

Garfield and Wayne Counties Residents' Opinions on Tourism: Longitudinal Survey Results 2021-2025

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The following brief presents findings from the 2025 Utah Office of Tourism's survey of Garfield and Wayne residents, comparing them to the results from previous surveys. While there are differences between the surveys, the overall sentiment towards tourism remains consistent. In addition to quantitative survey findings, there are three open-ended questions. All verbatim responses to these questions are included in this report.

Overview

While there are some differences between the results of the 2021, 2022, and 2025 surveys, generally, the differences between the years do not change the direction of their sentiment between the surveys. The 2025 survey results show that a large majority of Garfield and Wayne County respondents describe their area as having a great deal of tourism (86%). Thirty-three percent of respondents say their household income depends on tourism-related activities. Most respondents say tourism is important to the area's economy (90%) and positively affects their community's reputation (70%). Residents also note that visitors to their area feel welcome (88%), and their community can provide visitors with a positive experience (83%). Majority of respondents indicated that

the positive effects of tourism in their area outweigh the negative (54%), similar to findings in the 2022 survey.

Methodological Note

The following report presents results for each question in a graph format and includes findings for the 2021, 2022 and 2025 surveys. It is common on a five-point scale to combine the two negative responses (such as disagree and strongly disagree) and the two positive responses (agree and strongly agree) to indicate general respondent perceptions. Future resident surveys in the area may help determine whether the sentiments expressed represent longitudinal trends. It is possible that respondents in one of the three survey samples—although selected randomly—differed from residents in an important way that influenced their responses to these questions. These are areas to watch in future surveys to determine a trend. Refer to Appendix 1 for methodological details.

The Appendices include the following:

- A Survey Methodology
- B Demographic Profile
- C 2025 Local Area Survey Questionnaire
- D Garfield and Wayne Results for 2021, 2022, and 2025
- E Verbatim Comments

Experience with Tourism

As in years prior, residents continue to indicate a "great deal" of tourism in their general area (86%), with most noting that their household income does not rely on tourism (65%).

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...?

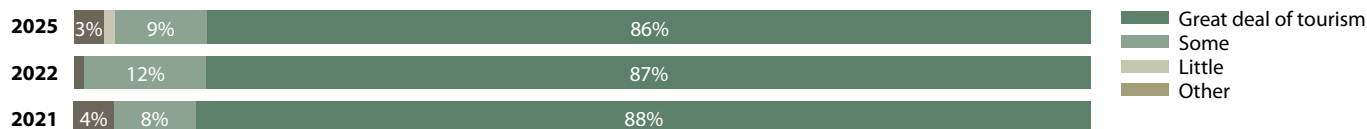


Figure 2: Does any of your household income depend on tourism-related activities?

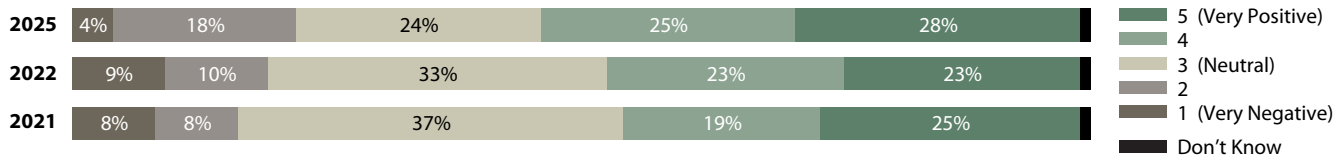


Effect of Tourism on Community

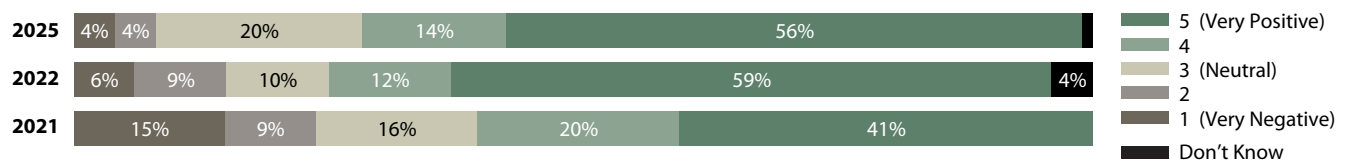
Most respondents indicate that tourism has a positive effect (rated four or five) on the quality of amenities (53%), natural environment (70%), overall reputation (70%), human health and safety (60%), job opportunities (61%), and meeting and understanding people of different backgrounds (74%) (Figures 3A, 3B, 3D, 3F, 3H). A majority of respondents (54%) indicate that tourism has a negative impact (rated one or two) on housing affordability (Figure 3E).

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?



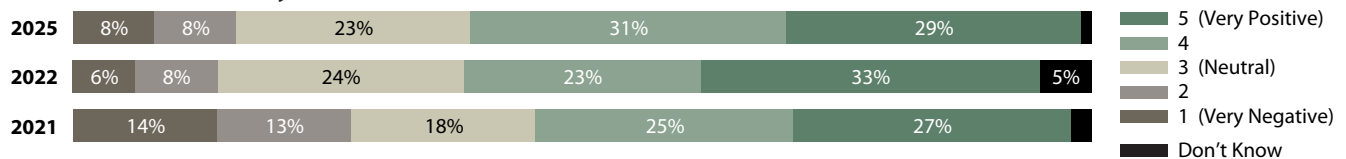
B: The natural environment in Utah?



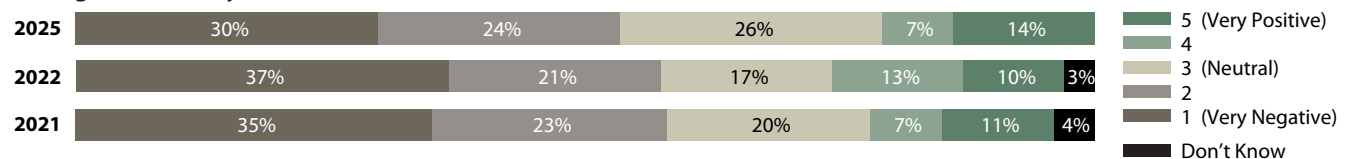
C: Your community's overall reputation?



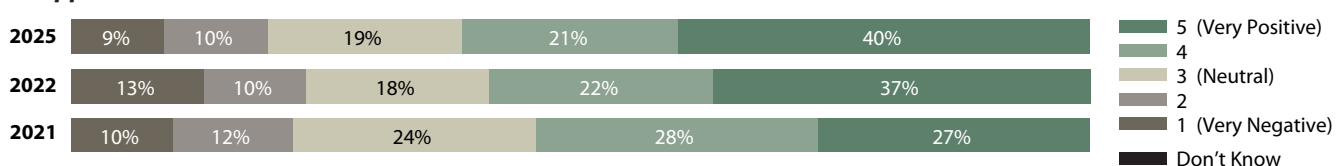
D: Human health and safety?



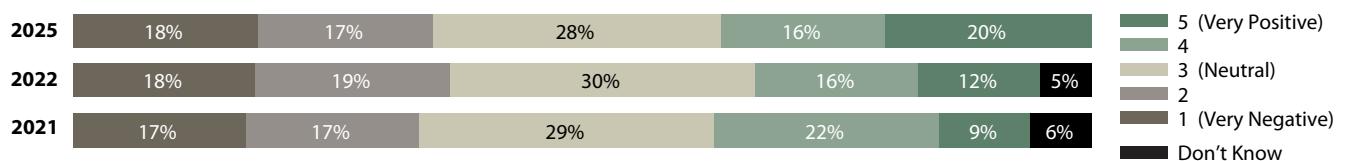
E: Housing affordability?



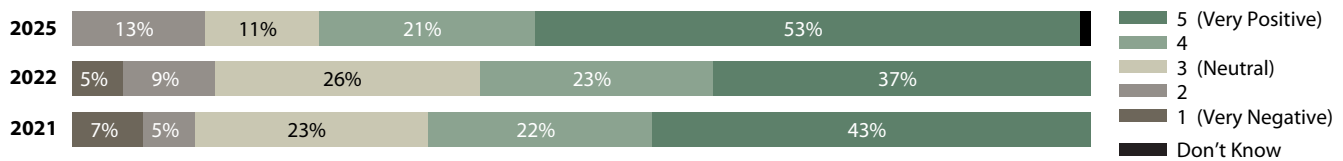
F: Job opportunities for local residents?



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

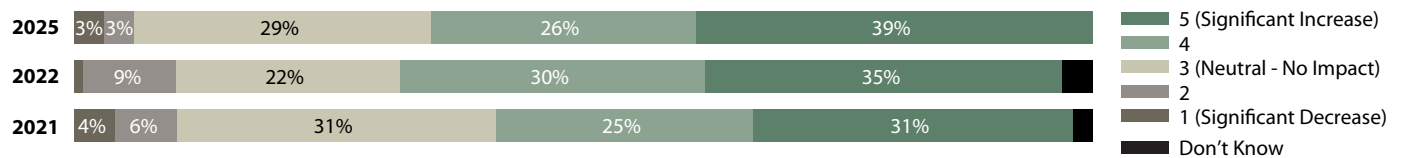


H: The opportunity to meet and better understand people from different backgrounds?



The majority of respondents (65%) indicated the number of amenities in their area increased (rated four or five) due to tourism, similar to years prior.

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?

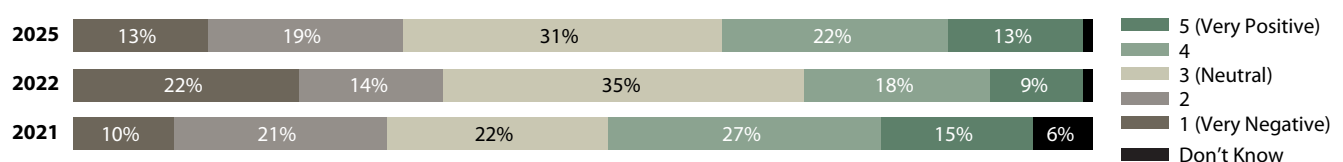


Effect of Tourism on Quality, Quantity, and Access to Experiences

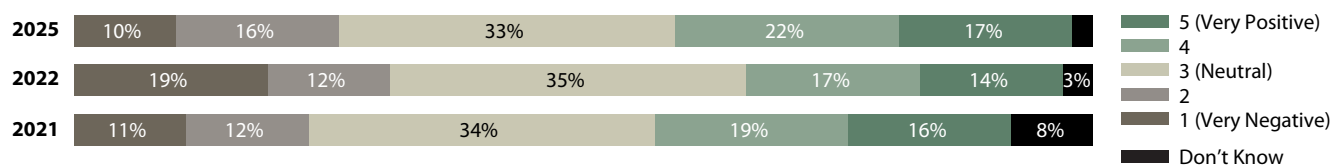
Respondents' sentiment remains relatively consistent regarding tourism's positive impact on the quality of arts and cultural experiences, number of dining options, quality of dining options, number of recreational opportunities, quality of recreational opportunities, and ability to access recreational opportunities. The largest share of respondents indicated the positive impact (rated four or five) on the number (70%), quality (66%), and ability to access (67%) recreational opportunities (Figure 5G, 5H, 5I). The largest share of respondents indicated the negative impact (rated one or two) on the number of spectator events (37%) (Figure 5E).

