DEMOS AU
TRUSTED INSIGHTS
CAPITAL BRIEF

The Research Society 2026-27 Corporate Partner

Australian Polling Council Quality Mark

Australians' Attitudes Towards Data Centres

Fieldwork Dates: 18-20 August 2026
Total Sample Size: 1,562
Effective Margin of Error: +/- 3.6%

Methodology Statement

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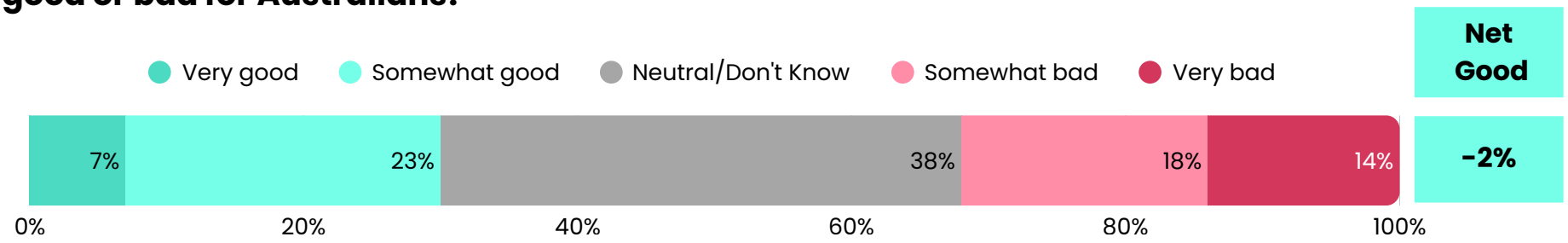
Research company	DemosAU
Client commissioning the research	Capital Brief
Fieldwork dates	18-20 August 2026
Mode of data collection	Internet panels
Target population	Australian residents 18+ eligible to vote at elections
Sample size	1,562
Is voting intention published?	Yes, in this report
Effective sample size after weighting applied	754
Margin of error associated with effective sample size	+/- 3.6%
Variables used in weighting	Age x gender, education, personal income, residential tenure, language, state x region, 2025 Federal Vote, Left-Right Self ID.
Weighting method used	Rim Weighting
Full question text, responses categories and randomisation	See Page 9
Source of sample	Internet panels
Positioning of voting intention questions in questionnaire?	Federal voting intention was first substantive question after demographic questions.
How were undecided voters handled?	Included in totals for this report.
2PP calculation method	N/A

