

Carbon and Emery Counties Residents' Opinions on Tourism: Longitudinal Survey Results 2021-2025

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The following brief compares findings from the 2025 Utah Office of Tourism's survey of Carbon and Emery area residents to the results from 2021.

Overview

In 2025, respondents offer insights into their perceptions of tourism in their community. Perspectives on tourism's effect on the community decreased slightly yet remained relatively consistent from 2021 to 2025. Regarding the impact on quality of life, the share of positive responses decreased from 40% in 2021 to 33% in 2025, while the share of neutral responses increased from 38% to 47% in 2025.

The majority of respondents describe the volume of tourism as either "a great deal" or "some" (26% and 55%, respectively), while 17% report "little" tourism. Respondents provide a range of responses regarding the impact of tourism on their community. The share of respondents indicating a negative or very negative impact on their communities increased slightly. That said, over 60% of respondents indicate the positive effect of tourism on the natural environment in Utah, and over 50% the positive effect on the community's overall reputation. The quality of infrastructure and housing affordability received the highest share of negative responses, with 47% and 48% of respondents (respectively) indicating very negative or negative impacts. A large majority (70%) of area residents say their community is able to provide a positive visitor experience.

Methodological Note

The report visually compares the results of the 2021 and 2025 surveys for each survey question, presenting them side-by-side in graphs. In the written summary, similar responses on the five-point scale are often grouped together, such as combining 1 and 2, and 4 and 5. Any differences between the results of the two years are noted, though it's important to note that differences may not be statistically significant due to small sample sizes. Variations between the samples may have influenced responses, underscoring the importance of ongoing observations in future surveys.

In addition to quantitative survey findings, there are three open-ended questions. All verbatim responses to these questions are included in Appendix E.

The Appendices include the following:

- A Survey Methodology
- B Demographic Profile
- C 2025 Local Area Survey Questionnaire
- D Carbon and Emery Counties' Results for 2021 and 2025
- E Verbatim Comments

Experience with Tourism

Respondents' perceptions regarding the amount of tourism in their community remained relatively consistent from 2021 to 2025 (Figure 1). There was a slight decrease in the share of respondents indicating their income depends on tourism, from 19% in 2021 to 12% in 2025 (Figure 2).

Figure 1: Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is...?



Figure 2: Does any of your household income depend on tourism-related activities?



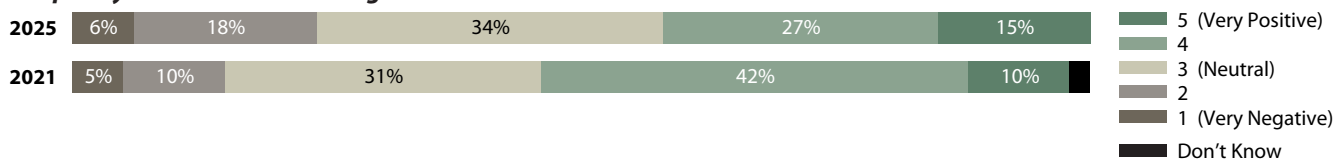
Effect of Tourism on Community

When evaluating a series of statements about the effects of tourism on their community, tourism's impact on the natural environment had the largest increase in positive responses from 2021 and the highest share of positive responses (rating it a four or five), increasing from 44% in 2021 to 62% in 2025 (see Figure 3-B). Additionally, just over 50% of 2025 respondents indicate tourism's positive influence on the community's overall reputation (see Figure 3-C).

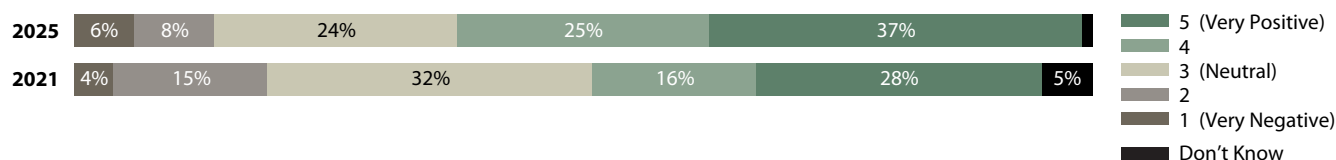
Conversely, tourism's impact on housing affordability had the largest increase in negative responses from 2021 and received the highest share of negative responses in 2025, increasing from 33% to 48% rating it one or two across (see Figure 3-E). Tourism's impact on the quality of infrastructure receives a high share of negative responses (47%), and the share of respondents indicating tourism's negative impact on job opportunities and quality of amenities also increases (see Figure 3-G, 3-F, and 3-A respectively).

Figure 3 (A-H): For the next few statements, we would like your opinion on the effect of tourism in your local area. On a scale of one-to-five, with one meaning "very negative" and five meaning "very positive," how would you describe tourism's effect on...

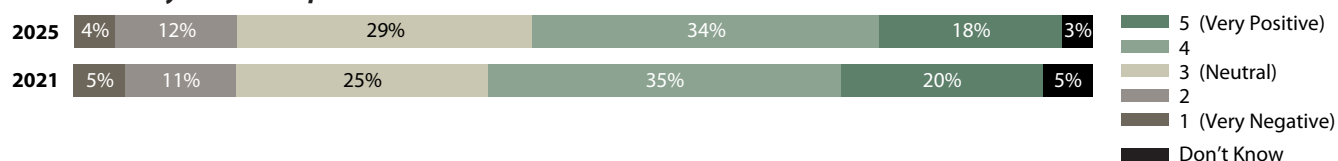
A: The quality of amenities such as gas stations and retail store in the tourist areas?



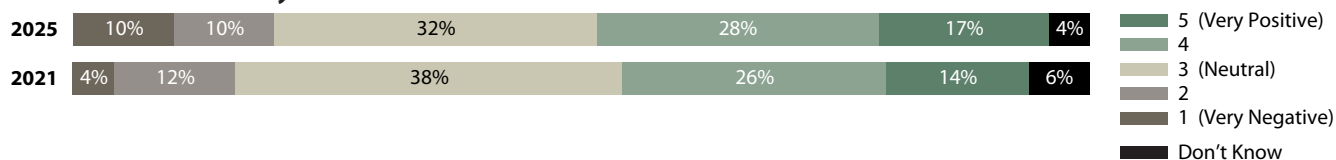
B: The natural environment in Utah?



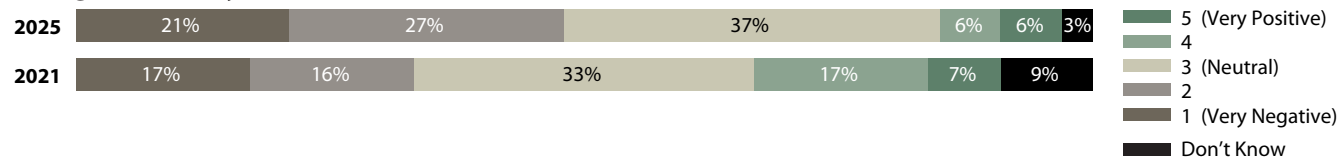
C: Your community's overall reputation?



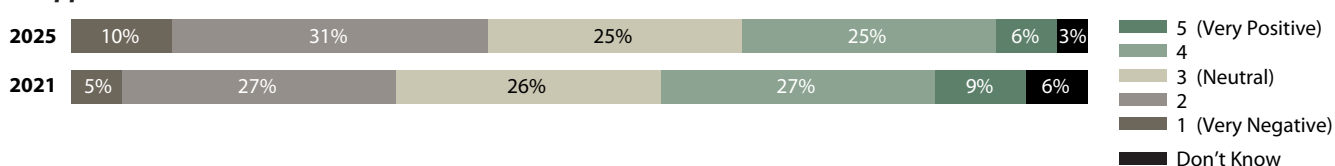
D: Human health and safety?



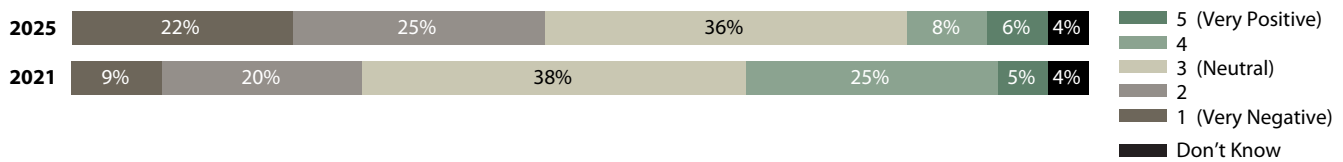
E: Housing affordability?



F: Job opportunities for local residents?



G: The quality of infrastructure like public transportation, roads and bridges, and utilities?



H: The opportunity to meet and better understand people from different backgrounds?

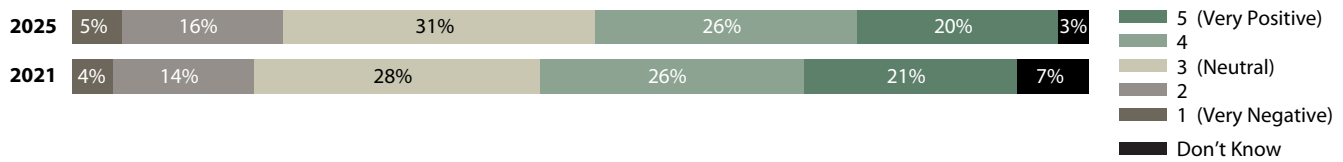
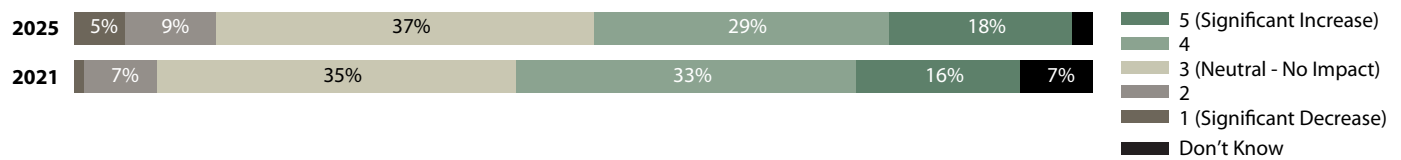


Figure 4: On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area, such as gas stations and retail stores?



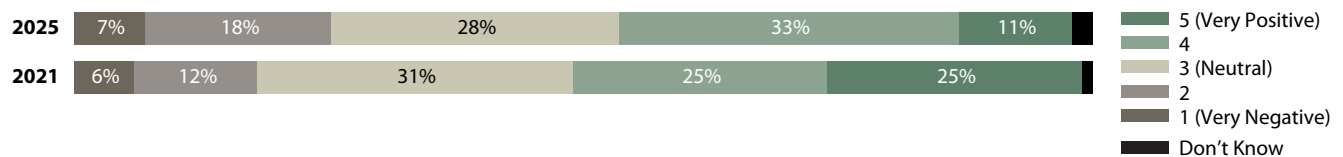
Effect of Tourism on Quality, Quantity, and Access to Experiences

From 2021 to 2025, respondents' sentiment declined regarding tourism's effect on the quality and quantity of arts and cultural experiences, dining options, and spectator events (see Figures 5-A through 5-F). For example, the share of respondents indicating a positive effect (selecting 4 or 5) on the number of arts and cultural experiences decreased from 50% in 2021 to 44% in 2025 (see Figure 5-A). Similarly, the share of respondents indicating tourism's positive effect on the number of dining options decreases from 40% in 2021 to 30% in 2025 (see Figure 5-C).

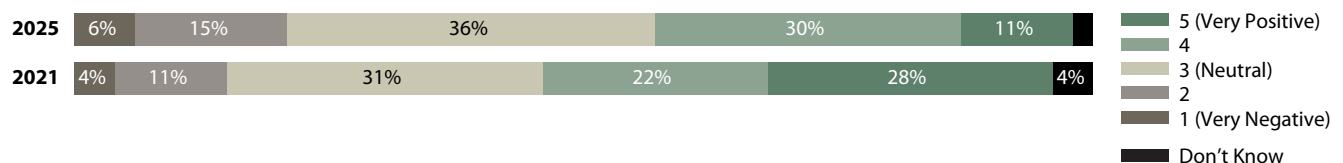
That said, the share of respondents indicating tourism's positive effect on number and quality of recreational opportunities remains relatively consistent (>50% positive) across both survey years (see Figures 5-G and 5-H). Tourism's effect on access to recreational opportunities had the largest share of positive responses, with 58% of respondents selecting 4 or 5.

Figure 5 (A-I): The following statements ask about the effect of tourism on the quality, quantity, and access to experiences in your local area. Using the same one-to-five scale, with one meaning "very negative" and five meaning "very positive," how would you describe tourism's effect on...

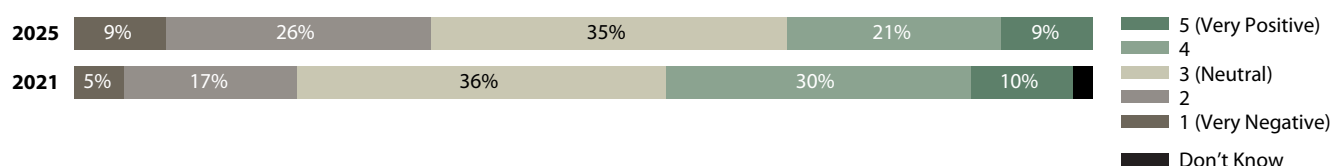
A: The number of arts and cultural experiences?



