



GSG FOR CLIMATE POWER, SEPTEMBER 2026

Data Center Messaging & Tracking Survey Analysis: Latino Voters

CONFIDENTIAL. FOR RECIPIENT'S USE ONLY. UNAUTHORIZED USE, DISTRIBUTION OR COPYING IS PROHIBITED.

Methodology

1

Benchmark Survey

Global Strategy Group conducted a survey of **2070 registered voters nationwide** between April 9 and April 19, 2026. This survey assessed attitudes around data centers and measured views around building with clean energy.

2

Discussion Board & Survey II

Global Strategy Group conducted an **online journal** among 33 soft partisans nationwide between May 19 and May 22 and a **survey of 2205 registered voters** nationwide between June 22 and June 29, 2026. Both measured Americans' receptivity to expanding clean energy and upgrading the electric grid.

3

Focus Groups

Global Strategy Group conducted **6 focus groups among 2026 likely voters** with soft views on data centers between August 11 and August 12, 2026. The groups each represented different demographic and partisan groups that are associated with varying positions on data centers.

4

Survey III

Global Strategy Group conducted a survey of **2145 likely 2026 voters nationwide** between August 25 and August 31, 2026. This survey was designed to:

- Track how attitudes around data centers have changed since April
- Gauge whether growing concerns about data centers are translating into support for permanent bans, temporary pauses, or stronger regulations
- Understand expectations around moratoriums and what criteria would need to be met to lift them
- Identify which guardrails are most important

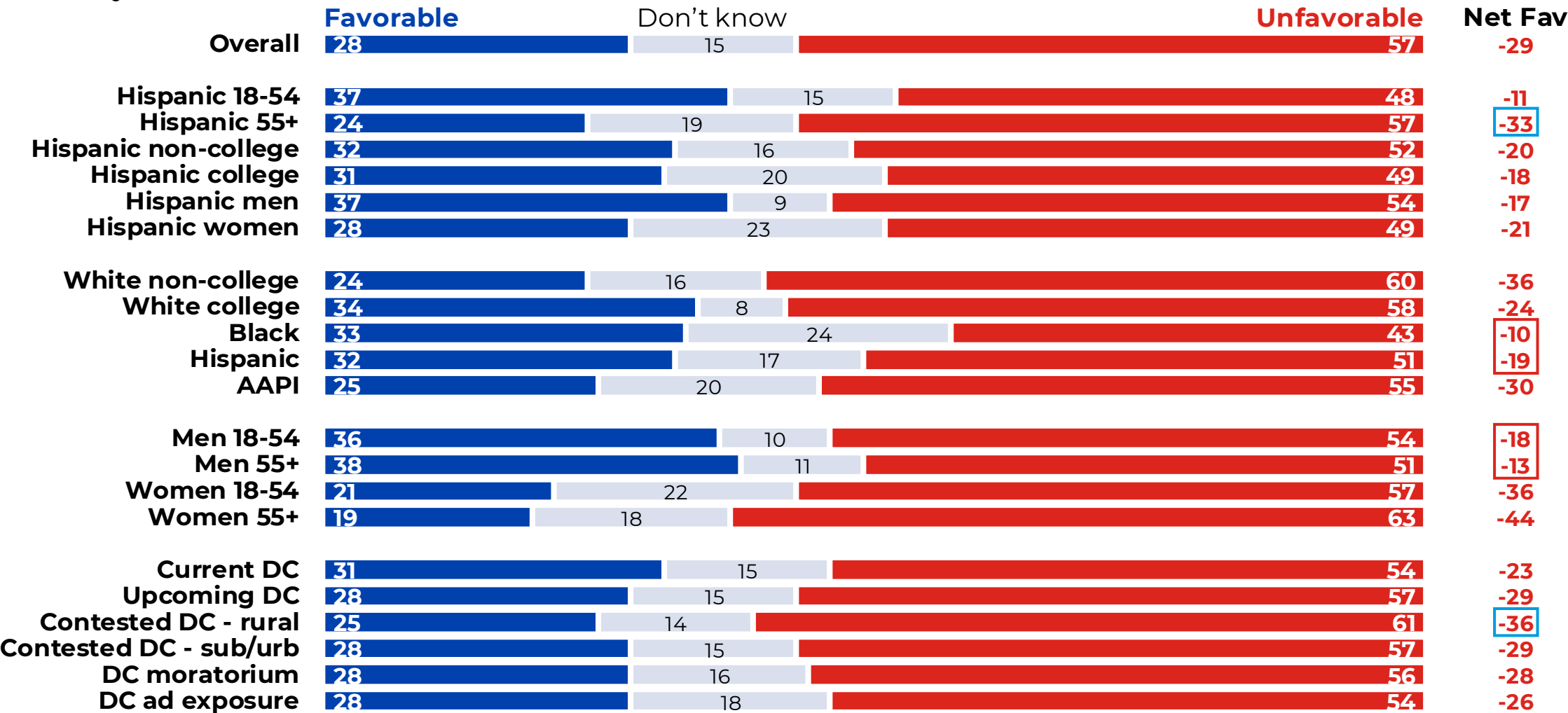
This survey included a base sample of 1000 voters and oversamples to reach the following sample sizes:

- 372 Black, 247 Hispanic, and 147 AAPI voters
- 297 self-identified independent voters
- 457 urban voters in states with Democratic governors
- 336 urban voters in states with Republican governors
- 315 rural voters in counties with contested data center activity
 - *Contested data center activity: canceled data centers, observed opposition, stopped by local government, or restrictive ordinances, defined by Heatmap county list.*
- 687 voters in counties with a current or recently expired data center moratorium
- 788 voters in zip codes where data-center-related ads have aired in a 2026 race

Landscape

The precipitous decline in views of data centers continues, with older Hispanic voters particularly unfavorable to them (though Hispanic voters generally are a bit more positive than voters overall)

