FIVE BLOCKS RESEARCH

REPUTATION REPORT · OCTOBER 2026

How AI Describes 25 of the Largest AI Data Center Projects

What ChatGPT, Gemini, Google's AI answers and four other AI engines say about Stargate, Meta Hyperion, xAI Colossus and 22 more of the largest AI campuses in the United States.

fiveblocks

DATA FROM SEPTEMBER 1-30, 2026 · FIVEBLOCKS.COM

SUMMARY

AI gives most projects two stories: a press release and a case file

Ask an AI engine to tell you about a large data center project (the overview), and you get the announcement. Ask what challenges it faces (the challenges answer), and the answer turns to lawsuits, neighbors, power and water. How negative the challenges answer gets depends on who is building, what is already in the overview, and which engine is asked.

More than 8 in 10 challenges answers were negative for four projects: Fermi America's Project Matador, Meta Hyperion, Stargate and Vantage Lighthouse. For AWS Project Rainier and Microsoft Fairwater Atlanta, about 1 in 5 or fewer were.

SEVEN FINDINGS

01 **Two questions, two stories.** The overview reads like a press release: 0 of 1,200 rated overviews were negative. Ask about challenges, and more than half (55%) turn negative.

02 **Who is building.** AI tends to frame AI lab ventures through national controversy (78% negative on average), independent developers through whether they can build at all, Big Tech through neighbors' complaints, and publicly traded neoclouds through their finances.

03 **Doing well.** For the four least-criticized projects, AI mentions lawsuits less often, and their overviews carry almost no local trouble.

04 **Same company, different story.** Being big does not protect a project: Microsoft ranges from 1 in 5 negative in Atlanta to 7 in 10 in Wisconsin; Meta from 1 in 3 to more than 8 in 10.

05 **Among the hardest hit.** Challenges answers tend to be harsher when the overview already mentions local trouble. xAI's Colossus sites are the clearest case.

06 **Other ways projects get hit.** A mostly positive overview with a lawsuit underneath (Vantage Lighthouse), a company in trouble (Fermi), an outdated Wikipedia article (Meta Hyperion).

07 **Engine by engine.** Google's AI Mode was negative in 88% of challenges answers, ChatGPT in 6%. Until September 24, Copilot's overview said Fairwater Wisconsin did not exist.

HOW WE DID IT

Two questions about each project, asked every day in September

1 *"Tell me about [project] by [developer]."*

2 *"What challenges does [project] by [developer] face?"*

We call the answer to question 1 **the overview** and the answer to question 2 **the challenges answer**. Five Blocks AIQ asked ChatGPT, Gemini, Copilot, Perplexity, Grok, Claude, Google AI Mode and Google AI Overview both questions about each of 25 of the largest AI data center projects in the United States, every day from September 1 to 30, 2026: **11,802 answers**.

THE 25 PROJECTS

BIG TECH CAMPUSES

- AWS Project Rainier
- Google Columbus
- Meta Altoona
- Meta Hyperion
- Meta Lebanon
- Meta Prineville
- Meta Prometheus
- Microsoft Fairwater Atlanta
- Microsoft Fairwater Wisconsin

AI LAB VENTURES

- Stargate (venture)
- xAI Colossus
- xAI Colossus 2

PUBLICLY TRADED NEOCLOUDS

- IREN Childress
- IREN Sweetwater
- Nebius Pennsylvania

INDEPENDENT DEVELOPERS

- AVAIO Leo Campus
- Creekstone Delta Gigasite
- Fermi Project Matador
- New Era Lea County
- Quantica Big Sky

COLOCATION

- Cologix Johnstown
- Switch Tahoe Reno
- Vantage Frontier
- Vantage Lighthouse

CHANGED HANDS

- Project Jade (now Tembo)

Project Jade changed hands and is now called Tembo; it was asked about as "Project Jade by Crusoe," its name before the sale. Stargate was asked about as a whole venture (OpenAI, Oracle and SoftBank), not one site.

TWO KINDS OF NUMBERS IN THIS REPORT

ALL ANSWERS

Share of all answers. Every answer the engines gave in September, about 236 per project for each question. Used to count sources, mentions and dates.

