

navigator.*

Tuesday, December 16th

AI and Data Centers:
A Guide for Advocates



Credit: Shutterstock/Garan Prdt

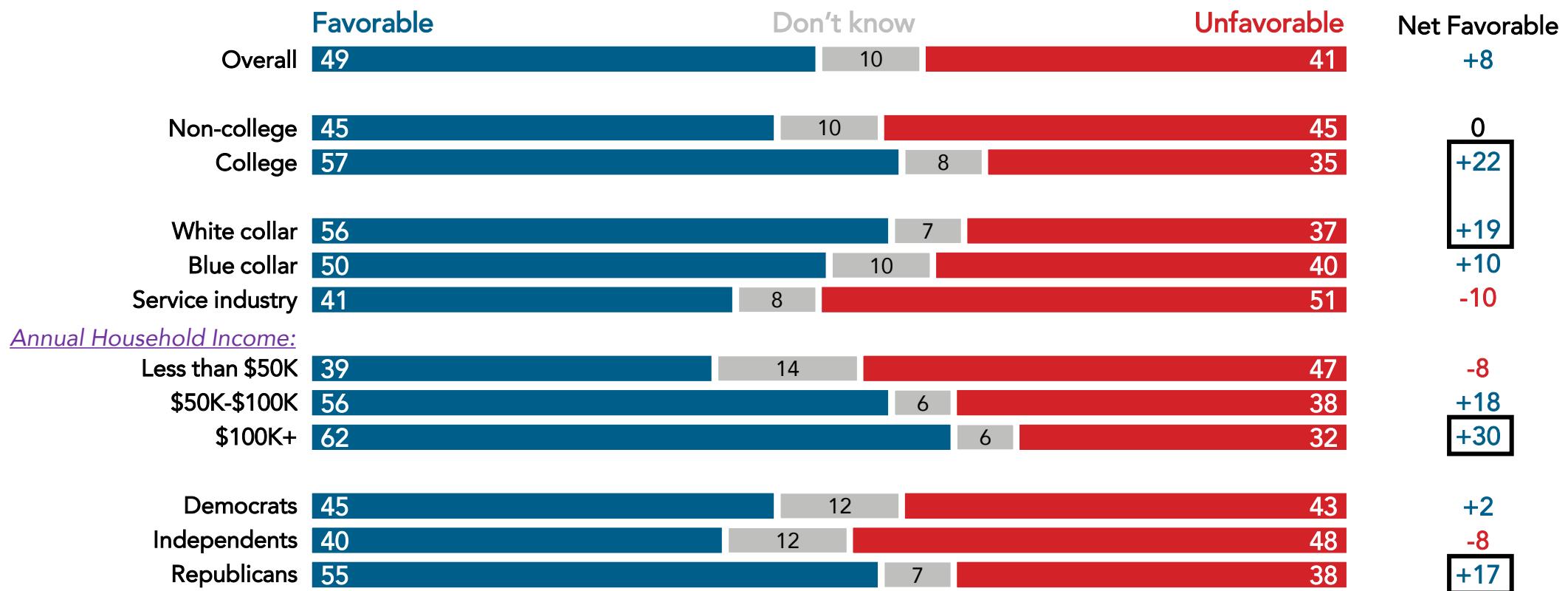
Key Takeaways:

- Many report using AI frequently, but few are deeply familiar with the data center debate. Opinions are largely malleable on both, with Americans uncertain about whether AI is good or bad for the country or for themselves personally.
- Americans do not know which party to trust when it comes to AI but support more regulation of AI across party lines.
- Americans are mixed in their support of building new data centers and in their feelings about whether they are good or bad. They prefer an approach to data centers that accepts their construction but promises to protect people from environmental impact and energy cost increases.

College-Educated, White Collar, Republican, and Higher-Income Americans Most Favorable to AI

Half of Americans are favorable toward AI (49%), with a majority of those earning more than \$100,000 a year in household income (62% favorable), college-educated Americans (57%), and Republicans (55%) viewing it favorably.

Please indicate how favorable or unfavorable you are to: Artificial intelligence, or AI.

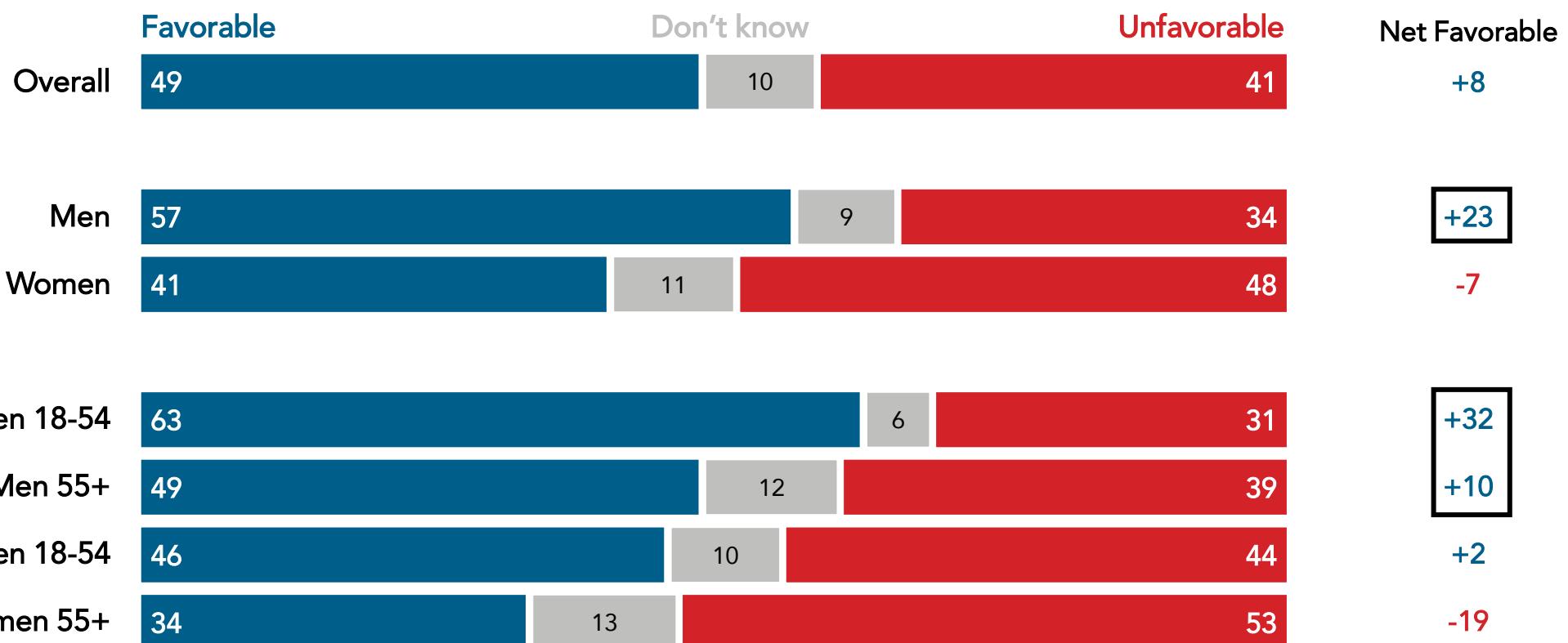


Nationwide survey of 1,000 registered voters conducted December 4-December 8, 2025.
For more info, visit navigatorresearch.org.