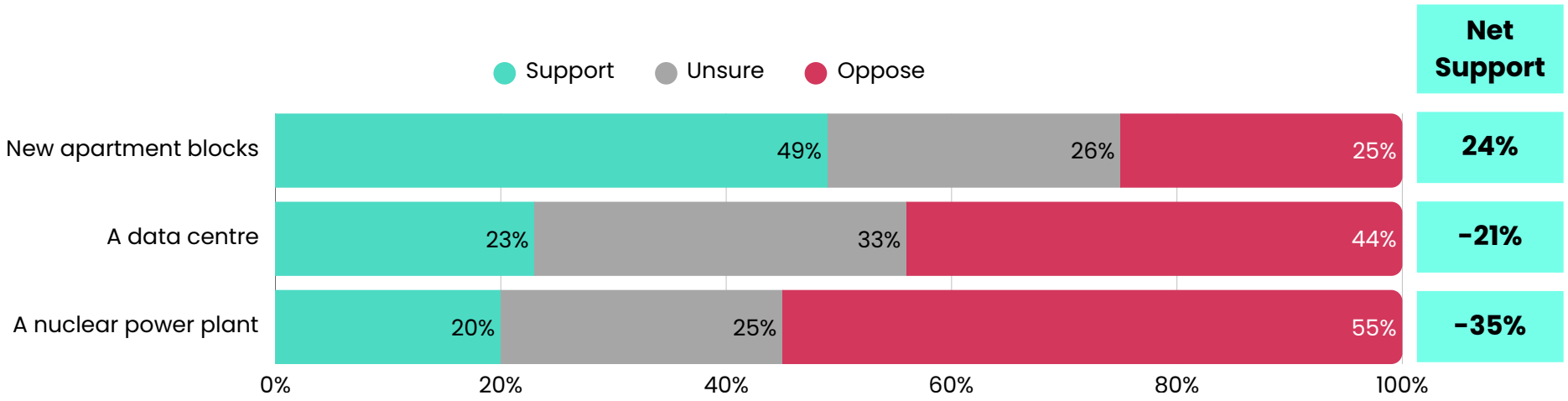
Topline Results

Australian Polling Council Quality Mark

Q. Overall, do you think the development of more data centres in Australia will be good or bad for Australians?



Q. Would you support or oppose the following being built in your area?



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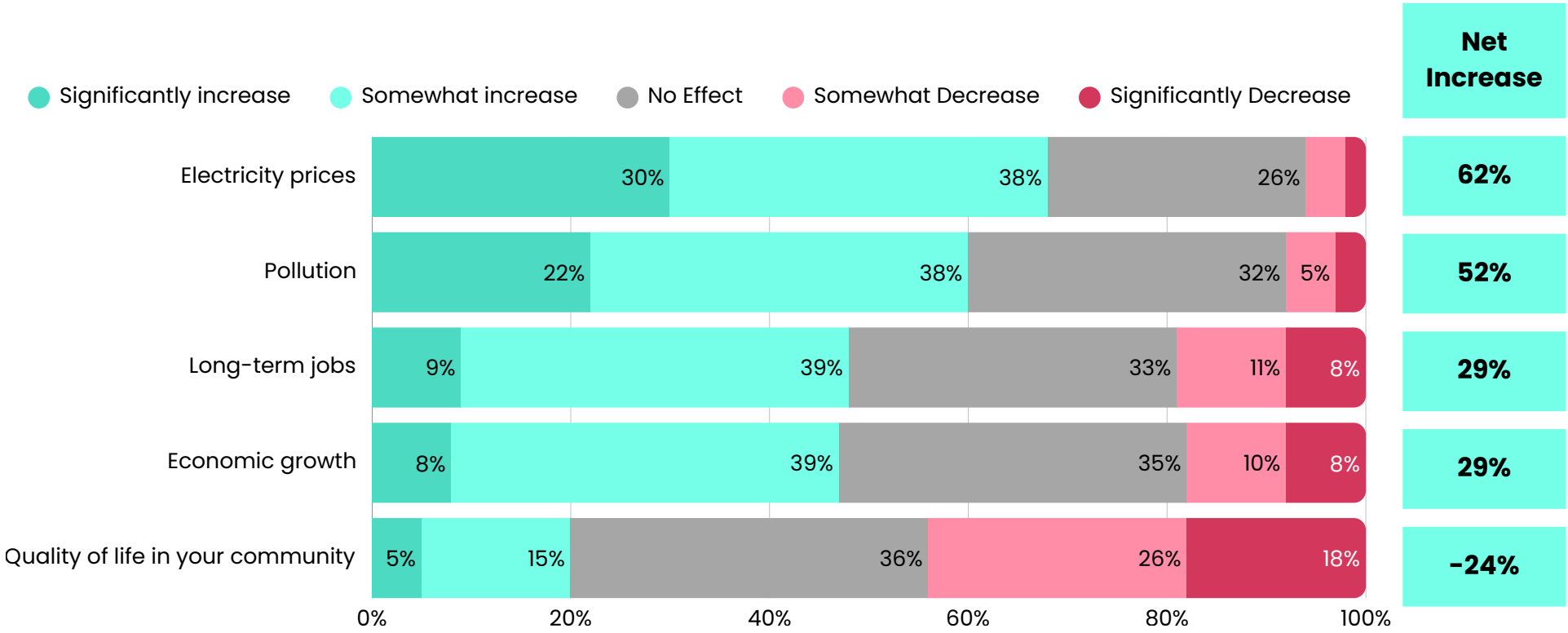
Topline Results

