

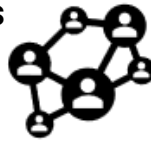
Statewide SC 211 Traffic Overview



Total Calls
83,912
8%*



Total Referrals
238,844
72%*



Total Texts
14,541

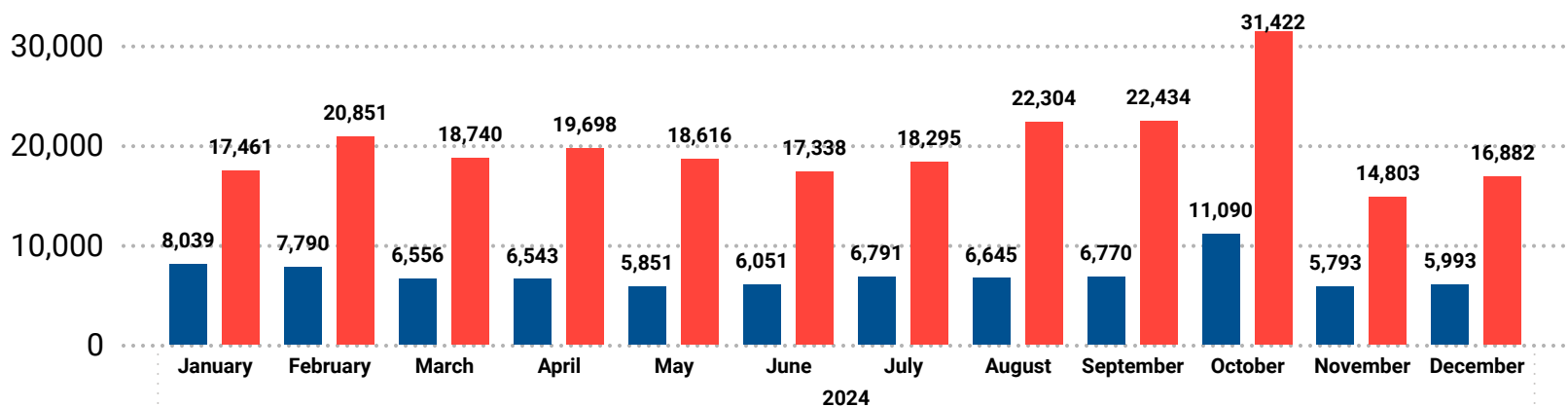


Website Visits
278,583
-5%*

Statewide Calls and Referrals by Month

Jan-Dec 2024

● Calls ● Referrals



In 2024, calls to 211 generally followed seasonal patterns. Calls fluctuated in the Spring and rose during the Summer. Call volume spiked sharply towards the end of September and throughout October due to Hurricane Helene. **Calls were up 8%** compared to 2023. Referrals increased significantly, partly because referrals were provided per service rather than per organization. This allows for a more accurate record of referred programs and services than the previous method.

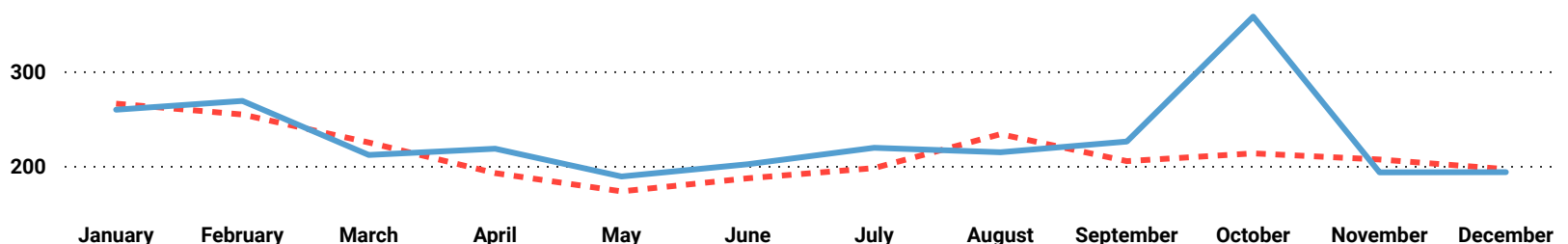
Additionally, 2024 call volume exceeded 2023 call volume in most months, aside from January, March, August, November, and December. Notably, October 2024 call volume increased by over 50% from 2023 due to Hurricane Helene.

The 211 website saw a small decrease in visits in 2024 compared to the same period in 2023, subverting the upwards trend in recent years. This decline may be attributed to the launch of the new 211 website, which may have left older links and search results unable to forward to the new site.

Average Daily Calls

Jan-Dec 2023 v. Jan-Dec 2024

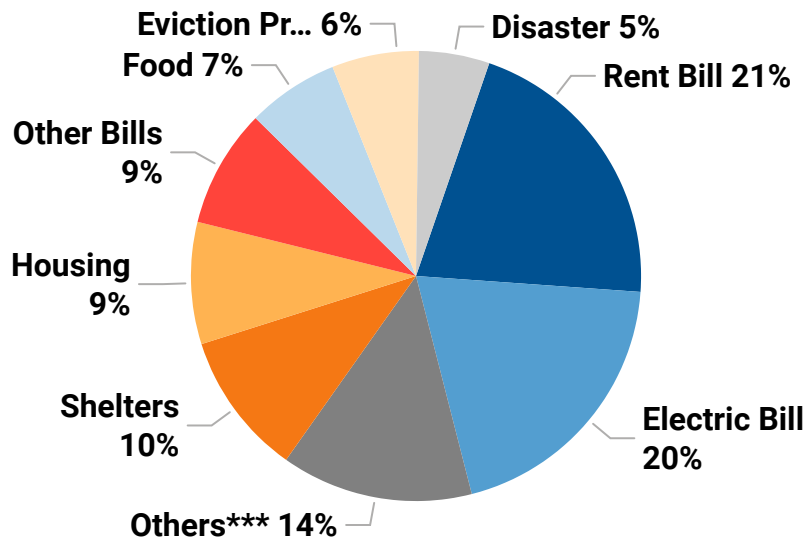
--- Average calls per Day in 2023 — Calls in 2024 average per Day



Statewide Needs Breakdown

Statewide Needs Breakdown

Based on Calls, Jan-Dec 2024



Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Rent Bill	17,496	5%	33,796	18%
Electric Bill	16,685	0%	47,410	18%
Shelters	8,658	13%	31,562	159%
Housing	7,352	15%	19,594	104%
Other Bills	7,135	40%	12,845	50%
Food	5,524	86%	27,278	210%
Eviction Prevention	5,248	15%	6,578	30%
Disaster	4,253	1807%	11,378	3949%

