

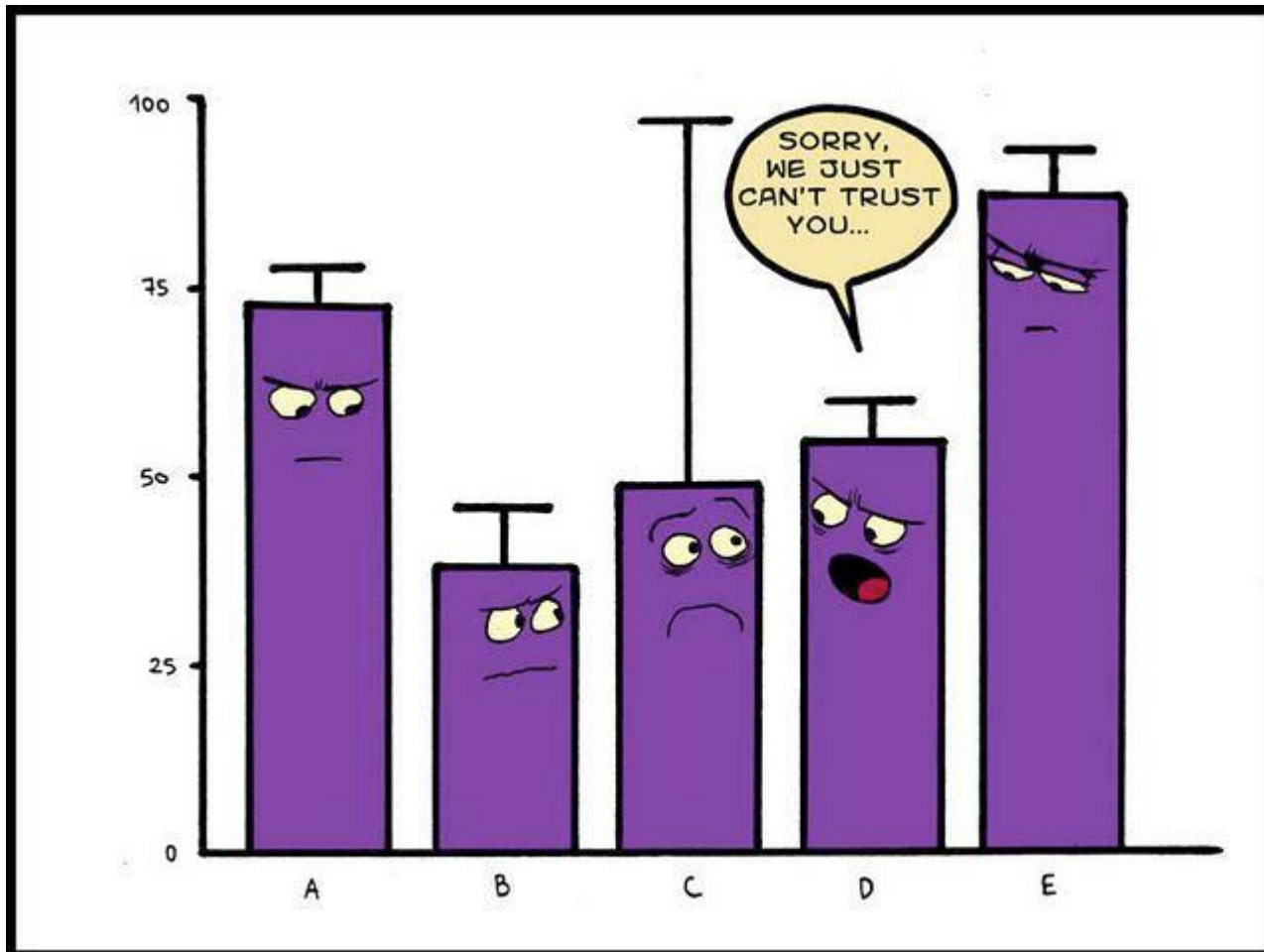


# Wisconsin's Opportunity for Beneficial Electrification

Electrify WI!

