



INNOVATIVE
RESEARCH GROUP

Electrical Safety Authority

Multi-Stakeholder Accountability



FINAL REPORT | January 2022

Key Takeaways

1

Overall, the ESA's Multi-Year Accountability Index Score is steady from 2019.

Year-over-year, the ESA's Accountability Index score has remained steady, increasing directionally from 8.3 in 2019 to 8.4 in 2021.

2

Most stakeholders continue to have a strong positive impression of the ESA.

More than 80% of all stakeholders have a favourable impression of the ESA, with roughly 2-in-3 homeowners and electricians having a very favourable impression of the organization. On average, industry stakeholders are slightly less favourable.

3

Among homeowners, most individual measures are up directionally.

Of the 12 individual measures that make up the Accountability Index Score, 11 are up directionally, with the largest improvements being to transparency and responsiveness. Innovation is the only measure that is down directionally.

4

Likewise for electricians, 11 out of 12 measures are up directionally or stable from 2019.

Ease of access and responsiveness saw the largest improvements since 2019, while transparency is the only measure that is down directionally.

Key Takeaways (Continued)

5

Directionally, results among industry stakeholders are somewhat more mixed than other stakeholder groups.

While the overall Accountability Index Score was consistent for industry stakeholders, 5 out of the 12 measures that make up the score were down directionally. 3 out of the 4 “access” measures, including awareness, ease of access, and responsiveness were down directionally this year.

6

For both homeowners and electricians, fairness and ethics, and connection and responsiveness are the top drivers of favourability towards the ESA.

With both groups, fairness and ethics is the top driver of favourability towards the ESA. This includes fairness, respect, conducting business ethically, and operating in a trustworthy manner. Focusing on these attributes, as well as being easy to connect with and listening and responding to concerns will have the most significant impact on moving favourable impressions towards the ESA with both electricians and homeowners alike.

7

For industry stakeholders, service and value is the top driver of favourability towards the ESA.

Industry stakeholders are more focused on value. This includes, positive interactions with ESA staff, contributing to improved electrical safety in Ontario, and the importance of having an organization that oversees electrical safety in the province.

8

The share of electricians and industry stakeholders who feel that the sector is appropriately regulated continues to grow since 2019.

Now at the highest point since we began tracking in 2015, 75% of electricians and 69% of industry stakeholders feel that Ontario’s electricity system is appropriately regulated. In fact, electricians are more likely to say that more regulations are needed than less.

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), and 4th (2021) 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 5th and December 2nd, 2021.

The results are based on 1,585 completed surveys among qualified respondents in six stakeholder groups.

Margins of Error: *Since the surveys conducted are random probability-based samples, a margin of error for each group can be calculated (shown below at 95% confidence):*

LECs & MEs: $\pm 3.1\%$ (0.31 pts on means) **All Stakeholders:** $\pm 10.0\%$ (1.0 pts on means)

Homeowners: $\pm 4.4\%$ (0.44 pts on means) **LDC Stakeholders:** $\pm 11.3\%$ (1.1 pts on means)

Stakeholder Group	Methodology	2015 Sample Size	2017 Sample Size	2019 Sample Size	2021 Sample 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
Homeowners <i>Individuals who have taken out an electrical permit within the past 12 months</i>	Telephone	500	502	500	500
LDC Managers	Online	107	126	70	55
LDC CEOs or C-Suite	Online	17	17	8	12
Safety Stakeholders	Online	15	11	9	6
Product Safety Stakeholders	Online	21	16	10	12
Total		1,632	1,673	1,597	1,585

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

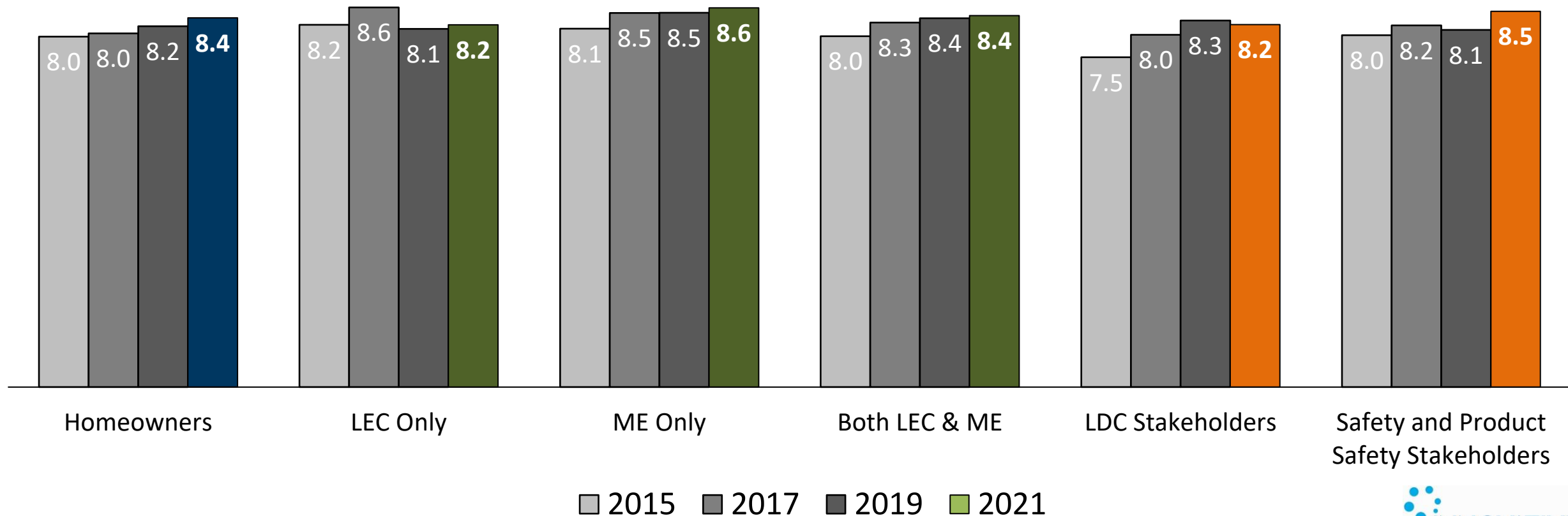





Accountability Index Score




The ESA's 2021 Index Score steady this year with a combined 2015-2021 average of 8.2.




2021 Multi-Year Accountability Index Score: 8.2




No change from 2019 multi-year 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	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	+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	+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	+0.2
Responsiveness ESA staff listening to and responding to stakeholder concerns		8.1	8.3	8.3	8.6	+0.3
 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	+0.2
Expertise Providing leadership in electrical safety		8.3	8.4	8.5	8.6	+0.1
Transparency Gathering stakeholder input on important issues and decisions		6.6	6.5	6.9	7.2	+0.3
Ethics/Trust [2] Operating in an ethical and trustworthy manner		8.6	8.6	8.7	8.9	+0.2
Innovation Being an innovative organization		6.9	7.0	7.3	7.2	-0.1
 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	+0.2
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	+0.2
Value of Oversight Having an organization that oversees electrical safety and electrical safety regulations		9.1	9.3	9.2	9.4	+0.2

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	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	No change
Information Making it easy for stakeholders to find relevant information on electrical safety from the ESA		7.6	7.8	7.8	7.9	+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	+0.3
Responsiveness ESA staff listening to and responding to stakeholder concerns		7.7	8.2	8.0	8.3	+0.3* *Sig. increase
 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	+0.2
Expertise Providing leadership in electrical safety		8.6	8.8	8.8	8.9	No change
Transparency Gathering stakeholder input on important issues and decisions		7.3	7.8	8.1	7.9	-0.2
Ethics/Trust [2] Operating in an ethical and trustworthy manner		8.4	8.8	8.9	8.9	+0.1
Innovation Being an innovative organization		7.5	7.7	7.6	7.8	+0.2
 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	+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	+0.1
Value of Oversight Having an organization that oversees electrical safety and electrical safety regulations		9.1	9.4	9.4	9.3	No change

ALL INDUSTRY STAKEHOLDERS* ACCOUNTABILITY SCORECARD * Includes LDC CEOs and Managers, Safety Stakeholders and Product Safety Stakeholders		2015	2017	2019	2021	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	-0.1
Information Making it easy for stakeholders to find relevant information on electrical safety from the ESA		7.2	7.7	7.8	7.9	No change
Ease of Access Making it is easy to connect with ESA staff about questions or inquiries		7.6	8.0	8.5	8.2	-0.3
Responsiveness ESA staff listening to and responding to stakeholder concerns		7.5	8.0	8.1	7.9	-0.2
 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	-0.4
Expertise Providing leadership in electrical safety		7.8	8.4	8.2	8.5	+0.3
Transparency Gathering stakeholder input on important issues and decisions		7.4	8.0	8.1	8.1	No change
Ethics/Trust [2] Operating in an ethical and trustworthy manner		8.0	8.6	8.7	8.4	-0.3
Innovation Being an innovative organization		6.5	7.0	6.9	7.0	+0.1
 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	No change
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	+0.1
Value of Oversight Having an organization that oversees electrical safety and electrical safety regulations		8.8	9.1	9.2	9.4	+0.1

LDC STAKEHOLDERS ONLY* ACCOUNTABILITY SCORECARD * Represent a subset of “All Industry Stakeholders” (LDC CEOs and Managers)		2015	2017	2019	2021	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	-0.1
Information Making it easy for stakeholders to find relevant information on electrical safety from the ESA		7.2	7.7	7.9	7.8	-0.1
Ease of Access Making it is easy to connect with ESA staff about questions or inquiries		7.5	8.1	8.4	8.0	-0.4
Responsiveness ESA staff listening to and responding to stakeholder concerns		7.3	7.9	8.0	7.8	-0.2
 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	-0.5
Expertise Providing leadership in electrical safety		7.6	8.3	8.3	8.5	+0.1
Transparency Gathering stakeholder input on important issues and decisions		7.4	7.9	8.0	8.0	No change
Ethics/Trust [2] Operating in an ethical and trustworthy manner		8.0	8.6	8.9	8.4	-0.5
Innovation Being an innovative organization		6.4	6.9	6.8	6.9	+0.1
 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	-0.3
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	-0.1
Value of Oversight Having an organization that oversees electrical safety and electrical safety regulations		8.7	9.1	9.4	9.3	-0.1

Electrical Safety Authority Image



General Impression of ESA

General impression of the ESA is up slightly for LECs & MEs while it's down slightly for other key groups



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

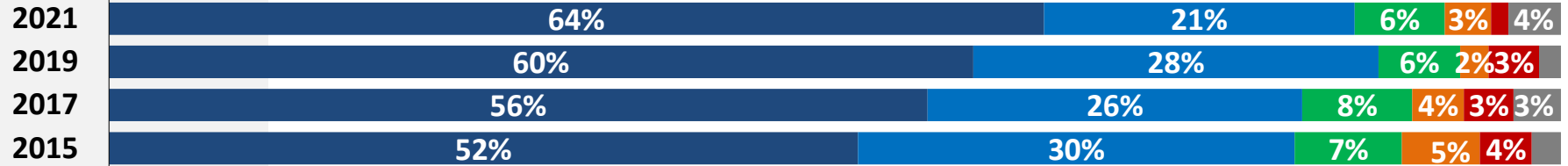
[Asked of all respondents]

