2026 DATA CENTER IMPACT

The data and the REALTOR® perspective on data centers and local markets

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Introduction

Data centers have been around for years, but until recently, most people did not pay much attention to them. That has changed as cloud computing and artificial intelligence have increased the need for data centers and the infrastructure that supports them.

More data centers are now being built across the country, and some are very large. In a few areas, dozens or even hundreds of facilities are concentrated in the same county. This has raised questions about what data centers mean for the communities where they are located.

For real estate, some of the main questions are about housing and jobs. Do areas with more data centers have weaker housing markets? Do they see more job growth? There are also questions about electricity costs and whether they are increasing faster in areas with more data centers. And why are some parts of the country attracting data centers while other areas have none?

Some of these questions can be explored through the data. Others are about what people are actually seeing and experiencing in their communities.

That's why this report looks at the issue in two ways.

The first part examines what the data tells us. After mapping the location of data centers, we looked at data center activity across more than 3,200 U.S. counties and compared housing market, employment, household characteristics and electricity costs based on the concentration of data centers in each county. We also looked at where data centers are concentrated, why different areas attract them, and how some of the country's largest data center markets differ from one another.

The second part brings in the perspective of REALTORS® working in these markets. Through a national survey, we asked REALTORS® about what they are seeing locally, how they and their clients perceive the impact on residential and commercial real estate, the buyer and seller behavior, and what concerns they are hearing from clients.

Looking at both gives us a more comprehensive idea of this rapidly changing issue: what the numbers are telling us about communities with data centers, and what real estate professionals are seeing on the ground. Together, they help us understand where the findings are similar and where local experiences may be different.

The Data Behind Data Centers

A national, state and county-level analysis for real estate professionals.

Highlights: The Data Behind Data Centers

Data centers are expanding across the country, but their presence is highly concentrated in a relatively small number of markets. To better understand what that means for real estate, we compared more than 3,200 U.S. counties based on their concentrations of data centers and looked at differences in housing, demographics, employment and electricity costs. The results show that there is no single data center effect. Instead, the story varies significantly depending on the local market. For this analysis, we refer to counties with 10 or more data centers as high concentration counties.

Data Centers Are Highly Concentrated

- **The latest data identify 1,474 data centers across 251 U.S. counties.** While facilities are located in 47 states, the largest clusters are concentrated in just a handful of counties.
- **Loudoun County, Virginia, stands with 213 data centers,** followed by Santa Clara county, California (75), Maricopa County, Arizona (63), Prince William County, Virginia (63), and Grant County, Washington (39).
- **Different markets attract centers for different reasons.** Northern Virginia benefits from fiber connectivity, access to electricity and proximity to major customers, while low-cost hydropower has been important in Grant County, WA. Other markets are attracting investment through combinations of available land, power infrastructure, proximity to customers and state incentives.

Who Lives in Data-Center Markets

- **Household incomes tend to be higher in counties with data centers.** The median household income is about **$89,000 in counties with 10 or more facilities, compared to about $64,000 in counties without data centers.**
- High concentration counties also tend to be **younger and more highly educated. About 41% of adults have a bachelor's degree or higher,** compared with 22% in counties without data centers.

Housing Markets

- **Counties with more data centers tend to have higher home values.** The median home value increases from about **$174,500 in counties without a data center to $431,750 in counties with 10 or more facilities.**
- **Home values have also increased faster over the past decade in areas with larger data-center concentrations.** From 2014 to 2024, the median home value increased **64% in counties without data centers, compared with 95% in counties with 10 or more.**
- **This does not mean that data centers caused home values to rise.** Counties with more data centers also tend to have higher incomes, younger populations and more college educated residents. All these factors are also associated with stronger housing demand.

Employment

- **Counties with more data centers tend to have stronger long-term employment growth.** From 2014 to 2024, employment grew about **16% in counties with 10 or more data centers,** compared with a 2% growth in counties without data centers.
- **These counties also have a larger share of businesses in technology and professional industries.** Professional, scientific and technical services account for **15.1% of businesses in counties with 10 or more data centers, compared with 9.8% in counties without data centers.** Information jobs account for 2.7%, compared with 1.5%.
- **More recently, employment growth has slowed.** From 2024 to 2026, counties with 10 or more data centers recorded median employment growth of about 0.6%, while growth in the other groups was flat or slightly negative.

Highlights: The Data Behind Data Centers

Electricity Costs

- **The presence of data centers is associated with faster growth of the residential electricity rates.** But having more data centers doesn't necessarily mean even faster growth. From 2020 to 2024 in the High group, **21.4% compared with 15.7% in counties without data centers.** However, the increase was 22.9% in Low concentration counties and 16.8% in Medium concentration counties, so rates do not consistently rise as the number of data centers increases.
- **Counties with the most data centers do not have the highest residential electricity rates.** In 2024, the median residential rate was **13.94 cents/kWh in counties with 10 or more data centers,** compared with 14.09 cents in counties without data centers.
- For industrial rates, the pattern is also not consistent. From 2020 to 2024, rates increased **21.8% in counties with 10 or more data centers, compared with 17.8% in counties without data centers.** However, counties without data centers had faster rate growth than both the Low and Medium groups.

The Local Market Matters

- **Data center markets can look very different from one another.** Loudoun County, Virginia, has the largest concentration of data centers and a strong technology sector, while Santa Clara County is at the center of Silicon Valley. In Grant County, Washington, access to low-cost hydropower has helped attract data centers. Licking County, Ohio, has seen fast expansion, while Bexar County, Texas, has large data center activity but remains relatively affordable.
- **These differences matter when looking at the impact on real estate.** What happens in one data center market may not necessarily happen in another. Local housing conditions, jobs, population trends and infrastructure all play a role.

1. What We Mean by a Data Center

Data centers are the physical infrastructure behind much of what we do online. They contain the servers and equipment needed to store and process data, from cloud computing to artificial intelligence. They also vary a lot in size. Some are small facilities that serve individual companies, while others are large data centers or campuses with several buildings.

For this report, the data center locations come from the IM3 Open Source Data Center Atlas developed by the Pacific Northwest National Laboratory (PNNL). The dataset maps physical data center facilities across the country and, when available, includes the footprint of the building and the larger campus or site.

That distinction matters. A data center may be a single building on an industrial parcel, or it may be one of several buildings within a much larger campus. For that reason, we look at building and campus square footage separately. Adding the two together would double count some of the same space.

There is also a small difference between the number of facilities used for county analysis and the national total. The latest data released in February 2026 includes 1,479 county assignments but 1,474 unique facilities. Five facilities cross county lines and therefore appear in more than one county. For the county analysis, they are included in each county where they have a physical presence. For state and national totals, each facility is counted once.

For this analysis, the number of facilities is primarily used to show how concentrated data center activity is in a county. The footprint data provides additional context about the size of that activity, since one data center can look very different from another.

A growing footprint

The number of facilities in the dataset increased significantly between the June 2025 and February 2026 versions, from 1,240 to 1,474, an increase of about 19%. That doesn't mean 234 data centers were built in eight months. The Atlas is updated as new facilities are built, but also as existing facilities are identified and the mapping improves. Thus, this increase reflects both.

Still, the geographic footprint has expanded. Forty-three counties gained their first mapped data center, while another 54 counties that already had at least one added an additional facility. Overall, the number of counties with at least one mapped data center increased from 209 to 251.

Some markets experienced large changes in their counts. Licking County, Ohio, increased from 16 to 34 facilities; Santa Clara County, California, from 61 to 75; and Loudoun County, Virginia from 199 to 213.

Counties With the Most Data Centers Added Between 2025-2026

County	State	2025	2026	Change
Licking	OH	16	34	+18
Santa Clara	CA	61	75	+14
Loudoun	VA	199	213	+14
Franklin	OH	22	33	+11
Dallas	TX	15	25	+10
Maricopa	AZ	54	63	+9
Ellis	TX	7	15	+8
Bexar	TX	27	33	+6
Umatilla	OR	25	31	+6
DuPage	IL	8	14	+6

2. Where Data Centers Are Concentrated

While data centers are now found across much of the country, they remain very localized.

Of the 3,222 counties in this analysis, 2,971, or 92%, have no mapped data centers. Another 159 counties have only one or two facilities. Just 58 counties have between three and nine, and only 34 counties have 10 or more.

So even as data center development has expanded in the recent years, the largest concentrations remain in a very small number of markets. Counties with 10 or more facilities account for only about 1% of all counties in the analysis.

The leading states

Virginia has 319 data centers, accounting for 21.6% of all facilities in the dataset. Texas follows with 127, California with 112, Oregon with 109, Ohio with 91 and Washington with 82.

But even the state figures don't tell the full story. In Arizona, 97% of the state's data centers are in Maricopa County. In California, about two-thirds are in Santa Clara County. In Virginia, about two-thirds are in Loudoun County. In Illinois and Nevada, more than half are in Cook and Clark counties, respectively.

Other states are more spread out. Texas has 127 data centers across 16 counties, with no single county accounting for more than one-quarter of the state total. Ohio also has data centers across several counties.

For real estate, that difference matters. A state may rank among the largest data center markets in the country, but that doesn't mean every housing market in the state has a significant exposure to data center development.

That's why most of the analysis that follows is done at the county level. It allows us to focus on the communities where data centers are actually located and see how housing, employment and other local characteristics differ as the concentration of facilities increases.

The leading counties

A few counties stand out. The 10 counties with the most data centers account for about 42% of all facilities in the dataset.

Loudoun County, Virginia, has 213 data centers, or about 14% of the national total, the most in the country. Santa Clara County, California, has 75. Maricopa County and Prince William County each have 63.

Three of the top 10 counties are in Northern Virginia, Loudoun, Prince William and Fairfax. Together account for about 21% of all data centers in the dataset.

The data center footprint

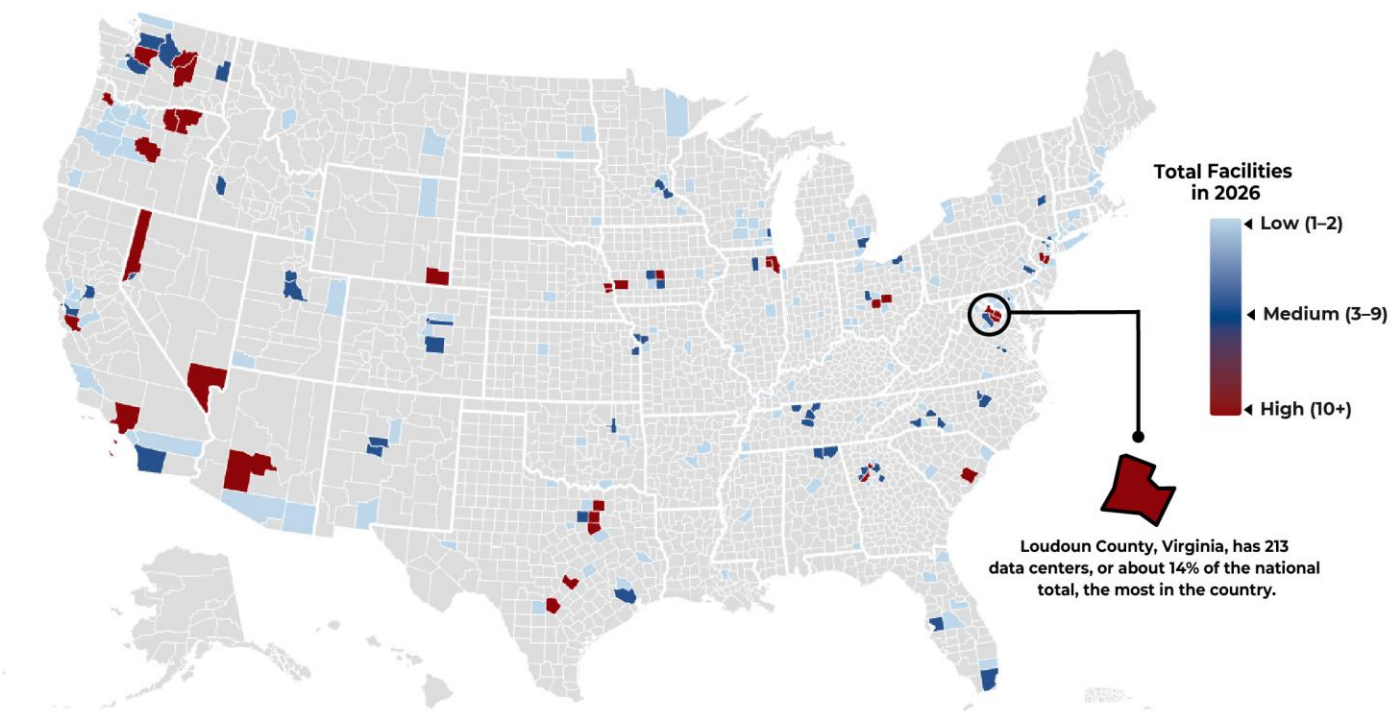
The number of data centers tells us where they are concentrated, but it does not tell us how large they are. Some data centers are relatively small, while others are part of much larger campuses.

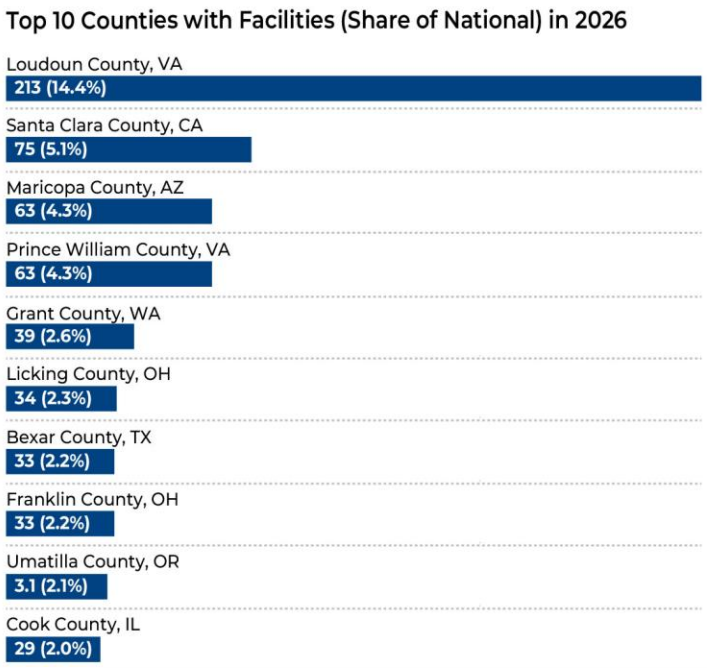
The dataset provides two measures: the building footprint and the larger campus or site area. We look at these separately because the campus area can include the building as well as other land around them. Adding the two together would double count some of the same space.

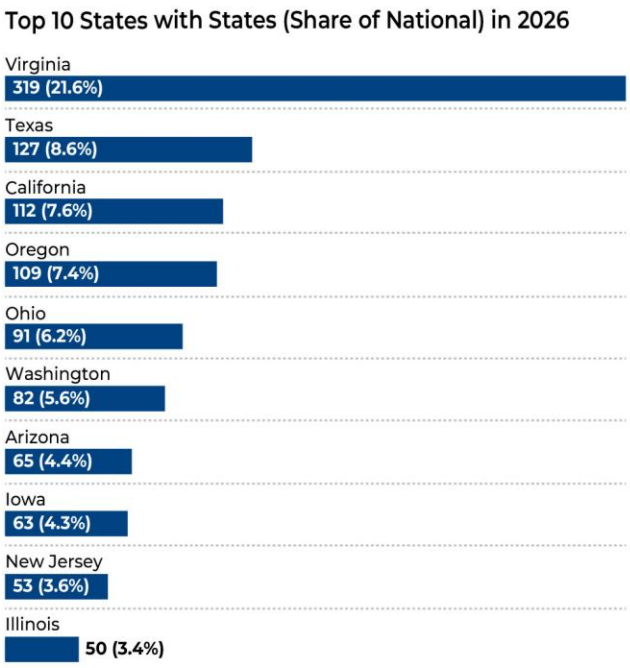
This gives us another way to look at data center activity. Virginia has the largest total building footprint, at about 42 million square feet. Other states, including Ohio, have a much larger campus footprint relative to their existing building space.

2. Where Data Centers Are Concentrated

Group	Counties	Share of Counties
No Data Centers	2,971	92.2%
Low: 1–2	159	4.9%
Medium: 3–9	58	1.8%
High: 10+	34	1.1%







2. Where Data Centers Are Concentrated

	Facilities 2026	U.S. Share	Data Center Counties	Building M sf	Campus M sf	Net Change of Facilities 2025-2026
Virginia	319	21.6%	11	41.8	57	+27
Texas	127	8.6%	16	18.9	21.3	+35
California	112	7.6%	13	7.3	0.2	+18
Oregon	109	7.4%	12	17.1	36	+15
Ohio	91	6.2%	14	15.4	63.9	+35
Washington	82	5.6%	9	7.9	27.4	+1
Arizona	65	4.4%	3	9.5	34	+11
Iowa	63	4.3%	7	11.9	44.1	+7
New Jersey	53	3.6%	10	6.5	1.5	+6
Illinois	50	3.4%	6	7.3	14.9	+9
Nevada	38	2.6%	3	5.2	2.6	+3
Georgia	37	2.5%	8	6.6	15.6	+4

3. Who Lives in Data Center Counties

Before looking at housing, it helps to see who lives in counties with data centers. And these counties are different from counties without data centers in many ways.

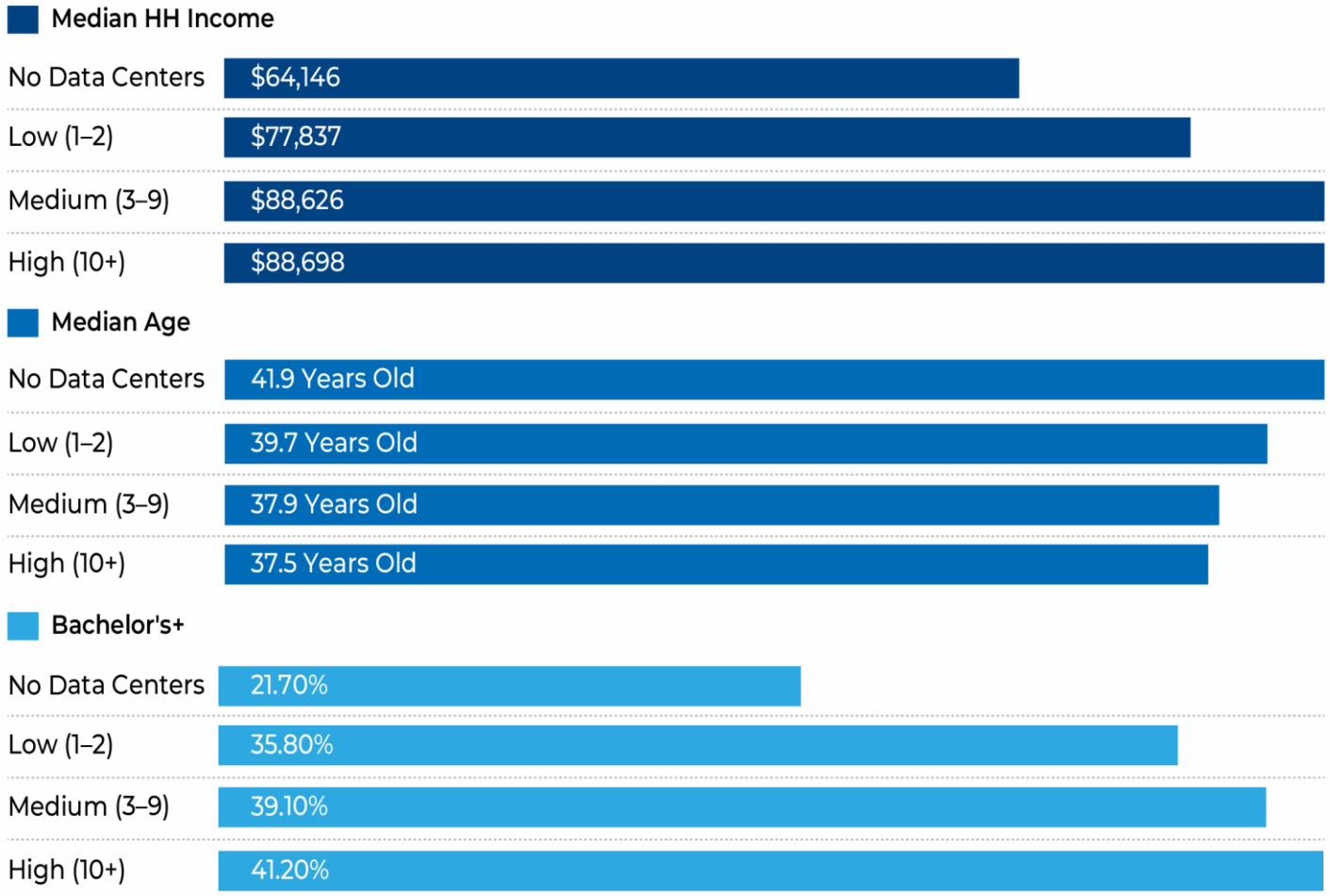
Household incomes are higher. Median household income is about $64,100 in counties without data centers, compared with about $88,700 in counties with 10 or more facilities.

