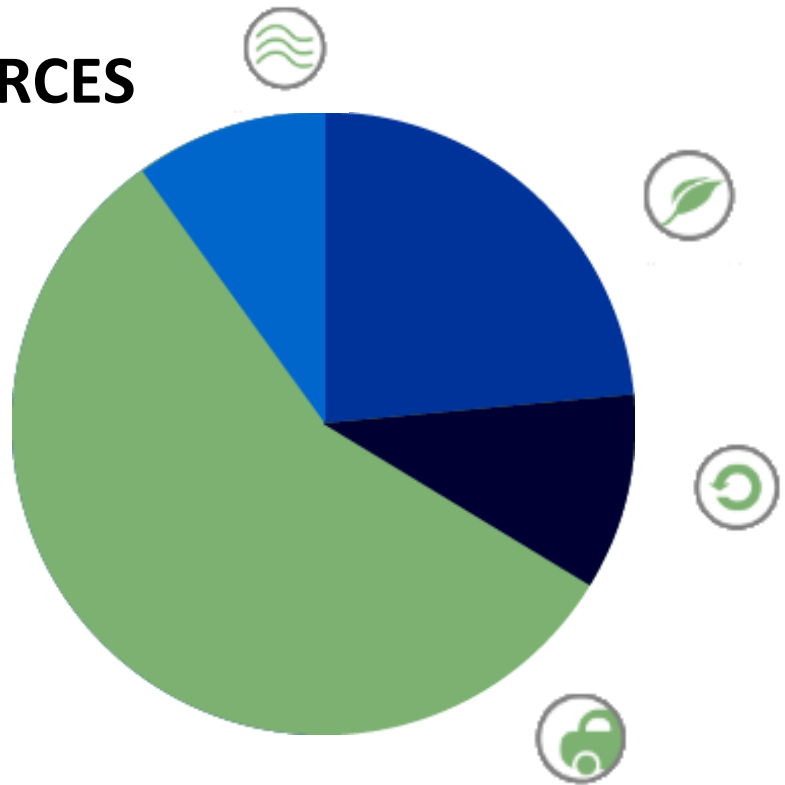


# MARKET TRENDS SURVEY 2014

*AEE Survey of the Energy Industry*

## RELEVANT TRENDS, OPPORTUNITIES, PROJECTIONS & RESOURCES



*Presented by*



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## Part I: Policy and Trends Summary

The 2014 Market Trends & Energy Policy Survey conducted by the Association of Energy Engineers (AEE) yielded some very interesting findings regarding the opinions of some of the energy industry's best and brightest with regard to US energy policy. 67% of those surveyed supported increased domestic drilling for oil in the United States, and 63% support stricter carbon emissions standards that will make it more difficult to create new coal-fired power plants. 71% think that President Obama should approve the construction of the Keystone XL Pipeline. 65% of members surveyed support hydraulic fracking, and 94% support the increased use of combined heat and power (CHP) technology to achieve energy savings and increase energy reliability. These are just a few of the highlights from the survey, please read the full report for more detail.

The Association of Energy Engineers (AEE), a nonprofit professional society of over 16,000 members, issued a survey to its members to determine the need for Energy Management Jobs, Energy Industry Potential, and Salary Data. The results represented are based on 2,967 responses and are outlined in this report. AEE was founded in 1977 and its mission is “to *promote the scientific and educational interests of those engaged in the energy industry and to foster action for sustainable development.*”

### Profile of Respondents

- Eighty-five percent (85%) have graduated from a four-year accredited college.
- Forty-one percent (41%) have a post-graduate degree from an accredited college.
- Thirty-seven percent (37%) are registered Professional Engineers (P.E.s) or Architects.
- Eighty-three percent (83%) hold an AEE certification

## Part II - Market Trends Survey Results

Do you support President Obama's "All of the Above" energy strategy?

Answer Options	Response Percent	Response Count
Yes	31.7%	799
No	20.2%	509
Unsure	48.1%	1213

Do you support President Obama's call for increased domestic drilling for oil in the United States?

Answer Options	Response Percent	Response Count
Yes	66.8%	1637
No	33.2%	813

Do you agree with President Obama's strategy of setting stricter carbon emissions standards to make it more difficult for new coal-fired power production to take place?

