



INNOVATIVE
RESEARCH GROUP

Electrical Safety Authority

Multi-Stakeholder Accountability



DRAFT REPORT | February 2024

Key Takeaways

1

For the fourth consecutive year, the ESA's Accountability Index Score has remained steady.

Perceptions among all stakeholder groups are largely consistent relative to 2021, as has been the case since 2017. Few stakeholders have a negative perception of the organization, consistently dating back to 2017.

2

The attributes driving impressions of the ESA remain consistent across both homeowners and electricians.

Perceptions around fairness, respect, ethics, trust, customer experience, value-for-money, and value of oversight continue to be driving positive impressions of the ESA among both homeowners and electricians.

3

The core attributes that most significantly drive impressions of the ESA are largely stable relative to 2021.

None of the attributes that make up the core drivers of impression increased or decreased significantly this year. As such, impressions of the organization continue to remain very high and unchanged relative to 2021.

4

For electricians, perceptions of connection and responsiveness are of heightened importance.

Compared to homeowners, perceptions that ESA staff are easy to connect with and that they listen to and respond to concerns is important to driving impressions among electricians. These largely function attributes are unchanged this year.

5

Across all stakeholder groups, only individual attributes saw significant movement since 2021.

Among electricians, only two measures have been down since 2021 – perceptions around innovation and transparency. Over that same period, homeowners became slightly more likely to agree that the ESA is an innovative organization.

Setting the Context



Setting the Context

Multi-Stakeholder Accountability Background

In 2015, the ESA commissioned Innovative Research Group (INNOVATIVE) to design and execute a bi-annual, multi-stakeholder survey to gauge perceptions of the organization. To measure accountability across stakeholder groups, three dimensions were identified to collect meaningful, actionable feedback on stakeholder perceptions of the ESA's accountability performance.



Beyond measuring improvement within these key dimensions over time, another objective was and remains to ensure feedback will not only be meaningful to the ESA, but that stakeholders see their perceptions and priorities reflected in the results.

Setting the Context

Survey Methodologies and Stakeholder Groups

In 2015, a standardized questionnaire was designed to be used using both online and telephone methodologies, with comparability between stakeholder groups being the most important aspect of development. The same standardized questionnaire has continued to be used in the 2nd (2017), 3rd (2019), 4th (2021) and 5th (2023) wave of research which is the subject of this report.



The findings presented in this report are based on a series of online and telephone surveys conducted between November 21st, 2023, and January 26th, 2024.

The results are based on 1,563 completed surveys among qualified respondents in six stakeholder groups.

Margins of Error: *Below are the estimated margins of error on each of the key audiences (shown at 95% confidence):*

LECs & MEs: ±3.1% (0.31 pts on means) **All Stakeholders:** ±15.4% (1.5 pts on means)

Homeowners: ±4.4% (0.44 pts on means) **LDC Stakeholders:** ±23.3% (2.3 pts on means)

| Stakeholder Group | Methodology | 2015 n-size | 2017 n-size | 2019 n-size | 2021 n-size | 2023 n-size |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| LECs & MEs <i>LEC or ME who has had direct interaction with the ESA within the past 12 months</i> | Telephone | 972 | 1,001 | 1,000 | 1,000 | 1,000 |
| Homeowners <i>Individuals who have taken out an electrical permit within the past 12 months</i> | Telephone | 500 | 502 | 500 | 500 | 500 |
| LDC Managers | Online | 107 | 126 | 70 | 55 | 29 |
| LDC CEOs or C-Suite | Online | 17 | 17 | 8 | 12 | 14 |
| Safety Stakeholders | Online | 15 | 11 | 9 | 6 | 10 |
| Product Safety Stakeholders | Online | 21 | 16 | 10 | 12 | 10 |
| Total [online only] | | 160 | 170 | 97 | 85 | 63 |
| Total [telephone and online] | | 1,632 | 1,673 | 1,597 | 1,585 | 1,563 |

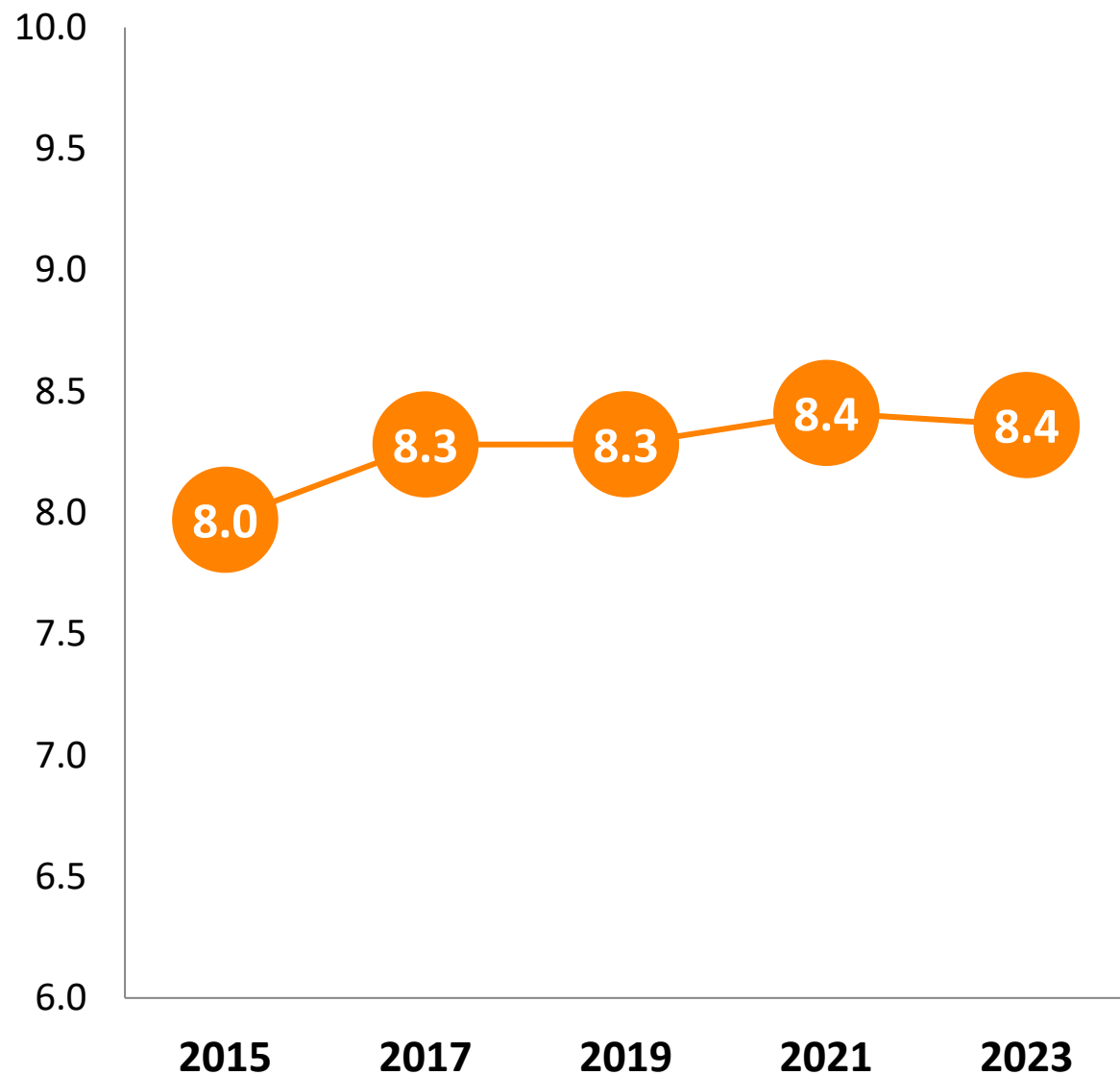
Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers

Accountability Index Score

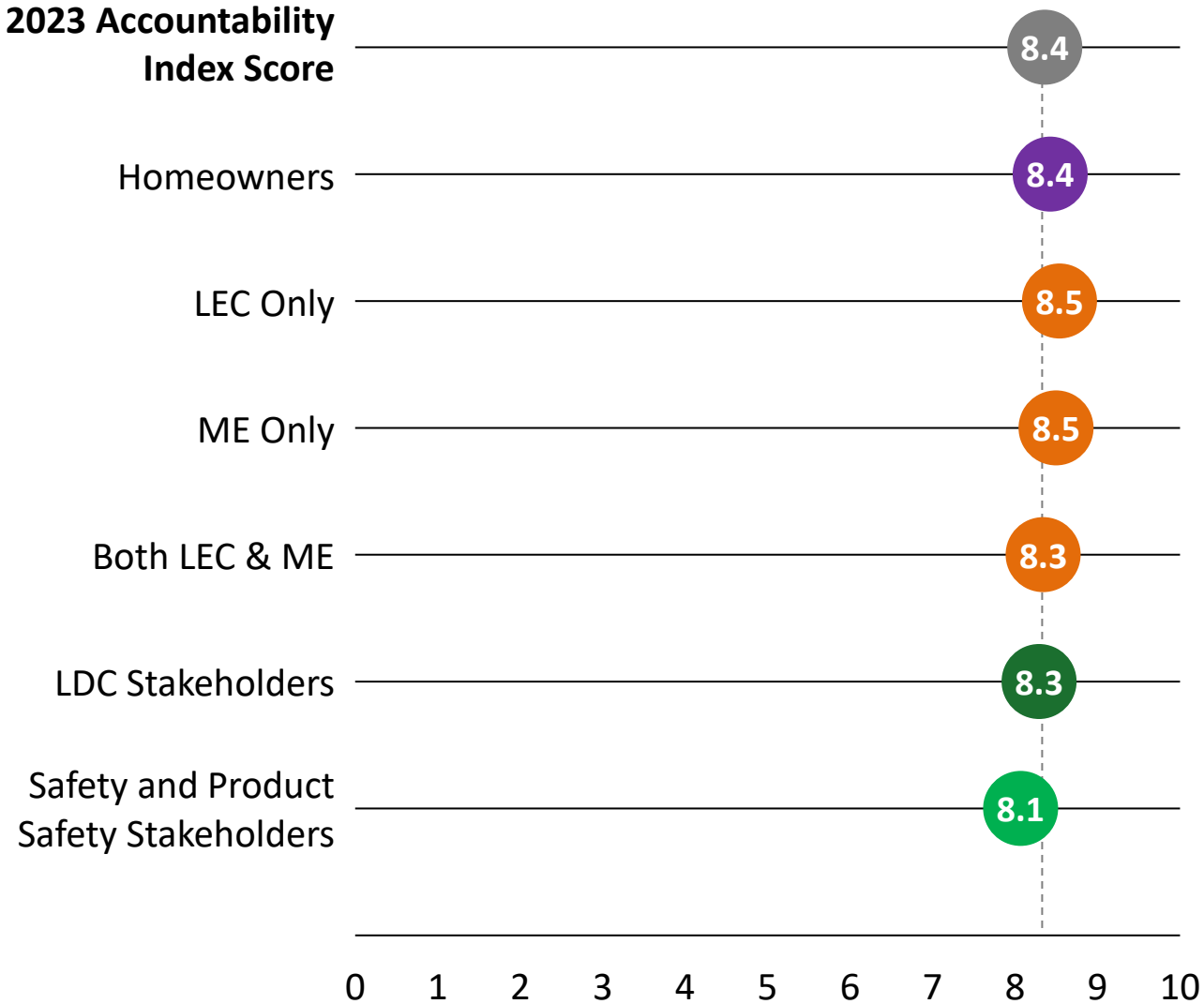





Accountability Index Score

The ESA's 2023 Multi-Stakeholder Index Score is unchanged from 2021, up marginally since 2015



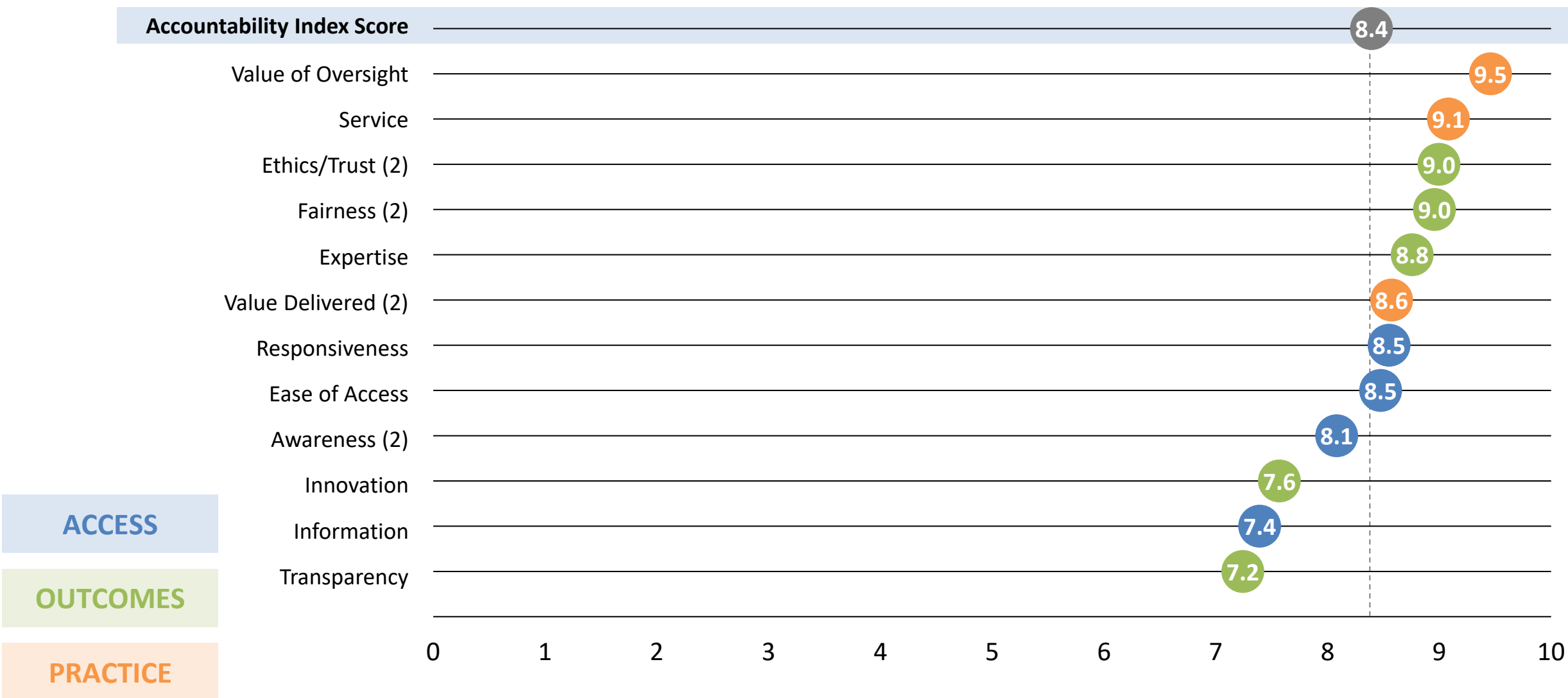
2023 Accountability Index Score






| HOMEOWNER ACCOUNTABILITY SCORECARD <i>Individuals who have taken out an electrical permit within the past 12 months</i> | | 2015 | 2017 | 2019 | 2021 | 2023 | TREND |
|--|--|------|------|------|------|------|-------------------------|
|  ACCESS Focus on providing information and being easily accessible and responsive to concerns. | | | | | | | |
| Awareness [2] Making stakeholders aware of rules and regulations and sharing expertise in electrical safety | | 7.8 | 7.8 | 8.0 | 8.3 | 8.1 | -0.2 |
| Information Making it easy for stakeholders to find relevant information on electrical safety from the ESA | | 7.3 | 7.2 | 7.4 | 7.5 | 7.4 | -0.2 |
| Ease of Access Making it is easy to connect with ESA staff about questions or inquiries | | 7.8 | 8.0 | 8.3 | 8.5 | 8.5 | No change |
| Responsiveness ESA staff listening to and responding to stakeholder concerns | | 8.1 | 8.3 | 8.3 | 8.6 | 8.5 | -0.1 |
|  PRACTICE Engaging with stakeholders in a fair, transparent and ethical manner. | | | | | | | |
| Fairness [2] Treating stakeholders with fairness and respect | | 8.5 | 8.5 | 8.6 | 8.9 | 9.0 | +0.1 |
| Expertise Providing leadership in electrical safety | | 8.3 | 8.4 | 8.5 | 8.6 | 8.8 | +0.2 |
| Transparency Gathering stakeholder input on important issues and decisions | | 6.6 | 6.5 | 6.9 | 7.2 | 7.2 | +0.1 |
| Ethics/Trust [2] Operating in an ethical and trustworthy manner | | 8.6 | 8.6 | 8.7 | 8.9 | 9.0 | +0.1 |
| Innovation Being an innovative organization | | 6.9 | 7.0 | 7.3 | 7.2 | 7.6 | +0.3* *Sig. increase |
|  OUTCOMES Providing value to stakeholders and improving electrical safety in Ontario. | | | | | | | |
| Service Offering a good experience when having direct interaction with stakeholders | | 8.6 | 8.8 | 8.9 | 9.1 | 9.1 | No change |
| Value Delivered [2] Contribute to improved electrical safety and overall good value for services provided by the ESA | | 8.0 | 8.2 | 8.3 | 8.5 | 8.6 | +0.1 |
| Value of Oversight Having an organization that oversees electrical safety and electrical safety regulations | | 9.1 | 9.3 | 9.2 | 9.4 | 9.5 | No change |

Accountability Index Score | Homeowners

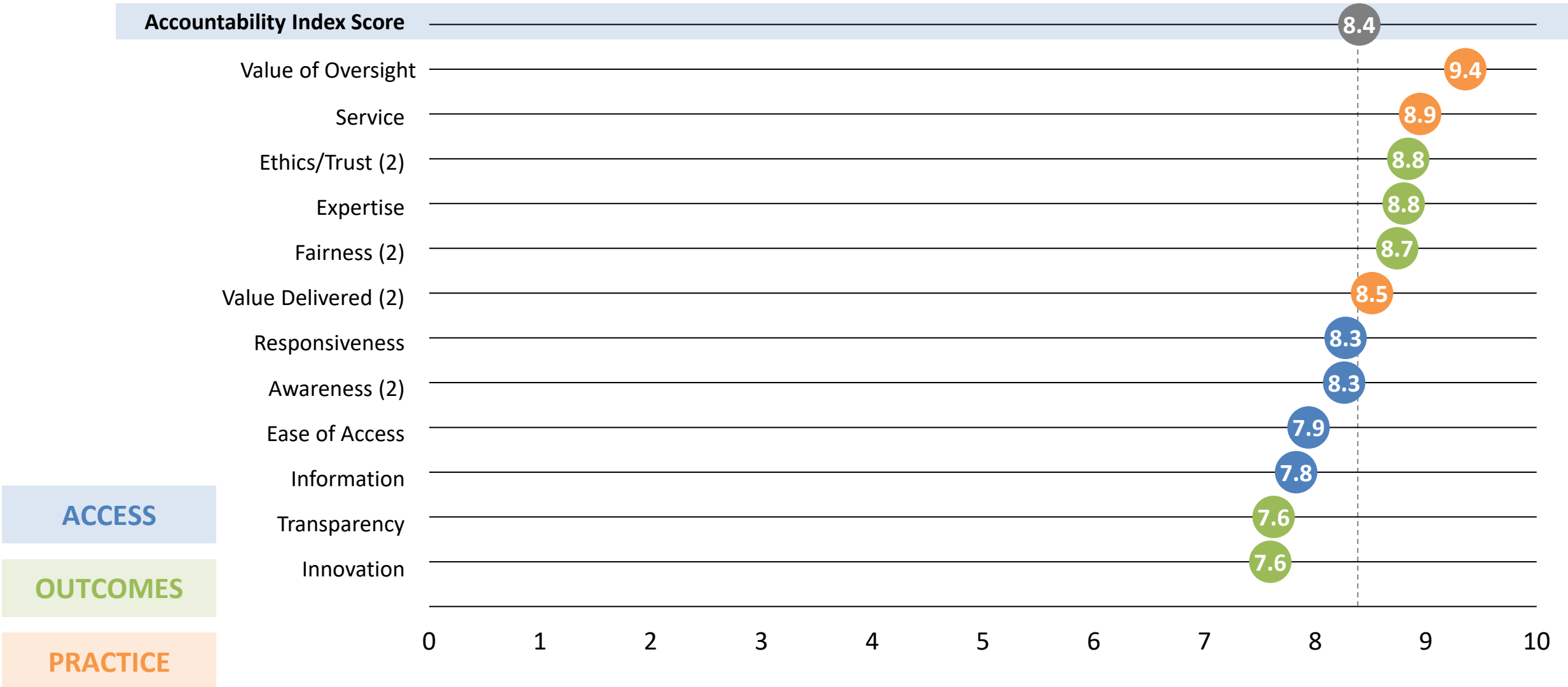
Average performance on individual measures that make up accountability index score






| LECs & MEs ACCOUNTABILITY SCORECARD <i>LECs & MEs who have had direct interaction with the ESA within the past 12 months</i> | | | | | | | 2015 | 2017 | 2019 | 2021 | 2023 | TREND |
|--|--|--|--|--|--|--|------|------|------|------|------|-------------------------|
|  ACCESS Focus on providing information and being easily accessible and responsive to concerns. | | | | | | | | | | | | |
| Awareness [2] Making stakeholders aware of rules and regulations and sharing expertise in electrical safety | | | | | | | 8.1 | 8.3 | 8.3 | 8.3 | 8.3 | -0.1 |
| Information Making it easy for stakeholders to find relevant information on electrical safety from the ESA | | | | | | | 7.6 | 7.8 | 7.8 | 7.9 | 7.8 | -0.1 |
| Ease of Access Making it is easy to connect with ESA staff about questions or inquiries | | | | | | | 7.3 | 7.7 | 7.7 | 8.0 | 7.9 | No change |
| Responsiveness ESA staff listening to and responding to stakeholder concerns | | | | | | | 7.7 | 8.2 | 8.0 | 8.3 | 8.3 | No change |
|  PRACTICE Engaging with stakeholders in a fair, transparent and ethical manner. | | | | | | | | | | | | |
| Fairness [2] Treating stakeholders with fairness and respect | | | | | | | 8.2 | 8.7 | 8.6 | 8.8 | 8.7 | -0.1 |
| Expertise Providing leadership in electrical safety | | | | | | | 8.6 | 8.8 | 8.8 | 8.9 | 8.8 | -0.1 |
| Transparency Gathering stakeholder input on important issues and decisions | | | | | | | 7.3 | 7.8 | 8.1 | 7.9 | 7.6 | -0.3* *Sig. decrease |
| Ethics/Trust [2] Operating in an ethical and trustworthy manner | | | | | | | 8.4 | 8.8 | 8.9 | 8.9 | 8.8 | -0.1 |
| Innovation Being an innovative organization | | | | | | | 7.5 | 7.7 | 7.6 | 7.8 | 7.6 | -0.2* *Sig. decrease |
|  OUTCOMES Providing value to stakeholders and improving electrical safety in Ontario. | | | | | | | | | | | | |
| Service Offering a good experience when having direct interaction with stakeholders | | | | | | | 8.6 | 9.0 | 8.9 | 9.1 | 8.9 | -0.1 |
| Value Delivered [2] Contribute to improved electrical safety and overall good value for services provided by the ESA | | | | | | | 8.1 | 8.5 | 8.4 | 8.6 | 8.5 | -0.1 |
| Value of Oversight Having an organization that oversees electrical safety and electrical safety regulations | | | | | | | 9.1 | 9.4 | 9.4 | 9.3 | 9.4 | No change |

