

Live in Vermont Survey

**Presented by The Center for Research on Vermont, The Vermont Futures Project
Survey Results & the Office of Engagement at the University of Vermont
September 3, 2020 (N=232)**

OBJECTIVE

The Center for Research for Vermont (CRVT), partnered with The Vermont Futures Project and the Office of Engagement at UVM to deploy [a Vermont statewide survey](#) to folks taking refuge in Vermont during the COVID-19 pandemic. The objective of this project was to learn what these temporary residents would need to make Vermont their permanent residence. As Vermont has struggled for decades to grow its population, the current pandemic could be an opportunity to welcome new residents. The state's rural, open green spaces coupled with a desire for a great quality of life may be what many urban dwellers are seeking. The survey opened the conversation with questions and will be followed with storytelling. Results are shared with the press, community and business leaders, policy makers, and others to help inform our next steps to welcome and encourage others to "live in Vermont" to build their lives and careers.

DISTRIBUTION

The survey was distributed through the CRVT mailing list, Vermont Futures Project mailing list, realtors, RDCs, Chambers of Commerce, Vermont Business Magazine, VT Digger, other media outlets, the State of Vermont Tourism and Economic Development, Linked In, social media, family and friends & other contacts.

TOP LEVEL FINDINGS

- More than 1/3 are likely or very likely to stay in Vermont
- Most of those have jobs elsewhere they are now doing from Vermont
- Most of those either own a home, have family or other connections here
- "Vermont" attributes key; landscape, community, safety, political systems

DESCRIPTIVE STATISTICS

GENDER

About half female (51%) and half male (48%).

AGE

- 40% are under 35
- 24% at 36-50
- 35% are 51 and older

EDUCATION

- 50% completed college
- 42% have a degree beyond college

WHERE THEY WORK

- 60% business
- 10% Non-profit
- 10% education

HOW LONG HAVE THEY BEEN HERE?

- 28% here less than three months.
- 39% less than six months.

WILL THEY STAY IN VERMONT - once the world returns to something more normal?

- 35% likely or very likely
- 30% unsure
- 36% unlikely & very unlikely

COULD THEY STAY IN VERMONT?

- 44% said their current employer would allow them to telework from Vermont
- 29% unsure
- 11% no

BROADBAND

Almost two-thirds felt the internet was good to excellent

- 29% excellent
- 27% good
- 29% poor, or very poor

LOCATION

- 70% rural or very rural
- 22% city or village center
- 13% suburban

TOP FIVE COUNTIES

- Chittenden 24%
- Washington 22%
- Windsor 14%
- Orange 10%
- Lamoille 8%
- Windham 7%

SOME OF THE COMPANIES THEY WORK FOR

Cadmus Group Consulting, Marvel Americas, MITRE, Simpatico, Sonos, Sugarbush, Vail Resorts, The Nature Conservancy, Xandr, MIT, Amper Music, Associated Press (journalism), Barclays PLC, Broadway Cares/Equity Fights AIDS, Debevoise & Plimpton LLP, Deloitte Consulting, EY-Parthenon, Faraday, Financial services, G2, Girls' LEAP, HAWX Open Ocean, LLC, IDEO.org, Marathon Health, LLC Mass General Brigham, Massachusetts Institute of Technology, Mohawk Group, Palo Alto Networks Semsee, SY Partners, The Trade Desk, Toole Design, US Government, Putnam Investments, Deloitte Google, ETSY

SAMPLING OF JOB POSITIONS

Senior Management, Senior Project Manager, Consultant, Attorney, Graphic Designer, Principal Software Engineer, Group Leader, Content area specialist (Education), Owner, Sales rep / talent manager, Senior Software Engineer, Director of Strategic Initiatives, Division Director, Researcher, Sales Analyst, Coordinator, HR Generalist, Senior Editor, Developer, Account Manager, Photo Editor, Equity Trader, Producing Director, Managing Partner, Partner, Senior Consultant, Co-Founder, Customer Success, Manager, Sales, Strategic Account Executive, Executive Director, Business Development Manager, CEO, Account Service Associate, Proposal Specialist, Director of Strategic Partnerships and Funds, Sr. Technical Marketing Engineer, Mechanical Engineer, Financial Analyst, Investment Product Manager, Chief Financial Officer, Executive Assistant, Director of Sales, Software Engineer

