

# **The Quit Group**

## **Quit Service Client Analysis Report**

**July 2007 – June 2008**

**The Research Team**

This report presents a general overview of Quit Choice Services data for 12 months starting from July 2007. This overview is mainly based upon the extraction of information from the monthly data sheets for the period July 2007 – June 2008. The data sheets for this period may be referred to for more detailed Quit Choice Services statistics.

## 1. Quitline Calls

Table 1: Number of calls to and from the Quitline

Month	Incoming Calls			Outgoing Calls
	Gross calls	Answered Calls	Abandoned Calls <sup>1</sup>	
Jul-07	7,147	6,207	940	6,592
Aug	7,625	6,614	1,011	6,524
Sep	6,948	5,769	1,179	6,182
Oct	7,076	5,394	1,682	5,190
Nov	5,856	4,586	1,270	4,708
Dec	3,116	2,774	342	4,287
Jan-08	6,182	5,724	458	4,448
Feb	6,939	6,197	742	5,645
Mar	7,316	6,577	739	6,495
Apr	8,071	7,478	593	6,829
May	7,496	6,772	724	10,586
Jun	8,032	7,296	736	9,166
<b>Total</b>	<b>81,804</b>	<b>71,388</b>	<b>10,416</b>	<b>76,652</b>

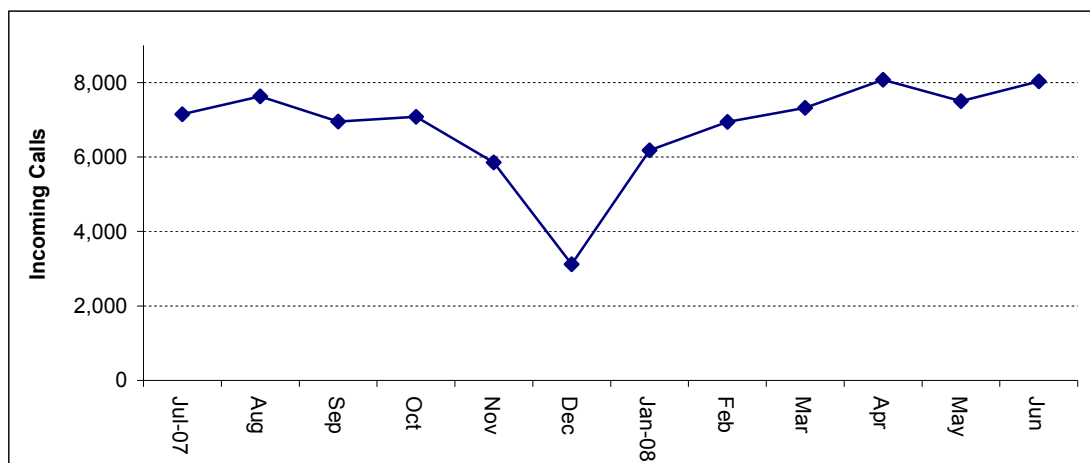


Figure 1: Monthly gross incoming calls to the Quitline

Between July 2007 and June 2008, the Quitline received a total of **81,804** incoming calls. The average number of calls per month is **6,817**. The Quitline received more calls in January - June 2008 (**44,036**) than in July – December 2007 (**37,768**). This is only partly explained by the large decline in call numbers in December.

