

REALTOR® Impact Perceptions

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2026 DATA CENTER IMPACT

The data and the REALTOR®
perspective on data centers and
local markets

REALTOR® Impact Perception Survey

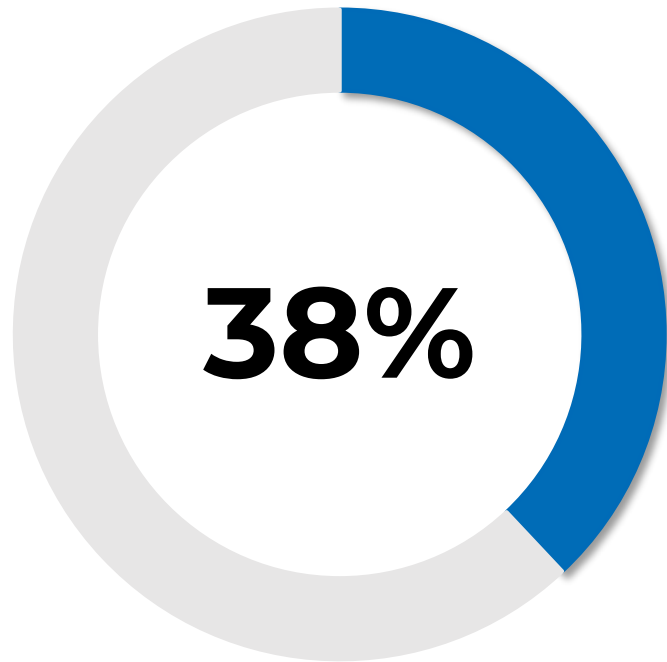
- Online survey in May 2026
 - 2,357 REALTOR® respondents nationwide
- REALTOR® perceptions of market impact
- Residential & Commercial Impacts
 - Property values
 - Demand
- Local Impact
 - Job market
 - Resident/client concerns



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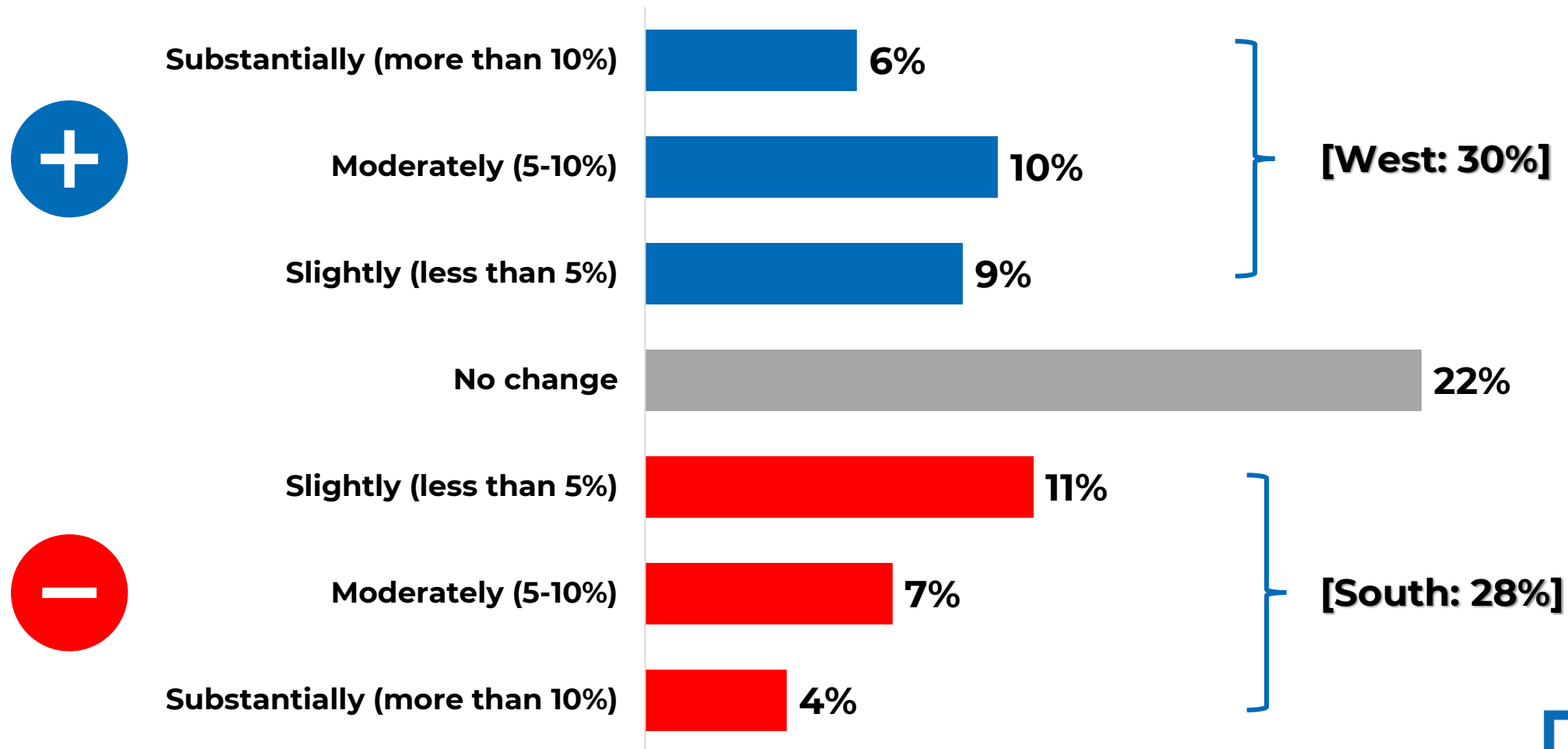


