

Prepared by:

**Innovative Research Group, Inc.**

Toronto • Vancouver

[www.innovativeresearch.ca](http://www.innovativeresearch.ca)



---

# ACP Evaluation Survey

## Final Report

---



**Electrical Safety Authority**

155A Matheson Blvd West

Mississauga, Ontario

Canada L5R 3L5



# Key Findings

---

- **Familiarity with ACP:** Not surprisingly, those not enrolled in ACP are least familiar with the program.
- **Impression of ACP:** Two-thirds (66%) of community have a favourable impression of ACP. However, among those currently enrolled in ACP, 93% have a favourable impression.
  - Favourable impressions largely due to perceived efficiency and time-savings.
  - Unfavourable impressions largely due to qualification requirement and impact on quality of work.
- **Primary benefits of joining ACP centre around saving time, streamlined service and reduced costs:** pre-authorized reconnection, same day and emergency connections, 24-hour turn around on applications, decreased inspection costs among key perceived benefits.
- **ACP Brand:** While most customers do not ask about ACP membership status, most current and former members let customers know they're enrolled.
- **Perceived shortcoming of ACP** include filling a minimum of 20 applications in the previous 12 months AND keeping site open and available until 2pm.
- **Requirements an Entry Barrier:** Primary reason why contractors left ACP or have never joined is due to requirements.

# Key Findings (continued)

---

- **Encouraging Enrollment:** While a plurality feel there is nothing the ESA can do to encourage enrollment into the ACP (30%), others feel the ESA could lower minimum permit/inspection requirements (17%) OR provide more information and an easier application form (16%).
- **Allocation of Effort:** Respondents split on allocation of effort; Current ACP members prefer risk-based approach.
- **Requirement-based Inspection:** Current and prospective ACP prefer increased oversight for infractions.
- **Expansion of Inspection:** Majority (57%) think ratio-based inspections should be expanded, while 29% believe ACP should be expanded.
- **Wiring Work to be Added to ACP:** a plurality (21%) feel that commercial wiring work should be added.
- **Contribution of ACP:** Strong majority (68%) think positively of the programs impact; highest amongst current members of ACP.

# Methodology and Research Objectives:

## Research Objectives

Obtain robust and quantifiable feedback from stakeholders so we have a true picture of the perceptions of stakeholders of the program, its features, benefits and value to help determine what program improvements could be made.

## Methodology

The results of this study are from a random digit dialing telephone survey conducted by INNOVATIVE between **February 5<sup>th</sup>** and **February 26<sup>th</sup>** among Licensed Electrical Contractors, Master Electricians or those who work at an HVAC company in Ontario. In total, **900 respondents** qualified and completed the survey. Respondents qualified for the survey if they were in one of the following four groups:

	Total Sample	Expected Distribution	Actual Distribution	Unweighted n-size	Weighted n-size	Weight
Current ACP	2,376	14%	36%	323	127	0.39
Never ACP	12,270	73%	50%	454	656	1.45
Former ACP	2,181	13%	14%	123	117	0.95
Want in ACP*	*Sample group derived from the "Never ACP" sample variable			*50	*72	N/A
<b>Total</b>	<b>16,827</b>	<b>100%</b>	<b>100%</b>	<b>900</b>	<b>900</b>	<b>N/A</b>

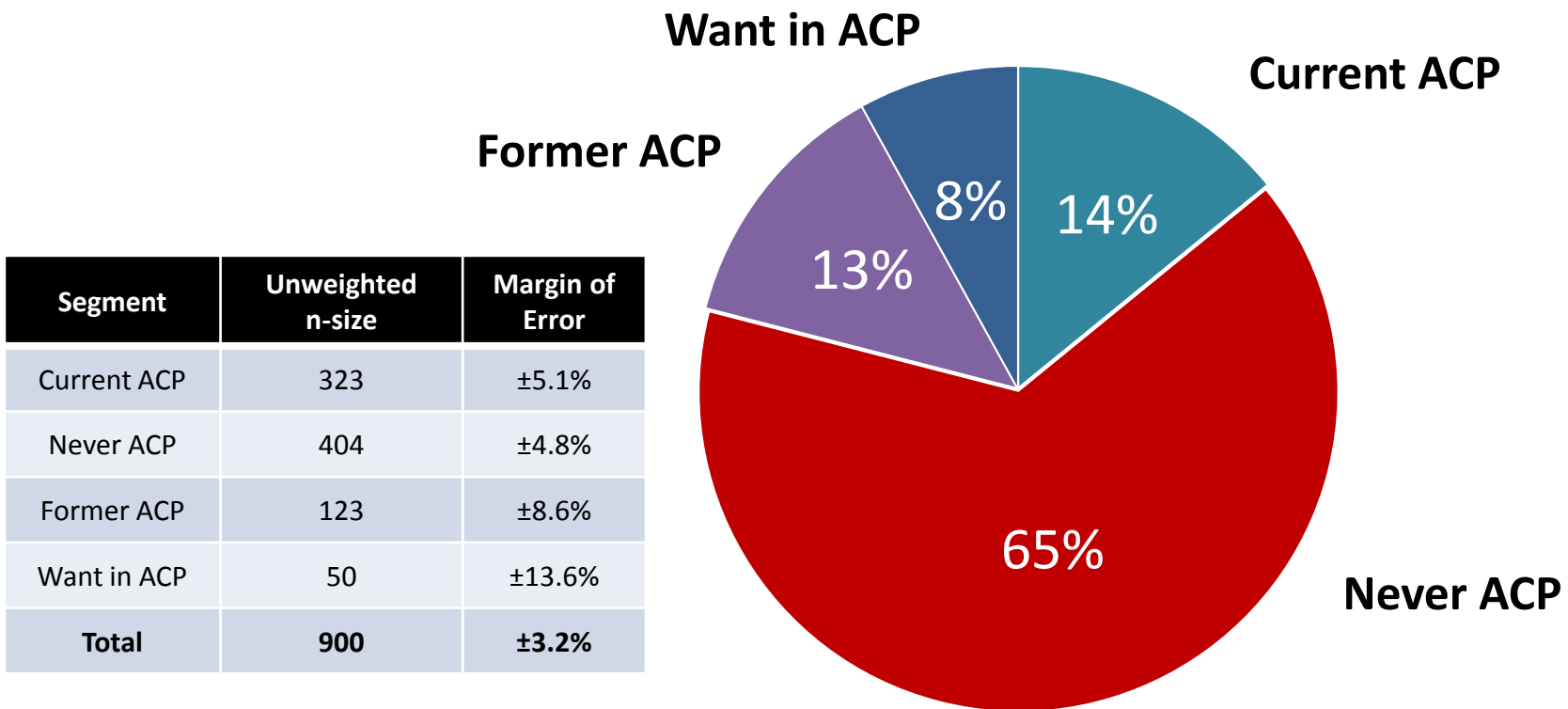
An unweighted probability sample of this size would have a margin of error of **±3.2 percentage points**, 19 times out of 20 within the "population" of electricians in Ontario.

The margin of error will be larger within each sub-grouping of the sample. **Due to small sample sizes, sub-groupings should be interpreted as directional only.**

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

# Status of ACP Membership

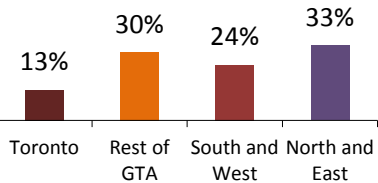
- **“Current ACP”**: contractors currently in ACP
- **“Never ACP”**: contractors who have never been in ACP
- **“Former ACP”**: contractors who were in ACP at one point, but are no longer in the program
- **“Want in ACP”**: contractors who have never been in ACP, but would like to join



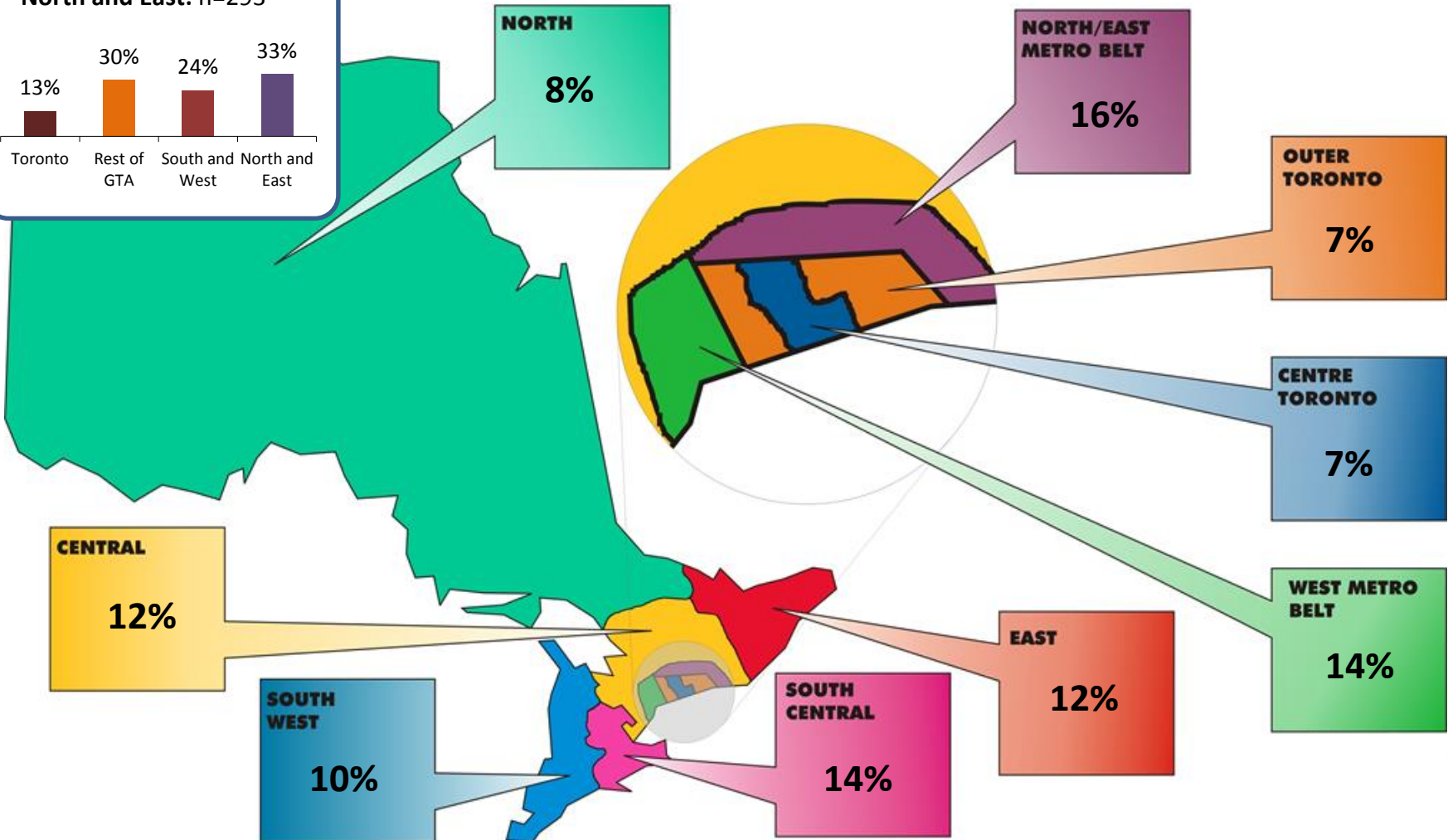
**Note:** Three initial segmentations, namely “Current ACP”, “Never ACP”, and “Former ACP”, were obtained as a sample variable. Questions on whether or not they are currently a member of ACP and whether they were ever part of the ACP were asked to verify the segmentations or to re-assign them into segments which reflect their reported status. The segment of “Never ACP” was further segmented into “Want in ACP” if they have applied to join the ACP.

# Firmographics: Respondent Profile

**Toronto:** n=121  
**Rest of GTA:** n=268  
**South and West:** n=218  
**North and East:** n=293

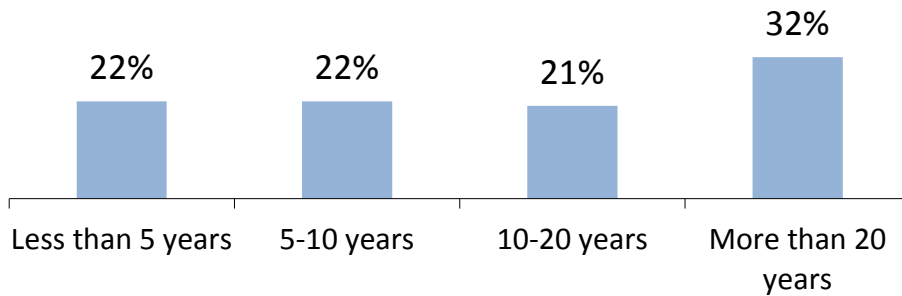


Respondents are first categorized into 9 Ontario regions based on their postal codes. To have a more meaningful analysis, the 9 regions are further combined into 4 regions: Toronto (Outer Toronto + Centre Toronto), Rest of GTA (the Metro Belts), South/West (South West + South Central), and North East (East + Central + North).



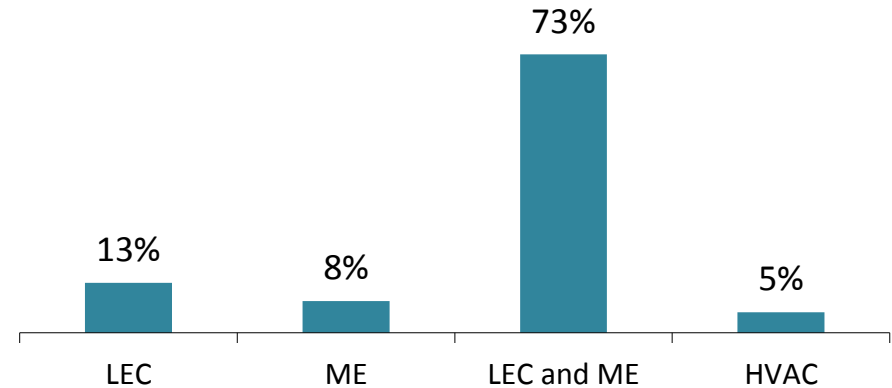
# Firmographics: Respondent Profile

## Years Worked



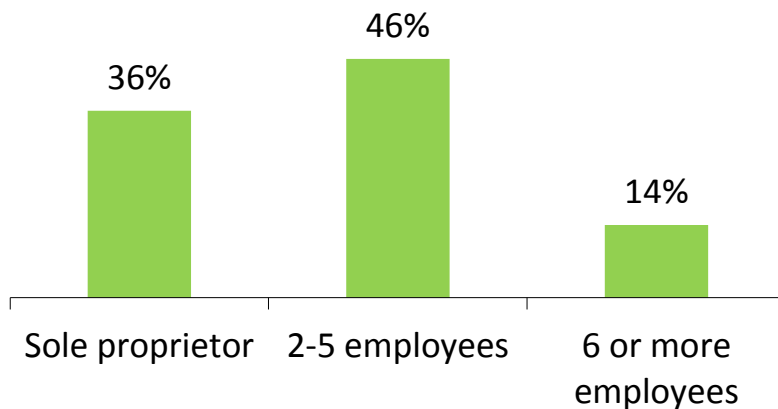
**Note:** "Don't know/Refused" (3%) not shown

## Designation



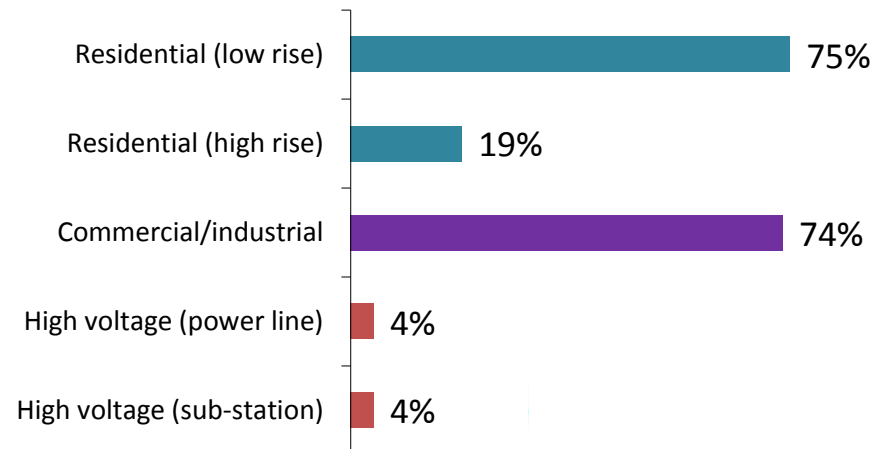
**Note:** "None" (<1%) not shown

## Organization Size (Employee Count)



**Note:** "Don't know/Refused" (4%) not shown

## Type of Electrical Work (Multiple mentions)



**Note:** "Don't know" (4%) not shown

# Basic ACP Status Composition

	Current ACP	Never ACP	Former ACP	Want in ACP	Total
<b>REGION</b>					
Toronto	9%	14%	9%	19%	<b>13%</b>
Rest of GTA	24%	33%	23%	22%	<b>30%</b>
South/West	26%	23%	24%	31%	<b>24%</b>
North/East	41%	29%	43%	28%	<b>33%</b>
<b>DESIGNATION</b>					
Licensed Electrical Contractor	16%	12%	16%	14%	<b>13%</b>
Master Electrician	12%	7%	11%	8%	<b>8%</b>
Both LEC & ME	64%	76%	64%	76%	<b>73%</b>
HVAC	7%	5%	9%	1%	<b>5%</b>





# Basic ACP Status Composition

	Current ACP	Never ACP	Former ACP	Want in ACP	Total
<b>YEARS WORKED</b>					
Less than five years	9%	28%	6%	22%	<b>22%</b>
5-10 years	17%	24%	13%	22%	<b>22%</b>
10-20 years	21%	19%	23%	31%	<b>21%</b>
More than 20 years	50%	25%	56%	24%	<b>32%</b>
<b>FIRM SIZE</b>					
Sole proprietor	15%	42%	36%	28%	<b>36%</b>
2-5 employees	57%	42%	48%	54%	<b>46%</b>
6 or more employees	26%	12%	14%	14%	<b>14%</b>



