

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

TOPLINE
N=10,548

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	10,548	+/- 1.3 percentage points

ADDITIONAL QUESTIONS 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.

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>No answer</u>
Jul 20-Aug 9, 2026	35	53	12	*
Jan 20-26, 2026	25	50	25	*

[PN: RANDOMIZE ORDER OF DATCEN_SUPP AND DATCEN_COMFORT]¹

DATCEN_SUPP

ASK IF HEARD OR READ AT LEAST A LITTLE ABOUT DATA CENTERS (DATCEN_AWARE=1,2)

[N=9,641]:

[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-2/2-1, HOLDING 3 AND 4 LAST]

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					
	Jul 20-Aug 9, 2026	25	27	21	26	*
	Jan 20-26, 2026	34	20	23	23	*
b.	Home energy costs					
	Jul 20-Aug 9, 2026	5	57	12	26	*
	Jan 20-26, 2026	8	50	13	28	*
c.	The environment					
	Jul 20-Aug 9, 2026	4	62	13	21	*
	Jan 20-26, 2026	6	53	18	22	*
d.	People's quality of life near data centers					
	Jul 20-Aug 9, 2026	5	56	15	24	*
	Jan 20-26, 2026	8	40	22	29	*
e.	Local tax revenue					
	Jul 20-Aug 9, 2026	25	24	14	36	*
	Jan 20-26, 2026	31	16	17	36	1

¹ The question order of DATCEN_SUPP and DATCEN_COMFORT were randomly assigned to respondents in the Jul 20-Aug 9, 2026 survey, so about half of respondents received DATCEN_SUPP and then DATCEN_COMFORT and about half of respondents received DATCEN_COMFORT then DATCEN_SUPP. The frequencies of responses to both questions were nearly identical for both order conditions. The topline presents the combined responses from both ordering conditions.

[PN: RANDOMIZE ORDER OF DATCEN_SUPP AND DATCEN_COMFORT]

DATCEN_COMFORT

ASK IF HEARD OR READ AT LEAST A LITTLE ABOUT DATA CENTERS (DATCEN_AWARE=1,2)
[N=9,641]:

[PN: ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS INCFUTMOD]

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

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2026

2	Extremely comfortable
5	Very comfortable
22	Somewhat comfortable
29	Not too comfortable
40	Not at all comfortable
1	No answer

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...²

<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>
27	29	29	13	2	16	21

² PARTY and PARTYLN asked in a prior survey.