

2.1.1

Nevada

Call Data

Incoming Calls													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Call Offered – Incoming 211 Queue	13,490	13,949	12,697	11,420	11,390	11,152	13,351	11,418	12,360	13,219	12,930	12,460	149,836
Answered Calls – Incoming 211 Queue	4,641	6,975	6,510	6,589	5,771	6,966	9,111	8,340	8,484	8,297	8,650	8,171	88,505
Call Answered – Call Back Queue	4,048	1,266	1,174	817	1,044	749	1,267	1,487	2,121	2,178	2,255	1,928	20,530
Abandoned Calls	4,720	5,654	4,952	4,014	4,575	3,437	2,973	1,591	1,755	2,744	2,025	2,361	40,801
Type of Client													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Repeat Callers	1,493	1,754	1,595	1,688	1,370	1,539	1,953	1,867	1,923	2,028	2,204	1,961	21,372
Call (Inbound)	3,774	6,127	5,420	5,425	4,695	5,462	7,207	6,690	6,857	6,465	6,552	6,122	70,796
Call Back Queue	3,418	1,015	1,006	663	872	445	280	77	44	135	91	136	8,182
MCH	90	141	116	114	91	124	160	143	140	193	193	205	1,710
Email	38	56	58	54	44	19	53	29	18	32	25	16	443
In Person	7	8	2	0	1	4	1	2	2	0	0	2	29
Text Clients	711	1,075	1,023	1,017	1,154	771	573	375	385	490	523	487	8,584
Chat Clients	588	558	535	485	515	464	590	395	403	415	457	463	5,868
Disaster Form	0	12	0	1	0	42	0	0	0	0	1	0	56
PREA Form	0	0	0	0	0	0	0	0	0	0	0	0	0
Talk Time Telephone Calls													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Average Talk Time Telephone System (Minutes)	5:33	6:06	6:01	6:26	6:26	6:49	7:13	7:34	7:20	7:06	6:49	7:10	6:47
Average Time to Answer	5:08	4:59	4:37	4:04	4:54	2:15	1:37	:59	:52	1:34	1:10	1:49	2:37
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%

Call Data

Answered Calls Wait Time													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Answered Calls	4,641	6,975	6,510	6,589	5,771	6,966	9,111	8,340	8,484	8,297	8,650	8,171	88,505
Under 30 seconds	2,260	2,613	2,575	2,772	2,333	3,605	5,427	5,579	6,196	5,001	5,995	5,330	49,686
Between 30 & 60 seconds	208	280	275	254	241	437	647	424	474	572	529	498	4,839
Between 60 & 90 seconds	157	265	222	243	195	321	458	318	292	405	362	385	3,623
Between 90 & 120 seconds	155	241	262	256	186	267	379	284	219	334	300	302	3,185
Between 120 & 180 seconds	1,875	3,596	3,188	3,081	2,822	2,322	2,293	1,270	1,197	2,037	1,522	1,793	26,996
Time to answer Telephone Calls													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Average Time to Answer	5:08	4:59	4:37	4:04	4:54	2:15	1:37	:59	:52	1:34	1:10	1:49	2:37
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%
Over the two minute limit	40.28%	51.41%	48.88%	46.64%	48.85%	33.40%	24.91%	16.13%	14.29%	24.40%	17.48%	21.58%	30.56%
Abandoned Calls													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Average time to abandon	5:58	4:43	4:31	4:12	4:52	3:06	2:09	1:48	1:47	2:11	1:53	2:04	3:48
Abandoned Calls	4,720	5,654	4,952	4,014	4,575	3,437	2,973	1,586	1,595	2,744	2,025	2,361	40,317
Abandoned Calls %	34.99%	40.53%	39%	35.15%	40.17%	31.98%	24.56%	16.03%	17%	24.90%	18.95%	22.42%	28.81%

