

Quitline Caller Registrations from DHBs (Jan - Mar 2010)

Number DHB	New clients				Repeat clients				Quit Pack clients and General Enquiries				Web clients				Txt2Quit clients ^a				Total clients			
	Jan	Feb	Mar	Total	Jan	Feb	Mar	Total	Jan	Feb	Mar	Total	Jan	Feb	Mar	Total	Jan	Feb	Mar	Total	Jan	Feb	Mar	Total
Northland	76	51	46	173	23	28	25	76	1	0	2	3	66	58	58	182	10	2	16	28	176	139	147	462
Waitemata	210	153	178	541	76	70	54	200	3	7	4	14	329	233	222	784	30	16	27	73	648	479	485	1612
Auckland	161	109	138	408	54	49	56	159	3	1	2	6	248	206	222	676	22	20	28	70	488	385	446	1319
Counties Manukau	197	159	150	506	56	62	79	197	4	8	4	16	202	175	171	548	34	29	30	93	493	433	434	1360
Waikato	138	148	127	413	73	78	50	201	6	6	1	13	174	151	151	476	26	31	26	83	417	414	355	1186
Bay of Plenty	88	69	80	237	25	53	36	114	1	2	1	4	89	93	84	266	13	16	16	45	216	233	217	666
Lakes	52	44	40	136	21	15	24	60	1	1	1	3	45	48	37	130	5	9	11	25	124	117	113	354
Tairāwhiti	16	14	16	46	5	3	5	13	0	1	2	3	17	9	11	37	0	5	1	6	38	32	35	105
Taranaki	45	32	30	107	14	15	14	43	2	0	1	3	52	52	37	141	8	5	8	21	121	104	90	315
Hawke's Bay	66	55	54	175	25	25	26	76	3	1	0	4	61	49	48	158	12	8	8	28	167	138	136	441
Whanganui	30	26	30	86	12	7	13	32	1	0	0	1	28	24	32	84	5	5	8	18	76	62	83	221
MidCentral	84	66	47	197	37	40	36	113	2	1	0	3	93	80	93	266	24	14	17	55	240	201	193	634
Wairarapa	15	10	14	39	9	4	2	15	1	0	1	2	30	11	15	56	0	2	2	4	55	27	34	116
Capital and Coast	90	71	128	289	38	31	43	112	0	3	0	3	186	152	155	493	13	20	11	44	327	277	337	941
Hutt Valley	61	70	64	195	32	33	21	86	2	2	2	6	102	79	90	271	13	14	12	39	210	198	189	597
Nelson Marlborough	31	31	31	93	11	14	21	46	1	0	0	1	50	37	56	143	5	5	7	17	98	87	115	300
West Coast	11	14	10	35	5	7	7	19	0	0	0	0	19	22	10	51	0	0	2	2	35	43	29	107
Canterbury	184	159	182	525	82	85	78	245	3	1	2	6	294	225	235	754	27	25	39	91	590	495	536	1621
South Canterbury	18	18	22	58	8	7	10	25	1	0	0	1	33	24	22	79	2	0	1	3	62	49	55	166
Otago	60	69	61	190	33	28	25	86	2	2	0	4	105	97	99	301	14	17	11	42	214	213	196	623
Southland	42	35	45	122	21	22	17	60	0	0	0	0	57	51	55	163	9	8	4	21	129	116	121	366
Not defined ^b	36	45	21	102	1	0	0	1	1	1	0	2	4	3	1	8	0	2	1	3	42	51	23	116
Total	1711	1448	1514	4673	661	676	642	1979	38	37	23	98	2284	1879	1904	6067	272	253	286	811	4966	4293	4369	13628

^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			
	Jan	Feb	Mar	Total	Jan	Feb	Mar	Total	Jan	Feb	Mar	Total	Jan	Feb	Mar	Total	Jan	Feb	Mar	Total	Jan	Feb	Mar	Total
Northland	4.4	3.5	3.0	3.7	3.5	4.1	3.9	3.8	2.6	0.0	8.7	3.1	2.9	3.1	3.0	3.0	3.7	0.8	5.6	3.5	3.5	3.2	3.4	3.4
Waitemata	12.3	10.6	11.8	11.6	11.5	10.4	8.4	10.1	7.9	18.9	17.4	14.3	14.4	12.4	11.7	12.9	11.0	6.3	9.4	9.0	13.0	11.2	11.1	11.8
Auckland	9.4	7.5	9.1	8.7	8.2	7.2	8.7	8.0	7.9	2.7	8.7	6.1	10.9	11.0	11.7	11.1	8.1	7.9	9.8	8.6	9.8	9.0	10.2	9.7
Counties Manukau	11.5	11.0	9.9	10.8	8.5	9.2	12.3	10.0	10.5	21.6	17.4	16.3	8.8	9.3	9.0	9.0	12.5	11.5	10.5	11.5	9.9	10.1	9.9	10.0
Waikato	8.1	10.2	8.4	8.8	11.0	11.5	7.8	10.2	15.8	16.2	4.3	13.3	7.6	8.0	7.9	7.8	9.6	12.3	9.1	10.2	8.4	9.6	8.1	8.7
Bay of Plenty	5.1	4.8	5.3	5.1	3.8	7.8	5.6	5.8	2.6	5.4	4.3	4.1	3.9	4.9	4.4	4.4	4.8	6.3	5.6	5.5	4.3	5.4	5.0	4.9
Lakes	3.0	3.0	2.6	2.9	3.2	2.2	3.7	3.0	2.6	2.7	4.3	3.1	2.0	2.6	1.9	2.1	1.8	3.6	3.8	3.1	2.5	2.7	2.6	2.6
Tairāwhiti	0.9	1.0	1.1	1.0	0.8	0.4	0.8	0.7	0.0	2.7	8.7	3.1	0.7	0.5	0.6	0.6	0.0	2.0	0.3	0.7	0.8	0.7	0.8	0.8
Taranaki	2.6	2.2	2.0	2.3	2.1	2.2	2.2	2.2	5.3	0.0	4.3	3.1	2.3	2.8	1.9	2.3	2.9	2.0	2.8	2.6	2.4	2.4	2.1	2.3
Hawke's Bay	3.9	3.8	3.6	3.7	3.8	3.7	4.0	3.8	7.9	2.7	0.0	4.1	2.7	2.6	2.5	2.6	4.4	3.2	2.8	3.5	3.4	3.2	3.1	3.2
Whanganui	1.8	1.8	2.0	1.8	1.8	1.0	2.0	1.6	2.6	0.0	0.0	1.0	1.2	1.3	1.7	1.4	1.8	2.0	2.8	2.2	1.5	1.4	1.9	1.6
MidCentral	4.9	4.6	3.1	4.2	5.6	5.9	5.6	5.7	5.3	2.7	0.0	3.1	4.1	4.3	4.9	4.4	8.8	5.5	5.9	6.8	4.8	4.7	4.4	4.7
Wairarapa	0.9	0.7	0.9	0.8	1.4	0.6	0.3	0.8	2.6	0.0	4.3	2.0	1.3	0.6	0.8	0.9	0.0	0.8	0.7	0.5	1.1	0.6	0.8	0.9
Capital and Coast	5.3	4.9	8.5	6.2	5.7	4.6	6.7	5.7	0.0	8.1	0.0	3.1	8.1	8.1	8.1	8.1	4.8	7.9	3.8	5.4	6.6	6.5	7.7	6.9
Hutt Valley	3.6	4.8	4.2	4.2	4.8	4.9	3.3	4.3	5.3	5.4	8.7	6.1	4.5	4.2	4.7	4.5	4.8	5.5	4.2	4.8	4.2	4.6	4.3	4.4
Nelson Marlborough	1.8	2.1	2.0	2.0	1.7	2.1	3.3	2.3	2.6	0.0	0.0	1.0	2.2	2.0	2.9	2.4	1.8	2.0	2.4	2.1	2.0	2.0	2.6	2.2
West Coast	0.6	1.0	0.7	0.7	0.8	1.0	1.1	1.0	0.0	0.0	0.0	0.0	0.8	1.2	0.5	0.8	0.0	0.0	0.7	0.2	0.7	1.0	0.7	0.8
Canterbury	10.8	11.0	12.0	11.2	12.4	12.6	12.1	12.4	7.9	2.7	8.7	6.1	12.9	12.0	12.3	12.4	9.9	9.9	13.6	11.2	11.9	11.5	12.3	11.9
South Canterbury	1.1	1.2	1.5	1.2	1.2	1.0	1.6	1.3	2.6	0.0	0.0	1.0	1.4	1.3	1.2	1.3	0.7	0.0	0.3	0.4	1.2	1.1	1.3	1.2
Otago	3.5	4.8	4.0	4.1	5.0	4.1	3.9	4.3	5.3	5.4	0.0	4.1	4.6	5.2	5.2	5.0	5.1	6.7	3.8	5.2	4.3	5.0	4.5	4.6
Southland	2.5	2.4	3.0	2.6	3.2	3.3	2.6	3.0	0.0	0.0	0.0	0.0	2.5	2.7	2.9	2.7	3.3	3.2	1.4	2.6	2.6	2.7	2.8	2.7
Not defined	2.1	3.1	1.4	2.2	0.2	0.0	0.0	0.1	2.6	2.7	0.0	2.0	0.2	0.2	0.1	0.1	0.0	0.8	0.3	0.4	0.8	1.2	0.5	0.9
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

(January 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	49	0	76	9	14	0	23	0	1	0	1	25	41	0	66	7	3	0	10	68	108	0	176	
Northland	113	97	0	210	37	39	0	76	2	1	0	3	159	170	0	329	15	15	0	30	326	322	0	648	
Waitemata	89	72	0	161	27	27	0	54	1	2	0	3	136	112	0	248	12	10	0	22	265	223	0	488	
Auckland	101	96	0	197	30	26	0	56	1	3	0	4	87	115	0	202	7	27	0	34	226	267	0	493	
Counties Manukau	73	65	0	138	37	36	0	73	4	2	0	6	84	90	0	174	9	17	0	26	207	210	0	417	
Waikato	34	54	0	88	7	18	0	25	0	1	0	1	40	49	0	89	3	10	0	13	84	132	0	216	
Bay of Plenty	24	28	0	52	7	14	0	21	0	1	0	1	17	28	0	45	2	3	0	5	50	74	0	124	
Lakes	10	6	0	16	3	2	0	5	0	0	0	0	7	10	0	17	0	0	0	0	20	18	0	38	
Tairāwhiti	21	24	0	45	7	7	0	14	1	1	0	2	16	36	0	52	2	6	0	8	47	74	0	121	
Taranaki	31	35	0	66	4	21	0	25	1	2	0	3	25	36	0	61	6	6	0	12	67	100	0	167	
Hawke's Bay	7	23	0	30	4	8	0	12	0	1	0	1	11	17	0	28	2	3	0	5	24	52	0	76	
Whanganui	35	49	0	84	14	23	0	37	1	1	0	2	46	47	0	93	7	17	0	24	103	137	0	240	
MidCentral	6	9	0	15	0	9	0	9	1	0	0	1	16	14	0	30	0	0	0	0	23	32	0	55	
Wairarapa	50	40	0	90	22	16	0	38	0	0	0	0	86	100	0	186	5	8	0	13	163	164	0	327	
Capital and Coast	28	33	0	61	8	24	0	32	0	2	0	2	48	54	0	102	5	8	0	13	89	121	0	210	
Hutt Valley	15	16	0	31	7	4	0	11	0	1	0	1	29	21	0	50	4	1	0	5	55	43	0	98	
Nelson Marlborough	6	5	0	11	2	3	0	5	0	0	0	0	8	11	0	19	0	0	0	0	16	19	0	35	
West Coast	98	86	0	184	34	48	0	82	0	3	0	3	141	153	0	294	12	15	0	27	285	305	0	590	
Canterbury	8	10	0	18	3	5	0	8	1	0	0	1	14	19	0	33	0	2	0	2	26	36	0	62	
South Canterbury	25	35	0	60	11	22	0	33	0	2	0	2	40	65	0	105	6	8	0	14	82	132	0	214	
Otago	20	22	0	42	10	11	0	21	0	0	0	0	26	31	0	57	5	4	0	9	61	68	0	129	
Southland	17	19	0	36	1	0	0	1	0	1	0	1	2	2	0	4	0	0	0	0	20	22	0	42	
Not defined ^b	Total	838	873	0	1711	284	377	0	661	13	25	0	38	1063	1221	0	2284	109	163	0	272	2307	2659	0	4966

