

Wisconsin

Energy Efficiency Jobs in America

56,868
Total Jobs

What are EE jobs?

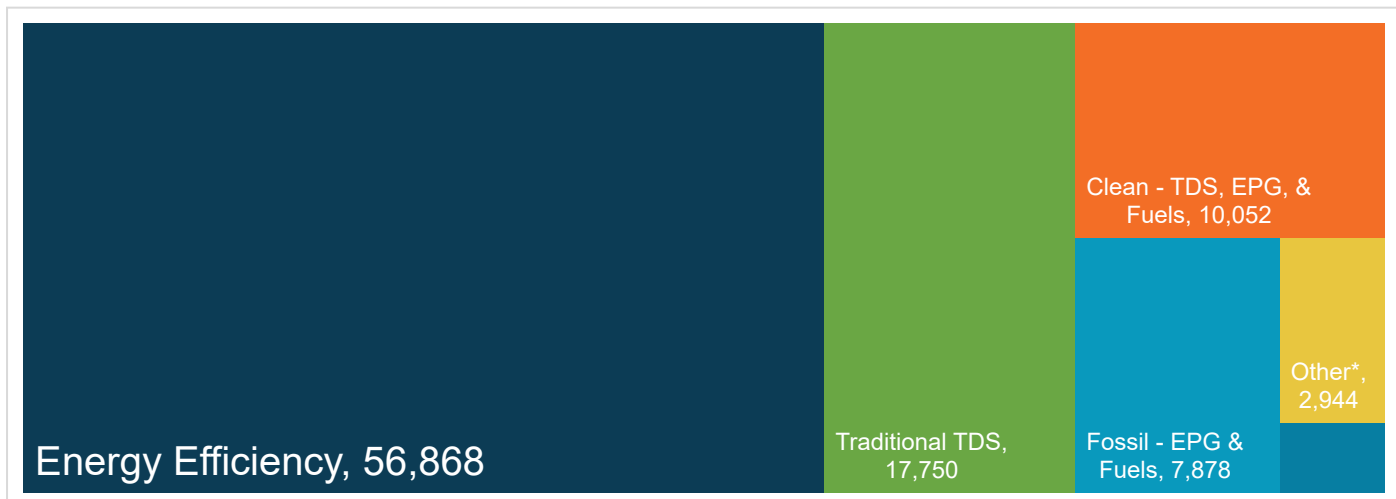
Jobs that deliver goods and services that lower energy use by improving energy efficiency with a focus on appliances, buildings, data systems, financing, new technologies, and more.

What do EE workers do?

- **Manufacture and install** high-efficiency systems, controls, windows, insulation, and ENERGY STAR-certified appliances and products in existing and new homes, commercial and industrial buildings.
- **Design and construct** high-performance buildings such as those earning nationally recognized sustainability and environmental performance ratings.
- **Upgrade and repair** heating, air conditioning, and ventilation (HVAC) and water heating equipment.
- **Educate** property owners and managers on building improvements to unlock savings for businesses, homeowners, schools, states, municipalities, military bases, and more.
- **Analyze building data** using software to maximize energy savings through targeted performance improvements and behavioral changes.
- **Review and approve loans** to finance energy savings performance contracts to improve the comfort, health, and operational costs of buildings.

How does EE compare in Wisconsin?

Energy efficiency is the largest energy sector in Wisconsin.



TDS = Transmission, Distribution & Storage

EPG = Electric Power Generation

Nuclear (EPG & Fuels) = 1,112

*Includes other energy subsectors such as corn ethanol, woody biomass, large hydropower, and others.