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...

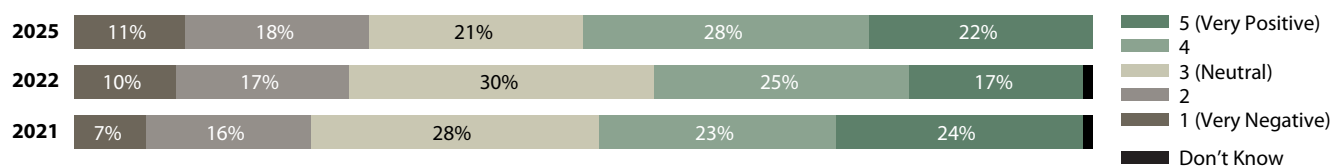
A: The number of arts and cultural experiences?



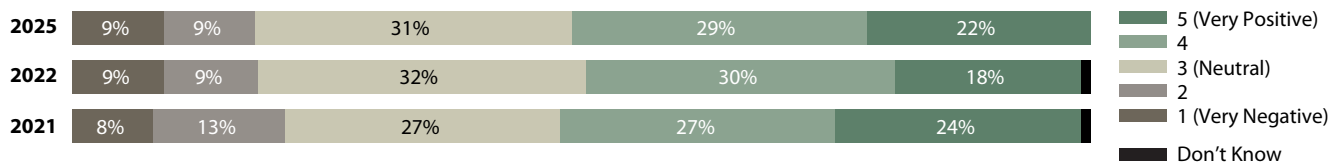
B: The quality of arts and cultural experiences?



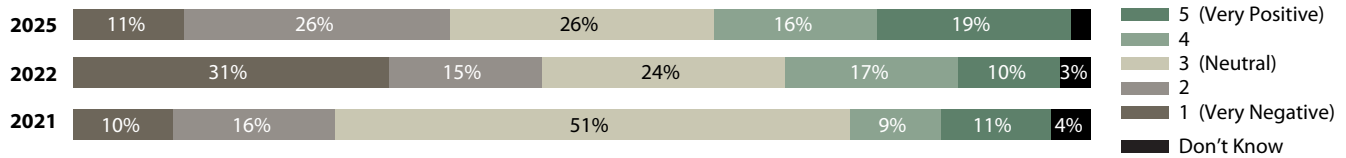
C: The number of dining options?



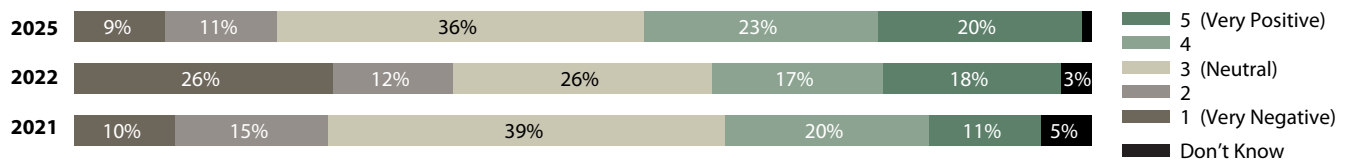
D: The quality of dining options?



E: The number of spectator events?



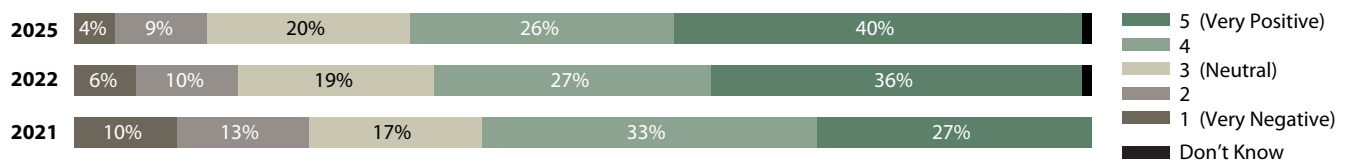
F: The quality of spectator events?



G: The number of recreational opportunities?



H: The quality of recreational opportunities?



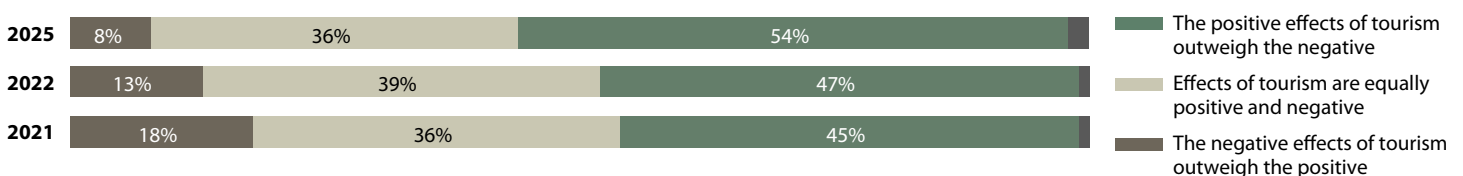
I: Your ability to access recreational opportunities?



Opinion on Tourism

Over half of area residents in 2025 (54%) say the effects of tourism in their community are more positive than negative, up slightly from previous years.

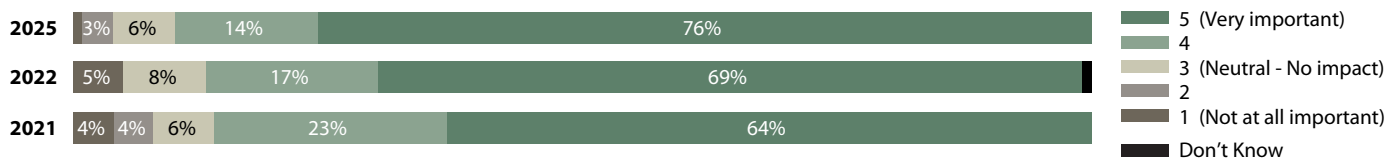
Figure 6: Still, thinking about the effects of tourism in your community, in your opinion, which of the following statements would you say most accurately reflects your opinion?



Importance to Economy

A large majority of respondents (90%) view tourism as important to the economy in their area. This view has increased with each survey.

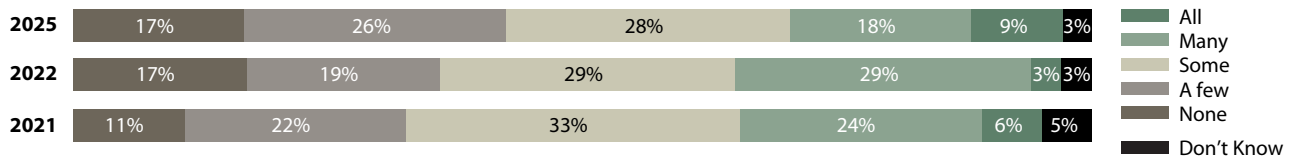
Figure 7: Overall, how important is tourism to the local economy in your area? Please use a one-to-five scale, with one meaning "not at all important" and five meaning "very important."



Accommodating Tourism

Garfield-Wayne residents continue to have mixed opinions on whether there are places in their community that cannot accommodate the number of visitors.

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

The vast majority of residents (83%) feel their community provides a positive experience for those visiting the area (rating four or five).

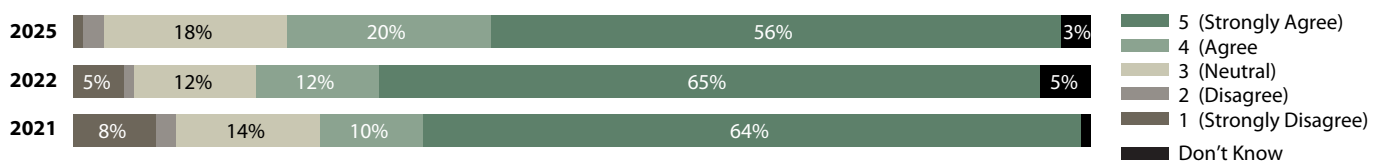
Figure 9: Do you feel your community is able to provide a positive visitor experience? Please use a one-to-five scale, with one meaning "definitely not" and five meaning "definitely."



State Support of Local Tourism Efforts

Three-fourths of 2025 respondents feel strongly that the state tourism office should support local tourism efforts (56% strongly agree and 20% agree). These results are similar to prior findings.

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

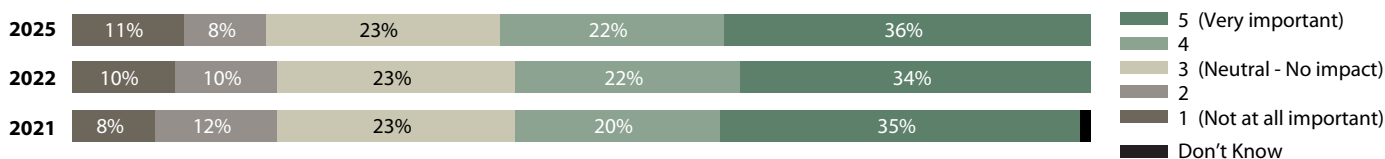


Use of Visitor-Related Tax

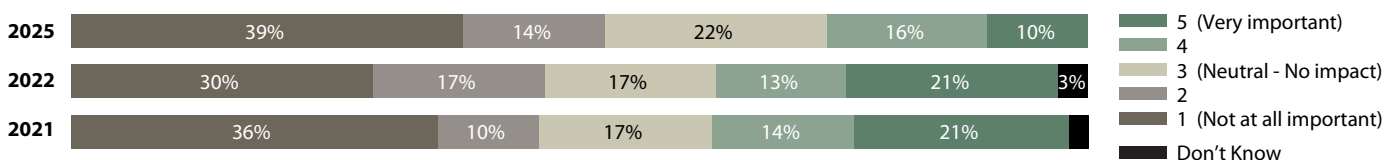
Respondents' spending priorities are similar to years prior, with several categories receiving majority four or five ratings. A large share (89%) of respondents indicates high importance (rate four or five) on spending on local search and rescue capabilities (Figure 11F). Three-quarters say funding should go to infrastructure related to trails, campgrounds, parks, and restrooms (75%), historical preservation of community assets (75%), and environmental protection and repair (75%) (Figures 11L, 11M, 11G). Spending alternatives rated lower in importance include putting visitor tax dollars toward public transit (53% rated one or two), local and regional airport facilities (37% rated one or two), and investment in arts and culture (29% rated one or two) (Figures 11B, 11E, 11N).

