

Quitline Caller Registrations from DHBs (Apr - Jun 2010)

Number DHB	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients ^a				Total clients			
	Apr	May	Jun	Total	Apr	May	Jun	Total	Apr	May	Jun	Total	Apr	May	Jun	Total	Apr	May	Jun	Total	Apr	May	Jun	Total
Northland	72	125	78	275	27	39	21	87	2	3	1	6	109	147	78	334	6	17	8	31	216	331	186	733
Waitemata	140	237	163	540	60	64	58	182	1	4	3	8	359	422	308	1089	18	24	22	64	578	751	554	1883
Auckland	145	237	163	545	55	76	55	186	2	5	0	7	346	358	327	1031	36	38	35	109	584	714	580	1878
Counties Manukau	150	291	223	664	46	76	58	180	1	5	1	7	242	282	244	768	19	41	25	85	458	695	551	1704
Waikato	111	247	190	548	54	76	49	179	3	6	2	11	234	344	210	788	16	35	34	85	418	708	485	1611
Bay of Plenty	70	155	97	322	30	59	31	120	0	1	4	5	157	173	139	469	20	13	15	48	277	401	286	964
Lakes	37	78	44	159	14	23	19	56	0	1	3	4	62	76	65	203	9	7	9	25	122	185	140	447
Tairāwhiti	14	35	14	63	2	3	5	10	0	1	1	2	18	33	26	77	3	6	2	11	37	78	48	163
Taranaki	30	83	34	147	25	26	21	72	0	1	2	3	76	89	68	233	5	9	6	20	136	208	131	475
Hawke's Bay	43	75	57	175	21	44	23	88	1	2	1	4	115	135	59	309	7	15	11	33	187	271	151	609
Whanganui	21	44	20	85	11	19	13	43	0	2	1	3	41	48	42	131	0	6	8	14	73	119	84	276
MidCentral	67	135	94	296	39	47	51	137	0	3	2	5	120	160	132	412	9	17	18	44	235	362	297	894
Wairarapa	11	26	7	44	4	7	3	14	0	1	1	2	19	20	19	58	0	7	2	9	34	61	32	127
Capital and Coast	109	154	108	371	41	50	39	130	5	1	2	8	277	309	183	769	21	26	16	63	453	540	348	1341
Hutt Valley	63	97	68	228	26	45	32	103	0	1	1	2	151	176	102	429	14	11	13	38	254	330	216	800
Nelson Marlborough	34	85	59	178	24	36	28	88	0	0	0	0	92	104	74	270	8	17	5	30	158	242	166	566
West Coast	13	22	17	52	5	9	8	22	0	0	0	0	32	23	25	80	2	4	2	8	52	58	52	162
Canterbury	157	352	248	757	82	134	95	311	0	6	4	10	406	502	364	1272	20	46	37	103	665	1040	748	2453
South Canterbury	19	55	25	99	7	11	3	21	0	1	1	2	44	66	49	159	3	2	1	6	73	135	79	287
Southern*	120	247	152	519	49	82	49	180	0	3	2	5	253	372	208	833	14	27	25	66	436	731	436	1603
Not defined ^b	1	8	3	12	3	2	0	5	0	0	0	0	0	0	6	6	2	2	1	5	6	12	10	28
Total	1427	2788	1864	6079	625	928	661	2214	15	47	32	94	3153	3839	2728	9720	232	370	295	897	5452	7972	5580	19004

^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			
	Apr	May	Jun	Total	Apr	May	Jun	Total	Apr	May	Jun	Total	Apr	May	Jun	Total	Apr	May	Jun	Total	Apr	May	Jun	Total
Northland	5.0	4.5	4.2	4.5	4.3	4.2	3.2	3.9	13.3	6.4	3.1	6.4	3.5	3.8	2.9	3.4	2.6	4.6	2.7	3.5	4.0	4.2	3.3	3.9
Waitemata	9.8	8.5	8.7	8.9	9.6	6.9	8.8	8.2	6.7	8.5	9.4	8.5	11.4	11.0	11.3	11.2	7.8	6.5	7.5	7.1	10.6	9.4	9.9	9.9
Auckland	10.2	8.5	8.7	9.0	8.8	8.2	8.3	8.4	13.3	10.6	0.0	7.4	11.0	9.3	12.0	10.6	15.5	10.3	11.9	12.2	10.7	9.0	10.4	9.9
Counties Manukau	10.5	10.4	12.0	10.9	7.4	8.2	8.8	8.1	6.7	10.6	3.1	7.4	7.7	7.3	8.9	7.9	8.2	11.1	8.5	9.5	8.4	8.7	9.9	9.0
Waikato	7.8	8.9	10.2	9.0	8.6	8.2	7.4	8.1	20.0	12.8	6.3	11.7	7.4	9.0	7.7	8.1	6.9	9.5	11.5	9.5	7.7	8.9	8.7	8.5
Bay of Plenty	4.9	5.6	5.2	5.3	4.8	6.4	4.7	5.4	0.0	2.1	12.5	5.3	5.0	4.5	5.1	4.8	8.6	3.5	5.1	5.4	5.1	5.0	5.1	5.1
Lakes	2.6	2.8	2.4	2.6	2.2	2.5	2.9	2.5	0.0	2.1	9.4	4.3	2.0	2.0	2.4	2.1	3.9	1.9	3.1	2.8	2.2	2.3	2.5	2.4
Tairāwhiti	1.0	1.3	0.8	1.0	0.3	0.3	0.8	0.5	0.0	2.1	3.1	2.1	0.6	0.9	1.0	0.8	1.3	1.6	0.7	1.2	0.7	1.0	0.9	0.9
Taranaki	2.1	3.0	1.8	2.4	4.0	2.8	3.2	3.3	0.0	2.1	6.3	3.2	2.4	2.3	2.5	2.4	2.2	2.4	2.0	2.2	2.5	2.6	2.3	2.5
Hawke's Bay	3.0	2.7	3.1	2.9	3.4	4.7	3.5	4.0	6.7	4.3	3.1	4.3	3.6	3.5	2.2	3.2	3.0	4.1	3.7	3.7	3.4	3.4	2.7	3.2
Whanganui	1.5	1.6	1.1	1.4	1.8	2.0	2.0	1.9	0.0	4.3	3.1	3.2	1.3	1.3	1.5	1.3	0.0	1.6	2.7	1.6	1.3	1.5	1.5	1.5
MidCentral	4.7	4.8	5.0	4.9	6.2	5.1	7.7	6.2	0.0	6.4	6.3	5.3	3.8	4.2	4.8	4.2	3.9	4.6	6.1	4.9	4.3	4.5	5.3	4.7
Wairarapa	0.8	0.9	0.4	0.7	0.6	0.8	0.5	0.6	0.0	2.1	3.1	2.1	0.6	0.5	0.7	0.6	0.0	1.9	0.7	1.0	0.6	0.8	0.6	0.7
Capital and Coast	7.6	5.5	5.8	6.1	6.6	5.4	5.9	5.9	33.3	2.1	6.3	8.5	8.8	8.0	6.7	7.9	9.1	7.0	5.4	7.0	8.3	6.8	6.2	7.1
Hutt Valley	4.4	3.5	3.6	3.8	4.2	4.8	4.8	4.7	0.0	2.1	3.1	2.1	4.8	4.6	3.7	4.4	6.0	3.0	4.4	4.2	4.7	4.1	3.9	4.2
Nelson Marlborough	2.4	3.0	3.2	2.9	3.8	3.9	4.2	4.0	0.0	0.0	0.0	0.0	2.9	2.7	2.7	2.8	3.4	4.6	1.7	3.3	2.9	3.0	3.0	3.0
West Coast	0.9	0.8	0.9	0.9	0.8	1.0	1.2	1.0	0.0	0.0	0.0	0.0	1.0	0.6	0.9	0.8	0.9	1.1	0.7	0.9	1.0	0.7	0.9	0.9
Canterbury	11.0	12.6	13.3	12.5	13.1	14.4	14.4	14.0	0.0	12.8	12.5	10.6	12.9	13.1	13.3	13.1	8.6	12.4	12.5	11.5	12.2	13.0	13.4	12.9
South Canterbury	1.3	2.0	1.3	1.6	1.1	1.2	0.5	0.9	0.0	2.1	3.1	2.1	1.4	1.7	1.8	1.6	1.3	0.5	0.3	0.7	1.3	1.7	1.4	1.5
Southern	8.4	8.9	8.2	8.5	7.8	8.8	7.4	8.1	0.0	6.4	6.3	5.3	8.0	9.7	7.6	8.6	6.0	7.3	8.5	7.4	8.0	9.2	7.8	8.4
Not defined	0.1	0.3	0.2	0.2	0.5	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.9	0.5	0.3	0.6	0.1	0.2	0.2	0.1
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
(April 2010)

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	27	45	0	72	9	18	0	27	0	2	0	2	43	66	0	109	2	4	0	6	81	135	0	216
Northland	68	72	0	140	20	40	0	60	0	1	0	1	169	190	0	359	8	10	0	18	265	313	0	578
Waitemata	75	70	0	145	28	27	0	55	0	2	0	2	179	167	0	346	18	18	0	36	300	284	0	584
Auckland	57	93	0	150	19	27	0	46	1	0	0	1	109	133	0	242	7	12	0	19	193	265	0	458
Counties Manukau	47	64	0	111	21	33	0	54	0	3	0	3	87	147	0	234	6	10	0	16	161	257	0	418
Waikato	31	39	0	70	15	15	0	30	0	0	0	0	68	89	0	157	4	16	0	20	118	159	0	277
Bay of Plenty	9	28	0	37	6	8	0	14	0	0	0	0	29	33	0	62	2	7	0	9	46	76	0	122
Lakes	2	12	0	14	1	1	0	2	0	0	0	0	8	10	0	18	1	2	0	3	12	25	0	37
Tairāwhiti	14	16	0	30	14	11	0	25	0	0	0	0	27	49	0	76	1	4	0	5	56	80	0	136
Taranaki	17	26	0	43	9	12	0	21	0	1	0	1	48	67	0	115	2	5	0	7	76	111	0	187
Hawke's Bay	11	10	0	21	4	7	0	11	0	0	0	0	17	24	0	41	0	0	0	0	32	41	0	73
Whanganui	29	38	0	67	15	24	0	39	0	0	0	0	42	78	0	120	4	5	0	9	90	145	0	235
MidCentral	5	6	0	11	1	3	0	4	0	0	0	0	11	8	0	19	0	0	0	0	17	17	0	34
Wairarapa	45	64	0	109	16	25	0	41	1	4	0	5	148	129	0	277	8	13	0	21	218	235	0	453
Capital and Coast	34	29	0	63	13	13	0	26	0	0	0	0	60	91	0	151	7	7	0	14	114	140	0	254
Hutt Valley	18	16	0	34	12	12	0	24	0	0	0	0	36	56	0	92	3	5	0	8	69	89	0	158
Nelson Marlborough	8	5	0	13	4	1	0	5	0	0	0	0	15	17	0	32	0	2	0	2	27	25	0	52
West Coast	78	79	0	157	45	37	0	82	0	0	0	0	194	212	0	406	5	15	0	20	322	343	0	665
Canterbury	5	14	0	19	2	5	0	7	0	0	0	0	17	27	0	44	1	2	0	3	25	48	0	73
South Canterbury	50	70	0	120	29	20	0	49	0	0	0	0	106	147	0	253	2	12	0	14	187	249	0	436
Southern	0	1	0	1	1	2	0	3	0	0	0	0	0	0	0	0	1	1	0	2	2	4	0	6
Not defined ^b																								
Total	630	797	0	1427	284	341	0	625	2	13	0	15	1413	1740	0	3153	82	150	0	232	2411	3041	0	5452

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

^aTxt2Quit 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	37.5	62.5	0.0	100.0	33.3	66.7	0.0	100.0	0.0	100.0	0.0	100.0	39.4	60.6	0.0	100.0	33.3	66.7	0.0	100.0	37.5	62.5	0.0	100.0
Northland	48.6	51.4	0.0	100.0	33.3	66.7	0.0	100.0	0.0	100.0	0.0	100.0	47.1	52.9	0.0	100.0	44.4	55.6	0.0	100.0	45.8	54.2	0.0	100.0
Waitemata	51.7	48.3	0.0	100.0	50.9	49.1	0.0	100.0	0.0	100.0	0.0	100.0	51.7	48.3	0.0	100.0	50.0	50.0	0.0	100.0	51.4	48.6	0.0	100.0
Auckland	38.0	62.0	0.0	100.0	41.3	58.7	0.0	100.0	100.0	0.0	0.0	100.0	45.0	55.0	0.0	100.0	36.8	63.2	0.0	100.0	42.1	57.9	0.0	100.0
Counties Manukau	42.3	57.7	0.0	100.0	38.9	61.1	0.0	100.0	0.0	100.0	0.0	100.0	37.2	62.8	0.0	100.0	37.5	62.5	0.0	100.0	38.5	61.5	0.0	100.0
Waikato	44.3	55.7	0.0	100.0	50.0	50.0	0.0	100.0	0.0	0.0	0.0	0.0	43.3	56.7	0.0	100.0	20.0	80.0	0.0	100.0	42.6	57.4	0.0	100.0
Bay of Plenty	24.3	75.7	0.0	100.0	42.9	57.1	0.0	100.0	0.0	0.0	0.0	0.0	46.8	53.2	0.0	100.0	22.2	77.8	0.0	100.0	37.7	62.3	0.0	100.0
Lakes	14.3	85.7	0.0	100.0	50.0	50.0	0.0	100.0	0.0	0.0	0.0	0.0	44.4	55.6	0.0	100.0	33.3	66.7	0.0	100.0	32.4	67.6	0.0	100.0
Tairāwhiti	46.7	53.3	0.0	100.0	56.0	44.0	0.0	100.0	0.0	0.0	0.0	0.0	35.5	64.5	0.0	100.0	20.0	80.0	0.0	100.0	41.2	58.8	0.0	100.0
Taranaki	39.5	60.5	0.0	100.0	42.9	57.1	0.0	100.0	0.0	100.0	0.0	100.0	41.7	58.3	0.0	100.0	28.6	71.4	0.0	100.0	40.6	59.4	0.0	100.0
Hawke's Bay	52.4	47.6	0.0	100.0	36.4	63.6	0.0	100.0	0.0	0.0	0.0	0.0	41.5	58.5	0.0	100.0	0.0	0.0	0.0	0.0	43.8	56.2	0.0	100.0
Whanganui	43.3	56.7	0.0	100.0	38.5	61.5	0.0	100.0	0.0	0.0	0.0	0.0	35.0	65.0	0.0	100.0	44.4	55.6	0.0	100.0	38.3	61.7	0.0	100.0
MidCentral	45.5	54.5	0.0	100.0	25.0	75.0	0.0	100.0	0.0	0.0	0.0	0.0	57.9	42.1	0.0	100.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	100.0
Wairarapa	41.3	58.7	0.0	100.0	39.0	61.0	0.0	100.0	20.0	80.0	0.0	100.0	53.4	46.6	0.0	100.0	38.1	61.9	0.0	100.0	48.1	51.9	0.0	100.0
Capital and Coast	54.0	46.0	0.0	100.0	50.0	50.0	0.0	100.0	0.0	0.0	0.0	0.0	39.7	60.3	0.0	100.0	50.0	50.0	0.0	100.0	44.9	55.1	0.0	100.0
Hutt Valley	52.9	47.1	0.0	100.0	50.0	50.0	0.0	100.0	0.0	0.0	0.0	0.0	39.1	60.9	0.0	100.0	37.5	62.5	0.0	100.0	43.7	56.3	0.0	100.0
Nelson Marlborough	61.5	38.5	0.0	100.0	80.0	20.0	0.0	100.0	0.0	0.0	0.0	0.0	46.9	53.1	0.0	100.0	0.0	100.0	0.0	100.0	51.9	48.1	0.0	100.0
West Coast	49.7	50.3	0.0	100.0	54.9	45.1	0.0	100.0	0.0	0.0	0.0	0.0	47.8	52.2	0.0	100.0	25.0	75.0	0.0	100.0	48.4	51.6	0.0	100.0
Canterbury	26.3	73.7	0.0	100.0	28.6	71.4	0.0	100.0	0.0	0.0	0.0	0.0	38.6	61.4	0.0	100.0	33.3	66.7	0.0	100.0	34.2	65.8	0.0	100.0
South Canterbury	41.7	58.3	0.0	100.0	59.2	40.8	0.0	100.0	0.0	0.0	0.0	0.0	41.9	58.1	0.0	100.0	14.3	85.7	0.0	100.0	42.9	57.1	0.0	100.0
Southern	0.0	100.0	0.0	100.0	33.3	66.7	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	100.0	33.3	66.7	0.0	100.0
Not defined																								
Total	44.1	55.9	0.0	100.0	45.4	54.6	0.0	100.0	13.3	86.7	0.0	100.0	44.8	55.2	0.0	100.0	35.3	64.7	0.0	100.0	44.2	55.8	0.0	100.0

