

Tobacco tax increase evaluation – impact on Quitline and Quitline clients

October 2010

The Quit Group

Report prepared by Penny Salmon (penny.salmon@quit.org.nz), Market Research and Communications Team and Deborah Ball, Research Contractor

Table of Contents

Executive Summary	4
Background	4
Findings	4
Recommendations	5
Introduction	6
Impact of the tax increase on Quitline	6
Quitline response to higher caller volumes.....	7
Client satisfaction surveys.....	7
Research objectives	8
Methodology	9
QSTO Survey	9
Tax Survey	9
Response rate and contact rate.....	10
Study design.....	10
Analysis and reporting.....	11
Results	12
Section 1: Tax Survey and QSTO Survey comparisons	12
Length of time to answer call.....	12
Usefulness of information on NRT.....	13
Quit plan	13
Importance of the quit plan.....	14
What aspects of the quit plan clients found most helpful.....	15
Expectations of the Quitline.....	16
Expectations of the service prior to contact	16
Whether service met expectations.....	17
Satisfaction with the Quit advisor.....	19
Satisfaction with the Quitline	20
Aspects of the service that the client did not like	21
Quit pack.....	21
Redemption of Quitcards.....	23
Future use of NRT.....	23
Use of NRT products	24
Self efficacy	25
Section 2: Quit status and behaviour change	27
Whether respondent attempted to quit	27
Quit status.....	28
Quit rates	28
Reason respondents did not try to quit	29
Reason respondent went back to smoking	29
Quit attempts in the last twelve months.....	30
Behavioural changes for those who did not try to quit or relapsed.....	31
Section 3: Impact of cost on contacting Quitline and quitting outcomes	32
Main reason respondent wanted to quit smoking	32
Other reasons for wanting to quit smoking	33
Whether tax increase was a motivating factor for contacting Quitline	33
Quitting outcomes and the tobacco tax increase.....	34
Whether tax increase helped clients to stay quit.....	36
Whether tax increase was a reason for clients to cut down on smoking.....	36
Items cut down on in order to continuing purchasing tobacco.....	37
What difference did quit planning make to quitting outcomes?	38

Section 4: Impact of advertising on contacting Quitline and quitting outcomes ..	39
Whether respondent recalled seeing advertising about quitting smoking	39
Impact of advertising following the tax increase announcement.....	39
Impact of advertising and tax on smoking outcomes.....	40
Section 5: Demographic comparisons of Quitline callers, 2008, 2009 and 2010 ..	41
Extrapolating quit rates	42
Discussion	43
Recommendations	45
Service delivery.....	45
Further research.....	45
Involve whānau and families in the quitting process	45
Appendix 1	46
Post excise tax variance comparison table	46
Appendix 2	47
Quotas achieved for completed interviews	47

Executive Summary

Background

On 28 April 2010 the Government announced a tax increase on roll-your-own tobacco and factory made cigarettes. In the weeks immediately following the tax announcement, Quitline experienced a marked upsurge in the volume of callers. To cope with the higher numbers, a shortened registration was implemented. The survey responses of two groups of clients who registered with Quitline before the tax increase (the quitting and short-term outcomes (QSTO) survey) and after the tax increase (Tax Survey) were compared for quitting behaviours and satisfaction.

Findings

A total of 3,919 quitters registered with Quitline in May 2010¹. The three-week quit rate was lower at 29% for clients who called Quitline following the tax increase compared to callers who called prior to the tax increase at 36%. However this was offset by a higher volume of callers coming through and there were more quitters in May 2010 compared to May 2009 and May 2008. In addition, 26% of the callers who responded to the tax increase had made no other quit attempts in the previous 12 months, indicating a new group of quitters had been reached.

The shortened registration process received by clients in the post tax period did not have a marked effect on client satisfaction. More than 90% of clients in both surveys were positive about the different aspects of the Quitline.

While the Tax Survey respondents were as likely to redeem their Quitcards as the QSTO respondents, there was some indication that Tax Survey respondents did not use their nicotine replacement therapy (NRT) correctly which may have impacted on quitting outcomes. This was most likely due to lower motivation, rather than the shortened registration process.

Just under half of the Tax Survey respondents stated that the tax announcement was the major reason or one of the main reasons to contact Quitline, and two-thirds stated cost as a reason for quitting. Quit rates were similar regardless of the reason provided for calling Quitline or reason for quitting. However, those who stated 'family' as their main reason for quitting had a higher quit rate.

Quitline received a significant increase in calls following the tax increase, from both new and existing callers. Call monitoring data show that Māori and Pacific were as likely to call Quitline in the month following the tax increase.

Analysis on recall and the impact of a mass-media campaign such as the Angela Video Diary, suggested that advertising was a supporting driver to the number of calls to Quitline following the tax increase, rather than the primary driver.

¹ The dates this data was collected ran between 28 April and 25 May 2010.

Recommendations

Recommendation 1: Continue applying the short registration process for the tax increase scheduled in January 2011 and January 2012.

Recommendation 2: Verify the findings presented this report about quit planning and test other aspects of the shortened service with further in-depth analysis on the dataset (including NRT use).

Recommendation 3: Complete a six-month follow-up survey (November 2010), focusing primarily on quitting outcomes and other behavioural changes.

Recommendation 4: Consider internally how to involve whānau and families in the quitting journey to maximise quitting success.

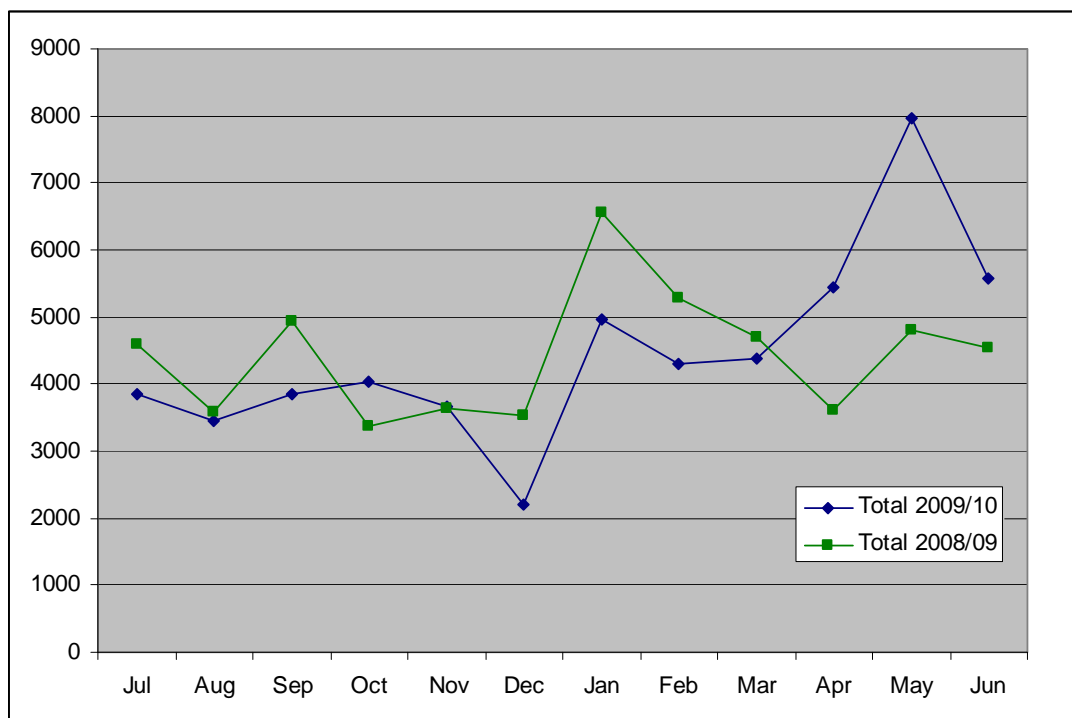
Introduction

On 28 April 2010, the Government announced an increase on the excise tax on roll-your-own tobacco and factory made cigarettes. The tobacco excise tax came into effect immediately and saw a 24% increase on the excise rate for loose tobacco and a 10% increase for factory made cigarettes. The tax change was intended to align the taxation on roll-your-own and factory made cigarettes. Further increases in the tobacco tax for both cigarettes and roll-your-own tobacco are scheduled to take place in January 2011 and January 2012.

Impact of the tax increase on Quitline

The Quit Group delivers smoking cessation services across New Zealand and is responsible for Quitline, a telephone-based service which offers proactive support to quit smoking. Following the announcement of the tax increase on Wednesday, 28 April 2010, the number of calls to Quitline more than doubled. On Thursday, 29 April and Friday, 30 April 2010, Quitline call volumes were 300% higher than expected. Quitline call volumes continued to remain over 150% higher than expected in the two weeks following the introduction of the tobacco excise tax. Figure 1 show the increase in calls in April and May 2010 compared to the previous year. See Appendix 1 for the actual call volumes in time period following the tax increase against forecasts.

Figure 1: Number of clients who registered with Quitline, July to June 2009 and 2010



Source: The Quit Group monthly monitoring data

Quitline response to higher caller volumes

The standard time to register a quit attempt at Quitline takes between 15 and 40 minutes depending on the clients' needs. The initial registration includes discussion of the client's smoking behaviour, advice and tips on adopting a smokefree lifestyle and assessment of smoking behaviour to determine which nicotine replacement therapy (NRT) may be suitable for the client. However, to cope with the increased volume of callers in the weeks immediately following the tax announcement, Quitline adopted a modified registration process. In summary from 29 April 2010:

- Quit Advisors were requested to offer quick registrations only and schedule a follow up support call for 1-2 weeks later to do the quit planning (this call was referred to as a "quit planning call"). NRT was offered as per normal service delivery.
- Also during this period, non-Advisors were instructed to take messages and explain that due to high call volumes, a Quit Advisor would need to call them back. All callers were called back, mostly on a same day or following day basis but within a maximum timeframe of one week after their initial call.
- The quick registrations phase stayed in place up until mid-June 2010. Thereafter, Quit Advisors were given instruction to go back to offering either the full registration or quick registration (client oriented choice).

