

From 5/1/2017 through 5/31/2017
Contract Dates from 7/1/2016 through 5/31/2017

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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	555	85.0 %	4102	74.8 %
Phone: Inbound Spanish	4	0.6 %	31	0.6 %
Phone: Inbound Warm Transfer	1	0.2 %	2	0.0 %
Phone: Re-enrollment Offer	-	-	2	0.0 %
Phone: Outbound PBM	1	0.2 %	17	0.3 %
Phone: Outbound Re-enrollment	-	-	399	7.3 %
Phone: Outbound Self-Referral	1	0.2 %	21	0.4 %
Web	41	6.3 %	207	3.8 %
Fax	49	7.5 %	692	12.6 %
Online Referral	1	0.2 %	14	0.3 %
Total	653	100.0 %	5487	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	607	93.0 %	5167	94.2 %
Proxy	6	0.9 %	46	0.8 %
Provider	6	0.9 %	75	1.4 %
General Public	34	5.2 %	199	3.6 %
Total	653	100.0 %	5487	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	0.3 %	8	0.2 %
Brochure/Newsletter/Flyer	15	2.5 %	177	3.5 %
Cigarette Pack	-	-	1	0.0 %
Community Organization	6	1.0 %	81	1.6 %
CVS/pharmacy	1	0.2 %	8	0.2 %
Employer/Worksite	5	0.8 %	53	1.0 %
Family/Friend	61	10.2 %	579	11.3 %
Health Department	8	1.3 %	83	1.6 %
Health Insurance	7	1.2 %	107	2.1 %
Health Professional				30.4 %
<i>Dental Hygienist</i>	1	0.2 %	6	0.1 %
<i>Dentist</i>	5	0.8 %	81	1.6 %
<i>Health Care Provider</i>	96	16.0 %	1117	21.9 %
<i>Health Educator</i>	1	0.2 %	10	0.2 %
<i>Mental Health Provider</i>	6	1.0 %	47	0.9 %
<i>Nurse</i>	5	0.8 %	54	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>	12	2.0 %	115	2.3 %
<i>Other Specialist</i>	1	0.2 %	24	0.5 %
<i>Pharmacist</i>	1	0.2 %	27	0.5 %
<i>Physician Assistant</i>	2	0.3 %	8	0.2 %
<i>Respiratory Therapist</i>	1	0.2 %	6	0.1 %
<i>Social Worker</i>	1	0.2 %	19	0.4 %

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How Heard About

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	Current Month	Current Month %	Contract YTD	Contract YTD %
Health Professional				30.4 %
<i>Substance Abuse Provider</i>	3	0.5 %	29	0.6 %
Sub Total	135	22.5 %	1551	30.4 %
Medicaid Mailing	-	-	6	0.1 %
Medical Marijuana Program Re-enrollment Packet	-	-	1	0.0 %
Newspaper/Magazine	-	-	6	0.1 %
Outbound Re-enrollment Offer	-	-	399	7.8 %
Outdoor Ad				0.4 %
<i>Banner</i>	-	-	3	0.1 %
<i>Billboard</i>	-	-	10	0.2 %
<i>Other</i>	-	-	7	0.1 %
Sub Total	-	-	20	0.4 %
QUITNOW Mobile App	1	0.2 %	3	0.1 %
Radio	13	2.2 %	64	1.3 %
Re-enrollment Offer	-	-	2	0.0 %
Safeway/pharmacy	-	-	1	0.0 %
Social Media (Facebook, Twitter, YouTube)	2	0.3 %	7	0.1 %
TV/Commercial	272	45.3 %	1231	24.1 %
TV/News	12	2.0 %	22	0.4 %
Website	26	4.3 %	220	4.3 %
Does Not Remember	3	0.5 %	103	2.0 %
Other	31	5.2 %	372	7.3 %
Refused	2		38	
Not Collected	51		344	
Total	653	100.0 %	5487	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	192	39.9 %	1655	41.2 %
Female	289	60.1 %	2362	58.8 %
Refused	-		6	
Not Collected	-		1	
Not Asked	-		-	
Total	481	100.0 %	4024	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	26	5.5 %	207	5.4 %
Non-Hispanic	395	83.5 %	3445	89.3 %
Does Not Know	-	-	10	0.3 %
Refused	4		59	
Not Collected	4		108	
Not Asked	52		195	
Total	481	100.0 %	4024	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	351	83.8 %	3138	85.8 %
Black or African American	18	4.3 %	133	3.6 %
Asian				0.5 %