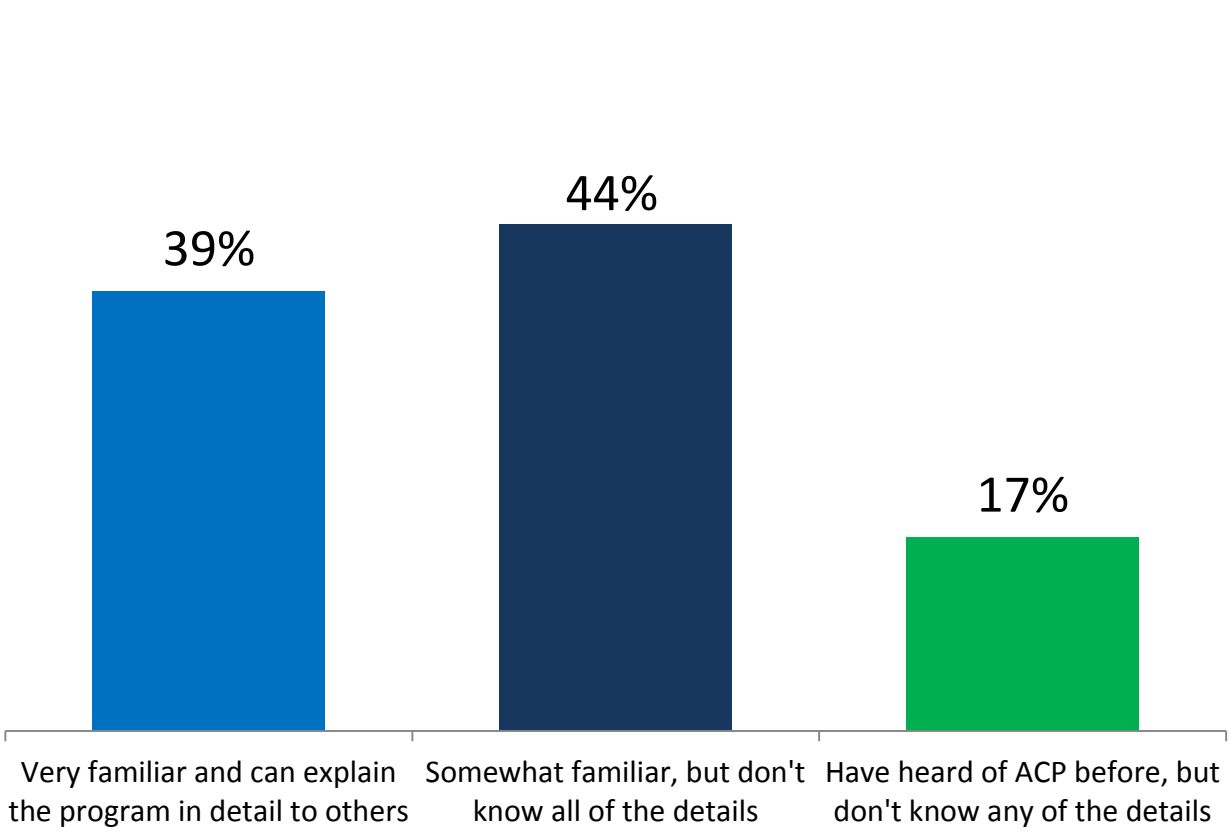
# GENERAL IMPRESSIONS OF ACP

---

# ACP Familiarity: 2-in-5 (39%) are “very familiar”; highest among Current (72%) and Former ACP (60%)

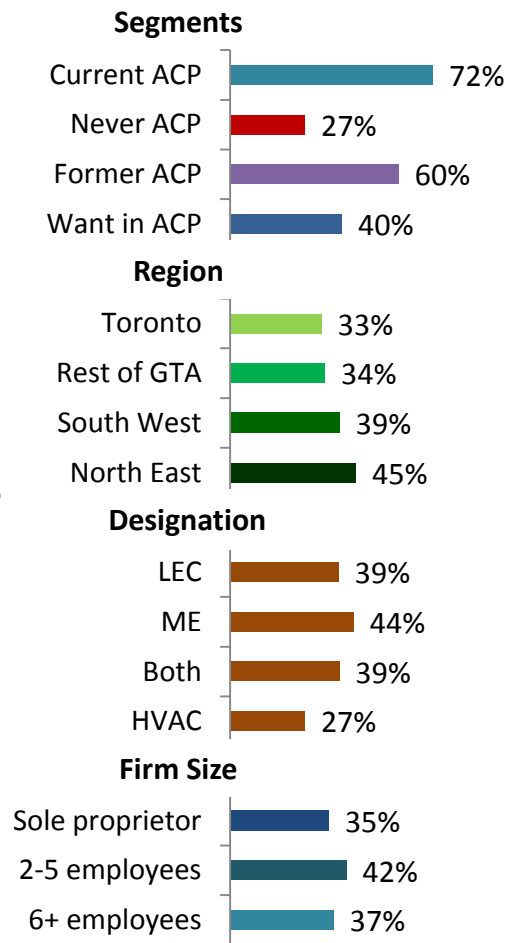


How familiar are you with the Authorized Contractor Program or “A.C.P.” as it is commonly referred to?  
[asked of all respondents]



### Segmentation ▶▶

*Respondents who say “Very Familiar”:*



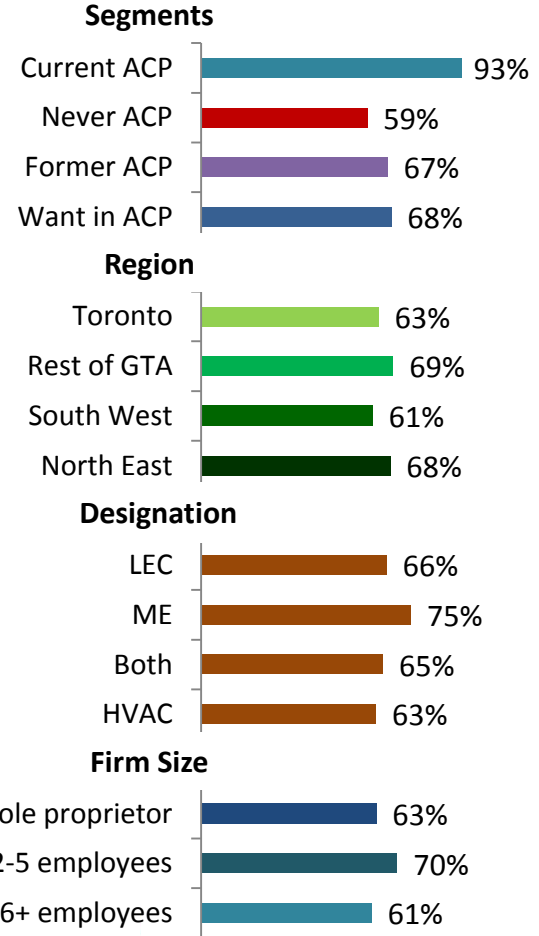
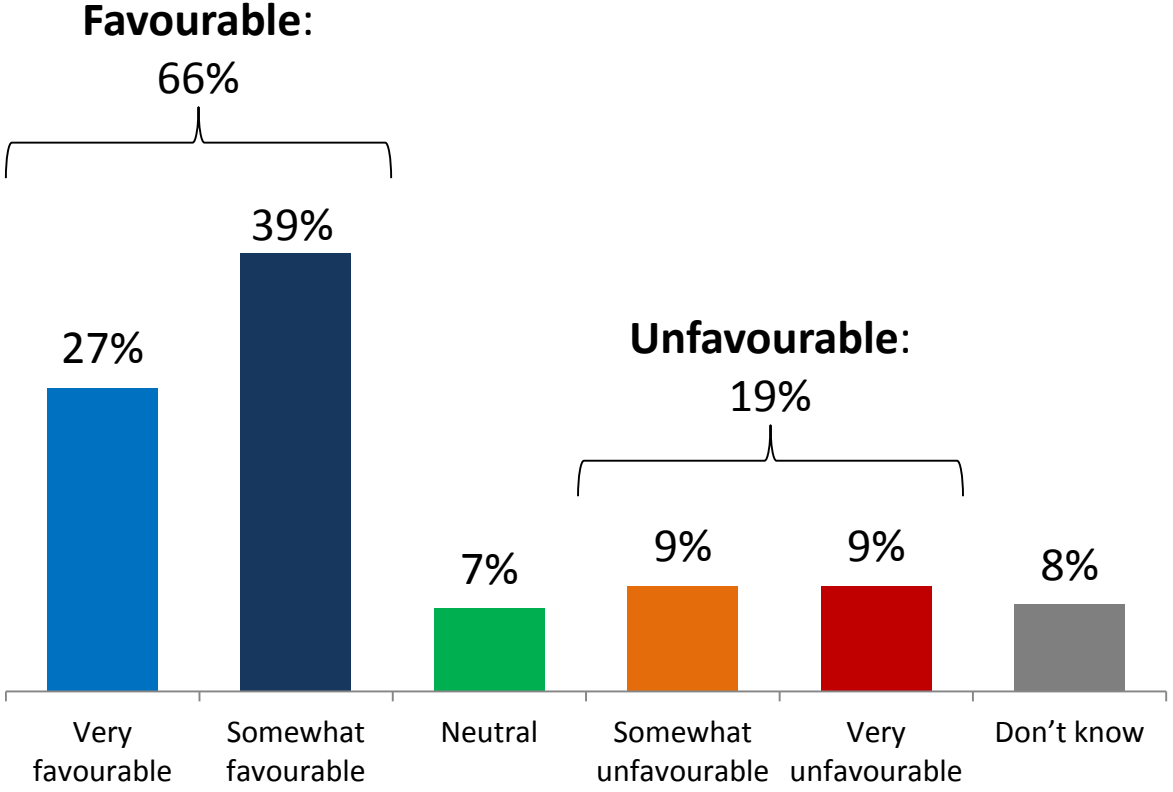
**Note:** those who had not heard of ACP were removed from the survey.

# Impression of ACP: two-thirds (66%) are favourable toward ACP; highest among Current ACP (93%)



What is your general impression of the ACP?  
[asked of all respondents]

**Segmentation** ▶▶  
*Respondents who say "Favourable":*



# Impression of ACP by Membership Status and Region:

## Current ACP strongly favourable; former least favourable



What is your general impression of the ACP?

[asked of all respondents]

Impression	Total	Status of ACP membership				Regions			
		Current ACP	Never ACP	Former ACP	Want in ACP	Toronto	Rest of GTA	South West	North East
Very favourable	27%	53%	20%	25%	38%	21%	26%	33%	26%
Somewhat favourable	39%	41%	39%	41%	30%	42%	43%	28%	42%
Neither favourable nor unfavourable	7%	3%	8%	7%	8%	9%	8%	10%	4%
Somewhat unfavourable	9%	2%	11%	10%	8%	6%	7%	13%	10%
Very unfavourable	9%	2%	10%	15%	12%	7%	8%	7%	13%
Don't know	8%	1%	11%	2%	4%	13%	9%	9%	4%

# Impression of ACP by Designation and Firm Size:

## Impression relatively consistent between designation and size



What is your general impression of the ACP?

[asked of all respondents]

Impression	Total	Designation				Firm Size		
		LEC	ME	Both	HVAC	Sole proprietor	2-5 employees	6+ employees
Very favourable	27%	27%	29%	27%	26%	26%	28%	24%
Somewhat favourable	39%	39%	46%	38%	36%	37%	42%	37%
Neither favourable nor unfavourable	7%	7%	8%	7%	5%	8%	6%	9%
Somewhat unfavourable	9%	10%	5%	10%	6%	9%	9%	13%
Very unfavourable	9%	8%	8%	10%	7%	13%	7%	5%
Don't know	8%	7%	4%	8%	17%	7%	7%	13%

# Why do you have that impression of ACP?

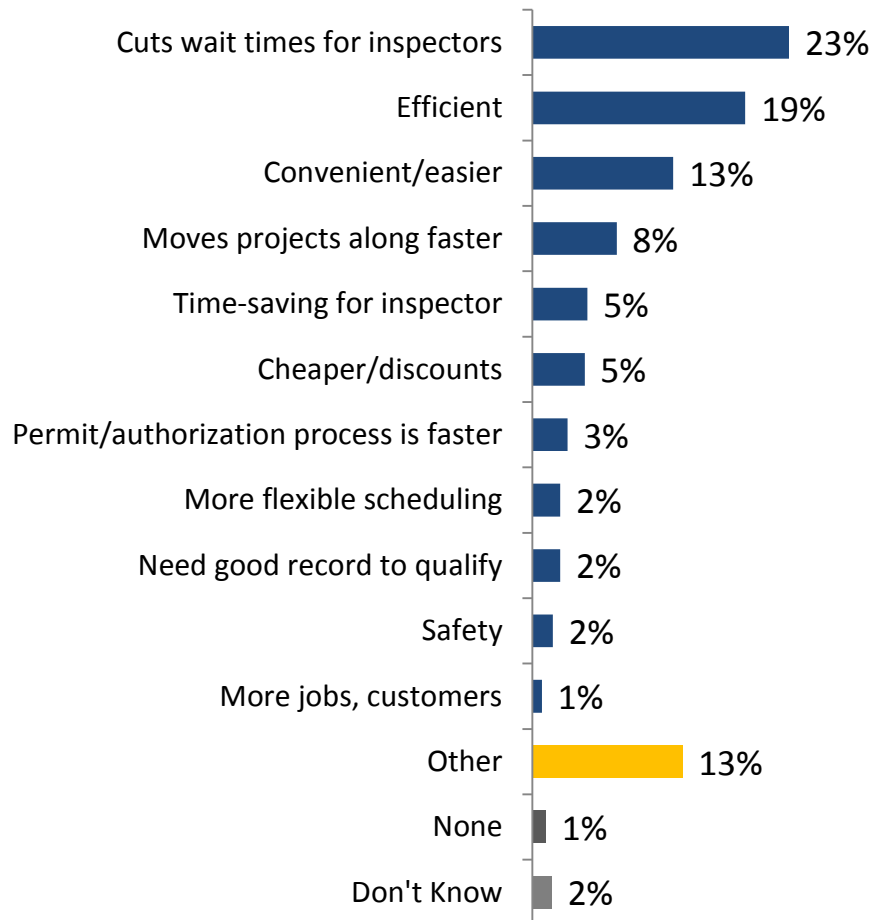


And why do you have a favourable or unfavourable impression of the ACP?

[Open-ended; Asked of those who have either a favourable or unfavourable impression of ACP, n=762]

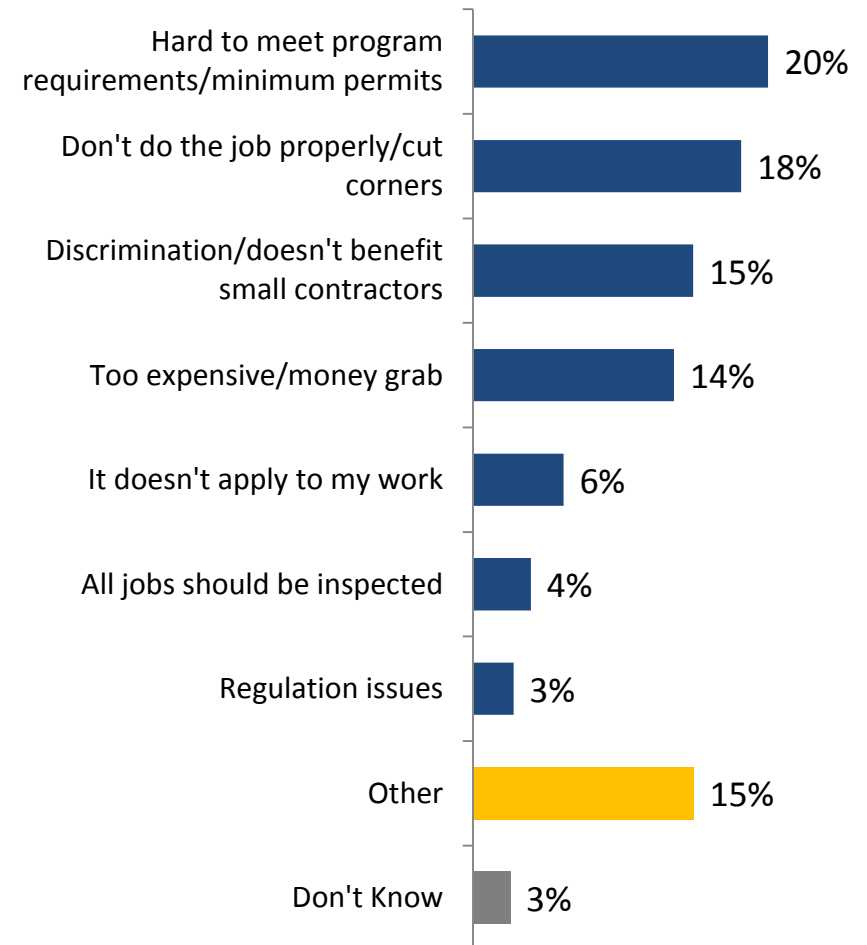
## Favourable impression of ACP

n=592



## Unfavourable impression of ACP

n=170



# Favourability by Familiarity



What is your general impression of the ACP?