In addition to high call volumes to Quitline, the Business Support team who process Quitcards² also had a significant increase in their workload. To help maintain timely processing of Quitcards sent out to Quitline and Online clients, extra staffing support was brought in.

The changes in service delivery are documented with the Contact Centre.

Client satisfaction surveys

As part of their ongoing monitoring process, The Quit Group undertakes regular surveys of short term quitting outcomes and satisfaction (QSTO). This QSTO Survey was carried out from February to April 2010 shortly before the tax announcement. In order to gather information of callers who contacted Quitline following the tax increase, a second client survey, the Tax Survey, was undertaken in May and June 2010. The Tax Survey adopted the same sampling frame and core questions as the QSTO, thus providing comparable data. The Quit Group was therefore presented with a unique opportunity to measure the impact of this tax increase on callers, and a change to service delivery compared to clients who contact us during 'normal' operations.

² Clients redeem Quitcards received from Quitline for subsidised NRT at pharmacies

Research objectives

The main objectives of the research were:

1. To compare client satisfaction and smoking outcomes between clients who registered with Quitline prior to the tax announcement and those who registered in the weeks immediately after the tax increase. Virtually all clients who participated in the Tax Survey received a short registration whereas the vast majority of clients in the pre-tax survey received the full length registration. Comparing outcomes between the two surveys provides a valuable opportunity in which to assess the impact of the short registration process of client satisfaction and short term smoking outcomes.
2. To gain an awareness of the extent to which the tax increase on tobacco was a motivating factor for contacting Quitline and in influencing quitting outcomes.
3. To briefly examine the extent to which clients recalled seeing any advertising about quitting smoking prior to calling and where this was a factor in contacting the service.
4. To examine the demographic profile of the total Quitline population who accessed the service immediately after the tax announcement and compare the findings with respondents who contacted the service at the same point in time in previous years.

Methodology

As part of its regular monitoring process, The Quit Group conducts an annual survey of client satisfaction and short term smoking outcomes (QSTO) among individuals who contact Quitline. This survey took place from February to April 2010 shortly before the announcement of the tobacco tax increase.

In May and June 2010, The Quit Group undertook a further survey to collect information on clients who registered during the weeks immediately following the tax announcement. The second survey referred to here as the Tax Survey adopted the same sampling frame as the QSTO Survey and applied a very similar questionnaire, with the addition of tax increase relevant questions. This section briefly describes the QSTO Survey and Tax Survey methodology.

QSTO Survey

The QSTO Survey was completed three weeks after a client registered with Quitline. Clients were contacted over the telephone and invited to participate in an interview. The population of interest for this study was new and repeat Quitline clients who registered with the service between February and April 2010, who consented to be contacted for research projects. Clients were excluded from the sample list if they were aged 15 or under, were proactively referred to Quitline from a hospital, were enrolled in clinical trials that Quitline is a part of, or had no telephone number.

A sample list was created of potential respondents, along with relevant demographic and contact information. Quotas for ethnicity, gender and age were set to ensure that the study sample reflected Quitline population. A quota system to over-sample Māori and Pacific peoples was also applied so that reliable estimates of indicators for these priority groups could be analysed.

Research Assistants from The Quit Group conducted the interviews using a custom-made Access interviewing database. The custom-made database also allowed Research Assistants to enter outcomes for every contact attempted (i.e. no answer from client, engaged signal). Due to technical difficulties with one section of the interview database, data for one section of the survey (section 4 on smoking, relapse, and the quitting process) was entered in another research application called SurveyMonkey (an online survey tool) throughout the course of the fieldwork³. More detail can be found in the report prepared from the findings of this survey⁴.

Tax Survey

The Tax Survey was completed 3-weeks after a client registered with Quitline. The survey ran for approximately three weeks from the 27th of May 2010 to the 18th of June 18 2010. The population of interest for this study was new and repeat Quitline clients who registered with the service in the weeks immediately following the announcement of the tax increase on April 28 and the same eligibility criteria. As with the QSTO Survey, clients were contacted by phone and invited to participate in the interview.

³ This may have increased inputting error although the possibility of this happening was minimised with quality assurance processes

⁴ The Quit Group (2010). Quitline Clients' Survey of Satisfaction and Short-term Outcomes. Unpublished report.

The Tax Survey adopted the same sampling frame as the QSTO Survey. A quota system was applied to ensure a spread of respondents across demographic groups, and there was a particular focus on recruiting Māori and Pacific clients. Research Assistants from The Quit Group conducted the research using sampling lists of clients who consented to participate in research. Respondents were checked off against a sample frame with quotas. Once a quota group was full, no other respondents in that quota group were contacted. See Appendix 2 for the quotas achieved in the Tax Survey.

The survey was administered via SurveyMonkey. The Access database was used to record the contact outcomes of client contact (declined, partial or completed).

Response rate and contact rate

The response rate was defined as the proportion of eligible clients who completed an interview. Response rates were calculated using the following formula:

$$\text{Response rate} = \frac{\text{completed interviews}}{\text{completed interviews} + \text{declined interview}}$$

Completed interviews= 568

Declined interviews= 42

The response rate was 93%. This compares well to the response rate collected for the QSTO Survey which was 74% and the 2007 Quitline evaluation which was 85% at three-weeks.

A total of 2,271 calls were made to achieve the 568 interviews. This is similar to the QSTO Survey that made 2,287 calls to achieve 543 interviews.

Study design

The annual QSTO Survey collects a range of information on client satisfaction and short term quitting outcomes⁵. The Tax Survey was developed from the QSTO questionnaire but included additional questions about the relevance of the tax increase to their motivation to quit and ring Quitline.

The Tax Survey questionnaire covered the following measures:

- Client satisfaction with Quitline
- Quitting outcomes at the three week period
- Changes in smoking behaviour
- NRT redemption and use
- Aspects of Quitline service delivery
- Whether the tax increase motivated people to call Quitline
- Whether the tax increase helped people to stay quit or to cut down on smoking
- Whether respondents recalled seeing TV advertising about quitting (*Angela's Video Diary*)
- Whether TV advertising was a motivating factor to call Quitline.

⁵ Detailed methodology about the QSTO survey can be obtained from The Quit Group.

Analysis and reporting

Results from the Tax Survey are presented in the next section and compared to the QSTO Survey where applicable. The statistical package PASW Statistics 18.0 and Microsoft Excel 2003 was used for quantitative statistical analysis. In each table, the total 'n' is the number of respondents who answered that question. A hash symbol (#) has been placed next to the word 'total' to indicate the presence of missing values which are identified at the bottom of the table.

The majority of tables have been weighted to the age and gender profile of the total Quitline clients between 1 October 2009 and 31 March 2010. The same weightings were applied to the Tax Survey and the QSTO Survey. In addition, in some tables, the percentage column totals do not add up to 100% due to rounding.

Results

Section 1: Tax Survey and QSTO Survey comparisons

Following the announcement of the tax increase, The Quit Group introduced a shortened form of registration to cope with the increased volume of callers. Virtually all clients who took part in the Tax Survey received the short registration with just 16 respondents receiving the longer standard registration. Conversely, 12 out of the 543 respondents in the QSTO Survey received a short registration process. Therefore, comparisons between the surveys provide a valuable opportunity for assessing the impact of the shorter registration process on client satisfaction and service delivery.

Length of time to answer call

A total of 59% of Tax Survey respondents and 66% of QSTO respondents indicated that their call to Quitline was answered in less than or up to one minute. Taking into account that this is self-reported, our 'grade of service' indicates that 80% of Quitline calls should be answered within 20 seconds. Even though the tax increase announcement was a busy time at Quitline, the result compares well to the QSTO Survey when it was not as busy. Approximately 9% of clients who took part in the Tax Survey requested a callback via the phone system which is likely to contribute to the higher volume of callers during this period (Table 1).

Table 1: How long call took to be answered

	Tax Survey		QSTO Survey	
	n	%	n	%
Less than a minute	239	42	239	44
1 minute	98	17	132	24
2 to 3 minutes	91	16	90	17
4-5 minutes	26	5	21	4
More than 5 minutes	34	6	23	4
Requested a callback via phone system or spoke to an Advisor	53	9	11	2
Don't know/Can't remember	24	4	25	5
Total#	565	100	543	100

Data weighted to the age and gender profile of the total Quitline population

The total for the Tax Survey excludes a small number of missing values (n=3)

Usefulness of information on NRT

Clients were asked if they received enough information about NRT to know how to use the products issued by The Quit Group. A total of 96% of Tax Survey respondents and 92% of QSTO respondent answered they definitely received enough information, with just 1-2% in each survey indicating that they did not receive enough information (Table 2).

Clients were also very likely to agree that they received enough information to cope with a craving for a cigarette. There was a high level of similarity across the two surveys with 85% of respondents in both surveys stating that they strongly agreed or agreed that they received enough information to cope with a craving (Table 3).

Table 2: Whether client received enough information about NRT to know how to use the products

	Tax Survey		QSTO Survey	
	n	%	n	%
Yes, definitely	539	96	482	92
Yes, somewhat	19	3	28	5
Not really	5	1	8	2
Not at all	1	0	2	0
Don't know/Refused	2	0	7	1
Total#	566	100	527	100

Data weighted to the age and gender profile of the total Quitline population

The total excludes a small number of non-responses (Tax survey=2 and QSTO=16)

Table 3: Whether client received enough information to cope with a craving for a cigarette

	Tax Survey		QSTO Survey	
	n	%	n	%
Strongly agree	206	36	186	36
Agree	276	49	255	49
Neither agree nor disagree	28	5	44	8
Disagree	40	7	29	6
Strongly disagree	4	1	2	0
Don't know	11	2	7	1
Total	565	100	523	100

Data weighted to the age and gender profile of the total Quitline population

The total excludes non-responses (Tax Survey=3 and QSTO=20)

Quit plan

As part of the registration process, clients who contact Quitline are taken through a plan for quitting smoking by the Quit advisor. Table 4 shows that approximately half of clients in the Tax Survey (54%) indicated that the Quit advisor went over a plan for quitting compared to 81% of QSTO respondents. This reflects the shortened registration process received by the majority of the Tax Survey respondents.

