

From 6/1/2017 through 6/30/2017
Contract Dates from 7/1/2016 through 6/30/2017

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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	649	84.1 %	4749	75.9 %
Phone: Inbound Spanish	6	0.8 %	37	0.6 %
Phone: Inbound Warm Transfer	-	-	2	0.0 %
Phone: Re-enrollment Offer	-	-	2	0.0 %
Phone: Outbound PBM	2	0.3 %	19	0.3 %
Phone: Outbound Re-enrollment	-	-	399	6.4 %
Phone: Outbound Self-Referral	4	0.5 %	25	0.4 %
Web	54	7.0 %	261	4.2 %
Fax	55	7.1 %	746	11.9 %
Online Referral	2	0.3 %	16	0.3 %
Total	772	100.0 %	6256	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	718	93.0 %	5882	94.0 %
Proxy	7	0.9 %	53	0.8 %
Provider	8	1.0 %	83	1.3 %
General Public	39	5.1 %	238	3.8 %
Total	772	100.0 %	6256	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	0.1 %	9	0.2 %
Brochure/Newsletter/Flyer	20	2.8 %	197	3.4 %
Cigarette Pack	-	-	1	0.0 %
Community Organization	5	0.7 %	86	1.5 %
CVS/pharmacy	-	-	8	0.1 %
Employer/Worksite	6	0.9 %	59	1.0 %
Family/Friend	62	8.8 %	641	11.0 %
Health Department	2	0.3 %	85	1.5 %
Health Insurance	13	1.8 %	119	2.1 %
Health Professional				29.4 %
<i>Dental Hygienist</i>	1	0.1 %	7	0.1 %
<i>Dentist</i>	5	0.7 %	86	1.5 %
<i>Health Care Provider</i>	129	18.4 %	1245	21.4 %
<i>Health Educator</i>	-	-	10	0.2 %
<i>Mental Health Provider</i>	4	0.6 %	51	0.9 %
<i>Nurse</i>	1	0.1 %	55	0.9 %
<i>Nutrition Specialist</i>	-	-	1	0.0 %
<i>OB/GYN Specialist</i>	4	0.6 %	10	0.2 %
<i>Oncologist</i>	-	-	1	0.0 %
<i>Other</i>	6	0.9 %	121	2.1 %
<i>Other Specialist</i>	2	0.3 %	26	0.4 %
<i>Pharmacist</i>	3	0.4 %	30	0.5 %
<i>Physician Assistant</i>	-	-	8	0.1 %
<i>Respiratory Therapist</i>	-	-	6	0.1 %
<i>Social Worker</i>	-	-	19	0.3 %

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How Heard About

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	Current Month	Current Month %	Contract YTD	Contract YTD %
Health Professional				29.4 %
<i>Substance Abuse Provider</i>	1	0.1 %	30	0.5 %
Sub Total	156	22.2 %	1706	29.4 %
Medicaid Mailing	-	-	6	0.1 %
Medical Marijuana Program Re-enrollment Packet	-	-	1	0.0 %
Newspaper/Magazine	1	0.1 %	7	0.1 %
Outbound Re-enrollment Offer	-	-	399	6.9 %
Outdoor Ad				0.4 %
<i>Banner</i>	-	-	3	0.1 %
<i>Billboard</i>	-	-	10	0.2 %
<i>Other</i>	1	0.1 %	8	0.1 %
Sub Total	1	0.1 %	21	0.4 %
QUITNOW Mobile App	-	-	3	0.1 %
Radio	28	4.0 %	92	1.6 %
Re-enrollment Offer	-	-	2	0.0 %
Safeway/pharmacy	-	-	1	0.0 %
Social Media (Facebook, Twitter, YouTube)	-	-	7	0.1 %
TV/Commercial	329	46.8 %	1560	26.9 %
TV/News	11	1.6 %	33	0.6 %
Website	23	3.3 %	243	4.2 %
Does Not Remember	6	0.9 %	109	1.9 %
Other	39	5.5 %	410	7.1 %
Refused	2		40	
Not Collected	67		411	
Total	772	100.0 %	6256	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	261	48.2 %	1916	42.0 %
Female	280	51.8 %	2642	58.0 %
Refused	-		6	
Not Collected	-		1	
Not Asked	-		-	
Total	541	100.0 %	4565	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	3.6 %	225	5.1 %
Non-Hispanic	455	86.7 %	3901	89.0 %
Does Not Know	-	-	8	0.2 %
Refused	3		62	
Not Collected	13		121	
Not Asked	51		248	
Total	541	100.0 %	4565	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	402	84.8 %	3542	85.7 %
Black or African American	20	4.2 %	153	3.7 %
Asian				0.5 %