^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	35.5	64.5	0.0	100.0	39.1	60.9	0.0	100.0	0.0	100.0	0.0	100.0	37.9	62.1	0.0	100.0	70.0	30.0	0.0	100.0	38.6	61.4	0.0	100.0	
Northland	53.8	46.2	0.0	100.0	48.7	51.3	0.0	100.0	66.7	33.3	0.0	100.0	48.3	51.7	0.0	100.0	50.0	50.0	0.0	100.0	50.3	49.7	0.0	100.0	
Waitemata	55.3	44.7	0.0	100.0	50.0	50.0	0.0	100.0	33.3	66.7	0.0	100.0	54.8	45.2	0.0	100.0	54.5	45.5	0.0	100.0	54.3	45.7	0.0	100.0	
Auckland	51.3	48.7	0.0	100.0	53.6	46.4	0.0	100.0	25.0	75.0	0.0	100.0	43.1	56.9	0.0	100.0	20.6	79.4	0.0	100.0	45.8	54.2	0.0	100.0	
Counties Manukau	52.9	47.1	0.0	100.0	50.7	49.3	0.0	100.0	66.7	33.3	0.0	100.0	48.3	51.7	0.0	100.0	34.6	65.4	0.0	100.0	49.6	50.4	0.0	100.0	
Waikato	38.6	61.4	0.0	100.0	28.0	72.0	0.0	100.0	0.0	100.0	0.0	100.0	44.9	55.1	0.0	100.0	23.1	76.9	0.0	100.0	38.9	61.1	0.0	100.0	
Bay of Plenty	46.2	53.8	0.0	100.0	33.3	66.7	0.0	100.0	0.0	100.0	0.0	100.0	37.8	62.2	0.0	100.0	40.0	60.0	0.0	100.0	40.3	59.7	0.0	100.0	
Lakes	62.5	37.5	0.0	100.0	60.0	40.0	0.0	100.0	0.0	0.0	0.0	0.0	41.2	58.8	0.0	100.0	0.0	0.0	0.0	0.0	52.6	47.4	0.0	100.0	
Tairāwhiti	46.7	53.3	0.0	100.0	50.0	50.0	0.0	100.0	50.0	50.0	0.0	100.0	30.8	69.2	0.0	100.0	25.0	75.0	0.0	100.0	38.8	61.2	0.0	100.0	
Taranaki	47.0	53.0	0.0	100.0	16.0	84.0	0.0	100.0	33.3	66.7	0.0	100.0	41.0	59.0	0.0	100.0	50.0	50.0	0.0	100.0	40.1	59.9	0.0	100.0	
Hawke's Bay	23.3	76.7	0.0	100.0	33.3	66.7	0.0	100.0	0.0	100.0	0.0	100.0	39.3	60.7	0.0	100.0	40.0	60.0	0.0	100.0	31.6	68.4	0.0	100.0	
Whanganui	41.7	58.3	0.0	100.0	37.8	62.2	0.0	100.0	50.0	50.0	0.0	100.0	49.5	50.5	0.0	100.0	29.2	70.8	0.0	100.0	42.9	57.1	0.0	100.0	
MidCentral	40.0	60.0	0.0	100.0	0.0	100.0	0.0	100.0	100.0	0.0	0.0	100.0	53.3	46.7	0.0	100.0	0.0	0.0	0.0	0.0	41.8	58.2	0.0	100.0	
Wairarapa	55.6	44.4	0.0	100.0	57.9	42.1	0.0	100.0	0.0	0.0	0.0	0.0	46.2	53.8	0.0	100.0	38.5	61.5	0.0	100.0	49.8	50.2	0.0	100.0	
Capital and Coast	45.9	54.1	0.0	100.0	25.0	75.0	0.0	100.0	0.0	100.0	0.0	100.0	47.1	52.9	0.0	100.0	38.5	61.5	0.0	100.0	42.4	57.6	0.0	100.0	
Hutt Valley	48.4	51.6	0.0	100.0	63.6	36.4	0.0	100.0	0.0	100.0	0.0	100.0	58.0	42.0	0.0	100.0	80.0	20.0	0.0	100.0	56.1	43.9	0.0	100.0	
Nelson Marlborough	54.5	45.5	0.0	100.0	40.0	60.0	0.0	100.0	0.0	0.0	0.0	0.0	42.1	57.9	0.0	100.0	0.0	0.0	0.0	0.0	45.7	54.3	0.0	100.0	
West Coast	53.3	46.7	0.0	100.0	41.5	58.5	0.0	100.0	0.0	100.0	0.0	100.0	48.0	52.0	0.0	100.0	44.4	55.6	0.0	100.0	48.3	51.7	0.0	100.0	
Canterbury	44.4	55.6	0.0	100.0	37.5	62.5	0.0	100.0	100.0	0.0	0.0	100.0	42.4	57.6	0.0	100.0	0.0	100.0	0.0	100.0	41.9	58.1	0.0	100.0	
South Canterbury	41.7	58.3	0.0	100.0	33.3	66.7	0.0	100.0	0.0	100.0	0.0	100.0	38.1	61.9	0.0	100.0	42.9	57.1	0.0	100.0	38.3	61.7	0.0	100.0	
Otago	47.6	52.4	0.0	100.0	47.6	52.4	0.0	100.0	0.0	0.0	0.0	0.0	45.6	54.4	0.0	100.0	55.6	44.4	0.0	100.0	47.3	52.7	0.0	100.0	
Southland	47.2	52.8	0.0	100.0	100.0	0.0	0.0	100.0	0.0	100.0	0.0	100.0	50.0	50.0	0.0	100.0	0.0	0.0	0.0	0.0	47.6	52.4	0.0	100.0	
Not defined	Total	49.0	51.0	0.0	100.0	43.0	57.0	0.0	100.0	34.2	65.8	0.0	100.0	46.5	53.5	0.0	100.0	40.1	59.9	0.0	100.0	46.5	53.5	0.0	100.0

Quitline Caller Registrations from DHBs - Gender
(February 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	22	29	0	51	14	14	0	28	0	0	0	0	22	36	0	58	1	1	0	2	59	80	0	139
Waitemata	76	77	0	153	34	36	0	70	2	5	0	7	94	139	0	233	7	9	0	16	213	266	0	479
Auckland	59	50	0	109	27	22	0	49	0	1	0	1	114	92	0	206	7	13	0	20	207	178	0	385
Counties Manukau	70	89	0	159	36	26	0	62	6	2	0	8	68	107	0	175	12	17	0	29	192	241	0	433
Waikato	75	73	0	148	25	53	0	78	2	4	0	6	64	87	0	151	9	22	0	31	175	239	0	414
Bay of Plenty	26	43	0	69	19	34	0	53	2	0	0	2	38	55	0	93	2	14	0	16	87	146	0	233
Lakes	20	24	0	44	4	11	0	15	0	0	1	1	16	32	0	48	8	1	0	9	48	68	1	117
Tairāwhiti	3	11	0	14	2	1	0	3	0	1	0	1	4	5	0	9	0	5	0	5	9	23	0	32
Taranaki	12	20	0	32	6	9	0	15	0	0	0	0	19	33	0	52	3	2	0	5	40	64	0	104
Hawke's Bay	29	26	0	55	10	15	0	25	0	1	0	1	18	31	0	49	5	3	0	8	62	76	0	138
Whanganui	12	14	0	26	4	3	0	7	0	0	0	0	11	13	0	24	1	4	0	5	28	34	0	62
MidCentral	26	40	0	66	21	19	0	40	0	1	0	1	33	47	0	80	5	9	0	14	85	116	0	201
Wairarapa	6	4	0	10	1	3	0	4	0	0	0	0	4	7	0	11	1	1	0	2	12	15	0	27
Capital and Coast	28	43	0	71	11	20	0	31	1	2	0	3	76	76	0	152	7	13	0	20	123	154	0	277
Hutt Valley	39	31	0	70	16	17	0	33	1	1	0	2	36	43	0	79	3	11	0	14	95	103	0	198
Nelson Marlborough	13	18	0	31	7	7	0	14	0	0	0	0	20	17	0	37	3	2	0	5	43	44	0	87
West Coast	7	7	0	14	2	5	0	7	0	0	0	0	9	13	0	22	0	0	0	0	18	25	0	43
Canterbury	73	86	0	159	42	43	0	85	0	1	0	1	103	122	0	225	11	14	0	25	229	266	0	495
South Canterbury	6	12	0	18	1	6	0	7	0	0	0	0	13	11	0	24	0	0	0	0	20	29	0	49
Otago	29	40	0	69	10	18	0	28	0	2	0	2	48	49	0	97	6	11	0	17	93	120	0	213
Southland	20	15	0	35	14	8	0	22	0	0	0	0	26	25	0	51	2	6	0	8	62	54	0	116
Not defined ^b	22	23	0	45	0	0	0	0	1	0	0	1	2	1	0	3	1	1	0	2	26	25	0	51
Total	673	775	0	1448	306	370	0	676	15	21	1	37	838	1041	0	1879	94	159	0	253	1926	2366	1	4293

^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	43.1	56.9	0.0	100.0	50.0	50.0	0.0	100.0	0.0	0.0	0.0	0.0	37.9	62.1	0.0	100.0	50.0	50.0	0.0	100.0	42.4	57.6	0.0	100.0	
Waitemata	49.7	50.3	0.0	100.0	48.6	51.4	0.0	100.0	28.6	71.4	0.0	100.0	40.3	59.7	0.0	100.0	43.8	56.3	0.0	100.0	44.5	55.5	0.0	100.0	
Auckland	54.1	45.9	0.0	100.0	55.1	44.9	0.0	100.0	0.0	100.0	0.0	100.0	55.3	44.7	0.0	100.0	35.0	65.0	0.0	100.0	53.8	46.2	0.0	100.0	
Counties Manukau	44.0	56.0	0.0	100.0	58.1	41.9	0.0	100.0	75.0	25.0	0.0	100.0	38.9	61.1	0.0	100.0	41.4	58.6	0.0	100.0	44.3	55.7	0.0	100.0	
Waikato	50.7	49.3	0.0	100.0	32.1	67.9	0.0	100.0	33.3	66.7	0.0	100.0	42.4	57.6	0.0	100.0	29.0	71.0	0.0	100.0	42.3	57.7	0.0	100.0	
Bay of Plenty	37.7	62.3	0.0	100.0	35.8	64.2	0.0	100.0	100.0	0.0	0.0	100.0	40.9	59.1	0.0	100.0	12.5	87.5	0.0	100.0	37.3	62.7	0.0	100.0	
Lakes	45.5	54.5	0.0	100.0	26.7	73.3	0.0	100.0	0.0	0.0	100.0	100.0	33.3	66.7	0.0	100.0	88.9	11.1	0.0	100.0	41.0	58.1	0.9	100.0	
Tairāwhiti	21.4	78.6	0.0	100.0	66.7	33.3	0.0	100.0	0.0	100.0	0.0	100.0	44.4	55.6	0.0	100.0	0.0	100.0	0.0	100.0	28.1	71.9	0.0	100.0	
Taranaki	37.5	62.5	0.0	100.0	40.0	60.0	0.0	100.0	0.0	0.0	0.0	0.0	36.5	63.5	0.0	100.0	60.0	40.0	0.0	100.0	38.5	61.5	0.0	100.0	
Hawke's Bay	52.7	47.3	0.0	100.0	40.0	60.0	0.0	100.0	0.0	100.0	0.0	100.0	36.7	63.3	0.0	100.0	62.5	37.5	0.0	100.0	44.9	55.1	0.0	100.0	
Whanganui	46.2	53.8	0.0	100.0	57.1	42.9	0.0	100.0	0.0	0.0	0.0	0.0	45.8	54.2	0.0	100.0	20.0	80.0	0.0	100.0	45.2	54.8	0.0	100.0	
MidCentral	39.4	60.6	0.0	100.0	52.5	47.5	0.0	100.0	0.0	100.0	0.0	100.0	41.3	58.8	0.0	100.0	35.7	64.3	0.0	100.0	42.3	57.7	0.0	100.0	
Wairarapa	60.0	40.0	0.0	100.0	25.0	75.0	0.0	100.0	0.0	0.0	0.0	0.0	36.4	63.6	0.0	100.0	50.0	50.0	0.0	100.0	44.4	55.6	0.0	100.0	
Capital and Coast	39.4	60.6	0.0	100.0	35.5	64.5	0.0	100.0	33.3	66.7	0.0	100.0	50.0	50.0	0.0	100.0	35.0	65.0	0.0	100.0	44.4	55.6	0.0	100.0	
Hutt Valley	55.7	44.3	0.0	100.0	48.5	51.5	0.0	100.0	50.0	50.0	0.0	100.0	45.6	54.4	0.0	100.0	21.4	78.6	0.0	100.0	48.0	52.0	0.0	100.0	
Nelson Marlborough	41.9	58.1	0.0	100.0	50.0	50.0	0.0	100.0	0.0	0.0	0.0	0.0	54.1	45.9	0.0	100.0	60.0	40.0	0.0	100.0	49.4	50.6	0.0	100.0	
West Coast	50.0	50.0	0.0	100.0	28.6	71.4	0.0	100.0	0.0	0.0	0.0	0.0	40.9	59.1	0.0	100.0	0.0	0.0	0.0	0.0	41.9	58.1	0.0	100.0	
Canterbury	45.9	54.1	0.0	100.0	49.4	50.6	0.0	100.0	0.0	100.0	0.0	100.0	45.8	54.2	0.0	100.0	44.0	56.0	0.0	100.0	46.3	53.7	0.0	100.0	
South Canterbury	33.3	66.7	0.0	100.0	14.3	85.7	0.0	100.0	0.0	0.0	0.0	0.0	54.2	45.8	0.0	100.0	0.0	0.0	0.0	0.0	40.8	59.2	0.0	100.0	
Otago	42.0	58.0	0.0	100.0	35.7	64.3	0.0	100.0	0.0	100.0	0.0	100.0	49.5	50.5	0.0	100.0	35.3	64.7	0.0	100.0	43.7	56.3	0.0	100.0	
Southland	57.1	42.9	0.0	100.0	63.6	36.4	0.0	100.0	0.0	0.0	0.0	0.0	51.0	49.0	0.0	100.0	25.0	75.0	0.0	100.0	53.4	46.6	0.0	100.0	
Not defined	48.9	51.1	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	66.7	33.3	0.0	100.0	50.0	50.0	0.0	100.0	51.0	49.0	0.0	100.0
Total	46.5	53.5	0.0	100.0	45.3	54.7	0.0	100.0	40.5	56.8	2.7	100.0	44.6	55.4	0.0	100.0	37.2	62.8	0.0	100.0	44.9	55.1	0.0	100.0	

