

Vermont Public 2026 General Election Poll

Polling Methodology

This project was sponsored by Vermont Public, Colchester, VT. The sponsors worked with Rich Clark, professor of political science and former director of the Castleton Polling Institute, to develop the questionnaire.

Data were collected between September 10 and September 21, 2026 by Braun Research, Inc., a market research, data collection, and data processing company headquartered in Princeton, New Jersey, with call centers in four locations.

Respondents were sampled from a multimodal data-collection approach combining live-interviewer telephone interviewing with Text-to-Web (TTW) methodology. This approach is designed to maximize contact and cooperation while providing access to respondents who may be increasingly difficult to reach through Landline and cell phone interviewing alone. For the cell phone sample, interviewers selected whomever answered the phone, assuming a one-to-one relationship between phone number and individuals. Anyone who did not live in Vermont was screened out as ineligible. Hard-to-reach respondents were sent a text with a link to a web-based instrument to complete online. Additionally, we included a landline sample to include Vermont residents who are not primary cell-phone users; sixty-three (7% of the total), were conducted over landlines.

The margin-of-error is +/- 3.4 percentage points at the 95% confidence level for data representing the entire sample. Data were weighted by utilizing a raking method to reflect census figures for gender, age, education, and geographic distribution (county-level population) across the state. The weights are based on the U.S. Census American Community Survey population estimates for the state of Vermont. Neither sampling errors nor statistical tests were adjusted to account for sample design effects due to weighting. An average design effect from the dual-frame sample for this study was not calculated. Table 1 shows the margins of error for the sample and sub-sample groups.

Table 1. Sampling Error at the 95 percent confidence level

VERMONT ADULTS (AGE 18 +)			
SAMPLING ERROR AT THE 95% CONFIDENCE LEVEL			
	Sampling Error	Sample Size	Population Estimates
TOTAL SAMPLE	3.4%	817	536,465
	Sampling Error	Sample Size	Population
MALE	4.8%	410	250,316
FEMALE	4.9%	407	260,114
CHITTENDEN COUNTY	6.8%	205	133,505
NORTHERN COUNTIES (CALEDONIA, ESSEX, FRANKLIN, GRAND ISLE, LAMOILLE, AND ORLEANS)	7.2%	183	115,191
CENTRAL VERMONT (ADDISON, ORANGE, AND WASHINGTON)	7.5%	172	101,371
SOUTHERN VERMONT (BENNINGTON, RUTLAND, WINDHAM, AND WINDSOR)	6.1%	257	157,592
HIGH SCHOOL GRAD OR LESS	8.9%	120	186,226
ASSOCIATES DEGREE OR SOME COLLEGE	7.8%	158	145,310
BACHELORS DEGREE AND BEYOND	4.3%	522	176,123
18 - 44 YEARS OF AGE	5.7%	293	212,336
45 - 64 YEARS OF AGE	5.8%	285	172,893
65 YEARS OF AGE AND OLDER	6.4%	236	125,201
DEMOCRATIC	4.8%	408	261,692
REPUBLICAN	6.4%	234	157,178
INDEPENDENT	9.8%	99	62,391

Table 2. Representativeness of weighted data

	Vermont State Figures	VPR Poll figures (unweighted)	VPR Poll figures (weighted)
Male	49.2%	50.2%	49.6%
18 - 34 years old	25.5%	20.5%	24.4%
65 years and older	27.7%	29.0%	28.1%
Pct with {Bachelor's degree / College degree} or more	41.1%	65.3%	44.5%
Counties			
Addison	6.0%	5.1%	5.9%
Bennington	5.7%	5.0%	5.5%
Caledonia	4.7%	4.3%	4.8%
Chittenden	26.4%	25.1%	25.9%
Essex	0.9%	0.9%	0.9%
Franklin	7.5%	8.4%	7.5%
Grand Isle	1.2%	1.0%	1.1%
Lamoille	3.9%	3.7%	4.1%
Orange	4.6%	5.5%	4.8%
Orleans	4.2%	4.2%	4.0%
Rutland	9.4%	9.2%	9.5%
Washington	9.3%	10.4%	9.3%
Windham	7.2%	7.2%	7.4%
Windsor	9.0%	10.0%	9.2%

