## Fiscal Year 2021/22

## Call Data

| Incoming Calls |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Total Calls | 9,076 | 10,302 | 10,100 | 9,545 | 8,943 | 9,745 | 10,961 | 9,474 | 10,194 | 8,825 | 9,984 | 10,367 | 117,516 |
| Answered Calls | 7,741 | 7,662 | 8,094 | 8,205 | 7,817 | 7,951 | 8,378 | 7,930 | 8,558 | 7,742 | 8,146 | 8,131 | 96,355 |
| Abandoned Calls | 1,265 | 2,518 | 1,922 | 1,283 | 1,075 | 1,722 | 2,453 | 1,476 | 1,559 | 1,016 | 1,760 | 2,135 | 20,184 |
| Repeat Callers | 1,829 | 1,839 | 2,142 | 1,940 | 1,841 | 1,968 | 1,916 | 2,034 | 2,388 | 1,936 | 2,166 | 2,096 | 24,095 |
| Type of Client |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Call | 6,579 | 6,880 | 7,136 | 6,945 | 6,332 | 6,530 | 6,366 | 7,913 | 7,242 | 6,460 | 6,661 | 6,856 | 81,900 |
| MCH | 60 | 74 | 56 | 101 | 65 | 65 | 48 | 51 | 46 | 48 | 70 | 68 | 752 |
| Social Media | 0 | 0 | 0 | 1 | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 2 | 7 |
| Email | 25 | 33 | 33 | 33 | 33 | 45 | 42 | 55 | 38 | 53 | 42 | 50 | 482 |
| In Person | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 |
| Text Clients | 310 | 399 | 341 | 386 | 393 | 338 | 486 | 373 | 410 | 373 | 413 | 429 | 4,651 |
| Chat Clients | 285 | 365 | 319 | 332 | 385 | 337 | 415 | 237 | 326 | 300 | 336 | 393 | 4,030 |
| Disaster Form | 349 | 371 | 920 | 329 | 308 | 424 | 519 | 205 | 168 | 165 | 2 | 2 | 3,762 |
| PREA Form | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Talk Time Telephone Calls |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Average Talk Time Telephone System (Minutes) | 6:29 | 6:37 | 6:39 | 6:03 | 5:56 | 5:46 | 5:55 | 5:56 | 5:52 | 5:42 | 5:30 | 5:49 | 6:15 |
| Average Time to Answer | :36 | 1:01 | :53 | :38 | :34 | :49 | 1:06 | :42 | :37 | :26 | :36 | :44 | :50 |
| Total Calls Answered in Two Minutes or less | 6955 | 6095 | 6757 | 7335 | 7122 | 6745 | 6710 | 6972 | 7568 | 7041 | 7128 | 6823 | 83,251 |
| Under the two-minute limit | 90.06\% | 79.55\% | 83.48\% | 89.40\% | 91.11\% | 84.83\% | 80.09\% | 87.92\% | 88.43\% | 90.95\% | 87.50\% | 83.91\% | 86.42\% |

Call Data

| Answered Calls Wait Time |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Total Answered Calls | 7,723 | 7,662 | 8,094 | 8,205 | 7,817 | 7,951 | 8,378 | 7,930 | 8,558 | 7,742 | 8,146 | 8,131 | 96,337 |
| Under 30 seconds | 5,235 | 4,137 | 4,658 | 5,512 | 5,556 | 4,623 | 4,345 | 5,033 | 5,980 | 6,133 | 5,805 | 5,387 | 62,404 |
| Between 30 \& 60 seconds | 1,152 | 1,072 | 1,203 | 1,106 | 976 | 1,311 | 1,371 | 1,204 | 800 | 324 | 353 | 534 | 11,406 |
| Between 60 \& 90 seconds | 107 | 154 | 163 | 129 | 109 | 157 | 180 | 151 | 122 | 109 | 327 | 150 | 1,858 |
| Between 90 \& 120 seconds | 461 | 732 | 733 | 588 | 481 | 654 | 814 | 584 | 666 | 475 | 643 | 752 | 7,583 |
| Between 120 \& 180 seconds | 768 | 1,567 | 1,337 | 870 | 695 | 1,206 | 1,668 | 958 | 990 | 701 | 1,018 | 1,308 | 13,086 |
| Time to answer Telephone Calls |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Average Time to Answer | :36 | 1:01 | :53 | :38 | :34 | :49 | 1:06 | :42 | :37 | :26 | :36 | :44 | :50 |
| Under the two minute limit | 90.06\% | 79.55\% | 83.48\% | 89.40\% | 91.11\% | 84.83\% | 80.09\% | 87.92\% | 88.43\% | 90.95\% | 87.50\% | 83.91\% | 86.42\% |
| Over the two minute limit | 9.94\% | 20.45\% | 16.52\% | 10.60\% | 8.89\% | 15.17\% | 19.91\% | 12.08\% | 11.57\% | 9.05\% | 12.50\% | 16.09\% | 13.58\% |
| Abandoned Calls |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Average time to abandon | 2:45 | 3:15 | 2:44 | 2:37 | 2:34 | 2:44 | 2:59 | 2:48 | 2:58 | 2:58 | 2:48 | 2:59 | 2:54 |
| Abandoned Calls | 1,265 | 2,518 | 1,922 | 1,283 | 1,075 | 1,722 | 2,453 | 1,476 | 1,559 | 1,016 | 1,760 | 2,135 | 20,184 |
| Abandoned Calls \% | 13.94\% | 24.44\% | 19.03\% | 13.44\% | 12.02\% | 17.67\% | 22.38\% | 15.58\% | 15.29\% | 11.51\% | 17.63\% | 20.59\% | 17.18\% |

