YouGov / Alpaca Communications Survey Results

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What the world thinks

	Total	Vote in 2024 GE				2016 EU Ref		Gender		Age				Social Grade		Country			
		Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2070	360	513	186	217	733	737	1004	1066	217	855	513	484	1180	890	1733	108	172	58
Unweighted Sample	2070	375	562	203	248	853	805	925	1145	112	753	579	626	1272	798	1718	107	178	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about infrastructure developments, which of the following, if any, do you think should be prioritised MOST over the next 5 years? Please select up to two options.

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Social infrastructure (e.g. healthcare, education, public housing)	59	55	65	63	52	64	56	50	68	58	56	60	63	60	58	59	50	71	59
Energy (e.g. renewable energy, power plants)	33	29	38	35	32	36	32	40	27	26	35	37	27	34	32	33	39	34	33
Water and sanitation (e.g. water supply, flood control)	29	39	24	31	33	30	36	29	28	15	19	32	48	27	30	29	27	23	28
Environmental (e.g. green spaces, climate change adaption)	25	15	28	34	11	31	15	20	29	34	29	20	19	27	22	25	27	25	27
Transportation (e.g. roads, railways, airports)	21	23	18	12	31	16	24	25	16	24	21	20	18	20	21	20	21	21	23
Urban (e.g. public transport, waste management)	10	8	10	11	11	7	9	10	9	16	9	9	8	12	6	10	9	9	7
Communication and Information Technology (e.g. broadband, 5G, data centres)	3	5	2	1	3	2	4	4	1	1	4	2	2	3	2	3	1	1	2
None of these	1	1	0	0	3	0	2	2	0	3	2	0	1	1	1	1	0	1	1
Don't know	4	5	2	4	5	2	3	4	4	6	6	2	2	2	7	4	8	3	0

Before taking this survey, how much, if anything, would you say you know about the following?

Artificial Intelligence (AI)

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
I have heard of this and know a lot about it	15	9	18	14	9	15	8	22	9	36	19	9	5	20	9	16	13	13	6
I have heard of this and know a little about it	68	70	72	72	70	72	71	64	72	60	67	73	71	69	68	69	66	65	72
I have heard of this but don't know anything about it	15	20	10	14	19	12	20	12	17	3	12	16	24	11	20	14	16	20	22
TOTAL AWARE	98	99	100	100	98	99	99	98	98	99	98	98	100	100	97	99	95	98	100
I haven't heard anything about this	2	0	1	0	2	1	1	2	1	1	2	2	1	0	3	1	6	2	0

Data centres

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
I have heard of this and know a lot about it	8	9	11	8	7	10	8	14	3	3	9	8	9	11	5	9	3	5	4
I have heard of this and know a little about it	37	40	37	46	37	44	34	44	30	36	36	43	32	42	30	38	29	34	40
I have heard of this but don't know anything about it	28	28	29	30	29	26	29	24	31	36	27	25	30	25	32	27	31	31	36
TOTAL AWARE	73	77	77	84	73	80	71	82	64	75	72	76	71	78	67	74	63	70	80
I haven't heard anything about this	27	23	23	16	27	20	29	17	36	25	27	25	29	22	33	26	37	29	21

The UK Government's strategy for Artificial Intelligence (AI)

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
I have heard of this and know a lot about it	2	1	2	1	0	2	1	3	1	4	2	1	0	2	1	2	3	1	0
I have heard of this and know a little about it	17	20	21	11	21	20	17	20	14	14	16	19	17	18	15	17	13	13	15
I have heard of this but don't know anything about it	35	40	35	45	37	37	37	37	34	30	33	35	43	34	37	36	33	35	30
TOTAL AWARE	54	61	58	57	58	59	55	60	49	48	51	55	60	54	53	55	49	49	45
I haven't heard anything about this	46	39	41	43	42	41	45	41	51	52	49	44	40	45	47	45	51	51	56

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Sample Size: 2070 adults in UK
Fieldwork: 15th - 16th May 2025

	Total	Region in England				Awareness of Data Centres				Support for more data centres in the UK					
		North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Weighted Sample	2070	476	329	238	689	172	764	579	555	254	831	231	89	1085	320
Unweighted Sample	2070	466	340	196	716	183	800	569	518	251	844	261	79	1095	340
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about infrastructure developments, which of the following, if any, do you think should be prioritised MOST over the next 5 years? Please select up to two options.