Justin Margolies, June 27, 2019

# First, some stats...

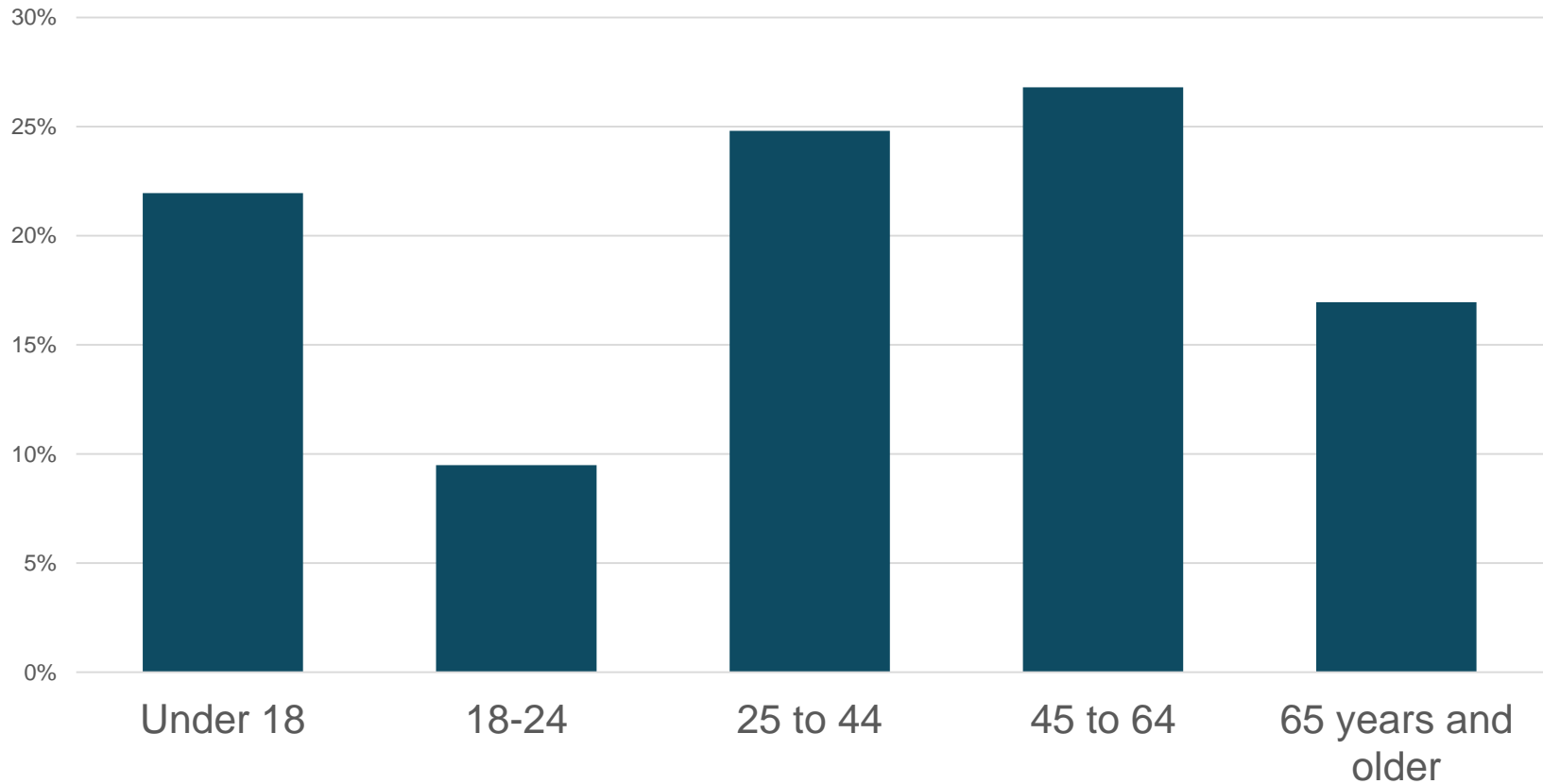


# Wisconsin Demographics

- 5.8 million population
- 2.7 million homes
- 70% urban, 30% rural



# Age of Wisconsinites



Median age is 39.6



# Wisconsin Social Statistics

- Average household size: 2.41
- Average family size: 2.98
- Adults with a disability: 14.5%
- Born in another country: 4.8%
- English spoken at home: 91.3%
- Computer at home: 86.6%
- Broadband at home: 78.1%



