

Quitline Caller Registrations from DHBs (July - September 2009)

Number DHB	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients <sup>a</sup>				Total clients			
	July	August	September	Total	July	August	September	Total	July	August	September	Total	July	August	September	Total	July	August	September	Total	July	August	September	Total
Northland	57	57	58	172	28	22	22	72	1	0	2	3	63	38	40	141	5	7	9	21	154	124	131	409
Waitemata	134	135	134	403	44	40	50	134	2	1	3	6	160	148	227	535	14	14	20	48	354	338	434	1126
Auckland	184	153	167	504	51	46	49	146	1	1	3	5	161	173	181	515	28	17	30	75	425	390	430	1245
Counties Manukau	118	142	158	418	47	38	43	128	1	3	3	7	127	113	122	362	17	27	23	67	310	323	349	982
Waikato	132	109	148	389	58	41	43	142	1	4	1	6	85	107	100	292	19	23	23	65	295	284	315	894
Bay of Plenty	79	79	89	247	33	21	22	76	2	0	0	2	67	49	59	175	5	7	12	24	186	156	182	524
Lakes	47	38	38	123	24	14	14	52	2	1	1	4	35	24	23	82	9	6	9	24	117	83	85	285
Tairāwhiti	14	10	10	34	1	2	4	7	0	0	0	0	8	9	10	27	1	4	1	6	24	25	25	74
Taranaki	47	33	51	131	19	14	21	54	1	1	0	2	40	29	33	102	5	2	5	12	112	79	110	301
Hawke's Bay	53	40	43	136	19	18	38	75	1	0	0	1	42	33	31	106	13	6	7	26	128	97	119	344
Whanganui	36	25	31	92	10	5	13	28	3	0	0	3	12	15	14	41	2	6	7	15	63	51	65	179
MidCentral	64	61	80	205	38	27	41	106	2	1	1	4	40	45	69	154	18	8	14	40	162	142	205	509
Wairarapa	9	11	15	35	5	3	4	12	1	0	1	2	10	16	19	45	2	0	3	5	27	30	42	99
Capital and Coast	95	90	129	314	35	22	37	94	5	4	5	14	128	126	112	366	12	11	16	39	275	253	299	827
Hutt Valley	57	53	52	162	23	23	11	57	1	0	2	3	74	54	45	173	8	13	5	26	163	143	115	421
Nelson Marlborough	49	44	41	134	10	16	18	44	1	0	0	1	22	25	40	87	5	4	4	13	87	89	103	279
West Coast	6	13	9	28	6	3	4	13	0	1	0	1	12	6	8	26	3	2	3	8	27	25	24	76
Canterbury	173	172	176	521	69	68	53	190	6	8	4	18	180	159	179	518	26	29	41	96	454	436	453	1343
South Canterbury	13	16	13	42	7	5	7	19	2	0	0	2	17	17	10	44	3	3	2	8	42	41	32	115
Otago	90	74	82	246	30	36	32	98	4	5	4	13	91	77	59	227	15	12	12	39	230	204	189	623
Southland	38	41	38	117	6	17	15	38	2	1	1	4	33	24	47	104	5	8	6	19	84	91	107	282
Not defined <sup>b</sup>	112	36	18	166	7	5	4	16	5	2	0	7	5	8	2	15	4	8	2	14	133	59	26	218
<b>Total</b>	<b>1607</b>	<b>1432</b>	<b>1580</b>	<b>4619</b>	<b>570</b>	<b>486</b>	<b>545</b>	<b>1601</b>	<b>44</b>	<b>33</b>	<b>31</b>	<b>108</b>	<b>1412</b>	<b>1295</b>	<b>1430</b>	<b>4137</b>	<b>219</b>	<b>217</b>	<b>254</b>	<b>690</b>	<b>3852</b>	<b>3463</b>	<b>3840</b>	<b>11155</b>

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

<sup>a</sup> Txt2Quit clients can register for Txt2Quit via the Quitline or Quit's website.

Percent DHB	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients				Total clients			
	July	August	September	Total	July	August	September	Total	July	August	September	Total	July	August	September	Total	July	August	September	Total	July	August	September	Total
Northland	3.5	4.0	3.7	3.7	4.9	4.5	4.0	4.5	2.3	0.0	6.5	2.8	4.5	2.9	2.8	3.4	2.3	3.2	3.5	3.0	4.0	3.6	3.4	3.7
Waitemata	8.3	9.4	8.5	8.7	7.7	8.2	9.2	8.4	4.5	3.0	9.7	5.6	11.3	11.4	15.9	12.9	6.4	6.5	7.9	7.0	9.2	9.8	11.3	10.1
Auckland	11.4	10.7	10.6	10.9	8.9	9.5	9.0	9.1	2.3	3.0	9.7	4.6	11.4	13.4	12.7	12.4	12.8	7.8	11.8	10.9	11.0	11.3	11.2	11.2
Counties Manukau	7.3	9.9	10.0	9.0	8.2	7.8	7.9	8.0	2.3	9.1	9.7	6.5	9.0	8.7	8.5	8.8	7.8	12.4	9.1	9.7	8.0	9.3	9.1	8.8
Waikato	8.2	7.6	9.4	8.4	10.2	8.4	7.9	8.9	2.3	12.1	3.2	5.6	6.0	8.3	7.0	7.1	8.7	10.6	9.1	9.4	7.7	8.2	8.2	8.0
Bay of Plenty	4.9	5.5	5.6	5.3	5.8	4.3	4.0	4.7	4.5	0.0	0.0	1.9	4.7	3.8	4.1	4.2	2.3	3.2	4.7	3.5	4.8	4.5	4.7	4.7
Lakes	2.9	2.7	2.4	2.7	4.2	2.9	2.6	3.2	4.5	3.0	3.2	3.7	2.5	1.9	1.6	2.0	4.1	2.8	3.5	3.5	3.0	2.4	2.2	2.6
Tairāwhiti	0.9	0.7	0.6	0.7	0.2	0.4	0.7	0.4	0.0	0.0	0.0	0.0	0.6	0.7	0.7	0.7	0.5	1.8	0.4	0.9	0.6	0.7	0.7	0.7
Taranaki	2.9	2.3	3.2	2.8	3.3	2.9	3.9	3.4	2.3	3.0	0.0	1.9	2.8	2.2	2.3	2.5	2.3	0.9	2.0	1.7	2.9	2.3	2.9	2.7
Hawke's Bay	3.3	2.8	2.7	2.9	3.3	3.7	7.0	4.7	2.3	0.0	0.0	0.9	3.0	2.5	2.2	2.6	5.9	2.8	2.8	3.8	3.3	2.8	3.1	3.1
Whanganui	2.2	1.7	2.0	2.0	1.8	1.0	2.4	1.7	6.8	0.0	0.0	2.8	0.8	1.2	1.0	1.0	0.9	2.8	2.8	2.2	1.6	1.5	1.7	1.6
MidCentral	4.0	4.3	5.1	4.4	6.7	5.6	7.5	6.6	4.5	3.0	3.2	3.7	2.8	3.5	4.8	3.7	8.2	3.7	5.5	5.8	4.2	4.1	5.3	4.6
Wairarapa	0.6	0.8	0.9	0.8	0.9	0.6	0.7	0.7	2.3	0.0	3.2	1.9	0.7	1.2	1.3	1.1	0.9	0.0	1.2	0.7	0.7	0.9	1.1	0.9
Capital and Coast	5.9	6.3	8.2	6.8	6.1	4.5	6.8	5.9	11.4	12.1	16.1	13.0	9.1	9.7	7.8	8.8	5.5	5.1	6.3	5.7	7.1	7.3	7.8	7.4
Hutt Valley	3.5	3.7	3.3	3.5	4.0	4.7	2.0	3.6	2.3	0.0	6.5	2.8	5.2	4.2	3.1	4.2	3.7	6.0	2.0	3.8	4.2	4.1	3.0	3.8
Nelson Marlborough	3.0	3.1	2.6	2.9	1.8	3.3	3.3	2.7	2.3	0.0	0.0	0.9	1.6	1.9	2.8	2.1	2.3	1.8	1.6	1.9	2.3	2.6	2.7	2.5
West Coast	0.4	0.9	0.6	0.6	1.1	0.6	0.7	0.8	0.0	3.0	0.0	0.9	0.8	0.5	0.6	0.6	1.4	0.9	1.2	1.2	0.7	0.7	0.6	0.7
Canterbury	10.8	12.0	11.1	11.3	12.1	14.0	9.7	11.9	13.6	24.2	12.9	16.7	12.7	12.3	12.5	12.5	11.9	13.4	16.1	13.9	11.8	12.6	11.8	12.0
South Canterbury	0.8	1.1	0.8	0.9	1.2	1.0	1.3	1.2	4.5	0.0	0.0	1.9	1.2	1.3	0.7	1.1	1.4	1.4	0.8	1.2	1.1	1.2	0.8	1.0
Otago	5.6	5.2	5.2	5.3	5.3	7.4	5.9	6.1	9.1	15.2	12.9	12.0	6.4	5.9	4.1	5.5	6.8	5.5	4.7	5.7	6.0	5.9	4.9	5.6
Southland	2.4	2.9	2.4	2.5	1.1	3.5	2.8	2.4	4.5	3.0	3.2	3.7	2.3	1.9	3.3	2.5	2.3	3.7	2.4	2.8	2.2	2.6	2.8	2.5
Not defined	7.0	2.5	1.1	3.6	1.2	1.0	0.7	1.0	11.4	6.1	0.0	6.5	0.4	0.6	0.1	0.4	1.8	3.7	0.8	2.0	3.5	1.7	0.7	2.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**Quitline Caller Registrations from DHBs - Gender**  
(July 2009)

Number	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients <sup>a</sup>				Total clients			
	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total
DHB																								
Northland	19	38	0	57	10	18	0	28	0	1	0	1	27	36	0	63	2	3	0	5	58	96	0	154
Waitemata	72	61	1	134	28	16	0	44	1	1	0	2	80	80	0	160	4	10	0	14	185	168	1	354
Auckland	106	77	1	184	27	24	0	51	0	1	0	1	83	78	0	161	13	15	0	28	229	195	1	425
Counties Manukau	62	55	1	118	20	27	0	47	0	1	0	1	60	67	0	127	4	13	0	17	146	163	1	310
Waikato	74	58	0	132	25	33	0	58	0	1	0	1	42	43	0	85	10	9	0	19	151	144	0	295
Bay of Plenty	33	46	0	79	13	20	0	33	2	0	0	2	36	31	0	67	1	4	0	5	85	101	0	186
Lakes	14	33	0	47	9	15	0	24	0	2	0	2	16	19	0	35	5	4	0	9	44	73	0	117
Tairāwhiti	5	9	0	14	1	0	0	1	0	0	0	0	1	7	0	8	0	1	0	1	7	17	0	24
Taranaki	24	23	0	47	12	7	0	19	0	1	0	1	18	22	0	40	1	4	0	5	55	57	0	112
Hawke's Bay	27	26	0	53	3	16	0	19	1	0	0	1	14	28	0	42	2	11	0	13	47	81	0	128
Whanganui	17	19	0	36	4	6	0	10	2	1	0	3	6	6	0	12	0	2	0	2	29	34	0	63
MidCentral	32	32	0	64	20	18	0	38	0	2	0	2	18	22	0	40	5	13	0	18	75	87	0	162
Wairarapa	7	2	0	9	3	2	0	5	0	1	0	1	4	6	0	10	2	0	0	2	16	11	0	27
Capital and Coast	39	56	0	95	18	17	0	35	0	5	0	5	63	65	0	128	7	5	0	12	127	148	0	275
Hutt Valley	31	26	0	57	11	12	0	23	0	1	0	1	34	40	0	74	3	5	0	8	79	84	0	163
Nelson Marlborough	29	20	0	49	4	6	0	10	0	1	0	1	7	15	0	22	1	4	0	5	41	46	0	87
West Coast	2	4	0	6	2	4	0	6	0	0	0	0	6	6	0	12	1	2	0	3	11	16	0	27
Canterbury	96	77	0	173	32	37	0	69	1	5	0	6	77	103	0	180	12	14	0	26	218	236	0	454
South Canterbury	5	8	0	13	1	6	0	7	1	1	0	2	7	10	0	17	1	2	0	3	15	27	0	42
Otago	50	40	0	90	10	20	0	30	2	2	0	4	56	35	0	91	9	6	0	15	127	103	0	230
Southland	16	22	0	38	3	3	0	6	1	1	0	2	14	19	0	33	2	3	0	5	36	48	0	84
Not defined <sup>b</sup>	13	13	86	112	0	7	0	7	2	3	0	5	2	3	0	5	2	2	0	4	19	28	86	133
<b>Total</b>	<b>773</b>	<b>745</b>	<b>89</b>	<b>1607</b>	<b>256</b>	<b>314</b>	<b>0</b>	<b>570</b>	<b>13</b>	<b>31</b>	<b>0</b>	<b>44</b>	<b>671</b>	<b>741</b>	<b>0</b>	<b>1412</b>	<b>87</b>	<b>132</b>	<b>0</b>	<b>219</b>	<b>1800</b>	<b>1963</b>	<b>89</b>	<b>3852</b>

