

# **Vermont VPR / VT PBS January 2022 Poll**

## **Polling Methodology**

This project was sponsored jointly by Vermont Public Radio (VPR) and Vermont PBS, 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 January 3 and January 9, 2022 by Braun Research, Inc., a market research, data collection, and data processing company headquartered in Princeton, New Jersey, with call centers in four locations. All telephone interviews were conducted with live interviewers.

A dual frame landline and cell phone random digit dialing design was used; the sampling procedures for both frames are described below. Of the 600 completed interviews, 233 were conducted over landline phones, 274 with cell phones, and an additional 93 respondents responded to a web-based survey after being texted with a link.

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.

For the landline sample, interviewers requested to speak with the youngest male member of the household who is at least 18 years of age; if there was no male in the household, interviewers requested the youngest female. This household selection method is intended to combat the age-bias prevalent in phone surveys.

The margin-of-error is +/- 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 5-year estimates from 2019 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**

<b>Vermont Adults (Age 18 +)</b>			
<b>Sampling Error at the 95% Confidence Level</b>			
	<b>Sampling Error</b>	<b>Sample Size</b>	<b>Population Estimates</b>
<i>Total sample</i>	4.0%	600	525,394
	<b>Sampling Error</b>	<b>Sample Size</b>	<b>Population</b>
<i>Male</i>	5.8%	289	250,316
<i>Female</i>	5.6%	311	260,114
<i>Chittenden County</i>	7.8%	159	133,505
<i>Northern counties (Caledonia, Essex, Franklin, Grand Isle, Lamoille, and Orleans)</i>	7.8%	156	115,191
<i>Central Vermont (Addison, Orange, and Washington)</i>	9.4%	108	101,371
<i>Southern Vermont (Bennington, Rutland, Windham, and Windsor)</i>	7.4%	177	157,592
<i>High School Grad or less</i>	8.4%	137	186,226
<i>Associates degree or some college</i>	7.5%	170	145,310
<i>Bachelors degree and beyond</i>	5.8%	286	176,123
<i>18 - 44 years of age</i>	6.8%	205	212,336
<i>45 - 64 years of age</i>	6.7%	213	172,893
<i>65 years of age and older</i>	7.4%	174	125,201
<i>Democratic</i>	5.6%	311	261,692
<i>Republican</i>	7.5%	169	157,178
<i>Independent</i>	10.9%	81	62,391

**Table 2. Representativeness of weighted data**

	<b>Vermont State Estimates</b>	<b>VPR Poll figures (weighted)</b>	<b>Difference</b>
<i>Male</i>	49.3%	49.1%	0.2%
<i>18 - 34 years old</i>	27.7%	28.8%	-1.1%
<i>65 years and older</i>	24.5%	24.1%	0.4%
<i>Pct with {Bachelor's degree / College degree} or more</i>	34.7%	36.7%	-2.0%
<i>Pct registered to vote (VAP)</i>	94.0%	90.0%	4.0%
<i>Pct Cell phone only</i>	48.6%	49.6%	-1.0%
<i>Pct LL only</i>	14.6%	10.9%	3.7%
<i>Median HH Income</i>	\$54,447		
<i>HH Income &gt; \$100K</i>	20.8%	18.6%	2.2%
<b>Counties</b>			
<i>Addison</i>	6.0%	6.0%	0.0%
<i>Bennington</i>	5.7%	5.7%	0.0%
<i>Caledonia</i>	4.8%	4.8%	0.0%
<i>Chittenden</i>	26.3%	26.3%	0.0%
<i>Essex</i>	1.0%	1.0%	0.0%
<i>Franklin</i>	7.5%	7.5%	0.0%
<i>Grand Isle</i>	1.1%	1.1%	0.0%
<i>Lamoille</i>	4.0%	4.0%	0.0%
<i>Orange</i>	4.6%	4.6%	0.0%
<i>Orleans</i>	4.3%	4.3%	0.0%
<i>Rutland</i>	9.5%	9.5%	0.0%
<i>Washington</i>	9.3%	9.3%	0.0%
<i>Windham</i>	6.9%	6.9%	0.0%
<i>Windsor</i>	8.9%	8.9%	0.0%

