



NEWS RELEASE

Respond to:
 P.O. Box 185
 Trenton, New Jersey 08625-0185
 (609) 292-8700

CONTACT: JOSEPH W. DONOHUE
 DEPUTY DIRECTOR

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New Jersey Lobbying Expenditures Up 4.1 Percent in 2024

New Jersey lobbyists in 2024 spent \$103 million on efforts to influence legislation and executive actions in the state capital, a 4.1 percent increase from 2023, according to annual reports filed with the New Jersey Election Commission (ELEC).

Table 1
Annual Lobbying Expenditures in
New Jersey by Year 2014-2024

Year	Spending	Change-%	Year	Spending	Change-%
2024¹	\$103,010,949	4.1%	2018	\$ 91,720,129	0.001%
2023	\$ 98,930,477	4.1%	2017	\$ 91,718,809	2%
2022	\$ 95,076,034	-1%	2016	\$ 90,362,129	-1%
2021	\$ 95,987,195	-10%	2015	\$ 91,504,710	10%
2020	\$106,807,644	5%	2014	\$ 83,480,316	
2019	\$101,642,742	11%			

The top ten special interest spenders in 2024 alone expended \$6 million- six percent of total lobbying expenditures.

Table 2
Top Ten Special Interest Spenders in 2024

Group	2024	Change %	2023 Rank
Engineers Labor Employer Cooperative (ELEC)	\$ 833,169	3%	1
Verizon	\$ 753,036	109%	19
Chemistry Council of NJ (includes State Street Associates)	\$ 673,765	-1%	4
NJ Business & Industry Association	\$ 643,792	-3%	7
Public Service Enterprise Group (PSEG)	\$ 620,501	-10%	3
Horizon Blue Cross Blue Shield of NJ	\$ 555,226	3%	9
Comcast Corporation	\$ 516,217	8%	11
NJ Coalition of Automotive Retailers Inc (NJCAR)	\$ 505,035	83%	31
Prudential Financial Inc	\$ 459,913	6%	13
NJ Realtors	\$ 442,530	2%	14
Total Top Ten Spending	\$ 6,003,184		
Total Lobbying Spending	\$103,010,949		
Top Ten as Percent of Total	6%		

¹ Preliminary

The Engineers Labor Employer Cooperative, which also uses the ELEC acronym, is a coalition of groups supporting economic development that is spearheaded by International Union of Operating Engineers Local 825.

It was the top lobbying spender in 2016, 2023 and 2024.

**Table 3
Top Annual Lobbying Spenders in
New Jersey Ranked by Year Since 2000**

Year	Group	Amount
2024	Engineers Labor Employer Cooperative (ELEC)	\$ 833,169
2023	Engineers Labor Employer Cooperative (ELEC)	\$ 807,869
2022	Public Service Enterprise Group (PSEG)	\$ 849,112
2021	Public Service Enterprise Group (PSEG)	\$ 2,663,960
2020	New Jersey Education Association (NJEA)	\$ 6,255,530
2019	New Jersey Education Association (NJEA)	\$ 6,240,028
2018	Public Service Enterprise Group (PSEG)	\$ 1,475,770
2017	Horizon Blue Cross Blue Shield	\$ 2,524,921
2016	Engineers Labor Employer Cooperative (ELEC)	\$ 4,392,830
2015	New Jersey Education Association (NJEA)	\$10,348,911
2014	AARP	\$ 1,645,217
2013	New Jersey Education Association (NJEA)	\$ 3,316,893
2012	Public Service Enterprise Group (PSEG)	\$ 863,073
2011	New Jersey Education Association (NJEA)	\$11,259,886
2010	New Jersey Education Association (NJEA)	\$ 6,869,256
2009	NJ Progress	\$ 2,151,864
2008	AARP	\$ 1,261,734
2007	AARP	\$ 1,188,573
2006	Verizon	\$ 4,717,250
2005	NJ Builders Association	\$ 606,981
2004	NJ Builders Association	\$ 575,817
2003	NJ Builders Association	\$ 479,306
2002	NJ Builders Association	\$ 379,608
2001	NJ Builders Association	\$ 353,950
2000	NJ Hospital Association	\$ 804,081

Policy issues that drew the most attention of lobbyists during 2024 included adoption of the \$56.6 billion state budget for 2024-2025, an overhaul of the state public records law, a new law expanding protections for people with medical debt and changes to the New Jersey Transportation Trust fund.