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Percent	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients				Total clients			
	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total
DHB																								
Northland	33.3	66.7	0.0	100.0	35.7	64.3	0.0	100.0	0.0	100.0	0.0	100.0	42.9	57.1	0.0	100.0	40.0	60.0	0.0	100.0	37.7	62.3	0.0	100.0
Waitemata	53.7	45.5	0.7	100.0	63.6	36.4	0.0	100.0	50.0	50.0	0.0	100.0	50.0	50.0	0.0	100.0	28.6	71.4	0.0	100.0	52.3	47.5	0.3	100.0
Auckland	57.6	41.8	0.5	100.0	52.9	47.1	0.0	100.0	0.0	100.0	0.0	100.0	51.6	48.4	0.0	100.0	46.4	53.6	0.0	100.0	53.9	45.9	0.2	100.0
Counties Manukau	52.5	46.6	0.8	100.0	42.6	57.4	0.0	100.0	0.0	100.0	0.0	100.0	47.2	52.8	0.0	100.0	23.5	76.5	0.0	100.0	47.1	52.6	0.3	100.0
Waikato	56.1	43.9	0.0	100.0	43.1	56.9	0.0	100.0	0.0	100.0	0.0	100.0	49.4	50.6	0.0	100.0	52.6	47.4	0.0	100.0	51.2	48.8	0.0	100.0
Bay of Plenty	41.8	58.2	0.0	100.0	39.4	60.6	0.0	100.0	100.0	0.0	0.0	100.0	53.7	46.3	0.0	100.0	20.0	80.0	0.0	100.0	45.7	54.3	0.0	100.0
Lakes	29.8	70.2	0.0	100.0	37.5	62.5	0.0	100.0	0.0	100.0	0.0	100.0	45.7	54.3	0.0	100.0	55.6	44.4	0.0	100.0	37.6	62.4	0.0	100.0
Tairāwhiti	35.7	64.3	0.0	100.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	12.5	87.5	0.0	100.0	0.0	100.0	0.0	100.0	29.2	70.8	0.0	100.0
Taranaki	51.1	48.9	0.0	100.0	63.2	36.8	0.0	100.0	0.0	100.0	0.0	100.0	45.0	55.0	0.0	100.0	20.0	80.0	0.0	100.0	49.1	50.9	0.0	100.0
Hawke's Bay	50.9	49.1	0.0	100.0	15.8	84.2	0.0	100.0	100.0	0.0	0.0	100.0	33.3	66.7	0.0	100.0	15.4	84.6	0.0	100.0	36.7	63.3	0.0	100.0
Whanganui	47.2	52.8	0.0	100.0	40.0	60.0	0.0	100.0	66.7	33.3	0.0	100.0	50.0	50.0	0.0	100.0	0.0	100.0	0.0	100.0	46.0	54.0	0.0	100.0
MidCentral	50.0	50.0	0.0	100.0	52.6	47.4	0.0	100.0	0.0	100.0	0.0	100.0	45.0	55.0	0.0	100.0	27.8	72.2	0.0	100.0	46.3	53.7	0.0	100.0
Wairarapa	77.8	22.2	0.0	100.0	60.0	40.0	0.0	100.0	0.0	100.0	0.0	100.0	40.0	60.0	0.0	100.0	100.0	0.0	0.0	100.0	59.3	40.7	0.0	100.0
Capital and Coast	41.1	58.9	0.0	100.0	51.4	48.6	0.0	100.0	0.0	100.0	0.0	100.0	49.2	50.8	0.0	100.0	58.3	41.7	0.0	100.0	46.2	53.8	0.0	100.0
Hutt Valley	54.4	45.6	0.0	100.0	47.8	52.2	0.0	100.0	0.0	100.0	0.0	100.0	45.9	54.1	0.0	100.0	37.5	62.5	0.0	100.0	48.5	51.5	0.0	100.0
Nelson Marlborough	59.2	40.8	0.0	100.0	40.0	60.0	0.0	100.0	0.0	100.0	0.0	100.0	31.8	68.2	0.0	100.0	20.0	80.0	0.0	100.0	47.1	52.9	0.0	100.0
West Coast	33.3	66.7	0.0	100.0	33.3	66.7	0.0	100.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	100.0	33.3	66.7	0.0	100.0	40.7	59.3	0.0	100.0
Canterbury	55.5	44.5	0.0	100.0	46.4	53.6	0.0	100.0	16.7	83.3	0.0	100.0	42.8	57.2	0.0	100.0	46.2	53.8	0.0	100.0	48.0	52.0	0.0	100.0
South Canterbury	38.5	61.5	0.0	100.0	14.3	85.7	0.0	100.0	50.0	50.0	0.0	100.0	41.2	58.8	0.0	100.0	33.3	66.7	0.0	100.0	35.7	64.3	0.0	100.0
Otago	55.6	44.4	0.0	100.0	33.3	66.7	0.0	100.0	50.0	50.0	0.0	100.0	61.5	38.5	0.0	100.0	60.0	40.0	0.0	100.0	55.2	44.8	0.0	100.0
Southland	42.1	57.9	0.0	100.0	50.0	50.0	0.0	100.0	50.0	50.0	0.0	100.0	42.4	57.6	0.0	100.0	40.0	60.0	0.0	100.0	42.9	57.1	0.0	100.0
Not defined	11.6	11.6	76.8	100.0	0.0	100.0	0.0	100.0	40.0	60.0	0.0	100.0	40.0	60.0	0.0	100.0	50.0	50.0	0.0	100.0	14.3	21.1	64.7	100.0
<b>Total</b>	<b>48.1</b>	<b>46.4</b>	<b>5.5</b>	<b>100.0</b>	<b>44.9</b>	<b>55.1</b>	<b>0.0</b>	<b>100.0</b>	<b>29.5</b>	<b>70.5</b>	<b>0.0</b>	<b>100.0</b>	<b>47.5</b>	<b>52.5</b>	<b>0.0</b>	<b>100.0</b>	<b>39.7</b>	<b>60.3</b>	<b>0.0</b>	<b>100.0</b>	<b>46.7</b>	<b>51.0</b>	<b>2.3</b>	<b>100.0</b>

**Quitline Caller Registrations from DHBs - Gender**  
(August 2009)

Number	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients <sup>a</sup>				Total clients			
	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total
DHB																								
Northland	23	34	0	57	9	13	0	22	0	0	0	0	19	19	0	38	3	4	0	7	54	70	0	124
Waitemata	63	72	0	135	16	24	0	40	1	0	0	1	78	70	0	148	4	10	0	14	162	176	0	338
Auckland	82	71	0	153	20	26	0	46	0	1	0	1	95	78	0	173	11	6	0	17	208	182	0	390
Counties Manukau	70	72	0	142	21	17	0	38	0	3	0	3	51	62	0	113	11	16	0	27	153	170	0	323
Waikato	50	59	0	109	18	23	0	41	0	3	1	4	46	61	0	107	13	10	0	23	127	156	1	284
Bay of Plenty	45	34	0	79	7	14	0	21	0	0	0	0	27	22	0	49	2	5	0	7	81	75	0	156
Lakes	21	17	0	38	6	8	0	14	0	1	0	1	9	15	0	24	1	5	0	6	37	46	0	83
Tairāwhiti	6	4	0	10	0	2	0	2	0	0	0	0	6	3	0	9	0	4	0	4	12	13	0	25
Taranaki	18	15	0	33	5	9	0	14	0	1	0	1	13	16	0	29	0	2	0	2	36	43	0	79
Hawke's Bay	15	25	0	40	7	11	0	18	0	0	0	0	11	22	0	33	3	3	0	6	36	61	0	97
Whanganui	10	15	0	25	2	3	0	5	0	0	0	0	7	8	0	15	1	5	0	6	20	31	0	51
MidCentral	30	31	0	61	12	15	0	27	0	1	0	1	21	24	0	45	4	4	0	8	67	75	0	142
Wairarapa	4	7	0	11	1	2	0	3	0	0	0	0	9	7	0	16	0	0	0	0	14	16	0	30
Capital and Coast	37	53	0	90	8	14	0	22	3	1	0	4	56	70	0	126	6	5	0	11	110	143	0	253
Hutt Valley	24	29	0	53	11	12	0	23	0	0	0	0	23	31	0	54	3	10	0	13	61	82	0	143
Nelson Marlborough	24	20	0	44	4	12	0	16	0	0	0	0	10	15	0	25	1	3	0	4	39	50	0	89
West Coast	6	7	0	13	0	3	0	3	0	1	0	1	2	4	0	6	1	1	0	2	9	16	0	25
Canterbury	87	85	0	172	33	35	0	68	2	6	0	8	67	92	0	159	14	15	0	29	203	233	0	436
South Canterbury	9	7	0	16	1	4	0	5	0	0	0	0	10	7	0	17	1	2	0	3	21	20	0	41
Otago	35	39	0	74	19	17	0	36	3	2	0	5	34	43	0	77	5	7	0	12	96	108	0	204
Southland	21	20	0	41	11	6	0	17	1	0	0	1	11	13	0	24	2	6	0	8	46	45	0	91
Not defined <sup>b</sup>	21	15	0	36	1	4	0	5	0	2	0	2	4	4	0	8	4	4	0	8	30	29	0	59
<b>Total</b>	<b>701</b>	<b>731</b>	<b>0</b>	<b>1432</b>	<b>212</b>	<b>274</b>	<b>0</b>	<b>486</b>	<b>10</b>	<b>22</b>	<b>1</b>	<b>33</b>	<b>609</b>	<b>686</b>	<b>0</b>	<b>1295</b>	<b>90</b>	<b>127</b>	<b>0</b>	<b>217</b>	<b>1622</b>	<b>1840</b>	<b>1</b>	<b>3463</b>

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

<sup>b</sup> Txt2Quit clients can register for Txt2Quit via the Quitline or Quit's website.

