Financial Guidance Center

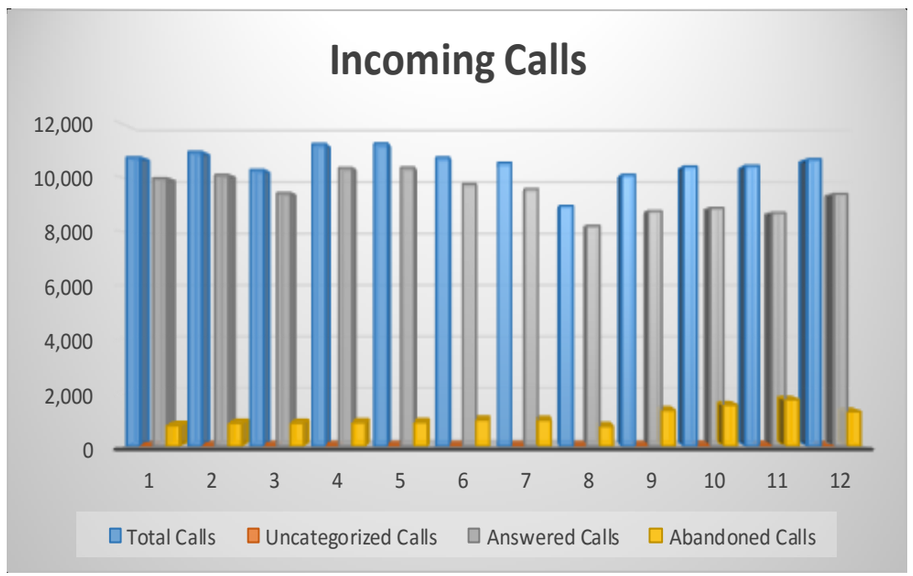
Nevada 2-1-1™

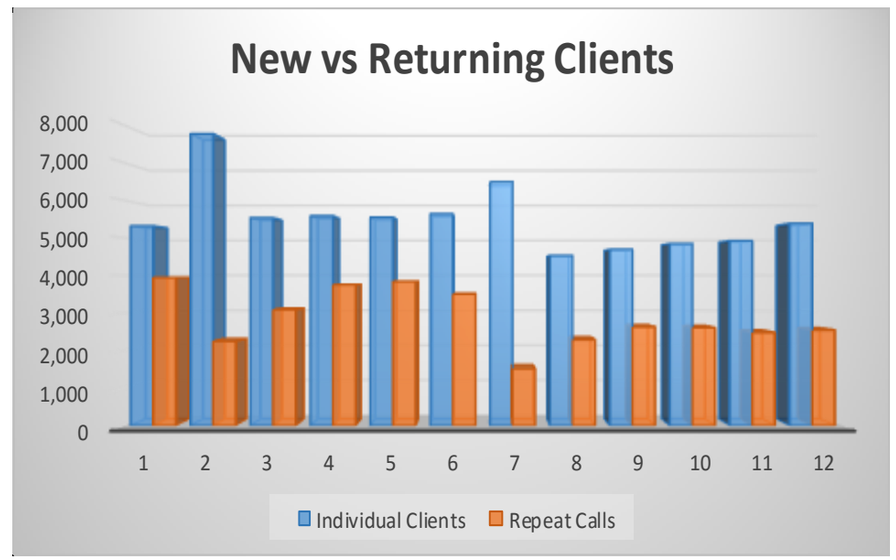
Get Connected. Get Answers.

# Fiscal Year 2015/16

# Call Data

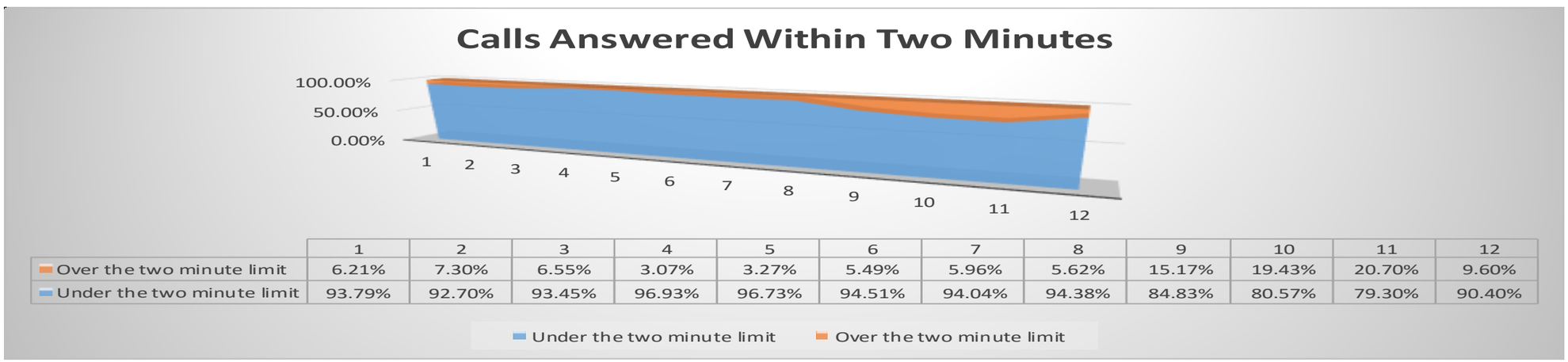
| Incoming Calls | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Total Calls | 10,761 | 10,965 | 10,295 | 11,258 | 11,275 | 10,755 | 10,559 | 8,955 | 10,105 | 10,421 | 10,444 | 10,689 | 126,482 |
| Uncategorized Calls | 1 | 0 | 5 | 4 | 5 | 4 | 3 | 4 | 6 | 9 | 9 | 0 | 50 |
| Answered Calls | 9,983 | 10,105 | 9,430 | 10,369 | 10,381 | 9,769 | 9,583 | 8,209 | 8,759 | 8,876 | 8,697 | 9,400 | 113,561 |
| Abandoned Calls | 777 | 860 | 860 | 885 | 889 | 982 | 973 | 742 | 1,340 | 1,536 | 1,738 | 1,289 | 12,871 |
| **Answered Calls** | | | | | | | | | | | | | |
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Total Answered Calls | 9,983 | 10,105 | 9,430 | 10,369 | 10,381 | 9,769 | 9,583 | 8,209 | 8,759 | 8,876 | 8,697 | 9,400 | 113,561 |
| 311-411-911-211 Out of State | 722 | 94 | 811 | 1,038 | 995 | 634 | 1,580 | 1,391 | 1,440 | 1,426 | 1,295 | 1,473 | 12,899 |
| Individual Clients | 5,316 | 7,764 | 5,530 | 5,582 | 5,546 | 5,639 | 6,485 | 4,528 | 4,689 | 4,843 | 4,921 | 5,380 | 66,223 |
| Repeat Calls | 3,945 | 2,247 | 3,089 | 3,749 | 3,840 | 3,503 | 1,518 | 2,290 | 2,630 | 2,607 | 2,481 | 2,547 | 34,446 |
| **Average Talk Time** | | | | | | | | | | | | | |
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| | 5:04 | 4:38 | 4:11 | 3:42 | 3:23 | 3:36 | 4:06 | 4:43 | 4:39 | 4:29 | 4:38 | 4:35 | 4:17 |



