

October 15 - January 30	679	507
Dates open (2024-2025)	Total responses	Completed responses

#### **Survey Data Export Notes and Cautions**

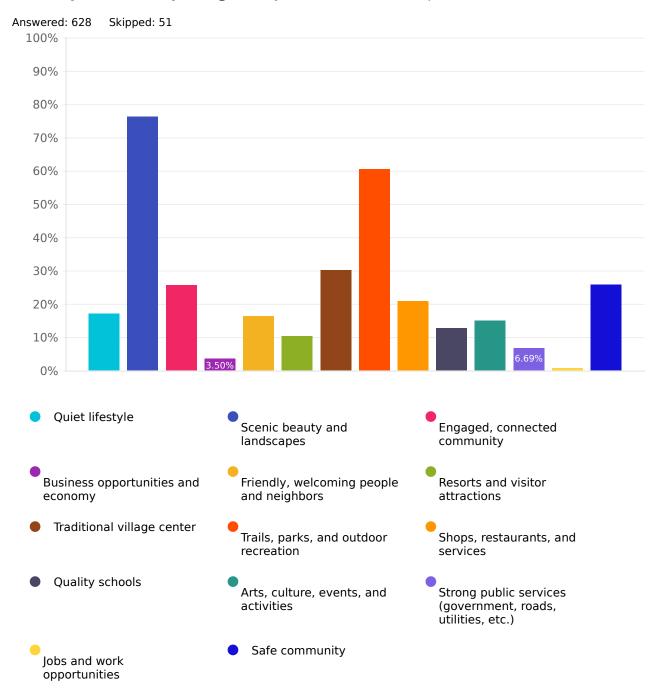
This document is a simple export of *all Stowe 2050 survey response data*, upon closure of the survey. It should be considered a preliminary snapshot of the survey results, but it does not include any analysis or interpretation. It should not be considered a complete or accurate snapshot of Stowe community opinions on these questions.

#### **Key Points**

- This survey is not statistically significant. Quantitative data should be considered an estimate but will have a range of error.
  - The overall number of responses is excellent and very high for a small town planning survey.
  - The number of responses for each question may differ. The number can be quite small for "segmented" questions that only some respondents would see (such as questions for visitors or business owners).
- Respondents include a wide range of perspectives and people in Stowe, but they are not fully representative of Stowe's demographics.
  - Some demographics and perspectives are under-represented, such as youth and young adults, renters, part-time or non-residents, new residents, etc.
  - We did not ask for race, income, ability/disability, or other personal identities. Respondents are likely not representative in these ways.
- This export report includes only basic numerical or quantitative question data. It does not include several key elements that will come later and share a more complete picture:
  - o "Other" responses on quantitative questions
  - Open-ended questions and comments
  - Cross-tab analysis, to compare opinions and answers across different groups (such as residents vs. non-residents, or different age groups)

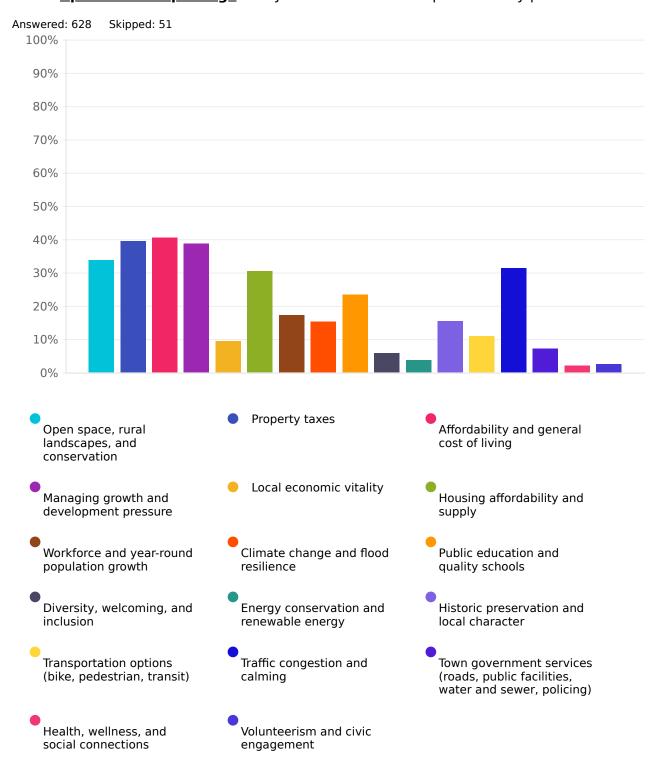
#### What are Stowe's greatest strengths?

#### Check **up to three top things** that you think set Stowe apart.



Choices	Response percent	Response count
Quiet lifestyle	17.04%	107
Scenic beauty and landscapes	76.27%	479
Engaged, connected community	25.64%	161
Business opportunities and economy	3.50%	22
Friendly, welcoming people and neighbors	16.24%	102
Resorts and visitor attractions	10.35%	65
Traditional village center	30.10%	189
Trails, parks, and outdoor recreation	60.51%	380
Shops, restaurants, and services	20.86%	131
Quality schools	12.74%	80
Arts, culture, events, and activities	14.97%	94
Strong public services (government, roads, utilities, etc.)	6.69%	42
Jobs and work opportunities	0.64%	4
Safe community	25.80%	162
Other responses or comments		77

What are the top needs, challenges, and issues facing Stowe as we plan for 2050? Check **up to three top things** that you think should be top community priorities.



Choices	Response percent	Response count
Open space, rural landscapes, and conservation	33.76%	212
Property taxes	39.49%	248
Affordability and general cost of living	40.45%	254
Managing growth and development pressure	38.69%	243
Local economic vitality	9.39%	59
Housing affordability and supply	30.41%	191
Workforce and year-round population growth	17.20%	108
Climate change and flood resilience	15.29%	96
Public education and quality schools	23.41%	147
Diversity, welcoming, and inclusion	5.73%	36
Energy conservation and renewable energy	3.66%	23
Historic preservation and local character	15.45%	97
Transportation options (bike, pedestrian, transit)	10.83%	68
Traffic congestion and calming	31.37%	197
Town government services (roads, public facilities, water and sewer, policing)	7.17%	45
Health, wellness, and social connections	2.07%	13
Volunteerism and civic engagement	2.55%	16
Other responses or comments		114

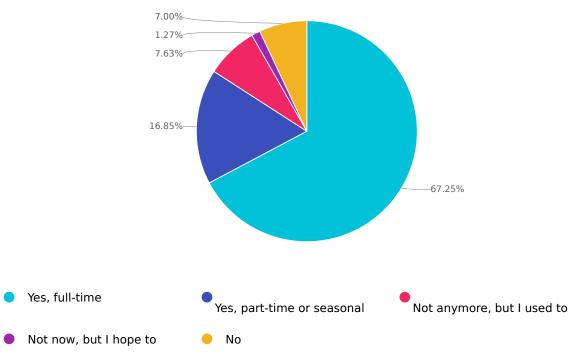
#### About You

We want to hear from the full range of Stowe community members. Tell us more about who you are so we know whom we've reached. Skip any question you like.

Q6

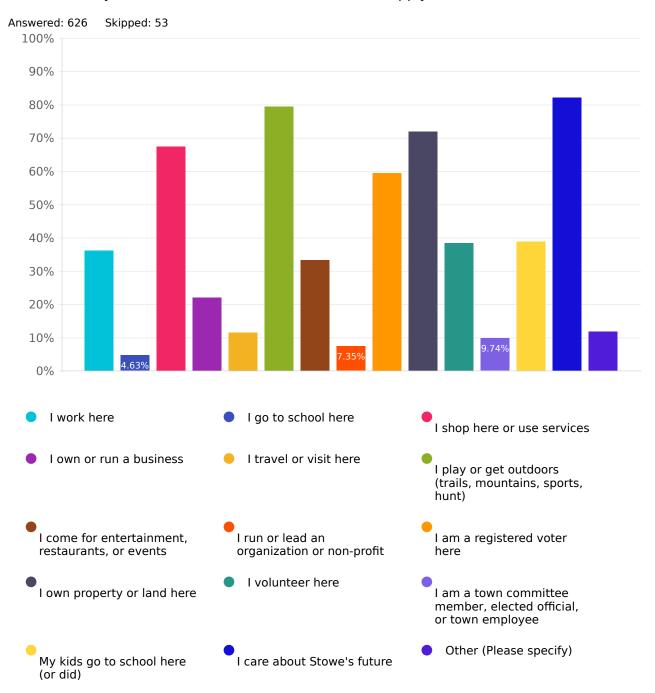
#### Do you live in Stowe?

Answered: 629 Skipped: 50



Choices	Response percent	Response count
Yes, full-time	67.25%	423
Yes, part-time or seasonal	16.85%	106
Not anymore, but I used to	7.63%	48
Not now, but I hope to	1.27%	8
No	7.00%	44

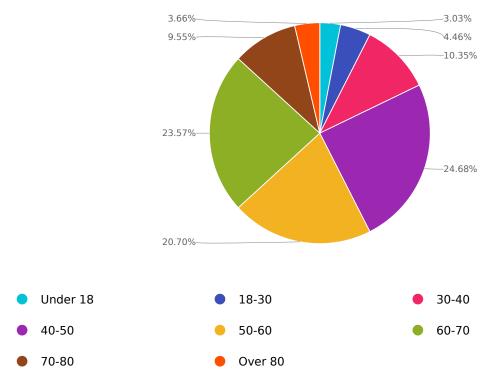
#### How else are you connected to Stowe? Check all that apply.



Choices	Response percent	Response count
I work here	36.10%	226
I go to school here	4.63%	29
I shop here or use services	67.41%	422
I own or run a business	22.04%	138
I travel or visit here	11.50%	72
I play or get outdoors (trails, mountains, sports, hunt)	79.39%	497
I come for entertainment, restaurants, or events	33.23%	208
I run or lead an organization or non-profit	7.35%	46
I am a registered voter here	59.42%	372
I own property or land here	71.88%	450
I volunteer here	38.34%	240
I am a town committee member, elected official, or town employee	9.74%	61
My kids go to school here (or did)	38.82%	243
I care about Stowe's future	82.11%	514
Other (Please specify)	11.82%	74

## How old are you?

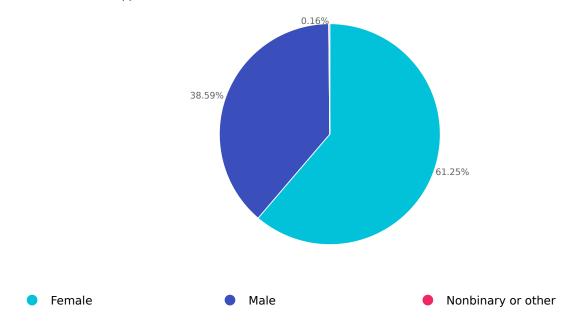
## Answered: 628 Skipped: 51



Choices	Response percent	Response count
Under 18	3.03%	19
18-30	4.46%	28
30-40	10.35%	65
40-50	24.68%	155
50-60	20.70%	130
60-70	23.57%	148
70-80	9.55%	60
Over 80	3.66%	23

#### Gender

Answered: 622 Skipped: 57



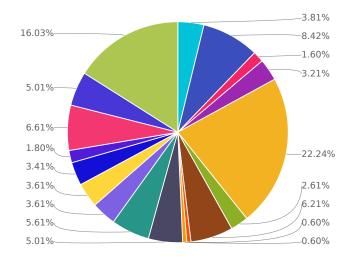
Choices	Response percent	Response count
Female	61.25%	381
Male	38.59%	240
Nonbinary or other	0.16%	1

#### Stowe Residents

Do you live in Stowe full time or part time? If so, tell us about it! If you're not a resident, skip to the next page.

where do you live in Stowe?

Answered: 499 Skipped: 180



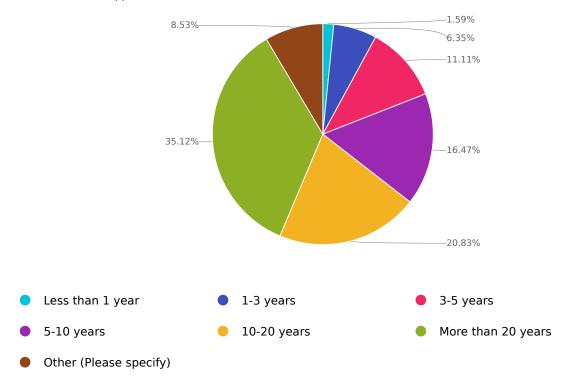


Choices	Response percent	Response count
Lower Village	3.81%	19
Stowe Village	8.42%	42
Maple Street area	1.60%	8
Brownsville area	3.21%	16
Stowe Hollow	22.24%	111
Nebraska Valley	2.61%	13
Moscow	6.21%	31
Trapp Family Lodge / Resort area	0.60%	3
Spruce Peak / Resort area	0.60%	3
Mountain Road Village	5.01%	25
Edson Hill area	5.61%	28
Pucker Street area	3.61%	18
Sterling Valley area	3.61%	18
Notchbrook area	3.41%	17
Robinson Springs area	1.80%	9
Weeks Hill area	6.61%	33
Other rural area	5.01%	25
Other (Please specify)	16.03%	80

Q11

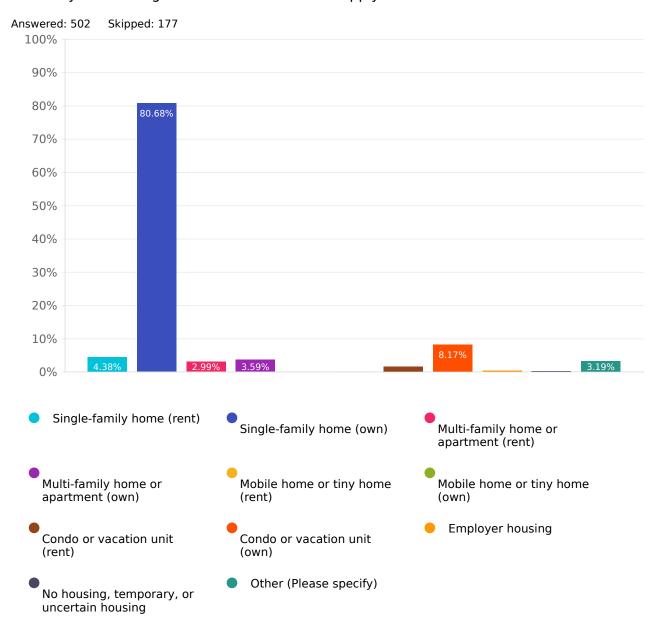
## How long have you lived here?

Answered: 504 Skipped: 175



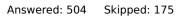
Choices	Response percent	Response count
Less than 1 year	1.59%	8
1-3 years	6.35%	32
3-5 years	11.11%	56
5-10 years	16.47%	83
10-20 years	20.83%	105
More than 20 years	35.12%	177
Other (Please specify)	8.53%	43

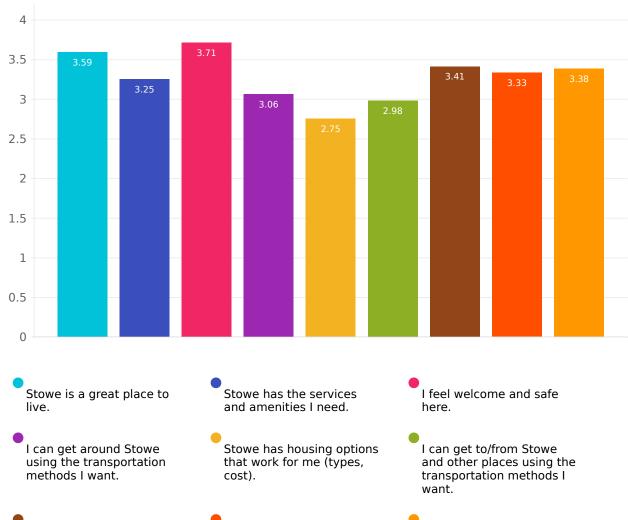
## What is your housing situation? Check all that apply.



Choices	Response percent	Response count
Single-family home (rent)	4.38%	22
Single-family home (own)	80.68%	405
Multi-family home or apartment (rent)	2.99%	15
Multi-family home or apartment (own)	3.59%	18
Mobile home or tiny home (rent)	0.00%	0
Mobile home or tiny home (own)	0.00%	0
Condo or vacation unit (rent)	1.59%	8
Condo or vacation unit (own)	8.17%	41
Employer housing	0.40%	2
No housing, temporary, or uncertain housing	0.20%	1
Other (Please specify)	3.19%	16

#### How much do you agree with these statements about living in Stowe?





- I can get involved and make a difference in the community.
- I know my neighbors and feel connected to the community.
- It's easy to find the information and resources I need as a resident.

Row	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree <b>(4)</b>	Don't know or not applicable	Average rating	Response count
Stowe is a great place to live.	1.60% (8)	5.61% (28)	24.45% (122)	67.94% (339)	0.40% (2)	3.59	499
Stowe has the services and amenities I need.	2.20% (11)	11.40% (57)	44.40% (222)	41.00% (205)	1.00% (5)	3.25	500
I feel welcome and safe here.	2.58% (13)	2.78% (14)	15.31% (77)	79.32% (399)	0.00%	3.71	503
I can get around Stowe using the transportation methods I want.	8.62% (43)	13.23% (66)	38.08% (190)	36.07% (180)	4.01% (20)	3.06	499
Stowe has housing options that work for me (types, cost).	14.49% (72)	18.91% (94)	31.99% (159)	24.95% (124)	9.66% (48)	2.75	497
I can get to/from Stowe and other places using the transportation methods I want.	9.36% (47)	16.73% (84)	35.46% (178)	33.67% (169)	4.78% (24)	2.98	502
I can get involved and make a difference in the community.	1.99% (10)	7.55% (38)	35.59% (179)	50.89% (256)	3.98% (20)	3.41	503
I know my neighbors and feel connected to the community.	3.38% (17)	8.95% (45)	38.37% (193)	48.91% (246)	0.40%	3.33	503
It's easy to find the information and resources I need as a resident.	1.60% (8)	7.00% (35)	42.20% (211)	47.00% (235)	2.20% (11)	3.38	500
Any comments?							99

Average rating: 3.28

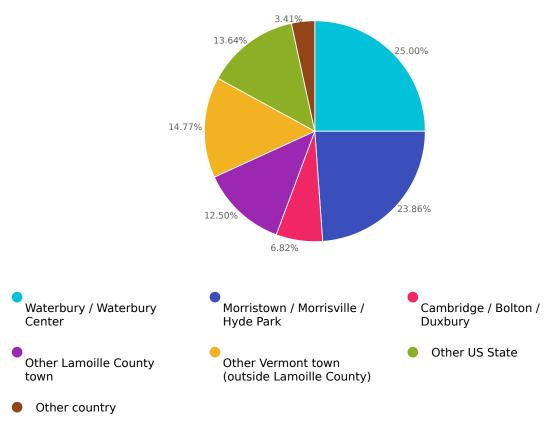
#### Stowe Visitors & Non-Residents

Do you visit Stowe for vacation, errands, school, or something else? If you're not a resident, tell us about your experience.

Q15

#### Where do you live?

Answered: 88 Skipped: 591

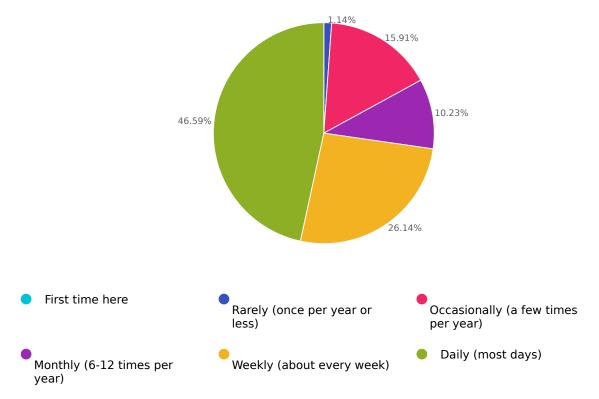


Choices	Response percent	Response count
Waterbury / Waterbury Center	25.00%	22
Morristown / Morrisville / Hyde Park	23.86%	21
Cambridge / Bolton / Duxbury	6.82%	6
Other Lamoille County town	12.50%	11
Other Vermont town (outside Lamoille County)	14.77%	13
Other US State	13.64%	12
Other country	3.41%	3

Q16

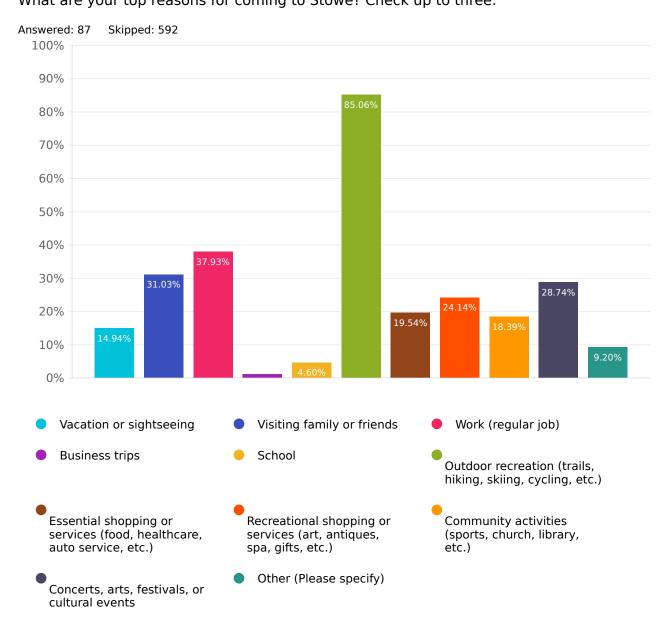
# How often do you visit Stowe?

Answered: 88 Skipped: 591



Choices	Response percent	Response count
First time here	0.00%	0
Rarely (once per year or less)	1.14%	1
Occasionally (a few times per year)	15.91%	14
Monthly (6-12 times per year)	10.23%	9
Weekly (about every week)	26.14%	23
Daily (most days)	46.59%	41

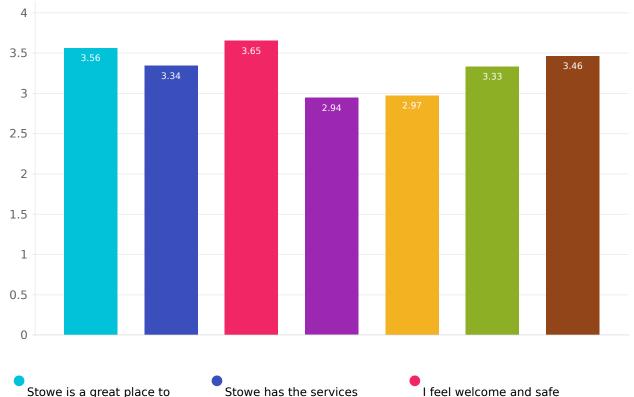
 $_{
m Q18}$  What are your top reasons for coming to Stowe? Check up to three.



Choices	Response percent	Response count
Vacation or sightseeing	14.94%	13
Visiting family or friends	31.03%	27
Work (regular job)	37.93%	33
Business trips	1.15%	1
School	4.60%	4
Outdoor recreation (trails, hiking, skiing, cycling, etc.)	85.06%	74
Essential shopping or services (food, healthcare, auto service, etc.)	19.54%	17
Recreational shopping or services (art, antiques, spa, gifts, etc.)	24.14%	21
Community activities (sports, church, library, etc.)	18.39%	16
Concerts, arts, festivals, or cultural events	28.74%	25
Other (Please specify)	9.20%	8

#### How much do you agree with these statements about visiting Stowe?





- Stowe is a great place to visit.
- and amenities I want or need.
- I feel welcome and safe here.

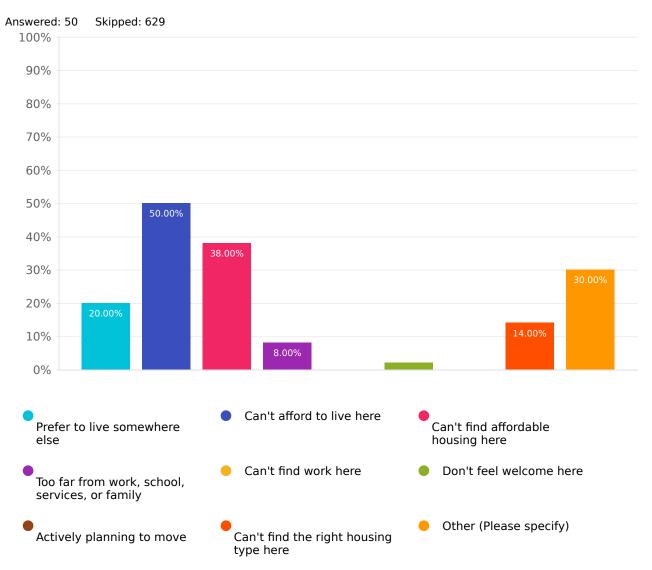
- I can get around Stowe using the transportation methods I want.
- I can get to/from Stowe and other places using the transportation methods I want.
- There's a lot to see and do in Stowe for people with different interests.

It's easy to find the help, information and resources I need when I'm in Stowe.

Row	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree <b>(4)</b>	Don't know or not applicable	Average rating	Response count
Stowe is a great place to visit.	2.30% (2)	5.75% (5)	25.29% (22)	66.67% (58)	0.00%	3.56	87
Stowe has the services and amenities I want or need.	1.14% (1)	10.23% (9)	42.05% (37)	46.59% (41)	0.00%	3.34	88
I feel welcome and safe here.	1.14% (1)	4.55% (4)	22.73% (20)	71.59% (63)	0.00%	3.65	88
I can get around Stowe using the transportation methods I want.	5.68% (5)	19.32% (17)	46.59% (41)	25.00% (22)	3.41% (3)	2.94	88
I can get to/from Stowe and other places using the transportation methods I want.	5.68% (5)	20.45% (18)	44.32% (39)	28.41% (25)	1.14%	2.97	88
There's a lot to see and do in Stowe for people with different interests.	4.60% (4)	3.45% (3)	45.98% (40)	45.98% (40)	0.00%	3.33	87
It's easy to find the help, information and resources I need when I'm in Stowe.	1.15% (1)	4.60% (4)	29.89% (26)	42.53% (37)	21.84% (19)	3.46	87
Any comments?							13

Average rating: 3.32

You mentioned that you used to live in Stowe, or that you would like to in the future. Why don't you live here today?

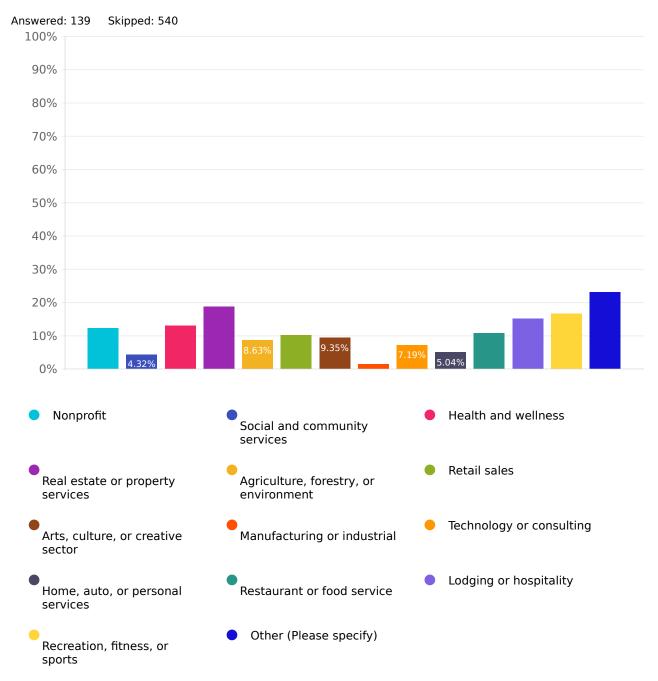


Choices	Response percent	Response count
Prefer to live somewhere else	20.00%	10
Can't afford to live here	50.00%	25
Can't find affordable housing here	38.00%	19
Too far from work, school, services, or family	8.00%	4
Can't find work here	0.00%	0
Don't feel welcome here	2.00%	1
Actively planning to move	0.00%	0
Can't find the right housing type here	14.00%	7
Other (Please specify)	30.00%	15

#### Stowe Businesses & Organizations

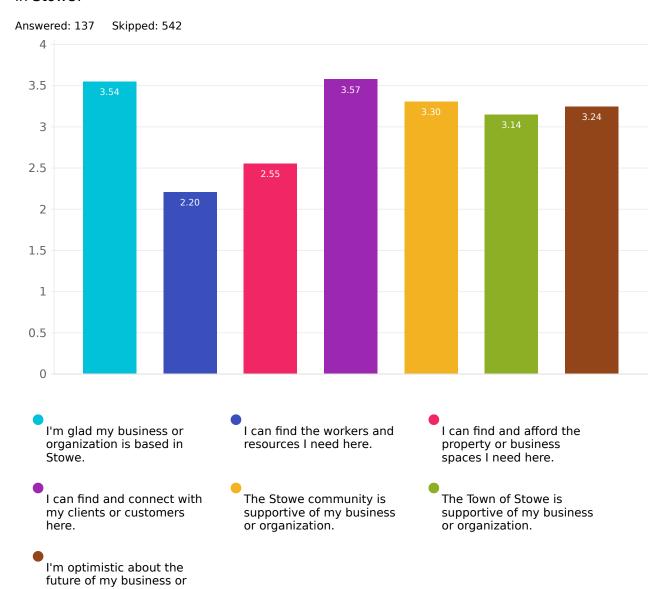
You mentioned that you run a business or organization in Stowe. Tell us about your experience or skip to the next page.

What field is your business or organization in? Check all that apply.



Choices	Response percent	Response count
Nonprofit	12.23%	17
Social and community services	4.32%	6
Health and wellness	12.95%	18
Real estate or property services	18.71%	26
Agriculture, forestry, or environment	8.63%	12
Retail sales	10.07%	14
Arts, culture, or creative sector	9.35%	13
Manufacturing or industrial	1.44%	2
Technology or consulting	7.19%	10
Home, auto, or personal services	5.04%	7
Restaurant or food service	10.79%	15
Lodging or hospitality	15.11%	21
Recreation, fitness, or sports	16.55%	23
Other (Please specify)	23.02%	32

# How much do you agree with these statements about leading a business or organization in Stowe?

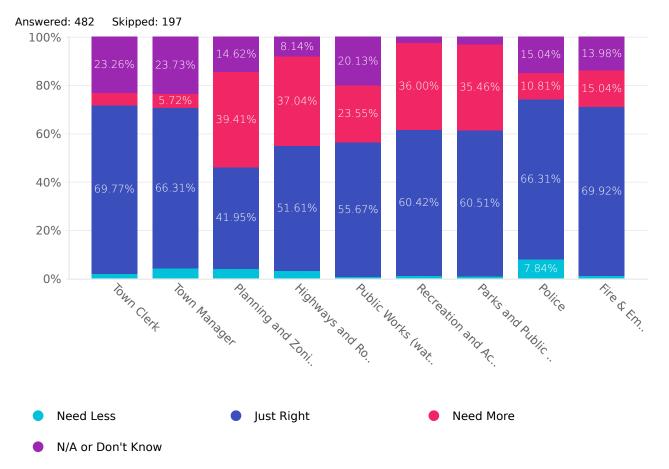


organization in Stowe.

Row	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree <b>(4)</b>	Don't know or not applicable	Average rating	Response count
I'm glad my business or organization is based in Stowe.	0.00% (0)	8.33% (11)	26.52% (35)	58.33% (77)	6.82% (9)	3.54	132
I can find the workers and resources I need here.	23.39% (29)	29.03% (36)	28.23% (35)	6.45% (8)	12.90% (16)	2.20	124
I can find and afford the property or business spaces I need here.	12.00% (15)	26.40% (33)	21.60% (27)	16.00% (20)	24.00% (30)	2.55	125
I can find and connect with my clients or customers here.	1.54% (2)	3.08% (4)	29.23% (38)	58.46% (76)	7.69% (10)	3.57	130
The Stowe community is supportive of my business or organization. The Town of Stowe is	5.30% (7)	7.58% (10)	34.85% (46)	46.21% (61)	6.06% (8)	3.30	132
supportive of my business or organization.	7.75% (10)	8.53% (11)	34.11% (44)	36.43% (47)	13.18% (17)	3.14	129
I'm optimistic about the future of my business or organization in Stowe.	4.55% (6)	10.61% (14)	37.12% (49)	42.42% (56)	5.30% (7)	3.24	132
Any comments?							20

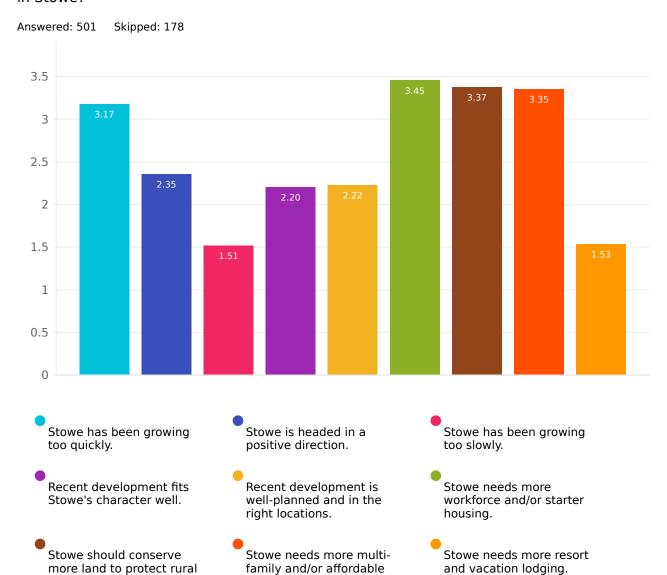
Average rating: 3.11

How do you feel about the municipal services provided by the Town of Stowe? Tell us whether you think we need more services, less, or have the right amount.



Row	Need Less	Just Right	Need More	N/A or Don't Know	Response count
Town Clerk	1.90% (9)	69.77% (330)	5.07% (24)	23.26% (110)	473
Town Manager	4.24% (20)	66.31% (313)	5.72% (27)	23.73% (112)	472
Planning and Zoning	4.03% (19)	41.95% (198)	39.41% (186)	14.62% (69)	472
Highways and Roads	3.21% (15)	51.61% (241)	37.04% (173)	8.14% (38)	467
Public Works (water, sewer)	0.64% (3)	55.67% (260)	23.55% (110)	20.13% (94)	467
Recreation and Activities	1.05% (5)	60.42% (287)	36.00% (171)	2.53% (12)	475
Parks and Public Spaces	0.85% (4)	60.51% (285)	35.46% (167)	3.18% (15)	471
Police	7.84% (37)	66.31% (313)	10.81% (51)	15.04% (71)	472
Fire & Emergency	1.06% (5)	69.92% (330)	15.04% (71)	13.98% (66)	472
Any other items or additional comments?					77

# How much you agree or disagree with these statements about growth and development in Stowe?



housing.

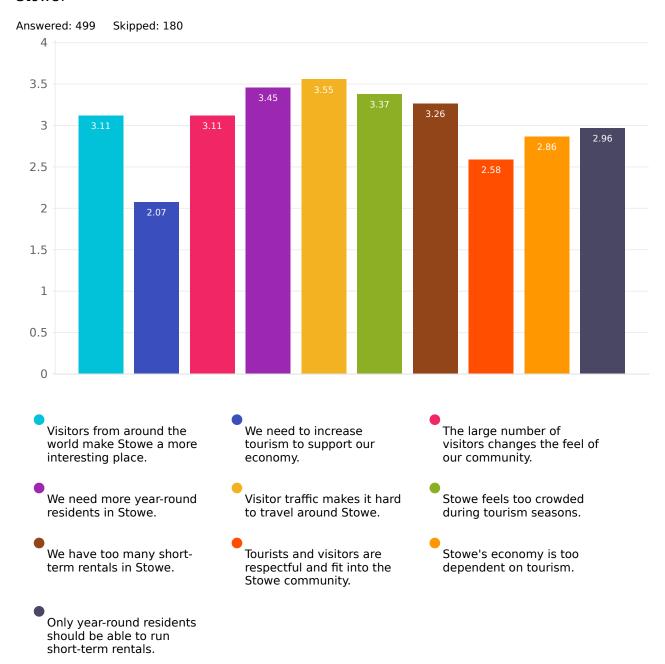
landscapes and natural

areas.

Row	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree <b>(4)</b>	Don't know or not applicable	Average rating	Response count
Stowe has been growing too quickly.	5.53% (27)	15.57% (76)	32.58% (159)	42.62% (208)	3.69% (18)	3.17	488
Stowe is headed in a positive direction.	17.04% (84)	34.08% (168)	36.51% (180)	6.69% (33)	5.68% (28)	2.35	493
Stowe has been growing too slowly.	59.26% (288)	28.60% (139)	7.20% (35)	2.26% (11)	2.67% (13)	1.51	486
Recent development fits Stowe's character well.	24.07% (117)	35.80% (174)	31.89% (155)	5.76% (28)	2.47% (12)	2.20	486
Recent development is well-planned and in the right locations.	23.24% (112)	31.54% (152)	35.27% (170)	4.56% (22)	5.39% (26)	2.22	482
Stowe needs more workforce and/or starter housing.	5.04% (25)	6.65% (33)	25.40% (126)	60.08% (298)	2.82% (14)	3.45	496
Stowe should conserve more land to protect rural landscapes and natural areas.	3.67% (18)	10.79% (53)	28.72% (141)	54.79% (269)	2.04% (10)	3.37	491
Stowe needs more multi-family and/or affordable housing.	6.67% (33)	8.08% (40)	27.27% (135)	55.76% (276)	2.22% (11)	3.35	495
Stowe needs more resort and vacation lodging.	56.97% (278)	32.38% (158)	5.74% (28)	2.46% (12)	2.46% (12)	1.53	488
Any comments?							100

Average rating: 2.58

# How much do you agree or disagree with these statements about tourism and visitors in Stowe?



Row	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree <b>(4)</b>	Don't know or not applicable	Average rating	Response count
Visitors from around the world make Stowe a more interesting place.	6.31% (31)	11.00% (54)	46.03% (226)	34.62% (170)	2.04% (10)	3.11	491
We need to increase tourism to support our economy.	28.37% (139)	40.00% (196)	20.00% (98)	7.76% (38)	3.88% (19)	2.07	490
The large number of visitors changes the feel of our community.	6.67% (33)	17.58% (87)	32.53% (161)	42.02% (208)	1.21% (6)	3.11	495
We need more year- round residents in Stowe.	4.07% (20)	8.15% (40)	24.64% (121)	59.06% (290)	4.07% (20)	3.45	491
Visitor traffic makes it hard to travel around Stowe.	1.81% (9)	6.44% (32)	26.76% (133)	64.79% (322)	0.20% (1)	3.55	497
Stowe feels too crowded during tourism seasons.	4.25% (21)	9.31% (46)	30.97% (153)	55.06% (272)	0.40%	3.37	494
We have too many short-term rentals in Stowe.	9.94% (48)	8.49% (41)	21.53% (104)	51.97% (251)	8.07% (39)	3.26	483
Tourists and visitors are respectful and fit into the Stowe community.	11.38% (56)	28.66% (141)	48.37% (238)	9.96% (49)	1.63% (8)	2.58	492
Stowe's economy is too dependent on tourism.	6.97% (34)	21.11% (103)	45.08% (220)	21.52% (105)	5.33% (26)	2.86	488
Only year-round residents should be able to run short-term rentals. Any comments or ways	15.98% (77)	11.20% (54)	27.18% (131)	39.63% (191)	6.02% (29)	2.96	482
that tourism impacts you (positive or negative)?							119