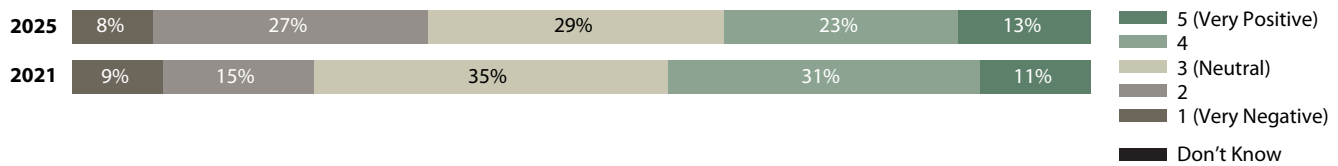
B: The quality of arts and cultural experiences?



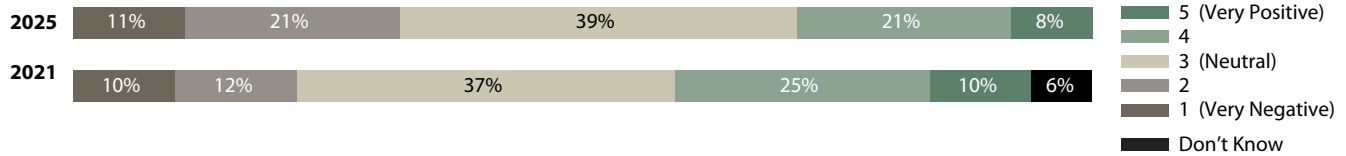
C: The number of dining options?



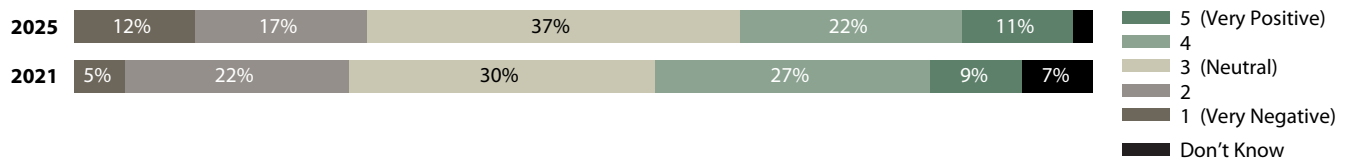
D: The quality of dining options?



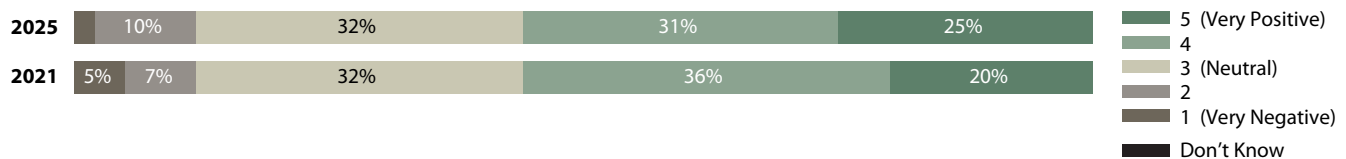
E: The number of spectator events?



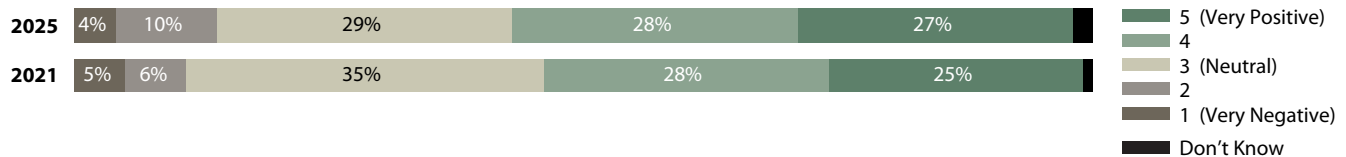
F: The quality of spectator events?



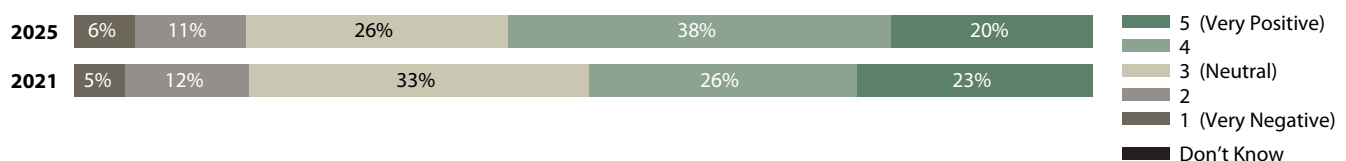
G: The number of recreational opportunities?



H: The quality of recreational opportunities?



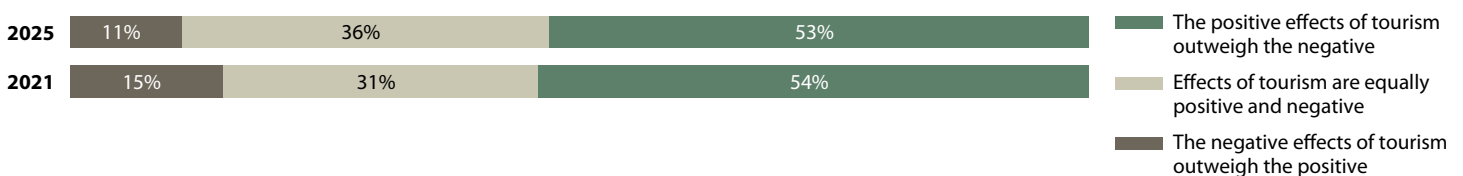
I: Your ability to access recreational opportunities?



Opinion on Tourism

The share of respondents indicating the negative effects of tourism outweigh the positive slightly decreases from 2021 to 2025, but the share indicating the positive effects of tourism outweigh the negative remains relatively consistent (Figure 6).

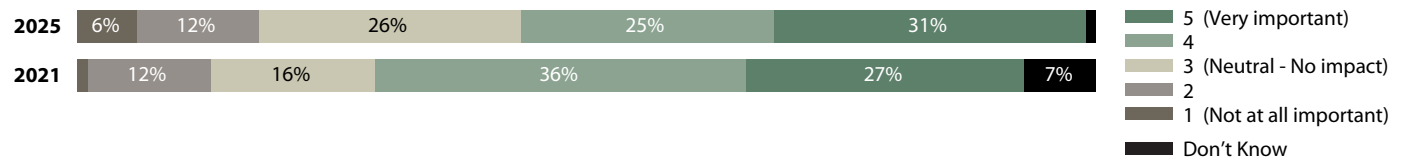
Figure 6: Still, thinking about the effects of tourism in your community, in your opinion, which of the following statements would you say most accurately reflects your opinion?



Importance to Economy

The share of survey respondents indicating that tourism is important to the local economy (rating four or five) decreased from 63% in 2021 to 56% in 2025.

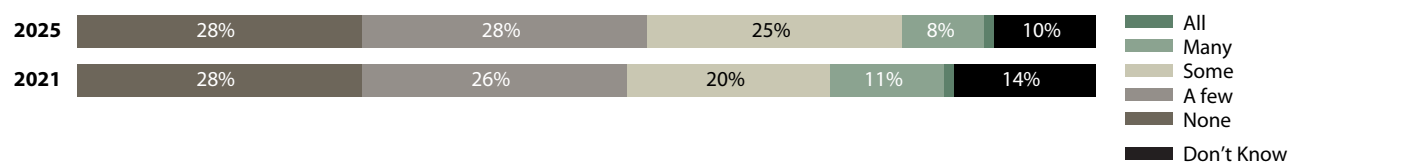
Figure 7: Overall, how important is tourism to the local economy in your area? Please use a one-to-five scale, with one meaning "not at all important" and five meaning "very important."



Accommodating Tourism

Over half of respondents (56%) report that most places in their area can comfortably handle tourism. On the other hand, just 9% believe that many or all local areas struggle to accommodate the number of visitors. There is little fluctuation in the percentage figures reported between 2021 and 2025, indicating a consistent trend over time.

Figure 8: Are there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...



Community Provides a Positive Experience

In both 2021 and 2025, the majority of residents (68% and 70% respectively) indicated their community was able to provide a positive visitor experience. However, fewer respondents give the "strongest" rating in the 2025 survey, indicating a decline in confidence.

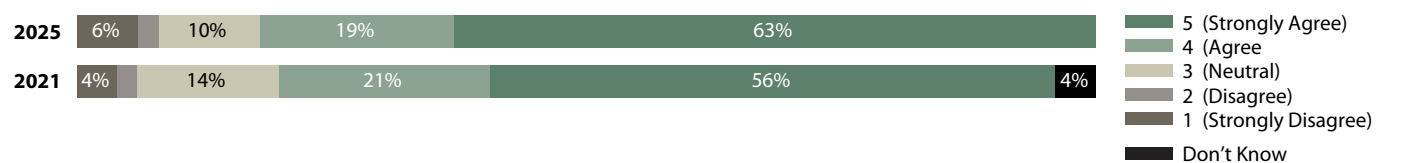
Figure 9: Do you feel your community is able to provide a positive visitor experience? Please use a one-to-five scale, with one meaning "definitely not" and five meaning "definitely."



State Support of Local Tourism Efforts

Most 2025 respondents (82%) agree that the state tourism office should support local tourism efforts (rate 4 or 5). This percentage remained relatively consistent from 2021 (77%) (see Figure 10).

Figure 10: How much do you agree or disagree with the following statement? "The state tourism office should support local tourism efforts."

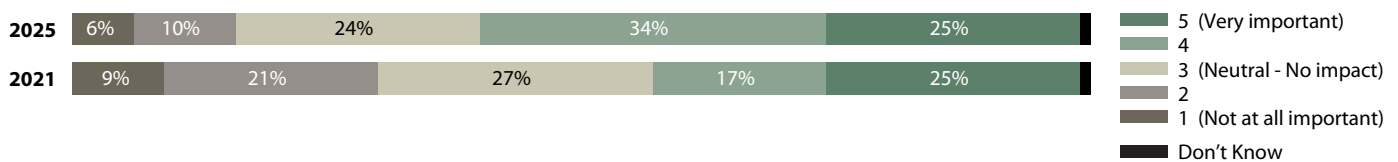


Use of Visitor-Related Tax

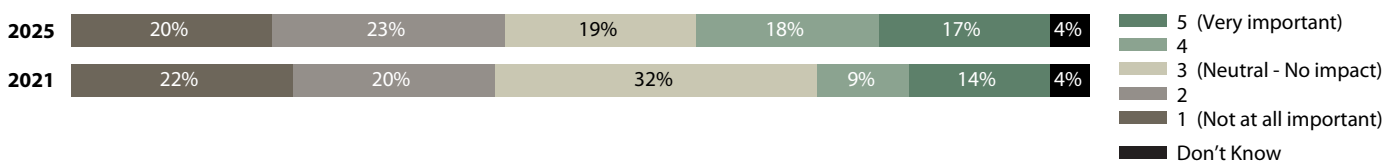
When presented with various spending options for visitor-related taxes, the largest share of respondents consistently reports the following categories as important (rating four or five) from 2021 to 2025: search and rescue (83%), recreation infrastructure (80%), transportation infrastructure (72%), historical preservation (70%), garbage and recycling (68%), and environmental protection (67%). Three-quarters of respondents (75%) indicate cellular services is an important spending category, up from 54% in 2021. Spending priorities with the highest share of respondents indicating low importance (rating 1 or 2) included public transit (43%) and local and regional airport facilities (37%).

Figure 11 (A-N): The following list contains possible categories of spending for visitor-related taxes. Choices vary based on local decision-making. Please use a one-to-five scale to indicate how important you feel the following categories of spending are for future use of visitor taxes in your community, with one meaning "not at all important" and five meaning "very important."

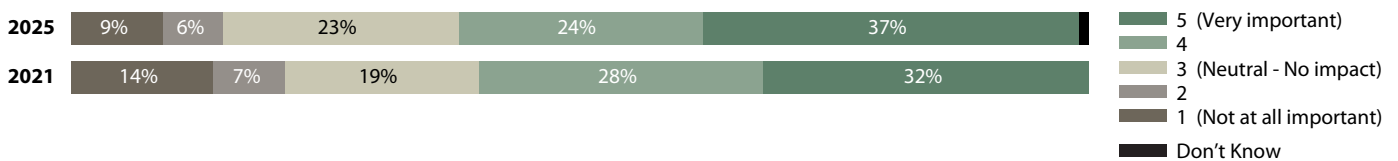
A: Parking accommodations (parking lots) in tourism areas?



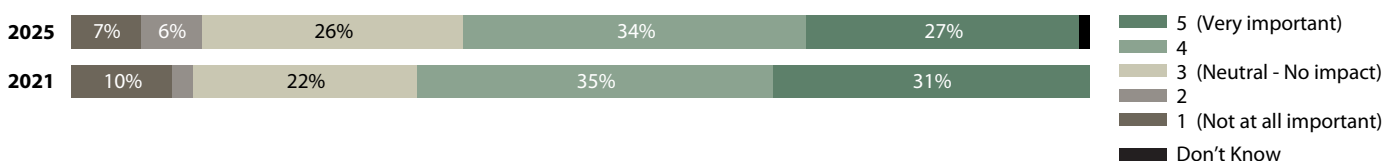
B: Public transit, like shuttles, buses, and trains?