Quitline Caller Registrations from DHBs - Gender
(May 2010)

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
Northland	58	67	0	125	17	22	0	39	1	2	0	3	66	81	0	147	3	14	0	17	145	186	0	331
Waitemata	109	128	0	237	33	31	0	64	0	4	0	4	201	221	0	422	10	14	0	24	353	398	0	751
Auckland	127	110	0	237	41	35	0	76	1	4	0	5	179	179	0	358	17	21	0	38	365	349	0	714
Counties Manukau	116	175	0	291	37	39	0	76	1	4	0	5	130	152	0	282	12	29	0	41	296	399	0	695
Waikato	123	124	0	247	27	49	0	76	0	6	0	6	153	191	0	344	12	23	0	35	315	393	0	708
Bay of Plenty	70	85	0	155	25	34	0	59	1	0	0	1	86	87	0	173	4	9	0	13	186	215	0	401
Lakes	40	38	0	78	8	15	0	23	0	1	0	1	31	45	0	76	2	5	0	7	81	104	0	185
Tairāwhiti	14	21	0	35	0	3	0	3	0	1	0	1	14	19	0	33	0	6	0	6	28	50	0	78
Taranaki	42	41	0	83	9	17	0	26	1	0	0	1	43	46	0	89	1	8	0	9	96	112	0	208
Hawke's Bay	30	45	0	75	18	26	0	44	1	1	0	2	64	71	0	135	8	7	0	15	121	150	0	271
Whanganui	20	24	0	44	13	6	0	19	2	0	0	2	19	29	0	48	1	5	0	6	55	64	0	119
MidCentral	55	80	0	135	20	27	0	47	1	2	0	3	73	87	0	160	6	11	0	17	155	207	0	362
Wairarapa	10	16	0	26	5	2	0	7	0	1	0	1	11	9	0	20	3	4	0	7	29	32	0	61
Capital and Coast	83	71	0	154	28	22	0	50	1	0	0	1	163	146	0	309	11	15	0	26	286	254	0	540
Hutt Valley	46	51	0	97	18	27	0	45	0	1	0	1	68	108	0	176	3	8	0	11	135	195	0	330
Nelson Marlborough	41	44	0	85	16	20	0	36	0	0	0	0	52	52	0	104	9	8	0	17	118	124	0	242
West Coast	13	9	0	22	2	7	0	9	0	0	0	0	9	14	0	23	2	2	0	4	26	32	0	58
Canterbury	161	191	0	352	60	74	0	134	2	4	0	6	228	274	0	502	23	23	0	46	474	566	0	1040
South Canterbury	18	37	0	55	4	7	0	11	0	1	0	1	27	39	0	66	0	2	0	2	49	86	0	135
Southern	124	123	0	247	41	41	0	82	1	2	0	3	165	207	0	372	11	16	0	27	342	389	0	731
Not defined ^b	2	6	0	8	1	1	0	2	0	0	0	0	0	0	0	0	1	1	0	2	4	8	0	12
Total	1302	1486	0	2788	423	505	0	928	13	34	0	47	1782	2057	0	3839	139	231	0	370	3659	4313	0	7972

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

^bTxt2Quit 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
Northland	46.4	53.6	0.0	100.0	43.6	56.4	0.0	100.0	33.3	66.7	0.0	100.0	44.9	55.1	0.0	100.0	17.6	82.4	0.0	100.0	43.8	56.2	0.0	100.0
Waitemata	46.0	54.0	0.0	100.0	51.6	48.4	0.0	100.0	0.0	100.0	0.0	100.0	47.6	52.4	0.0	100.0	41.7	58.3	0.0	100.0	47.0	53.0	0.0	100.0
Auckland	53.6	46.4	0.0	100.0	53.9	46.1	0.0	100.0	20.0	80.0	0.0	100.0	50.0	50.0	0.0	100.0	44.7	55.3	0.0	100.0	51.1	48.9	0.0	100.0
Counties Manukau	39.9	60.1	0.0	100.0	48.7	51.3	0.0	100.0	20.0	80.0	0.0	100.0	46.1	53.9	0.0	100.0	29.3	70.7	0.0	100.0	42.6	57.4	0.0	100.0
Waikato	49.8	50.2	0.0	100.0	35.5	64.5	0.0	100.0	0.0	100.0	0.0	100.0	44.5	55.5	0.0	100.0	34.3	65.7	0.0	100.0	44.5	55.5	0.0	100.0
Bay of Plenty	45.2	54.8	0.0	100.0	42.4	57.6	0.0	100.0	100.0	0.0	0.0	100.0	49.7	50.3	0.0	100.0	30.8	69.2	0.0	100.0	46.4	53.6	0.0	100.0
Lakes	51.3	48.7	0.0	100.0	34.8	65.2	0.0	100.0	0.0	100.0	0.0	100.0	40.8	59.2	0.0	100.0	28.6	71.4	0.0	100.0	43.8	56.2	0.0	100.0
Tairāwhiti	40.0	60.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	42.4	57.6	0.0	100.0	0.0	100.0	0.0	100.0	35.9	64.1	0.0	100.0
Taranaki	50.6	49.4	0.0	100.0	34.6	65.4	0.0	100.0	100.0	0.0	0.0	100.0	48.3	51.7	0.0	100.0	11.1	88.9	0.0	100.0	46.2	53.8	0.0	100.0
Hawke's Bay	40.0	60.0	0.0	100.0	40.9	59.1	0.0	100.0	50.0	50.0	0.0	100.0	47.4	52.6	0.0	100.0	53.3	46.7	0.0	100.0	44.6	55.4	0.0	100.0
Whanganui	45.5	54.5	0.0	100.0	68.4	31.6	0.0	100.0	100.0	0.0	0.0	100.0	39.6	60.4	0.0	100.0	16.7	83.3	0.0	100.0	46.2	53.8	0.0	100.0
MidCentral	40.7	59.3	0.0	100.0	42.6	57.4	0.0	100.0	33.3	66.7	0.0	100.0	45.6	54.4	0.0	100.0	35.3	64.7	0.0	100.0	42.8	57.2	0.0	100.0
Wairarapa	38.5	61.5	0.0	100.0	71.4	28.6	0.0	100.0	0.0	100.0	0.0	100.0	55.0	45.0	0.0	100.0	42.9	57.1	0.0	100.0	47.5	52.5	0.0	100.0
Capital and Coast	53.9	46.1	0.0	100.0	56.0	44.0	0.0	100.0	100.0	0.0	0.0	100.0	52.8	47.2	0.0	100.0	42.3	57.7	0.0	100.0	53.0	47.0	0.0	100.0
Hutt Valley	47.4	52.6	0.0	100.0	40.0	60.0	0.0	100.0	0.0	100.0	0.0	100.0	38.6	61.4	0.0	100.0	27.3	72.7	0.0	100.0	40.9	59.1	0.0	100.0
Nelson Marlborough	48.2	51.8	0.0	100.0	44.4	55.6	0.0	100.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	100.0	52.9	47.1	0.0	100.0	48.8	51.2	0.0	100.0
West Coast	59.1	40.9	0.0	100.0	22.2	77.8	0.0	100.0	0.0	0.0	0.0	0.0	39.1	60.9	0.0	100.0	50.0	50.0	0.0	100.0	44.8	55.2	0.0	100.0
Canterbury	45.7	54.3	0.0	100.0	44.8	55.2	0.0	100.0	33.3	66.7	0.0	100.0	45.4	54.6	0.0	100.0	50.0	50.0	0.0	100.0	45.6	54.4	0.0	100.0
South Canterbury	32.7	67.3	0.0	100.0	36.4	63.6	0.0	100.0	0.0	100.0	0.0	100.0	40.9	59.1	0.0	100.0	0.0	100.0	0.0	100.0	36.3	63.7	0.0	100.0
Southern	50.2	49.8	0.0	100.0	50.0	50.0	0.0	100.0	33.3	66.7	0.0	100.0	44.4	55.6	0.0	100.0	40.7	59.3	0.0	100.0	46.8	53.2	0.0	100.0
Not defined	25.0	75.0	0.0	100.0	50.0	50.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	100.0	33.3	66.7	0.0	100.0
Total	46.7	53.3	0.0	100.0	45.6	54.4	0.0	100.0	27.7	72.3	0.0	100.0	46.4	53.6	0.0	100.0	37.6	62.4	0.0	100.0	45.9	54.1	0.0	100.0

Quitline Caller Registrations from DHBs - Gender
(June 2010)

Number	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients ³				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	45	0	78	5	16	0	21	0	1	0	1	34	44	0	78	3	5	0	8	75	111	0	186
Waitemata	78	85	0	163	23	35	0	58	1	2	0	3	157	151	0	308	10	12	0	22	269	285	0	554
Auckland	82	81	0	163	27	28	0	55	0	0	0	0	177	150	0	327	14	21	0	35	300	280	0	580
Counties Manukau	91	132	0	223	26	32	0	58	0	0	1	1	122	122	0	244	9	16	0	25	248	302	1	551
Waikato	87	103	0	190	15	34	0	49	0	2	0	2	106	104	0	210	8	26	0	34	216	269	0	485
Bay of Plenty	38	59	0	97	14	17	0	31	3	1	0	4	65	74	0	139	6	9	0	15	126	160	0	286
Lakes	22	22	0	44	8	11	0	19	2	1	0	3	24	41	0	65	2	7	0	9	58	82	0	140
Tairāwhiti	6	8	0	14	4	1	0	5	1	0	0	1	10	16	0	26	1	1	0	2	22	26	0	48
Taranaki	18	16	0	34	7	14	0	21	0	2	0	2	27	41	0	68	1	5	0	6	53	78	0	131
Hawke's Bay	23	34	0	57	12	11	0	23	0	1	0	1	27	32	0	59	5	6	0	11	67	84	0	151
Whanganui	10	10	0	20	7	6	0	13	0	1	0	1	20	22	0	42	3	5	0	8	40	44	0	84
MidCentral	44	50	0	94	19	32	0	51	2	0	0	2	58	74	0	132	5	13	0	18	128	169	0	297
Wairarapa	2	5	0	7	2	1	0	3	0	1	0	1	8	11	0	19	0	2	0	2	12	20	0	32
Capital and Coast	48	60	0	108	16	23	0	39	0	1	1	2	98	85	0	183	4	12	0	16	166	181	1	348
Hutt Valley	33	35	0	68	14	18	0	32	0	1	0	1	55	47	0	102	5	8	0	13	107	109	0	216
Nelson Marlborough	31	28	0	59	11	17	0	28	0	0	0	0	34	40	0	74	3	2	0	5	79	87	0	166
West Coast	6	11	0	17	3	5	0	8	0	0	0	0	11	14	0	25	1	1	0	2	21	31	0	52
Canterbury	118	130	0	248	55	40	0	95	0	4	0	4	183	181	0	364	14	23	0	37	370	378	0	748
South Canterbury	8	17	0	25	3	0	0	3	1	0	0	1	21	28	0	49	0	1	0	1	33	46	0	79
Southern	73	79	0	152	21	28	0	49	0	2	0	2	86	122	0	208	12	13	0	25	192	244	0	436
Not defined ^b	1	2	0	3	0	0	0	0	0	0	0	0	2	4	0	6	1	0	0	1	4	6	0	10
Total	852	1012	0	1864	292	369	0	661	10	20	2	32	1325	1403	0	2728	107	188	0	295	2586	2992	2	5580

