

OCTOBER 2011

National Solar Jobs Census 2011



A Review of the U.S. Solar Workforce

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2011 IREC Annual Meeting
Solar Power International



Cornell University
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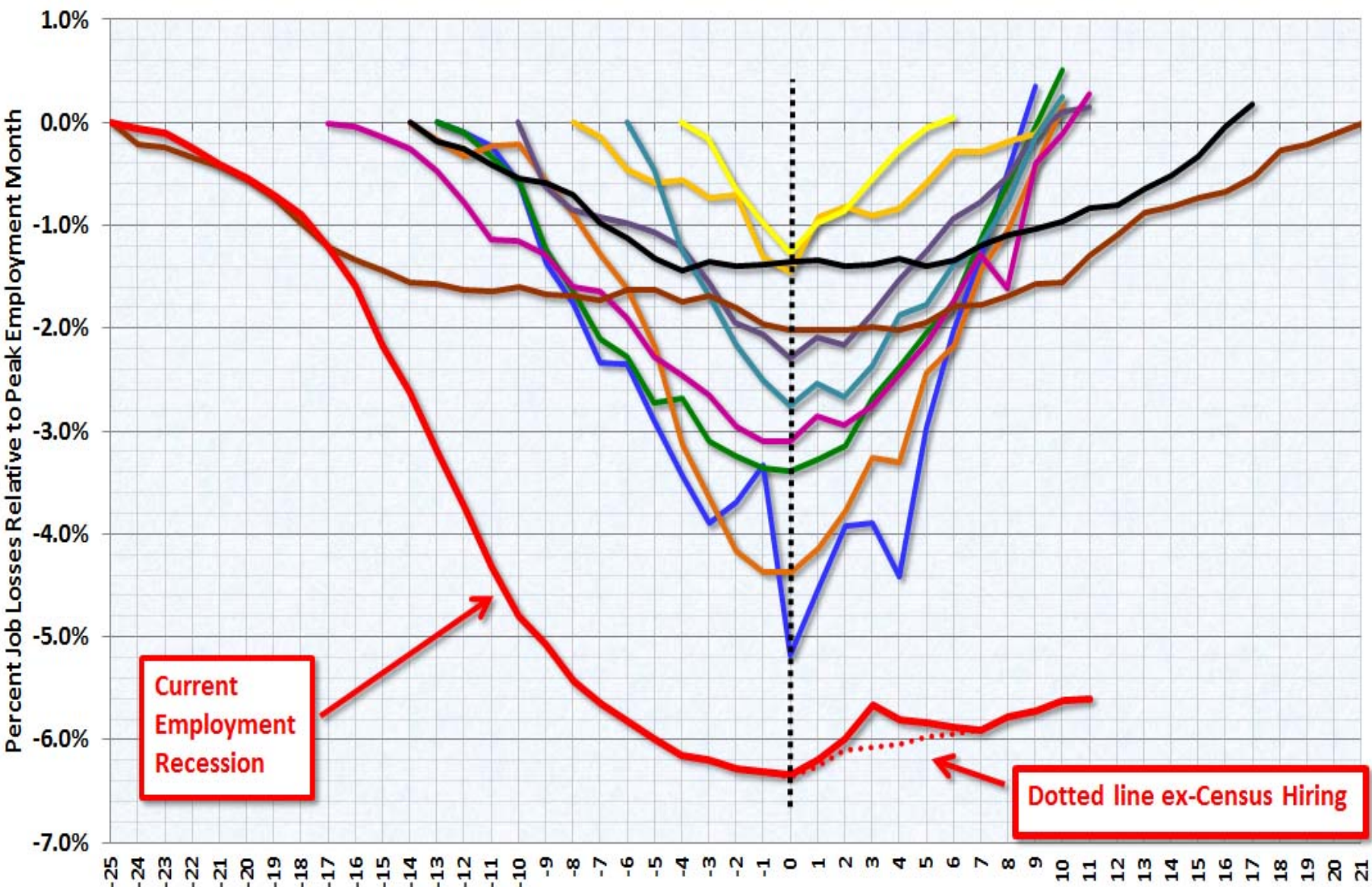




