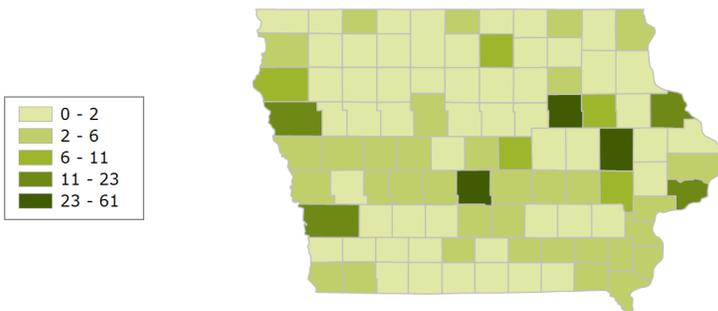


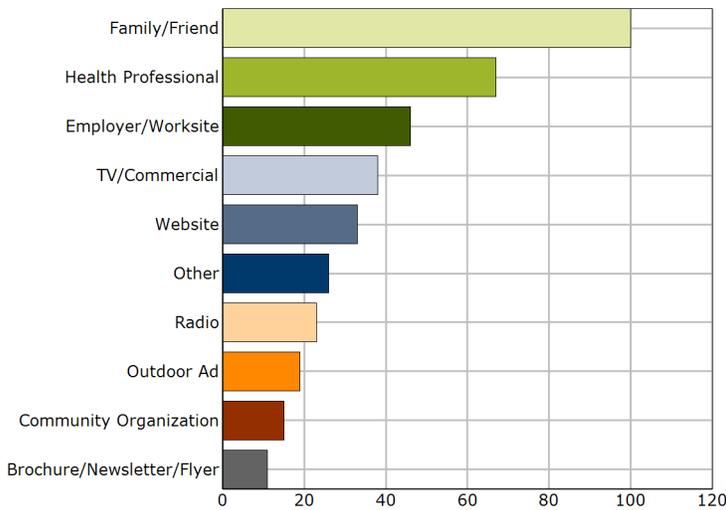
## Tobacco Users Served YTD (Adults)



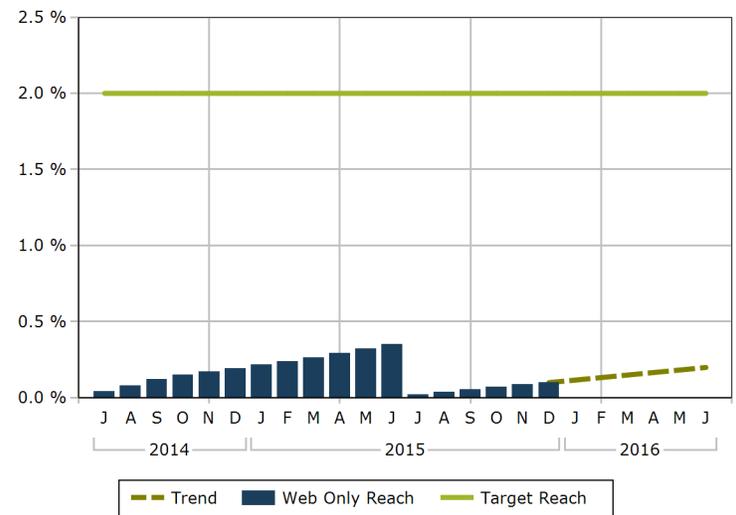
	Population	Prevalence	Tobacco Users
<b>Adult</b>	2,324,368	19.5 %	453,252

	Web Only
<b>Tobacco Users YTD</b>	451
<b>Target Reach</b>	2.0 %
<b>Reach YTD</b>	0.10 %
<b>Annualized Reach</b>	0.20 %

