

2026 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
Wave 197: Data Centers Survey
July 20–Aug 9, 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-----

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE

TXT:

[PN: DISPLAY TO ALL:]

Just a few last questions...

QUE: DATCEN_AWARE

ASK ALL:

[PN: IF WEB:] 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:] 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 or 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

TXT:[PN: RANDOMIZE ORDER OF DATCEN_SUPP AND DATCEN_COMFORT; INCLUDE
RANDOMIZATION IN DATA FILE]

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
-

TXT:

**[PN: RANDOMIZE ORDER OF DATCEN_SUPP AND DATCEN_COMFORT; INCLUDE
 RANDOMIZATION IN DATA FILE]**

QUE: DATCEN_COMFORT

**ASK IF HEARD OR READ AT LEAST A LITTLE ABOUT DATA CENTERS (DATCEN_AWARE=1,2):
 [PN: ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS INCFUTMOD, HOLDING 98
 AND 99 LAST; INCLUDE ROTATION IN DATA FILE]**

How comfortable would you be with a new data center operating in your local area?

[PN: IF CATI:] (READ LIST)

- 1 Extremely comfortable
 2 Very comfortable
 3 Somewhat comfortable
 4 Not too comfortable
 5 Not at all comfortable
 98 **[PN: IF CATI:] (DO NOT READ)** Don't know
 99 **[PN: IF WEB:]** Web blank / **[PN: IF CATI:] (DO NOT READ)** Refused