

Evaluation of the Arkansas Tobacco Quitline

July 2010 – December 2010



Prepared by:

Cindy Lou Bennett, MBA
Principal Investigator

Naomi Petrash, Sarah Stuart, Reville Isgrig
Researchers
Eric Mulherin, David Thiedig
Senior Interviewers

University of Arkansas at Little Rock
IOG Survey Research Center

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Key Findings:

- Utilization of the Quitline in Arkansas is high, with 7,284 tobacco users registering for services over the last 6 months.
- Callers to the Quitline are long-time tobacco users with 14% stating that beginning tobacco use before the age of 13 years and nearly half (46%) reported starting tobacco use before the age of 16 years.
- The majority of registrants still enroll via Inbound Phone Calls enrollments (66%). The number of Fax referrals and Outbound Calls enrollments are significant and have increased compared to FY09/10.
- Quit rates at the 7-month follow-up varied by intervention received. Among follow-up survey participants, 33.8% of those receiving multiple call intervention plus NRT report 30-day abstinence and 30.2% for those receiving multiple call intervention without NRT report 30-day abstinence.
- The Black/African-American tobacco users who participated in the 7-month follow-up, showed a 30-day quit rate of 30%.
- Although low in sample size, the smokeless tobacco users who participated in the 7-month follow-up, showed a high 30-day quit rate of 40%.
- At the 30-day quit standard, 48% of the Single Quitters reported abstinence from tobacco as compared to 26% of Repeated Quitters.
- In the 4-month follow-up interviews, a high percentage of respondents found the educational materials “Very Helpful” in the quit process and reported both reading and sharing the educational materials with others.
- Since the creation of a web-based questionnaire option, the evaluation team captured 135 additional interviews with registrants who were unable to be reached during the telephone calling period.

Analysis of Client Demographic, Service and Treatment Data

From July 2010 through December 2010, a total of 7,284 Arkansans registered with the ATQ to receive tobacco cessation intervention services. The focus for this report is tobacco users enrolled in either the multiple call (n=4,274) or single call (n=3,010) intervention that either were or were not sent free nicotine replacement therapy (NRT). Of the total multiple call registrants, 89% received multiple call intervention and were sent NRT. Of the total single call registrants, 46% received single call intervention and were sent nicotine replacement therapy (NRT).

Starting February 2010, the ATQ expanded their program by allowing registrants to enroll in the Quitline program two times within a 12-month period. Between July and December 2010, 486 registrants re-enrolled in the Quitline Program. To avoid duplication in reporting, only the most recent registration data is reported for each of the previously enrolled registrants.

The registrant group is described by demographic variables to characterize those who utilize the Quitline for cessation services. A majority of the callers to the ATQ were female (66%). Callers to the ATQ represented all racial/ethnic groups including: American Indian or Alaskan Native (2%), African American (15%), and White (78%). A total of 1% of callers reported that they were of Hispanic ethnicity and 13% of tobacco users who registered for services were between the ages of 16 and 24 years (Exhibit 1).

Exhibit 1: Demographic characteristics of One Call & Multiple Call registrants (n=7,284)

Gender	Female	4818	66%
	Male	2460	34%
	Missing/Refused	6	0%
Female	Pregnant	129	2%
	Planning Pregnancy	87	1%
	Breastfeeding	22	0%
Race	White	5684	78%
	American Indian or Alaskan Native	174	2%
	Black or African American	1117	15%
	Other	191	3%
	Missing/Refused	118	2%
Ethnicity	Hispanic-Eng. Int	109	1%
	Hispanic-Span Int	33	0%
	Non-Hispanic	7010	96%
	Missing/Refused	132	2%

Exhibit 1: (continued) Demographic characteristics

Age	16-17	42	1%
	18-24	861	12%
	25-34	1768	24%
	35-44	1500	21%
	45-54	1775	24%
	55-64	957	13%
	65-74	318	4%
	75+	57	1%
	Missing	6	0%
Education	Less than grade 9	361	5%
	Grade 9-11, no degree	1243	17%
	High School Degree or GED	2825	39%
	Some College or Voc. School	2042	28%
	College or University Degree	650	9%
	Missing/Refused	163	2%
Income	<\$10,000	2175	30%
	\$10,000-14,999	1195	16%
	\$15,000-19,999	823	11%
	\$20,000-24,999	574	8%
	\$25,000-34,999	657	9%
	\$35,000-49,999	449	6%
	\$50,000-74,999	260	4%
	\$75,000+	118	2%
	Missing/Refused	1033	14%
Sexual Orientation	Heterosexual	6605	91%
	Homosexual	115	2%
	Bisexual	108	1%
	Transgender	5	0%
	Missing/Refused	451	6%

The Arkansas Tobacco Quitline is reaching tobacco users in all parts of Arkansas. The following exhibit displays the number of registrations by county (Exhibit 2).

Tobacco users from all 75 Arkansas counties contacted the Quitline for services. More than one tenth (13%) of all calls came from residents in Pulaski County (n=922) with Sebastian (n=395), Washington (n=335), Garland (n=356), and Benton (n=318) counties each totaling more than 300 tobacco users registering for services.

Exhibit 2: Number of tobacco users who registered for services by County (n=7,284)

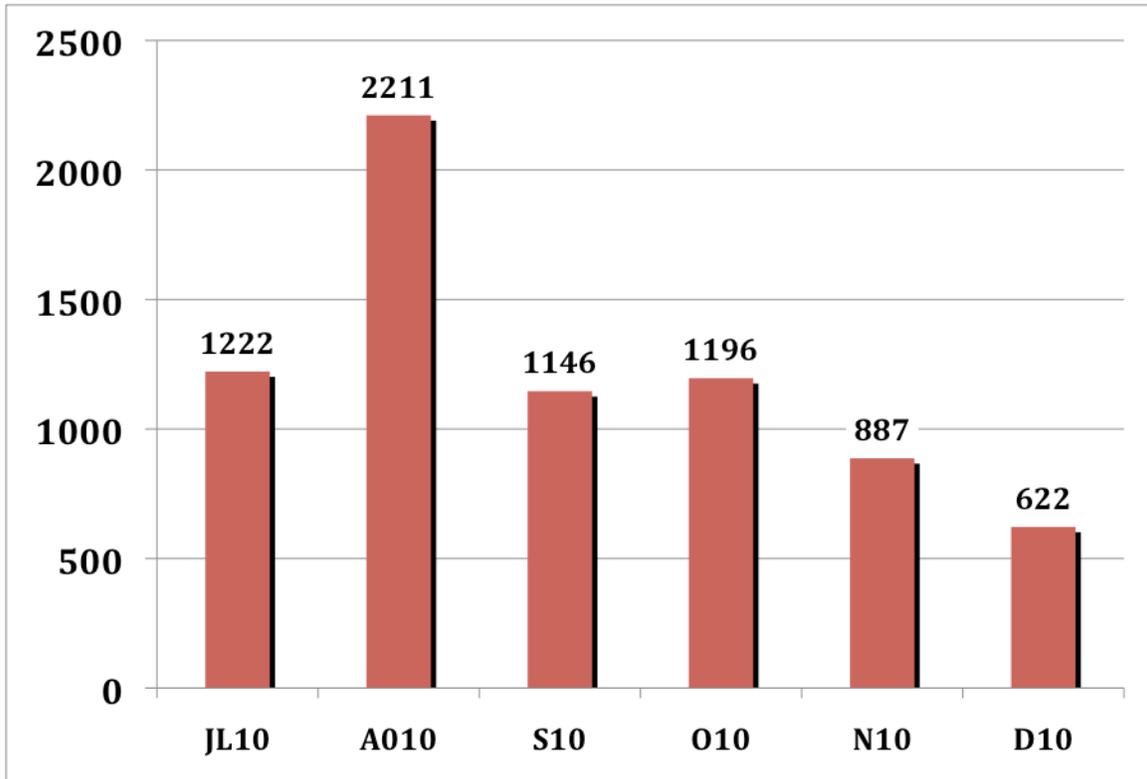
County	Count
ARKANSAS	43
ASHLEY	48
BAXTER	114
BENTON	318
BOONE	73
BRADLEY	35
CALHOUN	10
CARROLL	47
CHICOT	30
CLARK	59
CLAY	42
CLEBURNE	89
CLEVELAND	24
COLUMBIA	39
CONWAY	50
CRAIGHEAD	237
CRAWFORD	193
CRITTENDEN	74
CROSS	56
DALLAS	17
DESHA	37
DREW	38
FAULKNER	227
FRANKLIN	29
FULTON	56
GARLAND	356

County	Count
GRANT	46
GREENE	113
HEMPSTEAD	45
HOT SPRING	101
HOWARD	27
INDEPENDENCE	98
IZARD	36
JACKSON	45
JEFFERSON	262
JOHNSON	52
LAFAYETTE	25
LAWRENCE	76
LEE	35
LINCOLN	51
LITTLE RIVER	25
LOGAN	68
LONOKE	220
MADISON	41
MARION	34
MILLER	78
MISSISSIPPI	112
MONROE	25
MONTGOMERY	28
NEVADA	40
NEWTON	25
OUACHITA	71

County	Count
PERRY	39
PHILLIPS	45
PIKE	36
POINSETT	98
POLK	69
POPE	181
PRAIRIE	49
PULASKI	922
RANDOLPH	47
SAINT FRANCIS	49
SALINE	243
SCOTT	27
SEARCY	34
SEBASTIAN	395
SEVIER	34
SHARP	66
STONE	37
UNION	101
VAN BUREN	56
WASHINGTON	335
WHITE	206
WOODRUFF	32
YELL	51
UNKNOWN	12

An examination of the number of tobacco users registering for services shows an average enrollment of 1,214 new registrants per month. However, there was a wide variation in the monthly number of new registrants (Exhibit 3).

Exhibit 3: Number of tobacco users who registered for services per month



Tobacco Use, History, Motivation, and Environment

Tobacco users who registered for services were asked about their tobacco use history. Nearly half (52%) of tobacco users reported that they had attempted to quit smoking between 2-5 times in the past. A total of 14% of the registrants reported beginning tobacco use before the age of 13 years and nearly half (46%) reported starting tobacco use before the age of 16 years.

