



MILTON HYDRO DISTRIBUTION INC.

8069 Lawson Road, Milton, Ontario L9T 5C4
Telephone (905) 876-4611 • Fax (905) 876-2044

December 7, 2010

Ms. Kirsten Walli
Board Secretary
Ontario Energy Board
2300 Yonge Street
27th Floor
Toronto, ON
M4P 1E4

**Re Milton Hydro Distribution Inc., Distribution Licence ED-2003-0014
2011 Electricity Distribution Cost of Service Rate Application
EB-2010-0137
Publication of Notice of Application**

On September 23, 2010 Milton Hydro Distribution Inc. ("Milton Hydro") published the Notice of Application in the local Milton Canadian Champion ("the Milton Champion"). Milton Hydro has used the Milton Champion, a free newspaper delivered in the Town of Milton, for over ten years for all publications required by the Ontario Energy Board ("the OEB") and Milton Hydro's own publications with respect to its business operations and rate notifications.

The Milton Champion is delivered to each household and apartment in the Town of Milton, Campbellville and surrounding rural areas. Milton Hydro currently serves 26,200 residential customers. The current circulation of the Thursday edition of the Milton Champion exceeds 27,600 papers. The Milton Champion has also confirmed that the circulation on September 23rd would also have exceeded 27,600 newspapers.

The Milton Champion has provided the Metroland 2010 Readership Study ("the Study"), prepared by Kubas Consultants, on behalf of the Milton Champion, which highlights the receipt and readership for 2010. The Study also compares the readership of several other papers published outside of the Town of Milton but delivered to subscribers in the Town of Milton. With the permission of the Milton Champion, Milton Hydro has provided, as Attachment A, those pages which pertain to the newspaper itself and the pages outlining the approach taken by Kubas Consultants in preparing the Study.

Based on the information provided in the Study, the Milton Champion has a receipt and readership level exceeding 95% (page 5). The next closest newspaper is the Toronto Star with a readership level of 49% (page 7).

Milton Hydro submits that the Milton Canadian Champion is the appropriate newspaper in which to publish all notices and information as it pertains to the business operations of Milton Hydro. The purpose and intent of publishing notifications and information is to reach the majority of Milton Hydro's customers and the Milton Canadian Champion provides the means to do so.

Should you require further information or clarification please contact me at 905-876-4611 ext. 246 or cameronmckenzie@miltonhydro.com.

Yours truly,

Original signed by Cameron McKenzie

Cameron McKenzie, CGA
Director, Regulatory Affairs

Attachment A



The Metroland 2010 Readership Study

Milton Canadian Champion

Kubas Consultants, June 2010



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Metroland Media Group Ltd. commissioned Kubas Consultants to conduct this study of consumers in the Ontario communities served by Metroland newspapers. Survey respondents were randomly selected from all residents in each area. The research was conducted in late 2009 and early 2010, and the results are projected to reflect mid 2010 populations in each market.

This Report highlights key results on Metroland newspapers' receipt and readership, media usage, retail shopping preferences, purchase intentions, financial services, leisure activities, and many other topics. The Appendix contains information on research methodology and technical details.

Comprehensive statistical tables of survey results are available separately and include a copy of the survey questionnaire used in each market.

The Metroland 2010 Readership Study is the 9th in a series conducted since 1990.

Kubas Consultants
June 2010

Projected 2010 Market and Readership

Total 2010 Population Served	74,457
- Adults 18+	56,030
Total 2010 Households Served	25,462