Australian Polling Council Quality Mark

Q. In your opinion, if a data centre is built in your area, would it increase or decrease the following?



DEMOS AU TRUSTED INSIGHTS

Demographics - Data Centres

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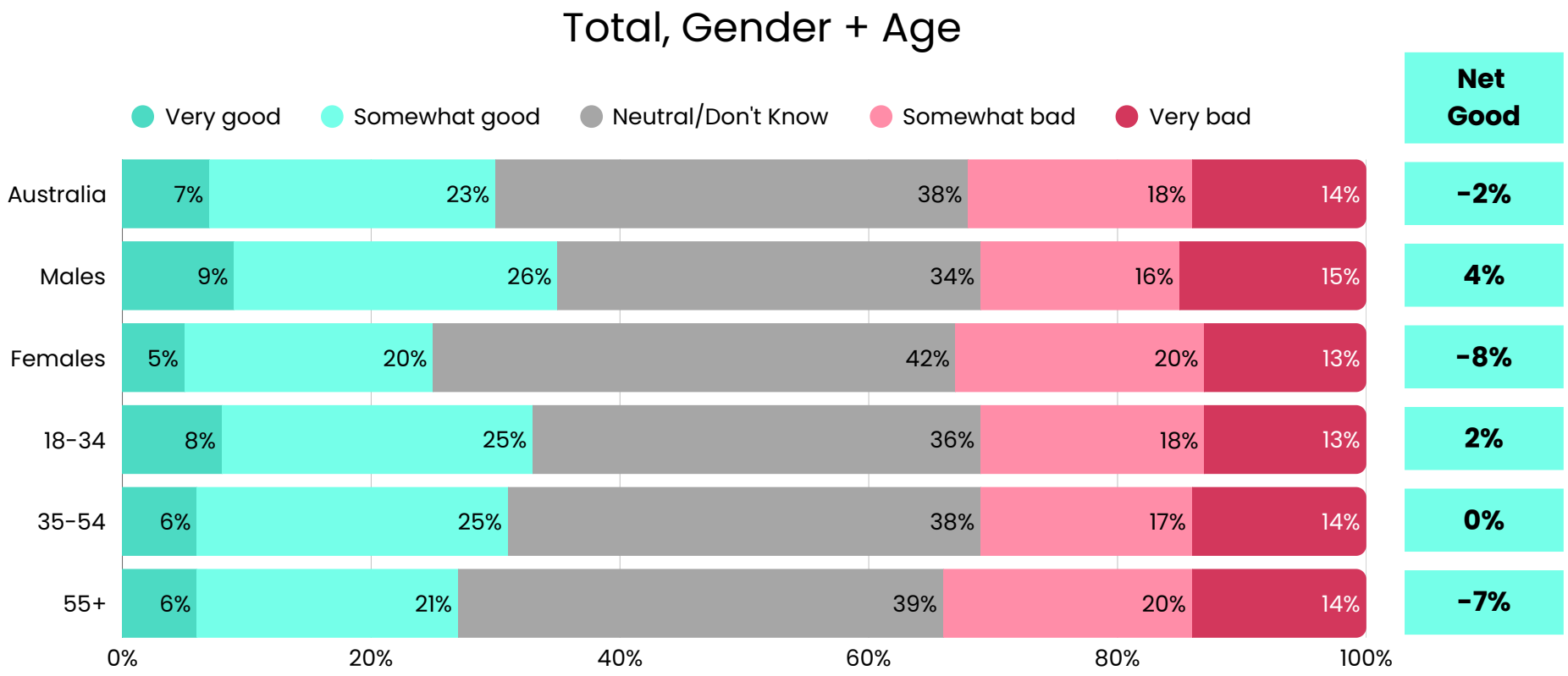

