



Monroe County Summary

Annual
Custom Report

2019



LIFE LINE
Get Connected. Get Answers.

Total Number of Calls = 32,313

Age Range	# of Callers
Under 5 Years	90
5 - 9 Years	153
10 - 14 Years	459
15 - 19 Years	823
20 - 24 Years	1713
25 - 34 Years	4426
35 - 44 Years	3879
45 - 54 Years	4387
55 - 59 Years	2469
60 - 64 Years	2516
65 - 74 Years	2048
75 - 84 Years	551
85 Years and Older	133
Unknown	8666
Total	32,313

Gender	# of Callers
Female	21601
Gender Queer	2
Gender not listed here	6
Intersex	6
Male	10414
Transgender	0
Transgender Female	10
Transgender Male	14
Unknown/Decline to answer	260
Total	32,313

Inquiry Type	# of Callers
Advocacy	2552
Counseling and I&R	1184
Counseling Only	6938
Information Only	4691
Referral Call	16948
Total	32,313

City	# of Callers
Adams Basin	1
Brighton	217
Brockport	302
Churchville	95
Clarkson	1
Clifton	14
E Rochester	46
East Rochester	179
Fairport	470
Gates	330
Greece	1056
Hamlin	65
Henrietta	181
Hilton	143
Honeoye Falls	46
Irondequoit	533
Mendon	4
Mumford	4
North Chili	101
North Greece	1
Ogden	13
Penfield	145
Pittsford	110
Ridgemont	3
Rochester	27143
Rush	21
Scottsville	50
Spencerport	96
Webster	708
West Henrietta	132
Westgate	59
Wheatland	3
Unknown	41
Total	32,313

Referral Source	# of Callers
311	322
911	308
411/Information	17
Always known	10359
Billboard	9
Bus/ Train/ Subway	2
Caller Hung Up	32
Cell Phone Applications	3
Church/Clergy	74
College/University	3
Doctor/Other Medical Professional	300
DSS	342
FEMA	3
Friend/Relative/Neighbor	1588
Government Agency	224
Hospital (Social Worker/Liaison)	191
Human Services Organization	2084
Internet	705
Letter	6
Library	3
Literature (Brochures Stickers Flyers Posters etc)	101
Mental Health Professional	257
Neighborhood Community Center	21
Newspaper/Magazine	9
Other	3402
Phonebook	40
Presentation/Community Information Session	21
Previous Caller	11237
Quality Service Follow-Up Call	4
Radio Promotion	17
Refused Information	27
School	69
School Nurse/Counselor/Teacher/Social Worker	122
Social Media	8
Television Promotion	181
Union	2
United Way	23
United Way Press Release	5
Workplace	141
Total	32,262



Top 25 Services Requested *	
Need Name	Count
General Crisis Intervention Hotlines	7881
Food Pantries	7403
Homeless Shelter	5388
Rent Payment Assistance	3045
Psychiatric Mobile Response Teams	2253
Information and Referral	1952
Rental Deposit Assistance	1166
Electric Service Payment Assistance	1146
Soup Kitchens	811
Christmas Baskets	558
Thanksgiving Baskets	438
General Clothing Provision	405
Furniture	390
Case/Care Management	374
Legal Counseling	363
311 Services	360
Formula/Baby Food	342
Landlord/Tenant Dispute Resolution	328
Diapers	317
911 Services	273
Low Income/Subsidized Rental Housing	261
Gas Service Payment Assistance	240
Domestic Violence Shelters	226
Low Cost Home Rental Listings	205
Non-Emergency Medical Transportation	196

Top Unmet Needs*	
Homeless Shelter	204
Rent Payment Assistance	188
Rental Deposit Assistance	185
Food Pantries	109
Information and Referral	101
General Crisis Intervention Hotlines	81
Appliances	66
Electric Service Payment Assistance	43
Transportation Expense Assistance	43
Moving Services	42
Undesignated Temporary Financial Assistance	39
Automotive Repair and Maintenance	29
Psychiatric Mobile Response Teams	27
Furniture	24
Grocery Ordering/Delivery	24
Soup Kitchens	19
Directory Assistance	12
Low Income/Subsidized Rental Housing	12
Transportation Passes	12
Christmas Baskets	11
School Supplies	11
Birth Certificate Fee Payment Assistance	9
General Clothing Provision	9
General Paratransit/Community Ride Programs	9
Holiday Gifts/Toys	9
Housing Search Assistance	9
Legal Counseling	9

Reasons*	
Service is unavailable	512
Ineligible for available services	386
Service referral is refused	329
Incomplete call/Hang Up	256
Exhausted suggested referrals	157
Frequent caller - Enforced policy	49
Service hours are inappropriate/inconvenient	27
Service is too far away/Transportation is unavailable	27
Funding is exhausted	18



Website hits**		
City	Users	Sessions
Brockport Sweden	722	883
Churchville Chili	287	342
Clarkson	37	41
East Rochester	271	344
Fairport	3222	3769
Hamlin	36	41
Henrietta	555	670
Hilton	392	462
Honeoye Falls	238	292
Mendon	51	57
North Greece	1345	1579
Penfield	1	1
Pittsford	205	224
Rochester	20118	29548
Rush	48	53
Scottsville Wheatland	18	21
Spencerport	718	849
Webster	1344	1553
West Henrietta	131	148
Brighton	4261	6106
Gates-North Gates	1043	1448
Greece	1437	2003
Irondequoit	2965	4293
Monroe County Total	39445	54727

**A complete breakdown of services is available upon request.*

***Cities/towns not shown here may not have data available through Google Analytics.*