[asked of all respondents]

## Familiarity with ACP

		Very familiar and can explain the program in detail to others	Somewhat familiar, but don't know all of the details	Have heard of ACP before, but don't know any of the details	Total
Impression of ACP	Very favourable	38%	22%	14%	27%
	Somewhat favourable	31%	46%	37%	39%
	Neither favourable nor unfavourable	7%	8%	8%	7%
	Somewhat unfavourable	7%	12%	8%	9%
	Very unfavourable	14%	7%	5%	9%
	Don't know	2%	5%	27%	8%

69%

69%

52%

22%

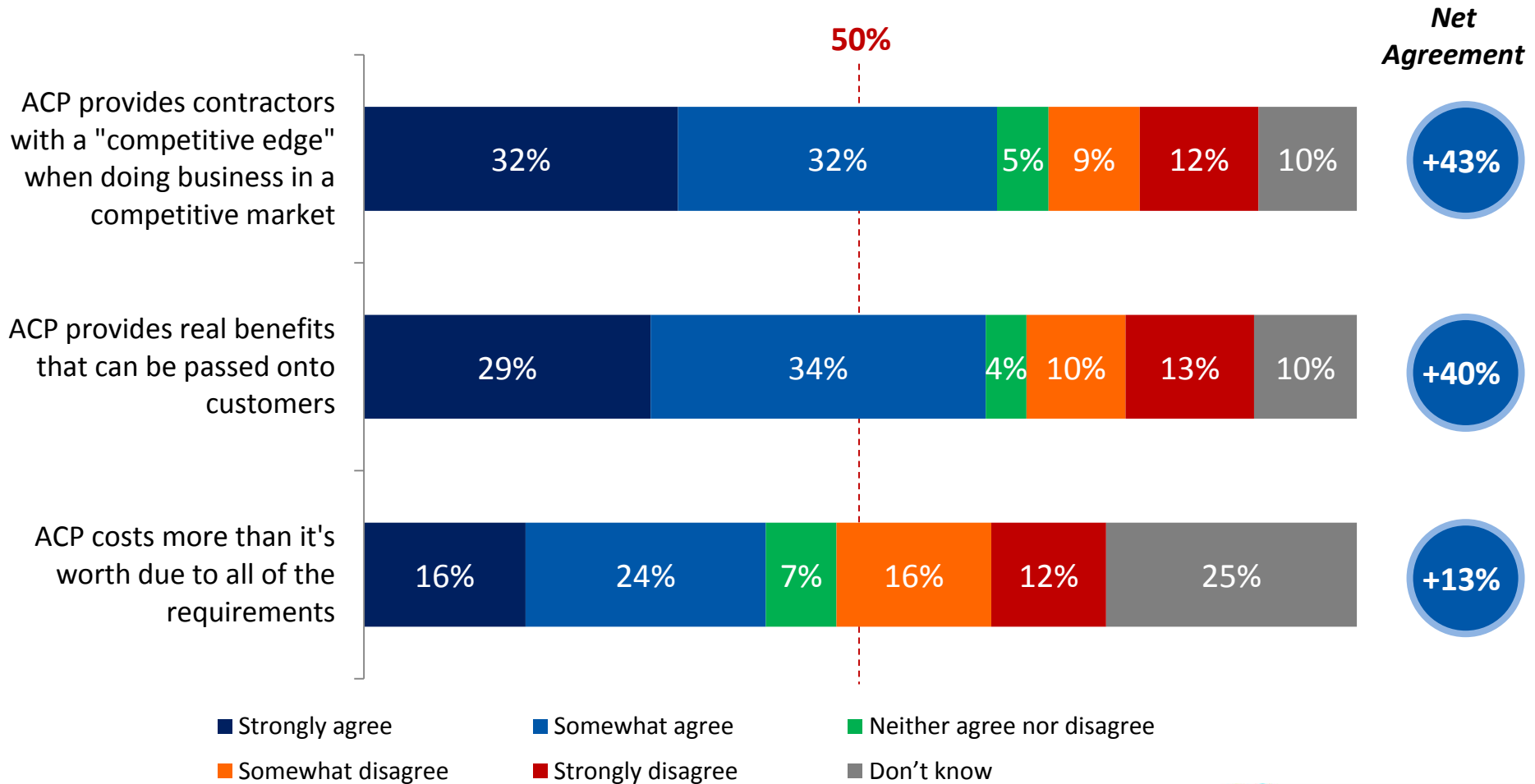
19%

13%



# General Values: strong agreement that ACP provides competitive edge and real benefits for customers

**Q** I'd now like to get your thoughts on the ACP... For each of the following statements, please tell me whether you agree or disagree?  
 [asked of all respondents]



**Note:** Net agreement is calculated by % agree minus % disagree.

# General Values by Membership and Region: Current ACP are <sup>18</sup> skeptical of ACP's cost, despite other positive perceptions



I'd now like to get your thoughts on the ACP... For each of the following statements, please tell me whether you agree or disagree?  
 [Asked of all respondents]

Net agreement	Total	Status of ACP membership				Regions			
		Current ACP	Never ACP	Former ACP	Want in ACP	Toronto	Rest of GTA	South West	North East
ACP provides contractors with a "competitive edge" when doing business in a competitive market	+43%	+61%	+43%	+21%	+44%	+33%	+43%	+45%	+44%
ACP provides real benefits that can be passed onto customers	+40%	+64%	+33%	+37%	+50%	+33%	+42%	+43%	+38%
ACP costs more than it's worth due to all of the requirements	+13%	-17%	+19%	+22%	+8%	+24%	+21%	+1%	+11%

# General Values by Designation and Firm Size: HVAC are less positive on ACP's provision of an edge and benefits



I'd now like to get your thoughts on the ACP... For each of the following statements, please tell me whether you agree or disagree?

[Asked of all respondents]

Net agreement	Total	Designation				Firm Size		
		LEC	ME	Both	HVAC	Sole proprietor	2-5 employees	6+ employees
ACP provides contractors with a "competitive edge" when doing business in a competitive market	<b>+43%</b>	+42%	+55%	+44%	+3%	+42%	+46%	+34%
ACP provides real benefits that can be passed onto customers	<b>+40%</b>	+45%	+36%	+41%	+19%	+43%	+38%	+42%
ACP costs more than it's worth due to all of the requirements	<b>+13%</b>	+18%	+7%	+13%	+19%	+18%	+10%	+14%

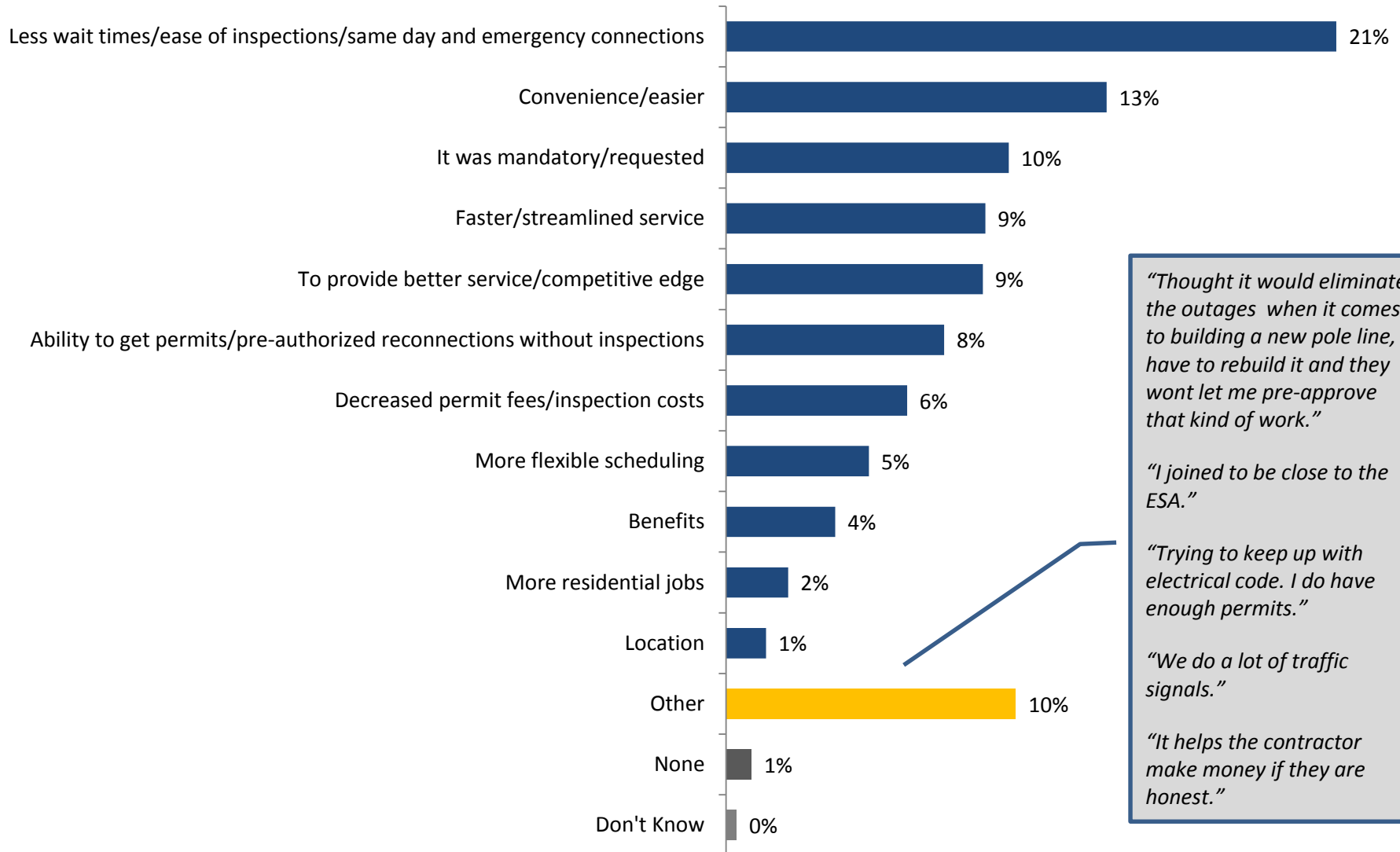
# REASONS FOR JOINING

---

# Primary Reasons for Joining: Less wait times and overall convenience seen to be primary reasons for joining ACP

**Q** What was the primary reason for joining or wanting to join the ACP?

[Open-ended; asked only if respondents are segmented as "Current ACP", "Want in ACP", and "Former ACP"; n=320]



*"Thought it would eliminate the outages when it comes to building a new pole line, I have to rebuild it and they wont let me pre-approve that kind of work."*

*"I joined to be close to the ESA."*

*"Trying to keep up with electrical code. I do have enough permits."*

*"We do a lot of traffic signals."*

*"It helps the contractor make money if they are honest."*

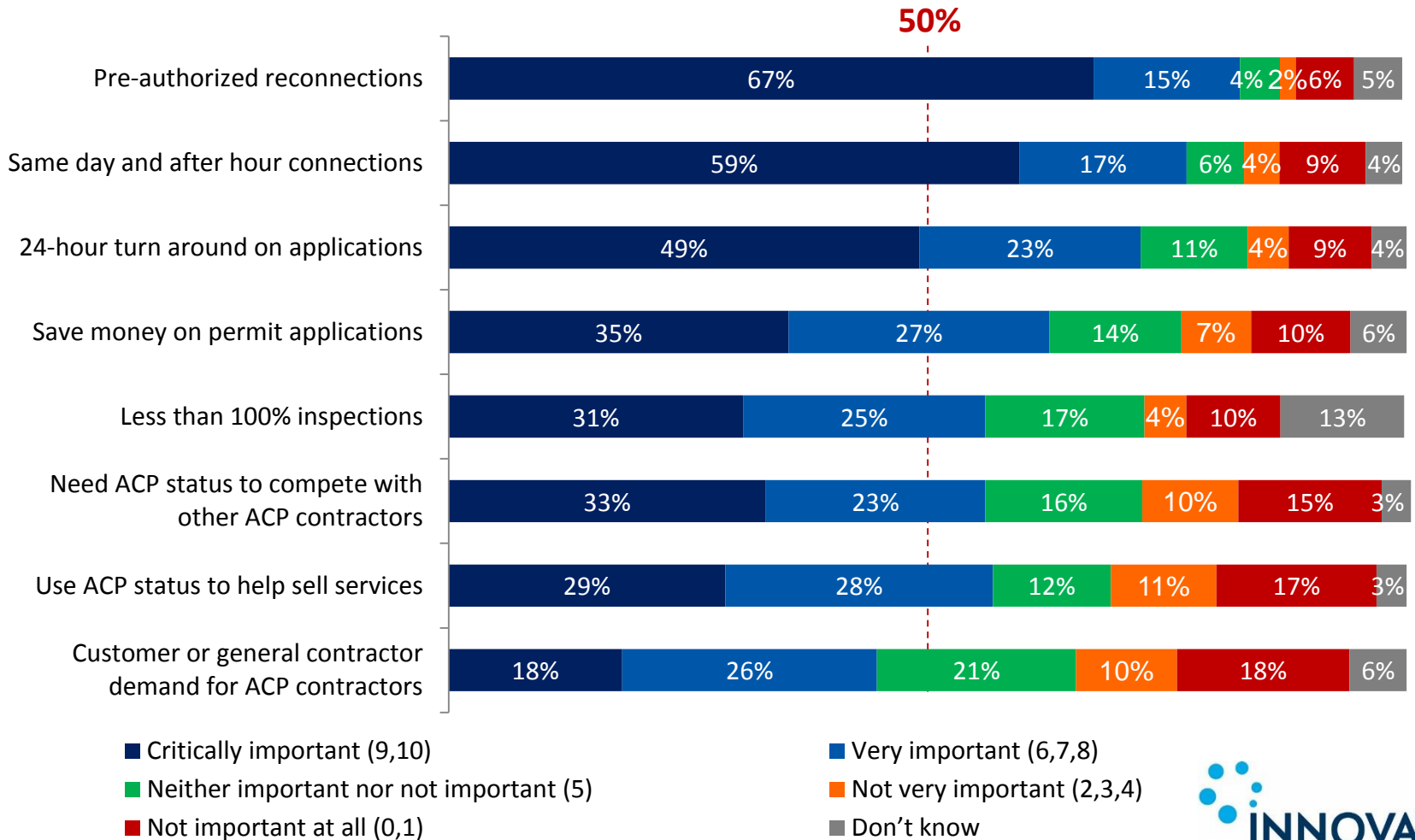
**Note:** "Refused/Bad respondents/None" not shown

# Reasons for Joining ACP: pre-authorized reconnections; same day and after hour connections most important

**Q** For each of the following potential reasons for joining ACP, please tell me how important they were to you in making your decision to apply to ACP.

Please use a scale between 0 and 10, where 0 mean “not important at all” and 10 mean “critically important”.

[asked of “Current ACP”, “Want in ACP”, and “Former ACP” segments only; n=317]



Note: “Refused” not shown.



# Means of Reason by Membership and Region: Current ACP<sup>3</sup> more likely to rate measured reasons higher than average



For each of the following potential reasons for joining ACP, please tell me how important they were to you in making your decision to apply to ACP. [asked of “Current ACP”, “Want in ACP”, and “Former ACP” segments only; n=317]

Means	Total	Status of ACP membership			Regions			
		Current ACP	Former ACP	Want in ACP	Toronto	Rest of GTA	South West	North East
Pre-authorized reconnections	8.5	9.0	8.0	8.4	8.6	8.5	8.7	8.3
Same day and after hour connections	8.0	8.5	7.1	8.2	8.3	7.9	8.1	7.8
Twenty four-hour turn around on applications	7.5	8.3	6.7	7.5	7.4	7.5	7.8	7.4
Save money on permit applications	6.8	7.6	6.1	6.5	6.4	6.9	7.0	6.7
Less than 100% inspections	6.8	7.3	6.0	7.1	7.0	7.1	6.9	6.5
Need ACP status to compete with other ACP contractors	6.2	6.8	5.2	7.1	6.3	5.6	6.4	6.5
Use ACP status to help sell services	6.0	6.6	5.0	6.7	6.7	5.8	6.2	5.8
Customer or general contractor demand for ACP contractors	5.4	6.1	4.5	5.5	5.3	5.4	5.8	5.1

# Means of Reason by Designation and Firm Size: HVAC

## most likely to rate measured reasons lower than average



For each of the following potential reasons for joining ACP, please tell me how important they were to you in making your decision to apply to ACP. [asked of “Current ACP”, “Want in ACP”, and “Former ACP” segments only; n=317]

Means	Total	Designation				Firm Size		
		LEC	ME	Both	HVAC	Sole proprietor	2-5 employees	6+ employees
Pre-authorized reconnections	<b>8.5</b>	8.7	9.0	8.8	4.4	8.9	8.4	8.3
Same day and after hour connections	<b>8.0</b>	8.2	8.1	8.2	4.5	8.1	7.9	7.8
Twenty four-hour turn around on applications	<b>7.5</b>	7.8	7.8	7.6	5.6	7.6	7.3	7.6
Save money on permit applications	<b>6.8</b>	6.7	6.5	6.8	7.4	7.2	6.5	6.8
Less than 100% inspections	<b>6.8</b>	6.4	7.1	6.9	6.5	6.9	6.8	6.4
Need ACP status to compete with other ACP contractors	<b>6.2</b>	6.5	6.9	6.3	4.6	6.4	6.1	6.1
Use ACP status to help sell services	<b>6.0</b>	5.5	6.3	6.2	4.9	6.1	5.9	6.0
Customer or general contractor demand for ACP contractors	<b>5.4</b>	4.9	5.7	5.5	5.1	5.1	5.5	5.2

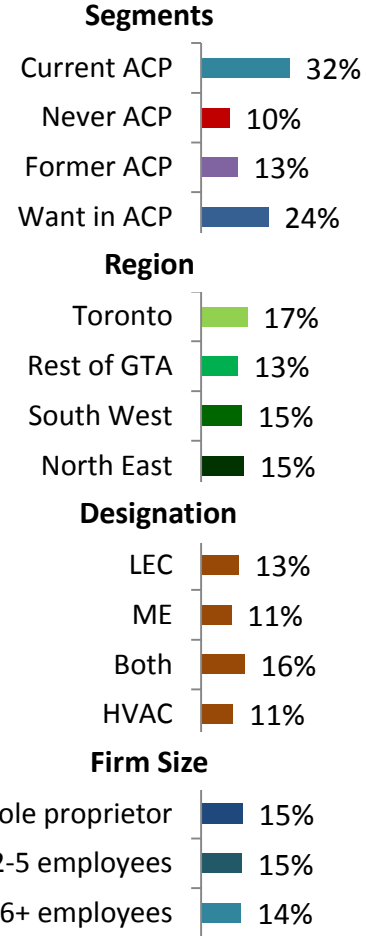
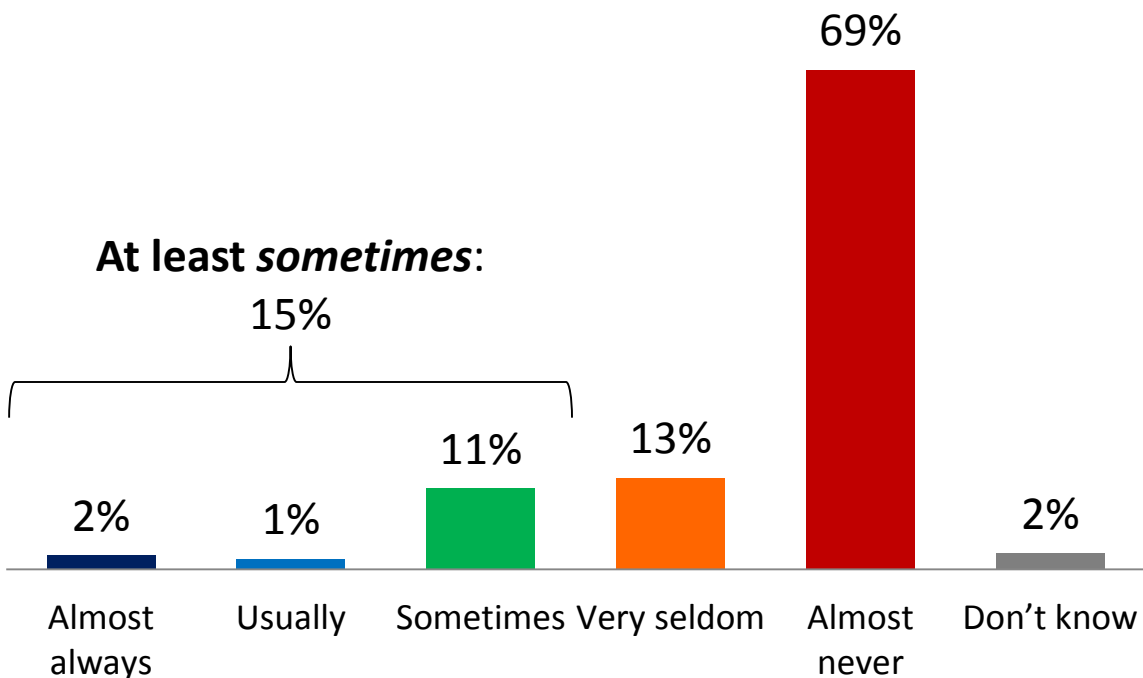


# Asked about ACP Upon Hiring: 15% are being asked about the ACP; highest among current ACP



Does the person who hires you ever ask if you participate in ACP?  
Would you say ...  
[asked of all respondents]


**Segmentation** ▶▶  
*Respondents who say "At least sometimes":*



Note: "Refused" not shown.

