



NEW JERSEY DATA CENTERS: **MAKE BIG TECH PAY**

THE PROBLEM

YOUR BILLS ARE RISING & BIG TECH IS TO BLAME

Big Tech companies like **Amazon, Apple, Google, Meta, Microsoft, and OpenAI** are racing to build massive data centers across the country to power artificial intelligence (AI). These facilities are big-time electricity guzzlers, and all that power costs money at a time when families are already stretched by grocery, gas, and housing costs. Big Tech isn't paying for it – **you are**.

Average New Jersey electric bills rose by **16.9%** in 2025 – an increase of roughly **\$260** per household, among the steepest in the country.¹

Data centers drove **63% of the record price spike** in the PJM capacity market that serves New Jersey – **\$9.3 billion** in a single year, recovered from every ratepayer on the system.²

Data center growth could raise electricity bills by as much as **25%** in some regional markets.³

THEY PROFIT. YOU PAY.

BIG TECH CASHES IN

\$500 million in New Jersey tax credits put on the table for data center projects⁵

YOU PAY

+\$260 more on your electric bill in 2025¹

BIG TECH GETS MILLIONS. YOU GET HIGHER BILLS

Taxpayers are subsidizing the data center boom, through backroom deals for subsidies, tax incentives, and special treatment that amount to **giveaways to Big Tech**.

Data centers nationwide receive industry-specific **tax breaks** that shift costs onto households and small businesses.⁴

New Jersey made **\$500 million** in tax credits available to data center projects, then scrapped the remaining **\$250 million** this August. Towns are still handing out their own breaks: the Cumberland County project won a **five-year** deal on a property valued at just under \$20 million.⁵

THE JOB CREATION MYTH

FEWER JOBS. RISING COSTS

"Tech companies are investing hundreds of billions of dollars in data centers across the country. But despite the record-setting price tags, the centers create few jobs."

NPR'S ALL THINGS CONSIDERED⁶

Big Tech promises economic development, but data centers create **few permanent local jobs** while raising costs for existing small businesses.

Data centers are among the least labor-intensive structures in the economy, generating roughly **one permanent job per 5,000 square feet**.⁷

That project spans **2.6 million square feet** and will draw **300 to 350 megawatts** – nearly twice what the entire city uses – for roughly **200 permanent jobs**.⁸

THE SECRECY

THEY'RE HIDING WHO THEY ARE

Local officials are forced to sign **non-disclosure agreements**, and companies **sue towns that say no**.^{10 11}

The city council approved that tax deal **5 to 0**, and offered **no explanation** for the vote.⁹

The project also plans to power itself with **36 on-site gas engines**. A data center that generates its own electricity answers to far less of the oversight built to protect ratepayers, even as neighbors live with the noise.⁹

PUBLIC OPINION

NEW JERSEYANS OVERWHELMINGLY OPPOSE BIG TECH'S DEMANDS

A Fairleigh Dickinson poll found **68% of New Jerseyans** say data centers should pay more for the electricity they use – including **77% of Democrats and 56% of Republicans**.¹²

Nationally, **71% of Americans** oppose building an AI data center in their local area – **more than oppose a nuclear power plant** nearby (53%).¹³

Overall, **85% of Americans** want lawmakers to pass a law that forces Big Tech, not taxpayers, to pay for the true cost of data centers.¹⁴

WHAT NEEDS TO CHANGE

- **Big Tech creates these costs, so Big Tech should pay them.** Not the family down the road, and not the small business trying to keep the lights on.
- Stop the false choice between community investment and giving trillion-dollar companies **blank checks**. Force tech giants to pay for their data centers, instead of hardworking New Jerseyans.
- Pass **real state-level ratepayer protections** into law and end the billions in annual state and local tax breaks for data center construction. That's money that should fund schools, healthcare, and strategic, sustainable long-term economic development.
- New Jersey has already acted. The **Data Center Fair Share Act**, signed in July, creates a separate rate class for large data centers, requires a **10-year guarantee** to pay for at least 85% of the power they reserve, and makes them cut back before households do. A second law now requires them to report energy and water use twice a year.¹⁵
- The law is written. **The rules are not.** Regulators have until next summer to finish the tariff – they should set the threshold **as low as the law allows**, apply it to existing data centers and not just new ones, and close the local tax giveaways the law left untouched.¹⁵

MAKE BIG TECH PAY!

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