

Trident United Way 211 Traffic Overview



Total Calls
6,088
-9%*



Total Referrals
20,466
119%*



Total Texts
999

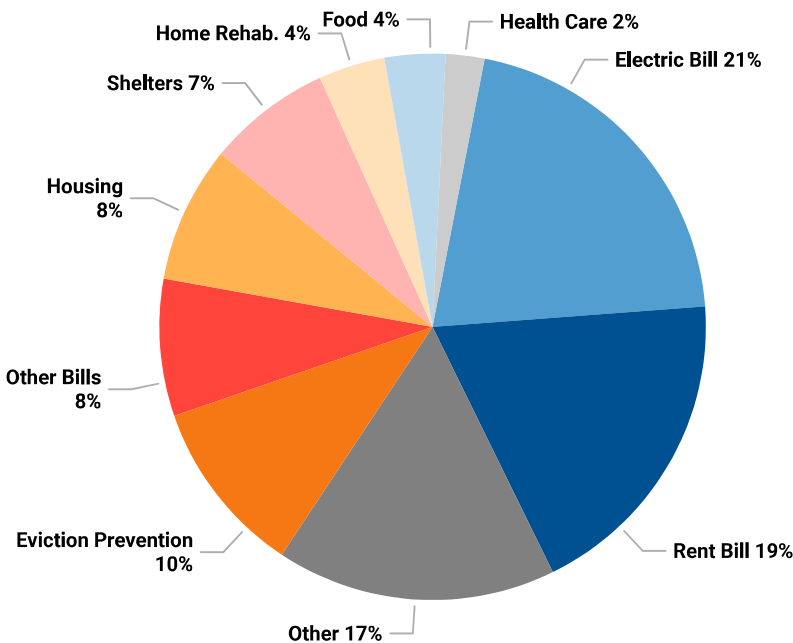
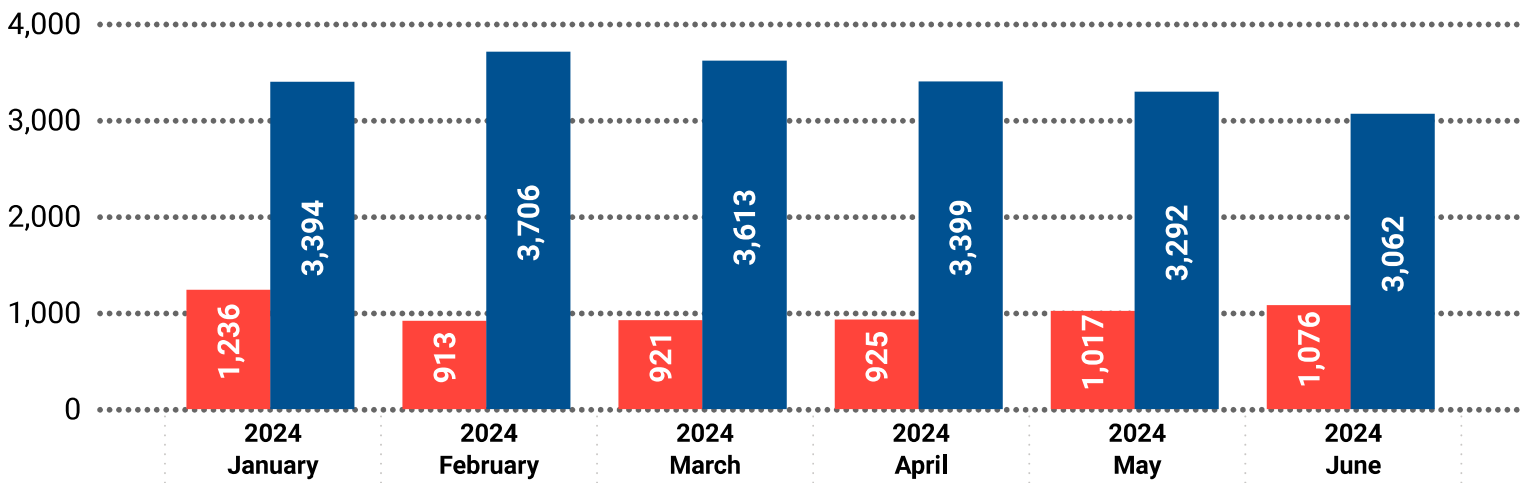


