

The Quit Group

Quit Service Client Analysis Report

July 2009 – June 2010

Market Research and Communications Team

This report presents a general overview of quit clients data for the 12 months starting July 2009. This overview is mainly based on information from the monthly monitoring reports for the period July 2009 – June 2010. The monthly reports for this period are a good resource for more detailed statistics on Quit clients and services.

1. Quitline Calls

Table 1: Number of calls to and from the Quitline

Month	Incoming Calls			Outgoing Calls
	Total Incoming calls	Answered Calls	Abandoned Calls ¹	
Jul-09	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
Jan-10	6,545	5,896	649	6,235
Feb	5,818	5,518	300	6,799
Mar	5,816	5,418	398	8,873
Apr	5,220	4,635	585	6,570
May	7,600	6,414	1,186	8,891
Jun	6,664	5,841	823	9,119
Total	70,586	64,292	6,294	98,575

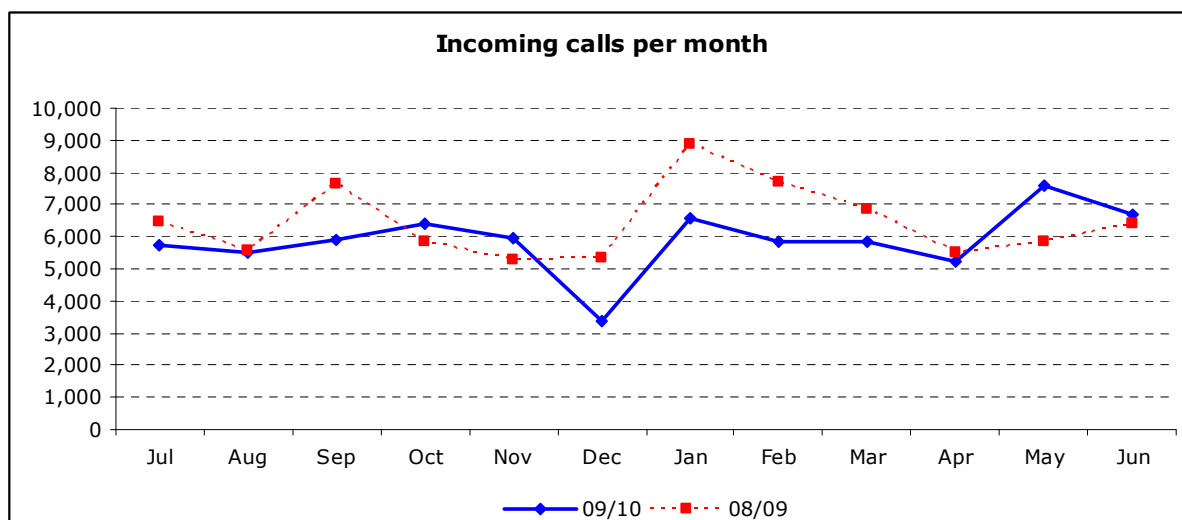


Figure 1: Monthly gross incoming calls to the Quitline

Between July 2009 and June 2010, the Quitline received a total of **70,586** incoming calls at an average of about **5,900** calls per month. The Quitline received slightly more calls in the second half, January – June 2010 (**37,663**) than in the first half, July – December 2009 (**32,923**). This is not a surprising result as January is typically busy and the tobacco tax increase in April prompted higher than average call volumes.

Figure 1 shows the strong January spike and typical December slump in 09/10. Television advertising was run in December 2008 (this is usually not done), hence less of a slump was seen then compared to December 2009. A large spike in calls is visible in May 2010, this was due to the tax increase in late April.

