

Total Transactions

total HARP applications processed, in progress or requiring follow up.

Total	Approved	Denied
41,194	38,245	1,833
% Change: -1%	% Change: -1%	% Change: +3.5%

Automation

system-processed HARP applications

Auto-Processed	Auto-Processed %
2,241	18.06%
	of online approvals

Channel Breakdown

HARP applications by channel

Mail	Online	Digital uptake
27,334	13,860	33.65%
% Change: -17.5%	% Change: +61%	% Change: +13%

Financial Breakdown

completed HARP rebates by payment type

Cheques	Direct Deposit	Direct Deposit %
6,424	31,616	83.11%
		% Change: +1%

How are site visits trending?

Visits to novascotia.ca/heatinghelp

Pageviews	BETA Pageviews
26,564	72,938
	% Change: -14%

Online Sources

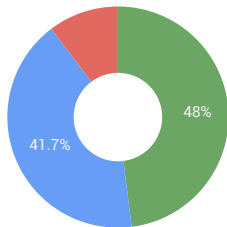
the number of online applications submitted by traffic source

Direct	Google	Facebook
4,066	2,584	266

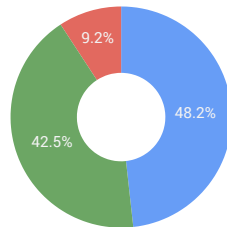
Device Breakdown

by visits (sessions) and application completions

Mobile phones
 Tablets
 Computers



Sessions



Completions

Client Type

new applicants, prepop applicants by channel and the % of prepop applicants who applied online

New Mail	New Online	Prepop Mail	Online from Pre-Pop	% of Online from PrePop
2,709	3,870	24,625	9,990	72.08%
	% Change: +25.5%		% Change: +80%	% Change: +7.5%

Calls

total number of calls

Total Calls
20,931
% Change: +18%

Emails

emails collected & the % of clients providing email

Email	Email %
20,974	50.92%
% Change: +15.5%	% Change: +7%

Status Checks

the number completed online

Status Checks
63,027