

Kane County Residents' Opinions on Tourism: Longitudinal Survey Results 2021-2024

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The following brief presents findings from the 2024 Utah Office of Tourism's survey of Kane County residents and compares them to results from 2021. For many of the questions, respondents indicated a more positive perception of tourism. Future surveys of Kane County will better establish whether the changes represent a trend or whether one set of responses is more of an anomaly.

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 2024 Local Area Survey Questionnaire
- D Kane County Results from 2021 and 2024
- E Verbatim Comments

Overview

Even though respondent perceptions of the amount of tourism in their area remains high, the percentage of households depending on tourism for all, or part, of their income has decreased, and only a slim majority of respondents say "the positive effects of tourism outweigh the negative" (51%); 2024 survey results generally indicate a more positive assessment of tourism than in 2021. For instance, respondents' assessment of the effects of tourism on the quality of amenities in tourist areas, job opportunities for local residents, and the quality of local recreational opportunities are more positive in 2024 than they were in 2021.

Responses to other types of questions also show movement. Respondents indicate increased support for using visitor-related taxes for high-speed internet, local search and rescue, environmental protection and repair of damaged areas, cellular service, parking accommodations, tourism promotion, and arts and culture.

Additionally, respondents' agreement with the statement "the state tourism office should support local tourism efforts" increased by more than 20% between 2021 and 2024.

In terms of statements related to environmental sustainability, for the first time, a majority of Kane County respondents agree with the statements "Natural resource protection and tourism can be compatible" (75%) and "Long-term government planning helps reduce the potentially negative environmental impacts of tourism" (58%). The majority of respondents agreeing with the statement "Natural resources should be protected in Utah" also increased.

However, even with this positive movement between surveys on several measures, a majority do not believe their quality of life has improved due to tourism.

Methodological Note

With small sample sizes like the 76 responses in the 2024 survey (and 80 in the 2021 survey), there is a greater chance that observed differences between the answers to the same question on the two surveys could be due to chance than if there was a larger sample. Confidence in observed differences is lower, so readers should consider differences cautiously.

Experience with Tourism

Kane County residents continue to experience a great deal of tourism in their area in 2024 (93% compared with 95% in 2021), but a slightly smaller proportion report that their household income depends on tourism-related activities (30% compared to 38% in 2021) (Figures 1 and 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?

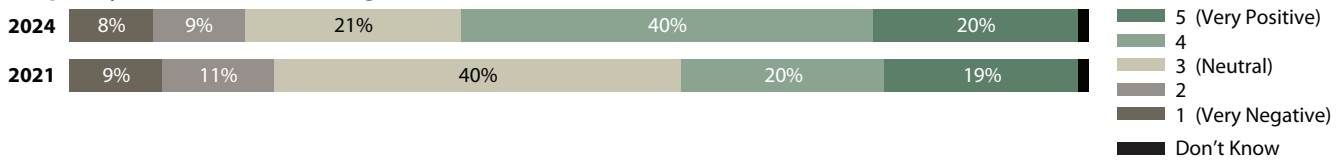


Effects of Tourism on Community

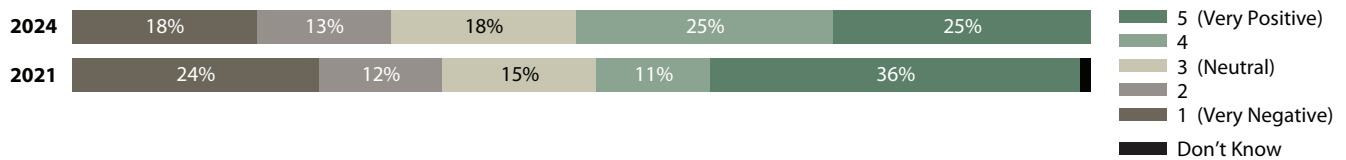
Given the small survey sample size (n=76), changes in respondents' assessments of the effects of tourism in Utah are inconclusive. However, 2024 responses indicate that residents may be feeling more positively about the quality of amenities in tourist areas (increasing from less than 40% positive response in 2021 to 60% positive response in 2024) and job opportunities for local residents (from 55% positive in 2021 to 66% in 2024) (Figures 3A and 3F). Perceptions of a very negative effect on housing affordability decreased by 20 percentage points from 66% to 46%, but overall negative perceptions remained more similar, decreasing from 80% to 72%) (Figure 3E). Respondents saw a slight increase in the quality of infrastructure (from 20%-33%) (Figure 3G). All other changes were less than 10 percentage points.

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?



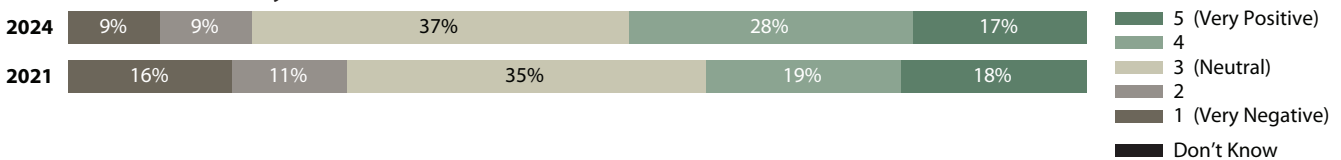
B: The natural environment in Utah?



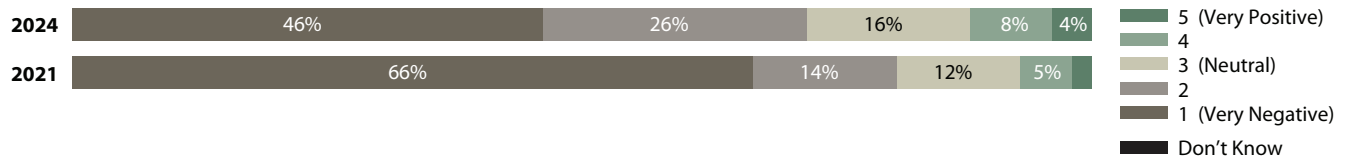
C: Your community's overall reputation?



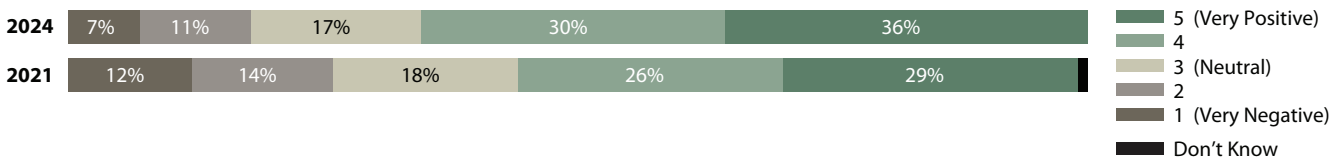
D: Human health and safety?



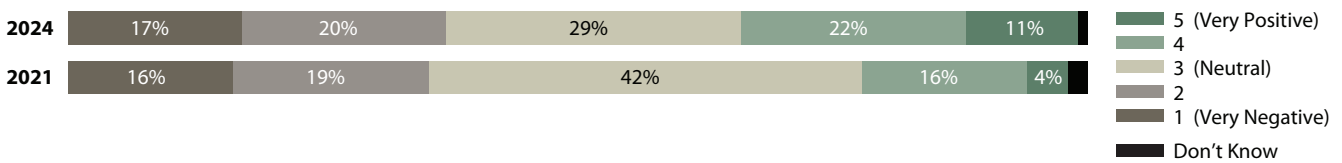
E: Housing affordability?



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?

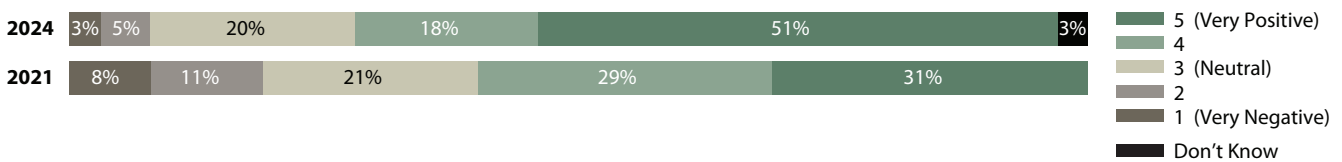
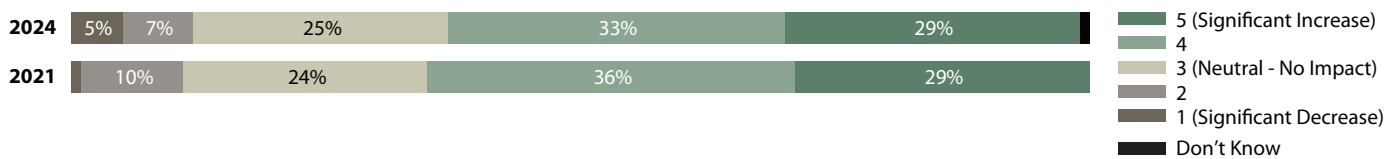


Figure 4: On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area, such as gas stations and retail stores?

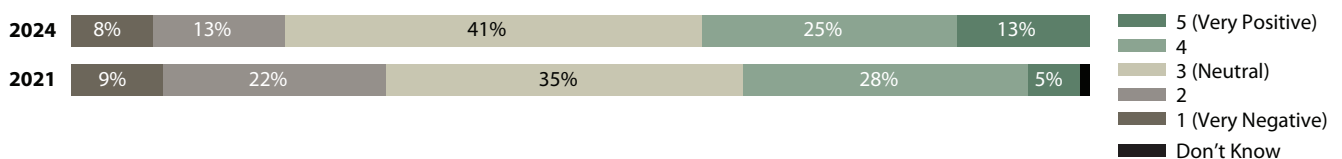


Effect of Tourism on Quality, Quantity, and Access to Experiences

The biggest positive change in perceptions of the effect of tourism was in the quality of recreational opportunities - increasing from 50% to 71% between 2021 and 2024 (Figure 5H). Another noticeable difference was an increase in the perceived positive effect of tourism on the quality of spectator events, from 31%-42% between 2021 and 2024 (Figure 5F). Positive perceptions of the quality of dining options increased from 42% in 2021 to 59% in 2024 (Figure 5D). All other changes were 10 percentage points or less.

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...