People also tend to be younger. The median age is 37.5 years in counties with 10 or more data centers, compared with 41.9 years in counties without data centers.

The differences in educational attainment are even larger. In counties without data centers, about 22% of adults have a bachelor's degree or higher. That share increases to 41% in counties with 10 or more facilities.

And these differences are important when we look at housing. Higher incomes generally mean households can afford more expensive homes, and younger populations can create more demand as people form households and move into homeownership.

This is important to bear in mind in the next sections. Higher home values or faster price appreciation do not necessarily mean that data centers caused home values to increase. In fact, many of the country's largest data center markets were already very different from the typical county. Some are large metropolitan areas with strong technology and professional sectors, while others offer power, land or infrastructure that has helped attract data center investment. So, understanding what these communities looked like helps us better understand what we see in their housing markets.



4. Housing Markets in Data Center Counties

So, what do we see in the housing market? Home values are higher in counties with data centers, and the difference becomes larger as the number of data centers increases.

In 2024, the median county home value was $174,500 in counties without data centers. That compares with $298,600 in counties with one or two facilities, $390,300 in counties with three to nine, and $431,750 in counties with 10 or more. That means that the median home value in the High group is nearly 2.5 times that of counties without data centers.

The difference isn't only in the level of home values. These markets have also seen stronger home price appreciation over the past decade. From 2014 to 2024, home values increased by a median of 64.2% in counties without data centers, compared with 72.3% in Low concentration counties, 98.3% in Medium concentration counties and 95.0% in High concentration counties.

But more data centers did not always mean faster growth. The Medium group, not the High group, had the strongest home value growth over the decade. So, what the data shows is that counties with data centers generally had stronger home value growth, but that growth didn't increase with each level of data center concentration.

We also looked at recent homeowner activity to examine the homebuyer's activity in these counties. To do that we computed the share of homeowners who moved into their home within the previous year or less. The share was 4.8% in counties without data centers and 5.7% in counties with 10 or more facilities. This difference is relatively small, but it can show that there is no sign in this data of less homeowner activity in counties with the most data centers.

What do these numbers tell us?

The main finding is simple. Markets with more data centers have generally had higher home values and stronger long-term appreciation. We don't see weaker housing markets in counties with a large data center presence.

But that doesn't mean that data centers caused home values to increase. As mentioned earlier, these counties were already different from counties without data centers in several ways. The analysis shows an association, not that data centers caused the stronger housing performance.

There is another important limitation. These are county level numbers. A county can have a large data center cluster while many homes are miles away from it. So these data cannot tell us how homes close to a data center perform. Those impacts may be very local and may not show up in county level housing data.

For now, the county level data show no evidence that a larger data center presence is associated with weaker housing markets. But they cannot tell us what happens to individual homes or neighborhoods.

Group	Median County Home Value	10-Year Value Change	Median Property Tax	Recent-Owner Share
No Data Centers	$174,500	64.2%	$1,527	4.8%
Low (1–2)	$298,600	72.3%	$3,195	5.1%
Medium (3–9)	$390,300	98.3%	$3,092	5.5%
High (10+)	$431,750	95.0%	$4,521	5.7%

5. Employment in Data Center Counties

For employment, we looked at both long-term and more recent trends. Over the longer term, counties with more data centers had a stronger employment growth.

From 2014 to 2024, employment grew by a median 1.9% in counties without data centers. By comparison, it grew 10.2% in counties with one or two facilities, 15.1% in counties with three to nine, and 15.6% in counties with 10 or more.

More recently, employment has slowed down across the country. From 2024 to 2026, employment increased by 0.6% in counties with 10 or more data centers, while growth was about flat or slightly lower in the other groups. From 2025 to 2026, employment in the High group still increased 0.3%, compared with small declines in the other three groups.

So, the difference is more significant over the longer term. Counties with more data centers had stronger employment growth over the past decade. More recent job growth has been modest, even in counties with the most data centers.

What kinds of businesses are in these counties?

Looking at the number of establishments by industry gives us a better sense of the economies where large data center clusters are located.

Counties with 10 or more data centers have a significantly larger share of businesses in several higher skilled industries. Professional, scientific and technical services account for 15.1% in these counties, compared with 9.8% in counties without data centers. Information accounts for 2.7%, compared with 1.5%, while finance and insurance account for 5.5% for both of these groups.

At the same time, these counties have a smaller share of businesses in industries such as retail trade and manufacturing. Retail accounts for 10.1% of businesses in the High group, compared with 14.2% in counties without data centers.

This tells us something important. Many of the largest data center markets are also areas with relatively larger technology, professional services, finance and corporate sectors.

That doesn't mean data centers created those jobs. Those industries were already an important part of the local economy. But it does show that the counties attracting the largest concentrations of data centers tend to have more technology and professional jobs than counties without data centers.

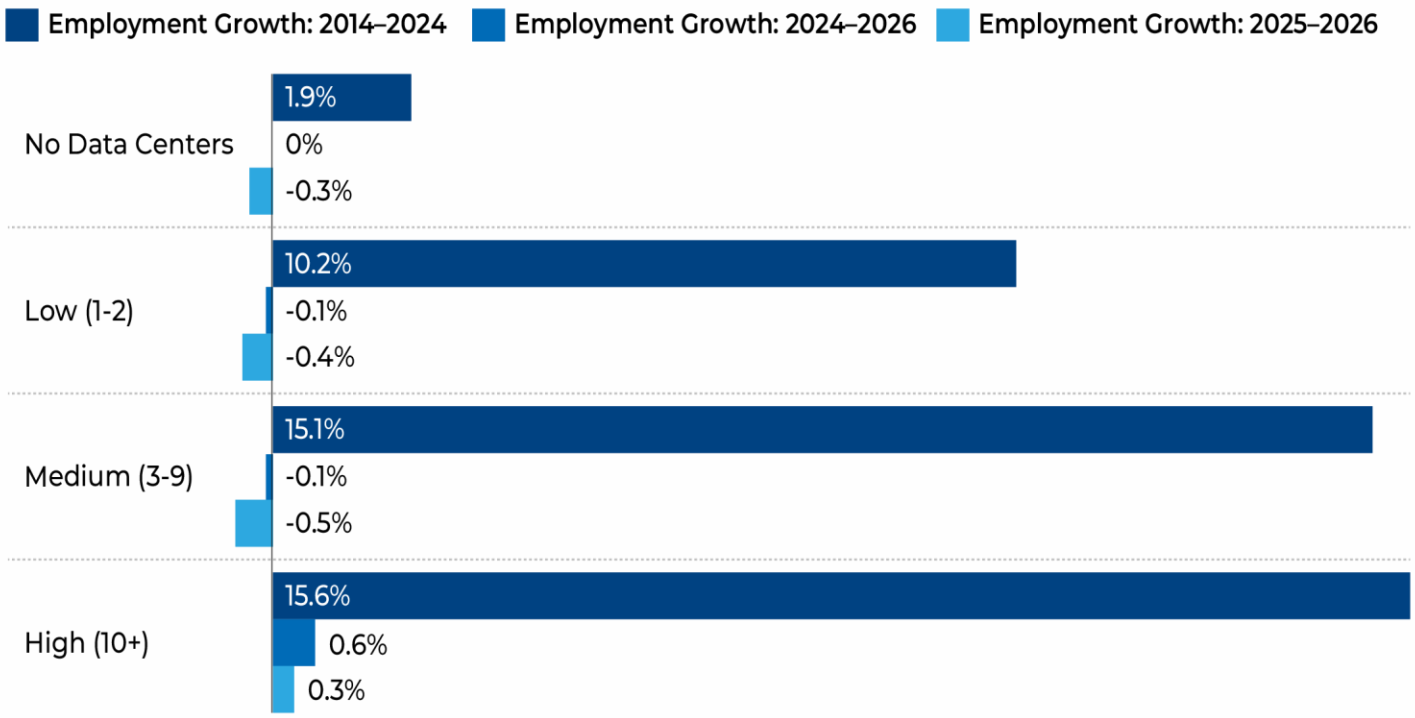
What does this mean for the local economy?

A data center can be a very large real estate investment without having thousands of people working inside the building. Its employment impact also extends beyond the facility itself, especially during construction and through companies that provide technology, maintenance, security and other services.

Our county data cannot tell us how many of these jobs were created directly by data centers. What we can say is that counties with the most data centers have had stronger long-term employment growth and tend to have more technology and professional jobs.

For real estate, the local economy matters. More jobs and income can boost household growth, housing demand and commercial activity.

5. Employment in Data Center Counties



What Kinds of Businesses Are in These Counties?

Share of Establishments by Industry	No Data Centers	High (10+)	Difference
Retail Trade	14.2%	10.1%	-4.1 pts
Professional/Sci/Tech Services	9.8%	15.1%	+5.3 pts
Health Care & Social Asst	11.9%	12.7%	+0.8 pts
Finance & Insurance	5.5%	5.5%	0.0 pts
Manufacturing	3.7%	2.9%	-0.8 pts
Accommodation & Food	9.8%	9.1%	-0.7 pts
Admin/Support/Waste	5.3%	5.0%	-0.3 pts
Mgmt of Companies	0.4%	0.6%	+0.2 pts
Transportation & Warehousing	3.6%	3.9%	+0.3 pts
Information	1.5%	2.7%	+1.2 pts

6. Electricity Costs in Data Center Counties

Electricity is one of the biggest concerns around data centers. They can use large amounts of power, and for homeowners, the concern is understandable: Have electricity costs been increasing faster in markets with more data centers?

To look at this, we compared residential and industrial electricity rates in 2020 and 2024 across the same four groups of counties used in this report.

Residential electricity rates

Residential electricity rates increased in all four groups between 2020 and 2024. Counties with 10 or more data centers saw a larger increase than counties without data centers, 21.4% compared with 15.7%.

But the largest increase was not in the High group. Rates increased 22.9% in counties with only one or two data centers and 16.8% in counties with three to nine.

Counties with the most data centers also started with lower electricity rates. In 2020, the median residential rate in the High group was 11.48 cents per kilowatt-hour. By 2024, it was 13.94 cents, still slightly below the 14.09 cents in counties without data centers.

So, residential rates rose faster in counties with the most data centers than in counties without data centers. But the increase does not get larger as the number of data centers increases.

Industrial electricity rates

Industrial electricity rates also increased across all four groups. The largest increase was in counties with 10 or more data centers, where the median rate rose 21.8% from 2020 to 2024. That compares with 17.8% in counties without data centers.

But again, industrial rates increased by 14.7% in Low concentration counties and 15.5% in Medium concentration counties. In fact, counties without data centers had faster industrial rate growth than both the Low and Medium groups.

By 2024, median industrial rates were also relatively close across the groups, ranging from 7.87 cents per kilowatt-hour in counties without data centers to 8.57 cents in Low concentration counties.

What do these numbers mean?

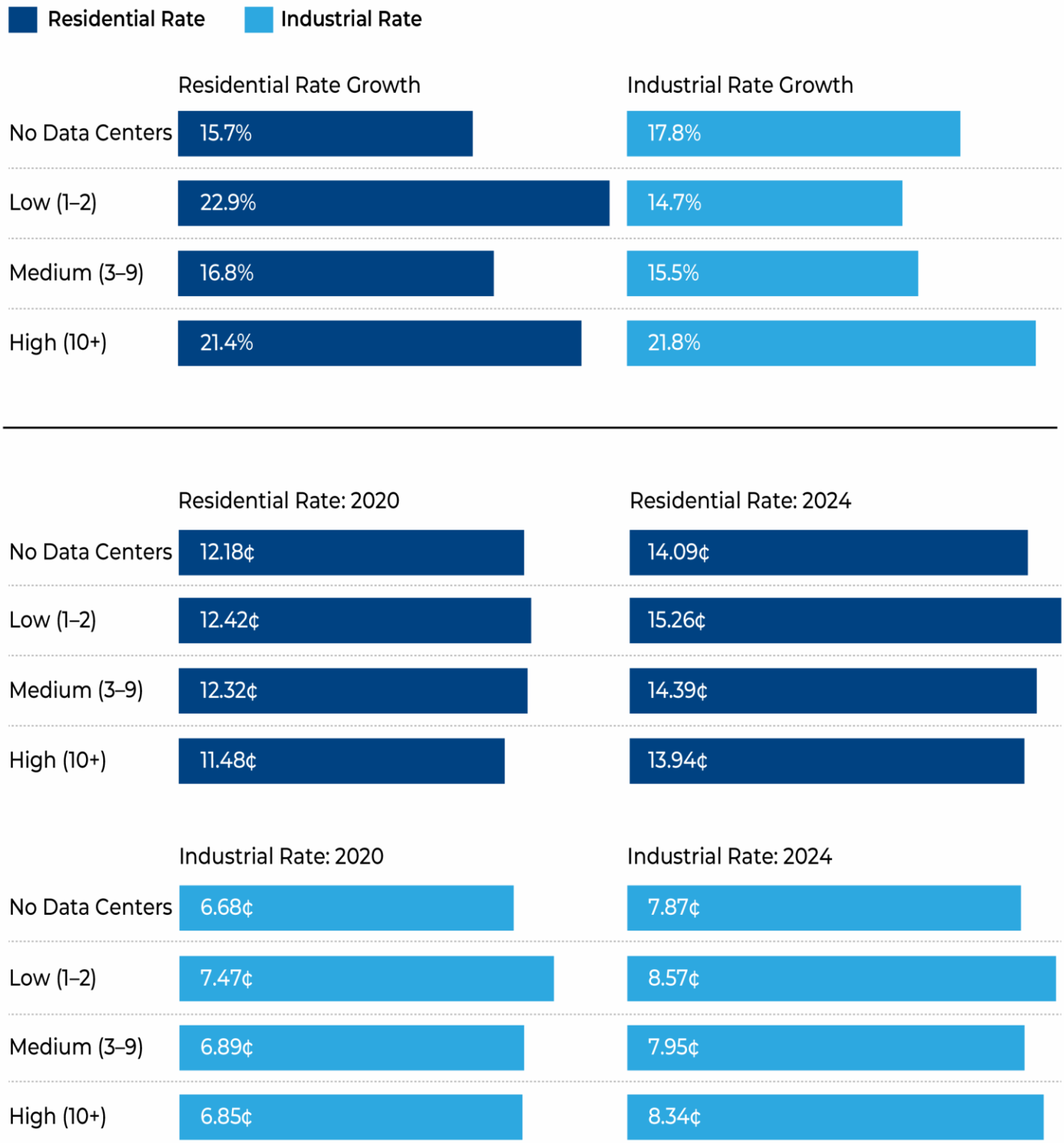
The data doesn't give us a simple answer that more data centers mean higher electricity rates.

What we do see is that both residential and industrial rates increased faster in the High group than in counties without data centers from 2020 to 2024. But the Low and Medium groups did not follow the same pattern. Counties with more data centers also did not consistently have higher electricity rates. In other words, the presence of a large number of data centers is associated with faster rate growth over this period, but having more data centers doesn't necessarily mean even faster growth.

One reason may be where data centers are located. Many are built in areas where electricity is already affordable and relatively more available.

There is also an important limitation. Electricity rates are measured at the state level and then matched to counties within each state. This allows us to compare the four groups, but it cannot tell us what happens within a specific utility territory or how the costs associated with an individual data center were divided among the data center, the utility and other customers.

6. Electricity Costs in Data Center Counties



7. What This Means for REALTORS®

So, what does all this mean for REALTORS® working in markets where data centers are already or new data centers are being proposed?

The first thing is that a data center is not the only thing changing in a local market. Based on the data, many of the counties with the largest concentrations of data centers are also markets with higher incomes, more highly educated residents, strong long-term job growth and higher home values.

A new data center can still bring a lot of investment to a community, especially while it is being built. Construction, new infrastructure and other business activity can create opportunities for real estate. If the area is also adding jobs and people, that can mean more demand for housing and commercial space.

But the conditions may be different in an established data center market. Areas such as Loudoun County have already had a large technology activity for years. In these markets, another data center is being added to an economy and housing market that are already developed. And not every large data center market looks like Northern Virginia or Silicon Valley. Some of the data centers have developed in areas with abundant power and smaller populations. Others are near major metropolitan economies.

For REALTORS®, the local market matters. The number of data centers alone does not tell us what will happen to home values, jobs or electricity costs. It is important to also look at population and job growth, housing supply and the local economy.

Opportunities for Commercial Real Estate

There are also opportunities for commercial real estate. Data centers need land, access to power and fiber, and infrastructure. Thus, their development can also create demand for nearby industrial and flex space and bring additional business activity to the area.

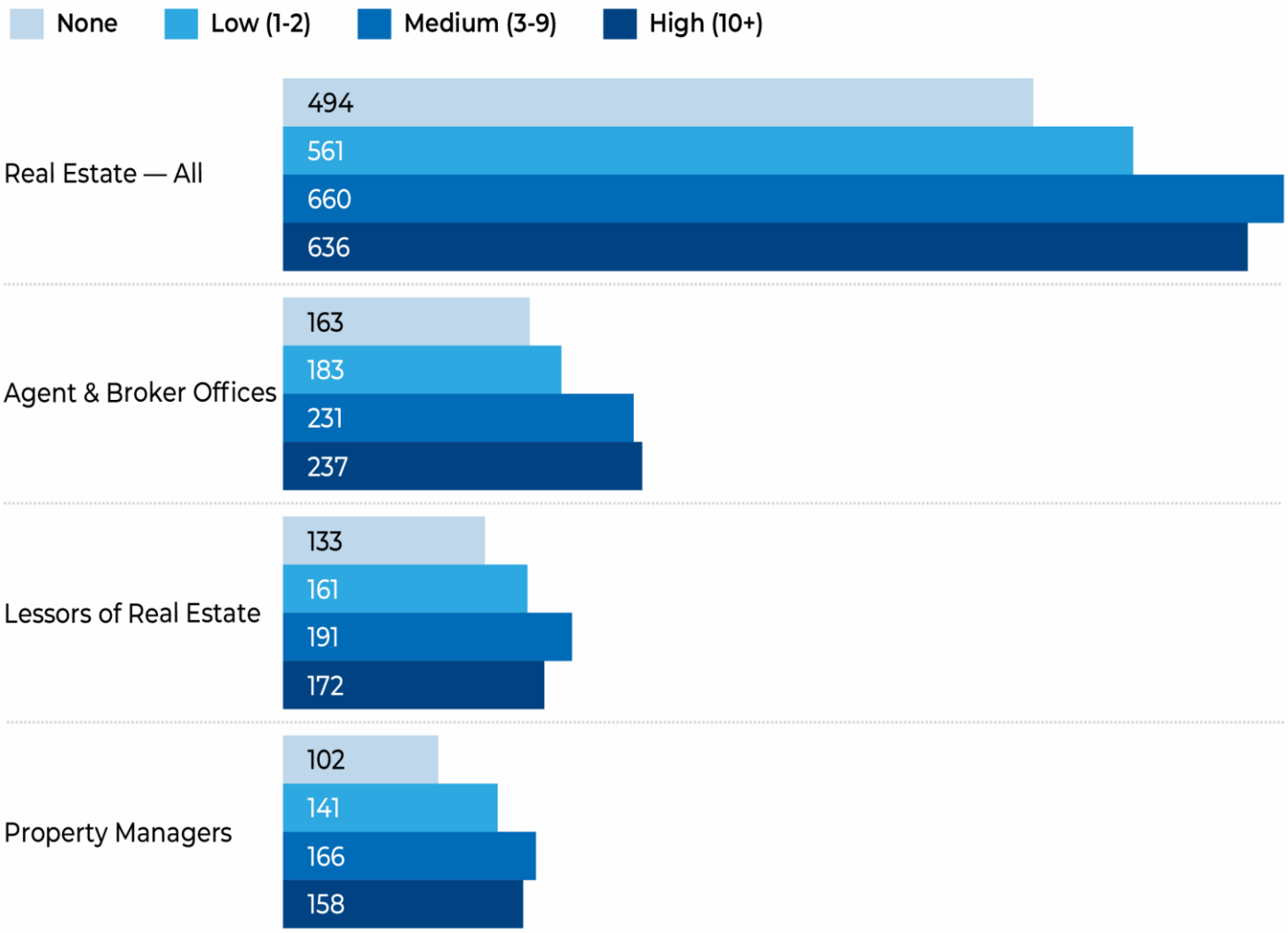
Our data shows that in counties with the highest concentration of data centers, real estate businesses make up about 6.4% of all businesses, compared with 4.9% in counties with no data centers. That's about 30% more real estate firms relative to the overall business activity.