RATED SAMPLE

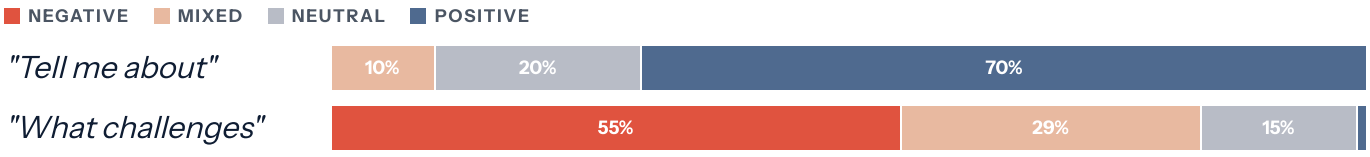
Share of a rated sample. We rated 48 answers per project for each question (2,400 in all) for tone (negative, mixed, neutral or positive) and noted which issues they raised, such as lawsuits, water, power and taxes.

Read the numbers as approximate. An overview can be positive overall and still mention a local concern. Ratings were made by an AI model from Anthropic, the maker of Claude (one of the eight engines), using a written Five Blocks guide. A second rating of a sample, made without seeing the first, agreed 87% of the time on which challenges answers were negative but found fewer negatives (49% vs 60%). So negative shares may run somewhat high, and gaps under about 20 points between projects could be chance. This is what AI said in September 2026, not Five Blocks' view of the projects.

FINDING 01 · TWO QUESTIONS, TWO STORIES

The overview reads like a press release. The challenge answer reads like a case file

Not one of 1,200 rated overviews was negative. Ask about challenges, and more than half (55%) turn negative. For Meta's campus in Lebanon, Indiana, Google's AI Mode drew the overview from the city, local TV and Meta's newsroom. For the challenges answer, its first source was an opposition website.



RATED SAMPLE

SAME ENGINE, SAME DAY, SAME PROJECT

AI MODE · SEP 1, 2026 · "TELL ME ABOUT" META LEBANON

"...the site represents a $10 billion investment by Meta Platforms Inc."

FIRST SOURCES CITED

1. City of Lebanon
2. YouTube
3. WTHR (local TV)
4. Meta newsroom

AI MODE · SEP 1, 2026 · "WHAT CHALLENGES" META LEBANON

"Nearby rural homeowners report being unable to sleep due to around-the-clock stadium-style construction lighting..."

FIRST SOURCES CITED

1. **Opposition website**
2. Facebook
3. YouTube
4. IndyStar

WHAT IT TAKES

Project content that answers the challenge question in the developer's own words, with specifics, before others answer it.

Source: Five Blocks AIQ, Sept 1-30, 2026, eight AI engines, 25 projects. Rated sample: 1,200 answers per question (48 per project). Answers quoted word for word, excerpted.

