



STATES OF OPINION PROJECT™



The Green Mountain State Poll

April 25, 2024

THE SUN WENT OUT AND VERMONTERS SAW, NEARLY ALL WHO TRAVELED SATISFIED WITH TRIP

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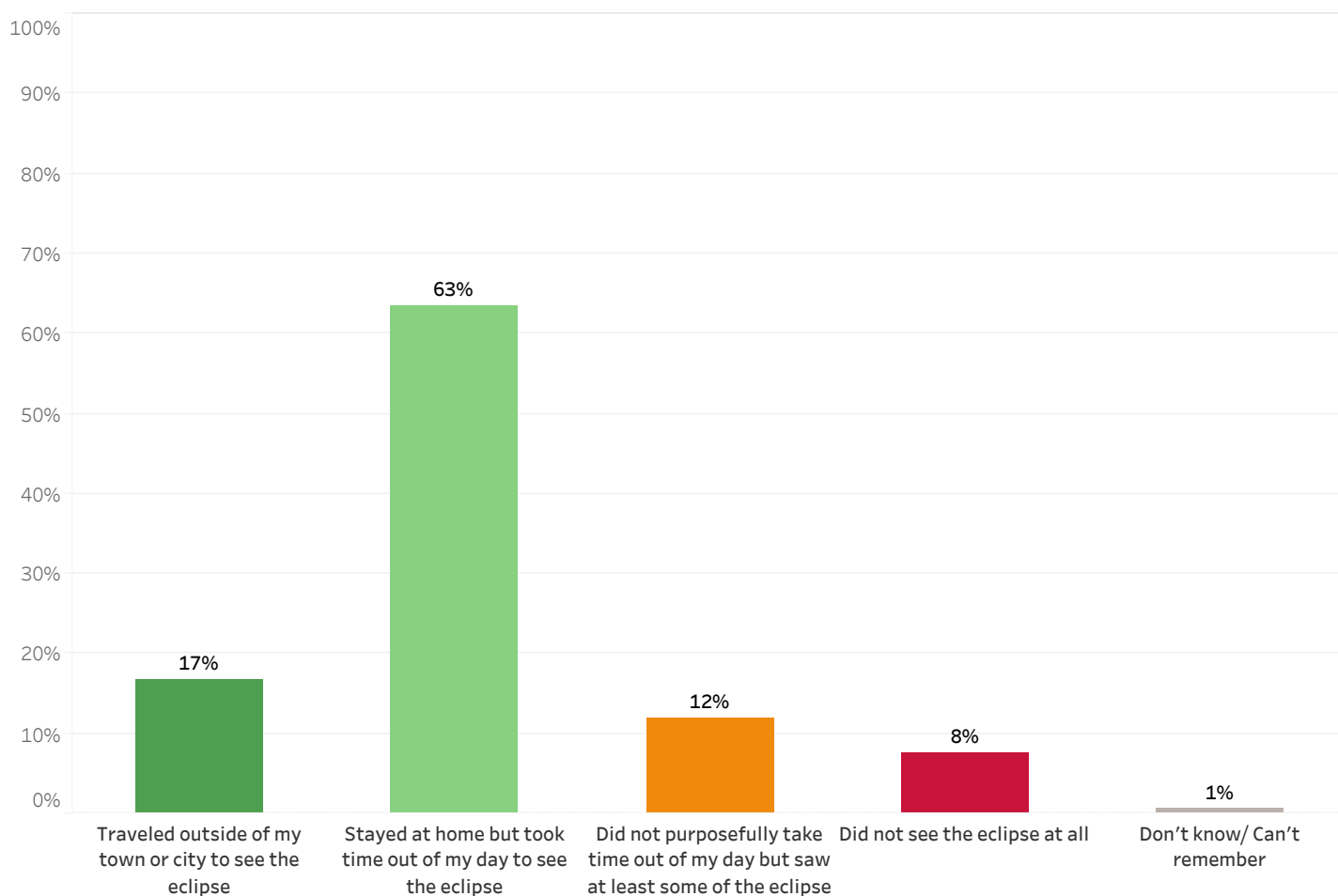
DURHAM, NH - Four-fifths of Vermont residents took the time to view the April 8th solar eclipse and 17% traveled outside of their local area to see it. Most Vermonters, particularly those who purposefully took time to view the eclipse, saw a total eclipse, while a small number saw only a partial eclipse. Nearly all of those who traveled to see the eclipse were satisfied with their trip.

April Solar Eclipse

A solar eclipse passed over Vermont on April 8th. Seventeen percent of Vermonters traveled outside of their town or city to see the eclipse, 63% stayed at home but took time out of their day to see the eclipse, 12% did not purposefully take time out of their day but saw at least some of the eclipse, 8% did not see the eclipse at all, and 1% don't know or can't remember.

Three in ten (29%) residents of Southern Vermont and 20% of Central Vermont residents traveled to see the eclipse but only 5% of residents of the Northern Counties and 9% of Chittenden County residents traveled to see it.