Source: Washington Post / Newsweek Tallahassee, FL
Unemployment Benefits Office

Percent Job Losses in Post WWII Recessions, aligned at maximum job losses

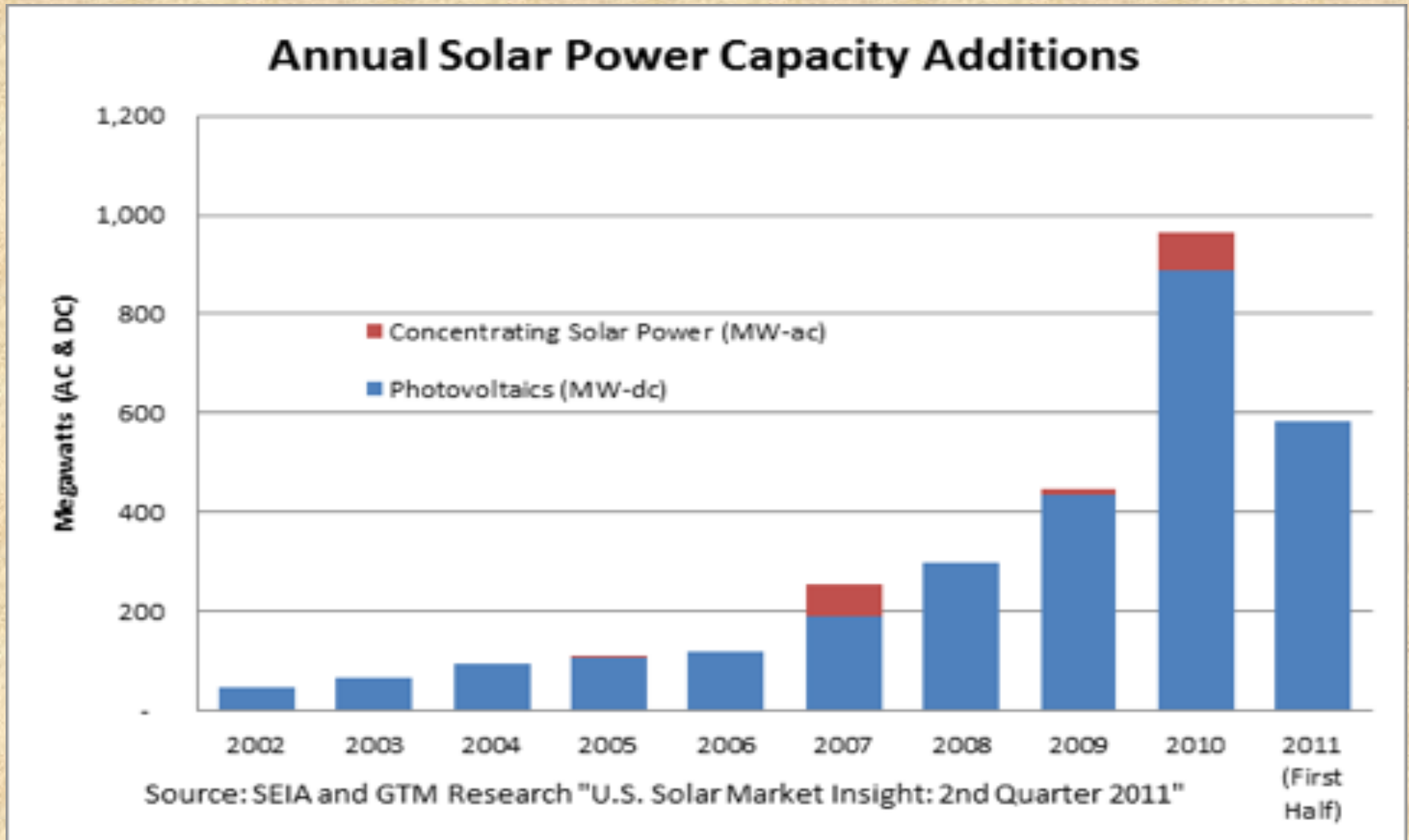
1948 1953 1958 1960 1969 1974 1980 1981 1990 2001 2007 ex-Census



