



2010 PULSE OF VERMONT:

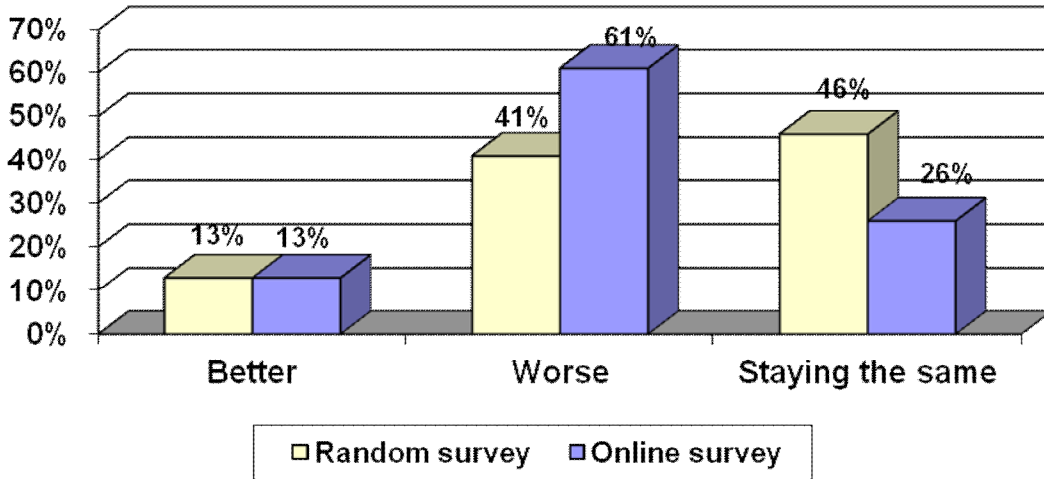
ONLINE APPENDIX

Each of the five Pulse of Vermont studies (1990, 1995, 2000, 2005, and 2010) has been based on telephone surveys conducted with just over 400 Vermonters who were randomly selected from phone listings. An online survey was added to the process in 2010 that was open to all Vermonters who may have heard about the study through either a VBR sponsored link on Vermont Public Radio or from an insert in the June bills from Comcast. By the end of the summer of 2010, over 500 Vermonters had shared their perspectives with us online. The following charts and tables compare the responses from the online survey to the random telephone survey conducted during the spring of 2010.

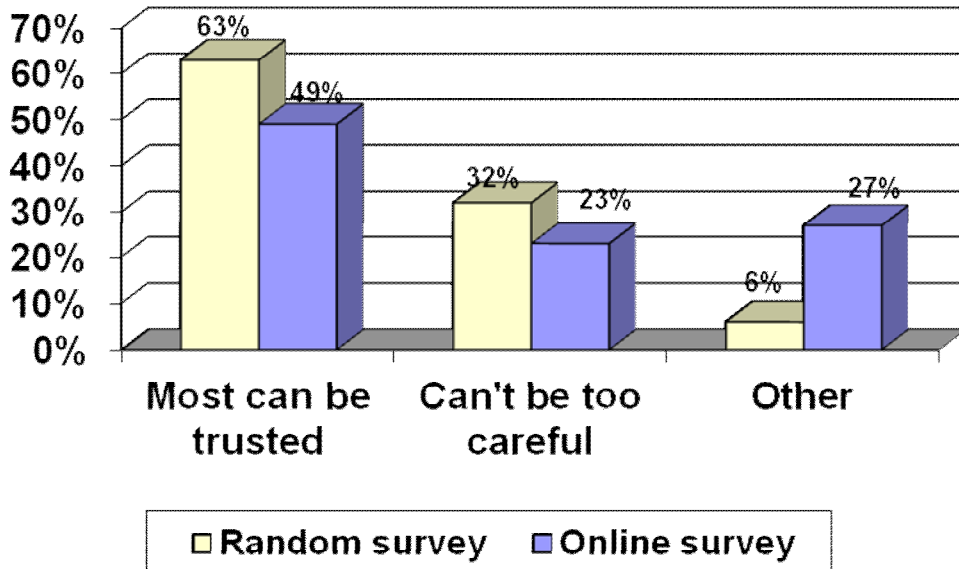
Comparison of the Characteristics of the Random and Online Samples		
	Random Sample* (n=407)	Online Sample (n= 505)
<i>Gender</i>		
Male	43%	55%
Female	57%	45%
<i>Nativity</i>		
Born in Vermont	54%	33%
Born outside of Vermont	46%	67%
<i>Age</i>		
Under 25	2%	3%
25 to 39	16%	14%
40 to 64	58%	60%
65+	24%	23%
<i>Education</i>		
Under 12 yrs	10%	0%
12 yrs	32%	9%
Some college	16%	15%
2 yr degree	9%	10%
College graduate	20%	34%
Graduate-professional degree	13%	32%
<i>Income</i>		
Under \$25,000	15%	11%
\$25,000 to \$50,000	24%	26%
\$50,000 to \$100,000	37%	33%
Over \$100,000	15%	30%
<i>Political orientation</i>		
Liberal	36%	32%
Conservative	28%	29%
Moderate	36%	39%
<i>County</i>		
Chittenden County	27%	40%
Rest of State	73%	60%
<i>Volunteered in last 12 months</i>		
Yes	65%	70%
No	35%	30%