Quitline Caller Registrations from DHBs - Gender
(March 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	19	27	0	46	12	13	0	25	2	0	0	2	17	41	0	58	6	10	0	16	56	91	0	147
Waitemata	88	90	0	178	24	30	0	54	3	1	0	4	98	124	0	222	10	17	0	27	223	262	0	485
Auckland	88	50	0	138	31	25	0	56	1	1	0	2	117	105	0	222	9	19	0	28	246	200	0	446
Counties Manukau	73	77	0	150	35	44	0	79	2	2	0	4	76	95	0	171	12	18	0	30	198	236	0	434
Waikato	63	64	0	127	26	24	0	50	0	0	1	1	57	94	0	151	12	14	0	26	158	196	1	355
Bay of Plenty	38	42	0	80	9	27	0	36	1	0	0	1	41	43	0	84	2	14	0	16	91	126	0	217
Lakes	14	26	0	40	11	13	0	24	0	1	0	1	14	23	0	37	3	8	0	11	42	71	0	113
Tairāwhiti	8	8	0	16	2	3	0	5	1	1	0	2	2	9	0	11	0	1	0	1	13	22	0	35
Taranaki	14	16	0	30	3	11	0	14	0	1	0	1	9	28	0	37	2	6	0	8	28	62	0	90
Hawke's Bay	29	25	0	54	9	17	0	26	0	0	0	0	20	28	0	48	3	5	0	8	61	75	0	136
Whanganui	13	17	0	30	5	8	0	13	0	0	0	0	10	22	0	32	4	4	0	8	32	51	0	83
MidCentral	23	24	0	47	16	20	0	36	0	0	0	0	34	59	0	93	8	9	0	17	81	112	0	193
Wairarapa	6	8	0	14	0	2	0	2	0	1	0	1	5	10	0	15	2	0	0	2	13	21	0	34
Capital and Coast	49	79	0	128	25	18	0	43	0	0	0	0	74	81	0	155	3	8	0	11	151	186	0	337
Hutt Valley	26	38	0	64	12	9	0	21	0	2	0	2	36	54	0	90	4	8	0	12	78	111	0	189
Nelson Marlborough	22	9	0	31	10	11	0	21	0	0	0	0	23	33	0	56	3	4	0	7	58	57	0	115
West Coast	8	2	0	10	5	2	0	7	0	0	0	0	3	7	0	10	2	0	0	2	18	11	0	29
Canterbury	86	96	0	182	29	49	0	78	0	2	0	2	118	117	0	235	14	25	0	39	247	289	0	536
South Canterbury	13	9	0	22	7	3	0	10	0	0	0	0	9	13	0	22	0	1	0	1	29	26	0	55
Otago	28	33	0	61	5	20	0	25	0	0	0	0	48	51	0	99	4	7	0	11	85	111	0	196
Southland	25	20	0	45	10	7	0	17	0	0	0	0	17	38	0	55	3	1	0	4	55	66	0	121
Not defined ^b	11	10	0	21	0	0	0	0	0	0	0	0	0	1	0	1	1	0	0	1	12	11	0	23
Total	744	770	0	1514	286	356	0	642	10	12	1	23	828	1076	0	1904	107	179	0	286	1975	2393	1	4369

^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
DHB																								
Northland	41.3	58.7	0.0	100.0	48.0	52.0	0.0	100.0	100.0	0.0	0.0	100.0	29.3	70.7	0.0	100.0	37.5	62.5	0.0	100.0	38.1	61.9	0.0	100.0
Waitemata	49.4	50.6	0.0	100.0	44.4	55.6	0.0	100.0	75.0	25.0	0.0	100.0	44.1	55.9	0.0	100.0	37.0	63.0	0.0	100.0	46.0	54.0	0.0	100.0
Auckland	63.8	36.2	0.0	100.0	55.4	44.6	0.0	100.0	50.0	50.0	0.0	100.0	52.7	47.3	0.0	100.0	32.1	67.9	0.0	100.0	55.2	44.8	0.0	100.0
Counties Manukau	48.7	51.3	0.0	100.0	44.3	55.7	0.0	100.0	50.0	50.0	0.0	100.0	44.4	55.6	0.0	100.0	40.0	60.0	0.0	100.0	45.6	54.4	0.0	100.0
Waikato	49.6	50.4	0.0	100.0	52.0	48.0	0.0	100.0	0.0	0.0	100.0	100.0	37.7	62.3	0.0	100.0	46.2	53.8	0.0	100.0	44.5	55.2	0.3	100.0
Bay of Plenty	47.5	52.5	0.0	100.0	25.0	75.0	0.0	100.0	100.0	0.0	0.0	100.0	48.8	51.2	0.0	100.0	12.5	87.5	0.0	100.0	41.9	58.1	0.0	100.0
Lakes	35.0	65.0	0.0	100.0	45.8	54.2	0.0	100.0	0.0	100.0	0.0	100.0	37.8	62.2	0.0	100.0	27.3	72.7	0.0	100.0	37.2	62.8	0.0	100.0
Tairāwhiti	50.0	50.0	0.0	100.0	40.0	60.0	0.0	100.0	50.0	50.0	0.0	100.0	18.2	81.8	0.0	100.0	0.0	100.0	0.0	100.0	37.1	62.9	0.0	100.0
Taranaki	46.7	53.3	0.0	100.0	21.4	78.6	0.0	100.0	0.0	100.0	0.0	100.0	24.3	75.7	0.0	100.0	25.0	75.0	0.0	100.0	31.1	68.9	0.0	100.0
Hawke's Bay	53.7	46.3	0.0	100.0	34.6	65.4	0.0	100.0	0.0	0.0	0.0	0.0	41.7	58.3	0.0	100.0	37.5	62.5	0.0	100.0	44.9	55.1	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	31.3	68.8	0.0	100.0	50.0	50.0	0.0	100.0	38.6	61.4	0.0	100.0
MidCentral	48.9	51.1	0.0	100.0	44.4	55.6	0.0	100.0	0.0	0.0	0.0	0.0	36.6	63.4	0.0	100.0	47.1	52.9	0.0	100.0	42.0	58.0	0.0	100.0
Wairarapa	42.9	57.1	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	33.3	66.7	0.0	100.0	100.0	0.0	0.0	100.0	38.2	61.8	0.0	100.0
Capital and Coast	38.3	61.7	0.0	100.0	58.1	41.9	0.0	100.0	0.0	0.0	0.0	0.0	47.7	52.3	0.0	100.0	27.3	72.7	0.0	100.0	44.8	55.2	0.0	100.0
Hutt Valley	40.6	59.4	0.0	100.0	57.1	42.9	0.0	100.0	0.0	100.0	0.0	100.0	40.0	60.0	0.0	100.0	33.3	66.7	0.0	100.0	41.3	58.7	0.0	100.0
Nelson Marlborough	71.0	29.0	0.0	100.0	47.6	52.4	0.0	100.0	0.0	0.0	0.0	0.0	41.1	58.9	0.0	100.0	42.9	57.1	0.0	100.0	50.4	49.6	0.0	100.0
West Coast	80.0	20.0	0.0	100.0	71.4	28.6	0.0	100.0	0.0	0.0	0.0	0.0	30.0	70.0	0.0	100.0	100.0	0.0	0.0	100.0	62.1	37.9	0.0	100.0
Canterbury	47.3	52.7	0.0	100.0	37.2	62.8	0.0	100.0	0.0	100.0	0.0	100.0	50.2	49.8	0.0	100.0	35.9	64.1	0.0	100.0	46.1	53.9	0.0	100.0
South Canterbury	59.1	40.9	0.0	100.0	70.0	30.0	0.0	100.0	0.0	0.0	0.0	0.0	40.9	59.1	0.0	100.0	0.0	100.0	0.0	100.0	52.7	47.3	0.0	100.0
Otago	45.9	54.1	0.0	100.0	20.0	80.0	0.0	100.0	0.0	0.0	0.0	0.0	48.5	51.5	0.0	100.0	36.4	63.6	0.0	100.0	43.4	56.6	0.0	100.0
Southland	55.6	44.4	0.0	100.0	58.8	41.2	0.0	100.0	0.0	0.0	0.0	0.0	30.9	69.1	0.0	100.0	75.0	25.0	0.0	100.0	45.5	54.5	0.0	100.0
Not defined	52.4	47.6	0.0	100.0	0.0	0.0	0.0	#DIV/0!	0.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0	100.0	0.0	0.0	100.0	52.2	47.8	0.0	100.0
Total	49.1	50.9	0.0	100.0	44.5	55.5	0.0	100.0	43.5	52.2	4.3	100.0	43.5	56.5	0.0	100.0	37.4	62.6	0.0	100.0	45.2	54.8	0.0	100.0

Quitline Caller Registrations from DHBs - Gender
(January - March 2010)

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	68	105	0	173	35	41	0	76	2	1	0	3	64	118	0	182	14	14	0	28	183	279	0	462
Waitemata	277	264	0	541	95	105	0	200	7	7	0	14	351	433	0	784	32	41	0	73	762	850	0	1612
Auckland	236	172	0	408	85	74	0	159	2	4	0	6	367	309	0	676	28	42	0	70	718	601	0	1319
Counties Manukau	244	262	0	506	101	96	0	197	9	7	0	16	231	317	0	548	31	62	0	93	616	744	0	1360
Waikato	211	202	0	413	88	113	0	201	6	6	1	13	205	271	0	476	30	53	0	83	540	645	1	1186
Bay of Plenty	98	139	0	237	35	79	0	114	3	1	0	4	119	147	0	266	7	38	0	45	262	404	0	666
Lakes	58	78	0	136	22	38	0	60	0	2	1	3	47	83	0	130	13	12	0	25	140	213	1	354
Tairāwhiti	21	25	0	46	7	6	0	13	1	2	0	3	13	24	0	37	0	6	0	6	42	63	0	105
Taranaki	47	60	0	107	16	27	0	43	1	2	0	3	44	97	0	141	7	14	0	21	115	200	0	315
Hawke's Bay	89	86	0	175	23	53	0	76	1	3	0	4	63	95	0	158	14	14	0	28	190	251	0	441
Whanganui	32	54	0	86	13	19	0	32	0	1	0	1	32	52	0	84	7	11	0	18	84	137	0	221
MidCentral	84	113	0	197	51	62	0	113	1	2	0	3	113	153	0	266	20	35	0	55	269	365	0	634
Wairarapa	18	21	0	39	1	14	0	15	1	1	0	2	25	31	0	56	3	1	0	4	48	68	0	116
Capital and Coast	127	162	0	289	58	54	0	112	1	2	0	3	236	257	0	493	15	29	0	44	437	504	0	941
Hutt Valley	93	102	0	195	36	50	0	86	1	5	0	6	120	151	0	271	12	27	0	39	262	335	0	597
Nelson Marlborough	50	43	0	93	24	22	0	46	0	1	0	1	72	71	0	143	10	7	0	17	156	144	0	300
West Coast	21	14	0	35	9	10	0	19	0	0	0	0	20	31	0	51	2	0	0	2	52	55	0	107
Canterbury	257	268	0	525	105	140	0	245	0	6	0	6	362	392	0	754	37	54	0	91	761	860	0	1621
South Canterbury	27	31	0	58	11	14	0	25	1	0	0	1	36	43	0	79	0	3	0	3	75	91	0	166
Otago	82	108	0	190	26	60	0	86	0	4	0	4	136	165	0	301	16	26	0	42	260	363	0	623
Southland	65	57	0	122	34	26	0	60	0	0	0	0	69	94	0	163	10	11	0	21	178	188	0	366
Not defined ^b	50	52	0	102	1	0	0	1	1	1	0	2	4	4	0	8	2	1	0	3	58	58	0	116
Total	2255	2418	0	4673	876	1103	0	1979	38	58	2	98	2729	3338	0	6067	310	501	0	811	6208	7418	2	13628