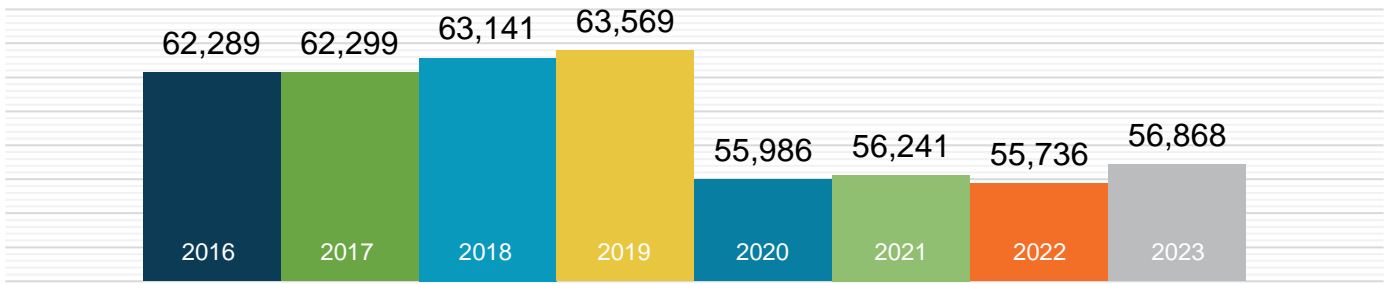
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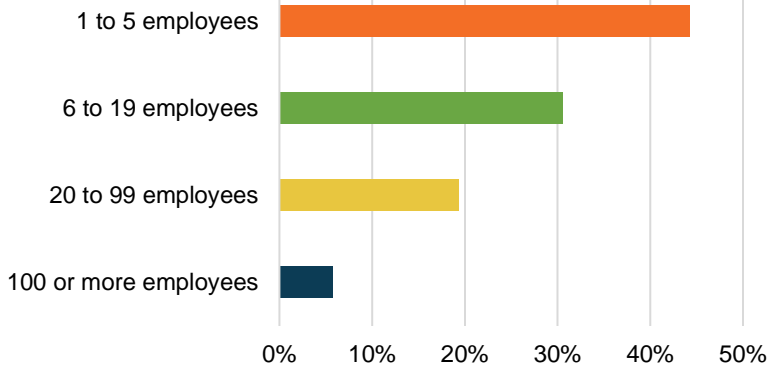
E4 THE FUTURE

What does EE look like in Wisconsin?

EE Workers Employed in WI



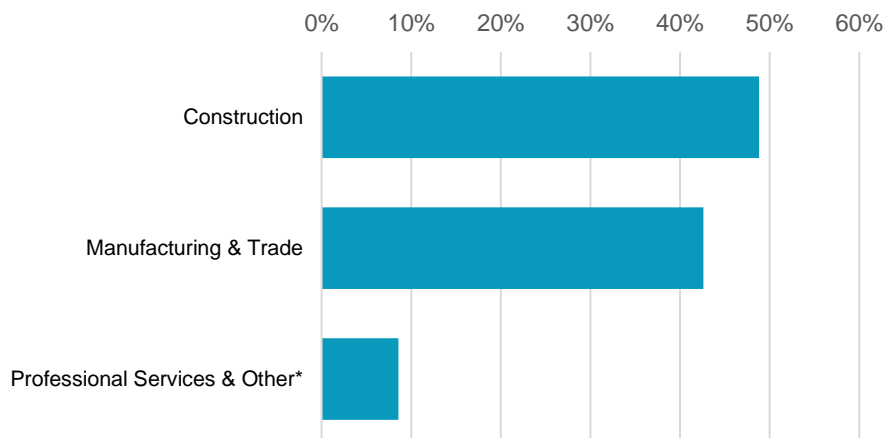
94.3% of WI EE Businesses Have Fewer Than 100 Employees