Households Receiving the Paper

- Any of Past 4 Issues (95%)	24,240
- Any in Last Week (93%)	23,654

Adult Readers

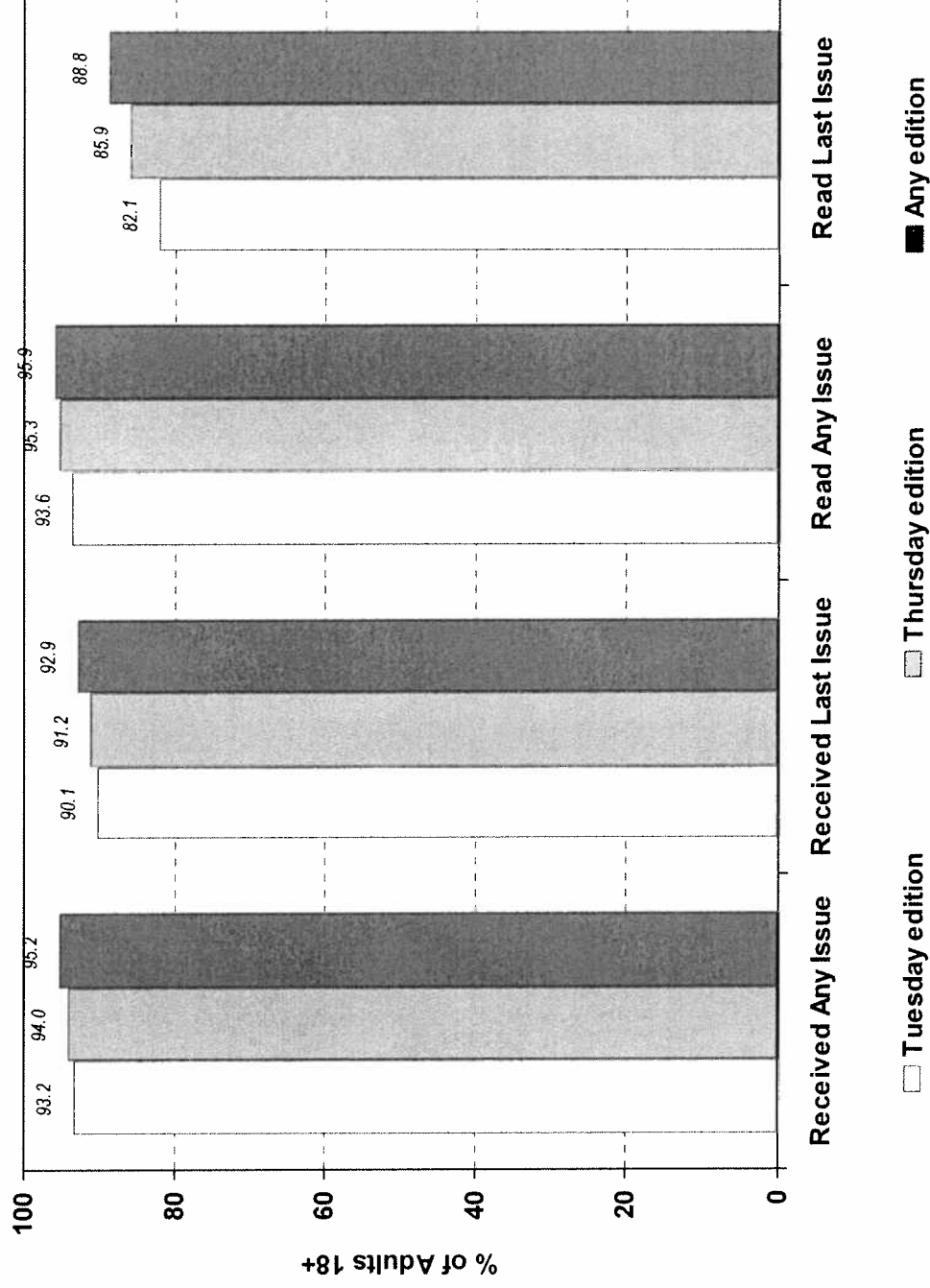
- Any of Past 4 Issues (96%)	53,733
- Any in Last Week (89%)	49,755

Adult Readers per Copy, avg.
Minutes Spent Reading, avg.

