



Methodology

Online questionnaire fielded from Oct 16 - Nov 2, 2021.
A total of 592 people responded.

Regions

Chittenden County (n=245)
Northern VT & Central Green Mountains (n=232): Caledonia, Essex, Franklin, Grand Isle, Lamoille, Orleans, & Washington County
Central & Southern VT (n=115): Addison, Bennington, Orange, Rutland, Windham, and Windsor County

Ages

24 & younger (n=70)
25-34 (n=244)
35-44 (n=145)
45-54 (n=64)
55 and older (n=59)

Contact Us

www.ontheflyvermont.com/contact-us
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Outdoor Dining Winter Amenities

With a limited selection of outdoor dining options across the state, outdoor dining may be an opportunity for your business with the right infrastructure in place.

Over-communicate what outdoor seating looks like so that customers know what to expect and be prepared (e.g., how many heat lamps, bring your own blankets)

Blankets are not universally supported. Consider selling scarves or blankets as an option to stay warm and avoid sharing items.

By Region % MORE Likely to Outdoor Dine if...

Region	Heat lamps	Outdoor structure (tent, igloo, etc.)	Blankets
Chittenden	75%	85%	40%
Northern VT & Central Green Mtns	70%	65%	50%
Central & Southern VT	65%	65%	45%

% LESS Likely to Outdoor Dine if...

By Age % MORE Likely to Outdoor Dine if...

Age Group	Heat lamps provided	Outdoor structure (tent, igloo, etc.)	Blankets
24 & younger	75%	85%	50%
25-34	70%	75%	45%
35-44	65%	70%	40%
44-55	65%	65%	40%
55 and older	65%	65%	35%

% LESS Likely to Outdoor Dine if...

COVID-19 Comfort Levels by Region & by Age

Feeling "very concerned" about spreading COVID-19 decreases with age

Region	Worried I might spread COVID-19 to others without knowing I have it	I may get COVID-19 and need medical attention
Chittenden	85% Not at all concerned, 15% Somewhat concerned, 0% Very concerned	80% Not at all concerned, 20% Somewhat concerned, 0% Very concerned
Northern VT & Central Green Mtns	80% Not at all concerned, 20% Somewhat concerned, 0% Very concerned	75% Not at all concerned, 25% Somewhat concerned, 0% Very concerned
Central & Southern VT	85% Not at all concerned, 15% Somewhat concerned, 0% Very concerned	75% Not at all concerned, 25% Somewhat concerned, 0% Very concerned

Age Group	Worried I might spread COVID-19 to others without knowing I have it	I may get COVID-19 and need medical attention
24 & younger	85% Not at all concerned, 15% Somewhat concerned, 0% Very concerned	80% Not at all concerned, 20% Somewhat concerned, 0% Very concerned
25-34	80% Not at all concerned, 20% Somewhat concerned, 0% Very concerned	75% Not at all concerned, 25% Somewhat concerned, 0% Very concerned
35-44	75% Not at all concerned, 25% Somewhat concerned, 0% Very concerned	70% Not at all concerned, 30% Somewhat concerned, 0% Very concerned
44-55	70% Not at all concerned, 30% Somewhat concerned, 0% Very concerned	65% Not at all concerned, 35% Somewhat concerned, 0% Very concerned
55 and older	65% Not at all concerned, 35% Somewhat concerned, 0% Very concerned	60% Not at all concerned, 40% Somewhat concerned, 0% Very concerned

Personal COVID-19 Concerns

A majority of respondents feel concerned about COVID-19.

Compared to national averages, Vermont ranks higher:

- Spreading it (89% vs 50%)
- Needing hospitalization (81% vs 66%)

This shows us that Vermonters are still taking the pandemic seriously today.

The Threat of COVID-19 on Vermont & Personal Lives

Nearly 100% of respondents say COVID-19 is still a threat to Vermont: both the economy and the health of residents.

When it comes to themselves, respondents are slightly more optimistic.

Outside of Chittenden County, there is a greater concern on how COVID-19 may impact their personal finances and health.

With tourism as major part of the state, the pandemic may still be having an impact on the livelihood of our community.

The threat of COVID-19 to Vermont, By Region & Age

Region	The Vermont economy	The health of Vermonters
Chittenden	95% Not a threat, 5% Minor threat, 0% Major threat	95% Not a threat, 5% Minor threat, 0% Major threat
Northern VT & Central Green Mtns	90% Not a threat, 10% Minor threat, 0% Major threat	90% Not a threat, 10% Minor threat, 0% Major threat
Central & Southern VT	95% Not a threat, 5% Minor threat, 0% Major threat	95% Not a threat, 5% Minor threat, 0% Major threat

Age Group	The Vermont economy	The health of Vermonters
24 & younger	95% Not a threat, 5% Minor threat, 0% Major threat	95% Not a threat, 5% Minor threat, 0% Major threat
25-34	90% Not a threat, 10% Minor threat, 0% Major threat	90% Not a threat, 10% Minor threat, 0% Major threat
35-44	85% Not a threat, 15% Minor threat, 0% Major threat	85% Not a threat, 15% Minor threat, 0% Major threat
44-55	80% Not a threat, 20% Minor threat, 0% Major threat	80% Not a threat, 20% Minor threat, 0% Major threat
55 and older	75% Not a threat, 25% Minor threat, 0% Major threat	75% Not a threat, 25% Minor threat, 0% Major threat

The threat of COVID-19 to Personal Life, By Region & Age

Respondents outside of Chittenden County see COVID-19 as a major threat to their personal lives

Seeing COVID-19 as a threat to personal finances decreases with age

Region	My personal finances	My personal health
Chittenden	95% Not a threat, 5% Minor threat, 0% Major threat	95% Not a threat, 5% Minor threat, 0% Major threat
Northern VT & Central Green Mtns	85% Not a threat, 15% Minor threat, 0% Major threat	85% Not a threat, 15% Minor threat, 0% Major threat
Central & Southern VT	80% Not a threat, 20% Minor threat, 0% Major threat	80% Not a threat, 20% Minor threat, 0% Major threat

Age Group	My personal finances	My personal health
24 & younger	95% Not a threat, 5% Minor threat, 0% Major threat	95% Not a threat, 5% Minor threat, 0% Major threat
25-34	85% Not a threat, 15% Minor threat, 0% Major threat	85% Not a threat, 15% Minor threat, 0% Major threat
35-44	75% Not a threat, 25% Minor threat, 0% Major threat	75% Not a threat, 25% Minor threat, 0% Major threat
44-55	65% Not a threat, 35% Minor threat, 0% Major threat	65% Not a threat, 35% Minor threat, 0% Major threat
55 and older	55% Not a threat, 45% Minor threat, 0% Major threat	55% Not a threat, 45% Minor threat, 0% Major threat

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