



MARKET RESEARCH · ELECTRICIANS

WHAT ELECTRICAL CUSTOMERS ASK, SEARCH AND BUY, AND HOW TO **WIN** THEM.

A deep dive into homeowners and businesses hiring electricians: their questions, where they look for answers, who wins those searches today, and the gaps an electrical contractor can build on.

15,430

electrician keywords measured

6.3M

US Google searches a month

786

Google FAQ questions collected

49,643

Reddit posts classified

EXECUTIVE SUMMARY

NOBODY OWNS THE ELECTRICAL CUSTOMER.

People search for an electrician 1.7M times a month, and advertisers pay more than \$40 a click for emergency calls. But the answers people trust come from Reddit, and the busiest local listings belong to HVAC and plumbing companies.

821K

electricians employed in the US (BLS, 2025)

72,548

US Google Maps listings in the electrician category

42 YRS

median age of an owner-occupied US home; almost half were built before 1980

\$43.4M

a month in Google click value across electrical searches

Seven things the data says

- Hiring searches carry the money.** "Hiring an electrician" searches are worth \$27.8M a month, 64% of all click value, at \$16.65 a click. "electrician near me" gets 368K searches a month at \$23.25. "emergency electrician near me" costs \$46.81.
- Reddit answers the questions, not electricians.** Reddit is in the top 10 on 85 of 100 electrical result pages and ranks #1 on 47. Mister Sparky has 0.8% of visibility, Angi 0.8% and Mr. Electric 0.2%.
- Google's AI answers lean on YouTube.** 87 of 100 searches show an AI answer, and 61 of those 87 cite a YouTube video, twice as many as cite Reddit (29). An electrician on camera is the cheapest way to get quoted.
- The local leaders aren't electricians.** 486 of the 500 most-reviewed US listings in the electrician category are multi-trade HVAC and plumbing companies. In our 500-listing sample, the median electrician has 4 reviews and 210 have no website.
- Backup power and emergencies are growing.** Generator searches are up 49% on last year and run 3.0x their average in January. Emergency-electrician searches are up 189%.
- "Can my panel handle it?" is the hinge question.** Adding a 240V circuit for a dryer, range, heat pump, hot tub or EV is the #1 question on Reddit (3,153 posts). Panel and EV searches add up to 1M a month.
- Fear and money drive the posts.** Burning smells, sparks and melted outlets are the angriest topic (2.09 out of 5). Posts about electricians who won't call back or show up are next (2.05). About one in four posts (12,138) mentions a price or a quote.

The play in one line: Be the electrician who answers first, on video and in plain text, with real prices and a guaranteed arrival window. Win the small urgent jobs, then sell the big ones: panels, EV chargers, generators and rewires, plus a safety membership that keeps the customer.

WHO HIRES AN ELECTRICIAN

~HALF

of owner-occupied US homes were built before 1980 (NAHB, 2025)

11 HRS

average time US customers spent without power in 2024, nearly twice the prior-decade average (EIA)

31,650

home fires a year from electrical distribution or lighting equipment (NFPA, 2019–23 avg)

72,700

electrician job openings projected each year, 2025–35 (BLS)

BIGGEST VOLUME

THE "SOMETHING'S WRONG RIGHT NOW" HOMEOWNER

A breaker that won't stay on, dead outlets, flickering lights, half the house dark, a burning smell. Searches Google and Reddit first: is it dangerous, and can I fix it myself? Pays a premium for speed ("emergency electrician near me" is \$46.81 a click).

Needs: fast, honest triage and a tech who actually shows up.

HIGH VALUE

THE OLD-HOUSE OWNER AND THE BUYER

Lives in one of the half of US homes built before 1980. An inspector, insurer or buyer has flagged knob-and-tube, aluminum wiring, two-prong outlets or a Federal Pacific or Zinsco panel. "federal pacific electrical" alone gets 60.5K searches a month. **Needs:** a clear verdict, a written estimate the insurer and buyer accept, and work done before closing.

GROWING

THE ELECTRIFIER

Buying an EV, heat pump, induction range or hot tub. Their first question is "can my panel handle it, and what will it cost?"

They're afraid of a surprise service upgrade and long utility waits. EV owners show up in 7,189 of the Reddit posts. **Needs:** a load calculation, options short of a full upgrade, and one fixed price.

SEASONAL SURGE

THE BACKUP-POWER BUYER

Lives where storms knock out power. Generator searches run 3.0x their average in January and are up 49% on last year. Confused about interlocks, transfer switches and backfeeding. Generac reports standby units in only about 6% of addressable homes. **Needs:** sizing, a safe hookup, permits and maintenance.

A fifth group, small businesses and property managers, is smaller in volume but pays the most per job: commercial searches carry a \$12.57 weighted cost per click.