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

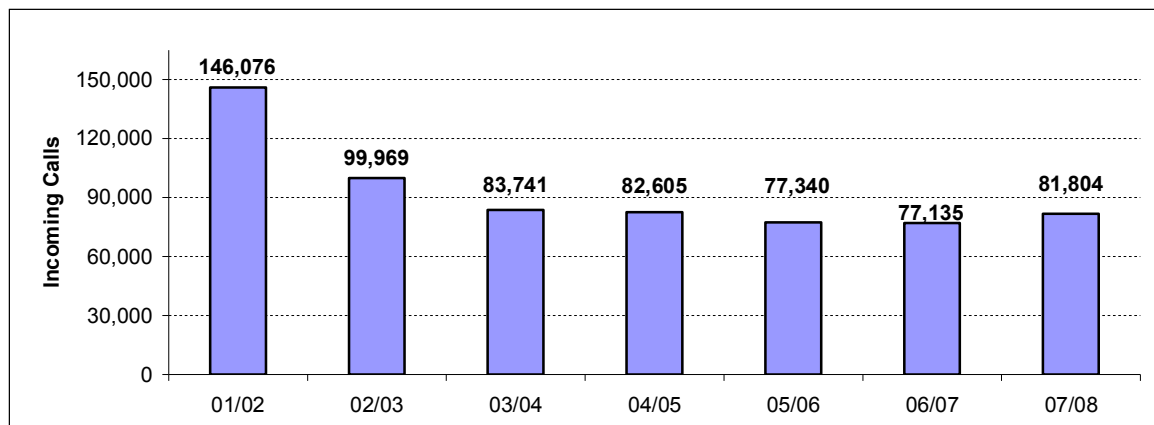


Figure 2: Annual gross incoming calls to the Quitline

The high number of incoming calls experienced in 2001/02 and 2002/03 largely coincide with the high demand for nicotine replacement therapy after it was introduced in late 2000. Incoming calls in 2007/08 increased by six percent compared with the previous 12 month period.

## 2. Client Registrations

Table 2: Total number of registrations to Quit Choice Services

Month	Quitline			Web Clients <sup>2</sup>	Txt2Quit Clients <sup>3</sup>	Total
	New Callers	Repeat Callers <sup>4</sup>	Quit Pack Callers			
Jul-07	1,875	934	92	292		3,193
Aug	1,818	906	96	271		3,091
Sep	1,854	792	48	322		3,016
Oct	1,514	767	55	770		3,106
Nov	1,334	824	27	690		2,875
Dec	723	506	10	400		1,639
Jan-08	1,689	783	30	1,379		3,881
Feb	2,014	744	19	2,070		4,847
Mar	1,734	774	45	2,287		4,840
Apr	2,093	745	27	2,575		5,440
May	1,801	737	23	2,649		5,210
Jun	1,947	680	40	2,698	283	5,648
<b>Total</b>	<b>20,396</b>	<b>9,192</b>	<b>512</b>	<b>16,403</b>	<b>283</b>	<b>46,786</b>