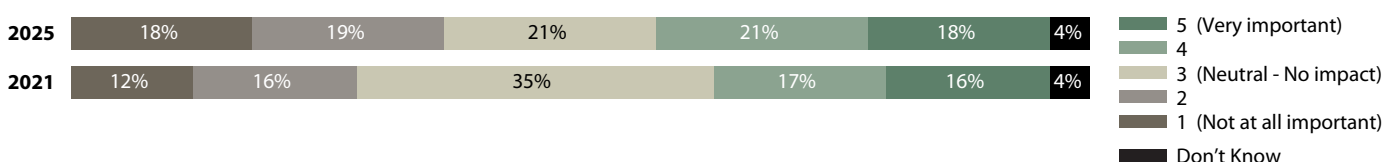
C: High-speed internet (broadband) in tourism areas?



D: Tourism promotion?



E: Local and regional airport facilities?



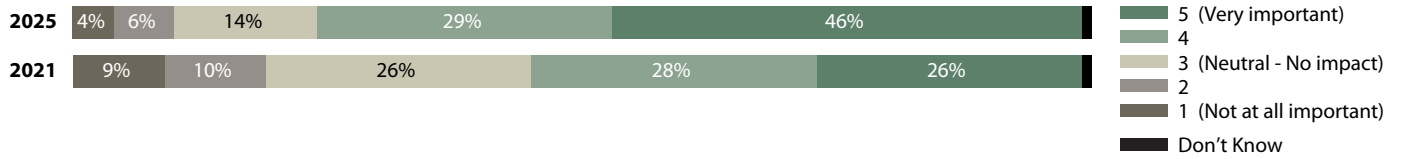
F: Local search and rescue capabilities?



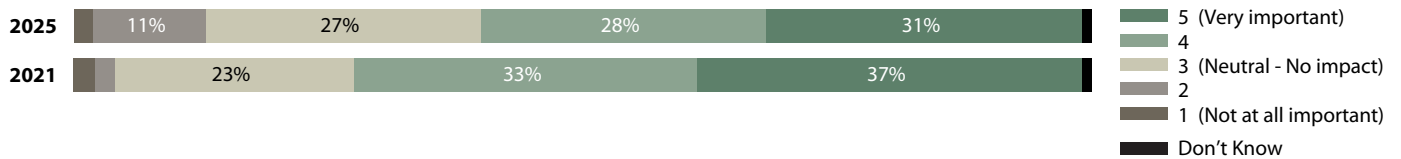
G: Environment protection and repair of damaged areas (land, water, etc.)?



H: Cellular service?



I: Visitor education regarding how to best respect and support the local community?



J: Transportation infrastructure like roads and bridges?



K: Garbage and recycling disposal and collection in tourism areas?



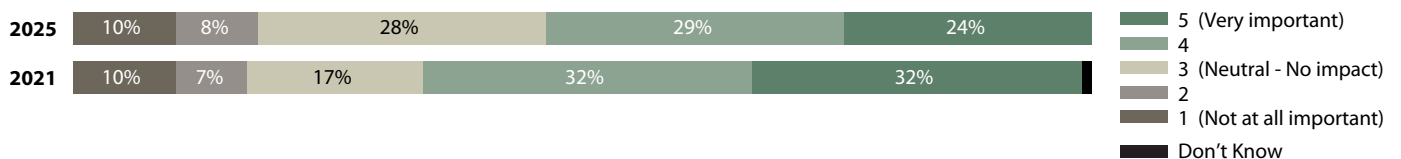
L: Recreation infrastructure like trails, campgrounds, parks, and restrooms?



M: Historical preservation of community assets?



N: Arts and culture investment?



Environmental Sustainability

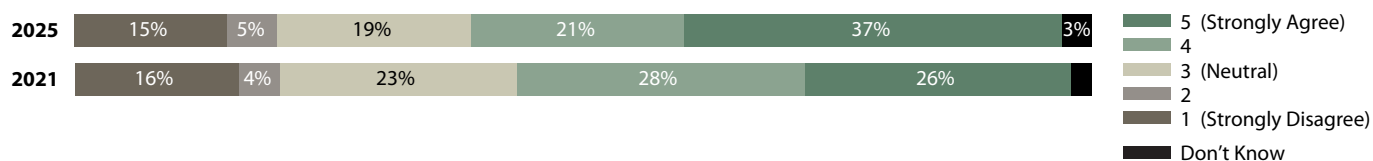
In general, agreement regarding environmental sustainability remains high from 2021 to 2025, with over 50% of respondents in agreement on all items (rating four or five). Agreement regarding the compatibility of natural resource protection and tourism remains above 70%. Strong agreement (rating five) increases regarding long-term government planning (26% to 37%) and protecting natural resources (53% to 62%). Agreement with the belief that long-term planning helps reduce negative environmental impacts of tourism remains relatively consistent from 2021, with 58% of respondents in agreement. While the share of respondents decreases slightly regarding the role of the Office of Tourism in educating visitors, agreement continues to exceed 70%.

Figure 12 (A-D): Now, I am going to read a few statements focused on environmental sustainability. Using a one-to-five scale, with one being "strongly disagree" and five being "strongly agree," how much do you agree or disagree with the following statements?

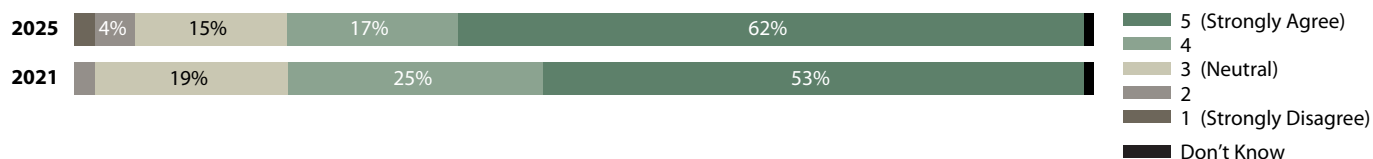
A: Natural resource protection and tourism can be compatible.



B: Long-term government planning helps reduce the potentially negative environmental impacts of tourism.



C: Natural resources should be protected in Utah.



D: The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment and how to travel responsibly.



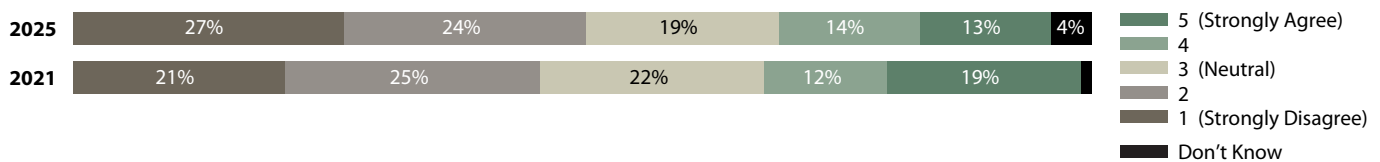
Perception of Visitors/Tourism

Fourteen statements were used to measure respondents' general perception of tourism in their area. The statements with the highest level of agreement include visitors feeling welcome (72%), enjoying interactions with visitors (62%), and tourism supporting businesses in the community that are valuable to them (50%) (see Figures 13-C, 13-H, and 13-I).

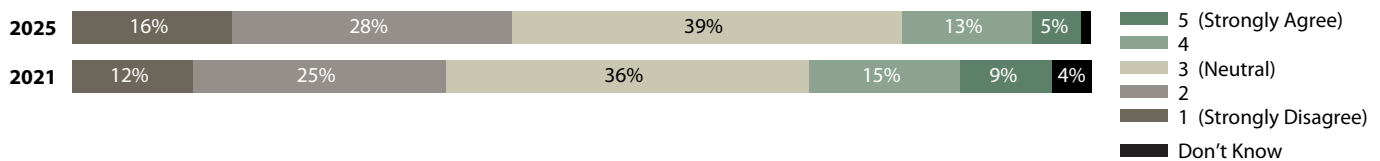
The items with highest share of respondents in disagreement include opposition to the statement that tourism has made their community an unaffordable place to live (58% disagree), that they prefer to have as little contact as possible with visitors (54% disagree), that government does a good job balancing residents' and visitors' needs (45% disagree), and the state government valuing input from residents about tourism in their area (see Figures 13-G, 13-E, 13-J and 13-K).

Figure 13 (A-N): Now, in regard to your perceptions of visitors... Please tell me whether you agree or disagree with the following statements, using the one-to-five scale, with one meaning you "strongly disagree" and five meaning you "strongly agree."

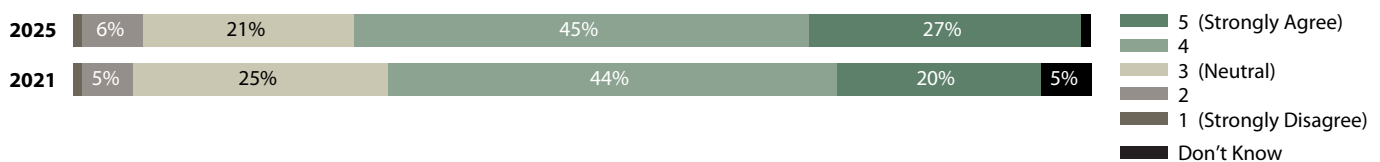
A: My area would be a dull place if visitors did not come.



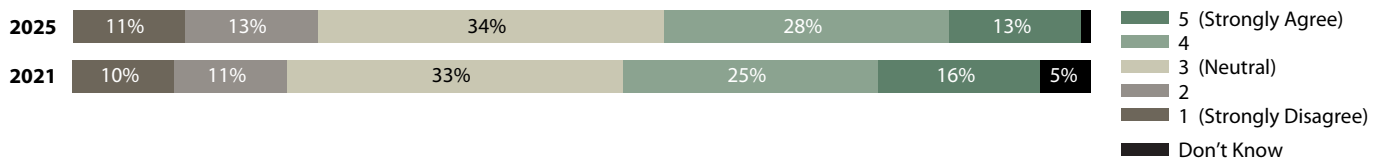
B: In our area, our way of life has changed to suit visitors.



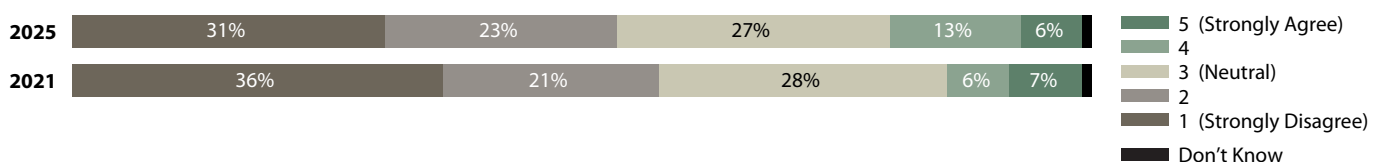
C: Overall, I think visitors to my area feel welcomed.



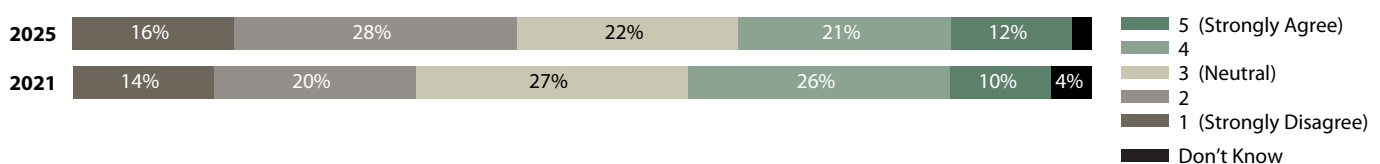
D: Tourism has made locals prouder of our area.



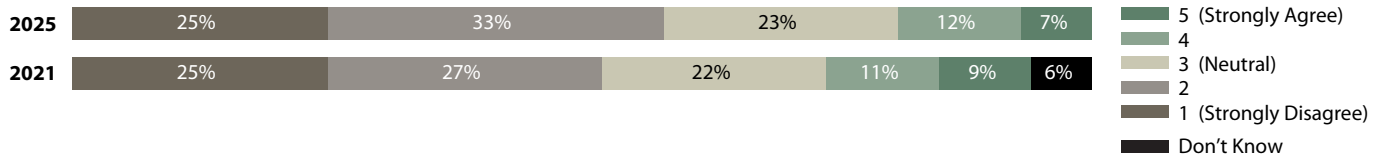
E: I prefer to have as little contact as possible with visitors.



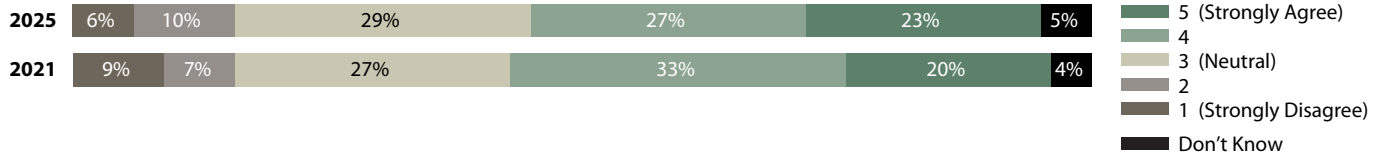
F: Residents benefit from a wide variety of cultural activities in my area because of tourism.



G: Tourism has made my community an unaffordable place for many to live.