# Call Data

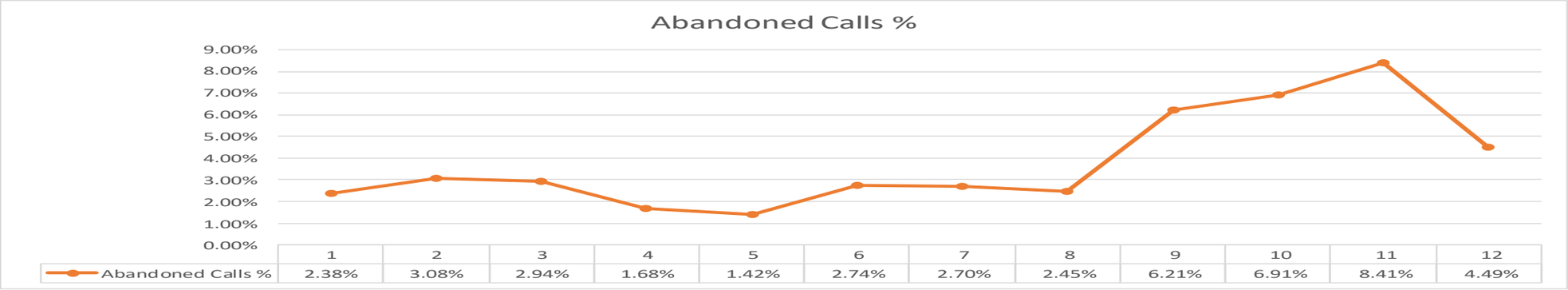
| Answered Calls Wait Time | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total Answered Calls | 9,983 | 10,105 | 9,430 | 10,369 | 10,381 | 9,769 | 9,583 | 8,209 | 8,759 | 8,876 | 8,697 | 9,400 | 113,561 |
| Under 30 seconds | 8,583 | 8,440 | 7,777 | 9,267 | 9,286 | 8,198 | 8,090 | 7,018 | 6,206 | 5,879 | 5,545 | 7,417 | 91,706 |
| Between 30 & 60 seconds | 344 | 441 | 430 | 368 | 405 | 498 | 443 | 351 | 549 | 487 | 568 | 482 | 5,366 |
| Between 60 & 90 seconds | 235 | 246 | 353 | 231 | 211 | 320 | 284 | 209 | 361 | 388 | 423 | 321 | 3,582 |
| Between 90 & 120 seconds | 201 | 240 | 252 | 185 | 140 | 217 | 195 | 170 | 314 | 397 | 361 | 278 | 2,950 |
| Between 120 & 150 seconds | 228 | 276 | 264 | 124 | 140 | 218 | 225 | 186 | 430 | 545 | 565 | 344 | 3,545 |
| Between 150 & 180 seconds | 111 | 125 | 107 | 45 | 59 | 116 | 82 | 90 | 186 | 247 | 230 | 158 | 1,556 |
| Between 180 & 210 seconds | 83 | 116 | 92 | 62 | 51 | 70 | 79 | 60 | 212 | 267 | 295 | 117 | 1,504 |
| Between 210 & 240 seconds | 60 | 60 | 36 | 25 | 35 | 40 | 47 | 41 | 123 | 124 | 152 | 92 | 835 |
| Between 240 & 270 seconds | 45 | 49 | 37 | 22 | 18 | 30 | 43 | 26 | 99 | 139 | 143 | 58 | 709 |
| Between 270 & 300 seconds | 32 | 27 | 31 | 16 | 7 | 12 | 30 | 14 | 61 | 86 | 84 | 32 | 432 |
| Greater than 300 seconds | 61 | 85 | 51 | 24 | 29 | 50 | 65 | 44 | 218 | 317 | 331 | 101 | 1,376 |
| **Time to answer** | | | | | | | | | | | | | |
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Average Time to Answer | :24 | :27 | :26 | :18 | :18 | :24 | :25 | :23 | :48 | :59 | 1:03 | :33 | :32 |
| Longest time to answer | 18:04 | 11:37 | 12:49 | 12:37 | 13:37 | 14:18 | 11:38 | 16:53 | 14:39 | 17:13 | 14:33 | 21:03 | 21:03 |
| Under the two minute limit | 93.79% | 92.70% | 93.45% | 96.93% | 96.73% | 94.51% | 94.04% | 94.38% | 84.83% | 80.57% | 79.30% | 90.40% | 91.23% |
| Over the two minute limit | 6.21% | 7.30% | 6.55% | 3.07% | 3.27% | 5.49% | 5.96% | 5.62% | 15.17% | 19.43% | 20.70% | 9.60% | 8.77% |




| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Over the two minute limit | 6.21% | 7.30% | 6.55% | 3.07% | 3.27% | 5.49% | 5.96% | 5.62% | 15.17% | 19.43% | 20.70% | 9.60% |
| Under the two minute limit | 93.79% | 92.70% | 93.45% | 96.93% | 96.73% | 94.51% | 94.04% | 94.38% | 84.83% | 80.57% | 79.30% | 90.40% |

# Call Data

| Abandoned Calls | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 778 | 860 | 860 | 885 | 889 | 982 | 973 | 742 | 1340 | 1536 | 1738 | 1289 | 12872 |
| Average time to abandon | :48 | :57 | :44 | :29 | :27 | :39 | :38 | :35 | 2:01 | 1:06 | 2:06 | 1:56 | :50 |
| Longest time to abandon | 9:10 | 10:24 | 8:50 | 10:48 | 10:55 | 7:00 | 7:13 | 7:27 | 9:07 | 12:37 | 13:54 | 9:20 | 13:54 |
| Abandoned Calls prior to 40 seconds | 522 | 522 | 557 | 696 | 729 | 687 | 688 | 523 | 712 | 816 | 860 | 809 | 8121 |
| Abandoned Calls after 40 seconds | 256 | 338 | 303 | 189 | 160 | 295 | 285 | 219 | 628 | 720 | 878 | 480 | 4751 |
| Abandoned Calls % | 2.38% | 3.08% | 2.94% | 1.68% | 1.42% | 2.74% | 2.70% | 2.45% | 6.21% | 6.91% | 8.41% | 4.49% | 3.76% |

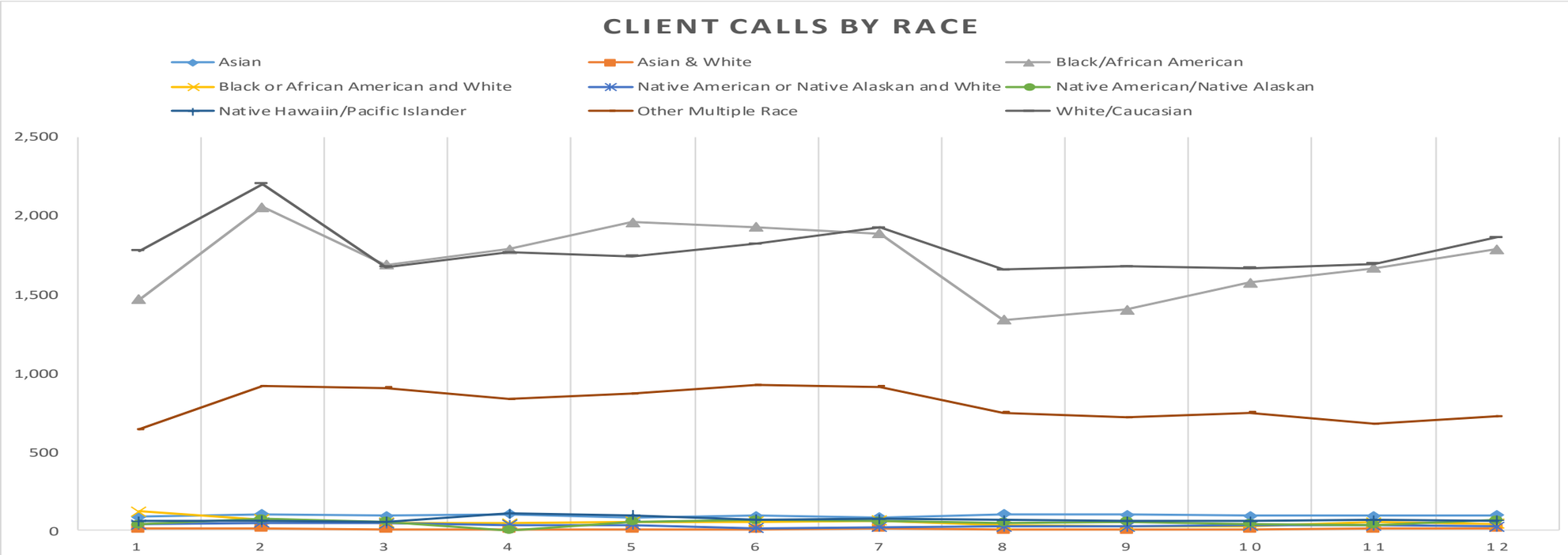



| 311-411-911-211 Out of State | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 722 | 94 | 811 | 1,038 | 995 | 634 | 1,580 | 1,391 | 1,440 | 1,426 | 1,295 | 1,473 | 12,899 |
| 211 | 68 | 12 | 80 | 100 | 106 | 80 | 87 | 179 | 86 | 83 | 75 | 113 | 1,069 |
| 311 | 198 | 16 | 261 | 235 | 230 | 154 | 161 | 170 | 217 | 208 | 198 | 216 | 2,264 |
| 411 | 425 | 60 | 293 | 361 | 469 | 289 | 354 | 339 | 390 | 338 | 394 | 397 | 4,109 |
| 511 | 3 | 0 | 0 | 0 | 0 | 8 | 12 | 8 | 19 | 20 | 14 | 9 | 93 |
| 611 | 6 | 0 | 0 | 16 | 10 | 9 | 16 | 40 | 17 | 18 | 11 | 20 | 163 |
| 711 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 4 |
| 811 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 3 | 11 | 2 | 19 |
| 911 | 11 | 4 | 6 | 10 | 10 | 7 | 13 | 10 | 9 | 12 | 12 | 14 | 118 |
| Abusive Caller | | | 4 | 24 | 23 | 15 | 15 | 12 | 4 | 3 | 6 | 3 | 109 |
| Crisis | | | | | | | | 16 | 29 | 22 | 14 | 23 | 104 |
| Disconnects | 10 | 2 | 167 | 292 | 147 | 63 | 109 | 175 | 217 | 167 | 166 | 189 | 1,704 |
| Static | | | | | | 5 | 787 | 356 | 364 | 498 | 336 | 392 | 2,738 |
| Unknown | | | | | | 2 | 24 | 45 | 18 | 23 | 19 | 23 | 154 |
| Wrong Number | | | | | | | | 40 | 70 | 31 | 38 | 72 | 251 |