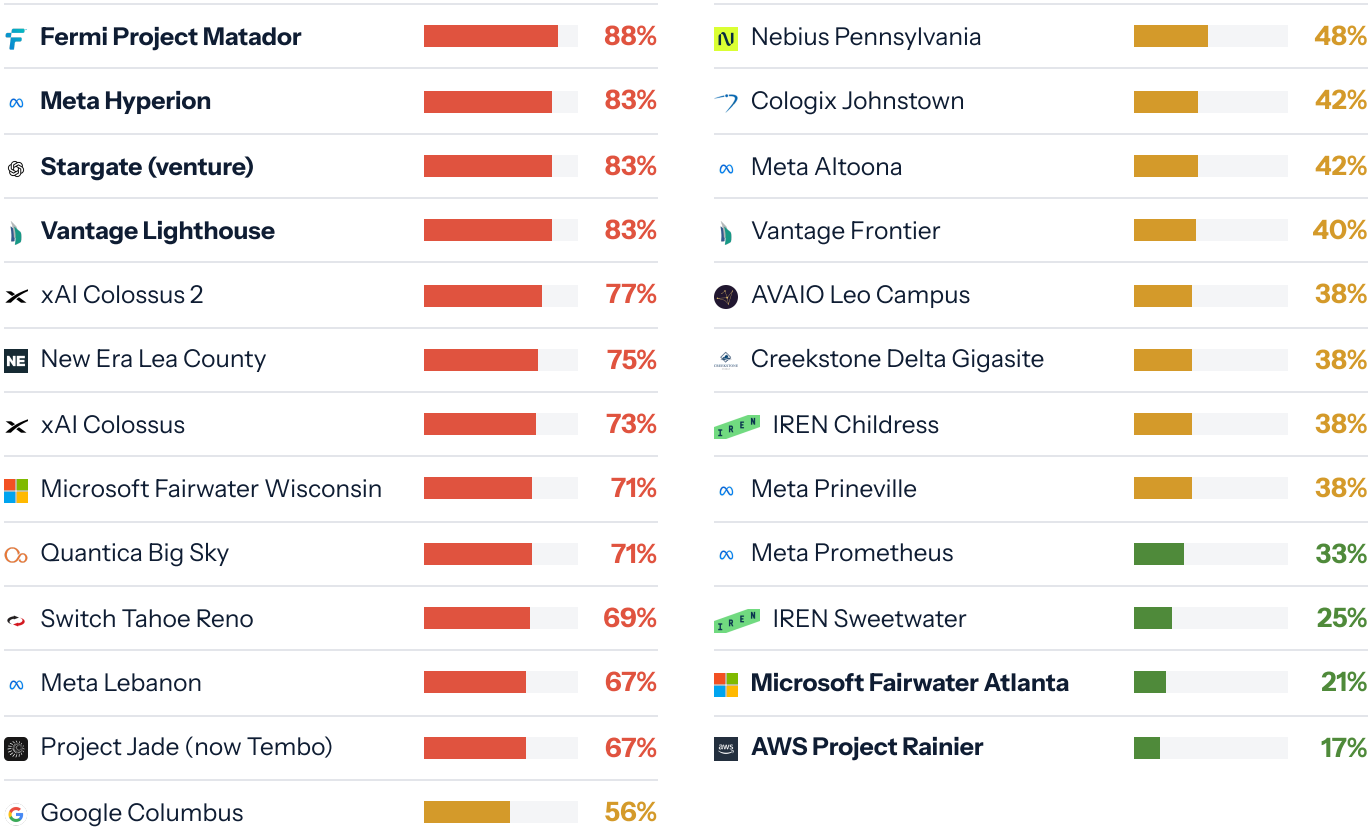
THE SCORECARD

All 25 projects: how often the challenges answer is negative

More than 8 in 10 challenges answers were negative for four projects: Fermi America's Project Matador, Meta Hyperion, Stargate and Vantage Lighthouse. At the other end, about 1 in 5 or fewer were negative for AWS Project Rainier and Microsoft Fairwater Atlanta.

CHALLENGES ANSWERS THAT ARE NEGATIVE

Small gaps (under about 20 points) could be chance, so compare groups, not exact positions.



RATED SAMPLE

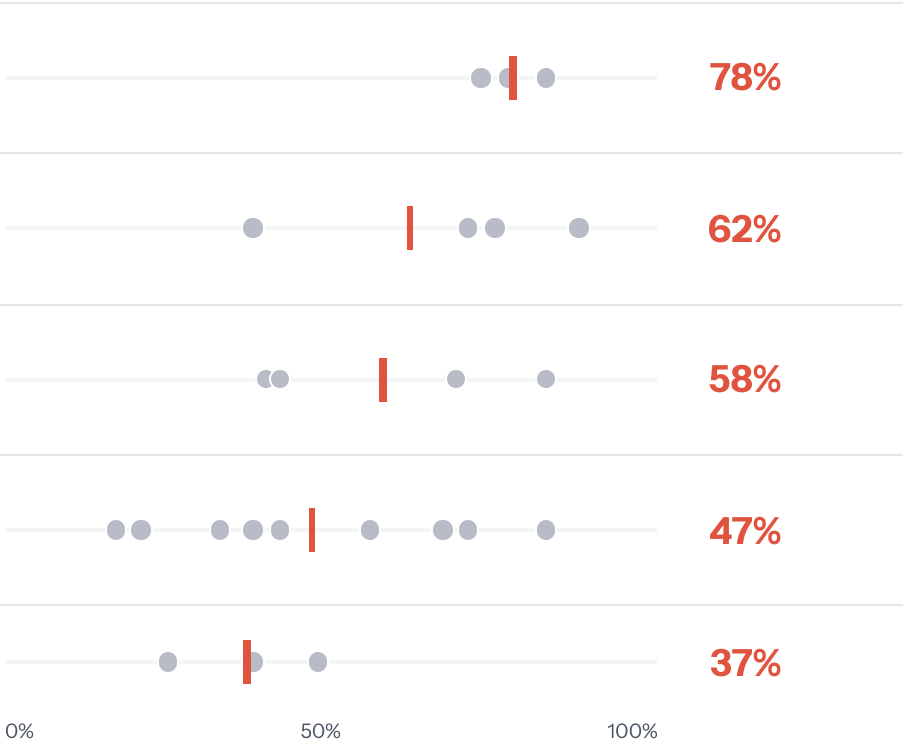
Source: Five Blocks AIQ, Sept 1-30, 2026, eight AI engines, 25 projects. Rated sample: 48 challenges answers per project. Stargate was asked about as a whole venture.