Where they research

CHANNEL	WHAT IT'S USED FOR	EVIDENCE
Google	Price checks, "near me", "is this dangerous"	6.3M electrical searches a month; 1,028 search clusters include a price word (cost, price, how much, per hour)
Reddit	"Is this safe?", "is this quote fair?", "did my electrician do this right?"	Top 10 on 85 of 100 result pages; r/AskElectricians and r/electrical supplied 24,000 of the posts we classified
YouTube	DIY how-to and "should I call a pro?"	Cited in 61 of 87 Google AI answers; video carousels on 40 of 100 result pages
Facebook groups and Nextdoor	Asking neighbours for a referral	Facebook is in the top 10 on 51 of 100 result pages; iOS rating counts: Nextdoor 2.15M, Yelp 2.07M
Lead marketplaces	Getting quotes	Thumbtack 472K and Angi 116K iOS ratings, but only 4 Reddit mentions of Angi or HomeAdvisor in 49,643 posts

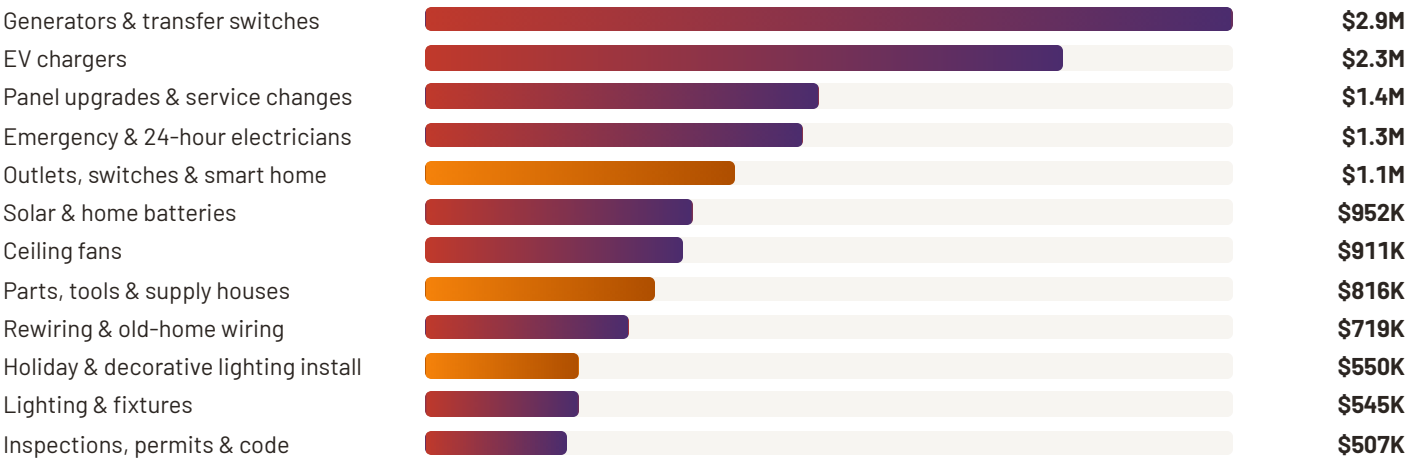
Sources: BLS Occupational Outlook Handbook (2025), NAHB Eye on Housing from the 2024 American Community Survey, EIA Today in Energy (2025), NFPA Home Structure Fires (2025), Generac FY2025 10-K, Apple iTunes Search API (pulled 2026-10-01), plus this report's own Google, Reddit and YouTube data.

WHERE THE SEARCHES AND THE MONEY ARE

15,430 US keywords, grouped into 9,177 distinct searches so close variants aren't counted twice. Total: about 6.3M searches a month, worth about \$43.4M a month in ad clicks. Click value is volume times cost per click. It shows where advertisers spend; it isn't a revenue forecast.

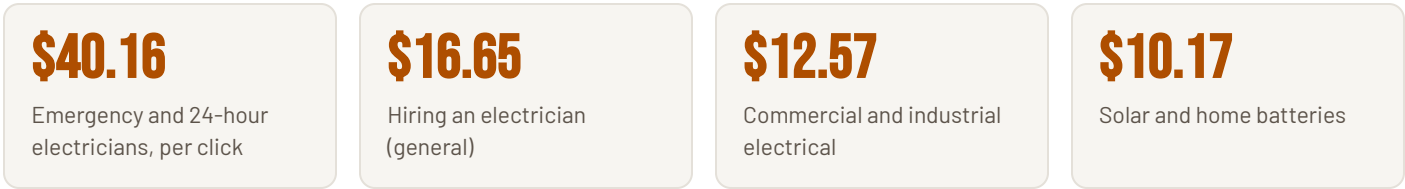
Hiring an electrician dwarfs everything else: 1.7M searches and \$27.8M a month in click value (64% of the total) at \$16.65 a click. That covers "electrician near me", "electrical companies", city searches and "licensed electrician". The bars below rank everything else.

Monthly click value by category, excluding general hiring (top 12)



Purple bars mark the high-ticket service lines an electrical contractor sells directly: emergency calls, panels, EV chargers, generators, rewires, lighting, fans, inspections and commercial work.

