

Florida Tobacco Quitline

Comparison of Florida Quitline Callers to State Tobacco Users

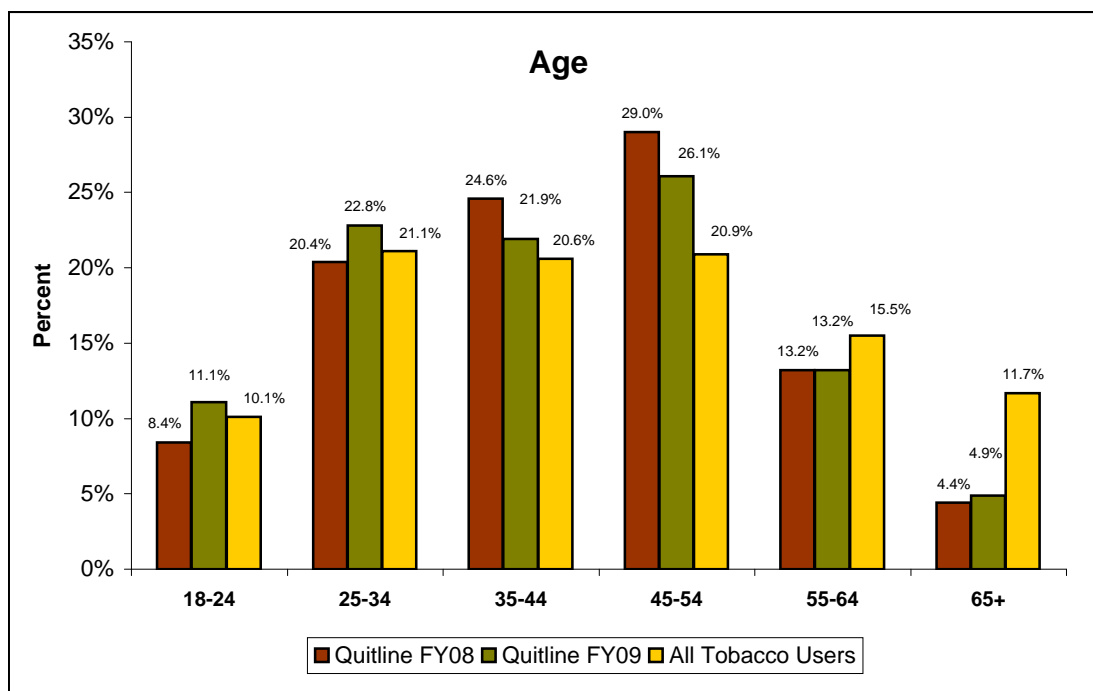
Compares the demographic characteristics of Quitline registrants (FY2008 and FY2009 adult current tobacco users) to adult tobacco users in the state of Florida (BRFSS 2008).

I. SAMPLE SIZE

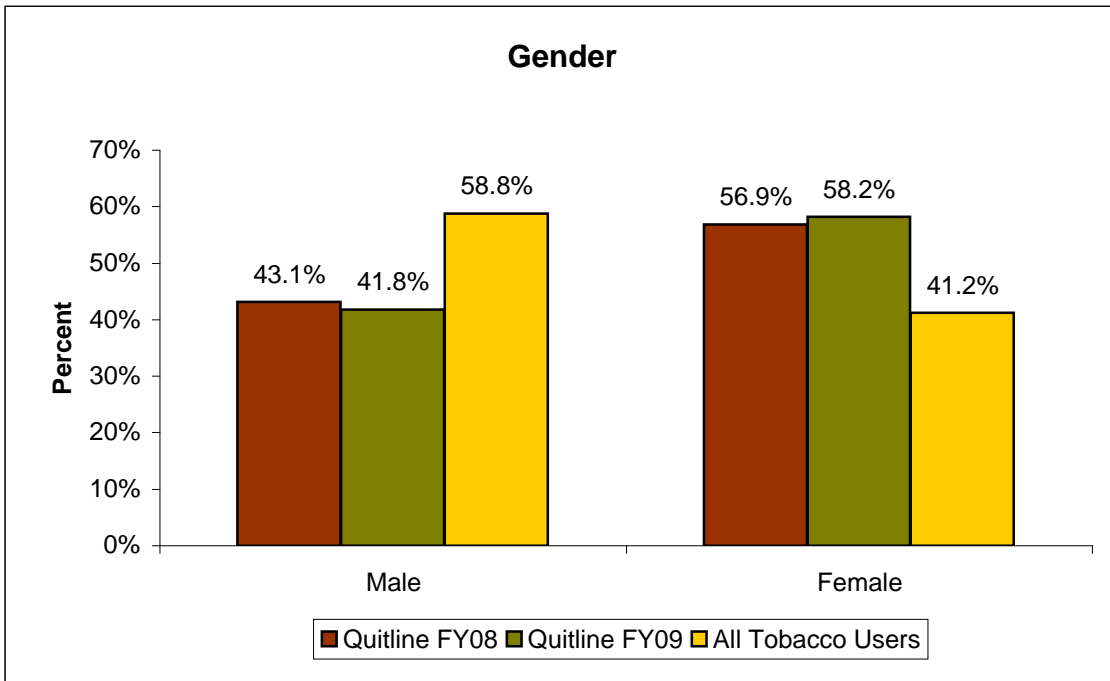
Sample Size	Quitline FY08	Quitline FY09	All Tobacco Users
N	37,111	20,304	3,059,733