Call Data

Call Types	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
211	92	98	110	93	92	108	138	119	110	114	156	146	1,376
311	793	773	855	778	639	791	831	894	875	883	1,021	934	10,067
411	89	135	144	89	70	110	105	92	88	73	92	124	1,211
511	10	16	20	15	18	20	28	23	24	22	24	19	239
611	26	22	23	18	18	23	47	31	28	20	30	33	319
711	0	1	0	0	0	0	0	0	1	0	0	0	2
811	6	2	1	0	1	0	0	0	5	1	3	1	20
911	17	23	25	34	23	32	35	31	38	23	27	16	324
Abusive Caller	15	21	15	11	9	37	16	19	21	10	17	18	209
Crisis	23	36	27	41	25	31	27	48	30	60	98	51	497
Disaster	2	4	0	1	0	3	0	2	0	3	4	5	24
Disconnect	489	546	484	476	511	525	665	600	653	709	635	581	6,874
Information Only	1,566	1,255	1,166	1,046	959	969	1,015	980	1,241	1,233	1,340	1,378	14,148
Left Voice Message	653	279	280	149	256	158	90	14	18	32	27	44	2,000
Static	30	49	39	47	28	36	58	59	41	38	40	24	489
Unknown	709	540	493	407	379	298	267	190	216	212	262	265	4,238
Wrong Number	43	54	49	42	39	71	118	92	88	65	81	79	821

Call Data

Clients By County													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total	9,729	9,819	9,180	8,747	8,275	8,492	10,110	8,931	9,147	9,079	9,481	9,041	100,302
Carson City	64	89	54	59	55	66	69	81	60	63	76	61	797
Churchill	10	25	17	13	17	12	17	17	9	12	23	14	186
Clark	6,837	7,564	6,907	6,710	6,305	6,358	7,835	6,934	7,158	7,108	7,273	6,888	83,877
Douglas	30	28	19	19	27	58	66	48	21	26	26	28	396
Elko	29	35	31	39	38	37	42	32	34	50	45	53	465
Esmeralda	3	4	3	1	1	2	5	6	3	1	4	3	36
Eureka	0	2	3	0	2	5	5	3	2	1	2	5	30
Humboldt	16	17	13	28	12	19	26	14	12	15	17	10	199
Lander	3	1	4	3	4	6	9	6	5	3	2	5	51
Lincoln	3	3	3	5	3	2	2	2	2	1	3	4	33
Lyon	57	49	52	70	48	50	80	52	57	59	50	62	686
Mineral	3	3	1	6	4	7	4	2	1	2	2	4	39
Nye	59	57	56	64	57	79	69	66	36	50	66	68	727
Pershing	3	2	6	2	7	4	4	11	7	4	2	4	56
Storey	10	17	18	17	4	10	12	7	11	8	9	15	138
Washoe	517	595	491	519	479	513	635	535	584	573	574	600	6,615
White Pine	5	10	9	4	5	7	5	9	10	5	6	6	81
Other Nevada-No Zip Code Provided	2,016	1,239	1,407	1,112	1,130	1,152	1,119	1,024	1,053	1,024	1,219	1,109	14,604
Other Zip Codes	64	79	86	76	77	105	106	82	82	74	82	102	1,015