Answer Options	Response Percent	Response Count
Yes	63.4%	1567
No	36.6%	906

Do you support the use of hydraulic fracking to extract natural gas in the United States

Answer Options	Response Percent	Response Count
Yes	64.8%	1602
No	35.2%	871

Given the relatively new availability of low-cost natural gas in the United States, should utilities use natural gas as a baseload source of power?

Answer Options	Response Percent	Response Count
Yes	72.6%	1770
No	27.4%	669

Given the relatively new availability of low-cost natural gas in the United States, should the federal government incentivize the development of natural gas-powered vehicles?

Answer Options	Response Percent	Response Count
Yes	54.1%	1336
No	45.9%	1132

**Do you support federal incentives for the continued development of electric vehicles?**

Answer Options	Response Percent	Response Count
Yes	67.4%	1668
No	32.6%	806

**Do you think President Obama should approve the construction of the Keystone Pipeline?**

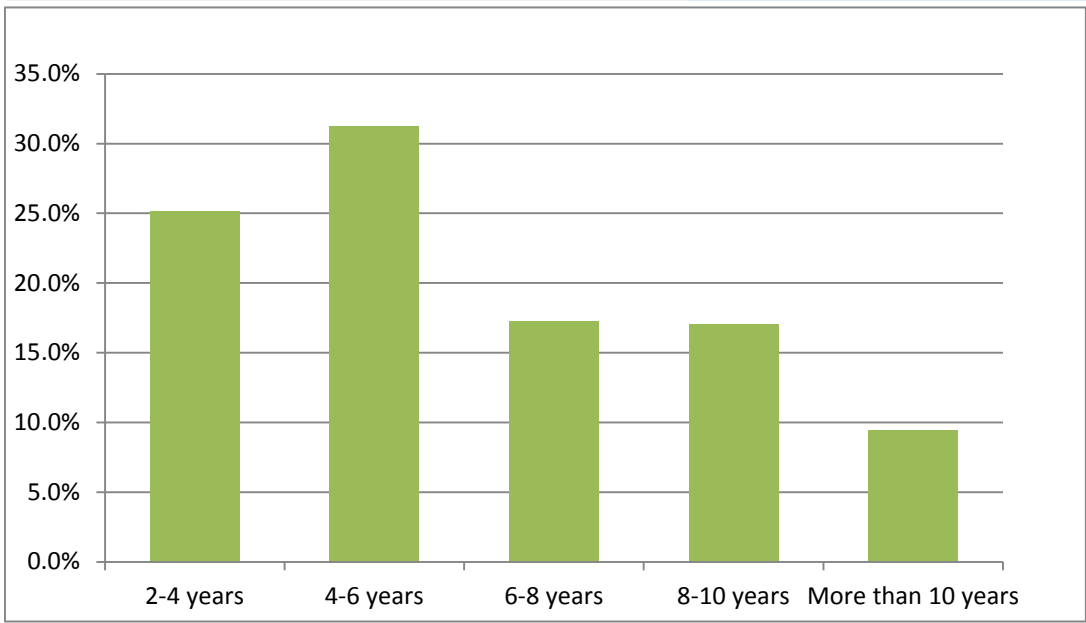
Answer Options	Response Percent	Response Count
Yes	71.0%	1707
No	29.0%	696

**Has your company considered the installation of renewable technologies such as wind, geothermal, or solar at one of your facilities?**