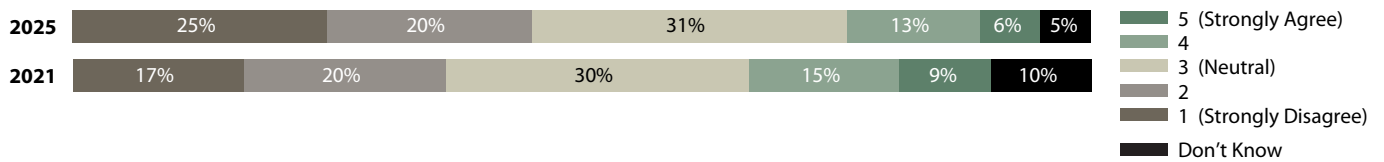
H: Tourism supports businesses in my community that are valuable to me.



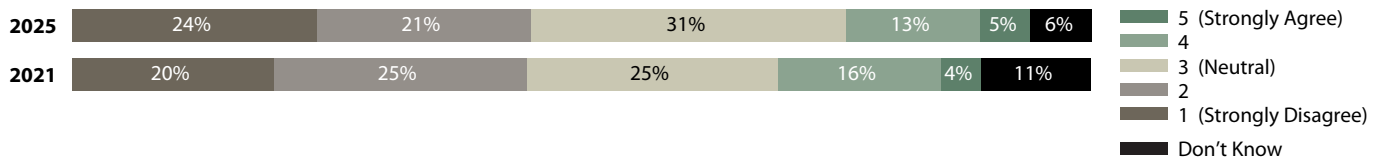
I: I enjoy interactions with visitors.



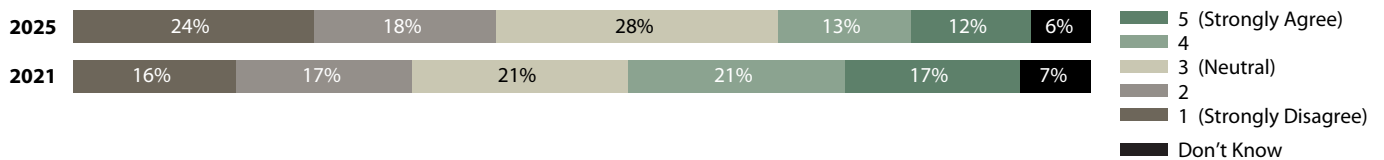
J: Government does a good job balancing residents' and visitors' needs.



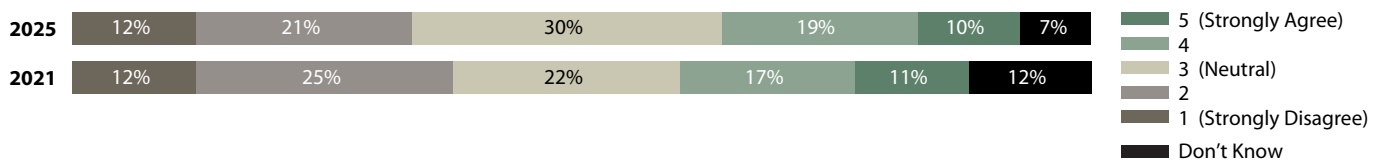
K: State government values input from residents about tourism in my area.



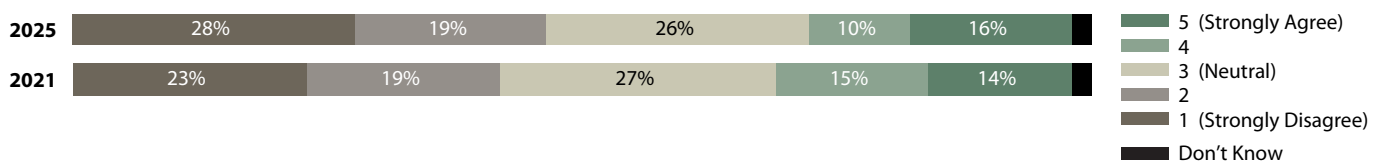
L: Local government values input from residents about tourism in my area.



M: Residents have the opportunity to provide input on tourism-related topics in my area.



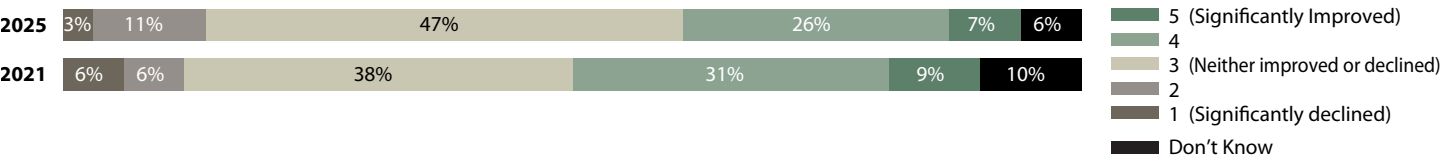
N: I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.



Impact of Tourism on Quality of Life

In 2025, about one-third of residents (33%) reports tourism improves the quality of life in their area (rating 4 or 5) compared to 40% in 2021. The share of respondents indicating decline (rating 1 or 2) remains reasonably consistent from 2021 to 2025 (see Figure 14).

Figure 14: Would you say the overall quality of life in your community has declined or improved because of tourism? Please use a one-to-five scale, with one meaning "significantly declined" and five meaning "significantly improved."

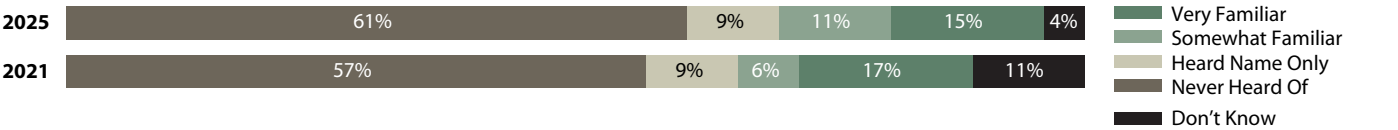


Marketing Campaigns

The "Greatest Snow on Earth®" campaign remains the most familiar tourism-related marketing campaign among respondents, with 84% of those interviewed being "very" or "somewhat" familiar with the campaign (see Figure 15C). The "Life Elevated®" campaign also garners recognition, with 66% of 2025 respondents reporting familiarity. However, the majority of 2025 respondents indicate they have "never heard of" the "Mighty 5®" campaign (61%) or "Forever Mighty®" initiative (73%) (See Figures 15-A and 15-B).

Figure 15 (A-D): How familiar are you with the following tourism campaigns?

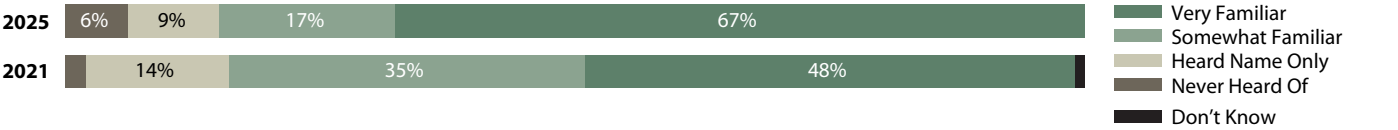
A: Mighty 5® campaign



B: Forever Mighty® initiative



C: The Greatest Snow on Earth®



D: Life Elevated®



Additional Comments

At the end of the survey, respondents were given the opportunity to provide additional comments, concerns, and suggestions regarding tourism in Utah or in their local area. All verbatim responses can be found in Appendix E.

Appendix A - Survey Methodology

In 2021, the Utah Office of Tourism (UOT) commissioned the Kem C. Gardner Policy Institute to conduct a statewide survey of residents regarding tourism. The research included a broad statewide survey, along with smaller surveys in 14 areas across the state—some with well-established tourism economies, others with emerging ones. Carbon and Emery counties (combined) were among those areas surveyed. Despite sample sizes in individual areas, the results revealed that resident opinions and attitudes toward tourism varied significantly by location.

The Carbon-Emery area was surveyed again in 2025, contributing to a multi-year effort to track changes in resident sentiment over time. This brief highlights insights from the 2025 survey of residents in these two counties, along with trends observed across the two years of data collection.

The 2025 questionnaire was developed by UOT and the Gardner Institute. By maintaining consistent questions across each survey year, the research enables a year-to-year comparison of results. Appendix C includes a copy of the questionnaire. Appendix D shows survey findings from both years in a concise side-by-side format.

Lighthouse Research conducted the survey of residents from April through June 2025 under the direction of the Gardner Institute. A mixed-mode methodology was used to contact potential respondents to achieve a more representative sample

of residents. This sampling method begins with distributing online survey links to a random selection of known Utah email addresses and proceeds to telephone interviews to attain the desired response level. Most responses were obtained by phone. The survey averaged 12 minutes. This 102-response survey has a margin of error of $\pm 9.4\%$ at the 95% confidence level. The margin may vary for subgroups or specific questions. Results should be interpreted as directional.

Limitations

There are limitations to research conducted using phone and online methods for random resident samples. The sampling pool includes only residents with telephone or known email addresses, potentially leading to over- or under- sampling of particular groups. Also, response rates on most random telephone/online surveys of residents are generally low, and refusal and non-response rates are high. Efforts to minimize these challenges included multiple contact methods and scheduling callbacks at differing hours and days. No data weighting was used on this survey due to the small sample size.

In surveys with small sample sizes, the margin of error tends to be larger, potentially resulting in less reliable data. While this introduces some uncertainty, longitudinal research can help compensate for it by enabling researchers to track changes and trends more accurately over time

Appendix B - Demographic Profile - Carbon and Emery Counties (combined)

		2021	2025
Gender	Male	52%	48%
	Female	48%	52%
	Other	0%	0%
Age	18-29	4%	6%
	30-39	16%	8%
	40-49	17%	21%
	50-59	12%	20%
	60-69	28%	25%
	70 and over	22%	19%
Household Income	<20,000	5%	5%
	\$20,000-\$39,999	13%	12%
	\$40,000-\$59,999	24%	14%
	\$60,000-\$79,999	19%	16%
	\$80,000-\$99,999	19%	13%
	\$100,000-\$150,000	13%	26%
	Over \$150,000	6%	14%

		2021	2025
Education	Some high school	0%	0%
	High school graduate	8%	10%
	Some college/assoc. degree /vocational certificate	53%	50%
	College graduate	26%	29%
	Graduate work or degree	14%	11%
Ethnicity	White	87%	87%
	Hispanic/non-white	13%	13%
Utah Residency	Less than 5 years	3%	1%
	5 to 10 years	4%	0%
	11 to 20 years	5%	7%
	More than 20 years	88%	93%

Appendix C - 2025 Local Area Survey Questionnaire

Hello. I'm calling from ____ and we are interviewing Utah residents regarding their opinions and attitudes about tourism in Utah. May I ask you some questions?

To help us better understand and analyze responses we have a few background questions before we get started.

- A. What is your county of residence? _____ (OR, Is your county of residence _____?)
- B. In which city or town do you reside? _____
- C. What is the zip code for your area? 84 _____

Ok, let's get started...

1. Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is...?

A great deal of tourism	Some	Little	No tourism	Other (specify):	Don't know
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2. Does any of your household income depend on tourism-related activities?

Yes	No	Other (specify):	Refuse
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GENERAL VIEW OF TOURISM

3. For the next few statements, we would like your opinion on the effect of tourism in your local area.

On a scale of 1-5, with 1 meaning "very negative" and 5 meaning "very positive," how would you describe the effect of tourism in your local area in the following areas with one meaning "very negative" and five meaning "very positive."

	Very Negative 1	2	Neutral 3	4	Very Positive 5	Depends	Don't Know
The quality of amenities such as gas stations and retail stores in tourist areas?							
The natural environment in your community?							
Your community's overall reputation?							
Human health and safety?							
Housing affordability?							
Job opportunities for local residents?							
The quality of infrastructure like public transportation, roads and bridges, and utilities?							
The opportunity to meet and better understand people from different backgrounds?							

AMENITIES

4. On a scale of 1-5, with 1 meaning "significant decrease" and 5 meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area, such as gas stations and retail stores? Would you say...

Significant decrease 1	2	Neutral - no impact 3	4	Significant increase 5	Depends	Don't know
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EFFECT OF TOURISM ON QUALITY, QUANTITY AND ACCESS

5. The next few statements ask about the effect of tourism on the quality, quantity, and access to experiences in your community or local area. Using the same 1-5 scale, with 1 meaning “very negative” and 5 meaning “very positive,” how would you describe tourism’s effect on...

	Very Negative 1	2	Neutral 3	4	Very Positive 5	Depends	Don't Know
The number of arts & cultural experiences?							
And the quality of arts & cultural experiences?							
The number of dining options?							
And the quality of dining options?							
The number of spectator events?							
The quality of spectator events?							
The number of recreational opportunities?							
The quality of recreational opportunities?							
Your ability to access recreational opportunities?							

6. Still, thinking about the effects of tourism in your community, which of the following statements would you say most accurately reflects your opinion? (ROTATE)

The positive effects of tourism outweigh the negative	The negative effects of tourism outweigh the positive	The effects of tourism are equally positive and negative	Don't know (INTERVIEWER- DO NOT READ)
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IMPORTANCE TO ECONOMY

7. Overall, how important do you consider tourism to the local economy in your area? Please use a 1-5 scale, with 1 meaning “not at all important,” 5 meaning “very important.”