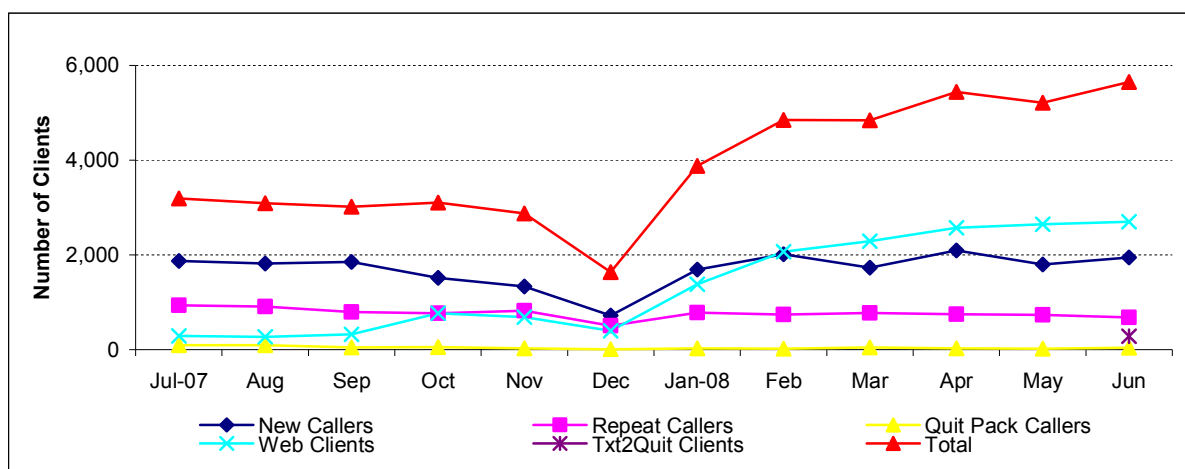


Figure 3: Monthly number of registrations

The total number of registrations was **46,786** including **30,100** Quitline callers, **16,403** web clients and **283** Txt2Quit clients. The number of registrations in the six-month period of July – December 2007 (**16,920**) was less than the number of registrations in January – June 2008 (**29,866**). This is due to the NRT Online service which was launched in October 2007 and Txt2Quit, launched on 17 June 2008.

<sup>2</sup> NRT Online was launched on 1 October 2007 so clients can order not only a Quit Pack but also NRT via The Quit Group's website.

<sup>3</sup> Txt2Quit was launched on 17 June 2008, so this data only covers the period of 17-30 June 2008.

<sup>4</sup> Prior to 2008, relapsed callers were those callers who registered with the Quitline and rang back again after 90 days. From 2008, "Relapsed callers" was changed to "Repeat callers" as the 90 days' criterion of callers ringing back was relaxed. Repeat callers are those callers who have registered with the Quitline and subsequently ring back.

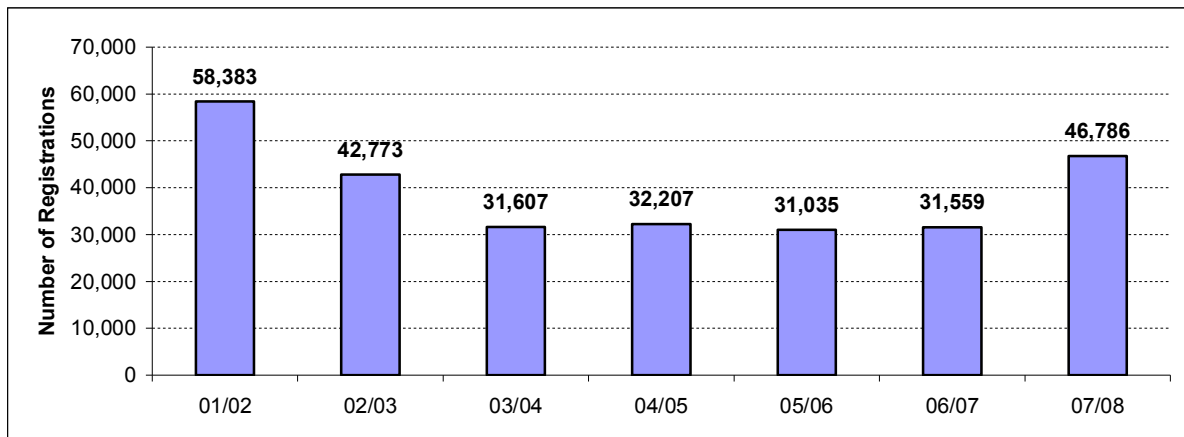


Figure 4: Annual number of registrations

As for the number of incoming calls, the high number of registrations experienced in 2001/02 and 2002/03 largely coincide with the high demand for nicotine replacement therapy after it was introduced in late 2000. The number of client registrations in 2007/08 increased by thirty-nine percent compared with the previous 12 month period.

