

The Quit Group

Quit Service Client Analysis Report

July 2008 – June 2009

The Research Team

This report presents a general overview of Quit Choice Services data for 12 months starting from July 2008. This overview is mainly based upon the extraction of information from the monthly data for the period July 2008 – June 2009. The monthly reports for this period may be referred to for more detailed Quit Services statistics.

1. Quitline Calls

Table 1: Number of calls to and from the Quitline

Month	Incoming Calls			Outgoing Calls
	Total Incoming calls	Answered Calls	Abandoned Calls ¹	
Jul-08	6,486	5,888	598	9,863
Aug	5,577	5,221	356	7,880
Sep	7,655	6,831	824	9,851
Oct	5,860	5,091	769	10,872
Nov	5,308	4,668	640	7,971
Dec	5,323	4,797	526	6,324
Jan-09	8,853	7,207	1,646	7,177
Feb	7,724	6,990	734	6,959
Mar	6,868	6,444	424	10,516
Apr	5,500	5,200	300	9,330
May	5,849	5,647	202	9,465
Jun	6,392	6,009	383	9,319
Total	77,395	69,993	7,402	105,527

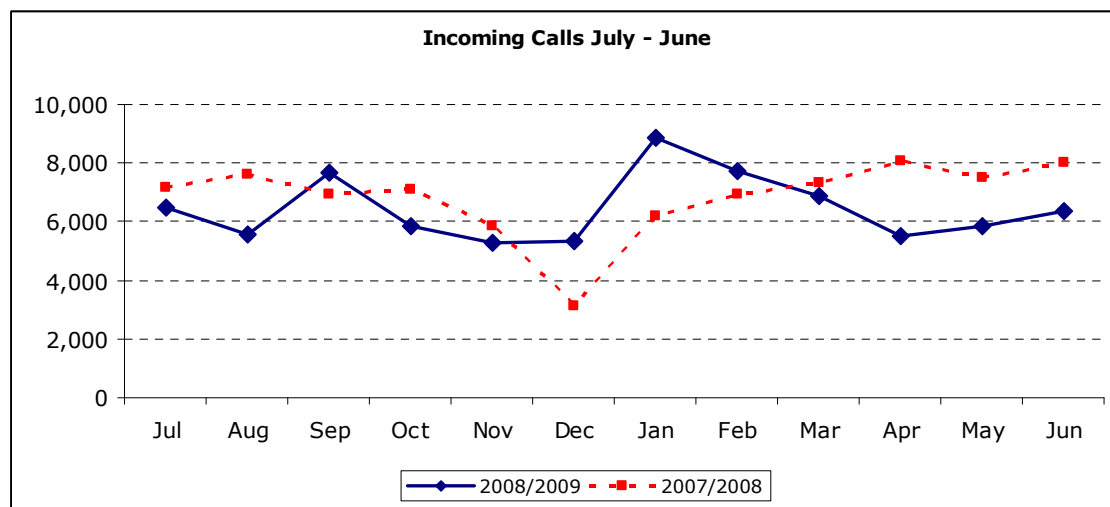


Figure 1: Monthly gross incoming calls to the Quitline

Between July 2008 and June 2009, the Quitline received a total of **77,395** incoming calls at an average of **6,450** calls per month. The Quitline received more calls in January - June 2009 (**41,186**) than in July - December 2008 (**36,209**). This is mainly due to the typical January influx of calls.

Figure 1 shows that the December slump was much lower in 2007 than 2008 most likely due to the television advertising run during December 2008. The January spike was also much stronger in 2009 than 2008.

¹ The abandoned calls include all hang-ups of any duration (so some of these will include hoax calls).