1.8
23.0

Receipt and Readership

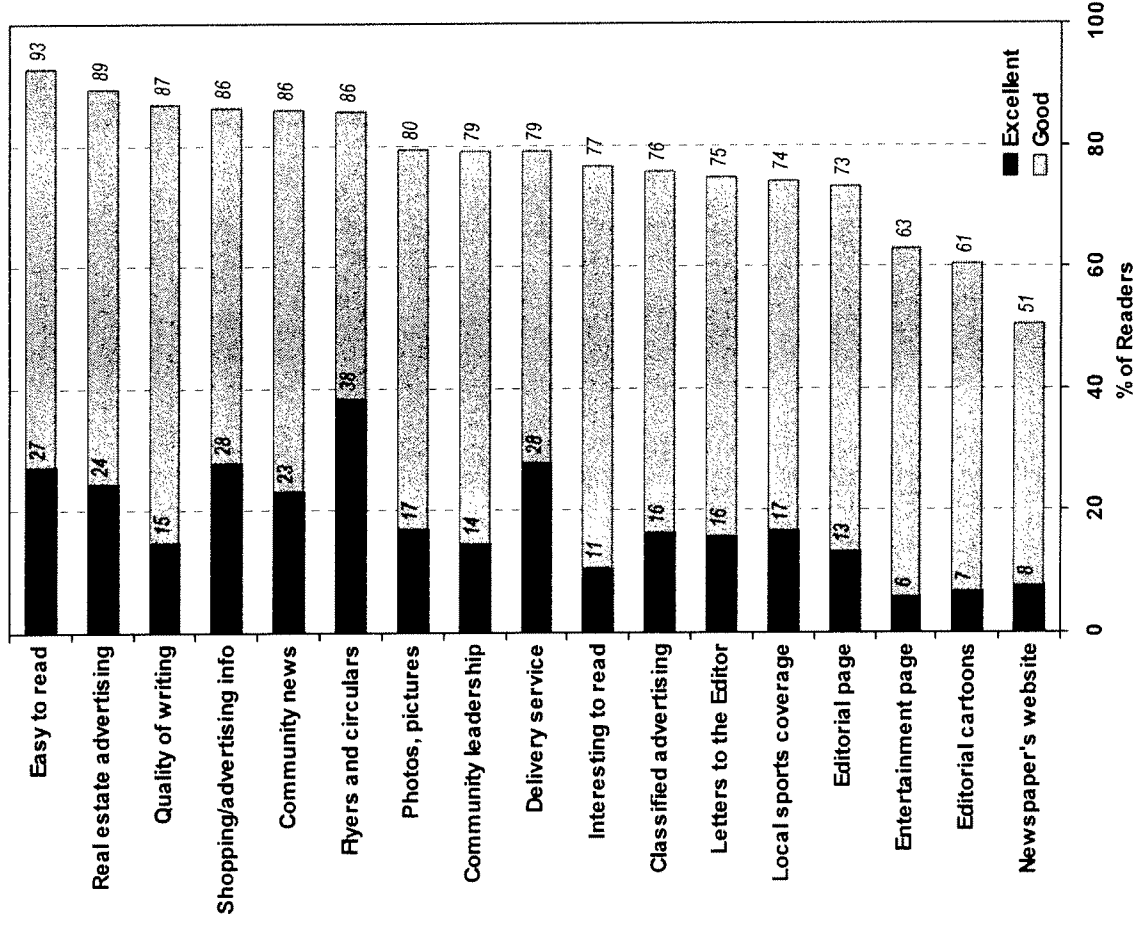
Receipt & Readership in the Last 4 Weeks