# Wisconsin Economic Statistics

- In labor force: 66.9%
- Unemployment rate: 4.7%
- Median household income: \$56,759
- Families below poverty level in last 12 months: 8.1%

## Top 5 Industries of Employment

Educational services, and health care and social assistance	23%
Manufacturing	18%
Retail trade	11%
Arts, entertainment, and recreation, and accommodation and food services	9%
Professional, scientific, and management, and administrative and waste management services	8%



# Wisconsin Vehicle Statistics

- 5,351,303 total registered vehicles in 2018
  - 95% gasoline powered
  - Vehicle average age 11.5 years
- 246,648 new vehicles sold in 2018
  - More SUVs, CUVs, less cars
  - .47% of new vehicle purchases are electric
- Drive alone to work: 80.9%
- Mean travel time to work: 22 minutes
- 284 electric charging stations



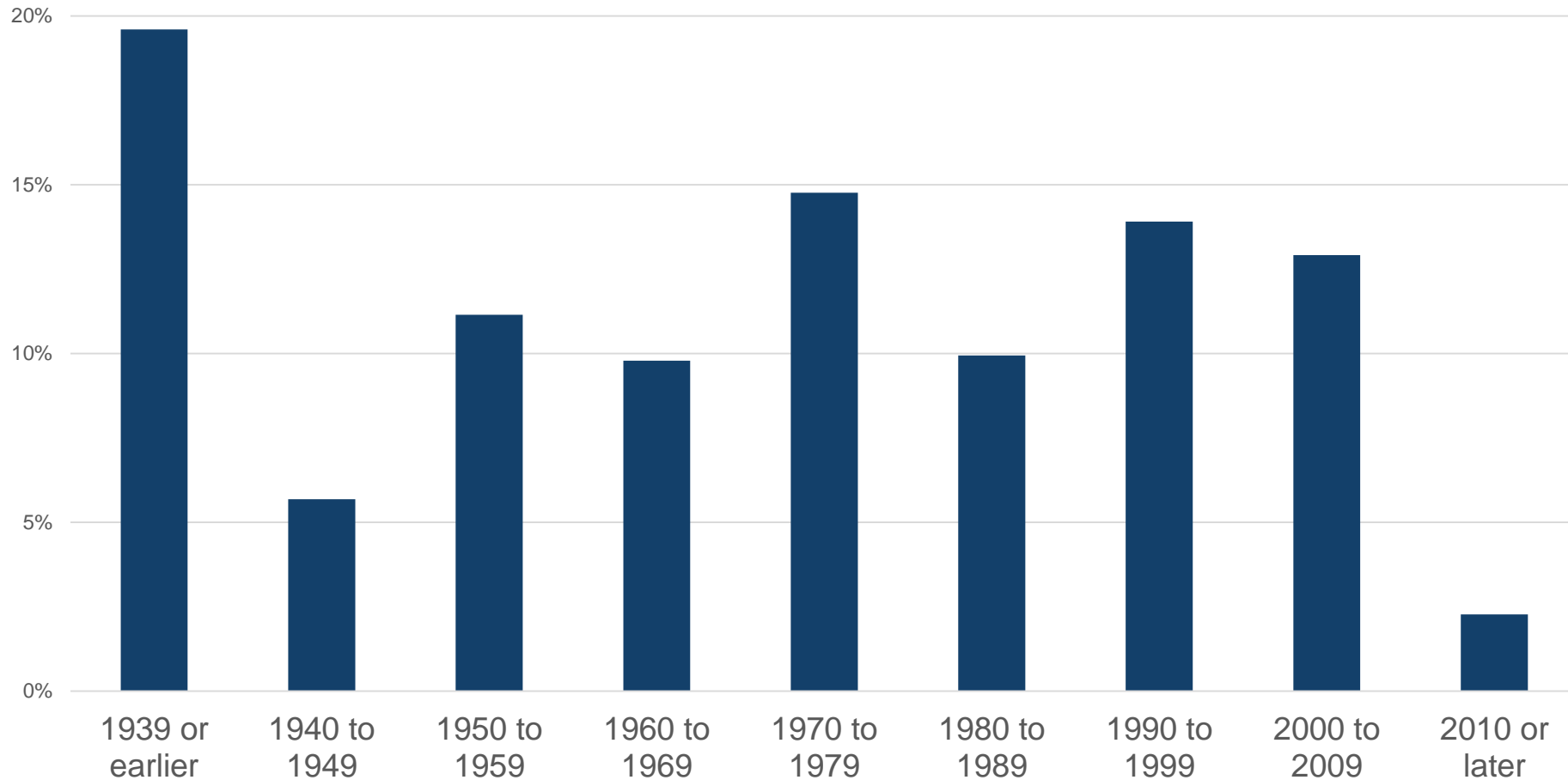
# Wisconsin Housing Characteristics

- 2,668,692 total housing units
  - 71% Single Family, 29% Multifamily
  - 67% Owner occupied, 33% Renter occupied
  - \$169,300 median home value