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

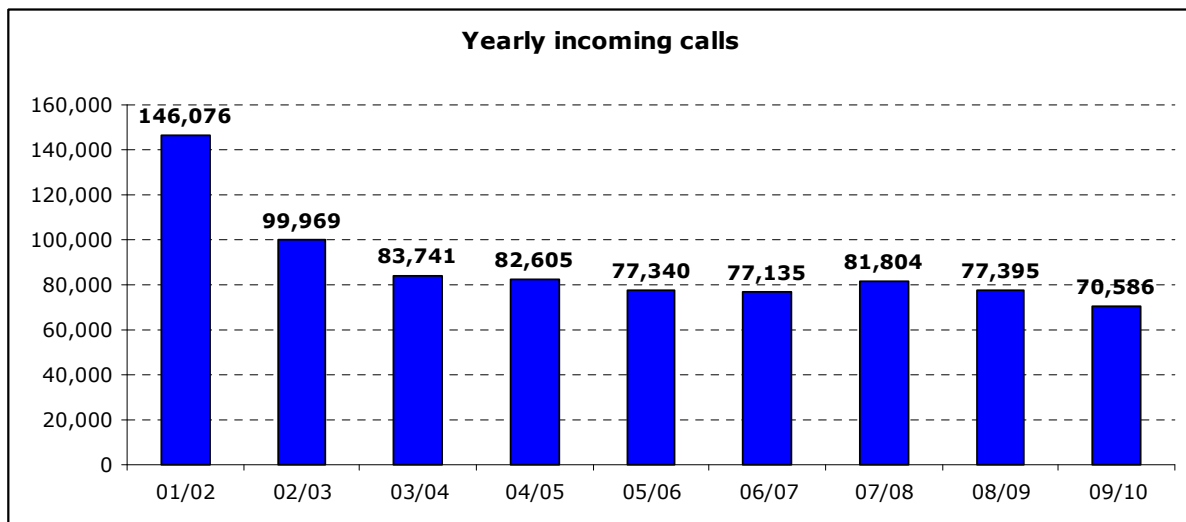


Figure 2: Yearly gross incoming calls to the Quitline

The high number of incoming calls in 01/02 largely coincide with continuing high demand for subsidised nicotine replacement therapy after it was introduced in late 2000. Incoming calls were consistent for the four years prior to 09/10, with an average of around **78,000** calls per year. The incoming calls total 09/10 was slightly lower at just over **70,000**. This may be partly because a larger proportion of Quit clients used the online service than in previous years.

2. Client Quit Attempts

Table 2: Total number of quit attempts by Quit service

Month	Quitline			Web Clients	Txt2Quit Clients	Total
	New Callers	Repeat Callers	Quit Pack Callers & General Enquiries			
Jul-09	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
Jan-10	1,711	661	38	2,284	272	4,966
Feb	1,448	676	37	1,879	253	4,293
Mar	1,514	642	23	1,904	286	4,369
Apr	1,427	625	15	3,153	232	5,452
May	2,788	928	47	3,839	370	7,972
Jun	1,864	661	32	2,728	295	5,580
Total	18,967	7,335	406	23,934	3,046	53,688

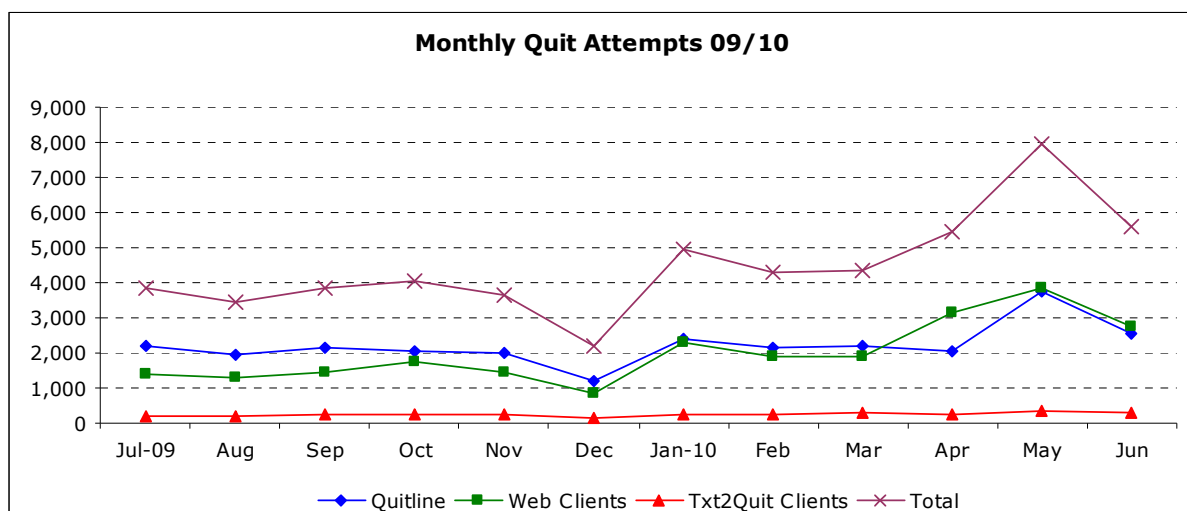


Figure 3: Monthly quit attempts by service

The total number of quit attempts in 09/10 was **53,688** including **26,708** Quitline callers, **23,934** web clients and **3,046** Txt2Quit clients. More quit attempts were recorded in the second half (**32,632**) than the first half (**21,056**) of the year. Usually Quitline and web quit attempts follow a similar pattern, they peak and trough at the same time. A notable deviation from this pattern can be seen in April where Quitline numbers dropped slightly from March while web numbers showed a steep increase. Online advertising was strong at the time.

