

APPENDIX B

National Center for Complementary and Alternative Medicine Telephone Service Survey
October 1, 2006 through July 31, 2009

Table 1: Caller Type (Survey item #4: "Which of the following best describes you?")

Response choices	Cumulative n	Cumulative Percent
Patient	1,125	50.1
Family or friend of patient	459	20.5
Interested public	285	12.7
CAM practitioner	61	2.7
Other health care provider	136	6.1
Student	71	3.2
Researcher or grant applicant	49	2.2
Journalist/media professional	5	0.2
Other*	53	2.4
TOTAL	2,244	100.0

*Please see Table 16 for a list of verbatim "Other (Specify)" responses.

Table 2: Age (Survey item #5: "What is your age?")

Response choices	Cumulative n	Cumulative Percent
20 or under	11	0.5
21-30	135	6.1
31-40	298	13.4
41-50	492	22.2
51-60	568	25.6
61-70	444	20.0
71 or over	270	12.2
TOTAL	2,218	100.0

2 callers did not reply to this question.

Table 3: Gender (Survey item #6: "Are you?")

Response choices	Cumulative n	Cumulative Percent
Female	1,399	62.3
Male	847	37.7
TOTAL	2,246	100.0

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Table 4: Ethnicity (Survey item #8)

Response choices	Cumulative n	Cumulative Percent
Hispanic or Latino	83	3.7
Not Hispanic or Latino	2,071	91.9
Do not wish to provide	99	4.4
TOTAL	2,253	100.0

Table 5: Race (Survey item #8: "Select all that apply.")

Response choices	Cumulative n	Cumulative Percent
American Indian or Alaska Native	33	1.5
Asian	99	4.4
Black or African American	234	10.4
Native Hawaiian or Other Pacific Islander	11	0.5
White	1,800	79.9
Did not provide	103	4.6

Based on 57 respondents for the current month and 2,253 cumulative respondents. The sum of the percentages may exceed 100 since the categories are not mutually exclusive. Therefore, total numbers and percentages are not reported for this table.

Table 6: Geographic Location (Survey item #9: "What country are you calling from?")

Response choices	Cumulative n	Cumulative Percent
United States	2,109	99.6
Other*	9	0.4
TOTAL	2,118	100.0

*Please see Table 17 for a list of other countries.

2 callers did not reply to this question.

Table 7: Census Region (Survey item #9a: "What is your ZIP Code?")

Response choices	Cumulative n	Cumulative Percent
Midwest	377	17.9
Northeast	545	25.9
South	771	36.6
West	411	19.5
TOTAL	2,104	100.0

3 callers did not reply to this question.

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Table 8: Education Level (Survey item #7: “What is the highest level of education you have completed?”)*

Response choices	Cumulative n	Cumulative Percent
High school graduate	290	15.6
Some college	526	28.3
College graduate	857	46.1
Post graduate	188	10.1
TOTAL	1,861	100.0

*CAM practitioners, other health care providers, researchers, grant applicants, journalists, and students were not asked to respond to this question.

5 callers did not reply to this question.

Table 9: Previous Use of the NCCAM Phone Number: (Survey item #1: “Have you contacted us before?”)

Response choices	Cumulative n	Cumulative Percent
Yes	360	16.0
No	1,870	83.0
Don't know/don't remember	22	1.0
TOTAL	2,252	100.0

Table 10: How Did Callers Obtain the Phone Number? (Survey item #2: “How did you first find the NCCAM Clearinghouse telephone number?”)

Response choices	Cumulative n	Cumulative Percent
Written correspondence from the NCCAM clearinghouse	34	1.5
Referred by a co-worker or colleague	15	0.7
NCCAM web site	475	21.1
From another web site	404	18.0
Referred by a health care provider	68	3.0
Referred by a friend or family member	190	8.5
Media (magazine, newspaper, television, radio)	325	14.5
Don't know/don't remember	67	3.0
Other*	669	29.8
TOTAL	2,247	100.0

*Please see Table 15 for a list of verbatim “Other (Specify)” responses.

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Table 11: Satisfaction Assessment for the Appropriateness of the Information Being Provided (Survey item #3a: "Please rate your level of agreement with the following statement: The information provided to me was appropriate to the question I asked.")

Response choices	Cumulative n	Cumulative Percent
Strongly Agree	1,630	73.4
Agree	569	25.6
Disagree	17	0.8
Strongly Disagree	4	0.2
TOTAL	2,220	100.0

2 callers did not reply to this question.

Table 12: Satisfaction Assessment for the Way Information was Communicated (Survey item #3b: "Please rate your level of agreement with the following statement: The way information was communicated was clear and easy to understand.")

Response choices	Cumulative n	Cumulative Percent
Strongly Agree	1,709	76.4
Agree	524	23.4
Disagree	3	0.1
Strongly Disagree	0	0.0
TOTAL	2,236	100.0

2 callers did not reply to this question.

Table 13: Overall Satisfaction Assessment of Information Received (Survey item #3c: "Please rate your level of agreement with the following statement: Overall, I was satisfied with the information I received today.")

Response choices	Cumulative n	Cumulative Percent
Strongly Agree	1,614	73.1
Agree	560	25.4
Disagree	27	1.2
Strongly Disagree	7	0.3
TOTAL	2,208	100.0

2 callers did not reply to this question.