

Our Geography & Natural Setting

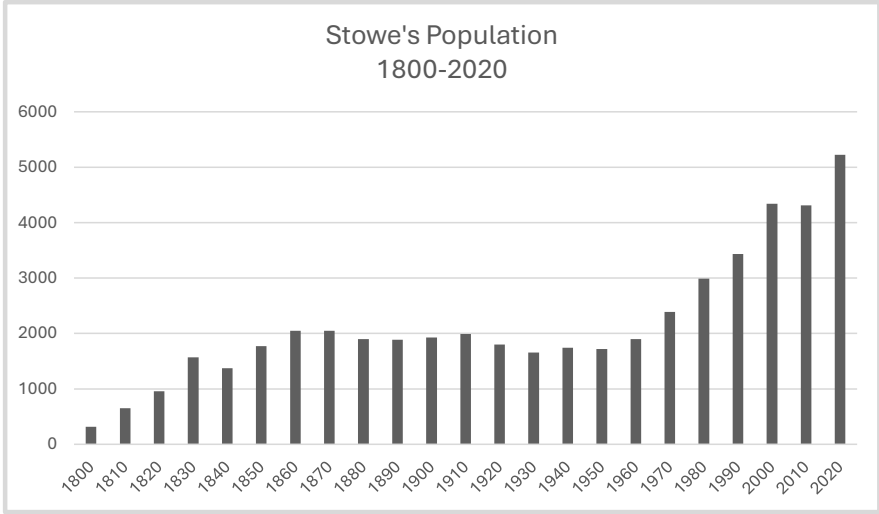
Located in Lamoille County, Stowe is one of Vermont's largest towns, covering approximately ±72.57 square miles. Framed by Vermont's tallest peak -Mount Mansfield to the west and the Worcester Range to the east, Stowe's landscape features rugged mountains, forested hillsides, and scenic river valleys. Together, these rivers, mountains, and valleys provide far more than a picturesque backdrop—they have shaped the people, places, and spirit of our community. They form the foundation of our history, identity, and the vision we carry forward into the future. They have guided settlement patterns, influenced development, and fostered a deep and lasting connection to our natural environment. These scenic landscapes are not just where our story takes place—they are a defining element of our community identity, central to who we are and how we live.

Population & Demographics

Understanding past and projected demographic trends is essential for planning for our future. Data on population size, age distribution, and income levels provide valuable insights into housing needs, public services, infrastructure, and economic opportunities. Additionally, these statistics reflect the diversity and character of our community. The U.S. Census Bureau collects and updates this demographic information in 10-year increments, serving as a key resource for guiding our community planning efforts.

Stowe's population remained relatively stable until 1970, after which it began a steady upward trend. Over the next five decades—except for a slight decline between 2000 and 2010—our population has gradually increased, reaching 5,223 permanent residents by 2020—representing approximately 20% of Lamoille County's total population.

According to the U.S. Census, Stowe grew by 909 residents between 2010 and 2020, a 21.1% increase and one of the highest growth rates among Vermont towns during that period. This marks a significant contrast from the previous decade's small decline of 25 residents. While it's unclear whether the recent population growth will continue or was a temporary result of the COVID-19 pandemic—when many seasonal homes became occupied—the broader trend since 1970 shows steady population growth in Stowe.



Source: US Census

1820	1830	1840	1850	1860	1870	1880
957	1570	1371	1771	2046	2049	1896
	64%	-12.6%	29%	15.5%	0.14%	-7.5%

1890	1900	1910	1920	1930	1940	1950
1886	1926	1991	1800	1654	1741	1720
.5%	2%	3%	-9.5%	-8.1%	5.2%	-1.2%

1960	1970	1980	1990	2000	2010	2020
1901	2388	2991	3433	4339	4314	5223
10.5%	25.6%	25.2%	14.8%	26.4%	-0.58%	21.1%