Men, Particularly Younger Men, Are Most Favorable to AI

AI has the strongest ratings among men 18-54 (net +32 favorable), followed by older men (net +10) – its weaker ratings come from women over the age of 55 (net -19).

Please indicate how favorable or unfavorable you are to: Artificial intelligence, or AI.

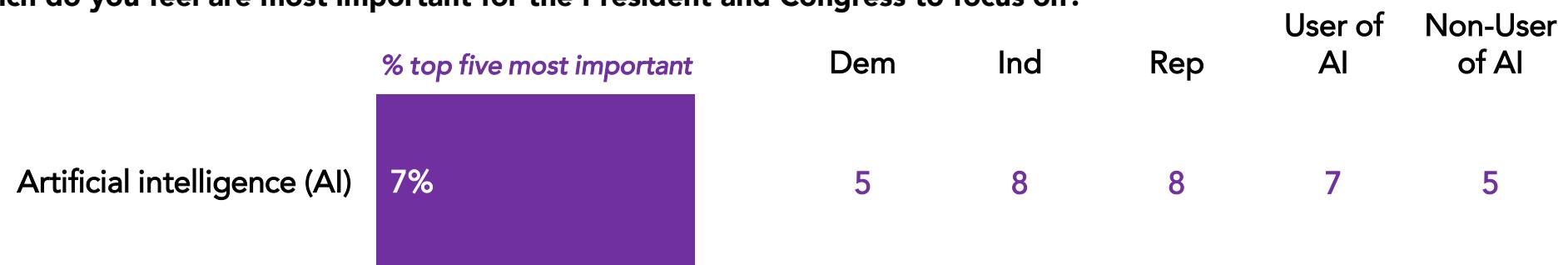


Nationwide survey of 1,000 registered voters conducted December 4-December 8, 2025.
For more info, visit navigatorresearch.org.

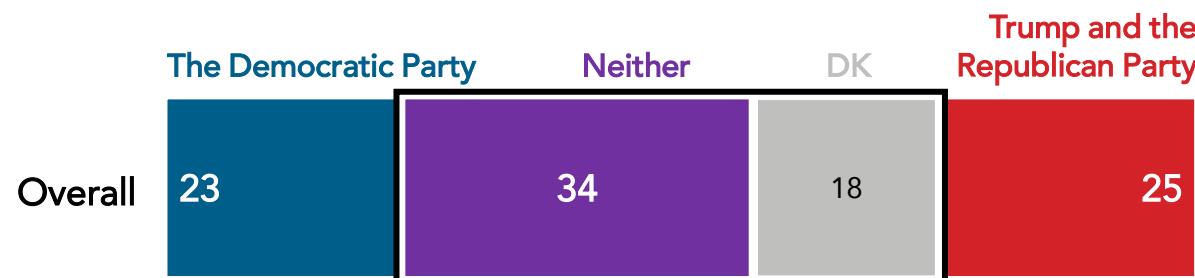
Few Prioritize AI as a Top Issue Right Now; Many Don't Trust Either Party to Handle the Issue Yet

Fewer than one in ten Americans say either party is most focused on AI (7% say Trump and Republicans in Congress are focused on AI, 6% say Democrats in Congress are focused on AI).

Below is a list of issues. Which do you feel are most important for the President and Congress to focus on?



Please indicate who you personally trust more to handle: Artificial Intelligence (AI).



Net Trust the Democratic Party More

	Overall	Dem	Ind	Rep	User of AI	Non-User of AI
Overall	-2	+43	-1	-47	-4	+5

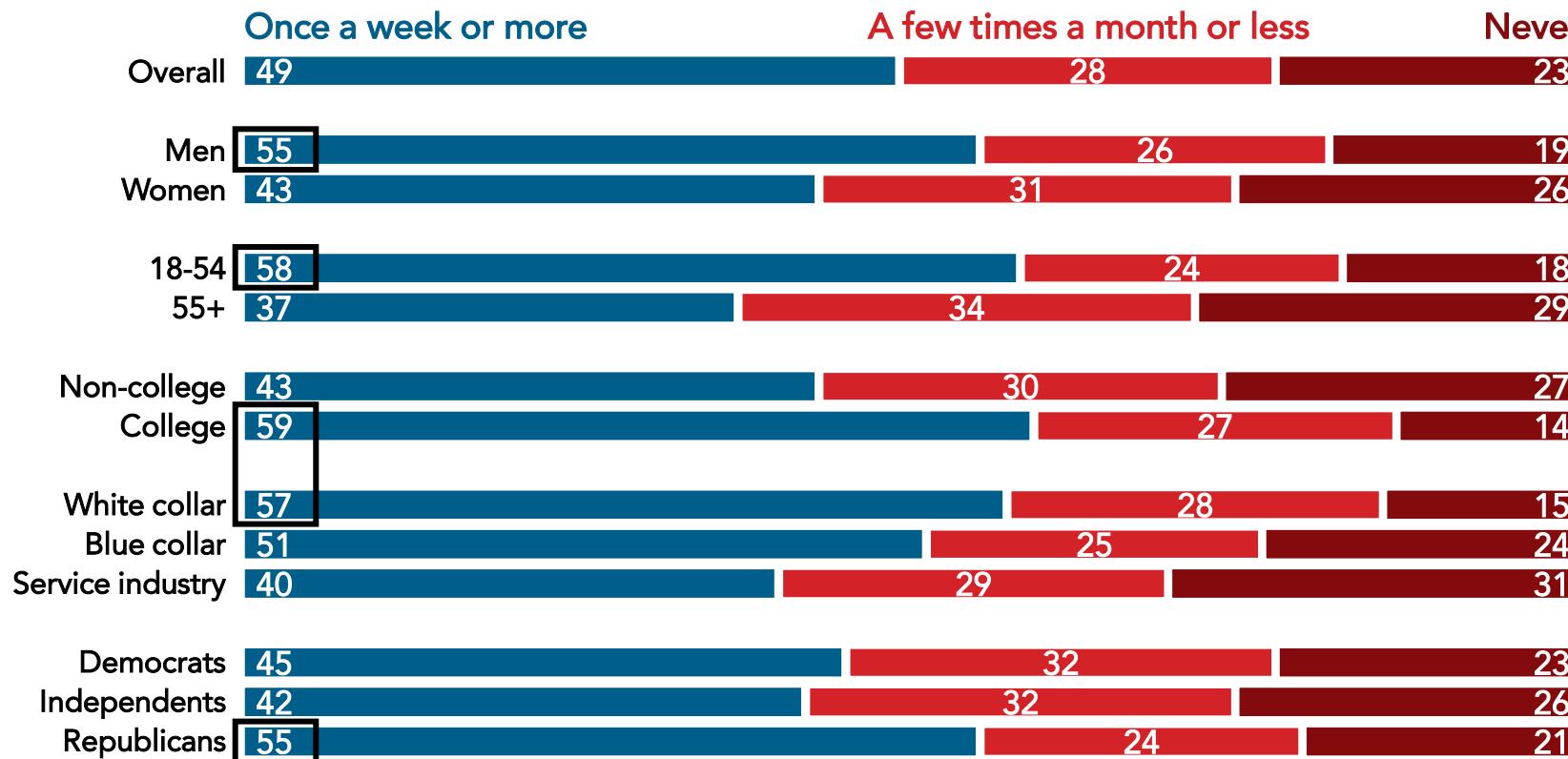
Nationwide survey of 1,000 registered voters conducted December 4-December 8, 2025.
For more info, visit navigatorresearch.org.