Website Visits
9,492

Trident United Way Calls and Referrals by Month

Jan-Jun 2024

● Total Calls ● Total Referrals



Top Needs 10 Jan-Jun 2024

Top 10 Needs	Calls	Calls YoY%	Referrals	Referrals YoY%
Electric Bill	1,589	28%	4,595	177%
Rent Bill	1,449	-10%	3,711	108%
Eviction Prevention	797	50%	1,277	126%
Other Bills	620	21%	1,133	54%
Housing	619	-9%	2,011	95%
Shelters	561	-6%	1,012	92%
Home Rehab.	301	18%	586	15%
Food	276	10%	1,655	142%
Health Care	175	28%	514	116%
Transportation	167	39%	210	425%

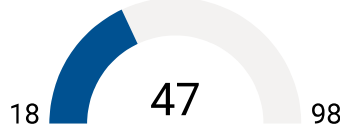
*Compared to previous year, same period

***Other refers to all needs that are not the top categories. A more in depth listing of needs can be found on page five

Trident United Way 211 Demographics



Average Age



Caller Type	Calls	%*
Self	5,708	93.76%
Friend/Relative	283	4.65%
Community Agency/Organization	84	1.38%
Business	10	0.16%
Church	2	0.03%
Police	1	0.02%

Income Brackets	Calls	%*
No Income	343	32.1%
\$1-\$14,999	290	27.2%
\$15,000-\$24,999	182	17.1%
\$25,000-\$34,999	145	13.6%
\$35,000-\$49,999	87	8.2%
\$50,000-\$74,999	18	1.7%
\$100,000-\$149,999	1	0.1%
\$75,000-\$99,999	1	0.1%

Education Level	Calls	%*
GED/High School	444	49.3%
Some college	201	22.3%
Less than GED/High School	116	12.9%
Bachelor's degree or higher	72	8.0%
Associate's degree	67	7.4%

Public Assistance	Calls	%*
No Assistance	745	61.0%
Has Assistance	476	39.0%
SNAP	260	21.3%
Multiple	88	7.2%
Other	84	6.9%
Not Collected	28	2.3%
Section 8	9	0.7%
WIC	7	0.6%

Gender	Calls	%*
Female	955	78.8%
Male	255	21.0%
Not Listed	2	0.2%

Race-Ethnicity	Calls	%*
Black/African American	830	74.4%
White	209	18.7%
Hispanic or Latino	38	3.4%
Two or More Races	18	1.6%
Race/Ethnicity Not Listed	15	1.3%
American Indian or Alaskan Native	3	0.3%
Asian	1	0.1%
Native Hawaiian or Other Pacific Islander	1	0.1%

Household Composition	Calls	%*
Single Female	374	34.1%
Single Female with Children	349	31.8%
Single Male	132	12.0%
Couple with children	95	8.7%
Couple without children	79	7.2%
Grandparent with children	45	4.1%
Single Male with Children	22	2.0%

Employment Status	Calls	%*
Employed	396	35.6%
Full-time	269	24.2%
Part-time	127	11.4%
Unemployed	377	33.9%
Disabled	229	20.6%
Retired	89	8.0%
Self-Employed	20	1.8%

Veteran Status	Calls	%*
No	1,103	95.5%
Yes - Veteran	45	3.9%
Yes - Retired	5	0.4%
Yes - Active Duty	1	0.1%
Yes - Reservist	1	0.1%

Health Insurance	Calls	%*
Yes	673	67.1%
No	330	32.9%

*All demographic percentages are based on callers who opted into the 211 demographic survey.

Trident United Way 211 County Breakdown



County	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Berkeley	1,152	-19%	3,884	77%
Dorchester	1,524	5%	4,754	153%
Charleston	3,412	-10%	11,828	123%
Total	6,088	-9%	20,466	119%

