

# **The Quit Group**

## **Quit Service Client Analysis Report**

**January – December 2009**

**The Research Team**

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

## 1. Quitline Calls

Table 1: Number of calls to and from the Quitline

Month	Incoming Calls			Outgoing Calls
	Total Incoming calls	Answered Calls	Abandoned Calls <sup>1</sup>	
Jan-09	8,853	7,207	1,646	7,177
Feb	7,724	6,990	734	6,959
Mar	6,868	6,444	424	10,516
Apr	5,500	5,200	300	9,330
May	5,849	5,647	202	9,465
Jun	6,392	6,009	383	9,319
Jul	5,753	5,404	349	9,761
Aug	5,515	5,278	237	9,753
Sep	5,926	5,521	405	7,667
Oct	6,384	5,718	666	8,519
Nov	5,947	5,378	569	8,837
Dec	3,398	3,271	127	7,551
<b>Total</b>	<b>74,109</b>	<b>68,067</b>	<b>6,042</b>	<b>104,854</b>

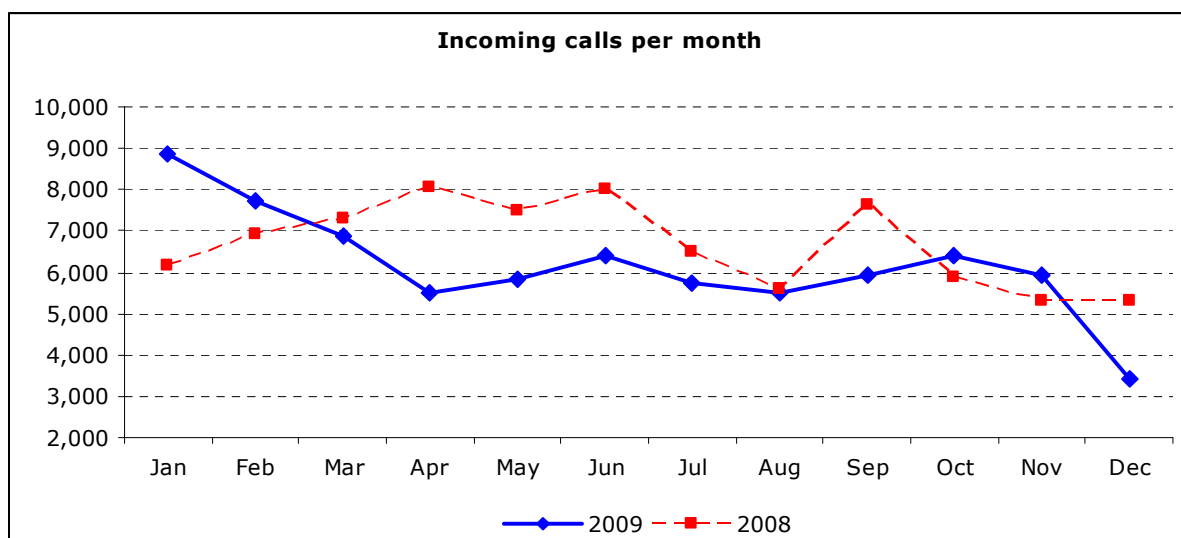


Figure 1: Monthly gross incoming calls to the Quitline

Between January and December 2009, the Quitline received a total of **74,109** incoming calls at an average of about **6,200** calls per month. The Quitline received more calls in the first half of 2009, January - June (**41,186**) than in the second half, July - December (**32,923**). This is mainly due to the typical January influx of calls.

Figure 1 shows the strong January spike and typical December slump in 2009. December was stronger in 2008 in terms of registrations, most likely due to the television advertising run during that month which is not usually done.

