

## Uintah/Daggett 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 Uintah County and Daggett County area residents and compares them to results from 2021. Responses from these two surveys tend to be similar, with a few interesting differences. Future surveys of the Uintah and Daggett area will better establish whether the differences 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.

### Overview

In most cases, Uintah and Daggett area residents' 2024 responses were similar to 2021 responses. Perception of tourism in their area; the effect of tourism on the quality, quantity, and access to experiences in their local area; the importance of tourism to the economy; the belief that their community is able to provide a positive visitor experience; preferences regarding the use of visitors tax; and views on tourism's impact on respondents' quality of life were all similar in 2021 and 2024. Support for environmental sustainability statements also remained strong.

However, there were some differences between responses in 2024 and responses in 2021. For instance, 2024 responses showed a higher percentage of respondents indicating that the

effects of tourism are equally positive and negative, while the percentage of respondents who thought negative effects outweighed the positive and the percentage of respondents who thought positive effects outweighed the negative decreases. This change could reflect a shift in residents' overall assessment of tourism, but, on balance, the full set of responses leans towards a positive assessment of tourism by Uintah and Daggett area residents.

### Methodological Note

The report visually compares the results of the 2021 and 2024 surveys for each survey question, presenting them side-by-side in graphs. In the written analysis, similar responses on the five-point scale are often grouped together, such as combining 1 and 2, and 4 and 5. Any differences between the results of the two years are noted, though it's important to note that the results have not been tested for statistically significant differences due to the small sample sizes (86 respondents in 2021 and 107 in 2024).

### The Appendices include the following:

- A Survey Methodology
- B Demographic Profile
- C 2024 Local Area Survey Questionnaire
- D Uintah and Daggett Area Results from 2021 and 2024
- E Verbatim Comments

## Experience with Tourism

Generally, respondents' perception of tourism in their area in 2024 is similar to 2021, with slightly more than half saying there is a great deal of tourism and a little over 10% indicating part of their household income depends on tourism-related activities (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

Respondents' perceptions of how tourism affected a list of specific aspects of their community remained relatively unchanged in most cases, with positive responses changing by less than 10%. However, the percentage of respondents who felt positively about the effect of tourism on the quality of infrastructure decreased from 46% in 2021 to 33% in 2024 (Figure 3G).

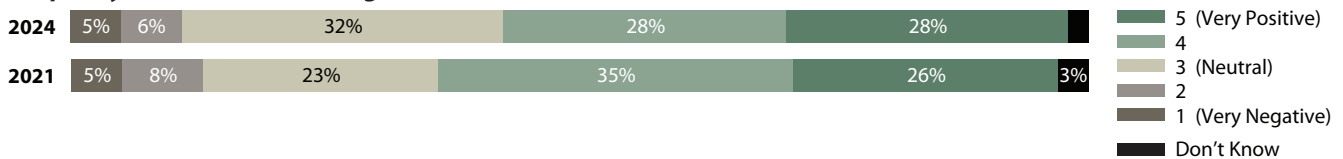
In both 2021 and 2024, more than half of respondents felt tourism had a positive effect on the quality of amenities such as gas stations and retail stores, the natural environment, the community's reputation, health and human safety, and the opportunity to meet people from different backgrounds (Figures A, B, C, D, and H).

A majority of respondents also thought tourism had a positive effect on job opportunities for local residents (56%), up from 47% in 2021 (Figure 3F).

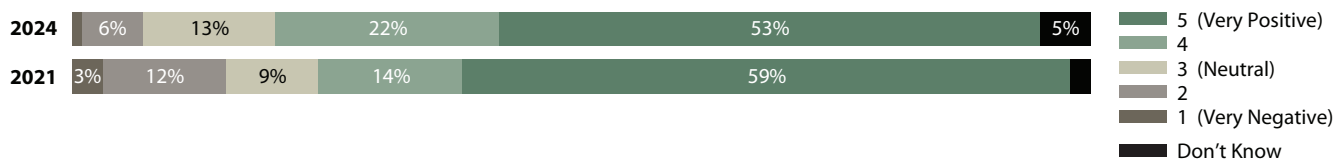
A slightly lower percentage of respondents (53% in 2024 compared to 64% in 2021) thought tourism had a positive effect on the number of amenities in their area (Figure 4)