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?



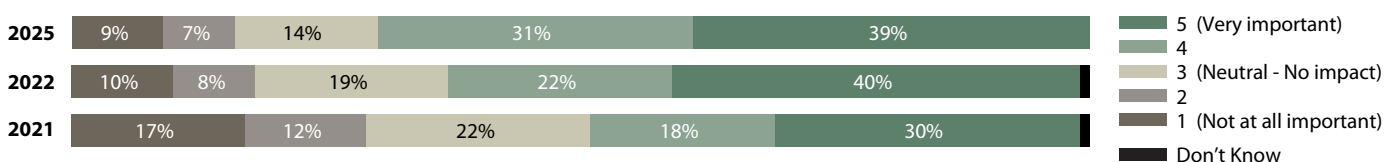
B: Public transit, like shuttles, buses, and trains?



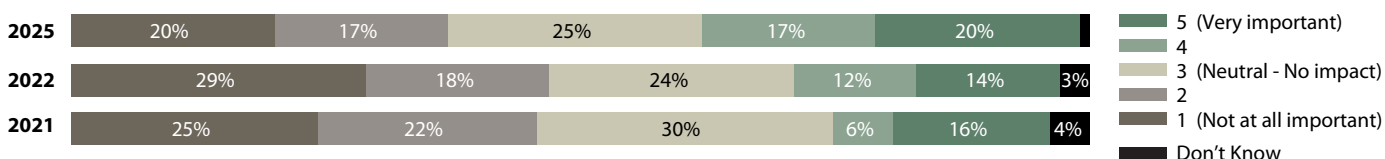
C: High-speed internet (broadband) in tourism areas?



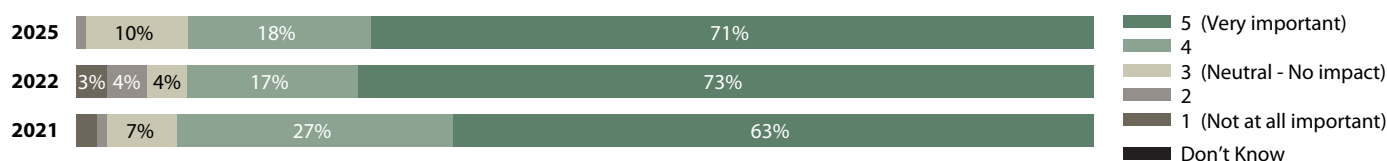
D: Tourism promotion?



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?



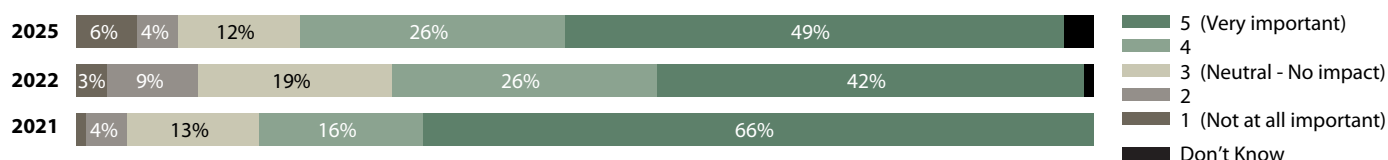
K: Garbage and recycling disposal and collection in tourism areas?



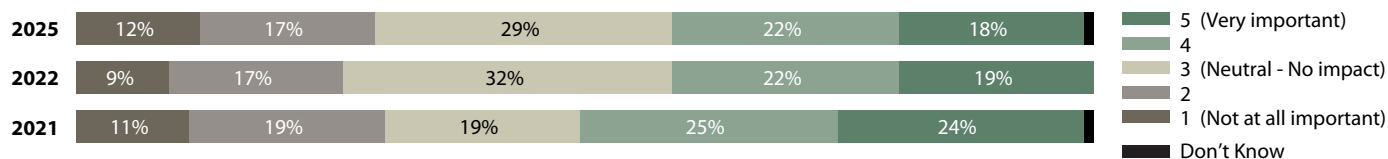
L: Recreation infrastructure like trails, campgrounds, parks, and restrooms?



M: Historical preservation of community assets?



N: Arts and culture investment?

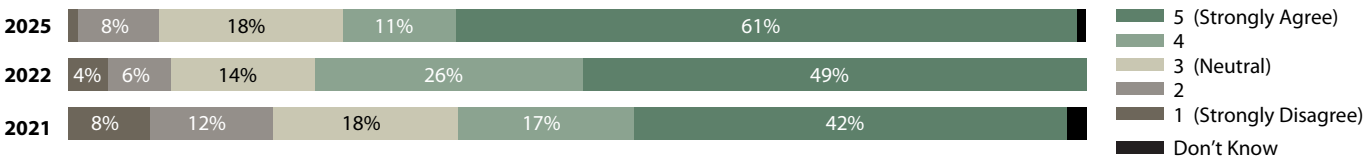


Environmental Sustainability

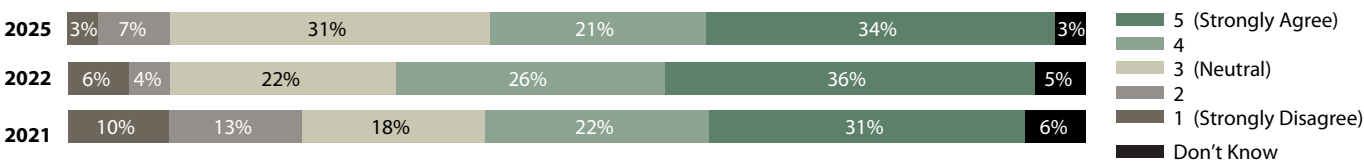
A large percentage of respondents (84%) agree (rate four or five) that the state tourism office should educate visitors on minimizing their environmental impacts (Figure 12D). Most area residents also agree that natural resources should be protected in Utah, and that the protection of natural resources and tourism can be compatible (both 72% agreement) (Figures 12D, 12A, 12C).

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.



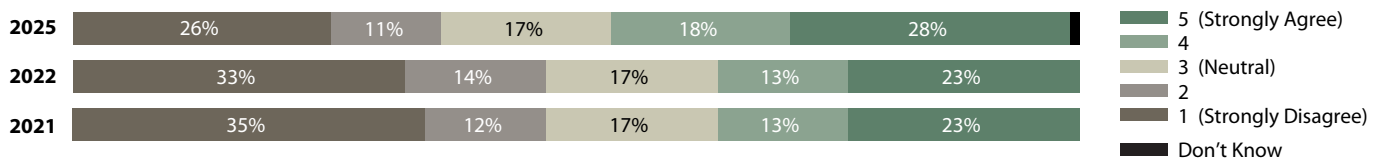
Perception of Visitors/Tourism

Most respondents agree that visitors to their area feel welcomed (88%) and enjoy their interactions with those visiting (76%) (Figures 13C and 13I). While a little over a quarter of respondents (26%) prefer having limited contact with visitors (Figure 13E), Many respondents acknowledge that tourism supports local businesses that are valuable to them (79%) (Figure 13H). Sixty-three percent of respondents indicate their way of life in their area has changed to suit visitors, similar to years prior (Figure 13B).

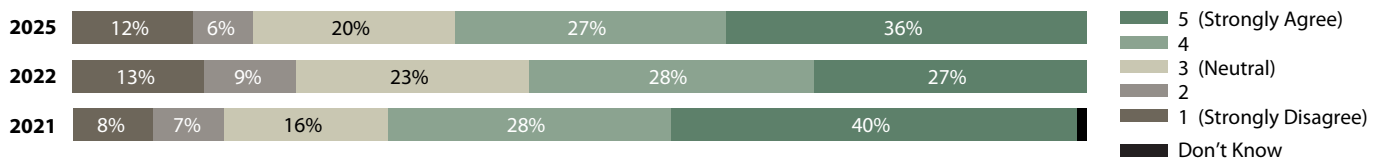
While over a third of survey respondents (41%) agree that government does a good job of balancing resident and visitor needs, one in five disagrees (21%) (Figure 13J). A larger share of respondents (55%) feel that the local government values their input regarding tourism in their area, more than the share indicating state government values local resident input (38%) (Figures 13K and 13L).

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.



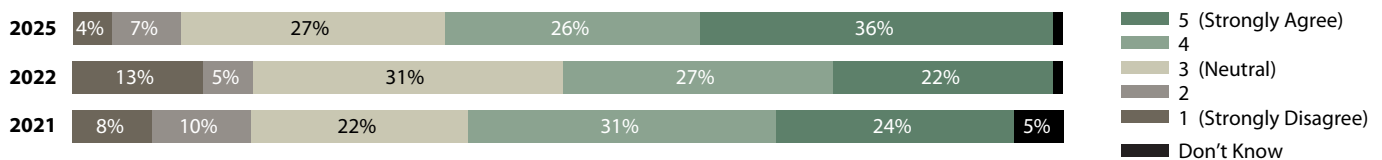
B: In our area, our way of life has changed to suit visitors.



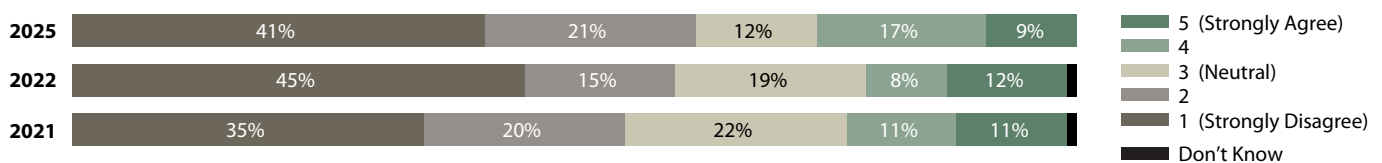
C: Overall, I think visitors to my area feel welcomed.



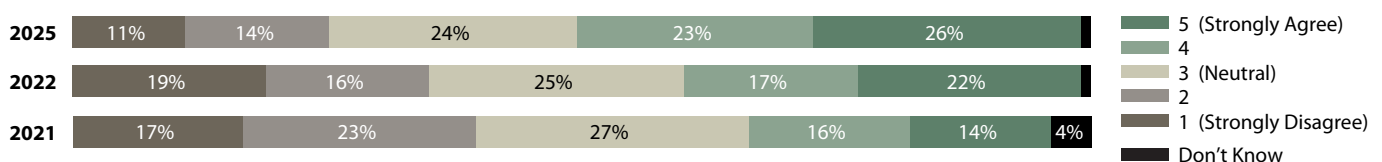
D: Tourism has made locals prouder of our area.



