

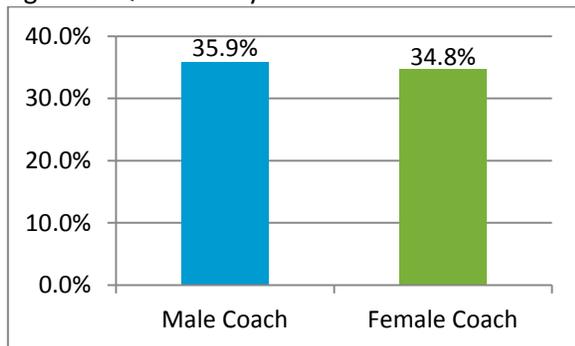
The quit rate for clients enrolled between November 1, 2010 and October 31, 2011 (the last 12 month period for which there are 7-month follow-up data available) is 34.7%. This rate, however, varies significantly between male and female clients with male clients having greater success (see Figure 1). In an attempt to understand this gender difference, we explore whether the gender of the coach has an impact on quit rate.

Figure 1. Quit Rate by Client Gender



Overall male and female coaches have similar quit rates for their clients. There is a small difference in the quit rates of clients of male and female coaches, with male coaches having a slightly higher quit rate; however, it is not statistically significant (see Figure 2).

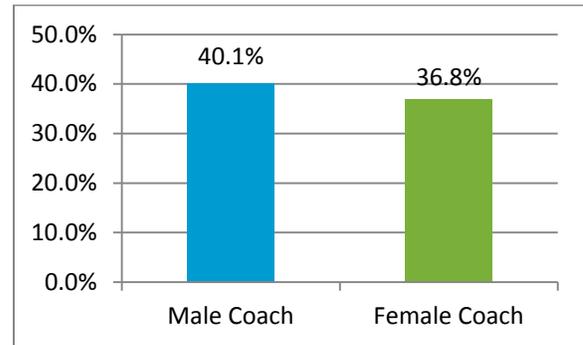
Figure 2. Quit Rate by Coach Gender



Next we examine the impact of the gender of the coach-client dyad on quit rates. Figure 3 shows that male clients who have male coaches do even better than male clients who have female

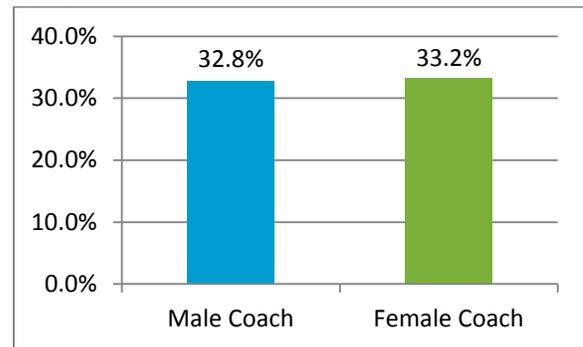
coaches, although the quit rates for male clients with female coaches is still quite high. This difference, however, is not statistically significant.

Figure 3. Quit Rate for Male Clients by Coach Gender



The impact of the coach’s gender for female clients is not quite so pronounced with barely any difference in quit rates for female clients with male coaches and female clients with female coaches. Female clients with female coaches have a slightly higher quit rate, but it is not significant.

Figure 4. Quit Rate for Female Clients by Coach Gender



Unless a client requests a specific coach or certain characteristics in his or her coach, assignments are made based on coach caseload. This evaluation indicates that concerted effort into matching the gender of the client and coach is not warranted, and that the success of clients is, therefore, not strongly influenced by the gender of the coach.