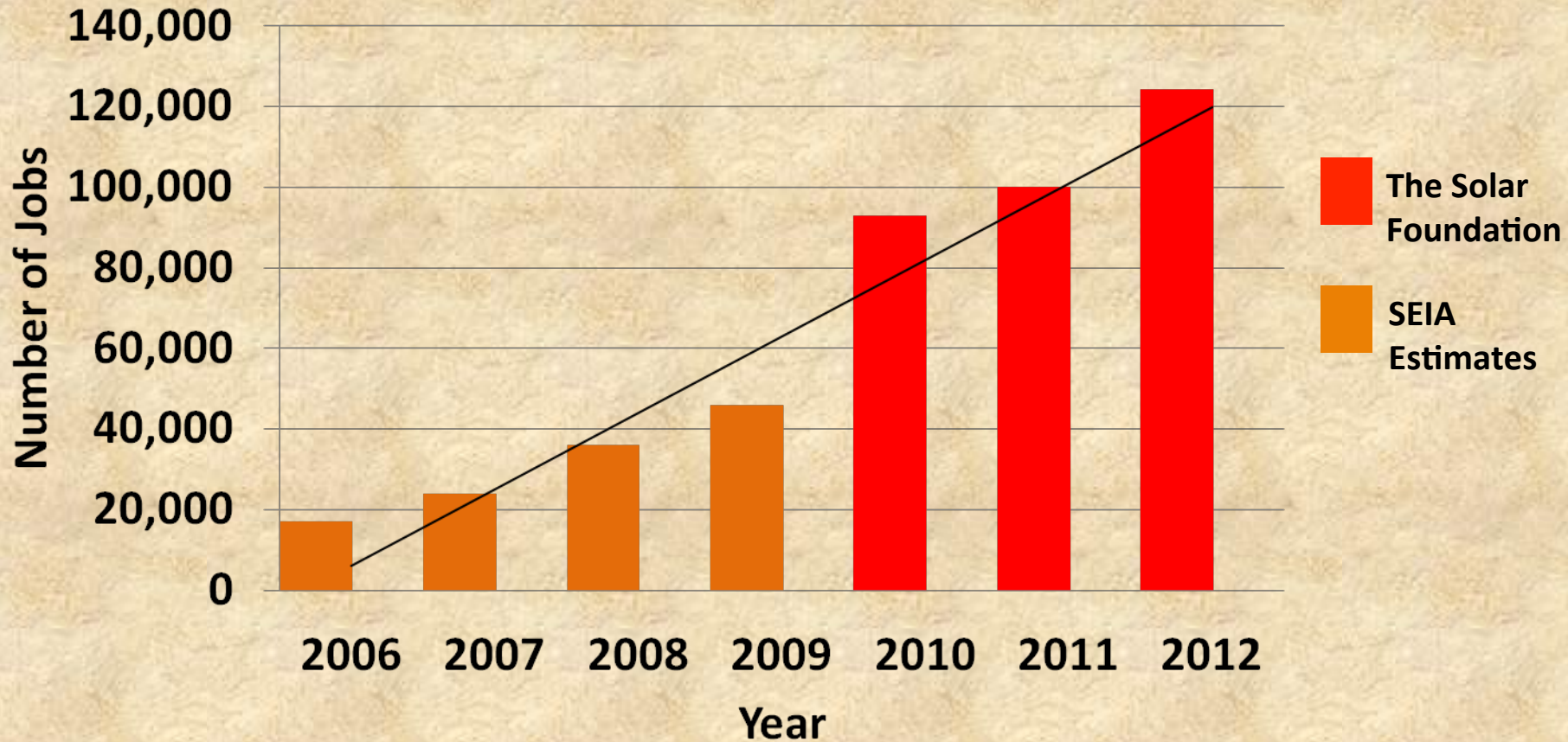
Current Employment Recession

Dotted line ex-Census Hiring