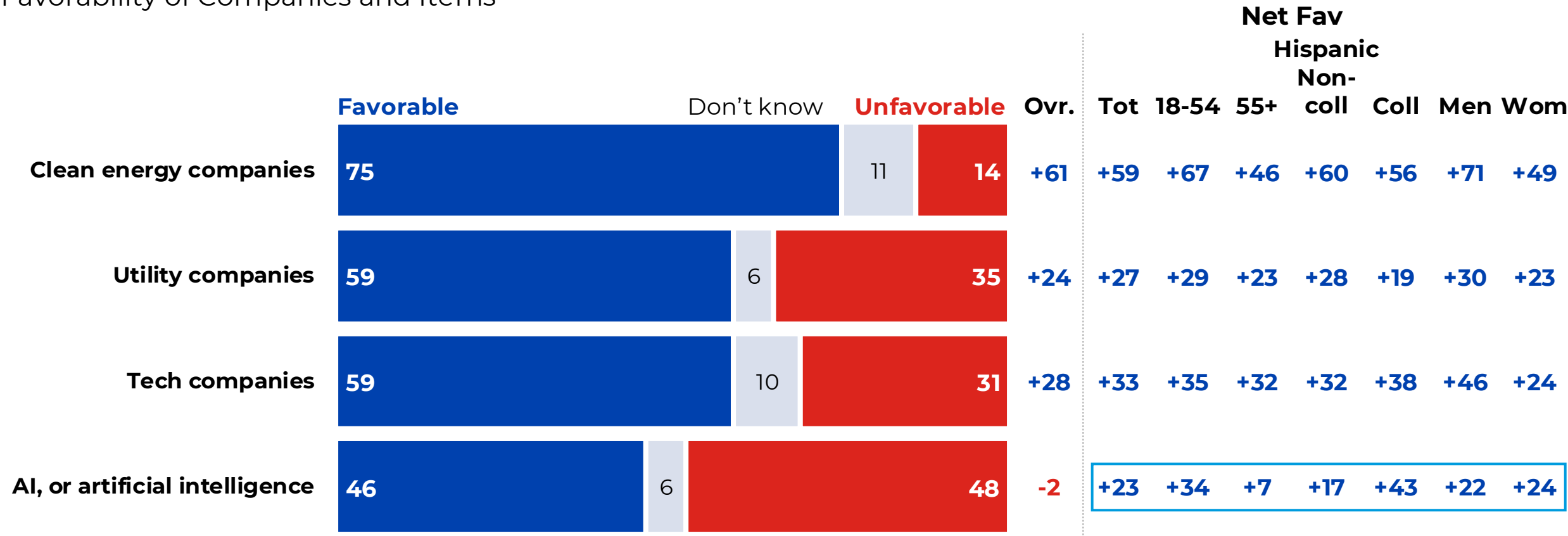
Favorability of Data Centers



While a slightly different audience, in April among nationwide registered voters, data centers were at **net +17 favorable** among Hispanics; in June, they were at **net -5**; now, they're at **net -19**.

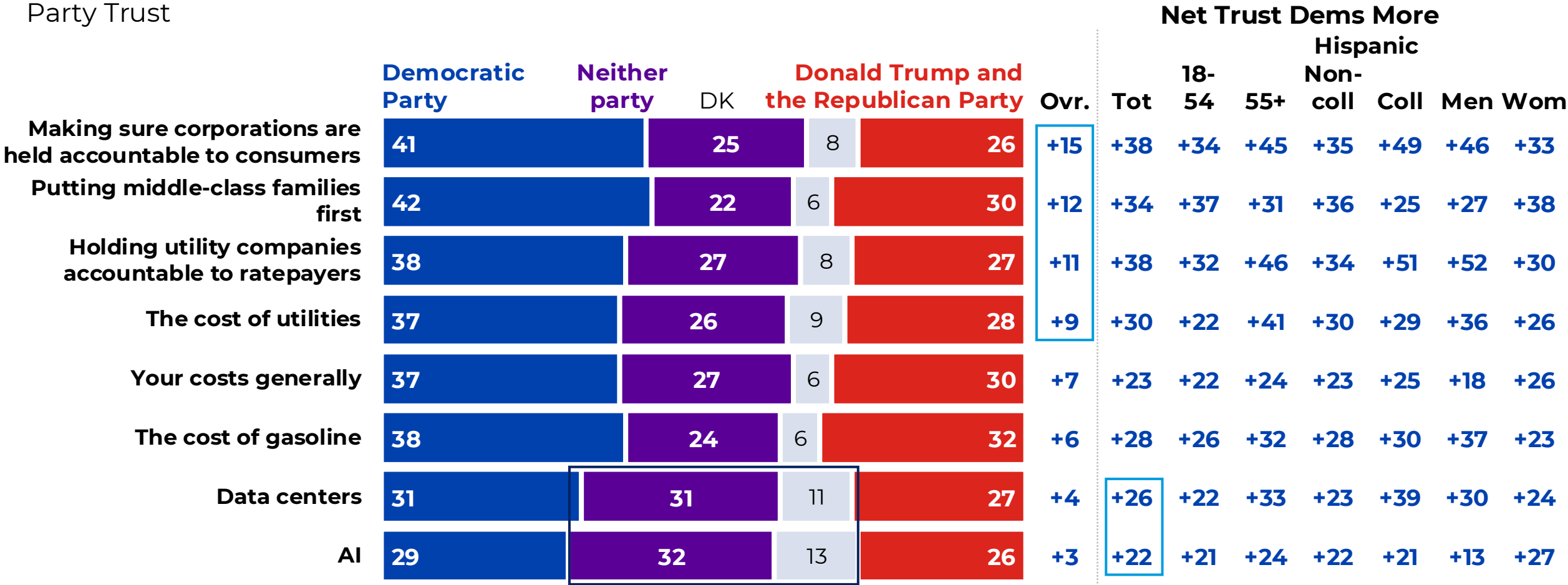
But, voters' opposition to data centers is not a 1:1 opposition to AI yet. Hispanic voters are more favorable to AI than voters overall, especially younger and college-educated Hispanic voters

Favorability of Companies and Items



Democrats have some economic trust advantages currently, but there is no clear leader on data centers or AI. Hispanics trust Dems more across the issue landscape, including on data centers and AI

Party Trust



Data Center Environment

Nearly half of Hispanic voters are data center critics – though notable shares are also skeptics. Hispanic men and college-educated Hispanic voters are more pro-data center

Data Center Segmentation



Data Center Enthusiasts

Favorable to data centers and support building one in their community

Men (29% are DC Enthusiasts)

- Black men (34%)
- Hispanic men (29%)

Hispanic 18-54 (28%)

Republicans (28%)

- Republican men (36%)
- MAGA Reps (35%)

College (26%)

- College men (34%)
- Hispanic college (25%)

Data Center Skeptics

Everyone else

POC women (41% are DC Skeptics)

- Hispanic women (39%)

Black voters (39%)

- Black women (44%)

Hispanic 55+ (35%)

Politics not important to identity (34%)

Hispanic college (32%)

Hispanic non-college (30%)

Data Center Critics

Unfavorable to data centers and oppose building one in their community

Use AI rarely/never (62% are DC Critics)

Liberals (62%)

- White liberals (67%)

College women (60%)

Democrats (58%)

- White Democrats (64%)

White voters (54%)

- White women (59%)

Majorities of Hispanic voters across subgroups oppose data centers in their community – though there is some traction to national DCs

Do you support or oppose data centers being built...