II. DEMOGRAPHICS

Age	Quitline FY08	Quitline FY09	All Tobacco Users
18-24	8.4%	11.1%	10.1%
25-34	20.4%	22.8%	21.1%
35-44	24.6%	21.9%	20.6%
45-54	29.0%	26.1%	20.9%
55-64	13.2%	13.2%	15.5%
65+	4.4%	4.9%	11.7%
Total	100.0%	100.0%	100.0%

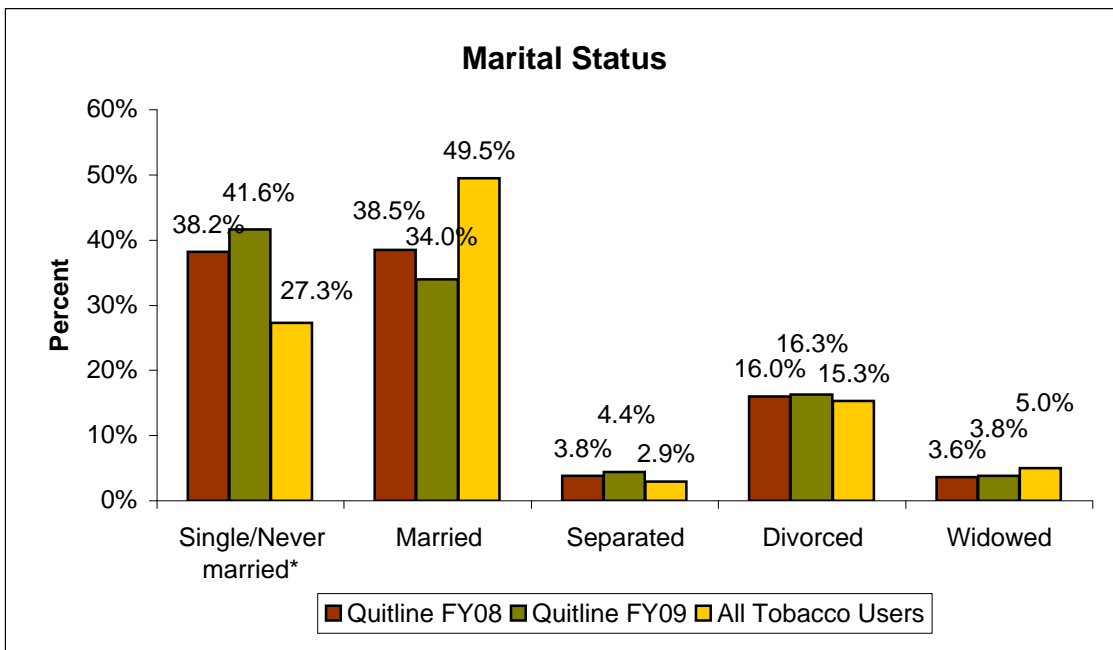


Gender	Quitline FY08	Quitline FY09	All Tobacco Users
Male	43.1%	41.8%	58.8%
Female	56.9%	58.2%	41.2%
Total	100.0%	100.0%	100.0%