* Data has been weighted by education. See: 2010 Pulse of Vermont

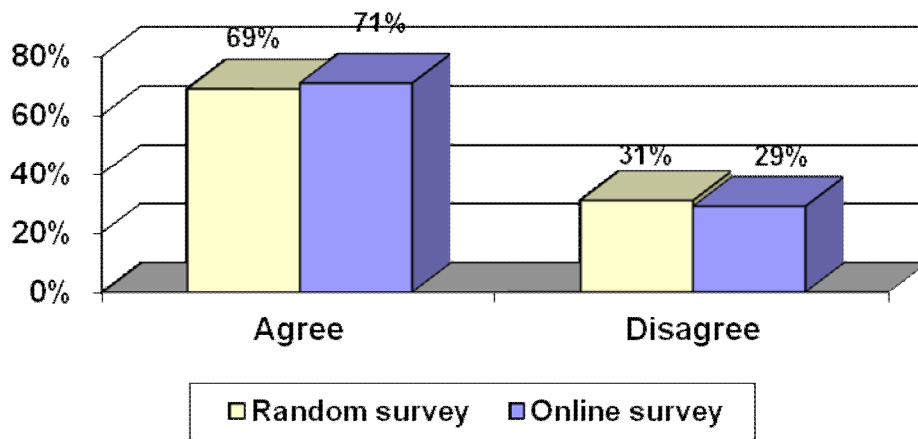
Is Life in Vermont getting:



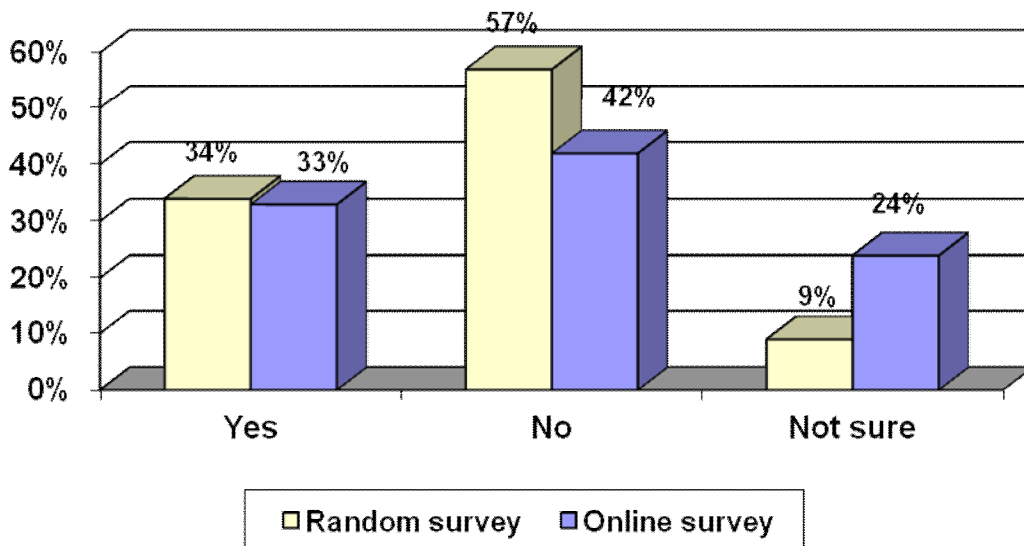
Can Vermonters be trusted



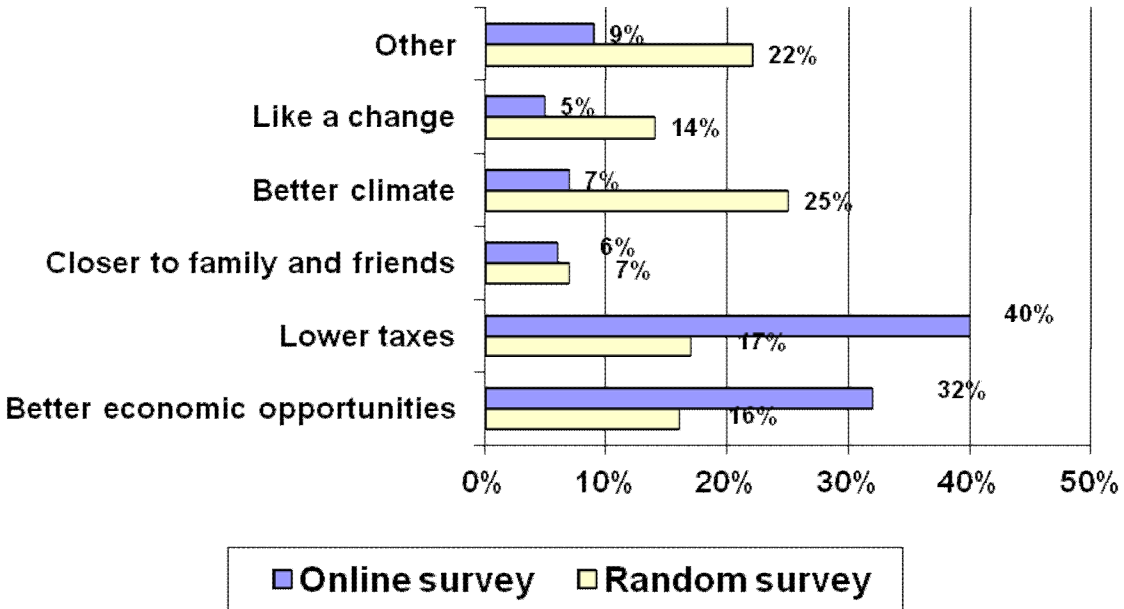
With all the trouble we face today, I need to look out for myself and family



