

Polling Report: Costs and Benefits of Data Centers¹

Polling Question: There are several large data centers being proposed or under construction in Wisconsin. Which comes closer to your opinion, even if neither is exactly right: “The benefits of the data centers outweigh the costs,” or, “The costs of the data centers outweigh the benefits?”

Note: This poll did not ask directly about data center regulations. We believe that those who responded that *benefits outweigh costs* would **OPPOSE** new regulations (left column), and those who responded that *costs outweigh benefits* would **SUPPORT** new regulations (right column).

Age	The benefits of the data centers outweigh the costs	The costs of the data centers outweigh the benefits	Don't know	n
18-29	9	91	0	129
30-44	17	81	2	207
45-59	24	76	0	198
60+	30	67	3	304

Income	The benefits of the data centers outweigh the costs	The costs of the data centers outweigh the benefits	Don't know	n
under \$50k	17	82	1	242
\$50k to \$99k	18	80	2	265
\$100k plus	31	68	1	320

Politics	The benefits of the data centers outweigh the costs	The costs of the data centers outweigh the benefits	Don't know	n
Rep	32	66	1	299
Lean Rep	32	68	0	83
Ind	23	71	5	107
Lean Dem	15	81	3	83
Dem	10	90	0	266

Race and Ethnicity	The benefits of the data centers outweigh the costs	The costs of the data centers outweigh the benefits	Don't know	n
White	23	75	2	748
Black	11	89	0	26
Hispanic	22	78	0	41
Other	12	88	0	22

¹ The Marquette Law School Poll was conducted July 8-16, 2026. A total of 838 Wisconsin registered voters were interviewed by phone. The sample is weighted to reflect demographic benchmarks of Wisconsin registered voters, the 2020 presidential election results and partisanship. The poll reports a margin of error of +/-4.5 percentage points.