Data Centers:

Powering the Internet & our Modern Economy

January 14, 2026

DATA CENTER COALITION

Data Center Coalition (DCC)

- **Voice** of the data center industry
- **Advocates** for a business climate, policies, and investments that support the growth and competitiveness of the industry
- **Information Resource** for elected officials, regulators, utilities, businesses, community leaders, and other stakeholders

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DCC members are leading data center owners and operators, as well as companies that lease large amounts of data center capacity.

What Do Data Center Providers Do?

Our members build, own, and operate data centers

For their own operations, one client, or many clients in a single building

Or for a single company or client on a campus

Increasing Data Center Demand

- In the US market alone, demand—measured by power consumption to reflect the number of servers a data center can house—is expected to reach **80 gigawatts (GW) by 2030**, up from 25 GW in 2024, according to McKinsey & Company.

- The United States accounts for roughly **40 percent** of the global market.

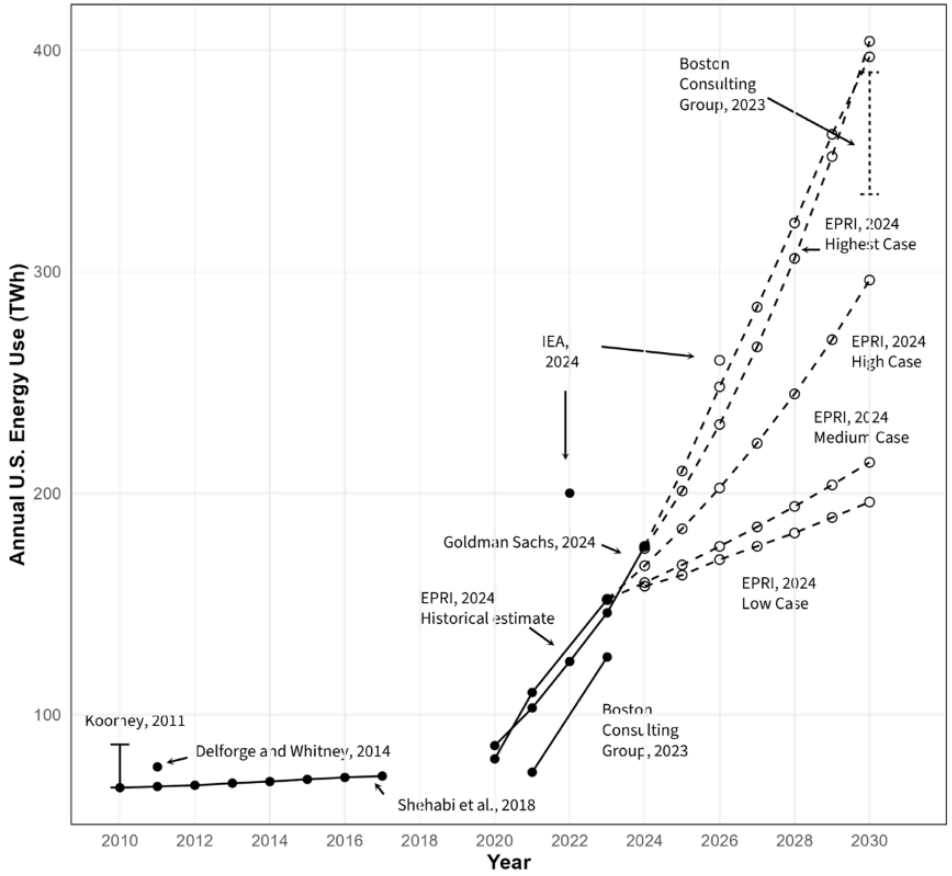

Figure 1.1. Academic and industry historical estimates of U.S. data center energy use.

Source: McKinsey & Company, "How data centers and the energy sector can sate AI's hunger for power"*, September 17, 2024,* *https://www.mckinsey.com/industries/private-capital/our-insights/how-data-centers-and-the-energy-sector-can-sate-ais-hunger-for-power*

Image Source: Lawrence Berkeley National Laboratory, 2024 United States Data Center Energy Usage Report, December 2024, *https://escholarship.org/uc/item/32d6m0d1*

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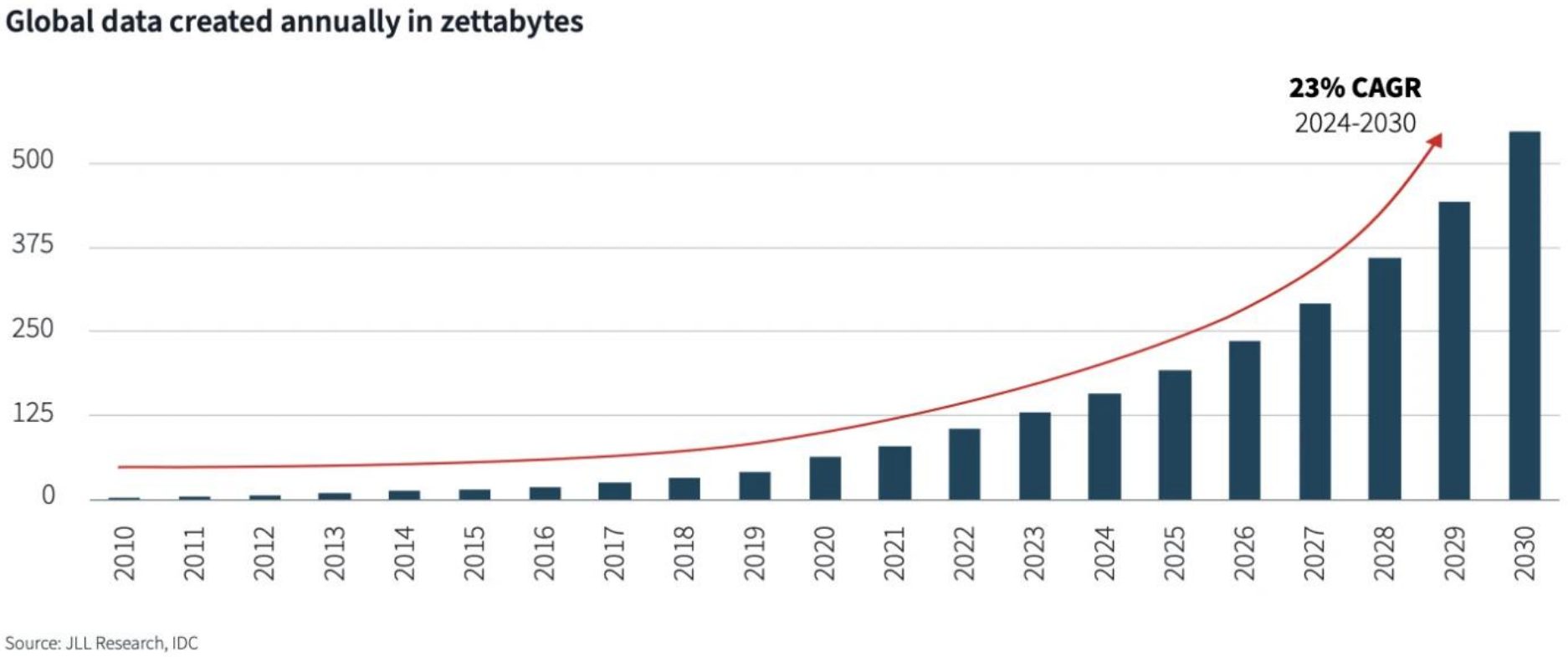
What Drives Data Center Demand?