In the **U.S.**

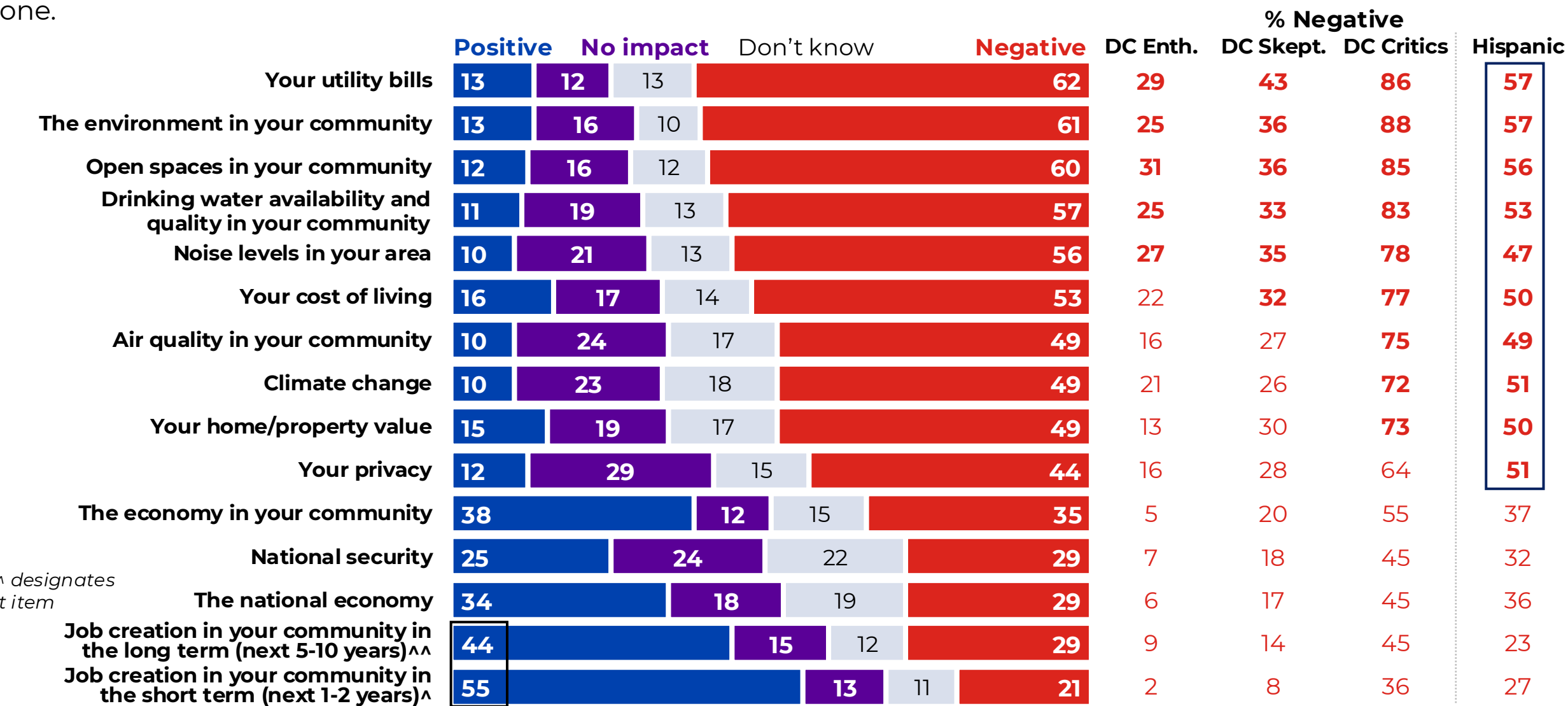
In your **community**

	Support	Oppose	Not sure	Net Support	Support	Oppose	Not sure	Net Support	Diff in Net Support
Overall	38	47	15	-9	28	61	12	-33	-24
Democrat	32	54	14	-22	21	68	11	-47	-25
Independent	25	49	26	-24	19	63	18	-44	-20
Non-MAGA Rep	43	42	15	+1	32	56	12	-24	-25
MAGA Rep	55	36	10	+19	44	48	8	-4	-23
Hispanic	39	47	15	-8	28	56	16	-28	-20
Hispanic 18-54	40	47	13	-7	33	55	12	-22	-15
Hispanic 55+	36	47	17	-11	31	58	21	-37	-26
Hispanic non-college	34	52	14	-18	26	59	15	-33	-15
Hispanic college	51	33	17	+18	34	50	16	-16	-34
Hispanic men	49	47	4	+2	35	56	9	-21	-23
Hispanic women	31	47	22	-16	23	57	21	-34	-18
Men	50	41	9	+9	37	55	8	-18	-27
Women	29	51	20	-22	20	65	14	-45	-23
18-44	37	51	13	-14	31	59	10	-28	-14
45-64	34	49	17	-15	28	59	13	-31	-16
65+	44	42	15	+2	25	64	11	-39	-41
Current DC	40	45	15	-5	29	58	12	-29	-24
Upcoming DC	38	47	15	-9	27	60	13	-33	-24
Contested DC-rur	33	52	15	-19	27	64	9	-37	-18
Contested DC-sub/urb	39	47	14	-8	29	59	12	-30	-22
DC moratorium	38	47	15	-9	27	61	12	-34	-25
DC ad exposure	37	45	17	-8	28	58	13	-30	-22

In our April survey, support for data centers in the U.S. was net +4 among Hispanics, and in local community was net -3.

Data centers are seen as harmful to utility bills, the environment, open spaces, and local water supplies. Job benefits are now seen as a short-term gain, not a long-term one, for impacted communities

Indicate whether you think a local data center would positively impact, negatively impact, or not impact each one.