# Asked about ACP Upon Hiring by Membership and Region: <sup>26</sup>

## “Never ACP” are almost never asked about participation

 Does the person who hires you ever ask if you participate in ACP? Would you say ...  
[asked of all respondents]

Impression	Total	Status of ACP membership				Regions			
		Current ACP	Never ACP	Former ACP	Want in ACP	Toronto	Rest of GTA	South West	North East
Almost always	2%	8%	0%	2%	2%	1%	3%	2%	1%
Usually	1%	5%	1%	0%	0%	1%	0%	3%	2%
Sometimes	11%	19%	8%	11%	22%	14%	10%	10%	12%
Very seldom	13%	20%	9%	17%	20%	11%	14%	11%	13%
Almost never	69%	47%	77%	66%	52%	68%	71%	69%	68%
Don't know	2%	2%	2%	2%	2%	3%	1%	4%	2%

Note: “Refused” not shown.

# Asked about ACP Upon Hiring by Designation and Firm Size:<sup>27</sup>

## Limited variation based on designation or firm size

**Q** Does the person who hires you ever ask if you participate in ACP? Would you say ...  
 [asked of all respondents]

Impression	Total	Designation				Firm Size		
		LEC	ME	Both	HVAC	Sole proprietor	2-5 employees	6+ employees
Almost always	2%	4%	1%	1%	10%	1%	2%	3%
Usually	1%	1%	1%	2%	1%	1%	2%	1%
Sometimes	11%	9%	9%	13%	1%	12%	11%	10%
Very seldom	13%	14%	11%	13%	10%	10%	16%	14%
Almost never	69%	68%	72%	69%	72%	72%	67%	69%
Don't know	2%	4%	2%	2%	6%	2%	1%	2%

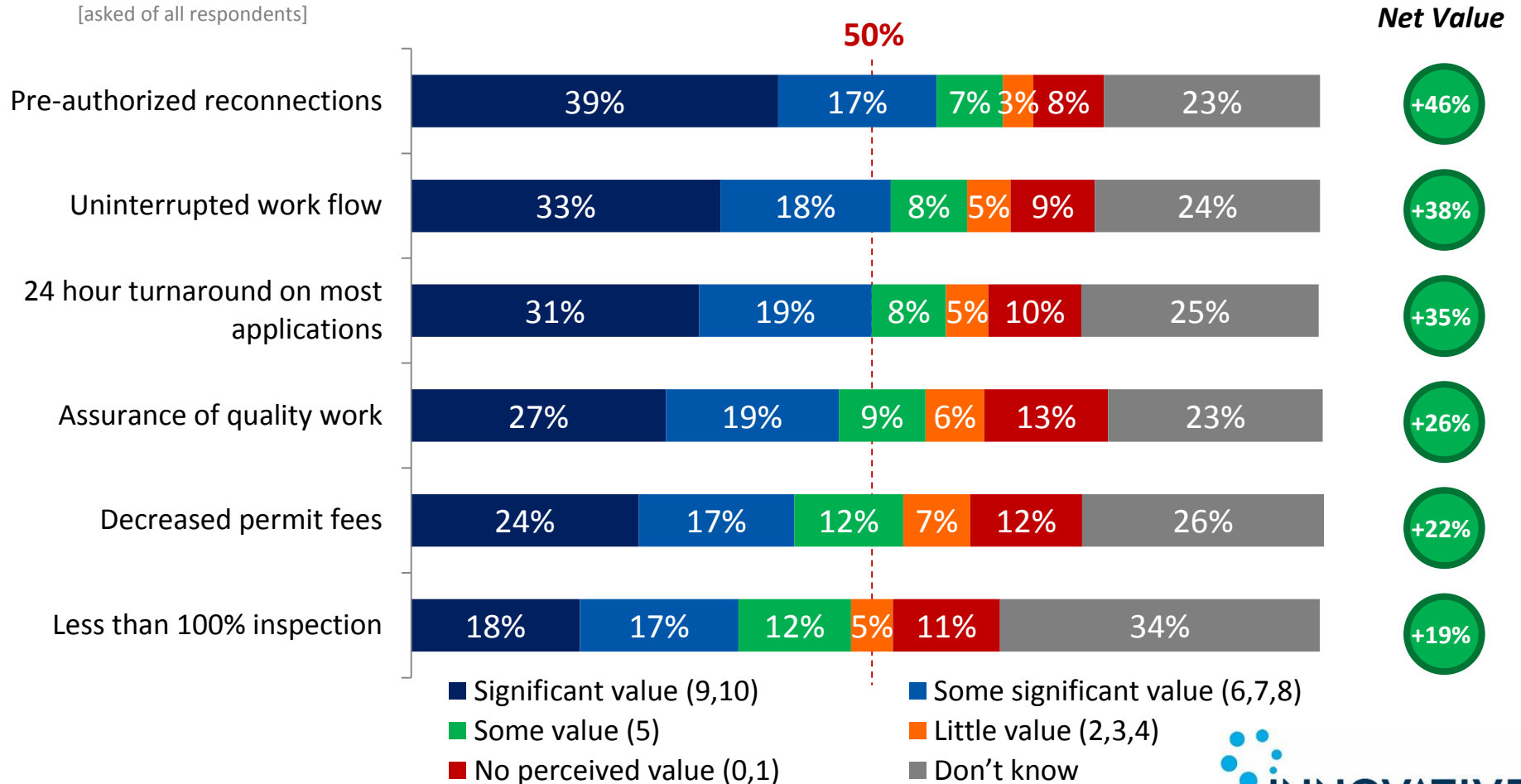
Note: "Refused" not shown.

# Customer Value: Pre-authorized reconnections and reduced interruptions seen to add most customer value<sup>28</sup>

**Q** Thinking about those who ask about your ACP status, how much value do you think they place on the following aspects of the program?

Please answer using a scale between 0 and 10, where 0 mean “no perceived value” and 10 mean “significant value”.

[asked of all respondents]



# Means of Value by Membership and Region : Current ACP <sup>29</sup>

## most likely to value ACP highly, Former ACP least likely



Thinking about those who ask about your ACP status, how much value do you think they place on the following aspects of the program?

Please answer using a scale between 0 and 10, where 0 mean “no perceived value” and 10 mean “significant value”.

Means	Total	Status of ACP membership				Regions			
		Current ACP	Never ACP	Former ACP	Want in ACP	Toronto	Rest of GTA	South West	North East
Pre-authorized reconnections	7.5	8.4	7.4	7.0	7.8	7.7	7.5	7.7	7.3
Uninterrupted work flow	7.1	8.2	6.8	6.4	7.8	6.9	7.3	7.1	6.9
24 hour turnaround on most applications	6.9	7.9	6.7	5.9	7.7	6.3	7.2	6.9	6.7
Assurance of quality work	6.3	7.9	5.9	5.9	6.6	6.0	6.5	6.2	6.2
Decreased permit fees	6.2	7.0	6.0	5.4	6.6	6.4	6.1	6.4	5.9
Less than 100% inspection	5.9	6.9	5.8	5.1	6.3	6.6	6.1	6.1	5.4

# Means of Value by Designation and Firm Size: ME most likely to value ACP highly, except on quality assurance

Q

Thinking about those who ask about your ACP status, how much value do you think they place on the following aspects of the program?

Please answer using a scale between 0 and 10, where 0 mean “no perceived value” and 10 mean “significant value”.

Means	Total	Designation				Firm Size		
		LEC	ME	Both	HVAC	Sole proprietor	2-5 employees	6+ employees
Pre-authorized reconnections	7.5	7.0	8.8	7.7	4.9	7.7	7.8	6.4
Uninterrupted work flow	7.1	6.7	7.9	7.1	5.8	6.9	7.4	6.6
24 hour turnaround on most applications	6.9	6.3	7.7	6.9	6.1	6.7	7.1	6.7
Assurance of quality work	6.3	6.4	6.2	6.2	6.8	6.1	6.5	6.2
Decreased permit fees	6.2	5.8	6.5	6.1	7.2	6.0	6.5	5.9
Less than 100% inspection	5.9	5.8	6.8	6.0	4.7	5.9	6.1	5.5

# Current ACP - Making ACP Status Known to Others: three-quarters make others aware of their ACP status

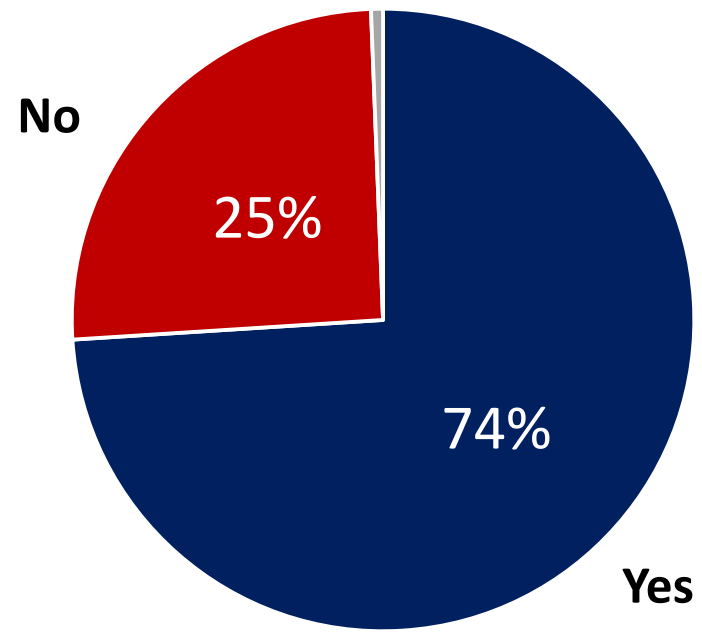


Do you currently make others aware of your ACP status?

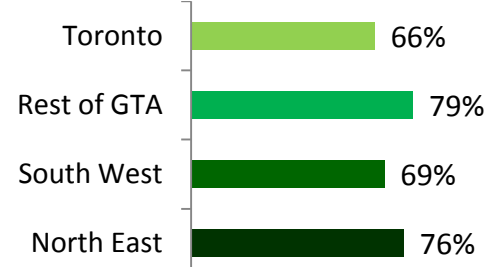
[asked of "Current ACP" segment only; n=127]

Segmentation ▶▶

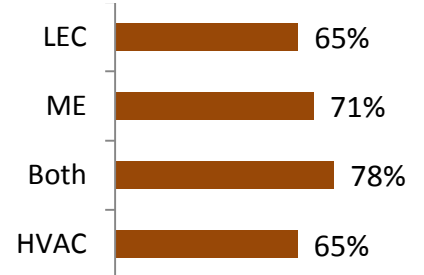
Respondents who say "Yes":



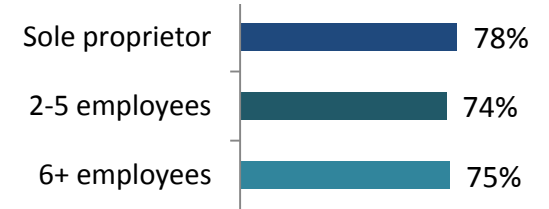
### Region



### Designation



### Firm Size

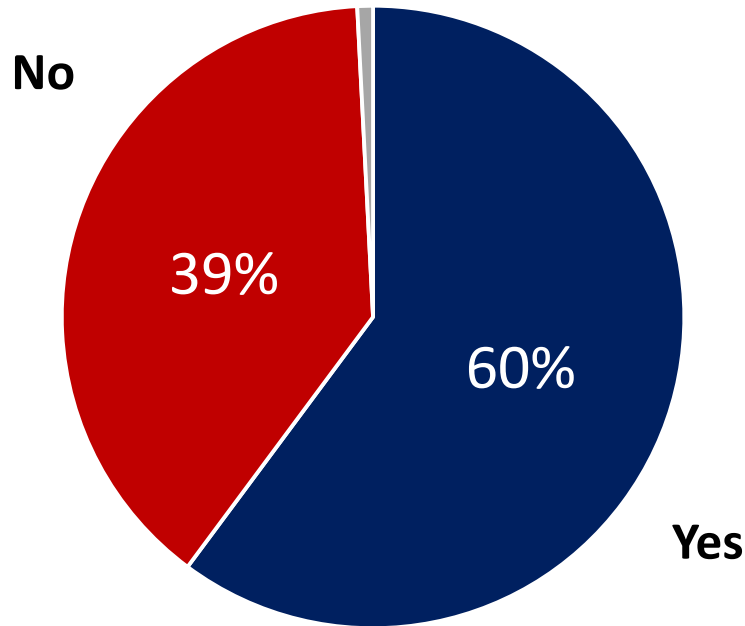


Note: "Don't know" (1%)

# Former ACP - Making ACP Status Known to Others: More than half (60%) make status known to others

**Q** Did you make others aware of your ACP status when you were part of the program?

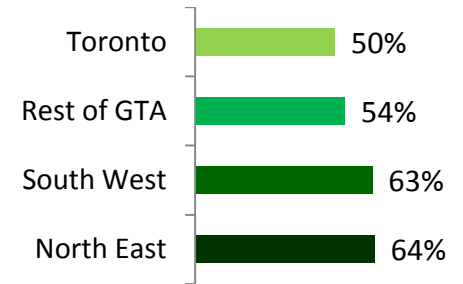
[asked of "Former ACP" segment only; n=117]



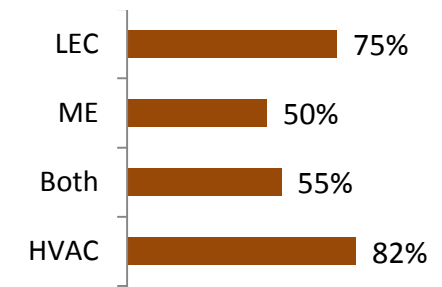
## Segmentation ►►

*Respondents who say "Yes":*

### Region



### Designation



### Firm Size



**Note:** "Don't know" (1%)



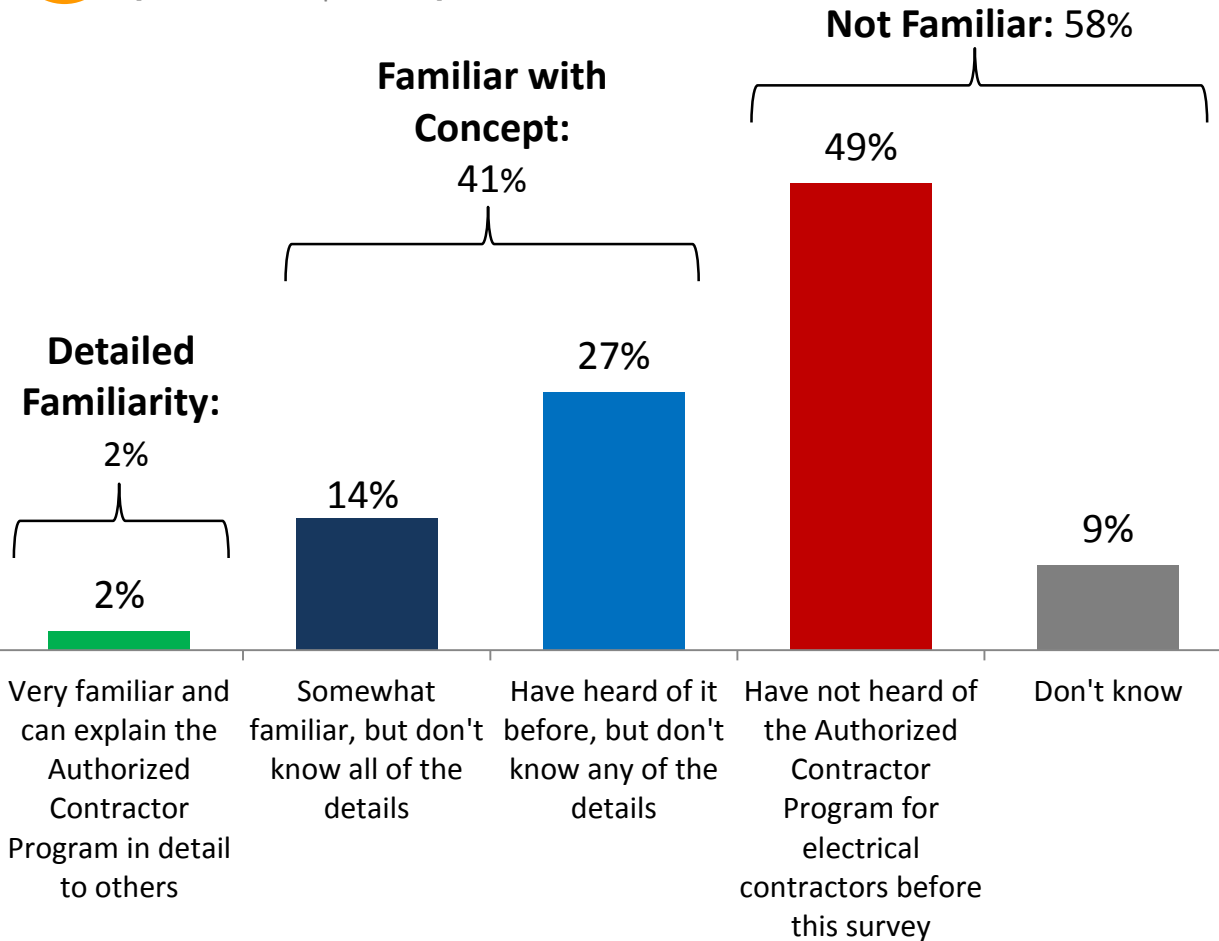
# December 2015 B2B Sector Compliance:

## Majority of Ontario-based facility managers are not familiar



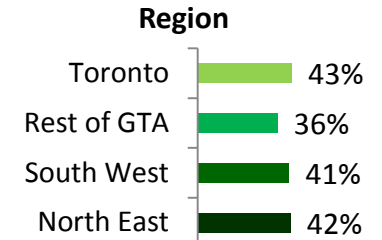
How familiar are you with the **Authorized Contractor Program** for electrical contractors in Ontario?