Change in Total Favourability

2021 - 2019 Favourability



Homeowners



-2%



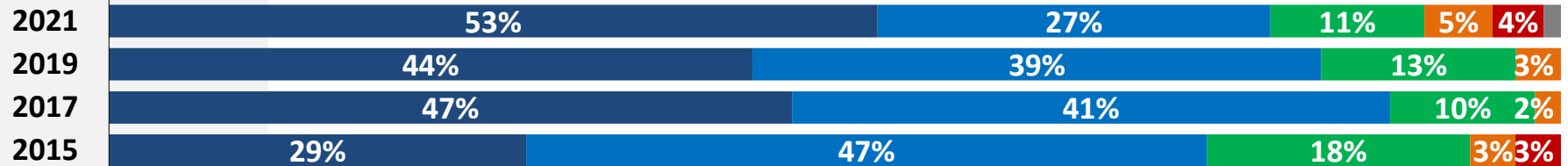
LECs & MEs



+3%



All Industry Stakeholders

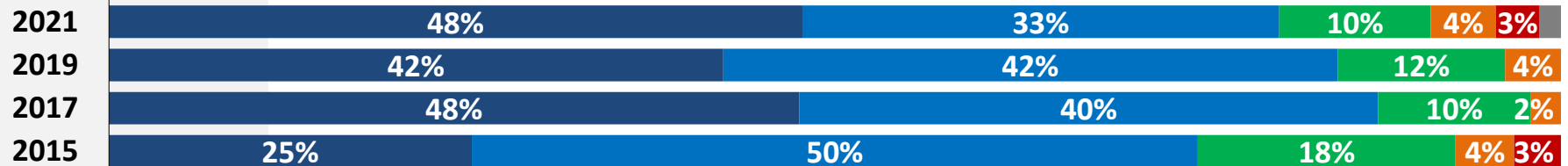


-4%



LDC Stakeholders Only

Subset of All Industry Stakeholders



-4%

Very favourable

Somewhat unfavourable

Somewhat favourable

Very unfavourable

Neither favourable nor unfavourable

Don't know



Reason for Impression of ESA (Homeowners)

Top reason for favourable impression for homeowners is 'easy process'



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]

Favourable Impression	2015	2017	2019	2021
General positive ("They do good work")	30%	28%	23%	16%
Inspections/inspectors - positive	-	2%	1%	17%
Knowledgeable	18%	18%	19%	7%
Professional/reliable/honest	0%	10%	14%	5%
Timely and proactive	9%	9%	11%	15%
Committed to safety and standards	9%	10%	10%	9%
Easy process	3%	14%	8%	21%
Experts in the industry	-	-	2%	1%
Improved customer service	15%	0%	0%	-
Other	13%	8%	9%	6%
None/Don't Know	1%	0%	3%	1%



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

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

Unfavourable Impression	2015	2017	2019	2021
Note: Sample size is less than n=50, consider directional only				
Bad customer service	22%	23%	39%	9%
Takes too long/inflexible	9%	22%	19%	23%
Inconsistency with inspectors	7%	19%	15%	18%
Cost	27%	22%	11%	27%
Too much control	11%	3%	-	5%
Not informative enough	11%	0%	-	5%
Other	11%	11%	17%	14%
None/Don't Know	2%	0%	-	-



Reason for Impression of ESA (LECs and MEs)

The top reason for favourable impression for electricians is 'good inspectors and organization'



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]

Favourable Impression	2015	2017	2019	2021
Good inspectors and organization	22%	26%	24%	33%
General positive ("They do good work")	16%	14%	13%	16%
Knowledgeable	6%	8%	8%	7%
Good working relationship	6%	9%	7%	6%
Do necessary work	-	5%	7%	<1%
Committed to safety and standards	10%	10%	5%	14%
Never had any issues	6%	5%	4%	5%
Reliable	3%	4%	3%	4%
Improved customer service and communication	7%	4%	3%	2%
Other	19%	15%	24%	10%
None/Don't know	4%	1%	2%	3%



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

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

Unfavourable Impression	2015	2017	2019	2021
Inspection wait times/scheduling issues/inconvenient	12%	18%	31%	15%
Bureaucratic/don't trust them/all about the money	-	-	19%	15%
Fees are too high	17%	6%	12%	12%
Unhelpful towards contractors	6%	6%	10%	6%
Poor customer service	15%	13%	8%	2%
Inconsistency with inspectors	-	10%	6%	15%
Unreliable inspectors - late, don't show up	12%	15%	4%	2%
Poor inspection quality	6%	10%	3%	6%
Rude inspectors/don't answer questions	20%	3%	3%	22%
Other	10%	19%	2%	6%
None/Don't know	-	-	3%	-



Reason for Impression of ESA (Industry Stakeholders)

Top reason for favourable impression for stakeholders is 'good employees'



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]

Favourable Impression All Industry Stakeholders	2015	2017	2019	2021
Committed to mandate	39%	39%	32%	24%
Good employees - professionalism, easy to work with, helpful	15%	19%	22%	59%
General positive ("They do good work")	5%	8%	16%	-
Good working relationship/partnership	21%	13%	14%	-
Good communications	6%	5%	11%	-
Knowledgeable	8%	8%	5%	12%
Other	6%	7%	-	4%
None	-	1%	-	1%

Favourable Impression LDC Stakeholders Only	2015	2017	2019	2021
Committed to mandate	43%	41%	29%	22%
Good employees - professionalism, easy to work with, helpful	11%	19%	24%	57%
General positive ("They do good work")	5%	7%	15%	-
Good working relationship/partnership	21%	12%	14%	-
Good communications	6%	6%	12%	-
Knowledgeable	9%	8%	6%	13%
Other	6%	5%	-	6%
None	-	1%	-	2%

Note: Due to small sample size (n=7), reasons to "unfavourable impression" are not shown.

Dimension of Accountability

Access



Awareness (Following Rules and Regulations)

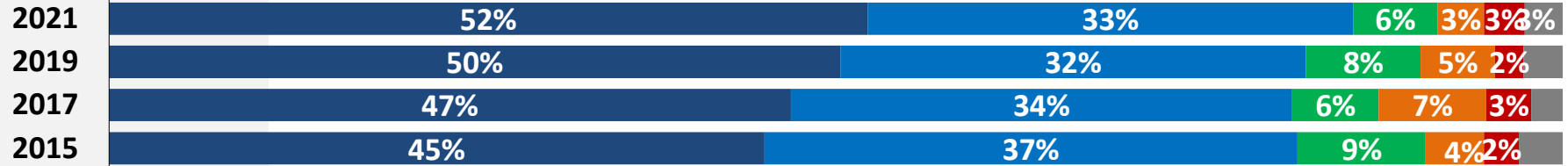
A strong majority of all key groups agree ESA does a good job of ensuring that they are aware of rules/regulations

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

Change in Total Agree
2021 - 2019 Agreement



Homeowners



+3%



LECs & MEs



0%



All Industry Stakeholders



-3%



LDC Stakeholders Only
Subset of All Industry Stakeholders



-5%

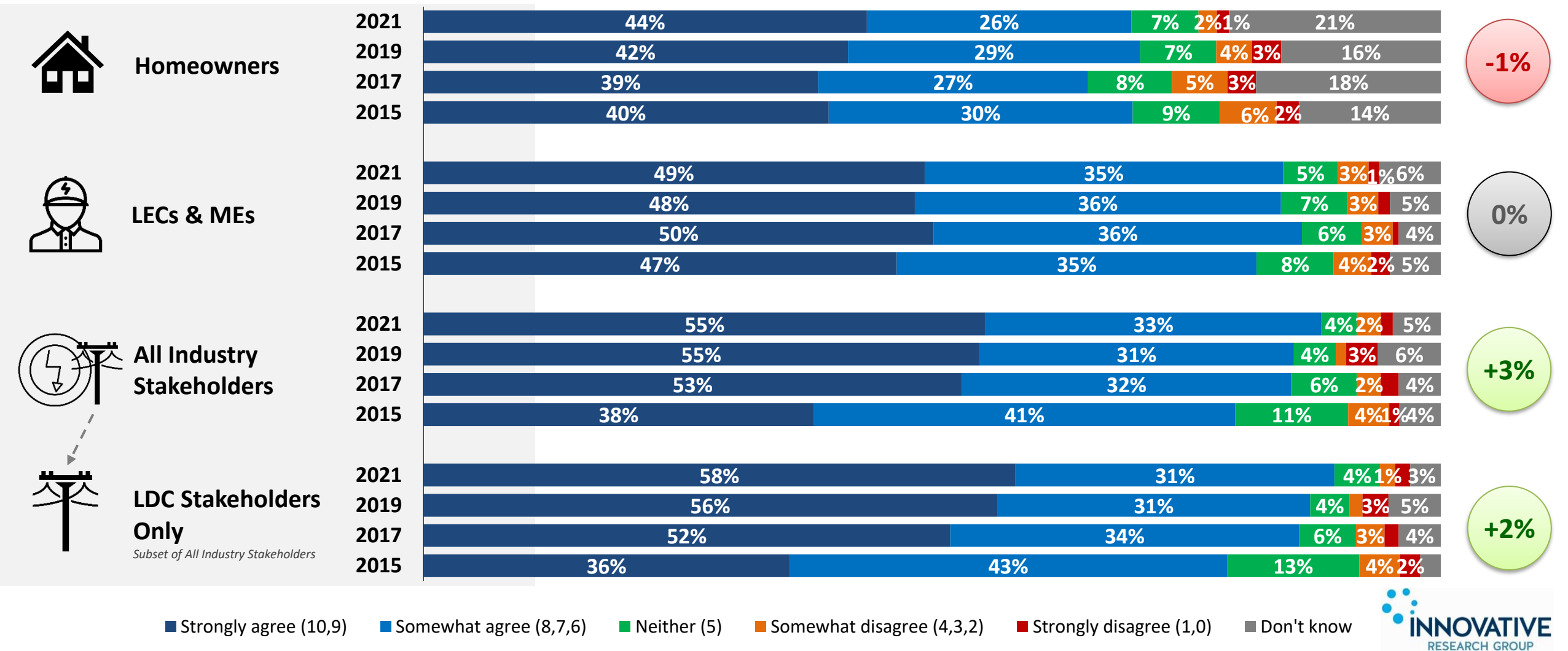
■ Strongly agree (10,9) ■ Somewhat agree (8,7,6) ■ Neither (5) ■ Somewhat disagree (4,3,2) ■ Strongly disagree (1,0) ■ Don't know

Awareness (Sharing Expertise)

1-in-5 (21%) of homeowners don't know whether ESA shares its expertise with others; up for industry stakeholders

"ESA shares its expertise in electrical safety with others"

Change in Total Agree
2021 - 2019 Agreement

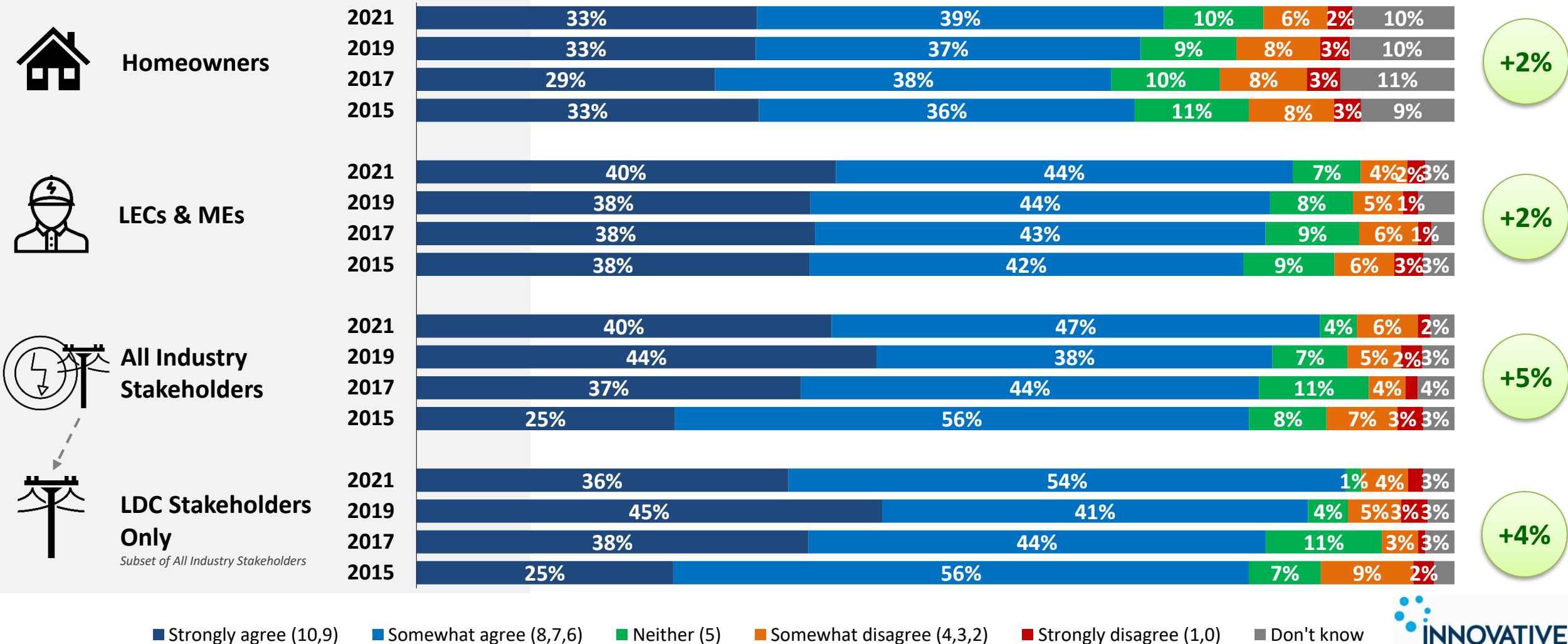


Information

All four key groups are up from 2019 on agreement that it's easy to find relevant information on electrical safety

