

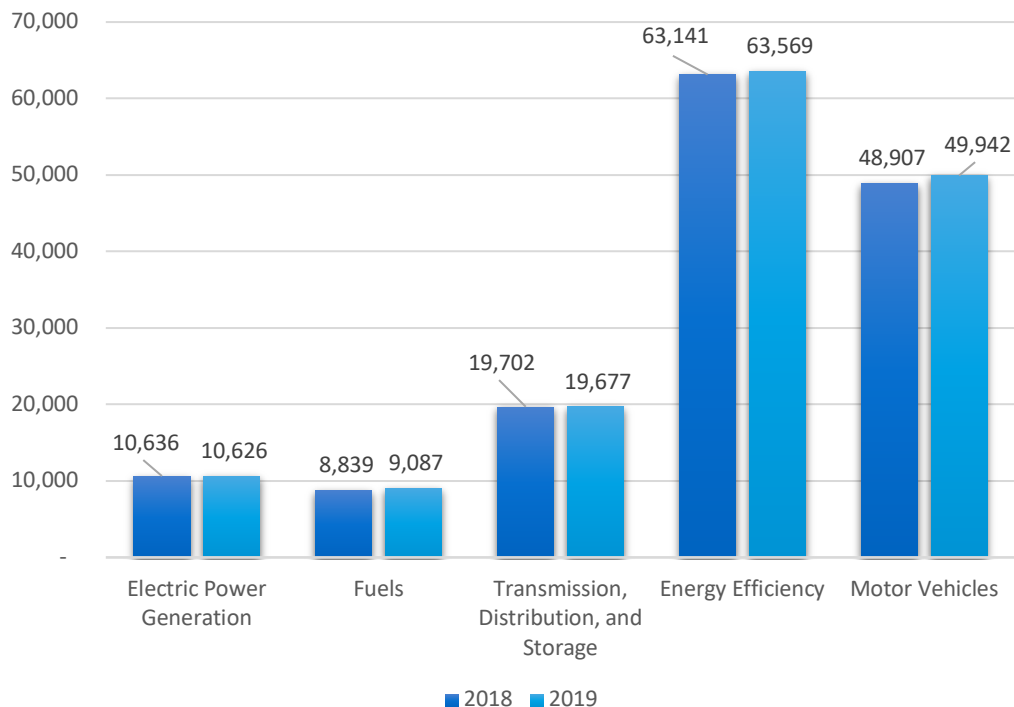
Wisconsin

ENERGY AND EMPLOYMENT — 2020

Overview

Wisconsin has a low concentration of energy employment, with 39,389 Traditional Energy workers statewide (representing 1.2 percent of all U.S. Traditional Energy jobs). Of these Traditional Energy workers, 10,626 are in Electric Power Generation, 9,087 are in Fuels, and 19,677 are in Transmission, Distribution, and Storage. The Traditional Energy sector in Wisconsin is 1.3 percent of total state employment (compared to 2.3 percent of national employment). Wisconsin has an additional 63,569 jobs in Energy Efficiency (2.7 percent of all U.S. Energy Efficiency jobs) and 49,942 jobs in Motor Vehicles (2.0 percent of all U.S. Motor Vehicle jobs).

Figure WI-1.
Employment by Major Energy Technology Application



Overall, Traditional Energy jobs grew by 0.5 percent since the 2019 report, increasing by 212 jobs over the period. Energy Efficiency jobs added 428 jobs (0.7 percent) and motor vehicles added 1,035 jobs (2.1 percent).