[Asked of all respondents]

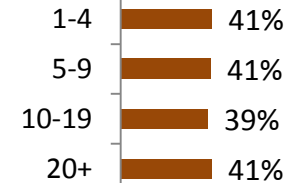


### Segmentation ▶▶

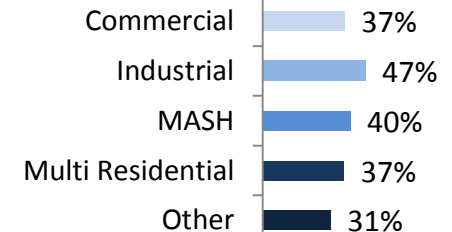
Respondents who say "familiar with concept":



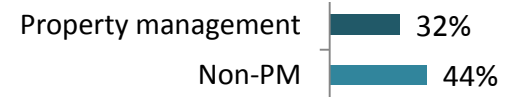
### Company Size



### Sector Classification



### Core Business



From December 2015 study amongst managers who oversee electrical work at Ontario-based facilities, n=350

# December 2015 B2B Sector Compliance:

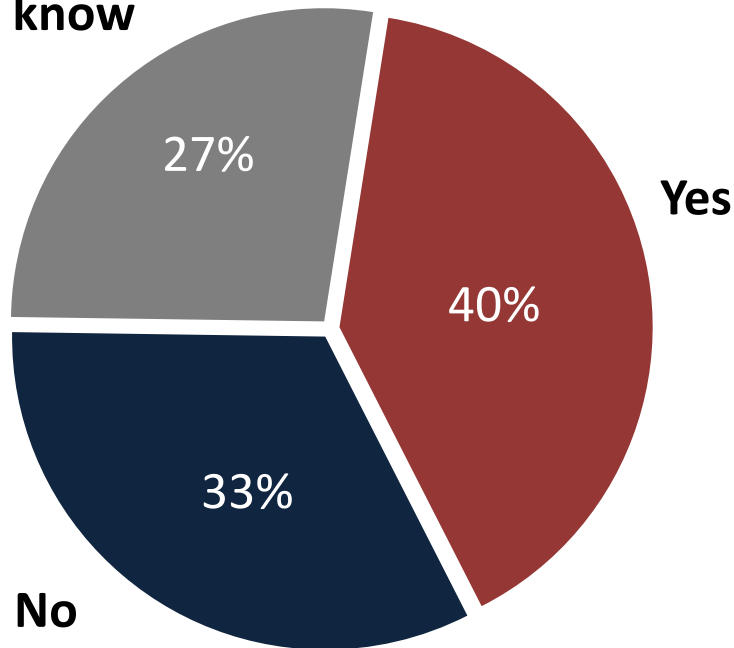
## 2-in-5 who heard of program have hired member of ACP



Have you ever hired an electrical contractor who was a member of the Authorized Contractor Program?

[Asked of those who are familiar with the Authorized Contractor Program, n=55]

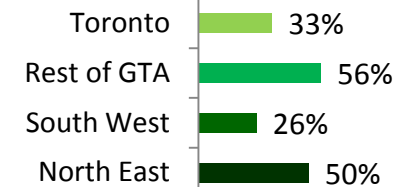
Don't know



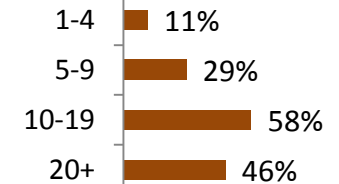
Segmentation ▶▶

Respondents who say "yes":

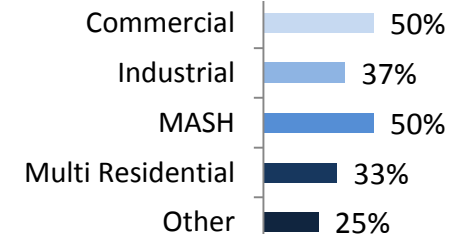
Region



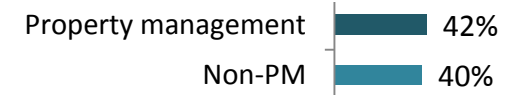
Company Size



Sector Classification



Core Business



From December 2015 study amongst managers who oversee electrical work at Ontario-based facilities, n=350

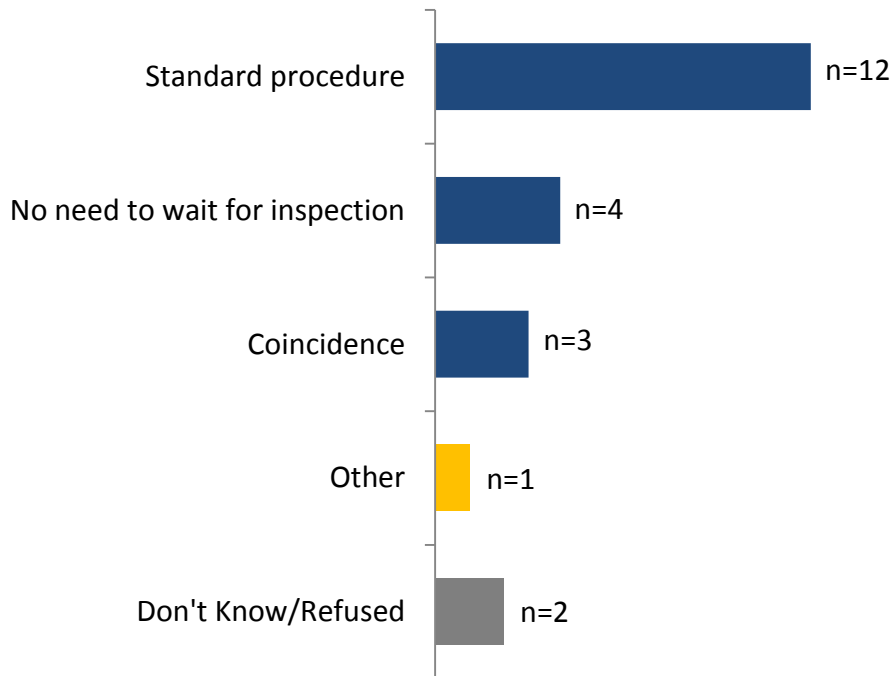
# December 2015 B2B Sector Compliance:

## Standard procedure most likely reason for hiring ACP



What was the reason you hired an electrical contractor who was a member of the Authorized Contractor Program?

[Open-ended; Asked of those who have hired a member of the Authorized Contractor Program, n=22]



**Note:** Small sample size (n=22)

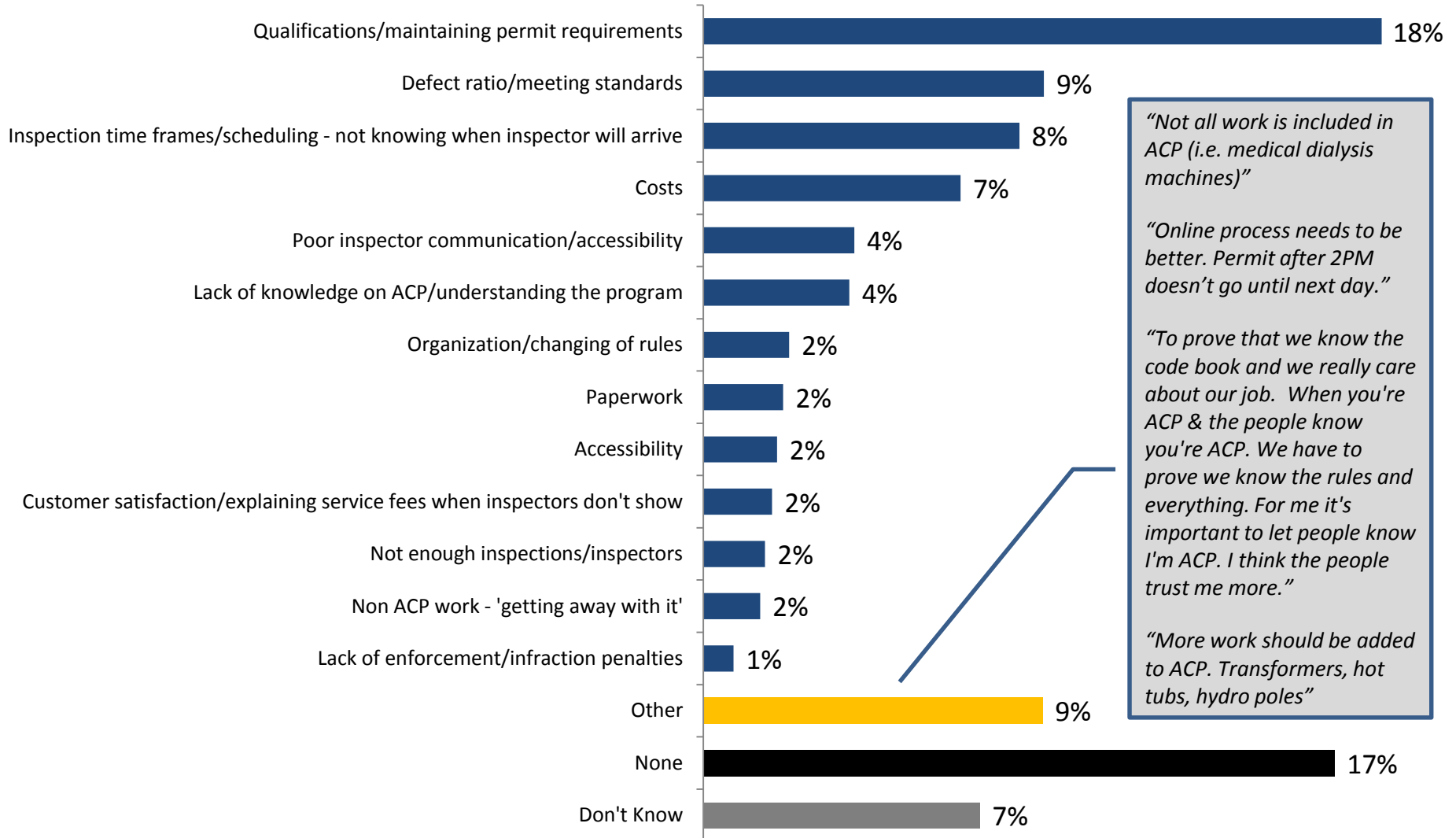
### Key Verbatims

- *He's done all the electrical work for ever and everybody in town knows him.*
- *That contractor is same one we've been using since before we opened - for 22 years.*
- *I needed electrical work and he just so happened to be part of this designation.*
- *Just an extra and not part of decision making process.*
- *Because then I don't have to wait for an inspection.*
- *Most of the work we have done is emergency, we don't have time to wait for inspector.*
- *No problem with the government.*
- *We needed to get a job done quickly.*
- *Big capital project jobs needed a bit more help.*

From December 2015 study amongst managers who oversee electrical work at Ontario-based facilities, **n=350**

# Perceived ACP Shortcomings : Program requirements seen to be most significant challenge with ACP

**Q** What do you see as the most significant challenge associated with the ACP?  
 [Open-ended; asked of "Current ACP" and "Former ACP" segments only; n=244]



*"Not all work is included in ACP (i.e. medical dialysis machines)"*

*"Online process needs to be better. Permit after 2PM doesn't go until next day."*

*"To prove that we know the code book and we really care about our job. When you're ACP & the people know you're ACP. We have to prove we know the rules and everything. For me it's important to let people know I'm ACP. I think the people trust me more."*

*"More work should be added to ACP. Transformers, hot tubs, hydro poles"*

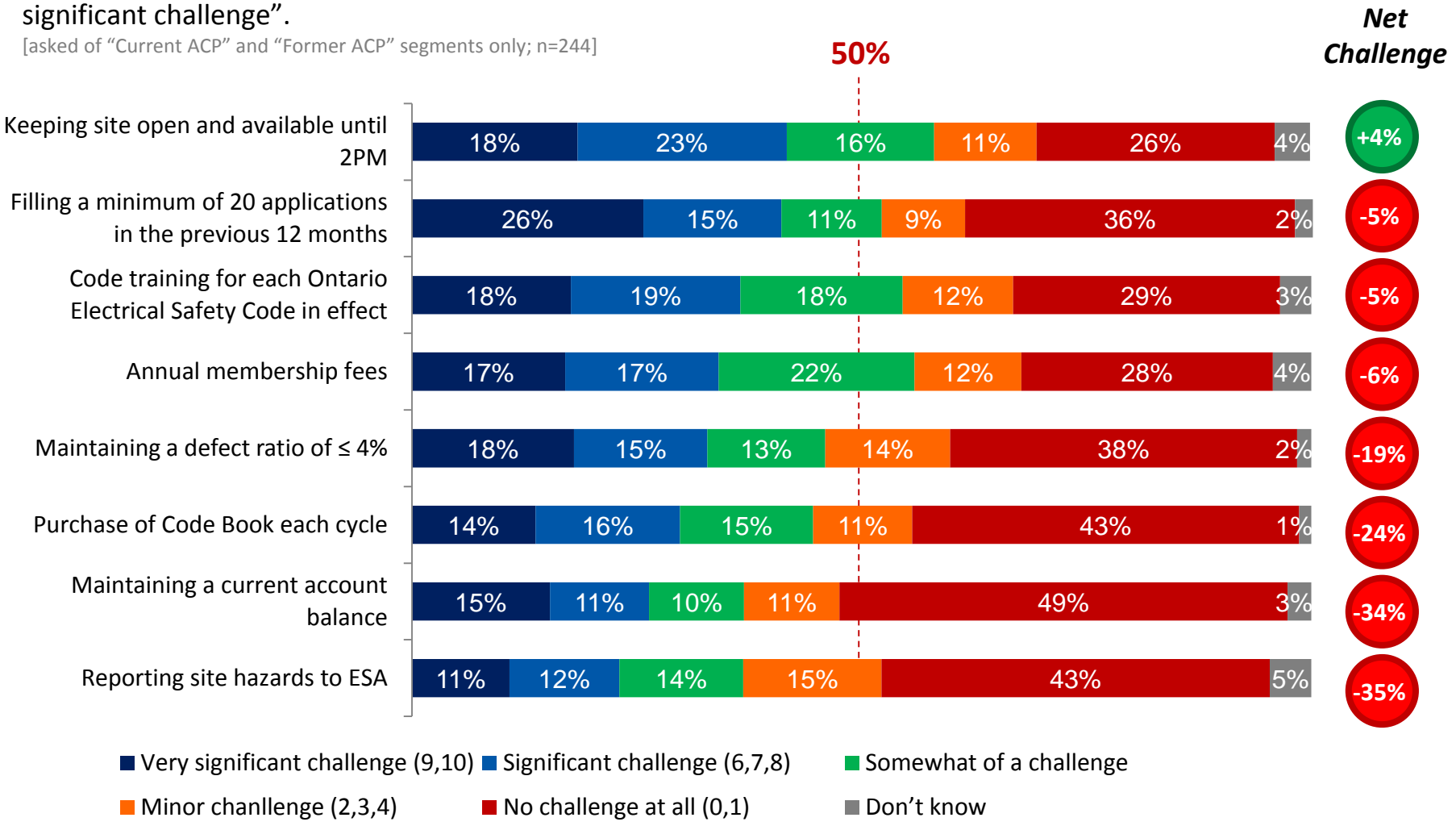
**Note:** "Refused/Bad respondents" not shown

# Perceived ACP Shortcomings : keeping site available, filling at least 20 application, and code training most challenging

**Q** I'd now like to ask you a few questions about the ACP's features. For each of the following, please tell me how significant a challenge it is for you or your business.

Again, please response using a scale from 0 to 10, where 0 means "no challenge at all" and 10 means "very significant challenge".

[asked of "Current ACP" and "Former ACP" segments only; n=244]



Note: "Refused" not shown.

# Means of Shortcoming by Membership and Region: SW

## more likely to perceive measured features as challenging



I'd now like to ask you a few questions about the ACP's features. For each of the following, please tell me how significant a challenge it is for you or your business. Again, please response using a scale from 0 to 10, where 0 means "no challenge at all" and 10 means "very significant challenge".

