

# ARE YOU CHARGING ENOUGH AS AN ELECTRICAL CONTRACTOR?

## Results from 4th Annual National Survey

- + Has business confidence changed?
- + Are you taking on more (or fewer) apprentices?
- + Who is paying for safety protocols?

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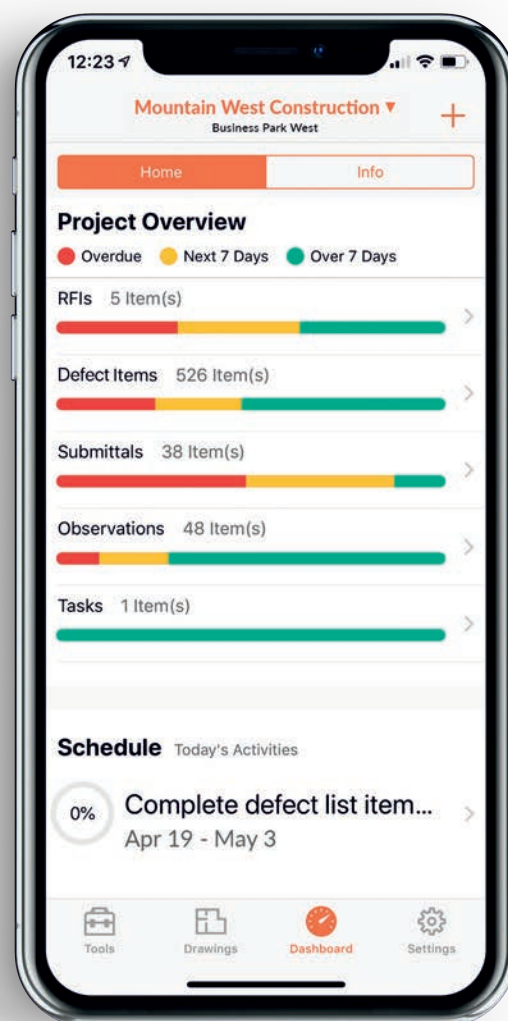


92% say their company is more protected against claims due to the data tracked by Procore.

## We have one measure of success— your success.

“Everybody who works at Procore is fantastic. There’s been much more support than we expected, and we think that’s probably the best part of Procore. They listen to their customers and really try to improve the software.”

TANG LEE  
MAGIL CONSTRUCTION



# ARE YOU CHARGING ENOUGH AS AN ELECTRICAL CONTRACTOR?

## Results from 4th Annual National Survey

**ANTHONY CAPKUN**

**We see a surprising spike in pessimism. Is this pandemic-related, or does it speak to other anxieties in the sector?**

**W**elcome to the 4th Annual National Charge-out Rate and Revenues Survey for Canadian electrical contractors.

Our magazine designer has made this Special Feature as visually appealing as possible because, really, the infographics—and the data they contain—are *the story*! So what does this year's survey tell us?

Well, a few things stand out. For starters, about 1/3 of respondents are taking on fewer apprentices since the pandemic began, which makes us wonder where all the up-and-coming journeymen are going to find training and employment.

Under the Business Confidence section, we see a surprising spike in pessimism. When asked “When do you think bidding, productivity, revenues, etc., will get back to pre-pandemic levels?”, the answer “Possibly longer or never” jumped up from 24.00% to 31.00%. Is this pandemic-related, or does it speak to other anxieties in the sector?

Not surprisingly—especially as the majority of our audience are small- to medium-sized enterprises—government regulations, red tape, etc., is your primary business concern.

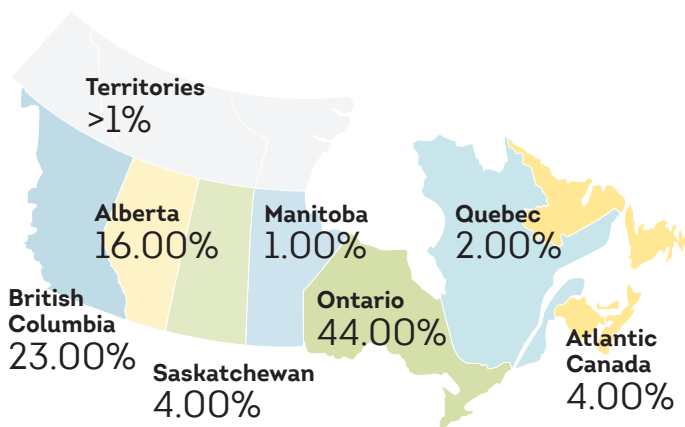
As a reminder, we will put out the call for responses to our *5-minute, anonymous* survey next Spring, and we really hope you will participate. The more data we get, the clearer the national picture on electrical contracting in Canada.

