

APPENDIX 7

CIS ANNUAL DATA REPORT (2011)

**Cancer Information Service 2011 Annual Report
CIS Contact Summary - Executive Summary ^[1]**

Contacts by Source	Number of Contacts	Contact Total	Contact Type as % of Total	Source as % of All Contacts
CIS Contact Centers		91,285		6.86%
Telephone (CIS)	69,798		76.46%	
LiveHelp (WebChat) (CIS)	15,567		17.05%	
E-mail (CIS)	5,654		6.19%	
Facebook ^[2]	266		0.29%	
Subtotal, CIS	91,285		100.00%	
NCI Public Inquiries (PIQ)		2,835		0.21%
E-mail (CISCS/PIQ)	2,355		83.07%	
Telephone (PIQ)	241		8.50%	
Mail (Written) (CISCS/PIQ) ^[3]	239		8.43%	
Subtotal, PIQ	2,835		100.00%	
Publication Ordering Service (POS)		106,029		7.97%
Orders ^[4]	87,625		82.64%	
Telephone (POS)	18,404		17.36%	
Subtotal, POS	106,029		100.00%	
Internet		1,129,808		84.95%
CISWeb ^[5]	75,660		6.70%	
NCI Publications Locator - NCIPL	1,054,148		93.30%	
Subtotal, Internet	1,129,808		100.00%	
Total All Contacts		1,329,957		100.00%
Totals by Type of Contact				
Web	1,129,808		84.95%	
Telephone	88,443		6.65%	
Orders ^[4]	87,625		6.59%	
E-mail	8,009		0.60%	
LiveHelp	15,567		1.17%	
Mail ^[3]	239		0.02%	
Facebook	266		0.02%	
Total All Contact Types	1,329,957		100.00%	

[1] Contacts handled, not contacts presented.

[2] Facebook point of access went into production on 7/1/2011.

[3] Does not include Gift Fund acknowledgements.

[4] Orders distributed. Includes orders from all sources (e.g., POS, ROO, NCIPL, E-mail, etc.) plus backorders filled.

[5] Indicates number of site visitors redirected to CIS page on Cancer.gov; traffic to CISWeb has been automatically redirecte