

# Why So Much Opposition to AI Data Centers? It's All About the Money

May 10, 2026 - Artificial intelligence may be the technology industry's next gold rush, but in communities across the United States, growing opposition to massive AI-focused data centers is becoming less about technology and more about economics. Residents, consumer advocates, and some regulators increasingly argue that ordinary households are being asked to subsidize the infrastructure needed to support one of the world's most profitable industries. The objections generally come down to two issues: electricity and water.

Modern AI systems require enormous computing power. Unlike traditional cloud computing, AI processing relies heavily on power-hungry graphics processors that generate tremendous amounts of heat. That means the facilities housing them consume vast amounts of electricity while also requiring large-scale cooling systems to keep equipment from overheating.

The concern for many consumers is not simply that these centers use a lot of power. It is that utilities often spread the cost of new grid infrastructure across the broader customer base rather than charging the full cost directly to the data center operators driving the demand.

Recent studies and utility filings suggest that in some regions, residential consumers could see meaningful increases in electricity bills tied partly to rapid data-center growth. Analysts have warned that the expansion of AI infrastructure in major data-center regions such as northern Virginia, Ohio, and parts of the PJM power market could contribute to rising capacity costs that ultimately reach ordinary ratepayers.

Critics argue that if a trillion-dollar technology sector needs massive new transmission lines, substations, and generating capacity, then those costs should be borne by the companies building and operating the facilities rather than by families already struggling with inflation and rising utility bills.

The same debate is unfolding over water.

Most large AI data centers still rely heavily on evaporative cooling systems because they are cheaper and more energy efficient than many alternatives. These systems work by allowing water to evaporate into the atmosphere to carry away heat generated by servers. While some water is temporarily recirculated, large quantities are ultimately consumed through evaporation.

That approach is now drawing scrutiny in drought-prone regions where water resources are already under pressure.

In Utah, for example, a major proposed AI-oriented data center project has generated concern because of the area's limited water availability. Critics question whether facilities requiring millions of gallons of water should be approved in arid regions when less water-intensive cooling technologies already exist.

The technology industry often argues that evaporative cooling remains the most commercially practical option. But opponents increasingly counter that the real reason is cost.

Alternative systems such as immersion cooling, direct-to-chip liquid cooling, dry cooling, and hybrid systems can dramatically reduce freshwater consumption. Some methods nearly eliminate it altogether. However, these technologies typically require higher upfront construction costs, more sophisticated infrastructure, or higher operating expenses.

Critics argue that many operators simply do not want to absorb those added costs because cheaper cooling systems improve profit margins and accelerate project development timelines.

That leaves local communities facing a difficult tradeoff. Residents are often told the projects will bring jobs and tax revenue, but they may also face higher electricity prices, increased strain on local water systems, expanded infrastructure demands, and long-term environmental pressures.

The conflict is becoming especially intense in fast-growing regions where utilities are already warning about future grid reliability concerns. Some analysts believe AI demand could become one of the largest drivers of electricity growth in decades.

Opponents of unrestricted data-center expansion are not necessarily arguing against AI itself. Rather, they are questioning whether the public should be expected to subsidize the physical infrastructure required to support it.

Their position is increasingly straightforward: if an AI data center cannot operate profitably while paying the full cost of its electricity demand, cooling systems, water consumption, and infrastructure impacts, then perhaps the project is not economically viable in the first place.

Supporters of stricter regulation argue that requiring operators to absorb the true costs of construction and operation would force the industry to pursue more efficient technologies and smarter site selection. Facilities proposed for water-scarce areas, they argue, should be required to use cooling methods that minimize freshwater consumption even if those systems cost more.

As AI investment accelerates, that debate is likely to intensify. And that could be bad news for the AI industry as a whole. A recent study showed that nearly 50% of Americans now oppose data centers being located in their vicinity. The technology industry sees data centers as essential infrastructure for the future economy. Many consumers increasingly see them as a growing source of higher utility bills and resource competition. Nobody wants to be told they need to ration their water so that a highly profitable industry can use however much of it that they want.

Whether regulators ultimately side with the industry or with ratepayers may determine how and where the next generation of AI infrastructure gets built. And it could determine the outcome of some elections. In fact, it already has.

by Jim Malmberg

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