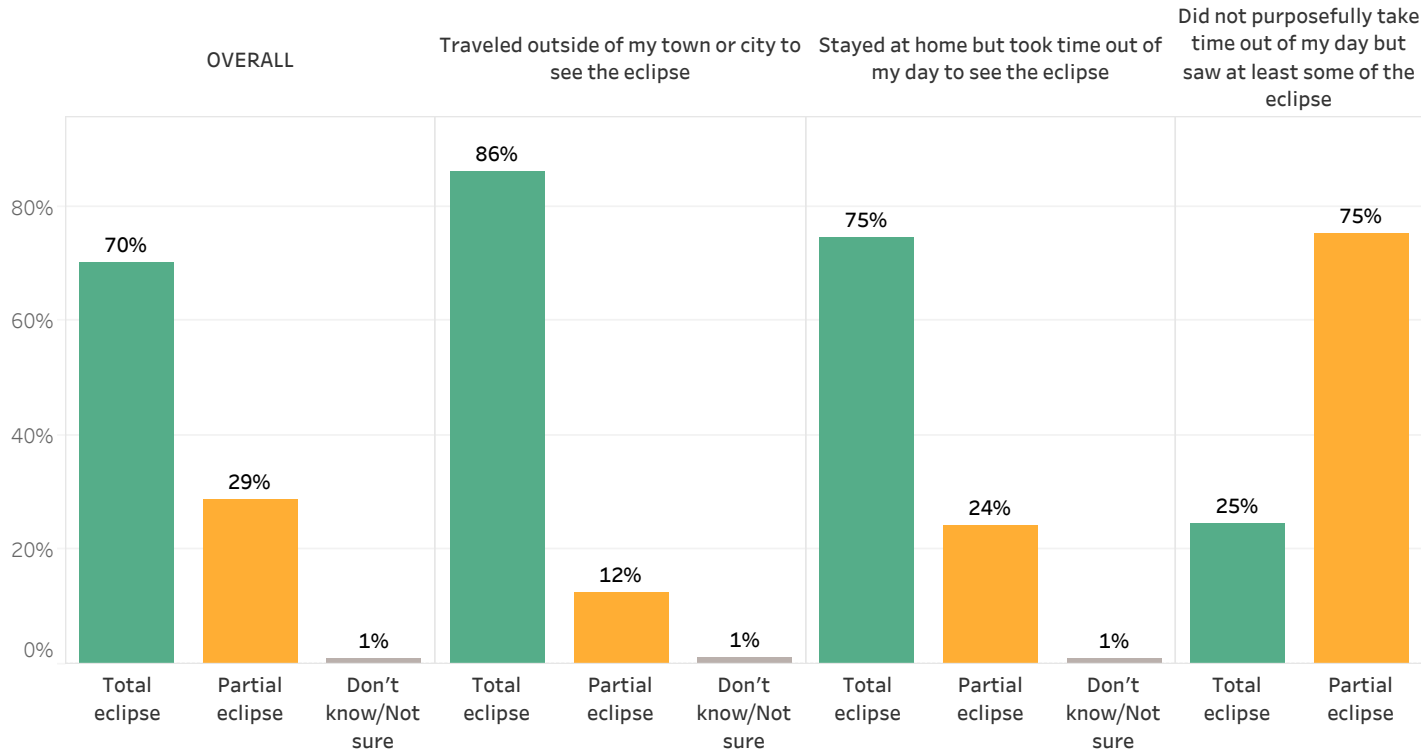
What Did You Do for April 8th Eclipse - April 2024



* We ask that this copyrighted information be referred to as *the Green Mountain State Poll*, a States of Opinion Project, conducted by the University of New Hampshire Survey Center.

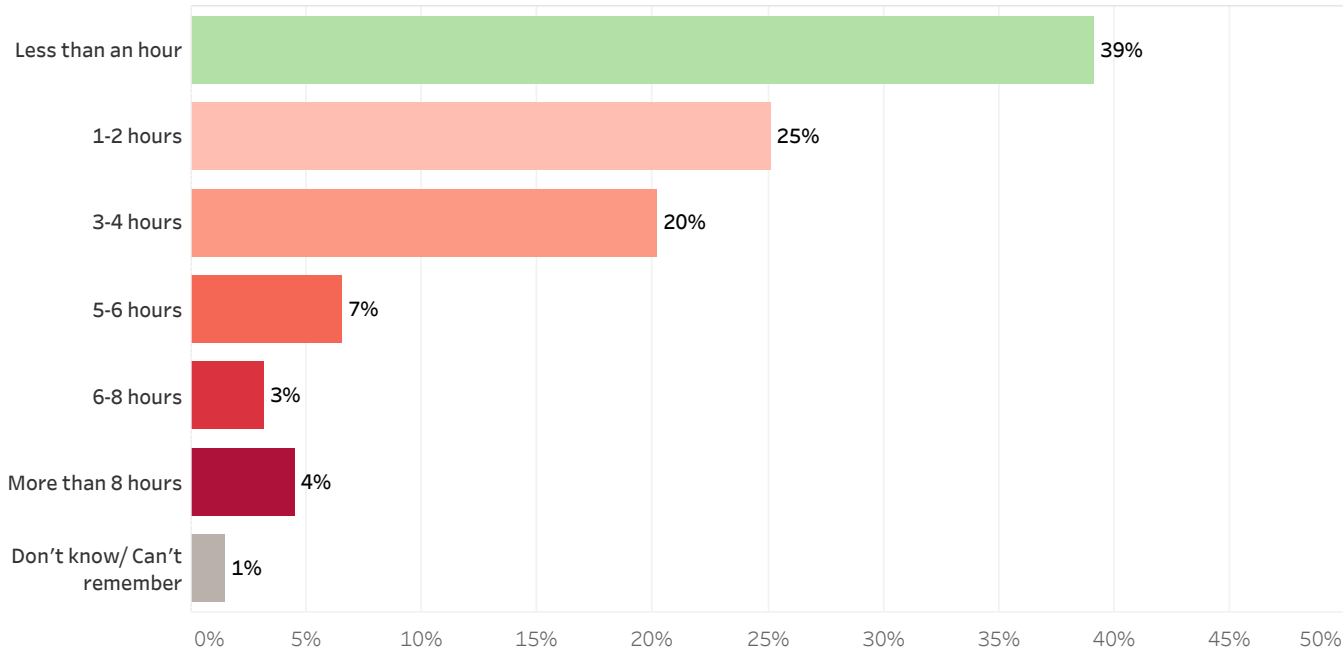
Most of northern Vermont, including the cities of Burlington and Montpelier, experienced a total solar eclipse while the rest of the state experienced only a partial eclipse. Among those who saw at least some of the eclipse (N=843), 70% saw a total eclipse, 29% saw a partial eclipse, and 1% are unsure. Among those who traveled outside of their town to see the eclipse (N=152), 86% saw a total eclipse and 12% saw a partial eclipse. Three-quarters (75%) of those who stayed at home but took time out of their day to see the eclipse saw a total eclipse but most (75%) of those who did not purposefully take time out their day but saw at least some of the eclipse say that they saw only a partial eclipse.