Calls by Top Needs and County

Needs	Berkeley	Charleston	Dorchester	Total
Electric Bill	238	817	534	1,589
Rent Bill	300	802	347	1,449
Eviction Prevention	139	505	153	797
Other Bills	137	321	162	620
Housing	111	352	156	619
Shelters	85	359	117	561
Home Rehab.	67	177	57	301
Food	65	149	62	276
Health Care	42	81	52	175
Transportation	30	93	44	167
Benefits	39	81	43	163
Senior/Disability	38	84	39	161
Legal Aid	28	65	18	111
Weather Shelters	12	70	23	105
Mental Health	26	40	11	77
Housing Counseling	12	39	15	66
Baby	19	34	11	64
Household	22	24	17	63
Clothing	11	34	10	55
Weatherization	7	33	10	50
VITA	11	22	14	47
Accessible Home Construction	8	29	9	46
Employment	4	25	17	46
Air Conditioners	11	14	13	38
Substance Abuse	10	17	4	31
Hygiene	5	18	5	28
Disaster	7	11	9	27
Administrative Entities	4	8	7	19
Specialized Information and Referral	7	7	1	15
Thrift Shops	8	4	3	15

*Compared to previous year, same period

Trident United Way 211 City Breakdown



City	Calls	Calls YoY%	Referrals	Referrals YoY%
North Charleston	1,891	-20%	6,366	113%
Summerville	1,310	3%	4,247	161%
Charleston	1,041	-16%	3,808	93%
Ladson	330	8%	1,047	135%
Moncks Corner	284	11%	944	133%
Goose Creek	280	-9%	1,020	111%
Mount Pleasant	140	8%	529	112%
Hanahan	109	-17%	426	124%
Johns Island	98	-15%	275	39%
Saint George	83	46%	248	202%
Hollywood	82	6%	252	85%
Saint Stephen	64	19%	185	115%
Ridgeville	55	34%	219	338%
Cross	48	20%	107	62%
Daniel Island	31	****	94	****
Ravenel	31	11%	96	118%
Dorchester	27	29%	77	185%
Huger	26	-10%	64	56%
Bonneau	23	-8%	61	49%
Harleyville	21	17%	42	75%
McClellanville	19	****	44	****
Pineville	18	-10%	31	0%
Wadmalaw Island	16	-30%	69	68%
Adams Run	14	-30%	52	68%
Edisto Island	13	1200%	34	1600%
Awendaw	12	-20%	61	91%
Reevesville	6	-54%	21	0%
Charleston AFB	4	-60%	30	2900%
Cordesville	4	0%	0	-100%
Isle Of Palms	3	200%	5	400%
Jamestown	3	-50%	10	11%
Folly Beach	1	-67%	2	-80%
Sullivans Island	1	-50%	0	-100%

****No data from previous year for comparison

Trident United Way 211 Top Needs



Top Needs	Calls	Calls YoY%	Referrals	Referrals YoY%
Electric Bill	1,589	28%	4,595	177%
Rent Bill	1,449	-10%	3,711	108%
Eviction Prevention	797	50%	1,277	126%
Other Bills	620	21%	1,133	54%
Housing	619	-9%	2,011	95%
Shelters	561	-6%	1,012	92%
Home Rehab.	301	18%	586	15%
Food	276	10%	1,655	142%
Health Care	175	28%	514	116%
Transportation	167	39%	210	425%
Benefits	163	48%	398	216%
Senior/Disability	161	-4%	412	116%
Legal Aid	111	-62%	245	-26%
Weather Shelters	105	250%	315	1558%
Mental Health	77	-21%	263	61%
Housing Counseling	66	843%	224	2140%
Baby	64	167%	267	424%
Household	63	-2%	114	268%
Clothing	55	49%	269	398%
Weatherization	50	108%	98	172%
VITA	47	15%	63	37%
Accessible Home Construction	46	****	45	****
Employment	46	64%	123	141%
Air Conditioners	38	36%	104	73%
Substance Abuse	31	3%	121	142%
Hygiene	28	211%	102	1175%
Disaster	27	93%	43	207%
Administrative Entities	19	171%	19	217%
Specialized Information and Referral	15	67%	16	60%
Thrift Shops	15	1400%	43	****
Other Tax Help	12	500%	17	750%
Personal Financial Counseling	12	140%	51	467%
211 Systems	11	-42%	10	-33%
Appliances	11	-8%	15	67%
Debt Management	10	43%	34	325%
Personal Records	10	-23%	10	43%
Animal Shelters	9	125%	13	550%
Child Care	9	29%	47	571%
Credit Counseling	8	167%	17	1600%
Adult Education	7	-13%	13	0%
Consumer Complaints	7	****	35	****
Water Service Connection/Repair	7	****	0	****
Family Law	6	-40%	17	13%
Lawyer Referral Services	6	50%	12	100%
Legal Information Services	6	****	5	****

