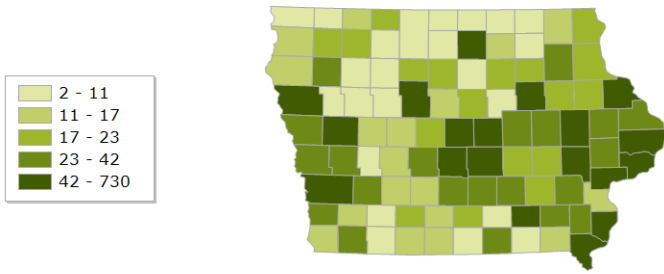


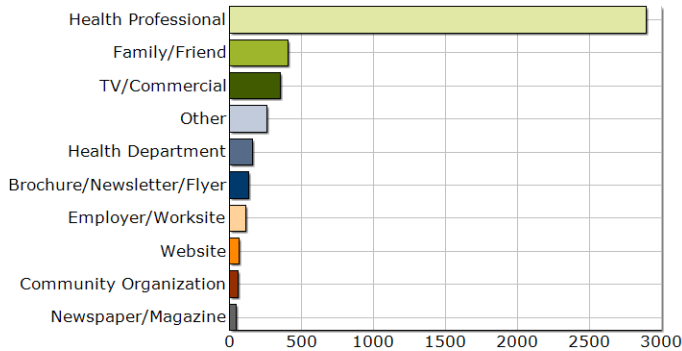
Contract dates from 07/01/2012 through 01/31/2013

Tobacco Users Served YTD (Adults)

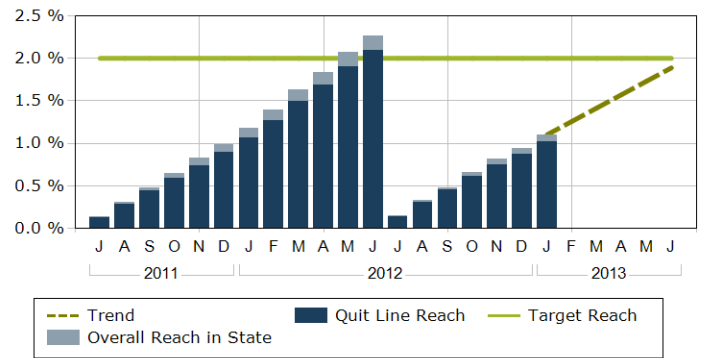


	Population	Prevalence	Tobacco Users	
Adult	2,324,368	20.4 %	474,171	
			Quitline	State
Tobacco Users YTD			5,917	6,335
Unique Tobacco Users YTD		4	3,890	4,233
Target Reach			2.0 %	2.0 %
Reach YTD		1	1.25 %	1.34 %
Reach - NAQC		2	0.86 %	0.86 %
Annualized Reach		1	2.14 %	2.29 %
Annualized Reach - NAQC		2	1.47 %	1.47 %
Unique Individual Reach		4	0.82 %	0.89 %

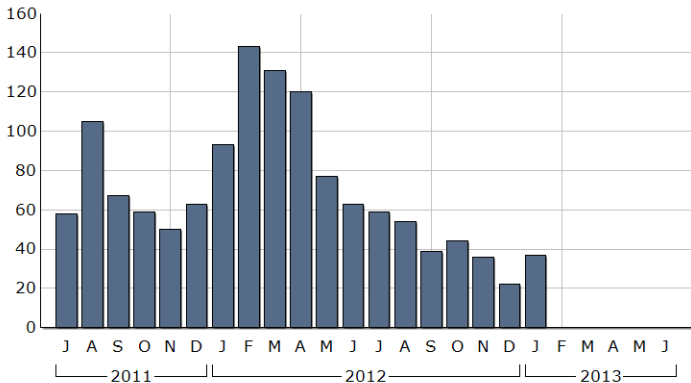
Top 10 How Heard About (Contract YTD)



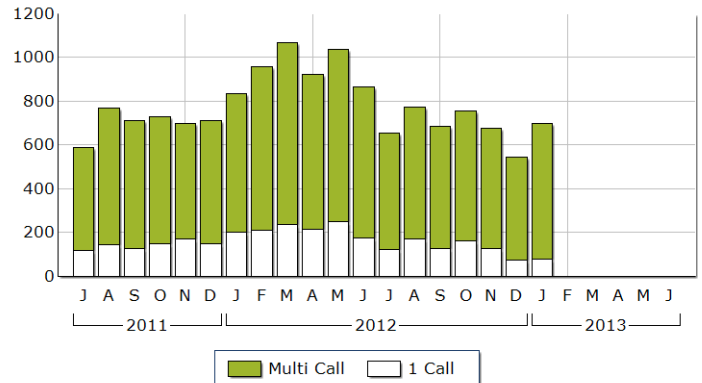
Cumulative Reach Rate



Tobacco Users Receiving NRT



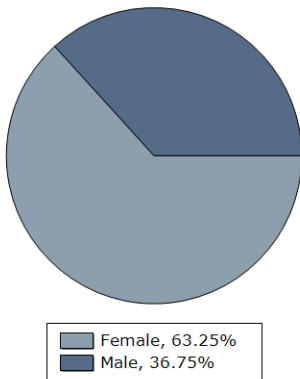
Tobacco User Enrollments By Program Type



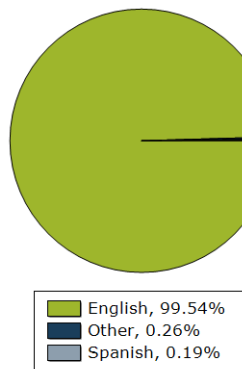
NOTE: Includes Tobacco Users only, does not include Proxy or Provider.