Accountability Index Score | LECs & MEs

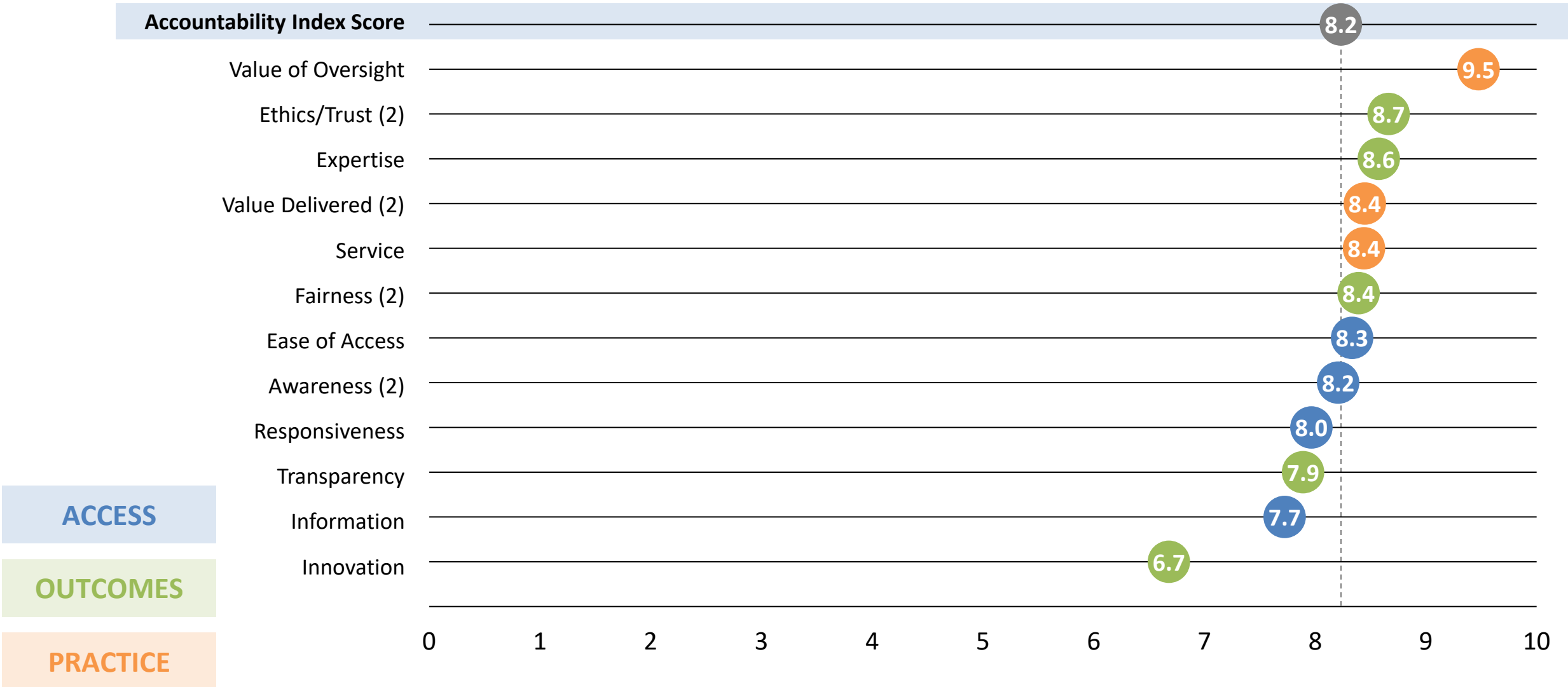
Average performance on individual measures that make up accountability index score






| ALL INDUSTRY STAKEHOLDERS* ACCOUNTABILITY SCORECARD * Includes LDC CEOs and Managers, Safety Stakeholders and Product Safety Stakeholders | | | | | | |
|--|------|------|------|------|------|-----------|
| | 2015 | 2017 | 2019 | 2021 | 2023 | TREND |
|  ACCESS Focus on providing information and being easily accessible and responsive to concerns. | | | | | | |
| Awareness [2] Making stakeholders aware of rules and regulations and sharing expertise in electrical safety | 7.5 | 8.1 | 8.1 | 8.0 | 8.2 | +0.2 |
| Information Making it easy for stakeholders to find relevant information on electrical safety from the ESA | 7.2 | 7.7 | 7.8 | 7.9 | 7.7 | -0.1 |
| Ease of Access Making it is easy to connect with ESA staff about questions or inquiries | 7.6 | 8.0 | 8.5 | 8.2 | 8.3 | +0.1 |
| Responsiveness ESA staff listening to and responding to stakeholder concerns | 7.5 | 8.0 | 8.1 | 7.9 | 8.0 | +0.1 |
|  PRACTICE Engaging with stakeholders in a fair, transparent and ethical manner. | | | | | | |
| Fairness [2] Treating stakeholders with fairness and respect | 8.1 | 8.4 | 8.8 | 8.4 | 8.4 | No change |
| Expertise Providing leadership in electrical safety | 7.8 | 8.4 | 8.2 | 8.5 | 8.6 | 0.1 |
| Transparency Gathering stakeholder input on important issues and decisions | 7.4 | 8.0 | 8.1 | 8.1 | 7.9 | -0.2 |
| Ethics/Trust [2] Operating in an ethical and trustworthy manner | 8.0 | 8.6 | 8.7 | 8.4 | 8.7 | +0.2 |
| Innovation Being an innovative organization | 6.5 | 7.0 | 6.9 | 7.0 | 6.7 | -0.3 |
|  OUTCOMES Providing value to stakeholders and improving electrical safety in Ontario. | | | | | | |
| Service Offering a good experience when having direct interaction with stakeholders | 8.1 | 8.5 | 8.8 | 8.7 | 8.4 | -0.3 |
| Value Delivered [2] Contribute to improved electrical safety and overall good value for services provided by the ESA | 7.6 | 8.2 | 8.3 | 8.4 | 8.4 | +0.1 |
| Value of Oversight Having an organization that oversees electrical safety and electrical safety regulations | 8.8 | 9.1 | 9.2 | 9.4 | 9.5 | +0.1 |

Accountability Index Score | All Industry Stakeholders

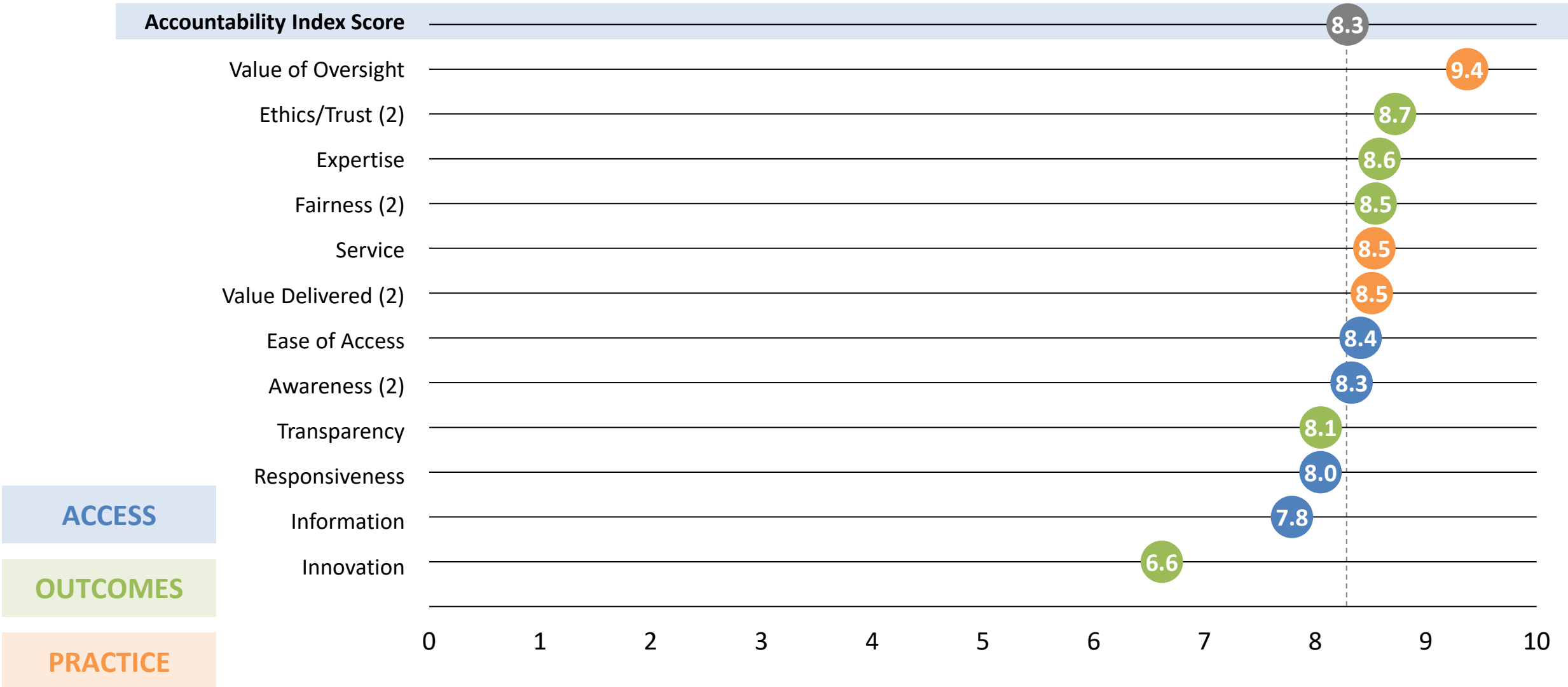
Average performance on individual measures that make up accountability index score



| LDC STAKEHOLDERS ONLY* ACCOUNTABILITY SCORECARD * Represent a subset of “All Industry Stakeholders” (LDC CEOs and Managers) | | 2015 | 2017 | 2019 | 2021 | 2023 | TREND |
|--|--|------|------|------|------|------|-----------|
|  ACCESS Focus on providing information and being easily accessible and responsive to concerns. | | | | | | | |
| Awareness [2] Making stakeholders aware of rules and regulations and sharing expertise in electrical safety | | 7.5 | 8.1 | 8.2 | 8.1 | 8.3 | +0.2 |
| Information Making it easy for stakeholders to find relevant information on electrical safety from the ESA | | 7.2 | 7.7 | 7.9 | 7.8 | 7.8 | No change |
| Ease of Access Making it is easy to connect with ESA staff about questions or inquiries | | 7.5 | 8.1 | 8.4 | 8.0 | 8.4 | +0.4 |
| Responsiveness ESA staff listening to and responding to stakeholder concerns | | 7.3 | 7.9 | 8.0 | 7.8 | 8.0 | +0.3 |
|  PRACTICE Engaging with stakeholders in a fair, transparent and ethical manner. | | | | | | | |
| Fairness [2] Treating stakeholders with fairness and respect | | 8.0 | 8.4 | 8.8 | 8.3 | 8.5 | +0.2 |
| Expertise Providing leadership in electrical safety | | 7.6 | 8.3 | 8.3 | 8.5 | 8.6 | +0.1 |
| Transparency Gathering stakeholder input on important issues and decisions | | 7.4 | 7.9 | 8.0 | 8.0 | 8.1 | +0.1 |
| Ethics/Trust [2] Operating in an ethical and trustworthy manner | | 8.0 | 8.6 | 8.9 | 8.4 | 8.7 | +0.3 |
| Innovation Being an innovative organization | | 6.4 | 6.9 | 6.8 | 6.9 | 6.6 | -0.3 |
|  OUTCOMES Providing value to stakeholders and improving electrical safety in Ontario. | | | | | | | |
| Service Offering a good experience when having direct interaction with stakeholders | | 8.0 | 8.5 | 8.9 | 8.6 | 8.5 | No change |
| Value Delivered [2] Contribute to improved electrical safety and overall good value for services provided by the ESA | | 7.6 | 8.1 | 8.4 | 8.3 | 8.5 | +0.2 |
| Value of Oversight Having an organization that oversees electrical safety and electrical safety regulations | | 8.7 | 9.1 | 9.4 | 9.3 | 9.4 | +0.1 |

Accountability Index Score | LDC Stakeholders Only

Average performance on individual measures that make up accountability index score



Electrical Safety Authority Image



General Impression of ESA

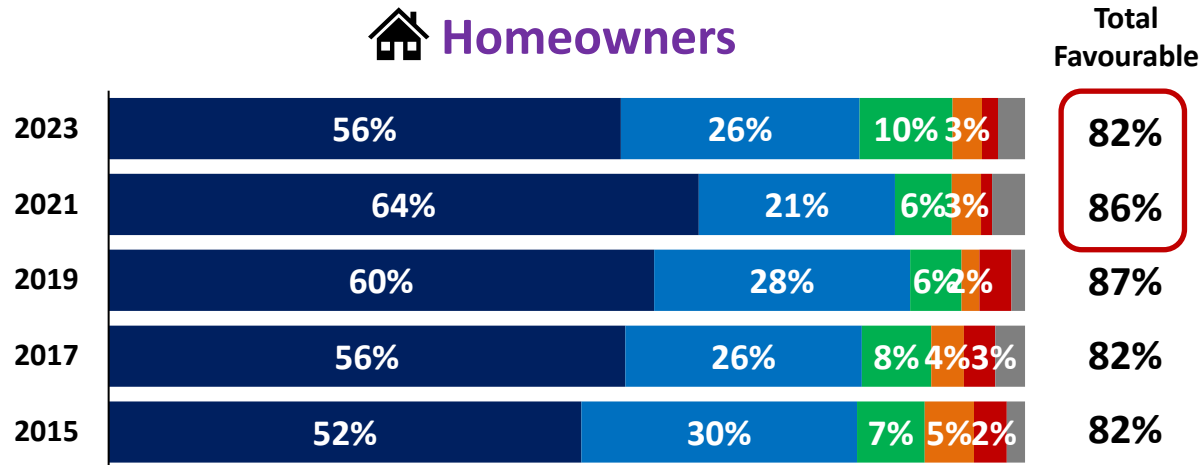
Impression of the ESA is down for Homeowners while it is steady for the other key groups



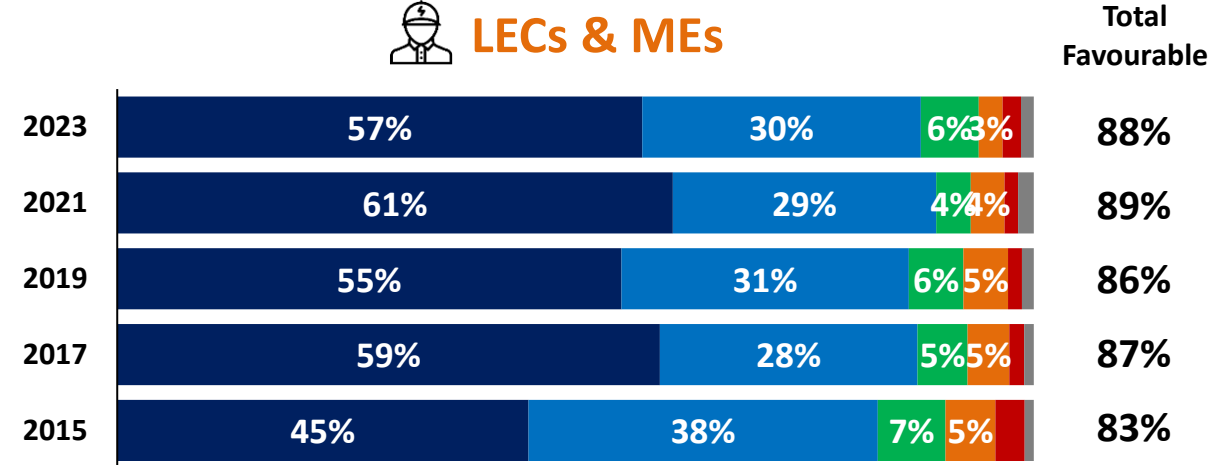
Generally speaking, do you have a very favourable, somewhat favourable, somewhat unfavourable, or very unfavourable impression of the ESA?

[Asked of all respondents]

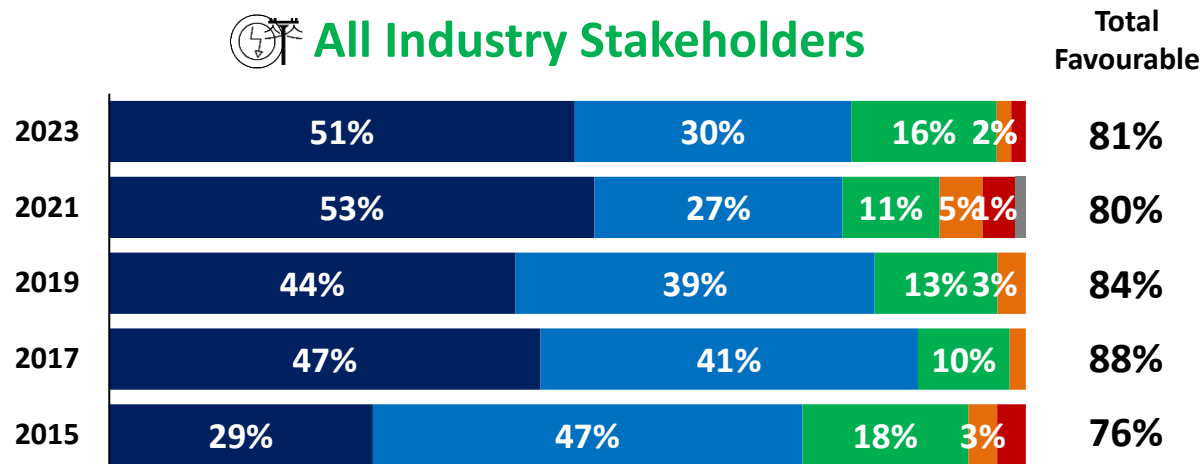
Homeowners



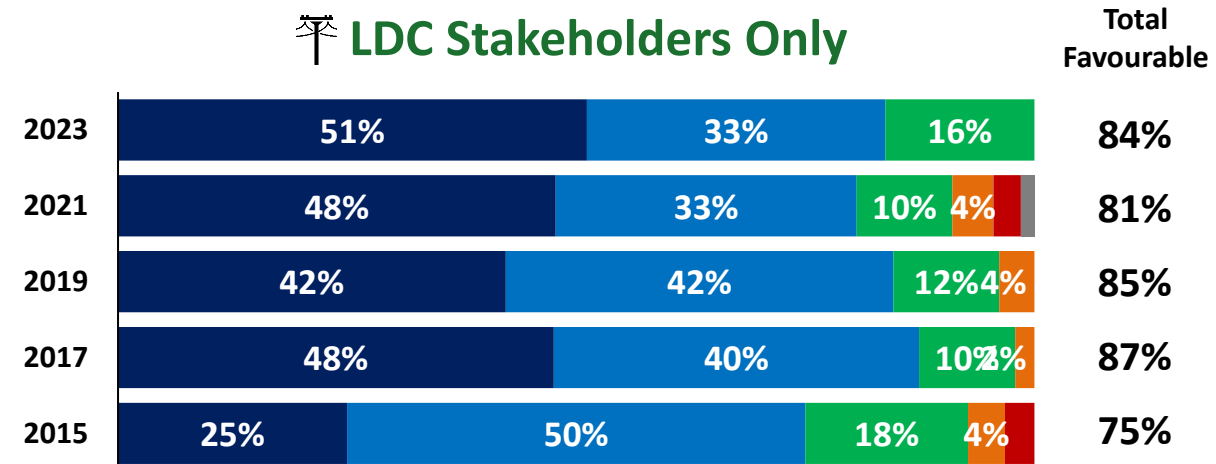
LECs & MEs



All Industry Stakeholders



LDC Stakeholders Only



Very favourable Somewhat favourable Neither favourable nor unfavourable Somewhat unfavourable Very unfavourable Don't know



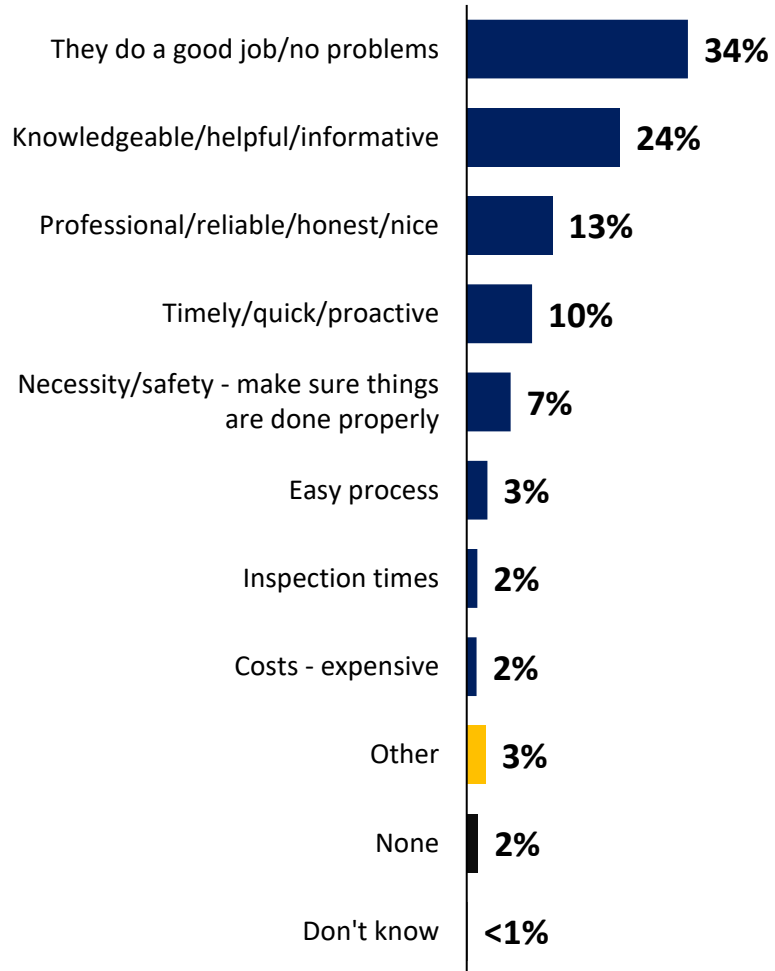
Reason for Impression of ESA | Homeowners

Top reasons for favourable impression are that 'they do a good job' & are 'knowledgeable'



And why do you have a **favourable** impression of the Electrical Safety Authority?

[Open-ended; asked of all those with a favourable impression of the ESA]



And why do you have an **unfavourable** impression of the Electrical Safety Authority?*

[Open-ended; asked of all those with an unfavourable impression of the ESA]

Sample Verbatim

"Because they took too long to answer to me, and my project was delayed for a month."

"I believe, the ESA should be ensuring that companies should be doing a better job when it comes to retailers selling ESA's certified stuff as in fixtures, and fridges. I think ESA's prices are very high."

"I just did not think the inspector know his stuff."

"It was the inspector - he was unhelpful, rude and outrageous at the time."

"I've been waiting to get hold of an inspector for the past 2 weeks, and every time I call, I get put on a robot answering queue."

"Some of the inspectors are not friendly they do not connect with other hydro companies."

"The customer support was not helpful while the inspector was fantastic."

"The permit process is too complicated and too expensive for homeowners."

"They are not honest with their communication."



Reason for Impression of ESA | LECs and MEs

Top reasons for favourable impression are that 'they do a good job' & have 'good inspectors/organization'

Q

And why do you have a **favourable** impression of the Electrical Safety Authority?

[Open-ended; asked of all those with a favourable impression of the ESA]

They do a good job/everything is good **28%**

Good inspectors/organization - positive comments **27%**

Good working relationship **7%**

Knowledgable **7%**

Important/valuable work - safety awareness **6%**

Inconsistency with inspectors **5%**

Good/improved customer service over the phone **4%**

Difficulty booking inspectors **3%**

Timely/wait times and flexibility have improved **2%**

Never had any issues **2%**

Room for improvement **1%**

Need them to enforce rules/protect the public **1%**

Excessive regulation/fees **1%**

Other **1%**

None **2%**

Don't know **1%**

Q

And why do you have an **unfavourable** impression of the Electrical Safety Authority?*

[Open-ended; asked of all those with an unfavourable impression of the ESA]

Sample Verbatim

"Everybody has different opinions. You can't figure out what they want. One guy says yes, the other say no. No supervisors can speak, they are unaccountable."

"I believe, the ESA outgrown the necessity in the market. I believe the ESA is a monopoly."

"I think recently where we recent defects on jobs, I had a site review with the inspectors they actually changed their mind."

"It is a very combatable relationship because they are finding mistakes, they looking for reasons for not approving my permit application."

"The inspector is rude and lacks communication."

"There are so many reasons for inconsistency between inspectors and their interpretation of code, scheduling is an issue, customer service of the inspectors."

"Very unknowledgeable inspectors nor do they have experience or it's very limited."

"We seem to be dealing with a couple of inspectors that are challenging."

Note: *For categories with less than 30 responses, sample verbatims are shown rather than the full distribution of responses.



Reason for Impression of ESA | Industry Stakeholders

The top reason for favourable impression is ESA’s commitment to public safety/standards



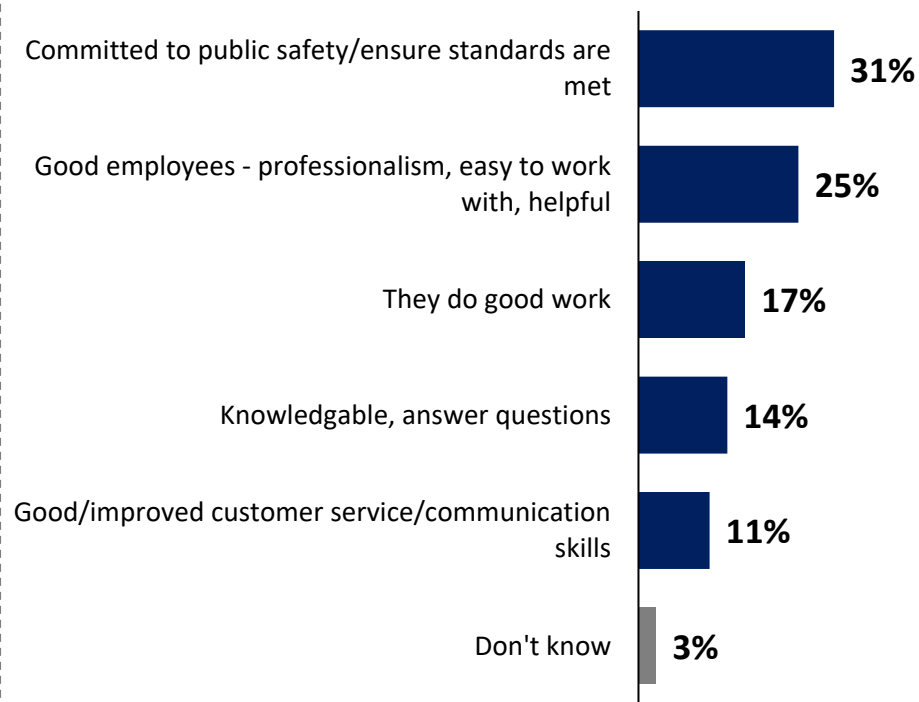
And why do you have a **favourable** impression of the Electrical Safety Authority?