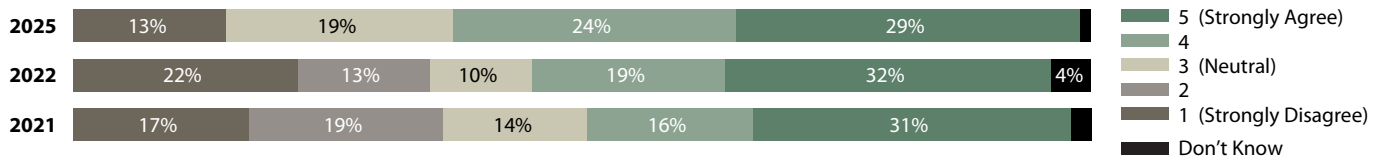
E: I prefer to have as little contact as possible with visitors.



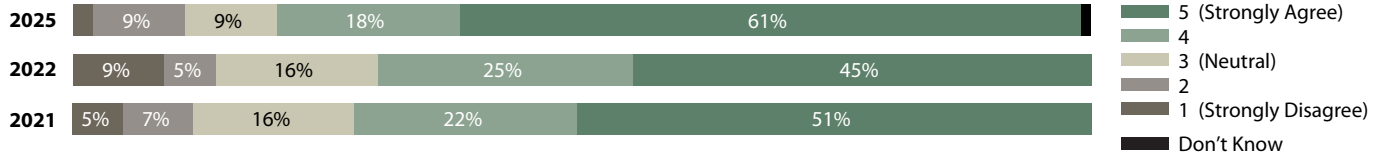
F: Residents benefit from a wide variety of cultural activities in my area because of tourism.



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



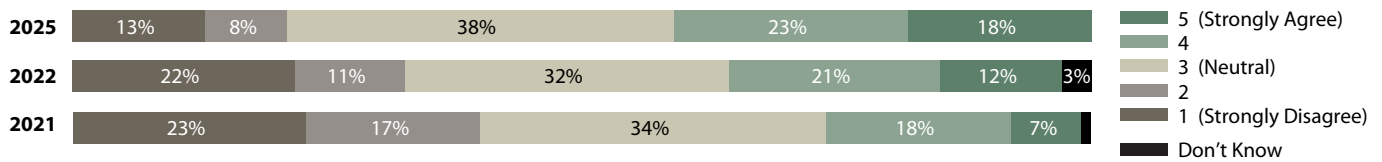
H: Tourism supports businesses in my community that are valuable to me.



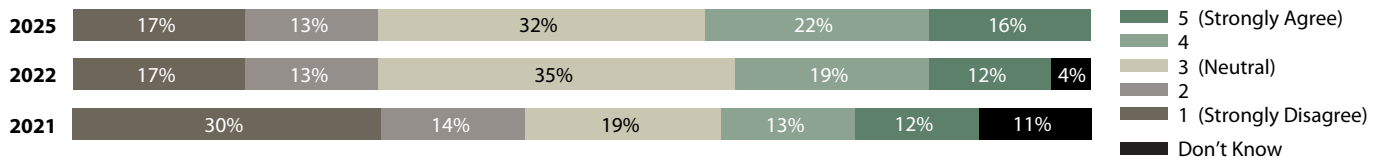
I: I enjoy interactions with visitors.



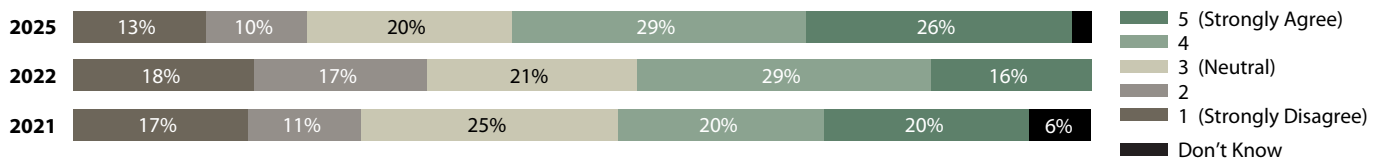
J: Government does a good job balancing residents' and visitors' needs.



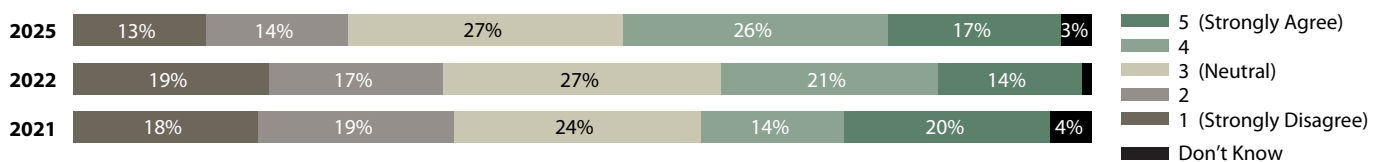
K: State government values input from residents about tourism in my area.



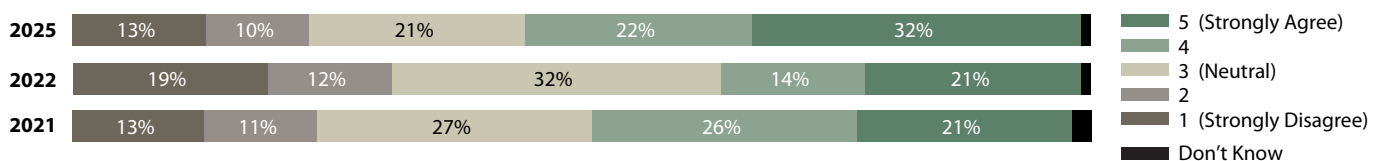
L: Local government values input from residents about tourism in my area.



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



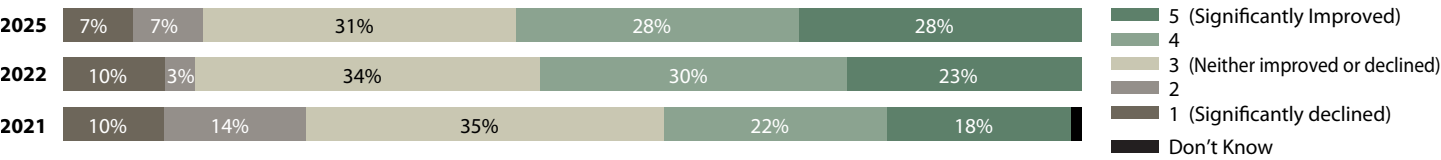
N: I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.



Impact of Tourism on Quality of Life

Over half of respondents (56%) feel that tourism has improved their quality of life, higher than in previous years.

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."

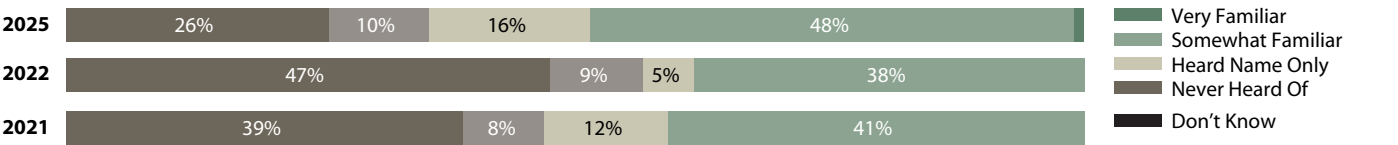


Marketing Campaigns

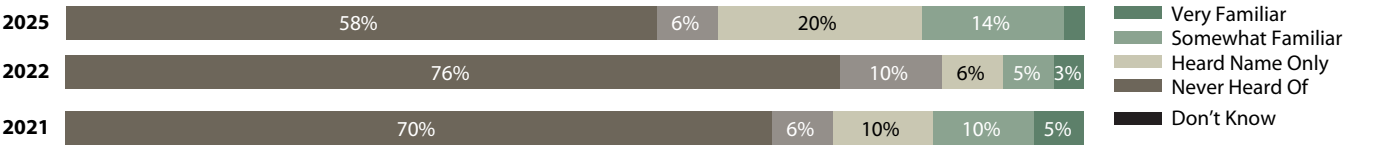
Area residents are very or somewhat familiar with the "Greatest Snow on Earth®" (83%), "Live Elevated®" (68%), and Mighty 5 (64%) campaigns (Figures 14C, 14D, and 14A). Over half (58%) have never heard of the "Forever Mighty®" initiative (Figure 15B).

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

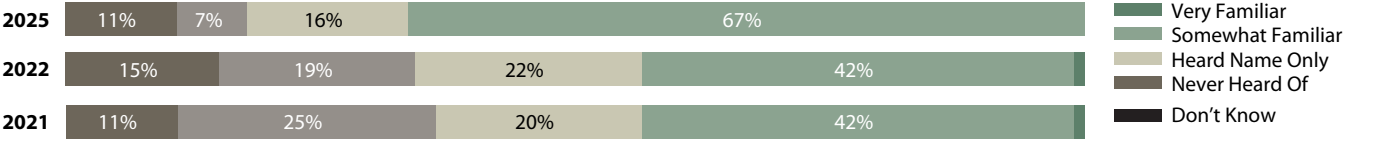
A: Mighty 5® campaign



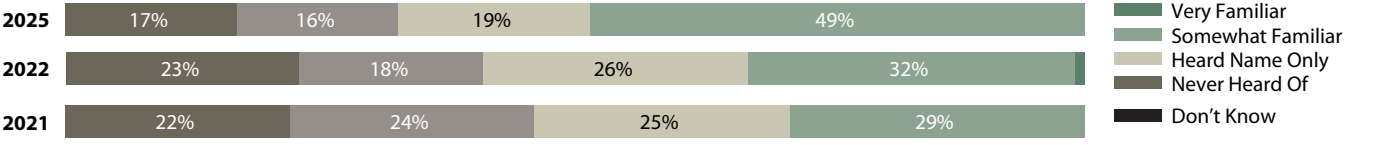
B: Forever Mighty® initiative



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. Garfield and Wayne counties were among those surveyed. Despite sample sizes in individual areas, the results revealed that resident opinions and attitudes toward tourism varied significantly by location.

The Garfield-Wayne area was surveyed again in 2022 and most recently 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, as well as trends observed across multiple years of data.

The 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.

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 90-response survey has a margin of error of $\pm 9.5\%$ at the 95% confidence level. The margin may vary for subgroups or specific questions.

Results should be interpreted as directional.

The report visually compares the results of the 2021, 2022, 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.

