

# Wisconsin

## Energy Efficiency Jobs in America

**58,160**  
Total Jobs

### What are EE jobs?

*Jobs that reduce energy use by improving efficiency in 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, as well as 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 to other energy sectors in Wisconsin?

*Energy efficiency is the largest energy sector in Wisconsin.*



TDS = Transmission, Distribution, & Storage

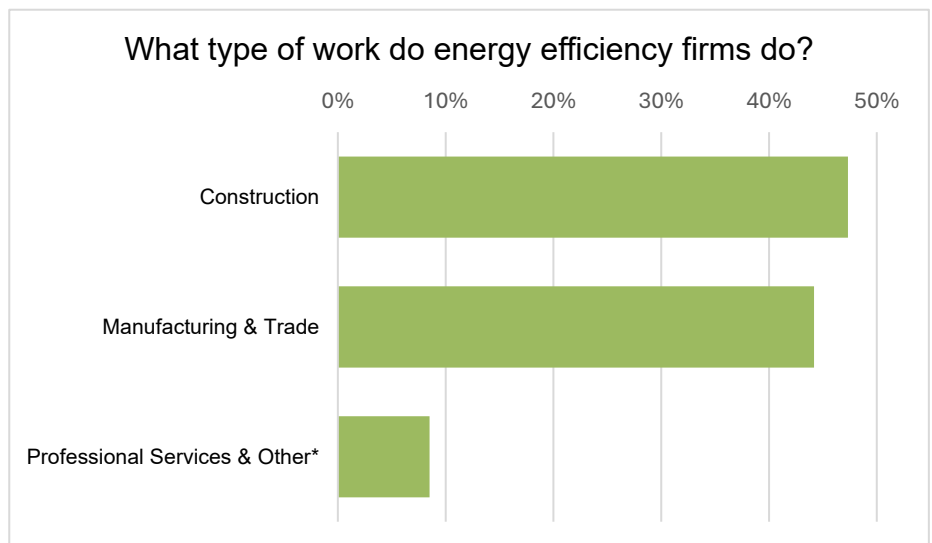
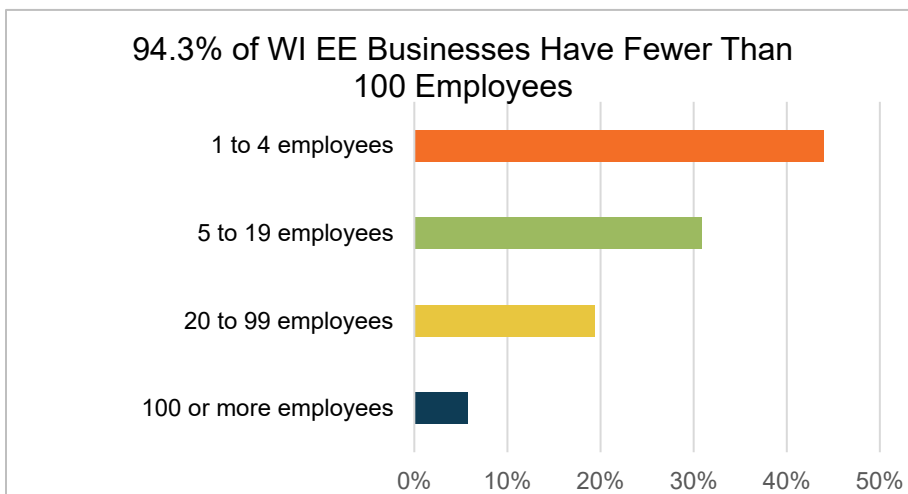
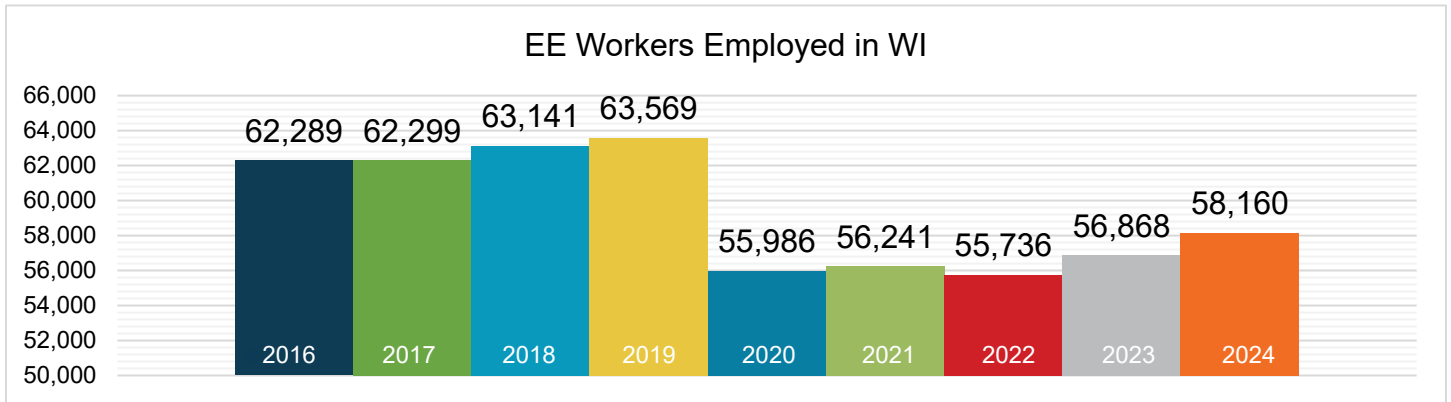
EPG = Electric Power Generation