	Total	North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Social infrastructure (e.g. healthcare, education, public housing)	59	60	55	61	58	51	57	62	62	51	60	59	58	58	59
Energy (e.g. renewable energy, power plants)	33	36	33	32	30	40	39	29	27	43	39	34	19	40	30
Water and sanitation (e.g. water supply, flood control)	29	30	25	25	33	32	31	28	25	29	29	28	41	29	31
Environmental (e.g. green spaces, climate change adaption)	25	23	20	27	28	26	23	26	26	20	24	27	33	23	28
Transportation (e.g. roads, railways, airports)	21	22	24	19	19	22	22	21	17	28	21	16	28	22	20
Urban (e.g. public transport, waste management)	10	8	10	14	9	14	9	9	10	9	9	10	9	9	10
Communication and Information Technology (e.g. broadband, 5G, data centres)	3	3	4	3	2	6	4	2	1	7	3	2	0	4	1
None of these	1	1	3	0	1	0	2	1	2	0	1	2	0	1	1
Don't know	4	4	4	4	5	0	2	5	9	2	1	4	1	2	3

Before taking this survey, how much, if anything, would you say you know about the following?
Artificial Intelligence (AI)

	Total	North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
I have heard of this and know a lot about it	15	15	15	21	16	65	19	6	4	34	18	8	11	21	9
I have heard of this and know a little about it	68	70	66	66	71	35	77	69	65	61	70	72	64	68	70
I have heard of this but don't know anything about it	15	14	18	12	13	0	4	24	25	5	12	20	18	10	19
TOTAL AWARE	98	99	99	99	100	100	100	99	94	100	100	100	93	99	98
I haven't heard anything about this	2	1	1	1	1	0	0	1	5	0	0	1	7	0	2
Data centres															
I have heard of this and know a lot about it	8	9	6	13	9	100	0	0	0	24	10	3	6	13	4
I have heard of this and know a little about it	37	35	35	37	41	0	100	0	0	51	44	42	36	46	40
I have heard of this but don't know anything about it	28	29	30	32	23	0	0	100	0	17	28	29	24	26	28
TOTAL AWARE	73	73	71	82	73	100	100	100	0	92	82	74	66	85	72
I haven't heard anything about this	27	27	29	18	27	0	0	0	100	8	17	26	34	15	28
The UK Government's strategy for Artificial Intelligence (AI)															
I have heard of this and know a lot about it	2	1	2	2	2	12	2	1	0	5	2	1	1	3	1
I have heard of this and know a little about it	17	17	14	22	18	39	29	7	4	27	21	17	13	22	16
I have heard of this but don't know anything about it	35	38	43	33	32	27	36	51	21	26	39	38	34	36	37
TOTAL AWARE	54	56	59	57	52	78	67	59	25	58	62	56	48	61	54
I haven't heard anything about this	46	44	41	43	48	23	33	42	75	42	38	44	53	39	46

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What the world thinks

Sample Size: 2070 adults in UK
Fieldwork: 15th - 16th May 2025

	Total	Support for more data centres in the local area					
		Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Weighted Sample	2070	199	704	328	145	903	473
Unweighted Sample	2070	203	718	335	153	921	488
	%	%	%	%	%	%	%

Thinking about infrastructure developments, which of the following, if any, do you think should be prioritised MOST over the next 5 years? Please select up to two options.

Social infrastructure (e.g. healthcare, education, public housing)	**59**	51	60	53	60	58	55
Energy (e.g. renewable energy, power plants)	**33**	43	40	37	18	41	32
Water and sanitation (e.g. water supply, flood control)	**29**	32	29	28	34	30	30
Environmental (e.g. green spaces, climate change adaption)	**25**	23	22	27	34	22	29
Transportation (e.g. roads, railways, airports)	**21**	29	20	21	27	22	23
Urban (e.g. public transport, waste management)	**10**	10	8	10	8	9	10
Communication and Information Technology (e.g. broadband, 5G, data centres)	**3**	3	4	3	1	4	3
None of these	**1**	0	1	3	1	1	2
Don't know	**4**	0	3	2	2	2	2

Before taking this survey, how much, if anything, would you say you know about the following?
Artificial Intelligence (AI)

I have heard of this and know a lot about it	**15**	34	18	15	14	22	15
I have heard of this and know a little about it	**68**	61	68	68	67	67	67
I have heard of this but don't know anything about it	**15**	3	13	16	18	11	17
TOTAL AWARE	**98**	**98**	**99**	**99**	**99**	**100**	**99**
I haven't heard anything about this	**2**	1	1	1	1	1	1

Data centres

I have heard of this and know a lot about it	**8**	30	10	4	8	15	5
I have heard of this and know a little about it	**37**	47	47	40	36	47	39
I have heard of this but don't know anything about it	**28**	14	27	30	29	24	30
TOTAL AWARE	**73**	**91**	**84**	**74**	**73**	**86**	**74**
I haven't heard anything about this	**27**	9	16	26	28	14	26

The UK Government's strategy for Artificial Intelligence (AI)

I have heard of this and know a lot about it	**2**	5	2	1	0	3	1
I have heard of this and know a little about it	**17**	32	22	14	15	24	14
I have heard of this but don't know anything about it	**35**	24	40	39	36	36	38
TOTAL AWARE	**54**	**61**	**64**	**54**	**51**	**63**	**53**
I haven't heard anything about this	**46**	39	36	46	48	37	47

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What the world thinks

	Total	Vote in 2024 GE				2016 EU Ref		Gender		Age				Social Grade		Country			
		Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2070	360	513	186	217	733	737	1004	1066	217	855	513	484	1180	890	1733	108	172	58
Unweighted Sample	2070	375	562	203	248	853	805	925	1145	112	753	579	626	1272	798	1718	107	178	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, would you say you are optimistic or pessimistic about the impact that Artificial Intelligence (AI) will have on…

…the UK overall?