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. Any differences between the results of the 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. 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 - Garfield and Wayne Counties (combined)

		2021	2022	2025
Gender	Male	41%	40%	43%
	Female	59%	60%	54%
	Other	0%	0%	2%
Age	18-29	5%	9%	3%
	30-39	6%	5%	9%
	40-49	20%	9%	14%
	50-59	18%	24%	21%
	60-69	30%	17%	22%
	70 and over	21%	36%	30%
Household Income	<20,000	5%	11%	4%
	\$20,000-\$39,999	18%	16%	13%
	\$40,000-\$59,999	23%	35%	16%
	\$60,000-\$79,999	16%	6%	26%
	\$80,000-\$99,999	18%	5%	15%
	\$100,000-\$150,000	17%	19%	11%
	Over \$150,000	3%	6%	16%

		2021	2022	2025
Education	Some high school	1%	0%	0%
	High school graduate	16%	17%	25%
	Some college/assoc. degree /vocational certificate	44%	41%	34%
	College graduate	30%	22%	31%
	Graduate work or degree	9%	20%	10%
Ethnicity	White	95%	93%	97%
	Hispanic/non-white	5%	7%	3%
Utah Residency	Less than 5 years	5%	3%	0%
	5 to 10 years	2%	7%	5%
	11 to 20 years	7%	7%	3%
	More than 20 years	85%	84%	92%

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.

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

Ok, let's get started...

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

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

- 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

- 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 - Garfield and Wayne Counties - Results for 2021, 2022, 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	2022	2025
Garfield / Wayne n=	81	78	90

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	2022	2025
n=	81	78	88
A great deal of tourism	88%	87%	86%
Some tourism	8%	12%	9%
Little tourism	0%	0%	1%
No tourism	0%	0%	0%
Other (specify)	4%	1%	3%
Don't know	0%	0	0%

HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

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

	2021	2022	2025
n=	81	78	89
Yes	42%	29%	33%
No	51%	67%	65%
Other (specify)	7%	4%	2%

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	2022	2025
n=	81	78	89
1 - Very negative	8%	9%	4%
2	8%	10%	18%
3	37%	33%	24%
4	19%	23%	25%
5 - Very positive	25%	23%	28%
Don't know	1%	1%	1%
Mean (1-5)	3.45	3.42	3.55

- 3B. The natural environment in Utah

	2021	2022	2025
n=	81	78	90
1 - Very negative	15%	6%	4%
2	9%	9%	4%
3	16%	10%	20%
4	20%	12%	14%
5 - Very positive	41%	59%	56%
Don't know	0%	4%	1%
Mean (1-5)	3.65	4.12	4.13

- 3C. Your community's overall reputation

	2021	2022	2025
n=	81	78	90
1 - Very negative	4%	3%	2%
2	5%	0%	6%
3	14%	14%	21%
4	30%	31%	19%
5 - Very positive	47%	50%	51%
Don't know	0%	3%	1%
Mean (1-5)	4.12	4.29	4.12

- 3D. Human health and safety

	2021	2022	2025
n=	81	78	90
1 - Very negative	14%	6%	8%
2	13%	8%	8%
3	18%	24%	23%
4	25%	23%	31%
5 - Very positive	27%	33%	29%
Don't know	2%	5%	1%
Mean (1-5)	3.37	3.73	3.66

3E. Housing affordability

	2021	2022	2025
n=	81	78	88
1 - Very negative	35%	37%	30%
2	23%	21%	24%
3	20%	17%	26%
4	7%	13%	7%
5 - Very positive	11%	10%	14%
Don't know	4%	3%	0%
Mean (1-5)	2.34	2.37	2.51

3F. Job opportunities for residents

	2021	2022	2025
n=	81	78	89
1 - Very negative	10%	13%	9%
2	12%	10%	10%
3	24%	18%	19%
4	28%	22%	21%
5 - Very positive	27%	37%	40%
Don't know	0%	0%	0%
Mean (1-5)	3.49	3.60	3.74

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

	2021	2022	2025
n=	81	77	88
1 - Very negative	17%	18%	18%
2	17%	19%	17%
3	29%	30%	28%
4	22%	16%	16%
5 - Very positive	9%	12%	20%
Don't know	6%	5%	0%
Mean (1-5)	2.87	2.82	3.03

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

	2021	2022	2025
n=	81	78	90
1 - Very negative	7%	5%	0%
2	5%	9%	13%
3	23%	26%	11%
4	22%	23%	21%
5 - Very positive	43%	37%	53%
Don't know	0%	0%	1%
Mean (1-5)	3.89	3.78	4.16

MEAN SCORES ON EFFECTS OF TOURISM

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

	2021	2022	2025
(3A) The quality of amenities such as gas stations and retail stores in the tourist areas	3.45	3.42	3.55
(3B) The natural environment in Utah	3.65	4.12	4.13
(3C) Your community's overall reputation	4.12	4.29	4.12
(3D) Human health and safety	3.37	3.73	3.66
(3E) Housing affordability	2.34	2.37	2.51
(3F) Job opportunities for local residents	3.49	3.60	3.74
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	2.87	2.82	3.03
(3H) The opportunity to meet and better understand people from different backgrounds	3.89	3.78	4.16

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	2022	2025
n=	81	77	90
1 - Significant decrease	4%	1%	3%
2	6%	9%	3%
3	31%	22%	29%
4	25%	30%	26%
5 - Significant increase	31%	35%	39%
Don't know	2%	3%	0%
Mean (1-5)	3.77	3.91	3.93

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	2022	2025
n=	81	77	90
1 - Very negative	10%	22%	13%
2	21%	14%	19%
3	22%	35%	31%
4	27%	18%	22%
5 - Very positive	15%	9%	13%
Don't know	6%	1%	1%
Mean (1-5)	3.17	2.78	3.03

5B: The QUALITY of arts and cultural experiences

	2021	2022	2025
<i>n</i> =	81	77	90
1 – Very negative	11%	19%	10%
2	12%	12%	16%
3	34%	35%	33%
4	19%	17%	22%
5 – Very positive	16%	14%	17%
Don't know	8%	3%	2%
Mean (1-5)	3.18	2.95	3.20

5C: The NUMBER of dining options

	2021	2022	2025
<i>n</i> =	81	77	90
1 – Very negative	7%	10%	11%
2	16%	17%	18%
3	28%	30%	21%
4	23%	25%	28%
5 – Very positive	24%	17%	22%
Don't know	1%	1%	0%
Mean (1-5)	3.42	3.21	3.32

5D: The QUALITY of dining options

	2021	2022	2025
<i>n</i> =	81	77	90
1 – Very negative	8%	9%	9%
2	13%	9%	9%
3	27%	32%	31%
4	27%	30%	29%
5 – Very positive	24%	18%	22%
Don't know	1%	1%	0%
Mean (1-5)	3.45	3.39	3.47

5E: The NUMBER of spectator events

	2021	2022	2025
<i>n</i> =	81	78	89
1 – Very negative	10%	31%	11%
2	16%	15%	26%
3	51%	24%	26%
4	9%	17%	16%
5 – Very positive	11%	10%	19%
Don't know	4%	3%	2%
Mean (1-5)	2.95	2.59	3.06

5F: The QUALITY of spectator events

	2021	2022	2025
<i>n</i> =	81	78	90
1 – Very negative	10%	26%	9%
2	15%	12%	11%
3	39%	26%	36%
4	20%	17%	23%
5 – Very positive	11%	18%	20%
Don't know	5%	3%	1%
Mean (1-5)	3.08	2.89	3.35

5G: The NUMBER of recreational opportunities

	2021	2022	2025
<i>n</i> =	81	78	90
1 – Very negative	9%	6%	6%
2	6%	12%	4%
3	15%	19%	19%
4	33%	24%	24%
5 – Very positive	37%	37%	46%
Don't know	1%	1%	1%
Mean (1-5)	3.84	3.75	4.01

5H: The QUALITY of recreational opportunities

	2021	2022	2025
<i>n</i> =	81	78	90
1 – Very negative	10%	6%	4%
2	13%	10%	9%
3	17%	19%	20%
4	33%	27%	26%
5 – Very positive	27%	36%	40%
Don't know	0%	1%	1%
Mean (1-5)	3.54	3.77	3.89

5I: Your ABILITY TO ACCESS recreational opportunities

	2021	2022	2025
<i>n</i> =	81	78	90
1 – Very negative	9%	5%	6%
2	11%	8%	7%
3	17%	22%	21%
4	23%	18%	17%
5 – Very positive	38%	46%	50%
Don't know	2%	1%	0%
Mean (1-5)	3.73	3.94	3.99

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	2022	2025
(5A) The number of arts and cultural experiences	3.17	2.78	3.03
(5B) The quality of arts and cultural experiences	3.18	2.95	3.20
(5C) The number of dining options	3.42	3.21	3.32
(5D) The quality of dining options	3.45	3.39	3.47
(5E) The number of spectator events	2.95	2.59	3.06
(5F) The quality of spectator events	3.08	2.89	3.35
(5G) The number of recreational opportunities	3.84	3.75	4.01
(5H) The quality of recreational opportunities	3.54	3.77	3.89
(5I) Your ability to access recreational opportunities	3.73	3.94	3.99

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	2022	2025
n=	81	77	89
The POSITIVE effects of tourism outweigh the negative	45%	47%	54%
The NEGATIVE effects of tourism outweigh the positive	18%	13%	8%
The effects of tourism are equally positive and negative	36%	39%	36%
Don't know	1%	1%	2%

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	2022	2025
n=	81	78	90
1 - Not at all important	4%	5%	1%
2	4%	0%	3%
3	6%	8%	6%
4	23%	17%	14%
5 - Very important	64%	69%	76%
Don't know	0%	1%	0%
Mean (1-5)	4.40	4.47	4.60

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	2022	2025
n=	81	78	90
None	11%	17%	17%
A few	22%	19%	26%
Some	33%	29%	28%
Many	24%	29%	18%
All	6%	3%	9%
Don't know	5%	3%	3%

- 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	2022	2025
n=	81	78	90
1 – Definitely not	5%	1%	2%
2	8%	3%	2%
3	10%	22%	12%
4	33%	32%	32%
5 – Definitely	45%	42%	51%
Don't know	0%	0%	0%
Mean (1-5)	4.04	4.12	4.28

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	2022	2025
n=	81	78	90
1 – Strongly disagree	8%	5%	1%
2	2%	1%	2%
3 – (neutral)	14%	12%	18%
4	10%	12%	20%
5 – Strongly agree	64%	65%	56%
Don't know	1%	5%	3%
Mean (1-5)	4.20	4.38	4.31

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	2022	2025
n=	81	77	90
1 – Not at all important	8%	10%	11%
2	12%	10%	8%
3 – (neutral)	23%	23%	23%
4	20%	22%	22%
5 – Very important	35%	34%	36%
Don't know	1%	0%	0%
Mean (1-5)	3.62	3.58	3.63

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

	2021	2022	2025
n=	81	77	88
1 – Not at all important	36%	30%	39%
2	10%	17%	14%
3 – (neutral)	17%	17%	22%
4	14%	13%	16%
5 – Very important	21%	21%	10%
Don't know	2%	3%	0%
Mean (1-5)	2.73	2.77	2.45

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

	2021	2022	2025
n=	81	78	90
1 – Not at all important	11%	9%	7%
2	6%	10%	7%
3 – (neutral)	17%	13%	19%
4	22%	23%	29%
5 – Very important	43%	44%	38%
Don't know	1%	1%	1%
Mean (1-5)	3.82	3.83	3.85

11D. Tourism promotion?