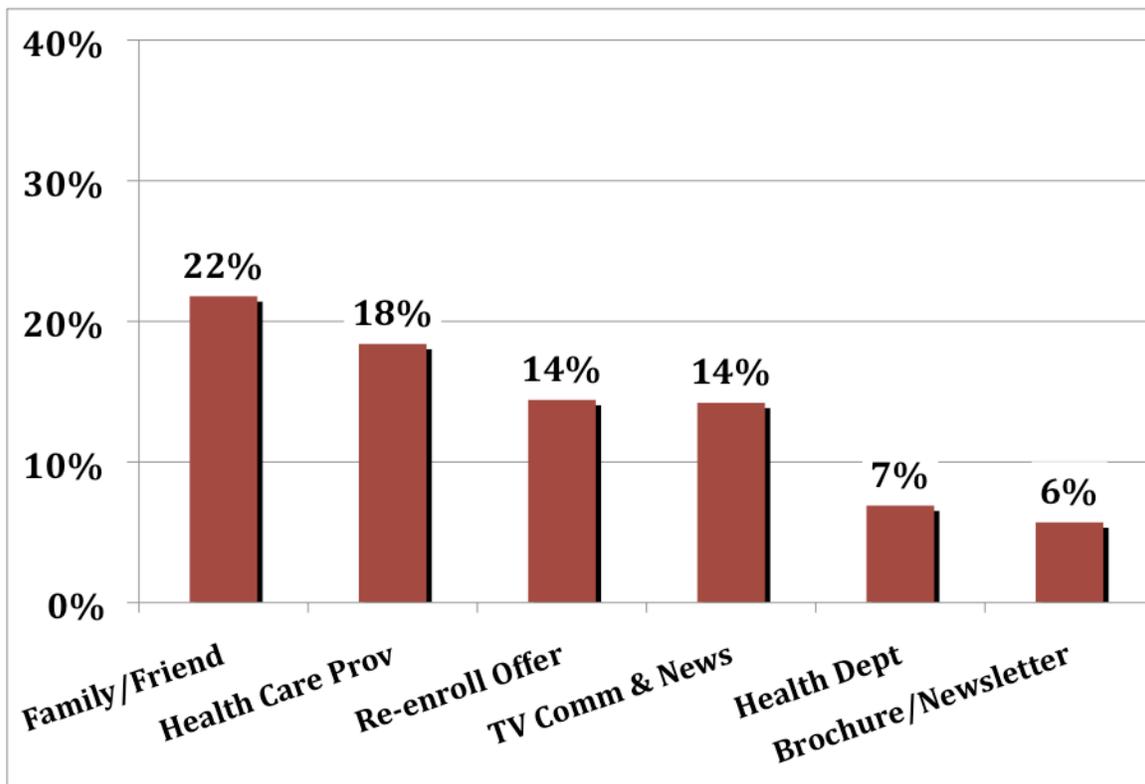
Of the smokers reporting a quit method they used in the past, 52% of the smokers reported using NRT in past quit attempts. Motivation to quit is self-reported using a scale of 1-10, with 10 being the highest motivation. Among registrants who answered the question, 58% reported having high motivation to quit using tobacco (Rating of 9 or 10).

Among all tobacco users, more than half (54%) stated that the time after waking to first tobacco use was five minutes or less. This response indicates heavy tobacco use. Among these heavy users, 56% reported being around other smokers in their home and 21% said they were around other smokers in their work environment.

How do Quitline Registrants Hear about the Quitline?

When tobacco users register for services with the Quitline, they are asked how they heard about the service. This question provides one indicator of the promotion of the Quitline within the community. A total of 22% of registrants reported hearing about the Quitline from Family and Friends (Exhibit 4). Another 18% heard about the Quitline from their Health Care Provider, 14% through the Re-enrollment Offers from Free & Clear, 14% from TV Commercials and News, 7% from Health Department Sources, and 6% through Brochures, Newsletters and Flyers.

Exhibit 4. How tobacco users who registered for services heard about the Quitline



Phone, Fax and Outbound Referral Enrollment

The majority of registrants still enroll via Inbound Phone Calls enrollments (66%). The number of Fax referrals and Outbound Calls enrollments are significant and have increased compared to FY09/10. Fax Referrals offer the opportunity for health care providers to proactively request that the Quitline contact their patients who want help quitting tobacco. A total of 1,279 registrants (18%) enrolled as the result of a Fax Referral from a health care professional. A total of 1,160 participants (16%) enrolled from the Outbound Calls conducted by Free & Clear.

Web Coach Enrollment

The Arkansas Tobacco Quitline uses an Internet component to augment its range of services designed to help tobacco users quit. The Web Coach feature is offered to tobacco users wanting

to quit as an enhancement to the telephone-based counseling program. Participants enrolled in the program may use the Web Coach feature for additional support by utilizing online activities and forums. A total of 44% of all tobacco users who registered for an intervention program also enrolled with the Web Coach. The percentage of registrants who utilized the services provided through the Web Coach is unknown at this time.

Types of Tobacco Use

During the Quitline intake session, registrants identify their type of tobacco use. The percentages of registrants in each tobacco group remained steady over the past 6 months when compared to FY 09/10 registrants. The largest group is the Cigarette Smokers Only – 91.2% of all registrants. Of the remaining registrants, percentages are Cigarettes & Smokeless – 2.8%, Cigarettes & Other Tobacco – 2.6%, Smokeless Only – 1.5%, Cigar Only – 1.3%, and Pipes & Other Tobacco – 0.1%.

Tobacco Type	FY 09/10 Percent	Jul10-Dec10 Percent
Cigarettes Only	91.5%	91.2%
Cigarettes & Smokeless	2.7%	2.8%
Cigarettes & Other Tobacco	2.6%	2.6%
Smokeless Only	1.7%	1.5%
Cigar Only	1.1%	1.3%
Pipes or Other Tobacco	0.4%	0.1%

Follow-Up Interviews with Quitline Registrants

Telephone interviews were conducted with a sample of Quitline registrants for 4-, 7-, and 13-month follow-up between July and December 2010. The follow-up of Quitline registrants includes a sample of tobacco user registrants in both the single call and multiple call interventions. Exhibit 5 describes the sample sizes, completions, response rates, cooperation rates, and refusal rates for each of the follow-up surveys by cohort. A total of 1,155 registrants were interviewed at the 4-month interval, 717 registrants were interviewed at the 7-month interval, and 391 registrants were interviewed at the 13-month interval. At the 4-month follow-up, the Response Rate was 49% and the Cooperation Rate was 78%. At the 7-month follow-up the Response Rate was 67% and the Cooperation Rate was 89%. At the 13-month follow-up the Response Rate was 73% and the Cooperation Rate was 93%. The Response Rate is standard CASRO RR3 rate. The Cooperation Rate is the number of completed interviews divided by the number of contacted eligible respondents. A total of 14% of Quitline clients contacted refused to participate in the 4-month follow-up study. A lower percentage of 8% refused to participate at the 7-month follow-up interval and only 5% refused at the 13-month interval. The remainder of the non-respondents are those records with disconnected phones, wrong numbers, and were unable to be contacted during the interview time period.

Exhibit 5: Sample sizes, completions, and response rates

QUOTA SELECTION			
	4-month Mar 10-Aug 10	7-month Dec 09-May 10	13-month Jun 09-Nov 09
Total Sample	2,951	1,194	598

COMPLETES			
	4-month Mar 10-Aug 10 Respondents	7-month Dec 09-May 10 Respondents	13-month Jun 09-Nov 09 Respondents
Single Call Completes	166	91	49
Multiple Call Completes	989	626	342
Total Completes	1,155	717	391

RATES			
	4-month Mar 10-Aug 10	7-month Dec 09-May 10	13-month Jun 09-Nov 09
Response Rate	49%	67%	73%
Cooperation Rate	78%	89%	93%
Refusal Rate	14%	8%	5%

In an attempt to further increase participation of those not reached during the telephone interview phase, one invitation and two follow-up reminders to participate in a self-administered, web-based version of the follow-up questionnaire were sent to respondents who were unable to be contacted during follow-up. The invitations were sent to the respondents' email addresses when provided. This web-based data collection method resulted in obtaining 34 additional interviews with participants who were unable to be reached during the telephone calling period.

In addition to the stratified random sample of 20% for both the single call and multiple call registrants special population groups were sampled. These groups included a 100% sampling of Black/African Americans, Hispanics, Pregnant Women, and Smokeless Tobacco Users. Quitline participants may be members of more than one special population cohort. Only those who were successfully contacted and agreed to participate are reflected in the sample sizes in Exhibit 6. When sample sizes are less than 50 interviews, results are not presented because of concerns about the precision of the estimates.

Exhibit 6: Completed interviews from special populations

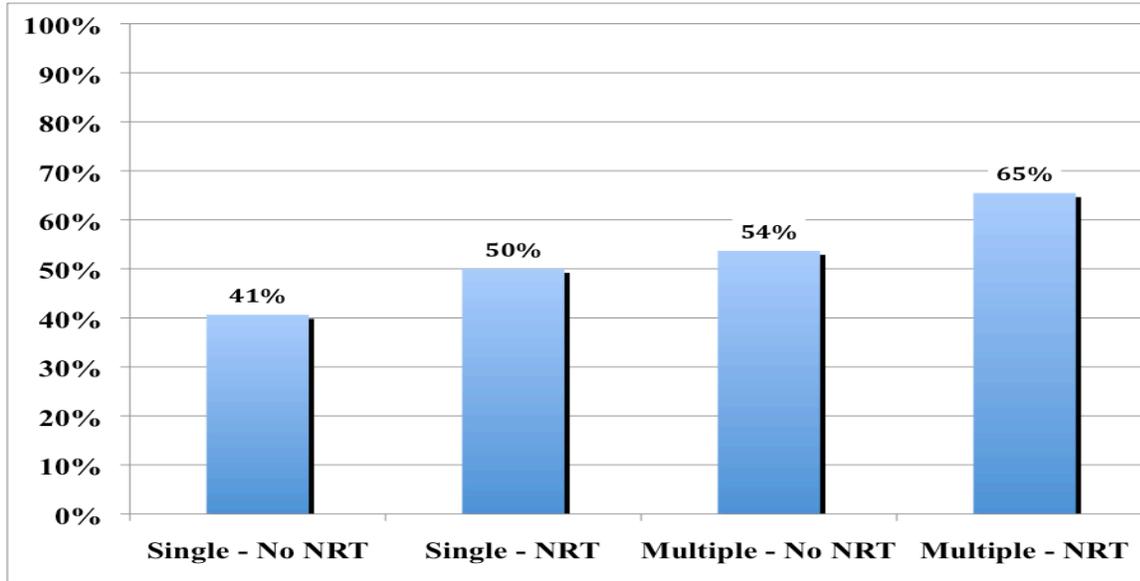
Special Population	COMPLETES		
	4-month Mar 10-Aug 10 Respondents	7-month Dec 09-May 10 Respondents	13-month Jun 09-Nov 09 Respondents
Black/African American	494	311	155
Hispanic	60	38*	9*
Pregnant	25*	12*	11*
Smokeless	128	93	40*

*Sample size does not allow quit rates to be calculated for this group.