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Asian Indian	-	-	-	-
Cambodian	1	0.2 %	1	0.0 %
Chinese	-	-	-	-
Filipino	1	0.2 %	4	0.1 %
Hmong	-	-	1	0.0 %
Japanese	2	0.5 %	6	0.2 %
Korean	1	0.2 %	1	0.0 %
Laotian	-	-	-	-
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	-	-	2	0.1 %
Other Asian	-	-	4	0.1 %
Indonesian	-	-	-	-
Does Not Know	-	-	-	-
Refused	-	-	1	0.0 %
Not Collected	-	-	-	-
Sub Total	5	1.2 %	20	0.5 %
Native Hawaiian/Other Pacific Islander				0.4 %
Native Hawaiian	2	0.5 %	8	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	2	0.5 %	16	0.4 %
American Indian or Alaskan Native	19	4.5 %	160	4.4 %
Arab or Arab American	-	-	8	0.2 %
Other	23	5.5 %	180	4.9 %
Does Not Know	1	0.2 %	4	0.1 %
Refused	6		57	
Not Collected	4		115	
Not Asked	52		193	
Total	481	100.0 %	4024	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	476	99.0 %	3974	98.8 %
Spanish	5	1.0 %	41	1.0 %
Other	-	-	3	0.1 %
Karen	-	-	1	0.0 %
Arabic	-	-	5	0.1 %
Total	481	100.0 %	4024	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	27	5.6 %	232	5.8 %

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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	46	9.6 %	358	8.9 %
31 to 40	69	14.4 %	585	14.6 %
41 to 50	76	15.9 %	661	16.5 %
51 to 60	127	26.5 %	1132	28.2 %
61 to 70	97	20.3 %	774	19.3 %
71 to 80	34	7.1 %	250	6.2 %
Over 80	3	0.6 %	23	0.6 %
Not Collected	-		-	
Refused	2		9	
Total	481	100.0 %	4024	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	9	2.2 %	140	3.9 %
Grade 9-11, no degree	54	13.1 %	491	13.7 %
GED	35	8.5 %	291	8.1 %
High School Degree	120	29.1 %	954	26.6 %
Some College or University	118	28.6 %	997	27.8 %
College or University Degree	63	15.3 %	561	15.7 %
Some Technical/Trade School	2	0.5 %	38	1.1 %
Technical/Trade School Degree	11	2.7 %	104	2.9 %
Does Not Know	-	-	8	0.2 %
Refused	8		78	
Not Collected	9		124	
Not Asked	52		238	
Total	481	100.0 %	4024	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	445	90.3 %	3762	89.3 %
Cigar	14	2.8 %	119	2.8 %
Pipe	6	1.2 %	39	0.9 %
Smokeless Tobacco	18	3.7 %	219	5.2 %
Other	10	2.0 %	76	1.8 %
Not Collected	15		91	
Total	508	100.0 %	4306	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	278	96.2 %	2297	97.2 %
Currently Pregnant	1	0.3 %	34	1.4 %
Planning Pregnancy in the Next 3 Months	6	2.1 %	18	0.8 %
Currently Breastfeeding	4	1.4 %	13	0.6 %
Refused	-		-	
Not Collected	-		-	
Total	289	100.0 %	2362	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	125	12.4 %	1151	13.0 %
Asthma	90	8.9 %	808	9.1 %
CAD	40	4.0 %	367	4.1 %
Cancer	38	3.8 %	295	3.3 %
Chronic Pain	145	14.4 %	1347	15.2 %
COPD	113	11.2 %	960	10.8 %
High Blood Pressure	130	12.9 %	1205	13.6 %
High Cholesterol	85	8.4 %	785	8.9 %
Stroke	26	2.6 %	220	2.5 %
Type 1 Diabetes	5	0.5 %	59	0.7 %
Type 2 Diabetes	52	5.2 %	469	5.3 %
None	157	15.6 %	1173	13.2 %
Does Not Know	3	0.3 %	18	0.2 %
Refused	1		58	
Not Collected	3		46	
Total	1013	100.0 %	8961	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	45	5.2 %	397	5.2 %
Anxiety	135	15.6 %	1219	16.1 %
Bi-Polar	68	7.8 %	603	8.0 %
Depression	188	21.7 %	1630	21.5 %
Drug or Alcohol Abuse	98	11.3 %	831	11.0 %
Gambling Addiction	9	1.0 %	112	1.5 %
PTSD	98	11.3 %	924	12.2 %
Schizophrenia	15	1.7 %	215	2.8 %
None	208	24.0 %	1625	21.4 %
Does Not Know	-	-	1	0.0 %
Refused	1		8	
Not Collected	2		17	
Total	867	100.0 %	7582	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	-	-	6	0.2 %
Contemplation	6	1.3 %	57	1.4 %
Preparation	427	90.3 %	3559	90.0 %
Action - Unknown	3	0.6 %	7	0.2 %
Action - Less than 24 hours	9	1.9 %	76	1.9 %
Action - 24 hours to less than 7 days	17	3.6 %	112	2.8 %
Action - 7 days to less than 1 month	9	1.9 %	92	2.3 %
Maintenance - 1 month to less than 6 months	2	0.4 %	32	0.8 %
Action - 6 months or more	-	-	13	0.3 %
Not Collected	8		70	
Total	481	100.0 %	4024	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	377	92.0 %	3196	91.9 %
Gay or Lesbian	14	3.4 %	108	3.1 %
Bisexual	13	3.2 %	118	3.4 %
Transgender	1	0.2 %	16	0.5 %
Other	4	1.0 %	32	0.9 %
Does Not Know	1	0.2 %	9	0.3 %
Not Asked	3		38	
Not Collected	58		378	
Refused	10		129	
Total	481	100.0 %	4024	100.0 %