Wisconsin

Energy Efficiency Jobs in America

56,868
Total Jobs

What are EE jobs?

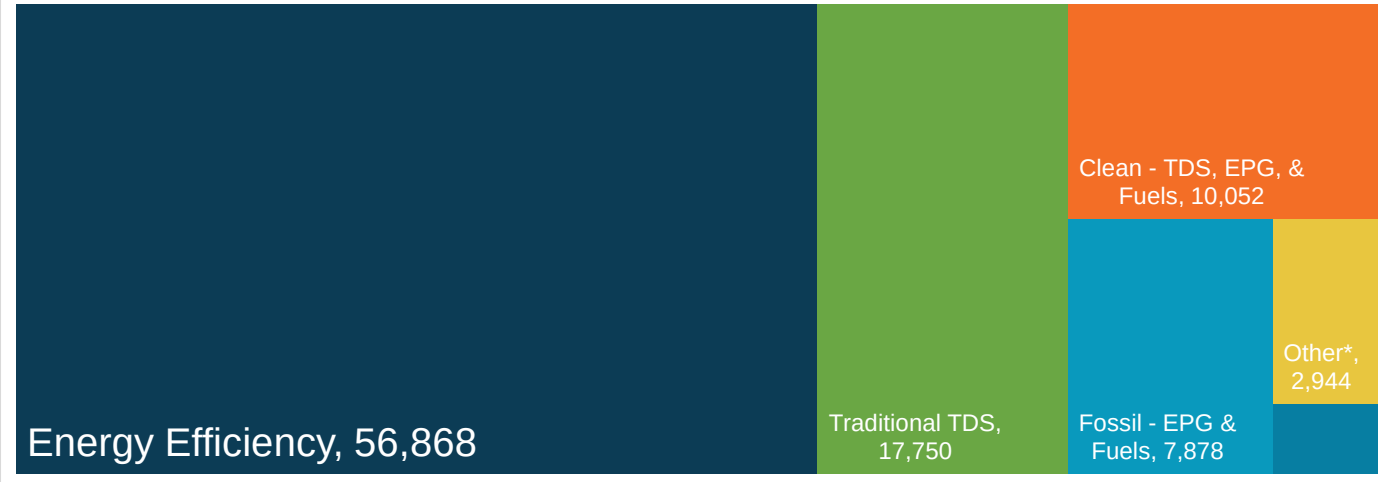
Jobs that deliver goods and services that lower energy use by improving energy efficiency with a focus on appliances, buildings, data systems, financing, new technologies, and more.

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.