Percent	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients				Total clients			
	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total
DHB																								
Northland	40.4	59.6	0.0	100.0	40.9	59.1	0.0	100.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	100.0	42.9	57.1	0.0	100.0	43.5	56.5	0.0	100.0
Waitemata	46.7	53.3	0.0	100.0	40.0	60.0	0.0	100.0	100.0	0.0	0.0	100.0	52.7	47.3	0.0	100.0	28.6	71.4	0.0	100.0	47.9	52.1	0.0	100.0
Auckland	53.6	46.4	0.0	100.0	43.5	56.5	0.0	100.0	0.0	100.0	0.0	100.0	54.9	45.1	0.0	100.0	64.7	35.3	0.0	100.0	53.3	46.7	0.0	100.0
Counties Manukau	49.3	50.7	0.0	100.0	55.3	44.7	0.0	100.0	0.0	100.0	0.0	100.0	45.1	54.9	0.0	100.0	40.7	59.3	0.0	100.0	47.4	52.6	0.0	100.0
Waikato	45.9	54.1	0.0	100.0	43.9	56.1	0.0	100.0	0.0	75.0	25.0	100.0	43.0	57.0	0.0	100.0	56.5	43.5	0.0	100.0	44.7	54.9	0.4	100.0
Bay of Plenty	57.0	43.0	0.0	100.0	33.3	66.7	0.0	100.0	0.0	0.0	0.0	0.0	55.1	44.9	0.0	100.0	28.6	71.4	0.0	100.0	51.9	48.1	0.0	100.0
Lakes	55.3	44.7	0.0	100.0	42.9	57.1	0.0	100.0	0.0	100.0	0.0	100.0	37.5	62.5	0.0	100.0	16.7	83.3	0.0	100.0	44.6	55.4	0.0	100.0
Tairāwhiti	60.0	40.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	66.7	33.3	0.0	100.0	0.0	100.0	0.0	100.0	48.0	52.0	0.0	100.0
Taranaki	54.5	45.5	0.0	100.0	35.7	64.3	0.0	100.0	0.0	100.0	0.0	100.0	44.8	55.2	0.0	100.0	0.0	100.0	0.0	100.0	45.6	54.4	0.0	100.0
Hawke's Bay	37.5	62.5	0.0	100.0	38.9	61.1	0.0	100.0	0.0	0.0	0.0	0.0	33.3	66.7	0.0	100.0	50.0	50.0	0.0	100.0	37.1	62.9	0.0	100.0
Whanganui	40.0	60.0	0.0	100.0	40.0	60.0	0.0	100.0	0.0	0.0	0.0	0.0	46.7	53.3	0.0	100.0	16.7	83.3	0.0	100.0	39.2	60.8	0.0	100.0
MidCentral	49.2	50.8	0.0	100.0	44.4	55.6	0.0	100.0	0.0	100.0	0.0	100.0	46.7	53.3	0.0	100.0	50.0	50.0	0.0	100.0	47.2	52.8	0.0	100.0
Wairarapa	36.4	63.6	0.0	100.0	33.3	66.7	0.0	100.0	0.0	0.0	0.0	0.0	56.3	43.8	0.0	100.0	0.0	0.0	0.0	0.0	46.7	53.3	0.0	100.0
Capital and Coast	41.1	58.9	0.0	100.0	36.4	63.6	0.0	100.0	75.0	25.0	0.0	100.0	44.4	55.6	0.0	100.0	54.5	45.5	0.0	100.0	43.5	56.5	0.0	100.0
Hutt Valley	45.3	54.7	0.0	100.0	47.8	52.2	0.0	100.0	0.0	0.0	0.0	0.0	42.6	57.4	0.0	100.0	23.1	76.9	0.0	100.0	42.7	57.3	0.0	100.0
Nelson Marlborough	54.5	45.5	0.0	100.0	25.0	75.0	0.0	100.0	0.0	0.0	0.0	0.0	40.0	60.0	0.0	100.0	25.0	75.0	0.0	100.0	43.8	56.2	0.0	100.0
West Coast	46.2	53.8	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	33.3	66.7	0.0	100.0	50.0	50.0	0.0	100.0	36.0	64.0	0.0	100.0
Canterbury	50.6	49.4	0.0	100.0	48.5	51.5	0.0	100.0	25.0	75.0	0.0	100.0	42.1	57.9	0.0	100.0	48.3	51.7	0.0	100.0	46.6	53.4	0.0	100.0
South Canterbury	56.3	43.8	0.0	100.0	20.0	80.0	0.0	100.0	0.0	0.0	0.0	0.0	58.8	41.2	0.0	100.0	33.3	66.7	0.0	100.0	51.2	48.8	0.0	100.0
Otago	47.3	52.7	0.0	100.0	52.8	47.2	0.0	100.0	60.0	40.0	0.0	100.0	44.2	55.8	0.0	100.0	41.7	58.3	0.0	100.0	47.1	52.9	0.0	100.0
Southland	51.2	48.8	0.0	100.0	64.7	35.3	0.0	100.0	100.0	0.0	0.0	100.0	45.8	54.2	0.0	100.0	25.0	75.0	0.0	100.0	50.5	49.5	0.0	100.0
Not defined	58.3	41.7	0.0	100.0	20.0	80.0	0.0	100.0	0.0	100.0	0.0	100.0	50.0	50.0	0.0	100.0	50.0	50.0	0.0	100.0	50.8	49.2	0.0	100.0
<b>Total</b>	<b>49.0</b>	<b>51.0</b>	<b>0.0</b>	<b>100.0</b>	<b>43.6</b>	<b>56.4</b>	<b>0.0</b>	<b>100.0</b>	<b>30.3</b>	<b>66.7</b>	<b>3.0</b>	<b>100.0</b>	<b>47.0</b>	<b>53.0</b>	<b>0.0</b>	<b>100.0</b>	<b>41.5</b>	<b>58.5</b>	<b>0.0</b>	<b>100.0</b>	<b>46.8</b>	<b>53.1</b>	<b>0.0</b>	<b>100.0</b>

**Quitline Caller Registrations from DHBs - Gender**  
(September 2009)

Number	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients <sup>a</sup>				Total clients			
	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total
<b>DHB</b>	25	33	0	58	4	18	0	22	1	1	0	2	23	17	0	40	6	3	0	9	59	72	0	131
Northland	25	33	0	58	4	18	0	22	1	1	0	2	23	17	0	40	6	3	0	9	59	72	0	131
Waitemata	76	58	0	134	20	30	0	50	2	1	0	3	119	108	0	227	11	9	0	20	228	206	0	434
Auckland	92	75	0	167	25	24	0	49	2	1	0	3	109	72	0	181	13	17	0	30	241	189	0	430
Counties Manukau	72	86	0	158	21	22	0	43	0	3	0	3	55	67	0	122	8	15	0	23	156	193	0	349
Waikato	71	77	0	148	19	24	0	43	0	1	0	1	49	51	0	100	13	10	0	23	152	163	0	315
Bay of Plenty	38	51	0	89	10	12	0	22	0	0	0	0	28	31	0	59	7	5	0	12	83	99	0	182
Lakes	14	24	0	38	5	9	0	14	0	1	0	1	7	16	0	23	5	4	0	9	31	54	0	85
Tairāwhiti	4	6	0	10	1	3	0	4	0	0	0	0	3	7	0	10	0	1	0	1	8	17	0	25
Taranaki	26	25	0	51	6	15	0	21	0	0	0	0	14	19	0	33	3	2	0	5	49	61	0	110
Hawke's Bay	16	27	0	43	14	24	0	38	0	0	0	0	13	18	0	31	0	7	0	7	43	76	0	119
Whanganui	12	19	0	31	9	4	0	13	0	0	0	0	6	8	0	14	3	4	0	7	30	35	0	65
MidCentral	40	40	0	80	24	17	0	41	1	0	0	1	32	37	0	69	7	7	0	14	104	101	0	205
Wairarapa	9	6	0	15	1	3	0	4	0	1	0	1	5	14	0	19	1	2	0	3	16	26	0	42
Capital and Coast	73	56	0	129	20	17	0	37	1	4	0	5	47	65	0	112	8	8	0	16	149	150	0	299
Hutt Valley	25	27	0	52	5	6	0	11	0	2	0	2	23	22	0	45	2	3	0	5	55	60	0	115
Nelson Marlborough	17	24	0	41	8	10	0	18	0	0	0	0	16	24	0	40	1	3	0	4	42	61	0	103
West Coast	4	5	0	9	2	2	0	4	0	0	0	0	4	4	0	8	0	3	0	3	10	14	0	24
Canterbury	88	88	0	176	24	29	0	53	2	2	0	4	83	96	0	179	19	22	0	41	216	237	0	453
South Canterbury	2	11	0	13	3	4	0	7	0	0	0	0	3	7	0	10	0	2	0	2	8	24	0	32
Otago	36	46	0	82	10	22	0	32	0	4	0	4	35	24	0	59	4	8	0	12	85	104	0	189
Southland	17	21	0	38	10	5	0	15	1	0	0	1	26	21	0	47	3	3	0	6	57	50	0	107
Not defined <sup>b</sup>	11	7	0	18	1	3	0	4	0	0	0	0	0	2	0	2	1	1	0	2	13	13	0	26
<b>Total</b>	768	812	0	1580	242	303	0	545	10	21	0	31	700	730	0	1430	115	139	0	254	1835	2005	0	3840

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

<sup>b</sup>Txt2Quit clients can register for Txt2Quit via the Quitline or Quit's website.

Percent	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients				Total clients			
	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total
<b>DHB</b>	43.1	56.9	0.0	100.0	18.2	81.8	0.0	100.0	50.0	50.0	0.0	100.0	57.5	42.5	0.0	100.0	66.7	33.3	0.0	100.0	45.0	55.0	0.0	100.0
Northland	43.1	56.9	0.0	100.0	18.2	81.8	0.0	100.0	50.0	50.0	0.0	100.0	57.5	42.5	0.0	100.0	66.7	33.3	0.0	100.0	45.0	55.0	0.0	100.0
Waitemata	56.7	43.3	0.0	100.0	40.0	60.0	0.0	100.0	66.7	33.3	0.0	100.0	52.4	47.6	0.0	100.0	55.0	45.0	0.0	100.0	52.5	47.5	0.0	100.0
Auckland	55.1	44.9	0.0	100.0	51.0	49.0	0.0	100.0	66.7	33.3	0.0	100.0	60.2	39.8	0.0	100.0	43.3	56.7	0.0	100.0	56.0	44.0	0.0	100.0
Counties Manukau	45.6	54.4	0.0	100.0	48.8	51.2	0.0	100.0	0.0	100.0	0.0	100.0	45.1	54.9	0.0	100.0	34.8	65.2	0.0	100.0	44.7	55.3	0.0	100.0
Waikato	48.0	52.0	0.0	100.0	44.2	55.8	0.0	100.0	0.0	100.0	0.0	100.0	49.0	51.0	0.0	100.0	56.5	43.5	0.0	100.0	48.3	51.7	0.0	100.0
Bay of Plenty	42.7	57.3	0.0	100.0	45.5	54.5	0.0	100.0	0.0	0.0	0.0	0.0	47.5	52.5	0.0	100.0	58.3	41.7	0.0	100.0	45.6	54.4	0.0	100.0
Lakes	36.8	63.2	0.0	100.0	35.7	64.3	0.0	100.0	0.0	100.0	0.0	100.0	30.4	69.6	0.0	100.0	55.6	44.4	0.0	100.0	36.5	63.5	0.0	100.0
Tairāwhiti	40.0	60.0	0.0	100.0	25.0	75.0	0.0	100.0	0.0	0.0	0.0	0.0	30.0	70.0	0.0	100.0	0.0	100.0	0.0	100.0	32.0	68.0	0.0	100.0
Taranaki	51.0	49.0	0.0	100.0	28.6	71.4	0.0	100.0	0.0	0.0	0.0	0.0	42.4	57.6	0.0	100.0	60.0	40.0	0.0	100.0	44.5	55.5	0.0	100.0
Hawke's Bay	37.2	62.8	0.0	100.0	36.8	63.2	0.0	100.0	0.0	0.0	0.0	0.0	41.9	58.1	0.0	100.0	0.0	100.0	0.0	100.0	36.1	63.9	0.0	100.0
Whanganui	38.7	61.3	0.0	100.0	69.2	30.8	0.0	100.0	0.0	0.0	0.0	0.0	42.9	57.1	0.0	100.0	42.9	57.1	0.0	100.0	46.2	53.8	0.0	100.0
MidCentral	50.0	50.0	0.0	100.0	58.5	41.5	0.0	100.0	100.0	0.0	0.0	100.0	46.4	53.6	0.0	100.0	50.0	50.0	0.0	100.0	50.7	49.3	0.0	100.0
Wairarapa	60.0	40.0	0.0	100.0	25.0	75.0	0.0	100.0	0.0	100.0	0.0	100.0	26.3	73.7	0.0	100.0	33.3	66.7	0.0	100.0	38.1	61.9	0.0	100.0
Capital and Coast	56.6	43.4	0.0	100.0	54.1	45.9	0.0	100.0	20.0	80.0	0.0	100.0	42.0	58.0	0.0	100.0	50.0	50.0	0.0	100.0	49.8	50.2	0.0	100.0
Hutt Valley	48.1	51.9	0.0	100.0	45.5	54.5	0.0	100.0	0.0	100.0	0.0	100.0	51.1	48.9	0.0	100.0	40.0	60.0	0.0	100.0	47.8	52.2	0.0	100.0
Nelson Marlborough	41.5	58.5	0.0	100.0	44.4	55.6	0.0	100.0	0.0	0.0	0.0	0.0	40.0	60.0	0.0	100.0	25.0	75.0	0.0	100.0	40.8	59.2	0.0	100.0
West Coast	44.4	55.6	0.0	100.0	50.0	50.0	0.0	100.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	100.0	0.0	100.0	0.0	100.0	41.7	58.3	0.0	100.0
Canterbury	50.0	50.0	0.0	100.0	45.3	54.7	0.0	100.0	50.0	50.0	0.0	100.0	46.4	53.6	0.0	100.0	46.3	53.7	0.0	100.0	47.7	52.3	0.0	100.0
South Canterbury	15.4	84.6	0.0	100.0	42.9	57.1	0.0	100.0	0.0	0.0	0.0	0.0	30.0	70.0	0.0	100.0	0.0	100.0	0.0	100.0	25.0	75.0	0.0	100.0
Otago	43.9	56.1	0.0	100.0	31.3	68.8	0.0	100.0	0.0	100.0	0.0	100.0	59.3	40.7	0.0	100.0	33.3	66.7	0.0	100.0	45.0	55.0	0.0	100.0
Southland	44.7	55.3	0.0	100.0	66.7	33.3	0.0	100.0	100.0	0.0	0.0	100.0	55.3	44.7	0.0	100.0	50.0	50.0	0.0	100.0	53.3	46.7	0.0	100.0
Not defined	61.1	38.9	0.0	100.0	25.0	75.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0	50.0	50.0	0.0	100.0	50.0	50.0	0.0	100.0
<b>Total</b>	48.6	51.4	0.0	100.0	44.4	55.6	0.0	100.0	32.3	67.7	0.0	100.0	49.0	51.0	0.0	100.0	45.3	54.7	0.0	100.0	47.8	52.2	0.0	100.0