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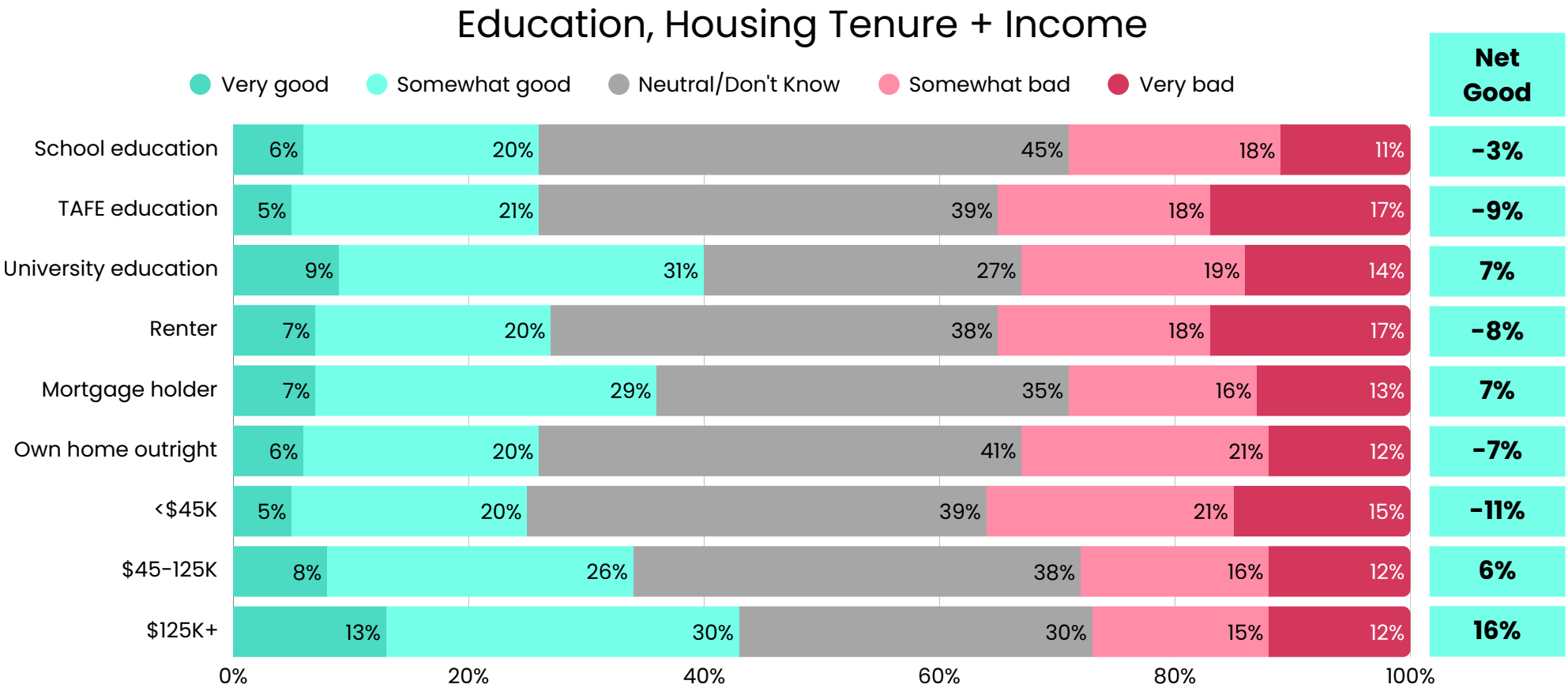

