

Asian Smokers' Quitline (ASQ): Monthly Totals

01Jan2017 -- 31Jan2017

| Total        |     |
|--------------|-----|
|              | CA  |
| <b>Total</b> | 109 |

Language Line Called :

|              | CA  | %      |
|--------------|-----|--------|
| Vietnamese   | 35  | 32.1 % |
| Cantonese    | 9   | 8.3 %  |
| Korean       | 46  | 42.2 % |
| Mandarin     | 19  | 17.4 % |
| <b>Total</b> | 109 | 100%   |

Called For :

|              | CA  | %      |
|--------------|-----|--------|
| Proxy        | 11  | 10.1 % |
| Smoker       | 98  | 89.9 % |
| <b>Total</b> | 109 | 100%   |

Age :

|              | CA  | %      |
|--------------|-----|--------|
| 18-24        | 1   | 0.9 %  |
| 25-44        | 32  | 29.4 % |
| 44-65        | 54  | 49.5 % |
| 65+          | 18  | 16.5 % |
| Unknown      | 4   | 3.7 %  |
| <b>Total</b> | 109 | 100%   |

Gender :

|              | CA  | %      |
|--------------|-----|--------|
| Male         | 89  | 81.7 % |
| Female       | 20  | 18.3 % |
| <b>Total</b> | 109 | 100%   |

Education :

|                     | CA  | %      |
|---------------------|-----|--------|
| Never attended      | 1   | 0.9 %  |
| Grades 1-8          | 7   | 6.4 %  |
| Grades 9-12         | 11  | 10.1 % |
| GED                 | 1   | 0.9 %  |
| High School Diploma | 22  | 20.2 % |
| Some College or     | 16  | 14.7 % |
| 2-yr College Degree | 7   | 6.4 %  |
| 4-yr College Degree | 29  | 26.6 % |
| Postgraduate Degree | 3   | 2.8 %  |
| Do not know         | 12  | 11.0 % |
| <b>Total</b>        | 109 | 100%   |

Hear about from:

|                        | CA  | %      |
|------------------------|-----|--------|
| Other                  | 15  | 13.8 % |
| Friend/Family          | 17  | 15.6 % |
| Pharmacy               | 1   | 0.9 %  |
| Radio                  | 23  | 21.1 % |
| Phone Book             | 1   | 0.9 %  |
| Mail                   | 1   | 0.9 %  |
| Internet/Social Media  | 5   | 4.6 %  |
| Non-Profit             | 1   | 0.9 %  |
| TV                     | 2   | 1.8 %  |
| Newspaper/Magazine     | 32  | 29.4 % |
| Do not Know            | 2   | 1.8 %  |
| Clinic/Doctor's Office | 9   | 8.3 %  |
| <b>Total</b>           | 109 | 100%   |

Total calling for themselves:

Service Selected

|              | CA | %      |
|--------------|----|--------|
| Material     | 11 | 11.2 % |
| Counseling   | 86 | 87.8 % |
| No Service   | 1  | 1.0 %  |
| <b>Total</b> | 98 | 100%   |

Sent NRT :

|              | CA  | %      |
|--------------|-----|--------|
| Not Sent NRT | 24  | 22.0 % |
| Sent NRT     | 85  | 78.0 % |
| <b>Total</b> | 109 | 100%   |

Calls by Date :

|              | CA  | %     |
|--------------|-----|-------|
| 01/01/2017   |     |       |
| 01/02/2017   | 1   | 0.9 % |
| 01/03/2017   | 10  | 9.2 % |
| 01/04/2017   | 4   | 3.7 % |
| 01/05/2017   | 6   | 5.5 % |
| 01/06/2017   | 9   | 8.3 % |
| 01/07/2017   |     |       |
| 01/08/2017   |     |       |
| 01/09/2017   | 7   | 6.4 % |
| 01/10/2017   | 4   | 3.7 % |
| 01/11/2017   | 9   | 8.3 % |
| 01/12/2017   | 3   | 2.8 % |
| 01/13/2017   | 9   | 8.3 % |
| 01/14/2017   |     |       |
| 01/15/2017   |     |       |
| 01/16/2017   | 7   | 6.4 % |
| 01/17/2017   | 7   | 6.4 % |
| 01/18/2017   | 3   | 2.8 % |
| 01/19/2017   | 1   | 0.9 % |
| 01/20/2017   | 3   | 2.8 % |
| 01/21/2017   |     |       |
| 01/22/2017   |     |       |
| 01/23/2017   | 6   | 5.5 % |
| 01/24/2017   | 1   | 0.9 % |
| 01/25/2017   | 7   | 6.4 % |
| 01/26/2017   | 4   | 3.7 % |
| 01/27/2017   | 3   | 2.8 % |
| 01/28/2017   |     |       |
| 01/29/2017   |     |       |
| 01/30/2017   | 3   | 2.8 % |
| 01/31/2017   | 2   | 1.8 % |
| <b>Total</b> | 109 | 100%  |