[^]/^{^^} designates split item

From Focus Groups: Voters feel that data centers are being built too fast, with too much secrecy, while taking advantage of local communities

*"I live in Texas. **We are number two in the most data centers being built in our state, and it's been putting more and more of a strain on our energy grid.** And we have absorbed a lot of the infrastructure that has had to be built.*

– MAGA Republican, unfav to data centers, 47, not very strong Rep

*"There's not enough evidence that it is going to produce anything, but **it's too opaque. We are not told anything. They're just being forced upon us.** They might have locals working on the construction of the project. But in the long term, after that, what happens?"*

– Hispanic, unfav to data centers, 60, ind lean D

*"**They never say in the news what they do, what it's for, who's doing it, or anything like that. It's very secretive.**"*

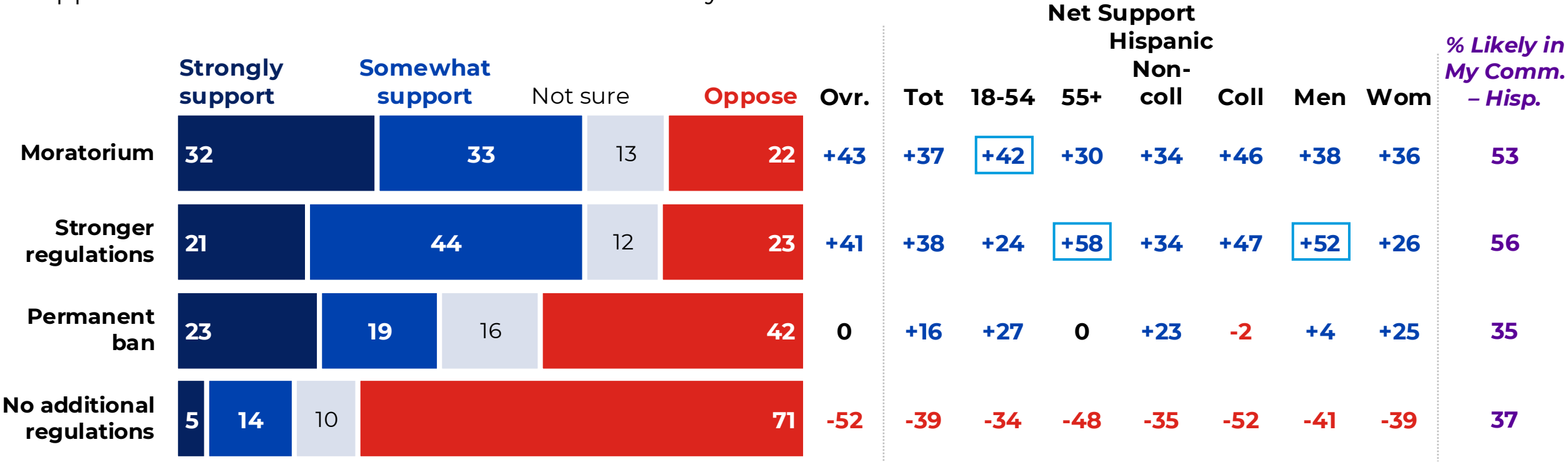
– White non-college swing, unfav to data centers, 60, not very strong Rep

*"They tried to bring a data center into my hometown, and they got it voted out. **But how they tried to bring it in was underhanded. They went to the town council and basically tried to pay them off and say, you're going to sign this, this, and this and not say anything.**"*

– White non-college swing, fav to data centers, 50, not very strong Rep

There is overlap in support for the two most popular approaches with Hispanic voters: moratorium and building with stronger regulations. Continuing without regulations is the *least* popular approach by far

Support for Data Center Policies in Your Community

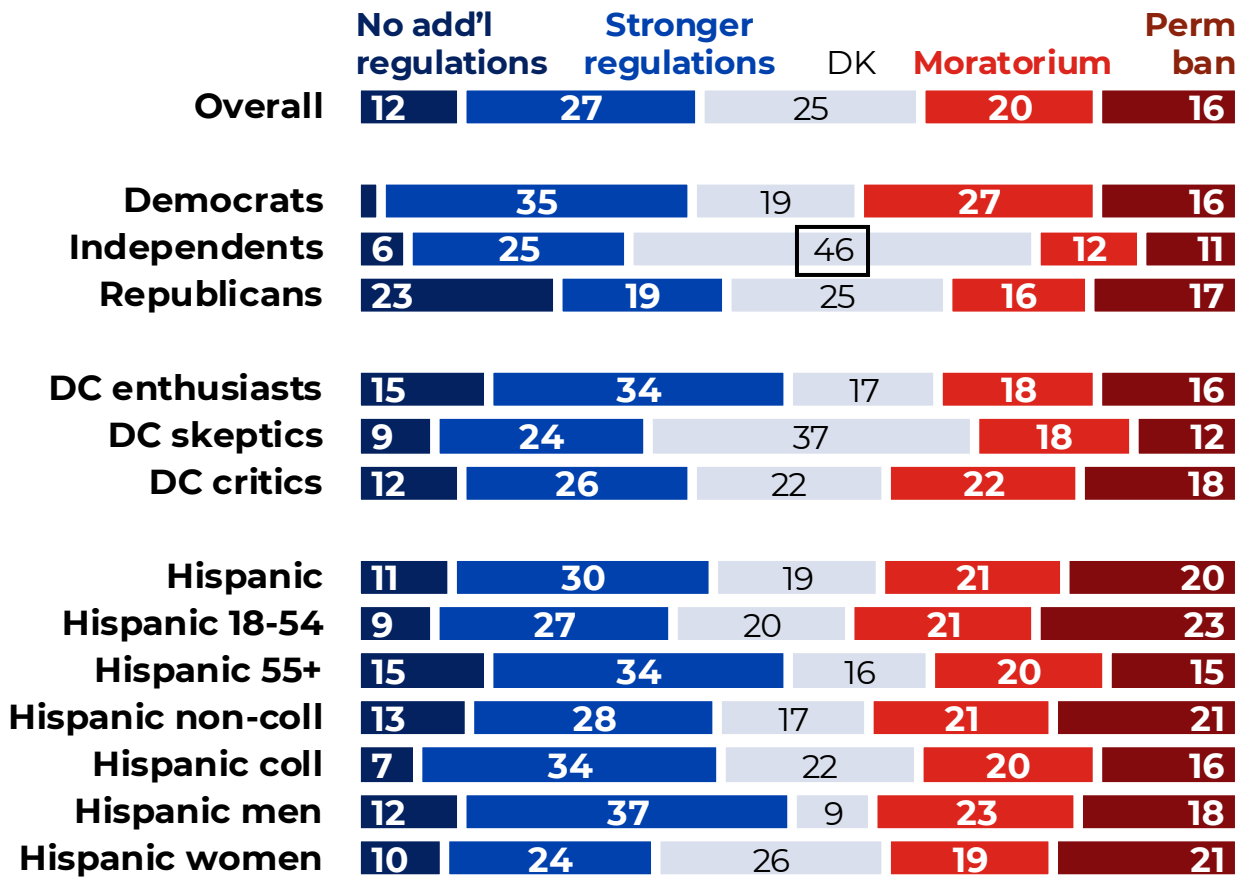


Full Proposal Text Read Each Time:

