

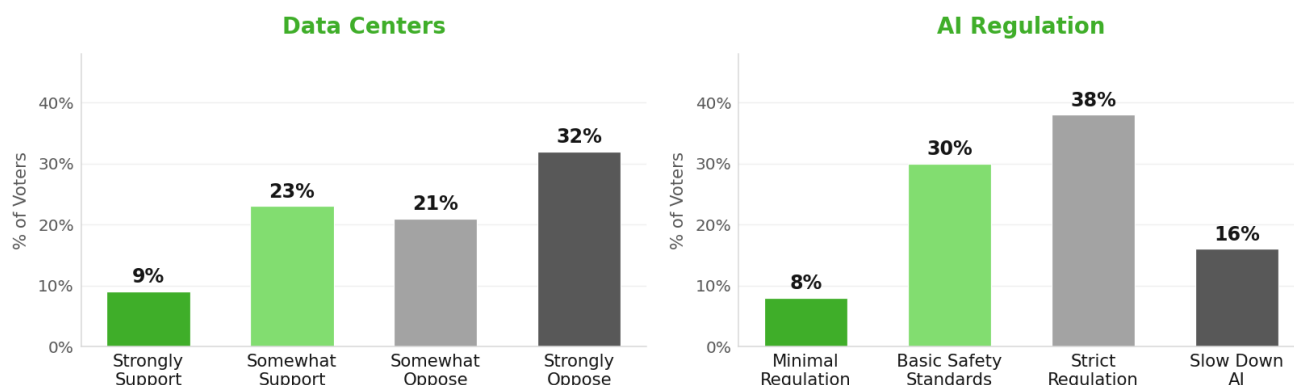
DEEP ROOT ANALYTICS - MEMORANDUM

From: Deep Root Analytics
Date: June 2026
Subject: Data Centers & AI Regulation

Overview

Deep Root Analytics' Q2 national modeling project show registered voters are found to have a broadly negative sentiment towards data centers and support stricter artificial intelligence (AI) regulation. The national project was fielded across 3,000 voters from May 31-June 3 and modeled to the national voter file. These voter feelings cut across many demographics including party, age, gender, income, geography, and education. **Nationally, just 32% of voters support data center development while 53% oppose them (net -21% support).** On AI regulation, 38% prefer minimal or basic safety regulation standards while 53% favor strict regulation or slowing AI development entirely, equating to a net -15% for the light AI regulation approach.

National Overview: Data Centers & AI Regulation



Data Centers

Voters were given to two different narratives on local impacts for data center development:

- *Data centers are important for economic growth, artificial intelligence, and modern technology, and can bring jobs and investment to local communities.*
- *Data centers use too much water and electricity, raise utility prices, strain local infrastructure, and can negatively impact nearby communities.*

Afterwards, voters were asked how strongly they would support or oppose data centers in their community. Results show that opposition to data centers is unanimous among all demographics but uneven. **Certain groups — older voters, women, rural communities, less-educated, and lower-income households — are far more negative than the national average.** Democrats disapprove of data centers more than Republicans voters.

Age

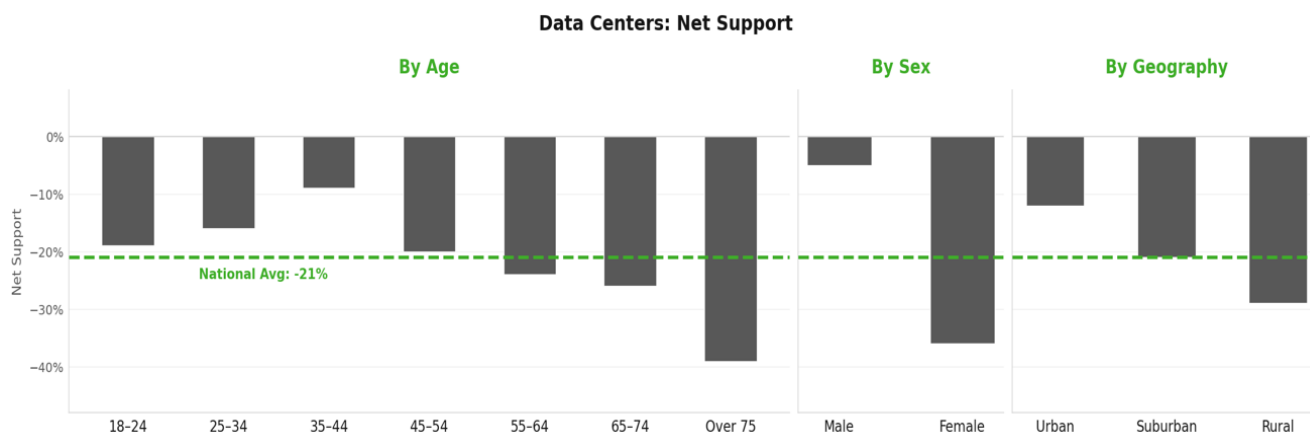
Voters 55 and older drive data center opposition. The 55–64 cohort sits at net -24% and opposition intensifies with each decade, reaching a peak among voters over 75 at net -39% — nearly double the national average. At the other end, voters aged 35–44 are the most favorable group at net -9%.