[Open-ended; asked of all those with a favourable impression of the ESA - All Industry Stakeholders]



And why do you have a **favourable** impression of the Electrical Safety Authority?

[Open-ended; asked of all those with a favourable impression of the ESA - LDC Stakeholders Only]



And why do you have an **unfavourable** impression of the Electrical Safety Authority?*

[Open-ended; asked of all those with an unfavourable impression of the ESA]

Sample Verbatim

“Expertise in our area of interest (medium Voltage) is at an all time low. Despite this, a number of recent rulings would fall into a category of “activism”. Other rulings are swaying into the area of performance (which is not the role of a safety authority) while missing authentic safety issues.”

“There is too much inconsistency in the application of the code by Inspectors and their Technical Advisors.”

Note: *For categories with less than 30 responses, sample verbatim are shown rather than the full distribution of responses.

Using Factor and Regression Analysis

What drives favourability towards ESA?



Factor and Regression Analysis – What drives ESA favourability?

Factor and regression analysis are another means of understanding the true relationships between questions in the survey.

A **factor analysis** finds the true underlying dimensions of overall impression that explain the pattern of responses on the larger set of brand metrics.

- Factor analysis allows us to find which metrics mean similar things to stakeholders. The use of factor analysis allows us to determine which metrics should be grouped together in order to conduct meaningful analysis.
- We test **16 attributes** (which constitute the 12 measures) for ESA. We then group them into five distinct **factors**.

We use **Shapley Values** regression analysis to determine *how important* each factor is to explaining overall impression.

- Shapley Values tells us the share of variation in overall impression that is explained by each factor or standalone metric, but it does not tell us *how* that metric impacts overall impression. In other words, Shapley Values regression helps us understand which attributes have the most influence on overall impression.

We then use the factors and other controls in a **linear regression analysis** to determine *how* the attributes impact favourability

- A regression allows us to take all the questions that may explain the key question we are interested in and see how they impact the dependent variable
- Regressions do this by holding all the likely suspects constant and varying one question at a time to see which questions (explanatory variables) have the greatest impact on the key question (dependent variable)
- In this study, we use regression to understand **why some respondents rate their favourability of the Electrical Safety Authority higher than others**
- We run separate models for homeowners and electricians. Both models include the same attributes and control variables with specific demographics for each audience

Factor Analysis | Which attributes mean similar things to stakeholders?

We use factor analysis to find the true underlying dimensions of favourability that explain the pattern of responses on the larger set of brand attributes.

Information Sharing

- ESA does a good job ensuring I am aware of the rules/regulations
- ESA shares its expertise with others
- It's easy for me to find relevant information on electrical safety from ESA

Fairness and Ethics

- ESA treats me fairly
- ESA treats me with respect
- ESA conducts itself ethically
- ESA operates in a trustworthy manner

Homeowner Controls

- Gender
- Age
- Region
- Income
- Household type
- People in household
- Attitudes towards regulation

Connection and Responsiveness

- It's easy to connect with ESA staff
- ESA staff listen to and respond to my concerns

Expertise and Transparency

- ESA is a leader in electrical safety
- ESA asks for stakeholder input on important issues and decisions
- ESA is an innovative organization

Electrician Controls

- Designation
- Owner/manager
- Years working as electrician
- Firm size
- Type of electrical work
- Attitudes towards regulation

Service and Value

- The last time I had direct interaction, my experience was good
- ESA has contributed to improved electrical safety in Ontario
- Overall, I receive good value from the services provided by the ESA
- It is important to have an organization that oversees electrical safety

Using Factor and Regression Analysis

Homeowners

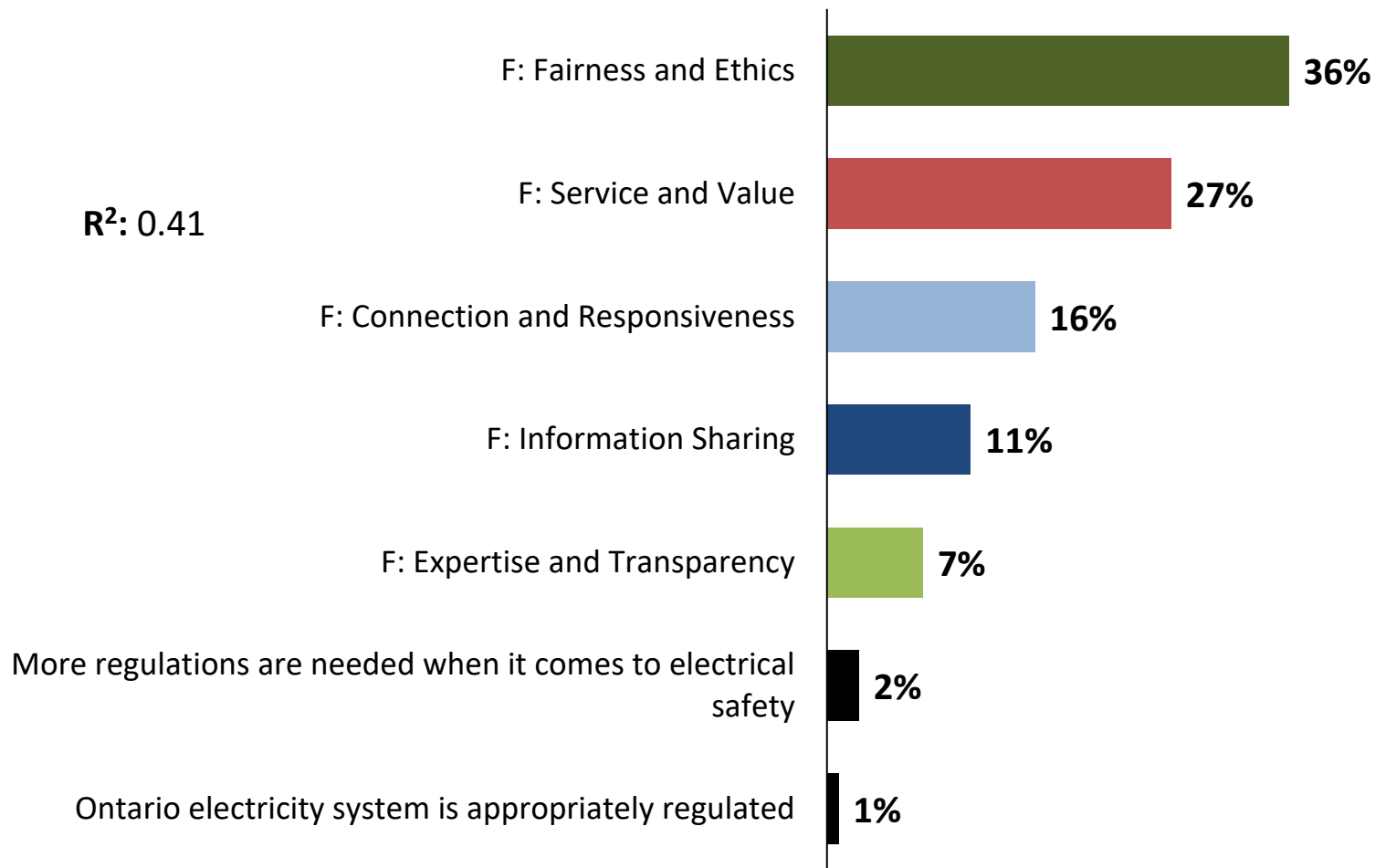




Relative Contribution of Attributes | Homeowners

We use shapley values regression analysis to determine the relative contribution of attributes to overall impression.

For more information on shapley values regression analysis see **slide 22**.



Key Insights

The percentage for each factor/metric shows the contribution of each to the amount of variance being explained by the model (in this case, 41%).

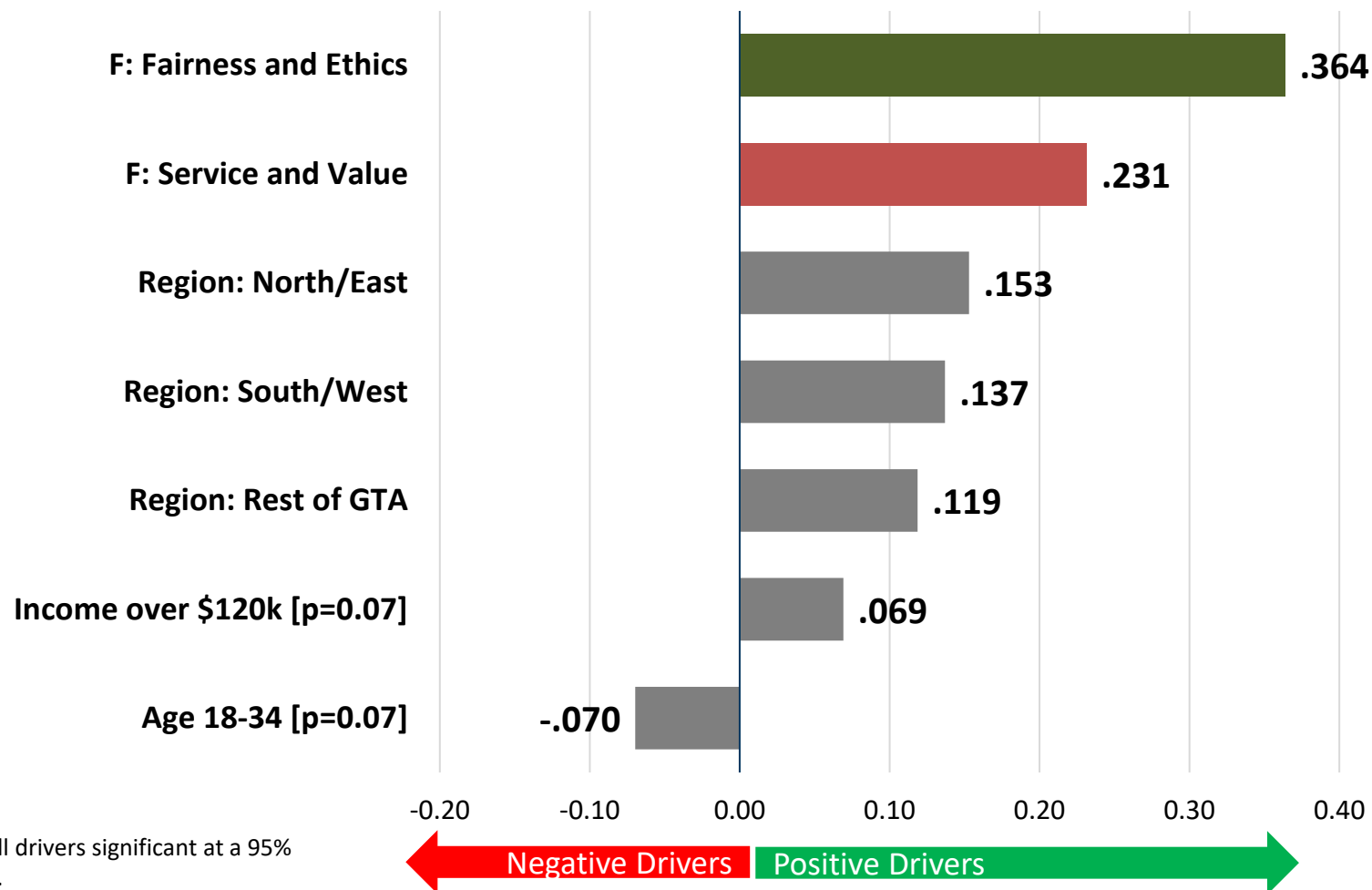
- For homeowners, the top drivers of overall impression are the factors on *Fairness and Ethics* and *Service and Value*
- The next strongest driver of impression among homeowners is the factor on *Connection and Responsiveness*

Note: "F:" Denotes what has been identified as a "factor", where multiple metrics are viewed similarly to respondents. All others are standalone metrics.



Drivers of ESA Favourability | Homeowners

We use regression analysis to identify the key predictors of ESA favourability. The factors on ***Fairness and Ethics*** and ***Service and Value*** are the top two drivers of ESA favourability among homeowners. All regions outside of Toronto show up as positive drivers, meaning that all else equal, respondents from Toronto are less likely to be favourable than those who live outside of Toronto.



Adjusted R² = 0.39

Note: Chart shows standardized beta scores. All drivers significant at a 95% confidence interval unless indicated otherwise.

Using Factor and Regression Analysis

Electricians

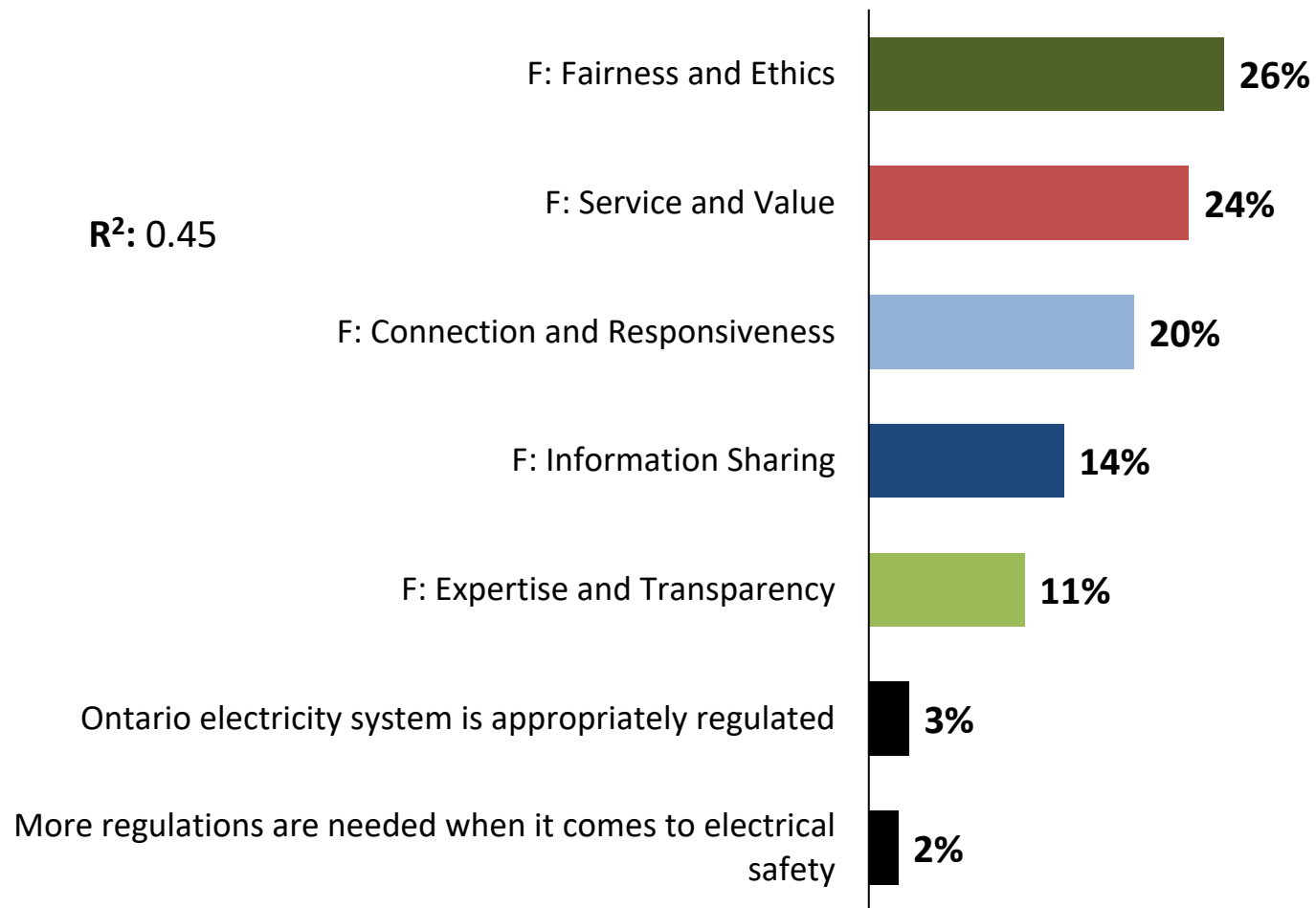




Relative Contribution of Attributes | LECs & MEs

We use shapley values regression analysis to determine the relative contribution of attributes to overall impression.

For more information on shapley values regression analysis see **slide 22**.



Key Insights

The percentage for each factor/metric shows the contribution of each to the amount of variance being explained by the model (in this case, 45%).

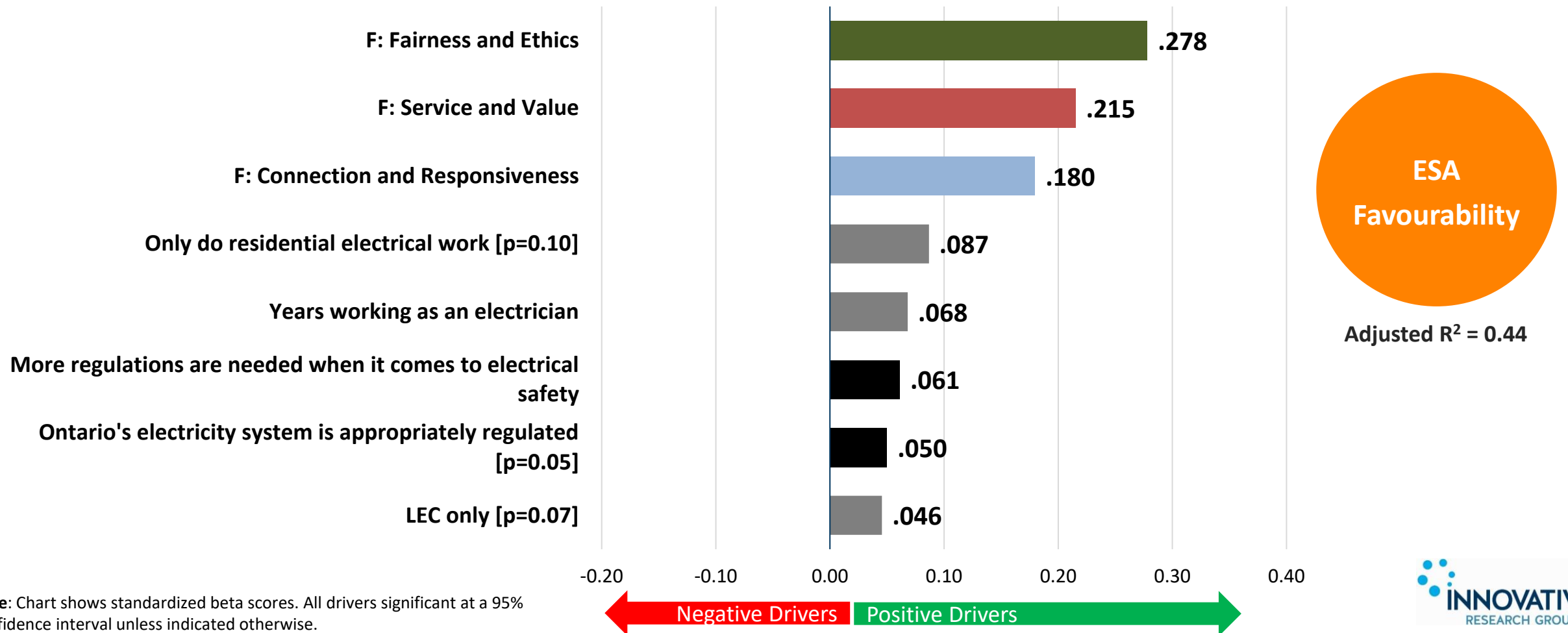
- For electricians, the top drivers of overall impression are the factors on *Fairness and Ethics* and *Service and Value*
- The next strongest driver of impression among electricians is the factor on *Connection and Responsiveness*

Note: "F:" Denotes what has been identified as a "factor", where multiple metrics are viewed similarly to respondents. All others are standalone metrics.



Drivers of ESA Favourability | LECs & MEs

We use regression analysis to identify the key predictors of ESA favourability. The factors on ***Fairness and Ethics*** and ***Connection and Responsiveness***, and ***Service and Value*** are the top drivers of ESA favourability among electricians. The belief that more regulations are needed when it comes to electrical safety has a small, positive impact on ESA favourability.

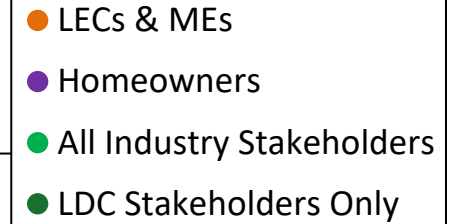
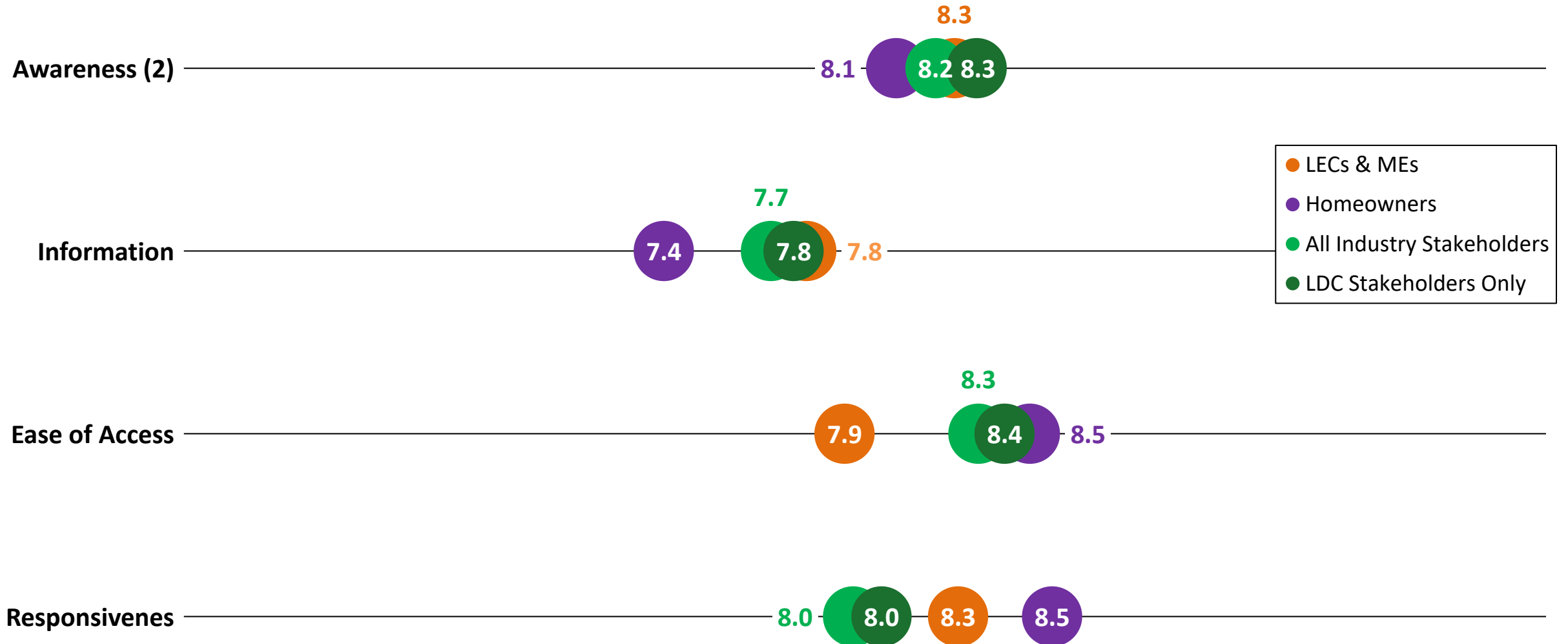


Detailed Dimension of Accountability

Access



Summary of Access Attributes



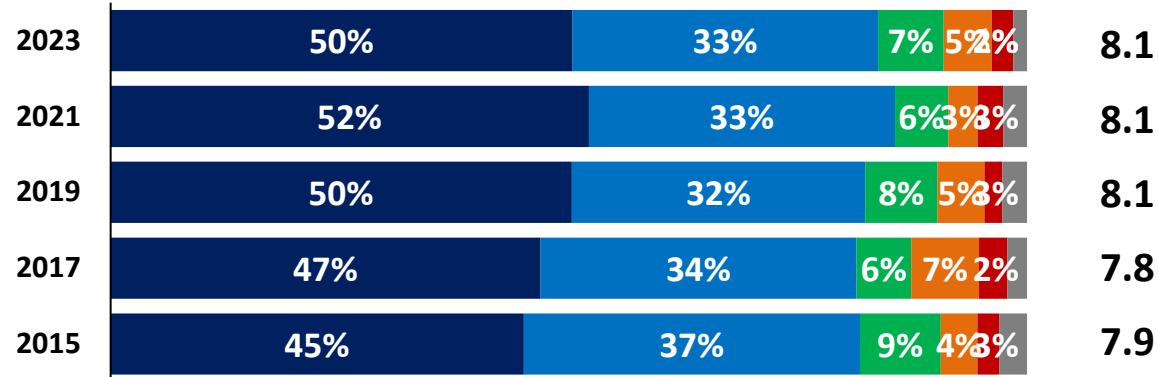
Awareness (Following Rules and Regulations)

