

Web & Social Media Growth

| | 2014 | 2015 | % |
|---------------------------------------|---------|-----------|------|
| Website visits | 200,378 | 387,882 | 94% |
| Web pageviews | 958,969 | 1,127,305 | 18% |
| Mobile views | 35,692 | 114,679 | 221% |
| New Followers, RT, Mentions (Twitter) | 2,691 | 3,866 | 44% |
| Facebook Reach | 135,700 | 640,772 | 372% |
| Youtube, New views | 3,166 | 5,520 | 74% |
| Linked In Pageviews | 0 | 551 | |

211 in Ontario

By the Numbers

2016

211

Major Source of Income

(People Calling 211)

| | |
|---------------------------|-----|
| Don't know | 4% |
| Employment Insurance | 2% |
| Full time work | 9% |
| Old Age Security | 9% |
| Ont. Disability Support | 25% |
| Ontario Works | 8% |
| Part time | 7% |
| Pension | 0% |
| Refused | 4% |
| Self employed | 3% |
| Welfare/Social Assistance | 4% |
| Other | 25% |

75% of callers are female

24% of callers are male

ONTARIO POPULATION
12,851,821
86% urban, 14% rural
(2011 census)

98% of callers were given referral info to follow up on.

83% of these followed up on the referral information and 74% received help from the agency.

There are **32,412** organizations in 211 Ontario's database listing **61,342 programs and services.**

25% of callers learn about 211 from social service agencies

Age of People Needing Help

| | |
|---------------------|-----|
| 13 years - 21 years | 3% |
| 22 years - 35 years | 19% |
| 36 years - 54 years | 33% |
| 55 or older | 41% |
| 6 or under | 1% |
| 7 - 12 years | 1% |
| Don't know | 1% |

Top 5 Caller Needs

| | |
|-------------------------------|--------|
| Health | 75,193 |
| Income & Financial Assistance | 55,154 |
| Housing | 49,459 |
| Legal & Public Safety | 40,469 |
| Food & Meals | 38,522 |