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

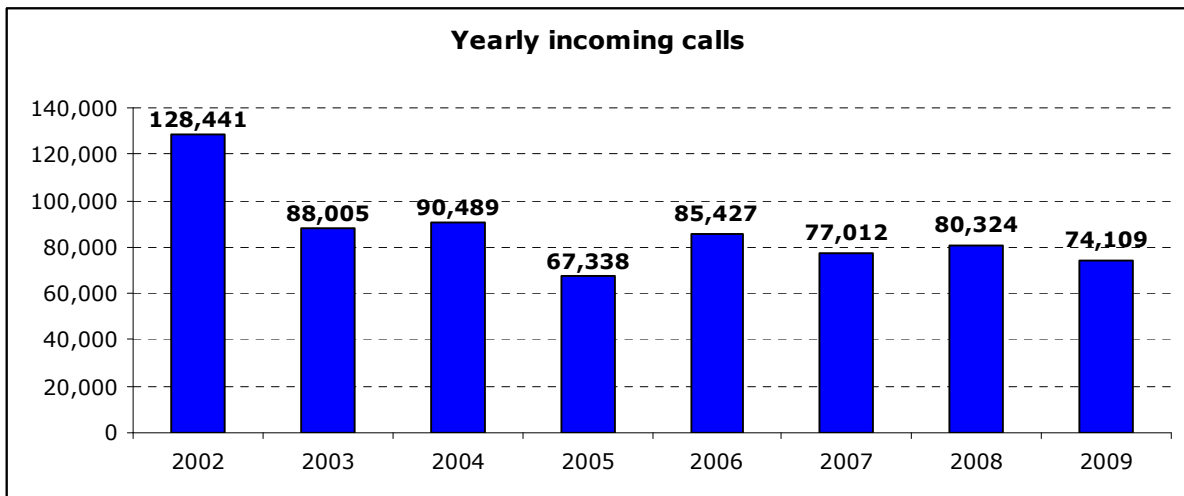


Figure 2: Annual gross incoming calls to the Quitline

The high number of incoming calls in 2002 largely coincided with continuing high demand for nicotine replacement therapy after it was introduced in late 2000. Incoming calls have been stable for the six years prior to 2009, with an average of approximately 80,000 calls per year.

## 2. Client Registrations

Table 2: Total number of registrations to Quit Services

Month	Quitline			Web Clients	Txt2Quit Clients	Total
	New Callers	Repeat Callers	Quit Pack Callers			
Jan-09	2,117	822	51	3,072	503	6,565
Feb	2,277	746	39	1,920	311	5,293
Mar	1,864	726	30	1,775	296	4,691
Apr	1,550	620	30	1,188	232	3,620
May	1,699	622	51	2,179	258	4,809
Jun	1,822	671	32	1,722	299	4,546
Jul	1,607	570	44	1,412	219	3,852
Aug	1,432	486	33	1,295	217	3,463
Sep	1,580	545	31	1,430	254	3,840
Oct	1,444	557	43	1,744	256	4,044
Nov	1,365	585	42	1,438	235	3,665
Dec	787	399	21	828	157	2,192
<b>Total</b>	<b>19,544</b>	<b>7,349</b>	<b>447</b>	<b>20,003</b>	<b>3,237</b>	<b>50,580</b>

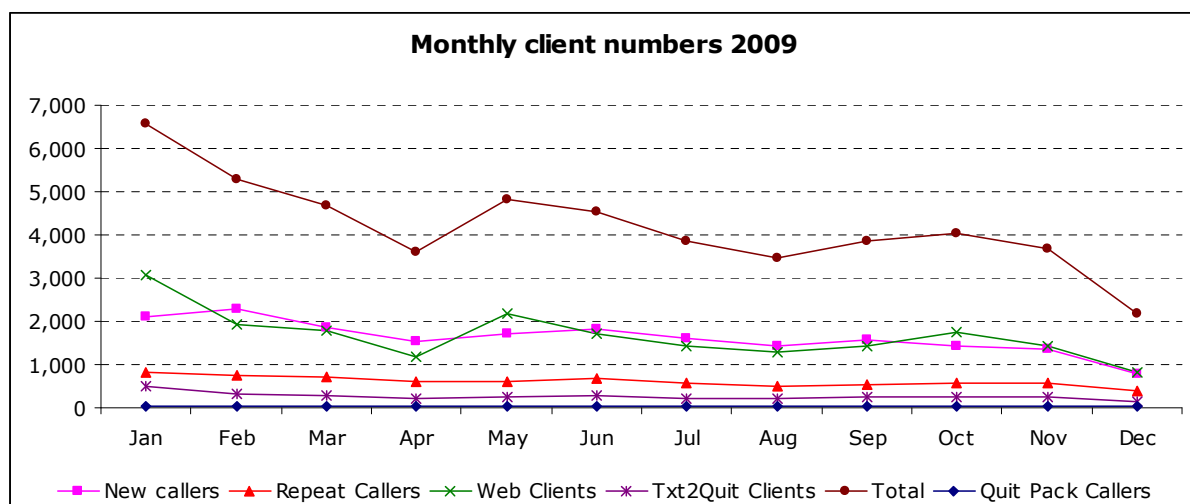


Figure 3: Monthly number of clients by service

The total number of registrations in 2009 was **50,580** including **27,340** Quitline callers, **20,003** web clients and **3,237** Txt2Quit clients. The number of registrations in the first half of 2009, January - June (**29,524**) was greater than in the second half in July - December (**21,056**) due to the noticeable peak of registrations in January.