Solar Markets Explode



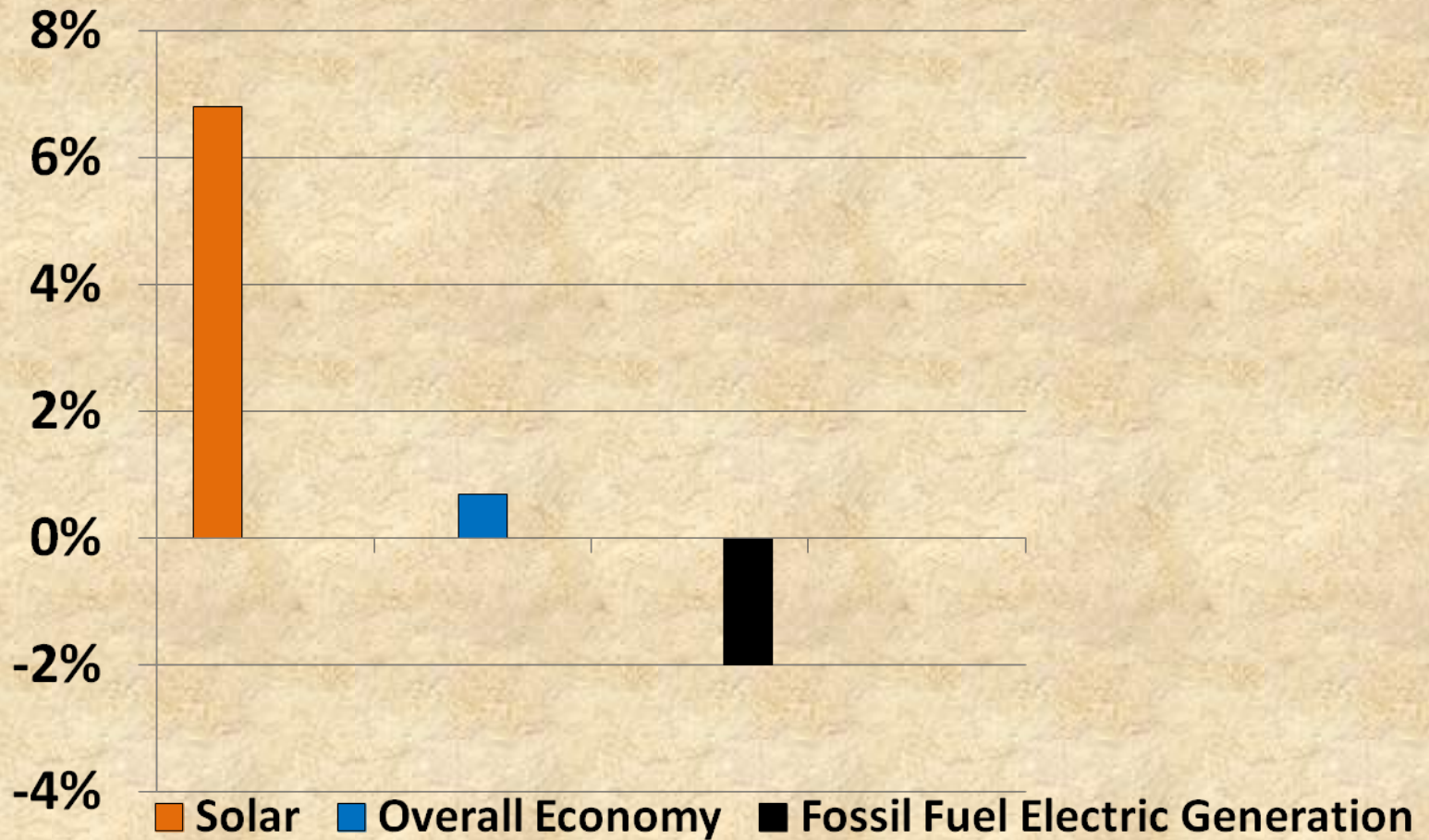
Solar Adds Jobs



