

CANCER INFORMATION SERVICE

Contact Summary — 2008

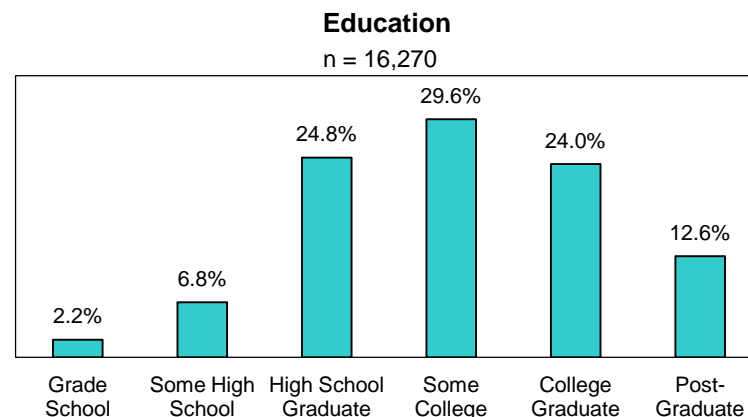
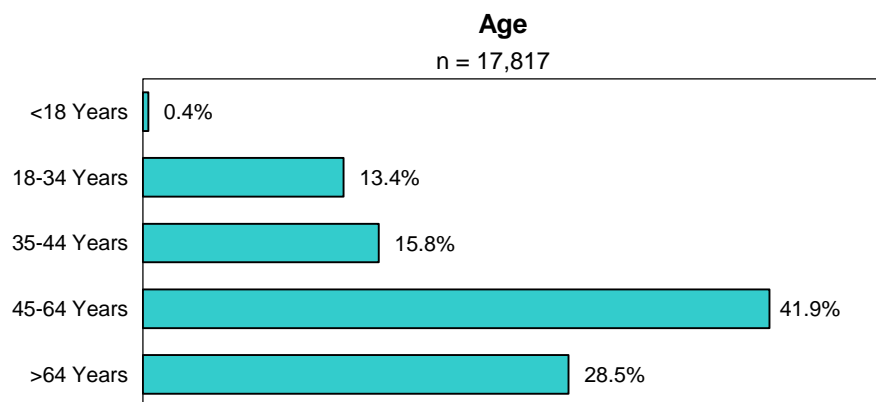
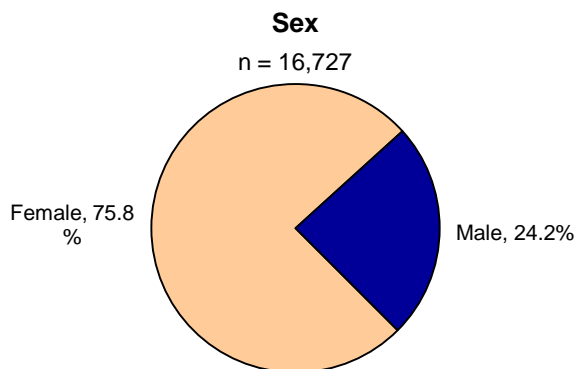
<u>Contacts by Source*</u>	<u>Number of Contacts</u>	<u>Contact Total</u>	<u>Contacts as Percent of Total</u>	<u>Source as Percent of All Contacts</u>
CIS Contact Centers		136,959		7.5%
Telephone (CIS)	88,667		64.7%	
Automated Messages	21,649		15.8%	
LiveHelp (WebChat) (CIS)	20,939		15.3%	
E-mail (CIS)	5,704		4.2%	
Subtotal, CIS	136,959		100.0%	
NCI Public Inquiries (PIQ)		3,330		0.2%
E-mail (CISCS/PIQ)	2,818		84.6%	
Telephone (PIQ)	158		4.7%	
Mail (Written) (CISCS/PIQ)	354		10.6%	
Subtotal, PIQ	3,330		100.0%	
Publication Ordering Service (POS)		120,102		6.6%
Orders**	95,755		79.7%	
Telephone (POS)	24,347		20.3%	
Subtotal, POS	120,102		100.0%	
Internet		1,554,528		85.7%
CISWeb	445,980		28.7%	
NCIPL	1,108,548		71.3%	
Subtotal, Internet	1,554,528		100.0%	
Total All Contacts		1,814,919		100.0%

* Contacts handled, not contacts presented.

** Orders distributed. Includes orders from all sources (e.g., POS, ROO, NCIPL, E-mail, etc.).

Points of Contact — 2008 Snapshot — Phone, LiveHelp, E-mail, and Mail Combined Points of Contact

n = 118,640

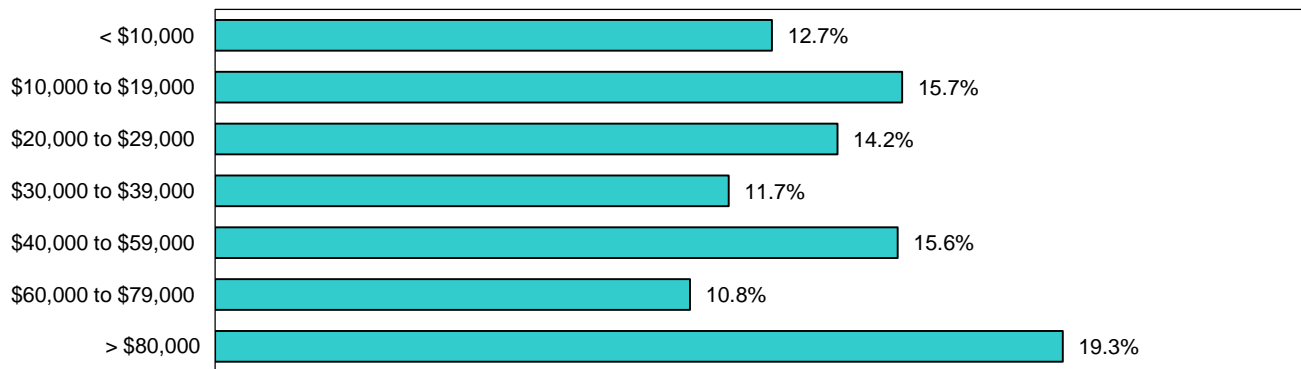


Points of Contact — 2008 Snapshot — Phone, LiveHelp, E-mail, and Mail Combined Points of Contact (continued)

