

DATA CENTER NATIONAL POLLING

JULY 2026



Voters want data center guardrails

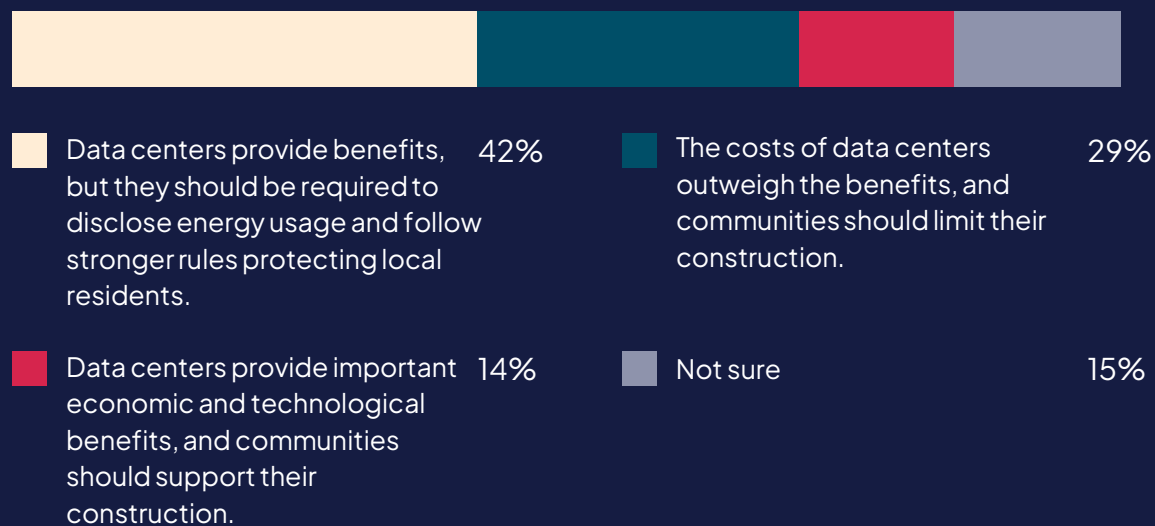


Which of the following comes closest to your view?

71%

SAY DATA CENTERS NEED
STRONGER RULES OR LIMITS
ON CONSTRUCTION

FULL BREAKDOWN



Source: Morning Consult Polling, July 17-19, 2026 | 2,202 registered voters | MoE $\pm 2\%$

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Why Are Voters Alarmed About Data Centers?



How concerned are you about each of the following potential effects of data center construction?

EVERY CONCERN TESTED TOPS 73% OVERALL. INTENSITY IS HIGHEST ON POCKETBOOK COSTS AND PROCESS.



Source: Morning Consult Polling, July 17-19, 2026 | 2,202 registered voters | MoE $\pm 2\%$

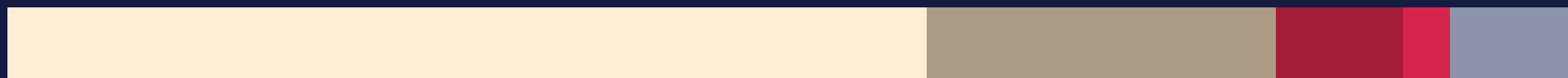
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Voters want data center deal disclosure



Should deals that data centers make with communities be disclosed to their voters, including tax breaks, electricity arrangements, infrastructure commitments, and other data center incentives?

80% SUPPORT



Strongly support 58%

Somewhat support 22%

Somewhat oppose 8%

Strongly oppose 3%

Not sure 8%

Source: Morning Consult Polling, July 17-19, 2026 | 2,202 registered voters | MoE $\pm 2\%$

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Voters want their voices heard



Do you agree or disagree with the following statement? Large technology companies have too much power over local communities when negotiating whether and how data centers are built.

80% AGREE



Strongly agree 48%

Somewhat agree 32%

Somewhat disagree 7%

Strongly disagree 3%

Not sure 9%

Source: Morning Consult Polling, July 17-19, 2026 | 2,202 registered voters | MoE $\pm 2\%$

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Voters choose guardrails over moratoriums



Policymakers have proposed different guardrails on data center construction. Which of the following would you prefer?

