

# Quitline Callers and District Health Boards (DHBs), 2006

## Fact Sheet He Pūrongo Meka

Prepared by  
The Quit Group  
Nā Te Roopū Me Mutu  
February 2008

[www.quit.org.nz](http://www.quit.org.nz)  
Quitline: 0800 778 778

The Quit Group  
TE ROOPU ME MUTU

[www.quit.org.nz](http://www.quit.org.nz)



The Quit Group runs the national Quitline on contract to the Ministry of Health. Quitline is a free telephone smoking cessation service that offers smokers wanting to quit written information, advice over the phone, and heavily subsidised nicotine replacement therapy (NRT). Between 2003 and 2006, an average of just over 32,000 callers registered with Quitline each year.

This fact sheet contains information on the demographic of Quitline callers registered in 2006 for each District Health Board (DHB). Data from the 2006 Census of Population and Dwellings (Census) on adult smokers aged 15 or over is also included in some tables to compare New Zealand's adult smokers with those who used Quitline in 2006 for cessation support.

### Number and Type of Callers

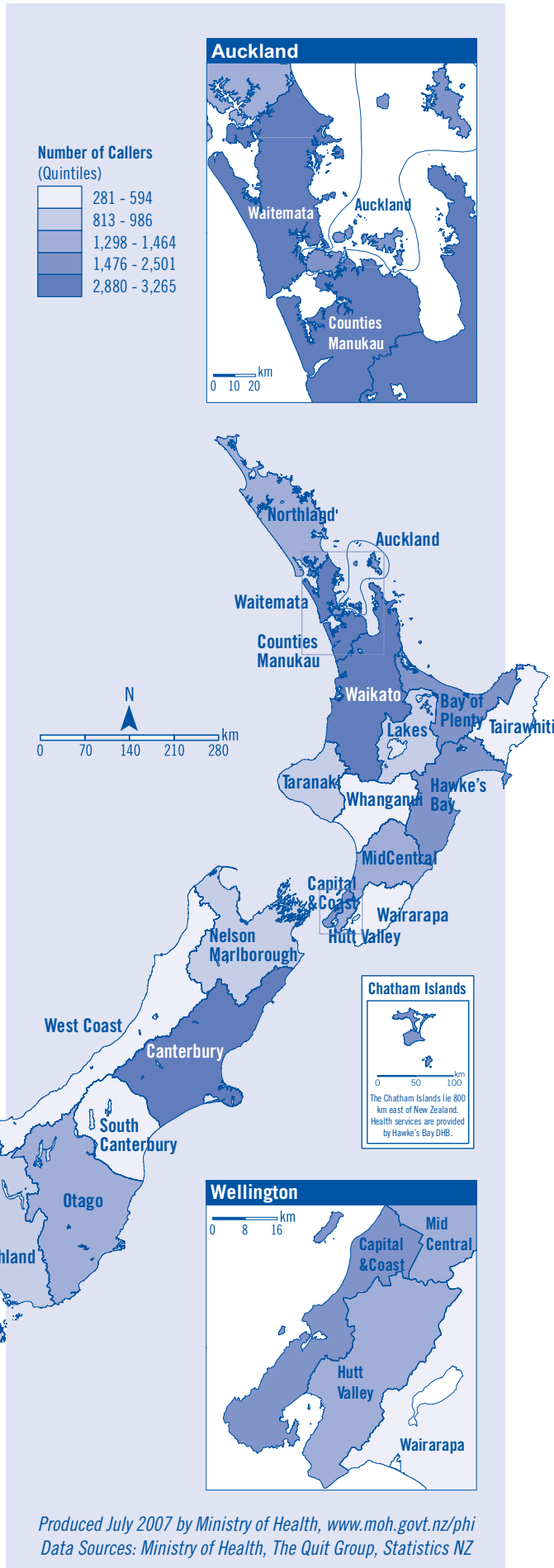
Of the 32,555 callers who registered with Quitline in 2006, 19,149 (59%) were new callers, 8,485 (26%) relapsed callers, and 4,921 (15%) Quit Pack callers.

