

From 2/1/2017 through 2/28/2017
Contract Dates from 7/1/2016 through 2/28/2017

Print Date/Time 3/3/2017 6:21:27 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	393	73.6 %	2580	71.2 %
Phone: Inbound Spanish	3	0.6 %	20	0.6 %
Phone: Inbound Warm Transfer	1	0.2 %	1	0.0 %
Phone: Re-enrollment Offer	-	-	1	0.0 %
Phone: Outbound PBM	7	1.3 %	16	0.4 %
Phone: Outbound Re-enrollment	-	-	399	11.0 %
Phone: Outbound Self-Referral	-	-	18	0.5 %
Web	16	3.0 %	125	3.5 %
Fax	113	21.2 %	451	12.4 %
Online Referral	1	0.2 %	12	0.3 %
Total	534	100.0 %	3623	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	501	93.8 %	3439	94.9 %
Proxy	4	0.7 %	30	0.8 %
Provider	3	0.6 %	52	1.4 %
General Public	26	4.9 %	102	2.8 %
Total	534	100.0 %	3623	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	0.4 %	5	0.1 %
Brochure/Newsletter/Flyer	13	2.6 %	121	3.6 %
Cigarette Pack	-	-	1	0.0 %
Community Organization	5	1.0 %	52	1.5 %
CVS/pharmacy	-	-	6	0.2 %
Employer/Worksite	6	1.2 %	40	1.2 %
Family/Friend	55	11.0 %	399	11.7 %
Health Department	10	2.0 %	58	1.7 %
Health Insurance	9	1.8 %	86	2.5 %
Health Professional				31.1 %
<i>Dental Hygienist</i>	-	-	4	0.1 %
<i>Dentist</i>	13	2.6 %	57	1.7 %
<i>Health Care Provider</i>	138	27.5 %	746	21.9 %
<i>Health Educator</i>	2	0.4 %	8	0.2 %
<i>Mental Health Provider</i>	5	1.0 %	33	1.0 %
<i>Nurse</i>	2	0.4 %	34	1.0 %
<i>Nutrition Specialist</i>	-	-	1	0.0 %
<i>OB/GYN Specialist</i>	1	0.2 %	4	0.1 %
<i>Oncologist</i>	-	-	1	0.0 %
<i>Other</i>	17	3.4 %	79	2.3 %
<i>Other Specialist</i>	3	0.6 %	19	0.6 %
<i>Pharmacist</i>	7	1.4 %	26	0.8 %
<i>Physician Assistant</i>	1	0.2 %	5	0.1 %
<i>Respiratory Therapist</i>	-	-	3	0.1 %
<i>Social Worker</i>	2	0.4 %	15	0.4 %

From 2/1/2017 through 2/28/2017
Contract Dates from 7/1/2016 through 2/28/2017

Print Date/Time 3/3/2017 6:21:27 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				31.1 %
<i>Substance Abuse Provider</i>	3	0.6 %	23	0.7 %
Sub Total	194	38.7 %	1058	31.1 %
Medicaid Mailing	-	-	5	0.1 %
Medical Marijuana Program Re-enrollment Packet	-	-	1	0.0 %
Newspaper/Magazine	2	0.4 %	6	0.2 %
Outbound Re-enrollment Offer	-	-	399	11.7 %
Outdoor Ad				0.4 %
<i>Banner</i>	-	-	1	0.0 %
<i>Billboard</i>	2	0.4 %	9	0.3 %
<i>Other</i>	-	-	2	0.1 %
Sub Total	2	0.4 %	12	0.4 %
QUITNOW Mobile App	-	-	2	0.1 %
Radio	8	1.6 %	43	1.3 %
Re-enrollment Offer	-	-	1	0.0 %
Safeway/pharmacy	-	-	1	0.0 %
Social Media (Facebook, Twitter, YouTube)	-	-	4	0.1 %
TV/Commercial	137	27.3 %	592	17.4 %
TV/News	-	-	6	0.2 %
Website	16	3.2 %	141	4.1 %
Does Not Remember	11	2.2 %	87	2.6 %
Other	31	6.2 %	278	8.2 %
Refused	2		27	
Not Collected	31		192	
Total	534	100.0 %	3623	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	172	44.4 %	1104	41.6 %
Female	215	55.6 %	1551	58.4 %
Refused	1		3	
Not Collected	-		-	
Not Asked	-		-	
Total	388	100.0 %	2658	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	19	5.2 %	146	5.8 %
Non-Hispanic	345	93.8 %	2324	92.0 %
Does Not Know	1	0.3 %	9	0.4 %
Refused	6		41	
Not Collected	14		91	
Not Asked	3		47	
Total	388	100.0 %	2658	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	314	86.3 %	2123	85.8 %
Black or African American	11	3.0 %	80	3.2 %
Asian				0.5 %

