

From 9/1/2017 through 9/30/2017
Contract Dates from 7/1/2017 through 9/30/2017

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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	252	76.6 %	1038	81.9 %
Phone: Inbound Spanish	1	0.3 %	7	0.6 %
Phone: Inbound Warm Transfer	-	-	1	0.1 %
Phone: Outbound PBM	1	0.3 %	5	0.4 %
Phone: Outbound Self-Referral	-	-	3	0.2 %
Web	24	7.3 %	81	6.4 %
Fax	38	11.6 %	114	9.0 %
Online Referral	1	0.3 %	3	0.2 %
Electronic Referral	12	3.6 %	15	1.2 %
Total	329	100.0 %	1267	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	306	93.0 %	1179	93.1 %
Proxy	-	-	6	0.5 %
Provider	4	1.2 %	18	1.4 %
General Public	19	5.8 %	64	5.1 %
Total	329	100.0 %	1267	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	0.2 %
Brochure/Newsletter/Flyer	15	5.0 %	44	3.8 %
Cigarette Pack	1	0.3 %	2	0.2 %
Community Organization	4	1.3 %	12	1.0 %
CVS/pharmacy	1	0.3 %	1	0.1 %
Employer/Worksite	3	1.0 %	8	0.7 %
Family/Friend	43	14.2 %	159	13.7 %
Health Department	7	2.3 %	32	2.8 %
Health Insurance	9	3.0 %	30	2.6 %
Health Professional				28.6 %
<i>Dental Hygienist</i>	-	-	1	0.1 %
<i>Dentist</i>	6	2.0 %	14	1.2 %
<i>Health Care Provider</i>	85	28.1 %	241	20.7 %
<i>Health Educator</i>	1	0.3 %	2	0.2 %
<i>Mental Health Provider</i>	5	1.7 %	10	0.9 %
<i>Nurse</i>	4	1.3 %	13	1.1 %
<i>OB/GYN Specialist</i>	1	0.3 %	1	0.1 %
<i>Oncologist</i>	1	0.3 %	1	0.1 %
<i>Other</i>	7	2.3 %	22	1.9 %
<i>Other Specialist</i>	2	0.7 %	10	0.9 %
<i>Pharmacist</i>	1	0.3 %	6	0.5 %
<i>Respiratory Therapist</i>	-	-	1	0.1 %
<i>Social Worker</i>	1	0.3 %	7	0.6 %
<i>Substance Abuse Provider</i>	2	0.7 %	3	0.3 %
Sub Total	116	38.4 %	332	28.6 %
Medicaid Mailing	1	0.3 %	1	0.1 %

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How Heard About

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	Current Month	Current Month %	Contract YTD	Contract YTD %
Newspaper/Magazine	-	-	2	0.2 %
Outdoor Ad				0.3 %
<i>Billboard</i>	1	0.3 %	3	0.3 %
<i>Other</i>	-	-	1	0.1 %
Sub Total	1	0.3 %	4	0.3 %
Radio	5	1.7 %	48	4.1 %
Social Media (Facebook, Twitter, YouTube)	1	0.3 %	1	0.1 %
TV/Commercial	36	11.9 %	316	27.2 %
TV/News	1	0.3 %	5	0.4 %
Website	18	6.0 %	52	4.5 %
Does Not Remember	14	4.6 %	27	2.3 %
Other	26	8.6 %	84	7.2 %
Refused	3		8	
Not Collected	24		97	
Total	329	100.0 %	1267	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	85	36.5 %	381	42.6 %
Female	148	63.5 %	514	57.4 %
Refused	-		1	
Not Collected	-		1	
Not Asked	-		-	
Total	233	100.0 %	897	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	6	2.7 %	36	4.1 %
Non-Hispanic	216	95.6 %	828	95.0 %
Does Not Know	2	0.9 %	4	0.5 %
Refused	3		11	
Not Collected	4		14	
Not Asked	2		4	
Total	233	100.0 %	897	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	185	81.9 %	734	84.5 %
Black or African American	6	2.7 %	27	3.1 %
Asian				0.5 %
<i>Asian Indian</i>	-	-	-	-
<i>Cambodian</i>	-	-	1	0.1 %
<i>Chinese</i>	1	0.4 %	1	0.1 %
<i>Filipino</i>	1	0.4 %	1	0.1 %
<i>Hmong</i>	-	-	-	-
<i>Japanese</i>	-	-	-	-
<i>Korean</i>	-	-	-	-
<i>Laotian</i>	-	-	-	-
<i>Pakistani</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>Taiwanese</i>	-	-	-	-
<i>Thai</i>	-	-	-	-
<i>Vietnamese</i>	1	0.4 %	1	0.1 %
<i>Other Asian</i>	-	-	-	-
<i>Indonesian</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	3	1.3 %	4	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>	-	-	-	-
<i>Other Micronesian (e.g. Marshallese, Palauan, Pohnpeian, Chuukese, Yapese, Saipanese, Kosraean)</i>	-	-	2	0.2 %
<i>Fijian</i>	-	-	-	-
<i>Other Pacific Islander</i>	-	-	3	0.3 %
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	-	-	7	0.8 %
American Indian or Alaskan Native	20	8.9 %	50	5.8 %
Arab or Arab American	-	-	2	0.2 %
Other	11	4.9 %	42	4.8 %
Does Not Know	1	0.4 %	3	0.3 %
Refused	3		13	
Not Collected	2		11	
Not Asked	2		4	
Total	233	100.0 %	897	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	231	99.1 %	890	99.2 %
Spanish	1	0.4 %	5	0.6 %
Vietnamese	1	0.4 %	1	0.1 %
French	-	-	1	0.1 %
Total	233	100.0 %	897	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	13	5.6 %	44	4.9 %
25 to 30	21	9.0 %	85	9.5 %
31 to 40	42	18.0 %	149	16.6 %
41 to 50	33	14.2 %	145	16.2 %
51 to 60	66	28.3 %	235	26.2 %
61 to 70	44	18.9 %	179	20.0 %