n = 118,640

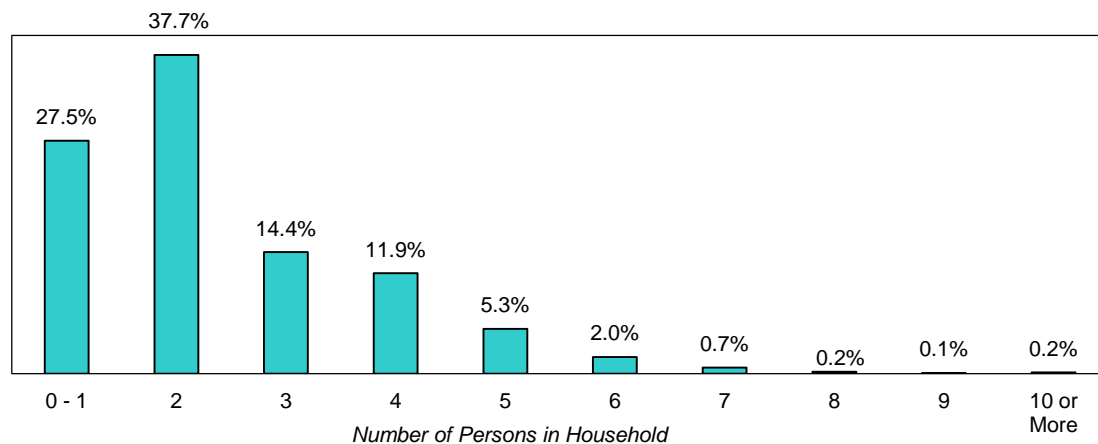
Household Income

n = 13,535



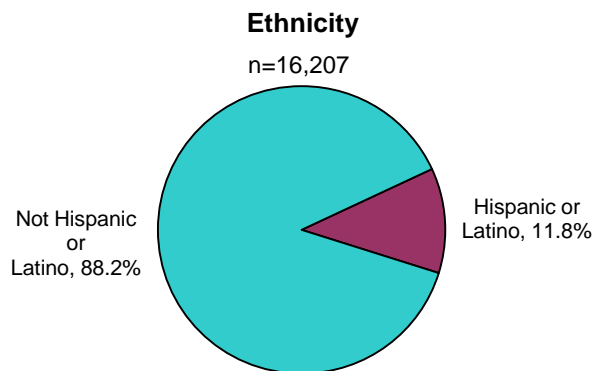
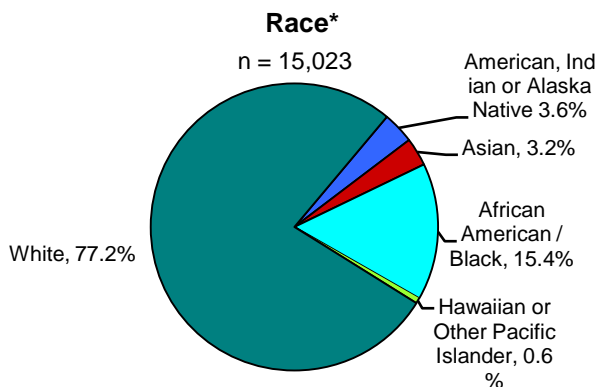
Household Size

n = 13,452

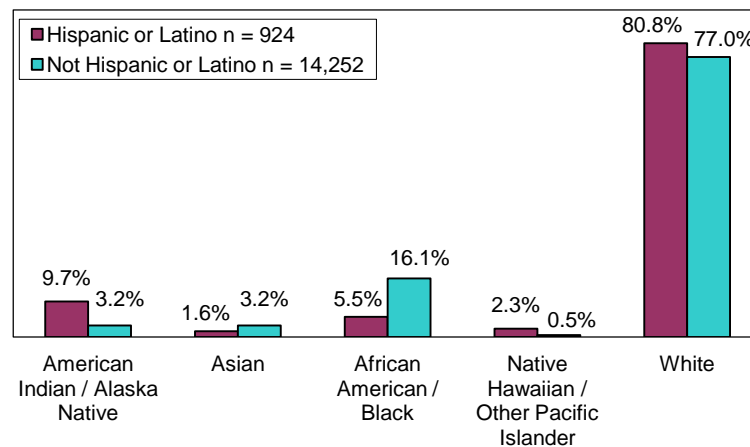


Points of Contact — 2008 Snapshot — Phone, LiveHelp, E-mail, and Mail Combined Points of Contact (continued)

n = 118,640



Ethnicity by Race*

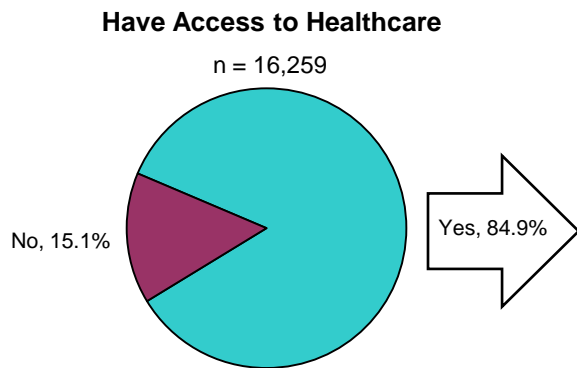


*A single contact may provide multiple responses to this data point.

Demographic data are from a random sample of Phone and LiveHelp contacts; data collected according to OMB No. 0925-0208.

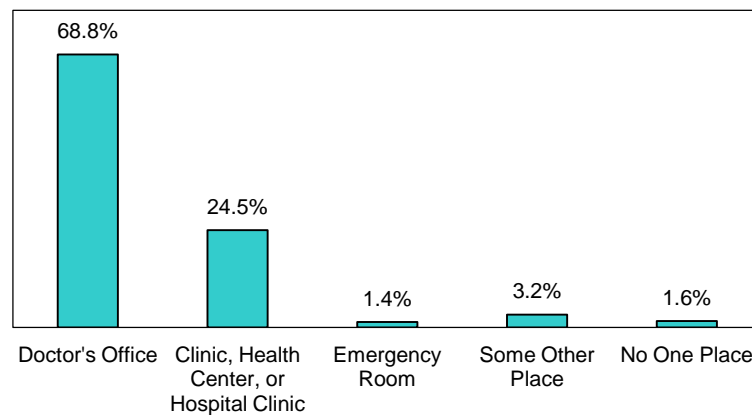
Points of Contact — 2008 Snapshot — Phone, LiveHelp, E-mail, and Mail Combined Points of Contact (continued)