****No data from previous year for comparison

Trident United Way 211 Big Count Needs



Need Category

Calls

Need Category	Calls
Housing	2,959
Rent Payment Assistance	1,449
Homelessness Prevention Programs	374
Eviction Prevention Assistance	341
Transitional Housing/Shelter	331
Home Rehabilitation Programs	301
Low Income/Subsidized Private Rental Housing	289
Community Shelters	260
Public Housing	221
Homeless Motel Vouchers	213
Housing Search and Information	144
Housing Related Coordinated Entry	138
Landlord/Tenant Assistance	135
Emergency Shelter	119
Rental Deposit Assistance	109
Homeless Shelter	102
Mortgage Payment Assistance	101
Section 8 Housing Choice Vouchers	100
Rapid Re-Housing Programs	81
Senior Housing Information and Referral	68
Housing Counseling	66
Homeless Permanent Supportive Housing	64
Day Shelters	63
Low Income/Subsidized Rental Housing	60
Subsidized Home Acquisition	54
Weatherization Programs	50
Domestic Violence Shelters	48
Accessible Home Construction	46
Utility Assistance	1,683
Electric Service Payment Assistance	1,589
Water Service Payment Assistance	236
Electric Bill Payment Plan Negotiation Assistance	145
Food/Meals	232
Food Pantries	232
Clothing/Personal/Household Needs	140
Diapers	53
General Clothing Provision	47
Furniture	46
Individual, Family and Community Support	115
Benefits Screening	115
Legal, Consumer and Public Safety Services	111
General Legal Aid	111
Disaster Services	100
Extreme Weather Shelters	100
Transportation	57
Bus Fare	57
Health Care	50
Prescription Expense Assistance	50
Income Support/Assistance	44
VITA Program Sites	44

Trident United Way 211 Website Statistics Overview

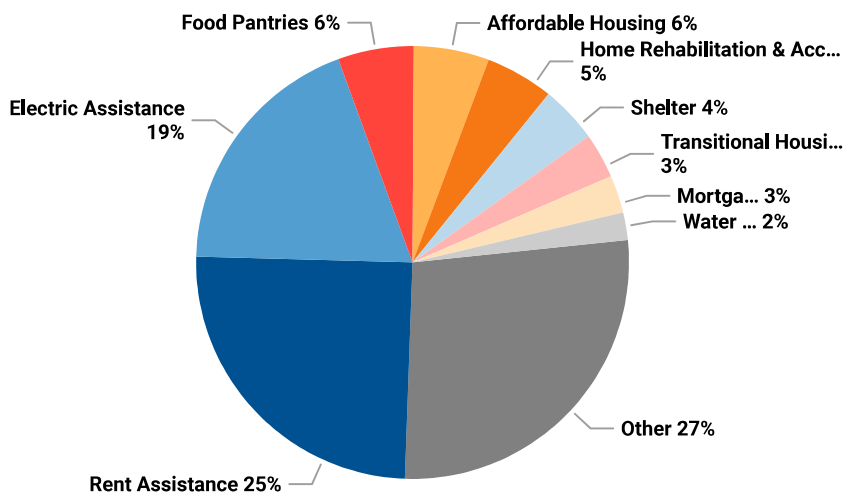
In November of 2023, 211 launched a new website. This website allows for further insight into user interactions with 211. Website traffic constitutes over double the call volume to 211 and can attract users with different needs. A full list of guided search results can be found on the next page, as well as summary of top keyword searches.