The difference is even larger in some parts of the industry. Real estate agent and broker offices are about 46% more concentrated in High data center counties than in counties with no data centers. In the meantime, businesses that own and lease real estate are also more common in counties with large data center concentrations, with their share about 30% higher than in counties without data centers. That may suggest more activity for leasing and property investments in these markets.

7. What This Means for REALTORS®

Percent More Real Estate Establishments in High Data Center Counties vs. Counties With No Data Centers

Real Estate Establishments per 10,000 Local Businesses



8. Data Centers Across States

The number of data centers varies significantly by state. Some states have large, established centers, while others are experiencing their growth more recently. They also differ in housing costs, income, electricity rates and how concentrated data centers are within the state.

The state comparisons below provide a broader view because much of the impact of data center development is local. For that reason, the county level analysis remains very important.

Virginia: 319 facilities

Virginia has the largest number of data centers in the country, with 319 facilities, or 21.6% of the national total. These facilities are located across 11 counties, while much of the activity is concentrated in Northern Virginia, especially Loudoun County. Virginia also added 27 facilities between June 2025 and February 2026. The state has about 41.8 million square feet of building space and 57.0 million square feet of campus space.

The median county home value was about $259,000 in 2024, up 48% from 2014. Household income was about $68,700. Electricity is an important part of Virginia's story. Residential rates increased from 12.18 cents per kWh in 2020 to 14.09 cents in 2024, an increase of about 16%. Industrial rates increased much faster, from 5.97 cents to 8.50 cents, or about 42%.

Compared with other states: No other state compares to Virginia in the number of facilities. But Virginia's data centers are also much more concentrated geographically than in Texas, with Northern Virginia accounting for much of the state's activity.

Texas: 127 facilities

Texas has 127 facilities across 16 counties, the second highest number in the country. It also added 35 facilities, one of the largest increases between June 2025 and February 2026.

Housing is significantly less expensive than in many other major data center states. The median county home value was about $169,000 in 2024, although values have almost doubled over the past decade, increasing by 93%. Household income was about $65,000. Residential electricity rates rose from 10.73 cents per kWh in 2020 to 13.35 cents in 2024, an increase of 24%. Industrial rates increased much less, by about 9%.

Compared with other states: Texas combines a large and growing data center activity with relatively affordable housing. Its facilities are also spread across more counties than in any of the other states in this group.

California: 112 facilities

California has 112 data centers across 13 counties and added 18 facilities from 2025 to 2026.

Housing costs stand out. The median county home value was about $481,000 in 2024, the highest among these 10 states. Home values have also increased 94% since 2014. Median household income was about $83,500. Electricity costs follow a similar pattern. Residential rates increased from 20.63 cents per kWh in 2020 to 32.43 cents in 2024, a 57% increase. Industrial rates increased about 17%, from 17.84 cents to 20.79 cents.

Compared with other states: California combines a large data center activity with the highest housing costs in this group and by far the highest residential electricity rates. That makes it very different from lower cost markets such as Texas, Ohio and Iowa.

Oregon: 109 facilities

Oregon has 109 facilities across 12 counties, almost as many as California. It added 15 facilities from 2025 to 2026.

What stands out is the amount of land and space involved. Oregon has about 17 million

square feet of data center building space and about 36 million square feet of campus space. The median county home value was about $388,000 in 2024, almost double its 2014 level. Median household income was about $68,400. Residential electricity rates increased 24% from 2020 to 2024, from 10.77 cents to 13.31 cents per kWh. Industrial rates increased about 30%.

Compared with other states: Oregon has nearly as many facilities as California, but electricity and housing costs are significantly lower. Its large physical footprint also shows why the number of facilities alone doesn't tell the whole story.

Ohio: 91 facilities

Ohio has 91 facilities across 14 counties. It added 35 facilities from 2025 to 2026, matching Texas for the largest increase among these states.

Housing remains relatively affordable. The median county home value was about $184,000 in 2024, up 62% over the past decade. Median household income was about $67,800. Electricity costs, however, increased substantially. Residential rates rose from 12.42 cents per kWh in 2020 to 16.18 cents in 2024, an increase of 30%. Industrial rates increased even faster, by about 50%, from 8.80 cents to 13.24 cents.

Compared with other states: Ohio stands out as a fast-growing data center market where housing remains relatively affordable. It also had some of the largest increases in electricity rates.

Washington: 82 facilities

Washington has 82 facilities across nine counties. Its facility count was relatively stable, increasing by just one from 2025 to 2026.

The median county home value was about $409,000 in 2024, more than double its 2014 level. Median household income was about $74,200.

Washington also stands out for its electricity costs. Residential rates were 11.51 cents per kWh in 2024, after increasing about 16% since 2020. Industrial rates increased about 12% over the same period.

Compared with other states: Washington has some of the lowest electricity rates in this group despite having a significant data center activity. It also shows how data centers can develop outside the largest technology metros, particularly in areas such as Grant County.

8. Data Centers Across States

State	Facilities 2026	Share % of National	Home Price Growth (2014-2024)	Median Employment Growth (2014-2024)	Median Employment Growth (2024-2026)	Residential Rate 2024 ¢	Residential Growth (2020-2024)	Industrial Rate 2024 ¢	Industrial Growth (2020-2024)
Virginia	319	21.6%	47.5%	4.2%	-2.3%	14.09	15.7%	8.50	42.4%
Texas	127	8.6%	92.8%	2.2%	1.9%	13.35	24.4%	6.83	9.0%
California	112	7.6%	94.4%	4.5%	0.1%	32.43	57.2%	20.79	16.5%
Oregon	109	7.4%	97.4%	12.4%	0.5%	13.31	23.7%	8.85	29.9%
Ohio	91	6.2%	62.2%	1.3%	0.1%	16.18	30.3%	13.24	50.5%
Washington	82	5.6%	106.2%	11.1%	-0.4%	11.51	16.4%	7.70	11.7%
Arizona	65	4.4%	91.9%	10.9%	-1.6%	16.02	22.0%	10.21	35.8%
Iowa	63	4.3%	59.0%	-3.4%	0.7%	13.78	11.8%	8.19	7.0%
New Jersey	53	3.6%	40.5%	6.6%	-0.1%	20.42	18.3%	13.77	73.5%
Illinois	50	3.4%	39.5%	-3.3%	-2.5%	15.26	15.3%	7.36	15.5%
Nevada	38	2.6%	104.2%	-1.5%	4.1%	14.52	39.7%	10.09	35.1%
Georgia	37	2.5%	73.6%	13.8%	0.7%	15.49	25.1%	7.10	31.9%
Nebraska	26	1.8%	80.8%	-6.8%	1.2%	10.63	2.6%	7.17	2.1%
North Carolina	23	1.6%	67.6%	8.1%	-1.7%	13.94	20.9%	7.87	21.0%
Tennessee	22	1.5%	87.1%	12.4%	1.1%	12.41	13.9%	6.51	16.8%
New York	21	1.4%	50.9%	0.6%	1.1%	18.32	44.9%	12.47	66.8%
Colorado	20	1.4%	97.6%	5.9%	-2.5%	15.05	15.3%	8.57	4.2%
Wyoming	19	1.3%	58.0%	-5.7%	-4.3%	13.44	24.6%	7.72	19.5%
Florida	16	1.1%	109.2%	16.1%	-1.0%	13.71	21.2%	8.03	14.0%
New Mexico	16	1.1%	50.4%	1.7%	-1.4%	15.57	13.1%	7.33	-0.9%
Missouri	15	1.0%	66.5%	1.3%	1.2%	12.56	12.1%	7.60	15.2%
Utah	15	1.0%	127.1%	20.9%	-0.1%	12.52	16.9%	7.85	36.8%
Maryland	13	0.9%	40.4%	6.0%	-1.2%	17.91	47.8%	14.87	47.5%

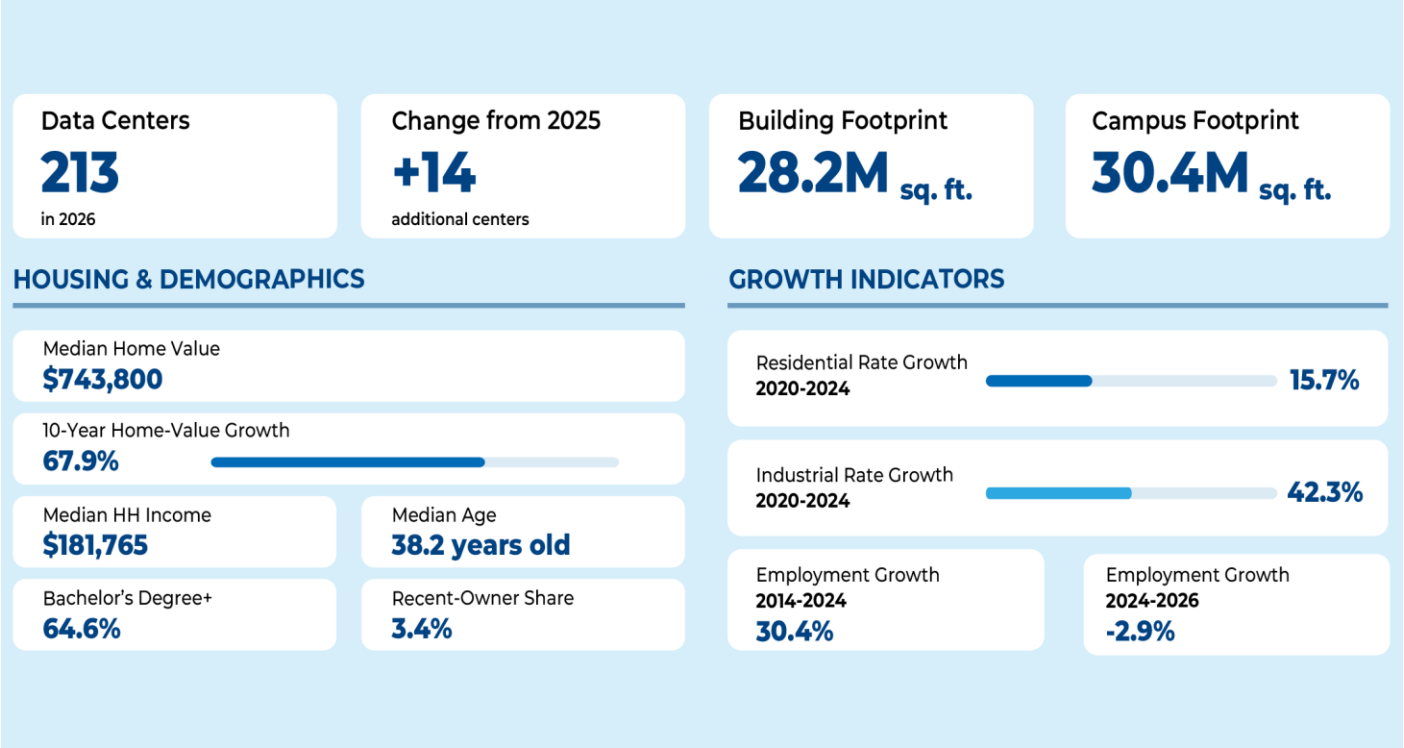
8. Data Centers Across States

State	Facilities 2026	Share % of National	Home Price Growth (2014-2024)	Median Employment Growth (2014-2024)	Median Employment Growth (2024-2026)	Residential Rate 2024 ¢	Residential Growth (2020-2024)	Industrial Rate 2024 ¢	Industrial Growth (2020-2024)
Wisconsin	13	0.9%	57.0%	3.4%	-1.4%	16.23	19.1%	8.94	18.6%
South Carolina	12	0.8%	71.4%	4.1%	4.2%	14.59	9.1%	7.40	14.3%
Minnesota	11	0.7%	68.7%	1.1%	-1.1%	15.66	15.3%	9.74	22.2%
Alabama	11	0.7%	60.0%	6.5%	0.2%	16.64	23.5%	7.95	25.0%
Michigan	10	0.7%	71.6%	6.4%	-5.5%	19.11	22.5%	8.41	2.0%
Pennsylvania	9	0.6%	49.3%	-1.2%	-0.6%	16.99	28.9%	10.93	32.4%
Kansas	7	0.5%	53.3%	-9.1%	1.5%	14.25	13.2%	9.10	14.2%
Oklahoma	6	0.4%	68.3%	3.1%	-1.1%	11.99	17.6%	5.95	29.1%
Idaho	5	0.3%	123.3%	13.7%	0.4%	11.76	16.7%	8.15	30.0%
Connecticut	5	0.3%		3.1%	-3.6%	28.51	32.3%	21.41	85.0%
Kentucky	5	0.3%	64.4%	3.8%	0.0%	13.08	23.0%	7.11	13.1%
Indiana	5	0.3%	69.1%	4.9%	2.1%	14.96	15.9%	8.44	14.0%
New Hampshire	3	0.2%	64.2%	5.3%	1.0%	22.65	21.9%	19.33	91.9%
Massachusetts	3	0.2%	71.4%	11.6%	-1.5%	29.91	33.6%	23.89	40.6%
Maine	2	0.1%	59.1%	-0.7%	-0.8%	23.44	44.3%	20.37	48.1%
Arkansas	2	0.1%	59.8%	-2.3%	1.5%	12.97	17.4%	6.74	11.0%
South Dakota	2	0.1%	95.1%	-0.9%	-1.2%	13.64	18.5%	8.70	8.4%
Montana	2	0.1%	94.1%	2.3%	-1.9%	14.23	17.0%	10.77	14.7%
Mississippi	2	0.1%	54.9%	3.1%	0.7%	13.21	15.8%	7.86	23.3%
North Dakota	2	0.1%	77.0%	-2.6%	3.4%	11.38	11.6%	7.65	4.8%
District of Columbia	1	0.1%	62.2%	13.3%	-3.4%	16.58	40.6%		
Louisiana	1	0.1%	55.4%	-7.0%	1.4%	12.33	28.4%	7.79	10.1%
West Virginia	1	0.1%	50.0%	-3.3%	-3.3%	16.77	31.9%	8.76	31.1%

9. Five County Case Studies

The five counties below show just how different data center markets can be from the country's largest established hub to newer markets that are adding facilities quickly.

Case Study 1: Loudoun County, Virginia: The Mature Market



Loudoun County remains the center of the U.S. data center market, with 213 facilities. The county added 14 facilities between the 2025 and 2026 datasets. It is also a high-income, high-cost housing market. The median home value is about $744,000, and median household income is about $182,000. About 65% of adults have a bachelor's degree or higher. Loudoun also has a long history of a strong labor market. Its employment grew about 30% from 2014 to 2024. But more recently during the period 2024 to 2026, the labor market decreased by about 3%.

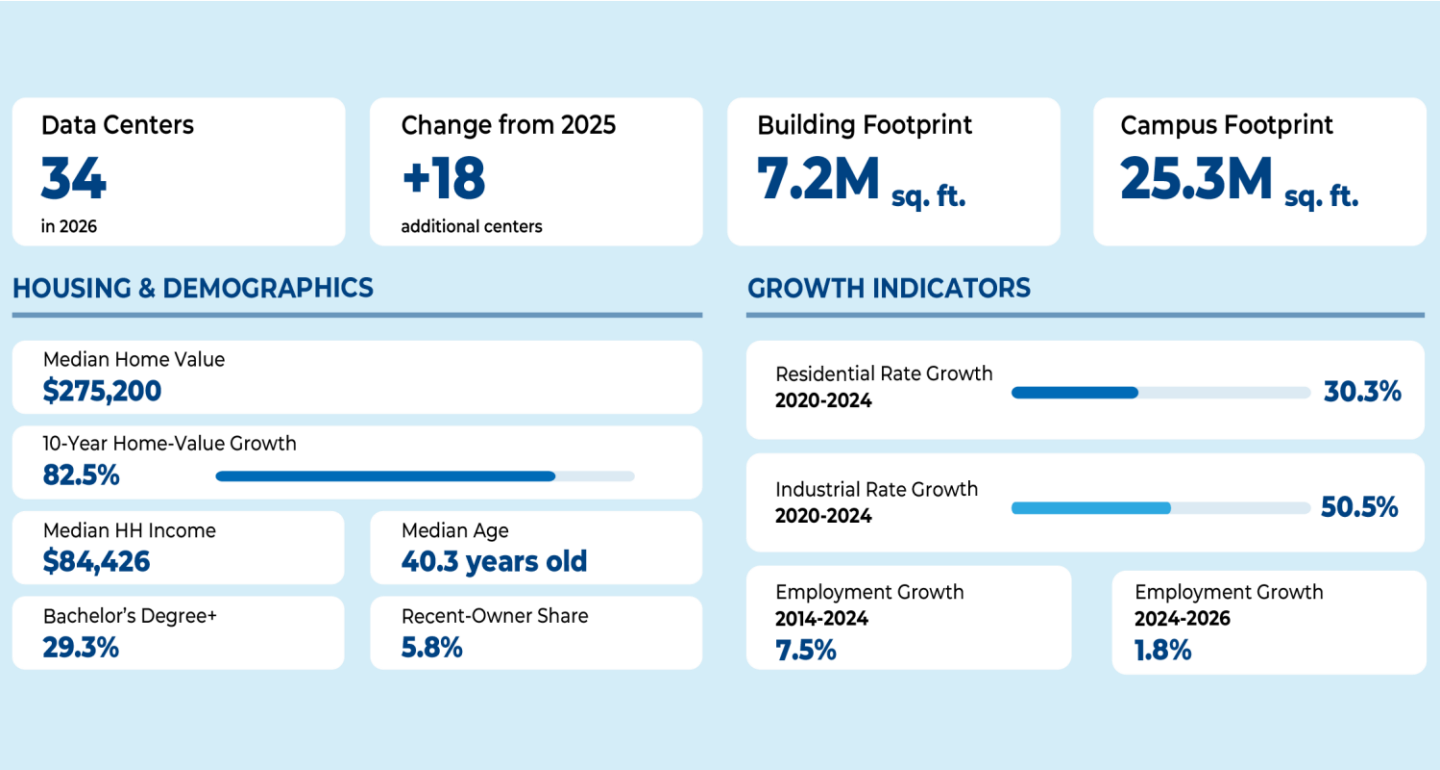
Housing has also performed very well. Home values increased about 68% from 2014 and 2024. But we cannot say that data centers caused that growth. Loudoun was already a wealthy, fast-growing technology market.

This area is a good example of a mature data center market, rather than what every community should expect when a new facility arrives. Data centers are a large part of the local economy in this area, but they are also part of a much broader technology market.

Why here? The data center industry has been very strong for years here. According to Loudoun County's government, AOL and UUNet located in Ashburn in the 1990s, and a major internet exchange brought miles of fiber to the area. That network helped attract more data centers over time. By 2008, Loudoun County was also making technology infrastructure part of its economic development.

9. Five County Case Studies

Case Study 2: Licking County, Ohio: Fast Expansion



Licking County shows a very different stage of development. Its number of facilities increased from 16 to 34, an increase of 18 in just the two versions of the datasets from June 2025 to February 2026.