Viewed Partial or Total Eclipse - By What Did for Eclipse - April 2024

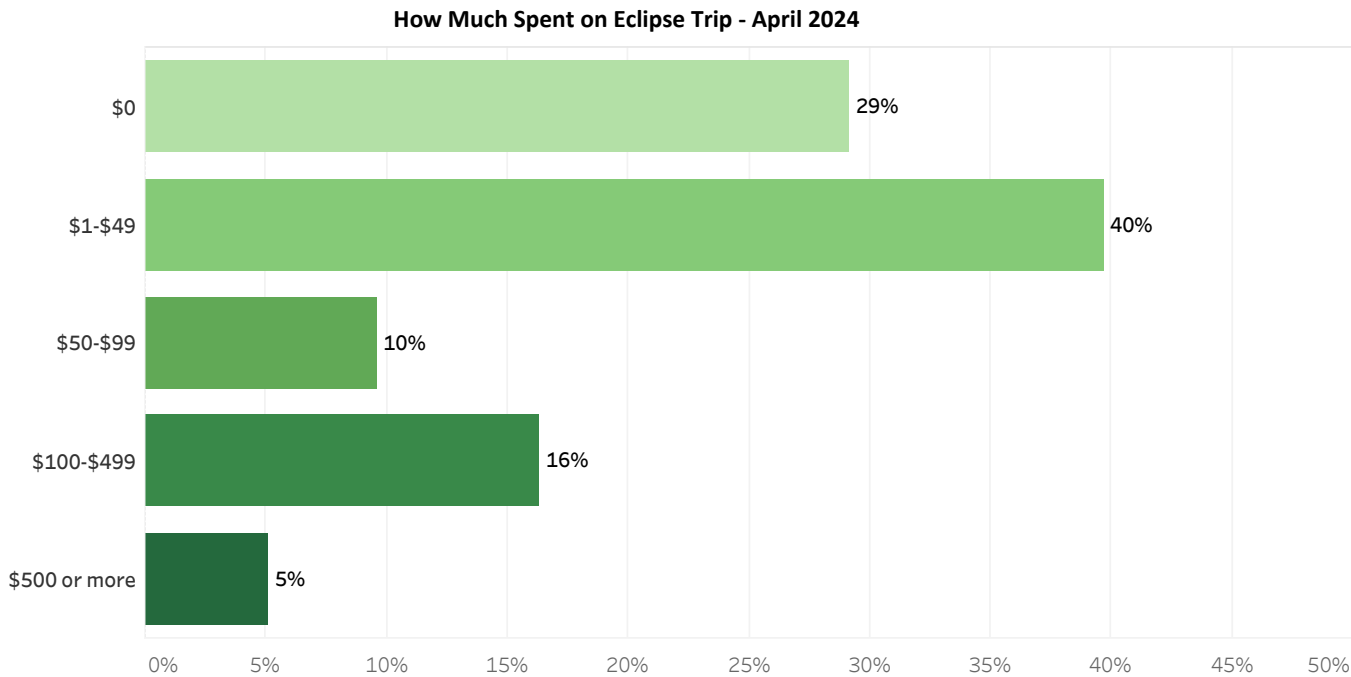


Among those who traveled outside of their town or city to see the eclipse (N=152), 39% say that they spent less than an hour in total traveling to see the eclipse, 25% spent 1-2 hours traveling, 20% traveled for 3-4 hours, 7% traveled for 5-6 hours, 3% traveled for 6-8 hours, and 4% spent more than 8 hours traveling.

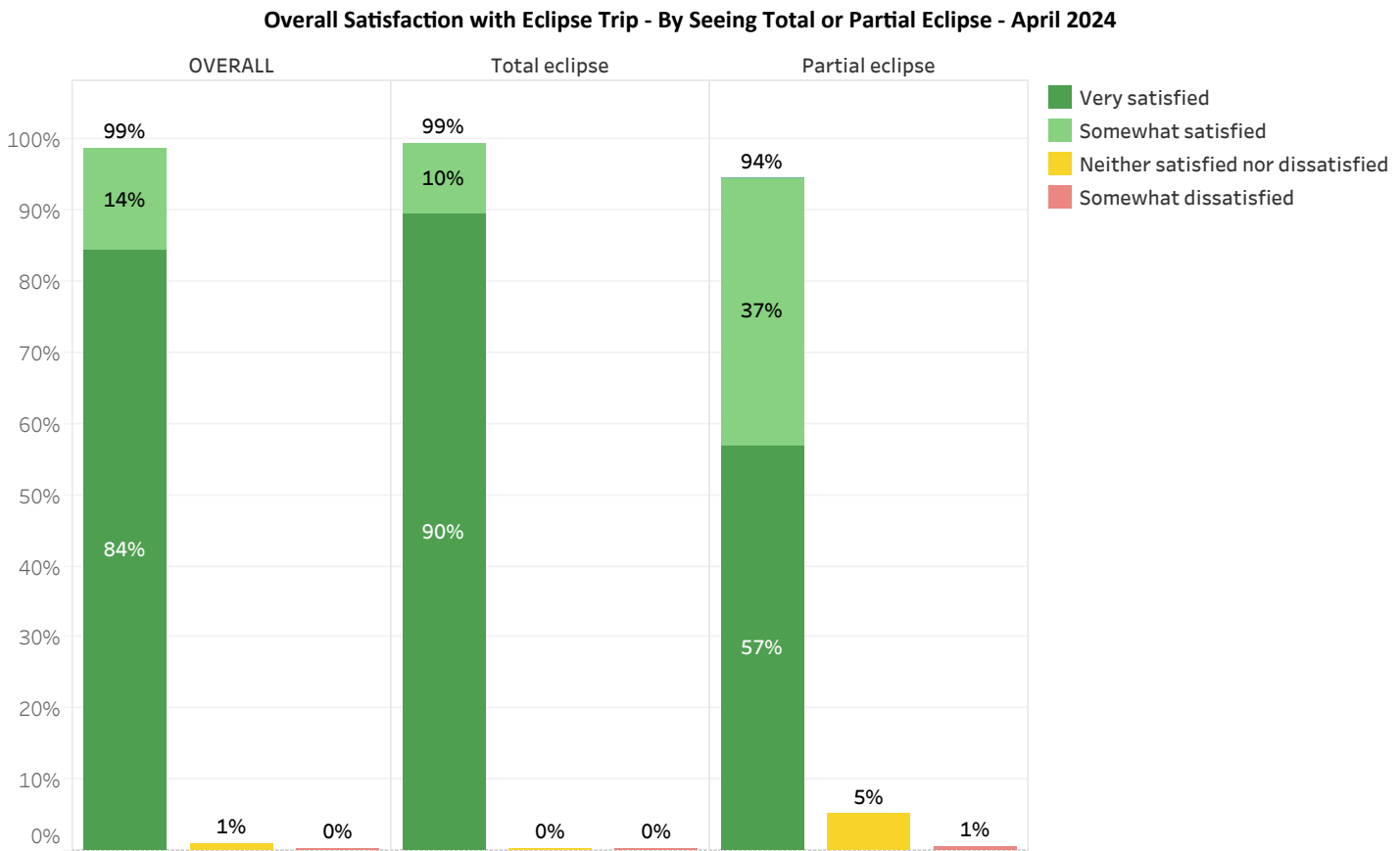
Total Time Spent Traveling on Eclipse Trip - April 2024