# Call Data

| Clients By County | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 5,316 | 7,764 | 5,530 | 5,582 | 5,546 | 5,639 | 8,103 | 4,528 | 4,689 | 4,843 | 4,921 | 5,380 | 67,841 |
| Carson City | 33 | 42 | 32 | 31 | 36 | 28 | 39 | 25 | 42 | 42 | 29 | 36 | 415 |
| Churchill | 5 | 10 | 6 | 7 | 8 | 9 | 5 | 38 | 7 | 8 | 9 | 3 | 115 |
| Clark | 4,422 | 5,335 | 4,887 | 4,865 | 4,868 | 4,976 | 4,969 | 3,616 | 3,924 | 4,134 | 4,248 | 4,586 | 54,830 |
| Douglas | 10 | 11 | 13 | 10 | 12 | 7 | 17 | 13 | 16 | 10 | 14 | 8 | 141 |
| Elko | 9 | 20 | 23 | 11 | 9 | 18 | 21 | 12 | 12 | 17 | 10 | 9 | 171 |
| Esmeralda | 1 | 0 | 6 | 4 | 0 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 15 |
| Eureka | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 2 | 2 | 1 | 0 | 0 | 8 |
| Humboldt | 5 | 4 | 4 | 2 | 6 | 11 | 14 | 4 | 2 | 2 | 5 | 4 | 63 |
| Lander | 0 | 1 | 1 | 1 | 1 | 1 | 4 | 1 | 1 | 3 | 2 | 4 | 20 |
| Lincoln | 2 | 1 | 10 | 9 | 2 | 4 | 5 | 4 | 1 | 2 | 2 | 2 | 44 |
| Lyon | 16 | 25 | 28 | 22 | 23 | 25 | 20 | 25 | 18 | 15 | 13 | 27 | 257 |
| Mineral | 2 | 1 | 9 | 2 | 1 | 1 | 0 | 1 | 2 | 1 | 2 | 1 | 23 |
| Nye | 16 | 21 | 22 | 26 | 22 | 27 | 26 | 25 | 32 | 30 | 25 | 33 | 305 |
| Pershing | 3 | 0 | 0 | 1 | 2 | 3 | 0 | 1 | 1 | 0 | 0 | 0 | 11 |
| Storey | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 4 |
| Washoe | 338 | 442 | 376 | 400 | 386 | 363 | 381 | 368 | 337 | 312 | 291 | 319 | 4,313 |
| White Pine | 2 | 2 | 1 | 1 | 4 | 4 | 3 | 3 | 1 | 0 | 1 | 3 | 25 |
| Other Zip Codes | 42 | 55 | 38 | 38 | 24 | 30 | 31 | 184 | 280 | 40 | 49 | 345 | 1,156 |
| No Input | 409 | 1,794 | 72 | 151 | 141 | 131 | 2,568 | 205 | 9 | 224 | 221 | 0 | 5,925 |

# Demographics




| Race | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 5,316 | 7,764 | 5,530 | 5,582 | 5,546 | 5,639 | 8,064 | 4,528 | 4,689 | 4,843 | 4,921 | 5,380 | 67,802 |
| Asian | 84 | 100 | 91 | 103 | 78 | 91 | 82 | 100 | 97 | 92 | 92 | 93 | 1,103 |
| Asian & White | 8 | 12 | 7 | 4 | 4 | 7 | 14 | 3 | 1 | 4 | 10 | 12 | 86 |
| Black/African American | 1,466 | 2,054 | 1,687 | 1,785 | 1,959 | 1,928 | 1,884 | 1,338 | 1,401 | 1,575 | 1,665 | 1,785 | 20,527 |
| Black or African American and White | 117 | 68 | 47 | 43 | 52 | 54 | 59 | 33 | 25 | 27 | 51 | 39 | 615 |
| Native American or Native Alaskan and White | 35 | 46 | 42 | 33 | 32 | 14 | 19 | 23 | 24 | 29 | 30 | 23 | 350 |
| Native American/Native Alaskan | 35 | 70 | 52 | 0 | 52 | 63 | 56 | 45 | 53 | 40 | 32 | 63 | 561 |
| Native Hawaiin/Pacific Islander | 58 | 61 | 55 | 105 | 93 | 67 | 72 | 64 | 56 | 57 | 65 | 60 | 813 |
| Other Multiple Race | 641 | 916 | 904 | 832 | 867 | 923 | 911 | 746 | 716 | 746 | 675 | 723 | 9,600 |
| White/Caucasian | 1,775 | 2,202 | 1,672 | 1,765 | 1,740 | 1,819 | 1,923 | 1,654 | 1,677 | 1,665 | 1,692 | 1,863 | 21,447 |
| Text | | | | | | 26 | 61 | 46 | 48 | 34 | 35 | 27 | 277 |
| Chose not to answer | 1,097 | 781 | 518 | 483 | 432 | 398 | 356 | 205 | 214 | 185 | 207 | 230 | 5,106 |
| X-1-1 & Static Calls | | 1,454 | 455 | 429 | 237 | 249 | 207 | 271 | 377 | 389 | 367 | 462 | 4,897 |
| Web Import | | | | | | | 2,420 | | | | | | 2,420 |

# Demographics

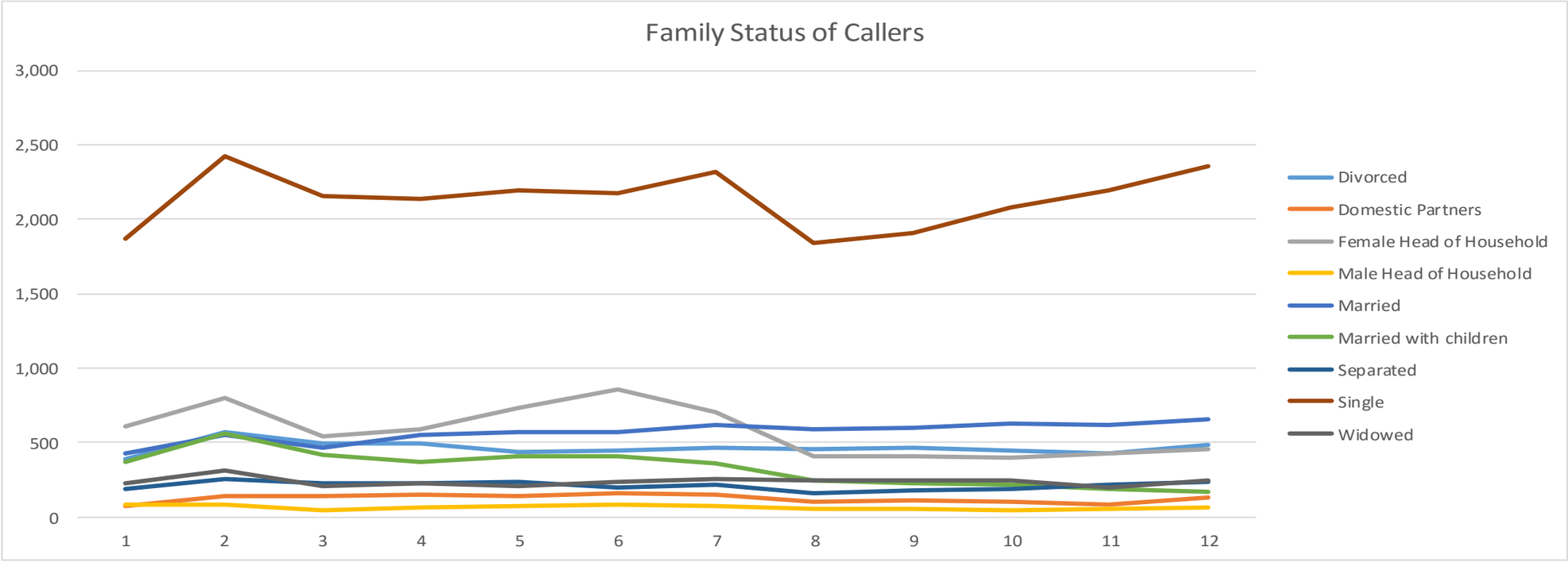
| Ethnicity | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 5,316 | 7,764 | 5,530 | 5,582 | 5,546 | 5,639 | 8,064 | 4,528 | 4,689 | 4,843 | 4,921 | 5,380 | 67,802 |
| Hispanic or Latino | 879 | 1,132 | 984 | 969 | 1,026 | 1,074 | 1,462 | 846 | 813 | 820 | 868 | 968 | 11,841 |
| Not Hispanic or Latino | 3,267 | 4,128 | 3,587 | 3,700 | 3,852 | 3,884 | 5,616 | 3,163 | 3,255 | 3,415 | 3,447 | 3,691 | 45,005 |
| Chose not to answer | 619 | 339 | 492 | 486 | 430 | 402 | 710 | 204 | 190 | 182 | 202 | 227 | 4,483 |
| Text | | | | | | 29 | 61 | 44 | 44 | 32 | 32 | 28 | 270 |
| X-1-1 & Static Calls | | 54 | 467 | 427 | 237 | 250 | 212 | 271 | 387 | 394 | 372 | 466 | 3,537 |
| No Input | 551 | 2,111 | | | 1 | | 3 | | | | | | 2,666 |