Answer Options	Response Percent	Response Count
Yes	71.0%	1760
No	29.0%	718

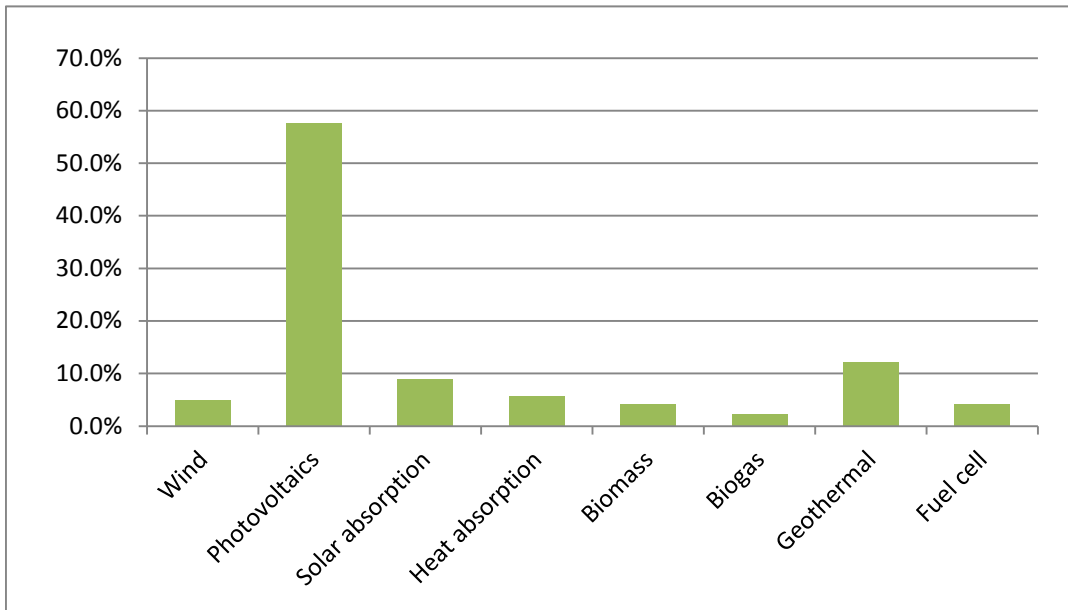
**What would be an acceptable payback for your organization with regards to renewable energy on-site?**

Answer Options	Response Percent	Response Count
2-4 years	25.1%	609
4-6 years	31.2%	757
6-8 years	17.2%	418
8-10 years	17.0%	412
More than 10 years	9.4%	229



Please indicate which technologies are most likely to be installed at your facilities within the next 3 years (check all that apply)

Answer Options	Response Percent	Response Count
Wind	4.9%	96
Photovoltaics	57.7%	1135
Solar absorption	9.0%	177
Heat absorption	5.7%	113
Biomass	4.1%	80
Biogas	2.3%	45
Geothermal	12.1%	238
Fuel cell	4.2%	83



Do you support the increased use of combined heat and power (CHP) as a means of achieving energy savings or providing energy reliability?

Answer Options	Response Percent	Response Count
Yes	94.4%	2324
No	5.6%	139

Has your company considered using combined heat and power (CHP) technology as a means of achieving energy savings or providing energy reliability?

Answer Options	Response Percent	Response Count
Yes	50.3%	1216
No	49.7%	1201

Is your company utilizing alternative funding such as PACE, power purchase agreement, or a revolving loan, for example, as a means of funding projects?

Answer Options	Response Percent	Response Count
Yes	28.0%	671
No	72.0%	1722

Do you support the benchmarking programs that are beginning to emerge in the U.S.'s largest cities via the "Better Buildings" program?

Answer Options	Response Percent	Response Count
Yes	88.6%	2101
No	11.4%	269

Have you seen increased business opportunities as a result of the municipal benchmarking ordinances?

Answer Options	Response Percent	Response Count
Yes	32.8%	768
No	67.2%	1571

Do you support performance contracting as a way of financing or implementing energy projects?

Answer Options	Response Percent	Response Count
Yes	81.2%	1983
No	18.8%	458

What percentages of your projects are financed through performance contracting?

Answer Options	Response Percent	Response Count
0-20%	76.8%	1788
21-40%	8.2%	191
41-60%	4.4%	102
61-80%	3.2%	74
81-100%	7.5%	174

**If you are an end user, how has the availability of utility rebate programs for energy conservation or alternative projects changed in the last five years?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
More available	41.0%	779
Less available	23.2%	441
No change in program availability	35.7%	678

**If you are an end user, have you received utility rebate programs to support the implementation of energy conservation or alternative energy projects in the last five years?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Yes	65.5%	1178
No	34.5%	620

**If you are an end user who has received utility rebates in the last year, what is the estimated amount of rebates?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Less than \$100,000	61.3%	865
\$100,000 - \$250,000	18.1%	255
\$250,000 - \$500,000	8.9%	125
\$500,000 - \$1,000,000	5.1%	72
Over \$1,000,000	6.6%	93