Presence of Data Centers

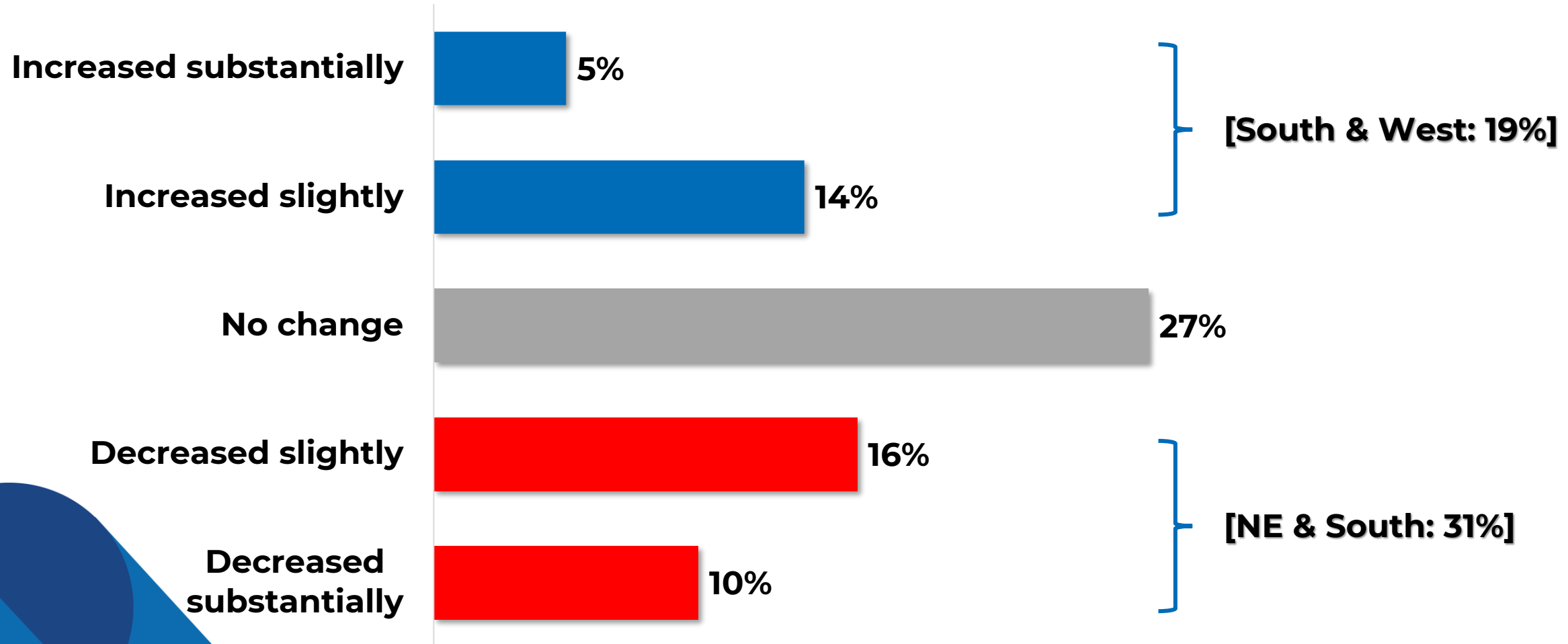


of survey respondents conduct real estate business in an area where a data