

# Fiscal Year 2024/25



**Nevada**

# Call Data

| Incoming Calls                               |        |        |        |        |        |        |        |        |        |        |        |        |         |
|----------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
|                                              | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD     |
| Call Offered – Incoming 211 Queue            | 13,689 | 13,748 | 12,600 | 12,850 | 10,925 | 9,860  | 10,698 | 9,151  | 10,115 | 11,244 | 11,145 | 11,951 | 137,976 |
| Answered Calls – Incoming 211 Queue          | 9,055  | 9,141  | 8,801  | 8,684  | 7,706  | 7,376  | 8,385  | 7,435  | 8,085  | 8,437  | 8,044  | 8,452  | 99,601  |
| Call Answered – Call Back Queue              | 2,022  | 1,969  | 1,875  | 1,940  | 1,174  | 878    | 982    | 934    | 1,156  | 1,887  | 1,831  | 2,052  | 18,700  |
| Abandoned Calls                              | 2,612  | 2,638  | 1,924  | 2,226  | 2,045  | 1,606  | 1,331  | 782    | 874    | 920    | 1,270  | 1,447  | 19,675  |
| Type of Client                               |        |        |        |        |        |        |        |        |        |        |        |        |         |
|                                              | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD     |
| Repeat Callers                               | 2,182  | 2,279  | 2,215  | 2,142  | 1,726  | 1,695  | 1,882  | 1,766  | 2,044  | 2,176  | 1,942  | 2,072  | 24,121  |
| Call (Inbound)                               | 6,510  | 6,643  | 6,393  | 6,299  | 5,546  | 5,423  | 6,276  | 6,057  | 6,653  | 7,292  | 6,746  | 7,114  | 76,952  |
| Call Back Queue                              | 204    | 278    | 223    | 255    | 215    | 179    | 102    | 40     | 61     | 87     | 166    | 152    | 1,962   |
| MCH (program end 1/2025)                     | 198    | 239    | 224    | 185    | 127    | 128    | 144    |        |        |        |        |        | 1,245   |
| Email                                        | 30     | 42     | 46     | 45     | 37     | 30     | 36     | 27     | 23     | 34     | 44     | 27     | 421     |
| In Person                                    | 1      | 1      | 1      | 1      | 1      | 5      | 0      | 0      | 2      | 1      | 0      | 0      | 13      |
| Text Clients                                 | 553    | 603    | 487    | 555    | 552    | 440    | 525    | 388    | 395    | 412    | 458    | 546    | 5,914   |
| Chat Clients                                 | 495    | 563    | 450    | 476    | 453    | 417    | 409    | 285    | 396    | 398    | 392    | 406    | 5,140   |
| Disaster Form                                | 0      | 0      | 14     | 0      | 1      | 0      | 24     | 2      | 0      | 0      | 0      | 1      | 42      |
| PREA Form                                    | 0      | 0      | 0      | 0      | 0      | 1      | 0      | 0      | 0      | 0      | 0      | 1      | 2       |
| Talk Time Telephone Calls                    |        |        |        |        |        |        |        |        |        |        |        |        |         |
|                                              | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD     |
| Average Talk Time Telephone System (Minutes) | 5:56   | 5:20   | 4:57   | 4:51   | 5:02   | 4:49   | 4:48   | 4:53   | 4:43   | 4:32   | 4:32   | 4:39   | 4:55    |
| Average Time to Answer                       | 1:32   | 1:24   | 1:00   | 1:14   | 1:19   | 1:04   | 0:41   | 0:26   | 0:26   | 0:27   | 0:41   | 0:40   | 0:54    |
| Total Calls Answered in Two Minutes or less  | 6,951  | 6,750  | 7,021  | 6,823  | 6,008  | 6,190  | 7,372  | 6,915  | 7,503  | 7,669  | 7,032  | 7,273  | 83,507  |
| Under the two-minute limit                   | 76.75% | 73.84% | 79.78% | 78.57% | 77.93% | 82.69% | 87.92% | 93.01% | 92.80% | 90.90% | 87.42% | 86.05% | 83.97%  |