Attitudes Toward Quitline Registration Experience

At the 4-month follow-up a majority of tobacco users rated the registration experience with the Quitline as “Excellent”. However, percentages varied widely depending upon the NRT status of the participant. A total of 65% of registrants receiving the multiple call intervention and free NRT responded “Excellent” when asked about their registration experience. This percentage is significantly higher than the 54% for multiple call participants not receiving NRT. This pattern holds true for the single call participants with 50% of registrants receiving the single call intervention and free NRT responding “Excellent” in regards to Quitline experience but only 41% for single call participants not receiving NRT.

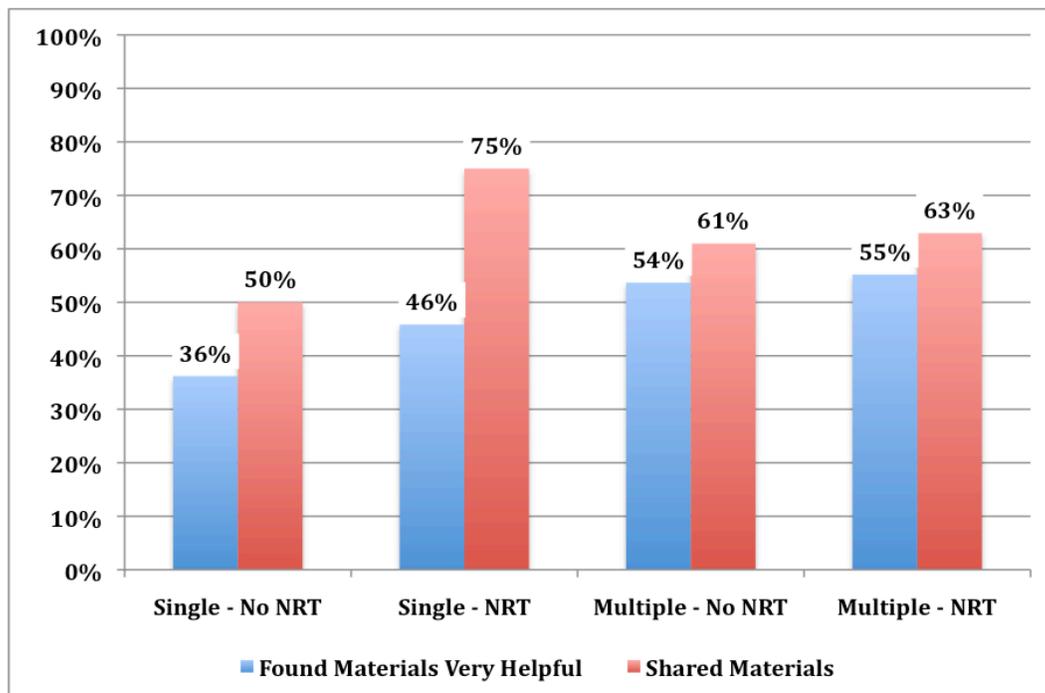
Exhibit 7: Percentages reporting an “Excellent” rating to their registration experience, by Intervention and NRT Status at 4-month follow-up



Use and Satisfaction with Educational Materials

As part of the registration process Free & Clear sends educational materials to new registrants. In the 4-month follow-up interviews, a high percentage of respondents found the educational materials “Very Helpful” in the quit process and reported both reading and sharing the educational materials with others. (Exhibit 8).

Exhibit 8: Use and Satisfaction with Educational Materials by Intervention



Quit Success by Quit Status

In the 4-month follow-up interview questions are asked relating to the participant’s attempt to quit tobacco use for 24 or hours or longer. Registrants who have attempted (and re-attempted) to quit are considered to be in the Active stage of the quit process. An analysis of abstinence rates for registrants in the Active Stage of quitting was conducted. Three groups were defined: Non-Quitters, Single Quitters and Repeat Quitters.

Exhibit 9: 7 and 30 day Abstinence Rates by Quit Status at 4-month Follow-up

Quit Status	Days Abstinent					
	7-day			30-day		
	Total N	Percent Abstinent	95% CI	Total N	Percent Abstinent	95% CI
Non-Quitters	147	0%		147	0%	
Single Quitters	431	50%	(45.6% - 55.1%)	431	48%	(42.9% - 52.3%)
Repeat Quitters	524	32%	(27.7% - 35.7%)	524	26%	(22.4% - 30.0%)

Among Arkansas Tobacco Quitline registrants participating in the 4-month follow-up survey, 50% of the participants who reported quitting tobacco a single time for 24 hours or longer reported they had not used tobacco in 7-days prior to the interview. This percentage is significantly higher than the abstinence rate reported for participants who reported quitting tobacco repeated times. At the 30-day quit standard, 48% of the Single Quitters reported abstinence from tobacco as compared to 26% of Repeated Quitters. The CIs for the calculated quit rates for the Single Quitters and Repeat Quitters do not overlap indicating that the differences between these two groups is meaningful (Exhibit 9).

Quit Experiences Reported at the 4-, 7- and 13-month Follow-up

Thirty-day abstinence rates are calculated at three follow-up intervals (4-, 7- and 13-months). Quit rates are calculated by intervention type. In the survey, respondents were asked whether they had used tobacco in the previous 30 days and if they used NRT since calling the Quitline:

1. *Have you smoked any cigarettes, even a puff, (used any tobacco products, even a pinch), in the last 30 days?*
2. *Since your call to the Quitline on «REGDATE», «4/7/13» months ago, have you used ANY Nicotine Replacement Therapy such as patches, gum, lozenges, or inhalers?*

Respondents were classified in the No NRT/NRT groups based upon their use of any NRT, regardless of type or length of use. Respondents who were identified by Free & Clear as being sent NRT but did not use the NRT were classified in the No NRT group.

For each calculated quit rate, a 95% confidence interval (CI) was calculated and reported. This CI provides a range of values within which we are 95% confident that the “true” quit rate lies. Because our calculated quit rates are based on a sample of the population, some uncertainty will exist about the accuracy of the estimate. The CI is interpreted as the plausible range of values for the true quit rate.

Generally, a wide CI indicates that the sample size is small, and the precision of the estimated quit rate is poor. These results should be interpreted with caution. When comparing the quit rates between treatment groups or over time, the overlap (or lack of overlap) in the CIs indicates when the differences are likely to be meaningful.

30-Day Abstinence

A standard measure of the effectiveness of the Arkansas Tobacco Quitline is the 30-day abstinence rates. At each follow-up interval, respondents were asked whether they have used tobacco in the previous thirty days. Abstinence rates and confidence intervals (CIs) were calculated for those enrolled in the Single and Multiple Call programs and use of NRT.

Among Arkansas Tobacco Quitline registrants participating in the follow-up surveys, 35% of those receiving the Multiple Call/NRT reported tobacco abstinence at 4-months compared to 21% of those receiving the Single Call/NRT (Exhibit 10a). The CIs for the calculated quit rates for the Single and Multiple Call interventions overlap, although this is due to the relatively small sample size for Single Call/NRT. Furthermore, the overlapping CIs indicate that the differences between these 30-day abstinence rates are not meaningful.

The 30-day abstinence rates at 4-months for the Single Call/No NRT respondents yielded a low abstinence rate of 9% at the 30-day interval compared to 26% for the Multiple Call/No NRT. The difference between these two abstinence rates is meaningful.

The 7-month/30-day abstinence rates remain consistent with findings at the 4-month interval. The 30-day abstinence rate for Multiple Call/NRT respondents is 33.8% at 7-month follow-up. The 30-day abstinence rate for Multiple Call/No NRT respondents increased to 30.2% at the 7-month interval but this is not a significant increase from 4-months. The 30-day abstinence rates

for Single Calls have low sample sizes and therefore the CIs are too large to provide meaningful information (Exhibit 10b).

Exhibit 10a: Respondents abstinent 30 or more days at 4-month follow-up by NRT

	Intervention/NRT Status			
	Single Call		Multiple Call	
	No NRT	NRT	No NRT	NRT
Abstinent	11	8	50	279
Total N	128	38	190	799
Percent	8.6%	21.1%	26.3%	34.9%
Confidence Range	3.7% - 13.5%	8.1% - 34.0%	20.1% - 32.6%	31.6% - 38.2%

Exhibit 10b: Respondents abstinent 30 or more days at 7-month follow-up by NRT

	Intervention/NRT Status			
	Single Call		Multiple Call	
	No NRT	NRT	No NRT	NRT
Abstinent	7	3	64	140
Total N	71	20	212	414
Percent	9.9%	15.0%	30.2%	33.8%
Confidence Range	2.9% -16.8%	0% - 30.7%	24.0% - 36.4%	29.3% - 38.4%

Exhibit 10c: Respondents abstinent 30 or more days at 13-month follow-up by NRT

	Intervention/NRT Status			
	Single Call		Multiple Call	
	No NRT	NRT	No NRT	NRT
Abstinent	8	2	33	68
Total N	33	16	139	203
Percent	24.2%	12.5%	23.7%	33.5%
Confidence Range	9.6% - 38.9%	0% -28.7%	16.7% - 30.8%	27.0% - 40.0%

Exhibit 10d: Quitline participants abstinent 30 or more days at follow-up by NRT status