Where the clicks cost the most



By stage

STAGE	SEARCHES / MO	CLICK VALUE / MO	AVG CPC
Hire & price (find, compare, emergency)	1.7M	\$27.8M	\$16.65
Upgrade & install (panels, EV, lighting, outlets)	2.4M	\$7.7M	\$3.16
Backup power & energy (generators, solar, batteries)	967K	\$3.8M	\$3.94
Fix it now (tripping, no power, emergencies)	134K	\$1.6M	\$12.21
Learn & DIY (how-to, parts)	955K	\$1.4M	\$1.43
Safety & code (inspections, surge, fire)	115K	\$610K	\$5.30
Commercial	35K	\$443K	\$12.57

THE EASIEST MONEY ON THE TABLE

These searches combine high value and low competition: keyword difficulty 20 or under (out of 100), at least \$2 a click, buyer intent, and no brand or city names. 395 searches pass these filters; these are the top 15, with at most two per category.

#	KEYWORD	SEARCHES / MO	CPC	DIFFICULTY	CLICK VALUE / MO	PEAK
1	electrical companies	74,000	\$42.45	0	\$3,141,300	Sep
2	emergency electrician near me	12,100	\$46.81	0	\$566K	Jan
3	contractor electrical	40,500	\$10.36	0	\$420K	Dec
4	knob and tube	33,100	\$12.59	2	\$417K	Jan
5	commercial electrician	14,800	\$18.08	0	\$268K	Jan
6	whole house generator	40,500	\$5.96	12	\$241K	Jan
7	christmas lighting installation	22,200	\$9.43	10	\$209K	Nov
8	electrical generator repair	14,800	\$14.12	0	\$209K	Oct
9	ceiling fan installation	14,800	\$13.42	6	\$199K	Sep
10	bathroom ceiling fan installation	18,100	\$8.25	6	\$149K	Sep
11	christmas lighting installation near me	14,800	\$9.18	3	\$136K	Nov
12	clearance electrical panel	1,300	\$68.51	0	\$89K	Sep
13	replace breaker box	5,400	\$14.63	0	\$79K	Jul
14	level 2 ev charger install	5,400	\$14.48	11	\$78K	Sep
15	solar electrical system for home	9,900	\$7.89	9	\$78K	Sep

Difficulty is DataForSEO Labs keyword difficulty. Many local electrician searches score near zero because the results are map listings and directories rather than strong pages.

Rising fast (up 50% or more on last year)

BACKUP POWER

"electrical generator home" is up 400% to 74K a month. "electrical generator near me" is up 514%, and "home generator installation" is up 235% at \$15.10 a click.

EMERGENCY CALLS

"electrician emergency" is up 311% to 12.1K a month at \$42.66 a click. "emergency electrician near me" is up 174% at \$46.81.

PROTECTION ADD-ONS

"whole house surge breaker" is up 235% to 27.1K a month. "gfcı outlet replace" and "adding gfcı outlet" are both up 83%.

Also rising: "electrical panel upgrade near me" (+238%), "commercial electrical contractor" (+179%) and "electrical services near me" (+83%, \$21.90 a click). 107 search clusters with 500+ searches a month are up 50% or more. Falling: ceiling fans (–22% weighted), holiday lighting installs (–33%) and appliance hookups (–13%); EV chargers are flat (–3%).

THE ELECTRICAL YEAR: WHEN TO PUSH WHAT

Each cell shows that month's search volume against the category's own average (Sep 2025 to Aug 2026). Darker means busier. Plan content 6 to 8 weeks ahead of each peak and set ad budgets to match.

CATEGORY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Holiday lighting installs	.4	.3	.3	.3	.2	.2	.3	.4	1.5	2.2	4.6	1.4
Generators & transfer switches	3.0	.8	.9	.7	.6	.8	1.1	1.1	.8	.8	.7	.8
Emergency electricians	1.0	.9	1.0	.9	.8	.9	1.9	1.5	.8	.6	.6	.9
Power outages	1.3	.8	1.0	.8	.9	1.1	1.4	1.4	.6	.8	.9	.9
Commercial	1.0	.8	1.1	1.1	.9	.7	1.3	1.2	1.3	.9	.7	.7
Solar & batteries	1.2	.9	1.0	.8	.9	1.0	1.3	1.1	1.0	.9	.8	1.1
Surge & detectors	.9	.8	.9	.8	.9	1.1	1.3	1.3	1.1	.9	.9	.9
Outlets & lights not working	1.0	.9	1.1	1.1	1.4	.9	.8	1.1	.7	.8	1.0	1.0
Lighting & fixtures	1.0	.9	1.0	.9	.9	.8	1.0	.9	1.2	1.2	1.3	1.0
Ceiling fans	1.0	.8	1.1	1.0	1.1	1.1	1.1	.9	1.2	1.0	.9	.9
Breakers tripping	1.2	.9	.9	.8	.9	1.0	1.1	1.1	.9	.9	1.0	1.3
EV chargers	.9	.8	1.2	1.2	1.1	1.0	1.1	1.0	1.1	.9	.8	.9
Inspections & permits	1.1	1.0	1.1	1.0	.9	.9	.9	.9	1.3	1.1	.9	.9
Hiring an electrician	1.1	1.0	1.0	1.0	.9	.9	1.1	1.1	1.1	1.0	.8	1.0
Rewiring & old homes	1.1	.9	1.1	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Panel upgrades	1.0	1.0	1.1	1.0	1.0	1.0	1.1	1.1	1.0	1.0	.9	.9

JAN - MAR

Generators spike in January (3.0x), alongside breaker trips (Dec 1.3x) and rewiring. EV charger searches climb from March.