center has been developed or is in development.

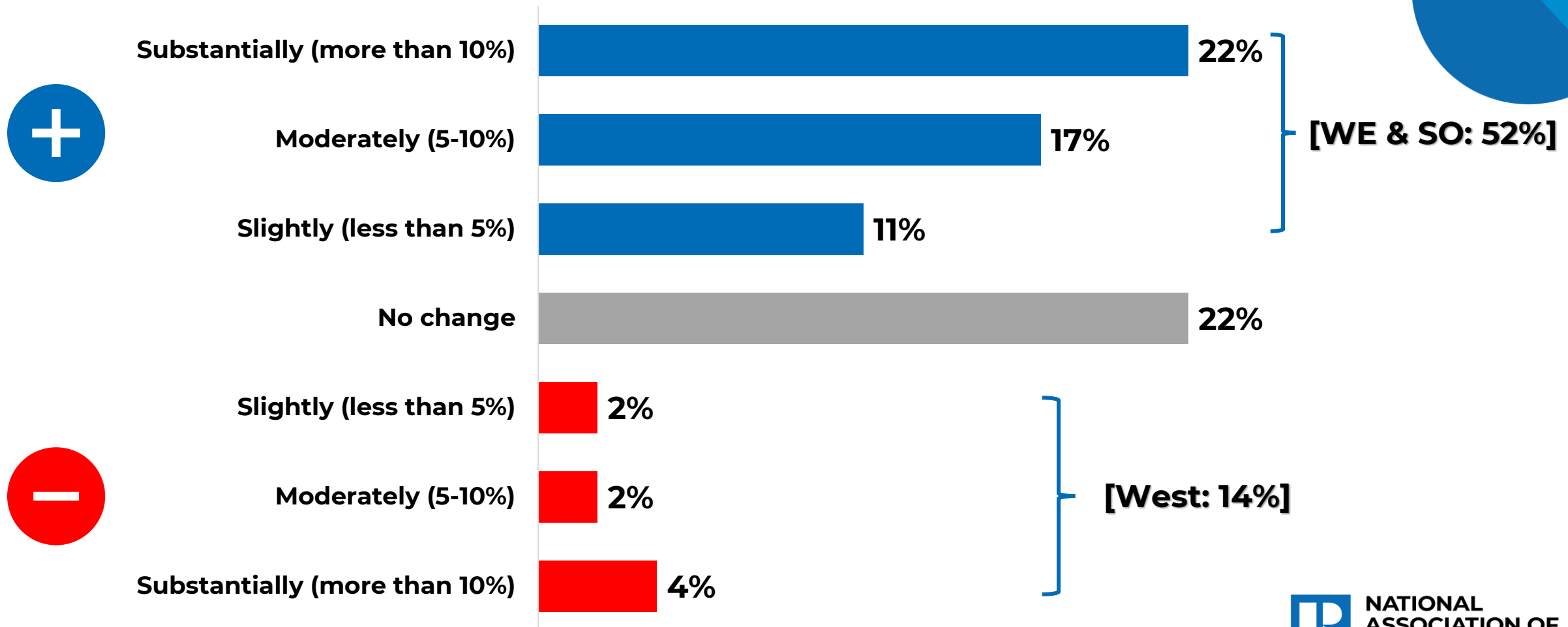
Mixed Perceptions on Residential Values Impact