### 3. Clients – Gender

Table 3: Number of males and females registered

Month	Female	%	Male	%	Missing	%	Total
Jul-07	1,714	53.7	1,413	44.3	66	2.1	3,193
Aug	1,726	55.8	1,327	42.9	38	1.2	3,091
Sep	1,626	53.9	1,312	43.5	78	2.6	3,016
Oct	1,646	53.0	1,426	45.9	34	1.1	3,106
Nov	1,485	51.7	1,371	47.7	19	0.7	2,875
Dec	883	53.9	749	45.7	7	0.4	1,639
Jan-08	2,061	53.1	1,800	46.4	20	0.5	3,881
Feb	2,701	55.7	2,134	44.0	12	0.2	4,847
Mar	2,557	52.8	2,253	46.5	30	0.6	4,840
Apr	2,954	54.3	2,462	45.3	24	0.4	5,440
May	2,919	56.0	2,277	43.7	14	0.3	5,210
Jun	3,078	54.5	2,543	45.0	27	0.5	5,648
<b>Total</b>	<b>25,350</b>	<b>54.2</b>	<b>21,067</b>	<b>45.0</b>	<b>369</b>	<b>0.8</b>	<b>46,786</b>

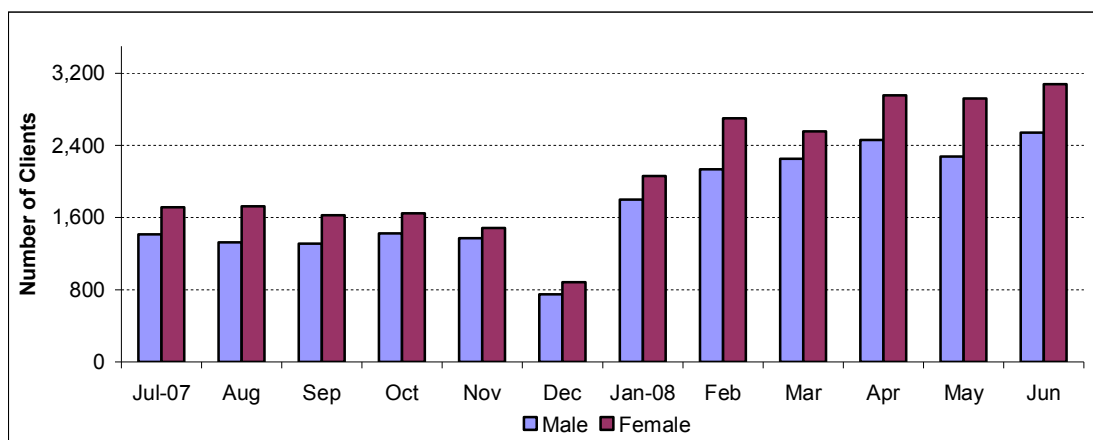


Figure 5: Monthly comparison of registered clients' gender

Throughout the year female registrations to Quitline (54%) were higher than males (45%). The gender registration differences have been consistent since 2001.

## 4. Clients – Ethnicity

Table 4: Ethnicity of registrations

Month	Euro	%	Māori	%	Pacific	%	Asian	%	MELAA <sup>5</sup>	%	Other	%	Don't know	%
Jul-07	2,345	73.4	822	25.7	222	7.0	98	3.1	41	1.3	5	0.2	68	2.1
Aug	2,259	73.1	745	24.1	172	5.6	88	2.8	26	0.8	8	0.3	100	3.2
Sep	2,117	70.2	797	26.4	155	5.1	100	3.3	20	0.7	6	0.2	66	2.2
Oct	2,266	73.0	676	21.8	210	6.8	94	3.0	29	0.9	4	0.1	102	3.3
Nov	2,079	72.3	607	21.1	156	5.4	69	2.4	26	0.9	76	2.6	189	6.6
Dec	1,203	73.4	343	20.9	54	3.3	43	2.6	9	0.5	85	5.2	75	4.6
Jan-08	2,766	71.3	870	22.4	204	5.3	104	2.7	30	0.8	180	4.6	207	5.3
Feb	3,372	69.6	1,184	24.4	250	5.2	121	2.5	56	1.2	247	5.1	209	4.3
Mar	3,482	71.9	1,018	21.0	264	5.5	151	3.1	47	1.0	228	4.7	258	5.3
Apr	3,652	67.1	1,251	23.0	327	6.0	170	3.1	47	0.9	406	7.5	287	5.3
May	3,683	70.7	1,122	21.5	266	5.1	159	3.1	43	0.8	376	7.2	212	4.1
Jun	3,979	70.4	1,206	21.4	297	5.3	159	2.8	29	0.5	432	7.6	284	5.0
<b>Total</b>	<b>33,203</b>	<b>71.0</b>	<b>10,641</b>	<b>22.7</b>	<b>2,577</b>	<b>5.5</b>	<b>1,356</b>	<b>2.9</b>	<b>403</b>	<b>0.9</b>	<b>2,053</b>	<b>4.4</b>	<b>2,057</b>	<b>4.4</b>