Clear rules: transparency, community input, and protections against higher bills

57%

A moratorium halting the construction of all new data centers

23%



9% neither | 12% not sure

Source: Morning Consult Polling, July 17-19, 2026 | 2,202 registered voters | MoE $\pm 2\%$

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Voters support data centers with guardrails



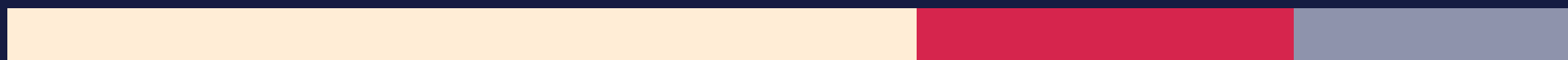
Suppose a proposed data center were required to disclose its electricity use, pay the full cost of the electrical infrastructure it requires, and go through a public community review process. Under those circumstances, would you prefer to:

Allow the project to move forward if it meets those requirements

Stop the project from being built

58%

24%



18% not sure

Source: Morning Consult Polling, July 17-19, 2026 | 2,202 registered voters | MoE $\pm 2\%$

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The Data Center Playbook

Communities are objecting to opacity and absorbing costs

Socialized Costs

Costs allocation across customers

Revenue

Tax exemptions and discounted power

Stranded Assets

Forecasts may be inflated; ratepayers could absorb upgrade costs

Opaque Deals

Communities cannot weigh tradeoffs

38

states offer data center tax exemptions

\$1.6B

Virginia's data center sales and use tax exemptions in FY2025 alone.

80%

of Virginia localities with proposed projects had signed NDAs with developers, 2024–25.

Behind the Build: Data Center Playbook

Zoning and Permitting

Rezoning, special-use permits and siting conditions sit with the county. Ordinances can set noise ceilings, buffer distances from homes, and energy-use standards

Tax Rates

Raise rates on computer equipment or drop exemptions outright; Assess tax exemption tradeoffs
Prince William County, VA raised its equipment rate from \$2.15 to \$4.15 per \$100, 2024–26.

Transparency Rules

Avoid NDAs, cap their terms, and require a public review window before board votes on covered projects

Pima County, AZ adopted a 90-day sunshine period and quarterly reporting of active NDAs · New York SB 373

Enforceable Community Benefits

Condition approval on a community benefit agreement with binding hiring, minimum payment and environmental terms

West Des Moines, IA secured all-renewable operation and \$2B+ in tax revenue from Microsoft.

Behind the Build: Data Center Playbook

Cost Allocation

Direct the public utility commission to determine who is bearing grid-upgrade costs, publish the finding, and assign the costs to the load that caused them

California SB 57 · Virginia HB 503

Large-Load Tariffs & Financial Assurance

Require minimum-take contracts and contingency funding before construction

Kentucky HB 544

Flexible-Load Standards

Define what qualifies as a flexible load and require the ability to curtail grid demand at system peak without degrading operations

Incentive Design

Audit existing exemptions and condition them on wage floors, hiring quotas, and long-term operating commitments, or repeal them

Maine LD 713

30 → 13 GW

Interconnection requests at AEP Ohio collapsed after a new tariff required data centers to pay for 85% of the energy they asked for, over 12 years

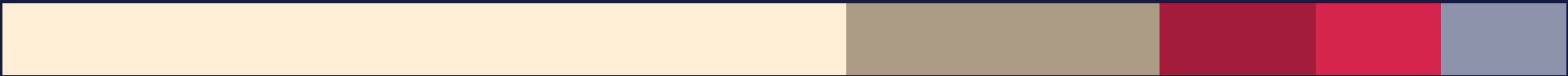
Thank You

Super majority supports energy transparency



Would you support or oppose requiring large data centers to disclose how much electricity they use?