^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	39.3	60.7	0.0	100.0	46.1	53.9	0.0	100.0	66.7	33.3	0.0	100.0	35.2	64.8	0.0	100.0	50.0	50.0	0.0	100.0	39.6	60.4	0.0	100.0
Waitemata	51.2	48.8	0.0	100.0	47.5	52.5	0.0	100.0	50.0	50.0	0.0	100.0	44.8	55.2	0.0	100.0	43.8	56.2	0.0	100.0	47.3	52.7	0.0	100.0
Auckland	57.8	42.2	0.0	100.0	53.5	46.5	0.0	100.0	33.3	66.7	0.0	100.0	54.3	45.7	0.0	100.0	40.0	60.0	0.0	100.0	54.4	45.6	0.0	100.0
Counties Manukau	48.2	51.8	0.0	100.0	51.3	48.7	0.0	100.0	56.3	43.8	0.0	100.0	42.2	57.8	0.0	100.0	33.3	66.7	0.0	100.0	45.3	54.7	0.0	100.0
Waikato	51.1	48.9	0.0	100.0	43.8	56.2	0.0	100.0	46.2	46.2	7.7	100.0	43.1	56.9	0.0	100.0	36.1	63.9	0.0	100.0	45.5	54.4	0.1	100.0
Bay of Plenty	41.4	58.6	0.0	100.0	30.7	69.3	0.0	100.0	75.0	25.0	0.0	100.0	44.7	55.3	0.0	100.0	15.6	84.4	0.0	100.0	39.3	60.7	0.0	100.0
Lakes	42.6	57.4	0.0	100.0	36.7	63.3	0.0	100.0	0.0	66.7	33.3	100.0	36.2	63.8	0.0	100.0	52.0	48.0	0.0	100.0	39.5	60.2	0.3	100.0
Tairāwhiti	45.7	54.3	0.0	100.0	53.8	46.2	0.0	100.0	33.3	66.7	0.0	100.0	35.1	64.9	0.0	100.0	0.0	100.0	0.0	100.0	40.0	60.0	0.0	100.0
Taranaki	43.9	56.1	0.0	100.0	37.2	62.8	0.0	100.0	33.3	66.7	0.0	100.0	31.2	68.8	0.0	100.0	33.3	66.7	0.0	100.0	36.5	63.5	0.0	100.0
Hawke's Bay	50.9	49.1	0.0	100.0	30.3	69.7	0.0	100.0	25.0	75.0	0.0	100.0	39.9	60.1	0.0	100.0	50.0	50.0	0.0	100.0	43.1	56.9	0.0	100.0
Whanganui	37.2	62.8	0.0	100.0	40.6	59.4	0.0	100.0	0.0	100.0	0.0	100.0	38.1	61.9	0.0	100.0	38.9	61.1	0.0	100.0	38.0	62.0	0.0	100.0
MidCentral	42.6	57.4	0.0	100.0	45.1	54.9	0.0	100.0	33.3	66.7	0.0	100.0	42.5	57.5	0.0	100.0	36.4	63.6	0.0	100.0	42.4	57.6	0.0	100.0
Wairarapa	46.2	53.8	0.0	100.0	6.7	93.3	0.0	100.0	50.0	50.0	0.0	100.0	44.6	55.4	0.0	100.0	75.0	25.0	0.0	100.0	41.4	58.6	0.0	100.0
Capital and Coast	43.9	56.1	0.0	100.0	51.8	48.2	0.0	100.0	33.3	66.7	0.0	100.0	47.9	52.1	0.0	100.0	34.1	65.9	0.0	100.0	46.4	53.6	0.0	100.0
Hutt Valley	47.7	52.3	0.0	100.0	41.9	58.1	0.0	100.0	16.7	83.3	0.0	100.0	44.3	55.7	0.0	100.0	30.8	69.2	0.0	100.0	43.9	56.1	0.0	100.0
Nelson Marlborough	53.8	46.2	0.0	100.0	52.2	47.8	0.0	100.0	0.0	100.0	0.0	100.0	50.3	49.7	0.0	100.0	58.8	41.2	0.0	100.0	52.0	48.0	0.0	100.0
West Coast	60.0	40.0	0.0	100.0	47.4	52.6	0.0	100.0	0.0	0.0	0.0	0.0	39.2	60.8	0.0	100.0	100.0	0.0	0.0	100.0	48.6	51.4	0.0	100.0
Canterbury	49.0	51.0	0.0	100.0	42.9	57.1	0.0	100.0	0.0	100.0	0.0	100.0	48.0	52.0	0.0	100.0	40.7	59.3	0.0	100.0	46.9	53.1	0.0	100.0
South Canterbury	46.6	53.4	0.0	100.0	44.0	56.0	0.0	100.0	100.0	0.0	0.0	100.0	45.6	54.4	0.0	100.0	0.0	100.0	0.0	100.0	45.2	54.8	0.0	100.0
Otago	43.2	56.8	0.0	100.0	30.2	69.8	0.0	100.0	0.0	100.0	0.0	100.0	45.2	54.8	0.0	100.0	38.1	61.9	0.0	100.0	41.7	58.3	0.0	100.0
Southland	53.3	46.7	0.0	100.0	56.7	43.3	0.0	100.0	0.0	0.0	0.0	0.0	42.3	57.7	0.0	100.0	47.6	52.4	0.0	100.0	48.6	51.4	0.0	100.0
Not defined	49.0	51.0	0.0	100.0	100.0	0.0	0.0	100.0	50.0	50.0	0.0	100.0	50.0	50.0	0.0	100.0	66.7	33.3	0.0	100.0	50.0	50.0	0.0	100.0
Total	48.3	51.7	0.0	100.0	44.3	55.7	0.0	100.0	38.8	59.2	2.0	100.0	45.0	55.0	0.0	100.0	38.2	61.8	0.0	100.0	45.6	54.4	0.0	100.0

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

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	15	36	22	0	2	76	0	1	9	11	2	0	23	0	0	1	0	0	0	1	0	8	38	20	0	0	66	0	10	0	0	0	0	10	1	34	84	53	2	2	176																		
Waitemata	0	47	100	58	5	0	210	0	8	39	27	2	0	76	0	2	0	0	0	1	3	0	76	194	56	3	0	329	0	25	5	0	0	0	30	0	158	338	141	10	1	648																		
Auckland	3	30	78	46	4	0	161	0	4	34	13	3	0	54	0	2	1	0	0	0	3	1	50	170	26	1	0	248	0	14	7	1	0	0	22	4	100	290	96	8	0	488																		
Courtesy Manukau	2	40	95	52	7	1	197	0	5	29	20	2	0	56	0	1	1	0	0	2	4	0	50	118	33	1	0	202	0	27	7	0	0	0	34	2	123	250	105	10	3	493																		
Waikato	1	29	71	33	4	0	138	0	6	37	28	2	0	73	0	1	2	2	0	1	6	1	40	92	38	3	0	174	0	21	4	1	0	0	26	2	97	206	102	9	1	417																		
Bay of Plenty	0	19	41	25	3	0	88	0	3	12	10	0	0	25	0	0	0	1	0	0	1	0	13	52	24	0	0	89	0	9	3	1	0	0	13	0	44	108	61	3	0	216																		
Lakes	0	14	24	11	3	0	52	0	5	13	2	1	0	21	0	0	0	0	0	1	1	26	8	26	11	0	0	45	0	4	1	0	0	0	5	0	31	64	24	4	1	124																		
Tairāwhiti	0	2	7	7	0	0	16	0	0	2	3	0	0	5	0	0	0	0	0	0	0	0	3	9	5	0	0	17	0	0	0	0	0	0	0	0	5	18	15	0	0	38																		
Taranaki	1	8	26	9	1	0	45	0	1	6	4	3	0	14	1	0	1	0	0	0	2	1	6	32	12	1	0	52	0	5	3	0	0	0	8	3	20	68	25	5	0	121																		
Hawke's Bay	1	15	26	24	0	0	66	0	2	15	7	1	0	25	0	0	1	0	1	0	1	0	14	36	11	0	0	61	0	11	0	1	0	0	12	1	42	78	44	1	1	167																		
Whangānui	0	10	14	5	0	1	30	0	1	5	5	1	0	12	0	0	0	1	0	1	0	1	4	16	7	1	0	28	0	4	0	1	0	0	5	0	19	35	18	3	1	76																		
MidCentral	1	22	36	21	4	0	84	0	4	19	11	3	0	37	0	0	1	1	0	0	2	1	23	50	18	1	0	93	1	22	1	0	0	0	24	3	71	107	51	8	0	240																		
Wairarapa	0	2	6	5	2	0	15	0	0	1	7	1	0	9	0	0	0	1	0	1	0	1	9	17	4	0	0	30	0	0	0	0	0	0	0	0	11	24	16	4	0	55																		
Capital and Coast	0	25	44	21	0	0	90	0	2	21	11	4	0	38	0	0	0	0	0	0	0	0	38	119	27	2	0	186	0	9	4	0	0	0	13	0	74	188	59	6	0	327																		
Hutt Valley	0	17	28	15	1	0	61	0	6	15	10	1	0	32	0	0	0	0	1	1	2	0	17	66	18	1	0	102	0	11	2	0	0	0	13	0	51	111	43	4	1	210																		
Nelson Marlborough	0	4	19	8	0	0	31	0	1	5	5	0	0	11	0	0	0	0	0	1	1	0	10	28	12	0	0	50	0	5	0	0	0	0	5	0	20	52	25	0	1	98																		
West Coast	0	3	5	3	0	0	11	0	0	1	3	1	0	5	0	0	0	0	0	0	0	1	4	9	5	0	0	19	0	0	0	0	0	0	1	7	15	11	1	0	35																			
Canterbury	1	33	95	49	6	0	184	0	9	39	30	4	0	82	0	0	1	0	0	2	3	0	62	180	51	1	0	294	0	21	5	1	0	0	27	1	125	320	131	11	2	590																		
South Canterbury	0	3	11	4	0	0	18	0	0	5	1	2	0	8	0	0	1	0	0	0	1	0	6	18	8	1	0	33	0	1	1	0	0	0	2	0	10	36	13	3	0	62																		
Otago	2	14	19	23	2	0	60	0	4	12	14	3	0	33	1	0	0	0	0	1	2	0	20	58	26	1	0	105	0	10	4	0	0	0	14	3	48	93	63	6	1	214																		
Southland	1	11	21	7	2	0	42	0	5	9	6	1	0	21	0	0	0	0	0	0	0	0	14	35	6	2	0	57	0	8	1	0	0	0	9	1	38	66	19	5	0	129																		
Not defined ^b	0	7	16	10	1	2	36	0	0	0	1	0	0	1	0	0	1	0	0	0	1	0	1	2	1	0	4	0	0	0	0	0	0	0	0	0	8	19	12	1	2	42																		
Total	14	370	818	458	45	6	1711	0	67	328	229	37	0	661	2	6	11	5	3	11	38	5	476	1365	419	19	0	2284	1	217	48	6	0	0	272	22	1136	2570	1117	104	17	4966																		