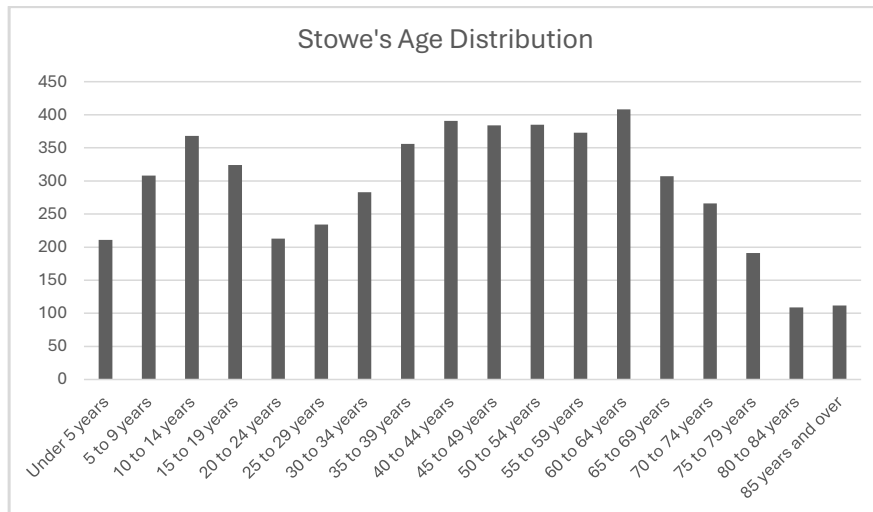
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Seasonal Resident and Tourist Population

Given Stowe’s strong tourism economy and wealth of natural amenities, we often experience a significant increase in population during peak tourism seasons and major holidays. While our year-round resident population is just over 5,000, that number can more than double during busy times of the year. Estimates suggest that on peak days—such as holiday weekends or during peak ski season—the combined number of residents and visitors can exceed 10,000 to 12,000 people. This increase in population is largely fueled by Stowe’s hospitality capacity, which includes over 1,400 traditional lodging rooms and an estimated 1,100 short-term rental units—many of which reach full occupancy during peak periods.

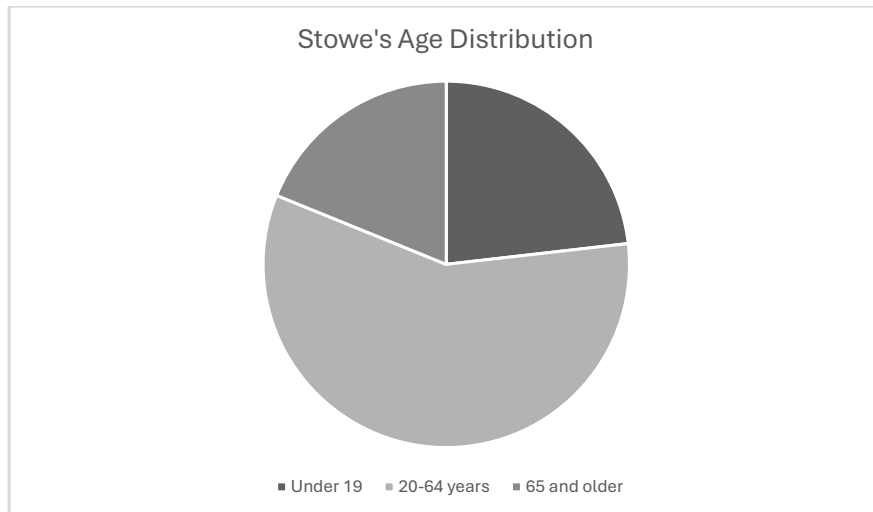
Age & Sex Distribution

Age and sex distribution data provide insights into the composition and dynamics of a population. As estimated in the 2020 Census, Stowe's population consists of nearly equal number of men and women with 2614 persons documented as male and 2609 persons documented as female. The chart below illustrates the age distribution of Stowe's estimated 5,223 permanent residents.