FINDING 02 · WHO IS BUILDING

AI's story depends on who is building

AI tends to tell a different story for each kind of developer. AI lab ventures, like Stargate and xAI, carry national controversy. For independent developers, the question is often whether the project can be built at all. Big Tech campuses get neighbors' complaints, and publicly traded neoclouds are judged on their finances. Location alone doesn't explain it: both Wisconsin projects are in the most negative group and tied to lawsuits, while Texas has projects at both ends.

NEGATIVE CHALLENGES ANSWERS BY KIND OF DEVELOPER · EACH DOT IS A PROJECT, THE BAR IS THE GROUP AVERAGE



RATED SAMPLE

Groups of 3 to 9 projects; the differences are a pattern, not statistically reliable. Project Jade, asked under its old owner's name, is not in a group.

LOCATION

WISCONSIN

71% Microsoft Fairwater Wisconsin
Residents' noise class action

83% Vantage Lighthouse
Sierra Club suit against the state over its permits

TEXAS

25% IREN Sweetwater
Mostly about IREN's finances

88% Fermi America Project Matador
Judged mostly on the company

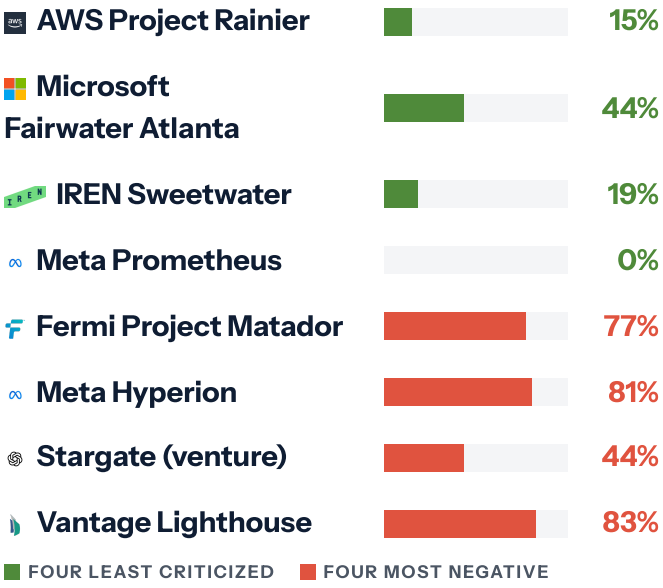
Source: Five Blocks AIQ, Sept 1–30, 2026, eight AI engines, 25 projects. Rated sample: 48 challenges answers per project.

FINDING 03 · DOING WELL: WHAT THEY HAVE IN COMMON

What the least-criticized projects share: fewer lawsuits and little local trouble

The four least-criticized projects have two things in common. Their challenges answers mention lawsuits or regulators less often, about 1 in 5 on average. And their overviews carry almost no local trouble. These are shared traits, not proven causes.

CHALLENGES ANSWERS MENTIONING LAWSUITS OR REGULATORS



OVERVIEWS ALREADY RAISING LOCAL CONCERNS



RATED SAMPLE

Atlanta's 44% mostly reflects the Wisconsin suit, plus local approvals such as tax breaks. Stargate's trouble is financing, not local.

More than 8 in 10

Fairwater Atlanta and Meta Prometheus challenges answers cite the company's own pages, mostly engineering and news posts (84% and 85%). For the four most negative projects: 22% to 53%.

ALL ANSWERS

GROK · SEP 3, 2026 · "WHAT CHALLENGES" FAIRWATER ATLANTA

"No major technical outages, lawsuits, or noise complaints specific to the Atlanta site have been widely reported (unlike the Wisconsin Fairwater campus)."

WHAT IT TAKES

A published set of project facts that answers the challenges question with specifics, so engines have the developer's facts next to everyone else's.

