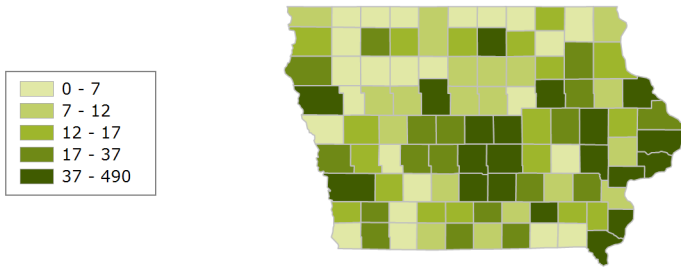


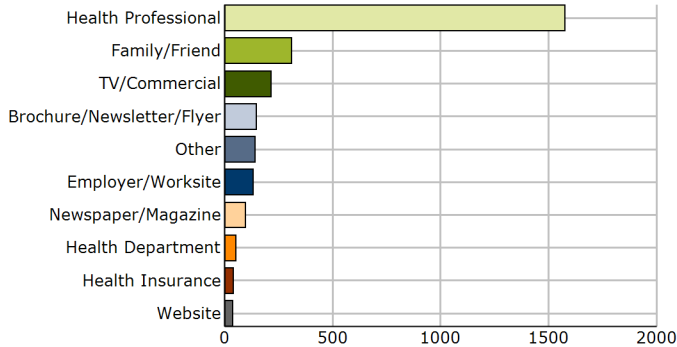
Contract dates from 7/1/2013 through 10/31/2013

Tobacco Users Served YTD (Adults)

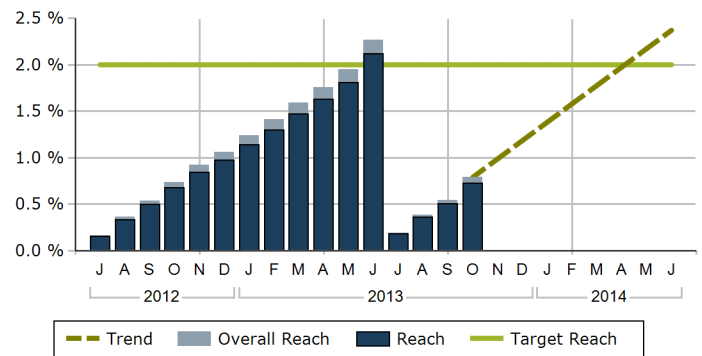


	Population	Prevalence	Tobacco Users	
Adult	2,324,368	18.1 %	420,711	
			Quitline	State
Tobacco Users YTD			3,900	4,158
Unique Tobacco Users YTD		4	2,331	2,543
Target Reach			2.0 %	2.0 %
Reach YTD		1	0.93 %	0.99 %
Reach - NAQC		2	0.64 %	0.64 %
Annualized Reach		1	2.78 %	2.96 %
Annualized Reach - NAQC		2	1.92 %	1.92 %
Unique Individual Reach		4	0.55 %	0.60 %

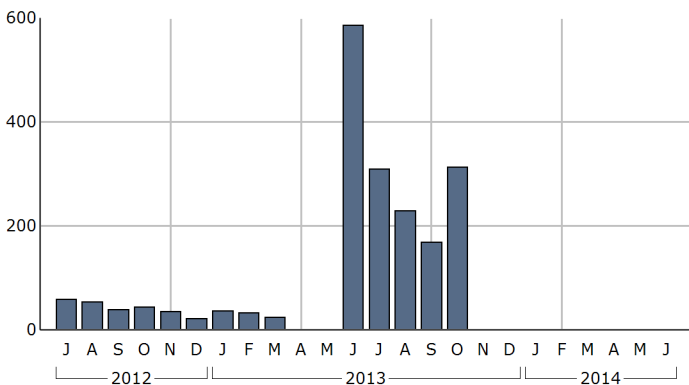
Top 10 How Heard About (Contract YTD)



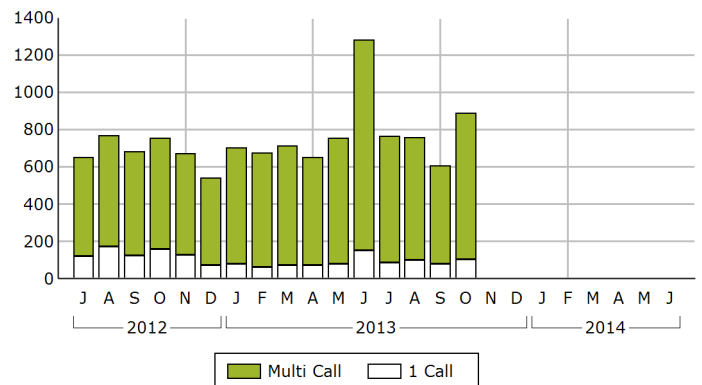
Cumulative Reach Rate



Tobacco Users Receiving NRT



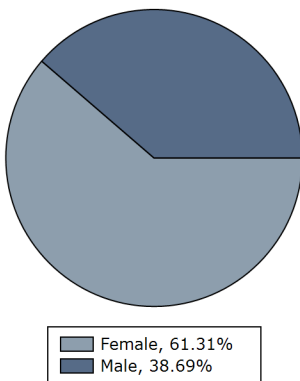
Tobacco User Enrollments By Program Type



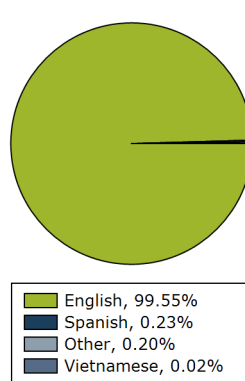
NOTE: Includes Tobacco Users only, does not include Proxy or Provider.