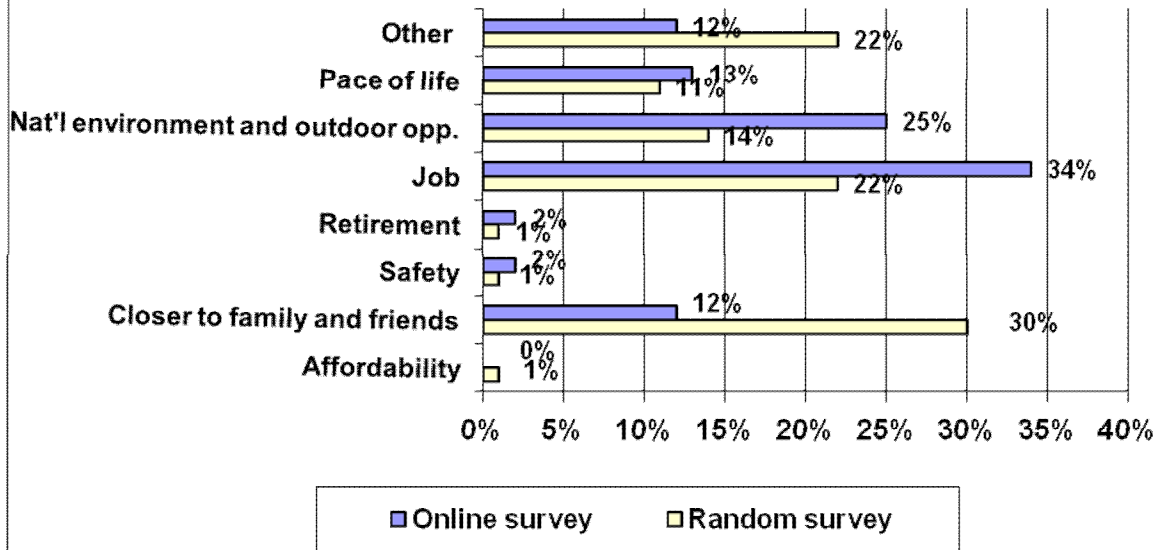
Would like to move out of state if had a chance