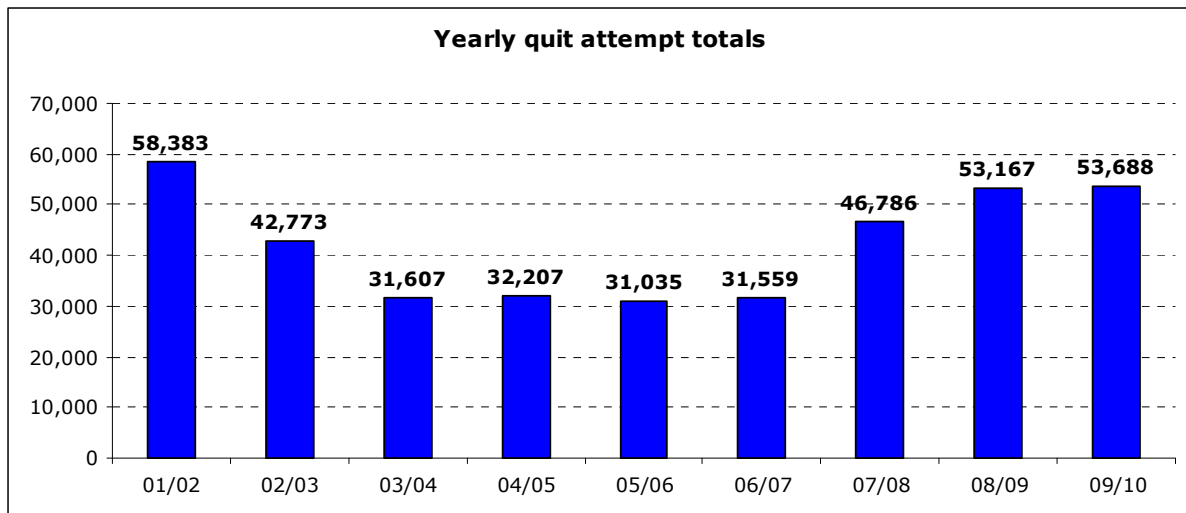


Figure 4: Yearly quit attempts

As the call volumes showed in Figure 2, the high number of client quit attempts in the 01/02 year coincide with the demand for nicotine replacement therapy after it was introduced in late 2000. Quit attempt numbers in 08/09 (**53,167**) and 09/10 (**53,688**) were very similar and reflect a significant rise in client numbers from the six years previous. The high level of online service use is likely to explain the relatively high numbers seen over the last few years.

3. Clients – Gender

Table 3: Number of quit attempts made by males and females

Month	Female	%	Male	%	Missing	%	Total
Jul-09	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
Jan-10	2,659	53.5	2,307	46.5	0	0.0	4,966
Feb	2,366	55.1	1,926	44.9	1	0.0	4,293
Mar	2,393	54.8	1,975	45.2	1	0.0	4,369
Apr	3,041	55.8	2,411	44.2	0	0.0	5,452
May	4,313	54.1	3,659	45.9	0	0.0	7,972
Jun	2,992	53.6	2,586	46.3	2	0.0	5,580
Total	28,682	53.4	24,906	46.4	100	0.2	53,688