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

Presented by:



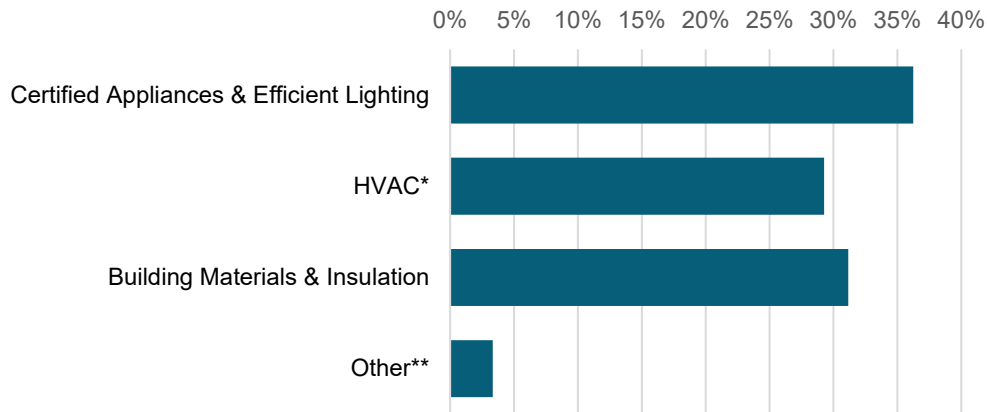
# What does EE look like in Wisconsin?



\*Professional services include finance, accounting, architecture, engineering, research and development, and more. The "other" category includes roles in maintenance, business operations, and nonprofit organizations.



## What energy efficiency sectors employ the most workers?



Certified Appliances = ENERGY STAR-certified appliances

\*Heating, ventilation, air conditioning of higher than standard efficiency/renewable heating and cooling