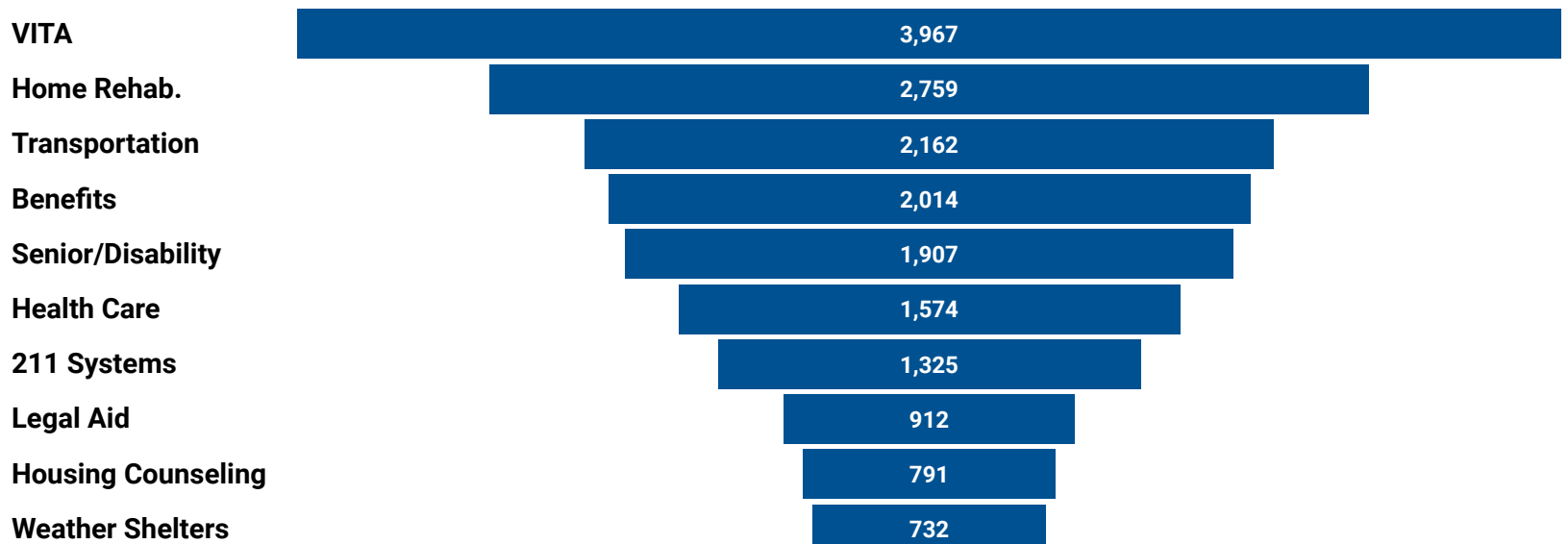
***See below for further information

Rent and Electric Assistance remained the top requested needs, making up 41% of all caller requests. Requests for Rent Assistance were up compared to 2023, while requests for Electric Assistance remained at the same level. Related categories like Eviction Prevention, Other Bills, Affordable Housing, and Shelters saw increases from 2023, with Other Bills seeing the largest increase. Disaster related calls increased greatly due to Hurricane Helene.

Breakdown of Other Needs

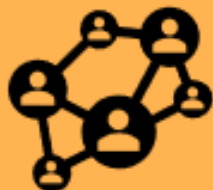
Based on Calls, Jan-Dec 2024

Included in the "Other" category are additional needs presented by 211 callers that fall outside the top categories listed above. Below is a breakdown of the next most frequently requested needs. Calls for VITA Programs, Home Rehabilitation, Transportation, Senior & Disability Needs, Health Care, and Benefits Assistance consist of the majority of "Other" needs.

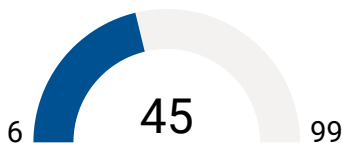


*Compared to previous year's calls, same period

Statewide 211 Demographics



Average Age



Caller Type	Calls	%*
Self	80,140	95.53%
Friend/Relative	2,826	3.37%
Community Agency/Organization	812	0.97%
Business	78	0.09%
Church	20	0.02%
Police	13	0.02%

Income Brackets	Calls	%*
No Income	4,349	31.25%
\$1-\$14,999	3,808	27.36%
\$15,000-\$24,999	2,794	20.07%
\$25,000-\$34,999	1,697	12.19%
\$35,000-\$49,999	930	6.68%
\$50,000-\$74,999	277	1.99%
\$75,000-\$99,999	38	0.27%
\$100,000-\$149,999	19	0.14%
\$150,000-\$199,999	5	0.04%
\$200,000 or more	1	0.01%

Education Level	Calls	%*
GED/High School	5,501	46.1%
Some college	3,191	26.7%
Less than GED/High School	1,665	13.9%
Associate's degree	850	7.1%
Bachelor's degree or higher	736	6.2%

Public Assistance	Calls	%*
No Assistance	9,314	57.4%
Has Assistance	6,903	42.6%
SNAP	3,170	19.5%
Multiple	1,870	11.5%
Other	1,546	9.5%
Not Collected	168	1.0%
Section 8	75	0.5%
WIC	63	0.4%
TANF	11	0.1%

Gender	Calls	%*
Female	12,118	76.36%
Male	3,723	23.46%
Not Listed	19	0.12%
Transgender	10	0.06%

Race-Ethnicity	Calls	%*
Two or More Races	35,109	70.96%
Black/African American	9,881	19.97%
White	3,752	7.58%
Hispanic or Latino	473	0.96%
Race/Ethnicity Not Listed	166	0.34%
American Indian or Alaskan Native	66	0.13%
Asian	20	0.04%
Native Hawaiian or Other Pacific Islander	7	0.01%

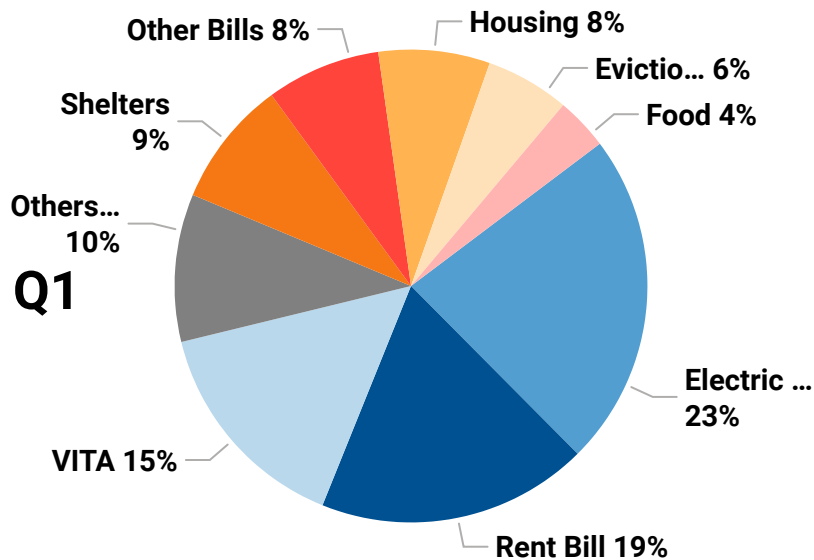
Household Composition	Calls	%*
Single Female with Children	4,624	31.5%
Single Female	4,376	29.8%
Single Male	2,034	13.9%
Couple with children	1,589	10.8%
Couple without children	1,267	8.6%
Grandparent with children	417	2.8%
Single Male with Children	365	2.5%

Employment Status	Calls	%*
Employed	5,156	35.6%
Full-time	3,695	25.5%
Part-time	1,461	10.1%
Unemployed	4,800	33.2%
Disabled	3,229	22.3%
Retired	1,023	7.1%
Self-Employed	256	1.8%

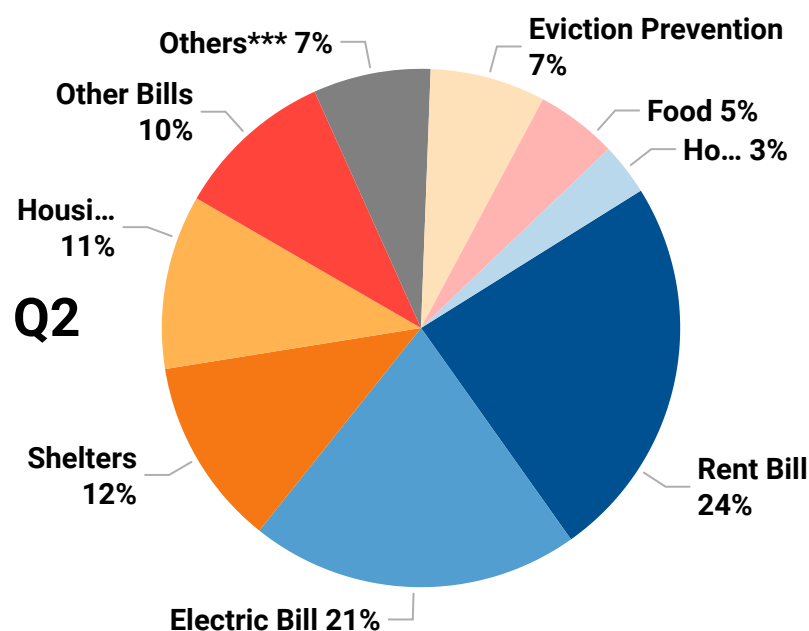
Veteran Status	Calls	%*
No	14,655	95.37%
Yes - Veteran	621	4.04%
Yes - Retired	61	0.40%
Yes - Reservist	16	0.10%
Yes - Active Duty	14	0.09%

