %
Clinic/Doctor's Office	147	4.6 %
Internet/Social Media	187	5.9 %
HMO/Med/Insurance	127	4.0 %
Friend/Family	586	18.4 %
Pharmacy	12	0.4 %
Phone Book	14	0.4 %
School	7	0.2 %
Non-Profit	29	0.9 %
Billboard/Bus Sign	4	0.1 %
Do not Know	41	1.3 %
Mail	75	2.4 %
TV	216	6.8 %
Newspaper/Magazine	1354	42.5 %
Total	3188	100%

Total calling for themselves:

Service Selected		
	CA	%
UnKnown	1	0.0 %
No Service	16	0.5 %
Material	459	15.1 %
Counseling	2571	84.4 %
Total	3047	100%

Sent NRT :

	CA	%
Not Sent NRT	308	9.7 %
Sent NRT	2880	90.3 %
Total	3188	100%