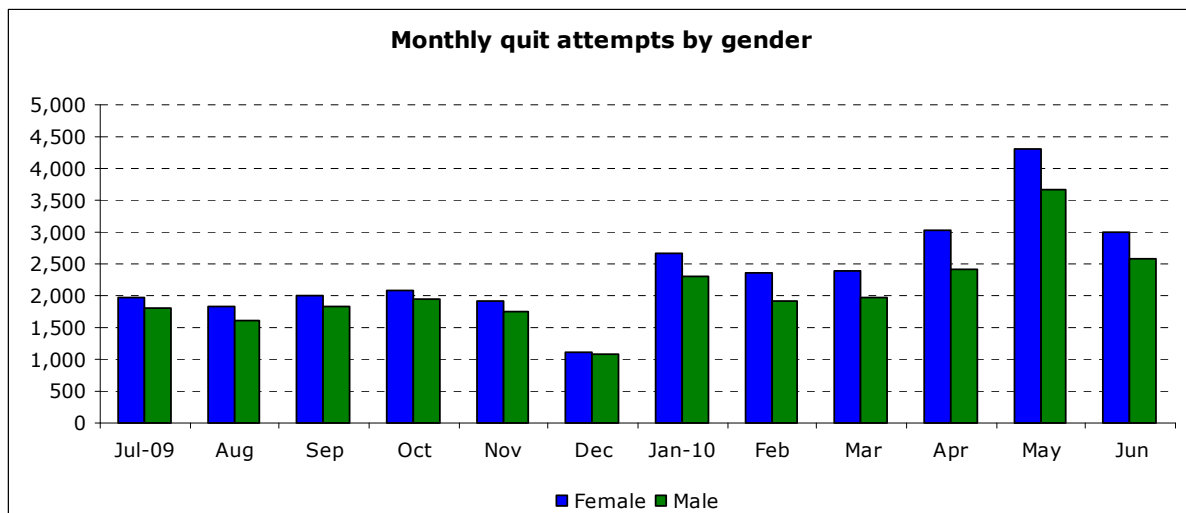


Figure 5: Monthly quit attempts gender comparison

Throughout the year more female clients (53%) began quit attempts with a Quit service than male clients (46%). This pattern is about the same each year. Looking at each month in isolation, those with more total quit attempts saw a larger gap between female and male quit attempts. April in particular saw 56% of quit attempts come from females.

4. Clients – Ethnicity

Table 4: Quit attempts – reported ethnicity

Month	Euro	%	NZ Māori	%	Pacific	%	Asian	%	MELAA ²	%	Other	%	Don't Know/Refused	%
Jul-09	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	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
Jan-10	3,300	66.5	1,007	20.3	330	6.6	193	3.9	37	0.7	444	8.9	216	4.3
Feb	2,929	68.2	881	20.5	249	5.8	146	3.4	26	0.6	372	8.7	156	3.6
Mar	2,987	68.4	898	20.6	269	6.2	152	3.5	26	0.6	387	8.9	159	3.6
Apr	3,922	71.9	1,006	18.5	235	4.3	171	3.1	20	0.4	522	9.6	178	3.3
May	5,694	71.4	1,586	19.9	392	4.9	194	2.4	33	0.4	651	8.2	276	3.5
Jun	3,896	69.8	1,095	19.6	322	5.8	196	3.5	38	0.7	464	8.3	197	3.5
Total	37,690	70.2	10,953	20.4	2,942	5.5	1,842	3.4	345	0.6	4,495	8.4	1,839	3.4

During 2009, Europeans made up the majority of quit attempts (70%), while Māori and Pacific Peoples made up 20% and 6% respectively.