74% SUPPORT



Strongly support	54%
Somewhat oppose	10%
Not sure	8%

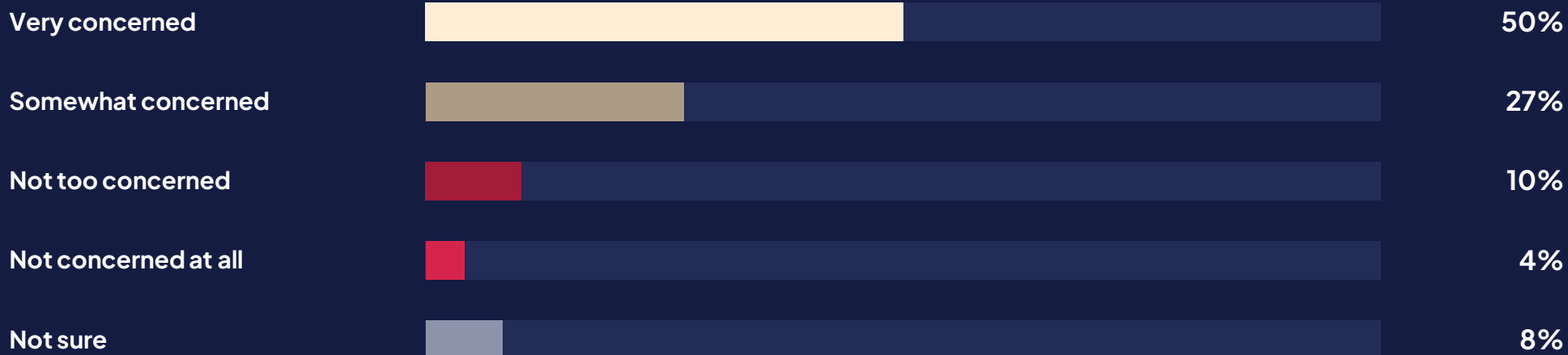
Somewhat support	20%
Strongly oppose	8%

Concern: deals cut without public input



How concerned are you about each of the following potential effects of data center construction? Data center agreements are negotiated without public input, sidelining voters who deserve a say.

77% CONCERNED OVERALL



Source: Morning Consult Polling, July 17-19, 2026 | 2,202 registered voters | MoE $\pm 2\%$

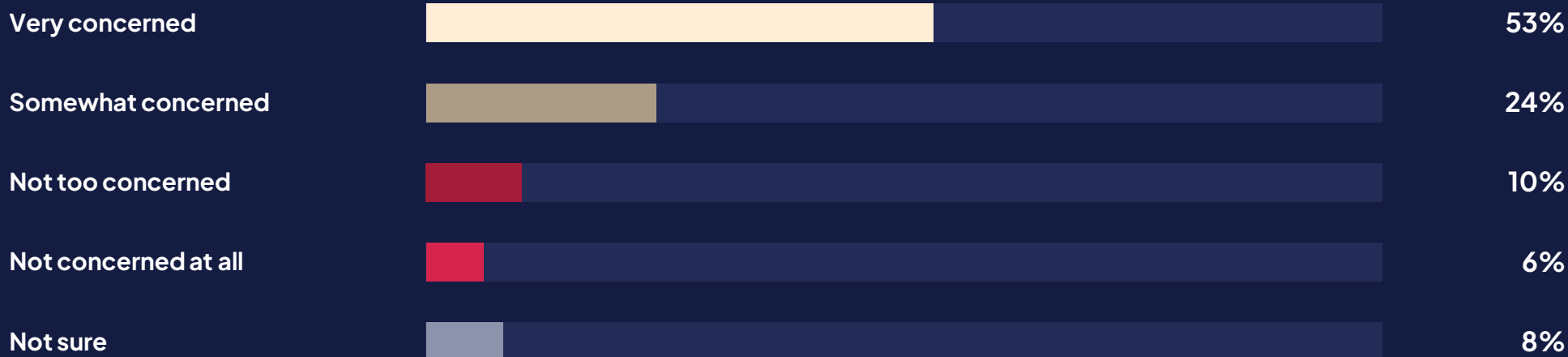
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Concern: higher electricity bills



How concerned are you about each of the following potential effects of data center construction? Data centers increase electricity bills for families and small businesses.