**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?**



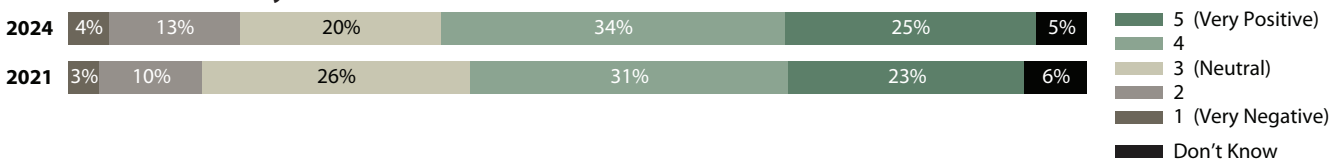
**B: The natural environment in Utah?**



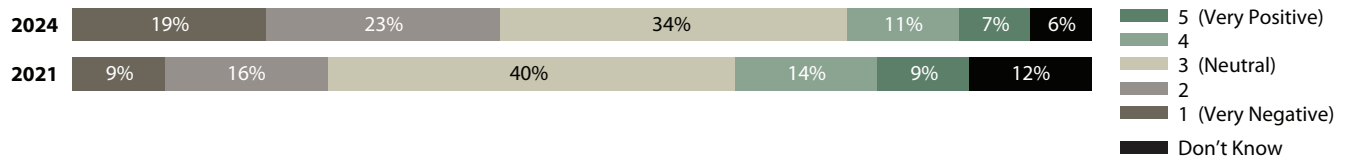
**C: Your community's overall reputation?**



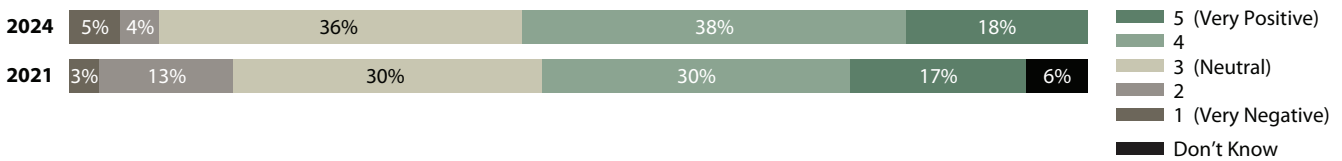
**D: Human health and safety?**



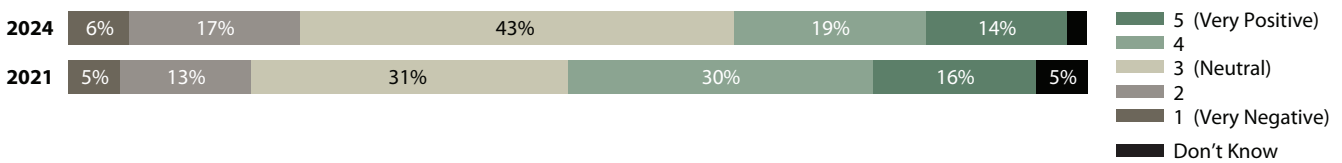
**E: Housing affordability?**



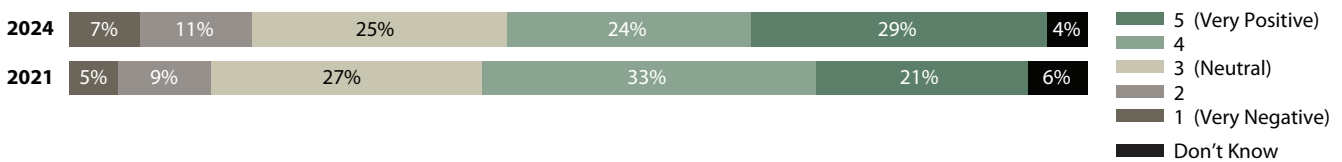
**F: Job opportunities for local residents?**