**Does your company or governmental entity have an established policy concerning sustainability or sustainable development?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Yes	61.7%	1431
No	22.4%	520
In development	15.9%	370

**If your company or governmental entity has an established policy concerning sustainability or sustainable development, does it identify a set of established goals associated with this policy?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Yes	69.6%	1357
No	30.4%	593

**If your company or governmental entity has an established policy concerning sustainability or sustainable development, check any of the components that are included in the policy**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Safety programs	50.8%	886
Corporate Social Responsibility (CSR)	49.3%	860
Renewable energy	53.8%	939
Alternative energy	36.1%	630
Energy efficiency	86.4%	1507
Environmental impacts	62.2%	1085
Global warming	25.2%	439
Carbon management	46.4%	810
Land management	19.5%	340
Waste reduction and management planning	58.0%	1011
Reporting of results to public	35.8%	624
Employee education	58.9%	1028
Outreach	27.9%	487

**How much money has your company saved as a result of its sustainability or energy efficiency programs?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
\$0 - \$250,000	43.3%	790
\$250,000 - \$500,000	13.2%	240
\$500,000 - \$1,000,000	10.0%	182
\$1,000,000 - \$2,000,000	7.7%	140
\$2,000,000 - \$5,000,000	6.5%	119
Over \$5,000,000	19.4%	354

**As a result of the current energy efficiency marketplace, it is:**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Easier to get projects approved	34.3%	774
More difficult to get projects approved	18.3%	414
Approval of energy projects has not yet changed	47.4%	1069

**How has your electric rate changed in the past year?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Electric rate has increased	70.4%	1635
Electric rate has decreased	7.8%	182
No change in electric rate	21.8%	507



**If your electric rate has changed, by how much has it changed?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Increase of 1-5%	48.5%	899
Increase of 6-10%	31.3%	580
Increase of 11-15%	12.2%	226
Decrease of 1-5%	4.3%	79
Decrease of 6-10%	2.5%	46
Decrease of 11-15%	0.6%	11
Decrease greater than 15%	0.7%	13

**How has your natural gas rate changed in the past year?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Natural gas rate has increased	42.5%	927
Natural gas rate has decreased	24.3%	531
No change in natural gas rate	33.2%	725

**If your natural gas rate has changed, by how much has it changed?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Increase of 1-5%	37.1%	556
Increase of 6-10%	22.3%	334
Increase of 11-15%	7.9%	118
Increase greater than 15%	8.4%	126
Decrease of 1-5%	10.9%	164
Decrease of 6-10%	7.0%	105
Decrease of 11-15%	2.4%	36
Decrease greater than 15%	4.0%	60

### Part III - AEE Education Programs

Earning an AEE certification credential has helped or will help my career?

Answer Options	Response Percent	Response Count
Yes	85.7%	1759
No	14.3%	294

Since you have received your AEE certification, are you receiving higher compensation than before?

Answer Options	Response Percent	Response Count
Yes	35.9%	729
No	64.1%	1299

Since you have received your AEE certification, are you receiving higher visibility?

Answer Options	Response Percent	Response Count
Yes	59.4%	1206
No	40.6%	823

Since you have received your AEE certification, are you in a better position for advancement?

Answer Options	Response Percent	Response Count
Yes	60.5%	1219
No	39.5%	797

Earning an AEE certification has benefited or will benefit my firm?

Answer Options	Response Percent	Response Count
Yes	85.9%	1739
No	14.1%	286

Earning an AEE certification has given my firm a competitive edge in respect to requests for proposals?

Answer Options	Response Percent	Response Count
Yes	60.1%	1175
No	39.9%	781

## Part IV: Training Opportunities

The Association of Energy Engineers offers a variety of professional training and re-training programs, including:

- Training seminars, conferences, and industry networking (energy, sustainability, energy auditing, power, green facilities, certification programs)
  - <http://www.aeecenter.org/realtime> (Online training seminars)
  - <https://www.aeecenter.org/seminars/calendar.htm> (Live seminar training)
  - <http://www.aeecenter.org/shows> (energy industry events)

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