Between July 2007 and June 2008, Europeans made up the majority of registrations (71%), while Māori and Pacific clients made up 23% and 6% respectively of all registrations.

<sup>5</sup> MELAA comprises Middle Eastern, Latin American and African.

## 5. Māori Clients

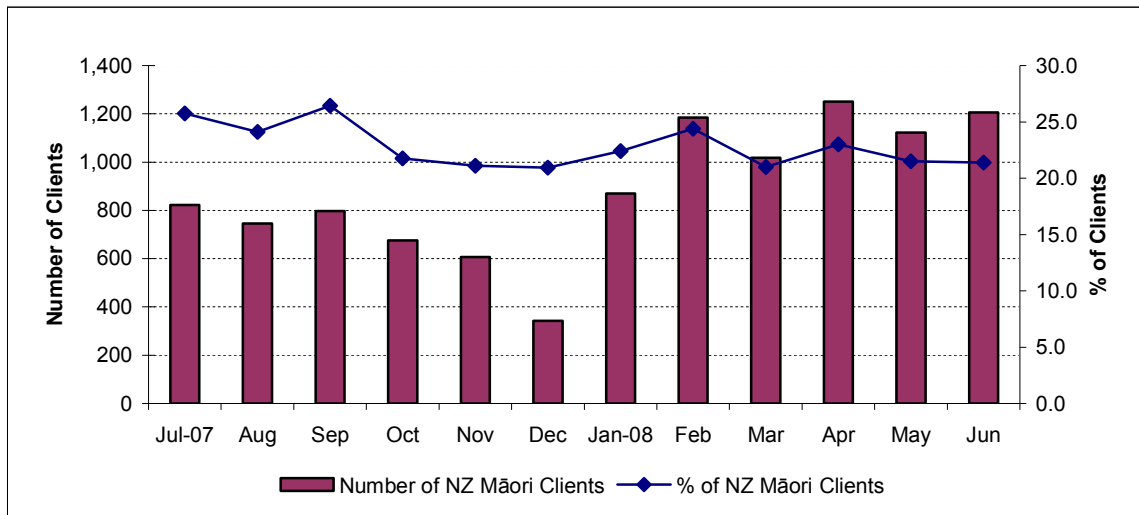


Figure 6: Monthly Māori client registrations

The overall percentage of Māori client registrations was 23 percent between July 2007 and June 2008. This is close to the overall rate of Māori registrations between July 2006 and June 2007.