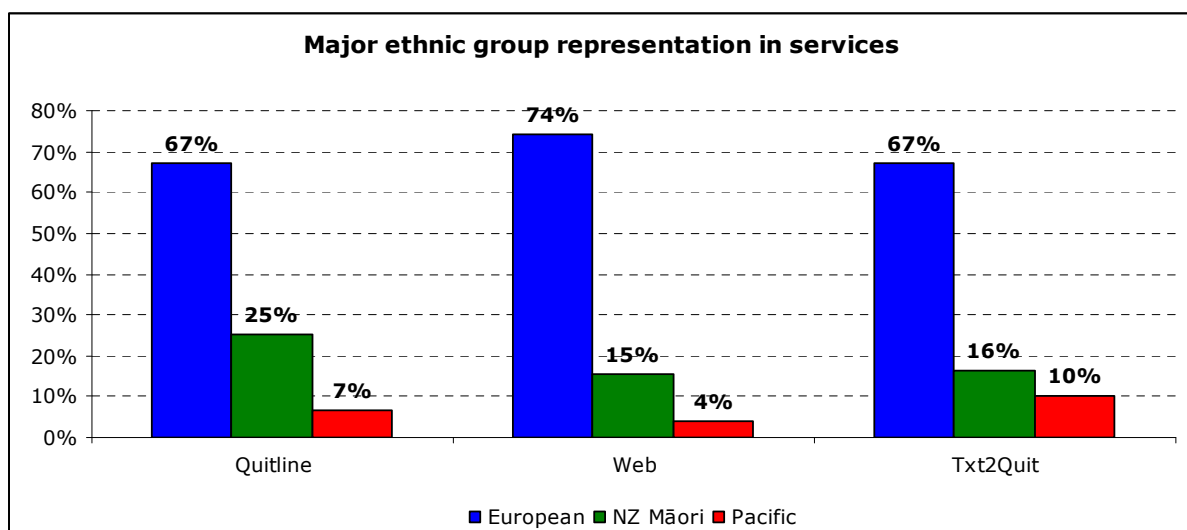


Figure 6: Major ethnicity groups and Quit services

Figure 6 shows that European clients made the majority of quit attempts, particularly in the web service. Quitline attracted larger proportions of Māori and Pacific clients. The proportion of Māori clients using Txt2Quit decreased greatly from January 2010. Before January almost a third of Txt2Quit clients identified as Maori, since January, the proportion is 5%. Taking the full 12 months into account, 16% of Txt2Quit quit attempts were made by Māori clients.

² MELAA comprises Middle Eastern, Latin American and African.

5. Māori and Pacific Clients

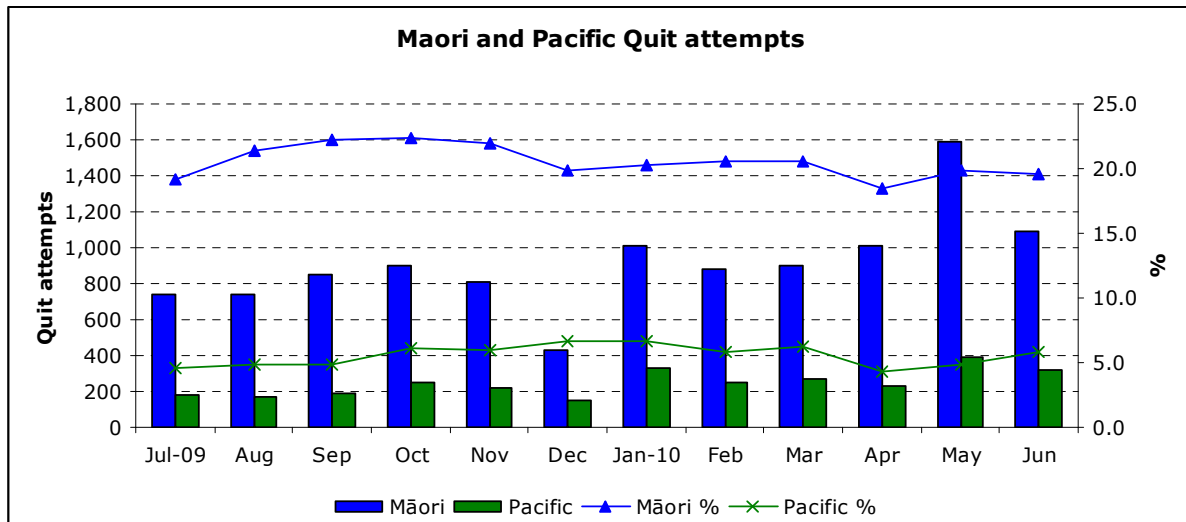


Figure 7: Monthly Māori and Pacific client quit attempts

The overall percentage of quit attempts made by Māori clients in 09/10 was 20%. The highest proportion was recorded during the September to November 2009 period, where 22% of quit attempts were made by Māori clients. Pacific clients made 6% of quit attempts. During December 2009 and January 2010, this proportion reached 7%. Māori and Pacific figures in 08/09 were very similar, at 21% and 6% respectively.

6. Pacific Clients – Breakdowns

Table 5: Breakdown of Pacific clients

Month	Samoan	%	Cook Island Māori	%	Tongan	%	Niuean	%	Tokelauan	%	Fijian	%	Other Pacific	%
Jul-09	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
Jan-10	159	48.2	80	24.2	48	14.5	30	9.1	2	0.6	24	7.3	12	3.6
Feb	117	47.0	62	24.9	33	13.3	24	9.6	5	2.0	16	6.4	12	4.8
Mar	128	47.6	57	21.2	38	14.1	25	9.3	11	4.1	26	9.7	9	3.3
Apr	120	51.1	52	22.1	32	13.6	16	6.8	7	3.0	16	6.8	4	1.7
May	199	50.8	80	20.4	58	14.8	40	10.2	9	2.3	21	5.4	5	1.3
Jun	174	54.0	66	20.5	45	14.0	29	9.0	2	0.6	17	5.3	12	3.7
Total	1,428	48.5	649	22.1	422	14.3	275	9.3	53	1.8	208	7.1	98	3.3

Almost half of Pacific Peoples' quit attempts were made by Samoan clients (49%), the next most common ethnicity was Cook Island Māori (22%) then Tongan (14%).