Vermonters did not spend much money on the eclipse. Among those who traveled to see the eclipse, 29% spent nothing on their trip to see the eclipse, 40% spent between \$1 and \$49, 10% spent between \$50 and \$99, 16% spent between \$100 and \$499, and 5% spent \$500 or more. The median spending was \$9.

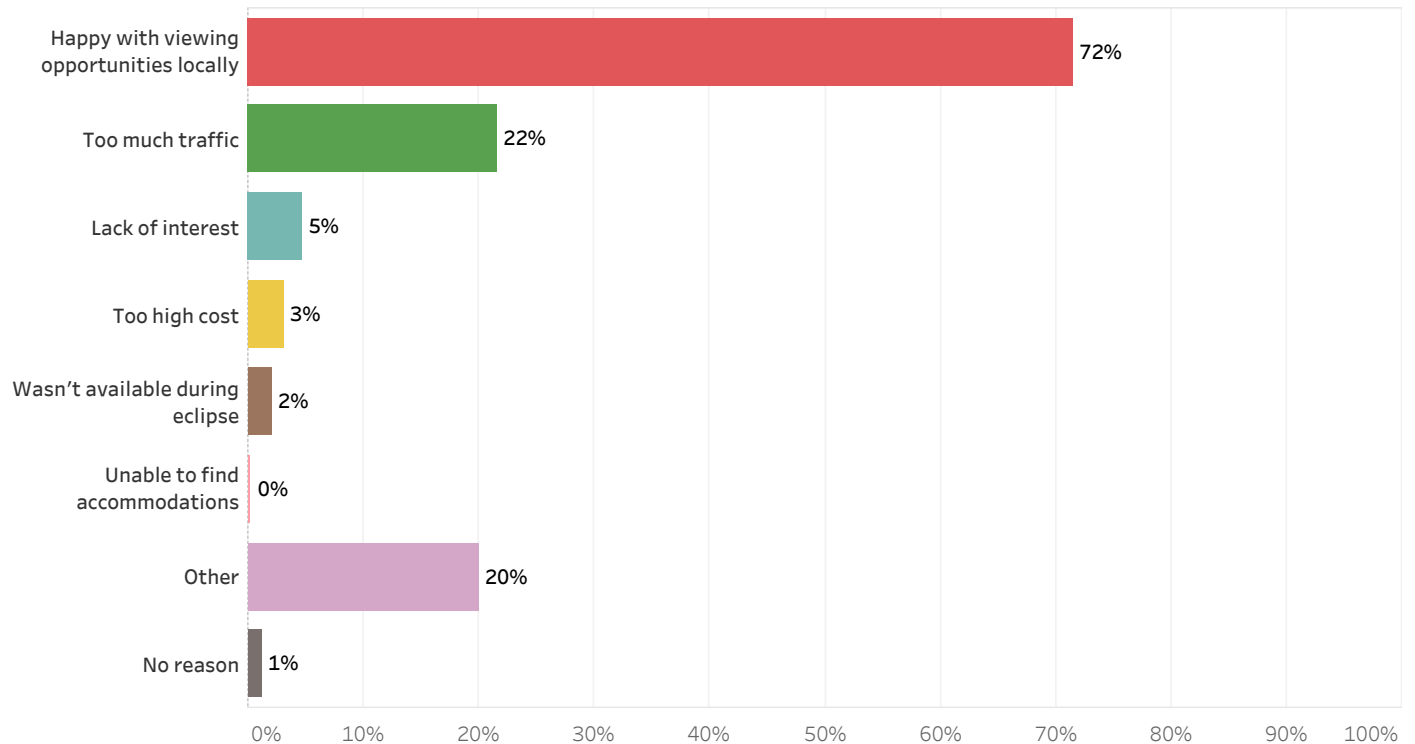


Among those who traveled to see the eclipse, nearly all (99%) were very (84%) or somewhat (14%) satisfied with their trip, less than 1% were dissatisfied, and 1% were neither satisfied nor dissatisfied. Ninety percent of those who traveled and saw a total eclipse were very satisfied while 57% of those who traveled, but only saw a partial eclipse were very satisfied.