Demographics (Past 6 Months)

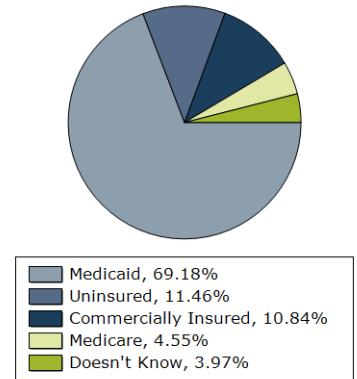
Tobacco Users By Gender



Tobacco Users By Language

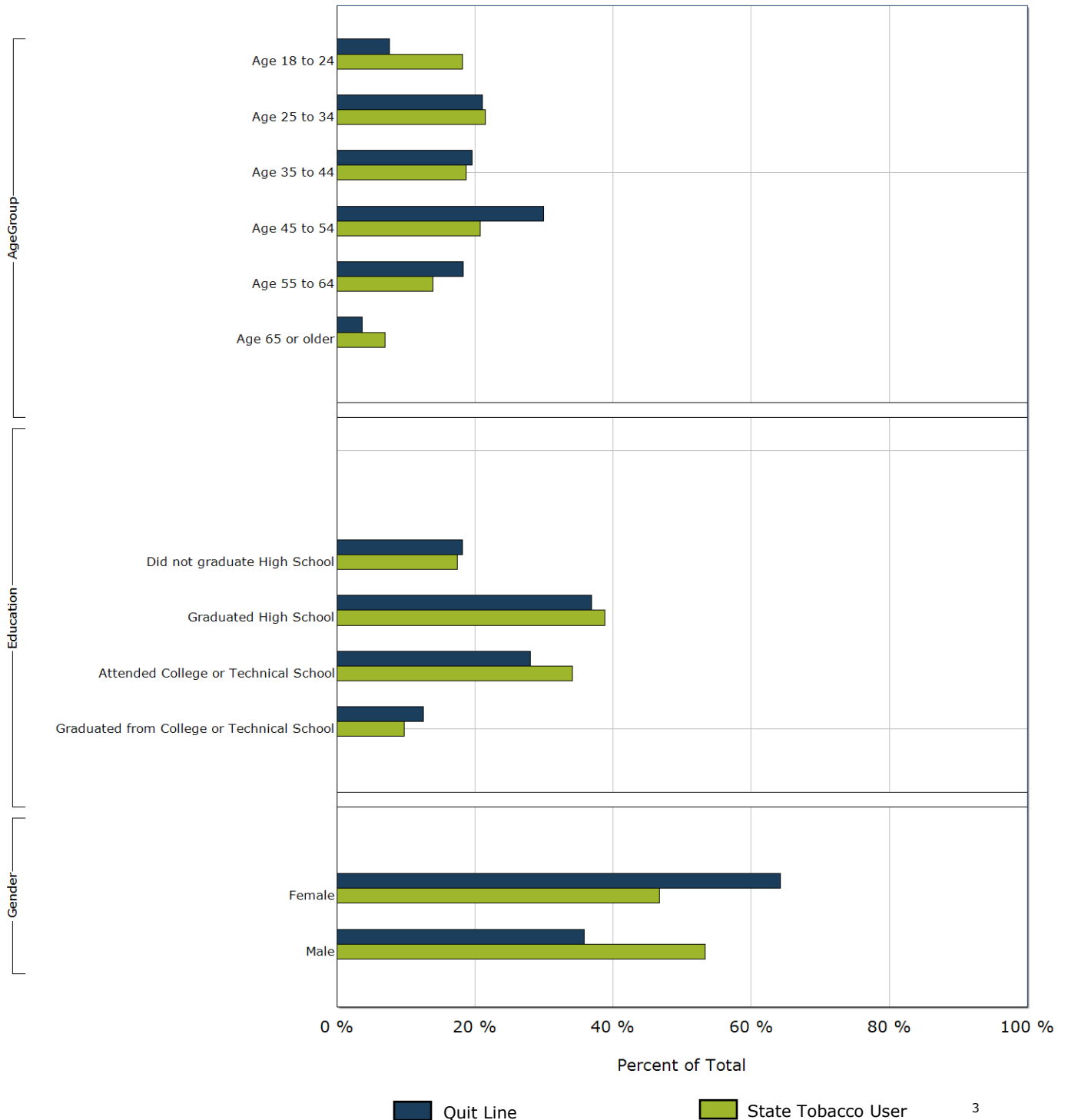


Tobacco Users By Health Plan



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.