



Fiscal Year 2017/18

Call Data

Incoming Calls													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls	11,169	11,647	10,074	19,765	10,719	9,851	10,357	7,748	8,229	9,574	10,671	10,085	129,889
Answered Calls	9,969	10,544	9,117	15,434	9,147	8,470	9,260	7,121	7,359	8,527	8,881	8,090	111,919
Abandoned Calls	1,186	1,100	956	4,295	1,554	1,361	1,088	611	869	1,047	1,788	1,994	17,849
Uncategorized Calls	14	3	1	36	18	20	9	16	1	0	2	1	121
Answered Calls													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Answered Calls	9,969	10,544	9,117	15,434	9,147	8,470	9,260	7,121	7,359	8,527	8,881	8,090	111,919
Repeat Callers	697	1,140	905	701	674	501	456	400	443	690	637	801	8,045
Documented Clients per iCarol System	9,542	10,139	8,751	9,719	8,810	7,671	8,847	6,966	7,120	8,433	8,566	7,875	102,537
Undocumented Calls	427	405	366	5,715	337	799	413	155	239	94	315	215	9,480
Type of Client													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Documented Clients per iCarol System	6,678	7,406	6,367	9,719	8,810	7,671	8,847	6,966	7,120	8,433	8,566	7,875	94,458
Total Telephone Clients*	6,535	7,167	6,163	6,101	6,176	5,506	6,297	5,002	5,076	5,737	5,748	5,663	71,171
*Call	6,508	7,120	6,060	5,997	6,070	5,413	6,238	4,930	5,007	5,637	5,618	5,565	70,163
*MCH	27	46	103	104	106	93	59	72	69	100	130	98	1,007
*SAP	0	1	0	0	0	0	0	0	0	0	0	0	1
Social Media						3	1	2	1	0	1	4	12
Chat	0	89	96	327	126	131	130	88	98	125	122	148	1,480
Email	12	8	9	19	11	6	17	18	12	18	16	9	155
In Person										2	0	0	2
Text	131	142	99	148	209	182	181	106	143	162	151	143	1,797
Unknown Type	0	0	0	3,124	2,288	1,843	2,221	1,750	1,790	2,389	2,528	1,908	19,841
Talk Time Telephone Calls													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Talk Time (Minutes)	66,656	66,737	59,603	69,020	60,658	49,067	57,190	44,343	47,192	55,290	58,396	56,801	690,953
Average Call Length iCarol (minutes)	6	6	6	7	6	6	6	6	6	6	6	7	6
Average Talk Time Call Sweet (Minutes)	4:43	4:33	4:30	3:57	4:35	4:08	4:21	4:40	4:18	4:09	4:09	4:30	4:21
Total Calls Answered in Two Minutes or less	9247	9829	8522	9719	7730	7059	8686	6873	6967	8099	7729	6664	97124

Call Data

Answered Calls Wait Time													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Answered Calls	9,969	10,544	9,117	15,434	9,147	8,470	9,260	7,121	7,359	8,527	8,881	8,090	111,919
Under 30 seconds	7,934	8,579	7,383	7,923	6,168	5,739	7,578	6,404	6,276	7,195	6,459	5,095	82,733
Between 30 & 60 seconds	696	698	620	856	794	639	628	279	369	501	655	741	7,476
Between 60 & 90 seconds	363	303	293	479	416	367	280	102	171	239	339	447	3,799
Between 90 & 120 seconds	254	249	226	461	352	314	200	88	151	164	276	381	3,116
Between 120 & 150 seconds	247	264	245	583	276	253	149	63	134	130	233	309	2,886
Between 150 & 180 seconds	143	127	110	384	232	194	103	37	72	108	256	279	2,045
Between 180 & 210 seconds	117	76	57	302	185	184	80	42	62	77	203	237	1,622
Between 210 & 240 seconds	71	81	58	457	154	163	58	32	50	40	169	218	1,551
Between 240 & 270 seconds	43	40	43	752	204	231	65	28	36	29	150	196	1,817
Between 270 & 300 seconds	37	36	26	1,087	310	342	96	31	16	17	62	83	2,143
Greater than 300 seconds	64	91	56	2,150	56	44	23	15	22	27	79	104	2,731
Time to answer Telephone Calls													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Average Time to Answer	0:31	0:29	0:30	2:24	0:53	0:54	0:29	0:20	:25	0:25	0:44	0:57	0:51
Longest time to answer	26:20	15:08	53:28	24:45	12:00	12:58	30:08	17:43	37:04	26:48	18:13	27:32	53:28
Under the two minute limit	92.76%	93.22%	93.47%	62.97%	84.51%	83.34%	93.80%	96.52%	94.67%	94.98%	87.03%	82.37%	86.78%
Over the two minute limit	7.24%	6.78%	6.53%	37.03%	15.49%	16.66%	6.20%	3.48%	5.33%	5.02%	12.97%	17.63%	13.22%
Abandoned Calls													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total	1186	1100	956	4295	1554	1361	1088	611	869	1047	1788	1994	17849
Average time to abandon	1:00	0:49	0:51	1:56	1:46	1:06	0:51	0:46	:48	0:48	1:02	1:07	1:11
Longest time to abandon	26:01	15:20	16:32	20:20	6:50	11:24	37:24	41:31	14:32	14:07	31:45	18:39	41:31
Abandoned Calls prior to 40 seconds	708	712	632	1630	777	690	678	410	568	668	980	995	9448
Abandoned Calls after 40 seconds	478	388	324	2665	777	671	410	201	301	379	808	999	8401
Average time to abandon after 40 seconds	2:10	1:56	2:08	2:58	1:46	2:00	1:56	2:00	1:56	1:54	2:02	2:01	2:22
Abandoned Calls %	4.28%	3.33%	3.22%	13.48%	7.25%	6.81%	3.96%	2.59%	3.66%	3.96%	7.57%	9.91%	6.47%

Call Data

311-411-911-211 Out of State													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Responses	4,462	4,381	3,735	4,899	3,414	2,993	3,540	2,875	3,089	3,859	3,995	3,403	44,645
211	247	310	297	355	186	222	218	160	179	190	194	217	2,775
311	368	326	311	343	319	312	279	295	321	344	361	278	3,857
411	697	503	440	400	373	344	383	321	344	370	422	395	4,992
511	33	22	14	25	15	18	18	22	28	24	24	20	263
611	32	28	22	29	26	34	28	19	26	34	36	26	340
711	1	0	0	0	0	0	0	1	0	2	1	2	7
811	5	3	2	1	2	2	3	1	2	2	4	0	27
911	32	16	13	15	9	17	14	10	11	21	14	11	183
Abusive Caller	12	6	5	11	9	7	7	8	8	13	13	7	106
Crisis	27	43	23	50	21	14	29	34	39	32	29	38	379
Disaster	0	0	0	942	37	14	7	1	4	2	3	0	1,010
Disconnects	802	739	662	670	646	513	612	543	503	663	562	559	7,474
PRAMS												1	1
Static	1,344	1,329	1,023	1,078	991	684	1,143	698	870	1,140	1,315	897	12,512
Unknown	718	887	772	728	629	630	594	578	563	766	772	683	8,320
Wrong Number	144	169	151	252	151	182	205	184	191	256	245	269	2,399