Means	Total	Status of ACP membership		Regions			
		Current ACP	Former ACP	Toronto	Rest of GTA	South West	North East
Keeping site open and available until 2PM	<b>4.8</b>	4.9	4.7	4.1	4.9	5.0	4.8
Filling a minimum of 20 applications in the previous 12 months	<b>4.6</b>	3.6	5.6	5.4	4.7	4.9	4.2
Code training for each Ontario Electrical Safety Code in effect	<b>4.5</b>	4.5	4.6	4.0	4.3	5.0	4.4
Annual membership fees	<b>4.6</b>	4.6	4.5	3.7	4.1	4.6	5.0
Maintaining a defect ratio of ≤ 4%	<b>4.0</b>	3.8	4.2	4.6	4.7	4.0	3.5
Purchase of Code Book each cycle	<b>3.7</b>	3.6	3.8	4.3	3.3	4.0	3.6
Maintaining a current account balance	<b>3.3</b>	3.2	3.4	4.1	3.3	3.3	3.1
Reporting site hazards to ESA	<b>3.3</b>	3.5	3.0	3.5	3.4	3.2	3.2

# Means of Shortcoming by Designation and Firm Size: Both<sup>39</sup> are less likely to perceive measured features as challenging



I'd now like to ask you a few questions about the ACP's features. For each of the following, please tell me how significant a challenge it is for you or your business. Again, please response using a scale from 0 to 10, **where 0 means "no challenge at all" and 10 means "very significant challenge"**.

	Total	Designation				Firm Size		
		LEC	ME	Both	HVAC	Sole proprietor	2-5 employees	6+ employees
Keeping site open and available until 2PM	<b>4.8</b>	5.2	4.8	4.8	4.7	4.7	4.9	4.6
Filling a minimum of 20 applications in the previous 12 months	<b>4.6</b>	5.0	4.9	4.4	5.1	5.6	4.4	3.8
Code training for each Ontario Electrical Safety Code in effect	<b>4.5</b>	5.5	4.6	4.2	5.2	4.7	4.4	4.5
Annual membership fees	<b>4.6</b>	4.5	5.6	4.4	4.9	5.0	4.6	4.1
Maintaining a defect ratio of ≤ 4%	<b>4.0</b>	4.8	4.0	3.9	3.3	3.6	4.1	4.1
Purchase of Code Book each cycle	<b>3.7</b>	4.2	4.5	3.3	5.0	4.4	3.4	3.4
Maintaining a current account balance	<b>3.3</b>	4.5	3.9	2.8	3.5	3.5	3.3	2.7
Reporting site hazards to ESA	<b>3.3</b>	4.0	3.2	3.0	3.9	3.2	3.3	3.2

# REASONS FOR LEAVING AND NOT APPLYING

---

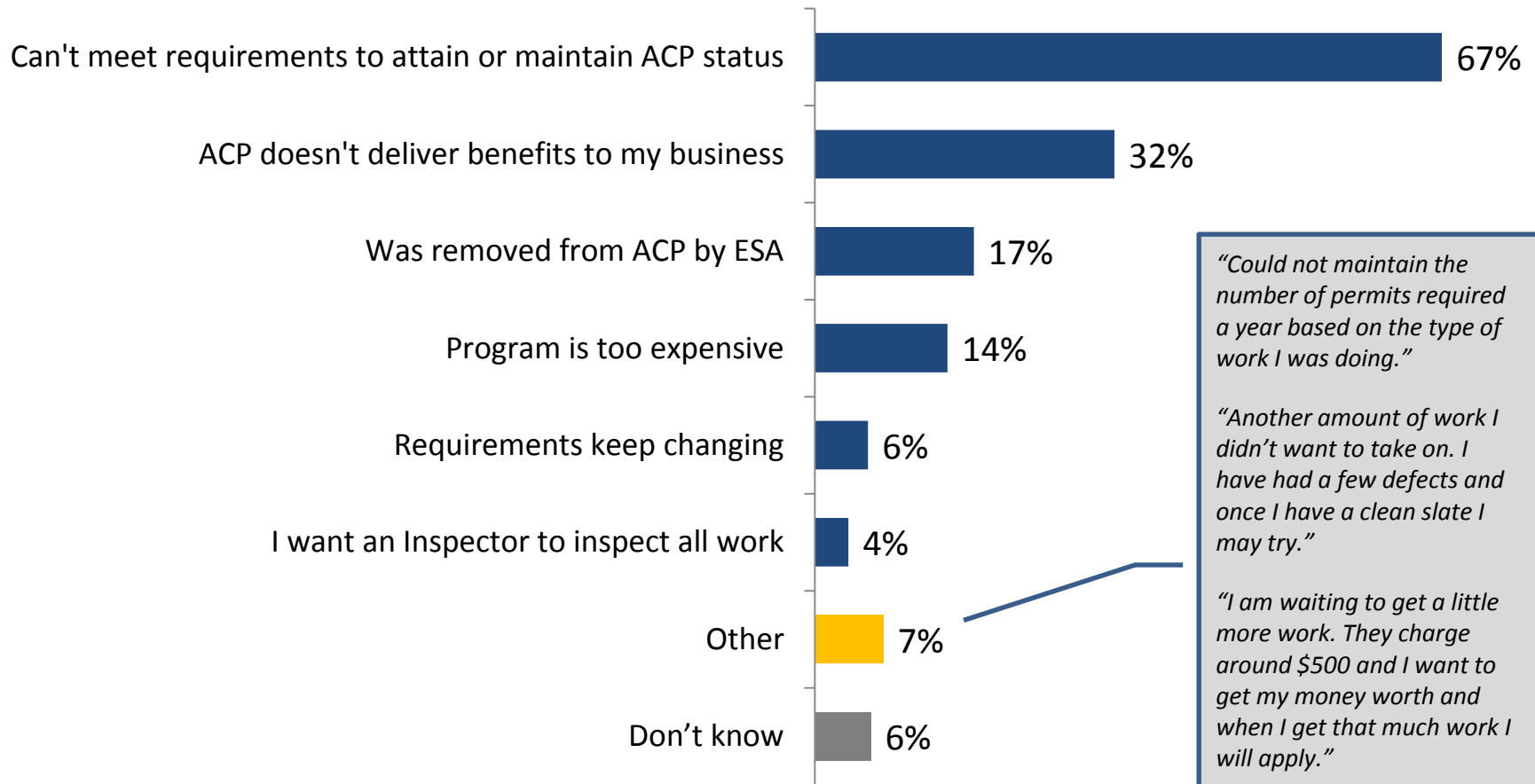


# Reasons for Leaving: Most contractors who have left the program cant meet requirements



## Why did you leave the ACP?

[Open-ended; Multiple mention; asked of "Former ACP" segment only; n=117]

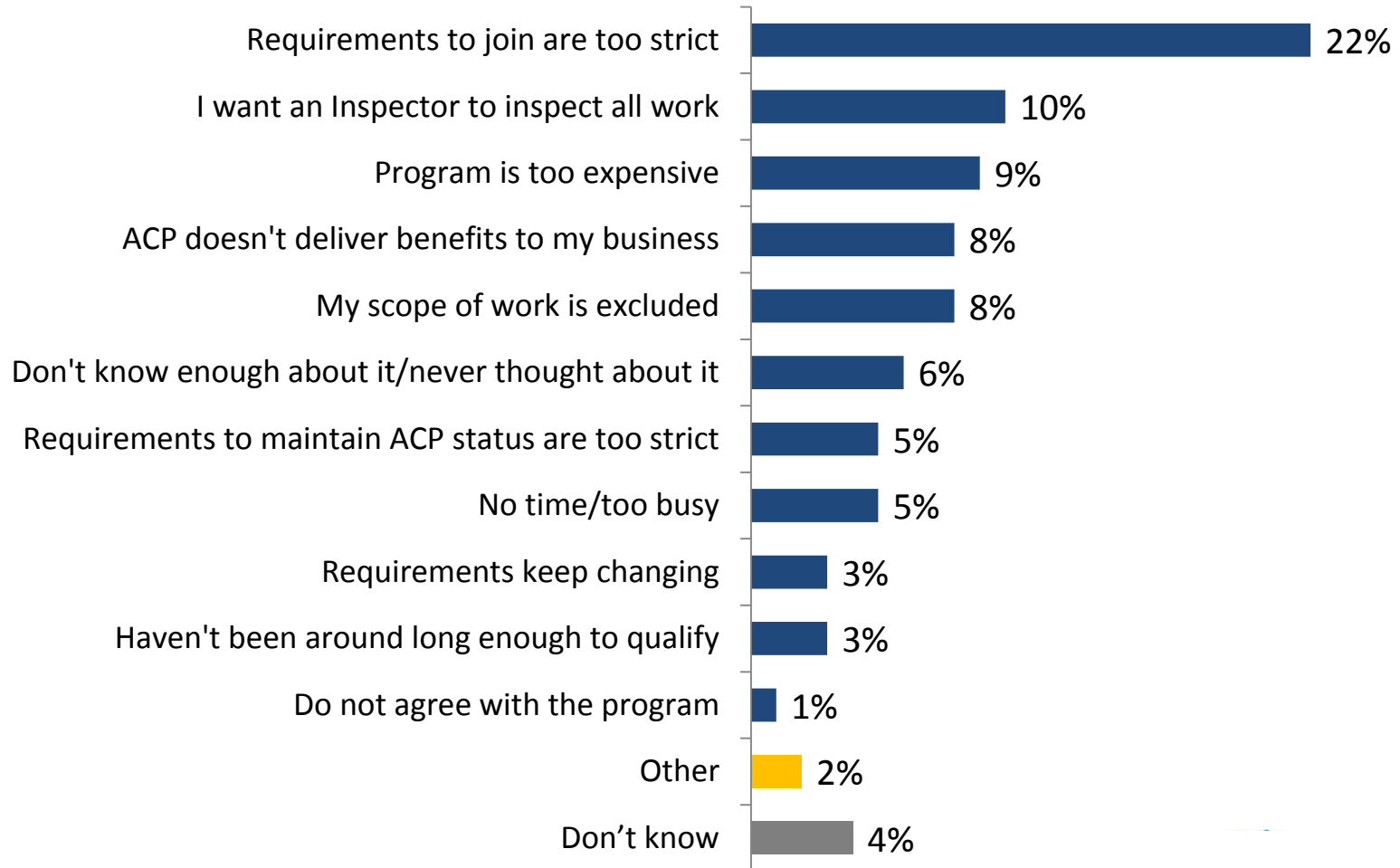


# Reasons for Not Applying: Reasons for not applying are split; most feel requirements are too strict



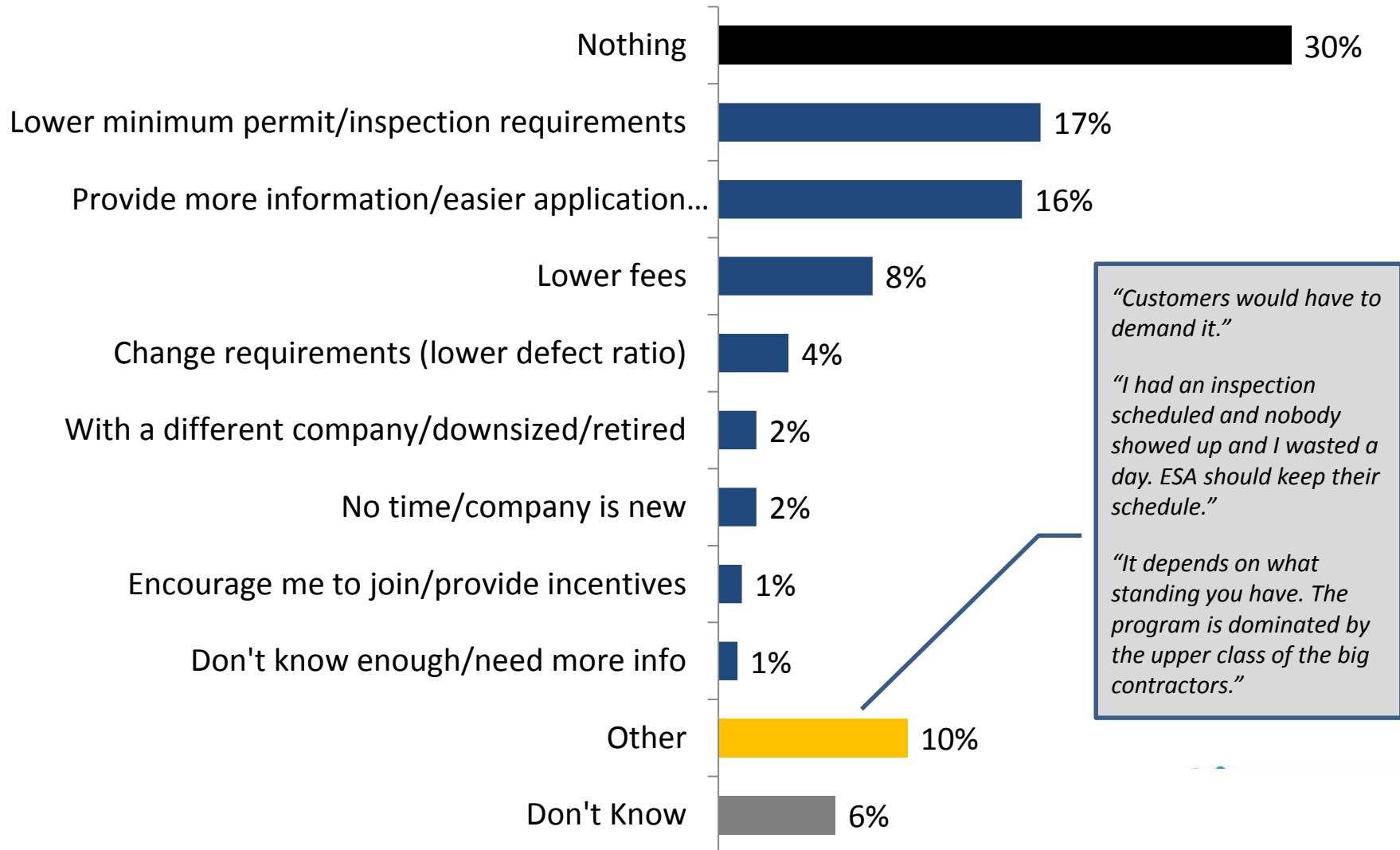
Why have you never applied to the ACP?

[Open-ended; Multiple mention; asked of "Never ACP" segment only; n=584]



# Considering ACP: Reduced program requirements and improved application process key barriers to joining

**Q** Is there anything that the ESA could do that would have you consider joining the ACP?  
 [Open-ended; asked of "Never ACP" segment only; n=585]

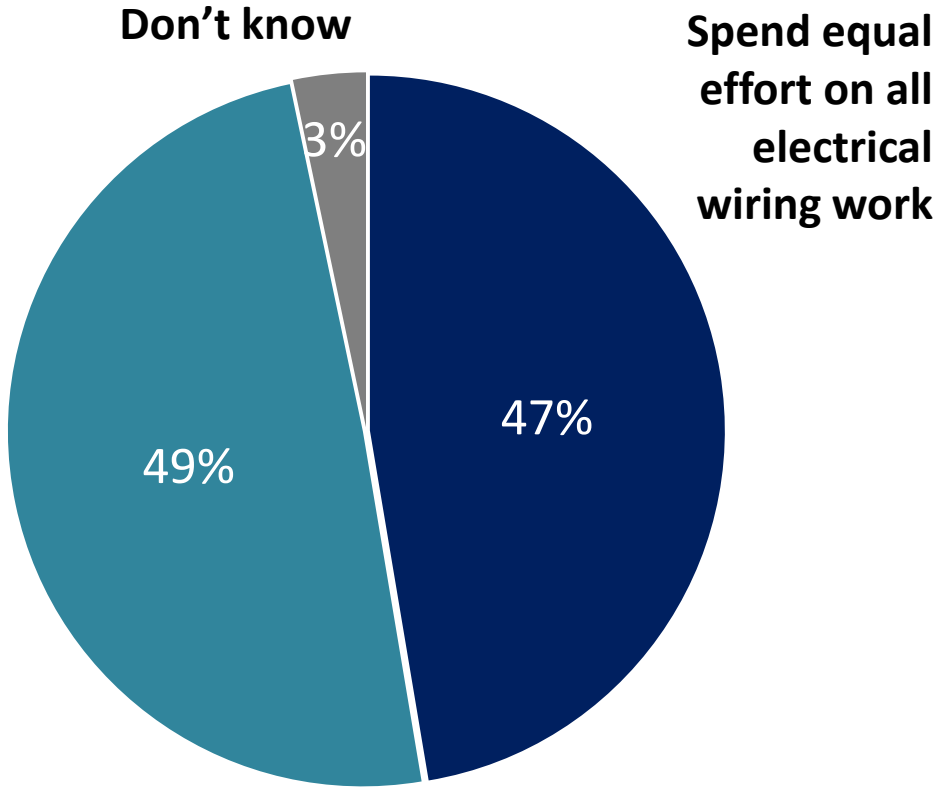


# ESA INSPECTION OF ACP

---

# Allocation of Effort: Respondents split on allocation of effort; Current ACP members prefer risk-based approach

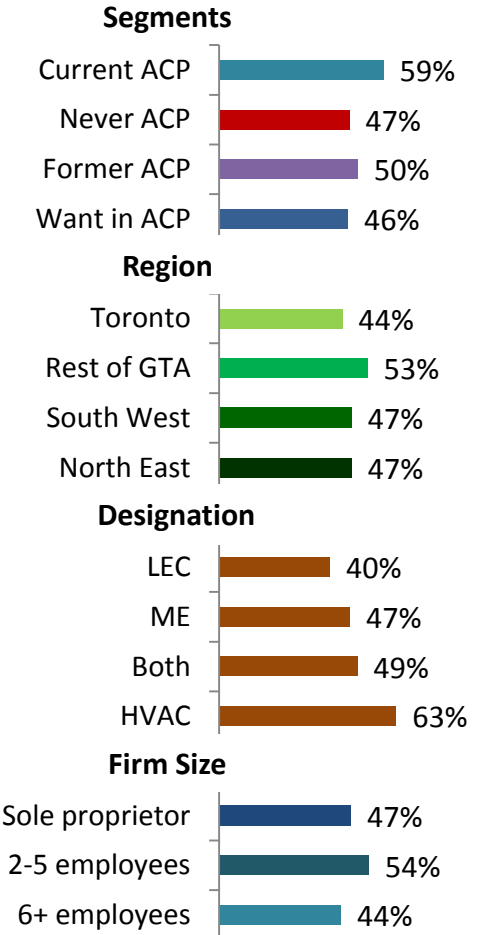
**Q** In terms of ESA's allocation of effort when inspecting different types of electrical work, which of the following statements is closest to your view?  
 [asked of all respondents]