n = 118,640



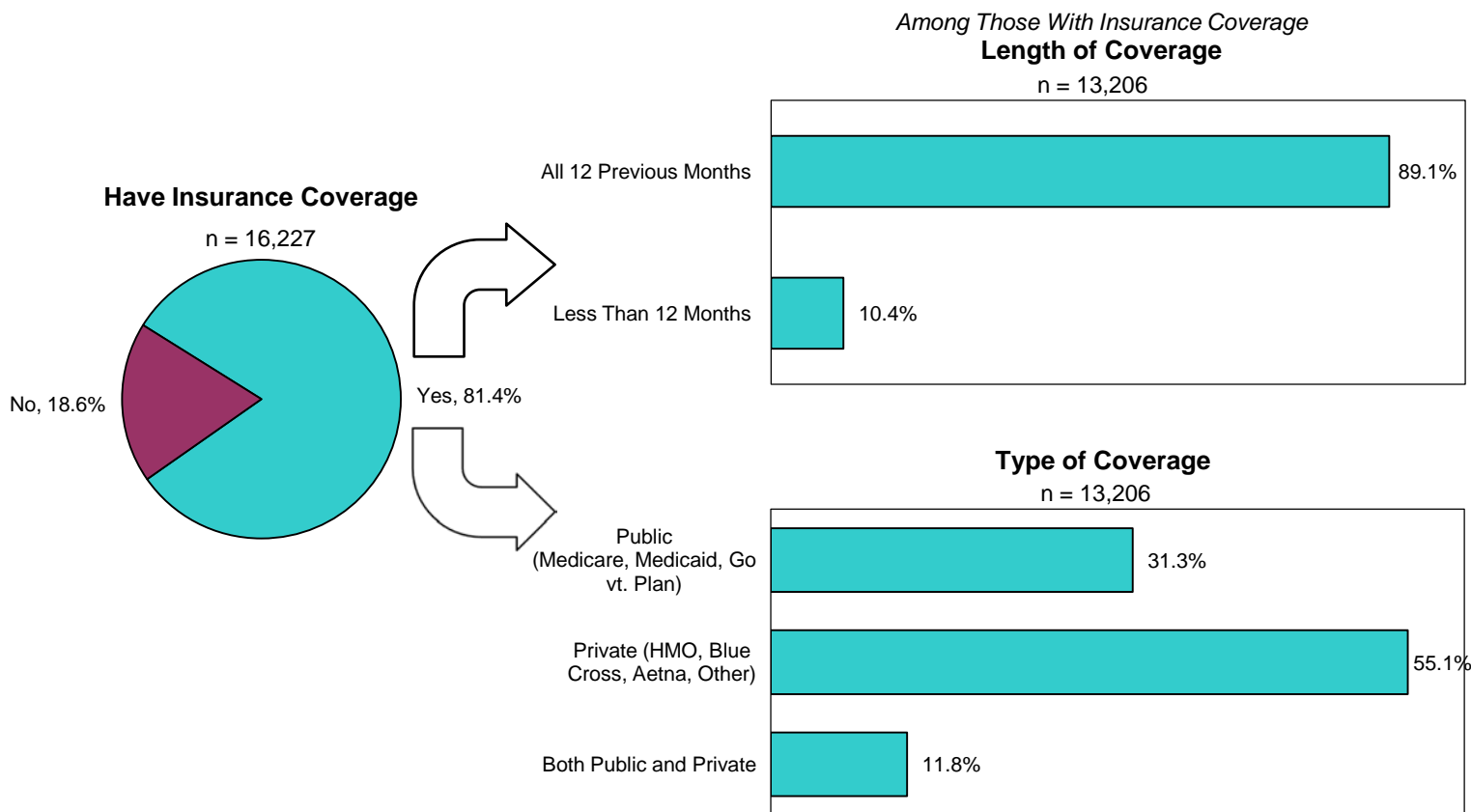
Among Those With Access to Healthcare
Where Access Healthcare

n = 13,803



Points of Contact — 2008 Snapshot — Phone, LiveHelp, E-mail, and Mail Combined Points of Contact (continued)

n = 118,640



Points of Contact — 2008 Snapshot — Phone, LiveHelp, E-mail, and Mail Combined Points of Contact (continued)

n = 118,640

Customer Type	
Family/Friend	33.2%
General Public	24.4%
Cancer Patient	23.8%
Health Professional	4.5%
Organization	3.1%
Top Five Customer Types	89.1%

Primary Cancer Site*	
Breast	18.7%
Lung	7.2%
Other Gastrointestinal	6.3%
Prostate	5.9%
Colorectal	5.5%
Top Five Cancer Sites	43.5%

Purpose of Contact** n = 109,764	
Request Referral	27.3%
Health Concern (Family/Friend)	19.8%
Health Concern (Self)	18.1%
Understand Medical Information	13.8%
Help Locating Materials	6.3%
Top Five Purposes	85.4%

Subject of Interaction*	
General Cancer Site Information	25.0%
Treatment/Side Effect Management	23.9%
Hospital/Clinic/Screening Program	13.1%
Economic Assistance	11.7%
Physician/Second Opinion	9.4%
Top Five Subjects	83.2%

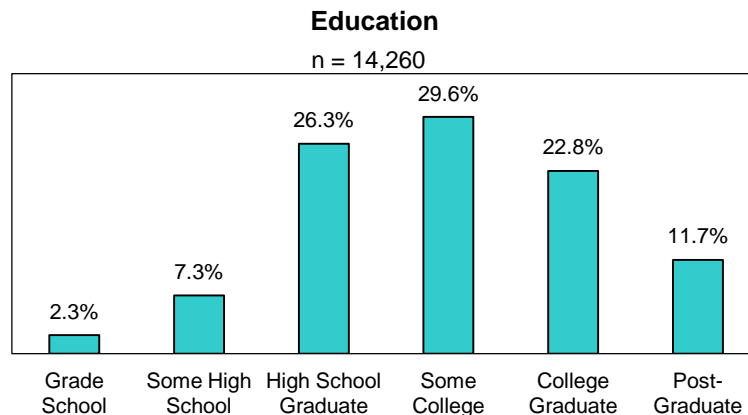
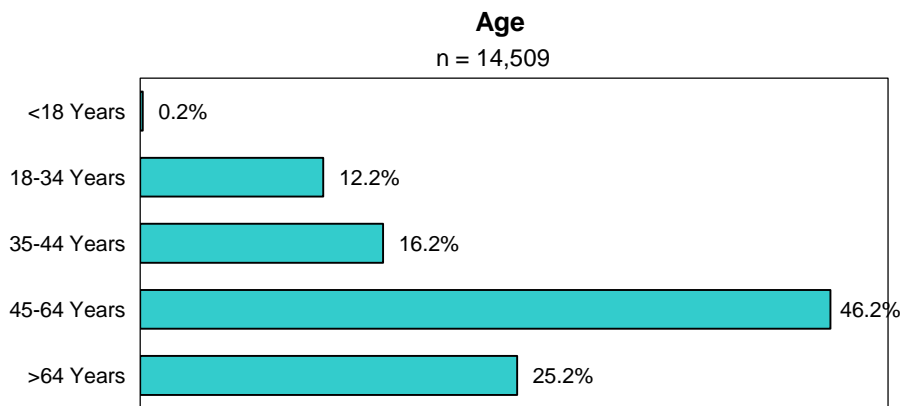
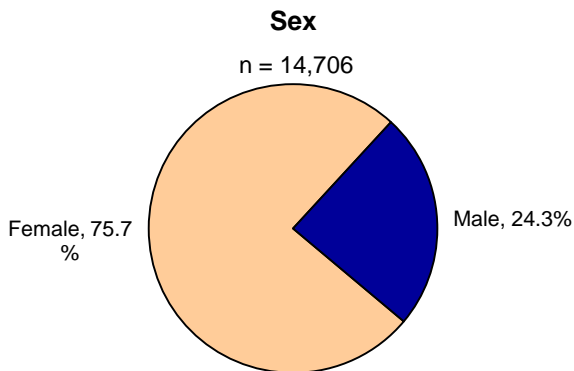
How Found Out About CIS	
Internet	13.1%
Organization/Community Group	9.1%
Other Printed Source	7.6%
Phone Book/Directory Assistance	6.6%
Cancer.gov	6.0%
Top Five Sources	42.5%

