

Texas Statewide Data Centers Polling Memo



DATE: Tuesday, August 4, 2026
TO: Interested Parties
FROM: Mitchell Brown, Partner & Pollster, Cygnal
RE: Survey of n800 Likely General Election Voters in Texas

Executive Summary

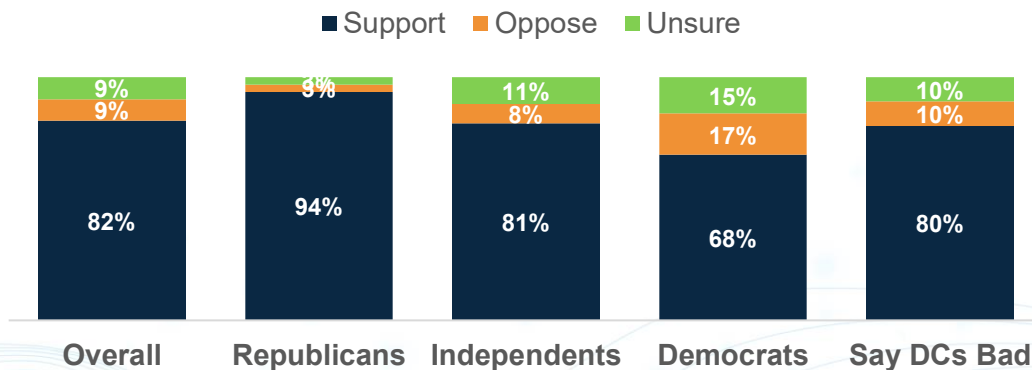
Data centers are a highly volatile issue in Texas, and the politics are evolving. Voters want guardrails, not a ban, and Abbott's "guardrail" plan is the strongest consensus in this survey. Texans support requiring data centers to pay their own costs, protect water, limit impacts on community character, while delivering tangible benefits such as jobs, local revenue, and infrastructure improvement. Whoever owns enforceable protections owns this issue.

The Landscape: Volatile and Moveable

- Despite negative headlines, just 8% of voters call data centers a top voting issue, and attitudes shift dramatically as voters are presented with information on the issue.
- This volatility creates opportunity, but neither party owns the issue. Abbott leads on data center trust just 45%-41%, behind his own 49%-46% ballot. The ground is unclaimed.

The Winning Position: The Abbott Plan on Data Centers

- Abbott has found the sweet spot to make data centers deliver for Texas. His data center plan is a major political asset, earning 82% support to 9% opposition. Support is also bipartisan (94% of Republicans, 81% of independents and 68% of Democrats).
- The Abbott plan on data centers is a massive positive for candidates at 45% more likely to support the candidate to just 13% less likely.
- The reason is simple: voters want commitments and benefits from data centers, not prohibition. In fact, 75% say slow down until protections exist, including Republicans 64%-27%.



The Play

- Pair guardrails with community benefits. Commitments alone split opinions on nearby data center construction at 46% vs. 45%; adding jobs, school revenue, and bill relief moves it to 55% vs. 34% - clear majority support.

Methodology: This probabilistic survey was conducted July 29-31, 2026, with 800 likely 2026 general election voters in Texas. It has a margin of error of $\pm 3.46\%$. Likely 2026 general election voters in Texas were interviewed via live phone calls and text-to-web surveys. This survey was weighted to a likely 2026 general election voters in Texas audience.