



North Carolina Tobacco Use Quit Line Demographic Report

From 7/1/2009 through 7/31/2009

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

Print Date/Time 8/4/2009 2:28:13 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	399	83.3 %	399	83.3 %
Phone: Inbound Spanish	2	0.4 %	2	0.4 %
Phone: Re-enrollment Offer	3	0.6 %	3	0.6 %
Phone: Outbound Re-enrollment	3	0.6 %	3	0.6 %
Phone: Outbound Self-Referral	3	0.6 %	3	0.6 %
Web	1	0.2 %	1	0.2 %
Fax	68	14.2 %	68	14.2 %
Total	479	100.0 %	479	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	416	86.8 %	416	86.8 %
Proxy	13	2.7 %	13	2.7 %
Provider	12	2.5 %	12	2.5 %
General Public	38	7.9 %	38	7.9 %
Total	479	100.0 %	479	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 %
Brochure/Newsletter/Flyer	20	4.5 %	20	4.5 %
Cigarette Pack (Quit Assist)	4	0.9 %	4	0.9 %
Community Organization	28	6.3 %	28	6.3 %
Employer/Worksite	44	9.9 %	44	9.9 %
Family/Friend	33	7.4 %	33	7.4 %
Health Department	27	6.1 %	27	6.1 %
Health Insurance	14	3.2 %	14	3.2 %
Health Professional				23.7 %
<i>Dentist</i>	4	0.9 %	4	0.9 %
<i>Health Care Provider</i>	54	12.2 %	54	12.2 %
<i>Health Educator</i>	6	1.4 %	6	1.4 %
<i>Nurse</i>	9	2.0 %	9	2.0 %
<i>Other</i>	23	5.2 %	23	5.2 %
<i>Other Specialist</i>	5	1.1 %	5	1.1 %
<i>Pharmacist</i>	4	0.9 %	4	0.9 %
Sub Total	105	23.7 %	105	23.7 %
Newspaper/Magazine	6	1.4 %	6	1.4 %
Outdoor Ad				3.2 %
<i>Banner</i>	1	0.2 %	1	0.2 %
<i>Billboard</i>	13	2.9 %	13	2.9 %
Sub Total	14	3.2 %	14	3.2 %
Radio	17	3.8 %	17	3.8 %
Re-enrollment Offer	3	0.7 %	3	0.7 %
School/College event	4	0.9 %	4	0.9 %
Student Health Services	1	0.2 %	1	0.2 %
TV/Commercial	45	10.2 %	45	10.2 %



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	Current Month	Current Month %	Contract YTD	Contract YTD %
TV/News	2	0.5 %	2	0.5 %
Website	31	7.0 %	31	7.0 %
Does Not Remember	5	1.1 %	5	1.1 %
Other	40	9.0 %	40	9.0 %
Refused	11		11	
Not Collected	25		25	
Total	479	100.0 %	479	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	135	34.9 %	135	34.9 %
Female	252	65.1 %	252	65.1 %
Refused	-		-	
Not Collected	-		-	
Not Asked	-		-	
Total	387	100.0 %	387	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	9	2.4 %	9	2.4 %
Non-Hispanic	361	97.0 %	361	97.0 %
Does Not Know	2	0.5 %	2	0.5 %
Refused	13		13	
Not Collected	2		2	
Not Asked	-		-	
Total	387	100.0 %	387	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	252	67.9 %	252	67.9 %
Black or African American	107	28.8 %	107	28.8 %
Asian				-
<i>Asian Indian</i>	-	-	-	-
<i>Cambodian</i>	-	-	-	-
<i>Chinese</i>	-	-	-	-
<i>Filipino</i>	-	-	-	-
<i>Hmong</i>	-	-	-	-
<i>Japanese</i>	-	-	-	-
<i>Korean</i>	-	-	-	-
<i>Laotian</i>	-	-	-	-
<i>Pakistani</i>	-	-	-	-
<i>Taiwanese</i>	-	-	-	-
<i>Thai</i>	-	-	-	-
<i>Vietnamese</i>	-	-	-	-
<i>Other Asian</i>	-	-	-	-
<i>Indonesian</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-