*A single contact may provide multiple responses to this data point.

** Purpose of Contact is recorded for Phone and LiveHelp contacts only.

Points of Contact — 2008 Snapshot — Phone Contacts

n = 88,825

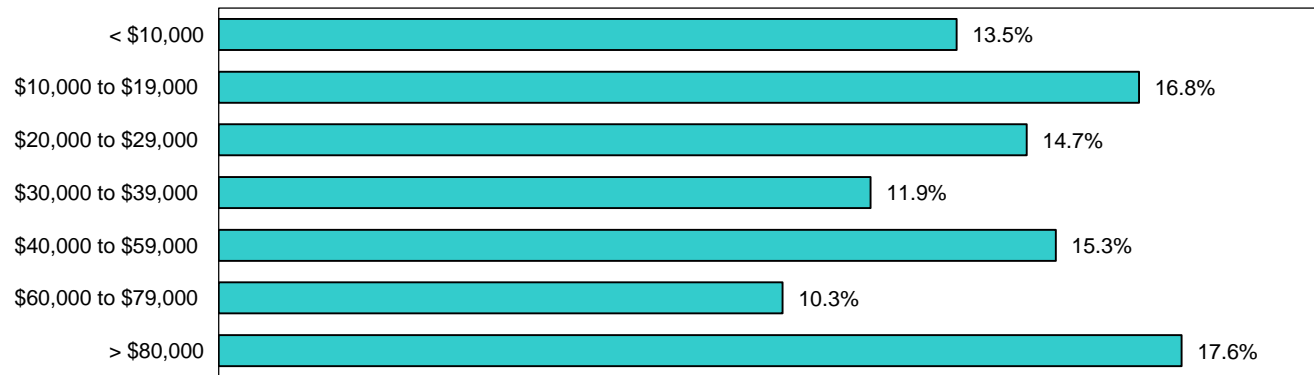


Points of Contact — 2008 Snapshot — Phone Contacts (continued)

n = 88,825

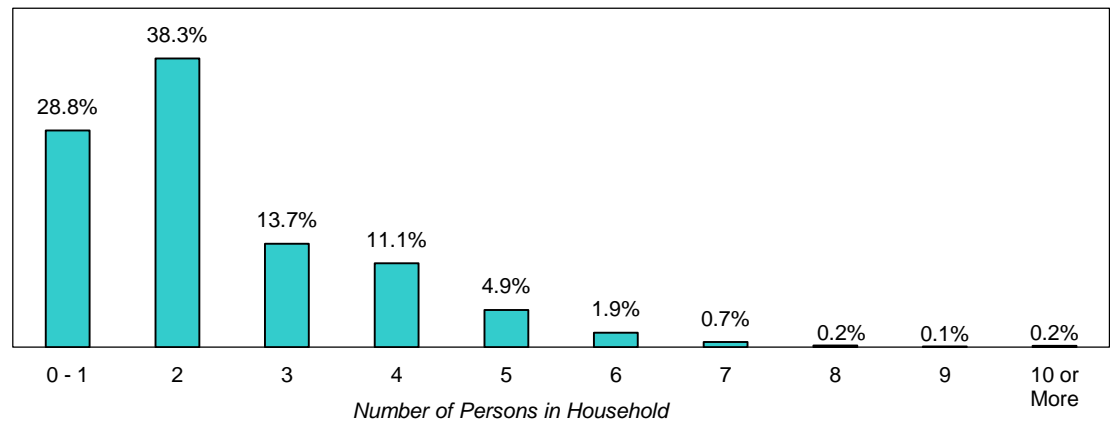
Household Income

n = 11,723



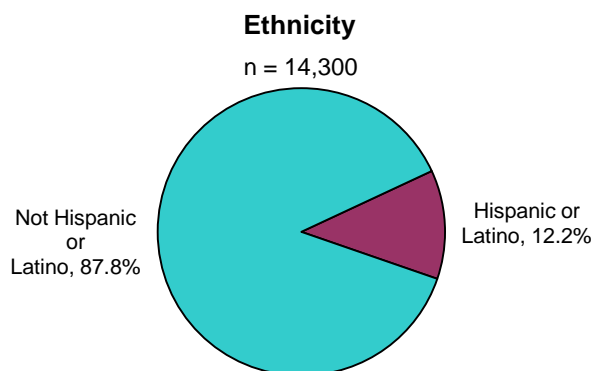
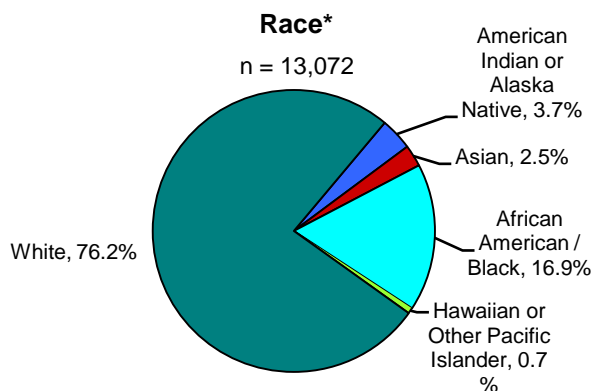
Household Size