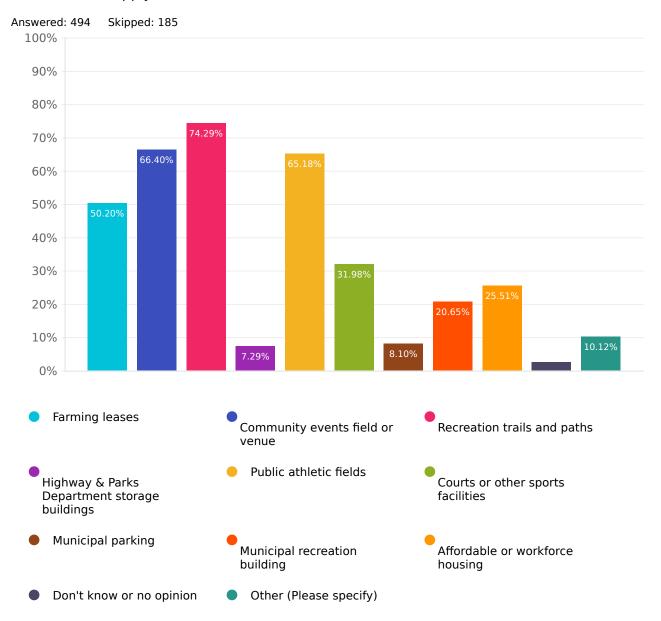
Average rating: 3.03

The Town of Stowe owns the Mayo Farm property. It is a 235-acre farm that is currently used for sports and event fields, trails (Stowe Recreation Path and Quiet Path), leased farm fields, and conserved wetlands/wildlife habitat.

Mayo Farm has a 25-year conservation easement that will soon renew. The Town can evaluate existing uses and consider potential new uses.

Which **future uses** do you think Stowe should consider for Mayo Farm?

Check all that apply.



Choices	Response percent	Response count
Farming leases	50.20%	248
Community events field or venue	66.40%	328
Recreation trails and paths	74.29%	367
Highway & Parks Department storage buildings	7.29%	36
Public athletic fields	65.18%	322
Courts or other sports facilities	31.98%	158
Municipal parking	8.10%	40
Municipal recreation building	20.65%	102
Affordable or workforce housing	25.51%	126
Don't know or no opinion	2.43%	12
Other (Please specify)	10.12%	50
Any additional comments?		102

#### Thank you!

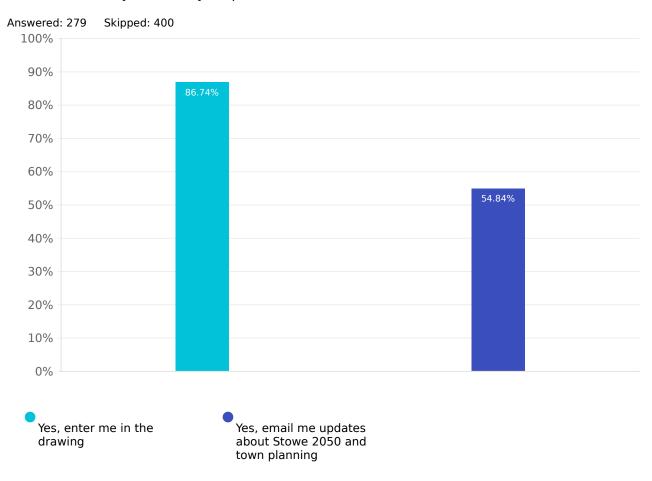
Thank you for sharing your ideas for the Stowe 2050 community survey! Your answers are submitted.

Please stay tuned and visit Stowe2050.org for more info, updates, conversations and planning events.

Q30

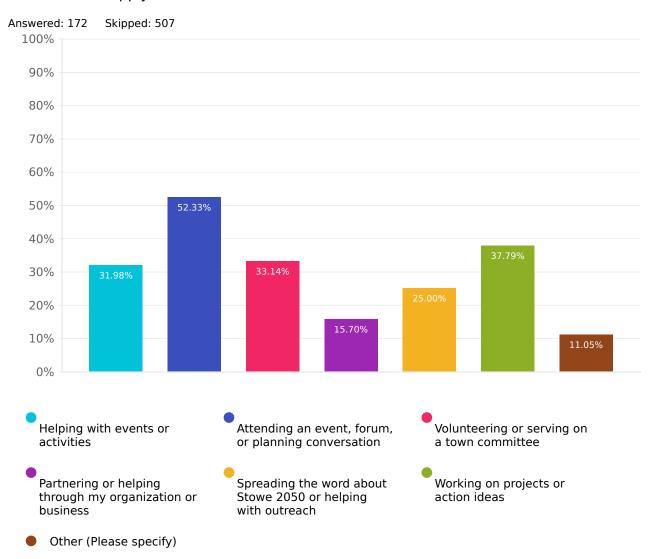
Would you like to enter the drawing for a gift card or get updates?

Check all that apply and share your contact info below. Your name and contact will not be associated with your survey responses.



Choices	Response percent	Response count
Yes, enter me in the drawing	86.74%	242
Yes, email me updates about Stowe 2050 and town planning	54.84%	153

# Are you interested in getting involved in other ways? Check all that apply.



Choices	Response percent	Response count
Helping with events or activities	31.98%	55
Attending an event, forum, or planning conversation	52.33%	90
Volunteering or serving on a town committee	33.14%	57
Partnering or helping through my organization or business	15.70%	27
Spreading the word about Stowe 2050 or helping with outreach	25.00%	43
Working on projects or action ideas	37.79%	65
Other (Please specify)	11.05%	19