# Call Data

| Answered Calls Wait Time       |        |        |        |        |        |        |        |        |        |        |        |        |        |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                                | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD    |
| Total Answered Calls           | 9,055  | 9,141  | 8,801  | 8,684  | 7,706  | 7,376  | 8,385  | 7,435  | 8,085  | 8,437  | 8,044  | 8,452  | 99,601 |
| Under 30 seconds               | 5,597  | 5,348  | 5,759  | 5,477  | 4,908  | 5,189  | 6,441  | 6,369  | 6,870  | 6,926  | 6,140  | 6,167  | 71,191 |
| Between 30 & 60 seconds        | 586    | 589    | 567    | 599    | 475    | 404    | 400    | 234    | 295    | 345    | 379    | 453    | 5,326  |
| Between 60 & 90 seconds        | 419    | 448    | 379    | 410    | 358    | 274    | 317    | 186    | 199    | 226    | 272    | 379    | 3,867  |
| Between 90 & 120 seconds       | 349    | 365    | 316    | 337    | 267    | 323    | 214    | 126    | 139    | 172    | 241    | 274    | 3,123  |
| Between 120 & 180 seconds      | 2,106  | 2,391  | 1,780  | 1,861  | 1,701  | 1,277  | 1,013  | 520    | 582    | 768    | 1,012  | 1,179  | 16,190 |
| Time to answer Telephone Calls |        |        |        |        |        |        |        |        |        |        |        |        |        |
|                                | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD    |
| Average Time to Answer         | 1:32   | 1:24   | 1:00   | 1:14   | 1:19   | 1:04   | 0:41   | 0:26   | 0:26   | 0:27   | 0:41   | 0:40   | 0:54   |
| Under the two-minute limit     | 76.75% | 73.84% | 79.78% | 78.57% | 77.93% | 82.69% | 87.92% | 93.01% | 92.80% | 90.90% | 87.42% | 86.05% | 83.97% |
| Over the two-minute limit      | 23.25% | 26.16% | 20.22% | 21.43% | 22.07% | 17.31% | 12.08% | 6.99%  | 7.20%  | 9.10%  | 12.58% | 13.95% | 16.03% |
| Abandoned Calls                |        |        |        |        |        |        |        |        |        |        |        |        |        |
|                                | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD    |
| Average time to abandon        | 2:00   | 1:56   | 1:49   | 1:51   | 1:56   | 1:55   | 1:41   | 3:37   | 1:31   | 1:36   | 1:39   | 1:42   | 1:56   |
| Abandoned Calls                | 2,612  | 2,638  | 1,924  | 2,226  | 2,045  | 1,606  | 1,331  | 782    | 874    | 920    | 1,270  | 1,447  | 19,675 |
| Abandoned Calls %              | 19.08% | 19.19% | 15.27% | 17.32% | 18.72% | 16.29% | 12.44% | 8.55%  | 8.64%  | 8.18%  | 11.40% | 12.11% | 13.93% |

# Call Data

| Call Types         |       |       |       |       |       |       |       |       |       |     |     |      |        |
|--------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|-----|------|--------|
|                    | July  | Aug   | Sept  | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr | May | June | YTD    |
| 211                | 186   | 142   | 153   | 134   | 108   | 114   | 203   | 134   | 147   | 182 | 152 | 162  | 1,817  |
| 311                | 994   | 955   | 1,014 | 989   | 868   | 916   | 1,031 | 893   | 1,108 | 997 | 960 | 877  | 11,602 |
| 411                | 127   | 114   | 114   | 107   | 84    | 100   | 124   | 118   | 122   | 142 | 101 | 103  | 1,356  |
| 511                | 28    | 16    | 22    | 9     | 17    | 18    | 18    | 22    | 30    | 27  | 17  | 23   | 247    |
| 611                | 43    | 31    | 35    | 40    | 29    | 23    | 37    | 29    | 39    | 52  | 20  | 33   | 411    |
| 711                | 1     | 0     | 0     | 0     | 0     | 0     | 1     | 0     | 0     | 0   | 0   | 0    | 2      |
| 811                | 1     | 2     | 2     | 3     | 0     | 2     | 2     | 3     | 0     | 3   | 2   | 0    | 20     |
| 911                | 16    | 18    | 14    | 23    | 13    | 10    | 14    | 20    | 13    | 14  | 21  | 16   | 192    |
| Abusive Caller     | 16    | 17    | 17    | 9     | 10    | 6     | 13    | 27    | 29    | 9   | 14  | 18   | 185    |
| Crisis             | 83    | 79    | 56    | 77    | 69    | 70    | 65    | 55    | 52    | 71  | 66  | 54   | 797    |
| Disaster           | 8     | 7     | 4     | 0     | 2     | 0     | 0     | 0     | 1     | 0   | 1   | 0    | 23     |
| Disconnect         | 737   | 681   | 732   | 688   | 606   | 541   | 676   | 735   | 732   | 794 | 798 | 806  | 8,526  |
| Information Only   | 1,428 | 1,547 | 1,420 | 1,609 | 1,586 | 1,436 | 1,616 | 1,340 | 1,043 | 889 | 928 | 899  | 15,741 |
| Left Voice Message | 65    | 94    | 66    | 65    | 78    | 47    | 29    | 11    | 9     | 14  | 34  | 39   | 551    |
| Static             | 34    | 38    | 37    | 64    | 37    | 34    | 54    | 50    | 64    | 61  | 47  | 37   | 557    |
| Unknown            | 226   | 229   | 236   | 265   | 229   | 188   | 197   | 158   | 164   | 188 | 164 | 160  | 2,404  |
| Wrong Number       | 111   | 99    | 111   | 115   | 106   | 119   | 167   | 138   | 143   | 198 | 244 | 195  | 1,746  |