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

Change in Total Agree
2021 - 2019 Agreement

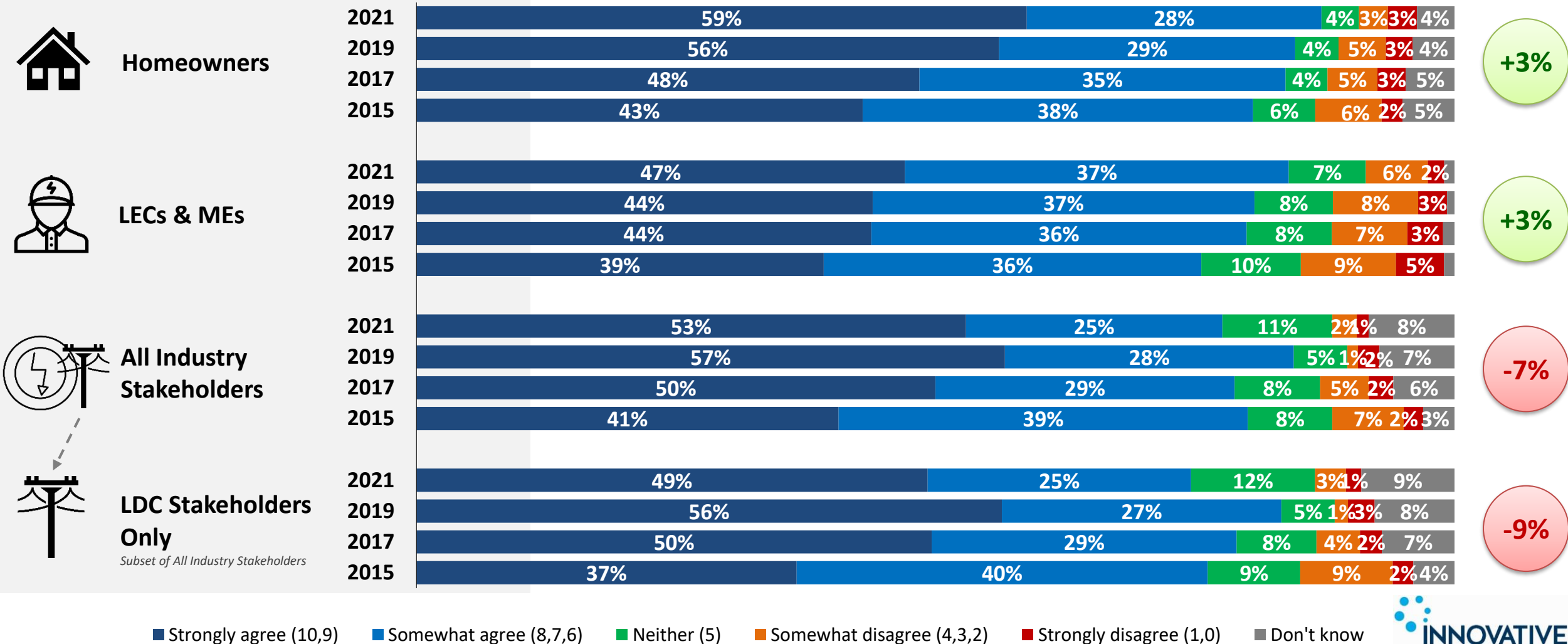


Ease of Access

Ease of access has improved for homeowners and LECs/MEs but is down this year for industry stakeholders

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

Change in Total Agree
2021 - 2019 Agreement



Responsiveness

Industry stakeholders are down directionally this year on responsiveness but still a majority agree ESA is responsive

“ESA staff listen to and respond to my concerns”

Change in Total Agree
2021 - 2019 Agreement



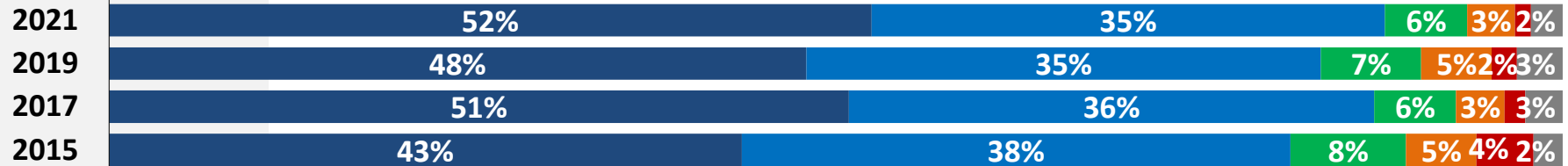
Homeowners



+5%



LECs & MEs



+4%



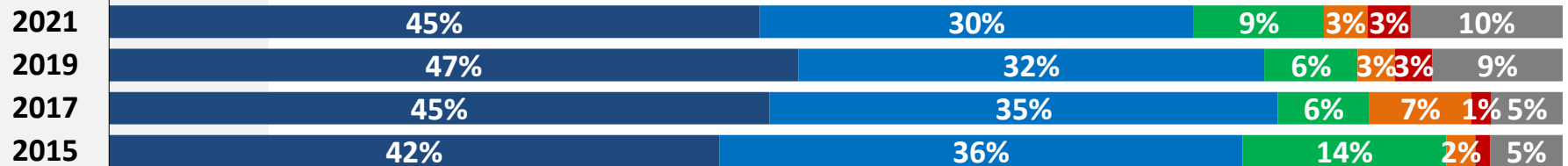
All Industry Stakeholders



-3%



LDC Stakeholders Only
Subset of All Industry Stakeholders



-5%

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

Dimension of Accountability

Practice

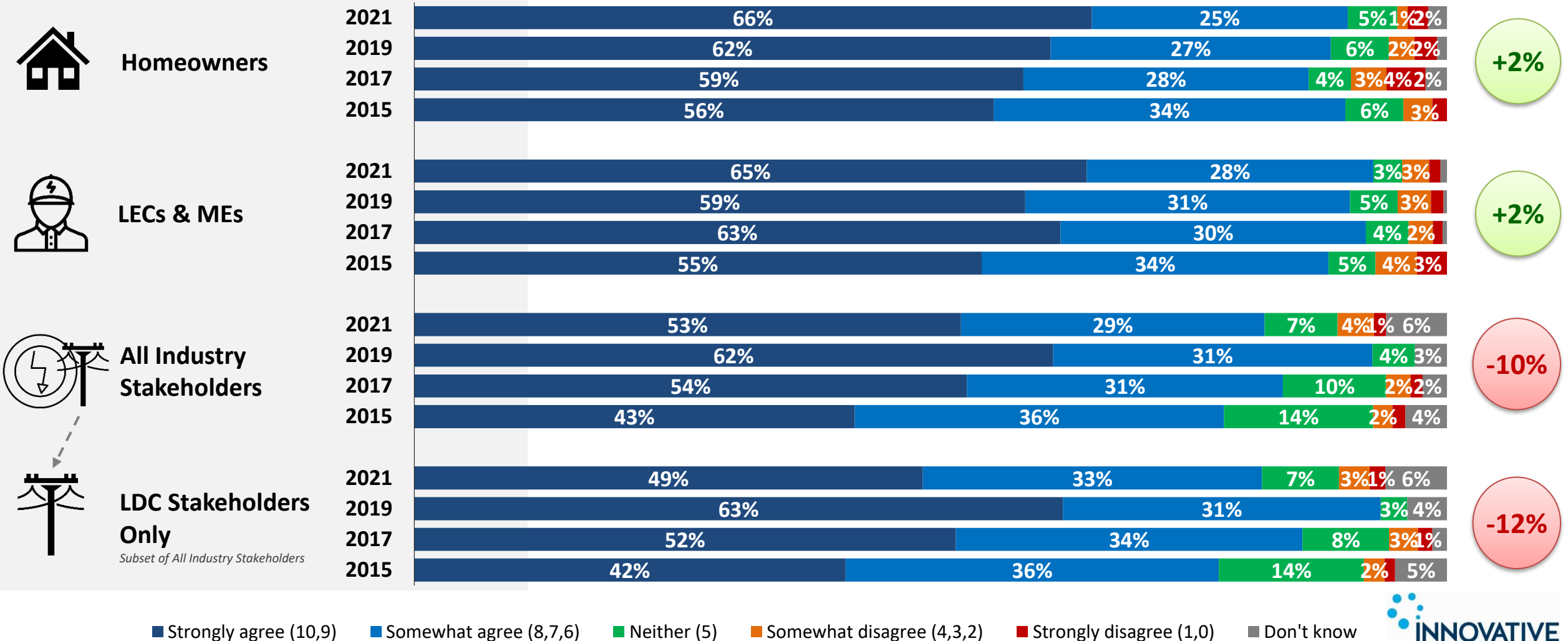


Fairness

Agreement is down for industry stakeholders but a strong majority still agree that ESA treats them fairly

“ESA treats me fairly”