Table 4
Legislation Proposed During 2024-2025 Session
Ranked by Most Official Contacts by Lobbyists²

Bill Numbers	Description	Official Contacts	Action
A4700/S2025	\$56.6 billion state budget for 2024-2025	788	Signed June 2024
A4045/S2930	Makes various changes to process for access to government records; appropriates \$10 million	159	Signed June 2024
A3521/S2422	Establishes occupational heat stress standard and "Occupational Heat-Related Illness and Injury Prevention Program"	128	Awaiting Final Committee Votes
A5009/S3398	Packaging Product Stewardship Act	107	Committee Approval February 2025
A3861/S2806	Louisa Carman Medical Debt Relief Act	102	Signed July 2024
A4713/S3571	Creates Health Care Cost Containment Commission; appropriates \$5 Million	89	Introduced September 2024
A3853/S2988	Extends certain pay parity regarding telemedicine and telehealth until July 1, 2026	80	Signed December 2024
A1480/S237	Revises state renewable energy portfolio standards	71	Awaiting Further Committee Action
A4704/S3513	Imposes 2.5 percent corporate transit fee on taxpayers with allocated taxable net income in excess of \$10 million under CBT	60	Signed June 2024
A4011/S2931	Revises New Jersey Transportation Trust Fund Authority Act; revises calculation of gas tax rate, and establishes annual fee for zero emission vehicles	59	Signed March 2024

Communications spending dropped 7 percent in 2024 to just under \$3.3 million. It represented about 3 percent of overall lobbying expenditures.

Table 5
Top Ten Expenditures on
Communications in 2024

Group	Amount
Engineers Labor Employer Cooperative (ELEC)	\$ 620,669
Building The Future Foundation	\$ 344,050
NJ League of Conservation Voters Education Fund	\$ 219,423
Stronger Fairer Forward	\$ 157,065
Rethink Energy NJ	\$ 131,588
Public Service Enterprise Group (ELEC)	\$ 125,000
AARP NJ	\$ 123,937
Fuel Merchants Association of NJ	\$ 109,187
NJ Business & Industry Association	\$ 101,730
NJ Realtors	\$ 100,777
Communications Expenditures- Top Ten	\$2,033,426
Communications Expenditures- Total	\$3,286,088
Top Ten as Percent of Total	62%

² See explanatory note on page 6 for how official contact rankings were determined.

An analysis of lobbying spending by business sector found that health care interests spent \$18.5 million, or 18 percent, topping all interest groups as they did in 2023. The total includes spending by non-hospital health industry firms, hospitals and pharmaceutical firms.³

Other top groups include business- miscellaneous at \$11.8 million, development at \$7.8 million, energy⁴ at \$7.6 million, and insurance at \$5.6 million.

Table 6
Lobbying Expenditures Categorized
by Business Sector in 2024

Rank	Sector	Total Spending	Percent
1	Health Care	\$ 18,541,966	18%
2	Business- Miscellaneous	\$ 11,771,920	11%
3	Development	\$ 7,812,863	8%
4	Energy	\$ 7,580,457	7%
5	Insurance	\$ 5,610,561	5%
6	Transportation	\$ 4,584,334	4%
7	Technology	\$ 4,116,406	4%
8	Education	\$ 3,809,009	4%
9	Finance	\$ 2,789,985	3%
10	Telecommunications	\$ 2,497,932	2%
11	Gaming	\$ 2,483,765	2%
12	Real Estate	\$ 2,435,404	2%
13	Ideological	\$ 2,158,887	2%
14	Trade Association	\$ 1,988,576	2%
15	Union	\$ 1,861,081	2%
16	Chemicals	\$ 1,609,124	2%
17	Environmental Protection	\$ 1,335,880	1%
18	Alcoholic Beverages	\$ 1,180,780	1%
19	Food Retail	\$ 1,174,894	1%
20	Lawyers	\$ 1,160,525	1%
21	Public Agencies	\$ 1,115,281	1%
22	Engineering	\$ 1,084,431	1%
23	Water	\$ 895,050	1%
24	Tobacco	\$ 650,960	1%
25	Marijuana	\$ 507,550	0.5%
26	Architects	\$ 433,811	0.4%
27	Hospitality	\$ 372,374	0.4%
28	Funeral	\$ 309,491	0.3%
29	Accountants	\$ 289,247	0.3%
	Unable to Categorize by Sector	\$ 10,848,407	11%
	Total	\$103,010,949	100%

³ Health care total includes miscellaneous=\$9,520,023; hospitals=\$4,356,291; pharmaceuticals=\$4,665,652.

⁴ Energy total includes miscellaneous=\$5,476,350; wind only=\$1,207,857; solar only=\$896,250.

The number of lobbyists rose from 892 to 908 in 2024- an increase of 1.8 percent. The largest number of registered lobbyists was 1,043 in 2008.