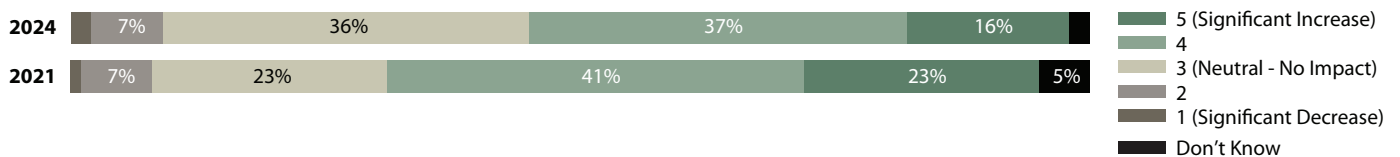
**G: The quality of infrastructure like public transportation, roads and bridges, and utilities?**



**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?**

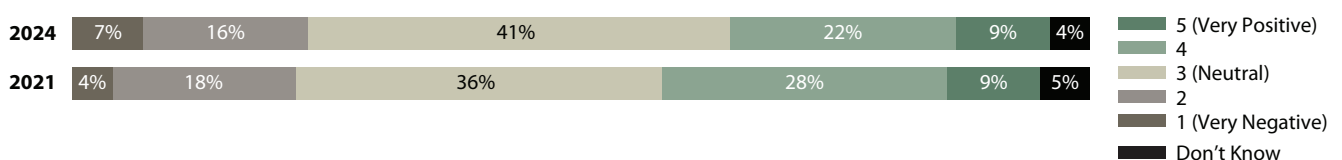


## Effect of Tourism on Quality, Quantity, and Access to Experiences

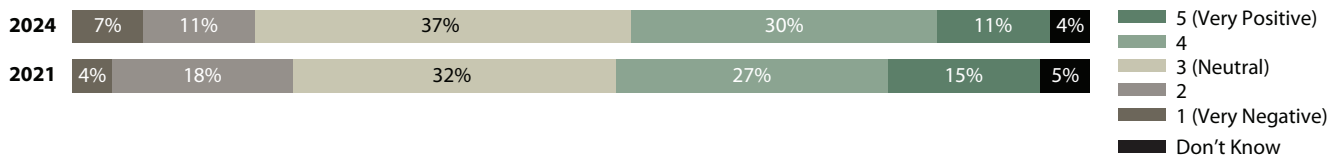
When asked about the effect of tourism on the quality, quantity, and access to experiences in their local area, respondents provided strikingly similar responses, with no change in positive experience exceeding 10% in either direction. Respondents continued to indicate the highest level of positive perceptions for the number of recreational opportunities, the quality of recreational opportunities, and access to recreational opportunities (ranging from 74% - 81% in 2024) (Figures 5G, H, and I). Half of the respondents continued to report a positive perception of tourism's effect on the number of dining options (Figure 5D). In all other categories, less than half of respondents indicated tourism had a positive effect.

**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...**

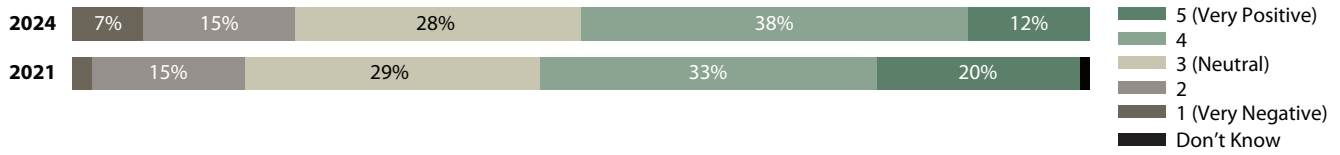
**A: The number of arts and cultural experiences?**



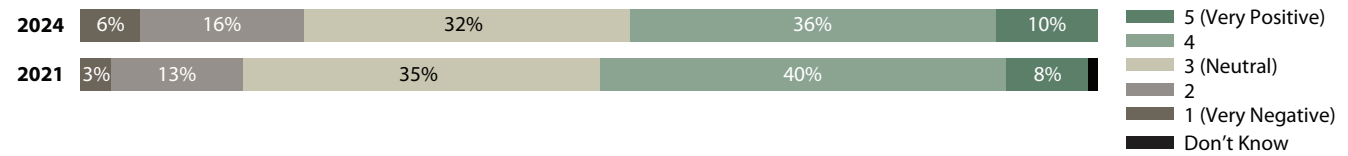
**B: The quality of arts and cultural experiences?**



