

New Zealand Asian Smokers: Characteristics and Use of National Quit Services (Full Report)

The Quit Group

Research Team

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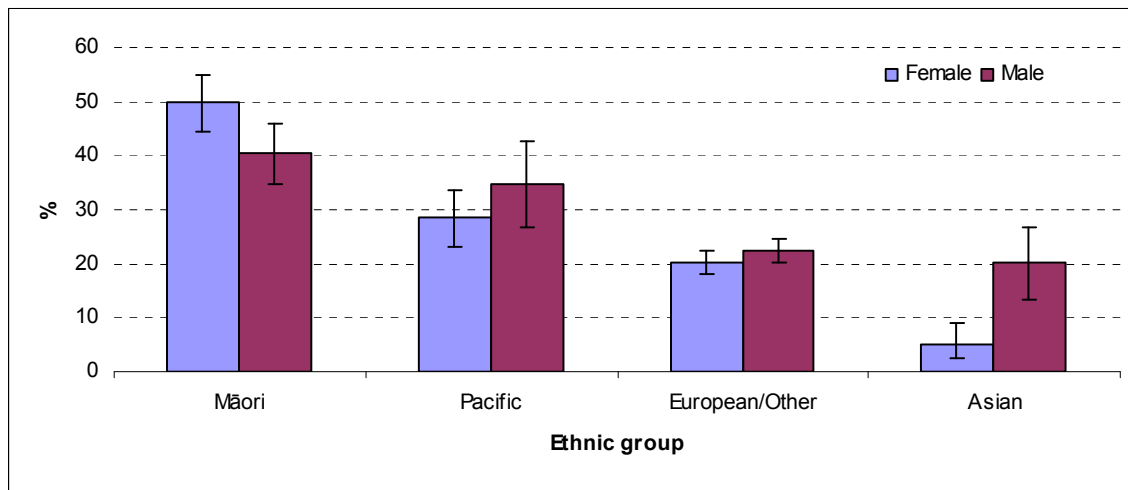
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Introduction

The most recent smoking prevalence data from the 2008 New Zealand Tobacco Use Survey (NZTUS) indicated that 21.0% of adults aged 15 years or over are current smokers.¹ Current smokers are defined as those who have smoked more than 100 cigarettes in their lifetime and are smoking at least once a month. Smoking prevalence differs by ethnicity however; it is highest among Māori (45.4%), followed by Pacific (31.4%), European/Other (21.3%) and Asian (12.4%) (Figure 1 & Table A1 in the Appendix).

Figure 1. Smoking prevalence in New Zealand by ethnicity and gender, 2008



Source: NZTUS 2008 (Ministry of Health 2009)

Due to the high smoking prevalence among Māori and Pacific people and the impact of smoking on health outcomes, many cessation service providers have a strong focus on targeting and supporting these ethnic groups. On the other hand, Asian smokers have traditionally not received the same level of attention. In addition, little research has been undertaken to understand the smoking habits and cessation needs of Asian smokers in New Zealand. The lack of research activities may be related to the relatively low smoking prevalence among Asian New Zealanders.

The damaging health effects caused by smoking are good reason to provide the best cessation support as possible to people who wish to quit smoking, regardless of their ethnicity. As indicated by the Public Health Association, providing effective and

¹ Ministry of Health (2009). *Tobacco Trends 2008: A brief update of tobacco use in New Zealand*. Wellington: Ministry of Health. Accessed from: [http://www.moh.govt.nz/moh.nsf/pagesmh/9081/\\$File/tobacco-trends-2008.pdf](http://www.moh.govt.nz/moh.nsf/pagesmh/9081/$File/tobacco-trends-2008.pdf) (28/07/2009).

quality health services to all ethnic groups is one of the eight important issues identified in order to improve the general health status of New Zealand people.²

According to the 2006 Census of Population and Dwellings (Census) approximately 350,000 Asian people were residents in New Zealand at the time of the Census. They comprise 9% of the total New Zealand population.³ The main Asian ethnic groups represented were Chinese (44%), Indian (29%), Korean (8%), and Southeast Asian (12%, including Filipino, Cambodian, Vietnamese and other Southeast Asian ethnicities). Statistics New Zealand predicts that the Asian population will experience the most significant increase of any ethnic group in New Zealand in the next fifteen years.⁴ It is expected to comprise 15% of the total population by 2021. This is higher than the expected proportion of Pacific People (9%) in 2021.

Data available to date on Asian smokers in New Zealand is fragmented. The aim of this report is to bring together existing data and conduct further analyses using readily available datasets on Asian smokers, making this a useful resource for tobacco control advocates, smokefree workers, and cessation service providers. In the first part of the report, data are drawn from multiple data sources (i.e. Youth2000, 2006/2007 New Zealand Health Survey, NZTUS 2008, and 2006 Census) to provide a comprehensive overview of the characteristics of Asian smokers residing in New Zealand. This is followed by data gathered by The Quit Group on cessation service usage by Asian clients.

² Public Health Association (2008). *A Healthy New Zealand: Tackling the Big Issues*. Wellington: Public Health Association.

³ Ministry of Health (2007). *QuickStats About New Zealand's Population and Dwellings*. Accessed from <http://www.stats.govt.nz/NR/rdonlyres/4980B3EA-6F91-4A09-BB06-F7C1C2EA3403/0/quickstatsaboutnzpopanddwellingsrevised.pdf> (15/11/2009).

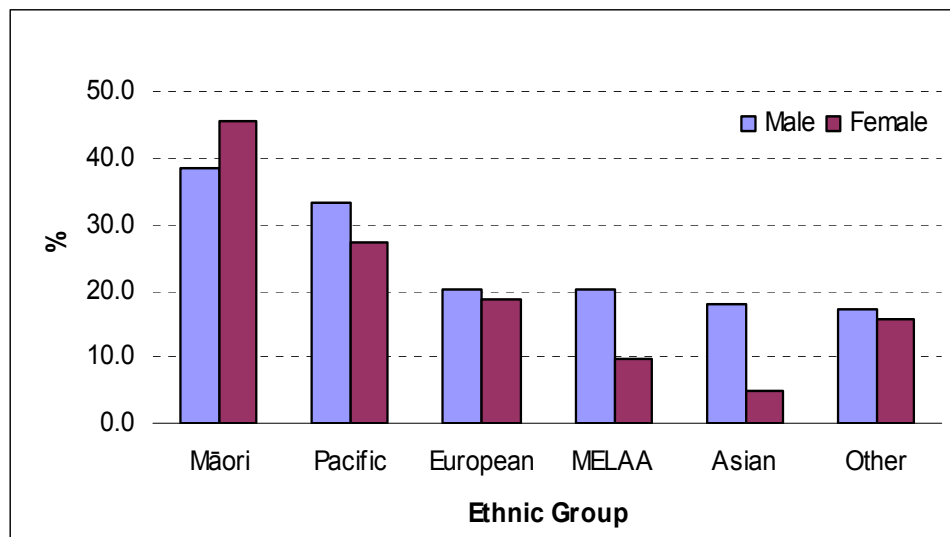
⁴ Statistics New Zealand (2008). *Demographic Trends: 2007*. Accessed from <http://www.stats.govt.nz/NR/rdonlyres/5F1F873C-5D36-4E54-9405-34503A2C0AF6/0/quickstatsaboutcultureandidentity.pdf> (15/11/2009).

Asian smokers in New Zealand

Smoking prevalence

Asian had the lowest smoking rate of all of the main ethnic groups in New Zealand.⁵ Comparing the smoking rates by gender, males were more likely to smoke than females except Māori where Māori females (46%) had a higher smoking rate than males (39%). The largest differences were found between Asian males (18%) and females (5%), followed by Middle Eastern/Latin American/African (MELAA, 20% vs 10%), and Pacific (34% vs 27%). (Figure 2 and Table A2).