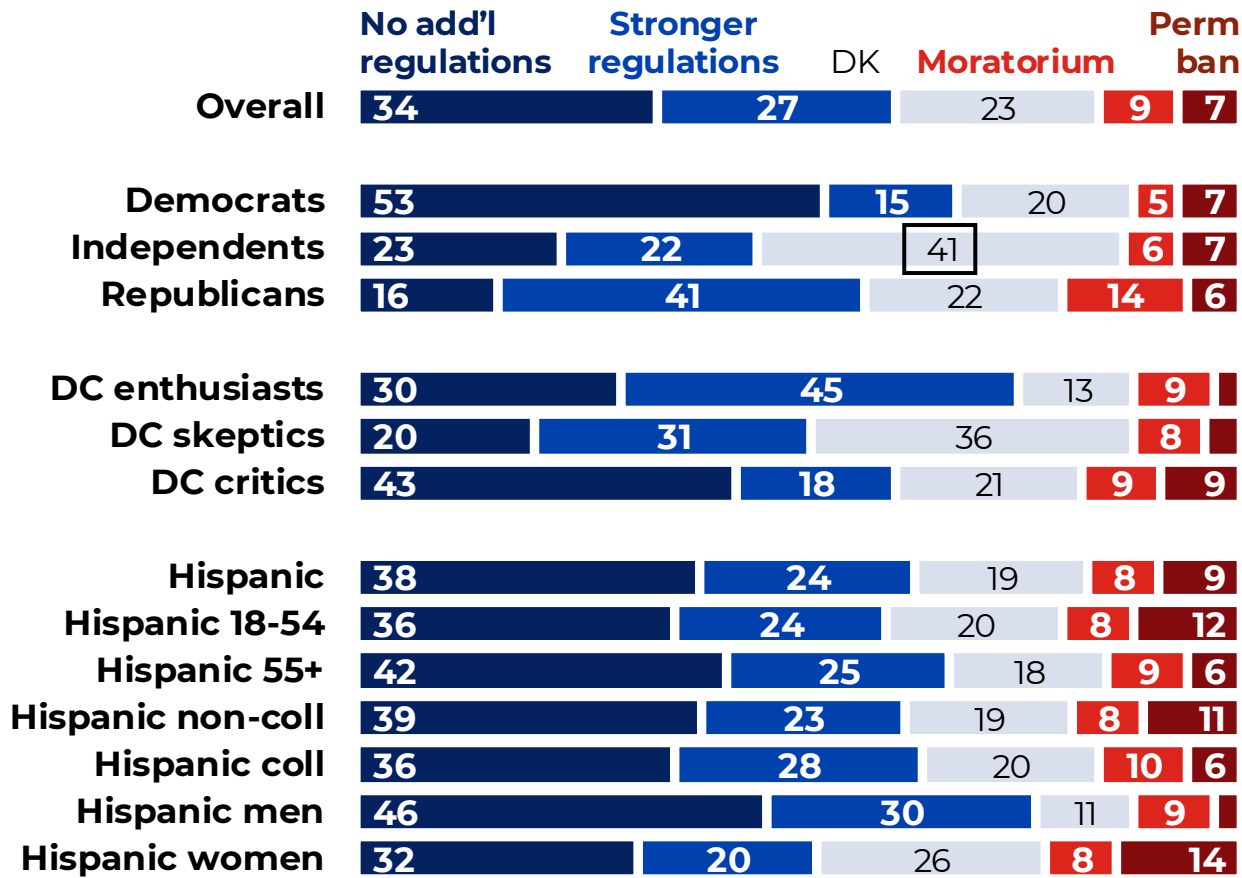
- Permanent ban:** stop the approval of new data centers permanently.
- Moratorium, or temporary pause:** temporarily pause the approval of new data centers while research is done to understand their **environmental and economic** impacts.
- Allow data centers, with stronger regulations:** allow the approval of new data centers, but put stronger **environmental and economic** rules and guardrails in place.
- Allow data centers, with no additional regulations:** continue to allow the approval of new data centers with no additional regulations or restrictions.

While many voters are unsure, there is a serious perception that Republicans want to build without regulations, especially among Hispanic voters

As far as you know... which position do you think most Democratic elected officials hold on new data centers?

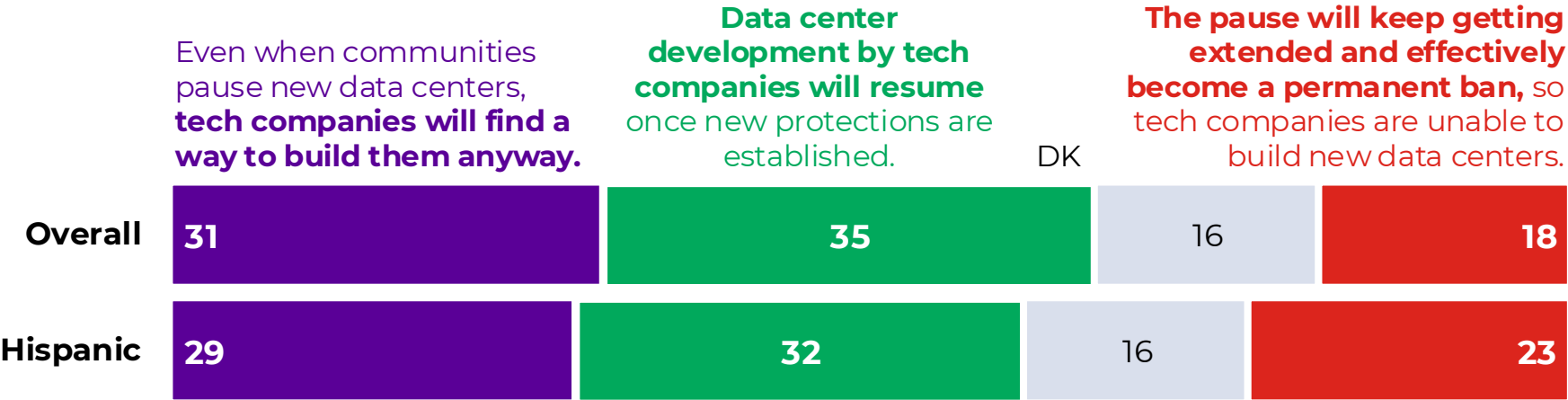


As far as you know... which position do you think most Republican elected officials hold on new data centers?