Total Website Visits
9,492

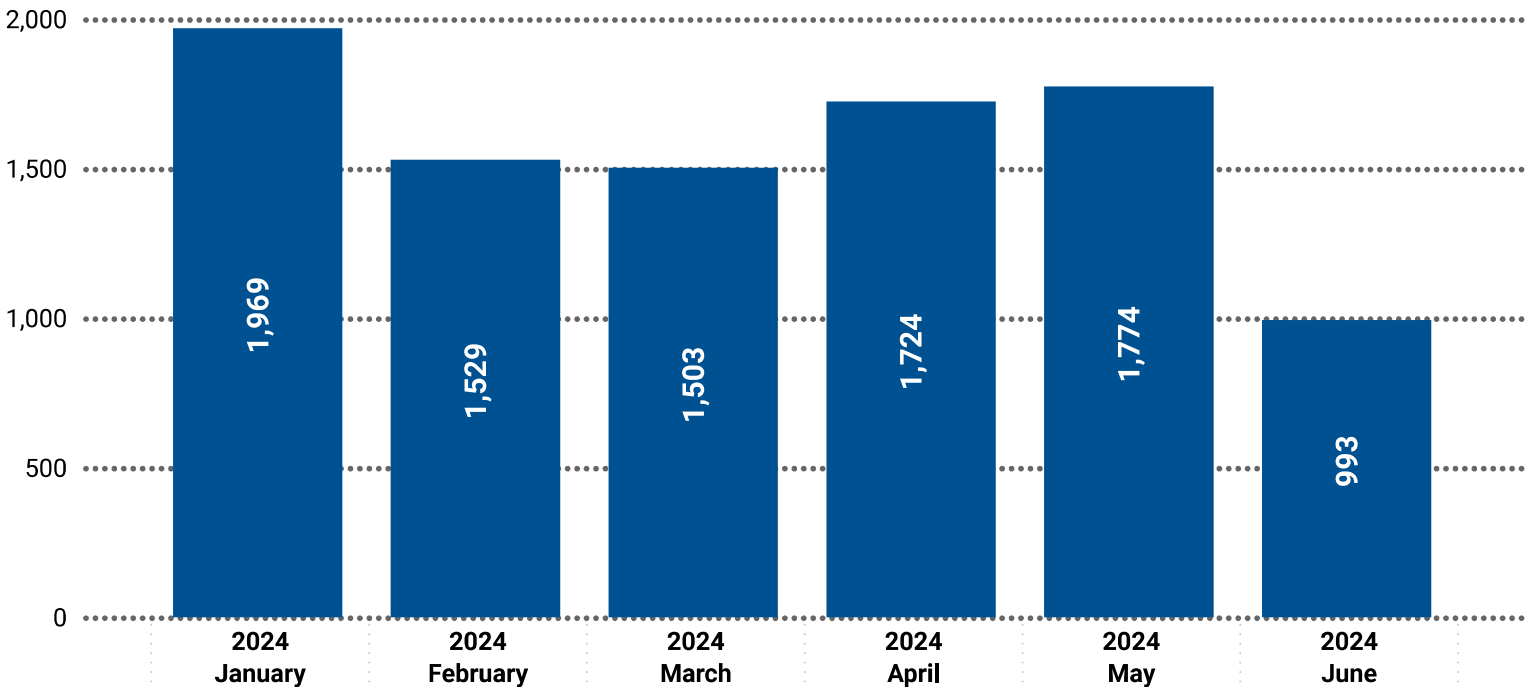
Total Guided Result Searches
8,300

Total Keyword Searches
1,577



Top Needs	Website Hits
Rent Assistance	2,309
Electric Assistance	1,762
Food Pantries	525
Affordable Housing	524
Home Rehabilitation & Accessibility	471
Shelter	399
Transitional Housing	313
Mortgage Assistance	261
Water & Sewer Assistance	190