# Call Data

| Clients By County                 |       |       |       |       |       |       |       |       |       |       |       |       |        |
|-----------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
|                                   | July  | Aug   | Sept  | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | June  | YTD    |
| Carson City                       | 71    | 60    | 49    | 51    | 38    | 46    | 59    | 50    | 55    | 73    | 60    | 71    | 683    |
| Churchill                         | 12    | 18    | 19    | 14    | 12    | 20    | 18    | 19    | 12    | 23    | 18    | 32    | 217    |
| Clark                             | 7,776 | 7,553 | 7,098 | 7,153 | 6,387 | 6,107 | 6,811 | 6,228 | 6,700 | 7,237 | 7,046 | 7,358 | 83,454 |
| Douglas                           | 23    | 26    | 15    | 22    | 16    | 20    | 27    | 25    | 28    | 48    | 25    | 18    | 293    |
| Elko                              | 32    | 32    | 34    | 29    | 23    | 27    | 35    | 34    | 33    | 35    | 18    | 47    | 379    |
| Esmeralda                         | 0     | 4     | 0     | 3     | 2     | 3     | 2     | 3     | 0     | 1     | 2     | 1     | 21     |
| Eureka                            | 2     | 1     | 6     | 2     | 1     | 2     | 1     | 1     | 1     | 2     | 2     | 5     | 26     |
| Humboldt                          | 16    | 21    | 16    | 15    | 12    | 14    | 14    | 8     | 19    | 16    | 16    | 12    | 179    |
| Lander                            | 4     | 4     | 3     | 4     | 9     | 3     | 10    | 2     | 8     | 3     | 6     | 2     | 58     |
| Lincoln                           | 1     | 2     | 4     | 6     | 1     | 5     | 3     | 1     | 5     | 8     | 3     | 3     | 42     |
| Lyon                              | 77    | 54    | 64    | 36    | 39    | 50    | 64    | 40    | 48    | 49    | 57    | 41    | 619    |
| Mineral                           | 3     | 1     | 3     | 3     | 3     | 1     | 0     | 3     | 3     | 3     | 3     | 2     | 28     |
| Nye                               | 75    | 74    | 51    | 60    | 39    | 55    | 57    | 53    | 59    | 68    | 87    | 67    | 745    |
| Pershing                          | 11    | 8     | 5     | 6     | 7     | 4     | 6     | 6     | 2     | 5     | 11    | 5     | 76     |
| Storey                            | 9     | 12    | 18    | 5     | 6     | 7     | 18    | 9     | 6     | 11    | 8     | 5     | 114    |
| Washoe                            | 637   | 650   | 671   | 573   | 507   | 493   | 645   | 546   | 627   | 602   | 569   | 551   | 7,071  |
| White Pine                        | 7     | 3     | 4     | 5     | 2     | 4     | 5     | 7     | 3     | 4     | 6     | 5     | 55     |
| Other Nevada-No Zip Code Provided | 1,299 | 1,266 | 1,309 | 1,340 | 1,161 | 1,147 | 1,297 | 1,022 | 1,108 | 1,062 | 1,064 | 1,046 | 14,121 |
| Other Zip Codes                   | 124   | 96    | 89    | 94    | 91    | 81    | 98    | 101   | 115   | 118   | 100   | 99    | 1,206  |

# Chat Data

| Pre- Chat Questions                  |        |        |        |        |        |        |        |        |        |        |        |        |        |
|--------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Military Experience?                 | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD    |
| Yes                                  | 17     | 25     | 23     | 23     | 23     | 18     | 18     | 6      | 13     | 8      | 15     | 8      | 197    |
| Age                                  | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD    |
| < 20                                 | 9      | 17     | 7      | 8      | 14     | 12     | 2      | 6      | 5      | 5      | 11     | 14     | 110    |
| 20 - 29                              | 101    | 111    | 96     | 78     | 77     | 76     | 79     | 73     | 82     | 69     | 84     | 103    | 1029   |
| 30 - 39                              | 119    | 157    | 126    | 140    | 113    | 112    | 115    | 62     | 93     | 99     | 99     | 79     | 1314   |
| 40 - 49                              | 98     | 101    | 75     | 100    | 69     | 71     | 72     | 51     | 78     | 80     | 88     | 75     | 958    |
| 50 - 59                              | 66     | 65     | 46     | 58     | 59     | 56     | 47     | 31     | 49     | 39     | 31     | 45     | 592    |
| 60 - 69                              | 36     | 54     | 32     | 30     | 42     | 31     | 35     | 19     | 21     | 40     | 31     | 40     | 411    |
| 70 - 79                              | 21     | 14     | 14     | 8      | 22     | 8      | 14     | 13     | 11     | 16     | 15     | 13     | 169    |
| 80 - 89                              | 3      | 6      | 9      | 7      | 7      | 6      | 8      | 3      | 4      | 6      | 5      | 3      | 67     |
| 90 >                                 | 1      | 0      | 1      | 1      | 0      | 1      | 0      | 0      | 4      | 2      | 2      | 1      | 13     |
| Chat Information                     |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Chat Information                     | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD    |
| Chat Clients                         | 495    | 563    | 450    | 476    | 453    | 417    | 409    | 285    | 396    | 398    | 392    | 406    | 5,140  |
| Chat Sessions Answered               | 389    | 464    | 392    | 414    | 411    | 365    | 358    | 251    | 351    | 363    | 365    | 382    | 4,505  |
| Engaged Chat                         | 258    | 293    | 262    | 279    | 283    | 240    | 237    | 164    | 247    | 259    | 273    | 270    | 3,065  |
| Engaged Chat-NO REFERRALS GIVEN      | 46     | 43     | 50     | 44     | 36     | 43     | 28     | 22     | 29     | 36     | 42     | 33     | 452    |
| Missed Chat                          | 106    | 99     | 58     | 62     | 42     | 52     | 50     | 35     | 45     | 35     | 27     | 23     | 634    |
| Silent Chat                          | 85     | 109    | 76     | 90     | 91     | 82     | 89     | 65     | 70     | 68     | 49     | 66     | 940    |
| Test/Training Chat                   | 0      | 1      | 3      | 1      | 1      | 0      | 4      | 0      | 5      | 0      | 1      | 13     | 29     |
| Answered Chat % ( >5 minutes)        | 78.59% | 82.42% | 87.11% | 86.97% | 90.73% | 87.53% | 87.53% | 88.07% | 88.64% | 91.21% | 93.11% | 94.09% | 88.00% |
| Talk Time Chat                       |        |        |        |        |        |        |        |        |        |        |        |        |        |
|                                      | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD    |
| Total Talk Time (Minutes)            | 10,319 | 9,739  | 8,322  | 9,900  | 8,641  | 8,255  | 7,549  | 6,154  | 6,748  | 6,835  | 7,365  | 8,116  | 97,943 |
| Average Chat Length iCarol (minutes) | 20     | 17     | 18     | 20     | 19     | 19     | 18     | 21     | 17     | 17     | 18     | 19     | 19     |