Chat Data

Pre- Chat Questions													
Military Experience?	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Yes	22	22	20	20	15	25	30	24	23	14	20	24	259
Age	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
< 20	7	12	6	6	19	5	3	4	6	8	7	8	91
20 - 29	131	125	106	94	103	82	119	63	80	77	89	87	1156
30 - 39	151	164	151	149	140	117	144	109	91	114	122	131	1583
40 - 49	97	91	88	90	91	106	120	70	87	75	68	95	1078
50 - 59	71	60	81	45	49	58	77	49	49	42	53	46	680
60 - 69	53	52	36	27	49	34	34	36	36	32	42	36	467
70 - 79	22	15	19	17	16	24	28	14	20	22	16	19	232
80 - 89	4	3	11	9	8	5	10	10	5	5	7	2	79
90 >	0	0	0	3	2	0	3	1	1	2	1	2	15
Chat Information													
Chat Information	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Chat Clients	588	558	535	485	515	464	590	395	403	415	457	463	5868
Chat Sessions Answered	542	514	485	400	401	326	475	351	356	361	410	385	5006
Engaged Chat	399	356	312	276	246	200	313	238	230	225	267	238	3300
Engaged Chat-NO REFERRALS GIVEN	40	42	37	26	41	26	43	29	33	50	51	60	478
Missed Chat	46	44	50	85	114	138	115	44	47	54	47	78	862
Silent Chat	103	115	136	95	110	98	111	75	88	86	92	87	1196
Test/Training Chat	0	1	0	3	4	2	8	9	5	0	0	0	32
Answered Chat % (>5 minutes)	92.17%	92.11%	90.65%	82.47%	77.86%	70.25%	80.51%	88.86%	88.33%	86.98%	89.71%	83.15%	85.25%
Talk Time Chat													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Talk Time (Minutes)	12,847	12,361	11,494	14,340	16,599	15,092	13,919	8,027	7,976	7,793	11,401	12,097	143,946
Average Chat Length iCarol (minutes)	24	22	21	29	32	32	23	20	19	18	24	24	24

Demographic Data

Race													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls with Responses	4,436	4,845	4,384	4,510	4,073	4,513	6,094	5,516	5,546	5,399	5,473	5,097	59,886
Asian	112	123	96	113	94	95	154	169	156	108	139	157	1,516
Asian & White	2	4	5	5	3	8	10	10	0	5	7	7	66
Black or African American and White	32	25	31	32	28	24	26	37	21	33	38	35	362
Black/African American	1,634	1,827	1,730	1,677	1,563	1,562	1,998	1,786	1,770	1,875	1,878	1,695	20,995
Chose not to answer	674	770	616	554	520	590	860	725	724	751	743	606	8,133
Native American or Native Alaskan and White	8	21	12	9	3	14	22	9	16	13	9	22	158
Native American/Native Alaskan	21	33	23	34	27	35	59	52	28	38	42	42	434
Native Hawaiian/Pacific Islander	50	49	49	56	39	52	74	67	56	55	57	61	665
Other Multiple Race	447	499	453	513	495	608	782	870	949	917	890	782	8,205
White/Caucasian	1,456	1,494	1,369	1,517	1,301	1,525	2,109	1,791	1,826	1,604	1,670	1,690	19,352
Ethnicity													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls with Responses	4,425	4,847	4,385	4,586	4,072	4,464	6,062	5,486	5,502	5,366	5,367	5,017	59,579
Chose not to answer	344	312	250	265	270	353	424	462	520	549	460	397	4,606
Hispanic or Latino	875	971	921	872	794	848	1,275	1,134	1,114	1,156	1,182	1,066	12,208
Not Hispanic or Latino	3,206	3,564	3,214	3,449	3,008	3,263	4,363	3,890	3,868	3,661	3,725	3,554	42,765
Preferred Language													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
English	6,599	7,160	6,538	6,315	5,869	6,034	7,365	6,596	6,748	6,626	6,783	6,390	79,023
Other	5	19	6	9	10	17	5	18	11	5	9	5	119
Spanish	319	433	367	343	303	289	472	404	410	446	381	333	4,500