Call Data

| Other Types of Calls |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Total Responses | 3,037 | 2,966 | 3,012 | 3,210 | 3,252 | 3,323 | 3,466 | 3,217 | 3,479 | 3,135 | 3,773 | 3,790 | 39,660 |
| 211 | 144 | 147 | 173 | 128 | 115 | 141 | 156 | 144 | 145 | 129 | 140 | 146 | 1,708 |
| 311 | 415 | 327 | 409 | 407 | 392 | 378 | 348 | 375 | 468 | 447 | 637 | 540 | 5,143 |
| 411 | 161 | 135 | 157 | 158 | 137 | 156 | 147 | 155 | 204 | 167 | 202 | 207 | 1,986 |
| 511 | 14 | 11 | 8 | 6 | 16 | 18 | 11 | 10 | 9 | 14 | 15 | 12 | 144 |
| 611 | 9 | 6 | 10 | 16 | 11 | 16 | 13 | 11 | 12 | 13 | 26 | 21 | 164 |
| 711 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 3 |
| 811 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 2 | 1 | 5 | 3 | 22 |
| 911 | 7 | 9 | 7 | 13 | 9 | 13 | 16 | 16 | 19 | 16 | 21 | 13 | 159 |
| Abusive Caller | 30 | 12 | 15 | 11 | 19 | 16 | 26 | 9 | 28 | 22 | 57 | 36 | 281 |
| Crisis | 52 | 32 | 36 | 50 | 34 | 33 | 44 | 32 | 56 | 42 | 61 | 39 | 511 |
| Disaster | 0 | 2 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 20 |
| Disconnect | 639 | 562 | 557 | 661 | 633 | 672 | 773 | 749 | 765 | 713 | 932 | 994 | 8,650 |
| Information Only | 1,085 | 1,213 | 1,112 | 1,198 | 1,354 | 1,277 | 1,342 | 1,143 | 1,180 | 1,032 | 1,169 | 1,262 | 14,367 |
| Static | 50 | 31 | 32 | 28 | 22 | 26 | 48 | 45 | 32 | 21 | 36 | 26 | 397 |
| Unknown | 357 | 404 | 405 | 461 | 415 | 497 | 446 | 448 | 484 | 444 | 356 | 363 | 5,080 |
| Wrong Number | 71 | 73 | 72 | 72 | 94 | 77 | 92 | 80 | 75 | 72 | 101 | 118 | 997 |