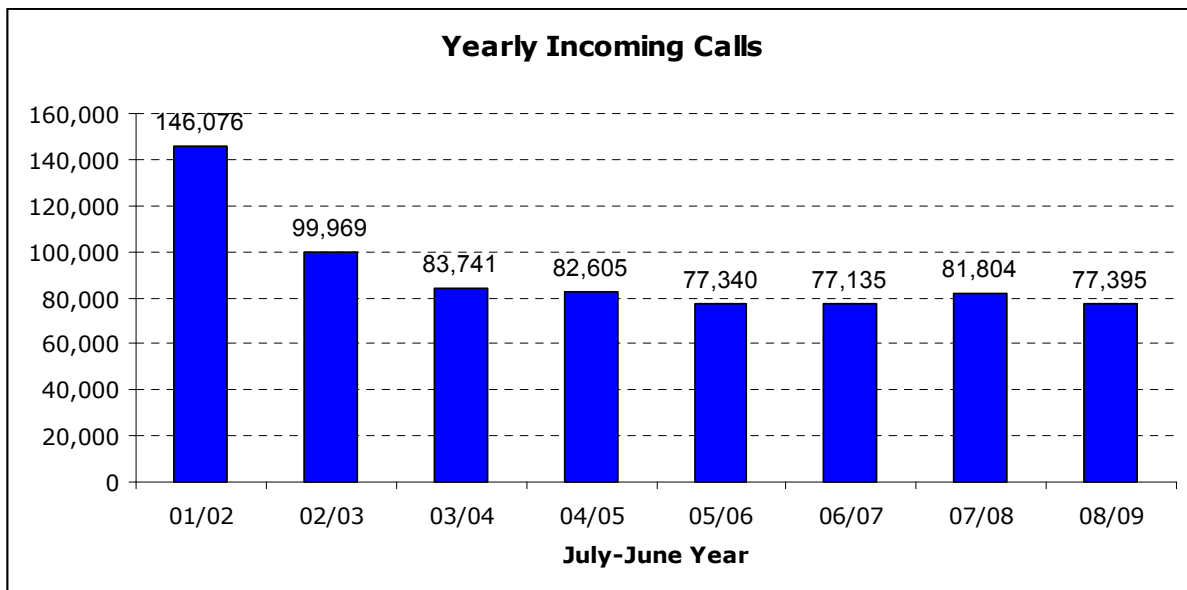


Figure 2: Annual gross incoming calls to the Quitline

The high number of incoming calls experienced in 2001/02 and 2002/03 largely coincide with the high demand for nicotine replacement therapy after it was introduced in late 2000. Incoming calls have been stable for the six years from July 2003, with an average of 80,000 calls per year. The 2008/09 incoming call total was 3% lower than the six-year average.

2. Client Registrations

Table 2: Total number of registrations to Quit Services

Month	Quitline			Web Clients	Txt2Quit Clients	Total
	New Callers	Repeat Callers	Quit Pack Callers			
Jul-08	1,647	515	22	2,039	371	4,594
Aug	1,390	395	35	1,408	356	3,584
Sep	1,798	621	36	1,880	596	4,931
Oct	1,527	477	14	1,075	275	3,368
Nov	1,428	460	30	1,468	238	3,624
Dec	1,347	439	42	1,503	211	3,542
Jan-09	2,117	822	51	3,072	503	6,565
Feb	2,277	746	39	1,920	311	5,293
Mar	1,864	726	30	1,775	296	4,691
Apr	1,550	620	30	1,188	232	3,620
May	1,699	622	51	2,179	258	4,809
Jun	1,822	671	32	1,722	299	4,546
Total	20,466	7,114	412	21,229	3,946	53,167

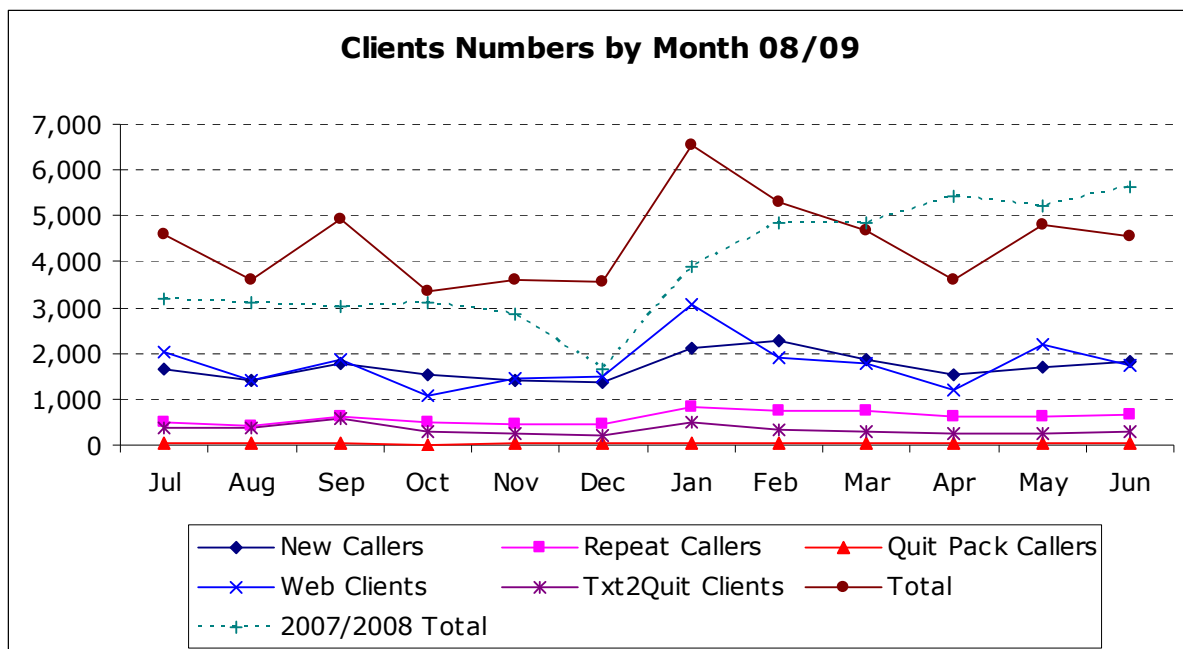


Figure 3: Monthly number of clients by service

The total number of registrations was **53,167** including **27,992** Quitline callers, **21,229** web clients and **3,946** Txt2Quit clients. The number of registrations in the six-month period of July – December 2008 (**23,643**) was less than the number of registrations in January – June 2009 (**29,524**). This is due to the noticeable peak of registrations in January. Comparisons between 07/08 and 08/09 monthly registrations are very similar to those for incoming calls.