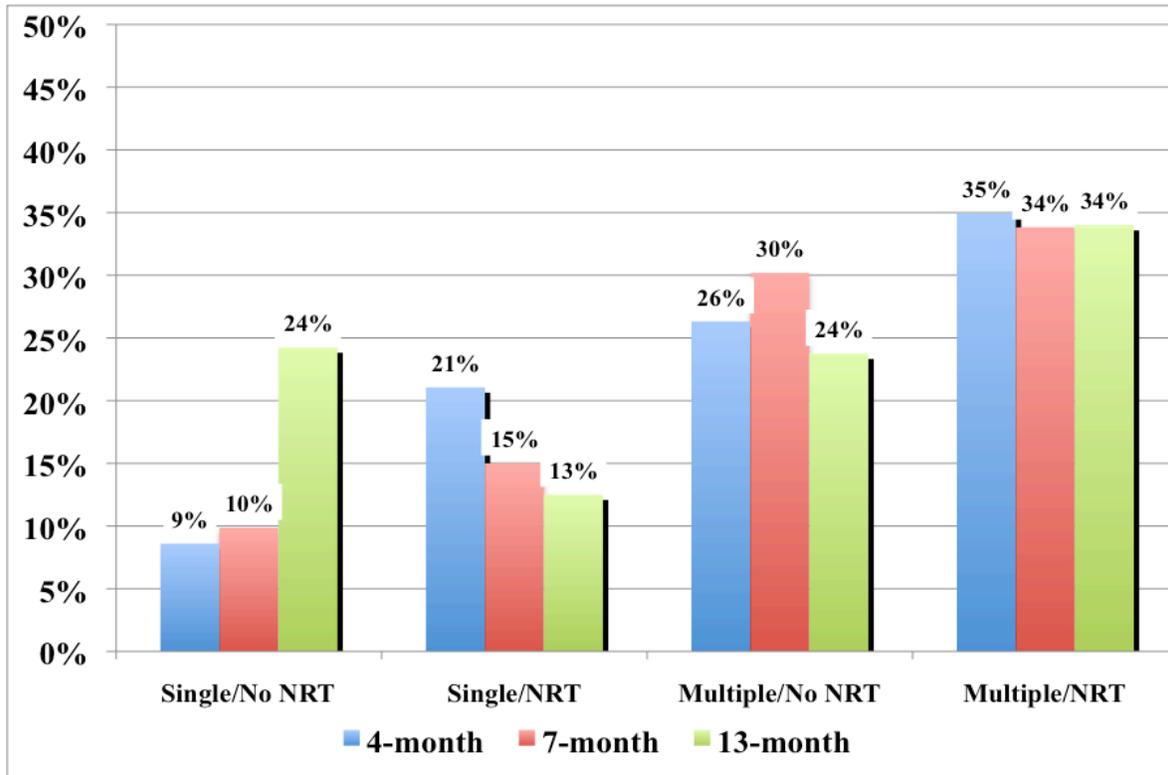


Exhibit 10e: Respondents abstinent 30 or more days at 7-month follow-up by month

Monthly Counts	Multiple Call/NRT		
	Abstinent	Total	Percent
Dec-09	21	65	32%
Jan-10	23	69	33%
Feb-10	24	66	36%
Mar-10	19	63	30%
Apr-10	25	75	33%
May-10	28	76	37%
All Months	140	414	34%

Quit Rate Measures

To account for the loss of follow-up respondents and potential bias in the estimates calculated for respondents, the 7-month/30-day quit rate measures were calculated using *Adjusted* and *ITT* (Intent-To-Treat) responder rate methods (Exhibit 12). The *Adjusted* method includes completes, refusals, and no-answers in the denominator (n=1,069). This method assumes that all participants with these final call dispositions continue to be tobacco users. The *ITT* method is the most conservative and includes all tobacco users who were randomly selected for follow-up. This denominator includes participants with incorrect contact information such as Not-in-service, or Wrong number (n=1,182).

Exhibit 12: Comparison of 7-month/30-day quit rate measures by Intervention and NRT status

Quit Measure Method	7-month Single Call		7-month Multiple Call	
	No NRT	NRT	No NRT	NRT
Follow-up Quit Rate n=717	10%	15%	30%	34%
Adjusted Quit Rate n=1069	6%	13%	27%	20%
ITT Quit Rate n=1182	5%	12%	26%	18%

Focus on Special Populations Quit Experiences Reported at the 7-month Follow-up

Special Population Analysis

Calculations of abstinence rates for the special populations were conducted for those groups with greater than 50 respondents in the 7-month follow-up cohorts. Given the time frame (July 2010 – Dec 2010) for the data calculations were made for only two of the population groups: Black respondents and Smokeless Tobacco Users. The sample sizes of pregnant and Hispanic registrants who responded to the 7-month follow-up surveys are too small to calculate valid quit rates.

Thirty-three (33%) percent of Black respondents reported 7-day abstinence at the 7-month follow-up. Thirty-day abstinence rates among Black respondents at 7-month follow-up showed an insignificant decrease to 30% (Exhibit 13).

The Smokeless Tobacco Users (exclusive and combination) who participated in the 7-month follow-up had some of the highest observed 7-day and 30-day quit rates, 41% and 40%, respectively (Exhibit 13).

The wide CIs for the Smokeless Tobacco Users indicates that the sample sizes are still small, and the precision of the estimated quit rate for this group at this time is still not good. These results should be interpreted with caution.

Exhibit 13: Special populations: 7-day and 30-day abstinence at 7-month follow-up interval

Population	Days Abstinent					
	7-day			30-day		
	Total N	Percent Abstinent	95% CI	Total N	Percent Abstinent	95% CI
Black	311	33%	(29.0, 37.80)	311	30%	(26.0, 34.5)
Smokeless	93	41%	(32.5, 49.3)	93	40%	(31.4, 48.1)
Hispanic	38*	n/a	n/a	38*	n/a	n/a
Pregnant	12*	n/a	n/a	12*	n/a	n/a

*Sample size does not allow quit rates to be calculated for this group.

Validation of Free & Clear Service Records and Costs

As part of the evaluation efforts of the Arkansas Tobacco Quitline, the SRC completes a monthly validation of Free & Clear invoices and vendor service records. For July 2010 through December 2010 there were many discrepancies between services and billing that needed clarification and research in order to reconcile the monthly invoices. Specifically in terms of the number of outbound phone calls that were made by Free & Clear and billed to the TPCP. Ultimately all credits and adjustments were made to resolve the discrepancies. It is hoped that Free & Clear will continue to improve their reporting system.

APPENDIX A
7-month follow-up interview questions and percentage results

7-month: December 2009 - May 2010 cohorts

Q1) Do you currently smoke cigarettes every day, some days, or not at all?

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Everyday	66%	45%	45%	45%
Some days	17%	30%	17%	16%
Not at all	17%	25%	38%	39%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

Q1a) How many cigarettes do you smoke per day on the days that you smoke?

	59	15	132	251
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Less than 1 pack	71%	67%	76%	70%
1 pack	14%	13%	19%	21%
Less than 2 packs	10%	7%	3%	6%
2 packs or more	5%	13%	2%	3%
Don't Know/Refused	0%	0%	0%	2%
Total	100%	100%	100%	102%

Q1b) How many days did you smoke in the last 30 days?

	12	6	37	66
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
None	0%	0%	3%	0%
1-5 days	8%	17%	22%	32%
6-10 days	25%	67%	32%	20%
11-20 days	58%	17%	41%	35%
21+ days	8%	0%	3%	12%
Don't Know/Refused	0%	0%	0%	2%
Total	100%	100%	100%	100%

Q1c) When was the last time you smoked cigarettes daily?

	12	5	80	163
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Less than 1 day	8%	0%	0%	0%
1 day	0%	0%	1%	1%
1 week	8%	20%	1%	1%
2 weeks	0%	0%	0%	1%
3 weeks	0%	0%	0%	0%
1 month	17%	0%	1%	2%
2 months	0%	0%	8%	11%
3 months	8%	0%	6%	10%
4 months or more	50%	60%	63%	59%
Don't smoke cigarettes	8%	20%	18%	15%
Don't Know/Refused	0%	0%	3%	0%
Total	100%	100%	100%	100%

Q2) How soon after you wake up do you smoke your first cigarette?

	59	15	132	251
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Within five minutes	32%	33%	20%	29%
6 to 30 minutes	25%	13%	30%	31%
31 to 60 minutes	20%	20%	17%	16%
More than 60 minutes	22%	33%	33%	24%
Don't Know	0%	0%	1%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

Q3a) Do you currently use other tobacco products such as . . . Cigars?

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Yes	7%	0%	4%	4%
No	93%	100%	95%	96%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	1%	0%
Total	100%	100%	100%	100%

Q3b) Do you currently use other tobacco products such as . . . Pipes?

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Yes	0%	0%	1%	0%
No	100%	100%	98%	100%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	1%	0%
Total	100%	100%	100%	100%

Q3c) Do you currently use other tobacco products such as . . . Chewing tobacco or snuff?

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Yes	7%	10%	8%	6%
No	93%	90%	91%	94%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	1%	0%
Total	100%	100%	100%	100%

Q3d) Do you currently use other tobacco products such as . . . Other tobacco products?

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Yes	1%	0%	0%	0%
No	99%	100%	99%	100%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	1%	0%
Total	100%	100%	100%	100%

Q4a) How many cigars do you smoke per week?

	5	0	8	17
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Less than 1 per week	20%	0%	13%	35%
1-9	60%	0%	50%	24%
10 or more	20%	0%	25%	35%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	13%	6%
Total	100%	0%	100%	100%

Q4b) How many pipe bowls do you smoke per week?

	0	0	2	0
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Less than 1 per week	0%	0%	0%	0%
1-9	0%	0%	100%	0%
10+	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	0%	0%	100%	0%

Q4c) How many tins or pouches of chew or snuff do you use per week?

	5	2	16	25
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Less than 1 per week	20%	50%	19%	44%
1-9 tins	80%	50%	75%	48%
10 or more tins	0%	0%	6%	8%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

Q4d) How much of the other tobacco product do you use per week?

	1	0	0	1
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Less than 1 per week	0%	0%	0%	0%
1 or more	100%	0%	0%	100%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	100%	0%	0%	100%

Q5) Do you intend to quit within the next 30 days?

	61	16	149	270
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Yes	59%	63%	56%	57%
No	39%	38%	40%	40%
Don't Know	0%	0%	3%	0%
Refused	2%	0%	2%	3%
Total	100%	100%	100%	100%

Q6) Since you first called the Arkansas Tobacco Quitline on «registration date», 7 months ago did you quit using tobacco for 24 hours or longer?

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Yes	65%	85%	90%	91%
No	34%	15%	8%	9%
Don't Know	0%	0%	2%	0%
Refused	1%	0%	0%	0%
Total	100%	100%	100%	100%

Q6a) How many times did you quit using tobacco for 24 hours or longer?

	46	17	190	376
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
1 time	37%	12%	37%	42%
2 times	20%	24%	20%	21%
3 times	26%	12%	21%	13%
4 times	0%	18%	6%	8%
5 times	7%	6%	5%	4%
6-9 times	2%	18%	4%	5%
10+ times	9%	6%	3%	5%
Don't Know/Refused	0%	6%	4%	1%
Total	100%	100%	100%	100%

Q7&Q8NRTO) Since your call to the Quitline on «registration date», 7 months ago, have you used any Nicotine Replacement Therapy such as patches, gum, lozenges, or inhalers?

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Yes	0%	95%	0%	100%
No	99%	5%	98%	0%
Don't Know/Refused	1%	0%	2%	0%
Total	100%	100%	100%	100%

Q7a) Which did you use?

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Patches	0%	68%	0%	71%
Gum	0%	26%	0%	12%
Lozenges	0%	16%	0%	31%
Inhaler	0%	0%	0%	1%
Nasal Spray	0%	0%	0%	0%
Don't Know/Refused	0%	0%	0%	0%

Q7b,8b) How many days did you use the Nicotine Replacement Therapy?