Without further ado... are you charging enough as an electrical contractor? Let's find out!

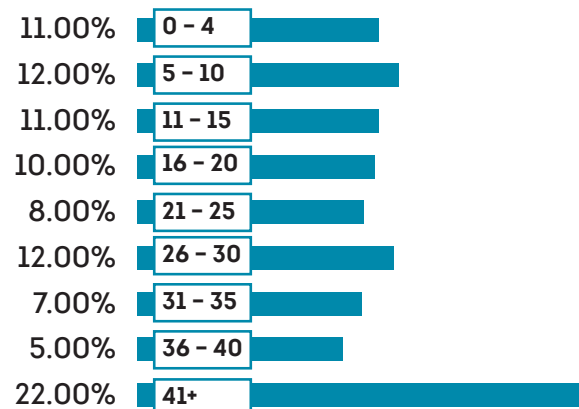
## Getting to know you

We always like to start our survey with a few simple “get-to-know-you” questions.

### Where do you work?



### How many years have you been operating?



\* Due to rounding, not all results may add up to exactly 100%.

## Is your business open shop or unionized?

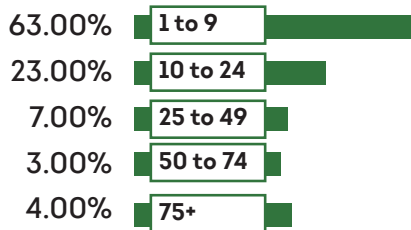


**Open shop**  
83.00%

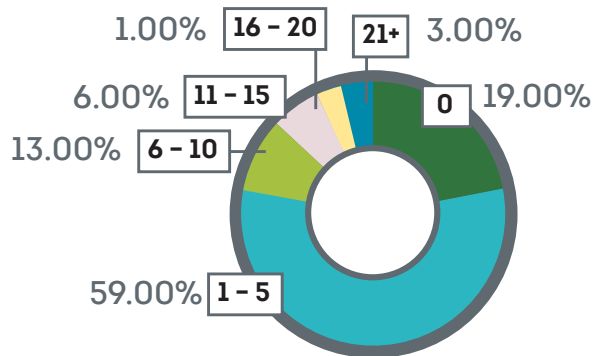


**Unionized**  
17.00%

## How many electrical workers does your business employ, on average, pre-Covid?



## How many apprentices does your business employ, on average (pre-COVID)?



## How has the pandemic impacted your ability or desire to take on apprentices?



**No change**  
63.00%



**Fewer apprentices**  
31.00%



**More apprentices**  
7.00%

These are pretty much the exact same responses as last year. With federal and various provincial governments promoting the skilled trades, will apprentices find employers willing to take them on? Are employers getting the supports they need? Is there enough work to go around?

\* Due to rounding, not all results may add up to exactly 100%.

## Charge-out rates

Here we compare charge-out rates as reported by our respondents. We break them down by union shop and open shop, then the national average. All values have been rounded up or down to the nearest dollar.

■ National average ■ Open shop ■ Union shop

### What is your charge-out rate for Commercial work (per hour), if applicable?

Construction RATE	Service RATE	Emergency RATE
		\$176.71
		\$148.36
		\$142.87
	\$111.67	
\$97.12	\$96.16	
\$87.93	\$93.28	
\$86.12		

### What is your charge-out rate for Industrial work (per hour), if applicable?

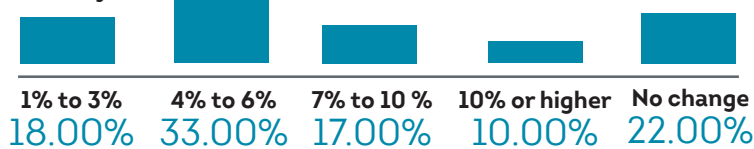
Construction RATE	Service RATE	Emergency RATE
		\$172.29
		\$153.77
		\$149.20
	\$111.75	
\$100.68	\$97.54	
\$90.06	\$94.38	
\$87.37		

### What is your charge-out rate for Residential work (per hour), if applicable?

Construction RATE	Service RATE	Emergency RATE
		\$155.76
		\$133.90
		\$130.22
	\$101.76	
	\$90.93	
\$89.83	\$89.19	
\$82.84		
\$81.63		



**By how much have you increased your rates since last year?**



Rates are going up! In last year's survey, 41% of you indicated no change in your rates. But this year, a whopping 33% of you have raised rates at least 4% to 6%, and 17% of you have raised them 7% to 10%.