June 2025

# Demographic Data

| Race                                        |       |       |       |       |       |       |       |       |       |       |       |       |        |
|---------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
|                                             | July  | Aug   | Sept  | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | June  | YTD    |
| Total Calls with Responses                  | 5,162 | 5,312 | 5,148 | 5,128 | 4,387 | 4,081 | 4,674 | 4,438 | 4,861 | 5,285 | 4,851 | 5,076 | 58,403 |
| Asian                                       | 105   | 143   | 128   | 113   | 125   | 136   | 139   | 155   | 149   | 148   | 138   | 116   | 1,595  |
| Asian & White                               | 7     | 3     | 3     | 2     | 4     | 3     | 7     | 3     | 6     | 7     | 3     | 4     | 52     |
| Black or African American and White         | 22    | 44    | 41    | 28    | 46    | 23    | 33    | 21    | 28    | 38    | 34    | 30    | 388    |
| Black/African American                      | 1,885 | 1,939 | 1,814 | 1,827 | 1,491 | 1,423 | 1,607 | 1,492 | 1,604 | 1,854 | 1,779 | 1,884 | 20,599 |
| Chose not to answer                         | 628   | 624   | 644   | 635   | 557   | 426   | 491   | 456   | 472   | 512   | 480   | 487   | 6,412  |
| Native American or Native Alaskan and White | 16    | 10    | 10    | 16    | 17    | 13    | 18    | 6     | 15    | 8     | 7     | 7     | 143    |
| Native American/Native Alaskan              | 33    | 25    | 27    | 38    | 35    | 26    | 31    | 35    | 43    | 54    | 47    | 32    | 426    |
| Native Hawaiian/Pacific Islander            | 65    | 56    | 57    | 70    | 50    | 34    | 68    | 65    | 64    | 54    | 54    | 83    | 720    |
| Other Multiple Race                         | 816   | 826   | 801   | 777   | 603   | 632   | 743   | 735   | 931   | 869   | 812   | 874   | 9,419  |
| White/Caucasian                             | 1,585 | 1,642 | 1,623 | 1,622 | 1,459 | 1,365 | 1,537 | 1,470 | 1,549 | 1,741 | 1,497 | 1,559 | 18,649 |
| Ethnicity                                   |       |       |       |       |       |       |       |       |       |       |       |       |        |
|                                             | July  | Aug   | Sept  | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | June  | YTD    |
| Total Calls with Responses                  | 5,096 | 5,269 | 5,125 | 5,074 | 4,353 | 4,066 | 4,662 | 4,415 | 4,826 | 5,247 | 4,828 | 5,065 | 58,026 |
| Chose not to answer                         | 382   | 309   | 364   | 315   | 304   | 253   | 253   | 271   | 314   | 348   | 291   | 320   | 3,724  |
| Hispanic or Latino                          | 1,075 | 1,163 | 1,068 | 1,060 | 902   | 848   | 981   | 969   | 1,061 | 1,016 | 967   | 1,029 | 12,139 |
| Not Hispanic or Latino                      | 3,639 | 3,797 | 3,693 | 3,699 | 3,147 | 2,965 | 3,428 | 3,175 | 3,451 | 3,883 | 3,570 | 3,716 | 42,163 |
| Preferred Language                          |       |       |       |       |       |       |       |       |       |       |       |       |        |
|                                             | July  | Aug   | Sept  | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | June  | YTD    |
| English                                     | 6,809 | 7,082 | 6,821 | 6,817 | 5,964 | 5,699 | 6,547 | 5,766 | 6,420 | 7,065 | 6,629 | 7,049 | 78,668 |
| Other                                       | 14    | 23    | 22    | 7     | 6     | 9     | 6     | 15    | 6     | 4     | 9     | 3     | 124    |
| Spanish                                     | 353   | 487   | 423   | 421   | 359   | 386   | 364   | 372   | 385   | 393   | 369   | 394   | 4,706  |