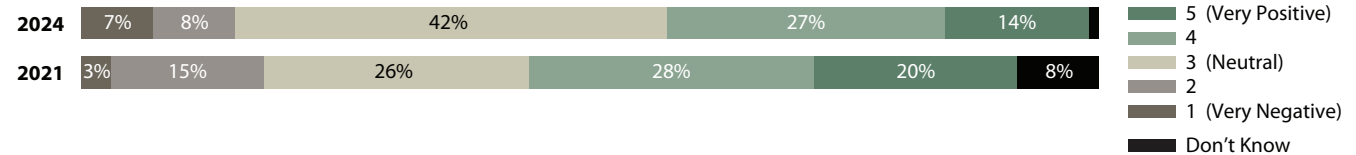
**C: The number of dining options?**



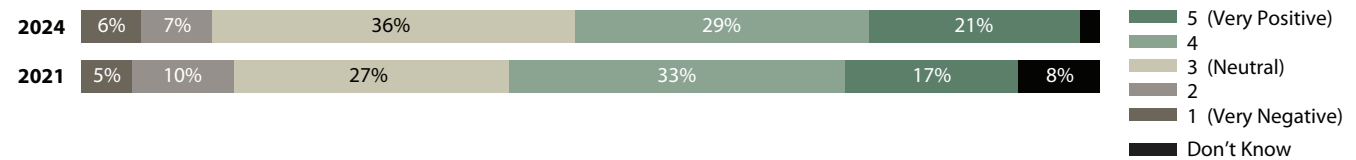
**D: The quality of dining options?**



**E: The number of spectator events?**



**F: The quality of spectator events?**



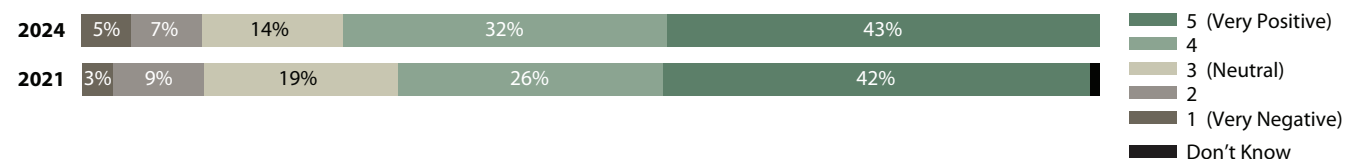
**G: The number of recreational opportunities?**



**H: The quality of recreational opportunities?**



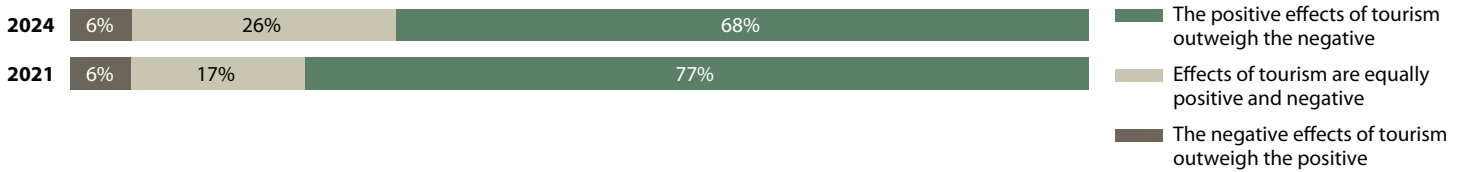
**I: Your ability to access recreational opportunities?**