Figure 2: Smoking prevalence by ethnic group and gender, 2006

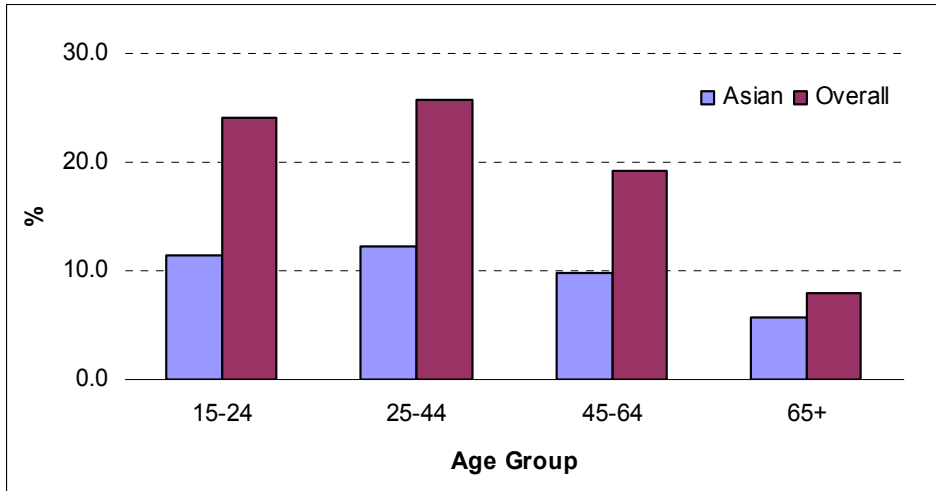


Source: Census 2006 data tables (Statistics New Zealand, 2008)

In each age group, Asian people had a lower smoking rate than the overall population. The smoking prevalence for Asians aged between 15 and 64 was very consistent around 10%. The prevalence for older Asian people (aged 65+) was almost half that of their younger counterparts at 6% (Figure 3 & Table A3).

⁵ Statistics New Zealand (2008). *2006 Census Data Table*. Accessed from <http://www.stats.govt.nz> Wellington: Ministry of Health (12/8/2008).

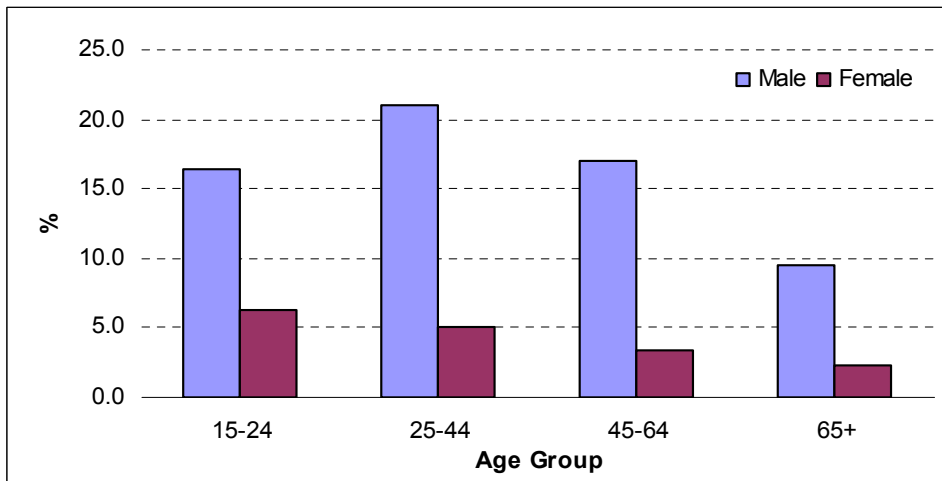
Figure 3: Smoking prevalence of Asian and overall New Zealand population by age group, 2006



Source: Census 2006 data tables (Statistics New Zealand, 2008)

Asian males between 25 and 44 years old had the highest smoking rate of over 20%. Rates were a lot lower among their older counterparts (below 10% among 65+ males). For Asian females, the smoking rate decreased as age increased (Figure 4 & Table A4).

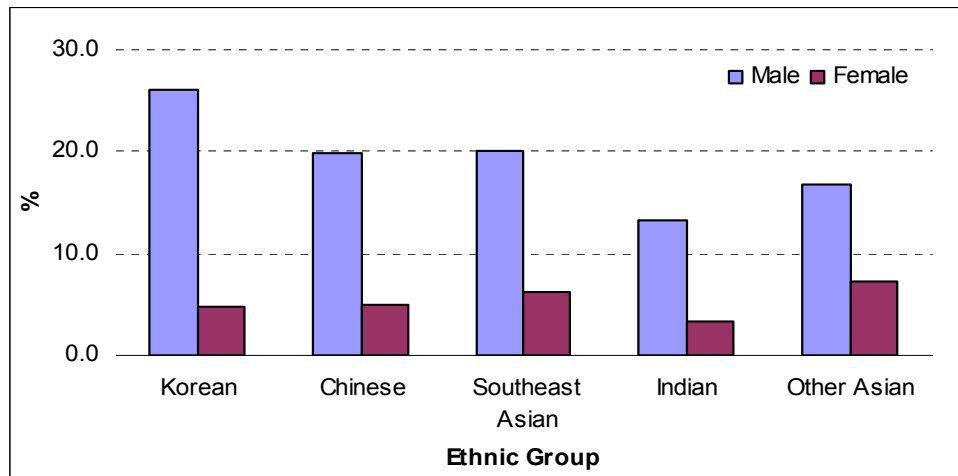
Figure 4: Asian smoking prevalence by age group and gender, 2006



Source: Census 2006 data tables (Statistics New Zealand, 2008)

Among the Asian ethnic groups, Koreans had the highest smoking rates at 15%, followed by Chinese and Southeast Asians (both at 12%). The smoking rate of Other Asians was 11% and Indians had the lowest smoking rate at 8% (Figure 5 & Table A5).

Figure 5: Smoking prevalence by Asian ethnic group and gender, 2006



Source: Census 2006 data tables (Statistics New Zealand, 2008)

Smoking in youth

Youth2000 was a national secondary school youth health survey undertaken in 2000, which comprised a nationally representative sample of secondary school students.⁶ Non-New Zealand residents were excluded from the study. About 10% of the total sample self-identified with an Asian ethnicity (n=922). Among them, 53% and 29% were Chinese and Indian, respectively.⁷ This survey provides Asian youth health data, across a wide spectrum of measures including physical health, emotional health/wellbeing, and risk behaviours such as tobacco use.

According to Youth2000, 18% of Asian secondary school students in the sample were current smokers and 10% smoked at least weekly. Smoking prevalence was significantly higher in those who were born in New Zealand than those who had lived in New Zealand for five years or less. When separate analyses were carried out with the Chinese and Indian samples, the findings were similar except for the smaller percent of weekly smokers in Indian students (8.1%).

⁶ Rasanathan K, Ameratunga S, Chen J, Robinson E, Young W, Wong G, Garrett N, Watson PD (2006). *A Health Profile of Young Asian New Zealanders Who Attend Secondary School: Findings from Youth2000*. Auckland: The University of Auckland.

⁷ Participants identifying themselves as being both Chinese and Indian were counted towards both ethnic groups.

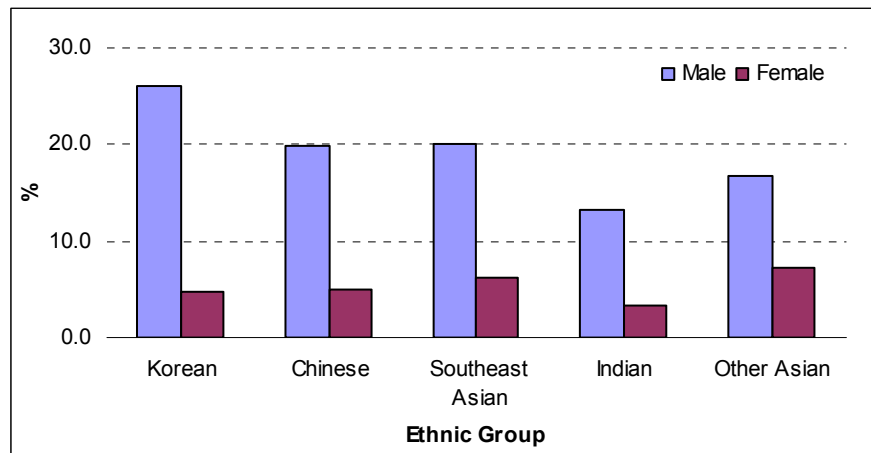
Relationship between smoking status and demographic characteristics

This report uses the 2006 Census to examine the characteristics of New Zealand Asian smokers. To acknowledge the diversity within Asians, the three predominant Asian ethnic groups (Chinese, Indian and Korean) are presented separately alongside two other groupings (Southeast Asian and Other Asian) in the analysis.

Gender

Overall, smoking prevalence varied by gender. Asian males (18%) were significantly more likely to be current smokers than females (6%). This gender difference was observed in all Asian ethnic groups. At least one in five Korean (26%), Chinese (20%) and Southeast Asian (20%) males were regular smokers, higher than the overall smoking rate of Asian males (18%), and similar to the European and MELAA male smoking rates (20%). On the other hand, the smoking rates of Southeast Asian (6%) and Other Asian (7%) females were higher than the overall smoking rate of Asian females (6%) (Figure 6 & Table A6).

