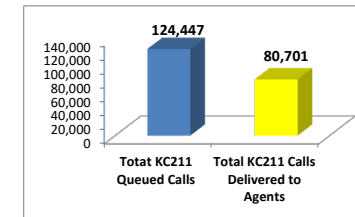


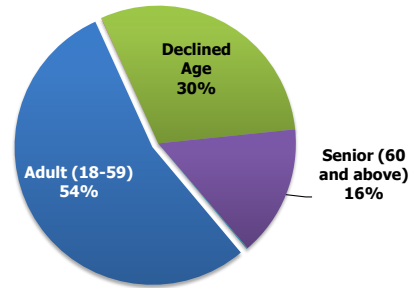
Demographics Report

King County 211 YTD 2019

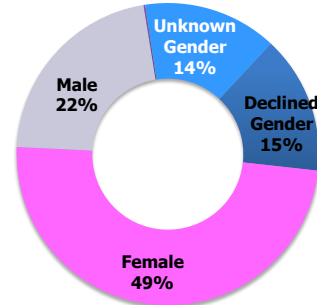
Report Start Date: 1/1/2019
Report End Date: 12/31/2019



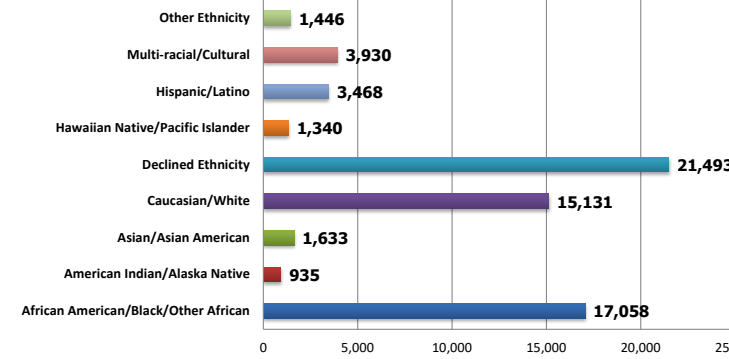
Age of 211 Callers



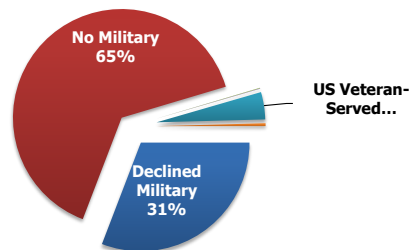
Gender



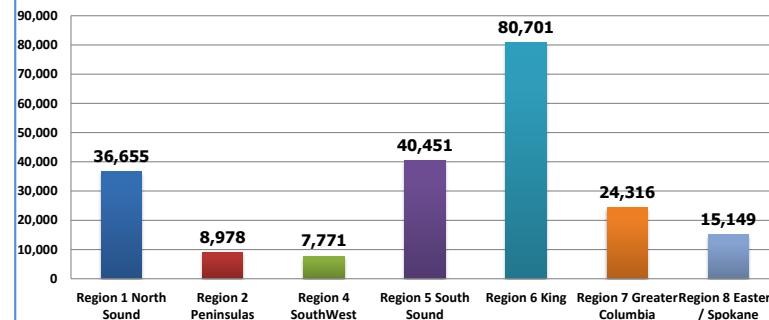
Ethnicity



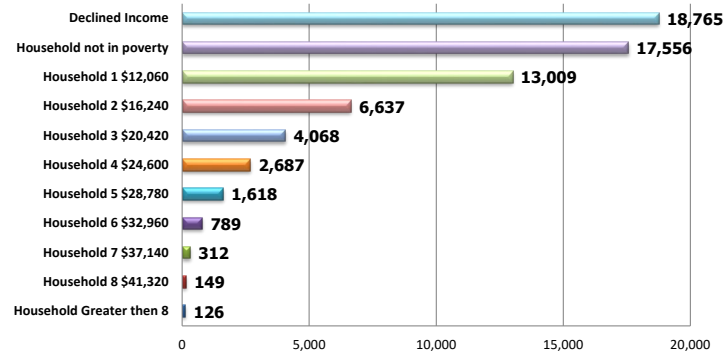
Military



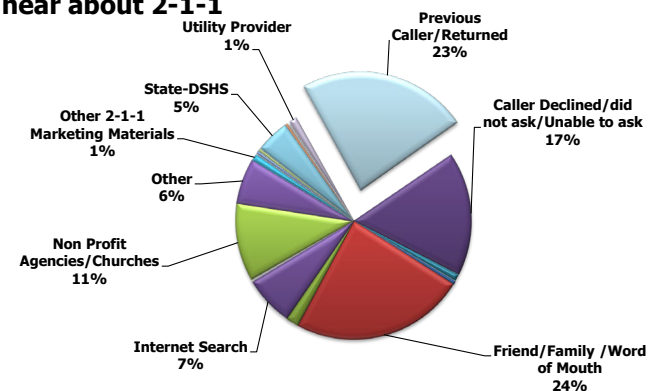
WIN211 Delivered Calls by Call Center



