

From 10/1/2017 through 10/31/2017
Contract Dates from 7/1/2017 through 10/31/2017

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The purpose of this report is to display aggregate demographic information by caller type. Caller type information is based upon the date that the participant calls to enroll in a program or receives information about a program.

Method of Entry

NOTE: Includes Tobacco User, Proxy, Provider and General Public.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Phone: Inbound English	232	80.0 %	1270	81.6 %
Phone: Inbound Spanish	1	0.3 %	8	0.5 %
Phone: Inbound Warm Transfer	-	-	1	0.1 %
Phone: Re-enrollment Offer	1	0.3 %	1	0.1 %
Phone: Outbound PBM	1	0.3 %	6	0.4 %
Phone: Outbound Self-Referral	1	0.3 %	4	0.3 %
Web	12	4.1 %	93	6.0 %
Fax	28	9.7 %	141	9.1 %
Online Referral	2	0.7 %	5	0.3 %
Electronic Referral	12	4.1 %	27	1.7 %
Total	290	100.0 %	1556	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	269	92.8 %	1447	93.0 %
Proxy	1	0.3 %	7	0.5 %
Provider	8	2.8 %	26	1.7 %
General Public	12	4.1 %	76	4.9 %
Total	290	100.0 %	1556	100.0 %

How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asthma flyer	-	-	2	0.1 %
Brochure/Newsletter/Flyer	18	6.8 %	61	4.3 %
Cigarette Pack	-	-	2	0.1 %
Community Organization	7	2.7 %	19	1.3 %
CVS/pharmacy	-	-	1	0.1 %
Employer/Worksite	6	2.3 %	14	1.0 %
Family/Friend	37	14.0 %	196	13.8 %
Health Department	8	3.0 %	40	2.8 %
Health Insurance	12	4.5 %	42	2.9 %
Health Professional				29.9 %
Dental Hygienist	-	-	1	0.1 %
Dentist	1	0.4 %	15	1.1 %
Health Care Provider	73	27.7 %	314	22.0 %
Health Educator	1	0.4 %	3	0.2 %
Mental Health Provider	2	0.8 %	12	0.8 %
Nurse	3	1.1 %	16	1.1 %
OB/GYN Specialist	-	-	1	0.1 %
Oncologist	-	-	1	0.1 %
Other	9	3.4 %	31	2.2 %
Other Specialist	3	1.1 %	13	0.9 %
Pharmacist	1	0.4 %	7	0.5 %
Respiratory Therapist	-	-	1	0.1 %
Social Worker	-	-	7	0.5 %
Substance Abuse Provider	1	0.4 %	4	0.3 %
Sub Total	94	35.6 %	426	29.9 %

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How Heard About

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	Current Month	Current Month %	Contract YTD	Contract YTD %
Medicaid Mailing	-	-	1	0.1 %
Newspaper/Magazine	-	-	2	0.1 %
Outdoor Ad				0.6 %
<i>Banner</i>	1	0.4 %	1	0.1 %
<i>Billboard</i>	4	1.5 %	7	0.5 %
<i>Other</i>	-	-	1	0.1 %
Sub Total	5	1.9 %	9	0.6 %
Radio	2	0.8 %	50	3.5 %
Re-enrollment Offer	1	0.4 %	1	0.1 %
Social Media (Facebook, Twitter, YouTube)	-	-	1	0.1 %
TV/Commercial	34	12.9 %	350	24.6 %
TV/News	1	0.4 %	6	0.4 %
Website	17	6.4 %	69	4.8 %
Does Not Remember	7	2.7 %	33	2.3 %
Other	15	5.7 %	100	7.0 %
Refused	-		8	
Not Collected	26		123	
Total	290	100.0 %	1556	100.0 %

Tobacco Users by Gender

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Male	89	42.8 %	470	42.6 %
Female	119	57.2 %	634	57.4 %
Refused	1		2	
Not Collected	-		1	
Not Asked	-		-	
Total	209	100.0 %	1107	100.0 %

Tobacco Users by Ethnicity

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Hispanic	10	5.0 %	46	4.3 %
Non-Hispanic	189	94.5 %	1018	94.9 %
Does Not Know	-	-	4	0.4 %
Refused	5		16	
Not Collected	4		18	
Not Asked	1		5	
Total	209	100.0 %	1107	100.0 %

Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
White	177	88.9 %	912	85.3 %
Black or African American	3	1.5 %	30	2.8 %
Asian				0.5 %
<i>Asian Indian</i>	-	-	-	-
<i>Cambodian</i>	-	-	1	0.1 %
<i>Chinese</i>	1	0.5 %	2	0.2 %
<i>Filipino</i>	-	-	1	0.1 %
<i>Hmong</i>	-	-	-	-
<i>Japanese</i>	-	-	-	-

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Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asian				0.5 %
<i>Korean</i>	-	-	-	-
<i>Laotian</i>	-	-	-	-
<i>Pakistani</i>	-	-	-	-
<i>Taiwanese</i>	-	-	-	-
<i>Thai</i>	-	-	-	-
<i>Vietnamese</i>	-	-	1	0.1 %
<i>Other Asian</i>	-	-	-	-
<i>Indonesian</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	1	0.5 %	5	0.5 %
Native Hawaiian/Other Pacific Islander				0.8 %
<i>Native Hawaiian</i>	-	-	2	0.2 %
<i>Samoan</i>	-	-	-	-
<i>Tongan</i>	-	-	-	-
<i>Tahitian</i>	-	-	-	-
<i>Maori</i>	-	-	-	-
<i>Guamanian/Chamorro</i>	1	0.5 %	1	0.1 %
<i>Other Micronesian (e.g. Marshallese, Palauan, Pohnpeian, Chuukese, Yapese, Saipanese, Kosraean)</i>	-	-	2	0.2 %
<i>Fijian</i>	-	-	-	-
<i>Other Pacific Islander</i>	1	0.5 %	4	0.4 %
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	2	1.0 %	9	0.8 %
American Indian or Alaskan Native	5	2.5 %	55	5.1 %
Arab or Arab American	-	-	2	0.2 %
Other	11	5.5 %	53	5.0 %
Does Not Know	-	-	3	0.3 %
Refused	6		19	
Not Collected	3		14	
Not Asked	1		5	
Total	209	100.0 %	1107	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	206	98.6 %	1097	99.1 %
Spanish	1	0.5 %	6	0.5 %
Cantonese	1	0.5 %	1	0.1 %
Vietnamese	-	-	1	0.1 %
French	1	0.5 %	2	0.2 %
Total	209	100.0 %	1107	100.0 %