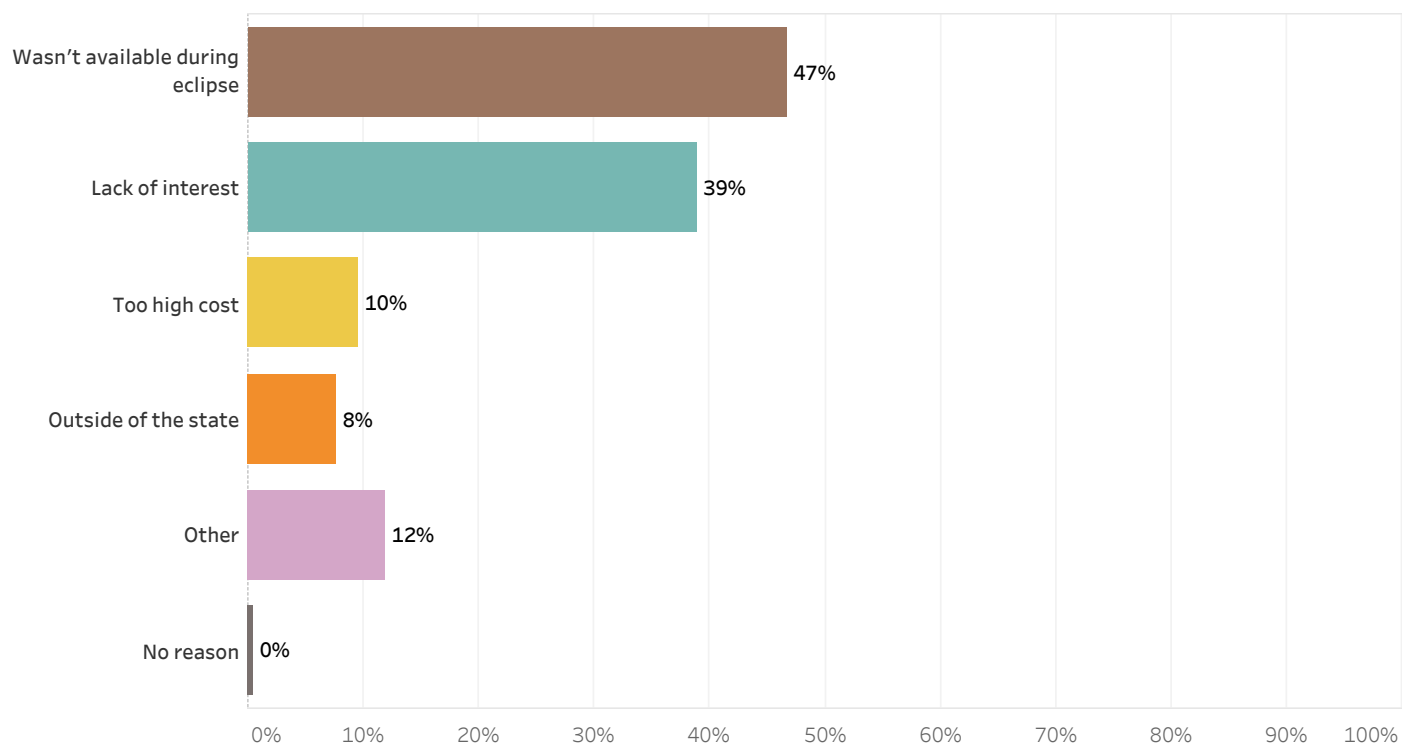
Among those who stayed at home but took time out of their day to see the eclipse (N=579), 72% decided not to travel because they were happy with their viewing opportunities locally, while 22% cited too much traffic. Smaller percentages cited a lack of interest (5%), the cost being too high (3%), not being available during the eclipse (2%), or being unable to find accommodations (<1%).

Why Decided Not to Travel to View Eclipse - April 2024



Among those who did not purposefully take time out of their day to see the eclipse (N=177), 47% decided not to take time to view the eclipse because they weren't available during the eclipse, 39% cite a lack of interest, 10% say the cost was too high, and 8% were outside of the state at the time.

Why Decided Not to Take Time to View Eclipse - April 2024



Green Mountain Poll Methodology

These findings are based on the latest Green Mountain State Poll, conducted by the University of New Hampshire Survey Center. Nine hundred twenty-four (924) Green Mountain State Panel members completed the survey online between April 18 and April 22, 2024. The margin of sampling error for the survey is +/- 3.2 percent. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response. These MSE's have not been adjusted for design effect. The response rate for the March 2024 Green Mountain State Poll is 38%. The design effect for the survey is 2.1%.

The Green Mountain State Panel is a probability-based web panel of Vermont residents. Approximately 2,500 Vermont adults have been recruited from phone, text-to-web, or mail-to-web surveys sent to randomly-selected phone numbers or addresses. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as to 2020 election results in Vermont. Surveys were taken in English, all respondent data included passes Qualtrics data quality checks, and single-use survey links were used to prevent multiple submissions by respondents.

The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions. Due to rounding, percentages may not sum to 100%. All coding of open-ended responses is conducted by human coders.

For more information about the methodology used in this Green Mountain State Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

April 2024 Green Mountain State Poll Demographics

		%	N
Gender of Respondent	Men	49%	438
	Women	51%	452
Age of Respondent	18 to 34	26%	241
	35 to 49	22%	202
	50 to 64	27%	245
	65 and older	26%	235
Level of Education	High school or less	32%	294
	Tech school/Some college	27%	249
	College graduate	24%	223
	Postgraduate work	17%	157
Region of State	Central Vermont	19%	179
	Chittenden County	27%	248
	Northern Counties	22%	202
	Southern Vermont	32%	293
Party ID	Democrat	61%	550
	Independent	9%	79
	Republican	30%	266
2020 Pres Vote	Voted for Trump	29%	270
	Voted for Biden	66%	606
	Voted for other 2020 candidate	3%	24
	Did not vote in 2020	2%	23

What Did You Do for April 8th Eclipse

Which of the following best describes what you did when the solar eclipse took place on April 8th?