navigator*

Majorities Say They Are Frequent AI Users: Nearly Half Report Using It Once a Week or More

A majority of men (55%), younger Americans (58%), college-educated Americans (59%), white collar Americans (57%), and Republicans (55%) use AI at least once a week.

How often would you say you use an artificial intelligence (AI) tool like ChatGPT, Microsoft Copilot, Google Gemini, or DALL-E?

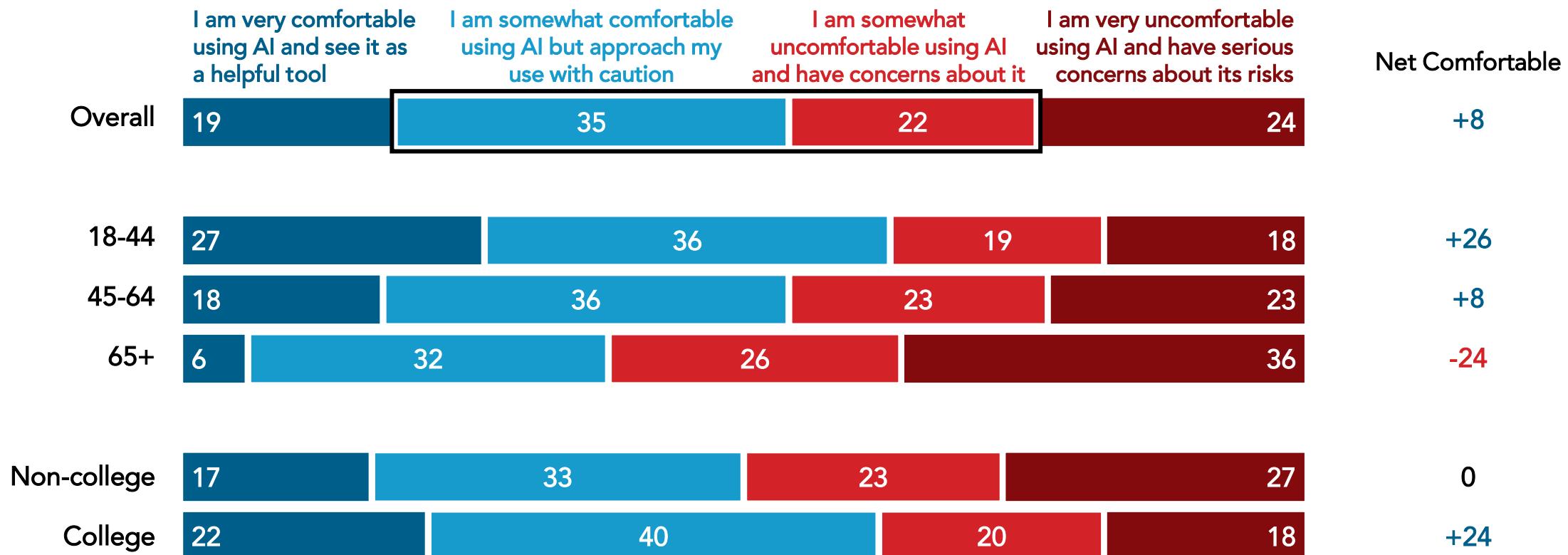


Nationwide survey of 1,000 registered voters conducted December 4-December 8, 2025.
For more info, visit navigatorresearch.org.

A Majority of America Is Somewhere in the Middle on AI – Neither Very Comfortable Nor Very Uncomfortable

A majority (57%) of the public is somewhat comfortable or somewhat uncomfortable on AI – approaching it with caution and with concerns about the risks – as opposed to being very pro-AI (19%) or very anti-AI (24%)..

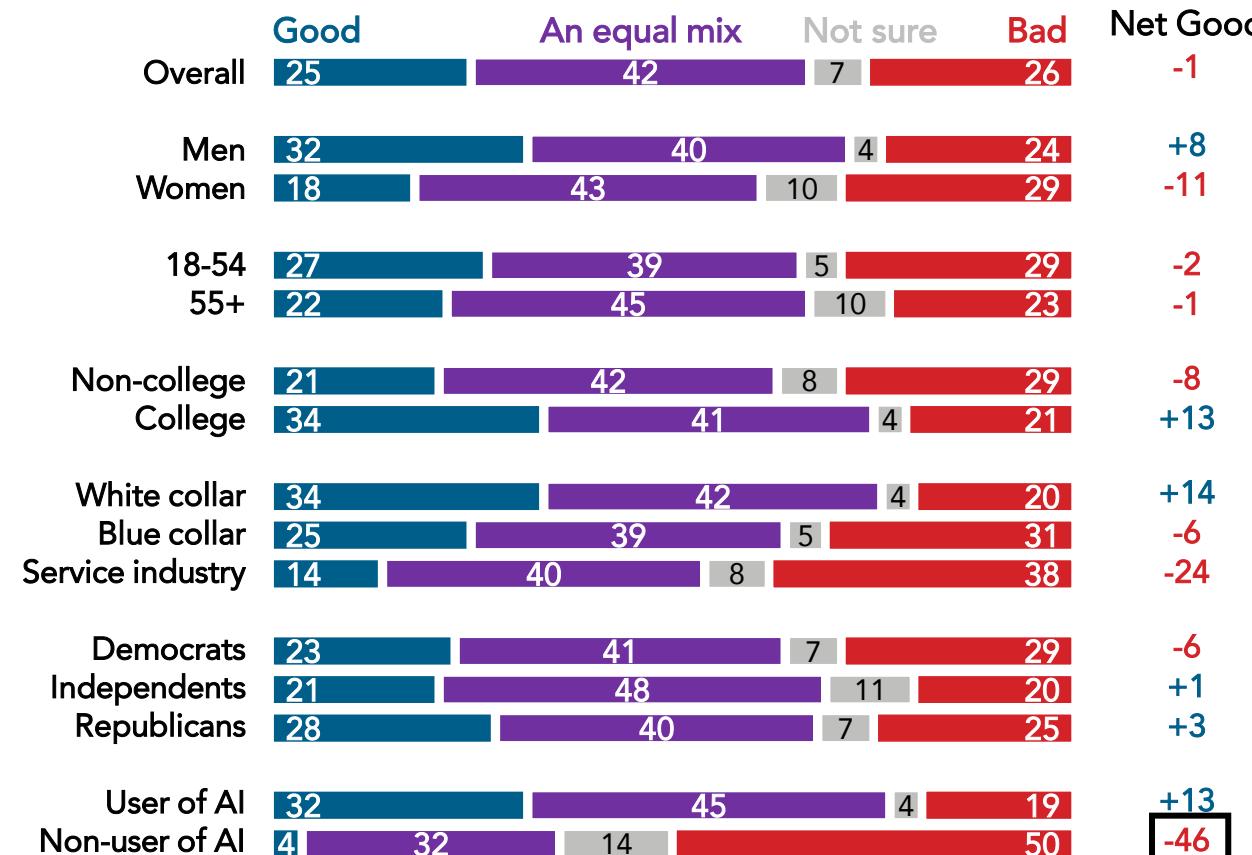
Which would you say best describes your approach to using artificial intelligence (AI)?



