

# National Solar Market Trends



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# About The Solar Foundation

National 501(c)(3) nonprofit whose mission is to increase understanding of solar energy through strategic research that educates the public and transforms markets.

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# Census Series

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National Solar Jobs Census 2010



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# NATIONAL SOLAR JOBS CENSUS 2013



OVER 142,000  
AMERICANS  
WORK IN THE  
**SOLAR**  
INDUSTRY

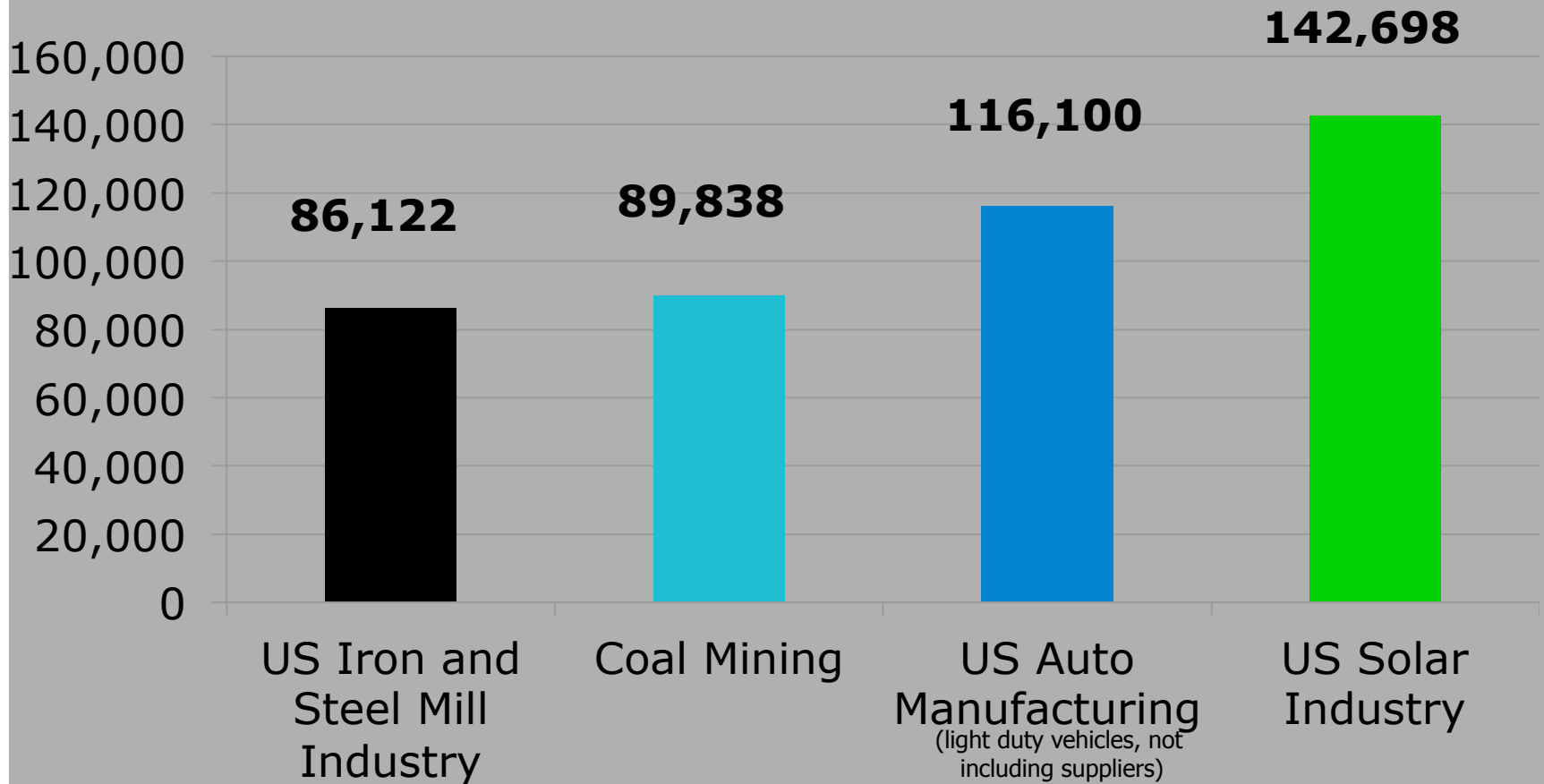
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Image courtesy of groSolar