# Demographic Data

| Gender                     |       |       |       |       |       |       |       |       |       |       |       |       |        |
|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
|                            | July  | Aug   | Sept  | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | June  | YTD    |
| Total Calls with Responses | 6,541 | 6,711 | 6,525 | 6,399 | 5,561 | 5,430 | 6,142 | 5,577 | 6,115 | 6,623 | 6,206 | 6,463 | 74,293 |
| Chose not to answer        | 35    | 32    | 19    | 23    | 18    | 14    | 18    | 22    | 21    | 17    | 26    | 21    | 266    |
| Female                     | 4,656 | 4,791 | 4,553 | 4,586 | 3,926 | 3,736 | 4,212 | 3,839 | 4,179 | 4,609 | 4,384 | 4,673 | 52,144 |
| Male                       | 1,848 | 1,882 | 1,948 | 1,788 | 1,612 | 1,674 | 1,909 | 1,714 | 1,907 | 1,995 | 1,789 | 1,767 | 21,833 |
| Transgender                | 2     | 6     | 5     | 2     | 5     | 6     | 3     | 2     | 8     | 2     | 7     | 2     | 50     |
| Age                        |       |       |       |       |       |       |       |       |       |       |       |       |        |
|                            | July  | Aug   | Sept  | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | June  | YTD    |
| Total Calls with Responses | 5,440 | 5,645 | 5,342 | 5,341 | 4,589 | 4,310 | 4,976 | 4,625 | 5,045 | 5,328 | 5,115 | 5,399 | 61,155 |
| 90+                        | 12    | 11    | 19    | 15    | 19    | 20    | 29    | 30    | 38    | 30    | 11    | 29    | 263    |
| 80 - 89                    | 225   | 225   | 194   | 186   | 170   | 168   | 199   | 218   | 223   | 214   | 217   | 163   | 2,402  |
| 70 - 79                    | 642   | 613   | 620   | 617   | 591   | 520   | 607   | 498   | 643   | 655   | 611   | 610   | 7,227  |
| 60 - 69                    | 966   | 1,003 | 970   | 989   | 921   | 786   | 930   | 871   | 944   | 901   | 825   | 881   | 10,987 |
| 50 - 59                    | 894   | 972   | 861   | 906   | 757   | 778   | 866   | 767   | 819   | 864   | 853   | 913   | 10,250 |
| 40 - 49                    | 882   | 917   | 867   | 910   | 750   | 734   | 798   | 780   | 882   | 875   | 838   | 869   | 10,102 |
| 30 - 39                    | 1,079 | 1,156 | 1,057 | 1,068 | 864   | 808   | 941   | 891   | 911   | 1,078 | 1,061 | 1,101 | 12,015 |
| 20 - 29                    | 679   | 687   | 695   | 602   | 472   | 465   | 573   | 537   | 545   | 669   | 657   | 780   | 7,361  |
| 11 - 19                    | 61    | 61    | 59    | 48    | 45    | 31    | 33    | 33    | 40    | 42    | 42    | 53    | 548    |
| Military Service           |       |       |       |       |       |       |       |       |       |       |       |       |        |
|                            | July  | Aug   | Sept  | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | June  | Total  |
| No                         | 4,908 | 5,193 | 5,054 | 4,895 | 4,186 | 4,056 | 4,678 | 4,463 | 4,707 | 5,226 | 4,780 | 967   | 53,113 |
| Yes                        | 243   | 234   | 257   | 217   | 256   | 220   | 231   | 255   | 325   | 273   | 284   | 274   | 3,069  |

# Demographic Data

| Referred By                       |       |       |       |       |       |       |       |       |       |       |       |       |        |
|-----------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
|                                   | July  | Aug   | Sept  | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | June  | YTD    |
| Total Calls with Responses        | 6,430 | 6,559 | 6,378 | 6,181 | 5,380 | 5,268 | 5,894 | 5,485 | 6,113 | 6,660 | 6,153 | 6,520 | 73,021 |
| City                              | 176   | 193   | 142   | 172   | 130   | 131   | 184   | 197   | 285   | 257   | 216   | 182   | 2,265  |
| County                            | 23    | 21    | 22    | 34    | 19    | 25    | 38    | 54    | 53    | 45    | 43    | 56    | 433    |
| Disaster Referral                 | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0      |
| Friend/Family                     | 515   | 517   | 485   | 488   | 356   | 373   | 447   | 419   | 434   | 426   | 377   | 420   | 5,257  |
| MCH (program end 1/2025)          | 1     | 1     | 0     | 1     | 0     | 1     |       |       |       |       |       |       | 4      |
| Media                             | 105   | 92    | 91    | 75    | 67    | 90    | 75    | 76    | 64    | 56    | 73    | 57    | 921    |
| Not Sure                          | 122   | 115   | 109   | 119   | 150   | 109   | 103   | 84    | 102   | 113   | 107   | 110   | 1,343  |
| Other                             | 1,656 | 1,725 | 1,676 | 1,685 | 1,496 | 1,451 | 1,496 | 1,333 | 1,501 | 1,908 | 1,888 | 1,980 | 19,795 |
| Outreach Event                    | 16    | 14    | 19    | 4     | 16    | 20    | 4     | 9     | 14    | 14    | 7     | 0     | 137    |
| Social Media                      | 22    | 24    | 18    | 16    | 13    | 21    | 10    | 9     | 6     | 3     | 11    | 18    | 171    |
| Social Service - Nonprofit Agency | 256   | 303   | 280   | 277   | 230   | 217   | 246   | 224   | 218   | 255   | 238   | 261   | 3,005  |
| State of Nevada                   | 467   | 456   | 482   | 359   | 246   | 261   | 452   | 401   | 371   | 366   | 213   | 240   | 4,314  |
| United Way                        | 0     | 0     | 1     | 1     | 0     | 0     | 0     | 1     | 1     | 4     | 0     | 3     | 11     |
| Unknown                           | 302   | 229   | 199   | 200   | 210   | 225   | 213   | 158   | 230   | 253   | 238   | 254   | 2,711  |
| Used 2-1-1 before                 | 2,333 | 2,457 | 2,450 | 2,367 | 2,067 | 1,975 | 2,218 | 2,098 | 2,395 | 2,475 | 2,262 | 2,384 | 27,481 |
| Web Search                        | 436   | 412   | 404   | 383   | 380   | 369   | 408   | 422   | 439   | 485   | 480   | 555   | 5,173  |