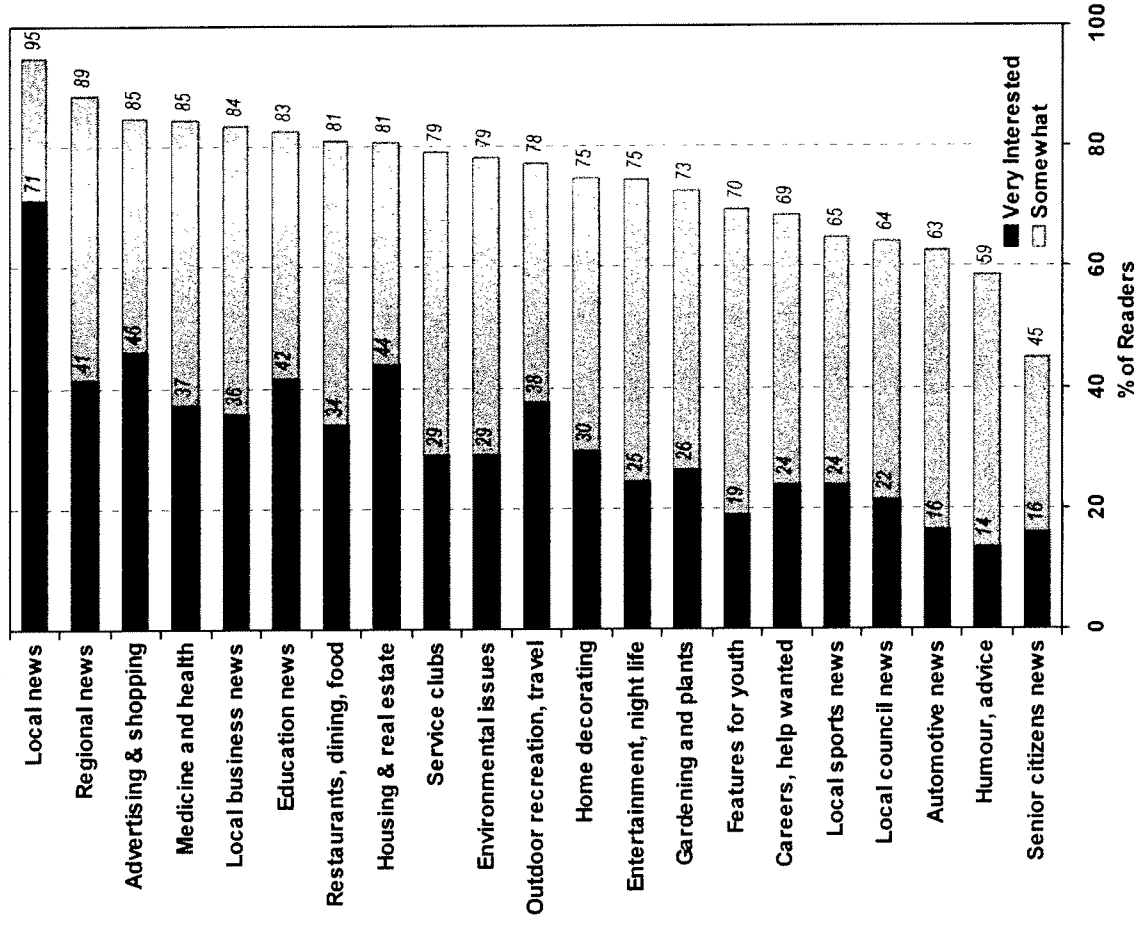
Readers' Views



How Readers Rate the Paper

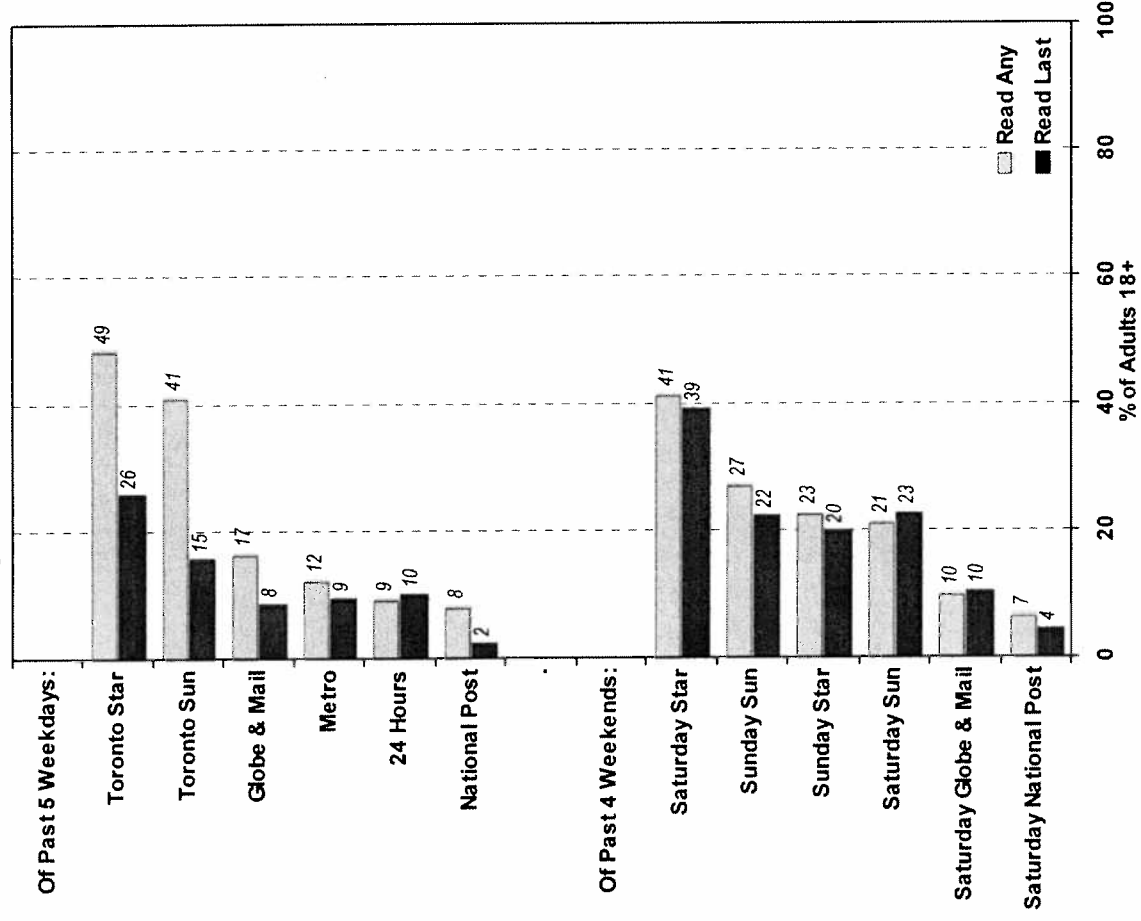


Topics of Interest to Readers

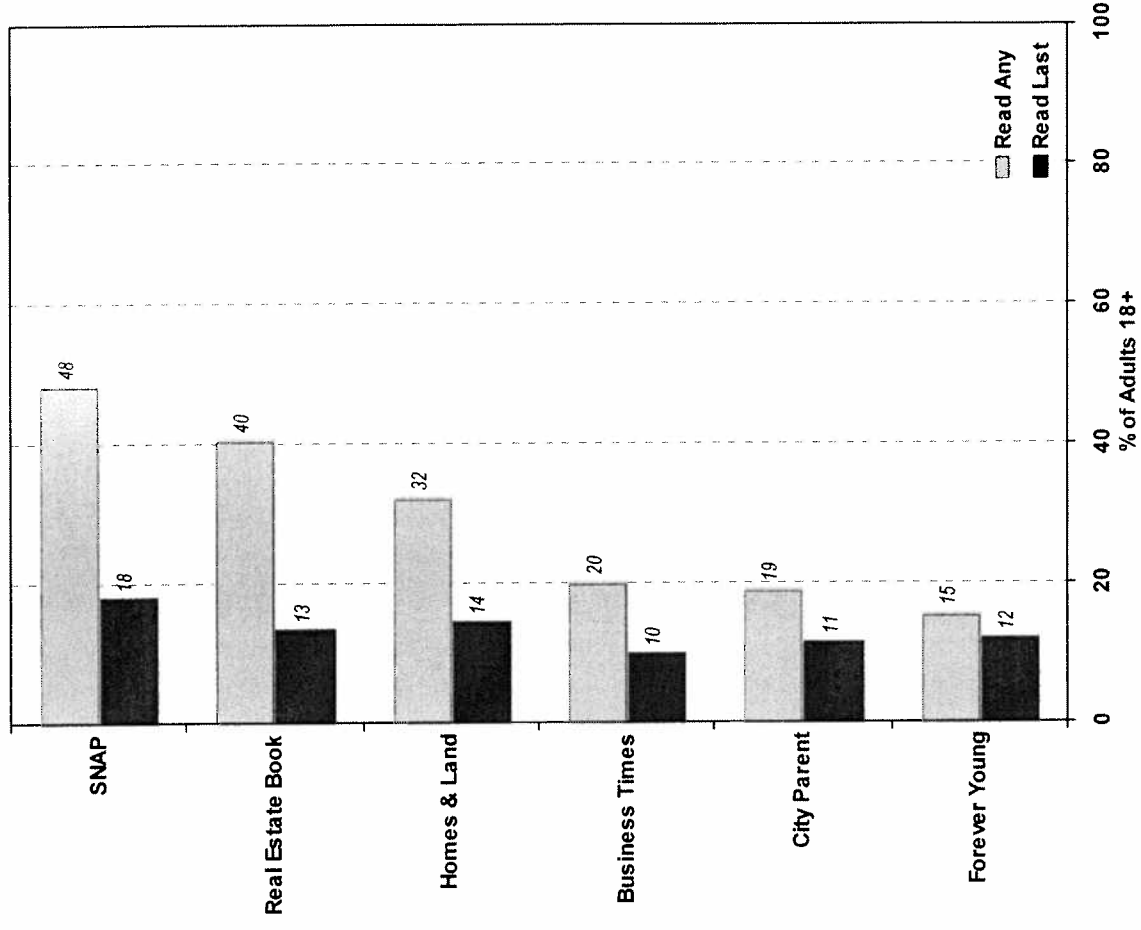


Other Publications

Daily Newspapers

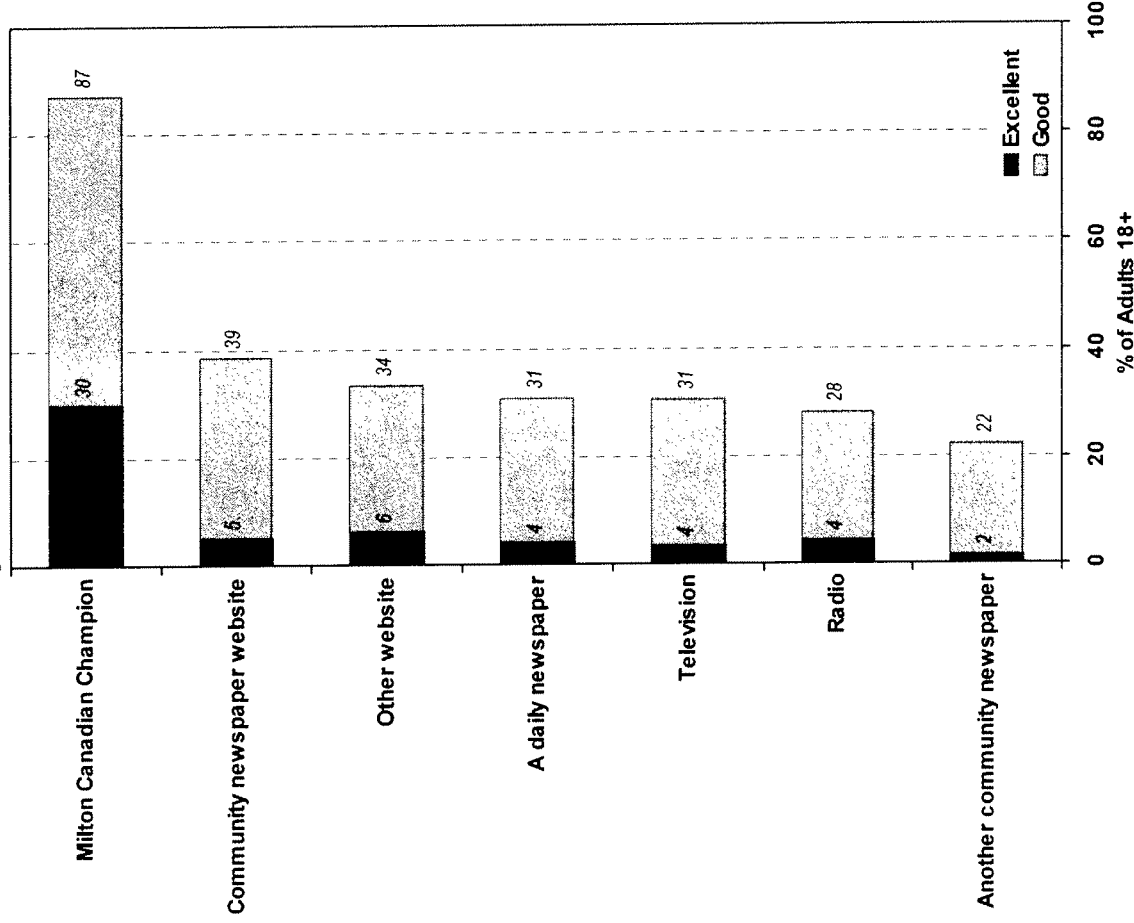


Weekly Publications

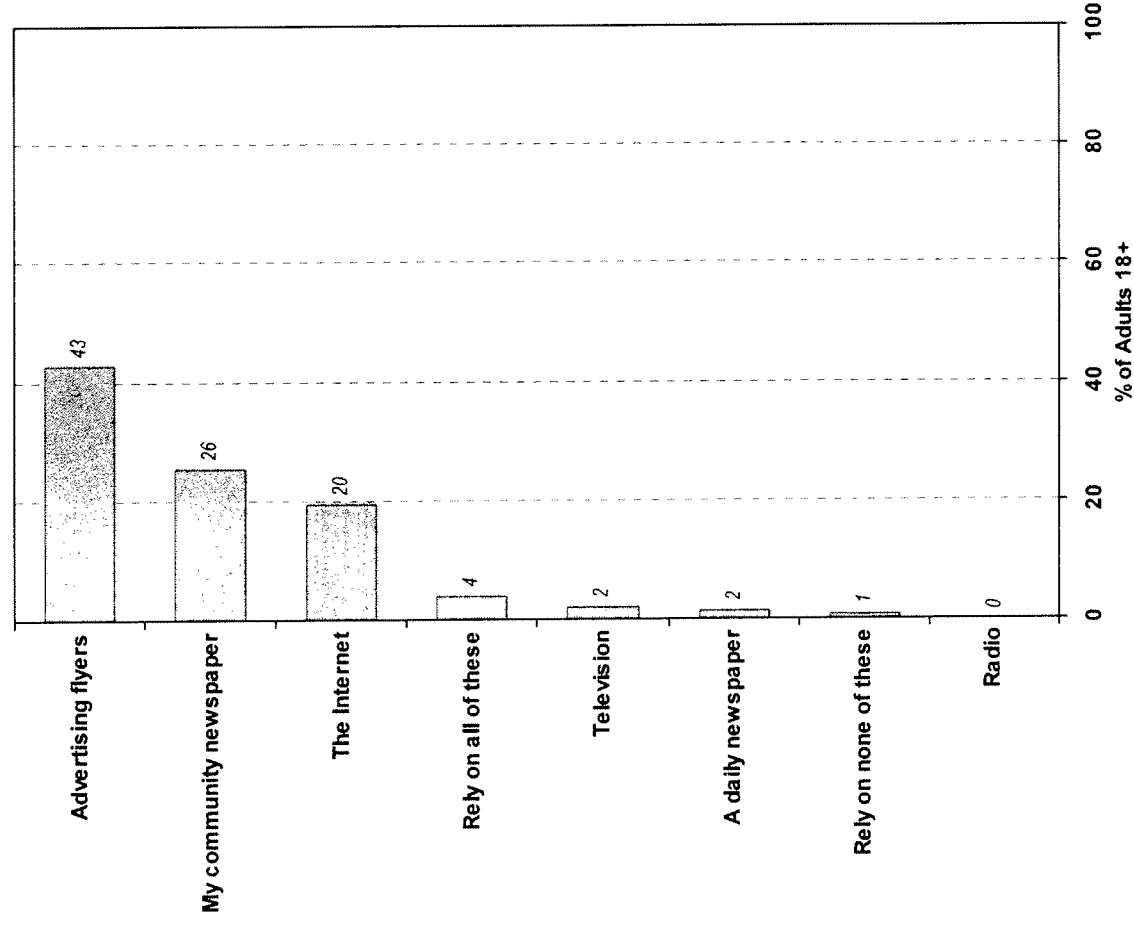


Local News and Information

Community News & Information



Rely on Most for Shopping



Background

Metroland Media Group Ltd. commissioned Kubas Consultants to conduct this comprehensive study of consumers living in areas served by its community newspapers. A total of 78 separate markets were surveyed, according to the areas in which respective Metroland publications are distributed.