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

³Txt2Quit 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	42.3	57.7	0.0	100.0	23.8	76.2	0.0	100.0	0.0	100.0	0.0	100.0	43.6	56.4	0.0	100.0	37.5	62.5	0.0	100.0	40.3	59.7	0.0	100.0
Waitemata	47.9	52.1	0.0	100.0	39.7	60.3	0.0	100.0	33.3	66.7	0.0	100.0	51.0	49.0	0.0	100.0	45.5	54.5	0.0	100.0	48.6	51.4	0.0	100.0
Auckland	50.3	49.7	0.0	100.0	49.1	50.9	0.0	100.0	0.0	0.0	0.0	0.0	54.1	45.9	0.0	100.0	40.0	60.0	0.0	100.0	51.7	48.3	0.0	100.0
Counties Manukau	40.8	59.2	0.0	100.0	44.8	55.2	0.0	100.0	0.0	0.0	100.0	100.0	50.0	50.0	0.0	100.0	36.0	64.0	0.0	100.0	45.0	54.8	0.2	100.0
Waikato	45.8	54.2	0.0	100.0	30.6	69.4	0.0	100.0	0.0	100.0	0.0	100.0	50.5	49.5	0.0	100.0	23.5	76.5	0.0	100.0	44.5	55.5	0.0	100.0
Bay of Plenty	39.2	60.8	0.0	100.0	45.2	54.8	0.0	100.0	75.0	25.0	0.0	100.0	46.8	53.2	0.0	100.0	40.0	60.0	0.0	100.0	44.1	55.9	0.0	100.0
Lakes	50.0	50.0	0.0	100.0	42.1	57.9	0.0	100.0	66.7	33.3	0.0	100.0	36.9	63.1	0.0	100.0	22.2	77.8	0.0	100.0	41.4	58.6	0.0	100.0
Tairāwhiti	42.9	57.1	0.0	100.0	80.0	20.0	0.0	100.0	100.0	0.0	0.0	100.0	38.5	61.5	0.0	100.0	50.0	50.0	0.0	100.0	45.8	54.2	0.0	100.0
Taranaki	52.9	47.1	0.0	100.0	33.3	66.7	0.0	100.0	0.0	100.0	0.0	100.0	39.7	60.3	0.0	100.0	16.7	83.3	0.0	100.0	40.5	59.5	0.0	100.0
Hawke's Bay	40.4	59.6	0.0	100.0	52.2	47.8	0.0	100.0	0.0	100.0	0.0	100.0	45.8	54.2	0.0	100.0	45.5	54.5	0.0	100.0	44.4	55.6	0.0	100.0
Whanganui	50.0	50.0	0.0	100.0	53.8	46.2	0.0	100.0	0.0	100.0	0.0	100.0	47.6	52.4	0.0	100.0	37.5	62.5	0.0	100.0	47.6	52.4	0.0	100.0
MidCentral	46.8	53.2	0.0	100.0	37.3	62.7	0.0	100.0	100.0	0.0	0.0	100.0	43.9	56.1	0.0	100.0	27.8	72.2	0.0	100.0	43.1	56.9	0.0	100.0
Wairarapa	28.6	71.4	0.0	100.0	66.7	33.3	0.0	100.0	0.0	100.0	0.0	100.0	42.1	57.9	0.0	100.0	0.0	100.0	0.0	100.0	37.5	62.5	0.0	100.0
Capital and Coast	44.4	55.6	0.0	100.0	41.0	59.0	0.0	100.0	0.0	50.0	50.0	100.0	53.6	46.4	0.0	100.0	25.0	75.0	0.0	100.0	47.7	52.0	0.3	100.0
Hutt Valley	48.5	51.5	0.0	100.0	43.8	56.3	0.0	100.0	0.0	100.0	0.0	100.0	53.9	46.1	0.0	100.0	38.5	61.5	0.0	100.0	49.5	50.5	0.0	100.0
Nelson Marlborough	52.5	47.5	0.0	100.0	39.3	60.7	0.0	100.0	0.0	0.0	0.0	0.0	45.9	54.1	0.0	100.0	60.0	40.0	0.0	100.0	47.6	52.4	0.0	100.0
West Coast	35.3	64.7	0.0	100.0	37.5	62.5	0.0	100.0	0.0	0.0	0.0	0.0	44.0	56.0	0.0	100.0	50.0	50.0	0.0	100.0	40.4	59.6	0.0	100.0
Canterbury	47.6	52.4	0.0	100.0	57.9	42.1	0.0	100.0	0.0	100.0	0.0	100.0	50.3	49.7	0.0	100.0	37.8	62.2	0.0	100.0	49.5	50.5	0.0	100.0
South Canterbury	32.0	68.0	0.0	100.0	100.0	0.0	0.0	100.0	100.0	0.0	0.0	100.0	42.9	57.1	0.0	100.0	0.0	100.0	0.0	100.0	41.8	58.2	0.0	100.0
Southern	48.0	52.0	0.0	100.0	42.9	57.1	0.0	100.0	0.0	100.0	0.0	100.0	41.3	58.7	0.0	100.0	48.0	52.0	0.0	100.0	44.0	56.0	0.0	100.0
Not defined	33.3	66.7	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.3	66.7	0.0	100.0	100.0	0.0	0.0	100.0	40.0	60.0	0.0	100.0
Total	45.7	54.3	0.0	100.0	44.2	55.8	0.0	100.0	31.3	62.5	6.3	100.0	48.6	51.4	0.0	100.0	36.3	63.7	0.0	100.0	46.3	53.6	0.0	100.0

Quitline Caller Registrations from DHBs - Gender
(April - June 2010)

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	118	157	0	275	31	56	0	87	1	5	0	6	143	191	0	334	8	23	0	31	301	432	0	733				
Waitemata	255	285	0	540	76	106	0	182	1	7	0	8	527	562	0	1089	28	36	0	64	887	996	0	1883				
Auckland	284	261	0	545	96	90	0	186	1	6	0	7	535	496	0	1031	49	60	0	109	965	913	0	1878				
Counties Manukau	264	400	0	664	82	98	0	180	2	4	1	7	361	407	0	768	28	57	0	85	737	966	1	1704				
Waikato	257	291	0	548	63	116	0	179	0	11	0	11	346	442	0	788	26	59	0	85	692	919	0	1611				
Bay of Plenty	139	183	0	322	54	66	0	120	4	1	0	5	219	250	0	469	14	34	0	48	430	534	0	964				
Lakes	71	88	0	159	22	34	0	56	2	2	0	4	84	119	0	203	6	19	0	25	185	262	0	447				
Tairāwhiti	22	41	0	63	5	5	0	10	1	1	0	2	32	45	0	77	2	9	0	11	62	101	0	163				
Taranaki	74	73	0	147	30	42	0	72	1	2	0	3	97	136	0	233	3	17	0	20	205	270	0	475				
Hawke's Bay	70	105	0	175	39	49	0	88	1	3	0	4	139	170	0	309	15	18	0	33	264	345	0	609				
Whanganui	41	44	0	85	24	19	0	43	2	1	0	3	56	75	0	131	4	10	0	14	127	149	0	276				
MidCentral	128	168	0	296	54	83	0	137	3	2	0	5	173	239	0	412	15	29	0	44	373	521	0	894				
Wairarapa	17	27	0	44	8	6	0	14	0	2	0	2	30	28	0	58	3	6	0	9	58	69	0	127				
Capital and Coast	176	195	0	371	60	70	0	130	2	5	1	8	409	360	0	769	23	40	0	63	670	670	1	1341				
Hutt Valley	113	115	0	228	45	58	0	103	0	2	0	2	183	246	0	429	15	23	0	38	356	444	0	800				
Nelson Marlborough	90	88	0	178	39	49	0	88	0	0	0	0	122	148	0	270	15	15	0	30	266	300	0	566				
West Coast	27	25	0	52	9	13	0	22	0	0	0	0	35	45	0	80	3	5	0	8	74	88	0	162				
Canterbury	357	400	0	757	160	151	0	311	2	8	0	10	605	667	0	1272	42	61	0	103	1166	1287	0	2453				
South Canterbury	31	68	0	99	9	12	0	21	1	1	0	2	65	94	0	159	1	5	0	6	107	180	0	287				
Southern	247	272	0	519	91	89	0	180	1	4	0	5	357	476	0	833	25	41	0	66	721	882	0	1603				
Not defined ^b	3	9	0	12	2	3	0	5	0	0	0	0	2	4	0	6	3	2	0	5	10	18	0	28				
Total	2784	3295	0	6079	999	1215	0	2214	25	67	2	94	4520	5200	0	9720	328	569	0	897	8656	10346	2	19004				

^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	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	42.9	57.1	0.0	100.0	35.6	64.4	0.0	100.0	16.7	83.3	0.0	100.0	42.8	57.2	0.0	100.0	25.8	74.2	0.0	100.0	41.1	58.9	0.0	100.0				
Waitemata	47.2	52.8	0.0	100.0	41.8	58.2	0.0	100.0	12.5	87.5	0.0	100.0	48.4	51.6	0.0	100.0	43.8	56.3	0.0	100.0	47.1	52.9	0.0	100.0				
Auckland	52.1	47.9	0.0	100.0	51.6	48.4	0.0	100.0	14.3	85.7	0.0	100.0	51.9	48.1	0.0	100.0	45.0	55.0	0.0	100.0	51.4	48.6	0.0	100.0				
Counties Manukau	39.8	60.2	0.0	100.0	45.6	54.4	0.0	100.0	28.6	57.1	14.3	100.0	47.0	53.0	0.0	100.0	32.9	67.1	0.0	100.0	43.3	56.7	0.1	100.0				
Waikato	46.9	53.1	0.0	100.0	35.2	64.8	0.0	100.0	0.0	100.0	0.0	100.0	43.9	56.1	0.0	100.0	30.6	69.4	0.0	100.0	43.0	57.0	0.0	100.0				
Bay of Plenty	43.2	56.8	0.0	100.0	45.0	55.0	0.0	100.0	80.0	20.0	0.0	100.0	46.7	53.3	0.0	100.0	29.2	70.8	0.0	100.0	44.6	55.4	0.0	100.0				
Lakes	44.7	55.3	0.0	100.0	39.3	60.7	0.0	100.0	50.0	50.0	0.0	100.0	41.4	58.6	0.0	100.0	24.0	76.0	0.0	100.0	41.4	58.6	0.0	100.0				
Tairāwhiti	34.9	65.1	0.0	100.0	50.0	50.0	0.0	100.0	50.0	50.0	0.0	100.0	41.6	58.4	0.0	100.0	18.2	81.8	0.0	100.0	38.0	62.0	0.0	100.0				
Taranaki	50.3	49.7	0.0	100.0	41.7	58.3	0.0	100.0	33.3	66.7	0.0	100.0	41.6	58.4	0.0	100.0	15.0	85.0	0.0	100.0	43.2	56.8	0.0	100.0				
Hawke's Bay	40.0	60.0	0.0	100.0	44.3	55.7	0.0	100.0	25.0	75.0	0.0	100.0	45.0	55.0	0.0	100.0	45.5	54.5	0.0	100.0	43.3	56.7	0.0	100.0				
Whanganui	48.2	51.8	0.0	100.0	55.8	44.2	0.0	100.0	66.7	33.3	0.0	100.0	42.7	57.3	0.0	100.0	28.6	71.4	0.0	100.0	46.0	54.0	0.0	100.0				
MidCentral	43.2	56.8	0.0	100.0	39.4	60.6	0.0	100.0	60.0	40.0	0.0	100.0	42.0	58.0	0.0	100.0	34.1	65.9	0.0	100.0	41.7	58.3	0.0	100.0				
Wairarapa	38.6	61.4	0.0	100.0	57.1	42.9	0.0	100.0	0.0	100.0	0.0	100.0	51.7	48.3	0.0	100.0	33.3	66.7	0.0	100.0	45.7	54.3	0.0	100.0				
Capital and Coast	47.4	52.6	0.0	100.0	46.2	53.8	0.0	100.0	25.0	62.5	12.5	100.0	53.2	46.8	0.0	100.0	36.5	63.5	0.0	100.0	50.0	50.0	0.1	100.0				
Hutt Valley	49.6	50.4	0.0	100.0	43.7	56.3	0.0	100.0	0.0	100.0	0.0	100.0	42.7	57.3	0.0	100.0	39.5	60.5	0.0	100.0	44.5	55.5	0.0	100.0				
Nelson Marlborough	50.6	49.4	0.0	100.0	44.3	55.7	0.0	100.0	0.0	0.0	0.0	0.0	45.2	54.8	0.0	100.0	50.0	50.0	0.0	100.0	47.0	53.0	0.0	100.0				
West Coast	51.9	48.1	0.0	100.0	40.9	59.1	0.0	100.0	0.0	0.0	0.0	0.0	43.8	56.3	0.0	100.0	37.5	62.5	0.0	100.0	45.7	54.3	0.0	100.0				
Canterbury	47.2	52.8	0.0	100.0	51.4	48.6	0.0	100.0	20.0	80.0	0.0	100.0	47.6	52.4	0.0	100.0	40.8	59.2	0.0	100.0	47.5	52.5	0.0	100.0				
South Canterbury	31.3	68.7	0.0	100.0	42.9	57.1	0.0	100.0	50.0	50.0	0.0	100.0	40.9	59.1	0.0	100.0	16.7	83.3	0.0	100.0	37.3	62.7	0.0	100.0				
Southern	47.6	52.4	0.0	100.0	50.6	49.4	0.0	100.0	20.0	80.0	0.0	100.0	42.9	57.1	0.0	100.0	37.9	62.1	0.0	100.0	45.0	55.0	0.0	100.0				
Not defined	25.0	75.0	0.0	100.0	40.0	60.0	0.0	100.0	0.0	0.0	0.0	0.0	33.3	66.7	0.0	100.0	60.0	40.0	0.0	100.0	35.7	64.3	0.0	100.0				
Total	45.8	54.2	0.0	100.0	45.1	54.9	0.0	100.0	26.6	71.3	2.1	100.0	46.5	53.5	0.0	100.0	36.6	63.4	0.0	100.0	45.5	54.4	0.0	100.0				

Quitline Caller Registrations from DHBs - Age Group
(April 2010)

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								
Northland	0	12	37	19	4	0	72	0	4	6	14	3	0	27	0	1	1	0	0	0	2	0	17	62	29	1	0	109	1	4	0	0	0	5	6	1	38	106	62	9	0	216	
Waitemata	2	20	76	41	1	0	140	0	7	25	27	1	0	60	0	0	0	0	0	1	1	0	67	211	78	3	0	359	0	14	3	1	0	0	18	2	108	315	147	5	1	578	
Auckland	1	25	79	36	4	0	145	0	5	28	19	3	0	55	0	2	0	0	0	0	2	0	66	227	53	0	0	346	0	20	13	2	1	0	36	1	116	349	110	8	0	584	
Courties Manukau	2	25	81	37	5	0	150	0	4	19	18	5	0	46	0	0	0	0	0	1	1	0	49	128	62	3	0	242	0	18	0	1	0	0	19	2	96	228	118	13	1	458	
Waikato	0	26	55	26	4	0	111	0	7	27	16	4	0	54	0	1	1	0	0	1	3	0	47	135	46	6	0	234	2	8	4	2	0	0	16	2	89	222	90	14	1	418	
Bay of Plenty	1	12	32	20	5	0	70	0	3	16	10	1	0	30	0	0	0	0	0	0	0	0	28	93	31	5	0	157	0	16	4	0	0	0	20	1	59	145	61	11	0	277	
Lakes	0	11	14	10	2	0	37	0	1	7	6	0	0	14	0	0	0	0	0	0	0	0	7	43	12	0	0	62	0	9	0	0	0	0	9	0	28	64	28	2	0	122	
Tairāwhiti	0	1	5	7	1	0	14	0	0	1	1	0	0	2	0	0	0	0	0	0	0	0	0	11	7	0	0	18	0	2	1	0	0	0	3	0	3	18	15	1	0	37	
Taranaki	0	5	10	14	1	0	30	0	2	13	5	5	0	25	0	0	0	0	0	0	0	0	8	45	23	0	0	76	0	5	0	0	0	0	5	0	20	68	42	6	0	136	
Hawke's Bay	1	8	21	10	3	0	43	0	2	6	9	4	0	21	0	1	0	0	0	0	1	0	18	69	25	3	0	115	0	5	2	0	0	0	7	1	33	99	44	10	0	187	
Whanganui	0	7	8	5	1	0	21	0	0	6	4	1	0	11	0	0	0	0	0	0	0	0	7	21	12	1	0	41	0	0	0	0	0	0	0	0	14	35	21	3	0	73	
MidCentral	0	10	36	16	5	0	67	0	1	22	15	1	0	39	0	0	0	0	0	0	0	0	3	65	24	0	0	120	0	6	3	0	0	0	9	0	48	126	55	6	0	235	
Wairarapa	0	1	2	5	3	0	11	0	0	4	0	0	0	4	0	0	0	0	0	0	0	0	3	12	4	0	0	19	0	0	0	0	0	0	0	0	4	18	9	3	0	34	
Capital and Coast	0	13	62	32	2	0	109	0	4	19	15	3	0	41	0	1	2	0	0	2	5	0	66	162	46	3	0	277	0	14	6	1	0	0	21	0	98	251	94	8	2	453	
Hutt Valley	0	10	33	17	3	0	63	0	4	14	6	2	0	26	0	0	0	0	0	0	0	0	0	86	32	1	0	151	1	11	1	1	0	0	14	1	57	134	56	6	0	254	
Nelson Marlborough	0	2	16	11	5	0	34	0	4	13	5	2	0	24	0	0	0	0	0	0	0	0	15	53	24	0	0	92	0	6	2	0	0	0	8	0	27	84	40	7	0	158	
West Coast	1	2	4	6	0	0	13	0	0	1	4	0	0	5	0	0	0	0	0	0	0	0	5	18	9	0	0	32	0	2	0	0	0	0	2	1	9	23	19	0	0	52	
Canterbury	0	22	76	41	7	1	157	0	5	38	31	8	0	82	0	0	0	0	0	0	0	0	1	77	239	85	4	0	406	0	14	5	1	0	0	20	1	128	358	158	19	1	665
South Canterbury	0	7	9	2	1	0	19	0	0	7	0	0	0	7	0	0	0	0	0	0	0	0	0	24	11	0	0	44	0	3	0	0	0	0	3	0	19	40	13	1	0	73	
Southern	0	18	66	33	3	0	120	0	7	21	18	3	0	49	0	0	0	0	0	0	0	0	3	56	146	46	2	0	253	0	9	4	1	0	0	14	3	90	237	98	8	0	436
Not defined*	0	0	1	0	0	0	1	0	0	2	1	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	2	0	1	3	2	0	0	6	
Total	8	247	723	388	61	1	1427	0	60	295	234	46	0	625	0	3	7	0	0	5	15	4	608	1850	659	32	0	3153	4	167	48	11	2	0	232	16	1085	2923	1282	140	6	5452	

*The pre-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.