Source: Urban Land, Nuclear Power Makes a Comeback as Data Centers Adapt to Rising Power Demands, October 14, 2024, https://urbanland.uli.org/resilience-and-sustainability/nuclear-power-makes-a-comeback-as-data-centers-adapt-to-rising-power-demands

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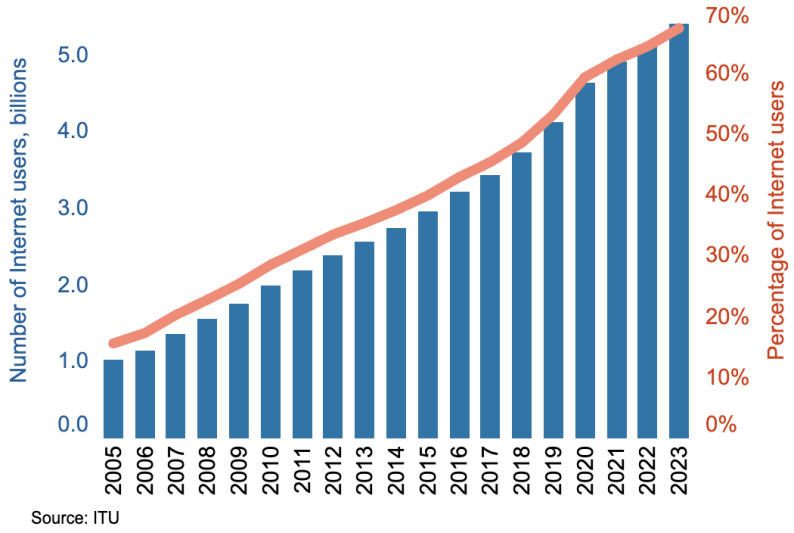
Number of People/Devices Drives Data Center Demand

"The data center industry has experienced explosive growth over the past decade, driven by ever-increasing demand for cloud services and the expanding use of web-enabled devices globally. […] **In the next five years, consumers and businesses will generate twice as much data as all the data created over the past 10 years.**"

-JLL, *Data Centers 2024 Global Outlook*

More People Are Getting Online

- Approximately 5.4 billion people - or 67% of the global population - are online today. This represents an **increase of 45% since 2018**. 2.6 billion people are not yet connected to the internet.
- On average, U.S. households have a total of **21 connected devices**.



Sources: JLL, Data Centers 2024 Global Outlook, https://www.us.jll.com/content/dam/jll-com/documents/pdf/research/global/jll-data-center-outlook-global-2024.pdf
International Telecommunication Union, https://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx
Deloitte "Shiny new devices may be bringing joy, but who's protecting consumer data?", January 23, 2023 https://www2.deloitte.com/us/en/insights/industry/technology/consumer-data-privacy.html

New Products/Experiences/Applications Drive Demand

- Cloud Services
- Generative AI
- Business Apps
- Healthcare
- Internet of Things/Connected Devices
- Streaming Video

- Virtual/Augmented Reality
- eCommerce
- Machine Learning
- Payment Processing
- Online Learning
- Autonomous Vehicles
- Innovation!

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U.S. Data Center Industry

Jobs

- **603,900 direct jobs** in 2023—51% increase from 2017
- **4.7 million in total employment** in 2023—60% increase from 2017
- **$404 billion in total labor income** in 2023—93% increase from 2017

GDP

- **$3.5 trillion in GDP impact** between 2017-2023

Taxes – Federal, State, and Local

- **$162.7 billion in total impact** in 2023 - 146% increase from 2017

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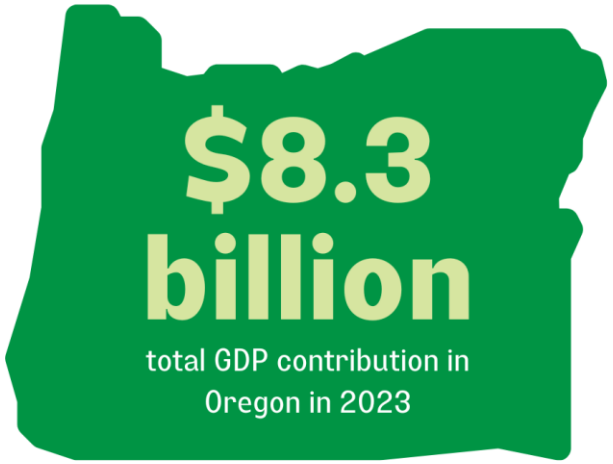
Source: PwC, "Economic Contributions of Data Centers in the United States, 2017-2023," February 2025

Oregon Data Center Industry

Jobs

- 2023 **direct** employment: **9,310**
- 2023 **total** (direct, indirect, and induced) employment: **47,690**



Labor Income

- 2023 **total** (direct, indirect, and induced) labor income: **$4.4 billion**

GDP and Taxes Impact

- **$8.3 billion** (direct, indirect, and induced) to Oregon GDP in 2023
  - **6% increase** since 2022
- **$789 million** (direct, indirect, and induced) in state and local tax revenues in 2023

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Source: PwC, "Economic Contributions of Data Centers in the United States, 2017-2023," February 2025

Why Data Centers?