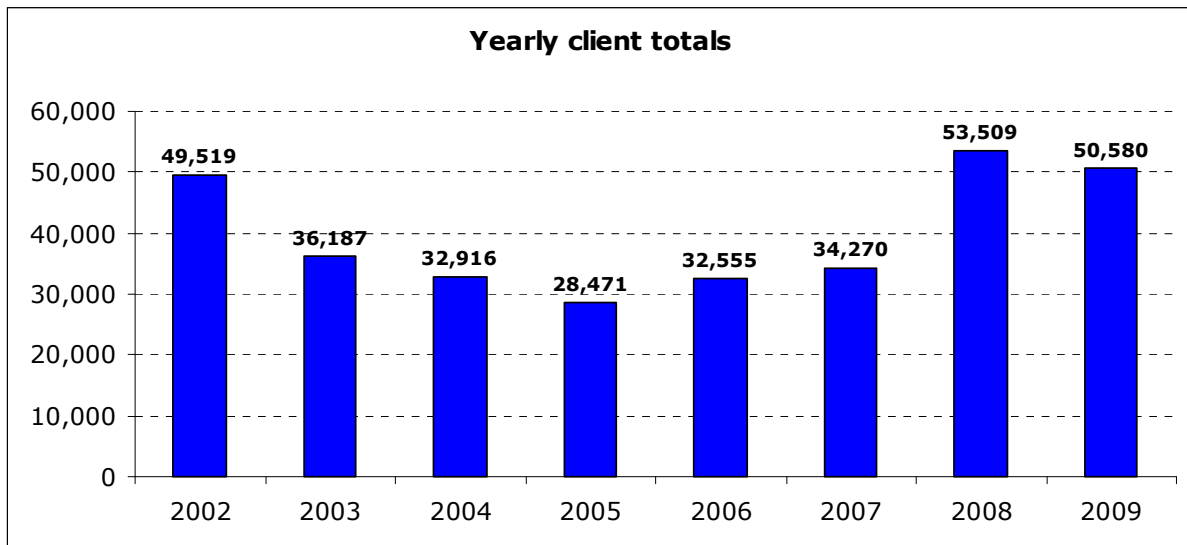


Figure 4: Annual number of clients

As the call volumes showed in Figure 1, the high number of client registrations in 2002 coincided with the demand for nicotine replacement therapy after it was introduced in late 2000. Registrations in 2008 and 2009 were particularly high, potentially reflecting a greater client capacity with the new web and Txt2Quit services (beginning October 2007, and June 2008 respectively).

### 3. Clients – Gender

Table 3: Number of males and females registered

Month	Female	%	Male	%	Missing	%	Total
Jan-09	3,558	54.2	3,005	45.8	2	0.0	6,565
Feb	2,807	53.0	2,485	46.9	1	0.0	5,293
Mar	2,539	54.1	2,150	45.8	2	0.0	4,691
Apr	1,967	54.3	1,653	45.7	0	0.0	3,620
May	2,526	52.5	2,179	45.3	104	2.2	4,809
Jun	2,313	50.9	2,141	47.1	92	2.0	4,546
Jul	1,963	51.0	1,800	46.7	89	2.3	3,852
Aug	1,840	53.1	1,622	46.8	1	0.0	3,463
Sep	2,005	52.2	1,835	47.8	0	0.0	3,840
Oct	2,094	51.8	1,948	48.2	2	0.0	4,044
Nov	1,905	52.0	1,756	47.9	4	0.1	3,665
Dec	1,111	50.7	1,081	49.3	0	0.0	2,192
<b>Total</b>	<b>26,628</b>	<b>52.6</b>	<b>23,655</b>	<b>46.8</b>	<b>297</b>	<b>0.6</b>	<b>50,580</b>

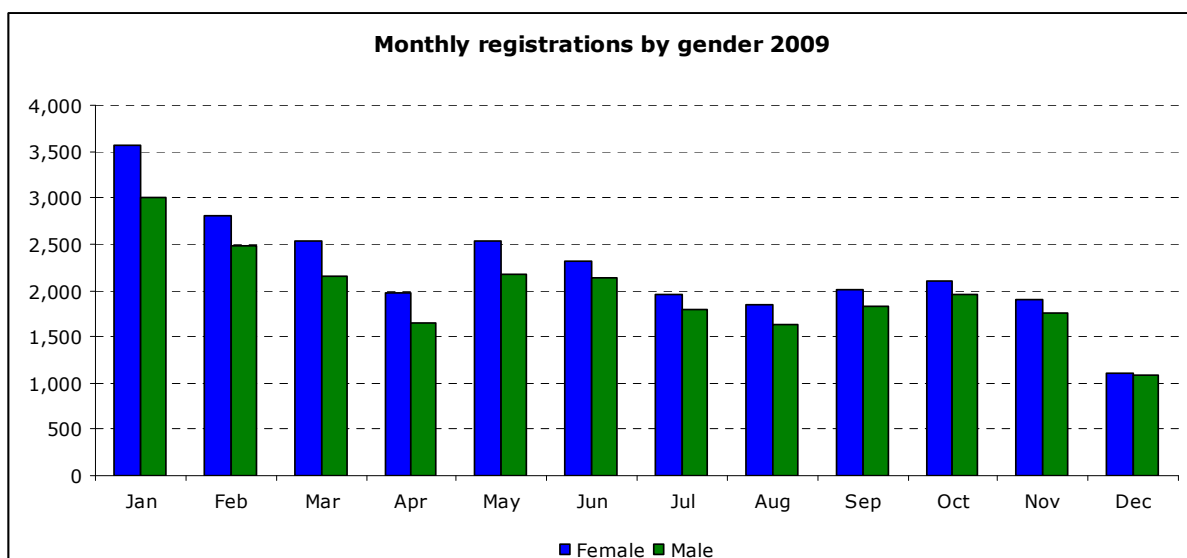


Figure 5: Monthly comparison of registered clients' gender

Throughout the year more female clients (53%) registered with a Quit service than male clients (47%). December registrations were almost equal, with 51% females and 49% males. The overall gender registration differences have been consistent since 2001.

