

Quitline Caller Registrations from DHBs (Oct - Dec 2009)

Number DHB	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients ^a				Total clients			
	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total
Northland	63	41	39	143	20	25	23	68	3	3	1	7	59	51	19	129	11	4	6	21	156	124	88	368
Waitemata	132	124	79	335	53	57	40	150	6	3	1	10	175	194	114	483	16	20	15	51	382	398	249	1029
Auckland	141	143	80	364	50	51	23	124	4	4	3	11	193	191	104	488	23	11	17	51	411	400	227	1038
Counties Manukau	155	159	96	410	52	38	31	121	5	4	2	11	143	110	66	319	32	26	21	79	387	337	216	940
Waikato	119	144	66	329	43	65	36	144	2	1	3	6	129	106	63	298	29	22	15	66	322	338	183	843
Bay of Plenty	83	72	40	195	34	34	28	96	4	6	1	11	87	62	26	175	9	16	5	30	217	190	100	507
Lakes	42	34	15	91	11	19	10	40	1	0	0	1	42	32	22	96	5	8	1	14	101	93	48	242
Tairāwhiti	6	10	11	27	3	5	4	12	0	0	0	0	11	7	3	21	1	0	1	2	21	22	19	62
Taranaki	43	30	14	87	15	20	11	46	0	0	0	0	46	36	18	100	9	7	2	18	113	93	45	251
Hawke's Bay	44	54	21	119	20	19	10	49	1	0	2	3	44	44	25	113	2	8	9	19	111	125	67	303
Whanganui	24	15	13	52	12	11	7	30	2	1	1	4	29	16	21	66	5	7	1	13	72	50	43	165
MidCentral	69	64	37	170	29	31	18	78	1	3	0	4	86	58	29	173	18	12	7	37	203	168	91	462
Wairarapa	7	11	6	24	7	8	5	20	1	0	0	1	11	10	8	29	2	2	2	6	28	31	21	80
Capital and Coast	85	86	41	212	30	46	29	105	0	2	1	3	173	130	72	375	10	11	8	29	298	275	151	724
Hutt Valley	43	54	40	137	22	25	25	72	1	2	0	3	78	63	31	172	11	16	4	31	155	160	100	415
Nelson Marlborough	50	33	12	95	26	13	11	50	2	0	0	2	50	39	28	117	10	10	4	24	138	95	55	288
West Coast	9	8	6	23	3	7	3	13	0	1	1	2	11	14	6	31	3	2	1	6	26	32	17	75
Canterbury	204	153	74	431	76	67	52	195	4	6	3	13	218	166	103	487	25	27	20	72	527	419	252	1198
South Canterbury	23	20	7	50	4	7	0	11	0	0	0	0	25	17	10	52	7	2	0	9	59	46	17	122
Otago	61	66	33	160	33	23	24	80	2	1	1	4	81	57	41	179	13	18	10	41	190	165	109	464
Southland	35	42	16	93	11	14	8	33	3	3	0	6	48	32	19	99	9	5	6	20	106	96	49	251
Not defined ^b	6	2	41	49	3	0	1	4	1	2	1	4	5	3	0	8	6	1	2	9	21	8	45	74
Total	1444	1365	787	3596	557	585	399	1541	43	42	21	106	1744	1438	828	4010	256	235	157	648	4044	3665	2192	9901

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

^a 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			
	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total
Northland	4.4	3.0	5.0	4.0	3.6	4.3	5.8	4.4	7.0	7.1	4.8	6.6	3.4	3.5	2.3	3.2	4.3	1.7	3.8	3.2	3.9	3.4	4.0	3.7
Waitemata	9.1	9.1	10.0	9.3	9.5	9.7	10.0	9.7	14.0	7.1	4.8	9.4	10.0	13.5	13.8	12.0	6.3	8.5	9.6	7.9	9.4	10.9	11.4	10.4
Auckland	9.8	10.5	10.2	10.1	9.0	8.7	5.8	8.0	9.3	9.5	14.3	10.4	11.1	13.3	12.6	12.2	9.0	4.7	10.8	7.9	10.2	10.9	10.4	10.5
Counties Manukau	10.7	11.6	12.2	11.4	9.3	6.5	7.8	7.9	11.6	9.5	9.5	10.4	8.2	7.6	8.0	8.0	12.5	11.1	13.4	12.2	9.6	9.2	9.9	9.5
Waikato	8.2	10.5	8.4	9.1	7.7	11.1	9.0	9.3	4.7	2.4	14.3	5.7	7.4	7.4	7.6	7.4	11.3	9.4	9.6	10.2	8.0	9.2	8.3	8.5
Bay of Plenty	5.7	5.3	5.1	5.4	6.1	5.8	7.0	6.2	9.3	14.3	4.8	10.4	5.0	4.3	3.1	4.4	3.5	6.8	3.2	4.6	5.4	5.2	4.6	5.1
Lakes	2.9	2.5	1.9	2.5	2.0	3.2	2.5	2.6	2.3	0.0	0.0	0.9	2.4	2.2	2.7	2.4	2.0	3.4	0.6	2.2	2.5	2.5	2.2	2.4
Tairāwhiti	0.4	0.7	1.4	0.8	0.5	0.9	1.0	0.8	0.0	0.0	0.0	0.0	0.6	0.5	0.4	0.5	0.4	0.0	0.6	0.3	0.5	0.6	0.9	0.6
Taranaki	3.0	2.2	1.8	2.4	2.7	3.4	2.8	3.0	0.0	0.0	0.0	0.0	2.6	2.5	2.2	2.5	3.5	3.0	1.3	2.8	2.8	2.5	2.1	2.5
Hawke's Bay	3.0	4.0	2.7	3.3	3.6	3.2	2.5	3.2	2.3	0.0	9.5	2.8	2.5	3.1	3.0	2.8	0.8	3.4	5.7	2.9	2.7	3.4	3.1	3.1
Whanganui	1.7	1.1	1.7	1.4	2.2	1.9	1.8	1.9	4.7	2.4	4.8	3.8	1.7	1.1	2.5	1.6	2.0	3.0	0.6	2.0	1.8	1.4	2.0	1.7
MidCentral	4.8	4.7	4.7	4.7	5.2	5.3	4.5	5.1	2.3	7.1	0.0	3.8	4.9	4.0	3.5	4.3	7.0	5.1	4.5	5.7	5.0	4.6	4.2	4.7
Wairarapa	0.5	0.8	0.8	0.7	1.3	1.4	1.3	1.3	2.3	0.0	0.0	0.9	0.6	0.7	1.0	0.7	0.8	0.9	1.3	0.9	0.7	0.8	1.0	0.8
Capital and Coast	5.9	6.3	5.2	5.9	5.4	7.9	7.3	6.8	0.0	4.8	4.8	2.8	9.9	9.0	8.7	9.4	3.9	4.7	5.1	4.5	7.4	7.5	6.9	7.3
Hutt Valley	3.0	4.0	5.1	3.8	3.9	4.3	6.3	4.7	2.3	4.8	0.0	2.8	4.5	4.4	3.7	4.3	4.3	6.8	2.5	4.8	3.8	4.4	4.6	4.2
Nelson Marlborough	3.5	2.4	1.5	2.6	4.7	2.2	2.8	3.2	4.7	0.0	0.0	1.9	2.9	2.7	3.4	2.9	3.9	4.3	2.5	3.7	3.4	2.6	2.5	2.9
West Coast	0.6	0.6	0.8	0.6	0.5	1.2	0.8	0.8	0.0	2.4	4.8	1.9	0.6	1.0	0.7	0.8	1.2	0.9	0.6	0.9	0.6	0.9	0.8	0.8
Canterbury	14.1	11.2	9.4	12.0	13.6	11.5	13.0	12.7	9.3	14.3	14.3	12.3	12.5	11.5	12.4	12.1	9.8	11.5	12.7	11.1	13.0	11.4	11.5	12.1
South Canterbury	1.6	1.5	0.9	1.4	0.7	1.2	0.0	0.7	0.0	0.0	0.0	0.0	1.4	1.2	1.2	1.3	2.7	0.9	0.0	1.4	1.5	1.3	0.8	1.2
Otago	4.2	4.8	4.2	4.4	5.9	3.9	6.0	5.2	4.7	2.4	4.8	3.8	4.6	4.0	5.0	4.5	5.1	7.7	6.4	6.3	4.7	4.5	5.0	4.7
Southland	2.4	3.1	2.0	2.6	2.0	2.4	2.0	2.1	7.0	7.1	0.0	5.7	2.8	2.2	2.3	2.5	3.5	2.1	3.8	3.1	2.6	2.6	2.2	2.5
Not defined	0.4	0.1	5.2	1.4	0.5	0.0	0.3	0.3	2.3	4.8	4.8	3.8	0.3	0.2	0.0	0.2	2.3	0.4	1.3	1.4	0.5	0.2	2.1	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Quitline Caller Registrations from DHBs - Gender
(October 2009)

Number	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients ^a				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	31	32	0	63	5	15	0	20	0	3	0	3	27	32	0	59	3	8	0	11	66	90	0	156
Northland	68	64	0	132	22	31	0	53	2	4	0	6	88	87	0	175	10	6	0	16	190	192	0	382
Waitemata	87	54	0	141	26	24	0	50	2	2	0	4	110	83	0	193	12	11	0	23	237	174	0	411
Auckland	78	77	0	155	22	30	0	52	2	3	0	5	59	84	0	143	15	17	0	32	176	211	0	387
Counties Manukau	65	54	0	119	19	24	0	43	0	2	0	2	66	63	0	129	13	16	0	29	163	159	0	322
Waikato	41	42	0	83	15	19	0	34	0	4	0	4	39	48	0	87	6	3	0	9	101	116	0	217
Bay of Plenty	17	25	0	42	4	7	0	11	0	0	1	1	17	25	0	42	1	4	0	5	39	61	1	101
Lakes	2	4	0	6	1	2	0	3	0	0	0	0	3	8	0	11	0	1	0	1	6	15	0	21
Tairāwhiti	25	18	0	43	6	9	0	15	0	0	0	0	17	29	0	46	1	8	0	9	49	64	0	113
Taranaki	21	23	0	44	10	10	0	20	1	0	0	1	18	26	0	44	2	0	0	2	52	59	0	111
Hawke's Bay	12	12	0	24	8	4	0	12	1	1	0	2	10	19	0	29	3	2	0	5	34	38	0	72
Whanganui	33	36	0	69	14	15	0	29	1	0	0	1	39	47	0	86	8	10	0	18	95	108	0	203
MidCentral	2	5	0	7	3	4	0	7	0	1	0	1	7	4	0	11	1	1	0	2	13	15	0	28
Wairarapa	44	41	0	85	11	19	0	30	0	0	0	0	86	87	0	173	1	9	0	10	142	156	0	298
Capital and Coast	20	23	0	43	12	10	0	22	0	1	0	1	38	40	0	78	5	6	0	11	75	80	0	155
Hutt Valley	18	32	0	50	12	14	0	26	1	1	0	2	26	24	0	50	3	7	0	10	60	78	0	138
Nelson Marlborough	4	5	0	9	2	1	0	3	0	0	0	0	5	6	0	11	1	2	0	3	12	14	0	26
West Coast	108	96	0	204	40	36	0	76	2	1	1	4	99	119	0	218	7	18	0	25	256	270	1	527
Canterbury	12	11	0	23	3	1	0	4	0	0	0	0	8	17	0	25	3	4	0	7	26	33	0	59
South Canterbury	28	33	0	61	18	15	0	33	1	1	0	2	35	46	0	81	5	8	0	13	87	103	0	190
Otago	25	10	0	35	6	5	0	11	2	1	0	3	23	25	0	48	4	5	0	9	60	46	0	106
Southland	2	4	0	6	1	2	0	3	0	1	0	1	3	2	0	5	3	3	0	6	9	12	0	21
Not defined ^b	743	701	0	1444	260	297	0	557	15	26	2	43	823	921	0	1744	107	149	0	256	1948	2094	2	4044