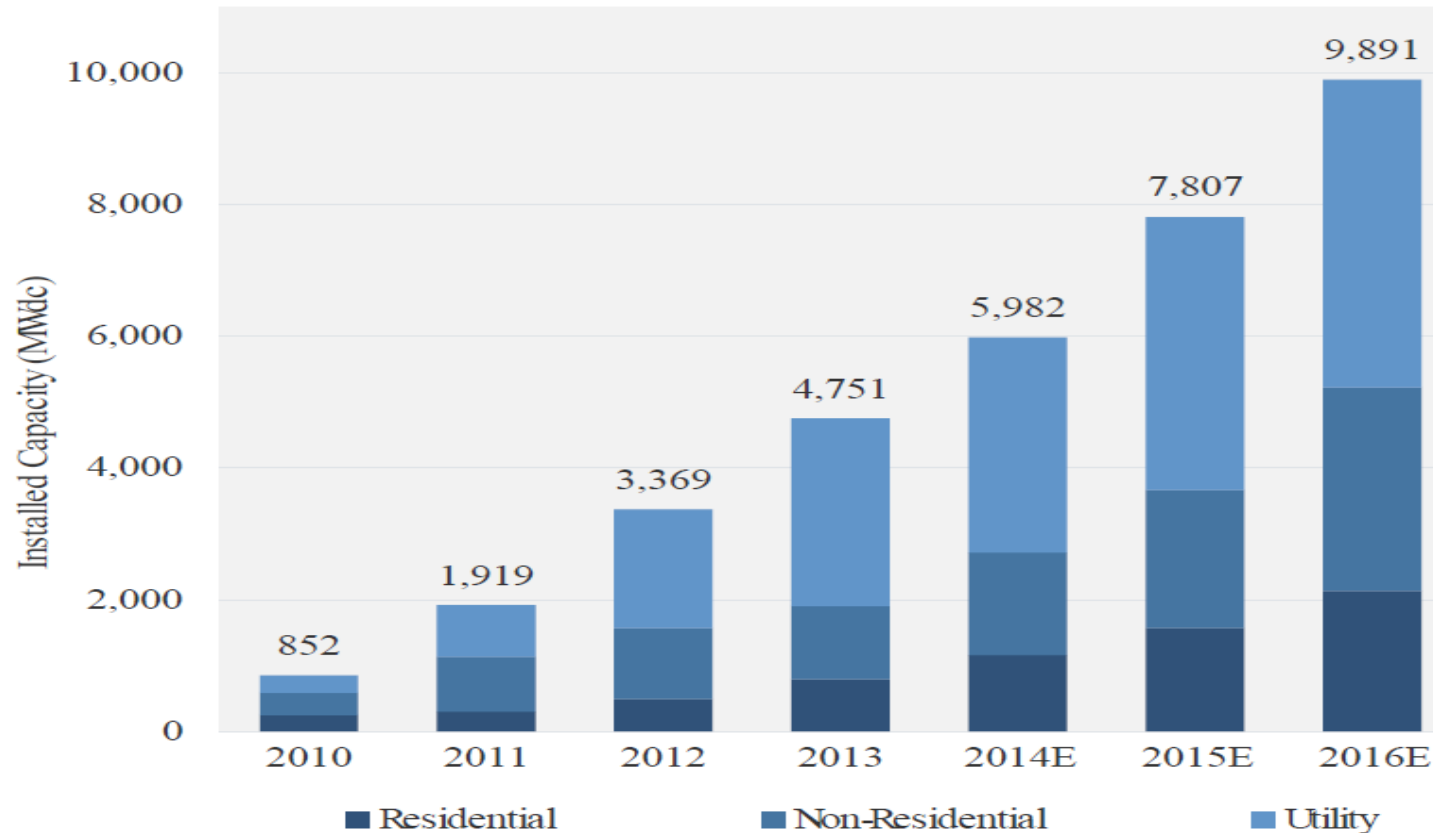
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# Industry Comparisons