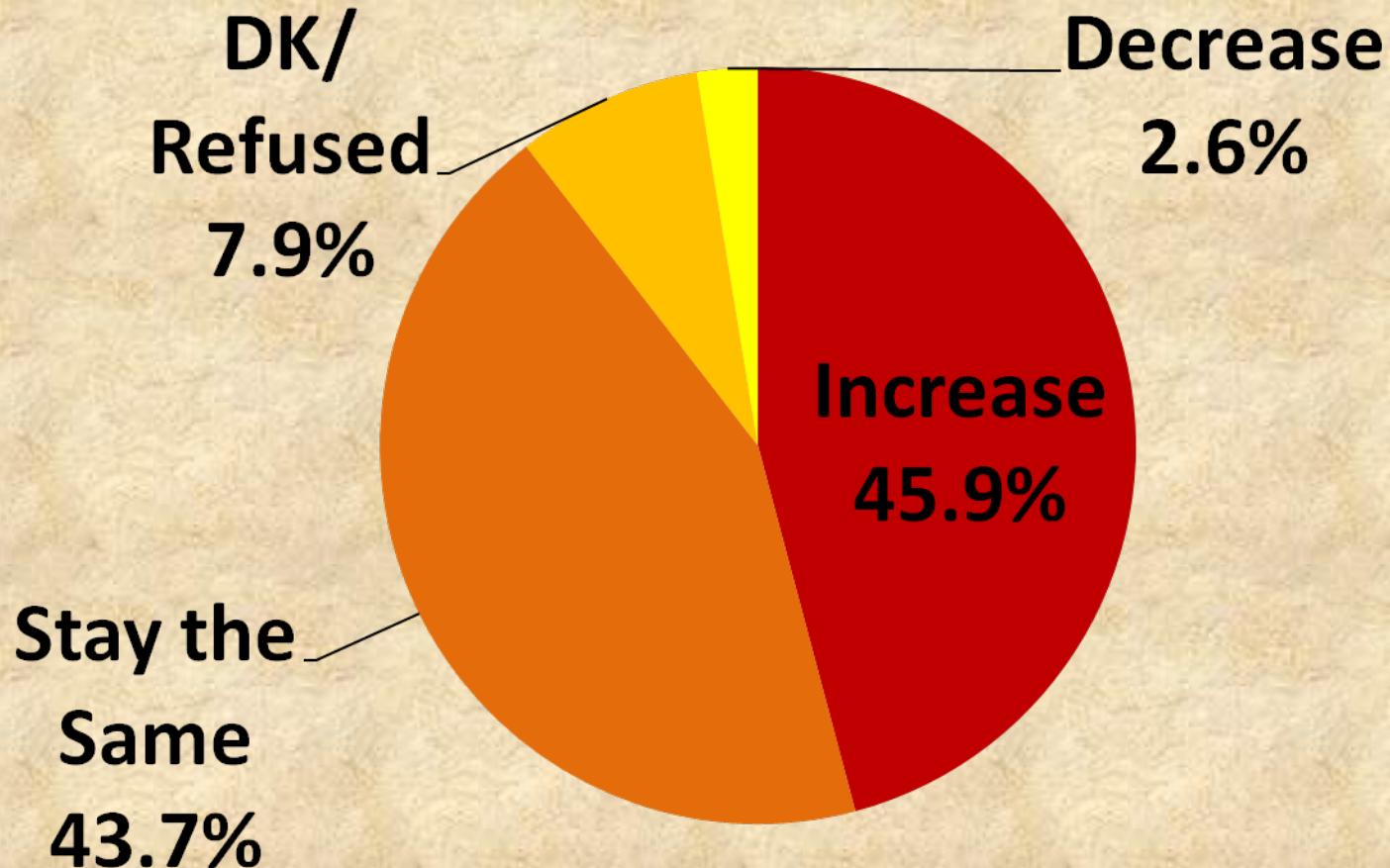
Source: Orange – SEIA Estimates (2006-2009)