| Gender | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 5,316 | 7,764 | 5,530 | 5,582 | 5,546 | 5,639 | 8,064 | 4,528 | 4,689 | 4,843 | 4,921 | 5,380 | 67,802 |
| Female | 3,443 | 4,509 | 3,847 | 3,850 | 4,030 | 4,135 | 4,038 | 3,080 | 3,190 | 3,383 | 3,515 | 3,748 | 44,768 |
| Male | 1,146 | 1,370 | 1,232 | 1,344 | 1,318 | 1,335 | 1,410 | 1,237 | 1,213 | 1,174 | 1,126 | 1,273 | 15,178 |
| Transgender | 4 | 4 | 5 | 7 | 4 | 6 | 1 | 3 | 2 | 3 | 3 | 4 | 46 |
| Chose not to answer | 285 | 47 | 147 | 135 | 84 | 49 | 64 | 19 | 10 | 17 | 22 | 24 | 903 |
| X-1-1 & Static Calls | | 20 | 299 | 245 | 110 | 99 | 98 | 160 | 245 | 242 | 234 | 308 | 2,060 |
| Text | | | | | | 14 | 33 | 29 | 29 | 24 | 21 | 23 | 173 |
| No Input | 438 | 1,814 | | 1 | | 1 | 2,420 | | | | | | 4,674 |

| Age | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 5,316 | 7,764 | 5,530 | 5,582 | 5,546 | 5,639 | 5,644 | 4,528 | 4,689 | 4,843 | 4,921 | 5,380 | 65,382 |
| 90 - 99 | 13 | 6 | 5 | 16 | 6 | 10 | 12 | 9 | 7 | 9 | 8 | 12 | 113 |
| 80 - 89 | 77 | 90 | 63 | 73 | 62 | 58 | 83 | 93 | 102 | 85 | 73 | 95 | 954 |
| 70 - 79 | 195 | 285 | 215 | 207 | 175 | 205 | 263 | 256 | 260 | 259 | 206 | 264 | 2,790 |
| 60 - 69 | 475 | 632 | 521 | 501 | 488 | 507 | 615 | 629 | 603 | 600 | 551 | 572 | 6,694 |
| 50 - 59 | 823 | 1,128 | 928 | 949 | 977 | 998 | 1,046 | 914 | 925 | 917 | 869 | 971 | 11,445 |
| 40 - 49 | 855 | 1,107 | 933 | 1,015 | 1,018 | 1,021 | 1,019 | 812 | 829 | 784 | 799 | 876 | 11,068 |
| 30 - 39 | 994 | 1,324 | 1,118 | 1,113 | 1,292 | 1,287 | 1,266 | 834 | 887 | 968 | 1,033 | 1,104 | 13,220 |
| 20 - 29 | 816 | 1,098 | 940 | 951 | 991 | 1,015 | 899 | 605 | 622 | 714 | 833 | 859 | 10,343 |
| 11 - 19 | 48 | 64 | 82 | 83 | 60 | 80 | 48 | 29 | 30 | 48 | 49 | 55 | 676 |
| Chose not to answer | 1,020 | 2,030 | 725 | 674 | 477 | 458 | 393 | 347 | 424 | 459 | 500 | 572 | 8,079 |

# Demographics

| Family Status | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 5,316 | 7,764 | 5,530 | 5,582 | 5,546 | 5,639 | 8,064 | 22,687 | 23,502 | 24,279 | 24,650 | 26,954 | 165,513 |
| Divorced | 386 | 568 | 492 | 494 | 440 | 444 | 467 | 454 | 461 | 444 | 430 | 482 | 5,562 |
| Domestic Partners | 68 | 136 | 135 | 148 | 141 | 161 | 148 | 104 | 114 | 99 | 84 | 129 | 1,467 |
| Female Head of Household | 609 | 801 | 537 | 591 | 732 | 858 | 699 | 409 | 407 | 398 | 424 | 451 | 6,916 |
| Male Head of Household | 80 | 83 | 47 | 62 | 71 | 79 | 76 | 53 | 52 | 40 | 51 | 59 | 753 |
| Married | 431 | 554 | 467 | 553 | 566 | 573 | 619 | 589 | 601 | 631 | 616 | 657 | 6,857 |
| Married with children | 367 | 556 | 412 | 373 | 405 | 407 | 359 | 244 | 226 | 213 | 183 | 170 | 3,915 |
| Separated | 185 | 257 | 228 | 229 | 238 | 195 | 218 | 162 | 174 | 183 | 218 | 235 | 2,522 |
| Single | 1,871 | 2,427 | 2,157 | 2,136 | 2,197 | 2,176 | 2,322 | 1,843 | 1,905 | 2,086 | 2,198 | 2,361 | 25,679 |
| Widowed | 223 | 307 | 211 | 228 | 209 | 231 | 254 | 245 | 248 | 244 | 201 | 241 | 2,842 |
| Text | | | | | | 22 | 55 | 43 | 39 | 32 | 30 | 25 | 246 |
| Chose not to answer | 583 | 207 | 383 | 351 | 298 | 249 | 220 | 125 | 88 | 96 | 124 | 118 | 2,842 |
| X-1-1 & Static Calls | | 33 | 461 | 417 | 248 | 243 | 207 | 257 | 374 | 377 | 362 | 452 | 3,431 |
| No Input | 513 | 1,835 | | | 1 | 1 | 2,420 | | | | | | 4,770 |