#### Definitions of Quitline caller types

- > *New callers are first-time callers to Quitline who register with the programme and receive support from Quit Advisors.*
- > *Relapsed callers are those who have previously registered and contact Quitline again to give quitting another go.*
- > *Quit Pack callers ask for quitting information only, and register for information either by phone or via the internet.*
- The distribution of callers largely reflected the population distribution of New Zealand as a whole, with more callers from urban centres and fewer from rural areas.
- Canterbury and Waitematā DHBs had the highest proportion of callers (10% each).
- 28% of callers came from the three Auckland region DHBs: Waitematā (10%), Counties Manukau (10%) and Auckland (8%).

Figure 1. Distribution of Quitline callers by DHB, 2006



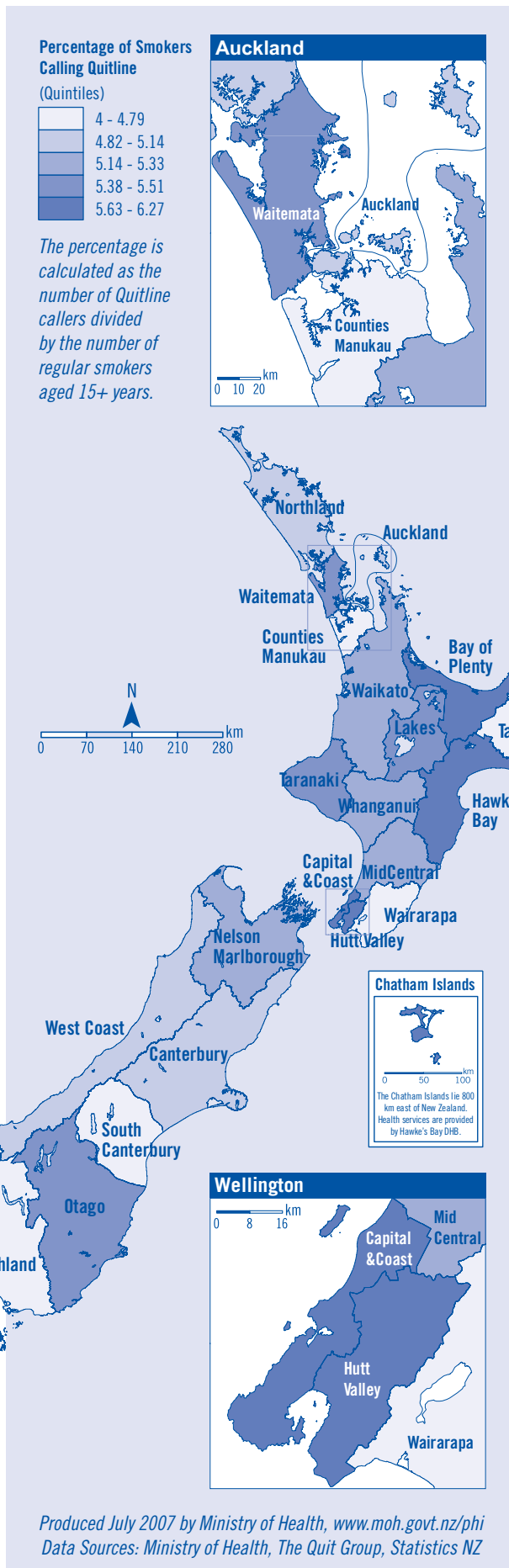
- The lowest proportion of callers came from Whanganui (2%), South Canterbury (1%), Tairāwhiti (1%), Wairarapa (1%) and the West Coast (1%) DHBs.
- In 2006 an average of 2,713 callers a month were registered with Quitline, with an average of over 270 callers a month from each of Canterbury and Waitematā DHBs.
- In general, smokers called Quitline in proportions very similar to the Census adult smoker population.

