

ASHLine Monthly Report May 2013 Coaching Call Time of Day and Quit Rate

Clients who do not work outside of the home may have a tendency to have increased barriers to successful quitting, such as additional free time and isolation. Either of these may also be related to increased financial, social, and physical stressors. Assuming a relationship between not working outside the home and receiving services during the workday, we hypothesize that clients who receive their calls in the evening are more successful quitters than clients who get their services during the day. In essence, time of day, rather than directly impacting success, is a proxy for conditions that can inhibit success. We begin examining this topic by first establishing if there is a relationship between working outside the home and timing of coaching calls, and if there is a difference in quitting by timing of coaching calls.

Figure 1. Clients by Coaching Time of Day and Work Status

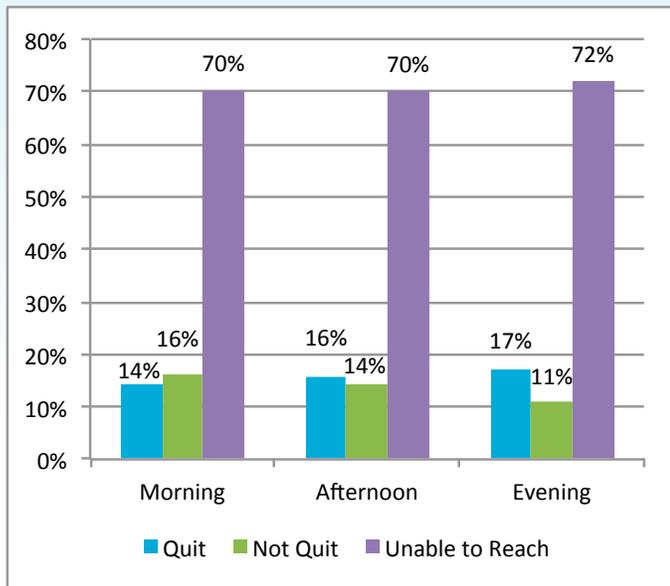
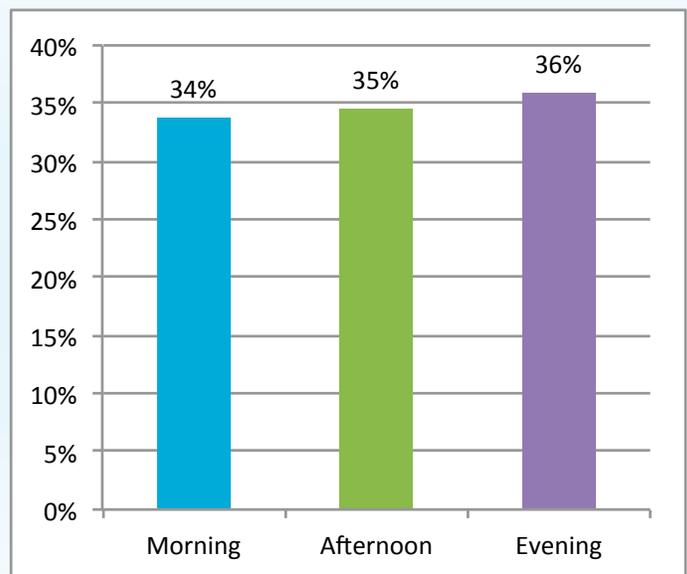


Figure 1 establishes that clients who receive evening calls (between 5pm and 8pm) are more likely to be working outside the home than clients who receive calls during the morning (7am to 12pm) or afternoon (12pm to 5pm). The difference is significant, $p < .0001$.

When we examine quit rates, we see no statistically significant difference in quit rate among clients who receive coaching during the three time of day groups, $p > .05$. (Figure 2). This finding is contrary to our prediction that afternoon callers will have significantly lower quit rates.

Figure 2. Quit Rate by Coaching Time of Day



This evaluation shows that ASHLine services are equally effective throughout the day, especially for afternoon callers who comprise the largest client demographic. This finding further supports previous evaluations that show ASHLine services to be equally effective for clients across many demographic groups, such as gender, race, and age group.

Appendix: May 2013 Statistics and Demographics

Table 1. Referrals, Enrollments, and Coaching Calls by County

County	Referrals		Enrollments		Total Coaching Calls		Avg # Coaching Calls for Exited Clients	
	May 2013	YTD	May 2013	YTD	May 2013	YTD	May 2013	YTD
Apache	5	38	6	69	27	339	6.3	5.8
Cochise	27	195	35	266	88	914	2.0	4.9
Coconino	48	415	34	241	73	686	2.5	3.6
Gila	5	111	18	141	42	450	3.8	4.4
Graham	3	83	8	68	35	148	1.5	3.0
Greenlee	1	8	0	18	3	43	1.0	4.0
La Paz	7	55	9	60	17	165	3.0	4.1
Maricopa	323	4,369	934	7,432	2,420	21,092	3.4	3.9
Mohave	25	305	82	652	232	1,766	3.0	3.7
Navajo	8	78	17	158	60	465	4.2	3.6
Pima	240	3,376	302	1,958	758	6,144	3.8	4.3
Pinal	24	141	84	612	223	1,745	3.4	3.9
Santa Cruz	10	101	11	69	23	194	2.7	3.6
Yavapai	34	424	70	624	226	1,872	3.4	4.2
Yuma	10	120	66	312	128	724	2.3	3.5
Unknown	66	276	6	50	4	63	1.5	3.9
Total	836	10,095	1,682	12,730	4,359	36,810	3.4	4.0

Table 2. Incoming Calls and Quit Rate

Summary Statistics	May 2013	Year-to-Date
# Incoming Calls	3,110	23,851
Quit Rate	31%	30%

Table 3. Demographics and Intake Type

Gender	Enrolled (N=1,682)	Information Only (N=122)	Total (N=1,804)
Male	729	5	734
Female	929	11	940
Unknown/Missing	24	106	130
Race			
White	1,225	8	1233
African American	131	0	131
Asian	6	0	6
Hawaiian	2	0	2
American Indian	30	1	31
Multiracial	31	0	31
Other Race	41	1	42
Unknown/Missing	216	112	328
Ethnicity			
Hispanic	314	1	315
Non-Hispanic	1132	8	1140
Unknown/Missing	236	113	349
Age			
Less than 18	3	0	3
18-24	88	3	91
25-34	208	5	213
35-44	287	7	294
45-54	443	8	451
55-64	414	9	423
65-79	216	4	220
80+	16	0	16
Unknown/Missing	7	86	93

Figure 3. Referrals by Location Type