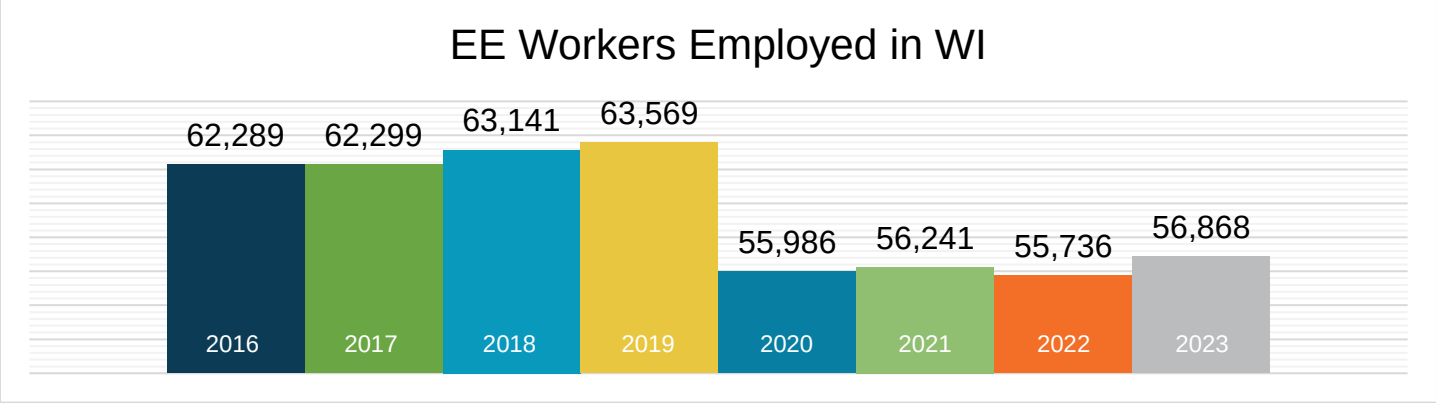


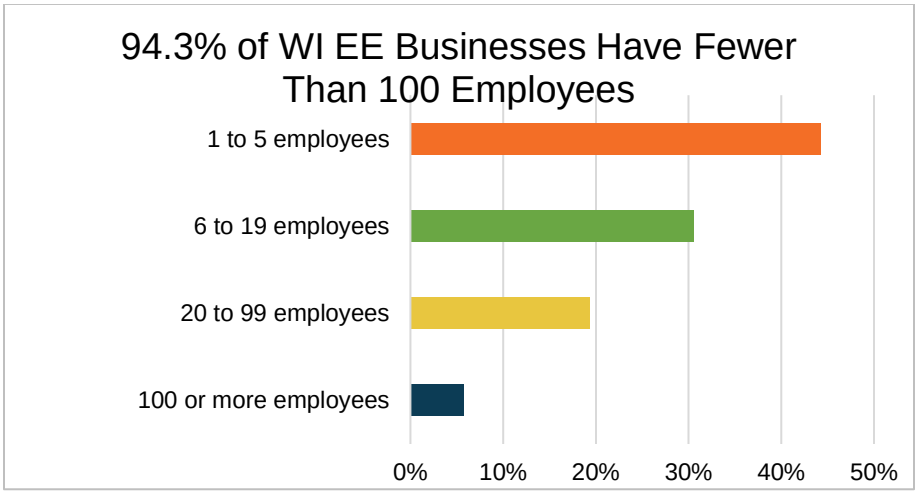
TDS = Transmission, Distribution & Storage
EPG = Electric Power Generation
Nuclear (EPG & Fuels) = 1,112
*Includes other energy subsectors such as corn ethanol, woody biomass, large hydropower, and others.

Presented by:

Updated April 2025

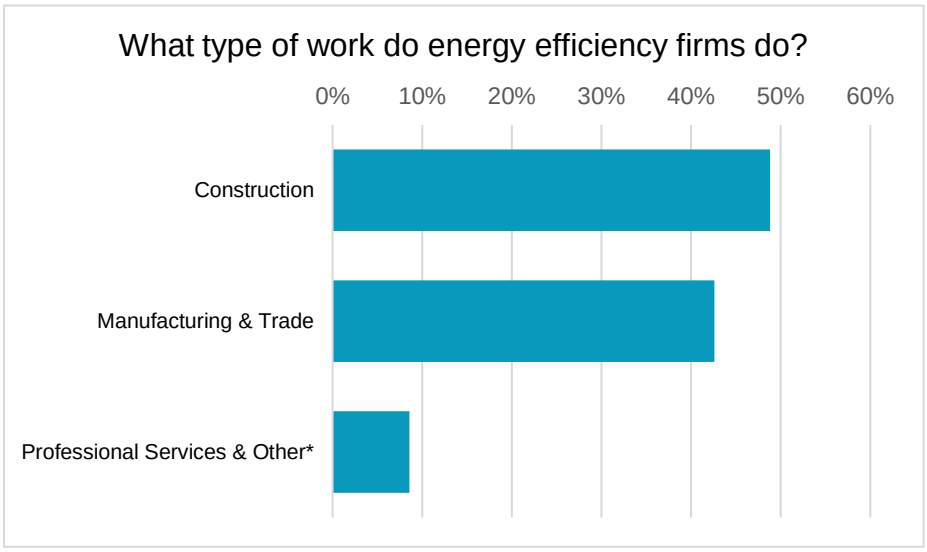
What does EE look like in Wisconsin?