Call Data

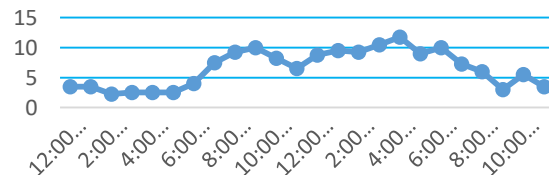
Clients By County													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total	9,542	10,139	8,751	9,719	8,810	7,671	8,847	6,966	7,120	8,433	8,566	7,973	102,537
Carson City	56	49	51	51	41	37	67	69	74	60	48	41	644
Churchill	11	11	2	5	9	8	10	10	12	10	7	9	104
Clark	5,820	6,515	5,703	5,551	5,959	5,215	6,625	4,659	4,613	5,479	5,469	5,421	67,029
Douglas	28	21	17	16	13	13	19	14	12	15	22	7	197
Elko	30	29	19	15	20	14	27	28	24	16	10	13	245
Esmeralda	3	3	0	1	0	1	2	0	1	0	1	0	12
Eureka	2	1	0	0	0	0	1	0	0	1	2	0	7
Humboldt	5	6	4	8	4	4	5	0	3	3	7	2	51
Lander	2	3	3	0	3	6	2	2	1	1	0	4	27
Lincoln	5	1	3	5	2	2	1	2	0	2	3	2	28
Lyon	33	34	41	29	35	24	49	26	26	29	29	0	355
Mineral	1	2	3	5	0	4	1	1	1	1	1	2	22
Nye	22	27	25	19	25	28	52	20	43	25	38	40	364
Pershing	2	1	1	0	0	2	1	4	2	2	0	0	15
Storey	18	4	2	0	0	1	0	0	0	0	0	0	25
Washoe	519	514	395	390	447	390	466	362	346	332	330	359	4,850
White Pine	4	4	2	1	1	4	3	1	6	2	4	4	36
Other Nevada Zip Codes	2,936	2,857	2,425	3,543	2,198	1,847	1,421	1,695	1,889	2,321	2,383	2,000	27,515
Other Zip Codes	45	57	55	80	53	71	95	73	67	134	212	69	1,011

Call Data

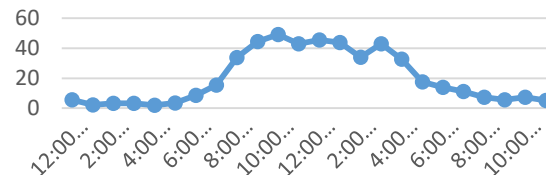
Average Call Volume Per Hour

	Su	M	Tu	W	Th	F	Sa
12:00 AM	4	6	3	3	4	5	4
1:00 AM	4	2	2	2	4	4	4
2:00 AM	2	3	2	3	3	4	4
3:00 AM	3	3	2	4	3	2	3
4:00 AM	3	2	3	5	2	5	4
5:00 AM	3	4	3	3	5	4	3
6:00 AM	4	9	10	6	9	6	6
7:00 AM	8	16	16	11	14	13	6
8:00 AM	9	34	27	28	22	21	9
9:00 AM	10	45	31	32	36	34	11
10:00 AM	8	49	45	44	38	32	10
11:00 AM	7	43	45	37	38	32	16
12:00 PM	9	46	33	40	35	36	12
1:00 PM	10	44	31	40	38	34	12
2:00 PM	9	34	34	36	35	29	10
3:00 PM	11	43	31	29	26	26	10
4:00 PM	12	33	22	27	27	19	11
5:00 PM	9	18	13	16	12	15	11
6:00 PM	10	14	11	11	10	12	10
7:00 PM	7	11	8	9	12	12	8
8:00 PM	6	7	7	8	9	8	6
9:00 PM	3	6	6	7	7	9	8
10:00 PM	6	7	7	4	6	7	4
11:00 PM	4	5	5	6	5	4	8