Table 1. Percentage of new, relapsed, Quit Pack and total callers by DHB, 2006

DHB	New callers	Relapsed callers	Quit Pack callers	Total callers	Census data – % smokers by DHB
Northland	4.3	4.2	3.4	4.1	4.4
Waitematā	10.5	9.3	11.6	10.3	10.1
Auckland	7.7	7.7	9.6	8.0	8.1
Counties Manukau	10.5	8.0	9.6	9.7	10.7
Waikato	9.2	9.3	9.1	9.2	9.1
Bay of Plenty	5.7	5.7	4.8	5.5	5.1
Lakes	3.2	3.4	2.5	3.1	3.1
Tairāwhiti	1.1	1.0	1.2	1.1	1.5
Taranaki	2.9	3.0	2.7	2.9	2.8
Hawke's Bay	4.9	4.6	4.4	4.7	4.3
Whanganui	1.9	2.3	1.4	1.9	1.9
MidCentral	4.3	5.1	3.6	4.4	4.4
Wairarapa	0.9	1.3	1.0	1.0	1.1
Capital and Coast	6.4	7.3	8.2	6.9	5.8
Hutt Valley	3.9	4.1	5.0	4.1	3.8
Nelson Marlborough	3.1	3.5	2.4	3.1	3.1
West Coast	0.8	1.1	0.8	0.9	1.0
Canterbury	10.6	10.0	10.6	10.4	10.8
South Canterbury	1.3	1.5	0.7	1.3	1.4
Otago	4.3	5.5	4.6	4.7	4.4
Southland	2.6	2.4	2.8	2.6	3.1

- Callers are excluded from this table when their addresses can not be geo-coded by the electronic system (n=1,222). Most of these are rural delivery addresses or P.O. Box numbers.

**Figure 2. Percent of adult smokers calling Quitline by DHB, 2006**



## Ethnicity of Callers, July – December 2006

In July 2006 Quitline changed the way ethnicity data was collected and reported. Ethnicity categories were changed to match the ethnicity classification standards recommended by Statistics New Zealand.<sup>1</sup> Therefore only six months' ethnicity data is presented in this fact sheet. It is not compulsory for Quitline users to disclose their ethnicity, and they may identify themselves with more than one ethnic group.

- Ethnic variation across DHBs may reflect the ethnic compositions of populations around New Zealand.
- 24% of callers identified themselves as New Zealand Māori, 77% as European, 6% as Pacific, 3% as Asian, 1% as Middle Eastern/Latin American/African (MELAA) and 1% as Other.
- Overall, the proportion of Māori Quitline callers and Māori smokers in the population were very similar.
- The proportion of New Zealand Māori callers varied widely between DHBs, with 60% and 45% of callers from Tairarapa and Lakes identifying themselves as Māori compared with 12% and 10% from South Canterbury and Otago.
- Māori callers were under-represented in some DHBs, such as the Bay of Plenty, Hawke's Bay, Northland, Waikato and Wairarapa.
- In contrast, Māori callers were over-represented in some DHBs such as South Canterbury, Capital and Coast, Southland and Auckland.
- There was a greater proportion of European callers than the national average in the West Coast (97%) and Otago (90%) DHBs, and less than the national average in Tairarapa (54%) and Counties Manukau (56%).
- The proportion of Pacific callers also varied widely, with 20% and 10% from Counties Manukau and Auckland DHBs identifying themselves as Pacific, compared with less than 1% from Tairarapa, Wairarapa and the West Coast.
- There was a higher proportion of Asian callers from the Auckland (10%) and Counties Manukau (7%) DHBs compared with less than 1% from Tairarapa, Hawke's Bay, and Otago DHBs, and none from the West Coast.
- In the Auckland DHB, 3% of callers identified themselves as MELAA, which is higher than the national average of 1%.

<sup>1</sup> Statistics New Zealand (2005) *Statistical Standard of Ethnicity 2005*. Wellington: Statistics New Zealand.

