

From 3/1/2017 through 3/31/2017
Contract Dates from 7/1/2016 through 3/31/2017

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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	479	77.9 %	3058	72.2 %
Phone: Inbound Spanish	2	0.3 %	22	0.5 %
Phone: Inbound Warm Transfer	-	-	1	0.0 %
Phone: Re-enrollment Offer	-	-	1	0.0 %
Phone: Outbound PBM	-	-	16	0.4 %
Phone: Outbound Re-enrollment	-	-	399	9.4 %
Phone: Outbound Self-Referral	-	-	18	0.4 %
Web	17	2.8 %	142	3.4 %
Fax	116	18.9 %	566	13.4 %
Online Referral	1	0.2 %	13	0.3 %
Total	615	100.0 %	4236	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	573	93.2 %	4010	94.7 %
Proxy	8	1.3 %	38	0.9 %
Provider	9	1.5 %	61	1.4 %
General Public	25	4.1 %	127	3.0 %
Total	615	100.0 %	4236	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	1	0.2 %	6	0.2 %
Brochure/Newsletter/Flyer	23	4.1 %	144	3.6 %
Cigarette Pack	-	-	1	0.0 %
Community Organization	8	1.4 %	60	1.5 %
CVS/pharmacy	-	-	6	0.2 %
Employer/Worksite	5	0.9 %	45	1.1 %
Family/Friend	62	11.0 %	461	11.6 %
Health Department	9	1.6 %	67	1.7 %
Health Insurance	7	1.2 %	93	2.3 %
Health Professional				31.7 %
<i>Dental Hygienist</i>	-	-	4	0.1 %
<i>Dentist</i>	10	1.8 %	67	1.7 %
<i>Health Care Provider</i>	152	27.0 %	897	22.6 %
<i>Health Educator</i>	-	-	8	0.2 %
<i>Mental Health Provider</i>	5	0.9 %	38	1.0 %
<i>Nurse</i>	9	1.6 %	43	1.1 %
<i>Nutrition Specialist</i>	-	-	1	0.0 %
<i>OB/GYN Specialist</i>	2	0.4 %	6	0.2 %
<i>Oncologist</i>	-	-	1	0.0 %
<i>Other</i>	13	2.3 %	92	2.3 %
<i>Other Specialist</i>	2	0.4 %	21	0.5 %
<i>Pharmacist</i>	-	-	26	0.7 %
<i>Physician Assistant</i>	-	-	5	0.1 %
<i>Respiratory Therapist</i>	1	0.2 %	4	0.1 %
<i>Social Worker</i>	3	0.5 %	18	0.5 %

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How Heard About

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	Current Month	Current Month %	Contract YTD	Contract YTD %
Health Professional				31.7 %
<i>Substance Abuse Provider</i>	1	0.2 %	24	0.6 %
Sub Total	198	35.2 %	1255	31.7 %
Medicaid Mailing	1	0.2 %	6	0.2 %
Medical Marijuana Program Re-enrollment Packet	-	-	1	0.0 %
Newspaper/Magazine	-	-	6	0.2 %
Outbound Re-enrollment Offer	-	-	399	10.1 %
Outdoor Ad				0.4 %
<i>Banner</i>	1	0.2 %	2	0.1 %
<i>Billboard</i>	1	0.2 %	10	0.3 %
<i>Other</i>	1	0.2 %	3	0.1 %
Sub Total	3	0.5 %	15	0.4 %
QUITNOW Mobile App	-	-	2	0.1 %
Radio	2	0.4 %	45	1.1 %
Re-enrollment Offer	-	-	1	0.0 %
Safeway/pharmacy	-	-	1	0.0 %
Social Media (Facebook, Twitter, YouTube)	-	-	4	0.1 %
TV/Commercial	172	30.6 %	763	19.2 %
TV/News	-	-	6	0.2 %
Website	27	4.8 %	168	4.2 %
Does Not Remember	11	2.0 %	98	2.5 %
Other	33	5.9 %	311	7.8 %
Refused	3		30	
Not Collected	50		242	
Total	615	100.0 %	4236	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	173	39.3 %	1277	41.3 %
Female	267	60.7 %	1818	58.7 %
Refused	-		3	
Not Collected	-		-	
Not Asked	-		-	
Total	440	100.0 %	3098	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	17	4.0 %	163	5.5 %
Non-Hispanic	348	80.9 %	2668	90.3 %
Does Not Know	-	-	9	0.3 %
Refused	7		48	
Not Collected	3		94	
Not Asked	65		116	
Total	440	100.0 %	3098	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	322	87.7 %	2443	86.1 %
Black or African American	18	4.9 %	96	3.4 %
Asian				0.5 %