Table 4 Whether the Quit advisor went over a plan for quitting

	Tax Survey		QSTO Survey	
	n	%	n	%
Yes	302	54	427	81
No	231	41	44	8
No, I already had a plan	8	1	14	3
No, I did not need one	5	1	19	4
No, I had a quick registration/I didn't have enough time	10	2	12	2
I don't remember making a plan	7	1	12	2
Don't know	1	0	2	0
Total#	564	100	530	100

Data weighted to the age and gender profile of the total Quitline population

Total excludes a small number of non-responses (Tax Survey=4 and QSTO Survey=13)

Importance of the quit plan

In order to further gauge attitudes towards this aspect of the Quitline service, clients were asked to identify how important they felt it was to set up a plan for quitting. While more than two-thirds of respondents in both surveys felt that it was important to set up a quit plan, the Tax Survey respondents were less likely to state that it was extremely important (21%, compared to 36% for the QSTO respondents). In comparison with the QSTO respondents, Tax Survey respondents were more than twice as likely to state that it was somewhat important to set up a quit plan (22%, compared to 8%).

The finding shows that client's attitudes to aspects of the Quitline service are related to whether the client received that service. However, many clients agreed this is an important part of the service even if they did not go over a quit plan. Respondents who received a quit plan were approximately three times as likely to consider this to be extremely important, than those who did not. However, approximately half of respondents who did not receive a quit plan still considered this part of the service to be extremely important or very important (Table 5).

Table 5: Perceived importance of setting up a quit plan by whether received a quit plan

	Yes, I received a quit plan		No, I did not receive a quit plan		Total#	
	n	%	n	%	n	%
Tax Survey						
Extremely important	91	30	28	11	119	21
Very important	179	58	99	40	278	50
Somewhat important	32	10	90	36	122	22
Not important	3	1	26	10	29	5
Don't know/Refused	3	1	6	2	9	2
Total#	308	100	249	100	557	100
QSTO Survey						
Extremely important	156	36	8	12	192	36
Very important	221	51	25	37	272	51
Somewhat important	36	8	13	19	44	8
Not important	15	3	20	29	18	3
Don't know/Refused	7	2	2	3	9	2
Total	435	100	68	100	535	100

Data weighted to the age and gender profile of the total Quitline population

Yes includes respondents who stated 'Yes' or 'I already had a quit plan'

No includes respondents who stated 'No', 'No, I didn't need one' and 'No, I had a quick registration/I didn't have enough time'.

The total excludes non-responses and respondents who indicated 'don't know'.

What aspects of the quit plan clients found most helpful

Clients who received a quit plan were invited to comment on the aspect of the plan that they found most useful. Tax Survey respondents provide a mix of general comments and comments on specific aspects of the service. The aspects of the service most commonly highlighted by the Tax Survey respondents were 'general information and advice about quitting', 'all or most of it', 'information about NRT', 'identifying and changing habits and routines' and 'setting a quit date'. The total number of responses was 232. Conversely, the aspects of the quit plan was frequently cited by the QSTO respondents included 'identifying and changing habits and routines', 'developing strategies', 'all or most of it', 'distractions' and 'setting a quit date'. The total number of responses was 388.

Tax Survey:

1. General information and advice about quitting (n=31)
2. All of it/Most of it (n=29)
3. Information about NRT (n=28)
4. Identifying and changing habits and routines (n=27)
5. Setting a quit date (n=26)
6. 4Ds (drink water, deep breathe, do something else, delay) (n=15)
7. Distractions (n=13)
8. Replacing smoking with water/other items (n=8)
9. None/Don't know (n=10)
10. Other (n=47)

QSTO Survey:

1. Identifying and changing habits and routines (n=61)
2. Developing strategies (n=58)
3. All of it/Most of it (n=58)
4. Distractions (n=28)
5. None/don't know (n=28)
6. Setting a quit day (n=22)
7. Support from the Quit advisor (n=19)
8. General information and advice about quitting (n=18)
9. Information about NRT (n=14)
10. Have already quit/Don't need a quit plan (n=11)
11. Other (n=52)

The findings show that client's identify with the aspects of the service that are provided to them at the time. Hence tax respondents have more emphasis on support and information whereas the QSTO respondents focus more on the planning aspects.

Expectations of the Quitline

In order to gauge the level of satisfaction with all aspects of Quitline, Tax Survey respondents were asked a series of questions about their expectations of the service at different stages of the registration process. This includes their expectations of the service before they called Quitline and whether their expectations were met.

Expectations of the service prior to contact

The Tax Survey respondents and the QSTO respondents differed considerably in their expectations of Quitline prior to contact. A total of 39% of Tax Survey respondents thought that they would receive subsidised NRT products, compared to 54% for the QSTO respondents. This most likely reflects the type of client that contacted Quitline following the tax increase. These clients may not have been aware of the services that Quitline offered particularly NRT. Conversely, 70% of Tax Survey respondents expected to receive support and advice about quitting, against 47% for the QSTO Survey (Table 6).

Table 6: Perceptions of the services that would be provided by Quitline prior to calling⁶

	Tax Survey		QSTO Survey	
	n	%	n	%
Free NRT ⁷	3	0	18	3
Subsidised/cheap NRT	221	39	292	54
Support and advice about quitting	396	70	253	47
Provide me with a quit plan/strategies/tips to quit	29	5	50	9
A quit coach or ongoing support from one person/counselling	26	5	3	1
Offer 24 hour support ⁸	2	0	1	0
Written information about quitting	25	4	25	5
Instant access to NRT	0	0	0	0
Info on local face-to-face support	0	0	0	0
Extended support	0	0	1	0
Don't know	38	7	74	14
Refused	0	0	0	0
Total respondents	568		543	

Data weighted to the age and gender profile of the total Quitline population
Multiple responses allowed

Whether service met expectations

When asked about their overall level of satisfaction with the service provided by the Quitline, the vast majority of respondents in both surveys agreed that the service met their expectations. Interestingly, the Tax Survey respondents were slightly more likely to report that the service exceeded their expectations than the QSTO respondents (43%, compared to 36%).

Table 7: Whether the Quitline met expectations

	Tax Survey		QSTO Survey	
	n	%	n	%
Yes, exceeded expectations	241	43	195	36
Yes, met expectations	302	53	312	58
No, did not meet expectations / below expectations	15	3	11	2
I don't know / I did not know what to expect	6	1	16	3
Don't know	3	1	3	1
Total#	567	100	537	100

Data weighted to the age and gender profile of the total Quitline population
The total excludes non-responses (Tax Survey=1 and QSTO=6)

⁶ These are predefined categories that are used across all surveys done at The Quit Group.

⁷ Note that The Quit Group does not provide free NRT. NRT costs \$3 for each product in 2010.

⁸ Note that The Quit Group does not provide 24 hour support.

Respondents were invited to provide further comments on aspects of the service that exceeded their expectations. Among the Tax Survey respondents, the most commonly stated reason for the service exceeding their expectations was that the information provided was useful. In contrast, the QSTO respondents were most likely to cite the service provided by the Quit advisor exceeded their expectations. This reflects again the type of client accessing Quitline following the tax increase and the focus of the service at the time they called.

Tax Survey:

1. Information provided was useful (n=44)
2. The service was helpful (n=18)
3. Clarity of information (n=16)
4. The level of support provided (n=16)
5. Service provided by the Quit advisor (n=11)
6. All of it/General service (n=11)
7. Easy to use (n=3)
8. NRT products (n=3)
9. Support calls (n=2)
10. Other reasons (n=10)

QSTO Survey:

1. Service provided by the Quit advisor (n=28)
2. All of it/General service (n=11)
3. Service was helpful (n=3)
4. Information was useful (n=3)
5. Received more information/support than expected (n=3)
6. Amount of support received (n=3)
7. Amount of information provided (n=2)
8. Length of time available to talk (n=2)
9. Service was thorough (n=2)
10. Other reasons (n=13)

A total of 3% of the Tax Survey respondents and 2% of the QSTO respondents indicated that the service did not meet their expectations. The reasons given for dissatisfaction with the service among the Tax Survey respondents included not receiving a support call (n=4), not receiving their quit pack (n=2), not aware of what NRT products were available (n=2) and side effects from the NRT products (n=2). A small number of respondents in the QSTO Survey provided comments and the reasons most commonly cited for dissatisfaction with the service included the Quit Card took too long to arrive (n=2) and the first phone call was too long (n=2). While the numbers are small, the latter issues reflect known issues to The Quit Group that come up in other surveys. The Quit Group continue to work towards solutions to these issues.

Satisfaction with the Quit advisor

The previous section showed that the vast majority of Tax Survey respondents and QSTO respondents agreed that the service provided by Quitline met or exceeded their expectations. This section compares satisfaction with different aspects of Quitline between the pre and post Tax Survey populations.

Respondents were asked to identify their level of agreement with different aspects of the service provided by the Quit advisor using a scale of 1 to 5 (1 indicates 'strongly disagree' and 5 indicates 'strongly agree'). Respondents in both surveys were very likely to agree that the Quit advisor was friendly, understanding, supportive and available to talk as long as needed. However, the QSTO respondents were more likely to report that they 'strongly agree' with each aspect of the service.

Tax Survey respondents were less likely to agree that the Quit advisor was available to talk as long as needed, with 13% of Tax Survey rating this aspect of the service as a three or below. This finding is expected because of the shortened registration process that was implemented to manage the higher volume of calls received following the tobacco tax increase (Table 8). However, this does not appear to have affected outcomes negatively.