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Very optimistic	2	3	2	1	1	2	1	2	1	1	2	1	1	2	1	2	1	1	1
Fairly optimistic	16	15	20	12	8	16	13	20	12	25	17	14	11	18	14	16	15	11	15
TOTAL OPTIMISTIC	**18**	**18**	**22**	**13**	**9**	**18**	**14**	**22**	**13**	**26**	**19**	**15**	**12**	**20**	**15**	**18**	**16**	**12**	**16**
Neither optimistic nor pessimistic	29	33	27	35	34	31	29	33	27	20	31	30	30	30	29	30	25	28	32
Fairly pessimistic	27	27	32	30	28	30	27	25	29	26	25	28	31	25	29	27	26	28	29
Very pessimistic	15	11	12	14	22	15	16	14	17	21	13	16	15	16	14	16	10	15	12
TOTAL PESSIMISTIC	**42**	**38**	**44**	**44**	**50**	**45**	**43**	**39**	**46**	**47**	**38**	**44**	**46**	**41**	**43**	**43**	**36**	**43**	**41**
Don't know	11	11	7	8	8	8	13	7	14	6	10	11	13	9	13	9	24	15	10

…the UK economy?

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Very optimistic	1	2	3	0	1	1	1	2	1	2	2	0	1	2	0	1	3	1	0
Fairly optimistic	16	12	19	14	8	15	15	19	12	23	18	13	10	17	14	16	19	10	18
TOTAL OPTIMISTIC	**17**	**14**	**22**	**14**	**9**	**16**	**16**	**21**	**13**	**25**	**20**	**13**	**11**	**19**	**14**	**17**	**22**	**11**	**18**
Neither optimistic nor pessimistic	33	35	34	37	37	36	31	35	31	29	33	36	34	33	34	34	30	32	35
Fairly pessimistic	24	25	27	24	25	26	25	22	25	23	22	24	27	23	25	24	14	20	30
Very pessimistic	13	12	9	13	19	12	14	13	13	16	12	14	12	14	12	13	12	15	5
TOTAL PESSIMISTIC	**37**	**37**	**36**	**37**	**44**	**38**	**39**	**35**	**38**	**39**	**34**	**38**	**39**	**37**	**37**	**37**	**26**	**35**	**35**
Don't know	13	14	9	11	11	10	14	8	17	8	13	13	15	11	15	11	23	21	13

…UK job opportunities?

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Very optimistic	2	1	1	0	2	1	1	3	1	4	2	1	1	2	1	2	2	2	3
Fairly optimistic	10	10	10	11	6	11	9	11	8	9	12	7	8	11	7	10	9	7	5
TOTAL OPTIMISTIC	**12**	**11**	**11**	**11**	**8**	**12**	**10**	**14**	**9**	**13**	**14**	**8**	**9**	**13**	**8**	**12**	**11**	**9**	**8**
Neither optimistic nor pessimistic	24	27	25	21	28	23	26	26	22	13	26	27	22	23	25	24	20	25	25
Fairly pessimistic	33	30	37	37	31	38	31	32	35	32	31	35	36	34	32	34	33	28	27
Very pessimistic	22	19	20	27	26	20	20	20	23	36	21	20	19	21	22	22	19	24	26
TOTAL PESSIMISTIC	**55**	**49**	**57**	**64**	**57**	**58**	**51**	**52**	**58**	**68**	**52**	**55**	**55**	**55**	**54**	**56**	**52**	**52**	**53**
Don't know	10	12	6	4	7	6	13	8	12	7	9	10	13	8	12	9	18	15	14

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What the world thinks

	Total	Region in England				Awareness of Data Centres				Support for more data centres in the UK					
		North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Weighted Sample	2070	476	329	238	689	172	764	579	555	254	831	231	89	1085	320
Unweighted Sample	2070	466	340	196	716	183	800	569	518	251	844	261	79	1095	340
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, would you say you are optimistic or pessimistic about the impact that Artificial Intelligence (AI) will have on…

…the UK overall?

	Total	North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Very optimistic	2	1	0	2	2	5	1	1	1	8	2	0	0	3	0
Fairly optimistic	16	18	15	18	15	25	20	14	9	34	22	8	1	25	6
TOTAL OPTIMISTIC	**18**	**19**	**15**	**20**	**17**	**30**	**21**	**15**	**10**	**42**	**24**	**8**	**1**	**28**	**6**
Neither optimistic nor pessimistic	29	25	32	31	31	30	30	33	25	26	35	21	11	33	18
Fairly pessimistic	27	29	29	27	25	22	29	25	28	20	27	42	15	25	35
Very pessimistic	15	18	16	16	14	16	13	15	18	7	10	24	69	9	37
TOTAL PESSIMISTIC	**42**	**47**	**45**	**43**	**39**	**38**	**42**	**40**	**46**	**27**	**37**	**66**	**84**	**34**	**72**
Don't know	11	9	8	5	11	1	5	12	19	5	5	5	3	5	4

…the UK economy?