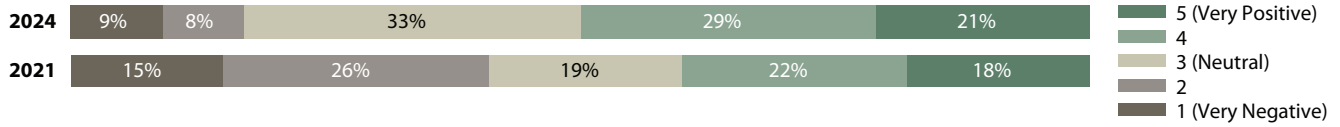
A: The number of arts and cultural experiences?



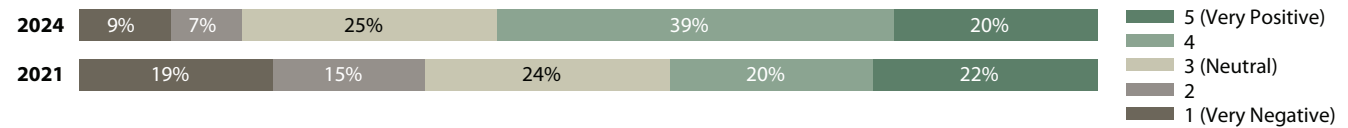
B: The quality of arts and cultural experiences?



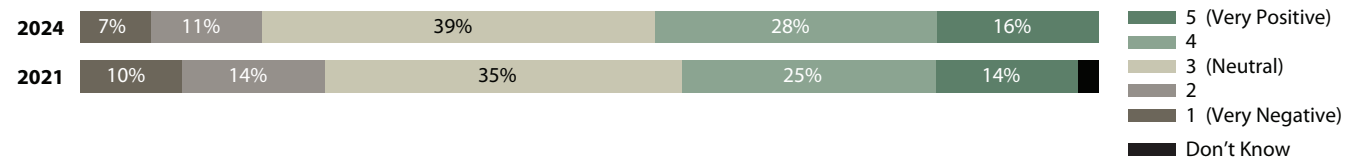
C: The number of dining options?



D: The quality of dining options?



E: The number of spectator events?



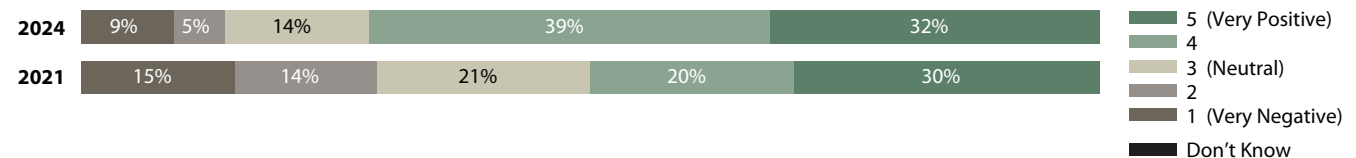
F: The quality of spectator events?



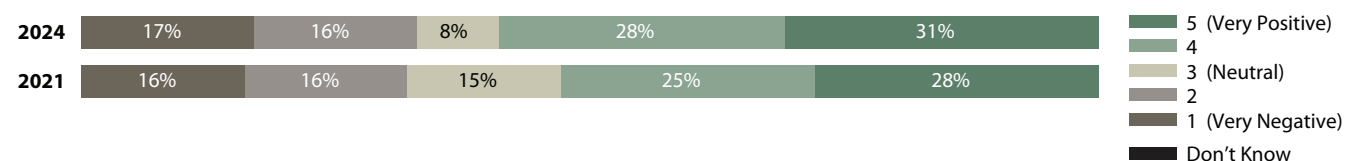
G: The number of recreational opportunities?



H: The quality of recreational opportunities?



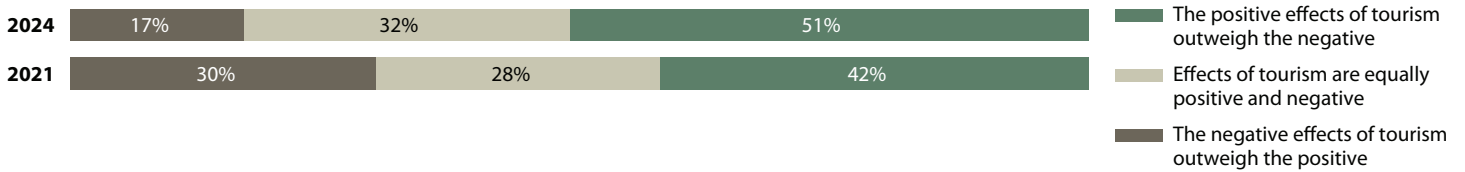
I: Your ability to access recreational opportunities?



Opinion on Tourism

The proportion of respondents choosing neutral and positive statements increased, with the the statement “the positive effects of tourism outweigh the negative” increasing the from 42% to 51% (Figure 6).

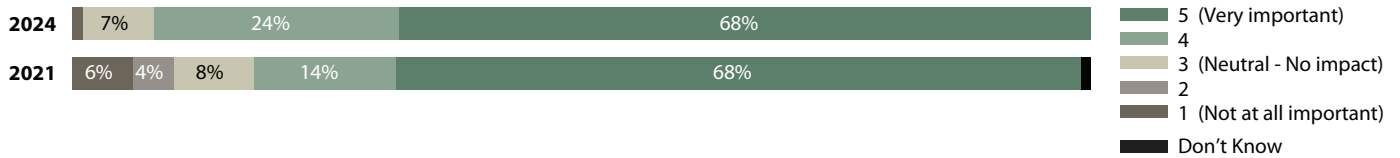
Figure 6: Still, thinking about the effects of tourism in your community, in your opinion, which of the following statements would you say most accurately reflects your opinion? (ROTATE)



Importance to Economy

The percentage of respondents who consider tourism to be “very important” to the local economy in their area stayed the same between 2021 and 2024 (68%), but there was an increase in those who said it was “important” (from 14% to 24%) (Figure 7).

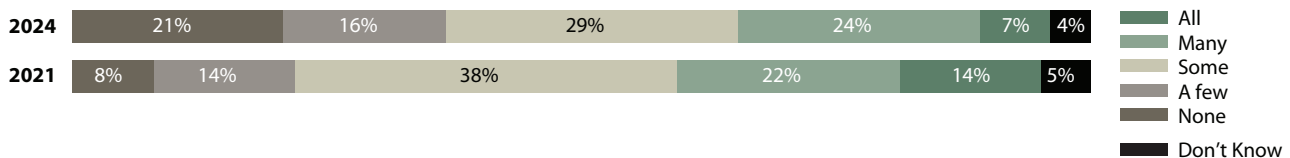
Figure 7: Overall, how important is tourism to the local economy in your area? Please use a one-to-five scale, with one meaning “not at all important” and five meaning “very important.”



Accommodating Tourism

A greater percentage of 2024 respondents than 2021 respondents answered “none” when asked to think of places in their local community where the number of visitors is more than the area is able to accommodate (21% in 2024 and 8% in 2021) (Figure 8).

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

Although the percentage of respondents indicating that their community is “definitely” able to provide a positive visitor experience increased from 49% to 57% between 2021 and 2024, the change was not as great as seen in some other areas of the survey. Therefore, the results should be viewed even more cautiously than other results, given the small sample size of Kane County respondents (Figure 9).

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.”



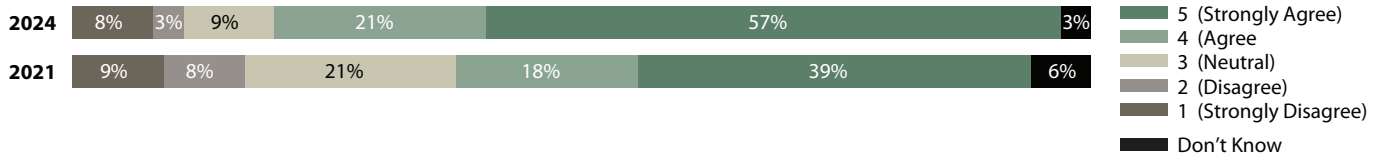
Figure 9A: And why do you say that? (Open-ended)

All verbatim responses are found in Appendix E.

State Support of Local Tourism Efforts

There was more than a 20 percentage point increase in agreement with the statement “the state tourism office should support local tourism efforts” between 2021 and 2024 (from 57% to 78%) (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

Given a list of possible categories for spending visitor-related taxes, more than half of respondents continued to say spending in many of the categories was “important” or very important,” and in several of these cases, the percentage of respondents indicating importance increased between 2021 and 2024:

- High-speed internet (Figure 11C) increased from 50% to 63%
- Local search and rescue (Figure 11F) 85%-91%
- Environment protection and repair of damaged areas (Figure 11G) 68%-83%
- Cellular service (Figure 11H) 57%-68%

Two categories showed increases in importance that resulted new majority support for a category of spending:

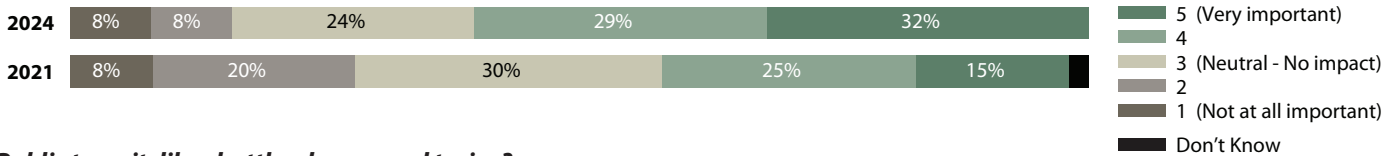
- Parking accommodations (Figure 11A) increased from 40% to 61%
- Tourism promotion (Figure 11D) 44%-58%
- Arts and culture (Figure 11N) 45%-52%

The visitor education (Figure 11I), transportation infrastructure (Figure 11J), garbage and recycling disposal (Figure 11K), recreation infrastructure (Figure 11L), and historical preservation (Figure 11M) categories continued to have similar majority levels of importance between the 2021 and 2024 surveys. The importance levels for these categories ranged from 68% -84% in 2024.