Source: The Solar Foundation and Bureau of Labor Statistics

# Installations Boom



Source: SEIA/GTM Research "Solar Market Insight, Year in Review 2013 Report"

# Drivers of Growth

Figure 2.1 U.S. PV Installations and Average System Price, 2000-2013



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Source: SEIA/GTM Research "Solar Market Insight, Year in Review 2013 Report"





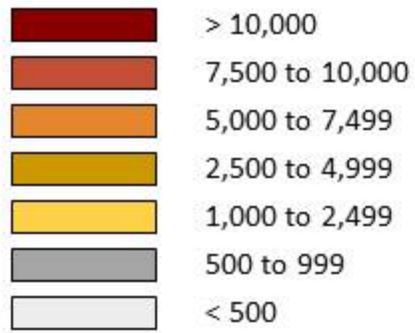
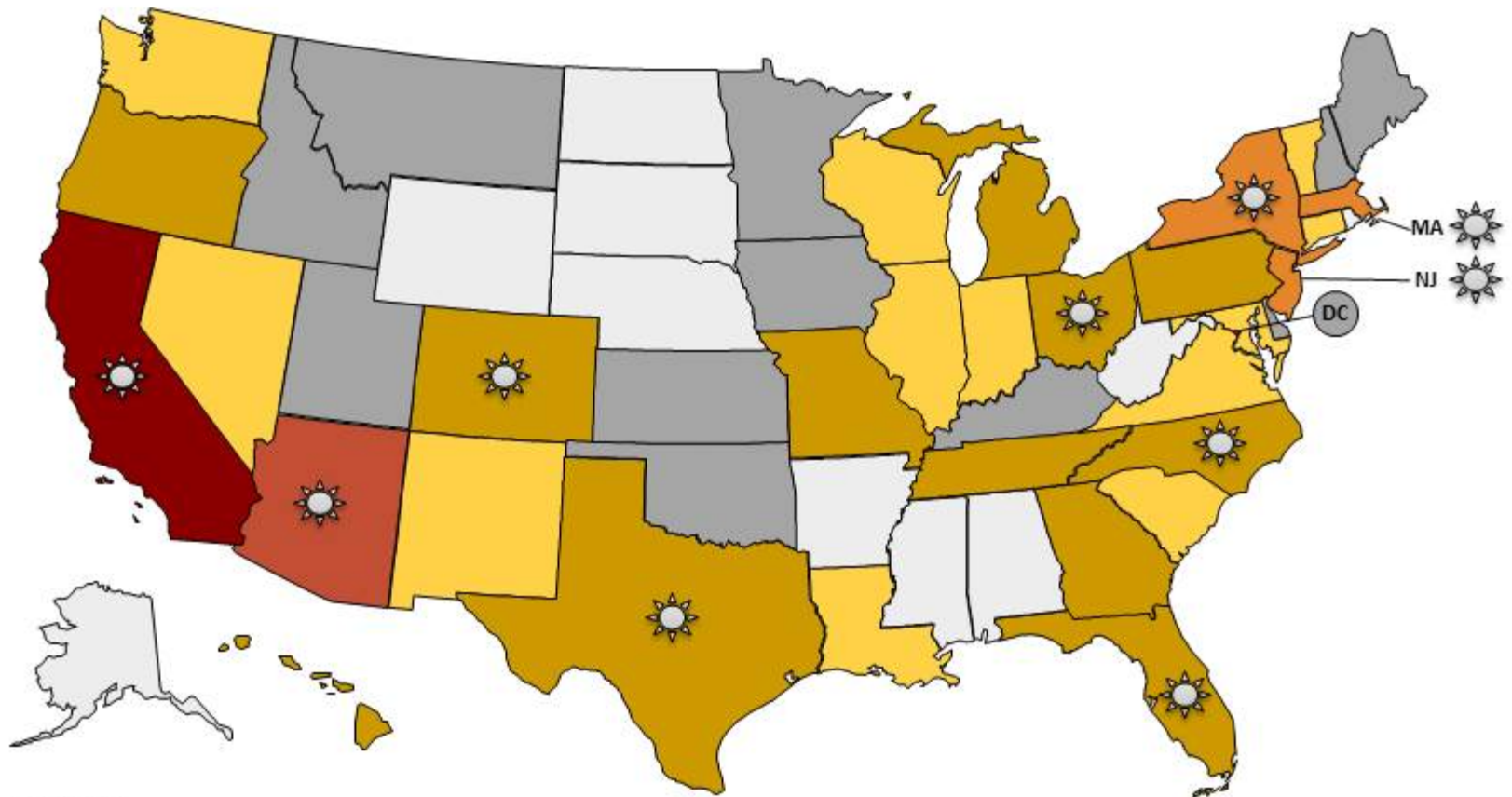
# Explosive Downstream Job Growth