# Text Data

| Text Messages                 |        |        |        |        |        |        |        |        |        |        |        |        |         |
|-------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
|                               | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD     |
| Total Encounters              | 646    | 707    | 573    | 670    | 664    | 545    | 624    | 451    | 420    | 436    | 507    | 612    | 6,855   |
| Unique Texters                | 527    | 535    | 422    | 500    | 462    | 419    | 455    | 336    | 318    | 332    | 378    | 439    | 5,123   |
| Total Incomings               | 2,879  | 2,879  | 2,344  | 2,683  | 2,607  | 2,166  | 2,540  | 1,843  | 1,684  | 1,829  | 2,056  | 2,556  | 28,066  |
| Total outgoings               | 16,248 | 19,024 | 15,615 | 18,621 | 16,728 | 16,307 | 18,228 | 13,346 | 10,844 | 13,148 | 13,166 | 16,075 | 187,350 |
| Opt ins                       | 4,586  | 5,539  | 4,596  | 5,374  | 4,616  | 4,707  | 5,152  | 3,825  | 3,090  | 3,847  | 3,700  | 4,408  | 53,440  |
| Opt outs                      | 13     | 8      | 6      | 11     | 8      | 6      | 13     | 7      | 6      | 5      | 9      | 11     | 103     |
| Text Response Rates:          |        |        |        |        |        |        |        |        |        |        |        |        |         |
|                               | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD     |
| 0-5 min                       | 506    | 564    | 492    | 565    | 571    | 472    | 536    | 407    | 390    | 407    | 462    | 558    | 5,930   |
| 5-15 mins                     | 76     | 86     | 55     | 72     | 68     | 52     | 51     | 36     | 22     | 18     | 30     | 38     | 604     |
| 15-30 mins                    | 42     | 39     | 15     | 26     | 13     | 12     | 22     | 8      | 5      | 8      | 10     | 10     | 210     |
| 30 mins to 1 hour             | 17     | 13     | 8      | 5      | 12     | 7      | 6      | 0      | 3      | 2      | 3      | 5      | 81      |
| Over 1 hour                   | 5      | 5      | 3      | 2      | 0      | 2      | 9      | 0      | 0      | 1      | 2      | 1      | 30      |
| Texts Answered (>5 minutes %) | 78%    | 80%    | 86%    | 84%    | 86%    | 87%    | 86%    | 90%    | 93%    | 93%    | 91%    | 91%    | 87%     |