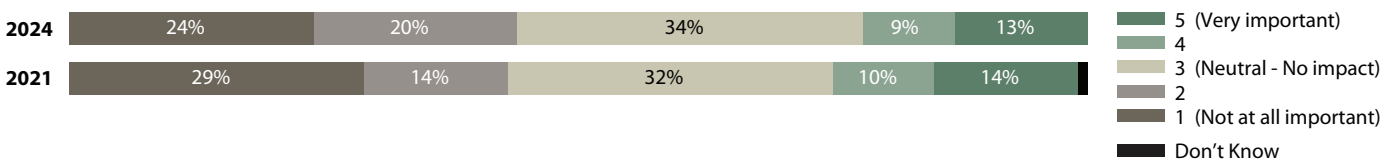
The public transit (Figure 11B) and local and regional airports (Figure 11E) spending categories continued to lack importance for a majority of respondents in 2024.

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.”

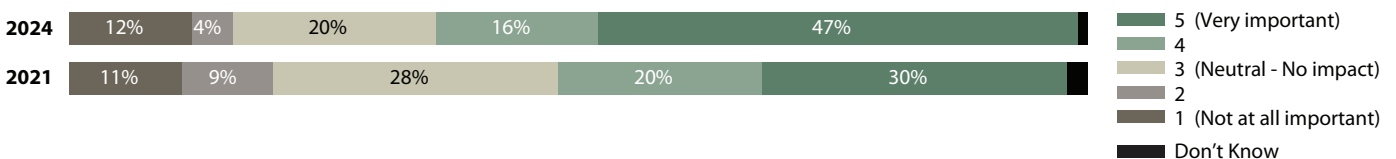
A: Parking accommodations (parking lots) in tourism areas?



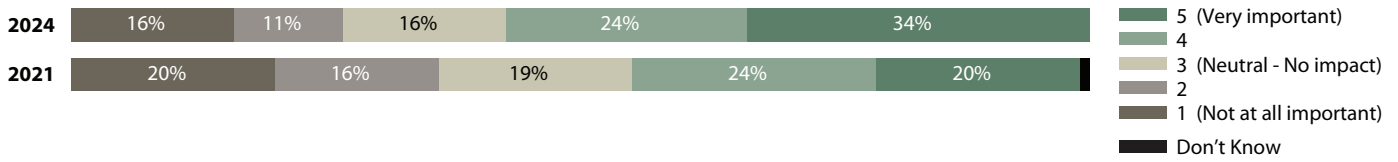
B: Public transit, like shuttles, buses, and trains?



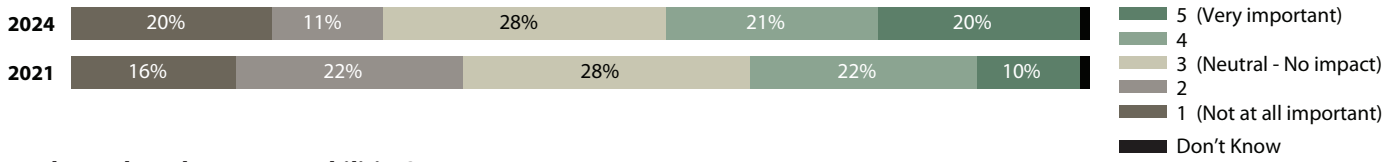
C: High-speed internet (broadband) in tourism areas?



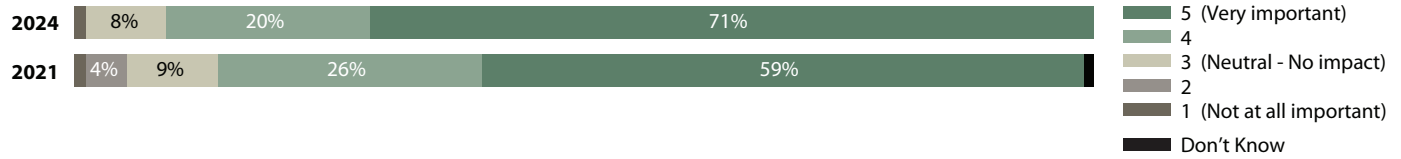
D: Tourism promotion?



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?



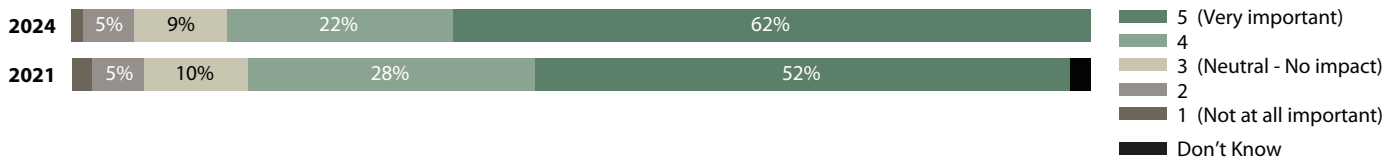
K: Garbage and recycling disposal and collection in tourism areas?



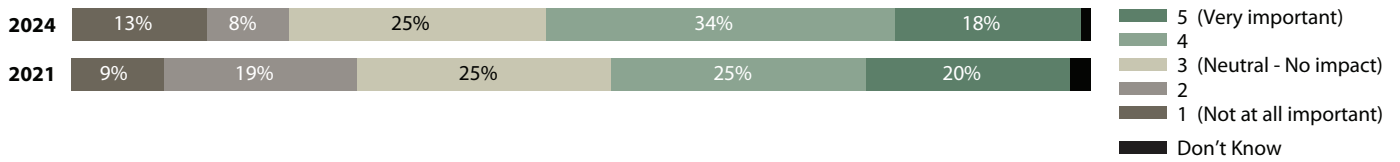
L: Recreation infrastructure like trails, campgrounds, parks, and restrooms?



M: Historical preservation of community assets?



N: Arts and culture investment?



Environmental Sustainability

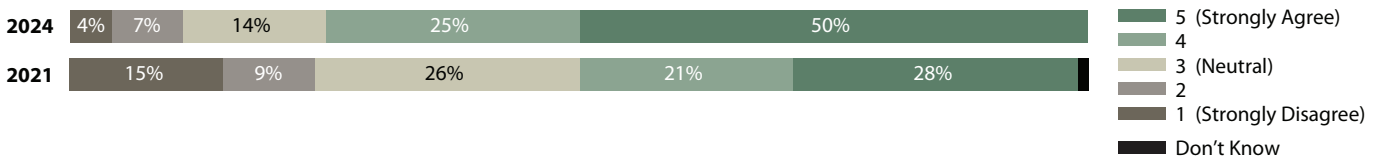
For the first time, a majority of Kane County respondents agreed with the statements “Natural resource protection and tourism can be compatible” and “Long-term government planning helps reduce the potentially negative environmental impacts of tourism.” Increasing from 49%-75% (Figure 12A) and 49%-58% (Figure 12B) respectively between 2021 and 2024.

The majority percentage of respondents agreeing with the statement “Natural resources should be protected in Utah” grew from 72%-83% between 2021 and 2024. (Figure 12C)

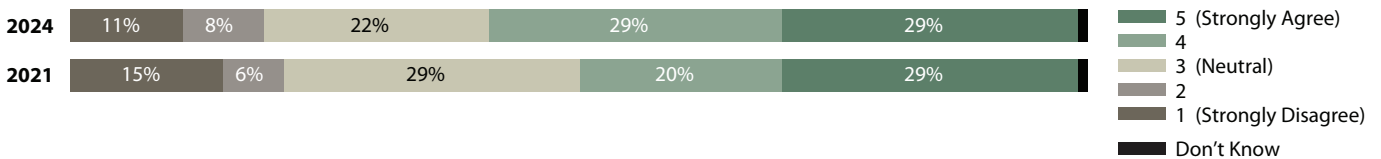
Given the sample size, the percentage of respondents agreeing with the statement “The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment and how to travel responsibly” remained essentially unchanged (76%-80%) (Figure 12D).

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?

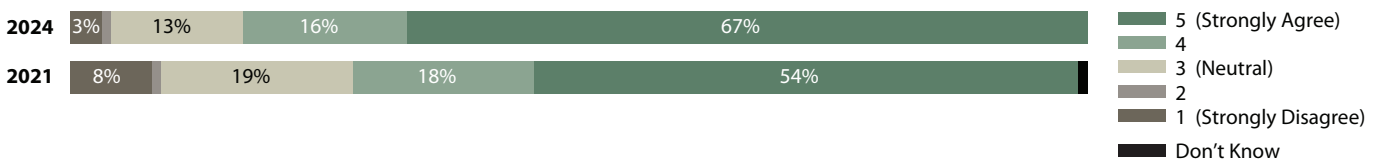
A: Natural resource protection and tourism can be compatible.



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

Respondent agreement levels remained about the same across most measures of visitor and tourism perceptions. A majority of respondents continued to agree with the statements "In our area, our way of life has changed to suit visitors," "Overall, I think visitors to my area feel welcomed," "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," and "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," ranging from 57% for providing input on decisions to 86% for visitors feeling welcome (Figures 13B, 13C, 13G, 13H, 13I, and 13N).

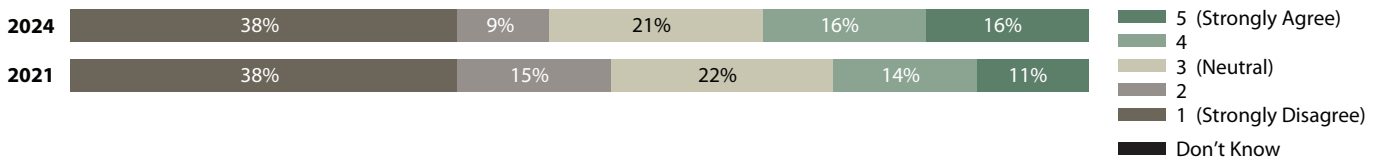
Agreement with the statement, "Tourism has made locals prouder of our area" increased from 38% in 2021 to 50% in 2024 (Figure 13D).

The majority of respondents continue to disagree with the statement "I prefer to have as little contact as possible with visitors" (Figure 13E).

None of the other statements had majority agreement or disagreement in 2024.

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.