Table 2. Percentage of callers per DHB by ethnicity, July – December 2006

DHB	Census data						
	% Māori of total smokers	NZ Māori	European	Pacific	Asian	MELAA	Other
Northland	44.4	40.5	69.5	2.1	1.0	0.3	0.2
Waitematā	16.3	18.4	79.1	7.0	5.3	1.2	1.2
Auckland	15.3	17.3	71.5	9.9	10.0	2.7	1.1
Counties Manukau	29.1	31.1	55.7	19.5	7.0	1.2	0.9
Waikato	32.2	29.5	75.9	2.3	1.5	0.2	1.0
Bay of Plenty	38.4	34.3	75.5	2.2	1.1	0.4	0.4
Lakes	47.2	44.6	66.1	2.7	1.1	0.4	0.2
Tairāwhiti	61.0	59.6	54.0	0.6	0.6	0.6	1.2
Taranaki	23.8	23.5	85.3	2.0	1.5	0.0	1.0
Hawke's Bay	35.1	31.2	77.1	1.8	0.6	0.9	0.9
Whanganui	34.4	32.3	76.0	3.8	1.1	0.0	1.5
MidCentral	25.7	24.7	79.6	3.1	2.1	0.9	1.2
Wairarapa	21.2	14.7	89.3	0.7	2.0	0.0	0.7
Capital and Coast	17.7	19.8	77.3	8.1	3.8	1.0	1.5
Hutt Valley	25.3	23.3	75.8	8.8	2.5	1.3	1.6
Nelson Marlborough	14.4	14.1	88.0	1.8	1.1	0.7	0.5
West Coast	12.3	19.1	97.4	0.0	0.0	0.0	0.9
Canterbury	12.6	13.6	87.2	3.1	2.2	0.6	1.0
South Canterbury	9.2	12.0	87.4	1.7	1.7	1.1	0.6
Otago	10.2	9.7	90.3	2.0	0.9	0.5	1.1
Southland	16.0	18.0	83.7	1.8	3.0	0.6	0.0
Not defined*	-	19.5	68.8	4.2	6.5	0.5	0.5
Total	24.3	24.2	76.5	5.6	3.3	0.8	0.9

- Not defined is when the geo-coding system is unable to code an address. Most of these are rural delivery addresses or P.O. Box numbers.
- MELAA = Middle Eastern/Latin American/African
- Total response is used and people may identify with more than one ethnicity, hence the total percentage may exceed 100%. Quitline callers who did not disclose ethnicity or who are unidentified are not included in the denominator to calculate the percent (n=330).

## Gender of Callers

- Nationally, an average of 56% of Quitline callers were women and 44% were men.
- In the Bay of Plenty, Tairāwhiti, Wairarapa and West Coast DHBs, over 60% of callers were female.

Table 3. Percentage of callers by gender, 2006

DHB	Male	Female
Northland	40.5	59.5
Waitematā	46.7	53.3
Auckland	48.3	51.7
Counties Manukau	43.3	56.7
Waikato	42.5	57.5
Bay of Plenty	39.5	60.5
Lakes	40.5	59.5
Tairāwhiti	38.1	61.9
Taranaki	40.2	59.8
Hawke's Bay	40.0	60.0
Whanganui	43.8	56.2
MidCentral	40.7	59.3
Wairarapa	39.0	61.0
Capital and Coast	45.2	54.8
Hutt Valley	46.0	54.0

DHB	Male	Female
Nelson Marlborough	45.0	55.0
West Coast	38.8	61.2
Canterbury	46.6	53.4
South Canterbury	46.5	53.5
Otago	46.0	54.0
Southland	46.7	53.3
Not defined*	47.7	52.3
Total	44.1	55.9

- Not defined is when the geo-coding system is unable to code an address. Most of these are rural delivery addresses or P.O. Box numbers.
- Callers who did not disclose gender or who were unidentified are not included in the denominator to calculate the percent (n=783).