A strong majority of all key groups agree ESA does a good job of ensuring that they are aware of rules/regulations

“ESA does a good job of ensuring that I am aware of the rules and regulations I need to follow”

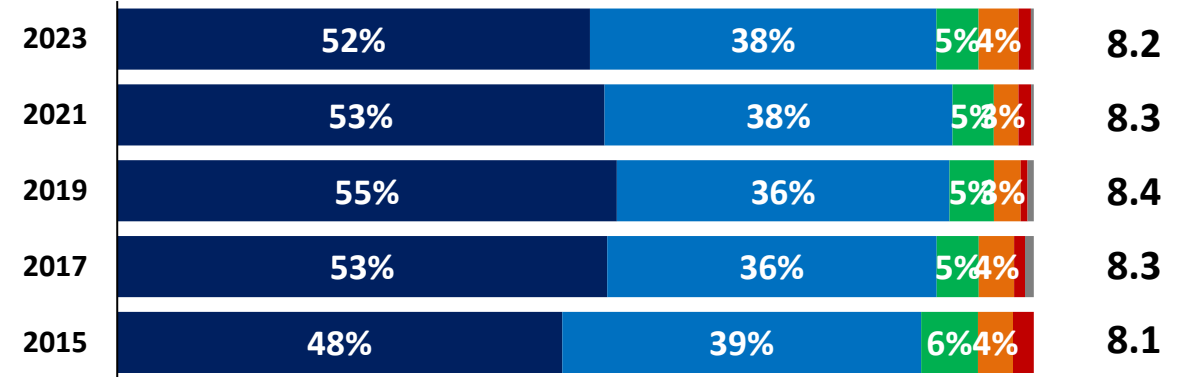
Homeowners

MEAN
Score



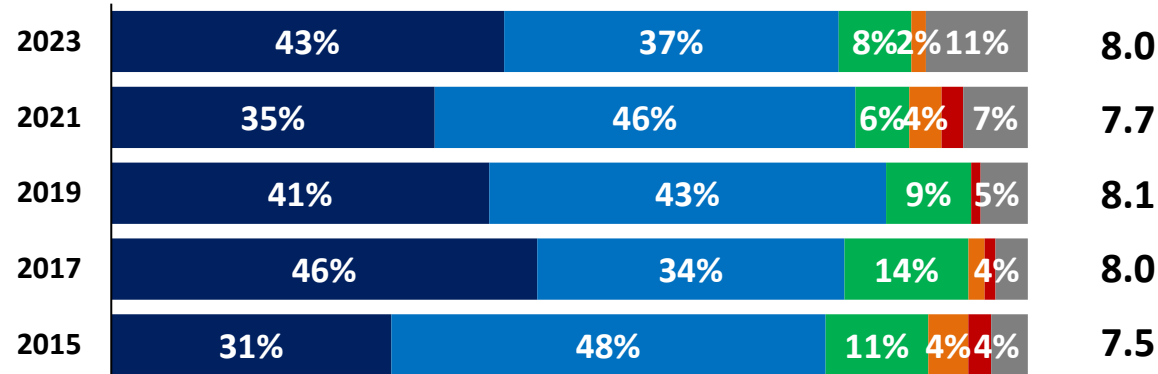
LECs & MEs

MEAN
Score



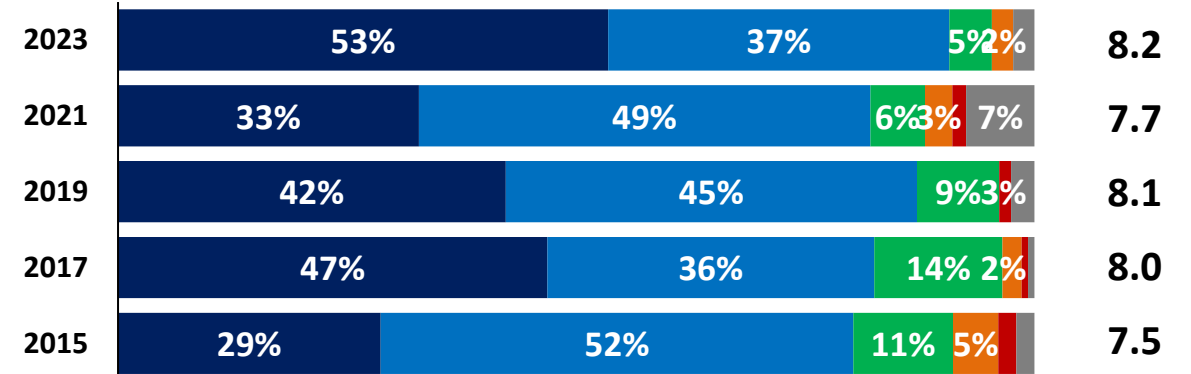
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



 Strongly agree (10,9)
  Somewhat agree (8,7,6)
  Neither (5)
  Somewhat disagree (4,3,2)
  Strongly disagree (1,0)
  Don't know

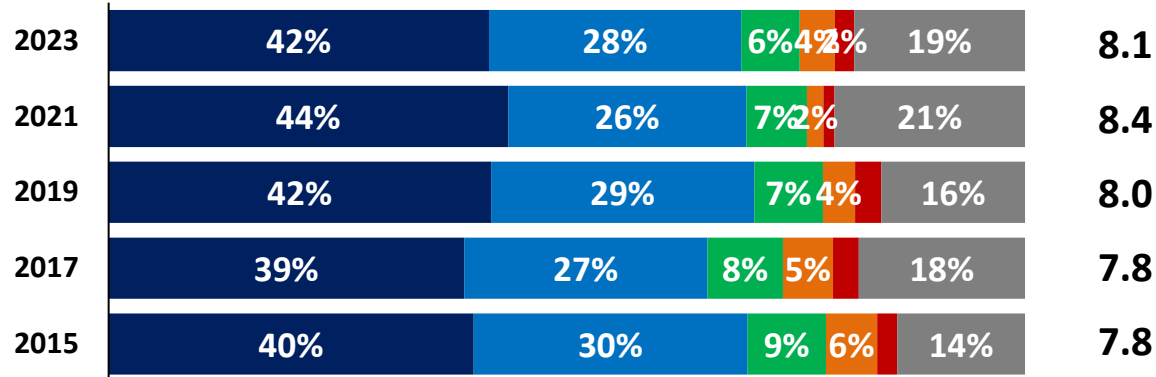
Awareness (Sharing Expertise)

1-in-5 (19%) of homeowners disagree that the ESA shares its expertise with others

“ESA shares its expertise in electrical safety with others”

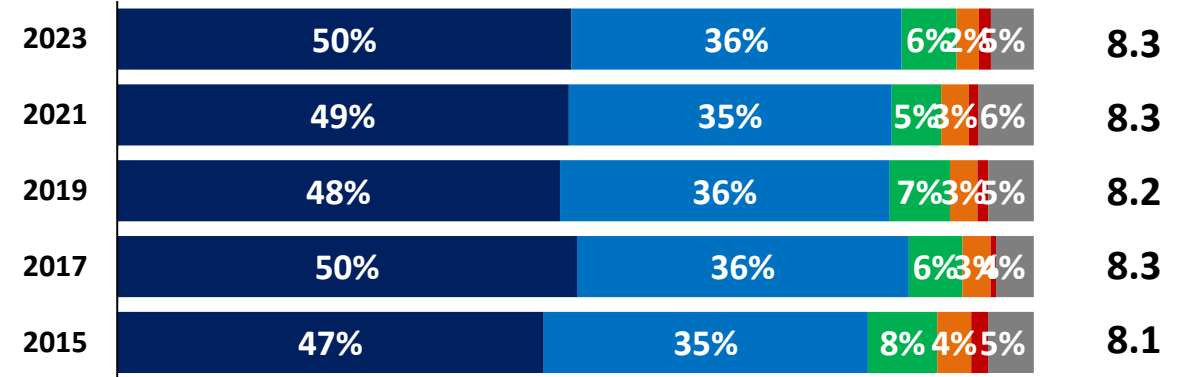
Homeowners

MEAN
Score



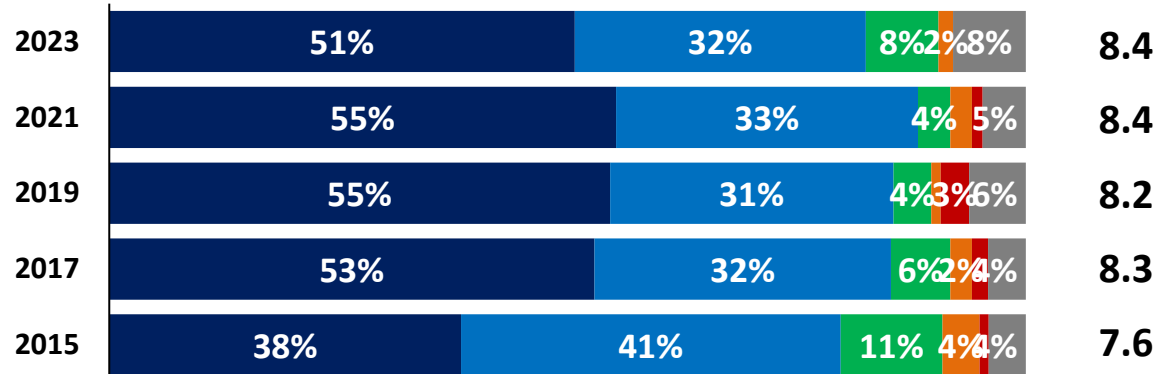
LECs & MEs

MEAN
Score



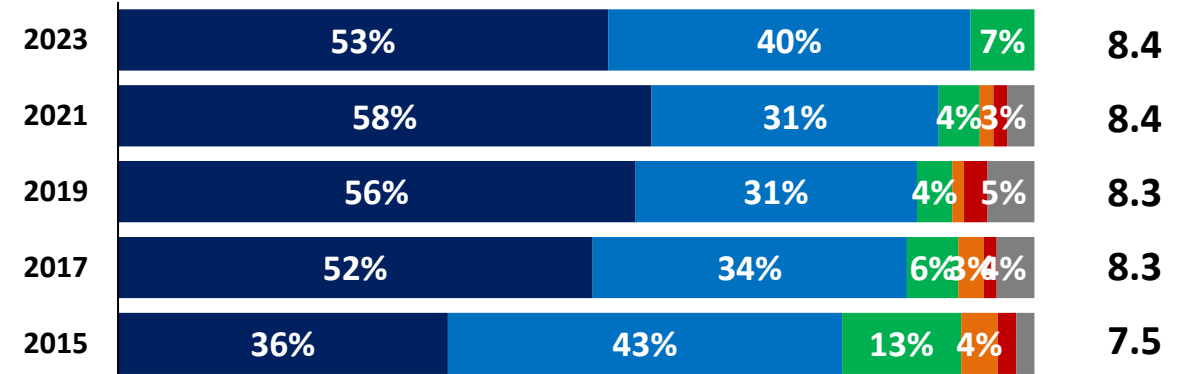
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



 Strongly agree (10,9)
  Somewhat agree (8,7,6)
  Neither (5)
  Somewhat disagree (4,3,2)
  Strongly disagree (1,0)
  Don't know

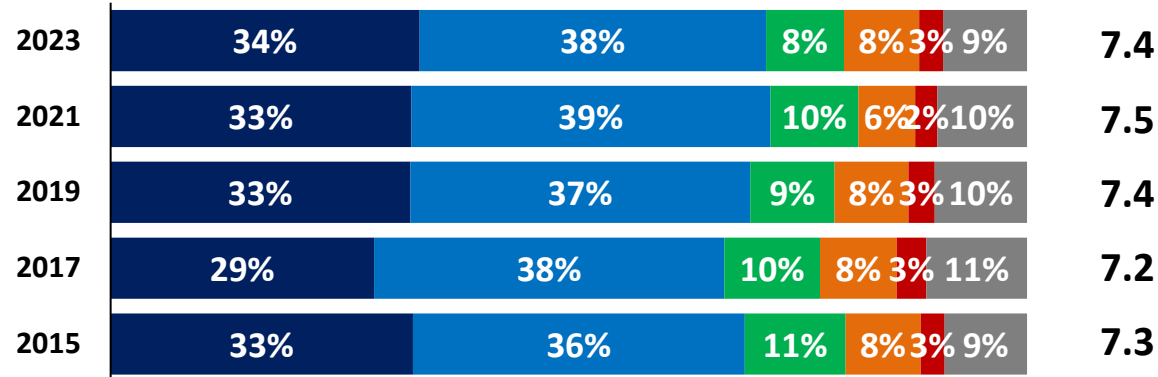
Information

Most key groups are consistent with 2021 in agreement that it's easy to find relevant information

"It is easy for me to find relevant information on electrical safety from the ESA"

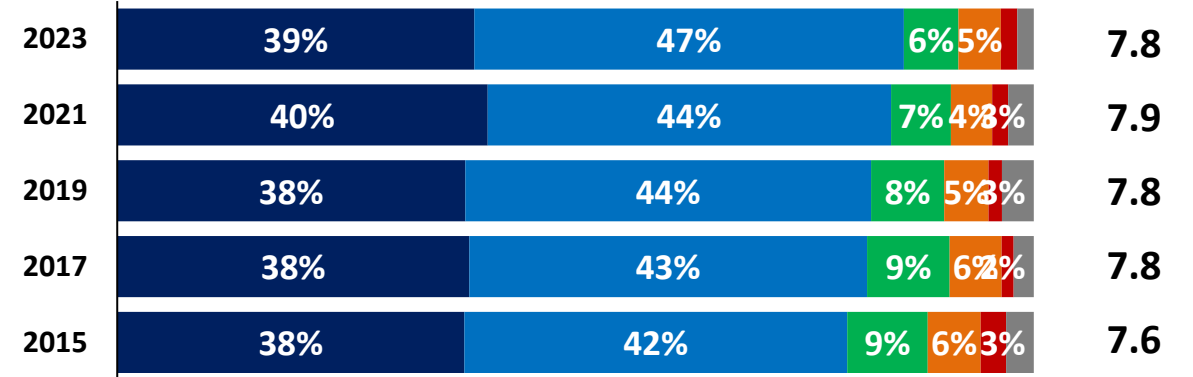
Homeowners

MEAN
Score



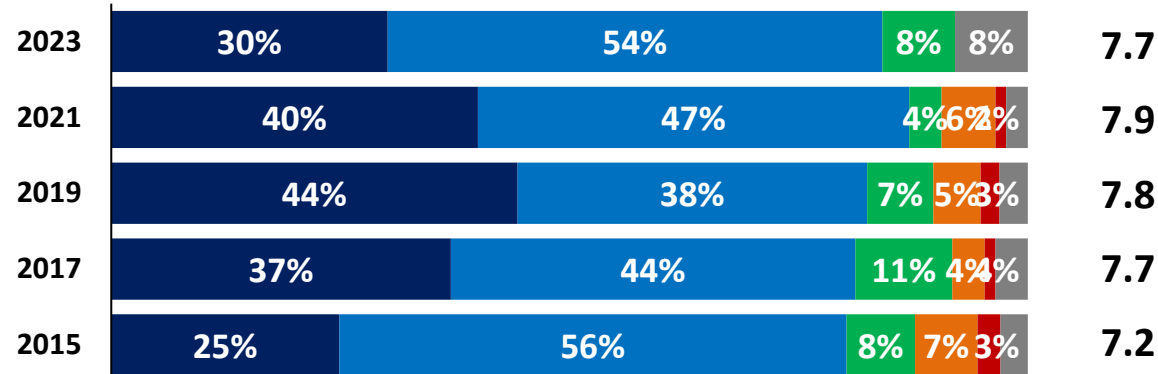
LECs & MEs

MEAN
Score



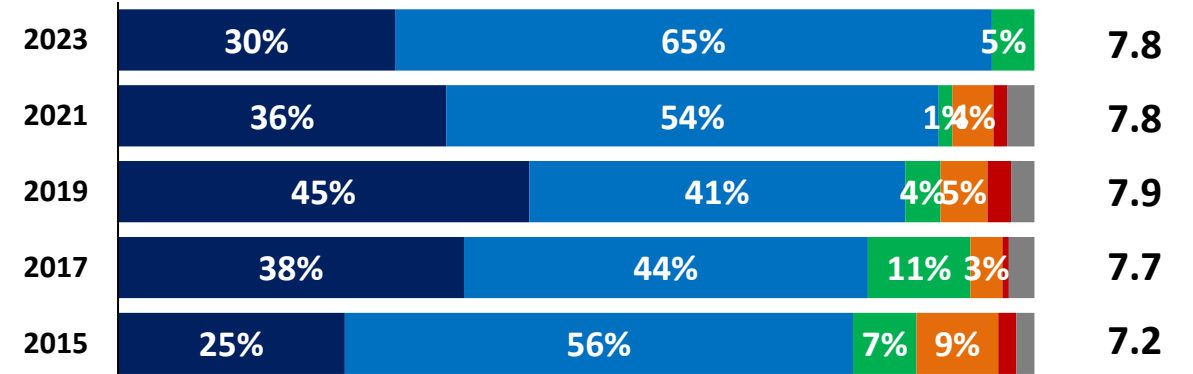
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



 Strongly agree (10,9)
  Somewhat agree (8,7,6)
  Neither (5)
  Somewhat disagree (4,3,2)
  Strongly disagree (1,0)
  Don't know

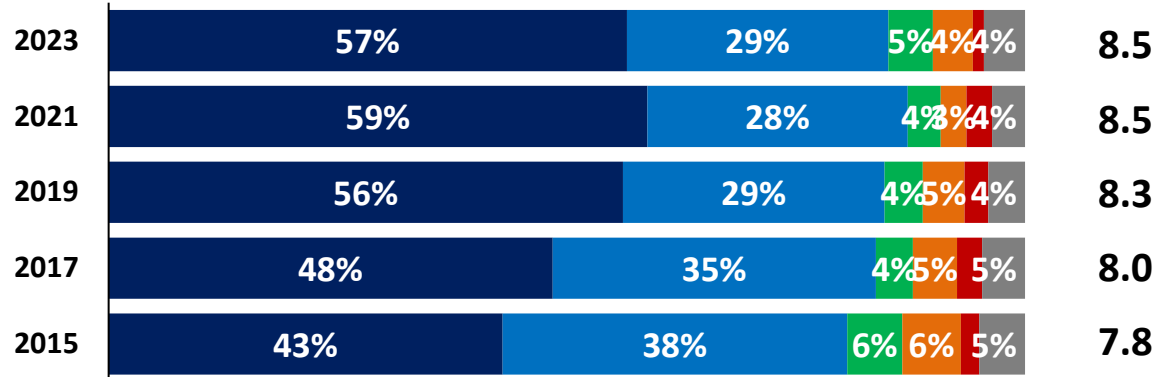
Ease of Access

Ease of access has improved for industry stakeholders; while it is stable for homeowners and LECs & MEs

“It is easy to connect with ESA staff when I have questions or inquiries”

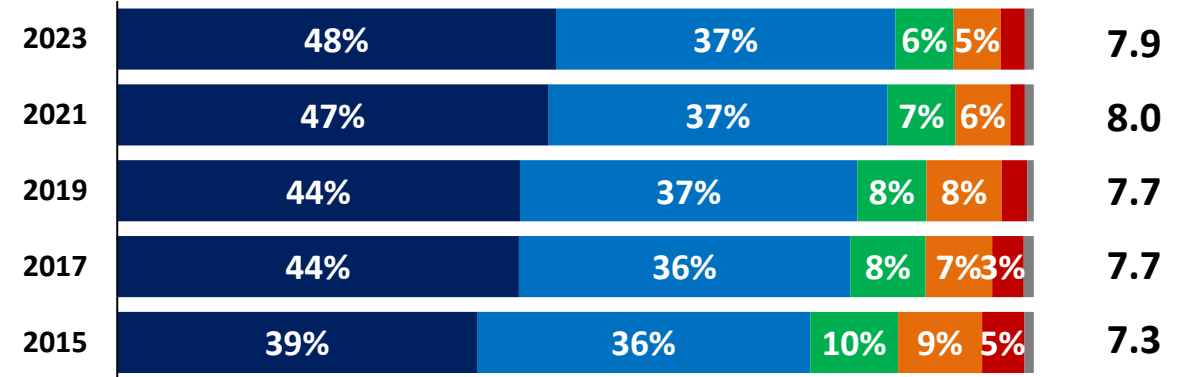
Homeowners

MEAN
Score



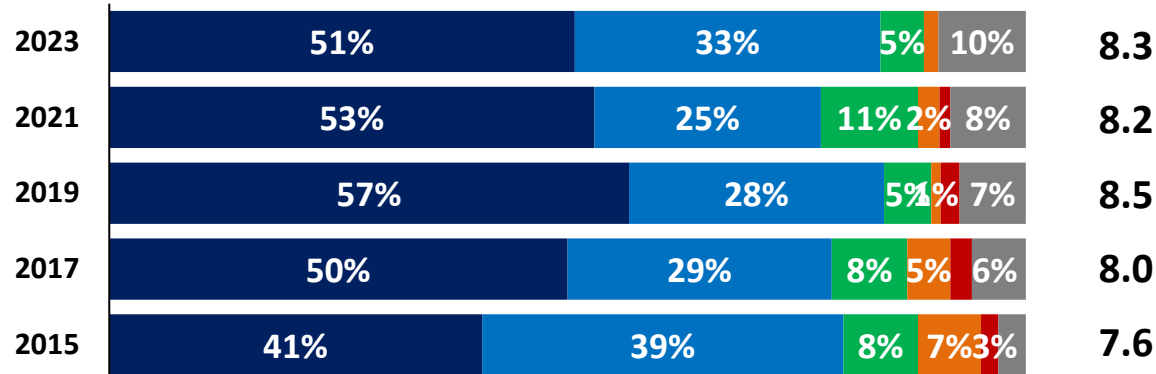
LECs & MEs

MEAN
Score



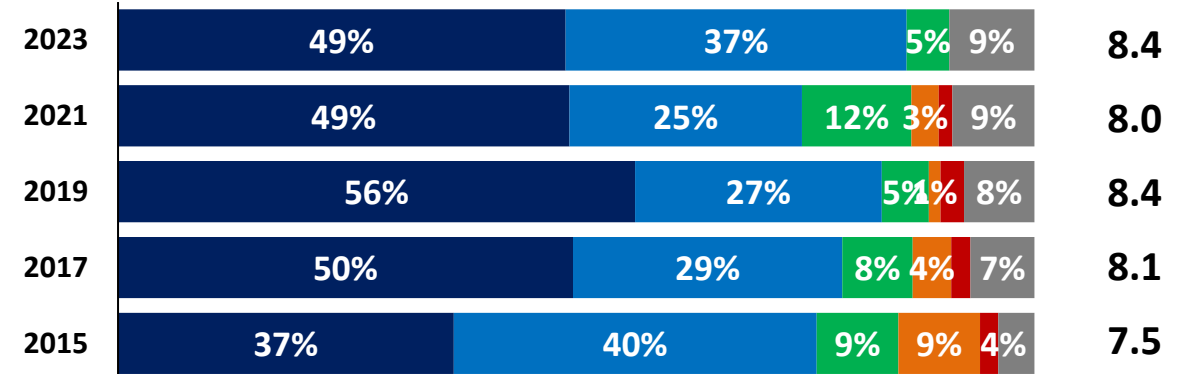
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



 Strongly agree (10,9)
  Somewhat agree (8,7,6)
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  Strongly disagree (1,0)
  Don't know

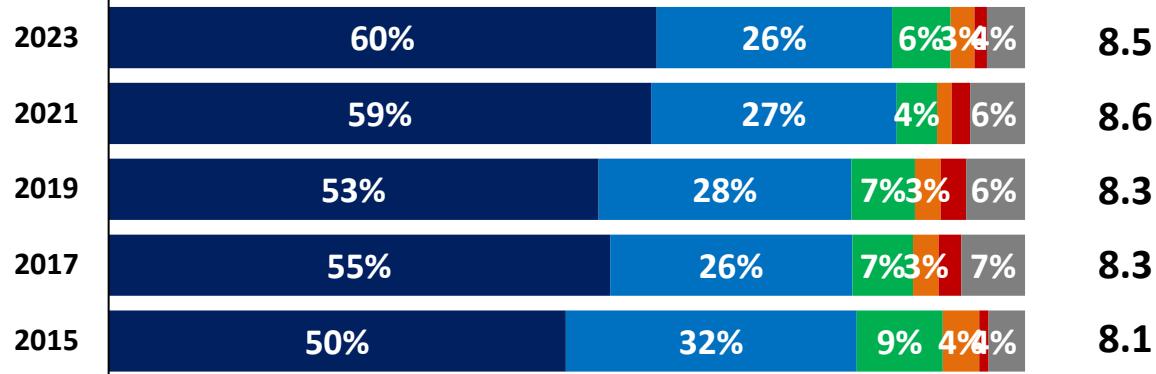
Responsiveness

Most of the key groups agree that the ESA is responsive; LDC stakeholders with the largest increase

