

Vermont VPR / VT PBS 2020 Town Meeting Day Poll

Appendix A: Methodology

This project was sponsored jointly by Vermont Public Radio (VPR) and Vermont PBS, Colchester, VT. The sponsors wrote substantive questions for the survey that went through an informal, iterative process of in-house testing. The introduction and demographic questions were modeled on questions from previous VPR / VT PBS studies.

Data were collected for this VPR/VT PBS survey between February 4, 2020 and February 10, 2020 by Braun Research, Inc., a market research, data collection, and data processing company headquartered in Princeton, New Jersey, with call centers in four locations. Interviews were conducted over landlines and cell phones with live interviewers.

Respondents were chosen at random from a non-partisan list of Vermont registered voters. The list is comprised of 428,572 Vermont voters with phone contact for 253,720 (59 percent).

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 our best estimates of the Vermont population of registered voters. Weights were based on gender, age, education, and geographic distribution (county-level population) across the state. The weights were trimmed in order to avoid excessive distortion.

These data are meant to reflect the registered voter population in Vermont, and not recalibrated for a potential low-turnout primary election.

Table 1. Sampling Error at the 95 percent confidence level**Vermont Registered Voters**

	Sampling Error	Sample Size	Population Estimates
Total sample	4.0%	603	482454
	Sampling Error	Sample Size	Population
Male	5.7%	300	236402
Female	5.6%	303	246052
Chittenden County	7.8%	157	126885
Northern counties (Caledonia, Essex, Franklin, Grand Isle, Lamoille, and Orleans)	8.3%	138	112894
Central Vermont (Addison, Orange, and Washington)	8.9%	121	94561
Southern Vermont (Bennington, Rutland, Windham, and Windsor)	7.2%	187	148113
High School Grad or less	10.1%	95	142806
Some College to College Grad	4.7%	441	268823
Post-Graduate	12.1%	65	70824
18 - 44 years of age	7.3%	180	184297
45 - 64 years of age	6.4%	237	176578
65 years of age and older	7.4%	177	121578
Dem Primary voters	5.4%	332	261490
GOP Primary voters	7.6%	166	132675

Appendix B: Survey Instrument

[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 conducting a public opinion survey of Vermonters, 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

Are you registered to vote in Vermont?

Yes, registered

No, not registered (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?"

Your telephone number was randomly selected from a list of registered voters 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. Let's begin...

[IF ASKED:] This survey should take no more than 10 minutes to complete.

I am going to read a list of prominent people, please state if you have a favorable opinion, unfavorable opinion, or have not heard of the person. [RANDOMLY SORT LIST OF PEOPLE; RESPONSE OPTIONS BELOW]

- Donald Trump
- Patrick Leahy
- Bernie Sanders
- Peter Welch
- Phil Scott
- John Klar
- Rebecca Holcombe (WHOLE-come)
- David Zuckerman (ZUCK-er-man)

[RESPONSE OPTIONS]

- FAVORABLE
- UNFAVORABLE
- NEVER HEARD OF
- DK/REFUSED

Are you most likely to vote in the Republican or Democratic presidential primary on Town Meeting Day?

- Republican primary
- Democratic primary
- Neither (vol.)
- Not sure
- Refused

[IF Democratic Primary] I am going to read a list of Democratic candidates currently running for president. If the primary were held today, tell me which candidate would you support?
[RANDOMIZE ORDER OF CANDIDATES]

- Bernie Sanders
- Amy Klobuchar
- Pete Buttigieg
- Joe Biden
- Elizabeth Warren
- Andrew Yang
- Tulsi Gabbard
- Deval Patrick
- Mark Stewart
- Tom Steyer
- Michael Bloomberg
- Not sure
- Refused

[IF Republican Primary] I am going to read a list of Republican candidates currently running for president. If the primary were held today, tell me which candidate would you support?

- Donald Trump
- Bill Weld
- Rocky De La Fuente
- Other
- Not sure
- Refused

How certain are you that you will vote for <chosen candidate> in the presidential primary?

- Absolutely certain
- Fairly certain
- Not too certain
- Not at all certain
- DK/Refused (vol)

4. Did you support or oppose the impeachment of President Trump by the House of Representatives?

- Support
- Oppose
- Not sure

5. If the Vermont governor's election were held today and the candidates were Phil Scott and David Zuckerman, who would you vote for:

- Phil Scott
- David Zuckerman

- Somebody else
- DON'T KNOW

6. If the Vermont governor's election were held today and the candidates were Phil Scott and Rebecca Holcombe, who would you vote for:

- Phil Scott
- Rebecca Holcombe
- Somebody else
- DON'T KNOW

7. What is the most important problem facing Vermont today? {Open-ended with a precoded list?}

1. The economy generally/ jobs / cost of living
2. Property taxes
3. Education costs / school consolidation
4. Health care
5. Wages / leave / workplace issues
6. Guns / gun control
7. Drugs / opioid addiction
8. Troubled politics / leadership
9. Climate change / Environmental issues / renewable energy
10. Drinking water issues / contamination
11. National politics
12. Other (PLEASE SPECIFY)
13. DK/REFUSED

8. Some changes are being proposed for Act 250 (TWO-FIFTY), the law that regulates development in Vermont. One of those changes makes it easier to develop projects in downtown areas. Would you say that this is the right direction or the wrong direction for Act 250?

- Right direction
- Wrong direction
- Neither
- Not sure

9.. Do you think Vermont state officials are doing too much to address climate change, not enough to address climate change, or about the right amount to address climate change?

- Too much
- Too little
- About right
- Not sure
- No opinion

10. Would you favor or oppose an increase in taxes to support efforts to reduce carbon emissions?

- Favor
- Oppose
- Don't Know

11. If taxes **were** raised to support efforts to reduce carbon emissions and you had a choice between higher taxes for the wealthy or more taxes for everyone at the gas pump, which would you choose?

- Income tax on wealthy
- Gas tax
- Neither

- Don't know

12. Over the next 2 years, should the Vermont legislature raise the minimum wage from \$10.96 to \$12.55, leave it where it is, or raise it higher than \$12.55?

- Raise to \$12.55
- Leave it
- Raise it beyond \$12.55
- Not sure

13. Under existing laws Vermont currently allows unpaid family medical leave. Would you favor or oppose a *paid* family leave plan, even if it would mean higher taxes?

- Favor
- Oppose
- Not sure

14. Vermont is the only state that has never elected a woman to the U.S. House or U.S. Senate. In your opinion, is this a major problem, a minor problem, or not a problem at all?

- Major problem
- Minor problem
- Not a problem

Q15. 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?

- BIG PROBLEM
- SOMEWHAT PROBLEM
- SMALL PROBLEM
- NO PROBLEM
- (VOL) NOT SURE_NO OPINION
- (VOL) REFUSED

DEMOGRAPHICS

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.

Q24: Gender

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

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

Q33: Income1

Last year, that is in 2019, 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}!