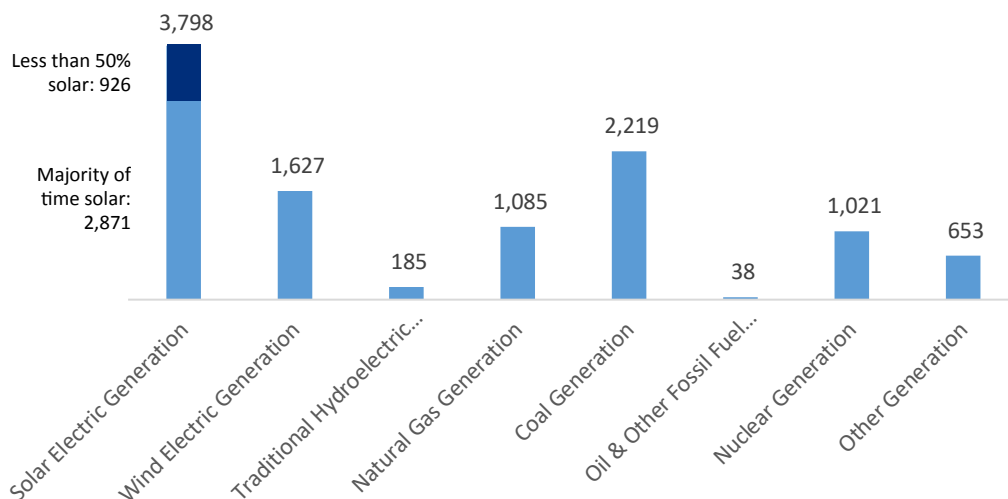
Breakdown by Technology Applications

ELECTRIC POWER GENERATION

Electric Power Generation employs 10,626 workers in Wisconsin, 1.2 percent of the national total and losing 10 jobs over the past year (-0.1 percent). Solar makes up the largest segment of employment related to Electric Power Generation, with 3,798 jobs (down -0.6 percent), followed by traditional fossil fuel generation at 3,342 jobs (down -4.9 percent).

Figure WI-2.

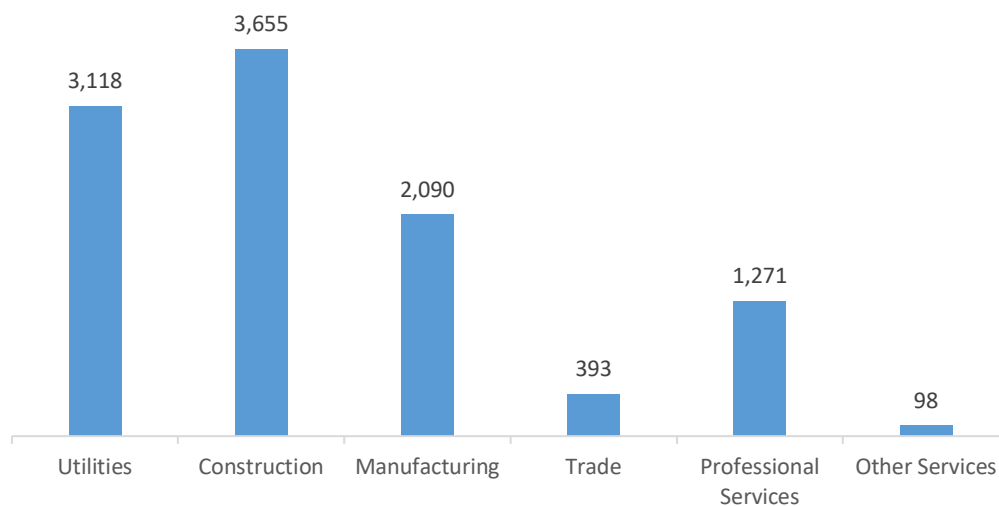
Electric Power Generation Employment by Detailed Technology Application



Construction is the largest industry sector in Electric Power Generation, with 34.4 percent of jobs. Utilities are next with 29.3 percent.

Figure WI-3.

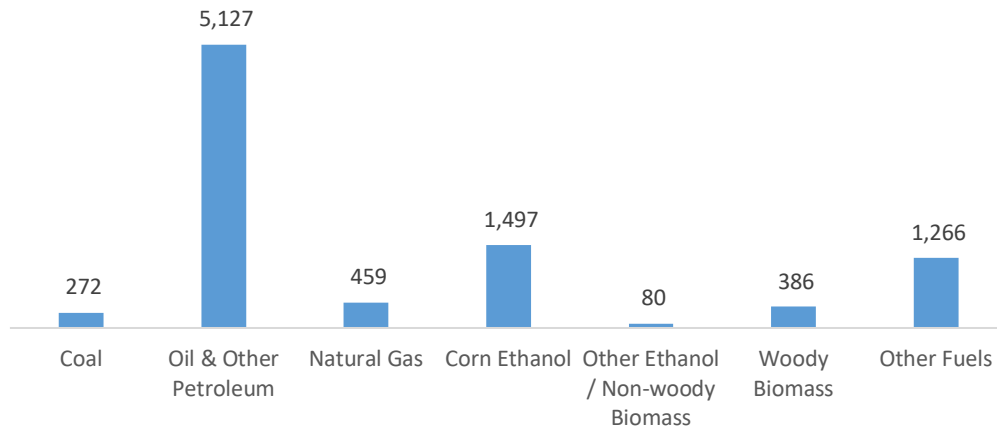
Electric Power Generation by Industry Sector