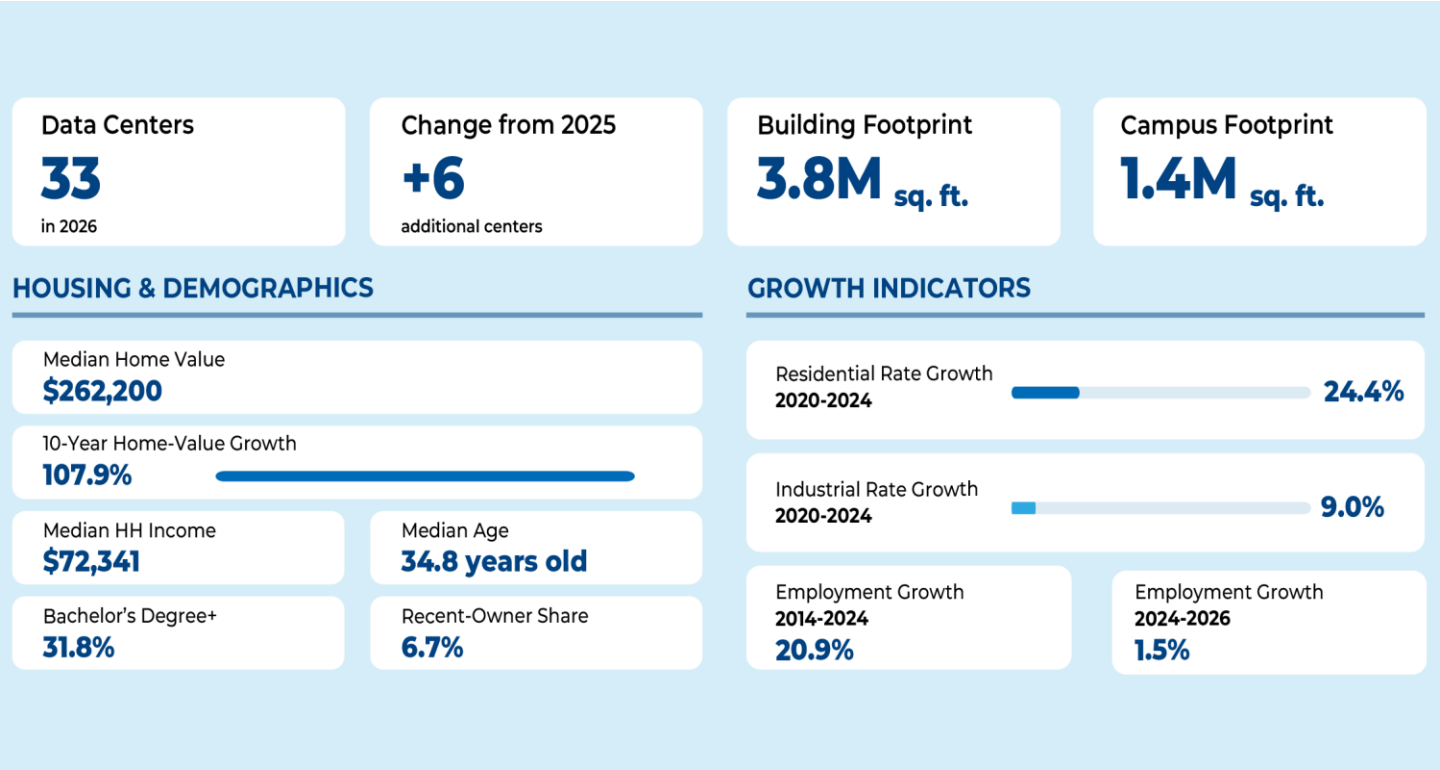
Housing remains much less expensive than in Loudoun or Santa Clara, with a median home value of about $275,000. But prices have grown quickly, increasing about 83% over the past decade. The labor market has also been growing. The county's labor market increased about 8% from 2014 to 2024, and recent employment growth has remained positive.

Licking County is one of the best examples in the report of an emerging data center market. It is adding facilities quickly while housing is still relatively affordable compared with the country's largest data center hubs.

Why here? The county is part of the growing technology market around New Albany and Columbus. According to the city of New Albany, large sites in the New Albany International Business Park have attracted major technology companies and data centers. Power infrastructure is also expanding as demand grows. New power projects are now being developed in the Licking County part of the business park to serve data centers.

9. Five County Case Studies

Case Study 3: Bexar County, Texas: Relative Affordability



Bexar County has 33 data center facilities, up six from June 2025. Unlike Licking County, it is part of a large metropolitan area with a much broader economy.

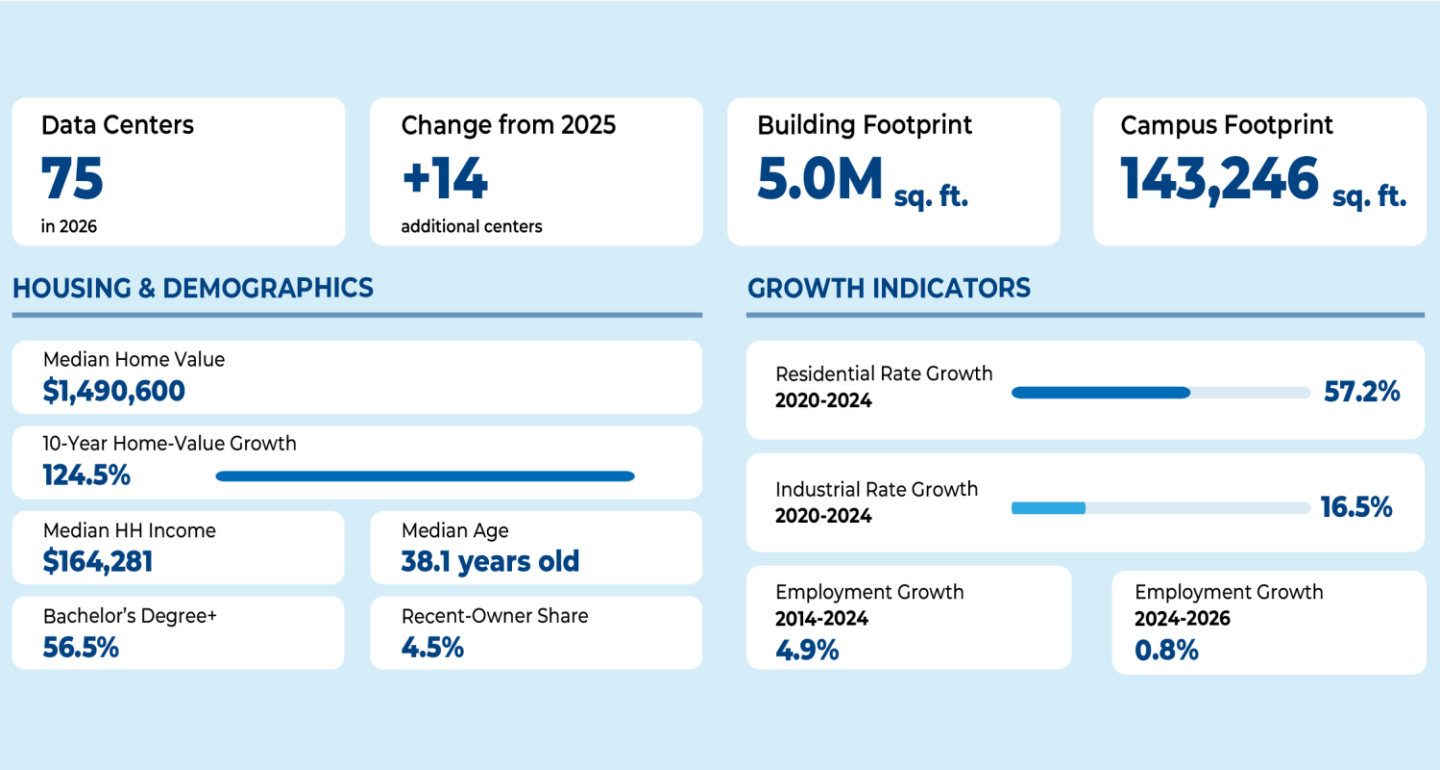
The median home value is about $262,000, and median household income is about $72,000. Home values increased about 108% over the past decade. The county's employment also grew strongly over the longer term, increasing about 21% from 2014 to 2024. Recent employment growth has been softer.

Bexar County combines a sizable data center activity with relatively affordable housing. But data centers are only one part of the San Antonio area economy. The county has a large and diverse economy, so this area shows why data center growth is one part of a much larger local economy.

Why here? According to Bexar County's government, data centers have located here for several reasons: the county's location, strong IT and electrical infrastructure, relatively affordable property and local tax incentives. This gives Bexar County a different mix of advantages than markets such as Loudoun or Santa Clara.

9. Five County Case Studies

Case Study 4: Santa Clara, California: The Premium Technology Market



Santa Clara County has 75 data center facilities and a median home value of about $1.5 million. This county has by far the highest home values among these five counties.

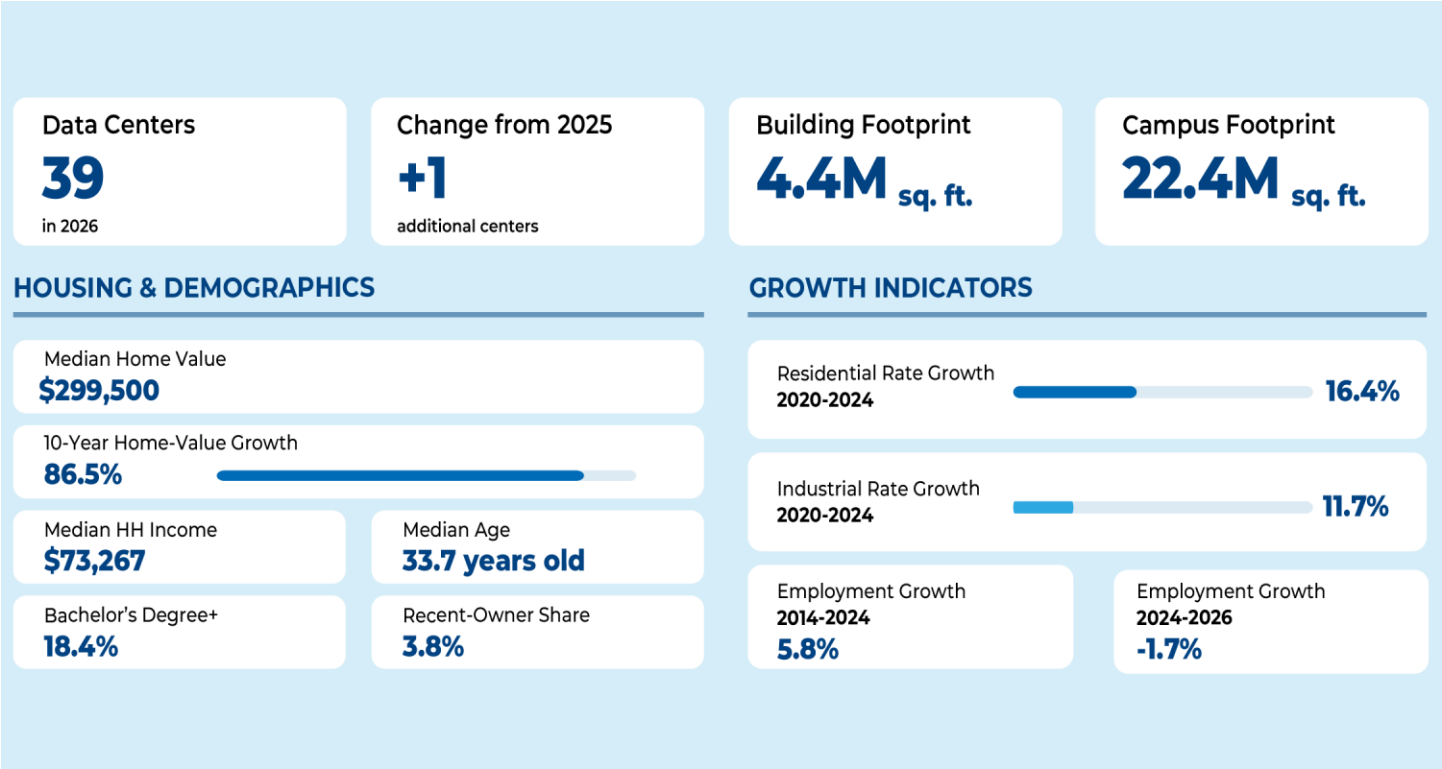
Home values increased about 125% over the past decade, and the median household income is about $164,000. More than half of adults have a bachelor's degree or higher. But these numbers should not be attributed as the result of data centers. Santa Clara is at the heart of Silicon Valley and was already one of the country's most expensive technology markets.

Santa Clara shows what data centers look like in an established technology market. They are part of a much larger technology market that was already there.

Why here? This is a very different market. Santa Clara is located in the heart of Silicon Valley, close to many of the technology companies that use data centers. This area also has its own electric utility, Silicon Valley Power. According to the city, that combination of power, fiber and proximity to technology companies has helped make Santa Clara a major data center market, even with its high land and housing costs.

9. Five County Case Studies

Case Study 5: Grant County, Washington: The Rural, Power-Driven Market



Grant County may be the best example to show how different a data center market can look. It has 39 facilities, but its economy and housing market look nothing like Loudoun or Santa Clara.

The median home value is about $300,000, and the median household income is about $73,000. Home values increased about 87% over the past decade. Long-term employment grew by about 6% from 2014 to 2024, while it declined slightly in the more recent period.

Grant County is an important reminder that a large data center footprint does not necessarily mean a large technology workforce or an expensive housing market. In this case, access to power and land is a much bigger part of the story.

Why here? Power is a big part of the story here. According to Grant County PUD, the county's combination of low-cost electricity, available land, and a mild stable climate is exactly what data center developers look for. Grant PUD's electricity comes from the Columbia River, which helps explain how a rural county attracted so many data centers. It is a very different model from Loudoun or Santa Clara.

There is no single reason data centers choose a location. Power, land, fiber, costs and proximity to technology companies matter differently across markets.

9. Five County Case Studies

There is no single reason data centers choose a location. Power, land, fiber, costs and proximity to technology companies matter differently across markets.

Why Data Centers Locate in Different Markets				
LOUDOUN	**LICKING**	**BEXAR**	**SANTA CLARA**	**GRANT**
Established network	Growth & infrastructure	Cost & infrastructure	Technology ecosystem	Power & land
Fiber network	Large sites	Affordable property	Silicon Valley	Hydropower
Internet infrastructure	Business park	IT infrastructure	Fiber	Available land
Existing cluster	Expanding power	Electrical infrastructure	Municipal utility	Temperate climate

10. The Bottom Line for Real Estate

Data centers are growing quickly, but their impact on real estate is not the same everywhere. They are concentrated in a relatively small number of counties, and those counties can look very different from one another.

The data shows that counties with data centers generally have higher home values, higher incomes and stronger long-term job growth than counties without data centers. Home values have also increased faster over the past decade in counties with larger concentrations of data centers. We do not see evidence of weaker housing markets in counties with a large number of data centers.

But that does not mean data centers caused these trends. Many of the largest data center markets were already strong before the recent growth in facilities. Loudoun County and Santa Clara County, for example, are high-income technology markets with expensive housing and highly educated populations. Other markets, such as Licking County, are still growing.

Electricity is more complicated. From 2020 to 2024, both residential and industrial electricity rates increased faster in counties with a high concentration of data centers than in counties without data centers. But the increase does not rise with the number of data centers. This means that the presence of data centers may matter, but local electricity markets, infrastructure and other factors matter too.

There are important limitations to what these numbers can tell us. The analysis uses aggregated county and state data, not data for individual data center facilities. It can show how housing, employment and electricity costs differ across markets with different levels of data center activity, but it cannot tell us that a specific facility caused a change in home prices, jobs or electricity rates.

The electricity data has an additional limitation. Rates are measured at the state level and matched to counties within each state. They do not show what happened within a specific utility territory or how the cost of a particular data center project was shared among the data center, the utility and other customers.

For REALTORS®, the local market is therefore very important. How many data centers are there? Is the market new or already established? Is the population growing? Are jobs growing? Is housing still affordable? And what is happening with local infrastructure and utility costs? These questions can tell us more than the number of data centers alone.

What we will continue to track

This report is part of NAR's ongoing research on data centers and real estate. Data center development is moving quickly, and many questions cannot yet be answered with the available data.

There are concerns about the amount of electricity and water these facilities use, the infrastructure needed to support them, noise, and possible effects on surrounding communities and the environment. These issues can also vary significantly from one project to another, which makes facility level and local data especially important.

NAR Research will continue to track this topic, including where new data centers are planned, which markets are likely to see the most development in the coming years, and what that growth may mean for housing, commercial real estate, infrastructure and local communities.

As more data becomes available, we will also look more closely at power and water use and other local concerns associated with data center development.

Methodology and Data Sources

The Data Behind Data Centers

This analysis compares U.S. counties based on the number of data centers in each county. We grouped counties into four categories: no data centers, low concentration (1–2 facilities), medium concentration (3–9 facilities), and high concentration (10 or more facilities). For most comparisons, we use the median for each group.

Data center locations and footprints come from the IM3 Open-Source Data Center Atlas, developed by Pacific Northwest National Laboratory (PNNL), a U.S. Department of Energy national laboratory. We use the June 2025 and February 2026 versions of the Atlas. Building and campus footprints are reported separately since they measure different areas and can overlap.

Housing and demographic data comes from the U.S. Census Bureau's American Community Survey (ACS) 5-Year Estimates. We use 2024 data for the latest comparisons and 2014 data to look at changes in home values over the past decade.

Employment data comes from the U.S. Bureau of Labor Statistics (BLS). We use the number of people employed in each county. We compare 2014 with 2024 for the longer-term trend and also look at more recent changes since 2024. Industry data comes from the U.S. Census Bureau's 2023 ZIP Business Patterns, based on the number of establishments.

Electricity data comes from OpenEI and the National Renewable Energy Laboratory (NREL). We use bundled residential and industrial electricity rates for 2020 and 2024. The rates are summarized at the state level and matched to counties within each state. This means that they do not capture differences within a state or a specific utility area.

Data Sources

Data centers: IM3 Open-Source Data Center Atlas, Pacific Northwest National Laboratory (PNNL), U.S. Department of Energy, June 2025 and February 2026

Housing and demographics: U.S. Census Bureau, American Community Survey, 2014 and 2024 5-Year Estimates

Employment: U.S. Bureau of Labor Statistics (BLS)

Industry: U.S. Census Bureau, ZIP Business Patterns, 2023

Electricity: OpenEI/National Renewable Energy Laboratory (NREL), 2020–2024

REALTOR® Impact Perception Survey

Highlights: REALTOR® Impact Perception Survey

To measure the perceived impacts of data centers on local real estate markets, job markets, and more, a survey of REALTOR® members was conducted. Thirty-eight percent of potential respondents reported a data center in place or in development in their local market, highlighting the growing issue. The following are highlights of the survey findings.

Residential Impact

- **When considering the impact of data centers on nearby residential property values, perceptions are mixed:** 25 percent of respondents perceive a positive impact on nearby residential values, while another 22 percent perceive a negative impact.
    - Respondents in the West have the strongest perception of increased residential property values near data centers, with 30 percent seeing an increase.
- Perceptions of data center impact on nearby demand for residential properties trends slightly more negative: 19 percent report increased nearby residential demand while 26 percent report decreased demand.

Commercial Impact

- **When considering the impact of data centers on nearby commercial property values, there is a perceived positive impact:** 50 percent of respondents perceive a positive impact on nearby commercial values, with 22 percent reporting property values increasing by more than 10 percent.
    - Respondents in the West and South have the strongest perception of increased commercial property values near data centers, with 52 percent seeing an increase.
- REALTORS® perceive data center proximity as bringing higher demand for nearby commercial spaces: 42 percent report increased nearby commercial demand, with only seven percent reporting decreased commercial demand.
- **The commercial property types receiving the most demand nearby data centers are industrial properties (58%), followed by land (38%).**

Local Impact

- **23 percent of respondents reported an impact to their local job market as a result of the development of a data center locally, with the majority (52 percent) reporting a positive impact.**
- One-fifth of respondents were aware of tax benefits or incentives associated with the data center present or in development in their local market.
- **REALTOR® respondents reported that the top concerns among their clients related to nearby data centers are energy costs (61%) and the water use of the data center (56%), followed by environmental contamination (43%), and the impact to the immediate landscape (32%).**

General Sentiments

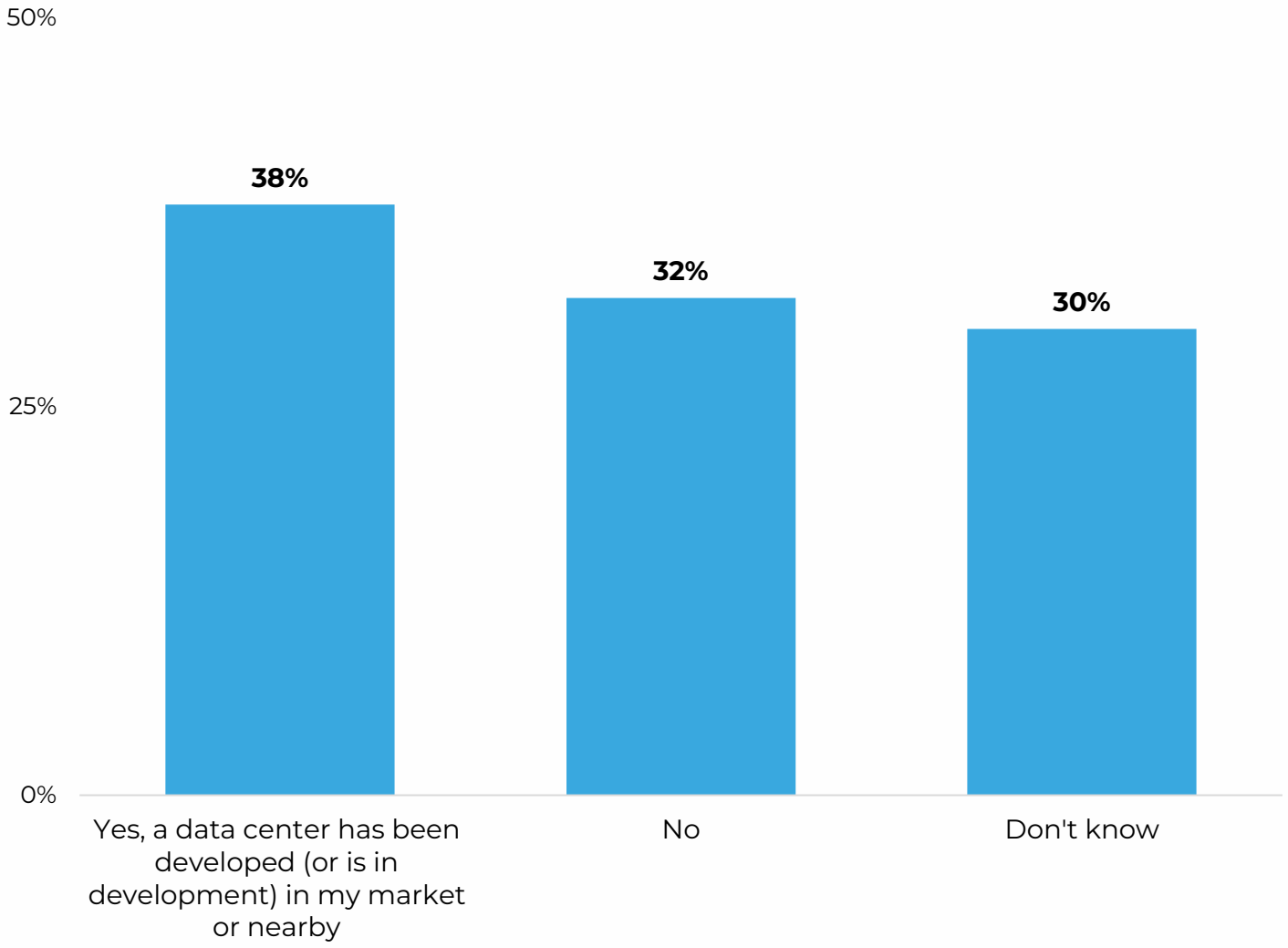
When respondents were asked for general comments or observations about the impact of data centers on the real estate industry, there were five key sentiment themes:

- The most common sentiment was a strong opposition, with many clients and residents taking a “NIMBY” position.
- Data centers are necessary and inevitable to provide infrastructure for the processing power for AI demand.
- Strong concerns regarding environmental impact and utility costs or strain on energy infrastructure.
- Recognize the strong financial investments that accompany data centers, along with increased demand for land.
- Uncertainty around the topic, given the freshness of the issue as well as a lack of information from credible sources thus far.