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	Current Month	Current Month %	Contract YTD	Contract YTD %
Asian				-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	-	-	0	0.0 %
Native Hawaiian/Other Pacific Islander				-
<i>Native Hawaiian</i>	-	-	-	-
<i>Samoan</i>	-	-	-	-
<i>Tongan</i>	-	-	-	-
<i>Tahitian</i>	-	-	-	-
<i>Maori</i>	-	-	-	-
<i>Guamanian/Chamorro</i>	-	-	-	-
<i>Other Micronesian (e.g. Marshallese, Palauan, Pohnpelan, 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	-	-	0	0.0 %
American Indian or Alaskan Native	5	1.3 %	5	1.3 %
Not Asked	-		-	
Other	7	1.9 %	7	1.9 %
Does Not Know	-	-	-	-
Refused	14		14	
Not Collected	2		2	
Total	387	100.0 %	387	100.0 %

Tobacco Users by Language Spoken				
	Current Month	Current Month %	Contract YTD	Contract YTD %
English	384	99.2 %	384	99.2 %
Spanish	2	0.5 %	2	0.5 %
Other	1	0.3 %	1	0.3 %
Total	387	100.0 %	387	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	47	12.1 %	47	12.1 %
25 to 30	46	11.9 %	46	11.9 %
31 to 40	56	14.5 %	56	14.5 %
41 to 50	86	22.2 %	86	22.2 %
51 to 60	94	24.3 %	94	24.3 %
61 to 70	48	12.4 %	48	12.4 %
71 to 80	9	2.3 %	9	2.3 %
Over 80	1	0.3 %	1	0.3 %
Not Collected	-		-	
Refused	-		-	
Total	387	100.0 %	387	100.0 %



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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	11	3.4 %	11	3.4 %
Grade 9-11, no degree	35	10.7 %	35	10.7 %
GED	24	7.4 %	24	7.4 %
High School Degree	83	25.5 %	83	25.5 %
Some College or University	103	31.6 %	103	31.6 %
College or University Degree	69	21.2 %	69	21.2 %
Post College	-	-	-	-
Does Not Know	1	0.3 %	1	0.3 %
Refused	13		13	
Not Collected	2		2	
Not Asked	46		46	
Total	387	100.0 %	387	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	374	92.6 %	374	92.6 %
Cigar	13	3.2 %	13	3.2 %
Pipe	2	0.5 %	2	0.5 %
Smokeless Tobacco	15	3.7 %	15	3.7 %
Other	-	-	-	-
Not Collected	1		1	
Total	405	100.0 %	405	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	236	93.7 %	236	93.7 %
Currently Pregnant	9	3.6 %	9	3.6 %
Planning Pregnancy in the Next 3 Months	7	2.8 %	7	2.8 %
Currently Breastfeeding	-	-	-	-
Refused	-		-	
Not Collected	-		-	
Total	252	100.0 %	252	100.0 %

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	64	14.2 %	64	14.2 %
COPD	65	14.4 %	65	14.4 %
CAD	46	10.2 %	46	10.2 %
Diabetes	47	10.4 %	47	10.4 %
None	227	50.4 %	227	50.4 %
Does Not Know	1	0.2 %	1	0.2 %
Refused	2		2	
Not Collected	3		3	
Total	455	100.0 %	455	100.0 %



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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	0.5 %	2	0.5 %
Contemplation	20	5.2 %	20	5.2 %
Preparation	304	79.2 %	304	79.2 %
Action - Unknown	-	-	-	-
Action - Less than 24 hours	11	2.9 %	11	2.9 %
Action - 24 hours to less than 7 days	14	3.6 %	14	3.6 %
Action - 7 days to less than 1 month	19	4.9 %	19	4.9 %
Action - 1 month to less than 6 months	10	2.6 %	10	2.6 %
Maintenance - 6 months or more	4	1.0 %	4	1.0 %
Not Collected	3		3	
Total	387	100.0 %	387	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	102	94.4 %	102	94.4 %
Gay or lesbian	4	3.7 %	4	3.7 %
Bisexual	1	0.9 %	1	0.9 %
Other	1	0.9 %	1	0.9 %
Does Not Know	-	-	-	-
Not Asked	127		127	
Refused	17		17	
Total	252	100.0 %	252	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	73	90.1 %	73	90.1 %
Gay or lesbian	4	4.9 %	4	4.9 %
Bisexual	2	2.5 %	2	2.5 %
Other	2	2.5 %	2	2.5 %
Does Not Know	-	-	-	-
Not Asked	48		48	
Refused	6		6	
Total	135	100.0 %	135	100.0 %