Main reason why people would want to leave Vermont

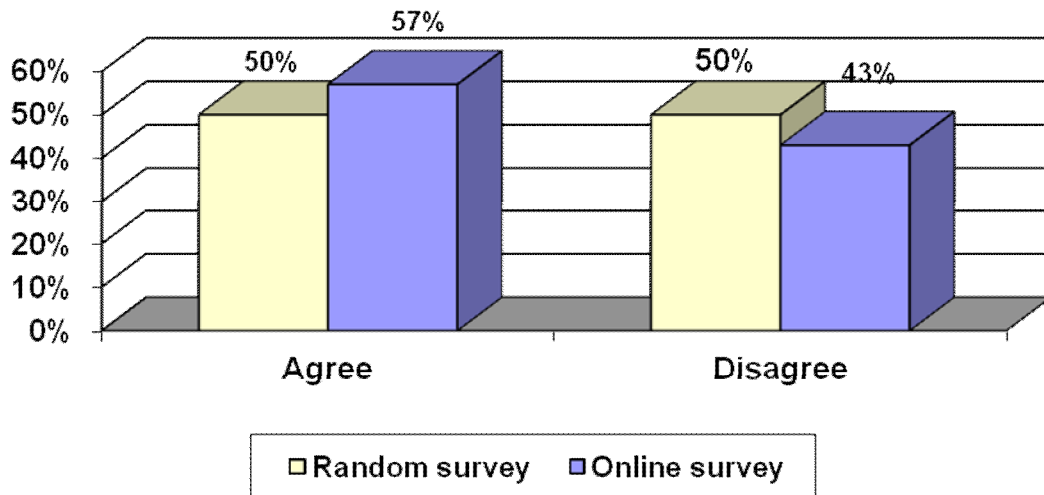


Main reason why people moved to Vermont

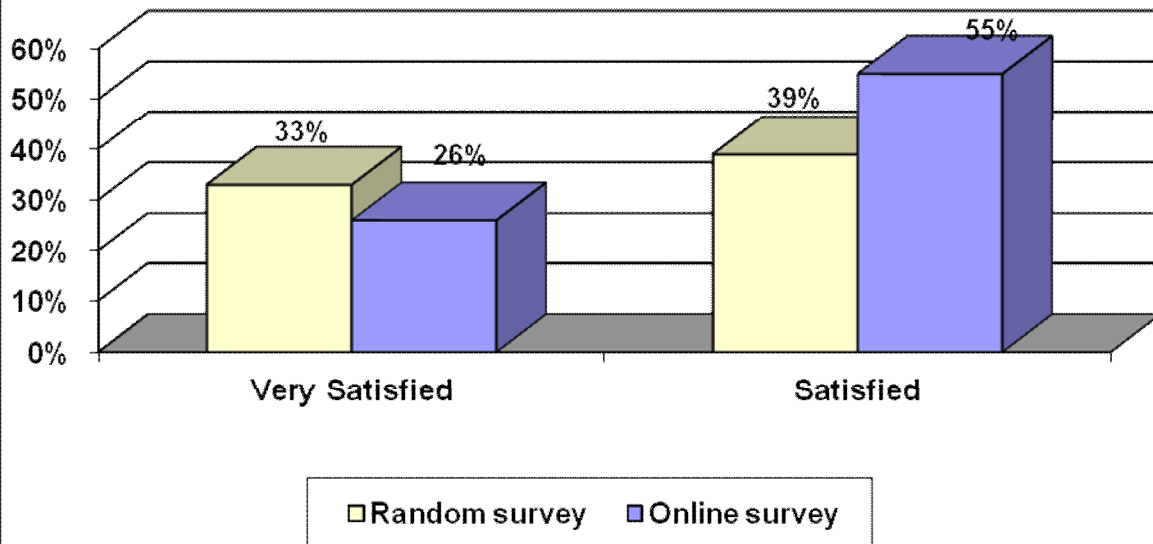


Confidence Levels in Vermont based Institutions?			
		Online Survey	Random Survey
Confidence in public schools?	Great deal of confidence	28%	32%
	Only some confidence	51%	61%
	Hardly any at all	22%	7%
	Total	100%	100%
Confidence in financial institutions?	Great deal of confidence	46%	44%
	Only some confidence	49%	48%
	Hardly any at all	5%	8%
	Total	100%	100%
Confidence in major Vermont companies	Great deal of confidence	33%	28%
	Only some confidence	58%	63%
	Hardly any at all	9%	9%
	Total	100%	100%
Confidence in organized religion in Vermont	Great deal of confidence	21%	25%
	Only some confidence	50%	55%
	Hardly any at all	29%	21%
	Total	100%	100%
Confidence in colleges in Vermont	Great deal of confidence	43%	57%
	Only some confidence	50%	41%
	Hardly any at all	6%	1%
	Total	100%	100%
Confidence in government in Montpelier	Great deal of confidence	9%	15%
	Only some confidence	49%	59%
	Hardly any at all	42%	26%
	Total	100%	100%
Confidence in legal system in Vermont	Great deal of confidence	22%	22%
	Only some confidence	51%	61%
	Hardly any at all	27%	17%
	Total	100%	100%
Confidence in hospitals/health care providers in VT	Great deal of confidence	40%	47%
	Only some confidence	51%	47%
	Hardly any at all	9%	6%
	Total	100%	100%

