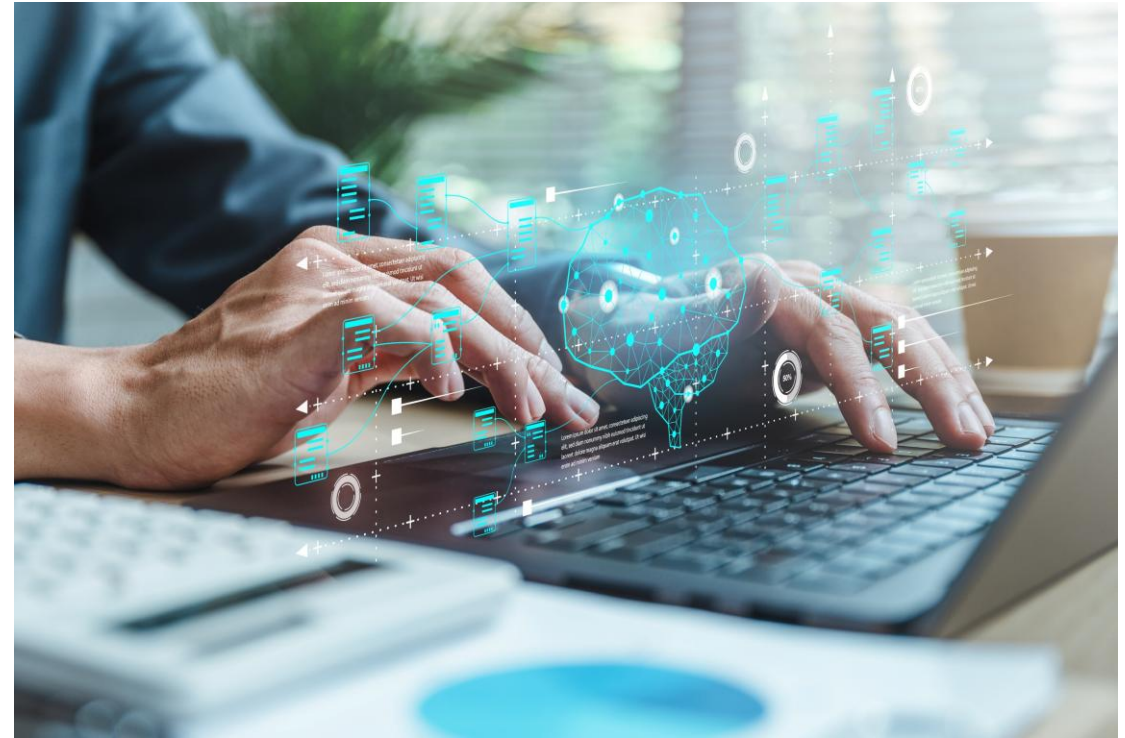


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Friday, September 18th

AI and Data Centers



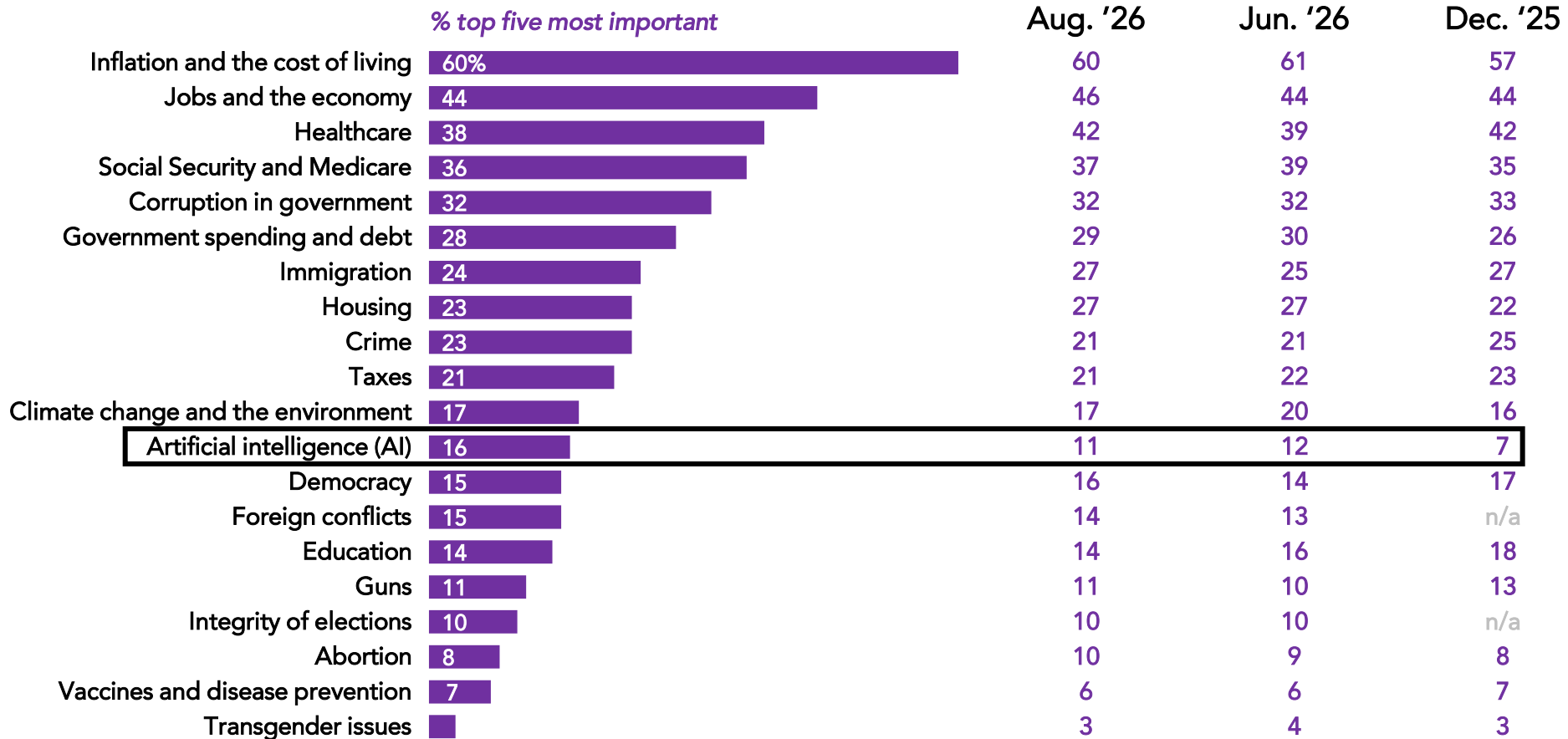
Credit: Shutterstock/Garan Prdt

Key Takeaways:

- The share who want to see the President and Congress prioritize artificial intelligence (AI) has grown since last year, but it still ranks well below top issues like inflation, healthcare, and corruption.
- Views on data centers have become overwhelmingly negative, while views of AI remain more mixed as many Americans report regular use.
- A majority of Americans disapprove of Trump's handling of data centers, though many Americans do not trust either party to handle the issue.
- Americans increasingly do not want a data center in their community, with key concerns being them using too much energy and raising utility costs, as well as putting a strain on water resources.

AI Has Seen a Slight Increase in Importance, But It Remains Far Behind Costs, Inflation, the Economy, and Healthcare

Which do you feel are most important for the President and Congress to focus on?