## Opinion on Tourism

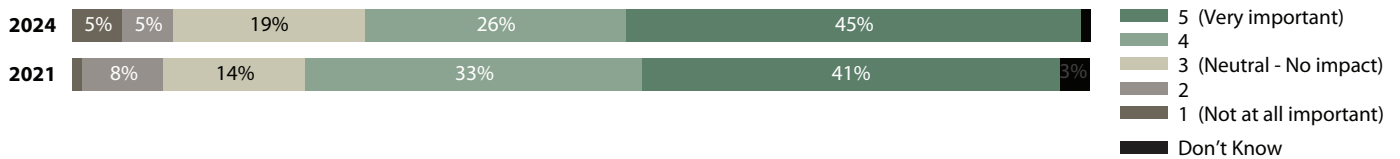
In 2024, the percentage of respondents indicating that the positive effects of tourism outweigh the negative decreased from 77% to 68%. The percentage of respondents who thought the negative effects outweighed the positive increased from 17% to 26% (Figure 6).

**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)**



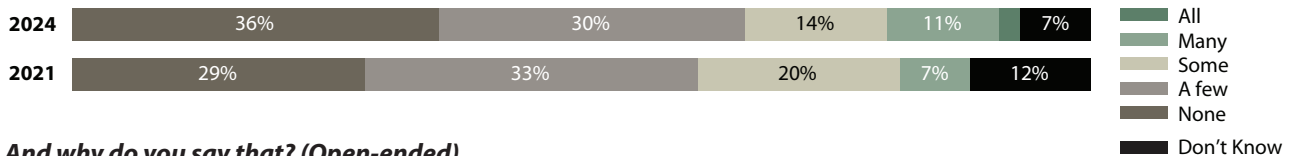
## Importance to Economy

**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

**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...**



**8A: And why do you say that? (Open-ended)**

All verbatim responses are found in Appendix E.

## Community Provides a Positive Experience

A high percentage of respondents (79%) continued to believe their community is able to provide a positive visitor experience (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."**



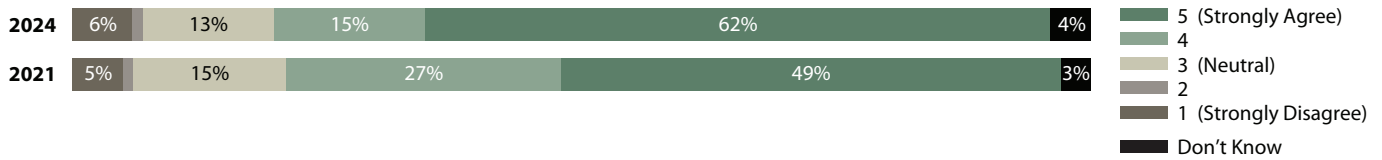
**9A: And why do you say that? (Open-ended)**

All verbatim responses are found in Appendix E.

## State Support of Local Tourism Efforts

The percentage of respondents who agree with the statement “The state tourism office should support local tourism efforts” remained essentially the same (76% in 2021 and 77% in 2024), but strong agreement increased from 49% to 62% (Figure 10).

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

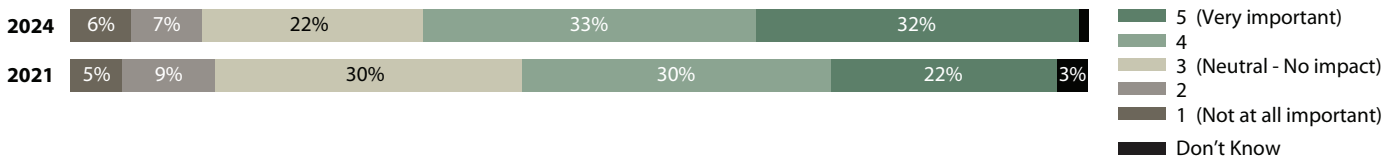


## Use of Visitor-Related Tax

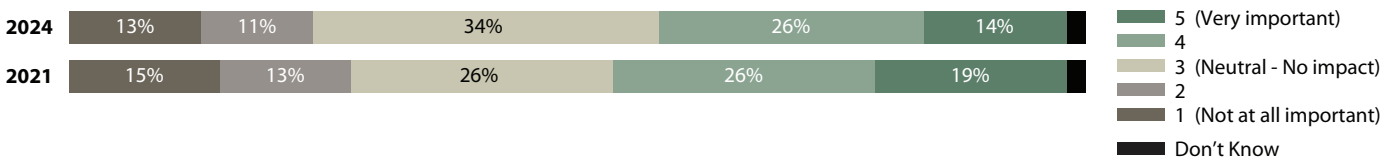
The majority of respondents continued to support almost all possible categories of spending for visitor-related taxes. The only exception is “public transit, like shuttles, buses, and trains,” where support decreased from 45% in 2021 to 40% in 2024 (Figure 11B).