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

^b 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	49.2	50.8	0.0	100.0	25.0	75.0	0.0	100.0	0.0	100.0	0.0	100.0	45.8	54.2	0.0	100.0	27.3	72.7	0.0	100.0	42.3	57.7	0.0	100.0
Northland	51.5	48.5	0.0	100.0	41.5	58.5	0.0	100.0	33.3	66.7	0.0	100.0	50.3	49.7	0.0	100.0	62.5	37.5	0.0	100.0	49.7	50.3	0.0	100.0
Waitemata	61.7	38.3	0.0	100.0	52.0	48.0	0.0	100.0	50.0	50.0	0.0	100.0	57.0	43.0	0.0	100.0	52.2	47.8	0.0	100.0	57.7	42.3	0.0	100.0
Auckland	50.3	49.7	0.0	100.0	42.3	57.7	0.0	100.0	40.0	60.0	0.0	100.0	41.3	58.7	0.0	100.0	46.9	53.1	0.0	100.0	45.5	54.5	0.0	100.0
Counties Manukau	54.6	45.4	0.0	100.0	44.2	55.8	0.0	100.0	0.0	100.0	0.0	100.0	51.2	48.8	0.0	100.0	44.8	55.2	0.0	100.0	50.6	49.4	0.0	100.0
Waikato	49.4	50.6	0.0	100.0	44.1	55.9	0.0	100.0	0.0	100.0	0.0	100.0	44.8	55.2	0.0	100.0	66.7	33.3	0.0	100.0	46.5	53.5	0.0	100.0
Bay of Plenty	40.5	59.5	0.0	100.0	36.4	63.6	0.0	100.0	0.0	0.0	100.0	100.0	40.5	59.5	0.0	100.0	20.0	80.0	0.0	100.0	38.6	60.4	1.0	100.0
Lakes	33.3	66.7	0.0	100.0	33.3	66.7	0.0	100.0	0.0	0.0	0.0	0.0	27.3	72.7	0.0	100.0	0.0	100.0	0.0	100.0	28.6	71.4	0.0	100.0
Tairāwhiti	58.1	41.9	0.0	100.0	40.0	60.0	0.0	100.0	0.0	0.0	0.0	0.0	37.0	63.0	0.0	100.0	11.1	88.9	0.0	100.0	43.4	56.6	0.0	100.0
Taranaki	47.7	52.3	0.0	100.0	50.0	50.0	0.0	100.0	100.0	0.0	0.0	100.0	40.9	59.1	0.0	100.0	100.0	0.0	0.0	100.0	46.8	53.2	0.0	100.0
Hawke's Bay	50.0	50.0	0.0	100.0	66.7	33.3	0.0	100.0	50.0	50.0	0.0	100.0	34.5	65.5	0.0	100.0	60.0	40.0	0.0	100.0	47.2	52.8	0.0	100.0
Whanganui	47.8	52.2	0.0	100.0	48.3	51.7	0.0	100.0	100.0	0.0	0.0	100.0	45.3	54.7	0.0	100.0	44.4	55.6	0.0	100.0	46.8	53.2	0.0	100.0
MidCentral	28.6	71.4	0.0	100.0	42.9	57.1	0.0	100.0	0.0	100.0	0.0	100.0	63.6	36.4	0.0	100.0	50.0	50.0	0.0	100.0	46.4	53.6	0.0	100.0
Wairarapa	51.8	48.2	0.0	100.0	36.7	63.3	0.0	100.0	0.0	0.0	0.0	0.0	49.7	50.3	0.0	100.0	10.0	90.0	0.0	100.0	47.7	52.3	0.0	100.0
Capital and Coast	46.5	53.5	0.0	100.0	54.5	45.5	0.0	100.0	0.0	100.0	0.0	100.0	48.7	51.3	0.0	100.0	45.5	54.5	0.0	100.0	48.4	51.6	0.0	100.0
Hutt Valley	36.0	64.0	0.0	100.0	46.2	53.8	0.0	100.0	50.0	50.0	0.0	100.0	52.0	48.0	0.0	100.0	30.0	70.0	0.0	100.0	43.5	56.5	0.0	100.0
Nelson Marlborough	44.4	55.6	0.0	100.0	66.7	33.3	0.0	100.0	0.0	0.0	0.0	0.0	45.5	54.5	0.0	100.0	33.3	66.7	0.0	100.0	46.2	53.8	0.0	100.0
West Coast	52.9	47.1	0.0	100.0	52.6	47.4	0.0	100.0	50.0	25.0	25.0	100.0	45.4	54.6	0.0	100.0	28.0	72.0	0.0	100.0	48.6	51.2	0.2	100.0
Canterbury	52.2	47.8	0.0	100.0	75.0	25.0	0.0	100.0	0.0	0.0	0.0	0.0	32.0	68.0	0.0	100.0	42.9	57.1	0.0	100.0	44.1	55.9	0.0	100.0
South Canterbury	45.9	54.1	0.0	100.0	54.5	45.5	0.0	100.0	50.0	50.0	0.0	100.0	43.2	56.8	0.0	100.0	38.5	61.5	0.0	100.0	45.8	54.2	0.0	100.0
Otago	71.4	28.6	0.0	100.0	54.5	45.5	0.0	100.0	66.7	33.3	0.0	100.0	47.9	52.1	0.0	100.0	44.4	55.6	0.0	100.0	56.6	43.4	0.0	100.0
Southland	33.3	66.7	0.0	100.0	33.3	66.7	0.0	100.0	0.0	100.0	0.0	100.0	60.0	40.0	0.0	100.0	50.0	50.0	0.0	100.0	42.9	57.1	0.0	100.0
Not defined	51.5	48.5	0.0	100.0	46.7	53.3	0.0	100.0	34.9	60.5	4.7	100.0	47.2	52.8	0.0	100.0	41.8	58.2	0.0	100.0	48.2	51.8	0.0	100.0
Total																								

Quitline Caller Registrations from DHBs - Gender
(November 2009)

Number	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients ^a				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	24	17	0	41	9	16	0	25	1	2	0	3	23	28	0	51	0	4	0	4	57	67	0	124
Waitemata	51	73	0	124	30	27	0	57	0	2	1	3	113	81	0	194	9	11	0	20	203	194	1	398
Auckland	82	61	0	143	28	23	0	51	2	1	1	4	106	85	0	191	6	5	0	11	224	175	1	400
Counties Manukau	77	82	0	159	15	23	0	38	1	3	0	4	47	63	0	110	12	14	0	26	152	185	0	337
Waikato	69	75	0	144	20	45	0	65	0	1	0	1	39	67	0	106	8	14	0	22	136	202	0	338
Bay of Plenty	34	38	0	72	14	20	0	34	0	5	1	6	20	42	0	62	7	9	0	16	75	114	1	190
Lakes	13	21	0	34	6	13	0	19	0	0	0	0	14	18	0	32	4	4	0	8	37	56	0	93
Tairāwhiti	3	7	0	10	2	3	0	5	0	0	0	0	2	5	0	7	0	0	0	0	7	15	0	22
Taranaki	15	15	0	30	9	11	0	20	0	0	0	0	13	23	0	36	3	4	0	7	40	53	0	93
Hawke's Bay	21	33	0	54	11	8	0	19	0	0	0	0	23	21	0	44	5	3	0	8	60	65	0	125
Whanganui	9	6	0	15	8	3	0	11	0	1	0	1	8	8	0	16	3	4	0	7	28	22	0	50
MidCentral	30	34	0	64	15	16	0	31	1	2	0	3	28	30	0	58	2	10	0	12	76	92	0	168
Wairarapa	6	5	0	11	3	5	0	8	0	0	0	0	3	7	0	10	1	1	0	2	13	18	0	31
Capital and Coast	38	48	0	86	22	24	0	46	0	2	0	2	71	59	0	130	3	8	0	11	134	141	0	275
Hutt Valley	38	16	0	54	15	10	0	25	2	0	0	2	25	38	0	63	8	8	0	16	88	72	0	160
Nelson Marlborough	17	16	0	33	4	9	0	13	0	0	0	0	22	17	0	39	8	2	0	10	51	44	0	95
West Coast	6	2	0	8	4	3	0	7	1	0	0	1	8	6	0	14	1	1	0	2	20	12	0	32
Canterbury	84	69	0	153	34	33	0	67	2	3	1	6	80	86	0	166	15	12	0	27	215	203	1	419
South Canterbury	9	11	0	20	3	4	0	7	0	0	0	0	6	11	0	17	1	1	0	2	19	27	0	46
Otago	29	37	0	66	11	12	0	23	0	1	0	1	22	35	0	57	7	11	0	18	69	96	0	165
Southland	20	22	0	42	10	4	0	14	2	1	0	3	13	19	0	32	3	2	0	5	48	48	0	96
Not defined ^b	1	1	0	2	0	0	0	0	1	1	0	2	2	1	0	3	0	1	0	1	4	4	0	8
Total	676	689	0	1365	273	312	0	585	13	25	4	42	688	750	0	1438	106	129	0	235	1756	1905	4	3665

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

^b 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	58.5	41.5	0.0	100.0	36.0	64.0	0.0	100.0	33.3	66.7	0.0	100.0	45.1	54.9	0.0	100.0	0.0	100.0	0.0	100.0	46.0	54.0	0.0	100.0
Waitemata	41.1	58.9	0.0	100.0	52.6	47.4	0.0	100.0	0.0	66.7	33.3	100.0	58.2	41.8	0.0	100.0	45.0	55.0	0.0	100.0	51.0	48.7	0.3	100.0
Auckland	57.3	42.7	0.0	100.0	54.9	45.1	0.0	100.0	50.0	25.0	25.0	100.0	55.5	44.5	0.0	100.0	54.5	45.5	0.0	100.0	56.0	43.8	0.3	100.0
Counties Manukau	48.4	51.6	0.0	100.0	39.5	60.5	0.0	100.0	25.0	75.0	0.0	100.0	42.7	57.3	0.0	100.0	46.2	53.8	0.0	100.0	45.1	54.9	0.0	100.0
Waikato	47.9	52.1	0.0	100.0	30.8	69.2	0.0	100.0	0.0	100.0	0.0	100.0	36.8	63.2	0.0	100.0	36.4	63.6	0.0	100.0	40.2	59.8	0.0	100.0
Bay of Plenty	47.2	52.8	0.0	100.0	41.2	58.8	0.0	100.0	0.0	83.3	16.7	100.0	32.3	67.7	0.0	100.0	43.8	56.3	0.0	100.0	39.5	60.0	0.5	100.0
Lakes	38.2	61.8	0.0	100.0	31.6	68.4	0.0	100.0	0.0	0.0	0.0	0.0	43.8	56.3	0.0	100.0	50.0	50.0	0.0	100.0	39.8	60.2	0.0	100.0
Tairāwhiti	30.0	70.0	0.0	100.0	40.0	60.0	0.0	100.0	0.0	0.0	0.0	0.0	28.6	71.4	0.0	100.0	0.0	0.0	0.0	0.0	31.8	68.2	0.0	100.0
Taranaki	50.0	50.0	0.0	100.0	45.0	55.0	0.0	100.0	0.0	0.0	0.0	0.0	36.1	63.9	0.0	100.0	42.9	57.1	0.0	100.0	43.0	57.0	0.0	100.0
Hawke's Bay	38.9	61.1	0.0	100.0	57.9	42.1	0.0	100.0	0.0	0.0	0.0	0.0	52.3	47.7	0.0	100.0	62.5	37.5	0.0	100.0	48.0	52.0	0.0	100.0
Whanganui	60.0	40.0	0.0	100.0	72.7	27.3	0.0	100.0	0.0	100.0	0.0	100.0	50.0	50.0	0.0	100.0	42.9	57.1	0.0	100.0	56.0	44.0	0.0	100.0
MidCentral	46.9	53.1	0.0	100.0	48.4	51.6	0.0	100.0	33.3	66.7	0.0	100.0	48.3	51.7	0.0	100.0	16.7	83.3	0.0	100.0	45.2	54.8	0.0	100.0
Wairarapa	54.5	45.5	0.0	100.0	37.5	62.5	0.0	100.0	0.0	0.0	0.0	0.0	30.0	70.0	0.0	100.0	50.0	50.0	0.0	100.0	41.9	58.1	0.0	100.0
Capital and Coast	44.2	55.8	0.0	100.0	47.8	52.2	0.0	100.0	0.0	100.0	0.0	100.0	54.6	45.4	0.0	100.0	27.3	72.7	0.0	100.0	48.7	51.3	0.0	100.0
Hutt Valley	70.4	29.6	0.0	100.0	60.0	40.0	0.0	100.0	100.0	0.0	0.0	100.0	39.7	60.3	0.0	100.0	50.0	50.0	0.0	100.0	55.0	45.0	0.0	100.0
Nelson Marlborough	51.5	48.5	0.0	100.0	30.8	69.2	0.0	100.0	0.0	0.0	0.0	0.0	56.4	43.6	0.0	100.0	80.0	20.0	0.0	100.0	53.7	46.3	0.0	100.0
West Coast	75.0	25.0	0.0	100.0	57.1	42.9	0.0	100.0	100.0	0.0	0.0	100.0	57.1	42.9	0.0	100.0	50.0	50.0	0.0	100.0	62.5	37.5	0.0	100.0
Canterbury	54.9	45.1	0.0	100.0	50.7	49.3	0.0	100.0	33.3	50.0	16.7	100.0	48.2	51.8	0.0	100.0	55.6	44.4	0.0	100.0	51.3	48.4	0.2	100.0
South Canterbury	45.0	55.0	0.0	100.0	42.9	57.1	0.0	100.0	0.0	0.0	0.0	0.0	35.3	64.7	0.0	100.0	50.0	50.0	0.0	100.0	41.3	58.7	0.0	100.0
Otago	43.9	56.1	0.0	100.0	47.8	52.2	0.0	100.0	0.0	100.0	0.0	100.0	38.6	61.4	0.0	100.0	38.9	61.1	0.0	100.0	41.8	58.2	0.0	100.0
Southland	47.6	52.4	0.0	100.0	71.4	28.6	0.0	100.0	66.7	33.3	0.0	100.0	40.6	59.4	0.0	100.0	60.0	40.0	0.0	100.0	50.0	50.0	0.0	100.0
Not defined	50.0	50.0	0.0	100.0	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	50.0	50.0	0.0	100.0	66.7	33.3	0.0	100.0	0.0	100.0	0.0	100.0	50.0	50.0	0.0	100.0
Total	49.5	50.5	0.0	100.0	46.7	53.3	0.0	100.0	31.0	59.5	9.5	100.0	47.8	52.2	0.0	100.0	45.1	54.9	0.0	100.0	47.9	52.0	0.1	100.0