	Total	North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Very optimistic	1	1	0	3	2	6	2	1	1	7	1	0	0	3	0
Fairly optimistic	16	17	15	18	15	26	19	14	9	31	24	5	4	25	5
TOTAL OPTIMISTIC	**17**	**18**	**15**	**21**	**17**	**32**	**21**	**15**	**10**	**38**	**25**	**5**	**4**	**28**	**5**
Neither optimistic nor pessimistic	33	28	34	39	36	30	35	36	29	27	39	28	18	36	25
Fairly pessimistic	24	27	28	20	22	21	27	21	23	21	23	34	26	22	32
Very pessimistic	13	15	12	11	13	14	11	13	16	9	7	23	49	8	30
TOTAL PESSIMISTIC	**37**	**42**	**40**	**31**	**35**	**35**	**38**	**34**	**39**	**30**	**30**	**57**	**75**	**30**	**62**
Don't know	13	12	12	9	12	3	6	14	23	4	6	9	3	6	7

…UK job opportunities?

	Total	North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Very optimistic	2	2	1	0	2	4	3	0	1	4	2	1	0	2	1
Fairly optimistic	10	9	11	10	11	18	12	7	6	22	14	5	2	16	4
TOTAL OPTIMISTIC	**12**	**11**	**12**	**10**	**13**	**22**	**15**	**7**	**7**	**26**	**16**	**6**	**2**	**18**	**5**
Neither optimistic nor pessimistic	24	22	28	25	23	26	26	25	19	24	28	15	6	27	12
Fairly pessimistic	33	35	32	37	34	35	34	34	31	27	36	40	25	34	36
Very pessimistic	22	23	21	22	21	16	21	22	24	20	15	34	63	16	42
TOTAL PESSIMISTIC	**55**	**58**	**53**	**59**	**55**	**51**	**55**	**56**	**55**	**47**	**51**	**74**	**88**	**50**	**78**
Don't know	10	10	8	5	10	1	5	11	18	3	5	5	3	4	5

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	Total	Support for more data centres in the local area					
		Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Weighted Sample	2070	199	704	328	145	903	473
Unweighted Sample	2070	203	718	335	153	921	488
	%	%	%	%	%	%	%

In general, would you say you are optimistic or pessimistic about the impact that Artificial Intelligence (AI) will have on…

…the UK overall?

	Total	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Very optimistic	2	7	2	1	0	3	1
Fairly optimistic	16	34	24	11	6	26	9
TOTAL OPTIMISTIC	18	41	26	12	6	29	10
Neither optimistic nor pessimistic	29	25	33	28	15	32	24
Fairly pessimistic	27	17	28	37	20	26	32
Very pessimistic	15	11	8	17	56	9	29
TOTAL PESSIMISTIC	42	28	36	54	76	35	61
Don't know	11	5	4	5	3	4	5

…the UK economy?

	Total	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Very optimistic	1	7	2	1	1	3	1
Fairly optimistic	16	33	25	9	4	27	8
TOTAL OPTIMISTIC	17	40	27	10	5	30	9
Neither optimistic nor pessimistic	33	27	37	31	24	35	29
Fairly pessimistic	24	20	23	31	27	22	30
Very pessimistic	13	8	7	18	38	7	24
TOTAL PESSIMISTIC	37	28	30	49	65	29	54
Don't know	13	5	5	10	5	5	9

…UK job opportunities?

	Total	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Very optimistic	2	5	1	2	2	2	2
Fairly optimistic	10	22	15	6	3	17	5
TOTAL OPTIMISTIC	12	27	16	8	5	19	7
Neither optimistic nor pessimistic	24	23	31	19	8	29	15
Fairly pessimistic	33	28	32	41	33	32	38
Very pessimistic	22	17	16	27	51	16	35
TOTAL PESSIMISTIC	55	45	48	68	84	48	73
Don't know	10	4	4	6	3	4	5

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	Total	Vote in 2024 GE				2016 EU Ref		Gender		Age				Social Grade		Country			
		Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2070	360	513	186	217	733	737	1004	1066	217	855	513	484	1180	890	1733	108	172	58
Unweighted Sample	2070	375	562	203	248	853	805	925	1145	112	753	579	626	1272	798	1718	107	178	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you support or oppose more data centres being developed…

… in the UK?

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Strongly support	12	16	15	13	9	14	11	18	6	12	13	14	9	15	8	12	17	13	12
Tend to support	40	40	46	41	39	43	38	45	36	44	42	40	35	44	35	41	36	37	44
TOTAL SUPPORT	**52**	**56**	**61**	**54**	**48**	**57**	**49**	**63**	**42**	**56**	**55**	**54**	**44**	**59**	**43**	**53**	**53**	**50**	**56**
Tend to oppose	11	13	9	13	13	13	13	9	13	6	10	11	16	10	13	11	9	13	2
Strongly oppose	4	5	2	2	8	2	6	4	5	6	3	6	4	3	6	5	2	2	1
TOTAL OPPOSE	**15**	**18**	**11**	**15**	**21**	**15**	**19**	**13**	**18**	**12**	**13**	**17**	**20**	**13**	**19**	**16**	**11**	**15**	**3**
Don't know	32	26	28	30	32	28	32	24	40	32	32	29	36	28	38	31	36	34	41

… in your local area?