“ESA staff listen to and respond to my concerns”

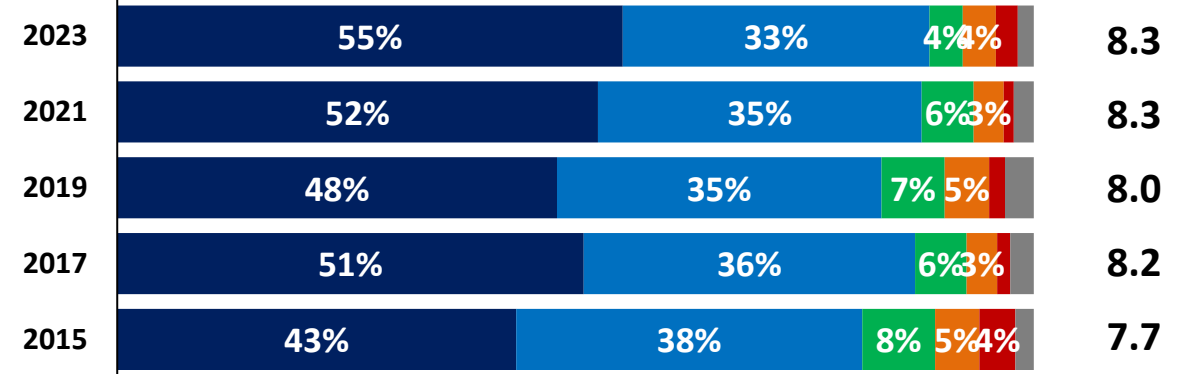
Homeowners

MEAN
Score



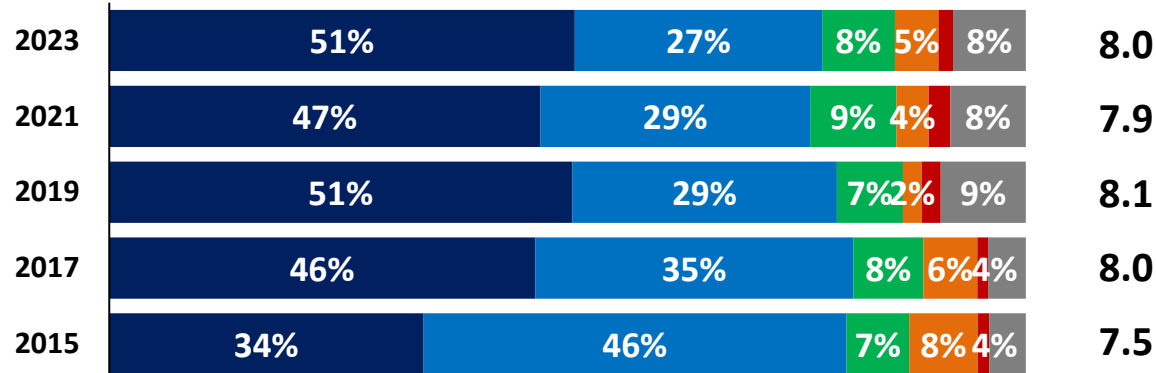
LECs & MEs

MEAN
Score



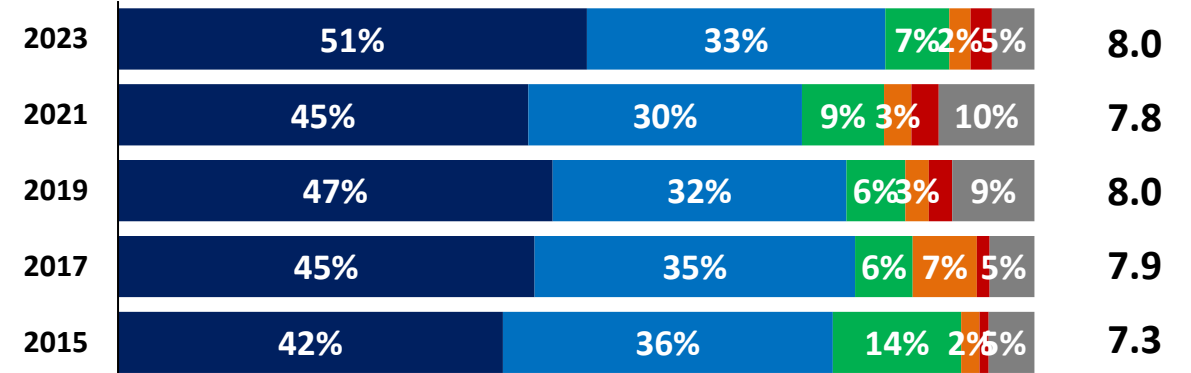
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score

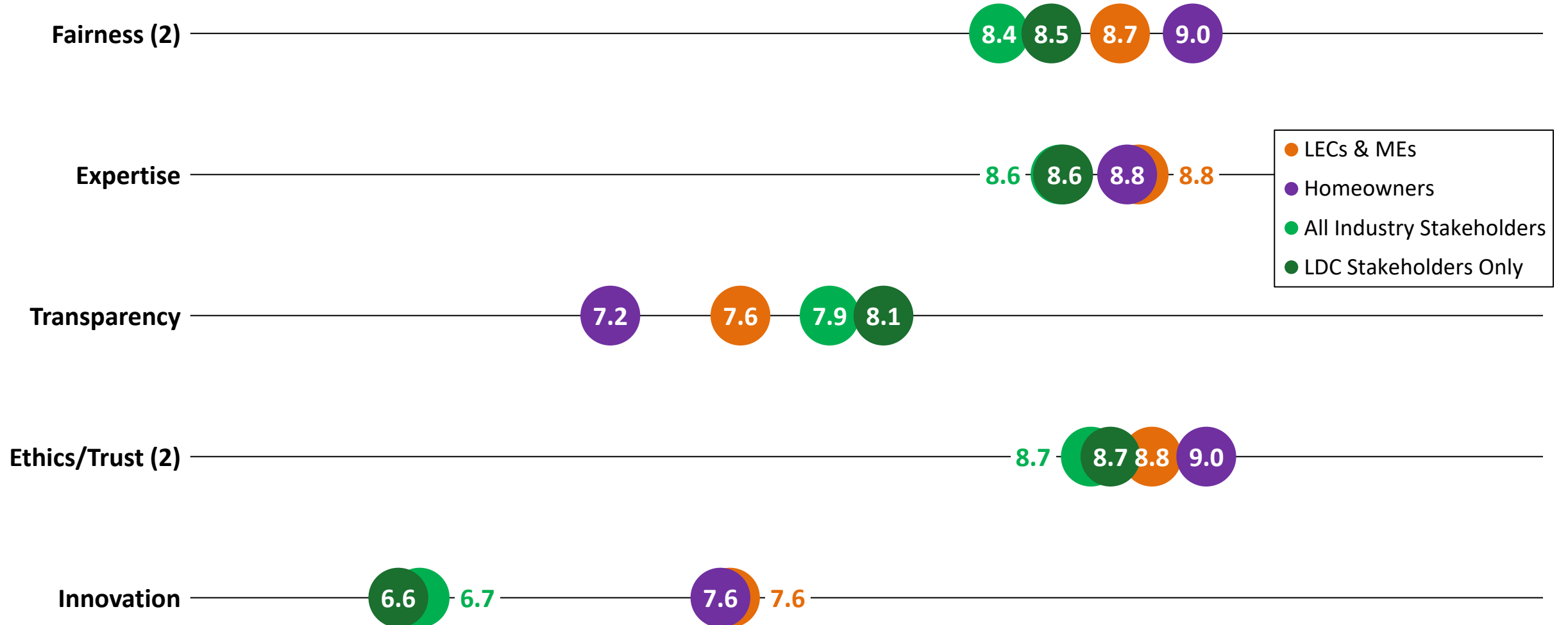


 Strongly agree (10,9)
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  Neither (5)
  Somewhat disagree (4,3,2)
  Strongly disagree (1,0)
  Don't know

Detailed Dimension of Accountability Practice



Summary of Practice Attributes



Note: Mean scores exclude those who say "Don't know".

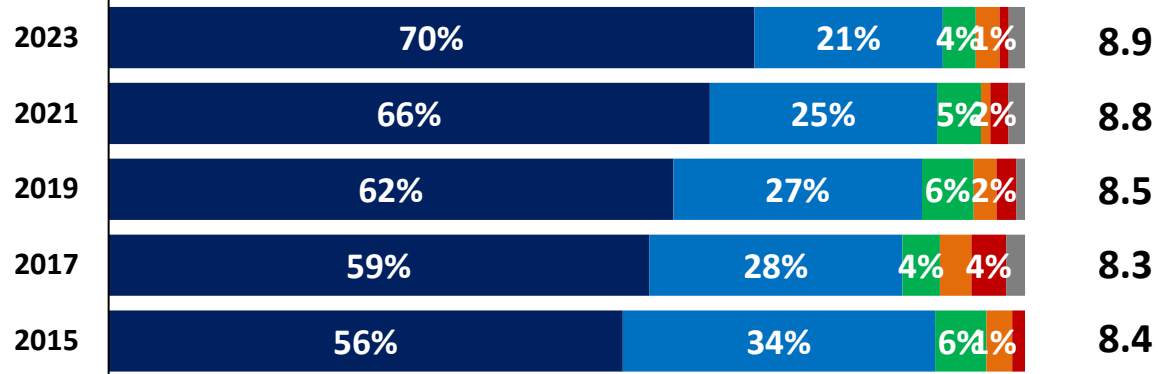
Fairness

A majority agrees that the ESA treats them fairly; the mean is down for industry stakeholders and LECs & MEs

“ESA treats me fairly”

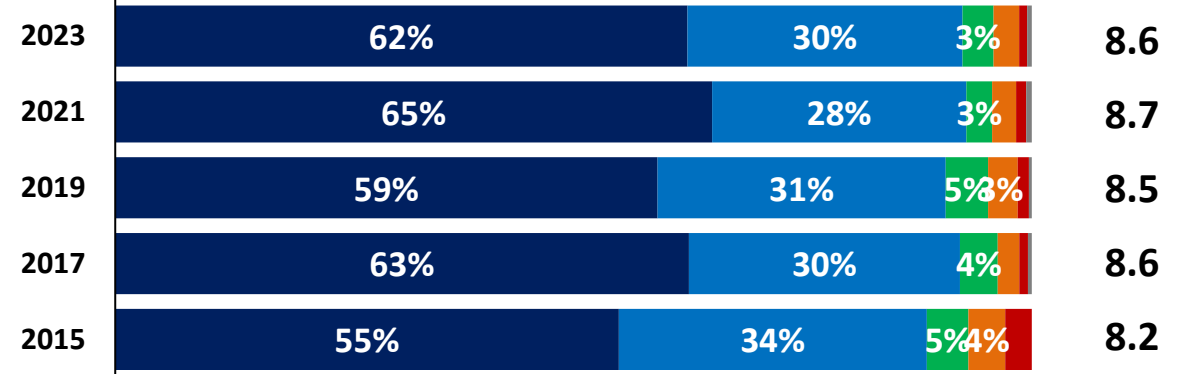
Homeowners

MEAN
Score



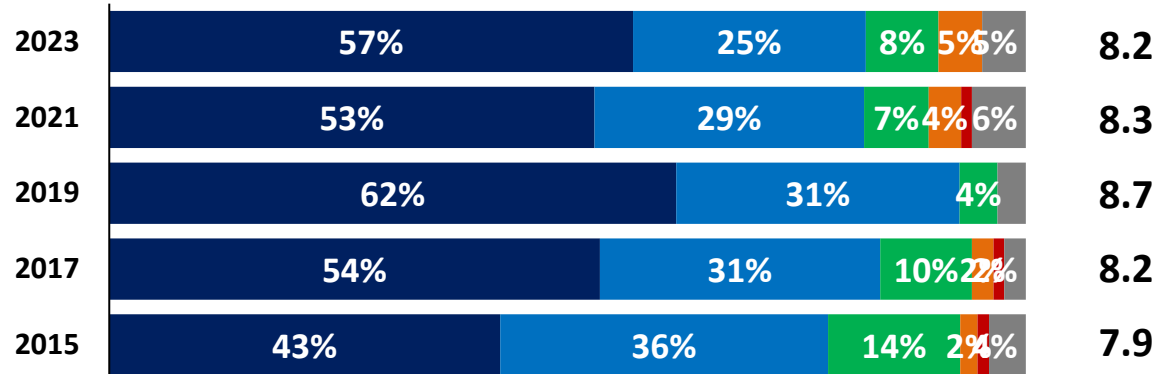
LECs & MEs

MEAN
Score



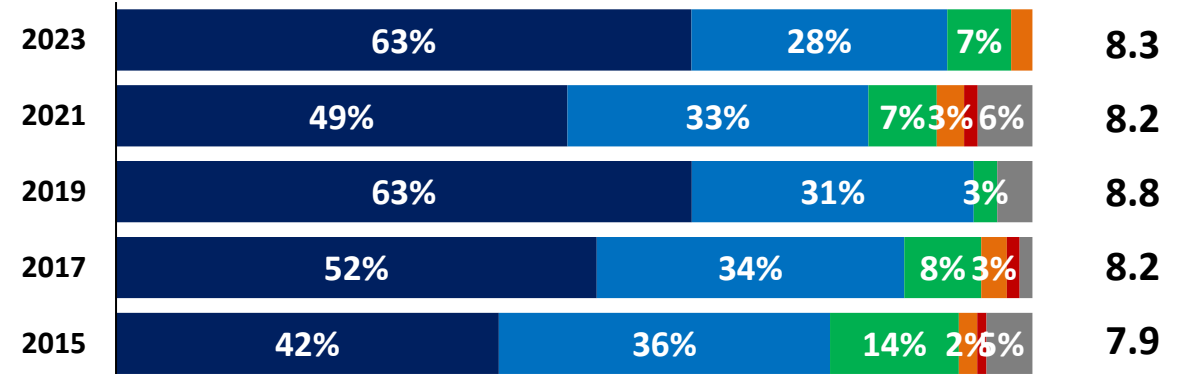
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



 Strongly agree (10,9)
  Somewhat agree (8,7,6)
  Neither (5)
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  Strongly disagree (1,0)
  Don't know

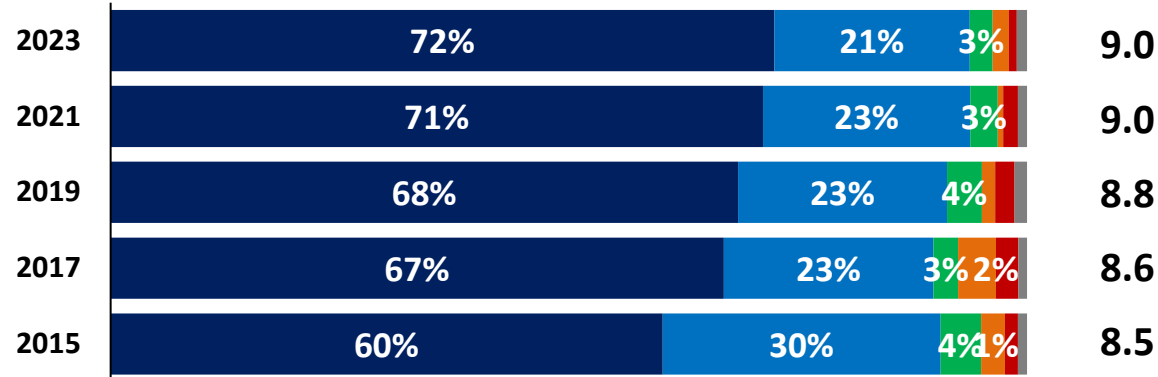
Respect

Among all groups, the majority agree ESA treats them with respect; the mean score is down for LDC stakeholders

“ESA treats me with respect”

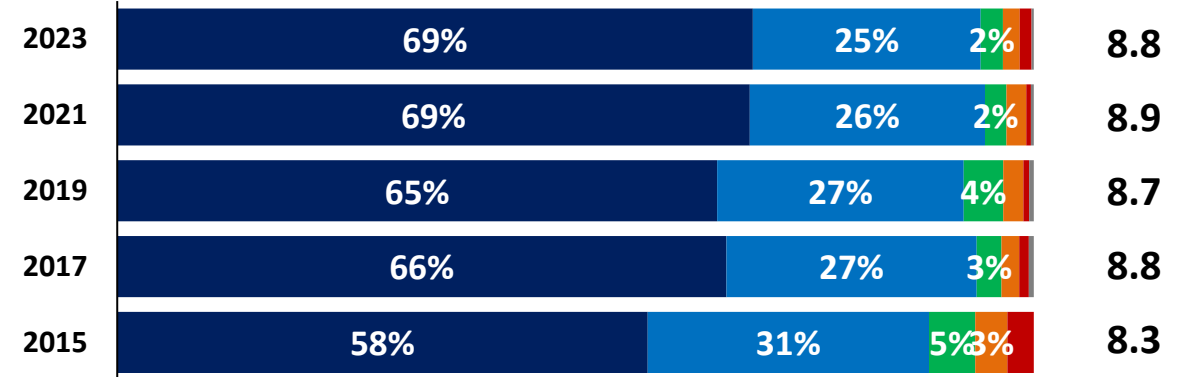
Homeowners

MEAN
Score



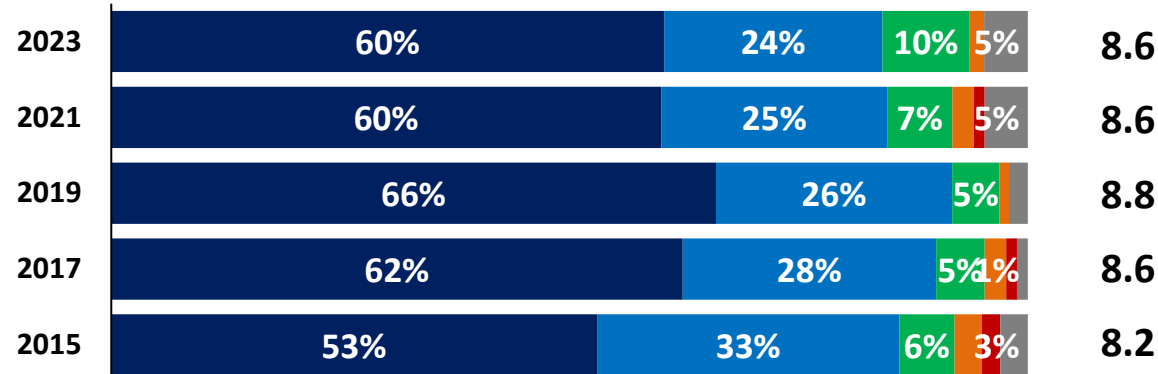
LECs & MEs

MEAN
Score



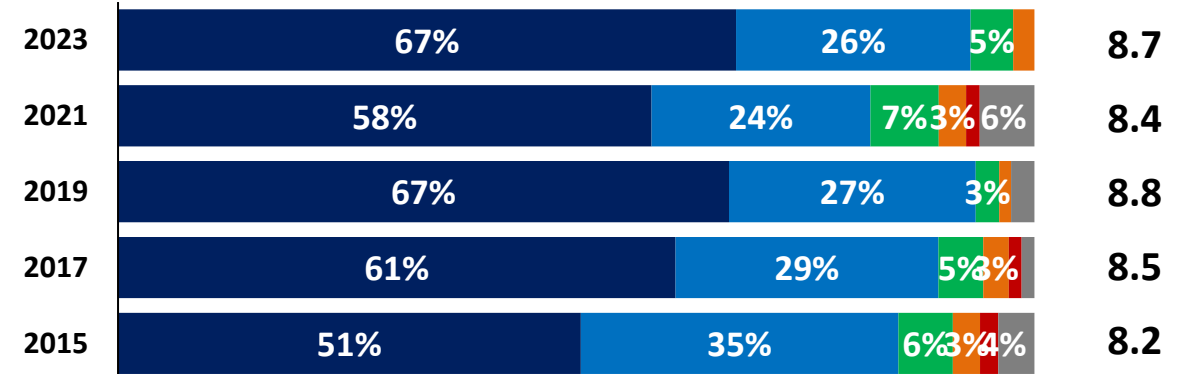
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



 Strongly agree (10,9)
  Somewhat agree (8,7,6)
  Neither (5)
  Somewhat disagree (4,3,2)
  Strongly disagree (1,0)
  Don't know

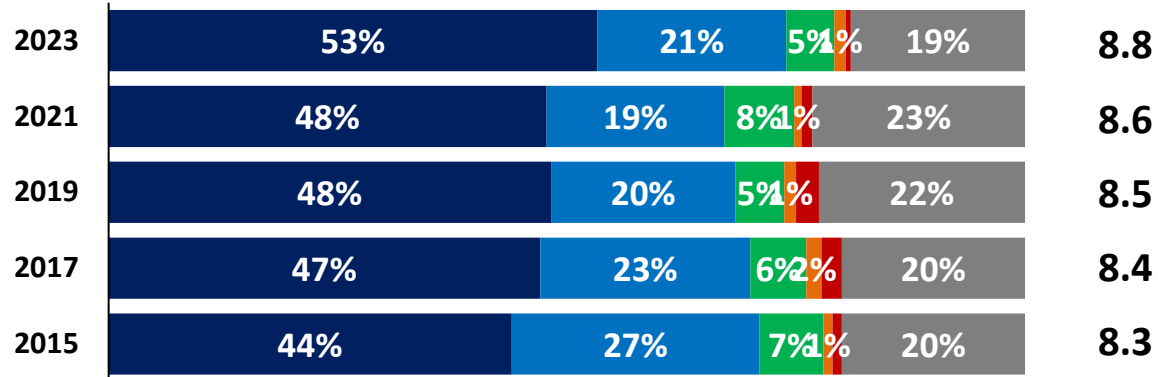
Expertise

A strong majority across all four key groups continue to agree that the ESA is a leader in electrical safety

“ESA is a leader in electrical safety”

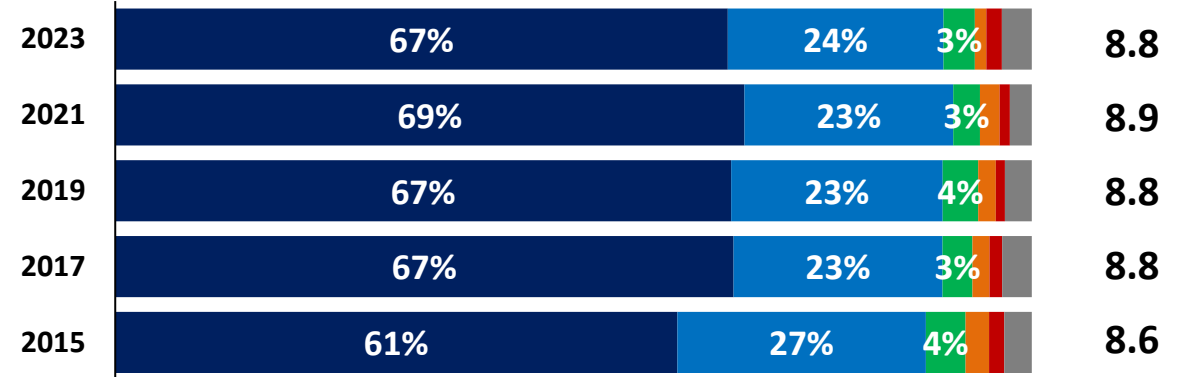
Homeowners

MEAN
Score



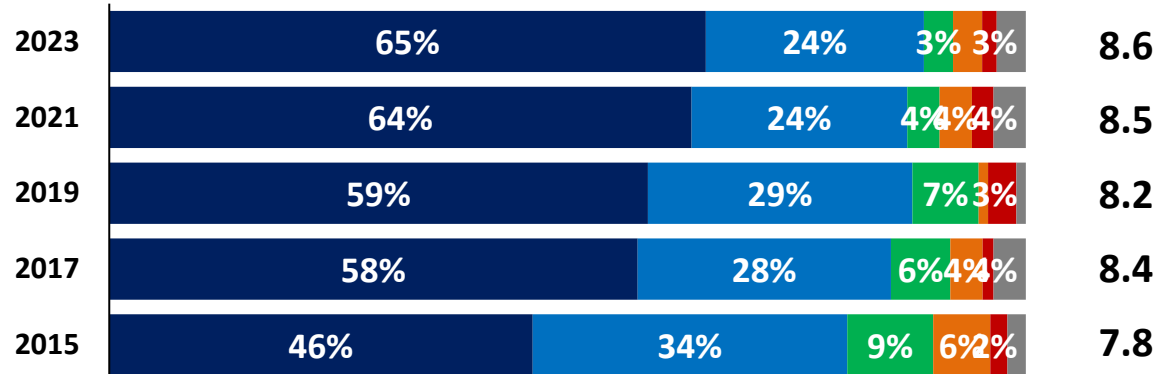
LECs & MEs

MEAN
Score



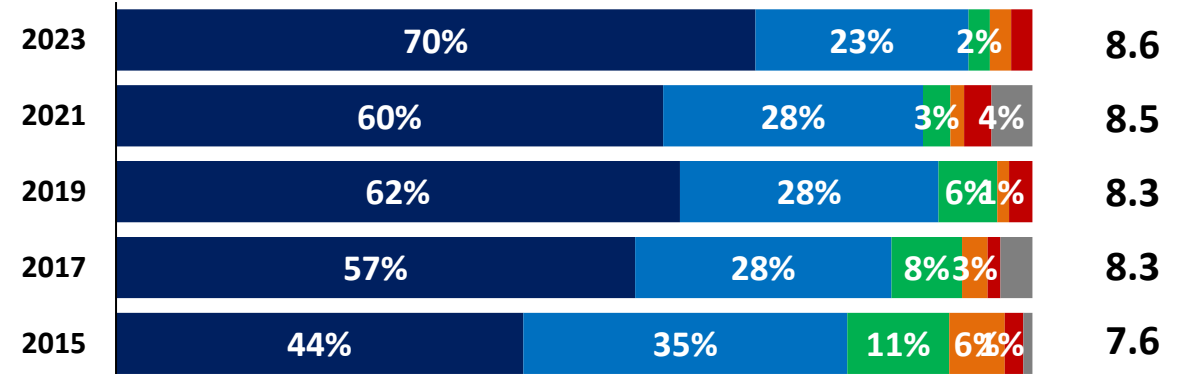
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



