

Asian Quitline Report

01Jan2015 -- 31Jan2015

Total	
	CA
Total	100

Language Line Called :		
	CA	%
Korean	38	38.0 %
Vietnamese	35	35.0 %
Cantonese	8	8.0 %
Mandarin	19	19.0 %
Total	100	100%

Called For :		
	CA	%
Smoker	96	96.0 %
Proxy	4	4.0 %
Total	100	100%

Age :		
	CA	%
18-24	1	1.0 %
25-44	38	38.0 %
44-65	50	50.0 %
65+	10	10.0 %
Unknown	1	1.0 %
Total	100	100%

Gender :		
	CA	%
Male	83	83.0 %
Female	17	17.0 %
Total	100	100%

Education :		
	CA	%
Grades 1-8	8	8.0 %
Grades 9-12	5	5.0 %
GED	1	1.0 %
High School Diploma	27	27.0 %
Some College or	17	17.0 %
2-yr College Degree	6	6.0 %
4-yr College Degree	23	23.0 %
Postgraduate Degree	4	4.0 %
Do not know	9	9.0 %
Total	100	100%

Hear about from:		
	CA	%
Other	11	11.0 %
Friend/Family	19	19.0 %
Radio	27	27.0 %
Phone Book	1	1.0 %
Hospital	2	2.0 %
Internet/Social Media	1	1.0 %
HMO/Med/Insurance	13	13.0 %
Clinic/Doctor's Office	5	5.0 %
Mail	4	4.0 %
TV	7	7.0 %
Newspaper/Magazine	8	8.0 %
Do not Know	2	2.0 %
Total	100	100%

Total calling for themselves:		
	CA	%
Material	9	9.4 %
Counseling	87	90.6 %
Total	96	100%

Sent NRT :		
	CA	%
Not Sent NRT	11	11.0 %
Sent NRT	89	89.0 %
Total	100	100%

Calls by Date :		
	CA	%
01/01/2015	1	1.0 %
01/02/2015	3	3.0 %
01/03/2015		
01/04/2015		
01/05/2015	11	11.0 %
01/06/2015	10	10.0 %
01/07/2015	4	4.0 %
01/08/2015	7	7.0 %
01/09/2015	3	3.0 %
01/10/2015	1	1.0 %
01/11/2015		
01/12/2015	5	5.0 %
01/13/2015	4	4.0 %
01/14/2015	6	6.0 %
01/15/2015	3	3.0 %
01/16/2015	5	5.0 %
01/17/2015		
01/18/2015		
01/19/2015	3	3.0 %
01/20/2015	4	4.0 %
01/21/2015	8	8.0 %
01/22/2015	8	8.0 %
01/23/2015	2	2.0 %
01/24/2015		
01/25/2015		
01/26/2015	2	2.0 %
01/27/2015	1	1.0 %
01/28/2015	2	2.0 %
01/29/2015	4	4.0 %
01/30/2015	3	3.0 %
01/31/2015		
Total	100	100%

Asian Quitline Report

26Sep2012 -- 31Jan2015

Cumulative Total	
	CA
Cumulative Total	3381

Language Line Called :		
	CA	%
Vietnamese	1088	32.2 %
Cantonese	229	6.8 %
Korean	1386	41.0 %
Mandarin	678	20.1 %
Total	3381	100%

Called For :		
	CA	%
Proxy	147	4.3 %
Smoker	3234	95.7 %
Total	3381	100%

Age:		
	CA	%
<18	2	0.1 %
18-24	50	1.5 %
25-44	733	21.7 %
44-65	1914	56.6 %
65+	614	18.2 %
Unknown	68	2.0 %
Total	3381	100%

Gender :		
	CA	%
Male	2812	83.2 %
Female	553	16.4 %
Do not know	16	0.5 %
Total	3381	100%

Education :		
	CA	%
Never attended	22	0.7 %
Grades 1-8	281	8.3 %
Grades 9-12	374	11.1 %
GED	5	0.1 %
High School Diploma	876	25.9 %
Some College or	453	13.4 %
2-yr College Degree	152	4.5 %
4-yr College Degree	943	27.9 %
Postgraduate Degree	130	3.8 %
Do not know	145	4.3 %
Total	3381	100%

Hear about from:		
	CA	%
Other	189	5.6 %
Friend/Family	623	18.4 %
Pharmacy	12	0.4 %
Radio	221	6.5 %
Clinic/Doctor's Office	155	4.6 %
Mail	82	2.4 %
Hospital	55	1.6 %
Dentist/Dental	2	0.1 %
Internet/Social Media	193	5.7 %
HMO/Med/Insurance	146	4.3 %
Phone Book	16	0.5 %
School	8	0.2 %
Non-Profit	29	0.9 %
Do not Know	47	1.4 %
Billboard/Bus Sign	4	0.1 %
TV	225	6.7 %
Newspaper/Magazine	1374	40.6 %
Total	3381	100%

Total calling for themselves:		
	CA	%
UnKnown	1	0.0 %
Material	483	14.9 %
No Service	16	0.5 %
Counseling	2734	84.5 %
Total	3234	100%

Sent NRT :		
	CA	%
Not Sent NRT	325	9.6 %
Sent NRT	3056	90.4 %
Total	3381	100%