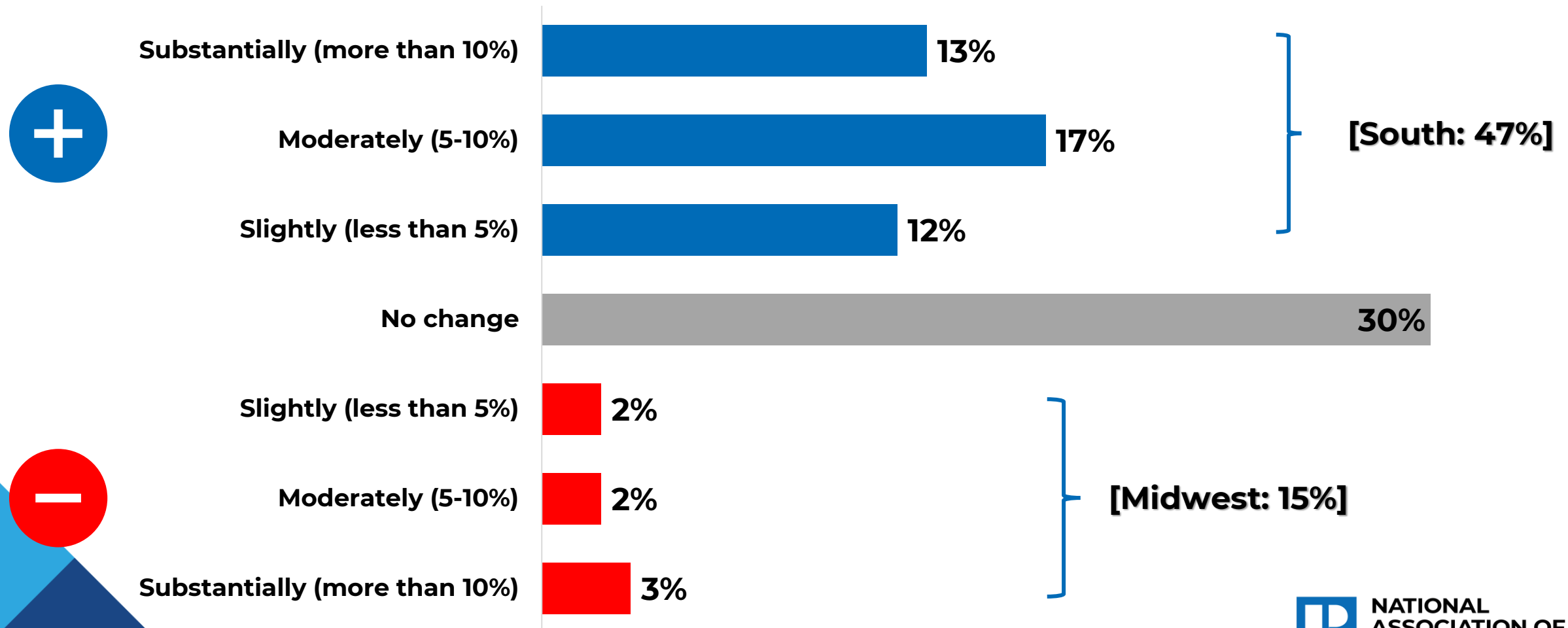
Perceived Lower Residential Demand Near Data Centers