Sector	2012 Jobs	2013 Jobs	2012 - 2013 Growth Rate	2012 - 2013 New Jobs	2014 Projected Employment	2013-2014 Expected Growth Rate
Installation	57,177	69,658	21.8%	12,481	84,331	21.1%
Manufacturing	29,742	29,851	0.4%	109	32,429	8.6%
Sales and Distribution	16,005	19,771	23.5%	3,706	22,585	14.2%
Project Development	7,988	12,169	52.3%	4,181	12,529	3.0%
Other	8,105	11,248	38.8%	3,143	13,064	16.1%
<b>Total</b>	<b>119,016</b>	<b>142,698</b>	<b>19.9%</b>	<b>23,682</b>	<b>164,938</b>	<b>15.6%</b>

Source: The Solar Foundation, *National Solar Jobs Census 2013* (January 2014)

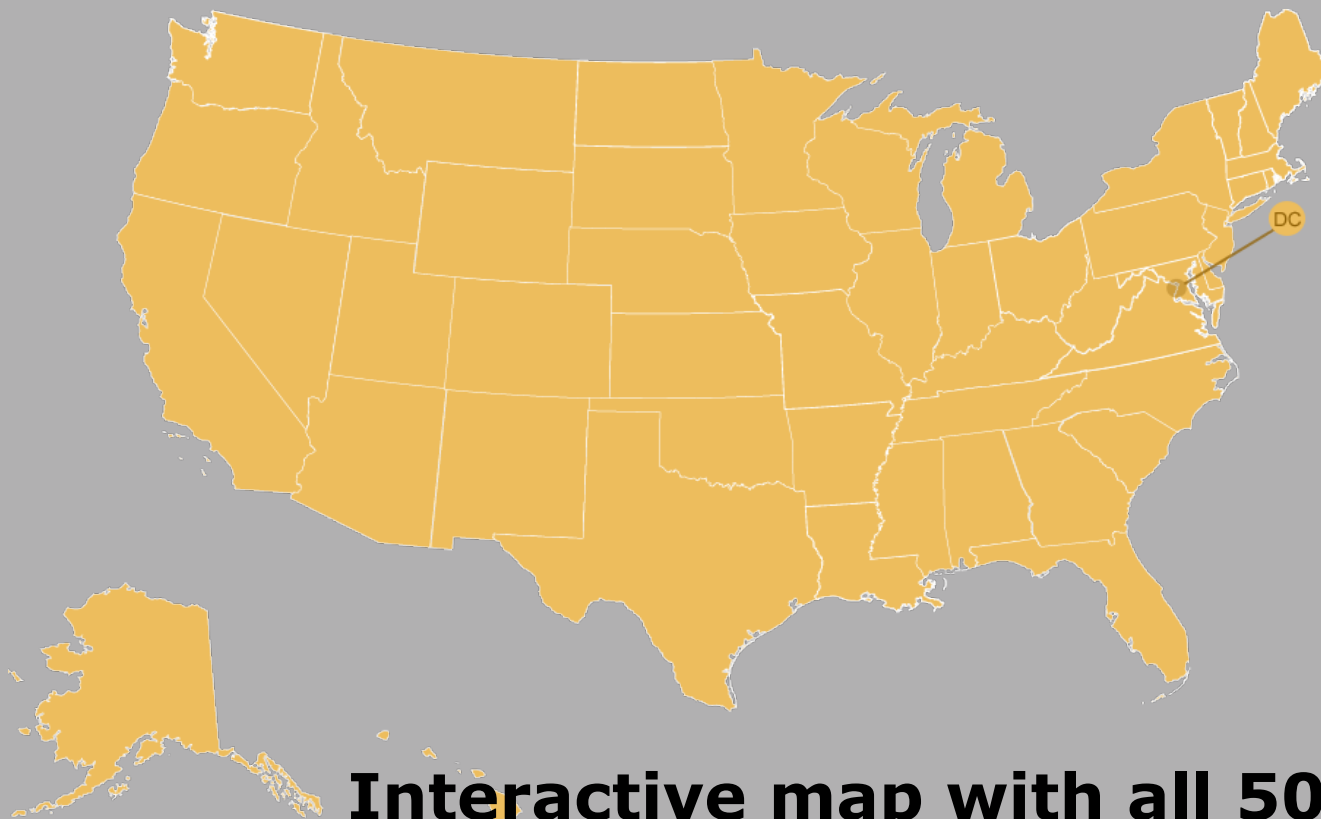


# Solar Jobs by State - 2013



 2013 Top Ten Solar Jobs State

# State by State Jobs Snapshots



**Interactive map with all 50  
states at: [www.SolarStates.org](http://www.SolarStates.org)**

\*grew by 1,500 jobs or more

State	Jobs Rank	Installed Capacity		Total MW		Total Rank
		Rank 2013	Total Jobs Installed in 2013	Rank 2013	Total MW	
CA	1	1	47,223*	2,621	5,172	1
AZ	2	2	8,558	421	1,539	2
NJ	3	5	6,500	236	1,211	3
MA	4	4	6,400*	237	440	5
NY	5	9	5,000*	69	247	9
TX	6	8	4,100	75	201	11
FL	7	19	4,000*	26	138	13
OH	8	21	3,800	21	88	15
CO	9	10	3,600	56	331	8
NC	10	3	3,100*	335	557	4
PA	11	14	2,900	38	235	10
MO	12	18	2,800*	28	39	19
TN	12	20	2,800	25	74	17
OR	13	25	2,700	7	76	16
MI	13	N/A	2,700	N/A	N/A	N/A