For the seventh consecutive year, the number of clients rose to a new high of 2,530. It was a 4.1 percent increase over 2023.

After spending on “benefit passing”- gifts like meals, trips or other things of value- hit a new low of \$1,145 in 2023, it rebounded somewhat to \$2,472 in 2024. The all-time record for “benefit passing” occurred in 1992 at \$163,375.

Receipts paid to governmental affairs agents rose to \$79.4 million- an increase of 10 percent. The percentage of fees received by the top ten remained about 61 percent of all fees paid to governmental affairs agents. Nine of the firms were on the top ten list in 2023.

**Table 7
 Top Ten Multi-Client Lobbying
 Firms Ranked by 2024 Receipts**

Firm	Receipts
Princeton Public Affairs Group Inc	\$10,997,685
Public Strategies Impact LLC	\$ 8,245,024
CLB Partners Inc	\$ 6,013,966
MBI Gluckshaw	\$ 4,631,752
The Zita Group LLC	\$ 3,833,100
Gibbons PC	\$ 3,663,730
McCarter & English LLP	\$ 3,379,437
River Crossing Strategy Group	\$ 2,827,500
Optimus Partners LLC	\$ 2,423,148
Advocacy & Management Group*	\$ 2,160,654
Receipts- Top Ten	\$48,175,996
Receipts- Total	\$79,389,494
Top Ten as Percent of Total	61%

*Not on top ten list in 2023.

Table 8
Lobbying Expenses by Category- 2020-2024

Category	2020	2021	2022	2023	2024	2023-2024 % + or -
Salary ¹	\$ 55,465,036	\$58,515,812	\$61,826,240	\$64,651,835	\$ 66,764,284	3%
Support Personnel	\$ 2,152,834	\$ 2,556,858	\$ 2,649,580	\$ 2,686,916	\$ 2,292,731	-15%
Fees ²	\$ 4,976,172	\$ 3,592,512	\$ 2,236,067	\$ 2,468,198	\$ 2,205,998	-11%
Communication Costs ⁴	\$ 18,141,915	\$ 7,163,184	\$ 3,097,942	\$ 3,523,199	\$ 3,286,088	-7%
Travel	\$ 168,658	\$ 144,250	\$ 233,767	\$ 345,875	\$ 358,223	4%
Benefit Passing ³	\$ 2,783	\$ 1,367	\$ 2,349	\$ 1,416	\$ 2,472	75%
Total	\$ 80,907,398	\$71,973,983	\$70,045,945	\$73,677,439	\$ 74,909,796	0.2%
Compensation to Governmental Affairs Agent Not Included on Annual Reports ⁵	\$ 25,900,246	\$24,013,212	\$25,030,089	\$25,253,038	\$ 28,101,153	11%
Adjusted Total*	\$106,807,644	\$95,987,195	\$95,076,034	\$98,930,477	\$103,010,949	4%

- 1- Salary includes in-house salaries and payments to outside agents.
- 2- Fees include assessments, membership fees and dues.
- 3- Benefit passing includes meals, entertainment, gifts, travel and lodging.
- 4- Communication costs include: printed materials, postage, telephone calls, faxes, receptions, and, in 2006 and years following, also includes direct mail pieces, newspaper advertisements, and television and radio broadcasts.
- 5- Compensation paid by Represented Entities filing the Form L-2 designating a Governmental Affairs Agent now being added due to a change in ELEC methodology to better capture all payments to outside agents

In New Jersey, lobbyists who raise or spend more than \$2,500 were required to file a report on February 15th that reflects activity from the prior calendar year.

Summary information about lobbyist activities in 2024 can be obtained at the following website:

https://www.elec.nj.gov/publicinformation/gaa_annual.htm. Copies of annual reports are also available on ELEC’s website.

Explanatory notes about most official contact rankings

While state law requires lobbyists to disclose their official contacts involving legislation and other regulated activities, the reader should be aware that such a contact can be narrow or broad. Rankings are best guesses, not necessarily exact.

For example, a lobbyist might report that a client- say, a hospital’s chief executive- met with the legislative sponsor and an aide in an office. That would count as one contact.

Another lobbyist might report sending emails to all 120 members of the legislature urging them to support, oppose or modify the same bill. ELEC staff counts such an outreach effort as one official contact even though it may target more than one lawmaker.

Another caveat- while quarterly lobbying reports disclose direct attempts to influence legislation, they don’t disclose more indirect efforts. Lobbyists sometimes organize “grassroots” campaigns to mobilize the public for or against legislation using advertisements aired on television or other media. Efforts to harness legislative constituents in this way are disclosed in annual lobbying reports.