**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?



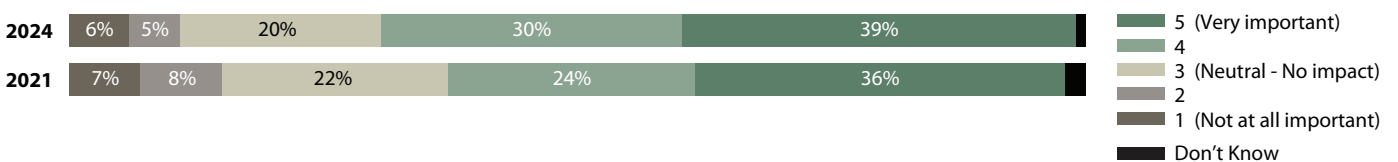
### C: High-speed internet (broadband) in tourism areas?



### D: Tourism promotion?



### E: Local and regional airport facilities?



**F: Local search and rescue capabilities?**



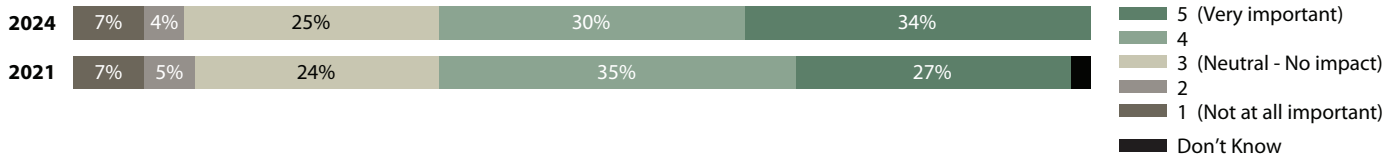
**G: Environment protection and repair of damaged areas (land, water, etc.)?**



**H: Cellular service?**



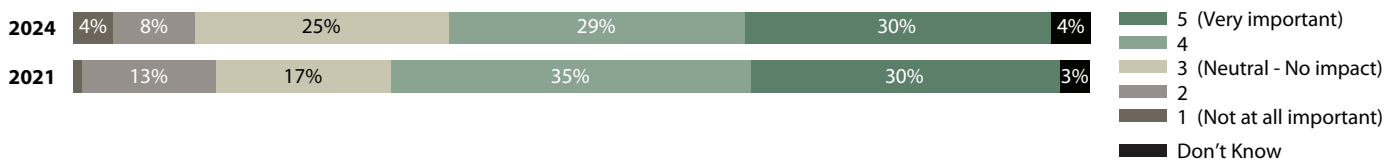
**I: Visitor education regarding how to best respect and support the local community?**



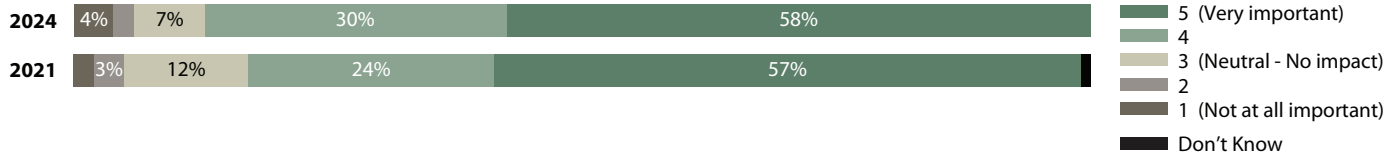
**J: Transportation infrastructure like roads and bridges?**