Red – The Solar Foundation's National Solar Jobs Census 2010 and 2011

Solar vs. Other Sectors



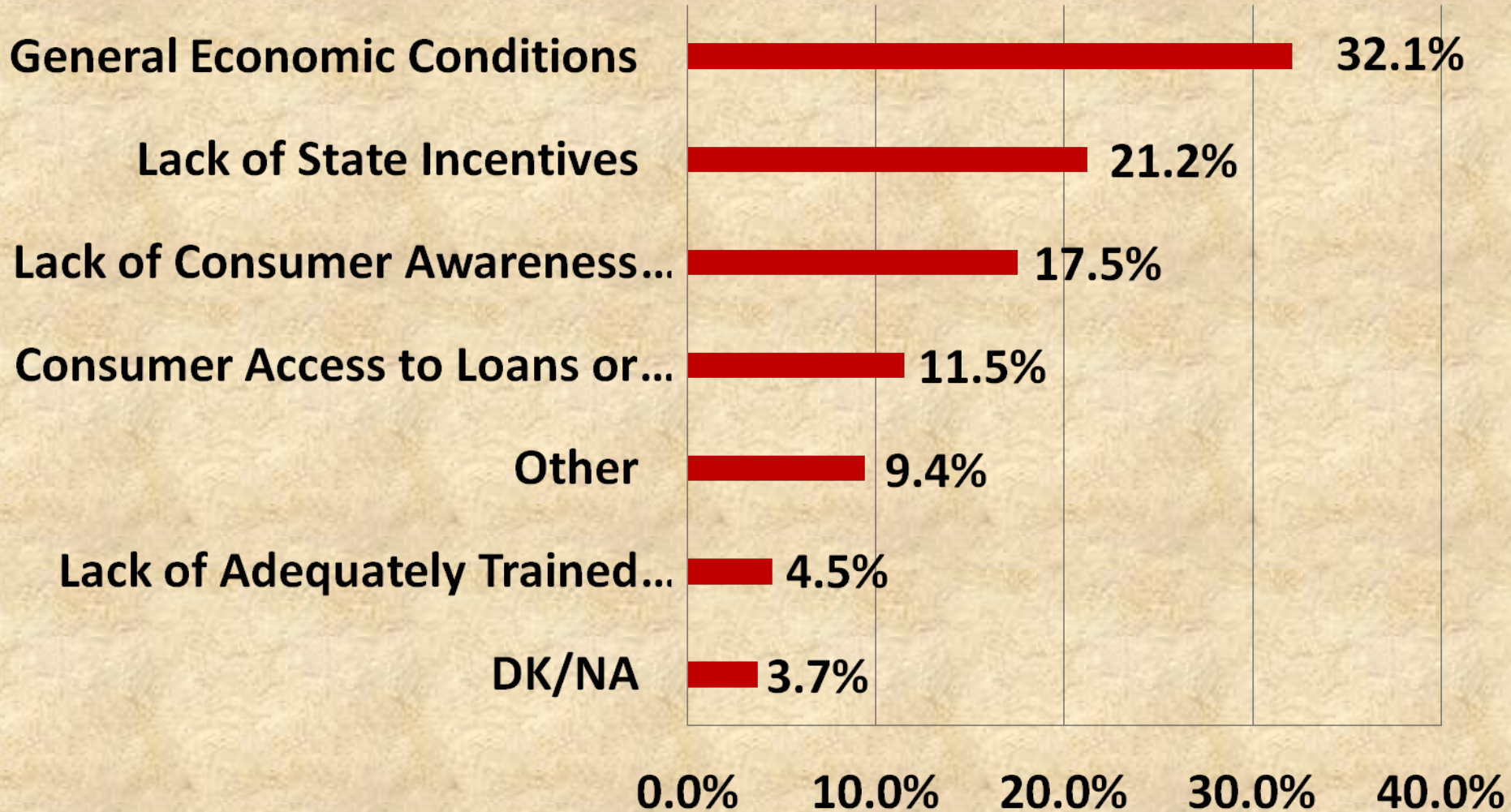
Hiring Expectations Aug. 2011–2012



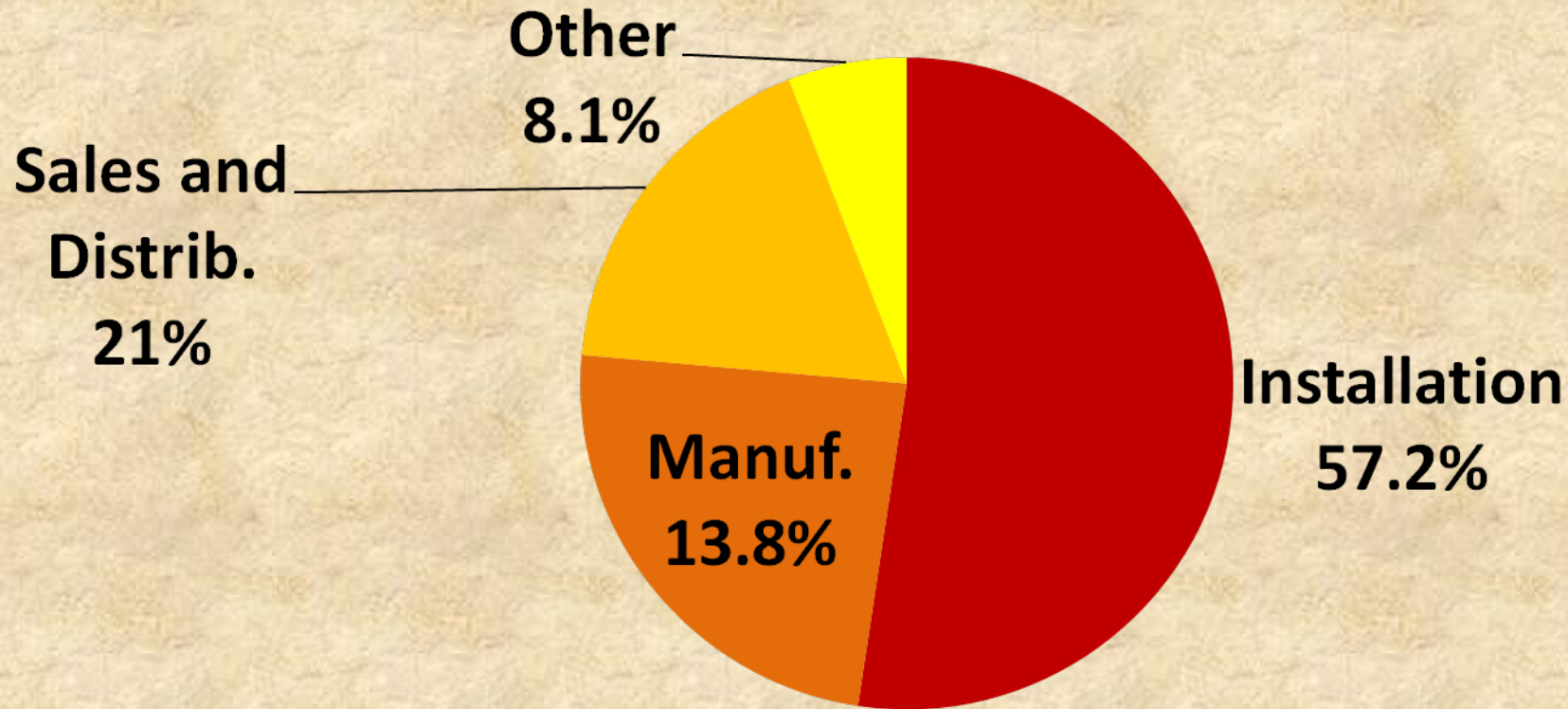
For all firms.