Asian Smokers' Quitline (ASQ): Year to Date Totals

01Jan2017 -- 31Jan2017

YTD Running Total

|                  | CA  |
|------------------|-----|
| <b>YTD Total</b> | 109 |

Asian Smokers' Quitline (ASQ): Cumulative Totals

26Sep2012 -- 31Jan2017

Cumulative Total

|                         | CA   |
|-------------------------|------|
| <b>Cumulative Total</b> | 5789 |

Language Line Called :

|              | CA   | %      |
|--------------|------|--------|
| Vietnamese   | 1818 | 31.4 % |
| Cantonese    | 439  | 7.6 %  |
| Korean       | 2348 | 40.6 % |
| Mandarin     | 1184 | 20.5 % |
| <b>Total</b> | 5789 | 100%   |

Called For :

|              | CA   | %      |
|--------------|------|--------|
| Smoker       | 5544 | 95.8 % |
| Proxy        | 245  | 4.2 %  |
| <b>Total</b> | 5789 | 100%   |

Age:

|              | CA   | %      |
|--------------|------|--------|
| <18          | 2    | 0.0 %  |
| 18-24        | 80   | 1.4 %  |
| 25-44        | 1361 | 23.5 % |
| 44-65        | 3225 | 55.7 % |
| 65+          | 1004 | 17.3 % |
| Unknown      | 117  | 2.0 %  |
| <b>Total</b> | 5789 | 100%   |

Gender :

|              | CA   | %      |
|--------------|------|--------|
| Male         | 4822 | 83.3 % |
| Female       | 943  | 16.3 % |
| Do not know  | 24   | 0.4 %  |
| <b>Total</b> | 5789 | 100%   |

Education :

|                     | CA   | %      |
|---------------------|------|--------|
| Never attended      | 31   | 0.5 %  |
| Grades 1-8          | 447  | 7.7 %  |
| Grades 9-12         | 649  | 11.2 % |
| GED                 | 8    | 0.1 %  |
| High School Diploma | 1420 | 24.5 % |
| Some College or     | 804  | 13.9 % |
| 2-yr College Degree | 274  | 4.7 %  |
| 4-yr College Degree | 1604 | 27.7 % |
| Postgraduate Degree | 216  | 3.7 %  |
| Do not know         | 336  | 5.8 %  |
| <b>Total</b>        | 5789 | 100%   |

Hear about from:

|                        | CA   | %      |
|------------------------|------|--------|
| Other                  | 438  | 7.6 %  |
| Radio                  | 655  | 11.3 % |
| Friend/Family          | 1097 | 18.9 % |
| Pharmacy               | 82   | 1.4 %  |
| Hospital               | 117  | 2.0 %  |
| Internet/Social Media  | 300  | 5.2 %  |
| HMO/Med/Insurance      | 189  | 3.3 %  |
| Dentist/Dental         | 10   | 0.2 %  |
| Clinic/Doctor's Office | 431  | 7.4 %  |
| Phone Book             | 23   | 0.4 %  |
| School                 | 11   | 0.2 %  |
| Non-Profit             | 45   | 0.8 %  |
| Billboard/Bus Sign     | 10   | 0.2 %  |
| Do not Know            | 163  | 2.8 %  |
| Mail                   | 113  | 2.0 %  |
| TV                     | 304  | 5.3 %  |
| Newspaper/Magazine     | 1801 | 31.1 % |
| <b>Total</b>           | 5789 | 100%   |

Total calling for themselves:

Service Selected

|              | CA   | %      |
|--------------|------|--------|
| No Service   | 20   | 0.4 %  |
| UnKnown      | 1    | 0.0 %  |
| Counseling   | 4714 | 85.0 % |
| Material     | 809  | 14.6 % |
| <b>Total</b> | 5544 | 100%   |

Sent NRT :

|              | CA   | %      |
|--------------|------|--------|
| Not Sent NRT | 636  | 11.0 % |
| Sent NRT     | 5153 | 89.0 % |
| <b>Total</b> | 5789 | 100%   |