Figure 6: Smoking prevalence by Asian ethnic group and gender, 2006



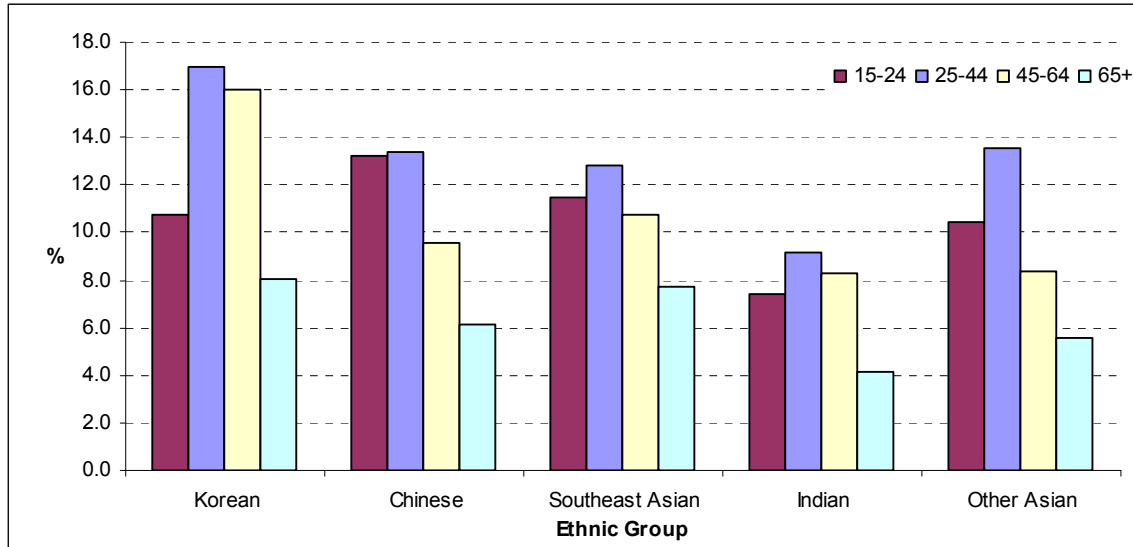
Source: Census 2006 data tables (Statistics New Zealand, 2008)

Age

Overall, Asian adults aged between 15 and 44 had a higher smoking prevalence than their older counterparts. A slightly different pattern becomes evident when looking more closely at age groups within each Asian ethnic group. Chinese had the highest smoking prevalence among Asians aged 15 to 24 years old. However, Koreans had

the highest smoking prevalence among Asians in all other age groups. Indians had the lowest smoking rates through all age groups (Figure 7 & Table A7).

Figure 7: Smoking prevalence by Asian ethnic group and age group, 2006

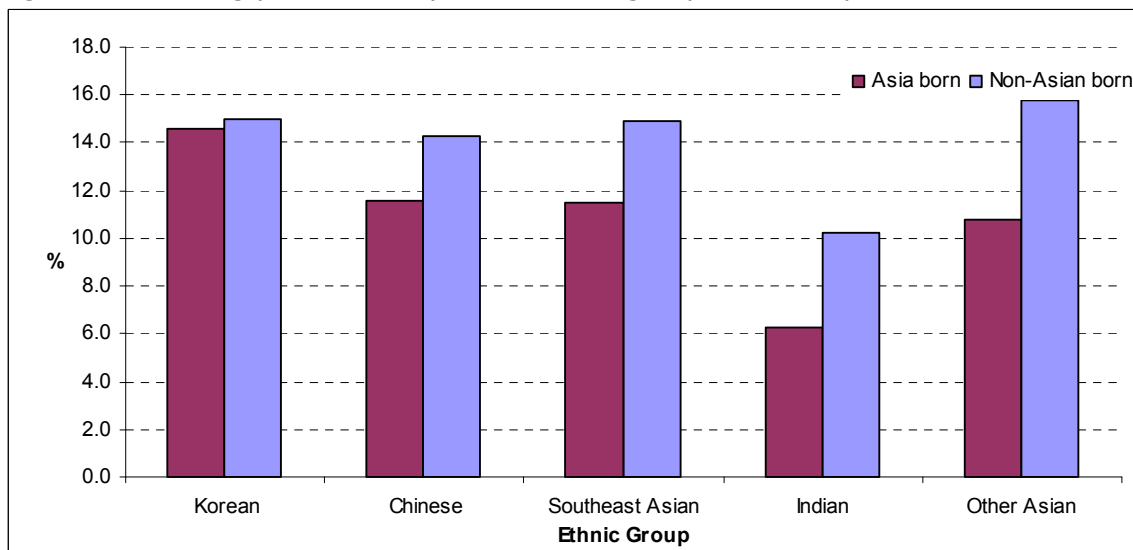


Source: Census 2006 data tables (Statistics New Zealand, 2008)

Birth place

Across most Asian ethnic groups, those who were born in an Asian country were less likely to smoke than those born in a non-Asian country. The exception is for Koreans (Figure 8 & Table A8).

Figure 8: Smoking prevalence by Asian ethnic group and birth place, 2006

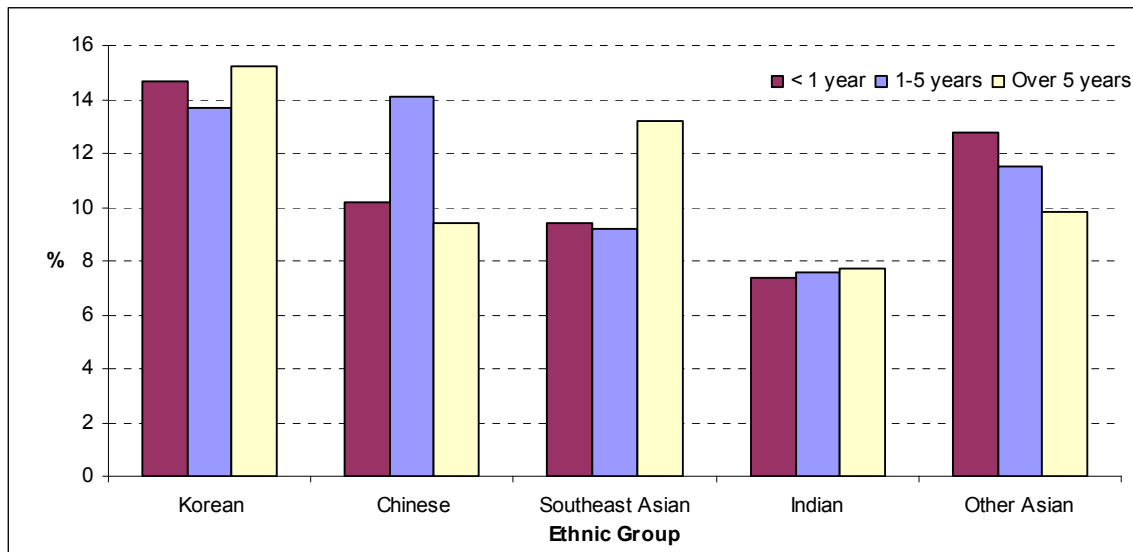


Source: Census 2006 data tables (Statistics New Zealand, 2008)

Years resident in New Zealand

Overall it appears that smoking prevalence is not related to the number of years resident in New Zealand. However when the different Asian ethnic groups are separately examined, Southeast Asians who have resided in New Zealand for 5 years or more were more likely to smoke, while the reverse is true for Chinese and Other Asians (Figure 9 & Table A9).