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							
Northland	0.0	16.7	51.4	26.4	5.6	0.0	100.0	0.0	14.8	22.2	51.9	11.1	0.0	100.0	0.0	50.0	50.0	0.0	0.0	0.0	100.0	0.0	15.6	56.9	26.6	0.9	0.0	100.0	16.7	66.7	0.0	0.0	16.7	0.0	100.0	0.5	17.6	49.1	28.7	4.2	0.0	100.0
Waitemata	1.4	14.3	54.3	29.3	0.7	0.0	100.0	0.0	11.7	41.7	45.0	1.7	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	18.7	58.8	21.7	0.8	0.0	100.0	0.0	77.8	16.7	5.6	0.0	0.0	100.0	0.3	18.7	54.5	25.4	0.9	0.2	100.0
Auckland	0.7	17.2	54.5	24.8	2.8	0.0	100.0	0.0	9.1	50.9	34.5	5.5	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	19.1	65.6	15.3	0.0	0.0	100.0	0.0	55.6	36.1	5.6	2.8	0.0	100.0	0.2	19.9	59.8	18.8	1.4	0.0	100.0
Courties Manukau	1.3	16.7	54.0	24.7	3.3	0.0	100.0	0.0	8.7	41.3	39.1	10.9	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	20.2	52.9	25.6	1.2	0.0	100.0	0.0	94.7	0.0	5.3	0.0	0.0	100.0	0.4	21.0	49.8	25.8	2.8	0.2	100.0	
Waikato	0.0	23.4	49.5	23.4	3.6	0.0	100.0	0.0	13.0	50.0	29.6	7.4	0.0	100.0	0.0	33.3	33.3	0.0	0.0	33.3	100.0	0.0	20.1	57.7	19.7	2.6	0.0	100.0	0.0	12.5	50.0	25.0	12.5	0.0	100.0	0.5	21.3	53.1	21.5	3.3	0.2	100.0
Bay of Plenty	1.4	17.1	45.7	28.6	7.1	0.0	100.0	0.0	10.0	53.3	33.3	3.3	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.8	59.2	19.7	3.2	0.0	100.0	0.0	80.0	20.0	0.0	0.0	0.0	100.0	0.4	21.3	52.3	22.0	4.0	0.0	100.0
Lakes	0.0	29.7	37.8	27.0	5.4	0.0	100.0	0.0	7.1	50.0	42.9	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3	69.4	19.4	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	23.0	52.5	23.0	1.6	0.0	100.0
Tairāwhiti	0.0	7.1	35.7	50.0	7.1	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	0.0	61.1	38.9	0.0	0.0	100.0	0.0	66.7	33.3	0.0	0.0	0.0	100.0	0.0	8.1	48.6	40.5	2.7	0.0	100.0
Taranaki	0.0	16.7	33.3	46.7	3.3	0.0	100.0	0.0	8.0	52.0	20.0	20.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.5	59.2	30.3	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	14.7	50.0	30.9	4.4	0.0	100.0
Hawke's Bay	2.3	18.6	48.8	23.3	7.0	0.0	100.0	0.0	9.5	28.6	42.9	19.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	15.7	60.0	21.7	2.6	0.0	100.0	0.0	71.4	28.6	0.0	0.0	0.0	100.0	0.5	17.6	52.9	23.5	5.3	0.0	100.0
Whanganui	0.0	33.3	38.1	23.8	4.8	0.0	100.0	0.0	2.0	54.5	36.4	9.1	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.1	51.2	29.3	2.4	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.2	47.9	28.8	4.1	0.0	100.0
MidCentral	0.0	14.9	53.7	23.9	7.5	0.0	100.0	0.0	2.6	56.4	38.5	2.6	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.8	54.2	20.0	0.0	0.0	100.0	0.0	66.7	33.3	0.0	0.0	0.0	100.0	0.0	20.4	53.6	23.4	2.6	0.0	100.0
Wairarapa	0.0	9.1	18.2	45.5	27.3	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0																											

Quitline Caller Registrations from DHBs - Age Group
(May 2010)

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							
Northland	0	25	57	34	9	0	125	0	4	18	15	2	0	39	0	2	1	0	0	0	3	0	28	72	40	7	0	147	0	7	4	6	0	0	17	0	66	152	95	18	0	331
Waitemata	2	52	104	65	13	1	237	0	3	42	17	2	0	64	0	2	0	1	0	1	4	0	78	263	75	6	0	422	0	14	8	2	0	0	24	2	149	417	160	21	2	751
Auckland	1	48	121	61	6	0	237	0	14	31	27	4	0	76	0	2	1	0	0	2	5	0	85	210	60	3	0	358	0	24	12	2	0	0	38	1	173	375	150	13	2	714
Courtesy Manukau	2	50	165	66	8	0	291	0	9	42	22	3	0	76	0	1	1	1	1	1	5	0	55	161	64	2	0	282	0	29	12	0	0	0	41	2	144	381	153	14	1	695
Waikato	2	44	142	54	5	0	247	0	15	37	21	3	0	76	0	3	1	1	0	1	6	0	87	183	68	6	0	344	0	29	5	1	0	0	35	2	178	368	145	14	1	708
Bay of Plenty	0	23	80	47	5	0	155	0	6	25	25	3	0	59	0	0	0	0	1	0	1	0	41	93	36	3	0	173	0	11	1	1	0	0	13	0	81	199	109	12	0	401
Lakes	1	17	32	25	3	0	78	0	3	11	7	2	0	23	0	0	0	0	1	0	1	0	13	49	13	1	0	76	0	6	1	0	0	0	7	1	39	93	45	7	0	185
Tairāwhiti	0	5	17	11	2	0	35	0	1	2	0	0	0	3	0	0	1	0	0	0	1	0	7	18	8	0	0	33	0	6	0	0	0	0	6	0	19	38	19	2	0	78
Taranaki	0	22	39	21	1	0	83	0	3	10	10	3	0	26	0	0	0	1	0	0	1	0	18	50	18	3	0	89	0	7	2	0	0	0	9	0	50	101	50	7	0	208
Hawke's Bay	0	15	33	22	5	0	75	0	3	22	17	2	0	44	0	0	0	1	0	1	2	0	29	77	27	2	0	135	1	11	1	2	0	0	15	1	58	133	69	9	1	271
Whanganui	0	7	21	13	2	1	44	0	0	14	4	1	0	19	0	0	1	1	0	0	2	0	8	23	17	0	0	48	0	6	0	0	0	0	6	0	21	59	35	3	1	119
MidCentral	1	27	65	39	3	0	135	0	4	22	16	5	0	47	0	1	2	0	0	0	3	1	27	94	34	4	0	160	0	11	4	2	0	0	17	2	70	187	91	12	0	362
Wairarapa	1	8	10	5	2	0	26	0	0	2	4	1	0	7	0	0	0	1	0	0	1	0	6	10	3	1	0	20	0	5	2	0	0	0	7	1	19	24	13	4	0	61
Capital and Coast	1	29	76	46	2	0	154	0	7	30	11	2	0	50	0	0	1	0	0	0	1	0	76	182	49	2	0	309	0	18	6	2	0	0	26	1	130	295	108	6	0	540
Hutt Valley	1	13	49	31	3	0	97	0	5	23	17	0	0	45	0	0	1	0	0	0	1	0	36	100	39	1	0	176	0	7	3	1	0	0	11	1	61	176	88	4	0	330
Nelson Marlborough	0	5	44	28	7	1	85	0	4	15	14	3	0	36	0	0	0	0	0	0	0	0	17	63	21	3	0	104	0	11	5	1	0	0	17	0	37	127	64	13	1	242
West Coast	0	4	11	7	0	0	22	0	0	3	2	4	0	9	0	0	0	0	0	0	0	0	2	14	6	1	0	23	0	3	1	0	0	0	4	0	9	29	15	5	0	58
Canterbury	1	82	168	80	21	0	352	1	12	69	43	9	0	134	0	0	1	4	0	1	6	2	103	272	122	3	0	502	1	36	8	1	0	0	46	5	233	518	250	33	1	1040
South Canterbury	0	9	22	22	2	0	55	0	0	7	4	0	0	11	0	0	0	0	0	1	1	0	7	49	9	1	0	66	0	1	1	0	0	0	2	0	17	79	35	3	1	135
Southern	1	44	124	64	14	0	247	0	8	42	29	3	0	82	0	0	1	1	0	1	3	0	91	204	75	2	0	372	0	23	4	0	0	0	27	1	166	375	169	19	1	731
Not defined*	0	2	1	3	1	1	8	0	0	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	2	1	3	1	5	1	1	12
Total	14	531	1381	744	114	4	2788	1	101	467	307	52	0	928	0	11	12	12	3	9	47	3	814	2187	784	51	0	3839	3	266	80	21	0	0	370	21	1723	4127	1868	220	13	7972

*The pre-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.

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								
Northland	0.0	20.0	45.6	27.2	7.2	0.0	100.0	0.0	10.3	46.2	38.5	5.1	0.0	100.0	0.0	66.7	33.3	0.0	0.0	0.0	100.0	0.0	19.0	49.0	27.2	4.8	0.0	100.0	0.0	0.0	41.2	23.5	35.3	0.0	0.0	100.0	0.0	19.9	45.9	28.7	5.4	0.0	100.0
Waitemata	0.8	21.9	43.9	27.4	5.5	0.4	100.0	0.0	4.7	65.6	26.6	3.1	0.0	100.0	0.0	50.0	0.0	25.0	0.0	25.0	100.0	0.0	18.5	62.3	17.8	1.4	0.0	100.0	0.0	0.0	58.3	33.3	8.3	0.0	0.0	100.0	0.3	19.8	55.5	21.3	2.8	0.3	100.0
Auckland	0.4	20.3	51.1	25.7	2.5	0.0	100.0	0.0	18.4	40.8	35.5	5.3	0.0	100.0	0.0	40.0	20.0	0.0	0.0	40.0	100.0	0.0	23.7	58.7	16.8	0.8	0.0	100.0	0.0	63.2	31.6	5.3	0.0	0.0	100.0	0.1	24.2	52.5	21.0	1.8	0.3	100.0	
Courtesy Manukau	0.7	17.2	56.7	22.7	2.7	0.0	100.0	0.0	11.8	55.3	28.9	3.9	0.0	100.0	0.0	20.0	20.0	20.0	20.0	20.0	100.0	0.0	19.5	57.1	22.7	0.7	0.0	100.0	0.0	70.7	28.3	0.0	0.0	0.0	100.0	0.3	20.7	54.8	22.0	2.0	0.1	100.0	
Waikato	0.8	17.8	57.5	21.9	2.0	0.0	100.0	0.0	19.7	48.7	27.6	3.9	0.0	100.0	0.0	50.0	16.7	16.7	0.0	16.7	100.0	0.0	25.3	53.2	19.8	1.7	0.0	100.0	0.0	82.9	14.3	2.9	0.0	0.0	100.0	0.3	25.1	52.0	20.5	2.0	0.1	100.0	
Bay of Plenty	0.0	14.8	51.6	30.3	3.2	0.0	100.0	0.0	10.2	42.4	42.4	5.1	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0	23.7	53.8	20.8	1.7	0.0	100.0	0.0	84.6	7.7	7.7	0.0	0.0	100.0	0.0	20.2	49.6	27.2	3.0	0.0	100.0	
Lakes	1.3	21.8	41.0	32.1	3.8	0.0	100.0	0.0	13.0	47.8	30.4	8.7	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0	17.1	64.5	17.1	1.3	0.0	100.0	0.0	85.7	14.3	0.0	0.0	0.0	100.0	0.5	21.1	50.3	24.3	3.8	0.0	100.0	
Tairāwhiti	0.0	14.3	48.6	31.4	5.7	0.0	100.0	0.0	33.3	66.7	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	21.2	54.5	24.2	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	24.4	48.7	24.4	2.6	0.0	100.0	
Taranaki	0.0	26.5	47.0	25.3	1.2	0.0	100.0	0.0	11.5	38.5	38.5	11.5	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	20.2	56.2	20.2	3.4	0.0	100.0	0.0	77.8	22.2	0.0	0.0	0.0	100.0	0.0	20.0	48.6	24.0	3.4	0.0	100.0	
Hawke's Bay	0.0	20.0	44.0	29.3	6.7	0.0	100.0	0.0	6.8	50.0	38.6	4.5	0.0	100.0	0.0	0.0	0.0	50.0	0.0	50.0	100.0	0.0	21.5	57.0	20.0	1.5	0.0	100.0	6.7	73.3	6.7	13.3	0.0	0.0	100.0	0.4	21.4	49.1	25.5	3.3	0.4	100.0	
Whanganui	0.0	15.9	47.7	29.5	4.5	2.3	100.0	0.0	0.0	73.7	21.1	5.3	0.0	100.0	0.0	0.0	50.0	50.0	0.0	0.0	100.0	0.0	16.7	47.9	35.4	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	17.6	49.6	29.4	2.5	0.8	100.0	
MidCentral	0.7	20.0	48.1	28.9	2.2	0.0	100.0	0.0	8.5	46.8	34.0	10.6	0.0	100.0	0.0	33.3	66.7	0.0	0.0	0.0	100.0	0.6	16.9	58.8	21.3	2.5	0.0	100.0	0.0	64.7	23.5	11.8	0.0	0.0	100.0	0.6	19.3	51.7	25.1	3.3	0.0	100.0	
Wairarapa</																																											

Quitline Caller Registrations from DHBs - Age Group
(June 2010)