\*\*Other includes energy audits, building certifications, and software services

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

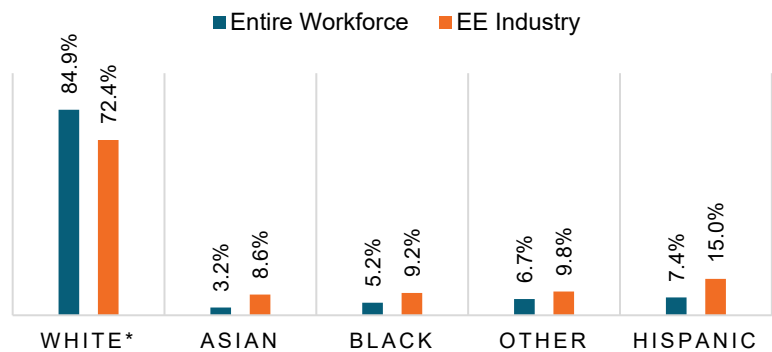


## How representative is the EE workforce in Wisconsin?

Demographic data is critical to measure progress towards a more representative EE workforce. Tracking this data helps show how well Wisconsin's EE workforce reflects the communities it serves and where gaps remain.

Expanded training programs in Wisconsin can help ensure energy efficiency careers are accessible to all.

### Wisconsin EE Industry by Race and Ethnicity



\*Includes non-Hispanic and Hispanic whites.

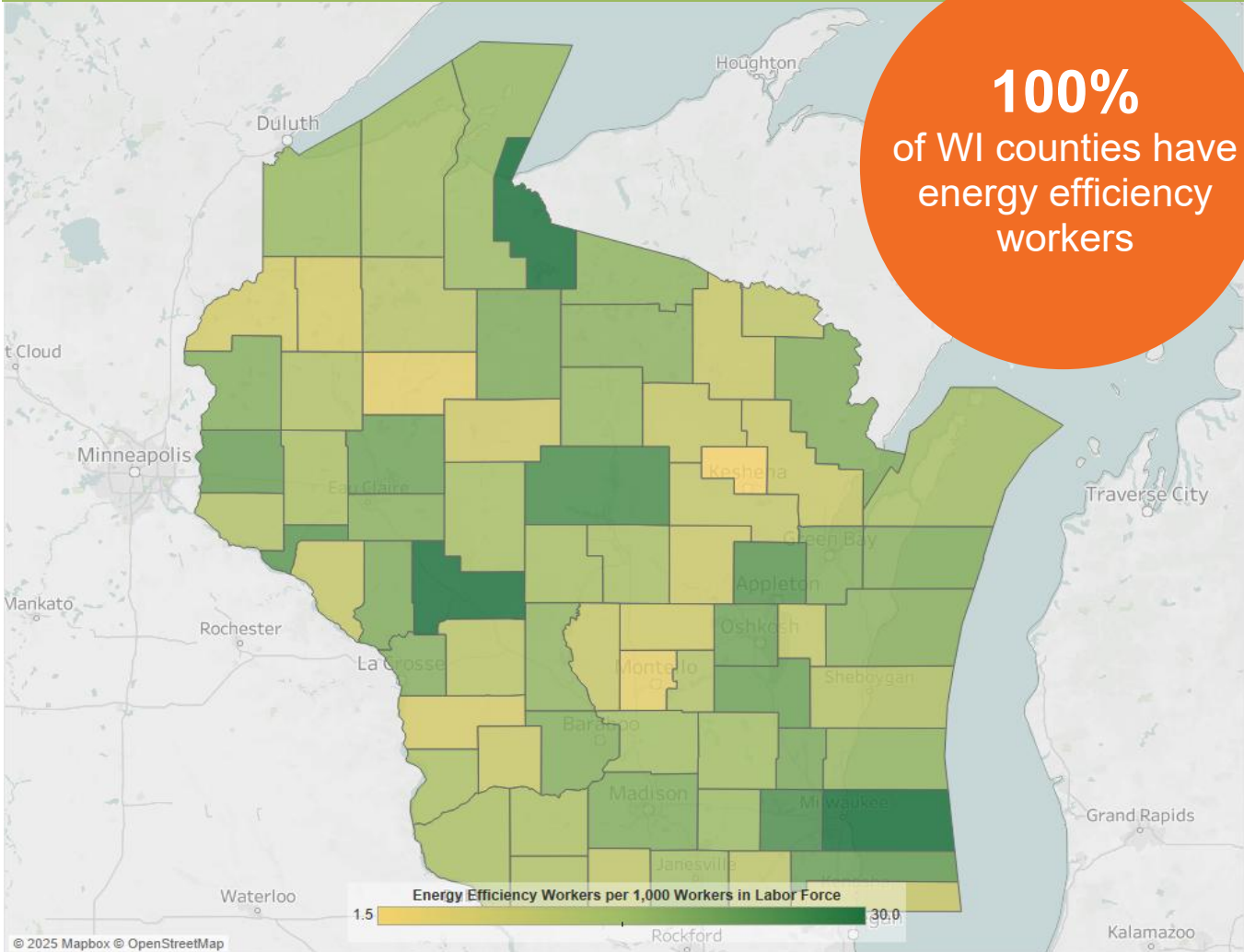
### Gender in the Wisconsin EE Workforce