Figure 9: Smoking prevalence by Asian ethnic group and years resident in New Zealand, 2006

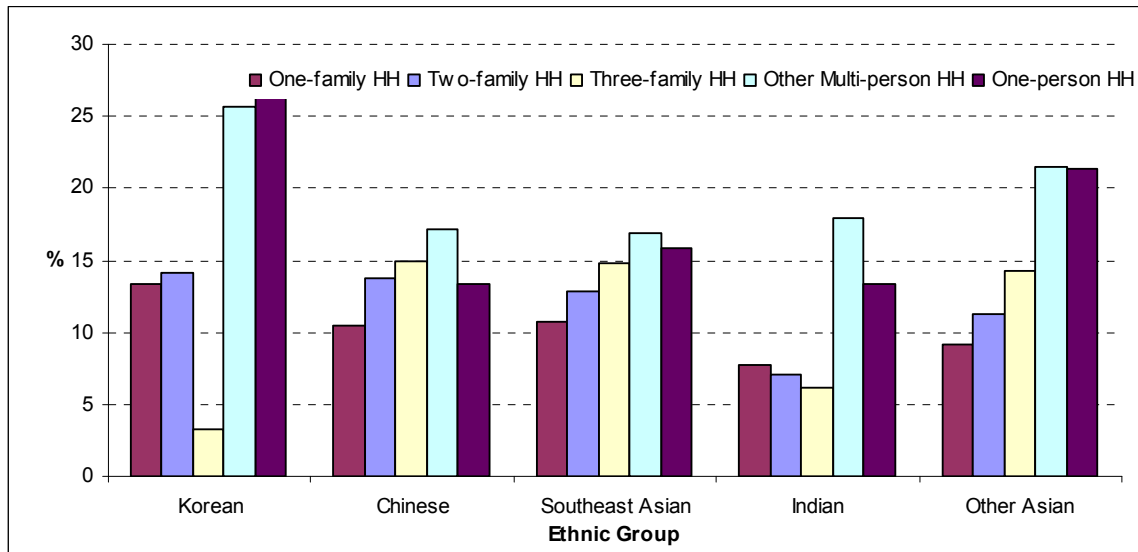


Source: Census 2006 data tables (Statistics New Zealand, 2008)

Household structure

There is a relationship between Asian smoking rates and household structure. Asians residing in other multi-person households or one-person households were more likely to be smokers (Figure 10 & Table A10).

Figure 10: Smoking prevalence by Asian ethnic group and household structure, 2006

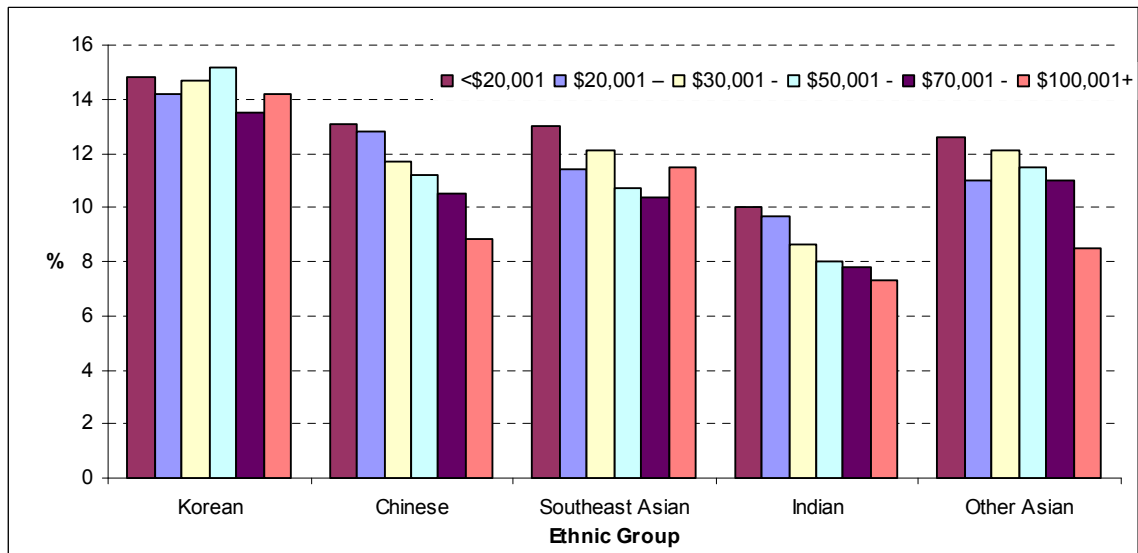


Source: Census 2006 data tables (Statistics New Zealand, 2008)

Household income

Household income was also related to smoking status. In general, smoking prevalence was higher among those who had a lower household income. This applied to all Asian ethnic groups except for Koreans, whose household income was not related to smoking status (Figure 11 & Table A11).

Figure 11: Smoking prevalence by Asian ethnic group and household income, 2006



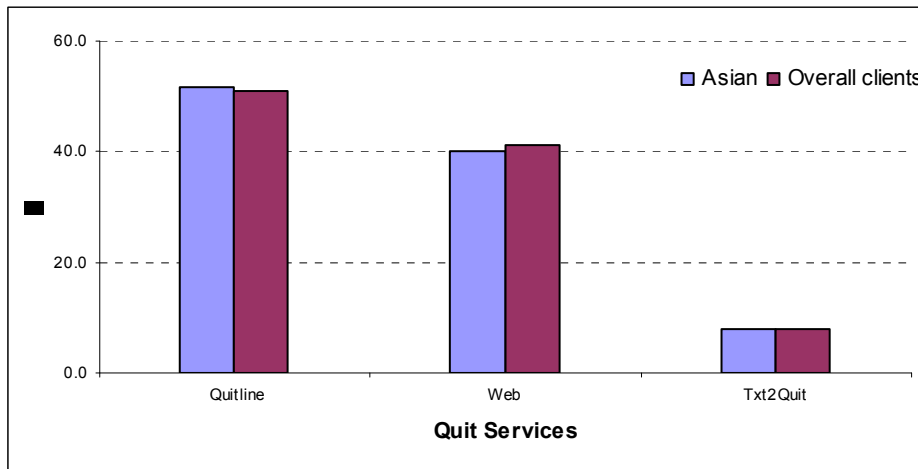
Source: Census 2006 data tables (Statistics New Zealand, 2008)

Asian clients of Quit services

The Quit Group offers a variety of cessation services to smokers. The core service unit is the Quitline, which attracted over 30,000 registrations in 2007/08. The Quitline has a freephone number and Quit Advisors who offer advice and tips on quitting smoking over the phone. A callback service, written resources on quitting smoking, and subsidised nicotine replacement products in the form of patches, gum and/or lozenges are also available. Other services include the online ordering service (hereafter referred to as the web service) and the texting service, Txt2Quit. The web service allows clients to obtain information on quitting smoking and was expanded in October 2007 to also allow clients to order subsidised nicotine replacement products by filling in an order form on Quit's website (<http://www.quit.org.nz>). Txt2Quit is a relatively new service that was introduced in mid-June 2008. Cessation support is provided to clients through automated text messages delivered to clients' mobile phones. This section reports Asian smokers' uptake of Quit services, for the period January 2007 to December 2008. In this section, Korean is classified under Other Asian as Korean-specific data is not recorded by The Quit Group.

Between January 2007 and December 2008, a total of 87,718 clients registered with Quit services, including 58,056 Quitline clients, 27,332 web clients and 2,330 Txt2Quit clients. During this same period, a total of 2,692 Asian clients registered with a Quit service (Table A11). During the seven-month period when all three Quit services were available, about half of the Asian clients registered with the Quitline and 40% with the website. The remainder used Txt2Quit. The proportion of Asian clients registered with each of the three Quit services was very similar to that for all clients (Figure 12 & Table A12).

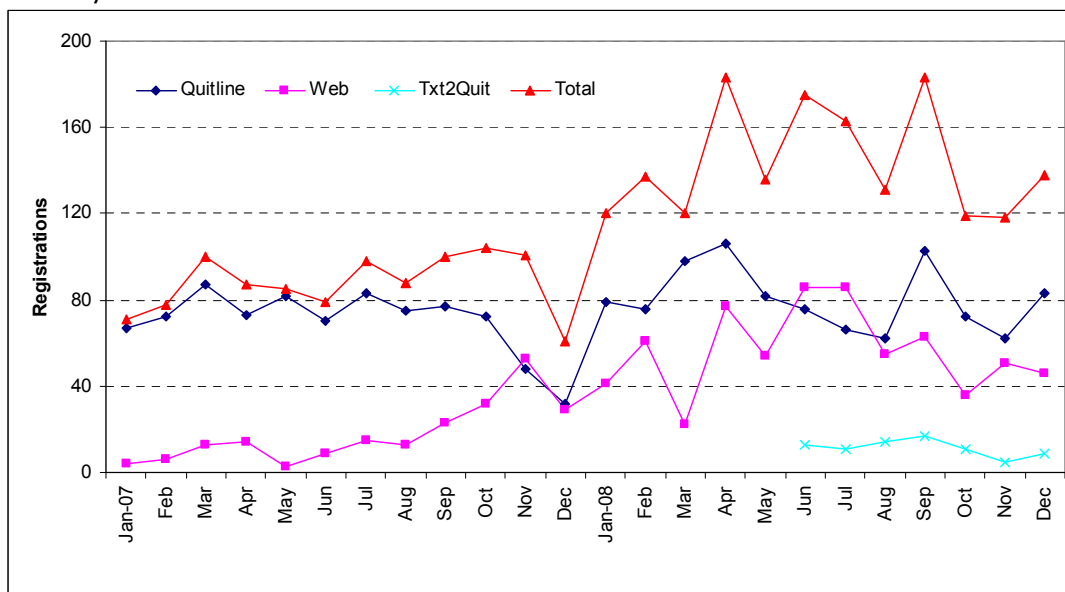
Figure 12: Registrations with the Quitline, web and Txt2Quit services by Asian and overall clients, June – December 2008



Source: The Quit Group, 2009

Considering registrations with the Quitline and website alone, between January and September 2007, 87% of all Asian clients registered with the Quitline while 13% registered with the web service. Following the expansion of the web service in October 2007 (to include ordering of subsidised nicotine replacement products) the percentage of Asian clients registering via the website increased dramatically to 47% between October 2007 and December 2008. The raw number of Asian client registrations increased consistently from January 2008 (Figure 13).