# Referral Category Trends

| Taxonomy Category Trends                            |        |        |        |        |        |        |        |        |        |        |        |        |         |
|-----------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Counts                                              | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD     |
| B Basic Needs                                       | 9,902  | 10,357 | 9,997  | 10,248 | 9,137  | 8,864  | 10,173 | 7,800  | 7,790  | 8,501  | 8,366  | 9,682  | 110,817 |
| D Consumer Services                                 | 222    | 224    | 241    | 204    | 142    | 188    | 232    | 270    | 266    | 270    | 190    | 170    | 2,619   |
| F Criminal Justice and Legal Services               | 853    | 932    | 791    | 776    | 526    | 612    | 761    | 694    | 664    | 833    | 828    | 823    | 9,093   |
| H Education                                         | 142    | 113    | 50     | 40     | 30     | 41     | 48     | 27     | 46     | 48     | 52     | 60     | 697     |
| J Environment and Public Health/Safety              | 33     | 22     | 21     | 26     | 14     | 13     | 12     | 16     | 18     | 23     | 17     | 18     | 233     |
| L Health Care                                       | 704    | 809    | 631    | 675    | 493    | 532    | 677    | 672    | 691    | 856    | 773    | 826    | 8,339   |
| N Income Support and Employment                     | 885    | 1,004  | 940    | 1,014  | 831    | 829    | 1,013  | 827    | 816    | 895    | 896    | 968    | 10,918  |
| P Individual and Family Life                        | 1,284  | 1,026  | 997    | 1,157  | 1,578  | 1,430  | 983    | 961    | 1,051  | 1,154  | 1,122  | 1,302  | 14,045  |
| R Mental Health and Substance Use Disorder Services | 756    | 660    | 599    | 686    | 542    | 597    | 688    | 607    | 560    | 718    | 589    | 583    | 7,585   |
| T Organizational/Community/International Services   | 288    | 238    | 206    | 279    | 229    | 176    | 210    | 159    | 166    | 217    | 241    | 234    | 2,643   |
| Y Target Populations                                | 4      | 4      | 0      | 0      | 2      | 3      | 0      | 0      | 0      | 1      | 0      | 0      | 14      |
| Total                                               | 15,073 | 15,389 | 14,473 | 15,105 | 13,524 | 13,285 | 14,797 | 12,033 | 12,068 | 13,516 | 13,074 | 14,666 | 167,003 |
| Category Percentages                                | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD     |
| B Basic Needs                                       | 65.69% | 67.30% | 69.07% | 67.85% | 67.56% | 66.72% | 68.75% | 64.82% | 64.55% | 62.90% | 63.99% | 66.02% | 66.36%  |
| D Consumer Services                                 | 1.47%  | 1.46%  | 1.67%  | 1.35%  | 1.05%  | 1.42%  | 1.57%  | 2.24%  | 2.20%  | 2.00%  | 1.45%  | 1.16%  | 1.57%   |
| F Criminal Justice and Legal Services               | 5.66%  | 6.06%  | 5.47%  | 5.14%  | 3.89%  | 4.61%  | 5.14%  | 5.77%  | 5.50%  | 6.16%  | 6.33%  | 5.61%  | 5.44%   |
| H Education                                         | 0.94%  | 0.73%  | 0.35%  | 0.26%  | 0.22%  | 0.31%  | 0.32%  | 0.22%  | 0.38%  | 0.36%  | 0.40%  | 0.41%  | 0.42%   |
| J Environment and Public Health/Safety              | 0.22%  | 0.14%  | 0.15%  | 0.17%  | 0.10%  | 0.10%  | 0.08%  | 0.13%  | 0.15%  | 0.17%  | 0.13%  | 0.12%  | 0.14%   |
| L Health Care                                       | 4.67%  | 5.26%  | 4.36%  | 4.47%  | 3.65%  | 4.00%  | 4.58%  | 5.58%  | 5.73%  | 6.33%  | 5.91%  | 5.63%  | 4.99%   |
| N Income Support and Employment                     | 5.87%  | 6.52%  | 6.49%  | 6.71%  | 6.14%  | 6.24%  | 6.85%  | 6.87%  | 6.76%  | 6.62%  | 6.85%  | 6.60%  | 6.54%   |
| P Individual and Family Life                        | 8.52%  | 6.67%  | 6.89%  | 7.66%  | 11.67% | 10.76% | 6.64%  | 7.99%  | 8.71%  | 8.54%  | 8.58%  | 8.88%  | 8.41%   |
| R Mental Health and Substance Use Disorder Services | 5.02%  | 4.29%  | 4.14%  | 4.54%  | 4.01%  | 4.49%  | 4.65%  | 5.04%  | 4.64%  | 5.31%  | 4.51%  | 3.98%  | 4.54%   |
| T Organizational/Community/International Services   | 1.91%  | 1.55%  | 1.42%  | 1.85%  | 1.69%  | 1.32%  | 1.42%  | 1.32%  | 1.38%  | 1.61%  | 1.84%  | 1.60%  | 1.58%   |
| Y Target Populations                                | 0.03%  | 0.03%  | 0.00%  | 0.00%  | 0.01%  | 0.02%  | 0.00%  | 0.00%  | 0.00%  | 0.01%  | 0.00%  | 0.00%  | 0.01%   |

June 2025

# Referrals Requested

| Top 20 Referrals Requested                                                                           |       |       |       |       |                   | 167,005    |
|------------------------------------------------------------------------------------------------------|-------|-------|-------|-------|-------------------|------------|
| FY Total Referrals Requested - 167,005                                                               | Q1    | Q2    | Q3    | Q4    | FY '24-'25 TOTALS | PERCENTAGE |
| Utility Service Payment Assistance                                                                   | 6,976 | 5,719 | 5,334 | 4,830 | 22,859            | 13.69%     |
| Rent Payment Assistance                                                                              | 5,159 | 5,523 | 4,751 | 4,082 | 19,515            | 11.69%     |
| Food (incl. Pantries, Congregate Meals, Emergency Food)                                              | 3,930 | 4,212 | 3,443 | 3,514 | 15,099            | 9.04%      |
| Emergency Shelter                                                                                    | 3,152 | 3,083 | 2,783 | 3,165 | 12,183            | 7.29%      |
| Individual and Family Support Services (incl. Case Management, Street Outreach, Protective Services) | 2,710 | 3,621 | 2,467 | 2,892 | 11,690            | 7.00%      |
| Income Support and Employment                                                                        | 2,829 | 2,674 | 2,656 | 2,759 | 10,918            | 6.54%      |
| Low Income/Subsidized Rental Housing                                                                 | 2,741 | 2,709 | 2,691 | 2,613 | 10,754            | 6.44%      |
| Mental Health and Substance Use Disorder Services (incl. Crisis Intervention)                        | 2,014 | 1,825 | 1,855 | 1,890 | 7,584             | 4.54%      |
| Transportation                                                                                       | 2,090 | 1,940 | 1,537 | 1,903 | 7,470             | 4.47%      |
| Legal Services                                                                                       | 2,073 | 1,441 | 1,633 | 1,940 | 7,087             | 4.24%      |
| At Risk/Homeless Housing Related Assistance Programs                                                 | 1,715 | 1,374 | 1,604 | 1,932 | 6,625             | 3.97%      |
| Transitional Housing/Shelter                                                                         | 1,258 | 1,110 | 1,369 | 1,772 | 5,509             | 3.30%      |
| Clothing/Personal/Household Needs (incl. diapers)                                                    | 1,395 | 1,478 | 1,175 | 1,395 | 5,443             | 3.26%      |
| Rapid Re-Housing Programs                                                                            | 884   | 759   | 754   | 966   | 3,363             | 2.01%      |
| Health Supportive Services                                                                           | 716   | 611   | 640   | 750   | 2,717             | 1.63%      |
| Rental Deposit Assistance                                                                            | 748   | 655   | 485   | 747   | 2,635             | 1.58%      |
| Medicaid                                                                                             | 606   | 686   | 559   | 708   | 2,559             | 1.53%      |

