

From: Blue Rose Research  
Date: July 29, 2026  
Re: **NEW POLLING: Latinos' Views on Data Centers**

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With the construction of AI data centers becoming an increasingly prevalent issue in communities across the country, Blue Rose Research conducted polling on behalf of Climate Power En Acción to investigate views on data centers, specifically among Latino voters. One-third of all data centers built or planned in the United States are located in communities where people of color make up [more than 40% of residents](#). Our poll finds that Latinos are worried about the construction of data centers in their communities.

We also find that a majority of Latinos see clean energy as a way to diminish the impacts of data centers on electricity costs and pollution generated in their communities. By a 42-point margin, Latinos say solar and wind, not coal, diesel, and natural gas, will be more important for keeping electricity costs down. By 34 points, they say the same about limiting pollution. Still, by a 40-point margin, Latinos oppose building data centers close to where people live when the issue is framed around rising utility costs, and by 31 points when framed around water use and shortages.

#### **Key findings:**

**A majority (59%) of Latino voters say data centers should be required to run on clean energy even if it slows construction.** Just 19% say data centers should run on whatever energy source is available.

- By a wide margin, Latino voters say clean energy will be more important than fossil fuels in terms of both keeping electricity costs down (64% clean energy vs. 22% fossil fuels) or limiting pollution (57% clean energy vs. 23% fossil fuels). Similarly, a majority (57%) of Latino voters also say clean energy will do a better job of limiting pollution in the face of increased electricity demands, compared to just 23% who say fossil fuels will do a better job.
- 63% of Latino voters believe that keeping costs down and limiting pollution are equally important goals, with 16% saying that reducing energy costs is more important, and 11% saying that limiting pollution is more important.
- Even though Latino voters are still divided on whether clean energy is cheaper or more expensive than fossil fuels, they support it as the power source for data centers. About a third (31%) of Latino voters say clean energy is the cheaper source than fossil fuels, and an almost identical 30% of Latino voters say clean energy is more expensive.

**A majority of Latino voters are more concerned about the negative impact of data centers on their utility rates and water supply than any potential positive impact on jobs or tax revenue.**

- This question was broken out into two splits, one highlighting utility costs concerns and one highlighting water supply concerns. In both cases, a clear majority oppose the construction of data centers near residential areas (58% oppose vs. 18% support in the utility costs split, 56% oppose vs. 25% support in the water supply split).

| Which of the following comes closest to your view regarding AI data centers?                                                                                                                     | Overall | Harris | Swing | Trump |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------|-------|-------|
| I support the construction of data centers close to where people live because they bring construction jobs and tax revenue to communities.                                                       | 18%     | 14%    | 17%   | 22%   |
| I do not support the construction of AI data centers close to where people live because they require a lot of electricity and will increase utility costs for those living nearby.               | 58%     | 64%    | 59%   | 50%   |
| Not sure                                                                                                                                                                                         | 24%     | 21%    | 24%   | 28%   |
| I support the construction of data centers close to where people live because they bring construction jobs and tax revenue to communities.                                                       | 25%     | 17%    | 25%   | 34%   |
| I do not support the construction of AI data centers close to where people live because they require a lot of water and will increase water bills/decrease water supply for those living nearby. | 56%     | 65%    | 53%   | 46%   |
| Not sure                                                                                                                                                                                         | 19%     | 18%    | 22%   | 20%   |

**Latino voters tend to trust Democrats more than Republicans when it comes to data centers, and they are especially distrustful of tech and energy companies.**

- State-level Democrats and Democrats in Congress enjoy positive net trust (+8pp and +5pp, respectively) when it comes to data centers. By comparison, state-level Republicans and Republicans in Congress see negative net trust on this issue among Latino voters (-15pp and -22pp, respectively).
- Companies are among the least-trusted parties on data centers, with AI companies (-38pp), oil/gas companies (-20pp), and utility companies (-19pp) viewed with negative net trust among Latino voters.
- Clean energy companies are a notable exception, as they enjoy +7pp net trust among Latino voters.

**Indicate how much you trust the following to look out for people like you when it comes to issues related to building new data centers...**

| Entity                            | Overall Net Trust | Harris Voter Net Trust | Swing Voter Net Trust | Trump Voter Net Trust |
|-----------------------------------|-------------------|------------------------|-----------------------|-----------------------|
| Democrats in my state             | 8%                | 47%                    | -2%                   | -38%                  |
| Clean energy companies            | 7%                | 18%                    | -8%                   | -5%                   |
| Democrats in Congress             | 5%                | 44%                    | -1%                   | -42%                  |
| My local mayor                    | 1%                | 4%                     | -2%                   | -4%                   |
| The Governor of my state          | -3%               | 1%                     | -12%                  | -6%                   |
| The state legislature in my state | -3%               | -3%                    | -11%                  | -3%                   |

|                                    |      |      |      |      |
|------------------------------------|------|------|------|------|
| Local elected officials in my area | -11% | -11% | -13% | -10% |
| Electric companies                 | -11% | -15% | -8%  | -6%  |
| Tech companies                     | -13% | -19% | -8%  | -6%  |
| State utility regulators           | -13% | -13% | -15% | -13% |
| Republicans in my state            | -15% | -62% | -20% | 40%  |
| Utility companies                  | -19% | -21% | -15% | -15% |
| Oil and gas companies              | -20% | -33% | -21% | -4%  |
| Republicans in Congress            | -22% | -67% | -17% | 33%  |
| Donald Trump                       | -25% | -80% | -34% | 43%  |
| AI companies                       | -38% | -43% | -30% | -30% |

**Methodology:**

This research was conducted via web surveys between June 30 - July 7, 2026. 4,144 Latino respondents were interviewed nationally, and results were weighted to the 2024 national Latino electorate. The margin of error for polling is  $\pm 1.8$ pp.