	2021	2022	2025
n=	81	78	90
1 – Not at all important	17%	10%	9%
2	12%	8%	7%
3 – (neutral)	22%	19%	14%
4	18%	22%	31%
5 – Very important	30%	40%	39%
Don't know	1%	1%	0%
Mean (1-5)	3.33	3.74	3.84

11E. Local and regional airport facilities?

	2021	2022	2025
n=	81	78	87
1 – Not at all important	25%	29%	20%
2	22%	18%	17%
3 – (neutral)	30%	24%	25%
4	6%	12%	17%
5 – Very important	16%	14%	20%
Don't know	4%	3%	1%
Mean (1-5)	2.65	2.62	3.00

11F. Local search and rescue capabilities?

	2021	2022	2025
n=	81	78	90
1 – Not at all important	2%	3%	0%
2	1%	4%	1%
3 – (neutral)	7%	4%	10%
4	27%	17%	18%
5 – Very important	63%	73%	71%
Don't know	0%	0%	0%
Mean (1-5)	4.46	4.54	4.59

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

	2021	2022	2025
n=	81	78	90
1 – Not at all important	5%	6%	1%
2	4%	13%	10%
3 – (neutral)	14%	14%	12%
4	20%	14%	32%
5 – Very important	54%	49%	43%
Don't know	2%	4%	1%
Mean (1-5)	4.19	3.89	4.08

11H. Cellular service?

	2021	2022	2025
n=	81	77	90
1 – Not at all important	12%	8%	4%
2	8%	9%	8%
3 – (neutral)	11%	18%	17%
4	18%	23%	31%
5 – Very important	51%	39%	39%
Don't know	0%	3%	1%
Mean (1-5)	3.87	3.79	3.93

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

	2021	2022	2025
n=	81	77	90
1 – Not at all important	8%	12%	4%
2	7%	5%	8%
3 – (neutral)	18%	21%	27%
4	18%	27%	23%
5 – Very important	48%	32%	36%
Don't know	0%	3%	2%
Mean (1-5)	3.90	3.65	3.80

11J. Transportation infrastructure like roads and bridges?

	2021	2022	2025
n=	81	77	90
1 – Not at all important	4%	5%	4%
2	5%	6%	4%
3 – (neutral)	22%	12%	26%
4	27%	26%	27%
5 – Very important	43%	48%	37%
Don't know	0%	3%	2%
Mean (1-5)	4.01	4.08	3.89

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

	2021	2022	2025
n=	81	78	90
1 – Not at all important	4%	5%	7%
2	6%	6%	7%
3 – (neutral)	7%	15%	17%
4	29%	28%	29%
5 – Very important	52%	42%	39%
Don't know	2%	3%	2%
Mean (1-5)	4.22	3.99	3.89

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

	2021	2022	2025
n=	81	78	90
1 – Not at all important	2%	6%	1%
2	4%	5%	7%
3 – (neutral)	13%	14%	17%
4	24%	23%	26%
5 – Very important	56%	51%	49%
Don't know	0%	0%	1%
Mean (1-5)	4.28	4.08	4.16

11M. Historical preservation of community assets?

	2021	2022	2025
n=	81	77	90
1 – Not at all important	1%	3%	6%
2	4%	9%	4%
3 – (neutral)	13%	19%	12%
4	16%	26%	26%
5 – Very important	66%	42%	49%
Don't know	0%	1%	3%
Mean (1-5)	4.42	3.96	4.11

11N. Arts and culture investment?

	2021	2022	2025
n=	81	77	89
1 – Not at all important	11%	9%	12%
2	19%	17%	17%
3 – (neutral)	19%	32%	29%
4	25%	22%	22%
5 – Very important	24%	19%	18%
Don't know	1%	0%	1%
Mean (1-5)	3.33	3.26	3.17

MEAN SCORES ON MEAN SCORES ON USE OF VISITOR-RELATED TAX

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

	2021	2022	2025
(11A) Parking accommodations (parking lots) in tourism areas?	3.62	3.58	3.63
(11B) Public transit, like shuttles, buses, trains?	2.73	2.77	2.45
(11C) High speed internet (broadband) in tourism areas?	3.82	3.83	3.85
(11D) Tourism promotion?	3.33	3.74	3.84
(11E) Local and regional airport facilities?	2.65	2.62	3.00
(11F) Local search and rescue capabilities?	4.46	4.54	4.59
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	4.19	3.89	4.08
(11H) Cellular service?	3.87	3.79	3.93
(11I) Visitor education regarding how to best respect and support the local community?	3.90	3.65	3.80
(11J) Transportation infrastructure like roads and bridges?	4.01	4.08	3.89
(11K) Garbage and recycling disposal and collection in tourism areas?	4.22	3.99	3.89
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	4.28	4.08	4.16
(11M) Historical preservation of community assets?	4.42	3.96	4.11
(11N) Arts and culture investment?	3.33	3.26	3.17

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	2022	2025
n=	81	77	90
1 – Strongly disagree	8%	4%	1%
2	12%	6%	8%
3	18%	14%	18%
4	17%	26%	11%
5 – Strongly agree	42%	49%	61%
Don't know	2%	0%	1%
Mean (1-5)	3.74	4.10	4.25

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

	2021	2022	2025
n=	81	77	90
1 – Strongly disagree	10%	6%	3%
2	13%	4%	7%
3	18%	22%	31%
4	22%	26%	21%
5 – Strongly agree	31%	36%	34%
Don't know	6%	5%	3%
Mean (1-5)	3.55	3.86	3.79

12C. Natural resources should be protected in Utah.

	2021	2022	2025
n=	81	78	90
1 – Strongly disagree	5%	6%	6%
2	6%	6%	8%
3	12%	14%	14%
4	18%	17%	13%
5 – Strongly agree	58%	55%	59%
Don't know	1%	1%	0%
Mean (1-5)	4.20	4.09	4.12

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	2022	2025
n=	81	78	90
1 – Strongly disagree	0%	3%	2%
2	6%	3%	3%
3	13%	12%	10%
4	24%	23%	31%
5 – Strongly agree	54%	60%	53%
Don't know	2%	0%	0%
Mean (1-5)	4.30	4.36	4.30

MEAN SCORES ON ENVIRONMENTAL SUSTAINABILITY

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

	2021	2022	2025
(12A) Natural resource protection and tourism can be compatible.	3.74	4.10	4.25
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism.	3.55	3.86	3.79
(12C) Natural resources should be protected in Utah.	4.20	4.09	4.12
(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.	4.30	4.36	4.30

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	2022	2025
n=	81	78	90
1 – Strongly disagree	35%	33%	26%
2	12%	14%	11%
3	17%	17%	17%
4	13%	13%	18%
5 – Strongly agree	23%	23%	28%
Don't know	0%	0%	1%
Mean (1-5)	2.77	2.78	3.11

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

	2021	2022	2025
n=	81	78	90
1 – Strongly disagree	8%	13%	12%
2	7%	9%	6%
3	16%	23%	20%
4	28%	28%	27%
5 – Strongly agree	40%	27%	36%
Don't know	1%	0%	0%
Mean (1-5)	3.84	3.47	3.68

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

	2021	2022	2025
n=	81	77	90
1 – Strongly disagree	2%	1%	0%
2	5%	1%	1%
3	6%	12%	11%
4	34%	36%	31%
5 – Strongly agree	52%	49%	57%
Don't know	0%	0%	0%
Mean (1-5)	4.29	4.31	4.43

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

	2021	2022	2025
n=	81	77	90
1 – Strongly disagree	8%	13%	4%
2	10%	5%	7%
3	22%	31%	27%
4	31%	27%	26%
5 – Strongly agree	24%	22%	36%
Don't know	5%	1%	1%
Mean (1-5)	3.56	3.41	3.82

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

	2021	2022	2025
n=	81	78	90
1 – Strongly disagree	35%	45%	41%
2	20%	15%	21%
3	22%	19%	12%
4	11%	8%	17%
5 – Strongly agree	11%	12%	9%
Don't know	1%	1%	0%
Mean (1-5)	2.41	2.25	2.31

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

	2021	2022	2025
n=	81	77	90
1 – Strongly disagree	17%	19%	11%
2	23%	16%	14%
3	27%	25%	24%
4	16%	17%	23%
5 – Strongly agree	14%	22%	26%
Don't know	4%	1%	1%
Mean (1-5)	2.88	3.07	3.38

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

	2021	2022	2025
n=	81	78	90
1 – Strongly disagree	17%	22%	13%
2	19%	13%	13%
3	14%	10%	19%
4	16%	19%	24%
5 – Strongly agree	31%	32%	29%
Don't know	2%	4%	1%
Mean (1-5)	3.26	3.28	3.43

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

	2021	2022	2025
n=	81	77	90
1 – Strongly disagree	5%	9%	2%
2	7%	5%	9%
3	16%	16%	9%
4	22%	25%	18%
5 – Strongly agree	51%	45%	61%
Don't know	0%	0%	1%
Mean (1-5)	4.06	3.92	4.28

13I. I enjoy interactions with visitors.

