

Donna Kinapen

From: Donna Kinapen
Sent: July 11, 2017 3:17 PM
To: Rosemarie Leclair; Brian Hewson; John Bozzo; Neil Brodie
Subject: OESP Application Stats at June 30, 2017

Here are the OESP application stats as at the end of June.

Note: Application intake increased by about 1,200 / week in June over May.

April about 1,400 applications / week
 May just over 2,400 applications / week
 June just under 3,600 applications / week

Applications Submitted as of June 30, 2017	326,458
First Nations	11,438
Inuit	47
Métis	3,512
Chose more than one of above	295
Energy Intensive Applications	135,681
Accepted Communications sent	207,122
Declined Communications sent	24,949

Radio, transit and closed captioning are still in market to the end of this week. Digital and community outreach continue throughout 2017. OESP inserts in the federal government's confirmation of Universal Child Care Benefit letter are going later this month. OW / ODSP general inserts are scheduled for August with targeted calls from the MCSS dedicated team starting mid-August.

Last summer was quieter than other months but hopefully the continued push of digital, inserts and MCSS activity will see some sustained volumes.

Happy to answer any questions.

Thanks, D.

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