Change in Total Agree
2021 - 2019 Agreement

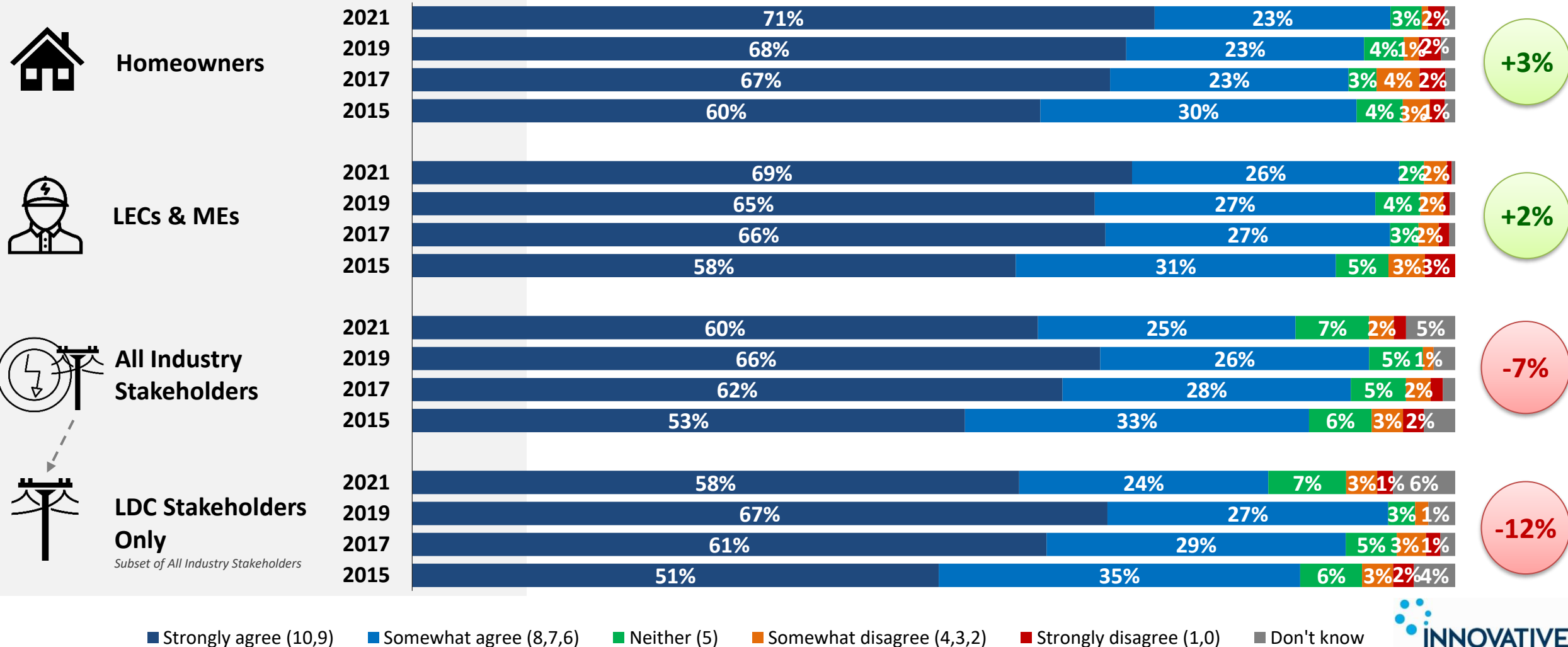


Respect

For all groups, a strong majority agree ESA treats them with respect; for industry stakeholders agreement is down

"ESA treats me with respect"

Change in Total Agree
2021 - 2019 Agreement

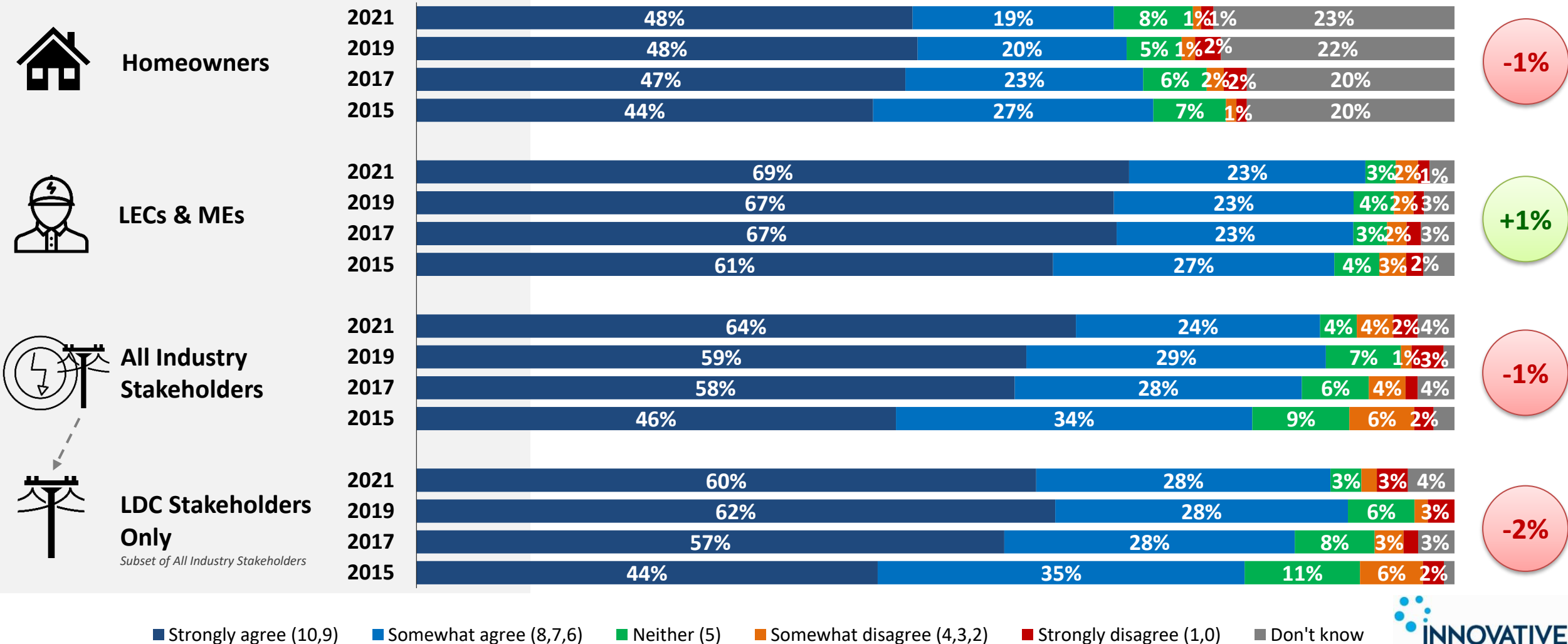


Expertise

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

“ESA is a leader in electrical safety”

Change in Total Agree
2021 - 2019 Agreement

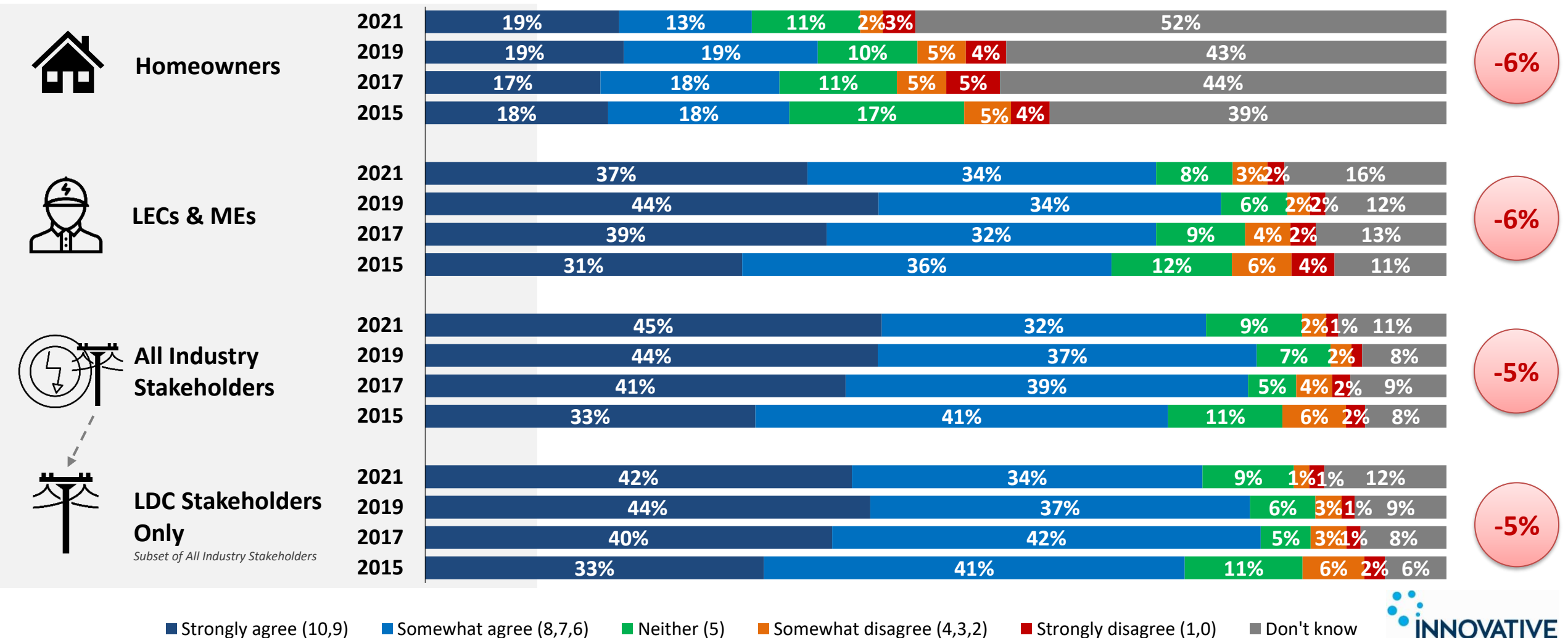


Transparency

Across all groups, agreement is down compared to 2019 that ESA asks for stakeholder input while 'don't know' is up

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

Change in Total Agree
2021 - 2019 Agreement

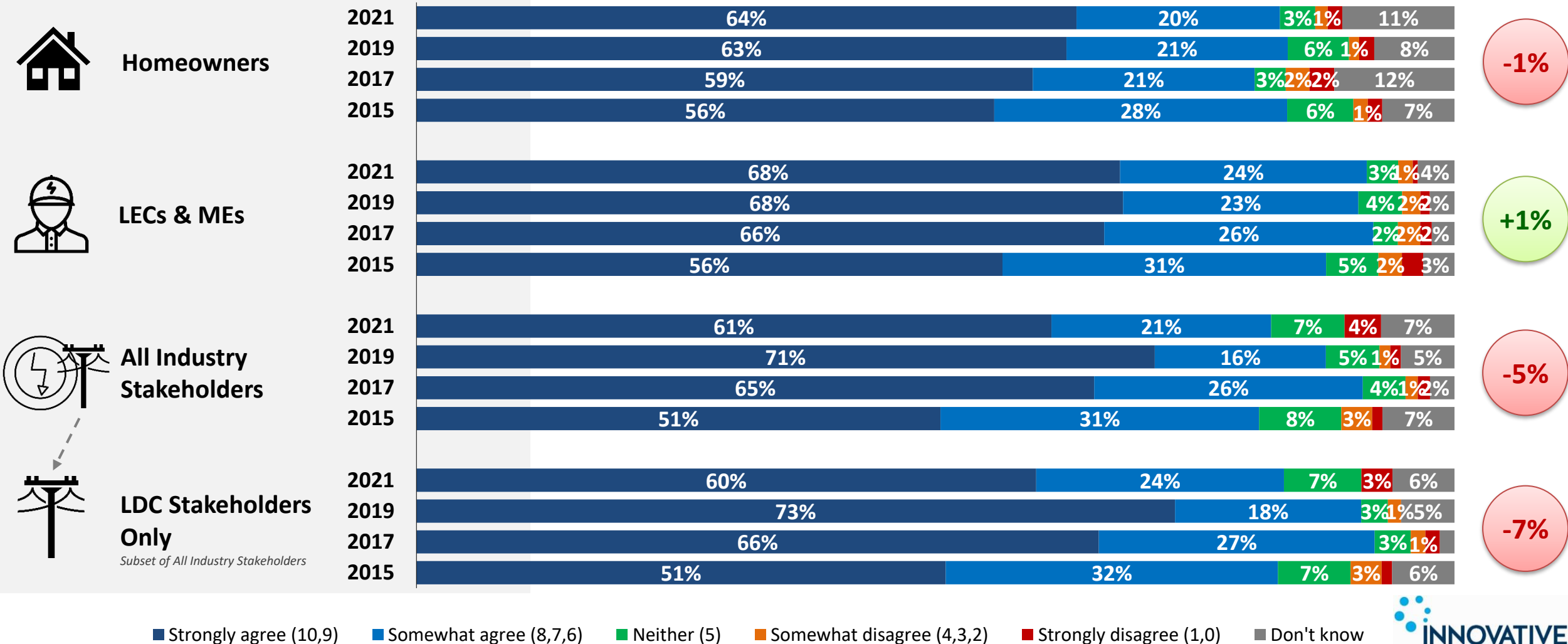


Ethics

Despite decrease among industry stakeholders, a strong majority still agree ESA conducts itself ethically