Quitline Caller Registrations from DHBs - Gender
(December 2009)

Number	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients ^a				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	15	24	0	39	6	17	0	23	1	0	0	1	6	13	0	19	4	2	0	6	32	56	0	88
Waitemata	34	45	0	79	17	23	0	40	0	1	0	1	49	65	0	114	9	6	0	15	109	140	0	249
Auckland	47	33	0	80	15	8	0	23	1	2	0	3	55	49	0	104	8	9	0	17	126	101	0	227
Counties Manukau	52	44	0	96	17	14	0	31	1	1	0	2	40	26	0	66	11	10	0	21	121	95	0	216
Waikato	38	28	0	66	20	16	0	36	0	3	0	3	31	32	0	63	4	11	0	15	93	90	0	183
Bay of Plenty	24	16	0	40	13	15	0	28	0	1	0	1	13	13	0	26	1	4	0	5	51	49	0	100
Lakes	7	8	0	15	6	4	0	10	0	0	0	0	8	14	0	22	1	0	0	1	22	26	0	48
Tairāwhiti	10	1	0	11	2	2	0	4	0	0	0	0	1	2	0	3	0	1	0	1	13	6	0	19
Taranaki	6	8	0	14	4	7	0	11	0	0	0	0	10	8	0	18	0	2	0	2	20	25	0	45
Hawke's Bay	7	14	0	21	4	6	0	10	1	1	0	2	10	15	0	25	3	6	0	9	25	42	0	67
Whanganui	3	10	0	13	3	4	0	7	0	1	0	1	11	10	0	21	1	0	0	1	18	25	0	43
MidCentral	19	18	0	37	8	10	0	18	0	0	0	0	6	23	0	29	3	4	0	7	36	55	0	91
Wairarapa	2	4	0	6	4	1	0	5	0	0	0	0	7	1	0	8	0	2	0	2	13	8	0	21
Capital and Coast	21	20	0	41	17	12	0	29	1	0	0	1	42	30	0	72	4	4	0	8	85	66	0	151
Hutt Valley	21	19	0	40	13	12	0	25	0	0	0	0	13	18	0	31	2	2	0	4	49	51	0	100
Nelson Marlborough	7	5	0	12	3	8	0	11	0	0	0	0	17	11	0	28	2	2	0	4	29	26	0	55
West Coast	3	3	0	6	2	1	0	3	0	1	0	1	2	4	0	6	0	1	0	1	7	10	0	17
Canterbury	40	34	0	74	26	26	0	52	2	1	0	3	54	49	0	103	6	14	0	20	128	124	0	252
South Canterbury	4	3	0	7	0	0	0	0	0	0	0	0	5	5	0	10	0	0	0	0	9	8	0	17
Otago	13	20	0	33	8	16	0	24	0	1	0	1	25	16	0	41	5	5	0	10	51	58	0	109
Southland	6	10	0	16	2	6	0	8	0	0	0	0	9	10	0	19	4	2	0	6	21	28	0	49
Not defined ^b	20	21	0	41	1	0	0	1	1	0	0	1	0	0	0	0	1	1	0	2	23	22	0	45
Total	399	388	0	787	191	208	0	399	8	13	0	21	414	414	0	828	69	88	0	157	1081	1111	0	2192

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

^b 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	38.5	61.5	0.0	100.0	26.1	73.9	0.0	100.0	100.0	0.0	0.0	100.0	31.6	68.4	0.0	100.0	66.7	33.3	0.0	100.0	36.4	63.6	0.0	100.0
Waitemata	43.0	57.0	0.0	100.0	42.5	57.5	0.0	100.0	0.0	100.0	0.0	100.0	43.0	57.0	0.0	100.0	60.0	40.0	0.0	100.0	43.8	56.2	0.0	100.0
Auckland	58.8	41.3	0.0	100.0	65.2	34.8	0.0	100.0	33.3	66.7	0.0	100.0	52.9	47.1	0.0	100.0	47.1	52.9	0.0	100.0	55.5	44.5	0.0	100.0
Counties Manukau	54.2	45.8	0.0	100.0	54.8	45.2	0.0	100.0	50.0	50.0	0.0	100.0	60.6	39.4	0.0	100.0	52.4	47.6	0.0	100.0	56.0	44.0	0.0	100.0
Waikato	57.6	42.4	0.0	100.0	55.6	44.4	0.0	100.0	0.0	100.0	0.0	100.0	49.2	50.8	0.0	100.0	26.7	73.3	0.0	100.0	50.8	49.2	0.0	100.0
Bay of Plenty	60.0	40.0	0.0	100.0	46.4	53.6	0.0	100.0	0.0	100.0	0.0	100.0	50.0	50.0	0.0	100.0	20.0	80.0	0.0	100.0	51.0	49.0	0.0	100.0
Lakes	46.7	53.3	0.0	100.0	60.0	40.0	0.0	100.0	0.0	0.0	0.0	0.0	36.4	63.6	0.0	100.0	100.0	0.0	0.0	100.0	45.8	54.2	0.0	100.0
Tairāwhiti	90.9	9.1	0.0	100.0	50.0	50.0	0.0	100.0	0.0	0.0	0.0	0.0	33.3	66.7	0.0	100.0	0.0	100.0	0.0	100.0	68.4	31.6	0.0	100.0
Taranaki	42.9	57.1	0.0	100.0	36.4	63.6	0.0	100.0	0.0	0.0	0.0	0.0	55.6	44.4	0.0	100.0	0.0	100.0	0.0	100.0	44.4	55.6	0.0	100.0
Hawke's Bay	33.3	66.7	0.0	100.0	40.0	60.0	0.0	100.0	50.0	50.0	0.0	100.0	40.0	60.0	0.0	100.0	33.3	66.7	0.0	100.0	37.3	62.7	0.0	100.0
Whanganui	23.1	76.9	0.0	100.0	42.9	57.1	0.0	100.0	0.0	100.0	0.0	100.0	52.4	47.6	0.0	100.0	100.0	0.0	0.0	100.0	41.9	58.1	0.0	100.0
MidCentral	51.4	48.6	0.0	100.0	44.4	55.6	0.0	100.0	0.0	0.0	0.0	0.0	20.7	79.3	0.0	100.0	42.9	57.1	0.0	100.0	39.6	60.4	0.0	100.0
Wairarapa	33.3	66.7	0.0	100.0	80.0	20.0	0.0	100.0	0.0	0.0	0.0	0.0	87.5	12.5	0.0	100.0	0.0	100.0	0.0	100.0	61.9	38.1	0.0	100.0
Capital and Coast	51.2	48.8	0.0	100.0	58.6	41.4	0.0	100.0	100.0	0.0	0.0	100.0	58.3	41.7	0.0	100.0	50.0	50.0	0.0	100.0	56.3	43.7	0.0	100.0
Hutt Valley	52.5	47.5	0.0	100.0	52.0	48.0	0.0	100.0	0.0	0.0	0.0	0.0	41.9	58.1	0.0	100.0	50.0	50.0	0.0	100.0	49.0	51.0	0.0	100.0
Nelson Marlborough	58.3	41.7	0.0	100.0	27.3	72.7	0.0	100.0	0.0	0.0	0.0	0.0	60.7	39.3	0.0	100.0	50.0	50.0	0.0	100.0	52.7	47.3	0.0	100.0
West Coast	50.0	50.0	0.0	100.0	66.7	33.3	0.0	100.0	0.0	100.0	0.0	100.0	33.3	66.7	0.0	100.0	0.0	100.0	0.0	100.0	41.2	58.8	0.0	100.0
Canterbury	54.1	45.9	0.0	100.0	50.0	50.0	0.0	100.0	66.7	33.3	0.0	100.0	52.4	47.6	0.0	100.0	30.0	70.0	0.0	100.0	50.8	49.2	0.0	100.0
South Canterbury	57.1	42.9	0.0	100.0	0.0	0.0	0.0	#DIV/0!	0.0	0.0	0.0	0.0	50.0	50.0	0.0	100.0	0.0	0.0	0.0	0.0	52.9	47.1	0.0	100.0
Otago	39.4	60.6	0.0	100.0	33.3	66.7	0.0	100.0	0.0	100.0	0.0	100.0	61.0	39.0	0.0	100.0	50.0	50.0	0.0	100.0	46.8	53.2	0.0	100.0
Southland	37.5	62.5	0.0	100.0	25.0	75.0	0.0	100.0	0.0	0.0	0.0	0.0	47.4	52.6	0.0	100.0	66.7	33.3	0.0	100.0	42.9	57.1	0.0	100.0
Not defined	48.8	51.2	0.0	100.0	100.0	0.0	0.0	100.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	100.0	51.1	48.9	0.0	100.0
Total	50.7	49.3	0.0	100.0	47.9	52.1	0.0	100.0	38.1	61.9	0.0	100.0	50.0	50.0	0.0	100.0	43.9	56.1	0.0	100.0	49.3	50.7	0.0	100.0

Quitline Caller Registrations from DHBs - Gender
(October - December 2009)

Number DHB	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients ^a				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
Northland	70	73	0	143	20	48	0	68	2	5	0	7	56	73	0	129	7	14	0	21	155	213	0	368
Waitemata	153	182	0	335	69	81	0	150	2	7	1	10	250	233	0	483	28	23	0	51	502	526	1	1029
Auckland	216	148	0	364	69	55	0	124	5	5	1	11	271	217	0	488	26	25	0	51	587	450	1	1038
Counties Manukau	207	203	0	410	54	67	0	121	4	7	0	11	146	173	0	319	38	41	0	79	449	491	0	940
Waikato	172	157	0	329	59	85	0	144	0	6	0	6	136	162	0	298	25	41	0	66	392	451	0	843
Bay of Plenty	99	96	0	195	42	54	0	96	0	10	1	11	72	103	0	175	14	16	0	30	227	279	1	507
Lakes	37	54	0	91	16	24	0	40	0	0	1	1	39	57	0	96	6	8	0	14	98	143	1	242
Tairāwhiti	15	12	0	27	5	7	0	12	0	0	0	0	6	15	0	21	0	2	0	2	26	36	0	62
Taranaki	46	41	0	87	19	27	0	46	0	0	0	0	40	60	0	100	4	14	0	18	109	142	0	251
Hawke's Bay	49	70	0	119	25	24	0	49	2	1	0	3	51	62	0	113	10	9	0	19	137	166	0	303
Whanganui	24	28	0	52	19	11	0	30	1	3	0	4	29	37	0	66	7	6	0	13	80	85	0	165
MidCentral	82	88	0	170	37	41	0	78	2	2	0	4	73	100	0	173	13	24	0	37	207	255	0	462
Wairarapa	10	14	0	24	10	10	0	20	0	1	0	1	17	12	0	29	2	4	0	6	39	41	0	80
Capital and Coast	103	109	0	212	50	55	0	105	1	2	0	3	199	176	0	375	8	21	0	29	361	363	0	724
Hutt Valley	79	58	0	137	40	32	0	72	2	1	0	3	76	96	0	172	15	16	0	31	212	203	0	415
Nelson Marlborough	42	53	0	95	19	31	0	50	1	1	0	2	65	52	0	117	13	11	0	24	140	148	0	288
West Coast	13	10	0	23	8	5	0	13	1	1	0	2	15	16	0	31	2	4	0	6	39	36	0	75
Canterbury	232	199	0	431	100	95	0	195	6	5	2	13	233	254	0	487	28	44	0	72	599	597	2	1198
South Canterbury	25	25	0	50	6	5	0	11	0	0	0	0	19	33	0	52	4	5	0	9	54	68	0	122
Otago	70	90	0	160	37	43	0	80	1	3	0	4	82	97	0	179	17	24	0	41	207	257	0	464
Southland	51	42	0	93	18	15	0	33	4	2	0	6	45	54	0	99	11	9	0	20	129	122	0	251
Not defined ^b	23	26	0	49	2	2	0	4	2	2	0	4	5	3	0	8	4	5	0	9	36	38	0	74
Total	1818	1778	0	3596	724	817	0	1541	36	64	6	106	1925	2085	0	4010	282	366	0	648	4785	5110	6	9901