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Demographics - Data Centres

Australian Polling Council Quality Mark

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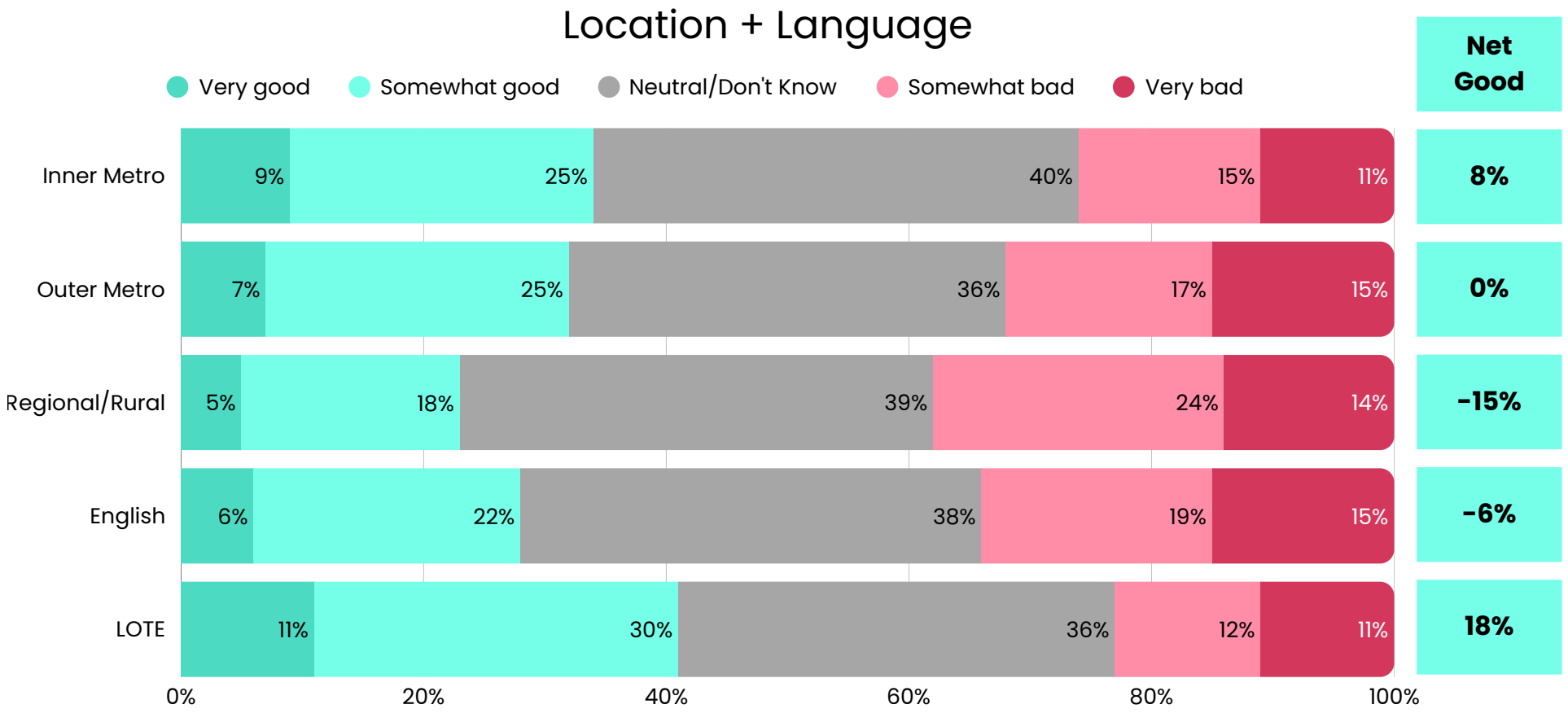