## 6. Pacific Clients

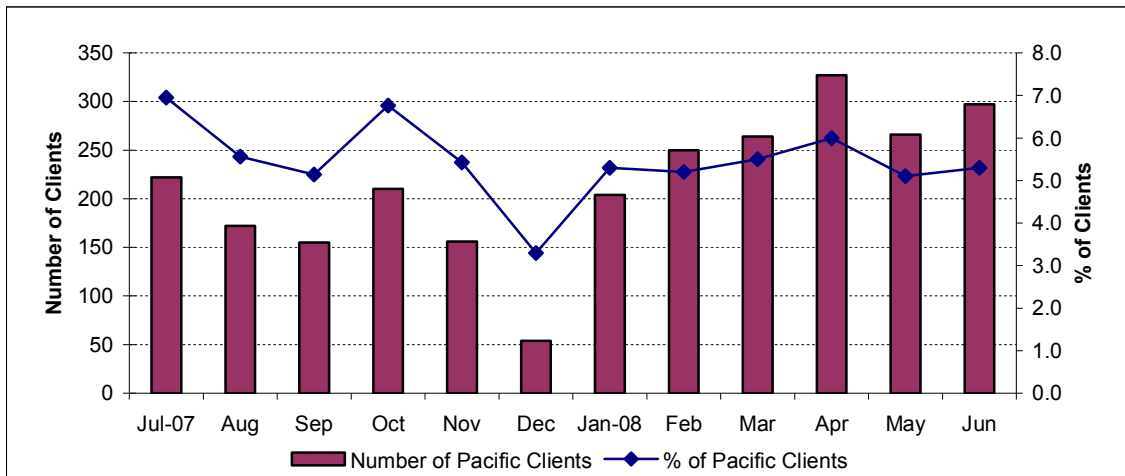


Figure 7: Monthly Pacific client registrations

Between July 2007 and June 2008, the registration rate of Pacific people was between three and seven percent. The overall percentage of Pacific registrations was six percent which is higher than the registration rate of July 2006 to June 2007 (5%).

## 7. Pacific Clients – Breakdowns

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

Month	Cook Island Māori		Tongan		Niuean		Tokelauan		Fijian		Other Pacific			
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Jul-07	78	35.1	42	18.9	23	10.4	12	5.4	7	3.2	9	4.1	51	23.0
Aug	71	41.3	46	26.7	14	8.1	13	7.6	6	3.5	15	8.7	7	4.1
Sep	70	45.2	32	20.6	21	13.5	10	6.5	4	2.6	8	5.2	10	6.5
Oct	133	63.3	32	15.2	22	10.5	9	4.3	0	0.0	11	5.2	5	2.4
Nov	74	47.4	28	17.9	28	17.9	11	7.1	3	1.9	9	5.8	3	1.9
Dec	24	44.4	7	13.0	7	13.0	3	5.6	1	1.9	8	14.8	4	7.4
Jan-08	90	44.1	35	17.2	29	14.2	20	9.8	4	2.0	17	8.3	9	4.4
Feb	116	46.4	58	23.2	30	12.0	12	4.8	3	1.2	22	8.8	10	4.0
Mar	125	47.3	56	21.2	34	12.9	21	8.0	6	2.3	16	6.1	9	3.4
Apr	165	50.5	56	17.1	54	16.5	26	8.0	3	0.9	21	6.4	9	2.8
May	130	48.9	68	25.6	44	16.5	19	7.1	3	1.1	15	5.6	8	3.0
Jun	123	41.6	78	26.4	44	14.9	28	9.5	4	1.4	20	6.8	13	4.4
<b>Total</b>	<b>1,199</b>	<b>46.5</b>	<b>538</b>	<b>20.9</b>	<b>350</b>	<b>13.6</b>	<b>184</b>	<b>7.1</b>	<b>44</b>	<b>1.7</b>	<b>171</b>	<b>6.6</b>	<b>138</b>	<b>5.4</b>

Over the last 12 months, Samoan made up the largest group of Pacific clients (47%), followed by Cook Island Māori (21%) and Tongan (14%). This distribution of Pacific clients has not changed significantly compared with the previous 12 month period.