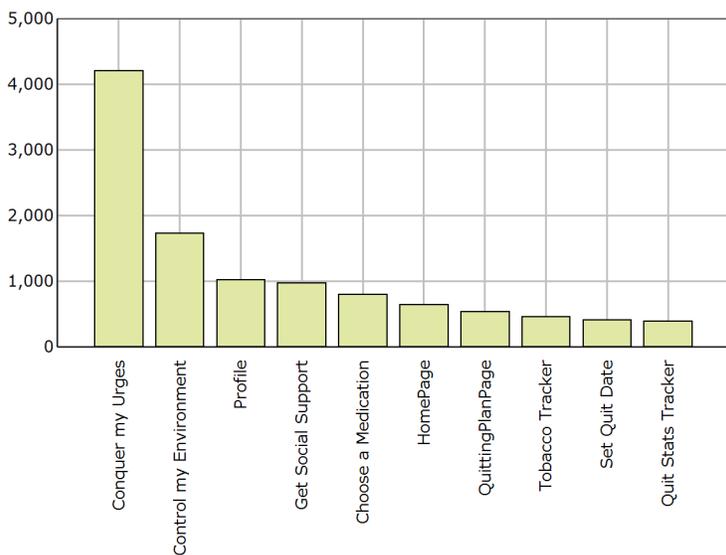
## Top 10 How Heard About (Contract YTD)



