

3. WHAT DO OUR CLIENTS KNOW ABOUT US?

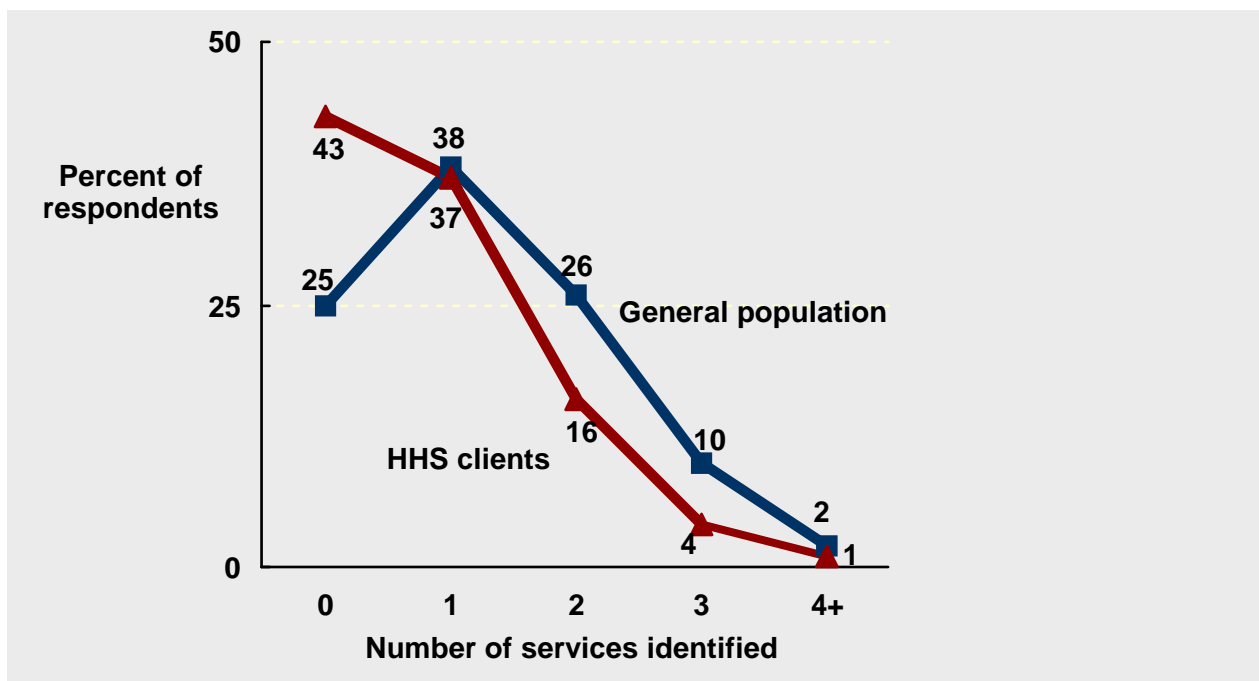
Respondents were queried on two important dimensions of awareness.

Peel residents were first asked: “Can you think of any services that are provided by the Region of Peel?”

Respondents named as many services as they could and interviewers checked off the relevant responses from a list of 21 Peel services.

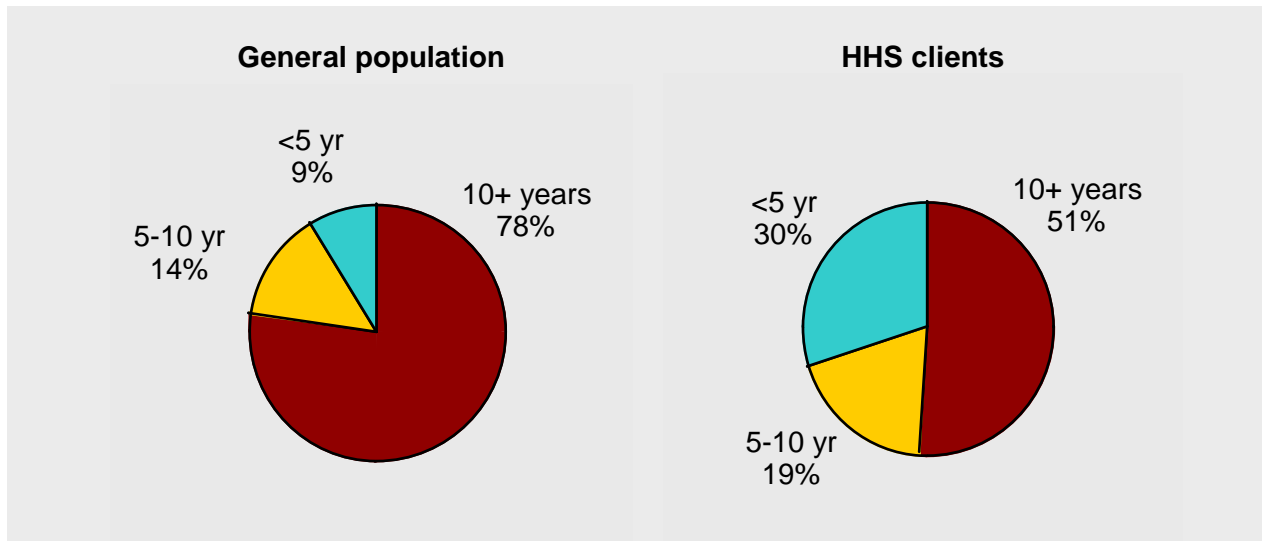
Human and Health Services clients overall were less likely to be able to name Peel services. While 25 percent of the general population could not name a single service, 43 percent of Peel clients could not name a single service, even though all clients by definition participate in at least one service. It is possible that Peel services are integrated into HHS clients’ lives to such a high degree that they don’t perceive them as distinct services. Only 21 percent of HHS clients could name 2 or more services, while 38 percent of the general population named 2 or more. Few respondents in either group were able to name 4 or more services.

