

211 Tompkins Call / Web Statistics - Q2 2010

Total Calls: 1865

Calls By Age	
19-59	1672
Over 60	121
N/A	63
18 and Under	9
Total:	1865

Calls By Sex	
Female	1355
Male	449
Organization	61
Total:	1865

Calls By Location	
Ithaca City	876
Ithaca Town	145
Ithaca not specific	144
Dryden	129
Location not given	103
Newfield	82
Groton	72
Lansing	68
Ulysses	65
Caroline	35
Enfield	33
NYS non-neighboring county	29
Danby	23
United States	13
Schuyler County	10
Seneca County	9
Tioga County	9
Cortland County	8
International	7
Chemung County	4
Cayuga County	1
Total:	1865

Source of Contact	
Phone	1800
Chat	21
E-Mail	20
Chat	20
Not Applicable	4
Fax	0
Postal Mail	0
Total:	1865

Awareness	
Repeat Caller	536
Agency or Organization	533
Friend/Other Person	288
Awareness Not Given	148
Banner	60
Other	53
Phone Book Ads	41
Fridge Magnet	35
Internet	33
211 Info Card	33
Radio	31
Poster	17
Newspaper	15
Bookmark	9
Billboard	7
Directory Assist/411	7
Bus Ads	6
Outreach Event	5
Food/Shelter Card	3
Presentation	3
Television	2
Brochure	0
Total:	1865

Main Needs	
Consumer Services	399
Housing	299
Organizational/Community Services	234
Health Care	208
Criminal Justice and Legal Services	193
Income Security	159
Individual and Family Life	122
Transportation	83
Utilities	69
Mental Health Care and Counseling	56
Non-Database/External Referrals	47
Material Resources	44
Food	39
Environmental Quality	30
Education	30
Total:	2012

Follow Up Calls	
Quality Assurance	56
Individual Case	50
Total:	106

Web Directory Users¹: 214
Web Directory Referrals²: 1053
Offsite Referrals³: 881

Website Visitors By Location	
Location not given	150
Ithaca City	59
Ithaca not specific	38
Ithaca Town	13
Newfield	9
Groton	9
Dryden	6
Cortland County	6
Lansing	4
Caroline	4
Enfield	3
Cayuga County	3
Schuyler County	2
United States	1
Ulysses	1
Tioga County	1
Danby	1
Chemung County	1
Seneca County	0
NYS non-neighboring county	0
International	0
Total Locations Given:	311

Top 10 Offsite Web Referrals	
http://www.volunteertompkins.org	80
http://tier2.census.gov/ctsl/ctsl.htm	79
http://www.tompkins-co.org/Health/flu/clinics	40
http://www.tompkins-co.org/Health/	28
http://www.pandemicflu.gov/	23
http://www.census.gov	22
http://www.volunteertompkins.org/	20
http://www.economagic.com/	20
http://aspe.hhs.gov/poverty/01poverty.htm	19
http://www.ssa.gov/	18

¹ Visitors who completed Searches in our Web Directory

² Total Programs retrieved by User Searches

³ Number of times Web Users clicked on the link to an agency's web site

Report prepared by Daniel Lopez
 211 Tompkins IT Intern
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Top 10 Caller Needs by Category - Q2 2010

Consumer Services	
Income Tax Assistance	155
Consumer: General/Misc	131
Referral to Business	66
Tax Info	16
Drivers License Info	7
Complaints re: General/Misc	5
Licenses/Permits: General/Misc	4
Insurance Questions	4
Credit Counseling	3
Consumer Protection	3

Criminal Justice and Legal Services	
Free Legal Assistance	38
Legal Counseling	19
Court Info	14
Eviction Assistance	11
Landlord/Tenant Problems	10
Prisoner Services	9
Lawyer Referral: Non-Criminal	8
Law Enforcement Agencies	8
Advocacy for Phys.Disabled	8
Legal Documents	7

Education	
Education: General/Misc	10
School Info	8
Adult/Continuing Education	4
GED Info	3
Vocational Education	2
Tutoring	2
Home Schooling	1
Head Start/Preschool Programs	1
ESL Classes	1
Test Preparation	0

Environmental Quality	
Environmental: General/Misc	8
Recycling	5
Public Health	3
Garbage Collection Info	3
Pest Control	2
Housing Inspection/Code Enforcement	2
Veterinary Services	1
Toxic Chemicals/Waste	1
Radon Testing/Info	1
Public Safety	1

Food	
Free Food	23
Free Meals/Soup Kitchens	10
Food/Meal Vouchers	4
Home-Delivered Meals	3
Food Co-ops	3

Health Care	
Health: General/Misc	34
Health Clinics	33
Community Health Clinics	33
Health Insurance	29
Prescription Drugs	14
Medicaid Info	13
Dental Care	12
Referral to Doctor	10
Assistive Equipment	10
Health Info/Education	7

Housing	
Affordable Housing	146
Emergency Shelter	34
Rent Deposit Assistance	19
Housing: General/Misc	19
Rent Supplements	18
Crisis Shelter	18
Utilities Connection/Repair	12
Eviction	11
Homeless Shelter	6
Home Rehabilitation	6