**Focus more effort on highest risk work and spend less effort on lower risk work**

## Segmentation ▶▶

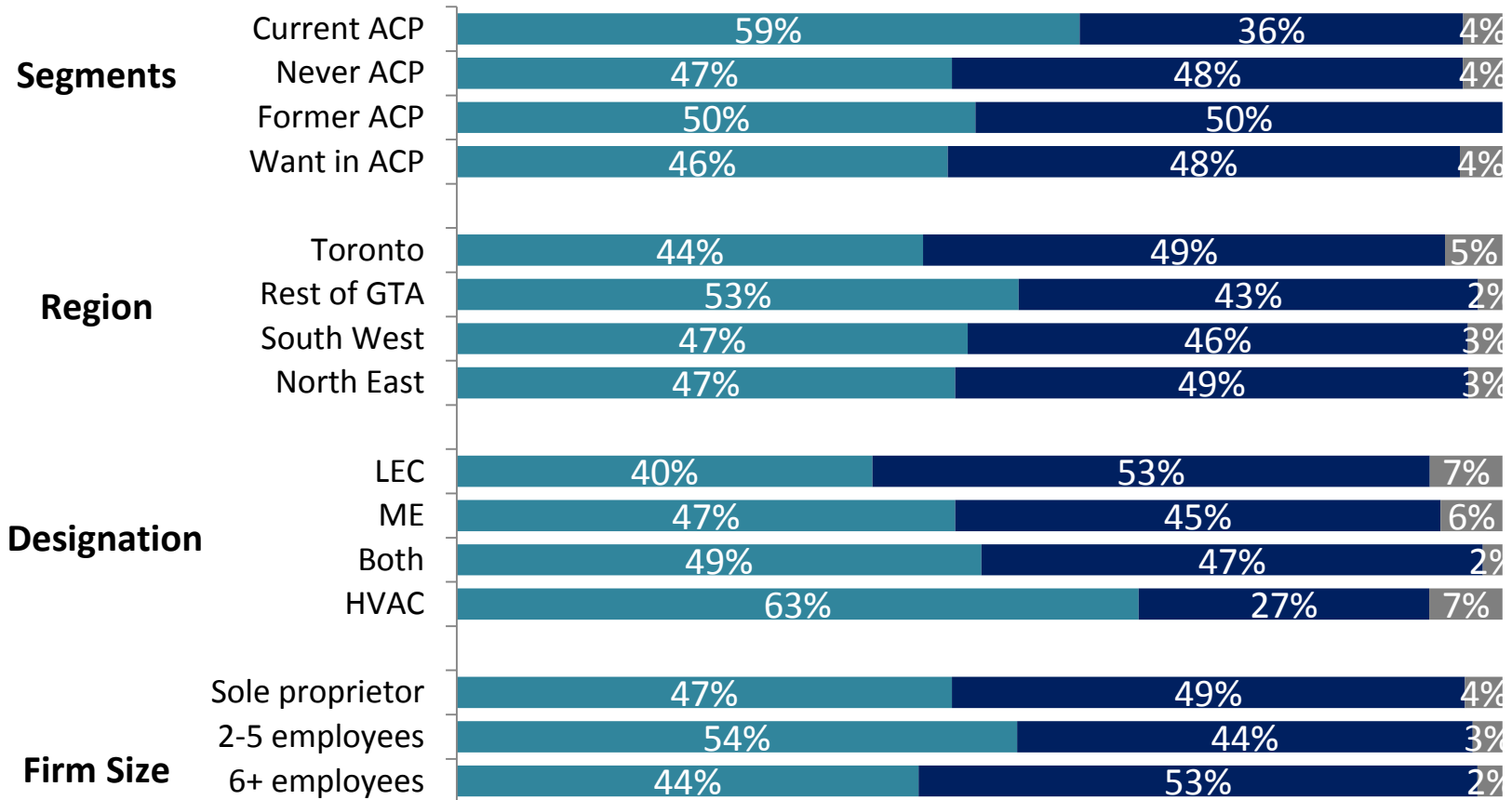
*Respondents who say "Risk-based inspections":*



# Allocation of Effort: Mid-sized organizations and current ACP most supportive of focusing effort on high risk work

**Q** In terms of ESA's allocation of effort when inspecting different types of electrical work, which of the following statements is closest to your view?

[asked of all respondents]

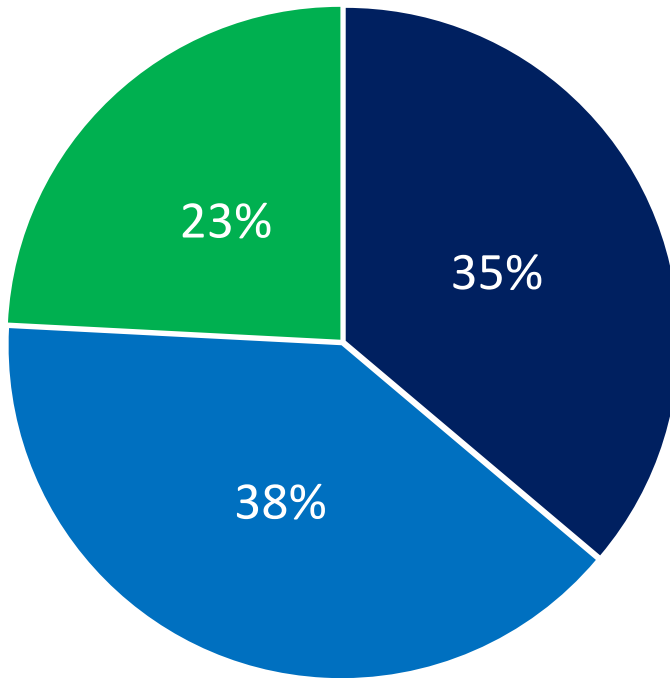


- Focus more effort on highest risk work and spend less effort on lower risk work
- Spend equal effort on all electrical wiring work
- Don't Know

# Requirement-based Inspection: Current and prospective ACP prefer increased oversight for infractions

**Q** Now thinking about ESA's allocation of effort when inspecting an individual contractor's electrical work, which of the following is closest to your view?

[asked of all respondents]

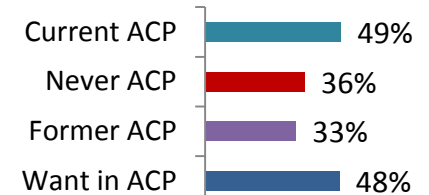


- ESA should spend equal effort overseeing the work of all electrical contractors
- ESA should focus more oversight on those contractors who more frequently don't meet Code or safety requirements
- ESA should spend less effort on contractors who consistently do meet Code and safety requirements

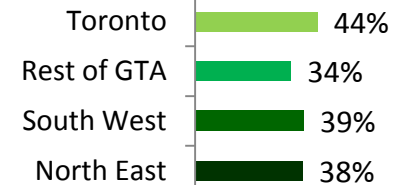
## Segmentation ▶▶

*Respondents who say "More oversight on those who don't meet requirements":*

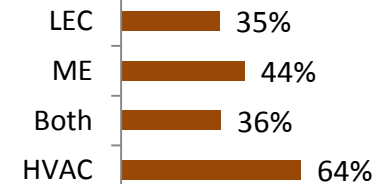
### Segments



### Region



### Designation



### Firm Size



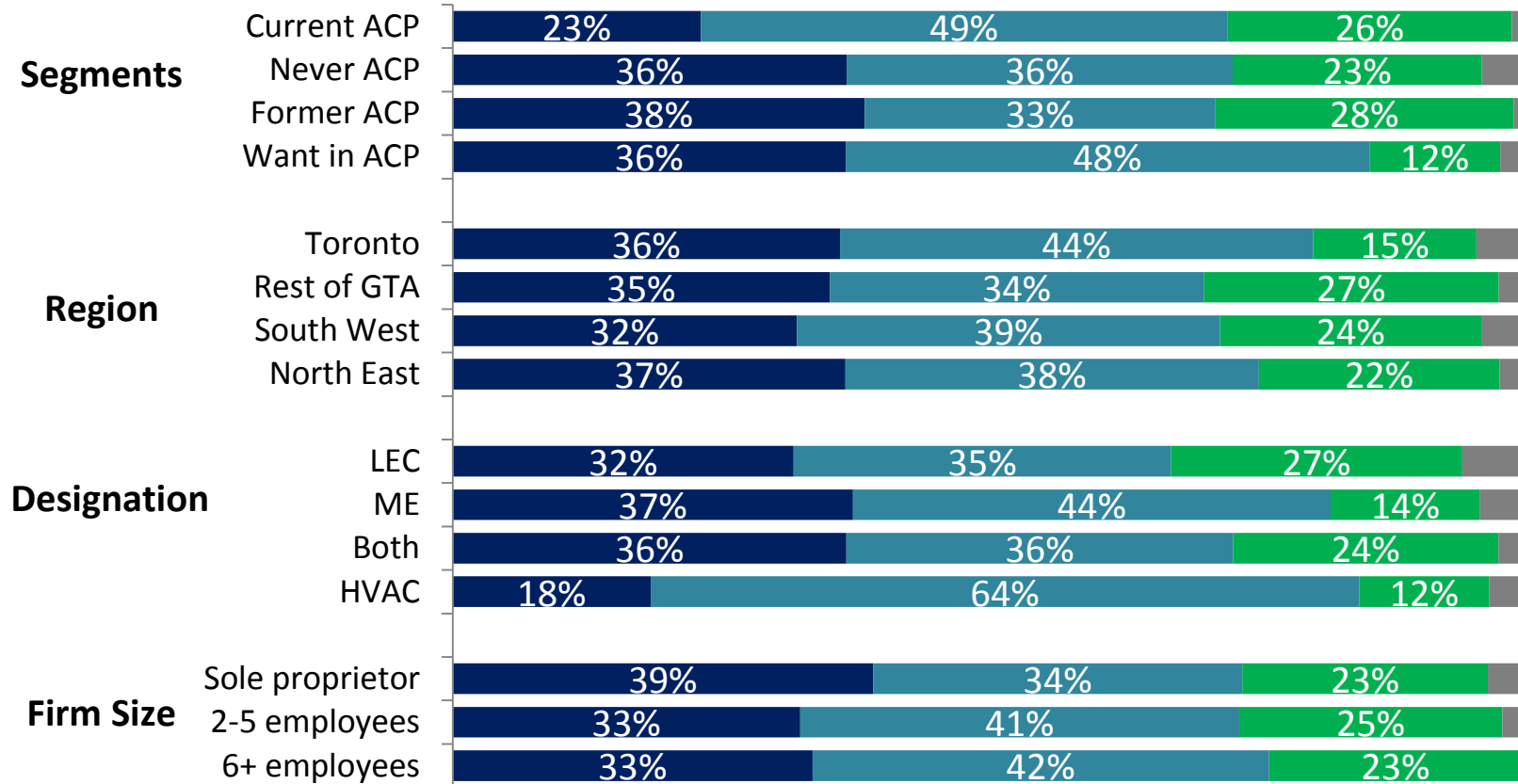
**Note:** "Don't know" (3%) not shown.

# Requirement-based Inspection: LECs feel less effort should be spent on those consistently meeting requirements



Now thinking about ESA's allocation of effort when inspecting an individual contractor's electrical work, which of the following is closest to your view?

[asked of all respondents]



- ESA should spend equal effort overseeing the work of all electrical contractors
- ESA should focus more oversight on those contractors who more frequently don't meet Code or safety requirements
- ESA should spend less effort on contractors who consistently do meet Code and safety requirements
- Don't Know

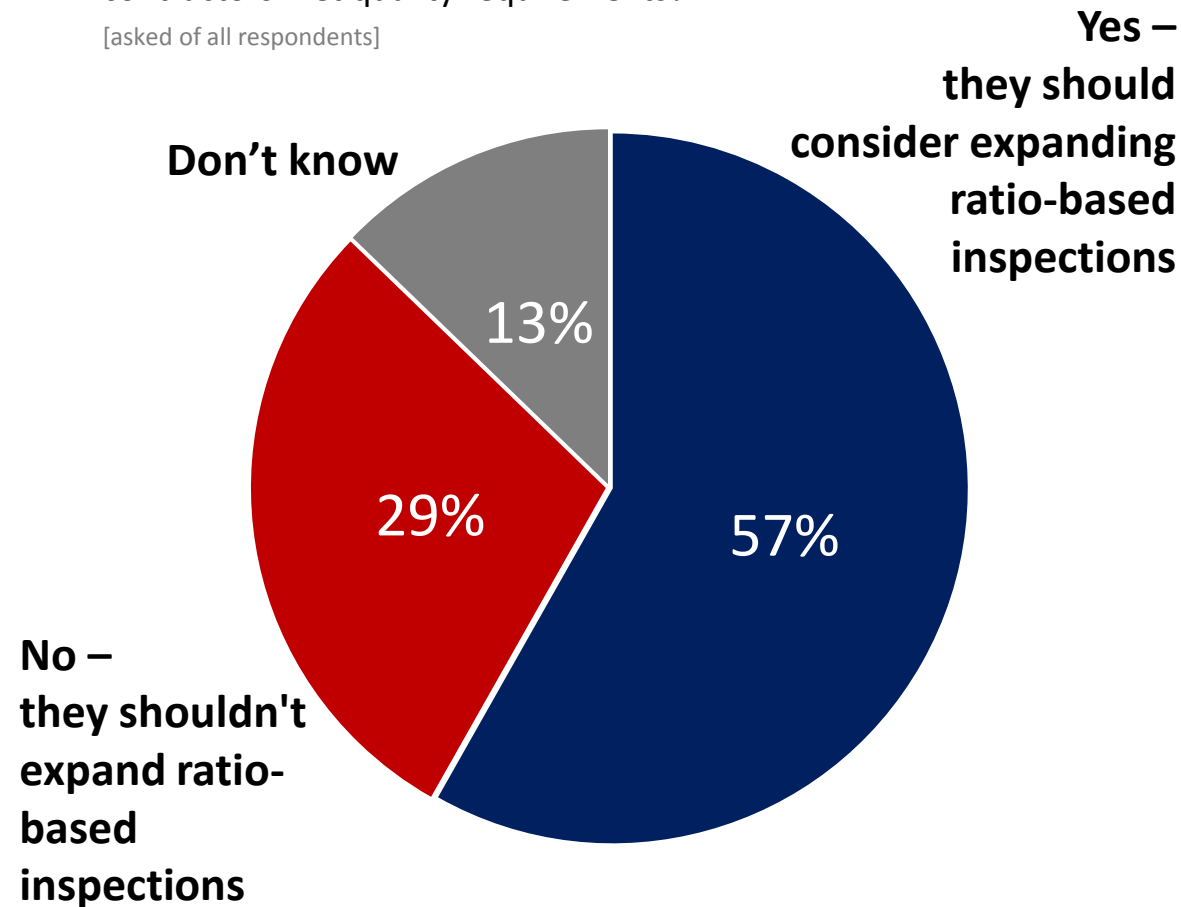


# Expansion of Inspection: Majority think ratio-based inspections should be expanded; MEs most likely to agree

**Q** The inspection process for work under the Authorized Contractor Program is based on pre-determined ratios. For example, an Inspector will look at 1 out of 3 of an ACP contractor's eligible residential service work.

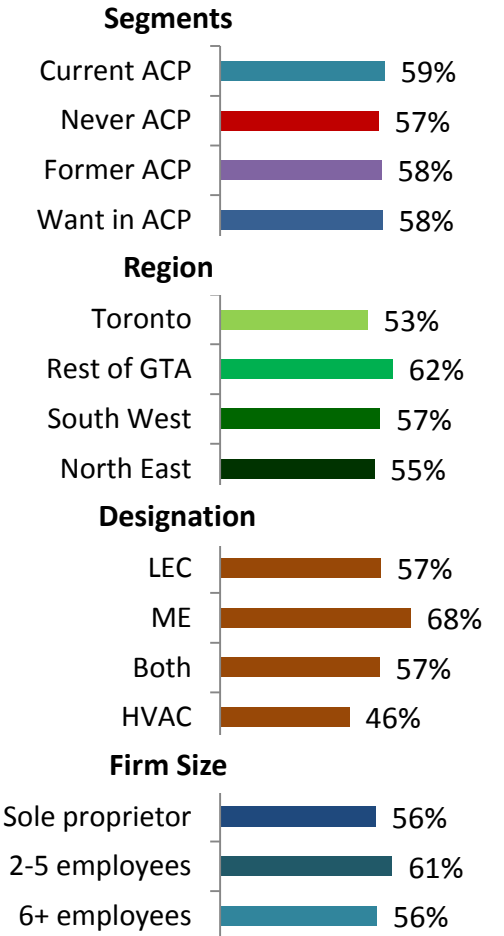
Should ESA consider expanding its use of ratio-based inspections for other types of wiring work that aren't currently part of ACP, assuming that contractors met quality requirements?