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Asian Indian	-	-	-	-
Cambodian	-	-	1	0.0 %
Chinese	-	-	-	-
Filipino	-	-	4	0.1 %
Hmong	-	-	1	0.0 %
Japanese	2	0.4 %	8	0.2 %
Korean	-	-	1	0.0 %
Laotian	-	-	-	-
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	-	-	2	0.0 %
Other Asian	-	-	4	0.1 %
Indonesian	-	-	-	-
Does Not Know	-	-	-	-
Refused	-	-	1	0.0 %
Not Collected	-	-	-	-
Sub Total	2	0.4 %	22	0.5 %
Native Hawaiian/Other Pacific Islander				0.5 %
Native Hawaiian	1	0.2 %	9	0.2 %
Samoan	-	-	-	-
Tongan	-	-	-	-
Tahitian	-	-	-	-
Maori	-	-	-	-
Guamanian/Chamorro	2	0.4 %	2	0.0 %
Other Micronesian (e.g. Marshallese, Palauan, Pohnpeian, Chuukese, Yapese, Saipanese, Kosraean)	-	-	2	0.0 %
Fijian	-	-	-	-
Other Pacific Islander	2	0.4 %	8	0.2 %
Does Not Know	-	-	-	-
Refused	-	-	-	-
Not Collected	-	-	-	-
Sub Total	5	1.1 %	21	0.5 %
American Indian or Alaskan Native	16	3.4 %	175	4.2 %
Arab or Arab American	-	-	8	0.2 %
Other	28	5.9 %	207	5.0 %
Does Not Know	1	0.2 %	3	0.1 %
Refused	5		62	
Not Collected	11		126	
Not Asked	51		246	
Total	541	100.0 %	4565	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	535	98.9 %	4509	98.8 %
Spanish	6	1.1 %	47	1.0 %
Other	-	-	3	0.1 %
Karen	-	-	1	0.0 %
Arabic	-	-	5	0.1 %
Total	541	100.0 %	4565	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	32	5.9 %	264	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	41	7.6 %	399	8.8 %
31 to 40	95	17.6 %	680	14.9 %
41 to 50	84	15.5 %	745	16.3 %
51 to 60	152	28.1 %	1284	28.2 %
61 to 70	104	19.2 %	878	19.3 %
71 to 80	29	5.4 %	280	6.1 %
Over 80	4	0.7 %	27	0.6 %
Not Collected	-		-	
Refused	-		8	
Total	541	100.0 %	4565	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	17	3.6 %	157	3.9 %
Grade 9-11, no degree	61	13.0 %	552	13.6 %
GED	26	5.5 %	318	7.9 %
High School Degree	113	24.0 %	1063	26.2 %
Some College or University	150	31.8 %	1148	28.3 %
College or University Degree	84	17.8 %	644	15.9 %
Some Technical/Trade School	9	1.9 %	48	1.2 %
Technical/Trade School Degree	11	2.3 %	115	2.8 %
Does Not Know	-	-	6	0.1 %
Refused	4		83	
Not Collected	14		139	
Not Asked	52		292	
Total	541	100.0 %	4565	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	489	86.4 %	4252	88.9 %
Cigar	21	3.7 %	140	2.9 %
Pipe	8	1.4 %	47	1.0 %
Smokeless Tobacco	31	5.5 %	250	5.2 %
Other	17	3.0 %	93	1.9 %
Not Collected	20		110	
Total	586	100.0 %	4892	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	271	96.8 %	2568	97.2 %
Currently Pregnant	4	1.4 %	38	1.4 %
Planning Pregnancy in the Next 3 Months	5	1.8 %	23	0.9 %
Currently Breastfeeding	-	-	13	0.5 %
Refused	-		-	
Not Collected	-		-	
Total	280	100.0 %	2642	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	136	12.4 %	1288	12.9 %
Asthma	99	9.0 %	906	9.1 %
CAD	55	5.0 %	422	4.2 %
Cancer	33	3.0 %	325	3.3 %
Chronic Pain	171	15.5 %	1518	15.3 %
COPD	110	10.0 %	1072	10.8 %
High Blood Pressure	129	11.7 %	1336	13.4 %
High Cholesterol	94	8.5 %	878	8.8 %
Stroke	31	2.8 %	251	2.5 %
Type 1 Diabetes	7	0.6 %	65	0.7 %
Type 2 Diabetes	53	4.8 %	520	5.2 %
None	182	16.5 %	1352	13.6 %
Does Not Know	1	0.1 %	17	0.2 %
Refused	7		67	
Not Collected	3		50	
Total	1111	100.0 %	10067	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	51	5.3 %	448	5.2 %
Anxiety	143	14.9 %	1363	16.0 %
Bi-Polar	68	7.1 %	673	7.9 %
Depression	188	19.6 %	1819	21.3 %
Drug or Alcohol Abuse	104	10.8 %	937	11.0 %
Gambling Addiction	14	1.5 %	126	1.5 %
PTSD	122	12.7 %	1047	12.3 %
Schizophrenia	18	1.9 %	232	2.7 %
None	248	25.9 %	1870	21.9 %
Does Not Know	-	-	1	0.0 %
Refused	1		9	
Not Collected	2		19	
Total	959	100.0 %	8544	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	2	0.4 %	8	0.2 %
Contemplation	4	0.8 %	61	1.4 %
Preparation	479	91.4 %	4038	90.2 %
Action - Unknown	-	-	7	0.2 %
Action - Less than 24 hours	12	2.3 %	88	2.0 %
Action - 24 hours to less than 7 days	13	2.5 %	125	2.8 %
Action - 7 days to less than 1 month	7	1.3 %	99	2.2 %
Action - 1 month to less than 6 months	6	1.1 %	38	0.8 %
Action - 6 months or more	1	0.2 %	14	0.3 %
Not Collected	17		87	
Total	541	100.0 %	4565	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	424	92.6 %	3617	92.0 %
Gay or Lesbian	16	3.5 %	124	3.2 %
Bisexual	10	2.2 %	128	3.3 %
Transgender	3	0.7 %	19	0.5 %
Other	4	0.9 %	36	0.9 %
Does Not Know	1	0.2 %	8	0.2 %
Not Asked	3		41	
Not Collected	64		445	
Refused	16		147	
Total	541	100.0 %	4565	100.0 %