^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	1.3	19.7	47.4	28.9	0.0	2.6	100.0	0.0	4.3	39.1	47.8	8.7	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	12.1	57.6	30.3	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.6	19.3	47.7	30.1	1.1	1.1	100.0																			
Waitemata	0.0	22.4	47.6	27.6	2.4	0.0	100.0	0.0	10.5	51.3	35.5	2.6	0.0	100.0	0.0	66.7	0.0	0.0	0.0	33.3	100.0	0.0	23.1	59.0	17.0	0.0	0.0	100.0	0.0	83.3	16.7	0.0	0.0	0.0	0.0	24.4	52.2	21.8	1.5	0.2	100.0																			
Auckland	1.9	18.6	48.4	28.6	2.5	0.0	100.0	0.0	7.4	63.0	24.1	5.6	0.0	100.0	0.0	66.7	33.3	0.0	0.0	0.0	100.0	0.4	20.2	68.5	10.5	0.4	0.0	100.0	0.0	63.6	31.8	4.5	0.0	0.0	0.8	20.5	59.4	17.6	1.6	0.0	100.0																			
Courtesy Manukau	1.0	20.3	48.2	26.4	3.6	0.5	100.0	0.0	8.9	51.8	35.7	3.6	0.0	100.0	0.0	25.0	25.0	0.0	0.0	50.0	100.0	0.0	24.8	58.4	16.3	0.5	0.0	100.0	0.0	79.4	20.6	0.0	0.0	0.0	0.4	24.9	50.7	21.3	2.0	0.6	100.0																			
Waikato	0.7	21.0	51.4	23.9	2.9	0.0	100.0	0.0	8.2	50.7	38.4	2.7	0.0	100.0	0.0	16.7	33.3	33.3	0.0	16.7	100.0	0.6	23.0	52.9	21.8	1.7	0.0	100.0	0.0	80.8	15.4	3.8	0.0	0.0	0.5	23.3	49.4	24.5	2.2	0.2	100.0																			
Bay of Plenty	0.0	21.6	46.6	28.4	3.4	0.0	100.0	0.0	12.0	48.0	40.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	14.6	58.4	27.0	0.0	0.0	100.0	0.0	69.2	23.1	7.7	0.0	0.0	0.0	20.4	50.0	28.2	1.4	0.0	100.0																		
Lakes	0.0	26.9	46.2	21.2	5.8	0.0	100.0	0.0	23.8	61.9	9.5	4.8	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	17.8	57.8	24.4	0.0	0.0	100.0	0.0	80.0	20.0	0.0	0.0	0.0	0.0	25.0	51.6	19.4	3.2	0.8	100.0																			
Tairāwhiti	0.0	12.5	43.8	43.8	0.0	0.0	100.0	0.0	0.0	40.0	60.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.6	52.9	29.4	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.2	47.4	39.5	0.0	0.0	100.0																			
Taranaki	2.2	17.8	57.8	20.0	2.2	0.0	100.0	0.0	7.1	42.9	28.6	21.4	0.0	100.0	50.0	0.0	50.0	0.0	0.0	0.0	100.0	1.9	11.5	61.5	23.1	1.9	0.0	100.0	0.0	62.5	37.5	0.0	0.0	0.0	2.5	16.5	56.2	20.7	4.1	0.0	100.0																			
Hawke's Bay	1.5	22.7	39.4	26.4	0.0	0.0	100.0	0.0	8.0	60.0	28.0	4.0	0.0	100.0	0.0	0.0	33.3	33.3	0.0	33.3	100.0	0.0	23.0	59.0	18.0	0.0	0.0	100.0	0.0	91.7	0.0	8.3	0.0	0.0	0.6	25.1	46.7	26.3	0.6	0.6	100.0																			
Whangānui	0.0	33.3	46.7	16.7	0.0	3.3	100.0	0.0	8.3	41.7	41.7	8.3	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	14.3	57.1	25.0	3.6	0.0	100.0	0.0	80.0	0.0	20.0	0.0	0.0	0.0	25.0	46.1	23.7	3.9	1.3	100.0																		
MidCentral	1.2	26.2	42.9	25.0	4.8	0.0	100.0	0.0	10.8	51.4	29.7	8.1	0.0	100.0	0.0	0.0	50.0	50.0	0.0	0.0	100.0	1.1	24.7	53.8	19.4	1.1	0.0	100.0	4.2	91.7	4.2	0.0	0.0	0.0	1.3	29.6	44.6	21.3	3.3	0.0	100.0																			
Wairarapa	0.0	13.3	40.0	33.3	13.3	0.0	100.0																																																					

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

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	8	24	14	4	0	51	0	4	16	5	3	0	28	0	0	0	0	0	0	0	0	11	33	14	0	0	58	0	1	0	1	0	0	2	1	24	73	34	7	0	139																		
Waitemata	1	34	84	30	3	1	153	0	8	31	25	6	0	70	1	1	2	0	1	2	7	0	46	140	45	2	0	233	0	16	0	0	0	0	2	2	105	257	100	12	3	479																		
Auckland	1	19	61	26	1	1	109	0	2	19	20	8	0	49	0	0	0	1	0	1	1	0	37	137	31	1	0	206	0	13	6	1	0	0	20	1	71	223	79	10	1	385																		
Courtesy Manukau	4	23	91	36	4	1	159	0	6	31	22	3	0	62	0	2	5	1	0	0	8	0	51	99	25	0	0	175	0	28	1	0	0	0	29	4	110	227	84	7	1	433																		
Waikato	3	30	76	31	8	0	148	0	10	37	29	2	0	78	0	3	1	0	0	2	6	0	41	79	25	6	0	151	0	26	3	2	0	0	31	3	110	196	87	16	2	414																		
Bay of Plenty	1	12	34	19	3	0	69	0	4	21	23	5	0	53	0	0	1	1	0	0	2	0	15	51	24	3	0	93	0	14	2	0	0	0	16	1	45	109	67	11	0	233																		
Lakes	0	16	23	5	0	0	44	0	4	8	1	2	0	15	0	0	0	0	1	1	1	0	13	23	12	0	0	48	0	9	0	0	0	0	9	0	42	54	18	2	1	117																		
Tairāwhiti	0	2	9	3	0	0	14	0	0	0	2	1	0	3	0	0	1	0	0	0	1	0	2	5	2	0	0	9	0	5	0	0	0	0	5	0	9	15	7	1	0	32																		
Taranaki	1	8	16	7	0	0	32	1	2	9	2	1	0	15	0	0	0	0	0	0	0	0	3	34	14	1	0	52	0	4	1	0	0	0	5	2	17	60	23	2	0	104																		
Hawke's Bay	1	12	32	9	1	0	55	0	3	12	9	1	0	25	0	0	1	0	0	0	1	1	14	23	11	0	0	48	0	6	2	0	0	0	2	35	70	29	2	0	138																			
Whangarei	0	4	10	11	1	0	26	0	1	2	2	2	0	7	0	0	0	0	0	0	0	0	7	12	5	0	0	24	0	5	0	0	0	0	5	0	17	24	18	3	0	62																		
MidCentral	1	15	34	14	2	0	66	0	5	21	13	1	0	40	0	1	0	0	0	0	1	0	14	44	21	1	0	80	0	11	3	0	0	0	14	1	46	102	48	4	0	201																		
Wairarapa	0	3	7	0	0	0	10	0	1	3	0	0	0	4	0	0	0	0	0	0	0	0	1	10	0	0	0	11	0	1	0	1	0	0	2	0	6	20	1	0	0	27																		
Capital and Coast	0	16	32	20	3	0	71	0	3	14	12	2	0	31	2	0	1	0	0	0	3	0	35	99	16	2	0	152	0	17	3	0	0	0	20	2	71	149	48	7	0	277																		
Hutt Valley	0	18	31	20	1	0	70	0	4	13	14	2	0	33	0	0	1	0	0	1	2	0	16	49	13	1	0	79	0	11	2	1	0	0	14	0	49	96	48	4	1	198																		
Nelson Marlborough	1	5	15	10	0	0	31	0	1	8	3	2	0	14	0	0	0	0	0	0	0	0	6	24	7	0	0	37	0	3	2	0	0	0	5	1	15	49	20	2	0	87																		
West Coast	0	4	5	4	1	0	14	0	0	1	5	1	0	7	0	0	0	0	0	0	0	0	1	17	4	0	0	22	0	0	0	0	0	0	0	5	23	13	2	0	43																			
Canterbury	1	29	81	41	7	0	159	0	12	49	22	2	0	85	0	0	0	0	0	1	1	0	42	130	52	1	0	225	0	19	6	0	0	0	25	1	102	266	115	10	1	495																		
South Canterbury	0	4	11	3	0	0	18	0	0	2	5	0	0	7	0	0	0	0	0	0	0	0	3	14	7	0	0	24	0	0	0	0	0	0	0	0	7	27	15	0	0	49																		
Otago	0	17	30	17	5	0	69	0	2	11	10	4	1	28	0	0	1	1	0	0	2	1	18	60	18	0	0	97	0	11	5	1	0	0	17	1	48	107	47	9	1	213																		
Southland	0	8	15	10	2	0	35	0	4	14	2	2	0	22	0	0	0	0	0	0	0	0	10	31	10	0	0	51	0	7	1	0	0	0	8	0	29	61	22	4	0	116																		
Not defined ^b	1	11	25	5	2	1	45	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	2	1	0	3	0	2	0	0	0	0	2	1	13	27	6	3	1	51																			
Total	17	298	746	335	48	4	1448	1	76	322	226	50	1	676	3	7	14	4	2	7	37	2	386	1116	357	18	0	1879	0	209	37	7	0	0	253	23	976	2235	929	118	12	4293																		

^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	2.0	15.7	47.1	27.5	7.8	0.0	100.0	0.0	14.3	57.1	17.9	10.7	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.0	56.9	24.1	0.0	0.0	100.0	0.0	50.0	0.0	50.0	0.0	0.0	0.0	0.7	17.3	52.5	24.5	5.0	0.0	100.0																			
Waitemata	0.7	22.2	54.9	19.6	2.0	0.7	100.0	0.0	11.4	44.3	35.7	8.6	0.0	100.0	14.3	14.3	28.6	0.0	14.3	28.6	0.0	0.0	19.7	60.1	19.3	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.4	21.9	53.7	20.9	2.5	0.6	100.0																			
Auckland	0.9	17.4	56.0	23.9	0.9	0.9	100.0	0.0	4.1	38.8	40.8	16.3	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	18.0	66.5	15.0	0.5	0.0	100.0	0.0	65.0	30.0	5.0	0.0	0.0	0.3	18.4	57.9	20.5	2.6	0.3	100.0																			
Courtesy Manukau	2.5	14.5	57.2	22.6	2.5	0.6	100.0	0.0	9.7	50.0	35.5	4.8	0.0	100.0	0.0	25.0	62.5	12.5	0.0	0.0	0.0	0.0	28.1	56.6	14.3	0.0	0.0	100.0	0.0	96.6	3.4	0.0	0.0	0.0	0.9	25.4	52.4	19.4	1.6	0.2	100.0																			
Waikato	2.0	20.3	51.4	20.9	5.4	0.0	100.0	0.0	12.8	47.4	37.2	2.6	0.0	100.0	0.0	50.0	16.7	0.0	0.0	33.3	0.0	0.0	27.2	52.3	16.6	4.0	0.0	100.0	0.0	83.9	9.7	6.5	0.0	0.0	0.0	0.7	26.6	47.3	21.0	3.9	0.5	100.0																		
Bay of Plenty	1.4	17.4	49.3	27.5	4.3	0.0	100.0	0.0	7.5	39.6	43.4	9.4	0.0	100.0	0.0	0.0	50.0	50.0	0.0	0.0	0.0	0.0	16.1	54.8	25.8	3.2	0.0	100.0	0.0	87.5	12.5	0.0	0.0	0.0	0.4	19.3	46.8	28.8	4.7	0.0	100.0																			
Lakes	0.0	36.4	52.3	11.4	0.0	0.0	100.0	0.0	26.7	53.3	6.7	13.3	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.1	47.9	25.0	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	35.9	46.2	15.4	1.7	0.9	100.0																			
Tairāwhiti	0.0	14.3	64.3	21.4	0.0	0.0	100.0	0.0	0.0	0.0	66.7	33.3	0.0	100.0	0.0	0.0	100.0	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	0.0	28.1	46.9	21.9	3.1	0.0	100.0																			
Taranaki	3.1	25.0	50.0	21.9	0.0	0.0	100.0	6.7	13.3	60.0	13.3	6.7	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	65.4	26.9	1.9	0.0	100.0	0.0	80.0	20.0	0.0	0.0	0.0	1.9	16.3	57.7	22.1	1.9	0.0	100.0																			
Hawke's Bay	1.8	21.8	58.2	16.4	1.8	0.0	100.0	0.0	12.0	48.0	36.0	4.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	2.0	28.6	46.9	22.4	0.0	0.0	100.0	0.0	75.0	25.0	0.0	0.0	0.0	1.4	25.4	50.7	21.0	1.4	0.0	100.0																		
Whangarei	0.0	15.4	38.5	42.3	3.8	0.0	100.0	0.0	14.3	28.6	28.6	28.6	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.2	50.0	20.8	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	27.4	38.7	29.0	4.8	0.0	100.0																			
MidCentral	1.5	22.7	51.5	21.2	3.0	0.0	100.0	0.0	12.5	52.5	32.5	2.5	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	17.5	55.0	26.3	1.3	0.0	100.0	0.0	78.6	21.4	0.0	0.0	0.0	0.5	22.9	50.7	23.9	2.0	0.0	100.0																			
Wairarapa	0.0	30.0	70.0	0.0	0.0	0.0	100.0	0.0	25.0	75.0	0.0	0.0	0.0</																																															