		<u>Traveled outside of my town or city to see the eclipse</u>	<u>Stayed at home but took time out of my day to see the eclipse</u>	<u>Did not purposefully take time out of my day but saw at least some of the eclipse</u>	<u>Did not see the eclipse at all</u>	<u>Don't know/ Can't remember</u>	<u>N</u>
STATEWIDE	April 2024	17%	63%	12%	8%	1%	918
Party ID	Democrat	19%	62%	10%	8%	1%	545
	Independent	9%	78%	10%	3%	1%	79
	Republican	15%	62%	14%	10%		265
Political Ideology	Socialist	17%	70%	9%	1%	3%	76
	Progressive	27%	68%	1%	5%		127
	Liberal	14%	65%	16%	5%		162
	Moderate	15%	71%	8%	5%	1%	258
	Conservative	17%	47%	20%	16%		161
	Libertarian	31%	48%	13%	6%	2%	24
Age of Respondent	18 to 34	17%	57%	14%	11%	1%	241
	35 to 49	8%	75%	8%	8%	1%	202
	50 to 64	17%	61%	18%	4%	0%	244
	65 and older	23%	63%	6%	8%		230
Gender of Respondent	Men	18%	61%	11%	9%	1%	438
	Women	15%	67%	11%	7%		445
Level of Education	High school or less	15%	58%	13%	14%		290
	Tech school/Some college	17%	62%	14%	4%	2%	249
	College graduate	17%	65%	13%	5%	0%	222
	Postgraduate work	17%	73%	5%	5%		157
Children in Household	Children in household	6%	71%	12%	10%	1%	250
	No children in household	21%	60%	12%	7%	0%	663
Region of State	Central Vermont	20%	64%	13%	3%		178
	Chittenden County	9%	75%	6%	10%	1%	248
	Northern Counties	5%	77%	4%	13%	1%	202
	Southern Vermont	29%	44%	22%	5%	0%	287
Media Usage	Conservative radio listener	39%	47%	13%	1%		64
	CNN viewer	29%	52%	6%	12%	1%	245
	Fox News viewer	14%	54%	15%	16%		141
	Joe Rogan listener	33%	33%	5%	29%		68
	MSNBC viewer	13%	57%	15%	15%		195
	Local VT news viewer	17%	67%	9%	7%	1%	556
2020 Pres Vote	Voted for Trump	14%	64%	13%	9%	0%	269
	Voted for Biden	18%	63%	11%	7%	0%	601
	Voted for other 2020 candidate	17%	63%	15%	5%		24
	Did not vote in 2020	9%	66%	8%	5%	12%	23

Viewed Partial or Total Eclipse

Did you view the eclipse in an area where there was a total eclipse or a partial eclipse?

		<u>Partial eclipse</u>	<u>Total eclipse</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	April 2024	29%	70%	1%	843
Party ID	Democrat	29%	71%		499
	Independent	25%	75%		77
	Republican	30%	67%	3%	240
Political Ideology	Socialist	26%	74%		73
	Progressive	19%	81%		121
	Liberal	38%	62%		154
	Moderate	31%	68%	0%	243
	Conservative	38%	58%	3%	135
	Libertarian	23%	77%		22
Age of Respondent	18 to 34	18%	80%	2%	213
	35 to 49	18%	81%	1%	184
	50 to 64	39%	61%	0%	233
	65 and older	38%	62%		213
Gender of Respondent	Men	26%	73%	1%	394
	Women	32%	68%	0%	415
Level of Education	High school or less	33%	66%	1%	249
	Tech school/Some college	32%	65%	2%	234
	College graduate	22%	78%		210
	Postgraduate work	27%	73%		150
Children in Household	Children in household	23%	77%	1%	223
	No children in household	31%	68%	1%	616
Region of State	Central Vermont	23%	74%	3%	173
	Chittenden County	0%	100%		222
	Northern Counties	4%	96%		173
	Southern Vermont	71%	28%	1%	273
Media Usage	Conservative radio listener	23%	72%	5%	64
	CNN viewer	26%	74%		212
	Fox News viewer	39%	56%	5%	119
	Joe Rogan listener	11%	87%	2%	48
	MSNBC viewer	38%	61%	1%	165
	Local VT news viewer	26%	72%	1%	512
2020 Pres Vote	Voted for Trump	29%	69%	2%	244
	Voted for Biden	29%	71%		557
	Voted for other 2020 candidate	26%	74%		23
	Did not vote in 2020	14%	71%	16%	19

Total Time Spent Traveling on Eclipse Trip

About how much time in total did you spending traveling to see the eclipse?

		<u>Less than an hour</u>	<u>1-2 hours</u>	<u>3-4 hours</u>	<u>5-6 hours</u>	<u>6-8 hours</u>	<u>More than 8 hours</u>	<u>Don't know/ Can't remember</u>	<u>N</u>
STATEWIDE	April 2024	39%	25%	20%	7%	3%	4%	1%	152
Party ID	Democrat	45%	31%	9%	4%	5%	6%		103
	Republican	29%	12%	52%	7%		1%		40
Political Ideology	Socialist	59%		20%		3%	18%		13
	Progressive	54%	25%	7%	3%	1%	10%		34
	Liberal	31%	40%	8%	9%	9%	3%		22
	Moderate	52%	37%	5%	4%	3%			38
	Conservative	7%	4%	71%	17%		1%		28
Age of Respondent	18 to 34	35%	11%	52%			2%		41
	35 to 49	50%	17%	8%		4%	7%	14%	17
	50 to 64	44%	29%	8%	11%	2%	5%		41
	65 and older	35%	35%	9%	10%	6%	5%		54
Gender of Respondent	Men	39%	20%	30%	6%	2%	3%		79
	Women	39%	31%	7%	8%	5%	6%	3%	67
Level of Education	High school or less	24%	24%	44%	7%				44
	Tech school/Some college	56%	21%	4%	5%	2%	7%	5%	43
	College graduate	38%	31%	12%	6%	5%	7%		37
	Postgraduate work	38%	24%	18%	9%	8%	4%		27
Children in Household	Children in household	41%	39%	6%		8%	5%		16
	No children in household	39%	23%	22%	7%	3%	4%	2%	136
Region of State	Central Vermont	45%	41%	7%	2%	1%	4%		36
	Chittenden County	57%	35%	1%		2%	5%		21
	Northern Counties	80%	2%	18%					11
	Southern Vermont	27%	19%	31%	11%	5%	5%	3%	84
Media Usage	Conservative radio listener	11%	8%	80%	1%				25
	CNN viewer	29%	26%	31%	8%	3%	4%		71
	Fox News viewer	43%	36%	2%	6%	2%		11%	20
	Joe Rogan listener	8%	6%	86%					23
	MSNBC viewer	53%	21%	6%	1%	6%	12%		25
	Local VT news viewer	44%	34%	7%	6%	2%	4%	2%	92
2020 Pres Vote	Voted for Trump	15%	9%	56%	13%		1%	6%	37
	Voted for Biden	46%	30%	9%	5%	4%	5%		109

