

During fiscal year 2005 ASHLine enrolled 2,074. Between that year and the current fiscal year (2011, ending June 30, 2011), ASHLine saw tremendous growth. In FY 2011, ASHLine enrolled 13,378 clients, a growth of 645%. In the face of that growth, services at ASHLine have remained effective, increasing the quit rate from 28.8% in FY 2005 to 33.8% in FY 2011.

The following table and graph present some demographic characteristics of ASHLine clients from two time periods: fiscal year 2005 and fiscal year 2011. The data presented below are only for clients enrolled in the phone coaching portion of ASHLine. Of particular note, during FY 2005, 82.4% of clients had insurance. This proportion fell to 70.8% in FY 2011. The proportion of male clients increased from 37.8% to 42.2% and the proportion of Hispanic clients increased from 13.4% to 16.0% between 2005 and 2011.

	FY 2005	FY 2011
Age Group		
Younger than 18	1.3%	0.2%
18-34	19.0%	17.6%
35-54	47.9%	48.1%
55+	31.9%	34.2%
Race		
White/Caucasian	90.8%	88.7%
Black or African American	6.8%	7.7%
Asian	0.3%	0.5%
Native Hawaiian or Other Pacific Islander	0.2%	.1%
American Indian/Native Alaskan	2.0%	1.5%
Other	0.0%	1.4%
Highest Level of Educational Attainment		
No HS Diploma	19.2%	15.0%
High School Diploma / GED	28.2%	29.7%
Some College/Technical School	32.0%	37.5%
College Degree	20.5%	17.8%