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Strongly support	10	9	14	9	8	11	9	15	4	8	10	12	7	12	7	9	9	11	12
Tend to support	34	35	38	39	34	39	32	40	29	32	36	36	30	37	30	34	38	34	40
TOTAL SUPPORT	**44**	**44**	**52**	**48**	**42**	**50**	**41**	**55**	**33**	**40**	**46**	**48**	**37**	**49**	**37**	**43**	**47**	**45**	**52**
Tend to oppose	16	17	15	19	13	16	15	15	17	20	16	12	17	17	15	17	11	16	4
Strongly oppose	7	9	5	6	9	6	9	6	8	7	5	10	7	6	9	7	6	5	4
TOTAL OPPOSE	**23**	**26**	**20**	**25**	**22**	**22**	**24**	**21**	**25**	**27**	**21**	**22**	**24**	**23**	**24**	**24**	**17**	**21**	**8**
Don't know	34	30	28	26	36	28	34	25	42	32	33	31	38	29	40	33	36	35	40

Which of the following do you think are the MOST important for developers to consider when designing new data centres? Please tick up to three options.

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Environmental impacts of development	40	37	46	47	28	51	31	36	44	37	40	40	41	46	33	41	44	32	38
Cybersecurity	35	38	36	37	38	35	39	35	35	23	31	39	42	35	35	34	35	40	37
Operational environmental impacts (e.g. powered by renewable energy)	28	20	37	39	12	37	20	29	26	38	26	28	26	33	21	28	32	28	24
Public costs of development	28	29	28	23	31	27	32	27	29	23	29	25	33	26	30	27	20	34	47
Distance from houses	24	32	20	17	28	21	30	20	27	19	21	28	28	24	23	25	18	18	31
Amount of land used	21	20	23	20	22	17	23	19	23	22	24	18	20	20	23	22	15	22	13
Public operational costs of the data centres	19	18	21	19	24	20	22	21	18	12	18	18	25	18	21	18	18	23	35
Quality of infrastructure	17	19	17	18	17	16	19	20	14	20	17	15	18	18	16	17	16	15	24
Physical appearance	15	21	14	15	19	15	15	16	13	14	15	17	12	16	13	15	15	9	12
Minimising waste created	15	8	19	15	9	17	11	15	15	23	18	11	8	17	12	14	21	15	15
None of these	2	2	1	0	2	1	2	2	1	1	1	3	1	1	2	2	1	2	0
Don't know	13	11	6	12	16	8	12	13	12	15	14	12	10	9	17	12	16	15	5

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	Total	Region in England				Awareness of Data Centres				Support for more data centres in the UK					
		North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Weighted Sample	2070	476	329	238	689	172	764	579	555	254	831	231	89	1085	320
Unweighted Sample	2070	466	340	196	716	183	800	569	518	251	844	261	79	1095	340
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you support or oppose more data centres being developed…

… in the UK?

	Total	North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Strongly support	12	12	8	13	13	36	17	7	4	100	0	0	0	23	0
Tend to support	40	39	39	42	42	49	48	41	26	0	100	0	0	77	0
TOTAL SUPPORT	**52**	**51**	**47**	**55**	**55**	**85**	**65**	**48**	**30**	**100**	**100**	**0**	**0**	**100**	**0**
Tend to oppose	11	13	11	9	11	4	13	12	11	0	0	100	0	0	72
Strongly oppose	4	4	5	5	5	3	4	4	5	0	0	0	100	0	28
TOTAL OPPOSE	**15**	**17**	**16**	**14**	**16**	**7**	**17**	**16**	**16**	**0**	**0**	**100**	**100**	**0**	**100**
Don't know	32	31	38	30	29	8	18	36	54	0	0	0	0	0	0

… in your local area?

	Total	North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Strongly support	10	10	7	12	9	35	12	5	3	71	2	0	3	18	1
Tend to support	34	34	31	27	36	42	43	32	20	23	77	2	0	64	2
TOTAL SUPPORT	**44**	**44**	**38**	**39**	**45**	**77**	**55**	**37**	**23**	**94**	**79**	**2**	**3**	**82**	**3**
Tend to oppose	16	18	14	20	15	8	17	17	15	3	11	79	4	10	58
Strongly oppose	7	5	8	7	9	6	7	7	7	0	1	19	93	1	40
TOTAL OPPOSE	**23**	**23**	**22**	**27**	**24**	**14**	**24**	**24**	**22**	**3**	**12**	**98**	**97**	**11**	**98**
Don't know	34	32	39	34	30	8	20	39	54	2	9	0	0	8	0

Which of the following do you think are the MOST important for developers to consider when designing new data centres? Please tick up to three options.