Not at all important 1	2	Neutral - no impact 3	4	Very important 5	Depends	Don't know
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ACCOMMODATING TOURISM

8. Are there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...

None	A few	Some	Many	All	Don't know
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- 8a. And why do you say that? (Open-ended)

POSITIVE EXPERIENCE

9. Do you feel your community is able to provide a positive visitor experience? Please use a 1-5 scale, with 1 meaning “definitely not” and 5 meaning “definitely.”

Definitely not 1	2	Neutral 3	4	Definitely 5	Don't know
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- 9a. And why do you say that? (Open-ended)

ROLE OF GOVERNMENT

10. How much do you agree or disagree with the following statement? “The state tourism office should support local tourism efforts.”

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Don't know
------------------------	---------------	--------------	------------	---------------------	------------

USE OF VISITOR-RELATED TAX

The following list contains possible categories of spending for visitor-related taxes. Choices may vary based on local decision-making.

11. Please use a one-to-five scale to indicate how important you feel the following categories of spending are for future use of visitor taxes in your community, with one meaning "not at all important" and five meaning "very important."

	Not at all important 1	2	Neutral 3	4	Very Positive 5	Don't Know
Parking accommodations (parking lots) in tourism areas?						
Public transit, like shuttles, buses, and trains?						
High-speed internet (broadband) in tourism areas?						
Tourism promotion?						
Local and regional airport facilities?						
Local search and rescue capabilities?						
Environment protection and repair of damaged areas (land, water, etc.)?						
Cellular service?						
Visitor education regarding how to best respect and support the local community?						
Transportation infrastructure like roads and bridges?						
Garbage and recycling disposal and collection in tourism areas?						
Recreation infrastructure like trails, campgrounds, parks, and restrooms?						
Historical preservation of community assets?						
Arts and culture investment?						

ENVIRONMENTAL SUSTAINABILITY

12. Now I am going to read a few statements focused on environmental sustainability. Using a 1-5 scale, with 1 being "strongly disagree" and 5 being "strongly agree" how much do you agree or disagree with the following statements?

	Strongly Disagree 1	2	Neutral 3	4	Strongly Agree 5	Depends	Don't know
Natural resource protection and tourism can be compatible.							
Long-term government planning helps reduce potentially negative environmental impacts of tourism.							
Natural resources should be protected in Utah.							
The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly.							

PERCEPTION OF VISITORS/TOURISM

13. Now, regarding your perceptions of visitors... Please tell me whether you agree or disagree with the following statements, with one meaning you "strongly disagree" and five meaning you "strongly agree."

	Strongly Disagree 1	2	Neutral 3	4	Strongly Agree 5	Don't Know
My area would be a dull place if visitors did not come.						
In our area, our way of life has changed to suit visitors.						
Overall, I think visitors to my area feel welcomed.						
Tourism has made locals prouder of our area.						
I prefer to have as little contact as possible with visitors.						
Residents benefit from a wide variety of cultural activities in my area because of tourism.						
Tourism has made my community an unaffordable place for many to live.						
Tourism supports businesses in my community that are valuable to me.						
I enjoy interactions with visitors.						
Government does a good job balancing residents' and visitors' needs.						
State government values input from residents about tourism in my area.						
Local government values input from residents about tourism in my area.						
Residents have the opportunity to provide input on tourism-related topics in my area.						
I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.						

TOURISM IMPACT ON QUALITY OF LIFE

14. Would you say the overall quality of life in your community has declined or improved because of tourism? Please use a one-to-five scale, with one meaning "significantly declined" and five meaning "significantly improved."

Significantly declined 1	2	Neutral 3	4	Significantly improved 5	Don't know
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MARKETING CAMPAIGN

15. How familiar are you with the following tourism-related marketing campaigns? (ROTATE)

	Never Heard Of	Heard Name Only	Somewhat Familiar	Very Familiar	Don't Know
Mighty 5® campaign					
Forever Mighty® initiative					
The Greatest Snow on Earth®					
Life Elevated®					

ADDITIONAL COMMENTS

16. Finally, what additional comments, concerns, or suggestions do you have regarding tourism in Utah or your local area that we haven't covered in the survey? (Open-ended)

DEMOGRAPHIC QUESTIONS

This last set of questions will help us analyze the results of the survey...

17. Do you describe yourself as a man, a woman, or in some other way? (ASKED AT THE BEGINNING OF THE SURVEY)
- ☐ Man
 - ☐ Woman
 - ☐ Some other way (SPECIFY IF OFFERED)
 - ☐ Prefer not to say
18. Into which age category do you fit? (ASKED AT THE BEGINNING OF THE SURVEY)
- ☐ 18 to 29 years
 - ☐ 30 to 39 years
 - ☐ 40 to 49 years
 - ☐ 50 to 59 years
 - ☐ 60 to 69 years
 - ☐ 70 and over
 - ☐ Prefer not to say
19. What is the highest level of education you have attained?
- ☐ Some high school
 - ☐ High school graduate
 - ☐ Some college/associate degree/vocational certificate
 - ☐ College graduate (4 years)
 - ☐ Graduate work or degree
 - ☐ Prefer not to say
20. How long have you been a resident of Utah?
- ☐ Less than 5 years
 - ☐ 5 to 10 years
 - ☐ 11 to 20 years
 - ☐ More than 20 years
 - ☐ Prefer not to say
21. With which racial/ethnic identity do you most identify?
- ☐ Hispanic/Latino
 - ☐ American Indian or Alaska Native
 - ☐ Asian or Asian-American
 - ☐ Black or African American
 - ☐ Pacific Islander/Native Hawaiian
 - ☐ White
 - ☐ Multiple races/ethnicities
 - ☐ Other (Please specify)
 - ☐ Don't know
 - ☐ Prefer not to say
22. Which of the following categories best describes your total household income?
- ☐ Less than \$20,000
 - ☐ \$20,000 to \$39,999
 - ☐ \$40,000 to \$59,999
 - ☐ \$60,000 to \$79,999
 - ☐ \$80,000 to \$99,999
 - ☐ \$100,000 to \$150,000
 - ☐ Over \$150,000
 - ☐ Prefer not to say

Appendix D - Carbon and Emery Counties - Results for 2021 and 2025

Hello. I'm calling from _____ and we are interviewing Utah residents regarding their opinions and attitudes about tourism in Utah. May I ask you some questions?

To help us better understand and analyze response we have a few background questions before we get started. What is your county of residence?

	2021	2025
Carbon Emery n=	81	109

In which city or town do you reside? [open-end]
What is the ZIP Code for your area? [open-end]

AMOUNT OF TOURISM

1. Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is...

	2021	2025
n=	81	109
A great deal of tourism	26%	26%
Some tourism	57%	55%
Little tourism	15%	17%
No tourism	0%	0%
Other (specify)	0%	2%
Don't know	2%	0%

HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

2. Does any of your household income depend on tourism-related activities?

	2021	2025
n=	81	108%
Yes	19%	12%
No	81%	87%
Other (specify)	0%	1%

GENERAL VIEW OF TOURISM

3. (A-H) For the next few statements, we would like your opinion on the effect of tourism in your local area. On a scale of one-to-five, with one meaning "very negative," and five meaning "very positive," how would you describe tourism's effect on...

- 3A. The quality of amenities such as gas stations and retail stores in the tourist areas

	2021	2025
n=	81	109
1 - Very negative	5%	6%
2	10%	18%
3	31%	34%
4	42%	27%
5 - Very positive	10%	15%
Don't know	2%	0%
Mean (1-5)	3.43	3.25

- 3B. The natural environment in Utah

	2021	2025
n=	81	109
1 - Very negative	4%	6%
2	15%	8%
3	32%	24%
4	16%	25%
5 - Very positive	28%	37%
Don't know	5%	1%
Mean (1-5)	3.53	3.80

- 3C. Your community's overall reputation

	2021	2025
n=	81	109
1 - Very negative	5%	4%
2	11%	12%
3	25%	29%
4	35%	34%
5 - Very positive	20%	18%
Don't know	5%	3%
Mean (1-5)	3.56	3.53

- 3D. Human health and safety

	2021	2025
n=	81	109
1 - Very negative	4%	10%
2	12%	10%
3	38%	32%
4	26%	28%
5 - Very positive	14%	17%
Don't know	6%	4%
Mean (1-5)	3.36	3.31

3E. Housing affordability

	2021	2025
n=	81	109
1 - Very negative	17%	21%
2	16%	27%
3	33%	37%
4	17%	6%
5 - Very positive	7%	6%
Don't know	9%	3%
Mean (1-5)	2.80	2.49

3F. Job opportunities for residents

	2021	2025
n=	81	109
1 - Very negative	5%	10%
2	27%	31%
3	26%	25%
4	27%	25%
5 - Very positive	9%	6%
Don't know	6%	3%
Mean (1-5)	3.08	2.86

3G. The quality of infrastructure like public transportation, roads and bridges, and utilities

	2021	2025
n=	81	109
1 - Very negative	9%	22%
2	20%	25%
3	38%	36%
4	25%	8%
5 - Very positive	5%	6%
Don't know	4%	4%
Mean (1-5)	2.97	2.49

3H. The opportunity to meet and better understand people from different backgrounds

	2021	2025
n=	81	109
1 - Very negative	4%	5%
2	14%	16%
3	28%	31%
4	26%	26%
5 - Very positive	21%	20%
Don't know	7%	3%
Mean (1-5)	3.51	3.42

MEAN SCORES ON EFFECTS OF TOURISM

(one-to-five scale with one meaning very negative and five meaning very positive)

	2021	2025
(3A) The quality of amenities such as gas stations and retail stores in the tourist areas	3.43	3.25
(3B) The natural environment in Utah	3.53	3.80
(3C) Your community's overall reputation	3.56	3.53
(3D) Human health and safety	3.36	3.31
(3E) Housing affordability	2.80	2.49
(3F) Job opportunities for local residents	3.08	2.86
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	2.97	2.49
(3H) The opportunity to meet and better understand people from different backgrounds	3.51	3.42

AMENITIES

4. On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area, such as gas stations and retail stores? Would you say...

	2021	2025
n=	81	109
1 - Significant decrease	1%	5%
2	7%	9%
3	35%	37%
4	33%	29%
5 - Significant increase	16%	18%
Don't know	7%	2%
Mean (1-5)	3.60	3.49

EFFECT OF TOURISM ON QUALITY, QUANTITY, AND ACCESS

5. (A-I) The next few statements ask about the effect of tourism on the quality, quantity, and access to experiences in your community or local area. Using the same one-to-five scale, with one meaning "very negative" and five meaning "very positive," how would you describe tourism's effect on...

5A: The NUMBER of arts and cultural experiences

	2021	2025
n=	81	109
1 - Very negative	6%	7%
2	12%	18%
3	31%	28%
4	25%	33%
5 - Very positive	25%	11%
Don't know	1%	2%
Mean (1-5)	3.50	3.22

5B: The QUALITY of arts and cultural experiences

	2021	2025
n=	81	109
1 – Very negative	4%	6%
2	11%	15%
3	31%	36%
4	22%	30%
5 – Very positive	28%	11%
Don't know	4%	2%
Mean (1-5)	3.63	3.25

5C: The NUMBER of dining options

	2021	2025
n=	81	109
1 – Very negative	5%	9%
2	17%	26%
3	36%	35%
4	30%	21%
5 – Very positive	10%	9%
Don't know	2%	0%
Mean (1-5)	3.23	2.95

5D: The QUALITY of dining options

	2021	2025
n=	81	109
1 – Very negative	9%	8%
2	15%	27%
3	35%	29%
4	31%	23%
5 – Very positive	11%	13%
Don't know	0%	0%
Mean (1-5)	3.21	3.06

5E: The NUMBER of spectator events

	2021	2025
n=	81	109
1 – Very negative	10%	11%
2	12%	21%
3	37%	39%
4	25%	21%
5 – Very positive	10%	8%
Don't know	6%	0%
Mean (1-5)	3.13	2.94

5F: The QUALITY of spectator events

	2021	2025
n=	81	109
1 – Very negative	5%	12%
2	22%	17%
3	30%	37%
4	27%	22%
5 – Very positive	9%	11%
Don't know	7%	2%
Mean (1-5)	3.13	3.04

5G: The NUMBER of recreational opportunities

	2021	2025
n=	81	109
1 – Very negative	5%	2%
2	7%	10%
3	32%	32%
4	36%	31%
5 – Very positive	20%	25%
Don't know	0%	0%
Mean (1-5)	3.58	3.67

5H: The QUALITY of recreational opportunities

	2021	2025
n=	81	109
1 – Very negative	5%	4%
2	6%	10%
3	35%	29%
4	28%	28%
5 – Very positive	25%	27%
Don't know	1%	2%
Mean (1-5)	3.62	3.65

5I: Your ABILITY TO ACCESS recreational opportunities

	2021	2025
n=	81	109
1 – Very negative	5%	6%
2	12%	11%
3	33%	26%
4	26%	38%
5 – Very positive	23%	20%
Don't know	0%	0%
Mean (1-5)	3.51	3.56

MEAN SCORES ON EFFECTS OF TOURISM ON QUALITY, QUANTITY AND ACCESS

(one-to-five scale with one meaning very negative and five meaning very positive)

	2021	2025
(5A) The number of arts and cultural experiences	3.50	3.22
(5B) The quality of arts and cultural experiences	3.63	3.25
(5C) The number of dining options	3.23	2.95
(5D) The quality of dining options	3.21	3.06
(5E) The number of spectator events	3.13	2.94
(5F) The quality of spectator events	3.13	3.04
(5G) The number of recreational opportunities	3.58	3.67
(5H) The quality of recreational opportunities	3.62	3.65
(5I) Your ability to access recreational opportunities	3.51	3.56

OPINION ON TOURISM

6. Still, thinking about the effects of tourism in your community, which of the following statements would you say most accurately reflects your opinion?