n = 11,691

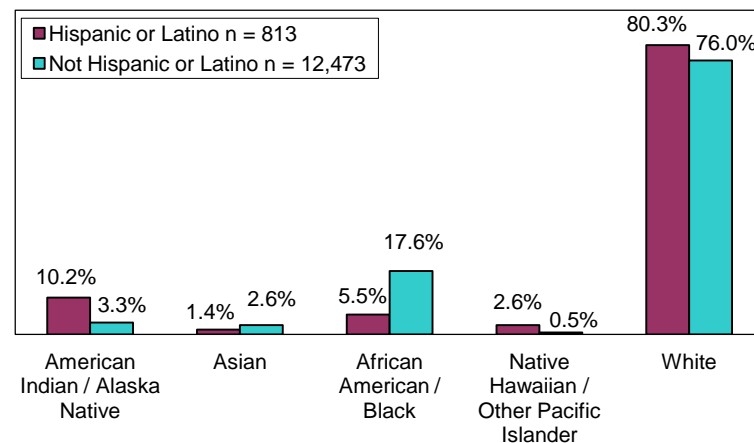


Points of Contact — 2008 Snapshot — Phone Contacts (continued)

n = 88,825



Ethnicity by Race*

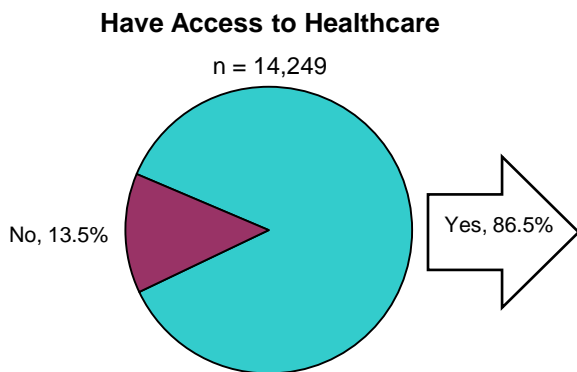


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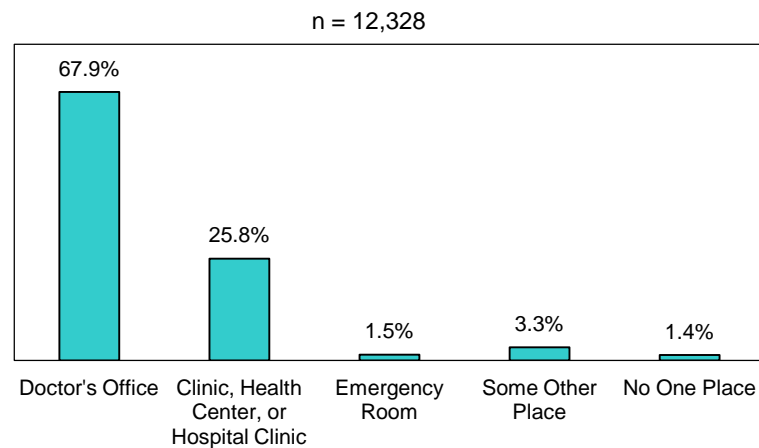
Demographic data are from a random sample of Phone contacts; data collected according to OMB No. 0925-0208.

Points of Contact — 2008 Snapshot — Phone Contacts (continued)

n = 88,825

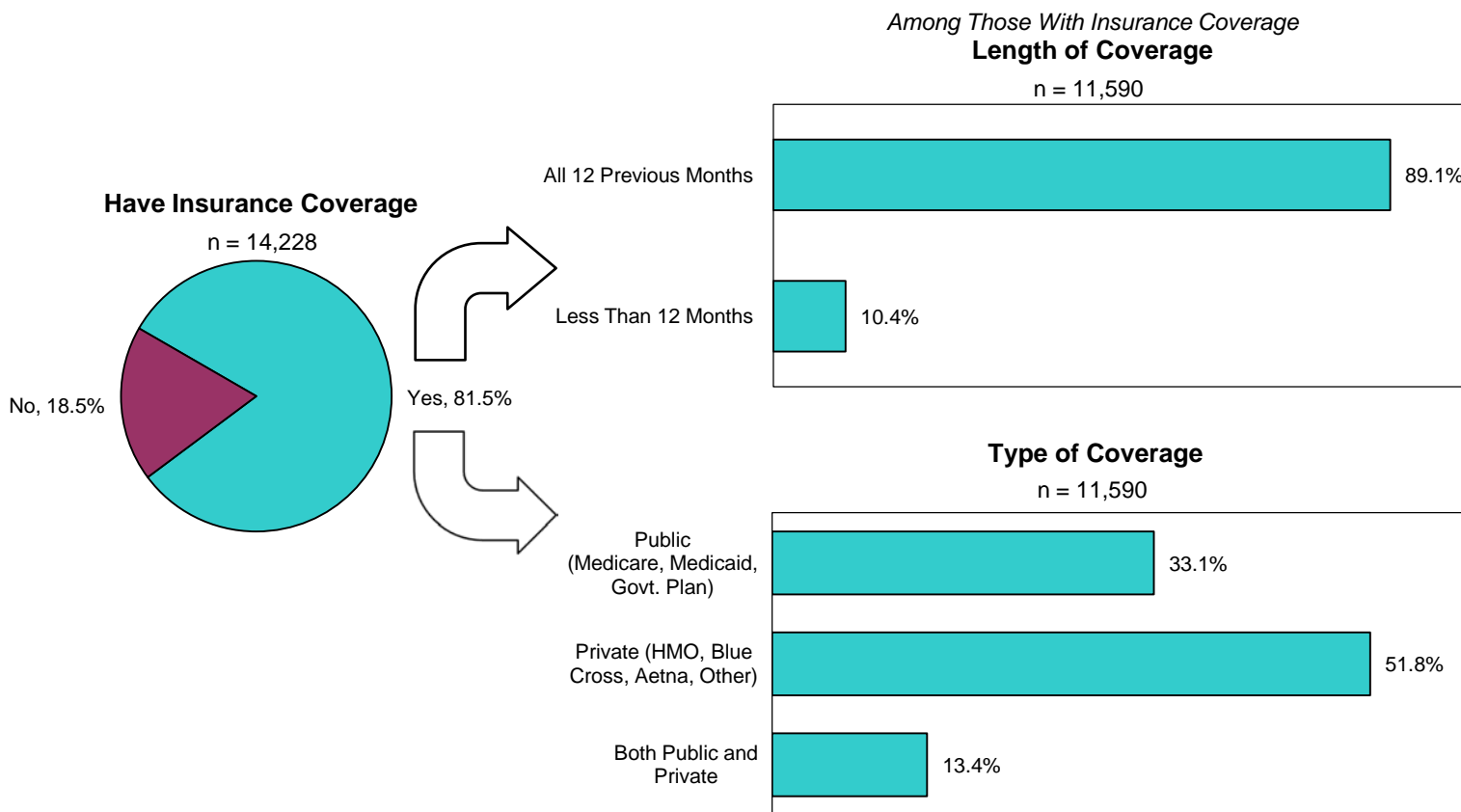


Among Those With Access to Healthcare
Where Access Healthcare



Points of Contact — 2008 Snapshot — Phone Contacts (continued)