Source: The Solar Foundation's National Solar Jobs Census 2011

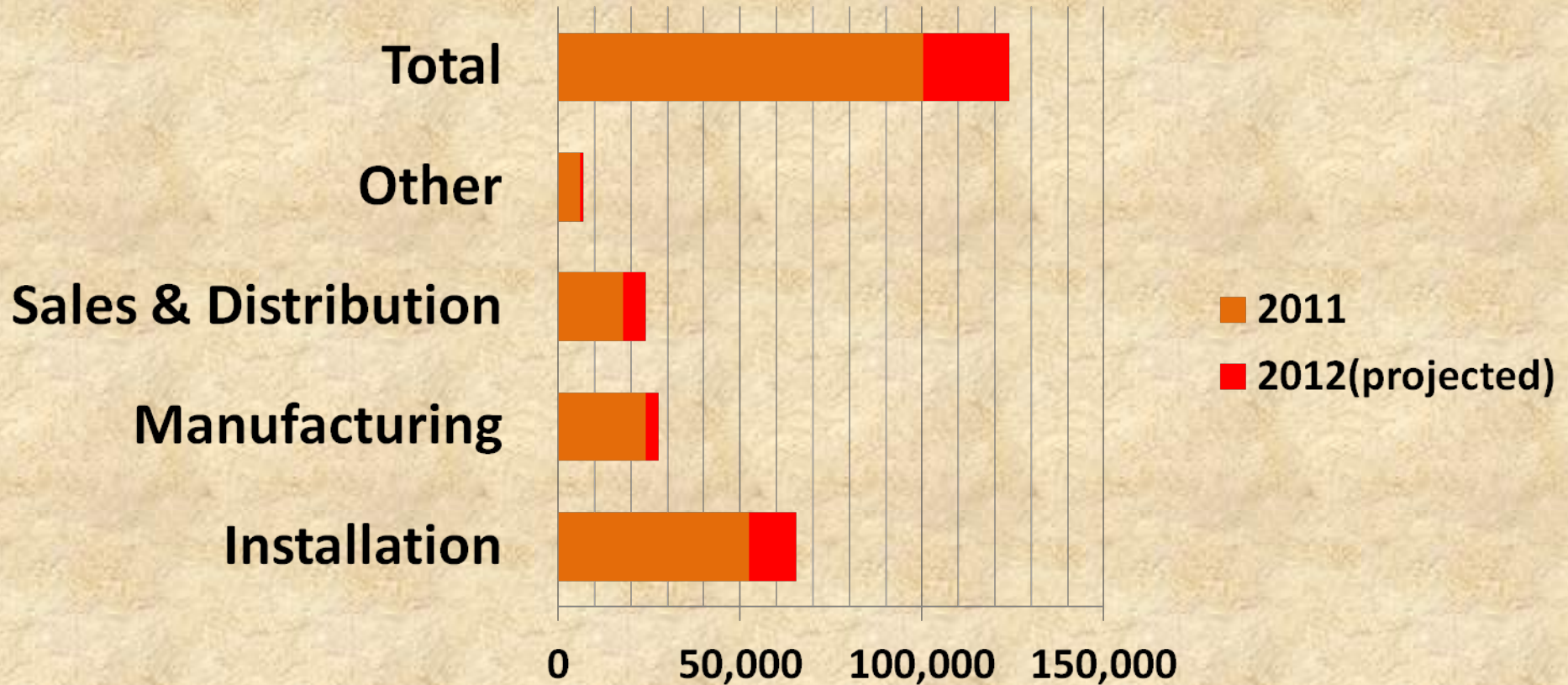
Obstacles to Growth



% of Firms by Subsector



Jobs by Subsector



Top 10 States for Solar Jobs

Rank	State	Solar Jobs	Solar Establishments	Solar Jobs/Capita
1	California	25,575	3,550	6
2	Colorado	6,186	1,020	1
3	Arizona	4,786	980	5
4	Pennsylvania	4,703	750	8
5	New York	4,279	840	16
6	Florida	4,224	825	15
7	Texas	3,346	665	19
8	Oregon	3,346	545	3
9	New Jersey	2,871	480	11
10	Massachusetts	2,395	410	9

Recommendations for Policymakers

1. Stable and consistent incentives
2. Incentives that spur consumer demand
3. Invest in solar training

Recommendations for Workforce Training Providers

1. Connect with employers to understand need
2. Focus training efforts on experienced workers
3. Train workers for all solar jobs

Recommendations for Employers

1. Develop targeted energy usage information
2. Understand incentives to help consumers
3. Get connected and organized



Photo Credit: NREL



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DALLAS DOWNTOWN

Census Release Party

Wednesday from 6:00 – 8:30 pm

Aloft Boutique Hotel

1033 Young Street – within walking distance

Free, suggested donation of \$25

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