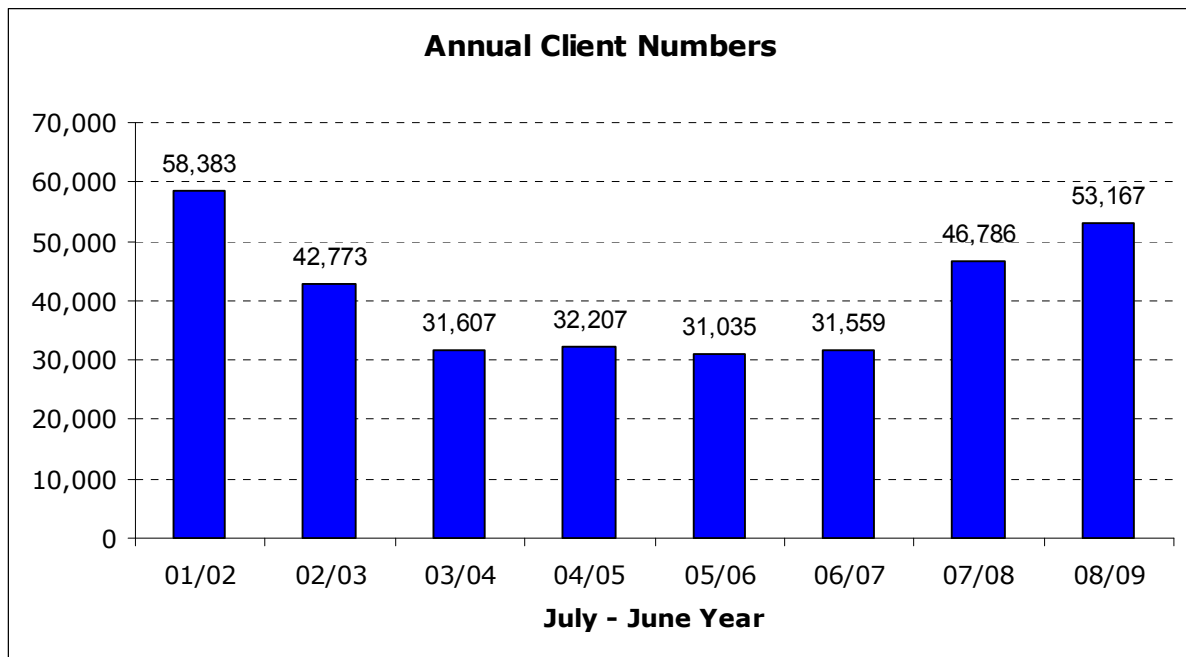


Figure 4: Annual number of clients

The high number of client registrations experienced in 2001/02 and 2002/03 largely coincide with the high demand for nicotine replacement therapy after it was introduced in late 2000. The number of client registrations in 2008/09 increased by 13% compared with the previous 12 month period.

3. Clients – Gender

Table 3: Number of males and females registered

Month	Female	%	Male	%	Missing	%	Total
Jul-08	2,400	52.2	2,186	47.6	8	0.2	4,594
Aug	1,897	52.9	1,670	46.6	17	0.5	3,584
Sep	2,652	53.8	2,260	45.8	19	0.4	4,931
Oct	1,878	55.8	1,479	43.9	11	0.3	3,368
Nov	1,953	53.9	1,669	46.1	2	0.1	3,624
Dec	1,844	52.1	1,696	47.9	2	0.1	3,542
Jan-09	3,558	54.2	3,005	45.8	2	0.0	6,565
Feb	2,807	53.0	2,485	46.9	1	0.0	5,293
Mar	2,539	54.1	2,150	45.8	2	0.0	4,691
Apr	1,967	54.3	1,653	45.7	0	0.0	3,620
May	2,526	52.5	2,179	45.3	104	2.2	4,809
Jun	2,313	50.9	2,141	47.1	92	2.0	4,546
Total	28,334	53.3	24,573	46.2	260	0.5	53,167