	2021	2025
n=	81	108
The POSITIVE effects of tourism outweigh the negative	54%	53%
The NEGATIVE effects of tourism outweigh the positive	15%	11%
The effects of tourism are equally positive and negative	31%	36%
Don't know	0%	0%

IMPORTANCE TO ECONOMY

7. Overall, how important do you consider tourism to the local economy in your local area? Please use a one-to-five scale, with one meaning "not at all important" and five meaning "very important."

	2021	2025
n=	81	109
1 - Not at all important	1%	6%
2	12%	12%
3	16%	26%
4	36%	25%
5 - Very important	27%	31%
Don't know	7%	1%
Mean (1-5)	3.81	3.65

ACCOMMODATING TOURISM

8. Are there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...

	2021	2025
n=	81	109
None	28%	28%
A few	26%	28%
Some	20%	25%
Many	11%	8%
All	1%	1%
Don't know	14%	10%

- 8a. And why do you say that? [Open Ended]
(All verbatim comments in Appendix E)

POSITIVE EXPERIENCE

9. Do you feel your community is able to provide a positive visitor experience? Please use a one-to-five scale, with one meaning "definitely not" and five meaning "definitely."

	2021	2025
n=	81	109
1 – Definitely not	5%	0%
2	4%	9%
3	22%	21%
4	26%	43%
5 – Definitely	42%	27%
Don't know	1%	0%
Mean (1-5)	3.98	3.87

STATE SUPPORT OF LOCAL TOURISM

10. How much do you agree or disagree with the following statement? "The state tourism office should support local tourism efforts."

	2021	2025
n=	81	109
1 – Strongly disagree	4%	6%
2	2%	2%
3 – (neutral)	14%	10%
4	21%	19%
5 – Strongly agree	56%	63%
Don't know	4%	0%
Mean (1-5)	4.27	4.33

USE OF VISITOR-RELATED TAX

11. (A-N) The following list contains possible categories of spending for visitor-related taxes. Choices vary based on local decision-making.

Please use a one-to-five scale to indicate how important you feel the following categories of spending are for future use of visitor taxes in your community, with one meaning "not at all important" and five meaning "very important."

- 11A. Parking accommodations (parking lots) in tourism areas?

	2021	2025
n=	81	109
1 – Not at all important	9%	6%
2	21%	10%
3 – (neutral)	27%	24%
4	17%	34%
5 – Very important	25%	25%
Don't know	1%	1%
Mean (1-5)	3.29	3.61

11B. Public transit, like shuttles, buses, trains?

	2021	2025
n=	81	108
1 – Not at all important	22%	20%
2	20%	23%
3 – (neutral)	32%	19%
4	9%	18%
5 – Very important	14%	17%
Don't know	4%	4%
Mean (1-5)	2.71	2.87

11C. High speed internet (broadband) in tourism areas?

	2021	2025
n=	81	109
1 – Not at all important	14%	9%
2	7%	6%
3 – (neutral)	19%	23%
4	28%	24%
5 – Very important	32%	37%
Don't know	0%	1%
Mean (1-5)	3.58	3.73

11D. Tourism promotion?

	2021	2025
n=	81	109
1 – Not at all important	10%	7%
2	2%	6%
3 – (neutral)	22%	26%
4	35%	34%
5 – Very important	31%	27%
Don't know	0%	1%
Mean (1-5)	3.74	3.68

11E. Local and regional airport facilities?

	2021	2025
n=		108
1 – Not at all important	12%	18%
2	16%	19%
3 – (neutral)	35%	21%
4	17%	21%
5 – Very important	16%	18%
Don't know	4%	4%
Mean (1-5)	3.09	3.03

11F. Local search and rescue capabilities?

	2021	2025
n=	81	109
1 – Not at all important	2%	0%
2	9%	4%
3 – (neutral)	23%	13%
4	25%	29%
5 – Very important	41%	54%
Don't know	0%	0%
Mean (1-5)	3.93	4.34

11G. Environment protection and repair of damaged areas (land, water, etc.)?

	2021	2025
n=	81	109
1 – Not at all important	2%	6%
2	9%	5%
3 – (neutral)	16%	22%
4	31%	28%
5 – Very important	42%	39%
Don't know	0%	1%
Mean (1-5)	4.01	3.92

11H. Cellular service?

	2021	2025
n=	81	109
1 – Not at all important	9%	4%
2	10%	6%
3 – (neutral)	26%	14%
4	28%	29%
5 – Very important	26%	46%
Don't know	1%	1%
Mean (1-5)	3.54	4.08

11I. Visitor education regarding how to best respect and support the local community?

	2021	2025
n=	81	109
1 – Not at all important	2%	2%
2	2%	11%
3 – (neutral)	23%	27%
4	33%	28%
5 – Very important	37%	31%
Don't know	1%	1%
Mean (1-5)	4.01	3.77

11J. Transportation infrastructure like roads and bridges?

	2021	2025
n=	81	109
1 – Not at all important	2%	2%
2	4%	10%
3 – (neutral)	27%	16%
4	32%	29%
5 – Very important	35%	43%
Don't know	0%	0%
Mean (1-5)	3.93	4.02

11K. Garbage and recycling disposal and collection in tourism areas?

	2021	2025
<i>n</i> =	81	109
1 – Not at all important	1%	3%
2	10%	6%
3 – (neutral)	20%	24%
4	28%	30%
5 – Very important	40%	38%
Don't know	1%	0%
Mean (1-5)	3.96	3.94

11L. Recreational infrastructure like trails, campgrounds, parks, restrooms?

	2021	2025
<i>n</i> =	81	109
1 – Not at all important	1%	2%
2	5%	5%
3 – (neutral)	9%	12%
4	32%	30%
5 – Very important	53%	50%
Don't know	0%	1%
Mean (1-5)	4.31	4.24

11M. Historical preservation of community assets?

	2021	2025
<i>n</i> =	81	109
1 – Not at all important	4%	1%
2	1%	4%
3 – (neutral)	16%	25%
4	27%	28%
5 – Very important	52%	42%
Don't know	0%	1%
Mean (1-5)	4.22	4.07

11N. Arts and culture investment?

	2021	2025
<i>n</i> =	81	109
1 – Not at all important	10%	10%
2	7%	8%
3 – (neutral)	17%	28%
4	32%	29%
5 – Very important	32%	24%
Don't know	1%	0%
Mean (1-5)	3.70	3.49

MEAN SCORES ON EFFECTS OF TOURISM ON QUALITY, QUANTITY AND ACCESS

(one-to-five scale with one meaning not at all important and five meaning very important)

	2021	2025
(11A) Parking accommodations (parking lots) in tourism areas?	3.29	3.61
(11B) Public transit, like shuttles, buses, trains?	2.71	2.87
(11C) High speed internet (broadband) in tourism areas?	3.58	3.73
(11D) Tourism promotion?	3.74	3.68
(11E) Local and regional airport facilities?	3.09	3.03
(11F) Local search and rescue capabilities?	3.93	4.34
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	4.01	3.92
(11H) Cellular service?	3.54	4.08
(11I) Visitor education regarding how to best respect and support the local community?	4.01	3.77
(11J) Transportation infrastructure like roads and bridges?	3.93	4.02
(11K) Garbage and recycling disposal and collection in tourism areas?	3.96	3.94
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	4.31	4.24
(11M) Historical preservation of community assets?	4.22	4.07
(11N) Arts and culture investment?	3.70	3.49

ENVIRONMENTAL SUSTAINABILITY

12. (A-D): Now, I am going to read a few statements focused on environmental sustainability. Using a one-to-five scale, with one being "strongly disagree" and five being "strongly agree," how much do you agree or disagree with the following statements?

12A. Natural resource protection and tourism can be compatible.

	2021	2025
<i>n</i> =	81	109
1 – Strongly disagree	4%	1%
2	10%	7%
3	15%	17%
4	25%	27%
5 – Strongly agree	46%	49%
Don't know	1%	0%
Mean (1-5)	4.00	4.15

12B. Long-term government planning helps reduce potentially negative environmental impacts of tourism.

	2021	2025
n=	81	108
1 – Strongly disagree	16%	15%
2	4%	5%
3	23%	19%
4	28%	21%
5 – Strongly agree	26%	37%
Don't know	2%	3%
Mean (1-5)	3.46	3.63

12C. Natural resources should be protected in Utah.

	2021	2025
n=	81	109
1 – Strongly disagree	0%	2%
2	2%	4%
3	19%	15%
4	25%	17%
5 – Strongly agree	53%	62%
Don't know	1%	1%
Mean (1-5)	4.30	4.35

12D. The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment and how to travel responsibly.

	2021	2025
n=	81	109
1 – Strongly disagree	0%	4%
2	0%	6%
3	15%	17%
4	28%	24%
5 – Strongly agree	57%	50%
Don't know	0%	0%
Mean (1-5)	4.42	4.09

MEAN SCORES ON ENVIRONMENTAL SUSTAINABILITY

(one-to-five scale with one meaning strongly disagree and five meaning strongly agree)

	2021	2025
(12A) Natural resource protection and tourism can be compatible.	4.00	4.15
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism.	3.46	3.63
(12C) Natural resources should be protected in Utah.	4.30	4.35
(12D) The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly.	4.42	4.09

PERCEPTION OF VISITORS

13. (A-N) Now, regarding your perceptions of visitors ... Please tell me whether you agree or disagree with the following statements on a one-to-five scale, with one meaning you "strongly disagree" and five meaning you "strongly agree."

13A. My area would be a dull place if visitors did not come.

	2021	2025
n=	81	109
1 – Strongly disagree	21%	27%
2	25%	24%
3	22%	19%
4	12%	14%
5 – Strongly agree	19%	13%
Don't know	1%	4%
Mean (1-5)	2.83	2.61

13B. In our area, our way of life has changed to suit visitors.

	2021	2025
n=	81	109
1 – Strongly disagree	12%	16%
2	25%	28%
3	36%	39%
4	15%	13%
5 – Strongly agree	9%	5%
Don't know	4%	1%
Mean (1-5)	2.82	2.63

13C. Overall, I think visitors to my area feel welcomed.

	2021	2025
n=	81	109
1 – Strongly disagree	1%	1%
2	5%	6%
3	25%	21%
4	44%	45%
5 – Strongly agree	20%	27%
Don't know	5%	1%
Mean (1-5)	3.81	3.92

13D. Tourism has made locals prouder of our area.

	2021	2025
n=	81	109
1 – Strongly disagree	10%	11%
2	11%	13%
3	33%	34%
4	25%	28%
5 – Strongly agree	16%	13%
Don't know	5%	1%
Mean (1-5)	3.27	3.19

13E. I prefer to have as little contact as possible with visitors.

	2021	2025
n=	81	109
1 – Strongly disagree	36%	31%
2	21%	23%
3	28%	27%
4	6%	13%
5 – Strongly agree	7%	6%
Don't know	1%	1%
Mean (1-5)	2.27	2.38

13F. Residents benefit from a wide variety of cultural activities in my area because of tourism.

	2021	2025
n=	81	109
1 – Strongly disagree	14%	16%
2	20%	28%
3	27%	22%
4	26%	21%
5 – Strongly agree	10%	12%
Don't know	4%	2%
Mean (1-5)	2.99	2.86

13G. Tourism has made my community an unaffordable place for many to live.

	2021	2025
n=	81	109
1 – Strongly disagree	25%	25%
2	27%	33%
3	22%	23%
4	11%	12%
5 – Strongly agree	9%	7%
Don't know	6%	0%
Mean (1-5)	2.49	2.44

13H. Tourism supports businesses in my community that are valuable to me.

	2021	2025
n=	81	109
1 – Strongly disagree	9%	6%
2	7%	10%
3	27%	29%
4	33%	27%
5 – Strongly agree	20%	23%
Don't know	4%	5%
Mean (1-5)	3.50	3.52

13I. I enjoy interactions with visitors.

	2021	2025
n=	81	109
1 – Strongly disagree	9%	5%
2	5%	6%
3	19%	28%
4	27%	26%
5 – Strongly agree	37%	36%
Don't know	4%	1%
Mean (1-5)	3.82	3.83

13J. Government does a good job balancing residents' and visitors' needs.

	2021	2025
n=	81	109
1 – Strongly disagree	17%	25%
2	20%	20%
3	30%	31%
4	15%	13%
5 – Strongly agree	9%	6%
Don't know	10%	5%
Mean (1-5)	2.75	2.54

13K. State government values input from residents about tourism in my area.

	2021	2025
n=	81	109
1 – Strongly disagree	20%	24%
2	25%	21%
3	25%	31%
4	16%	13%
5 – Strongly agree	4%	5%
Don't know	11%	6%
Mean (1-5)	2.54	2.50

13L. Local government values input from residents about tourism in my area.

	2021	2025
n=	81	109
1 – Strongly disagree	16%	24%
2	17%	18%
3	21%	28%
4	21%	13%
5 – Strongly agree	17%	12%
Don't know	7%	6%
Mean (1-5)	3.07	2.69

13M. Residents have the opportunity to provide input on tourism-related topics in my area.

