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MICHIGAN POLL®

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Contact: Jenell Leonard
765.210.7971
jleonard@mrgmi.com

Poll: Michigan Voters Support Statewide Moratorium on New Data Center Development

Plurality of voters say support for a statewide moratorium would influence their vote for governor

LANSING, Mich. – Marketing Resource Group's (MRG) latest Michigan Poll® results show 53% of voters support a statewide moratorium on data centers, with 22% opposing the idea. Democrats are more likely to support a moratorium at 62%, followed by Republicans at 49% and Independents at 44%. Those who identified ideologically as Liberal had the highest support for a moratorium on data centers at 71%, with Conservatives at 52% and Moderates at 46%.

When asked if it would influence their vote if a candidate for governor supported a statewide moratorium, nearly half (48%) confirmed it would make them more likely to support that candidate. Nineteen percent said the candidate's position would make them less likely to support the candidate, and 22% said it would not make much of a difference.

Across party lines, Democrats are more likely to support that candidate at 56%, followed by Independents at 45%, and Republicans at 43%. Around Michigan, support was consistently above 43%, with the highest support coming from Macomb County and West Michigan, both at 52% more likely to support a candidate who enforces a new data center moratorium.

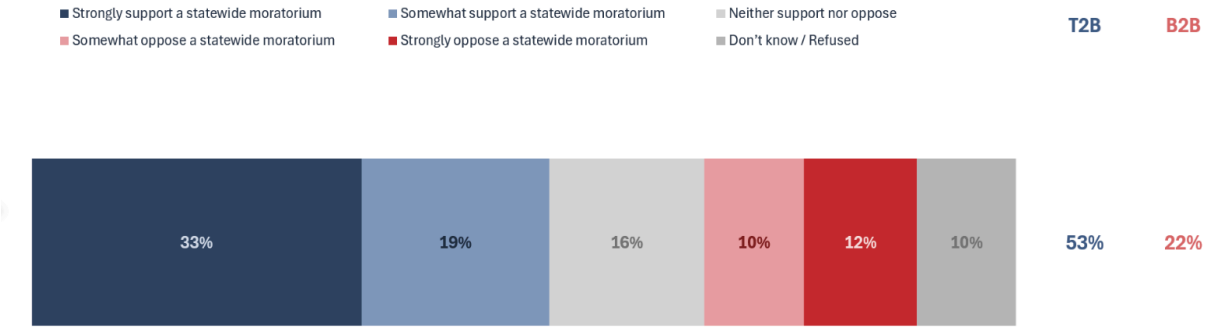
"The rapid development of hyperscale data centers is a key issue for Michiganders heading into the general election, no matter their political identity or zip code," said Jenell Leonard, Owner of MRG. "Candidates will need to make it clear that they support a moratorium if they hope to receive support from these voters come November."

The questions and results are on the following page.

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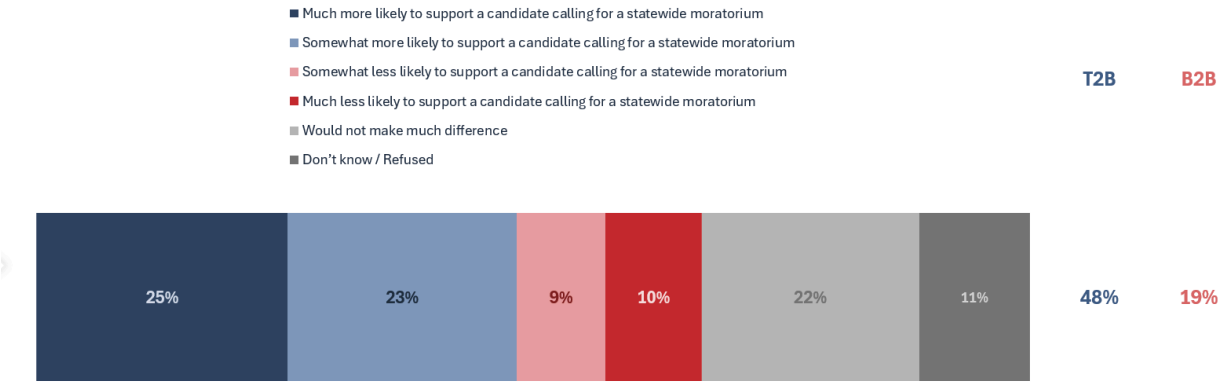
Q. As you may know, there has been growing interest in building large data centers in Michigan to support artificial intelligence and other technology. Supporters say data centers can bring new investment, jobs and economic growth, while opponents have raised concerns about electricity costs, the power grid, water use and the impact on local communities.

Would you support or oppose a statewide moratorium that would temporarily stop the construction and approval of new data centers in Michigan while the state evaluates these issues?



Q. Now, suppose a candidate for governor supported a statewide moratorium that would temporarily stop the construction and approval of new data centers in Michigan.

Would that make you more likely or less likely to vote for that candidate, or would it not make much difference?



MRG Michigan Poll® Fall 2026
The survey of 1008 \ likely Michigan voters was conducted by Quantitative CAWI (Computer Administered Web Interviewing) survey through an online panel from October 9-14, 2026. Quotas for gender, age and race/ethnicity were met within each geographic area. Some columns or results may not add up to 100% because of rounding. Individual rounding may impact final totals. This survey yields a sampling margin of error of ±3.1 percentage points with a 95 percent confidence interval. The sampling margin of error for subgroups may be higher depending on the size of the subgroup.

About Marketing Resource Group (MRG)
Lansing, Michigan-based Marketing Resource Group (www.mrgmi.com) is an award-winning PR firm representing corporate, association, nonprofit, and private clients with interests in Michigan. MRG offers expertise in public affairs, communications, political campaign management, and public opinion survey research. For more than thirty years, MRG has conducted its bi-annual omnibus Michigan Poll®, tracking the pulse of Michigan voters on key statewide public policy and political issues. MRG is the only Michigan public opinion survey research firm that maintains nearly 40 years of trend analyses of voter attitudes related to state and national leaders, political parties, and the political and economic climate in Michigan. Follow MRG on X @mrgmichigan and on Facebook.

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