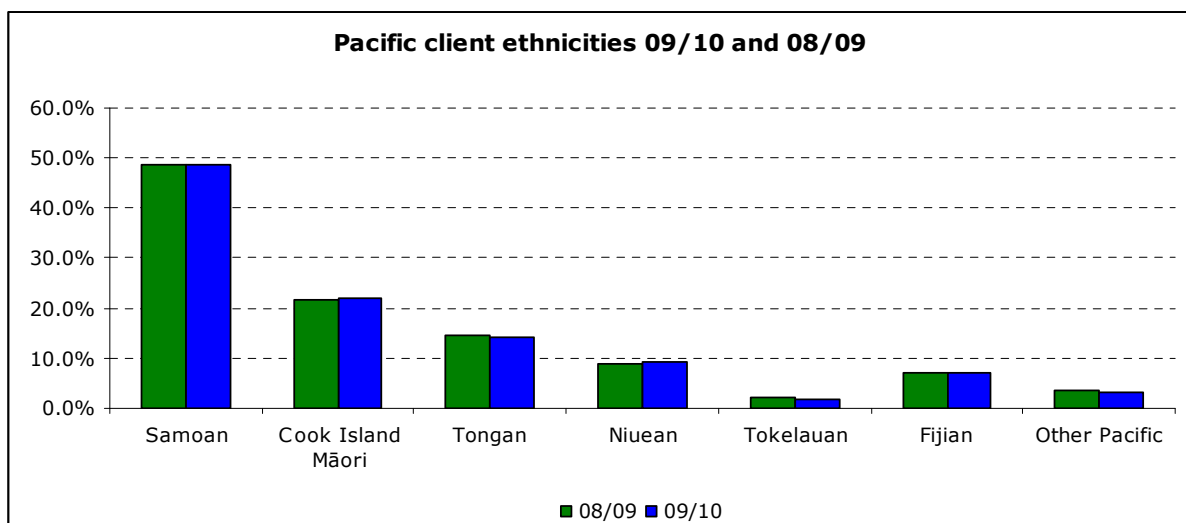


Figure 8: Breakdown of Pacific client - comparison with previous year

Figure 8 shows that the breakdown of Pacific client ethnicities in 09/10 was very similar to the previous year.

7. Client Age Groups

Table 6: Quit attempts - age groups

Age Groups	Number	%
<15	280	0.5
15-19	4,088	7.6
20-24	7,857	14.6
25-29	7,738	14.4
30-34	7,008	13.1
35-39	6,922	12.9
40-44	5,760	10.7
45-49	4,845	9.0
50-54	3,534	6.6
55-59	2,326	4.3
60-64	1,571	2.9
65+	1,506	2.8
Unidentified	253	0.5
Total	53,688	100.0