How Much Spent on Eclipse Trip

About how much did you spend in total on your trip to see the eclipse?

		<u>\$0</u>	<u>\$1-\$49</u>	<u>\$50-\$99</u>	<u>\$100-\$499</u>	<u>\$500 or more</u>	<u>Median</u>	<u>N</u>
STATEWIDE	April 2024	29%	40%	10%	16%	5%	\$9	151
Party ID	Democrat	41%	27%	10%	21%	2%	\$8	101
	Republican	9%	67%	9%	10%	5%	\$13	40
Political Ideology	Socialist	68%	11%	2%	18%		\$5	13
	Progressive	48%	24%	12%	16%	1%	\$2	33
	Liberal	15%	59%	7%	9%	10%	\$12	22
	Moderate	39%	21%	7%	32%		\$9	37
	Conservative		86%	5%	6%	3%	\$30	28
Age of Respondent	18 to 34	37%	50%	11%	2%		\$28	41
	35 to 49		51%	8%	11%	30%	\$27	17
	50 to 64	24%	32%	10%	32%	1%	\$13	40
	65 and older	37%	33%	9%	17%	4%	\$5	53
Gender of Respondent	Men	26%	47%	7%	17%	3%	\$10	79
	Women	33%	33%	11%	18%	5%	\$8	65
Level of Education	High school or less	22%	65%		8%	5%	\$99	44
	Tech school/Some college	42%	19%	12%	21%	7%	\$46	43
	College graduate	30%	37%	10%	17%	6%	\$9	36
	Postgraduate work	19%	40%	20%	20%	1%	\$5	27
Children in Household	Children in household	9%	35%	17%	17%	23%	\$25	15
	No children in household	32%	40%	9%	16%	3%	\$8	135
Region of State	Central Vermont	48%	30%	2%	17%	3%	\$2	36
	Chittenden County	22%	44%	20%	7%	7%	\$5	21
	Northern Counties	40%	51%		9%		\$4	11
	Southern Vermont	23%	41%	11%	19%	6%	\$16	82
Media Usage	Conservative radio listener	1%	82%	8%	2%	8%	\$28	25
	CNN viewer	28%	49%	7%	13%	3%	\$9	71
	Fox News viewer	28%	27%	17%	13%	14%	\$11	20
	Joe Rogan listener		95%		5%		\$19	23
	MSNBC viewer	28%	26%	17%	19%	9%	\$7	25
	Local VT news viewer	33%	29%	12%	19%	7%	\$9	92
2020 Pres Vote	Voted for Trump	4%	72%	7%	8%	9%	\$23	37
	Voted for Biden	40%	28%	10%	19%	2%	\$7	108

Overall Satisfaction with Eclipse Trip

Overall, how satisfied were you with your trip to see the eclipse?

		<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Neither satisfied nor dissatisfied</u>	<u>Somewhat dissatisfied</u>	<u>N</u>
STATEWIDE	April 2024	84%	14%	1%	0%	152
Party ID	Democrat	81%	17%	1%	0%	103
	Republican	91%	8%		1%	40
Political Ideology	Socialist	97%		3%		13
	Progressive	76%	22%	1%	1%	34
	Liberal	86%	11%	2%		22
	Moderate	80%	20%		1%	38
	Conservative	99%	1%			28
Age of Respondent	18 to 34	82%	18%			41
	35 to 49	85%	15%			17
	50 to 64	89%	8%	2%	0%	41
	65 and older	83%	15%	1%	1%	54
Gender of Respondent	Men	86%	14%		1%	79
	Women	84%	13%	2%		67
Level of Education	High school or less	85%	15%			44
	Tech school/Some college	80%	20%			43
	College graduate	89%	9%	1%	1%	37
	Postgraduate work	83%	12%	3%	1%	27
Children in Household	Children in household	81%	19%			16
	No children in household	85%	14%	1%	0%	136
Region of State	Central Vermont	94%	6%		0%	36
	Chittenden County	94%	3%	2%	1%	21
	Northern Counties	90%	10%			11
	Southern Vermont	77%	21%	1%	0%	84
Media Usage	Conservative radio listener	92%	8%			25
	CNN viewer	89%	9%	1%	1%	71
	Fox News viewer	67%	33%			20
	Joe Rogan listener	100%				23
	MSNBC viewer	83%	16%		1%	25
	Local VT news viewer	88%	11%	1%	1%	92
2020 Pres Vote	Voted for Trump	97%	3%		1%	37
	Voted for Biden	82%	16%	1%	0%	109

Why Decided Not to Travel to View Eclipse

Why did you decide not to travel to see the eclipse? (Please select all that apply)

