

NATIONAL QUITLINE DATA WAREHOUSE (NQDW) STATISTICAL BRIEF

The following table/graphs summarize quitline service utilization from 2016. NQDW Quitline Services Survey data include all 50 U.S. states and District of Columbia. The graphs depicting NQDW Intake Questionnaire data include 49 U.S. states and District of Columbia. Massachusetts currently does not report de-identified data on quitline callers to the NQDW through the NQDW Intake Questionnaire data.

Data from NQDW Quitline Services Survey, 2016

	National	Minimum	Maximum
Total Calls to Quitline¹	1,188,366	1,848	118,547
Tobacco Users Receiving Phone Counseling, Medication, or Both¹	314,745	537	43,593
Percentage of Tobacco Users Receiving Phone Counseling, Medication, or Both²	0.7%	0.2%	3.3%

Note: data are for 50 states and District of Columbia

¹ Data are from the NQDW Services Survey

² Percentages are based on adult tobacco use (cigarettes and smokeless tobacco use) prevalence data from the Behavioral Risk Factor Surveillance System (BRFSS) and adult population estimates from the U.S. Census Bureau.

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QUITLINE CALLERS, NATIONAL QUITLINE DATA WAREHOUSE (NQDW), 2016

FIGURE 1: CALLER AGE

Figure 1 presents the distribution of quitline callers who were aged 18 years or older and called for themselves by age group. Based on 2016 NQDW intake data, 5% of all quitline callers were between 18 and 24 years old, 33% between 25 and 44 years old, 51% between 45 and 64 years old and 11% of callers were 65 years of age or older. Less than 1% of quitline callers had missing data or refused to provide data on their age.

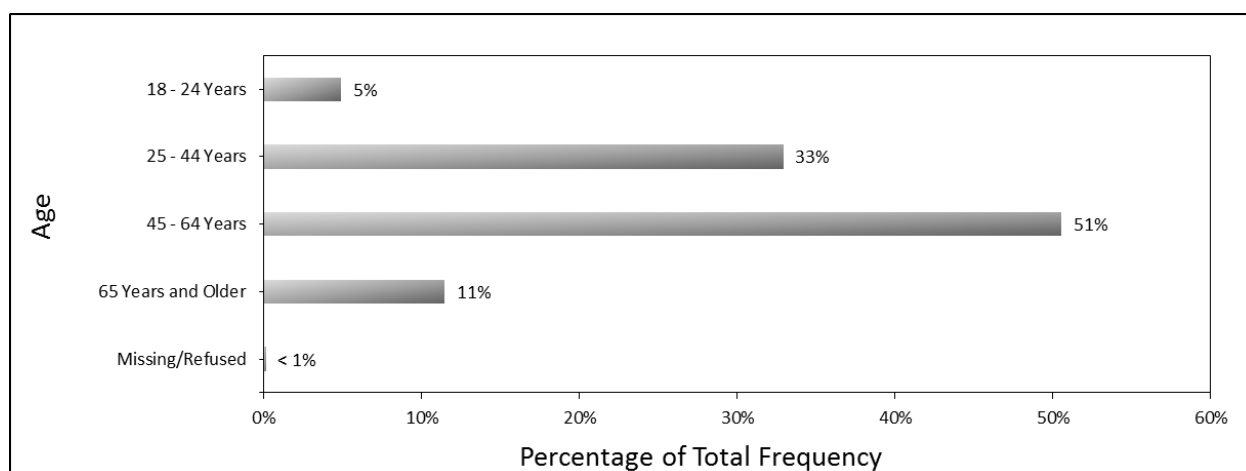


Figure 1

Data are for 49 states and District of Columbia and are limited to individuals ages 18 and older who called the quitline for themselves.

FIGURE 2: CALLER EDUCATIONAL ATTAINMENT

Figure 2 presents the distribution of quitline callers who were aged 18 years or older and called for themselves by highest level of educational attainment. Based on 2016 NQDW intake data, 4% of all quitline callers aged at least 18 years who called for themselves had less than a ninth-grade education, 13% had between a 9th and 11th grade education with no degree, 7% had a GED, 27% had a high school degree, 24% had some college or university and 16% had a college or university degree. 10% of quitline callers had missing data or refused to provide data on their highest level of educational attainment.

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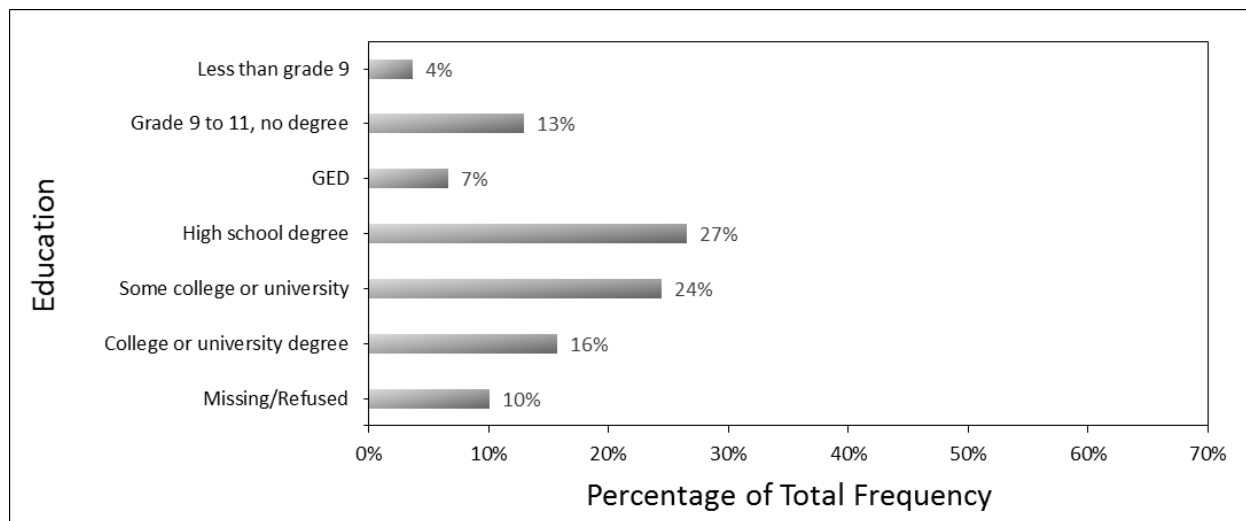


Figure 2

Data are for 49 states and District of Columbia and are limited to individuals ages 18 and older who called the quitline for themselves.