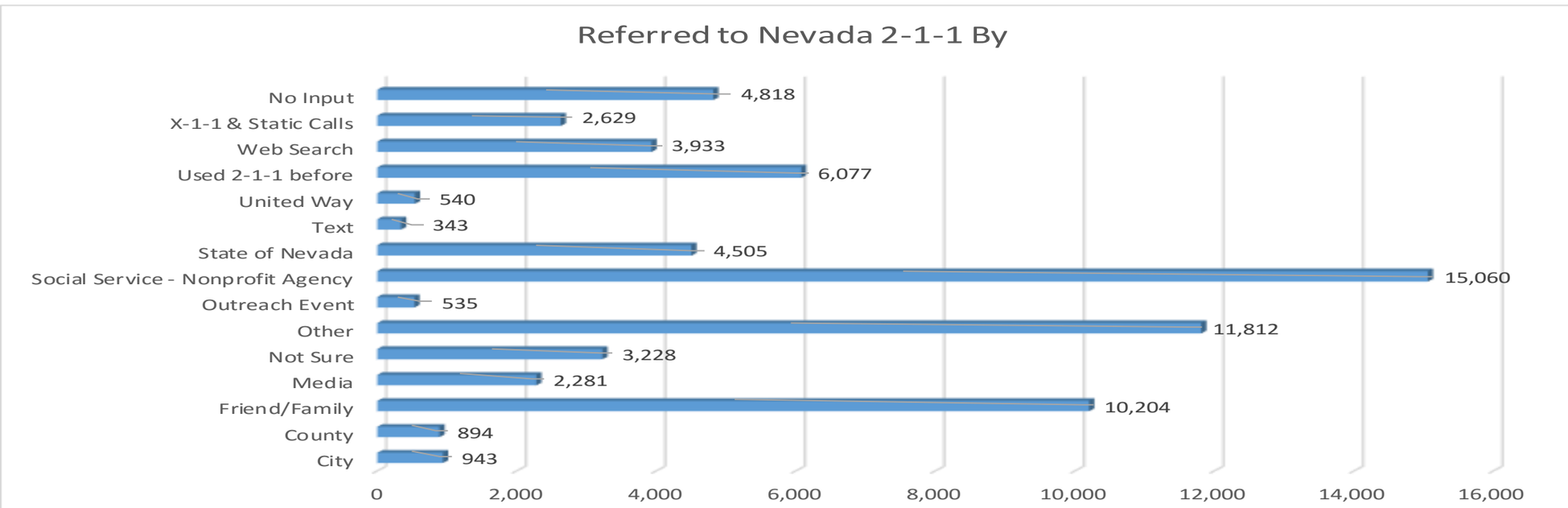
# Demographics

| Preferred Language | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | | | | | 5,546 | 5,639 | 8,064 | 4,528 | 4,689 | 4,843 | 4,921 | 5,380 | 43,610 |
| English | | | | | 4,899 | 5,037 | 4,960 | 3,963 | 4,016 | 4,176 | 4,271 | 4,616 | 35,938 |
| Spanish | | | | | 164 | 167 | 237 | 185 | 177 | 175 | 182 | 195 | 1,482 |
| American Sign Language | | | | | 3 | 5 | 0 | 0 | 1 | 0 | 0 | 1 | 10 |
| Chinese | | | | | 1 | 2 | 1 | 1 | 0 | 1 | 3 | 1 | 10 |
| French | | | | | 2 | 1 | 2 | 0 | 3 | 2 | 1 | 2 | 13 |
| German | | | | | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Hebrew | | | | | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Italian | | | | | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 3 |
| Korean | | | | | 2 | 3 | 2 | 2 | 2 | 2 | 0 | 1 | 14 |
| Russian | | | | | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 6 |
| Tagalog | | | | | 7 | 6 | 1 | 2 | 3 | 1 | 2 | 2 | 24 |
| Vietnamese | | | | | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 4 |
| Undetermined | | | | | 57 | 36 | 12 | 15 | 4 | 5 | 8 | 8 | 145 |
| Text | | | | | 1 | 29 | 46 | 37 | 37 | 28 | 20 | 22 | 220 |
| Other | | | | | 16 | 13 | 12 | 9 | 9 | 18 | 11 | 13 | 101 |
| Declined | | | | | 181 | 124 | 162 | 64 | 53 | 50 | 76 | 60 | 770 |
| X-1-1 & Static Calls | | | | | 210 | 213 | 208 | 248 | 380 | 384 | 346 | 458 | 2,447 |
| No Response | | | | | | | 2,420 | | | | | | 2,420 |

| Email Addresses Added | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 883 | 1,169 | 158 | 129 | 137 | 955 | 94 | 47 | 57 | 64 | 45 | 54 | 3,792 |

# Demographics

| Referred By | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 5,316 | 7,764 | 5,530 | 5,582 | 5,546 | 5,639 | 8,064 | 4,528 | 4,689 | 4,843 | 4,921 | 5,380 | 67,802 |
| City | 70 | 110 | 95 | 126 | 134 | 103 | 95 | 44 | 55 | 38 | 36 | 37 | 943 |
| County | 59 | 107 | 50 | 75 | 80 | 98 | 79 | 65 | 72 | 57 | 71 | 81 | 894 |
| Friend/Family | 784 | 1,117 | 892 | 910 | 946 | 942 | 922 | 669 | 671 | 736 | 765 | 850 | 10,204 |
| Media | 167 | 265 | 175 | 199 | 205 | 177 | 169 | 213 | 216 | 176 | 146 | 173 | 2,281 |
| Not Sure | 304 | 416 | 300 | 277 | 288 | 274 | 272 | 196 | 226 | 226 | 204 | 245 | 3,228 |
| Other | 1,641 | 1,484 | 1,191 | 1,081 | 867 | 797 | 859 | 692 | 699 | 840 | 837 | 824 | 11,812 |
| Outreach Event | 96 | 83 | 45 | 39 | 50 | 37 | 43 | 26 | 34 | 29 | 25 | 28 | 535 |
| Social Service - Nonprofit Agency | 1,199 | 1,485 | 1,060 | 1,197 | 1,386 | 1,515 | 1,527 | 1,158 | 1,114 | 1,055 | 1,182 | 1,182 | 15,060 |
| State of Nevada | 159 | 374 | 398 | 384 | 400 | 429 | 438 | 352 | 369 | 388 | 351 | 463 | 4,505 |
| Text | | | | | | 29 | 63 | 48 | 48 | 30 | 34 | 91 | 343 |
| United Way | | 7 | 48 | 43 | 51 | 49 | 55 | 82 | 62 | 69 | 40 | 34 | 540 |
| Used 2-1-1 before | | 112 | 542 | 603 | 629 | 633 | 591 | 519 | 511 | 579 | 647 | 711 | 6,077 |
| Web Search | 239 | 408 | 343 | 328 | 337 | 351 | 379 | 277 | 309 | 337 | 316 | 309 | 3,933 |
| X-1-1 & Static Calls | | | 391 | 320 | 170 | 204 | 152 | 187 | 303 | 283 | 267 | 352 | 2,629 |
| No Input | 598 | 1,796 | | | 3 | 1 | 2,420 | | | | | | 4,818 |



# Text Messages

| Text Messages | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unique Texters | 90 | 116 | 100 | 100 | 117 | 110 | 139 | 141 | 170 | 116 | 63 | 75 | 1,337 |
| Successful | 71 | 73 | 58 | 69 | 78 | 63 | 83 | 72 | 76 | 63 | 61 | 70 | 837 |
| Dropped | 19 | 43 | 42 | 31 | 39 | 47 | 56 | 74 | 94 | 53 | 2 | 5 | 505 |
| Average texts per conversation: Incoming | 7 | 6 | 6 | 5 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 8 | 6 |
| Average amount of texts per conversation: Outgoing | 15 | 10 | 9 | 8 | 7 | 10 | 9 | 15 | 7 | 9 | 12 | 14 | 10 |
| Actual Incoming Texts | 515 | 538 | 421 | 408 | 552 | 484 | 577 | 430 | 570 | 490 | 362 | 467 | 5,814 |
| Average # of Incoming Texts per week | 129 | 135 | 105 | 102 | 138 | 121 | 144 | 108 | 143 | 123 | 91 | 117 | 121 |
| Actual Outgoing Texts | 1,154 | 939 | 687 | 685 | 722 | 773 | 1,007 | 744 | 896 | 904 | 1,076 | 1,089 | 10,676 |
| Average # of Outgoing Texts per week | 289 | 235 | 172 | 171 | 181 | 193 | 252 | 186 | 224 | 226 | 269 | 272 | 223 |
| **Text Response Rates::** | | | | | | | | | | | | | |
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Under 1m | 8 | 9 | 14 | 13 | 16 | 12 | 22 | 9 | 14 | 10 | 22 | 23 | 172 |
| 1min-5min | 16 | 18 | 19 | 15 | 19 | 14 | 17 | 14 | 25 | 20 | 20 | 24 | 221 |
| 5min-30min | 43 | 35 | 24 | 31 | 29 | 18 | 26 | 29 | 33 | 25 | 23 | 19 | 335 |
| 30min-1hour | 5 | 10 | 3 | 3 | 7 | 5 | 3 | 10 | 4 | 7 | 5 | 8 | 70 |
| 1hour-2hour | 4 | 9 | 1 | 3 | 3 | 3 | 2 | 5 | 1 | 1 | 4 | 0 | 36 |
| 2hour-5 hour | 3 | 2 | 2 | 4 | 1 | 1 | 2 | 1 | 1 | 6 | 1 | 2 | 26 |
| Over 5 hours | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 3 | 2 | 4 | 8 | 3 | 23 |
| No Response | 51 | 137 | 76 | 43 | 69 | 113 | 164 | 183 | 261 | 242 | 286 | 170 | 1,795 |

# Text Messages

| Text Users by State | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| AK | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| AR | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| AZ | 0 | 2 | 1 | 2 | 0 | 3 | 1 | 1 | 2 | 1 | 0 | 2 | 15 |
| CA | 9 | 21 | 15 | 18 | 13 | 7 | 17 | 20 | 26 | 22 | 9 | 8 | 185 |
| CO | 0 | 1 | 0 | 1 | 2 | 3 | 0 | 2 | 0 | 0 | 0 | 1 | 10 |
| DC | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 4 |
| FL | 2 | 2 | 3 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 14 |
| GA | 0 | 1 | 0 | 1 | 3 | 0 | 1 | 2 | 2 | 0 | 0 | 0 | 10 |
| HI | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 4 |
| ID | 1 | 0 | 0 | 0 | 0 | 0 | 3 | 2 | 1 | 0 | 0 | 0 | 7 |
| IL | 2 | 2 | 2 | 0 | 0 | 1 | 1 | 1 | 1 | 2 | 0 | 0 | 12 |
| IN | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 6 |
| KS | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| KY | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 |
| LA | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 3 |
| MA | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 |
| MD | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 3 |
| MI | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 0 | 0 | 5 |
| MO | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 4 |
| MS | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| NC | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| NE | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| NH | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| NJ | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| NV | 66 | 77 | 71 | 71 | 89 | 86 | 97 | 96 | 120 | 85 | 50 | 56 | 964 |
| NY | 1 | 0 | 0 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 10 |
| OH | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 6 |
| OK | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 4 |
| OR | 0 | 1 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 5 |
| PA | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 4 |
| SC | 3 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 5 |
| TN | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 2 | 1 | 0 | 0 | 6 |
| TX | 3 | 1 | 2 | 0 | 1 | 0 | 3 | 1 | 3 | 1 | 2 | 1 | 18 |
| UT | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 6 |
| VA | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 5 |
| WA | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 3 | 0 | 0 | 2 | 12 |
| WI | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 3 |
| WY | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 |