Figure 8. Can you think of any services that are provided by the Region of Peel?



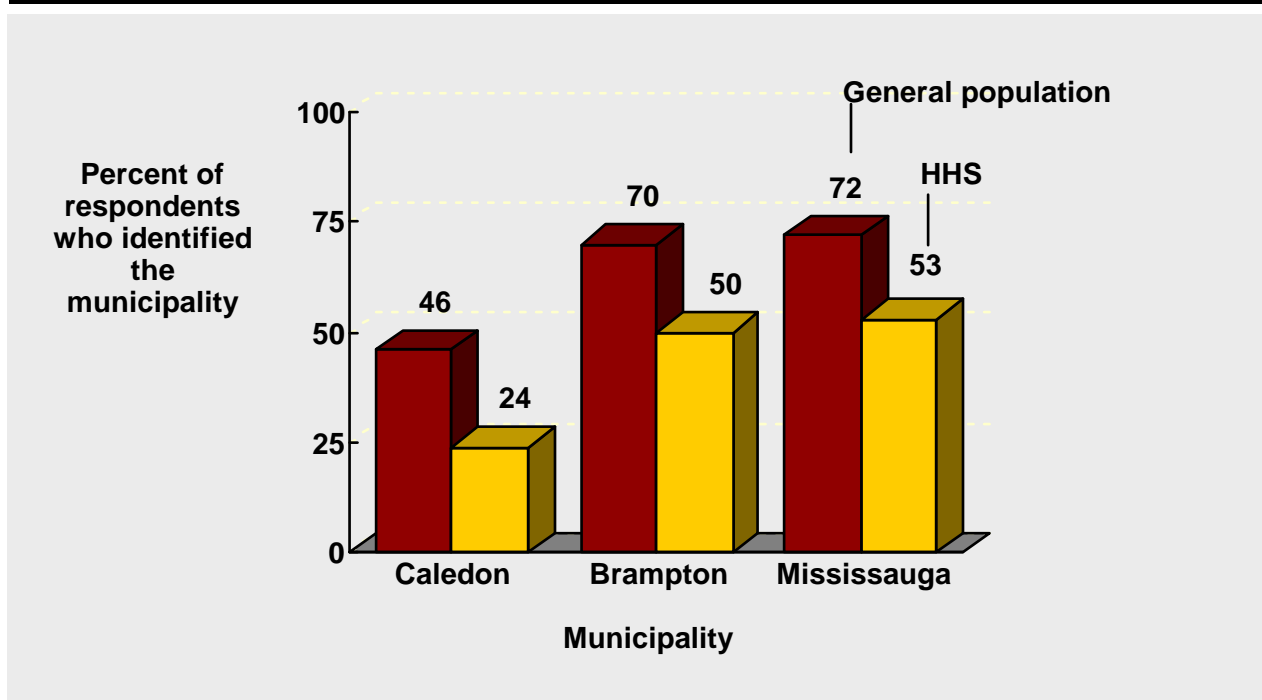
One other likely factor in HHS clients' inability to name Peel services can be seen in Figure 9. Respondents in the general population have lived in Peel longer than HHS clients. Over three-fourths of the general population have lived in Peel for 10 or more years, while just over a half of the HHS clients have lived in Peel for 10 or more years. Just under one in ten respondents in the general population has lived in Peel for less than 5 years, while almost one-third of HHS clients have moved to Peel in the past 5 years.

Figure 9. Length of time living in Peel: General population versus the client base



Peel residents were also asked whether they could name the cities and towns that make up the Region of Peel. Forty-two percent of the general population could name all three municipalities. Both HHS clients and the general population were less likely to name Caledon compared to the other two municipalities. In fact, less than half of the general population could name Caledon.

Figure 10. “Do you happen to know the cities and towns that make up the Region of Peel?”



One-third of respondents identified “Curbside pickup” as a Peel service, while 17 percent identified “Water supply, treatment.” These responses are logical given the prevalence of garbage and water in everyday lives. The inclusion of HHS clients led to observable responses regarding “Social welfare assistance,” “Childcare services,” and “Social housing.”

Figure 11. "Can you think of any services that are provided by the Region of Peel?"