Sex

The gender gap is the single most dramatic divide in the data center findings. Women are net -36%, a full 31 points below men at -5%. Men are one of the closest groups approaching net 0%.

Geography

Urban voters are the least opposed at net -12%, 9 points better than suburban (-21%) and 17 points better than rural (-29%). The rural/urban gap likely reflects direct exposure to data center land use and energy consumption. Regionally, Midwest states have the lowest net at -27% while the Southern states have the highest approval at -19% — still not close to break even.

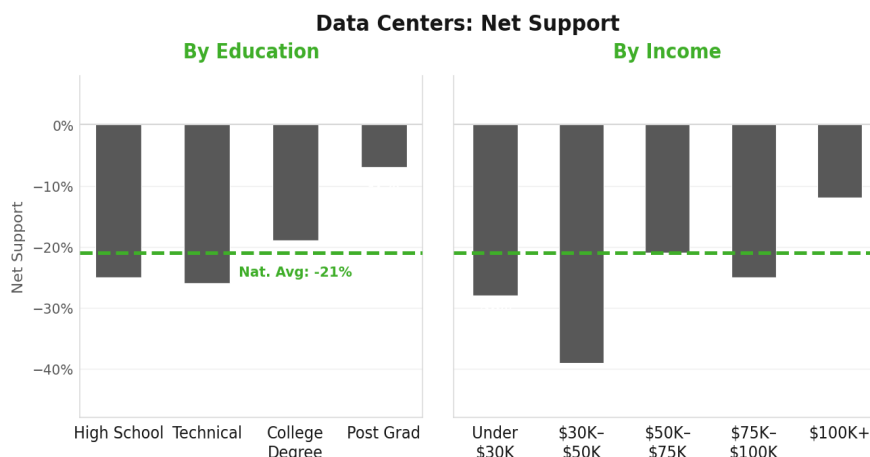


Education

Post-graduate voters are the most favorable education segment at net -7%, roughly 19 points better than non-college voters. College-educated voters fall in between at net -19%, showing a notable difference between education levels but still a unified disapproval of data centers.

Income

Voters earning \$100K or more come in at net -12%, while the \$30K–\$50K income band is the most opposed of any income group at net -39%. Opposition eases steadily as income rises, pointing to a technology-adjacent professional class that is meaningfully more comfortable with data center infrastructure than the broader electorate.



Party

Democrats and Independents are opposed to data centers more than Republicans, but no partisan group is net positive overall. Strong Democrats sit at net -30% support for data centers, roughly 14 points worse than Strong Republicans at -16%. Independents cluster in the middle but lean negative, with Steady Independents at -23%.

The net support for data center development stands at -15% across all GOP voters. However, the divide within the party amongst different demographics is staggering.

Republican men are nearly neutral at -1% while Republican women sit at -33% — a 32-point gap that dwarfs any other split in the data.

Income follows a similar pattern: Republicans earning under \$50K are net -34%, while \$100K+ Republicans are only -4%. Urban Republicans (+1%) and post-graduates (+4%) are the only subgroups to break into net positive territory, representing the narrow base of support within the GOP.

Non-White Republicans are meaningfully more favorable than White Republicans (-2% vs. -16%), a 14-point gap that suggests data center messaging may have traction with the minority GOP coalition.

	Total Support	Total Oppose	Net
Strong GOP	36%	52%	-16%
Steady GOP	35%	52%	-17%
Volatile GOP	37%	50%	-12%
Volatile IND	32%	54%	-22%
Steady IND	31%	55%	-24%
Volatile DEM	30%	54%	-24%
Steady DEM	28%	56%	-29%
Strong DEM	26%	56%	-30%