Call Data

| Clients By County |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Total | 8,613 | 9,176 | 9,897 | 9,225 | 8,820 | 9,074 | 10,067 | 8,850 | 9,595 | 8,617 | 9,074 | 9,079 | 110,087 |
| Carson City | 64 | 90 | 70 | 73 | 74 | 62 | 81 | 71 | 83 | 72 | 71 | 77 | 888 |
| Churchill | 6 | 19 | 25 | 29 | 22 | 14 | 20 | 23 | 24 | 18 | 15 | 23 | 238 |
| Clark | 6,628 | 7,013 | 7,249 | 7,129 | 6,654 | 6,905 | 7,781 | 6,801 | 7,309 | 6,589 | 6,770 | 6,765 | 83,593 |
| Douglas | 9 | 36 | 35 | 29 | 20 | 22 | 36 | 25 | 27 | 19 | 27 | 39 | 324 |
| Elko | 39 | 45 | 44 | 47 | 59 | 51 | 49 | 47 | 51 | 40 | 31 | 44 | 547 |
| Esmeralda | 1 | 2 | 2 | 0 | 1 | 2 | 2 | 2 | 1 | 3 | 3 | 8 | 27 |
| Eureka | 5 | 1 | 2 | 1 | 1 | 1 | 1 | 4 | 0 | 1 | 1 | 1 | 19 |
| Humboldt | 6 | 10 | 24 | 25 | 9 | 21 | 21 | 9 | 25 | 9 | 14 | 17 | 190 |
| Lander | 1 | 5 | 5 | 4 | 1 | 10 | 3 | 6 | 2 | 9 | 3 | 1 | 50 |
| Lincoln | 5 | 3 | 6 | 2 | 7 | 7 | 8 | 6 | 3 | 5 | 4 | 4 | 60 |
| Lyon | 53 | 60 | 67 | 77 | 50 | 47 | 77 | 76 | 60 | 63 | 64 | 56 | 750 |
| Mineral | 3 | 4 | 7 | 4 | 4 | 4 | 7 | 3 | 1 | 5 | 1 | 3 | 46 |
| Nye | 68 | 51 | 68 | 52 | 83 | 60 | 59 | 66 | 81 | 65 | 57 | 66 | 776 |
| Pershing | 3 | 12 | 9 | 3 | 3 | 7 | 7 | 4 | 7 | 2 | 9 | 5 | 71 |
| Storey | 1 | 4 | 1 | 0 | 0 | 1 | 2 | 3 | 1 | 0 | 0 | 0 | 13 |
| Washoe | 571 | 682 | 659 | 684 | 653 | 607 | 748 | 584 | 669 | 600 | 676 | 668 | 7,801 |
| White Pine | 6 | 8 | 3 | 10 | 7 | 8 | 7 | 8 | 7 | 8 | 5 | 7 | 84 |
| Other Nevada-No Zip Code Provided | 1,053 | 1,019 | 1,025 | 978 | 1,087 | 1,153 | 1,080 | 1,057 | 1,153 | 1,028 | 1,264 | 1,201 | 13,098 |
| Other Zip Codes-Out of State | 91 | 112 | 596 | 78 | 85 | 92 | 78 | 55 | 91 | 81 | 59 | 94 | 1,512 |

## Chat Data



## Chat Data

| Post Chat Questions |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Was the chat service easy to use? | July | Aug | Sept | Oct | Nov | Dec | Ja | Feb | Mar | Apr | May | June YTD |  |  | 11 | 19 | 24 | 221 |
| Very easy, no problems at all |  |  |  |  | 33 |  | 16 | 9 | 14 | 19 | 27 | 19 | 16 | 14 |  |  |  |  |
| Fairly easy |  |  |  |  | 4 |  | 3 | 4 | 2 | 8 | 4 | 6 | 2 | 5 | 8 | 4 | 5 | 55 |
| Some problems |  |  |  |  | 1 |  | 2 | 2 | 4 | 4 | 9 | 6 | 1 | 3 | 2 | 4 | 3 | 41 |
| A lot of problems |  |  |  |  | 0 |  | 1 | 2 | 0 | 1 | 3 | 1 | 1 | 0 | 2 | 0 | 1 | 12 |
| Very difficult to use |  |  |  |  | 1 |  | 2 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 0 | 24 |
| Was your chat specialist helpful? | July | Aug | Sept | Oct | Nov | Dec | Ja | Feb | Mar |  | \% |  |  |  |  |  |  |  |
| Extremely helpful |  |  |  |  | 7 |  | 12 | 6 | 11 | 14 | 16 | 8 | 12 | 7 | 9 | 11 | 12 | 125 |
| Very helpful |  |  |  |  | 2 |  | 8 | 1 | 5 | 7 | 9 | 10 | 6 | 4 | 8 | 9 | 12 | 81 |
| Somewhat helpful |  |  |  |  | 4 |  | 0 | 3 | 1 | 6 | 5 | 3 | 3 | 2 | 4 | 2 | 4 | 37 |
| Not very helpful |  |  |  |  | 2 |  | 1 | 1 | 1 | 2 | 2 | 3 | 1 | 4 | 2 | 1 | 1 | 21 |
| Not helpful at all |  |  |  |  | 4 |  | 7 | 12 | 5 | 6 | 13 | 13 | 5 | 8 | 6 | 7 | 8 | 94 |