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

^b 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			
	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total	Male	Female	Missing	Total
Northland	49.0	51.0	0.0	100.0	29.4	70.6	0.0	100.0	28.6	71.4	0.0	100.0	43.4	56.6	0.0	100.0	33.3	66.7	0.0	100.0	42.1	57.9	0.0	100.0
Waitemata	45.7	54.3	0.0	100.0	46.0	54.0	0.0	100.0	20.0	70.0	10.0	100.0	51.8	48.2	0.0	100.0	54.9	45.1	0.0	100.0	48.8	51.1	0.1	100.0
Auckland	59.3	40.7	0.0	100.0	55.6	44.4	0.0	100.0	45.5	45.5	9.1	100.0	55.5	44.5	0.0	100.0	51.0	49.0	0.0	100.0	56.6	43.4	0.1	100.0
Counties Manukau	50.5	49.5	0.0	100.0	44.6	55.4	0.0	100.0	36.4	63.6	0.0	100.0	45.8	54.2	0.0	100.0	48.1	51.9	0.0	100.0	47.8	52.2	0.0	100.0
Waikato	52.3	47.7	0.0	100.0	41.0	59.0	0.0	100.0	0.0	100.0	0.0	100.0	45.6	54.4	0.0	100.0	37.9	62.1	0.0	100.0	46.5	53.5	0.0	100.0
Bay of Plenty	50.8	49.2	0.0	100.0	43.8	56.3	0.0	100.0	0.0	90.9	9.1	100.0	41.1	58.9	0.0	100.0	46.7	53.3	0.0	100.0	44.8	55.0	0.2	100.0
Lakes	40.7	59.3	0.0	100.0	40.0	60.0	0.0	100.0	0.0	0.0	100.0	100.0	40.6	59.4	0.0	100.0	42.9	57.1	0.0	100.0	40.5	59.1	0.4	100.0
Tairāwhiti	55.6	44.4	0.0	100.0	41.7	58.3	0.0	100.0	0.0	0.0	0.0	0.0	28.6	71.4	0.0	100.0	0.0	100.0	0.0	100.0	41.9	58.1	0.0	100.0
Taranaki	52.9	47.1	0.0	100.0	41.3	58.7	0.0	100.0	0.0	0.0	0.0	0.0	40.0	60.0	0.0	100.0	22.2	77.8	0.0	100.0	43.4	56.6	0.0	100.0
Hawke's Bay	41.2	58.8	0.0	100.0	51.0	49.0	0.0	100.0	66.7	33.3	0.0	100.0	45.1	54.9	0.0	100.0	52.6	47.4	0.0	100.0	45.2	54.8	0.0	100.0
Whanganui	46.2	53.8	0.0	100.0	63.3	36.7	0.0	100.0	25.0	75.0	0.0	100.0	43.9	56.1	0.0	100.0	53.8	46.2	0.0	100.0	48.5	51.5	0.0	100.0
MidCentral	48.2	51.8	0.0	100.0	47.4	52.6	0.0	100.0	50.0	50.0	0.0	100.0	42.2	57.8	0.0	100.0	35.1	64.9	0.0	100.0	44.8	55.2	0.0	100.0
Wairarapa	41.7	58.3	0.0	100.0	50.0	50.0	0.0	100.0	0.0	100.0	0.0	100.0	58.6	41.4	0.0	100.0	33.3	66.7	0.0	100.0	48.8	51.3	0.0	100.0
Capital and Coast	48.6	51.4	0.0	100.0	47.6	52.4	0.0	100.0	33.3	66.7	0.0	100.0	53.1	46.9	0.0	100.0	27.6	72.4	0.0	100.0	49.9	50.1	0.0	100.0
Hutt Valley	57.7	42.3	0.0	100.0	55.6	44.4	0.0	100.0	66.7	33.3	0.0	100.0	44.2	55.8	0.0	100.0	48.4	51.6	0.0	100.0	51.1	48.9	0.0	100.0
Nelson Marlborough	44.2	55.8	0.0	100.0	38.0	62.0	0.0	100.0	50.0	50.0	0.0	100.0	55.6	44.4	0.0	100.0	54.2	45.8	0.0	100.0	48.6	51.4	0.0	100.0
West Coast	56.5	43.5	0.0	100.0	61.5	38.5	0.0	100.0	50.0	50.0	0.0	100.0	48.4	51.6	0.0	100.0	33.3	66.7	0.0	100.0	52.0	48.0	0.0	100.0
Canterbury	53.8	46.2	0.0	100.0	51.3	48.7	0.0	100.0	46.2	38.5	15.4	100.0	47.8	52.2	0.0	100.0	38.9	61.1	0.0	100.0	50.0	49.8	0.2	100.0
South Canterbury	50.0	50.0	0.0	100.0	54.5	45.5	0.0	100.0	0.0	0.0	0.0	0.0	36.5	63.5	0.0	100.0	44.4	55.6	0.0	100.0	44.3	55.7	0.0	100.0
Otago	43.8	56.3	0.0	100.0	46.3	53.8	0.0	100.0	25.0	75.0	0.0	100.0	45.8	54.2	0.0	100.0	41.5	58.5	0.0	100.0	44.6	55.4	0.0	100.0
Southland	54.8	45.2	0.0	100.0	54.5	45.5	0.0	100.0	66.7	33.3	0.0	100.0	45.5	54.5	0.0	100.0	55.0	45.0	0.0	100.0	51.4	48.6	0.0	100.0
Not defined	46.9	53.1	0.0	100.0	50.0	50.0	0.0	100.0	50.0	50.0	0.0	100.0	62.5	37.5	0.0	100.0	44.4	55.6	0.0	100.0	48.6	51.4	0.0	100.0
Total	50.6	49.4	0.0	100.0	47.0	53.0	0.0	100.0	34.0	60.4	5.7	100.0	48.0	52.0	0.0	100.0	43.5	56.5	0.0	100.0	48.3	51.6	0.1	100.0

Quitline Caller Registrations from DHBs - Age Group
(October 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	<15	15-24	25-44	45-64	65+	Missing	Total																		
Northland	1	6	37	17	2	0	63	0	4	4	9	2	1	20	0	1	1	0	0	1	3	0	13	39	6	1	0	59	1	8	2	0	0	0	11	2	32	83	32	5	2	156																		
Waitemata	2	33	67	25	5	0	132	0	4	25	22	2	0	53	0	3	2	1	0	0	6	1	24	116	33	1	0	175	1	10	4	1	0	0	16	4	74	214	82	8	0	382																		
Auckland	2	26	77	32	2	2	141	0	11	23	15	1	0	50	0	0	2	1	0	1	4	0	36	119	25	3	0	193	1	14	8	0	0	0	23	3	87	229	93	6	3	411																		
Courties Manukau	2	42	79	29	3	0	155	0	6	26	18	2	0	52	1	0	3	0	0	1	5	2	34	79	26	2	0	143	2	26	4	0	0	0	32	7	108	191	73	7	1	387																		
Waikato	2	27	56	27	4	3	119	0	5	20	14	4	0	43	0	0	1	1	0	0	2	2	26	69	30	2	0	129	0	26	3	0	0	0	29	4	84	149	72	10	3	322																		
Bay of Plenty	1	9	46	24	2	1	83	0	6	11	13	4	0	34	1	2	0	1	0	0	4	0	19	48	18	2	0	87	0	8	1	0	0	0	9	2	44	106	56	8	1	217																		
Lakes	1	7	19	14	1	0	42	0	0	7	4	0	0	11	0	0	0	0	0	1	1	2	8	22	10	2	0	42	0	5	0	0	0	0	5	1	20	48	28	3	1	101																		
Tairāwhiti	0	0	3	3	0	0	6	0	0	2	1	0	0	3	0	0	0	0	0	0	0	0	3	3	4	1	0	11	0	1	0	0	0	0	1	0	4	8	8	1	0	21																		
Taranaki	1	8	21	10	3	0	43	0	1	10	3	1	0	15	0	0	0	0	0	0	0	0	9	25	12	0	0	46	0	8	1	0	0	0	9	1	26	57	25	4	0	113																		
Hawke's Bay	1	12	18	12	1	0	44	0	1	7	10	2	0	20	0	0	0	0	0	1	1	0	10	21	12	1	0	44	0	2	0	0	0	0	1	25	46	34	4	1	113																			
Whangānu	1	6	7	8	2	0	24	0	2	4	6	0	0	12	0	0	0	2	0	0	2	0	3	17	9	0	0	29	0	5	0	0	0	0	2	16	28	25	2	0	72																			
MidCentral	2	10	32	22	3	0	69	0	3	14	10	2	0	29	0	1	0	0	0	0	1	0	30	37	19	0	0	86	2	15	1	0	0	0	18	4	59	84	51	5	0	203																		
Wairarapa	0	1	5	1	0	0	7	0	1	5	1	0	0	7	0	0	0	0	0	0	0	1	0	4	2	5	0	0	11	0	1	1	0	0	0	2	0	8	13	7	0	0	28																	
Capital and Coast	0	18	44	22	1	0	85	0	5	9	16	0	0	30	0	0	0	0	0	0	0	1	41	112	19	0	0	173	1	7	1	1	0	0	10	2	71	166	58	1	0	298																		
Hutt Valley	0	9	18	15	1	0	43	0	2	10	9	1	0	22	0	0	0	1	0	0	1	0	22	38	17	1	0	78	1	8	2	0	0	0	11	1	41	68	42	3	0	155																		
Nelson Marlborough	2	11	23	11	3	0	50	1	2	11	10	2	0	26	0	1	0	1	0	0	2	2	6	32	9	1	0	50	0	7	2	1	0	0	10	5	27	68	32	6	0	138																		
West Coast	0	6	2	1	0	0	9	0	0	2	1	0	0	3	0	0	0	0	0	0	0	0	1	8	2	0	0	11	0	2	1	0	0	0	3	0	9	13	4	0	0	26																		
Canterbury	5	50	94	45	10	0	204	0	7	41	23	5	0	76	0	1	1	1	0	1	4	4	47	126	43	2	0	218	0	20	3	2	0	0	25	5	125	265	114	17	1	527																		
South Canterbury	0	4	12	6	1	0	23	0	0	1	2	1	0	4	0	0	0	0	0	0	0	0	4	13	8	0	0	25	0	6	0	1	0	0	7	0	15	27	16	1	0	59																		
Otago	2	15	18	24	2	0	61	0	7	11	12	3	0	33	0	0	1	1	0	0	2	0	22	48	10	1	0	81	0	9	3	1	0	0	13	2	53	81	48	6	0	190																		
Southland	1	7	18	8	1	0	35	0	0	7	4	0	0	11	1	0	0	1	0	1	3	0	15	28	5	0	0	48	0	8	1	0	0	0	9	2	30	54	18	1	1	106																		
Not defined ^b	0	2	1	3	0	0	6	0	1	1	1	0	0	3	0	0	0	0	0	1	1	0	3	1	1	0	0	5	0	4	1	1	0	0	6	0	10	4	6	0	1	21																		
Total	26	309	697	359	47	6	1444	1	69	252	203	31	1	557	3	10	11	11	0	8	43	8	380	1003	333	20	0	1744	9	200	39	8	0	0	256	47	968	2002	914	98	15	4044																		

^a The geo-coding system was unable to code some addresses - most of these are rural delivery addresses
^b 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									
	<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																		
Northland	1.6	9.5	58.7	27.0	3.2	0.0	100.0	0.0	20.0	20.0	45.0	10.0	5.0	100.0	0.0	33.3	33.3	0.0	0.0	33.3	100.0	0.0	22.0	66.1	10.2	1.7	0.0	100.0	9.1	72.7	18.2	0.0	0.0	0.0	100.0	1.3	20.5	53.2	20.5	3.2	1.3	100.0																		
Waitemata	1.5	25.0	50.8	18.9	3.8	0.0	100.0	0.0	7.5	47.2	41.5	3.8	0.0	100.0	0.0	50.0	33.3	16.7	0.0	0.0	100.0	0.6	13.7	66.3	18.9	0.6	0.0	100.0	6.3	62.5	25.0	6.3	0.0	0.0	100.0	1.0	19.4	56.0	21.5	2.1	0.0	100.0																		
Auckland	1.4	18.4	54.6	22.7	1.4	1.4	100.0	0.0	22.0	46.0	30.0	2.0	0.0	100.0	0.0	0.0	50.0	25.0	0.0	25.0	100.0	0.0	18.7	61.7	18.1	1.6	0.0	100.0	4.3	60.9	34.8	0.0	0.0	0.0	100.0	0.7	21.2	55.7	20.2	1.5	0.7	100.0																		
Courties Manukau	1.3	27.1	51.0	18.7	1.9	0.0	100.0	0.0	11.5	50.0	34.6	3.8	0.0	100.0	20.0	0.0	60.0	0.0	0.0	20.0	100.0	1.4	23.8	55.2	18.2	1.4	0.0	100.0	6.3	81.3	12.5	0.0	0.0	0.0	100.0	1.8	27.9	49.4	18.9	1.8	0.7	100.0																		
Waikato	1.7	22.7	47.1	22.7	3.4	2.5	100.0	0.0	11.6	46.5	32.6	9.3	0.0	100.0	0.0	0.0	50.0	50.0	0.0	0.0	100.0	1.6	20.2	53.5	23.3	1.6	0.0	100.0	0.0	89.7	10.3	0.0	0.0	0.0	100.0	0.2	26.1	46.3	22.4	3.1	0.9	100.0																		
Bay of Plenty	1.2	10.8	55.4	28.9	2.4	1.2	100.0	0.0	17.6	32.4	38.2	11.8	0.0	100.0	25.0	50.0	0.0	25.0	0.0	0.0	100.0	0.0	21.8	55.2	20.7	2.3	0.0	100.0	0.0	88.9	11.1	0.0	0.0	0.0	100.0	0.9	20.3	48.8	25.8	3.7	0.5	100.0																		
Lakes	2.4	16.7	45.2	33.3	2.4	0.0	100.0	0.0	0.0	63.6	36.4	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	19.0	52.4	23.8	4.8	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	1.0	19.8	47.5	27.7	3.0	1.0	100.0																		
Tairāwhiti	0.0	0.0	50.0	50.0	0.0	0.0	100.0	0.0	0.0	66.7	33.3	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.3	27.3	36.4	9.1	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	19.0	38.1	38.1	4.8	0.0	100.0																		
Taranaki	2.3	18.6	48.8	23.3	7.0	0.0	100.0	0.0	6.7	66.7	20.0	6.7	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.6	54.3	26.1	0.0	0.0	100.0	0.0	88.9	11.1	0.0	0.0	0.0	100.0	0.9	23.0	50.4	22.1	3.5	0.0	100.0																		
Hawke's Bay	2.2	27.3	40.9	27.3	2.3	0.0	100.0	0.0	5.0	35.0	50.0	10.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	22.7	47.7	27.3	2.3	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.9	22.5	41.4	30.6	3.6	0.9	100.0																			
Whangānu	4.2	25.0	29.2	33.3	8.3	0.0	100.0	0.0	16.7	33.3	50.0	0.0	0.0	100.0	0.0	10.3	58.6	31.0	0.0	0.0	100.0	0.0	10.3	58.6	31.0	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	1.4	22.2	38.9	34.7	2.8	0.0	100.0																		
MidCentral	2.9	14.5	46.4	31.9	4.3	0.0	100.0	0.0	10.3	48.3	34.5	6.9	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	34.9	43.0	22.1	0.0	0.0	100.0	11.1	83.3	5.6	0.0	0.0	0.0	100.0	2.0	29.1	41.4	25.1	2.5	0.0	100.0																		
Wairarapa</																																																												