- Tremendous Capital Investment
- Big Driver of Tax Revenue
- High Wage Jobs, Low Demand on Services
- Substantial Construction Jobs and Activity
- Building and Strengthening Tech Ecosystem
- Catalyst for Clean Energy Development

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Data Center Industry Drives Job Creation & Workforce Development

Deborah Martinez Castellanos checks out the rooftop chillers at the data center where she works to ensure they are functioning properly.

By Te-Ping Chen Follow | Photographs by Maansi Srivastava for WSJ
Aug. 14, 2024 5:30 am ET

THE WALL STREET JOURNAL.

BUSINESS

Data Centers Are a 'Gold Rush' for Construction Workers

Surging demand means six-figure pay and more perks

By Te-Ping Chen Follow
Nov. 29, 2025 8:00 pm ET

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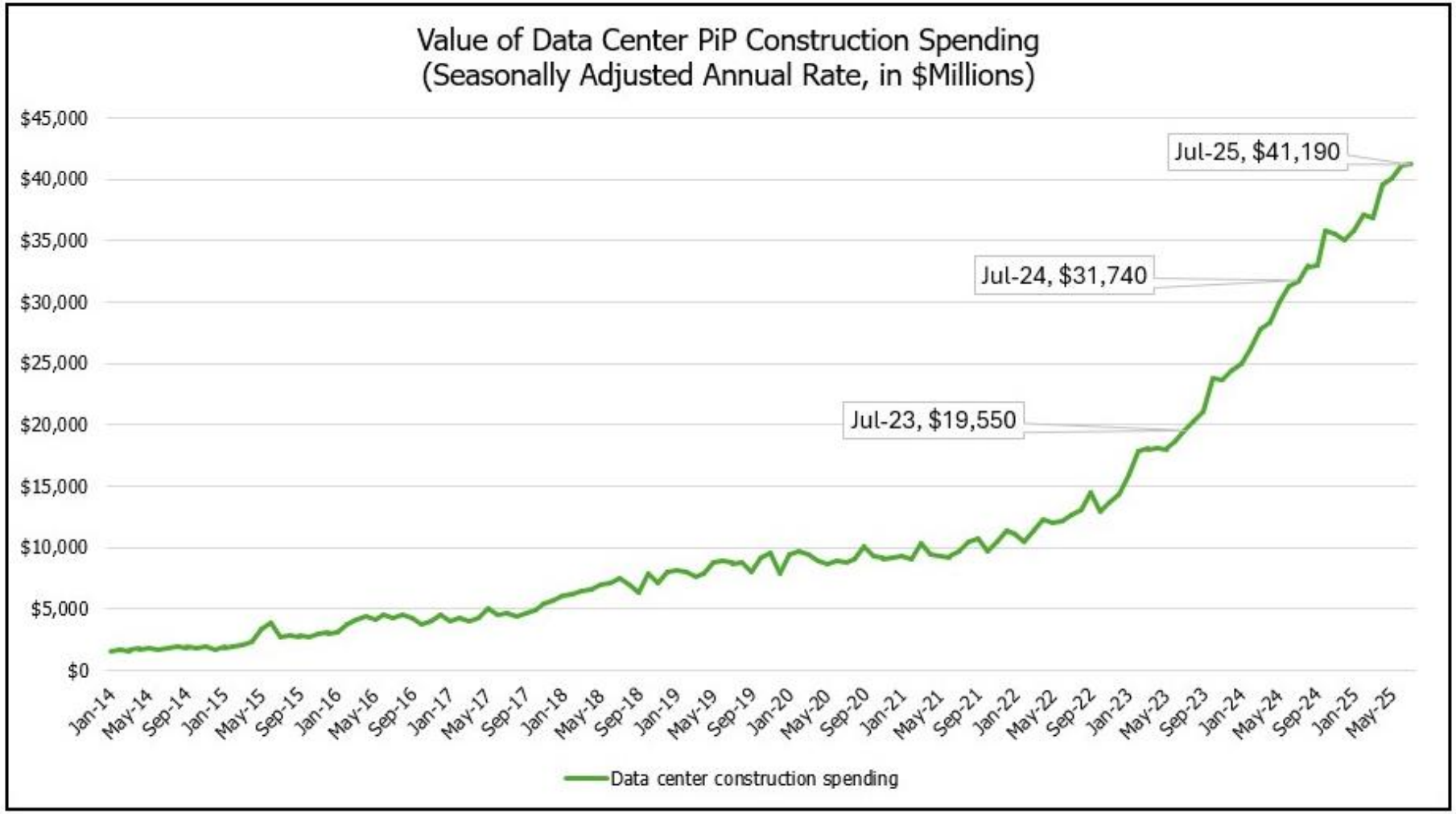
Sources: The Wall Street Journal, "The Tech Job Paying Six Figures, No College Degree Required", Aug. 14, 2024 & The Wall Street Journal, "Data centers Are a 'Gold Rush' for Construction Workers", Nov. 29, 2025

Data Center Trends



Source: U.S. Census Bureau Construction Spending Data: Historical Value of Private Construction Put in Place (PiP), July 2025