Tobacco Users by Age

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
17 years old and under	-	-	-	-
18 to 24	7	3.3 %	51	4.6 %
25 to 30	21	10.0 %	106	9.6 %

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31 to 40	32	15.3 %	181	16.4 %
41 to 50	30	14.4 %	176	15.9 %
51 to 60	56	26.8 %	291	26.3 %
61 to 70	51	24.4 %	230	20.8 %
71 to 80	10	4.8 %	66	6.0 %
Over 80	2	1.0 %	5	0.5 %
Not Collected	-		-	
Refused	-		1	
Total	209	100.0 %	1107	100.0 %

Tobacco Users by Education

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than grade 9	8	4.2 %	33	3.2 %
Grade 9-11, no degree	22	11.5 %	121	11.7 %
GED	21	11.0 %	86	8.3 %
High School Degree	47	24.6 %	255	24.7 %
Some College or University	45	23.6 %	308	29.8 %
College or University Degree	38	19.9 %	181	17.5 %
Some Technical/Trade School	1	0.5 %	13	1.3 %
Technical/Trade School Degree	9	4.7 %	37	3.6 %
Does Not Know	-	-	-	-
Refused	7		25	
Not Collected	9		25	
Not Asked	2		23	
Total	209	100.0 %	1107	100.0 %

Tobacco Users by Tobacco Type

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Cigarette	198	89.2 %	1052	88.3 %
Cigar	9	4.1 %	45	3.8 %
Pipe	3	1.4 %	11	0.9 %
Smokeless Tobacco	8	3.6 %	57	4.8 %
Other	4	1.8 %	27	2.3 %
Not Collected	1		4	
Total	223	100.0 %	1196	100.0 %

Female Tobacco Users by Pregnancy Status

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Not Pregnant	118	99.2 %	616	97.2 %
Currently Pregnant	-	-	7	1.1 %
Planning Pregnancy in the Next 3 Months	-	-	5	0.8 %
Currently Breastfeeding	1	0.8 %	6	0.9 %
Refused	-		-	
Not Collected	-		-	
Total	119	100.0 %	634	100.0 %

Tobacco Users by Chronic Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Arthritis	62	13.1 %	304	12.8 %
Asthma	39	8.2 %	183	7.7 %
CAD	24	5.1 %	108	4.6 %
Cancer	20	4.2 %	90	3.8 %

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Tobacco Users by Chronic Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Chronic Pain	65	13.7 %	341	14.4 %
COPD	54	11.4 %	250	10.6 %
High Blood Pressure	64	13.5 %	325	13.7 %
High Cholesterol	44	9.3 %	207	8.7 %
Stroke	16	3.4 %	79	3.3 %
Type 1 Diabetes	-	-	11	0.5 %
Type 2 Diabetes	24	5.1 %	122	5.2 %
None	56	11.8 %	339	14.3 %
Does Not Know	5	1.1 %	9	0.4 %
Refused	5		22	
Not Collected	2		10	
Total	480	100.0 %	2400	100.0 %

Tobacco Users by Mental Health Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
ADHD	21	5.3 %	119	5.5 %
Anxiety	68	17.1 %	358	16.5 %
Bi-Polar	33	8.3 %	174	8.0 %
Depression	85	21.4 %	444	20.5 %
Drug or Alcohol Abuse	42	10.6 %	242	11.2 %
Gambling Addiction	5	1.3 %	35	1.6 %
PTSD	53	13.4 %	281	13.0 %
Schizophrenia	9	2.3 %	65	3.0 %
None	80	20.2 %	440	20.3 %
Does Not Know	-	-	-	-
Refused	-		5	
Not Collected	1		3	
Total	397	100.0 %	2166	100.0 %

Tobacco Users by Stage at Registration

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Precontemplation	1	0.5 %	2	0.2 %
Contemplation	8	4.1 %	45	4.3 %
Preparation	163	82.7 %	887	85.6 %
Action - Unknown	-	-	-	-
Action - Less than 24 hours	10	5.1 %	32	3.1 %
Action - 24 hours to less than 7 days	6	3.0 %	33	3.2 %
Action - 7 days to less than 1 month	6	3.0 %	20	1.9 %
Action - 1 month to less than 6 months	3	1.5 %	14	1.4 %
Action - 6 months or more	-	-	3	0.3 %
Not Collected	12		71	
Total	209	100.0 %	1107	100.0 %

Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Heterosexual or Straight	179	94.7 %	935	91.5 %
Gay or Lesbian	4	2.1 %	35	3.4 %
Bisexual	4	2.1 %	38	3.7 %
Transgender	-	-	3	0.3 %

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Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Other	1	0.5 %	7	0.7 %
Does Not Know	1	0.5 %	4	0.4 %
Not Asked	4		13	
Not Collected	7		39	
Refused	9		33	
Total	209	100.0 %	1107	100.0 %