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							
Northland	0	10	44	22	2	0	78	0	2	11	8	0	0	21	0	0	0	0	0	1	1	0	13	37	26	2	0	78	0	6	1	1	0	0	8	0	31	93	57	4	1	186
Waitemata	0	23	88	43	9	0	163	0	10	27	20	1	0	58	0	2	1	0	0	0	3	0	63	186	54	5	0	308	0	11	10	0	1	0	22	0	109	312	117	16	0	554
Auckland	1	32	87	38	4	0	163	0	5	34	12	4	0	55	0	0	0	0	0	0	0	0	62	209	55	1	0	327	<1	17	12	4	1	0	35	2	117	342	109	10	0	580
Courties Manukau	3	36	104	71	8	1	223	0	10	33	11	4	0	58	0	0	0	0	0	1	1	1	49	146	46	2	0	244	0	20	3	2	0	0	25	4	115	286	130	14	2	551
Waikato	0	40	100	41	9	0	190	0	6	21	15	7	0	49	0	0	0	0	0	2	2	0	53	119	33	5	0	210	0	28	5	1	0	0	34	0	127	245	90	21	2	485
Bay of Plenty	0	21	44	30	2	0	97	0	4	10	15	2	0	31	0	0	2	1	0	1	4	0	17	79	39	4	0	139	0	13	2	0	0	0	15	0	55	137	85	8	1	286
Lakes	1	9	24	9	1	0	44	0	2	7	10	0	0	19	0	0	0	1	0	2	3	0	17	34	13	1	0	65	0	8	0	1	0	0	9	1	36	65	34	2	2	140
Tairāwhiti	0	3	8	3	0	0	14	0	1	2	1	1	0	5	0	1	0	0	0	0	1	1	9	15	1	0	0	26	0	1	1	0	0	0	2	1	15	26	5	1	0	48
Taranaki	1	4	16	8	5	0	34	0	2	7	7	5	0	21	0	1	0	0	0	1	2	0	20	39	9	0	0	68	0	5	0	1	0	0	6	1	32	62	25	10	1	131
Hawke's Bay	0	14	28	14	1	0	57	0	3	10	8	2	0	23	0	0	0	0	0	1	1	0	15	29	15	0	0	59	0	11	0	0	0	0	11	0	43	67	37	3	1	151
Whanganui	0	4	12	2	2	0	20	0	2	6	3	2	0	13	0	0	1	0	0	0	1	0	9	24	9	0	0	42	0	7	1	0	0	0	8	0	22	44	14	4	0	84
MidCentral	2	23	42	22	4	1	94	0	5	24	19	3	0	51	0	1	0	0	0	1	2	1	40	69	21	1	0	132	1	15	2	0	0	0	18	4	84	137	62	8	2	297
Wairarapa	0	0	4	3	0	0	7	0	0	1	2	0	0	3	0	0	1	0	0	0	1	0	4	10	5	0	0	19	0	0	2	0	0	0	2	0	4	18	10	0	0	32
Capital and Coast	0	19	60	26	2	1	108	0	2	21	14	2	0	39	0	0	1	0	0	1	2	0	39	116	27	1	0	183	0	11	3	2	0	0	16	0	71	201	69	5	2	348
Hutt Valley	0	12	38	15	3	0	68	0	6	10	13	3	0	32	1	0	0	0	0	0	1	0	18	62	21	1	0	102	0	9	3	0	1	0	13	1	45	113	49	8	0	216
Nelson Marlborough	0	7	37	15	0	0	59	0	1	16	8	3	0	28	0	0	0	0	0	0	0	0	16	38	20	0	0	74	0	4	0	1	0	0	5	0	28	91	44	3	0	166
West Coast	0	4	8	4	1	0	17	0	2	2	3	1	0	8	0	0	0	0	0	0	0	0	3	14	8	0	0	25	0	2	0	0	0	0	2	0	11	24	15	2	0	52
Canterbury	1	45	117	71	13	1	248	0	9	47	32	7	0	95	0	1	0	1	2	4	1	75	201	83	4	0	364	0	28	7	2	0	0	37	2	157	373	188	25	3	748	
South Canterbury	0	6	11	8	0	0	25	0	1	1	1	0	0	3	0	0	1	0	0	0	1	0	7	28	14	0	0	49	0	1	0	0	0	0	1	0	15	41	23	0	0	79
Southern	3	33	64	48	4	0	152	0	5	25	16	3	0	49	0	1	1	0	0	0	2	1	49	109	48	1	0	208	0	21	3	1	0	0	25	4	109	202	113	8	0	436
Not defined*	0	0	3	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	2	0	0	6	0	0	1	0	0	0	1	0	0	8	2	0	0	10
Total	12	346	939	493	70	4	1864	0	78	315	218	50	0	661	1	6	9	2	1	13	32	5	578	1568	549	28	0	2726	2	218	56	16	3	0	295	20	1226	2887	1276	152	17	5580

*The pre-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.

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								
Northland	0.0	12.8	56.4	28.2	2.6	0.0	100.0	0.0	9.5	52.4	38.1	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	16.7	47.4	33.3	2.6	0.0	100.0	0.0	75.0	12.5	12.5	0.0	0.0	100.0	0.0	16.7	50.0	30.6	2.2	0.5	100.0	
Waitemata	0.0	14.1	54.0	26.4	5.5	0.0	100.0	0.0	17.2	46.6	34.5	1.7	0.0	100.0	0.0	0.0	66.7	33.3	0.0	0.0	0.0	100.0	0.0	20.5	60.4	17.5	1.6	0.0	100.0	0.0	50.0	45.5	0.0	4.5	0.0	100.0	0.0	19.7	56.3	21.1	2.9	0.0	100.0
Auckland	0.6	20.2	53.4	23.3	2.5	0.0	100.0	0.0	9.1	61.8	21.8	7.3	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	19.0	63.9	16.8	0.3	0.0	100.0	2.9	48.6	34.3	11.4	2.9	0.0	100.0	0.3	20.2	59.0	18.8	1.7	0.0	100.0
Courties Manukau	1.3	16.1	46.6	31.8	3.6	0.4	100.0	0.0	17.2	55.9	19.0	6.9	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.4	20.1	59.8	18.9	0.8	0.0	100.0	0.0	80.0	12.0	8.0	0.0	0.0	100.0	0.7	20.9	51.9	23.6	2.5	0.4	100.0
Waikato	0.0	21.1	52.6	21.6	4.7	0.0	100.0	0.0	12.2	42.9	30.6	14.3	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	25.2	56.7	15.7	2.4	0.0	100.0	0.0	82.4	14.7	2.9	0.0	0.0	100.0	0.0	26.2	50.5	18.6	4.3	0.4	100.0
Bay of Plenty	0.0	21.6	45.4	30.9	2.1	0.0	100.0	0.0	12.9	32.3	48.4	6.5	0.0	100.0	0.0	0.0	50.0	25.0	0.0	25.0	0.0	100.0	0.0	12.2	56.8	28.1	2.9	0.0	100.0	0.0	86.7	13.3	0.0	0.0	0.0	100.0	0.0	19.2	47.9	29.7	2.8	0.3	100.0
Lakes	2.3	20.5	54.5	20.5	2.3	0.0	100.0	0.0	10.5	36.8	52.6	0.0	0.0	100.0	0.0	0.0	0.0	33.3	0.0	66.7	0.0	100.0	0.0	26.2	52.3	20.0	1.5	0.0	100.0	0.0	88.9	0.0	11.1	0.0	0.0	100.0	0.7	25.7	46.4	24.3	1.4	1.4	100.0
Tairāwhiti	0.0	21.4	57.1	21.4	0.0	0.0	100.0	0.0	20.0	40.0	20.0	20.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0	3.8	34.6	57.7	3.8	0.0	0.0	100.0	0.0	50.0	50.0	0.0	0.0	0.0	100.0	2.1	31.3	54.2	10.4	2.1	0.0	100.0
Taranaki	2.9	11.8	47.1	23.5	14.7	0.0	100.0	0.0	9.5	33.3	33.3	23.8	0.0	100.0	0.0	0.0	50.0	0.0	0.0	50.0	0.0	100.0	0.0	29.4	57.4	13.2	0.0	0.0	100.0	0.0	83.3	0.0	16.7	0.0	0.0	100.0	0.8	24.4	47.3	19.1	7.6	0.8	100.0
Hawke's Bay	0.0	24.6	49.1	24.6	1.8	0.0	100.0	0.0	13.0	43.5	34.8	8.7	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0	25.4	49.2	25.4	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	28.5	44.4	24.5	2.0	0.7	100.0
Whanganui	0.0	20.0	60.0	10.0	10.0	0.0	100.0	0.0	15.4	46.2	23.1	15.4	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	21.4	57.1	21.4	0.0	0.0	100.0	0.0	87.5	12.5	0.0	0.0	0.0	100.0	0.0	26.2	52.4	16.7	4.8	0.0	100.0
MidCentral	2.1	24.5	44.7	23.4	4.3	1.1	100.0	0.0	9.8	47.1	37.3	5.9	0.0	100.0	0.0	50.0	0.0	0.0	0.0	50.0	0.0	100.0	0.8	30.3	52.3	15.9	0.8	0.0	100.0	5.6	83.3	11.1	0.0	0.0	0.0	100.0	1.3	28.3	46.1	20.9	2.7	0.7	100.0
Wairarapa																																											

Quitline Caller Registrations from DHBs - Age Group
(April - June 2010)

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							
DHB	0	47	1385	76	15	0	275	0	10	35	37	5	0	87	0	3	2	0	0	1	6	0	58	171	95	10	0	334	1	17	5	0	0	31	1	135	351	214	31	733		
Northland	0	4	95	268	149	23	540	0	20	94	64	4	0	182	0	4	1	1	0	2	8	0	208	660	207	14	0	1089	0	39	21	3	1	64	4	366	1044	424	42	3	1883	
Waitemata	3	106	287	135	14	0	545	0	24	93	58	11	0	186	0	2	3	0	0	2	7	0	213	646	168	4	0	1031	1	61	37	8	2	109	4	406	1066	369	31	2	1878	
Auckland	7	111	350	174	21	1	664	0	23	94	51	12	0	180	0	1	1	1	1	3	7	1	153	435	172	7	0	768	0	67	15	3	0	85	8	355	895	401	41	4	1704	
Countries Manukau	2	110	297	121	18	0	548	0	28	85	52	14	0	179	0	4	2	1	0	4	11	0	187	437	147	17	0	788	2	65	14	4	0	85	4	394	835	325	49	4	1611	
Waikato	1	56	156	97	12	0	322	0	13	51	50	6	0	120	0	0	2	1	1	1	5	0	86	265	106	12	0	469	0	40	7	1	0	48	1	195	481	255	31	1	964	
Bay of Plenty	2	37	70	44	6	0	159	0	6	25	23	2	0	56	0	0	0	1	1	2	4	0	37	126	38	2	0	203	0	23	1	1	0	25	2	103	222	107	11	2	447	
Lakes	0	9	30	21	3	0	63	0	2	5	2	1	0	10	0	1	1	0	0	0	2	1	16	44	16	0	0	77	0	9	2	0	0	11	37	82	39	4	0	163		
Tairāwhiti	1	31	65	43	7	0	147	0	7	30	22	13	0	72	0	1	0	1	0	1	3	0	46	134	50	3	0	233	0	17	2	1	0	20	2	102	231	117	23	1	475	
Taranaki	1	37	82	46	9	0	175	0	8	38	34	8	0	88	0	0	1	1	0	2	4	0	62	175	67	5	0	309	1	27	3	2	0	33	2	134	299	150	22	2	609	
Hawke's Bay	0	18	41	20	5	1	85	0	2	26	11	4	0	43	0	0	2	1	0	0	3	0	24	68	38	1	0	131	0	13	1	0	0	14	0	57	138	70	10	1	276	
Whanganui	3	60	143	77	12	1	296	0	10	68	50	9	0	137	0	2	2	0	0	1	5	2	98	228	79	5	0	412	1	32	9	2	0	44	6	202	450	208	26	2	894	
MidCentral	1	9	16	13	5	0	44	0	0	7	6	1	0	14	0	0	1	1	0	0	2	0	13	32	12	1	0	58	0	5	4	0	0	9	1	27	60	32	7	0	127	
Wairarapa	1	61	198	104	6	1	371	0	13	70	40	7	0	130	0	1	4	0	0	3	8	0	181	460	122	6	0	769	0	43	15	5	0	63	1	299	747	271	19	4	1341	
Capital and Coast	1	35	120	63	9	0	228	0	15	47	36	5	0	103	1	0	1	0	0	0	2	0	86	248	92	3	0	429	1	27	7	2	1	38	3	163	423	193	18	0	800	
Hutt Valley	0	14	97	54	12	1	178	0	9	44	27	8	0	88	0	0	0	0	0	0	0	0	48	154	65	3	0	270	0	21	7	2	0	30	0	92	302	148	23	1	566	
Nelson Marlborough	1	10	23	17	1	0	52	0	2	6	9	5	0	22	0	0	0	0	0	0	0	0	10	46	23	1	0	80	0	7	1	0	0	8	1	29	76	49	7	0	162	
West Coast	2	159	361	192	41	2	757	1	26	154	106	24	0	311	0	0	2	4	1	3	10	4	255	712	290	11	0	1272	1	78	20	4	0	103	8	518	1249	596	77	5	2453	
Canterbury	0	22	42	32	3	0	99	0	1	15	5	0	21	0	0	1	0	0	1	2	0	23	101	34	1	0	159	0	5	1	0	0	6	0	51	160	71	4	1	287		
South Canterbury	4	95	254	145	21	0	519	0	20	88	63	9	0	180	0	1	2	1	0	1	5	4	196	459	169	5	0	833	0	53	11	2	0	66	8	365	814	380	35	1	1603	
Southern	0	2	5	3	1	1	12	0	0	2	3	0	0	5	0	0	0	0	0	0	0	0	0	4	2	0	0	6	1	2	1	1	0	5	1	4	12	9	1	1	28	
Not defined*	34	1124	3043	1625	244	9	6079	1	239	1077	749	148	0	2214	1	20	28	14	4	27	94	12	2000	5605	1992	111	0	9720	9	651	184	48	5	0	897	57	4034	9937	4428	512	36	19004

