

**2026 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
Wave 185: Data Centers Survey
January 20-26, 2026**

QUESTIONNAIRE

Note: The questions presented below are part of a larger survey conducted on the American Trends Panel. For all questions, the 98 ("Don't know" in phone mode) and 99 ("Refusal" in phone mode and "No answer" in web mode) codes are combined in the data for analytical purposes.

PN = Programming note

-----**MAIN QUESTIONNAIRE BEGINS HERE**-----

INITIAL QUESTIONS PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.

**QUE: DATCEN_AWARE
ASK ALL:**

How much have you heard or read about data centers? By data centers, we mean buildings filled with computer equipment that powers streaming services, artificial intelligence (AI), online banking, and other things.

[PN: IF CATI:] (READ LIST)

- | | |
|----|--|
| 1 | A lot |
| 2 | A little |
| 3 | Nothing at all |
| 98 | [PN: IF CATI:] (DO NOT READ) Don't know |
| 99 | [PN: IF WEB:] Web blank / [PN: IF CATI:] (DO NOT READ) Refused |

ADDITIONAL QUESTION HELD FOR FUTURE RELEASE.

BAT: DATCEN_SUPP

ASK IF HEARD OR READ AT LEAST A LITTLE ABOUT DATA CENTERS (DATCEN_AWARE=1,2):
[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-2/2-1, HOLDING 3, 4, AND 99
LAST; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE]

[PN: IF WEB:] Do you think data centers are mostly good or bad for each of the following...

[PN: IF CATI: READ FOR FIRST ITEM:] Do you think data centers are mostly good or bad for each of the following? First, **(INSERT ITEM)**. **(READ LIST)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:] What about for **(INSERT ITEM)**?
(READ AS NECESSARY: Do you think (READ LIST)?)

BATTERY ITEMS:

- a Local jobs
- b Home energy costs
- c The environment
- d People's quality of life near data centers
- e Local tax revenue

RESPONSE CATEGORIES:

- 1 Data centers are mostly good for this
- 2 Data centers are mostly bad for this
- 3 Neither good nor bad

[PN: INSERT A LINE OF SPACE]

- 4 **[PN: IF WEB:]** Not sure **[PN: IF CATI:]** Or are you not sure?
 - 99 **[PN: IF WEB:]** Web blank / **[PN: IF CATI:] (DO NOT READ)** Refused
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ADDITIONAL QUESTIONS PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.