Income Security	
Social Security/SSI	25
Financial Assistance: General/Misc	22
Food Stamps	19
Employment: General/Misc	18
Public Assistance	17
Job Referrals/Placement	15
Unemployment Benefits	14
Personal Loans	8
Medicare	6
Phys.Disabled Employment	5

Individual and Family Life	
Animal Services	20
Child Day Care	14
Senior Support	13
Volunteer Opportunities	10
Youth Services	9
Phys.Disabled Support	7
Child Care/Parenting Info	7
Community Event Info	6
Adult Protective Services	6
Parks	5

Material Resources	
Furniture	17
Clothing	9
Household Goods	7
Personal Care Items	6
Baby Furniture/Stroller	6
Computers & Equip	3
Baby Clothing	3
Auto Repairs	3
Thrift Shops	1
Diapers	1

Mental Health and Substance Abuse	
Mental Health: General/Misc	15
General Counseling	10
Crisis Counseling	7
Youth Counseling	5
Family Counseling	5
Drug/Alcohol Treatment	4
Support Groups	3
Referral to Therapist	3
Anger Management	3
Offender/Abuser Counseling	2

Organizational/Community Services	
County Govt. Related	31
Directory Assistance/411	27
Community Groups	25
Human Services: General/Misc	21
City Govt. Related	21
Civic/Neighborhood Associations	12
Volunteer Coordination	11
Post Office #	11
State Govt. Related	7
US Govt. Related	6

Transportation	
Transportation: General/Misc	23
Medical Transportation	18
Public Transportation	15
Disabled Transportation	12
Dept. of Motor Vehicles #	9
Transportation Assistance	8
Mass Transit Passes	3
Taxi/Shuttle Services	2
Car Rentals	0

Utilities	
Utility Assistance	64
Heat Assistance	5
Bill Payment Assistance	3
Free Garbage Tags	0

211 Tompkins Call / Web Statistics - Q2 2010

	Same Quarter (Previous Year)	Most Recent Quarter	Current Quarter
	Q2 2009	Q1 2010	Q2 2010
Total Calls:	1,416	3,758	1,865

Calls By Age	Q2 2009	Q1 2010	Q2 2010
18 and Under	24	10	9
19-59	1,166	3,503	1,672
Over 60	134	166	121
N/A	92	78	63
Total:	1,416	3,757	1,865

Calls By Sex	Q2 2009	Q1 2010	Q2 2010
Female	930	2,483	1,355
Male	399	1,205	449
Organization	87	69	61
Total:	1,416	3,757	1,865

Calls By Location	Q2 2009	Q1 2010	Q2 2010
Caroline	36	100	35
Cayuga County	12	18	1
Chemung County	2	8	4
Cortland County	9	27	8
Danby	16	50	23
Dryden	97	273	129
Enfield	30	87	33
Groton	47	118	72
International	3	20	7
Ithaca City	583	1,687	876
Ithaca not specific	61	312	144
Ithaca Town	162	273	145
Lansing	49	125	68
Location not given	88	187	103
Newfield	67	174	82
NYS non-neighboring county	26	45	29
Schuyler County	18	34	10
Seneca County	8	20	9
Tioga County	11	56	9
Ulysses	69	131	65
United States	22	11	13
Total:	1,416	3,756	1,865

Source of Contact	Q2 2009	Q1 2010	Q2 2010
Phone	1,335	3,699	1,800
Chat	18	23	20
E-Mail	33	17	20
Postal Mail	1	2	0
Fax	0	0	0
Walk-In	22	15	21
Not Applicable	7	1	4
Total:	1,416	3,757	1,865

Awareness	Same Quarter (Previous Year)	Most Recent Quarter	Current Quarter
	Q2 2009	Q1 2010	Q2 2010
211 Info Card	19	89	33
Agency or Organization	389	1,594	533
Awareness Not Given	131	261	148
Banner	66	54	60
Billboard	18	9	7
Bookmark	10	14	9
Brochure	0	0	0
Bus Ads	14	29	6
Directory Assist/411	31	12	7
Food/Shelter Card	1	4	3
Fridge Magnet	37	46	35
Friend/Other Person	186	440	288
Internet	21	62	33
Newspaper	23	37	15
Other	57	98	53
Outreach Event	7	6	5
Phone Book Ads	69	40	41
Poster	8	29	17
Presentation	6	4	3
Radio	41	49	31
Repeat Caller	274	876	536
Television	8	3	2
Total:	1,416	3,756	1,865

Main Needs	Q2 2009	Q1 2010	Q2 2010
	Consumer Services	315	2,066
Criminal Justice and Legal Services	147	213	193
Education	29	24	30
Environmental Quality	42	20	30
Food	21	20	39
Health Care	215	222	208
Housing	127	537	299
Income Security	115	199	159
Individual and Family Life	125	71	122
Material Resources	34	32	44
Mental Health Care and Counseling	70	73	56
Organizational/Community Services	174	227	234
Transportation	55	61	83
Utilities	17	164	69
Non-Database/External Referrals	48	59	47
Total:	1,534	3,928	2,012

211 Main Caller Needs - Q2 2010