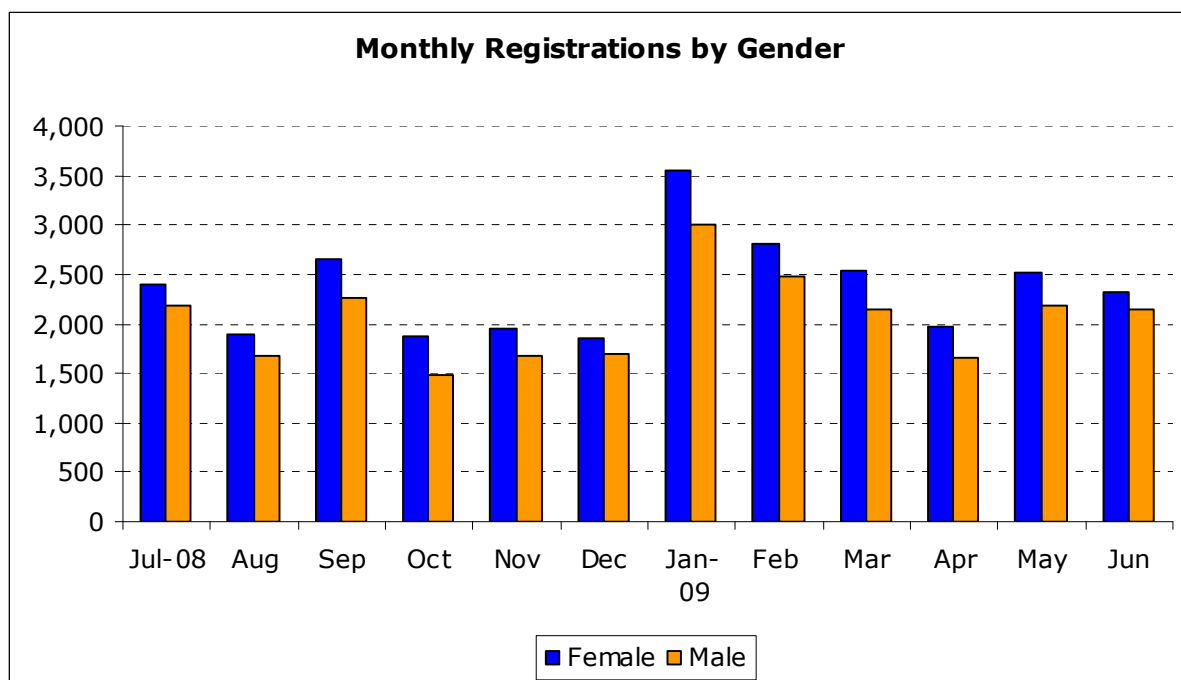


Figure 5: Monthly comparison of registered clients' gender

Throughout the year female registrations to Quitline (53%) were higher than males (46%). The gender registration differences have been consistent since 2001.

4. Clients – Ethnicity

Table 4: Ethnicity of registrations

Month	Euro	%	Māori	%	Pacific	%	Asian	%	MELAA ²	%	Other	%	Don't Know/Refused	%
Jul-08	3,303	71.9	930	20.2	249	5.4	163	3.5	37	0.8	346	7.5	150	3.3
Aug	2,596	72.4	710	19.8	193	5.4	131	3.7	26	0.7	282	7.9	90	2.5
Sep	3,385	68.6	1,174	23.8	262	5.3	183	3.7	40	0.8	413	8.4	151	3.1
Oct	2,318	68.8	774	23.0	184	5.5	119	3.5	26	0.8	299	8.9	104	3.1
Nov	2,515	69.4	798	22.0	175	4.8	118	3.3	30	0.8	355	9.8	106	2.9
Dec	2,544	71.8	676	19.1	184	5.2	138	3.9	38	1.1	335	9.5	96	2.7
Jan-09	4,671	71.2	1,354	20.6	371	5.7	182	2.8	45	0.7	532	8.1	194	3.0
Feb	3,714	70.2	1,229	23.2	305	5.8	162	3.1	38	0.7	417	7.9	93	1.8
Mar	3,225	68.7	1,003	21.4	277	5.9	152	3.2	39	0.8	387	8.2	188	4.0
Apr	2,645	73.1	736	20.3	200	5.5	107	3.0	32	0.9	291	8.0	90	2.5
May	3,392	70.5	979	20.4	262	5.4	158	3.3	28	0.6	382	7.9	250	5.2
Jun	3,149	69.3	963	21.2	271	6.0	160	3.5	25	0.5	351	7.7	215	4.7
Total	37,457	70.5	11,326	21.3	2,933	5.5	1,773	3.3	404	0.8	4,390	8.3	1,727	3.2

Between July 2008 and June 2009, Europeans made up the majority of registrations (71%), while Māori and Pacific clients made up 21% and 6% respectively.

