South Carolina Voters Back Statewide Guardrails on Data Centers

DATE: October 5, 2026
FROM: Rick Quinn, President, Resonance Media
RE: Survey of 800 Registered Voters in South Carolina

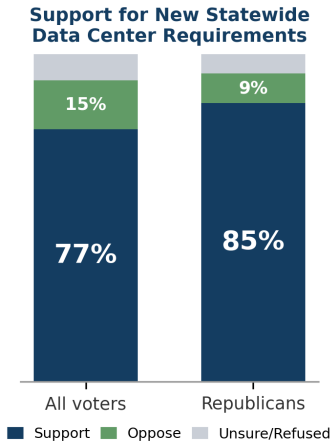
Summary

In a new statewide survey of 800 registered voters, South Carolinians overwhelmingly favor the General Assembly passing a uniform statewide framework for data center development, one that protects ratepayers, keeps decisions local, safeguards the environment and delivers property tax relief for homeowners. Voters across party lines support it, and elected officials who back it are on the winning side of this issue.

Statewide Requirements Have Broad Support

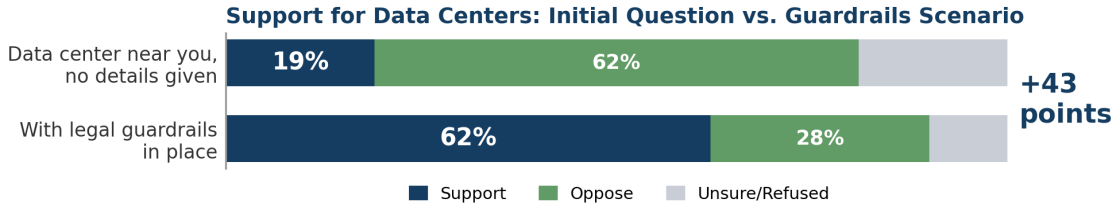
Voters want the General Assembly to set the rules. **77% support new statewide requirements** for data centers, including 55% who strongly support them. Just 15% are opposed.

The number goes up with Republicans. **85% of Republicans support statewide requirements** and only 9% oppose them.



Guardrails Turn Opposition Into Support

Asked about an unspecified data center near them, just 19% of voters are supportive. When the project comes with legal guardrails that require companies to pay their full power costs, protect the air and water, ensure local decision making, prohibit publicly funded incentives and deliver homeowner property tax relief, **support climbs to 62%**, more than three times the initial 19%. That's a 43-point difference. Among Republicans it reaches 75%.



A Political Asset for Candidates

59% of voters are more likely to support a candidate who backs data center guardrails requiring companies to pay their own power costs, conserve water, limit noise, and lose their special tax exemptions if they fail to meet those standards. Just 18% are less likely. That holds across party lines, with 66% of Republicans, 52% of independents and 57% of Democrats more likely to support that candidate.

Specific Protections Move Voters

Each protection we tested moved a solid majority. Among voters asked each one, 66% are more likely to support data centers with public reporting of power and water use, 64% with setbacks, buffers and noise limits, 63% with closed-loop water recycling and 62% when companies pay for their own power infrastructure and generation.

The Power Bill Is the Real Issue

Only 1.5% of voters name data centers as their top issue this election. Their electric bill is a different story. 71% say their bill has gone up noticeably, and 39% say it has gone up a lot. Voters will judge data center policy by what it does to their power bill, which is why making these companies cover their own power costs belongs at the center of any plan.

Methodology: *This survey of 800 registered South Carolina voters was conducted September 8-24, 2026, by live interviews on landline and cell phones. Results are weighted. The margin of error is ±3.5% for the sample of 800.*