

CIS Caller Demographics 2021

CIS Type of Contact

The total number of callers to Citizens Information Services (CISs) in 2021 was 338,167. Telephone contact increased to 72%, or 242,651 phone-calls during that time. When added to the 11% of overall contacts generated by the web based Request a Call-back¹ service, CISs dealt with over 279,495 phone-calls in total during 2021, representing over 80% of contact with the public.

In person contact was 11% and letter/email contact 6%.

The trend in the type of contact with CISs has practically reversed due to the Covid-19 pandemic and the closure of face-to-face services in March 2020.

Chart 1 - Type of Contact 2021

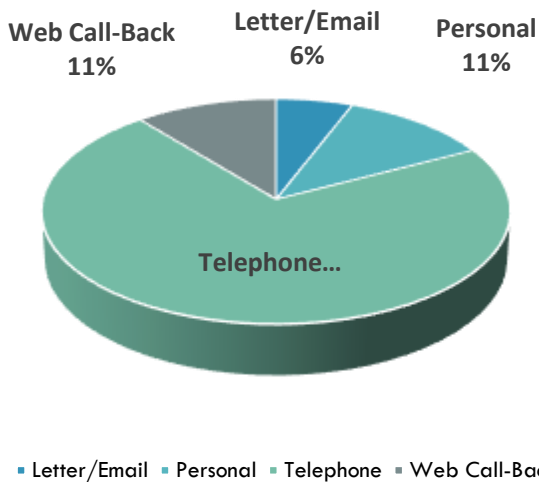


Table 1 - Type of Contact 2021

Caller Type	# of Callers 2021
Letter/Email	19,831
Web Call-Back	36,844
Personal	38,841
Telephone	242,651
Total	338,167

¹ From January 2021, all Web Call-back requests were recorded in the CIS Caller & Query recording system to provide a complete set of data for CIS activity. While the web request for a call-back service starts with an online form, the request is ultimately for a telephone call from a CIS.