 Strongly agree (10,9)
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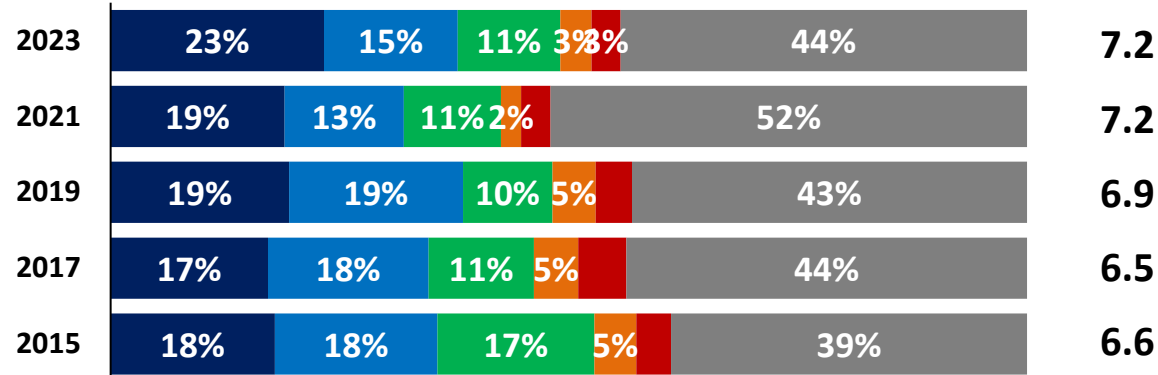
Transparency

Mean scores are down among LECs & MEs and industry stakeholders are down this year

“ESA asks for stakeholder input on important issues and decisions”

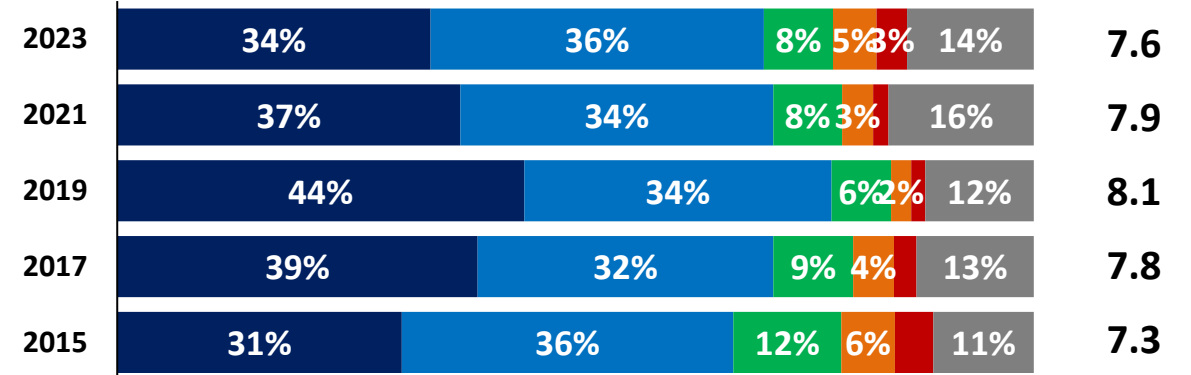
Homeowners

MEAN
Score



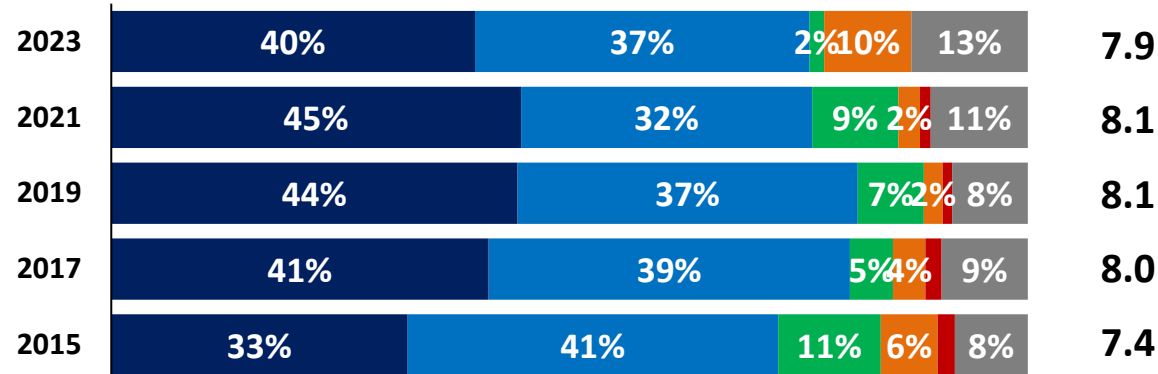
LECs & MEs

MEAN
Score



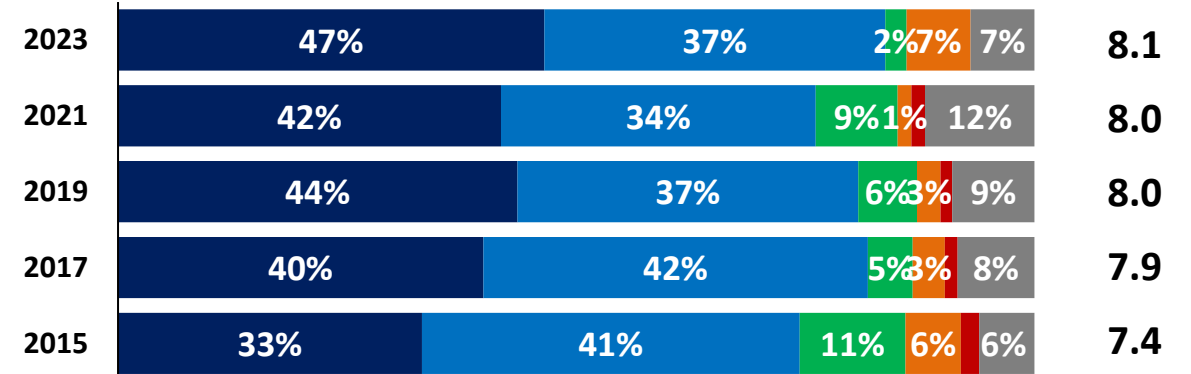
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



 Strongly agree (10,9)
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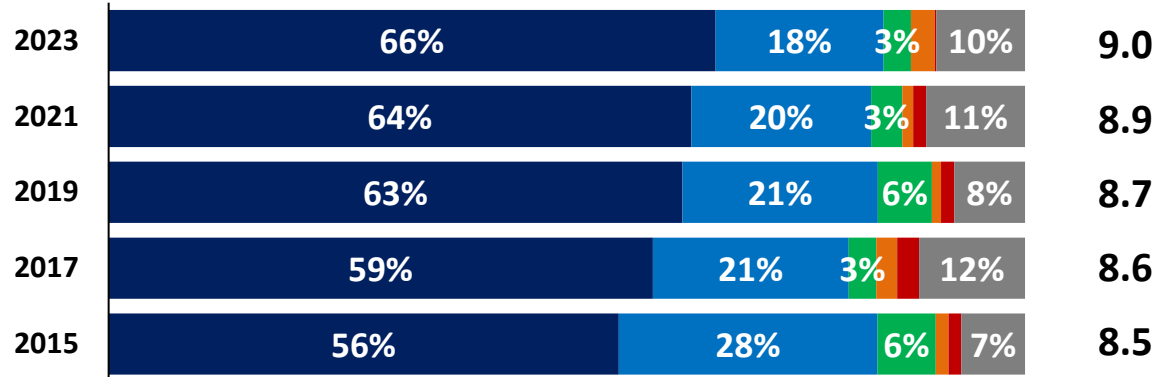
Ethics

Across the four groups, there is a strong majority that agrees that the ESA conducts itself ethically

“ESA conducts itself ethically”

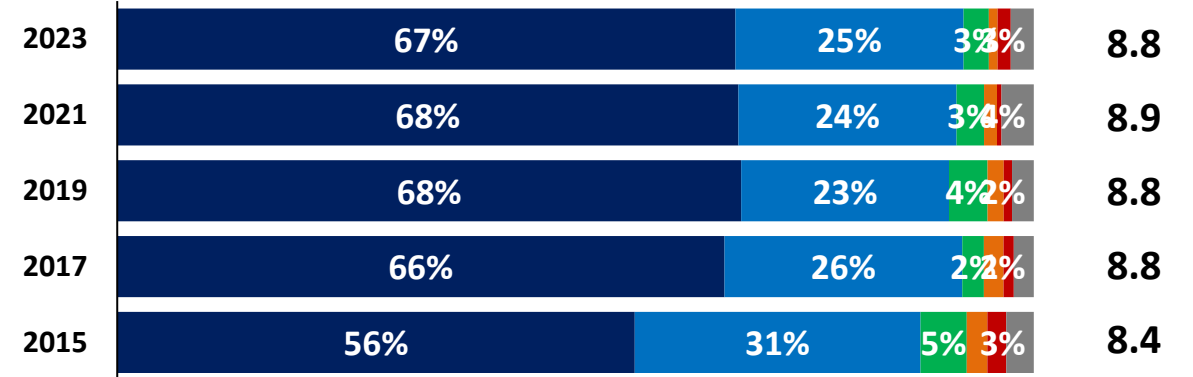
Homeowners

MEAN
Score



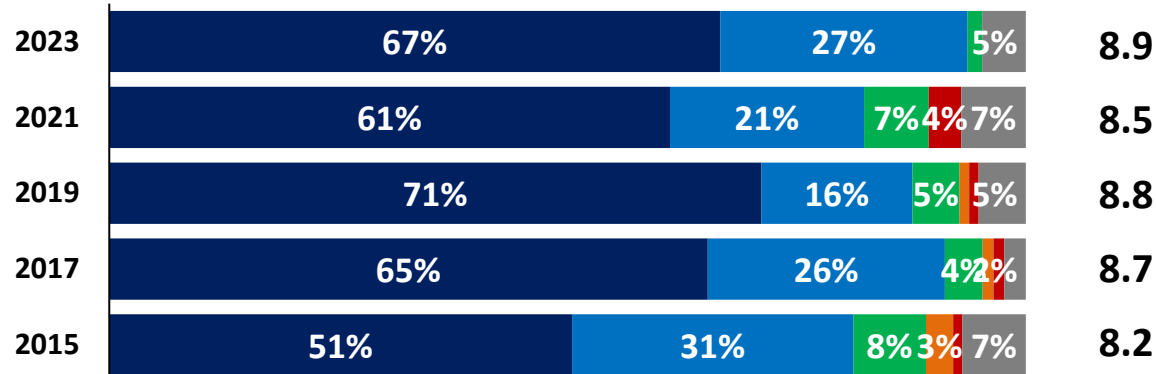
LECs & MEs

MEAN
Score



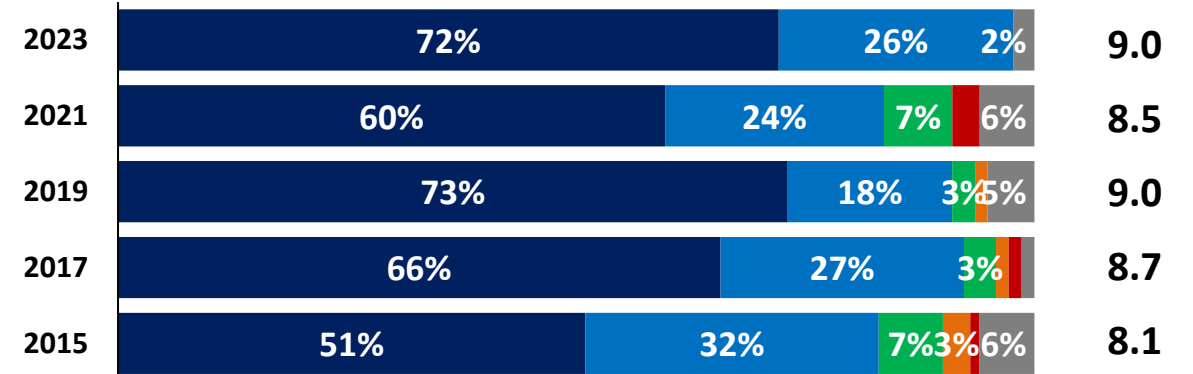
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



 Strongly agree (10,9)
  Somewhat agree (8,7,6)
  Neither (5)
  Somewhat disagree (4,3,2)
  Strongly disagree (1,0)
  Don't know

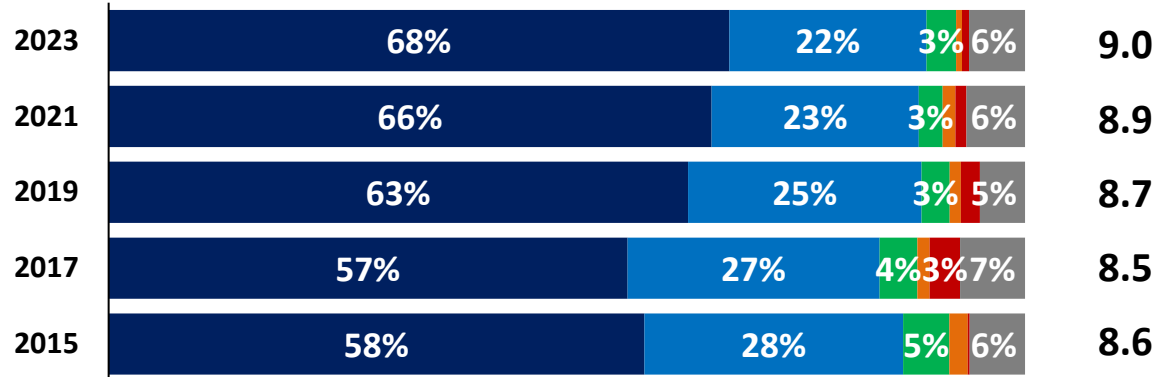
Trust

Agreement is steady, with a strong majority agreeing that the ESA operates in a trustworthy manner

“ESA operates in a trustworthy manner”

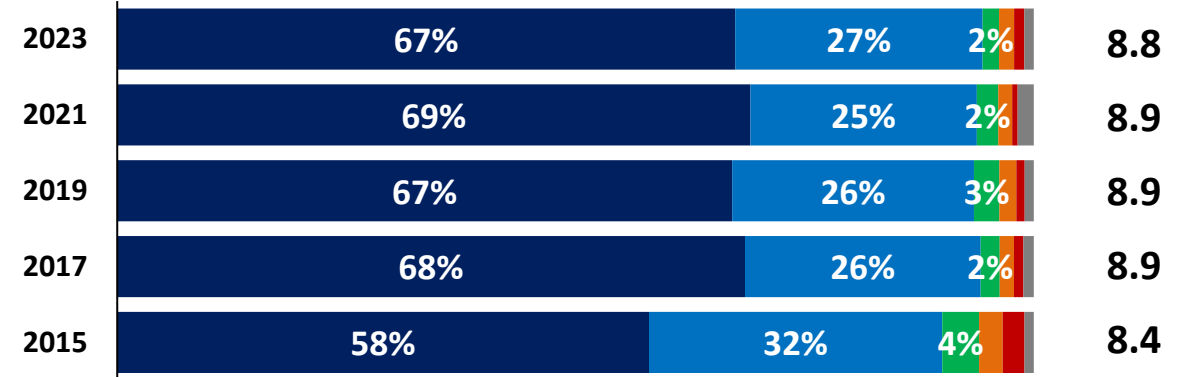
Homeowners

MEAN
Score



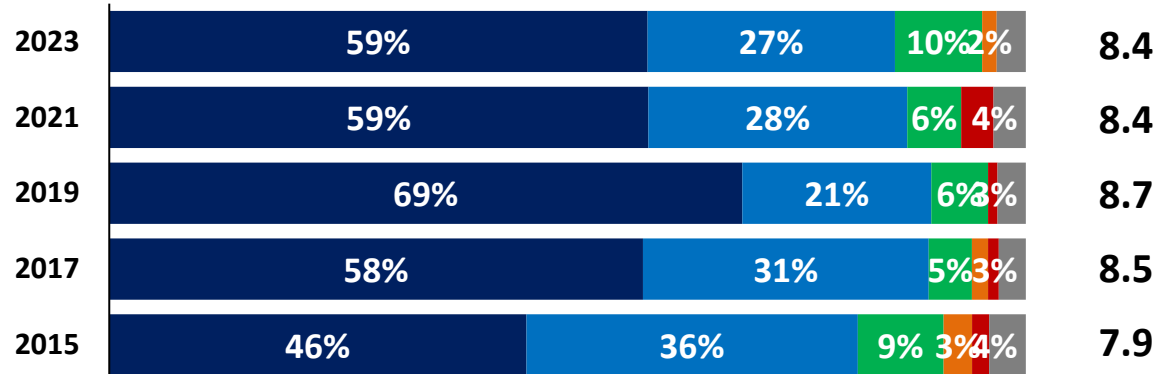
LECs & MEs

MEAN
Score



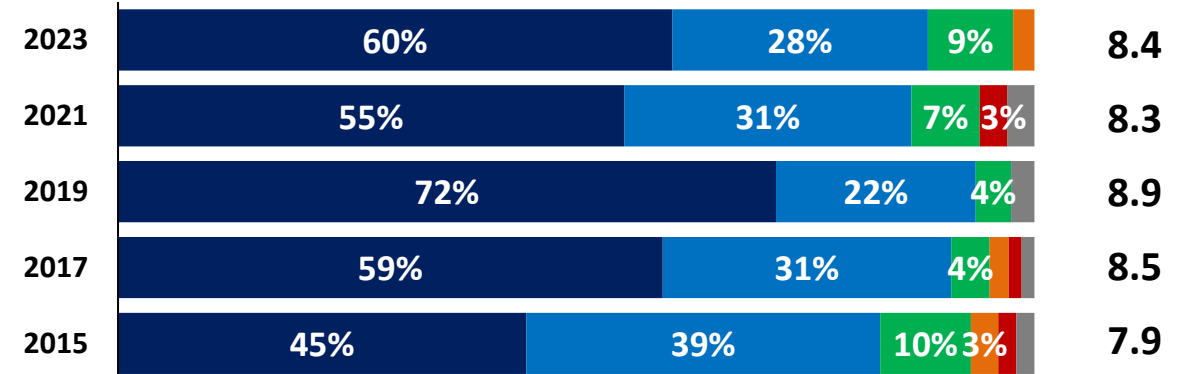
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



 Strongly agree (10,9)
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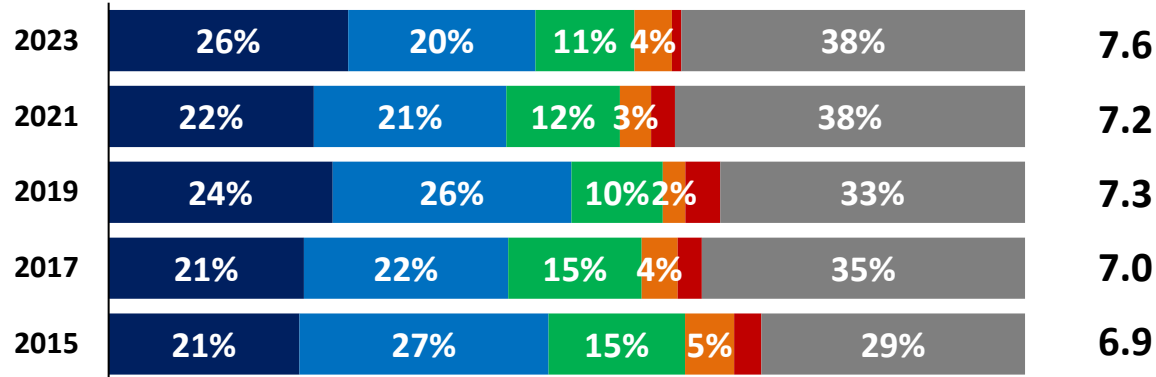
Innovation

Across the board, the mean scores for ESA being an innovative organization has dropped since 2021

“ESA is an innovative organization”

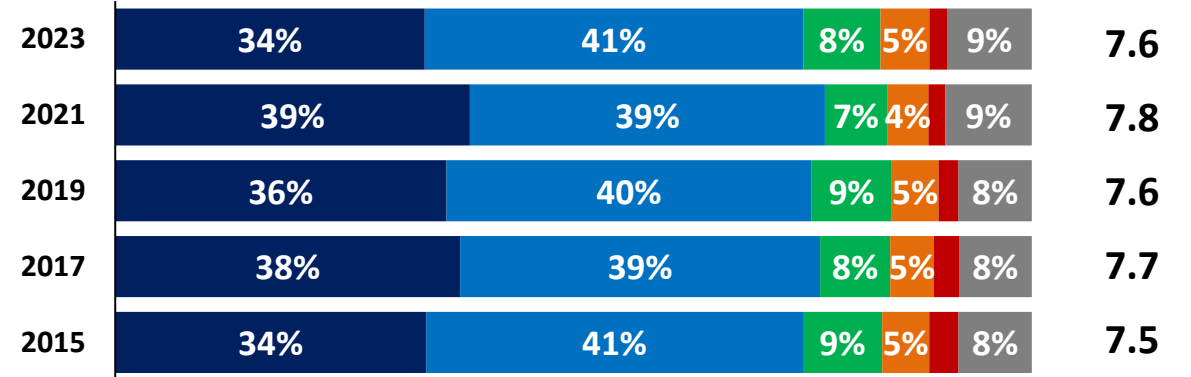
Homeowners

MEAN
Score



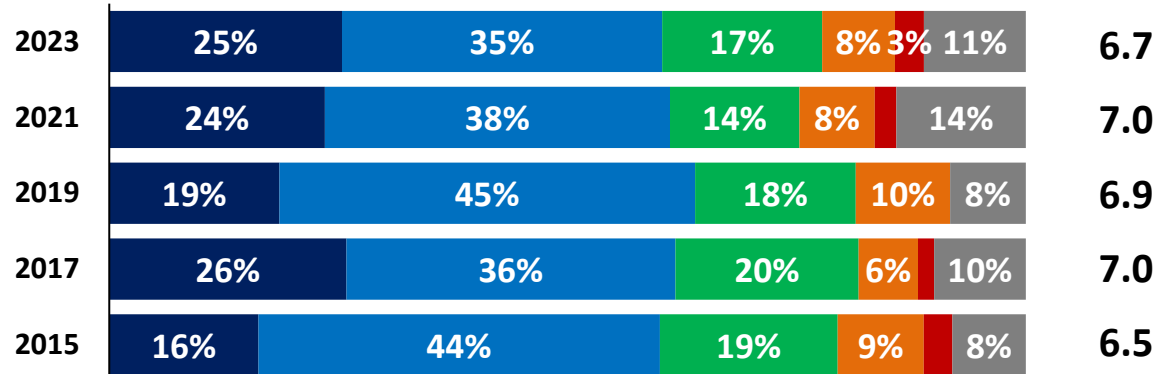
LECs & MEs

MEAN
Score



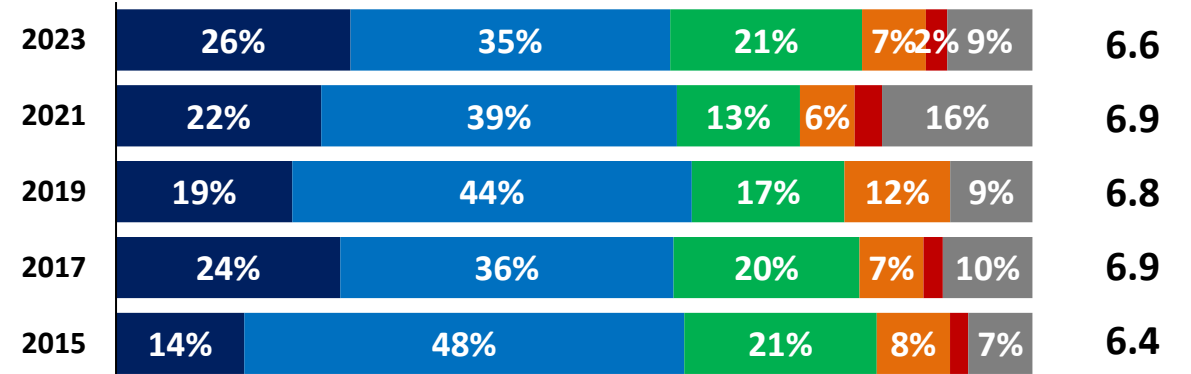
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