EE construction workers comprise **21%** of Wisconsin's construction workforce

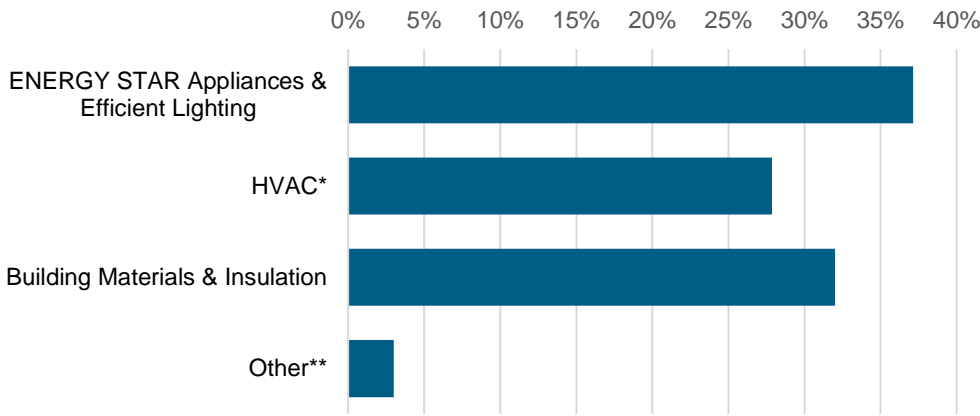


What type of work do energy efficiency firms do?



*Professional services include finance/accounting, architecture, engineering, R&D, etc. and other includes maintenance, and business, and nonprofit organizations.

What energy efficiency sectors employ the most workers?



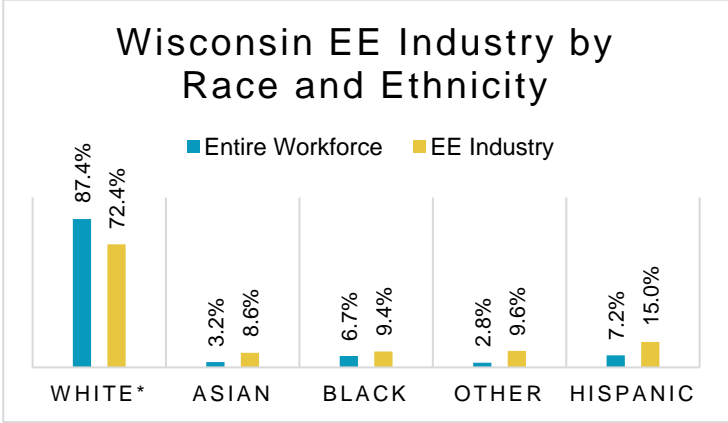
*Heating, ventilation, air conditioning of higher than standard efficiency/renewable heating & cooling
 **Other such as energy audits, building certifications, and software services



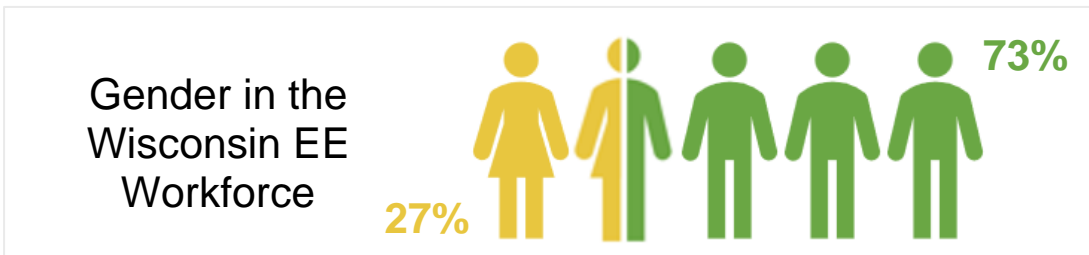
How is EE doing on diversity in Wisconsin?

Demographic data is critical to measure progress in expanding the diversity of the EE industry. A more inclusive industry that reflects the communities it serves is a stronger one that better meets the needs of all U.S. residents. Promoting diversity in hiring is key to maintaining a future workforce of qualified professionals and ensuring all Wisconsin communities are represented in the EE sector.

The EE industry needs to do more to prioritize minorities and women for training and support that enables access to employment at Wisconsin businesses.



*Includes non-Hispanic and Hispanic whites.