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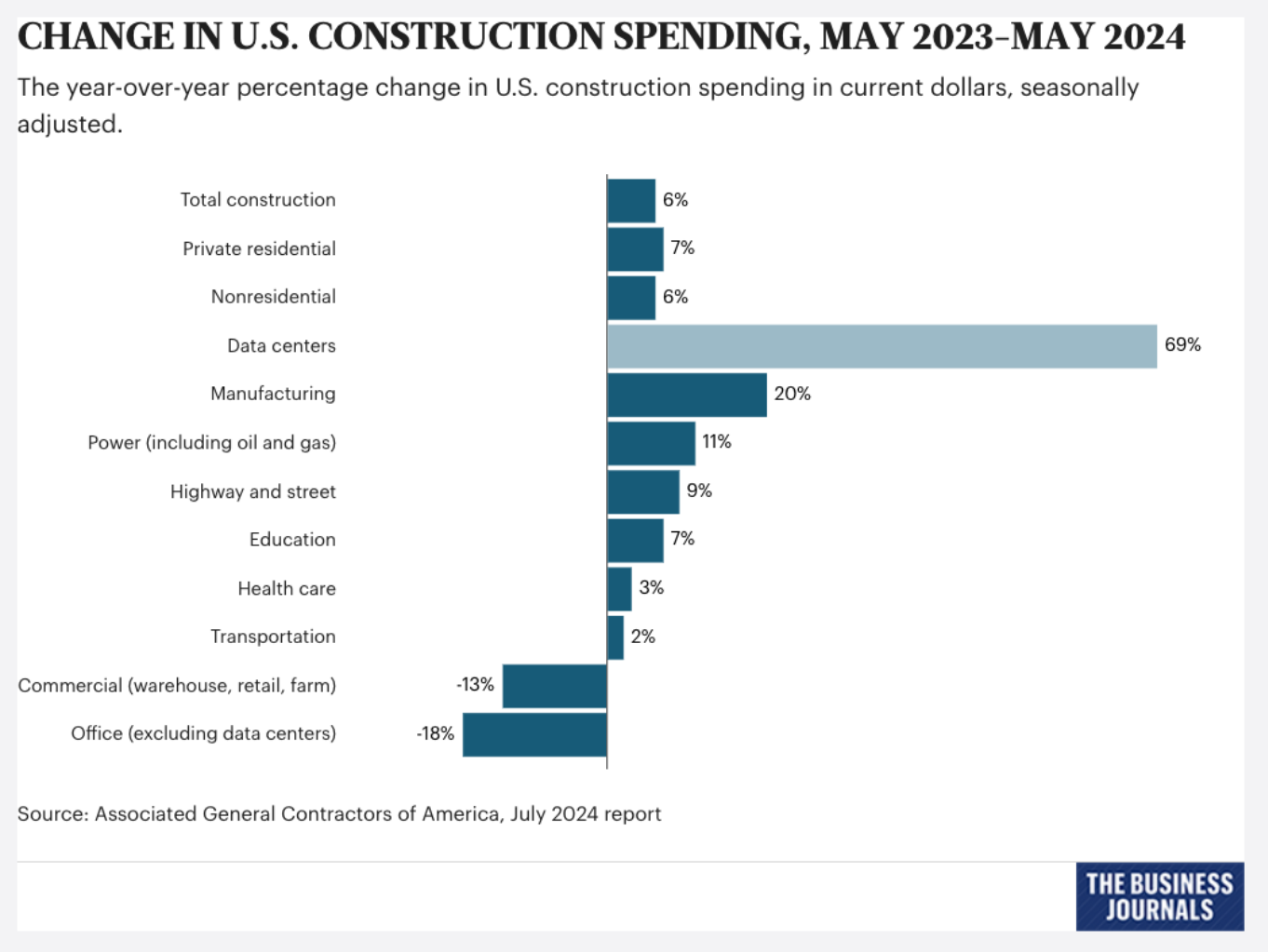
Data Center Trends



Source: Atlanta Business Chronicle, $1B data centers adds to growing list of massive projects; offsets construction slowdown, Oct. 4, 2024, https://www.bizjournals.com/atlanta/news/2024/10/04/1b-data-center-pitched-for-coweta-county.html

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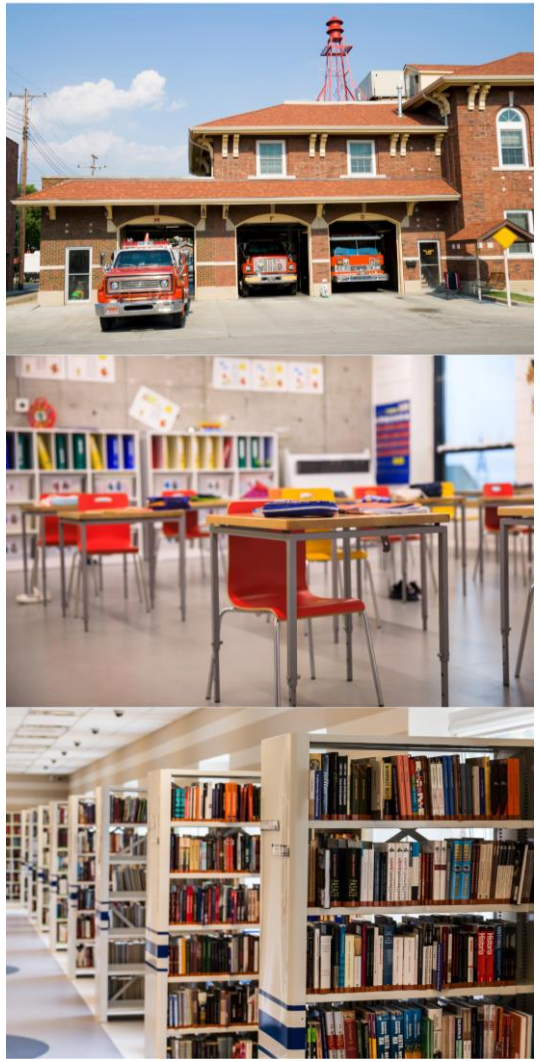
Data Center Tax Revenues Help Address Local Priorities

2022 Local Tax Benefit For Every
$1 Spent on Local Services

Loudoun County
$1.00 → $26.00

Prince William County
$1.00 → $13



Source: NVTC Report: The Economic and Fiscal Contribution that Data Centers Make to Virginia, January 2022 (Mangum Economics)