[asked of all respondents]



## Segmentation ▶▶

*Respondents who say "Consider expanding ratio-based inspections":*

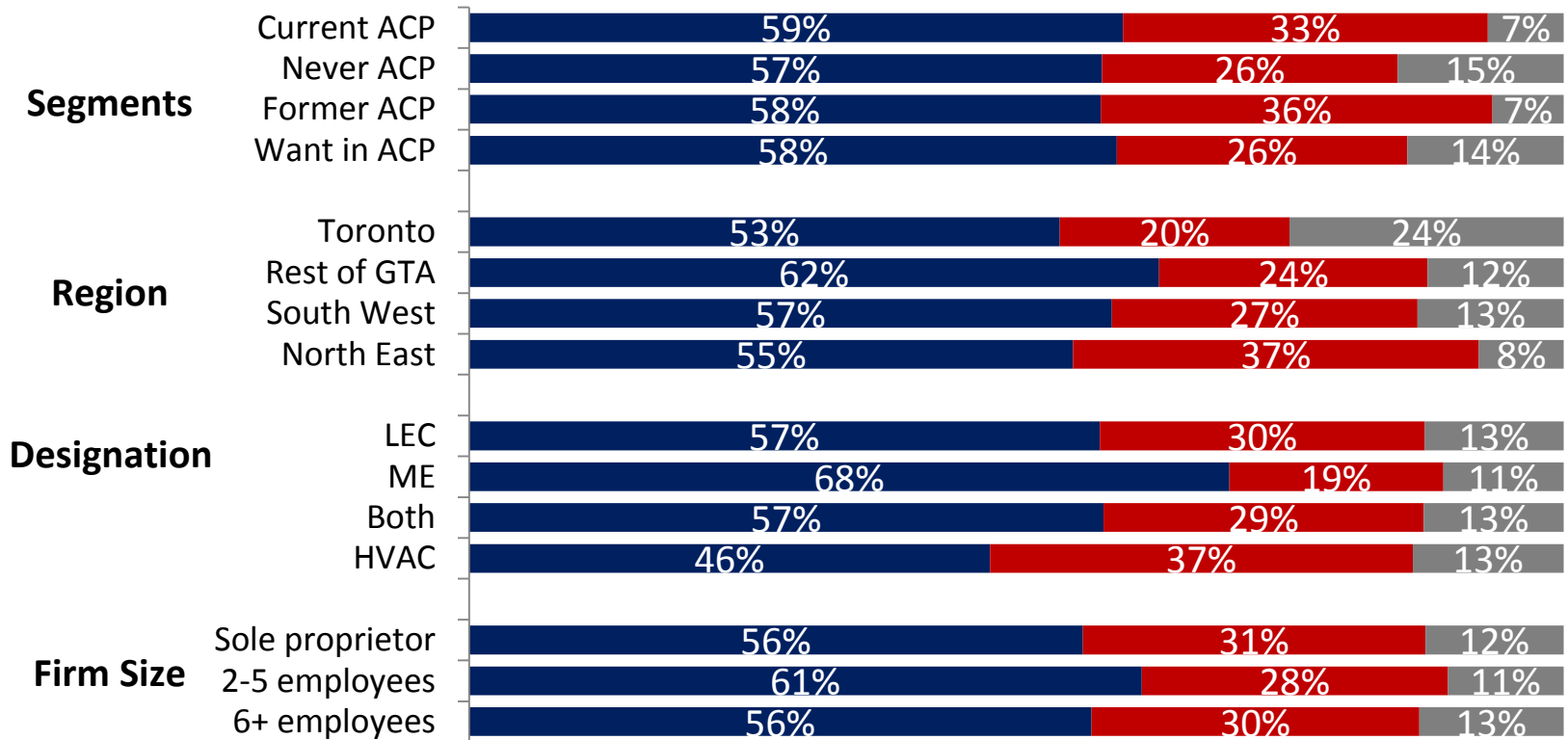


# Expansion of Inspection: Strong support for expanded program in Rest of GTA; lowest in Toronto and with HVAC

Q

The inspection process for work under the Authorized Contractor Program is based on pre-determined ratios. For example, an Inspector will look at 1 out of 3 of an ACP contractor's eligible residential service work. Should ESA consider expanding its use of ratio-based inspections for other types of wiring work that aren't currently part of ACP, assuming that contractors met quality requirements?

[asked of all respondents]



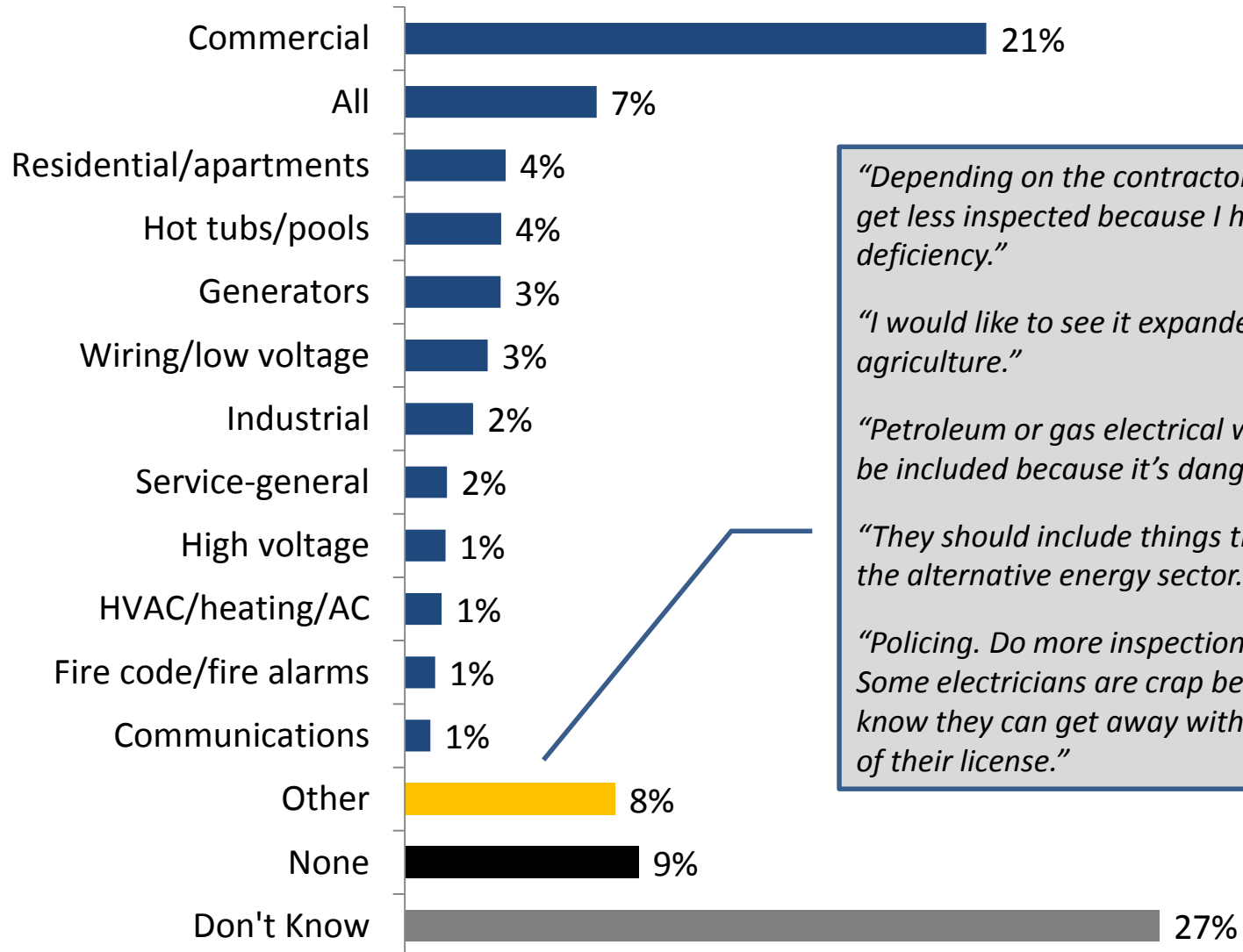
- Yes - they should consider expanding ratio-based inspections
- No - they shouldn't expand the program
- Don't Know

# Wiring work to be added: 1-in-5 feel that commercial wiring work should be added; 1-in-4 don't know

Q

And which other types of wiring work do you think should be added to ACP?

[Open-ended; asked only if respondents said "yes – they should consider expanding ratio-based inspections"; n=515]



*"Depending on the contractor. I should get less inspected because I have 0% deficiency."*

*"I would like to see it expanded into agriculture."*

*"Petroleum or gas electrical work should be included because it's dangerous."*

*"They should include things that are in the alternative energy sector."*

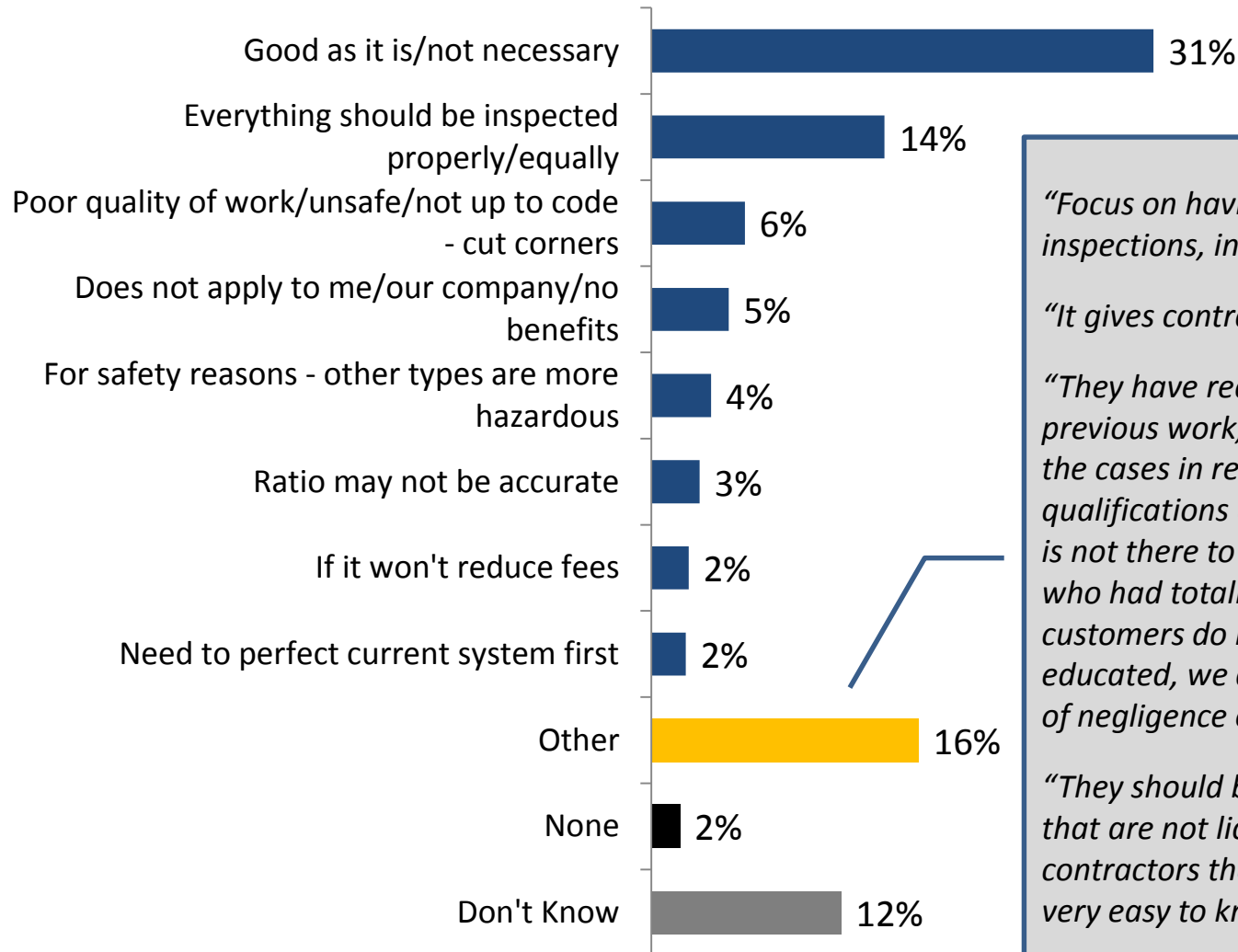
*"Policing. Do more inspections overall. Some electricians are crap because they know they can get away with it because of their license."*

# Reasons for not expanding : Almost 1-in-3 feel the program is good as is and doesn't require expansion



And why don't you think ESA should consider expanding its use of ratio-based inspections to other types of wiring work?

[Open-ended; asked only if respondents said "no – they shouldn't expand the program"; n=257]



*"Focus on having more availability for general inspections, instead of just two days."*

*"It gives contractors an unfair advantage."*

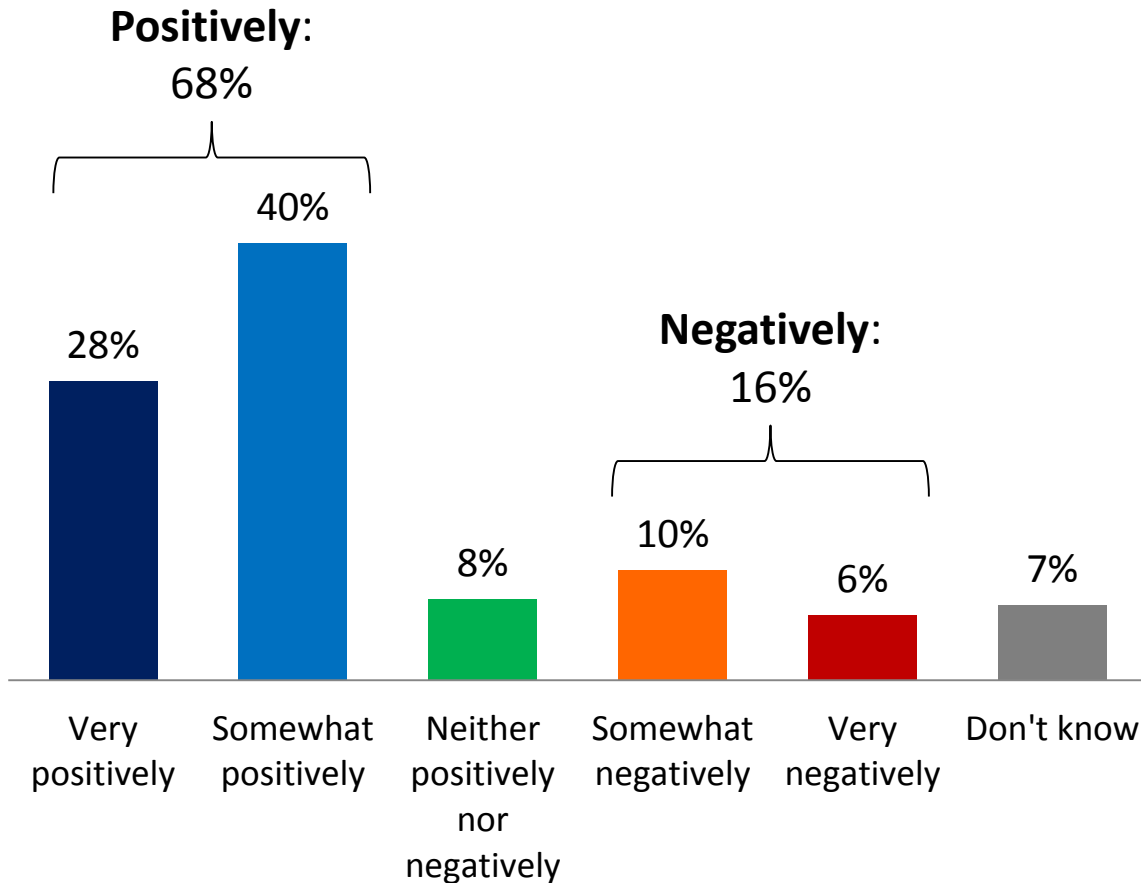
*"They have reached that status from their previous work, so it is fine to have that. Most of the cases in renovation is being done without qualifications and permits and the ESA oversight is not there to prevent that. I had 2-3 customers who had totally wrong wiring work done, customers do not understand and need to be educated, we are all human make mistakes out of negligence or other reasons"*

*"They should be focusing more on contractors that are not licensed. When you have contractors that are licensed then it becomes very easy to know who is doing the job well."*

# Contribution of ACP: Strong majority (68%) think positively of the programs impact; highest amongst current ACP

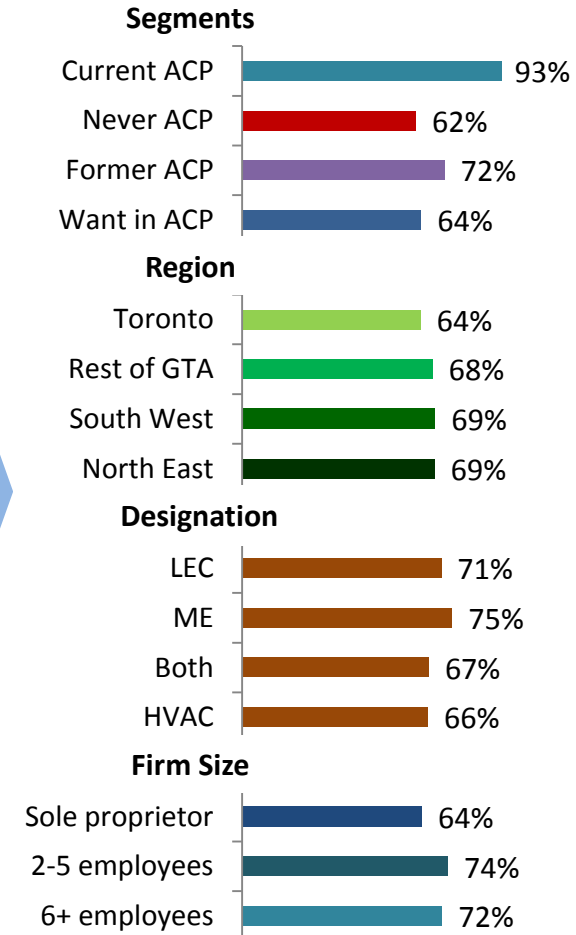
**Q** Overall, do you believe the ACP has contributed positively or negatively to electrical safety in Ontario? Would you say ...

[asked of all respondents]



## Segmentation ▶▶

*Respondents who say "Positively":*



# Research-based strategic advice.

*Public Affairs • Corporate Communications • Fundraising*

All intellectual property rights, including without limitation all copyright and know-how in the research techniques, research specifications or any information or material provided in this document, shall remain the property of, and are confidential to Innovative Research Group Inc. As such, any information contained herein may not be reproduced or translated, stored in a retrieval system, or transmitted in any form, or by any means, electronic, mechanical, photocopying or otherwise to third parties without the prior written permission of Innovative Research Group Inc.

For more information, please contact:

**Jason Lockhart**

Vice President

416-642-7177

[jlockhart@innovativeresearch.ca](mailto:jlockhart@innovativeresearch.ca)

**Julian Garas**

Research Consultant

416-640-4133

[jgaras@innovativeresearch.ca](mailto:jgaras@innovativeresearch.ca)