APR - JUN

EV chargers stay high (1.1-1.2x). "Not working" searches peak in May (1.4x). A quieter window for planned panel and rewire work.

JUL - AUG

Storm and heat season: emergency electricians (1.9x in July), power outages, surge protection, solar and commercial work peak.

SEP - DEC

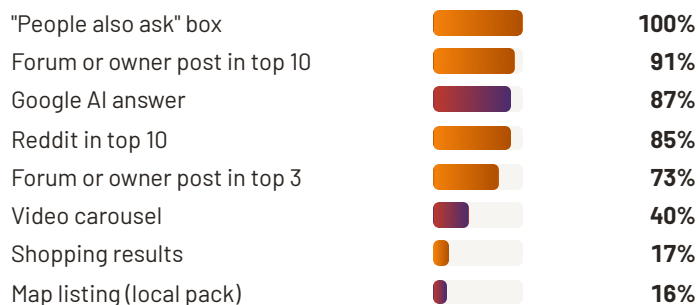
Lighting season: fixtures and recessed lights run 1.2-1.3x from September to November, and holiday lighting installs hit 4.6x in November. Home-sale inspections peak in September.

Panel upgrades, rewiring and general hiring are close to flat all year (peak-to-low 1.1-1.4x), so they need steady, year-round marketing. 38 single-month spikes that looked like data errors were smoothed before these numbers were calculated (see the appendix).

WHO WINS ELECTRICAL ANSWERS ON GOOGLE TODAY

We ran 100 electrical searches across the whole job cycle, from "breaker keeps tripping" to "panel upgrade cost" to "commercial electrician", and recorded everything on each result page. The winners are owner communities and video, not electricians.

What shows up on the page (share of 100 result pages)



By topic: forums take 52% of top-10 slots on DIY searches, 46% on troubleshooting and 41% on cost. Map listings appear on near-me, emergency, 24-hour, generator-install, lighting-install and commercial searches, and almost nowhere else.

Share of visibility (weighted by rank)

SITE	SHARE	#1 SPOTS	AI ANSWER CITES
reddit.com	22.5%	47	29
facebook.com (groups)	4.3%	1	16
youtube.com	3.9%	3	61
homedepot.com	1.9%	3	13
yelp.com	1.6%	1	1
quora.com	1.1%	0	9
mikeholt.com (trade forum)	1.0%	0	1
angi.com	0.8%	0	12
mistersparky.com	0.8%	1	5
thumbtack.com	0.5%	0	6
homeadvisor.com	0.5%	1	5
mrelectric.com	0.2%	0	2

What this means: Google showed no classic featured snippets on these searches (0 of 100). Of 908 "People also ask" answers, Google's AI wrote 890 itself with no source link. You now get quoted by being a source the AI trusts, and for electrical work that means YouTube, Reddit threads and pages that read like a real electrician wrote them. A generic blog post won't get quoted.

Where forums hold the top spots and no electrician has a good answer yet

On 87 of 100 result pages, forums hold 2 or more top-10 spots, a top-3 spot, or a "Discussions and forums" box. Those pages carry 696 of the questions we collected. The most forum-heavy searches: "install outlet" (8 forum results in the top 10), "how to wire a light switch", "outlet not working", "electric dryer outlet", "100 amp vs 200 amp service", "electrician service call fee", "how much does an electrician cost" and "breaker keeps tripping".

Cost pages are wide open. All 10 price searches show an AI answer built from Homewyse, Angi, HomeGuide and contractor blogs, and Reddit is in the top 10 on 9 of them. On "cost to install recessed lighting", three of the top organic results were spam domains. A local electrician who publishes real prices gives the AI a number to quote.

THE QUESTIONS ELECTRICAL CUSTOMERS ASK MOST

On Google ("People also ask")

Number of result pages (out of 100) where each question appeared.

QUESTION	PAGES
Can I upgrade my electrical panel without rewiring my house?	9
How much does a commercial electrician cost per hour?	6
Can I do my own electrical work in Wisconsin?	5
How quickly do electrical fires start?	5
Are there warning signs before an electrical fire?	4
What is the best way to find a good electrician?	4
How many outlets can I run off of one breaker?	3
What is the 20/20 rule for generators?	3
Can I get a federal tax credit for upgrading my electrical panel?	3
Can a normal electrician install an EV charger?	3
Can an electrical fire start if the breaker is off?	3
How much does an electrical inspection typically cost?	3
Is a handyman cheaper than an electrician?	3
Is a whole house generator a tax write-off?	3
Is it worth rewiring an old house?	3
What is the biggest red flag in a home inspection?	3
Can I sell a house with aluminum wiring?	2
Is it illegal to run a generator without a transfer switch?	2
Should a 50 year old electrical panel be replaced?	2
How much should an electrician charge for a call out?	2

786 unique questions in total. By topic: hiring and pricing 280, troubleshooting 184, panels 58, generators 56, permits and code 44, safety and fire 42. Career questions also show up on hiring searches ("Do electricians make \$100,000 a year?" appears on 5 pages).