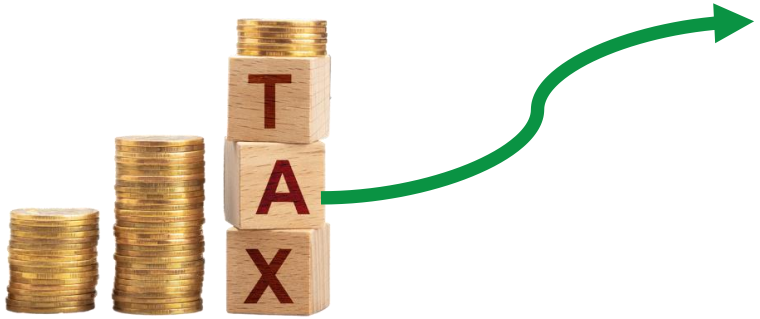
Data Center Tax Revenues Help Address Local Priorities

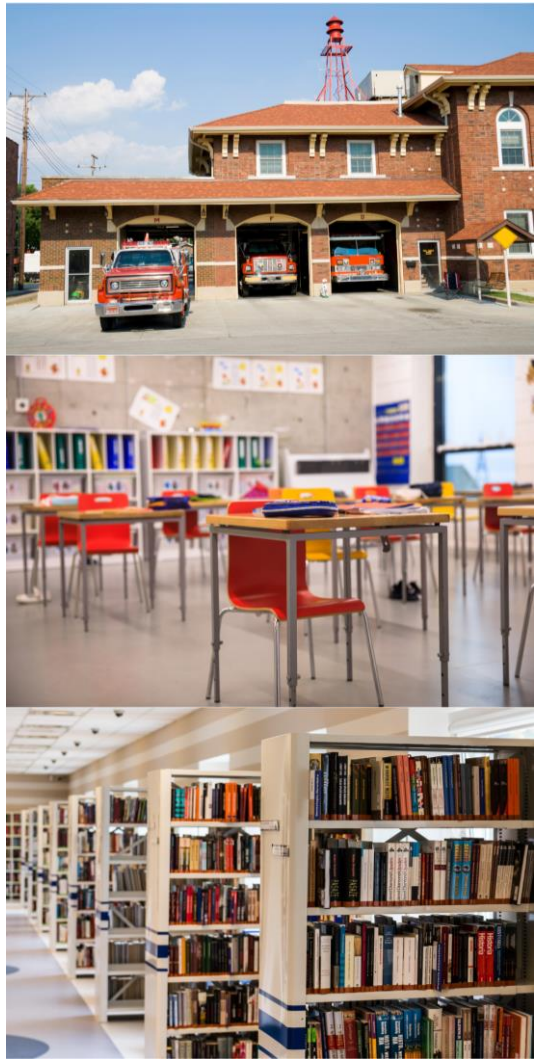
Red Oak, Texas:

- "To put it in perspective, with $13 billion in data center investments already underway, and more in our development pipeline, **these facilities are set to quadruple our city's total taxable land value."**

- **"Moreover, since most of the land on which these data centers are being built was previously tax-exempt, these investments have brought and continue to bring an increase to our city revenue**."

- **"These new funds allow us to make meaningful investments**, supporting education, strengthening public safety, expanding infrastructure and creating spaces for recreation and connection, all to enhance the quality of life for our residents."