The Metroland 2010 Readership Study has both editorial and marketing objectives, including:

- Assist Metroland newspaper editors and publishers to serve their readers;
- Determine the competitive performance of each Metroland publication in its respective market;
- Obtain a comprehensive profile of shopping behaviour for a broad cross-section of retail categories;
- Provide advertisers with local market intelligence and reader information to assist in their decision to advertise in Metroland community newspapers;
- Ensure comparability of marketing information across all Metroland publications and communities.

Similar Metroland Readership studies were undertaken in 1990, 1992, 1995, 1997, 1999, 2001, 2003, and 2005.

Methodology

A major research survey was conducted by mail in all Metroland markets over November 2009 to April 2010. The sample frame was based on listed residential telephone subscribers. Postal codes for each market were used to identify all residents, from which a random sample was drawn. All households in each community were eligible to participate, whether or not they received a Metroland newspaper. Specific postal codes used for each market are separately available from Metroland.

The questionnaire package included a pre-addressed, postage-paid reply envelope and a \$2 coin as an incentive to prospective respondents in 45 larger markets. A shorter survey with no incentive was used in 33 smaller markets. A reminder postcard was sent approximately one week after the questionnaire mailing. A draw was also offered in return for completing the survey, consisting of 35 prizes with a total value of \$15,000.

To obtain a balanced response, specific instruction was given stating that the questionnaire was to be answered by:

- the one person in the household who is 18 years of age or over and who has the next birthday.

The study represents all adults 18 years of age and over in each market. Survey results were weighted and projected to reflect estimated July 2010 populations. Age and gender weighting, calculated separately for each area, was used to define the final projected sample. Population estimates for each market were based on data from the 2006 Census of Canada and 2010 Canada Post housing counts by postal code based on "Total Points of Call".