n = 88,825



CANCER INFORMATION SERVICE

Points of Contact — 2008 Snapshot — Phone Contacts (continued)

n = 88,825

Customer Type	
Family/Friend	33.6%
Cancer Patient	27.4%
General Public	25.2%
Health Professional	4.6%
Organization	3.4%
Top Five Customer Types	94.3%

Primary Cancer Site*	
Breast	20.6%
Lung	7.7%
Other Gastrointestinal	6.5%
Prostate	6.1%
Colorectal	5.9%
Top Five Cancer Sites	46.8%

Purpose of Contact	
Request Referral	31.8%
Health Concern (Family/Friend)	19.4%
Health Concern (Self)	18.7%
Understand Medical Information	12.5%
Help Locating Materials	6.5%
Top Five Purposes	88.8%

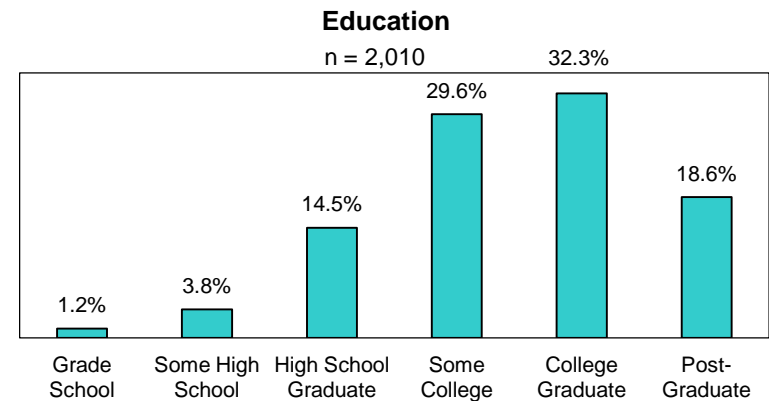
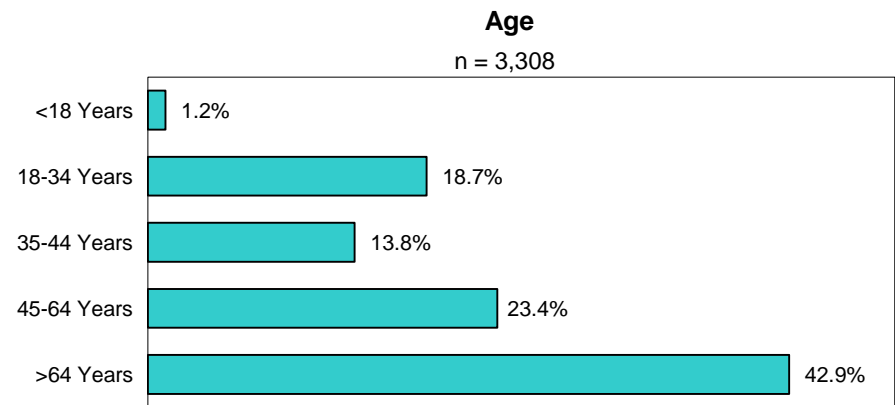
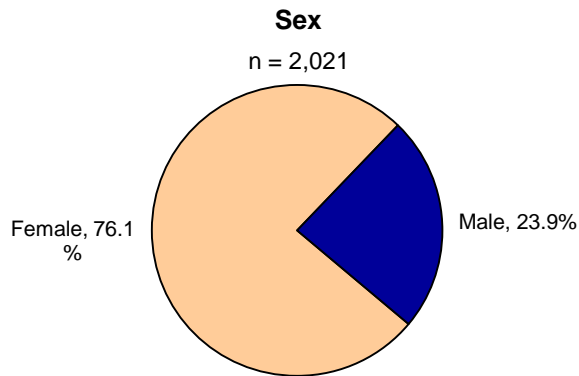
Subject of Interaction*	
Treatment/Side Effect Management	24.2%
General Cancer Site Information	23.8%
Hospital/Clinic/Screening Program	15.7%
Economic Assistance	14.0%
Physician/Second Opinion	10.9%
Top Five Subjects	88.6%

How Found Out About CIS	
Internet	15.6%
Organization/Community Group	12.1%
Other Printed Source	10.1%
Phone Book/Directory Assistance	8.7%
Family/Friend	5.8%
Top Five Sources	52.5%

*A single contact may provide multiple responses to this data point.

Points of Contact — 2008 Snapshot — LiveHelp Contacts

n = 20,939

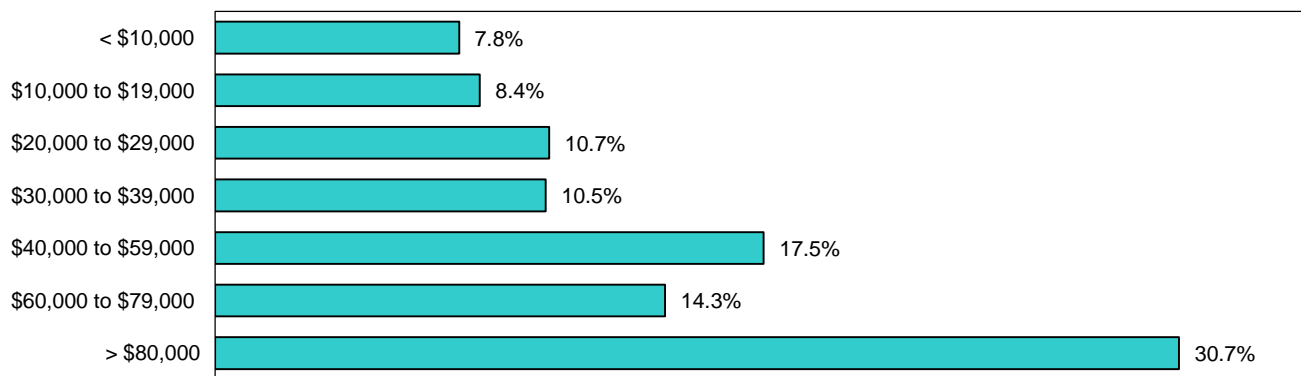


Points of Contact — 2008 Snapshot — LiveHelp Contacts (continued)

