

## CALIFORNIA'S GREEN ECONOMY SURVEY: KEY FINDINGS

In May 2009, the California Employment Development Department's Labor Market Information Division (LMID) launched the Green Economy Survey in partnership with state, local, and national policy makers and researchers. The survey was mailed to a random stratified sample of over 51,000 private and public sector employers representing all industries, size classes, and counties.

### ***Principal survey objectives included:***

- ❖ Obtain a baseline estimate of the current number of green jobs in California
- ❖ Identify the current and changing business practices of producers and users of sustainable technology/energy
- ❖ Identify emerging occupations pertinent to the growing green economy
- ❖ Identify resources and strategies needed to assist businesses in cutting costs through their reduction of energy usage and greenhouse gas emissions.

### **Key Findings: Green Producers**

Survey results indicate that 7.9 percent of California's businesses produce green products or supply green services. Green producers account for 3.4 percent of California's total wage and salary employment for the survey time period. A total of 433,000 individuals perform green work at least part time. More than 263,000 workers spend 50 percent or more of their working time on green activities.

California LMID specifically ***defined*** the green economy as falling under the mnemonic G-R-E-E-N, as follows:

*Generating and storing renewable energy*

*Recycling existing materials*

*Energy efficient product manufacturing, distribution,  
construction, installation, and maintenance*

*Education, compliance, and Awareness*

*Natural and sustainable product manufacturing*

Preliminary findings indicate that energy efficient product manufacturing, natural product manufacturing, and recycling existing materials were most prevalent throughout the state.

Regional differences persist in green jobs. Generally speaking, California's most heavily populated regions report the largest net number of green jobs. Survey results indicate that green jobs are most heavily concentrated in California's least populated regions.

Green employment was reported across a variety of industry categories. Manufacturing had the largest number of employment across industry sectors. Utilities report the highest percentage of workers performing green activities.

### **Key findings: Green Practices:**

The Green Economy Survey asked firms to provide information on their adoption of green practices. These questions supplemented the information on the green economy by not just incorporating firms that directly produce green goods and services, but additionally gathering information on those firms that participate in the green economy through the adoption of green practices in their day-to-day economic activities. Businesses were asked to indicate whether or not they engaged in an array of practices including: recycling, use of recycled products, energy efficient conservation, LEED, pollution etc.

An estimated 63 percent of firms in California are involved in green business practices, regardless of whether or not they directly produce a green good or service. The most common practices are recycling and the use of recycled materials. Firms indicated that both environmental benefits and economic benefits are the primary motivating factors in their choice to engage in green practices. They also report that their use of green practices is either likely to increase or remain the same over the next 12 months.

Additionally, respondents indicate that they overwhelmingly utilized on-the job training as the primary training mode for current employees. When asked what new skills and knowledge will be needed, prevalent answers included: waste minimization, principals of energy conservation, and knowledge of information technology.

### **Key Findings: Green Occupations:**

LMID also asked firms to report the number of staff working in thirty-four identified emerging green occupations. The most frequently reported occupations are: assemblers, carpenters, hazardous material removal workers, recycling center operators, and sustainable farmers and farm workers. About nine percent of workers are identified by respondents as “All-Other” and may be viewed as capturing new or emerging green occupations. LMID has compiled and is analyzing the job titles listed in the “All-Other” category.

### **Future Green Jobs Research:**

LMID will release a full survey report in coming months that will summarize the main statistical findings of the green economy survey. The green survey is a jumping off point for additional green economy research at California EDD. LMID plans to follow-up with some of the 5,000 businesses that expressed a willingness to provide additional information about green jobs, associated training requirements, and desirable skill sets. Additionally, LMID will continue to focus on related green economy topics, such as:

- ❖ Regional differences among industries and green activities
- ❖ Green industry details
- ❖ Necessary skills for green jobs and the training methods used in order to obtain these necessary occupational skills.

### **For more information, questions, or comments, please contact:**

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