YouGov / Cavendish Consulting Survey Results

Sample Size: 2124 Adults in the UK
Fieldwork: 4th - 5th November 2025

	Total	Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Gen Z	Millennials	Gen X	Boomers
Weighted Sample	2124	370	527	191	225	115	752	756	1030	1094	223	877	527	497	290	572	613	592
Unweighted Sample	2124	344	589	220	239	118	857	773	933	1191	155	839	573	557	221	555	626	661
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A data centre is a physical facility that houses critical IT infrastructure, such as servers, storage systems, and networking equipment, to store, process, and distribute data and applications. To what extent would you support or oppose the development of new data centres...

…in the UK?

	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Gen Z	Millennials	Gen X	Boomers
Strongly support	24	28	29	24	19	21	26	23	34	15	26	22	27	23	25	22	25	23
Tend to support	45	48	47	50	47	37	46	46	46	45	43	46	43	48	42	46	44	47
TOTAL SUPPORT	**69**	**76**	**76**	**74**	**66**	**58**	**72**	**69**	**80**	**60**	**69**	**68**	**70**	**71**	**67**	**68**	**69**	**70**
Tend to oppose	7	4	5	11	10	16	7	7	7	7	8	7	6	7	9	7	6	8
Strongly oppose	3	2	1	3	6	7	3	4	2	4	4	3	3	3	4	3	3	3
TOTAL OPPOSE	**10**	**6**	**6**	**14**	**16**	**23**	**10**	**11**	**9**	**11**	**12**	**10**	**9**	**10**	**13**	**10**	**9**	**11**
Don't know	21	18	18	11	19	19	18	20	12	29	19	23	20	19	19	22	22	20

…in England / Wales / Scotland?

	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Gen Z	Millennials	Gen X	Boomers
Strongly support	23	28	30	25	19	21	26	24	34	14	23	22	27	23	23	22	25	23
Tend to support	44	46	45	49	46	37	45	44	44	44	42	44	42	46	40	44	44	44
TOTAL SUPPORT	**67**	**74**	**75**	**74**	**65**	**58**	**71**	**68**	**78**	**58**	**65**	**66**	**69**	**69**	**63**	**66**	**69**	**67**
Tend to oppose	7	5	5	11	9	17	6	7	7	8	11	7	6	7	12	7	5	7
Strongly oppose	4	2	2	3	7	7	3	5	3	5	4	3	4	4	5	3	4	4
TOTAL OPPOSE	**11**	**7**	**7**	**14**	**16**	**24**	**9**	**12**	**10**	**13**	**15**	**10**	**10**	**11**	**17**	**10**	**9**	**11**
Don't know	22	19	19	12	20	18	20	21	13	30	19	24	21	21	20	23	22	21

…in your local area?

	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Gen Z	Millennials	Gen X	Boomers
Strongly support	18	20	24	19	15	15	21	20	27	11	13	18	21	18	15	18	21	18
Tend to support	38	42	39	42	38	31	39	39	40	36	32	37	37	43	29	36	39	41
TOTAL SUPPORT	**56**	**62**	**63**	**61**	**53**	**46**	**60**	**59**	**67**	**47**	**45**	**55**	**58**	**61**	**44**	**54**	**60**	**59**
Tend to oppose	12	9	12	15	10	17	11	10	11	13	14	12	11	10	16	14	8	11
Strongly oppose	9	7	6	9	15	17	8	9	8	10	16	8	8	9	15	7	8	9
TOTAL OPPOSE	**21**	**16**	**18**	**24**	**25**	**34**	**19**	**19**	**19**	**23**	**30**	**20**	**19**	**19**	**31**	**21**	**16**	**20**
Don't know	23	21	20	16	22	20	21	22	15	31	24	25	22	20	25	24	24	21

www.yougov.co.uk

YouGov / Cavendish Consulting Surv

Sample Size: 2124 Adults in the UK
Fieldwork: 4th - 5th November 2025

	Total	Social		Country				Region in England				Education Level		
		ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High
Weighted Sample	2124	1210	896	1778	110	176	59	489	338	244	707	581	830	712
Unweighted Sample	2124	1337	777	1805	101	177	41	502	352	221	730	548	825	751
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A data centre is a physical facility that houses critical IT infrastructure, such as servers, storage systems, and networking equipment, to store, process, and distribute data and applications. To what extent would you support or oppose the development of new data centres...

…in the UK?

	Total	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High
Strongly support	24	27	18	24	26	20	19	26	25	23	23	21	23	28
Tend to support	45	46	45	45	49	46	38	42	46	50	46	44	45	46
TOTAL SUPPORT	69	73	63	69	75	66	57	68	71	73	69	65	68	74
Tend to oppose	7	7	8	7	6	10	7	8	5	7	7	7	7	7
Strongly oppose	3	3	4	3	2	4	6	3	2	4	3	3	3	3
TOTAL OPPOSE	10	10	12	10	8	14	13	11	7	11	10	10	10	10
Don't know	21	18	25	21	17	20	30	22	23	16	21	25	21	16

…in England / Wales / Scotland?

	Total	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High
Strongly support	23	26	19	24	27	23	3	25	25	23	24	22	22	26
Tend to support	44	45	43	45	46	41	18	42	46	48	45	41	45	45
TOTAL SUPPORT	67	71	62	69	73	64	21	67	71	71	69	63	67	71
Tend to oppose	7	7	7	7	4	11	3	8	4	9	7	6	7	8
Strongly oppose	4	3	5	3	6	6	4	3	3	4	3	4	4	4
TOTAL OPPOSE	11	10	12	10	10	17	7	11	7	13	10	10	11	12
Don't know	22	19	26	21	18	19	72	22	22	16	21	27	22	18

…in your local area?

