

From 4/1/2017 through 4/30/2017
Contract Dates from 7/1/2016 through 4/30/2017

Print Date/Time 5/3/2017 7:25:48 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	490	81.8 %	3549	73.4 %
Phone: Inbound Spanish	5	0.8 %	27	0.6 %
Phone: Inbound Warm Transfer	-	-	1	0.0 %
Phone: Re-enrollment Offer	1	0.2 %	2	0.0 %
Phone: Outbound PBM	-	-	16	0.3 %
Phone: Outbound Re-enrollment	-	-	399	8.3 %
Phone: Outbound Self-Referral	2	0.3 %	20	0.4 %
Web	24	4.0 %	166	3.4 %
Fax	77	12.9 %	643	13.3 %
Online Referral	-	-	13	0.3 %
Total	599	100.0 %	4836	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	552	92.2 %	4562	94.3 %
Proxy	2	0.3 %	40	0.8 %
Provider	7	1.2 %	69	1.4 %
General Public	38	6.3 %	165	3.4 %
Total	599	100.0 %	4836	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	-	-	6	0.1 %
Brochure/Newsletter/Flyer	19	3.5 %	163	3.6 %
Cigarette Pack	-	-	1	0.0 %
Community Organization	15	2.8 %	75	1.7 %
CVS/pharmacy	1	0.2 %	7	0.2 %
Employer/Worksite	3	0.6 %	48	1.1 %
Family/Friend	57	10.5 %	518	11.5 %
Health Department	8	1.5 %	75	1.7 %
Health Insurance	7	1.3 %	100	2.2 %
Health Professional				31.4 %
<i>Dental Hygienist</i>	1	0.2 %	5	0.1 %
<i>Dentist</i>	9	1.7 %	76	1.7 %
<i>Health Care Provider</i>	125	23.1 %	1022	22.7 %
<i>Health Educator</i>	1	0.2 %	9	0.2 %
<i>Mental Health Provider</i>	3	0.6 %	41	0.9 %
<i>Nurse</i>	6	1.1 %	49	1.1 %
<i>Nutrition Specialist</i>	-	-	1	0.0 %
<i>OB/GYN Specialist</i>	-	-	6	0.1 %
<i>Oncologist</i>	-	-	1	0.0 %
<i>Other</i>	11	2.0 %	103	2.3 %
<i>Other Specialist</i>	2	0.4 %	23	0.5 %
<i>Pharmacist</i>	-	-	26	0.6 %
<i>Physician Assistant</i>	1	0.2 %	6	0.1 %
<i>Respiratory Therapist</i>	1	0.2 %	5	0.1 %
<i>Social Worker</i>	-	-	18	0.4 %

From 4/1/2017 through 4/30/2017
Contract Dates from 7/1/2016 through 4/30/2017

Print Date/Time 5/3/2017 7:25:48 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				31.4 %
<i>Substance Abuse Provider</i>	2	0.4 %	26	0.6 %
Sub Total	162	29.9 %	1417	31.4 %
Medicaid Mailing	-	-	6	0.1 %
Medical Marijuana Program Re-enrollment Packet	-	-	1	0.0 %
Newspaper/Magazine	-	-	6	0.1 %
Outbound Re-enrollment Offer	-	-	399	8.9 %
Outdoor Ad				0.4 %
<i>Banner</i>	1	0.2 %	3	0.1 %
<i>Billboard</i>	-	-	10	0.2 %
<i>Other</i>	4	0.7 %	7	0.2 %
Sub Total	5	0.9 %	20	0.4 %
QUITNOW Mobile App	-	-	2	0.0 %
Radio	6	1.1 %	51	1.1 %
Re-enrollment Offer	1	0.2 %	2	0.0 %
Safeway/pharmacy	-	-	1	0.0 %
Social Media (Facebook, Twitter, YouTube)	1	0.2 %	5	0.1 %
TV/Commercial	195	36.0 %	959	21.3 %
TV/News	4	0.7 %	10	0.2 %
Website	26	4.8 %	194	4.3 %
Does Not Remember	3	0.6 %	100	2.2 %
Other	29	5.4 %	341	7.6 %
Refused	6		36	
Not Collected	51		293	
Total	599	100.0 %	4836	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	186	42.2 %	1463	41.4 %
Female	255	57.8 %	2073	58.6 %
Refused	3		6	
Not Collected	1		1	
Not Asked	-		-	
Total	445	100.0 %	3543	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	18	4.2 %	181	5.4 %
Non-Hispanic	382	89.5 %	3049	90.1 %
Does Not Know	1	0.2 %	10	0.3 %
Refused	7		55	
Not Collected	11		105	
Not Asked	26		143	
Total	445	100.0 %	3543	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	343	85.3 %	2786	86.0 %
Black or African American	19	4.7 %	115	3.6 %
Asian				0.5 %

From 4/1/2017 through 4/30/2017
Contract Dates from 7/1/2016 through 4/30/2017

Print Date/Time 5/3/2017 7:25:48 AM

Asian Indian	-	-	-	-
Cambodian	-	-	-	-
Chinese	-	-	-	-
Filipino	1	0.2 %	3	0.1 %
Hmong	-	-	1	0.0 %
Japanese	-	-	4	0.1 %
Korean	-	-	-	-
Laotian	-	-	-	-
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	1	0.2 %	2	0.1 %
Other Asian	-	-	4	0.1 %
Indonesian	-	-	-	-
Does Not Know	-	-	-	-
Refused	-	-	1	0.0 %
Not Collected	-	-	-	-
Sub Total	2	0.5 %	15	0.5 %
Native Hawaiian/Other Pacific Islander				0.4 %
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	0.4 %
American Indian or Alaskan Native	16	4.0 %	141	4.4 %
Arab or Arab American	2	0.5 %	8	0.2 %
Other	20	5.0 %	157	4.8 %
Does Not Know	-	-	3	0.1 %
Refused	7		51	
Not Collected	10		112	
Not Asked	26		141	
Total	445	100.0 %	3543	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	441	99.1 %	3498	98.7 %
Spanish	4	0.9 %	36	1.0 %
Other	-	-	3	0.1 %
Karen	-	-	1	0.0 %
Arabic	-	-	5	0.1 %
Total	445	100.0 %	3543	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	19	4.3 %	205	5.8 %

