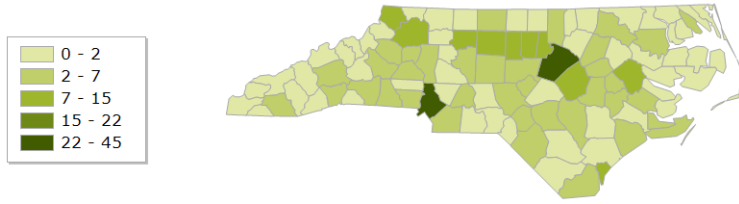




Performance Dashboard North Carolina Tobacco Use Quit Line

Contract dates from 7/1/2009 through 7/31/2009

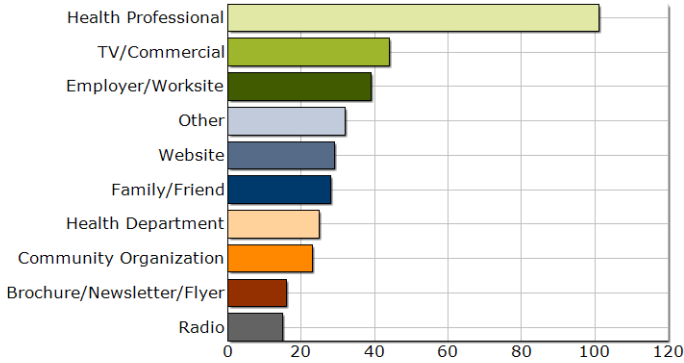
Tobacco Users Served YTD (Adults)



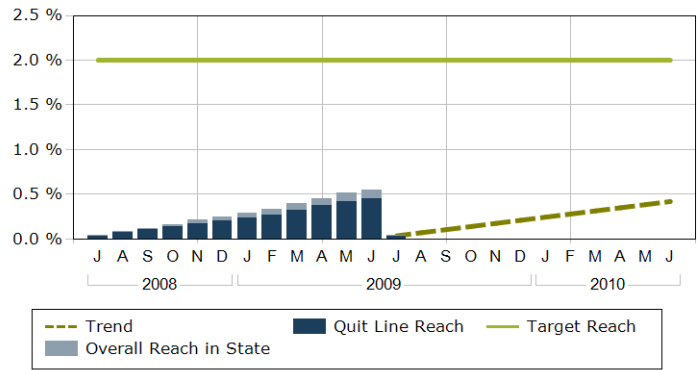
	Population	Prevalence	Tobacco Users
Adult	6,668,948	22.9 %	1,527,189

	Quitline	State
Tobacco Users YTD	416	533
Target Reach	2.0 %	2.0 %
Reach YTD	0.03 %	0.04 %
Annualized Reach	0.33 %	0.42 %

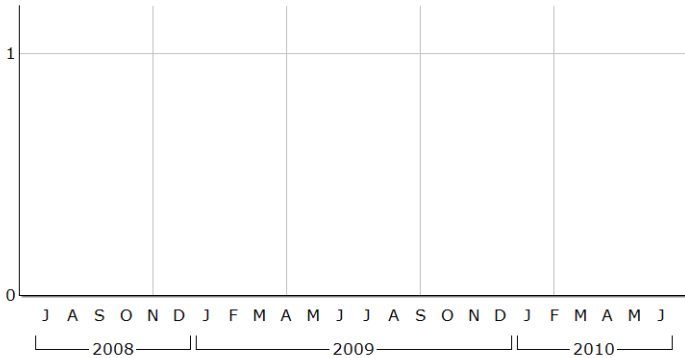
Top 10 How Heard About (Contract YTD)



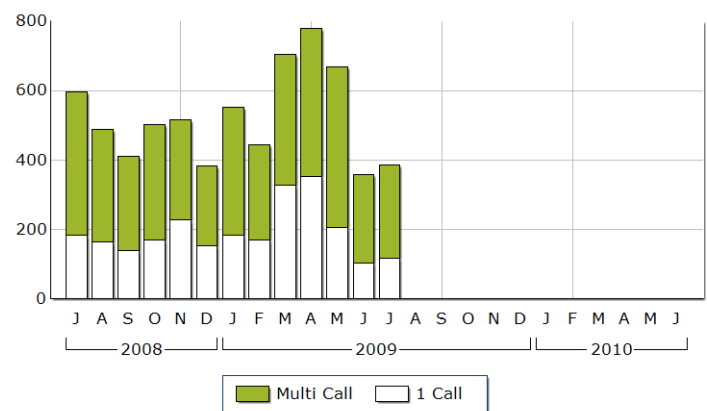
Cumulative Reach Rate



Tobacco Users Receiving NRT



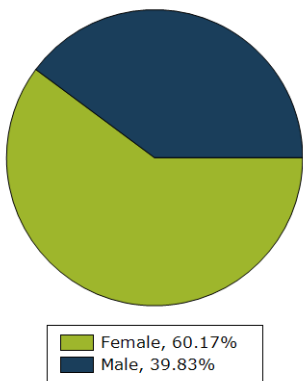
Tobacco User Enrollments By Program Type



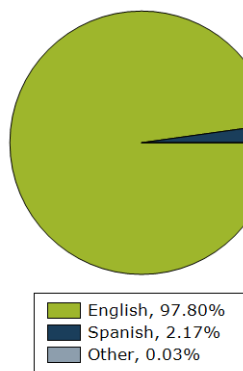
NOTE: Includes Tobacco Users only, does not include Proxy or Provider.