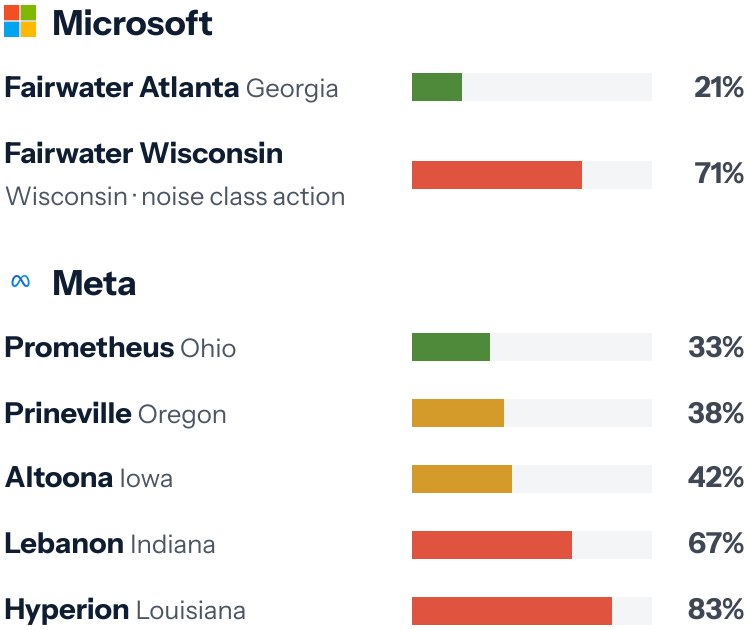
Source: Five Blocks AIQ, Sept 1-30, 2026, eight AI engines, 25 projects. Rated sample: 48 answers per project per question. Own pages: all challenges answers for each project.

FINDING 04 · SAME COMPANY, DIFFERENT STORY

Being a big company does not protect a project

Microsoft's Atlanta campus was negative in 1 in 5 challenge answers. Its Wisconsin twin, facing a residents' noise class action, in 7 in 10. Meta ranged from 1 in 3 for Prometheus in Ohio to more than 8 in 10 for Hyperion in Louisiana.

NEGATIVE CHALLENGES ANSWERS RATED SAMPLE



BORROWED TROUBLE

1 in 5

Fairwater Atlanta challenges answers mention the Wisconsin suit; many of them say Atlanta has not had one.

ALL ANSWERS

A different measure from Atlanta's 21% negative. Microsoft's own "From Wisconsin to Atlanta" page links the two sites.

WHAT IT TAKES

Published facts for each project, separate from the company's other sites, so engines can tell one project from another.

Source: Five Blocks AIQ, Sept 1-30, 2026, eight AI engines, 25 projects. Rated sample: 48 challenges answers per project. Wisconsin mentions: all Fairwater Atlanta challenges answers.

FINDING 05 · AMONG THE HARDEST HIT

Local trouble in the overview tends to mean a harsher challenges answer

SpaceX's xAI and its Colossus sites in the Memphis area are the clearest case. Every rated challenges answer mentioned lawsuits or regulators, over gas turbines that, the answers say, ran without permits. Fewer than 1 in 10 answers about the two sites mention the late-July agreement to remove the Southaven, Mississippi turbines by July 2027.

100%

of rated challenges answers on both xAI Colossus sites mention lawsuits or regulators

RATED SAMPLE

71%

of Colossus 2 overviews already mention a local concern (Colossus: 63%)

RATED SAMPLE

1 in 3

Colossus 2 overviews are positive; the rest are mixed or neutral. For all 25 projects: 7 in 10 positive

RATED SAMPLE

AI MODE · SEP 2, 2026 · XAI COLOSSUS 2

"Clean Air Act Violations: Environmental groups and the NAACP have filed lawsuits alleging that xAI is operating dozens of methane gas-burning turbines without legal permits."

Mentioned in few answers: the July 2026 agreement to remove the Southaven turbines by July 2027. xAI is now part of SpaceX.

ACROSS ALL 25 PROJECTS

Projects whose overviews mention local concerns (water, power, noise, traffic, lawsuits) tend to get more negative challenges answers. The link is strong: **0.70** on a scale where 1 would be a perfect match. This is a pattern, not proof of cause.

WHAT IT TAKES

A record of what was fixed, settled or agreed, published where engines look, so the overview and the challenges answer both carry it.

