

# The Quit Group Service Longitudinal Client Survey Six Month Follow-Up

Full Report

Gravitas Research and Strategy Limited  
Level 12, Wellesley Centre,  
44-52 Wellesley St, Auckland  
PO Box 3802, Shortland St, Auckland  
tel. 09 356 8842, fax. 09 356 5767  
e-mail. [info@gravitas.co.nz](mailto:info@gravitas.co.nz)

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# Executive Summary

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## 1. Introduction and Method

The Quit Group has commissioned a survey with its clients, comprising two key activities:

- **Longitudinal survey of a cohort of clients of The Quit Group.**  
The longitudinal survey will follow up a cohort of Quit Group clients at four weeks, six months and 12 months after their quit date.
- **The Quit Group client satisfaction survey.**  
The client satisfaction survey was delivered in conjunction with the Four Week Survey, and assessed clients' satisfaction with, and use of, The Quit Group's services.

The primary objectives of the longitudinal survey are to:

- Assess smoking cessation, using standard measures (Two-Week and Seven Day Point Prevalence and Continuous Quit Rate) at four weeks, six months and 12 months after clients' quit dates – including separate quit rate calculations for Māori and Pacific clients;
- Assess clients' use of the different Quit Group services and their short-term outcomes for cessation rates; and
- Assess clients' satisfaction with the Quit Group services.

The Six Month Survey was conducted using Computer Assisted Telephone Interviewing (CATI) during the period from 23rd January to 5th April 2012. Up to 20 attempts were made to re-contact as many respondents to the Four Week Survey as possible. The questionnaire (designed by The Quit Group and refined through a comprehensive pilot process undertaken by Gravitas) was administered by computer, responding to the input of the interviewer. A total of n=881 respondents completed the Six Month Survey (the maximum margin of error on a sample size of  $881 \pm 3.3\%$  at the 95% confidence interval). The average interview length was 7 minutes.

Results for the total sample have been weighted – by age, gender, ethnicity and channel of registration (phone versus online) - to match the population of those who registered with the Quitline over the fieldwork period (including non-research consenters). The 'total' results presented in the report are weighted. To make maximum benefit of the 'booster' samples achieved for the smaller groups of interest, results presented by demographic/behavioural group are unweighted.

*Note: Throughout this report, results from the Six Month Survey are reported as 'Intention To Treat' – that is, results are presented on the full base of all respondents that participated in the Four Week Survey (n=1,251) with those unable to be contacted for the Six Month Survey ('lost to follow-up') considered to be smoking/not quit.*

## 2. Quit Rates

Using the Intention to Treat Seven Day Point Prevalence Quit Rate, at the Six Month Survey, just less than a quarter of respondents (24.2%) had not smoked at all in the seven days prior to the survey being undertaken. This compares with 35.7% of respondents to the Four Week Survey. The Intention to Treat Seven Day Point Prevalence Quit Rate was highest among:

- respondents who had accessed Quitline services by both phone and online (30.6%, compared with 25.7% of those that accessed services online only, and 21.1% of respondents that accessed services by phone only);
- males (24.1%, compared with 22.6% of females);
- respondents aged 45 years and older (27.4%, compared with 16.1% for respondents aged younger than 25 years and 24.1% among those aged 25 to 44 years); and
- non-Māori/non-Pacific respondents (25.7%, compared with 22.6% of Pacific respondents and 18.7% of Māori).

Using the Intention to Treat Continuous Quit Rate, at the Six Month Survey, 12.9% of respondents had not smoked at all in the previous six months. This represents a statistically significant decline from with the Four Week Survey, where 22.5% of respondents had not smoked at all in the four weeks prior to the survey being undertaken.

Being under stress/in a stressful situation (42.3%), giving in to cravings (21.3%) and not being ready to quit (16.6%) are the most frequently cited barriers to quitting.

## 3. NRT Quit Card Receipt and Use

Of all the survey respondents, 80.1% had received at least one Quit Card by the Six Month Survey. This represents a statistically significant increase from 66.3% at the Four Week Survey.

At the Six Month Survey, 81.3% of respondents who had received a Quit Card or prescription had redeemed at least one Quit Card for Nicotine Replacement Therapy (patches, gum or lozenges) (stable from the Four Week Survey). This represents 65.0% of all survey respondents.

One quarter of respondents (25.8%) who had redeemed at least one Quit Card were currently using NRT. A further 70.0% had started using NRT but had stopped at the time of the Six Month Survey.

#### 4. Use of Quitline Services

Summary Table 1 shows the comparative usage rates for each of the five Quitline services included in the Six Month Survey. The most widely used service was the Quitline phone service, with 73.8% of respondents having had telephone interaction with Quitline in the period from six month prior to registering to the Six Month Survey. Two in five (42.1%) had used the Quitline website whilst over a third (35.2%) had had email contact with Quitline.

Over the period between the Four Week and Six Month Surveys, the share of respondents receiving emails from Quitline has increased significantly – up from 30.1% at the Four Week Survey to 35.2% by the Six Month Survey. Similarly, the share of respondents using Quit Coach has also increased significantly – up from 8.9% at Four Weeks to 11.9% at the Six Month Survey.

**Summary Table 1: Usage Rates for Quitline Services in Previous Five Months**

Quitline Service	Share of Respondents Using Service (%)		Key User Groups (%)	Key Reasons for Not Having Used Service Since Four Week Survey
	Four Week Survey*	Six Month Survey**		
Quitline phone service	72.4%	73.8%	<ul style="list-style-type: none"> <li>Registered by telephone</li> <li>Māori and Pacific</li> <li>45 years and over</li> </ul>	<ul style="list-style-type: none"> <li>Too busy/procrastinating (27.0%)</li> <li>Not ready/don't want to quit (27.0%)</li> <li>Expecting Quitline to call (16.0%)</li> </ul>
Quitline website	41.0%	42.1%	<ul style="list-style-type: none"> <li>Registered online</li> <li>Non-Māori/non-Pacific</li> <li>Females</li> <li>25 – 44 years</li> </ul>	<ul style="list-style-type: none"> <li>Not ready/don't want to quit (38.9%)</li> <li>Too busy/lost interest (19.9%)</li> <li>No computer/Internet access (14.0%)</li> </ul>
Emails	30.1	35.2% ▲	<ul style="list-style-type: none"> <li>Registered online</li> <li>Quit</li> <li>Non-Māori/non-Pacific</li> <li>25 – 44 years</li> </ul>	(Not asked)
Quit Blogs	14.8%	16.5%	<ul style="list-style-type: none"> <li>Registered online</li> <li>Quit</li> <li>Female</li> <li>Pacific</li> <li>25 – 44 years</li> </ul>	<ul style="list-style-type: none"> <li>Too busy/don't get around to reading blogs (27.6%)</li> <li>Not ready/don't want to quit (27.6%)</li> <li>No computer/Internet access (12.5%)</li> </ul>
Txt2Quit	13.1%	14.7%	<ul style="list-style-type: none"> <li>Younger than 25 years</li> </ul>	<ul style="list-style-type: none"> <li>Not ready/don't want to quit (19.7%)</li> <li>Texts come through at inconvenient times (14.9%)</li> </ul>
Quit Coach	8.9%	11.9% ▲	<ul style="list-style-type: none"> <li>Registered online</li> <li>Pacific and non-Māori/non-Pacific</li> <li>Female</li> </ul>	<ul style="list-style-type: none"> <li>Not ready/don't want to quit (44.5%)</li> <li>Too busy/don't get around to using Quit Coach (22.8%)</li> </ul>

\* Used service in the six months prior to the Four Week Survey

\*\* Used service in the period from six months prior to registering with Quitline to the Six Month Survey (includes all respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

▲ denotes statistically significant increase between Four Week and Six Month Surveys

At the Six Month Survey, 60.6% of respondents had used only one Quitline service since their first contact. This compares with 66.5% at the Four Week Survey, a significant decline. At the Six Month Survey, 12.7% of respondents reported using three or more services, this share up significantly from 9.1% at Four Weeks.

**Summary Table 2: Number of Quitline Services Used**

	Four Week Survey (%)	Six Month Survey (%)
None	2.9	2.2
One	66.5	60.6 ▲
Two	21.5	24.6
Three	6.8	9.2
Four	2.0	2.7 ▲
Five	0.3	0.8

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

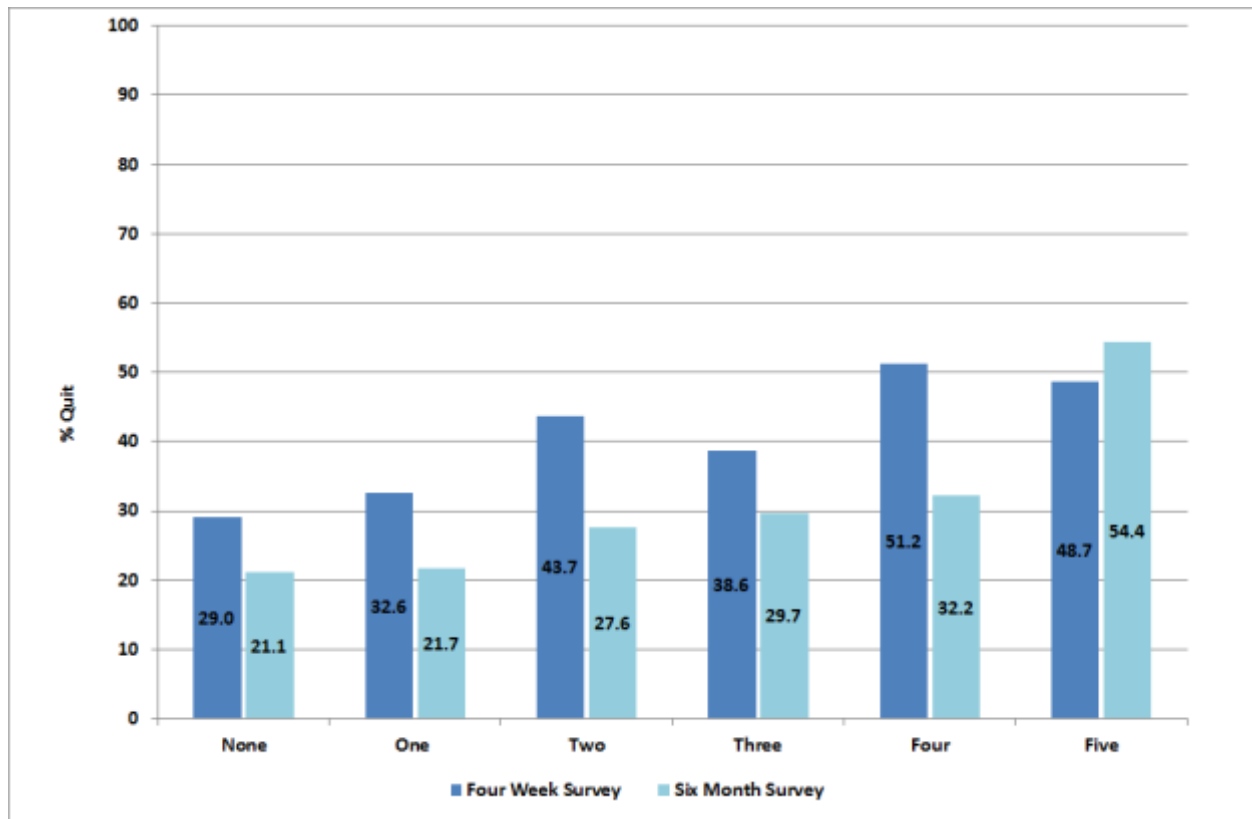
▲ denotes statistically significant increase over time (direction of arrow denotes direction of change)

At the Six Month Survey, 24.2% of respondents had not smoked at all in the seven days prior to the survey being undertaken. However, this Quit Rate varies considerably, dependent on the number of Quitline services used and also the combination of services utilised.

As Summary Figure 1 illustrates, a positive relationship exists between the number of Quitline services used and quit status at the Six Month Survey. The greater the number of services used, the higher the quit rate among respondents.



Summary Figure 1: Quit Rate by Number of Services Used Since First Contact (%)



Base: n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Note: The sample size is small for respondents who had used no services (n=42 at Four Week Survey, n=31 at Six Month Survey) four services (n=29 at Four Week Survey, n=37 at Six Month Survey) or five services (n=4 at Four Week Survey, n=11 at Six Month Survey).

Respondents who used a combination of the Quitline phone service, online services and Txt2Quit had the highest quit rate at the Six Month Survey (37.0%). In contrast, the quit rate was lowest for those who had used no Quitline services (9.8%) or who had used the Quitline phone service and Txt2Quit (19.9%).

All possible combinations of the five Quitline services were also analysed to identify which have the highest and lowest quit rates. This analysis found that, since first contact with Quitline, respondents who used a combination of the Quitline phone service + Quit Blogs + emails have the highest quit rate (33.6%). In contrast, lowest quit rates are recorded among those who used Quit Coach + emails (18.5%) since first contact.

**Summary Table 3: Quit Rate by Service Combination Since First Contact (%)**

Quitline Service Combinations	Base (n)		Share of All Respondents (n)		Seven Day Point Prevalence Quit Rate	
	Four Week Survey	Six Month Survey	Four Week Survey	Six Month Survey	Four Week Survey	Six Month Survey
Quitline, Quit Blogs and emails with tips	24	31	2.0	2.5	36.6	33.6
Quit Blogs and emails with tips	72	65	6.0	5.2	53.1	32.6
Quit Blogs, Quit Coach and emails with tips	30	36	2.5	2.9	32.4	32.0
Txt2Quit and emails with tips	18	20	1.5	1.6	47.2	31.3
Quitline and emails with tips	37	72	3.1	5.8	43.1	31.2
Emails with tips	141	134	11.7	10.7	35.3	26.5
Quitline only	633	577	52.4	46.1	32.8	20.9
Quitline and Txt2Quit	96	90	7.9	7.2	41.8	19.9
Quit Coach and emails with tips	35	39	2.9	3.1	40.7	18.5

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Table lists those service combinations with a sample size of n=20 or more.

## 5. Use of Other Smoking Cessation Services

At the Six Month Survey, 82.4% of respondents stated that they hadn't used any other stop-smoking services since the twelve months prior to the Four Week Survey. This compares with 91.0% of all respondents at the Four Week Survey – a statistically significant decline.

Over the period between the Four Week and Six Month Surveys, significant increases are reported in the use of pharmacy products (e.g. Champix and Zyban) (up from 3.2% to 6.3%), GP support (up from 1.6% to 3.4%), electric cigarettes (1.0% to 2.6%), and NRT from sources other than Quitline (0.6% to 2.4%).

# 1. Introduction and Method

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## 1.1 Introduction

Funded by the Ministry of Health, The Quit Group is a charitable trust, delivering smoking cessation services across New Zealand. The Quit Group aims to reduce the number of New Zealanders who smoke, with a particular focus on Māori and Pacific smokers.

Over time, The Quit Group has been required to deliver more quit attempts and increase quit rates. In response to this, in addition to its traditional Quitline service (a telephone-based smoking cessation service), The Quit Group has introduced other innovations:

- Online services – including Quit Coach, NRT online and client blogs; and
- Txt2Quit.

The Quit Group is putting in place a new evaluation framework to assess the Group's services and the short and longer-term smoking cessation outcomes for clients. As the first phase of the evaluation framework, The Quit Group has commissioned a survey with its clients. The survey comprises two key activities:

- **Longitudinal survey of a cohort of clients of The Quit Group.**  
The longitudinal survey will follow up a cohort of Quit Group clients at four weeks, six months and twelve months after their quit date.
- **The Quit Group client satisfaction survey.**  
The client satisfaction survey was delivered in conjunction with the Four Week Survey, and assessed clients' satisfaction with, and use of, The Quit Group's services.

## 1.2 Research Objectives

The primary objectives of the longitudinal survey are to:

- Assess smoking cessation, using standard measures (Two-Week and Seven Day Point Prevalence and Continuous Quit Rate) at four weeks, six months and 12 months after clients' quit dates – including separate quit rate calculations for Māori and Pacific clients;
- Assess clients' use of the different Quit Group services and their short-term outcomes for cessation rates; and
- Assess clients' satisfaction with the Quit Group services.

### 1.3 Method

As with the Four Week Survey, the Six Month Follow Up survey was conducted using telephone interviewing. Key advantages of telephone interviewing for an evaluation such as this included:

- the ability to conveniently and cost-effectively contact a national sample of respondents, including those who live in more isolated areas;
- maximising the response rate through:
  - allowing a robust callback regime, with each respondent being called up to a maximum of twenty times over the course of the fieldwork period in an effort to find them home;
  - offering convenience to respondents, allowing them to participate in the survey at a time that suits them (including day/evenings); and
  - the physical absence of the interviewer, thereby ensuring respondent anonymity and increasing the respondent's willingness to answer more personal questions.
- the ability to obtain more diagnostic information by the interviewer being in direct contact with the respondent, and therefore able to ask for clarification or elaboration of answers given; and
- the ability to monitor the quality of interviewing in-house, thereby further ensuring quality (and accuracy) of the data set.

All interviewing was conducted using Computer Assisted Telephone Interviewing (CATI). This enhanced the accuracy of the results as data collected from respondents was entered directly into the survey programme, rather than being recorded first on paper and then entered into the programme at a later date.

### 1.4 Sample Design

The Quit Group identified the following groups of interest. To ensure a robust sample size was achieved for each group, minimum quotas were set in the Four Week Survey. Table 1.1 lists each of the quota groups, the sample size achieved, and the maximum margin of error for each group.

**Table 1.1: Sample Sizes and Associated Margins of Error**

Quota Group	Sample Size Achieved		Maximum Margin of Error*	
	Four Week Survey	Six Month Survey	Four Week Survey	Six Month Survey
<b>Method of Registration</b>				
Telephone	767	537	± 3.5%	± 4.2%
Online	484	344	± 4.5%	± 5.3%
<b>Ethnicity</b>				
Māori	385	263	± 5.0%	± 6.0%
Pacific Peoples	106	77	± 9.5%	± 11.2%
Non Māori, non-Pacific Peoples ('All Other')	760	541	± 3.6%	± 4.2%

Quota Group	Sample Size Achieved		Maximum Margin of Error*	
	Four Week Survey	Six Month Survey	Four Week Survey	Six Month Survey
<b>Gender</b>				
Female	694	506	± 3.7%	± 4.4%
Male	557	375	± 4.2%	± 5.1%
<b>Age</b>				
Younger than 25 years	274	167	± 5.9%	± 7.6%
25 – 44 years	630	433	± 3.9%	± 4.7%
45 years +	347	281	± 5.3%	± 5.8%
<b>Txt2Quit</b>				
Yes	169	114	± 7.5%	± 9.2%

\* Maximum margin of error at the 95% confidence interval

For the Four Week Survey, respondents were randomly selected from the database of research consenters provided weekly by The Quit Group within the quotas outlined above. (Note that no sampling process was required for the Six Month Survey; attempts were made to re-contact all Four Week Survey respondents, irrespective of demographic group).

## 1.5 Questionnaire Development and Pilot

The Quit Group provided Gravitas with a draft of the Six Month Survey questionnaire.

A three-stage questionnaire pilot was undertaken to ensure that the questionnaire met the objectives of the evaluation, was understandable, relevant and culturally safe for participants, and could be administered efficiently. The first stage involved an internal review of the questionnaire by the Gravitas project team while the second and third stages involved undertaking a small number of interviews with Quitline callers. A copy of the final version of the Six Month Survey questionnaire can be found in Appendix Two.

## 1.6 Conducting the Interviews

Interviews were conducted from 23<sup>rd</sup> January to 5<sup>th</sup> April 2012. Each week, the names and contact details of callers who had participated in the Four Week survey five months before and who had consented to be re-contacted at six months were merged into the CATI programme. Names and telephone numbers came up to interviewers at random. Where Quitline callers had provided multiple telephone numbers (home, work, mobile), a strict protocol was followed to ensure every opportunity of finding the potential respondent was taken but limiting the number of calls on any one channel in order to minimise nuisance.

Upon making contact with the respondent's household, the interviewer clearly introduced themselves and the research company, and asked to speak to the Quitline caller. If the caller was not available, a time was made to re-contact.

The questionnaire was administered by computer, responding to the input of the interviewer. For open-ended questions, the interviewer entered the respondent's comments verbatim. At the end of the interview, the respondent was thanked for their time, and reminded of the interviewer's name and company. Consent to be re-contacted at 12 months was sought.

A strict record was kept of the number of refusals and the reason for each refusal (too busy, concerned about confidentiality, language issues etc.). Records were also kept of other reasons as to why interviews could not be completed (respondent had moved etc.). This information has been provided in Appendix Three. The response rate for the survey was 89%. The re-contact rate (that is, the share of respondents from the Four-Week Survey that were able to be re-contacted for the Six Month Survey) was 73% (excluding those deemed ineligible).

Strict quality assurance measures were applied throughout the fieldwork period.

A total of n=881 respondents completed the Six Month Survey (the maximum margin of error on a sample size of 881  $\pm$  3.3% at the 95% confidence interval). The average interview length was 7 minutes.

## 1.7 Analysis

### Backcoding

All open-ended responses, as well as those entered into 'other' categories, were 'backcoded'. This involved fitting responses into existing categories, and where necessary, creating new categories so that all results had a numeric code. Coding was undertaken by a senior member of Gravitas project team.