n = 20,939

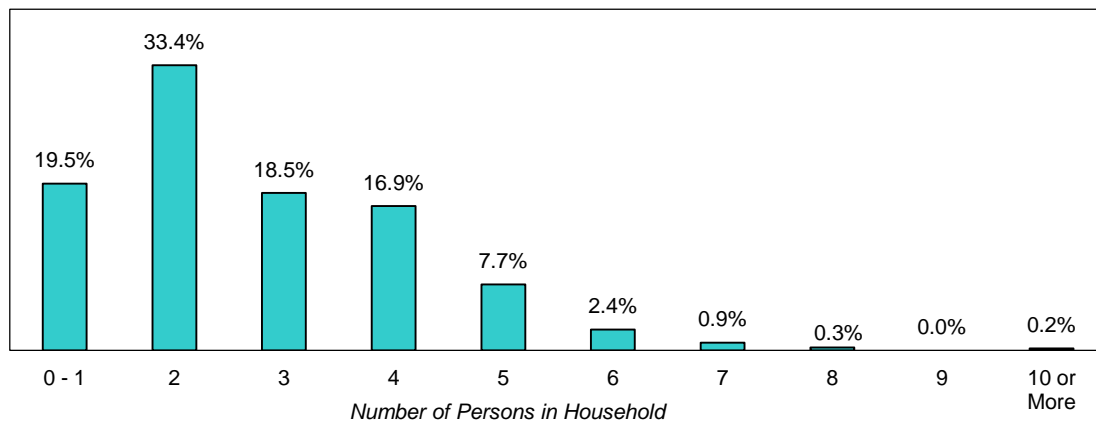
Household Income

n = 1,812



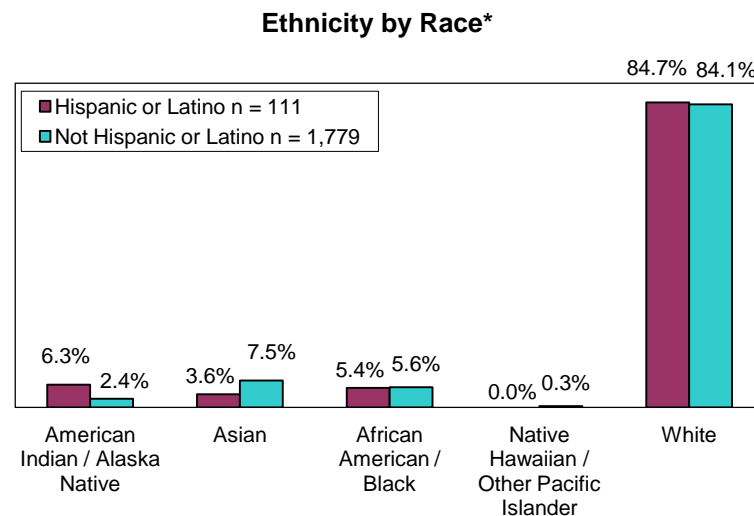
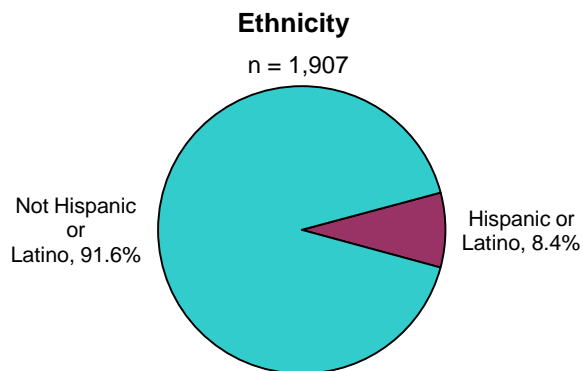
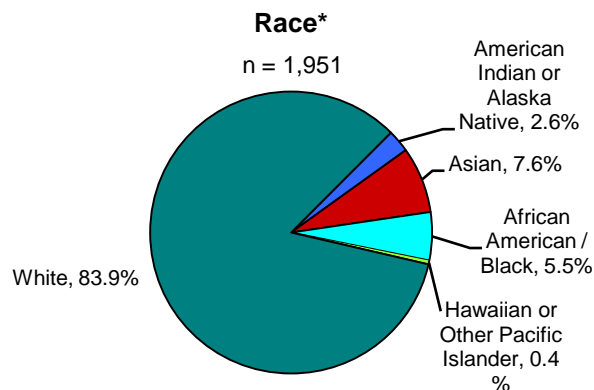
Household Size

n = 1,761



Points of Contact — 2008 Snapshot — LiveHelp Contacts (continued)

n = 20,939

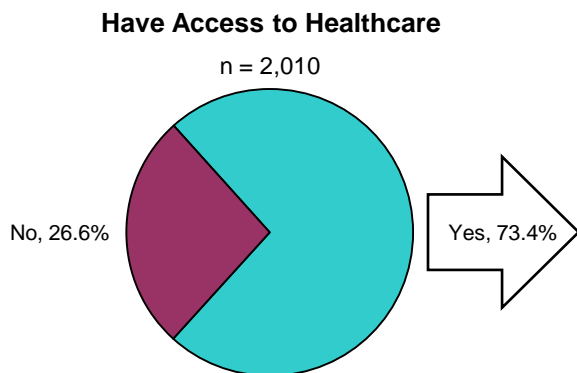


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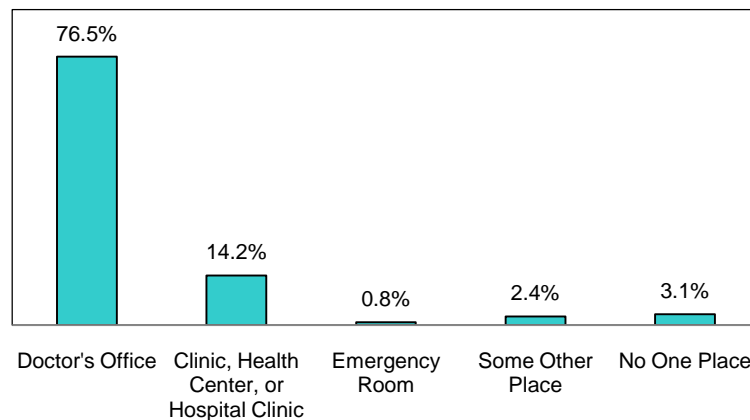
Points of Contact — 2008 Snapshot — LiveHelp Contacts (continued)