Health Insurance	Calls	%*
Yes	9,360	69.9%
No	4,027	30.1%

Statewide Quarterly Top Needs Overview

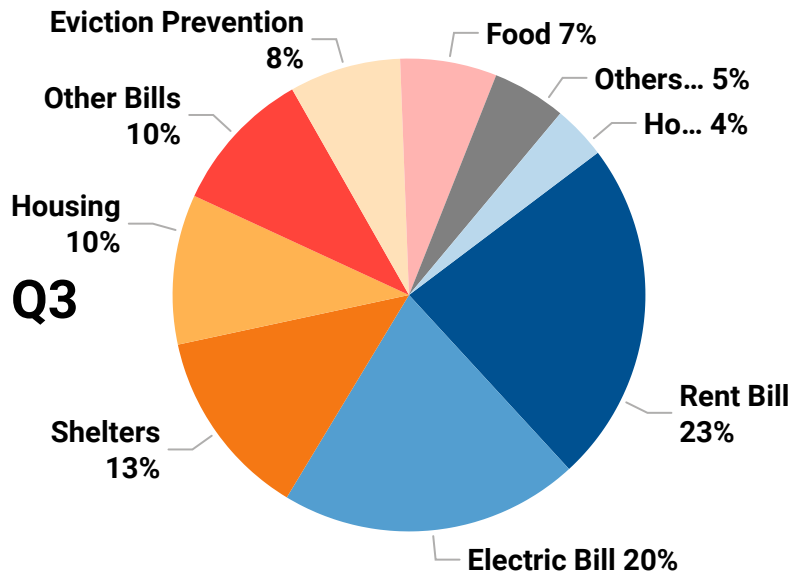


Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Electric Bill	5,111	12%	14,637	28%
Rent Bill	4,153	14%	8,992	33%
VITA	3,377	21%	3,441	27%
Shelters	1,940	10%	5,575	114%
Other Bills	1,751	32%	3,463	39%
Housing	1,706	10%	4,094	69%
Eviction Prevention	1,283	89%	2,171	209%
Food	803	21%	4,232	140%

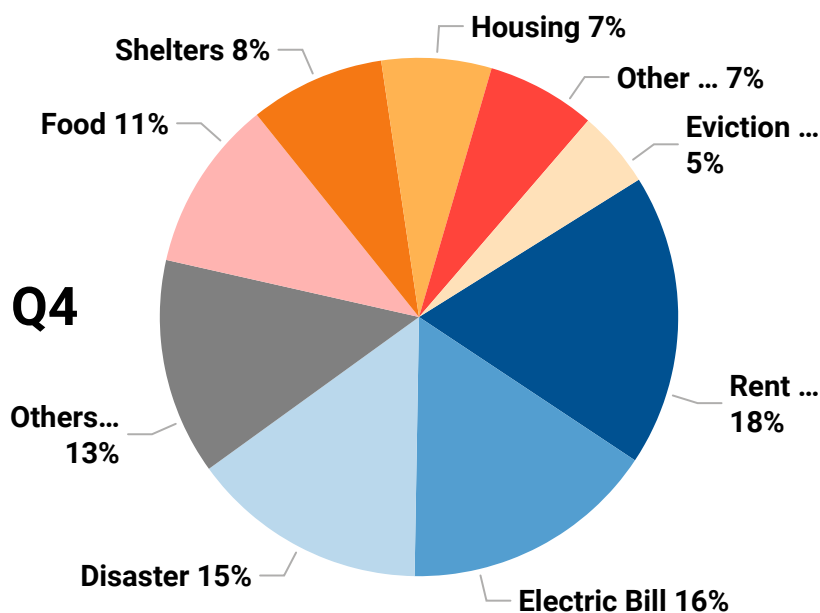


Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Rent Bill	4,439	14%	8,221	22%
Electric Bill	3,789	16%	10,533	32%
Shelters	2,167	15%	8,262	208%
Housing	2,005	26%	6,071	151%
Other Bills	1,831	68%	3,082	67%
Eviction Prevention	1,328	69%	1,620	71%
Food	936	33%	4,454	144%
Home Rehab.	598	6%	1,008	12%

Statewide Quarterly Top Needs Overview



Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Rent Bill	4,737	1%	8,845	30%
Electric Bill	4,138	-9%	11,749	21%
Shelters	2,624	27%	11,472	260%
Housing	2,072	23%	5,885	139%
Other Bills	1,999	48%	3,311	84%
Eviction Prevention	1,540	-9%	1,670	-12%
Food	1,336	75%	6,398	236%
Home Rehab.	740	19%	1,459	53%



Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Rent Bill	4,167	-4%	7,738	-8%
Electric Bill	3,647	-15%	10,491	-5%
Disaster	3,379	5350%	8,837	7790%
Food	2,449	190%	12,194	270%
Shelters	1,927	-3%	6,253	70%
Housing	1,569	1%	3,544	53%
Other Bills	1,554	18%	2,989	25%
Eviction Prevention	1,097	-23%	1,117	-26%

Statewide Overdue Bill Amount Overview

Callers requesting Rent, Mortgage, Utility, or other forms of financial assistance may opt in to tell 211 the dollar amount they are overdue on payments. Average overdue bills were relatively stable throughout the year. The greatest variance occurred with Rent and Mortgage Assistance, which saw the highest averages at the beginning of the year. Other average bills, such as Electric and Water, increased in Q2. Utility bill increases may correspond with the early heat wave and drought conditions felt across the state in June.

Quarter 1					Quarter 2				
Top 5 Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue	Top 5 Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Electric Service Payment Assistance	5,110	1,768	\$2,056	\$3,635,512	Electric Service Payment Assistance	3,787	1,640	\$2,381	\$3,904,833
Mortgage Payment Assistance	302	89	\$2,922	\$260,050	Mortgage Payment Assistance	281	86	\$2,393	\$205,832
Rent Payment Assistance	4,151	1,296	\$3,711	\$4,809,243	Rent Payment Assistance	4,437	1,853	\$2,882	\$5,340,894
Rental Deposit Assistance	360	81	\$1,216	\$98,459	Rental Deposit Assistance	474	138	\$1,212	\$167,188
Water Service Payment Assistance	543	209	\$871	\$182,048	Water Service Payment Assistance	582	275	\$946	\$260,028
Total	8,867	2,996	\$2,999	\$8,985,312	Total	8,104	3,413	\$2,894	\$9,878,775

Quarter 3					Quarter 4				
Top 5 Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue	Top 5 Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Electric Service Payment Assistance	4,137	1,901	\$2,106	\$4,004,234	Electric Service Payment Assistance	3,645	1,500	\$2,015	\$3,022,015
Mortgage Payment Assistance	326	117	\$2,221	\$259,840	Mortgage Payment Assistance	255	104	\$2,533	\$263,404
Rent Payment Assistance	4,729	2,105	\$3,140	\$6,610,057	Rent Payment Assistance	4,163	1,708	\$3,041	\$5,193,593
Rental Deposit Assistance	412	115	\$1,316	\$151,297	Rental Deposit Assistance	269	69	\$1,164	\$80,321
Water Service Payment Assistance	656	316	\$808	\$255,485	Water Service Payment Assistance	579	267	\$825	\$220,331
Total	8,663	3,818	\$2,955	\$11,280,913	Total	7,632	3,112	\$2,821	\$8,779,664