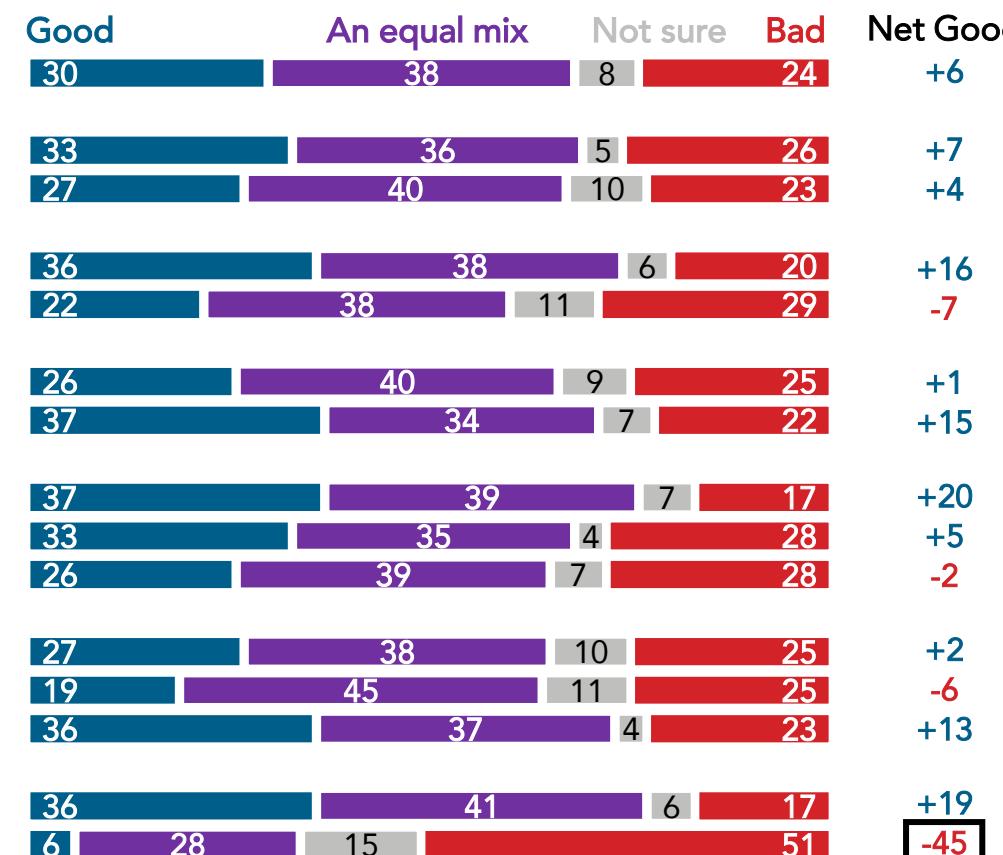
Nationwide survey of 1,000 registered voters conducted December 4-December 8, 2025.
For more info, visit navigatorresearch.org.

Americans Are Divided on Whether AI Is Good for the Country and People Like Them, With a Plurality Seeing Mixed Impact

(Split Sample) Do you think that the way artificial intelligence (AI) is being used right now is good or bad for **the country**?



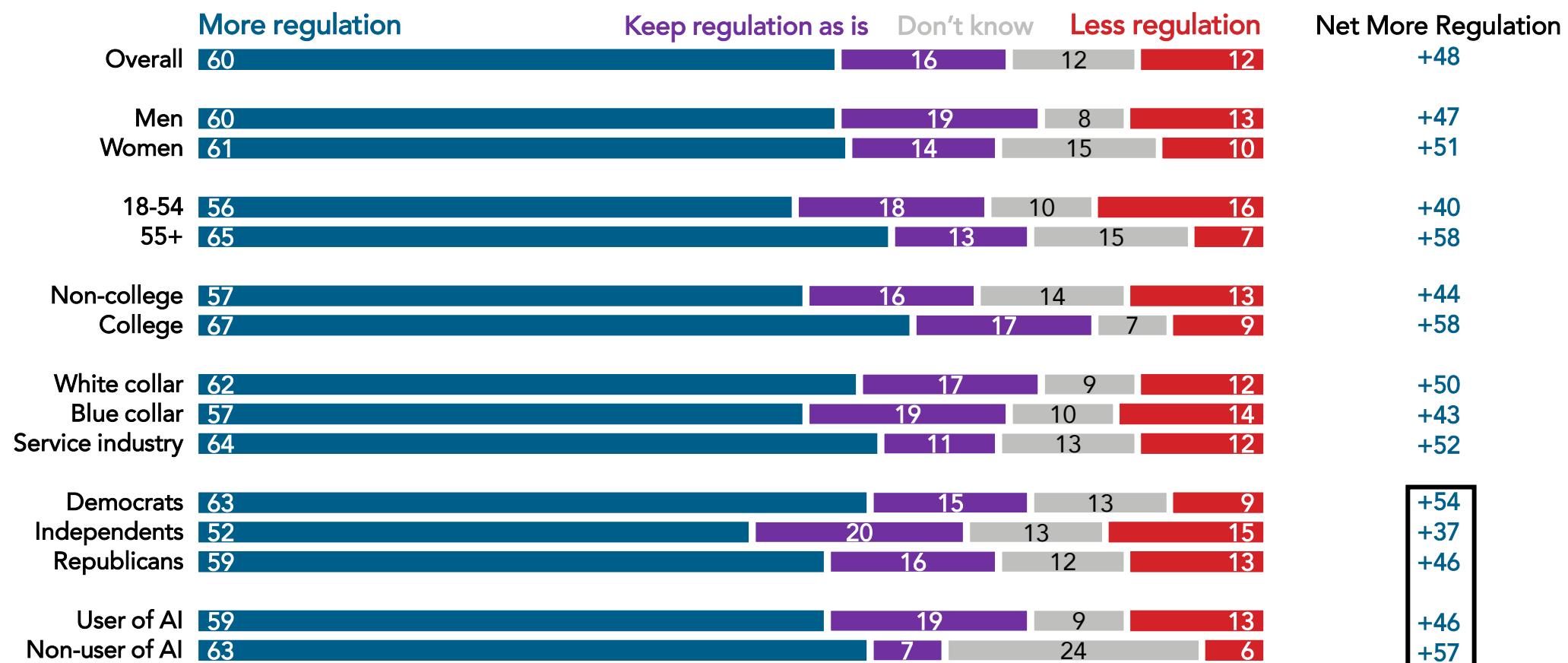
(Split Sample) Do you think that the way artificial intelligence (AI) is being used right now is good or bad for **people like you**?