## 8. Client Age Groups

Table 6: Registered clients' age groups

Age Groups	Number	%
<15	253	0.5
15-19	3,159	6.8
20-24	5,834	12.5
25-29	6,219	13.3
30-34	6,387	13.7
35-39	6,370	13.6
40-44	5,272	11.3
45-49	4,441	9.5
50-54	3,023	6.5
55-59	2,149	4.6
60-64	1,556	3.3
65+	1,614	3.4
Unidentified	509	1.1
<b>Total</b>	<b>46,786</b>	<b>100.0</b>

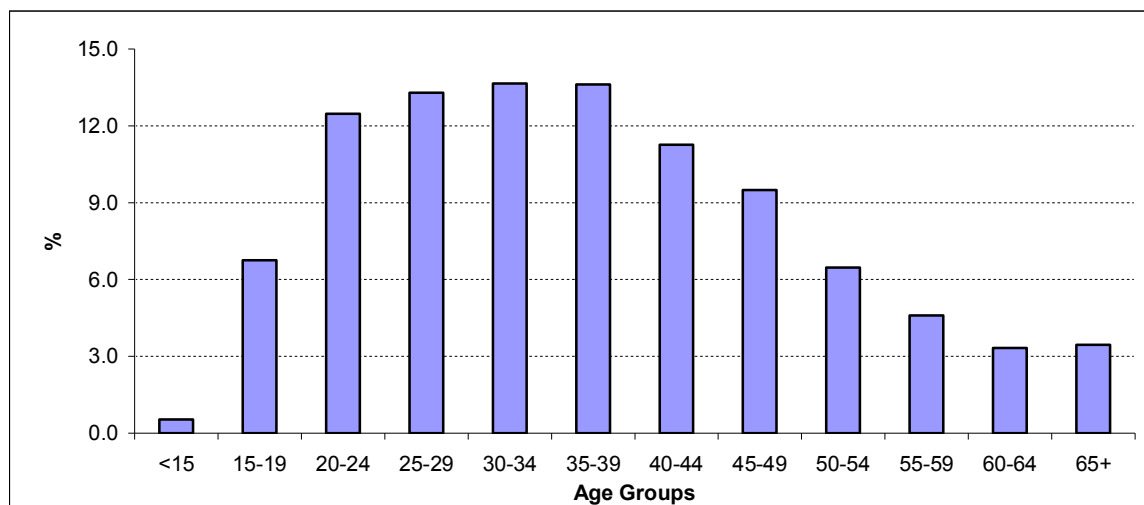


Figure 8: Registered clients' age groups

The age distribution was normal. The majority of clients were aged 25 – 44 (52%), which is the Quitline target group for media advertising. On the other hand, the target age group of Txt2Quit is 16-24 years. Twenty percent of clients were younger than 25 years of age and 27 percent of clients were 45 or older. The age profile of clients registered between July 2007 and June 2008 is similar to that of between July 2006 and June 2007.

## 9. Where New Callers Obtained the Quitline number

Table 7: Where new callers obtained the Quitline number

Media	New Callers	%
Television Advertising	6,848	33.6
Friends and Family	3,457	16.9
Cigarette Packet	3,160	15.5
Health Worker (incl.Chemists)	2,277	11.2
Phone Book	1,295	6.3
Other	1,057	5.2
Internet	831	4.1
Hospital	479	2.3
Newspaper	137	0.7
Radio Advertising	107	0.5
Don't Know	68	0.3
Missing/Not Answered	680	3.3
<b>Total</b>	<b>20,396</b>	<b>100.0</b>

