Fiscal Year 2024/25

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June 2025

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)	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
Average Time to Answer	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%
Total Calls Answered in Two Minutes or less	2,780	3,399	3,334	3,525	2,955	4,630	6,911	6,605	7,181	6,312	7,186	6,515	61,333
Under the two-minute limit	59.72%	48.59%	51.12%	53.36%	51.15%	66.60%	75.09%	83.87%	85.71%	75.60%	82.52%	78.42%	69.44%

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June 2025

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%	14.26%

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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

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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

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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) - **(PIP Goal=95%)**	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

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

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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

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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	5,25 7
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

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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%	86.5%

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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%

June 2025

Web Data

Nevada211.org Web Data	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
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	214,092
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	24,813
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

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APP Data

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

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