Questionnaires

Survey questionnaires were designed to obtain information on the following topics:

- Readership of daily and community newspapers;
- Rating of the Metroland newspaper;
- Shopping information sources;
- Demographics and related characteristics.

The longer form of the survey questionnaire also covered:

- Retail shopping behaviour and preferences;
- Restaurant patronage;
- Ownership and acquisition of products and services;
- Participation in lifestyle and recreational activities;
- And other subjects.

Questionnaires were customized for each Metroland market to better capture local circumstances such as community based media. The questionnaire used for each market is contained in its separate Statistical Tables volume.

Statistical Tables

Detailed Statistical Tables of survey results have been submitted separately and are available from Metroland. These contain more information than could be presented here and should be consulted for comprehensive research results.

Sample Size and Response

The number of surveys mailed varied by community according to expected response rate based on past experience. In some cases a few surveys could be conducted by telephone in order to reach return targets.

The survey was posted first class so that undeliverable mail would be returned. For the overall study:

- 33,304 is the net sample frame, consisting of surveys originally mailed less estimated out-of-market and undeliverable mail;
- 9,215 valid completed surveys were returned, excluding refusals; and;
- 26.9% was the overall response rate.

Completed returns were coded and checked for general comprehensiveness and validity.

- A net sample of 9,215 surveys in total was statistically processed;
- Plus or minus 1.03% is the maximum statistical error of a normal probability sample of this size, at the 95% confidence interval or 19 times out of 20.

The average number of completed surveys per market is 118. A normal probability sample of this size has a maximum statistical error of plus or minus 9.0%, at the 95% confidence interval or 19 times out of 20. Most survey results are more statistically accurate than the maximum error range. Specific statistical results for each market are separately available from Metroland.

Weighting and Tabulation

Survey results were weighted to reflect the total population aged 18 years and over, projected to mid 2010, on a market by market basis.

- Weighting was applied to balance for housing structural type, in order to maintain the ratio of single versus multi-family housing in each area;
- Surveys were weighted by age and gender to reflect the demographic makeup of each community;
- Absolute weighting was used to project the sample to the total number of persons aged 18 years and over in mid 2010 in each area.

Projected Total Market

Overall, the 78 Metroland communities surveyed are projected to include:

- 8.7 million people;
- 6.7 million adults aged 18+;
- 3.1 million households.

Charts and Graphs

The charts and graphs presented in this report generally exclude "Not Stated" responses. For this reason, some pie charts may overstate figures given in the detailed Statistical Tables due to adding to 100%. Figures in the the Statistical Tables should be considered final.

Sales Potential Calculations

The Sales Potential tables in this report were calculated by first estimating expected units as the percentage who said they would acquire an item or service applied to the total projected number of households in the market. The expected units were then multiplied by a representative cost as follows.

- Entertainment Equipment: 35mm camera, \$350; digital camera, \$150; videocam/camcorder, \$900; stereo/audio system, \$900; CD player, \$350; MP3 player, \$200; TV up to 32", \$400; big screen TV, \$2900; home theatre system, \$2000; DVD player, \$1575; game system, \$275.
- Computers & Communications: regular cell phone, \$225; smart phone, \$400; desktop PC, \$750; laptop PC, \$950; home Internet connection (one year), \$600; printer, \$75.
- Household Equipment: central air conditioning, \$3000; room air conditioner, \$550; gas/propane barbecue, \$300; intercom system, \$350; burglar/fire alarm, \$2,000; garage door opener, \$300; home exercise equipment, \$900.
- Household Appliances: stove/conventional oven, \$900; refrigerator or freezer, \$900; dishwasher, \$700; microwave oven, \$400; washing machine, \$800; dryer, \$750; central vacuum, \$1000; wood stove/insert, \$800; gas fireplace, \$1400.
- Indoor Home Improvements: interior painting, \$1250; wallpapering, \$800; flooring, \$1500; carpeting, \$3250; drapes/curtains, \$2000; blinds, \$750; insulation, \$1750; major reno - basement, \$2300; major reno - bathroom, \$5000; major reno - kitchen, \$7500; major reno - sun room, \$5000; major reno - addition, \$15000.
- Outdoor Home Improvements: exterior painting, \$2500; aluminium/vinyl siding, \$4000; deck, \$3500; fence, \$1800; landscaping, \$2500; roofing, \$3750; swimming pool, \$12000; windows or doors, \$4500; major exterior renovation, \$15000.