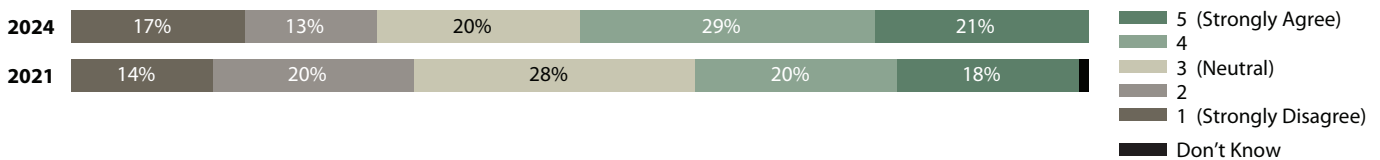
B: In our area, our way of life has changed to suit visitors.



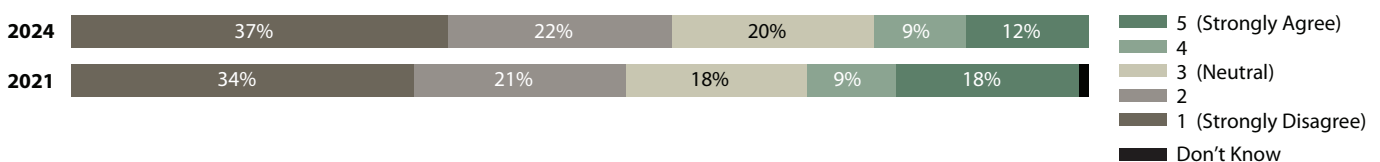
C: Overall, I think visitors to my area feel welcomed.



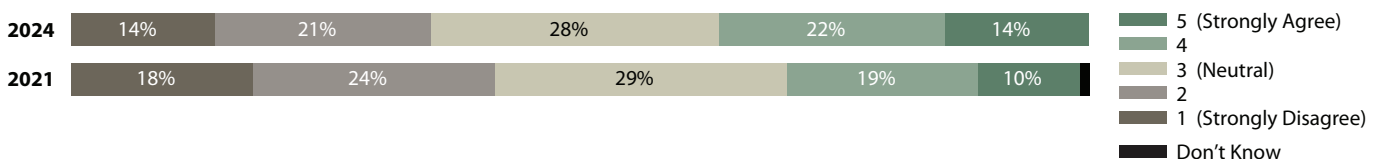
D: Tourism has made locals prouder of our area.



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.



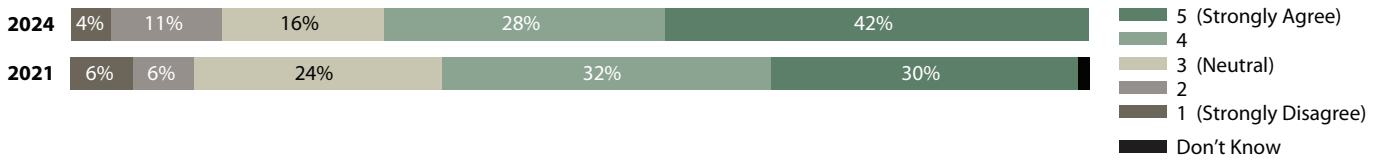
G: Tourism has made my community an unaffordable place for many to live.



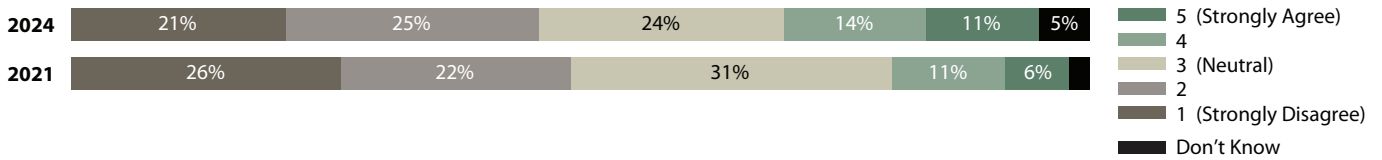
H: Tourism supports businesses in my community that are valuable to me.



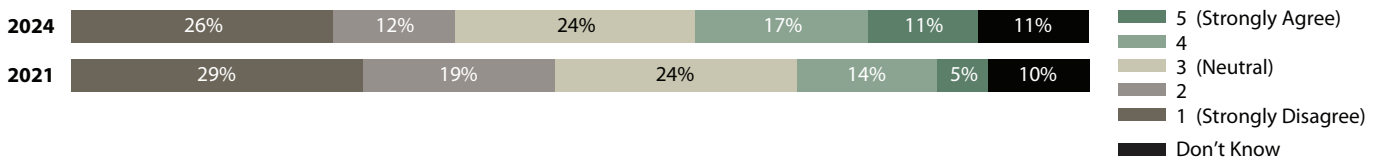
I: I enjoy interactions with visitors.



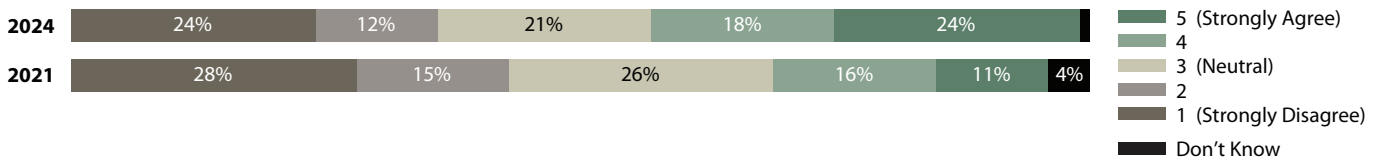
J: Government does a good job balancing residents' and visitors' needs.



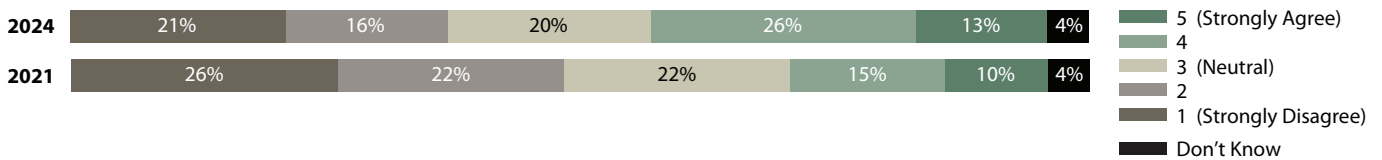
K: State government values input from residents about tourism in my area.



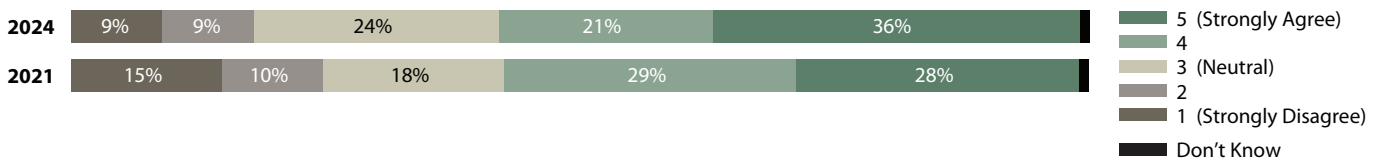
L: Local government values input from residents about tourism in my area.



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



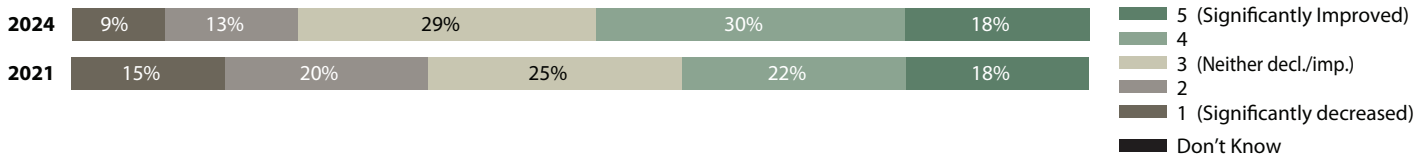
N: I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.



Impact of Tourism on Quality of Life

Given the small sample size, respondents' perceptions of quality of life due to tourism remain similar, with the percentage saying their quality of life had improved because of tourism increasing from 40% to 48% (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."

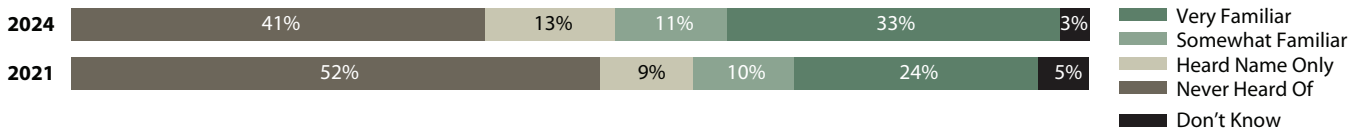


Marketing Campaigns

Between 2021 and 2024, tourism-related market campaign awareness stayed relatively similar, with a slight increase in awareness for the Mighty 5 campaign (from 34% to 44%) and a bigger increase in awareness of the Greatest Snow on Earth campaign (from 64% to 79%). The majority of respondents are most familiar with Greatest Snow on Earth and Life Elevated campaigns (79% and 70% very or somewhat familiar combined) (Figures 15A and 15C).

Figure 15 (A-D): How familiar are you with the following tourism-related marketing 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 their local area. All verbatim responses can be found in Appendix E.

Appendix A - Survey Methodology

In 2021, the Utah Office of Tourism (UOT) contracted with the Kem C. Gardner Policy Institute to survey residents in tourism communities and areas throughout the state. The research team identified twelve local tourism areas and conducted a small survey in each. While sample sizes were small, results showed that resident opinions and attitudes on tourism differed significantly by location. In early 2024, surveys were conducted in four of the local tourism areas as part of a multi-year project to track resident sentiment over time. This brief provides results specifically for Kane County.

Working with UOT, the institute finalized the questionnaire to be used in the local area surveys. Many of the same questions appear in both the early survey and the 2024 survey, allowing for comparison between the years. Appendix C contains a copy of the 2024 questionnaire. Appendix D shows survey findings from both years in a concise, side-by-side text format.

Lighthouse Research surveyed area residents in Kane County under the direction of Gardner Institute staff in January of 2024. Lighthouse Research used a mixed-mode methodology to contact potential respondents, aiming to obtain 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. The

sample of 76 surveys in the area carries a margin of error of +/- 11.1% at the 95% confidence level. The error rate can differ on individual questions. A profile of the 2024 survey respondents is in Appendix B. The telephone survey averaged 12 minutes and contained three open-ended questions. Appendix E includes all verbatim responses to the open-ended questions in the survey.