# When were Wisconsin Homes Built?



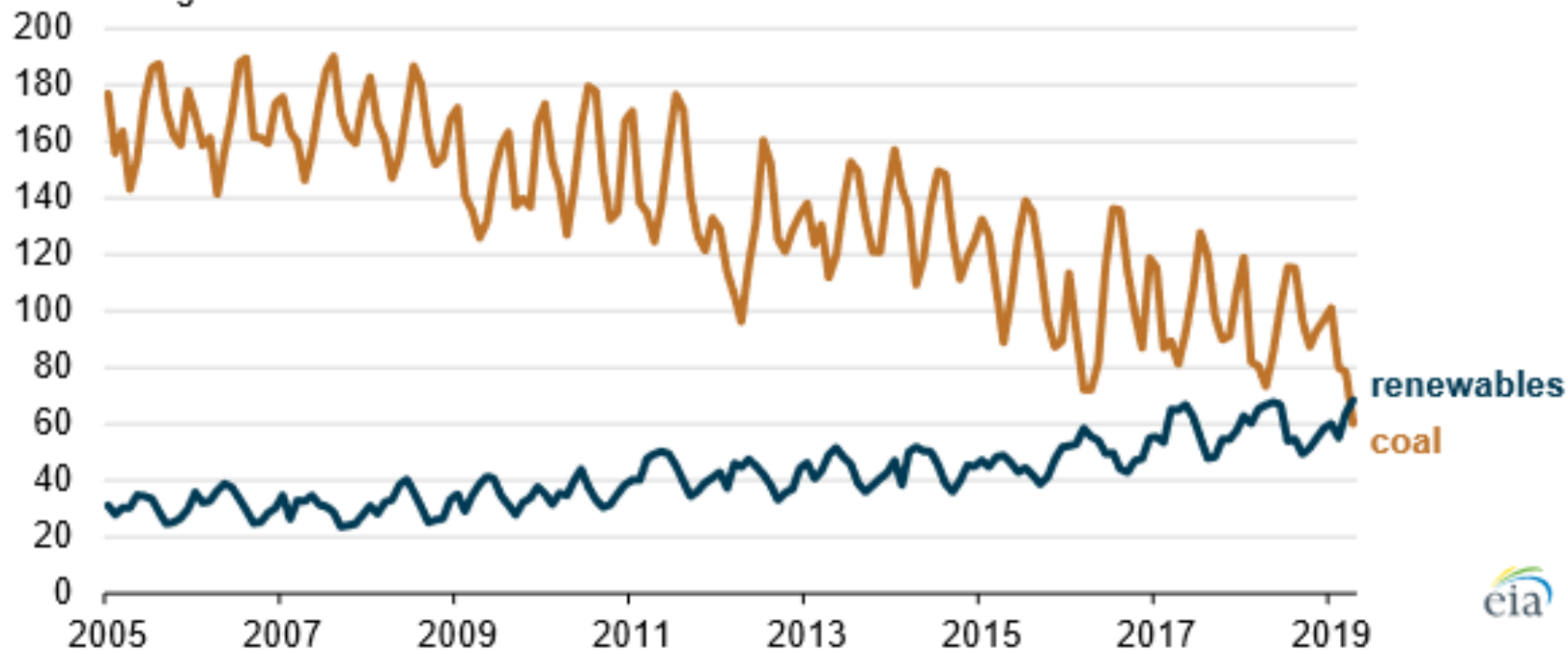
Median is 1973



JUNE 26, 2019

## U.S. electricity generation from renewables surpassed