Quitline Caller Registrations from DHBs - Age Group
(November 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	<15	15-24	25-44	45-64	65+	Missing	Total																		
Northland	2	8	16	13	1	1	41	0	1	12	9	3	0	25	0	1	0	0	1	1	3	0	3	23	24	1	0	51	0	3	0	1	0	0	4	2	16	51	47	6	2	124																		
Waitemata	2	24	70	23	3	2	124	0	7	30	20	0	0	57	0	1	0	0	1	1	3	0	38	115	38	3	0	194	1	17	2	0	0	0	20	3	87	217	81	7	3	398																		
Auckland	0	25	91	26	1	0	143	0	5	25	16	5	0	51	0	1	1	1	0	1	4	1	43	120	23	4	0	191	0	8	1	2	0	0	11	1	82	238	68	10	1	400																		
Courties Manukau	4	38	77	36	3	1	159	0	6	14	14	4	0	38	1	1	1	0	0	1	4	1	20	73	16	0	0	110	0	24	2	0	0	0	26	6	89	167	66	7	2	337																		
Waikato	1	25	67	44	7	0	144	0	6	35	18	6	0	65	0	1	0	0	0	0	1	1	24	59	21	1	0	106	1	19	1	1	0	0	22	3	75	162	84	14	0	338																		
Bay of Plenty	1	11	41	16	3	0	72	0	2	10	20	2	0	34	0	1	1	0	0	4	6	0	12	31	17	2	0	62	0	14	2	0	0	0	16	1	40	85	53	7	4	190																		
Lakes	0	9	11	14	0	0	34	0	6	7	4	2	0	19	0	0	0	0	0	0	0	0	4	21	7	0	0	32	0	8	0	0	0	0	8	0	27	38	25	2	0	93																		
Tairāwhiti	1	0	6	2	1	0	10	0	0	3	2	0	0	5	0	0	0	0	0	0	0	0	0	7	0	0	0	7	0	0	0	0	0	0	1	0	16	4	1	0	22																			
Taranaki	0	7	15	6	2	0	30	0	0	9	9	2	0	20	0	0	0	0	0	0	0	0	8	20	8	0	0	36	0	7	0	0	0	0	7	0	22	44	23	4	0	93																		
Hawke's Bay	1	7	25	16	2	1	54	0	3	8	7	1	0	19	0	0	0	0	0	0	0	0	12	19	12	1	0	44	0	7	1	0	0	0	8	0	29	53	35	6	1	125																		
Whangānu	1	2	6	4	2	0	15	0	3	5	3	0	0	11	1	0	0	0	0	0	1	2	3	6	5	0	0	16	0	6	1	0	0	0	7	4	14	18	12	2	0	50																		
MidCentral	2	17	25	18	2	0	64	0	1	14	13	3	0	31	0	2	0	0	0	1	3	0	20	31	7	0	0	58	0	11	1	0	0	0	12	2	51	71	38	5	1	168																		
Wairarapa	1	2	5	2	1	0	11	0	1	4	3	0	0	8	0	0	0	0	0	0	0	0	5	4	1	0	0	10	0	1	1	0	0	0	2	1	9	14	6	1	0	31																		
Capital and Coast	1	19	41	19	6	0	86	0	9	21	15	1	0	46	0	1	0	0	1	2	0	28	79	22	1	0	130	0	10	1	0	0	0	11	1	66	143	56	8	1	275																			
Hutt Valley	0	15	32	4	3	0	54	0	3	16	5	1	0	25	0	0	2	0	0	0	2	0	15	39	6	3	0	63	0	14	1	1	0	0	16	0	47	90	16	7	0	160																		
Nelson Marlborough	1	5	16	8	3	0	33	0	1	7	4	1	0	13	0	0	0	0	0	0	0	0	10	24	5	0	0	39	1	9	0	0	0	0	0	2	25	47	17	4	0	95																		
West Coast	0	3	3	2	0	0	8	0	0	4	2	1	0	7	0	1	0	0	0	0	1	0	2	9	3	0	0	14	0	1	1	0	0	0	2	0	7	17	7	1	0	32																		
Canterbury	2	28	77	38	8	0	153	0	7	32	25	3	0	67	0	2	1	0	0	3	6	2	33	94	35	2	0	166	1	24	2	0	0	0	27	5	94	206	98	13	3	419																		
South Canterbury	0	4	11	4	1	0	20	0	0	1	4	2	0	7	0	0	0	0	0	0	0	0	4	8	5	0	0	17	0	2	0	0	0	0	2	0	10	20	13	3	0	46																		
Otago	1	12	31	18	4	0	66	0	6	7	9	1	0	23	0	0	1	0	0	0	1	0	17	28	12	0	0	57	0	14	4	0	0	0	18	1	49	71	39	5	0	165																		
Southland	2	10	20	10	0	0	42	0	2	8	2	2	0	14	0	1	0	1	0	1	3	0	9	18	5	0	0	32	0	5	0	0	0	0	5	2	27	46	18	2	1	96																		
Not defined ^b	0	0	1	1	0	0	2	0	0	0	0	0	0	0	0	1	0	0	0	1	2	0	1	2	0	0	3	0	1	0	0	0	0	1	0	2	2	3	0	1	8																			
Total	23	271	687	324	55	5	1365	0	69	272	204	40	0	585	2	13	8	2	2	15	42	7	310	829	274	18	0	1438	4	205	21	5	0	0	235	36	868	1817	809	115	20	3665																		

^a The geo-coding system was unable to code some addresses - most of these are rural delivery addresses
^b 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									
	<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																		
Northland	4.9	19.5	39.0	31.7	2.4	2.4	100.0	0.0	4.0	48.0	36.0	12.0	0.0	100.0	0.0	33.3	0.0	0.0	33.3	33.3	100.0	0.0	5.9	45.1	47.1	2.0	0.0	100.0	0.0	75.0	0.0	25.0	0.0	0.0	100.0	1.6	12.9	41.1	37.9	4.8	1.6	100.0																		
Waitemata	1.6	19.4	56.5	18.5	2.4	1.6	100.0	0.0	12.3	52.6	35.1	0.0	0.0	100.0	0.0	33.3	0.0	0.0	33.3	33.3	100.0	0.0	19.6	59.3	19.6	1.5	0.0	100.0	5.0	85.0	10.0	0.0	0.0	0.0	100.0	0.8	21.9	54.5	20.4	1.8	0.8	100.0																		
Auckland	0.0	17.5	63.6	18.2	0.7	0.0	100.0	0.0	9.8	49.0	31.4	9.8	0.0	100.0	0.0	25.0	25.0	25.0	0.0	25.0	100.0	0.5	22.5	62.8	12.0	2.1	0.0	100.0	0.0	72.7	9.1	18.2	0.0	0.0	100.0	0.3	20.5	59.5	17.0	2.5	0.3	100.0																		
Courties Manukau	2.5	23.9	48.4	22.6	1.9	0.6	100.0	0.0	15.8	36.8	36.8	10.5	0.0	100.0	25.0	25.0	25.0	0.0	0.0	25.0	100.0	0.9	18.2	66.4	14.5	0.0	100.0	0.0	92.3	7.7	0.0	0.0	0.0	100.0	1.8	26.4	49.6	19.6	2.1	0.6	100.0																			
Waikato	0.7	17.4	46.5	30.6	4.9	0.0	100.0	0.0	9.2	53.8	27.7	9.2	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.9	22.6	55.7	19.8	0.9	0.0	100.0	4.5	86.4	4.5	4.5	0.0	0.0	100.0	0.9	22.2	47.9	24.9	4.1	0.0	100.0																		
Bay of Plenty	1.4	15.3	56.9	22.2	4.2	0.0	100.0	0.0	5.9	29.4	58.8	5.9	0.0	100.0	0.0	16.7	16.7	0.0	0.0	66.7	100.0	0.0	19.4	50.0	27.4	3.2	0.0	100.0	0.0	87.5	12.5	0.0	0.0	0.0	100.0	0.5	21.1	44.7	27.9	3.7	2.1	100.0																		
Lakes	0.0	26.5	32.4	41.2	0.0	0.0	100.0	0.0	31.6	36.8	21.1	10.5	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	65.6	21.9	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	29.0	41.9	26.9	2.2	0.0	100.0																		
Tairāwhiti	10.0	0.0	60.0	20.0	10.0	0.0	100.0	0.0	0.0	60.0	40.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.0	72.7	18.2	4.5	0.0	100.0																			
Taranaki	0.0	23.3	50.0	20.0	6.7	0.0	100.0	0.0	0.0	45.0	45.0	10.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.2	55.6	22.2	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	23.7	47.3	24.7	4.3	0.0	100.0																		
Hawke's Bay	1.9	13.0	46.3	29.6	7.4	1.9	100.0	0.0	15.8	42.1	36.8	5.3	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.3	43.2	27.3	2.3	0.0	100.0	0.0	87.5	12.5	0.0	0.0	0.0	100.0	0.8	23.2	42.4	28.0	4.8	0.8	100.0																		
Whangānu	6.7	13.3	40.0	26.7	13.3	0.0	100.0	0.0	27.3	45.5	27.3	0.0	0.0	100.0	12.5	18.8	37.5	31.3	0.0	0.0	100.0	0.0	85.7	14.3	0.0	0.0	100.0	0.0	85.7	14.3	0.0	0.0	0.0	100.0	8.0	28.0	36.0	24.0	4.0	0.0	100.0																			
MidCentral	3.1	26.6	39.1	28.1	3.1	0.0	100.0	0.0	3.2	45.2	41.9	9.7	0.0	100.0	0.0	66.7	0.0	0.0	0.0	33.3	100.0	0.0	34.5	53.4	12.1	0.0	0.0	100.0	0.0	91.7	8.3	0.0	0.0	0.0	100.0	1.2	30.4	42.3	22.6	3.0	0.6	100.0																		
Wairarapa	9.1	18.2	45.5	18.2	9.1	0.0	100.0																																																					

Quitline Caller Registrations from DHBs - Age Group
(December 2009)