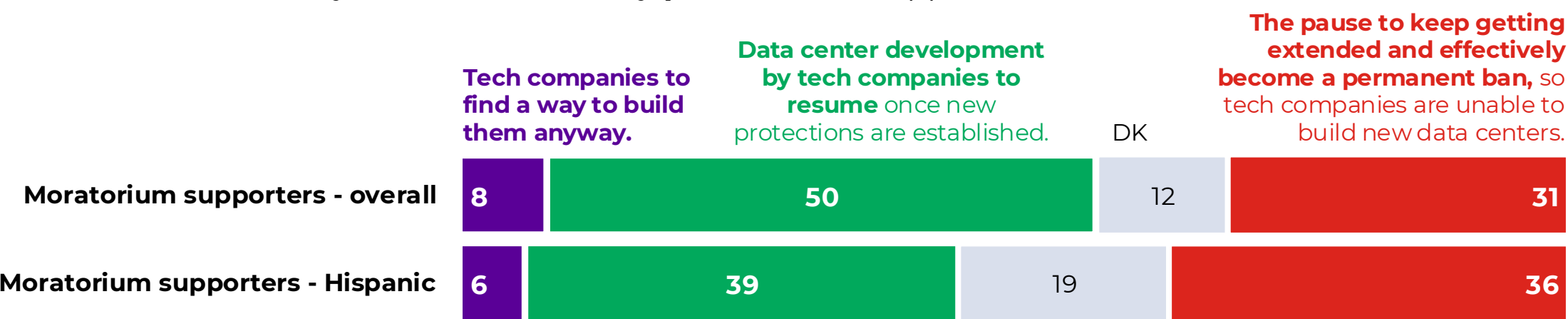


Most think that moratoriums either mean a true pause with intent to resume or tech companies continuing unabated – few say they’re backdoor bans, though more Hispanic voters do than voters overall

When you hear that a temporary moratorium, or pause, has been placed on new data center development, what do you **expect** to happen?

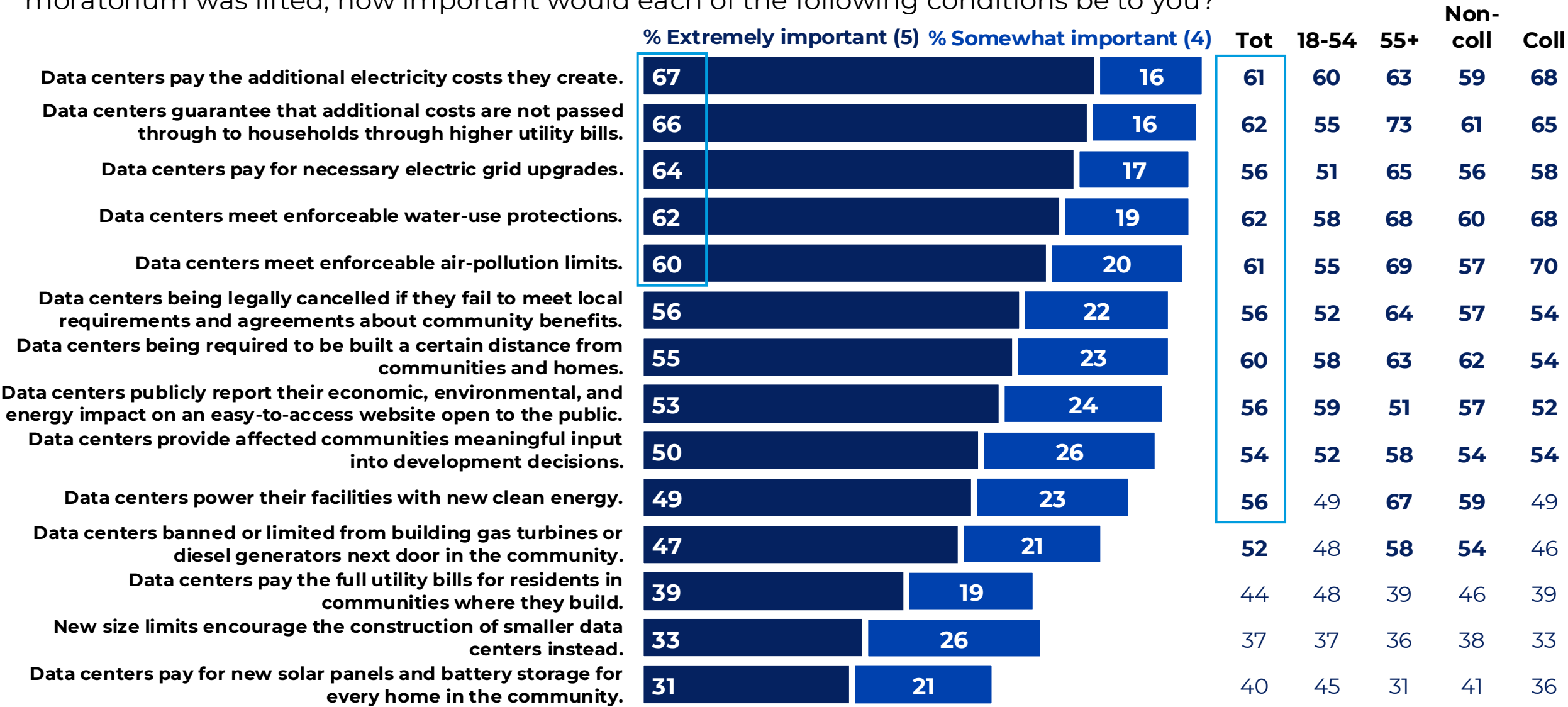


[IF SUPPORT A MORATORIUM] And when you think more about a data center moratorium, which comes closer to what you would ultimately **prefer** to see happen?