Appendix B: Survey Instrument

Vermont Public 2026 General Election Poll

[INTRO]: Hi, my name is _____ and I'm calling on behalf of Vermont Public (Radio and Television). I am not selling anything or asking for money. We are conducting a study concerning the future of our state, and we'd really appreciate your help.

Have we reached you on a landline or cell phone?

Landline

Cell phone

REFUSED → "Thank you" and terminate

Do you live in Vermont?

YES, LIVES IN VERMONT

NO, DOES NOT LIVE IN VERMONT → "Thank you" and terminate

[If calling cell phone]: **Are you currently driving a car or doing any activity that requires your full attention?**

Yes, engaged in other activity → "Can I call back at a later time?"

No, not doing anything to distract

Not sure / Refused → "Can I call back at a later time?"

[IF LANDLINE] **To correct for sampling errors, may I please speak to the youngest adult male in the household who is at least 18 years of age?**

SPEAKING

GETTING PERSON [REPEAT INTRO]

CALLBACK [GET NAME]

NO MALE IN HOUSEHOLD [PROCEED WITH YOUNGEST FEMALE]

REFUSED

[IF LANDLINE, Once target respondent is on the phone] **Thank you very much for helping us with this important study. Your telephone number was randomly selected from among all households in Vermont. This call may be monitored for quality assurance.**

Participation is voluntary. If you decide to participate, you may decline to answer any question or end the interview at any time.

[IF ASKED:] **This survey should take {approximately/less than} 10 minutes to complete.**

Intro: **Let's begin...**

How closely do you follow news about national and state politics? Would you say very closely, somewhat closely, not very much, or not at all?

- 1 VERY CLOSELY
- 2 SOMEWHAT CLOSELY
- 3 NOT VERY MUCH
- 4 NOT AT ALL
- 9 DON'T KNOW/REFUSED

Q2: MIP

What do you think is the most important problem facing the state of Vermont? [Open-ended]

Q3: PresApp

Do you approve or disapprove of the way Donald Trump is handling his job as President?

- 1 APPROVE
- 2 DISAPPROVE
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q4 GovApp

Do you approve or disapprove of the way Phil Scott is handling his job as Governor of Vermont?

- 1 APPROVE
- 2 DISAPPROVE
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q5: likelyvote

How likely are you to vote in the November general election? Would you say you definitely will vote, probably will vote, probably will not vote, or definitely will not vote?

- 1 DEFINITELY WILL VOTE
- 2 PROBABLY WILL VOTE
- 3 PROBABLY WILL NOT VOTE
- 4 DEFINITELY WILL NOT VOTE
- 5 ALREADY VOTED / VOTED ABSENTEE
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q6: Horserace_gov

If the election for Vermont's Governor were held today, would you vote for ... [RANDOMIZE ORDER OF NAMED CANDIDATES]

- 1. Peace and Justice party candidate, June Goodband
- 2. Democrat/Progressive Amanda Janoo
- 3. Independent Brian Judd
- 4. Freedom and Unity party candidate, Dean Roy
- 5. Republican Phil Scott
- 8 NONE/WRITE IN/OTHER
- 98 NOT SURE/NO OPINION
- 99 REFUSED

Q7: Horserace_LG

If the election for Vermont's Lieutenant Governor were held today, would you vote for ... [RANDOMIZE ORDER OF NAMED CANDIDATES]

- 1 Republican John Rodgers
- 2 Democrat Molly Gray¹
- 4 NONE/WRITE IN/OTHER
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q8: Horserace_House

If the election for US House of Representatives were held today, would you vote for ... [RANDOMIZE ORDER OF NAMED CANDIDATES]