## 4. Clients – Ethnicity

Table 4: Ethnicity of registrations<sup>2</sup>

Month	Euro	%	NZ Māori	%	Pacific	%	Asian	%	MELAA <sup>3</sup>	%	Other	%	Don't Know/Refused	%
Jan-09	4,671	71.2	1,354	20.6	371	5.7	182	2.8	45	0.7	532	8.1	194	3.0
Feb	3,714	70.2	1,229	23.2	305	5.8	162	3.1	38	0.7	417	7.9	93	1.8
Mar	3,225	68.7	1,003	21.4	277	5.9	152	3.2	39	0.8	387	8.2	188	4.0
Apr	2,645	73.1	736	20.3	200	5.5	107	3.0	32	0.9	291	8.0	90	2.5
May	3,392	70.5	979	20.4	262	5.4	158	3.3	28	0.6	382	7.9	250	5.2
Jun	3,149	69.3	963	21.2	271	6.0	160	3.5	25	0.5	351	7.7	215	4.7
Jul	2,772	72.0	739	19.2	178	4.6	144	3.7	27	0.7	236	6.1	201	5.2
Aug	2,514	72.6	741	21.4	167	4.8	134	3.9	36	1.0	254	7.3	94	2.7
Sep	2,776	72.3	854	22.2	188	4.9	130	3.4	24	0.6	342	8.9	78	2.0
Oct	2,845	70.4	905	22.4	247	6.1	135	3.3	24	0.6	326	8.1	105	2.6
Nov	2,543	69.4	806	22.0	218	5.9	161	4.4	41	1.1	307	8.4	107	2.9
Dec	1,512	69.0	435	19.8	147	6.7	86	3.9	13	0.6	190	8.7	72	3.3
<b>Total</b>	<b>35,758</b>	<b>70.7</b>	<b>10,744</b>	<b>21.2</b>	<b>2,831</b>	<b>5.6</b>	<b>1,711</b>	<b>3.4</b>	<b>372</b>	<b>0.7</b>	<b>4,015</b>	<b>7.9</b>	<b>1,687</b>	<b>3.3</b>

During 2009, Europeans made up the majority of Quit service registrations (71%), while Māori and Pacific clients made up 21% and 6% respectively.