GA	14	7	2,600*	91	116	14
HI	14	6	2,600	151	336	7
NV	15	12	2,400	47	386	6
IL	16	29	2,100	2	48	18
WA	17	24	2,000	8	24	20
MD	17	16	2,000	29	142	12

Source: The Solar Foundation, *State Solar Jobs Map* and SEIA/GTM Research Solar Market Insight, Year in Review 2013

# Comparison of Midwestern States

State	Jobs Rank	Total Solar Jobs	Third Party Ownership	Net Metering Grade	Interconnection Grade	RPS Target	MW Installed 2013	MW Total
Illinois	19	2,100	Allowed	B	B	25% by 2025	2	48
Minnesota	31	864	Unclear	B	C	25% by 2025	6	14
Wisconsin	24	1,800	Unclear	D	D	~10% by 2015	3	17
Michigan	14	2,700	Allowed	B	B	10% & 1,100 MW by 2015	N/A	N/A
Indiana	25	1,500	Unclear	B	B	10% by 2025	54	54
Ohio	8	3,800	Allowed	A	B	12.5% by 2024	21	88
Iowa	35	680	Not Allowed	B	B	105 MW	N/A	N/A

# How Can Illinois Improve Capacity and Job Growth?

- **Policy:**
  - Implement strong, transparent, and stable demand-side policies.
  - Invest in solar workforce development where it is needed.
- **Workforce Training:**
  - Know the market and any existing skills gaps.
  - Train for highest growth occupations, consider the future, and integrate solar into existing trade and professional programs.
- **Employers:**
  - Support high quality training.
  - Support advocacy and education organizations.

Questions:

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