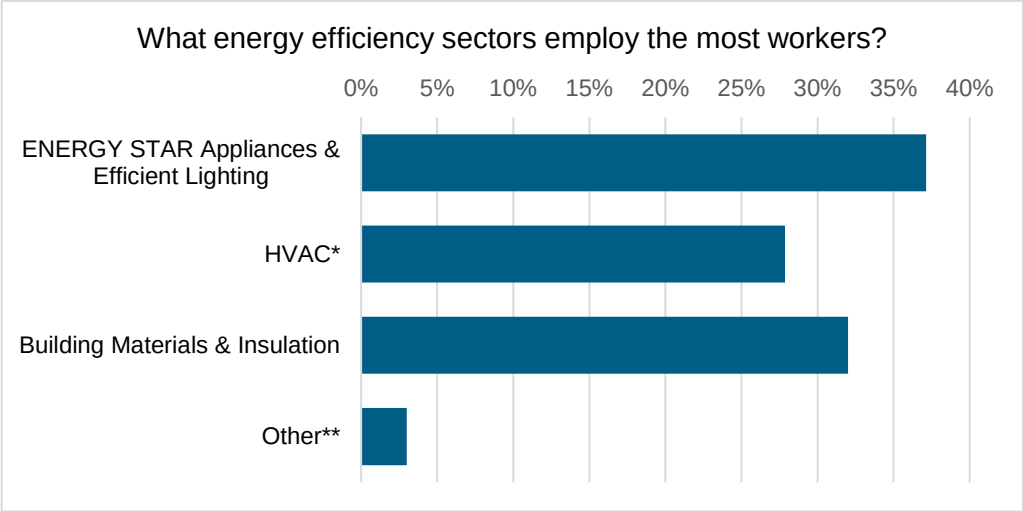


9,501
EE businesses in Wisconsin

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



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



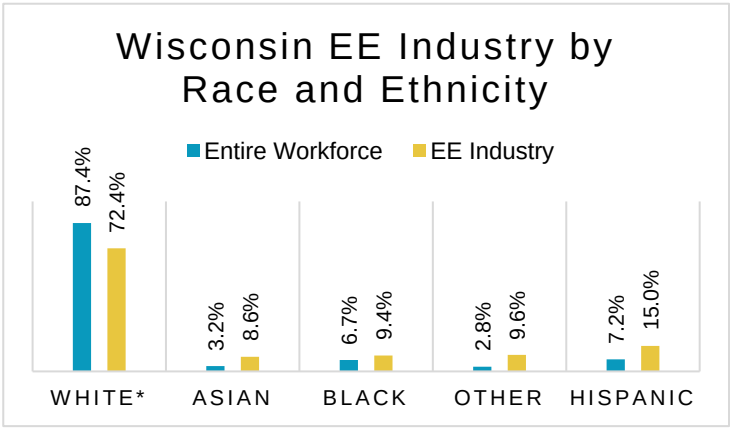
*Heating, ventilation, air conditioning of higher than standard efficiency/renewable heating & cooling
**Other such as energy audits, building certifications, and software services

10%
of Wisconsin EE workers are **Veterans**

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.