## Age of Callers

- The age of Quitline callers was normally distributed. Most were in the 25–44 year age group (50%). This is the age group targeted by the Quit Group's media campaigns.
- 23% of callers were 15–24 years old, and another 23% were 45–64 years old.
- MidCentral, Otago and Southland DHBs had more young callers than the national average, with over 26% aged 15–24.
- Less than 1% of callers were under 15 years old. However, higher proportions of those under 15 called from Whanganui, the West Coast and Southland DHBs.
- Northland and South Canterbury DHBs had a lot more older callers than the national average, with 29% and 24% respectively aged 45–64 years old, and 5% and 7% aged 65 or over.

Table 4. Percentage of callers by age group, 2006

DHB	<15	15–24	25–44	45–64	65+
Northland	0.7	19.0	46.0	29.4	4.9
Waitematā	0.7	20.3	52.2	23.8	2.9
Auckland	0.2	21.2	53.5	22.6	2.5
Counties Manukau	0.9	21.7	52.1	22.7	2.7
Waikato	0.7	22.8	48.8	24.0	3.8
Bay of Plenty	0.5	19.1	50.4	26.6	3.4
Lakes	0.6	21.4	50.1	25.0	2.9
Tairāwhiti	0.3	24.3	49.6	23.5	2.3
Taranaki	0.9	22.0	52.1	22.4	2.6
Hawke's Bay	1.2	20.2	52.6	23.5	2.5
Whanganui	1.4	18.8	50.9	24.6	4.3
MidCentral	1.0	27.3	44.8	23.4	3.5
Wairarapa	0.7	22.1	50.5	22.4	4.3
Capital and Coast	0.8	25.2	52.4	19.6	2.1
Hutt Valley	1.3	23.0	51.5	21.7	2.5
Nelson Marlborough	0.9	19.9	52.9	23.1	3.3
West Coast	1.5	22.8	43.8	27.6	4.4
Canterbury	1.0	25.6	50.0	19.3	4.1
South Canterbury	1.3	24.4	43.3	24.1	6.8
Otago	0.7	26.7	45.1	24.3	3.2
Southland	1.4	28.5	49.2	18.0	3.0
Not defined*	1.0	21.9	50.1	23.9	3.2
Total	0.8	22.6	50.3	23.0	3.2

- Not defined is when the geo-coding system is unable to code an address. Most of these are rural delivery addresses or P.O. Box numbers.
- Callers who did not disclose gender or who were unidentified are not included in the denominator to calculate the percent (n=1,106).

## Appendix

Table A1. Number of new, relapsed, Quit Pack and total callers by DHB, 2006

DHB	New callers	Relapsed callers	Quit Pack callers	Total callers
Northland	792	347	159	1298
Waitematā	1919	769	552	3240
Auckland	1405	641	455	2501
Counties Manukau	1926	665	456	3047
Waikato	1677	771	432	2880
Bay of Plenty	1034	477	226	1737
Lakes	585	282	119	986
Tairāwhiti	209	83	57	349
Taranaki	523	245	128	896
Hawke's Bay	890	378	208	1476
Whanganui	341	187	66	594
MidCentral	791	421	172	1384
Wairarapa	160	104	49	313
Capital and Coast	1163	604	387	2154
Hutt Valley	721	338	239	1298
Nelson Marlborough	559	290	115	964
West Coast	149	94	38	281
Canterbury	1938	826	501	3265
South Canterbury	238	122	33	393
Otago	792	454	218	1464
Southland	478	203	132	813
Not defined*	859	184	179	1222
Total	19,149	8,485	4,921	32,555

- Not defined is when the geo-coding system is unable to code an address. Most of these are rural delivery addresses or P.O. Box numbers.