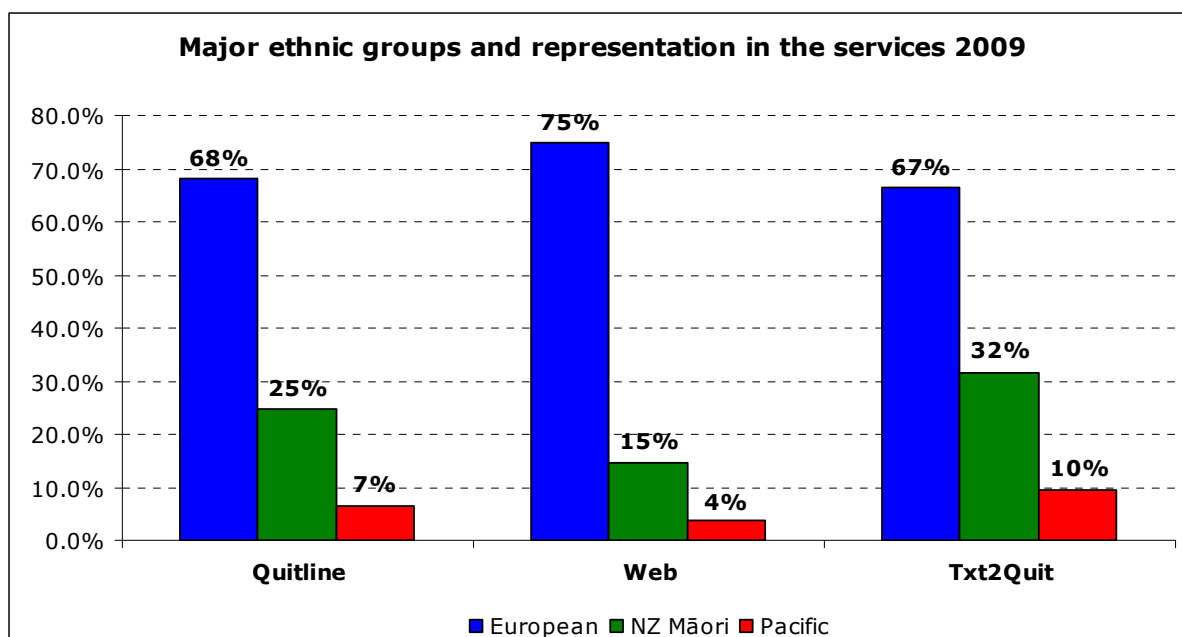


Figure 6: Major ethnicity groups and Quit services

Figure 6 shows that European clients were in the largest majority amongst web registrations. Quitline, and particularly Txt2Quit, attracted larger proportions of Māori and Pacific clients. Almost one third of clients who registered for Txt2Quit in 2009 identified as Māori, and one in ten identified as a Pacific ethnicity.

<sup>2</sup> Clients may report multiple ethnicities, therefore percentages across ethnicities may add up to more than 100%.

<sup>3</sup> MELAA comprises Middle Eastern, Latin American and African.

## 5. Māori and Pacific Clients

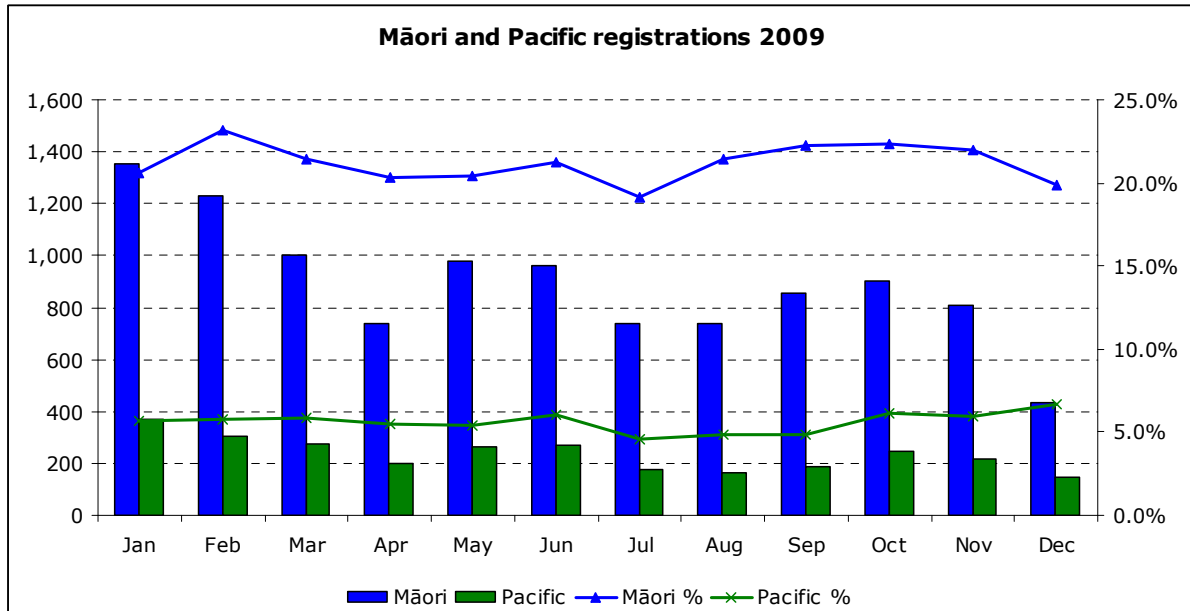


Figure 7: Monthly Māori and Pacific client registrations

The overall percentage of Māori client registrations in 2009 was 21%. The maximum monthly proportion was in February, where 23% of clients identified themselves as Māori. Pacific clients made up 6% of registrations. Māori and Pacific figures in 2008 were 22% and 5% respectively.



## 6. Pacific Clients – Breakdowns

Table 5: Breakdown of Pacific clients registered

Month	Cook Island Māori		Tongan		Niuean		Tokelauan		Fijian		Other Pacific			
	Samoan	%	%	%	%	%	%	%	%	%	%			
Jan-09	192	51.8	75	20.2	50	13.5	30	8.1	6	1.6	27	7.3	8	2.2
Feb	139	45.6	67	22.0	51	16.7	23	7.5	5	1.6	26	8.5	13	4.3
Mar	128	46.2	60	21.7	41	14.8	21	7.6	14	5.1	16	5.8	13	4.7
Apr	97	48.5	34	17.0	27	13.5	15	7.5	3	1.5	25	12.5	7	3.5
May	121	46.2	52	19.8	50	19.1	26	9.9	7	2.7	17	6.5	4	1.5
Jun	131	48.3	61	22.5	34	12.5	28	10.3	4	1.5	17	6.3	14	5.2
Jul	75	42.1	44	24.7	29	16.3	24	13.5	1	0.6	15	8.4	8	4.5
Aug	74	44.3	32	19.2	28	16.8	16	9.6	2	1.2	16	9.6	8	4.8
Sep	97	51.6	36	19.1	22	11.7	14	7.4	1	0.5	16	8.5	6	3.2
Oct	118	47.8	58	23.5	35	14.2	24	9.7	7	2.8	15	6.1	8	3.2
Nov	104	47.7	46	21.1	31	14.2	18	8.3	3	1.4	17	7.8	10	4.6
Dec	63	42.9	36	24.5	23	15.6	15	10.2	3	2.0	9	6.1	4	2.7
<b>Total</b>	<b>1339</b>	<b>47.3</b>	<b>601</b>	<b>21.2</b>	<b>421</b>	<b>14.9</b>	<b>254</b>	<b>9.0</b>	<b>56</b>	<b>2.0</b>	<b>216</b>	<b>7.6</b>	<b>103</b>	<b>3.6</b>