coal in April

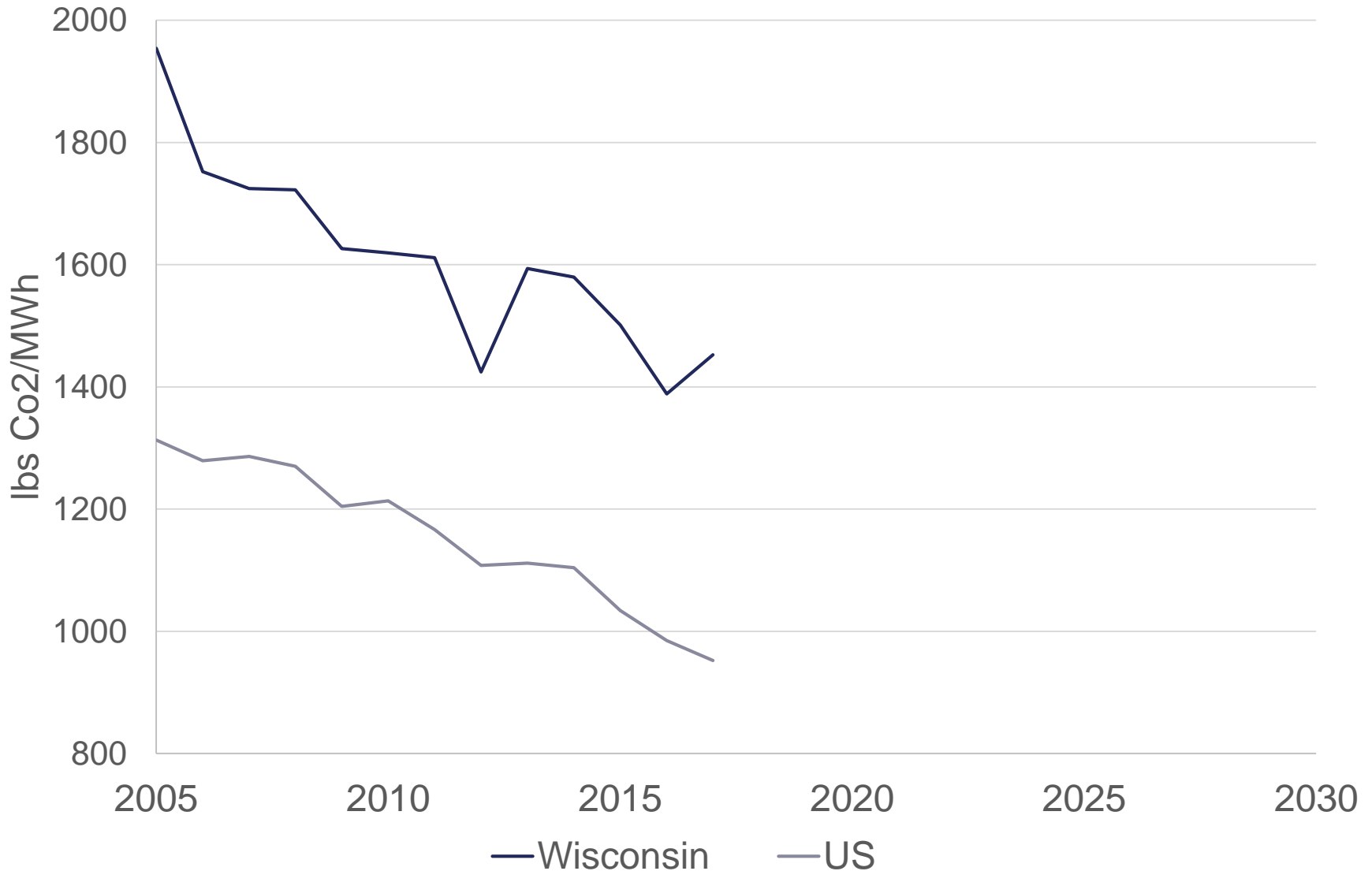
U.S. monthly electricity generation from selected sources (Jan 2005-Apr 2019)  
million megawatthours