**Quitline Caller Registrations from DHBs - Gender**  
(July - September 2009)

Number	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients <sup>a</sup>				Total clients			
	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total
DHB																								
Northland	67	105	0	172	23	49	0	72	1	2	0	3	69	72	0	141	11	10	0	21	171	238	0	409
Waitemata	211	191	1	403	64	70	0	134	4	2	0	6	277	258	0	535	19	29	0	48	575	550	1	1126
Auckland	280	223	1	504	72	74	0	146	2	3	0	5	287	228	0	515	37	38	0	75	678	566	1	1245
Counties Manukau	204	213	1	418	62	66	0	128	0	7	0	7	166	196	0	362	23	44	0	67	455	526	1	982
Waikato	195	194	0	389	62	80	0	142	0	5	1	6	137	155	0	292	36	29	0	65	430	463	1	894
Bay of Plenty	116	131	0	247	30	46	0	76	2	0	0	2	91	84	0	175	10	14	0	24	249	275	0	524
Lakes	49	74	0	123	20	32	0	52	0	4	0	4	32	50	0	82	11	13	0	24	112	173	0	285
Tairāwhiti	15	19	0	34	2	5	0	7	0	0	0	0	10	17	0	27	0	6	0	6	27	47	0	74
Taranaki	68	63	0	131	23	31	0	54	0	2	0	2	45	57	0	102	4	8	0	12	140	161	0	301
Hawke's Bay	58	78	0	136	24	51	0	75	1	0	0	1	38	68	0	106	5	21	0	26	126	218	0	344
Whanganui	39	53	0	92	15	13	0	28	2	1	0	3	19	22	0	41	4	11	0	15	79	100	0	179
MidCentral	102	103	0	205	56	50	0	106	1	3	0	4	71	83	0	154	16	24	0	40	246	263	0	509
Wairarapa	20	15	0	35	5	7	0	12	0	2	0	2	18	27	0	45	3	2	0	5	46	53	0	99
Capital and Coast	149	165	0	314	46	48	0	94	4	10	0	14	166	200	0	366	21	18	0	39	386	441	0	827
Hutt Valley	80	82	0	162	27	30	0	57	0	3	0	3	80	93	0	173	8	18	0	26	195	226	0	421
Nelson Marlborough	70	64	0	134	16	28	0	44	0	1	0	1	33	54	0	87	3	10	0	13	122	157	0	279
West Coast	12	16	0	28	4	9	0	13	0	1	0	1	12	14	0	26	2	6	0	8	30	46	0	76
Canterbury	271	250	0	521	89	101	0	190	5	13	0	18	227	291	0	518	45	51	0	96	637	706	0	1343
South Canterbury	16	26	0	42	5	14	0	19	1	1	0	2	20	24	0	44	2	6	0	8	44	71	0	115
Otago	121	125	0	246	39	59	0	98	5	8	0	13	125	102	0	227	18	21	0	39	308	315	0	623
Southland	54	63	0	117	24	14	0	38	3	1	0	4	51	53	0	104	7	12	0	19	139	143	0	282
Not defined <sup>b</sup>	45	35	86	166	2	14	0	16	2	5	0	7	6	9	0	15	7	7	0	14	62	70	86	218
<b>Total</b>	<b>2242</b>	<b>2288</b>	<b>89</b>	<b>4619</b>	<b>710</b>	<b>891</b>	<b>0</b>	<b>1601</b>	<b>33</b>	<b>74</b>	<b>1</b>	<b>108</b>	<b>1980</b>	<b>2157</b>	<b>0</b>	<b>4137</b>	<b>292</b>	<b>398</b>	<b>0</b>	<b>690</b>	<b>5257</b>	<b>5808</b>	<b>90</b>	<b>11155</b>

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

<sup>b</sup> Txt2Quit clients can register for Txt2Quit via the Quitline or Quit's website.

Percent	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients				Total clients			
	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total
DHB																								
Northland	39.0	61.0	0.0	100.0	31.9	68.1	0.0	100.0	33.3	66.7	0.0	100.0	48.9	51.1	0.0	100.0	52.4	47.6	0.0	100.0	41.8	58.2	0.0	100.0
Waitemata	52.4	47.4	0.2	100.0	47.8	52.2	0.0	100.0	66.7	33.3	0.0	100.0	51.8	48.2	0.0	100.0	39.6	60.4	0.0	100.0	51.1	48.8	0.1	100.0
Auckland	55.6	44.2	0.2	100.0	49.3	50.7	0.0	100.0	40.0	60.0	0.0	100.0	55.7	44.3	0.0	100.0	49.3	50.7	0.0	100.0	54.5	45.5	0.1	100.0
Counties Manukau	48.8	51.0	0.2	100.0	48.4	51.6	0.0	100.0	0.0	100.0	0.0	100.0	45.9	54.1	0.0	100.0	34.3	65.7	0.0	100.0	46.3	53.6	0.1	100.0
Waikato	50.1	49.9	0.0	100.0	43.7	56.3	0.0	100.0	0.0	83.3	16.7	100.0	46.9	53.1	0.0	100.0	55.4	44.6	0.0	100.0	48.1	51.8	0.1	100.0
Bay of Plenty	47.0	53.0	0.0	100.0	39.5	60.5	0.0	100.0	100.0	0.0	0.0	100.0	52.0	48.0	0.0	100.0	41.7	58.3	0.0	100.0	47.5	52.5	0.0	100.0
Lakes	39.8	60.2	0.0	100.0	38.5	61.5	0.0	100.0	0.0	100.0	0.0	100.0	39.0	61.0	0.0	100.0	45.8	54.2	0.0	100.0	39.3	60.7	0.0	100.0
Tairāwhiti	44.1	55.9	0.0	100.0	28.6	71.4	0.0	100.0	0.0	0.0	0.0	0.0	37.0	63.0	0.0	100.0	0.0	100.0	0.0	100.0	36.5	63.5	0.0	100.0
Taranaki	51.9	48.1	0.0	100.0	42.6	57.4	0.0	100.0	0.0	100.0	0.0	100.0	44.1	55.9	0.0	100.0	33.3	66.7	0.0	100.0	46.5	53.5	0.0	100.0
Hawke's Bay	42.6	57.4	0.0	100.0	32.0	68.0	0.0	100.0	100.0	0.0	0.0	100.0	35.8	64.2	0.0	100.0	19.2	80.8	0.0	100.0	36.6	63.4	0.0	100.0
Whanganui	42.4	57.6	0.0	100.0	53.6	46.4	0.0	100.0	66.7	33.3	0.0	100.0	46.3	53.7	0.0	100.0	26.7	73.3	0.0	100.0	44.1	55.9	0.0	100.0
MidCentral	49.8	50.2	0.0	100.0	52.8	47.2	0.0	100.0	25.0	75.0	0.0	100.0	46.1	53.9	0.0	100.0	40.0	60.0	0.0	100.0	48.3	51.7	0.0	100.0
Wairarapa	57.1	42.9	0.0	100.0	41.7	58.3	0.0	100.0	0.0	100.0	0.0	100.0	40.0	60.0	0.0	100.0	60.0	40.0	0.0	100.0	46.5	53.5	0.0	100.0
Capital and Coast	47.5	52.5	0.0	100.0	48.9	51.1	0.0	100.0	28.6	71.4	0.0	100.0	45.4	54.6	0.0	100.0	53.8	46.2	0.0	100.0	46.7	53.3	0.0	100.0
Hutt Valley	49.4	50.6	0.0	100.0	47.4	52.6	0.0	100.0	0.0	100.0	0.0	100.0	46.2	53.8	0.0	100.0	30.8	69.2	0.0	100.0	46.3	53.7	0.0	100.0
Nelson Marlborough	52.2	47.8	0.0	100.0	36.4	63.6	0.0	100.0	0.0	100.0	0.0	100.0	37.9	62.1	0.0	100.0	23.1	76.9	0.0	100.0	43.7	56.3	0.0	100.0
West Coast	42.9	57.1	0.0	100.0	30.8	69.2	0.0	100.0	0.0	100.0	0.0	100.0	46.2	53.8	0.0	100.0	25.0	75.0	0.0	100.0	39.5	60.5	0.0	100.0
Canterbury	52.0	48.0	0.0	100.0	46.8	53.2	0.0	100.0	27.8	72.2	0.0	100.0	43.8	56.2	0.0	100.0	46.9	53.1	0.0	100.0	47.4	52.6	0.0	100.0
South Canterbury	38.1	61.9	0.0	100.0	26.3	73.7	0.0	100.0	50.0	50.0	0.0	100.0	45.5	54.5	0.0	100.0	25.0	75.0	0.0	100.0	38.3	61.7	0.0	100.0
Otago	49.2	50.8	0.0	100.0	39.8	60.2	0.0	100.0	38.5	61.5	0.0	100.0	55.1	44.9	0.0	100.0	46.2	53.8	0.0	100.0	49.4	50.6	0.0	100.0
Southland	46.2	53.8	0.0	100.0	63.2	36.8	0.0	100.0	75.0	25.0	0.0	100.0	49.0	51.0	0.0	100.0	36.8	63.2	0.0	100.0	49.3	50.7	0.0	100.0
Not defined	27.1	21.1	51.8	100.0	12.5	87.5	0.0	100.0	28.6	71.4	0.0	100.0	40.0	60.0	0.0	100.0	50.0	50.0	0.0	100.0	28.4	32.1	39.4	100.0
<b>Total</b>	<b>48.5</b>	<b>49.5</b>	<b>1.9</b>	<b>100.0</b>	<b>44.3</b>	<b>55.7</b>	<b>0.0</b>	<b>100.0</b>	<b>30.6</b>	<b>68.5</b>	<b>0.9</b>	<b>100.0</b>	<b>47.9</b>	<b>52.1</b>	<b>0.0</b>	<b>100.0</b>	<b>42.3</b>	<b>57.7</b>	<b>0.0</b>	<b>100.0</b>	<b>47.1</b>	<b>52.1</b>	<b>0.8</b>	<b>100.0</b>



Outline Caller Registrations from DHBs - Age Group  
(August 2009)

