

From 1/1/2017 through 1/31/2017  
Contract Dates from 7/1/2016 through 1/31/2017

Print Date/Time 2/3/2017 8:49:22 AM

**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	376	83.9 %	2187	70.8 %
Phone: Inbound Spanish	6	1.3 %	17	0.6 %
Phone: Re-enrollment Offer	-	-	1	0.0 %
Phone: Outbound PBM	3	0.7 %	9	0.3 %
Phone: Outbound Re-enrollment	-	-	399	12.9 %
Phone: Outbound Self-Referral	2	0.4 %	18	0.6 %
Web	11	2.5 %	109	3.5 %
Fax	48	10.7 %	338	10.9 %
Online Referral	2	0.4 %	11	0.4 %
<b>Total</b>	<b>448</b>	<b>100.0 %</b>	<b>3089</b>	<b>100.0 %</b>

### Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	421	94.0 %	2938	95.1 %
Proxy	9	2.0 %	26	0.8 %
Provider	5	1.1 %	49	1.6 %
General Public	13	2.9 %	76	2.5 %
<b>Total</b>	<b>448</b>	<b>100.0 %</b>	<b>3089</b>	<b>100.0 %</b>

### 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	-	-	3	0.1 %
Brochure/Newsletter/Flyer	10	2.4 %	108	3.7 %
Cigarette Pack	1	0.2 %	1	0.0 %
Community Organization	9	2.2 %	47	1.6 %
CVS/pharmacy	-	-	6	0.2 %
Employer/Worksite	-	-	34	1.2 %
Family/Friend	46	11.1 %	344	11.9 %
Health Department	7	1.7 %	48	1.7 %
Health Insurance	11	2.6 %	77	2.7 %
Health Professional				29.8 %
<i>Dental Hygienist</i>	-	-	4	0.1 %
<i>Dentist</i>	4	1.0 %	44	1.5 %
<i>Health Care Provider</i>	81	19.5 %	608	20.9 %
<i>Health Educator</i>	-	-	6	0.2 %
<i>Mental Health Provider</i>	7	1.7 %	28	1.0 %
<i>Nurse</i>	4	1.0 %	32	1.1 %
<i>Nutrition Specialist</i>	-	-	1	0.0 %
<i>OB/GYN Specialist</i>	-	-	3	0.1 %
<i>Oncologist</i>	-	-	1	0.0 %
<i>Other</i>	8	1.9 %	62	2.1 %
<i>Other Specialist</i>	-	-	16	0.6 %
<i>Pharmacist</i>	5	1.2 %	19	0.7 %
<i>Physician Assistant</i>	-	-	4	0.1 %
<i>Respiratory Therapist</i>	-	-	3	0.1 %
<i>Social Worker</i>	4	1.0 %	13	0.4 %

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Print Date/Time 2/3/2017 8:49:22 AM

### 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 %
Health Professional				29.8 %
<i>Substance Abuse Provider</i>	3	0.7 %	20	0.7 %
<b>Sub Total</b>	<b>116</b>	<b>27.9 %</b>	<b>864</b>	<b>29.8 %</b>
Medicaid Mailing	1	0.2 %	5	0.2 %
Medical Marijuana Program Re-enrollment Packet	-	-	1	0.0 %
Newspaper/Magazine	-	-	4	0.1 %
Outbound Re-enrollment Offer	-	-	399	13.7 %
Outdoor Ad				0.3 %
<i>Banner</i>	-	-	1	0.0 %
<i>Billboard</i>	2	0.5 %	7	0.2 %
<i>Other</i>	-	-	2	0.1 %
<b>Sub Total</b>	<b>2</b>	<b>0.5 %</b>	<b>10</b>	<b>0.3 %</b>
QUITNOW Mobile App	-	-	2	0.1 %
Radio	1	0.2 %	35	1.2 %
Re-enrollment Offer	-	-	1	0.0 %
Safeway/pharmacy	-	-	1	0.0 %
Social Media (Facebook, Twitter, YouTube)	-	-	4	0.1 %
TV/Commercial	142	34.1 %	455	15.7 %
TV/News	-	-	6	0.2 %
Website	18	4.3 %	125	4.3 %
Does Not Remember	10	2.4 %	76	2.6 %
Other	42	10.1 %	247	8.5 %
Refused	5		25	
Not Collected	27		161	
<b>Total</b>	<b>448</b>	<b>100.0 %</b>	<b>3089</b>	<b>100.0 %</b>