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

Survey participants were asked several demographic questions, including gender, age, income, education, and race/ethnicity.

		2021	2024
Gender	Male	38%	57%
	Female	62%	43%
	Other	0%	0%
Age	18-29	2%	3%
	30-39	18%	12%
	49-49	19%	20%
	50-59	10%	11%
	60-69	25%	26%
	70 and over	26%	29%
Household Income	<20,000	4%	0%
	\$20,000-\$39,999	15%	10%
	\$40,000-\$59,999	16%	12%
	\$60,000-\$79,999	16%	18%
	\$80,000-\$99,999	20%	16%
	\$100,000-\$150,000	16%	35%
	Over \$150,000	13%	9%

		2021	2024
Education	Some high school	1%	3%
	High school graduate	12%	5%
	Some college/assoc. degree / vocational certificate	38%	40%
	College graduate	26%	32%
	Graduate work or degree	22%	20%
Ethnicity	White	92%	97%
	Hispanic/non-white	8%	3%

Appendix C - 2024 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
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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

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 - Kane County - Results for 2021 and 2024

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	2024
Kane County n=	80	76

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	2024
n=	80	76
A great deal of tourism	95%	93%
Some tourism	5%	4%
Little tourism	0%	3%
No tourism	0%	0%
Other (specify)	0%	0%
Don't know	0%	0%

HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

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

	2021	2024
n=	80	76
Yes	38%	30%
No	60%	70%
Other (specify)	2%	0%

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	2024
n=	80	75
1 - Very negative	9%	8%
2	11%	9%
3	40%	21%
4	20%	40%
5 - Very positive	19%	20%
Don't know	1%	1%
Mean (1-5)	3.29	3.55

- 3B. The natural environment in Utah

	2021	2024
n=	80	76
1 - Very negative	24%	18%
2	12%	13%
3	15%	18%
4	11%	25%
5 - Very positive	36%	25%
Don't know	1%	0%
Mean (1-5)	3.24	3.25

- 3C. Your community's overall reputation

	2021	2024
n=	80	76
1 - Very negative	4%	3%
2	5%	3%
3	12%	18%
4	34%	28%
5 - Very positive	44%	49%
Don't know	1%	0%
Mean (1-5)	4.10	4.17

- 3D. Human health and safety

	2021	2024
n=	79	76
1 - Very negative	16%	9%
2	11%	9%
3	35%	37%
4	19%	28%
5 - Very positive	18%	17%
Don't know	0%	0%
Mean (1-5)	3.10	3.34

3E. Housing affordability

	2021	2024
<i>n</i> =	80	76
1 - Very negative	66%	46%
2	14%	26%
3	12%	16%
4	5%	8%
5 - Very positive	2%	4%
Don't know	0%	0%
Mean (1-5)	1.64	1.97

3F. Job opportunities for Utah residents

	2021	2024
<i>n</i> =	80	76
1 - Very negative	12%	7%
2	14%	11%
3	18%	17%
4	26%	30%
5 - Very positive	29%	36%
Don't know	1%	0%
Mean (1-5)	3.46	3.78

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

	2021	2024
<i>n</i> =	80	76
1 - Very negative	16%	17%
2	19%	20%
3	42%	29%
4	16%	22%
5 - Very positive	4%	11%
Don't know	2%	1%
Mean (1-5)	2.72	2.89

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

	2021	2024
<i>n</i> =	80	76
1 - Very negative	8%	3%
2	11%	5%
3	21%	20%
4	29%	18%
5 - Very positive	31%	51%
Don't know	0%	3%
Mean (1-5)	3.65	4.14

MEAN SCORES ON EFFECTS OF TOURISM

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

	2021	2024
(3A) The quality of amenities such as gas stations and retail stores in the tourist areas	3.29	3.55
(3B) The natural environment in Utah	3.24	3.25
(3C) Your community's overall reputation	4.10	4.17
(3D) Human health and safety	3.10	3.34
(3E) Housing affordability	1.64	1.97
(3F) Job opportunities for local residents	3.46	3.78
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	2.72	2.89
(3H) The opportunity to meet and better understand people from different backgrounds	3.65	4.14

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	2024
<i>n</i> =	80	76
1 - Significant decrease	1%	5%
2	10%	7%
3	24%	25%
4	36%	33%
5 - Significant increase	29%	29%
Don't know	0%	1%
Mean (1-5)	3.81	3.75

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	2024
<i>n</i> =	80	76
1 - Very negative	9%	8%
2	22%	13%
3	35%	41%
4	28%	25%
5 - Very positive	5%	13%
Don't know	1%	0%
Mean (1-5)	2.97	3.22

5B: The QUALITY of arts and cultural experiences

	2021	2024
<i>n</i> =	80	76
1 – Very negative	8%	7%
2	19%	13%
3	45%	45%
4	19%	22%
5 – Very positive	9%	13%
Don't know	1%	0%
Mean (1-5)	3.03	3.22

5C: The NUMBER of dining options

	2021	2024
<i>n</i> =	80	76
1 – Very negative	15%	9%
2	26%	8%
3	19%	33%
4	22%	29%
5 – Very positive	18%	21%
Don't know	0%	0%
Mean (1-5)	3.01	3.45

5D: The QUALITY of dining options

	2021	2024
<i>n</i> =	80	76
1 – Very negative	19%	9%
2	15%	7%
3	24%	25%
4	20%	39%
5 – Very positive	22%	20%
Don't know	0%	0%
Mean (1-5)	3.12	3.54

5E: The NUMBER of spectator events

	2021	2024
<i>n</i> =	80	76
1 – Very negative	10%	7%
2	14%	11%
3	35%	39%
4	25%	28%
5 – Very positive	14%	16%
Don't know	2%	0%
Mean (1-5)	3.19	3.36

5F: The QUALITY of spectator events

	2021	2024
<i>n</i> =	80	76
1 – Very negative	9%	4%
2	10%	16%
3	48%	38%
4	19%	28%
5 – Very positive	12%	14%
Don't know	2%	0%
Mean (1-5)	3.17	3.33

5G: The NUMBER of recreational opportunities

	2021	2024
<i>n</i> =	80	76
1 – Very negative	11%	8%
2	9%	7%
3	15%	14%
4	24%	37%
5 – Very positive	41%	34%
Don't know	0%	0%
Mean (1-5)	3.75	3.83

5H: The QUALITY of recreational opportunities

	2021	2024
<i>n</i> =	80	76
1 – Very negative	15%	9%
2	14%	5%
3	21%	14%
4	20%	39%
5 – Very positive	30%	32%
Don't know	0%	0%
Mean (1-5)	3.36	3.79

5I: Your ABILITY TO ACCESS recreational opportunities

	2021	2024
<i>n</i> =	80	75
1 – Very negative	16%	17%
2	16%	16%
3	15%	8%
4	25%	28%
5 – Very positive	28%	31%
Don't know	0%	0%
Mean (1-5)	3.31	3.39

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	2024
(5A) The number of arts and cultural experiences	2.97	3.22
(5B) The quality of arts and cultural experiences	3.03	3.22
(5C) The number of dining options	3.01	3.45
(5D) The quality of dining options	3.12	3.54
(5E) The number of spectator events	3.19	3.36
(5F) The quality of spectator events	3.17	3.33
(5G) The number of recreational opportunities	3.75	3.83
(5H) The quality of recreational opportunities	3.36	3.79
(5I) Your ability to access recreational opportunities	3.31	3.39

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	2024
n=	80	76
The POSITIVE effects of tourism outweigh the negative	42%	51%
The NEGATIVE effects of tourism outweigh the positive	30%	17%
The effects of tourism are equally positive and negative	28%	32%
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	2024
n=	80	76
1 - Not at all important	6%	1%
2	4%	0%
3	8%	7%
4	14%	24%
5 - Very important	68%	68%
Don't know	1%	0%
Mean (1-5)	4.34	4.58

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	2024
n=	80	76
None	8%	21%
A few	14%	16%
Some	38%	29%
Many	22%	24%
All	14%	7%
Don't know	5%	4%

- 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	2024
n=	80	76
1 – Definitely not	2%	3%
2	5%	5%
3	16%	9%
4	26%	26%
5 – Definitely	49%	57%
Don't know	1%	0%
Mean (1-5)	4.15	4.29

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	2024
n=	80	76
1 – Strongly disagree	9%	8%
2	8%	3%
3 – (neutral)	21%	9%
4	18%	21%
5 – Strongly agree	39%	57%
Don't know	6%	3%
Mean (1-5)	3.75	4.19

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	2024
<i>n</i> =	80	76
1 – Not at all important	8%	8%
2	20%	8%
3 – (neutral)	30%	24%
4	25%	29%
5 – Very important	15%	32%
Don't know	2%	0%
Mean (1-5)	3.21	3.68

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

	2021	2024
<i>n</i> =	80	76
1 – Not at all important	29%	24%
2	14%	20%
3 – (neutral)	32%	34%
4	10%	9%
5 – Very important	14%	13%
Don't know	1%	0%
Mean (1-5)	2.66	2.68

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

	2021	2024
<i>n</i> =	80	76
1 – Not at all important	11%	12%
2	9%	4%
3 – (neutral)	28%	20%
4	20%	16%
5 – Very important	30%	47%
Don't know	2%	1%
Mean (1-5)	3.50	3.84

11D. Tourism promotion?

	2021	2024
<i>n</i> =	80	76
1 – Not at all important	20%	16%
2	16%	11%
3 – (neutral)	19%	16%
4	24%	24%
5 – Very important	20%	34%
Don't know	1%	0%
Mean (1-5)	3.08	3.50

11E. Local and regional airport facilities?

	2021	2024
<i>n</i> =	80	76
1 – Not at all important	16%	20%
2	22%	11%
3 – (neutral)	28%	28%
4	22%	21%
5 – Very important	10%	20%
Don't know	1%	1%
Mean (1-5)	2.87	3.11

11F. Local search and rescue capabilities?