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

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								
Northland	1	8	20	13	4	0	46	0	2	10	10	3	0	25	0	1	1	0	0	0	2	0	8	28	19	3	0	58	0	14	2	0	0	0	16	1	33	61	42	10	0	147	
Waitemata	0	26	96	48	8	0	178	0	5	27	18	4	0	54	0	1	2	0	0	1	4	0	47	137	38	0	0	222	0	20	6	1	0	0	27	0	99	268	105	12	1	485	
Auckland	1	27	82	26	2	0	138	0	4	27	21	4	0	56	0	0	1	0	1	2	1	1	45	137	38	1	0	222	0	24	3	1	0	0	28	2	100	249	97	7	1	446	
Courtesy Manukau	0	26	90	29	5	0	150	0	9	43	24	3	0	79	0	0	2	1	0	1	4	0	37	110	22	2	0	171	0	25	4	1	0	0	30	0	97	249	77	10	1	434	
Waikato	1	35	57	28	5	1	127	0	5	23	19	3	0	50	0	0	1	0	0	0	1	1	3	49	74	22	3	0	151	0	23	3	0	0	0	26	4	112	158	69	11	1	355
Bay of Plenty	0	14	42	20	4	0	80	0	3	14	15	4	0	36	0	0	1	0	0	0	1	0	20	45	18	1	0	84	0	14	2	0	0	0	16	0	51	104	53	9	0	217	
Lakes	1	6	21	12	0	0	40	0	2	11	8	3	0	24	0	0	0	0	0	1	1	1	10	19	8	0	0	37	0	10	1	0	0	0	11	1	28	52	28	3	1	113	
Tairāwhiti	1	2	10	2	1	0	16	0	1	1	3	0	0	5	0	0	0	0	0	2	2	0	5	4	2	0	0	11	0	1	9	15	7	1	2	35							
Taranaki	1	3	10	14	2	0	30	0	1	7	4	2	0	14	0	0	0	1	0	0	1	0	6	24	7	0	0	37	1	6	0	1	0	0	8	2	16	41	27	4	0	90	
Hawke's Bay	1	14	24	13	1	1	54	0	1	10	14	1	0	26	0	0	0	0	0	0	0	0	11	26	11	0	0	48	0	8	0	0	0	0	8	1	34	60	38	2	1	136	
Whangarei	0	6	12	10	2	0	30	0	0	9	4	0	0	13	0	0	0	0	0	0	0	0	8	16	7	0	0	32	0	7	1	0	0	0	8	1	21	38	21	2	0	63	
MidCentral	1	9	24	12	1	0	47	0	5	21	9	1	0	36	0	0	0	0	0	0	0	0	18	51	24	0	0	93	1	15	1	0	0	0	17	2	47	97	45	2	0	193	
Wairarapa	0	1	11	2	0	0	14	0	1	0	0	1	0	2	0	0	0	0	0	0	1	0	4	6	5	0	0	15	0	7	1	1	0	0	2	0	7	18	7	1	1	34	
Capital and Coast	2	27	78	17	4	0	128	0	2	23	15	3	0	43	0	0	0	0	0	0	0	1	30	106	16	2	0	155	0	7	4	0	0	0	11	3	66	211	48	9	0	337	
Hutt Valley	1	12	37	14	0	0	64	1	2	9	6	3	0	21	0	2	0	0	0	0	2	0	30	51	8	1	0	90	0	9	3	0	0	0	12	2	55	100	28	4	0	189	
Nelson Marlborough	2	11	14	3	1	0	31	0	0	14	5	2	0	21	0	0	0	0	0	0	0	0	10	39	6	1	0	56	0	5	2	0	0	0	7	2	26	69	14	4	0	115	
West Coast	1	3	5	1	0	0	10	0	2	1	4	0	0	7	0	0	0	0	0	0	0	0	2	8	0	0	0	10	0	2	0	0	0	0	2	1	9	14	5	0	0	29	
Canterbury	0	36	90	49	7	0	182	0	8	35	33	2	0	78	0	0	1	0	0	1	2	1	46	136	50	2	0	235	0	34	5	0	0	0	39	1	124	267	132	11	1	536	
South Canterbury	0	2	12	6	2	0	22	0	1	4	5	0	0	10	0	0	0	0	0	0	0	0	3	16	3	0	0	22	0	1	0	0	0	0	1	0	7	32	14	2	0	55	
Otago	0	11	32	16	2	0	61	0	4	14	6	1	0	25	0	0	0	0	0	0	0	0	34	50	14	1	0	99	0	9	2	0	0	0	11	0	58	98	36	4	0	196	
Southland	1	11	19	12	2	0	45	0	7	5	5	0	0	17	0	0	0	0	0	0	0	1	15	29	10	0	0	55	0	3	1	0	0	0	4	2	36	54	27	2	0	121	
Not defined ^b	2	2	10	6	1	0	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	1	0	2	3	11	6	1	23	
Total	17	292	796	353	54	2	1514	1	65	308	228	40	0	642	0	4	8	3	0	8	23	8	438	1113	328	17	0	1904	2	239	41	4	0	0	286	28	1038	2266	916	111	10	4369	

^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											
	<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	2.2	17.4	43.5	28.3	8.7	0.0	100.0	0.0	8.0	40.0	40.0	12.0	0.0	100.0	0.0	50.0	50.0	0.0	0.0	0.0	100.0	0.0	13.8	48.3	32.8	5.2	0.0	100.0	0.0	87.5	12.5	0.0	0.0	0.0	100.0	0.7	22.4	41.5	28.6	6.8	0.0	100.0
Waitemata	0.0	14.6	53.9	27.0	4.5	0.0	100.0	0.0	9.3	50.0	33.3	7.4	0.0	100.0	0.0	25.0	50.0	0.0	0.0	25.0	100.0	0.0	21.2	61.7	17.1	0.0	0.0	100.0	0.0	74.1	22.2	3.7	0.0	0.0	100.0	0.0	20.4	55.3	21.6	2.5	0.2	100.0
Auckland	0.7	19.6	59.4	18.8	1.4	0.0	100.0	0.0	7.1	48.2	37.5	7.1	0.0	100.0	0.0	0.0	0.0	50.0	0.0	50.0	100.0	0.5	20.3	61.7	17.1	0.5	0.0	100.0	0.0	85.7	10.7	3.6	0.0	0.0	100.0	0.4	22.4	55.8	19.5	1.6	0.2	100.0
Courtesy Manukau	0.0	17.3	60.0	19.3	3.3	0.0	100.0	0.0	11.4	54.4	30.4	3.8	0.0	100.0	0.0	0.0	50.0	25.0	0.0	25.0	100.0	0.0	21.6	64.3	12.9	1.2	0.0	100.0	0.0	83.3	13.3	3.3	0.0	0.0	100.0	0.0	24.4	57.4	17.7	2.3	0.2	100.0
Waikato	0.8	27.6	44.9	22.0	3.9	0.8	100.0	0.0	10.0	46.0	38.0	6.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	2.0	32.5	49.0	14.6	2.0	0.0	100.0	0.0	88.5	11.5	0.0	0.0	0.0	100.0	1.1	31.5	44.5	19.4	3.1	0.3	100.0
Bay of Plenty	0.0	17.5	52.5	25.0	5.0	0.0	100.0	0.0	8.3	38.9	41.7	11.1	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	23.8	53.6	21.4	1.2	0.0	100.0	0.0	87.5	12.5	0.0	0.0	0.0	100.0	0.0	23.5	47.9	24.4	4.1	0.0	100.0
Lakes	2.5	15.0	52.5	30.0	0.0	0.0	100.0	0.0	8.3	45.8	33.3	12.5	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	27.0	51.4	21.6	0.0	0.0	100.0	0.0	90.9	9.1	0.0	0.0	0.0	100.0	0.9	24.8	46.0	24.8	2.7	0.9	100.0	
Tairāwhiti	6.3	12.5	62.5	12.5	6.3	0.0	100.0	0.0	20.0	20.0	60.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	45.5	36.4	18.2	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	2.9	25.7	42.9	20.0	2.9	5.7	100.0	
Taranaki	3.3	10.0	33.3	46.7	6.7	0.0	100.0	0.0	7.1	50.0	28.6	14.3	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	16.2	64.9	18.9	0.0	0.0	100.0	12.5	75.0	0.0	12.5	0.0	0.0	100.0	2.2	17.8	45.6	30.0	4.4	0.0	100.0
Hawke's Bay	1.9	25.9	44.4	24.1	1.9	1.9	100.0	0.0	3.8	38.5	53.8	3.8	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	22.9	54.2	22.9	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.7	25.0	44.1	27.9	1.5	0.7	100.0
Whangarei	0.0	20.0	40.0	33.3	6.7	0.0	100.0	0.0	0.0	69.2	30.8	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	3.1	25.0	50.0	21.9	0.0	0.0	100.0	0.0	87.5	12.5	0.0	0.0	0.0	100.0	1.2	25.3	45.8	25.3	2.4	0.0	100.0
MidCentral	2.1	19.1	51.1	25.5	2.1	0.0	100.0	0.0	13.9	58.3	25.0	2.8	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	19.4	54.8	25.8	0.0	100.0	5													

Quitline Caller Registrations from DHBs - Age Group
(January - March 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							
Northland	3	38	46	28	4	4	203	0	6	34	27	7	0	74	0	0	2	0	0	0	0	0	27	109	54	0	0	150	0	21	0	1	0	0	22	3	92	241	140	11	4	691
Waitemata	1	128	284	146	13	1	573	0	24	109	79	10	0	222	1	5	2	0	1	4	13	0	198	528	157	8	0	891	0	66	10	0	0	0	76	2	421	933	382	32	5	1775
Auckland	7	79	217	118	9	1	431	0	10	87	46	14	0	157	0	4	2	1	0	0	7	2	137	477	83	3	0	702	0	41	20	3	0	0	64	9	271	803	251	26	1	1361
Counties Manukau	8	103	281	140	18	3	553	0	16	89	62	7	0	174	0	4	7	1	0	4	16	0	151	335	91	2	0	579	0	82	15	0	0	0	97	8	356	727	284	27	7	1419
Waikato	5	88	218	97	16	0	424	0	22	111	85	6	0	224	0	5	5	4	0	4	18	2	121	263	101	12	0	499	0	68	11	4	0	0	83	7	304	608	291	34	4	1248
Bay of Plenty	1	50	116	69	9	0	245	0	10	45	43	5	0	103	0	0	1	3	0	0	4	0	41	155	72	3	0	271	0	32	8	2	0	0	42	1	133	325	189	17	0	665
Lakes	0	44	71	27	6	0	148	0	14	34	5	4	0	57	0	0	0	0	0	3	3	0	29	75	34	0	0	138	0	17	2	0	0	0	19	0	104	182	66	10	3	365
Tairāwhiti	0	6	23	17	0	0	46	0	0	4	8	1	0	13	0	0	1	0	0	0	1	0	8	23	12	0	0	43	0	5	0	0	0	5	0	19	51	37	1	0	108	
Taranaki	3	24	68	25	2	0	122	1	4	21	10	7	0	43	2	0	2	0	0	0	4	2	15	98	38	3	0	156	0	14	7	0	0	0	21	8	57	196	73	12	0	346
Hawke's Bay	3	42	84	57	1	0	187	0	7	42	23	3	0	75	0	0	3	2	0	2	7	1	42	95	33	0	0	171	0	28	2	2	0	0	32	4	119	226	117	4	2	472
Whangānui	0	24	38	21	1	2	86	0	3	12	12	4	0	31	0	0	0	0	2	0	2	0	15	44	19	2	0	80	0	13	0	2	0	0	15	0	55	94	54	9	2	214
MidCentral	3	59	106	56	10	0	234	0	13	59	35	7	0	114	0	1	2	2	0	0	5	2	60	144	57	3	0	266	2	55	5	0	0	0	62	7	188	316	150	20	0	681
Wairarapa	0	7	19	10	4	0	40	0	1	5	14	2	0	22	0	0	0	0	2	0	2	0	19	44	8	0	0	71	0	1	0	1	0	0	2	0	28	68	33	8	0	137
Capital and Coast	0	66	120	62	3	0	251	0	7	56	34	10	0	107	2	0	1	0	0	0	3	0	111	337	70	6	0	524	0	35	11	0	0	0	46	2	219	525	166	19	0	931
Hutt Valley	0	52	87	50	3	0	192	0	16	43	34	4	0	97	0	0	1	0	2	3	6	0	50	181	49	3	0	283	0	33	6	1	0	0	40	0	151	318	134	12	3	618
Nelson Marlborough	1	13	53	26	0	0	93	0	3	18	13	2	0	36	0	0	0	0	0	2	2	0	26	80	31	0	0	137	0	13	2	0	0	0	15	1	55	173	70	2	2	283
West Coast	0	0	15	10	1	0	36	0	0	3	11	3	0	17	0	0	0	0	0	0	0	2	9	35	14	0	0	60	0	0	0	0	0	0	2	19	53	35	4	0	113	
Canterbury	3	95	271	139	19	0	527	0	30	127	82	10	0	249	0	0	2	0	0	5	7	0	166	490	154	3	0	813	0	61	16	2	0	0	79	3	352	906	377	32	5	1675
South Canterbury	0	10	33	11	0	0	54	0	0	12	7	4	0	23	0	0	2	0	0	0	2	0	15	50	23	2	0	90	0	2	2	0	0	4	0	27	99	41	6	0	173	
Otago	4	45	68	63	9	0	189	0	10	35	38	10	1	94	2	0	1	1	0	2	6	1	58	176	70	2	0	307	0	31	13	1	0	0	45	7	144	293	173	21	3	641
Southland	2	30	57	24	6	0	119	0	14	32	14	4	0	64	0	0	0	0	0	0	0	0	38	101	22	4	0	165	0	23	3	0	0	0	26	2	105	193	60	14	0	374
Not defined*	1	25	57	25	4	5	117	0	0	0	2	0	0	2	0	0	2	0	1	0	3	0	2	6	3	0	0	11	0	2	0	0	0	2	1	29	65	30	5	5	135	
Total	45	1038	2382	1251	138	16	4870	1	210	978	684	124	1	1998	7	19	36	14	8	29	113	12	1338	3846	1195	56	0	6447	2	643	133	19	0	0	797	67	3248	7375	3163	326	46	14225