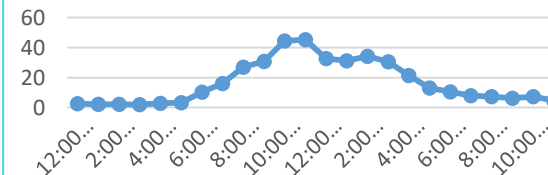
Sunday Call Volume



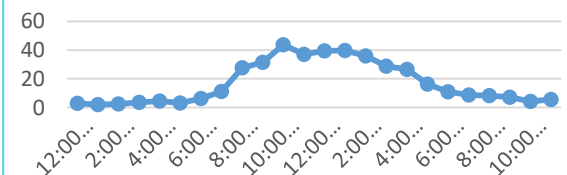
Monday Call Volume



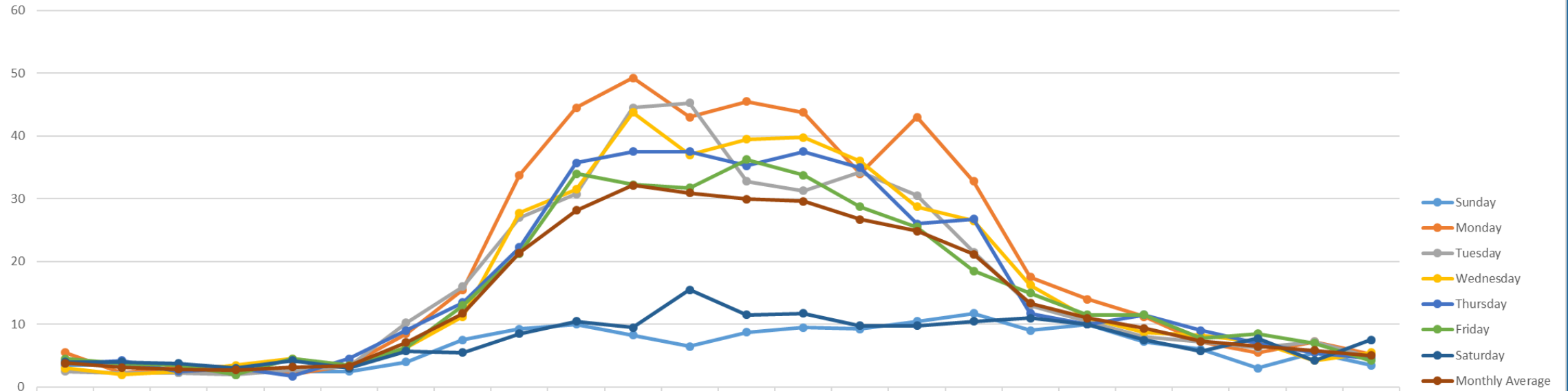
Tuesday Call Volume



Wednesday Call Volume

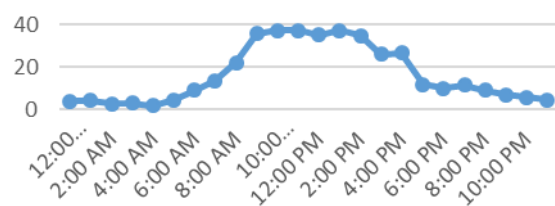


Day vs Day Comparison

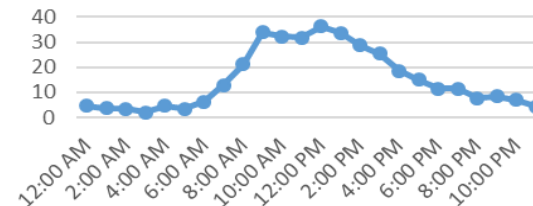


	12:00 AM	1:00 AM	2:00 AM	3:00 AM	4:00 AM	5:00 AM	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM
Sunday	4	4	2	3	3	3	4	8	9	10	8	7	9	10	9	11	12	9	10	7	6	3	6	4
Monday	6	2	3	3	2	4	9	16	34	45	49	43	46	44	34	43	33	18	14	11	7	6	7	5
Tuesday	3	2	2	2	3	3	10	16	27	31	45	45	33	31	34	31	22	13	11	8	7	6	7	5
Wednesday	3	2	3	4	5	3	6	11	28	32	44	37	40	40	36	29	27	16	11	9	8	7	4	6
Thursday	4	4	3	3	2	5	9	14	22	36	38	38	35	38	35	26	27	12	10	12	9	7	6	5
Friday	5	4	4	2	5	4	6	13	21	34	32	32	36	34	29	26	19	15	12	12	8	9	7	4
Saturday	4	4	4	3	4	3	6	6	9	11	10	16	12	12	10	10	11	11	10	8	6	8	4	8
Monthly Average	3.82	3.14	2.86	2.75	3.18	3.36	7.14	11.75	21.39	28.14	32.14	30.93	29.93	29.61	26.71	24.86	21.18	13.36	11.00	9.39	7.32	6.46	5.86	5.04

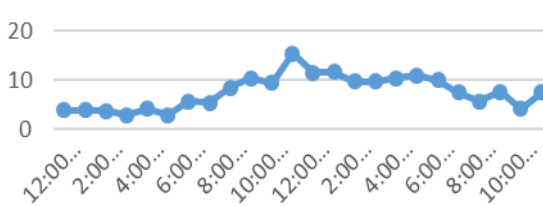
Thursday Call Volume



Friday Call Volume



Saturday Call Volume

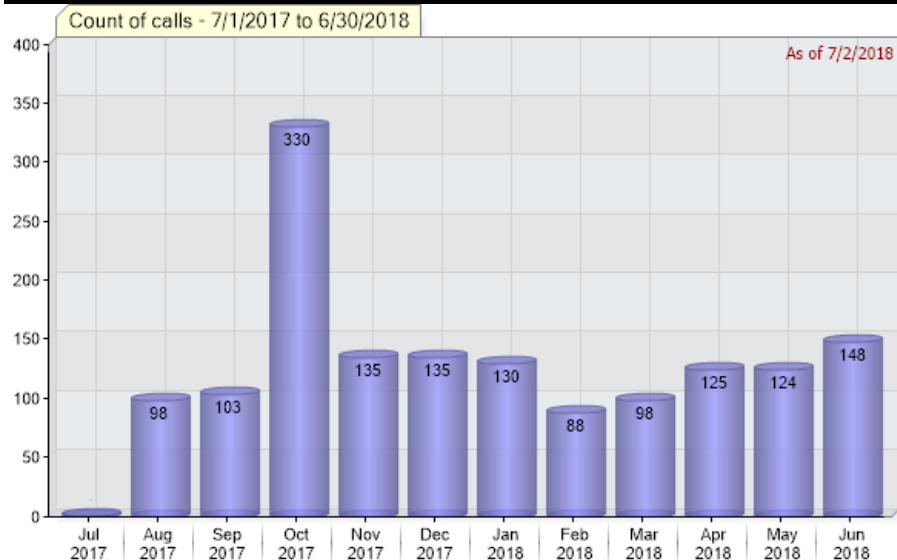


Chat Data

Pre- Chat Questions													
Military Experience?	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Yes	0	4	3	25	6	5	6	2	6	4	7	11	79
Age	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
< 20	0	0	3	4	1	3	8	5	2	2	2	1	31
20 - 29	0	24	33	62	31	30	29	33	17	27	39	41	366
30 - 39	0	31	28	95	45	41	30	23	33	41	33	43	443
40 - 49	0	23	17	60	17	22	21	12	18	27	18	28	263
50 - 59	0	5	9	21	21	13	14	9	8	10	12	11	133
60 - 69	0	3	6	26	6	5	10	2	4	8	4	10	84
70 - 79	0	1	0	8	0	1	0	2	4	2	3	2	23
80 - 89	0	0	1	0	0	1	0	0	0	1	1	0	4
90 >	0	0	0	2	0	0	0	0	0	0	0	1	3
No Response	0	2	0	16	5	14	18	2	2	7	10	15	91
Chat Information													
Chat Information	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Chat Sessions Answered	1	92	97	296	126	131	130	88	100	125	122	148	1456
Engaged Chat	0	48	71	170	103	98	86	64	59	86	86	93	964
Missed Chat	0	5	12	49	5	18	15	8	19	14	11	20	176
Silent Chat	0	38	20	108	20	13	25	16	18	25	25	31	339
Test/Training Chat	1	5	0	2	0	5	4	0	4	0	0	3	24
Talk Time Chat													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Talk Time (Minutes)	0	1921	2092	3839	2740	3057	4898	2370	7465	3723	2573	4024	38702
Average Chat Length iCarol (minutes)	0	21:32	20:00	11:00	21:00	22:00	37:00	26:00	74:08	29:48	21:09	27:00	26:45
Total Chats Answered in Two Minutes or less	0	62	74	187	119	86	87	74	69	77	77	77	989
Time to answer Chat													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Average Time to Answer	0:00	20:01	4:48	4:18	0:44	6:41	23:32	31:08	34:46	12:31	6:12	8:46	15:08
Longest time to answer	0	15:42:00	4:41:00	1:29:24	18:42	3:39:03	43:56:24	12:00:01	55:37:30	7:40:48	3:58:36	6:06:55	55:37:30
Under the two minute limit	0.00%	67.39%	76.29%	63.18%	94.44%	65.65%	66.92%	84.09%	69.00%	61.60%	63.11%	52.03%	67.93%
Over the two minute limit	100.00%	32.61%	23.71%	36.82%	5.56%	34.35%	33.08%	15.91%	31.00%	38.40%	36.89%	47.97%	32.07%