DEMOS AU TRUSTED INSIGHTS

Demographics - Data Centres

Australian Polling Council Quality Mark

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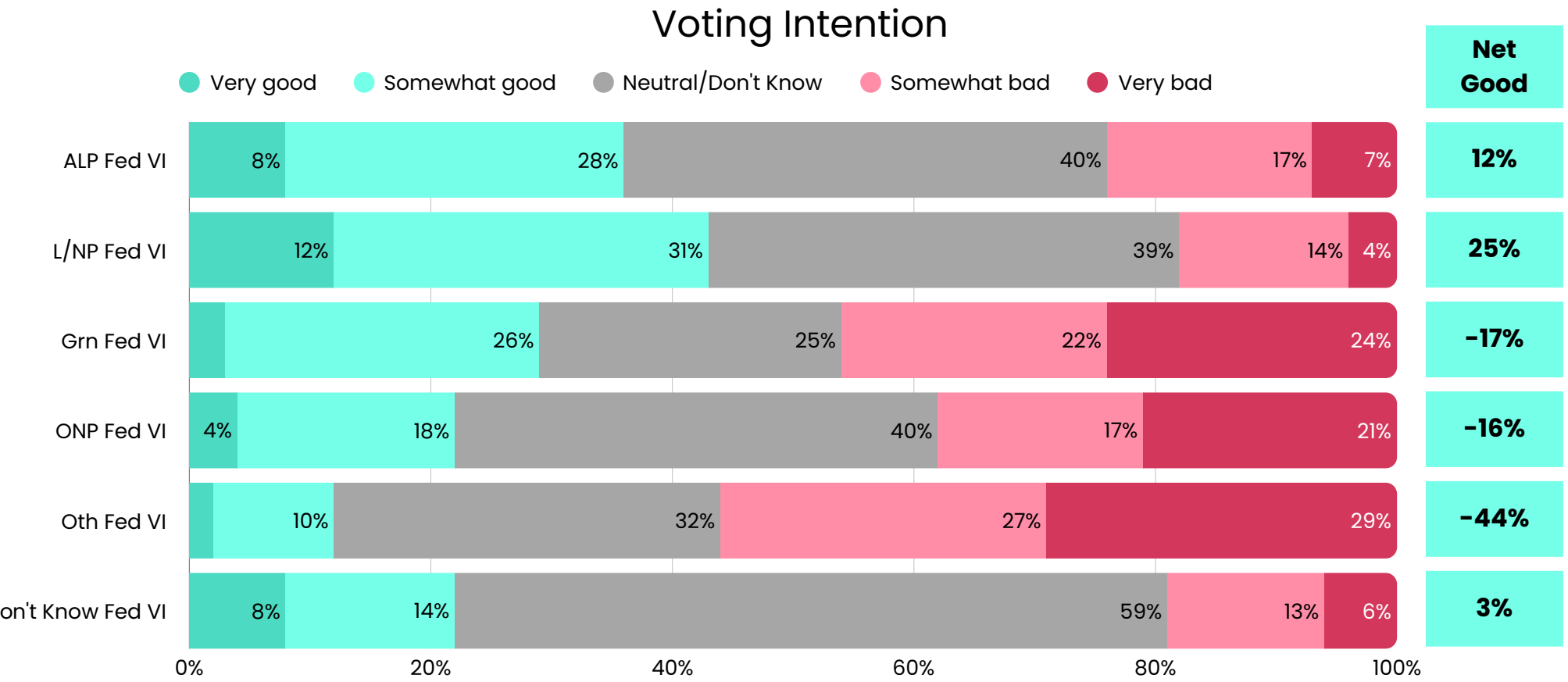

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Question Wording

Q. Would you support or oppose the following being built in your area?
Project order randomly listed, answer order randomly flipped
Projects tested:
New apartment blocks
A data centre
A nuclear power plant

Answers:
Support
Unsure
Oppose

Q. Overall, do you think the development of more data centres in Australia will be good or bad for Australians?
Answer order randomly flipped
Very good
Somewhat good
Neutral/Don't know
Somewhat bad
Very bad

Q. In your opinion, if a data centre is built in your area, would it increase or decrease the following?
Issue order randomly listed, answer order randomly flipped
Issues
Electricity prices
Pollution
Long term jobs
Economic growth
Quality of Life

Answers:
Significantly increase
Somewhat increase
No effect
Somewhat decrease
Significantly decrease

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