Key conditions for a local data center are to protect consumers' utility bills, upgrade the grid, and protect water supplies and air quality

Imagine there was a temporary moratorium on data centers in your community. Before that moratorium was lifted, how important would each of the following conditions be to you?



From Focus Groups: Data center solutions need to include more transparency – because right now, voters feel like the process is a black box

“I want full transparency in their impacts. I listen to so-called experts who can’t clearly answer a whole lot of questions about what their impact will be.”

– White Democratic base, unfav to data centers, 53, strong Dem

“I don’t know that [a moratorium] is needed. I think accountability and standards can be fought for and implemented without having to have a moratorium to stop all work.”

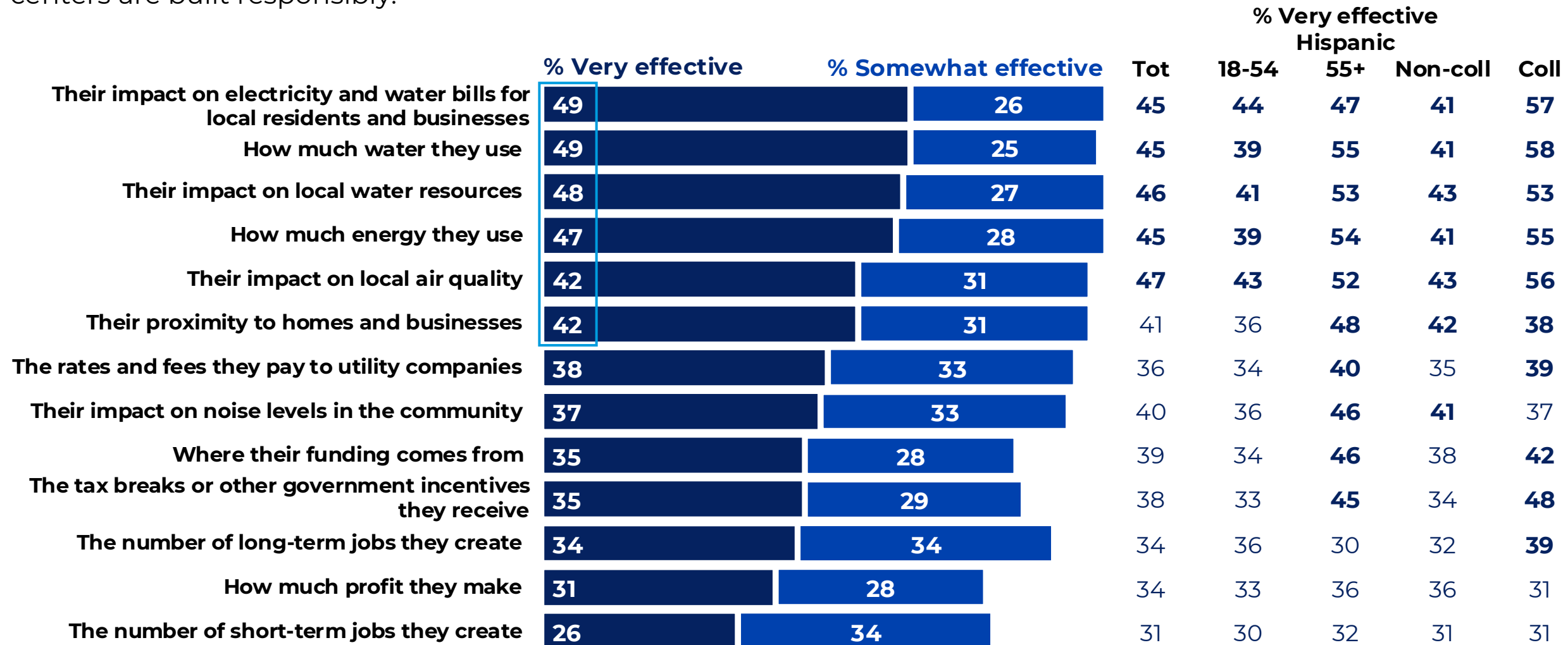
– MAGA Republican, unsure on data centers, 66, strong Rep

“It would be nice if we could have two, three years to see what the repercussions really are to having a data center in a residential area. What happens to the water? What happens to the electric? What costs go up for the people living nearby the data center? How loud is it?”

– Near contentious data center, unfav to data centers, 24, not very strong Dem

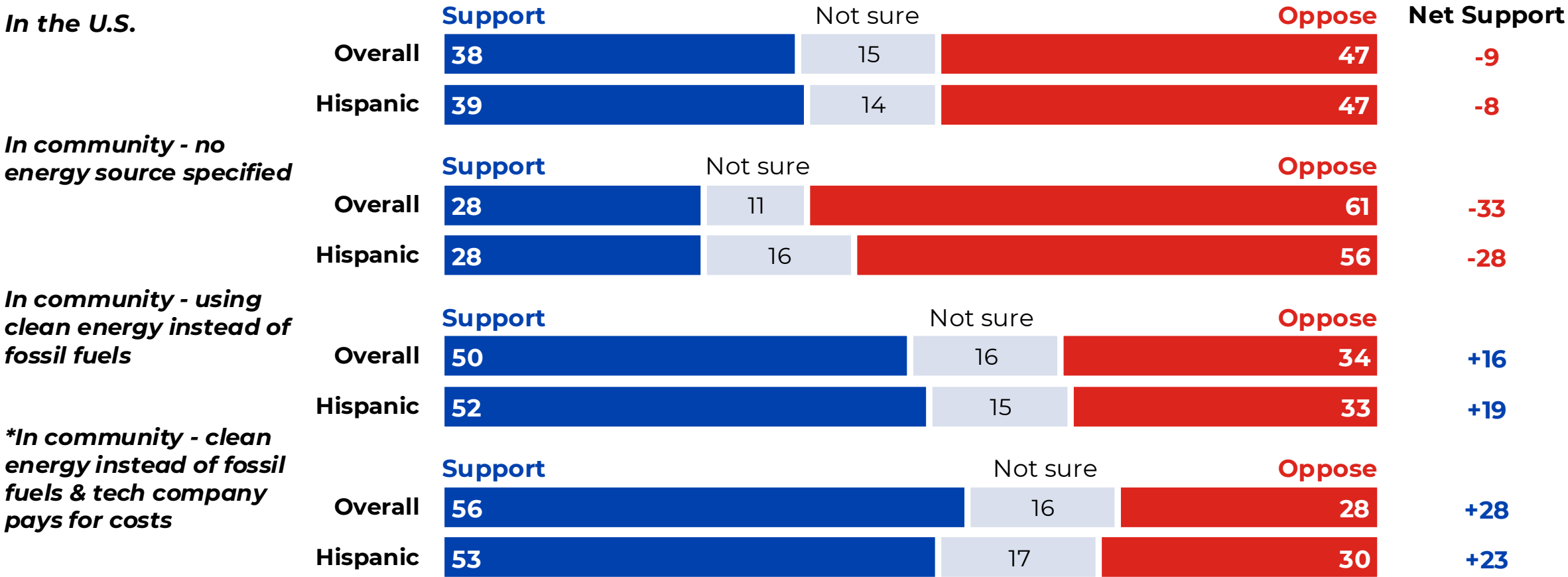
On transparency measures, voters want clarity on the impact of data centers locally on water, energy, and utility bills