Figure 13: Asian registrations with the Quitline, web service, Txt2Quit, and total, January 2007 – December 2008

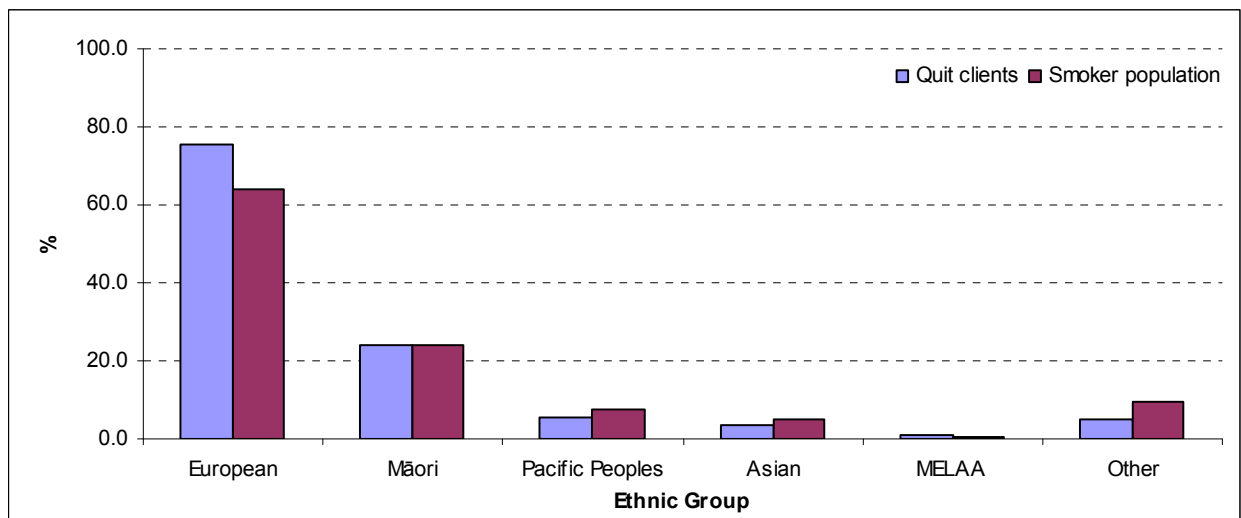


Source: The Quit Group, 2009

Comparing Asian clients using national Quit services with the Asian smoker population

The ethnicity of Quit service clients generally matched the distribution of the overall smoker population in New Zealand. Seventy-six percent of clients identified themselves as European, which was over-represented compared with the European smoker population (64%). The percentages of clients identifying as Māori (24%), Pacific (6%), Asian (3%), MELAA (1%) and Other (5%) were close to or slightly under-representative of those smoker populations (Figure 14 and Table A13).

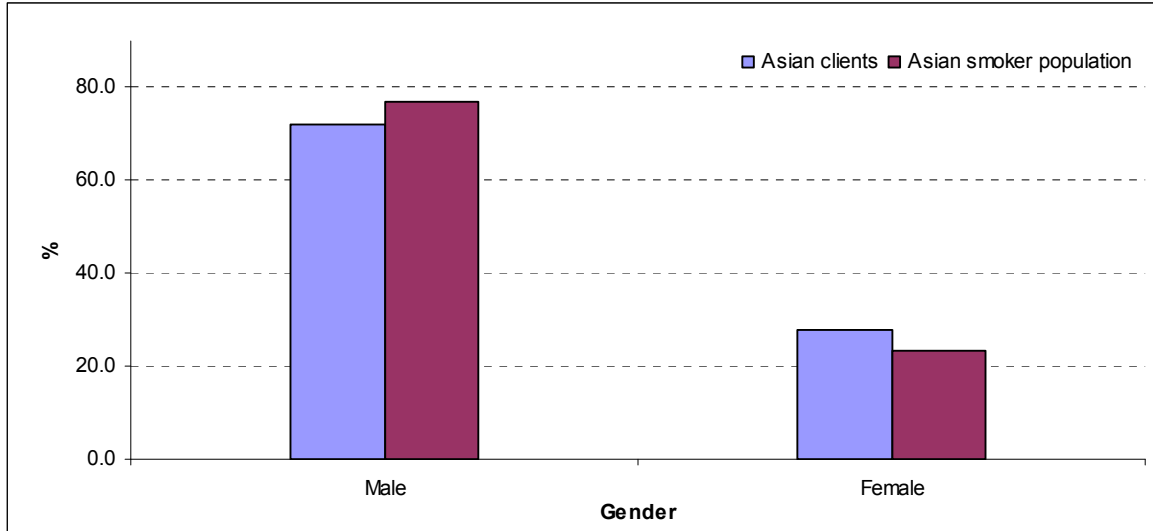
Figure 14: Ethnicity of Quit service clients and the overall smoker population



Source: The Quit Group, 2009 & Census 2006 data tables (Statistics New Zealand, 2008)

The gender distribution of Asian clients was slightly different from the overall Asian smoker population. Asian males and females comprised 72% and 28% of Quit service clients, compared to 77% and 23% of the overall Asian smoker population (Figure 15 and Table A14) indicating that proportionately more Asian females than males use Quit services.

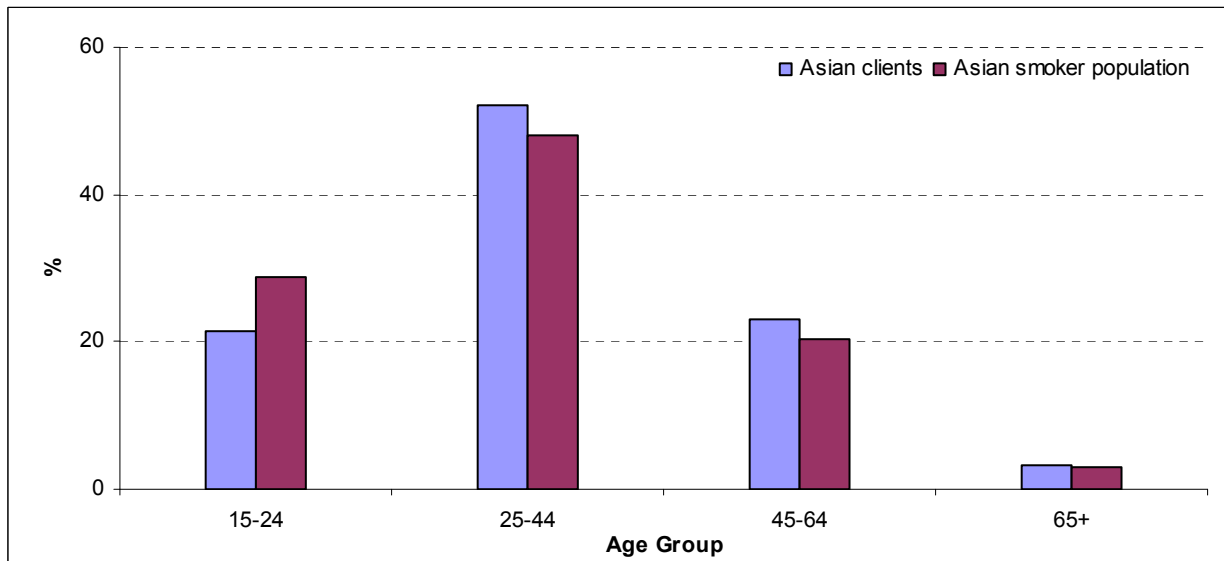
Figure 15: Gender of Asian clients and the Asian smoker population



Source: The Quit Group, 2009 & Census 2006 data tables (Statistics New Zealand, 2008)

Most Asian clients were aged between 25 and 44 years old (52%) which was over-represented in comparison to the overall Asian smoker population (48%). This is the age group targeted by The Quit Group’s media campaigns. In contrast, the proportions of Asian clients using Quit services were under-represented in all other age groups (Figure 16 and Table A15).