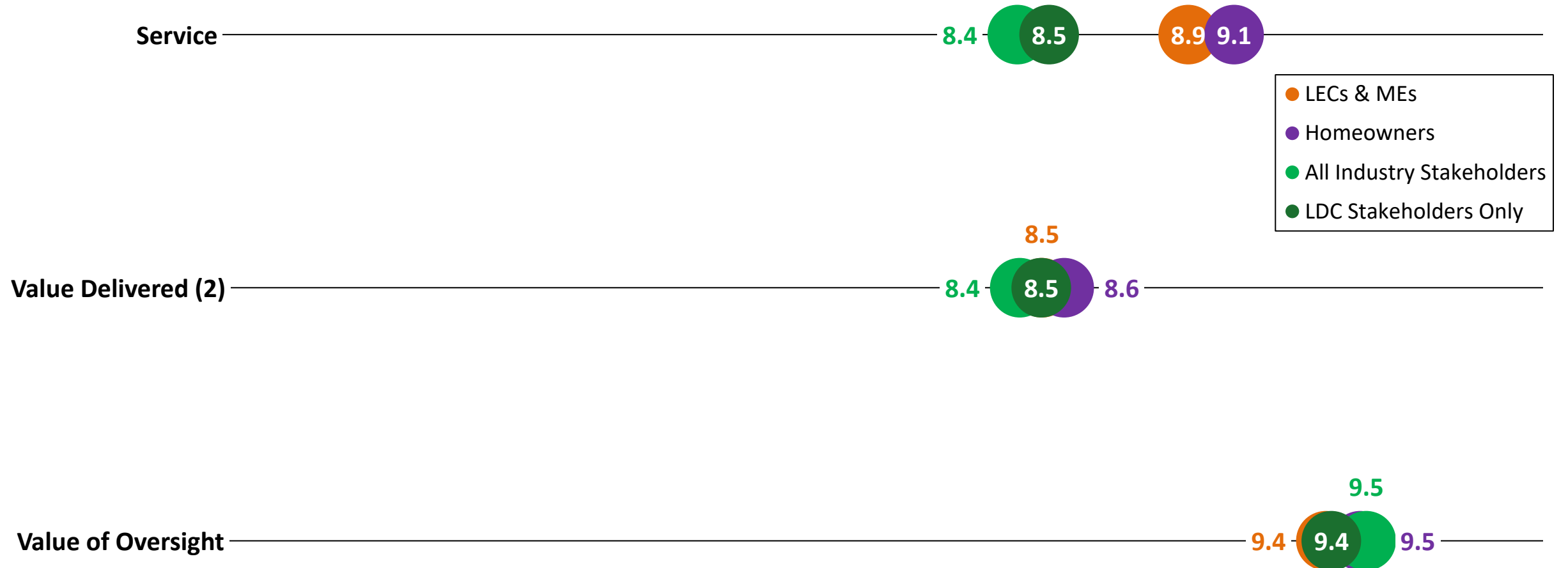
 Strongly agree (10,9)
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  Don't know

Detailed Dimension of Accountability

Outcomes



Summary of Outcomes Attributes



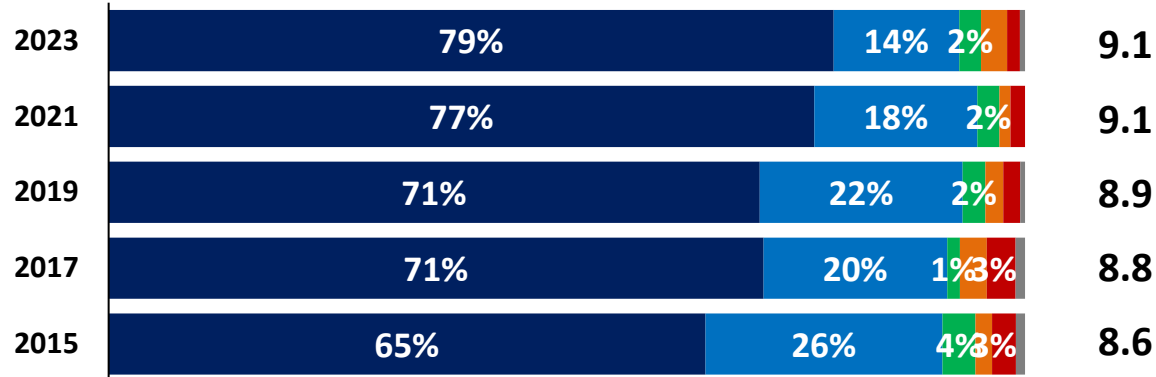
Service

Across all stakeholder groups, nearly all agree that their last interaction with the ESA was a good experience

“The last time I had direct interaction with the ESA, my experience was good”

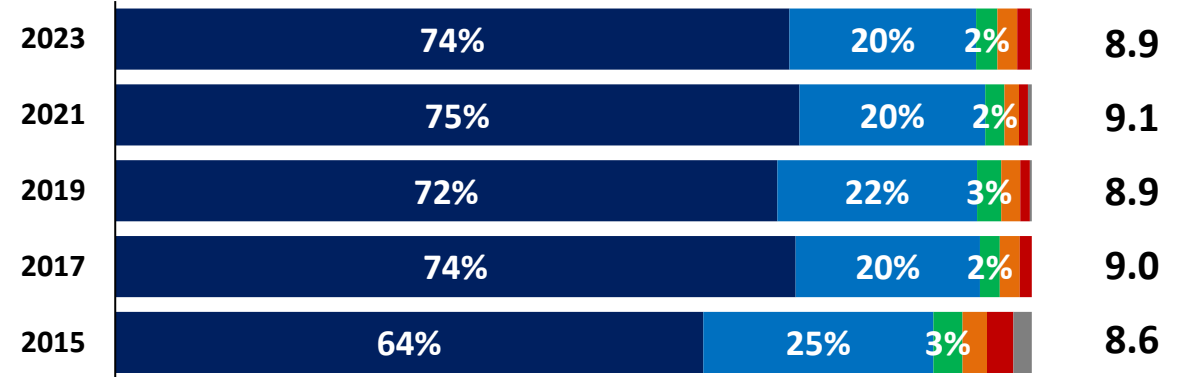
Homeowners

MEAN
Score



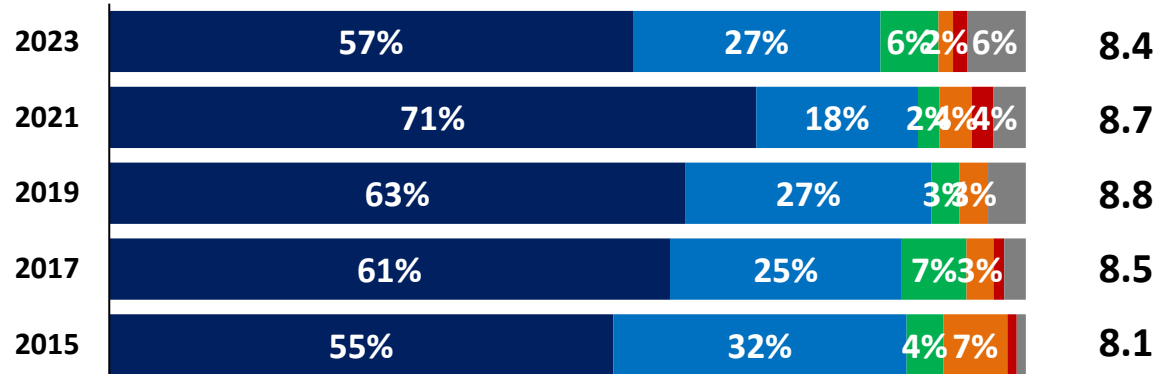
LECs & MEs

MEAN
Score



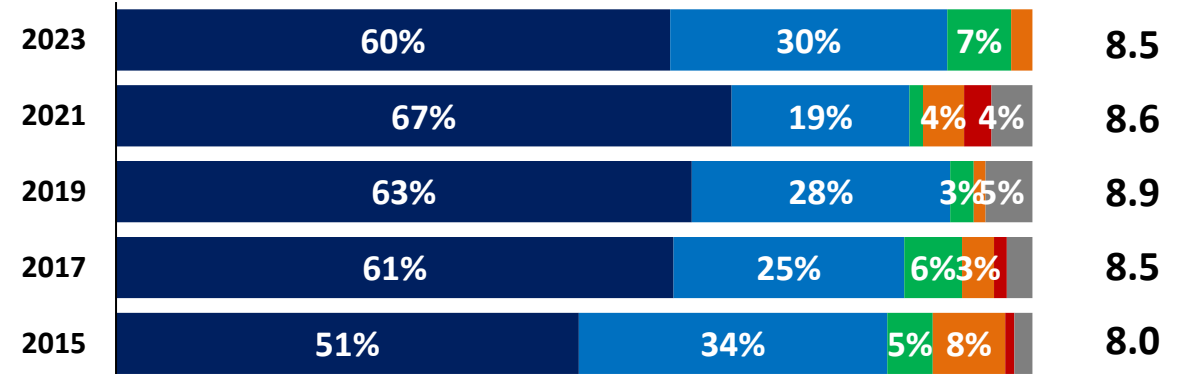
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



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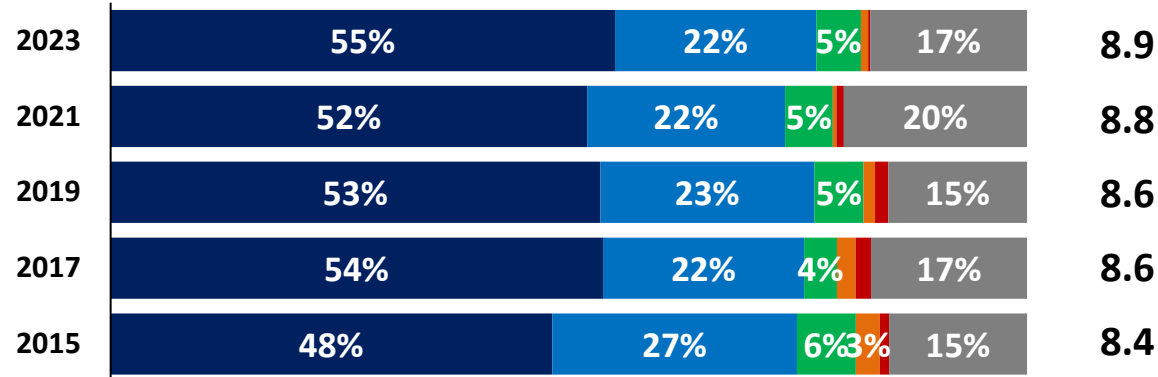
Contribution to Improving Electrical Safety

1-in-5 (17%) of homeowners don't know whether ESA has contributed to improved electrical safety in Ontario

“ESA has contributed to improved electrical safety in Ontario”

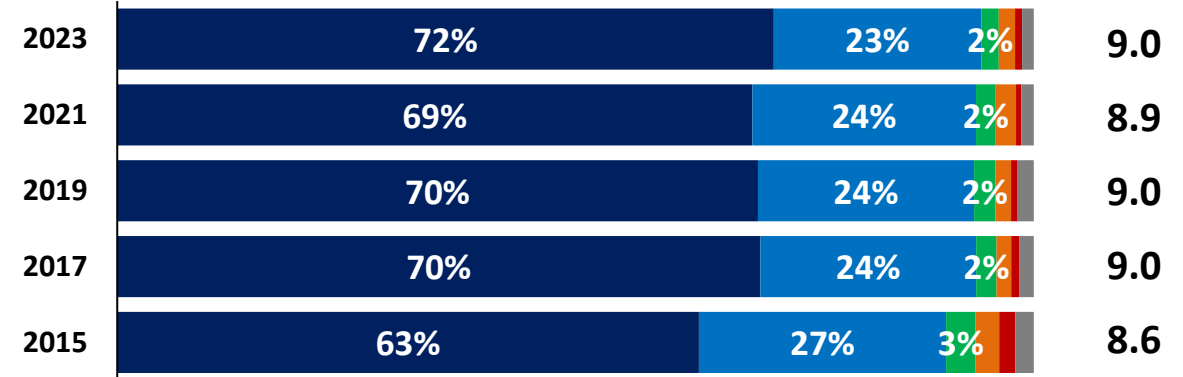
Homeowners

MEAN
Score



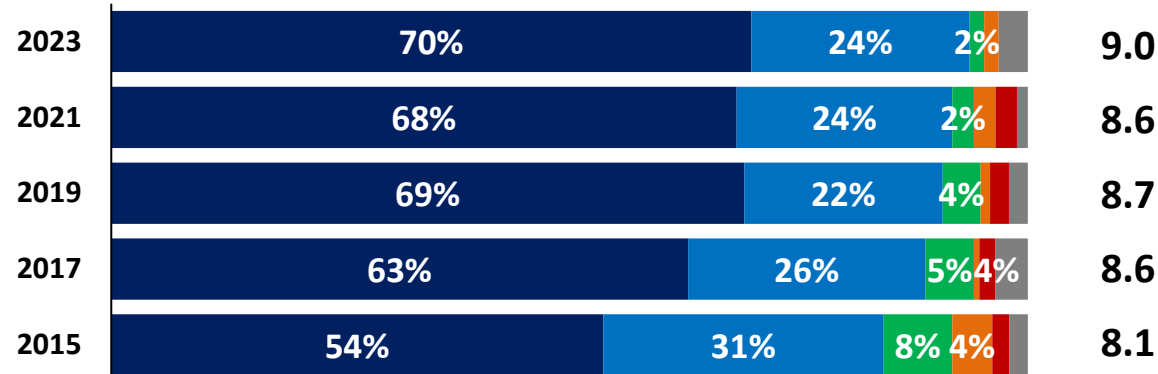
LECs & MEs

MEAN
Score



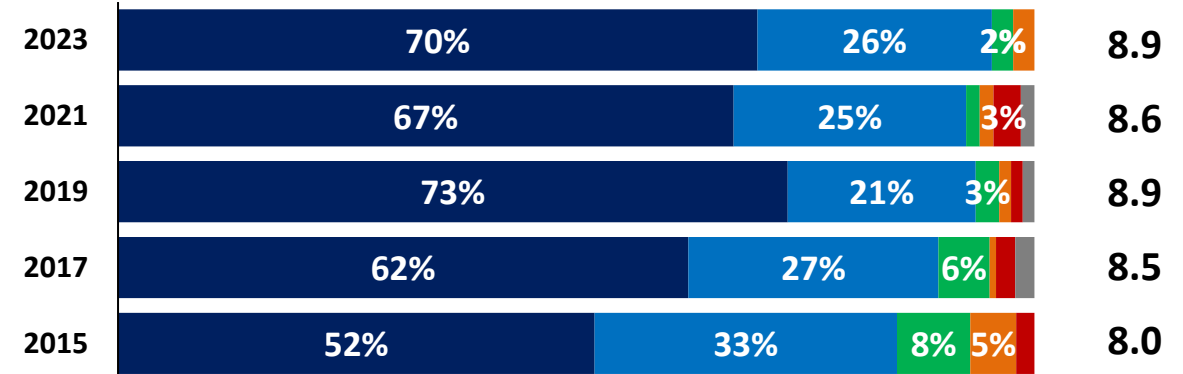
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



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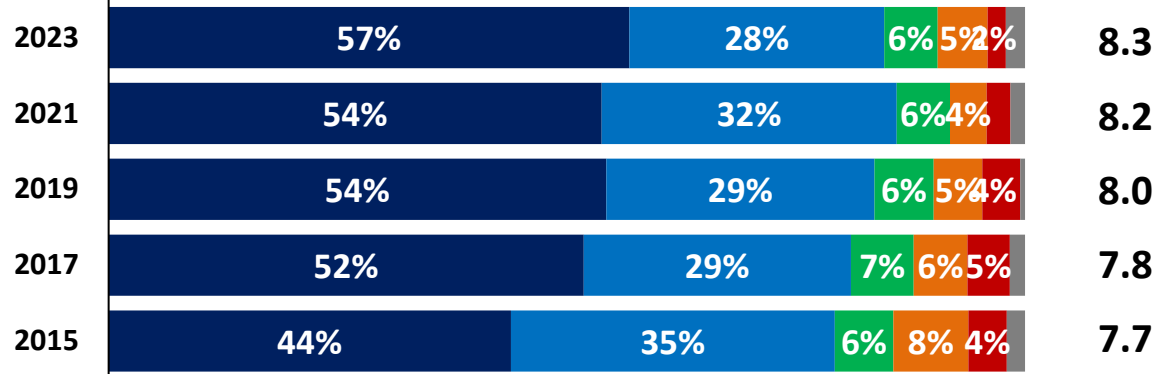
Receive Good Value

Agreement they receive good value from ESA services is down slightly for LECs & MEs and industry stakeholders

“Overall, I receive good value from the services provided by the ESA”

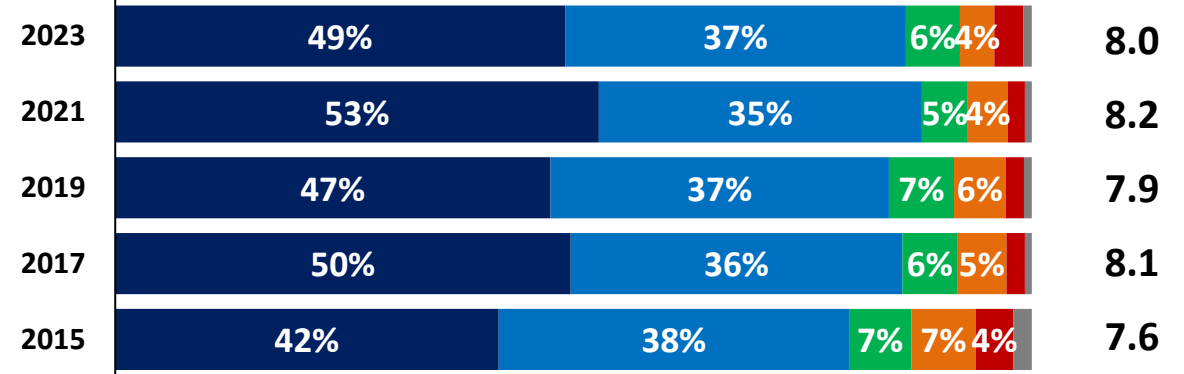
Homeowners

MEAN
Score



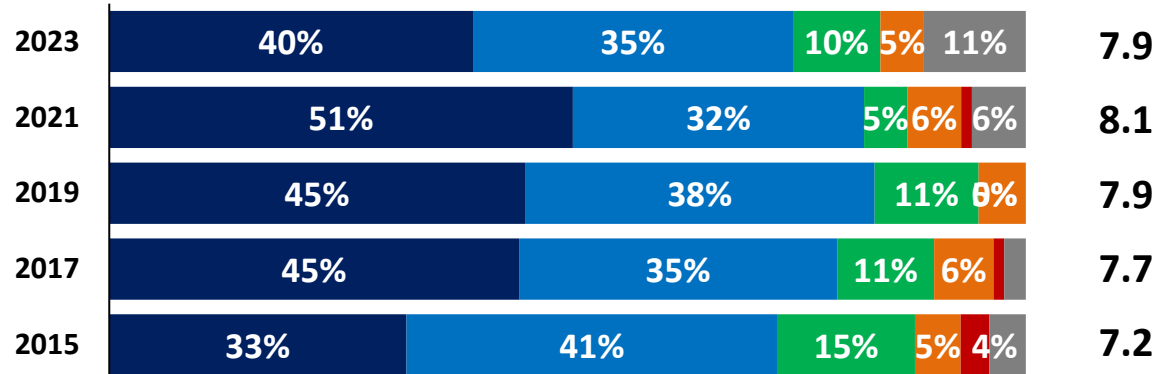
LECs & MEs

MEAN
Score



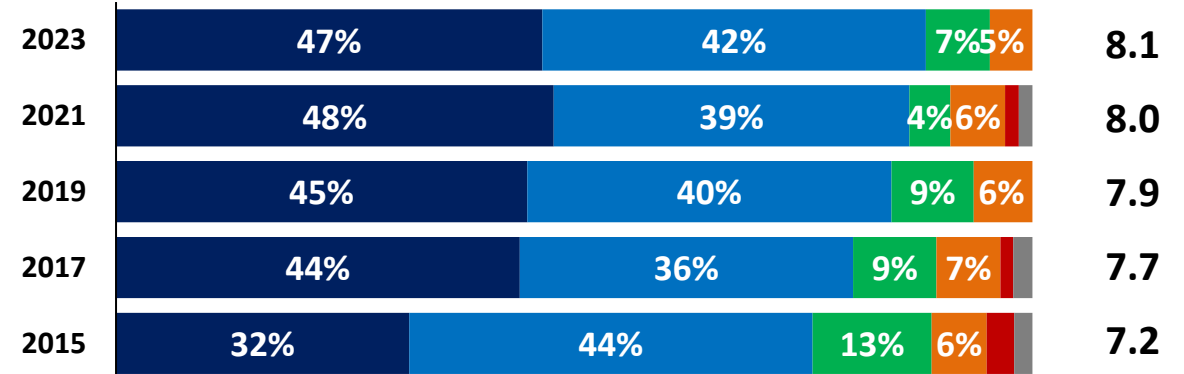
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



 Strongly agree (10,9)
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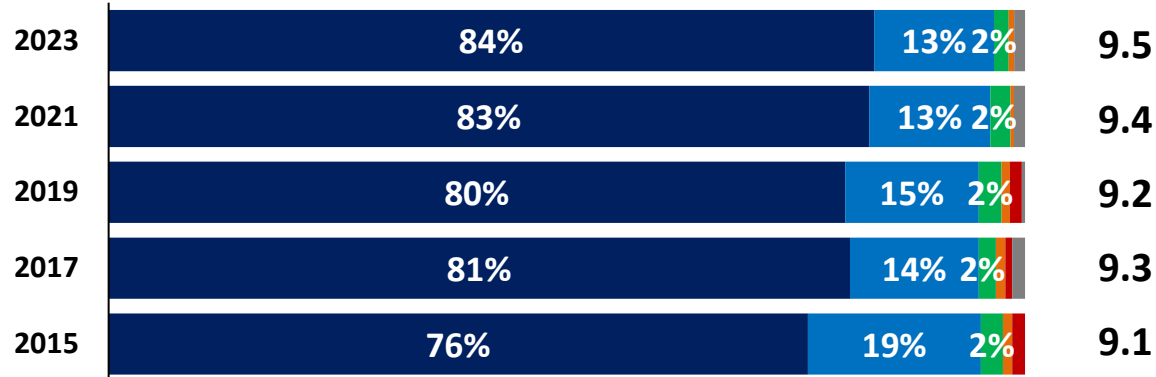
Value of Oversight

There is an overall agreement that it is important to have an organization that oversees safety and regulations

“It is important to have an organization that oversees electrical safety and electrical safety regulations”

