

## **APPENDIX 7**

### **CIS ANNUAL DATA REPORT (2011)**

**Cancer Information Service 2011 Annual Report  
CIS Contact Summary - Executive Summary <sup>[1]</sup>**

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

**Totals by Type of Contact**

Web	1,129,808	84.95%
Telephone	88,443	6.65%
Orders <sup>[4]</sup>	87,625	6.59%
E-mail	8,009	0.60%
LiveHelp	15,567	1.17%
Mail <sup>[3]</sup>	239	0.02%
Facebook	266	0.02%
<b>Total All Contact Types</b>	<b>1,329,957</b>	<b>100.00%</b>

[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