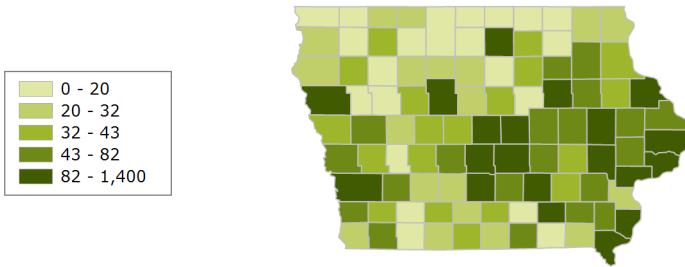


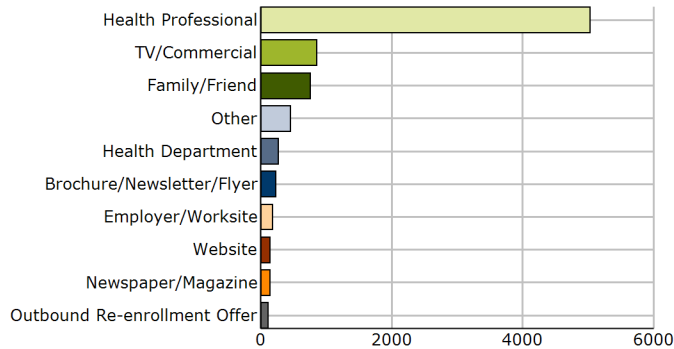
Contract dates from 7/1/2012 through 6/30/2013

Tobacco Users Served YTD (Adults)

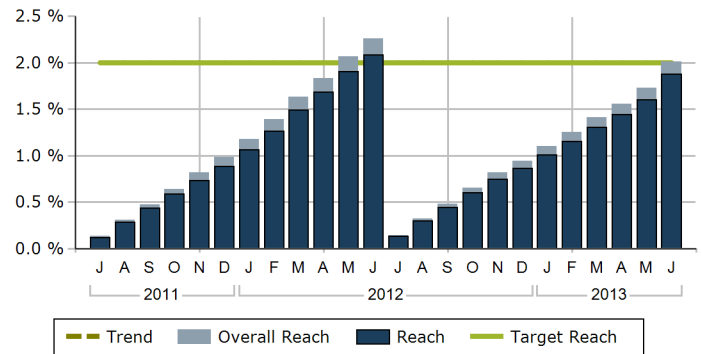


	Population	Prevalence	Tobacco Users
Adult	2,324,368	20.4 %	474,171
		Quitline	State
Tobacco Users YTD		11,199	11,823
Unique Tobacco Users YTD	4	7,064	7,573
Target Reach		2.0 %	2.0 %
Reach YTD	1	2.36 %	2.49 %
Reach - NAQC	2	1.64 %	1.64 %
Annualized Reach	1	2.36 %	2.49 %
Annualized Reach - NAQC	2	1.64 %	1.64 %
Unique Individual Reach	4	1.49 %	1.60 %

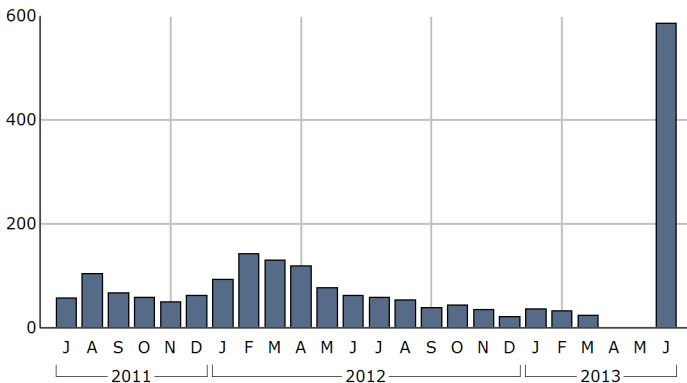
Top 10 How Heard About (Contract YTD)



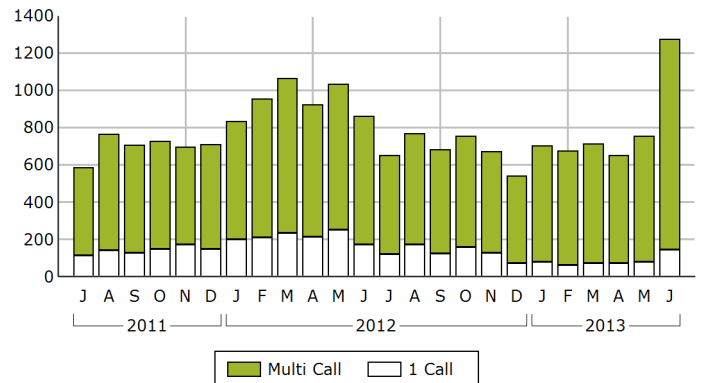
Cumulative Reach Rate



Tobacco Users Receiving NRT



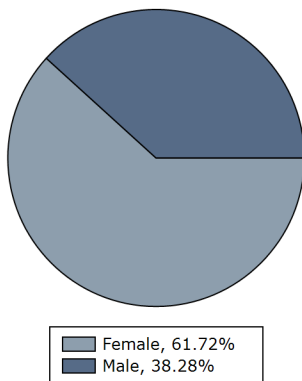
Tobacco User Enrollments By Program Type



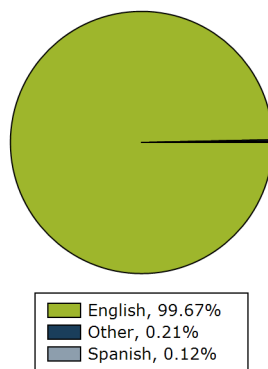
NOTE: Includes Tobacco Users only, does not include Proxy or Provider.