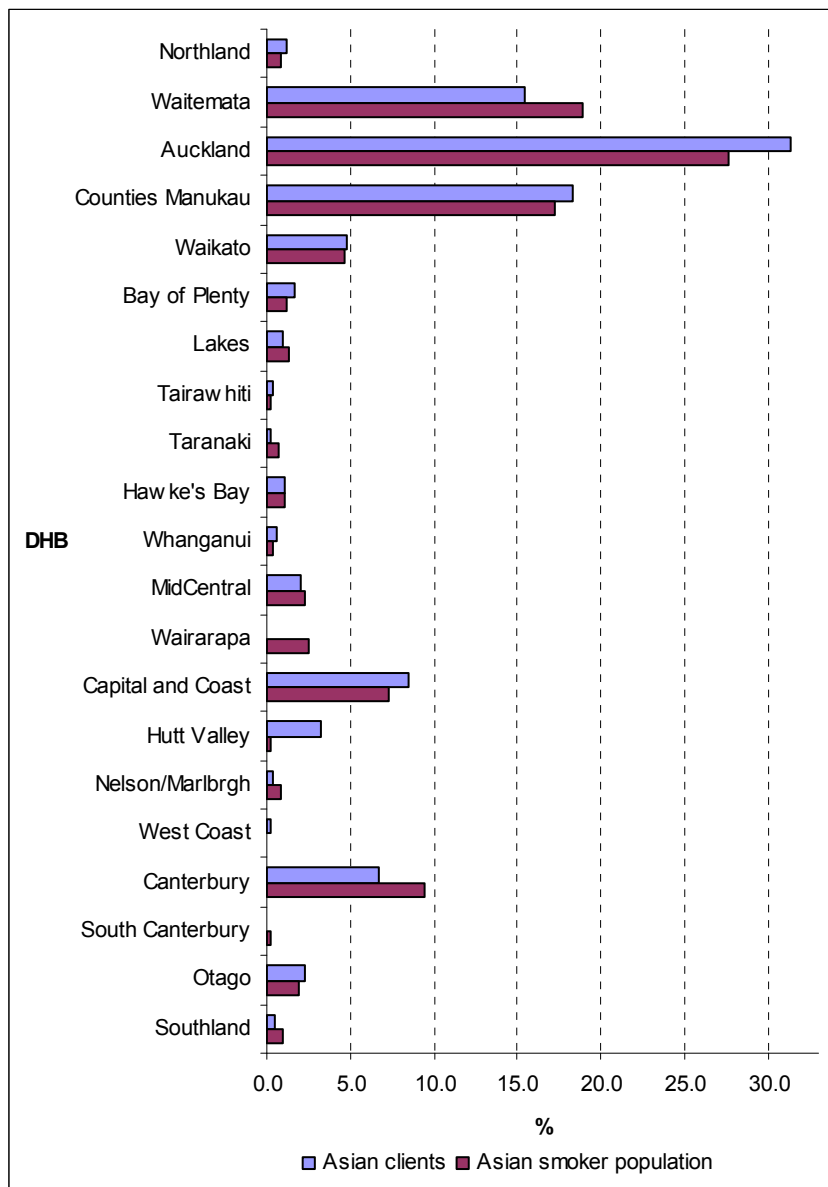
Figure 16: Age groups of Asian clients and the Asian smoker population



Source: The Quit Group, 2009 & Census 2006 data tables (Statistics New Zealand, 2008)

The geographical location, by District Health Boards (DHBs), of Quit service clients generally matched the overall Asian smoker population but there were small differences in proportions in some DHBs. The proportions of Asian clients in Auckland, Manukau, Bay of Plenty, Capital and Coast, Hutt, and Otago DHBs were higher than the overall Asian smoker population. In contrast, the proportions of Asian clients in Waitemata, Wairarapa, and Canterbury DHBs were lower than the overall Asian smoker population in those areas (Figure 17 and Table A16).

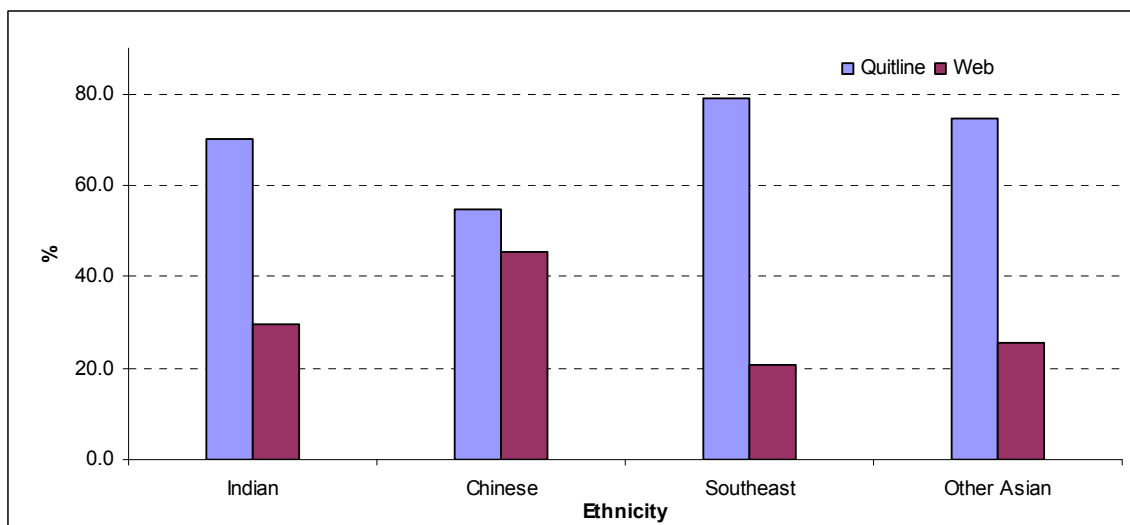
Figure 17: Geographical location (DHBs) of Asian clients and the Asian smoker population



Source: The Quit Group, 2009 & Census 2006 data tables (Statistics New Zealand, 2008)

As Txt2Quit was only in service for seven months during the study period, a comparison of the use of different Quit services includes only Quitline and website registrations. Indians were the largest Asian group to use Quit services (49%), followed by Chinese (28%), Southeast Asian (7%) and Other Asian (15%). However, Indians had the lowest smoking rate (8%) of all the Asian ethnic groups. Within each Asian ethnic group, the Quitline attracted more registrations than the web service (between 55 and 79 percent registered with the Quitline). In addition, Chinese clients were a lot more likely to use the web service (45%) than any other Asian ethnic group (Figure 18 and Table A17).

Figure 18: Registrations with different Quit services by Asian ethnic groups, January 2007 – December 2008



Source: The Quit Group, 2009

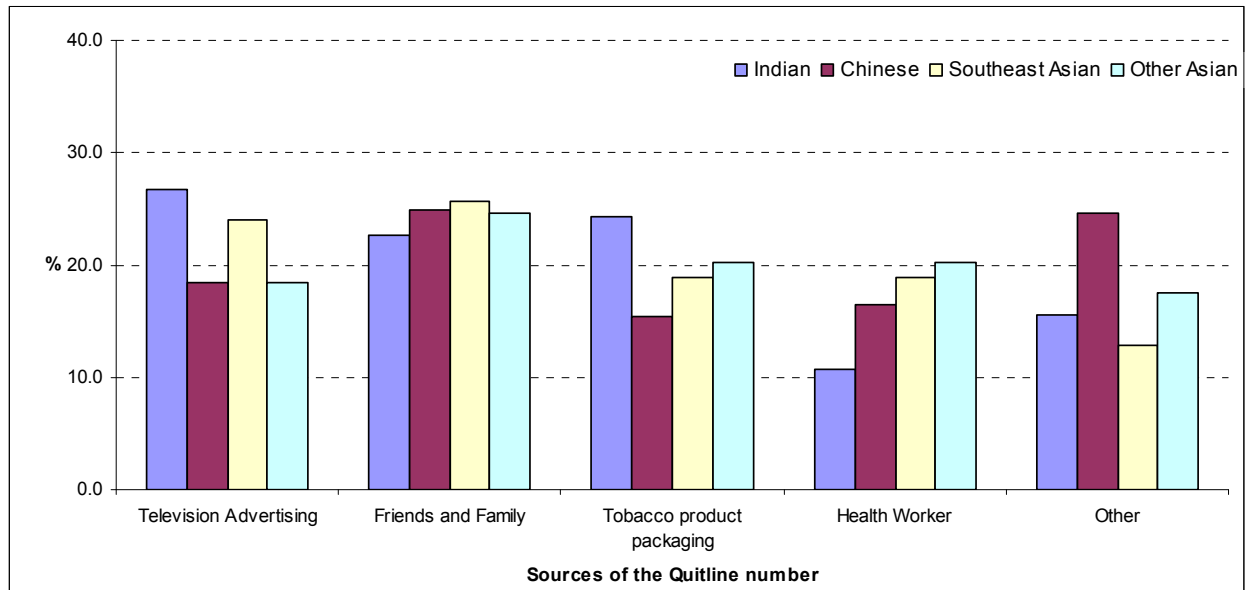
Where Asian clients obtained the Quitline number