*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 Quitline 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							
DHB	0.0	17.1	50.2	27.3	5.5	0.0	100.0	0.0	11.5	40.2	42.5	5.7	0.0	100.0	0.0	50.0	33.2	0.0	0.0	16.7	100.0	0.0	17.4	51.2	28.4	3.0	0.0	100.0	3.2	54.8	16.1	22.6	3.2	0.0	100.0	0.1	18.4	47.9	29.2	4.2	0.1	100.0
Northland	0.7	17.6	49.6	27.6	4.3	0.2	100.0	0.0	11.0	51.6	35.2	2.2	0.0	100.0	0.0	50.0	12.5	12.5	0.0	25.0	100.0	0.0	19.1	60.6	19.0	1.3	0.0	100.0	0.0	60.9	32.8	4.7	1.6	0.0	100.0	0.2	19.4	55.4	22.5	2.2	0.2	100.0
Waitemata	0.6	19.4	52.7	24.8	2.6	0.0	100.0	0.0	12.9	50.0	31.2	5.9	0.0	100.0	0.0	28.6	42.9	0.0	0.0	28.6	100.0	0.0	20.7	62.7	16.3	0.4	0.0	100.0	0.9	56.0	33.9	7.3	1.8	0.0	100.0	0.2	21.6	56.8	19.6	1.7	0.1	100.0
Auckland	1.1	16.7	52.7	26.2	3.2	0.2	100.0	0.0	12.8	52.2	28.3	6.7	0.0	100.0	0.0	14.3	14.3	14.3	14.3	42.9	100.0	0.1	19.9	56.6	22.4	0.9	0.0	100.0	0.0	78.8	17.6	3.5	0.0	0.0	100.0	0.5	20.8	52.5	23.5	2.4	0.2	100.0
Countries Manukau	0.4	20.1	54.2	22.1	3.3	0.0	100.0	0.0	15.6	47.5	29.1	7.8	0.0	100.0	0.0	36.4	18.2	9.1	0.0	36.4	100.0	0.0	23.7	55.5	18.7	2.2	0.0	100.0	2.4	76.5	16.5	4.7	0.0	0.0	100.0	0.2	24.5	51.8	20.2	3.0	0.2	100.0
Waikato	0.3	17.4	48.4	30.1	3.7	0.0	100.0	0.0	10.8	42.5	41.7	5.0	0.0	100.0	0.0	0.0	40.0	20.0	20.0	20.0	100.0	0.0	18.3	56.5	22.6	2.6	0.0	100.0	0.0	83.3	14.6	2.1	0.0	0.0	100.0	0.1	20.2	49.9	26.5	3.2	0.1	100.0
Bay of Plenty	1.3	23.3	44.0	27.7	3.8	0.0	100.0	0.0	10.7	44.6	41.1	3.6	0.0	100.0	0.0	0.0	0.0	25.0	25.0	50.0	100.0	0.0	18.2	62.1	18.7	1.0	0.0	100.0	0.0	92.0	4.0	4.0	0.0	0.0	100.0	0.4	23.0	49.7	23.9	2.5	0.4	100.0
Lakes	0.0	14.3	47.6	33.3	4.8	0.0	100.0	0.0	20.0	50.0	20.0	10.0	0.0	100.0	0.0	50.0	50.0	0.0	0.0	0.0	100.0	1.3	20.8	57.1	20.8	0.0	0.0	100.0	0.0	81.8	18.2	0.0	0.0	0.0	100.0	0.6	22.7	50.3	23.9	2.5	0.0	100.0
Tairāwhiti	0.7	21.1	44.2	29.3	4.8	0.0	100.0	0.0	9.7	41.7	30.6	18.1	0.0	100.0	0.0	33.3	0.0	33.3	0.0	33.3	100.0	0.0	19.7	57.5	21.5	1.3	0.0	100.0	0.0	85.0	10.0	5.0	0.0	0.0	100.0	0.2	21.5	48.6	24.6	4.8	0.2	100.0
Taranaki	0.6	21.1	46.9	26.3	5.1	0.0	100.0	0.0	9.1	43.2	38.6	9.1	0.0	100.0	0.0	0.0	25.0	25.0	0.0	50.0	100.0	0.0	20.1	56.6	21.7	1.6	0.0	100.0	3.0	81.8	9.1	6.1	0.0	0.0	100.0	0.3	22.0	49.1	24.6	3.6	0.3	100.0
Hawke's Bay	0.0	21.2	48.2	23.5	5.9	1.2	100.0	0.0	4.7	60.5	25.6	9.3	0.0	100.0	0.0	0.0	66.7	33.3	0.0	0.0	100.0	0.0	18.3	51.9	29.0	0.8	0.0	100.0	0.0	92.9	7.1	0.0	0.0	0.0	100.0	0.0	20.7	50.0	25.4	3.6	0.4	100.0
Whanganui	1.0	20.3	48.3	26.0	4.1	0.3	100.0	0.0	7.3	49.6	35.5	6.6	0.0	100.0	0.0	40.0	40.0	0.0	0.0	20.0	100.0	0.5	23.8	55.3	19.2	1.2	0.0	100.0	2.3	72.7	20.5	4.5	0.0	0.0	100.0	0.7	22.6	50.3	23.3	2.9	0.2	100.0
MidCentral	2.3	20.5	36.4	29.5	11.4	0.0	100.0	0.0	0.0	50.0	42.9	7.1	0.0	100.																												

Quitline Caller Registrations from DHBs - Ethnicity
(April 2010)

Number	New clients										Repeat clients										Quit Pack clients and General Enquiries										Web clients										TtxtQuit 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	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total				
Northland	24	46	1	0	0	6	3	80	9	20	1	1	0	2	0	33	0	0	1	1	0	0	1	3	28	83	3	0	0	7	0	121	0	3	0	0	0	3	6	61	152	6	2	0	15	7	243													
Waitemata	30	85	12	11	4	21	1	164	11	44	2	4	0	7	0	68	0	0	0	0	0	0	1	1	51	250	22	6	0	55	20	404	3	13	3	1	0	1	22	95	392	39	22	4	84	23	659													
Auckland	31	81	15	24	3	12	1	167	6	44	2	2	1	7	1	63	0	0	1	0	0	1	2	36	227	19	30	0	44	16	372	5	19	5	6	1	4	2	42	78	371	41	63	5	67	21	644													
Courtesy Manukau	49	62	32	8	3	9	5	168	13	32	5	2	1	4	0	57	0	0	0	0	0	1	1	50	147	17	13	1	30	8	266	1	10	5	2	0	1	3	22	113	251	59	25	5	44	17	514													
Waikato	43	67	3	0	0	8	1	122	19	37	1	0	0	3	0	60	1	1	1	0	0	1	5	53	173	2	4	0	16	12	260	5	13	0	0	0	1	1	20	121	291	7	4	0	29	15	467													
Bay of Plenty	23	55	1	0	0	7	0	86	6	28	1	0	0	2	0	37	0	0	0	0	0	0	0	35	121	3	1	0	9	6	175	2	12	1	0	0	1	5	21	66	216	6	1	0	19	11	319													
Lakes	18	26	2	1	0	2	0	49	5	8	0	0	0	2	1	16	0	0	0	0	0	2	1	22	40	0	1	0	9	0	72	0	6	0	1	0	0	2	9	45	80	2	3	0	13	3	146													
Tairāwhiti	8	8	2	0	0	0	1	19	2	0	0	0	0	0	0	2	0	0	0	0	0	0	0	6	12	0	1	0	0	0	19	1	1	0	0	0	0	1	3	17	21	2	1	0	0	2	43													
Taranaki	7	21	0	0	0	5	1	34	11	18	1	0	0	1	0	31	0	0	0	0	0	0	0	13	60	0	0	0	3	1	77	1	4	0	0	0	0	0	5	32	103	1	0	0	9	2	147													
Hawke's Bay	14	31	1	0	0	2	0	48	2	18	0	0	0	1	0	21	1	0	0	0	0	0	1	15	90	0	1	0	12	3	121	0	3	1	1	0	0	2	7	32	142	2	2	0	15	5	198													
Whanganui	10	14	0	0	1	1	0	26	2	10	0	0	0	1	0	13	0	0	0	0	0	0	0	12	28	0	0	0	4	2	46	0	0	0	0	0	0	0	0	24	52	0	0	1	6	2	85													
MidCentral	13	54	4	0	0	9	0	80	8	32	1	1	0	4	0	46	0	0	0	0	0	0	0	17	101	2	1	0	11	0	132	0	6	1	0	0	1	1	9	38	193	8	2	0	25	1	267													
Wairarapa	4	6	0	0	0	1	0	11	1	4	0	0	0	0	0	5	0	0	0	0	0	0	0	2	16	1	0	0	0	3	22	0	0	0	0	0	0	0	0	7	26	1	0	0	4	0	38													
Capital and Coast	22	75	8	4	1	7	1	118	9	28	1	1	1	5	0	45	2	1	0	0	1	1	5	32	205	13	13	0	33	12	308	0	17	1	1	0	3	1	23	65	326	23	19	2	49	15	499													
Hutt Valley	16	42	10	2	0	3	0	73	8	20	0	2	0	0	0	30	0	0	0	0	0	0	0	30	110	5	1	0	17	4	167	1	10	4	0	0	0	1	16	55	182	19	5	0	20	5	286													
Nelson Marlborough	7	28	0	0	0	1	1	37	1	22	0	0	0	2	0	25	0	0	0	0	0	0	0	13	75	0	0	0	4	4	96	0	8	0	0	0	0	0	0	21	133	0	0	0	7	5	166													
West Coast	1	11	0	0	0	1	0	13	0	3	1	0	0	1	0	5	0	0	0	0	0	0	0	1	29	0	0	2	2	0	32	0	1	0	0	0	0	1	2	2	44	1	0	0	4	1	52													
Canterbury	21	112	6	6	1	15	6	167	12	70	2	1	1	3	0	89	0	0	0	0	0	0	0	35	340	4	6	0	34	12	431	1	14	1	0	0	2	3	21	69	536	13	13	2	54	21	708													
South Canterbury	6	13	1	0	0	3	0	23	2	6	0	0	0	0	0	8	0	0	0	0	0	0	0	39	0	0	0	5	1	45	0	3	0	0	0	0	3	3	8	61	1	0	0	8	1	79														
Southern	15	91	2	3	1	15	6	133	6	36	1	2	0	11	1	57	0	0	0	0	0	0	0	33	206	1	4	0	23	14	281	1	13	0	0	0	1	0	15	55	346	4	9	1	50	21	486													
Not defined [†]	1	0	0	0	0	0	0	1	1	2	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	2	2	4	0	0	0	0	0	6													
Total	363	928	100	59	14	128	27	1619	134	482	19	16	4	36	3	714	4	2	2	2	0	2	6	18	484	2352	92	82	1	321	115	3447	21	158	22	12	1	15	27	256	1006	3922	235	171	20	522	178	6054												

[†]The pre-coding system was unable to code some addresses.
*TtxtQuit clients can register for TtxtQuit 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										TtxtQuit 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	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total				
Northland	33.3	63.9	1.4	0.0	0.0	9.3	4.2	33.3	74.1	3.7	3.7	0.0	7.4	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	25.7	75.1	2.8	0.0	0.0	6.4	0.0	0.0	50.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	28.2	70.4	2.8	0.9	0.0	6.9	3.2														
Waitemata	21.4	60.7	8.6	7.9	2.9	15.0	0.7	18.3	73.3	3.3	6.7	0.0	11.7	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	14.2	69.6	6.1	1.7	0.0	15.3	5.6	16.7	72.2	16.7	5.6	0.0	5.6	5.6	16.4	67.8	6.7	3.8	0.7	14.5	4.0																
Auckland	21.4	55.9	10.3	16.6	2.1	8.3	0.7	10.9	80.0	3.6	3.6	1.8	12.7	1.8	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	10.4	65.6	5.5	8.7	0.0	12.7	4.6	13.9	52.8	13.9	16.7	2.8	11.1	5.6	13.4	63.5	7.0	10.8	0.9	11.5	3.6																
Courtesy Manukau	32.7	41.3	21.3	5.3	2.0	6.0	3.3	28.3	69.6	10.9	4.3	2.2	8.7	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	20.7	60.7	7.0	5.4	0.4	12.4	3.3	5.3	52.6	26.3	10.5	0.0	5.3	15.8	24.7	54.8	12.9	5.5	1.1	9.6	3.7																
Waikato	38.7	60.4	2.7	0.0	0.0	7.2	0.9	35.2	68.5	1.9	0.0	0.0	5.6	0.0	33.3	33.3	33.3	0.0	0.0	33.3	33.3	0.0	22.6	73.9	0.9	1.7	0.0	6.8	5.1	31.3	81.3	0.0	0.0	0.0	6.3	6.3	28.9	69.6	1.7	1.0	0.0	6.9	3.6																	
Bay of Plenty	32.9	78.6	1.4	0.0	0.0	10.0	0.0	20.0	93.3	3.3	0.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.3	77.1	1.9	0.6	0.0	5.7	3.8	10.0	60.0	5.0	0.0	0.0	5.0	25.0	23.8	78.0	2.2	0.4	0.0	6.9	4.0																	
Lakes	48.6	70.3	5.4	2.7	0.0	5.4	0.0	35.7	57.1	0.0	0.0	0.0	14.3	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	35.5	64.5	0.0	1.6	0.0	14.5	0.0	0.0	66.7	0.0	11.1	0.0	0.0	22.2	36.9	65.6	1.6	2.5	0.0	10.7	2.5																	
Tairāwhiti	57.1	57.1	14.3	0.0	0.0	0.0	7.1	100.0	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	66.7	0.0	5.6	0.0	0.0	0.0	33.3	33.3	0.0	0.0	0.0	0.0	0.0	33.3	45.9	56.8	5.4	2.7	0.0	0.0	5.4																
Taranaki	23.3	70.0	0.0	0.0	0.0	16.7	3.3	44.0	72.0	4.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.1	78.9	0.0	0.0	0.0	3.9	1.3	20.0	80.0	0.0	0.0	0.0	0.0	0.0	0.0	23.5	75.7	0.7	0.0	0.0	6.6	1.5																
Hawke's Bay	32.6	72.1	2.3	0.0	0.0	4.7	0.0	9.5	85.7	0.0	0.0	0.0	4.8	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.0	78.3	0.0	0.9	0.0	10.4	2.6	0.0	42.9	14.3	14.3	0.0	0.0	28.6	17.1	75.9	1.1	1.1	0.0	8.0	2.7																	
Whanganui	47.6	66.7	0.0	0.0	4.8	4.8	0.0	18.2	90.9	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.3	68.3	0.0	0.0	0.0	9.8	4.																															

Quitline Caller Registrations from DHBs - Ethnicity
(May 2010)