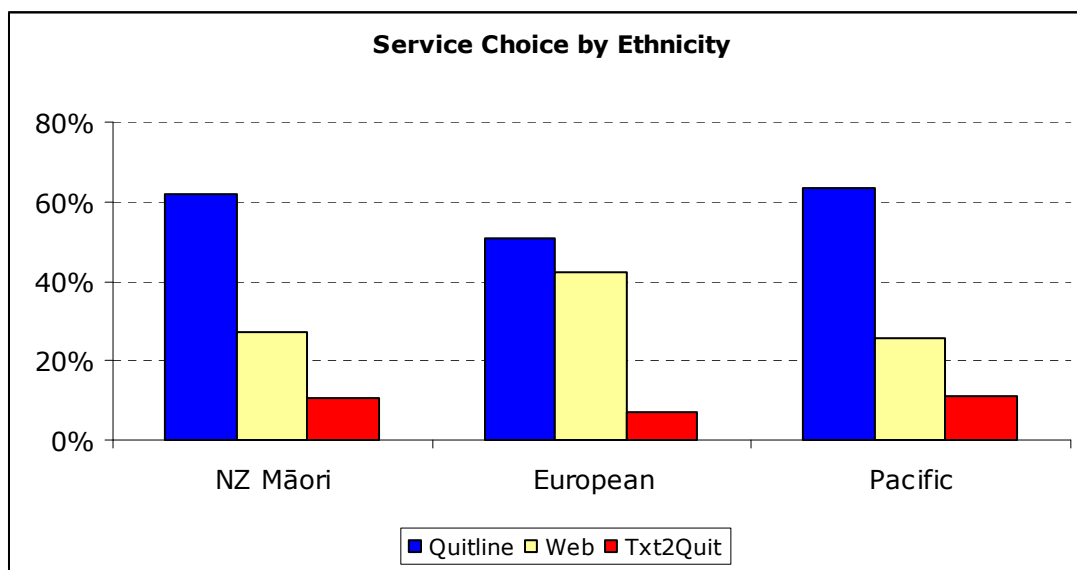


Figure 6: Service type by ethnicity

Figure 6 shows that European clients were almost equally attracted to web and Quitline services, while Māori and Pacific clients were less likely to choose a web service, and more likely to opt for Quitline or Txt2Quit.

² MELAA comprises Middle Eastern, Latin American and African.

5. Māori and Pacific Clients

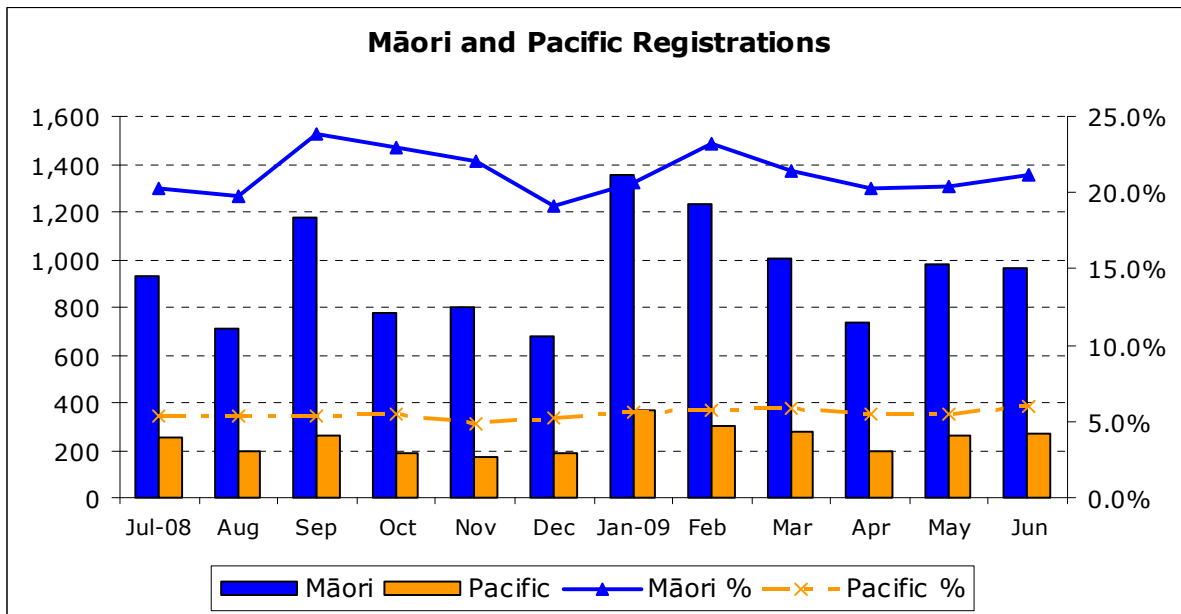


Figure 7: Monthly Māori and Pacific client registrations

The overall percentage of Māori client registrations was 21% between July 2008 and June 2009. This is close to the overall rate of Māori registrations between July 2007 and June 2008. The maximum percentage was in September 2008, where 24% of clients identified themselves as Māori.

Pacific clients made up 6% of registrations in the same 12 months, equal to what was seen in July 2007 to June 2008.