From 4/1/2017 through 4/30/2017
Contract Dates from 7/1/2016 through 4/30/2017

Print Date/Time 5/3/2017 7:25:48 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	39	8.8 %	312	8.8 %
31 to 40	70	15.8 %	516	14.6 %
41 to 50	67	15.1 %	585	16.5 %
51 to 60	117	26.4 %	1005	28.4 %
61 to 70	95	21.4 %	676	19.1 %
71 to 80	33	7.4 %	216	6.1 %
Over 80	3	0.7 %	20	0.6 %
Not Collected	-		-	
Refused	2		8	
Total	445	100.0 %	3543	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	15	3.9 %	131	4.1 %
Grade 9-11, no degree	57	14.7 %	438	13.8 %
GED	33	8.5 %	255	8.0 %
High School Degree	98	25.3 %	834	26.3 %
Some College or University	113	29.1 %	880	27.7 %
College or University Degree	55	14.2 %	498	15.7 %
Some Technical/Trade School	2	0.5 %	36	1.1 %
Technical/Trade School Degree	13	3.4 %	94	3.0 %
Does Not Know	2	0.5 %	8	0.3 %
Refused	7		70	
Not Collected	16		116	
Not Asked	34		183	
Total	445	100.0 %	3543	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	419	89.7 %	3317	89.1 %
Cigar	16	3.4 %	105	2.8 %
Pipe	4	0.9 %	33	0.9 %
Smokeless Tobacco	24	5.1 %	201	5.4 %
Other	4	0.9 %	66	1.8 %
Not Collected	9		76	
Total	476	100.0 %	3798	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	252	98.8 %	2019	97.4 %
Currently Pregnant	-	-	33	1.6 %
Planning Pregnancy in the Next 3 Months	2	0.8 %	12	0.6 %
Currently Breastfeeding	1	0.4 %	9	0.4 %
Refused	-		-	
Not Collected	-		-	
Total	255	100.0 %	2073	100.0 %

From 4/1/2017 through 4/30/2017
Contract Dates from 7/1/2016 through 4/30/2017

Print Date/Time 5/3/2017 7:25:48 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	128	13.3 %	1026	13.1 %
Asthma	88	9.2 %	718	9.2 %
CAD	44	4.6 %	327	4.2 %
Cancer	32	3.3 %	257	3.3 %
Chronic Pain	137	14.3 %	1199	15.3 %
COPD	104	10.8 %	843	10.8 %
High Blood Pressure	138	14.4 %	1076	13.7 %
High Cholesterol	90	9.4 %	702	9.0 %
Stroke	20	2.1 %	194	2.5 %
Type 1 Diabetes	3	0.3 %	54	0.7 %
Type 2 Diabetes	51	5.3 %	414	5.3 %
None	122	12.7 %	1015	12.9 %
Does Not Know	2	0.2 %	15	0.2 %
Refused	5		57	
Not Collected	3		44	
Total	967	100.0 %	7941	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	52	6.1 %	350	5.2 %
Anxiety	153	17.9 %	1082	16.1 %
Bi-Polar	71	8.3 %	535	8.0 %
Depression	172	20.1 %	1442	21.5 %
Drug or Alcohol Abuse	89	10.4 %	732	10.9 %
Gambling Addiction	12	1.4 %	103	1.5 %
PTSD	106	12.4 %	825	12.3 %
Schizophrenia	31	3.6 %	200	3.0 %
None	169	19.7 %	1418	21.1 %
Does Not Know	-	-	1	0.0 %
Refused	-		7	
Not Collected	2		15	
Total	857	100.0 %	6710	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	0.2 %	6	0.2 %
Contemplation	3	0.7 %	51	1.5 %
Preparation	386	88.7 %	3131	90.0 %
Action - Unknown	2	0.5 %	4	0.1 %
Action - Less than 24 hours	21	4.8 %	67	1.9 %
Action - 24 hours to less than 7 days	9	2.1 %	95	2.7 %
Action - 7 days to less than 1 month	8	1.8 %	83	2.4 %
Maintenance - 1 month to less than 6 months	3	0.7 %	30	0.9 %
Action - 6 months or more	2	0.5 %	13	0.4 %
Not Collected	10		63	
Total	445	100.0 %	3543	100.0 %

From 4/1/2017 through 4/30/2017
Contract Dates from 7/1/2016 through 4/30/2017

Print Date/Time 5/3/2017 7:25:48 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	334	89.8 %	2817	91.8 %
Gay or Lesbian	16	4.3 %	94	3.1 %
Bisexual	13	3.5 %	105	3.4 %
Transgender	2	0.5 %	15	0.5 %
Other	6	1.6 %	28	0.9 %
Does Not Know	1	0.3 %	8	0.3 %
Not Asked	7		35	
Not Collected	50		321	
Refused	16		120	
Total	445	100.0 %	3543	100.0 %