

Florida Tobacco Quitline

Florida Quitline Statewide Reach

Presents the promotional reach of the Florida Quitline (FY2008 and FY2009 current adult smokers) to adult smokers in the state of Florida (BRFSS 2007).

I. STATEWIDE REACH

Statewide	Quitline FY08		Quitline FY09		Current Smokers	
	N	Reach	N	Reach	N	%
Statewide	36,269	1.33%	19,839	0.73%	2,728,344	19.3%

II. COUNTY-LEVEL REACH

County	Quitline FY08		Quitline FY09		Current Smokers	
	N	Reach	N	Reach	N	%
Alachua	526	1.80%	242	0.83%	29,215	15.5%
Baker	66	1.40%	17	0.36%	4,719	25.9%
Bay	420	1.46%	227	0.79%	28,683	22.6%
Bradford	71	1.78%	24	0.60%	3,981	18.5%
Brevard	1,239	1.40%	771	0.87%	88,698	20.5%
Broward	3,204	1.31%	1,515	0.62%	243,930	18.1%
Calhoun	39	1.34%	43	1.48%	2,912	27.1%
Charlotte	265	0.87%	189	0.62%	30,575	22.9%
Citrus	500	1.70%	286	0.97%	29,359	25.7%
Clay	426	1.47%	184	0.64%	28,919	21.8%
Collier	460	1.02%	233	0.52%	44,886	17.4%
Columbia	184	1.28%	86	0.60%	14,359	29.4%
Desoto	36	0.64%	29	0.52%	5,618	21.2%
Dixie	53	2.30%	18	0.78%	2,307	19.5%
Duval	2,160	1.59%	1,030	0.76%	135,821	21.6%
Escambia	531	0.98%	287	0.53%	54,290	24.0%
Flagler	204	1.21%	94	0.56%	16,857	23.9%
Franklin	14	0.67%	9	0.43%	2,078	25.6%
Gadsden	108	1.63%	106	1.60%	6,636	18.7%
Gilchrist	56	1.63%	25	0.73%	3,426	28.2%
Glades	13	1.15%	5	0.44%	1,131	17.8%
Gulf	25	0.56%	24	0.53%	4,489	33.6%
Hamilton	24	0.68%	12	0.34%	3,551	29.7%
Hardee	21	0.70%	26	0.87%	2,980	14.3%
Hendry	106	1.83%	43	0.74%	5,795	21.6%
Hernando	367	1.07%	215	0.63%	34,178	27.0%
Highlands	136	1.17%	129	1.11%	11,669	15.1%
Hillsborough	1,899	0.98%	1,132	0.58%	193,977	22.1%
Holmes	44	1.22%	33	0.92%	3,605	25.9%
Indian River	206	0.91%	220	0.97%	22,642	20.9%
Jackson	73	0.60%	72	0.59%	12,196	29.7%
Jefferson	37	1.18%	30	0.95%	3,143	29.2%
Lafayette	6	0.44%	13	0.94%	1,377	23.0%
Lake	784	1.90%	331	0.80%	41,198	16.7%
Lee	1,323	1.47%	681	0.75%	90,226	19.6%
Leon	548	1.87%	365	1.24%	29,320	14.2%
Levy	148	1.85%	79	0.99%	7,984	27.9%
Liberty	29	2.16%	20	1.49%	1,341	22.3%
Madison	27	0.76%	28	0.79%	3,548	22.7%