Demographic Data

Gender													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls with Responses	5,542	6,234	5,611	5,573	5,011	5,457	7,233	6,583	6,741	6,514	6,618	6,227	73,344
Chose not to answer	19	16	28	18	14	29	37	43	94	36	38	34	406
Female	3,984	4,568	4,021	3,986	3,654	3,844	5,078	4,486	4,662	4,642	4,638	4,370	51,933
Male	1,535	1,648	1,558	1,566	1,339	1,583	2,117	2,051	1,979	1,834	1,937	1,814	20,961
Transgender	4	2	4	3	4	1	1	3	6	2	5	9	44
Age													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls with Responses	4,947	5,543	5,082	5,117	4,699	4,848	6,354	5,654	5,561	5,425	5,476	5,291	63,997
90+	24	25	21	17	10	18	32	37	44	11	27	29	295
80 - 89	207	200	176	171	125	205	296	283	251	247	242	257	2,660
70 - 79	524	619	546	514	458	563	922	819	692	634	654	595	7,540
60 - 69	945	993	925	1,049	897	901	1,169	1,070	1,046	990	980	939	11,904
50 - 59	795	946	831	835	790	809	1,060	937	955	887	874	883	10,602
40 - 49	800	899	847	895	839	843	1,016	883	925	893	883	827	10,550
30 - 39	1,022	1,142	1,078	1,001	959	958	1,189	979	982	1,111	1,130	1,057	12,608
20 - 29	591	666	619	599	591	542	631	615	622	597	654	661	7,388
11 - 19	39	53	39	36	30	9	39	31	44	55	32	43	450
Military Service													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
No	4,184	4,688	4,238	4,302	3,859	4,170	5,736	5,212	5,144	5,032	5,089	4,749	56,403
Yes	232	243	222	234	193	239	323	308	278	252	268	302	3,094

Demographic Data

Referred By	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Calls with Responses	5,774	6,216	5,647	5,489	4,938	5,452	7,150	6,567	6,649	6,417	6,407	6,066	72,772
City	91	107	85	74	78	99	222	330	271	234	234	188	2,013
County	36	24	31	23	12	11	32	37	31	24	19	25	305
Disaster Referral	0	0	0	0	0	0	0	0	0	0	0	0	0
Friend/Family	420	511	429	407	395	431	560	534	604	543	550	520	5,904
MCH	1	5	3	4	0	1	0	2	1	0	1	0	18
Media	116	147	122	86	84	85	150	124	106	110	89	107	1,326
Not Sure	92	85	94	102	104	117	197	218	267	191	140	118	1,725
Other	1,889	1,735	1,709	1,754	1,760	1,789	2,217	1,593	1,502	1,673	1,535	1,610	20,766
Outreach Event	6	7	9	2	6	9	12	14	14	9	17	10	115
Social Media	21	8	10	10	5	17	13	10	15	21	16	23	169
Social Service - Nonprofit Agency	210	256	201	228	210	326	353	290	228	218	212	232	2,964
State of Nevada	274	345	257	325	238	280	479	595	608	546	607	448	5,002
United Way	0	0	4	0	1	0	1	5	0	0	0	2	13
Unknown	464	490	422	216	138	152	185	216	361	177	215	218	3,254
Used 2-1-1 before	1,833	2,108	1,901	1,911	1,595	1,767	2,249	2,141	2,136	2,172	2,343	2,097	24,253
Web Search	321	388	370	347	312	368	480	458	505	499	429	468	4,945

Text Data

Text Messages - EMS Platform													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Total Incomings	4,284	6,141	5,470	4,623	5,317	3,778	2,838	2,001	2,163	2,534	2,945	2,639	44,733
Total outgoings	24,526	30,568	26,634	24,167	23,661	20,433	21,423	17,680	19,345	16,479	17,228	15,111	257,255
Text Response Rates:													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
0-5 min	576	835	886	782	809	544	401	260	294	351	409	386	6,533
6-15 mins	158	291	204	100	155	96	61	40	55	45	32	38	1,275
16-30 mins	60	88	42	25	31	31	15	11	12	10	14	23	362
31 mins to 1 hour	21	19	13	10	5	9	9	4	7	12	5	6	120
Over 1 hour	7	7	9	4	10	9	4	6	3	3	4	1	67
Texts Answered (>5 minutes %)	81%	78%	87%	77%	70%	71%	70%	69%	76%	72%	78%	78%	76%