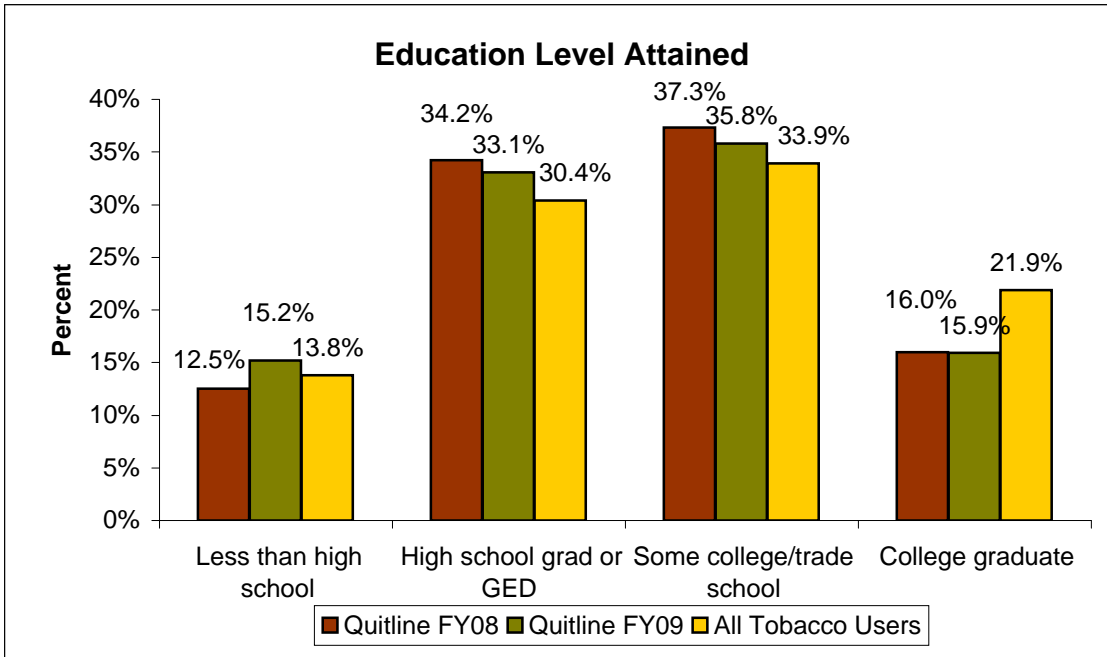


Marital Status	Quitline FY08	Quitline FY09	All Tobacco Users
Single/Never married*	38.2%	41.6%	27.3%
Married	38.5%	34.0%	49.5%
Separated	3.8%	4.4%	2.9%
Divorced	16.0%	16.3%	15.3%
Widowed	3.6%	3.8%	5.0%
Total	100.0%	100.0%	100.0%

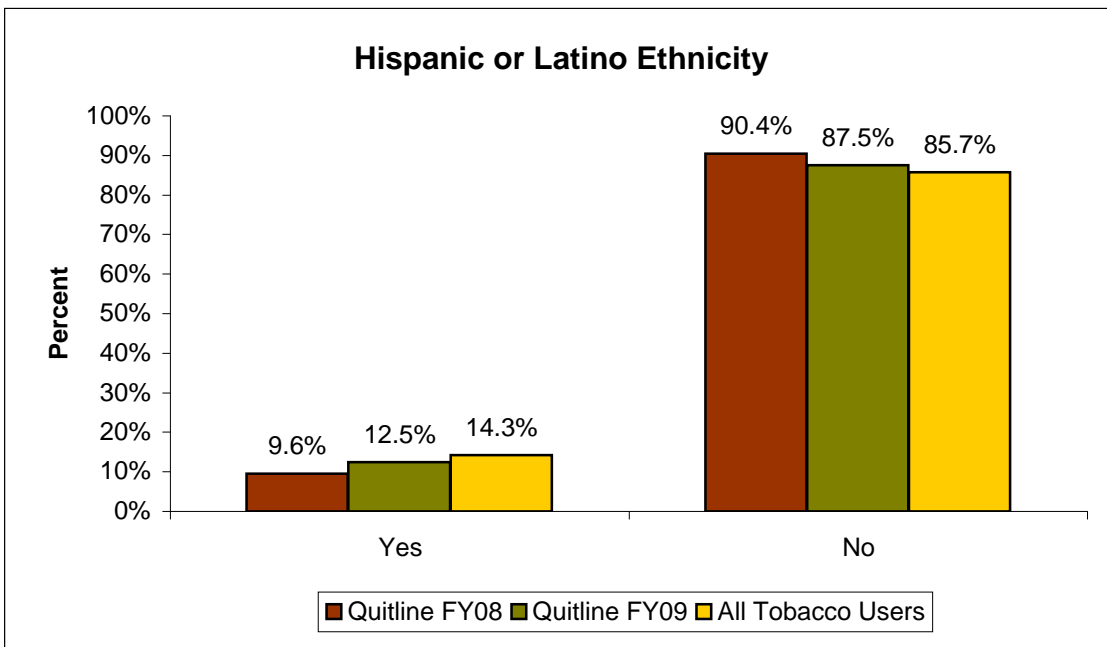
**includes "member of an unmarried couple" which was asked on BRFSS but not Quitline.*



Education Level Attained	Quitline FY08	Quitline FY09	All Tobacco Users
Less than high school	12.5%	15.2%	13.8%
High school grad or GED	34.2%	33.1%	30.4%
Some college/trade school	37.3%	35.8%	33.9%
College graduate	16.0%	15.9%	21.9%
Total	100.0%	100.0%	100.0%