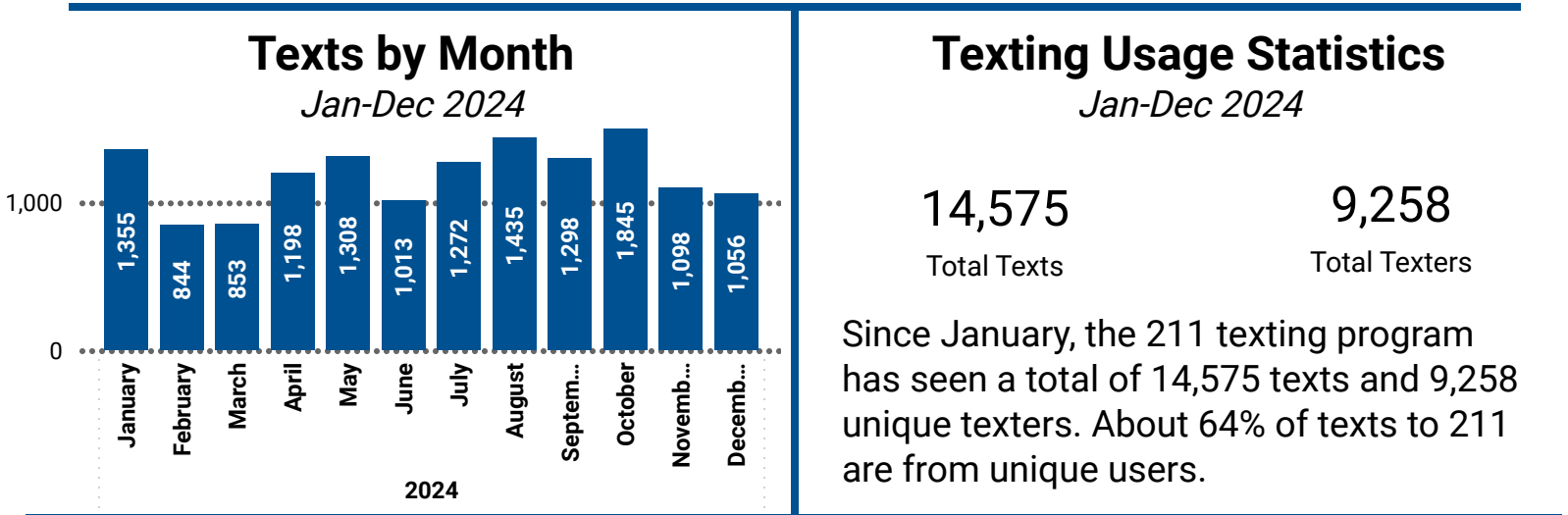
2024 Total Amount

Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Automobile Payment Assistance	177	29	\$665	\$19,293
Electric Service Payment Assistance	16,679	6,809	\$2,139	\$14,566,594
Gas Service Payment Assistance	537	230	\$1,120	\$257,569
Heating Fuel Payment Assistance	111	20	\$773	\$15,468
Internet Service Payment Assistance	161	28	\$169	\$4,729
Mortgage Payment Assistance	1,164	396	\$2,498	\$989,126
Rent Payment Assistance	17,480	6,962	\$3,153	\$21,953,787
Rental Application Fee Payment Assistance	25	7	\$661	\$4,625
Rental Deposit Assistance	1,515	403	\$1,234	\$497,265
Sewer Service Payment Assistance	133	55	\$316	\$17,389
Water Service Payment Assistance	2,360	1,067	\$860	\$917,892
Work Related Fee Payment Assistance	2	1	\$3,400	\$3,400
Total	33,793	13,425	\$2,923	\$39,247,137

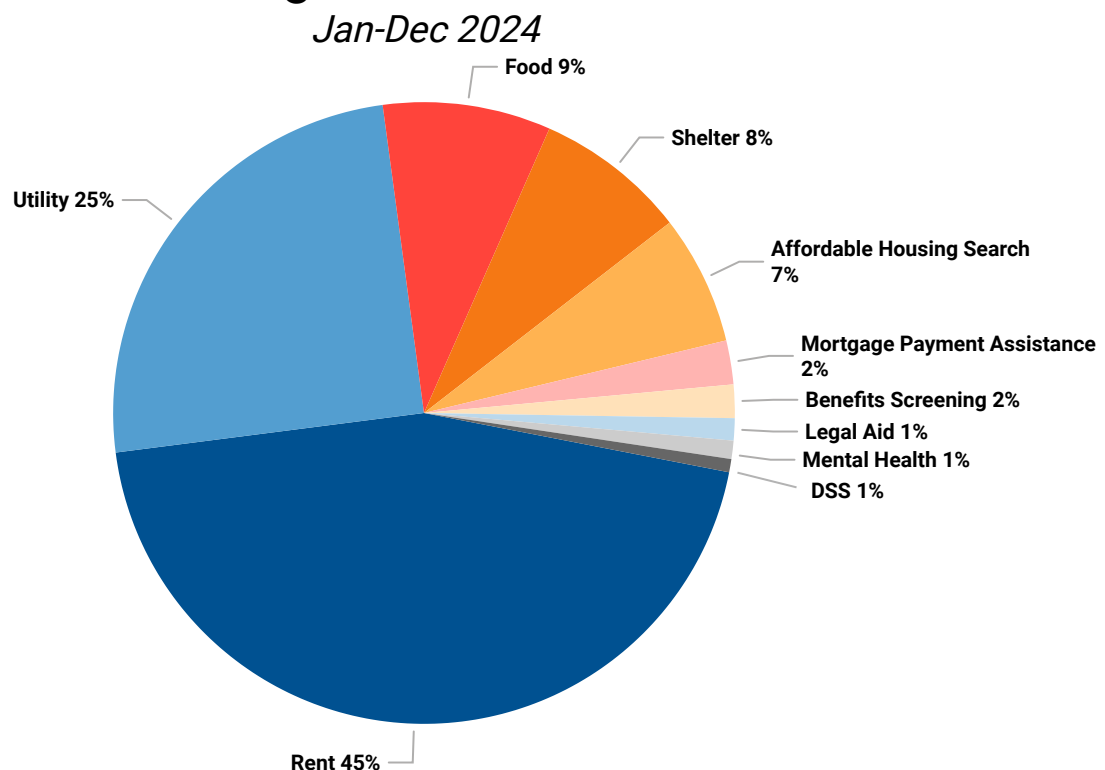
Texting Program Overview

In May 2023, 211 expanded its texting service. By texting "Help" or "Ayuda" (Spanish for help) to the number "211-211" and entering a zip code when prompted, anyone in South Carolina can receive information for 10 of the highest needs including: Rent Assistance, Utility Assistance, and Food Pantries serving their local area. The entire process takes only a few seconds and is available in English and Spanish.

The texting program provides another option for connecting to 211. It removes barriers and widens the 211 client base, providing resources to people who couldn't call previously. It also has a positive effect on 211 callers. Many callers can skip the wait and get tailored referrals via text. This also takes pressure off the call center during busy times and shortens the wait times of clients who do prefer to talk to a resource navigator.



Texting Need Distribution



Statewide Regional Needs Overview

Though the top needs were similar across the state, there were notable regional differences, particularly in the Upstate. Call volume increased greatly in the Upstate, while increasing 11% and 6% in the Midlands and Pee Dee, respectively, while the Lowcountry saw a 7% decrease in calls.

Most needs saw increases statewide, matching the upwards trend of calls to 211. Calls for Disaster Assistance, Other Bills, and VITA services saw the largest increases. Calls for Electric Assistance were stable throughout the state, with only minor variations. The Upstate was the only region where VITA was a top need, likely due to the strong promotion by many of the Upstate United Ways. Additionally, disaster calls were only present in the top needs for the Upstate due to the trajectory of Hurricane Helene into western South Carolina.

Although the Lowcountry saw the greatest decrease in calls from the previous year, there were still moderate increases in calls for Eviction Prevention and Other Bill Assistance. In the Pee Dee, call volume growth appears to be slowing with a 6% increase in 2024 compared to a 20% increase in 2022 and a 26% increase in 2023.

Upstate

Needs	Calls	%Change*
Rent Bill	5,601	7%
Electric Bill	5,288	-2%
VITA	3,252	30%
Shelters	2,621	25%
Disaster	2,572	4576%
Food	2,423	138%

All Calls %Change*

29,594 21%

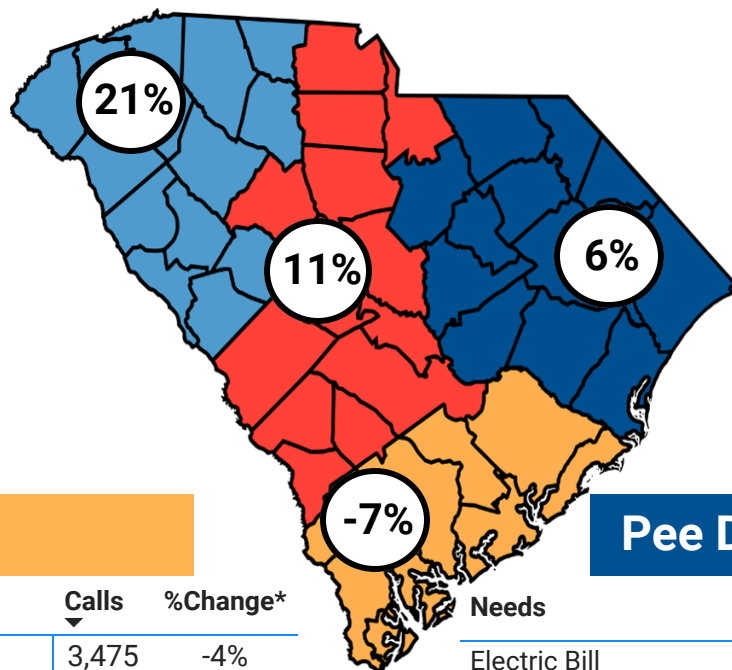
Midlands

Needs	Calls	%Change*
Rent Bill	5,626	9%
Electric Bill	4,957	1%
Shelters	2,622	14%
Other Bills	2,110	51%
Housing	2,014	23%
Eviction Prevention	1,706	-8%