Referral Category Trends

Taxonomy Category Trends													
Counts	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
B Basic Needs	10515	12304	10814	10247	8957	9098	11651	9964	10170	9540	9242	9267	121769
D Consumer Services	197	267	218	201	159	219	295	331	321	291	235	217	2951
F Criminal Justice and Legal Services	790	808	829	704	636	572	872	844	966	854	901	923	9699
H Education	86	94	37	38	36	24	40	49	27	31	34	33	529
J Environment and Public Health/Safety	17	16	13	16	14	12	25	15	18	13	27	30	216
L Health Care	555	674	518	632	460	530	760	708	719	657	733	646	7592
N Income Support and Employment	854	957	830	888	689	786	999	821	799	988	908	867	10386
P Individual and Family Life	1417	1266	1306	1204	1679	1424	1282	1062	1042	1084	1127	1056	14949
R Mental Health and Substance Use Disorder Services	663	680	646	722	669	591	836	794	888	759	771	706	8725
T Organizational/Community/International Services	254	269	238	201	172	164	200	198	217	222	236	278	2649
Y Target Populations	4	7	2	1	0	9	2	9	1	0	3	0	38
Total	15352	17342	15451	14854	13471	13429	16962	14795	15168	14439	14217	14023	179503
Category Percentages	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
B Basic Needs	68.49%	70.95%	69.99%	68.98%	66.49%	67.75%	68.69%	67.35%	67.05%	66.07%	65.01%	66.08%	67.84%
D Consumer Services	1.28%	1.54%	1.41%	1.35%	1.18%	1.63%	1.74%	2.24%	2.12%	2.02%	1.65%	1.55%	1.64%
F Criminal Justice and Legal Services	5.15%	4.66%	5.37%	4.74%	4.72%	4.26%	5.14%	5.70%	6.37%	5.91%	6.34%	6.58%	5.40%
H Education	0.56%	0.54%	0.24%	0.26%	0.27%	0.18%	0.24%	0.33%	0.18%	0.21%	0.24%	0.24%	0.29%
J Environment and Public Health/Safety	0.11%	0.09%	0.08%	0.11%	0.10%	0.09%	0.15%	0.10%	0.12%	0.09%	0.19%	0.21%	0.12%
L Health Care	3.62%	3.89%	3.35%	4.25%	3.41%	3.95%	4.48%	4.79%	4.74%	4.55%	5.16%	4.61%	4.23%
N Income Support and Employment	5.56%	5.52%	5.37%	5.98%	5.11%	5.85%	5.89%	5.55%	5.27%	6.84%	6.39%	6.18%	5.79%
P Individual and Family Life	9.23%	7.30%	8.45%	8.11%	12.46%	10.60%	7.56%	7.18%	6.87%	7.51%	7.93%	7.53%	8.33%
R Mental Health and Substance Use Disorder Services	4.32%	3.92%	4.18%	4.86%	4.97%	4.40%	4.93%	5.37%	5.85%	5.26%	5.42%	5.03%	4.86%
T Organizational/Community/International Services	1.65%	1.55%	1.54%	1.35%	1.28%	1.22%	1.18%	1.34%	1.43%	1.54%	1.66%	1.98%	1.48%
Y Target Populations	0.03%	0.04%	0.01%	0.01%	0.00%	0.07%	0.01%	0.06%	0.01%	0.00%	0.02%	0.00%	0.02%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Tobacco Abuse	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Smoking Addiction Support Groups-PN-8100.0500-830	0	0	0	2	0	1	0	1	3	0	0	1	8
Tobacco Use Education/Prevention-RX-8250.8000	0	2	0	0	0	0	0	2	1	0	1	0	6
Smoking/Vaping Cessation Support-RX-8470.8100	0	1	0	1	0	1	0	0	0	0	0	0	3