Table A2. Number of callers by ethnicity, July – December, 2006

DHB	NZ Māori	Euro-pean	Pacific	Asian	MELAA	Other	Unident-ified
Northland	250	429	13	6	2	1	14
Waitematā	251	1079	96	72	16	16	37
Auckland	188	776	107	109	29	12	28
Counties Manukau	394	705	247	89	15	11	39
Waikato	366	941	29	19	2	13	19
Bay of Plenty	270	595	17	9	3	3	13
Lakes	201	298	12	5	2	1	9
Tairāwhiti	96	87	1	1	1	2	3
Taranaki	94	341	8	6	0	4	7
Hawke's Bay	214	528	12	4	6	6	20
Whanganui	85	200	10	3	0	4	5
MidCentral	143	461	18	12	5	7	13
Wairarapa	22	134	1	3	0	1	3
Capital and Coast	187	730	76	36	9	14	22
Hutt Valley	130	422	49	14	7	9	9
Nelson Marlborough	62	388	8	5	3	2	7

► **Table A2. Total number of callers by ethnicity, July – December, 2006 (cont)**

DHB	NZ Māori	Euro-pean	Pacific	Asian	MELAA	Other	Unident-ified
West Coast	22	112	0	0	0	1	5
Canterbury	191	1229	43	31	8	14	29
South Canterbury	21	153	3	3	2	1	5
Otago	62	575	13	6	3	7	7
Southland	61	283	6	10	2	0	8
Not defined*	42	148	9	14	1	1	28
<b>Total</b>	<b>3,352</b>	<b>10,614</b>	<b>778</b>	<b>457</b>	<b>116</b>	<b>130</b>	<b>330</b>

- Not defined is when the geo-coding system is unable to code an address. Most of these are rural delivery addresses or P.O. Box numbers.
- MELAA = Middle Eastern/Latin American/African.
- Quitline callers may identify themselves with more than one ethnicity.

**Table A3. Number of callers by gender, 2006**

DHB	Male	Female	Unidentified
Northland	515	757	26
Waitematā	1485	1695	60
Auckland	1184	1268	49
Counties Manukau	1295	1697	55
Waikato	1206	1632	42
Bay of Plenty	676	1034	27
Lakes	395	581	10
Tairāwhiti	130	211	8
Taranaki	349	520	27
Hawke's Bay	581	870	25
Whanganui	256	328	10
MidCentral	555	809	20
Wairarapa	121	189	3
Capital and Coast	957	1162	35
Hutt Valley	585	686	27
Nelson Marlborough	429	524	11
West Coast	106	167	8
Canterbury	1491	1708	66
South Canterbury	178	205	10
Otago	663	778	23
Southland	369	421	23
Not defined*	479	525	218
<b>Total</b>	<b>14,005</b>	<b>17,767</b>	<b>783</b>

- Not defined is when the geo-coding system is unable to code an address. Most of these are rural delivery addresses or P.O. Box numbers.

**Table A4. Number of callers by age group, 2006**

DHB	<15	15–24	25–44	45–64	65+	Unident-ified
Northland	9	242	588	375	63	21
Waitematā	21	635	1631	745	92	116
Auckland	5	510	1287	544	59	96
Counties Manukau	27	644	1548	673	79	76
Waikato	19	638	1367	673	107	76
Bay of Plenty	9	323	853	451	57	44
Lakes	6	207	484	242	28	19
Tairāwhiti	1	83	169	80	8	8
Taranaki	8	190	449	193	22	34
Hawke's Bay	17	294	765	341	36	23
Whanganui	8	110	298	144	25	9
MidCentral	13	370	606	317	48	30
Wairarapa	2	67	153	68	13	10
Capital and Coast	17	528	1098	411	43	57
Hutt Valley	16	288	644	271	31	48
Nelson Marlborough	8	187	498	217	31	23
West Coast	4	62	119	75	12	9
Canterbury	32	809	1576	609	129	110
South Canterbury	5	93	165	92	26	12
Otago	10	381	645	347	46	35
Southland	11	222	383	140	23	34
Not defined*	10	220	504	240	32	216
<b>Total</b>	<b>258</b>	<b>7,103</b>	<b>15,830</b>	<b>7,248</b>	<b>1,010</b>	<b>1,106</b>

- Not defined is when the geo-coding system is unable to code an address. Most of these are rural delivery addresses or P.O. Box numbers.

© The Quit Group 02/2008

Code: FS005

**The Quit Group**  
TE ROOPU ME MUTU

.....  
[www.quit.org.nz](http://www.quit.org.nz)