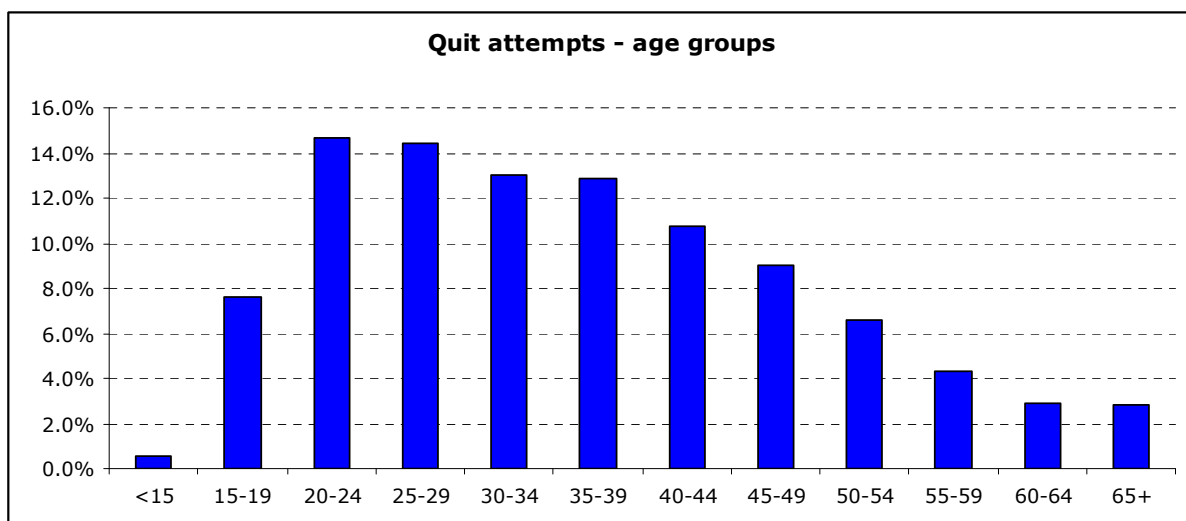


Figure 9: Quit attempts age groups

The age distribution peaked at the 20-24 age group and about two thirds of clients (66%) between 20 and 44 years old. This distribution closely reflects the target audience of The Quit Group. Older clients, 45 and older, made 26% of quit attempts in 09/10. The age profile was very similar to that seen in 08/09. There was a slightly smaller proportion of 15-19 year olds and slightly higher proportion of 25-29 year olds in 09/10.

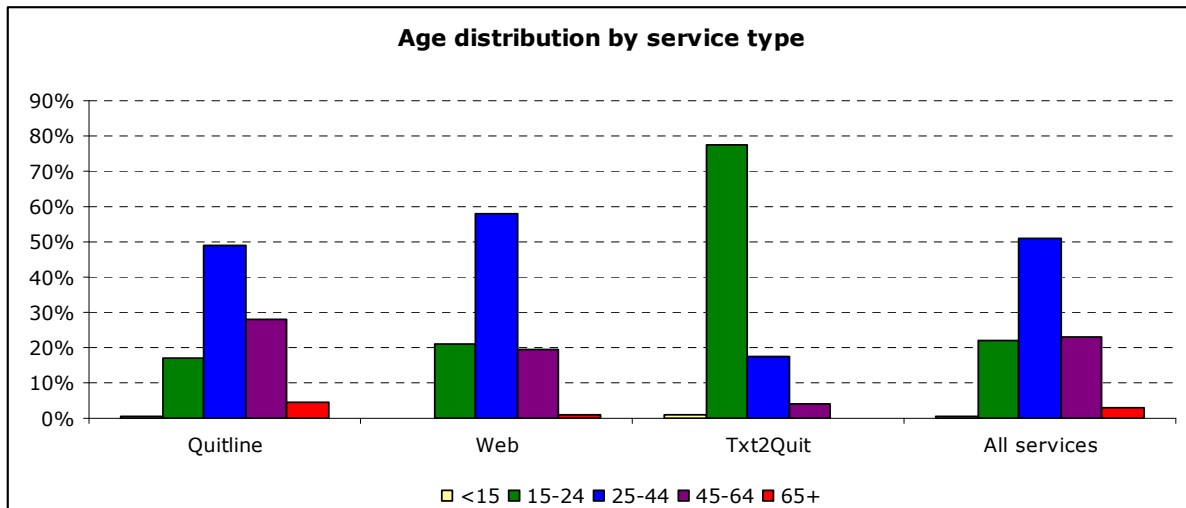


Figure 10: Age groups by service type

Comparing the age profiles of the three services, Quitline and web services were very similar, peaking in the mid range of 25-44 year olds with smaller numbers in the under 25 and 45+ age groups. The peak in the mid range was more pronounced in the web service and Quitline had a larger proportion in the over 44 group. This is not surprising as the web service is likely to be more appealing to younger clients. 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 only 5% of total quit attempts in 09/10.

