



TO: INTERESTED PARTIES
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 RE: DATA CENTER PRINCIPLES BOOST SUPPORT FOR DEVELOPMENT
 DATE: SEPTEMBER 28, 2026

In a national survey, Fabrizio Lee and Impact Research found core principles can be followed by data centers to make both adults and registered voters more likely to support the development and construction of data centers in the United States.

Data Centers protecting residents and providing revenue and jobs boosts support

Asked about five principles data centers would adhere to when constructing and operating facilities, each principle makes both adults and registered voters at least a net 20-points more likely to support the construction of data centers in the United States. The largest boost in support comes from following the Ratepayer Protection Pledge and supporting grid upgrades, with funding local priorities, hiring local residents, being responsible stewards of the environment, and working to earn the support of local communities all strong positives in favor of data centers.

Now, if you knew that each of the following were TRUE about data centers, please tell me whether it would make you MORE likely or LESS likely to support the development and construction of more Data Centers in the United States. If it would make no difference, just say so. (RANDOMIZE STATEMENTS)				
		Total More Likely	Total Less Likely	Net More Likely
Data centers will bear the full cost of energy they use, so they do not increase residents' utility bills. They will build, bring, or pay the full cost of the new generation and transmission to their facilities rather than drawing down the supply communities depend on. They will cover the full cost of all grid upgrades necessary, pay for contracted capacity whether or not they use it, so unused energy reservations are never passed onto households. They will also support dedicated large-load rate structures that ensure data-center utility costs are always paid for by data centers. And they will coordinate with grid operators to contribute to a more reliable grid, helping keep the lights on for everyone.	Adults	44	18	+26
	RV	48	16	+32
Data centers will give back to the communities that host them, so they can fund local priorities such as rec centers, schools, roads, hospitals, and first responders, or choose to reduce property taxes. Their infrastructure can grow economic opportunity in a community, reduce the rate of poverty, and improve local finances.	Adults	46	17	+29
	RV	45	17	+28

		Total More Likely	Total Less Likely	Net More Likely
Data centers will prioritize hiring residents from the communities where they invest and support local technical-education and workforce-training programs that prepare people for careers in technology and the skilled trades.	Adults	44	16	+28
	RV	43	16	+27
Data centers will be responsible stewards of the environment wherever they are built, minimizing water use and protecting local water supplies by using advanced, efficient cooling technologies that will save tens of millions of gallons of water each year, investing in local water infrastructure, and pursuing water replenishment projects where regionally feasible, recognizing that water availability differs by community. They will prioritize environmentally responsible construction practices, build new greenspaces, and protect communities from noise pollution.	Adults	44	19	+25
	RV	44	19	+25
Data centers will work to earn the support of the communities in which they locate, engaging local leaders and residents early, listening, and with transparency. The infrastructure projects will be respectful of community concerns and quality of life.	Adults	39	18	+21
	RV	39	18	+21

METHODOLOGY STATEMENT: Fabrizio, Lee & Associates and Impact Research conducted a national survey of 1,200 adults from September 18-21, 2026. The survey included 960 registered voters. The interviews were split 40% live-operator cell phone/15% live-operator landline/45% SMS to web. Both the adults and registered voter samples were weighted on gender, age, race/ethnicity, party, 2024 vote, and education using targets derived from the Census, voter file, election results, and previous research. Respondents were randomly selected from lists of adult consumers and registered voters. The margin of sampling error at the 95% confidence interval is $\pm 2.8\%$ for 1,200 adults and $\pm 3.2\%$ for 960 registered voters.

KEY DEMOGRAPHICS

Party Registration/Affiliation

	Adults	RV
Democrat	34%	34%
Republican	32	32
Independent	25	26
Something else	5	5
Refused	3	3

2024 Presidential Vote

	Adults	RV
Donald Trump	42%	44%
Kamala Harris	41	43
Other	3	3
Did not vote for President	11	7
Refused	3	3

Race/Ethnicity

	Adults	RV
White	64%	67%
Latino/Hispanic	16	13
African American/Black	12	12
Asian American	5	4
Native American	2	2
Other	1	1
Refused	1	1

Age

	Adults	RV
18-34	26%	25%
35-44	17	17
45-54	13	12
55-64	17	17
65+	23	25
Refused	3	4

Gender

	Adults	RV
Female	51%	52%
Male	49	48

Education

	Adults	RV
High School or Less	26%	25%
Some College	41	41
4-Year College Degree+	33	34
Refused	<1	<1