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71 to 80	13	5.6 %	56	6.3 %
Over 80	1	0.4 %	3	0.3 %
Not Collected	-		-	
Refused	-		1	
Total	233	100.0 %	897	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	6	2.7 %	25	3.0 %
Grade 9-11, no degree	26	11.6 %	99	11.7 %
GED	20	8.9 %	68	8.0 %
High School Degree	50	22.3 %	207	24.4 %
Some College or University	70	31.3 %	264	31.2 %
College or University Degree	39	17.4 %	143	16.9 %
Some Technical/Trade School	2	0.9 %	13	1.5 %
Technical/Trade School Degree	11	4.9 %	28	3.3 %
Does Not Know	-	-	-	-
Refused	4		18	
Not Collected	3		14	
Not Asked	2		18	
Total	233	100.0 %	897	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	220	90.2 %	853	88.0 %
Cigar	4	1.6 %	36	3.7 %
Pipe	1	0.4 %	8	0.8 %
Smokeless Tobacco	12	4.9 %	49	5.1 %
Other	7	2.9 %	23	2.4 %
Not Collected	1		3	
Total	245	100.0 %	972	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	140	94.6 %	497	96.7 %
Currently Pregnant	5	3.4 %	7	1.4 %
Planning Pregnancy in the Next 3 Months	1	0.7 %	5	1.0 %
Currently Breastfeeding	2	1.4 %	5	1.0 %
Refused	-		-	
Not Collected	-		-	
Total	148	100.0 %	514	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	60	12.4 %	241	12.7 %
Asthma	40	8.3 %	145	7.7 %
CAD	20	4.1 %	84	4.4 %
Cancer	19	3.9 %	70	3.7 %
Chronic Pain	72	14.9 %	275	14.5 %
COPD	51	10.5 %	196	10.4 %
High Blood Pressure	64	13.2 %	260	13.7 %
High Cholesterol	42	8.7 %	163	8.6 %

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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 %
Stroke	10	2.1 %	62	3.3 %
Type 1 Diabetes	3	0.6 %	11	0.6 %
Type 2 Diabetes	28	5.8 %	98	5.2 %
None	74	15.3 %	283	15.0 %
Does Not Know	1	0.2 %	4	0.2 %
Refused	4		16	
Not Collected	1		8	
Total	489	100.0 %	1916	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	25	5.2 %	98	5.5 %
Anxiety	85	17.8 %	290	16.4 %
Bi-Polar	46	9.6 %	141	8.0 %
Depression	92	19.2 %	359	20.3 %
Drug or Alcohol Abuse	40	8.4 %	198	11.2 %
Gambling Addiction	7	1.5 %	31	1.8 %
PTSD	66	13.8 %	228	12.9 %
Schizophrenia	18	3.8 %	57	3.2 %
None	97	20.3 %	360	20.4 %
Does Not Know	-	-	-	-
Refused	1		5	
Not Collected	1		2	
Total	478	100.0 %	1769	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 %	1	0.1 %
Contemplation	4	1.8 %	37	4.4 %
Preparation	192	88.1 %	723	86.2 %
Action - Unknown	-	-	-	-
Action - Less than 24 hours	10	4.6 %	23	2.7 %
Action - 24 hours to less than 7 days	8	3.7 %	27	3.2 %
Action - 7 days to less than 1 month	1	0.5 %	14	1.7 %
Action - 1 month to less than 6 months	1	0.5 %	11	1.3 %
Action - 6 months or more	1	0.5 %	3	0.4 %
Not Collected	15		58	
Total	233	100.0 %	897	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	192	91.0 %	755	90.7 %
Gay or Lesbian	7	3.3 %	31	3.7 %
Bisexual	10	4.7 %	34	4.1 %
Transgender	1	0.5 %	3	0.4 %
Other	1	0.5 %	6	0.7 %
Does Not Know	-	-	3	0.4 %
Not Asked	5		9	
Not Collected	11		32	

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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 %
Refused	6		24	
Total	233	100.0 %	897	100.0 %