When new clients register with the Quitline the first time, they are asked by the Quit Advisor where they obtained the Quitline number. Between January 2007 and December 2008, friends and family (24%), television advertising (23%), tobacco product packaging (21%), and health workers (14%) were the four main information sources where new Asian clients obtained the Quitline number (Table A18).

Around a quarter (27%) of new Indian clients obtained the Quitline number from television advertising; 24 and 23 percent of Indian clients obtained the number from tobacco product packaging and friends and family. In contrast, only 19% of new

Chinese clients obtained the Quitline number from television advertising. Friends and family was their main information source (25%). Television advertising, friends and family, tobacco product packaging, and health worker were the four most popular sources for new Southeast Asian and Other Asian clients obtaining the Quitline number, where the percentages were over 18% (Figure 19 & Table A18).

Figure 19: Where new Quitline clients obtained the Quitline number by Asian ethnic group, January 2007 – December 2008

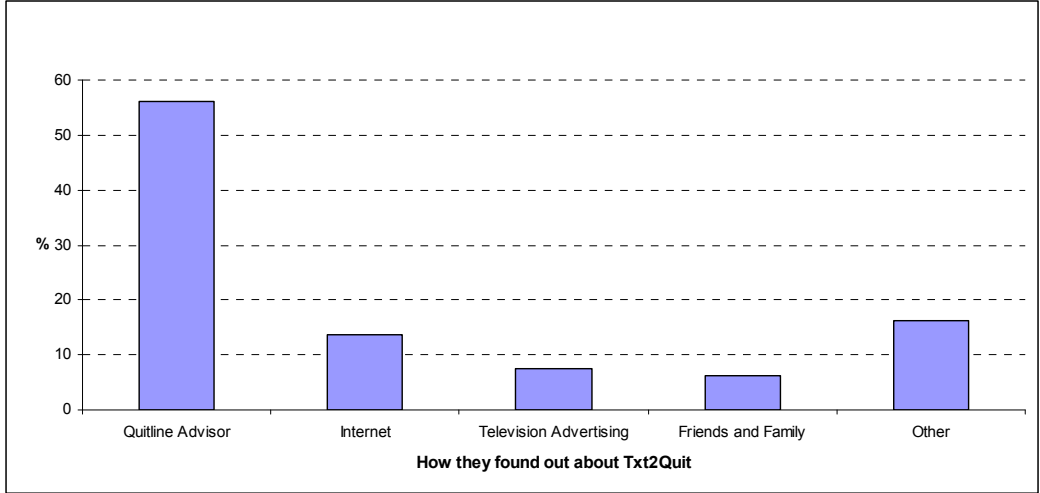


Source: The Quit Group, 2009

Where Asian clients found out about Txt2Quit

When new Txt2Quit clients register the first time, they are asked where they found out about the Txt2Quit service. Due to the small number of Asian clients registered between June and December 2008 (n=80), all Asian clients are presented as a whole. The most mentioned information source was Quitline Advisors (56%) (Figure 20 & Table A19).

Figure 20: Where new Asian Txt2Quit clients found out about the service, June – December 2008



Source: The Quit Group, 2009

Conclusion

While Asians share many similarities, it is important to recognize this as a heterogeneous group where both the prevalence and characteristics of smokers within each Asian ethnic group varies. Overall, the smoking prevalence among Asians in New Zealand is relatively low, at 11%. However, according to the predicted growth rate in the Asian population in the next decade, the absolute number of Asian smokers will increase dramatically. As a result, the demand for cessation support from this group is likely to increase. This report provides an overview on the characteristics of Asian smokers in New Zealand and their current uptake of cessation services. The information will be useful in the planning and development of cessation support services for the Asian population in the near future.

Appendix

Table A1: Smoking prevalence by ethnic group and gender, NZTUS 2008

| Ethnicity | Male % | Female % | Total % |
|-----------------|--------|----------|---------|
| Māori | 40.4 | 49.7 | 45.4 |
| Pacific | 34.7 | 28.5 | 31.4 |
| European/ Other | 22.5 | 20.2 | 21.3 |
| Asian | 20.1 | 5.2 | 12.4 |

Table A2: Smoking prevalence by ethnic group and gender, Census 2006

| Ethnicity ⁸ | Male % | Female % | Total % |
|------------------------|--------|----------|---------|
| Māori | 38.5 | 45.5 | 42.2 |
| Pacific | 33.5 | 27.3 | 30.3 |
| European | 20.3 | 18.6 | 19.4 |
| MELAA | 20.3 | 9.6 | 15.1 |
| Asian | 18.1 | 4.8 | 11.1 |
| Other | 17.4 | 15.8 | 16.6 |

Table A3: Smoking prevalence of Asian and overall New Zealand population by age group, 2006

| Age group | Asian % | Overall % |
|-----------|---------|-----------|
| 15-24 | 11.4 | 24.0 |
| 25-44 | 12.2 | 25.8 |
| 45-64 | 9.8 | 19.2 |
| 65+ | 5.8 | 8.0 |

Table A4: Asian smoking prevalence by age group and gender, 2006

| Age group | Male % | Female % | Total % |
|-----------|--------|----------|---------|
| 15-24 | 16.5 | 6.3 | 11.4 |
| 25-44 | 21.1 | 5.0 | 12.2 |
| 45-64 | 17.0 | 3.4 | 9.8 |
| 65+ | 9.5 | 2.3 | 5.8 |

⁸ Respondents may identify with more than one ethnicity; hence the total percentage may exceed 100%. Those who did not disclose their ethnicity or who were unidentified were excluded from this table (n = 18,423).

Table A5: Smoking prevalence by Asian ethnic group and gender, 2006

| Asian ethnic group | Male % | Female % | Total % |
|------------------------------|--------|----------|---------|
| Korean | 26.1 | 4.8 | 14.6 |
| Chinese | 19.8 | 4.9 | 12.0 |
| Southeast Asian ⁹ | 20.1 | 6.3 | 11.8 |
| Indian | 13.3 | 3.3 | 8.3 |
| Other Asian ¹⁰ | 16.7 | 7.3 | 11.3 |
| Total | 18.1 | 4.8 | 11.1 |

Table A6: Smoking prevalence by Asian ethnic group and age group, 2006

| Age group | 15-24 % | 25-44 % | 45-64 % | 65+ % | Total % |
|-----------------|---------|---------|---------|-------|---------|
| Korean | 10.8 | 16.9 | 16.0 | 8.0 | 14.6 |
| Chinese | 13.3 | 13.4 | 9.6 | 6.2 | 12.0 |
| Southeast Asian | 11.5 | 12.8 | 10.7 | 7.7 | 11.8 |
| Indian | 7.4 | 9.2 | 8.3 | 4.1 | 8.3 |
| Other Asian | 10.4 | 13.6 | 8.4 | 5.6 | 11.3 |
| Total | 11.4 | 12.2 | 9.8 | 5.8 | 11.1 |

Table A7: Percent of current smokers, by birth place and Asian ethnic groups, 2006

| Birth place | Asia | Non-Asia | Total % |
|-----------------|------|----------|---------|
| Korean | 14.6 | 15.0 | 14.6 |
| Chinese | 11.6 | 14.3 | 12.0 |
| Southeast Asian | 11.5 | 14.9 | 11.8 |
| Indian | 6.3 | 10.2 | 8.3 |
| Other Asian | 10.8 | 15.8 | 11.3 |
| Total | 10.9 | 11.7 | 11.1 |

Table A8: Percent of current smokers, by years been in New Zealand and Asian ethnic groups, 2006

| Years been in NZ | < 1 year | 1-5 years | Over 5 years | Total % |
|------------------|----------|-----------|--------------|---------|
| Korean | 14.7 | 13.7 | 15.2 | 14.6 |
| Chinese | 10.2 | 14.1 | 9.4 | 12.0 |
| Southeast Asian | 9.4 | 9.2 | 13.2 | 11.8 |
| Indian | 7.4 | 7.6 | 7.7 | 8.3 |
| Other Asian | 12.8 | 11.5 | 9.8 | 11.3 |
| Total | 10.1 | 11.5 | 10.0 | 11.1 |

⁹ Southeast Asian includes Filipino, Cambodian, Vietnamese and other Southeast Asian ethnicities.