Nationwide survey of 1,000 registered voters conducted December 4-December 8, 2025.
For more info, visit navigatorresearch.org.

Americans Widely Prefer Greater AI Regulation, Including Bipartisan Majorities and Both Users and Non-Users of AI

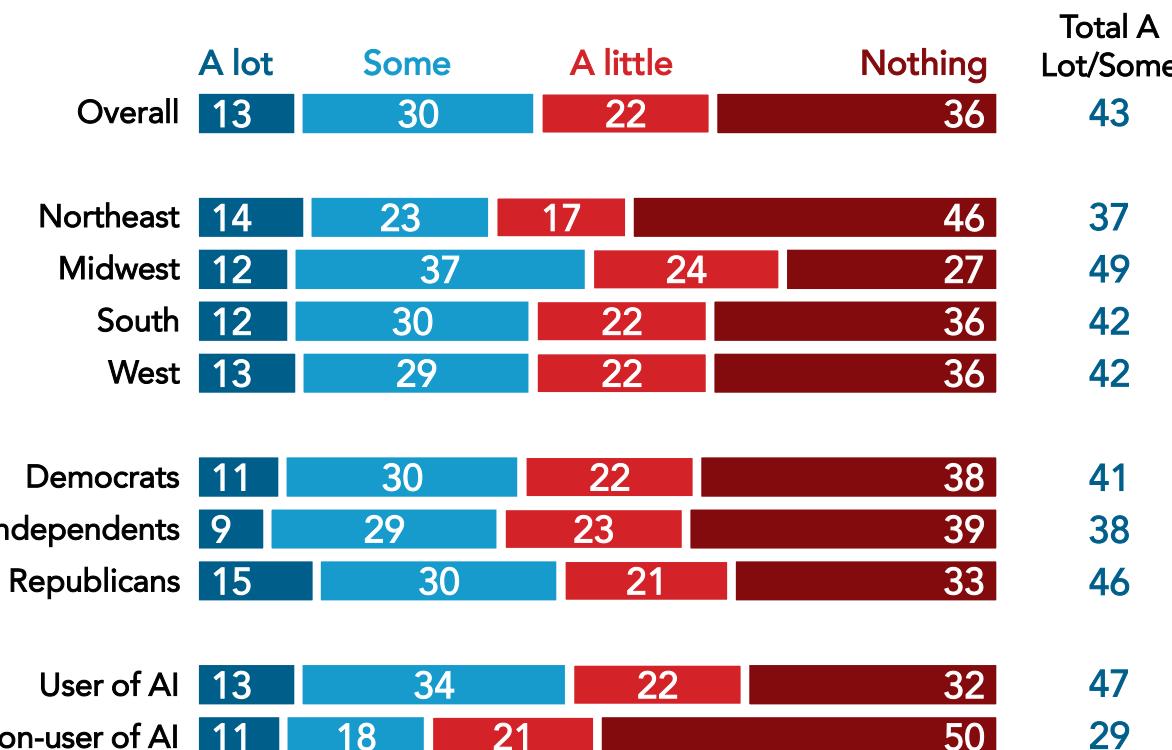
Which approach would you prefer to artificial intelligence (AI)?



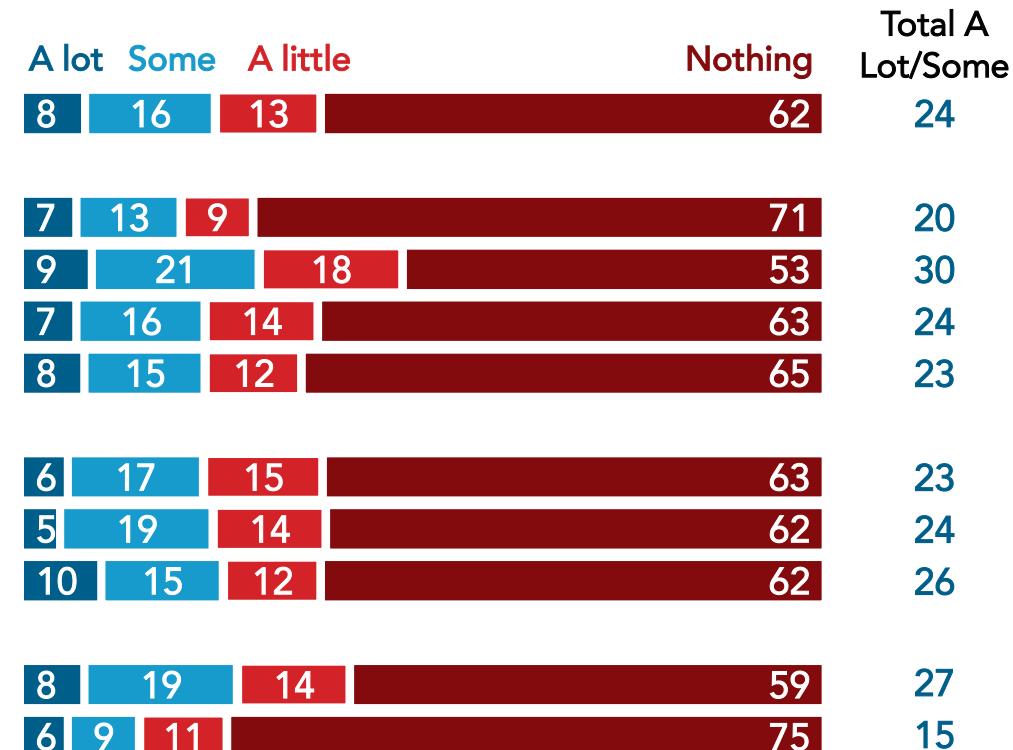
Nationwide survey of 1,000 registered voters conducted December 4-December 8, 2025.
For more info, visit navigatorresearch.org.

