August 2026 White Women on Data Centers

KEY OPINION QUESTION #1

Do you think state and local elected officials should ban new data centers from being built in your area or allow them to be built?

Definitely ban them	30%
Probably ban them	21%
Probably allow them	19%
Definitely allow them	7%
Unsure	22%

INSIGHTS

Ban support wins by two to one, but it's not locked in. Fifty-one percent of respondents want new data centers banned from being built in their area versus 26% who would allow them. The largest single response is "definitely ban" (30%), yet the persuadable middle is substantial: 21% say "probably ban," 19% say "probably allow," and 22% are unsure, meaning roughly six in ten white women sit somewhere short of a firm position.

There is a partisan split, though ban support crosses party lines. Self-identified Democrats and liberals are the most anti-data center: 64% of Democrats in the sample support a ban (41% say “definitely ban”) compared to 44% of Republicans, and 68% of liberals support a ban versus 52% of conservatives. Republicans are the most open to allowing them (36% say “allow” versus 29% among Democrats). Notably though, even among Republican respondents, banning still edges out allowing (44% to 36%), so opposition isn't confined to the left.

Moderate women are the most torn. Moderates split 46% ban, 25% allow, with 29% unsure, the highest uncertainty of any ideological group of respondents. Rural women land close to the overall numbers at 53% ban, 24% allow, 23% unsure.

Parents are far less supportive of bans than non-parents. Only 39% of moms with kids under 18 back a ban compared to 57% of non-parents, and parents are twice as likely to say "definitely allow them" than non-parents (10% versus 6%).

Older women are the most decided and the most supportive of bans. Of the white women respondents over the age of 55, 60% support a ban with only 15% unsure, while 47% of white women ages 18 to 34 support a ban with 26% unsure.

METHODOLOGY

Audience: US White Women
Sample size: 795
Dates in field: August 24, 2026 to August 25, 2026

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For questions, please contact Kristin Wheeler at kristin@oneforallcommittee.org.
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