# Referrals

| Did You Receive Assistance from the Referral Agency? | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 49 | 312 | 181 | 18 | 11 | 110 | 29 | 85 | 16 | 17 | 11 | 120 | 959 |
| No | 139 | 416 | 150 | 16 | 20 | 101 | 26 | 100 | 14 | 15 | 15 | 107 | 1,119 |
| Did Not Answer | 22 | 11 | 0 | 137 | 124 | 28 | 159 | 2,219 | 42 | 77 | 95 | 26 | 2,940 |

| Reasons the Agency Did Not Help | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | | | | | | 229 | 118 | 105 | 72 | 109 | 121 | 122 | 876 |
| Other | | | | | | 98 | 47 | 37 | 28 | 39 | 54 | 47 | 350 |
| Did not meet program qualifications | | | | | | 58 | 24 | 18 | 12 | 26 | 24 | 35 | 197 |
| Referral agency had no funding | | | | | | 46 | 27 | 22 | 19 | 20 | 22 | 23 | 179 |
| Chose not to contact referral agency | | | | | | 17 | 12 | 17 | 9 | 14 | 12 | 11 | 92 |
| Incorrect referral - agency did not provide needed resource(s) | | | | | | 5 | 6 | 7 | 3 | 8 | 8 | 5 | 42 |
| Contact information provided was incorrect | | | | | | 3 | 0 | 3 | 1 | 2 | 1 | 1 | 11 |
| Agency closed | | | | | | 2 | 2 | 1 | | | | 0 | 5 |

| Initial Satisfaction Survey | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Number of Participants | 3,992 | 5,411 | 2,918 | 3,258 | 3,162 | 5,639 | 6,485 | 4,528 | 4,689 | 4,843 | 4,921 | 5,380 | 55,226 |
| Number of Responses | 0 | 1,122 | 1,703 | 1,284 | 1,991 | 2,538 | 3,243 | 3,174 | 3,166 | 3,838 | 3,821 | 4,072 | 29,952 |
| Number of Positive Responses | 0 | 1,114 | 1,699 | 1,278 | 1,981 | 2,530 | 3,225 | 3,157 | 3,155 | 3,828 | 3,816 | 4,064 | 29,847 |
| Percentage of Positive Responses | | 99.29% | 99.77% | 99.53% | 99.50% | 99.68% | 99.44% | 99.46% | 99.65% | 99.74% | 99.87% | 99.80% | 99.65% |
| Percentage of Individual Clients Queried | | 20.74% | 58.36% | 39.41% | 62.97% | 45.01% | 50.01% | 70.10% | 67.52% | 79.25% | 77.65% | 75.69% | 54.24% |

| Secondary Follow-Up Calls | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Follow-Up Calls Completed | 210 | 739 | 331 | 171 | 155 | 239 | 214 | 191 | 126 | 206 | 216 | 253 | 3,051 |
| Average Score (5.0) scale | 4.28 | 4.51 | 4.05 | 4.05 | 4.00 | 4.05 | 4.37 | 4.42 | 4.39 | 4.39 | 4.39 | 4.13 | 4.29 |
| % of Individual Clients Surveyed | 3.95% | 9.52% | 5.99% | 3.06% | 2.79% | 4.24% | 3.30% | 4.22% | 2.69% | 4.25% | 4.39% | 4.70% | 4.61% |

# Referrals

| REFERRAL TYPE | CODE | # OF REFERRALS |
|---|---|---|
| | | 194,527 |
| FOOD | BD | 17,821 |
| HOUSING/SHELTER | BH | 39,105 |
| MATERIAL GOODS | BM | 4,853 |
| TRANSPORTATION | BT | 4,919 |
| UTILITIES | BV | 10,830 |
| CONSUMER ASSISTANCE AND PROTECTION | DD | 545 |
| CONSUMER REGULATION | DF | 1,989 |
| MONEY MANAGEMENT | DM | 456 |
| TAX ORGANIZATIONS AND SERVICES | DT | 2,085 |
| COURTS | FC | 319 |
| CRIMINAL CORRECTIONAL SYSTEM | FF | 520 |
| JUDICIAL SERVICES | FJ | 181 |
| LAW ENFORCEMENT AGENCIES | FL | 193 |
| LAW ENFORCEMENT SERVICES | FN | 417 |
| LEGAL ASSISTANCE MODALITIES | FP | 1,983 |
| LEGAL EDUCATION/INFORMATION | FR | 48 |
| LEGAL SERVICES | FT | 4,506 |
| LEGAL SERVICES ORGANIZATIONS | FV | 17 |
| EDUCATIONAL INSTITUTIONS | HD | 782 |
| EDUCATIONAL PROGRAMS | HH | 421 |
| EDUCATIONAL SUPPORT SERVICES | HL | 104 |
| ENVIRONMENTAL PROTECTION AND IMPROVEMENT | JD | 48 |
| PUBLIC HEALTH | JP | 85 |
| PUBLIC SAFETY | JR | 236 |
| HEALTH CARE | LD | 121 |
| GENERAL MEDICAL CARE | LE | 21 |
| HEALTH SCREENING/DIAGNOSTIC SERVICES | LF | 413 |
| HEALTH SUPPORTIVE SERVICES | LH | 3,824 |
| HUMAN REPRODUCTION | L J | 664 |
| INPATIENTHEALTH FACILITIES | LL | 176 |
| OUTPATIENT HEALTH FACILITIES | LN | 2,517 |
| REHABILITATION/HABILITATION SERVICES | LR | 301 |

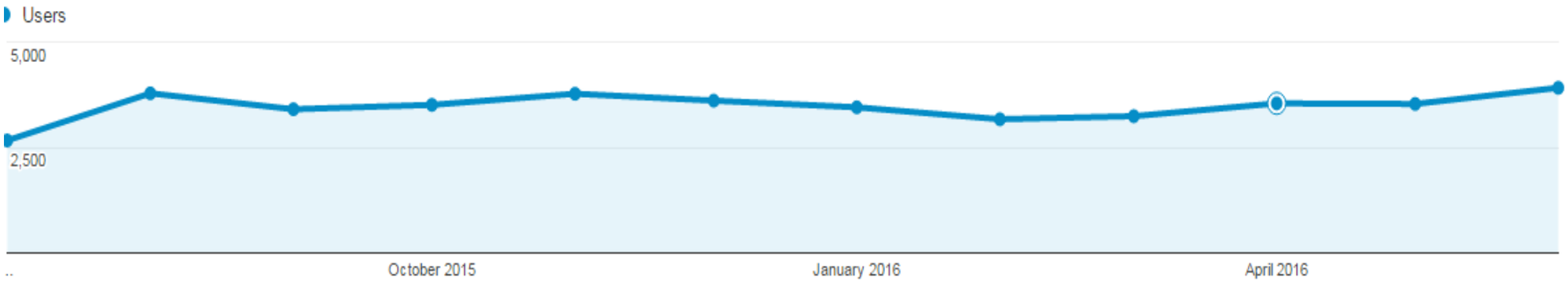
| REFERRAL TYPE | CODE | # OF REFERRALS |
|---|---|---|
| SPECIALIZED TREATMENT | LT | 957 |
| SPECIALTY MEDICINE | LV | 1,674 |
| EMPLOYMENT | ND | 4,643 |
| PUBLIC ASSISTANCE PROGRAMS | NL | 4,152 |
| SOCIAL INSURANCE PROGRAMS | NS | 919 |
| TEMPORARY FINANCIAL ASSISTANCE | NT | 117 |
| DEATH CERTIFICATION/BURIAL ARRANGEMENTS | PB | 100 |
| DOMESTIC ANIMAL SERVICES | PD | 678 |
| INDIVIDUAL AND FAMILY SUPPORT SERVICES | PH | 7,640 |
| LEISURE ACTIVITIES/RECREATION | PL | 266 |
| MUTUAL SUPPORT | PN | 805 |
| SOCIAL DEVELOPMENT AND ENRICHMENT | PS | 266 |
| VOLUNTEER DEVELOPMENT | PW | 20 |
| VOLUNTEER OPPORTUNITIES | PX | 329 |
| COUNSELING APPROACHES | RD | 67 |
| COUNSELING SETTINGS | RF | 867 |
| MENTAL HEALTH CARE FACILITIES | RM | 854 |
| MENTAL HEALTH ASSESSMENT AND TREATMENT | RP | 2,993 |
| MENTAL HEALTH SUPPORT SERVICES | RR | 46 |
| SUBSTANCE USE DISORDER SERVICES | RX | 2,321 |
| ARTS AND CULTURE | TA | 7 |
| COMMUNITY ECONOMIC DEVELOPMENT AND FINANCE | TB | 236 |
| COMMUNITY FACILITIES/CENTERS | TC | 316 |
| COMMUNITY GROUPS AND GOVERNMENT/ADMINISTRATIVE OFFICES | TD | 818 |
| COMMUNITY PLANNING AND PUBLIC WORKS | TE | 657 |
| DONOR SERVICES | TI | 435 |
| INFORMATION SERVICES | TJ | 1,993 |
| MILITARY SERVICE | TM | 23 |
| OCCUPATIONAL/PROFESSIONAL ASSOCIATIONS | TN | 9 |
| ORGANIZATIONAL DEVELOPMENT AND MANAGEMENT SERVICES | TP | 16 |
| POLITICAL ORGANIZATION AND PARTICIPATION | TQ | 96 |
| REFERRALS TO AGENCIES ONLY | | 58,634 |

