

Ministry of Energy

Ontario Fair Hydro Plan Communications

Key Performance Indicators

1. Advertising Mass Media Achievements
 - a. The paid advertising campaign generated significant exposure and awareness amongst Ontario's energy rate payers.
 - b. The campaign including TV/Radio/Digital channels achieved a 90.9% reach of the Ontario Adult 18+ target audience, with an average frequency of exposure to the message of 6.8 times.
 - c. The media campaign message was delivered in English and French as well as 21 ethnic languages. Advertising materials were also formatted for accessibility.
2. Ontario.ca/FairHydroPlan webpage interaction for more information
March 1 – September 12, 2017
Google Analytics Report
 - a. English Visits 122,502
 - b. French Visits 535
 - c. Average time spent on webpage 7min 8sec
 - d. 45.7% mobile, 43.8 desktop, 10.5 tablet
3. Ontario Electricity Support Program (OESP)
Applications/Enrollment (from OEB) since OHFP March 1 – August 31, 2017
 - a. Applications Submitted during this period 66,866.
 - i. Total applications submitted since Jan 2016 to-date 351,402
 - ii. Total applications accepted since Jan 2016 to-date 226,934
 - iii. First Nations applications 12,545, Metis 3,778, Inuit 61
 - b. Accepted Communications Sent since OFHP 44,297 (Note: This may include applications submitted prior to Mar 1st which were accepted during this period)

- c. Also, note applications may be attributed to several factors, not limited to Ontario's Fair Hydro Plan. The Ontario Energy Board continues to support the OESP with advertising and social assistance outreach.

4. Awareness/Sentiment:

- a. Public level of concern on the energy file has declined and leveled off since the introduction of Ontario's Fair Hydro Plan.

