



North Carolina Tobacco Use Quit Line Demographic Report

From 1/1/2010 through 1/31/2010

Contract Dates from 7/1/2009 through 1/31/2010

Print Date/Time 2/2/2010 2:33:49 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 Free & Clear, Inc. 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	561	85.0 %	3018	84.6 %
Phone: Inbound Spanish	9	1.4 %	37	1.0 %
Phone: Inbound Warm Transfer	-	-	3	0.1 %
Phone: Re-enrollment Offer	-	-	16	0.4 %
Phone: Outbound Re-enrollment	-	-	3	0.1 %
Phone: Outbound Self-Referral	1	0.2 %	10	0.3 %
Web	2	0.3 %	8	0.2 %
Fax	87	13.2 %	474	13.3 %
Total	660	100.0 %	3569	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	589	89.2 %	3016	84.5 %
Proxy	4	0.6 %	53	1.5 %
Provider	6	0.9 %	75	2.1 %
General Public	61	9.2 %	425	11.9 %
Total	660	100.0 %	3569	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 %
Basketball/sporting event	-	-	1	0.0 %
Brochure/Newsletter/Flyer	62	10.4 %	382	11.8 %
Cigarette Pack (Quit Assist)	43	7.2 %	68	2.1 %
College Website/Email	8	1.3 %	22	0.7 %
Community Organization	17	2.9 %	120	3.7 %
Employer/Worksite	49	8.2 %	209	6.4 %
Family/Friend	48	8.1 %	272	8.4 %
Health Department	16	2.7 %	114	3.5 %
Health Insurance	46	7.7 %	150	4.6 %
Health Professional				21.6 %
<i>Dental Hygienist</i>	-	-	2	0.1 %
<i>Dentist</i>	1	0.2 %	14	0.4 %
<i>Health Care Provider</i>	74	12.4 %	434	13.4 %
<i>Health Educator</i>	2	0.3 %	22	0.7 %
<i>Nurse</i>	22	3.7 %	87	2.7 %
<i>OB/GYN Specialist</i>	-	-	2	0.1 %
<i>Other</i>	8	1.3 %	92	2.8 %
<i>Other Specialist</i>	4	0.7 %	31	1.0 %
<i>Pharmacist</i>	-	-	12	0.4 %
<i>Social Worker</i>	1	0.2 %	4	0.1 %
Sub Total	112	18.8 %	700	21.6 %
NASCAR Race	-	-	1	0.0 %
Newspaper/Magazine	8	1.3 %	36	1.1 %
Outdoor Ad				1.6 %
<i>Banner</i>	-	-	2	0.1 %



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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 %
Outdoor Ad				1.6 %
<i>Billboard</i>	4	0.7 %	48	1.5 %
<i>Bus Ad</i>	-	-	1	0.0 %
<i>Other</i>	-	-	1	0.0 %
Sub Total	4	0.7 %	52	1.6 %
Pole Position/NASCAR Magazine	1	0.2 %	2	0.1 %
Postcard in the Mail	21	3.5 %	178	5.5 %
Radio	4	0.7 %	65	2.0 %
Re-enrollment Offer	-	-	16	0.5 %
School/College event	4	0.7 %	49	1.5 %
Student Health Services	-	-	6	0.2 %
TV/Commercial	42	7.1 %	260	8.0 %
TV/News	1	0.2 %	9	0.3 %
Website	36	6.1 %	170	5.2 %
Does Not Remember	7	1.2 %	42	1.3 %
Other	66	11.1 %	318	9.8 %
Refused	19		116	
Not Collected	46		211	
Total	660	100.0 %	3569	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	214	40.0 %	1062	38.2 %
Female	321	60.0 %	1716	61.8 %
Refused	-		4	
Not Collected	-		-	
Not Asked	-		-	
Total	535	100.0 %	2782	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	14	2.7 %	86	3.2 %
Non-Hispanic	502	97.3 %	2589	96.6 %
Does Not Know	-	-	6	0.2 %
Refused	8		57	
Not Collected	9		38	
Not Asked	2		6	
Total	535	100.0 %	2782	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	340	66.3 %	1745	65.4 %
Black or African American	144	28.1 %	728	27.3 %
Asian				0.3 %
<i>Asian Indian</i>	-	-	-	-
<i>Cambodian</i>	-	-	-	-
<i>Chinese</i>	-	-	1	0.0 %