Chat Data

Post Chat Questions													
How are you feeling now, after the chat? [Scale of 1–5]	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
1 - I'm doing ok	0	1	0	0	0	0	0	0	0	0	0	0	1
2 - A little upset	0	0	0	0	0	0	0	0	0	0	0	0	0
3 - Moderately upset	0	0	0	0	0	0	0	0	0	0	0	0	0
4 - Very upset	0	0	0	0	0	0	0	0	0	0	0	0	0
5 - Extremely upset	0	0	0	0	0	0	0	0	0	0	0	0	0
Was the chat service easy to use?	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Very easy, no problems at all	0	12	0	28	18	14	10	5	6	11	9	11	124
Fairly easy	0	2	2	6	0	3	3	1	3	0	4	4	28
Some problems	0	0	0	3	2	3	1	0	1	2	0	1	13
A lot of problems	0	0	2	2	0	0	1	0	0	1	0	0	6
Very difficult to use	0	2	7	5	3	0	0	0	1	0	1	1	20
Was your chat specialist helpful?	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Extremely helpful	0	4	5	16	12	10	6	2	3	10	6	8	82
Very helpful	0	6	3	14	5	6	3	1	6	1	4	5	54
Somewhat helpful	0	3	0	5	0	1	1	0	0	1	1	1	13
Not very helpful	0	0	2	0	0	1	3	1	0	1	0	1	9
Not helpful at all	0	4	2	12	6	3	3	2	2	1	3	1	39



Demographic Data

Race													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls with Responses	6,406	7,068	6,109	5,858	6,230	5,506	6,272	4,935	4,955	5,612	5,565	5,505	70,021
Asian	95	129	110	96	92	90	100	79	82	91	98	76	1,138
Asian & White	10	10	2	6	12	8	3	4	6	6	9	4	80
Black or African American and White	30	46	28	35	31	30	37	27	30	29	25	27	375
Black/African American	2,199	2,361	1,993	1,907	2,046	1,698	1,853	1,332	1,374	1,747	1,780	1,680	21,970
Chose not to answer	1,003	1,179	1,206	981	1,012	854	888	707	625	743	702	686	10,586
Email	N/A	N/A	N/A	N/A	N/A	N/A	11	9	11	11	13	9	64
Native American or Native Alaskan and White	15	19	24	17	13	14	17	19	17	10	10	15	190
Native American/Native Alaskan	61	75	62	48	41	49	54	50	65	69	53	55	682
Native Hawaiian/Pacific Islander	70	76	72	71	57	58	56	55	47	56	67	65	750
Other Multiple Race	593	600	481	484	497	438	573	421	391	470	473	506	5,927
Social Media	N/A	N/A	N/A	N/A	N/A	4	1	5	1	7	0	6	24
Text	104	140	102	139	187	168	159	97	136	151	145	136	1,664
White/Caucasian	1,947	2,085	1,637	1,602	1,653	1,301	1,685	1,469	1,408	1,543	1,433	1,529	19,292
X-1-1 & Static Calls	279	348	392	472	589	794	835	661	762	679	757	711	7,279
No Response	3,136	3,071	2,642	3,861	2,580	2,165	2,575	2,031	2,165	2,821	3,001	2,468	32,516
Ethnicity													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls with Responses	6,412	7,067	6,106	5,856	6,231	5,502	6,272	4,935	4,952	5,600	5,555	5,508	69,996
Hispanic or Latino	1,088	1,107	974	948	948	772	910	805	701	852	831	840	10,776
Not Hispanic or Latino	4,435	4,875	3,951	3,783	3,982	3,295	3,901	3,039	3,039	3,535	3,471	3,484	44,790
Chose not to answer	504	605	698	519	522	459	441	307	288	355	331	322	5,351
Social Media	N/A	N/A	N/A	N/A	N/A	5	4	9	1	2	2	9	32
Email	N/A	N/A	N/A	N/A	N/A	N/A	10	9	12	11	14	10	66
Text	107	131	95	135	189	170	155	100	135	151	141	133	1,642
X-1-1 & Static Calls	278	349	388	471	590	801	851	666	776	694	765	710	7,339
No Response	3,130	3,072	2,645	3,863	2,579	2,169	2,575	2,031	2,168	2,833	3,011	2,465	32,541

Demographic Data

Gender													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls with Responses	6,463	7,146	6,153	5,912	6,265	5,537	6,342	5,001	5,039	5,730	5,671	5,617	70,876
Email							7	7	10	8	11	9	52
Female	4,644	5,220	4,459	4,291	4,608	4,089	4,493	3,536	3,462	4,034	4,057	3,964	50,857
Male	1,606	1,763	1,547	1,459	1,447	1,276	1,665	1,302	1,335	1,408	1,374	1,383	17,565
Social Media						3	1	0	0	0	0	5	9
Transgender	5	0	1	3	1	3	9	7	5	4	1	3	42
Chose not to answer	50	33	44	33	53	44	45	44	44	46	29	27	492
X-1-1 & Static Calls	103	51	42	43	52	32	33	47	109	145	117	147	921
Text	55	79	60	83	104	90	89	58	74	85	82	79	938
No Response	3,079	2,993	2,598	3,807	2,545	2,134	2,505	1,965	2,081	2,703	2,895	2,356	31,661
Age													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls with Responses	5,343	5,856	4,733	4,627	4,995	4,239	5,005	3,931	3,872	4,747	4,500	4,425	56,273
90 - 99	21	10	24	16	11	22	14	14	10	16	16	8	182
80 - 89	89	126	67	83	66	49	78	92	83	109	92	96	1,030
70 - 79	332	318	218	283	243	203	308	305	315	301	307	290	3,423
60 - 69	634	730	588	620	680	506	731	609	637	689	622	635	7,681
50 - 59	978	1,139	905	849	915	741	888	777	716	760	806	855	10,329
40 - 49	927	1,047	744	800	931	765	968	703	686	884	762	747	9,964
30 - 39	1,223	1,415	1,135	1,103	1,168	994	1,071	818	812	1,095	1,040	1,017	12,891
20 - 29	1,087	995	983	830	938	877	879	585	581	855	824	728	10,162
11 - 19	52	76	69	43	43	82	68	28	32	38	31	49	611
No Response	4,199	4,283	4,018	5,092	1,235	1,256	3,842	3,035	3,248	3,686	4,066	3,548	41,508