Table 8 Satisfaction with the service provided by the Quit advisor

	Strongly agree 5		4		3		2		Strongly disagree 1		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
Tax Survey												
Quit advisor was:												
Friendly	315	57	241	43	1	0	0	0	0	0	557	100
Understanding	307	55	246	44	2	0	2	0	1	0	557	100
Supportive	329	59	223	40	3	1	3	0	0	0	557	100
Available to talk as long as needed	316	57	227	41	8	1	4	1	1	0	556	100
QSTO Survey												
Quit advisor was:												
Friendly	398	73	143	26	1	0	1	0	1	0	543	100
Understanding	376	69	160	30	2	0	4	1	0	0	542	100
Supportive	402	74	135	25	1	0	3	0	0	0	541	100
Available to talk as long as needed	394	73	142	26	3	1	3	1	0	0	542	100

Data weighted to the age and gender profile of the total Quitline population

The total excludes a small number of non-responses

Satisfaction with the Quitline

When asked to rate their views on different aspects of the Quitline service, the majority of respondents in both surveys agreed that the service was convenient, they would recommend the service to family and friends, and the information provided was relevant. However, respondents in the QSTO Survey rated some aspects of the service higher, with 68% stating that they strongly agreed that the service was convenient and 76% indicated that they strongly agreed that they would recommend the service to family and friends. This compares to 57% and 64% in the Tax Survey (Table 9).

As a further measure of satisfaction, clients were asked that if they would contact Quitline again if they required the service. A total of 95% of Tax Survey respondents and 94% of QSTO respondents indicated that if needed to, they would use the Quitline again (Table 10). In contrast, 4% of the Tax Survey respondents and 5% of the QSTO respondents stated that they would not use the service again. When asked to specify the reason why they would not use Quitline again, virtually all respondents stated that they would not need the service as they would be successful at quitting.

Table 9: Satisfaction with aspects of the Quitline

	Strongly agree 5		4		3		2		Strongly disagree 1		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
Tax Survey												
Quitline was convenient	319	57	234	42	1	0	3	0	0	0	557	100
I would recommend the service to family and friends	358	64	194	35	1	0	5	1	0	0	557	100
The information provided was relevant	332	60	223	40	0	0	3	0	0	0	558	100
QSTO Survey												
Quitline was convenient	367	68	164	30	6	1	4	1	1	0	542	100
I would recommend the service to family and friends	410	76	126	23	3	0	1	0	3	1	542	100
The information provided was relevant	335	62	188	35	12	2	4	1	2	0	541	100

Data weighted to the age and gender profile of the total Quitline population

Total excludes a small number of non-responses and clients who indicated don't know.

Table 10 Whether client would use Quitline again

	Tax Survey		QSTO Survey	
	n	%	n	%
Yes	532	95	419	94
No	24	4	20	5
Don't know	2	0	4	1
Total#	558	100	443	100

Data weighted to the age and gender profile of the total Quitline population

The total excludes non-responses (Tax Survey=11 and QSTO=87)

Note: The QSTO Survey question had a large number of non-responses. This reflects a slight difference in the question which focused on respondents who did not succeed in quitting smoking.

Aspects of the service that the client did not like

Respondents were asked to identify any aspect of the service that they did not like. A total of 37 respondents in the Tax Survey provided information. Of these, eight respondents stated that they didn't receive the quit pack or Quitcards (n=8), with smaller numbers stating that their call took too long to be answered (n=5) and they wanted more choice of NRT products (n=3). A total of 75 respondents in the QSTO Survey identified aspects of Quitline that they did not like. The most commonly reported responses were the call was too long/there was too much information to take in (n=13), the quit pack or Quitcards didn't arrive (n=6), and the client wanted longer opening hours (n=6).

Quit pack

Clients who contact Quitline are given the option of ordering a Quit Pack which provides detailed information on giving up smoking. A total of 94% of respondents across both surveys received a Quit Pack (Table 11). Most clients who ordered a Quit Pack received their order in up to five days and there were no noteworthy differences in delivery time between the two surveys (Table 12). This is a very positive finding as the Business Support team were able to process the Quitcards quickly despite a significant increase in NRT orders following the tax increase.

Clients who received their order were asked how much of the Quit Pack they had read. The Tax Survey respondents were slightly more likely to indicate that they read all or most of the Quit Pack than the QSTO respondents (63% compared to 55%). When responses are combined, three quarters of respondents in both surveys stated that they read at least some of the Quit Pack. Of concern, 23% of the Tax Survey respondents and 24% of the QSTO respondents stated that they just glanced through the Quit Pack or did not read any of it (Table 13).

Table 11: Whether client received Quit Pack

	Tax Survey		QSTO Survey	
	n	%	n	%
Yes	526	94	513	94
No	30	5	21	4
Did not order a Quit Pack	2	0	8	1
Don't know/Refused	1	0	1	0
Total#	559	100	543	100

Data weighted to the age and gender profile of the total Quitline population

The total for the Tax Survey excludes 9 non-responses.

Table 12: Time for Quit Pack to arrive

	Tax Survey		QSTO Survey	
	n	%	n	%
The next day	23	4	12	2
Between 2 and 5 days	416	79	385	75
More than 5 but less than 10 days	72	14	93	18
More than 10 days	7	1	17	3
Don't know but probably 5 days or less	0	0	4	1
Really don't know	7	1	2	0
Total#	525	100	513	100

Data weighted to the age and gender profile of the total Quitline population

The total for the Tax Survey excludes 1 non-respondent.

Note: Includes clients who received a Quit Pack.

Table 13: How much of the Quit Pack the client read

	Tax Survey		QSTO Survey	
	n	%	n	%
All of it	200	38	169	33
Most of it	131	25	110	22
Some of it	72	14	109	21
Just glanced through it	85	16	79	16
None of it	35	7	41	8
Don't know	2	0	0	0
Total#	525	100	507	100

Data weighted to the age and gender profile of the total Quitline population

Total excludes non-responses (Tax Survey=1 and QSTO=6)

Note: Includes clients who received a Quit Pack

Redemption of Quitcards

All individuals who contact Quitline are given the option of ordering subsidised NRT. Clients who register to receive NRT are issued with a Quitcard which they can redeem at a pharmacy for subsidised NRT products. A total of 98% of respondents in both surveys received a Quitcard (Table 14). Of these, four out of five (81%) exchanged the Quitcard for NRT products, a very positive rate of redemption (Table 15).

Table 14: Whether client received Quitcards

	Tax Survey		QSTO Survey	
	n	%	n	%
Yes	515	98	501	98
No	9	2	7	1
Don't know	2	0	2	0
Total	526	100	510	100

Data weighted to the age and gender profile of the total Quitline population

The total excludes non-responses.

Note: This question was not asked to clients who were not issued a Quitcard.

Table 15: Whether client redeemed Quitcard

	Tax Survey		QSTO Survey	
	n	%	n	%
Yes	416	81	402	81
No	97	19	96	19
Total	513	100	498	100

Data weighted to the age and gender profile of the total Quitline population

Note: Includes clients who received a Quitcard.

The total excludes non-responses (Tax Survey=2 and QSTO Survey=3).

Future use of NRT

Respondents who had redeemed their first four-weeks of NRT were asked if they intended to obtain the next four weeks of product. A total of 80% of Tax Survey respondents indicated that they were intending to obtain further NRT products, which was slightly higher than the proportion in the QSTO Survey (73%). One in ten respondents in the Tax Survey stated that they would not be getting further NRT and the same proportion indicated they were unsure whether they would obtain more NRT products. This compares to 14% and 13% respectively among the QSTO respondents (Table 16).

Table 16: Whether the client intends to obtain the next four weeks of NRT

	Tax Survey		QSTO Survey	
	n	%	n	%
Yes	332	80	287	73
No	41	10	54	14
Unsure	42	10	51	13
Total	415	100	392	100

Data weighted to the age and gender profile of the total Quitline population

Note: Includes clients who received a Quitcard.

The total excludes non-responses (Tax Survey=2 and QSTO Survey=8).

Use of NRT products

Clients who redeemed their Quitcard had a choice of ordering nicotine patches, gum, and/or lozenges with some constraints based upon their level of smoking. A comparison of the two survey populations shows that the Tax Survey respondents were slightly more likely to have received nicotine patches (83%), than the QSTO respondents (78%). Approximately one-third of respondents in both surveys received gum and 37% of respondents in both surveys received lozenges (Table 17).

Table 17: NRT products received by the client

	Tax Survey		QSTO Survey	
	Yes, I received the product		Yes, I received the product	
	n	%	n	%
Patches	345	83	308	78
Gum	133	32	128	33
Lozenges	155	37	147	37

Data weighted to the age and gender profile of the total Quitline population

Note: Includes clients who redeemed their Quitcard.

Clients may be provided multiple products

Respondents were asked a series of questions to identify if they used the NRT products correctly. Clients were defined as using the patches correctly if they reported using one patch per day and replacing smoking totally with the patches. In this analysis, clients were defined as using the gum and lozenges correctly if they used the product 'everyday', 'just before when they would normally smoke', 'when they got cravings' or 'when they got stressed' and they 'replaced smoking totally with the gum/lozenges'.

A comparison of the two survey populations shows that the Tax Survey respondents were less likely to use the nicotine patches correctly than those in the QSTO Survey. A total of 52% of Tax Survey respondents reported using this product in the recommended manner, compared to 64% of the QSTO respondents. There were also differences in the use of nicotine gum with 45% of Tax Survey respondents using the product correctly, compared to 50% in the QSTO Survey. However, there was no notable difference in the use of lozenges with 42% of Tax Survey respondents and 41% of QSTO respondents reporting a correct method of use (Table 18).

Earlier in the report it was noted that the two survey populations were equally as likely to indicate that the information they received from Quitline was enough to know how to use the NRT products effectively. However, the findings presented here show that the Tax Survey respondents were less likely to have used the products correctly.

