TO: INFRASTRUCTURE ALLIANCE OF INDIANA
FROM: GUIDANT POLLING AND STRATEGY
RE: INDIANA STATEWIDE DATA CENTER SURVEY RESULTS
DATE: September 15, 2026

Guidant Polling and Strategy conducted a survey of 800 likely general election voters statewide in Indiana from August 19-25, 2026, along with an oversample of an additional 300 total respondents in St. Joseph, La Porte, Allen, Bartholomew, Clark, and Shelby counties. A majority of the interviews were conducted via cell phones, with additional interviews done via text to web and landline phones. The margin of error is +/-3.46% at a 95% confidence interval.

KEY FINDINGS

More broadly, data centers are unpopular in Indiana – residents have affordability-based concerns and aren't aware of the potential benefits. However, policymakers can meet voters where they are, and a majority of Hoosiers actually support data center construction when guardrails are paired with tangible benefits to their communities.

THE SPECIFICS:

The economy was the number one most pressing issue facing Indiana today (17%), according to respondents, while data centers ranked fifth (5%), below taxes, education, and infrastructure. Additionally, only 17% of respondents thought growth and development were happening too fast in Indiana, while 35% said they were happening too slowly. While Hoosiers are skeptical of the tech industry, they also view it as crucial to the success of Indiana's economy – 75% described it as very important to the state economy.

Data centers are viewed very negatively, with 67% holding a negative view and just 17% a positive one. When respondents were asked whether they would support or oppose building more data centers in Indiana, 72% opposed new data center construction, and 19% supported it. The number one concern about data centers by far was natural resource depletion, land preservation, and rising energy costs (47%), with environmental concerns and pollution ranking second at 13%.

However, an overwhelming majority of Hoosiers — including clear majorities of Democrats, independents, and Republicans — support new requirements and guardrails that would ensure responsible data center development and prevent costs from being passed onto residents, including:

- 84% who support requiring data centers to pay for any new power plants, grid upgrades, and infrastructure.
- 82% who support requiring data centers to publicly report their energy use, water use, environmental impacts, communications with government officials, and to hold regular community meetings.
- 80% who support requiring data centers to use water-saving technologies like closed-loop cooling that dramatically reduce their reliance on local water supplies.
- 79% who support requiring data centers to abide by strict limits on their electricity use, water use, and noise, with financial penalties if those limits are exceeded.

THE BOTTOM LINE

While Hoosiers are wary of data centers, they are focused on growing the state's economy and know the tech industry is crucial to that growth. Once they are better informed about data centers, the responsible guardrails that would be put in place, and the positive impact it would have on their communities, they are much more receptive to data center construction in their state. **To this point: 52% of Hoosiers say they would support the construction of a data center if the company promised to pay the full cost of its own energy infrastructure, conserve water, limit noise, and abide by other commitments, while also creating good-paying jobs, generating tax revenue for schools and local services, improving broadband infrastructure, strengthening the electric grid, and helping reduce household electric bills and property taxes.**