	Total	North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Environmental impacts of development	40	40	39	38	43	43	46	39	32	41	42	49	41	42	47
Cybersecurity	35	36	36	32	33	40	36	37	29	44	39	36	29	40	34
Operational environmental impacts (e.g. powered by renewable energy)	28	25	26	31	29	42	33	28	15	38	32	31	24	33	29
Public costs of development	28	31	25	28	26	20	28	28	30	28	28	32	33	28	32
Distance from houses	24	25	27	22	24	17	25	26	23	23	27	31	16	26	27
Amount of land used	21	20	19	23	23	23	19	21	23	18	23	20	29	22	23
Public operational costs of the data centres	19	19	20	23	15	23	20	20	17	21	22	23	24	22	24
Quality of infrastructure	17	20	12	19	16	32	19	15	11	32	22	10	6	24	9
Physical appearance	15	13	14	12	19	17	18	13	11	23	17	9	2	19	7
Minimising waste created	15	13	18	12	14	15	17	12	15	11	17	16	16	16	16
None of these	2	1	2	1	2	0	2	1	2	1	1	2	8	1	4
Don't know	13	11	14	11	13	1	7	14	23	1	5	6	9	4	7

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	Total	Support for more data centres in the local area					
		Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Weighted Sample	2070	199	704	328	145	903	473
Unweighted Sample	2070	203	718	335	153	921	488
	%	%	%	%	%	%	%

Would you support or oppose more data centres being developed…

… in the UK?

	Total	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Strongly support	12	91	8	3	1	27	2
Tend to support	40	7	91	29	5	72	21
TOTAL SUPPORT	**52**	**98**	**99**	**32**	**6**	**99**	**23**
Tend to oppose	11	0	1	55	30	1	48
Strongly oppose	4	1	0	1	57	0	18
TOTAL OPPOSE	**15**	**1**	**1**	**56**	**87**	**1**	**66**
Don't know	32	0	0	12	7	0	11

… in your local area?

	Total	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Strongly support	10	100	0	0	0	22	0
Tend to support	34	0	100	0	0	78	0
TOTAL SUPPORT	**44**	**100**	**100**	**0**	**0**	**100**	**0**
Tend to oppose	16	0	0	100	0	0	69
Strongly oppose	7	0	0	0	100	0	31
TOTAL OPPOSE	**23**	**0**	**0**	**100**	**100**	**0**	**100**
Don't know	34	0	0	0	0	0	0

Which of the following do you think are the MOST important for developers to consider when designing new data centres? Please tick up to three options.

	Total	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Environmental impacts of development	40	36	43	47	49	41	48
Cybersecurity	35	46	40	32	29	41	31
Operational environmental impacts (e.g. powered by renewable energy)	28	38	34	27	23	35	26
Public costs of development	28	27	29	33	30	29	32
Distance from houses	24	21	23	33	30	22	32
Amount of land used	21	14	20	29	31	19	30
Public operational costs of the data centres	19	23	23	19	20	23	19
Quality of infrastructure	17	35	23	10	9	25	10
Physical appearance	15	17	19	17	7	19	14
Minimising waste created	15	14	16	16	16	16	16
None of these	2	2	1	1	6	1	3
Don't know	13	1	5	5	8	4	6

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	Total	Vote in 2024 GE				2016 EU Ref		Gender		Age				Social Grade		Country			
		Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2070	360	513	186	217	733	737	1004	1066	217	855	513	484	1180	890	1733	108	172	58
Unweighted Sample	2070	375	562	203	248	853	805	925	1145	112	753	579	626	1272	798	1718	107	178	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the LEAST important for developers to consider when designing new data centres? Please tick up to three options.

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Physical appearance	30	24	38	33	20	33	26	34	28	37	33	28	25	33	27	30	33	29	39
Amount of land used	15	15	17	11	17	14	16	18	11	16	13	15	17	15	15	14	18	16	23
Distance from houses	14	15	17	16	10	15	11	19	9	21	16	10	11	14	13	14	17	13	15
Minimising waste created	10	14	8	11	11	9	13	12	9	5	10	11	13	10	11	10	9	12	15
Operational environmental impacts (e.g. powered by renewable energy)	8	12	4	3	21	4	13	10	6	5	6	10	11	8	8	8	6	8	12
Public costs of development	8	9	8	10	7	6	8	10	6	11	8	7	7	9	6	8	5	6	9
Public operational costs of the data centres	7	8	6	4	10	6	9	8	5	5	7	8	6	7	6	7	7	4	7
Quality of infrastructure	6	9	5	6	5	6	6	6	5	6	4	7	7	5	6	6	5	7	4
Environmental impacts of development	6	7	6	6	10	4	9	7	4	6	6	6	5	5	6	6	4	4	8
Cybersecurity	4	4	2	5	2	4	3	3	4	3	3	3	4	4	3	4	2	4	6
None of these	16	14	19	23	12	20	14	14	18	12	15	19	17	17	15	16	15	15	18
Don't know	28	30	19	23	33	25	30	24	32	26	28	26	32	24	33	28	25	33	14

Would you support or oppose more data centre being built, if they were developed, and then maintained, with the following power sources?
Renewable energy