- 1. Independent Phoenix K. Altair
- 2. Democrat Becca Balint
- 3. Republican Gerald Malloy
- 4. Independent Adam Ortiz
- 5. Independent Suzanne "Suz" Seymour
- 6. Independent Ryan P. Walton
- 7. NONE/WRITE IN/OTHER
- 98 NOT SURE/NO OPINION
- 99 REFUSED

Q9: AdviseYouth

If you were to advise an 18 year-old considering where to build a successful life and career, would you recommend that he or she stay in Vermont or leave Vermont?

- 1 Stay in Vermont
- 2 Leave Vermont
- 8 Not sure / It depends (vol.)
- 9 Refused (vol.)

Q10: QualEdLoc

How would you rate the quality of education in your local community? Would you say it's ...

- 1 Excellent
- 2 Good
- 3 Only fair
- 4 Poor
- 9 DK / Refused (vol.)

Q11: QualEdVT

How would you rate the quality of education overall in the state of Vermont? Would you say it's ...

- 1 Excellent
- 2 Good
- 3 Only fair
- 4 Poor
- 9 DK / Refused (vol.)

¹ Molly Gray was accidentally listed as "Democrat/Progressive" for the first 363 cases in the poll. The error was corrected so that the remaining 454 cases heard/saw it as it appears in this questionnaire.

Q12: TaxORSchools

In general, which is more important to you ...

- (a) Keeping property taxes as low as possible, OR
- (b) Keeping the public schools in your my community
 - 1. Property taxes
 - 2. Public schools
 - 3. Equally important
 - 9. DK / Refused (vol.)

Q13: EducDecisions

In general, should decisions about school spending be made primarily at the state level or at the local level?

- 1 At the state level
- 2 At the local level
- 3 Not Sure / It depends
- 9 Refused (vol.)

Q14: DataCtrs

Would you support a ban on large-scale data centers in Vermont?

- 1 Yes
- 2 No
- 8 Not sure (vol.)
- 9 Refused (vol.)

Q15: ICE

How much do you approve or disapprove of the way U.S. Immigration and Customs Enforcement, known as ICE, is enforcing immigration laws?

- 1 Strongly Approve
- 2 Somewhat Approve
- 3 Somewhat Disapprove
- 4 Strongly Disapprove
- 8 Not sure / No opinion (vol.)
- 9 Refused (vol.)

Q16: Housing

In the past year, have you ever been late or came up short on rent or mortgage payments because of other financial burdens?

- 1 Yes
- 2 Almost
- 3 No
- 8 Not sure (vol.)
- 9 Refused (vol.)

Q17: SecondHomes

Should Vermont impose a new yearly tax on second homes?

- 1 Yes
- 2 No
- 8 Not sure (vol.)
- 9 Refused (vol.)

Q18: Support

Thinking about relatives and friends living nearby who you can rely on for help or support, do you have a lot of people you can rely on, a fair amount, just a few, or no people living nearby who you can rely on? [READ OPTIONS 1 – 4]

1. A lot of people
2. A fair amount
3. Just a few
4. No people
9. DK/Refused (vol.)

Q20. Healthcare

Was there any time in the past few years when you needed health care but did not get it, or did you get health care every time you needed it in the past few years?

1. Needed health care but did not get it
2. Got health care every time
3. DK / Refused (vol.)

[Ask only those who said they needed health care, but did not get it; Q20=1]

Q21. Please tell me whether or not any of the following were reasons you could not get the health care you needed. How about (IN SERT ITEM)? Was that a reason you did not get the health care you needed? How about (INSERT ITEM)?