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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 %
Asian				0.3 %
<i>Filipino</i>	-	-	2	0.1 %
<i>Hmong</i>	-	-	-	-
<i>Japanese</i>	-	-	-	-
<i>Korean</i>	1	0.2 %	3	0.1 %
<i>Laotian</i>	-	-	-	-
<i>Pakistani</i>	-	-	1	0.0 %
<i>Taiwanese</i>	-	-	-	-
<i>Thai</i>	-	-	-	-
<i>Vietnamese</i>	-	-	2	0.1 %
<i>Other Asian</i>	-	-	-	-
<i>Indonesian</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	1	0.2 %	9	0.3 %
Native Hawaiian/Other Pacific Islander				0.0 %
<i>Native Hawaiian</i>	-	-	1	0.0 %
<i>Samoan</i>	-	-	-	-
<i>Tongan</i>	-	-	-	-
<i>Tahitian</i>	-	-	-	-
<i>Maori</i>	-	-	-	-
<i>Guamanian/Chamorro</i>	-	-	-	-
<i>Other Micronesian (e.g. Marshallese, Palauan, Pohnpeian, Chuukese, Yapese, Saipanese, Kosraean)</i>	-	-	-	-
<i>Fijian</i>	-	-	-	-
<i>Other Pacific Islander</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	-	-	1	0.0 %
American Indian or Alaskan Native	5	1.0 %	65	2.4 %
Arab or Arab American	1	0.2 %	1	0.0 %
Not Asked	2		6	
Other	21	4.1 %	120	4.5 %
Does Not Know	1	0.2 %	1	0.0 %
Refused	14		74	
Not Collected	6		32	
Total	535	100.0 %	2782	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	526	98.3 %	2749	98.8 %
Spanish	9	1.7 %	32	1.2 %
Other	-	-	1	0.0 %
Total	535	100.0 %	2782	100.0 %



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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 %
17 years old and under	-	-	-	-
18 to 24	52	9.8 %	306	11.1 %
25 to 30	42	7.9 %	265	9.6 %
31 to 40	85	16.0 %	446	16.1 %
41 to 50	138	25.9 %	655	23.7 %
51 to 60	141	26.5 %	696	25.2 %
61 to 70	65	12.2 %	319	11.5 %
71 to 80	8	1.5 %	72	2.6 %
Over 80	1	0.2 %	5	0.2 %
Not Collected	-		-	
Refused	3		18	
Total	535	100.0 %	2782	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	19	4.1 %	106	4.5 %
Grade 9-11, no degree	64	13.6 %	359	15.1 %
GED	18	3.8 %	134	5.6 %
High School Degree	121	25.8 %	596	25.1 %
Some College or University	112	23.9 %	665	28.0 %
College or University Degree	112	23.9 %	491	20.7 %
Some Technical/Trade School	8	1.7 %	8	0.3 %
Technical/Trade School Degree	8	1.7 %	8	0.3 %
Does Not Know	7	1.5 %	8	0.3 %
Refused	7		54	
Not Collected	4		24	
Not Asked	55		329	
Total	535	100.0 %	2782	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	517	94.7 %	2679	93.3 %
Cigar	11	2.0 %	78	2.7 %
Pipe	1	0.2 %	16	0.6 %
Smokeless Tobacco	17	3.1 %	91	3.2 %
Other	-	-	8	0.3 %
Not Collected	4		13	
Total	550	100.0 %	2885	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	307	95.6 %	1631	95.0 %
Currently Pregnant	8	2.5 %	57	3.3 %
Planning Pregnancy in the Next 3 Months	6	1.9 %	27	1.6 %
Currently Breastfeeding	-	-	1	0.1 %
Refused	-		-	
Not Collected	-		-	



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Total	321	100.0 %	1716	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 %
Asthma	77	12.6 %	436	13.4 %
COPD	73	12.0 %	469	14.4 %
CAD	46	7.6 %	293	9.0 %
Diabetes	64	10.5 %	365	11.2 %
None	345	56.7 %	1687	51.7 %
Does Not Know	4	0.7 %	15	0.5 %
Refused	2		12	
Not Collected	3		15	
Total	614	100.0 %	3292	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	4	0.8 %	11	0.4 %
Contemplation	20	3.8 %	125	4.5 %
Preparation	417	78.4 %	2189	79.6 %
Action - Unknown	3	0.6 %	7	0.3 %
Action - Less than 24 hours	19	3.6 %	87	3.2 %
Action - 24 hours to less than 7 days	38	7.1 %	155	5.6 %
Action - 7 days to less than 1 month	24	4.5 %	106	3.9 %
Action - 1 month to less than 6 months	4	0.8 %	41	1.5 %
Maintenance - 6 months or more	3	0.6 %	29	1.1 %
Not Collected	3		32	
Total	535	100.0 %	2782	100.0 %

Female 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	147	93.0 %	781	93.1 %
Gay or lesbian	5	3.2 %	19	2.3 %
Bisexual	4	2.5 %	12	1.4 %
Other	2	1.3 %	23	2.7 %
Does Not Know	-	-	4	0.5 %
Not Asked	155		793	
Refused	8		84	
Total	321	100.0 %	1716	100.0 %

Male 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	107	94.7 %	502	91.4 %
Gay or lesbian	3	2.7 %	25	4.6 %
Bisexual	2	1.8 %	11	2.0 %
Other	-	-	4	0.7 %
Does Not Know	1	0.9 %	7	1.3 %
Not Asked	95		460	
Refused	6		53	
Total	214	100.0 %	1062	100.0 %