



North Carolina Tobacco Use Quit Line Demographic Report

From 12/1/2009 through 12/31/2009

Contract Dates from 7/1/2009 through 12/31/2009

Print Date/Time 1/5/2010 12:05:03 PM

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	753	89.5 %	2457	84.5 %
Phone: Inbound Spanish	7	0.8 %	28	1.0 %
Phone: Inbound Warm Transfer	2	0.2 %	3	0.1 %
Phone: Re-enrollment Offer	3	0.4 %	16	0.6 %
Phone: Outbound Re-enrollment	-	-	3	0.1 %
Phone: Outbound Self-Referral	3	0.4 %	9	0.3 %
Web	-	-	6	0.2 %
Fax	73	8.7 %	387	13.3 %
Total	841	100.0 %	2909	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	613	72.9 %	2427	83.4 %
Proxy	12	1.4 %	49	1.7 %
Provider	12	1.4 %	69	2.4 %
General Public	204	24.3 %	364	12.5 %
Total	841	100.0 %	2909	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	176	23.4 %	320	12.1 %
Cigarette Pack (Quit Assist)	11	1.5 %	25	0.9 %
College Website/Email	1	0.1 %	14	0.5 %
Community Organization	15	2.0 %	103	3.9 %
Employer/Worksite	21	2.8 %	160	6.0 %
Family/Friend	53	7.0 %	224	8.5 %
Health Department	18	2.4 %	98	3.7 %
Health Insurance	39	5.2 %	104	3.9 %
Health Professional				22.2 %
<i>Dental Hygienist</i>	-	-	2	0.1 %
<i>Dentist</i>	1	0.1 %	13	0.5 %
<i>Health Care Provider</i>	60	8.0 %	360	13.6 %
<i>Health Educator</i>	4	0.5 %	20	0.8 %
<i>Nurse</i>	18	2.4 %	65	2.5 %
<i>OB/GYN Specialist</i>	-	-	2	0.1 %
<i>Other</i>	13	1.7 %	84	3.2 %
<i>Other Specialist</i>	7	0.9 %	27	1.0 %
<i>Pharmacist</i>	3	0.4 %	12	0.5 %
<i>Social Worker</i>	-	-	3	0.1 %
Sub Total	106	14.1 %	588	22.2 %
NASCAR Race	-	-	1	0.0 %
Newspaper/Magazine	5	0.7 %	28	1.1 %
Outdoor Ad				1.8 %
<i>Banner</i>	-	-	2	0.1 %



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	Current Month	Current Month %	Contract YTD	Contract YTD %
Outdoor Ad				1.8 %
<i>Billboard</i>	4	0.5 %	44	1.7 %
<i>Bus Ad</i>	-	-	1	0.0 %
<i>Other</i>	-	-	1	0.0 %
Sub Total	4	0.5 %	48	1.8 %
Pole Position/NASCAR Magazine	-	-	1	0.0 %
Postcard in the Mail	153	20.3 %	157	5.9 %
Radio	9	1.2 %	61	2.3 %
Re-enrollment Offer	3	0.4 %	16	0.6 %
School/College event	9	1.2 %	45	1.7 %
Student Health Services	1	0.1 %	6	0.2 %
TV/Commercial	41	5.5 %	218	8.2 %
TV/News	3	0.4 %	8	0.3 %
Website	22	2.9 %	134	5.1 %
Does Not Remember	6	0.8 %	35	1.3 %
Other	56	7.4 %	252	9.5 %
Refused	47		97	
Not Collected	42		165	
Total	841	100.0 %	2909	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	231	42.1 %	848	37.8 %
Female	318	57.9 %	1395	62.2 %
Refused	2		4	
Not Collected	-		-	
Not Asked	-		-	
Total	551	100.0 %	2247	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	21	4.0 %	72	3.3 %
Non-Hispanic	508	95.8 %	2087	96.4 %
Does Not Know	1	0.2 %	6	0.3 %
Refused	7		49	
Not Collected	10		29	
Not Asked	4		4	
Total	551	100.0 %	2247	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	322	60.9 %	1405	65.1 %
Black or African American	147	27.8 %	584	27.1 %
Asian				0.4 %
<i>Asian Indian</i>	-	-	-	-
<i>Cambodian</i>	-	-	-	-
<i>Chinese</i>	1	0.2 %	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				0.4 %
<i>Filipino</i>	-	-	2	0.1 %
<i>Hmong</i>	-	-	-	-
<i>Japanese</i>	-	-	-	-
<i>Korean</i>	-	-	2	0.1 %
<i>Laotian</i>	-	-	-	-
<i>Pakistani</i>	-	-	1	0.0 %
<i>Taiwanese</i>	-	-	-	-
<i>Thai</i>	-	-	-	-
<i>Vietnamese</i>	1	0.2 %	2	0.1 %
<i>Other Asian</i>	-	-	-	-
<i>Indonesian</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	2	0.4 %	8	0.4 %
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	31	5.9 %	60	2.8 %
Arab or Arab American	-	-	-	-
Not Asked	4		4	
Other	27	5.1 %	99	4.6 %
Does Not Know	-	-	-	-
Refused	11		60	
Not Collected	7		26	
Total	551	100.0 %	2247	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	546	99.1 %	2223	98.9 %
Spanish	5	0.9 %	23	1.0 %
Other	-	-	1	0.0 %
Total	551	100.0 %	2247	100.0 %