The largest group of Pacific clients in 2009 were Samoan (47%), followed by Cook Island Māori (21%) and Tongan (15%).

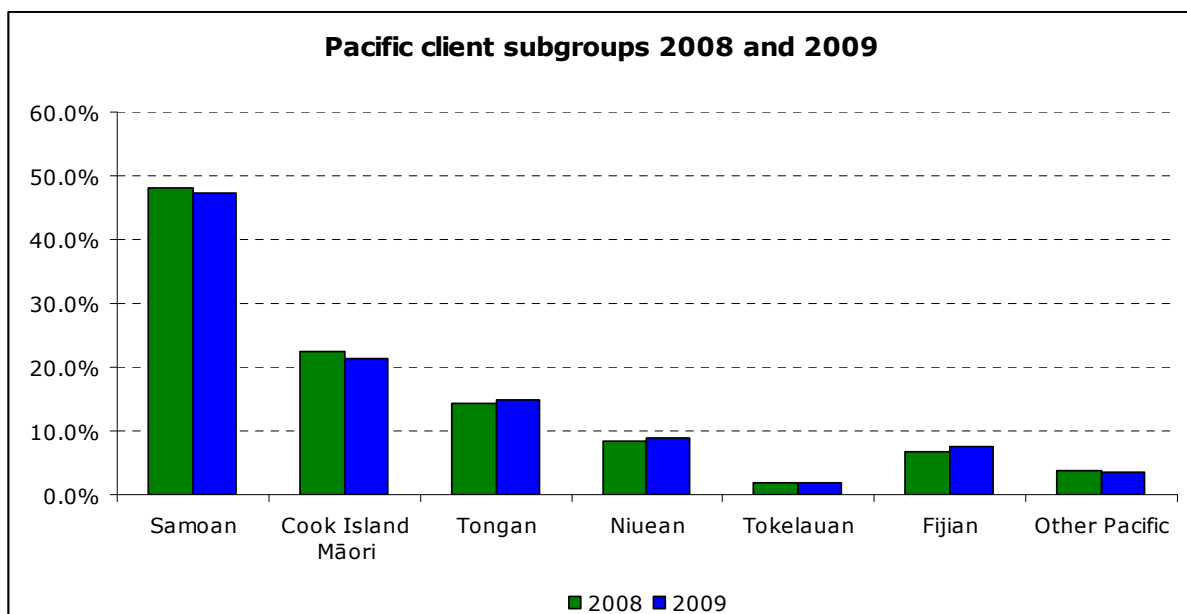


Figure 8: Breakdown of Pacific clients comparison with previous year

Figure 8 shows that the breakdown of Pacific clients in 2009 was very similar to the previous year.

## 7. Client Age Groups

Table 6: Registered clients' age groups

Age Groups	Number	%
<15	330	0.7
15-19	4,200	8.3
20-24	7,352	14.5
25-29	7,007	13.9
30-34	6,460	12.8
35-39	6,452	12.8
40-44	5,290	10.5
45-49	4,600	9.1
50-54	3,244	6.4
55-59	2,203	4.4
60-64	1,508	3.0
65+	1,502	3.0
Unidentified	432	0.9
<b>Total</b>	<b>50,580</b>	<b>100.0</b>