Source: U.S. Energy Information Administration, *Electric Power Monthly*

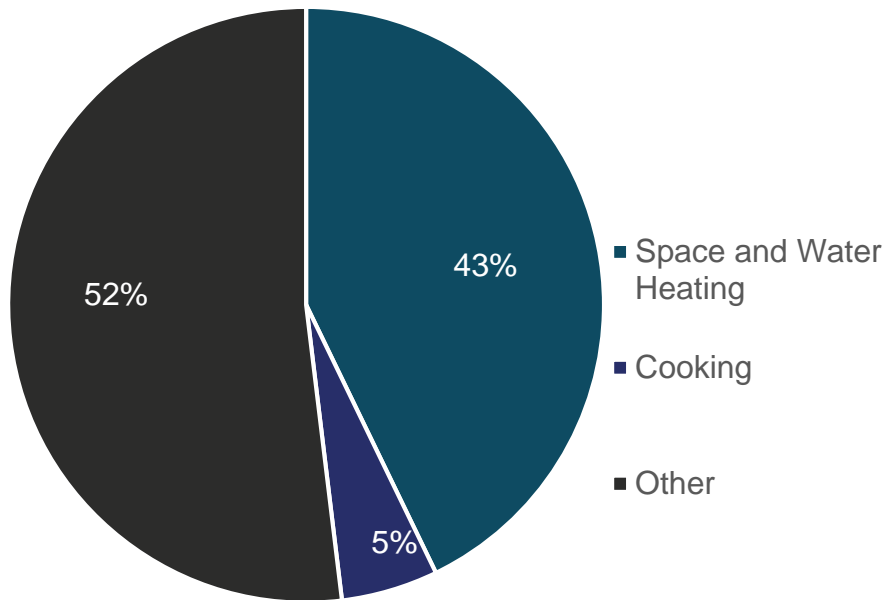


# Wisconsin electricity is getting cleaner over time

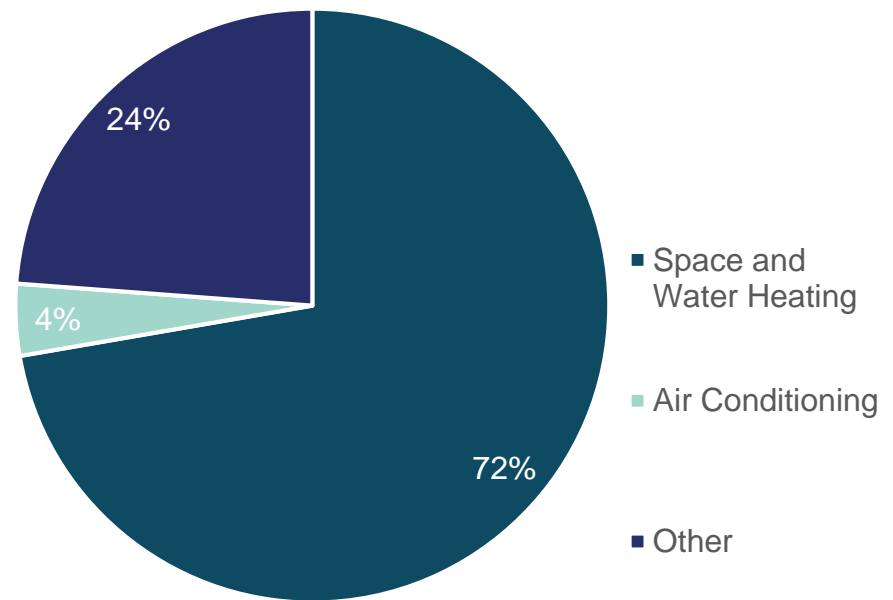