Survey Qualifier/Screener

Exhibit 1-1 Conducting Business in Area Where Data Center Has Been Developed or is in Development

(Percentage Distribution)

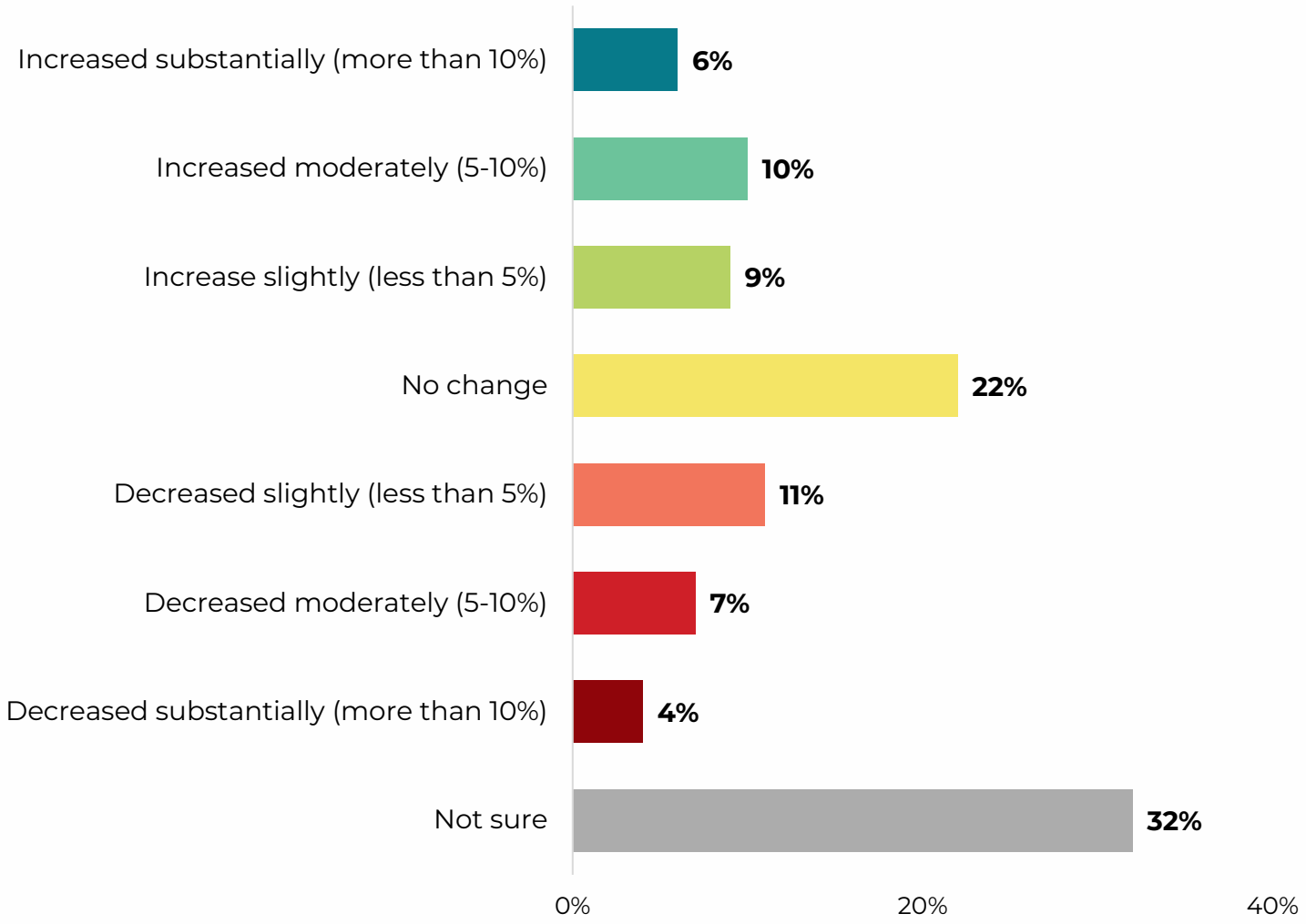


To qualify as a respondent to the survey, a respondent needed to conduct real estate business in a market in which a data center has been developed or is currently in development. Thirty-eight percent of potential respondents to the survey met this criterion.

Residential Impact

Exhibit 2-1 Impact on Nearby Residential Property Values

(Percentage Distribution)



When considering the impact of data centers on nearby residential property values, perceptions are mixed.

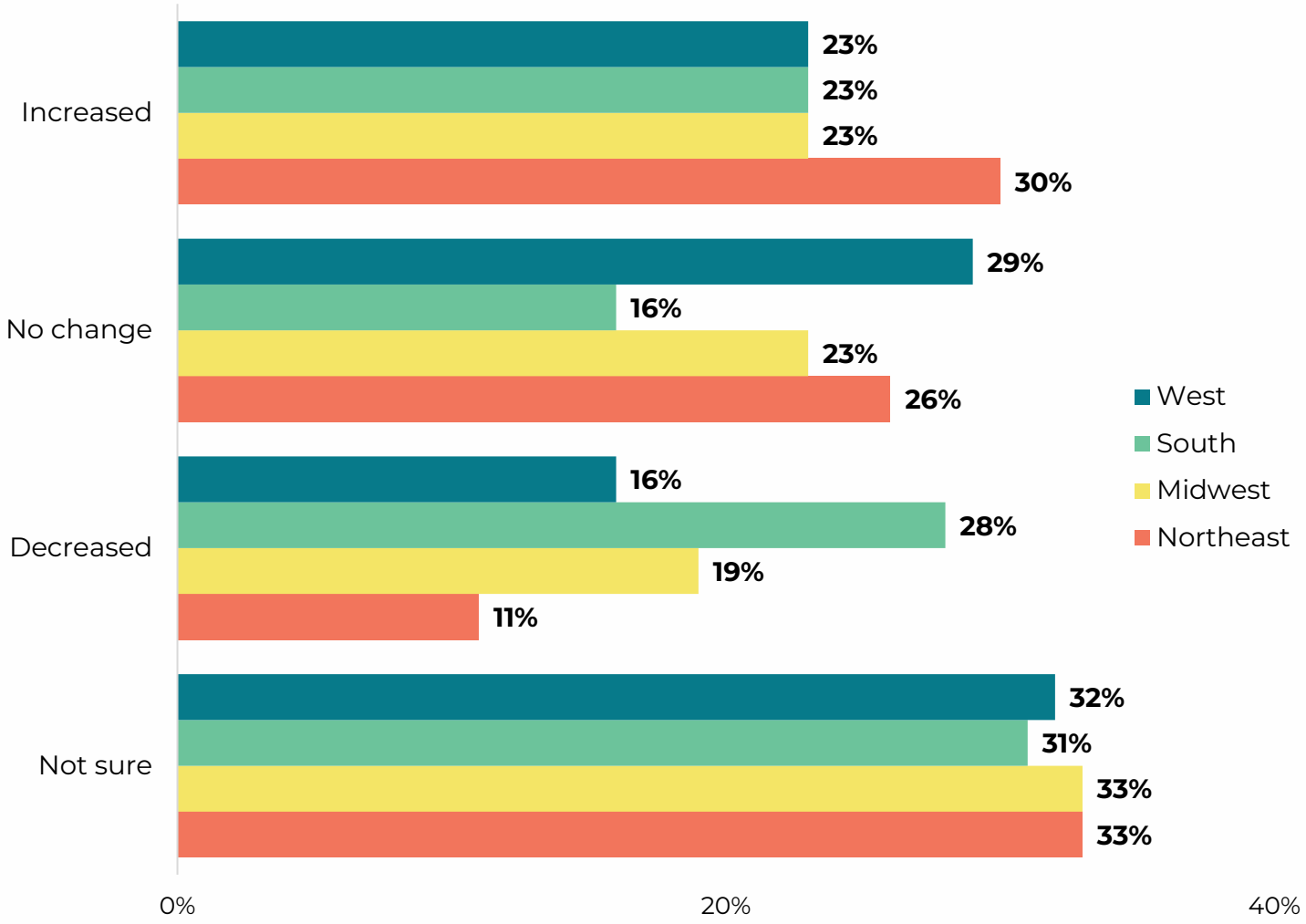
Overall, 25 percent of respondents perceive a positive impact on nearby residential values, with 16 percent reporting property values increasing by at least five percent.

At the same time, 22 percent perceive a negative impact to nearby property values, with 11 percent reporting at least a 5 percent decrease in values.

Residential Impact

Exhibit 2-2 Impact on Nearby Residential Property Values by Region

(Percentage Distribution)



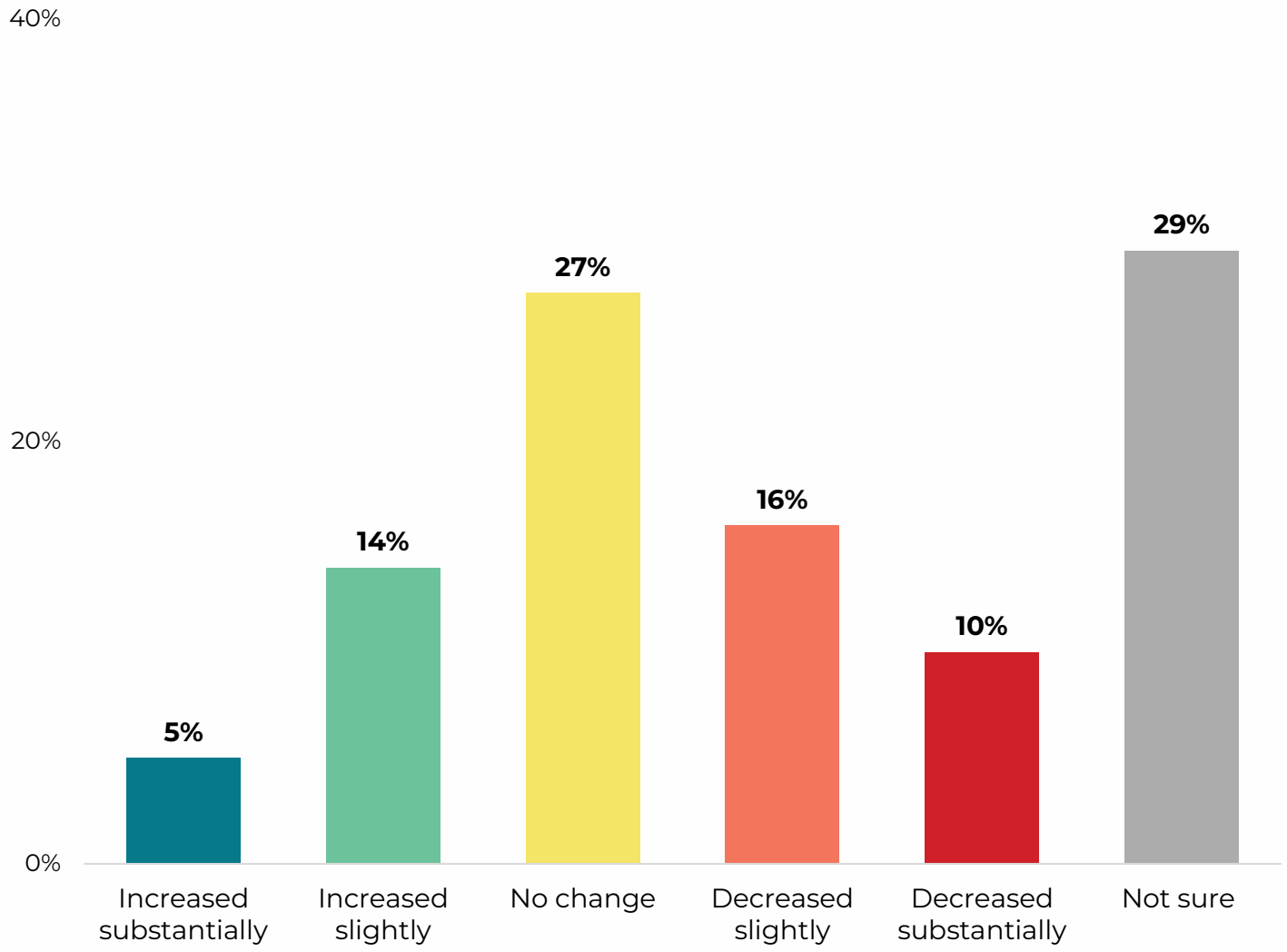
Respondents in the West have the strongest perception of increased residential property values near data centers, with 30 percent seeing an increase.

Respondents in the South have the strongest perception of decreased residential property values near data centers, with 28 percent seeing a decrease.

Residential Impact

Exhibit 2-3 Impact on Demand for Nearby Residential Properties

(Percentage Distribution)



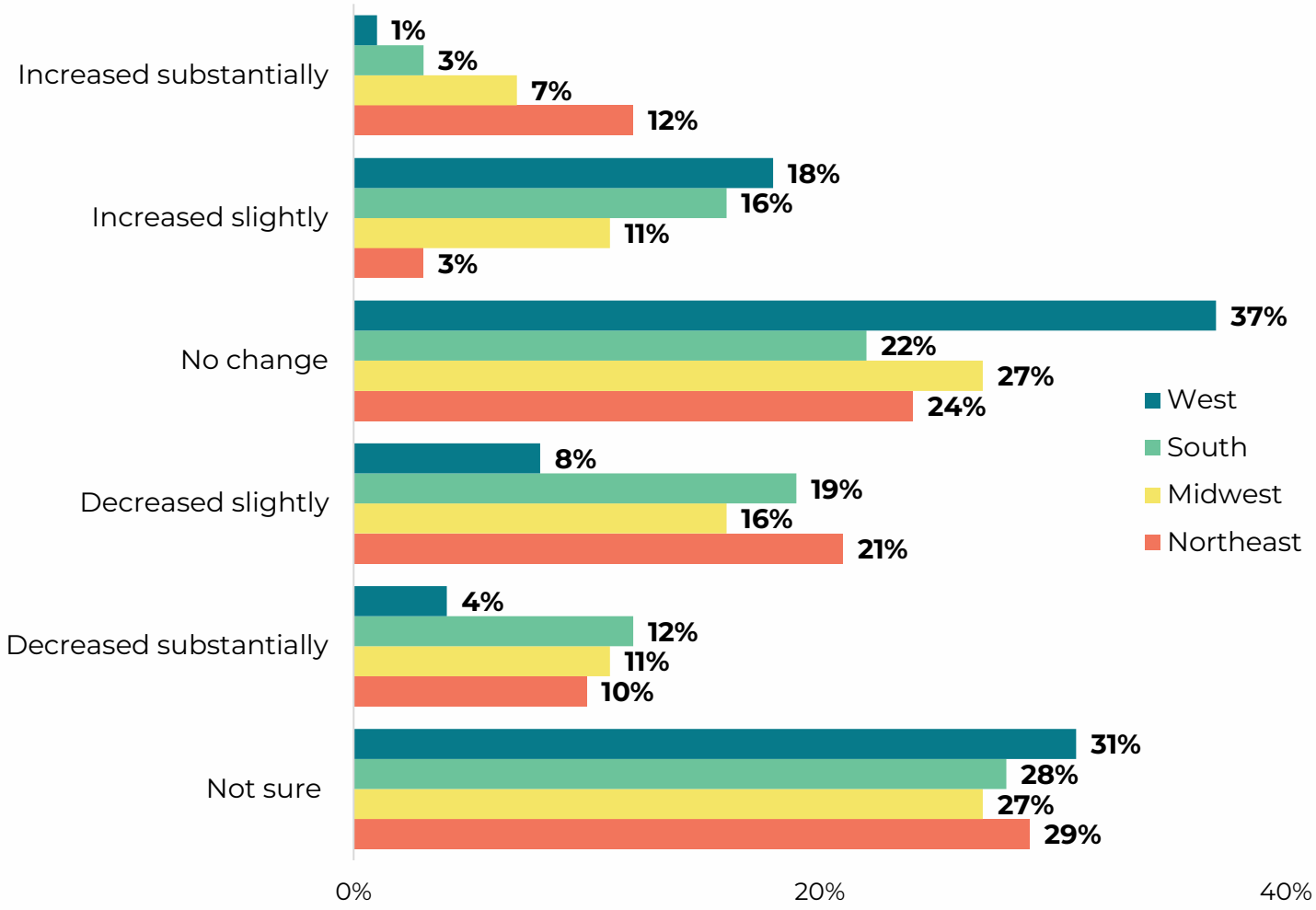
Perceptions of data center impact on nearby demand for residential properties trends slightly more negative: 19 percent report increased nearby residential demand while 26 percent report decreased demand.

Five percent report a substantial increase in demand for residential properties near data centers in their market, while 10 percent report a significant decrease.