From 2/1/2017 through 2/28/2017
Contract Dates from 7/1/2016 through 2/28/2017

Print Date/Time 3/3/2017 6:21:27 AM

Asian Indian	-	-	-	-
Cambodian	-	-	-	-
Chinese	-	-	-	-
Filipino	-	-	2	0.1 %
Hmong	-	-	1	0.0 %
Japanese	1	0.3 %	4	0.2 %
Korean	-	-	-	-
Laotian	-	-	-	-
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	-	-	1	0.0 %
Other Asian	-	-	3	0.1 %
Indonesian	-	-	-	-
Does Not Know	-	-	-	-
Refused	-	-	1	0.0 %
Not Collected	-	-	-	-
Sub Total	1	0.3 %	12	0.5 %
Native Hawaiian/Other Pacific Islander				0.6 %
Native Hawaiian	-	-	6	0.2 %
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 %	6	0.2 %
Does Not Know	-	-	-	-
Refused	-	-	-	-
Not Collected	-	-	-	-
Sub Total	1	0.3 %	14	0.6 %
American Indian or Alaskan Native	16	4.4 %	110	4.4 %
Arab or Arab American	1	0.3 %	6	0.2 %
Other	20	5.5 %	127	5.1 %
Does Not Know	-	-	3	0.1 %
Refused	6		39	
Not Collected	16		99	
Not Asked	2		45	
Total	388	100.0 %	2658	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	384	99.0 %	2618	98.5 %
Spanish	4	1.0 %	31	1.2 %
Other	-	-	3	0.1 %
Karen	-	-	1	0.0 %
Arabic	-	-	5	0.2 %
Total	388	100.0 %	2658	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	18	4.7 %	165	6.2 %

From 2/1/2017 through 2/28/2017
Contract Dates from 7/1/2016 through 2/28/2017

Print Date/Time 3/3/2017 6:21:27 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	34	8.8 %	233	8.8 %
31 to 40	52	13.4 %	398	15.0 %
41 to 50	66	17.1 %	443	16.7 %
51 to 60	122	31.5 %	767	28.9 %
61 to 70	73	18.9 %	487	18.4 %
71 to 80	21	5.4 %	145	5.5 %
Over 80	1	0.3 %	14	0.5 %
Not Collected	-		-	
Refused	1		6	
Total	388	100.0 %	2658	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	14	3.8 %	103	4.2 %
Grade 9-11, no degree	58	15.9 %	334	13.7 %
GED	29	8.0 %	194	8.0 %
High School Degree	98	26.9 %	633	26.0 %
Some College or University	104	28.6 %	668	27.5 %
College or University Degree	47	12.9 %	391	16.1 %
Some Technical/Trade School	5	1.4 %	29	1.2 %
Technical/Trade School Degree	9	2.5 %	74	3.0 %
Does Not Know	-	-	6	0.2 %
Refused	6		59	
Not Collected	14		95	
Not Asked	4		72	
Total	388	100.0 %	2658	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	370	87.5 %	2500	88.8 %
Cigar	13	3.1 %	74	2.6 %
Pipe	5	1.2 %	24	0.9 %
Smokeless Tobacco	24	5.7 %	161	5.7 %
Other	11	2.6 %	55	2.0 %
Not Collected	-		38	
Total	423	100.0 %	2852	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	210	97.7 %	1507	97.2 %
Currently Pregnant	5	2.3 %	28	1.8 %
Planning Pregnancy in the Next 3 Months	-	-	10	0.6 %
Currently Breastfeeding	-	-	6	0.4 %
Refused	-		-	
Not Collected	-		-	
Total	215	100.0 %	1551	100.0 %

From 2/1/2017 through 2/28/2017
Contract Dates from 7/1/2016 through 2/28/2017

Print Date/Time 3/3/2017 6:21:27 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	117	13.9 %	740	12.7 %
Asthma	72	8.5 %	536	9.2 %
CAD	30	3.6 %	237	4.1 %
Cancer	33	3.9 %	190	3.3 %
Chronic Pain	127	15.1 %	893	15.4 %
COPD	96	11.4 %	626	10.8 %
High Blood Pressure	117	13.9 %	783	13.5 %
High Cholesterol	72	8.5 %	520	8.9 %
Stroke	18	2.1 %	139	2.4 %
Type 1 Diabetes	6	0.7 %	43	0.7 %
Type 2 Diabetes	43	5.1 %	308	5.3 %
None	107	12.7 %	783	13.5 %
Does Not Know	5	0.6 %	13	0.2 %
Refused	5		49	
Not Collected	4		39	
Total	852	100.0 %	5899	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	41	5.8 %	271	5.4 %
Anxiety	114	16.1 %	808	16.0 %
Bi-Polar	57	8.1 %	402	8.0 %
Depression	167	23.7 %	1104	21.9 %
Drug or Alcohol Abuse	74	10.5 %	555	11.0 %
Gambling Addiction	7	1.0 %	75	1.5 %
PTSD	85	12.0 %	621	12.3 %
Schizophrenia	11	1.6 %	141	2.8 %
None	148	21.0 %	1054	20.9 %
Does Not Know	-	-	1	0.0 %
Refused	-		6	
Not Collected	2		13	
Total	706	100.0 %	5051	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	3	0.8 %	5	0.2 %
Contemplation	4	1.0 %	43	1.6 %
Preparation	349	90.9 %	2366	90.2 %
Action - Unknown	-	-	2	0.1 %
Action - Less than 24 hours	5	1.3 %	34	1.3 %
Action - 24 hours to less than 7 days	11	2.9 %	77	2.9 %
Action - 7 days to less than 1 month	8	2.1 %	64	2.4 %
Action - 1 month to less than 6 months	4	1.0 %	23	0.9 %
Action - 6 months or more	-	-	10	0.4 %
Not Collected	4		34	
Total	388	100.0 %	2658	100.0 %

From 2/1/2017 through 2/28/2017
Contract Dates from 7/1/2016 through 2/28/2017

Print Date/Time 3/3/2017 6:21:27 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	327	91.6 %	2173	92.4 %
Gay or Lesbian	11	3.1 %	64	2.7 %
Bisexual	14	3.9 %	78	3.3 %
Transgender	1	0.3 %	11	0.5 %
Other	4	1.1 %	21	0.9 %
Does Not Know	-	-	6	0.3 %
Not Asked	1		25	
Not Collected	19		190	
Refused	11		90	
Total	388	100.0 %	2658	100.0 %