







OPINION  
RESEARCH  
& STRATEGY



# Vermonters Views of Flooding & River Policy

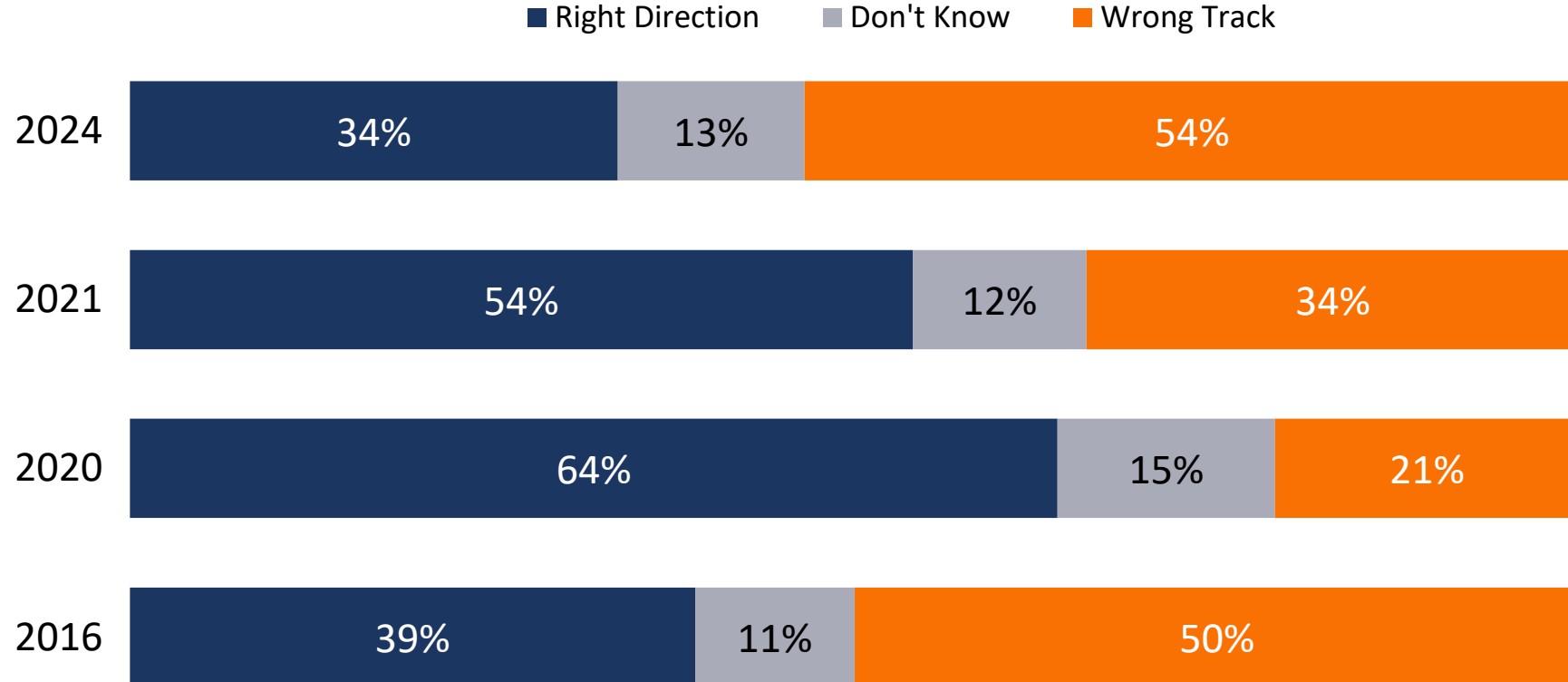
*Key Findings of a Survey  
Conducted January 4-7, 2024*

Poll  
Methodology

<b>Dates</b>	January 4-7, 2024
<b>Survey Type</b>	Dual-mode Voter Survey
<b>Research Population</b>	Likely November 2024 Voters in Vermont
<b>Total Interviews</b>	459
<b>Margin of Sampling Error</b>	±4.9% at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Survey Tracking</b>	2016, 2020 & 2021
<b>Research Team</b>	FM3 Research (D) and New Bridge Strategy (R)