QUALITATIVE RESPONSES

Why are they here – generalized responses to the question: What are some of the connections that you have to Vermont? (Count)

Family – 112

Friends – 73

From Vermont – 45

Second home – 44

Nature/outdoor activities 32

Business/employment 21

Culture/Community 16

What are some aspects of Vermont that most attract you to continue living here? (All)

Nature/Outdoor activities 184

People/community 76

Politics 30

Family 28

THE LIKELY AND VERY LIKELY (35%) – DIRECT QUOTES

Principal software engineer, group leader, MITRE, NYC

As soon as the pandemic hit, I knew that things would never be the same. I immediately sold my house in the city, moved to VT, bought land, and have begun building my forever home here... Because there is less stigma associated with remote work now...

Creative Director, NYC

We want to live here. We want nature. We want community. We want neighborhoods and biking. We want to be around family. We want to prioritize other parts of life other than work and financial gain. In Brooklyn, we worked long hours, and barely had time to make dinner. We love our work, and continue to be ambitious, but we needed to find a better balance to our lives.

Senior Engineer, Manufacturing company, Boston

I recently was connected to high speed fiber internet (EC Fiber), so now I can effectively work remotely. Our employer is currently encouraging everyone to work from home. Vermont's highly responsible approach to COVID-19 is very important.

CEO, Private internet company

We are growing a business here and are surrounded by friends and family. We are natives. As an employer, we are being clear that where you work does not matter as long as you continue to operate at a high level. We are also arming our remote workers with the materials and equipment they need.

VP, Business, MASS

We have had a second home in VT for 15 years. We are now selling our primary residence in MA and moving to VT. COVID put us over the edge in the decision-making process. Our long-term plan has been to retire to VT; we are now instituting our long-term plan sooner than later!

Senior manager, large health insurance company, Boston

If I can continue to work remotely, I will make Vermont my primary residence. I have a second home here. It was a natural decision to come to Vermont.

Founder, CEO, International coffee business, Vershire

We were considering a move back to the US from abroad, and Vermont was already a possibility, but as COVID approached, we chose Vermont as the best and safest place for 2020....We got EC Fiber literally the week before we arrived, and it's been top-notch.

Photo Editor, Associated Press, NYC

I live and work in New York City. I left because, at the time, it looked like NYC would be the epicenter. My office announced it would not open until next year - if at all - so I am making Vermont my home.

Division Director, The Nature Conservancy, D.C.

My physical office closed, and I am taking advantage of the opportunity to work remotely... many friends in community. I've always loved the quality of life I have enjoyed when spending time in Vermont.

Executive Director, Non-Profit, Boston

We have owned a second home since 2006, but we retreated here from Cambridge, full-time, in March 2020, due to COVID-19. My work converted to remote work and it felt safer to be in Vermont, and easier to stay healthy with being able to hike and do other exercise outdoors. (The future) depends on what face-face gatherings can happen in Cambridge.

Development Manager, global newspaper publication, NYC

I love Vermont, and while I have been living in NYC since graduating from college Vermont has always been my special place that I have always even pre-COVID tried to get back to as much as possible. Due to the lack of job opportunities in VT that fit my advertising/sales expertise I did not think I could find a opportunity to work in VT that met my salary requirements, but now that I am able to work remotely for my NYC group I find my general happiness and work life balance has increased astronomically.

Senior management, Technology industry. Rutland

I plan to make my second home my primary residence. I can work remotely anywhere. I choose to work from Vermont but there are many other states I could work from if I choose such as New Hampshire, North Carolina, or Florida.

Partner, Law Firm, NYC

My hope is to remain here and travel down when necessary, as opposed to the other way around. Vermont doesn't need to do anything more than it does.