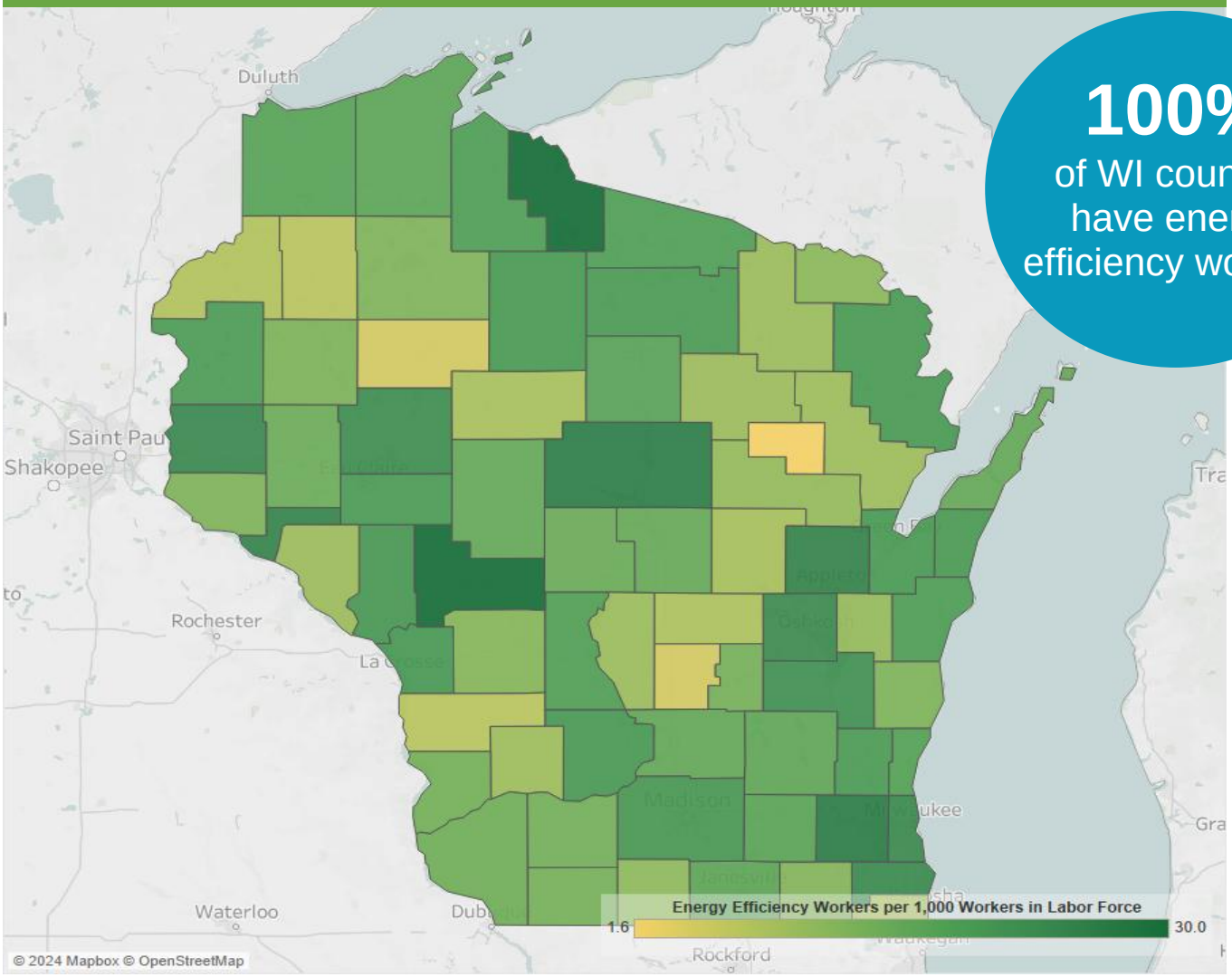


*Includes non-Hispanic and Hispanic whites.

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



100%
of WI counties have energy efficiency workers

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	Area	Jobs
1	5,066	Appleton	2,839	Madison	7,841
2	9,739	Chicago-Naperville-Elgin	666	Milwaukee-Waukesha-West Allis	19,200
3	6,016	Duluth	273	Minneapolis-St. Paul-Bloomington	977
4	6,513	Eau Claire	1,712	Oshkosh-Neenah	2,116
5	9,890	Fond du Lac	996	Racine	1,756
6	5,587	Green Bay	3,335	Sheboygan	779
7	6,357	Janesville-Beloit	1,119	Wausau	1,842
8	7,700	La Crosse-Onalaska	1,388	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.

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