Demographic Data

Family Status	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls with Responses	6,485	7,082	6,110	5,865	6,237	5,503	6,277	4,939	4,963	5,625	5,570	5,515	70,171
Divorced	513	572	443	453	510	421	523	440	412	473	435	462	5,657
Domestic Partners	128	105	106	121	99	108	110	63	57	88	100	101	1,186
Email	N/A	N/A	N/A	N/A	N/A	N/A	9	9	10	11	13	9	61
Female Head of Household	594	752	699	626	703	768	623	381	414	428	478	473	6,939
Male Head of Household	86	120	151	100	114	128	112	64	92	49	54	43	1,113
Married	782	805	667	666	712	592	727	555	542	629	573	584	7,834
Married with children	240	247	194	182	186	130	139	120	119	129	155	167	2,008
Separated	215	298	254	197	264	207	233	179	141	183	188	197	2,556
Single	2,978	3,188	2,670	2,553	2,561	2,127	2,552	2,102	2,079	2,445	2,355	2,310	29,920
Widowed	319	342	287	273	280	231	321	264	288	326	311	260	3,502
Social Media	N/A	N/A	N/A	N/A	N/A	3	1	2	1	0	1	5	13
Text	95	126	93	123	175	147	144	92	126	140	140	128	1,529
Chose not to answer	299	233	227	217	250	231	262	184	189	188	163	183	2,626
X-1-1 & Static Calls	236	294	319	354	383	410	521	484	493	536	604	593	5,227
No Response	3,057	3,057	2,641	3,854	2,573	2,168	2,570	2,027	2,157	2,808	2,996	2,458	32,366

Demographic Data

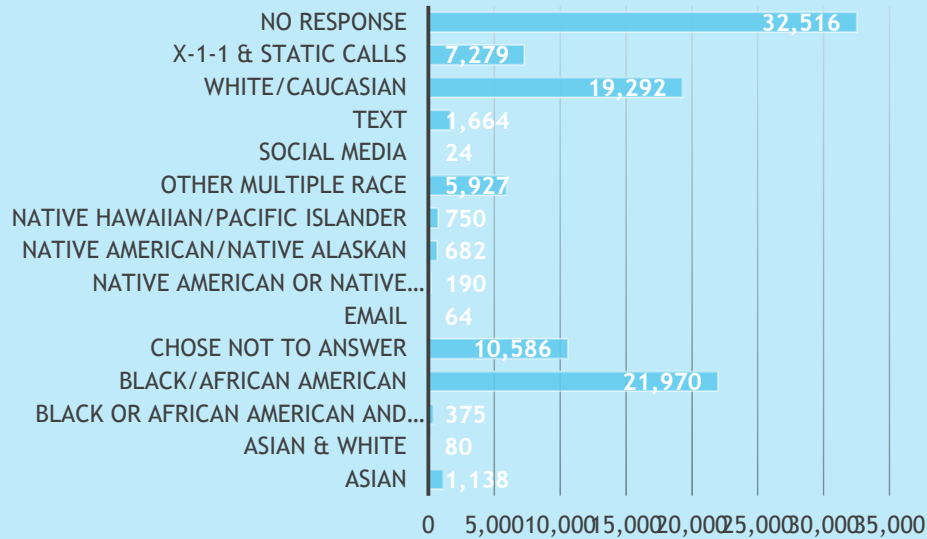
Preferred Language													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls with Responses	6,487	7,074	6,110	5,857	6,232	5,500	6,271	4,936	4,962	5,612	5,578	5,530	70,149
English	5896	6498	5557	5284	5,555	4,828	5,487	4,297	4,245	4,826	4,732	4,681	61,886
Spanish	174	201	187	208	173	175	193	164	147	151	135	156	2,064
American Sign Language	1	4	1	5	1	5	5	5	2	1	1	0	31
Chinese	1	1	3	1	4	1	6	1	2	3	5	0	28
French	0	2	1	3	3	3	3	6	7	2	5	2	37
German	0	0	2	0	0	1	0	0	0	0	0	0	3
Hebrew	0	1	0	0	0	1	3	0	0	0	5	1	11
Italian	0	0	0	0	1	0	0	3	0	0	0	2	6
Korean	0	0	1	0	0	0	1	0	0	0	3	1	6
Russian	0	2	0	0	0	0	0	0	1	0	2	0	5
Tagalog	5	2	4	3	4	1	3	4	2	3	2	1	34
Vietnamese	0	1	2	3	2	1	4	2	1	2	0	0	18
Undetermined	8	1	10	5	10	8	6	5	1	1	3	1	59
Text	90	119	71	84	132	107	96	73	98	98	96	81	1,145
Email	N/A	N/A	N/A	N/A	N/A	N/A	4	7	10	8	13	7	49
Social Media	N/A	N/A	N/A	N/A	N/A	3	1	0	1	0	0	4	9
Other	31	6	14	12	16	18	13	6	15	16	19	13	179
Declined	117	83	82	88	110	102	126	84	96	85	78	73	1,124
X-1-1 & Static Calls	164	153	175	161	221	246	320	279	334	416	479	507	3,455
No Response	3055	3065	2641	3862	2578	2171	2576	2030	2158	2821	2988	2443	32,388

Demographic Data

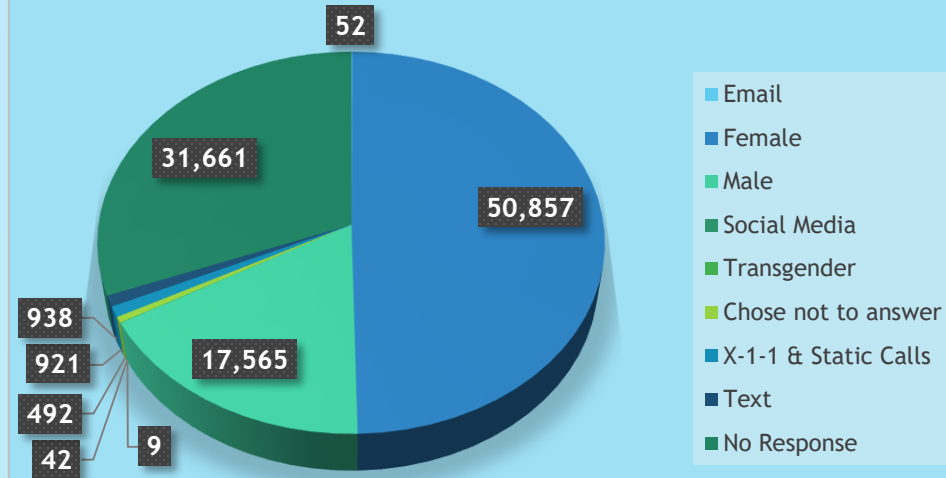
Referred By													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls with Responses	6,386	6,893	6,009	6,058	6,267	5,559	6,333	4,984	5,034	5,675	5,618	5,589	70,405
City	37	53	35	50	34	42	54	49	48	67	74	71	614
County	31	26	14	15	25	29	36	48	40	47	26	39	376
Disaster Referral	0	0	7	148	4	1	1	0	0	0	0	3	164
Email	N/A	N/A	N/A	N/A	N/A	N/A	11	11	12	11	13	10	68
Friend/Family	858	870	747	751	789	641	775	586	585	667	629	659	8,557
MCH	1	2	0	4	0	3	0	0	0	0	0	1	11
Media	274	204	155	128	131	135	149	123	116	167	193	194	1,969
Not Sure	148	126	100	94	146	156	193	156	124	140	196	213	1,792
Other	740	934	968	885	1,004	1,015	1,145	940	947	904	1,084	1,053	11,619
Outreach Event	19	15	16	1	7	14	17	12	33	58	81	99	372
Social Media	N/A	N/A	N/A	N/A	N/A	4	3	8	2	5	3	5	30
Social Service - Nonprofit Agency	1,413	1,437	1,215	1,182	1,169	1,055	1,192	838	798	805	711	580	12,395
State of Nevada	635	715	590	598	580	442	603	509	465	559	539	525	6,760
Text	118	149	101	153	199	178	157	94	136	155	144	136	1,720
United Way	14	14	21	29	29	17	17	19	15	26	10	21	232
Used 2-1-1 before	1,539	2,080	1,783	1,643	1,707	1,372	1,413	1,133	1,181	1,506	1,392	1,394	18,143
Web Search	287	268	257	219	251	241	291	210	256	287	257	282	3,106
Unknown	272	0	0	158	192	214	276	248	276	271	266	304	2,477
No Response	3,156	3,246	2,742	3,661	2,543	2,112	2,514	1,982	2,086	2,758	2,948	2,384	32,132

