
THE TARRANCE GROUP

MEMORANDUM

TO: Turn Forward
FROM: B.J. Martino, Lauren Hutchinson
DATE: July 21, 2025
RE: Polling Comparisons

Given the recent public polling on offshore wind by AP-NORC, which the wire service heavily promoted on its platform when it was rolled out on June 20, 2025, The Tarrance Group provides the following analysis of some of the key differences and interpretations of the results in comparison to Turn Forward's and Pew Research's polling on a similar topic.

Key takeaways:

- Fewer than 2 in 10 adults in the AP poll want to reduce offshore wind, regardless of the interpretation of what the “neither” response means.
- The AP poll's drop in support to “expand” wind among Democrats stands in stark contrast to the larger sample Pew study, which has shown Democratic support for wind holding steady.

Discussion:

The [AP](#) survey shows a sample size of N=1,158 *adults*; by comparison, there were N=5,085 adults in the [Pew](#) data. Turn Forward's research was conducted among more than N=4,800 *voters* across the selected coastal states, not including the additional oversamples in coastal counties. Thus, in addition to the marked difference in topline sample size between the AP poll and Turn Forward and Pew efforts, there is an additional distinction between AP surveying national adults and Turn Forward coastal state voters.

The wording in the Turn Forward survey offered favor/oppose choices on the construction of offshore wind, whereas the AP poll offered a 3-way choice: expand, reduce, or neither. The recent AP data registers a high level of “neither,” which is a significant increase (+10%) from their previous study, while the “reduce” score is within the margin of error for their two studies. The question is: what does “neither” mean in the context of this question to respondents? A fair interpretation of their data is that 18% want to reduce offshore wind farms, while the vast majority of adults want to continue doing what's already happening or expand it further.

The AP data shows their measured decline in the “expand” choice is driven by Democrats and Independents, and less so by Republicans. The AP data runs contrary to the [Pew data on wind power](#), which was trended from 2020 to 2025, and has shown Democratic support holding fast. A reduction in support for wind power among Democrats is curious, unless you accept the premise of the point previously mentioned about what “neither” means (keep doing what we are doing). The AP data also shows only a marginal increase in the Democrats' and Independents' already minimal “reduce” score.

Finally to note, there are also potential context effects in the AP survey. Looking back at their 2022 poll, the survey primed voters up front with questions about climate change before getting into specifics on offshore wind power. The most recent data was the opposite, with a more depressive effect, by talking about other issues such as spending priorities and the military parade, before moving on to the offshore wind specific questions. The 2022 AP survey focused respondents more on the issue of climate change before asking the question about expand/reduce/neither, which certainly could have provided a different frame for respondents' interpretation of what “neither” means.

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