| Race |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | July Aug Se |  | Oct | Nov | Dec | Jan | Feb M | Mar Apr | May | June | YTD |  |  |
| Total Calls with Responses | 4,912 | 5,012 | 5,435 | 5,309 | 4,797 | 4,891 | 5,345 | 5,117 | 5,679 | 4,946 | 4,999 | 5,217 | 61,659 |
| Asian | 136 | 125 | 170 | 144 | 128 | 116 | 139 | 147 | 194 | 148 | 123 | 141 | 1,711 |
| Asian \& White | 14 | 7 | 5 | 10 | 10 | 2 | 4 | 4 | 8 | 4 | 7 | 6 | 81 |
| Black or African American and White | 48 | 37 | 48 | 38 | 46 | 27 | 31 | 41 | 36 | 33 | 40 | 47 | 472 |
| Black/African American | 1,567 | 1,593 | 1,681 | 1,823 | 1,605 | 1,598 | 1,753 | 1,547 | 1,735 | 1,532 | 1,672 | 1,752 | 19,858 |
| Native American or Native Alaskan and White | 941 | 993 | 1,082 | 984 | 935 | 1,051 | 1,190 | 1,263 | 1,310 | 1,191 | 932 | 921 | 12,793 |
| Native American/Native Alaskan | 4 | 23 | 45 | 17 | 14 | 23 | 22 | 18 | 20 | 8 | 31 | 30 | 255 |
| Native Hawaiian/Pacific Islander | 49 | 49 | 40 | 54 | 34 | 42 | 41 | 46 | 45 | 37 | 41 | 49 | 527 |
| Other Multiple Race | 78 | 64 | 74 | 62 | 68 | 54 | 74 | 43 | 63 | 61 | 62 | 73 | 776 |
| White/Caucasian | 439 | 512 | 498 | 543 | 560 | 521 | 496 | 451 | 497 | 440 | 432 | 530 | 5,919 |
| Chose not to answer | 1,636 | 1,609 | 1,792 | 1,634 | 1,397 | 1,457 | 1,595 | 1,557 | 1,771 | 1,492 | 1,659 | 1,668 | 19,267 |
| Ethnicity |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | July Aug Sept |  |  | Nov | Dec | Jan | Feb M | Apr | May | June | YTD |  |  |
| Total Calls with Responses | 4,922 | 5,052 | 5,483 | 5,358 | 4,825 | 4,903 | 5,346 | 5,118 | 5,680 | 4,942 | 5,001 | 5,209 | 61,839 |
| Hispanic or Latino | 648 | 630 | 687 | 626 | 609 | 688 | 795 | 813 | 893 | 854 | 527 | 559 | 8,329 |
| Not Hispanic or Latino | 844 | 983 | 1,079 | 995 | 905 | 900 | 998 | 1,008 | 1,062 | 865 | 923 | 969 | 11,531 |
| Chose not to answer | 3,430 | 3,439 | 3,717 | 3,737 | 3,311 | 3,315 | 3,553 | 3,297 | 3,725 | 3,223 | 3,551 | 3,681 | 41,979 |


| Gender |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | July Aug Sep |  | Oct | Nov | Dec | Jan | Feb M | Mar Apr | May | June | YTD |  |  |
| Total Calls with Responses | 6,460 | 6,659 | 6,956 | 6,908 | 6,261 | 6,416 | 7,046 | 6,586 | 4,147 | 6,363 | 6,526 | 6,702 | 77,030 |
| Chose not to answer | 25 | 14 | 29 | 26 | 21 | 18 | 24 | 43 | 35 | 38 | 38 | 50 | 361 |
| Female | 4,658 | 4,876 | 5,087 | 4,971 | 4,526 | 4,500 | 4,956 | 4,577 | 2,095 | 4,569 | 4,739 | 4,867 | 54,421 |
| Male | 1,774 | 1,764 | 1,840 | 1,907 | 1,714 | 1,898 | 2,062 | 1,961 | 2,014 | 1,751 | 1,747 | 1,781 | 22,213 |
| Transgender | 3 | 5 | 0 | 4 | 0 | 0 | 4 | 5 | 3 | 5 | 2 | 4 | 35 |
| Age |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | July Aug Sept |  | Oct | Nov | Dec | Jan F | Feb M | Apr | May | June | YTD |  |  |
| Total Calls with Responses | 5,022 | 5,223 | 5,591 | 5,500 | 4,982 | 4,994 | 5,457 | 5,199 | 5,634 | 4,902 | 5,462 | 5,538 | 63,504 |
| 90-99 | 23 | 22 | 26 | 16 | 21 | 17 | 23 | 19 | 29 | 18 | 30 | 27 | 271 |
| 80-89 | 155 | 167 | 181 | 157 | 142 | 198 | 255 | 273 | 278 | 219 | 219 | 225 | 2,469 |
| 70-79 | 450 | 539 | 569 | 544 | 471 | 556 | 616 | 664 | 746 | 618 | 576 | 615 | 6,964 |
| 60-69 | 1,044 | 1,091 | 1,133 | 1,013 | 931 | 1,031 | 1,136 | 1,214 | 1,408 | 1,070 | 1,060 | 1,152 | 13,283 |
| 50-59 | 1,044 | 904 | 1,011 | 1,060 | 947 | 858 | 980 | 889 | 1,009 | 850 | 962 | 957 | 11,471 |
| 40-49 | 762 | 758 | 906 | 873 | 804 | 758 | 841 | 714 | 731 | 725 | 902 | 829 | 9,603 |
| 30-39 | 923 | 1,041 | 1,063 | 1,097 | 993 | 985 | 1,022 | 900 | 911 | 848 | 1,104 | 1,025 | 11,912 |
| 20-29 | 580 | 653 | 660 | 703 | 630 | 564 | 562 | 505 | 493 | 532 | 567 | 675 | 7,124 |
| 11-19 | 41 | 48 | 42 | 37 | 43 | 27 | 22 | 21 | 29 | 22 | 42 | 33 | 407 |