*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								
Northland	1.5	18.7	47.3	28.6	2.0	2.0	100.0	0.0	8.1	45.9	36.5	9.5	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	14.2	57.4	28.4	0.0	0.0	100.0	0.0	95.5	0.0	4.5	0.0	0.0	100.0	0.6	18.7	49.1	28.5	2.2	0.8	100.0	
Waitemata	0.2	22.3	49.6	25.5	2.1	0.2	100.0	0.0	10.8	49.1	35.6	4.5	0.0	100.0	7.7	38.5	15.4	0.0	7.7	30.8	100.0	0.0	22.2	59.3	17.6	0.9	0.0	100.0	0.0	86.8	13.2	0.0	0.0	0.0	100.0	0.1	23.7	52.6	21.5	1.8	0.3	100.0	
Auckland	1.6	18.3	50.3	27.4	2.1	0.2	100.0	0.0	6.4	55.4	29.3	8.9	0.0	100.0	0.0	57.1	28.6	14.3	0.0	0.0	100.0	0.3	19.5	67.9	11.8	0.4	0.0	100.0	0.0	64.1	31.3	4.7	0.0	0.0	100.0	0.7	19.9	59.0	18.4	1.9	0.1	100.0	
Counties Manukau	1.4	18.6	50.8	25.3	3.3	0.5	100.0	0.0	9.2	51.1	35.6	4.0	0.0	100.0	0.0	25.0	43.8	6.3	0.0	25.0	100.0	0.0	26.1	57.9	15.7	0.3	0.0	100.0	0.0	84.5	15.5	0.0	0.0	0.0	100.0	0.6	25.1	51.2	20.7	1.9	0.5	100.0	
Waikato	1.2	20.8	51.4	22.9	3.8	0.0	100.0	0.0	9.8	49.6	37.9	2.7	0.0	100.0	0.0	27.8	27.8	22.2	0.0	22.2	100.0	0.4	24.2	52.7	20.2	2.4	0.0	100.0	0.0	81.9	13.3	4.8	0.0	0.0	100.0	0.6	24.4	48.7	23.3	2.7	0.3	100.0	
Bay of Plenty	0.4	20.4	47.3	28.2	3.7	0.0	100.0	0.0	9.7	43.7	41.7	4.9	0.0	100.0	0.0	0.0	25.0	75.0	0.0	0.0	100.0	0.0	15.1	57.2	26.6	1.1	0.0	100.0	0.0	76.2	19.0	4.8	0.0	0.0	100.0	0.2	20.0	48.9	28.4	2.6	0.0	100.0	
Lakes	0.0	29.7	48.0	18.2	4.1	0.0	100.0	0.0	24.6	59.6	8.8	7.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	21.0	54.3	24.6	0.0	0.0	100.0	0.0	89.5	10.5	0.0	0.0	0.0	100.0	0.0	28.5	49.9	18.1	2.7	0.8	100.0	
Tairāwhiti	0.0	13.0	50.0	37.0	0.0	0.0	100.0	0.0	0.0	30.8	61.5	7.7	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	18.6	53.5	27.9	0.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	17.6	47.2	34.3	0.9	0.0	100.0
Taranaki	2.5	19.																																									

Quitline Caller Registrations from DHBs - Ethnicity
(January 2010)

Number	New clients						Repeat clients						Quit Pack clients and General Enquiries						Web clients						TtxtQuit 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									
Northland	33	36	5	1	1	6	7	89	9	14	1	1	0	1	0	26	0	1	0	0	0	0	0	1	15	47	0	0	0	6	5	73	0	6	0	2	0	0	3	11	57	104	6	4	1	13	15	200	
Waitemata	44	138	23	15	2	15	6	243	9	66	4	2	2	2	0	85	1	1	0	0	0	0	0	2	4	45	203	23	18	1	68	10	368	0	19	4	0	0	6	1	30	99	427	54	35	5	91	19	730
Auckland	36	80	25	15	7	15	6	184	14	31	4	9	1	2	0	61	0	0	1	0	0	0	0	2	3	28	159	20	27	2	28	13	277	1	11	3	4	1	1	2	23	79	281	53	55	11	46	23	548
Courties Manukau	62	73	53	21	0	20	1	230	18	28	9	3	2	5	1	66	0	0	1	0	0	0	1	2	4	41	104	32	12	0	22	9	220	0	15	9	0	1	0	10	35	121	220	104	36	3	48	23	555
Waikato	58	75	10	5	0	13	1	162	27	45	7	2	0	5	0	86	1	1	0	1	0	0	0	3	6	41	127	0	1	0	15	7	191	5	15	4	0	0	1	4	29	132	263	21	9	0	34	15	474
Bay of Plenty	41	50	2	1	1	7	2	104	8	16	0	0	0	0	0	25	0	0	0	0	0	0	0	1	1	19	70	1	0	0	5	2	97	2	6	0	0	0	5	13	70	142	3	1	1	1	13	10	240
Lakes	27	25	0	2	0	2	1	57	10	14	0	0	0	1	0	25	0	0	0	0	0	0	0	1	1	15	28	0	1	0	2	4	50	0	5	0	0	0	0	0	5	52	72	0	3	0	5	6	138
Tairāwhiti	10	6	2	0	0	3	0	21	2	3	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	6	8	0	0	0	1	2	17	0	0	0	0	0	0	0	0	18	17	2	0	0	4	2	43
Taranaki	14	30	2	2	1	1	2	52	3	11	0	0	0	0	0	14	0	1	0	1	0	0	0	2	7	41	1	0	0	0	2	4	55	1	5	0	0	0	0	0	3	25	88	3	3	1	3	9	132
Hawke's Bay	31	31	1	2	0	8	2	75	9	18	0	0	0	0	0	28	1	1	0	0	0	0	2	4	12	48	0	2	0	4	2	68	0	9	0	0	0	1	3	13	53	107	1	4	0	14	9	188	
Whanganui	10	15	2	0	1	7	1	36	4	10	0	0	0	0	0	14	0	1	0	0	0	1	0	2	9	21	0	0	0	0	0	0	30	0	5	0	0	0	0	0	5	23	52	2	0	1	8	1	87
MidCentral	26	55	2	1	2	8	1	95	10	28	1	0	0	3	0	42	0	1	0	0	0	1	0	2	16	67	2	1	0	12	5	103	1	18	1	0	0	3	3	26	53	169	6	2	2	27	9	268	
Wairarapa	2	13	1	0	0	4	0	20	3	7	1	0	0	0	0	11	0	1	0	0	0	0	0	1	3	28	1	0	0	1	0	0	33	0	0	0	0	0	0	0	8	49	3	0	0	0	5	65	
Capital and Coast	16	59	12	4	1	1	7	100	9	33	2	1	0	2	0	47	0	0	0	0	0	0	0	0	0	17	143	10	6	0	14	8	198	1	8	6	0	1	0	0	16	43	243	30	11	2	17	15	361
Hutt Valley	22	34	7	1	0	4	2	70	5	26	2	2	0	0	0	35	1	0	0	0	0	0	0	1	2	19	73	4	3	0	10	5	114	1	10	0	0	0	3	14	48	143	13	6	0	0	14	11	235
Nelson Marlborough	4	22	3	1	0	3	0	33	3	8	0	0	0	1	0	12	0	0	0	0	0	0	0	0	1	3	41	0	0	0	5	4	53	0	4	0	0	0	0	1	5	10	75	3	1	0	9	6	104
West Coast	4	9	0	0	0	2	0	15	0	4	0	0	0	1	1	6	0	0	0	0	0	0	0	0	1	15	0	1	0	4	0	2	21	0	0	0	0	0	0	0	0	5	28	0	1	0	7	1	42
Canterbury	28	135	7	7	4	20	2	203	8	29	1	2	3	5	0	88	0	2	0	0	0	0	1	3	21	240	4	5	0	30	11	311	0	20	1	1	1	1	4	28	57	466	13	15	8	56	18	633	
South Canterbury	1	13	0	0	1	2	1	18	1	8	0	0	0	1	0	10	0	1	0	0	0	0	0	1	2	32	0	0	0	0	0	0	34	0	2	0	0	0	0	2	4	56	0	0	1	3	1	65	1
Otago	5	45	1	2	0	5	5	63	4	28	3	1	0	4	0	40	1	1	0	0	0	0	1	3	12	91	0	2	0	4	3	112	1	9	1	0	0	1	3	15	23	174	5	5	0	14	12	233	
Southland	6	33	1	0	0	3	2	45	3	16	0	1	0	3	0	23	0	0	0	0	0	0	0	0	7	43	2	0	0	3	6	61	1	6	0	0	0	2	9	17	98	3	1	0	0	9	10	138	
Not defined ²	9	21	5	1	1	3	1	41	1	1	0	0	0	0	0	7	0	1	0	0	0	0	0	1	0	3	0	0	0	1	0	4	0	0	0	0	0	0	0	0	0	10	26	5	1	1	4	1	48
Total	489	998	164	81	22	152	50	1956	160	484	35	24	8	38	2	751	5	13	2	2	0	3	17	42	339	1632	100	79	3	237	100	2490	14	173	29	7	4	14	47	288	1007	3300	330	193	37	444	216	5527	

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

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

³ MELAA = Middle Eastern, Latin American and African

DHB ¹	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							
Northland	43.4	47.4	6.6	1.3	1.3	7.9	9.2	39.1	60.9	4.3	4.3	0.0	4.3	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.7	71.2	0.0	0.0	0.0	9.1	7.6	0.0	60.0	0.0	20.0	0.0	0.0	0.0	30.0	32.4	59.1	3.4	2.3	0.6	7.4	8.5	
Waitemata	21.0	65.7	11.0	7.1	1.0	7.1	2.9	11.8	86.8	5.3	2.6	2.6	2.6	0.0	33.3	33.3	0.0	0.0	0.0	0.0	0.0	66.7	0.0	0.0	13.7	61.7	7.0	5.5	0.3	20.7	3.0	0.0	63.3	13.3	0.0	0.0	0.0	20.0	3.3	15.3	65.9	8.3	5.4	0.8	14.0	2.9	
Auckland	22.4	49.7	15.5	9.3	4.3	9.3	3.7	25.9	57.4	7.4	16.7	1.9	3.7	0.0	0.0	0.0	33.3	0.0	0.0	0.0	66.7	0.0	0.0	11.3	64.1	8.1	10.9	0.8	11.3	5.2	4.5	50.0	13.6	18.2	4.5	4.5	9.1	16.2	57.6	10.9	11.3	2.3	9.4	4.7			
Courties Manukau	31.5	37.1	26.9	10.7	0.0	10.2	0.5	32.1	50.0	16.1	5.4	3.6	8.9	1.8	0.0	0.0	25.0	0.0	0.0	0.0	25.0	50.0	0.0	0.0	20.3	51.5	15.8	5.9	0.0	10.9	4.5	0.0	44.1	26.5	0.0	2.9	0.0	0.0	29.4	24.5	44.6	21.1	7.3	0.6	9.7	4.7	
Waikato	42.0	54.3	7.2	3.6	0.0	9.4	0.7	37.0	61.6	9.6	2.7	0.0	6.8	0.0	16.7	16.7	0.0	16.7	0.0	0.0	50.0	0.0	0.0	23.6	73.0	0.0	0.6	0.6	8.6	4.0	19.2	57.7	15.4	0.0	0.0	3.8	15.4	31.7	63.1	5.0	2.2	0.0	8.2	3.6			
Bay of Plenty	46.6	56.8	2.3	1.1	1.1	8.0	2.3	32.0	64.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	21.3	78.7	1.1	0.0	0.0	5.6	2.2	15.4	46.2	0.0	0.0	0.0	0.0	38.5	32.4	65.7	1.4	0.5	0.5	6.0	4.6				
Lakes	51.9	48.1	0.0	3.8	0.0	3.8	1.9	47.6	66.7	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	33.3	62.2	0.0	2.2	0.0	4.4	8.9	0.0	100.0	0.0	0.0	0.0	0.0	0.0	41.9	58.1	0.0	2.4	0.0	4.0	4.8				
Tairāwhiti	62.5	37.5	12.5	0.0	0.0	18.8	0.0	40.0	60.0	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	35.3	47.1	0.0	0.0	0.0	5.9	11.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	47.4	44.7	5.3	0.0	0.0	10.5	5.3			
Taranaki	31.1	66.7	4.4	4.4	2.2	2.2	4.4	21.4	78.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	13.5	78.8	1.9	0.0	0.0	3.8	7.7	12.5																