- a. You could not afford that health care
 1. Yes, a reason
 2. No, not a reason
 9. DK / Refused (vol.)
- b. You could not find a doctor who would take your health insurance
 1. Yes, a reason
 2. No, not a reason
 9. DK / Refused (vol.)
- c. You could not get an appointment during the hours you needed
 1. Yes, a reason
 2. No, not a reason
 9. DK / Refused (vol.)
- d. You felt the health care location was too far or difficult to get to
 1. Yes, a reason
 2. No, not a reason
 9. DK / Refused (vol.)

Q22: RetireVT

Do you think Vermont a good place to live for people who are aging or retired?

- 1 Yes
- 2 No
- 8 Not sure (vol.)

9 Refused (vol.)

Q24: Expense

Suppose you had an unexpected expense, and the amount came to one thousand dollars. Based on your current financial situation, would you have a problem paying off the full amount of that expense right away, or not?

1. Would have a problem paying the full-amount right away
2. Would NOT have a problem
9. DK / Refused (vol.)

Q19: RacismProb

To what extent do you think racism is a problem in Vermont today? Would you say it is a big problem, somewhat of a problem, a small problem, or no problem at all?

- 1 BIG PROBLEM
- 2 SOMEWHAT PROBLEM
- 3 SMALL PROBLEM
- 4 NO PROBLEM
- 8 NOT SURE_NO OPINION (VOL)
- 9 REFUSED (VOL)

DEMOGRAPHICS

Q24: Gender

Lastly, I would like to ask a few questions about you merely for the purposes of classification and to be sure our sample accurately reflects the population as a whole.

INTERVIEWER: MARK GENDER, DO NOT ASK

- 1 MALE
- 2 FEMALE

Q25: YearBorn

In what year were you born?

- DON'T KNOW = 8888
REFUSED = 9999

Q26: Education

What is the highest grade of school or year in college you have completed?

- 1 Less than High School
- 2 High School Diploma
- 3 Some college
- 4 College degree
- 5 Some post-graduate work
- 6 Post-graduate degree

8 DON'T KNOW

9 REFUSED

Q27: Party

In politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

1 REPUBLICAN

2 DEMOCRAT

3 INDEPENDENT

4 OTHER (SPECIFY)

8 DON'T KNOW

9 REFUSED

[ASK ONLY IF PARTY = "Independent" OR "Other"] Q28: IndLean

As of today, do you lean more to the Democratic Party or to the Republican Party?

1 LEAN DEMOCRAT

2 LEAN REPUBLICAN

3 LEAN TOWARD NEITHER PARTY

4 OTHER (SPECIFY)

8 DON'T KNOW

9 REFUSED

Q29: RegVote

Are you registered to vote in Vermont?

1 YES

2 NO

8 DON'T KNOW

9 REFUSED

Q30: County

In what county do you live?

1 ADDISON

2 BENNINGTON

3 CALEDONIA

4 CHITTENDEN

5 ESSEX

6 FRANKLIN

7 GRAND ISLE

8 LAMOILLE

9 ORANGE

10 ORLEANS

11 RUTLAND

12 WASHINGTON

13 WINDHAM

14 WINDSOR
88 DON'T KNOW
99 REFUSED

[ASK ONLY IF CALLING CELL PHONE] Q32a: Landline

Do you use a landline phone at home on which you can be reached?

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

[ASK ONLY IF CALLING LANDLINE PHONE] Q32b: Cell

Do you also use a cellphone for personal use on which you can be reached?

1 Yes
2 No
8 DON'T KNOW
9 REFUSED

Q33: Income1

Last year, that is in 2025, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. [READ]

1 Less than \$20,000
2 20 to under \$40,000
3 40 to under \$60,000
4 60 to under \$80,000
5 80 to under \$100,000 [OR]
6 \$100,000 or more
9 DK/Refused [VOL. DO NOT READ]

Q34: Followup

Finally, would you be willing to be interviewed by a reporter to discuss your reactions to some of the topics we've been talking about?

1 YES → [COLLECT NAME AND CONTACT NUMBER]
2 NO

Q35: Completed

That completes our survey. Thank you for your time, and have a wonderful {day/evening}!