Most Americans Are Not Hearing Much About the Discussion on Data Centers, Either Nationally or in Their Communities

How much have you seen, read, or heard about the discussion around building new data centers in *America*?



How much have you seen, read, or heard about potential new data centers being built in *your community*?

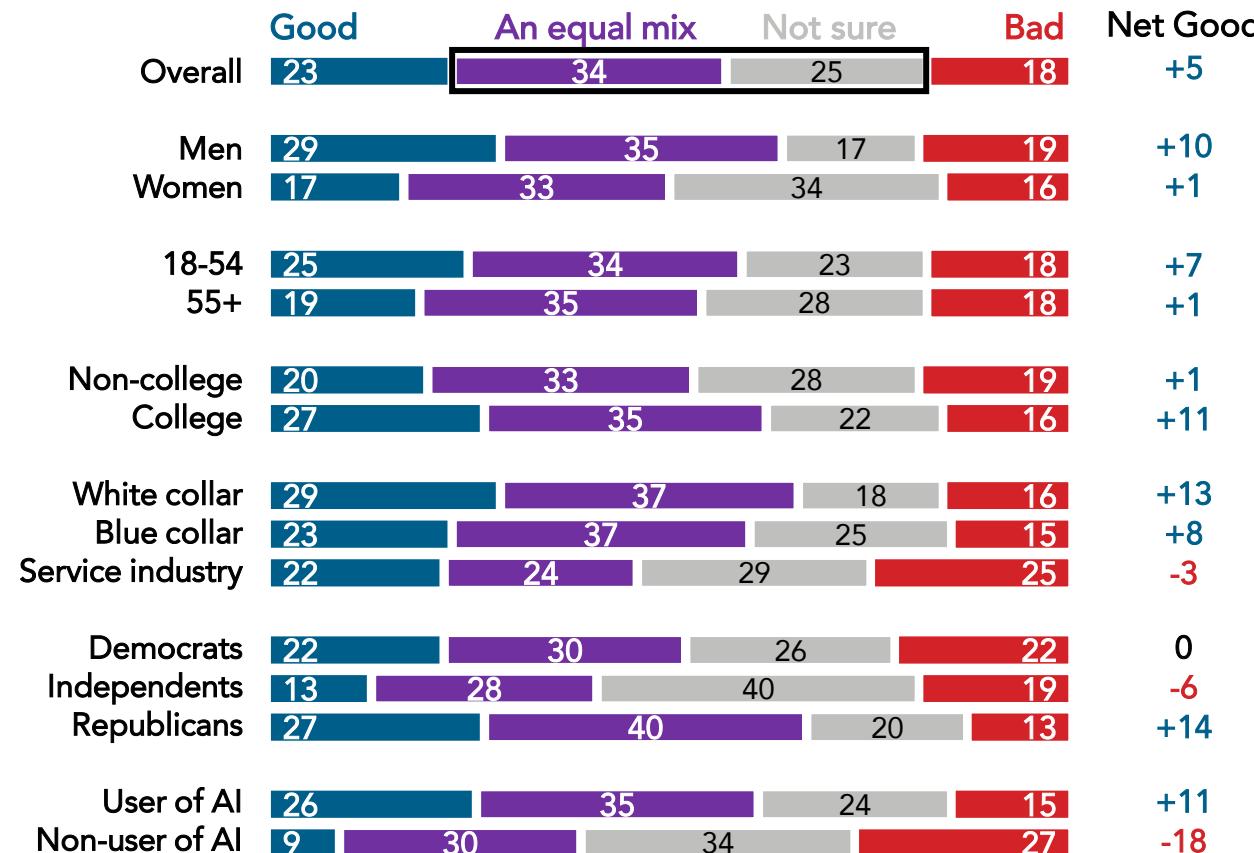


To provide context to these low awareness numbers, 61% of Americans are hearing “a lot” about ICE raids, 54% are hearing “a lot” about tariffs, and 47% are hearing “a lot” about cuts to SNAP.

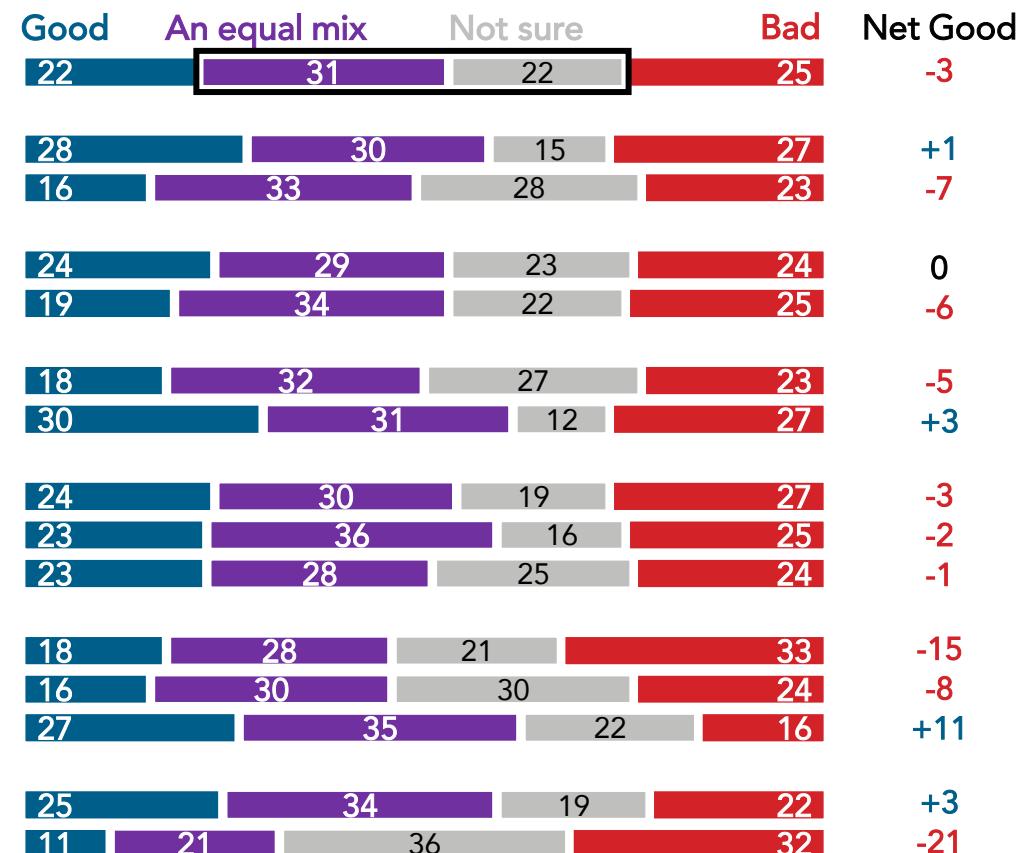
Nationwide survey of 1,000 registered voters conducted December 4-December 8, 2025.
For more info, visit navigatorresearch.org.