“ESA conducts itself ethically”

Change in Total Agree
2021 - 2019 Agreement



Trust

Agreement is down slightly for industry stakeholders while homeowners and electricians remain steady

“ESA operates in a trustworthy manner”

Change in Total Agree
2021 - 2019 Agreement



Homeowners



0%



LECs & MEs



0%



All Industry Stakeholders



-3%



LDC Stakeholders Only
Subset of All Industry Stakeholders



-7%

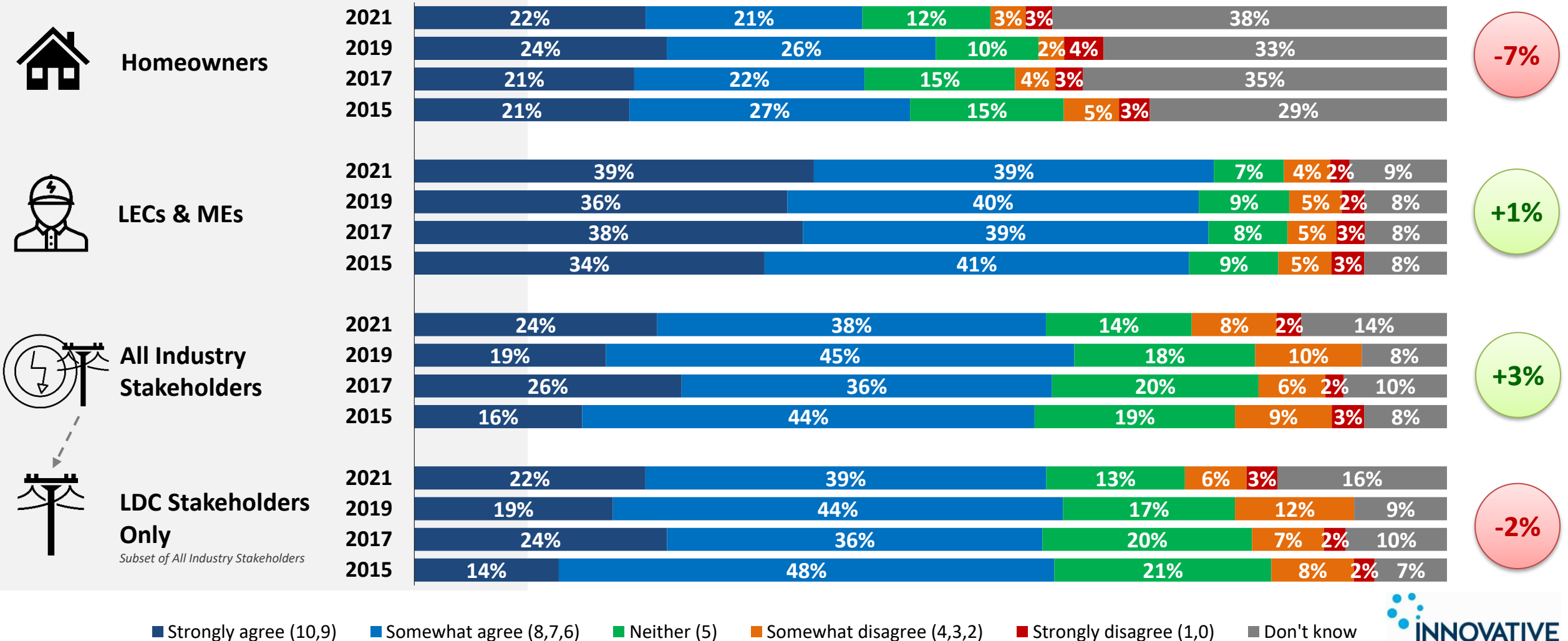
■ Strongly agree (10,9) ■ Somewhat agree (8,7,6) ■ Neither (5) ■ Somewhat disagree (4,3,2) ■ Strongly disagree (1,0) ■ Don't know

Innovation

2-in-5 (43%) of homeowners agree ESA is an innovative organization while another 39% don't have an opinion

"ESA is an innovative organization"

Change in Total Agree
2021 - 2019 Agreement



Dimension of Accountability

Outcomes

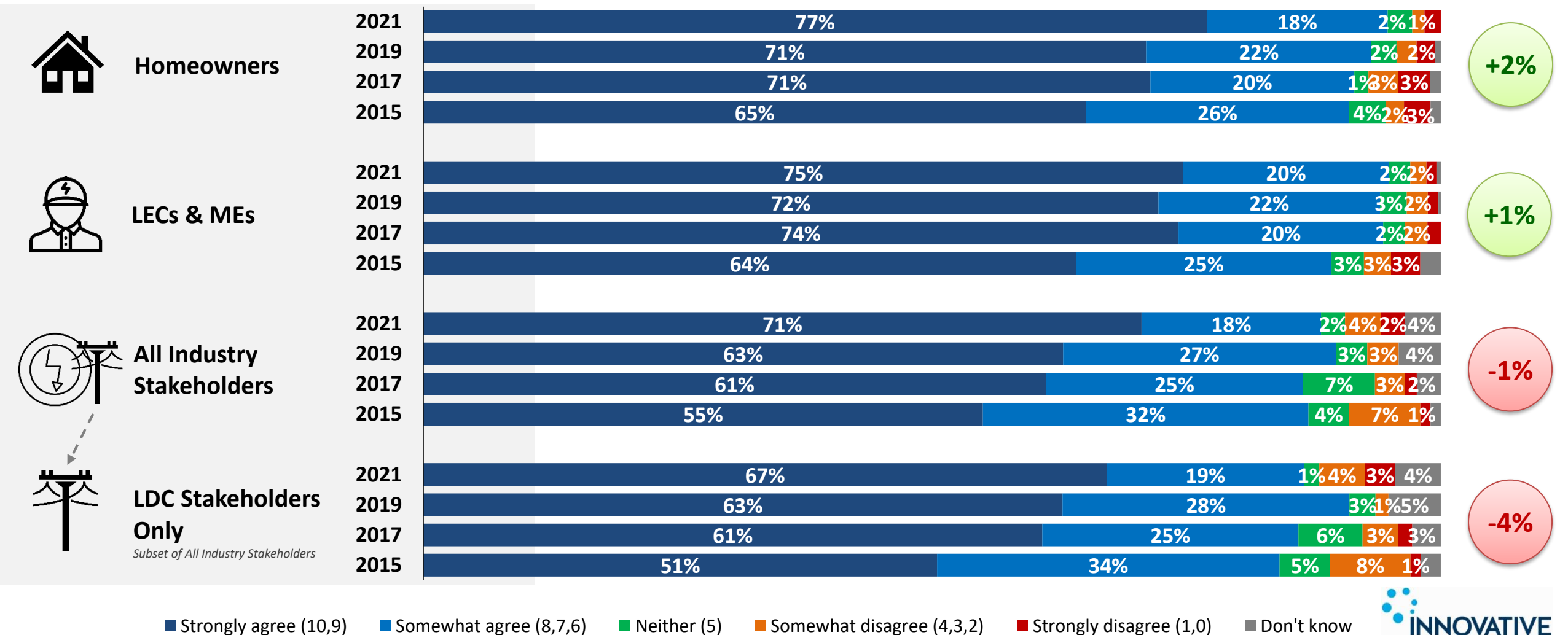


Service

Across all stakeholder groups, nearly all say 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”

Change in Total Agree
2021 - 2019 Agreement

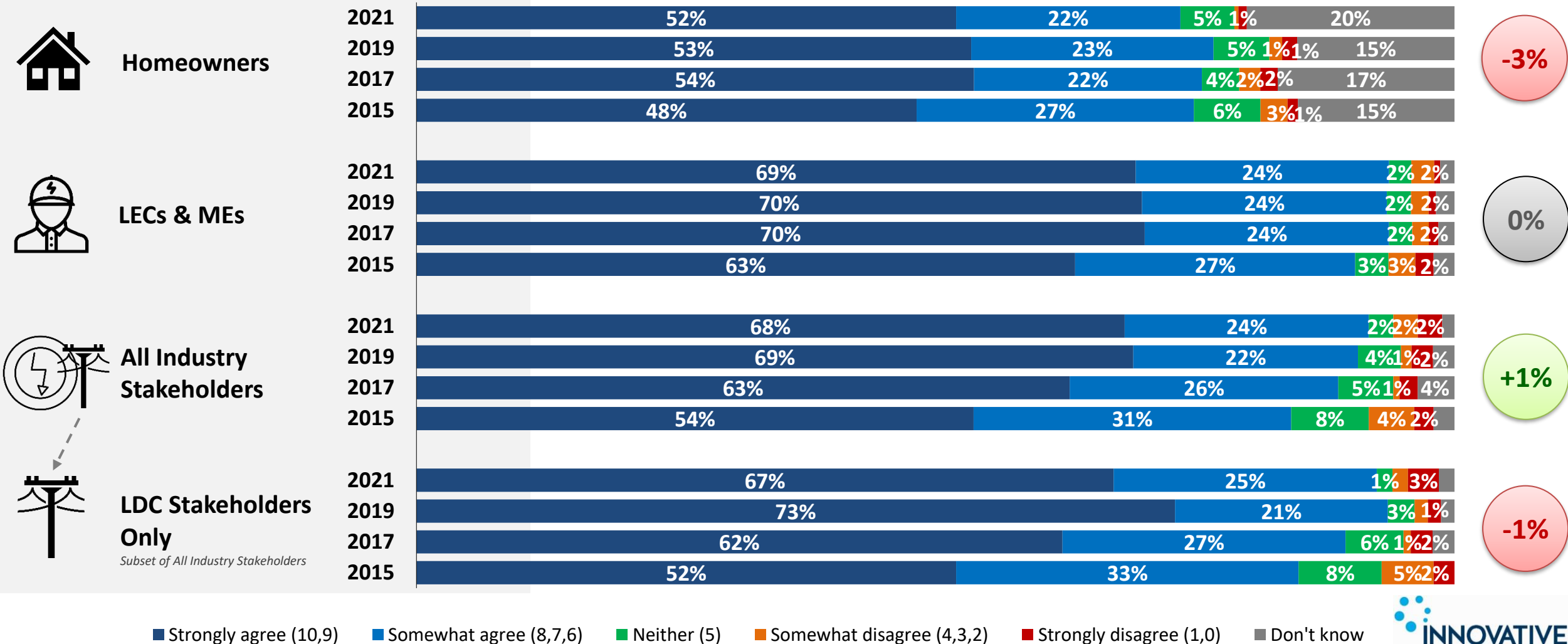


Contribution to Improving Electrical Safety

1-in-5 (20%) homeowners don't know whether ESA has contributed to improved electrical safety in Ontario

"ESA has contributed to improved electrical safety in Ontario"