Number DHB	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	<15	15-24	25-44	45-64	65+	Missing	Total																		
Northland	0	8	14	14	2	1	39	0	2	9	8	4	0	23	0	0	1	0	0	0	1	0	3	8	8	0	0	0	19	0	4	1	1	0	0	6	0	17	33	31	6	1	88																	
Waitemata	0	21	35	19	3	1	79	1	1	22	14	2	0	40	0	0	0	1	0	0	1	0	24	67	21	2	0	0	114	0	10	4	0	1	0	15	1	56	128	55	8	1	249																	
Auckland	0	18	41	19	1	1	80	0	2	16	4	1	0	23	0	0	2	0	0	1	3	0	24	55	23	2	0	0	104	1	10	3	3	0	0	17	1	54	117	49	4	2	227																	
Courtesy Manukau	0	16	42	26	4	8	96	0	5	14	11	1	0	31	0	1	0	1	0	0	2	0	9	42	13	2	0	0	66	0	14	7	0	0	0	21	0	45	105	51	7	8	216																	
Waikato	1	13	32	15	5	0	66	0	3	15	16	2	0	36	1	1	0	0	0	1	3	0	17	30	12	4	0	0	63	0	9	5	1	0	0	15	2	43	82	44	11	1	183																	
Bay of Plenty	1	3	24	9	3	0	40	0	1	17	9	1	0	28	0	1	0	0	0	0	1	0	6	13	6	1	0	0	26	0	4	0	1	0	0	5	1	15	54	25	5	0	100																	
Lakes	0	1	8	5	1	0	15	0	1	6	3	0	0	10	0	0	0	0	0	0	0	0	3	18	1	0	0	0	22	0	1	0	0	0	0	1	0	6	32	9	1	0	48																	
Tairāwhiti	0	2	7	2	0	0	11	0	0	2	2	0	0	4	0	0	0	0	0	0	0	0	1	1	1	0	0	0	3	0	0	1	0	0	0	1	0	3	11	5	0	0	19																	
Taranaki	0	0	9	5	0	0	14	0	2	5	4	0	0	11	0	0	0	0	0	0	0	0	5	7	6	0	0	0	18	0	1	1	0	0	0	2	0	8	22	15	0	0	45																	
Hawke's Bay	0	5	13	2	1	0	21	0	0	5	4	1	0	10	0	0	0	0	0	1	2	0	6	13	6	0	0	0	25	0	9	0	0	0	0	9	0	21	31	12	2	1	67																	
Whangānui	1	2	7	2	1	0	13	0	0	3	4	0	0	7	0	0	0	1	0	0	1	0	2	14	5	0	0	0	21	0	1	0	0	0	0	1	1	5	24	12	1	0	43																	
MidCentral	2	5	16	13	1	0	37	0	1	7	9	1	0	18	0	0	0	0	0	0	0	0	4	19	5	1	0	0	29	0	5	2	0	0	0	7	2	15	44	27	3	0	91																	
Wairarapa	0	1	2	3	0	0	6	0	0	2	3	0	0	5	0	0	0	0	0	0	0	0	1	5	2	0	0	0	8	0	1	0	1	0	0	2	0	3	9	9	0	0	21																	
Capital and Coast	0	11	21	7	2	0	41	0	2	18	8	1	0	29	0	1	0	0	0	0	1	0	17	43	11	1	0	0	72	0	6	2	0	0	0	8	0	37	84	26	4	0	151																	
Hutt Valley	0	8	24	8	0	0	40	0	3	14	8	0	0	25	0	0	0	0	0	0	0	0	0	18	8	0	0	0	31	0	0	3	1	0	0	4	0	16	59	25	0	0	100																	
Nelson Marlborough	0	2	6	4	0	0	12	0	0	6	5	0	0	11	0	0	0	0	0	0	0	0	3	20	3	2	0	0	28	0	3	1	0	0	0	4	0	8	33	12	2	0	55																	
West Coast	1	2	2	1	0	0	6	0	0	0	3	0	0	3	0	0	0	0	0	0	1	1	0	2	4	0	0	0	6	0	1	0	0	0	0	1	1	3	4	8	0	1	17																	
Canterbury	0	18	31	24	1	0	74	0	8	20	21	3	0	52	0	1	0	0	0	2	3	0	19	59	22	3	0	0	103	0	9	2	0	0	0	20	0	54	120	69	7	2	252																	
South Canterbury	0	0	4	3	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	4	5	0	0	0	10	0	0	0	0	0	0	0	1	8	8	0	0	0	17																	
Otago	0	5	15	12	1	0	33	0	3	8	6	7	0	24	0	1	0	0	0	0	1	0	8	23	10	0	0	0	41	0	7	3	0	0	0	10	0	24	49	28	8	0	109																	
Southland	0	7	6	2	1	0	16	0	3	1	1	3	0	8	0	0	0	0	0	0	0	0	10	4	5	0	0	0	19	0	6	0	0	0	0	6	0	26	11	8	4	0	49																	
Not defined ^b	0	15	12	13	0	1	41	0	0	1	0	0	0	1	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	1	0	1	0	0	2	0	16	13	14	0	2	45																	
Total	6	163	371	208	27	12	787	1	37	191	143	27	0	399	1	6	4	3	0	7	21	0	168	465	177	18	0	828	1	102	42	11	1	0	157	9	476	1073	542	73	19	2192																		

*The geo-coding system was unable to code some addresses - most of these are rural delivery addresses
^a 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									
	<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																		
Northland	0.0	20.5	35.9	35.9	5.1	2.6	100.0	0.0	8.7	39.1	34.8	17.4	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	15.8	42.1	42.1	0.0	0.0	100.0	0.0	66.7	16.7	16.7	0.0	0.0	100.0	0.0	19.3	37.5	35.2	6.8	1.1	100.0																		
Waitemata	0.0	26.6	44.3	24.1	3.8	1.3	100.0	2.5	2.5	55.0	35.0	5.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	21.1	58.8	18.4	1.8	0.0	100.0	0.0	66.7	26.7	0.0	6.7	0.0	100.0	0.4	22.5	51.4	22.1	3.2	0.4	100.0																		
Auckland	0.0	22.5	51.3	23.8	1.3	1.3	100.0	0.0	8.7	69.6	17.4	4.3	0.0	100.0	0.0	0.0	66.7	0.0	0.0	33.3	100.0	0.0	23.1	52.9	22.1	1.9	0.0	100.0	5.9	58.8	17.6	17.6	0.0	0.0	100.0	0.4	23.8	51.5	21.6	1.8	0.9	100.0																		
Courtesy Manukau	0.0	16.7	43.8	27.1	4.2	8.3	100.0	0.0	16.1	45.2	35.5	3.2	0.0	100.0	0.0	0.0	50.0	0.0	0.0	0.0	100.0	0.0	13.6	63.6	19.7	3.0	0.0	100.0	0.0	66.7	33.3	0.0	0.0	0.0	100.0	0.0	20.8	48.6	23.6	3.2	3.7	100.0																		
Waikato	1.5	19.7	48.5	22.7	7.6	0.0	100.0	0.0	8.3	41.7	44.4	5.6	0.0	100.0	33.3	33.3	0.0	0.0	0.0	33.3	100.0	0.0	27.0	47.6	19.0	6.3	0.0	100.0	0.0	60.0	33.3	6.7	0.0	0.0	100.0	1.1	23.5	44.8	24.0	6.0	0.5	100.0																		
Bay of Plenty	2.5	7.5	60.0	22.5	7.5	0.0	100.0	0.0	3.6	60.7	32.1	3.6	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	23.1	50.0	23.1	3.8	0.0	100.0	0.0	80.0	0.0	20.0	0.0	0.0	100.0	1.0	15.0	54.0	25.0	5.0	0.0	100.0																		
Lakes	0.0	6.7	53.3	33.3	6.7	0.0	100.0	0.0	10.0	60.0	30.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.6	81.8	4.5	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	12.5	66.7	18.8	2.1	0.0	100.0																		
Tairāwhiti	0.0	18.2	63.6	18.2	0.0	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	33.3	33.3	33.3	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	15.8	57.9	26.3	0.0	0.0	100.0																		
Taranaki	0.0	0.0	64.3	35.7	0.0	0.0	100.0	0.0	18.2	45.5	36.4	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.8	38.9	33.3	0.0	0.0	100.0	0.0	50.0	50.0	0.0	0.0	0.0	100.0	0.0	17.8	48.9	33.3	0.0	0.0	100.0																		
Hawke's Bay	0.0	23.8	61.9	9.5	4.8	0.0	100.0	0.0	0.0	50.0	40.0	10.0	0.0	100.0	0.0	50.0	0.0	0.0	0.0	50.0	100.0	0.0	24.0	52.0	24.0	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	31.3	46.3	17.9	3.0	1.5	100.0																		
Whangānui	7.7	15.4	53.8	15.4	7.7	0.0	100.0	0.0	0.0	42.9	57.1	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	9.5	66.7	23.8	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	2.3	11.6	55.8	27.9	2.3	0.0	100.0																		
MidCentral	5.4	13.5	43.2	35.1	2.7	0.0	100.0	0.0	5.6	38.9	50.0	5.6	0.0	100.0	0.0	0.0	0.0	0.0	0.0																																									

Quitline Caller Registrations from DHBs - Age Group
(October - December 2009)

Number	New clients					Total	Repeat clients					Total	Quit Pack clients and General Enquiries					Total	Web clients					Total	TtxtQuit clients [†]					Total	Total clients					Total				
	<15	15-24	25-44	45-64	65+		<15	15-24	25-44	45-64	65+		<15	15-24	25-44	45-64	65+		Missing	<15	15-24	25-44	45-64		65+	Missing	<15	15-24	25-44		45-64	65+	Missing	<15	15-24		25-44	45-64	65+	Missing
Northland	3	22	57	44	2	143	0	7	2	0	1	2	0	2	2	0	1	10	1	86	298	92	6	0	483	2	37	10	1	1	0	51	8	217	559	218	23	4	1029	
Waitemata	4	78	172	67	11	335	1	12	77	56	4	0	150	0	4	2	2	1	1	1	103	294	81	9	0	488	2	32	12	5	0	51	5	223	584	200	20	6	1038	
Auckland	2	69	209	77	4	364	0	18	64	35	7	0	124	0	1	5	2	0	3	11	3	63	194	55	4	0	319	2	64	13	0	0	79	13	242	463	190	21	11	940
Counties Manukau	6	96	198	91	10	410	0	17	54	43	7	0	121	2	2	4	1	0	2	11	3	67	158	63	7	0	298	1	54	9	2	0	66	9	202	393	200	35	4	843
Waikato	4	65	155	86	16	329	0	14	70	48	12	0	144	1	2	1	1	0	1	6	3	67	158	63	7	0	298	1	54	9	2	0	66	9	202	393	200	35	4	843
Bay of Plenty	3	23	111	49	8	195	0	9	38	42	7	0	96	1	4	1	1	0	4	11	0	37	92	41	5	0	175	0	26	3	1	0	30	4	99	245	134	20	5	507
Lakes	1	17	38	33	2	91	0	7	20	11	2	0	40	0	0	0	0	1	1	0	15	61	18	2	0	96	0	14	0	0	0	14	1	53	119	62	6	1	242	
Tairāwhiti	1	2	16	7	1	27	0	0	7	5	0	0	12	0	0	0	0	0	0	0	4	11	5	1	0	21	0	1	1	0	0	2	1	7	35	17	2	0	62	
Taranaki	1	15	45	21	5	87	0	3	24	16	3	0	46	0	0	0	0	0	0	0	22	52	26	0	0	100	0	16	2	0	0	18	1	56	123	63	8	0	251	
Hawke's Bay	2	24	56	30	6	119	0	4	20	21	4	0	49	0	1	0	0	2	3	0	28	53	30	2	0	113	0	18	1	0	0	19	2	75	130	81	12	3	303	
Whangānui	3	10	20	14	5	52	0	5	12	13	0	0	30	1	0	0	3	0	4	2	8	37	19	0	0	66	0	12	1	0	0	13	6	35	70	49	5	0	165	
MidCentral	6	32	73	53	6	170	0	5	35	32	6	0	78	0	3	0	0	0	1	4	0	54	87	31	1	0	173	2	31	4	0	0	37	8	125	199	116	13	1	462
Wairarapa	1	4	12	6	1	24	0	2	11	7	0	0	20	0	1	0	0	0	1	0	10	11	8	0	0	29	0	3	2	1	0	6	1	20	36	22	1	0	80	
Capital and Coast	1	48	106	48	9	212	0	16	48	39	2	0	105	0	1	1	0	1	3	1	86	234	52	2	0	375	1	23	4	1	0	29	3	174	393	140	13	1	724	
Hutt Valley	0	32	74	27	4	137	0	8	40	22	2	0	72	0	0	2	1	0	3	0	42	95	31	4	0	172	1	22	6	2	0	31	1	104	217	83	10	0	415	
Nelson Marlborough	3	18	45	23	6	95	1	3	24	19	3	0	50	0	1	0	1	0	2	2	19	76	17	3	0	117	1	19	3	1	0	24	7	60	148	61	12	0	288	
West Coast	1	11	7	4	0	23	0	0	6	6	1	0	13	0	1	0	0	1	2	0	3	19	9	0	0	31	0	4	2	0	0	6	1	19	34	19	1	1	75	
Canterbury	7	96	202	107	19	431	0	22	93	69	11	0	195	0	3	3	1	0	6	13	2	99	279	100	7	0	487	1	53	14	4	0	72	10	273	591	281	37	6	1198
South Canterbury	0	8	27	13	2	50	0	1	3	5	2	0	11	0	0	0	0	0	0	0	9	25	18	0	0	52	0	8	0	1	0	9	0	26	55	37	4	0	122	
Otago	3	32	64	54	7	160	0	16	26	27	11	0	80	0	1	2	1	0	0	4	0	47	99	32	1	0	179	0	30	10	1	0	41	3	126	201	115	19	0	464
Southland	3	24	44	20	2	93	0	5	16	7	5	0	33	1	1	0	2	2	6	0	34	50	15	0	0	99	0	19	1	0	0	20	4	83	111	44	7	2	251	
Not defined [‡]	0	17	14	17	0	49	0	1	2	1	0	0	4	0	1	0	0	3	4	0	3	2	3	0	0	8	0	0	1	2	0	9	0	28	19	23	0	4	74	
Total	55	743	1755	891	129	2596	2	175	715	550	98	1	1541	6	29	23	16	2	30	106	15	858	2297	784	56	4010	14	507	102	24	1	648	92	2312	4892	2265	286	54	9901	

[†]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 Quitline or Quit's website.