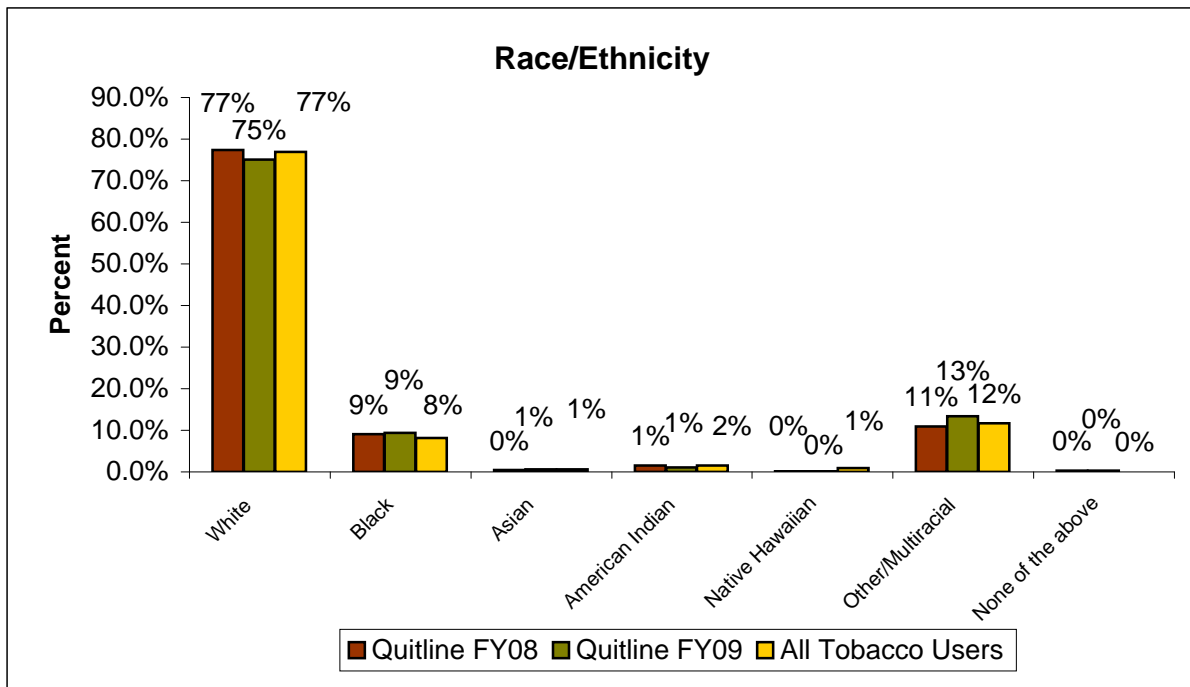


Hispanic or Latino Ethnicity	Quitline FY08	Quitline FY09	All Tobacco Users
Yes	9.6%	12.5%	14.3%
No	90.4%	87.5%	85.7%
Total	100.0%	100.0%	100.0%



Race / Ethnicity	Quitline FY08	Quitline FY09	All Tobacco Users
White	77.4%	75.0%	76.9%
Black	9.1%	9.4%	8.1%
Asian	0.5%	0.6%	0.6%
American Indian or Native American	1.5%	1.1%	1.6%
Native Hawaiian or other Pacific Islander	0.2%	0.1%	1.0%
Other/Multiracial*	10.9%	13.4%	11.7%
None of the above*	0.4%	0.4%	N/A
Total	100.0%	100.0%	100.0%

*Quitline included "other" and "none of the above." BRFSS included "other" and "multiracial".



Pregnancy Status	Quitline FY08	Quitline FY09	All Tobacco Users
Pregnant	2.6%	4.9%	0.4%
Total	100.0%	100.0%	100.0%

Note. Percent is based on total number of females between the ages of 18 and 44. BRFSS estimate is low due to sampling fluctuations.

Health Insurance Status	Quitline FY08	Quitline FY09	All Tobacco Users
Insured	57.3%	62.6%	70.0%
Uninsured	42.7%	37.4%	30.0%
Total	100.0%	100.0%	100.0%

Note. Percent is based on individuals ages 18-64 only.

III. Second Hand Smoke Exposure

Children in Household	Quitline FY08	Quitline FY09	All Tobacco Users
Yes	40.8%	37.5%	40.3%
No	59.2%	62.5%	59.7%
Total	100.0%	100.0%	100.0%

Report developed by Professional Data Analysts, Inc.

Report produced on 8/10/2009. Report updated 10/6/2009.

Data source: Quitline Intake data provided by American Cancer Society, Inc.; Florida Tobacco Users data provided by the CDC, Behavioral Risk Factor Surveillance System 2008.

The Florida Tobacco Quitline is administered by the Florida Department of Health, Bureau of Tobacco Prevention Program.