	2021	2024
<i>n</i> =	80	76
1 – Not at all important	1%	1%
2	4%	0%
3 – (neutral)	9%	8%
4	26%	20%
5 – Very important	59%	71%
Don't know	1%	0%
Mean (1-5)	4.39	4.59

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

	2021	2024
<i>n</i> =	80	76
1 – Not at all important	8%	1%
2	10%	7%
3 – (neutral)	12%	9%
4	19%	26%
5 – Very important	49%	57%
Don't know	2%	0%
Mean (1-5)	3.94	4.30

11H. Cellular service?

	2021	2024
<i>n</i> =	80	76
1 – Not at all important	11%	11%
2	4%	4%
3 – (neutral)	25%	16%
4	18%	18%
5 – Very important	39%	50%
Don't know	4%	1%
Mean (1-5)	3.71	3.95

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

	2021	2024
n=	80	76
1 – Not at all important	4%	3%
2	4%	7%
3 – (neutral)	14%	21%
4	36%	14%
5 – Very important	41%	55%
Don't know	1%	0%
Mean (1-5)	4.09	4.13

11J. Transportation infrastructure like roads and bridges?

	2021	2024
n=	80	76
1 – Not at all important	5%	0%
2	6%	5%
3 – (neutral)	11%	17%
4	30%	29%
5 – Very important	45%	47%
Don't know	2%	1%
Mean (1-5)	4.06	4.20

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

	2021	2024
n=	80	76
1 – Not at all important	5%	8%
2	5%	7%
3 – (neutral)	16%	14%
4	28%	25%
5 – Very important	44%	46%
Don't know	2%	0%
Mean (1-5)	4.03	3.95

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

	2021	2024
n=	80	76
1 – Not at all important	9%	3%
2	4%	8%
3 – (neutral)	12%	21%
4	25%	21%
5 – Very important	46%	47%
Don't know	4%	0%
Mean (1-5)	4.00	4.03

11M. Historical preservation of community assets?

	2021	2024
n=	80	76
1 – Not at all important	2%	1%
2	5%	5%
3 – (neutral)	10%	9%
4	28%	22%
5 – Very important	52%	62%
Don't know	2%	0%
Mean (1-5)	4.26	4.38

11N. Arts and culture investment?

	2021	2024
n=	80	76
1 – Not at all important	9%	13%
2	19%	8%
3 – (neutral)	25%	25%
4	25%	34%
5 – Very important	20%	18%
Don't know	2%	1%
Mean (1-5)	3.29	3.37

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	2024
(11A) Parking accommodations (parking lots) in tourism areas?	3.21	3.68
(11B) Public transit, like shuttles, buses, trains?	2.66	2.68
(11C) High speed internet (broadband) in tourism areas?	3.50	3.84
(11D) Tourism promotion?	3.08	3.50
(11E) Local and regional airport facilities?	2.87	3.11
(11F) Local search and rescue capabilities?	4.39	4.59
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	3.94	4.30
(11H) Cellular service?	3.71	3.95
(11I) Visitor education regarding how to best respect and support the local community?	4.09	4.13
(11J) Transportation infrastructure like roads and bridges?	4.06	4.20
(11K) Garbage and recycling disposal and collection in tourism areas?	4.03	3.95
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	4.00	4.03
(11M) Historical preservation of community assets?	4.26	4.38
(11N) Arts and culture investment?	3.29	3.37

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	2024
n=	80	76
1 – Strongly disagree	15%	4%
2	9%	7%
3	26%	14%
4	21%	25%
5 – Strongly agree	28%	50%
Don't know	1%	0%
Mean (1-5)	3.38	4.11

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

	2021	2024
n=	80	76
1 – Strongly disagree	15%	11%
2	6%	8%
3	29%	22%
4	20%	29%
5 – Strongly agree	29%	29%
Don't know	1%	1%
Mean (1-5)	3.42	3.59

12C. Natural resources should be protected in Utah.

	2021	2024
n=	80	76
1 – Strongly disagree	8%	3%
2	1%	1%
3	19%	13%
4	18%	16%
5 – Strongly agree	54%	67%
Don't know	1%	0%
Mean (1-5)	4.10	4.43

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	2024
n=	80	76
1 – Strongly disagree	6%	1%
2	2%	3%
3	15%	16%
4	19%	22%
5 – Strongly agree	57%	58%
Don't know	0%	0%
Mean (1-5)	4.19	4.33

MEAN SCORES ON ENVIRONMENTAL SUSTAINABILITY

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

	2021	2024
(12A) Natural resource protection and tourism can be compatible.	3.38	4.11
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism.	3.42	3.59
(12C) Natural resources should be protected in Utah.	4.10	4.43
(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.	4.19	4.33

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	2024
n=	80	76
1 – Strongly disagree	38%	38%
2	15%	9%
3	22%	21%
4	14%	16%
5 – Strongly agree	11%	16%
Don't know	0%	0%
Mean (1-5)	2.46	2.62

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

	2021	2024
n=	80	76
1 – Strongly disagree	1%	9%
2	5%	5%
3	26%	13%
4	22%	34%
5 – Strongly agree	40%	38%
Don't know	5%	0%
Mean (1-5)	4.00	3.87

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

	2021	2024
n=	80	76
1 – Strongly disagree	2%	1%
2	2%	3%
3	12%	9%
4	36%	39%
5 – Strongly agree	45%	47%
Don't know	1%	0%
Mean (1-5)	4.20	4.29

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

	2021	2024
<i>n</i> =	80	76
1 – Strongly disagree	14%	17%
2	20%	13%
3	28%	20%
4	20%	29%
5 – Strongly agree	18%	21%
Don't know	1%	0%
Mean (1-5)	3.08	3.24

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

	2021	2024
<i>n</i> =	80	76
1 – Strongly disagree	34%	37%
2	21%	22%
3	18%	20%
4	9%	9%
5 – Strongly agree	18%	12%
Don't know	1%	0%
Mean (1-5)	2.54	2.37

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

	2021	2024
<i>n</i> =	80	76
1 – Strongly disagree	18%	14%
2	24%	21%
3	29%	28%
4	19%	22%
5 – Strongly agree	10%	14%
Don't know	1%	0%
Mean (1-5)	2.80	3.01

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

	2021	2024
<i>n</i> =	80	76
1 – Strongly disagree	10%	8%
2	5%	7%
3	12%	16%
4	24%	18%
5 – Strongly agree	48%	51%
Don't know	1%	0%
Mean (1-5)	3.95	3.99

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

	2021	2024
<i>n</i> =	80	76
1 – Strongly disagree	5%	5%
2	12%	4%
3	16%	21%
4	28%	22%
5 – Strongly agree	38%	47%
Don't know	1%	0%
Mean (1-5)	3.81	4.03

13I. I enjoy interactions with visitors.

	2021	2024
<i>n</i> =	80	76
1 – Strongly disagree	6%	4%
2	6%	11%
3	24%	16%
4	32%	28%
5 – Strongly agree	30%	42%
Don't know	1%	0%
Mean (1-5)	3.75	3.93

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

	2021	2024
<i>n</i> =	80	76
1 – Strongly disagree	26%	21%
2	22%	25%
3	31%	24%
4	11%	14%
5 – Strongly agree	6%	11%
Don't know	2%	5%
Mean (1-5)	2.47	2.67

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

	2021	2024
<i>n</i> =	80	76
1 – Strongly disagree	29%	26%
2	19%	12%
3	24%	24%
4	14%	17%
5 – Strongly agree	5%	11%
Don't know	10%	11%
Mean (1-5)	2.42	2.71

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

	2021	2024
<i>n</i> =	80	76
1 – Strongly disagree	28%	24%
2	15%	12%
3	26%	21%
4	16%	18%
5 – Strongly agree	11%	24%
Don't know	4%	1%
Mean (1-5)	2.68	3.07

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

	2021	2024
<i>n</i> =	80	76
1 – Strongly disagree	26%	21%
2	22%	16%
3	22%	20%
4	15%	26%
5 – Strongly agree	10%	13%
Don't know	4%	4%
Mean (1-5)	2.58	2.95

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	2024
<i>n</i> =	80	76
1 – Strongly disagree	15%	9%
2	10%	9%
3	18%	24%
4	29%	21%
5 – Strongly agree	28%	36%
Don't know	1%	1%
Mean (1-5)	3.44	3.65

MEAN SCORES ON PERCEPTION OF VISITORS

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

	2021	2024
(13A) My area would be a dull place if visitors did not come.	2.46	2.62
(13B) In our area, our way of life has changed to suit visitors.	4.00	3.87
(13C) Overall, I think visitors to my area feel welcomed.	4.20	4.29
(13D) Tourism has made locals prouder of our area.	3.08	3.24
(13E) I prefer to have as little contact as possible with visitors.	2.54	2.37
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	2.80	3.01
(13G) Tourism has made my community an unaffordable place for many to live.	3.95	3.99
(13H) Tourism supports businesses in my community that are valuable to me.	3.81	4.03
(13I) I enjoy interactions with visitors.	3.75	3.93
(13J) Government does a good job balancing residents' and visitors' needs.	2.47	2.67
(13K) State government values input from residents about tourism in my area.	2.42	2.71
(13L) Local government values input from residents about tourism in my area.	2.68	3.07
(13M) Residents have the opportunity to provide input on tourism related topics in my area.	2.58	2.95
(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.	3.44	3.65

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	2024
<i>n</i> =	80	76
1 – Significantly declined	15%	9%
2	20%	13%
3	25%	29%
4	22%	30%
5 – Significantly improved	18%	18%
Don't know	0%	0%
Mean (1-5)	3.08	3.36

MARKETING CAMPAIGN

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

15A. Mighty 5[®] Campaign

	2021	2024
<i>n</i> =	80	76
Never heard of	52%	41%
Heard name only	9%	13%
Somewhat familiar	10%	11%
Very familiar	24%	33%
Don't know	5%	3%

15B. Forever Mighty[®] Initiative

	2021	2024
<i>n</i> =	80	76
Never heard of	69%	63%
Heard name only	14%	9%
Somewhat familiar	5%	12%
Very familiar	5%	11%
Don't know	8%	5%

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

	2021	2024
<i>n</i> =	80	76
Never heard of	9%	4%
Heard name only	24%	16%
Somewhat familiar	22%	20%
Very familiar	42%	59%
Don't know	2%	1%

15D. Life Elevated[®]