Demographic Data

Race



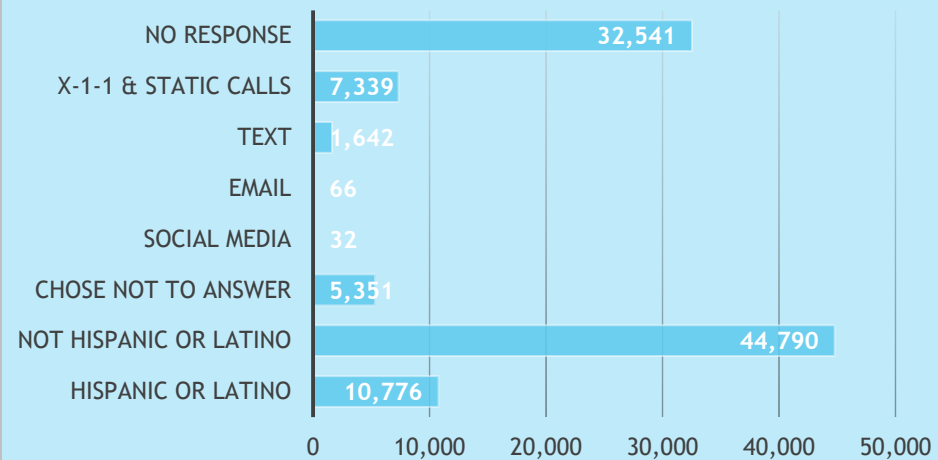
Gender



Age

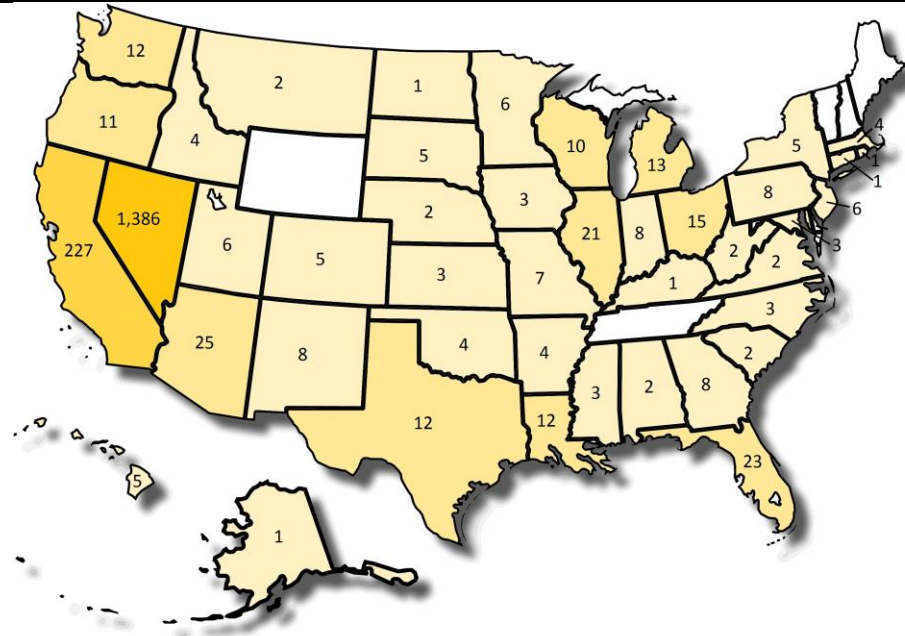


Ethnicity



Text Data

Text Messages													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Users	239	197	161	198	186	199	185	118	172	200	221	175	2251
Active users	247	203	170	206	193	206	193	120	175	203	228	177	2321
Unique Texters	150	127	110	181	179	159	174	110	155	156	177	173	1851
Total Incomings	3211	3736	1923	1245	1455	1059	1111	750	985	1012	1184	1085	18756
Total outgoings	3211	3736	1923	1245	2942	1833	2000	1356	1854	2167	2486	1893	26646
Opt ins	394	332	235	241	245	279	230	150	199	239	349	203	3096
Opt outs	5	4	6	10	5	2	7	7	4	3	11	10	74
Staff log ins	318	314	305	354	306	279	357	292	330	291	296	249	3691
Text Response Rates:													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
0-5 min	114	135	98	153	196	140	168	101	125	144	163	142	1,679
5-15 mins	25	19	7	27	9	21	7	6	9	10	18	20	178
16-30 mins	8	11	8	7	4	4	4	5	2	4	6	6	69
31 mins to 1 hour	10	7	0	3	1	4	3	3	2	1	4	2	40
Over 1 hour	7	28	4	3	2	2	5	3	20	5	8	5	92



Text Users By State

Text Users by State		Text Users by State	
	YTD		YTD
AK Alaska	1	MS Mississippi	3
AL Alabama	2	NC North Carolina	3
AR Arkansas	4	NE Nebraska	2
AZ Arizona	25	NH New Hampshire	0
CA California	227	NJ New Jersey	6
CO Colorado	5	NM New Mexico	8
CT Connecticut	1	NV Nevada	1386
DC District of Columbia	0	NY New York	5
DE Delaware	0	ND North Dakota	1
FL Florida	23	OH Ohio	15
GA Georgia	8	OK Oklahoma	4
HI Hawaii	5	OR Oregon	11
IA Iowa	3	PA Pennsylvania	8
ID Idaho	4	RI Rhode Island	1
IL Illinois	21	SC South Carolina	2
IN Indiana	8	SD South Dakota	5
KS Kansas	3	TN Tennessee	0
KY Kentucky	1	TX Texas	12
LA Louisiana	12	UT Utah	6
MA Massachusetts	4	VA Virginia	2
MD Maryland	3	VT Vermont	0
ME Maine	0	WA Washington	12
MI Michigan	13	WI Wisconsin	10
MN Minnesota	6	WV West Virginia	2
MO Missouri	7	WY Wyoming	0
MT Montana	2		