	Total	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High
Strongly support	18	20	16	19	24	14	10	20	18	15	19	18	16	21
Tend to support	38	38	37	38	37	42	31	37	39	36	38	36	37	39
TOTAL SUPPORT	56	58	53	57	61	56	41	57	57	51	57	54	53	60
Tend to oppose	12	12	11	12	10	11	15	11	8	16	12	9	12	13
Strongly oppose	9	9	10	9	8	13	11	8	9	12	9	9	10	9
TOTAL OPPOSE	21	21	21	21	18	24	26	19	17	28	21	18	22	22
Don't know	23	21	26	23	21	20	33	24	25	21	22	27	24	18

www.yougov.co.uk

YouGov®

	Total	Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Gen Z	Millennials	Gen X	Boomers
Weighted Sample	**2124**	370	527	191	225	115	752	756	1030	1094	223	877	527	497	290	572	613	592
Unweighted Sample	**2124**	344	589	220	239	118	857	773	933	1191	155	839	573	557	221	555	626	661
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine a new data centre development was being proposed in your local area. Which of the following potential **benefits**, if any, would make you most likely to **support** the proposals? Please select up to three.

	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Gen Z	Millennials	Gen X	Boomers
Creating local jobs	**49**	49	54	52	45	43	49	49	51	47	51	48	51	46	49	48	50	49
Lower energy bills as a result of using excess heat from data centres to heat local homes (e.g via a heat network)	**37**	35	41	35	33	40	38	37	36	38	35	37	36	39	36	40	34	37
Training and upskilling opportunities for young people	**26**	28	29	28	22	22	26	25	29	24	31	24	22	32	31	25	20	31
Investment in local community infrastructure or services, such as community hubs, libraries and other similar facilities	**26**	24	33	30	21	34	33	22	26	27	27	27	28	24	28	30	25	23
Reskilling opportunities for local people	**23**	22	25	26	27	23	25	24	25	21	18	22	27	23	19	19	27	25
Investment in local green spaces and nature to offset any environmental impact of building and running the data centre	**20**	18	23	26	18	35	25	16	19	21	25	21	22	15	24	24	19	18
Ensuring the data centre is physically attractive and compliments the local area	**13**	17	11	19	17	9	13	15	14	12	15	11	14	15	14	11	12	16
Increased digital skills support for local schools and higher education institutions	**12**	11	12	10	10	6	13	10	14	9	16	11	12	12	14	11	12	11
Training opportunities to improve older people's digital skills and confidence using technology	**11**	12	11	9	9	5	9	11	10	12	10	9	10	15	9	9	10	12
Provision of new community amenities (e.g. green spaces, sports facilities)	**11**	12	13	14	7	14	12	11	11	12	12	13	10	9	12	14	12	8
Other *[See Tab 3]*	**0**	0	0	1	0	1	0	0	0	0	0	0	1	0	0	1	0	0
Not applicable – nothing would make me support the proposals	**7**	8	4	7	11	10	5	9	7	7	6	5	8	10	8	3	8	10
Don't know	**11**	10	8	5	11	7	8	11	9	12	6	14	7	10	7	14	11	9

www.yougov.co.uk

YouGov®

	Total	Social		Country				Region in England				Education Level		
		ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High
Weighted Sample	**2124**	1210	896	1778	110	176	59	489	338	244	707	581	830	712
Unweighted Sample	**2124**	1337	777	1805	101	177	41	502	352	221	730	548	825	751
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine a new data centre development was being proposed in your local area. Which of the following potential **benefits**, if any, would make you most likely to **support** the proposals? Please select up to three.

	Total	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High
Creating local jobs	**49**	50	47	48	65	50	*46*	47	48	43	49	48	48	50
Lower energy bills as a result of using excess heat from data centres to heat local homes (e.g via a heat network)	**37**	38	35	36	31	45	*46*	40	34	42	33	35	36	40
Training and upskilling opportunities for young people	**26**	27	25	26	35	29	*26*	25	24	30	25	27	26	26
Investment in local community infrastructure or services, such as community hubs, libraries and other similar facilities	**26**	29	22	27	26	21	*21*	28	24	30	27	21	25	32
Reskilling opportunities for local people	**23**	24	22	22	23	31	*32*	20	21	25	22	21	21	27
Investment in local green spaces and nature to offset any environmental impact of building and running the data centre	**20**	24	15	21	14	19	*5*	20	18	29	22	16	19	26
Ensuring the data centre is physically attractive and compliments the local area	**13**	15	9	13	10	12	*15*	13	15	10	13	11	13	15
Increased digital skills support for local schools and higher education institutions	**12**	12	11	12	16	11	*10*	13	11	10	12	10	14	12
Training opportunities to improve older people's digital skills and confidence using technology	**11**	10	11	11	6	12	*12*	11	9	14	10	13	10	9
Provision of new community amenities (e.g. green spaces, sports facilities)	**11**	12	11	12	11	8	*11*	11	12	12	12	11	11	12
Other *[See Tab 3]*	**0**	0	0	0	0	0	*0*	0	0	0	0	0	0	0
Not applicable – nothing would make me support the proposals	**7**	5	9	7	6	4	*8*	7	8	5	8	11	6	6
Don't know	**11**	8	15	11	9	13	*13*	11	14	8	10	12	13	7

www.yougov.co.uk