Percent	New clients					Total	Repeat clients					Total	Quit Pack clients and General Enquiries					Total	Web clients					Total	TtxtQuit clients					Total	Total clients					Total						
	<15	15-24	25-44	45-64	65+		<15	15-24	25-44	45-64	65+		<15	15-24	25-44	45-64	65+		Missing	<15	15-24	25-44	45-64		65+	Missing	<15	15-24	25-44		45-64	65+	Missing	<15	15-24		25-44	45-64	65+	Missing		
Northland	2.1	15.4	46.9	30.8	3.5	1.4	100.0	0.0	10.3	36.8	38.2	13.2	1.5	100.0	0.0	28.6	28.6	0.0	14.3	28.6	100.0	0.0	14.7	54.3	20.5	1.6	0.0	100.0	4.8	71.4	14.3	9.5	0.0	0.0	100.0	1.1	17.7	45.4	29.9	4.6	1.4	100.0
Waitemata	1.2	23.3	51.3	20.0	3.3	0.9	100.0	0.7	8.0	51.3	37.3	2.7	0.0	100.0	0.0	40.0	20.0	20.0	10.0	10.0	100.0	0.2	17.8	61.7	19.0	1.2	0.0	100.0	3.9	72.5	19.6	2.0	2.0	0.0	100.0	0.8	21.1	54.3	21.2	2.2	0.4	100.0
Auckland	0.5	19.0	57.4	21.2	1.1	0.8	100.0	0.0	14.5	51.6	28.2	5.6	0.0	100.0	0.0	9.1	45.5	18.2	0.0	27.3	100.0	0.2	21.1	60.2	16.6	1.8	0.0	100.0	3.9	62.7	23.5	9.8	0.0	0.0	100.0	0.5	21.5	56.3	19.3	1.9	0.6	100.0
Counties Manukau	1.5	23.4	48.3	22.2	2.4	2.2	100.0	0.0	14.0	44.6	35.5	5.8	0.0	100.0	18.2	18.2	36.4	9.1	0.0	18.2	100.0	0.9	19.7	60.8	17.2	1.3	0.0	100.0	2.5	81.0	16.5	0.0	0.0	0.0	100.0	1.4	25.7	49.3	20.2	2.2	1.2	100.0
Waikato	1.2	19.8	47.1	26.1	4.9	0.9	100.0	0.0	9.7	48.6	33.3	8.3	0.0	100.0	16.7	33.3	16.7	16.7	0.0	16.7	100.0	1.0	22.5	53.0	21.1	2.3	0.0	100.0	1.5	81.8	13.6	3.0	0.0	0.0	100.0	1.1	24.0	46.6	23.7	4.2	0.5	100.0
Bay of Plenty	1.5	11.8	56.9	25.1	4.1	0.5	100.0	0.0	9.4	39.6	43.8	7.3	0.0	100.0	9.1	36.4	9.1	9.1	0.0	36.4	100.0	0.0	21.1	52.6	23.4	2.9	0.0	100.0	0.0	86.7	10.0	3.3	0.0	0.0	100.0	0.8	19.5	48.3	26.4	3.9	1.0	100.0
Lakes	1.1	18.7	41.8	36.3	2.2	0.0	100.0	0.0	17.5	50.0	27.5	5.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	15.6	63.5	18.8	2.1	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.4	21.9	49.2	25.6	2.5	0.4	100.0	
Tairāwhiti	3.7	7.4	59.3	25.9	3.7	0.0	100.0	0.0	0.0	58.3	41.7	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.0	52.4	23.8	4.8	0.0	100.0	0.0	50.0	50.0	0.0	0.0	0.0	100.0	1.6	11.3	56.5	27.4	3.2	0.0	100.0
Taranaki	1.1	17.2	51.7	24.1	5.7	0.0	100.0	0.0	6.5	52.2	34.8	6.5	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.0	52.0	26.0	0.0	0.0	100.0	0.0	88.9	11.1	0.0	0.0	0.0	100.0	0.4	22.3	49.0	25.1	3.2			

Quitline Caller Registrations from DHBs - Ethnicity
(October 2009)

Number	New clients										Repeat clients										Quit Pack clients and General Enquiries										Web clients										Txt2Quit clients*										Total clients									
	NZM	Euro	Pacific	Asian	MELAA ¹	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total												
Northland	38	32	2	0	0	4	1	77	5	14	0	0	0	1	2	22	1	1	0	0	0	0	1	3	17	43	1	1	0	5	0	67	4	7	1	0	0	0	12	65	97	4	1	0	10	4	181													
Waitemata	23	87	16	12	3	10	1	152	9	41	0	0	1	6	1	58	2	2	0	0	0	1	2	7	16	122	10	9	0	27	6	190	5	9	3	0	0	1	1	19	55	261	29	21	4	45	11	426												
Auckland	29	77	21	27	1	7	3	165	8	38	4	2	1	1	0	54	2	0	0	1	0	0	1	4	25	122	16	17	1	27	11	219	6	10	5	2	0	3	1	27	70	247	46	49	3	38	16	469												
Courties Manukau	46	62	45	10	3	14	3	183	19	27	10	2	1	3	0	62	3	1	0	0	1	1	1	7	28	88	18	8	0	13	9	164	11	17	7	4	3	0	1	43	107	195	80	24	8	31	14	459												
Waikato	47	67	6	1	1	10	5	137	18	30	1	1	0	0	0	50	1	2	0	0	0	0	0	3	22	94	0	2	0	13	4	135	16	20	1	0	0	0	0	37	104	213	8	4	1	23	9	362												
Bay of Plenty	33	55	3	5	0	5	0	101	10	25	2	1	0	1	0	45	2	3	0	0	0	0	0	5	23	60	1	1	0	7	0	92	1	9	0	0	0	0	0	10	69	152	6	7	0	18	1	253												
Lakes	24	24	2	0	0	4	0	54	3	9	0	0	0	1	0	13	0	0	0	0	0	0	1	1	13	28	3	0	0	5	1	50	3	2	0	0	0	0	1	6	43	63	5	0	0	10	3	124												
Tairāwhiti	4	2	1	0	0	0	0	7	2	1	0	0	0	0	0	3	0	0	0	0	0	0	0	0	3	6	0	1	0	3	0	13	1	0	0	0	0	0	0	1	10	9	1	1	0	3	0	24												
Taranaki	11	35	0	1	0	5	0	52	3	15	0	0	0	0	0	18	0	0	0	0	0	0	0	0	9	35	0	0	0	3	2	49	1	6	0	0	0	0	1	1	9	24	91	0	1	0	9	3	128											
Hawke's Bay	24	29	1	0	1	2	0	57	5	17	1	1	0	0	0	24	0	0	0	0	1	0	1	1	13	35	0	0	0	1	1	50	1	1	0	0	0	0	0	2	43	82	2	1	1	4	1	134												
Whanganui	6	17	0	0	3	0	0	26	2	10	1	1	0	1	0	15	0	1	0	0	0	1	0	2	7	17	0	0	0	3	3	30	3	3	0	0	0	0	0	6	18	48	1	1	0	8	3	79												
MidCentral	24	47	1	0	0	7	0	79	7	25	0	0	0	0	0	32	0	0	0	0	0	0	1	1	16	74	3	0	0	5	2	100	7	14	1	0	0	2	0	24	54	160	5	0	0	14	3	236												
Wairarapa	4	5	1	0	0	0	0	10	3	5	1	0	0	0	0	9	1	0	0	0	0	0	0	1	3	8	1	0	0	0	0	12	2	0	1	0	0	0	0	0	3	13	18	4	0	0	0	0	35											
Capital and Coast	20	59	9	3	3	5	3	102	9	25	0	1	1	1	1	37	0	0	0	0	0	0	0	0	25	123	12	5	0	16	7	188	1	6	2	0	0	1	1	11	55	213	23	9	4	23	11	338												
Hutt Valley	8	32	3	2	1	4	0	50	3	18	1	1	0	2	0	25	0	1	0	0	0	0	0	1	15	64	5	0	0	4	2	90	1	9	3	1	0	1	1	16	27	124	12	4	1	11	3	182												
Nelson Marlborough	14	36	1	1	0	4	1	57	4	23	0	0	0	3	0	30	0	2	0	0	0	0	0	2	7	42	2	0	0	1	3	55	1	9	0	0	0	0	0	0	26	112	3	1	0	8	4	154												
West Coast	2	7	0	0	0	1	0	10	1	3	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	11	0	0	0	0	0	11	0	3	0	0	0	1	0	4	3	24	0	0	0	2	0	29												
Canterbury	31	165	7	2	0	17	2	224	13	64	0	0	1	3	1	82	0	2	0	0	0	2	4	18	185	5	2	0	16	6	232	5	21	2	0	0	1	0	29	67	437	14	4	1	37	11	571													
South Canterbury	4	22	0	0	0	1	0	27	1	3	0	0	0	0	0	4	0	0	0	0	0	0	0	2	23	0	0	0	0	1	26	0	6	0	0	0	1	0	7	7	54	0	0	0	2	1	64													
Otago	6	49	2	1	0	8	1	67	6	26	0	1	0	2	1	86	1	1	0	0	0	1	3	6	70	1	3	0	1	2	83	1	9	0	0	1	2	0	13	20	155	3	5	1	13	5	202													
Southland	11	22	0	2	0	6	1	42	0	10	0	0	0	1	0	11	2	0	0	0	0	2	0	4	6	38	0	0	0	4	1	49	1	7	0	0	0	1	0	9	20	77	0	2	0	14	2	115												
Not defined ²	2	4	0	0	0	0	0	6	0	2	0	0	0	1	0	3	0	0	0	0	0	1	0	1	0	5	0	0	0	0	5	3	2	1	0	0	1	0	7	5	13	1	0	0	3	0	22													
Total	411	935	121	67	13	117	21	1685	131	431	21	11	5	32	6	637	15	16	0	1	1	7	10	50	274	1293	78	49	1	154	61	1910	74	170	27	7	4	16	7	305	905	2845	247	135	24	326	105	4587												

¹The geo-coding system was unable to code some addresses - most of these are rural delivery addresses

²Txt2Quit clients can register for Txt2Quit via the Quitline or Quit's website.

³MELAA = Middle Eastern, Latin American and African

DHB ¹	New clients										Repeat clients										Quit Pack clients and General Enquiries										Web clients										Txt2Quit clients										Total clients									
	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total												
Northland	60.3	50.8	3.2	0.0	0.0	6.3	1.6	25.0	70.0	0.0	0.0	0.0	5.0	10.0	33.3	33.3	0.0	0.0	0.0	0.0	33.3	28.8	72.9	1.7	1.7	0.0	8.5	0.0	36.4	63.6	9.1	0.0	0.0	0.0	0.0	41.7	62.2	2.6	0.6	0.0	6.4	2.6	41.7	62.2	2.6	0.6	0.0	6.4	2.6											
Waitemata	17.4	65.9	12.1	9.1	2.3	7.6	0.8	17.4	77.4	0.0	0.0	1.9	11.3	1.9	33.3	33.3	0.0	0.0	0.0	16.7	33.3	9.1	69.7	5.7	5.1	0.0	15.4	3.4	31.3	56.3	18.8	0.0	0.0	6.3	6.3	14.4	68.3	7.6	5.5	1.0	11.8	2.9	17.0	68.3	7.6	5.5	1.0	11.8	2.9											
Auckland	20.6	54.6	14.9	19.1	0.7	5.0	2.1	16.0	76.0	8.0	4.0	2.0	2.0	0.0	49.0	0.0	0.0	25.0	0.0	0.0	25.0	13.0	63.2	8.3	8.8	0.5	14.0	5.7	26.1	43.5	21.7	8.7	0.0	13.0	4.3	17.0	60.1	11.2	11.9	0.7	9.2	3.9	17.0	60.1	11.2	11.9	0.7	9.2	3.9											
Courties Manukau	29.7	40.0	29.0	6.5	1.9	9.0	1.9	36.5	51.9	19.2	3.8	1.9	5.8	0.0	60.0	20.0	0.0	0.0	20.0	20.0	20.0	19.6	61.5	12.6	5.6	0.0	9.1	6.3	34.4	53.1	21.9	12.5	9.4	0.0	3.1	27.6	50.4	20.7	6.2	2.1	8.0	3.6	27.6	50.4	20.7	6.2	2.1	8.0	3.6											
Waikato	39.5	56.3	5.0	0.8	0.8	8.4	4.2	41.9	69.8	2.3	2.3	0.0	0.0	0.0	50.0	100.0	0.0	0.0	0.0	0.0	0.0	17.1	72.9	0.0	1.6	0.0	10.1	3.1	55.2	69.0	3.4	0.0	0.0	0.0	0.0	32.3	66.1	2.5	1.2	0.3	7.1	2.8	32.3	66.1	2.5	1.2	0.3	7.1	2.8											
Bay of Plenty	39.8	66.3	3.6	6.0	0.0	6.0	0.0	29.4	73.5	5.9	2.9	0.0	17.6	2.9	50.0	75.0	0.0	0.0	0.0	0.0	0.0	26.4	69.0	1.1	1.1	0.0	8.0	0.0	11.1	100.0	0.0	0.0	0.0	0.0	0.0	31.8	70.0	2.8	3.2	0.0	8.3	0.5	31.8	70.0	2.8	3.2	0.0	8.3	0.5											
Lakes	57.1	57.1	4.8	0.0	0.0	9.5	0.0	27.3	81.8	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0	100.0	31.0	66.7	7.1	0.0	0.0	11.9	2.4	60.0	40.0	0.0	0.0	0.0	0.0	20.0	42.6	62.4	5.0	0.0	0.0	9.9	3.0	42.6	62.4	5.0	0.0	0.0	9.9	3.0												
Tairāwhiti	66.7	33.3	16.7	0.0	0.0	0.0	0.0	66.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.3	54.5	0.0	9.1	0.0	27.3	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	47.6	42.9	4.8	4.8	0.0	14.3	0.0	47.6	42.9	4.8	4.8	0.0	14.3	0.0											
Taranaki	25.6	81.4	0.0	2.3	0.0	11.6	0.0	20.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.6	76.1	0.0	0.0	0.0	6.5	4.3	11.1	66.7	0.0																														