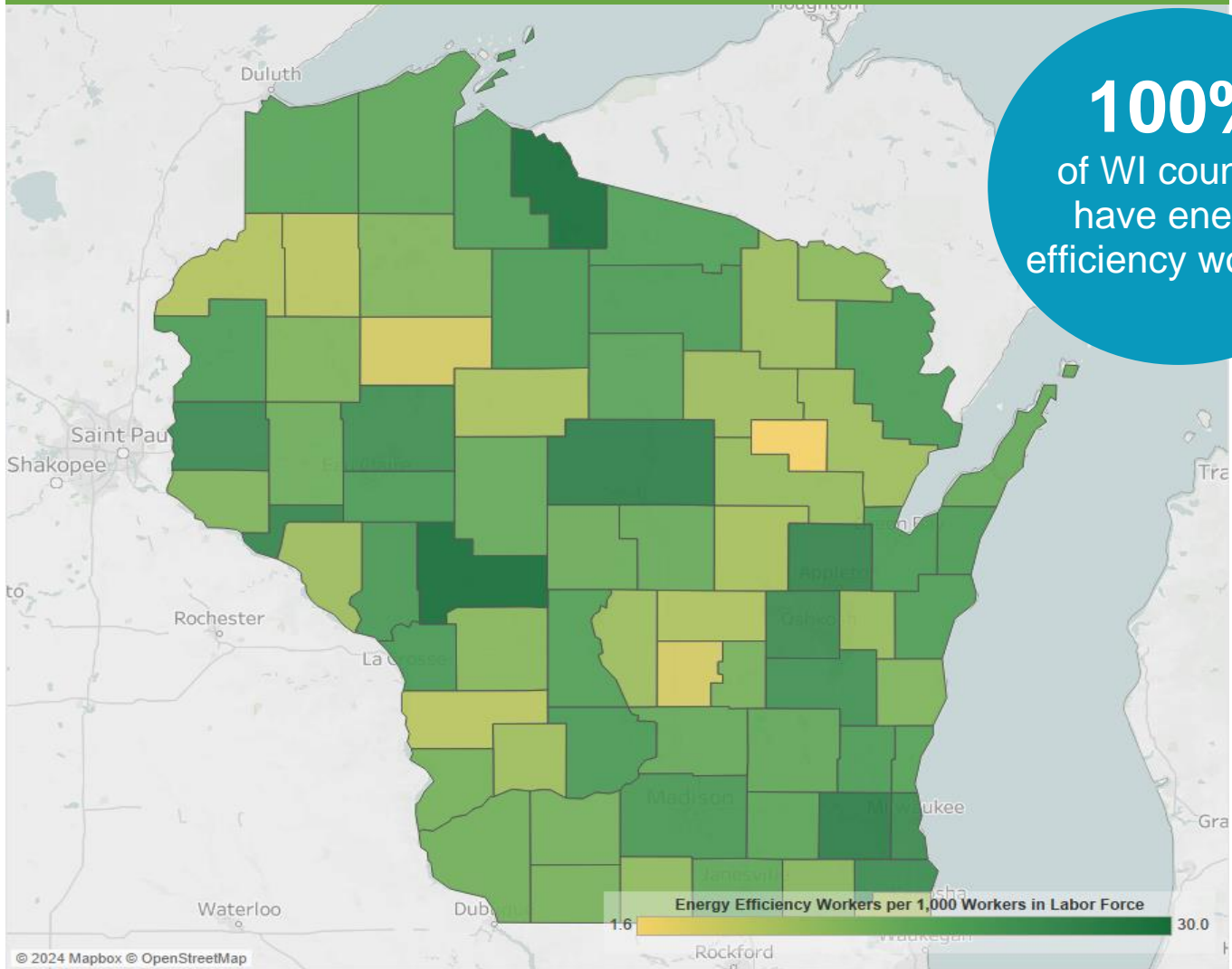


Note: The U.S. Bureau of Labor Statistics (BLS) only includes two genders in their survey. Non-binary gender data is missing from this document due to this limitation.