# Referrals

| | | |
|---|---|---|
| TARGET POPULATIONS | Y | 1,073 |
| AGE GROUPS | YB | 258 |
| BENEFITS RECIPIENTS | YC | 3 |
| CAREGIVERS | YD | 3 |
| DISABILITIES AND HEALTH CONDITIONS | YF | 173 |
| EDUCATIONAL STATUS | YG | 2 |
| ETHNIC GROUPS/NATIONAL ORIGIN | YH | 23 |
| FAMILIES AND INDIVIDUALS NEEDING SUPPORT | YJ | 115 |
| FAMILY RELATIONSHIPS | YK | 24 |
| INCOME/EMPLOYMENT STATUS | YL | 23 |
| LIVING SITUATION/HOUSING STATUS | YM | 9 |
| MILITARY PERSONNEL/CONTRACTORS | YN | 110 |
| OCCUPATIONS | YO | 5 |
| SEX/GENDER | YS | 25 |
| SEXUAL ORIENTATION/DENDER IDENTITIY | YT | 2 |
| TRANSIENTS | YV | 222 |
| VICTIMS/SURVIVORS | YX | 1 |
| TOPICAL IDENTIFIERS/ISSUES | YZ | 75 |

# Website

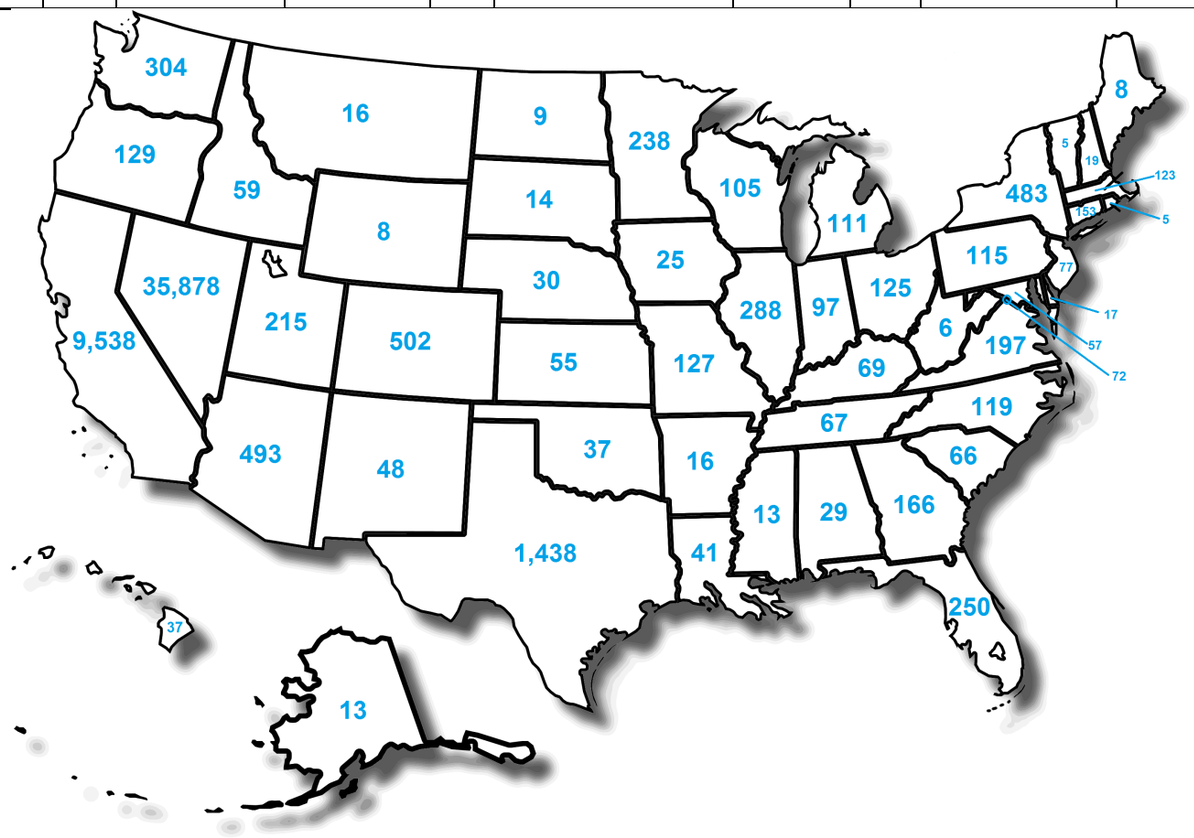
| Nevada211.org Web Data | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Visitor Counts** | | | | | | | | | | | | | |
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| New Visitors | 2,666 | 3,703 | 3,319 | 3,232 | 3,508 | 3,357 | 3,193 | 2,920 | 2,986 | 3,382 | 3,345 | 3,660 | 39,271 |
| Returning Visitors | 648 | 1,267 | 1,392 | 1,345 | 1,320 | 1,265 | 1,410 | 1,243 | 1,258 | 1,514 | 1,451 | 1,599 | 15,712 |




| **Gender** | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Male | 257 | 882 | 847 | 933 | 944 | 868 | 963 | 901 | 852 | 1,060 | 926 | 1,041 | 10,474 |
| Female | 548 | 1,932 | 2,001 | 1,888 | 1,885 | 1,859 | 1,871 | 1,786 | 1,802 | 1,986 | 2,220 | 2,223 | 22,001 |
| **Age Distribution Total Users** | | | | | | | | | | | | | |
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| 18-24 | 112 | 369 | 377 | 307 | 415 | 335 | 431 | 360 | 369 | 404 | 415 | 595 | 4,489 |
| 25-34 | 190 | 745 | 775 | 746 | 753 | 765 | 658 | 643 | 685 | 812 | 1,008 | 964 | 8,744 |
| 35-44 | 195 | 667 | 614 | 613 | 546 | 554 | 599 | 500 | 526 | 704 | 673 | 619 | 6,810 |
| 45-54 | 136 | 448 | 483 | 484 | 482 | 421 | 486 | 448 | 405 | 466 | 521 | 413 | 5,193 |
| 55-64 | 87 | 284 | 338 | 393 | 300 | 342 | 354 | 386 | 298 | 361 | 314 | 253 | 3,710 |
| 65+ | 44 | 137 | 101 | 121 | 140 | 118 | 121 | 159 | 167 | 138 | 134 | 119 | 1,499 |
| **Age Distribution New Users** | | | | | | | | | | | | | 0 |
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| 18-24 | 90 | 294 | 278 | 223 | 275 | 231 | 308 | 244 | 278 | 303 | 295 | 431 | 3,250 |
| 25-34 | 148 | 496 | 496 | 480 | 481 | 429 | 436 | 410 | 412 | 521 | 637 | 525 | 5,471 |
| 35-44 | 138 | 436 | 406 | 409 | 387 | 332 | 369 | 324 | 345 | 455 | 410 | 384 | 4,395 |
| 45-54 | 94 | 297 | 304 | 322 | 306 | 299 | 266 | 290 | 264 | 314 | 323 | 261 | 3,340 |
| 55-64 | 57 | 188 | 234 | 213 | 216 | 192 | 215 | 240 | 205 | 222 | 211 | 164 | 2,357 |
| 65+ | 21 | 85 | 85 | 90 | 78 | 86 | 104 | 114 | 98 | 84 | 99 | 80 | 1,024 |