	2021	2024
<i>n</i> =	80	76
Never heard of	9%	16%
Heard name only	14%	13%
Somewhat familiar	31%	21%
Very familiar	44%	49%
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	2024
<i>n</i> =	79	76
Man	38%	57%
Woman	62%	43%
Some other way	0%	0%

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

	2021	2024
<i>n</i> =	80	76
18 to 29	2%	3%
30 to 39	18%	12%
40 to 49	19%	20%
50 to 59	10%	11%
60 to 69	25%	26%
70 or Older	26%	29%

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

	2021	2024
<i>n</i> =	80	75
Some high school or less	1%	3%
High school graduate	12%	5%
Some college/assoc.degree/vocational certificate	38%	40%
College graduate (4 years)	26%	32%
Graduate work or degree	22%	20%

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

	2021	2024
<i>n</i> =	80	75
Less than 5 years	4%	3%
5 to 10 years	16%	12%
11 to 20 years	12%	19%
More than 20 years	68%	67%

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

	2021	2024
<i>n</i> =	79	72
Hispanic/Latino	1%	0%
American Indian or Alaska Native	0%	0%
Asian or Asian American	0%	0%
Black or African American	0%	0%
Pacific Islander/Native Hawaiian	0%	0%
White	92%	97%
Multiple races/ethnicities	5%	1%
Other (specify)	0%	1%
Don't know	1%	0%

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

	2021	2024
<i>n</i> =	75	68
Less than \$20,000	4%	0%
\$20,000 to \$39,999	15%	10%
\$40,000 to \$59,999	16%	12%
\$60,000 to \$79,999	16%	18%
\$80,000 to \$99,999	20%	16%
\$100,000 to \$150,000	16%	35%
Over \$150,000	13%	9%

Appendix E - Verbatim Comments - Kane County

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 – 16 comments

- Not very many people want to stay here, but when they do, there's a lot of Bed & Breakfasts.
- We have lots of capacity and room for growth.
- I think there's plenty of room.
- There are no places that our tourists would want to go that they can't; nothing has changed because of tourism.
- We always have a lot of Airbnb rentals and hotels for people to stay.
- I think there are 18 to 19 large hotels in my area, and in the summertime, they come close to being booked out. I think in the wintertime, hotels are 70% booked compared to the summertime.
- We have room for everyone, always room, even at the RV parks.
- There's a Vrbo on every corner, and there are hotels and motels. I don't think there's ever been a problem.
- Anytime there is a restaurant here, they close, and locals can't use it, and a gas station also closes. So, there's nowhere for a family to stay, and it's ridiculous.
- We have vacancies in most of the amenities.
- We have enough accommodations.
- While many places are busy, they are not beyond capacity. Some residents in the area would prefer to have no tourists. They don't care about jobs, economy, etc.
- There isn't a problem.
- Our community handles the number of tourists very well.
- An abundance of hotels, motels, and camping and motor home parks. Not enough restaurants
- We have more hotels than the rest.

(2) A few – 13 comments

- There are times where the number of people outweighs the residents, and the traffic is bad.
- There are just times when for holidays there's not enough - everything gets booked.
- There are a few places that are crowded now that didn't used to be.
- Mostly in the restaurants or grocery stores, and the tourists need to eat too, but it is a drag sometimes.
- I think I live in a very small town, and sometimes it can be crowded at grocery stores.

- Overcrowding.
- We have a lot of hotels that are built for tourism. It's just some of the natural places that get a little overrun.
- Sometimes, they get crowded at certain times of the year, but it's not that bad, and tourism brings good money; sometimes it's hard to get on the highway because of so many cars.
- I can see by the amount of people staying at B&Bs and hotels.
- Again, it's just me, so I don't see it; lots of motels.
- During high season, restaurants and national parks are very crowded.
- Lodging rooms occasionally are filled up. We have a new motel under construction, so that is good. We need a couple of intersection traffic lights to prevent accidents.
- Usually, every hotel is full during certain seasons, but that's a good thing!

(3) Some – 22 comments

- We have a ton of motels and hotels here in town.
- The restrictions for certain areas as far as how many people can be there.
- I think there are times during the busy season where there isn't any availability.
- We have vacation rentals, but sometimes it's busy, and sometimes it's not.
- I'm not plugged in enough to really observe, so I don't know.
- I think the overnight lodging and restaurants are not capable of handling the amount of traffic coming through the area.
- Big Water doesn't have the infrastructure or a real park; if you go to Kanab, they have a lot more amenities like parks, theaters, hotels, and schools. Here at Big Water, we have one hotel that's not even full in the summer.
- We are right on the border of Zions, and they are threatening to close our side. There are some areas that overrun.
- Not enough restaurants and too many hotels.
- We need more dining options and a variety of dining options. Also, a real bar and/or brewery would be very positive.
- Zion is very crowded. Parking infrastructure cannot meet demands. Visitors are spilling into alternate areas with far less infrastructure.
- Too much focus on Zion, Bryce, and Grand Canyon while not encouraging many of the other opportunities. Too many ATV's making too much noise, most of this from locals.
- Not enough willing people to work in the service positions - hired help.
- Some of the natural attractions get crowded very quickly and are even defaced by tourists. Also, some dining options fill very quickly and it's difficult to get access.
- People are unable to enjoy peace and quiet when visiting

local attractions due to the amount of tourists.

- Roads
- Lottery to access hiking areas.
- In the park areas where you have to draw, the tourists get the tickets.
- Kanab is lacking for quality restaurants. Most close because of lack of good help but some are too pricey for locals.
- At times during Covid, it felt like this; however, that had not been the case this year.
- Housing, excluding overnight/hotels, is EXTREMELY rare. Due to tourism, Airbnb's have displaced local's housing availability.
- Zion National Park is overrun with tourists to the exclusion of locals. I feel like I can't go there now, except in February, when I used to go on weekends. As for the Wave, forget it: you can't get a lottery ticket.

(4) Many – 18 comments

- There are so many people that show up in my town.
- Infrastructure.
- Permitted places: you only get so many, and it is hard to get there; there are many places you want to go, but they are hard to get to. The damage they do to the dirt roads is killing us.
- In the summer, we're at church, and the whole building is filled on busy holidays like the 4th of July.
- I think there are entrance limits on the national parks and the resources are being used up and going beyond capability. I think there are not enough resources to support it.
- There are plenty of places for people to come.
- No parking, terrible on the roads.
- A lot of it depends on the time of year, but sometimes we're just inundated with tourism; it's seasonal.
- A lot of the natural wonders are overrun, and some are disrespectful.
- Yeah, restaurants and hospitals.
- We don't have a lot of stuff.
- Tour companies have ruined the dirt roads in the areas surrounding our community to the point that locals quit using them because they are so trashed.
- Not enough restaurants.
- People camp everywhere here because there aren't enough hotels and campgrounds to accommodate them all. It has a very negative impact on the surrounding environment, and it would have a negative impact on the town if we had to build more.
- Too many tourists in the restaurants and on the trails.
- When there is an event which draws a lot of people here, like the Balloons and Tunes Festival in February. There are not enough places for the visitors to eat, lines are long, and people complain. Also, lots of the time the grocery store shelves are empty of items as busloads of tourists are

dropped off to shop. Our two little independent grocery stores sometimes have a hard time keeping up, and then the local community suffers. This is not to say I want a superstore here; just commenting on how tourism affects us. Another example is that you could avoid going to Zion during the tourist "season" but still get in and enjoy it in the off months. Now, there are no off months, and I wonder if I'll ever get to see it again! It is unpleasant to say the least, to go to see natural beauty if you have to do it standing shoulder to shoulder with the rest of the world. There seem to be fewer places/seasons to be in nature and experience solitude. As well, the attraction to the masses does damage to the environment. Everyone should have the option to go, but promoting places beyond the capacity they can hold is not a good practice, in my opinion.

- All the restaurants are overrun by tourists, so locals don't have easy access. The roads are busy, and tourists don't follow road rules, they don't pull over for cops and make our community more dangerous. Tourism brings attention and increases crime in our area. All the amenities are geared towards tourism and the locals don't benefit.
- The devastation of local environments and overall lack of respect for the environment is outstanding with tourists in this area!!!

(5) All – 5 comments

- Overrun with them.
- We have a lot of hotels, and they are based on the amount of visitors.
- Summer too many, winter not enough.
- Tourism causes all sorts of negative issues for locals. Those that benefit are the few that make money from tourism. Housing, rent, groceries, and fuel, have all gone up in price due to tourism, and vacation rentals are a disaster for neighborhoods and full-time rental prices.
- Many local homes have been converted to vacation rentals. It is undermining our community as well as driving rent up, and housing is unaffordable for many people.

Kane County:

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

- They do a poor job and can't keep up with 70-80 people every day.
- The few services and businesses our community has can't handle the amount of people and most businesses struggle to find employees.

(2) – 4 comments

- I think people have a positive experience here, but I do not have a positive experience from it.
- We have a lot of tourist companies.
- Anytime there is a restaurant here, they close, and locals can't use it, and a gas station also closes, so there's nowhere for family to stay, and it's ridiculous.
- I tried to start a Big Water office of tourism; everyone said it was a good idea, but no one gave it any support. There are no restaurants or anything; you can go to the recreational office, and that's it.

(3) Neutral – 5 comments

- With this amount of people there is no positive experience.
- Depends on what they are looking for. Outdoor enthusiasts love it here.
- Overall, the community is accommodating. Tourism is the driver for the local economy.
- I feel your attitude determines if the experience is good or bad.
- The corruption of local elected officials means that money that could go towards improving visitor experience goes to their own and their family's pockets. The type of tourism that the county has focused on in recent years has negatively impacted the community and other visitors.

(4) – 20 comments

- We do have hotels/restaurants, and we are a friendly community.
- I think my community does a good job on the county, state, and local level.
- Natural beauty, the facilities for camping and the cultural and natural aspects; clean air, good skies...
- Seems like a good place.
- We are a welcoming community.
- We have enough amenities to support recreational visitors, not high-end visitors.
- Friendly and good people.
- There are things to do for people involved in outdoor activities.
- Not enough bars and cab services.
- I think my area has everything in the town that people would need like gas stations and restaurants.
- The only reason why I wouldn't rate a '5' is because of traffic issues.
- I think we do a pretty good job.
- There's a little bit of everything to do here, even regardless of season. The food is good, and the people are nice.
- Our community is a pretty inclusive area, and tourism hasn't really gotten out of hand with tourism yet, so most people aren't really against it.
- I really believe that the people are relatively friendly and

that provides a positive experience. There are facilities that provide visitors with a good time.

