



North Carolina Tobacco Use Quit Line Demographic Report

From 11/1/2009 through 11/30/2009

Contract Dates from 7/1/2009 through 11/30/2009

Print Date/Time 12/3/2009 2:29:04 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	305	80.3 %	1704	82.4 %
Phone: Inbound Spanish	5	1.3 %	21	1.0 %
Phone: Inbound Warm Transfer	1	0.3 %	1	0.0 %
Phone: Re-enrollment Offer	3	0.8 %	13	0.6 %
Phone: Outbound Re-enrollment	-	-	3	0.1 %
Phone: Outbound Self-Referral	1	0.3 %	6	0.3 %
Web	2	0.5 %	6	0.3 %
Fax	63	16.6 %	314	15.2 %
Total	380	100.0 %	2068	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	331	87.1 %	1814	87.7 %
Proxy	9	2.4 %	37	1.8 %
Provider	8	2.1 %	57	2.8 %
General Public	32	8.4 %	160	7.7 %
Total	380	100.0 %	2068	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	0.1 %
Brochure/Newsletter/Flyer	32	9.3 %	144	7.6 %
Cigarette Pack (Quit Assist)	2	0.6 %	14	0.7 %
College Website/Email	7	2.0 %	13	0.7 %
Community Organization	12	3.5 %	88	4.6 %
Employer/Worksite	23	6.7 %	139	7.3 %
Family/Friend	33	9.6 %	172	9.1 %
Health Department	11	3.2 %	80	4.2 %
Health Insurance	9	2.6 %	65	3.4 %
Health Professional				25.4 %
<i>Dental Hygienist</i>	-	-	2	0.1 %
<i>Dentist</i>	2	0.6 %	12	0.6 %
<i>Health Care Provider</i>	62	18.0 %	300	15.8 %
<i>Health Educator</i>	2	0.6 %	16	0.8 %
<i>Nurse</i>	7	2.0 %	47	2.5 %
<i>OB/GYN Specialist</i>	-	-	2	0.1 %
<i>Other</i>	5	1.4 %	71	3.7 %
<i>Other Specialist</i>	1	0.3 %	20	1.1 %
<i>Pharmacist</i>	2	0.6 %	9	0.5 %
<i>Social Worker</i>	-	-	3	0.2 %
Sub Total	81	23.5 %	482	25.4 %
NASCAR Race	-	-	1	0.1 %
Newspaper/Magazine	5	1.4 %	23	1.2 %
Outdoor Ad				2.3 %
<i>Banner</i>	-	-	2	0.1 %



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	Current Month	Current Month %	Contract YTD	Contract YTD %
Outdoor Ad				2.3 %
<i>Billboard</i>	3	0.9 %	40	2.1 %
<i>Bus Ad</i>	-	-	1	0.1 %
<i>Other</i>	1	0.3 %	1	0.1 %
Sub Total	4	1.2 %	44	2.3 %
Pole Position/NASCAR Magazine	-	-	1	0.1 %
Postcard in the Mail	-	-	4	0.2 %
Radio	11	3.2 %	52	2.7 %
Re-enrollment Offer	-	-	10	0.5 %
School/College event	17	4.9 %	36	1.9 %
Student Health Services	1	0.3 %	5	0.3 %
TV/Commercial	23	6.7 %	177	9.3 %
TV/News	1	0.3 %	5	0.3 %
Website	24	7.0 %	112	5.9 %
Does Not Remember	2	0.6 %	29	1.5 %
Other	47	13.6 %	198	10.4 %
Refused	9		50	
Not Collected	26		123	
Total	380	100.0 %	2068	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	118	38.2 %	617	36.4 %
Female	191	61.8 %	1077	63.6 %
Refused	-		2	
Not Collected	-		-	
Not Asked	-		-	
Total	309	100.0 %	1696	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	11	3.8 %	51	3.1 %
Non-Hispanic	282	96.2 %	1578	96.6 %
Does Not Know	-	-	5	0.3 %
Refused	8		42	
Not Collected	8		20	
Not Asked	-		-	
Total	309	100.0 %	1696	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	194	66.9 %	1082	66.5 %
Black or African American	72	24.8 %	437	26.9 %
Asian				0.4 %
<i>Asian Indian</i>	-	-	-	-
<i>Cambodian</i>	-	-	-	-
<i>Chinese</i>	-	-	-	-