Residential Impact

Exhibit 2-4 Impact on Demand for Nearby Residential Properties by Region

(Percentage Distribution)



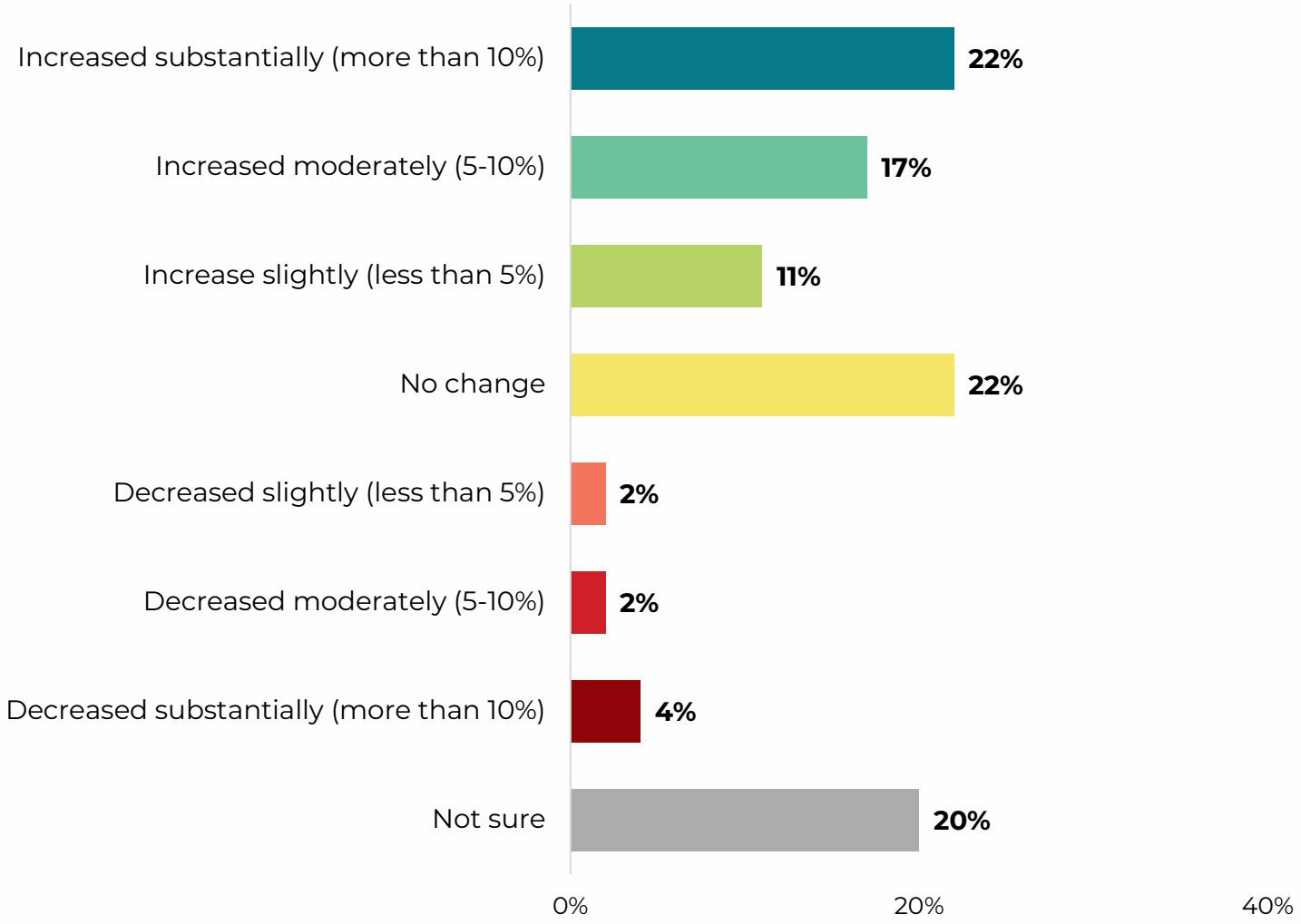
Respondents in the South and West have the strongest perception of increased residential property demand near data centers, with 19 percent seeing an increase.

Respondents in the Northeast and South have the strongest perception of decreased residential property demand near data centers, with 31 percent seeing a decrease.

Commercial Impact

Exhibit 3-1 Impact on Nearby Commercial Property Values

(Percentage Distribution)



When considering the impact of data centers on nearby commercial property values, there is a perceived positive impact.

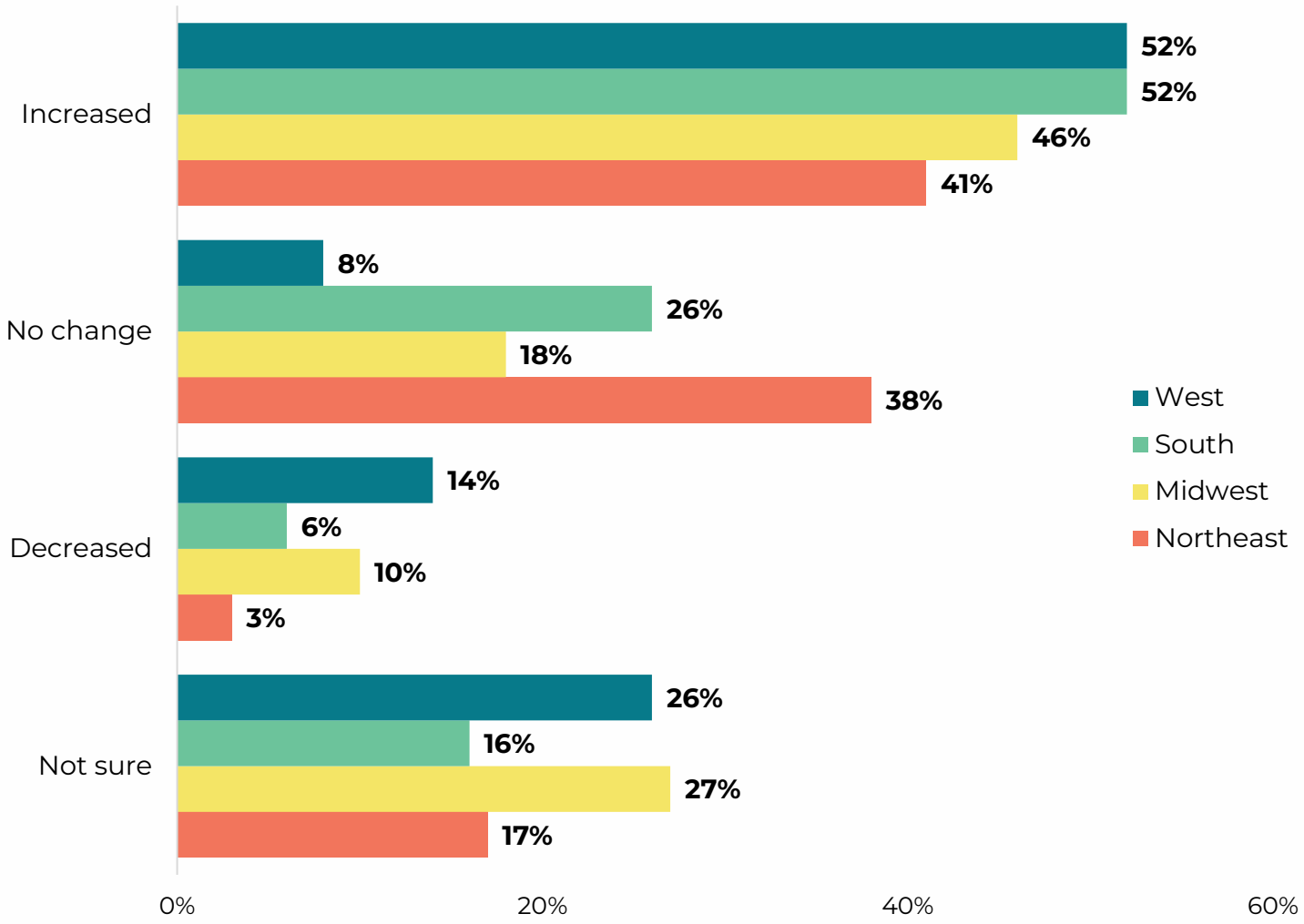
Overall, 50 percent of respondents perceive a positive impact on nearby commercial values, with 22 percent reporting property values increasing by more than 10 percent.

When asked to provide more content, respondents reported that data centers are increasing industrial land and commercial property values as they attract economic development, infrastructure investment, and related businesses.

Commercial Impact

Exhibit 3-2 Impact on Nearby Commercial Property Values by Region

(Percentage Distribution)



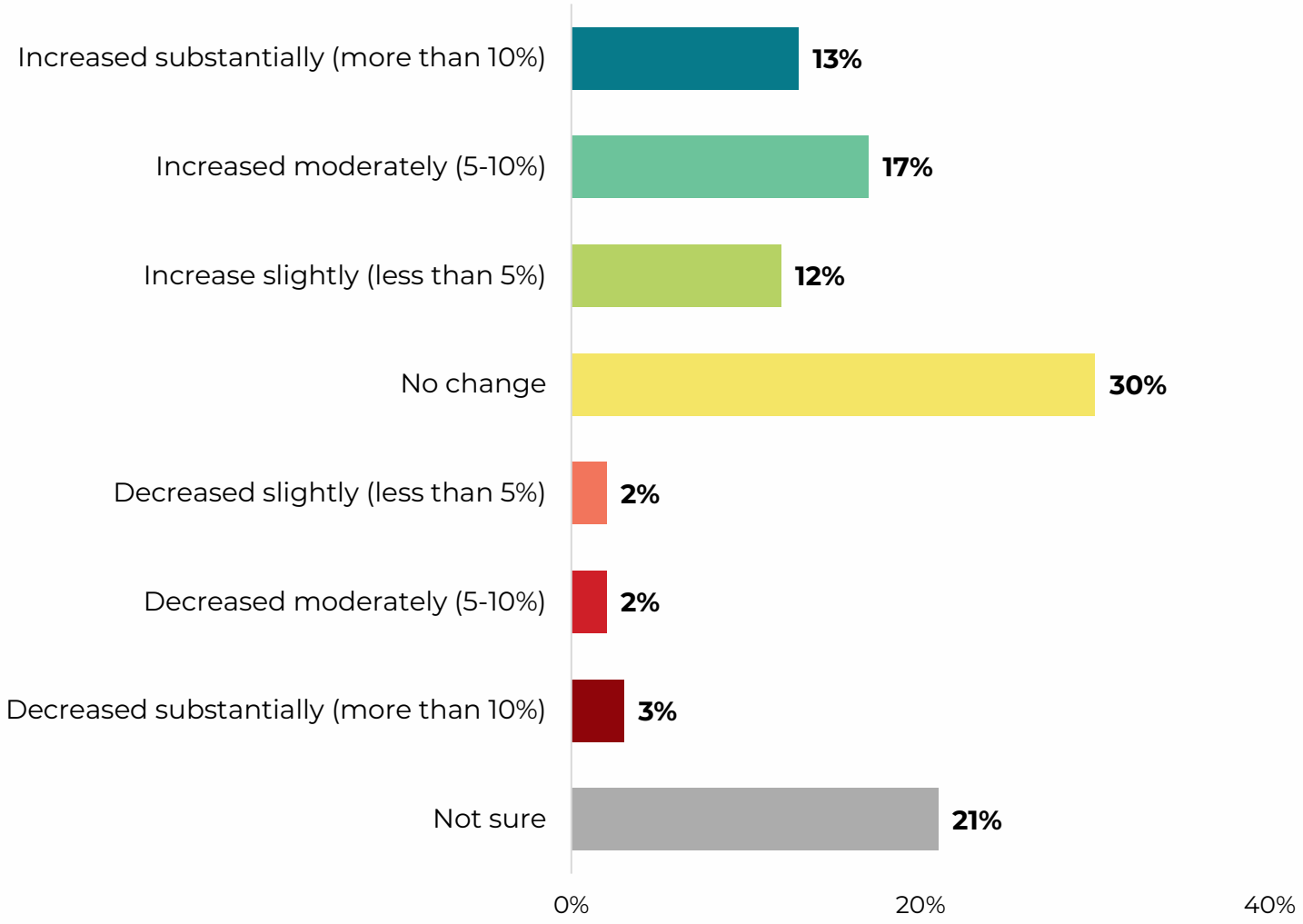
Respondents in the West and South have the strongest perception of increased commercial property values near data centers, with 52 percent seeing an increase.

Respondents in the Northeast are the most likely to report no impact on commercial property values near data centers, with 38 percent reporting no change.

Commercial Impact

Exhibit 3-3 Impact on Demand for Nearby Commercial Properties

(Percentage Distribution)



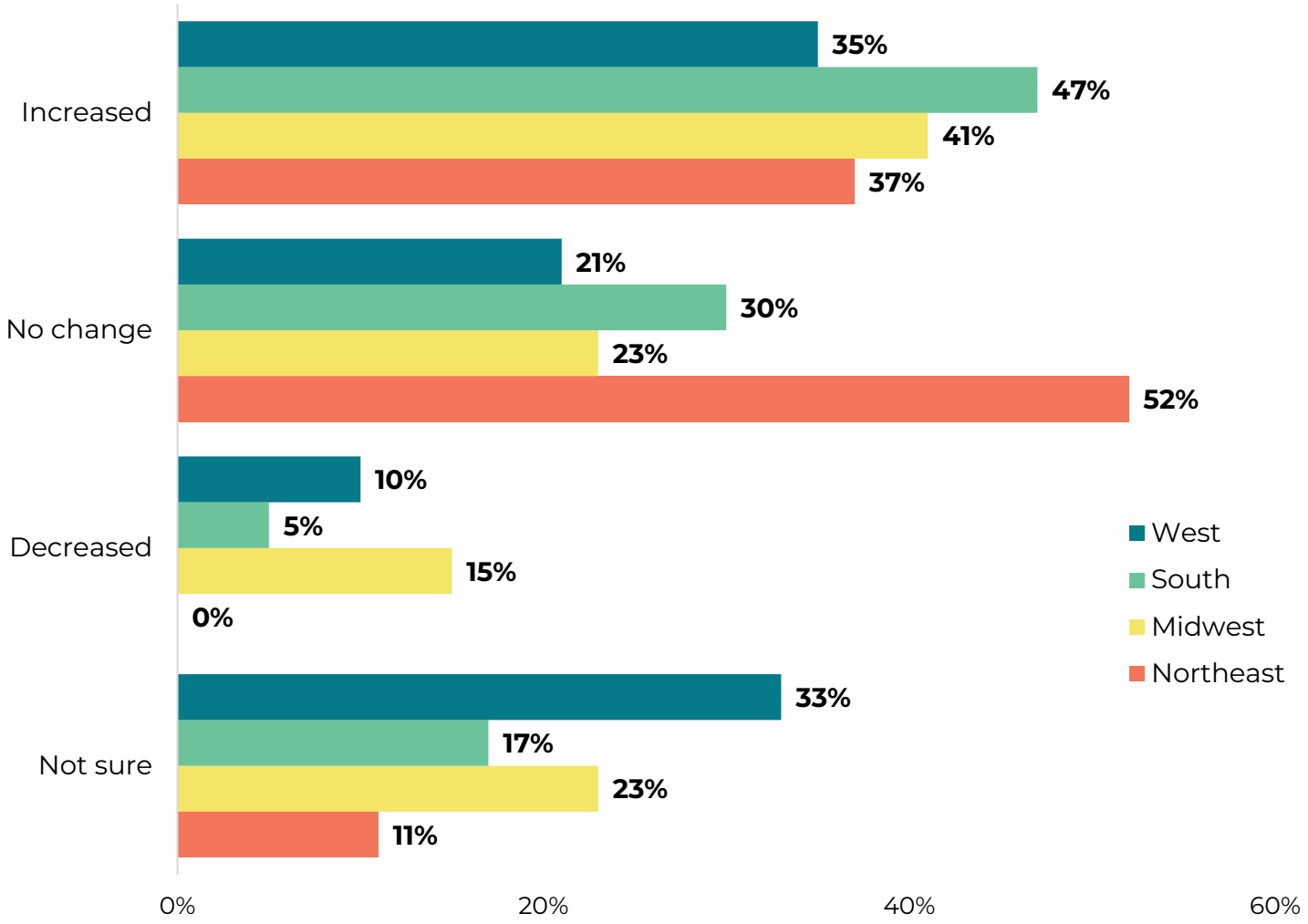
REALTORS® perceive data center proximity as bringing higher demand for nearby commercial spaces: 42 percent report increased nearby commercial demand, with only seven percent reporting decreased commercial demand.

Thirteen percent report a substantial increase in demand, more than 10 percent, for commercial properties near data centers in their market.

Commercial Impact

Exhibit 3-4 Impact on Demand for Nearby Commercial Properties by Region

(Percentage Distribution)



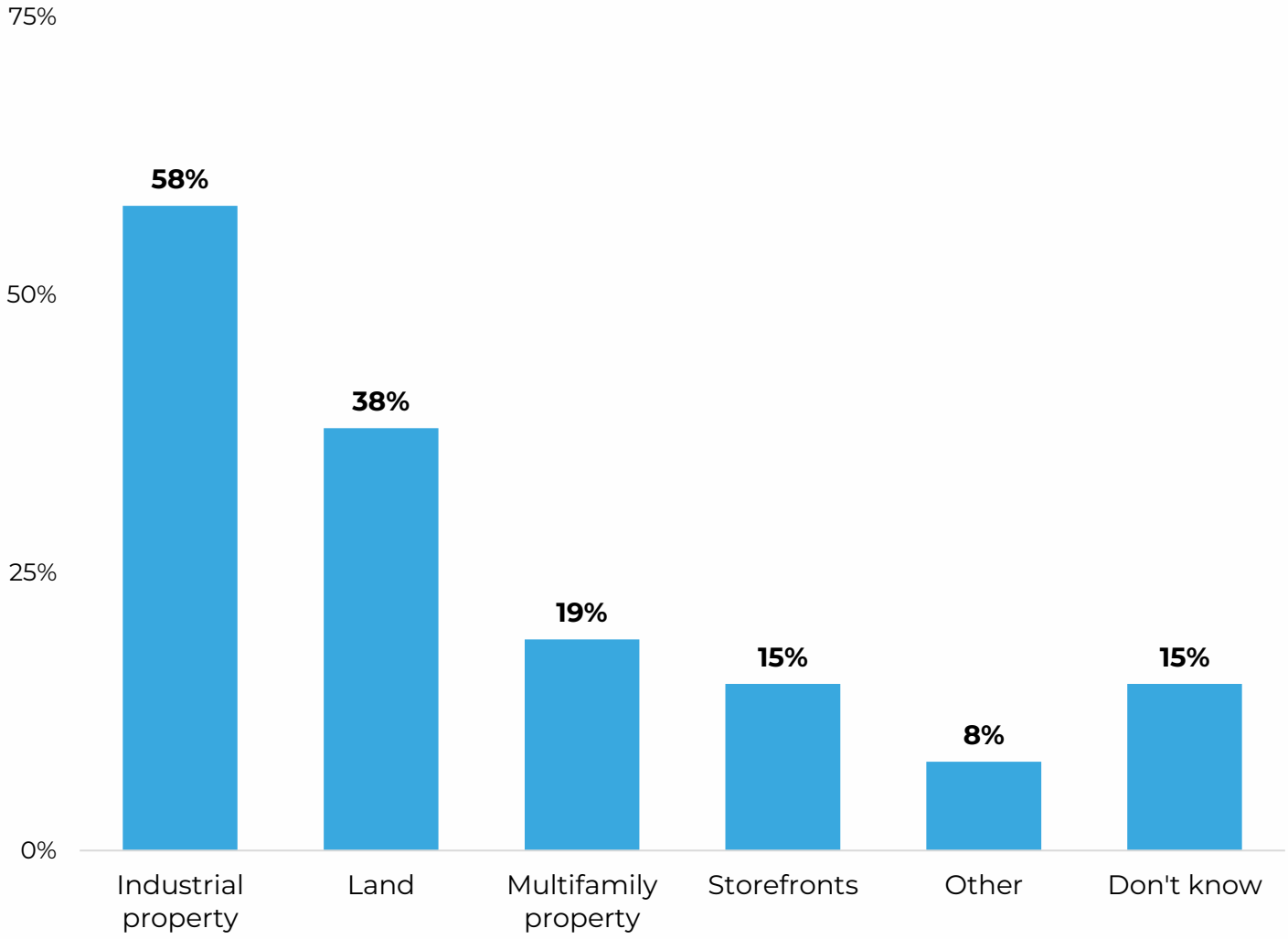
Respondents in the South have the strongest perception of increased commercial property demand near data centers, with 47 percent seeing an increase.

Respondents in the Northeast have the strongest perception of no data center impact to nearby commercial property demand, with 52 reporting no change.

Commercial Impact

Exhibit 3-5 Commercial Property Types Seeing Increased Interest Near Data Centers

(Percentage Distribution)



Data center development can bring opportunity for commercial real estate. Whether it's demand from the data center developers themselves, strategic investment in the event of future expansion of said data centers, or for peripheral companies servicing the centers.