6. Pacific Clients – Breakdowns

Table 5: Breakdown of Pacific clients registered, July 2007-June 2008

Month	Cook Island Māori													
	Samoan	%	Island	%	Tongan	%	Niuean	%	Tokelauan	%	Fijian	%	Other Pacific	%
Jul-08	130	52.2	60	24.1	37	14.9	33	13.3	5	2.0	9	3.6	6	2.4
Aug	97	50.3	48	24.9	25	13.0	16	8.3	6	3.1	9	4.7	7	3.6
Sep	118	45.0	66	25.2	29	11.1	26	9.9	7	2.7	22	8.4	16	6.1
Oct	97	52.7	37	20.1	23	12.5	16	8.7	1	0.5	15	8.2	5	2.7
Nov	84	48.0	42	24.0	32	18.3	11	6.3	4	2.3	7	4.0	6	3.4
Dec	98	53.3	36	19.6	26	14.1	13	7.1	4	2.2	17	9.2	9	4.9
Jan-09	192	51.8	75	20.2	50	13.5	30	8.1	6	1.6	27	7.3	8	2.2
Feb	139	45.6	67	22.0	51	16.7	23	7.5	5	1.6	26	8.5	13	4.3
Mar	128	46.2	60	21.7	41	14.8	21	7.6	14	5.1	16	5.8	13	4.7
Apr	97	48.5	34	17.0	27	13.5	15	7.5	3	1.5	25	12.5	7	3.5
May	121	46.2	52	19.8	50	19.1	26	9.9	7	2.7	17	6.5	4	1.5
Jun	131	48.3	61	22.5	34	12.5	28	10.3	4	1.5	17	6.3	14	5.2
Total	1,432	48.8	638	21.8	425	14.5	258	8.8	66	2.3	207	7.1	108	3.7

In the 12 months from July 2008, the largest group of Pacific clients were Samoan (49%), followed by Cook Island Māori (22%) and Tongan (15%). This distribution of Pacific clients is very similar to the previous 12 month period.

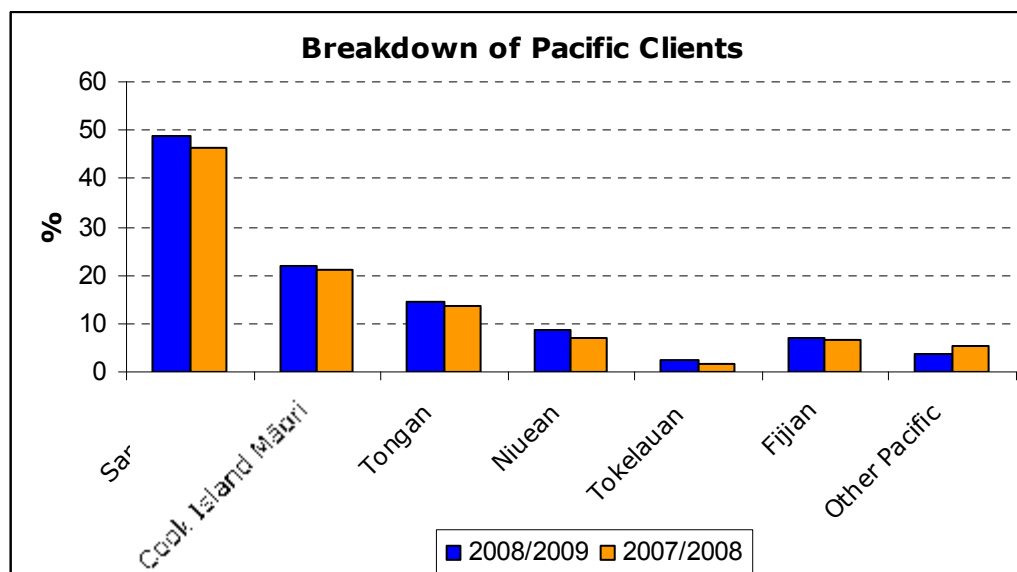


Figure 8: Breakdown of Pacific clients comparison with previous year

Figure 8 shows that the breakdown of Pacific clients from July 2008 to June 2009 was very similar to the previous year. The proportion of Samoan clients increased to almost half of Pacific clients.