Table 18: Whether client used NRT products correctly

	Tax Survey		QSTO Survey	
	n	%	n	%
Used patches correctly	180	52	200	64
Did not use patches correctly/not known	165	48	111	36
Total#	345	100	311	100
Used gum correctly	61	45	65	50
Did not use gum correctly/not known	74	55	65	50
Total	135	100	130	100
Used lozenges correctly	65	42	62	41
Did not use lozenges correctly/not known	90	58	88	59
Total	155	100	150	100

Data weighted to the age and gender profile of the total Quitline population

Note: Includes clients who redeemed Quitcard and received each of the NRT products.

The total excludes non-responses.

Self efficacy

Clients in the Tax Survey were asked a subset of questions about how they rated their chances of giving up smoking for good. These questions were not included in the QSTO Survey but were included in an earlier 2007 evaluation of the Quitline. Hence, comparisons are presented between the Tax Survey and the 2007 Evaluation study.^{9,10}

Overall, most respondents in the Tax Survey rated their chances of giving up smoking for good to be high. A total of 72% of the Tax Survey respondents rated their chances of giving up smoking for good as either 'very high' or 'high'. The Tax Survey respondents were less likely to rate their chances of giving up smoking as 'Very high' compared with the 2007 Evaluation study respondents (40% compared to 58%) and they were more than twice as likely to consider their chances of giving up smoking as average (22%, compared to 9%). Just 4% of the Tax Survey respondents and 2% of the 2007 Evaluation respondents considered their chances of giving up smoking to be 'low' or 'very low' (Table 19).

Respondents were asked to rate the importance of giving up smoking on a scale of 1 to 9 with 1 being not at all important and 9 indicating very important. A total of 78% of the Tax Survey respondents and 85% of the 2007 Evaluation respondents gave the highest rating of nine. A further 16% of Tax Survey respondents rated their chances of giving up as 8 or 7, compared to 15% for the 2007 Evaluation study. Very few respondents in each survey rated the importance of giving up smoking as less than 6 (Table 20).

⁹ Note that the comparisons are descriptive only in this report as the weighting criteria applied to each data set differs

¹⁰ The Quit Group, 2007. Quitline Service Evaluation.

<http://www.quit.org.nz/file/research/FINAL%20REPORT%202007%2008%20Quitline%20Evaluation.pdf>

Table 19: Respondents self rated chances of giving up smoking for good

	Tax Survey		2007 Evaluation	
	n	%	n	%
Very high	221	40	1136	58
High	180	32	602	31
Average	125	22	175	9
Low	13	2	15	1
Very low	12	2	17	1
Don't know/Refused	8	1	17	1
Total#	559	100	1962	100

Data weighted to the age and gender profile of the total Quitline population
 # Total excludes non-responses (Tax Survey=9).

Table 20: Respondents' rating of the importance of giving up smoking for good

	Not very important				Very important					Total
	1	2	3	4	5	6	7	8	9	
Tax Survey										
n	2	1	2	3	11	11	45	46	436	558
%	0	0	0	0	2	2	8	8	78	100
2007 Evaluation Study										
n	2	2	1	3	24	15	82	208	1621	1958
%	0	0	0	0	1	1	4	11	83	100

Data weighted to the age and gender profile of the total Quitline population
 # Total excludes non-responses and respondents who indicated don't know (Tax Survey=10).

Section 2: Quit status and behaviour change

The Quit Group know from previous questions that the majority of the Tax Survey population received a shorter registration process whereas the majority of QSTO respondents received the full length registration. There is interest to see if there are any differences in smoking outcomes between the two surveys. This section examines the self reported smoking patterns and outcomes of respondents three weeks following their first contact with Quitline.

The primary definition of quit used in this report is continuous quit, that is the respondent has *not smoked at all* since calling Quitline.

Due to programming skips in the questionnaire based on the definition of quit that was defined when the questionnaire was created, some of the tables below show respondents as quit if they 'smoked up to five cigarettes'. Similarly, the definition of relapse in the tables is 'smoked more than five cigarettes'. The reader is advised to note these instances¹¹.

Whether respondent attempted to quit

Information was collected about respondents who made a 'serious attempt to quit,' that is stopped smoking for at least 24 hours. Quit Group surveys consistently find that not all clients quit after calling Quitline. A total of 77% of Tax Survey respondents indicated that they had quit smoking for at least 24 hours since contacting Quitline, compared to 80% for the QSTO Survey respondents. Conversely, 23% of Tax Survey respondents stated that they had not tried to quit smoking in the three week period since contacting Quitline, compared to 20% for the QSTO Survey (Table 21). These findings reflect the evaluation survey findings that showed in 2003, 24% had not attempted to quit and in 2007 that over a third (36%) had not attempted to quit.

Table 21: Whether client had quit smoking for at least 24 hours since contacting Quitline

	Tax Survey		QSTO Survey	
	n	%	n	%
Tried to quit	434	77	434	80
Did not try to quit	131	23	108	20
Don't know	1	0	1	0
Total#	566	100	543	100

Data weighted to the age and gender profile of the total Quitline population

The total excludes non-responses (Tax Survey=2).

¹¹ This means that the expected total respondents in certain tables in this section are smaller than the 'relapse' figures quoted in table 22.

Quit status

Clients who indicated that they had attempted to quit smoking since contacting Quitline were asked about their smoking patterns. A total of 40% of the Tax Survey respondents who attempted to quit indicated that they had not smoked at all since calling Quitline, compared to 44% for the QSTO respondents. In contrast, the Tax Survey respondents were almost twice as likely to report 'I have had a few puffs' than the QSTO respondents (20%, compared to 11%). Conversely, 16% of the Tax Survey respondents and 20% of QSTO respondents who attempted to quit had relapsed and had smoked more than five cigarettes (Table 22).

Table 22: Quit status for Tax Survey and QSTO respondents

	Tax Survey		QSTO Survey	
	n	%	n	%
I have not smoked at all – not even a single puff	167	40	193	44
I have had a few puffs	84	20	49	11
I have smoked between one and five cigarettes	106	25	105	24
I have smoked more than five cigarettes	66	16	87	20
Total#	423	100	434	100

Data weighted to the age and gender profile of the total Quitline population

The total excludes non-responses (Tax Survey =11 and QSTO=1).

Quit rates

Using the definition of quit as 'not smoked at all', a quit rate of 29% was achieved for the Tax Survey respondents. The quit rate is expressed as a proportion of the total survey population. As clients were surveyed approximately three weeks following contact, this is a short term quit outcome.

There were differences in the likelihood of quitting smoking at the three week period between the two surveys. The self reported quit rate for the Tax Survey respondents was 29% which was lower than the quit rate for the QSTO respondents of 36%. This difference was statistically significant.

Table 23 Quit rate since contacting Quitline

	Tax Survey	QSTO
Number who quit	167	193
Total population	568	543
% who quit	29	36

Data weighted to the age and gender profile of the total Quitline population

* Chi-square tests showed significant differences at the 95% level.

Reason respondents did not try to quit

Respondents who indicated that they did not try to quit in the three weeks since contacting Quitline were asked to identify the reason why they did not try. A total of 27% of Tax Survey respondents stated that they were too stressed to give up smoking, compared to 23% in the QSTO Survey. Respondents in the Tax Survey were less likely to state that the time isn't right to quit than the QSTO Survey respondents (14%, compared to 26%). Smaller proportions of Tax Survey respondents stated that they hadn't got around to it yet (13%) and other people were making it difficult for them (13%). A total of 12% of the QSTO respondents stated that they hadn't reached their quit date yet, compared with 7% for the Tax Survey respondents (Table 24).

Table 24: Reason respondent did not try to quit

	Tax Survey (n=131)		QSTO Survey (n=106)	
	n	%	n	%
Tried to quit without receiving Quit Pack	2	1	0	0
Tried to quit without getting NRT products	4	3	1	1
Too stressed	35	27	24	23
Have not gotten around to it	17	13	12	11
The time isn't right	18	14	28	26
I haven't reached my quit date yet	9	7	13	12
Other people are making it difficult for me	17	13	6	6
Not enough support from people around me	2	2	1	1
Don't know	5	4	1	1

Data weighted to the age and gender profile of the total Quitline population

Multiple responses are possible

Reason respondent went back to smoking

Clients who relapsed were asked to indicate the reason that they went back to smoking. The Tax Survey respondents were most likely to state that they gave in to cravings (20%), they were stressed (19%) and they went back to smoking because they were drinking (19%). The QSTO respondents were most likely to report that they were stressed (29%) and they started smoking again because they were drinking (15%). These findings are based on small numbers and any differences between the two surveys should be treated with some caution. However, these findings most likely reflect that Tax Survey respondents were less likely to use their NRT correctly and less able to deal with their cravings.

Table 25: Reason respondent went back to smoking

	Tax Survey (n=66)		QSTO Survey (n=87)	
	n	%	n	%
Stress/stressful situation	13	19	26	29
Tempted by others (people smoking around me)	8	11	10	11
Gave in to cravings	14	20	8	9
Was drinking/got drunk	13	19	13	15
Difficult personal or family life event	9	14	6	7
Other (please specify)	9	14	22	25
Don't know	1	1	0	0
Total	66	100	88	100

Data weighted to the age and gender profile of the total Quitline population
 # Total excludes non-responses (QSTO=3)

Quit attempts in the last twelve months

In order to gain an insight into past smoking patterns, clients were asked to identify the number of times they had attempted to quit smoking in the past twelve months. A quit attempt was defined as quitting smoking for at least 24 hours. Respondents in the two surveys reported a markedly different pattern of quit attempts over the past year. A total of 27% of Tax Survey respondents indicated that they had made no attempt to quit smoking in the past 12 months while less than one percent of the QSTO respondents reported no quitting attempts. The Tax Survey respondents were also more likely to report making a single attempt to quit smoking in the past year than the QSTO respondents (41%, compared to 30%) and were half as likely as the QSTO respondents to have made two attempts to quit in the past twelve months (17%, compared to 34%). Conversely, the Tax Survey respondents were less likely to have made more than two quit attempts, with 15% indicating they made three or more attempts to quit smoking, compared to 36% for the QSTO respondents (Table 26).