Demographics (Past 6 Months)

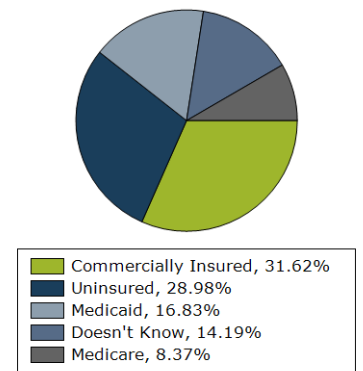
Tobacco Users By Gender



Tobacco Users By Language

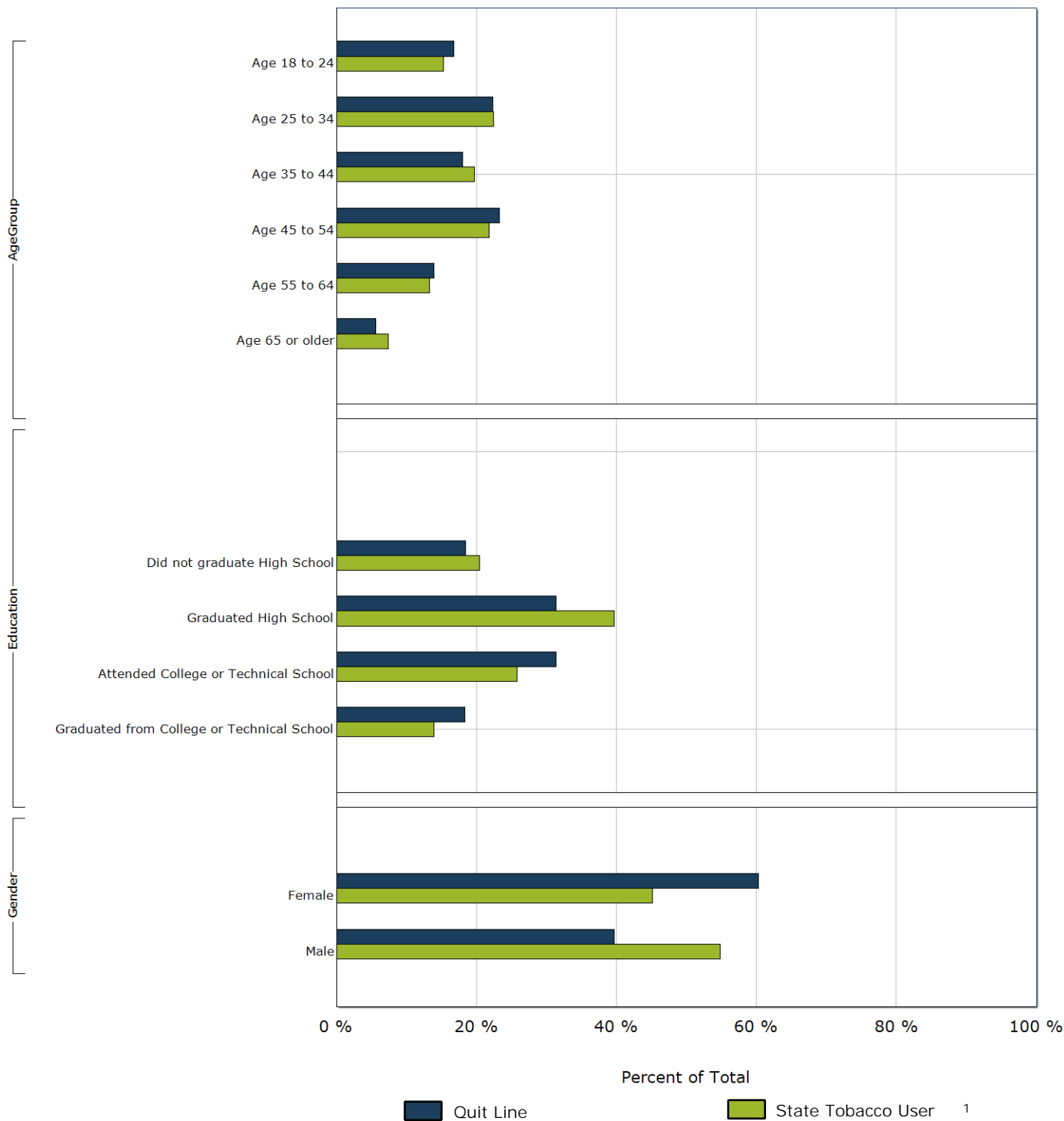


Tobacco Users By Health Plan





Demographic Comparison



1. Data Source: Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2008.