Change in Total Agree
2021 - 2019 Agreement

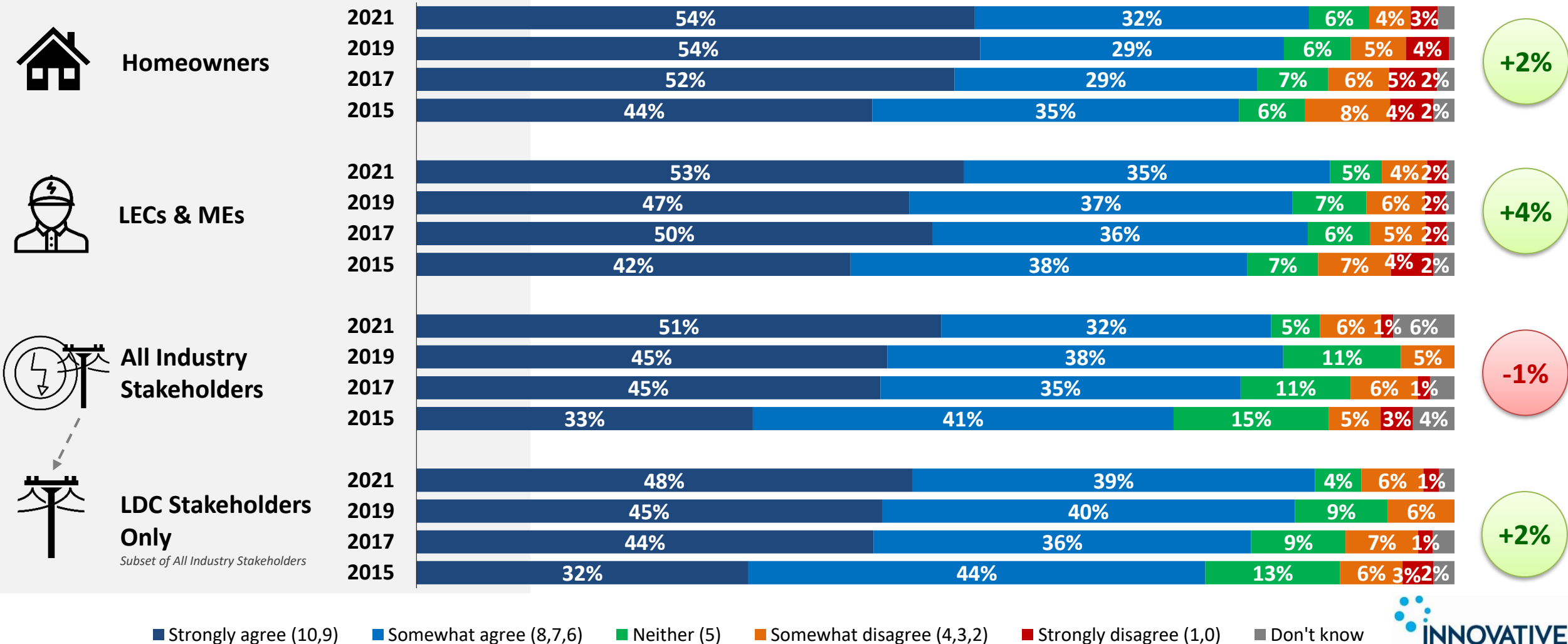


Receive Good Value

Agreement has steadily increased since 2015 among homeowners that they receive good value from ESA services

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

Change in Total Agree
2021 - 2019 Agreement

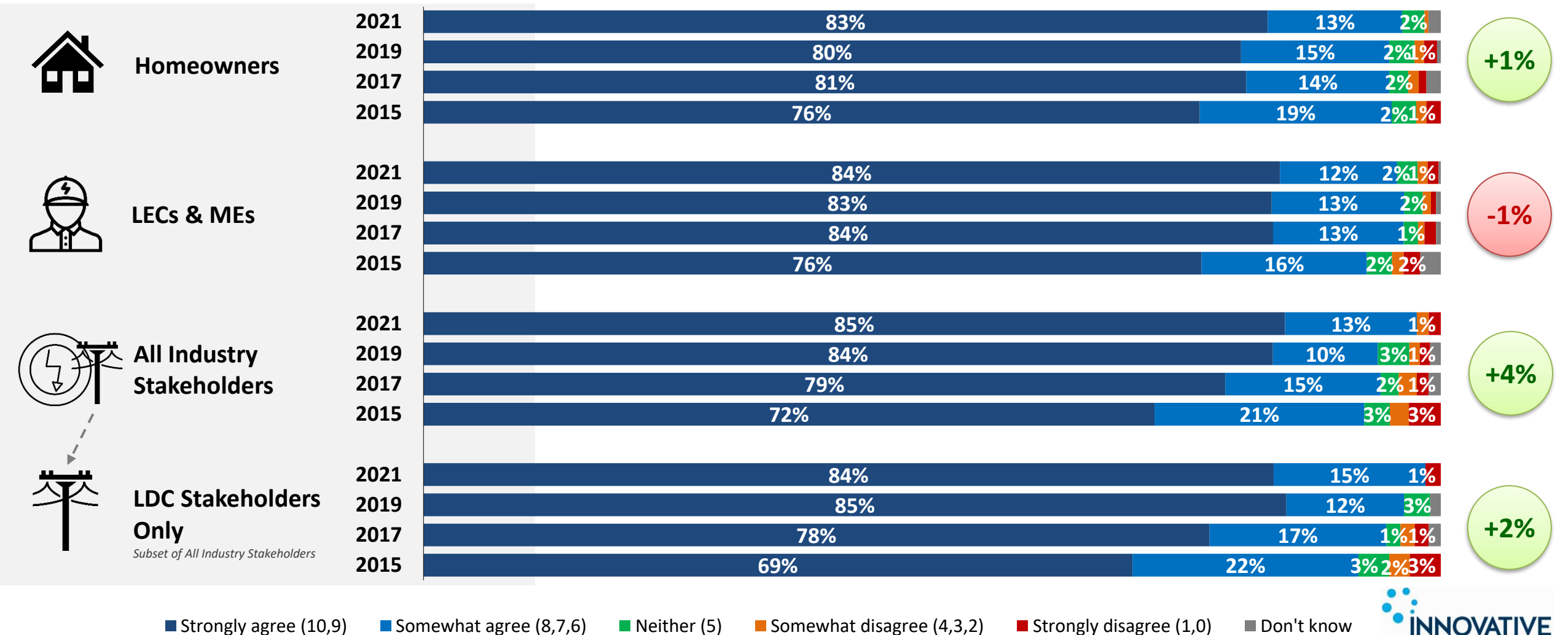


Value of Oversight

There is near universal agreement that it's important to have an organization oversee safety & regulations

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

Change in Total Agree
2021 - 2019 Agreement



Additional Attributes



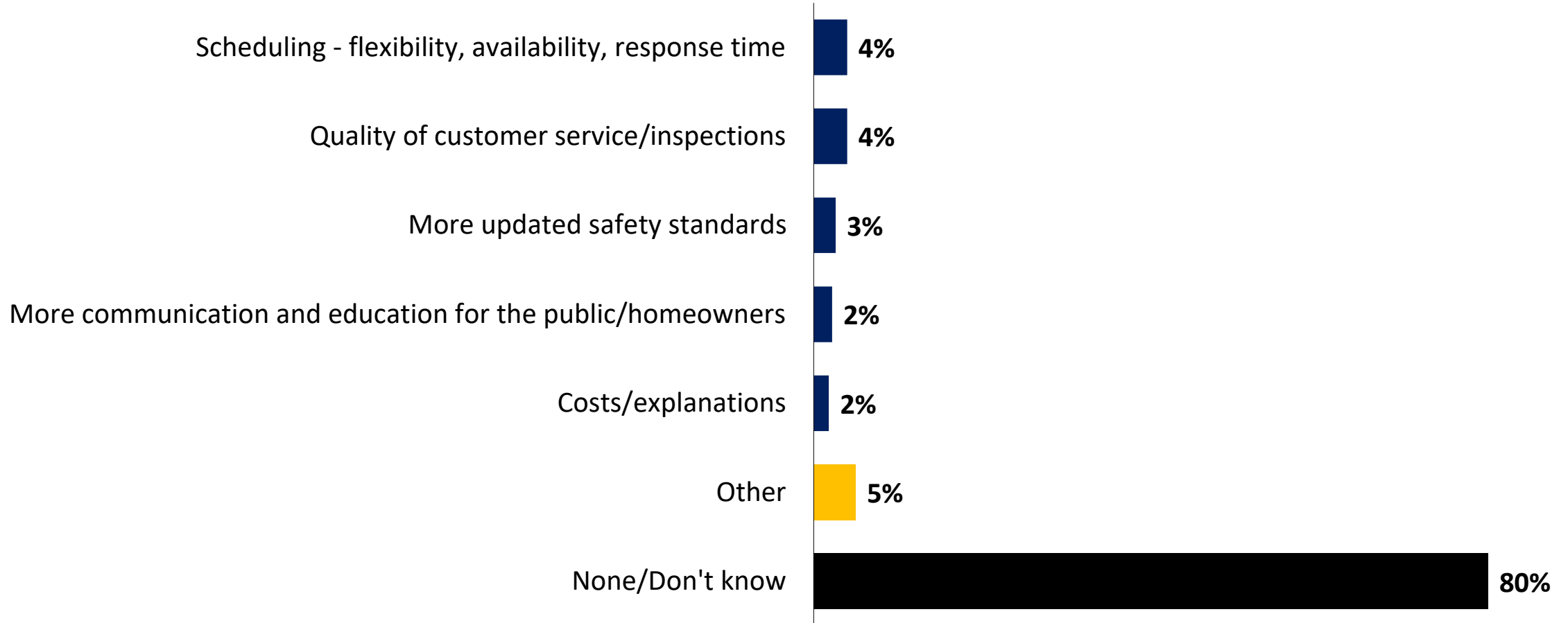
Additional Attributes (**Homeowners**)

A strong majority don't have a suggestion; for those who do, top mentions are scheduling and customer service



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

[Asked of all respondents]



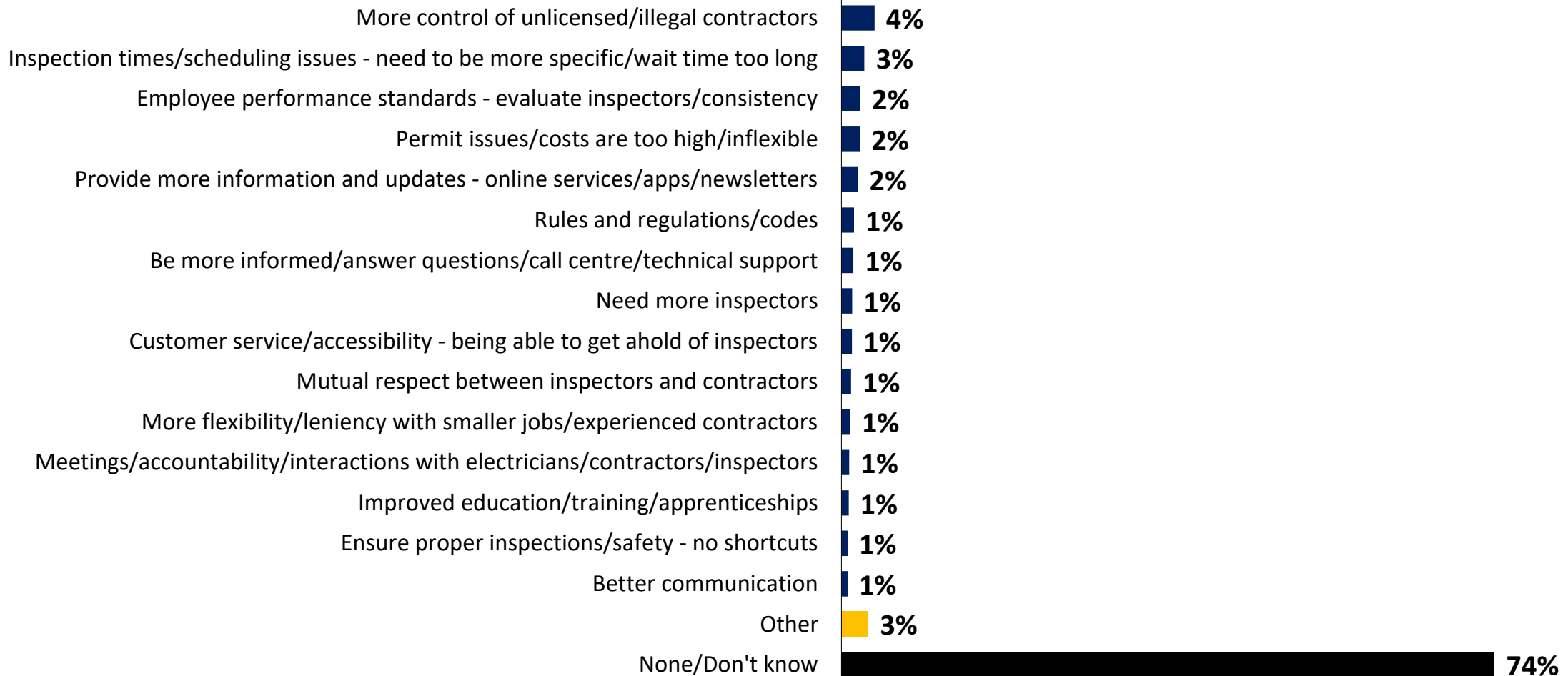
Additional Attributes (LECs & MEs)