Demographics (Past 6 Months)

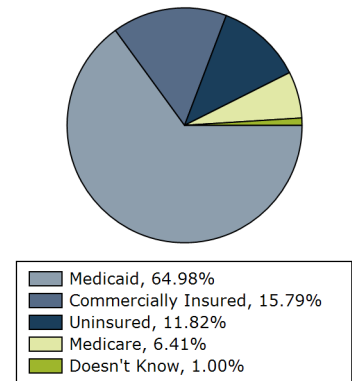
Tobacco Users By Gender



Tobacco Users By Language

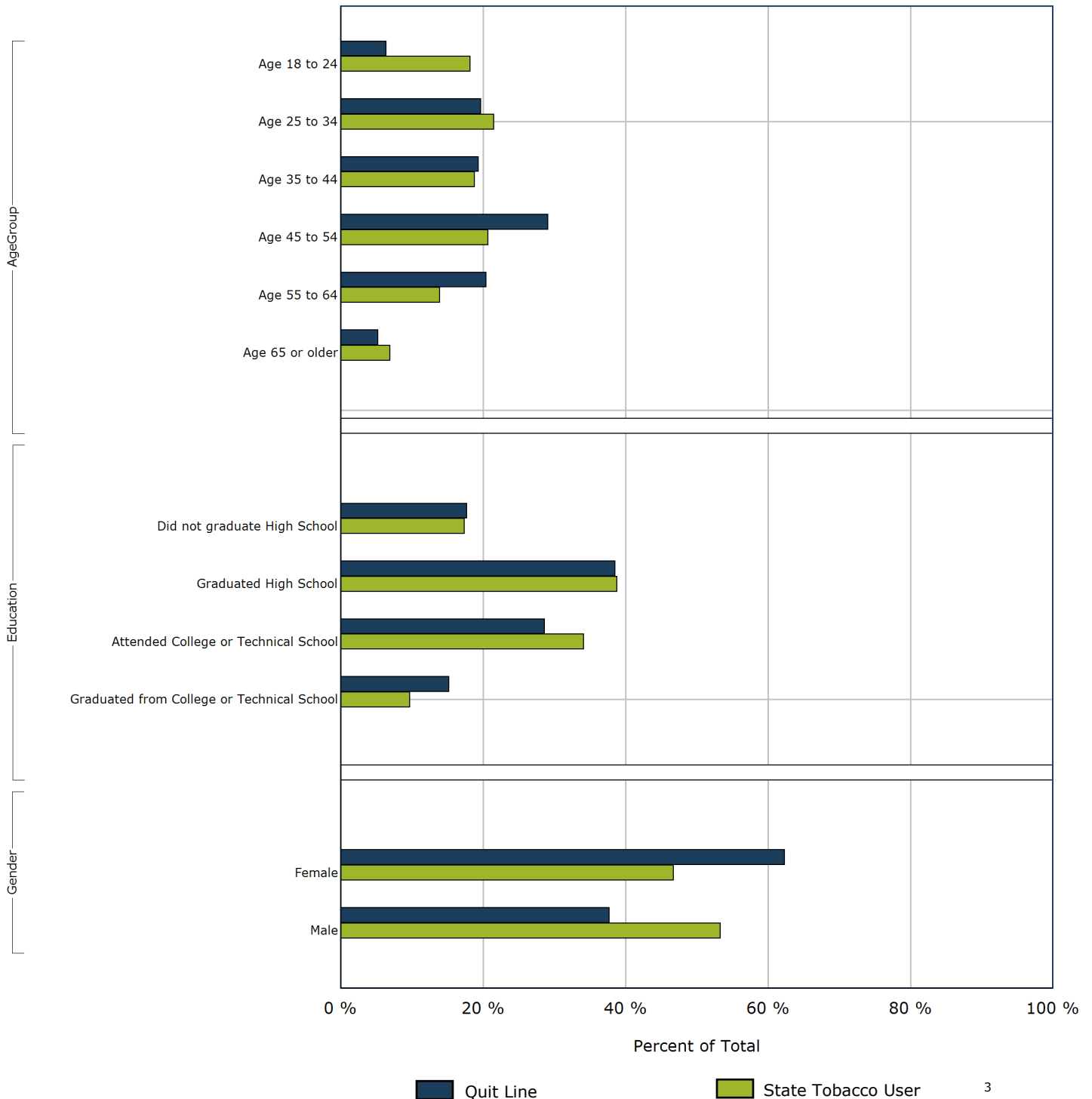


Tobacco Users By Health Plan



1. Reach - includes all tobacco users, regardless of service requested.
2. NAQC Reach - includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

Demographic Comparison



3. 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.

4. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.