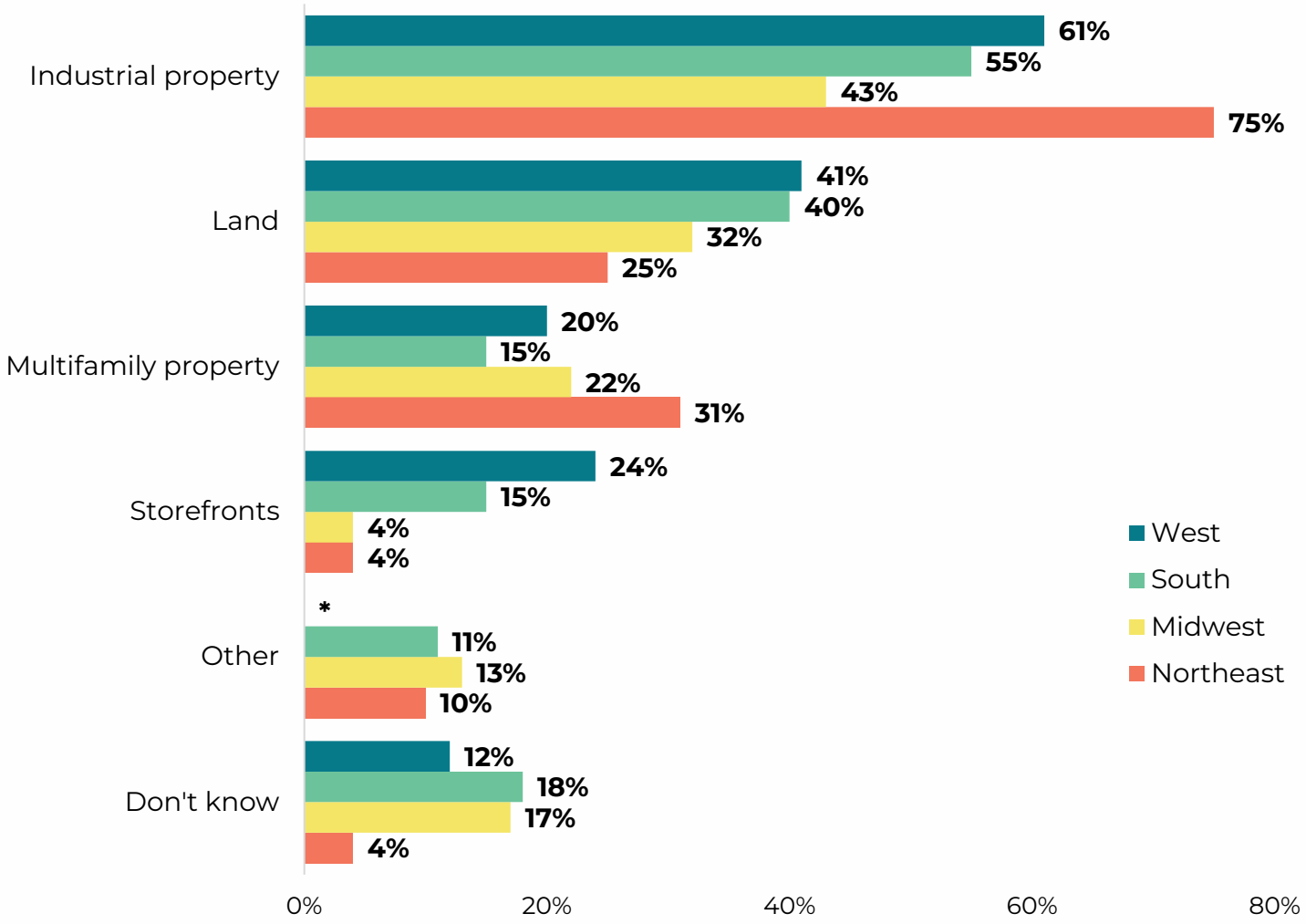
The commercial property types receiving the most demand nearby data centers are industrial properties (58%), followed by land (38%).

"Other" commercial property types cited include medical space, hotels, and office.

Commercial Impact

Exhibit 3-6 Commercial Property Types Seeing Increased Interest Near Data Centers by Region

(Percentage Distribution)



*less than one percent

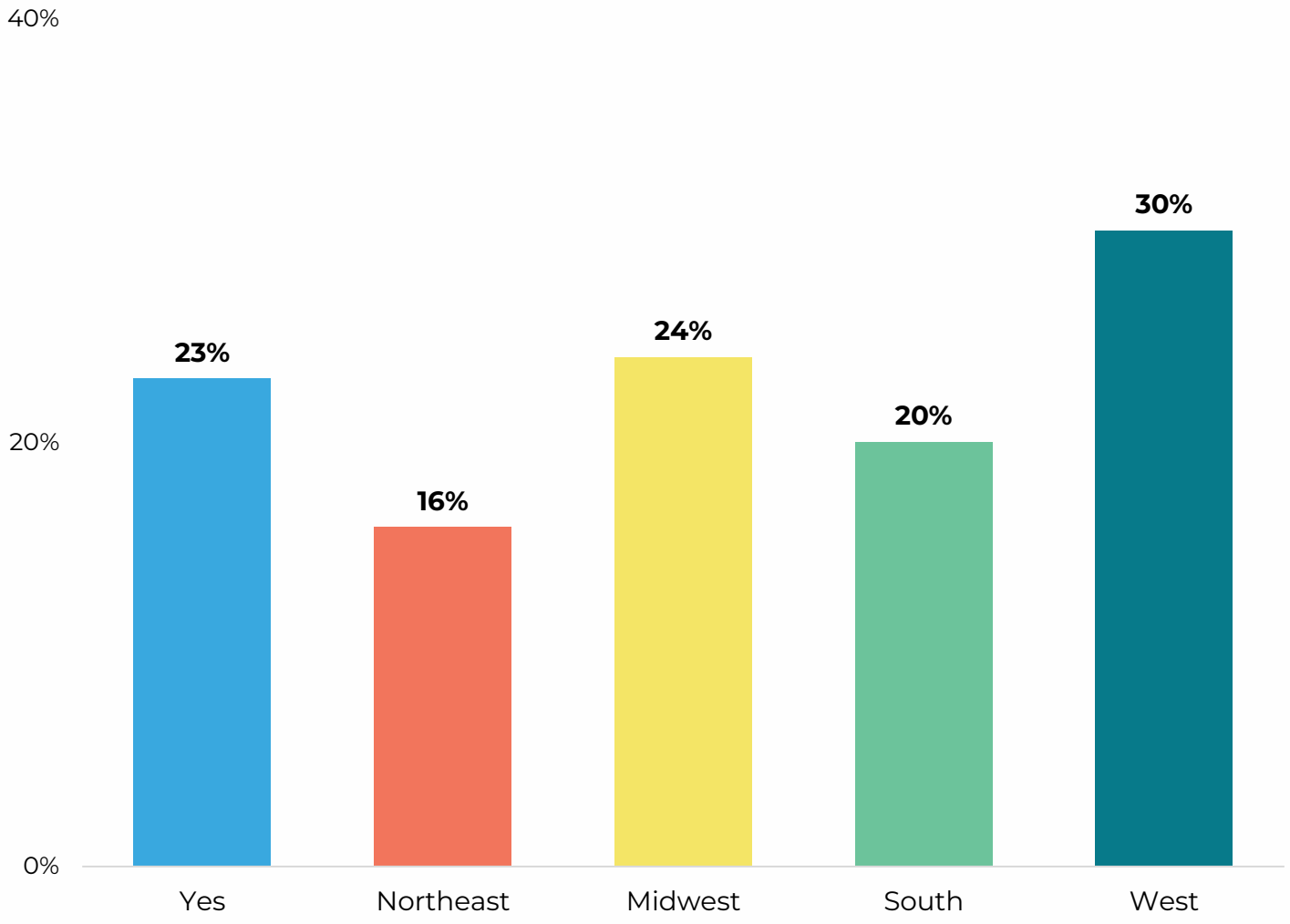
Respondents in the Northeast (75%) and West (61%) were the most likely to report increased demand for industrial properties near data centers.

Those in the West (41%) and South (40%) were the most likely to report increased demand for land near data centers.

Local Impact

Exhibit 4-1 Observed Changes to Local Job Market as Result of Data Center Development

(Percentage Distribution)



Overall, 23 percent of respondents reported an impact to their local job market as a result of the development of a data center locally.

Respondents in the West (30%) were the most likely to report an impact to their local job market, followed by those in the Midwest (24%).

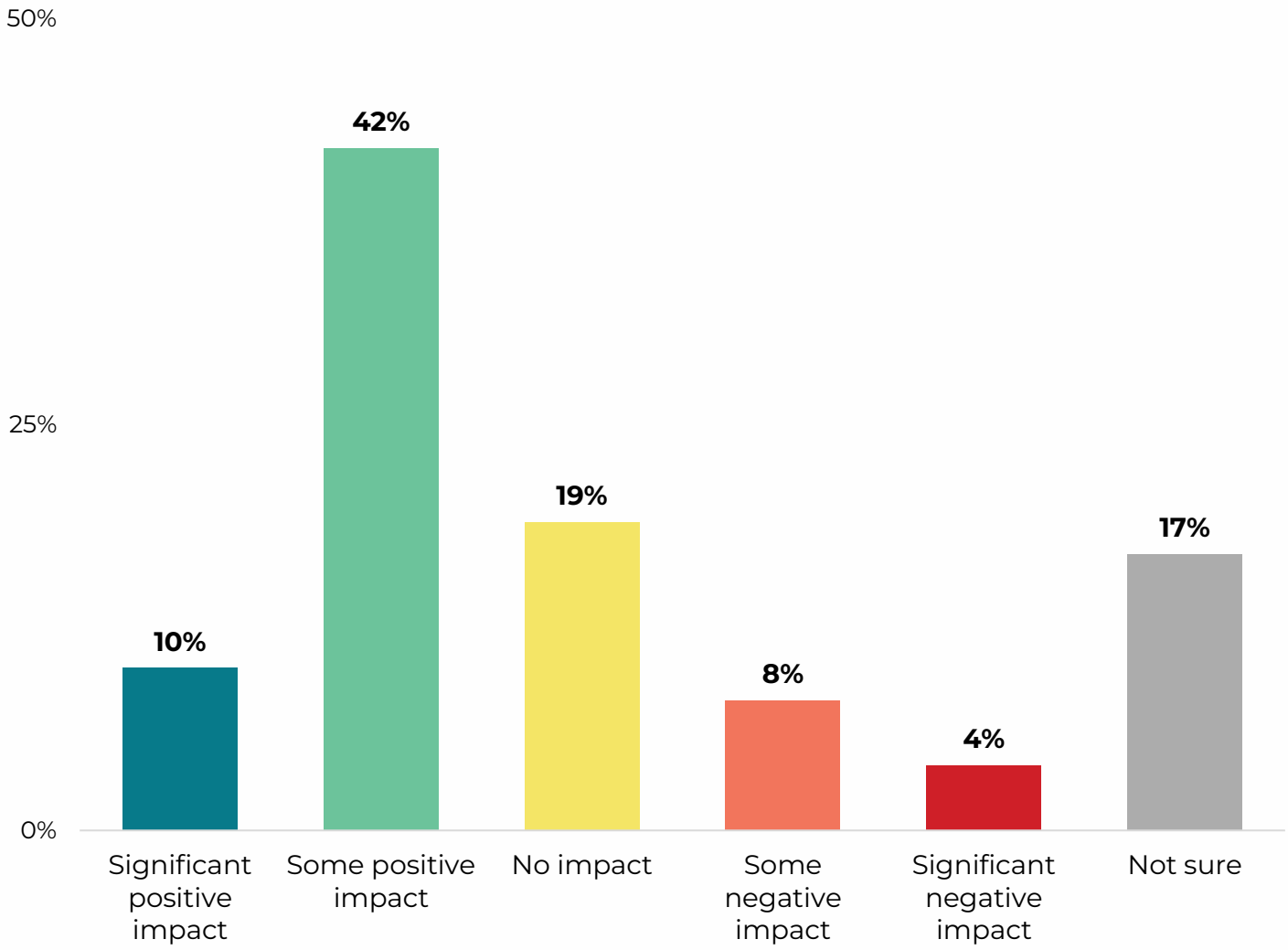
When asked to describe the impact and provide more context, there were three main themes or sentiments:

- Most job growth is temporary and concentrated in construction and skilled trades.
- Data centers bring some economic growth, new residents, and high-paying jobs.
- Long-term employment benefits are viewed as limited.

Local Impact

Exhibit 4-2 Type of Impact of Data Center on Local Job Opportunities

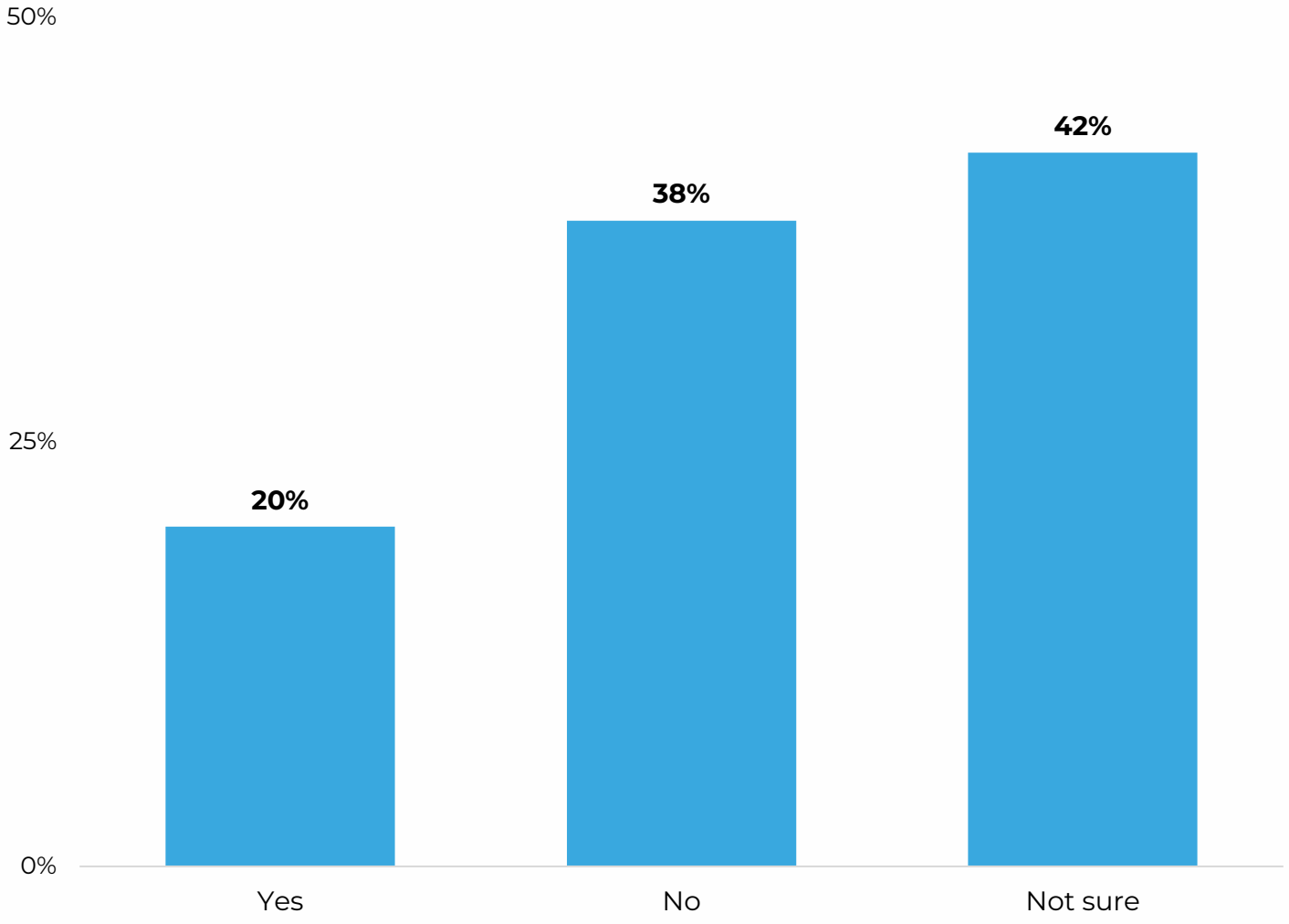
(Percentage Distribution)



Regarding the type of impact to the local job market, the majority of respondents reported a positive impact, with 10 percent reporting a significant positive impact and 42 percent reporting some positive impact.

Exhibit 4-3 Aware of Tax Benefits or Incentives Associated with Data Centers in Area

(Percentage Distribution)



One-fifth of respondents were aware of tax benefits or incentives associated with the data center present or in development in their local market.

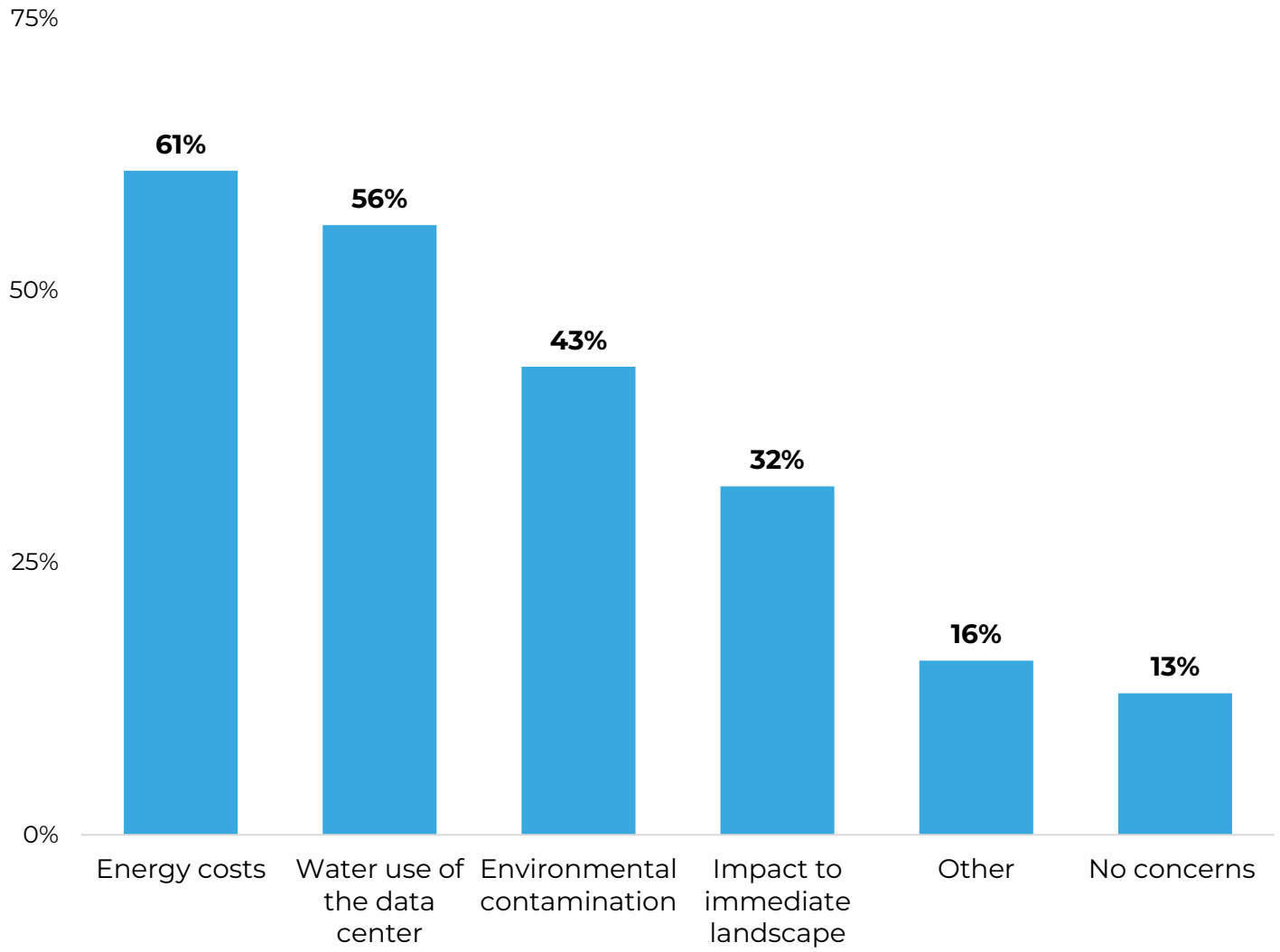
When asked to provide more context, there were three main themes or sentiments:

- Data centers commonly receive significant tax incentives, abatements, and exemptions from state and local governments. These include property tax abatements, sales tax exemptions, equipment tax exemptions, tax increment financing (TIF), and long-term incentive packages.
- Many believe the incentives benefit data centers more than local residents.
- Local governments often justify incentives through increased tax revenue and economic development.

Local Impact

Exhibit 4-4 Top Concerns Among Clients and Market

(Percentage Distribution)



REALTOR® respondents reported that the top concerns among their clients related to nearby data centers are energy costs (61%) and the water use of the data center (56%), followed by environmental contamination (43%), and the impact to the immediate landscape (32%).