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
None (0 days)	0%	0%	0%	0%
1-7 days	0%	37%	0%	32%
8-13 days	0%	5%	0%	7%
14 days - 2 weeks	0%	16%	0%	25%
15-21 days	0%	21%	0%	7%
22-28 days	0%	0%	0%	6%
29-49 days	0%	16%	0%	10%
56 days - 8 weeks	0%	5%	0%	12%
Don't Know	0%	0%	0%	2%
Refused	0%	0%	0%	0%
Total	0%	100%	0%	100%

Q9) Did you use anything else to help you quit? For example, pills, group cessation, advice from a health professional, or self-help materials?

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Yes	14%	30%	13%	13%
No	85%	70%	85%	87%
Don't Know/Refused	1%	0%	2%	0%
Total	100%	100%	100%	100%

Q9a) What did you use?

	11	6	27	55
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Pills	27%	33%	41%	9%
Group cessation	0%	17%	4%	7%
Health professional advice	45%	17%	26%	31%
Self-help materials	0%	17%	15%	11%
Other [Specify]	27%	33%	26%	53%
Don't Know/Refused	0%	0%	0%	0%

Q9b) What type of pills or medication did you use?

	3	2	11	5
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Zyban	0%	50%	9%	0%
Bupropion	33%	0%	9%	0%
Wellbutrin	0%	50%	0%	20%
Chantix or Varenicline	67%	0%	82%	80%
Other [Specify]	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%

Q9c) Who was the health professional whose advice you used? Was it a . . .

	5	1	7	17
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Physician	80%	100%	86%	88%
Nurse	40%	0%	14%	0%
Pharmacist	0%	0%	0%	6%
Dentist	0%	0%	0%	0%
Other [Specify]	0%	0%	14%	6%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%

**Q10&Q10a) When was the last time you smoked a cigarette, even a puff?/
When was the last time you used any tobacco product, even a pinch?**

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Less than 1 day	83%	70%	57%	57%
1- 4 days	0%	15%	5%	5%
5-9 days	4%	0%	3%	2%
10-17 days	0%	0%	0%	1%
18-24 days	0%	0%	1%	0%
25 - 29 days	1%	0%	0%	0%
30+ days or more (1 month or more)	10%	15%	31%	34%
Don't Know	0%	0%	0%	0%
Refused	1%	0%	2%	0%
Total	100%	100%	100%	100%

**Q11&Q11a) Have you smoked any cigarettes, even a puff, in the last 7 days?/
Have you used any tobacco products, even a pinch, in the last 7 days?**

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Yes	86%	85%	65%	64%
No	13%	15%	33%	36%
Don't Know/Refused	1%	0%	2%	0%
Total	100%	100%	100%	100%

**Q12&Q12a) Have you smoked any cigarettes, even a puff, in the last 30 days?/
Have you used any tobacco products, even a pinch, in the last 30 days?**

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Yes	89%	85%	68%	66%
No	10%	15%	30%	34%
Don't Know/Refused	1%	0%	2%	0%
Total	100%	100%	100%	100%

Q13) How motivated are you to stop using tobacco? Would you say . . .

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
A great deal	42%	50%	55%	63%
A lot	27%	30%	21%	18%
A little	21%	15%	14%	15%
Not at all	6%	5%	8%	4%
Not asked	0%	0%	0%	0%
Don't Know	3%	0%	0%	0%
Refused	1%	0%	2%	0%
Total	100%	100%	100%	100%

Q14) How confident are you that you could stop using tobacco? Would you say . . .

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Very confident	25%	35%	44%	48%
Somewhat confident	37%	45%	29%	26%
A little confident	23%	10%	14%	15%
Not confident at all	14%	10%	11%	11%
Not asked	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%
Refused	1%	0%	2%	0%
Total	100%	100%	100%	100%

Q15) What is your single greatest motivation for wanting to stop using tobacco?

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Societal pressure	0%	5%	0%	1%
Work pressure	0%	0%	0%	0%
Health	68%	60%	67%	67%
Cost of tobacco products	4%	0%	6%	8%
Family/Friends	25%	30%	22%	21%
Other (Specified)	0%	0%	0%	0%
Religious	0%	0%	1%	0%
Smell	0%	5%	0%	1%
Don't Know	1%	0%	1%	0%
Refused	1%	0%	2%	0%
Total	100%	100%	100%	100%

Q16) Overall, how satisfied were you with the service you received from the Arkansas Tobacco Quitline?

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Very satisfied	48%	45%	67%	75%
Mostly satisfied	15%	25%	10%	13%
Somewhat satisfied	28%	30%	16%	10%
Not at all satisfied	7%	0%	5%	2%
Don't Know	0%	0%	1%	0%
Refused	1%	0%	2%	0%
Total	100%	100%	100%	100%

SEX

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Male	39%	45%	42%	42%
Female	61%	55%	58%	58%
Total	100%	100%	100%	100%

AGE

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
16-24	13%	20%	6%	7%
25-34	14%	15%	22%	16%
35-44	14%	25%	14%	23%
45-54	41%	25%	32%	29%
55-64	11%	10%	17%	16%
65-74	7%	5%	8%	7%
75+	0%	0%	1%	0%
Refused/Not asked	0%	0%	0%	0%
Total	100%	100%	100%	100%

RACE

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
White	37%	50%	45%	56%
Black or African American	59%	50%	49%	37%
Am Indian or Alaska Native	1%	0%	2%	2%
Asian	0%	0%	0%	0%
Other	3%	0%	3%	4%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

PREGNANT

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Pregnant	1%	5%	4%	0%
Planning Pregnancy	0%	0%	1%	0%
Breast-Feeding	1%	0%	0%	0%

HISPANIC

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Hispanic	7%	0%	4%	6%

SMOKELESS TOBACCO USER

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Smokeless	8%	10%	14%	13%

EDUCATION

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Less than 9th grade	3%	5%	5%	4%
Grade 9-11	18%	5%	18%	16%
High School Degree	35%	25%	33%	29%
GED	1%	25%	5%	7%
Some College or Technical	31%	30%	28%	27%
Technical/Trade Degree	0%	0%	1%	2%
College or University Degree	10%	10%	9%	14%
Post College	0%	0%	0%	0%
Don't Know	1%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

INSURED

	71	20	212	414
	7-month Single/NoNRT	7-month Single/NRT	7-month Multi/NoNRT	7-month Multi/NRT
Uninsured	46%	35%	39%	41%
Medicaid/Medicare	28%	25%	29%	27%
Insured	21%	35%	32%	30%
Don't Know/Refused	4%	5%	0%	2%
Total	100%	100%	100%	100%

APPENDIX B
4-month follow-up interview questions and percentage results

4-month: March 2010 - August 2010 cohorts

Q1) When you spoke with the Arkansas Tobacco Quitline and registered for services how would you rate your registration experience? Would you say . . .

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Excellent	41%	50%	54%	65%
2	Good	42%	39%	36%	30%
3	Average	15%	8%	7%	4%
4	Poor	1%	3%	2%	1%
99	Don't Know	2%	0%	1%	0%
77	Refused	0%	0%	1%	0%
Total		100%	100%	100%	100%

Q2) After your registered with the Quitline, approximately how many minutes was your first intervention call with the Quit Coach?

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1-4	1-4 minutes	6%	5%	2%	3%
5-9	5-9 minutes	14%	11%	9%	10%
10-15	10-15 minutes	34%	45%	41%	44%
16-20	16-20 minutes	12%	11%	13%	18%
>20	More than 20 minutes	4%	5%	19%	16%
555	Never Spoke to Quit Coach	28%	18%	9%	4%
999/777	Don't Know/Refused	2%	5%	6%	5%
Total		100%	100%	100%	100%

Q3) How would you rate the amount of time you spoke with the Quit Coach? Was it . . .

		92	31	172	767
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Just right	78%	87%	88%	90%
2	Too short	10%	6%	2%	1%
3	Too long	12%	6%	8%	8%
4	N/A - Didn't speak to Quit Coach	0%	0%	0%	0%
77	Don't Know	0%	0%	1%	1%
99	Refused	0%	0%	0%	0%
Total		100%	100%	100%	100%

Q4) About how many coaching sessions did you receive from the Quit Coach?

				172	767
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
0	0 sessions	N/A	N/A	0%	2%
1	1 session	N/A	N/A	26%	17%
2	2 sessions	N/A	N/A	15%	19%
3	3 sessions	N/A	N/A	14%	20%
4	4 sessions	N/A	N/A	9%	16%
5+	5+ sessions	N/A	N/A	28%	25%
99	Don't Know	N/A	N/A	6%	2%
77	Refused	N/A	N/A	2%	0%
Total		N/A	N/A	100%	100%

Q5) Do you think the number of sessions you received from the Quit Coach was . . .

				172	767
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Just right	N/A	N/A	77%	81%
2	Too many	N/A	N/A	3%	5%
3	Not enough	N/A	N/A	16%	13%
99	Don't Know	N/A	N/A	1%	1%
77	Refused	N/A	N/A	2%	0%
Total		N/A	N/A	100%	100%

Q6) Besides the first registration call, how many times did you call the Arkansas Tobacco Quitline?

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
0	0 times	51%	45%	54%	52%
1	1 time	21%	16%	22%	17%
2	2 times	19%	16%	10%	19%
3	3 times	5%	8%	7%	6%
4	4 times	3%	3%	1%	3%
5+	5+ times	2%	13%	3%	3%
555	Never Spoke to Quit Coach	0%	0%	0%	0%
99	Don't Know	0%	0%	2%	1%
77	Refused	0%	0%	2%	0%
Total		100%	100%	100%	100%

Q7) How would you rate your experience with the Quit Coach? Was it . . .

		92	31	172	767
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Excellent	39%	52%	51%	54%
2	Good	40%	39%	38%	37%
3	Average	14%	6%	8%	8%
4	Poor	4%	3%	1%	2%
5	Never Spoke to Coach	2%	0%	0%	0%
99	Don't Know	0%	0%	1%	0%
77	Refused	0%	0%	2%	0%
Total		100%	100%	100%	100%

Q8) Did you use the educational materials the Quitline sent you?

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Yes	45%	63%	65%	86%
0	No	15%	18%	24%	12%
88	N/A - Never received materials	40%	18%	10%	2%
99	Don't Know	0%	0%	0%	0%
77	Refused	0%	0%	2%	0%
	Total	100%	100%	100%	100%

Q8a) How helpful were the materials in helping you quit? Were these . . .