Top mentions for additional attributes are on control of unlicensed/illegal contractors and inspection times



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

[Asked of all respondents]



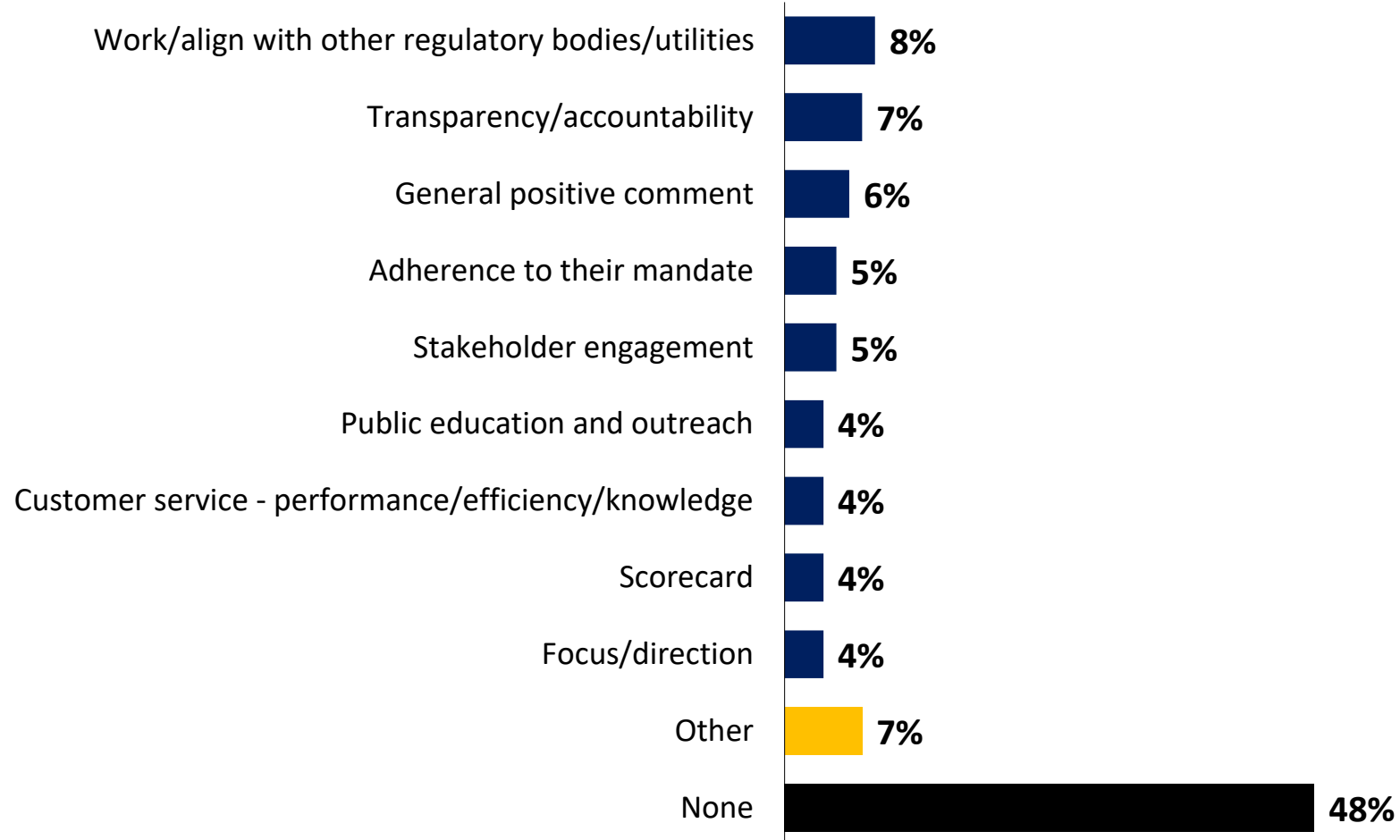
Additional Attributes | Stakeholders

Top mention for stakeholders is for ESA to work/align with other regulatory bodies



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 for all groups except for homeowners who remain steady



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

Ontario's electricity system is appropriately regulated.

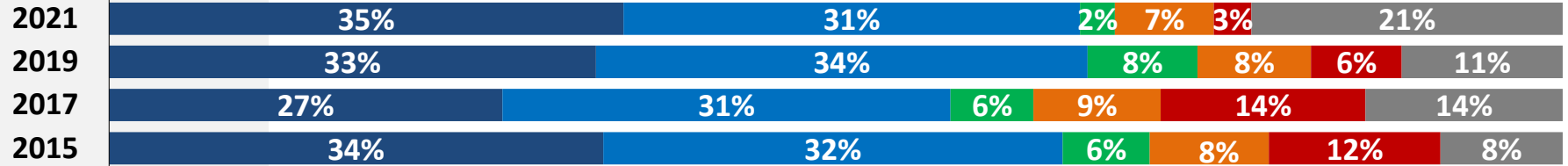
[Asked of all respondents]

Change in Total Agree

2021 - 2019 Agreement



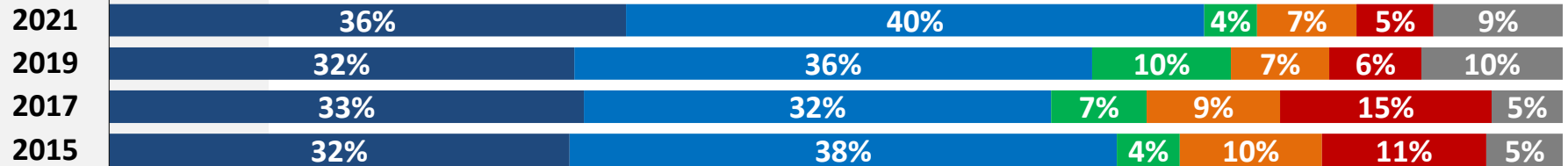
Homeowners



-1%



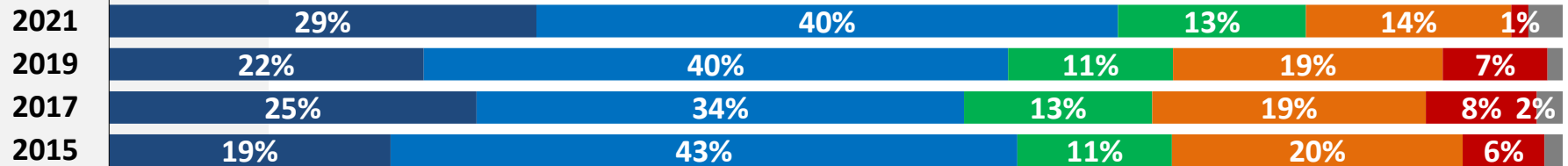
LECs & MEs



+8%



All Industry Stakeholders

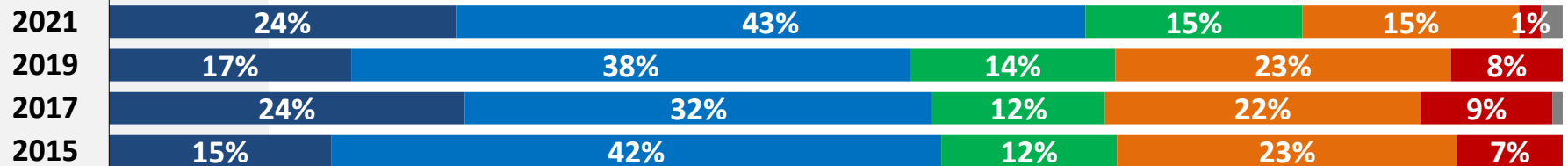


+8%



LDC Stakeholders Only

Subset of All Industry Stakeholders



+12%

■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

Electrical Safety Regulations

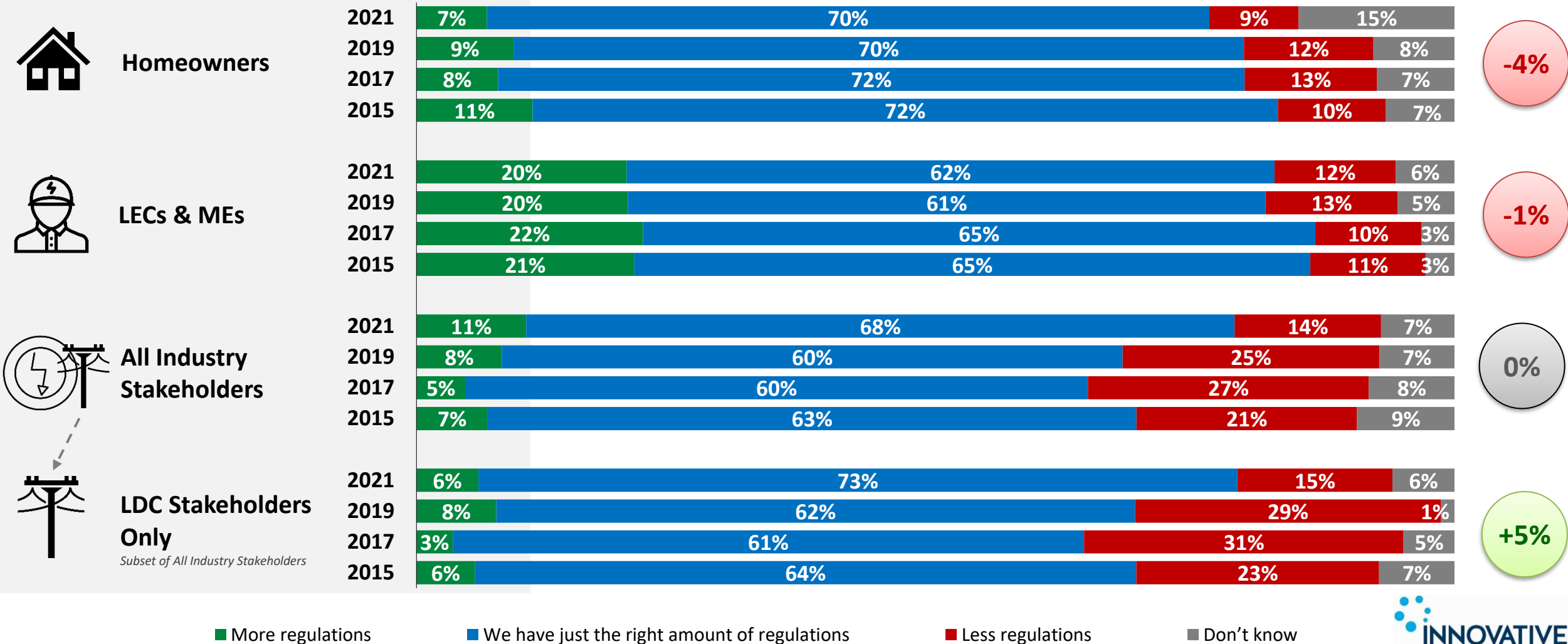
Across all four groups, at least 3-in-5 believe that Ontario has just the right amount of safety regulations.



Does Ontario need more or less regulations when it comes to electrical safety?

[Asked of all respondents]

Change in Total “Less Regulations”
2021 - 2019 Less Regulations



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 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 each stakeholder group. All models include the same attributes and control variables. The models for homeowners and electricians also include demographics.