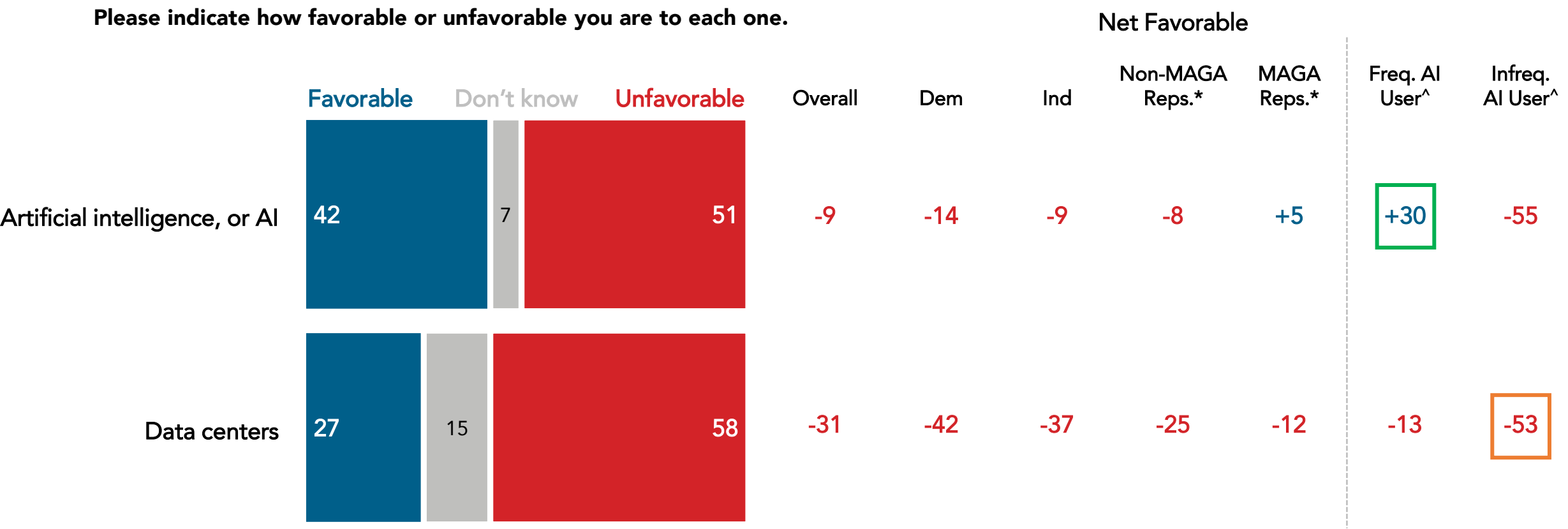


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted September 10-September 14, 2026. For more info, visit navigatortresearch.org.

Attitudes Towards AI Overall Are Growing More Negative, But Data Centers Remain Much More Unpopular

In December 2025, AI was net positive by 8 points (49% favorable/41% unfavorable), and now it is in the negative by 9 points (42%/51%).

Please indicate how favorable or unfavorable you are to each one.



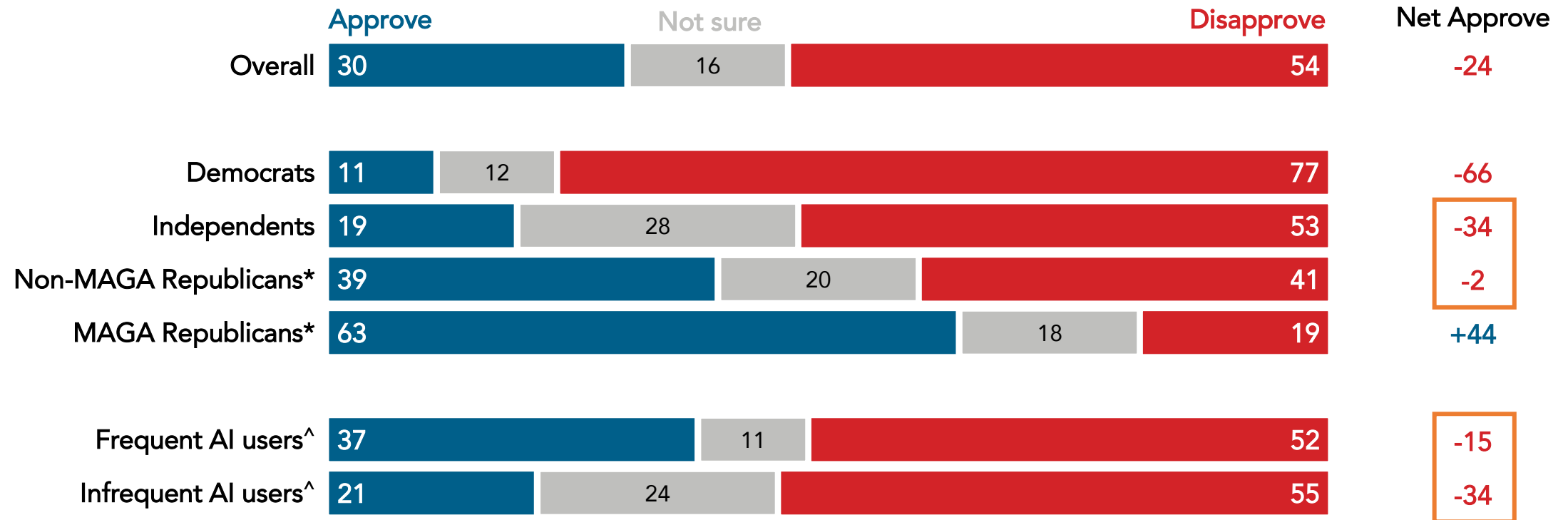
*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. ^"Frequent AI users" report using AI once a week or more. "Infrequent AI users" report using AI less than once a week. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted September 10-September 14, 2026. For more info, visit navigatortresearch.org.



Americans Disapprove of Trump's Handling of Data Centers

Pluralities of both independents (net -34 approve) and non-MAGA Republicans* (net -2 approve) disapprove of Trump's handling of data centers. A majority of both frequent^ (net -15) and infrequent^ (net -34) AI users disapprove of Trump's handling of data centers.