77% CONCERNED OVERALL



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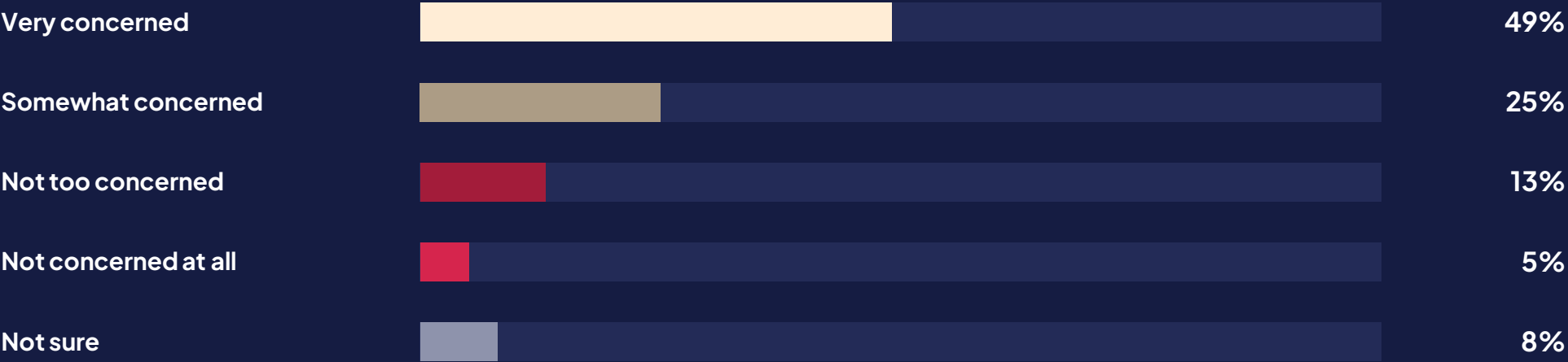
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Concern: heavy water use



How concerned are you about each of the following potential effects of data center construction?
Data centers use large amounts of water.

74% CONCERNED OVERALL

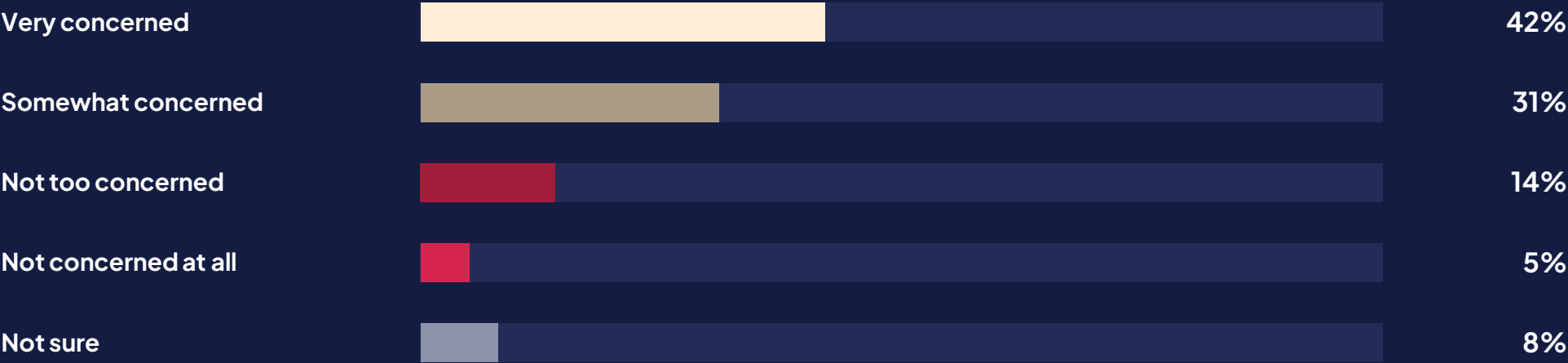


Concern: industrial noise



How concerned are you about each of the following potential effects of data center construction? Data centers introduce industrial noise and disrupt neighborhoods.