### Data Cleaning

The data cleaning process was conducted once interviewing for the Six Month Survey was complete, and involved manual checking of the dataset by the Gravitas Data Manager to ensure each record was complete. Checking of data for each question to ensure responses given were valid (that is, were contained within the options provided) also took place.

### Data Weighting

To ensure sufficiently robust sample sizes for the key groups of interest, minimum quotas were set in the Four Week Survey. In order to boost the sample size of some of the smaller groups (Māori, Pacific), the quotas set were typically higher than the group's actual share of the Quitline caller population – and consequently, quotas set for the larger groups were generally smaller than their actual share of the Quitline caller population.

To ensure that the results for the total sample were representative of the actual Quitline caller population, they have been weighted – by age, gender, ethnicity and channel of registration (phone versus online) - to match the population of those who registered with the Quitline over the Four Week Survey fieldwork period (including non-research consenters). The 'total' results presented in the report are weighted. To make maximum benefit of the 'booster' samples achieved for the smaller groups of interest, results presented by demographic/behavioural group are unweighted.

## 1.8 Reporting

All data presented in this report has been cross-tabulated by key demographic and behavioural variables:

- Quit status (quit/not quit at Six Month Survey<sup>1</sup>);
- Channel of registration (telephone/online);
- Gender (male/female);
- Ethnicity (Māori/Pacific/non-Māori and non-Pacific); and
- Age (younger than 25 years, 25-44 years, 45 years +).

Statistically significant differences in results by demographic and behavioural characteristics have been reported in the text and are noted in the tabular data. All significant differences are reported at the 95% confidence interval.

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<sup>1</sup> Using the Seven Day Point Prevalence measure (that is, those who have not smoked at all in the seven days prior to the survey are considered to be quit).

## 2. Quit Rates

- Using the Intention to Treat Seven Day Point Prevalence Quit Rate, at the Six Month Survey, just less than a quarter of respondents (24.2%) had not smoked at all in the seven days prior to the survey being undertaken. This compares with 35.7% of respondents to the Four Week Survey.
- Reflecting the results from the Four Week Survey, at six months, the Intention to Treat Seven Day Point Prevalence Quit Rate was highest among those respondents who, over the duration of their time with Quitline, had accessed Quitline services by both phone and online (30.6%, compared with 25.7% for those having contact online only, and 21.1% using the phone exclusively).
- Using the Intention to Treat Continuous Quit Rate, at the Six Month Survey, 12.9% of respondents had not smoked at all in the previous six months. This represents a statistically significant decline from with the Four Week Survey, where 22.5% of respondents had not smoked at all in the four weeks prior to the survey being undertaken.
- The most common reason for having smoked in the previous six months was stress/a stressful situation (42.3% of respondents). Giving in to cravings (21.3%), not being ready/not wanting to quit smoking (16.6%) and a difficult personal or family event (15.4%) were also mentioned as reasons for having smoked.

### 2.1 Intention to Treat Seven Day Point Prevalence Quit Rate

Note: 'Intention to Treat Seven Day Point Prevalence' is a measure of the share of the sample that had not smoked at all in the seven days prior to the survey, and counts respondents who were lost to follow-up between the Four Week and Six Month surveys as smokers.

#### Thinking about the last seven days, which of the following best describes you?

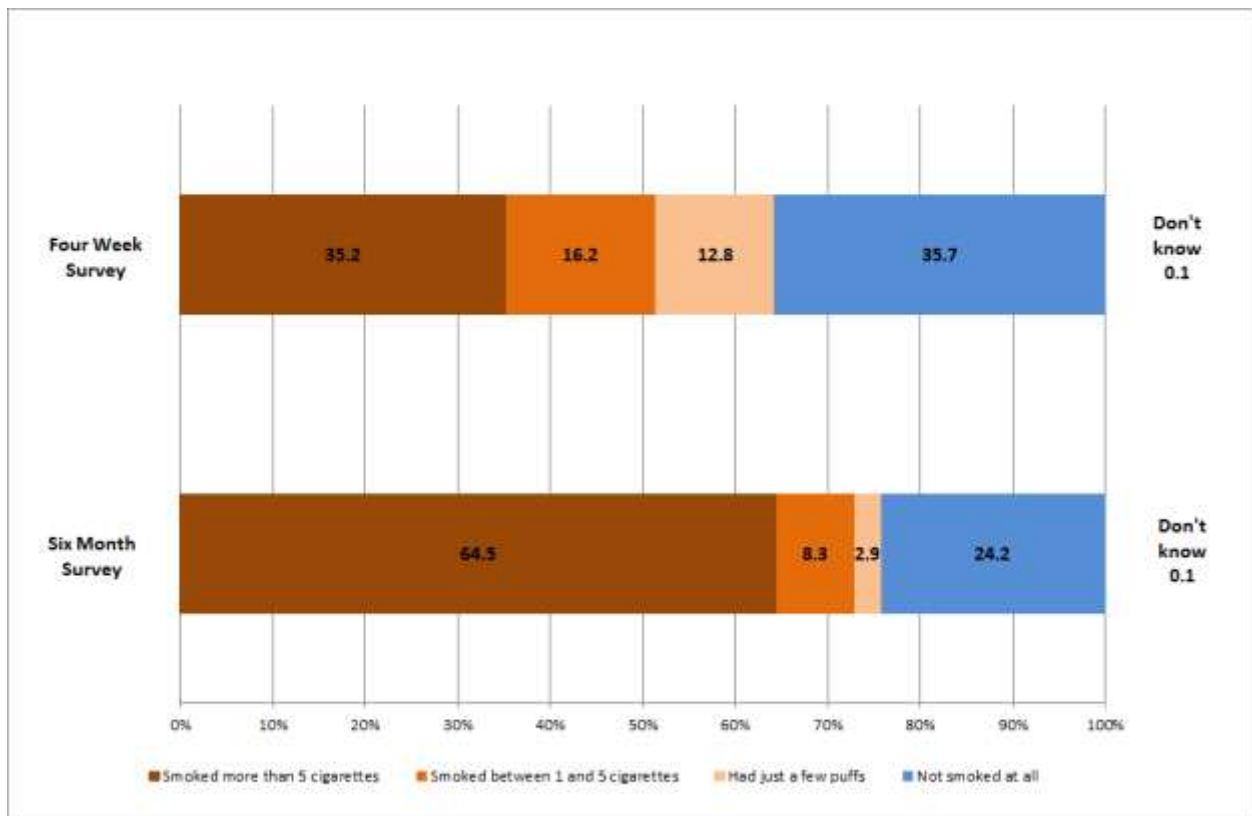
- At the Six Month Survey, 24.2% of respondents had not smoked at all in the seven days prior to the survey being undertaken. This compares with 35.7% of respondents to the Four Week Survey.
- There has been a significant increase in the share of respondents who have smoked more than five cigarettes in the previous seven days (35.2% of respondents to the Four Week Survey, compared with 64.5% of respondents at the Six Month Survey).
- At the Six Month Survey, non-Pacific/non-Māori respondents (25.7%) were significantly more likely than Māori respondents (18.7%) to have not smoked at all in the past seven days.
- Those aged 25 to 44 years (24.1%) and respondents aged 45 years and older (27.4%) were significantly more likely than respondents aged younger than 25 years (16.1%) to have not



smoked at all in the past seven days. This result compares with results from the Four Week Survey, where respondents aged 45 years and older were significantly more likely to have not smoked in the previous seven days (40.9%) than respondents aged younger than 25 years (28.5%) and respondents aged 25 to 44 years (34.1%).

- There were no significant differences in results by registration method or gender.

**Figure 2.1: Intention to Treat Seven Day Point Prevalence Quit Rate at Four Week and Six Month Surveys (%)**



**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

**Table 2.3: Intention to Treat Seven Day Point Prevalence Quit Rate at Six Month Survey (%)**

	Total	Registration		Gender		Ethnicity			Age		
		Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		C	D	E	F	G	H	I	J	K	L
Not smoked at all in the last seven days – not even a single puff	<b>24.2</b>	25.0	22.2	22.6	24.1	22.6	18.7	25.7	16.1	24.1	27.4
<b>Quit</b>	<b>24.2</b>	<b>25.0</b>	<b>22.2</b>	<b>22.6</b>	<b>24.1</b>	<b>22.6</b>	<b>18.7</b>	<b>25.7</b>	<b>16.1</b>	<b>24.1</b>	<b>27.4</b>
I have had just a few puffs	<b>2.9</b>	3.1	3.0	2.1	4.2	2.8	3.1	3.0	6.6	1.4	3.2
I have smoked between 1 and 5 cigarettes	<b>8.3</b>	7.4	9.0	8.4	8.3	14.2	8.6	7.5	8.8	6.2	12.1
I have smoked more than 5 cigarettes	<b>64.5</b>	64.3	65.8	66.7	63.4	60.4	69.6	63.7	68.5	68.3	57.1
<b>Not quit</b>	<b>75.7</b>	<b>74.8</b>	<b>77.8</b>	<b>77.2</b>	<b>75.9</b>	<b>77.4</b>	<b>81.3</b>	<b>74.2</b>	<b>83.9</b>	<b>75.9</b>	<b>72.4</b>
Don't know	<b>0.1</b>	0.2	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Base	<b>1251</b>	484	767	699	552	106	385	760	274	630	347

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

**Note:** Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

## 2.2 Intention to Treat Seven Day Point Prevalence Quit Rate by Channel

### All Channels Used Since First Contact with Quitline

Figure 2.2 and Table 2.2 show the Intention to Treat Seven Day Point Prevalence Quit Rate by Quitline channel (phone only, online only, and both phone and online) used by respondents over their entire time with the Quitline – that is, prior to the Four Week Survey through to the Six Month Survey – and counts respondents who were lost to follow-up between the Four Week and Six Month surveys as smokers.

- At both the Four Week (42.1%) and Six Month (30.6%) Surveys, the Intention to Treat Seven Day Point Prevalence Quit Rate was highest among those respondents who had accessed Quitline services by both phone and online.
- In contrast, respondents who had accessed Quitline services by phone only had the lowest Seven Day Point Prevalence Quit Rate (33.4% at Four Weeks, 21.1% at Six Months).

### Phone Only

- At the Six Month Survey, non-Pacific/non-Māori respondents who had accessed Quitline services by phone only were significantly more likely than Māori respondents to be quit (23.1% compared with 15.0%).

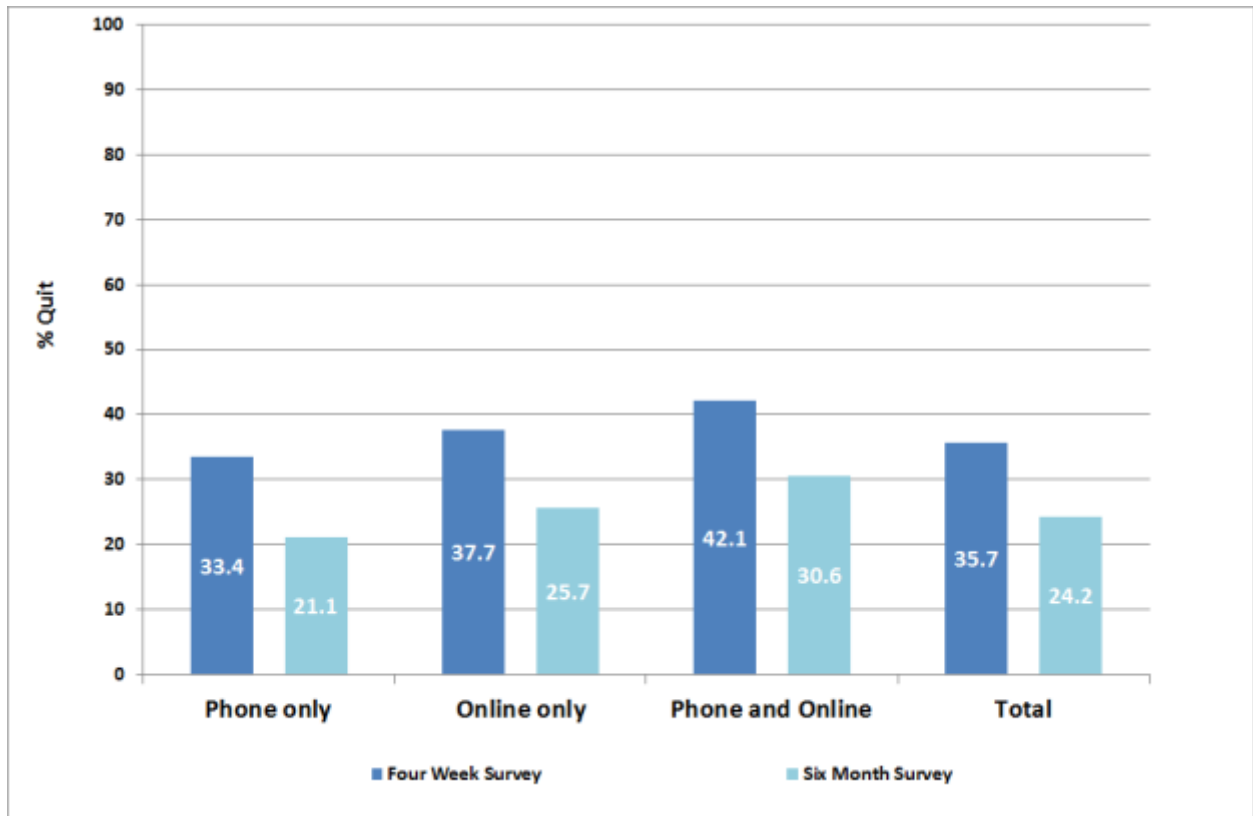
### Online Only

- Respondents aged 25 to 44 years (27.1%) or 45 years and older (31.1%) who, from their first contact with Quitline prior to the Four Week Survey, had only accessed Quitline services online, were significantly more likely than those aged younger than 25 years (10.8%) to be quit.

### Phone and Online

- There were no significant differences in results by any of the client characteristics for respondents who, from their first contact with Quitline prior to the Four Week Survey, accessed Quitline services by both phone and online.

**Figure 2.2: Intention to Treat Seven Day Point Prevalence Quit Rate by Channel(s) Used Since First Contact (%)**



**Base:** Phone only: Four Week Survey n=679, Six Month Survey n=603; Online only: Four Week Survey n=383, Six Month Survey n=369; Phone and Online: Four Week Survey n=176, Six Month Survey n=271; Total: Four Week Survey n=1251, Six Month Survey n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey). Total results include respondents where channel was not established.

**Table 2.2: Intention to Treat Seven Day Point Prevalence Quit Rate by Channel(s) Used Since First Contact (%)**

	Base	Seven Day Point Prevalence Quit Rate	Registration		Gender		Ethnicity			Age		
			Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
			C	D	E	F	G	H	I	J	K	L
<b>Phone only</b>												
Four Week Survey	679	<b>33.4</b>	43.8	31.8	27.0	37.8	39.3	25.2	36.0	27.5	29.9	38.7
					E	H			H			JK
Six Month Survey	603	<b>21.1</b>	12.5	20.0	19.5	20.4	22.0	15.0	23.1	15.3	19.1	24.2
									H			
<b>Online only</b>												
Four Week Survey	383	<b>37.7</b>	36.8	25.0	34.5	39.4	25.8	32.9	38.7	23.1	39.5	41.5
											J	J
Six Month Survey	369	<b>25.7</b>	24.8	16.7	23.0	27.0	18.5	21.9	26.0	10.8	27.1	31.1
											J	J
<b>Phone and Online</b>												
Four Week Survey	176	<b>42.1</b>	38.9	45.3	43.1	40.5	42.9	45.5	40.7	43.9	35.6	52.1
Six Month Survey	271	<b>30.6</b>	26.5	31.6	30.3	28.7	27.6	28.8	30.2	23.9	30.5	32.9
<b>All</b>												
Four Week Survey	1251	<b>35.7</b>	37.6	33.0	31.7	38.6	35.8	28.6	37.8	28.5	34.1	40.9
						E			H			JK
Six Month Survey	1251	<b>24.2</b>	25.0	22.2	22.6	24.1	22.6	18.7	25.7	16.1	24.1	27.4
									H		J	J

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey). Total results include respondents where channel was not established.

**Note:** Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

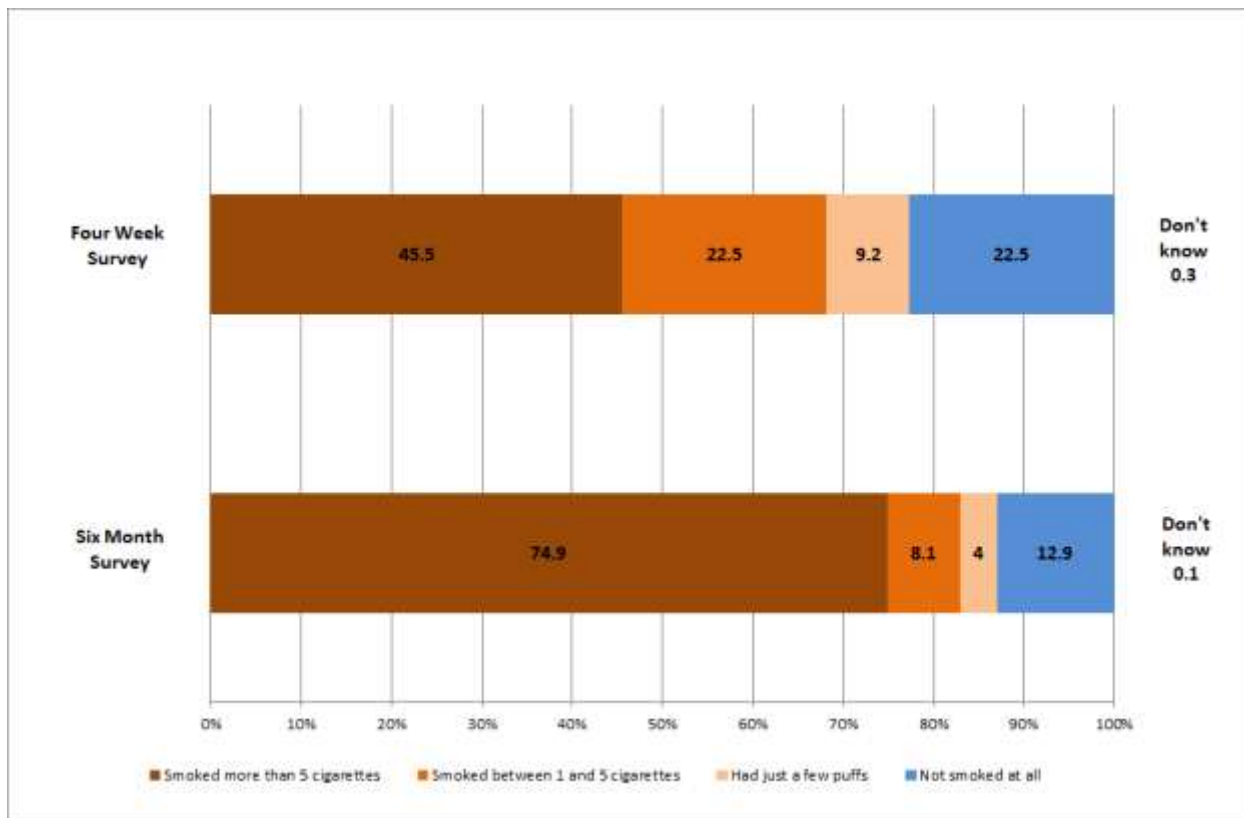
### 2.3 Intention to Treat Continuous Quit Rate

Note: 'Intention to Treat Continuous Quit Rate' is a measure of the share of the sample that have not smoked at all (not even a few puffs) over a designated time period – in the case of this study, between registering with the Quitline and the Six Month Survey, and counts respondents who were lost to follow-up between the Four Week and Six Month surveys as smokers.

#### Since using the Quitline service about six months ago, which of the following best describes you?

- At the Six Month Survey, 12.9% of respondents had not smoked at all in the previous six months. This represents a statistically significant decline from the Four Week Survey, where 22.5% of respondents had not smoked at all in the four weeks prior to the survey being undertaken.
- Pacific respondents (14.2%) and non-Pacific/non-Māori respondents (14.5%) were significantly more likely to have not smoked at all in the previous six months than Māori respondents (6.8%).
- Respondents aged 45 years and older (14.1%) were significantly more likely than respondents aged younger than 25 years (8.8%) to have not smoked at all in the previous six months.
- At the Six Month Survey, there were no significant differences in results by registration method or gender.

Figure 2.5: Intention to Treat Continuous Quit Rate at Four Week and Six Month Surveys (%)



Base: n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey).