All Calls %Change*

21,462 11%

Map regions mirror those used by the SC Homeless Information Management System (HMIS)



Lowcountry

Need	Calls	%Change*
Rent Bill	3,475	-4%
Electric Bill	3,313	3%
Eviction Prevention	1,716	12%
Housing	1,414	-2%
Other Bills	1,396	22%
Shelters	1,385	-1%

All Calls %Change*

14,295 -7%

Pee Dee

Needs	Calls	%Change*
Electric Bill	3,077	-2%
Rent Bill	2,749	9%
Shelters	1,984	12%
Housing	1,522	21%
Other Bills	1,203	41%
Food	789	36%

All Calls %Change*

12,843 6%

Statewide 211 Top Needs



Top Needs	Calls	Calls YoY%	Referrals	Referrals YoY%
Rent Bill	17,496	5%	33,796	18%
Electric Bill	16,685	0%	47,410	18%
Shelters	8,658	13%	31,562	159%
Housing	7,352	15%	19,594	104%
Other Bills	7,135	40%	12,845	50%
Food	5,524	86%	27,278	210%
Eviction Prevention	5,248	15%	6,578	30%
Disaster	4,253	1807%	11,378	3949%
VITA	3,967	23%	4,053	29%
Home Rehab.	2,759	22%	5,537	57%
Transportation	2,162	23%	2,738	171%
Benefits	2,014	63%	3,465	138%
Senior/Disability	1,907	19%	4,663	123%
Health Care	1,574	10%	4,327	93%
211 Systems	1,325	34%	1,345	44%
Legal Aid	912	-63%	1,691	-38%
Housing Counseling	791	449%	1,875	789%
Weather Shelters	732	314%	1,692	702%
Clothing	710	29%	2,308	121%
Baby	669	136%	1,604	344%
Employment	652	107%	1,898	181%
Mental Health	651	-5%	1,903	72%
Household	538	12%	895	50%
Accessible Home Construction	379	351%	428	381%
Holiday Programs	352	-11%	643	-20%
Administrative Entities	322	94%	322	103%
Weatherization	293	92%	363	117%
Substance Abuse	267	-7%	1,160	91%
Air Conditioners	259	26%	305	61%
Other Tax Help	205	97%	240	126%
Appliances	199	78%	261	146%
Hygiene	189	120%	379	308%
Heaters	122	47%	28	460%
Specialized Information and Referral	108	-41%	146	-26%
Directory Assistance	102	-23%	97	-21%
Thrift Shops	99	350%	198	633%
Ex-Offender	89	59%	204	110%
Personal Records	89	-3%	112	124%
Child Care	88	66%	379	553%
School Supplies	81	42%	26	-28%
Personal Financial Counseling	74	95%	202	370%
Case/Care Management	66	-3%	132	39%
Advocacy	65	-50%	104	-21%
Telephone Service Providers	65	829%	63	6200%
Debt Management	63	29%	182	198%
Legal Information Services	62	1967%	62	1967%

Statewide 211 Follow Up Survey Results

211 users are asked to participate in a follow up survey to evaluate their experience and the outcomes of their referrals. This survey asks about their method of contact with 211, their preferred method for future contact, and whether they were able to use their referrals to meet their needs. The survey results, which spans from May 2023 to January 2025, indicate that 211 users typically prefer their original method of contact with 211 (e.g. callers prefer to call, texters prefer to text, etc.). The responses also highlight the demand for financial assistance, with rent and utility assistance frequently reported as an unmet need. This is often due to a lack of available funds from referred organizations. However, users in need of smaller sums, like lower utility bills, are more likely to find success with their referrals.

Total Responses: 2100

How did you connect with SC 211?	Response
Call	66%
Text	23%
Website	12%

Future Contact Preference

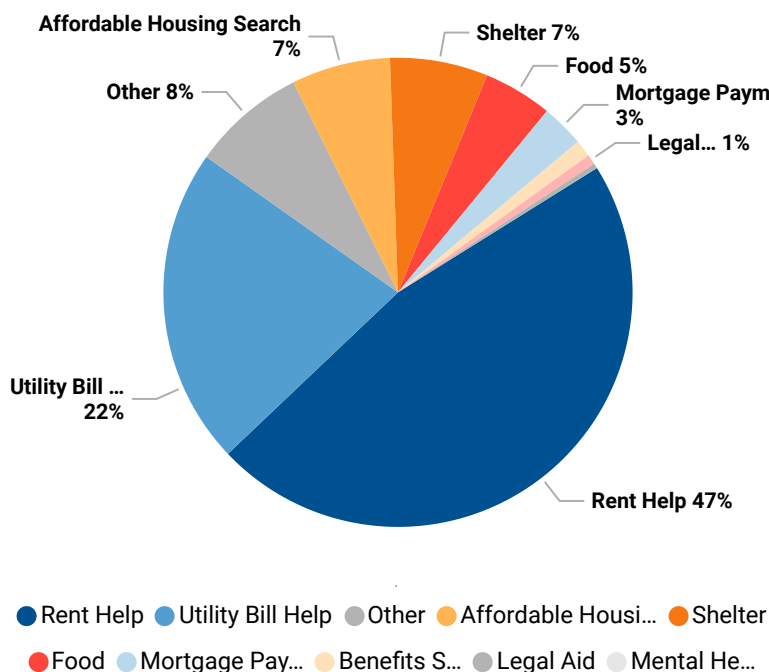
Contact Method	Call 211	Text	Website
Called 211	69%	16%	15%
Texted 211	19%	62%	19%
Used Website	33%	24%	43%

Was the amount of assistance provided able to fully meet your need?

No	67%
Yes	33%

Unmet Needs	% Response	Met Needs	% Response
Rent Help	38%	Utilities	37%
Utilities	23%	Other	17%
Other	14%	Rent Help	17%
Food	8%	Food	14%
Shelter	7%	Affordable Housing	6%
Affordable Housing	4%	Shelter	5%
Mortgage Bill	2%	Legal Aid	1%
Mental Health	2%	Mortgage Bill	1%
Benefits	2%	Benefits	1%
		Mental Health	1%

Type of Assistance Requested



Were you able to connect with one of the referred agencies/programs?

No	71%
Yes	29%

What was the reason you could NOT get help?

The agency did not have any funds available	30.9%
I tried to contact the agency, but could not get through	29.4%
Other	19.0%
I was not eligible for the program	4.8%
I am on a waitlist for service	4.6%
I did not try to contact the agencies	3.1%
I did not have transportation to go to the agency	2.5%
The service no longer exists	1.9%
The application process required internet or a computer and I couldn't access it	1.4%
The phone number was incorrect	1.4%
I was helped by a different provider (not referred by 211)	0.9%
I did not want the services offered	0.2%