### 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	133	40.3 %	932	41.1 %
Female	197	59.7 %	1336	58.9 %
Refused	-		2	
Not Collected	-		-	
Not Asked	-		-	
<b>Total</b>	<b>330</b>	<b>100.0 %</b>	<b>2270</b>	<b>100.0 %</b>

### 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	13	4.0 %	127	5.9 %
Non-Hispanic	309	95.4 %	1978	91.7 %
Does Not Know	-	-	8	0.4 %
Refused	4		35	
Not Collected	2		78	
Not Asked	2		44	
<b>Total</b>	<b>330</b>	<b>100.0 %</b>	<b>2270</b>	<b>100.0 %</b>

### 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	276	86.5 %	1808	85.7 %
Black or African American	10	3.1 %	69	3.3 %
Asian				0.5 %

From 1/1/2017 through 1/31/2017  
Contract Dates from 7/1/2016 through 1/31/2017

Print Date/Time 2/3/2017 8:49:22 AM

Asian Indian	-	-	-	-
Cambodian	-	-	-	-
Chinese	-	-	-	-
Filipino	1	0.3 %	2	0.1 %
Hmong	-	-	1	0.0 %
Japanese	-	-	3	0.1 %
Korean	-	-	-	-
Laotian	-	-	-	-
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	-	-	1	0.0 %
Other Asian	-	-	3	0.1 %
Indonesian	-	-	-	-
Does Not Know	-	-	-	-
Refused	-	-	1	0.0 %
Not Collected	-	-	-	-
<b>Sub Total</b>	<b>1</b>	<b>0.3 %</b>	<b>11</b>	<b>0.5 %</b>
<b>Native Hawaiian/Other Pacific Islander</b>				<b>0.6 %</b>
Native Hawaiian	-	-	6	0.3 %
Samoan	-	-	-	-
Tongan	-	-	-	-
Tahitian	-	-	-	-
Maori	-	-	-	-
Guamanian/Chamorro	-	-	-	-
Other Micronesian (e.g. Marshallese, Palauan, Pohnpeian, Chuukese, Yapese, Saipanese, Kosraean)	-	-	2	0.1 %
Fijian	-	-	-	-
Other Pacific Islander	1	0.3 %	5	0.2 %
Does Not Know	-	-	-	-
Refused	-	-	-	-
Not Collected	-	-	-	-
<b>Sub Total</b>	<b>1</b>	<b>0.3 %</b>	<b>13</b>	<b>0.6 %</b>
American Indian or Alaskan Native	10	3.1 %	94	4.5 %
Arab or Arab American	3	0.9 %	5	0.2 %
Other	18	5.6 %	107	5.1 %
Does Not Know	-	-	3	0.1 %
Refused	5		33	
Not Collected	4		84	
Not Asked	2		43	
<b>Total</b>	<b>330</b>	<b>100.0 %</b>	<b>2270</b>	<b>100.0 %</b>

### Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	322	97.6 %	2234	98.4 %
Spanish	4	1.2 %	27	1.2 %
Other	-	-	3	0.1 %
Karen	-	-	1	0.0 %
Arabic	4	1.2 %	5	0.2 %
<b>Total</b>	<b>330</b>	<b>100.0 %</b>	<b>2270</b>	<b>100.0 %</b>

### 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	23	7.0 %	148	6.5 %

From 1/1/2017 through 1/31/2017  
Contract Dates from 7/1/2016 through 1/31/2017

Print Date/Time 2/3/2017 8:49:22 AM

### 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 %
25 to 30	29	8.8 %	198	8.7 %
31 to 40	47	14.3 %	346	15.3 %
41 to 50	49	14.9 %	377	16.6 %
51 to 60	96	29.3 %	645	28.5 %
61 to 70	64	19.5 %	414	18.3 %
71 to 80	19	5.8 %	125	5.5 %
Over 80	1	0.3 %	13	0.6 %
Not Collected	-		-	
Refused	2		4	
<b>Total</b>	<b>330</b>	<b>100.0 %</b>	<b>2270</b>	<b>100.0 %</b>

### 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	13	4.1 %	89	4.3 %
Grade 9-11, no degree	47	15.0 %	273	13.2 %
GED	15	4.8 %	165	8.0 %
High School Degree	84	26.8 %	534	25.8 %
Some College or University	86	27.4 %	568	27.5 %
College or University Degree	53	16.9 %	342	16.5 %
Some Technical/Trade School	5	1.6 %	24	1.2 %
Technical/Trade School Degree	11	3.5 %	68	3.3 %
Does Not Know	-	-	6	0.3 %
Refused	9		53	
Not Collected	3		81	
Not Asked	4		67	
<b>Total</b>	<b>330</b>	<b>100.0 %</b>	<b>2270</b>	<b>100.0 %</b>