Number	New clients										Repeat clients										Quit Pack clients and General Enquiries										Web clients										TtxtQuit clients										Total clients									
	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total																		
DHB	2	9	23	21	2	0	57	0	4	6	0	2	0	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	16	15	1	0	38	0	6	1	0	0	0	7	2	25	46	46	5	0	124											
Northernland	1	28	68	28	10	0	135	0	3	20	16	1	0	40	0	1	0	0	0	0	0	1	0	32	92	23	1	0	148	0	12	2	0	0	0	14	1	76	182	67	12	0	338																	
Waitemata	0	30	80	34	9	0	153	0	4	26	12	4	0	46	0	0	0	0	0	0	1	1	109	109	37	3	0	173	0	10	6	1	0	0	17	0	68	221	84	16	1	390																		
Auckland	0	18	71	46	5	2	142	0	2	22	11	3	0	38	0	0	2	0	0	0	1	3	0	31	58	21	3	0	113	0	21	4	2	0	0	27	0	72	157	80	11	3	323																	
Countries Manukau	1	32	43	28	5	0	109	0	6	25	9	1	0	41	0	4	0	0	0	0	0	4	0	19	67	18	3	0	107	0	18	4	1	0	0	23	0	79	139	56	9	0	284																	
Waikato	0	15	36	23	5	0	79	0	0	11	10	0	0	21	0	0	0	0	0	0	0	0	4	34	11	0	0	49	0	6	1	0	0	0	7	0	25	82	44	5	0	156																		
Bay of Plenty	1	11	19	5	2	0	38	0	4	5	4	1	0	14	0	0	1	0	0	0	1	1	0	5	17	1	1	0	24	0	5	0	1	0	0	6	1	25	42	11	4	0	83																	
Lakes	0	3	3	3	1	0	10	0	0	0	1	0	0	2	0	0	0	0	0	0	0	0	6	3	0	0	0	9	0	3	1	0	0	0	4	0	12	8	4	1	0	25																		
Tairāwhiti	0	9	10	13	1	0	33	0	2	9	2	1	0	14	0	1	0	0	0	0	1	0	9	15	5	0	0	29	0	2	0	0	0	0	2	0	23	34	20	2	0	79																		
Taranaki	1	10	19	8	2	0	40	0	3	9	5	1	0	18	0	0	0	0	0	0	0	0	9	16	7	1	0	33	0	4	2	0	0	0	6	1	26	46	20	4	0	97																		
Hawke's Bay	0	3	13	9	0	0	25	0	1	2	1	1	0	5	0	0	0	0	0	0	0	0	1	7	6	0	0	15	0	6	0	0	0	0	6	1	11	22	16	1	0	51																		
Whangarei	0	6	37	13	5	0	61	0	1	15	9	2	0	27	0	0	0	0	0	1	1	0	11	24	9	1	0	45	0	7	0	1	0	0	8	0	25	76	32	8	1	142																		
MidCentral	2	2	3	4	0	0	11	0	0	1	2	0	0	3	0	0	0	0	0	0	0	0	2	12	2	0	0	16	0	0	0	0	0	0	0	0	2	4	16	8	0	30																		
Wairarapa	1	20	41	22	6	0	90	0	3	7	11	1	0	22	0	2	0	1	0	1	4	0	21	73	28	4	0	126	0	9	2	0	0	0	11	1	55	123	62	11	1	253																		
Capital and Coast	1	10	23	16	3	0	53	0	2	10	9	2	0	23	0	0	0	0	0	0	0	0	9	28	17	0	0	54	0	10	2	1	0	0	13	1	31	63	43	5	0	143																		
Hutt Valley	2	7	24	9	1	1	44	1	2	13	0	0	0	16	0	0	0	0	0	0	0	0	5	13	6	1	0	25	0	3	0	1	0	0	4	3	17	50	16	2	1	89																		
Nelson Marlborough	0	0	9	4	0	0	13	0	0	2	1	0	0	3	0	0	1	0	0	0	1	0	1	5	0	0	0	6	0	2	0	0	0	0	2	0	3	17	5	0	0	25																		
West Coast	3	28	87	43	10	1	172	0	6	26	32	4	0	68	1	3	1	1	0	2	8	1	27	91	38	2	0	159	2	22	5	0	0	0	29	7	86	210	114	16	3	436																		
Canterbury	1	1	11	3	0	0	16	0	1	2	1	0	0	5	0	0	0	0	0	0	0	0	2	10	5	0	0	17	0	3	0	0	0	0	3	1	7	22	10	1	0	41																		
South Canterbury	0	15	33	20	5	1	74	0	5	13	17	1	0	36	0	3	1	0	0	1	5	0	19	43	13	2	0	77	0	11	1	0	0	0	12	0	53	91	50	8	2	204																		
Otago	0	10	20	9	2	0	41	0	4	10	3	0	0	17	1	0	0	0	0	0	1	0	9	9	6	0	0	24	0	8	0	0	0	0	8	1	31	39	18	2	0	91																		
Southland	1	1	9	16	10	0	36	0	0	1	4	0	0	5	0	1	0	1	0	0	2	0	2	5	1	0	0	8	1	5	2	0	0	0	8	2	17	24	16	0	0	59																		
Not defined*	17	276	689	371	74	5	1432	1	53	235	171	26	0	486	2	15	6	3	0	7	33	2	254	747	269	23	0	1295	3	173	33	8	0	0	217	25	771	1710	822	123	12	3463																		

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

\* TtxtQuit clients can register for TtxtQuit via the Outline or Quit's website

Percent	New clients										Repeat clients										Quit Pack clients and General Enquiries										Web clients										TtxtQuit clients										Total clients									
	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total																		
DHB	3.5	15.8	40.4	36.8	3.5	0.0	100.0	0.0	18.2	27.3	45.5	9.1	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.8	42.1	39.5	2.6	0.0	100.0	0.0	85.7	14.3	0.0	0.0	0.0	100.0	1.6	20.2	37.1	37.1	4.0	0.0	100.0																		
Northernland	0.7	20.7	50.4	20.7	7.4	0.0	100.0	0.0	7.5	50.0	40.0	2.5	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	21.6	62.2	15.5	0.7	0.0	100.0	0.0	85.7	14.3	0.0	0.0	0.0	100.0	0.3	22.5	53.8	19.1	8.6	0.0	100.0																		
Waitemata	0.0	19.6	52.3	22.2	5.9	0.0	100.0	0.0	8.7	56.5	26.1	8.7	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	13.9	63.0	21.4	1.7	0.0	100.0	0.0	58.8	35.3	5.9	0.0	0.0	100.0	0.0	17.4	56.7	21.5	4.1	0.3	100.0																		
Auckland	0.0	12.7	50.0	32.4	3.5	1.4	100.0	0.0	5.3	37.9	28.9	7.9	0.0	100.0	0.0	0.0	66.7	0.0	0.0	33.3	100.0	0.0	27.4	51.3	18.6	2.7	0.0	100.0	0.0	77.8	14.8	7.4	0.0	0.0	100.0	0.0	22.3	48.6	24.8	3.4	0.9	100.0																		
Countries Manukau	0.9	28.4	39.4	25.7	4.6	0.0	100.0	0.0	14.6	61.0	22.0	2.4	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	17.8	62.6	16.8	2.8	0.0	100.0	0.0	78.3	17.4	4.3	0.0	0.0	100.0	0.4	27.8	48.9	19.7	3.2	0.0	100.0																		
Waikato	0.0	19.0	45.6	29.1	6.3	0.0	100.0	0.0	0.0	52.4	47.6	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2	69.4	22.4	0.0	0.0	100.0	0.0	85.7	14.3	0.0	0.0	0.0	100.0	0.0	16.0	52.6	28.2	3.2	0.0	100.0																		
Bay of Plenty	2.6	28.9	50.0	13.2	5.3	0.0	100.0	0.0	28.9	35.7	28.6	7.1	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	20.8	70.8	4.2	4.2	0.0	100.0	0.0	83.3	0.0	16.7	0.0	0.0	100.0	1.2	30.1	50.6	13.3	4.8	0.0	100.0																		
Lakes	0.0	30.0	30.0	30.0	10.0	0.0	100.0	0.0	0.0	50.0	50.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	66.7	33.3	0.0	0.0	0.0	100.0	0.0	75.0	25.0	0.0	0.0	0.0	100.0	0.0	48.0	32.0	16.0	4.0	0.0	100.0																		
Tairāwhiti	0.0	27.3	30.3	39.4	3.0	0.0	100.0	0.0	14.3	64.3	14.3	7.1	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	31.0	51.7	17.2	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	29.1	43.0	25.3	2.5	0.0	100.0																		
Taranaki	2.5	25.0	47.5	20.0	5.0	0.0	100.0	0.0	16.7	50.0	27.8	5.6	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.3	48.5	21.2	3.0	0.0	100.0	0.0	66.7	33.3	0.0	0.0	0.0	100.0	1.0	26.8	47.4	20.6	4.1	0.0	100.0																		
Hawke's Bay	0.0	12.0	52.0	36.0	0.0	0.0	100.0	0.0	20.0	40.0	20.0	20.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	6.7	46.7	40.0	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	2.0	21.6	43.1	31.4	2.0	0.0	100.0																	
Whangarei	0.0	9.8	60.7	21.3	8.2	0.0	100.0	0.0	3.7	55.6	33.3	7.4	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	24.4	53.3	20.0	2.2	0.0	100.0	0.0	87.5	0.0	12.5	0.0	0.0	100.0	0.0	17.6	53.5</																						

**Outline Caller Registrations from DHBs - Age Group**  
(September 2009)

Number	New clients						Repeat clients						Quit Pack clients and General Enquiries						Web clients						Txt2Quit clients						Total clients												
	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total								
Northland	0	7	23	26	6	0	58	0	2	10	9	1	0	22	0	2	0	0	0	0	2	0	5	22	13	0	0	40	0	0	8	1	0	0	9	0	0	24	56	48	3	0	131
Waitemata	0	23	70	32	6	3	134	0	2	28	17	3	0	50	0	0	1	1	1	1	3	0	44	141	41	1	0	227	0	0	15	3	2	0	20	0	0	84	243	93	10	4	434
Auckland	1	39	89	40	9	0	167	0	4	26	15	4	0	49	1	0	0	1	1	0	3	0	34	107	37	3	0	181	0	0	23	6	1	0	30	2	0	90	228	94	16	0	430
Countries Manukau	0	31	89	31	7	0	158	0	8	19	14	2	0	43	0	0	1	0	0	2	3	0	27	71	24	0	0	122	0	0	20	2	1	0	23	0	0	86	182	70	9	2	349
Waikato	0	32	76	35	5	0	148	1	4	21	15	2	0	43	0	0	0	1	0	0	1	0	19	54	25	2	0	100	0	0	21	2	0	0	23	0	0	76	153	76	9	0	315
Bay of Plenty	1	20	46	18	4	0	89	0	3	11	5	3	0	22	0	0	0	0	0	0	0	0	8	36	14	1	0	59	0	0	8	3	1	0	12	1	0	39	96	38	8	0	182
Lakes	0	12	19	6	1	0	38	0	3	7	4	0	0	14	0	0	1	0	0	0	1	0	4	17	2	0	0	23	0	0	7	1	1	0	9	0	0	26	45	13	1	0	85
Tairāwhiti	0	1	6	2	1	0	10	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	8	2	0	0	10	0	0	1	1	0	0	1	0	0	1	19	4	1	0	25
Taranaki	0	7	22	20	2	0	51	0	1	12	5	3	0	21	0	0	0	0	0	0	0	0	4	20	8	1	0	33	1	1	3	1	0	0	5	1	0	15	55	33	6	0	110
Hawke's Bay	0	8	23	12	0	0	43	0	3	16	16	3	0	38	0	0	0	0	0	0	0	0	2	18	11	0	0	31	0	0	6	1	0	0	7	0	0	19	58	39	3	0	119
Whangarei	1	6	13	11	0	0	31	0	2	5	5	1	0	13	0	0	0	0	0	0	0	0	4	5	4	1	0	14	0	0	7	0	0	0	7	1	0	19	23	20	2	0	65
MidCentral	0	14	45	19	2	0	80	0	6	19	10	6	0	41	0	0	1	0	0	0	1	0	14	40	13	2	0	69	0	0	11	2	1	0	14	0	0	45	107	43	10	0	205
Wairarapa	0	2	9	3	1	0	15	0	1	1	0	2	0	4	0	0	0	1	0	0	1	0	1	12	4	2	0	19	0	0	2	1	0	0	3	0	0	6	23	8	5	0	42
Capital and Coast	1	25	66	30	7	0	129	0	7	18	10	2	0	37	0	1	3	0	0	1	5	0	38	54	20	0	0	112	0	0	12	4	0	0	16	1	0	83	145	60	9	1	299
Hutt Valley	2	7	32	9	2	0	52	0	1	4	4	2	0	11	0	1	0	0	0	0	1	2	1	12	22	8	2	45	1	0	3	1	0	0	5	4	0	24	59	21	6	1	115
Nelson Marlborough	0	11	15	12	3	0	41	0	1	11	5	1	0	18	0	0	0	0	0	0	0	0	9	18	12	1	0	40	0	0	3	1	0	0	4	0	0	24	45	29	5	0	103
West Coast	0	2	6	1	0	0	9	0	0	2	1	1	0	4	0	0	0	0	0	0	0	0	1	4	3	0	0	8	0	0	1	2	0	0	3	0	0	4	14	5	1	0	24
Canterbury	1	26	89	47	13	0	176	0	3	30	15	5	0	53	0	1	1	2	0	0	4	0	41	103	35	0	0	179	1	0	29	10	1	0	41	2	0	100	233	100	18	0	453
South Canterbury	0	3	8	2	0	0	13	0	0	3	4	0	0	7	0	0	0	0	0	0	0	0	2	5	3	0	0	10	0	0	1	1	0	0	2	0	0	6	17	9	0	0	32
Otago	1	22	37	15	7	0	82	0	1	12	13	6	0	32	2	1	1	0	0	0	4	0	23	23	13	0	0	59	1	0	8	2	1	0	12	4	0	55	75	42	13	0	189
Southland	0	9	18	10	1	0	38	0	0	9	6	0	0	15	0	0	0	0	0	0	1	1	0	10	32	5	0	47	0	0	3	3	0	0	6	0	0	22	62	21	1	1	107
Not defined*	0	4	6	8	0	0	18	0	1	2	1	0	0	4	0	0	0	0	0	0	0	0	0	1	1	0	0	2	0	0	7	9	0	0	2	0	0	7	9	0	0	0	26
<b>Total</b>	<b>8</b>	<b>301</b>	<b>807</b>	<b>389</b>	<b>72</b>	<b>3</b>	<b>1980</b>	<b>1</b>	<b>53</b>	<b>270</b>	<b>174</b>	<b>47</b>	<b>0</b>	<b>545</b>	<b>3</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>1</b>	<b>6</b>	<b>31</b>	<b>1</b>	<b>302</b>	<b>813</b>	<b>298</b>	<b>16</b>	<b>0</b>	<b>1430</b>	<b>4</b>	<b>193</b>	<b>48</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>254</b>	<b>17</b>	<b>855</b>	<b>1947</b>	<b>876</b>	<b>136</b>	<b>9</b>	<b>3840</b>	

