

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

**TOPLINE
N=8,512**

Note: All numbers are percentages unless otherwise noted. Percentages less than 0.5% are replaced by an asterisk (*). Rows/columns may not total 100% due to rounding. The questions presented below are part of a larger survey conducted on the American Trends Panel.

"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer. In cases where "Not sure" was offered as an explicit option to web and telephone respondents, the "No answer" category includes only web skips and telephone refusals.

This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.

PN = Programming note

	Sample size	Margin of error at 95% confidence level
U.S. adults	8,512	+/- 1.4 percentage points

INITIAL QUESTIONS PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.

**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.

Jan 20-26, <u>2026</u>	
25	A lot
50	A little
25	Nothing at all
*	No answer

ADDITIONAL QUESTION HELD FOR FUTURE RELEASE.**DATCEN_SUPP****ASK IF HEARD OR READ AT LEAST A LITTLE ABOUT DATA CENTERS (DATCEN_AWARE=1,2)****[N=6,715]:****[PN: RANDOMIZE ITEMS]**

Do you think data centers are mostly good or bad for each of the following...

	Data centers are mostly good for this	Data centers are mostly bad for this	Neither good nor bad	Not sure	No answer
a. Local jobs Jan 20-26, 2026	34	20	23	23	*
b. Home energy costs Jan 20-26, 2026	8	50	13	28	*
c. The environment Jan 20-26, 2026	6	53	18	22	*
d. People's quality of life nearby Jan 20-26, 2026	8	40	22	29	*
e. Local tax revenue Jan 20-26, 2026	31	16	17	36	1

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.

PARTY In politics today, do you consider yourself a:

ASK IF INDEP/SOMETHING ELSE (PARTY=3 or 4) OR MISSING:PARTYLN As of today do you lean more to...¹

<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	Something <u>else</u>	No <u>answer</u>	Lean <u>Rep</u>	Lean <u>Dem</u>
28	26	29	15	2	18	21

¹ PARTY and PARTYLN asked in a prior survey.