Number	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	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total				
Northland	52	79	4	0	0	6	4	145	12	29	1	1	0	1	0	44	1	1	0	0	0	0	2	4	29	108	2	0	0	18	6	163	2	15	2	0	0	1	1	21	96	232	9	1	0	26	13	377												
Waitemata	51	162	19	11	2	20	7	272	14	44	4	4	0	3	1	70	6	58	296	14	13	0	58	24	463	1	17	2	0	0	1	3	24	126	522	39	28	2	83	35	835																			
Auckland	52	135	34	19	8	20	83	276	19	9	8	0	0	3	91	5	43	227	30	27	2	57	14	400	2	20	10	6	0	1	2	41	114	434	83	60	17	183	29	814																				
Courties Manukau	100	135	66	13	4	22	2	342	20	46	13	4	1	2	0	86	0	2	2	0	0	0	1	5	60	150	47	25	0	20	16	318	1	26	7	1	0	2	7	44	181	359	135	43	5	46	26	795												
Waikato	97	153	5	4	2	14	2	277	24	58	1	0	0	3	0	86	0	2	0	0	0	1	3	6	74	244	6	5	0	28	19	376	1	22	4	1	0	1	10	39	196	479	16	10	2	47	34	784												
Bay of Plenty	56	100	2	0	0	13	1	172	23	39	0	0	0	2	0	64	0	0	0	0	0	0	1	1	28	138	3	0	0	12	8	189	0	10	0	0	0	2	2	14	107	287	5	0	0	29	12	440												
Lakes	30	45	3	2	0	7	0	87	9	13	0	0	0	3	0	25	0	1	0	0	0	0	0	1	32	49	1	0	0	4	1	87	1	5	1	0	0	0	1	8	72	113	5	2	0	14	2	208												
Tairāwhiti	23	11	1	0	1	2	0	38	0	2	0	1	0	1	0	4	1	1	0	0	0	0	0	2	12	22	0	0	0	3	0	37	1	1	0	0	0	0	4	6	37	37	1	1	1	6	4	87												
Taranaki	26	56	5	1	0	8	1	97	7	19	1	0	0	3	0	30	0	1	0	0	0	0	0	1	13	79	1	0	0	2	1	96	0	6	0	0	0	0	3	9	46	161	7	1	0	13	5	233												
Hawke's Bay	30	46	1	1	0	5	0	83	7	35	2	2	0	2	0	48	1	1	0	0	0	0	0	2	27	111	2	1	0	7	3	151	0	9	0	0	0	1	5	15	65	202	5	4	0	15	8	299												
Whanganui	18	26	0	0	0	2	0	50	2	15	0	0	0	3	0	20	1	1	0	0	0	0	0	2	7	37	0	0	0	6	3	53	1	5	0	0	0	0	6	29	84	0	0	0	13	5	131													
MidCentral	38	100	4	1	0	11	1	155	8	42	1	0	0	3	0	54	1	0	0	0	0	2	3	39	119	2	2	0	14	4	180	1	12	0	1	0	1	3	18	87	273	7	4	0	29	10	410													
Wairarapa	4	20	0	1	0	2	2	29	0	7	0	0	0	2	0	9	1	0	0	0	0	0	0	1	5	16	0	0	0	0	0	21	0	7	0	0	0	0	0	7	10	50	0	1	0	4	2	67												
Capital and Coast	34	104	14	4	2	14	1	173	9	42	0	0	1	3	0	55	1	0	0	0	0	0	0	1	37	224	19	12	1	27	14	334	4	14	4	1	0	3	4	30	85	384	37	17	4	47	19	593												
Hutt Valley	28	61	7	1	2	9	1	109	7	36	1	0	0	3	0	47	0	0	0	0	0	1	1	30	132	5	3	0	13	8	191	0	10	0	0	0	0	1	11	65	239	13	4	2	25	11	359													
Nelson Marlborough	19	65	0	0	0	7	1	92	4	32	0	0	0	3	0	39	0	0	0	0	0	0	0	0	11	89	1	0	0	6	3	110	0	13	0	0	0	2	2	17	34	199	1	0	0	18	6	258												
West Coast	1	18	0	0	0	4	0	23	1	7	0	0	0	2	1	31	0	0	0	0	0	0	0	2	21	0	0	0	1	0	24	0	3	0	0	0	0	1	4	4	49	0	0	0	7	2	62													
Canterbury	66	261	8	3	2	28	3	391	21	117	3	1	1	8	0	151	1	4	0	0	0	2	7	55	416	5	6	0	38	17	537	2	34	0	1	0	2	10	49	145	852	16	11	3	76	32	1135													
South Canterbury	5	45	2	0	0	6	0	58	2	11	0	0	0	0	13	0	0	0	0	0	0	1	3	64	0	0	0	2	0	69	0	2	0	0	0	0	0	0	5	2	10	122	2	0	0	8	1	143												
Southern	35	196	6	2	3	26	3	271	9	72	0	0	0	5	3	89	0	1	0	0	0	2	3	29	320	5	4	0	27	7	392	1	21	0	1	3	4	30	74	610	11	6	4	61	19	785														
Not defined*	2	4	0	0	1	1	0	8	1	1	0	0	0	0	2	0	0	0	0	0	0	0	2	3	20	0	0	0	0	0	0	0	1	0	1	0	0	2	3	6	0	1	0	1	1	12														
Total	767	1942	181	63	26	229	40	3148	197	716	36	21	3	57	8	1038	10	21	2	0	2	17	52	594	2862	143	98	3	343	148	4191	18	253	30	12	1	20	63	397	1586	5694	392	194	33	651	276	8826													

*The pre-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.

**MELAA = Mobile Eastern, Latin American
and African

Percent*	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	NZM	Euro	Pacific	Asian	MELAA	Other	Refused	Total																																																																																																																																																																																																																																																																																																																																																																									
Northland	41.6	63.2	3.2	0.0	0.0	4.8	3.2	30.8	74.4	2.6	2.6	0.0	2.6	0.0	33.3	33.3	0.0	0.0	0.0	0.0	0.0	66.7	19.7	73.5	1.4	0.0	0.0	12.2	4.1	11.8	86.2	11.8	0.0	0.0	5.9	5.9	29.0	70.1	2.7	0.3	0.0	7.9	3.9	16.8	69.5	6.2	3.7	0.3	11.1	4.7	21.5																																																																																																																																																																																																																																																																																																																																																																														
Waitemata	21.5	68.4	8.0	4.6	0.8	8.4	3.0	21.9	68.8	6.3	6.3	0.0	4.7	1.6	0.0	60.0	0.0	0.0	0.0	0.0	0.0	40.0	13.7	70.1	3.3	3.1	0.0	13.7	5.7	4.2	70.8	8.3	0.0	0.0	4.2	12.5	16.8	60.8	11.6	8.4	1.4	11.6	4.1	22.4	64.5	11.8	10.5	0.0	6.6	3.9	26.3	60.5	17.1	5.3	1.3	2.6	0.0	0.0	40.0	40.0	0.0	0.0	0.0	20.0	21.3	53.2	16.7	8.9	0.0	7.1	5.7	2.4	63.4	17.1	2.4	0.0	4.9	17.1	26.0	51.7	19.4	6.2	0.7	6.6	3.7	39.3	61.9	2.0	1.6	0.8	5.7	0.8	31.6	76.3	1.3	0.0	0.0	3.9	0.0	0.0	33.3	0.0	0.0	16.7	50.0	21.5	70.9	1.7	1.5	0.0	8.1	5.5	2.9	62.9	11.4	2.9	0.0	2.9	28.6	27.7	67.7	2.3	1.4	0.3	6.6	4.8	39.0	66.1	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	100.0	16.2	79.8	1.7	0.0	0.0	6.9	4.6	0.0	76.9	0.0	0.0	0.0	15.4	15.4	26.7	71.6	1.2	0.0	0.0	7.2	3.0	38.5	57.7	3.8	2.6	0.0	9.0	0.0	39.1	36.5	0.0	0.0	0.0	13.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	42.1	64.5	1.3	0.0	0.0	5.3	1.3	14.3	71.4	14.3	0.0	0.0	0.0	14.3	38.9	61.1	2.7	1.1	0.0	7.6	1.1	65.7	31.4	2.9	0.0	2.9	5.7	0.7	0.0	66.7	0.0	0.0	0.0	0.0	0.0	36.4	66.7	0.0	0.0	0.0	9.1	0.0	16.7	16.7	0.0	0.0	0.0	0.0	66.7	47.4	47.4	1.3	1.3	1.3	7.7	5.1	22.1	67.5	6.0	1.2	0.0	9.6	1.2	26.9	73.1	3.8	0.0	0.0	11.5	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	14.6	88.8	1.1	0.0	0.0	2.2	1.1	0.0	66.7	0.0	0.0	0.0	0.0	0.0	42.1	64.5	1.3	0.0	0.0	5.3	1.3	20.0	82.2	1.5	0.7	0.0	5.2	2.2	0.0	60.0	0.0	0.0	0.0	0.0	0.0	24.4	74.4	1.3	1.3	0.0	8.8	2.5	5.9	70.6	0.0	5.9	0.0	5.9	17.6	24.0	75.4	1.9	1.1	0.0	8.0	2.8	40.0	100.0	0.0	0.0	0.0	28.6	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	15.0	80.0	0.0	0.0	0.0	0.0	0.0	17.0	75.0	2.8	1.7	0.0	7.4	4.5	0.0	99.9	0.0	0.0	0.0	0.0	0.0	12.0	72.5	6.1	3.9	0.3	8.7	4.5	15.4	53.8	15.4	3.8	0.0	11.5	15.4	15.7	71.1	6.9	3.1	0.7	8.7	3.5	11.1	88.9	0.0	0.0	0.0	8.3	0.0	0.0	0.0	0.0	0.0	10.6	85.6	1.0	0.0	0.0	5.8	2.9	0.0	75.0	0.0	0.0	0.0	0.0	25.0	6.9	84.5	0.0	0.0	0.0	12.1	3.4	18.8	79.8	2.3	0.9	0.6	8.0	0.9	15.7	87.3	2.2	0.7	6.0	6.0	0.0	16.7	66.7

Quitline Caller Registrations from DHBs - Ethnicity
(June 2010)

Number	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	40	38	5	1	0	6	1	91	8	18	0	0	0	1	0	27	0	0	0	0	0	0	0	0	1	25	57	0	0	0	2	86	0	3	1	0	0	0	4	8	73	116	6	3	0	0	9	8	213											
Waitemata	251	103	15	13	5	16	6	189	9	45	2	1	0	6	0	63	0	1	1	0	0	1	0	3	43	206	13	14	3	37	24	340	4	18	1	2	0	0	0	0	81	271	32	30	8	60	30	612												
Auckland	27	86	28	18	6	11	4	180	7	43	5	4	2	3	0	64	0	0	0	0	0	0	0	0	0	37	203	28	35	1	45	10	359	1	23	8	3	0	3	0	0	38	72	355	69	60	9	62	14	641										
Courties Manukau	83	105	47	8	1	27	1	272	16	33	11	7	0	3	0	70	0	0	0	0	0	0	0	1	48	147	30	13	0	25	7	270	0	12	8	1	0	0	4	25	147	297	96	29	1	55	13	638												
Waikato	71	105	8	6	5	17	1	213	12	38	1	0	2	2	0	55	0	0	0	0	0	0	0	2	58	138	6	5	1	22	9	239	3	23	2	0	1	4	6	39	144	304	17	11	9	45	18	548												
Bay of Plenty	37	65	4	2	1	5	1	115	9	23	0	0	0	3	0	35	1	2	0	0	0	0	0	2	5	28	108	3	1	0	4	5	149	2	6	0	1	0	1	6	16	77	204	7	4	1	13	14	320											
Lakes	20	28	0	0	0	5	0	53	11	12	0	1	0	0	0	24	2	0	0	0	0	0	0	1	3	23	45	0	1	0	2	1	72	1	4	0	0	0	1	3	9	57	88	0	2	0	9	4	161											
Taranaki	11	4	0	0	0	1	0	16	2	3	0	1	0	0	0	6	1	0	0	0	0	0	0	0	1	13	10	1	0	0	4	0	28	0	0	0	0	0	0	2	2	27	17	1	1	0	5	2	53											
Hawke's Bay	8	28	1	1	0	0	0	38	8	15	0	0	0	1	0	24	0	1	0	0	0	0	0	1	2	13	56	1	1	0	0	2	73	0	5	0	1	0	0	0	6	29	105	2	3	0	1	3	143											
Whangarei	14	47	1	1	1	5	0	69	5	18	0	0	0	2	0	25	0	0	0	0	0	0	0	1	1	14	44	2	1	0	4	3	68	0	6	0	0	0	1	4	11	33	115	3	2	1	12	8	174											
Whangapua	6	13	0	0	0	1	1	21	3	11	0	0	0	1	0	15	0	1	0	0	0	0	0	0	1	5	30	1	1	0	2	4	43	0	4	1	0	0	0	4	9	14	59	2	1	0	4	9	89											
MidCentral	27	63	4	2	1	5	4	106	14	38	4	3	1	1	0	61	0	1	0	0	0	0	0	1	2	28	102	6	3	0	6	5	150	1	15	2	0	0	1	1	20	70	219	16	8	2	13	11	339											
Wairarapa	2	6	0	0	0	0	0	8	0	3	0	0	0	0	0	3	0	1	0	0	0	0	0	0	1	1	18	1	0	0	0	0	20	0	2	0	0	0	0	0	0	3	30	1	0	0	0	0	34											
Capital and Coast	29	62	19	5	0	10	3	128	6	32	5	2	1	3	0	49	0	0	0	0	0	0	0	2	23	129	12	10	0	17	12	203	1	15	3	0	0	0	0	19	59	238	39	17	1	39	17	401												
Hutt Valley	12	46	5	6	2	10	0	81	8	23	1	1	1	3	1	38	1	0	0	0	0	0	0	1	15	75	3	2	0	10	3	108	0	9	2	0	0	1	1	13	36	153	11	9	3	24	5	241												
Nelson Marlborough	7	48	0	1	0	12	0	68	1	21	1	0	0	5	0	28	0	0	0	0	0	0	0	0	0	10	61	1	0	0	5	2	79	0	5	0	0	0	2	0	7	18	135	2	1	0	24	2	192											
West Coast	3	13	0	0	0	2	0	18	2	8	0	0	0	0	0	10	0	0	0	0	0	0	0	0	2	22	0	0	0	1	1	26	0	2	0	0	0	0	0	2	7	45	0	0	0	3	1	56												
Canterbury	35	196	8	6	0	24	6	275	14	80	1	1	1	4	1	102	0	2	0	0	0	0	0	2	4	32	299	2	6	0	24	15	378	1	30	0	0	0	2	4	37	82	607	11	13	1	54	28	796											
South Canterbury	2	20	0	0	0	3	0	25	1	2	0	0	0	0	0	3	0	0	0	0	0	0	0	1	8	43	0	0	0	1	0	52	0	1	0	0	0	0	0	1	11	66	0	0	0	4	1	82												
Southern	21	122	2	2	2	18	2	169	4	45	1	0	0	4	0	54	0	2	2	0	0	0	0	0	2	27	174	3	2	0	14	4	224	2	19	1	0	0	1	3	26	54	362	7	4	2	37	9	475											
Not defined†	1	2	0	0	0	0	0	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	0	0	0	0	0	0	0	0	1	9	0	0	0	0	0	10												
Total	481	1138	147	72	24	178	30	2130	140	511	32	21	8	42	2	756	5	11	1	0	0	2	14	33	453	1973	113	95	5	225	109	2973	16	203	29	8	1	17	42	316	1095	3896	322	196	38	464	197	6208												

* The reporting system was unable to code some addresses - † These clients can register for Quit2Quit via the Quitline or Quit's website.