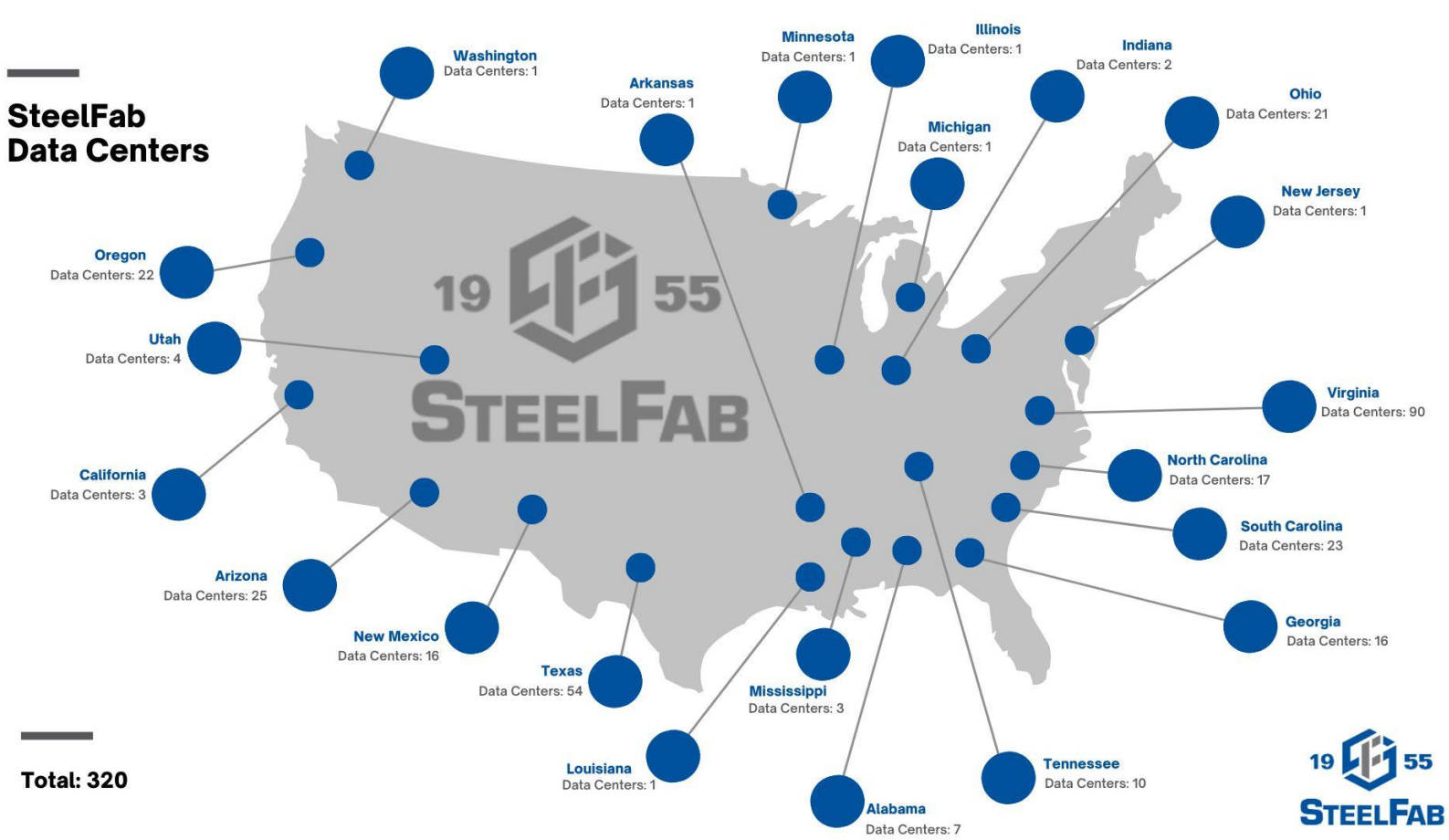


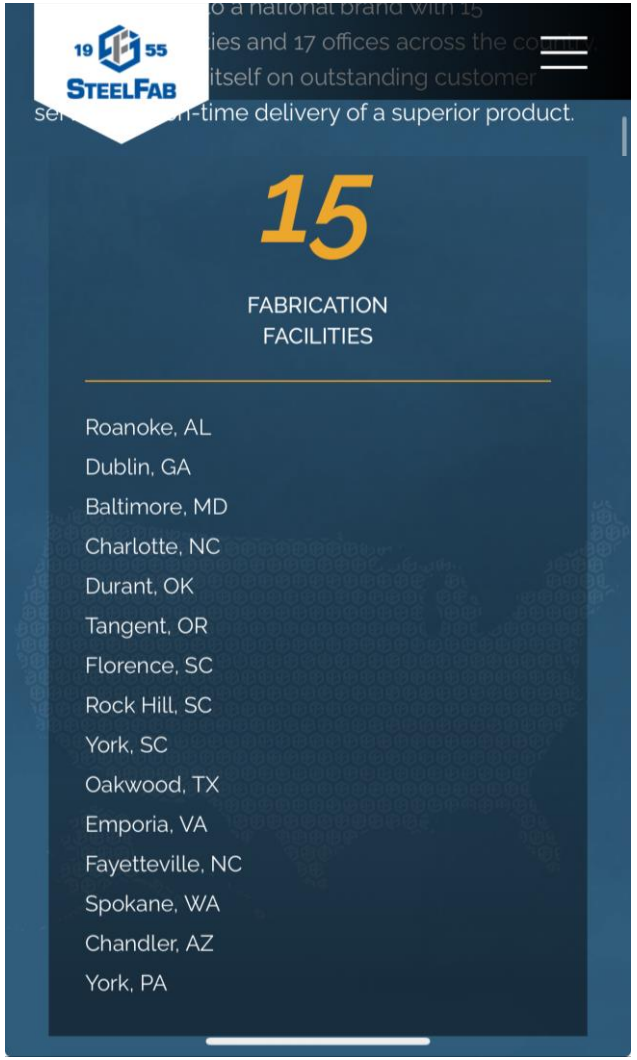


Source: https://www.dallasnews.com/opinion/commentary/2025/02/05/red-oak-mayor-data-centers-are-critical-for-texas-communities/

Data Center Ecosystems

Data centers establish and grow business ecosystems in every market where they operate.





Source: SteelFab, https://www.steelfab-inc.com/project/data-centers/

Data Centers Are Highly Efficient Consumers of Energy

ENERGY

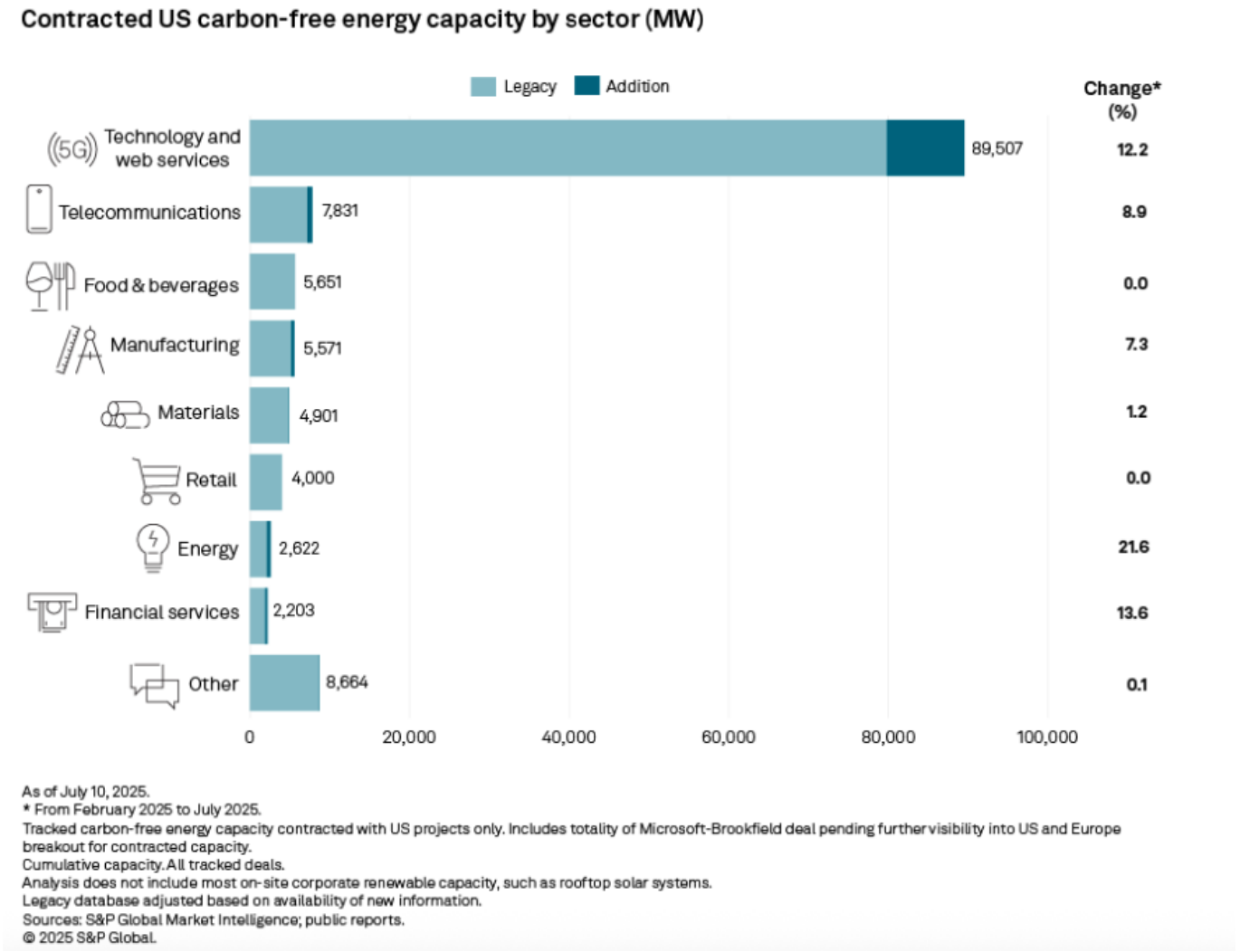
Recalibrating global data center energy-use estimates