8. Where New Callers Obtained the Quitline number

Table 7: Where new callers obtained the Quitline number

Media	New Callers	%
Television Advertising	4,567	24.3
Tobacco Packaging	4,257	23.5
Friends and Family	2,557	12.7
Health Worker (incl.Chemists)	1,306	7.9
Phone Book	1,161	5.1
Internet	779	2.5
Hospital	355	1.8
Radio Advertising	217	1.6
Newspaper	137	0.4
Other	1,196	5.9
Don't Know	72	0.4
Missing/Not Answered	2,363	13.9
Total	18,967	100.0

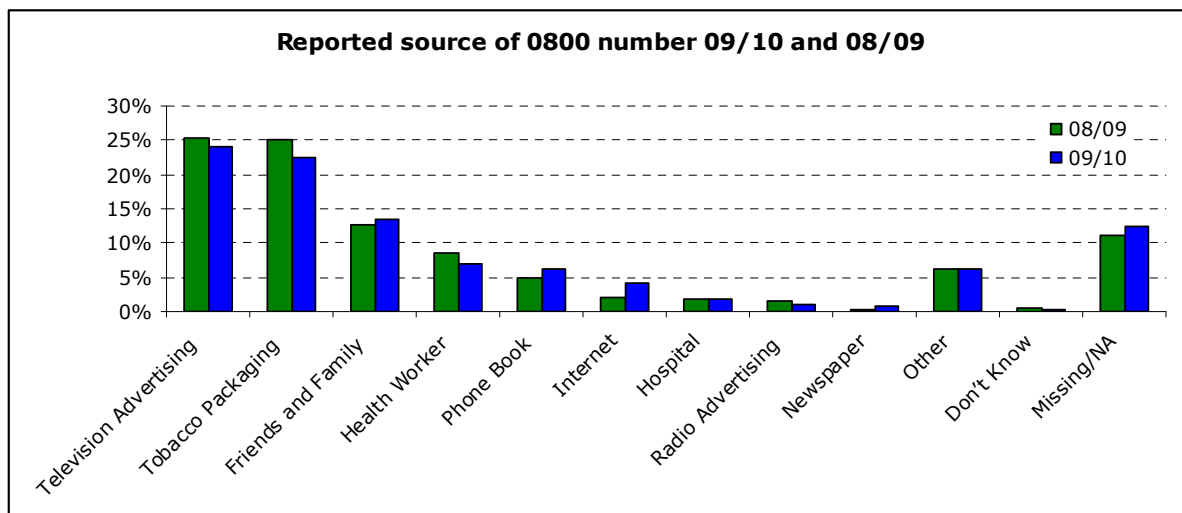


Figure 11: Where new callers obtained the Quitline number

Television advertisements and tobacco packaging were the most commonly reported sources of the Quitline 0800 number during 09/10. These sources were reported by 24% and 22% of new callers respectively although they did both drop in popularity from 08/09. Friends and family was the third most common source reported by 13% of new callers.

Overall 2009 figures are similar to 2008. The differences include an increase in proportion of clients finding the 0800 number using the phone book or internet.

9. Client Quit attempts by District Health Board (DHB)

Table 8: Quit attempts by DHB

DHB	Clients	%	NZ Smokers ³ Age 15+ (%)
Northland	1,972	3.7	4.4
Waitemata	5,650	10.5	10.1
Auckland	5,480	10.2	8.1
Counties Manukau	4,986	9.3	10.7
Waikato	4,534	8.4	9.1
Bay of Plenty	2,661	5.0	5.1
Lakes	1,328	2.5	3.1
Tairāwhiti	414	0.8	1.5
Taranaki	1,332	2.5	2.8
Hawke's Bay	1,697	3.2	4.3
Whanganui	841	1.6	1.9
MidCentral	2,499	4.7	4.4
Wairarapa	422	0.8	1.1
Capital and Coast	3,833	7.1	5.8
Hutt Valley	2,233	4.2	3.8
Nelson Marlborough	1,433	2.7	3.1
West Coast	420	0.8	1.0
Canterbury	6,615	12.3	10.8
South Canterbury	690	1.3	1.4
Otago	2,734	5.1	4.4
Southland	1,478	2.8	3.1
Not defined ⁴	436	0.8	-
Total	53,688	100.0	100.0

Table 8 shows the number of quit attempts from each DHB during 09/10. Most of the North Island quit attempts came from the Auckland Region (Waitemata, Auckland, and Counties Manukau DHB's). Canterbury DHB recorded the most quit attempts overall and is also the DHB with the largest smoking population according to 2006 census figures. Auckland, Capital and Coast and Canterbury DHBs all performed well in the sense that quit attempts from those areas were over-represented relative to the smoking population in the area. Conversely, Counties Manukau DHB was under-represented in quit attempts. All other DHB's showed a rate of quit attempts roughly relative to the smoking population in the area.

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

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