**Table 2.5: Intention to Treat Continuous Quit Rate at Six Month Survey (%)**

	Total	Registration		Gender		Ethnicity			Age		
		Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		C	D	E	F	G	H	I	J	K	L
Not smoked at all in the last six months – not even a single puff	<b>12.9</b>	12.4	11.9	10.7	13.8	14.2 H	6.8	14.5 H	8.8	12.4	14.1 J
<b>Quit</b>	<b>12.9</b>	<b>12.4</b>	<b>11.9</b>	<b>10.7</b>	<b>13.8</b>	<b>14.2</b>	<b>6.8</b>	<b>14.5</b>	<b>8.8</b>	<b>12.4</b>	<b>14.1</b>
I have had just a few puffs	<b>4.0</b>	4.1	4.2	3.7	4.7	2.8	4.9	3.9	4.4	3.8	4.6
I have smoked between 1 and 5 cigarettes	<b>8.1</b>	8.1	8.6	8.4	8.3	14.2 I	9.9	6.8	8.0	7.6	10.1
I have smoked more than 5 cigarettes	<b>74.9</b>	75.4	75.2	77.0	73.2	68.9	78.4 G	74.6	78.8 L	76.2	70.9
<b>Not quit</b>	<b>87.0</b>	<b>87.6</b>	<b>88.0</b>	<b>89.1</b>	<b>86.2</b>	<b>85.9</b>	<b>93.2</b>	<b>85.3</b>	<b>91.2</b>	<b>87.6</b>	<b>85.6</b>
Don't know	<b>0.1</b>	0.0	0.1	0.2	0.0	0.1	0.0	0.2	0.0	0.0	0.3
Base	<b>1251</b>	484	767	699	552	106	385	760	274	630	347

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey).

Note: Letter notation denotes all cross-tabulated categories that this result is significantly higher than.



## 2.4 Reasons for Having Smoked In the Last Six Months

### Why have you smoked since using the Quitline service about six months ago?

- At the Six Month Survey, the most common reason for having smoked in the previous six months was stress/a stressful situation (42.3% of respondents). Giving in to cravings (21.3%), not being ready/not wanting to quit smoking (16.6%) and a difficult personal or family event (15.4%) were also mentioned as reasons for having smoked in the previous six months.
- Pacific respondents (34.4%) were significantly more likely than Māori (18.9%) and non-Pacific/non-Māori (21.0%) respondents to state that the reason for having smoked in the previous six months was giving in to cravings.
- Māori (17.2%) were significantly more likely than Pacific respondents (6.6%) to state that the reason for having smoked in the previous six months was a difficult personal or family event.
- Respondents who registered online (20.5%) were significantly more likely than respondents who registered over the phone (14.5%) to state that the reason for having smoked in the previous six months was not being ready/not wanting to quit.
- In contrast, respondents who registered over the phone (17.3%) were significantly more likely to state that the reason for having smoked in the previous six months was a difficult personal or family event than those who registered online (11.3%).
- Male respondents (14.9%) were significantly more likely than female respondents (9.8%) to state that the reason for having smoked in the previous six months was drinking/being drunk.
- Respondents younger than 25 years (16.8%) and respondents 25 to 44 years (12.8%) were significantly more likely than respondents aged 45 years and older to state that the reason for having smoked in the previous six months was drinking/being drunk. These respondents were also significantly more likely than respondents 45 years and older to state that their reason for smoking was feeling left out when not smoking (10.5% of respondents younger than 25 years and 8.0% of respondents 25 to 44 years, compared with 3.1% of respondents aged 45 years and older).
- Respondents younger than 25 years were also significantly more likely than those aged 45 years and older to state that the reason for having smoked in the previous six months was being tempted by others (14.7%, compared with 7.4%).

**Table 2.6: Reasons for Having Smoked in the Last Six Months (%)**

Reason	Share of Respondents Not Continuously Quit at Six Months
Stress/stressful situation	42.3
Gave in to cravings	21.3
Wasn't ready to quit/didn't want to quit smoking	16.6
Difficult personal or family life event	15.4
Was drinking/drank	12.1
Tempted by others (people smoking around me)	9.7
Went back to old habits/laziness/lack of self-motivation	8.5
Felt left out when not smoking (from peers/partner/social situation)	6.7
NRT didn't work/side effects of NRT	6.5
Boredom/nothing else to do	5.1
Ran out of NRT/didn't get Quit Card for patches/gum (in time)	4.4
Depression/moody/impatient	2.5
Needed more support from Quitline	2.3
Hard to stay quit over holiday season/Christmas/New Year	2.0
Stress due to Christchurch earthquake(s)	1.9
In physical pain/blood pressure issues	1.4
Didn't want to quit straight away/needed some time to think about quitting/prepare	1.4
Worried about weight gain	1.1

**Base:** n=723 (Respondents to the Six Month Survey who had smoked at all between the Four Week Survey and Six Month Survey)

**Note:** Table lists those reasons mentioned by 1% or more of respondents. Multiple responses to this question permitted. Consequently the table may total more than 100%.

Other reasons, mentioned by less than 1% of respondents, included:

- Couldn't redeem Quit Card/couldn't get to a pharmacy (n=6)
- Didn't want to use NRT (n=3)
- Like/miss the taste of smoking (n=3)
- Sourced cheap cigarettes overseas/easy access to cigarettes (n=2)
- Had a cigarette to test if I was quit (n=2)
- Always thinking about smoking (n=1)
- Can afford to smoke now (n=1)
- Medical check/health was fine, so no need to quit (n=1)
- Needed more support from family/friends (n=1)
- Needed more support from health professionals (n=1)
- Just wanted to quit during pregnancy (n=1).

**Table 2.7: Key Reasons for Having Smoked in the Last Six Months (%)**

	Total	Quit Status		Registration		Gender		Ethnicity			Age		
		Quit	Not Quit	Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		A	B	C	D	E	F	G	H	I	J	K	L
Stress/stressful situation	<b>42.3</b>	30.5	44.8 A	37.8	44.8	42.8	41.0	36.1	45.1	41.3	46.2	38.7	44.5
Gave in to cravings	<b>21.3</b>	17.7	22.3	21.9	21.1	21.0	22.0	34.4 HI	18.9	21.0	16.8	24.2	20.1
Wasn't ready to quit/didn't want to quit smoking	<b>16.6</b>	9.9	18.6 A	20.5 D	14.5	18.0	15.3	16.4	15.0	17.9	18.9	17.1	15.3
Difficult personal or family life event	<b>15.4</b>	5.7	17.2 A	11.3	17.3 C	15.4	14.2	6.6	17.2 G	14.9	13.3	14.0	17.5
Was drinking/drunk	<b>12.1</b>	24.1 B	8.9	13.4	10.9	9.8	14.9 E	11.5	10.3	12.8	16.8 L	12.8 L	7.4
Tempted by others (people smoking around me)	<b>9.7</b>	11.3	9.6	10.2	9.8	9.8	10.2	8.2	12.0	9.1	14.7 L	9.7	7.4
Went back to old habits/laziness/lack of self-motivation	<b>8.5</b>	6.4	8.8	8.1	8.4	8.2	8.5	11.5	6.9	8.6	6.3	10.5	6.1
Felt left out when not smoking (from peers/partner/social situation)	<b>6.7</b>	12.8 B	5.5	7.8	6.4	8.9 F	4.1	9.8	6.9	6.5	10.5 L	8.0 L	3.1

NRT didn't work/side effects of NRT	<b>6.5</b>	5.7	6.4	5.7	6.6	7.5	4.4	8.2	3.9	7.2	5.6	6.0	7.0
Boredom/nothing else to do	<b>5.1</b>	2.8	5.7	4.2	5.7	4.0	6.8	4.9	6.0	4.7	7.0	3.4	6.6
Ran out of NRT/didn't get Quit Card for patches/gum (in time)	<b>4.4</b>	2.8	4.8	4.6	4.3	4.2	4.7	8.2	3.9	4.2	5.6	4.3	3.9
Depression/moody/ impatient	<b>2.5</b>	1.4	2.4	1.8	2.5	2.6	1.7	0.0	1.3	3.0	0.0	1.1	5.2 JK
Needed more support from Quitline	<b>2.3</b>	2.8	1.9	0.7	3.0 C	2.6	1.4	3.3	1.3	2.3	3.5	1.1	2.6
Hard to stay quit over holiday season/Christmas/New Year	<b>2.0</b>	2.8	1.7	1.8	2.0	2.6	1.0	1.6	1.7	2.1	0.7	2.0	2.6
<i>Base</i>	<b>723</b>	141	582	283	440	428	295	61	233	429	143	351	229

**Base:** n=723 (Respondents to the Six Month Survey who had smoked at all between the Four Week Survey and Six Month Survey)

**Note:** Table lists those reasons mentioned by 2% or more of respondents. Multiple responses to this question permitted. Consequently the table may total more than 100%.

**Note:** Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

## 3. NRT Quit Card Receipt and Use

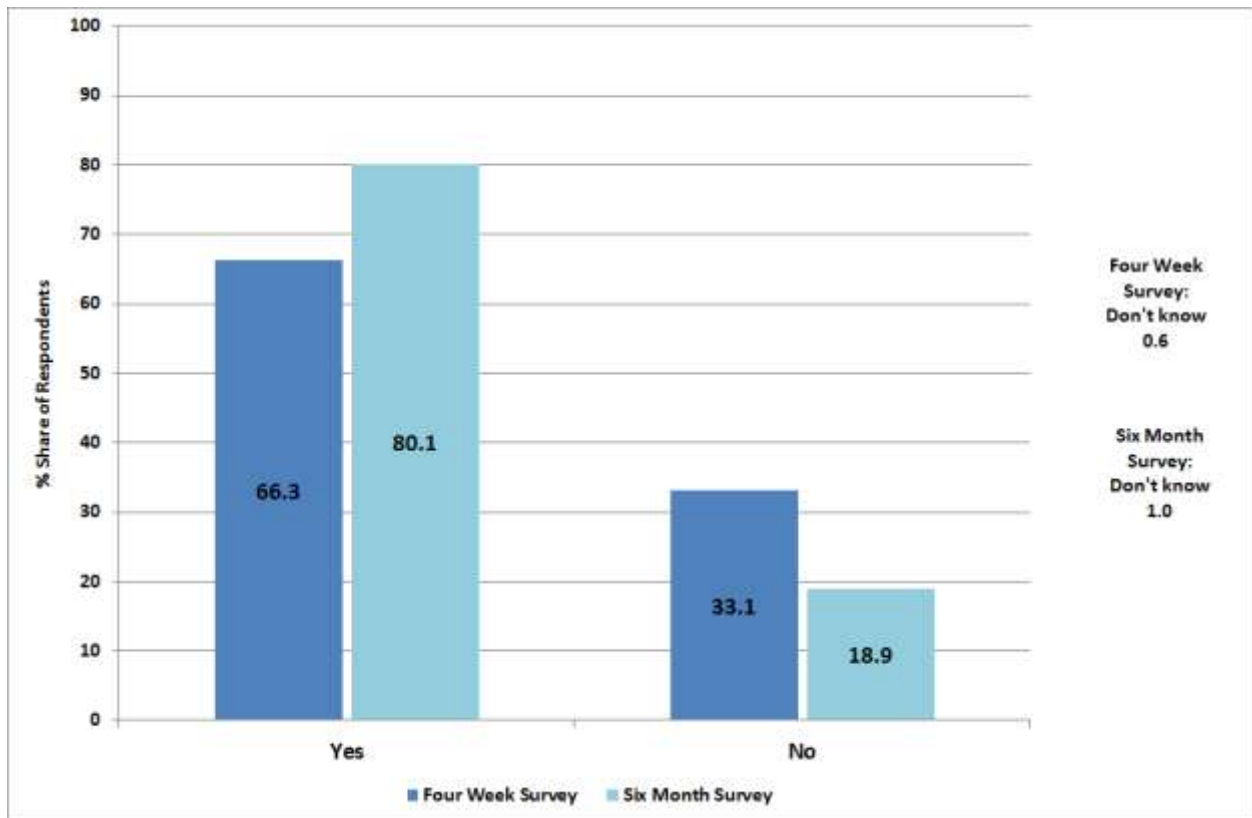
- Of all survey respondents, 80.1% had received at least one Quit Card by the Six Month Survey. This represents a statistically significant increase from the Four Week Survey (66.3%).
- At the Six Month Survey, 81.3% of respondents who had received a Quit Card or prescription had redeemed at least one Quit Card for Nicotine Replacement Therapy (patches, gum or lozenges). This represents 65.0% of all survey respondents.
- Of the respondents to the Six Month Survey who had redeemed at least one Quit Card since being sent one since the Four Week Survey, 25.8% were currently using Nicotine Replacement Therapy (NRT).

### 3.1 Quit Card Receipt

#### Have you received the prescription or Quit Card from the Quitline?

- Of all survey respondents, 80.1% had received at least one Quit Card by the Six Month Survey. This represents a statistically significant increase from the Four Week Survey (66.3%).
- Respondents who were quit were significantly more likely to have received a Quit Card (88.0%) than those who were not quit at the Six Month Survey (75.6%).
- Respondents who had registered by phone (82.8%) were significantly more likely to have received a Quit Card than those registering online (71.7%).
- Non Māori, non Pacific (79.9%) and Māori (78.4%) respondents were significantly more likely than Pacific respondents (68.9%) to have received a Quit Card.
- Respondents aged 45 years or older (84.1%) were significantly more likely to have received a Quit Card than those aged 25 to 44 years (77.1%) or younger than 25 years (74.5%).
- There were no significant differences in results by gender.

Figure 3.1: Receipt of Quit Card (%)



Base: n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

**Table 3.1: Receipt of Quit Card (%)**

	Total	Quit Status		Registration		Gender		Ethnicity			Age		
		Quit	Not Quit	Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		A	B	C	D	E	F	G	H	I	J	K	L
Yes	<b>80.1</b>	88.0 B	75.6	71.7 C	82.8 C	79.0 E	77.9 F	68.9 G	78.4 G	79.9 G	74.5 J	77.1 K	84.1 L
No	<b>18.9</b>	11.3	23.4	27.9 D	16.0	20.6	20.7	30.2 HI	21.0	19.1	24.8 L	21.9 L	15.0
Don't know	<b>1.0</b>	0.7	0.9	0.4	1.2	0.4	1.4	0.9	0.5	1.1	0.7	1.0	0.9
<i>Base</i>	<b>1251</b>	291	960	484	767	699	552	106	385	760	274	630	347

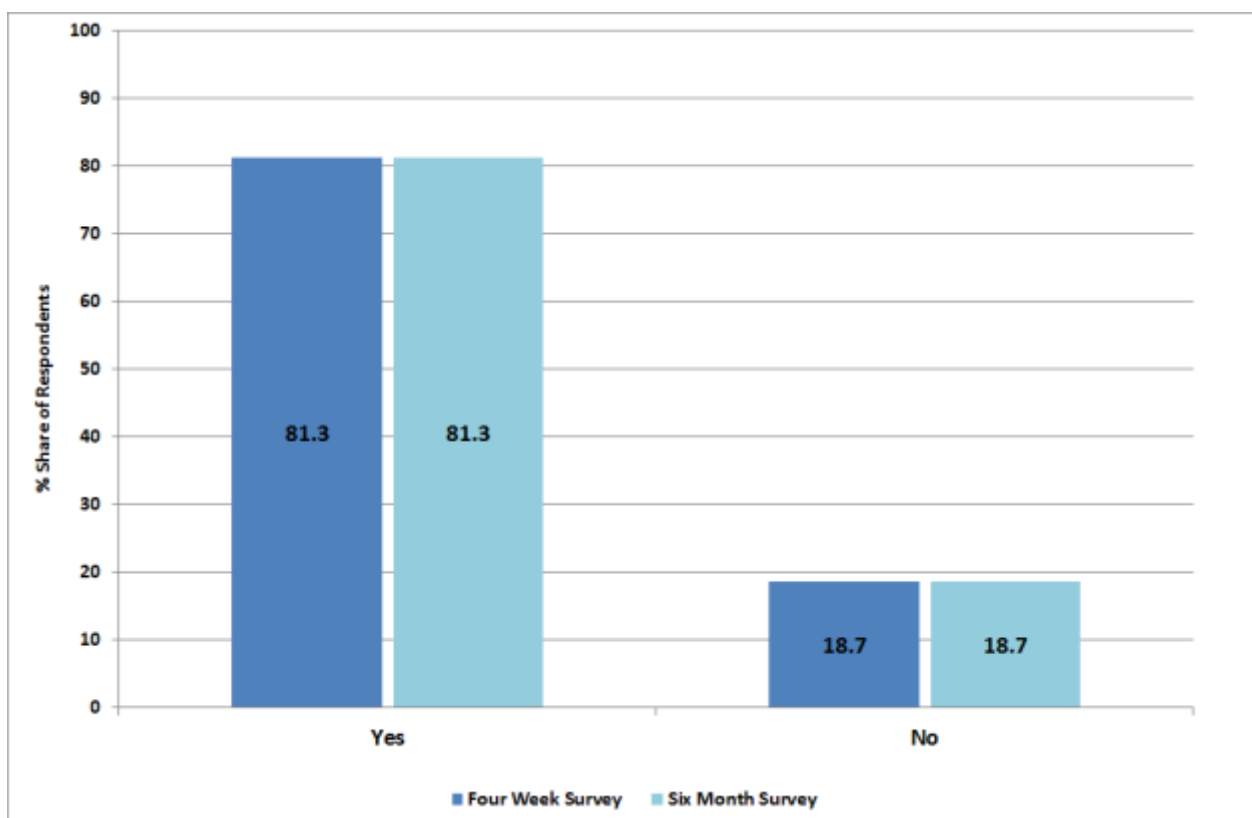
**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

### 3.2 Quit Card Redemption

**Did you exchange at least one prescription or Quit Card at the pharmacy to get patches, gum or lozenges?**

- At the Six Month Survey, 81.3% of respondents who had received a Quit Card or prescription had redeemed at least one Quit Card for Nicotine Replacement Therapy (patches, gum or lozenges). This represents 65.0% of all survey respondents. This result is unchanged when compared with the Four Week Survey (also 81.3%).
- Respondents who were male were significantly more likely to have redeemed a Quit Card than female respondents (83.3%, compared with 77.7%).
- Respondents aged 25 to 44 years (81.9%) and respondents aged 45 years and older (82.2%) were significantly more likely to have redeemed a Quit Card than respondents aged younger than 25 years (73.0%).
- Non Māori, non Pacific respondents (82.7%) were significantly more likely to have redeemed at least one Quit Card than Māori respondents (76.5%).
- There were no significant differences in results by quit status, or registration method.

**Figure 3.2: Redemption of Quit Card (%)**



**Base:** n=982 (All respondents to Four Week Survey who had received a Quit Card, including those who were unable to be contacted or who refused to take part in the Six Month Survey)



**Table 3.2: Redemption of Quit Card (%)**

	Total	Quit Status		Registration		Gender		Ethnicity			Age		
		Quit	Not Quit	Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		A	B	C	D	E	F	G	H	I	J	K	L
Yes	<b>81.3</b>	84.0	78.8	79.3	80.6	77.7	83.3	74.0	76.5	82.7	73.0	81.9	82.2
						E				H		J	J
No	<b>18.7</b>	16.0	21.1	20.5	19.4	22.3	16.5	26.0	23.5	17.1	27.0	17.9	17.8
						F					KL		
Base	<b>982</b>	256	726	347	635	552	430	73	302	607	204	486	292

**Base:** n=982 (All respondents to Four Week Survey who had received a Quit Card, including those who were unable to be contacted or who refused to take part in the Six Month Survey)

**Note:** Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

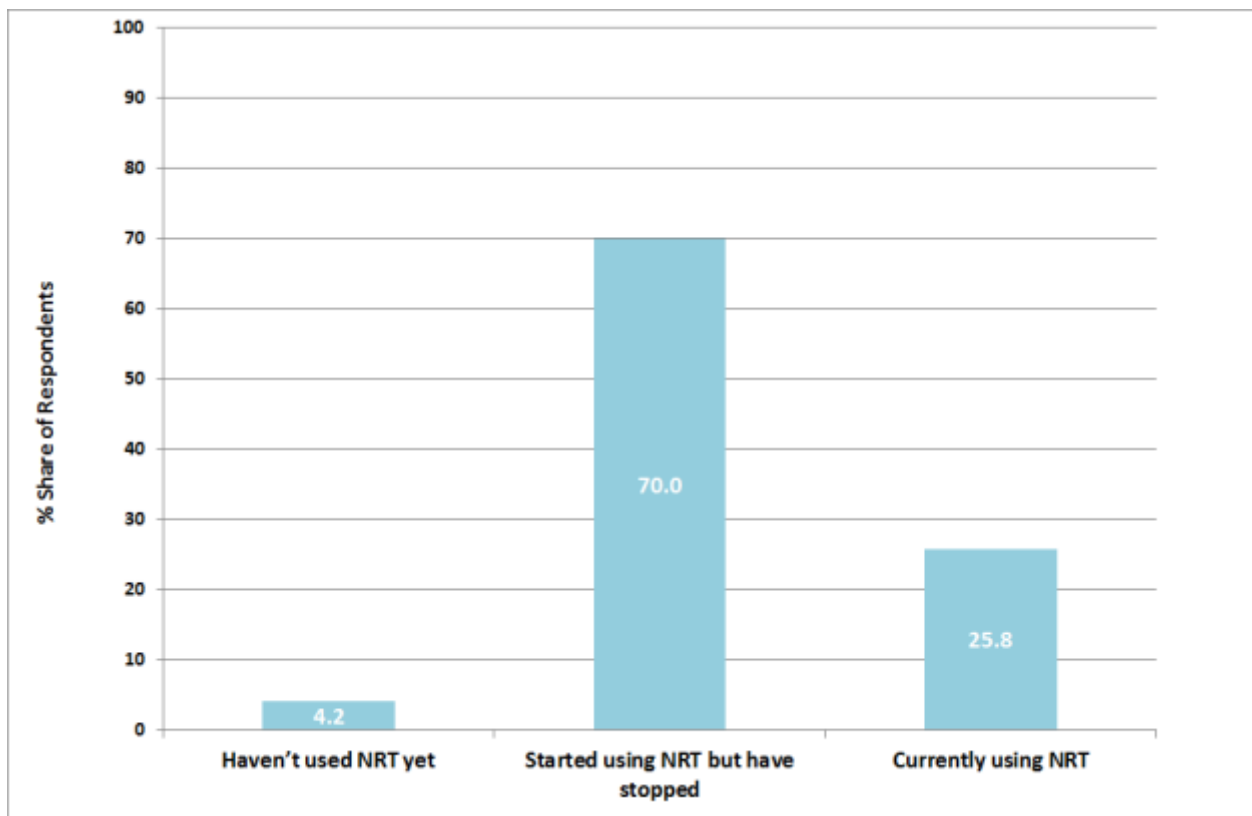
### 3.3 NRT Use

**Which of the following best describes you?**

*Note: This question was asked of all respondents to the Six Month Survey who were listed in the sample supplied as having been sent a Quit Card and who received at least one card between the Four Week and Six Month surveys.*

- At the Six Month Survey, 25.8% of respondents who had redeemed at least one Quit Card since being sent one between the Four Week and Six Month Surveys were currently using Nicotine Replacement Therapy (NRT).
- A further 70.0% had started using NRT but had stopped using it at the time of the Six Month Survey.
- At the Four Week Survey, 65.5% of respondents who had redeemed at least one Quit Card were currently using Nicotine Replacement Therapy (NRT), with a further 25.6% having started using NRT but who had stopped using it at the time of the Four Week Survey.
- There were no significant differences in results by any of the client characteristics.