## Denographic Data

| Preferred Language |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| English | 6374 | 6722 | 6933 | 6897 | 6,364 | 6,454 | 7,168 | 6,580 | 7,252 | 6,505 | 6,660 | 6,835 | 80,744 |
| Other | 4 | 3 | 10 | 13 | 6 | 3 | 8 | 4 | 8 | 7 | 3 | 9 | 78 |
| Spanish | 343 | 325 | 367 | 334 | 301 | 271 | 354 | 396 | 343 | 272 | 268 | 280 | 3,854 |
| Referred By |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Total Calls with Responses | 6,141 | 6,413 | 6,708 | 6,567 | 6,017 | 6,156 | 6,744 | 6,395 | 6,945 | 6,205 | 6,423 | 6,539 | 77,253 |
| City | 73 | 59 | 74 | 62 | 56 | 62 | 65 | 71 | 83 | 64 | 85 | 88 | 842 |
| County | 36 | 23 | 26 | 46 | 26 | 38 | 29 | 19 | 22 | 24 | 12 | 19 | 320 |
| Disaster Referral | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friend/Family | 475 | 423 | 509 | 510 | 489 | 459 | 402 | 411 | 443 | 413 | 404 | 489 | 5,427 |
| MCH | 27 | 24 | 28 | 29 | 17 | 10 | 8 | 3 | 10 | 1 | 7 | 3 | 167 |
| Media | 92 | 91 | 83 | 77 | 66 | 97 | 77 | 109 | 141 | 94 | 103 | 135 | 1,165 |
| Not Sure | 57 | 60 | 84 | 98 | 90 | 113 | 129 | 116 | 136 | 111 | 83 | 80 | 1,157 |
| Other | 1,804 | 2,096 | 1,942 | 1,848 | 1,538 | 1,731 | 2,180 | 1,910 | 1,928 | 1,879 | 2,075 | 2,120 | 23,051 |
| Outreach Event | 15 | 15 | 11 | 20 | 13 | 10 | 16 | 8 | 12 | 7 | 8 | 2 | 137 |
| Social Media | 6 | 9 | 5 | 10 | 16 | 1 | 4 | 8 | 6 | 3 | 5 | 8 | 81 |
| Social Service - Nonprofit Agency | 325 | 398 | 432 | 409 | 428 | 353 | 346 | 386 | 399 | 320 | 280 | 348 | 4,424 |
| State of Nevada | 256 | 302 | 334 | 336 | 276 | 212 | 266 | 244 | 249 | 223 | 298 | 302 | 3,298 |
| United Way | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Unknown | 264 | 262 | 237 | 261 | 252 | 235 | 314 | 304 | 321 | 442 | 256 | 218 | 3,366 |
| Used 2-1-1 before | 2,395 | 2,335 | 2,621 | 2,500 | 2,375 | 2,540 | 2,560 | 2,549 | 2,907 | 2,376 | 2,491 | 2,439 | 30,088 |
| Web Search | 316 | 316 | 322 | 361 | 375 | 295 | 348 | 257 | 288 | 248 | 316 | 288 | 3,730 |