- Increased infrastructure and things to do within the last 10 years, but there is still room for improvement.
- The city has been putting a lot of work into adding more attractions and cleaning up the city for visitors, so I imagine that would correlate with tourism.
- It is a pleasant place, and people are nice.
- It seems like there are a lot of opportunities here locally to do stuff, and generally, the locals are welcoming.
- Cache Valley has low traffic, lots of dining options, and a quaint feel. I think people are attracted to the small-town feel and the feeling of being here. It tends to feel "far away," so the distance makes it hard for people to want to come here.
- Good people here
- Good place to live/visit with places close to enjoy based on interest.
- The streets are clean and safe.
- It's a nice place with kind and helpful people.
- I only see tourists in the gas station.
- Yes, we are very receptive to tourism.
- Variety of food options and a lot to do outdoors. I wish there were more fun indoor activities.
- Yes, we have a great deal to show and give. We have fairs, a theatre, and great entertainment, as well as hiking and swimming.
- Other than parking and public transportation being difficult. The safety with police and the COFIAs community and enjoyable events are worth the walk.
- It's beautiful here.
- We have some new downtown amenities and experiences that have improved the look of downtown.
- I think a lot of people are amazed at what we have here in this valley.
- There are plenty of hotels, live theatre experiences, an opera house, outdoor experiences, tours, etc., to keep people entertained and interested in the local area and culture.
- Other than roads and transportation
- They can when they want to.
- Plenty of high-quality restaurants and hotel rooms. Most services are staffed by polite folks who treat everyone well. And, most folks in the community know the visitors will not be here long and will leave some \$\$\$ behind when they leave. It's the ones that don't leave that we have an issue with i.e., too many move-ins.
- Visitors, yes; tourism, no.

(5) Definitely – 45 comments

- We have some great hikes and some great places to stay.
- We do a good job and take care of people.

- It's the focus of the town.
- Our community works very hard to bring tourists to our city, so they gear a lot of the events and food towards them.
- We give a good opportunity to people coming here.
- It just seems like every summer things are going and exciting, then come winter it slows down.
- It has always been a very good tourist center.
- Because the area we live in is in nature, we are by Zion, so it's easy to have things for tourists to do.
- I heard visitors saying how great the travel and tourism office is and how they got lots of information.
- Everyone makes money off of tourism, so they are working well together.
- I think the scenery is magnificent, and that is the only thing people come for.
- We have a fairly sophisticated tourism industry; tourism is a very large part of the county community.
- We have amenities and experiences that are unique, with dark skies and spectacular scenery.
- If you're not nice to the tourists, they won't come to visit.
- Geographical and natural things here, good quality restaurants, and ample hotel space.
- I think the city council and tourism committee do a successful job creating a positive atmosphere.
- There's an awful lot to see around here, you know, all the parks, and the hiking trails, there's a lot of places to stay, and the locals are really nice.
- I think there are a lot of outdoor recreation and tourism groups that provide great guided tours and experiences.
- I'm both the mayor and tour operator.
- They encourage tourism.
- There are a lot of beautiful things to see here.
- Tourists like to come, and they keep coming, and I think we have some good activities for tourists.
- Lots of activities and people are very kind to others.
- Lots of opportunities here.
- The people here are friendly and generous and have a positive experience.
- I think it's a good place to visit, and we have an Airbnb, and everyone who stays here loves the area and loves the stay.
- There is so much to see and do.
- The good outweighs the impacts. It's a beautiful area with proud locals who are happy to make a living showcasing natural beauty.
- People that come here are greeted with a smile and respect, but we don't always receive that in return.
- That's why so many people come here.
- Beautiful area, close to many recreation areas.
- No comment.
- Oh, they definitely provide a positive experience. Our economy is very dependent on tourism. I just don't like it.

- Very friendly community.
- I get a lot of comments when I talk to visitors, whether in a store, restaurant, church, etc.
- The community relies on tourism. We are a very friendly town.
- Plenty of businesses and amenities.
- Everything, but there are limited places for breakfast.
- Kane County works hard to be aware and promote the best way through these challenges. Without tourism, I wouldn't be able to live here.
- Locals are grateful and usually happy for the business... which reflects on their customer service.
- A lot of outdoor activities, plus Best Friends Animal Sanctuary.
- We are very friendly.
- Everyone caters to tourists! That's why locals cannot afford to remain/live/work here.

Kane County:

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 much larger percentage of TRT taxes needs to be allowed to be used by local governments to offset the effects of tourism, and much less, if any, should be spent on tourism marketing.
- Bring 'em in!
- Dirt roads being damaged is going to be the end of off-road travel.
- Everything is on the physical hiking and visiting of the parks, but there isn't much at all like concerts or films here or things that explain the history that isn't a diorama.
- How to keep it affordable to live here and not turn into Moab.
- I am close with the office of Tourism here in Kanab, and I feel like they're good at pulling in locals for input.
- I don't know.
- I don't see any tourism dollars going back into roads and infrastructure. There also needs to be better regulation of Airbnb- and VRBO-type properties. People can no longer afford to live and work in tourist towns because nobody rents long-term anymore.
- I think the park system and BLM should be more concerned about people defacing land and monuments, but I don't think they care at all. I don't think they pave or patrol the roads. I think they let it go. I also think that riders are ruining the roads in my area.
- I think tax revenue should not be used to promote tourism and instead should go to rebuild areas where tourism is occurring. I think people need to stop promoting the state.
- I think we need to focus on our strong jobs and infrastructure

to support tourism. It's not sustainable on its own. It doesn't promote the positive lifestyle of the community.

- I think you covered it all.
- I'm not sure that the state government should have a prominent role in promoting tourism.
- I'm Vince Olson. My phone number is 928-614-5975, and my email is theratfarm@gmail.com. I would love to be a liaison for the Office of Tourism in Big Water. That way, when I go to a town meeting, I have some political power or support. I need someone from the state to give me a blessing or a title.
- In Kanab, we need affordable housing. We need to keep our small-town feel; let's not turn into Moab.
- It is a necessary evil for our rural community. We might as well make it a blessing and help everyone have a good experience.
- Keeping land open for locals to use, like ranchers.
- Make access to parks easier for locals, encourage buses to reduce traffic to parks and rec areas, and put pickleball on the map for my area.
- Many friends do not even try to go to some areas because of the number of tourists.
- None of this is black or white. Some people benefit from the amount of tourism in our area, and some do not. Sometimes, it has a positive effect on the area, and sometimes, it doesn't. Going from a small town, which may be a pass-through town, to other more tourist-driven areas to now being a 'destination' has not been thoroughly thought through, in my opinion. As some have said, Moab used to be a nice place to visit and now it's a tourist trap. I'd prefer my town not to become a tourist trap, but I'm afraid it has to some extent. It's not too late to keep it from becoming a full-blown one. Towns lose their integrity when the focus becomes driven by the economy. They become less than desirable for the citizens (with historical ties to the land and area) to live in and all about the tourists. Could there be a balance? I hope so, or I'm afraid I will wish to move on. I have called this area home for 18 years. Growth is inevitable; I understand that. Smart, thoughtful, planned growth is preferable to just following the almighty dollar. Let's do it right.
- Our main problem is that we never get invited to any meetings about tourism; it's just the people in Big Water that do their own thing. We definitely need a bit of roadwork, and doing so would help avoid so many accidents. We need facilities between Church Wells and Kanab; it's a long stretch of nothing.
- Remind people (the government) that the outlying communities have tourism, too, not just Kanab, Utah.
- State and local officials should listen to local residents AND take local residents' opinions into consideration. The state

of Utah needs a new community relations director, NOT someone who is broadly disliked by most.

- Teach them how to drive! It is rather scary when you are driving on the other side of the road. We have way too many accidents.
- The cost of living has increased with tourism. Putting in glamping and RV parks takes away from the beauty of the town.
- The government should make sure that TRT collected is used for tourism purposes, not diverted to other uses outside tourism.
- The Utah State Office of Tourism has been very supportive of tourism in this area. We need tourists to maintain our quality of life.
- The way that the tourism tax dollars are regulated is a problem. The current split between mitigation and promotion should not be regulated by the state. The local government should be more responsible.
- There are too many people who can't drive, and people get killed because of rentals.
- There is a lack of skilled employees to provide services.
- They need a stop light in part of town.
- Too many people are coming to Southern Utah. There are not enough resources for them all, and places are crowded.
- Tourism has skyrocketed since COVID. There are too many van-life people camping and trashing our local areas.
- Tourism is destroying my small town.
- Tourism is great, and our economy depends on it, but it's not as important as preserving rural Utah's culture, history, and environment as it was before. So, bring the tourists, but don't expect us to change. They should come to visit us as we are and not the way they want us to be.
- Tourism is important and we should keep supporting it.
- Tourism is very damaging to the roads that are needed to maintain residents and get to emergencies. The commercialization of off-roading activities has destroyed them.
- Tourists tear up the ATV trails and litter everywhere.
- Tourists trash our way of life and environment. They tear up the roads and leave without a care. Most act extremely entitled to see and experience the area, expecting locals to bow down and provide.
- Traffic is one issue; while they're putting in more passing lanes and improving it, there is congestion on the roads. The housing shortage is a thing, too. Young people have a hard time finding a house to rent.
- Utah tourism needs to help support environmental respect and protection concerning motorized use off-road. That needs further education for such use.
- We do not have enough environment to accommodate all the tourists we receive, and it has a very negative impact

on our surroundings and cost of living.

- We love the free road maps that they print and make available at local grocery stores.
- We need to hold off on selling the parks. They're here; now, we need to build infrastructure to support them and the locals.
- We should bring more high-quality events to the area rather than relying on the increasing number of buses/tourists. Bring in visitors that are looking for a higher quality experience: better dining options, more cultural events besides rodeos, and western legends.
- When we work together, we provide a lot better experience.
- No comment (4)
- None (23)
- Nothing
- Nothing I can think of.
- Nothing; I think you've covered it all.

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