Top customer questions on Google by search volume

How do you wire a three-way switch (18.1K a month) · How does a generator work (8.1K) · How do you replace a circuit breaker (6.6K) · How do I reset a circuit breaker (5.4K) · Why does my breaker keep tripping (4.4K) · Can lighting installation cost (4.4K) · How much for a whole house generator (2.9K) · How much does a house rewire cost (2.4K) · What is knob and tube (1.9K) · What size wire for a 50 amp breaker (1.9K).

On Reddit (49,643 posts, 7 subreddits)

Ranked by a demand score that combines Reddit posts, StackExchange question titles and Google autocomplete.

QUESTION	POSTS
Adding a 240V or dedicated circuit	3,153
Installing recessed lights, fixtures, fans	1,458
Solar: panel, interconnection, inverter	1,889
Why does my breaker keep tripping?	777
Do I need a panel upgrade (100A vs 200A)?	641
Standby generator: size and cost	902
Safely connecting a portable generator	660
Adding outlets, USB or smart switches	536
Hardwire or 14-50 outlet for an EV charger?	901
What wire and breaker size?	483
Can I do this myself?	490
Do I need a permit, will it pass?	442
Switch or 3-way wiring doesn't work	223
Landlord or tenant: who fixes it?	675
Should I rewire my old house, and what does it cost?	331
Why are my lights flickering?	295
Panel is full: add breakers or a subpanel?	261
Can my panel handle a Level 2 charger?	498
Burning smell, sparks, hot outlet: emergency?	329
Is knob-and-tube or aluminum wiring safe?	127

Of the 49,643 posts, 64% are questions. Where the stage could be told: 7,189 EV owners, 3,240 renovators and DIYers, 1,725 buyers and new homeowners, 886 landlords or tenants.

WHAT PEOPLE TYPE INTO GOOGLE

We ran 1,269 Google autocomplete lookups: 47 electrical starting phrases, each alone and with every letter a to z. That returned 11,646 suggestions, 10,452 of them unique, and 8,075 on topic once car, boat, travel and job suggestions were removed. They show the exact words people type before they see a single result.

What the suggestions are about (unique on-topic suggestions)

Install and replace	1,751
Near me and hiring	1,185
Safety, fire and code	933
Troubleshooting	830
Cost and price	669
DIY: can I do it myself?	220

Some suggestions fall under more than one theme. Autocomplete was pulled from Southern California without a paid location setting, so "near me" and town suggestions lean local, and some foreign town names appear. Those were left out of the examples below.

URGENT

SOMETHING'S WRONG NOW

half my house has no power · half my house keeps losing power · half my house has power the other half doesn't · breaker keeps tripping after storm · breaker keeps tripping after reset · breaker keeps getting hot and tripping · burning smell outlet · electrical fire at home what to do

MONEY

EVERY PRICE QUESTION

electrician cost hourly · electrician cost install outlet · electrician cost ceiling fan install · electrician cost change light fixture · 200 amp upgrade cost · aluminum wiring cost to replace · breaker keeps tripping cost to fix · generator install cost · ev charger install at home cost

PERMISSION

"CAN I DO IT MYSELF?"

can i do my own electrical work · can i do my own electrical work at home · can i do my own electrical and get it signed off · can i do my own electrical work in california · ... in florida · ... in texas · ... in ohio · electrical permit for ev charger. The state version appears for at least 27 US states.

OLD HOMES

WIRING AND INSURANCE

aluminum wiring and insurance · aluminum wiring dangers · aluminum wiring copper pigtail · aluminum wiring cost to replace · federal pacific breaker replacement · federal pacific and zinsco panels · afci knob and tube

HIRING

WHO CAN COME, AND WHEN

electrician near me after hours · electrician near me at night · electrician near me available now · electrician near me cheap · electrician near me best price · electrician near me book online · generator install near me

ELECTRIFY

EV AND BACKUP POWER

ev charger install at home cost · ev charger install apartment · ev charger install detached garage · electrical panel for ev charger · 100 amp transfer switch for generator · 200 amp interlock kit · generator install on house

What this adds to the plan: people type the job and the price in the same breath, so every service page should state a real number. "Electrician near me" comes with "after hours", "at night", "available now" and "book online", which is a ready-made promise: show availability and let people book. "Can I do my own electrical work in [state]" is asked state by state; a short page per state on what a homeowner may legally do, and when to call a licensed electrician, answers it and catches the people who decide not to DIY.

WHAT HURTS ELECTRICAL CUSTOMERS MOST

We ranked 24 pain points by how often they come up and how upset people are (anger is scored 1–5). Sources: 49,643 Reddit posts, 3,858 top comments and 15,695 Home Improvement StackExchange question titles. Generator hookups and "is this safe?" come up most; the angriest posts are about fire, and about electricians who won't show up.