	2021	2025
<i>n</i> =	81	109
1 – Strongly disagree	12%	12%
2	25%	21%
3	22%	30%
4	17%	19%
5 – Strongly agree	11%	10%
Don't know	12%	7%
Mean (1-5)	2.89	2.94

13N. I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.

	2021	2025
<i>n</i> =	81	109
1 – Strongly disagree	23%	28%
2	19%	19%
3	27%	26%
4	15%	10%
5 – Strongly agree	14%	16%
Don't know	2%	2%
Mean (1-5)	2.76	2.66

MEAN SCORES ON PERCEPTION OF VISITORS

(one-to-five scale with one meaning strongly disagree and five meaning strongly agree)

	2021	2025
(13A) My area would be a dull place if visitors did not come.	2.83	2.61
(13B) In our area, our way of life has changed to suit visitors.	2.82	2.63
(13C) Overall, I think visitors to my area feel welcomed.	3.81	3.92
(13D) Tourism has made locals prouder of our area.	3.27	3.19
(13E) I prefer to have as little contact as possible with visitors.	2.27	2.38
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	2.99	2.86
(13G) Tourism has made my community an unaffordable place for many to live.	2.49	2.44
(13H) Tourism supports businesses in my community that are valuable to me.	3.50	3.52
(13I) I enjoy interactions with visitors.	3.82	3.83
(13J) Government does a good job balancing residents' and visitors' needs.	2.75	2.54

(13K) State government values input from residents about tourism in my area.	2.54	2.50
(13L) Local government values input from residents about tourism in my area.	3.07	2.69
(13M) Residents have the opportunity to provide input on tourism related topics in my area.	2.89	2.94
(13N) I have provided input on tourism decisions in my area, by doing things like attending public meetings and/or writing letters to local government or decision makers.	2.76	2.66

TOURISM IMPACT ON QUALITY OF LIFE

14. Would you say the overall quality of life in your community has declined or improved because of tourism, on a one-five scale where one is "significantly declined" and five is "significantly improved"?

	2021	2025
<i>n</i> =	81	109
1 – Significantly declined	6%	3%
2	6%	11%
3	38%	47%
4	31%	26%
5 – Significantly improved	9%	7%
Don't know	10%	6%
Mean (1-5)	3.33	3.25

MARKETING CAMPAIGN

15. (A-D). How familiar are you with the following tourism-related marketing campaigns?

15A. Mighty 5® Campaign

	2021	2025
<i>n</i> =	81	109
Never heard of	57%	61%
Heard name only	9%	9%
Somewhat familiar	6%	11%
Very familiar	17%	15%
Don't know	11%	4%

15B. Forever Mighty® Initiative

	2021	2025
<i>n</i> =	81	109
Never heard of	68%	73%
Heard name only	6%	6%
Somewhat familiar	7%	7%
Very familiar	9%	6%
Don't know	10%	6%

15C. Utah ski/snowboard campaign Greatest Snow on Earth®

	2021	2025
<i>n</i> =	81	109
Never heard of	2%	6%
Heard name only	14%	9%
Somewhat familiar	35%	17%
Very familiar	48%	67%
Don't know	1%	0%

15D. Life Elevated®

	2021	2025
<i>n</i> =	81	109
Never heard of	11%	14%
Heard name only	23%	19%
Somewhat familiar	26%	23%
Very familiar	37%	43%
Don't know	2%	1%

ADDITIONAL COMMENTS

16. Finally, what additional comments, concerns, or suggestions do you have regarding tourism in Utah or your local area that we haven't covered in the survey? [Open End]

(All verbatim comments in Appendix E)

DEMOGRAPHICS

17. Do you describe yourself as a man, a woman, or in some other way? (ASKED AT BEGINNING OF INTERVIEW)

	2021	2025
<i>n</i> =	80	107
Man	52%	48%
Woman	48%	52%
Some other way	0%	0%

18. Which of the following ranges includes your age? (ASKED AT BEGINNING OF INTERVIEW)

	2021	2025
<i>n</i> =	81	108
18 to 29	4%	6%
30 to 39	16%	8%
40 to 49	17%	21%
50 to 59	12%	20%
60 to 69	28%	25%
70 or Older	22%	19%

19. What is the highest level of education you have attained?

	2021	2025
<i>n</i> =	78	107
Some high school or less	0%	0%
High school graduate	8%	10%
Some college/assoc.degree/vocational certificate	53%	50%
College graduate (4 years)	26%	29%
Graduate work or degree	14%	11%

20. How long have you been a resident of Utah?

	2021	2025
<i>n</i> =	78	107
Less than 5 years	3%	1%
5 to 10 years	4%	0%
11 to 20 years	5%	7%
More than 20 years	88%	93%

21. With which racial/ethnic identity do you most identify?

	2021	2025
<i>n</i> =	76	105
Hispanic/Latino	3%	5%
American Indian or Alaska Native	1%	2%
Asian or Asian American	0%	0%
Black or African American	0%	0%
Pacific Islander/Native Hawaiian	1%	1%
White	87%	87%
Multiple races/ethnicities	7%	6%
Other (specify)	1%	0%
Don't know	0%	0%

22. Which of the following categories best describes your total household income?

	2021	2025
<i>n</i> =	78	93
Less than \$20,000	5%	5%
\$20,000 to \$39,999	13%	12%
\$40,000 to \$59,999	24%	14%
\$60,000 to \$79,999	19%	16%
\$80,000 to \$99,999	19%	13%
\$100,000 to \$150,000	13%	26%
Over \$150,000	6%	14%

Appendix E - Verbatim Comments - Carbon and Emery Counties

Are there places in your local community where the number of visitors is more than your area is able to accommodate? And why do you say that? [Open-ended]

Response categories:

- (1) None**
- (2) A few**
- (3) Some**
- (4) Many**
- (5) All**

(1) None – 30 comments

- Seem to have quite a few accommodations.
- Based on what I see when I go to events, they are not overly crowded.
- We've had big events, and there's always been room for more.
- Can accommodate most people.
- Think that right now our town hasn't been overwhelmed, it's good.
- If people want to go out and do things, they shouldn't get shut down for anything
- No one comes and visits, and we have more amenities than we need.
- I think we are good on accommodations.
- Cause I haven't seen anything overwhelmingly crowded.
- I think there is plenty of area that tourists can normally come through.
- Think there is adequate space for the events we have.
- They can accommodate everyone who comes.
- There are none.
- Price is trying hard to market itself as a tourist town, but there is nothing bringing people here. Helper is the closest thing to an attraction, and that is bringing in a very niche art market.
- We are able to accommodate the number of visitors we have at any one time.
- As far as I know, tourists just use us as a bathroom break, and maybe a meal.
- There is always plenty of room at the fairgrounds and events at Helper.
- We have enough hotels and camping spots to cover people who visit places to stay.
- We are a travel through city for people on their way to Moab and Lake Powell to visit national parks.
- Advertising for Carbon County events is poor outside of price. Even in Price, it could be better.
- Not enough tourism, and most likely there won't ever be enough to overwhelm options.
- I feel we can accommodate them.
- There are 4 or 5 hotels, and they are rarely booked.
- We get through traffic, but very little tourism in our town.
- There are tons of stuff but fewer accesses.
- The majority of our tourism is ATVs and stuff, so you don't really have too many people. It's not like Park City, walking around window shopping, it's like you come out and hop on a boat or bike.

- I think we have good areas and can accommodate all we need.
- Motels, AB&Bs, many places to eat.
- Camping is the only form to accommodate visitors.

(2) A few – 30 comments

- My hometown is a mile wide each way. During spring break, people go through my area to the sand dunes, which triples the population.
- Some of the really big events bring in more people, so I can't eat at my favorite restaurant, have to eat at my second favorite restaurant instead, ha-ha.
- It's not super limited except for peak season times.
- We don't have the infrastructure, don't have the dining options, gas stations, or stuff to support them.
- We don't have that many.
- We can't always accommodate everybody and have enough facilities.
- It depends on when the events go on, when it comes to tourism, and how much infrastructure there is to accommodate.
- Sometimes we bring so many that there isn't enough room.
- Just don't have the facilities to have different things. We have parks and an auditorium, that's about it. We need more buildings.
- Because we have 9 of them here.
- Sometimes the hotels all get booked up from events.
- Maybe the wedge.
- Not a lot of restaurants or motels.
- The rec dept has a difficult time accommodating venues it tries to host.
- Most places have more capacity.
- We have to add more parking at the rodeo grounds every year. The county has helped with that. Because we are one of the last small rodeos and are inexpensive, our attendance is increasing.
- Sometimes, with big events, all the hotels are booked.
- Number of good restaurants.
- We don't have great hotels.
- When we have tourism events, the gas stations and hotels become very crowded.
- For special events, we could use more motels/ hotels.
- We need more restaurants.
- Some camping areas cannot handle the number of people that would like to use them in summer months.
- We don't have amenities for tourists; there aren't places to accommodate them, usually drive right through.
- Green River has a population of 850 during the flow season. Everything feels packed, not all the time, and not every event.
- Locations where the area doesn't accommodate people who want to stay there.
- One hotel and it's small.
- We only have two restaurants in the city for the whole county, and just one motel per city. We have a total of 5 restaurants in towns. Counties and commissioners will not let new businesses in.
- There are usually too many people at the main attraction places in Emery County.
- That's plenty to see and do in the mountains and desert.

(3) Some - 26 comments

- Because it is a small town.
- A lot of our towns are very small and easily overwhelmed, especially with parking and dining options.
- I don't feel like it goes strongly on either side.
- During certain times of the year, we get more visitors and tourism. I feel there are few places to stay, and there were campgrounds recently built that got recognized nationwide recently. People pass through my area to get to national parks, like Arches.
- Doesn't have a ton of hotels, so that if there is too many visitors, it could have a negative impact. The roads are also an area with too much traffic.
- Sometimes our hotels fill up and there isn't room for more people to come.
- Lots of people on the major highway. So many vehicles.
- Only one high-quality hotel to stay in.
- Restaurants and fast food, there is no selection. The roads and properties, both city-owned and personally-owned, are embarrassing and neglected. The city needs to be beautiful to attract people with amenities to choose from.
- Hotels are full sometimes.
- The transportation system in and around Price and the travel to and from Price is inferior! Less travelers would make it safer by volumes! The wave pool, for example, was initially promoted as a revenue generator, and it is subsidized by taxpayers.... Other examples of faulty planning are abundant & the local politicians are inferior in my opinion! The appearance of Price is sloppy - for example, weeds growing on streets throughout town.. I've said enough...
- The more people that come here, the more trash there is on the ground along roads and growing in fields. We need to restart the campaign of "Leave it cleaner than you found it". People need a reminder.
- Accommodations are average, with not a lot of restaurants or shopping opportunities.
- As a whole, between Carbon and Emery counties, my answer would be a few to none rather than some (just Wellington city).
- Lack of public transportation and car rental services.
- Places to eat - we need more places to eat. Retail store - we are really short on, so we don't have to go over the hill to get clothes and things.
- Little to do in this town.
- During certain times of the year, it is hard to find an Airbnb, and there are no hotels, and definitely not enough restaurants.
- There is not enough room, and our campsites are taken when we want to go camping.
- There are some hotels, but there could always be more.
- Some times of the year, our lakes and campsites, out on the desert, are loaded with people, which is kind of overwhelming.
- Because sometimes we get overrun - too many people for some of our areas we have to offer (and we have quite a few areas).
- During certain events, it gets big, and there is not enough room.
- We're a small community and we have a large area of recreation.

- Favorite hikes/campsites full of tourists. Demands lots of money for search & rescue, etc., while most popular destinations are free and don't generate revenue. It does promote road maintenance, accessibility, and gas stations.
- There are plenty of open areas, and infrastructure needs improvement, including lodging, dining, and nightlife.

(4) Many - 9 comments

- Small towns and small infrastructure.
- The town I live in has 1 hotel.
- We have quite a few restaurants and motels, and there is an area where there are mobile homes and camps. An international day brings lots of people in, and small towns that bring in accommodations.
- We don't have many restaurants or hotels that are nice enough and cost-effective for visitors. The quality of the trails and facilities around our area needs some updating and maintenance. It's embarrassing. And no one wants to do the work. We live here and always wonder if we will get food poisoning at some restaurants.
- Areas you can access if you have a vehicle, but not many walking areas.
- We have lots of beautiful and unique things to see and places to recreate, but they are not taken advantage of. We have a great 'community days' turnout, but cannot assist people with local RV parking or other accommodations like motels, bed and breakfasts, or hotels within 20 miles.
- One motel with 12 rooms, RV park, baseball, softball tournaments, rodeos, other horsemanship, hunting, watersports, camping, and recreation.
- Only one motel, and a couple of restaurants.
- The lakes and mountains are full. Growing up 25 years ago, I could go to the mountains or the desert, and there was no one there. Now you go and the roads are powder because there's so many people. There are camps and four-wheelers everywhere, and the lakes are...

(5) All - 1 comment

- They go out in the desert. There is nothing in the town.

Carbon and Emery Counties:

Question 9: Do you feel your community is able to provide a positive visitor experience? Please use a one-to-five scale, with one meaning “definitely not” and five meaning “definitely.”