**Do you have a minimum service charge?**

**Yes**  
83.00%  
**No**  
17.00%



**Do you have a minimum emergency service charge?**

**Yes**  
80.00%  
**No**  
20.00%



**Do you include your truck in your standard rate?**

**Yes**  
70.00% **No**  
30.00%

**Do you account for mileage in your standard rate?**

**Yes**  
54.00% **No**  
46.00%

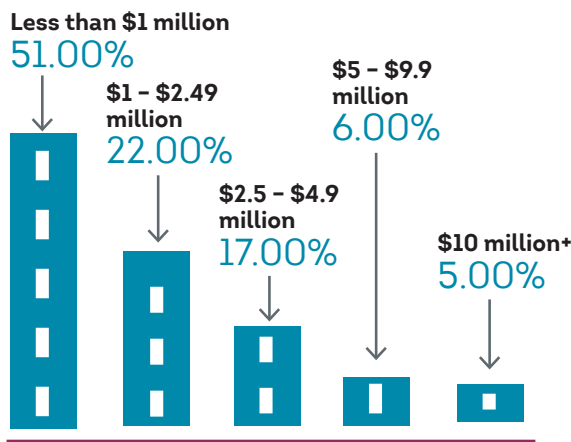
**Do you have a different charge-out rate for apprentices?**

**Yes**  
62.00% **No**  
38.00%

## Business confidence

Like last year, we have included questions that explore the confidence (or pessimism) of electrical contractors regarding revenues, productivity, etc.

**What is the approximate annual revenue for your business (pre-COVID)?**

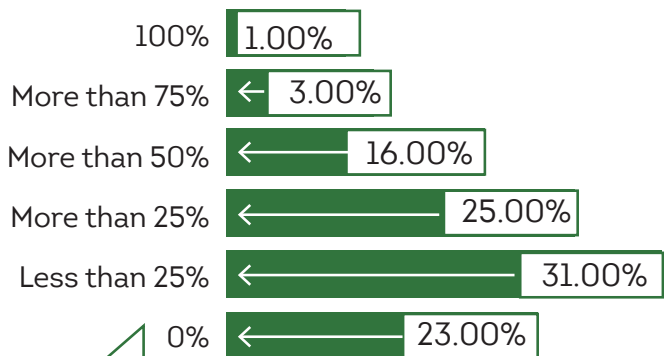


**The cost and availability of some products have been unpredictable. Have you experienced shipping delays, limited quantities, unexpected price increases, etc.?**

**Yes**  
98.00% **No**  
2.00%

The supply chain continues to wreak havoc, and there seems to be little relief from last year, where 99% of you experienced problems these kinds of problems.

**Thinking back since the time the pandemic began (March 2020), how much expected revenue did you lose?**



Last year, about 5% of respondents said they lost 100% of revenues due to Covid. While 4/5 of respondents report losing revenues (to varying degrees), at least no one reported 100% loss of revenues.

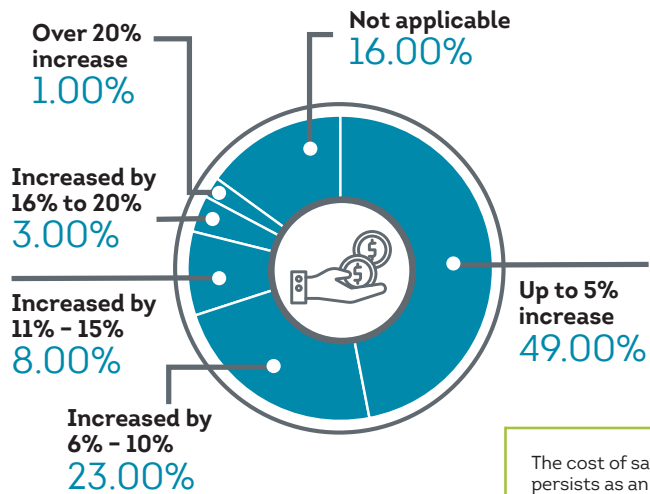
**Have you started limiting the hold on your own prices on tenders to much shorter periods than, say, the standard 60 days?**

