

Table A-54: The economic contribution of the data center industry in Wisconsin, 2023-2024

Metric	Type of contribution	2023	2024	Growth
Employment (jobs)	Direct contribution	13,340	13,720	3%
	Indirect and induced without the spillover effect ^a	36,800	46,610	27%
	Operational	22,650	23,970	6%
	Capital spending	14,150	22,640	60%
	Total contribution without the spillover effect ^a	50,140	60,330	20%
	Cross-state spillover	21,530	24,620	14%
	Total contribution with the spillover effect ^a	71,670	84,950	19%
Labor income (\$millions)	Direct contribution	\$1,839	\$2,011	9%
	Indirect and induced without the spillover effect ^a	\$2,464	\$3,286	33%
	Operational	\$1,315	\$1,433	9%
	Capital spending	\$1,149	\$1,853	61%
	Total contribution without the spillover effect ^a	\$4,303	\$5,297	23%
	Cross-state spillover	\$1,453	\$1,748	20%
	Total contribution with the spillover effect ^a	\$5,757	\$7,044	22%
GDP (\$millions)	Direct contribution	\$3,872	\$4,154	7%
	Indirect and induced without the spillover effect ^a	\$4,283	\$5,621	31%
	Operational	\$2,435	\$2,654	9%
	Capital spending	\$1,848	\$2,967	61%
	Total contribution without the spillover effect ^a	\$8,155	\$9,775	20%
	Cross-state spillover	\$2,558	\$3,090	21%
	Total contribution with the spillover effect ^a	\$10,713	\$12,865	20%
Tax payments ^b (\$millions)	State, without cross-state spillover effect ^a	\$501	\$566	13%
	Local, without cross-state spillover effect ^a	\$255	\$288	13%
	State and local, without cross-state spillover effect ^a	\$756	\$855	13%
	State, with cross-state spillover effect ^a	\$628	\$751	20%
	Local, with cross-state spillover effect ^a	\$320	\$382	20%
	State and local, with cross-state spillover effect ^a	\$947	\$1,133	20%

Source: PwC calculations using the IMPLAN modeling system and public data. Details may not sum to totals due to rounding.

^a The spillover effect refers to the indirect and induced effects in a state attributable to the industry's direct activity in all other states.

^b Tax contribution includes all state and local taxes directly or indirectly resulting from the industry's U.S. construction and operations (including direct, indirect, and induced economic effects) benefiting the state.

1. The industry's total annual employment contribution in Wisconsin (without the cross-state spillover effect) increased by 20 percent from 50,140 jobs in 2023 to 60,330 jobs in 2024. Including the cross-state spillover effect, the industry's total annual employment contribution in Wisconsin was 71,670 jobs and 84,950 jobs in 2023 and 2024, respectively.
2. The industry's total annual labor income contribution in Wisconsin (without the cross-state spillover effect) increased by 23 percent from \$4.3 billion in 2023 to \$5.3 billion in 2024. Including the cross-state spillover effect, the industry's total annual labor income contribution in Wisconsin was \$5.8 billion and \$7.0 billion in 2023 and 2024, respectively.
3. The industry's total annual GDP contribution in Wisconsin (without the cross-state spillover effect) increased by 20 percent from \$8.2 billion in 2023 to \$9.8 billion in 2024. Including the cross-state spillover effect, the industry's total annual GDP contribution in Wisconsin was \$10.7 billion and \$12.9 billion in 2023 and 2024, respectively.
4. The industry's total state and local tax contribution in Wisconsin (without the cross-state spillover effect) of \$855 million in 2024 would have been sufficient to fund over one-third of the state's health services including outpatient health services, other than hospital care, based on the latest available government spending data (2023).