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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	0.1 %
<i>Taiwanese</i>	-	-	-	-
<i>Thai</i>	-	-	-	-
<i>Vietnamese</i>	-	-	1	0.1 %
<i>Other Asian</i>	-	-	-	-
<i>Indonesian</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	-	-	6	0.4 %
Native Hawaiian/Other Pacific Islander				0.1 %
<i>Native Hawaiian</i>	-	-	1	0.1 %
<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	-	-	1	0.1 %
American Indian or Alaskan Native	6	2.1 %	29	1.8 %
Arab or Arab American	-	-	-	-
Not Asked	-		-	
Other	18	6.2 %	72	4.4 %
Does Not Know	-	-	-	-
Refused	10		49	
Not Collected	9		20	
Total	309	100.0 %	1696	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	305	98.7 %	1677	98.9 %
Spanish	4	1.3 %	18	1.1 %
Other	-	-	1	0.1 %
Total	309	100.0 %	1696	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	40	13.2 %	206	12.2 %
25 to 30	36	11.9 %	187	11.1 %
31 to 40	52	17.2 %	289	17.2 %
41 to 50	68	22.4 %	379	22.5 %
51 to 60	73	24.1 %	401	23.8 %
61 to 70	26	8.6 %	182	10.8 %
71 to 80	6	2.0 %	38	2.3 %
Over 80	2	0.7 %	3	0.2 %
Not Collected	-		-	
Refused	6		11	
Total	309	100.0 %	1696	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	8	3.2 %	59	4.1 %
Grade 9-11, no degree	41	16.3 %	193	13.6 %
GED	16	6.3 %	93	6.5 %
High School Degree	57	22.6 %	349	24.5 %
Some College or University	77	30.6 %	430	30.2 %
College or University Degree	53	21.0 %	299	21.0 %
Post College	-	-	-	-
Does Not Know	-	-	1	0.1 %
Refused	5		41	
Not Collected	3		13	
Not Asked	49		218	
Total	309	100.0 %	1696	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	296	94.3 %	1636	93.4 %
Cigar	4	1.3 %	46	2.6 %
Pipe	1	0.3 %	11	0.6 %
Smokeless Tobacco	11	3.5 %	50	2.9 %
Other	2	0.6 %	8	0.5 %
Not Collected	2		4	
Total	316	100.0 %	1755	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	181	94.8 %	1011	93.9 %
Currently Pregnant	7	3.7 %	44	4.1 %
Planning Pregnancy in the Next 3 Months	2	1.0 %	21	2.0 %
Currently Breastfeeding	1	0.5 %	1	0.1 %
Refused	-		-	
Not Collected	-		-	
Total	191	100.0 %	1077	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	50	14.1 %	272	13.6 %
COPD	44	12.4 %	274	13.7 %
CAD	27	7.6 %	178	8.9 %
Diabetes	37	10.5 %	231	11.6 %
None	195	55.1 %	1032	51.8 %
Does Not Know	1	0.3 %	6	0.3 %
Refused	2		7	
Not Collected	2		5	
Total	358	100.0 %	2005	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	-	-	5	0.3 %
Contemplation	18	5.9 %	77	4.6 %
Preparation	251	82.0 %	1335	79.6 %
Action - Unknown	-	-	1	0.1 %
Action - Less than 24 hours	5	1.6 %	55	3.3 %
Action - 24 hours to less than 7 days	13	4.2 %	95	5.7 %
Action - 7 days to less than 1 month	8	2.6 %	68	4.1 %
Action - 1 month to less than 6 months	6	2.0 %	29	1.7 %
Maintenance - 6 months or more	5	1.6 %	13	0.8 %
Not Collected	3		18	
Total	309	100.0 %	1696	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	86	93.5 %	474	93.7 %
Gay or lesbian	-	-	11	2.2 %
Bisexual	2	2.2 %	4	0.8 %
Other	2	2.2 %	14	2.8 %
Does Not Know	2	2.2 %	3	0.6 %
Not Asked	90		506	
Refused	9		65	
Total	191	100.0 %	1077	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	54	94.7 %	282	90.1 %
Gay or lesbian	3	5.3 %	17	5.4 %
Bisexual	-	-	8	2.6 %
Other	-	-	3	1.0 %
Does Not Know	-	-	3	1.0 %
Not Asked	56		272	
Refused	5		32	
Total	118	100.0 %	617	100.0 %