	Total GOP Support	Total GOP Oppose	Net GOP
Rural	31%	56%	-24%
Suburban	38%	49%	-11%
Urban	46%	45%	+1%
Male	44%	45%	-1%
Female	26%	59%	-33%
White	36%	52%	-16%
Non-White	41%	43%	-2%
High School	33%	55%	-22%
Technical	33%	53%	-20%
College	39%	48%	-9%
Post-Grad	47%	43%	4%
Age 18-34	41%	50%	-9%
Age 35-54	39%	47%	-8%
Age 55+	32%	54%	-22%
Under \$50K	26%	60%	-34%
\$50K-\$100K	36%	52%	-16%
\$100K+	41%	46%	-4%

AI Regulation

On AI regulation, voters chose among four positions on thoughts regarding AI regulation:

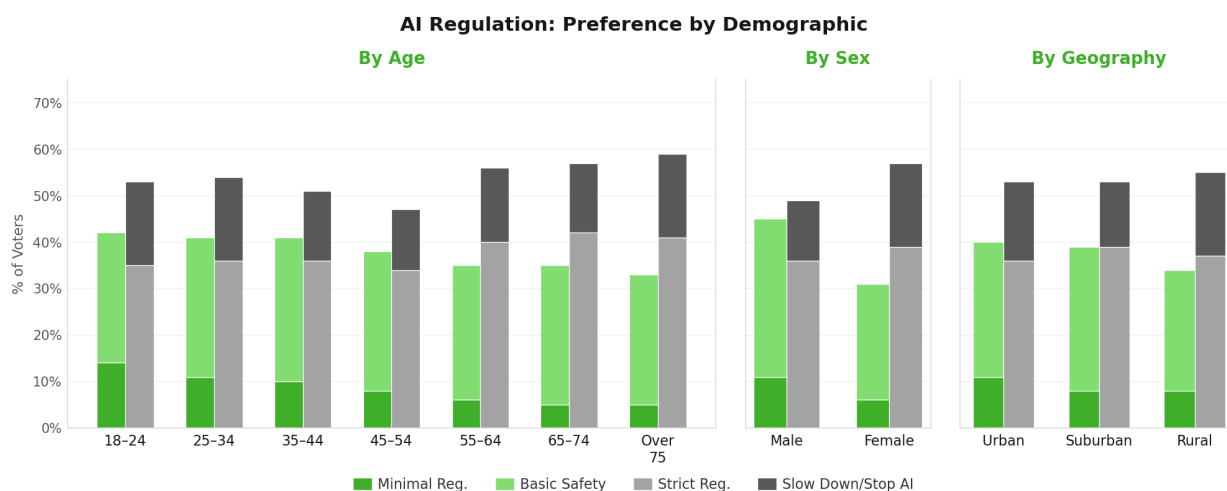
- *The government should mostly stay out of the way and let AI companies innovate with minimal regulation.*
- *The government should set basic safety standards for AI that are designed to keep American companies competitive.*
- *The government should set strict regulations on AI that prioritize safety, even if it slows down innovation.*
- *The government should do everything in its power to slow down AI development or stop it altogether.*

Combined, there were two general attitudes from the survey: some voters wanting *light* regulation by enacting minimal regulation or only setting basic safety standards, while other voters supported *stricter* regulation to prioritize safety and slow down AI development.

Nationally, 53% fall in the strict regulation camp (Strict + Slow Down/Stop), with only 38% preferring light regulation (Minimal + Basic Safety). **The demographic patterns largely mirror the data center findings, though all demographic groups remain skeptical.**

Age

Younger voters are the most open to light AI regulation. Voters aged 18–24 are the most permissive cohort, with 42% choosing light regulation. From age 55 onward, stricter preferences dominate — the 55–64 group reaches 56% strict regulation, rising modestly through the over-75 cohort at 59%. The pattern reinforces a generational comfort gap with emerging technology that appears consistently across both issues in this survey.



Sex

Women favor stricter AI oversight significantly more than men. The stricter regulation preference is 57% among women and 49% among men — an 8-point gap on the net regulatory preference. While this gap is smaller than the 31-point data center divide, **it runs in the same direction and reflects a broader pattern of women expressing greater caution toward technology expansion.**

Geography

Geographic differences on AI regulation are smaller than on data centers. Rural voters favor stricter regulation at 55%, while urban and suburban voters are close behind at 53% each. **The overall gap between geographies on AI is far narrower than the 17-point rural/urban spread on data center opposition.** Suburban voters stand out for their higher Basic Safety preference (31%), suggesting pragmatism toward oversight.