Please indicate whether you approve or disapprove of the way Donald Trump is handling: Data centers.



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Many Americans Do Not Trust Either Party on Data Centers or AI, More Than Say the Same on Other Issues

Majorities of independents do not trust either party or don't know who to trust more on data centers (82%) or artificial intelligence (85%).

Below is a list of issues. Please indicate who you personally trust more to handle each one.

/ Split sample

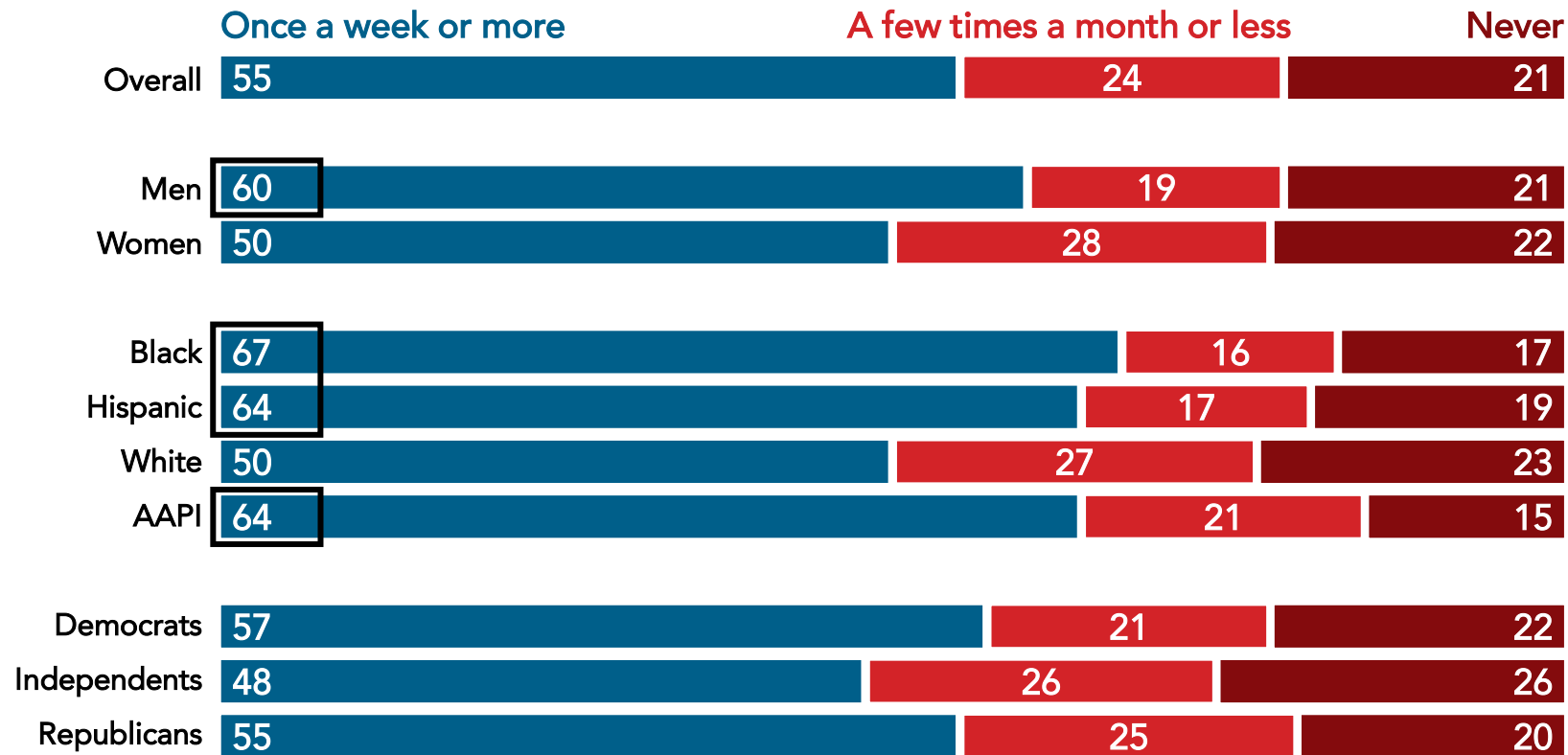
					Net Trust the Democratic Party					% Neither/ DK
	The Democratic Party	Neither	DK	Trump and the Republican Party	Overall	Dem	Ind	Non-MAGA Reps.*	MAGA Reps.*	Ind
Healthcare	43	21	6	30	+13	+80	+10	-33	-76	65
**Inflation and the cost of living	40	24	5	31	+9	+69	+8	-30	-79	70
Data centers	29	32	13	26	+3	+55	-4	-33	-62	82
Artificial intelligence (AI)	28	34	12	26	+2	+52	-6	-31	-63	85

*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide survey of 1,000 registered voters conducted September 10-September 14, 2026. For more info, visit navigatortresearch.org.