**Yes**  
85.00% **No**  
15.00%

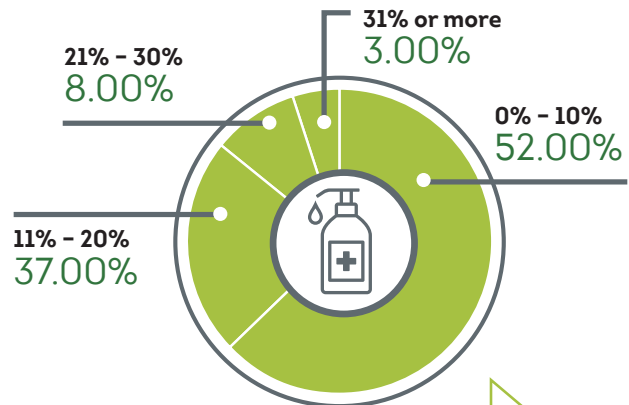
These answers certainly reflect efforts to manage the risk of price volatility and, compared to last year, more of you have taken to holding prices to much shorter periods.

\* Due to rounding, not all results may add up to exactly 100%.

**How have safety protocols (e.g. sanitizer, wipes, no shared tools, etc.) added to your direct costs since last year?**

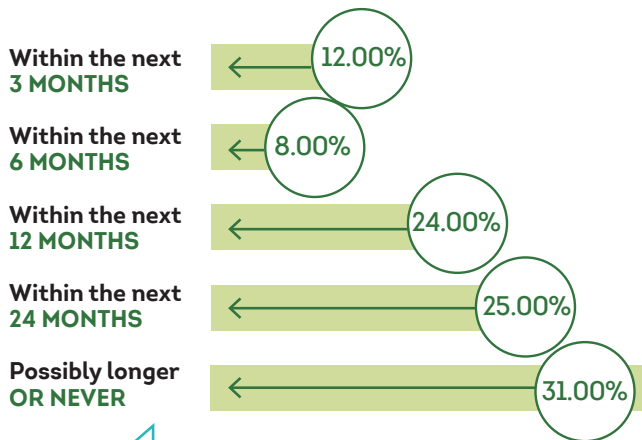


**How have safety protocols (e.g. sanitization, physical distancing) negatively impacted your productivity since pre-Covid?**



The cost of safety protocols remains largely unchanged since last year's survey, and persists as an important line item on the balance sheet.

**When do you think bidding, productivity, revenues, etc., will get back to pre-pandemic levels?**



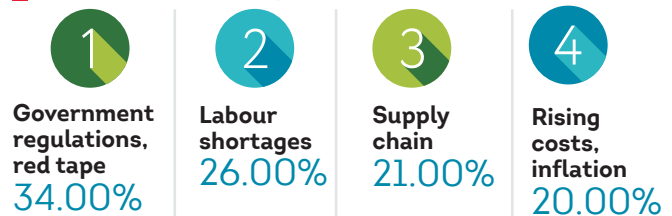
This year's survey definitely displays a little more pessimism than last year. A curious result, considering Covid restrictions have been significantly lifted across the country. Or does this suggest deeper worries or anxieties that may not be connected to the pandemic?

**Who is bearing the cost of construction site Covid safety protocols for the Electrical portion?**



Compared to last year's survey, both electrical contractors and generals are shouldering more of the cost of safety protocols, while the Other category drops from 15.00% to 10.00%.

**What is your primary business concern right now? (1st - the most important, 4th - the least important)**



## Thanks to the following...

If you did not participate this year, but would like to next year (and we truly hope you do!), we will put out the call again in the pages of Electrical Business in June 2022, as well as on our website (ebmag.com) and our weekly newsletters.

The more responses we get, the better the data... all of which help better answer the question "Are you charging enough as an electrical contractor?"

Remember... the survey is anonymous—utterly and completely. Your information is shared with *absolutely no one*.

Congratulations to SL—our randomly selected recipient of \$250.00 in Visa gift cards.

A special Thank You to our National Survey sponsor, Procore, for helping us bring you this information. We rely on our industry partners to bring you news and information, year after year, so please give them a look and check out the solutions they provide.

And, of course, the Biggest Thanks go to all of you who took 5 minutes out of your day to answer our completely anonymous survey. We wish you the best of luck in the year ahead, and hope to glean new insights in next year's annual national survey. **EB**