Text Date

| Text Messages - EMS Platform |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Total Incomings | 1,780 | 2,343 | 1,964 | 2,069 | 2,191 | 1,740 | 2,772 | 2,007 | 2,174 | 1,908 | 2,376 | 2,521 | 25,845 |
| Total Outgoings | 12,065 | 13,536 | 13,574 | 15,541 | 11,641 | 11,690 | 15,181 | 12,188 | 13,371 | 11,629 | 13,290 | 18,250 | 161,956 |
| Text Response Rates: |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| 0-5 min | 231 | 336 | 273 | 270 | 299 | 245 | 359 | 317 | 357 | 296 | 327 | 329 | 3,639 |
| 5-15 mins | 40 | 53 | 46 | 41 | 45 | 46 | 94 | 41 | 39 | 40 | 54 | 67 | 606 |
| $16-30 \mathrm{mins}$ | 11 | 10 | 17 | 20 | 9 | 12 | 26 | 10 | 12 | 9 | 19 | 23 | 178 |
| 31 mins to 1 hour | 4 | 9 | 4 | 5 | 4 | 10 | 11 | 4 | 7 | 4 | 14 | 7 | 83 |
| Over 1 hour | 1 | 6 | 3 | 6 | 3 | 6 | 12 | 3 | 6 | 4 | 7 | 12 | 69 |