Referrals Requested

Top 20 Referrals Requested						
FY Total Referrals Requested - 172,585	Q1	Q2	Q3	Q4	FY '23-'24 TOTALS	PERCENTAGE
Utility Service Payment Assistance	8,098	6,251	6,623	6,660	27,632	16.01%
Rent Payment Assistance	4,373	3,397	3,770	3,420	14,960	8.67%
Individual and Family Support Services	2,977	3,181	3,758	2,630	12,546	7.27%
Food Pantries	3,101	3,046	3,097	3,063	12,307	7.13%
Low Income/Subsidized Rental Housing	2,982	2,549	2,588	2,795	10,914	6.32%
Emergency Shelter	2,762	2,834	3,309	1,380	10,285	5.96%
Income Support and Employment	2,520	2,264	2,363	2,763	9,910	5.74%
Transportation	1,426	1,871	2,396	1,735	7,428	4.30%
Legal Services	1,842	1,341	1,391	2,107	6,681	3.87%
Transitional Housing/Shelter	2,075	1,188	1,223	1,484	5,970	3.46%
Mental Health Assessment and Treatment	1,163	1,280	1,317	1,317	5,077	2.94%
Rapid Re-Housing Programs	1,374	1,012	1,042	858	4,286	2.48%
Public Assistance Programs	-	1371	1,436	1,467	4,274	2.48%
Clothing	943	894	926	772	3,535	2.05%
Housing Related Coordinated Entry	902	693	719	751	3,065	1.78%
Food Stamps/SNAP	541	559	585	761	2,446	1.42%
Rental Deposit Assistance	759	448	577	657	2,441	1.41%
Medicaid Applications	601	608	631	550	2,390	1.38%
Health Supportive Services	551	454	516	739	2,260	1.31%
Community Clinics	-	-	413	522	935	0.54%

Web Data

Nevada211.org Web Data													
Visitor Counts													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
New Visitors	25,952	36,070	32,890	21,772	19,721	16,252	19,333	16,862	16,375	17,967	17,722	17,559	21,540
Returning Visitors	2,353	2,656	2,622	2,198	1,977	1,882	2,227	2,036	1,959	2,131	1,940	2,008	2,166
Age Distribution Total Users													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
18-24	unavailable	365	545	954	680	513	644	609	700	702	704	691	7,107
25-34	unavailable	564	740	1,344	1,312	983	1,093	968	882	981	951	914	10,732
35-44	unavailable	639	825	1,259	1,143	768	904	715	753	848	829	757	9,440
45-54	unavailable	525	834	1,085	939	681	904	737	786	841	834	840	9,006
55-64	unavailable	453	680	827	633	505	599	494	497	540	520	490	6,238
65+	unavailable	289	384	488	347	281	318	250	301	324	318	301	3,601
Gender													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Male	unavailable	1,204	1,730	2,491	1,953	1,493	1,862	1,528	1,584	1,682	1,682	1,612	18,821
Female	unavailable	1,793	2,497	3,738	3,544	2,515	2,998	2,593	2,670	2,882	2,820	2,673	30,723
Session Data													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
Sessions	37,467	49,552	44,102	31,494	29,037	24,268	29,215	24,992	24,543	26,885	26,382	26,180	374,117
Users	28,305	38,726	35,512	23,970	21,698	18,134	21,560	18,898	18,334	20,098	19,662	19,567	284,464
Page Views	75,826	81,048	82,267	62,433	63,785	50,912	62,626	52,772	50,258	55,963	54,139	61,378	753,407
Pages per Session	2.02	1.64	1.87	1.98	2.20	2.10	2.14	2.11	2.05	2.08	2.05	2.34	2.05
Avg. Session Duration	2:40	2:12	2:37	4:20	4:48	6:42	7:56	6:56	6:07	6:27	6:20	7:11	5:21

**data unavailable for 7/2023 due to Google Analytics transition

App Data

App Download Data FY 2023-2024		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
211 App	iPhone	331	286	260	187	208	202	280	196	197	243	251	258	2899
	Android	327	336	284	258	212	335	338	256	260	273	231	256	3366
														6265
211 Youth App	iPhone	25	28	26	21	21	14	29	28	19	21	16	18	248
	Android	19	12	19	16	9	20	19	11	9	8	10	10	162
														410



Nevada