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



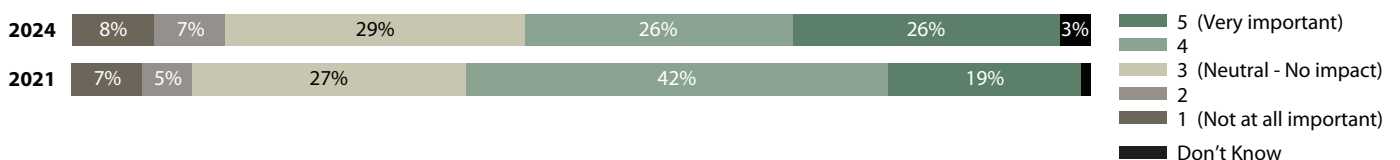
**L: Recreation infrastructure like trails, campgrounds, parks, and restrooms?**



**M: Historical preservation of community assets?**



**N: Arts and culture investment?**

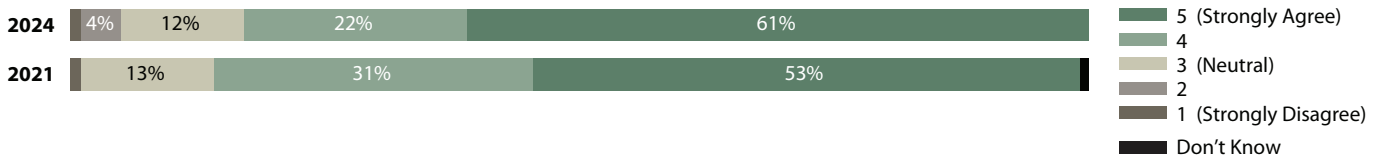


## Environmental Sustainability

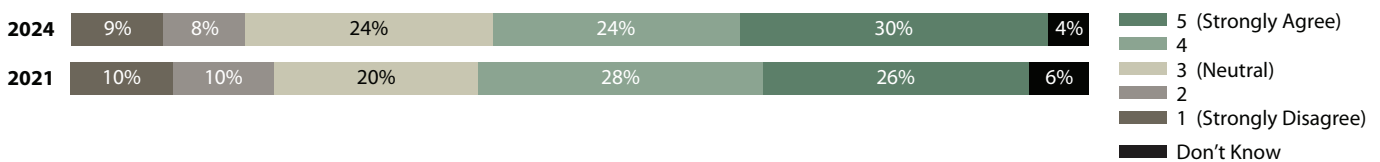
Support for all environmental sustainability statements in 2024 remained strong, ranging from 54% saying “Long-term government planning helps reduce the potentially negative environmental impacts of tourism” to 83% saying that “Natural resource protection and tourism can be compatible” (Figures B and A).

**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

In 2024, the perceptions of residents regarding visitors and tourism in their area remain mixed. Majorities of respondents continued to agree with several positive statements about tourism:

- “Overall, I think visitors to my area feel welcomed.” (Figure 13C)
- “Tourism has made locals prouder of our area.” (Figure 13D)
- “Tourism supports businesses in my community that are valuable to me.” (Figure 13H)
- “I enjoy interactions with visitors.” (Figure 13I)

Conversely, the majority of respondents disagreed with the following negative statements:

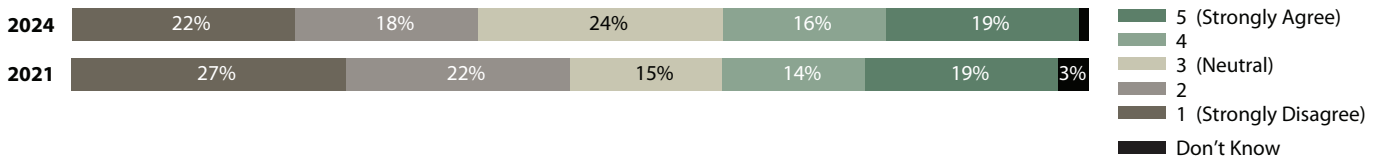
- “I prefer to have as little contact as possible with visitors.” (Figure 13E)
- “Tourism has made my community an unaffordable place for many to live.” (Figure 13G)

For all other statements (represented in Figure 13A, B, F, J, K, L, M, and N), there was no clear majority opinion among respondents.