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

\* Txt2Quit clients can register for Txt2Quit via the Outline or Quit's website

Percent	New clients						Repeat clients						Quit Pack clients and General Enquiries						Web clients						Txt2Quit clients						Total clients															
	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total											
Northland	0.0	12.1	39.7	44.8	3.4	0.0	100.0	0.0	9.1	45.5	40.9	4.5	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	12.5	55.0	32.5	0.0	0.0	100.0	0.0	0.0	88.9	11.1	0.0	0.0	0.0	100.0	0.0	0.0	18.3	42.7	36.6	2.3	0.0	100.0	
Waitemata	0.0	17.2	52.2	23.9	4.5	2.2	100.0	0.0	4.0	56.0	34.0	6.0	0.0	100.0	0.0	0.0	33.3	33.3	0.0	33.3	100.0	0.0	0.0	19.4	62.1	18.1	0.4	0.0	100.0	0.0	0.0	75.0	15.0	10.0	0.0	0.0	100.0	0.0	0.0	19.4	56.0	21.4	2.3	0.0	100.0	
Auckland	0.6	17.4	53.3	24.0	4.8	0.0	100.0	0.0	8.2	53.1	30.6	8.2	0.0	100.0	33.3	0.0	0.0	33.3	33.3	0.0	100.0	0.0	0.0	18.8	59.1	20.4	1.7	0.0	100.0	0.0	0.0	76.7	20.0	3.3	0.0	0.0	100.0	0.5	20.9	53.0	21.9	3.7	0.0	0.0	100.0	
Countries Manukau	0.0	19.6	56.3	19.6	4.4	0.0	100.0	0.0	18.6	44.2	32.6	4.7	0.0	100.0	0.0	0.0	33.3	0.0	0.0	66.7	100.0	0.0	0.0	22.1	58.2	19.7	0.0	0.0	100.0	0.0	0.0	87.0	8.7	4.3	0.0	0.0	100.0	0.0	0.0	24.8	52.1	20.1	2.6	0.6	100.0	
Waikato	0.0	21.6	51.4	23.6	3.4	0.0	100.0	2.3	9.3	48.8	34.9	4.7	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	19.0	54.0	25.0	2.0	0.0	100.0	0.0	0.0	91.3	8.7	0.0	0.0	0.0	100.0	0.3	24.1	48.6	24.1	2.9	0.0	0.0	100.0	
Bay of Plenty	1.1	22.5	51.7	20.2	4.5	0.0	100.0	0.0	13.6	50.0	22.7	13.6	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.6	61.0	23.7	1.7	0.0	100.0	0.0	0.0	66.7	25.0	8.3	0.0	0.0	100.0	0.5	21.4	52.7	20.9	4.4	0.0	0.0	100.0	
Lakes	0.0	31.6	50.0	15.8	2.6	0.0	100.0	0.0	21.4	50.0	28.6	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	17.4	73.9	8.7	0.0	0.0	100.0	0.0	0.0	77.8	11.1	11.1	0.0	0.0	100.0	0.0	0.0	30.6	52.9	15.3	1.2	0.0	100.0
Tairāwhiti	0.0	10.0	60.0	20.0	10.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	80.0	20.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	4.0	76.0	16.0	4.0	0.0	100.0	
Taranaki	0.0	13.7	43.1	39.2	3.9	0.0	100.0	0.0	4.8	57.1	23.8	14.3	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.1	60.6	24.2	3.0	0.0	100.0	20.0	60.0	20.0	0.0	0.0	0.0	0.0	100.0	0.9	13.6	50.0	30.0	5.5	0.0	0.0	100.0	
Hawke's Bay	0.0	18.6	53.5	27.9	0.0	0.0	100.0	0.0	7.9	42.1	42.1	7.9	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	58.1	35.5	0.0	0.0	100.0	0.0	0.0	85.7	14.3	0.0	0.0	0.0	100.0	0.0	0.0	16.0	48.7	32.8	2.5	0.0	100.0	
Whangarei	3.2	19.4	41.9	35.5	0.0	0.0	100.0	0.0	15.4	38.5	38.5	7.7	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.6	35.7	28.6	7.1	0.0</																		

Quitline Caller Registrations from DHBs - Age Group  
(July - September 2009)

Number	New clients						Repeat clients						Quit Pack clients and General Enquiries						Web clients						TtxtQuit clients <sup>1</sup>						Total clients												
	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total								
DHB	141	24	73	9	0	172	0	9	27	30	6	0	72	0	2	0	0	0	1	3	0	19	2	0	0	0	21	2	73	177	140	16	0	409									
Northland	2	71	210	95	20	5	403	0	12	69	46	7	0	134	0	2	1	2	0	1	6	1	115	322	94	3	0	535	0	36	10	2	0	0	48	3	236	612	239	30	6	1126	
Waitemata	1	91	274	115	22	1	504	0	10	80	47	9	0	146	1	1	0	1	1	1	5	1	93	323	92	6	0	515	0	50	18	7	0	0	75	3	245	695	262	38	2	1245	
Auckland	1	65	225	106	17	4	418	0	14	69	40	5	0	126	0	1	3	0	0	3	7	0	90	195	74	3	0	362	1	56	7	3	0	0	67	2	223	499	223	25	7	1692	
Counties Manukau	1	84	195	93	15	1	389	1	16	67	50	8	0	142	0	5	0	1	0	0	6	0	58	173	54	7	0	292	0	57	7	1	0	0	65	2	220	442	199	30	1	894	
Waikato	1	52	121	60	13	0	247	0	6	35	30	5	0	76	0	0	2	0	0	0	2	0	19	106	49	1	0	175	0	19	4	1	0	0	24	1	96	268	140	19	0	524	
Bay of Plenty	1	29	66	24	3	0	123	0	10	22	18	2	0	52	0	1	2	0	0	1	4	0	17	53	7	5	0	82	0	17	4	3	0	0	24	1	74	147	52	10	1	285	
Lakes	0	7	16	8	3	0	34	0	0	5	2	0	0	7	0	0	0	0	0	0	0	0	8	16	3	0	0	27	0	4	2	0	0	0	6	0	19	39	13	3	0	74	
Tairāwhiti	0	31	53	43	4	0	131	0	5	31	13	5	0	54	0	1	1	0	0	0	2	0	19	66	16	1	0	102	1	9	2	0	0	0	12	1	65	153	72	10	0	301	
Taranaki	1	28	66	38	3	0	136	0	7	34	29	5	0	75	0	0	1	0	0	0	1	0	18	58	28	2	0	106	0	20	6	0	0	0	26	1	73	165	95	10	0	344	
Hawke's Bay	1	17	37	35	2	0	92	0	3	12	10	3	0	28	0	1	0	0	1	1	3	1	10	17	12	1	0	41	0	15	0	0	0	0	15	2	46	66	57	7	1	179	
Whangarei	0	35	108	50	12	0	205	0	10	59	28	9	0	106	0	1	1	0	0	2	4	0	34	88	27	5	0	154	0	32	5	3	0	0	40	0	112	261	108	26	0	599	
MidCentral	2	4	19	8	2	0	35	0	1	2	6	3	0	12	0	0	1	1	0	0	2	0	5	31	7	2	0	45	0	3	2	0	0	0	5	2	13	55	22	7	0	99	
Wairarapa	3	67	156	71	17	0	314	0	12	44	34	4	0	94	0	4	5	3	0	2	14	0	85	210	66	5	0	365	0	31	7	1	0	0	39	3	199	422	175	26	2	827	
Capital and Coast	3	33	199	42	5	0	162	0	6	21	24	6	0	57	0	1	0	1	0	1	3	1	38	89	43	2	0	173	1	21	3	1	0	0	28	5	99	192	111	13	1	421	
Hutt Valley	4	25	63	34	7	1	134	1	4	27	10	2	0	44	0	0	0	0	0	1	1	0	24	38	22	3	0	87	0	9	1	3	0	0	13	5	62	129	69	12	2	279	
Nelson Marlborough	0	2	18	7	1	0	28	0	0	7	5	1	0	13	0	0	1	0	0	0	1	1	3	17	5	0	0	26	0	0	5	3	0	0	0	8	1	10	46	17	2	0	76
West Coast	6	90	252	140	32	1	521	0	20	83	74	13	0	190	3	4	5	4	0	2	18	1	101	291	122	3	0	518	3	72	19	2	0	0	96	13	287	650	342	48	3	1343	
Canterbury	1	9	20	10	3	0	42	0	2	7	9	1	0	19	0	0	1	0	1	0	2	0	5	28	11	0	0	44	0	6	2	0	0	0	8	1	21	58	30	5	0	115	
South Canterbury	2	50	109	66	18	1	246	0	8	38	41	11	0	98	2	7	3	0	0	1	13	0	69	110	46	2	0	227	1	30	7	1	0	0	39	5	164	267	154	31	2	623	
Otago	1	25	51	33	7	0	117	0	4	23	11	0	0	38	1	1	0	1	0	1	4	0	26	59	19	0	0	104	0	16	3	0	0	0	19	2	72	136	64	7	1	282	
Southland	1	19	31	25	0	0	166	0	2	5	9	0	0	16	1	1	2	1	0	0	2	7	0	5	8	2	0	15	1	10	3	0	0	0	14	3	37	49	37	0	92		
Not defined <sup>2</sup>	34	857	2242	1167	215	104	4619	2	161	757	569	105	0	1601	8	53	2	15	3	20	108	6	861	2375	845	62	0	4137	8	537	117	28	0	0	680	58	2449	5528	2621	375	124	11155	

<sup>1</sup>The geo-coding system was unable to code some addresses - most of these are rural delivery addresses  
<sup>2</sup>TtxtQuit clients can register for TtxtQuit via the Quitline or Quit's website.

Percent	New clients						Repeat clients						Quit Pack clients and General Enquiries						Web clients						TtxtQuit clients <sup>1</sup>						Total clients											
	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total	<15	15-24	25-44	45-64	65+	Missing	Total							
DHB	1.2	14.0	42.4	37.2	5.2	0.0	100.0	0.0	12.5	37.5	41.7	8.3	0.0	100.0	0.0	66.7	0.0	0.0	0.0	33.3	100.0	0.0	13.9	53.2	32.6	0.7	0.0	100.0	0.0	90.5	9.5	0.0	0.0	0.0	100.0	0.5	17.8	43.3	34.2	3.9	0.2	100.0
Northland	0.5	17.6	52.1	23.6	5.0	1.2	100.0	0.0	9.0	51.5	34.3	5.2	0.0	100.0	0.0	33.3	16.7	33.3	0.0	16.7	100.0	0.2	21.5	60.2	17.6	0.6	0.0	100.0	0.0	75.0	20.8	4.2	0.0	0.0	100.0	0.3	21.0	54.4	21.2	2.7	0.5	100.0
Waitemata	0.2	18.1	54.4	22.8	4.4	0.2	100.0	0.0	6.8	54.8	32.2	6.2	0.0	100.0	20.0	20.0	0.0	20.0	20.0	20.0	100.0	0.2	18.1	62.7	17.9	1.2	0.0	100.0	0.0	66.7	24.0	9.3	0.0	0.0	100.0	0.2	19.7	55.8	21.0	3.1	0.2	100.0
Auckland	0.2	15.6	53.8	25.4	4.1	1.0	100.0	0.0	10.9	53.9	31.3	3.9	0.0	100.0	0.0	14.3	42.9	0.0	0.0	42.9	100.0	0.0	24.9	53.9	20.4	0.8	0.0	100.0	1.5	83.6	10.4	4.5	0.0	0.0	100.0	0.2	23.0	50.8	22.7	2.5	0.7	100.0
Counties Manukau	0.3	21.6	50.1	23.9	3.9	0.3	100.0	0.0	11.3	47.2	35.2	5.6	0.0	100.0	0.0	83.3	0.0	16.7	0.0	0.0	100.0	0.0	19.9	59.2	18.5	2.4	0.0	100.0	0.0	87.7	10.8	1.5	0.0	0.0	100.0	0.2	24.6	49.4	22.3	3.4	0.1	100.0
Waikato	0.4	21.1	49.0	24.3	5.3	0.0	100.0	0.0	7.9	46.1	39.5	6.6	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	10.9	60.6	28.0	0.6	0.0	100.0	0.0	79.2	16.7	4.2	0.0	0.0	100.0	0.2	18.3	51.1	26.7	3.6	0.0	100.0
Bay of Plenty	0.8	23.6	53.7	19.5	2.4	0.0	100.0	0.0	19.2	42.3	34.8	3.8	0.0	100.0	0.0	25.0	50.0	0.0	0.0	25.0	100.0	0.0	20.7	64.6	8.5	6.1	0.0	100.0	0.0	70.8	16.7	12.5	0.0	0.0	100.0	0.4	26.0	51.6	18.2	3.5	0.4	100.0
Lakes	0.0	20.6	47.1	23.5	8.8	0.0	100.0	0.0	0.0	71.4	28.6	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.8	59.3	11.1	0.0	0.0	100.0	0.0	68.7	33.3	0.0	0.0	0.0	100.0	0.0	25.7	52.7	17.6	4.1	0.0	100.0
Tairāwhiti	0.0	23.7	40.5	32.8	3.1	0.0	100.0	0.0	9.3	57.4	24.1	9.3	0.0	100.0	0.0	50.0	50.0	0.0	0.0	0.0	100.0	0.0	18.6	64.7	15.7	1.0	0.0	100.0	8.3	7												