## Appendix B: Survey Instrument

### VPR/VT PBS Winter 2022 Vermont Poll

[INTRO]: Hi, my name is \_\_\_\_\_ and I'm calling on behalf of Vermont Public Radio and Vermont PBS. I am not selling anything or asking for money. We are hoping to learn what Vermonters think about a number of issues, 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...**

Q12: TrustPolice

**How much trust and confidence do you have in your local law enforcement?** [If asked: this includes state and local police as well as county sheriffs] [READ FIRST 4 RESPONSES]

- 1 A great deal of confidence
- 2 Quite a lot of confidence
- 3 Some confidence
- 4 Very little confidence
- 5 No confidence at all (vol.)
- 9 No opinion / Refused (vol.)

Q13: NewResidents

**Reports have shown that many people have moved to Vermont from other states during the pandemic. Do you see this as good for Vermont, bad for Vermont, or neither?**

- 1 Good for VT
- 2 Bad for VT
- 3 Neither good nor bad
- 8 Not sure / No opinion (vol.)
- 9 Refuse (vol.)

Q14: ClimateVT

**To what extent do you think climate change will affect life in Vermont over the next 30 years? Will it have a major impact, a minor impact, or little to no impact over the next 30 years?**

- 1 Major impact
- 2 Minor impact
- 3 Little to no impact
- 8 Not sure / No opinion (vol.)
- 9 Refuse (vol.)

Q15: CannabisPurchase

**Vermont's retail Cannabis marketplace is scheduled to open in November. How likely are you to purchase a cannabis product at one of these outlets?** [READ FIRST 4 OPTIONS.]

- 1 Very likely
- 2 Somewhat likely
- 3 Not too likely
- 4 Definitely not
- 8 Not sure / No opinion (vol.)
- 9 Refuse (vol.)

Q16: 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.)

Q17: NewExpense

**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

- 8 Not sure / No opinion (vol.)
- 9 Refuse (vol.)

Q18: RacismVT

**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)

Q19: BLM

**Do you support or oppose the Black Lives Matter Movement?**

- 1 Support
- 2 Oppose
- 3 Neither support nor oppose
- 4 No opinion / Refused (vol.)

Q20: Broadband

**Is access to HIGH-SPEED INTERNET a problem for you or your family, or not? IF YES, ASK: And would you say it is a major problem or minor problem?**

- 1 Major problem
- 2 Minor problem
- 3 Not a problem
- 9 DK / Refused (vol.)

Q21: SupportDairy

**In order to support Vermont's dairy industry, how much more would you be willing to pay for dairy products in Vermont? Nothing more, up to 5 percent more, up to 10 percent more, up to 20 percent more, or higher than that?**

- 1 Nothing
- 2 Up to 5%
- 3 Up to 10%
- 4 Up to 20%
- 5 20% or more
- 8 Not sure / No opinion (vol.)
- 9 Refuse (vol.)

Q22: SafeInjectSite

**Given the record number of fatal overdoses among opiate users, should Vermont open safe injection sites where drug users can inject under the supervision of medical professionals?**

- 1 Yes
- 2 No
- 8 Not sure / No opinion (vol.)
- 9 Refuse (vol.)

Q23: AbortionRights

**Would you support an amendment to the Vermont Constitution that guarantees the right to an abortion?**

- 1 Yes
- 2 No
- 8 Not sure / No opinion (vol.)
- 9 Refuse (vol.)

## DEMOGRAPHICS

D1: 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

D2: YearBorn

**In what year were you born?**

- DON'T KNOW = 8888
- REFUSED = 9999

D3: 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

D4: 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"] D4a: 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

D6: RegVote

**Are you registered to vote in Vermont?**

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

D7: 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] D8: 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] D9: 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



D10: Income1

**Last year, that is in 2021, 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]

D11: 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

D12: Completed

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