## Web Data

| Nevada211.org Web Data |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Visitor Counts |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | July | Aug |  | Sept |  | Oct |  | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| New Visitors |  | 76.90\% |  | 5.20\% |  | 3.90\% |  | .90\% | 76.50\% | 75.30\% | 78.40\% | 77.30\% | 75.10\% | 77.80\% | 78.80\% | 76.00\% | 76.40\% |
| Returning Visitors |  | 23.10\% |  | 4.80\% |  | .10\% |  | .10\% | 23.50\% | 24.70\% | 21.60\% | 22.70\% | 24.90\% | 23.20\% | 22.20\% | 24.00\% | 23.60\% |
| Age Distribution Total Users |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | July |  | Aug |  | Sept |  | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| 18-24 |  | 1,001 |  | 979 |  | 411 |  | 975 | 1,015 | 812 | 1,060 | 1,170 | 1,104 | 1,145 | 1,468 | 1,343 | 12,483 |
| 25-34 |  | 1,729 |  | 1,538 |  | 671 |  | 1,385 | 1,460 | 1,277 | 1,693 | 1,624 | 1,499 | 1,640 | 1,878 | 1,659 | 18,053 |
| 35-44 |  | 1,561 |  | 1,258 |  | 556 |  | ,171 | 1,318 | 1,202 | 1,516 | 1,595 | 1,397 | 1,664 | 1,796 | 1,674 | 16,708 |
| 45-54 |  | 1,252 |  | 1,196 |  | 485 |  | ,115 | 1,216 | 1,039 | 1,211 | 1,170 | 1,175 | 1,478 | 1,567 | 1,381 | 14,285 |
| 55-64 |  | 1,069 |  | 945 |  | 375 |  | 859 | 824 | 728 | 915 | 929 | 922 | 986 | 1,192 | 1,123 | 10,867 |
| 65+ |  | 751 |  | 677 |  | 241 |  | 671 | 636 | 548 | 648 | 587 | 564 | 667 | 832 | 803 | 7,625 |
| Gender |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | July |  | Aug |  | Sept |  | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Male |  | 3,190 |  | 2,693 |  | ,062 |  | ,438 | 2,517 | 2,247 | 3,128 | 3,196 | 2,838 | 3,266 | 3,972 | 3,492 | 34,039 |
| Female |  | 4,651 |  | 4,289 |  | 1,835 |  | ,090 | 4,534 | 3,828 | 4,598 | 4,749 | 4,433 | 4,957 | 5,594 | 5,177 | 52,735 |
| Session Data |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | July |  | Aug |  | Sept |  | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Sessions |  | 29,762 |  | 2,918 |  | 1,490 |  | 2,988 | 24,516 | 21,774 | 32,137 | 31,198 | 25,725 | 31,579 | 37,209 | 32,592 | 333,888 |
| Users |  | 24,239 |  | 18,295 |  | ,855 |  | ,423 | 19,797 | 17,405 | 26,222 | 25,328 | 20,378 | 25,591 | 30,267 | 26,056 | 268,856 |
| Page Views |  | 54,148 |  | 54,178 |  | ,819 |  | 2,047 | 95,132 | 87,477 | 119,235 | 108,700 | 92,351 | 111,139 | 125,766 | 118,540 | 1,148,532 |
| Avg. Session Duration |  |  | 2:03 |  | 1:54 |  | 1:57 |  | 1:33 | 1:35 | 1:26 | 1:25 | 1:25 | 1:34 | 1:22 | 1:21 | 1:41 |
| App Download Data FY 2021-2022 |  | July | Aug |  | Sept |  | Oct |  | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| 211 App | iPhone |  | 73 |  | 76 | 7 |  | 58 | 68 | 58 | 141 | 381 | 415 | 354 | 366 | 373 | 2437 |
|  | Android |  | 88 |  | 4 | 102 |  | 95 | 98 | 96 | 177 | 586 | 580 | 530 | 547 | 546 | 3549 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 211 Youth App | iPhone |  | 75 |  |  | 9 |  | 96 | 92 | 81 | 106 | 38 | 18 | 36 | 26 | 25 | 799 |
|  | Android |  | 16 |  |  | 129 |  | 134 | 144 | 128 | 143 | 28 | 27 | 27 | 30 | 27 | 1057 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| Taxonomy Category Trends |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Counts | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| B Basic Needs | 9,413 | 9,503 | 10367 | 10,159 | 8,967 | 9,264 | 10,583 | 9,960 | 10,109 | 9,022 | 8,556 | 9,504 | 115,407 |
| D Consumer Services | 276 | 252 | 257 | 310 | 239 | 232 | 360 | 409 | 517 | 435 | 286 | 274 | 3,847 |
| F Criminal Justice and Legal Services | 1,023 | 932 | 1,000 | 925 | 947 | 929 | 949 | 868 | 1,043 | 886 | 856 | 983 | 11,341 |
| H Education | 114 | 157 | 57 | 55 | 38 | 42 | 42 | 55 | 69 | 53 | 53 | 47 | 782 |
| J Environment and Public Health/Safety | 43 | 92 | 51 | 40 | 32 | 45 | 72 | 31 | 30 | 31 | 33 | 35 | 535 |
| L Health Care | 1,136 | 1,523 | 1,164 | 1,078 | 942 | 1,107 | 1,696 | 933 | 1,149 | 1,003 | 965 | 968 | 13,664 |
| N Income Support and Employment | 794 | 759 | 936 | 947 | 910 | 795 | 925 | 893 | 1,052 | 867 | 871 | 903 | 10,652 |
| P Individual and Family Life | 1,289 | 1,258 | 1,172 | 1,531 | 1,972 | 1,845 | 1,425 | 1,226 | 1,484 | 1,635 | 1,700 | 1,703 | 18,240 |
| R Mental Health and Substance Use Disorder Services | 774 | 660 | 719 | 766 | 828 | 764 | 990 | 835 | 926 | 874 | 949 | 787 | 9,872 |
| T Organizational/Community/International Services | 328 | 265 | 275 | 230 | 192 | 177 | 185 | 206 | 219 | 202 | 218 | 281 | 2,778 |
| Y Target Populations | 92 | 121 | 100 | 66 | 76 | 81 | 139 | 59 | 32 | 39 | 28 | 50 | 883 |
| Total | 15,282 | 15,522 | 16,098 | 16,107 | 15,143 | 15,281 | 17,366 | 15,475 | 16,630 | 15,047 | 14,515 | 15,535 | 18,8001 |
| Category Percentages | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| B Basic Needs | 61.60\% | 61.22\% | 64.40\% | 63.07\% | 59.22\% | 60.62\% | 60.94\% | 64.36\% | 60.79\% | 59.96\% | 58.95\% | 61.18\% | 61.39\% |
| D Consumer Services | 1.81\% | 1.62\% | 1.60\% | 1.92\% | 1.58\% | 1.52\% | 2.07\% | 2.64\% | 3.11\% | 2.89\% | 1.97\% | 1.76\% | 2.05\% |
| F Criminal Justice and Legal Services | 6.69\% | 6.00\% | 6.21\% | 5.74\% | 6.25\% | 6.08\% | 5.46\% | 5.61\% | 6.27\% | 5.89\% | 5.90\% | 6.33\% | 6.03\% |
| H Education | 0.75\% | 1.01\% | 0.35\% | 0.34\% | 0.25\% | 0.27\% | 0.24\% | 0.36\% | 0.41\% | 0.35\% | 0.37\% | 0.30\% | 0.42\% |
| J Environment and Public Health/Safety | 0.28\% | 0.59\% | 0.32\% | 0.25\% | 0.21\% | 0.29\% | 0.41\% | 0.20\% | 0.18\% | 0.21\% | 0.23\% | 0.23\% | 0.28\% |
| L Health Care | 7.43\% | 9.81\% | 7.23\% | 6.69\% | 6.22\% | 7.24\% | 9.77\% | 6.03\% | 6.91\% | 6.67\% | 6.65\% | 6.23\% | 7.27\% |
| N Income Support and Employment | 5.20\% | 4.89\% | 5.81\% | 5.88\% | 6.01\% | 5.20\% | 5.33\% | 5.77\% | 6.33\% | 5.76\% | 6.00\% | 5.81\% | 5.67\% |
| P Individual and Family Life | 8.43\% | 8.10\% | 7.28\% | 9.51\% | 13.02\% | 12.07\% | 8.21\% | 7.92\% | 8.92\% | 10.87\% | 11.71\% | 10.96\% | 9.70\% |
| R Mental Health and Substance Use Disorder Services | 5.06\% | 4.25\% | 4.47\% | 4.76\% | 5.47\% | 5.00\% | 5.70\% | 5.40\% | 5.57\% | 5.81\% | 6.54\% | 5.07\% | 5.25\% |
| T Organizational/Community/International Services | 2.15\% | 1.71\% | 1.71\% | 1.43\% | 1.27\% | 1.16\% | 1.07\% | 1.33\% | 1.32\% | 1.34\% | 1.50\% | 1.81\% | 1.48\% |
| Y Target Populations | 0.60\% | 0.78\% | 0.62\% | 0.41\% | 0.50\% | 0.53\% | 0.80\% | 0.38\% | 0.19\% | 0.26\% | 0.19\% | 0.32\% | 0.47\% |
| 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\% |