Table 26 Number of quit attempts made in the past 12 months

	Tax Survey		QSTO Survey	
	n	%	n	%
None	142	27	2	0
1	214	41	161	30
2	91	17	186	34
3	44	8	102	19
4	16	3	44	8
5+	21	4	48	9
Total #	528	100	543	100

Data weighted to the age and gender profile of the total Quitline population
 # The total excludes non-responses (Tax Survey=40).

Behavioural changes for those who did not try to quit or relapsed

The Quit Group was interested to find out if clients who did not quit or who relapsed (n=197)¹² made any other changes in their smoking habits. Clients in the Tax Survey were asked to self report on any changes in the amount that they smoked since using Quitline. A total of 64% indicated that they smoked less than they did when they contacted Quitline, 31% smoked the same amount and 5% increased the amount that they smoked (Table 27).

Clients who had relapsed were asked if they made any specific changes to their smoking patterns since using Quitline. Of those respondents who provided information, 71% of Tax Survey clients and 56% of QSTO respondents stated that they had cut down on smoking. A further 32% of Tax Survey respondents stated that they did something else instead of smoking and 20% changed the time of day that they smoked. This compares to 16% and 13% of the QSTO respondents.

Table 27: Changes in amount smoked since contacting Quitline (respondents who did not try to quit or relapsed)

	Tax Survey	
	n	%
More	8	5
The same	50	31
Less	103	64
Total responses	161	100

Data weighted to the age and gender profile of the total Quitline population

Note: Clients are included if they did not try to smoke or relapsed.

The total excludes non-responses (n=36).

Table 28: Changes in smoking patterns for clients who relapsed

	Tax Survey (n=66)		QSTO Survey (n=87)	
	n	%	n	%
No changes made	8	12	12	14
Cut down	47	71	49	56
Do something else before/instead of smoking	21	32	14	16
Changed time of day smoked	13	20	11	13
Made home smokefree	7	11	4	5
Made car smokefree	3	4	3	3
Other	7	11	26	30
Don't know	2	4	0	0

Data weighted to the age and gender profile of the total Quitline population

Note: Clients are included if they tried to quit but reported smoking more than five cigarettes.

Note: Multiple responses are possible.

¹² Not all relapsed clients were asked this question due to the programming logic of questionnaire skips in the survey.

Section 3: Impact of cost on contacting Quitline and quitting outcomes

A major purpose of this study is to examine the extent to which the tobacco tax was a motivating factor for contacting Quitline and whether this impacted on quitting outcomes. Quitline experienced a marked surge in callers immediately following the announcement of the tobacco tax increase, with a doubling of volumes above the level prior to the announcement. To investigate the impact of the tobacco tax on the use of Quitline and quitting outcomes, respondents in the Tax Survey population were asked a series of questions relating to the tax increase and their general motivation for using the service.

Main reason respondent wanted to quit smoking

Respondents were asked to state the main reason that they decided to quit smoking this time. A total of 39% of respondents stated that they wanted to quit for general health reasons and a further 5% stated that the health specific event or problem was behind their decision to quit. A further 31% of respondents stated that the cost of tobacco was the main reason they wanted to quit. Smaller proportions of respondents identified family related reasons for wanting to quit including the effect on their children (6%), general family reasons (4%) and their children wanted them to stop (3%). These findings indicate that the cost of tobacco was the second most common primary reason for wanting to stop smoking behind health related reasons (Table 29).

Table 29: Main reason the respondent wanted to quit smoking

	Tax Survey	
	n	%
Cost of tobacco	160	31
Health general	204	39
Health specific event/problem	27	5
My children want me to stop	14	3
Effect on my children	32	6
Family	19	4
Aesthetic and cosmetic reasons	3	0
Health worker said I should stop	3	0
Don't like being addicted/take control of my life	56	11
Don't know	5	1
Total	523	100

Data weighted to the age and gender profile of the total Quitline population

The total excludes non-responses (n=45)

Other reasons for wanting to quit smoking

Respondents were asked to identify any other reasons that motivated their decision to quit smoking. Clients were coded to the same categories reported on in the previous table. A total of 38% of respondents identified the cost of tobacco as another reason for wanting to quit. More than half of respondents identified general health factors (43%) or specific health problems (14%) as another reason for wanting to stop smoking. Smaller proportions identified family related reasons such as the effect on my children (11%), general family reasons (11%) and my children wanted me to stop (7%) as other reasons that influenced their decision to quit. Not surprisingly these findings indicate that most clients had more than one reason for wanting to stop smoking (Table 30).

In all, 373 Tax Survey respondents, or 66%, cited cost of tobacco as a reason (whether the main reason or not) for wanting to quit smoking.

Table 30: Other reasons for wanting to quit smoking

	Tax Survey	
	n	%
Cost of tobacco	213	38
Health general	245	43
Health specific event problem	77	14
My children want me to stop	38	7
Effect on my children	62	11
Family	65	11
Aesthetic and cosmetic reasons	9	2
Health worker said I should stop	6	1
Don't like being addicted/take control of my life	41	7
Don't know	4	1

Data weighted to the age and gender profile of the total Quitline population

* Multiple responses are possible

Whether tax increase was a motivating factor for contacting Quitline

The previous question collected general information on the reasons that respondents decided to quit smoking. Without any prompting from the interviewer, 31% of respondents identified the tax increase as the main reason for wanting to quit.

In order to probe this issue further, clients were asked a specific question about the extent to which the recent tax increase was a motivating factor to contact Quitline. Just under half of respondents indicated that the tobacco tax increase was a motivating factor for them to call Quitline. This includes 20% who reported that the tax increase was the major reason that they contacted Quitline and 28% stated that it was one of the main reasons for calling. A further 19% of respondents indicated that there were other reasons and that the cost of tobacco was a minor factor, while 34% stated that it was not a reason to call Quitline (Table 31).

Table 31: Whether the tax increase was a reason for contacting Quitline

	Tax Survey	
	n	%
The major reason for you calling	112	20
One of the main reasons	156	28
There were other reasons cost was a minor factor	106	19
It wasn't a reason for me to call Quitline	189	34
Don't know	1	0
Total#	564	100

Data weighted to the age and gender profile of the total Quitline population

The total excludes non-responses (n=4)

Quitting outcomes and the tobacco tax increase

The findings in the previous section show that just under half of respondents indicated that the tax increase was a motivating factor for them to contact Quitline, whether it be the main reason or one of the main reasons. The Quit Group was interested to know if there were any differences in quitting outcomes for those who were motivated to call Quitline due to the tax increase and those who were motivated by other factors. This section presents the quit rates, and the proportion of clients who relapsed by the main reason for wanting to quit smoking and by the extent to which tax was a motivating factor.

Quitting outcomes by main reason the respondent wanted to quit

The Quit Group was interested to know whether quitting outcomes varied between clients who wanted to stop smoking due to the cost of tobacco, compared with other reasons such as health reasons. Clients were grouped into four categories: 'cost of tobacco', 'health related reasons', 'family reasons' and 'other reasons'. Clients who stated that the cost of tobacco was their main reason for wanting to give up smoking had a quit rate of 27%. This was similar to the quit rate for those who decided to quit because of health related reasons (29%) but lower than the rate for those who cited family related reasons (43%). Although the quit rates for clients who were motivated to give up smoking because of the cost of tobacco were lower than those for some other groups, the quitting rates remain reasonably high for all groups of respondents (Table 32).

Table 32: Quit rate by the main reason the respondent wanted to quit smoking

	Tax Survey		
	Number cited as reason	Number who quit	Quit rate (%)
Cost of tobacco	160	43	27
Health	231	66	29
Family related	65	28	43
Other reasons	62	19	31
Don't know/Not answered	50	12	24
Total	568	168	29

Data weighted to the age and gender profile of the total Quitline population
 Clients are defined as quit if they smoked no cigarettes.

Quitting outcomes for high motivator group versus not a motivator group

The Quit Group knew from previous findings that the recent tax increase was a motivating factor to contact Quitline for many respondents. For some it was the main reason, for others it was one of a number of reasons and for some it was not a reason at all. The Quit Group was interested to know if there were any differences in quitting across these different groups.

Clients who stated that the recent tax increase was the major reason for contacting Quitline had a quit rate of 29%, compared to 27% for those who stated it was one of the main reasons, and 29% for those who stated it was a minor reason. Clients who indicated that the tax increase was not a reason for contacting Quitline had a slightly higher likelihood of quitting than the other groups (32%). Despite these differences, respondents across all these categories also had a reasonably high rate of quitting (Table 33).

Table 33: Quit rates by the extent to which the tax increase was a reason for contacting Quitline

	Tax Survey	
	Number who quit	%
The major reason for you calling	33	29
One of the main reasons	42	27
There were other reasons - cost was a minor factor	31	29
It wasn't a reason for me to call Quitline	61	32
Total	167	29

Data weighted to the age and gender profile of the total Quitline population
 Clients are defined as quit if they smoked no cigarettes.

Whether tax increase helped clients to stay quit

Clients who had quit smoking since contacting Quitline (n=357)¹³ were asked the extent to which the tobacco tax had helped them to stay quit. A total of 45% indicated that the tax increase had helped 'a lot', while 15% stated it had helped them 'somewhat'. A further 11% of respondents indicated that the tax increase had not had much of an impact on their quitting, while 29% stated that it had not helped them at all (Table 34).

Table 34: Extent to which the tobacco tax helped the client to stay quit

	Tax Survey	
	n	%
How much has the tax increase helped you stay quit?		
A lot	161	45
Somewhat	53	15
Not much	38	11
Not at all	101	29
Don't know	2	0
Total#	355	100

Data weighted to the age and gender profile of the total Quitline population

Note: Clients are included if they had smoked five cigarettes or less since contacting Quitline.