Growth in energy use has slowed owing to efficiency gains that smart policies can help maintain in the near term

- "In 2010, the researchers estimated that 79 percent of data center computing was done in smaller traditional computer centers, largely owned and run by non-tech companies."
- "By 2018, 89 percent of data center computing took place in larger, utility-style cloud data centers."
- A 2020 study of data centers globally found that while their computing output jumped 550% from 2010 to 2018, their energy consumption rose only 6%.

Source: Science, Recalibrating global data center energy-use estimates, Feb 28, 2020. https://www.science.org/doi/10.1126/science.aba3758 and https://datacenters.lbl.gov/sites/default/files/Masanet_et_al_Science_2020.full_.pdf

Advancing Access to Clean Energy and Greening the Grid



Source: S&P Global, Corporate-signed US clean energy surpasses 130 GW amid shifting policy support, July 30, 2025, https://www.spglobal.com/market-intelligence/en/news-insights/research/corporate-signed-us-clean-energy-surpasses-130-gw-amid-shifting-policy-support

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Cost Allocation

- After nearly two decades of relatively flat electricity consumption, the **U.S. is experiencing a significant increase in power demand driven by several economic growth trends**, including the onshoring of new manufacturing, widespread building and vehicle electrification, hydrogen fuel production, and growth in demand for the data center services.

- **DCC members are committed to paying full cost of service for electricity** and ensuring proper cost allocation.

- LBNL/Brattle Group Study: more electricity demand can actually lower prices. Between 2019 and 2024, the researchers calculated, **states with higher load growth saw lower prices overall.** Instead, they found that **the biggest factors behind rising prices were the cost of poles, wires and other electrical equipment—as well as the cost of safeguarding that infrastructure against future disasters.**

- Several utilities throughout the country indicating that **large loads can help put downward on pressure on rates** for others.

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Source: Lawrence Berkley National Laboratory and the Brattle Group, "Factors Influencing Recent Trends in Retail Electricity Prices in the United States," October 2025.

Resource Management

- Responsible and efficient use of energy and water are industry priorities
- Built-in incentive to be efficient—energy is largest operating item for data centers
- There are trade-offs between water and energy usage to consider in data center facility design and operations
- There is no one-size-fits-all solution for cooling
  - Best approach often depends on local factors, such as humidity, climate/temperature, and availability of water, including recycled, nonpotable, or harvested rainwater sources
- Industry is actively deploying advancing cooling technologies such as waterless cooling, closed looped systems, recycled or reclaimed water cooling systems and others.
- Context is key—**83% of data centers in Virginia use as much if not less water than a large commercial office building and data center water use across the state is sustainable**.

Source: U.S. Chamber of Commerce Technology Engagement Center. Data Centers: Driving Economic Growth in the Digital Economy. U.S. Chamber of Commerce, available at https://www.uschamber.com/assets/documents/ctec_datacenterrpt_lowres.pdf
Source: Joint Legislative Audit and Review Commission (JLARC), "Data Centers in Virginia," page v and 45, https://jlarc.virginia.gov/pdfs/reports/Rpt598-2.pdf.

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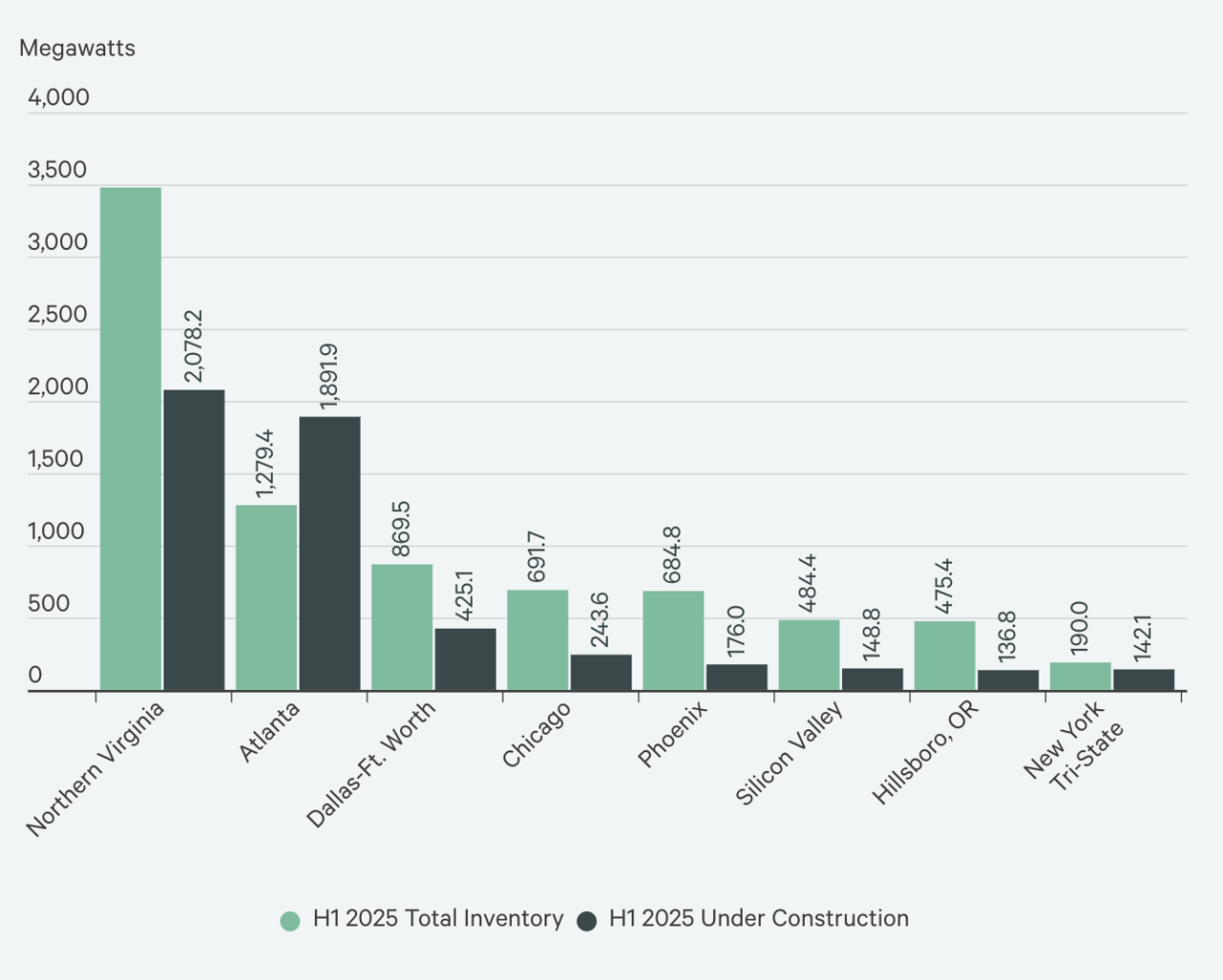
Data Center Trends