73% CONCERNED OVERALL

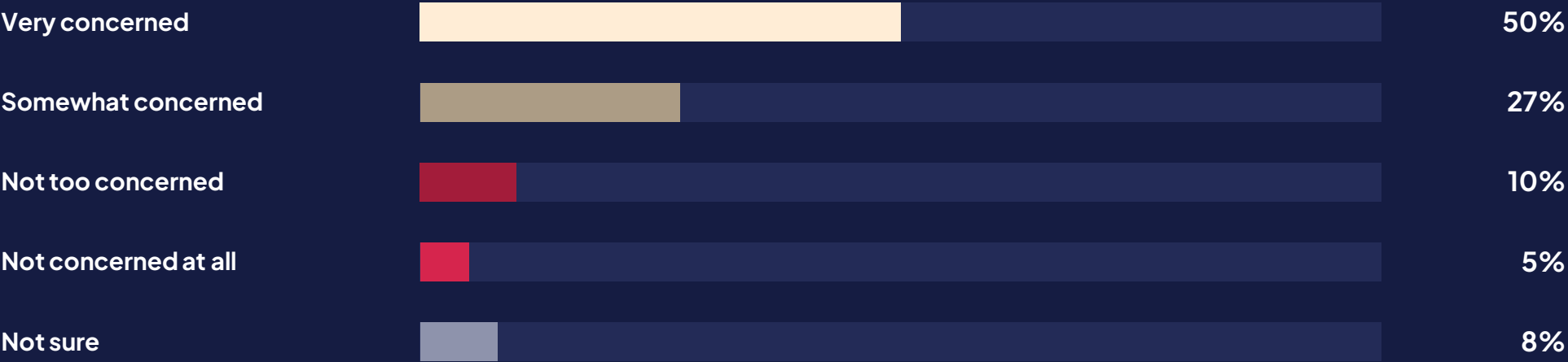


Concern: hidden taxpayer subsidies



How concerned are you about each of the following potential effects of data center construction? Taxpayers are forced into subsidizing data center construction without knowing the full cost.

77% CONCERNED OVERALL

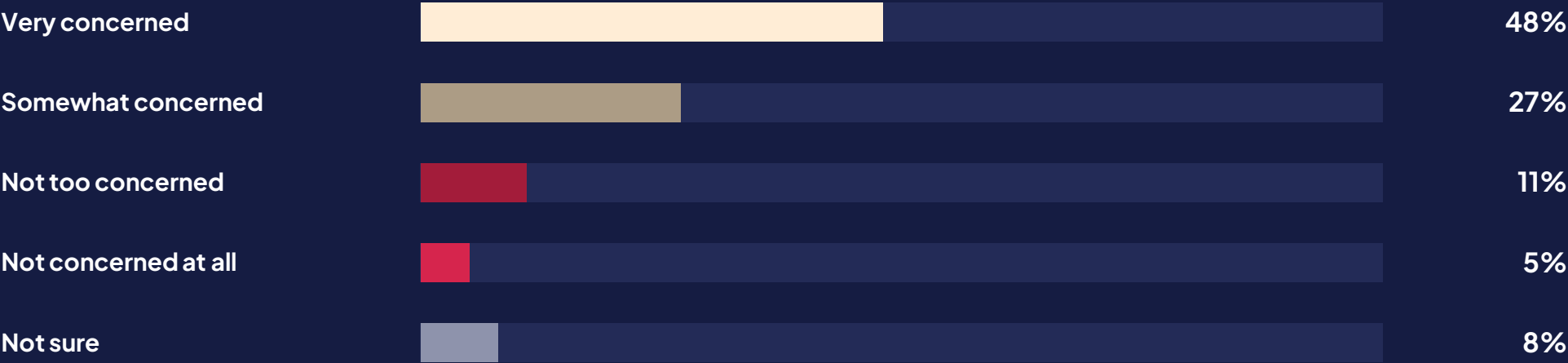


Concern: insufficient public input



How concerned are you about each of the following potential effects of data center construction? Data center agreements being negotiated without sufficient public input.

75% CONCERNED OVERALL

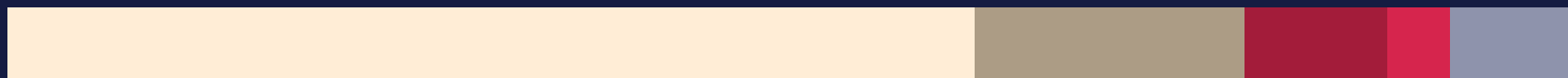


Make companies pay for grid upgrades



Would you support or oppose requiring data center companies to pay the costs of electrical grid upgrades needed to serve their facilities, rather than passing those costs on to residents?

78% SUPPORT



Strongly support 61%

Somewhat support 17%

Somewhat oppose 9%

Strongly oppose 4%

Not sure 8%

Source: Morning Consult Polling, July 17-19, 2026 | 2,202 registered voters | MoE $\pm 2\%$

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