Source: Five Blocks AIQ, Sept 1-30, 2026, eight AI engines, 25 projects. Rated sample: 48 answers per project per question. Turbine agreement: all answers about the two sites.

FINDING 06 · OTHER WAYS PROJECTS GET HIT

A positive overview, a company in trouble, an outdated article

Vantage Lighthouse has a mostly positive overview, yet more than 8 in 10 challenges answers are negative. Fermi America's Project Matador is judged mostly on the company. And for Meta Hyperion, AI leans on a Wikipedia article that is missing the latest gas plant request.

Vantage Lighthouse

96% overviews positive

83% challenges answers negative

RATED SAMPLE

AI MODE · SEP 5, 2026 · VANTAGE LIGHTHOUSE

"The Sierra Club filed a lawsuit in the Ozaukee County Circuit Court challenging the Lighthouse campus's environmental permits."

The suit, against the Wisconsin Department of Natural Resources, comes up in 55% of its challenges answers. More than a quarter of its rated positive overviews (13 of 46) also mention a local concern.

Fermi Project Matador

88% challenges answers negative

RATED SAMPLE

AI MODE · SEP 1, 2026 · FERMI PROJECT MATADOR

"Fermi America has faced multiple shareholder class action lawsuits alleging that leadership misrepresented initial tenant demand..."

Judged mostly on the company: reports of lost tenants, shareholder suits and subpoenas. About a third of its challenges answers also mention the TensorWave lease. After our data period, AMD agreed on Oct 13 to back that lease; the deal is due to close Oct 31.

Meta Hyperion

74% overviews cite Wikipedia

83% challenges answers negative

ALL ANSWERS RATED SAMPLE

AI leans on the Hyperion Data Center article for the overview. Read Oct 21, it covers three Entergy gas plants but not the 2026 request for seven more. Most challenges answers raise new gas plants and about 1 in 6 name the larger request, so the overview lags the news the challenges answer already carries.

WHAT IT TAKES

Disclosed, policy-compliant Wikipedia work through the site's approved process, and project facts kept current between earnings calls.

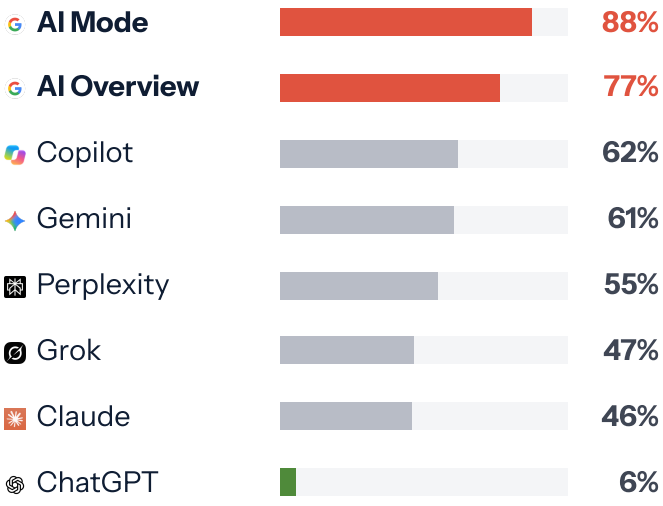
Source: Five Blocks AIQ, Sept 1-30, 2026, eight AI engines, 25 projects. Tone: rated sample, 48 answers per project per question. Mentions and citations (55%, 74%, a third, 1 in 6): all answers for each project. Tone and the 13 of 46: rated sample.

FINDING 07 · ENGINE BY ENGINE

Google's AI Mode is the harshest on challenges. ChatGPT is the mildest

The engines differ widely. Google's AI Mode was negative in 88% of challenges answers, and ChatGPT in 6%. And until September 24, Microsoft's own Copilot, asked for an overview, said Fairwater Wisconsin did not exist.

CHALLENGES ANSWERS THAT ARE NEGATIVE



RATED SAMPLE

150 rated challenges answers per engine. The second rating found fewer negatives overall, so these shares may be somewhat high. Engines also behave differently by topic: Claude and Grok were among the most one-sided on data center community concerns in our industry study, and among the mildest here.

23 of 23

days through Sept 23, Copilot's overview said Microsoft Fairwater Wisconsin did not exist. Its challenge answers knew the campus. From Sept 24 the overview was right too.