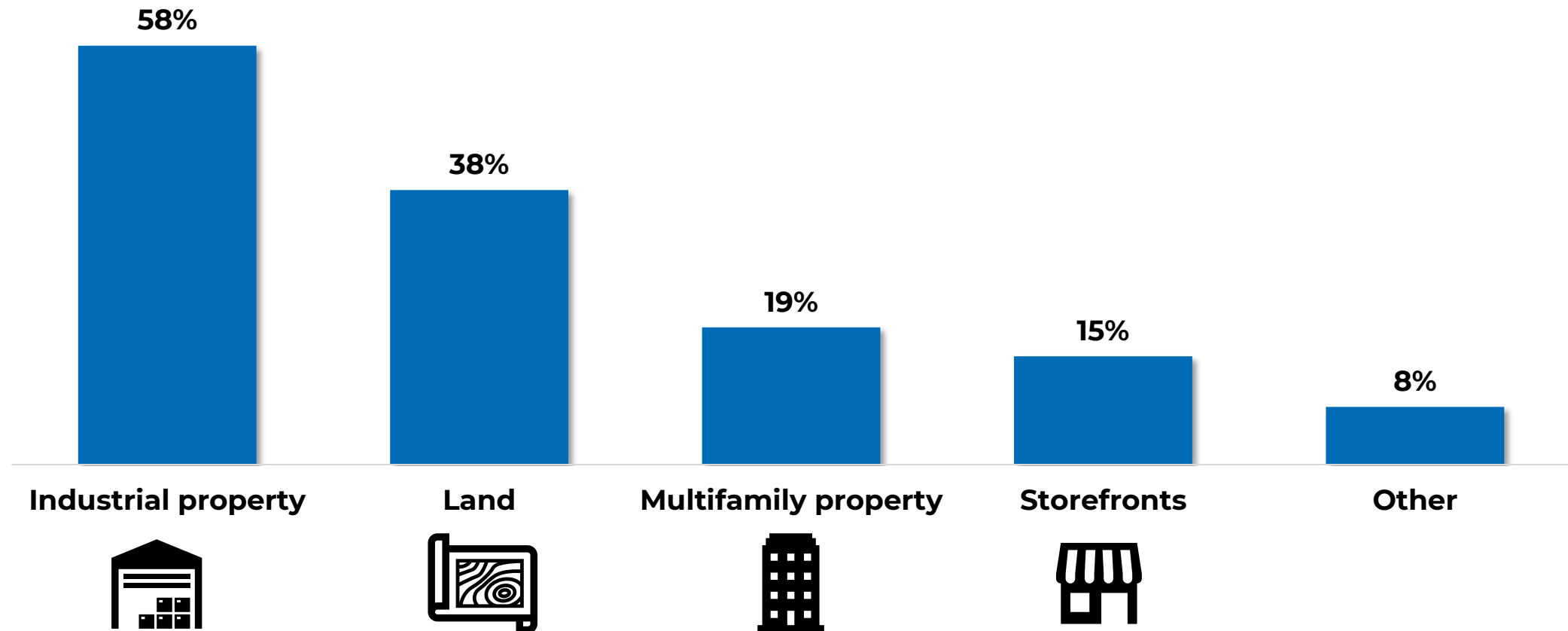
Perceived Higher Commercial Values Near Data Centers