7. Client Age Groups

Table 6: Registered clients' age groups

Age Groups	Number	%
<15	336	0.6
15-19	4,498	8.5
20-24	7,832	14.7
25-29	7,279	13.7
30-34	6,742	12.7
35-39	6,885	12.9
40-44	5,665	10.7
45-49	4,910	9.2
50-54	3,278	6.2
55-59	2,291	4.3
60-64	1,554	2.9
65+	1,515	2.8
Unidentified	382	0.7
Total	53,167	100.0

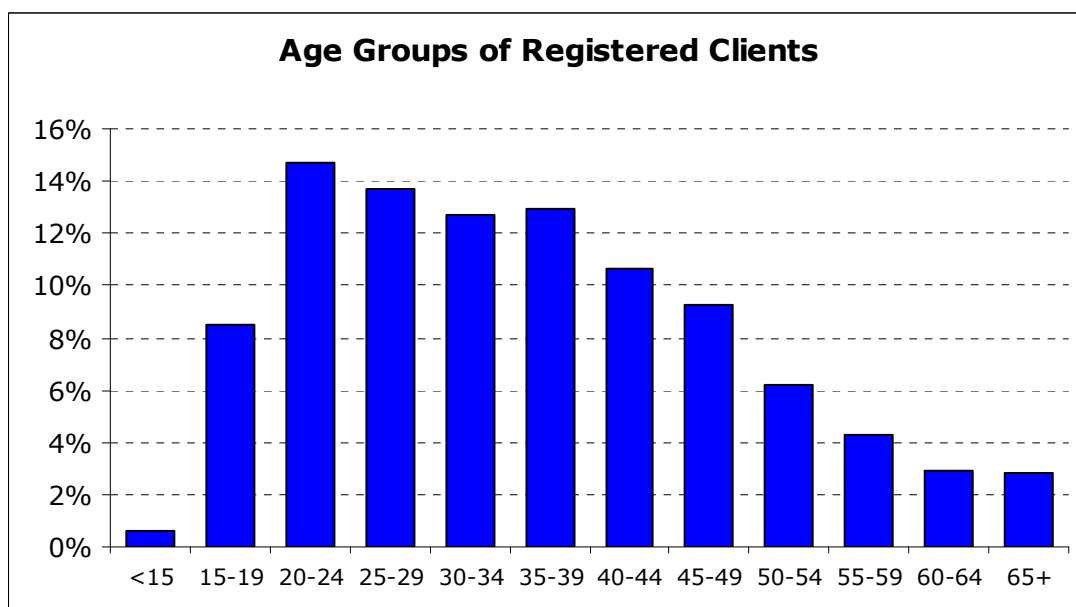


Figure 9: Registered clients' age groups

The age distribution was unimodal, with most (65%) clients between 20 and 44 years old. This distribution closely reflects the target audience of Quitline. The target age group of Txt2Quit is 16-24 years, approximately 23% of all registered clients belong to this age group. Older clients, 45 and older, made up 26% of clients. The age profile of clients registered between July 2008 and June 2009 is similar to that of the previous 12 months.

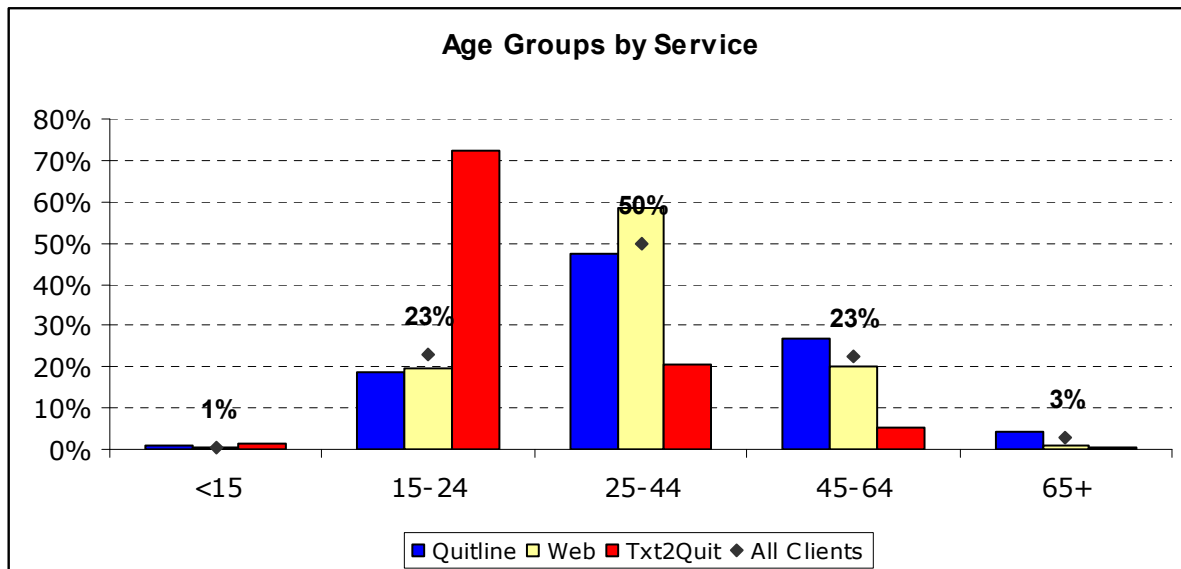


Figure 10: Age groups by service type

Comparing age distributions of the three services, Quitline and web services were very similar and followed a symmetrical distribution. There were a larger proportion of Txt2Quit clients in the 15-24 age group due to the youth focus of the service.

8. Where New Callers Obtained the Quitline number

Table 7: Where new callers obtained the Quitline number

Media	New Callers	%
Television Advertising	5,162	25.2
Tobacco Packaging	5,120	25.0
Friends and Family	2,600	12.7
Health Worker (incl.Chemists)	1,726	8.4
Phone Book	1,017	5.0
Internet	449	2.2
Hospital	395	1.9
Radio Advertising	299	1.5
Newspaper	74	0.4
Other	1,247	6.1
Don't Know	109	0.5
Missing/Not Answered	2,268	11.1
Total	20,466	100.0

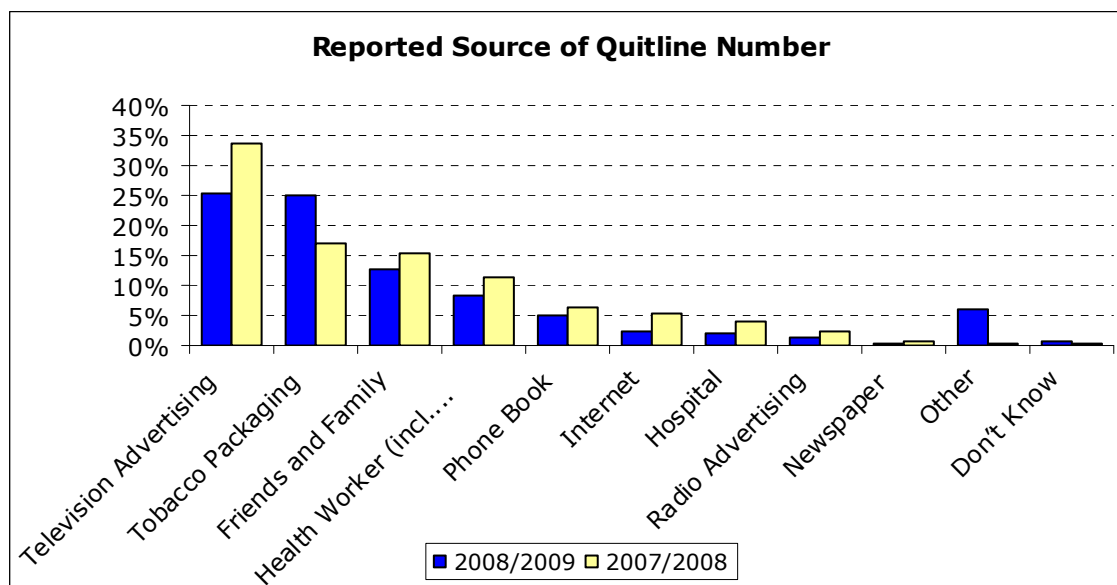


Figure 11: Where new callers obtained the Quitline number

Between July 2008 and June 2009, television advertisements and tobacco packaging were the most commonly reported sources of the Quitline 0800 number. Half of new callers reported either one of these sources. Graphic warnings were made compulsory in February 2008, explaining why a much larger proportion of callers obtained the number this way than in the previous 12 months (25% compared to 16%). Friends and family remain a common source of the Quitline number at 13%.

9. Client Registrations by District Health Board (DHB)

Table 8: Client Registrations by DHB

DHB	Clients	%	NZ Smokers ³ Age 15+ (%)
Northland	1,938	3.6	4.4
Waitemata	4,852	9.1	10.1
Auckland	5,751	10.8	8.1
Counties Manukau	5,113	9.6	10.7
Waikato	4,401	8.3	9.1
Bay of Plenty	2,426	4.6	5.1
Lakes	1,483	2.8	3.1
Tairāwhiti	362	0.7	1.5
Taranaki	1,406	2.6	2.8
Hawke's Bay	2,202	4.1	4.3
Whanganui	829	1.6	1.9
MidCentral	2,399	4.5	4.4
Wairarapa	358	0.7	1.1
Capital and Coast	3,816	7.2	5.8
Hutt Valley	2,104	4.0	3.8
Nelson Marlborough	1,158	2.2	3.1
West Coast	299	0.6	1.0
Canterbury	6,213	11.7	10.8
South Canterbury	574	1.1	1.4
Otago	2,751	5.2	4.4
Southland	1,287	2.4	3.1
Not defined ⁴	1,445	2.7	-
Total	53,167	100.0	100.0

Table 8 shows the number of client registrations from each DHB for the period July 2008 – June 2009. Most of the North Island registrations came from the Auckland Region DHBs (Waitemata, Auckland, Counties Manukau and Waikato), while Canterbury DHB recorded the most registrations in the South Island and overall when comparing individual DHB figures. The distribution of registered clients is comparable to the distribution of smokers at the DHB level.

³ Source: 2006 Census – New Zealand smokers (Age 15+ years) population by DHB.

⁴ The geo-coding system was unable to code some addresses - most of these are rural delivery addresses.