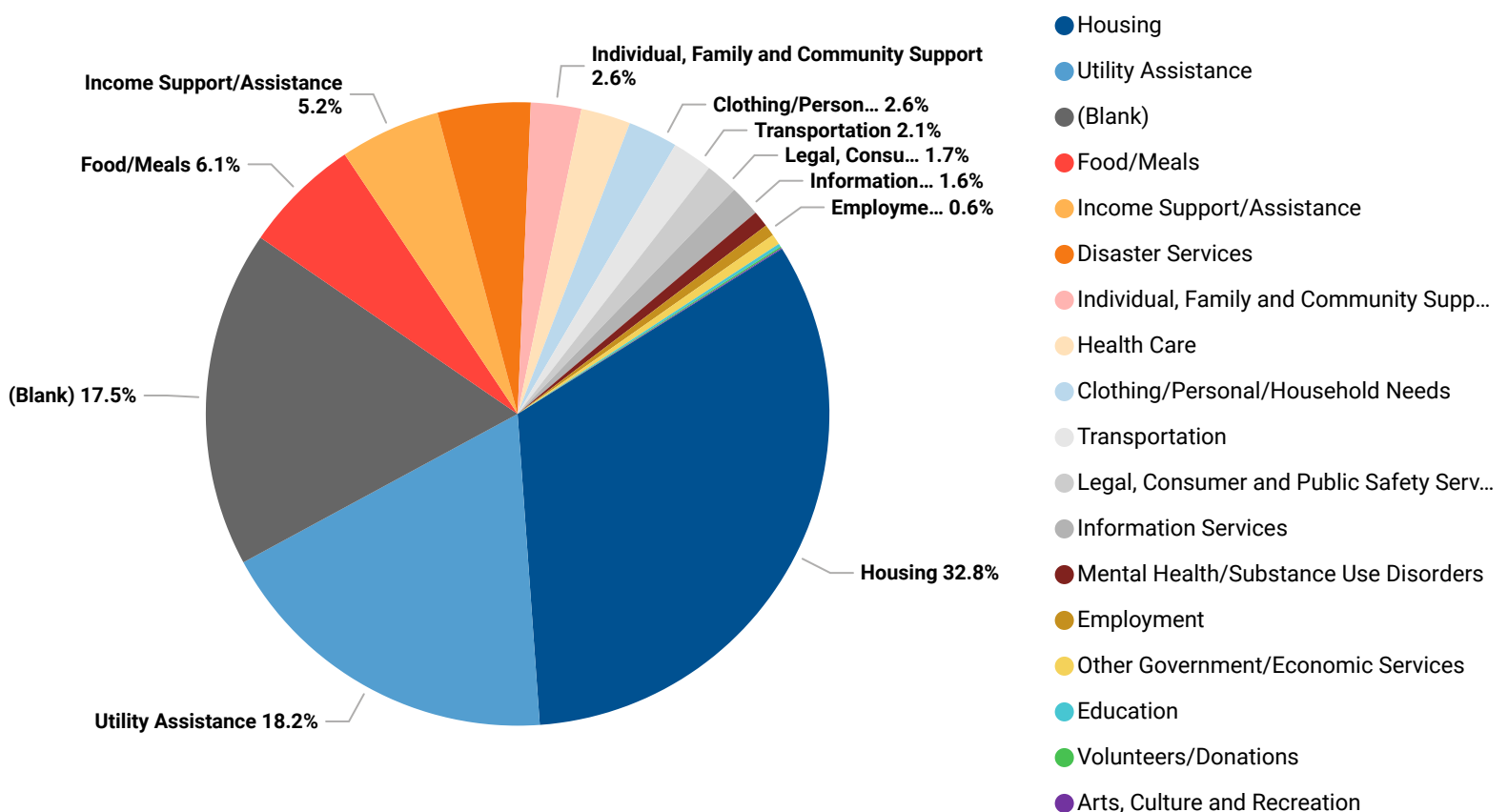
Statewide 211 Community Impact Needs

United Way community impact programs are designed to address critical local issues and create positive, lasting change in their communities. These programs vary by location, as each United Way focuses on the unique needs of the community it serves. Recent Reporting highlights the community's primary needs. Housing is the most frequently requested service, followed by utility assistance, food support, and income support. Additionally, a significant number of calls were related to disaster services, reflecting ongoing challenges in addressing both immediate and long-term needs. This data underscores the vital importance of meeting basic needs in our community and providing targeted support to ensure stability and resilience.

Needs	Calls	Needs	Calls
Housing	33,336	Information Services	1,629
Utility Assistance	18,566	Mental Health/Substance Use Disorders	858
**	17,774	Employment	616
Food/Meals	6,188	Other Government/Economic Services	551
Income Support/Assistance	5,306	Education	165
Disaster Services	4,901	Volunteers/Donations	84
Individual, Family and Community Support	2,658	Arts, Culture and Recreation	52
Health Care	2,624		
Clothing/Personal/Household Needs	2,620		
Transportation	2,122		
Legal, Consumer and Public Safety Services	1,731		
		Grand Total	
			83,912

**Callers to 211 do not always present a need. These calls are categorized as blank.

Calls by Community Impact Category



Statewide 211 Community Impact Needs Breakdown

Community Impact Needs	Calls
Housing	32,818
Rent Payment Assistance	17,496
Community Shelters	5,765
Transitional Housing/Shelter	4,248
Low Income/Subsidized Private Rental Housing	3,529
Home Rehabilitation Programs	2,759
Public Housing	2,743
Homeless Motel Vouchers	2,610
Eviction Prevention Assistance	2,110
Homelessness Prevention Programs	2,011
Housing Related Coordinated Entry	1,653
Housing Search and Information	1,571
Rental Deposit Assistance	1,515
Landlord/Tenant Assistance	1,462
Mortgage Payment Assistance	1,174
Rapid Re-Housing Programs	1,116
Section 8 Housing Choice Vouchers	1,023
Subsidized Home Acquisition	960
Homeless Permanent Supportive Housing	958
Emergency Shelter	949
Senior Housing Information and Referral	903
Homeless Shelter	816
Housing Counseling	791
Low Income/Subsidized Rental Housing	771
Utility Assistance	17,831
Electric Service Payment Assistance	16,685
Water Service Payment Assistance	2,360
Electric Bill Payment Plan Negotiation Assistance	1,492
Food/Meals	5,587
Food Pantries	5,065
Food Stamps/SNAP	605
Soup Kitchens	587
Income Support/Assistance	4,561
VITA Program Sites	3,807
Undesignated Temporary Financial Assistance	755
Disaster Services	3,835
Post Disaster Food Services	1,278
Disaster Relief/Recovery Organizations	1,236
Post Disaster Cleanup	1,070
Extreme Weather Shelters	708
Information Services	1,325
211 Systems	1,325
Individual, Family and Community Support	1,305
Benefits Screening	1,305
Clothing/Personal/Household Needs	1,170
General Clothing Provision	627
Diapers	573
Legal, Consumer and Public Safety Services	912
General Legal Aid	912
Transportation	646
Bus Fare	646

Community Impact Needs	Calls
Health Care	2,327
Prescription Expense Assistance	411
Aging and Disability Resource Centers	351
Dental Care	323
Medical Care Expense Assistance	300
Medical Equipment/Supplies	212
Community Clinics	169
Medicaid	145
Health Insurance Information/Counseling	131
Health Insurance Premium Assistance	93
Glasses/Contact Lenses	89
Eye Care	73
General Medical Care	73
Maternity Homes	73
Medicaid Applications	66
Prescription Drug Discount Cards	57
Home Nursing	56
Prescription Drug Patient Assistance Programs	51
Post Pregnancy Shelter/Transitional Housing	50
Incontinence Supplies	45
Patient/Family Housing	37
Medical Equipment Expense Assistance	36
Pharmacies	33
Hearing Aids	29
Mental Health/Substance Use Disorders	677
Mental Health Evaluation	135
Outpatient Mental Health Facilities	112
Residential Substance Use Disorder Treatment Facilities	110
Crisis Intervention Hotlines/Helplines	104
Detoxification	92
General Counseling Services	92
Inpatient Mental Health Facilities	83
Individual Counseling	68
Recovery Homes/Halfway Houses	61
Counseling Services	38
Mental Health Screening	38
Substance Use Disorder Counseling	32
Employment	528
Job Finding Assistance	468
Employment Preparation	80
Other Government/Economic Services	415
Administrative Entities	322
Disability Associations	62
Local Officials Offices	33
Education	81
School Supplies	81
Volunteers/Donations	51
Volunteer Opportunities	51
Arts, Culture and Recreation	34
Youth Enrichment Programs	34