A Majority Report Weekly Use of AI

Usage of artificial intelligence is highly correlated to favorability of AI: weekly AI users are 63% favorable/33% unfavorable to AI, while those who don't use AI weekly rate it 17%/72%.

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

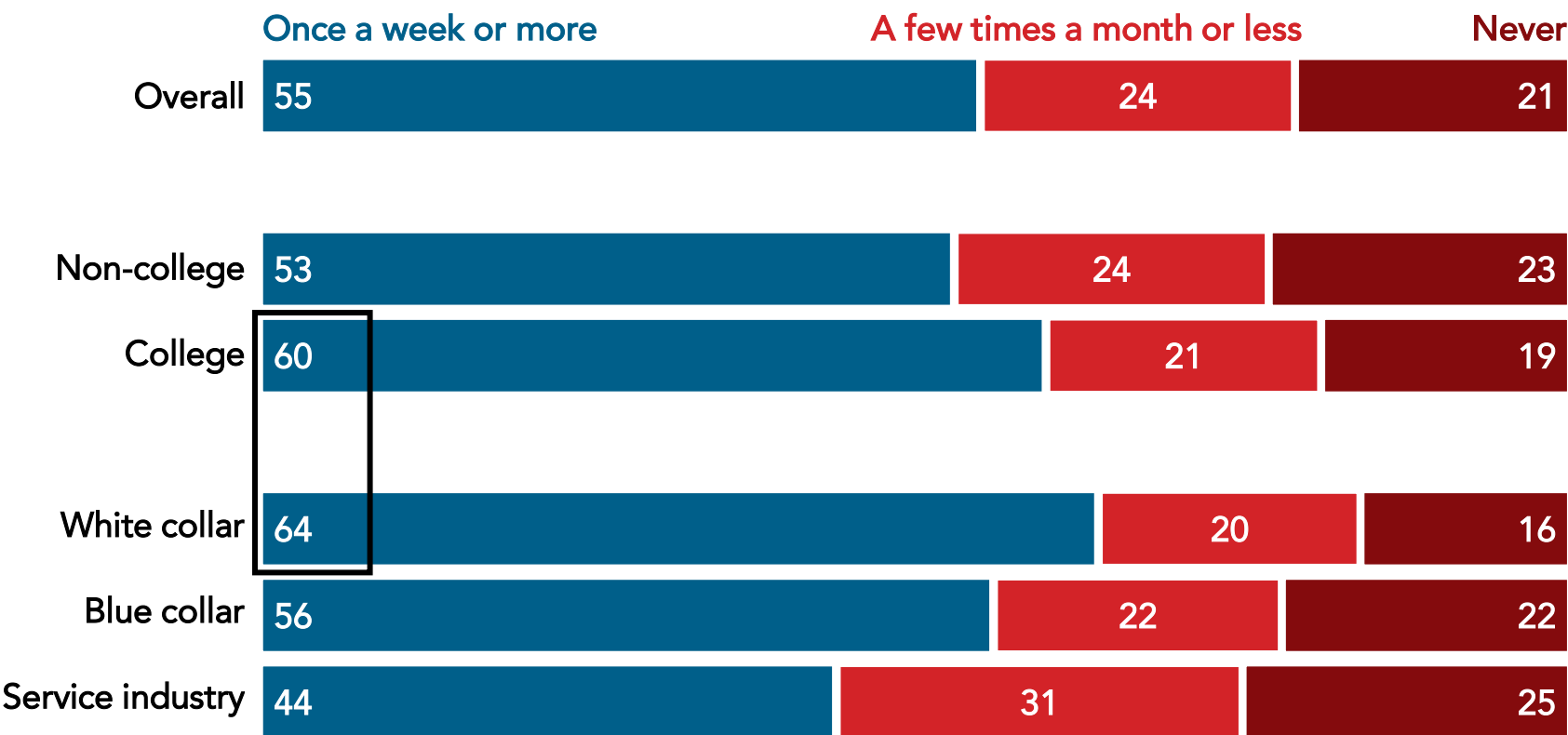


Nationwide survey of 1,000 registered voters conducted September 10-September 14, 2026.
For more info, visit navigatortresearch.org.