Referral Data

Taxonomy Category Trends													
Counts	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
B Basic Needs	6461	7818	6780	6810	6789	5767	6996	5789	5652	6628	6223	7084	78797
D Consumer Services	288	413	410	435	443	327	421	516	393	355	217	253	4471
F Criminal Justice and Legal Services	540	583	517	426	452	423	498	459	458	482	488	622	5948
H Education	211	434	53	49	52	36	63	51	28	59	45	52	1133
J Environment and Public Health/Safety	6	12	15	10	10	9	11	18	5	7	7	16	126
L Health Care	664	837	568	630	546	507	705	621	562	609	654	689	7592
N Income Support and Employment	727	858	765	663	718	629	859	724	632	749	700	762	8786
P Individual and Family Life	640	844	560	727	2179	1822	630	553	632	612	558	631	10388
R Mental Health and Substance Use Disorder Services	424	444	387	336	390	426	461	473	397	513	466	577	5294
T Organizational/Community/International Services	200	229	190	165	136	135	155	142	151	113	271	404	2291
Y Target Populations	2	49	81	79	69	65	105	72	58	368	315	272	1535
Total	10163	12521	10326	10330	11784	10146	10904	9418	8968	10495	9944	11362	126361
Category Percentages	Dec	Jan	Feb	Mar	Apr	May	June	YTD					
B Basic Needs	63.57%	62.44%	65.66%	65.92%	57.61%	56.84%	64.16%	61.47%	63.02%	63.15%	62.58%	62.35%	62.36%
D Consumer Services	2.83%	3.30%	3.97%	4.21%	3.76%	3.22%	3.86%	5.48%	4.38%	3.38%	2.18%	2.23%	3.54%
F Criminal Justice and Legal Services	5.31%	4.66%	5.01%	4.12%	3.84%	4.17%	4.57%	4.87%	5.11%	4.59%	4.91%	5.47%	4.71%
H Education	2.08%	3.47%	0.51%	0.47%	0.44%	0.35%	0.58%	0.54%	0.31%	0.56%	0.45%	0.46%	0.90%
J Environment and Public Health/Safety	0.06%	0.10%	0.15%	0.10%	0.08%	0.09%	0.10%	0.19%	0.06%	0.07%	0.07%	0.14%	0.10%
L Health Care	6.53%	6.68%	5.50%	6.10%	4.63%	5.00%	6.47%	6.59%	6.27%	5.80%	6.58%	6.06%	6.01%
N Income Support and Employment	7.15%	6.85%	7.41%	6.42%	6.09%	6.20%	7.88%	7.69%	7.05%	7.14%	7.04%	6.71%	6.95%
P Individual and Family Life	6.30%	6.74%	5.42%	7.04%	18.49%	17.96%	5.78%	5.87%	7.05%	5.83%	5.61%	5.55%	8.22%
R Mental Health and Substance Use Disorder Services	4.17%	3.55%	3.75%	3.25%	3.31%	4.20%	4.23%	5.02%	4.43%	4.89%	4.69%	5.08%	4.19%
T Organizational/Community/International Services	1.97%	1.83%	1.84%	1.60%	1.15%	1.33%	1.42%	1.51%	1.68%	1.08%	2.73%	3.56%	1.81%
Y Target Populations	0.02%	0.39%	0.78%	0.76%	0.59%	0.64%	0.96%	0.76%	0.65%	3.51%	3.17%	2.39%	1.21%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Website Data

Nevada211.org Web Data													
Visitor Counts													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
New Visitors	3,999	4,369	4,179	6,770	4,892	4,710	5,396	4,510	5,479	13,027	14,978	18,863	91,172
Returning Visitors	1,885	1,884	1,838	2,446	2,231	2,238	2,474	1,098	2,409	5,504	7,647	11,141	42,795
Age Distribution Total Users													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
18-24	603	755	545	629	468	400	514	292	454	816	977	1,609	8,062
25-34	999	1,102	1,008	1,500	1,168	1,120	1,181	677	1,113	2,215	2,367	2,992	17,442
35-44	697	805	787	1,096	830	862	876	541	854	1,436	1,630	1,872	12,286
45-54	477	537	438	811	555	570	624	359	628	877	867	1,058	7,801
55-64	317	302	339	530	367	325	363	284	397	646	757	859	5,486
65+	102	169	127	215	141	122	144	110	193	331	386	529	2,569
Age Distribution New Users													0
	July	678	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
18-24	428	535	406	475	328	296	385	374	303	563	636	981	5,710
25-34	631	678	667	1,065	269	760	786	614	769	1,469	1,498	1,672	10,878
35-44	470	551	514	793	611	595	596	472	560	931	1,005	1,141	8,239
45-54	312	336	314	591	383	387	457	317	423	606	612	683	5,421
55-64	222	217	244	409	269	250	268	256	298	423	518	525	3,899
65+	86	120	104	174	117	102	126	107	154	249	264	365	1,968
Gender													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Male	1,095	1,206	966	1,569	1,090	1,090	1,237	782	1,302	2,890	3,193	4,153	20,573
Female	2,215	2,537	2,390	3,359	2,523	2,407	2,569	1,535	2,440	3,795	4,332	5,374	35,476

Website Data

Session Data													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Sessions	5,884	6,253	6,017	9,216	7,123	6,948	7,870	6,505	7,888	18,531	22,625	30,004	134,864
Users	4,428	4,754	4,558	7,206	5,416	5,189	5,897	4,966	5,950	13,614	16,087	20,441	98,506
Page Views	22,419	22,434	20,310	29,861	24,798	23,543	26,193	21,040	25,523	40,201	46,435	53,270	356,027
Pages per Session	3.81	3.59	3.38	3.24	3.48	3.39	3.33	3.23	3.24	2.17	2.05	1.78	2.64
Avg. Session Duration	3:36	3:36	3:10	3:01	3:16	3.:09	3:04	2:58	2:58	1:42	1:31	1:22	2:18
Bounce Rate	38.32%	36.48%	37.49%	41.95%	36.29%	37.48%	40.72%	42.17%	42.37%	66.43%	67.70%	74.05%	55.60%
Unique IP Addresses	2526	3079	2947	3623	3729	3617	4200	3555	4556	5009	5354	5889	48084
Number of Searches	22422	20568	23047	28838	28966	22188	24637	19835	24728	27639	25778	27611	296257
Viewing Resource Detail Pages	4235	5495	2149	6042	6496	9447	8315	5632	8137	9848	9810	11252	86858

Choose a report
Unique visitors and searches ▼

Results
Number of results to show:
All ▼

Date Range
Period to consider

7/1/2017 ... to 6/30/2018 ...