FIGURE 3: CALLER GENDER

Figure 3 presents the distribution of quitline callers who were aged 18 years or older and called for themselves by gender. Based on 2016 NQDW intake data, 59% of quitline callers were female, 40% were male and less than 1% were classified as other (which includes transgender callers). 1% of quitline callers had missing data or refused to provide data on their gender.

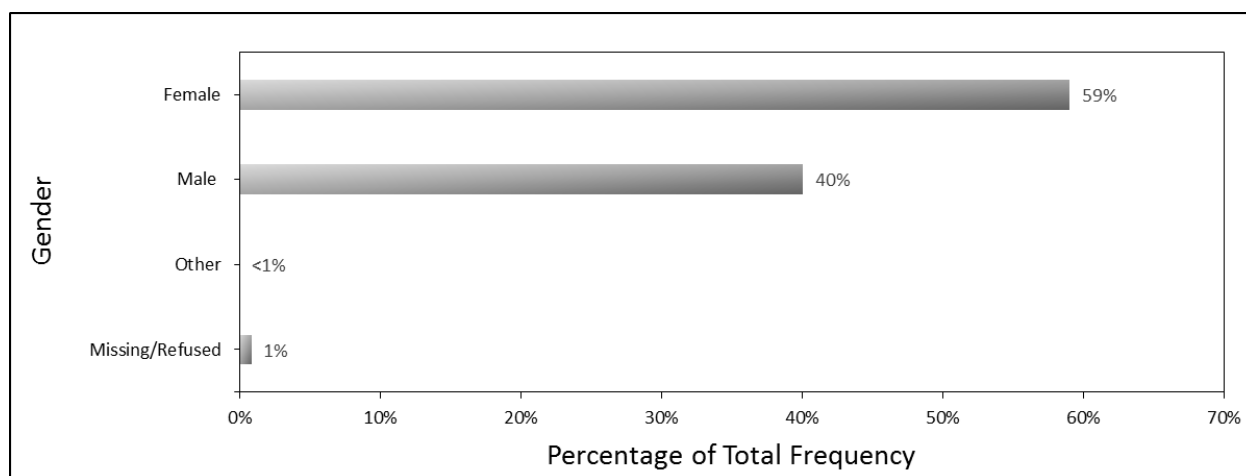


Figure 3

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Data are for 49 states and District of Columbia and are limited to individuals ages 18 and older who called the quitline for themselves.

FIGURE 4: CALLER RACE/ETHNICITY

Figure 4 presents the distribution of quitline callers who were aged 18 and called for themselves by race/ethnicity. Based on 2016 NQDW intake data, 65% of quitline callers were white, 17% were black/African American, 8% were Hispanic, 1% were Asian/Pacific Islander, 2% were American Indian/Alaska Native and 1% were multi-racial. 6% of quitline callers had missing data or refused to provide data on their race/ethnicity.

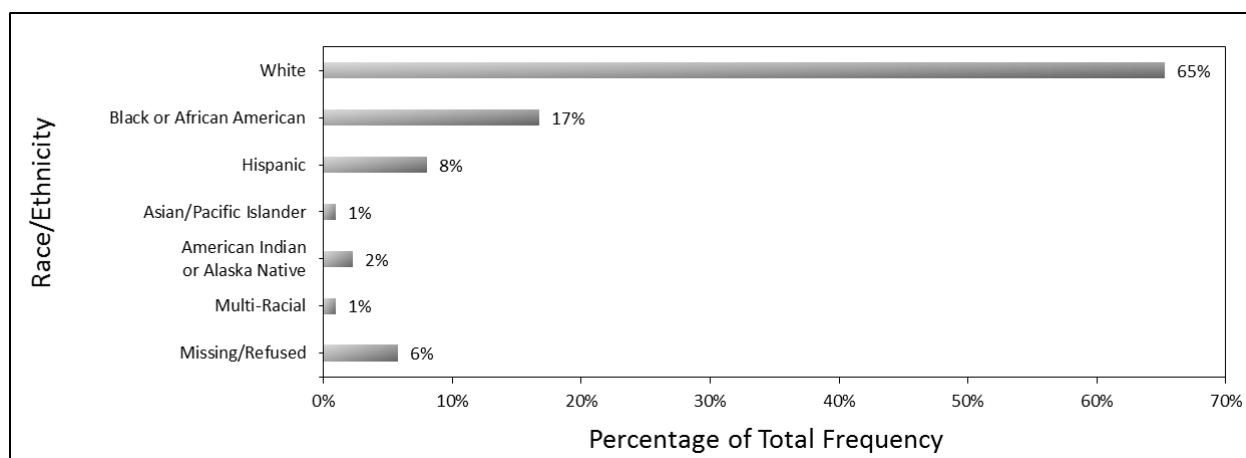


Figure 4

Data are for 49 states and District of Columbia and are limited to individuals ages 18 and older who called the quitline for themselves.