College-Educated and White-Collar Americans Use AI More

Three in five college-educated Americans (60%) use AI once a week compared to 53% of non-college Americans. White collar Americans (64%) use AI more frequently than blue collar Americans (56%) and service industry workers (44%).

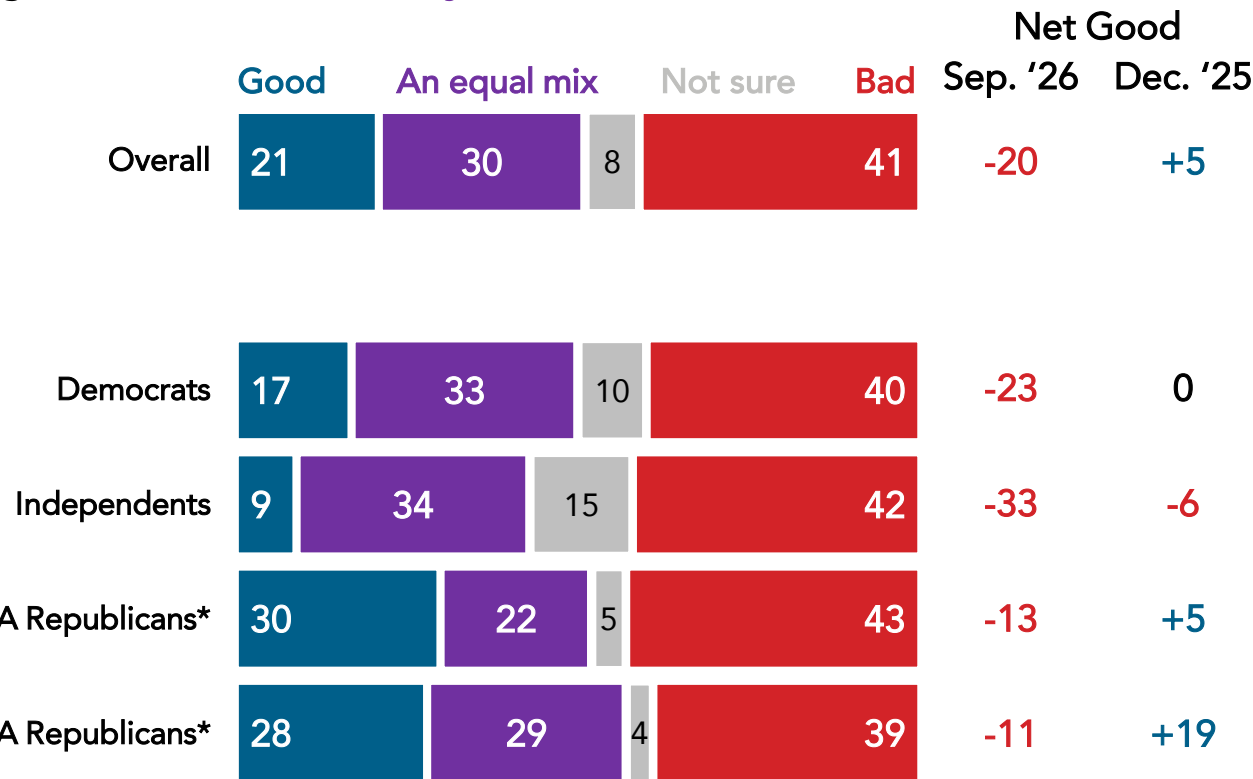
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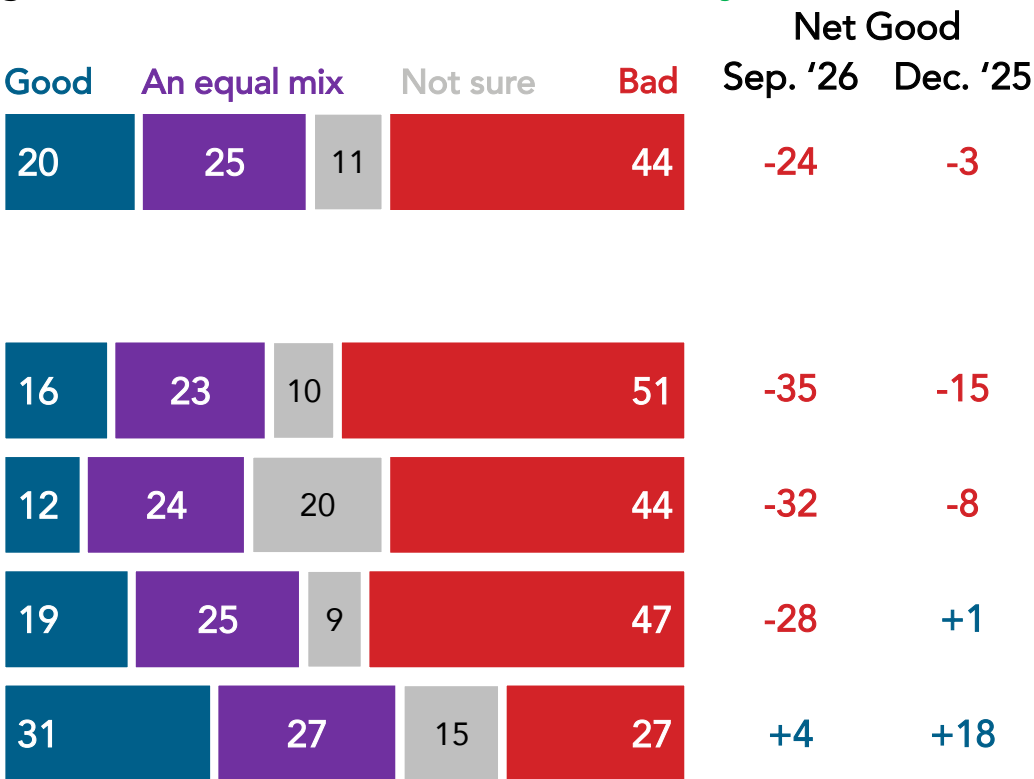
Nationwide survey of 1,000 registered voters conducted September 10-September 14, 2026.
For more info, visit navigatortresearch.org.