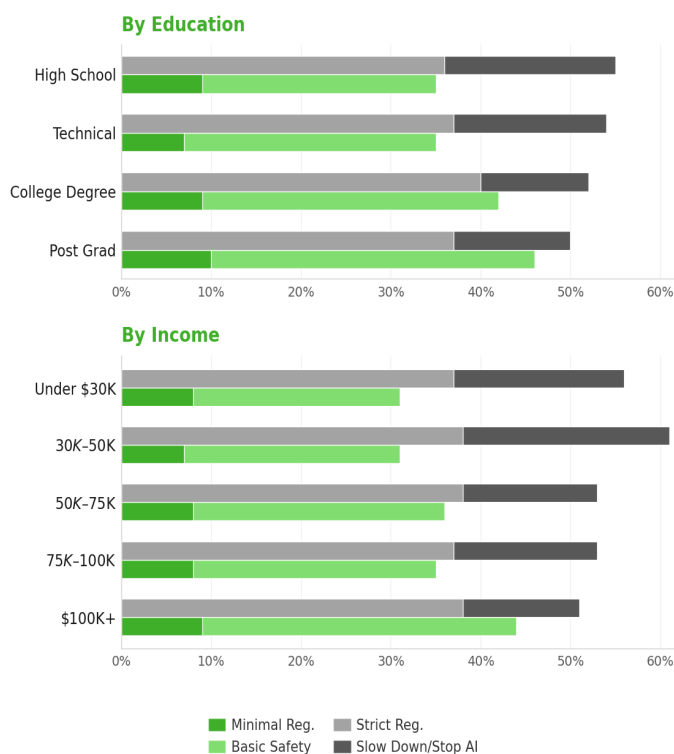
Education

Post-grad and college educated voter favor light AI regulation significantly more than non-college voters – post-grads show a 46% light regulation preference, 12 points above technical degree holders. Great familiarity with AI likely drives this gap, with high school and technical voters clustering together on the more skeptical end.

Income

The income gradient on AI regulation mirrors education. Voters earning \$100K or more show the lowest acceptance of stricter regulation at 50%. By contrast, the \$30K–\$50K band has the highest approval for stricter regulation at 61% — **a combination that signals deep skepticism about AI development among lower-income voters, reflecting economic anxiety about automation and job displacement.** Of voters making less than \$50K, white voters favor stricter regulation at 57% while black voters only favor with 30%.

AI Regulation: Preference by Demographic



Party

	Minimal Regulation	Basic Safety Regulation	Strict Regulation	Slow Down/ Stop AI
Strong GOP	9%	32%	35%	16%
Steady GOP	9%	34%	35%	17%
Volatile GOP	10%	33%	36%	14%
Volatile IND	9%	30%	39%	13%
Steady IND	9%	22%	38%	18%
Volatile DEM	8%	28%	38%	16%
Steady DEM	7%	27%	41%	16%
Strong DEM	6%	27%	41%	16%

Democrats and Independents favor stricter AI oversight than Republicans, but the partisan gap is narrower than on data centers. Strong Democrats prefer stricter regulations at 57% versus 51% for Strong Republicans — a modest 6-point spread.

The Base & Moveable Audience

Not all opposition to data centers and AI regulation is equally distributed. Targeting certain demographic subgroups creates pathways to move public opinion on data centers. **Data center swing audiences have a higher proportion of more racially diverse, suburban and urban households, younger to middle-aged voters, and men — groups whose opposition is softer.** These voters are more responsive to affirmative messaging about economic benefit, local investment, and infrastructure value than to counter-messaging against specific objections.

The moveable audience matters, but in environments this broadly negative, **hardening existing support is equally — if not more — important than persuasion.** The pro-data center base is disproportionately high-income, post-graduate, non-rural men — voters close enough to neutrality that modest messaging investment could push them into durable support. A similar profile holds for light AI regulation, where \$100K+ earners and post-grads already show the strongest preference for the lighter regulation approach. In a -20% environment, there may be a strong case for consolidating a willing minority before or alongside any broader effort to move a skeptical majority.

Conclusion: A Bipartisan Disapproval

The most striking finding across both issues is how little partisan identity changes the overall picture. In a polarized political environment, **skepticism of data center expansion and support for AI oversight are among the few positions that majorities in both parties share.**

The drivers differ somewhat by issue. Data center resistance is most intense among older voters, women, lower-income households, and rural communities — groups that are least served by the technology economy and who experience infrastructure projects as a local imposition rather than an economic benefit. On AI, the desire for strict oversight is more evenly distributed, with fault lines running along age, gender, and education.

What unites both is a consistent undercurrent of skepticism toward large-scale technology expansion that does not map onto traditional political coalitions; however, creating specific audiences can help move the needle on demographic specific approval. **The challenge for communicators is not persuading one side of the aisle — it is finding a message that speaks to a broadly skeptical electorate across party lines.**