#	PAIN POINT	POSTS	SE TITLES	ANGER	TYPICAL \$	IN THEIR WORDS (PARAPHRASED)
1	Generator hookup: interlock, transfer switch, backfeed	2,080	133	1.3	\$1,500	Tired of losing power for hours, so I bought a portable generator; now how do I connect it to the house safely?
2	Worried something is unsafe ("is this safe?") or got shocked	1,050	119	1.9	\$800	A new dryer cord sent a fireball out of the outlet and shocked me.
3	Previous owner or handyman left dangerous DIY wiring	1,129	14	1.6	\$1,100	The previous owner wired a hidden switch that kills half my outlets.
4	EV charger install: cost, panel and wire-run worries	1,082	0	1.4	\$1,000	Is a 100 amp service really enough for an EV, or do I need 200 amps?
5	Burning smell, melted outlet, sparks or small fire	678	40	2.1	\$950	My 240V EV outlet melted and started a fire; is it the charger or the wiring?
6	Flickering or dimming lights	758	154	1.5	\$1,764	Switched every bulb to LED and half my dimmers stopped working.
7	Not enough panel capacity for EV, heat pump or induction	541	22	1.3	\$1,500	Going all-electric with heat pumps; will my panel handle it?
8	Quote and price worries (is this fair?)	413	1	1.6	\$2,500	Quoted \$4,000 for a new box because the old one 'isn't up to code'; are they right?
9	Breaker keeps tripping	334	83	1.4	\$800	The breaker for the fridge started tripping a few weeks ago.
10	Landlord won't fix electrical problems	298	12	1.5	\$600	Landlord's handyman scraped the burnt part off a scorched plug and reused it.
11	Standby generator cost, delays or service	319	0	1.3	\$2,000	Our new 18kW Generac failed in the first storm.
12	Half the house or several rooms lost power	253	53	1.6	\$7,000	Half the lights and most outlets died; should I call the power company or an electrician?

Typical \$ is the median dollar figure mentioned in those posts (amounts of \$50 or more), whatever it refers to: a quote, a bill or a purchase.

HIRING AND SERVICE HORROR THEMES

No one will quote a simple 240V outlet, so the owner considers doing it alone. Renovations stall when contractors ghost. A \$4,000 "not up to code" quote the owner can't judge. A landlord's handyman reusing a scorched plug. A generator service bill that looks like a scam.

WHAT OWNERS TRUST

Net sentiment (positive minus negative mentions, as a share of those that took a side): portable power stations (EcoFlow, Jackery, Bluetti) +72%, energy monitors (Emporia, Sense) +72%, Tesla Wall Connector +50%, Home Depot and Lowe's +55%, Generac -11%, the utility company -33%. Angi and HomeAdvisor are barely mentioned (4 times), and neither are the electrical franchises (5).

Lessons people say they learned the hard way: turn off and test every wire, not just the outlet. Photograph the wiring before you disconnect anything. Check the wiring while the walls are open. Don't pay the full amount up front. Check the permit records before buying a "fully renovated" house. Where they look: Reddit (1,293 mentions), Google (836), Home Depot or Lowe's (546), the manual (526), YouTube (488), Angi, Thumbtack or Yelp (296), ChatGPT and AI (205).

WHAT OWNERS TALK ABOUT, AND WHO WINS VIDEO

Most-mentioned brands on Reddit

Mentions in posts and top comments. Net sentiment is positive mentions minus negative, as a share of those that took a side.

BRAND OR SERVICE	MENTIONS	NET
Generac	1,149	-11
Grizzl-E / Emporia / JuiceBox / Wallbox	902	+25
Interlock kits	712	+11
Home Depot / Lowe's install services	661	+55
ChargePoint	584	+16
Emporia / Sense monitors	512	+72
Tesla Wall Connector	504	+50
Utility / power company	436	-33
Kohler	418	+8
EcoFlow / Jackery / Bluetti	415	+72
NEC / code book	358	+78
Enphase	269	+60
Leviton	255	+33
Eaton / Cutler-Hammer	214	+9
Square D (QO, Homeline)	194	+14
Siemens	185	+60

Backup power and EV charging dominate the brand talk. Generac is the most-discussed name and is net negative, mostly over failures and service. Power stations, energy monitors and the Tesla charger are well liked, which makes them good add-on sales on a service visit. Federal Pacific and Zinsco come up only in negative contexts.

Who wins electrical YouTube searches

993 videos from 57 YouTube searches. "Top-3" counts how often a channel ranked in the first three results.

CHANNEL	TOP-3	RESULTS
Electrician U	9	32
Silver Cymbal	8	22
How To Home	7	25
This Old House	6	37
Landers Electric	6	30
The Home Depot	6	13
Top Homeowner	5	18
The 360 Electrician	4	11
Benjamin Sahlstrom	4	9
Everyday Home Repairs	3	25

No one owns electrical YouTube. The top channel holds only 9 of the 171 top-3 slots. This Old House and The Home Depot appear, but most winners are independent how-to and electrician channels. Old videos still rank: 269 of the 815 dated results are five or more years old, and 60 are ten or more. A channel of your own electricians fixing real problems can win here without a big budget.