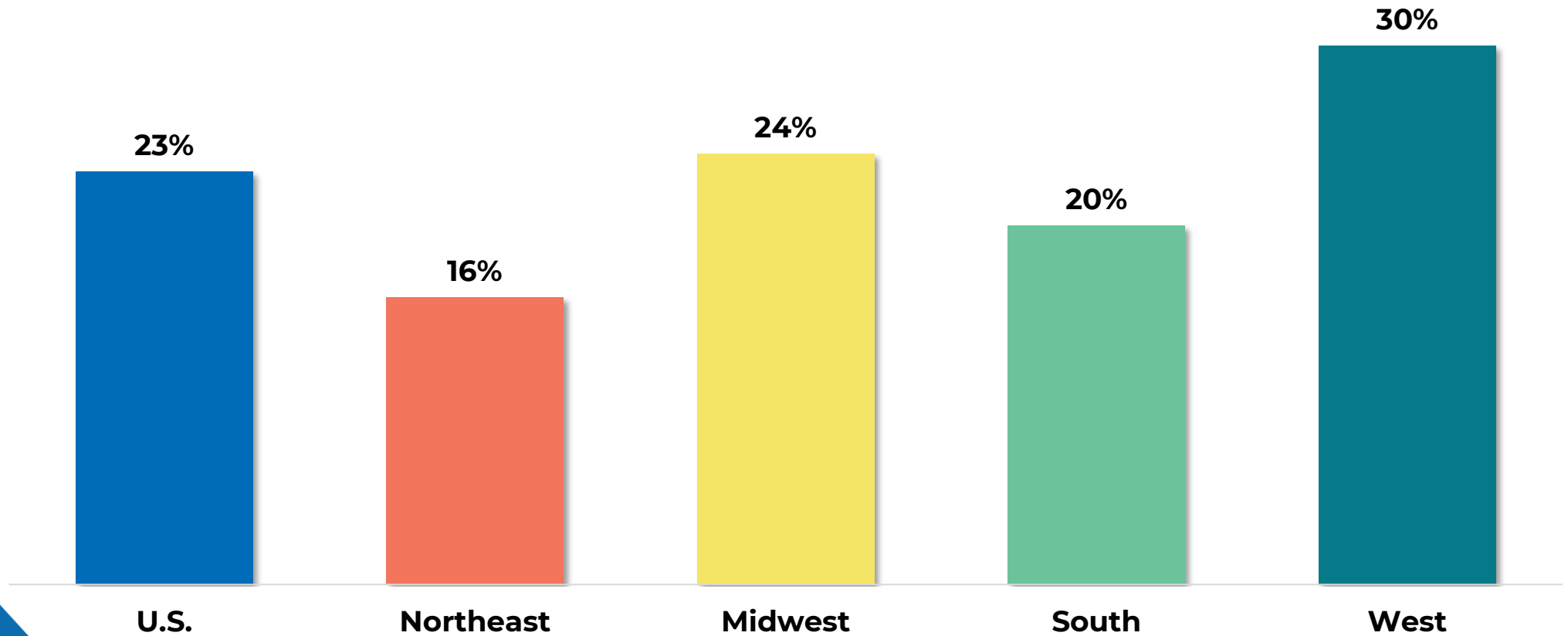
Opportunity: Higher **Commercial Demand** Near Data Centers



Highest Interest: Industrial Property



West Sees Biggest Job Market Impact (Generally Positive)



20% Aware of Tax Benefits, Incentives

1

Common:

- Tax incentives
- Abatements
- Exemptions

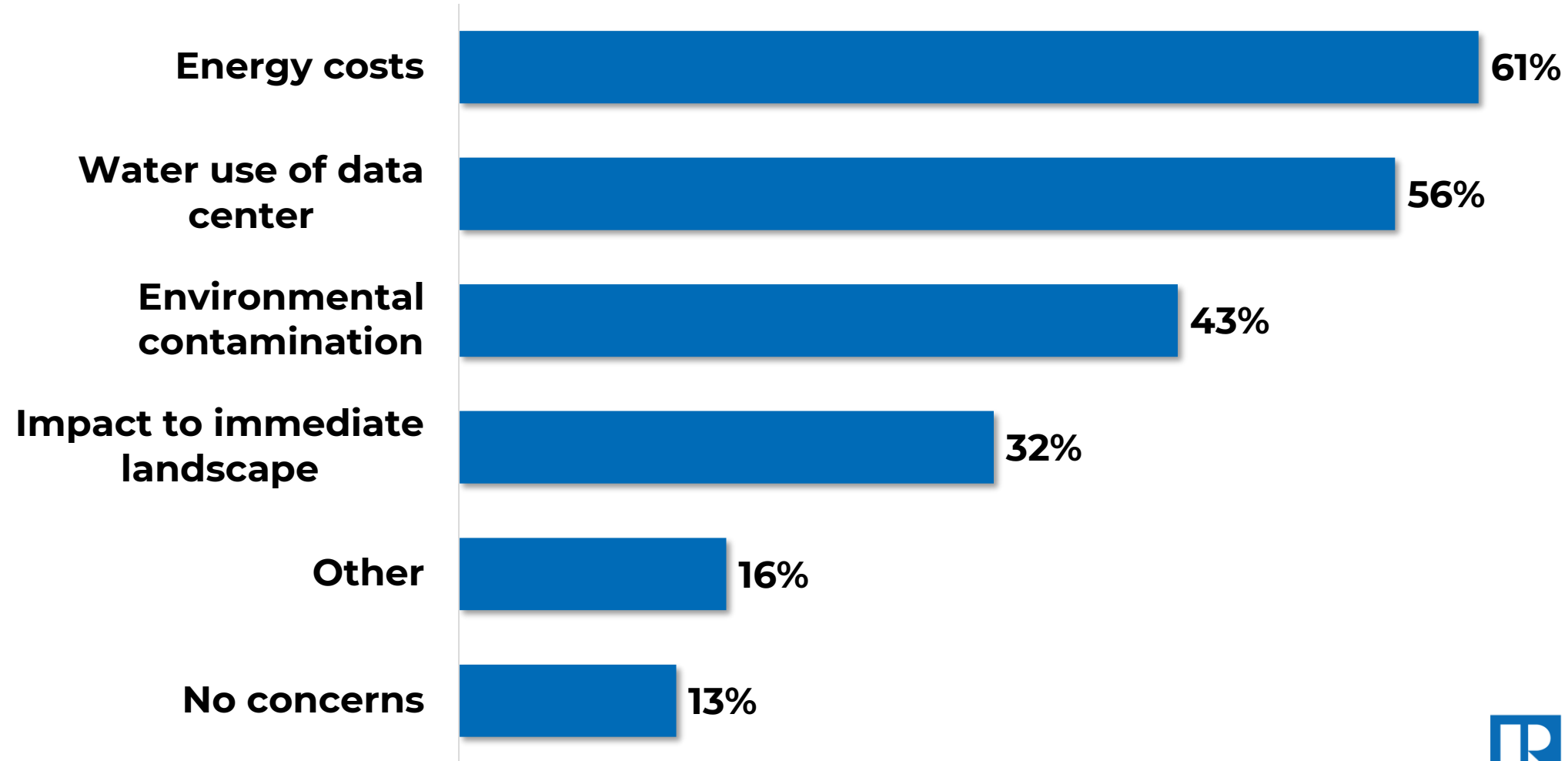
2

**Who benefits:
data centers
or local
residents?**

3

**Are incentives
financially
justified?**

Biggest Client Concerns: Energy Costs, Water Use



GENERAL SENTIMENTS



Strong Opposition, NIMBY Position

“As most people say, we don't want it in our backyards!”



Strong Investment, Land Demand

“Data centers may create high tax revenue, but provide very little jobs”



Necessary, Inevitable for AI

“Data Centers are controversial... However, they are inevitable in order to provide infrastructure for higher processing power”



Uncertainty, Lack of Information

“REALTORS® need to be informed from a credible source about the impact”



Environmental, Utility Concerns

“Strain local power grids, increasing utility rates... and consuming vast amounts of water for cooling”

REALTOR® TAKEAWAYS



Avoid broad national claims



Recognize that perceptions still matter



Distinguish among evidence types



Use reliable local information, expertise



Don't confuse association with causation

RESEARCH RESOURCES

**GMU/CRA: Northern
Virginia Analysis**



**NAR: Data Center
Impact Report**



THANK YOU.

Follow us!



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