211 Callers Above/Below Federal Poverty Level

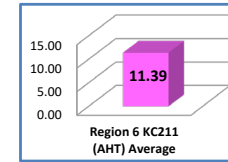


How did you hear about 2-1-1

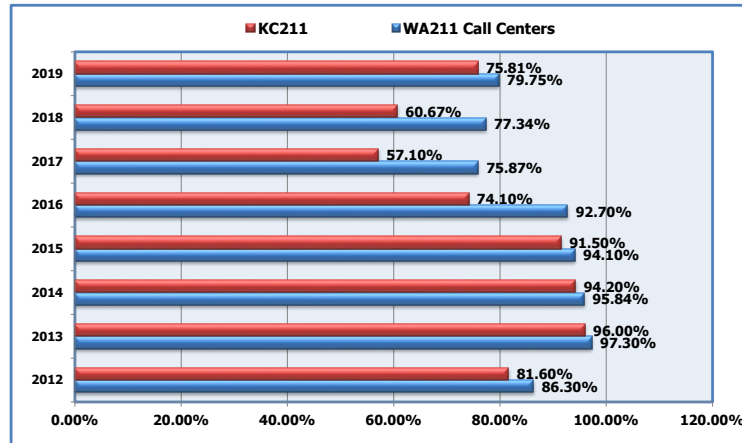


Problem Needs and QA Reports

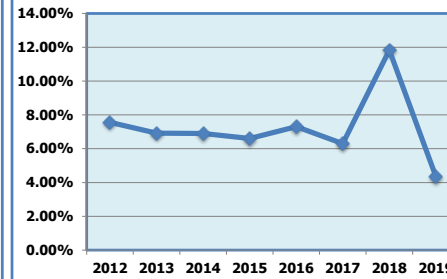
King County 211
Report Start Date: 1/1/2019
Report End Date: 12/31/2019



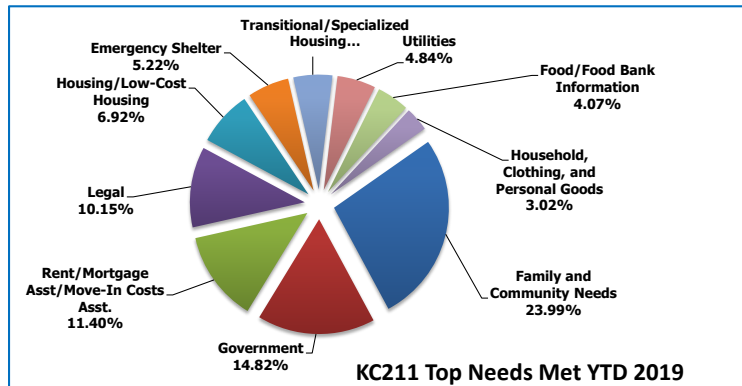
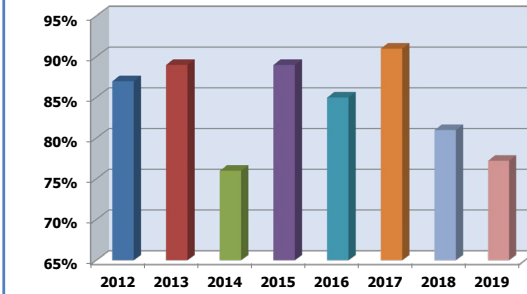
80% of incoming phone calls will be answered
in an average of 7 minutes



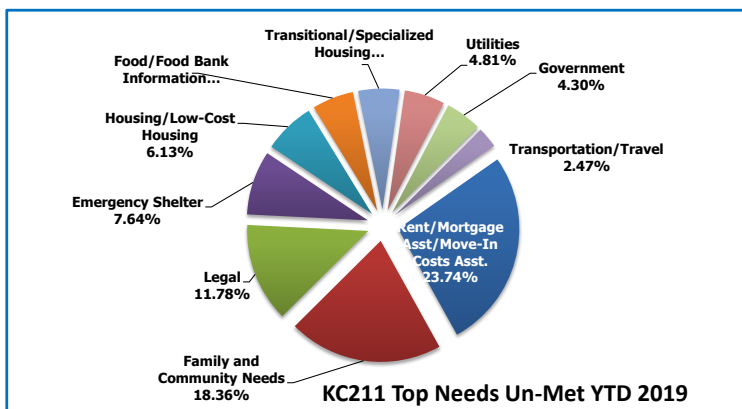
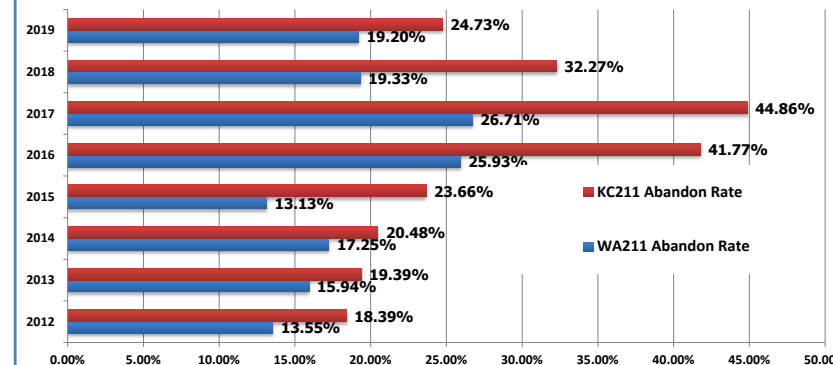
Population Reached



