



2-1-1 Missouri / Southwest Illinois Annual Snapshot 2014



Total Calls/Contacts

Total Calls Presented (Received)	165,973	
Total Calls Handled (Answered)	133,064	80%
Total Contacts Logged	133,277	100%

Note: Total Contacts Logged includes calls, emails, and correspondence transacted. Includes after-hours calls handled by Kansas City call center.

Need/Request Categories (Reason for Contact)

Arts, Culture and Recreation	356	0.2%
Clothing/Personal/Household Needs	11,334	6.1%
Disaster Services	1,514	0.8%
Education	819	0.4%
Employment	2,069	1.1%
Food/Meals	11,629	6.2%
Health Care	14,299	7.6%
Housing/Utilities	100,154	53.5%
Income Support/Assistance	9,375	5.0%
Individual, Family and Community S	11,875	6.3%
Information Services	9,294	5.0%
Legal, Consumer and Public Safety S	4,613	2.5%
Mental Health/Addictions	4,507	2.4%
Other Government/Economic Service	692	0.4%
Transportation	3,674	2.0%
Volunteers/Donations	876	0.5%
Total	187,080	100.0%

Note: Total needs may differ from total calls handled

Top 3 Needs/Requests

Electric Service Payment Assistance	41,972	22.4%
Gas Service Payment Assistance	15,512	8.3%
Rent Payment Assistance	15,036	8.0%
All Other Needs	114,560	61.2%
Total Needs/Requests Unmet	187,080	100%

Top 3 Unmet Needs/Requests

Electric Service Payment Assistance	11,118	18.5%
Rent Payment Assistance	8,537	14.2%
Gas Service Payment Assistan	3,362	5.6%
All Other Unmet Services	36,975	61.6%
Total Needs/Requests Unmet	59,992	100%

Top 3 Reasons Needs are Unmet

No Known Resource	
Service Unavailable(out of funds, waiting list too long)	
Personal Barrier(no longer needed, refused referral, hang up)	

Top 5 Agency Site Referrals

Community Action Agency	10,300	5.1%
Salvation Army Family Haven	9,651	4.8%
Salvation Army Temple Corps	6,398	3.2%
Urban League Community Outreach	5,689	2.8%
PAKT Community Resource	2,946	1.5%
Other Referrals	165,577	82.6%
Total Referrals	200,561	100%

Note: Multiple agency referrals may be given for each need requested.

Contact Types

Referral	116,810	87.6%
Information Only	6,234	4.7%
Hang-up	4,708	3.5%
Call Back (no answer/no need)	3,610	2.7%
Inappropriate	1,668	1.25%
Advocacy	104	0.08%
Crisis	143	0.11%
Total	133,277	100%

Web Site Traffic

29,416 Unique Visitors

Resource Profiles have been viewed 38,681 times

Willingness to answer follow-up survey

86% completed survey

Contacting referrals provided by 211

88% contacted referrals

Receiving assistance from 211 referral

49% of callers reported receiving assistance

Satisfaction with United Way 211

97% of participants said they are satisfied with the service they received from United Way 211

Recommend United Way 211 to family and friends

97% of participants said they would recommend United Way 211 to family and friends

Reasons Agencies Couldn't Assist

Participants were asked reasons why a 211 referred agency couldn't assist them

Agency did not answer phone/return call	10.4%
Agency did not provide service requested	6.5%
Contact info was wrong (phone/address)	1.3%
Ineligible for service	10.4%
Other	16.5%
Out of Funds	46.5%
Solved their own issue	3.5%
Wait Listed	4.9%

Top 10 Inbound Contact Searches by County

Saint Louis, MO	43,667	32.8%
Saint Louis City, MO	33,092	24.8%
Saint Clair, IL	6,535	4.9%
Saint Charles, MO	3,885	2.9%
Greene, MO	3,845	2.9%
Madison, IL	3,344	2.5%
Jefferson, MO	3,082	2.3%
Franklin, MO	1,806	1.4%
Boone, MO	1,369	1.0%
Saint Francois, MO	1,168	0.9%
Other Counties	31,484	23.6%
Total	133,277	100%

Top 10 Inbound Contact Searches by Zip Code

63136	8,836	6.6%
63118	3,967	3.0%
63135	3,743	2.8%
63115	3,308	2.5%
63116	3,277	2.5%
63121	3,216	2.4%
63111	3,063	2.3%
63137	2,686	2.0%
63114	2,465	1.8%
63106	2,369	1.8%
Other Zip	96,347	72.3%
Total	133,277	100%

Searches by Age

17 and under	652	0.5%
18 - 39	47,115	35.4%
40 - 59	40,962	30.7%
60 and over	13,907	10.4%
Not captured	30,641	23.0%
Total Searches w/ Ages	133,277	100%

Resource Searches by Gender

Female	94,891	71%
Male	26,240	20%
Not captured	12,146	9%
Total	133,277	100%