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 & 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

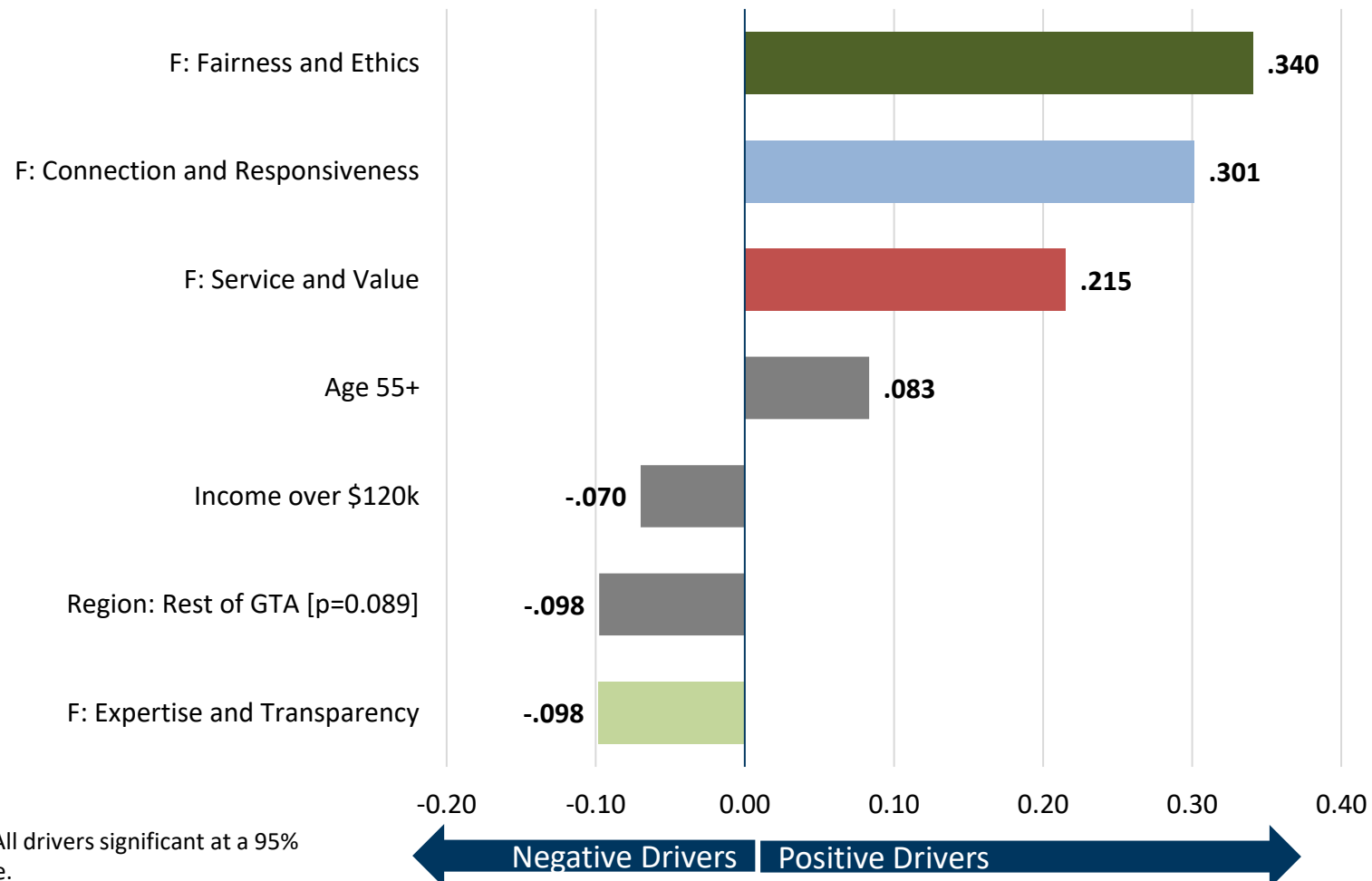
Stakeholder Controls

- Attitudes towards regulation



Drivers of ESA Favourability (**Homeowners**)

We use regression analysis to identify the key predictors of ESA favourability. The factors on **Fairness and Ethics** and **Connection and Responsiveness** are the top two drivers of ESA favourability, followed closely behind by the factor on **Service and Value**. Additionally, older homeowners are more likely than younger homeowners to have a favourable impression of the ESA.



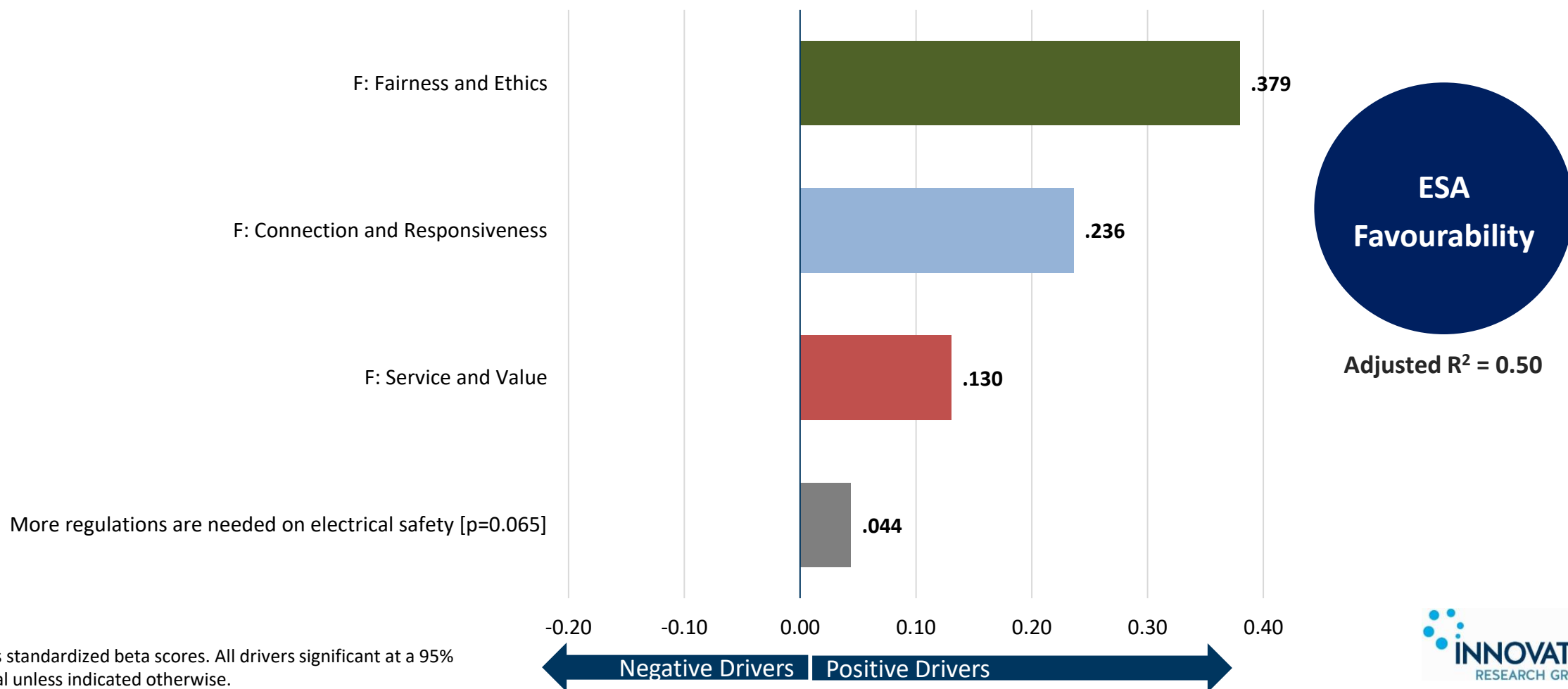
Adjusted R² = 0.45

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



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.

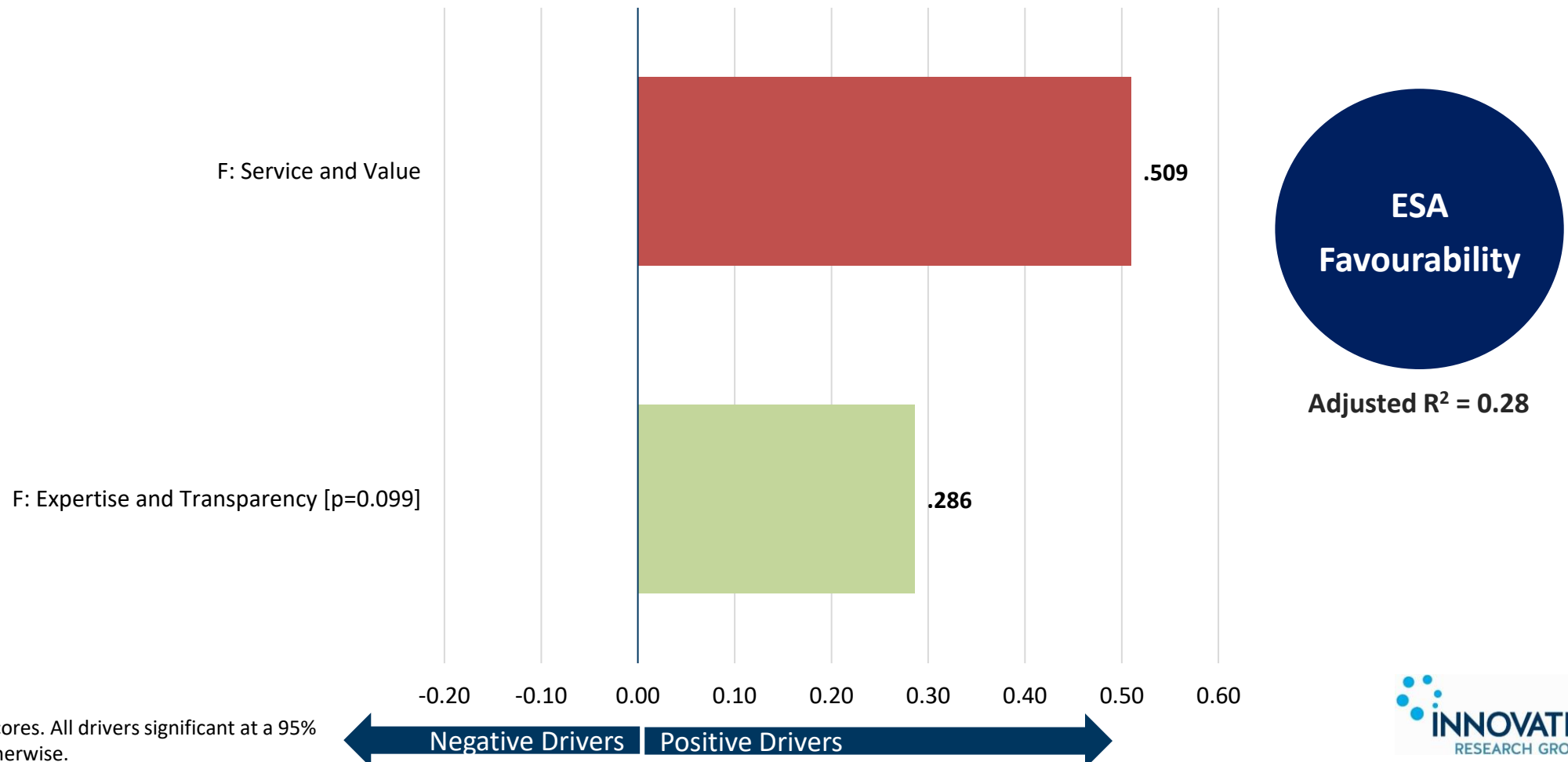


Note: Chart shows standardized beta scores. All drivers significant at a 95% confidence interval unless indicated otherwise.



Drivers of ESA Favourability (**All Industry Stakeholders**)

We use regression analysis to identify the key predictors of ESA favourability. The factors *Service and Value* and *Expertise and Transparency* are the top drivers of ESA favourability among LDC and safety stakeholders.



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



Building Understanding.

Personalized research to connect you and your audiences.

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