**Outline Caller Registrations from DHBs - Ethnicity**  
(August 2009)

Number	New clients						Repeat clients						Quit Pack clients and General Enquiries						Web clients						Txi2Quit clients						Total clients																	
	NZM	Euro	Pacific	Asian	MELAA*	Other	NZM	Euro	Pacific	Asian	MELAA*	Other	NZM	Euro	Pacific	Asian	MELAA*	Other	NZM	Euro	Pacific	Asian	MELAA*	Other	NZM	Euro	Pacific	Asian	MELAA*	Other	NZM	Euro	Pacific	Asian	MELAA*	Other												
Northland	28	33	3	4	0	3	0	0	0	0	0	0	0	0	0	0	0	0	7	28	0	0	0	3	40	3	3	2	1	0	0	0	0	0	0	0	9	44	80	6	5	0						
Waikato	27	100	11	7	2	5	155	8	34	1	2	1	47	0	0	1	0	0	1	11	103	10	7	1	157	4	9	0	2	0	1	16	50	246	23	18	4	24	11	16	4	24						
Auckland	41	89	17	15	11	17	193	11	22	4	5	2	1	20	119	7	18	2	1	20	119	7	18	2	1	11	18	3	10	2	1	11	18	3	10	2	1	11	18	3	10	2						
Courtesy Manukau	50	66	25	16	3	7	171	12	17	2	4	3	41	0	1	0	0	0	2	3	23	75	7	3	0	11	9	128	11	14	5	3	0	2	2	0	35	96	173	39	26	6	23	15	378	15	378	15
Waikato	36	71	4	4	1	7	123	12	30	1	0	1	49	0	1	0	0	0	1	2	4	24	88	0	0	4	3	119	12	16	2	1	0	0	0	0	31	84	206	7	5	2	17	5	326	17	5	326
Bay of Plenty	22	52	4	3	0	6	68	6	0	0	0	1	24	0	0	0	0	0	0	10	39	1	0	0	0	4	0	54	5	4	0	0	0	0	0	0	1	10	43	112	6	3	0	1	176	43	112	6
Lakes	19	20	2	3	0	3	48	3	11	0	1	0	0	15	0	0	0	0	1	5	17	1	0	0	0	3	0	26	2	5	0	0	0	0	0	0	7	29	53	3	4	0	7	1	97	29	53	3
Tairāwhiti	7	4	0	0	0	0	11	2	1	0	0	0	3	0	0	0	0	0	0	3	6	1	0	0	0	0	0	10	2	2	0	0	0	0	0	0	4	14	13	1	0	0	0	0	28	14	13	1
Taranaki	4	26	0	0	0	3	33	3	11	0	0	0	2	16	1	0	1	0	2	5	22	0	0	0	3	4	34	1	1	0	0	0	0	0	0	2	14	60	1	0	0	6	4	87	14	60	1	
Hawke's Bay	19	28	2	0	1	4	55	7	12	1	0	0	0	21	0	0	0	0	0	7	25	1	0	0	0	2	0	35	2	5	0	0	0	0	0	0	7	35	70	4	0	1	7	1	118	35	70	4
Whanganui	9	17	0	0	0	3	29	1	5	0	0	0	2	8	0	0	0	0	0	4	10	1	1	0	0	2	0	18	1	6	0	0	0	0	0	0	1	8	15	38	1	1	0	7	63	8	15	38
MidCentral	17	50	0	0	3	1	71	5	22	1	0	1	30	0	0	0	0	0	1	7	39	2	0	0	1	0	0	49	1	5	0	0	1	0	10	30	116	3	3	0	6	3						
Waitemata	1	10	0	0	0	1	12	2	3	0	0	0	0	5	0	0	0	0	0	3	14	1	0	0	0	0	0	18	0	0	0	0	0	0	0	0	0	0	6	27	1	0	0	1	0	6	27	1
Capital and Coast	24	63	9	5	2	7	111	5	17	0	0	0	3	25	1	2	0	1	5	13	99	5	4	1	12	3	137	3	9	4	0	0	0	0	0	0	16	46	190	18	10	3	22	5	294	18	10	
Hutt Valley	16	40	3	1	1	0	62	5	19	1	0	0	1	26	0	0	0	0	0	11	42	0	0	0	0	6	2	61	3	10	3	0	0	0	0	0	1	16	35	111	7	1	1	7	3	165	11	7
Nelson Marlborough	2	36	0	2	0	5	47	4	12	0	0	0	2	18	0	0	0	0	0	0	25	0	0	0	0	1	0	26	1	3	0	0	0	0	0	0	0	4	7	76	0	2	0	0	2	95	0	2
West Coast	0	12	0	0	0	1	14	0	3	0	0	0	0	3	0	1	0	0	0	1	4	0	0	0	0	2	6	0	1	0	0	0	0	0	1	0	0	0	21	0	1	1	3	26	0	26	1	3
Canterbury	29	134	4	3	2	18	191	6	58	2	2	8	0	76	0	3	0	1	0	4	8	14	134	4	3	0	13	2	2	2	0	1	35	56	351	12	11	2	40	8	480	11						
South Canterbury	4	14	0	0	0	1	19	1	4	0	0	0	0	5	0	0	0	0	0	0	17	0	0	0	0	0	0	17	1	2	0	0	0	0	0	0	3	6	37	0	0	0	0	11	0	44	0	11
Otago	10	61	2	0	0	8	83	5	31	1	0	0	4	5	0	2	0	0	3	5	10	59	1	3	0	4	5	82	4	7	0	0	0	0	0	0	2	13	29	160	4	3	0	18	11	225	4	3
Southland	9	33	0	0	1	5	48	1	17	0	0	0	2	20	0	1	0	0	0	1	2	23	0	0	0	1	1	27	1	7	1	0	0	0	0	0	9	13	81	1	0	1	8	2	106	13	81	1
Not defined**	13	26	1	1	0	1	42	0	5	0	0	0	5	0	1	0	0	0	1	2	5	5	0	2	0	0	1	8	1	8	0	0	0	0	0	0	1	8	14	43	1	3	0	3	65	14	43	1
<b>Total</b>	<b>387</b>	<b>985</b>	<b>87</b>	<b>64</b>	<b>24</b>	<b>108</b>	<b>22</b>	<b>1677</b>	<b>105</b>	<b>377</b>	<b>15</b>	<b>14</b>	<b>6</b>	<b>39</b>	<b>3</b>	<b>559</b>	<b>2</b>	<b>12</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>16</b>	<b>36</b>	<b>179</b>	<b>993</b>	<b>42</b>	<b>41</b>	<b>4</b>	<b>99</b>	<b>47</b>	<b>1405</b>	<b>68</b>	<b>147</b>	<b>21</b>	<b>13</b>	<b>2</b>	<b>6</b>	<b>6</b>	<b>263</b>	<b>741</b>	<b>2514</b>	<b>167</b>	<b>134</b>	<b>36</b>	<b>254</b>	<b>94</b>	<b>3940</b>

\* The geo-coding system was unable to code some addresses - most of these are care delivery addresses  
\*\*Txi2Quit clients can register for Txi2Quit via the Outline or Quit's website  
\*\*MELAA = Middle Eastern, Latin American and African

Percent*	New clients						Repeat clients						Quit Pack clients and General Enquiries						Web clients						Txi2Quit clients						Total clients																	
	NZM	Euro	Pacific	Asian	MELAA*	Other	NZM	Euro	Pacific	Asian	MELAA*	Other	NZM	Euro	Pacific	Asian	MELAA*	Other	NZM	Euro	Pacific	Asian	MELAA*	Other	NZM	Euro	Pacific	Asian	MELAA*	Other	NZM	Euro	Pacific	Asian	MELAA*	Other												
Northland	49.1	57.9	5.3	7.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.4	73.7	0.0	0.0	0.0	7.9	5.3	42.9	42.9	28.6	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	35.5	94.5	4.8	4.0	0.0	5.6	1.6	35.5	94.5	4.8	4.0	0.0
Waitemata	20.0	74.1	8.1	5.2	1.5	3.7	2.2	20.0	85.0	2.5	5.0	2.5	2.5	0.0	0.0	100.0	0.0	0.0	0.0	7.4	69.6	6.8	4.7	0.7	12.2	4.7	28.6	64.3	0.0	14.3	0.0	0.0	7.1	14.8	72.8	6.8	5.3	1.2	7.1	3.3	20.0	74.1	8.1					
Auckland	26.8	58.2	11.1	9.6	7.2	11.1	2.0	23.9	69.6	8.7	10.9	2.2	4.3	2.2	0.0	0.0	0.0	0.0	100.0	11.6	58.8	4.0	10.4	1.2	6.4	3.5	17.6	58.8	11.8	5.9	5.9	0.0	5.9	19.2	64.1	7.7	10.0	3.8	7.7	3.1	26.8	58.2	11.1					
Courtesy Manukau	35.2	46.5	17.6	11.3	2.1	4.9	2.8	31.6	44.7	5.3	10.5	7.9	7.9	0.0	0.0	33.3	0.0	0.0	0.0	20.4	68.4	8.2	2.7	0.0	9.7	8.0	40.7	51.9	18.5	11.1	0.0	7.4	0.0	29.7	53.6	12.1	8.0	1.9	7.1	4.6	35.2	46.5	17.6					
Waikato	33.0	65.1	3.7	3.7	0.9	6.4	0.0	29.3	73.2	2.4	0.0	2.4	12.2	0.0	0.0	25.0	0.0	0.0	25.0	22.4	82.2	0.0	0.0	0.0	3.7	2.8	52.2	66.6	8.7	4.3	0.0	0.0	0.0	29.6	72.5	2.5	1.8	0.7	6.0	1.8	33.0	65.1	3.7					
Bay of Plenty	27.8	65.8	5.1	3.8	0.0	7.6	1.3	28.6	81.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	20.4	79.6	2.0	0.0	0.0	8.2	0.0	71.4	57.1	0.0	0.0	0.0	0.0	14.3	27.8	71.8	3.2	1.9	0.0	7.1	1.3	27.8	65.8	5.1					
Lakes	50.0	52.6	5.3	7.9	0.0	7.9	2.6	21.4	78.6	0.0	7.1	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	20.8	70.8	4.2	0.0	0.0	12.5	0.0	33.3	83.3	0.0	0.0	0.0	0.0	0.0	34.9	83.9	3.6	4.8	0.0	8.4	1.2	50.0	52.6	5.3					
Tairāwhiti	100.0	40.0	0.0	0.0	0.0	0.0	0.0	100.0	40.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.3	66.7	11.1	0.0	0.0	0.0	0.0	50.0	50.0	0.0	0.0	0.0	0.0	0.0	56.0	52.0	4.0	0.0	0.0	0.0	0.0	100.0	40.0	0.0					
Taranaki	12.1	78.8	0.0	0.0	0.0	9.1	0.0	21.4	78.6	0.0	0.0	0.0	14.3	0.0	100.0	0.0	0.0	0.0	0.0	17.2	75.9	0.0	0.0	0.0	10.3	13.8	50.0	50.0	0.0	0.0	0.0	0.0	0.0	17.7	75.9	1.3	0.0	0.0	10.1	5.1	12.1	78.8	0.0					
Hawke's Bay	47.5	70.0	5.0	0.0	2.5	10.0	2.5	38.9	66.7	5.6	0.0	0.0	5.6	0.0	0.0	0.0	0.0	0.0	0.0	21.2	75.6	3.0	0.0	0.0	6.1	0.0	33.3	83.3	0.0	0.0	0.0	0.0	0.0	36.1	72.2	4.1	0.0	1.0	7.2	1.0	47.5	70.0	5.0					
Whanganui	36.0	68.0	0.0	0.0	0.0	12.0																																										