Opinions Are Not Yet Strongly Formed About the Impact of Data Centers Locally or Nationally

(Split Sample) Do you think building more data centers would be good or bad for the country?



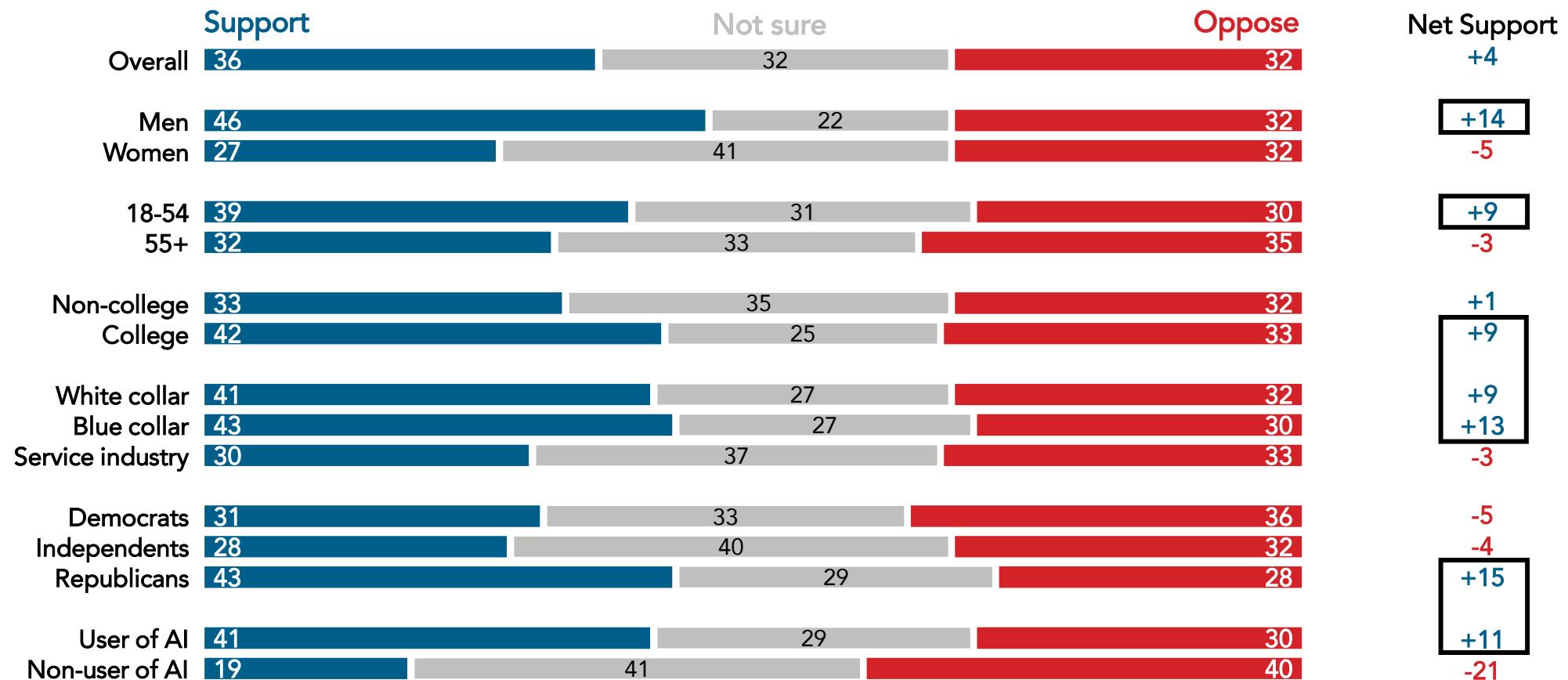
(Split Sample) Do you think building more data centers is good or bad for the communities where they are located?



Nationwide survey of 1,000 registered voters conducted December 4-December 8, 2025.
For more info, visit navigatorresearch.org.

Support for Building New Data Centers Locally Is Mixed; Americans Who Use AI Are More Supportive

Would you support or oppose the building of a data center in your local community?

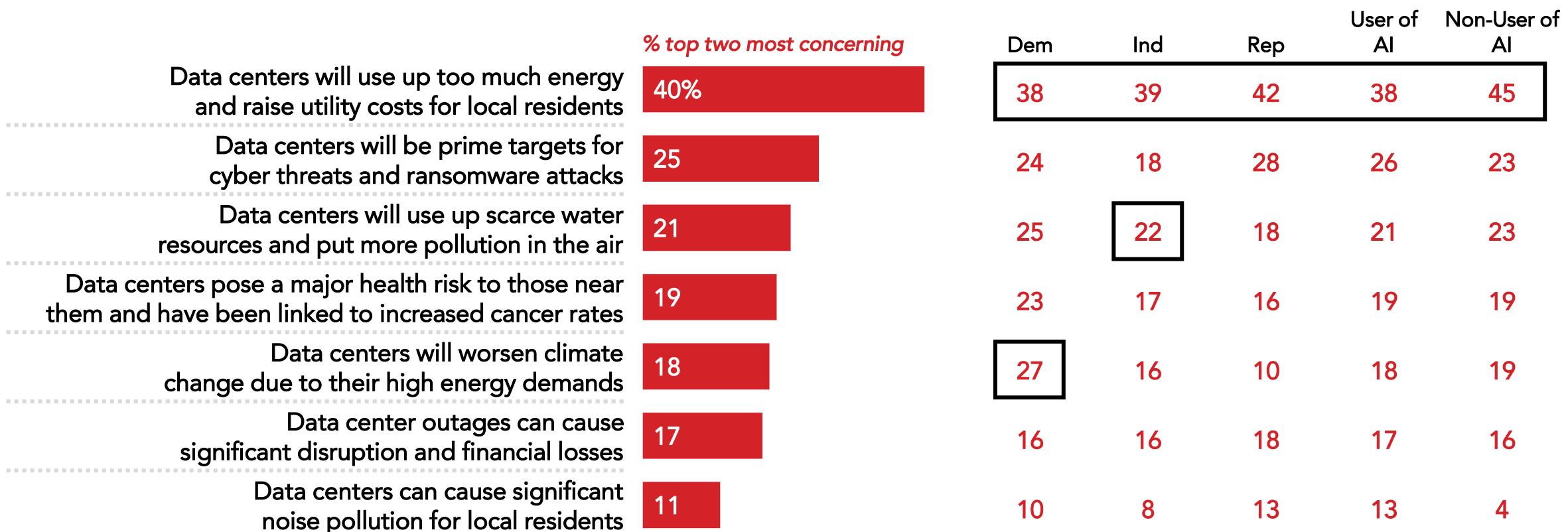


Nationwide survey of 1,000 registered voters conducted December 4-December 8, 2025.
For more info, visit navigatorresearch.org.