The total excludes non-responses (n=1)

Whether tax increase was a reason for clients to cut down on smoking

Clients who indicated that they had cut down on smoking since contacting Quitline but had not yet quit (n=103) were asked whether the tax increase influenced their behaviour. Around half of respondents indicated that the tax increase was a reason for them to reduce their smoking, while the remaining half indicated that it was not a reason for cutting down (Table 35).

Table 35: Whether the tax increase was a reason for cutting down on smoking

	Tax Survey	
	n	%
Did you reduce smoking on purpose when the price increased on tobacco?		
Yes	51	51
No	49	49
Total#	100	100

Data weighted to the age and gender profile of the total Quitline population

Note: Clients are included if they cut down on smoking but did not quit.

The total excludes 3 non-responses

¹³ All clients who smoked less than five cigarettes since their quit date were asked this question.

Items cut down on in order to continuing purchasing tobacco

The Quit Group was interested to know whether the tobacco tax affected spending on other items for clients who did not try to quit smoking or who relapsed (n=197)¹⁴. A total of 34% of respondents indicated that they had reduced their expenditure on other items in response to the increased cost of tobacco (Table 36). When asked to specify what items they cut down on, 44 respondents stated they cut down on food items including bread and milk. Smaller numbers of respondents stated that they cut down on petrol (n=6) and alcohol (n=5). Note these are small numbers but give an indication.

Table 36: Whether the client had cut down on other items in order to continue purchasing tobacco (clients who did not attempt to quit or who relapsed)

	Tax Survey	
	n	%
Yes	65	34
No	129	66
Don't know	1	0
Total#	195	100

Data weighted to the age and gender profile of the total Quitline population

Note: Clients are included if they did not try to quit or if they relapsed.

The total excludes non-responses (n=2)

Table 37: Items cut down on since the tax increase (clients who indicated that they cut down on other items in order to continue purchasing tobacco)

	Tax Survey
	n
Food	35
Tobacco	9
Milk	5
Bread	4
Alcohol	5
Going out	4
Movies	1
Clothes for me	2
Clothes for my family	1
Petrol	6
Total	73

Data weighted to the age and gender profile of the total Quitline population

Note: Respondents were able to identify multiple items.

¹⁴ Not all relapsed clients were asked this question due to the programming logic of questionnaire skips in the survey.

What difference did quit planning make to quitting outcomes?

Further analysis was conducted to test if differences in quit rates might be due to a reduced service delivery rather than in response to the tax increase. Findings showed that the quit rates between Tax Survey respondents who received a quit plan (according to the Filemaker database) and those who did not had the same likelihood of quitting (Table 38). The finding indicates that the way the service was delivered was not a factor in the difference between the Tax Survey and QSTO respondent's quit rates. This would need to be tested with more in-depth analysis.

Table 38 Did quit planning affect quitting outcomes

	Tax Survey	
	n	% quit
Yes went through a quit plan	47	31
No did not go through a quit plan	119	29
Total#	166	29

Note: Clients are included if have not smoked at all since contacting Quitline

The total excludes 1 non-response

Section 4: Impact of advertising on contacting Quitline and quitting outcomes

In the weeks leading up to the announcement of the tax increase, The Quit Group ran an advertising campaign about quitting smoking. The campaign was focused on 'Angela', a Māori woman who was attempting to quit smoking. The adverts showed how Angela's smoking and her quitting affected the people around her, and impacted on Angela herself. The advertising campaign ran from January to April 2010. The Quit Group were interested to know the extent to which the advertising was recalled by respondents in the Tax Survey and whether this was a factor influencing their decision to use Quitline.

Whether respondent recalled seeing advertising about quitting smoking

Clients in the Tax Survey were asked whether they recalled seeing any advertising about quitting smoking in the two weeks prior to contacting Quitline. Respondents who recalled seeing advertising were then asked to describe the advertisements. A relatively high proportion of respondents recalled seeing advertising about quitting smoking in the two weeks prior to contacting Quitline (76%). This includes 37% who accurately recalled seeing the 'Angela' advertisement (Table 39).

Table 39: Whether respondent recalled seeing advertising about quitting smoking in the two weeks prior to contacting Quitline

	Tax Survey	
	n	%
Recalled 'Angela' advertisement	209	37
Recalled other advertising	190	34
Recalled advertising but did not specify	30	5
Did not recall advertising	131	23
Don't know	6	1
Total#	566	100

Data weighted to the age and gender profile of the total Quitline population
 # Total excludes 2 non-responses.

Impact of advertising following the tax increase announcement

Television advertising is a key driver of calls to Quitline. To examine the role advertising played in driving calls to Quitline following the tax increase, respondents who recalled seeing advertising in the two weeks prior to calling Quitline were asked the extent to which advertising was a motivating factor for contacting Quitline. A total of 63% stated that advertising was the main reason, one of the main reasons or a minor reason for contacting Quitline (Table 40). This compares to 67% who stated that the tax increase was a reason for calling (Table 31). Additionally, just 5% stated advertising was a 'main reason' for calling Quitline compared to 20% who stated the tax increase was a 'main reason' for calling (Table 31 and Table 40). Advertising on its own is an effective 'call to action' that prompts a client to make a quit attempt. This is supported by The Quit Group's previous research. Advertising has done and will continue to be key driver of calls to Quitline. However the tax increase appears to have been a stronger call to action in this time period, rather than advertising.

Table 40: Whether advertising was a motivating factor for contacting Quitline

	Tax Survey	
	n	%
The major reason for calling	23	5
One of the main reasons	107	25
There were other reasons the advertising was a minor factor	139	33
It wasn't a reason to call Quitline	155	36
Don't know	2	1
Total#	426	100

Data weighted to the age and gender profile of the total Quitline population

Total excludes non-responses (n=4)

Impact of advertising and tax on smoking outcomes

Findings in the previous section established that quitting outcomes varied according to whether tax was a motivating factor for contacting Quitline. The Quit Group was interested in knowing if the advertising campaign that coincided with the tax announcement had an additive effect on this relationship. Disentangling the relationship between these factors is complex and is best suited to an in-depth analysis. However, some preliminary analyses are presented below.

Respondents who stated that the tax increase was the major reason or one of the main reasons to contact Quitline and who accurately recalled seeing advertising about quitting smoking were slightly more likely to have quit at the three week period than respondents who did not recall seeing the advertising. Alternatively, high quit rates were also achieved for those who stated cost was minor factor and/or did not recall advertising. The reasons for this are not clear and require further in-depth analysis. Generally, the findings in table 41 are expected by The Quit Group as advertising plays a key role for obtaining quit attempts, rather than maintaining the quit success rate (Table 41).

Table 41: Continuous quit rates by the extent to which the tax increase was a reason for contacting Quitline (respondents who recalled advertising and respondents who did not)

	Tax Survey			
	Respondent recalled Angela advertisement		Respondent did not recall Angela advertisement	
<i>Extent to which the tax increase was a motivating factor to contact Quitline</i>	Number who quit	%	Number who quit	%
The major reason for you calling	12	32	21	29
One of the main reasons	18	33	24	24
There were other reasons - cost was a minor factor	11	26	20	31
It wasn't a reason for me to call Quitline	19	28	42	35
Total	60	29	107	30

*There were no statistically significant differences in smoking outcomes by whether a respondent recalled the Angela advertisement or not.

Data weighted to the age and gender profile of the total Quitline population

Clients are defined as quit if they smoked no cigarettes.

Note: Information is not presented for the small number of non-responses and those that stated 'don't know'

Section 5: Demographic comparisons of Quitline callers, 2008, 2009 and 2010

The Quit Group was interested to see if there were any differences in the characteristics of callers who contacted Quitline immediately after the tax announcement, compared with those who contacted the service during a time of regular volumes. To examine this, The Quit Group compared the demographic characteristics of all callers who contacted Quitline in May 2010, with total Quitline callers in May 2009 and 2008. The findings for the total Quitline callers show no significance difference in the profile of callers who contacted Quitline during May 2010, compared with the May 2009 and May 2008 years. This suggests that Māori and Pacific Peoples had a similar likelihood of contacting Quitline as in the past two years and were as likely to respond to the tax increase as other ethnicities (Table 42). There was a large increase in the number of callers who registered with Quitline following the tax increase. Many of these were new callers to Quitline which is a positive finding as the tax increase announcement encouraged a new cohort of smokers to quit.

Table 42 Demographic characteristics of clients who contacted Quitline May 2008, May 2009 and May 2010¹⁵

	2010		2009		2008	
Ethnicity¹	n	%	n	%	n	%
Māori	975	25	473	23	678	27
Pacific	230	6	119	6	172	7
Total	3919	100	2027	100	2549	100
Gender						
Female	2152	55	1058	52	1437	56
Male	1767	45	971	48	1114	44
Total	3919	100	2029	100	2551	100
Age group						
Under 25	661	17	313	15	429	17
25-34	934	24	518	26	597	23
35-44	997	25	497	24	673	26
45-54	718	18	365	18	427	17
55-64	420	11	208	10	268	10
65 and over	180	5	123	6	155	6
Not known	9	0	5	0	4	0
Total	3919	100	2029	100	2553	100

1. Respondents are able to identify with more than one ethnic group

¹⁵ The dates this data were collected ran between 28 April and 25 May in 2008, 2009 and 2010.

Extrapolating quit rates

In May 2010 following the tax increase 3,919 clients contacted Quitline. Among the sample of Quitline callers responded to the Tax Survey, there was a quit rate of 29% following the tax increase. This was measured three weeks after contacting Quitline. Applying this quit rate, it can be assumed that 1,137 clients were quit three weeks after calling Quitline.¹⁶

In May 2009, 2,029 clients called Quitline. Using the 'standard service' quit rate of 36% obtained from the QSTO Survey, 730 clients were quit three weeks after calling Quitline in May 2009. Further, in May 2008, 2553 clients registered. Therefore if the 36% 'standard service' quit rate was applied, then 919 clients had quit in May 2008.