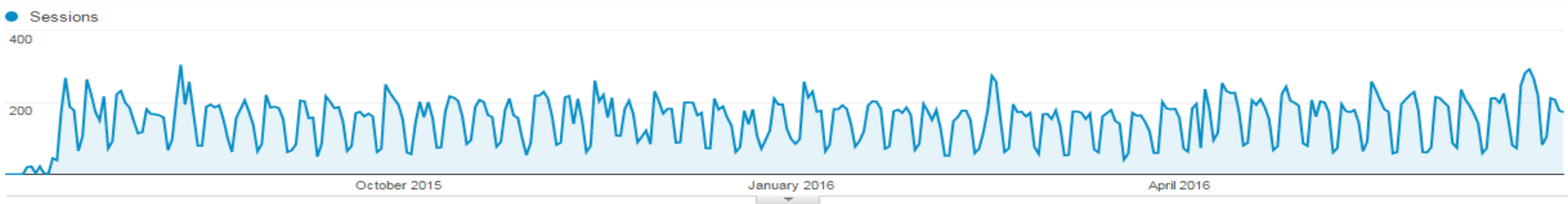
# Website

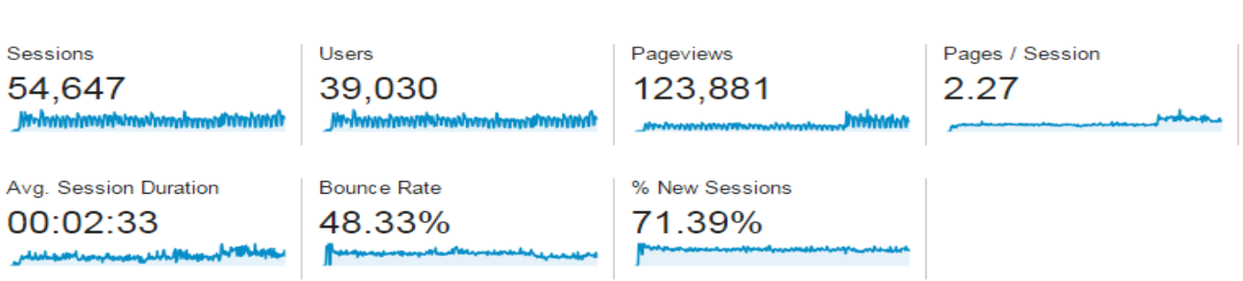
| Web Pageviews State | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Nevada | 35,878 | 11 | Utah | 215 | 21 | Michigan | 111 | 31 | Kansas | 55 | 41 | Arkansas | 16 |
| 2 | California | 9,538 | 12 | Virginia | 197 | 22 | Wisconsin | 105 | 32 | New Mexico | 48 | 42 | Montana | 16 |
| 3 | Texas | 1,438 | 13 | Georgia | 166 | 23 | Indiana | 97 | 33 | Louisiana | 41 | 43 | South Dakota | 14 |
| 4 | Colorado | 502 | 14 | Connecticut | 153 | 24 | New Jersey | 77 | 34 | Hawaii | 37 | 44 | Alaska | 13 |
| 5 | Arizona | 493 | 15 | Oregon | 129 | 25 | District of Columbia | 72 | 35 | Oklahoma | 37 | 45 | Mississippi | 13 |
| 6 | New York | 483 | 16 | Missouri | 127 | 26 | Kentucky | 69 | 36 | Nebraska | 30 | 46 | North Dakota | 9 |
| 7 | Washington | 304 | 17 | Ohio | 125 | 27 | Tennessee | 67 | 37 | Alabama | 29 | 47 | Maine | 8 |
| 8 | Illinois | 288 | 18 | Massachusetts | 123 | 28 | South Carolina | 66 | 38 | Iowa | 25 | 48 | Wyoming | 8 |
| 9 | Florida | 250 | 19 | North Carolina | 119 | 29 | Idaho | 59 | 39 | New Hampshire | 19 | 49 | West Virginia | 6 |
| 10 | Minnesota | 238 | 20 | Pennsylvania | 115 | 30 | Maryland | 57 | 40 | Delaware | 17 | 50 | Rhode Island | 5 |
| | | | | | | | | | | | | 51 | Vermont | 5 |

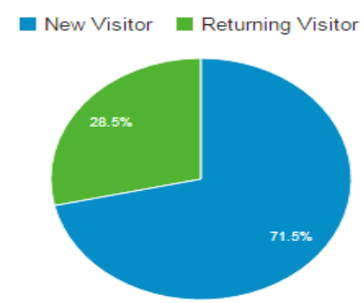


# Website

| Top Countries - Pageviews by Country | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| United States | 2,816 | 4,494 | 4,440 | 4,479 | 4,427 | 4,374 | 4,541 | 4,133 | 4,179 | 4,705 | 4,643 | 5,063 | 52,294 |
| Brazil | 24 | 28 | 5 | 12 | 16 | 4 | 1 | 5 | 17 | 33 | 42 | 44 | 231 |
| Canada | 8 | 4 | 3 | 8 | 9 | 12 | 0 | 3 | 2 | 5 | 5 | 2 | 61 |
| Spain | 3 | 2 | 0 | 4 | 9 | 12 | 0 | 0 | 1 | 2 | 2 | 0 | 35 |
| China | 36 | 33 | 7 | 8 | 33 | 22 | 6 | 0 | 1 | 0 | 2 | 4 | 152 |
| India | 8 | 8 | 2 | 6 | 12 | 6 | 5 | 2 | 3 | 7 | 2 | 9 | 70 |
| Japan | 30 | 12 | 3 | 5 | 13 | 14 | 1 | 1 | 1 | 1 | 2 | 1 | 84 |
| Russia | 15 | 8 | 2 | 5 | 50 | 9 | 8 | 0 | 6 | 1 | 2 | 0 | 106 |
| United Kingdom | 12 | 12 | 2 | 4 | 8 | 14 | 4 | 2 | 6 | 12 | 9 | 85 | 170 |
| **Session Data** | | | | | | | | | | | | | |
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
| Sessions | 3,314 | 4,827 | 4,517 | 4,577 | 4,828 | 4,622 | 4,603 | 4,163 | 4,244 | 4,896 | 4,796 | 5,259 | 54,646 |
| Users | 2,665 | 3,782 | 3,405 | 3,509 | 3,772 | 3,609 | 3,451 | 3,168 | 3,241 | 3,544 | 3,530 | 3,913 | 41,589 |
| Page Views | 5,870 | 8,946 | 8,574 | 8,651 | 8,838 | 8,111 | 8,585 | 8,120 | 7,839 | 16,568 | 17,247 | 16,527 | 123,876 |
| Pages per Session | 1.77 | 1.85 | 1.90 | 1.89 | 1.83 | 1.75 | 1.87 | 1.95 | 1.85 | 3.38 | 3.60 | 3.14 | 2.17 |
| Avg. Session Duration | 2:05 | 2:11 | 2:19 | 2:03 | 2:03 | 1:53 | 2:25 | 2:44 | 2:16 | 3:37 | 3:36 | 3:07 | 2:33 |
| Bounce Rate | 55.43% | 52.33% | 48.48% | 49.73% | 52.46% | 54.18% | 52.51% | 52.20% | 51.79% | 39.24% | 36.07% | 40.08% | 49.21% |
| New Sessions | 80.42% | 75.08% | 70.27% | 70.53% | 72.51% | 72.54% | 69.26% | 70.12% | 70.33% | 68.93% | 69.68% | 69.56% | 71.58% |



# Database Changes

| Referral Search Tests | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Number of tests conducted | | | | | | 6 | | | | | | 6 | 12 |
| Percentage of accuracy | | | | | | 87.00% | | | | | | 90.00% | 88.50% |

| Database Disruptions | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Number of Disruptions | 3 | 2 | 4 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 21 |
| Total Time Unavailable | 15 Minutes | 4 Minutes | 48 Minutes | 8 Minutes | 15 Minutes | 9 Minutes | 47 Minutes | 22 minutes | 2 minutes | 15 minutes | 26 minutes | 19 Minutes | 230 |

| Database Changes | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Agencies Created | 1 | 0 | 1 | 4 | 12 | 3 | 3 | 1 | 5 | 0 | 4 | 2 | 36 |
| Agencies Edited | 6 | 3 | 1,159 | 38 | 43 | 130 | 190 | 240 | 118 | 76 | 54 | 132 | 2,189 |
| | | | | | | | | | | | | | |
| Programs Created | 1 | 0 | 0 | 15 | 27 | 78 | 45 | 14 | 28 | 22 | 72 | 33 | 335 |
| Programs Edited | 11 | 8 | 9 | 40 | 64 | 217 | 216 | 105 | 143 | 133 | 121 | 215 | 1,282 |
| | | | | | | | | | | | | | |
| Services Created | 1 | 2 | 1 | 57 | 77 | 179 | 115 | 37 | 62 | 61 | 123 | 128 | 843 |
| Services Edited | 5 | 143 | 492 | 586 | 328 | 988 | 299 | 373 | 230 | 273 | 261 | 423 | 4,401 |

| Client Base | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| New Clients | 5,556 | 6,645 | 4,741 | 4,590 | 3,975 | 3,754 | 6,024 | 3,348 | 3,594 | 3,361 | 3,840 | 3,520 | 52,948 |