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Tobacco Users by Age

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	Current Month	Current Month %	Contract YTD	Contract YTD %
17 years old and under	-	-	-	-
18 to 24	48	8.8 %	254	11.4 %
25 to 30	36	6.6 %	223	10.0 %
31 to 40	72	13.2 %	361	16.2 %
41 to 50	138	25.2 %	517	23.2 %
51 to 60	154	28.2 %	555	24.9 %
61 to 70	72	13.2 %	254	11.4 %
71 to 80	26	4.8 %	64	2.9 %
Over 80	1	0.2 %	4	0.2 %
Not Collected	-		-	
Refused	4		15	
Total	551	100.0 %	2247	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	28	5.8 %	87	4.6 %
Grade 9-11, no degree	102	21.2 %	295	15.5 %
GED	23	4.8 %	116	6.1 %
High School Degree	125	26.0 %	475	24.9 %
Some College or University	123	25.6 %	553	29.0 %
College or University Degree	80	16.6 %	379	19.9 %
Some Technical/Trade School	-	-	-	-
Technical/Trade School Degree	-	-	-	-
Does Not Know	-	-	1	0.1 %
Refused	6		47	
Not Collected	8		20	
Not Asked	56		274	
Total	551	100.0 %	2247	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	526	91.5 %	2162	92.9 %
Cigar	21	3.7 %	67	2.9 %
Pipe	4	0.7 %	15	0.6 %
Smokeless Tobacco	24	4.2 %	74	3.2 %
Other	-	-	8	0.3 %
Not Collected	5		9	
Total	580	100.0 %	2335	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	313	98.4 %	1324	94.9 %
Currently Pregnant	5	1.6 %	49	3.5 %
Planning Pregnancy in the Next 3 Months	-	-	21	1.5 %
Currently Breastfeeding	-	-	1	0.1 %
Refused	-		-	
Not Collected	-		-	



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Total	318	100.0 %	1395	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	87	13.1 %	359	13.5 %
COPD	123	18.5 %	396	14.9 %
CAD	69	10.4 %	247	9.3 %
Diabetes	72	10.8 %	301	11.3 %
None	308	46.4 %	1341	50.5 %
Does Not Know	5	0.8 %	11	0.4 %
Refused	3		10	
Not Collected	8		13	
Total	675	100.0 %	2678	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 %	7	0.3 %
Contemplation	26	4.8 %	103	4.6 %
Preparation	441	81.7 %	1776	80.1 %
Action - Unknown	3	0.6 %	4	0.2 %
Action - Less than 24 hours	12	2.2 %	67	3.0 %
Action - 24 hours to less than 7 days	23	4.3 %	118	5.3 %
Action - 7 days to less than 1 month	12	2.2 %	80	3.6 %
Action - 1 month to less than 6 months	8	1.5 %	37	1.7 %
Maintenance - 6 months or more	13	2.4 %	26	1.2 %
Not Collected	11		29	
Total	551	100.0 %	2247	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	157	91.3 %	632	93.1 %
Gay or lesbian	3	1.7 %	14	2.1 %
Bisexual	4	2.3 %	8	1.2 %
Other	7	4.1 %	21	3.1 %
Does Not Know	1	0.6 %	4	0.6 %
Not Asked	132		638	
Refused	14		78	
Total	318	100.0 %	1395	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	112	91.8 %	395	90.6 %
Gay or lesbian	5	4.1 %	22	5.1 %
Bisexual	1	0.8 %	9	2.1 %
Other	1	0.8 %	4	0.9 %
Does Not Know	3	2.5 %	6	1.4 %
Not Asked	94		365	
Refused	15		47	
Total	231	100.0 %	848	100.0 %