**Quitline Caller Registrations from DHBs - Ethnicity**  
(July - September 2009)

Number	New clients						Repeat clients						Quit Pack clients and General Enquiries						Web clients						Txi2Quit clients*						Total clients																		
	NZM	Euro	Pacific	Asian	MELAA	Other	NZM	Euro	Pacific	Asian	MELAA	Other	NZM	Euro	Pacific	Asian	MELAA	Other	NZM	Euro	Pacific	Asian	MELAA	Other	NZM	Euro	Pacific	Asian	MELAA	Other	NZM	Euro	Pacific	Asian	MELAA	Other													
Northland	68	115	4	5	1	0	207	23	60	1	0	0	3	0	87	1	0	0	0	0	0	2	3	33	107	1	1	0	4	5	151	10	10	2	2	0	0	1	25	135	292	8	8	1	17	12	473		
Waikato	66	287	35	20	6	35	11	460	22	107	6	7	4	8	0	154	2	1	1	1	0	1	7	54	394	30	29	1	71	16	585	14	28	7	4	1	3	1	58	158	807	79	61	12	118	29	1284		
Auckland	120	293	61	45	20	54	21	603	25	114	7	10	1	13	1	171	0	1	0	0	0	1	3	5	34	27	59	3	37	21	552	24	47	10	5	1	2	2	91	230	798	105	119	25	107	38	1422		
Counties Manukau	124	207	74	43	8	27	9	492	37	69	19	10	3	7	0	145	2	2	2	0	0	1	2	9	66	241	21	19	0	34	26	407	27	33	14	8	2	3	0	87	256	552	130	80	13	72	37	1140	
Waikato	134	253	13	11	5	32	8	456	43	106	3	3	2	10	0	167	1	2	0	0	0	1	2	6	55	227	0	1	0	19	12	314	28	45	5	1	1	0	0	80	261	633	21	16	8	62	22	1023	
Bay of Plenty	96	149	9	6	1	15	5	281	23	53	0	0	0	1	0	86	0	1	0	0	0	0	1	25	148	1	1	0	13	4	192	13	15	1	1	0	2	1	33	156	376	11	8	1	31	11	594		
Lakes	63	65	4	6	0	8	1	147	16	39	0	2	1	2	0	60	1	2	0	0	0	2	0	5	21	64	2	3	1	3	0	94	14	15	1	1	0	0	0	31	115	185	7	12	2	15	1	337	
Taranaki	18	18	0	0	0	2	0	38	4	4	0	0	0	0	0	8	0	0	0	0	0	0	0	3	14	86	1	0	0	5	6	112	5	9	0	0	0	1	0	15	64	242	2	1	0	21	10	340	
Taranaki	31	101	0	1	0	7	3	143	13	45	0	0	0	8	1	67	1	1	1	0	0	0	0	3	14	86	1	0	0	5	6	112	5	9	0	0	0	1	0	15	64	242	2	1	0	21	10	340	
Hawke's Bay	55	95	3	1	1	11	2	168	21	58	3	0	0	4	0	86	1	0	0	0	0	0	0	1	16	86	1	0	0	8	2	113	9	19	1	0	0	2	0	31	102	258	8	1	1	25	4	399	
Whanganui	34	61	1	1	0	7	0	104	5	24	0	0	0	3	0	32	1	0	0	0	0	2	3	7	34	1	1	0	3	1	47	7	11	0	0	0	0	1	19	54	130	2	2	0	13	4	205		
MidCentral	53	155	8	4	0	17	3	240	27	84	2	1	0	4	3	121	2	3	0	0	0	1	1	7	29	120	6	0	0	5	4	164	6	31	1	4	1	3	0	48	119	393	17	9	1	30	11	580	
Waairapa	4	31	0	0	0	3	0	38	2	12	0	0	0	0	14	3	1	0	1	0	0	1	0	3	4	42	1	0	0	0	1	48	0	5	0	0	0	0	5	10	91	1	1	0	4	1	108		
Capital and Coast	80	210	24	12	6	37	6	375	22	71	4	3	3	10	2	115	4	8	1	1	0	0	3	17	47	286	12	14	2	30	16	407	17	29	7	1	0	2	0	56	170	604	48	31	11	79	27	970	
Hutt Valley	46	115	12	7	1	7	2	190	11	46	5	0	0	1	0	63	0	1	0	0	0	1	1	3	34	138	8	1	0	7	7	195	5	21	4	0	0	1	0	31	96	321	29	8	1	17	10	482	
Hutt Valley	9	113	1	4	1	15	2	145	9	37	0	0	0	2	1	49	0	1	0	0	0	0	1	3	81	0	0	0	6	2	92	1	12	0	0	0	0	0	13	22	244	1	4	1	23	5	300		
West Coast	3	22	0	1	0	3	1	30	1	12	0	0	0	1	1	15	0	0	0	0	0	0	0	1	2	22	0	0	0	0	2	26	1	6	0	0	1	1	0	9	7	63	0	1	1	5	4	81	
Canterbury	85	402	15	8	6	53	7	578	19	167	3	5	0	15	1	210	0	11	0	1	0	0	6	18	56	425	11	7	0	38	13	550	23	74	3	3	0	6	2	111	183	1079	32	24	6	112	29	1465	
South Canterbury	6	37	1	0	0	3	0	47	3	17	0	0	0	0	0	20	0	1	0	0	0	1	0	2	5	42	1	0	0	0	0	48	2	8	0	0	0	0	0	8	16	103	2	0	0	4	0	125	
Otago	27	204	7	5	1	26	3	273	12	87	4	0	0	8	1	112	0	7	0	0	0	2	4	13	25	196	2	7	0	12	7	249	7	30	0	0	0	0	3	2	42	71	524	13	12	1	51	17	689
Southland	20	94	4	2	1	10	1	132	5	37	0	0	0	2	0	44	0	3	0	0	0	1	1	5	12	89	1	3	0	6	1	112	4	16	3	1	0	0	0	24	41	239	8	6	1	19	3	317	
Not defined	24	52	5	2	1	3	91	178	3	14	0	0	0	0	17	0	2	0	0	0	2	3	7	2	10	0	2	0	0	1	15	5	11	0	0	0	0	34	1	17	34	89	5	4	1	5	96	234	
<b>Total</b>	<b>1166</b>	<b>3078</b>	<b>281</b>	<b>184</b>	<b>59</b>	<b>385</b>	<b>170</b>	<b>5323</b>	<b>345</b>	<b>1273</b>	<b>57</b>	<b>41</b>	<b>14</b>	<b>102</b>	<b>11</b>	<b>1843</b>	<b>16</b>	<b>49</b>	<b>5</b>	<b>4</b>	<b>0</b>	<b>15</b>	<b>32</b>	<b>121</b>	<b>580</b>	<b>3187</b>	<b>131</b>	<b>148</b>	<b>7</b>	<b>501</b>	<b>148</b>	<b>4502</b>	<b>227</b>	<b>475</b>	<b>59</b>	<b>31</b>	<b>7</b>	<b>29</b>	<b>12</b>	<b>840</b>	<b>2334</b>	<b>8062</b>	<b>533</b>	<b>408</b>	<b>87</b>	<b>832</b>	<b>373</b>	<b>12629</b>	

\* The geo-coding system was unable to code some addresses - most of these are rural delivery addresses  
\* Txi2Quit clients can register for Txi2Quit via the Quitline or Quit's website  
\* MELAA = Middle Eastern, Latin American and African

Percent*	New clients						Repeat clients						Quit Pack clients and General Enquiries						Web clients						Txi2Quit clients*						Total clients															
	NZM	Euro	Pacific	Asian	MELAA	Other	NZM	Euro	Pacific	Asian	MELAA	Other	NZM	Euro	Pacific	Asian	MELAA	Other	NZM	Euro	Pacific	Asian	MELAA	Other	NZM	Euro	Pacific	Asian	MELAA	Other	NZM	Euro	Pacific	Asian	MELAA	Other	NZM	Euro	Pacific	Asian	MELAA	Other				
Northland	39.5	66.9	2.5	2.9	0.6	5.9	2.3	31.9	83.3	1.4	0.0	0.0	4.2	0.0	66.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.1	71.8	5.6	5.4	0.2	13.3	3.0	29.2	58.3	14.6	8.3	2.1	6.3	2.1	14.0	71.7	7.0	5.4	1.1	10.5	2.6	
Waikato	16.4	71.2	8.7	5.0	1.5	8.7	2.7	16.4	79.9	4.5	5.2	3.0	6.0	0.0	0.0	33.3	16.7	16.7	16.7	0.0	0.0	0.0	0.0	0.0	0.0	10.1	71.8	5.6	5.4	0.2	13.3	3.0	29.2	58.3	14.6	8.3	2.1	6.3	2.1	14.0	71.7	7.0	5.4	1.1	10.5	2.6
Auckland	23.8	57.9	12.1	8.9	4.0	10.7	2.2	17.1	78.1	4.8	6.8	0.7	8.9	0.7	0.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.8	66.8	5.2	11.5	0.6	7.2	4.1	32.0	62.7	13.3	6.7	1.3	2.7	2.7	18.5	64.1	8.4	9.6	2.0	8.6	3.1
Counties Manukau	29.7	49.5	17.7	10.3	1.9	6.5	2.2	29.9	53.9	14.8	7.8	2.3	5.5	0.0	0.0	14.3	28.6	28.6	28.6	0.0	0.0	0.0	0.0	0.0	0.0	18.2	66.6	5.8	5.2	0.0	6.4	7.2	40.3	49.3	20.9	11.9	3.0	4.5	0.0	28.1	56.2	13.2	8.1	1.3	7.3	3.8
Waikato	34.4	65.0	3.3	2.8	1.3	8.2	2.1	30.3	74.6	2.1	2.1	1.4	7.0	0.0	0.0	16.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.8	77.7	0.0	0.3	0.0	6.5	4.1	43.1	69.2	7.7	1.5	1.5	0.0	0.0	29.2	70.8	2.3	1.8	0.9	6.9	2.5
Bay of Plenty	38.9	60.3	3.6	2.4	0.4	6.1	2.0	28.9	62.9	0.0	0.0	0.0	1.3	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	84.6	0.6	0.6	0.0	7.4	2.3	54.2	62.5	4.2	4.2	0.0	8.3	4.2	29.8	71.8	2.1	1.5	0.2	5.9	2.1	
Lakes	51.2	52.8	3.3	4.9	0.0	6.5	0.8	30.8	75.0	0.0	3.8	1.9	3.8	0.0	0.0	25.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.6	78.0	2.4	3.7	1.2	3.7	0.0	58.3	62.5	4.2	4.2	0.0	0.0	0.0	40.4	64.9	2.5	4.2	0.7	5.3	0.4	
Taranaki	52.9	52.9	0.0	0.0	0.0	5.9	0.0	57.1	57.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.3	55.6	14.8	0.0	0.0	0.0	3.7	50.0	63.3	0.0	0.0	0.0	0.0	16.7	45.9	52.7	5.4	0.0	0.0	2.7	2.7	2.7
Taranaki	23.7	77.1	0.0	0.8	0.0	5.3	2.3	24.1	83.3	0.0	0.0	0.0	14.8	1.9	0.0	50.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.7	84.3	1.0	0.0	0.0	4.9	5.9	41.7	75.0	0.0	0.0	0.0	8.3	0.0	21.3	80.4	0.7	0.3	0.0	7.0	3.3	
Hawke's Bay	40.4	69.9	2.2	0.7	0.7	6.1	1.5	28.0	77.3	4.0	0.0	0.0	5.																																	

## Quit Cards Issued

July - September 2009 - Summary Data

DHB	July	August	September <sup>1</sup>	Total
Northland	441	400	189	1030
Waitemata	947	919	498	2364
Auckland	1377	1123	550	3050
Counties Manukau	900	935	471	2306
Waikato	924	835	382	2141
Bay of Plenty	535	489	257	1281
Lakes	328	250	119	697
Tairāwhiti	86	67	29	182
Taranaki	355	250	140	745
Hawke's Bay	540	287	160	987
Whanganui	183	180	99	462
MidCentral	472	458	257	1187
Wairarapa	91	87	55	233
Capital and Coast	917	750	369	2036
Hutt Valley	404	456	185	1045
Nelson Marlborough	169	283	145	597
West Coast	89	72	30	191
Canterbury	1353	1312	647	3312
South Canterbury	131	139	56	326
Otago	632	598	236	1466
Southland	279	308	121	708
Not defined <sup>a</sup>	112	252	110	474
<b>Total</b>	<b>11265</b>	<b>10450</b>	<b>5105</b>	<b>26820</b>

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

<sup>1</sup> NRT card distribution changed on the 30th of August 2009, such that one card was issued for 8 weeks therapy where 2 cards were needed before. Hence distribution data from September onwards is not comparable with previous reporting periods.