n = 20,939



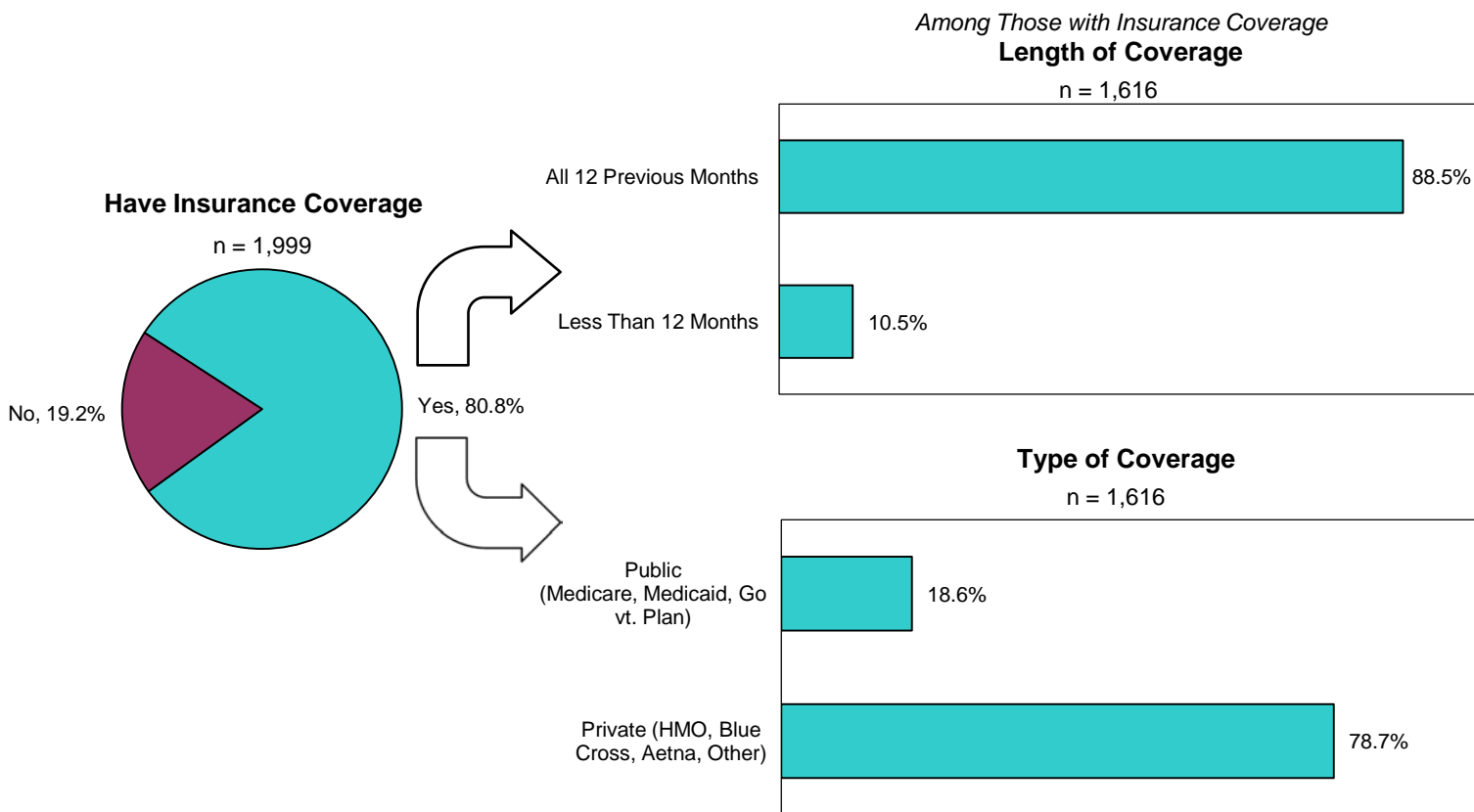
Among Those With Access to Healthcare
Where Access Healthcare

n = 1,475



Points of Contact — 2008 Snapshot — LiveHelp Contacts (continued)

n = 20,939



Points of Contact — 2008 Snapshot — LiveHelp Contacts (continued)

n = 20,939

Customer Type	
Family/Friend	32.7%
General Public	21.1%
Cancer Patient	12.8%
Smoker/Tobacco User	7.0%
Health Professional	2.7%
Top Five Customer Types	76.4%

Primary Cancer Site*	
Breast	12.4%
Lung	5.6%
Other Gastrointestinal	5.5%
Prostate	4.6%
Colorectal	4.1%
Top Five Cancer Sites	32.2%

Purpose of Contact	
Health Concern (Family/Friend)	21.6%
Understand Medical Information	19.2%
Health Concern (Self)	15.6%
Request Referral	8.1%
Help Locating Materials	5.9%
Top Five Purposes	70.3%

Subject of Interaction*	
General Cancer Site Information	30.2%
Treatment/Side Effect Management	21.2%
Smoking/Tobacco Use	8.0%
Other Inquiry	5.9%
Hospital/Clinic/Screening Program	5.4%
Top Five Subjects	70.8%

How Found Out About CIS	
Internet	8.0%
Family/Friend	0.6%
Health Professional	0.5%
NCI Publications	0.2%
Organization/Community Group	0.2%
Top Five Sources	9.4%

*A single contact may provide multiple responses to this data point.

CANCER INFORMATION SERVICE

Points of Contact — 2008 Snapshot — E-mail Contacts

n = 8,522

Customer Type	
Family/Friend	31.4%
General Public	24.0%
Cancer Patient	13.9%
Health Professional	7.5%
Student	4.0%
Top Five Customer Types	80.7%

Primary Cancer Site*	
Breast	14.2%
Other Gastrointestinal	6.2%
Prostate	5.4%
Lung	5.3%
Colorectal	4.4%
Top Five Cancer Sites	35.6%

Subject of Interaction*	
Treatment/Side Effect Management	27.9%
General Cancer Site Information	23.5%
Other Inquiry	13.4%
Coping	7.5%
Economic Assistance	6.5%
Top Five Subjects	78.9%

How Found Out About CIS	
Cancer.gov	31.8%
Other	0.9%
NCI Staff	0.1%
LiveHelp	0.1%
CIS Web Site	0.0%
Top Five Sources	32.8%

*A single contact may provide multiple responses to this data point.