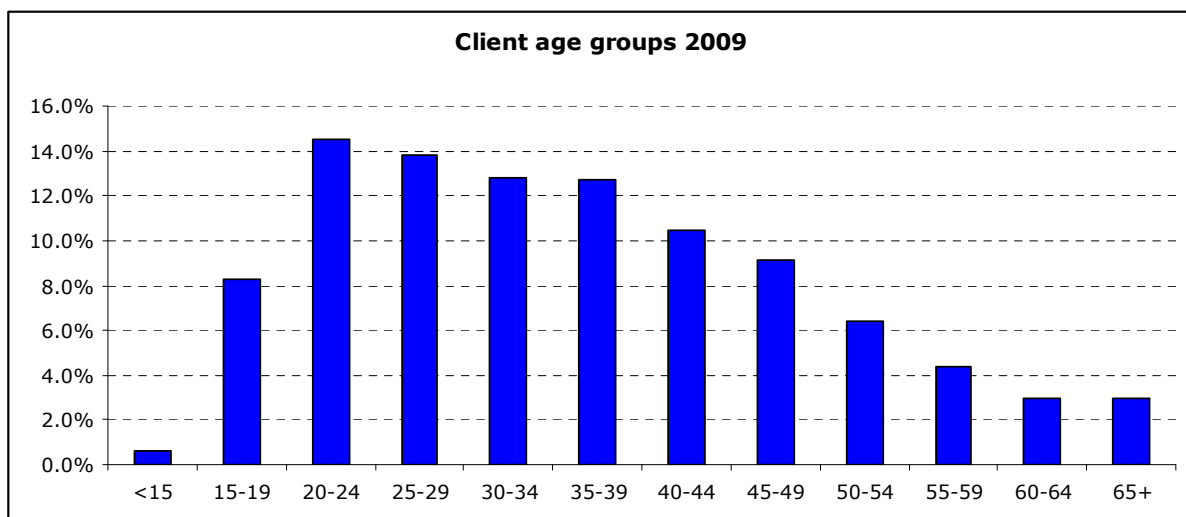


Figure 9: Registered clients' age groups

The age distribution peaked in the 20-24 age group. Most clients (64%) were between 20 and 44 years old. This distribution closely reflects the target audience of the Quitline which is the major source of client registrations. The target age group of Txt2Quit is 16-24 years, approximately 23% of registered clients from all services belong to this age group. Older clients, 45 and older, made up 26% of clients. The age profile of clients registered in 2009 is very similar to that seen in 2008.

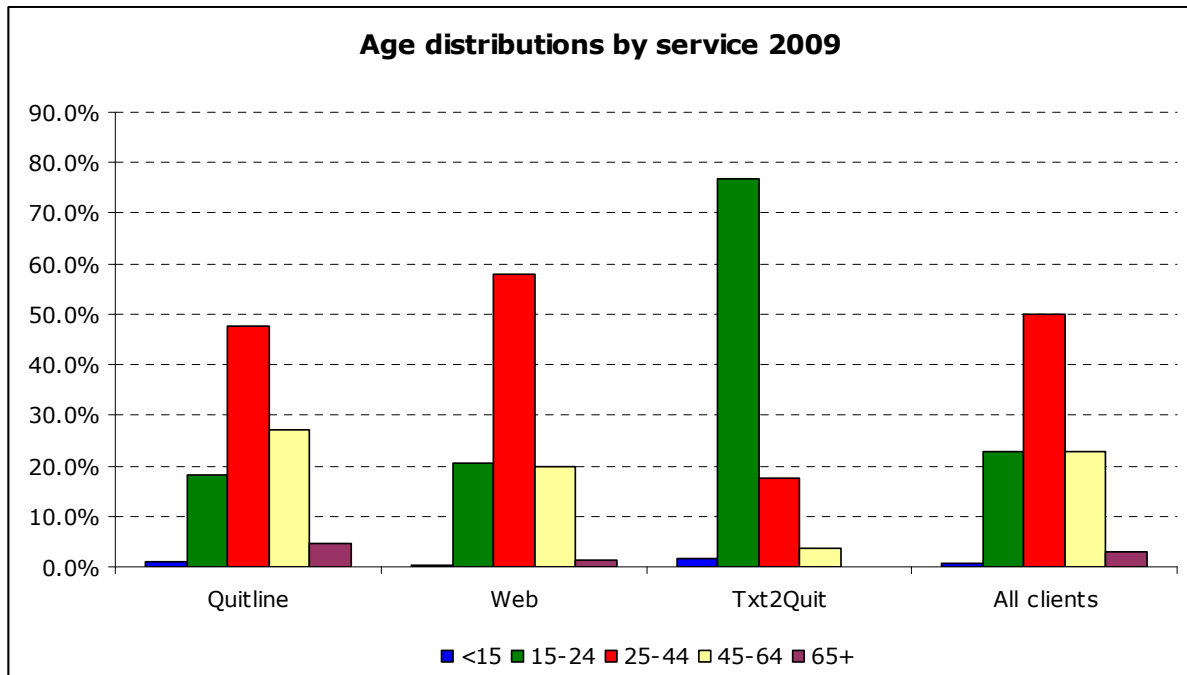


Figure 10: Age groups by service type

Comparing age distributions of the three services, Quitline and web services were very similar and followed a symmetrical distribution. Txt2Quit clients mostly belonged to the 15-24 age group, due to the youth focus of the service. The different age profile of the Txt2Quit service does not have much effect on the overall client age profile (far right in Figure 10) as the service is comparatively small, contributing 6% of total registrations in 2009.