Specific dates... ▼

Go!

For the time frame specified there were:

Visits from **35,408** unique IP addresses,

Whose combined activity (conducting searches and viewing resource detail pages) equalled **368,428** times.

278570 of this combined activity number were searches, the rest were viewing resource detail pages.

NOTE: Each "unique visitor" will be counted only once for each date range you specify, no matter how many times they may visit the website.

So if a person visited the website from the same IP address once in each of 3 consecutive months, then you run a separate report for each of those months, she would be counted once in each month. If you were to manually add those results up, the same person would therefore get counted three times, once for each of those months.

However, if you run the report across all three months at once, the person will only get counted once. They might have visited three times in that period (once in each of the three months), but they are just one 'unique visitor', based on the same IP address, during the entire time frame you specified.

Website Data

		Sessions	New Sessions	New Users	Bounce Rate	Pages/Session	Ave. Duration
		132,041	67.11%	88,617	55.07%	2.66	0:02:19
1	Nevada	101,263(76.69%)	64.98%	65,799(74.25%)	56.38%	2.63	0:02:16
2	California	16,346(12.38%)	70.34%	11,498(12.97%)	48.16%	3.03	0:02:50
3	Arizona	1,947(1.47%)	71.96%	1,401(1.58%)	46.28%	2.9	0:02:49
4	Texas	1,429(1.08%)	65.22%	932(1.05%)	56.89%	2.39	0:02:05
5	New York	1,085(0.82%)	86.54%	939(1.06%)	67.00%	1.9	0:01:17
6	Washington	733(0.56%)	89.90%	659(0.74%)	48.84%	2.36	0:01:46
7	Illinois	692(0.52%)	75.87%	525(0.59%)	53.90%	2.42	0:02:14
8	Minnesota	636(0.48%)	64.62%	411(0.46%)	38.05%	3.2	0:02:35
9	Virginia	582(0.44%)	86.25%	502(0.57%)	64.78%	2.06	0:01:25
10	Florida	577(0.44%)	82.84%	478(0.54%)	55.29%	2.49	0:01:50
11	Oregon	539(0.41%)	89.24%	481(0.54%)	70.50%	2.01	0:01:09
12	Colorado	500(0.38%)	76.40%	382(0.43%)	48.20%	2.59	0:02:03
13	Utah	413(0.31%)	78.45%	324(0.37%)	49.39%	2.82	0:02:13
14	Connecticut	345(0.26%)	59.42%	205(0.23%)	32.46%	3.33	0:04:30
15	Ohio	315(0.24%)	83.49%	263(0.30%)	47.94%	2.86	0:03:14
16	Michigan	298(0.23%)	78.19%	233(0.26%)	53.36%	2.4	0:01:48
17	Georgia	293(0.22%)	77.47%	227(0.26%)	54.61%	2.54	0:02:11
18	Pennsylvania	289(0.22%)	86.16%	249(0.28%)	58.82%	2.3	0:01:14
19	Massachusetts	282(0.21%)	91.49%	258(0.29%)	70.57%	1.77	0:00:55
20	North Carolina	281(0.21%)	81.85%	230(0.26%)	45.20%	2.51	0:02:19
21	Tennessee	271(0.21%)	84.13%	228(0.26%)	53.87%	2.58	0:02:00
22	Kansas	260(0.20%)	93.46%	243(0.27%)	76.15%	1.62	0:00:27
23	Missouri	240(0.18%)	78.75%	189(0.21%)	51.25%	2.48	0:02:33
24	New Jersey	231(0.17%)	82.68%	191(0.22%)	50.22%	2.38	0:01:35
25	District of Columbia	196(0.15%)	81.63%	160(0.18%)	60.20%	2.33	0:01:57
26	Indiana	195(0.15%)	78.46%	153(0.17%)	49.74%	2.36	0:01:38

Website Data

		Sessions	New Sessions	New Users	Bounce Rate	Pages/Session	Ave. Duration
		132,041	67.11%	88,617	55.07%	2.66	0:02:19
27	No Information	192(0.15%)	89.06%	171(0.19%)	82.29%	1.46	0:00:33
28	Wisconsin	185(0.14%)	82.16%	152(0.17%)	51.35%	2.24	0:02:20
29	Nebraska	118(0.09%)	63.56%	75(0.08%)	33.05%	3.25	0:03:22
30	Maryland	114(0.09%)	79.82%	91(0.10%)	50.88%	2.4	0:02:32
31	Kentucky	111(0.08%)	72.07%	80(0.09%)	42.34%	2.8	0:02:41
32	Oklahoma	110(0.08%)	76.36%	84(0.09%)	43.64%	2.98	0:03:46
33	Hawaii	104(0.08%)	83.65%	87(0.10%)	45.19%	2.49	0:01:53
34	New Mexico	95(0.07%)	78.95%	75(0.08%)	50.53%	2.65	0:02:15
35	Idaho	94(0.07%)	80.85%	76(0.09%)	51.06%	2.59	0:01:44
36	Louisiana	84(0.06%)	86.90%	73(0.08%)	48.81%	2.44	0:01:29
37	Alabama	83(0.06%)	75.90%	63(0.07%)	44.58%	3.01	0:02:55
38	Arkansas	71(0.05%)	88.73%	63(0.07%)	45.07%	2.42	0:02:22
39	South Carolina	71(0.05%)	81.69%	58(0.07%)	53.52%	2.46	0:01:14
40	Iowa	67(0.05%)	88.06%	59(0.07%)	53.73%	2.64	0:02:58
41	Mississippi	42(0.03%)	88.10%	37(0.04%)	47.62%	3.48	0:04:02
42	Montana	40(0.03%)	92.50%	37(0.04%)	57.50%	2.58	0:02:47
43	Maine	39(0.03%)	56.41%	22(0.02%)	66.67%	1.87	0:01:33
44	Alaska	29(0.02%)	96.55%	28(0.03%)	41.38%	2.79	0:02:36
45	Rhode Island	23(0.02%)	86.96%	20(0.02%)	52.17%	2.65	0:01:26
46	Wyoming	23(0.02%)	60.87%	14(0.02%)	43.48%	1.91	0:01:58
47	South Dakota	22(0.02%)	90.91%	20(0.02%)	54.55%	1.91	0:00:30
48	Delaware	21(0.02%)	80.95%	17(0.02%)	47.62%	2.95	0:02:39
49	New Hampshire	21(0.02%)	85.71%	18(0.02%)	61.90%	1.62	0:03:43
50	North Dakota	20(0.02%)	75.00%	15(0.02%)	70.00%	2.05	0:01:50
51	Vermont	12(0.01%)	83.33%	10(0.01%)	25.00%	4.42	0:05:07
52	West Virginia	12(0.01%)	100.00%	12(0.01%)	58.33%	2.42	0:00:40