### 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	314	90.5 %	2130	89.1 %
Cigar	6	1.7 %	61	2.6 %
Pipe	2	0.6 %	19	0.8 %
Smokeless Tobacco	20	5.8 %	137	5.7 %
Other	5	1.4 %	44	1.8 %
Not Collected	4		38	
<b>Total</b>	<b>351</b>	<b>100.0 %</b>	<b>2429</b>	<b>100.0 %</b>

### 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	191	97.0 %	1297	97.1 %
Currently Pregnant	3	1.5 %	23	1.7 %
Planning Pregnancy in the Next 3 Months	3	1.5 %	10	0.7 %
Currently Breastfeeding	-	-	6	0.4 %
Refused	-		-	
Not Collected	-		-	
<b>Total</b>	<b>197</b>	<b>100.0 %</b>	<b>1336</b>	<b>100.0 %</b>

From 1/1/2017 through 1/31/2017  
Contract Dates from 7/1/2016 through 1/31/2017

Print Date/Time 2/3/2017 8:49:22 AM

### 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	93	13.0 %	623	12.5 %
Asthma	69	9.6 %	464	9.3 %
CAD	28	3.9 %	207	4.2 %
Cancer	16	2.2 %	155	3.1 %
Chronic Pain	104	14.5 %	763	15.4 %
COPD	86	12.0 %	531	10.7 %
High Blood Pressure	96	13.4 %	667	13.4 %
High Cholesterol	62	8.7 %	450	9.1 %
Stroke	12	1.7 %	121	2.4 %
Type 1 Diabetes	7	1.0 %	37	0.7 %
Type 2 Diabetes	31	4.3 %	265	5.3 %
None	112	15.6 %	676	13.6 %
Does Not Know	-	-	8	0.2 %
Refused	7		44	
Not Collected	3		35	
<b>Total</b>	<b>726</b>	<b>100.0 %</b>	<b>5046</b>	<b>100.0 %</b>

### 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	38	5.7 %	230	5.3 %
Anxiety	104	15.7 %	693	16.0 %
Bi-Polar	56	8.5 %	345	7.9 %
Depression	144	21.8 %	935	21.5 %
Drug or Alcohol Abuse	81	12.3 %	483	11.1 %
Gambling Addiction	12	1.8 %	68	1.6 %
PTSD	90	13.6 %	537	12.4 %
Schizophrenia	20	3.0 %	130	3.0 %
None	116	17.5 %	905	20.8 %
Does Not Know	-	-	1	0.0 %
Refused	-		6	
Not Collected	-		11	
<b>Total</b>	<b>661</b>	<b>100.0 %</b>	<b>4344</b>	<b>100.0 %</b>

### 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	0.3 %	2	0.1 %
Contemplation	3	0.9 %	39	1.7 %
Preparation	289	88.9 %	2017	90.0 %
Action - Unknown	1	0.3 %	2	0.1 %
Action - Less than 24 hours	3	0.9 %	29	1.3 %
Action - 24 hours to less than 7 days	12	3.7 %	66	2.9 %
Action - 7 days to less than 1 month	11	3.4 %	56	2.5 %
Action - 1 month to less than 6 months	2	0.6 %	19	0.8 %
Action - 6 months or more	3	0.9 %	10	0.4 %
Not Collected	5		30	
<b>Total</b>	<b>330</b>	<b>100.0 %</b>	<b>2270</b>	<b>100.0 %</b>

From 1/1/2017 through 1/31/2017  
Contract Dates from 7/1/2016 through 1/31/2017

Print Date/Time 2/3/2017 8:49:22 AM

### 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	284	94.7 %	1845	92.5 %
Gay or Lesbian	5	1.7 %	53	2.7 %
Bisexual	7	2.3 %	62	3.1 %
Transgender	-	-	10	0.5 %
Other	4	1.3 %	18	0.9 %
Does Not Know	-	-	6	0.3 %
Not Asked	4		25	
Not Collected	11		172	
Refused	15		79	
<b>Total</b>	<b>330</b>	<b>100.0 %</b>	<b>2270</b>	<b>100.0 %</b>