ALL ANSWERS

COPILOT · SEP 1, 2026 · MICROSOFT FAIRWATER WISCONSIN

"The short answer: there is no known Microsoft facility, product, or initiative called 'Microsoft Fairwater Wisconsin.'"

WHAT IT TAKES

Engine-by-engine tracking, so every engine, including Google's two, is measured every day.

Source: Five Blocks AIQ, Sept 1-30, 2026, eight AI engines, 25 projects. Rated sample: 150 challenges answers per engine. Copilot: all Fairwater Wisconsin overviews, one per day.

WHAT IT TAKES

None of this is a one-time fix

Each project needs its own published set of facts, built around the questions neighbors, officials and lenders ask, and refined as answers change.

Project facts AI can cite

Project pages built around the questions people ask about water, power, noise, traffic, jobs and taxes, refined in rounds as answers change.

Evidence from others

Local results, third-party data and community voices, placed where local reporters and researchers pick them up.

Disclosed work on Wikipedia

Through Wikipedia's approved process, with an expert firm, on project, company and town articles.

Daily tracking, engine by engine

How each engine and Google answer, measured every day, so disputes carried over from other sites and stale figures are caught early.

Method. Five Blocks AIQ asked eight AI engines two questions about each of 25 projects every day from September 1 to 30, 2026: 11,802 answers. Sources, mentions and dates were counted in all answers. Tone and topics were rated on 2,400 answers (48 per project per question) by an AI model from Anthropic, the maker of Claude, one of the eight engines, using a written Five Blocks guide; a second rating of a sample, made without seeing the first, agreed 87% of the time on which challenges answers were negative and found fewer negatives (49% vs 60%). Wikipedia was read on October 21, 2026. These results describe what AI said in September 2026, not Five Blocks' view of the projects.

PROJECT REPORTS

A reputation report for each of the 25 projects

We are preparing a short report on each project in this study: what the AI engines say about it, the sources they cite, and where the challenges answers come from. Contact us for the report on any of the 25.

REPUTATION REPORT
AVAIO Leo Campus
OCTOBER 2026

REPUTATION REPORT
AWS Project Rainier
OCTOBER 2026

REPUTATION REPORT
Cologix Johnstown
OCTOBER 2026

REPUTATION REPORT
Creekstone Delta Gigasite
OCTOBER 2026

REPUTATION REPORT
Fermi Project Matador
OCTOBER 2026

REPUTATION REPORT
Google Columbus
OCTOBER 2026

REPUTATION REPORT
IREN Childress
OCTOBER 2026

REPUTATION REPORT
IREN Sweetwater
OCTOBER 2026

REPUTATION REPORT
Meta Altoona
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REPUTATION REPORT
Meta Hyperion
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REPUTATION REPORT
Meta Lebanon
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REPUTATION REPORT
Meta Prineville
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REPUTATION REPORT
Meta Prometheus
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REPUTATION REPORT
Microsoft Fairwater Atlanta
OCTOBER 2026

REPUTATION REPORT
Microsoft Fairwater Wisconsin
OCTOBER 2026

REPUTATION REPORT
Nebius Pennsylvania
OCTOBER 2026

REPUTATION REPORT
New Era Lea County
OCTOBER 2026

REPUTATION REPORT
Project Jade
now Tembo
OCTOBER 2026

REPUTATION REPORT
Quantica Big Sky
OCTOBER 2026

REPUTATION REPORT
Stargate
venture
OCTOBER 2026

REPUTATION REPORT
Switch Tahoe Reno
OCTOBER 2026

REPUTATION REPORT
Vantage Frontier
OCTOBER 2026

REPUTATION REPORT
Vantage Lighthouse
OCTOBER 2026

REPUTATION REPORT
xAI Colossus
OCTOBER 2026

REPUTATION REPORT
xAI Colossus 2
OCTOBER 2026

ABOUT FIVE BLOCKS

Five Blocks tracks, analyzes and improves the digital reputations of companies and their leaders around the world

Since 2003, Five Blocks has worked on how organizations are seen on Google, on Wikipedia and now in AI answers. Our IMPACT and AIQ platforms follow tens of thousands of brands every day across search results and the leading AI engines.

This research shows how AI describes 25 large projects in one industry. It is meant to help companies understand, and better curate, the way they and their projects are seen by AI engines. A reputation report on any of the 25 projects is available on request. For more information, please contact us.

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