	2021	2022	2025
n=	81	77	90
1 – Strongly disagree	4%	5%	4%
2	7%	5%	1%
3	24%	14%	18%
4	16%	29%	24%
5 – Strongly agree	49%	47%	52%
Don't know	0%	0%	0%
Mean (1-5)	4.00	4.06	4.19

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

	2021	2022	2025
n=	81	76	90
1 – Strongly disagree	23%	22%	13%
2	17%	11%	8%
3	34%	32%	38%
4	18%	21%	23%
5 – Strongly agree	7%	12%	18%
Don't know	1%	3%	0%
Mean (1-5)	2.70	2.89	3.24

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

	2021	2022	2025
n=	81	77	90
1 – Strongly disagree	30%	17%	17%
2	14%	13%	13%
3	19%	35%	32%
4	13%	19%	22%
5 – Strongly agree	12%	12%	16%
Don't know	11%	4%	0%
Mean (1-5)	2.58	2.96	3.07

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

	2021	2022	2025
n=	81	77	90
1 – Strongly disagree	17%	18%	13%
2	11%	17%	10%
3	25%	21%	20%
4	20%	29%	29%
5 – Strongly agree	20%	16%	26%
Don't know	6%	0%	2%
Mean (1-5)	3.18	3.06	3.44

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

	2021	2022	2025
<i>n</i> =	81	77	90
1 – Strongly disagree	18%	19%	13%
2	19%	17%	14%
3	24%	27%	27%
4	14%	21%	26%
5 – Strongly agree	20%	14%	17%
Don't know	4%	1%	3%
Mean (1-5)	3.00	2.93	3.18

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	2022	2025
<i>n</i> =	81	77	90
1 – Strongly disagree	13%	19%	13%
2	11%	12%	10%
3	27%	32%	21%
4	26%	14%	22%
5 – Strongly agree	21%	21%	32%
Don't know	2%	1%	1%
Mean (1-5)	3.30	3.05	3.51

MEAN SCORES ON PERCEPTION OF VISITORS

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

	2021	2022	2025
(13A) My area would be a dull place if visitors did not come.	2.77	2.78	3.11
(13B) In our area, our way of life has changed to suit visitors.	3.84	3.47	3.68
(13C) Overall, I think visitors to my area feel welcomed.	4.29	4.31	4.43
(13D) Tourism has made locals prouder of our area.	3.56	3.41	3.82
(13E) I prefer to have as little contact as possible with visitors.	2.41	2.25	2.31
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	2.88	3.07	3.38
(13G) Tourism has made my community an unaffordable place for many to live.	3.26	3.28	3.43
(13H) Tourism supports businesses in my community that are valuable to me.	4.06	3.92	4.28
(13I) I enjoy interactions with visitors.	4.00	4.06	4.19
(13J) Government does a good job balancing residents' and visitors' needs.	2.70	2.89	3.24

(13K) State government values input from residents about tourism in my area.	2.58	2.96	3.07
(13L) Local government values input from residents about tourism in my area.	3.18	3.06	3.44
(13M) Residents have the opportunity to provide input on tourism related topics in my area.	3.00	2.93	3.18
(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.	3.30	3.05	3.51

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	2022	2025
<i>n</i> =	81	77	90
1 – Significantly declined	10%	10%	7%
2	14%	3%	7%
3	35%	34%	31%
4	22%	30%	28%
5 – Significantly improved	18%	23%	28%
Don't know	1%	0%	0%
Mean (1-5)	3.24	3.53	3.63

MARKETING CAMPAIGN

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

15A. Mighty 5® Campaign

	2021	2022	2025
<i>n</i> =	81	78	90
Never heard of	39%	47%	26%
Heard name only	8%	9%	10%
Somewhat familiar	12%	5%	16%
Very familiar	41%	38%	48%
Don't know	0%	0%	1%

15B. Forever Mighty® Initiative

	2021	2022	2025
<i>n</i> =	81	78	90
Never heard of	70%	76%	58%
Heard name only	6%	10%	6%
Somewhat familiar	10%	6%	20%
Very familiar	10%	5%	14%
Don't know	5%	3%	2%

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

	2021	2022	2025
<i>n</i> =	81	78	90
Never heard of	11%	15%	11%
Heard name only	25%	19%	7%
Somewhat familiar	20%	22%	16%
Very familiar	42%	42%	67%
Don't know	1%	1%	0%

15D. Life Elevated®

	2021	2022	2025
<i>n</i> =	81	78	90
Never heard of	22%	23%	17%
Heard name only	24%	18%	16%
Somewhat familiar	25%	26%	19%
Very familiar	29%	32%	49%
Don't know	0%	1%	0%

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	2022	2025
<i>n</i> =	81	78	90
Man	41%	40%	43%
Woman	59%	60%	54%
Some other way	0%	0%	2%

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

	2021	2022	2025
<i>n</i> =	81	76	90
18 to 29	5%	9%	3%
30 to 39	6%	5%	9%
40 to 49	20%	9%	14%
50 to 59	18%	24%	21%
60 to 69	30%	17%	22%
70 or Older	21%	36%	30%

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

	2021	2022	2025
<i>n</i> =	81	76	88
Some high school or less	1%	0%	0%
High school graduate	16%	17%	25%
Some college/assoc.degree/vocational certificate	44%	41%	34%
College graduate (4 years)	30%	22%	31%
Graduate work or degree	9%	20%	10%

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

	2021	2022	2025
<i>n</i> =	81	76	88
Less than 5 years	5%	3%	0%
5 to 10 years	2%	7%	5%
11 to 20 years	7%	7%	3%
More than 20 years	85%	84%	92%

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

	2021	2022	2025
<i>n</i> =	81	74	87
Hispanic/Latino	1%	0%	1%
American Indian or Alaska Native	4%	0%	0%
Asian or Asian American	0%	1%	0%
Black or African American	0%	0%	0%
Pacific Islander/Native Hawaiian	0%	0%	0%
White	95%	93%	97%
Multiple races/ethnicities	0%	5%	2%
Other (specify)	0%	0%	0%
Don't know	0%	0%	0%

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

	2021	2022	2025
<i>n</i> =	81	62	82
Less than \$20,000	5%	11%	4%
\$20,000 to \$39,999	18%	16%	13%
\$40,000 to \$59,999	23%	35%	16%
\$60,000 to \$79,999	16%	6%	26%
\$80,000 to \$99,999	18%	5%	15%
\$100,000 to \$150,000	17%	19%	11%
Over \$150,000	3%	6%	16%

Appendix E - Verbatim Comments - Garfield and Wayne 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
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(1) None - 16 comments

- For what people come here for, there is plenty of room.
- Camping, hotels, motels, Airbnb homes that are available, and rental homes.
- There is space for everyone.
- We are a small town and don't take up much space.
- The local businesses take care of the tourists. It would be awesome if we had more emergency services, but, in general, the businesses all pull together to support them. They're our livelihood; even ranchers have changed to suit them.
- We have lots of motels, restaurants, and ways to accommodate people; it's been ok.
- Everything we have, they come, and they visit, and then they go to other areas, so there's not a hundred and one in one area; they're spread out.
- I think there are several options where people can stay and do things.
- It doesn't get crowded, it's huge, the tourism goes down each year.
- Seems like there is plenty of room for everyone to enjoy the area and local businesses.
- Because they built a lot of new places for the growth of tourism, we struggle with housing for people who work in tourism.
- There's a lot of BLM land if they needed to camp, lots of places in parks, lots of hotels, and Airbnbs.
- I think we are between two other larger national parks, and this one is a bypass. I think people come and leave the same day most of the time. My area is a stepping stone to another place.
- I think we can handle all the tourism that comes.
- We seem to be able to accommodate the amount of tourism in our area.
- We have a lake, Zion, and Bryce Valley. They get pretty busy, especially at Panguitch Lake.
- We don't have as many hotels and campgrounds for them.
- I don't think there are enough places for people, mostly dining.
- There are not very amenities.
- We don't have motels or anything; we live in a town with only about 120 people, and we don't have big things like restaurants and stuff.
- There are certain periods of the day when traffic is really bad and it makes it hard to get around for local people.
- We have limited hotel rooms, so Airbnbs have come up everywhere, and it has affected the housing market negatively, and all dining options close really early.
- I think most days, there is enough room to accommodate people.
- Most of the area is people who own cabins, and a few rent them out. There are only a few campgrounds that are first-come, first-served.
- There are several motels or hotels, but only one lodge, and the little ones are closed or crappy. We only have one really nice lodge.
- I've seen only a few places overflow. There were too many tourists for the hotels available, but that only happened like twice in twenty years.
- Sometimes, there is not enough parking because of the tourists for certain hikes. The infrastructure doesn't fit the people in my community.
- It's seasonal, so at the peak, there are more people than we can accommodate.
- I don't think that there's really a lot of variety for accommodating people here.
- They're not meant for the big crowds that they get on these busy weekends. The infrastructure can't handle it.
- Mostly around holidays and high traveling times, there's just not a lot of places to stay, roads get filled, and the town gets really busy.
- The county is built based on population density.
- It is a small community, and we get a large amount of people coming.
- Increased visitor demand means capacity may fill up the rooms and seats.

(2) A few – 23 comments

- Depends upon the quality and variety.
- We are very rural, so sometimes there's just too many people here.
- It depends on what is going on, and sometimes there is a mini marathon - 100 more people coming in, shuffling people around big events that it can't accommodate.
- Basically, it is a lack of infrastructure, and we don't have a lot to offer. We don't have a lot of businesses, and it has to deal with the amount of people we have to employ and run them. The affordability of houses around it is not possible for them to live.

(3) Some – 25 comments

- Some places can hold a lot of people and others can't, it's hard to take care of locals after that point, cause of tourism.
- The parking does get limited in the national park, and the restaurants can get backed up.
- Everywhere is pretty well equipped for tourists. The tourism industry is how we get through the winter.
- We just don't have a large number, so we have a lot of guests staying in Kane County or other areas.
- All we've got are three little hotels, and they have to call ahead or can't stay.

- There are several weekends each year when there's no hospitality available, like spring and fall. It gets very crowded. Other than that, it's just fine.
- I think we get too many visitors to Bryce Canyon in the summer. It's a good thing, but I actually avoid the parks in the summer because there are so many people out there. I tell people to come before Memorial Day or after Labor Day.
- We don't have enough infrastructure, and it's seasonal (tourism is).
- I do not think there are many places. I think in my area, we get people who go to Ruby's and stay in hotels, and my area gets the overflow.
- Sometimes there are holidays and weekends, and I'm sure, at that point, there are more tourists than we can actually take care of. But it equalizes because it's usually pretty good. Sometimes we don't have enough facilities on the big weekends.
- There are a lot of things to do, but they aren't very close to Panguitch.
- I think we are a tiny town.
- All of the accommodations fill up sometimes.
- Because our community doesn't have much more than camping, and it's not really in our area
- Seems like we get a little overwhelmed in the busier months.
- They've got quite a lotta places in Torrey for them to stay in and places like that. Quite a lot of difference in the county: Upper end is agriculture, lower end is tourists.
- I see the campgrounds filling up and not being able to accommodate everybody. Local restaurants are backing up because of all the people visiting.
- Our campgrounds are full every night.
- There are not a lot of accommodations, but a lot of people bring their side-by-sides.
- I believe sometimes, on average, there is a large burst of people who we want to accommodate.
- Not as many places are open.
- It's a small community by a national park, and we get overwhelmed and don't have enough infrastructure.
- Cause there are way more people than places to stay at certain points in time.
- Not enough campgrounds or RV parks, so people pull out into areas wherever they want to camp. No restrooms causes issues!
- Poor town.

(4) Many – 16 comments

- We do not have enough accommodations for tourists.
- Not enough hotels for people coming to the area.
- I think during the summertime, there are crowds. We live right in the middle of Bryce and Zion and get lots of people from different countries. Traffic has gotten bad, and the parks get thick.