¹⁰ Other Asian refers to the residual Asian ethnicities that do not belong to Korean, Chinese, Indian or Southeast Asian.

Table A9: Percent of current smokers, by household (HH) structure and Asian ethnic groups, 2006

| HH structure | One-family HH | Two-family HH | Three-family HH | Other Multi-person HH | One-person HH | Total % |
|-----------------|---------------|---------------|-----------------|-----------------------|---------------|---------|
| Korean | 13.4 | 14.2 | 3.3 | 25.7 | 26.7 | 14.6 |
| Chinese | 10.5 | 13.8 | 14.9 | 17.2 | 13.4 | 12.0 |
| Southeast Asian | 10.7 | 12.8 | 14.8 | 16.9 | 15.8 | 11.8 |
| Indian | 7.7 | 7.1 | 6.2 | 17.9 | 13.3 | 8.3 |
| Other Asian | 9.2 | 11.3 | 14.3 | 21.5 | 21.4 | 11.3 |
| Total | 9.8 | 11.5 | 12.2 | 18.2 | 15.3 | 11.1 |

Table A10: Percent of current smokers, by household (HH) income and Asian ethnic groups, 2006

| HH income | <\$20,001 | \$20,001 - \$30,001 | \$30,001 - \$50,001 | \$50,001 - \$70,001 | \$70,001 - \$100,001 | \$100,001+ | Total % |
|-----------------|-----------|---------------------|---------------------|---------------------|----------------------|------------|---------|
| Korean | 14.8 | 14.2 | 14.7 | 15.2 | 13.5 | 14.2 | 14.6 |
| Chinese | 13.1 | 12.8 | 11.7 | 11.2 | 10.5 | 8.8 | 12.0 |
| Southeast Asian | 13.0 | 11.4 | 12.1 | 10.7 | 10.4 | 11.5 | 11.8 |
| Indian | 10.0 | 9.7 | 8.6 | 8.0 | 7.8 | 7.3 | 8.3 |
| Other Asian | 12.6 | 11.0 | 12.1 | 11.5 | 11.0 | 8.5 | 11.3 |
| Total | 12.9 | 12.0 | 11.3 | 10.3 | 9.6 | 8.7 | 11.1 |

Table A11: Registrations with the Quitline and web services by Asian and overall clients, January 2007 – December 2008

| Quit services | Asian clients | % | Overall clients | % |
|---------------|---------------|-------|-----------------|-------|
| Quitline | 1,790 | 66.5 | 58,056 | 66.2 |
| Web | 822 | 30.5 | 27,332 | 31.2 |
| Txt2Quit | 80 | 3.0 | 2,330 | 2.7 |
| Total | 2,692 | 100.0 | 87,718 | 100.0 |

Table A12: Registrations with the Quitline and web services by Asian and overall clients, June – December 2008

| Quit services | Asian clients | % | Overall clients | % |
|---------------|---------------|-------|-----------------|-------|
| Quitline | 524 | 51.9 | 14,890 | 50.8 |
| Web | 407 | 40.3 | 12,071 | 41.2 |
| Txt2Quit | 80 | 7.9 | 2,330 | 8.0 |
| Total | 1,011 | 100.0 | 29,291 | 100.0 |

Table A13: Ethnicity of Quit service clients and the overall smoker population

| Ethnicity ¹¹ | Quit service clients% | Smoker population% |
|-------------------------|-----------------------|--------------------|
| European | 75.7 | 64.1 |
| Māori | 23.8 | 24.2 |
| Pacific Peoples | 5.6 | 7.7 |
| Asian | 3.3 | 4.8 |
| MELAA | 0.9 | 0.6 |
| Other | 5.0 | 9.3 |

Table A14: Gender of Asian clients and the Asian smoker population

| Gender ¹² | Asian clients % | Smoker population% |
|----------------------|-----------------|--------------------|
| Male | 72.2 | 76.7 |
| Female | 27.8 | 23.3 |

Table A15: Age groups of Asian clients and the Asian smoker population

| Age group ¹³ | Asian clients % | Smoker population% |
|-------------------------|-----------------|--------------------|
| 15-24 | 21.5 | 28.7 |
| 25-44 | 52.1 | 48.0 |
| 45-64 | 23.2 | 20.4 |
| 65+ | 3.2 | 3.0 |

¹¹ Quit clients who did not disclose their ethnicity or who were unidentified were excluded (n = 3,057).

¹² Quit clients who did not disclose their gender or who were unidentified were excluded (n=1).

¹³ Quit clients who did not disclose their age or who were unidentified were excluded (n=25).

Table A16: Geographical location (DHBs) of Asian clients and the Asian smoker population

| DHB ¹⁴ | Asian clients % | Asian smoker population% |
|--------------------|-----------------|--------------------------|
| Northland | 1.1 | 0.9 |
| Waitemata | 15.4 | 18.9 |
| Auckland | 31.3 | 27.6 |
| Counties Manukau | 18.3 | 17.3 |
| Waikato | 4.8 | 4.7 |
| Bay of Plenty | 1.7 | 1.2 |
| Lakes | 1.0 | 1.3 |
| Tairāwhiti | 0.3 | 0.3 |
| Taranaki | 0.3 | 0.8 |
| Hawke's Bay | 1.1 | 1.0 |
| Whanganui | 0.6 | 0.4 |
| MidCentral | 2.1 | 2.2 |
| Wairarapa | 0.1 | 2.6 |
| Capital and Coast | 8.5 | 7.3 |
| Hutt Valley | 3.3 | 0.2 |
| Nelson Marlborough | 0.3 | 0.8 |
| West Coast | 0.2 | 0.1 |
| Canterbury | 6.7 | 9.5 |
| South Canterbury | 0.1 | 0.3 |
| Otago | 2.3 | 1.9 |
| Southland | 0.5 | 0.9 |
| Total | 100.0 | 100.0 |

Table A17: Registrations with the Quitline and the web by Asian ethnic groups, January 2007 – December 2008

| Asian ethnic group | Quitline % ¹⁵ | Web % | Combined registrations % |
|--------------------|--------------------------|-------|--------------------------|
| Indian | 70.3 | 29.7 | 49.2 |
| Chinese | 54.7 | 45.3 | 28.9 |
| Southeast | 79.3 | 20.7 | 7.0 |
| Other Asian | 74.6 | 25.4 | 14.9 |

¹⁴ Quit clients who did not disclose their ethnicity or who were unidentified were excluded (n = 46).

¹⁵ Quit clients who registered with Txt2Quit were excluded (n = 80).

Table A18: Where new Quitline clients obtained the Quitline number by Asian ethnic group, January 2007 – December 2008

| Sources | Indian % | Chinese % | Southeast Asian % | Other Asian % | All Asian % |
|---------------------------|----------|-----------|-------------------|---------------|-------------|
| Friends and Family | 22.7 | 24.9 | 25.6 | 24.6 | 23.6 |
| Television Advertising | 26.7 | 18.5 | 23.9 | 18.4 | 23.2 |
| Tobacco product packaging | 24.4 | 15.4 | 18.8 | 20.2 | 21.3 |
| Health Worker | 10.7 | 16.5 | 18.8 | 20.2 | 13.9 |
| Other | 15.5 | 24.6 | 12.8 | 17.5 | 18.1 |

Table A19: Where new Asian Txt2Quit clients found out about the Txt2Quit service, June – December 2008

| Sources | All Asian % |
|------------------------|-------------|
| Quitline Advisors | 56.3 |
| Internet | 13.8 |
| Television Advertising | 7.5 |
| Friends and Family | 6.3 |
| Other | 16.3 |