FUELS

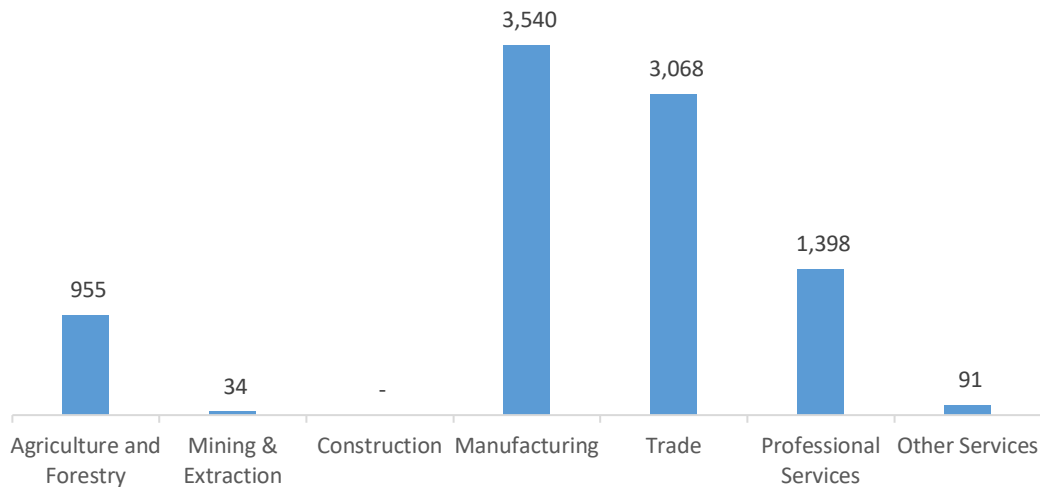
Fuels employs 9,087 workers in Wisconsin, 0.8 percent of the national total, up 2.8 percent over the past year. Petroleum and other fossil fuels makes up the largest segment of employment related to Fuels.

Figure WI-4.
Fuels Employment by Detailed Technology Application



Manufacturing jobs represent 39.0 percent of Fuels jobs in Wisconsin.

Figure WI-5.
Fuels Employment by Industry Sector

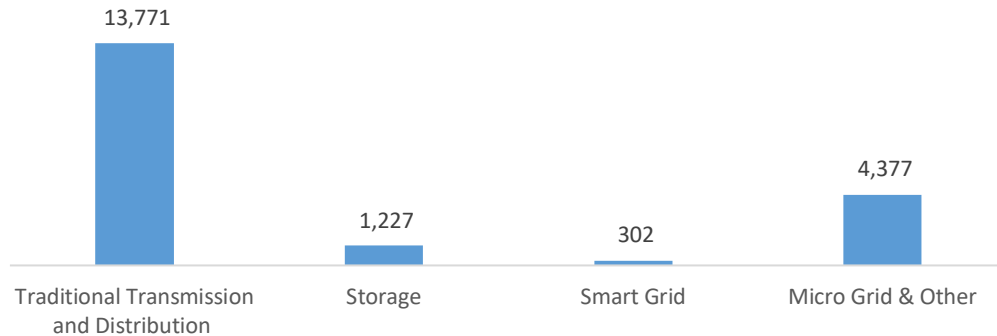


TRANSMISSION, DISTRIBUTION AND STORAGE

Transmission, Distribution, and Storage employs 19,677 workers in Wisconsin, 1.4 percent of the national total, down 0.1 percent or 25 jobs since the 2018 report.

Figure WI-6.