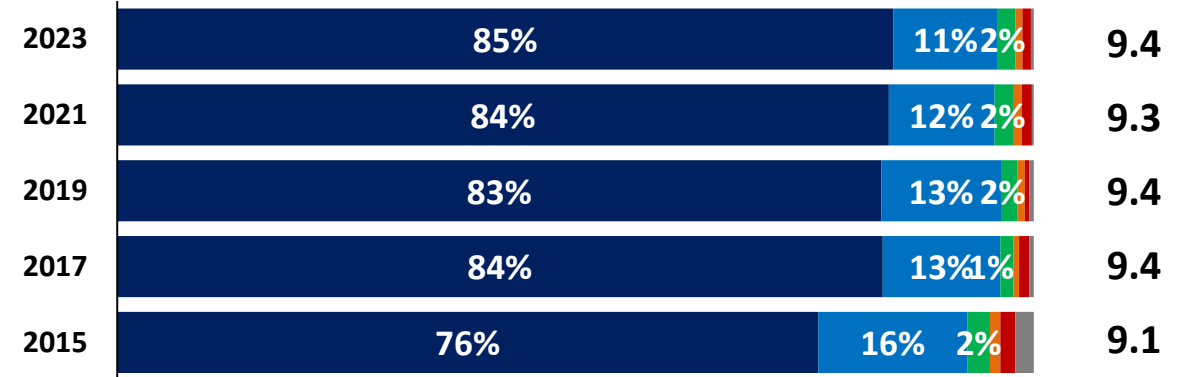
Homeowners

MEAN
Score



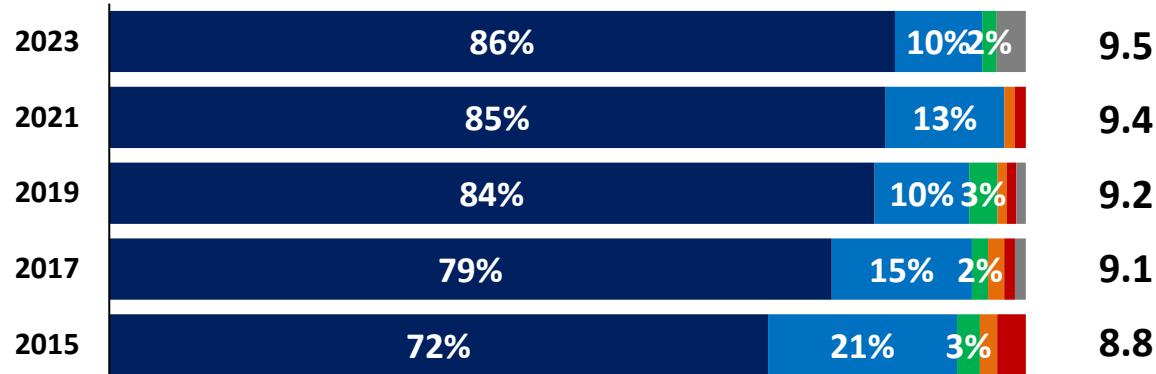
LECs & MEs

MEAN
Score



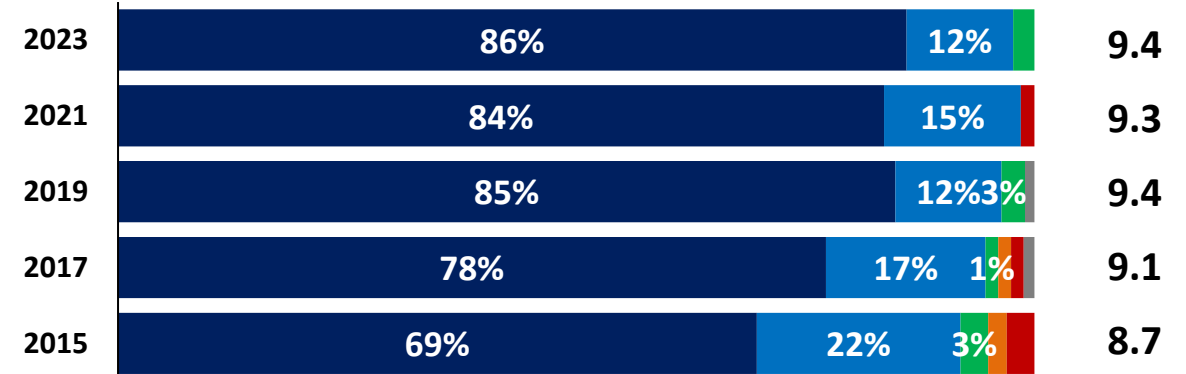
All Industry Stakeholders

MEAN
Score



LDC Stakeholders Only

MEAN
Score



 Strongly agree (10,9)
  Somewhat agree (8,7,6)
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Additional Attributes





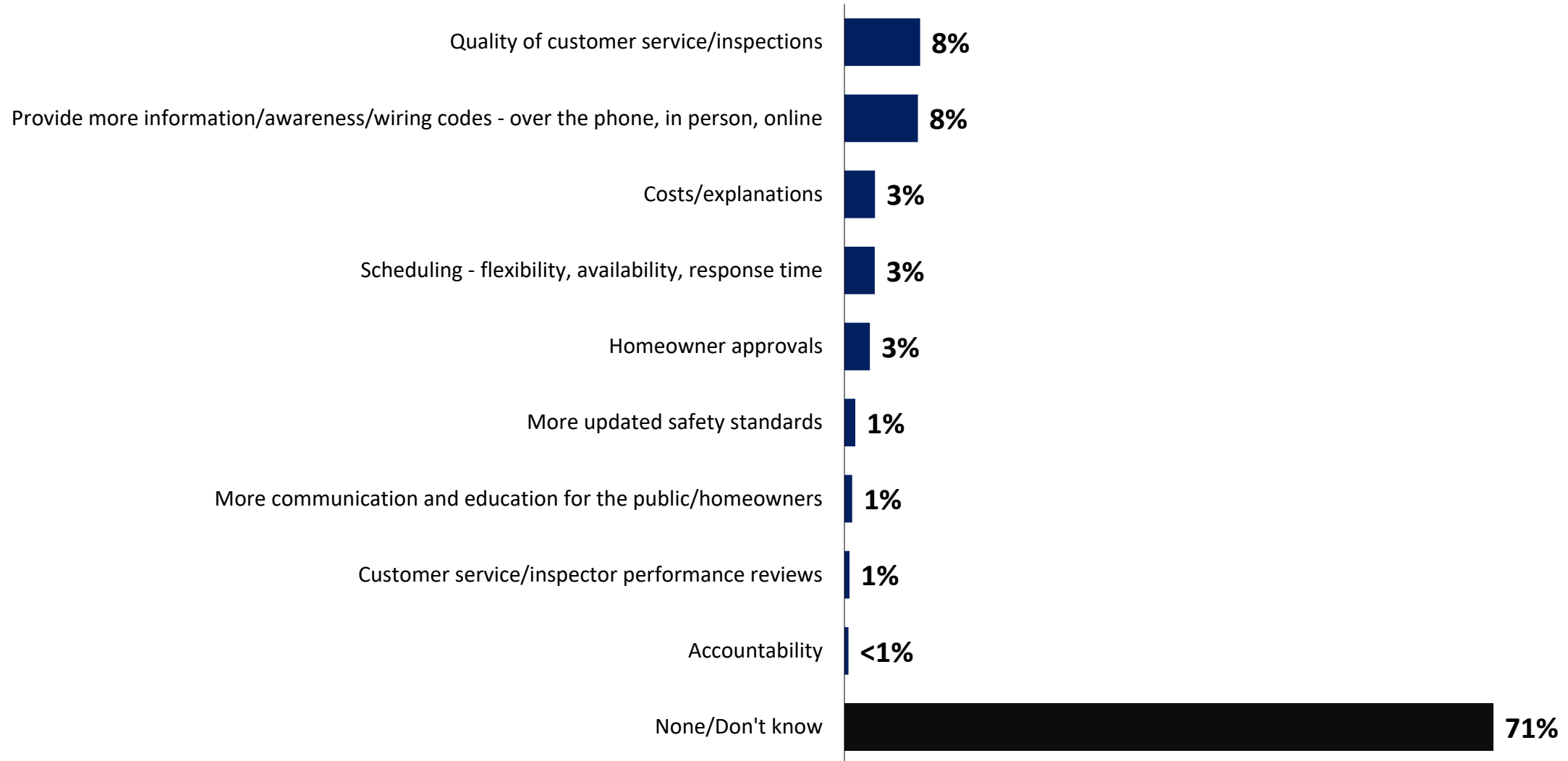
Additional Attributes | Homeowners

Most don't have a suggestion; for those who do, top mentions are customer service & more information



Do you think there are other attributes on which the ESA should be asking stakeholders to assess itself?

[Asked of all respondents]





Additional Attributes | LECs & MEs

3-in-4 do not have a suggestion; among those who do, top mentions are inspection times & permit issues



Do you think there are other attributes on which the ESA should be asking stakeholders to assess itself?

[Asked of all respondents]

Inspection times/scheduling issues - need to be more specific/wait time too long 4%

Permit issues/costs are too high/inflexible 3%

More control of unlicensed/illegal contractors 3%

Rules and regulations/codes 3%

Better communication 2%

Employee performance standards - evaluate inspectors/inspector consistency/onsite feedback 2%

Meetings/accountability/interactions with electricians/contractors/inspectors 2%

Mutual respect between inspectors and contractors 1%

Improved education/training/apprenticeships 1%

Be more informed/answer questions/call centre/technical support 1%

Financial accountability/reduce bureaucracy 1%

Customer service/accessibility - being able to get ahold of inspectors 1%

Provide more information and updates - online services/apps/newsletters 1%

Other 1%

None/Don't know 74%



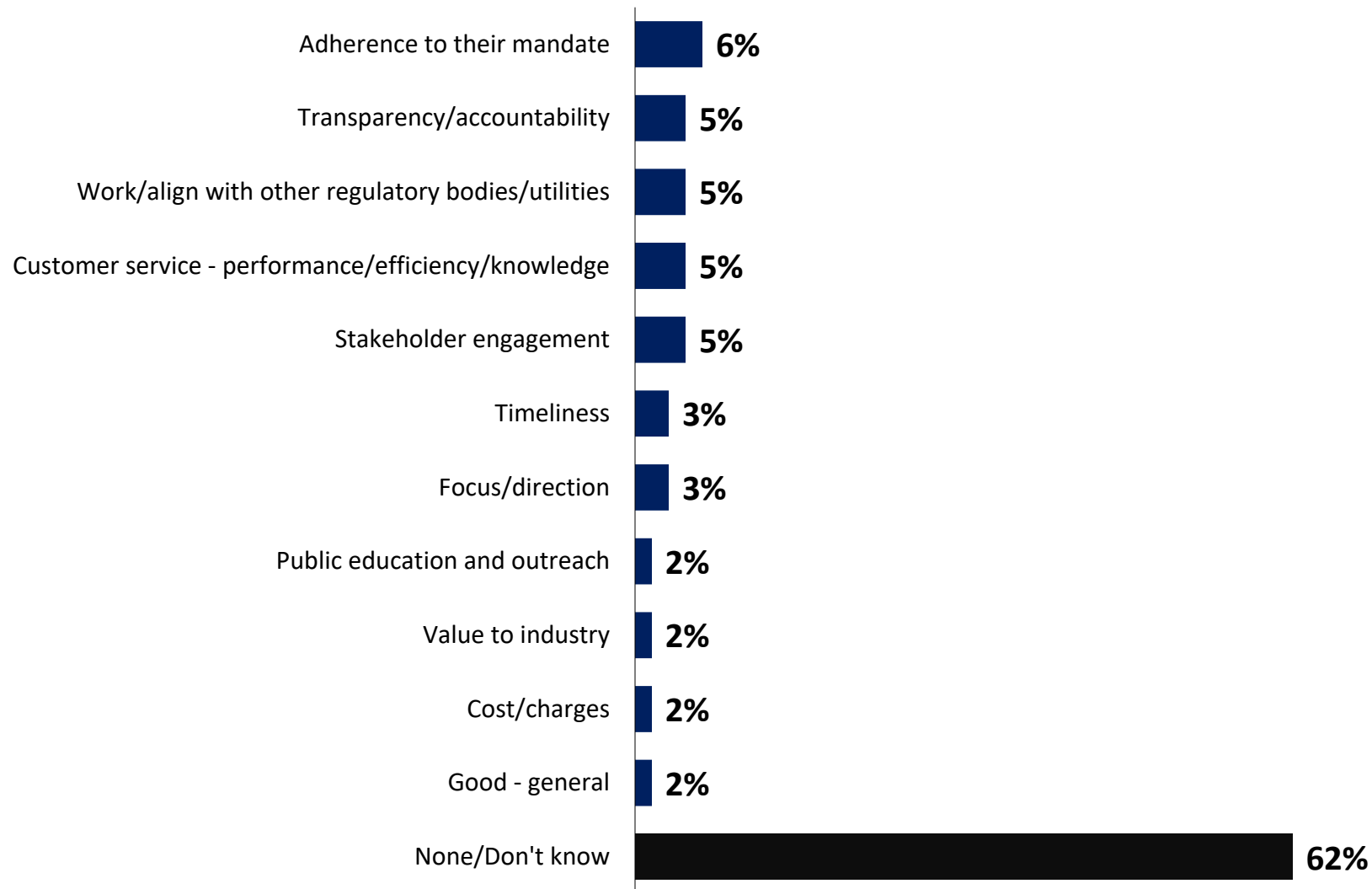
Additional Attributes | Industry Stakeholders

The top mention is for the ESA to adhere to their mandate; most are unsure or do not have a suggestion



Do you think there are other attributes on which the ESA should be asking stakeholders to assess itself?

[Asked of all respondents]



Regulating Ontario's Electricity System



General Electricity Regulation

Agreement trends upwards among industry stakeholders, while agreement is down slightly for homeowners



Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement?

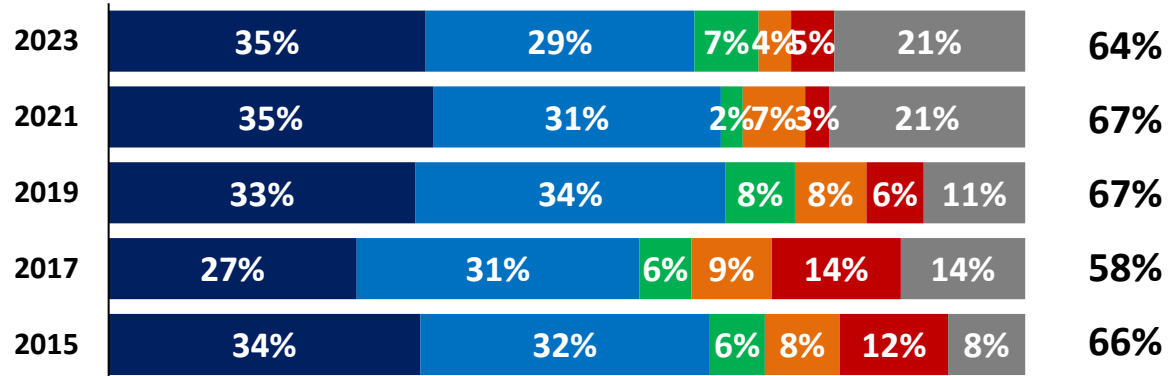
Ontario's electricity system is appropriately regulated.

[Asked of all respondents]



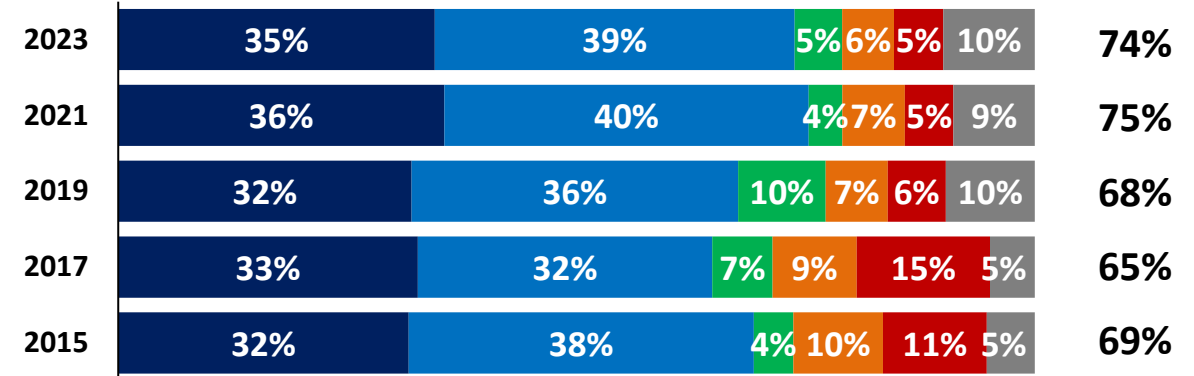
Homeowners

Total Agree



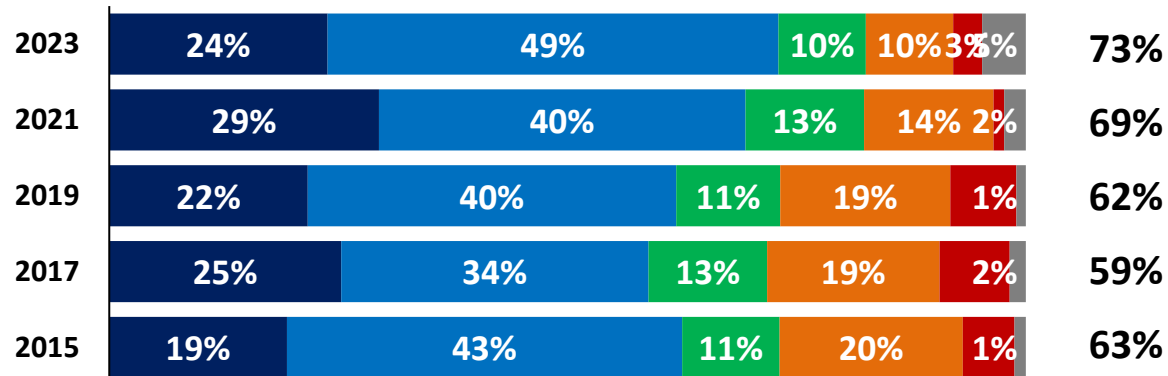
LECs & MEs

Total Agree



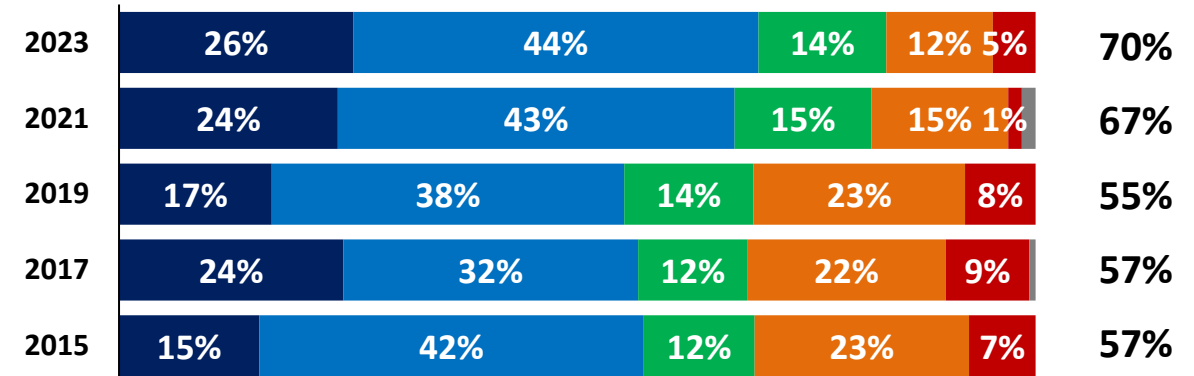
All Industry Stakeholders

Total Agree



LDC Stakeholders Only

Total Agree



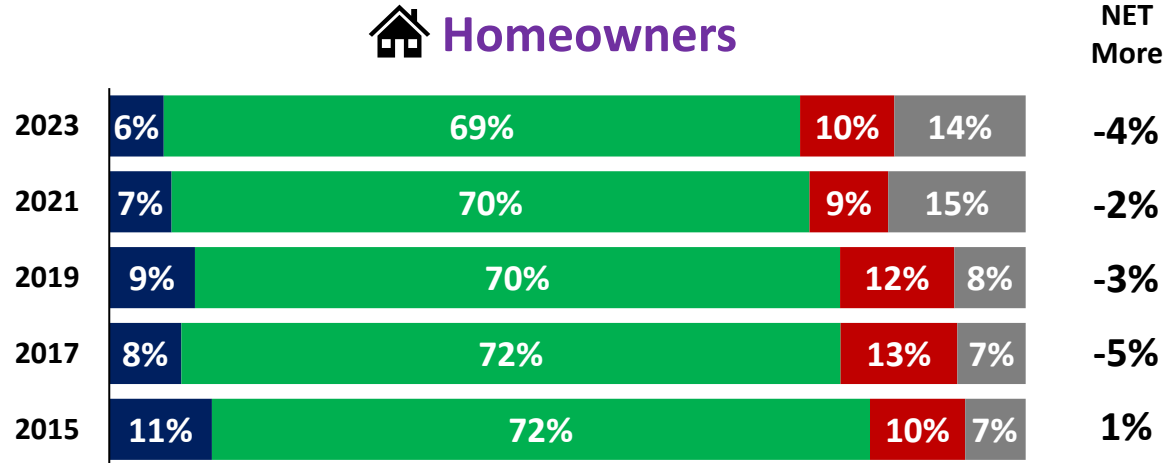
Strongly agree (10,9) Somewhat agree (8,7,6) Neither (5) Somewhat disagree (4,3,2) Strongly disagree (1,0) Don't know

Electrical Safety Regulations

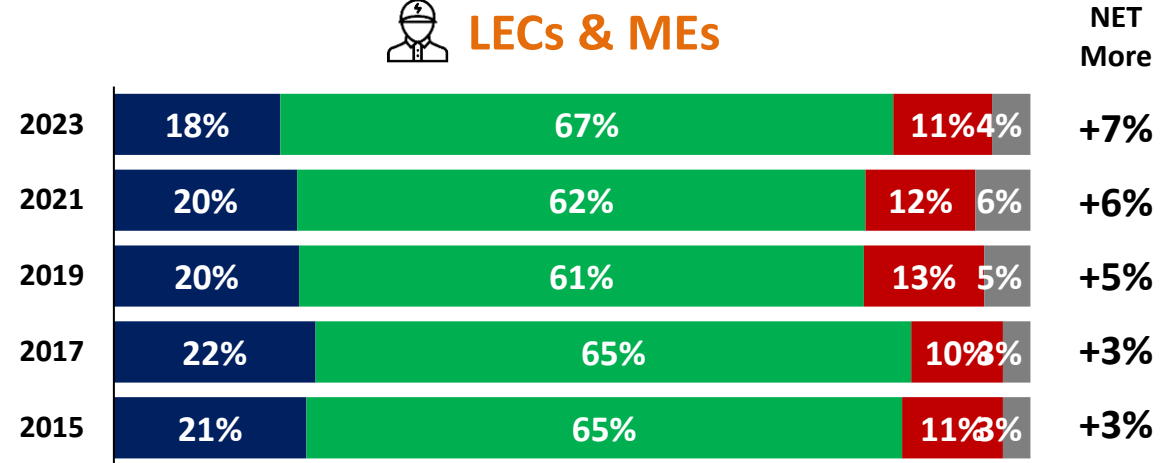
Across the four groups, at least 3-in-5 believe that Ontario has just the right amount of safety regulations

Q Does Ontario need more or less regulations when it comes to electrical safety?
[Asked of all respondents]

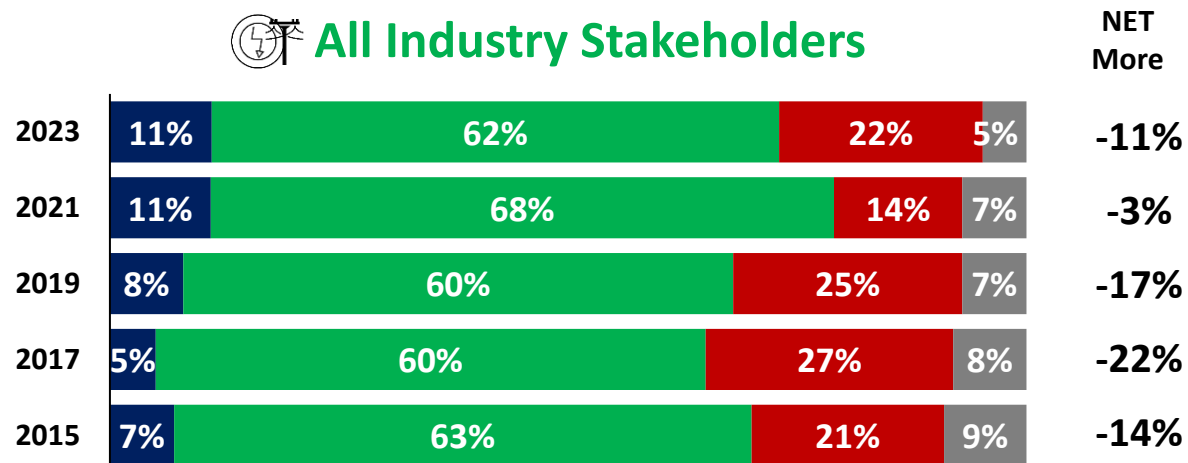
Homeowners



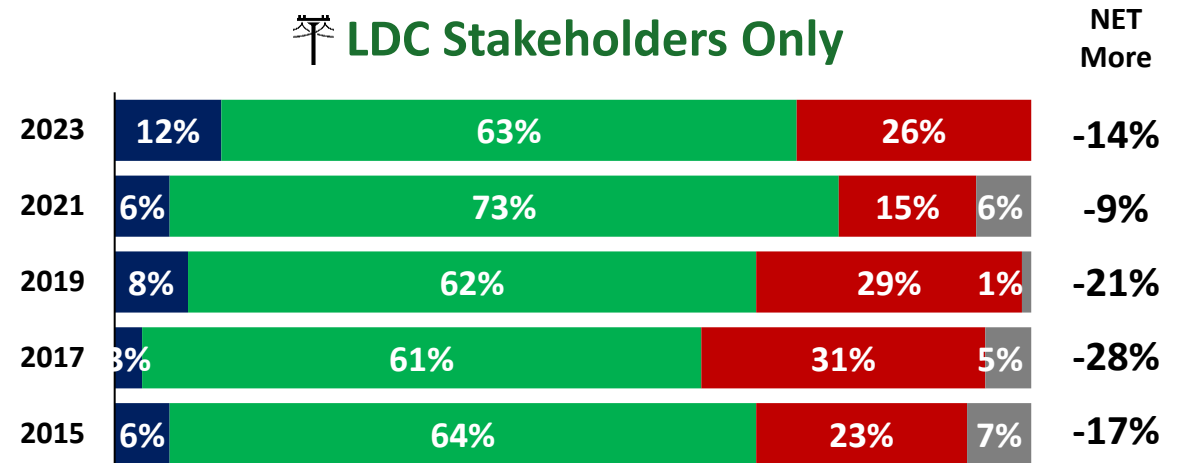
LECs & MEs




All Industry Stakeholders




LDC Stakeholders Only



 More regulations

 We have just the right amount of regulations

 Less regulations

 Don't know



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