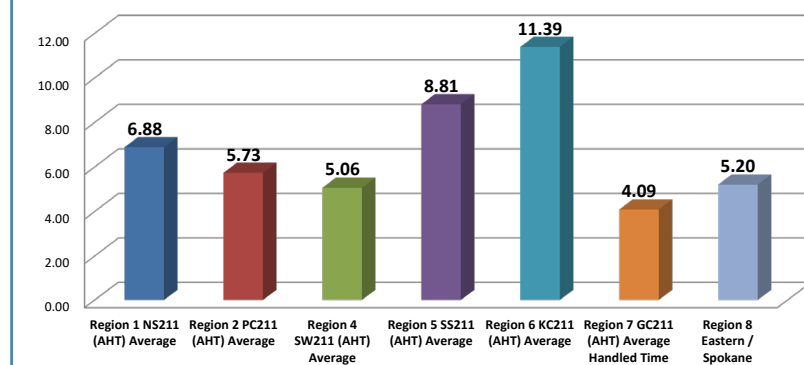
Database updates



Abandonment Rate



WIN211 Average Handled Time (AHT)



KC211 Summary Report

Report Start Date 1/1/2019

Report End Date 12/31/2019

WIN211 Delivered Calls by Call Center	214,021	%
Region 1 North Sound	36,655	17.13%
Region 2 Peninsulas	8,978	4.19%
Region 4 SouthWest	7,771	3.63%
Region 5 South Sound	40,451	18.90%
Region 6 King	80,701	37.71%
Region 7 Greater Columbia	24,316	11.36%
Region 8 Eastern / Spokane	15,149	7.08%

Client Demographics

Age	66,434	%
Adult (18-59)	36,086	54.3%
Child (0-13)	25	0.04%
Declined Age	20,016	30.13%
Senior (60 and above)	10,227	15.39%
Youth (14-17)	80	0.12%

Ethnicity	66,434	%
African American/Black/Other African	17,058	25.68%
American Indian/Alaska Native	935	1.41%
Asian/Asian American	1,633	2.46%
Caucasian/White	15,131	22.78%
Declined Ethnicity	21,493	32.35%
Hawaiian Native/Pacific Islander	1,340	2.02%
Hispanic/Latino	3,468	5.22%
Multi-racial/Cultural	3,930	5.92%
Other Ethnicity	1,446	2.18%

Gender	66,434	%
Declined Gender	9,834	14.80%
Female	32,559	49.01%
Male	14,394	21.67%
Transgender	120	0.18%
Unknown Gender	9,527	14.34%

How did you hear about 2-1-1	65,819	%
411/Directory Assistance/Telephone Directory	10	0.02%
911/Fire Dept./Police	131	0.20%
Bus Ads	8	0.01%
Caller Declined/did not ask/Unable to ask	11,010	16.73%
City Government/County Government	608	0.92%

Community Meetings	28	0.04%
Community Voicemail	0	0.00%
Flyers	329	0.50%
Friend/Family /Word of Mouth	15,499	23.55%
Hospital	1,145	1.74%
Internet Search	4,398	6.68%
Landlord	760	1.15%
Legislatures/Legislative Aide	134	0.20%
Mailings	30	0.05%
Misc advertising	151	0.23%
Newsletters	17	0.03%
Newspapers	25	0.04%
Non Profit Agencies/Churches	6,950	10.56%
Other	4,038	6.14%
Other 2-1-1 Marketing Materials	598	0.91%
Posters	21	0.03%
School/Counselor/Staff	328	0.50%
State-Dept of Commerce	16	0.02%
State-Dept of Health	263	0.40%
State-DFI	31	0.05%
State-DSHS	2,998	4.55%
State-Other Agencies	186	0.28%
State-Unemployment Office	101	0.15%
Transportation Provider	13	0.02%
United Way	163	0.25%
Utility Provider	699	1.06%
Previous Caller/Returned	15,131	22.99%

Military	66,434	%
Declined Military	20,480	30.83%
No Military	42,893	64.56%
US Veteran-Active	50	0.08%
US Veteran-Active Dependent	31	0.05%
US Veteran-Served	2,701	4.07%
US Veteran-Served Dependent	279	0.42%

Poverty	65,716	%
Household Greater then 8	126	0.19%
	149	0.23%
Household 8 \$41,320		
Household 7 \$37,140	312	0.47%
Household 6 \$32,960	789	1.20%
Household 5 \$28,780	1,618	2.46%
Household 4 \$24,600	2,687	4.09%
Household 3 \$20,420	4,068	6.19%
Household 2 \$16,240	6,637	10.10%
Household 1 \$12,060	13,009	19.80%
Household not in poverty	17,556	26.71%
Declined Income	18,765	28.55%
Child Under 5	8,483	12.91%