Percent*	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	51.3	48.7	6.4	1.3	0.0	7.7	1.3	38.1	85.7	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	32.1	73.1	0.0	0.0	0.0	2.6	2.6	0.0	37.5	12.5	0.0	0.0	0.0	50.0	39.2	62.4	3.2	0.5	0.0	4.8	4.3																	
Waitemata	15.3	62.0	9.2	8.0	3.1	9.8	3.7	15.5	77.6	3.4	1.7	0.0	10.3	0.0	0.0	33.3	33.3	0.0	0.0	33.3	0.0	14.0	66.9	4.2	4.5	1.0	12.0	7.8	18.2	81.8	4.5	9.1	0.0	0.0	0.0	14.6	67.0	5.8	5.4	1.4	10.8	5.4																		
Auckland	16.6	52.8	17.2	11.0	3.7	6.7	2.5	12.7	78.2	9.1	7.3	3.6	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3	62.1	8.6	10.7	0.3	13.8	3.1	2.9	65.7	22.9	8.6	0.0	8.6	0.0	12.4	61.2	11.9	10.3	1.6	10.7	2.4																		
Courties Manukau	37.2	47.1	21.1	3.6	0.4	0.0	0.0	27.6	56.9	19.0	12.1	0.0	5.2	0.0	0.0	0.0	0.0	0.0	0.0	10.0	0.0	19.7	60.2	12.3	5.3	0.0	10.2	2.9	0.0	48.0	32.0	4.0	0.0	0.0	16.0	26.7	53.9	17.4	5.3	0.2	10.0	2.4																		
Waikato	37.4	55.3	4.2	3.2	2.6	8.9	0.5	24.5	77.6	2.0	0.0	4.1	4.1	0.0	0.0	0.0	0.0	0.0	0.0	100.0	27.6	65.7	2.9	2.4	0.5	10.5	4.3	8.8	67.6	5.9	0.0	2.9	11.8	17.6	29.7	62.7	3.5	2.3	1.9	9.3	3.7																			
Bay of Plenty	38.1	67.0	4.1	2.1	1.0	5.2	1.0	29.0	74.2	0.0	0.0	0.0	9.7	0.0	25.0	50.0	0.0	0.0	0.0	50.0	20.1	77.7	2.2	0.7	0.0	2.9	3.6	13.3	40.0	0.0	6.7	0.0	6.7	40.6	26.9	71.3	2.4	1.4	0.3	4.5	4.9																			
Lakes	45.5	63.6	0.0	0.0	0.0	11.4	0.0	57.9	63.2	0.0	5.3	0.0	0.0	0.0	66.7	0.0	0.0	0.0	0.0	33.3	0.0	35.4	69.2	0.0	1.5	0.0	3.1	1.5	11.1	44.4	0.0	0.0	0.0	11.1	33.3	40.7	63.6	0.0	1.4	0.0	6.4	2.9																		
Taranaki	78.6	28.6	0.0	0.0	0.0	7.1	0.0	40.0	60.0	0.0	20.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	38.5	3.8	0.0	0.0	15.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	56.3	35.4	2.1	2.1	0.0	10.4	4.2																		
Hawke's Bay	23.5	82.4	2.9	2.9	0.0	0.0	0.0	38.1	71.4	0.0	0.0	0.0	4.8	0.0	0.0	50.0	0.0	0.0	0.0	50.0	19.1	82.4	1.5	1.5	0.0	0.0	2.9	0.0	83.3	0.0	16.7	0.0	0.0	0.0	22.1	80.2	1.5	2.3	0.0	0.8	2.3																			
Whangarei	34.6	82.5	1.8	1.8	1.8	8.8	0.0	21.7	78.3	0.0	0.0	0.0	8.7	0.0	0.0	0.0	0.0	0.0	0.0	100.0	23.7	74.6	3.4	1.7	0.0	6.8	5.1	0.0	54.5	0.0	0.0	0.0	9.1	36.4	21.9	75.2	2.0	1.3	0.7	7.9	5.3																			
Whangapua	30.0	65.0	0.0	0.0	0.0	5.0	5.0	23.1	84.6	0.0	0.0	0.0	7.8	0.0	0.0	1																																												

Quitline Caller Registrations from DHBs - Ethnicity
(April - June 2010)

Number	New clients										Repeat clients										Quit Pack clients and General Enquiries										Web clients										Ttxt2Quit 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	116	163	10	1	0	18	8	316	29	67	2	2	0	4	0	104	1	1	1	1	0	0	4	8	82	248	5	0	0	0	27	8	370	2	21	3	0	0	0	1	8	35	230	500	21	4	0	0	50	28	833									
Waikato	106	348	46	35	11	57	14	617	34	133	8	9	0	16	1	201	2	4	1	0	0	2	1	10	152	752	49	33	3	150	68	1207	8	48	6	3	0	2	4	71	302	1285	110	80	14	227	88	2106												
Auckland	110	302	77	61	17	43	13	623	30	136	16	14	3	15	4	218	0	3	0	1	0	0	0	7	116	657	77	92	3	146	40	1131	8	23	3	1	1	8	4	121	264	1160	193	183	24	212	42	2106												
Counties Manukau	232	302	145	29	8	58	8	782	49	111	29	13	2	9	0	213	0	2	2	0	0	0	3	7	158	444	94	51	1	75	31	884	2	48	20	4	0	3	14	91	441	907	290	97	11	145	56	1947												
Waikato	211	325	16	10	7	39	4	612	55	133	3	0	2	8	0	201	1	3	1	0	0	2	6	13	91	367	9	2	0	25	19	513	4	28	1	1	0	4	13	51	250	707	18	5	1	61	37	1079												
Bay of Plenty	116	220	7	2	1	25	2	373	90	1	0	0	0	7	0	136	1	2	0	0	0	0	3	6	77	134	1	2	0	15	2	231	2	15	1	1	0	1	6	26	174	282	7	7	0	36	9	515												
Lakes	68	99	5	3	0	14	0	189	25	33	0	1	0	5	1	65	2	1	0	0	0	0	0	4	77	134	1	2	0	15	2	231	2	15	1	1	0	1	6	26	174	282	7	7	0	36	9	515												
Tairāwhiti	42	23	3	0	1	3	1	73	4	5	0	2	0	1	0	12	2	1	0	0	0	0	0	3	31	44	1	1	0	7	0	84	2	2	0	0	0	0	0	7	11	81	75	4	3	1	11	8	183											
Tairāhaki	41	105	6	2	0	13	2	169	26	52	2	0	0	5	0	85	0	2	0	0	0	0	1	3	39	195	2	1	0	5	4	246	1	15	0	1	0	0	3	20	107	369	10	4	0	23	10	523												
Hawke's Bay	58	124	3	2	1	12	0	200	14	71	2	2	0	5	0	94	2	1	0	0	0	0	1	4	56	245	4	3	0	23	9	340	0	18	1	1	0	2	11	33	130	459	10	8	1	42	21	671												
Whangānuī	34	53	0	0	1	6	3	97	7	36	0	0	0	5	0	48	1	2	0	0	0	0	0	3	24	95	1	1	0	12	9	142	1	9	1	0	0	0	4	15	67	195	2	1	1	23	16	305												
MidCentral	78	217	12	3	1	25	5	341	30	114	6	4	1	8	0	161	1	1	0	0	0	0	3	5	84	322	10	6	0	31	9	462	2	33	3	1	0	3	5	47	195	685	31	14	2	67	22	1016												
Wairarapa	10	32	0	1	0	3	2	48	1	14	0	0	0	2	0	17	1	1	0	0	0	0	0	2	8	50	2	0	0	3	0	63	0	9	0	0	0	0	0	9	20	106	2	1	0	8	2	139												
Capital and Coast	85	241	41	13	3	31	5	419	24	102	6	3	3	11	0	149	3	8	2	0	0	0	1	7	92	558	44	35	1	77	38	845	5	46	8	2	0	6	5	72	209	948	99	53	7	126	51	1493												
Hutt Valley	56	149	22	9	4	22	1	263	23	79	2	3	1	6	1	115	1	0	0	0	0	0	1	2	75	317	13	6	0	40	15	466	1	29	6	0	0	1	3	40	156	574	43	18	5	69	21	866												
Nelson Marlborough	33	141	0	0	0	20	2	197	6	75	1	0	0	10	0	92	0	34	225	2	0	0	15	9	34	225	2	0	0	15	9	285	0	26	0	0	0	4	2	32	73	467	3	1	0	49	13	606												
West Coast	5	42	0	0	0	7	0	54	3	18	1	0	0	3	1	26	0	0	0	0	0	0	0	0	5	72	0	0	0	4	1	82	0	6	0	0	0	0	2	8	13	138	1	0	0	14	4	170												
Canterbury	122	589	22	15	3	67	15	833	47	267	6	3	3	15	1	342	1	6	0	0	0	0	4	11	122	1055	11	18	0	96	44	1346	4	78	1	1	0	6	17	107	296	1995	40	37	6	184	81	2639												
South Canterbury	13	78	3	0	0	12	0	106	5	19	0	0	0	0	0	24	0	0	0	0	0	0	2	2	11	146	0	0	0	8	1	166	0	6	0	0	0	0	0	6	29	249	3	0	0	20	3	304												
Southern	71	409	10	7	6	59	11	573	19	153	2	2	0	20	4	200	0	3	0	0	0	0	2	5	89	700	9	10	0	64	25	897	4	53	1	0	1	5	7	71	183	1318	22	19	7	148	49	1746												
Not defined*	4	6	0	0	0	1	1	12	2	3	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	6	0	0	0	0	0	6	0	4	0	1	0	0	0	5	6	19	0	1	0	1	1	28												
Total	1611	3968	428	194	64	535	97	6877	471	1709	87	58	15	155	13	2508	19	34	5	2	0	6	37	103	1531	7187	348	275	9	889	372	10611	55	614	81	32	3	52	132	969	3687	13512	949	561	91	1637	651	21088												

* The pre-coding system was unable to code some addresses - Ttxt2Quit clients can register for Ttxt2Quit via the Quitline or Quit's website. ** MELAA = Middle Eastern, Latin American and African

DHB	New clients										Repeat clients										Quit Pack clients and General Enquiries										Web clients										Ttxt2Quit 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	42.2	59.3	3.6	0.4	0.0	6.3	2.9	33.3	77.0	2.3	2.3	0.0	4.6	0.0	16.7	16.7	16.7	16.7	0.0	0.0	66.7	24.6	74.3	1.5	0.0	0.0	8.1	2.4	6.5	67.7	9.7	0.0	0.0	3.2	25.8	31.4	68.2	2.9	0.5	0.0	6.8	3.8																		
Waikato	19.6	64.4	8.5	6.5	2.0	10.6	2.6	18.7	73.1	4.4	4.9	0.0	8.8	0.5	25.0	50.0	12.5	0.0	0.0	25.0	12.5	14.0	69.1	4.5	3.0	0.3	13.8	6.2	12.5	75.0	9.4	4.7	0.0	3.1	6.3	16.0	68.2	5.8	4.2	0.7	12.1	4.7																		
Auckland	20.2	55.4	14.1	11.2	3.1	7.9	2.4	16.1	73.1	8.6	7.5	1.6	8.1	2.2	0.0	42.9	0.0	14.3	0.0	0.0	42.9	11.3	63.7	7.5	8.9	0.3	14.2	3.9	7.3	56.9	21.1	13.8	0.9	7.3	3.7	14.1	61.8	10.3	9.7	1.3	11.3	3.4																		
Counties Manukau	34.9	45.5	21.8	4.4	1.2	8.7	1.2	27.2	61.7	16.1	7.2	1.1	5.0	0.0	0.0	28.6	28.6	0.0	0.0	0.0	42.9	20.6	57.8	12.2	6.6	0.1	9.8	4.0	2.4	56.5	23.5	4.7	0.0	3.5	16.5	25.9	53.2	17.0	5.7	0.6	8.5	3.3																		
Waikato	38.5	59.3	2.9	1.8	1.3	7.1	0.7	30.7	74.3	1.7	0.0	1.1	4.5	0.0	9.1	27.3	9.1	0.0	0.0	18.2	54.5	23.5	70.4	1.8	1.8	0.1	8.4	5.1	10.6	68.2	7.1	1.2	1.2	7.1	20.0	28.6	66.7	2.5	1.6	0.7	7.5	4.2																		
Bay of Plenty	36.0	68.3	2.2	0.6	0.3	7.8	0.6	31.7	75.0	0.8	0.0	0.0	5.8	0.0	20.0	40.0	0.0	0.0	0.0	60.0	19.4	78.3	1.9	0.4	0.0	5.3	4.1	8.3	58.3	2.1	2.1	0.0	8.3	27.1	25.9	53.3	1.9	0.5	0.1	6.3	3.8																			
Lakes	42.8	62.3	3.1	1.9	0.0	8.8	0.0	44.6	58.9	0.0	1.8	0.0	8.9	1.8	50.0	25.0	0.0	0.0	0.0	25.0	0.0	37.9	66.0	0.5	1.0	0.0	7.4	1.0	8.0	60.0	4.0	4.0	0.0	4.0	24.0	38.9	63.1	1.6	1.6	0.0	8.1	2.0																		
Tairāwhiti	66.7	36.5	4.8	0.0	1.6	4.8	1.6	40.0	50.0	0.0	20.0	0.0	10.0	0.0	100.0	50.0	0.0	0.0	0.0	0.0	0.0	40.3	57.1	1.3	1.3	0.0	9.1	0.0	18.2	18.2	0.0	0.0	0.0	0.0	63.6	49.7	46.0	2.5	1.8	0.6	6.7	4.9																		
Taranaki	27.9	71.4	4.1	1.4	0.0	8.8	1.4	36.1	72.2	2.8	0.0	0.0	6.9	0.0	0.0	66.7	0.0	0.0	0.0	0.0	33.3	16.7	83.7	0.9	0.4	0.0	2.1	1.7	5.0	75.0	0.0	5.0	0.0	15.0	0.8	22.5	77.7	2.1	1.0	0.8	4.8	2.1																		
Hawke's Bay	33.1	70.9	1.7	1.1	0.6	6.9	0.0	15.9	80.7	2.3	2.3	0.0	5.7	0.0	50.0	25.0	0.0	0.0	0.0	25.0	18.1	79.3	1.3	1.0	0.0	7.4	2.9	0.0	54.																															

Quitcards Issued

April - June 2010 Summary Data

DHB	Apr	May	Jun	Total
Northland	404	592	383	1379
Waitemata	1052	1440	1064	3556
Auckland	1096	1309	1152	3557
Counties Manukau	861	1296	1056	3213
Waikato	797	1302	966	3065
Bay of Plenty	532	755	578	1865
Lakes	235	354	269	858
Tairāwhiti	73	135	85	293
Taranaki	262	386	272	920
Hawke's Bay	374	474	321	1169
Whanganui	133	207	195	535
MidCentral	440	692	581	1713
Wairarapa	62	119	71	252
Capital and Coast	907	1130	766	2803
Hutt Valley	417	559	420	1396
Nelson Marlborough	287	449	326	1062
West Coast	108	107	107	322
Canterbury	1291	1934	1484	4709
South Canterbury	143	225	154	522
Southern	811	1339	897	3047
Not defined ^a	6	12	19	37
Total	10291	14816	11166	36273

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

Client Referrals April - June 2010 Summary Data

DHB ¹										Total					
	Apr			May			Jun			Referred		Successful contact		Quit support	
	Referred	Successful contact	Quit support ³	Referred	Successful contact	Quit support	Referred	Successful contact	Quit support	n	%	n	%	n	%
Northland	4	2	2	9	5	4	3	1	1	16	3.1	8	3.0	7	3.9
Waitemata	9	6	4	12	6	6	11	6	4	32	6.2	18	6.7	14	7.9
Auckland	16	10	5	24	11	8	19	12	8	59	11.3	33	12.3	21	11.8
Counties Manukau	2	1	0	1	0	0	3	2	1	6	1.2	3	1.1	1	0.6
Waikato	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Bay of Plenty	4	2	2	7	3	2	3	3	1	14	2.7	8	3.0	5	2.8
Lakes	1	0	0	0	0	0	0	0	0	1	0.2	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	4	2	2	17	10	6	14	8	6	35	6.7	20	7.4	14	7.9
Hawke's Bay	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Whanganui	7	2	1	6	3	3	7	2	0	20	3.8	7	2.6	4	2.2
MidCentral	4	4	1	7	3	3	3	2	1	14	2.7	9	3.3	5	2.8
Wairarapa	1	0	0	0	0	0	0	0	0	1	0.2	0	0.0	0	0.0
Capital and Coast	20	6	5	26	11	8	24	10	5	70	13.5	27	10.0	18	10.1
Hutt Valley	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Nelson Marlborough	3	2	2	3	1	1	3	2	0	9	1.7	5	1.9	3	1.7
West Coast	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Canterbury	23	12	7	59	34	27	87	46	25	169	32.5	92	34.2	59	33.1
South Canterbury	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Southern	13	6	4	32	19	14	29	14	9	74	14.2	39	14.5	27	15.2
Not defined ²	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Total	111	55	35	203	106	82	206	108	61	520	-	269	-	178	-

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