Demographics (Past 6 Months)

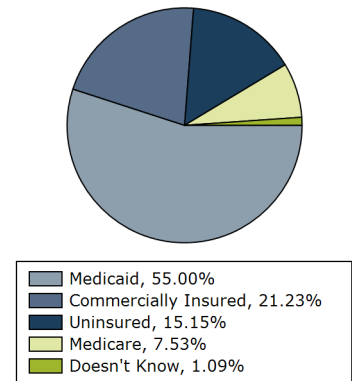
Tobacco Users By Gender



Tobacco Users By Language

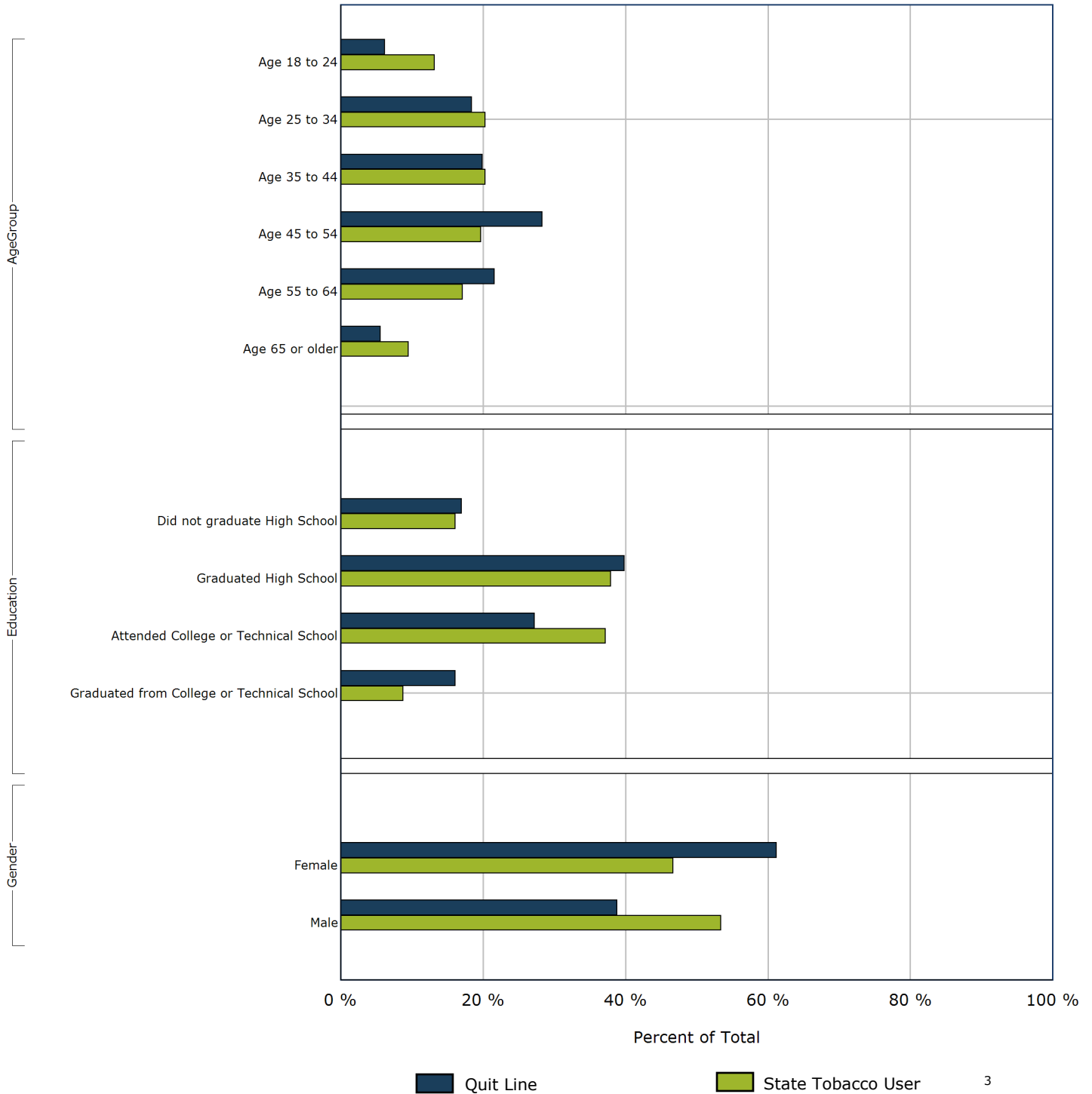


Tobacco Users By Health Plan



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, 2012.
 4. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.