		58	24	123	685
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Very helpful	36%	46%	54%	55%
2	Somewhat helpful	47%	42%	41%	39%
3	Not at all helpful	17%	13%	4%	5%
99	Don't Know	0%	0%	2%	0%
77	Refused	0%	0%	0%	0%
	Total	100%	100%	100%	100%

Q8b) Did you share the materials you received with a friend, family member, or anyone else?

		58	24	123	685
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Yes	50%	75%	61%	63%
0	No	50%	25%	39%	37%
99	Don't Know	0%	0%	0%	0%
77	Refused	0%	0%	0%	0%
	Total	100%	100%	100%	100%

Q9) How helpful was the Quitline in providing information about medications for quitting tobacco such as the nicotine patch? Would you say . . .

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Very helpful	41%	63%	65%	78%
2	Somewhat helpful	27%	18%	18%	19%
3	Not at all helpful	18%	16%	9%	2%
55	Not applicable	9%	3%	4%	1%
99	Don't Know	5%	0%	3%	0%
77	Refused	0%	0%	2%	0%
	Total	100%	100%	100%	100%

Q10) How helpful was the Quit Coach in suggesting ways to help you quit tobacco, such as dealing with urges and getting social support? Would you say . . .

		92	31	172	767
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Very helpful	47%	55%	76%	77%
2	Somewhat helpful	37%	35%	16%	19%
3	Not at all helpful	10%	6%	4%	3%
55	Not applicable	7%	3%	1%	0%
99	Don't Know	0%	0%	1%	0%
77	Refused	0%	0%	2%	0%
	Total	100%	100%	100%	100%

Q11) Did the Quit Coach provide you with a referral for other resources in your community to help you in your quit process?

		92	31	172	767
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Yes	41%	58%	44%	48%
0	No	39%	35%	38%	37%
55	N/A - Caller didn't want referral	8%	3%	5%	3%
99	Don't Know	11%	3%	10%	13%
77	Refused	1%	0%	2%	0%
	Total	100%	100%	100%	100%

Q11a) How satisfied were you with the referrals your Quit Coach provided you to assist in your quit attempt? Were you . . .

		38	18	75	368
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Very satisfied	45%	50%	71%	67%
2	Mostly satisfied	29%	22%	19%	20%
3	Somewhat satisfied	18%	17%	7%	9%
4	Not at all satisfied	3%	6%	1%	2%
99	Don't Know	5%	6%	1%	2%
77	Refused	0%	0%	1%	0%
	Total	100%	100%	100%	100%

Q11b) Did you find these other resources helpful in your quit attempt?

		38	18	75	368
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Yes	68%	67%	77%	81%
0	No	18%	28%	11%	11%
99	Don't Know	13%	6%	11%	7%
77	Refused	0%	0%	1%	0%
	Total	100%	100%	100%	100%

Q12) Since calling the Quitline, have you used any of the following programs or services in your community to help you with your quit process? How about . . .

	128	38	190	799
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
Other telephone counseling pgms	0%	0%	3%	2%
In-person class or group	0%	5%	2%	4%
Websites	3%	13%	3%	5%
Hypnosis or acupuncture	2%	3%	0%	0%
Nothing	94%	79%	89%	89%
Don't Know	1%	0%	0%	0%
Refused	1%	0%	3%	0%

Q13) Overall, how satisfied were you with the service you received from the Arkansas Tobacco Quitline? Were you . . .

	128	38	190	799
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1 Very satisfied	36%	47%	57%	69%
2 Mostly satisfied	21%	26%	17%	17%
3 Somewhat satisfied	22%	13%	15%	12%
4 Not at all satisfied	20%	13%	6%	2%
99 Don't Know	1%	0%	1%	0%
77 Refused	1%	0%	4%	0%
Total	100%	100%	100%	100%

Q14) Did the Arkansas Tobacco Quitline meet your expectations?

	128	38	190	799
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1 Yes	63%	82%	85%	91%
0 No	31%	18%	11%	9%
99 Don't Know	4%	0%	1%	0%
77 Refused	2%	0%	4%	0%
Total	100%	100%	100%	100%

Q15) Would you recommend the Arkansas Tobacco Quitline to others?

	128	38	190	799
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1 Yes	84%	92%	88%	97%
0 No	12%	8%	7%	2%
99 Don't Know	3%	0%	1%	0%
77 Refused	1%	0%	4%	0%
Total	100%	100%	100%	100%

Q16) Do you currently smoke cigarettes every day, some days, or not at all?

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
0	Everyday	72%	53%	44%	36%
1	Some days	16%	21%	17%	25%
2	Not at all	12%	26%	32%	39%
99	Don't Know	0%	0%	0%	0%
77	Refused	1%	0%	7%	0%
Total		100%	100%	100%	100%

Q16some) How many days did you smoke in the last 30 days?

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
88	None	84%	79%	83%	75%
1-5	1-5 days	5%	5%	7%	9%
6-10	6-10 days	2%	8%	4%	6%
11-20	11-20 days	7%	8%	6%	8%
21+	21+ days	1%	0%	1%	2%
99/77	Don't Know/Refused	0%	0%	0%	1%
Total		100%	100%	100%	100%

Q16not) When was the last time you smoked cigarettes daily?

		12	9	56	273
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
666	Less than 1 day	0%	0%	0%	0%
1	1-4 days	0%	0%	4%	1%
2	5-9 days	0%	0%	2%	1%
3	10-17 days	0%	0%	5%	0%
4	18-24 days	0%	0%	0%	1%
5	25 days - 1m 1w	0%	11%	5%	8%
6	1.5 months - 2m 1w	42%	33%	16%	11%
7	2.5 months - 3m 1w	17%	22%	30%	26%
8	3.5 months - 4 months	33%	33%	23%	40%
9	More than 4 months	8%	0%	14%	10%
12	Other [Specify]	0%	0%	0%	0%
555	Don't smoke cigarettes	0%	0%	0%	0%
999	Don't Know	0%	0%	0%	2%
777	Refused	0%	0%	0%	0%
Total		100%	100%	100%	100%

Q16a) How many cigarettes do you smoke per day on the days that you smoke?

		112	28	116	488
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1-19	Less than 1 pack	73%	50%	67%	74%
20	1 pack	21%	39%	24%	20%
21-39	Less than 2 packs	5%	11%	8%	6%
40+	2 packs or more	0%	0%	1%	0%
999/777	Don't Know/Refused	0%	0%	0%	0%
Total		100%	100%	100%	100%

Q17) How soon after you wake up do you smoke your first cigarette?

		112	28	116	488
		4-month	4-month	4-month	4-month
0	Within five minutes	40%	54%	40%	27%
1	6 to 30 minutes	29%	25%	33%	26%
2	31 to 60 minutes	17%	4%	8%	15%
3	More than 60 minutes	13%	14%	18%	30%
99	Don't Know	0%	4%	1%	1%
77	Refused	0%	0%	1%	1%
Total		100%	100%	100%	100%

Q18a) Do you currently use other tobacco products such as . . . Cigars?

		128	38	190	799
		4-month	4-month	4-month	4-month
1	Yes	10%	3%	5%	4%
0	No	89%	97%	88%	96%
99	Don't Know	0%	0%	0%	0%
77	Refused	1%	0%	7%	0%
Total		100%	100%	100%	100%

Q18b) Do you currently use other tobacco products such as . . . Pipes?

		128	38	190	799
		4-month	4-month	4-month	4-month
1	Yes	0%	0%	0%	0%
0	No	99%	100%	93%	100%
99	Don't Know	0%	0%	0%	0%
77	Refused	1%	0%	7%	0%
Total		100%	100%	100%	100%

Q18c) Do you currently use other tobacco products such as . . . Chewing tobacco or snuff?

		128	38	190	799
		4-month	4-month	4-month	4-month
1	Yes	5%	8%	5%	6%
0	No	95%	92%	88%	94%
99	Don't Know	0%	0%	0%	0%
77	Refused	1%	0%	7%	0%
Total		100%	100%	100%	100%

Q18d) Do you currently use other tobacco products such as . . . Other tobacco products?

		128	38	190	799
		4-month	4-month	4-month	4-month
1	Yes	0%	0%	0%	0%
0	No	99%	100%	93%	100%
99	Don't Know	0%	0%	0%	0%
77	Refused	1%	0%	7%	0%
Total		100%	100%	100%	100%

Q19a) How many cigars do you smoke per week?

		13	1	10	34
		4-month	4-month	4-month	4-month
666	Less than 1 per week	23%	100%	30%	35%
1-10	1-10	54%	0%	50%	35%
11-19	11-19	0%	0%	0%	6%
20+	20+	23%	0%	20%	21%
999	Don't Know	0%	0%	0%	0%
777	Refused	0%	0%	0%	3%
Total		100%	100%	100%	100%

Q19b) How many pipe bowls do you smoke per week?

		0	0	0	0
		4-month	4-month	4-month	4-month
		Single/NoNRT	Single/NRT	Multi/NoNRT	Multi/NRT
666	Less than 1 per week	0%	0%	0%	0%
1-9	1-9	0%	0%	0%	0%
10+	10+	0%	0%	0%	0%
999	Don't Know	0%	0%	0%	0%
777	Refused	0%	0%	0%	0%
Total		0%	0%	0%	0%

Q19c) How many tins or pouches of chew or snuff do you use per week?

		6	3	9	47
		4-month	4-month	4-month	4-month
		Single/NoNRT	Single/NRT	Multi/NoNRT	Multi/NRT
666	Less than 1 per week	17%	33%	11%	26%
1-4	1-4 tins	67%	0%	44%	57%
5+	5 or more tins	17%	67%	44%	17%
999	Don't Know	0%	0%	0%	0%
777	Refused	0%	0%	0%	0%
Total		100%	100%	100%	100%

Q19d) How much of the other tobacco product do you use per week?

		0	0	0	1
		4-month	4-month	4-month	4-month
		Single/NoNRT	Single/NRT	Multi/NoNRT	Multi/NRT
666	Less than 1 per week	0%	0%	0%	0%
1+	1 per week or more	0%	0%	0%	100%
999	Don't Know	0%	0%	0%	0%
777	Refused	0%	0%	0%	0%
Total		0%	0%	0%	100%

Q20) Do you intend to quit within the next 30 days?

		117	29	135	516
		4-month	4-month	4-month	4-month
		Single/NoNRT	Single/NRT	Multi/NoNRT	Multi/NRT
1	Yes	69%	72%	64%	72%
0	No	29%	17%	23%	25%
99	Don't Know	1%	10%	4%	3%
77	Refused	1%	0%	10%	0%
Total		100%	100%	100%	100%

Q21) Since you first called the Arkansas Tobacco Quitline on «registration date», four months ago did you quit using tobacco for 24 hours or longer?