Manatee	423	1.15%	255	0.69%	36,786	14.9%
Marion	1,273	2.26%	593	1.05%	56,432	23.1%
Martin	297	1.49%	177	0.89%	19,998	16.9%
Miami-Dade	2,117	0.75%	1,334	0.47%	281,730	15.4%
Monroe	148	1.02%	202	1.39%	14,515	22.3%
Nassau	254	2.07%	139	1.13%	12,268	23.8%
Okaloosa	166	0.47%	222	0.63%	35,109	24.0%
Okeechobee	113	1.69%	85	1.27%	6,677	20.4%
Orange	2,468	2.05%	1,066	0.89%	120,278	14.6%
Osceola	636	1.75%	316	0.87%	36,311	20.2%
Palm Beach	2,655	1.49%	1,110	0.62%	177,917	17.5%
Pasco	1,152	1.10%	701	0.67%	104,665	30.4%
Pinellas	1,960	1.45%	1,247	0.92%	135,419	18.0%
Polk	1,098	1.35%	675	0.83%	81,056	19.0%
Putnam	356	1.90%	151	0.80%	18,779	30.2%
Saint Johns	314	1.33%	212	0.89%	23,695	17.8%
Saint Lucie	726	1.93%	497	1.32%	37,632	19.6%
Santa Rosa	226	0.85%	223	0.84%	26,683	23.5%
Sarasota	500	0.70%	363	0.51%	71,528	22.6%
Seminole	979	2.18%	387	0.86%	44,928	15.7%
Sumter	120	1.43%	48	0.57%	8,414	16.2%
Suwannee	107	1.26%	58	0.68%	8,518	28.0%
Taylor	61	1.37%	42	0.94%	4,459	27.8%
Union	35	0.96%	22	0.60%	3,660	29.2%
Volusia	1,456	1.64%	688	0.78%	88,738	21.9%
Wakulla	101	1.87%	68	1.26%	5,414	23.7%
Walton	92	0.82%	51	0.45%	11,231	27.0%
Washington	58	1.49%	34	0.88%	3,885	24.1%
Statewide Total	36,269	1.33%	19,839	0.73%	2,728,344	19.3%
Minimum	6	0.44%	5	0.34%	1,131	14.2%
Maximum	3,204	2.30%	1,515	1.60%	281,730	33.6%

Note: Excludes 192 cases from BRFSS that did not have county information.

III. DMA-LEVEL REACH

DMA	Quitline FY08		Quitline FY09		Current Smokers	
	N	Reach	N	Reach	N	%
Ft. Myers - Naples	2,203	1.24%	1,180	0.66%	178,231	19.6%
Gainesville	783	1.82%	364	0.85%	42,932	17.8%
Jacksonville - Brunswick	3,866	1.57%	1,865	0.76%	246,201	22.2%
Miami - Ft. Lauderdale	5,469	1.01%	3,051	0.56%	540,175	16.7%
Mobile - Pensacola	923	0.80%	732	0.63%	116,082	23.9%
Orlando - Daytona Beach	9,159	1.83%	4,294	0.86%	501,854	18.3%
Panama City	794	1.13%	513	0.73%	70,420	25.3%
Tallahassee - Thomasville	1,019	1.54%	722	1.09%	65,966	18.6%
Tampa - St. Petersburg	8,056	1.15%	5,029	0.72%	701,617	21.2%
West Palm Beach - Ft. Pierce	3,997	1.51%	2,089	0.79%	264,866	18.0%
Statewide Total	36,269	1.33%	19,839	0.73%	2,728,344	19.3%
Minimum	783	0.80%	364	0.56%	42,934	16.7%
Maximum	9,159	1.83%	5,029	1.09%	701,617	25.4%

IV. REGION-LEVEL REACH

Region	Quitline FY08		Quitline FY09		Current Smokers	
	N	Reach	N	Reach	N	%
West	2,599	1.09%	1,884	0.79%	239,022	22.3%
East	7,667	1.69%	3,664	0.81%	454,839	21.4%
Central	14,370	1.36%	8,000	0.76%	1,056,829	19.8%
South	11,633	1.19%	6,291	0.64%	977,654	17.5%
Statewide Total	36,269	1.33%	19,839	0.73%	2,728,344	19.3%
Minimum	2,599	1.09%	1,884	0.64%	239,022	17.5%
Maximum	14,370	1.69%	8,000	0.81%	1,056,829	22.3%

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Data source: Quitline Intake data provided by American Cancer Society, Inc.; Florida Tobacco Users data provided by the CDC, Behavioral Risk Factor Surveillance System 2007.

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