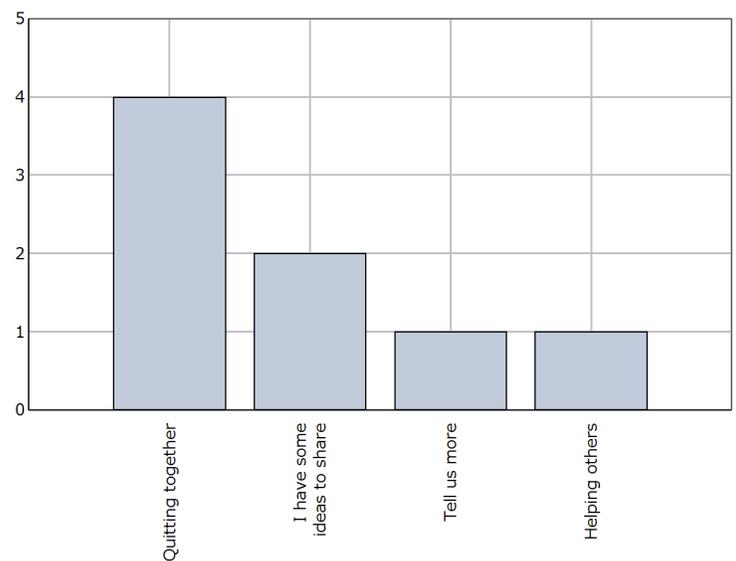
## Cumulative Reach Rate



## Visits to Key Support Areas (Contract YTD)

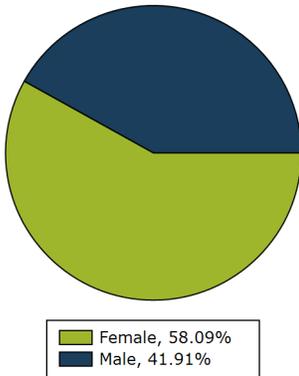


## Posts by Forum Category (Contract YTD)

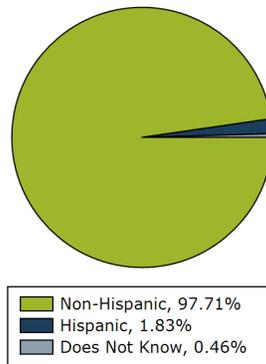


### Demographics (Past 6 Months)

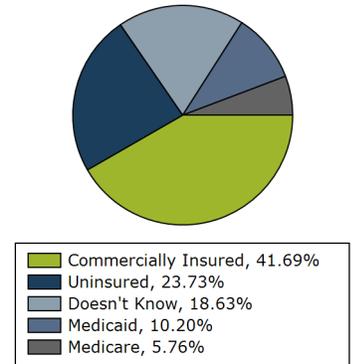
Tobacco Users By Gender



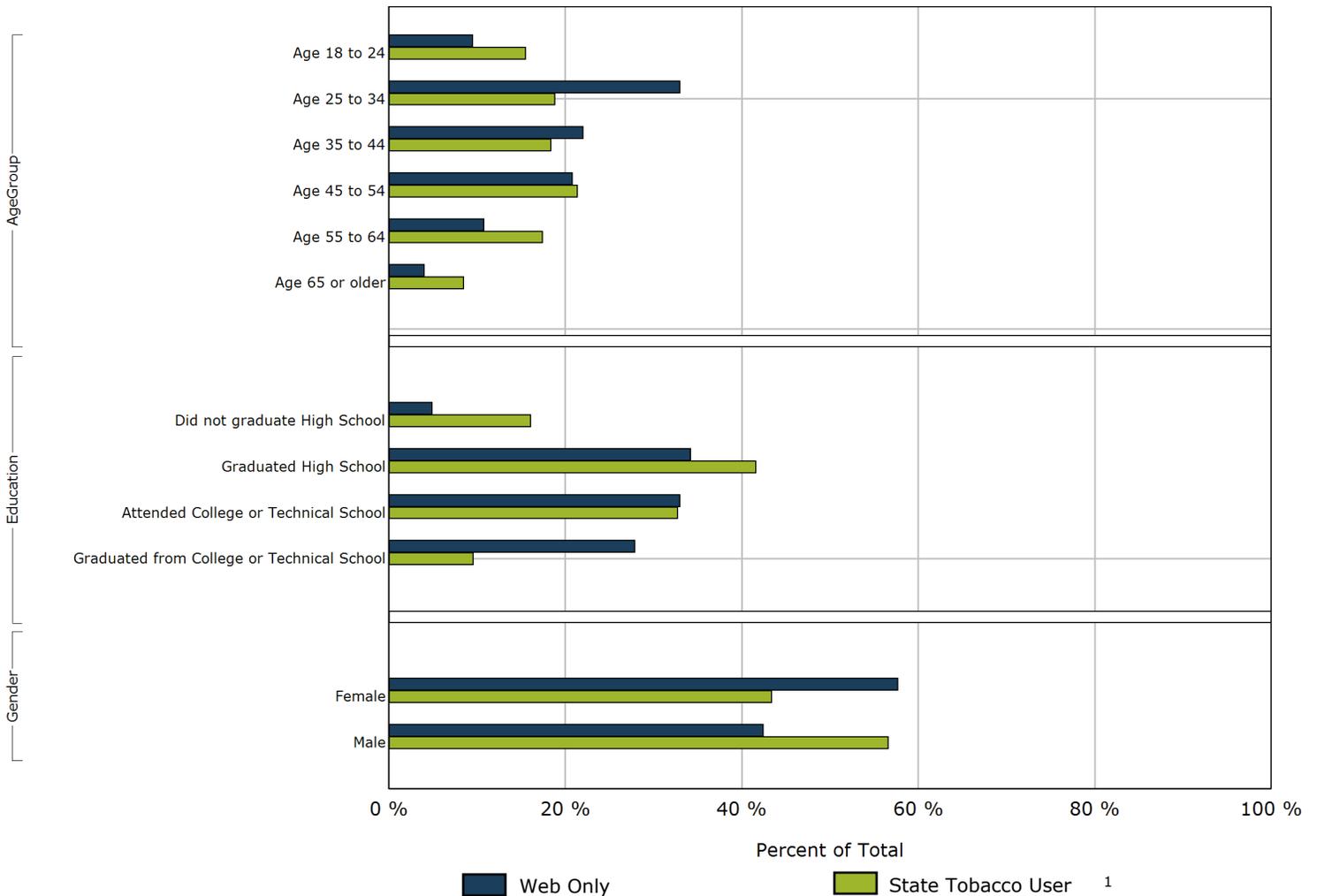
Tobacco Users By Ethnicity



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, 2012.