Energy Efficiency Jobs are Everywhere

EE Jobs by County



The energy efficiency job concentration displayed above is capped at thirty jobs per thousand in order to maintain observable differences between the majority of counties within the state. This is done to eliminate the influence outliers have on overall color gradient. For a full list of energy efficiency jobs by county, please visit the Department of Energy's (DOE) United States Energy and Employment Report (USEER) County-Level data site at <https://www.energy.gov/media/330956>.

Congressional		Metropolitan Areas	
District	Jobs	Area	Jobs
1	8,016	Appleton	2,839
2	8,277	Chicago-Naperville-Elgin	666
3	6,936	Duluth	273
4	6,842	Eau Claire	1,712
5	5,810	Fond du Lac	996
6	8,454	Green Bay	3,335
7	7,105	Janesville-Beloit	1,119
8	5,428	La Crosse-Onalaska	1,388
		Madison	7,841
		Milwaukee-Waukesha-West Allis	19,200
		Minneapolis-St. Paul-Bloomington	977
		Oshkosh-Neenah	2,116
		Racine	1,756
		Sheboygan	779
		Wausau	1,842
		Rural	10,029

State Senate

District	Jobs		District	Jobs		District	Jobs		District	Jobs
1	3,417		11	2,933		21	2,068		31	622
2	2,506		12	2,907		22	226		32	1,359
3	1,790		13	2,014		23	2,372		33	614
4	4,415		14	1,874		24	1,409			
5	3,666		15	627		25	1,681			
6	1,279		16	2,743		26	1,892			
7	779		17	1,875		27	324			
8	2,880		18	1,479		28	425			
9	1,096		19	2,022		29	558			
10	1,943		20	862		30	213			

State Assembly

District	Jobs		District	Jobs		District	Jobs		District	Jobs
1	921		28	910		55	2,007		82	193
2	1,325		29	598		56	<10		83	230
3	1,168		30	424		57	<10		84	<10
4	1,352		31	1,799		58	494		85	260
5	509		32	616		59	85		86	<10
6	639		33	526		60	278		87	295
7	1,021		34	1,253		61	1,136		88	126
8	751		35	1,137		62	915		89	87
9	<10		36	524		63	<10		90	<10
10	3,594		37	1,446		64	225		91	<10
11	656		38	270		65	<10		92	400
12	153		39	307		66	<10		93	219
13	2,471		40	589		67	966		94	1,149
14	540		41	648		68	938		95	<10
15	635		42	662		69	457		96	206
16	1,273		43	276		70	1,104		97	529
17	<10		44	<10		71	297		98	18
18	<10		45	348		72	11		99	146
19	<10		46	565		73	547			
20	420		47	1,976		74	677			
21	354		48	189		75	449			
22	1,336		49	681		76	1,047			
23	974		50	588		77	275			
24	553		51	596		78	563			
25	152		52	680		79	73			
26	775		53	793		80	197			
27	173		54	<10		81	48			





The Building Performance Association (BPA) is a 501(c) 6 nonprofit industry association that serves as the hub for businesses, nonprofits, and government agencies working to make America's homes more comfortable, healthy, and energy efficient. Our mission is to transform the market for the home performance industry through advocacy, education, professional development, and networking. [Visit www.building-performance.org](http://www.building-performance.org).



E4TheFuture is dedicated to bringing clean, efficient energy home for every American and promotes energy solutions to advance climate protection and economic fairness. Visit www.E4TheFuture.org.



BW Research Partnership is a full-service, economic and workforce research consulting firm with offices in Carlsbad, California and Wrentham, Massachusetts. It is the nation's leading provider of accurate, comprehensive energy and clean energy research studies. Visit www.bwresearch.com.

Data Source: Unless otherwise stated, all data are from the U.S. Energy and Employment Report, August 2024, by the U.S. Department of Energy (see Appendix B for methodology details). This methodology — adopted by the U.S. Dept. of Energy for its 2017 U.S. Energy and Employment Report, approved by the Office of Management and Budget and grounded on data collected by the Bureau of Labor Statistics — provides the broadly accepted best accounting of all U.S. energy workers.

For questions on BPA analyses please email: communications@building-performance.org