**Figure 3.3: Use of NRT by Respondents That Had Not Received This at Four Week Survey (%)**



**Base:** n=143 (All respondents who were listed in the sample supplied as having been sent a Quit Card and who received at least one card between the Four Week and Six Month surveys)

**Table 3.3: Use of NRT by Respondents That Had Not Received This At Four Week Survey (%)**

	Total	Quit Status		Registration		Gender		Ethnicity			Age		
		Quit	Not Quit	Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		A	B	C	D	E	F	G	H	I	J	K	L
Currently using NRT	<b>25.8</b>	24.0	24.7	22.0	27.9	18.8	31.7	0.0	23.1	27.1	18.2	21.9	31.3
Started using NRT but have stopped	<b>70.0</b>	72.0	69.9	72.0	68.9	75.0	65.1	87.5	69.2	69.8	81.8	69.9	66.7
Haven't used NRT yet	<b>4.2</b>	4.0	5.4	6.0	3.2	6.2	3.2	12.5	7.7	3.1	0.0	8.2	2.0
<i>Base</i>	<b>143</b>	50	93	82	61	80	63	8	39	96	22	73	48

**Base:** n=143 (All respondents who were listed in the sample supplied as having been sent a Quit Card and who received at least one card between the Four Week and Six Month surveys)

## 4. Use of Quitline Phone Service

- At the Six Month Survey, 73.8% of respondents had called the Quitline phone service at least once in the period from six months prior to registering with Quitline to the Six Month Survey. This compares with 72.4% of respondents who had called the Quitline phone service at least once in the six months prior to the Four Week Survey.
- The most common reasons for not having used the Quitline phone service since the Four Week Survey were being too busy/procrastinating (27.0%), not being ready/not wanting to quit/having started smoking again (27.0%) and expecting Quitline to call (16.0%).

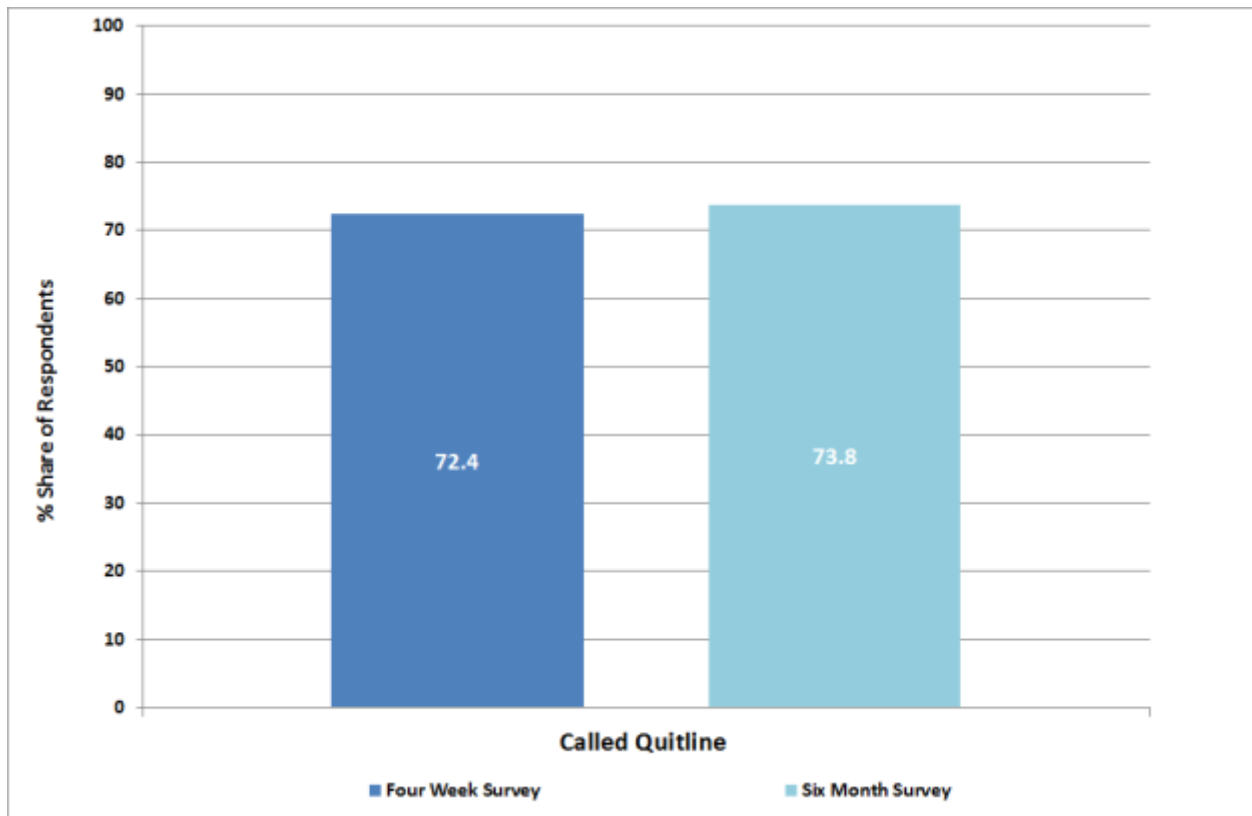
### 4.1 Use of Quitline Phone Service

#### Have you spoken to a Quitline Quit Advisor on the phone?

Note: Calling Quitline includes respondents calling to register with Quitline, and Quitline returning a respondent's call. It does not include respondents calling Quitline on behalf of someone else. Respondents who were lost to follow-up between the Four Week and Six Month surveys have been counted as smokers in results.

- At the Six Month Survey, 73.8% of respondents had called the Quitline phone service at least once in the period from six months prior to registering with Quitline to the Six Month Survey. This compares with 72.4% of respondents who had called the Quitline phone service at least once in the six months prior to the Four Week Survey.
- Respondents who had registered over the phone were significantly more likely to have called Quitline at least once since the Four Week Survey (98.6%) than respondents who had registered online (25.0%).
- Pacific (74.5%) and Māori respondents (79.7%) were significantly more likely to have called Quitline since six months prior to the Four Week Survey than respondents of non-Pacific/non-Māori ethnicity (64.6%).
- Respondents aged 25 years and younger (72.3%) and respondents aged 45 years and older (78.1%) were significantly more likely to have called Quitline since six months prior to the Four Week Survey than respondents aged 25 to 44 years (64.8%).
- There were no significant differences in results by quit status or gender.

Figure 4.1: Use of Quitline Phone Service (%)



**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

**Table 4.1: Use of Quitline Phone Service (%)**

	Total	Quit Status		Registration		Gender		Ethnicity			Age		
		Quit	Not Quit	Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		A	B	C	D	E	F	G	H	I	J	K	L
Called Quitline	<b>73.8</b>	68.7	70.5	25.0	98.6	68.4	72.3	74.5	79.7	64.6	72.3	64.8	78.1
					C			I	I		K		K
Did not call Quitline	<b>26.1</b>	31.3	29.4	75.0	1.3	31.5	27.7	25.5	20.0	35.4	27.7	35.2	21.6
				D						GH		JL	
Don't know	<b>0.1</b>	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.3
Base	<b>1251</b>	291	960	484	767	699	552	106	385	760	274	630	347

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Note: Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

## 4.2 Reasons for Not Having used Quitline Phone Service

*Asked of those who had spoken to a Quit Advisor at the Four Week Survey but not at the Six Month Survey:*

**Why haven't you spoken to a Quitline Quit Advisor on the phone since we last spoke to you?**

- At the Six Month Survey, the most common reasons for not having used the Quitline phone service in the previous five months were being too busy/procrastinating (27.0%), not being ready/not wanting to quit/having started smoking again (27.0%) and expecting Quitline to call (16.0%).
- Non-Pacific/non-Māori respondents (4.5%) were significantly more likely than Māori respondents (0.0%) to state that their reason for not having used the Quitline phone service in the previous five months was because they were quit, and didn't consider they needed to call.
- Respondents aged younger than 25 years (39.7%) were significantly more likely than respondents aged 45 years and older (19.5%) to state that the reason for not having called Quitline was being too busy/procrastinating.
- Respondents aged younger than 25 years were also significantly more likely than respondents aged 25 to 44 years to state that they didn't know they could/didn't know they needed to call Quitline again (8.6%, compared with 1.7%).
- Respondents aged 45 years and older were significantly more likely than respondents aged 25 to 44 years to state that the reason they had not used the Quitline phone service in the previous five months was because they preferred to use the Quitline website (3.9%, compared with 0.0%).
- There were no significant differences in results by registration method or gender.

**Table 4.2: Reasons for Not Having Used Quitline Phone Service since Four Week Survey (%)**

Reason	Share of Respondents
Too busy/didn't get around to it/procrastinated	27.0
Not ready to quit yet/didn't want to quit yet/started smoking again	27.0
Expected Quitline to contact me/waiting for Quitline to call	16.0
Don't believe Quitline works	6.7
Too embarrassed to admit I hadn't stayed quit	6.3
Didn't think about calling Quitline/forgot I could call Quitline	5.7
Didn't need to – Quitline gave me enough help/support/NRT on first call	5.0
Didn't know I could or needed to re-contact Quitline	3.4
I was quit – so didn't need to call	3.0
Quitline staff member was rude/judgemental/non-smoker	2.9
Believe I can quit myself – don't need help	2.4
Didn't need to (reason not specified)	1.9
Prefer to use Quitline website	1.5
Didn't have access to phone/phone coverage/cost of calls	1.4
Prefer another cessation provider	1.3

**Base:** n=251 (All respondents who had used Quitline phone service at the Four Week Survey but not at the Six Month Survey and who were not quit as per the Seven Day Point Prevalence Quit Rate).

**Note:** Table lists all reasons cited by 1% or more of respondents. Multiple responses to this question permitted. Consequently table may total more than 100%.

Other reasons, mentioned by less than 1% of respondents, included:

- Had enough support from family/friends (n=4)
- Prefer to use Txt2Quit (n=3)
- Couldn't find phone number (n=2)
- Can't call during office hours (n=2)
- Just didn't want to contact Quitline (n=2)
- Was waiting to receive NRT first (n=1)
- Was out of the country (n=1)
- Too much pressure to quit (n=1)
- Tried calling but couldn't get through (n=1)
- Couldn't afford patches so no point ringing (n=1)
- Don't answer 'unknown' numbers (n=1)
- No point as no patches available (n=1)



**Table 4.3: Key Reasons for Not Having Used Quitline Phone Service Since Four Week Survey (%)**

	Total	Registration		Gender		Ethnicity			Age		
		Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		C	D	E	F	G	H	I	J	K	L
Too busy/didn't get around to it/procrastinated	<b>27.0</b>	22.0	28.1	26.5	28.0	31.8	27.4	26.1	39.7 L	25.9	19.5
Not ready to quit yet/didn't want to quit yet/started smoking again	<b>27.0</b>	19.5	26.2	25.2	25.0	18.2	20.0	29.9	22.4	28.4	22.1
Expected Quitline to contact me/waiting for Quitline to call	<b>16.0</b>	19.5	16.2	19.9	12.0	18.2	18.9	14.9	8.6	19.0	19.5
Don't believe Quitline works	<b>6.7</b>	7.3	5.7	7.3	4.0	0.0	3.2	9.0	6.9	5.2	6.5
Too embarrassed to admit I hadn't stayed quit	<b>6.3</b>	0.0	7.1	5.3	7.0	9.1	5.3	6.0	3.4	6.0	7.8
Didn't think about calling Quitline/forgot I could call Quitline	<b>5.7</b>	0.0	6.2	5.3	5.0	4.5	4.2	6.0	5.2	5.2	5.2
Didn't need to – Quitline gave me enough help/support/NRT on first call	<b>5.0</b>	7.3	4.3	3.3	7.0	4.5	3.2	6.0	6.9	3.4	5.2
Didn't know I could or needed to re-contact Quitline	<b>3.4</b>	2.4	4.3	4.0	4.0	13.6	4.2	2.2	8.6 K	1.7	3.9
I was quit – so didn't need to call	<b>3.0</b>	2.4	2.4	2.6	2.0	0.0	0.0	4.5 H	1.7	1.7	3.9
Quitline staff member was rude/judgemental/non-smoker	<b>2.9</b>	4.9	2.4	3.3	2.0	4.5	1.1	3.7	0.0	2.6	5.2
Believe I can quit myself – don't need help	<b>2.4</b>	2.4	2.9	2.0	4.0	4.5	4.2	1.5	3.4	3.4	1.3
Didn't need to (reason not specified)	<b>1.9</b>	4.9	1.4	1.3	3.0	4.5	1.1	2.2	0.0	2.6	2.6

	Total	Registration		Gender		Ethnicity			Age		
		Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		C	D	E	F	G	H	I	J	K	L
Prefer to use Quitline website	<b>1.5</b>	4.9	1.0	2.0	1.0	0.0	1.1	2.2	1.7	0.0	3.9 K
Didn't have access to phone/phone coverage/cost of calls	<b>1.4</b>	2.4	1.0	1.3	1.0	0.0	0.0	2.2	0.0	1.7	1.3
Prefer another cessation provider	<b>1.3</b>	0.0	1.4	2.0	0.0	0.0	1.1	1.5	0.0	0.9	2.6
<i>Base</i>	<b>251</b>	41	210	151	100	22	95	134	58	116	77

**Base:** n=251 (All respondents who had used Quitline phone service at the Four Week Survey but not at the Six Month Survey and who were not quit as per the Seven Day Point Prevalence Quit Rate).

**Note:** Table lists all reasons cited by 1% or more of respondents. Multiple responses to this question permitted. Consequently table may total more than 100%.

**Note:** Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

## 5. Use of Quitline Website

- At the Six Month Survey, 42.1% of respondents had logged in to the Quitline website since the six months prior to the Four Week Survey. This compares with 41.0% of all respondents who had logged in to the Quitline website in the six months prior to the Four Week Survey.
- The most common reasons for not having used the Quitline website since the Four Week Survey were not being ready/wanting to quit (38.9%), being too busy/losing interest (19.9%), not having access to a computer or the Internet (14.0%) and forgetting about it (11.1%).

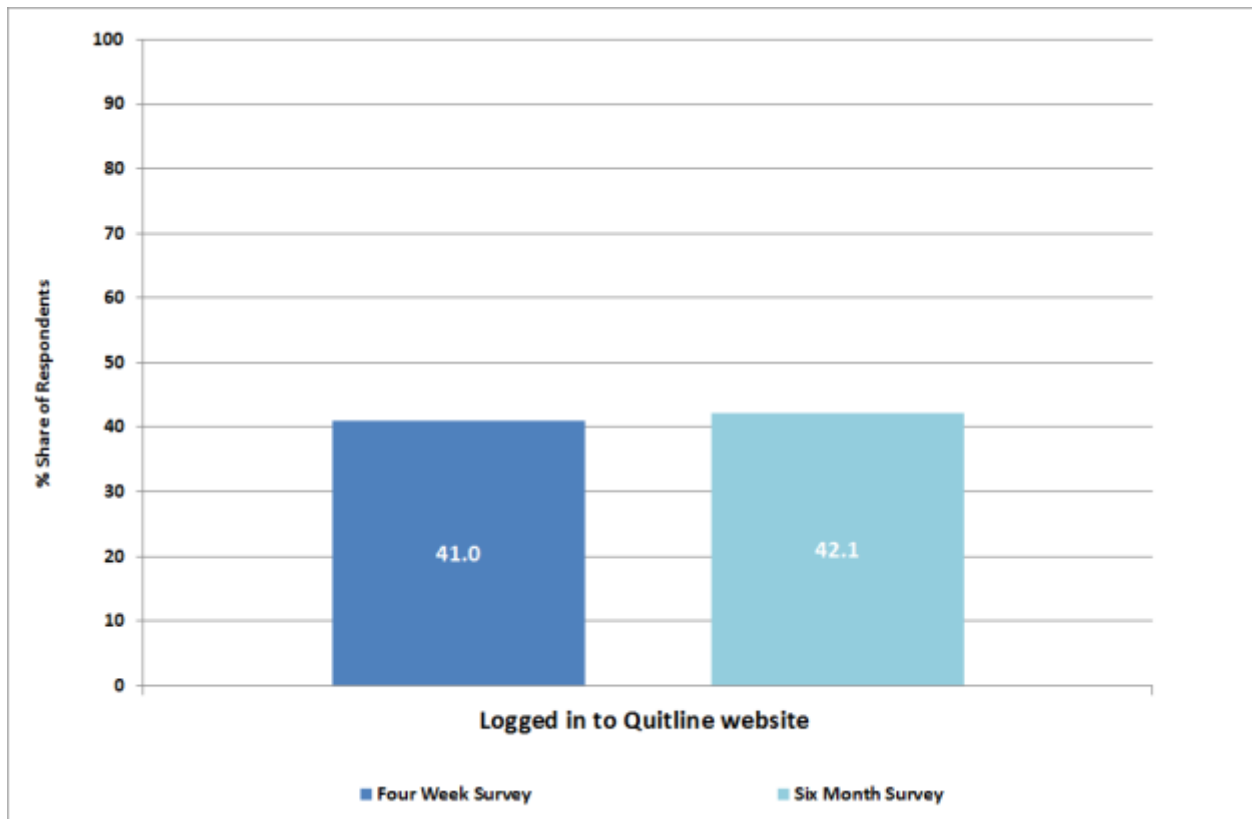
### 5.1 Use of Quitline Website

#### Have you logged in to the Quitline website?

Note: Respondents who were lost to follow-up between the Four Week and Six Month surveys have been counted as smokers in results.

- At the Six Month Survey, 42.1% of respondents had logged in to the Quitline website since the six months prior to the Four Week Survey. This compares with 41.0% of all respondents who had logged in to the Quitline website in the six months prior to the Four Week Survey.
- Online-registered respondents were significantly more likely to have logged in to the Quitline website since the six months prior to the Four Week Survey (96.5%) than respondents who had registered over the phone (14.1%).
- Non-Pacific/non-Māori respondents (53.3%) and Pacific respondents (43.4%) were significantly more likely than Māori respondents (32.2%) to have used the Quitline website.
- Respondents aged 25 to 44 years (50.5%) were significantly more likely than respondents aged 45 years and older (38.0%) to have logged in to the Quitline website since the six months prior to the Four Week Survey. (At the Four Week Survey, respondents aged 25 to 44 years (49.5%) were also significantly more likely than respondents aged 45 years and older (37.5%) to have logged in to the Quitline website in the previous six months).
- There were no significant differences in results by quit status or gender.

Figure 5.1: Use of Quitline Website (%)



Base: n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

**Table 5.1: Use of Quitline Website (%)**

	Total	Quit Status		Registration		Gender		Ethnicity			Age		
		Quit	Not Quit	Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		A	B	C	D	E	F	G	H	I	J	K	L
Used Quitline website	<b>42.1</b>	50.9	44.5	96.5 D	14.1	47.9	43.5	43.4 H	32.2	53.3 H	45.6	50.5 L	38.0
Not used Quitline website	<b>57.7</b>	49.1	55.3	3.5	85.7 C	51.9	56.3	56.6	67.5 GI	46.6	54.4	49.4	61.7 K
Don't know	<b>0.2</b>	0.0	0.2	0.0	0.2	0.2	0.2	0.0	0.3	0.1	0.0	0.1	0.3
Base	<b>1251</b>	291	960	484	767	699	552	106	385	760	274	630	347

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Note: Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

## 5.2 Reasons for Not Having Used Quitline Website

*Asked of those who had logged into the Quitline website at the Four Week Survey but not at the Six Month Survey:*

**Why haven't you logged into the Quitline website since we last spoke to you?**

- At the Six Month Survey, the most common reasons for not having used the Quitline website in the previous five months were not being ready/wanting to quit (38.9%), being too busy/losing interest (19.9%), not having access to a computer or the Internet (14.0%) and forgetting about it (11.1%).
- Respondents younger than 25 years were significantly more likely than respondents 45 years and older to state that the reason for not having used the Quitline website was being too busy/losing interest (32.5%, compared with 10.4%).
- Respondents aged younger than 25 years (7.5%) were also significantly more likely than respondents aged 25 to 44 years (0%) to state that the reason for not having used the Quitline website since the Four Week Survey was that they had quit.
- In contrast, respondents aged 45 years and older (10.4%) were significantly more likely than respondents aged 25 to 44 years (1.3%) to state that feeling guilty or embarrassed about having relapsed was the reason for not having used the Quitline website in the previous five months.
- There were no significant differences in results by registration method, gender or ethnicity.