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Strongly support	34	23	49	43	16	41	26	42	26	43	37	34	24	39	27	33	37	37	33
Tend to support	41	45	40	37	41	43	40	36	46	42	40	41	42	41	42	42	36	40	35
TOTAL SUPPORT	75	68	89	80	57	84	66	78	72	85	77	75	66	80	69	75	73	77	68
Tend to oppose	5	8	2	4	12	4	8	5	5	4	3	5	9	5	5	5	6	2	12
Strongly oppose	4	7	1	1	12	2	7	5	3	2	2	5	6	3	5	4	3	3	2
TOTAL OPPOSE	9	15	3	5	24	6	15	10	8	6	5	10	15	8	10	9	9	5	14
Don't know	16	17	8	15	18	10	19	12	21	9	17	15	20	12	22	16	18	18	17

Nuclear power

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Strongly support	13	16	13	8	24	10	16	22	4	16	13	12	12	14	11	13	9	14	11
Tend to support	27	27	30	35	28	27	26	35	19	36	23	27	28	29	24	27	20	22	31
TOTAL SUPPORT	40	43	43	43	52	37	42	57	23	52	36	39	40	43	35	40	29	36	42
Tend to oppose	19	15	22	21	13	25	18	15	23	13	22	18	19	20	19	18	28	22	24
Strongly oppose	19	18	19	19	12	22	16	13	24	18	18	21	19	19	19	20	16	18	14
TOTAL OPPOSE	38	33	41	40	25	47	34	28	47	31	40	39	38	39	38	38	44	40	38
Don't know	22	23	16	17	23	16	23	14	30	17	24	23	21	18	27	22	28	24	20

	Total	Region in England				Awareness of Data Centres				Support for more data centres in the UK					
		North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Weighted Sample	2070	476	329	238	689	172	764	579	555	254	831	231	89	1085	320
Unweighted Sample	2070	466	340	196	716	183	800	569	518	251	844	261	79	1095	340
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the LEAST important for developers to consider when designing new data centres? Please tick up to three options.

	Total	North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Physical appearance	30	30	35	34	27	42	33	31	23	39	35	30	29	36	30
Amount of land used	15	13	17	11	14	25	17	14	9	28	17	14	11	20	13
Distance from houses	14	10	13	19	15	33	15	13	7	25	18	8	9	20	8
Minimising waste created	10	8	11	10	11	17	13	9	7	20	11	13	15	13	14
Operational environmental impacts (e.g. powered by renewable energy)	8	7	8	9	8	12	8	7	8	12	9	5	12	10	7
Public costs of development	8	5	7	10	10	12	10	7	4	12	9	7	11	10	8
Public operational costs of the data centres	7	7	7	5	7	6	8	6	6	8	9	7	5	9	6
Quality of infrastructure	6	7	6	2	6	5	8	6	4	7	7	9	6	7	8
Environmental impacts of development	6	4	4	5	8	13	6	5	3	8	7	5	4	7	4
Cybersecurity	4	4	3	6	3	5	3	3	4	2	3	9	8	3	9
None of these	16	19	14	14	16	16	17	17	14	14	16	24	24	16	24
Don't know	28	29	26	25	30	7	21	29	45	9	18	20	25	16	21

Would you support or oppose more data centre being built, if they were developed, and then maintained, with the following power sources?
Renewable energy

	Total	North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Strongly support	34	35	34	34	31	55	40	31	21	72	42	14	15	49	14
Tend to support	41	40	41	42	43	35	43	43	38	20	50	42	26	43	37
TOTAL SUPPORT	75	75	75	76	74	90	83	74	59	92	92	56	41	92	51
Tend to oppose	5	5	6	2	5	4	6	4	5	1	3	19	15	3	18
Strongly oppose	4	3	4	3	5	4	4	3	4	4	1	7	33	2	14
TOTAL OPPOSE	9	8	10	5	10	8	10	7	9	5	4	26	48	5	32
Don't know	16	16	14	19	16	3	7	18	32	2	4	18	11	4	16

Nuclear power

	Total	North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Strongly support	13	12	15	13	12	38	16	8	5	43	14	5	7	21	5
Tend to support	27	31	24	28	27	33	35	25	15	27	37	22	16	35	20
TOTAL SUPPORT	40	43	39	41	39	71	51	33	20	70	51	27	23	56	25
Tend to oppose	19	16	23	17	18	11	21	21	18	11	24	25	11	21	21
Strongly oppose	19	18	17	21	21	12	17	21	23	12	15	29	52	14	35
TOTAL OPPOSE	38	34	40	38	39	23	38	42	41	23	39	54	63	35	56
Don't know	22	22	22	20	22	6	12	25	39	7	10	20	13	9	18

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	Total	Support for more data centres in the local area					
		Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Weighted Sample	2070	199	704	328	145	903	473
Unweighted Sample	2070	203	718	335	153	921	488
	%	%	%	%	%	%	%

Which of the following do you think are the LEAST important for developers to consider when designing new data centres? Please tick up to three options.