## 8. Where New Callers Obtained the Quitline number

Table 7: Where new callers obtained the Quitline number

Media	New Callers	%
Television Advertising	4,745	24.3
Tobacco Packaging	4,591	23.5
Friends and Family	2,476	12.7
Health Worker (incl.Chemists)	1,544	7.9
Phone Book	991	5.1
Internet	497	2.5
Hospital	350	1.8
Radio Advertising	310	1.6
Newspaper	80	0.4
Other	1,153	5.9
Don't Know	85	0.4
Missing/Not Answered	2,722	13.9
<b>Total</b>	<b>19,544</b>	<b>100.0</b>

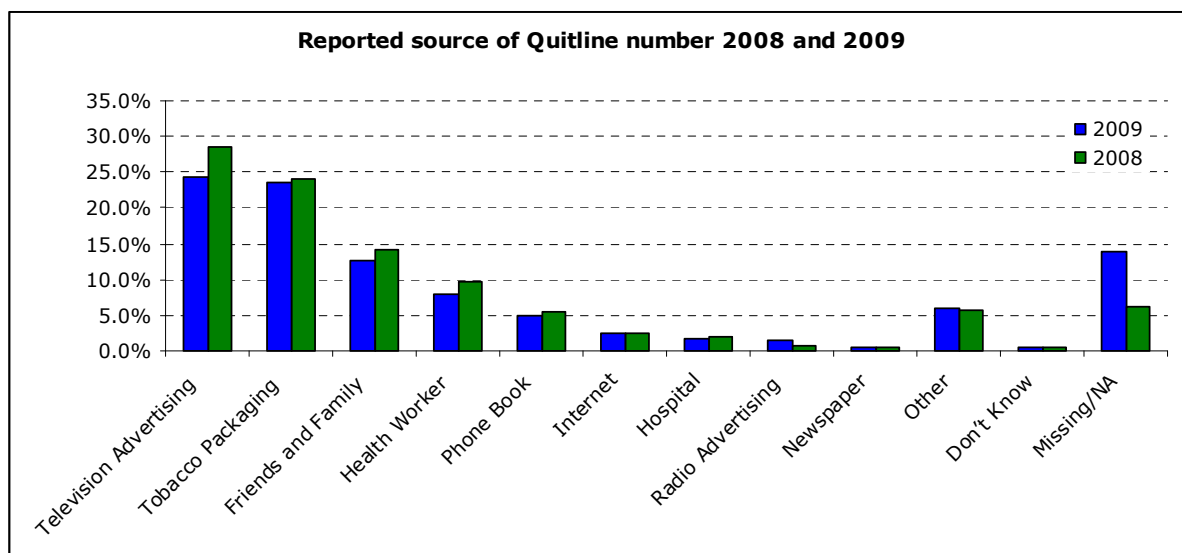


Figure 11: Where new callers obtained the Quitline number

During 2009, television advertisements and tobacco packaging were the most commonly reported sources of the Quitline 0800 number. The two sources were reported almost equally, and half of new callers reported either one of these sources. Friends and family was another common source of the Quitline number, reported by 13% of new callers. Overall 2009 figures are similar to 2008, the most notable difference is that television was the outright most common response, now television and tobacco packaging are equally common.

## 9. Client Registrations by District Health Board (DHB)

Table 8: Client Registrations by DHB

DHB	Clients	%	NZ Smokers <sup>4</sup> Age 15+ (%)
Northland	1,843	3.6	4.4
Waitemata	4,883	9.7	10.1
Auckland	5,391	10.7	8.1
Counties Manukau	4,785	9.5	10.7
Waikato	4,126	8.2	9.1
Bay of Plenty	2,339	4.6	5.1
Lakes	1,337	2.6	3.1
Tairāwhiti	324	0.6	1.5
Taranaki	1,367	2.7	2.8
Hawke's Bay	1,840	3.6	4.3
Whanganui	797	1.6	1.9
MidCentral	2,280	4.5	4.4
Wairarapa	378	0.7	1.1
Capital and Coast	3,595	7.1	5.8
Hutt Valley	1,969	3.9	3.8
Nelson Marlborough	1,224	2.4	3.1
West Coast	311	0.6	1.0
Canterbury	6,094	12.0	10.8
South Canterbury	581	1.1	1.4
Otago	2,632	5.2	4.4
Southland	1,257	2.5	3.1
Not defined <sup>5</sup>	1,227	2.4	-
<b>Total</b>	<b>50,580</b>	<b>100.0</b>	<b>100.0</b>

Table 8 shows the number of client registrations from each DHB for 2009. Most of the North Island registrations came from the Auckland Region DHBs (Waitemata, Auckland and Counties Manukau), while Canterbury DHB recorded the most registrations in the South Island and overall when comparing individual DHB figures. The distribution of registered clients is comparable to the distribution of smokers at the DHB level indicated by 2006 census figures. The largest disparity is seen in the Auckland DHB, clients from this area are over-represented in the Quit client pool.

<sup>4</sup> Source: 2006 Census – New Zealand smokers (Age 15+ years) population by DHB.

<sup>5</sup> The geo-coding system was unable to code some addresses - most of these are rural delivery addresses.