The Greatest Concern Across Party Lines on Data Centers Is Higher Utility Costs

Independents are also concerned about data centers using up scarce water resources and causing air pollution (22%).

Below are concerns some people might have about data centers. Please select the two that concern you the most, if any concern you.



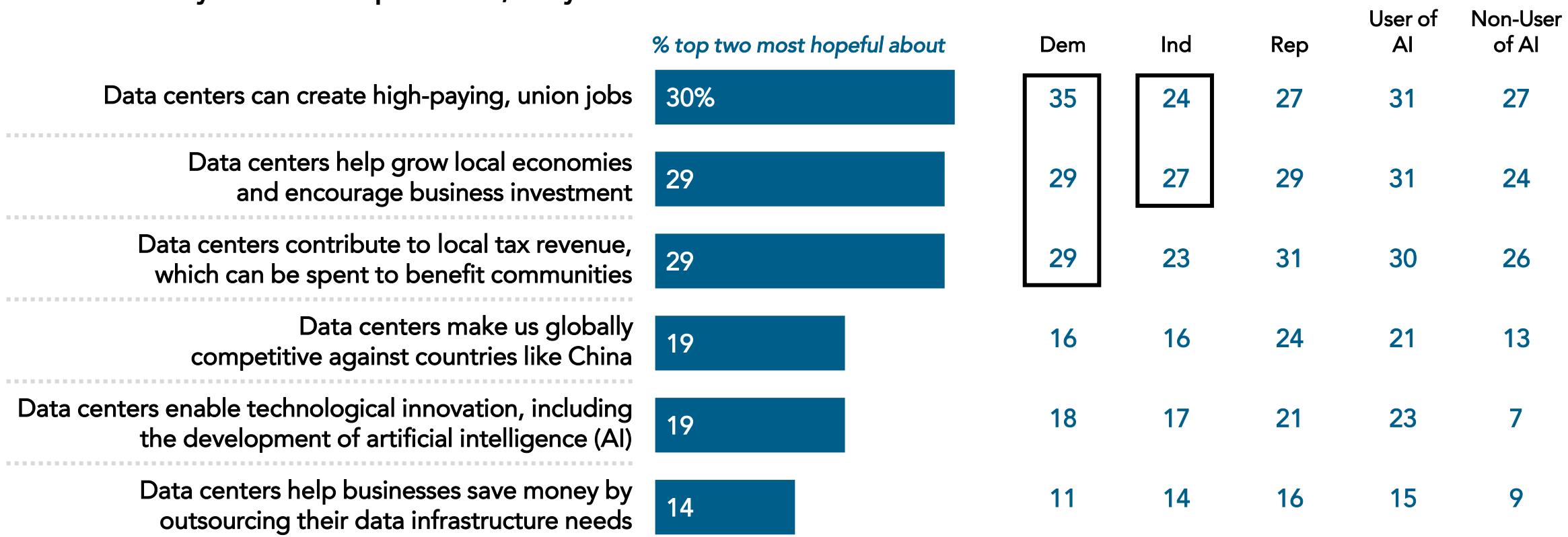
Nationwide survey of 1,000 registered voters conducted December 4-December 8, 2025.
For more info, visit navigatorresearch.org.

navigator*

Job Creation, Economic Growth, and New Tax Revenue for Local Communities Best Reasons to Support Data Centers

Independents are most hopeful about union job creation (24%) and local economic growth (27%).

Below are some of the hopes and potential benefits some people might have or see about data centers. Please select the two potential benefits that you are most hopeful about, if any.



Nationwide survey of 1,000 registered voters conducted December 4-December 8, 2025.
For more info, visit navigatorresearch.org.

navigator*

Americans Prefer a Balanced Approach That Builds Data Centers While Protecting Consumers Over an Anti-Data Center Approach

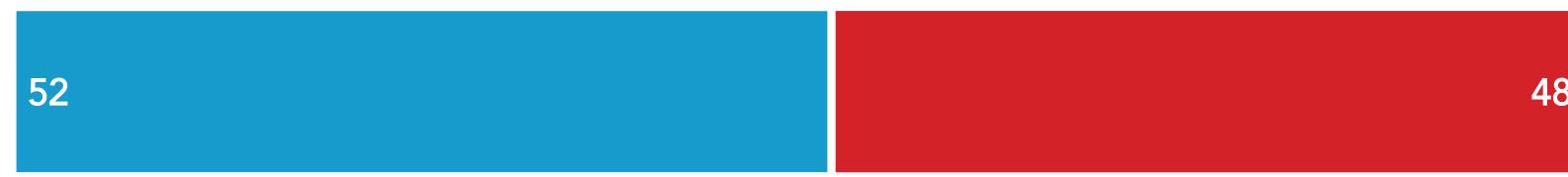
Bipartisan majorities side with a balanced approach to data centers over a more pro-data center approach (net +44). An anti-data center argument still wins out with Democrats and independents though less so, but falters against a pro-data center argument with Republicans.

Which approach do you agree with more?

BALANCED APPROACH: As we build more data centers, we should do it in a way that protects consumers and our environment and makes sure that tech companies pay their fair share instead of passing the costs onto consumers



We should encourage more building of data centers so that we can boost our economy, create good-paying local jobs, and stay competitive with countries like China on technology and economic development



ANTI-DATA CENTERS: We should try to slow or stop the rampant construction of data centers because they drain local energy, hurt our economy and our health, raise costs for consumers, and make tech billionaires even richer

Net Agree With Protect Communities Statement

	Overall	Dem	Ind	Rep	User of AI	Non-User of AI
BALANCED APPROACH	+44	+68	+40	+20	+40	+52
PRO-DATA CENTER	+4	+24	+12	-18	-4	+32

navigator.*

More to come on this issue...

About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds; Mike Podhorzer; Jesse Ferguson, progressive strategist; Navin Nayak; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from December 4-December 8, 2025. 100 additional interviews were conducted among Hispanic voters. 102 additional interviews were conducted among African American voters. 78 additional interviews were conducted among Asian American and Pacific Islander voters. 102 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter