



Media Release

9 January 2012

RECORD NEW YEARS FOR QUITLINE WITH OVER 2,400 PEOPLE QUITTING IN FIRST WEEK OF 2012

National stop-smoking support service Quitline has reported a record number of people using its services in the first week of January 2012.

"2,422 people from around the country have signed up to our telephone and web-based support in the first seven days of 2012. This is a 5% increase on the same period last year and January 2011 was an extremely busy month," said Quitline's Market Research and Communications Manager, Bruce Bassett.

Of the 2,422 people who contacted Quitline, 509 were Māori and 133 were Pacific peoples. "This is particularly pleasing given the high number of smokers among these populations" said Mr. Bassett.

The majority of those who registered with Quitline came from the Auckland DHB, Canterbury DHB, Southern DHB and Counties Manukau DHB areas, followed closely by the Waitemata DHB, Capital and Coast DHB and Waikato DHB areas.

While Quitline research finds that most people giving up want to quit for family or health reasons, the recent tobacco price rise has undoubtedly provided the trigger that some smokers needed. "Tobacco products have risen by more than the 10% tax increase, and this has been a shock to a lot of people. The cost of a pack of 20 cigarettes has increased by about \$2 (from \$12.60 to \$14.40 or from \$14.40 to \$16.50) and 30g of loose tobacco by around \$4.50 (from \$26.50 to \$31 or from \$27 to \$31.50). This is a big hit to people's wallets," continued Mr. Bassett.

In January 2011, when the second of the three tiered increases on tobacco tax came into effect, 9,383 people quit smoking with Quitline's help. This is double the number of people the organisation supported in January 2010.

Those who use Quitline support are up to five times more likely to succeed than going it alone. Eighty percent of smokers wished they'd never started smoking and Quitline expects to be very busy for all of January 2012.

Anyone seeking support can call Quitline for free on 0800 778 778 or visit www.quit.org.nz for online support and to register for Txt2Quit, a free text-based service.

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Media contact

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Interviews

To schedule an interview with Quitline or people who have successfully quit smoking with the help of Quitline, please contact Sarah Woods.

BREAKDOWN OF REGISTRATIONS BY DHB AREA

Auckland DHB	289
Canterbury DHB	267
Southern DHB	235
Counties Manukau DHB	224
Waitemata DHB	218
Capital and Coast DHB	192
Waikato DHB	182
Bay of Plenty DHB	117
Hutt DHB	115
Midcentral DHB	111
Hawkes Bay DHB	104
Northland DHB	72
Taranaki DHB	65
Nelson Marlborough DHB	57
Lakes DHB	42
Whanganui DHB	41
Sth Canterbury DHB	33
West Coast DHB	24
Wairarapa DHB	17
Tairāwhiti DHB	9
Unknown DHB	7
South Canterbury DHB	1