



To: Interested Parties
From: Blue Rose Research
Date: October 2nd, 2026
Re: LCV Victory Fund data center messaging Ad Test

Over September 25 to September 27, Blue Rose Research tested **[“Incredible Deal”](#)**, a sarcastic infomercial ad attacking Republican incumbents for giving tax breaks to data centers that pollute local water and raise energy bills. The ad was tailored to, and tested across, 6 congressional districts (AZ-06, IA-03, MI-07, MN-01, VA-01, and WI-03) to evaluate its effectiveness at increasing both support for Democratic House candidates and Republican incumbent unfavorability. **The results show that this attack focused on data centers and their negative impacts on communities was effective, moving both vote choice and favorability in our direction.**

Key Findings:

- **“Incredible Deal”**, a data center-focused attack, increased support for Democratic House candidates in the 6 target districts by +4.7pp.
- This ad also effectively increased Republican incumbents’ unfavorability ratings by +8.0pp.
- Across both measures, the ad showed higher effects among key subgroups: voters aged 18-34, Trump 2024 voters, and self-described moderates.
 - Among those aged 18-34, **“Incredible Deal”** increased support for Democratic House candidates by +6.1pp.
 - Among Trump 2024 voters, **“Incredible Deal”** increased support for Democratic House candidates by +5.7pp and unfavorability for Republican incumbents by +10.3pp.
 - Finally, among moderates, **“Incredible Deal”** increased support for Democratic House candidates by +7.9pp and unfavorability for Republican incumbents by +10.7pp.

Methodology:

This testing was conducted via web surveys between September 25 - September 27, 2026. 415 responses were collected across 6 districts (AZ-06, IA-03, MI-07, MN-01, VA-01, and WI-03) and results were weighted to likely 2026 voters.