Quitline Caller Registrations from DHBs - Ethnicity
(October - December 2009)

Number	New clients										Repeat clients										Quit Pack clients and General Enquiries										Web clients										Txt2Quit clients*										Total clients									
	DHB	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total											
Northland	70	85	2	1	0	9	4	171	21	51	2	0	0	3	2	79	4	2	0	0	0	0	0	2	8	42	92	3	3	0	9	2	151	8	14	2	0	1	1	0	26	145	244	9	4	1	22	10	435											
Waikato	59	214	35	27	10	29	6	380	27	115	5	4	3	12	1	167	3	4	0	0	0	1	3	11	43	337	26	25	0	72	19	522	14	29	9	6	0	1	2	61	146	699	75	62	13	115	31	1141												
Auckland	55	187	58	67	6	32	10	425	28	83	14	12	1	6	0	146	2	1	0	3	0	1	4	11	55	323	38	51	1	85	22	545	18	11	6	1	4	2	59	612	121	139	11	68	40	1186														
Countries Manukau	130	171	97	29	8	38	9	482	42	63	22	6	4	5	0	142	4	2	2	0	1	1	4	14	70	189	39	15	0	32	18	363	27	38	22	5	4	0	4	100	273	463	182	55	17	76	35	1101												
Waikato	116	200	15	3	5	32	8	379	53	103	4	1	1	5	2	169	3	4	0	0	1	0	8	40	224	2	2	0	26	16	310	29	47	6	1	0	1	0	84	241	578	27	7	6	65	26	950													
Bay of Plenty	65	127	3	9	0	17	1	222	32	72	1	0	0	7	1	117	4	6	5	0	0	0	4	12	46	133	2	1	0	11	1	194	14	19	2	1	0	2	0	38	160	356	11	12	0	37	7	583												
Lakes	45	55	6	1	0	7	0	114	16	27	1	2	1	5	0	52	0	0	0	0	0	0	1	1	29	69	3	0	0	9	1	111	8	10	0	0	0	0	1	19	98	161	10	3	1	21	3	297												
Tairāwhiti	18	9	1	1	0	2	1	32	7	6	0	1	0	0	0	14	0	0	0	0	0	0	0	0	17	79	0	3	0	7	2	108	3	14	0	0	0	1	1	19	54	203	3	6	0	16	3	285												
Tairāhaki	22	69	1	3	0	8	0	103	12	41	2	0	0	0	0	55	0	0	0	0	0	0	0	0	0	17	79	0	3	0	7	2	108	3	14	0	0	0	1	1	19	54	203	3	6	0	16	3	285											
Hawke's Bay	59	68	3	1	2	9	0	142	14	40	2	1	0	2	1	60	1	0	0	0	0	1	1	3	30	85	2	1	0	2	5	125	5	13	3	0	1	0	1	23	109	206	10	3	3	14	8	353												
Whanganui	15	40	0	0	0	3	2	60	9	22	1	1	0	1	0	34	1	2	0	0	0	1	1	5	14	47	0	0	0	4	3	68	6	11	0	0	0	0	1	18	45	122	1	1	0	9	7	185												
MidCentral	54	122	5	2	2	16	0	201	17	65	0	0	0	3	0	85	1	2	0	0	0	0	2	5	34	138	8	0	0	12	4	196	15	28	2	0	0	3	0	48	121	355	15	2	2	34	6	535												
Wairarapa	9	18	4	1	0	3	0	35	7	18	1	0	0	0	0	26	1	0	0	0	0	0	0	1	6	22	2	0	0	1	0	31	4	2	1	0	0	0	0	7	27	60	8	1	0	4	0	100												
Capital and Coast	49	138	24	13	6	15	7	252	22	85	8	7	4	8	0	134	1	0	0	0	0	2	3	49	266	19	16	0	36	25	411	4	16	7	2	0	2	1	32	125	505	58	38	10	61	35	832													
Hutt Valley	44	77	11	7	2	12	3	156	13	60	3	1	0	2	0	79	0	2	0	0	0	0	1	3	34	131	8	1	0	14	8	196	9	22	3	2	1	2	1	40	100	292	25	11	3	30	13	474												
Nelson Marlborough	22	76	1	1	0	9	2	110	7	44	0	1	0	0	0	58	2	2	0	0	0	0	2	15	99	3	1	0	6	3	127	4	18	2	0	1	1	6	26	48	239	6	3	0	19	5	300													
West Coast	5	19	0	0	0	5	0	29	1	12	1	0	0	1	0	15	0	1	0	0	0	0	1	3	2	27	0	0	2	0	31	1	5	0	0	0	1	0	7	9	64	2	0	0	9	1	85													
Canterbury	58	337	13	11	7	38	7	471	26	168	1	1	12	1	210	2	4	1	0	0	2	5	14	35	405	12	8	0	41	20	521	13	60	4	0	0	3	1	81	134	974	31	20	8	96	34	1297													
South Canterbury	7	44	1	0	0	4	0	56	2	10	0	0	0	0	12	0	0	0	0	0	0	0	0	5	45	0	2	0	2	1	55	0	8	0	0	1	0	9	14	107	1	2	0	7	1	132														
Otago	17	127	5	1	0	24	4	178	10	67	0	1	0	9	1	88	1	2	0	0	0	2	5	14	156	2	4	0	12	2	190	7	31	0	0	1	5	0	44	49	383	7	6	1	50	9	505													
Southland	18	71	2	2	1	11	2	107	4	29	1	0	0	2	0	36	2	2	0	0	0	2	1	7	11	86	0	0	0	6	1	104	2	18	0	0	0	1	0	21	37	206	3	2	1	22	4	275												
Not defined	11	26	5	2	1	8	2	55	0	3	0	0	0	1	0	4	0	0	0	0	0	0	1	3	4	0	7	0	0	1	0	8	4	5	1	0	0	11	15	41	6	2	1	12	5	82														
Total	958	2280	292	182	50	331	67	4160	370	1184	72	40	17	87	9	376	29	35	4	3	1	11	37	120	596	2974	169	134	1	364	153	4391	193	427	75	23	9	30	18	775	2146	6900	612	382	78	823	284	11225												

* The geo-coding system was unable to code some addresses - Txt2Quit clients can register for Txt2Quit 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										Txt2Quit clients										Total clients									
	DHB	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total											
Northland	49.0	59.4	1.4	0.7	0.0	6.3	2.8	18.0	76.7	3.3	2.7	2.0	8.0	0.7	57.1	28.6	0.0	0.0	0.0	28.6	32.6	71.3	2.3	2.3	0.0	7.0	1.6	38.1	66.7	9.5	0.0	4.8	4.6	0.0	27.5	56.9	17.6	11.8	0.0	2.0	3.9	14.2	67.9	7.3	6.0	1.3	11.2	3.0												
Waikato	17.6	63.9	10.4	8.1	3.0	8.7	1.8	22.6	66.9	11.3	9.7	2.4	4.8	0.0	18.2	9.1	0.0	27.3	0.0	9.1	36.4	11.3	66.2	7.8	10.5	0.2	11.3	4.5	29.4	35.3	21.6	11.8	2.0	7.8	7.8	29.4	35.3	21.6	11.8	2.0	7.8	7.8	15.9	59.0	11.7	13.4	1.1	9.4	3.9											
Auckland	31.7	41.7	23.7	7.1	2.0	9.3	2.2	34.7	52.1	18.2	5.0	3.3	4.1	0.0	36.4	18.2	18.2	0.0	9.1	9.1	36.4	21.9	59.2	12.2	4.7	0.0	10.0	5.6	34.2	48.1	27.8	6.3	5.1	0.0	5.1	29.0	49.3	19.4	5.9	1.8	8.1	3.7	31.7	41.7	23.7	7.1	2.0	9.3	2.2											
Countries Manukau	35.3	60.8	4.6	0.9	1.5	9.7	2.4	36.8	71.5	2.8	0.7	0.7	3.5	1.4	50.0	66.7	0.0	0.0	0.0	16.7	0.0	13.4	75.2	0.7	0.7	0.0	8.7	5.4	43.9	71.2	9.1	1.5	0.0	1.5	0.0	28.6	68.6	3.2	0.8	0.7	7.7	3.1	35.3	60.8	4.6	0.9	1.5	9.7	2.4											
Waikato	33.3	65.1	1.5	4.6	0.0	8.7	0.5	33.3	75.0	4.2	1.0	0.0	7.3	1.0	27.3	45.5	0.0	0.0	0.0	36.4	26.3	76.0	1.1	0.6	0.0	6.3	0.6	46.7	63.3	6.7	3.3	0.0	6.7	0.0	57.1	71.4	0.0	0.0	0.0	7.1	31.6	70.2	2.2	2.4	0.0	7.3	1.4													
Bay of Plenty	49.5	60.4</																																																										

Quit Cards Issued

October - December 2009 - Summary Data

DHB	October	November	December	Total
Northland	300	222	177	699
Waitemata	704	646	442	1792
Auckland	749	830	474	2053
Counties Manukau	703	646	381	1730
Waikato	613	624	345	1582
Bay of Plenty	410	370	212	992
Lakes	201	184	104	489
Tairāwhiti	43	43	38	124
Taranaki	223	187	95	505
Hawke's Bay	226	239	127	592
Whanganui	142	108	72	322
MidCentral	407	335	216	958
Wairarapa	51	50	41	142
Capital and Coast	609	541	324	1474
Hutt Valley	272	273	192	737
Nelson Marlborough	233	185	121	539
West Coast	50	53	30	133
Canterbury	968	833	514	2315
South Canterbury	106	90	39	235
Otago	375	316	199	890
Southland	191	184	84	459
Not defined ^a	53	32	25	110
Total	7629	6991	4252	18872

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

Client Referrals

October - December 2009 - Summary Data

DHB ¹	Oct			Nov			Dec			Total					
	Referred	Successful contact	Quit support ³	Referred	Successful contact	Quit support	Referred	Successful contact	Quit support	Referred		Successful contact		Quit support	
										n	%	n	%	n	%
Northland	0	0	0	0	0	0	2	1	1	2	0.7	1	4.3	1	4.5
Waitemata	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Auckland	7	0	0	22	1	1	11	4	3	40	14.3	5	21.7	4	18.2
Counties Manukau	1	0	0	3	0	0	22	6	6	26	9.3	6	26.1	6	27.3
Waikato	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Bay of Plenty	0	0	0	1	0	0	8	2	2	9	3.2	2	8.7	2	9.1
Lakes	1	0	0	0	0	0	0	0	0	1	0.4	0	0.0	0	0.0
Tairāwhiti	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Taranaki	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Hawke's Bay	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Whanganui	6	1	1	6	0	0	10	2	2	22	7.9	3	13.0	3	13.6
MidCentral	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Wairarapa	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Capital and Coast	4	0	0	21	0	0	27	2	2	52	18.6	2	8.7	2	9.1
Hutt Valley	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Nelson Marlborough	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
West Coast	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Canterbury	20	1	1	70	3	3	14	0	0	104	37.3	4	17.4	4	18.2
South Canterbury	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Otago	0	0	0	1	0	0	0	0	0	1	0.4	0	0.0	0	0.0
Southland	6	0	0	9	0	0	7	0	0	22	7.9	0	0.0	0	0.0
Not defined ²	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Total	45	2	2	133	4	4	101	17	16	279	100	23	100	22	100

¹ Defined by source of referral rather than client's address

² Insufficient Referral source data to indicate DHB

³ Client registered with a Quit service