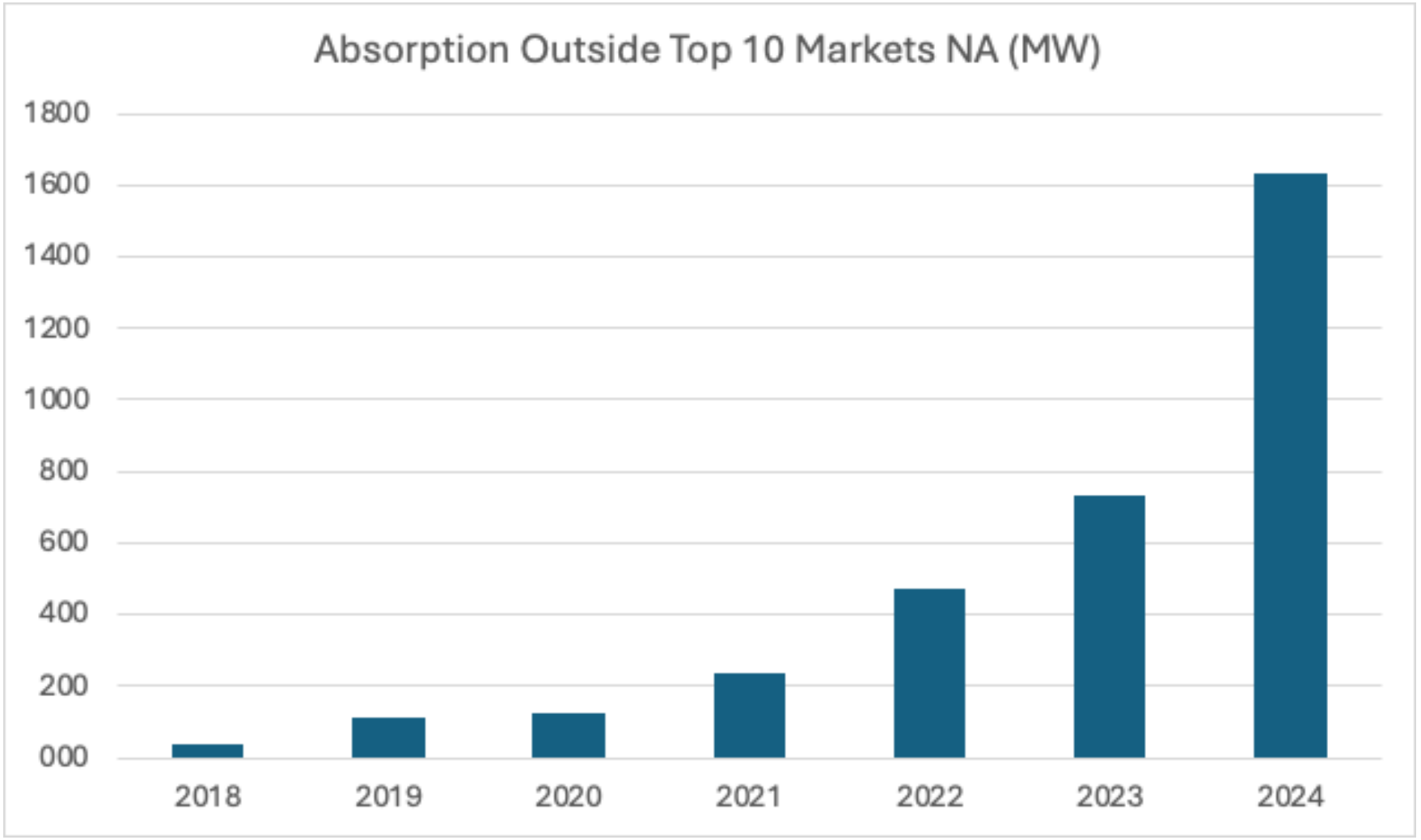
Figure 6: Total Inventory vs. Under Construction by Primary Market, H1 2025



Source: CBRE Research, CBRE Data Center Solutions, H1 2025.

Source: CBRE, North America Data Center Trends H1 2025, September 8, 2025, https://www.cbre.com/insights/reports/north-america-data-center-trends-h1-2025

Data Center Trends



Source: datacenterHawk, https://datacenterhawk.com/

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Questions?

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