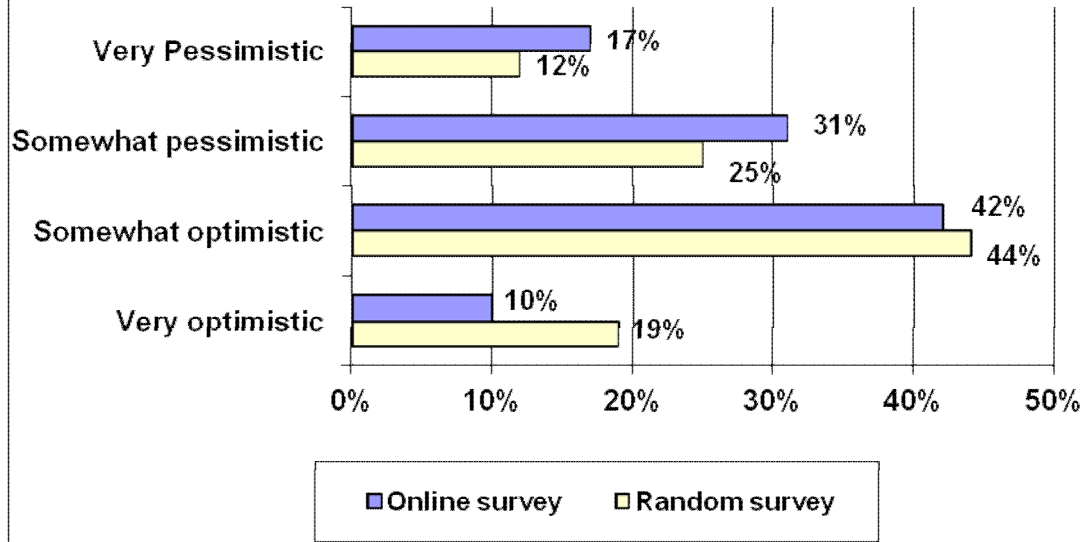
Worry about expenses and bills



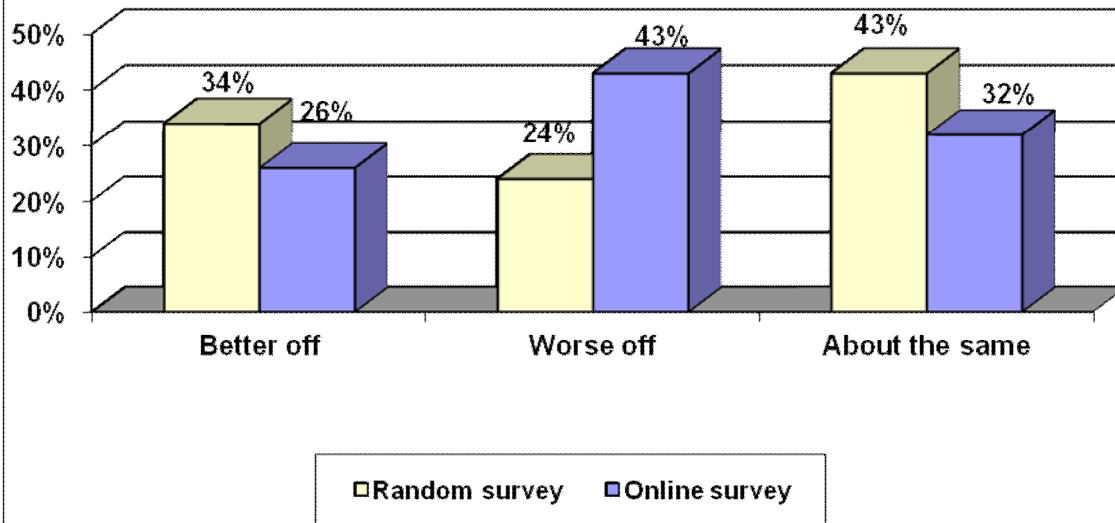
Job Satisfaction % "Satisfied" and "Very Satisfied"