When the quit rates between the three time periods are compared there were an additional 407 quitters in 2010 compared to the same time period in 2009, and an additional 218 quitters compared to May 2008. There were more quitters in May this year compared to previous years, even though the quit rate was lower, because Quitline received a higher volume of callers.

¹⁶ Note that this is an estimate of the number of quits. Clients who consent to research contact and who respond to client surveys may be more motivated to quit than those who don't consent or respond to surveys. However, the estimates in these calculations give a good guide as to the impact of quitting success for those who called following the tax increase.

Discussion

Findings presented in this study indicate that the short registration process did not have major impact on the level of satisfaction with the Quitline, with high levels of satisfaction reported by clients who registered before and after the tobacco tax increase. However, respondents who called following the tax increase and who received a short registration were less likely to be quit (29%) at the three week period than those who registered before the tax increase and received the longer standard registration (36%).

Several reasons for the difference in quit rates have been considered. Firstly, The Quit Group tested if the difference in quitting outcomes between the Tax and QSTO Survey respondents may be due to less planning with the Quit Advisor. Analysis showed no differences in quit rates between Tax Survey respondents who went through a quit plan with a Quit Advisor and those who didn't.

Secondly, we compared the use of NRT between the Tax and the QSTO Survey. Clients who registered with Quitline before and after the tax increase were equally as likely to have exchanged their Quitcard for NRT products. However, the Tax Survey respondents were less likely to use their NRT products correctly than the QSTO Survey respondents. The Quit Group know from its other surveys that quit rates are increased when the full course of NRT is used. It is unlikely that incorrect NRT use was due to a shortened registration as quality processes within The Quit Group ensure that NRT information is delivered in a standardised way regardless of whether a client receives a short or long registration.

Thirdly, motivation was examined. Most clients in the Tax Survey rated their chances of quitting smoking as good or very good, suggesting they were highly motivated to quit. However their self efficacy ratings were lower than the comparison group from the 2007 Quitline evaluation. This could be the main factor affecting quitting outcomes for the Tax Survey respondents. Lower belief in being able to quit may have made respondents less likely to use their NRT correctly.

Examining reasons for quitting provides additional insight. A sizable proportion cited cost of tobacco as a reason for quitting, and just under half stated that cost of tobacco was a main or other reason for contacting Quitline. However, quit rates were consistent regardless of the extent to which respondents stated the tax increase was a reason to call Quitline.

In addition, respondents who cited the cost of tobacco as the main reason for wanting to quit had a similar quitting rate as those who wanted to quit for health reasons. However, the significantly highest quit rate was for those who stated family reasons as the primary reason for wanting to quit. This finding is of particular interest as The Quit Group considers maximising and involving whānau in the quitting process, potentially leading to greater numbers of successful quit attempts.

This is the first time we have been able to look at advertising as a contributing factor to quitting, rather than examining advertising purely on call response to Quitline following a flight of television commercials. The findings in this survey indicate that while advertising campaigns are an important part of sharing the message that Quit is available to assist clients to quit smoking in a call to action, advertising was only a supporter of quit attempts in the time period immediately following the tax increase. The tax increase appears to have been a stronger call to action for the time period of the Tax Survey. The reasons that clients have for wanting to quit always exist (cost, health, family) and the tobacco control community need to ensure that spurring calls to action, whether this be advertising or increasing the cost of tobacco, as often as possible to get smokers to make quit attempts.

Two further findings are noteworthy. Firstly, our call monitoring data show that Māori and Pacific were as likely to call Quitline following the tax increase. Secondly, clients in the Tax Survey were more likely to have made no quit attempts in the last twelve months compared to those in the QSTO Survey and were less likely to have made multiple attempts. This suggests that the tax increase may have led a large number of smokers who otherwise would not have attempted to quit to engage with the services provided by Quitline and to quit smoking. By encouraging a quit attempt, even if not successful is still one step towards quitting for good.

Taking all the above into account, when call volumes are examined with quit rates The Quit Group assisted a higher number of clients to quit following the tax increase compared to previous time periods. The success of the tax increase cannot be examined on quit rates alone. In streamlining systems for the weeks following the tax increase, The Quit Group assisted approximately 4,000 clients in May 2010, nearly 2,000 additional clients compared to May 2009. By applying the quit rate of 29% from the Tax Survey, this meant that The Quit Group assisted an estimated 1,137 clients to quit in May 2010 and amounts to an additional 400 successful quit clients compared to May 2009.

Recommendations

Service delivery

Findings presented in this study show that clients who received a short registration did not report a reduced level of satisfaction with Quitline. Additionally, clients calling shortly after the tax increase were less likely to quit. The process of quit planning with a Quit advisor (or not) was not the cause of lower quit rates. This suggests that the short registration process can be successfully applied during periods of high caller volumes to Quitline, without compromising client satisfaction. Further increases in the tobacco tax are scheduled for January 2011 and January 2012, at a time in which the service is generally most in demand due to people making a New Year's resolution to quit smoking. A short registration may be an appropriate response in order to cope with the anticipated growth in numbers during this time.

Recommendation 1: Continue applying the short registration process for the tax increase scheduled in January 2011 and January 2012.

Recommendation 2: Verify the findings presented in this report about quit planning and test other aspects of the shortened service with further in-depth analysis on the dataset (including NRT use).

Further research

The quit rates presented in this report are short term outcomes. There is interest in the response to the tax increase from stakeholders and other Quitlines internationally. Conducting a longitudinal survey to collect long-term quit outcomes would be of great interest. The Quit Group recommend that further research be undertaken to measure the extent to which the quitting outcomes for clients in each survey were sustained.

Recommendation 3: Complete a six-month follow-up survey (November 2010), focusing primarily on quitting outcomes and other behavioural changes.

Involve whānau and families in the quitting process

Clients who reported that they contacted Quitline in response to the tax increase were slightly less likely to quit smoking than those who called for other reasons, particularly for those who contacted Quitline to quit for family reasons. Working with whānau and families is a direction The Quit Group is considering for future service delivery as part of Whanau Ora.

Recommendation 4: Consider internally how to involve whānau and families in the quitting journey to maximise quitting success.

Appendix 1

Post excise tax variance comparison table

Table 1. Post Excise Tax Variance Comparison

		Sunday, 25 April 2010		Monday, 26 April 2010		Tuesday, 27 April 2010		Wednesday, 28 April 2010		Thursday, 29 April 2010		Friday, 30 April 2010		Saturday, 1 May 2010	
		EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS
0800 778 778	Calls Offered	0	0	294	286	256	236	230	339	217	864	179	586		
	Abandonment	0%	0%	0%	9%	5%	12%	0%	22%	1%	8%	7%	15%		
	Outbound calls	0	0	128	524	130	150	100	341	88	399	97	209		
Quit@quit.org.n	Emails Offered	0	0	19	22	21	9	29	32	27	44	23	65		
Blog Activity	Bloggers Registered	Not calculated	16	Not calculated	66	Not calculated	60	Not calculated	66	Not calculated	161	Not calculated	152	Not calculated	27
	Quit Blogs Posted	16	12	23	14	18	24	23	24	18	31	19	34		10
NRT Online	Requests	67	75	89	117	79	81	88	177	71	395	55	241		

		Sunday, 2 May 2010		Monday, 3 May 2010		Tuesday, 4 May 2010		Wednesday, 5 May 2010		Thursday, 6 May 2010		Friday, 7 May 2010		Saturday, 8 May 2010	
		EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS
0800 778 778	Calls Offered	102	179	294	593	256	579	230	461	217	453	179	345		
	Abandonment	3%	22%	0%	9%	0%	8%	0%	6%	0%	12%	10%	16%		
	Outbound calls	93	159	171	188	161	132	141	303	138	111	113	378		
Quit@quit.org.n	Emails Offered	17	14	38	65	30	53	30	39	28	54	29	34		
Blog Activity	Bloggers Registered	Not calculated	71	Not calculated	143	Not calculated	100	Not calculated	144	Not calculated	122	Not calculated	72	Not calculated	35
	Quit Blogs Posted	14	19	26	48	20	42	23	29	21	46	20	21		15
NRT Online	Requests	49	125	90	375	86	362	78	283	76	258	52	193		153

		Sunday, 9 May 2010		Monday, 10 May 2010		Tuesday, 11 May 2010		Wednesday, 12 May 2010		Thursday, 13 May 2010		Friday, 14 May 2010		Saturday, 15 May 2010	
		EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS	EXPECTED	ACTUALS
0800 778 778	Calls Offered	145	161	497	498	414	397	351	347	373	384	290	277		
	Abandonment	0%	29%	4%	20%	3%	14%	3%	18%	2%	20%	2%	15%		
	Outbound calls	71	134	172	312	153	465	135	385	132	485	119	404		
Quit@quit.org.n	Emails Offered	23	21	21	26	19	14	25	12	22	28	19	24		
Blog Activity	Bloggers Registered	Not calculated	39	Not calculated	105	Not calculated	83	Not calculated	85	Not calculated	76	Not calculated	70	Not calculated	16
	Quit Blogs Posted	23	16	21	20	20	27	24	31	19	33	21	27		18
NRT Online	Requests	52	175	92	180	87	119	81	136	77	132	54	96		59

Appendix 2

Quotas achieved for completed interviews

27 May to 18 June 2010

Female	334
Male	231
TOTAL	565

	Total	Female	Male
Up to 24 years	95	55	40
25-44 years	261	165	96
45-64 years	172	94	78
65+	37	20	17
TOTAL	565	334	231

	Total	Female	Male
Māori	199	134	65
Pacific	29	16	13
European	271	157	114
Other	66	27	39
TOTAL	565	334	231

Note: An additional 3 interviews were completed on Survey Monkey that were not recorded on the Access database. The final number of interviews completed was 568.