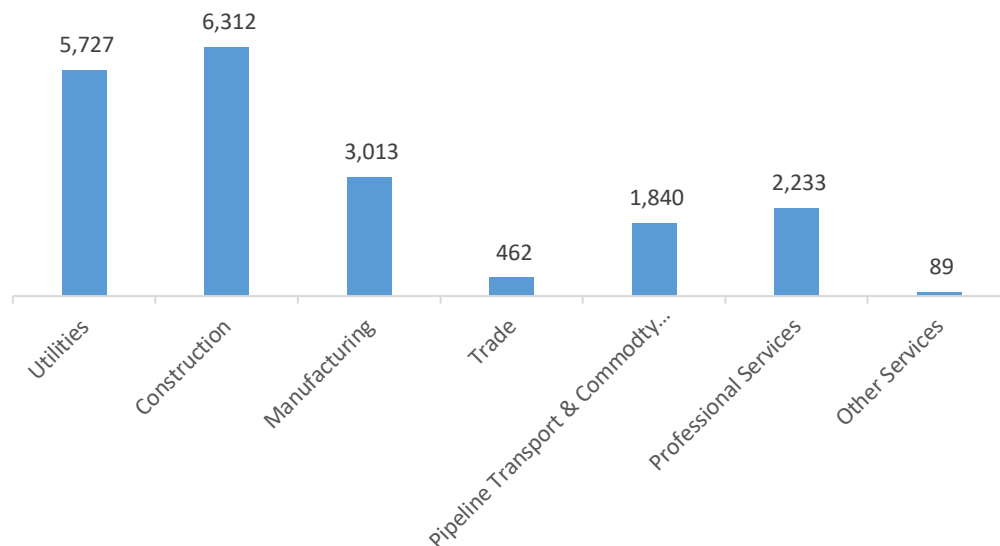
Transmission, Distribution and Storage Employment by Detailed Technology



Construction is responsible for the largest percentage of Transmission, Distribution, and Storage jobs in Wisconsin, with 32.1 percent of such jobs statewide.

Figure WI-7.

Transmission, Distribution and Storage Employment by Industry Sector

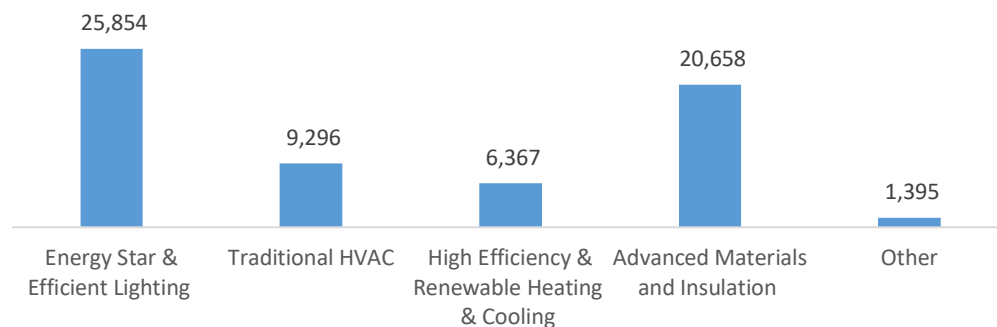


ENERGY EFFICIENCY

The 63,569 Energy Efficiency jobs in Wisconsin represent 2.7 percent of all U.S. Energy Efficiency jobs, adding 428 jobs (0.7 percent) since last year. The largest number of these employees work in (ENERGY STAR and efficient lighting firms, followed by advanced materials and insulation.

Figure WI-8.

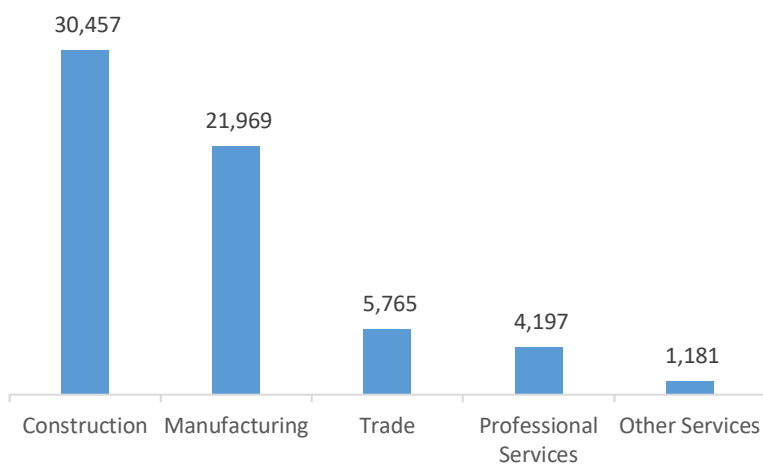
Energy Efficiency Employment by Detailed Technology Application



Energy Efficiency employment is primarily found in the construction industry.

