

Asian Quitline Report

01Dec2014 -- 31Dec2014

Total	
	CA
Total	93

Language Line Called :		
	CA	%
Vietnamese	27	29.0 %
Cantonese	8	8.6 %
Korean	48	51.6 %
Mandarin	10	10.8 %
Total	93	100%

Called For :		
	CA	%
Smoker	91	97.8 %
Proxy	2	2.2 %
Total	93	100%

Age :		
	CA	%
18-24	1	1.1 %
25-44	23	24.7 %
44-65	54	58.1 %
65+	15	16.1 %
Total	93	100%

Gender :		
	CA	%
Male	81	87.1 %
Female	12	12.9 %
Total	93	100%

Education :		
	CA	%
Never attended	2	2.2 %
Grades 1-8	6	6.5 %
Grades 9-12	10	10.8 %
GED	1	1.1 %
High School Diploma	18	19.4 %
Some College or	13	14.0 %
2-yr College Degree	3	3.2 %
4-yr College Degree	21	22.6 %
Postgraduate Degree	2	2.2 %
Do not know	17	18.3 %
Total	93	100%

Hear about from:		
	CA	%
Other	24	25.8 %
Friend/Family	18	19.4 %
Radio	14	15.1 %
Internet/Social Media	5	5.4 %
HMO/Med/Insurance	6	6.5 %
Mail	3	3.2 %
Phone Book	1	1.1 %
School	1	1.1 %
Do not Know	4	4.3 %
TV	2	2.2 %
Newspaper/Magazine	12	12.9 %
Clinic/Doctor's Office	3	3.2 %
Total	93	100%

Total calling for themselves:		
Service Selected		
	CA	%
Material	16	17.6 %
Counseling	75	82.4 %
Total	91	100%

Sent NRT :		
	CA	%
Not Sent NRT	13	14.0 %
Sent NRT	80	86.0 %
Total	93	100%

Calls by Date :		
	CA	%
12/01/2014	4	4.3 %
12/02/2014	5	5.4 %
12/03/2014	3	3.2 %
12/04/2014	3	3.2 %
12/05/2014	3	3.2 %
12/06/2014		
12/07/2014		
12/08/2014	5	5.4 %
12/09/2014	5	5.4 %
12/10/2014	2	2.2 %
12/11/2014	6	6.5 %
12/12/2014	2	2.2 %
12/13/2014		
12/14/2014		
12/15/2014	3	3.2 %
12/16/2014	5	5.4 %
12/17/2014	5	5.4 %
12/18/2014	11	11.8 %
12/19/2014		
12/20/2014	2	2.2 %
12/21/2014	1	1.1 %
12/22/2014	5	5.4 %
12/23/2014	5	5.4 %
12/24/2014	3	3.2 %
12/25/2014		
12/26/2014	1	1.1 %
12/27/2014	1	1.1 %
12/28/2014	2	2.2 %
12/29/2014	3	3.2 %
12/30/2014	6	6.5 %
12/31/2014	2	2.2 %
Total	93	100%

Asian Quitline Report

26Sep2012 -- 31Dec2014

Cumulative Total	
	CA
Cumulative Total	3281

Language Line Called :		
	CA	%
Vietnamese	1053	32.1 %
Cantonese	221	6.7 %
Mandarin	659	20.1 %
Korean	1348	41.1 %
Total	3281	100%

Called For :		
	CA	%
Proxy	143	4.4 %
Smoker	3138	95.6 %
Total	3281	100%

Age:		
	CA	%
<18	2	0.1 %
18-24	49	1.5 %
25-44	695	21.2 %
44-65	1864	56.8 %
65+	604	18.4 %
Unknown	67	2.0 %
Total	3281	100%

Gender :		
	CA	%
Male	2729	83.2 %
Female	536	16.3 %
Do not know	16	0.5 %
Total	3281	100%

Education :		
	CA	%
Never attended	22	0.7 %
Grades 1-8	273	8.3 %
Grades 9-12	369	11.2 %
GED	4	0.1 %
High School Diploma	849	25.9 %
Some College or	436	13.3 %
2-yr College Degree	146	4.4 %
4-yr College Degree	920	28.0 %
Postgraduate Degree	126	3.8 %
Do not know	136	4.1 %
Total	3281	100%

Hear about from:		
	CA	%
Other	178	5.4 %
Friend/Family	604	18.4 %
Pharmacy	12	0.4 %
Radio	194	5.9 %
Dentist/Dental	2	0.1 %
Hospital	53	1.6 %
Internet/Social Media	192	5.9 %
HMO/Med/Insurance	133	4.1 %
Mail	78	2.4 %
Phone Book	15	0.5 %
School	8	0.2 %
Non-Profit	29	0.9 %
Billboard/Bus Sign	4	0.1 %
TV	218	6.6 %
Newspaper/Magazine	1366	41.6 %
Do not Know	45	1.4 %
Clinic/Doctor's Office	150	4.6 %
Total	3281	100%

Total calling for themselves:		
Service Selected		
	CA	%
UnKnown	1	0.0 %
Material	474	15.1 %
No Service	16	0.5 %
Counseling	2647	84.4 %
Total	3138	100%

Sent NRT :		
	CA	%
Not Sent NRT	317	9.7 %
Sent NRT	2964	90.3 %
Total	3281	100%