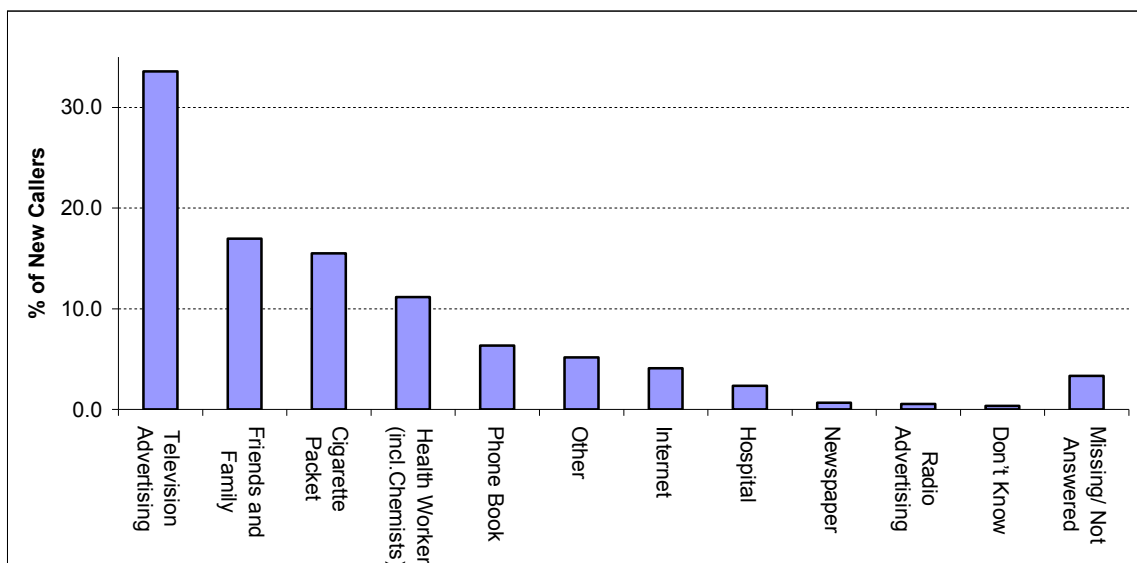


Figure 9: Where new callers obtained the Quitline number

Between July 2007 and June 2008, television advertisements and friends and family still played the strongest roles in attracting new callers to register with the Quitline. Thirty-four percent of new callers indicated that they obtained the Quitline number from television advertisements, and a further 17 percent indicated they got the number from friends and family. The percentage of new callers obtaining the Quitline number from cigarette packets significantly increased to 16% which was more than twice that of the previous 12 month period (7%) because the graphic health warnings on tobacco packaging with the Quitline number printed prominently on the back of the packaging were introduced on 28 February 2008.

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

Table 8: Client Registrations by DHB

DHB	Clients	%	NZ Smokers <sup>6</sup> Age 15+ (%)
Northland	1,791	3.8	4.4
Waitemata	4,445	9.5	10.1
Auckland	4,684	10.0	8.1
Counties Manukau	4,345	9.3	10.7
Waikato	4,138	8.8	9.1
Bay of Plenty	2,456	5.2	5.1
Lakes	1,367	2.9	3.1
Tairāwhiti	410	0.9	1.5
Taranaki	1,304	2.8	2.8
Hawke's Bay	2,211	4.7	4.3
Whanganui	776	1.7	1.9
MidCentral	2,041	4.4	4.4
Wairarapa	371	0.8	1.1
Capital and Coast	3,301	7.1	5.8
Hutt Valley	1,802	3.9	3.8
Nelson Marlborough	957	2.0	3.1
West Coast	401	0.9	1.0
Canterbury	5,119	10.9	10.8
South Canterbury	524	1.1	1.4
Otago	2,383	5.1	4.4
Southland	1,083	2.3	3.1
Not defined <sup>7</sup>	877	1.9	-
<b>Total</b>	<b>46,786</b>	<b>100.0</b>	<b>100.0</b>

Table 8 shows the number of client registrations from each DHB for the period July 2007 – June 2008. Clients from the Auckland Region DHBs (Waitemata, Auckland, Counties Manukau and Waikato) dominated the North Island in terms of registering with Quit Services while Canterbury DHB recorded the most registrations in the South Island. These percentages are similar to the distribution of New Zealand smokers from the 2006 Census.

<sup>6</sup> Source: 2006 Census – New Zealand smokers (Age 15+ years) population by DHB.

<sup>7</sup> The geo-coding system was unable to code some addresses - most of these are rural delivery addresses.