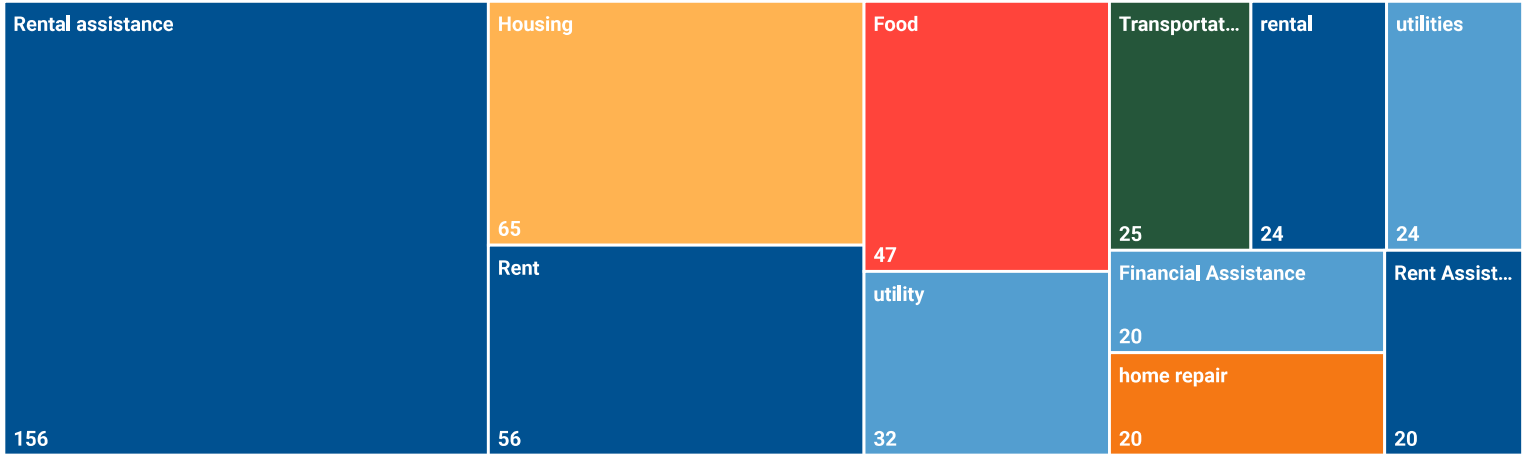
Total Website Hits by Month





Trident United Way 211 Website Search Statistics

Top Keyword Searches



All Guided Search Results

Guided Result Categories	Website Hits	Guided Result Categories	Website Hits	Guided Result Categories	Website Hits
Rent Assistance	2,309	GED & Adult Education	55	Identification Documentation	16
Electric Assistance	1,762	Food for Babies and Children	54	Special Diet and Nutritional Foods	16
Food Pantries	525	Senior Ride Programs	52	Social Security and Medicare	15
Affordable Housing	524	Family Law	49	Thrift Stores	15
Home Rehabilitation & Accessibility	471	Home Accessibility and Ramp Construction	48	LGBTQ Community Centers	14
Shelter	399	Mental Health Evaluations	48	Adult Day Programs	13
Transitional Housing	313	Weatherization	43	Autism	13
Mortgage Assistance	261	Personal Care Needs	41	Suicide Prevention	13
Water & Sewer Assistance	190	Medicaid & Medicare	39	Transgender Services	13
Eviction Prevention	181	Women's Health and Family Planning	38	Crime and Victim Services	12
Dental and Vision Care	134	Home Delivered Meals	36	LGBTQ Support Groups	12
Counseling and Mental Health Services	125	Unemployment	36	Senior Centers	12
Free Clinics	121	Senior Services and Legal Aid	35	TANF	11
Medical and Prescription Expense Assistance	99	Soup Kitchen	34	Discrimination Legal Assistance	10
Furniture & Household Supplies	98	Ex-Offender Re-entry Programs	33	Elder Law	10
Disability Services	91	Mental Health Hotlines	33	Disaster Hotlines	9
Clothing	90	Childcare Voucher	32	Disaster Shelter	8
Job Search	85	Crisis Shelters	32	Sexual & Physical Abuse Counseling and Resources	8
Children Clothing & Diapers	80	Veteran Assistance Programs	30	Human Trafficking Hotlines	7
Eviction Prevention Legal Assistance	80	SNAP	28	Violence Prevention	7
Internet Assistance	79	Assistive Technology	25	Crisis Hotlines	6
Tax Assistance	77	Benefits Screening	25	Public Safety	6
Food Banks	76	Social Security	25	Sexual Health	5
Gas Assistance	75	Respite Care and Support Groups	23	Youth Hotlines	5
Food Assistance (SNAP, WIC, TANF, etc.)	73	Detoxification	22	HIV/AIDS Clinics	4
General Legal Assistance	72	Domestic Crisis Hotlines	22	Homeless Shelters	4
Food for Seniors	71	Sexual Health and Safe Sex Resources	20	Hospice Care	4
Rehabilitation and Substance Abuse Services	64	Immigration Legal Assistance	17	Power Outage	4
Senior Housing	61	Maternity Needs	17	SCEMD	3
Transportation to Medical Appointments	60	WIC	17	Evacuation Zones	2
Job Training	58			Sexual Assault Hotlines	2