| Top 20 Requested Resources |  |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| FY Total Requests 122,216 | $\mathbf{Q 1}$ | $\mathbf{Q 2}$ | $\mathbf{Q 3}$ | $\mathbf{Q 4}$ | TOTALS | PERCENTAGE |
|  |  |  |  |  |  |  |
| Utility Service Payment Assistance | 5,975 | 6,048 | 7,233 | 5,264 | 24,520 | $20.06 \%$ |
| Rent Payment Assistance | 6,286 | 5,192 | 4,342 | 4,161 | 19,981 | $16.35 \%$ |
| Low Income/Subsidized Private Rental Housing | 4,089 | 3,055 | 3,771 | 3,350 | 14,265 | $11.67 \%$ |
| Emergency Shelter | 1,886 | 2,391 | 3,215 | 2,154 | 9,646 | $7.89 \%$ |
| Transitional Housing/Shelter | 1,692 | 1,919 | 2,584 | 2,440 | 8,635 | $7.07 \%$ |
| Food Pantries | 1,867 | 2,030 | 1,992 | 2,205 | 8,094 | $6.62 \%$ |
| Street Outreach Programs | 1,126 | 1,498 | 1,479 | 1,685 | 5,788 | $4.74 \%$ |
| General Legal Aid | 1,247 | 1,275 | 1,250 | 1,325 | 5.097 | $4.17 \%$ |
| COVID Specific Resources | 1,794 | 1,003 | 977 | 253 | 4,027 | $3.29 \%$ |
| Medicaid Applications | 664 | 795 | 825 | 719 | 3,003 | $2.46 \%$ |
| Rapid Re-Housing Programs | 437 | 786 | 828 | 871 | 2,922 | $2.39 \%$ |
| Food Stamps/SNAP | 603 | 643 | 729 | 736 | 2,711 | $2.22 \%$ |
| Aging and Disability Resources Centers | 464 | 528 | 780 | 714 | 2,486 | $2.03 \%$ |
| Ride APP Services | 556 | 331 | 1,274 | 98 | 2,259 | $1.85 \%$ |
| Landlord/Tenant Assistance | 709 | 565 | 502 | 471 | 2,247 | $1.84 \%$ |
| Grocery Ordering/Delivery | 510 | 531 | 446 | 294 | 1,781 | $1.46 \%$ |
| Housing Related Coordinated Entry | 117 | 459 | 443 | 480 | 1,499 | $1.23 \%$ |
| Personal Care | 97 | 335 | 305 | 506 | 1.243 | $1.02 \%$ |
| Non-Emergency Medical Transportation | 136 | 275 | 348 | 345 | 1,104 | $0.90 \%$ |
| Holiday Programs | 0 | 908 | 0 | 0 | 908 | $0.74 \%$ |


|  |  | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tobacco Abuse Taxonomy Code |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Smoking Addiction Support Groups | PN-8100.0500-830 | 4 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 0 | 9 |
| Chewing Tobacco Education/Prevention | RX-8250.8000 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 2 | 0 | 3 | 0 | 9 |
| Smoking/Vaping Cessation Support | RX-8470.8100 | 2 | 1 | 0 | 1 | 0 | 1 | 2 | 3 | 0 | 0 | 2 | 0 | 12 |

### 2.1.1

Nevada