# Midwest Building Energy Use

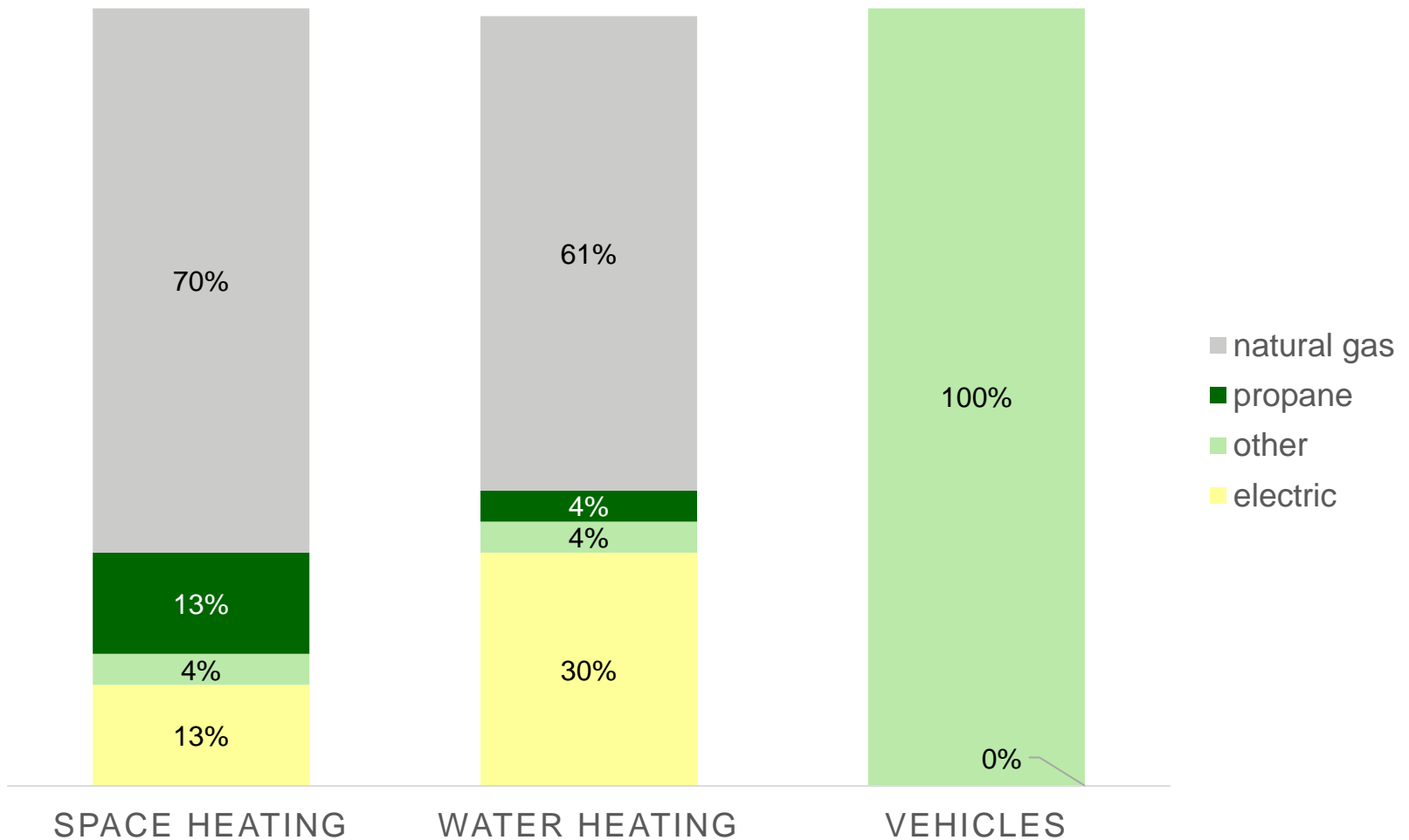
## Commercial



## Residential



# WI Electrification Opportunities



# Wisconsin's Climate

## Heating and Cooling Hours in Eau Claire