Public Opinion on Data Center Construction Has Shifted Notably Toward the Negative, Both at National and Local Levels

(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?

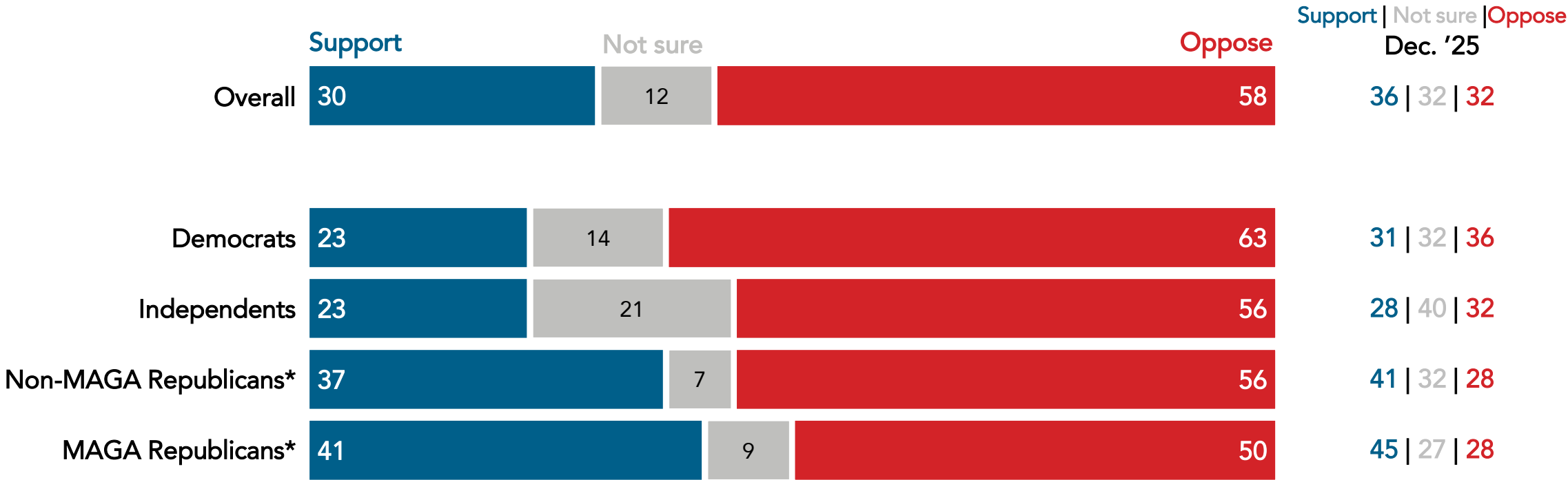


*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted September 10-September 14, 2026. For more info, visit navigatorresearch.org.

