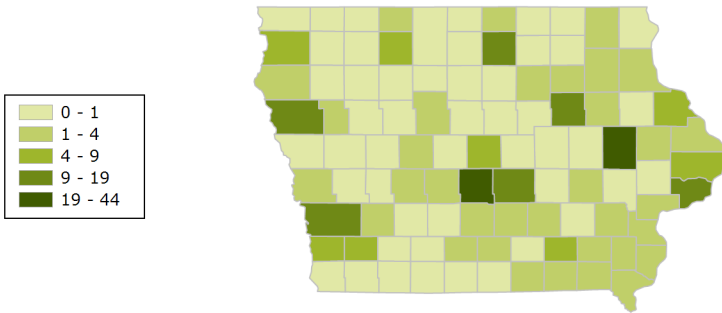


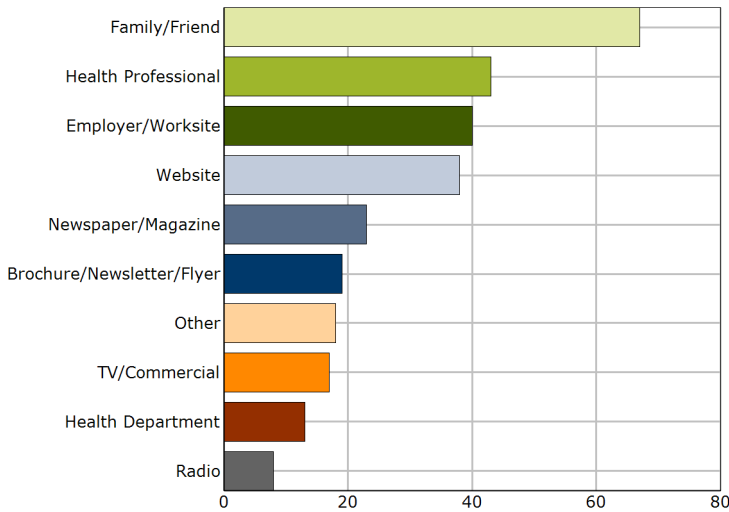
Tobacco Users Served YTD (Adults)



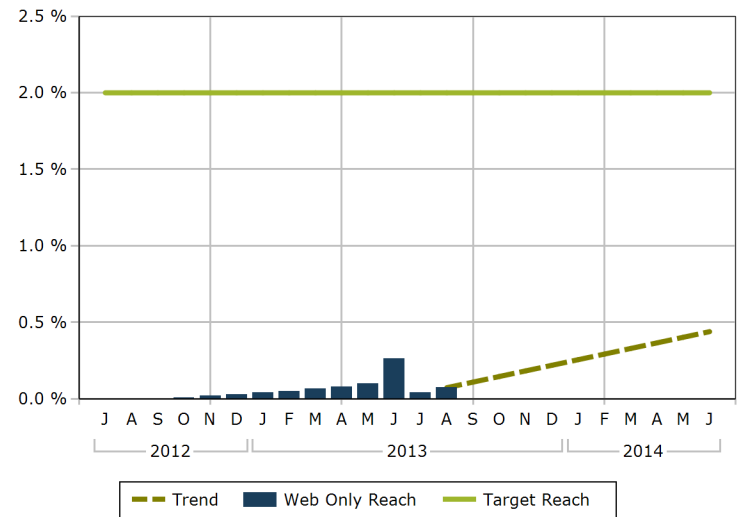
	Population	Prevalence	Tobacco Users
Adult	2,324,368	18.1 %	420,711

	Web Only
Tobacco Users YTD	309
Target Reach	2.0 %
Reach YTD	0.07 %
Annualized Reach	0.44 %

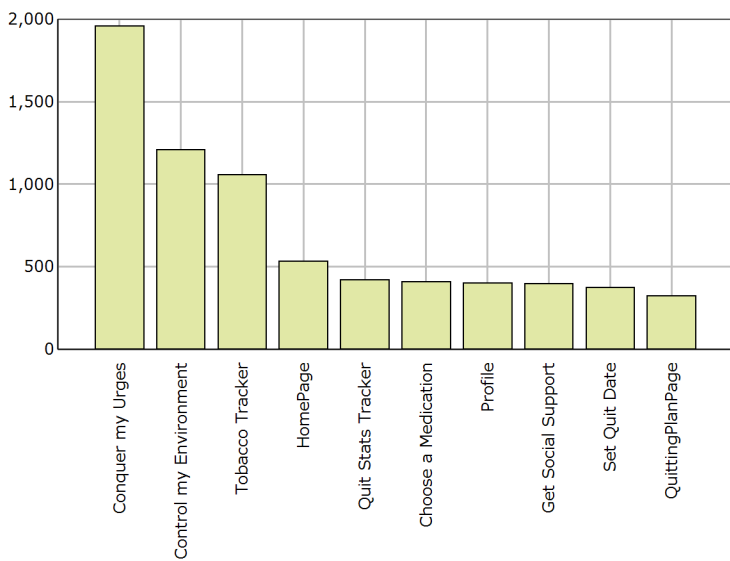
Top 10 How Heard About (Contract YTD)



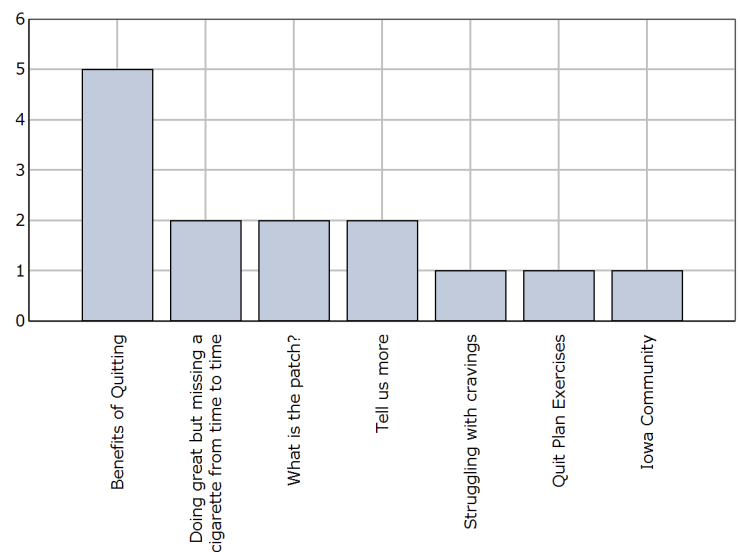
Cumulative Reach Rate



Visits to Key Support Areas (Contract YTD)

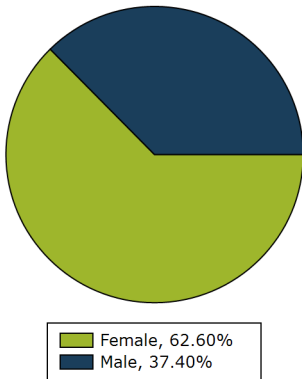


Posts by Forum Category (Contract YTD)

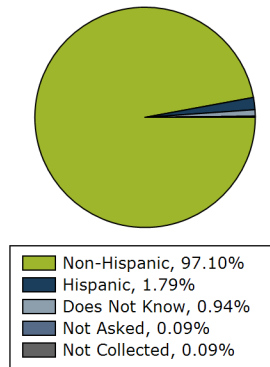


Demographics (Past 6 Months)