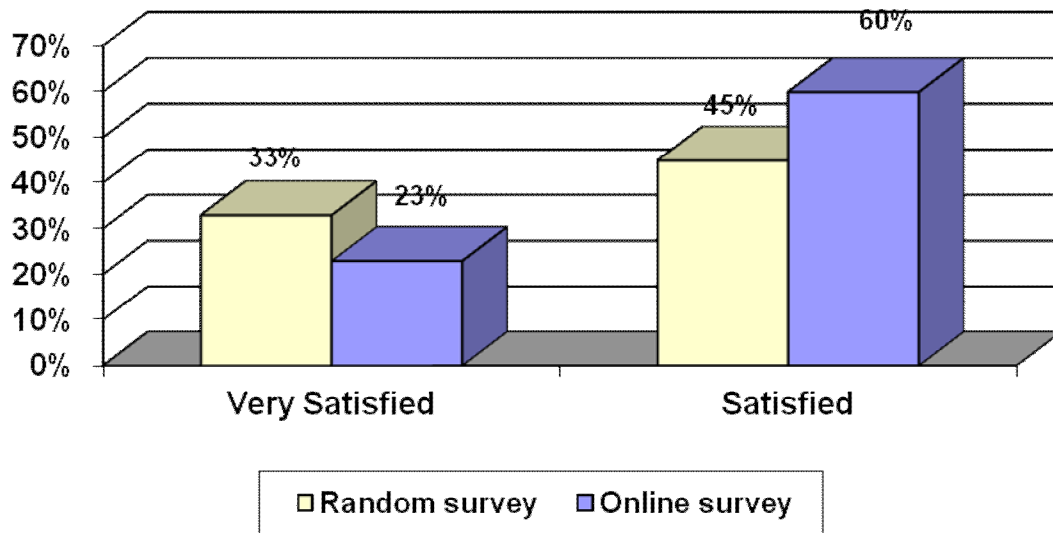
Expectations about being able to live in reasonable comfort in retirement



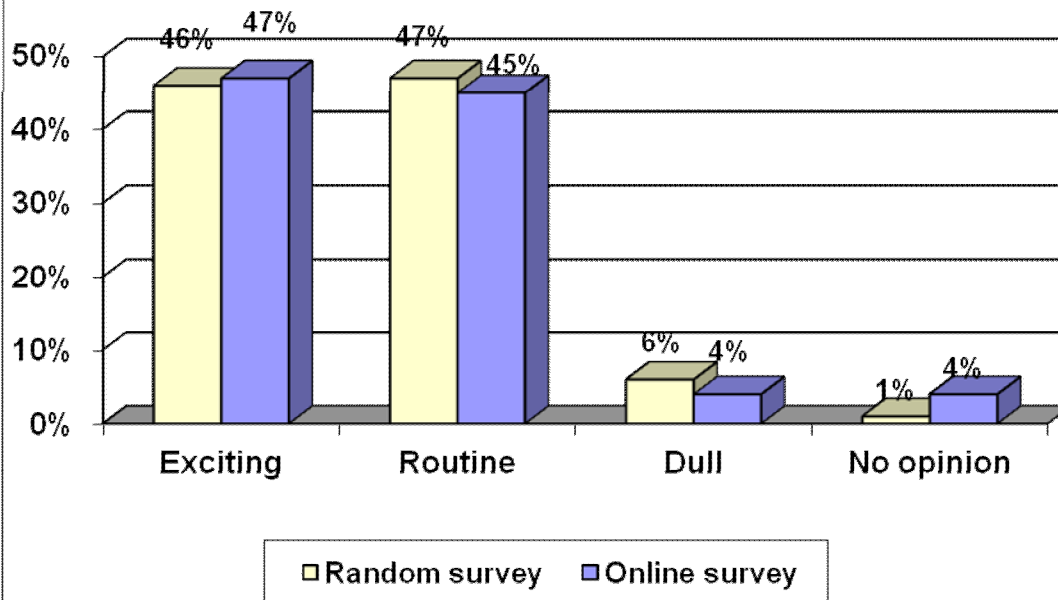
Financial situation compared to five years ago



Satisfaction with Life as a whole
% "Satisfied" and "Very Satisfied"



In general, is life?



People's lives often turn out differently than they might have imagined. Think of yourself on a 10-step ladder. The top step (10) represents the best possible life you could have imagined for yourself and the lowest step (1) means that you have done less well than you expected. Taken as a whole, what step out of the 10 do you feel you are now on?

	Random Survey	Online Survey
1	2%	1%
2	3%	1%
3	4%	2%
4	4%	6%
5	14%	8%
6	13%	11%
7	18%	21%
8	25%	32%
9	8%	15%
10	11%	3%