WHO SELLS TO THE CUSTOMER TODAY

COMPANY TYPE	WHAT THEY SELL	HOW THEY GET CUSTOMERS	MOAT	WEAK SPOT
Multi-trade home services 486 of the 500 most-reviewed electrician-category listings; median 5,228 reviews	Service call → repair → panel, water heater and HVAC replacement → membership	Paid search, reviews at scale, radio and TV	Thousands of reviews per location, one brand for three trades	Electrical is a side line; their reviews talk about furnaces and water heaters
Mr. Electric (Neighborly)	Dispatch fee → flat-rate repair → panels and rewires	National brand plus local SEO	240+ locations in the US and Canada (company figure)	0.2% search visibility; quality varies by owner
Mister Sparky (Authority Brands)	Same model, with on-time guarantee branding	Brand plus local SEO	Best-known electrical brand in our searches (0.8%, 5 AI cites)	Thin share of search visibility for a national brand
Angi / HomeAdvisor	Free to homeowners; pay-per-lead for contractors	SEO, apps, paid search	Brand and app (116K iOS ratings)	Revenue fell to \$1.03B in 2025; barely mentioned by homeowners on Reddit
Thumbtack, Yelp, Nextdoor	Quotes and referrals	Apps and "best electrician in [city]" pages	Huge app audiences	The homeowner still has to vet the electrician
Home Depot, Lowe's	Products plus subcontracted installs (fans, fixtures, EV chargers)	Stores and product pages	Foot traffic; 1.9% visibility and 13 AI cites	Narrow scope; you don't know who shows up
Equipment networks (Generac, Tesla)	Manufacturer lead → certified electrician installs	Dealer locators and OEM sites	Generac reports about 9,400 residential dealers	The electrician is a subcontractor and doesn't own the customer

The local map is wide open

72,548 US Google Maps listings in the electrician category	4 median reviews per listing in a 500-listing sample (103 have none)	210 OF 500 sampled listings have no website; 185 are unclaimed	5,228 median reviews among the 500 most-reviewed listings, nearly all multi-trade companies
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Sources: DataForSEO Google Maps business listings (pulled 2026-10-01; the 500-listing sample is in the API's default order, not random); Angi FY2025 results (SEC 8-K); Generac FY2025 10-K; Neighborly company pages; this report's search data.

WHITE SPACE NOBODY OWNS



1. AN ELECTRICIAN WHO ANSWERS BEFORE THE CALL

"Is this dangerous?", "can I fix it?" and "what will it cost?" are answered on Reddit, which sits on 85 of 100 result pages. No electrical company owns these answers, and Google's AI is quoting threads and YouTube instead.

2. PUBLISHED PRICES

1,028 search clusters contain a price word, about 213K searches a month. Marketplaces publish national ranges, but almost no local electrician posts a real menu: service call, outlet, fan, 14-50 outlet, panel swap.

3. "CAN MY PANEL HANDLE IT?" AS A PRODUCT

The #1 Reddit question is adding a 240V circuit. A paid load calculation, with options short of a full upgrade (load management, smart panels, a subpanel), is sold by almost nobody locally under its own name.

4. OLD-HOME AND REAL-ESTATE ELECTRICAL

Insurers, inspectors and buyers drive knob-and-tube, aluminum and Federal Pacific or Zinsco work on a deadline. Nobody packages a written report the insurer and buyer accept, plus the fix.

5. ACTUALLY SHOWING UP

Posts about electricians who won't quote, call back or show up are among the angriest in the data (2.05 out of 5). Guaranteed arrival windows, text updates and online booking are basic in HVAC and still rare in electrical.

6. BACKUP POWER AFTER THE SALE

Generator searches are up 49% and Generac is the most-discussed and most-criticized brand. Dealers sell the box; owners then struggle with failures and service. A maintenance and storm-readiness plan is open ground.

7. REVIEWS AND THE BASICS

The median electrician listing in our sample has 4 reviews, and 210 of 500 have no website. Being findable, reviewed and bookable beats most of the local field before any content is written.

8. VIDEO FROM REAL ELECTRICIANS

YouTube is cited in 61 of 87 Google AI answers, the top YouTube channel holds only 9 of 171 top-3 slots, and five-year-old videos still rank. Short "check these first" videos from your own electricians can win both.

WHAT THIS MEANS FOR AN ELECTRICAL CONTRACTOR

One brand for every stage of an electrical job, from the first "is this safe?" search to the panel upgrade and the yearly check. Each rung below ties to demand or gaps in this report. Prices are proposals to test, not decisions.