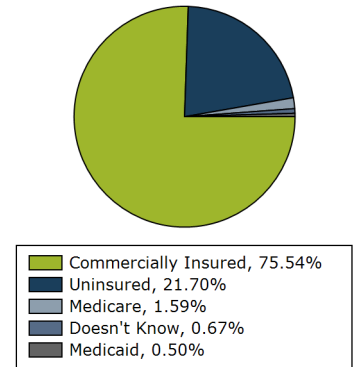
Tobacco Users By Gender



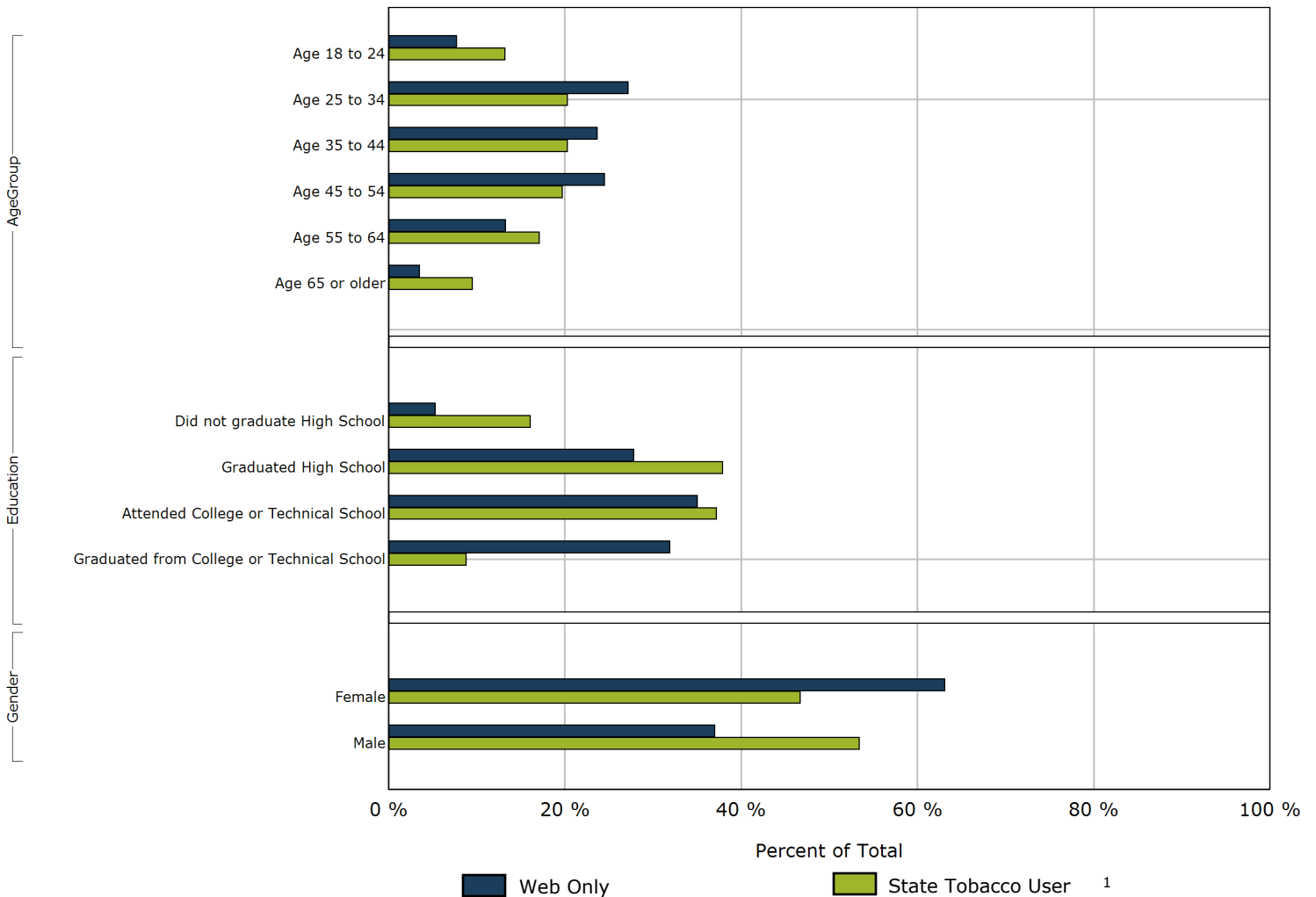
Tobacco Users By Ethnicity



Tobacco Users By Health Plan



Demographic Comparison



1. Data Source: Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2011.