(1) Definitely Not - 0 comments

(2) - 10 comments

- I don't think the council and folks in local government push things to get it more positive. They want tourism but don't want to put in the work.
- We have things to see, but need a unified approach to welcoming and catering to tourists and community members. Maybe even a better way to encourage volunteers.
- What we have is interesting, just not a lot of places to see.
- No comment.
- If I didn't live and spend my life working here and have family nearby, I'd live elsewhere. The things I love about Carbon County are out of town.
- No, because we are not fully equipped for visitors that are handicapped. Very few places have automatic doors, especially doctors.
- We are reactionary in Carbon County. We don't think ahead. We don't invest. They built a crappy event center instead of building a 3,500-seat arena, and we could host state high school events such as basketball, volleyball, and wrestling to bring money into the community. But we don't think that way. Another reason our sports suck here. We have too many people that don't think out of the box.
- We don't have enough stable population to warrant businesses that would attract tourists.
- 2,000 people that live in this town, one stop light, really small town, nothing here for tourists other than desert and mountains. Nothing here.
- No place to stay.

(3) Neutral - 22 comments

- Small town and small infrastructure and not a lot of businesses.
- There have been 3 murders there and missing people.
- I think there are very few facilities here, and there are only a couple of dining options and only one gas station.
- I think that some people are super open to tourism and tourists, and some people are very close-minded and not open to it.
- People come to Christ to get to Moab, to get to the national arches. We are a shortcut to the national arches, so people come through town to get to them. So, if they shut down Moab, they shut down Price too. They take a lot of their tourists away.
- Most people are nice, but not many people open for change in the community.

- There aren't as many places to eat and things to do in the area as I would like to see, given all the things nearby us.
- Personally, yes, but cleanup and neglect can affect tourism.
- There are no amenities for tourism, such as restaurants, clean-looking city. There are giant weeds growing on Main Street, for heaven's sake.
- I think some people can overlook the weeds, and cracked sidewalks, and pothole roads. And the garbage playgrounds. But we don't even go anywhere really, that we feel comfortable going to.
- Just don't seem to be able to market it.
- No comment.
- Resources are few.
- Most local people and businesses don't consider tourism much at all.
- Plenty of hotels and fast food outlets, not many with ambience and quality.
- Neutral.
- Carbon County isn't as popular as places like Moab or Park City because there aren't many natural features or any type of skiing.
- I think with training, pay, and smart budgeting, you attract good workers who want to stay. That could be key to good experiences for tourists.
- Access locations, but not a positive experience if people are accessing eateries. Hotels, not a whole lot here. A hidden gem in Utah.
- We don't have the ways to accommodate them once they are here. Need a way to have and feed them. Two restaurants. To have a lot of people is very hard.
- Room for some of them, but don't do a lot. There isn't infrastructure, but okay, they are treated well.
- Most of the things to do are outside the community, and inside, you can only eat.
- Too close-minded in some areas, though it is improving

(4) - 45 comments

- They do a good job of taking in the tourists and provide as many opportunities as they can, but there is always room to improve.
- From Salt Lake, it can be a good experience. But for locals, it can be better. Locals get drowned out by visitors.
- It provides little opportunity. Where there are activities like rodeos, there is access to it.
- They come back. Positive feedback from others (manager hears positive feedback).
- I mean it's great access to the ski areas, hiking trails, snowshoeing, all that.
- I think the area does a good job, but I think it could be even better.
- Live in a gorgeous place with lots of activities.
- Of the increase in resources and restaurants.
- What I have seen.

- People here are welcoming to move-ins or new people. People have been here their entire life and lots has changed. Open fields have changed. Most people don't like it.
- Cater toward tourism fairly well.
- Pay is too low, so hires are less professional.
- We need more parks and restaurants.
- There's a lot of great dining places and outdoor activities.
- People are friendly here and nice to visitors.
- For the most part.
- I think there is structure in place to advertise and let people know of events.
- Midway area continues to grow and improve. Options for dining are limited.
- More restaurants would help, but people seem to love everything else.
- Outdoor sports and activities during the entire year.
- Lots of options for visitors.
- The valley seems well equipped for entertaining the masses with several options available for rental equipment, golf courses, plays, and other special events happening often.
- To the extent that a community relies too heavily on tourism, it does a fair job. If proper emphasis were placed on economic development, more money would be available for improvement.
- Feedback from visitors seems to be positive.
- Outdoor activities.
- Our community has homegrown amazing people! Those visiting here need to know that.
- It's beautiful here, so that makes up for the lack of some amenities.
- Yes, mountains.
- Generally a welcoming community, but absence of Sunday engagements will perplex some visitors.
- Heber is a beautiful area. Quality dining is increasing.
- No comment.
- Good infrastructure.
- Heber is lovely. That's why so many people have and are coming here, driving prices sky high so our kids can't live here.
- We have a fair number of gas stations and food options, with more coming. The bottleneck seems to be hiring enough workers to staff service industries. The cost of living is too high for many minimum wage workers to live here.
- There are many outdoor activities.
- The traffic has gotten so bad that I've had people say they avoid Heber City proper because the roads are busy and it has become dangerous to drive here.
- There's a good variety of things to do in concentrated areas (we're at 5,500 feet—asking people to walk a lot isn't a great idea). With High Valley Transit, we now have an effective way for people to move around easily within the valley without needing a rental car for each person in the group.

- We are a popular recreation destination.
- We could use more high-quality restaurants, bars, and nightlife.
- We have good local attractions that are unique to our area.

(5) Definitely – 28 comments

- There is a lot to do. The amenities aren't here to support it.
- They could, but no one wants to come.
- Talked to members of my community that serve primarily the touristy visitors, and they've made improvements (and I've helped them to do so), and I know we're trying to improve. Also talked to tourists who come in — they've mentioned how friendly and helpful we are.
- We have a friendly community.
- They're very open and helpful to others.
- We have low crime and lots of cool things to do.
- I think we are nice people and welcome outsiders and appreciate their interests.
- Places and people are always welcoming and friendly.
- Good food, good people.
- I think if our county commissioners would try harder, there are several venues that would be a good draw for tourism in our area.
- There are plenty of areas of interest, recreational activities, etc.
- There are many things to do in our community if you like the outdoors.
- Our Community Daze celebration, car show, and rodeo bring in more people than our population. It is great.
- I have a positive feeling about the direction that we are heading or moving towards.
- We would welcome tourism.
- So many recreational activities — lakes, mountains, and desert areas.
- We have worked hard to be able to accommodate tourists.
- We can. We just need to have a reason to stop as they go by.
- Very beautiful, friendly community.
- We are a friendly community.
- There are many areas for people to visit — hike, bike, OHV— that are unlike any other places in the world.
- Friendly people.
- There are a lot of good things to see here, but we don't want people coming. We enjoy the recreational things.
- We are definitely nice down here, and we try to accommodate the best we can. We've tried to put infrastructure in, such as bathrooms and showers for climbers. We've made it more accessible.
- We have a lot to offer. People here are friendly and welcoming, as long as the tourists take care of our land.
- We have everything. There is so much to do — lots of tourism.
- The variety of different activities you can do, and good and positive people.
- Lots of different camping, hiking, and outdoor recreation.

Carbon and Emery Counties:

Question 16: Finally, what additional comments, concerns, or suggestions do you have regarding tourism in Utah or your local area that we haven't covered in the survey?

- A lot of info is sent out on social media, very little elsewhere. Social media is the only place it is advertised.
- Can't all be driven by government (at best, expensive and inefficient), need community and volunteer involvement.
- Carbon County could do a better job at marketing tourism.
- Carbon County just wants to protect its little crumb instead of investing and making it so much better.
- Carbon—cities are utilizing UDOT to use a trail system, and it is hard to give my opinion on UDOT. The state legislature is building trails using money, and I'd like to understand where the money is being utilized. Percentage-based tax for programs that we don't want?
- Crime and community safety.
- I am concerned about all the trash that is left behind.
- I believe a lot of visitors visit the Swell, but they always buy what they need before they get here. Therefore, they spend very little money while here. They do have an impact on the desert by abusing the area and leaving their garbage.
- I don't care. I've been here for fifty years, and now we have to leave. I couldn't care less what Carbon County does anymore.
- I don't think there's any. I think you guys covered a lot.
- I feel the divide between political parties in my area has affected every level of the community. The right wants to drag us back in time, and the left wants to continue to progress. The right wants to self-serve, fill their own pockets, and hoard funding, while the left wants to explore better ways to grow. I'm disgusted by the divide.
- I feel we have a great area for tourism; other than that, there are not too many shopping experiences.
- I have a great area. There could be infrastructure, but people know everyone by their first names. Tourism is out in the wilderness, which is nice.
- I like tourism in Utah. We should have more people visiting! Carbon Corridor is fantastic, everyone should come check it out!
- I think bringing tourism is less strict, like laws on alcohol and cannabis.
- I think most tourists view Utah as a very Mormon community, which I don't think is very positive. Many people view Utah as a place to get through to get to Las Vegas. I think we are viewed as too churchy for tourism. I live in an area mostly non-LDS, so that makes me a little biased.
- I think tourism in Utah is great. My area is just all ATV trails and stuff like that, and it can be contentious.
- I think we need more tourism in this area than just sports teams for local events.
- I think we only do good during tourist times and barely make it any other time.
- I think we should show what we have to offer and put it out to people and advertise.
- I think we would be more open to allowing more new businesses, tourism, and grocery stores. I like to get mail delivery.
- I would like to see our rural communities grow, and attracting tourism to the area instead of just passing through to Moab would benefit us greatly.
- Infrastructure is a major concern for me. I think residents and visitors would benefit.
- Instead of tourism, focus on industry. Bring in jobs, not tourists — and not tourism jobs that don't pay much. Bring in industry that pays high to meet the high cost of living that continues to climb here, so that we don't have to work two jobs just to make ends meet
- It is money used mainly to support an office.
- It would be nice if local tourism shows up on the state tourism website or links to the local website, but other than that, I think it should be the responsibility of the local government to manage the local tourism.
- It would be very nice to have tourism escalated because we have so much here — desert and mountains, all within 10 minutes. We have fishing, hunting, hiking, and lakes here. We need the city fathers to open their minds to making this a tourism place.
- Keep the government's fingers out of it as much as possible. It's the quickest way to screw things up.
- Laws from other states are different than in Utah, so they come here expecting one thing and get another. That's the only thing they say coming from Colorado - like no alcohol. 'Who wants to go to Utah? They don't have any bars.' Or things like that.
- Local residents need a bigger say in the decision-making process of future tourism projects.
- Locals need to be more engaged with visitors to provide better experiences for visitors.
- More infrastructure in the area I'm in would help with the influx. It would drive more people here. The amount of traffic on the highway has led to lots of fatalities on the roads, so there needs to be more money toward that road.
- No comment/none/nothing (50)
- Need more state officials to visit the area.
- Our tourism team here in Carbon County are full of themselves and are not here for our community. They need to be changed out and get some people who actually appreciate the people who live here.

- Our tourism throughout the U.S. is going to get worse in four years. Because tourism and the protection of flowers and plants trump other issues, that's why I have a hard time deciding on that. No one will know how to do it.
- People benefit from coming out here and the area.
- People mostly pass through Price on their way somewhere else. We do have a variety of events at the fairgrounds that attract visitors. We also have a fine museum.
- Some of the tourist events we get in Green River feel like they are too small of a subset of people. It doesn't feel like someone can get out and enjoy. It doesn't reach as many people as it could, and events like that concern me for the environmental impacts.
- There is a lot of government overreach, and they need to leave people alone.
- There needs to be a balance between tourism and local residents.
- There needs to be more focus on Carbon and Emery County, including the Cedar Valley.
- This survey was in my spam folder, so it may not have reached many.
- Tourism should be promoted in Carbon and Emery Counties.
- Traffic
- Utah has good tourism, but my town does not have very much tourism, so we do not get much impact from it.
- Utah should take care of its residents rather than taking care of the visitors coming in.
- Water supply. We need someone to look into the water supply with the expansion. Make some changes so we have enough water.
- We do not benefit from any tourism over the mountain, such as the "Greatest Snow on Earth."
- We get a lot of climbers and boulderers down here—like 10 to 20 thousand a year. They think they own the trails and the land, and they think it is theirs to use. When the locals go out to do their own thing, there is a conflict because they feel like it is theirs.
- We have a lot of history in Carbon and Emery County for people to see. We just need to let them know about it. A lot of camping and off-roads to see in this area.
- We have visitors coming to Wild Horse Canyon, running the Muddy and San Rafael Rivers, bouldering up Joe's Valley and Goblin Valley from all over the world via the internet.
- We need locals who make tourism decisions to be receptive to local residents' feedback instead of just disregarding it and doing it anyway. Locals also need a different cost than tourists because we tend to treat the land better (such as camping fees).
- We need more activities than the wave pool, soccer fields, or baseball fields, which, in my opinion, have done little to increase tourism here.
- We will get there. It will be an adjustment for all of us.
- What do you want people to come to Price to do? The shopping options are poor and not advertised to passing traffic. Nothing different to do. If people drive by, how do they know about the Swell? How do they know to stay and rent ATVs and ride trails? What do they do at night? McDonald's and watch TV in their room?
- It would be nice if locals were more supportive and not a deterrent to progress.
- Would like to see a positive effect on local businesses from tourism.
- Your survey didn't distinguish between 'tourism' as an issue and the actual tourism that is happening in my area. This confused my answers to several questions.

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