Figure WI-9.

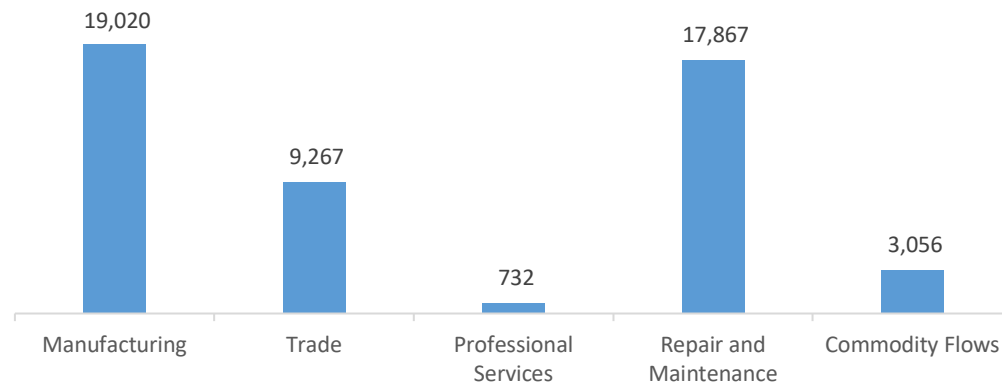
Energy Efficiency Employment by Industry Sector



MOTOR VEHICLES

Motor Vehicle employment accounts for 49,942 jobs in Wisconsin, up 1,035 jobs over the past year (2.1 percent). The industry sector that accounts for the largest fraction of Motor Vehicle jobs is manufacturing.

Figure WI-10.
Motor Vehicle Employment by Industry Sector



Workforce Characteristics

EMPLOYER GROWTH

Employers in Wisconsin are similarly optimistic to their peers across the country in regards to their job growth over the next year in Traditional Energy (3.0 percent versus 3.2 percent nationally). Energy Efficiency employers expect to add 2,021 jobs in Energy Efficiency (3.2 percent) and Motor Vehicles employers expect to add 1,273 jobs (2.5 percent) over the next year.

Table WI-1
Projected Growth by Major Technology Application.

Technology	State Projected Growth Next 12 Months (percent)	U.S. Projected Growth Next 12 Months (percent)
Electric Power Generation	5.4	4.8
Electric Power Transmission, Distribution, and Storage	1.5	3.5
Energy Efficiency	3.2	3.0
Fuels	3.4	1.7
Motor Vehicles	2.5	3.1

HIRING DIFFICULTY

Over the last year, 32.3 percent of energy-related employers in Wisconsin hired new employees. These employers reported the greatest overall difficulty in hiring workers for jobs in Motor Vehicles.

Table WI-2
Hiring Difficulty by Major Technology Application.

Technology	Very Difficult (percent)	Somewhat Difficult (percent)	Not at All Difficult (percent)
Electric Power Generation	11.3	54.5	34.3
Electric Power Transmission, Distribution, and Storage	12.5	53.1	34.4
Energy Efficiency	57.1	32.1	10.7
Fuels	29.9	38.9	31.2
Motor Vehicles	42.7	48.1	9.2

Employers in Wisconsin gave the following as the top three reasons for their reported difficulty:

1. Difficulty finding industry-specific knowledge, skills, and interest
2. Lack of experience, training, or technical skills
3. Competition/ small applicant pool

Employers reported the following as the three most difficult occupations to hire for:

1. Technician or mechanical support — \$21.25 median hourly wage
2. Installation workers — \$20.51 median hourly wage
3. Management (directors, supervisors, vice presidents) — \$43.21 median hourly wage