Demographics Report

WA211 YTD 2019
Report Start Date: 1/1/2019
Report End Date: 6/30/2019

Age of 211 Callers
- Adult (18-59) 70%
- Senior (60 +) 10%
- Declined 19.48%

Gender
- Male 22%
- Female 54%
- Unknown 10%

Ethnicity
- Caucasian/White 38,969
- Other Ethnicity 2,515
- Multi-racial/Cultural 6,400
- Hawaiian Native/Pacific Islander 10,797
- Declined Ethnicity 2,808
- American Indian/Alaska Native 2,641
- Asian/Asian American 2,171

Household Income
- Household not in poverty
- Household of 2 below $16,460
- Household of 3 below $20,780
- Household of 4 below $25,100
- Household of 5 below $29,420
- Household of 6 below $33,740
- Household of 7 below $38,060
- Household of 8 below $42,380
- Household Greater than 8

Military
- No Military 59%
- US Veteran-Served 1%
- Declined Military 3%

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How did you hear about 211
- Previous Caller/Returned 26%
- Caller Declined/did not ask/Unable to ask 31%
- Friend/Family /Word of Mouth 16%
- Utility Provider 2%
- State-DSHS 6%
- Other 2-1-1 Marketing Materials 2%
- Other 5%
- Non Profit Agencies/Churches 9%
- Internet Search 3%

WIN211 Delivered Calls by Call Center
Problem Needs and QA Reports

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

Population Reached

Database updates

YTD 2019 Unmet goals by call center:
Service Level 80% in 7 minutes
KC211 43.70% & SS211 76.82%
Abandon Rate will not exceed 15% and King County 30%
SS211 22.41%, SW211 24.33% and KC211 41.21%
Database goals will be updated next quarter due to the new database system VisionLink

Abandonment Rate

WIN211 Average Handled Time (AHT)