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Asian Indian	-	-	-	-
Cambodian	-	-	-	-
Chinese	-	-	-	-
Filipino	-	-	2	0.1 %
Hmong	-	-	1	0.0 %
Japanese	-	-	4	0.1 %
Korean	-	-	-	-
Laotian	-	-	-	-
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	-	-	1	0.0 %
Other Asian	1	0.3 %	4	0.1 %
Indonesian	-	-	-	-
Does Not Know	-	-	-	-
Refused	-	-	1	0.0 %
Not Collected	-	-	-	-
Sub Total	1	0.3 %	13	0.5 %
Native Hawaiian/Other Pacific Islander				0.5 %
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	-	-	6	0.2 %
Does Not Know	-	-	-	-
Refused	-	-	-	-
Not Collected	-	-	-	-
Sub Total	-	-	14	0.5 %
American Indian or Alaskan Native	15	4.1 %	125	4.4 %
Arab or Arab American	-	-	6	0.2 %
Other	11	3.0 %	138	4.9 %
Does Not Know	-	-	3	0.1 %
Refused	5		44	
Not Collected	3		102	
Not Asked	65		114	
Total	440	100.0 %	3098	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	439	99.8 %	3057	98.7 %
Spanish	1	0.2 %	32	1.0 %
Other	-	-	3	0.1 %
Karen	-	-	1	0.0 %
Arabic	-	-	5	0.2 %
Total	440	100.0 %	3098	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	21	4.8 %	186	6.0 %

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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	40	9.1 %	273	8.8 %
31 to 40	48	10.9 %	446	14.4 %
41 to 50	75	17.0 %	518	16.8 %
51 to 60	121	27.5 %	888	28.7 %
61 to 70	94	21.4 %	581	18.8 %
71 to 80	38	8.6 %	183	5.9 %
Over 80	3	0.7 %	17	0.6 %
Not Collected	-		-	
Refused	-		6	
Total	440	100.0 %	3098	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	13	3.6 %	117	4.2 %
Grade 9-11, no degree	49	13.6 %	383	13.7 %
GED	28	7.8 %	222	8.0 %
High School Degree	102	28.3 %	733	26.3 %
Some College or University	103	28.6 %	769	27.6 %
College or University Degree	53	14.7 %	444	15.9 %
Some Technical/Trade School	6	1.7 %	34	1.2 %
Technical/Trade School Degree	6	1.7 %	81	2.9 %
Does Not Know	-	-	6	0.2 %
Refused	7		63	
Not Collected	5		101	
Not Asked	68		145	
Total	440	100.0 %	3098	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	398	90.2 %	2898	89.0 %
Cigar	15	3.4 %	89	2.7 %
Pipe	5	1.1 %	29	0.9 %
Smokeless Tobacco	16	3.6 %	177	5.4 %
Other	7	1.6 %	62	1.9 %
Not Collected	29		67	
Total	470	100.0 %	3322	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	260	97.4 %	1767	97.2 %
Currently Pregnant	5	1.9 %	33	1.8 %
Planning Pregnancy in the Next 3 Months	-	-	10	0.6 %
Currently Breastfeeding	2	0.7 %	8	0.4 %
Refused	-		-	
Not Collected	-		-	
Total	267	100.0 %	1818	100.0 %

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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 %
Arthritis	152	14.1 %	899	13.0 %
Asthma	99	9.2 %	632	9.2 %
CAD	48	4.5 %	284	4.1 %
Cancer	34	3.2 %	225	3.3 %
Chronic Pain	170	15.8 %	1064	15.4 %
COPD	113	10.5 %	740	10.7 %
High Blood Pressure	160	14.9 %	942	13.7 %
High Cholesterol	94	8.7 %	613	8.9 %
Stroke	34	3.2 %	174	2.5 %
Type 1 Diabetes	7	0.7 %	51	0.7 %
Type 2 Diabetes	56	5.2 %	363	5.3 %
None	108	10.0 %	891	12.9 %
Does Not Know	1	0.1 %	13	0.2 %
Refused	4		52	
Not Collected	1		40	
Total	1081	100.0 %	6983	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	31	3.8 %	297	5.1 %
Anxiety	124	15.3 %	931	15.9 %
Bi-Polar	63	7.8 %	464	7.9 %
Depression	170	20.9 %	1275	21.8 %
Drug or Alcohol Abuse	88	10.8 %	644	11.0 %
Gambling Addiction	14	1.7 %	88	1.5 %
PTSD	99	12.2 %	717	12.2 %
Schizophrenia	27	3.3 %	169	2.9 %
None	195	24.0 %	1248	21.3 %
Does Not Know	-	-	1	0.0 %
Refused	1		7	
Not Collected	-		13	
Total	812	100.0 %	5854	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	-	-	5	0.2 %
Contemplation	5	1.2 %	48	1.6 %
Preparation	380	90.3 %	2745	90.1 %
Action - Unknown	-	-	2	0.1 %
Action - Less than 24 hours	12	2.9 %	46	1.5 %
Action - 24 hours to less than 7 days	9	2.1 %	86	2.8 %
Action - 7 days to less than 1 month	10	2.4 %	75	2.5 %
Action - 1 month to less than 6 months	4	1.0 %	27	0.9 %
Action - 6 months or more	1	0.2 %	11	0.4 %
Not Collected	19		53	
Total	440	100.0 %	3098	100.0 %

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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 %
Heterosexual or Straight	313	90.7 %	2483	92.1 %
Gay or Lesbian	14	4.1 %	78	2.9 %
Bisexual	12	3.5 %	91	3.4 %
Transgender	2	0.6 %	13	0.5 %
Other	3	0.9 %	23	0.9 %
Does Not Know	1	0.3 %	7	0.3 %
Not Asked	3		28	
Not Collected	77		271	
Refused	15		104	
Total	440	100.0 %	3098	100.0 %