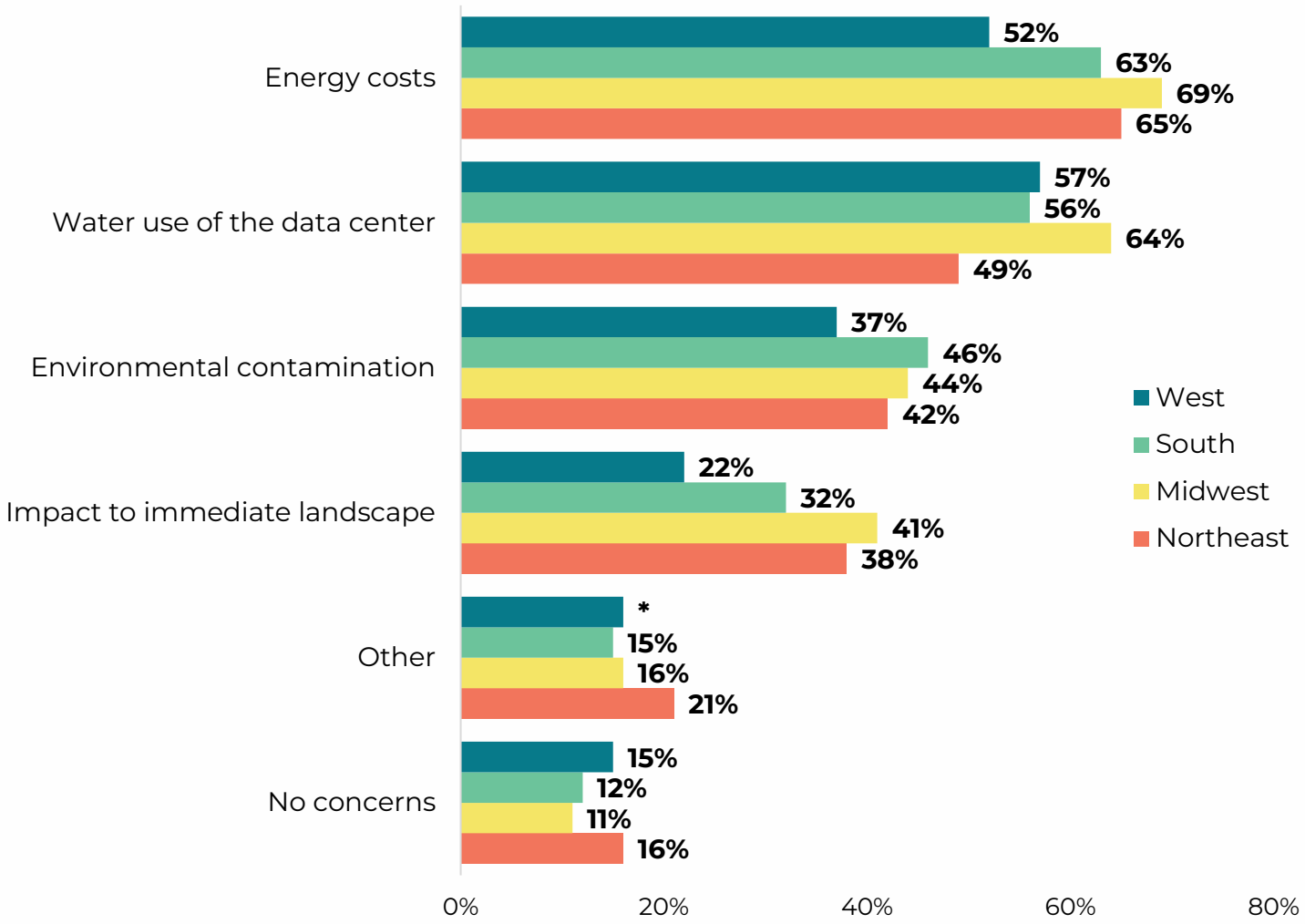
When asked to provide more context, there were three main themes or sentiments:

- Noise pollution is a dominant concern, coming from the hum of cooling systems, generators, and facility operations.
- Energy and water consumption are major worries including electricity demand, strain on power infrastructure, rising utility costs, and water usage.
- Other concerns include property values, impact to community character, and quality of life.

Local Impact

Exhibit 4-5 Top Concerns Among Clients and Market by Region

(Percentage Distribution)



The concern among clients over energy costs was highest in the Midwest (69%) and Northeast (65%).

The concern among clients over the water use of the data center nearby was highest in the Midwest (64%).

The concern over environmental contamination was higher in the South (46%).

The concern over the impact to the immediate landscape was higher in the Midwest (41%) and the Northeast (38%).

Local Impact

Exhibit 4-6 Comments and Observations About Impact of Data Centers on Real Estate Industry

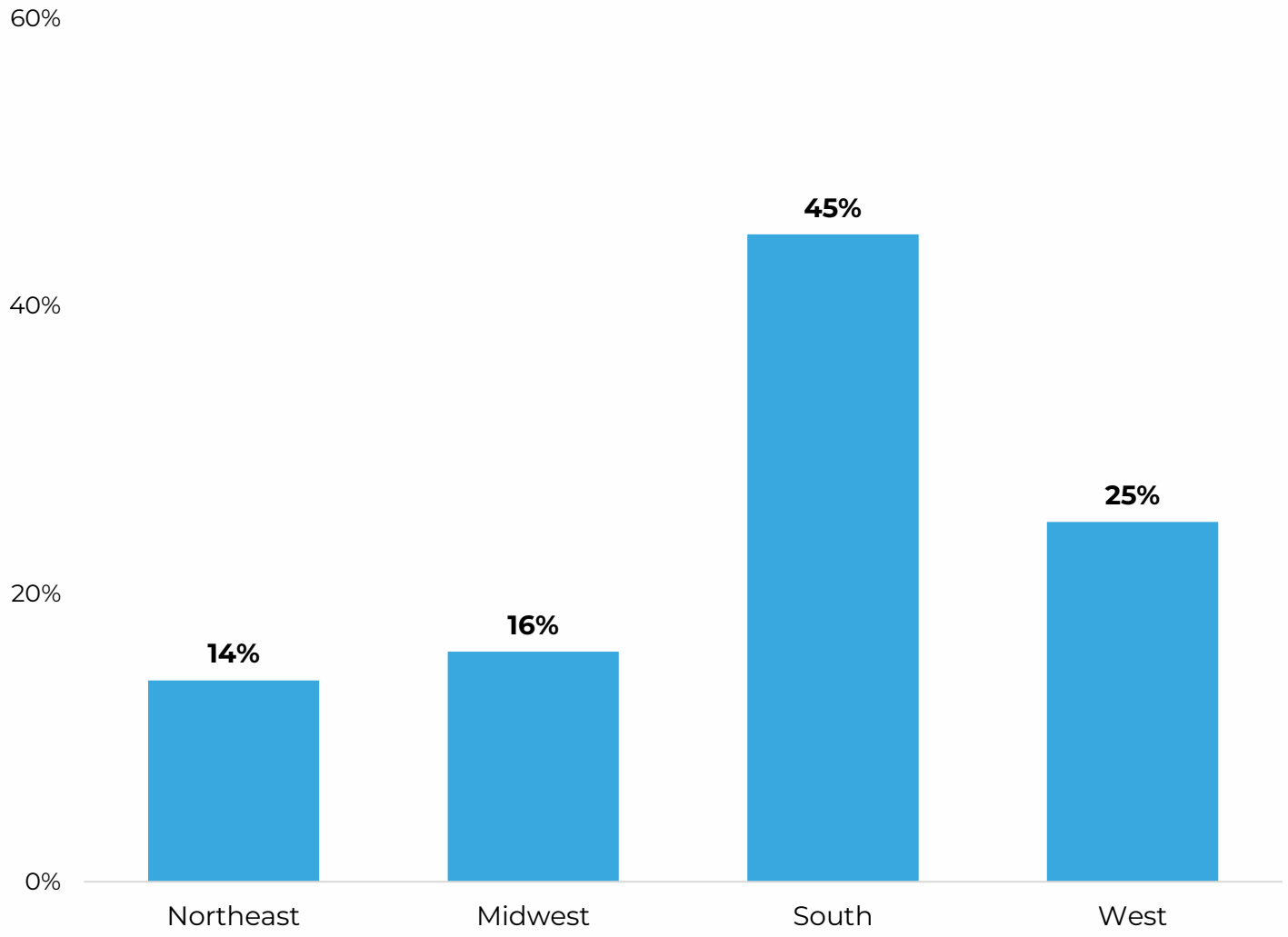
Five Key Sentiments

1. **Strong Opposition, NIMBY Position**
   - "As most people say, we don't want it in our backyards!"
2. **Necessary, Inevitable for AI**
   - "Data centers are controversial...however, they are inevitable in order to provide infrastructure for higher processing power."
3. **Environmental, Utility Concerns**
   - "Strain local power grids, increasing utility rates...and consuming vast amounts of water for cooling."
4. **Strong Investment, Land Demand**
   - "Data centers may create high tax revenue, but provide very little jobs."
5. **Uncertainty, Lack of Information**
   - "REALTORS® need to be informed from a credible source about the impact."

Demographic Information

Exhibit 5-1 State in Which Conducting Business

(Percentage Distribution)



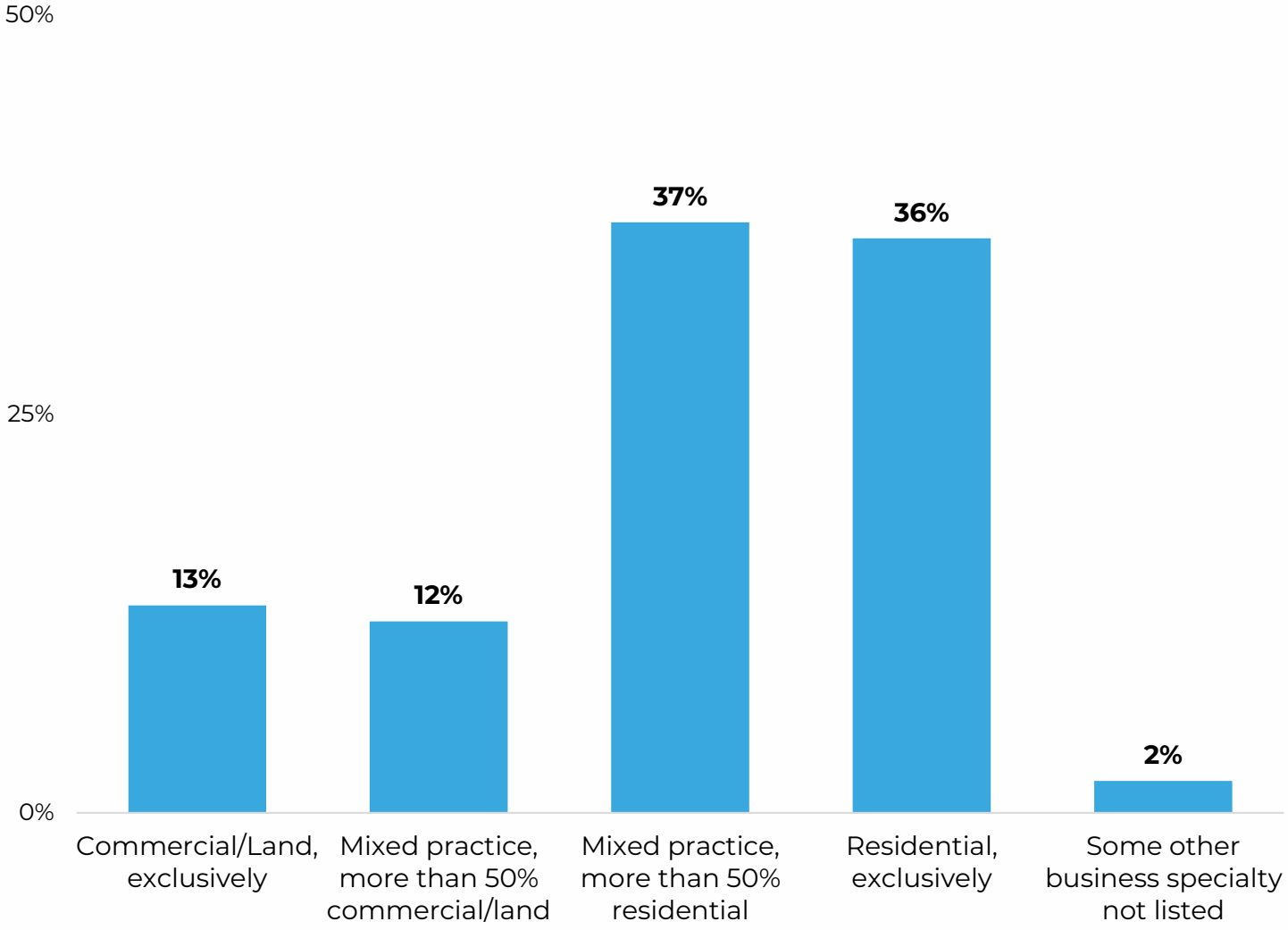
Forty-five percent of respondents conduct business in the South, 25 percent in the West, 16 percent in the Midwest, and 14 percent in the Northeast, based on NAR's Existing-Home Sales Regions.

To correct for over/under-sampling at the state level, NAR weighted the distribution of responses to the distribution of NAR members by state as of May 2026.

Demographic Information

Exhibit 5-2 Focus of Real Estate Work

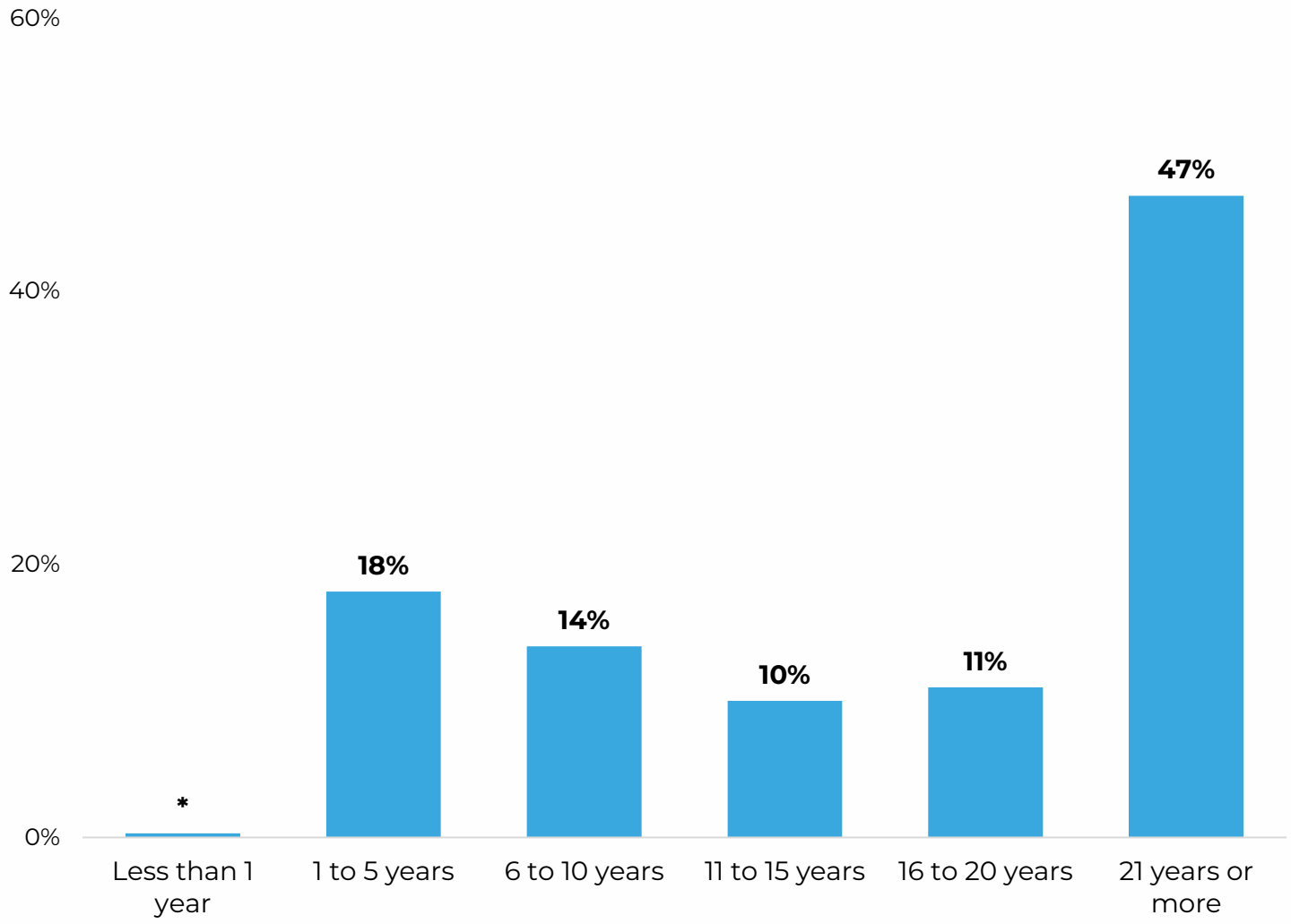
(Percentage Distribution)



Demographic Information

Exhibit 5-3 Years Active as Real Estate Professional

(Percentage Distribution)



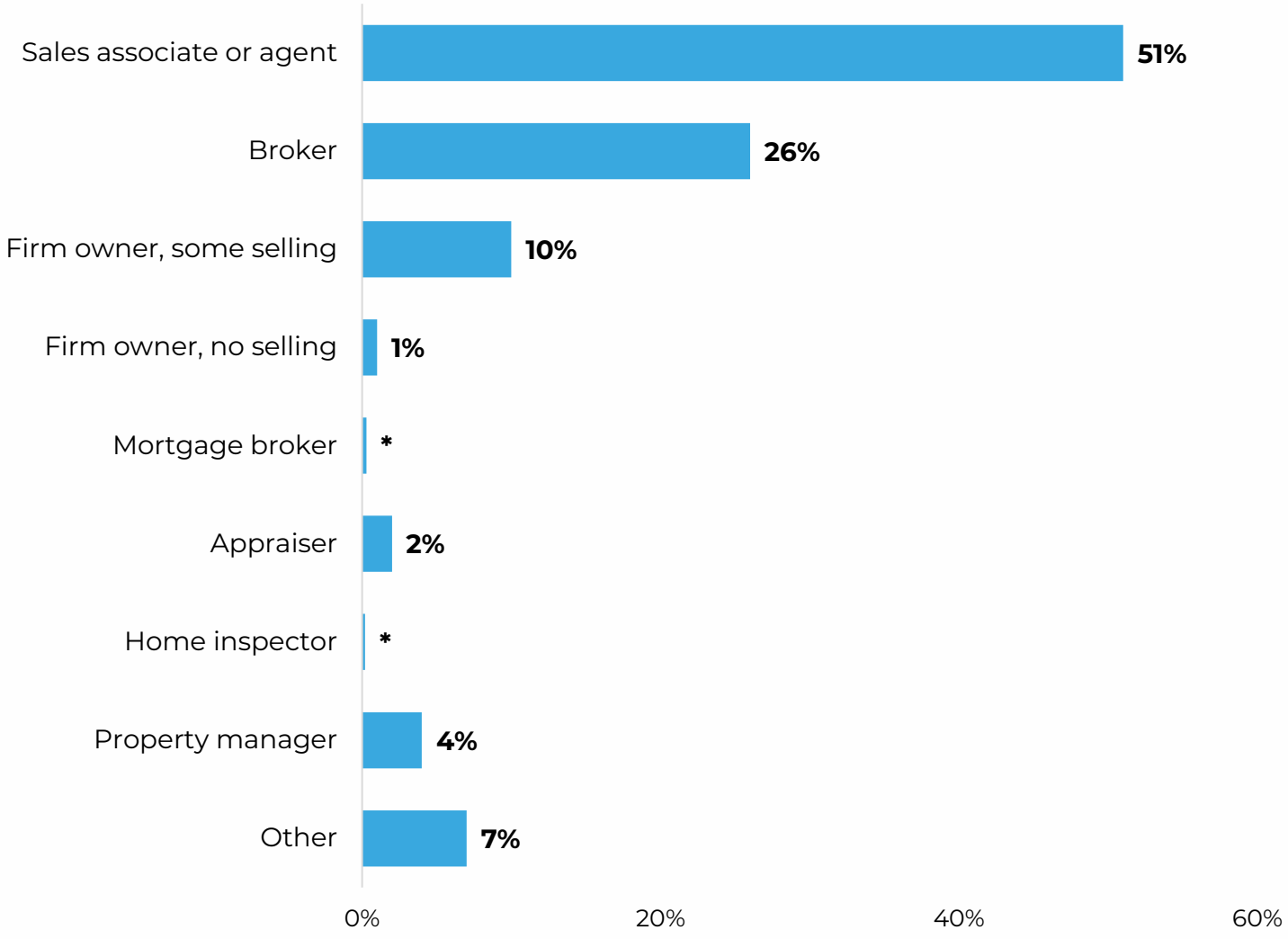
*less than one percent

The median age of respondents was 20 years.

Demographic Information

Exhibit 5-4 Main Function in Real Estate Industry

(Percentage Distribution)



*less than one percent

Methodology

REALTOR® Impact Perception Survey

The 2026 Data Center Impact survey was sent via email in May 2026 to a random sample of 146,959 REALTOR® members across the nation, including 72,727 members practicing commercial real estate and 74,232 members practicing residential real estate. The survey received 2,357 responses from REALTORS®, 885 of which had a data center present or in development in their local market, for an overall response rate of 1.6 percent. To correct for over/under- sampling at the state level, NAR weighted the distribution of responses to the distribution of NAR members by state as of May 2026. The confidence interval at a 95 percent level of confidence is +/-2.0 percent.

The regional breakdown used throughout the report is defined as follows:

- Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, North Dakota, Nebraska, South Dakota, and Wisconsin.
- Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.
- South: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.
- West: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

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