FREE • REACH ANSWER EVERYTHING • Answer hub: 786 FAQs with FAQ markup • Electrician-on-camera shorts • "Can my panel handle it?" checker • Published price menu	ENTRY • \$ BOOK A FIX • Flat-rate troubleshooting visit • Guaranteed arrival window, online booking • After-hours emergency line • Safety inspection for buyers and insurers	RECURRING • \$\$ SAFETY MEMBERSHIP • Yearly panel and safety check • Generator maintenance and storm prep • Priority booking, discounted labor • Test at \$99-\$199 a year	PARTNERS • REFERRALS MAKE IT AFFORDABLE • Financing for panels and generators • Utility and state rebates • Generac, Kohler and EV installer programs • Inspector and realtor referrals	HIGH TICKET • \$\$\$ THE BIG JOBS • Panel and service upgrades • Rewires (knob-and-tube, aluminum) • EV chargers and load management • Standby generators, batteries; commercial contracts
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90-day plan

WHEN	BUILD	WHY NOW
Weeks 1-3	Fix the Google Business Profile, start a review push, and add service-area pages with a real price menu, arrival windows and online booking.	"emergency electrician near me" costs \$46.81 a click; the median competitor listing has 4 reviews.
Weeks 1-4	Backup-power push before winter: interlock and transfer-switch page plus video, and a standby generator sizing and cost page.	Generator searches run 3.0x their average in January and are up 49% on last year.
Weeks 2-8	Answer hub. Start with the forum-held pages: breaker keeps tripping, outlet not working, half the house has no power, burning smell, 100 vs 200 amp, service-call fee, and "can I do my own electrical work in [state]".	Forums hold 87 of 100 result pages, and Reddit ranks #1 on 47.
Weeks 2-12	Two short electrician-on-camera videos a week ("not working? check these first"), each embedded on its matching answer page.	YouTube is cited in 61 of 87 AI answers, and no channel dominates.
Weeks 4-8	"Can my panel handle it?" load check, plus fixed-price pages for EV chargers, heat pumps, hot tubs and dryer or range circuits.	Adding a 240V circuit is the #1 Reddit question (3,153 posts); EV searches total 607K a month.
Weeks 6-10	Old-home and real-estate package: an inspection report for insurers and buyers, plus knob-and-tube, aluminum, Federal Pacific and Zinsco pages. Line up home-inspector and realtor referrals.	"federal pacific electrical" gets 60.5K searches a month; "knob and tube" gets 33.1K at \$12.59, difficulty 2.
Weeks 8-12	Pilot the safety membership and run the fall lighting season: recessed lighting, fixtures and holiday lighting installs.	Lighting searches peak September to November; holiday installs hit 4.6x in November.

APPENDIX

HOW THIS WAS BUILT

WORKSTREAM	WHAT WAS PULLED	SOURCE
Google demand	27 DataForSEO Labs keyword-suggestion requests returning 20,819 rows, filtered to 15,430 relevant US keywords in 9,177 groups. Includes volume, cost per click, difficulty, intent and 12 months of trend. 38 isolated single-month spikes (10x or more the keyword's other months) were replaced with the median of the other months and each change was logged.	DataForSEO Labs (Google Ads data)
Google results pages	100 of 115 planned searches, desktop, 20 results deep, with "People also ask" expanded and AI answers loaded. That gave 908 question slots and 786 unique questions. Three pages came back inline rather than as files, and their key fields were transcribed by hand.	DataForSEO SERP API (live Google results)
Google Maps	Two business-listing pulls of 500 listings each in the electrician category (the 500 most-reviewed, and 500 in the API's default order), plus the US total of 72,548 listings.	DataForSEO Business Data API (Google Maps)
YouTube	57 YouTube searches, 993 videos, from the public results page, grouped into channel rankings.	YouTube public search results
Reddit and forums	49,643 public Reddit posts used from 7 subreddits (r/AskElectricians, r/electrical, r/Generator and r/evcharging over 24 months, sampled evenly by month; r/HomeImprovement, r/homeowners and r/solar over 12 months, filtered to electrical posts), plus 3,858 top comments, 15,695 Home Improvement StackExchange question titles and 14,987 Google and YouTube autocomplete suggestions. Posts were classified by type, stage, topic and intensity. No usernames or personal data were stored. r/electricians was collected but left out because it is written by electricians, not customers.	Arctic Shift Reddit archive, Stack Exchange API, Google autocomplete
Market and competitors	BLS, NAHB, EIA, NFPA, SEC filings (Angi, Generac), franchise and company pages, and Apple's public app search.	Public filings and pages

Caveats

- Search volumes are Google Ads estimates rounded into buckets. "Click value" ranks where advertisers spend; it isn't a revenue forecast. The keyword set comes from 27 seed pulls, so it is a large slice of electrical demand, not a census.
- Topic labels were assigned by keyword rules, so a small share are filed under the wrong topic. City-named searches count under "Hiring an electrician".
- Share of visibility is weighted by rank position, not by search volume. Map results reflect one sample location. 15 lower-priority result-page searches were dropped to stay within time and budget.
- Reddit posts were classified by keyword rules, not read one by one, so treat those counts as relative. Three adjacent subreddits (r/DIY, r/firsttimehomebuyer, r/HomeMaintenance) were started but stopped for time and are not included.
- Autocomplete was pulled without a paid location setting, so local suggestions lean toward Southern California and include some foreign towns.
- The 500-listing Maps sample is in DataForSEO's default order, not a random draw. Competitor figures come from company filings and company pages.



CLICKFLAME

clickflame.com · Electrician Customer Research, October 2026