		<u>Happy with viewing opportunities locally</u>	<u>Lack of interest</u>	<u>Too high cost</u>	<u>Too much traffic</u>
STATEWIDE	April 2024	72%	5%	3%	22%
Party ID	Democrat	75%	5%	4%	26%
	Independent	60%	4%	6%	20%
	Republican	67%	5%	1%	16%
Political Ideology	Socialist	79%	7%	2%	28%
	Progressive	84%	1%	5%	21%
	Liberal	74%	1%	0%	27%
	Moderate	69%	8%	1%	19%
	Conservative	79%	5%	3%	21%
	Libertarian	58%	8%		18%
Age of Respondent	18 to 34	67%	2%	2%	17%
	35 to 49	79%	4%	1%	18%
	50 to 64	72%	6%	7%	28%
	65 and older	68%	7%	2%	23%
Gender of Respondent	Men	70%	3%	4%	19%
	Women	72%	5%	2%	24%
Level of Education	High school or less	55%	6%	4%	15%
	Tech school/Some college	80%	3%	2%	19%
	College graduate	77%	6%	2%	29%
	Postgraduate work	78%	2%	4%	25%
Children in Household	Children in household	82%	3%	1%	17%
	No children in household	67%	5%	4%	23%
Region of State	Central Vermont	83%	2%		21%
	Chittenden County	79%	1%	7%	15%
	Northern Counties	66%	2%	0%	8%
	Southern Vermont	57%	17%	4%	49%
Media Usage	Conservative radio listener	71%	4%	3%	29%
	CNN viewer	85%	1%	0%	20%
	Fox News viewer	76%	3%	3%	15%
	Joe Rogan listener	47%	9%	4%	26%
	MSNBC viewer	69%	4%	8%	24%
	Local VT news viewer	67%	4%	3%	21%
2020 Pres Vote	Voted for Trump	70%	4%	1%	16%
	Voted for Biden	75%	5%	4%	25%
	Voted for other 2020 candidate	69%	3%	10%	18%
	Did not vote in 2020	9%	7%		5%

Why Decided Not to Travel to View Eclipse

Why did you decide not to travel to see the eclipse? (Please select all that apply)

		<u>Unable to find accommodations</u>	<u>Wasn't available during eclipse</u>	<u>Other</u>	<u>No reason</u>	<u>N</u>
STATEWIDE	April 2024	0%	2%	20%	1%	579
Party ID	Democrat	0%	2%	17%	1%	338
	Independent		9%	23%	1%	61
	Republican			25%	1%	162
Political Ideology	Socialist		1%	12%	6%	53
	Progressive	1%	1%	11%		86
	Liberal	0%	3%	15%	1%	105
	Moderate		3%	22%	1%	184
	Conservative			10%		74
	Libertarian		19%	15%	2%	11
Age of Respondent	18 to 34		2%	26%	3%	137
	35 to 49		1%	17%	1%	151
	50 to 64	1%	2%	16%	0%	148
	65 and older	0%	3%	23%	1%	143
Gender of Respondent	Men		2%	23%	2%	264
	Women	0%	2%	18%		297
Level of Education	High school or less		3%	43%		168
	Tech school/Some college		3%	9%	0%	154
	College graduate	1%	1%	9%	4%	142
	Postgraduate work	0%	2%	16%	1%	115
Children in Household	Children in household		1%	11%	2%	177
	No children in household	0%	3%	24%	1%	399
Region of State	Central Vermont		2%	9%	1%	114
	Chittenden County			19%	1%	185
	Northern Counties			37%	3%	153
	Southern Vermont	1%	8%	12%	0%	125
Media Usage	Conservative radio listener			16%		31
	CNN viewer	0%	2%	8%	1%	125
	Fox News viewer		1%	11%	2%	76
	Joe Rogan listener		10%	20%	5%	22
	MSNBC viewer	0%		21%	0%	110
	Local VT news viewer		3%	25%	1%	371
2020 Pres Vote	Voted for Trump			25%	1%	172
	Voted for Biden	0%	3%	16%	1%	377
	Voted for other 2020 candidate		14%	5%	1%	15
	Did not vote in 2020			75%	7%	15

Why Decided Not to Take Time to View Eclipse

Why did you not purposefully take time out of your day to see the eclipse? (Please select all that apply)

		<u>Lack of interest</u>	<u>Outside of the state</u>	<u>Too high cost</u>	<u>Wasn't available during eclipse</u>	<u>Other</u>	<u>No reason</u>	<u>N</u>
STATEWIDE	April 2024	39%	8%	10%	47%	12%	0%	177
Party ID	Democrat	40%	10%	15%	39%	18%	0%	98
	Independent	53%	6%	8%	21%	20%		10
	Republican	37%	3%	2%	63%	2%	1%	62
Political Ideology	Liberal	77%	2%	26%	47%			35
	Moderate	37%	11%	14%	34%	8%		33
	Conservative	42%	3%	0%	61%	1%		57
Age of Respondent	18 to 34	34%		15%	89%			60
	35 to 49	14%	3%		33%	50%		31
	50 to 64	49%	14%	12%	26%	4%	1%	55
	65 and older	53%	16%	4%	16%	11%	0%	32
Gender of Respondent	Men	42%	9%	1%	52%	2%	1%	86
	Women	39%	8%	20%	35%	24%		80
Level of Education	High school or less	38%			43%	19%		77
	Tech school/Some college	55%	12%	31%	48%	10%		45
	College graduate	30%	14%	5%	49%	1%	2%	41
	Postgraduate work	19%	18%	4%	53%	11%	1%	14
Children in Household	Children in household	30%	5%	2%	64%	2%		53
	No children in household	43%	9%	13%	39%	16%	1%	123
Region of State	Central Vermont	54%	14%	45%	76%	3%		27
	Chittenden County	11%	8%	1%	44%	37%		39
	Northern Counties	24%	1%	1%	70%	2%	2%	33
	Southern Vermont	54%	8%	5%	27%	7%		77
Media Usage	CNN viewer	20%	5%	8%	62%	5%		45
	Fox News viewer	13%	6%	3%	78%	1%		45
	Joe Rogan listener	3%	1%		94%		3%	23
	MSNBC viewer	41%	4%	6%	46%	5%		59
	Local VT news viewer	36%	5%	4%	51%	3%	0%	86
2020 Pres Vote	Voted for Trump	36%	5%	0%	63%	2%	1%	59
	Voted for Biden	42%	9%	14%	37%	16%	0%	111