- The places aren't able to accommodate tourism.
- Our town during the summer gets flooded. There is so much traffic.
- Constantly growing, and there are a lot of people that camp really close to amenities because everything is booked.
- Everything here depends on people coming into the national park (parking lots are not adequate at all). Not able to accommodate as much as we need to.
- We're a very rural area and have very little accommodations.
- Just not enough room. The roads aren't built for them - they don't know how to drive.
- There's not enough affordable housing for people to live here and work here. If it's too cold, they don't come in June, and then people leave in September, and then we have a shortage of employees, with too many Airbnbs.
- During busy times, people can't find a room during the busy season.
- We don't have enough room to accommodate people.
- There are very few facilities.
- The quality of dining opportunities in Antimony has crashed in the last few years. There's really no business in this community.
- We don't have a lot of places for people to stay, such as Airbnb or that kind of thing.
- I think that if we had more places to stay and things like that, they would stay here more instead of our town being somewhere to stop just to go on to the next town.

(5) All - 8 comments

- We have a small town with about 1200 people, and we get a ton of tourists passing through to Bryce Canyon, and we don't have stoplights and only a four-way stop, so there are lots of people walking on the road and invading it. We have been trying to get a ...?
- There is a lot happening here.
- There is no housing for people like me. No one can afford to live out here. Airbnbs are ruining it.
- Motels and restaurants are overwhelmed.
- When it is tourist season, the population increases by a thousand percent, and there is no available medical care or emergency services because there are so many people for a short period of time.
- During the summer, it is hard to find places to eat.
- They don't build up during the year, just in the summer, and are seasonally popular in the summer.
- For instance, we drive on the highway to get to our ranch, and as we do so, the number of tourists at the Hickman Bridge trailhead is so busy that everyone has to park on the road, and someone is going to get hit. The Park Service shouldn't let it get that way.

Garfield and Wayne 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 - 2 comments

- This is a place where people come to hike, hunt, and bike, and people have to bring their own bikes, gear, and we don't offer those services.
- There are some very positive, great people here, but they are not the ones running the business. The only people that want to be here are the California and Vegas people that we don't need.

(2) - 2 comments

- There is not a lot to do.
- The dining out option is terrible here, and the locals are not friendly.

(3) Neutral - 11 comments

- Our community is small and doesn't have the funds to capitalize on everything.
- We are very small.
- The number of tourists outnumbers the residents.
- We have naysayers who live here.
- I don't like tourism.
- It's neutral because it depends on the time of day. We have activities in the parks, but we don't offer any entertainment.
- It's not a very big town, and the people who come here want to live here, so they buy a spot.
- It is not super exceptional, but it is not terrible. It is right in the middle.
- The areas that are responsible do a good job, but the surrounding areas can't handle it.
- Great hiking area, just not great eating places or gift shops.
- We need to have the tourism dollars used more in the community to build the water and sewer up to provide for the influx.

(4) – 29 comments

- There are options for a lot of solitude.
- It's community-based and helps people who come here.
- We talk to people a fair amount and tell them about our area.
- There is a lot more we could be doing. There is room for improvement.
- There's not a lot of options for eating, that's the only downside.
- Our community is a big component of it. We're just kind of poor as a community, without the revenue to build the infrastructure. Also, it's just kind of old here.

- They live off of it, so they treat them well for their money.
- It is just the way things are here.
- It depends on the quantity of people at a time, and it affects normal life.
- I think there are a few places people like to see, like Bryce, and places tourists enjoy.
- Most people find a place to rent or an RV park, but there have been one or two times that the motel or RV park has been overbooked, and so they either have to find another place. If the place is overbooked, they call around and find somewhere for them.
- Everything and all the businesses accommodate visitors, and that's the whole purpose.
- I think we did a pretty good job, but we can always do better.
- We have extraordinary opportunities for tourists to experience.
- There are improvements that could be made.
- Everyone goes out of their way for 120 days to make sure tourists are very well cared for.
- A lot of them are farmers and don't really care.
- There are just a few things lacking to make it more positive.
- I'm not in a lot with tourists. A lot of motels have been built recently. Two types of people here: natives and the ones that moved in and are trying to take over (take agriculture out and go all tourist).
- We are limited, and there have been some decisions in the state of Utah that altered public land.
- There's a fairly positive experience, but not a super-friendly attitude toward tourism.
- Well, our area is beautiful and speaks for itself. Those in tourism try hard to meet expectations, but they can get overwhelmed.
- It is where everybody comes to recreate, and they should have a good time here.
- It's very friendly here, and the people are welcoming.
- It's just a good little friendly community, and most people get along with tourists fine and don't mind them.
- There's always room for improvement, but overall, it is a good, friendly place for people to visit for privacy and other reasons.
- I don't know.
- Again, we are a small town, and with the quality of people coming, there are challenges that come with accommodating people. Resources come into play there.
- I think the community tries very hard to accommodate and make everyone feel welcome, which vastly improves the visitor experience.

(5) Definitely – 46 comments

- Everyone is nice and willing to help people out.
- For what is here, it is accessible and positive. What we have here you can get and enjoy.
- Everybody is friendly to those who come.
- A lot of us enjoy hosting people from all over.
- We rely on the tourism industry, so we have to have everything ready for the tourist season.
- We have good people.
- They know that tourism is part of their survival economically. They are very good to tourists, and a lot of them come back year after year.
- Our whole industry is tourism-based, so that's all everyone knows. They can provide a good experience.
- Accommodates everyone. We offer a lot.
- It is a small town, and everyone is friendly and nice, and helps accommodate everyone, and is appreciative of tourists.
- All we do is tourism.
- Everyone is kind to the tourists—it's their bread and butter. Positive attitude towards them. Fix any problems. It's how you get income. All try their hardest to make them want to come back (respect). Hospitality is what we're about.
- We have quite a bit of people up here in the summer.
- If we don't make it a good experience, they don't come back, and we need them, so we don't shut down.
- I just think we are a very accommodating community.
- We've worked really hard to make customer service and Western hospitality really pop here.
- My restaurant just got rated incredibly well in a magazine. I'm a huge employer in the county.
- People love it here. Bryce Canyon is in our county.
- We have so many things to look at that people are interested in. We have theaters, people like to walk the streets, and look at shops and museums.
- Again, a lot happens here.
- I think the hospitality industry has a positive effect on visitors and is accommodating.
- I think it is a beautiful place, and people love it here.
- There's so much to do—there's fishing, hiking, and two national parks nearby.
- There's everything they need here.
- I think the community is based on tourism, so we know how to handle it.
- They try to accommodate everyone. Good atmosphere, friendly.
- We have been taking care of people for 100 years now, and they keep coming back.
- It's wide open, and we can improve stuff. The sky's the limit.
- Everybody relies on tourism here and depends on the tourists, so they have to do a good job.
- We take good care of their boats.
- Restaurants and motels are nice and clean—mostly friendly.
- For sure.
- A priority for the town is to make it comfortable for visitors.
- It's a nice place, and people are very accommodating and friendly.
- There are a lot of opportunities for tourists seasonally.
- We have small communities that are friendly. They get what they need at stores.
- I think my county is known for being positive and uplifting.
- We've done it before, and we've had good reports.
- In my experience, wherever they may stop, they will usually meet kind people who are willing to help.
- Son has an Airbnb. People have been very happy with it and have really enjoyed the area and haven't complained.
- Everyone who comes here loves it.
- I think people are friendly, and we don't know strangers and engage with tourists. I am glad people come through.
- This is how our community thrives. They do their best to make it a positive experience.
- No comment.
- Visitors seem to know Torrey is not Moab! What is available here seems to trigger good feelings about the area.
- Tourism-related businesses are dependent on the visitors to survive, so they strive to provide the best experience possible.

Garfield and Wayne 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?

- Activities are limited to what they are, but what we do have, such as trails and nature, is very good.
- Because tourism is only about 120 days during the summer, we pay extremely high prices in the summer, but it is negative because the cost is so high. Tourism is very important to those who work in tourism areas because they earn most of their income.
- Come visit, go home.
- Continued communication among residents, local and state governments, and businesses is very important.
- Everything was covered. Our local government does not support tourism at all, and we don't get much support from the county.
- Government, specifically the federal government in our area, has the mindset to keep everyone out. That ideology has greatly done a disservice to our community. Specifically, millions of dollars were spent in Capitol Reef in the last few years, and it is even less safe and accommodating than it was before. They won't allow a car-width shoulder to be constructed for safety, they won't allow for widening the road, they won't allow for expansion of parking lots, they won't develop more campgrounds, etc. The road that goes through Capitol Reef is a state highway. The state kowtows to the federal government on these road conditions, so driving through there is terrible. Something needs to be done before more people are killed. Human life is more important than a weed or sagebrush!
- Governments should support it better.
- I can't imagine there's anything else.
- I can't think of anything right now.
- I can't think of anything. I am aware of tourism infrastructure.
- I don't have any. I live close to a national park.
- I don't know of any.
- I don't know.
- I think emergency services are very overlooked, and there is not enough emphasis or support given to them, especially ambulances.
- I think most tourists have been very kind and feel welcome, and have respected the area.
- I think we need more local businesses to step up to support the downtowns and build up the small towns instead of just building more tourism houses. Our downtowns are boarded up, and no one can afford to live in these areas.
- I wish, as far as Bryce Canyon, Zion, and Red Canyon, we could build up tourism in the wintertime.
- I would like the federal government to give Utah back to Utah.
- Impact of Airbnbs.
- It's been a great plus and also a great deterrent, and changed our community.
- Living where I live, tourism is very important for the economy.
- More fast-food restaurants in our area.
- Need for water.
- No additional comments.
- None. (49)
- Our town would not survive without them.
- The balance between tourist facilities and government is short-sighted.
- The number of UTVs has been negative, with no control and extreme environmental damage. Dining opportunities were really good five years ago, but now are not affordable and are poor at best.
- The only thing I can see is that this community here has no industry base other than the secondary industry of tourism (seasonal work). It's all been run off by environmental pressures.
- The state promotes some tourism, and the county profits from it, but they're enacting policies that will destroy our businesses by opening up the public lands for the extraction of resources. The tourism lands are about to be destroyed, and I'm tired of having to fight for it.
- There needs to be a balance between local and state governments. What works for the northern regions may not work for the southern regions.
- They're doing too good of a job. We can't even get into Bryce Canyon.
- Tourism accidents have made it so that the local community has to pay for their ambulance service, as tourists skip out without paying. This is unacceptable. Tourists need to pay for their care.
- Traffic—people are looking at the scenery and are dangerous.
- TRT money should be kept for tourism promotions.
- Wayne County focuses too much on UTVs and doesn't bring anything to hotels or restaurants because visitors usually bring their own food. My county does a poor job with tourism.
- We need more parking spots to make them safer. People can't stop in the middle of the road because people are already stopped there. Way more parking spots! It's dangerous. Semi-trucks can't stop, etc.

- We need more signage on the roads to remind visitors that locals still live here.
- We need to make our public land more of a priority. I'd like to see representatives support our public land.
- Well, I think you've covered a lot.
- Wish the state of Utah would stop promoting the Mighty Five. Too many people are coming down.
- Wish they would have respect for the places and the people that live there. It is like we are doing them a service.

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