Statewide 211 Website Statistics Overview

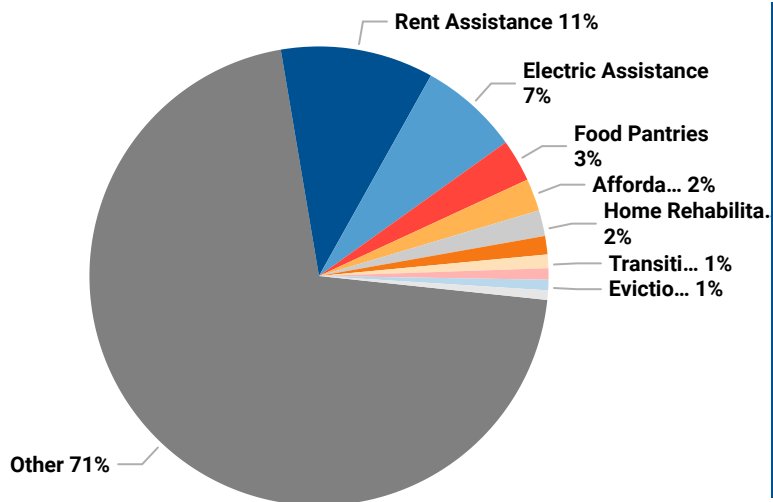
In November of 2023, 211 launched a new website. This website allows for further insight into user interactions with 211. Website traffic constitutes over double the call volume to 211 and, as illustrated below, attracts users with different needs. While Rent and Electric Assistance remain in the top highest needs, Internet Assistance ranks high for website users. 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
278,583

Total Guided Result Searches
106,155

Total Keyword Searches
15,353



Top Guided Search Results

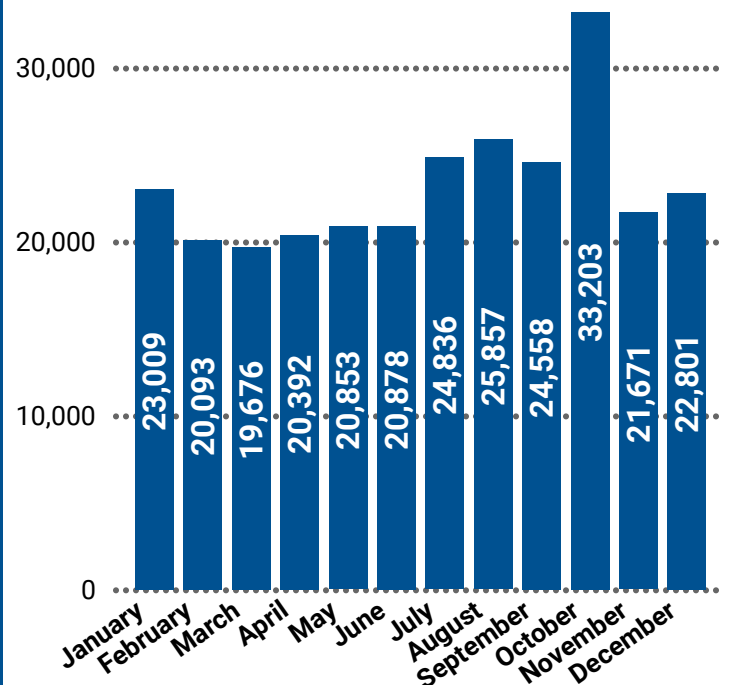
Top Needs	Website Hits
Rent Assistance	31,901
Electric Assistance	20,764
Food Pantries	8,858
Affordable Housing	6,742
Home Rehabilitation & Accessibility	5,394
Shelter	3,835
Transitional Housing	2,843
Mortgage Assistance	2,360
Eviction Prevention	2,194
Internet Assistance	1,980

Website Traffic by County (with call number comparison)

County	Website Hits	Calls
*****	180,925	5,718
Richland	12,092	9,596
Charleston	11,562	7,005
Greenville	10,642	10,802
Spartanburg	9,847	7,221
Horry	6,003	4,665
Dorchester	5,418	3,052
Lexington	5,417	3,704
Berkeley	4,999	2,430
York	3,463	2,131
Anderson	3,440	3,130
Florence	2,876	2,428
Aiken	2,498	2,470
Pickens	1,551	3,711
Sumter	1,521	1,204
Beaufort	1,366	863
Orangeburg	1,363	1,153
Oconee	1,160	824
Cherokee	1,151	749
Laurens	1,026	947
Lancaster	1,024	630
Greenwood	999	1,104
Georgetown	995	700
Darlington	949	689

County	Website Hits	Calls
Georgetown	995	700
Marion	669	619
Union	521	423
Chesterfield	517	337
Chester	489	350
Newberry	483	408
Dillon	474	425
Clarendon	472	381
Williamsburg	458	463
Colleton	397	430
Jasper	383	219
Marlboro	359	217
Barnwell	313	255
Edgefield	280	236
Fairfield	263	305
Hampton	239	296
Abbeville	227	175
Lee	210	231
Saluda	156	172
Bamberg	141	227
Allendale	121	155
Calhoun	114	78
McCormick	72	100