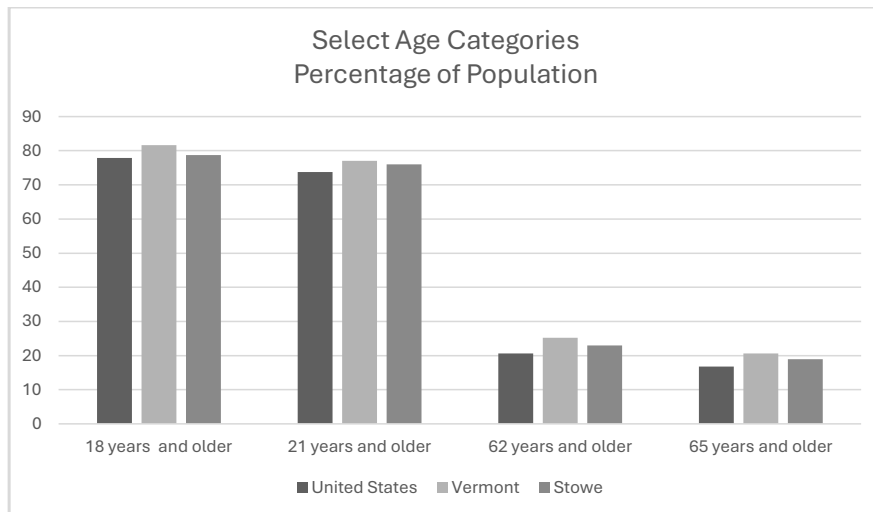


As estimated in the 2020 Census, Stowe's population includes 1,211 individuals under the age of 19, making up approximately 23.1% of the town's total population. The largest demographic group consists of adults between the ages of 35 and 64, who account for about 53.9% of the population, reflecting the town's adult working-age population. Roughly 985 residents, or 18.9% of Stowe's population, are 65 years or older, indicating a significant (and growing) senior community. For comparison, in 2010 this same age group (65 years or older) represented only 10% of Stowe's overall population.

According to the 2020 Census, Stowe's median age was 43.9 years—slightly higher than Vermont's median age of 43.5 and notably above the national median age of 38.8—highlighting the town's older-than-average population profile.



In 2020, Stowe had a slightly higher percentage of residents under 18 years old (21.3%) compared to the statewide average (18.4%), and a slightly lower percentage of residents aged 65 and older (18.9%) compared to the statewide figure of 20.6%, as shown in the chart below.



Only 28% of Stowe's permanent population was born in Vermont, which is lower than the statewide rate, while 92% were born in the United States.

Race & Ethnicity

According to the 2020 Census, Stowe's racial and ethnic composition was predominantly white accounting for 90.8% of the population. Individuals identifying as two or more races made up 6.0%. The Hispanic or Latino population represented 3.4% of Stowe's residents. The Black or African American population represented 1.3%. Other racial groups, including Asian, American Indian and Alaska Native each constituted less than 1% of the population.

Income

Stowe's estimated median household income is \$86,304—higher than both the Lamoille County median of \$69,897 and the Vermont statewide median household income of \$81,211.

In 2023, Stowe ranked 11th among Vermont municipalities in total adjusted gross income collected.

Town Name	Returns	Adjusted Gross Income (AGI)
Burlington	19,270	1,565,744,658
South Burlington	10,704	1,166,915,496
Colchester	8,679	832,142,690
Shelburne	4,016	741,089,731
Williston	5,523	684,059,325
Essex Jct.	6,826	609,880,499
Essex Town	4,944	519,907,435
Rutland City	8,065	490,836,778
Milton	5,793	463,770,081
Hartford	5,518	463,653,031
Stowe	2,876	455,101,503
Bennington	7,437	447,640,622
Charlotte	1,859	392,983,213
Montpelier	4,316	374,558,403
Brattleboro	5,544	367,956,579

Educational Attainment

Stowe has a highly educated population, with 94% of residents aged 25 and over having completed high school or higher, and 54% holding a bachelor's degree or higher—rates that surpass those of Lamoille County, and the U.S. overall. This strong educational attainment supports Stowe's vibrant community and diverse economy, including tourism, professional services, and entrepreneurship.