	Total	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Physical appearance	30	41	36	29	31	37	30
Amount of land used	15	32	20	10	13	22	11
Distance from houses	14	25	21	8	8	22	8
Minimising waste created	10	21	11	14	12	13	13
Operational environmental impacts (e.g. powered by renewable energy)	8	14	9	7	10	10	8
Public costs of development	8	12	10	7	10	10	8
Public operational costs of the data centres	7	7	9	8	5	9	7
Quality of infrastructure	6	4	7	8	10	6	9
Environmental impacts of development	6	9	6	7	2	7	6
Cybersecurity	4	2	2	7	9	2	7
None of these	16	13	16	23	25	16	24
Don't know	28	7	16	22	24	14	22

Would you support or oppose more data centre being built, if they were developed, and then maintained, with the following power sources?
Renewable energy

	Total	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Strongly support	34	74	45	18	18	52	18
Tend to support	41	19	46	49	32	40	44
TOTAL SUPPORT	75	93	91	67	50	92	62
Tend to oppose	5	1	3	13	15	3	14
Strongly oppose	4	4	2	5	25	2	11
TOTAL OPPOSE	9	5	5	18	40	5	25
Don't know	16	1	4	15	10	3	14

Nuclear power

	Total	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Strongly support	13	48	17	6	6	24	6
Tend to support	27	23	39	25	16	35	22
TOTAL SUPPORT	40	71	56	31	22	59	28
Tend to oppose	19	9	22	26	15	19	23
Strongly oppose	19	14	13	24	46	14	31
TOTAL OPPOSE	38	23	35	50	61	33	54
Don't know	22	6	9	18	16	8	18

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	Total	Vote in 2024 GE				2016 EU Ref		Gender		Age				Social Grade		Country			
		Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2070	360	513	186	217	733	737	1004	1066	217	855	513	484	1180	890	1733	108	172	58
Unweighted Sample	2070	375	562	203	248	853	805	925	1145	112	753	579	626	1272	798	1718	107	178	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Fossil fuels

	Total	Con	Lab	Lib Dem	Ref UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Strongly support	4	6	2	1	14	2	8	6	2	3	3	6	4	3	5	4	6	3	7
Tend to support	16	24	11	8	32	10	24	21	12	15	15	17	18	16	17	16	14	16	25
TOTAL SUPPORT	**20**	**30**	**13**	**9**	**46**	**12**	**32**	**27**	**14**	**18**	**18**	**23**	**22**	**19**	**22**	**20**	**20**	**19**	**32**
Tend to oppose	25	23	28	33	21	30	22	26	24	29	24	27	23	27	23	25	18	27	24
Strongly oppose	34	22	48	41	12	44	22	34	33	43	37	29	29	38	28	34	39	29	25
TOTAL OPPOSE	**59**	**45**	**76**	**74**	**33**	**74**	**44**	**60**	**57**	**72**	**61**	**56**	**52**	**65**	**51**	**59**	**57**	**56**	**49**
Don't know	21	25	11	16	21	14	24	13	29	9	21	22	26	16	28	21	22	24	19

*Any percentages calculated on bases fewer than 100
respondents do not represent a wide enough cross-section of
the target population to be considered statistically reliable.
These figures should not be used.*

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	Total	Region in England				Awareness of Data Centres				Support for more data centres in the UK					
		North	Midlands	London	South	Aware and know a lot	Aware and know a little	Aware but don't know anything	Not aware	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Weighted Sample	2070	476	329	238	689	172	764	579	555	254	831	231	89	1085	320
Unweighted Sample	2070	466	340	196	716	183	800	569	518	251	844	261	79	1095	340
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Fossil fuels															
Strongly support	4	3	3	4	4	11	4	1	4	14	3	2	7	5	4
Tend to support	16	20	20	13	13	18	20	17	10	20	22	11	11	21	11
TOTAL SUPPORT	**20**	**23**	**23**	**17**	**17**	**29**	**24**	**18**	**14**	**34**	**25**	**13**	**18**	**26**	**15**
Tend to oppose	25	25	29	22	25	24	28	27	19	24	31	26	13	29	22
Strongly oppose	34	31	29	39	37	42	36	33	29	38	34	42	58	35	46
TOTAL OPPOSE	**59**	**56**	**58**	**61**	**62**	**66**	**64**	**60**	**48**	**62**	**65**	**68**	**71**	**64**	**68**
Don't know	21	21	19	22	22	5	13	22	37	5	11	19	10	9	17

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What the world thinks

	Total	Support for more data centres in the local area					
		Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Weighted Sample	2070	199	704	328	145	903	473
Unweighted Sample	2070	203	718	335	153	921	488
	%	%	%	%	%	%	%

Fossil fuels

	Total	Strongly support	Tend to support	Tend to oppose	Strongly oppose	TOTAL: support	TOTAL: oppose
Strongly support	4	16	3	3	4	6	3
Tend to support	16	21	22	13	10	22	12
TOTAL SUPPORT	20	37	25	16	14	28	15
Tend to oppose	25	20	33	25	16	30	22
Strongly oppose	34	38	32	41	60	33	47
TOTAL OPPOSE	59	58	65	66	76	63	69
Don't know	21	5	9	18	11	9	16

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