		117	29	135	516
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Yes	56%	83%	61%	89%
0	No	43%	17%	30%	11%
99	Don't Know	0%	0%	0%	0%
77	Refused	1%	0%	10%	0%
Total		100%	100%	100%	100%

Q21a) How many times did you quit using tobacco for 24 hours or longer?

		71	31	129	676
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	1 time	48%	35%	47%	48%
2	2 times	20%	16%	21%	20%
3	3 times	17%	32%	11%	14%
4	4 times	11%	3%	11%	7%
5	5 times	1%	3%	4%	6%
6-9	6-9 times	0%	0%	0%	0%
10+	10+ times	0%	0%	0%	0%
999/777	Don't Know/Refused	3%	10%	5%	4%
Total		100%	100%	99%	99%

Q21b) What is the longest time that you quit using tobacco?

		77	33	137	743
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
666	Less than 1 day	1%	0%	0%	0%
1	1-4 days	43%	30%	23%	20%
2	5-9 days	17%	21%	9%	12%
3	10-17days	5%	6%	9%	9%
4	18-24 days	3%	3%	7%	6%
5	25 days - 1m 1w	4%	15%	9%	9%
6	1.5 months - 2m 1w	5%	6%	10%	8%
7	2.5 months - 3m 1w	4%	6%	12%	13%
8	3.5 months - 4 months	5%	9%	10%	15%
9	More than 4 months	1%	0%	7%	3%
12	Other [Specify]	9%	3%	3%	4%
555	Don't smoke cigarettes	0%	0%	0%	0%
999	Don't Know	2%	0%	0%	1%
777	Refused	0%	0%	2%	0%
Total		100%	100%	101%	100%

Q22&Q23NRT0) Since your call to the Quitline on «registration date», four months ago, have you used any Nicotine Replacement Therapy, such as patches, gum, lozenges, or inhalers?

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
Yes		0%	100%	0%	100%
No		99%	0%	90%	0%
Don't Know/Refused		1%	0%	10%	0%
Total		100%	100%	100%	100%

Q22a) Which did you use?

	0	37	0	120
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
Patches	0%	62%	0%	66%
Gum	0%	38%	0%	13%
Lozenges	0%	22%	0%	28%
Inhaler	0%	3%	0%	2%
Nasal Spray	0%	0%	0%	0%
Don't Know/Refused	0%	0%	0%	0%

Q22b&Q23d) Did you use anything else to help you quit? For example, pills, group cessation, advice from a health professional, or self-help materials?

	128	38	190	799	
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT	
1 0 99/77	Yes	17%	29%	19%	23%
	No	81%	71%	73%	77%
	Don't Know/Refused	2%	0%	8%	0%
	Total	100%	100%	100%	100%

Q22c&Q23e) What did you use?

	22	11	36	180
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
Pills	36%	27%	44%	17%
Group cessation	0%	9%	6%	7%
Health professional advice	14%	36%	8%	7%
Self-help materials	55%	45%	47%	74%
Other [Specify]	0%	0%	0%	0%
Don't Know/Refused	0%	0%	0%	1%

Q23a) Did you USE the «NRT type» sent to you by the Arkansas Tobacco Quitline?

	0	1	52	670	
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT	
1 0 99/77	Yes	0%	100%	0%	100%
	No	0%	0%	100%	0%
	Don't Know/Refused	0%	0%	0%	0%
	Total	0%	100%	100%	100%

Q23b) How many days did you use the Nicotine Replacement Therapy?

		0	1	52	670
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
0	None (0 days)	0%	0%	100%	0%
1	1-7 days	0%	0%	0%	27%
2	8-13 days	0%	0%	0%	8%
3	14 days - 2 weeks	0%	100%	0%	36%
4	15-21 days	0%	0%	0%	7%
5	22-28 days	0%	0%	0%	7%
6	29-49 days	0%	0%	0%	7%
7	56 days - 8 weeks	0%	0%	0%	7%
99	Don't Know	0%	0%	0%	1%
77	Refused	0%	0%	0%	0%
	Total	0%	100%	100%	100%

Q23c) Please tell me the reasons for not using the full 2-week course of your NRT.

		0	0	52	237
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
0	I decided not to take it	0%	0%	8%	5%
1	I didn't feel I needed it	0%	0%	6%	8%
2	I worried about the side effects	0%	0%	23%	4%
3	I had problems using it	0%	0%	12%	41%
4	I was too busy with other things	0%	0%	4%	3%
5	I simply forgot	0%	0%	4%	3%
6	I had too many meds to take	0%	0%	4%	0%
7	I successfully quit	0%	0%	6%	5%
11	Not ready to quit/Still smoking	0%	0%	27%	26%
12	Never received/Less than 2wk	0%	0%	0%	0%
13	Cost	0%	0%	0%	0%
8	Other [Specify]	0%	0%	4%	3%
99	Don't Know	0%	0%	0%	2%
77	Refused	0%	0%	4%	0%
	Total	0%	0%	100%	100%

**Q24&Q24a) When was the last time you smoked a cigarette, even a puff?/
When was the last time you used any tobacco products, even a pinch?**

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
666	Less than 1 day	81%	61%	57%	50%
1	1- 4 days	7%	8%	6%	8%
2	5-9 days	2%	5%	1%	4%
3	10-17 days	0%	3%	2%	2%
4	18-24 days	0%	0%	0%	1%
5	25 days - 30 days	0%	5%	2%	3%
6	More than 1 month (31 days+)	9%	18%	24%	30%
7	Other [Specify]	0%	0%	0%	2%
555	Don't smoke cigarettes	0%	0%	0%	0%
999	Don't Know	0%	0%	1%	1%
777	Refused	2%	0%	8%	0%
	Total	100%	100%	100%	100%

**Q25&Q25a) Have you smoked any cigarettes, even a puff, in the last 7 days?/
Have you used any tobacco products, even a pinch, in the last 7 days?**

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Yes	89%	68%	64%	61%
0	No	9%	32%	29%	39%
99/77	Don't Know/Refused	2%	0%	7%	0%
Total		100%	100%	100%	100%

**Q26&Q26a) Have you smoked any cigarettes, even a puff, in the last 30 days?/
Have you used any tobacco products, even a pinch, in the last 30 days?**

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Yes	90%	79%	66%	65%
0	No	9%	21%	26%	35%
99/77	Refused	2%	0%	7%	0%
Total		100%	100%	100%	100%

Q27) How motivated are you to stop using tobacco? Would you say . . .

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	A great deal	54%	53%	55%	64%
2	A lot	26%	29%	17%	20%
3	A little	14%	16%	15%	12%
4	Not at all	5%	3%	5%	4%
5	Not asked	0%	0%	0%	0%
999	Don't Know	0%	0%	0%	0%
777	Refused	2%	0%	8%	0%
Total		100%	100%	100%	100%

Q28) How confident are you that you could stop using tobacco? Would you say . . .

		128	38	190	799
		4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1	Very confident	41%	37%	47%	53%
2	Somewhat confident	34%	42%	23%	25%
3	A little confident	15%	13%	16%	14%
4	Not confident at all	9%	8%	6%	8%
5	Not asked	0%	0%	0%	0%
999	Don't Know	0%	0%	1%	0%
777	Refused	2%	0%	7%	0%
Total		100%	100%	100%	100%

Q29) What is your single greatest motivation for wanting to stop using tobacco?

	128	38	190	799
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
1 Societal pressure	1%	0%	0%	1%
2 Work pressure	2%	3%	0%	0%
3 Health	65%	53%	68%	64%
4 Cost of tobacco products	5%	0%	5%	7%
5 Family/Friends	25%	37%	17%	24%
6 Other (Specified)	1%	3%	0%	2%
7 Religious Reasons	0%	0%	1%	1%
8 Smell	1%	5%	1%	2%
99 Don't Know	0%	0%	1%	0%
77 Refused	2%	0%	7%	1%
Total	100%	100%	100%	100%

SEX

	128	38	190	799
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
Male	31%	32%	32%	38%
Female	69%	68%	68%	62%
Total	100%	100%	100%	100%

AGE

	128	38	190	799
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
16-24	16%	8%	8%	8%
25-34	27%	34%	17%	21%
35-44	15%	16%	15%	22%
45-54	26%	32%	31%	29%
55-64	14%	8%	20%	15%
65-74	2%	3%	5%	5%
75+	1%	0%	3%	1%
Refused/Not asked	0%	0%	0%	0%
Total	100%	100%	100%	100%

RACE

	128	38	190	799
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
White	39%	58%	48%	54%
Black or African American	56%	32%	46%	40%
Am Indian or Alaska Native	1%	3%	2%	2%
Asian	0%	0%	0%	0%
Other	3%	8%	4%	4%
Don't Know	0%	0%	0%	0%
Refused	1%	0%	0%	0%
Total	100%	100%	100%	100%

PREGNANT

	128	38	190	799
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
Pregnant	5%	0%	7%	1%
Planning Pregnancy	2%	0%	1%	1%
Breast-Feeding	2%	0%	0%	0%

HISPANIC

	128	38	190	799
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
Hispanic	6%	8%	6%	5%

SMOKELESS TOBACCO USER

	128	38	190	799
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
Smokeless	5%	8%	8%	13%

EDUCATION

	128	38	190	799
	4-month Single/NoNRT	4-month Single/NRT	4-month Multi/NoNRT	4-month Multi/NRT
Less than 9th grade	5%	5%	6%	5%
Grade 9-11	13%	13%	20%	14%
High School Degree	40%	16%	33%	34%
GED	8%	5%	5%	6%
Some College or Technical	23%	45%	23%	28%
Technical/Trade Degree	5%	0%	3%	2%
College or University Degree	5%	16%	9%	10%
Post College	0%	0%	0%	0%
Don't Know	0%	0%	1%	0%
Refused	2%	0%	0%	0%
Total	100%	100%	100%	100%

APPENDIX C
13-month follow-up interview questions and percentage results

13-month: June 2009 - November 2009 cohorts

Q1) Do you currently smoke cigarettes every day, some days, or not at all?

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Everyday	73%	69%	55%	46%
Some days	0%	6%	12%	10%
Not at all	27%	25%	33%	43%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

Q1a) How many cigarettes do you smoke per day on the days that you smoke?

	24	12	93	115
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Less than 1 pack	58%	58%	57%	55%
1 pack	29%	25%	30%	29%
Less than 2 packs	8%	8%	11%	11%
2 packs or more	0%	8%	2%	5%
Don't Know/Refused	4%	0%	0%	0%
Total	100%	100%	100%	100%

Q1b) How many days did you smoke in the last 30 days?