Quitline Caller Registrations from DHBs - Ethnicity
(January - March 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									
Northland	76	97	9	2	1	11	8	204	33	43	3	1	0	6	0	86	0	1	0	0	0	0	2	3	53	127	1	0	0	0	17	7	205	1	18	1	2	0	2	6	30	163	286	14	5	1	36	23	528
Waikaitangi	111	350	49	33	10	57	7	617	40	151	10	7	5	10	0	223	1	6	0	1	0	1	6	15	86	501	51	38	1	140	38	855	2	43	18	2	0	9	7	81	240	1051	128	81	16	217	58	1791	
Auckland	188	192	72	58	11	39	12	472	31	103	17	19	6	8	0	184	0	1	1	0	0	0	9	6	91	421	55	64	2	85	42	760	2	39	11	8	3	3	10	76	212	756	156	149	22	135	14	1498	
Counties Manukau	166	205	125	42	6	39	2	585	67	110	30	18	4	12	1	242	3	2	4	0	0	2	5	16	115	311	72	35	0	57	18	608	1	32	30	6	2	2	24	97	352	660	261	101	12	112	50	1548	
Waikato	164	251	23	7	3	29	1	478	73	130	10	3	0	16	1	233	2	4	0	1	0	0	6	13	121	346	3	6	0	37	20	533	7	52	9	1	0	2	20	91	367	783	45	18	3	84	48	1348	
Bay of Plenty	97	139	7	6	1	17	4	271	1	78	3	0	7	2	121	0	2	0	0	0	0	0	4	61	202	1	0	0	12	8	284	2	29	0	0	0	2	13	46	188	450	11	9	1	38	29	726		
Lakes	74	63	4	6	0	6	2	155	28	37	1	1	0	3	0	70	0	0	0	0	0	0	3	3	41	86	0	1	0	13	7	148	0	18	1	1	0	1	5	26	143	204	6	9	0	23	17	402	
Tairāwhiti	28	24	3	0	0	4	0	59	5	8	0	0	0	0	0	13	0	0	0	0	0	0	3	3	13	21	1	0	0	1	5	41	0	3	1	0	1	0	2	7	46	56	5	0	1	5	10	123	
Tairāhaki	29	72	2	2	1	10	2	118	10	30	1	0	0	4	0	45	0	2	0	1	0	0	0	3	21	108	1	0	0	9	5	154	1	15	0	0	0	1	5	22	71	227	4	3	1	24	12	342	
Hawke's Bay	71	93	6	5	2	19	3	199	28	53	0	0	0	2	0	83	1	1	0	0	0	0	3	5	31	127	1	4	0	13	3	179	1	19	1	0	1	1	8	31	132	293	8	9	3	35	17	497	
Whanganui	27	53	3	0	1	8	4	96	9	20	1	0	0	0	0	35	0	1	0	0	0	0	1	2	16	67	0	0	0	5	1	89	0	13	0	0	0	0	5	18	52	154	4	0	1	19	10	240	
MidCentral	62	127	6	3	2	20	3	223	28	85	2	1	1	7	0	124	0	1	0	0	0	1	1	3	52	209	9	2	0	23	8	303	1	38	2	0	0	5	12	58	143	460	19	6	3	56	24	711	
Waikairangi	11	28	2	1	1	6	0	49	3	13	1	0	0	0	0	17	0	1	0	0	0	0	1	2	5	53	1	0	0	3	0	62	0	4	0	0	0	0	0	4	19	99	4	1	1	9	1	134	
Capital and Coast	68	170	47	8	1	23	10	327	23	94	4	2	0	5	0	128	0	2	0	0	0	0	1	3	60	361	27	17	0	60	19	544	2	28	9	0	1	3	7	50	153	655	87	27	2	91	37	1052	
Hutt Valley	57	116	14	10	3	13	3	216	12	76	3	3	0	2	0	96	2	2	0	0	0	0	2	6	51	204	11	9	0	17	7	299	2	29	1	0	1	2	7	42	124	427	29	22	4	34	19	659	
Nelson Marlborough	16	71	3	2	1	10	2	104	5	40	0	0	0	3	0	48	0	0	0	0	0	0	1	1	11	121	0	1	0	13	7	153	0	14	1	0	0	1	1	17	32	246	4	3	0	27	11	323	
West Coast	7	26	1	0	0	7	0	41	0	18	0	0	0	2	1	21	0	0	0	0	0	0	2	0	5	39	0	1	0	10	1	56	0	2	0	0	0	0	0	2	12	85	1	1	0	19	2	120	
Canterbury	77	402	14	11	8	56	6	574	28	210	6	2	5	14	3	268	0	2	0	0	0	0	4	6	63	626	12	12	0	59	27	799	0	76	2	2	2	1	10	93	168	1316	34	27	15	130	50	1740	
South Canterbury	6	46	0	0	1	8	1	62	2	24	0	0	0	1	0	28	0	1	0	0	0	0	1	8	70	0	0	0	10	1	89	0	3	0	0	0	0	0	3	46	144	0	0	2	19	2	183		
Otago	28	139	3	5	0	19	8	202	9	75	3	1	0	8	2	98	1	3	0	0	0	1	5	28	257	4	4	0	18	11	322	1	36	3	0	0	1	4	45	67	510	13	20	0	46	26	672		
Southland	21	91	1	0	1	14	2	130	7	50	1	2	0	7	0	67	0	0	0	0	0	0	0	24	129	3	3	0	11	9	179	1	16	0	0	0	2	3	22	53	286	5	6	0	34	14	398		
Not defined	31	59	10	3	1	8	2	114	1	1	0	0	0	0	2	0	2	0	0	0	0	0	2	1	5	0	1	0	1	0	8	0	1	0	0	1	1	3	33	68	10	4	1	10	3	129			
Total	1315	2814	404	205	53	423	82	5296	470	1449	96	63	22	122	10	637	10	34	5	3	0	5	45	102	967	4391	253	198	3	614	244	6670	24	528	90	22	11	39	150	864	2786	9216	848	491	89	1203	531	15164	

*The geo-coding system was unable to code some addresses - Txt2Quit clients can register for Txt2Quit via the phone or our website. ** MELAA = Middle Eastern, Latin American and African. † These are rural delivery addresses.

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											
Northland	43.9	56.1	5.2	1.2	0.6	6.4	4.6	43.4	56.6	3.9	3.3	0.0	7.9	0.0	66.7	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	66.7	29.1	69.8	0.5	0.0	0.1	9.3	3.8	3.6	64.3	3.6	7.1	0.0	7.1	21.4	35.3	61.9	3.0	14.1	0.2	7.8	5.0	67.8					
Waikaitangi	20.5	64.7	9.1	6.1	1.8	10.5	1.3	20.0	75.5	5.0	3.5	2.5	5.0	0.0	7.1	42.9	0.0	7.1	0.0	0.0	7.1	42.9	0.0	16.7	16.7	0.0	0.0	0.0	66.7	13.5	62.3	8.1	9.5	0.3	12.6	6.2	2.9	55.7	15.7	11.4	4.3	4.3	14.3	16.1	57.3	11.8	11.3	1.7	10.2	5.2	67.8
Auckland	21.6	47.1	17.6	14.2	2.7	9.6	2.9	19.5	64.8	10.7	11.9	3.8	5.0	0.0	0.0	18.8	12.5	25.0	0.0	0.0	12.5	31.3	21.0	56.8	13.1	6.4	0.0	10.4	3.3	1.1	34.4	32.3	6.5	2.2	2.2	25.8	1.1	34.4	32.3	6.5	2.2	2.2	25.8	25.9	48.5	19.2	7.4	0.9	8.2	3.7	67.8
Counties Manukau	32.8	40.5	24.7	8.3	1.2	7.7	0.4	34.0	55.8	15.2	9.1	2.0	6.1	0.5	0.0	15.4	30.8	0.0	7.7	0.0	0.0	46.2	0.0	0.0	0.0	0.0	0.0	0.0	66.7	25.4	72.7	0.6	1.3	0.0	7.8	4.2	8.4	62.7	10.8	1.2	0.0	2.4	24.1	30.9	66.0	3.8	1.5	0.3	7.1	4.0	67.8
Waikato	39.7	60.8	5.6	1.7	0.7	7.0	0.2	36.3	64.7	5.0	1.5	0.0	8.0	0.5	0.0	0.0	50.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	66.7	22.9	75.9	0.4	0.0	0.0	4.5	3.0	4.4	64.4	0.0	0.0	0.0	4.4	28.9	28.2	67.6	1.7	1.4	0.2	5.7	4.4	67.8
Bay of Plenty	40.9	58.6	3.0	2.5	0.4	7.2	1.7	54.4	46.3	2.9	4.4	0.0	4.4	1.5	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	66.7	31.5	66.2	0.0	0.8	0.0	10.0	5.4	0.0	72.0	4.0	4.0	0.0	4.0	20.0	40.4	57.6	1.7	2.5	0.0	6.5	4.8	67.8	
Lakes	60.9	52.2	6.5	0.0	0.0	8.7	0.0	38.5	61.5	0.0	0.0	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	66.7	0.0	50.0	0.0	0.0	0.0	0.0	4.5	3.0	0.0	50.0	0.0	0.0	0.0	4.4	28.9	28.2	67.6	1.7	1.4	0.2	5.7	4.4	67.8
Tairāwhiti	54.4	46.3	2.9	4.4	0.0	4.4	1.5	46.7	61.7	1.7	1.7	0.0	5.0	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	66.7	0.0	50.0	0.0	0.0	0.0	0.0	4.5	3.0	0.0	50.0	0.0	0.0	0.0	4.4	28.9	28.2	67.6	1.7	1.4	0.2	5.7	4.4	67.8
Tairāhaki	27.1	67.3	1.9	1.9	0.9	9.3	1.9	23.3	69.8	2.3	0.0	0.0	9.3	0.0																																					

Quitcards Issued

January - March 2010 - Summary Data

DHB	Jan	Feb	March	Total
Northland	356	297	296	949
Waitemata	1033	752	848	2633
Auckland	1004	881	879	2764
Counties Manukau	883	803	834	2520
Waikato	726	706	629	2061
Bay of Plenty	459	440	416	1315
Lakes	256	221	223	700
Tairāwhiti	72	54	65	191
Taranaki	220	207	174	601
Hawke's Bay	287	247	238	772
Whanganui	139	115	150	404
MidCentral	439	388	397	1224
Wairarapa	79	47	57	183
Capital and Coast	681	595	689	1965
Hutt Valley	325	320	318	963
Nelson Marlborough	213	186	220	619
West Coast	64	78	58	200
Canterbury	1151	988	1068	3207
South Canterbury	113	93	106	312
Otago	405	386	353	1144
Southland	232	199	219	650
Not defined ^a	13	18	20	51
Total	9150	8021	8257	25428

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

Client Referrals January - March 2010 - Summary Data

DHB ¹										Total					
	Jan			Feb			Mar			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	13	3	2	22	11	4	9	3	1	44	11.1	17	7.8	7	5.2
Waitemata	0	0	0	0	0	0	2	1	0	2	0.5	1	0.5	0	0.0
Auckland	18	12	11	14	10	6	16	7	4	48	12.1	29	13.4	21	15.7
Counties Manukau	26	8	3	8	5	4	0	0	0	34	8.6	13	6.0	7	5.2
Waikato	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Bay of Plenty	3	2	1	2	2	2	4	4	3	9	2.3	8	3.7	6	4.5
Lakes	2	2	1	1	0	0	0	0	0	3	0.8	2	0.9	1	0.7
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	3	2	2	3	0.8	2	0.9	2	1.5
Hawke's Bay	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Whanganui	7	7	5	15	9	3	18	10	9	40	10.1	26	12.0	17	12.7
MidCentral	0	0	0	0	0	0	1	0	0	1	0.3	0	0.0	0	0.0
Wairarapa	0	0	0	3	0	0	1	0	0	4	1.0	0	0.0	0	0.0
Capital and Coast	16	9	4	21	10	8	30	16	8	67	16.9	35	16.1	20	14.9
Hutt Valley	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Nelson Marlborough	2	1	1	1	1	1	0	0	0	3	0.8	2	0.9	2	1.5
West Coast	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Canterbury	20	14	6	35	21	12	40	22	17	95	24.0	57	26.3	35	26.1
South Canterbury	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Otago	1	0	0	6	5	2	13	9	6	20	5.1	14	6.5	8	6.0
Southland	3	1	1	14	7	6	6	3	1	23	5.8	11	5.1	8	6.0
Not defined ²	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0	0	0.0
Total	111	59	35	142	81	48	143	77	51	396	-	217	-	134	-

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