A Majority of Americans Now Oppose Building a Data Center in Their Local Community, a Significant Shift from Last December

Across party lines, Americans have shifted toward opposing the building of a data center in their local community by double digits, with especially large shifts among Democrats (a 35-point net negative shift) and non-MAGA Republicans* (a 32-point net negative shift).

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



*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted September 10-September 14, 2026. For more info, visit navigatorresearch.org.

Key Concerns on Local Data Centers: Energy Use Driving Up Costs and Water Use

Below are concerns some people might have about data centers in their local community. Please select up to four that concern you the most, if any concern you.

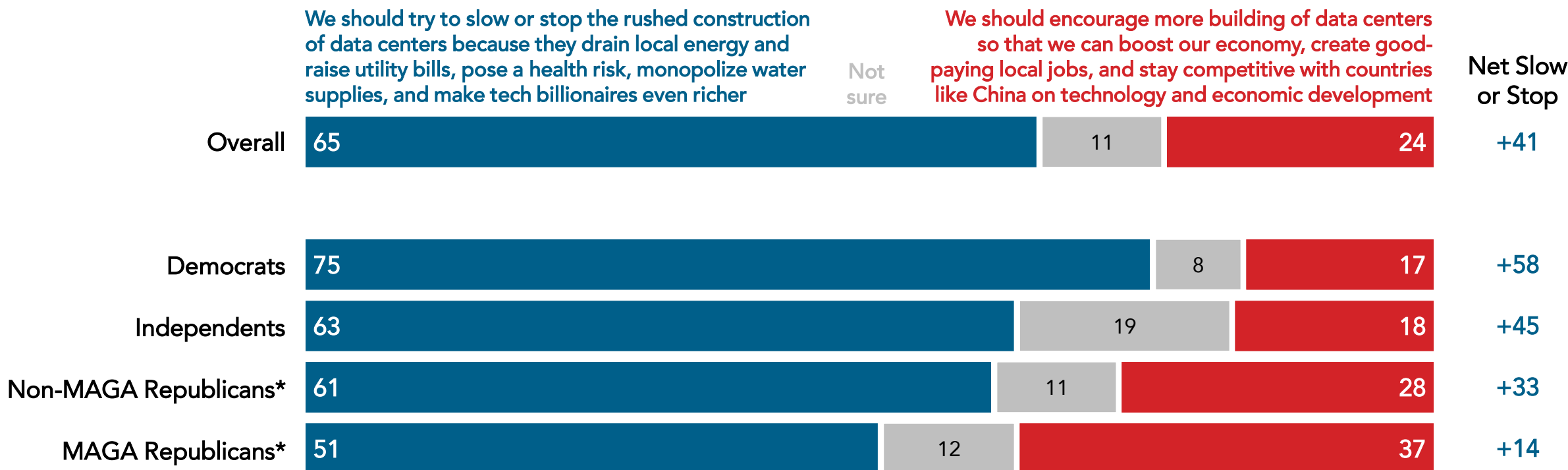
<i>Data centers...</i>	<i>% top four most concerning</i>	Dem	Ind	Non-MAGA Reps.*	MAGA Reps.*
...will use up too much energy and raise utility costs for local residents	44%	48	40	45	39
...will use up scarce water resources	38	44	36	36	31
...will make electricity less reliable for local residents	29	31	26	31	27
...are getting approved with too much secrecy and lack of say for local residents	24	24	25	25	23
...will rob us of our open spaces and pave over farm land	23	21	29	22	25
...can cause significant noise pollution for local residents	20	20	21	24	18
...pose a major health risk to those near them... **	19	20	17	20	17
...will be prime targets for cyber threats and ransomware attacks	18	18	14	19	21
...will worsen climate change	18	26	20	8	10
...will create more air pollution	18	19	14	21	16
...get huge tax breaks for the companies behind them	18	20	18	15	16
...can be a major eyesore and could lower local property values	12	12	10	10	13

*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. **Full question text read: "...and have been linked to increased cancer rates." Nationwide survey of 1,000 registered voters conducted September 10-September 14, 2026. For more info, visit navigatortresearch.org.

Across Party Lines, Americans More Supportive of Data Center Approaches That Address Energy, Cost, and Health Concerns

Majorities across party lines say we should “try to slow or stop the rushed construction of data centers,” ranging from 51% of MAGA Republicans* to 75% of Democrats.

Which approach do you agree with more?



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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.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from September 10-September 14, 2026. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 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