**Table 5.2: Reasons for Not Having Used Quitline Website since Four Week Survey (%)**

Reason	Share of Respondents
Not ready to quit yet/don't want to quit yet	38.9
Too busy/didn't get around to it/lazy/lost interest	19.9
No access to a computer/Internet	14.0
Forgot/didn't think about it	11.1
Preferred other forms of support	6.3
Don't believe website works	6.2
Didn't need to – gave me enough help/support/information the first time I logged on	5.2
Guilty/embarassed as relapsed	5.0
Don't want to (reasons unspecified)	3.0
I was quit – so didn't need to log onto website	2.7
Technical difficulties with website/haven't been able to log on	2.3
Information repetitive/predictable/available elsewhere	1.9
Prefer to quit without support/independently	1.0

**Base:** n=165 (All respondents who had used Quitline website at the Four Week Survey but not at the Six Month Survey and who were not quit as per the Seven Day Point Prevalence Quit Rate).

**Note:** Table lists all reasons cited by 1% or more of respondents. Multiple responses to this question permitted. Consequently table may total more than 100%.

Other reasons, mentioned by less than 1% of respondents, included:

- Too much pressure to quit (n=1)

**Table 5.3: Key Reasons for Not Having Used Quitline Website Since Four Week Survey (%)**

	Total	Registration		Gender		Ethnicity			Age		
		Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		C	D	E	F	G	H	I	J	K	L
Not ready to quit yet/don't want to quit yet	<b>38.9</b>	38.7	28.6	35.8	39.0	23.1	14.3	43.5	40.0	40.3	29.2
Too busy/didn't get around to it/lazy/lost interest	<b>19.9</b>	21.2	17.9	18.9	23.7	30.8	21.4	19.4	32.5 L	20.8	10.4
No access to a computer/Internet	<b>14.0</b>	11.7	25.0	16.0	10.2	7.7	25.0	12.1	12.5	14.3	14.6
Forgot/didn't think about it	<b>11.1</b>	10.2	10.7	9.4	11.9	0.0	7.1	12.1	12.5	10.4	8.3
Preferred other forms of support	<b>6.3</b>	6.6	7.1	6.6	6.8	7.7	10.7	5.6	10.0	3.9	8.3
Don't believe website works	<b>6.2</b>	7.3	0.0	3.8	10.2	0.0	3.6	7.3	7.5	7.8	2.1
Didn't need to – gave me enough help/support/information the first time I logged on	<b>5.2</b>	6.6	0.0	7.5	1.7	0.0	7.1	5.6	5.0	6.5	4.2
Guilty/embarrassed as relapsed	<b>5.0</b>	4.4	7.1	4.7	5.1	0.0	7.1	4.8	5.0	1.3	10.4 K
Don't want to (reasons unspecified)	<b>3.0</b>	2.9	7.1	3.8	3.4	23.1	3.6	1.6	5.0	5.2	0.0
I was quit – so didn't need to log onto website	<b>2.7</b>	2.2	3.6	2.8	1.7	0.0	0.0	3.2	7.5 K	0.0	2.1
Technical difficulties with website/haven't been able to log on	<b>2.3</b>	2.2	3.6	3.8	0.0	7.7	3.6	1.6	5.0	2.6	0.0
Information repetitive/predictable/available elsewhere	<b>1.9</b>	2.2	0.0	0.9	3.4	0.0	0.0	2.4	2.5	1.3	2.1



	Total	Registration		Gender		Ethnicity			Age		
		Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		C	D	E	F	G	H	I	J	K	L
Prefer to quit without support/independently	<b>1.0</b>	1.5	0.0	0.0	3.4	0.0	3.6	0.8	0.0	0.0	4.2
<i>Base</i>	<b>165</b>	137	28	106	59	13	28	124	40	77	48

**Base:** n=165 (All respondents who had used Quitline website at the Four Week Survey but not at the Six Month Survey and who were not quit as per the Seven Day Point Prevalence Quit Rate).

**Note:** Table lists all reasons cited by 1% or more of respondents. Multiple responses to this question permitted. Consequently table may total more than 100%.

**Note:** Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

## 6. Use of Txt2Quit

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- At the Six Month Survey, 14.7% of all respondents had used the Txt2Quit service since the six months prior to the Four Week Survey. At the Four Week Survey, 13.1% of all respondents had used the Txt2Quit service in the previous six months.
- The most common reasons given for not having used the Txt2Quit service since the Four Week Survey were respondents not having quit yet/not wanting to quit (19.7%) and texts coming through at inconvenient times/making respondents think about smoking (14.9%).

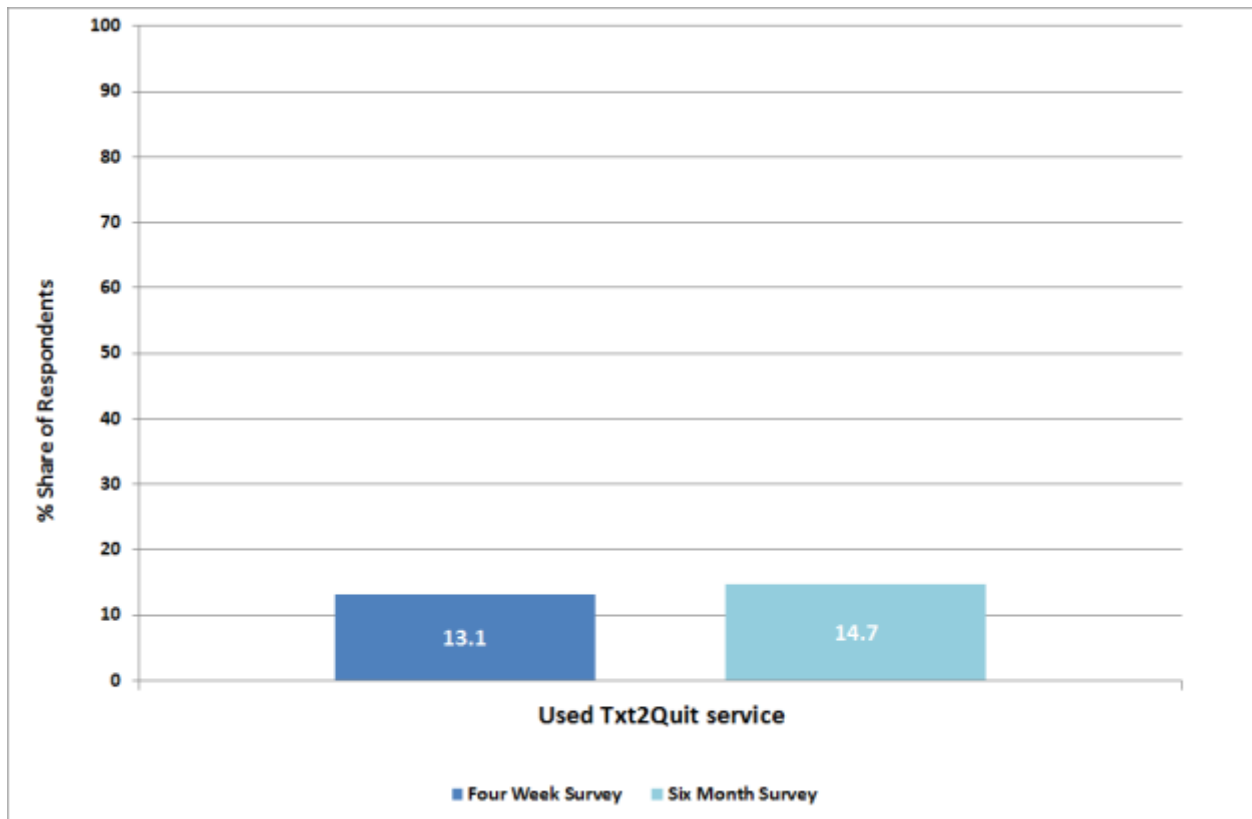
### 6.1 Use of Txt2Quit

#### Have you used the Txt2Quit service?

Note: Respondents who were lost to follow-up between the Four Week and Six Month surveys have been counted as smokers in results.

- At the Six Month Survey, 14.7% of all respondents had used the Txt2Quit service since the six months prior to the Four Week Survey. By comparison, at the Four Week Survey, 13.1% of all respondents had used the Txt2Quit service in the previous six months.
- Respondents aged younger than 25 years (19.3%) were significantly more likely to have used the Txt2Quit service since the six months prior to the Four Week Survey than respondents aged 45 years and older (12.7%)
- There were no significant differences in results by quit status, registration method, gender, or ethnicity.

Figure 6.1: Use of Txt2Quit (%)



Base: n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

**Table 6.1: Use of Txt2Quit (%)**

	Total	Quit Status		Registration		Gender		Ethnicity			Age		
		Quit	Not Quit	Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		A	B	C	D	E	F	G	H	I	J	K	L
Used Txt2Quit	<b>14.7</b>	16.2	14.7	14.9	15.1	15.2	14.9	18.9	14.8	14.6	19.3 L	14.4	12.7
Did not use Txt2Quit	<b>85.2</b>	83.8	85.2	85.1	84.7	84.7	85.1	81.1	85.2	85.3	80.7	85.6	87.0 J
Don't know	<b>0.1</b>	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.3
Base	<b>1251</b>	291	960	484	767	699	552	106	385	760	274	630	347

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Note: Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

## 6.2 Reasons for Not Having Used Txt2Quit

**Asked of those who had used the Txt2Quit service at the Four Week Survey but not at the Six Month Survey:**

**Why haven't you used the Txt2Quit service since we last spoke to you?**

- At the Six Month Survey, the most common reasons given for not having used the Txt2Quit service in the previous five months were respondents not having quit yet/not wanting to quit (19.7%) and texts coming through at inconvenient times/making respondents think about smoking (14.9%).

**Table 6.2: Reasons for Not Having Used Txt2Quit since Four Week Survey (%)**

Reason	Share of Respondents
Haven't quit yet/don't want to quit	19.7
Texts come through at inconvenient times/annoying/make you think about smoking	14.9
Lost mobile phone/changed number/no phone access	8.2
Don't believe Txt2Quit works	8.1
Forgot about Txt2Quit service	6.6
Feel guilty/embarrassed as smoking again	6.6
Don't know what it is/how it works	6.4
Service stopped/stopped getting texts	4.1

**Base:** n=41 (All respondents who had used Txt2Quit at the Four Week Survey but not at the Six Month Survey and who were not quit as per the Seven Day Point Prevalence Quit Rate).

**Note:** Table lists all reasons cited by 4% or more of respondents. Multiple responses to this question permitted. Consequently table may total more than 100%.

Other reasons, mentioned by less than n=4 respondents, included:

- Didn't need to – gave me enough support/information the first time I used Txt2Quit (n=3)
- Wanted to quit by myself (n=2)
- Too busy/can't be bothered (n=2)
- I was quit – so didn't need to use Txt2Quit (n=2)
- Texts too predictable/information not useful (n=1)
- Don't like texting (n=1)
- Don't like text language (n=1)
- Couldn't register for service (n=1)

*Note: Sample size too small to provide results by respondent characteristics.*

## 7. Use of Quit Blogs

- At the Six Month Survey, 16.5% of all respondents had used the Quit Blogs. This compares with the Four Week Survey, where 14.8% of all respondents had used the Quit Blogs.
- The most common reasons given for not having used the Quit Blogs since the Four Week Survey were being too busy/not getting around to it (27.6%), not being ready/not wanting to quit (27.6%) and not having access to a computer/not using a computer much (12.5%).

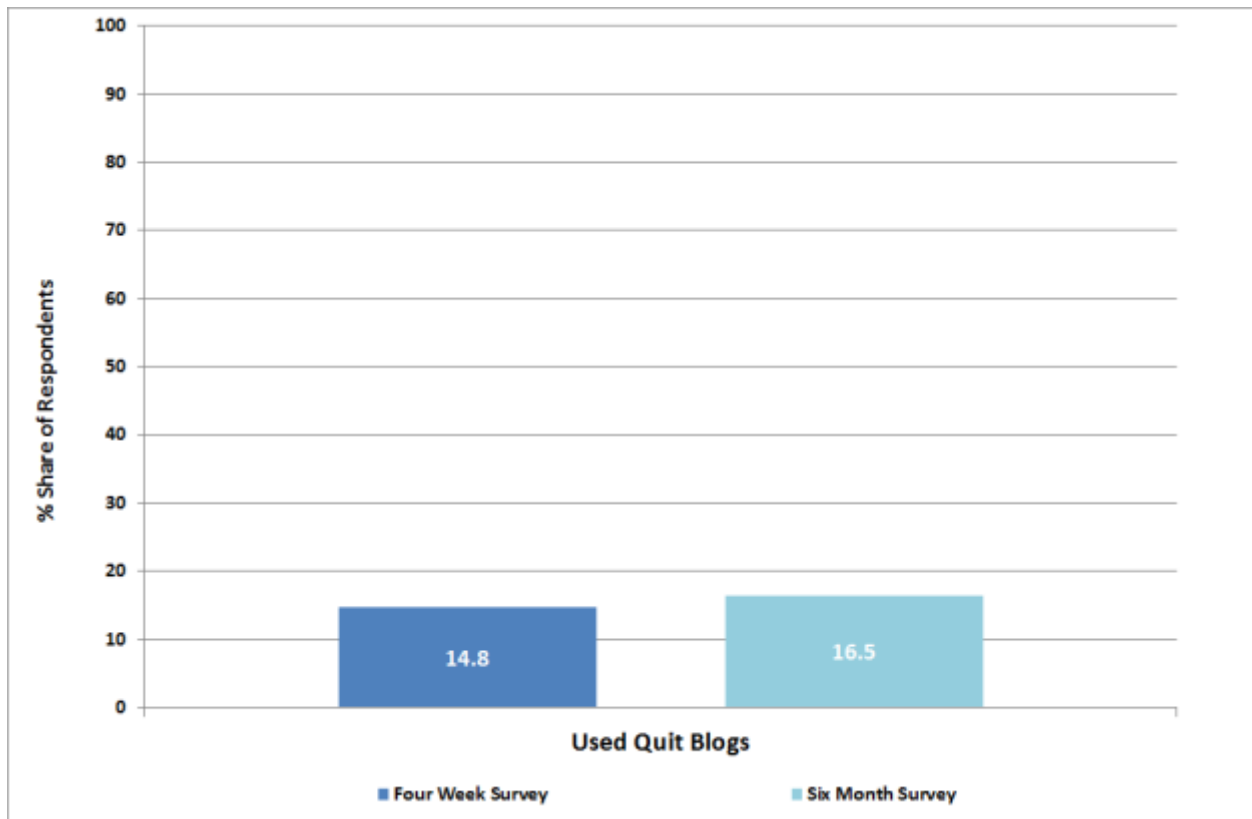
### 7.1 Use of Quit Blogs

#### Have you used the Quit Blogs?

Note: Respondents who were lost to follow-up between the Four Week and Six Month surveys have been counted as smokers in results.

- At the Six Month Survey, 16.5% of all respondents had used the Quit Blogs. This compares with the Four Week Survey, where 14.8% of all respondents had used the Quit Blogs.
- Respondents who were quit (25.1%) were significantly more likely to have used Quit Blogs than respondents who were not quit (16.4%). (This is similar to the results from the Four Week Survey, where respondents who were quit were significantly more likely to have used Quit Blogs (20.7%) than respondents who were not quit (15.1%)).
- Online-registered respondents (38.0%) were significantly more likely to have used Quit Blogs than phone-registered respondents (6.0%). (At the Four Week Survey, online-registered respondents were also significantly more likely to have used Quit Blogs (36.4%) than phone-registered respondents (4.3%)).
- At the Six Month Survey, female respondents were significantly more likely than male respondents to have used the Quit Blogs (20.6% of females, compared with 15.6% of males).
- Pacific (26.4%) and non-Pacific/non-Māori (19.5%) respondents were significantly more likely than Māori respondents (14.0%) to have used the Quit Blogs.
- Respondents aged 25 to 44 years were significantly more likely than respondents aged 45 years and older to have used the Quit Blogs (21.3%, compared with 14.7%).

Figure 7.1: Use of Quit Blogs (%)



Base: n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

**Table 7.1: Use of Quit Blogs (%)**

	Total	Quit Status		Registration		Gender		Ethnicity			Age		
		Quit	Not Quit	Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		A	B	C	D	E	F	G	H	I	J	K	L
Used Quit Blogs	<b>16.5</b>	25.1 B	16.4	38.0 D	6.0	20.6 F	15.6	26.4 H	14.0	19.5 H	16.4	21.3 L	14.7
Did not use Quit Blogs	<b>83.4</b>	74.9	83.5 A	62.0	93.9 C	79.3	84.4 E	73.6	85.7 GI	80.5	83.2	78.7	85.3 K
Don't know	<b>0.1</b>	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.3	0.0	0.4	0.0	0.0
Base	<b>1251</b>	291	960	484	767	699	552	106	385	760	274	630	347

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Note: Letter notation denotes all cross-tabulated categories that this result is significantly higher than.



## 7.2 Reasons for Not Having Used Quit Blogs

**Asked of those who had used the Quit Blogs at the Four Week Survey but not at the Six Month Survey:**

**Why haven't you used the Quit Blogs since we last spoke to you?**

- At the Six Month Survey, the most common reasons given for not having used the Quit Blogs since the Four Week Survey were being too busy/not getting around to it (27.6%), not being ready/not wanting to quit (27.6%) and not having access to a computer/not using a computer much (12.5%).
- There were no significant differences in results by any of the client characteristics.

**Table 7.2: Reasons for Not Having Used Quit Blogs since Four Week Survey (%)**

Reason	Share of Respondents
Too busy/didn't get around to it	27.6
Not ready to quit yet/don't want to quit yet	27.6
No access to a computer/don't use computer much	12.5
Relapsed/feeling of failure/embarrassment	6.4
I was quit – didn't need to use Quit Blogs	5.7
Didn't think about it/forgot	3.1
Not my kind of thing/don't do blogs	3.1
Don't believe Quit Blogs work	2.4
Technical difficulties with website/haven't been able to log on	2.4
Didn't need to – gave me enough help/support/information the first time	2.4
I used Quit Blogs	
Don't want/like to write about experiences	2.4

**Base:** n=71 (All respondents who had used Quit Blogs at the Four Week Survey but not at the Six Month Survey and who were not quit as per the Seven Day Point Prevalence Quit Rate).

**Note:** Table lists all reasons cited by 2% or more of respondents. Multiple responses to this question permitted. Consequently table may total more than 100%.

Other reasons, mentioned by less than 2% of respondents, included:

- Don't know how to use it/how it works (n=4)
- Don't want/need to (reason not specified) (n=2)
- Prefer other forms of support (n=2)
- Haven't looked at it properly (n=1)
- Lost interest (n=1)

**Table 7.2: Key Reasons for Not Having Used Quit Blogs Since Four Week Survey (%)**

	Total	Registration		Gender		Ethnicity			Age		
		Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		C	D	E	F	G	H	I	J	K	L
Too busy/didn't get around to it	<b>27.6</b>	26.7	36.4	29.6	23.5	40.0	35.3	24.5	17.6	33.3	27.8
Not ready to quit yet/don't want to quit yet	<b>27.6</b>	26.7	18.2	22.2	35.3	20.0	0.0	34.7	29.4	16.7	38.9
No access to a computer/don't use computer much	<b>12.5</b>	10.0	27.3	14.8	5.9	0.0	23.5	10.2	11.8	11.1	16.7
Relapsed/feeling of failure/embarrassment	<b>6.4</b>	8.3	0.0	9.3	0.0	0.0	11.8	6.1	5.9	8.3	5.6
I was quit – didn't need to use Quit Blogs	<b>5.7</b>	1.7	18.2	3.7	5.9	0.0	0.0	6.1	17.6	0.0	0.0
Didn't think about it/forgot	<b>3.1</b>	3.3	0.0	1.9	5.9	0.0	0.0	4.1	0.0	2.8	5.6
Not my kind of thing/don't do blogs	<b>3.1</b>	3.3	0.0	0.0	11.8	0.0	0.0	4.1	5.9	2.8	0.0
Don't believe Quit Blogs work	<b>2.4</b>	3.3	0.0	1.9	5.9	0.0	5.9	2.0	5.9	2.8	0.0
Technical difficulties with website/haven't been able to log on	<b>2.4</b>	3.3	0.0	3.7	0.0	0.0	5.9	2.0	5.9	2.8	0.0
Didn't need to – gave me enough help/support/information the first time I used Quit Blogs	<b>2.4</b>	3.3	0.0	1.9	5.9	0.0	5.9	2.0	5.9	2.8	0.0
Don't want/like to write about experiences	<b>2.4</b>	3.3	0.0	3.7	0.0	0.0	5.9	2.0	5.9	2.8	0.0
<i>Base</i>	<b>71</b>	60	11	54	17	5	17	49	17	36	18

**Base:** n=71 (All respondents who had used Quit Blogs at the Four Week Survey but not at the Six-Month Survey and who were not quit as per the Seven Day Point Prevalence Quit Rate).

**Note:** Table lists all reasons cited by 2% or more of respondents. Multiple responses to this question permitted. Consequently table may total more than 100%.

## 8. Use of Quit Coach

- At the Six Month Survey, 11.9% of all respondents had used the Quit Coach online service. This represents a significant increase when compared with 8.9% of all respondents who had used the Quit Coach online service at the Four Week Survey.
- The most common reasons given for not having used the Quit Coach online service since the Four Week Survey were not being ready/not wanting to quit yet (44.5%) and being too busy/not getting around to it (22.8%).

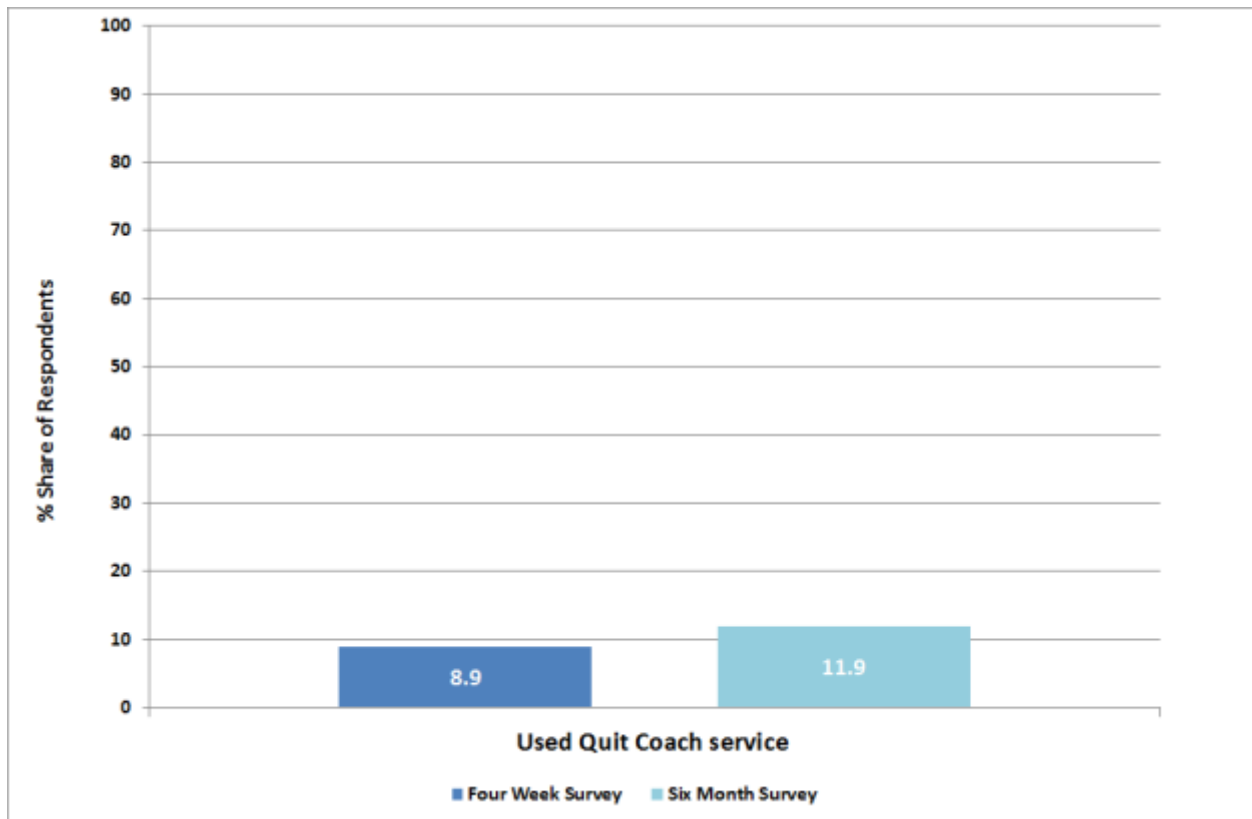
### 8.1 Use of Quit Coach

#### Have you used the Quit Coach online service?

Note: Respondents who were lost to follow-up between the Four Week and Six Month surveys have been counted as smokers in results.

- At the Six Month Survey, 11.9% of all respondents had used the Quit Coach online service. This represents a significant increase when compared with 8.9% of all respondents who had used the Quit Coach online service at the Four Week Survey.
- Respondents who registered online (27.5%) were significantly more likely to have used the Quit Coach service than respondents who registered over the phone (3.9%). (At the Four Week Survey, respondents who registered online were also significantly more likely to have used the Quit Coach service (23.1%) than respondents who registered over the phone (1.8%)).
- Female respondents were significantly more likely than male respondents to have used the Quit Coach service (15.0% of females, compared with 10.5% of males).
- Pacific (16.0%) and non-Pacific/non-Māori respondents (15.1%) were significantly more likely to have used the Quit Coach service than Māori respondents (8.1%). This result is consistent with results from the Four Week Survey, where Pacific respondents (12.3%) and non-Pacific/non-Māori respondents (11.7%) were significantly more likely to have used the Quit Coach service than Māori respondents (6.2%).
- Respondents aged 25 to 44 years were significantly more likely to have used the Quit Coach service (14.4%) than respondents aged 45 years and older (9.8%).
- There were no significant differences in results by quit status.

Figure 8.1: Use of Quit Coach (%)



Base: n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

**Table 8.1: Use of Quit Coach (%)**

	Total	Quit Status		Registration		Gender		Ethnicity			Age		
		Quit	Not Quit	Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		A	B	C	D	E	F	G	H	I	J	K	L
Used Quit Coach	<b>11.9</b>	15.8	12.2	27.5 D	3.9	15.0 F	10.5	16.0 H	8.1	15.1 H	13.9	14.4 L	9.8
Did not use Quit Coach	<b>88.1</b>	84.2	87.7	72.3	96.1 C	85.0	89.3 E	84.0	91.7 GI	84.9	85.8	85.6	90.2 K
Don't know	<b>0.0</b>	0.0	0.1	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.3	0.0	0.0
Base	<b>1251</b>	291	960	484	767	699	552	106	385	760	274	630	347

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Note: Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

## 8.2 Reasons for Not Having Used Quit Coach

**Asked of those who had used the Quit Coach online service at the Four Week Survey but not at the Six Month Survey:**

**Why haven't you used the Quit Coach online service since we last spoke to you?**

- At the Six Month Survey, the most common reasons given for not having used the Quit Coach online service in the previous five months were not being ready/not wanting to quit yet (44.5%) and being too busy/not getting around to using it (22.8%).
- Not having access to a computer/the Internet (9.5%) and not believing that Quit Coach works (8.6%) were also mentioned.

**Table 8.2: Reasons for Not Having Used Quit Coach since Four Week Survey (%)**

Reason	Share of Respondents
Not ready to quit yet/don't want to quit yet	44.5
Too busy/didn't get around to using it/lazy	22.8
No access to a computer/no access to Internet	9.5
Don't believe Quit Coach works	8.6
Technical difficulties with website/haven't been able to log on/inconvenient to access	5.3
Lost interest	4.4
Relapsed	4.3

**Base:** n=51 (All respondents who had used Quit Coach at the Four Week Survey but not at the Six Month Survey and who were not quit as per the Seven Day Point Prevalence Quit Rate).

**Note:** Table lists all reasons cited by 4% or more of respondents. Multiple responses to this question permitted. Consequently table may total more than 100%.

Other reasons, mentioned by less than n=5 respondents, included:

- Didn't need to – gave me enough support/information the first time I used Quit Coach (n=4)
- I was quit – so didn't need to use Quit Coach (n=4)
- Prefer other forms of support (n=2)
- Didn't want to (reason not specified) (n=2)
- Want to quit on my own/independently (n=2)
- Would have felt too guilty (n=1).

*Note: Sample size too small to provide results by respondent characteristics.*

## 9. Receipt of Emails from Quitline

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- At the Six Month Survey, 35.2% of all respondents had received emails from the Quitline. This represents a significant increase when compared with the Four-Week Survey, where 30.1% of all respondents had received emails from the Quitline.

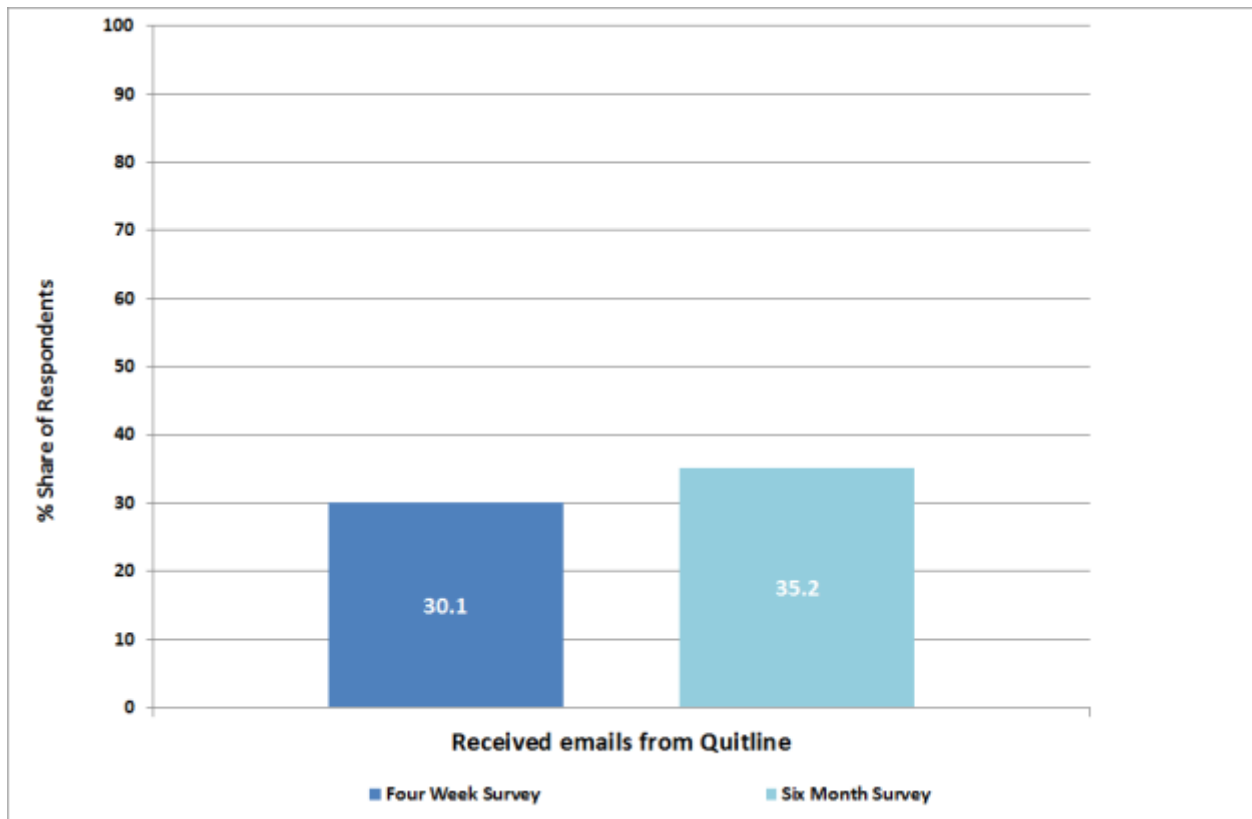
### 9.1 Receipt of Emails from Quitline

#### Have you received emails from the Quitline?

Note: Respondents who were lost to follow-up between the Four Week and Six Month surveys have been counted as smokers in results.

- At the Six Month Survey, 35.2% of all respondents had received emails from the Quitline since. This represents a significant increase when compared with the Four-Week Survey, where 30.1% of all respondents had received emails from the Quitline.
- Respondents who were quit (47.1%) were significantly more likely than those who were not quit (36.3%) to have received emails from the Quitline.
- Online-registered respondents were significantly more likely to have received emails from the Quitline (86.0%) than phone-registered respondents (9.0%). (At the Four Week Survey, online-registered respondents were also significantly more likely to have received emails from the Quitline (79.3%) than phone-registered respondents (4.2%).)
- Non-Pacific/non-Māori respondents (46.2%) and Pacific respondents (38.7%) were significantly more likely to have received emails from the Quitline than Māori respondents (24.2%).
- Respondents aged 25 to 44 years (44.0%) were significantly more likely to have received emails from Quitline than respondents aged 45 years and older (30.3%).
- There were no significant differences in results by gender.

Figure 9.1: Receipt of Emails (%)



**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)



**Table 9.1: Receipt of Emails (%)**

	Total	Quit Status		Registration		Gender		Ethnicity			Age		
		Quit	Not Quit	Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		A	B	C	D	E	F	G	H	I	J	K	L
Received emails from Quitline	<b>35.2</b>	47.1 B	36.3	86.0 D	9.0	39.1	38.4	38.7 H	24.2	46.2 H	37.6	44.0 L	30.3
Did not receive emails from Quitline	<b>59.4</b>	45.7	58.5 A	12.4	82.8 C	54.6	56.7	52.8	67.0 GI	50.1	53.3	51.6	64.6 JK
Don't know	<b>5.4</b>	7.2	5.2	1.6	8.2	6.3	4.9	8.5	8.8	3.7	9.1	4.4	5.1
Base	<b>1251</b>	291	960	484	767	699	552	106	385	760	274	630	347

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Note: Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

## 10. Relative Importance of Quitline Services

- Of all respondents, 60.6% had used only one Quitline service since first contact. This compares with 66.5% of respondents to the Four-Week Survey using only one Quitline service. The share of respondents using three services has increased significantly – up from 6.8% to 9.2% at the Six Month Survey.
- A positive relationship exists between the number of Quitline services used and quit status at the Six Month Survey. The greater the number of services used, the higher the quit rate. Among those using all five services, the quit rate is 54.4%.
- Respondents who had used a combination of Quitline phone, online services and Txt 2Quit since first contact with Quitline had the highest quit rate at the Six Month Survey (37.0%).
- Since the first contact, respondents who used the Quitline phone service + Quit Blogs + emails have the highest quit rate (33.6%).

### 10.1 Number of Quitline Services Used, and Impact on Quit Status

Note: Five services were included in this analysis;

- Quitline phone service;
- Txt2Quit;
- Quit Blogs;
- Quit emails; and
- Quit Coach.

#### Number of Quitline Services Used Since First Contact

Figure 10.1 and Table 10.1 show the number of services used by respondents over their entire time with the Quitline – that is, prior to the Four Week Survey through to the Six Month Survey – and counts respondents who were lost to follow-up between the Four Week and Six Month surveys as smokers.

- The greatest share of respondents (60.6%) had used just one Quitline service since prior to the Four Week Survey. A quarter of respondents (24.6%) had used two services. Just fewer than one per cent of respondents (0.8%) reported having used all five Quitline services since prior to the Four Week Survey.
- The share of respondents using just one service has declined significantly since the Four Week Survey – down from 66.5% to 60.6%. In contrast, the share using three services has increased significantly over the five months since the Four Week Survey – up from 6.8% to 9.2%.

### One Service

- Respondents who had used one service were significantly more likely to not be quit (60.4%) than quit (51.9%).
- Respondents who had used one service were significantly more likely to have registered over the phone (73.4%) than online (34.7%).
- Māori respondents were significantly more likely to have used only one Quitline service (66.8%) than Pacific respondents (50.0%) or non-Pacific/non-Māori respondents (55.4%).
- Respondents aged 45 years and older were significantly more likely to have used only one Quitline service (63.7%) than respondents aged younger than 25 years (55.1%) and respondents aged 25 to 44 years (57.0%).

### Two Services

- Respondents who had used two services were significantly more likely to have registered online (33.7%) than over the phone (19.7%).
- Pacific respondents (29.2%) and non-Pacific/non-Māori respondents (27.1%) were significantly more likely to have used two Quitline services than Māori respondents (20.0%).

### Three Services

- Respondents who had used three services were significantly more likely to have registered online (19.6%) than over the phone (4.2%).
- Pacific respondents (15.1%) and non-Pacific/non-Māori respondents (10.9%) were significantly more likely to have used three Quitline services than Māori respondents (7.3%).

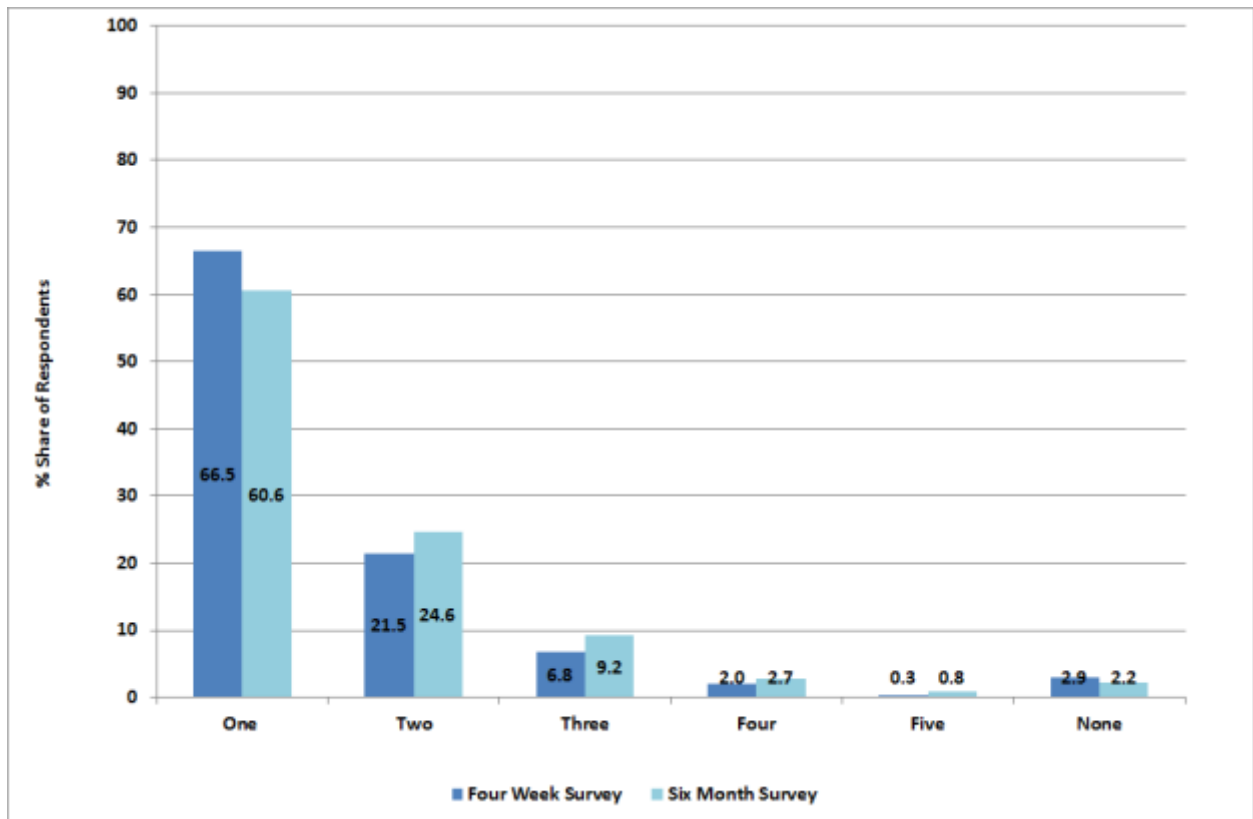
### Four Services

- Respondents who had used four services were significantly more likely to have registered online (5.8%) than over the phone (1.2%).
- Respondents aged 25 to 44 years (3.7%) were significantly more likely to have used four services than respondents aged 45 years and older (1.4%).

### Five Services

- Respondents who had used five Quitline services were significantly more likely to be quit (2.1%) than not quit (2.9%).

Figure 10.1: Number of Quitline Services Used Since First Contact (%)



Base: n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

**Table 10.1: Number of Quitline Services Used Since First Contact (%)**

	Total	Quit Status		Registration		Gender		Ethnicity			Age		
		Quit	Not Quit	Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		A	B	C	D	E	F	G	H	I	J	K	L
One	<b>60.6</b>	51.9	60.4 A	34.7	73.4 C	57.1	60.1	50.0	66.8 GI	55.4	55.1	57.0	63.7 JK
Two	<b>24.6</b>	28.2	24.2	33.7 D	19.7	25.5	24.6	29.2 H	20.0	27.1 H	26.3	25.7	23.1
Three	<b>9.2</b>	13.1	9.3	19.6 D	4.2	10.9	9.2	15.1 H	7.3	10.9 H	11.7	10.6	8.1
Four	<b>2.7</b>	3.8	2.7	5.8 D	1.2	3.1	2.7	2.8	2.1	3.4	3.3	3.7 L	1.4
Five	<b>0.8</b>	2.1 B	0.5	1.4	0.5	1.0	0.7	1.9	0.8	0.8	0.7	0.8	1.2
None	<b>2.2</b>	1.0	2.9	4.8 D	1.1	2.4	2.5	0.9	3.1	2.4	2.9	2.2	2.6
<i>Base</i>	<b>1251</b>	291	960	484	767	699	552	106	385	760	274	630	347

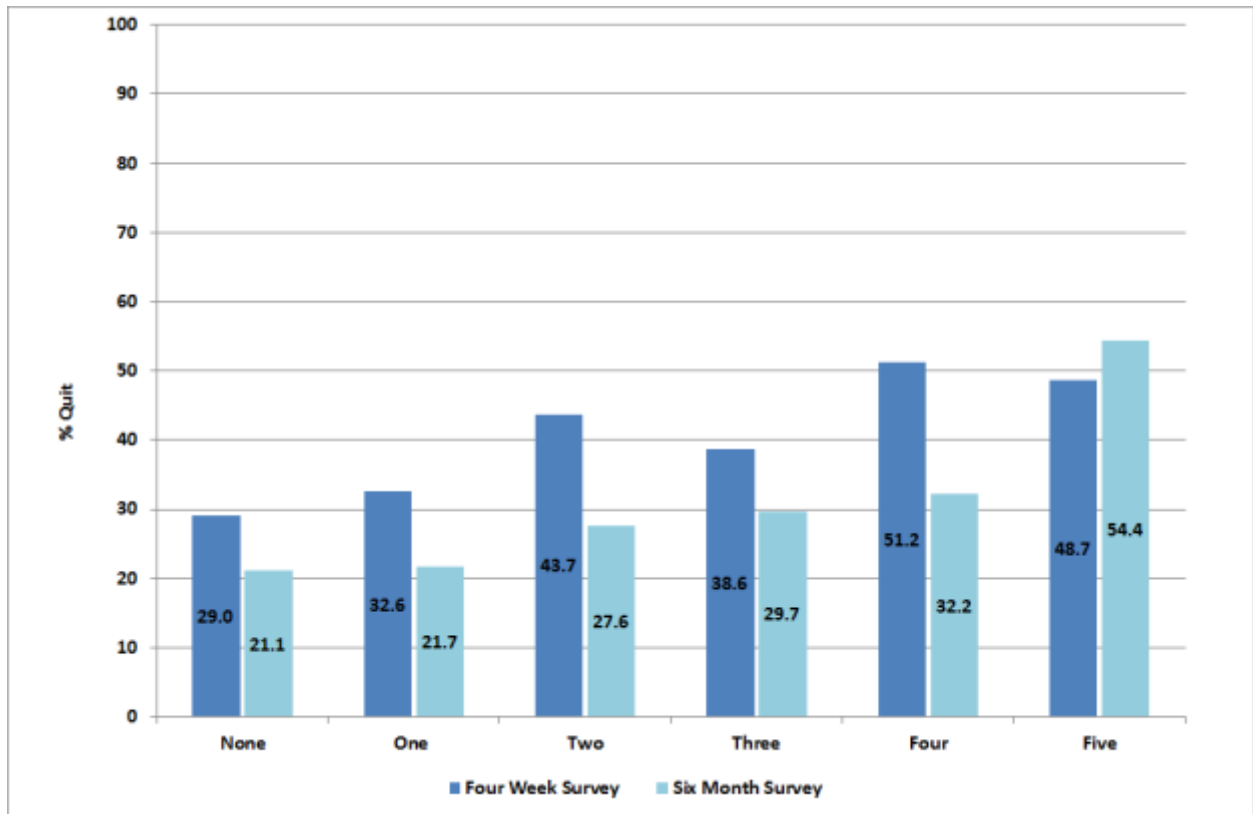
**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Note: Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

### Quit Rate by Number of Services Used

- As with the Four Week Survey, a positive relationship exists between the number of Quitline services used and quit status at the Six Month Survey. The greater the number of services used, the higher the quit rate among respondents.

**Figure 10.2: Quit Rate by Number of Services Used Since First Contact (%)**



**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

**Note:** The sample size is small for respondents who had used no services (n=13), four services (n=37) or five services (n=11).

## 10.2 Quit Rate by Service Type Used

For this analysis, a combination of three groups of Quitline services was used:

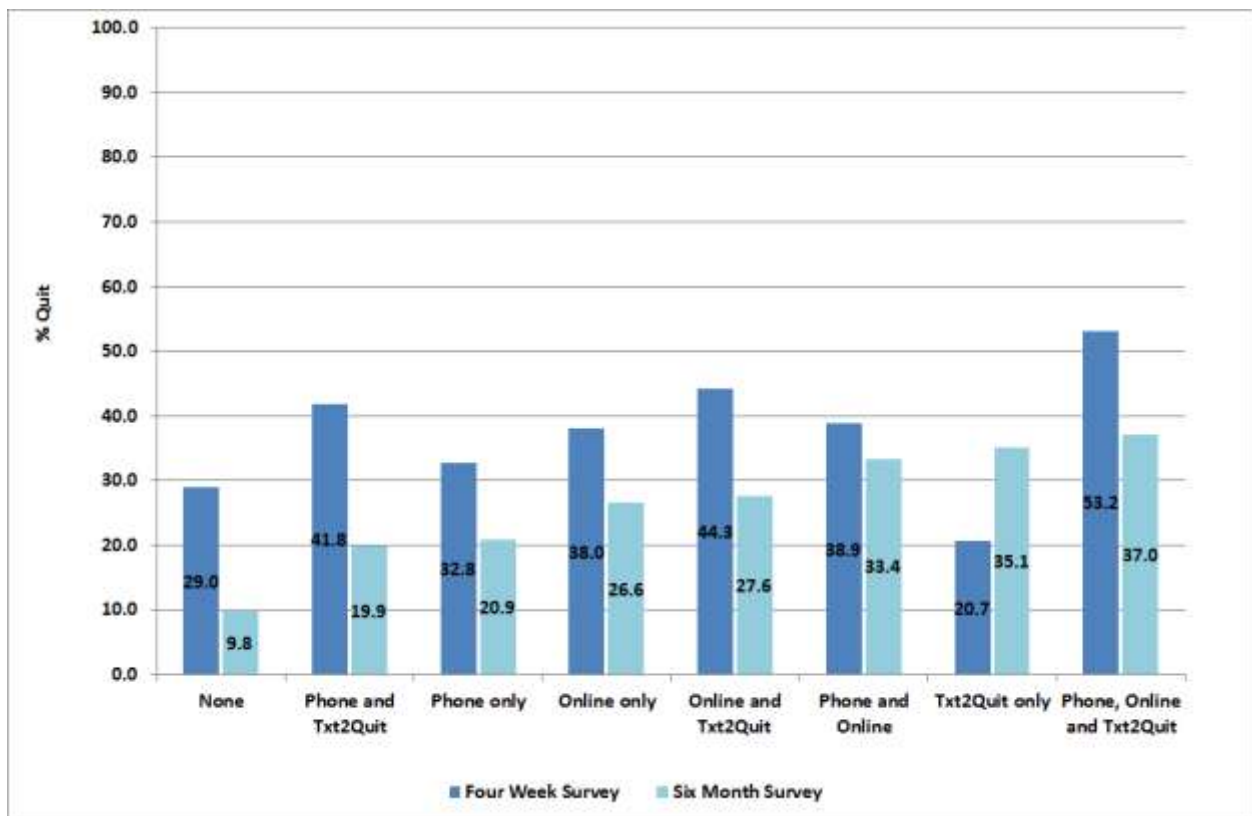
- Quitline phone service;
- Txt2Quit; and
- Quitline online.

### Quit Rate by Service Type Used Since First Contact

Figure 10.3 and Table 10.2 show the quit rates by the combination of service types used by respondents over their entire time with the Quitline – that is prior to the Four Week Survey through to the Six Month Survey – and counts respondents who were lost to follow-up between the Four Week and Six Month surveys as smokers.

- Respondents who used the Quitline phone service, online services and Txt2Quit had the highest quit rate at the Six Month Survey (37.0%).
- Respondents who used Txt2Quit only (35.1%)<sup>2</sup> and phone and online services (33.4%) also had high quit rates at the Six Month Survey.
- In contrast, the quit rate was lowest for those who used had no Quitline services (9.8%) or had used the Quitline phone service and Txt2Quit (19.9%).

**Figure 10.3: Quit Rate by Service Type Used Since First Contact (%)**



**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

<sup>2</sup> The sample size for respondents who had used Txt2Quit only is very small (n=4).

**Table 10.2: Quit Rate by Service Type Used Since First Contact (%)**

	Base (n)		Share of All Respondents (%)		Seven Day Point Prevalence Quit Rate	
	Four Week Survey	Six Month Survey	Four Week Survey	Six Month Survey	Four Week Survey	Six Month Survey
Phone, online and Txt2Quit	26	47	2.1	3.8	<b>53.2</b>	<b>37.0</b>
Txt2Quit only	6	4	0.4	0.3	<b>20.7</b>	<b>35.1</b>
Phone and online	104	163	8.3	13.0	<b>38.9</b>	<b>33.4</b>
Online and Txt2Quit	41	47	3.3	3.8	<b>44.3</b>	<b>27.6</b>
Online only	303	292	24.2	23.3	<b>38.0</b>	<b>26.6</b>
Phone only	633	577	50.6	46.1	<b>32.8</b>	<b>20.9</b>
Phone and Txt2Quit	96	90	7.7	7.2	<b>41.8</b>	<b>19.9</b>
None	42	31	3.4	2.5	<b>29.0</b>	<b>9.8</b>

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Note: The sample size for respondents who had used Txt2Quit only is very small (n=4).



### 10.3 Quit Rate by Combination of Services Used

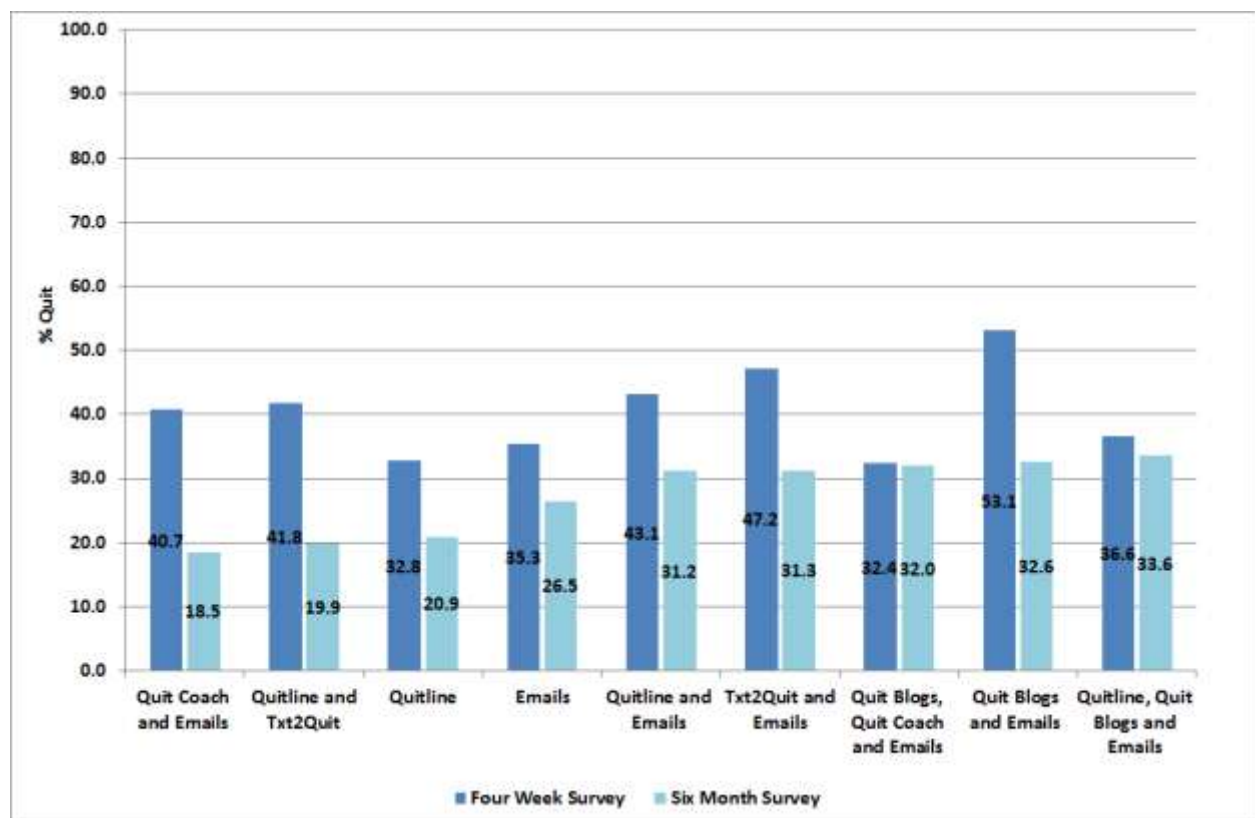
For this analysis, all possible combinations of the five Quitline services were used to identify which combinations have the highest and lowest quit rates.

#### Quit Rate by Combination of Quitline Services Used Since First Contact

Figure 10.4 and Table 10.3 show the quit rate by the combination of services used by respondents over their entire time with the Quitline – that is prior to the Four Week Survey through to the Six Month Survey – and counts respondents who were lost to follow-up between the Four Week and Six Month surveys as smokers.

- Respondents who used the Quitline phone service + Quit Blogs + emails have the highest quit rate (33.6%). Quit rates are also high among respondents who used Quit Blogs + emails (32.6%), Quit Blogs + Quit Coach + emails (32.0%), Txt2Quit + emails (31.3%) and Quitline phone service + emails (31.2%).
- In contrast, lowest quit rates are recorded among those who used Quit Coach + emails (18.5%), and those who used the Quitline phone service and Txt2Quit (19.9%).

Figure 10.4: Quit Rate by Service Name Since First Contact (%)



Base: n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Graph shows those service combinations with a sample size of n=20 or more.

**Table 10.3: Quit Rate by Service Combination Since First Contact (%)**

Quitline Service Combinations	Base (n)		Share of All Respondents (n)		Seven Day Point Prevalence Quit Rate	
	Four Week Survey	Six Month Survey	Four Week Survey	Six Month Survey	Four Week Survey	Six Month Survey
Quitline, Quit Blogs and emails with tips	24	31	2.0	2.5	36.6	33.6
Quit Blogs and emails with tips	72	65	6.0	5.2	53.1	32.6
Quit Blogs, Quit Coach and emails with tips	30	36	2.5	2.9	32.4	32.0
Txt2Quit and emails with tips	18	20	1.5	1.6	47.2	31.3
Quitline and emails with tips	37	72	3.1	5.8	43.1	31.2
Emails with tips	141	134	11.7	10.7	35.3	26.5
Quitline only	633	577	52.4	46.1	32.8	20.9
Quitline and Txt2Quit	96	90	7.9	7.2	41.8	19.9
Quit Coach and emails with tips	35	39	2.9	3.1	40.7	18.5

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Table lists those service combinations with a sample size of n=20 or more.

## 11. Use of Other Smoking Cessation Services

- At the Six Month Survey, 82.4% of respondents stated that they hadn't used any other stop-smoking services since the twelve months prior to the Four Week Survey. This compares with 91.0% of all respondents at the Four Week Survey – a statistically significant decline.
- Respondents aged younger than 25 years (86.9%) and 25 to 44 years (83.8%) were significantly more likely than respondents aged 45 years and older (78.1%) to state that they had not used any other stop-smoking services since the twelve months prior to the Four Week Survey.

Over the period between the Four Week and Six Month Surveys, significant increases are reported in the use of pharmacy products (up from 3.2% to 6.3%), electric cigarettes (1.0% to 2.6%), GP support (1.6% to 3.4%) and NRT from other sources (0.6% to 2.4%).

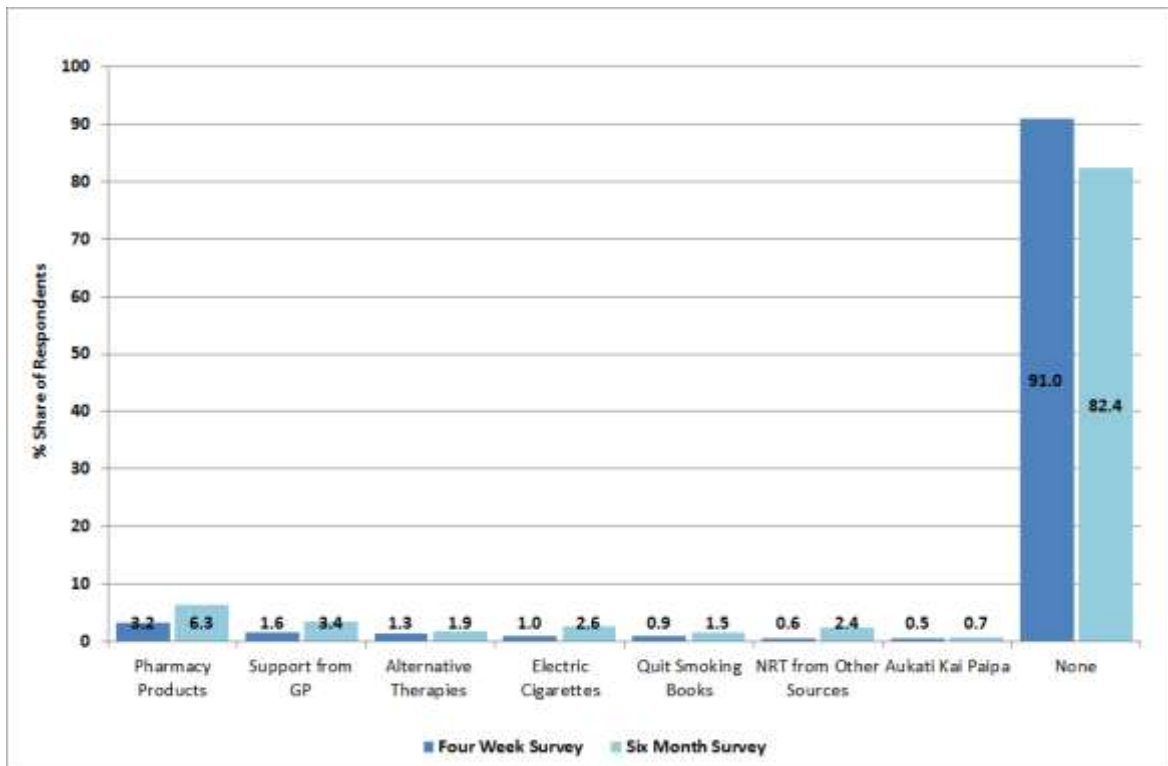
### 11.1 Use of Other Services

**Besides your most recent quit attempt with Quitline, have you used, or are you still using, any other stop-smoking services or products since we last spoke to you? Which services or products?**

- At the Six Month Survey, 82.4% of respondents stated that they hadn't used any other stop-smoking services since the twelve months prior to the Four Week Survey. This compares with 91% of all respondents at the Four Week Survey.
- Respondents aged younger than 25 years (86.9%) and 25 to 44 years (83.8%) were significantly more likely than respondents aged 45 years and older (78.1%) to state that they had not used any other stop-smoking services since the twelve months prior to the Four Week Survey.
- Of those respondents who had used other stop-smoking services, pharmacy products (e.g. Champix, Zyban) were the most frequently mentioned (6.3%, up from 3.2% at the Four Week Survey). Support/NRT from a GP (3.4%, up from 1.6% at the Four Week Survey) and electric cigarettes (2.6%, up from 1.0% at the Four Week Survey) were also mentioned.
- Respondents aged 45 years and older (9.8%) were significantly more likely to have used pharmacy products (e.g. Champix, Zyban) than respondents aged younger than 25 years (2.6%). Respondents aged 25 to 44 years (6.0%) were also significantly more likely to have used pharmacy products than respondents aged younger than 25 years (2.6%).
- Māori respondents (3.9%) were significantly more likely to have received support/NRT from a GP than Pacific respondents (0.0%).
- Pacific respondents (4.7%) and non-Pacific/non-Māori respondents (3.0%) were significantly more likely to have used electric cigarettes than Māori respondents (1.0%).

- Non-Pacific/non-Māori respondents (2.2%) were significantly more likely to have used NRT from the supermarket or pharmacy (no Quit Card, prescription, or subsidy) than Māori respondents (0.5%).
- There were no significant differences in results by quit status or gender.

**Figure 11.1: Use of Other Services (%)**



**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

Graph lists those services mentioned by 4 or more respondents. Multiple responses to this question permitted. Consequently graph may total more than 100%.

Note: NRT from Other Sources includes NRT from supermarket/pharmacy (no Quit Card/ prescription/subsidy) and support/NRT from other health professional.

Other services, mentioned by fewer than 4 respondents, included:

- NRT from friend/family member (n=3)
- Information on websites (n=3)
- Counselling (n=3)
- NRT – source not specified (n=2)
- Other Māori health providers (n=2)
- SmokeChange (n=2)
- Normal chewing gum (n=1)
- Church-based services (n=1)
- Whanganui Quit Clinic (n=1)
- ABC smoking cessation initiative (n=1)

**Table 11.1: Use of Other Services (%)**

	Total	Quit Status		Registration		Gender		Ethnicity			Age		
		Quit	Not Quit	Online	Phone	Female	Male	Pacific	Māori	All Other	< 25 Years	25 to 44 Years	45 Years +
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Yes</b>	<b>17.5</b>	17.9	16.7	18.6	15.9	18.2	15.4	17.0	15.3	17.8	13.1	15.9	21.9
Pharmacy products (e.g. Champix, Zyban)	<b>6.3</b>	7.6	5.9	8.7 D	4.8	6.7	5.8	4.7	6.5	6.4	2.6	6.0 J	9.8 JK
Support/NRT from GP	<b>3.4</b>	2.7	3.4	3.9	2.9	4.1	2.2	0.0	3.9 G	3.4	2.2	3.0	4.6
Electric cigarettes	<b>2.6</b>	2.7	2.5	3.7 D	1.8	2.4	2.7	4.7 H	1.0	3.0 H	3.3	2.7	1.7
NRT from supermarket/ pharmacy (no Quit Card/ prescription/subsidy)	<b>1.9</b>	2.4	1.3	1.2	1.7	1.4	1.6	0.0	0.5	2.2 H	0.7	1.3	2.6
Alternative therapies (hypnosis, acupuncture, herbal cigarettes etc.)	<b>1.9</b>	1.7	1.9	1.7	2.0	1.7	2.0	2.8	1.3	2.0	1.8	1.9	1.7
Quit smoking books (e.g. Allen Carr)	<b>1.5</b>	1.0	1.4	1.0	1.4	1.7	0.7	0.9	0.3	1.8 H	1.1	1.3	1.4
Aukati Kai Paipa (Māori Smoking Cessation Service)	<b>0.7</b>	0.3	0.8	0.4	0.9	1.0	0.4	0.9	1.3	0.4	0.0	0.5	1.7 JK
Support/NRT from other health professional	<b>0.5</b>	0.0	0.7	0.2	0.8	0.7	0.4	0.9	0.8	0.4	1.1	0.5	0.3
<b>No</b>	<b>82.4</b>	82.1	83.1	81.4	83.8	81.8	84.2	83.0	84.2	82.2	86.9 L	83.8 L	78.1
Don't know	<b>0.1</b>	0.0	0.2	0.0	0.3	0.0	0.4	0.0	0.5	0.0	0.0	0.3	0.0
<i>Base</i>	<b>1251</b>	<i>291</i>	<i>960</i>	<i>484</i>	<i>767</i>	<i>699</i>	<i>552</i>	<i>106</i>	<i>385</i>	<i>760</i>	<i>274</i>	<i>630</i>	<i>347</i>

**Base:** n=1251 (All respondents to Four Week Survey including those who were unable to be contacted or who refused to take part in the Six Month Survey)

**Note:** Table includes services/products mentioned by 4 or more of respondents. Multiple responses to this question were permitted. Consequently the table may total more than 100%.

**Note:** Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

## **APPENDICES**

***Appendix One: Sample Distribution***

***Appendix Two: Six Month Questionnaire***

***Appendix Three: Call Statistics***

## Appendix One: Sample Distribution

The distribution of the Six Month Survey sample is as follows:

**Appendix Table 1.1: Six Month Survey Sample Distribution**

	<b>Number of Respondents (n)</b>	<b>Percentage of Sample (Unweighted) (%)</b>	<b>Percentage of Sample (Weighted) (%)</b>
<b>Ethnicity</b>			
Non-Māori, non-Pacific Peoples ('All Other')	541	61.4	71.7
Māori	263	29.9	22.2
Pacific Peoples	77	8.7	6.1
<b>Age Group</b>			
Younger than 25 years	167	19.0	18.5
25-44 years	433	49.1	48.5
45 years +	281	31.9	33.0
<b>Gender</b>			
Female	506	57.4	55.4
Male	375	42.6	44.6
<b>Method of Registration</b>			
Phone	537	61.0	66.0
Online	344	39.0	34.0
<b>Base</b>	<b>881</b>	<b>881</b>	<b>881</b>

The distribution of the Four Week Survey sample is as follows:

**Appendix Table 1.2: Six Month Survey Sample Distribution**

	<b>Number of Respondents (n)</b>	<b>Percentage of Sample (Unweighted) (%)</b>	<b>Percentage of Sample (Weighted) (%)</b>
<b>Ethnicity</b>			
Non-Māori, non-Pacific Peoples ('All Other')	760	60.8	71.7
Māori	385	30.8	22.2
Pacific Peoples	106	8.4	6.1
<b>Age Group</b>			
Younger than 25 years	274	21.9	18.5
25-44 years	630	50.4	48.5
45 years +	347	27.7	33.0
<b>Gender</b>			
Female	694	55.5	55.4
Male	557	44.5	44.6
<b>Method of Registration</b>			
Phone	767	61.3	66.0
Online	484	38.7	34.0
<b>Base</b>	<b>1251</b>	<b>1251</b>	<b>1251</b>



# Appendix Two: Six Month Questionnaire

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## THE QUIT GROUP QUIT GROUP SERVICE LONGITUDINAL CLIENT SURVEY SIX MONTH QUESTIONNAIRE

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### SECTION 1. BACKGROUND AND INTRODUCTION

Good morning/afternoon/evening. My name is ... from Gravitas Research. Could I speak to ... please? ***If named person not available, arrange time for callback. You must not disclose the purpose of the call/client to anyone other than the named respondent.***

***Re-introduce if necessary. Confirm you are speaking to the named person.*** Am I talking to [client name]?

We are working on behalf of Quitline. We interviewed you around five months ago about your experience with the Quitline service. We said we would call you back to see how things are going with your quitting. Is now a good time to talk to you? ***If no, arrange more suitable time for callback.***

***If necessary:***

- Please be aware that it doesn't matter whether you have quit or not. We are just interested in your quitting experience over the last few months.
- You were interviewed about five months ago, and at the end of that interview you indicated that it would be alright for us to contact you again.
- This is genuine health research to improve the quality of the Quitline service. I'm not selling anything.
- The survey should take between 7 and 8 minutes, although this will depend on your answers.
- Information provided is confidential. We report summary results about groups; we do not identify which individuals have said what.
- If you would like to check that this is a legitimate study or if you have any concerns about the research, you can contact my supervisor tollfree on 0508 RESEARCH. Alternatively, you can call Andrew Mahoney at Quitline during office hours on 04 460 9860.

Before we begin, I just want to ensure that you understand that I am not from Quitline or a Quit Advisor.

***If they don't respond:***

I am an interviewer from Gravitas Research, an independent market research company who have been commissioned by the Quitline to conduct this research on their behalf. ***If no response:*** Do you understand that I am from Gravitas Research, not from Quitline?

***If no:***

I work for a market research company called Gravitas. We are a separate organisation from Quitline. I am not a Quit Advisor so I can't offer you any advice about quitting smoking. The Quitline has asked Gravitas to contact some people who have used the Quitline services to find out about their experience so far. Does that make a bit more sense?

First of all, can I confirm that you were interviewed about your experience with the Quitline service by a Gravitas interviewer? This would have been about five months ago.

***If necessary:***

- You used the Quitline service about six months ago and may have received a prescription or Quit Card to take to a pharmacy to get subsidised nicotine patches or gum.
- A Gravitas interviewer called you around four weeks after you used the Quitline service and talked about your experience with the service.

***If no/don't know: Check whether there is someone else in the household with a similar name.***

***If no-one in household with similar name and respondent agrees to participate, continue.***

## SECTION 2. QUIT STATUS

**Q2.1** Since using the Quitline service about six months ago, which of the following best describes you? (***If necessary: about a month before we interviewed you in [month]***)?

***Read out. Single response***

- |    |   |                                  |
|----|---|----------------------------------|
| 1. | I have not smoked at all, not a single puff | <b><i>Go to next section</i></b> |
| 2. | I have had just a few puffs                 | <b><i>Go to Q2.2</i></b>         |
| 3. | I have smoked between 1 and 5 cigarettes    | <b><i>Go to Q2.2</i></b>         |
| 4. | I have smoked more than 5 cigarettes        | <b><i>Go to Q2.2</i></b>         |
| 5. | <b><i>(Don't read)</i></b> Don't know       | <b><i>Go to Q2.3</i></b>         |
| 6. | <b><i>(Don't know)</i></b> Refused          | <b><i>Go to Q2.3</i></b>         |

**Q2.2** Why have you smoked since using the Quitline service about six months ago?

**Don't read out. Multiple response. Probe: "What other reasons?"**

1. Stress/stressful situation/anxiety
2. Tempted by others (people smoking around me)
3. Difficult personal or family life event
4. Wasn't ready to quit/didn't want to quit smoking
5. Gave in to cravings
6. Was drinking/got drunk
7. Felt left out when not smoking (from peers/partner/social situation)/felt isolated
8. Boredom/nothing else to do
9. Didn't get card for patches/gum (in time)
10. Couldn't redeem card/couldn't get to pharmacy
11. Needed more support from Quitline
12. Needed more support from family/friends
13. Scared/embarrassed to ask anyone for help
14. Worried about weight gain
15. In physical pain
16. Depression/moody/impatient/bad-tempered
17. Hard to stay quit over holiday season/Christmas/New Year
18. Wanted to use up cigarettes/tobacco I had first
19. Didn't want to quit straight away/needed some time to think about quitting/prepare
20. Other **(Please state)**
21. Don't know
22. Refused

**Phaik See: Please check that all respondents asked Q2.2 are also asked Q2.3.**

**Q2.3** Thinking about the last 7 days, which of the following best describes you?

**Read out. Single response**

1. I have not smoked at all, not a single puff
2. I have had just a few puffs
3. I have smoked between 1 and 5 cigarettes
4. I have smoked more than 5 cigarettes
5. **(Don't read)** Don't know
6. **(Don't read)** Refused

**Programmer note – If not quit in Q2.3, ask Q2.2 if this questions has not yet been asked.**

## SECTION 3: USE OF NRT

***This section is only for NRT-sent respondents who answered No to Q3.1 from the 4-week survey:***

The next set of questions are about when you used the Quitline services before we spoke to you last time (about six months ago). (It doesn't include times you might have used the Quitline service after that).

**Q3.1** Last time we spoke to you, you said you had not received a prescription or Quit Card for patches, gum or lozenges from the Quitline. Have you received the prescription or Quit Card since we spoke to you? ***If necessary:*** This means a prescription or Quit Card you received after either phoning the Quitline phone service, or registering on the Quitline website for patches, gum or lozenges, depending on what the Quitline thought would be best for you. ***Interviewer: This includes a prescription Quit Card being faxed directly to a pharmacy.***

***Don't read out. Single response.***

1. Yes
2. No ***Skip to next section***
3. Don't know ***Skip to next section***

**Q3.2** Did you exchange at least one prescription or Quit Card at the pharmacy to get patches, gum or lozenges?

***Don't read out. Single response.***

1. Yes
2. No ***Skip to next section***
3. Don't know ***Skip to next section***

**Q3.3** Which of the following best describes you?

***Read out. Single response***

1. I have not used the patches, gum or lozenges yet
2. I started using the patches, gum or lozenges but I have stopped
3. I am currently using the patches, gum or lozenges
4. ***(Don't read) Other (Please state)***
5. ***(Don't read) Don't know***

#### SECTION 4: QUITLINE SERVICE USE

**Programmer note – Some of the questions in this section are only asked in the following circumstances:**

- **where the client indicates that they have not used a given service since the last survey**
- **AND where the client indicated in the last survey that they had used that service before**
- **AND where the client is not quit according to question 2.1 above (i.e. the client choose an answer other than “I have not smoked at all, not a single puff”)**

The next set of questions asks about whether you have used Quitline services since we last spoke to you in **[insert month of last interview]** – so about five months ago. ( It doesn’t include the time you used the Quitline service before that).

**Q4.1** Have you spoken to a Quitline Quit Advisor on the phone at least once since we last spoke to you in **[insert month of last interview]**? **If necessary:** This includes the Quitline calling you, but doesn’t include any calls you may have made for someone else. **If respondent hesitates or says don’t know as first response, prompt:** The Quitline is the free phone service where people can call and get free advice on quitting from a Quitline Advisor and get sent a quit card for products to help them quit like patches, lozenges, or gum.

**Interviewer: If respondent says they tried calling but couldn’t get through/no-one returned message, code as “No”.**

**Don’t read out. Single response**

1. Yes
2. No
3. Don’t know

**Ask those who:**

- **answered No to Q4.1 (so haven’t used in last five months)**
- **AND answered Yes to Q4.1 from the four week survey (so had used in previous six months)**
- **AND are not quit according to Q2.1.**

**Q4.2** Why haven't you spoken to a Quitline Quit Advisor on the phone since we last spoke to you?

**Interviewer:** *If respondent says they have quit, code this but also ask* "Are there any other reasons why you stopped? I am particularly interested in reasons why you might have stopped using the Quitline before or during your quit attempt."

**Interviewer:** *If respondent says "I didn't want to", ask:* Why didn't you want to speak to a Quitline Quit Advisor?

**Don't read out. Multiple response. Probe: "What other reasons?"**

1. Too busy/didn't get around to it
2. Don't believe Quitline works
3. Too embarrassed to admit I hadn't stayed quit
4. Not ready to quit yet/don't want to quit yet
5. Prefer another cessation service provider
6. Expected them to contact me/waiting for them to call
7. Quit – didn't need to call
8. Didn't need to – gave me enough help/support/information on first call
9. Didn't know I could or needed to re-contact them
10. Other (***Please state***)
11. Don't know

**Q4.3** Have you logged in to the Quitline website since we last spoke to you? **Prompt if needed:** When you logged in you would have given your email address and a password. **If necessary:** The Quitline website address is [www.quit.org.nz](http://www.quit.org.nz).

**Don't read out. Single response**

1. Yes
2. No
3. Don't know

**Ask those who:**

- ***answered No to Q4.3 (so haven't logged on in last five months)***
- ***AND answered Yes to Q5.1 from the four week survey (so had used website in previous six months)***
- ***AND are not quit according to Q2.1.***

**Q4.4** Why haven't you logged into the Quitline website since we last spoke to you?

**Interviewer:** *If respondent says they have quit, code this but also ask* "Are there any other reasons why you haven't logged into the website? I am particularly interested in reasons why you might have stopped using the website before or during your quit attempt."

**Interviewer:** *If respondent says "I didn't want to", ask:* Why didn't you want to log on to the Quitline website since we last spoke?

**Don't read out. Multiple response. Probe: "What other reasons?"**

1. Too busy/didn't get around to it
2. Don't believe website works
3. Not ready to quit yet/don't want to quit yet
4. Technical difficulties with website/haven't been able to log on
5. No access to a computer
6. Quit – didn't need to log onto website
7. Didn't need to – got enough help/support/information first time I logged on
8. Other (***Please state***)
9. Don't know

**Q4.5** Have you used the Txt2Quit service since we last spoke to you? ***If necessary:*** The Quitline runs a text message service called Txt2Quit, where the Quitline sends supportive text messages to your cell phone to help you quit smoking.

**Don't read out. Single response.**

1. Yes
2. No
3. Don't know

**Ask those who:**

- ***answered No to Q4.5 (so haven't used in the last five months)***
- ***AND answered Yes to Q6.1 from the four week survey (so had used Text2Quit in the previous six months)***
- ***AND are not quit according to Q2.1.***

**Q4.6** Why haven't you used the Txt2quit service since we last spoke to you?

**Interviewer:** *If respondent says they have quit, code this but also ask* "Are there any other reasons why you haven't used Txt2Quit? I am particularly interested in reasons why you might have stopped using Txt2Quit before or during your quit attempt."

**Interviewer:** *If respondent says "I didn't want to", ask:* Why didn't you want to use Txt2Quit since we last spoke?

**Don't read out. Multiple response. Probe: "What other reasons?"**

1. Don't believe Txt2Quit works
2. Lost mobile phone/changed telephone number
3. Quit – don't need to use Txt2Quit
4. Didn't need to – got enough help/support/information first time I used Txt2Quit
5. Other (**Please state**)
6. Don't know

**Q4.7** Have you used the Quit Blogs since we last spoke to you? **If necessary:** There is a place on the Quitline website where people can write blog posts or messages about their journey of quitting smoking called Quit Blogs. This can be writing a blog yourself or just reading the messages other people have written.

**Don't read out. Single response**

1. Yes
2. No
3. Don't know

**Ask those who:**

- **answered No to Q4.7 (so haven't used in the last five months)**
- **AND answered Yes to Q7.1 from the four week survey (so have used Quit Blogs in the previous six months)**
- **AND are not quit according to Q2.1.**



**Q4.8** Why haven't you use the Quit Blogs since we last spoke to you?

**Interviewer:** *If respondent says they have quit, code this but also ask* "Are there any other reasons why you haven't used Quit Blogs? I am particularly interested in reasons why you might have stopped using the Quit Blogs before or during your quit attempt."

**Interviewer:** *If respondent says "I didn't want to", ask:* Why didn't you want to use the Quit Blogs since we last spoke?

**Don't read out. Multiple response. Probe: "What other reasons?"**

1. Too busy/didn't get around to it
2. Don't believe Quit Blogs work
3. Not ready to quit yet/don't want to quit yet
4. Technical difficulties with website/haven't been able to log on
5. No access to a computer
6. Quit – don't need to use Quit Blogs
7. Didn't need to – got enough help/support/information first time I used Quit Blogs
8. Other (**Please state**)
9. Don't know

**Q4.9** Have you used the Quit Coach online service since we last spoke to you? *If interviewee hesitates or says don't know as first response, prompt:* If you had used Quit Coach you would have answered quite a few questions online about your smoking behaviour and then received written advice, online, about how to quit smoking. Have you used this service?

**Don't read out. Single response**

1. Yes
2. No
3. Don't know

**Ask those who:**

- **answered No to Q4.9 (so haven't used in the last five months)**
- **AND answered Yes to Q8.1 from the four week survey (so used in the previous six months)**
- **AND are not quit according to Q2.1.**

**Q4.10** Why haven't you used the Quit Coach online service since we last spoke to you?

**Interviewer:** *If respondent says they have quit, code this but also ask* "Are there any other reasons why you haven't used Quit Coach? I am particularly interested in reasons why you might have stopped using Quit Coach before or during your quit attempt."

**Interviewer:** *If respondent says "I didn't want to", ask:* Why didn't you want to use the Quit Coach since we last spoke?

**Don't read out. Multiple response. Probe: "What other reasons?"**

1. Too busy/didn't get around to it
2. Don't believe Quit Coach works
3. Not ready to quit yet/don't want to quit yet
4. Technical difficulties with website/haven't been able to log on
5. No access to a computer
6. Quit – don't need to use Quit Coach
7. Didn't need to – got enough help/support/information first time I used Quit Coach
8. Other (**Please state**)
9. Don't know

**Q4.11** Have you received emails from the Quitline since we last spoke to you? **If necessary:** The emails have tips to help people quit smoking and they help you track your quitting progress by showing you when you first tried to quit smoking and how much money you would have saved by not smoking.

**Don't read out. Single response**

1. Yes
2. No
3. Don't know

**Q4.12** Besides your most recent quit attempt with Quitline, have you used, or are you still using, any other stop-smoking services or products since we last spoke to you? **If yes, ask:** Which services or products? **Interviewer:** *If respondent says gum, patches or lozenges, ask who prescribed them/where they got them from and code this response.*

**Don't read out. Multiple response. Probe: "What other services or products?"**

1. No/Not used/using any other services
2. Yes (**Please state other services**)
3. Don't know

**Other services (Don't read out):**

1. Pharmacy products eg Champix, Zyban
2. Electric cigarettes
3. Quit smoking books (eg Allan Carr)
4. Support/NRT from GP
5. Support/NRT from other health professional eg midwife, hospital
6. Alternative therapies such as hypnosis, acupuncture, herbal cigarettes etc.
7. Aukati Kai Paipa (Maori smoking cessation service)
8. Used NRT from friend/family member
9. Bought NRT from supermarket/pharmacy (without Quit Card/prescription/subsidy)
10. Other (**Please state**)

**SECTION 5: RECONTACTING AT 12 MONTHS**

Just before I go – would it be all right if we call you back in six months to see if you've had any other thoughts about the Quitline services? **If necessary:** The next interview will be no longer than 7 or 8 minutes. Would this be ok with you?

**Don't read out. Single response.**

1. Yes
2. No

Just to make sure we can get in touch with you, would you mind giving me your:

**Contact details that are not in the client database – home phone, cell phone, work phone, email address.**

And can I confirm that your:

**Check contact details that we have in the data base – home phone, cell phone, email address.**

Thank you very much for taking part in this survey. We appreciate you taking the time to give us your views on the Quitline. In case you missed it, my name is ... from Gravitas Research. If you have any questions about this survey, you can call us tollfree on 0508 RESEARCH. Enjoy the rest of your day/evening.

## Appendix Three: Call Statistics

**Appendix Table 3.1: Breakdown of Ineligibles (n)**

	Number of Calls (n)
Moved/no longer at this number	29
Not known at this phone number	13
Did not register with Quitline	3
Didn't give consent to Quitline to participate in research	1
<b>Total Ineligible</b>	<b>46</b>

**Appendix Table 3.2: Breakdown of Refusals/Terminations (n)**

	Number of Calls (n)
Contact (refused/hung up prior to introduction)	88
Termination – miscellaneous (reason not given)	11
Gatekeeper (someone else refused on behalf of respondent)	9
Not interested in subject of survey	2
Termination – survey content	1
Confidentiality concerns	1
Not available during field work period	1
Didn't understand introduction/purpose of survey	1
<b>Total Refusals/Terminations</b>	<b>114</b>