	0	1	17	21
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
None	0%	0%	0%	0%
1-5 days	0%	0%	18%	29%
6-10 days	0%	0%	29%	24%
11-20 days	0%	0%	24%	14%
21+ days	0%	100%	18%	33%
Don't Know/Refused	0%	0%	12%	0%
Total	0%	100%	100%	100%

Q1c) When was the last time you smoked cigarettes daily?

	9	4	46	88
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Less than 1 day	0%	0%	0%	1%
1 day	0%	0%	2%	0%
1 week	0%	0%	0%	0%
2 weeks	0%	25%	0%	2%
3 weeks	0%	0%	7%	8%
1 month	0%	0%	9%	3%
2 months	11%	0%	7%	8%
3 months	56%	50%	57%	56%
4 months or more	22%	0%	2%	6%
Don't smoke cigarettes	11%	25%	15%	15%
Don't Know/Refused	0%	0%	1%	1%
Total	100%	100%	100%	100%

Q2) How soon after you wake up do you smoke your first cigarette?

	24	12	93	115
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Within five minutes	21%	33%	39%	32%
6 to 30 minutes	58%	42%	24%	35%
31 to 60 minutes	13%	8%	12%	7%
More than 60 minutes	8%	17%	26%	25%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	1%
Total	100%	100%	100%	100%

Q3a) Do you currently use other tobacco products such as . . . Cigars?

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Yes	0%	6%	3%	5%
No	100%	94%	97%	95%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

Q3b) Do you currently use other tobacco products such as . . . Pipes?

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Yes	100%	100%	99%	0%
No	0%	0%	1%	100%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

Q3c) Do you currently use other tobacco products such as . . . Chewing tobacco or snuff?

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Yes	3%	6%	5%	7%
No	97%	94%	95%	93%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

Q3d) Do you currently use other tobacco products such as . . . Other tobacco products?

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Yes	0%	0%	0%	0%
No	100%	100%	100%	100%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

Q4a) How many cigars do you smoke per week?

	0	1	4	11
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Less than 1 per week	0%	0%	25%	0%
1-9	0%	100%	25%	36%
10 or more	0%	0%	50%	64%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	0%	100%	100%	100%

Q4b) How many pipe bowls do you smoke per week?

	0	0	2	1
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Less than 1 per week	0%	0%	0%	0%
1-9	0%	0%	100%	100%
10+	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	0%	0%	0%	0%

Q4c) How many tins or pouches of chew or snuff do you use per week?

	1	1	7	14
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Less than 1 per week	0%	0%	14%	14%
1-9 tins	100%	100%	86%	86%
10 or more tins	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

Q4d) How much of the other tobacco product do you use per week?

	0	0	0	1
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Less than 1 per week	0%	0%	0%	0%
1 or more	0%	0%	0%	100%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	0%	0%	0%	100%

Q5) Do you intend to quit within the next 30 days?

	24	14	103	128
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Yes	54%	57%	43%	49%
No	42%	43%	51%	48%
Don't Know	4%	0%	6%	3%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

Q6) Since you first called the Arkansas Tobacco Quitline on «registration date», 13 months ago did you quit using tobacco for 24 hours or longer?

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Yes	85%	81%	89%	93%
No	15%	13%	10%	7%
Don't Know	0%	6%	0%	0%
Refused	0%	0%	1%	0%
Total	100%	100%	100%	100%

Q6a) How many times did you quit using tobacco for 24 hours or longer?

	28	13	124	188
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
1 time	46%	46%	37%	43%
2 times	25%	8%	28%	18%
3 times	11%	8%	10%	13%
4 times	4%	15%	10%	9%
5 times	7%	23%	3%	9%
6-9 times	7%	0%	2%	6%
10+ times	0%	0%	6%	3%
Don't Know/Refused	0%	0%	4%	1%
Total	100%	100%	100%	100%

Q7) Since your call to the Quitline on «registration date», 7/13 months ago, have you used any Nicotine Replacement Therapy such as patches, gum, lozenges, or inhalers?

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Yes	24%	69%	21%	67%
No	76%	31%	78%	33%
Don't Know/Refused	0%	0%	1%	0%
Total	100%	100%	100%	100%

Q7a) Which did you use?

	8	11	29	135
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Patches	38%	91%	62%	84%
Gum	50%	9%	14%	19%
Lozenges	13%	18%	34%	15%
Inhaler	0%	0%	0%	1%
Nasal Spray	0%	0%	0%	0%
Don't Know/Refused	0%	0%	0%	0%

Q7b) How many days did you use the Nicotine Replacement Therapy?

	8	11	29	135
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
None (0 days)	0%	0%	0%	0%
1-7 days	50%	55%	41%	33%
8-13 days	25%	9%	7%	8%
14 days - 2 weeks	13%	18%	24%	21%
15-21 days	13%	0%	17%	5%
22-28 days	0%	0%	7%	10%
29-49 days	0%	9%	0%	8%
56 days - 8 weeks	0%	0%	0%	15%
Don't Know	0%	9%	3%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%

Q8) Did you use anything else to help you quit? For example, pills, group cessation, advice from a health professional, or self-help materials?

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Yes	18%	25%	15%	16%
No	82%	75%	83%	84%
Don't Know/Refused	0%	0%	2%	0%
Total	100%	100%	100%	100%

Q8a) What did you use?

	6	4	21	33
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Pills	33%	50%	38%	27%
Group cessation	0%	0%	5%	3%
Health professional advice	33%	50%	10%	27%
Self-help materials	0%	0%	10%	9%
Other [Specify]	33%	0%	43%	45%
Don't Know/Refused	0%	0%	0%	0%

Q8b) What type of pills or medication did you use?

	2	2	8	9
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Zyban	0%	0%	0%	0%
Bupropion	0%	0%	13%	0%
Wellbutrin	0%	0%	0%	33%
Chantix or Varenicline	100%	100%	88%	78%
Other [Specify]	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%

Q9c/Q8c) Who was the health professional whose advice you used? Was it a . . .

	2	2	2	9
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Physician	100%	100%	100%	100%
Nurse	0%	0%	0%	0%
Pharmacist	0%	0%	0%	0%
Dentist	0%	0%	0%	0%
Other [Specify]	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%

**Q9&Q9a) When was the last time you smoked a cigarette, even a puff?/
When was the last time you used any tobacco product, even a pinch?**

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Less than 1 day	73%	81%	63%	54%
1- 4 days	3%	0%	6%	2%
5-9 days	0%	0%	3%	5%
10-17 days	0%	6%	1%	3%
18-24 days	0%	0%	1%	2%
25 - 29 days	0%	0%	1%	0%
30+ days or more (1 month or more)	24%	13%	23%	33%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	1%	0%
Total	100%	100%	100%	100%

**Q10&Q10a) Have you smoked any cigarettes, even a puff, in the last 7 days?/
Have you used any tobacco products, even a pinch, in the last 7 days?**

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Yes	76%	81%	73%	60%
No	24%	19%	26%	39%
Don't Know/Refused	0%	0%	1%	1%
Total	100%	100%	100%	100%

**Q11&Q11a) Have you smoked any cigarettes, even a puff, in the last 30 days?/
Have you used any tobacco products, even a pinch, in the last 30 days?**

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Yes	76%	88%	75%	67%
No	24%	13%	24%	33%
Don't Know/Refused	0%	0%	1%	0%
Total	100%	100%	100%	100%

Q12) How motivated are you to stop using tobacco? Would you say . . .

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
A great deal	58%	56%	51%	59%
A lot	27%	19%	14%	18%
A little	12%	13%	18%	18%
Not at all	3%	13%	14%	5%
Not asked	0%	0%	0%	0%
Don't Know	0%	0%	1%	0%
Refused	0%	0%	2%	0%
Total	100%	100%	100%	100%

Q13) How confident are you that you could stop using tobacco? Would you say . . .

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Very confident	58%	19%	42%	47%
Somewhat confident	18%	31%	22%	22%
A little confident	15%	38%	14%	19%
Not confident at all	9%	13%	19%	11%
Not asked	0%	0%	0%	0%
Don't Know	0%	0%	1%	0%
Refused	0%	0%	2%	0%
Total	100%	100%	100%	100%

Q14) What is your single greatest motivation for wanting to stop using tobacco?

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Societal pressure	0%	0%	1%	0%
Work pressure	0%	0%	0%	0%
Health	82%	75%	67%	63%
Cost of tobacco products	0%	13%	9%	11%
Family/Friends	18%	13%	17%	23%
Other (Specified)	0%	0%	0%	0%
Religious	0%	0%	3%	1%
Smell	0%	0%	2%	1%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	1%	0%
Total	100%	100%	100%	100%

Q15) Overall, how satisfied were you with the service you received from the Arkansas Tobacco Quitline?

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Very satisfied	64%	38%	70%	73%
Mostly satisfied	9%	38%	14%	15%
Somewhat satisfied	9%	13%	9%	9%
Not at all satisfied	18%	13%	5%	2%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	1%	0%
Total	100%	100%	100%	100%

SEX

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Male	39%	50%	35%	36%
Female	61%	50%	65%	64%
Total	100%	100%	100%	100%

AGE

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
16-24		6%	3%	8%
25-34	9%	19%	12%	13%
35-44	24%	6%	17%	21%
45-54	30%	44%	37%	28%
55-64	27%	25%	21%	27%
65-74	6%	0%	7%	3%
75+	3%	0%	3%	0%
Refused/Not asked	0%	0%	0%	0%
Total	100%	100%	100%	100%

RACE

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
White	45%	69%	52%	60%
Black or African American	52%	25%	44%	36%
Am Indian or Alaska Native	0%	0%	1%	2%
Asian	0%	6%	0%	0%
Other	3%	0%	3%	1%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	1%	1%
Total	100%	100%	100%	100%

PREGNANT

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Pregnant	6%	0%	4%	2%
Planning Pregnancy	0%	0%	0%	0%
Breast-Feeding	0%	0%	0%	0%

HISPANIC

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Hispanic	6%	0%	1%	2%

SMOKELESS TOBACCO USER

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Smokeless	9%	6%	8%	12%

EDUCATION

	33	16	139	203
	13-month Single/NoNRT	13-month Single/NRT	13-month Multi/NoNRT	13-month Multi/NRT
Less than 9th grade	6%	0%	5%	2%
Grade 9-11	18%	19%	11%	10%
High School Degree	24%	31%	35%	27%
GED	6%	6%	2%	3%
Some College or Technical	42%	25%	33%	40%
Technical/Trade Degree	0%	0%	0%	0%
College or University Degree	3%	19%	14%	16%
Post College	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%
Refused	0%	0%	0%	0%
Total	100%	100%	100%	100%