Note: The U.S. Bureau of Labor Statistics (BLS) only includes two genders in their survey. Nonbinary 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/348937>.

Congressional		Metropolitan Areas					
District	Jobs	Area		Jobs	Area		Jobs
1	5,969	Appleton		2,661	Madison		7,443
2	8,080	Chicago-Naperville-Elgin		628	Milwaukee-Waukesha-West Allis		22,728
3	5,400	Duluth		259	Minneapolis-St. Paul-Bloomington		915
4	11,626	Eau Claire		1,611	Oshkosh-Neenah		1,937
5	9,259	Fond du Lac		938	Racine		1,655
6	5,770	Green Bay		3,142	Sheboygan		734
7	5,364	Janesville-Beloit		1,058	Wausau		1,769
8	6,694	La Crosse-Onalaska		1,300	Rural		9,384



State Senate										
District	Jobs		District	Jobs		District	Jobs		District	Jobs
1	1,197		11	920		21	1,903		31	1,657
2	1,405		12	1,056		22	966		32	1,556
3	3,191		13	1,051		23	943		33	1,996
4	2,512		14	1,320		24	1,287			
5	2,863		15	1,115		25	954			
6	3,014		16	1,320		26	2,482			
7	2,915		17	1,147		27	2,651			
8	1,895		18	2,305		28	2,978			
9	1,235		19	1,364		29	2,045			
10	1,180	20	1,560	30	2,176					

State Assembly										
District	Jobs		District	Jobs		District	Jobs		District	Jobs
1	346		28	471		55	429		82	1,376
2	345		29	282		56	719		83	584
3	436		30	358		57	136		84	845
4	519		31	262		58	549		85	1,018
5	620		32	217		59	318		86	458
6	185		33	387		60	602		87	450
7	1,521		34	408		61	568		88	744
8	595		35	235		62	601		89	580
9	890		36	351		63	624		90	725
10	3,385		37	334		64	213		91	228
11	1,678		38	407		65	207		92	465
12	688		39	250		66	490		93	868
13	1,102		40	525		67	326		94	569
14	863		41	315		68	241		95	308
15	731		42	403		69	321		96	589
16	1,178		43	399		70	496		97	405
17	832		44	273		71	395		98	582
18	828		45	378		72	322		99	893
19	962		46	501		73	344			
20	722		47	232		74	249			
21	1,061		48	510		75	306			
22	408		49	280		76	1,000			
23	609		50	421		77	305			
24	768		51	379		78	1,033			
25	414		52	750		79	1,039			
26	390		53	744		80	778			
27	359	54	677	81	680					





The Building Performance Association (BPA) is a nonprofit industry association that serves as the hub for businesses, nonprofits, and government agencies working to make America's homes more energy-efficient, comfortable, healthy, and safe. Visit [www.building-performance.org](http://www.building-performance.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](http://www.bwresearch.com).

Data Source: Unless otherwise stated, all data are from the August 2025 U.S. Energy and Employment Report, 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](mailto:communications@building-performance.org).