# Web Data

| Nevada211.org Web Data       |        |        |        |        |        |        |        |        |        |        |        |        |         |
|------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Visitor Counts               |        |        |        |        |        |        |        |        |        |        |        |        |         |
|                              | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD     |
| New Visitors                 | 24,631 | 26,490 | 19,577 | 17,516 | 17,783 | 14,853 | 15,702 | 13,993 | 16,314 | 15,791 | 16,345 | 15,097 | 460,402 |
| Returning Visitors           | 2,215  | 2,477  | 2,097  | 2,116  | 2,050  | 2,285  | 1,945  | 1,827  | 1,962  | 2,069  | 1,810  | 1,900  | 24,753  |
| Age Distribution Total Users |        |        |        |        |        |        |        |        |        |        |        |        |         |
|                              | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD     |
| 18-24                        | 692    | 826    | 748    | 788    | 612    | 527    | 531    | 453    | 515    | 536    | 514    | 510    | 7,252   |
| 25-34                        | 946    | 1,111  | 793    | 869    | 890    | 763    | 788    | 743    | 746    | 747    | 737    | 743    | 9,876   |
| 35-44                        | 883    | 1,138  | 704    | 789    | 945    | 688    | 676    | 608    | 617    | 735    | 623    | 557    | 8,963   |
| 45-54                        | 975    | 1,290  | 755    | 847    | 891    | 630    | 651    | 556    | 561    | 550    | 580    | 571    | 8,857   |
| 55-64                        | 768    | 1,015  | 474    | 532    | 586    | 410    | 294    | 344    | 395    | 406    | 405    | 365    | 5,994   |
| 65+                          | 532    | 689    | 314    | 341    | 339    | 244    | 245    | 245    | 242    | 279    | 239    | 232    | 3,941   |
| Gender                       |        |        |        |        |        |        |        |        |        |        |        |        |         |
|                              | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD     |
| Male                         | 1,794  | 2,343  | 1,606  | 1,774  | 1,784  | 1,419  | 1,379  | 1,337  | 1,330  | 1,365  | 1,297  | 1,265  | 18,693  |
| Female                       | 3,236  | 4,042  | 2,442  | 2,711  | 2,765  | 2,165  | 2,224  | 1,962  | 2,011  | 2,193  | 2,059  | 1,987  | 29,797  |
| Session Data                 |        |        |        |        |        |        |        |        |        |        |        |        |         |
|                              | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | June   | YTD     |
| Sessions                     | 34,202 | 36,801 | 28,074 | 26,230 | 27,101 | 23,045 | 24,666 | 21,174 | 24,148 | 23,686 | 24,314 | 23,238 | 316,679 |
| Users                        | 26,846 | 28,967 | 21,674 | 19,632 | 19,833 | 17,138 | 17,647 | 15,820 | 18,276 | 17,860 | 18,155 | 17,057 | 238,905 |
| Page Views                   | 67,350 | 71,689 | 67,394 | 59,510 | 60,203 | 50,045 | 54,108 | 49,164 | 48,492 | 52,036 | 49,694 | 53,262 | 682,947 |
| Pages per Session            | 1.97   | 1.95   | 2.40   | 2.27   | 2.22   | 2.17   | 2.19   | 2.32   | 2.01   | 2.20   | 2.04   | 2.29   | 34.00   |
| Avg. Session Duration        | 4:32   | 5:27   | 6:14   | 6:30   | 4:54   | 4:47   | 6:08   | 6:25   | 5:09   | 5:40   | 6:45   | 6:33   | 5:25    |

June 2025

# APP Data

| App Download Data FY 2024-2025 |                | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD          |
|--------------------------------|----------------|------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|--------------|
| <b>211 App</b>                 | <b>iPhone</b>  | 554  | 203 | 250  | 257 | 186 | 173 | 228 | 153 | 188 | 234 | 175 | 211  | 2,812        |
|                                | <b>Android</b> | 373  | 276 | 256  | 231 | 200 | 223 | 227 | 159 | 181 | 215 | 198 | 217  | 2,756        |
|                                |                |      |     |      |     |     |     |     |     |     |     |     |      | <b>5,568</b> |
| <b>211 Youth App</b>           | <b>iPhone</b>  | 36   | 17  | 33   | 17  | 18  | 15  | 14  | 12  | 9   | 20  | 13  | 25   | 204          |
|                                | <b>Android</b> | 19   | 5   | 15   | 14  | 20  | 6   | 13  | 8   | 6   | 6   | 9   | 9    | 130          |
|                                |                |      |     |      |     |     |     |     |     |     |     |     |      | <b>334</b>   |



Nevada