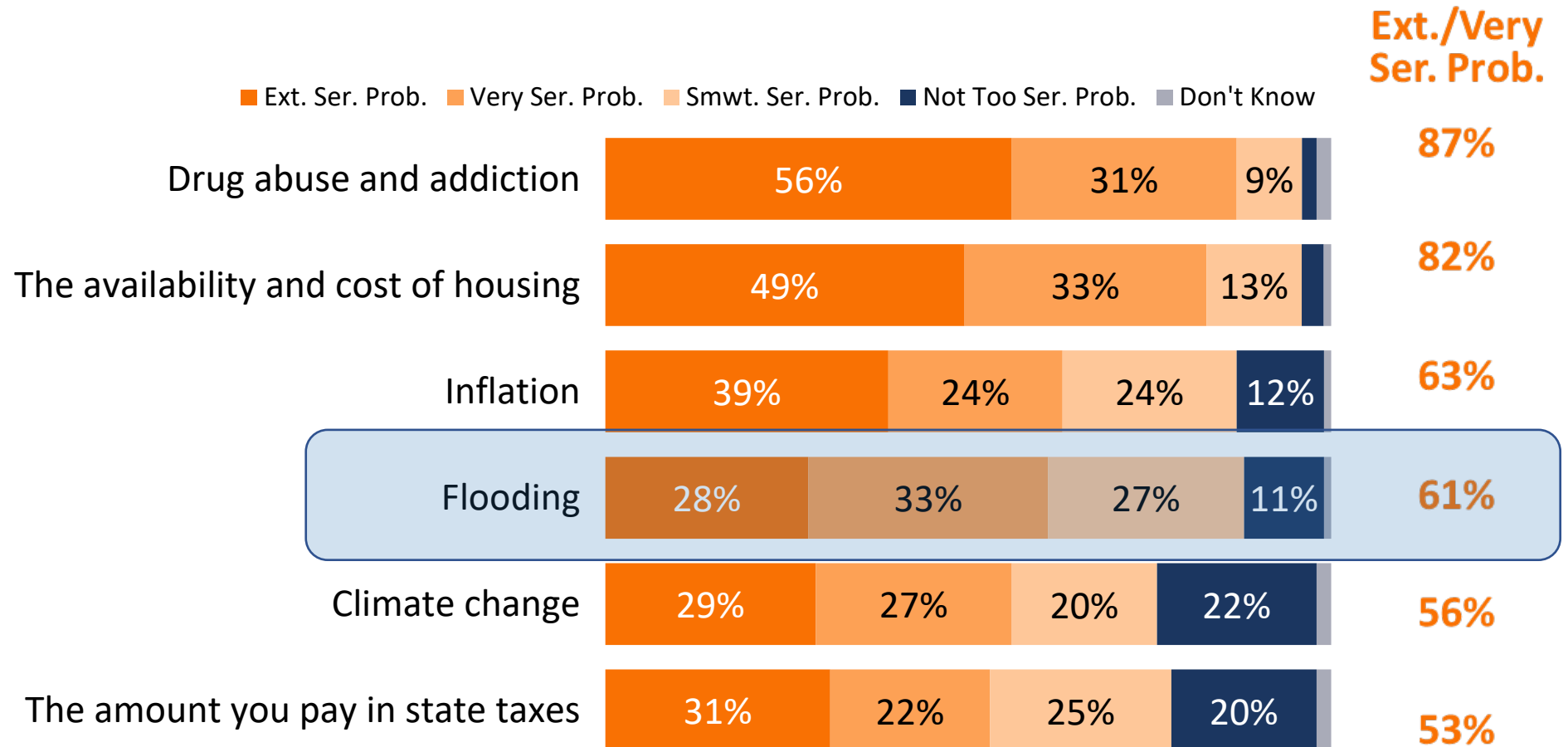
# A majority of Vermonters feel the state is off on the wrong track – similar to 2016.

*Generally speaking, do you think things in Vermont are headed in the right direction, or are they off on the wrong track?*

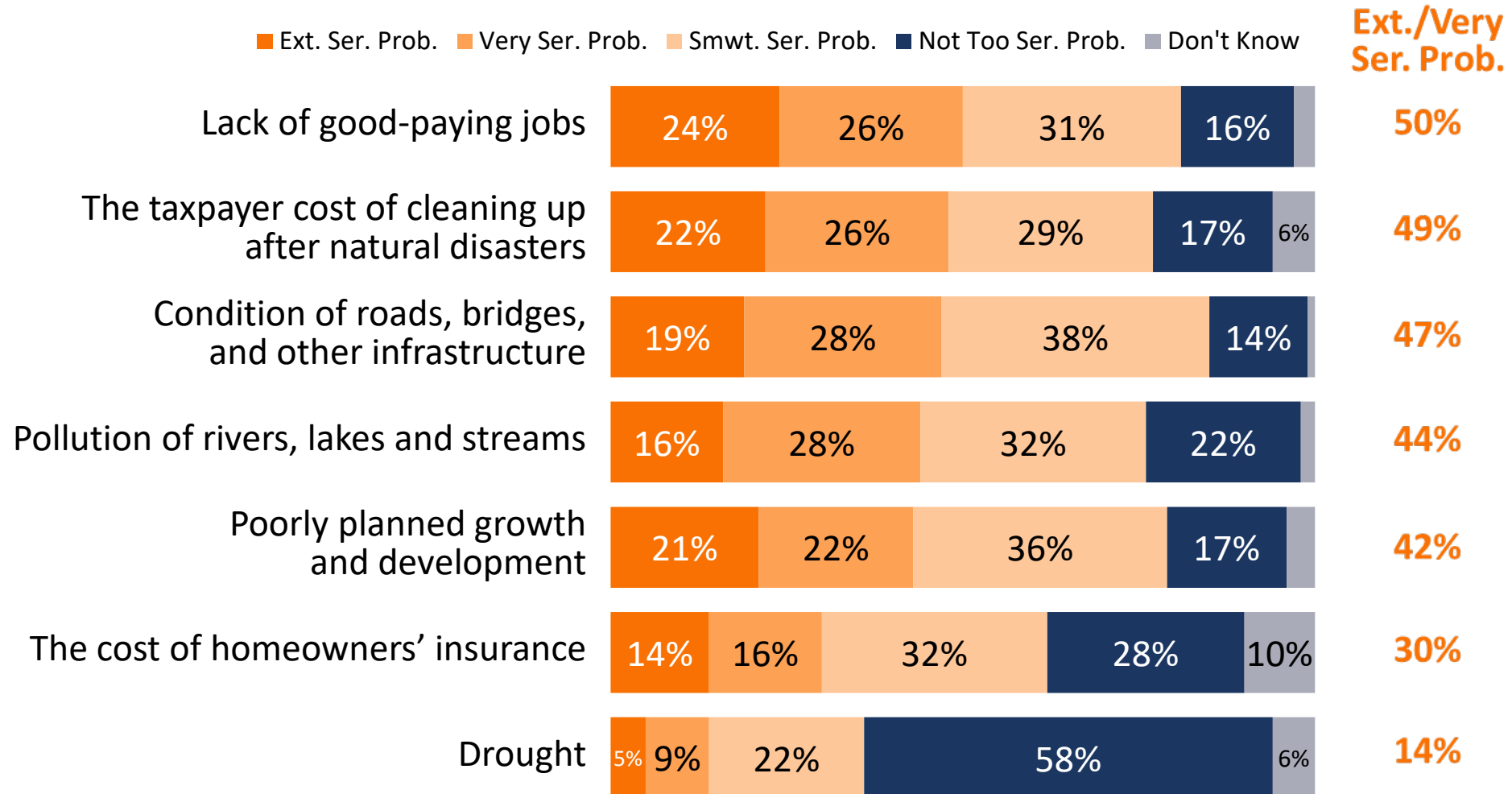


# Drug abuse, housing costs by far the biggest concerns for Vermonters.

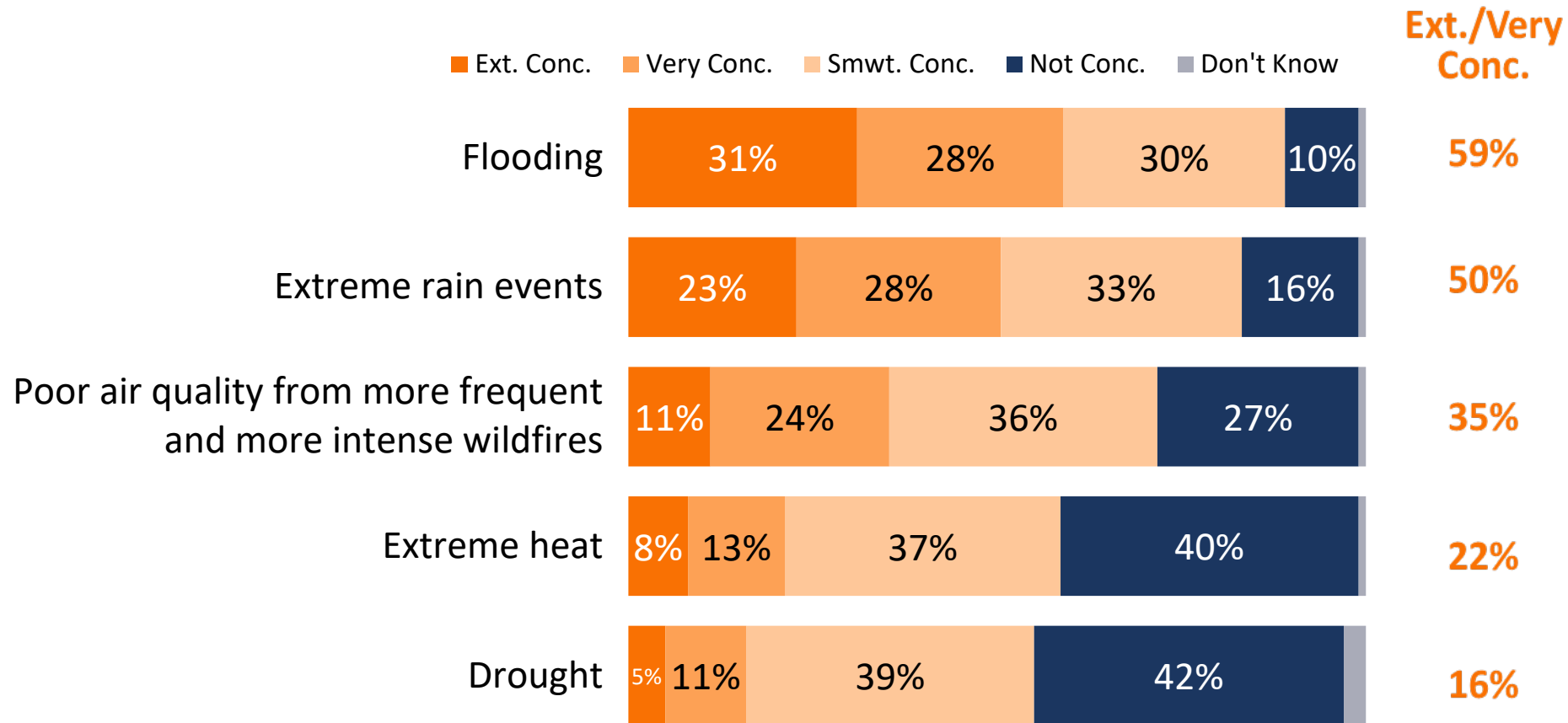
## Flooding ranks higher than taxes.



# Drought is a relatively low-ranking concern.



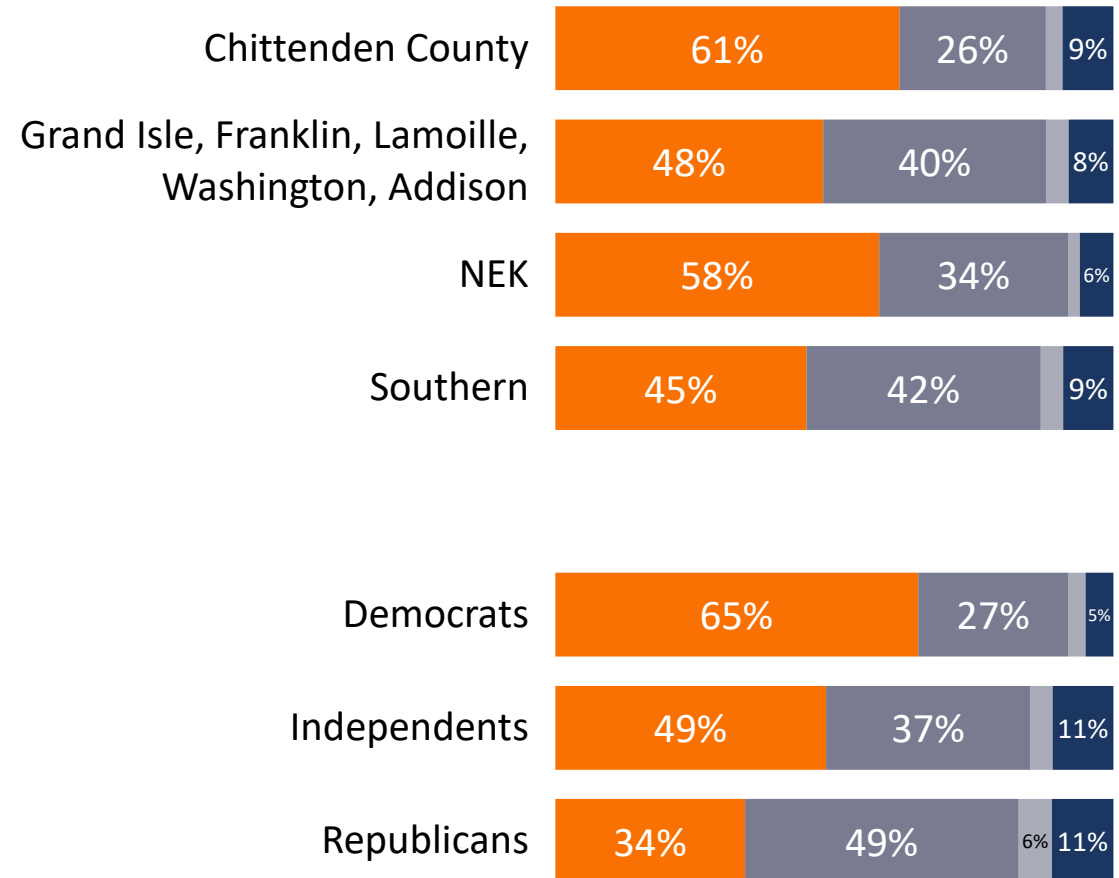
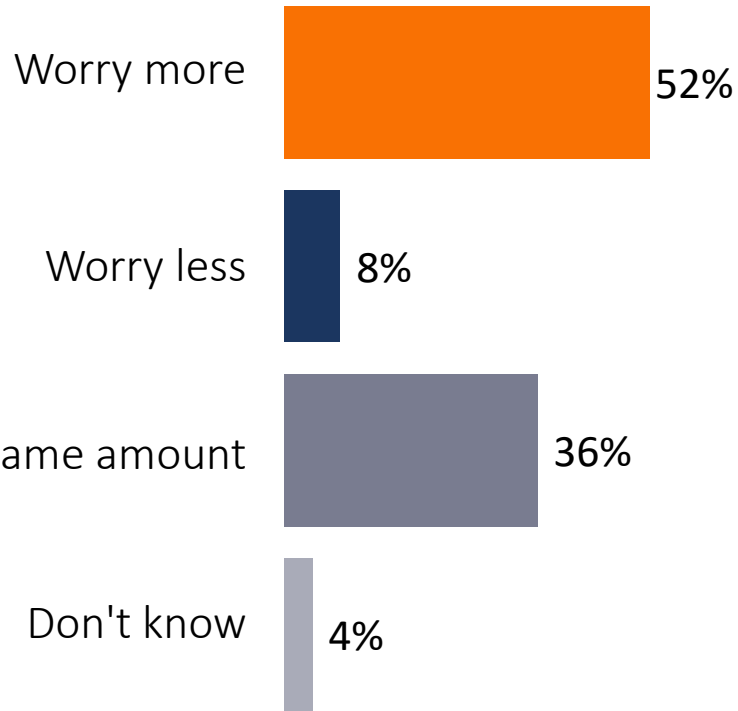
# Flooding provokes the most concern out of a set of potential natural disasters.



# A majority of Vermonters worries more about flooding than they did five years ago

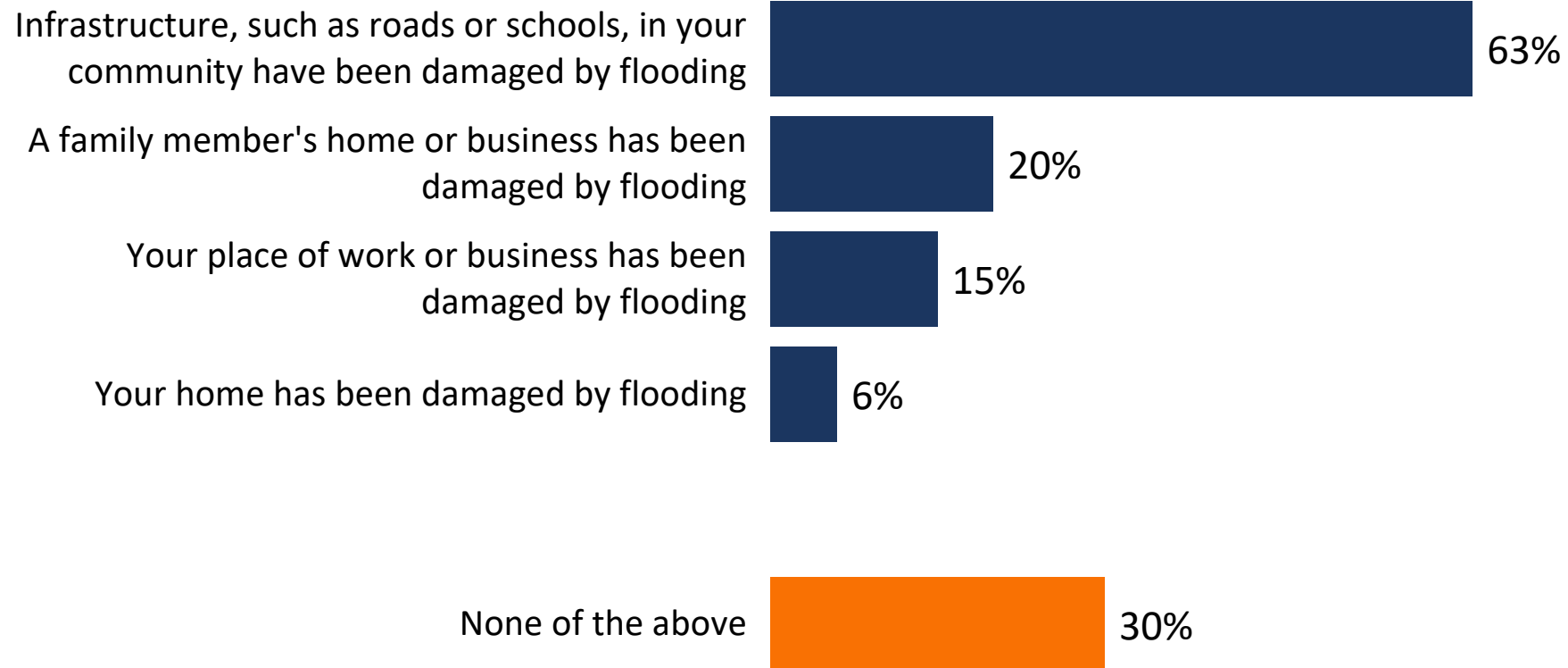
*Compared to about five years ago, do you worry about flood-related disasters: more, less, or about the same amount?*

■ Worry More
 ■ Worry the Same Amount
 ■ Don't Know
 ■ Worry Less



# Seven in ten have some experience of flooding personally – most with infrastructure damage.

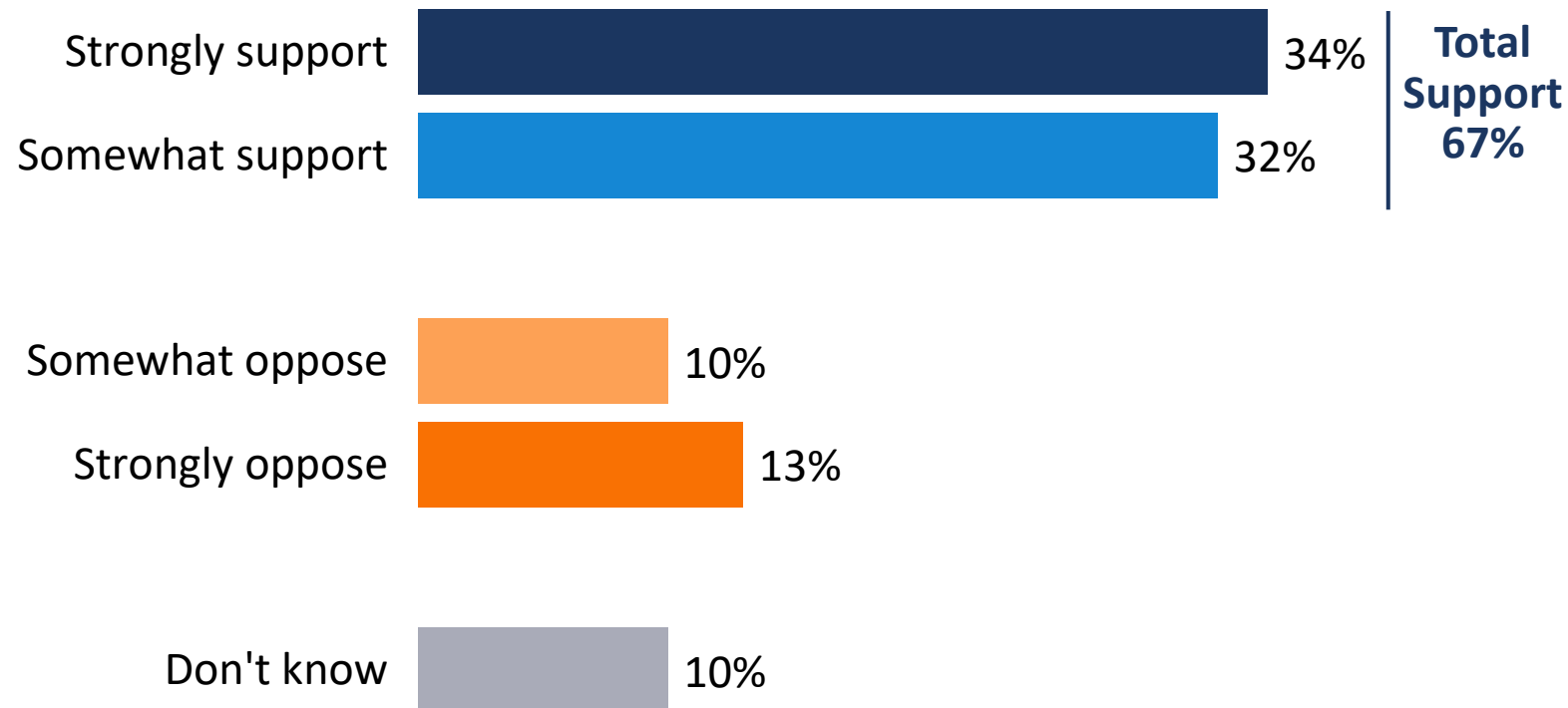
*Please tell me if you have been affected by flooding in each of these ways:  
(Multiple Responses Accepted)*



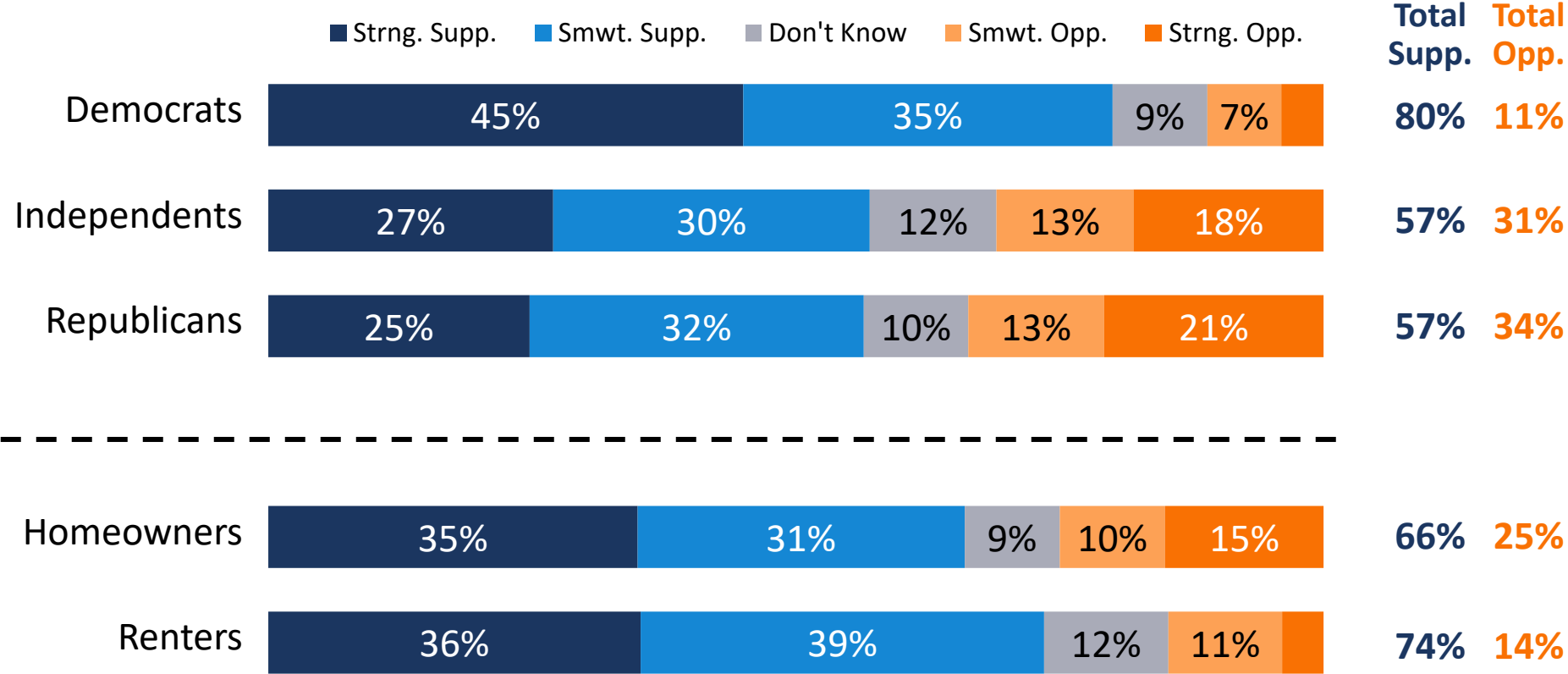


# Two-thirds of voters support limiting new development in areas especially at risk of flooding.

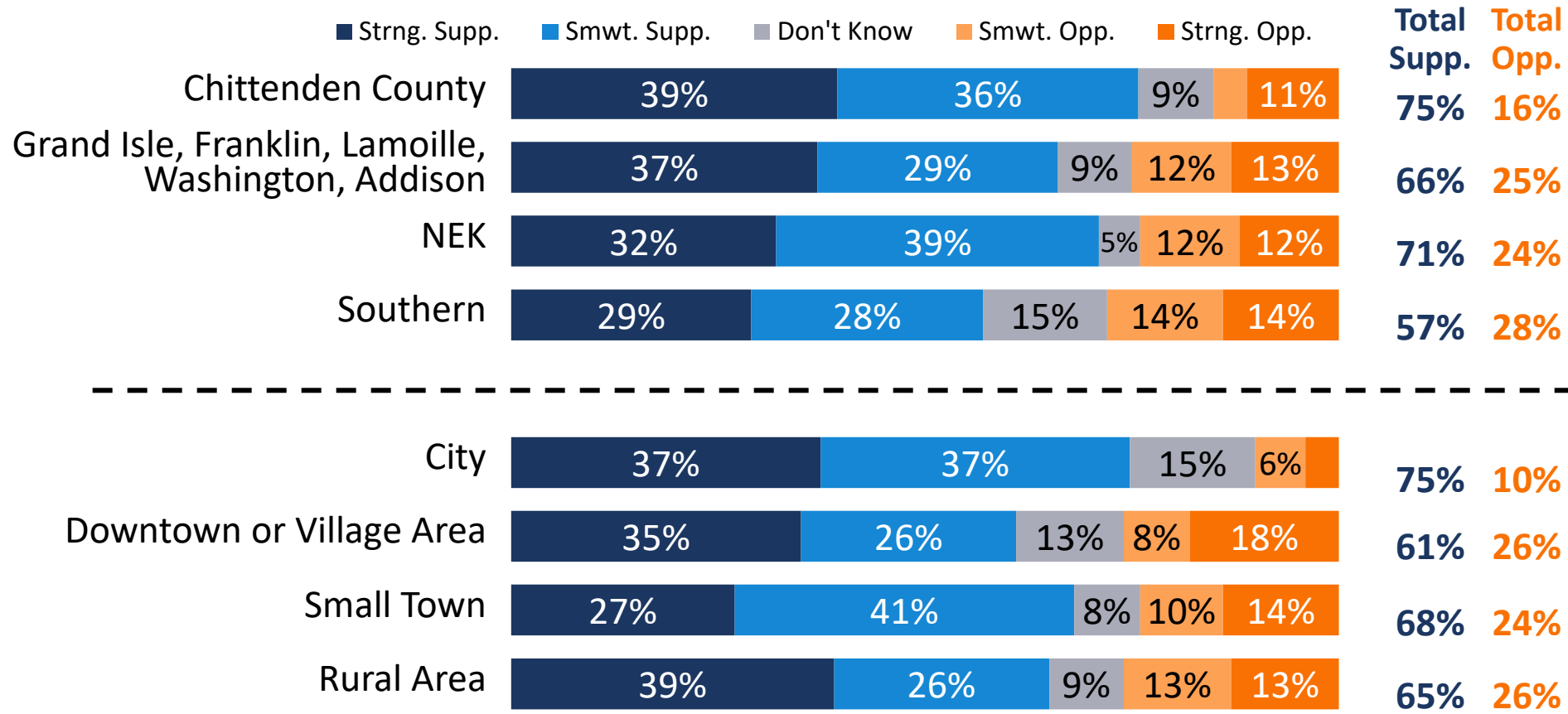
*Currently, each municipality in Vermont has a process to determine what types of development to allow within their boundaries. Some people have proposed a statewide standard limiting new development in areas that are especially at risk of river flooding throughout Vermont. This would apply to Vermont's larger rivers. It would also create a mapping process to determine the areas in more densely developed areas that are suitable for additional development.*



# Support cuts across party lines, with four in five Democrats in favor of the proposal and a majority of Republicans.



# Three in five or more support it across geography; urban voters are especially broadly supportive.



# Conclusions



WHILE FLOODING IS NOT TOP-OF-MIND FOR VERMONTERS COMPARED TO ISSUES LIKE HOUSING COSTS AND DRUG ABUSE, **THERE IS BROAD, BIPARTISAN SUPPORT FOR A PROPOSAL TO CREATE A STATEWIDE STANDARD TO LIMIT NEW DEVELOPMENT IN AREAS VULNERABLE TO FLOODING.**



AMONG A SET OF POTENTIAL NATURAL DISASTERS, **FLOODING IS THE MOST CONCERNING – AND A MAJORITY SAYS THEY ARE MORE WORRIED ABOUT FLOODING THAN THEY WERE FIVE YEARS AGO.**



THE **COSTS** OF RECOVERING FROM NATURAL DISASTERS AND REBUILDING, AS WELL AS THE **SAFETY RISKS** OF FLOODING ALONG RIVER CORRIDORS, ARE HIGHLY COMPELLING MESSAGES IN FAVOR OF THE POLICY PROPOSAL.



SCIENTISTS, VERMONTERS WHO HAVE EXPERIENCED FLOODING, AND PEOPLE WHO LIVE NEAR RIVERS ARE AMONG THE MOST-TRUSTED MESSENGERS ON THIS ISSUE.