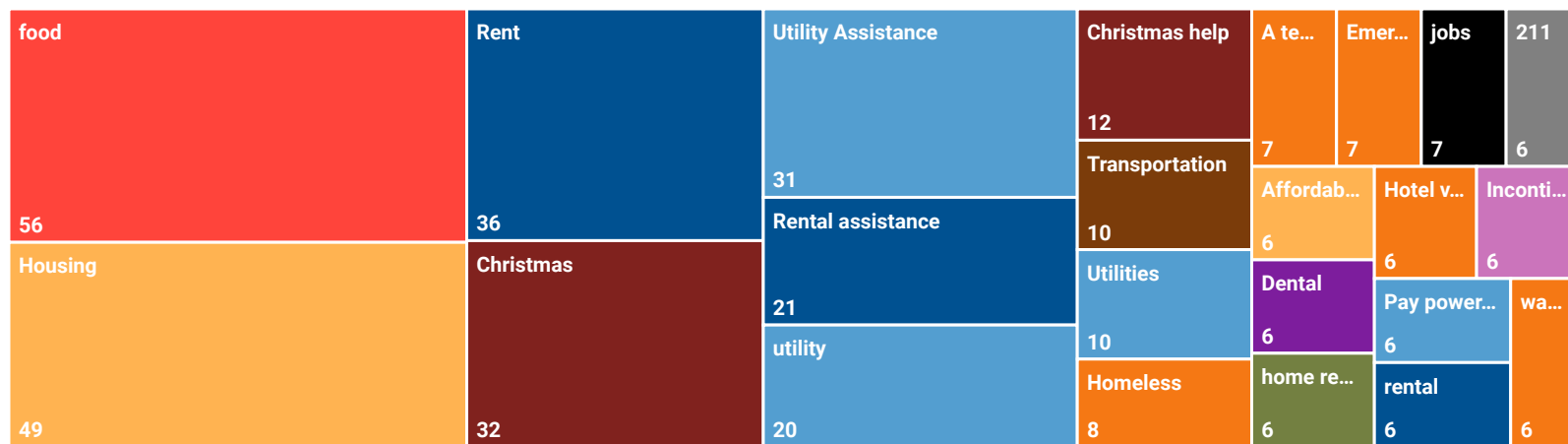
Total Website Hits by Month



*****Unknown location of website user.

Statewide 211 Website Search Statistics

Top Keyword Searches



Top Guided Search Results

Guided Result Categories	Website Hits	Guided Result Categories	Website Hits	Guided Result Categories	Website Hits
Rent Assistance	31,901	Senior Housing	508	Mental Health Hotlines	184
Electric Assistance	20,764	Family Law	473	Temporary Financial Assistance	184
Food Pantries	8,858	Employment Transportation	468	Assistive Technology	181
Affordable Housing	6,742	Other Transportation Needs	428	TANF	179
Home Rehabilitation & Accessibility	5,394	Disaster Recovery	426	Transportation Information	171
Shelter	3,835	Unemployment	410	Social Security	167
Transitional Housing	2,843	Home Accessibility and Ramp	396	Special Diet and Nutritional Foods	157
Mortgage Assistance	2,360	Construction	392	Autism	156
Eviction Prevention	2,194	GED & Adult Education	392	Long Distance Transportation	155
Internet Assistance	1,980	SNAP	392	Domestic Crisis Hotlines	154
Water & Sewer Assistance	1,786	Transportation to Medical	390	Holiday Assistance	148
Food Banks	1,608	Appointments	387	Crime and Victim Services	137
Clothing	1,117	Weatherization	387	Senior Centers	135
Children Clothing & Diapers	1,108	Home Delivered Meals	378	LGBTQ Community Centers	125
Disaster Relief	1,009	Ex-Offender Re-entry Programs	331	Transgender Services	118
Gas Assistance	964	Power Outage	322	Disaster Hotlines	111
Dental and Vision Care	940	Senior Services and Legal Aid	322	Immigration Legal Assistance	110
Job Search	922	Childcare Voucher	319	Sexual & Physical Abuse	109
Tax Assistance	911	Local Transportation	311	Counseling and Resources	99
Food Assistance (SNAP, WIC, TANF, etc.)	883	Senior Ride Programs	311	Social Security and Medicare	99
Counseling and Mental Health Services	867	Identification Documentation	304	Adult Day Programs	96
Disaster Clean Up	848	Crisis Shelters	303	Suicide Prevention	90
Food for Babies and Children	846	Soup Kitchen	297	Sexual Health and Safe Sex	89
Free Clinics	799	Medical Transportation	290	Resources	88
Disability Services	746	Benefits Screening	283	LGBTQ Support Groups	88
Transportation Financial Assistance	725	Women's Health and Family	281	Thrift Stores	86
Medical and Prescription Expense	710	Planning	265	Violence Prevention	82
Assistance	710	Medicaid & Medicare	265	Phone Assistance	81
Job Training	618	Mental Health Evaluations	255	Discrimination Legal Assistance	76
Food for Seniors	612	Disaster Shelter	234	Family & Youth Shelters	73
Furniture & Household Supplies	609	Federal Emergency	232	Elder Law	71
Furniture and Household Supplies	567	Management Agency (FEMA)	225	Counseling & Mental Health	65
General Legal Assistance	566	Veteran Assistance Programs	225	Services	65
Personal Care Needs	560	Detoxification	222	WIC	63
Eviction Prevention Legal Assistance	544	Maternity Needs	205	SCEMD	59
Rehabilitation and Substance Abuse	536	Respite Care and Support	185	Dental & Vision Care	55
Services	536	Groups	185	Internet Access	53

Statewide Regional Website Needs

The top website needs were consistent across the state, with slight regional variation. Rent and Electric Assistance were the most searched for needs in every region, mirroring caller trends. Affordable Housing ranked third in most regions, aside from the Upstate which had the highest searches for Food Pantries.

The Upstate, Midlands, and Lowcountry had the highest ratio of known web traffic in the state, reflecting similar trends in call volume from the regions. The Lowcountry and Pee Dee had lower web traffic overall. While call volume was similar between these regions, the Pee Dee had significantly less website traffic than the Lowcountry.

Upstate

Website Guided Results	Website Hits
Rent Assistance	7,203
Electric Assistance	6,766
Food Pantries	1,918
Affordable Housing	1,557
Home Rehabilitation & Accessibility	1,288
Shelter	665

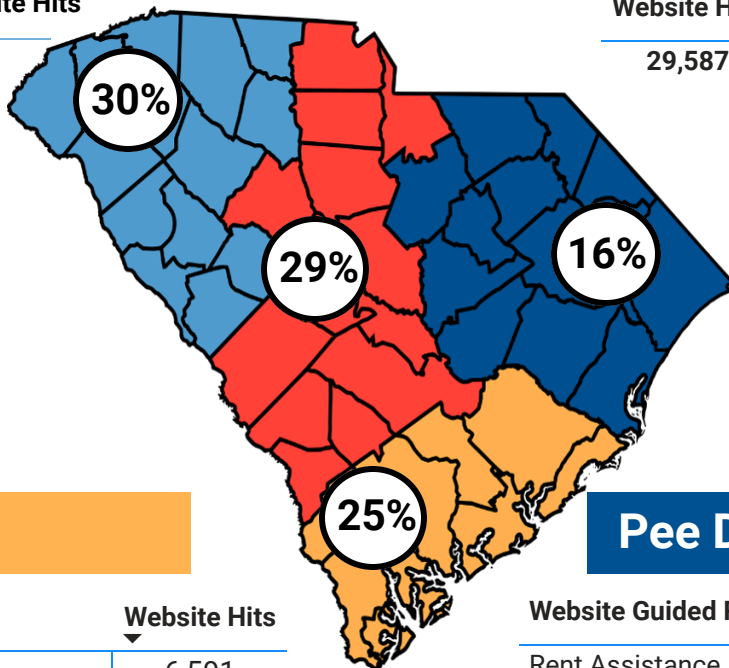
Website Hits 30,989
% of Total State Website Hits 30%

Midlands

Website Guided Results	Website Hits
Rent Assistance	8,583
Electric Assistance	5,465
Affordable Housing	1,745
Home Rehabilitation & Accessibility	1,385
Food Pantries	1,350
Shelter	1,200

Website Hits 29,587
% of Total State Website Hits 29%

Map regions mirror those used by the SC Homeless Information Management System (HMIS)



Website Hits
277,169

Lowcountry

Website Guided Results	Website Hits
Rent Assistance	6,591
Electric Assistance	4,108
Affordable Housing	1,672
Home Rehabilitation & Accessibility	1,314
Food Pantries	1,217
Shelter	1,074

Website Hits 25,506
% of Total State Website Hits 25%

Pee Dee

Website Guided Results	Website Hits
Rent Assistance	4,347
Electric Assistance	3,449
Affordable Housing	1,029
Home Rehabilitation & Accessibility	946
Food Pantries	748
Shelter	455

Website Hits 16,378
% of Total State Website Hits 16%

Statewide 211 Available Referrals for Needs

The SC 211 database hosts over 2,000 agencies representing over 5,000 programs throughout the state. Below is a brief overview of the number of agencies available per need alongside the number of calls received for that need. These numbers suggest a disparity between caller needs and the resources available to them. Common needs such as Utility and Rent Assistance, Shelters, and Housing do not have an adequate number of agencies available to address these needs. Not only does this illustrate strain felt by many South Carolinians, it likewise shows a strain on our charitable institutions.

Need	Available Agencies	Calls	Need	Available Agencies	Calls
Food Pantries	359	5,005	Diapers	30	556
Volunteer Opportunities	201	49	Mortgage Payment Assistance	30	637
Electric Service Payment Assistance	115	16,576	Post Disaster Food Services	28	1,186
Water Service Payment Assistance	102	2,287	Respite Care	28	35
General Clothing Provision	96	625	Parenting Education	27	10
Youth Enrichment Programs	83	34	Substance Use Disorder Counseling	27	32
Rent Payment Assistance	80	17,180	Residential Substance Use Disorder Treatment Facilities	25	107
Gas Service Payment Assistance	71	527	Thrift Shops	25	93
Community Clinics	70	166	Training and Employment Programs	25	27
Prescription Expense Assistance	69	407	Extreme Weather Shelters	24	656
Donor Services	63	19	Eye Care	24	72
Job Finding Assistance	58	466	Personal Financial Counseling	24	73
Benefits Screening	55	1,301	Pharmacies	24	32
Transitional Housing/Shelter	54	4,026	Supportive Substance Use Disorder Services	24	16
General Counseling Services	52	89	Addictions/Substance Use Disorder Support Groups	23	17
Dental Care	51	319	Outpatient Mental Health Facilities	23	110
Home Rehabilitation Programs	51	2,511	Adult Basic Education	21	10
Home Delivered Meals	47	405	General Legal Aid	21	905
Soup Kitchens	47	559	Medical Equipment/Supplies	21	209
Subsidized Home Acquisition	47	896	Records/Licenses/Permits	21	44
Public Housing	46	2,495	Abuse Counseling	20	13
Case/Care Management	45	63	GED/High School Equivalency Test Instruction	20	18
Child Care Providers	45	79	Housing Counseling	20	788
Holiday Programs	44	299	Medical Care Expense Assistance	20	272
Community Shelters	42	5,377	Undesignated Temporary Financial Assistance	20	738
Section 8 Housing Choice Vouchers	42	945	VITA Program Sites	20	3,519
Senior Centers	42	214	Financial Literacy Training	19	21
Low Income/Subsidized Private Rental Housing	41	3,064	Furniture	19	423
Heating Fuel Payment Assistance	38	107	Non-Emergency Medical Transportation	19	437
Mental Health Evaluation	36	132	Family and Community Medicine	18	11
General Medical Care	34	70	Crisis Intervention Hotlines/Helplines	17	99
In Home Assistance	34	307	Obstetrics/Gynecology	17	9
Disaster Relief/Recovery Organizations	33	1,229	Weatherization Programs	17	246
Employment Preparation	32	78			
Senior Ride Programs	32	352			
Advocacy	31	64			
Personal/Grooming Supplies	31	95			
Specialized Information and Referral	31	107			