Below are some types of information that data centers and the companies that build them could be required to publicly disclose. Please indicate how effective you think each requirement would be in making sure data centers are built responsibly.



Data centers are least popular in voters' communities. Clean energy and tech company pay-fors increase local support with Hispanic voters

Support for Building Data Centers



*Full text: Would you support or oppose a data center being built in your community if:

- It was powered by clean energy like wind and solar instead of fossil fuels, and,
- The tech company behind the data center was required to pay for the additional electricity and grid costs created by the facility, with those costs prohibited from being passed on to households

Conclusions

Conclusions

1

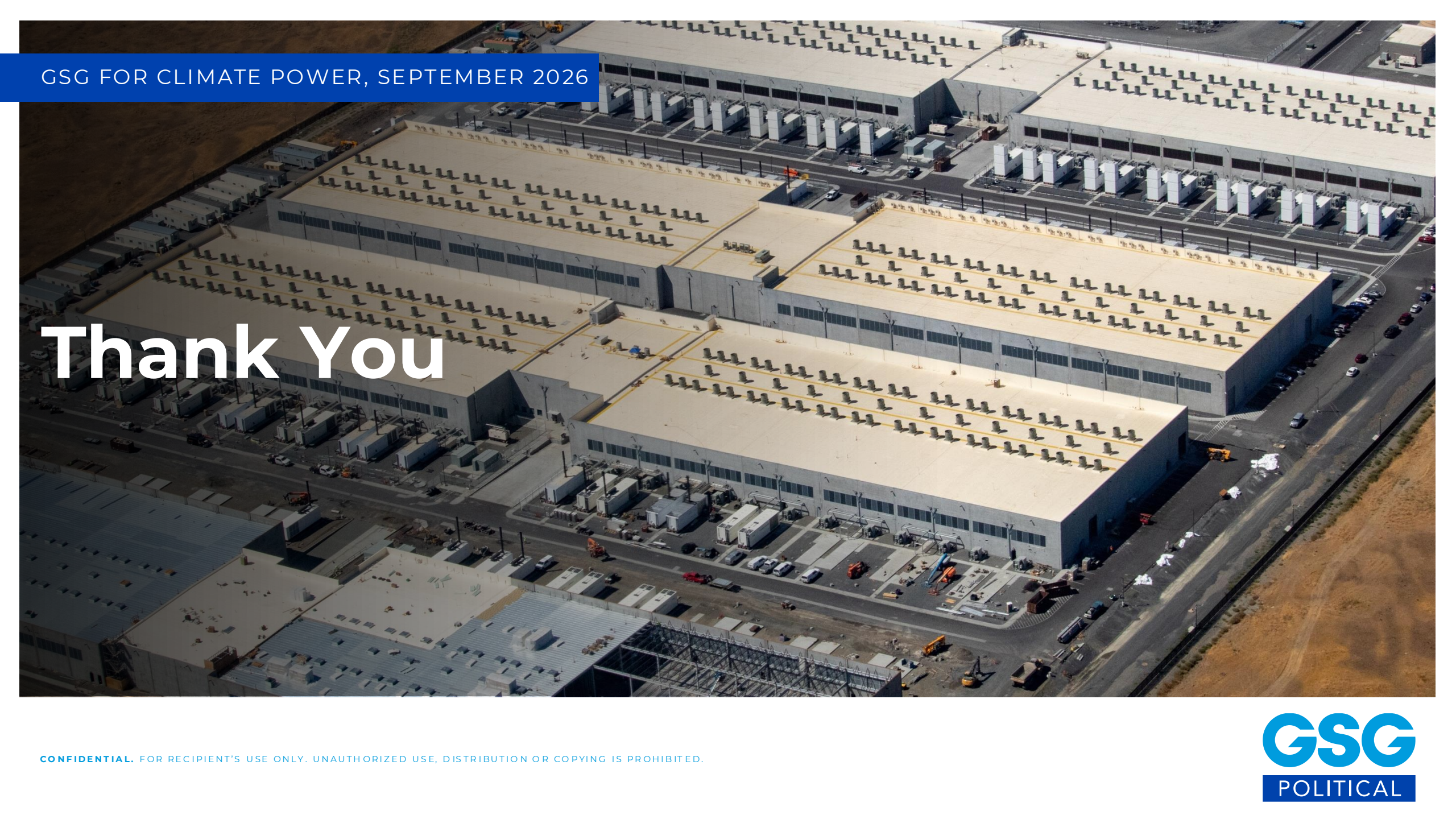
Voters reject unchecked development of data centers and are angry about the status quo. They are just as concerned about secrecy and speed as they are about costs, and they want transparency and guardrails that protect utility bills, the grid, water, and air.

2

Opposition does not automatically mean support for a ban. Most voters prefer stronger rules or a temporary moratorium – not a backdoor ban, but a genuine pause to learn more and put protections in place. They fully reject data centers building as they have been, with no additional regulations.

3

The most important protections for voters are concrete: data centers must pay their electricity and grid costs, keep those costs off household bills, and meet enforceable water and air-quality standards.



GSG FOR CLIMATE POWER, SEPTEMBER 2026

Thank You

CONFIDENTIAL. FOR RECIPIENT'S USE ONLY. UNAUTHORIZED USE, DISTRIBUTION OR COPYING IS PROHIBITED.