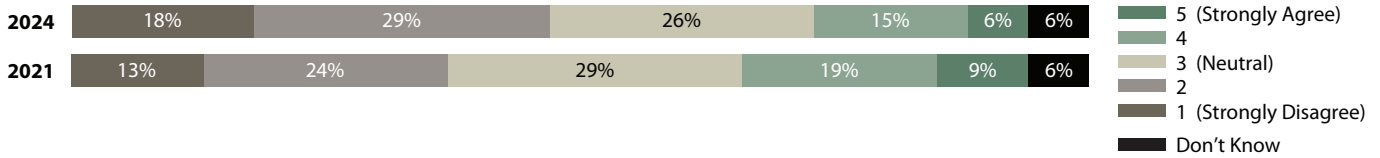


**Figure 13 (A-N): Now, in regard to your perceptions of visitors... Please tell me whether you agree or disagree with the following statements, using the one-to-five scale, with one meaning you "strongly disagree" and five meaning you "strongly agree."**

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



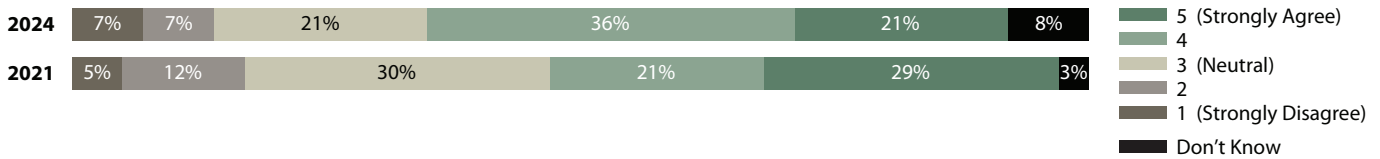
**B: In our area, our way of life has changed to suit visitors.**



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



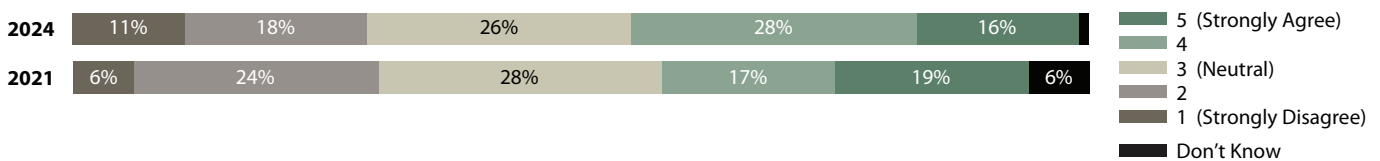
**D: Tourism has made locals prouder of our area.**



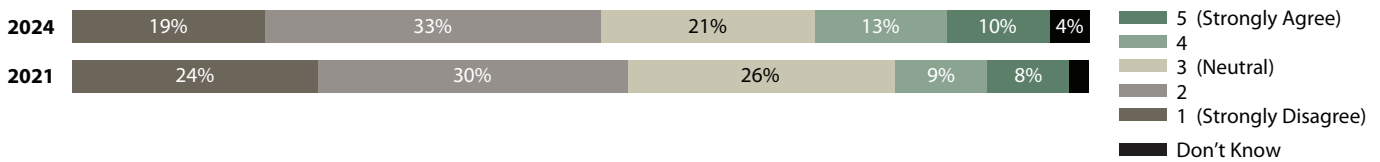
**E: I prefer to have as little contact as possible with visitors.**



**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.**



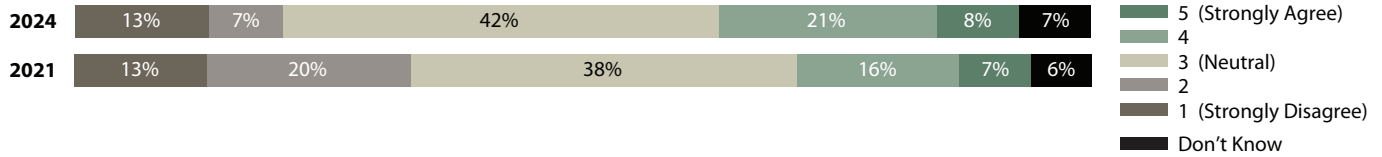
**H: Tourism supports businesses in my community that are valuable to me.**



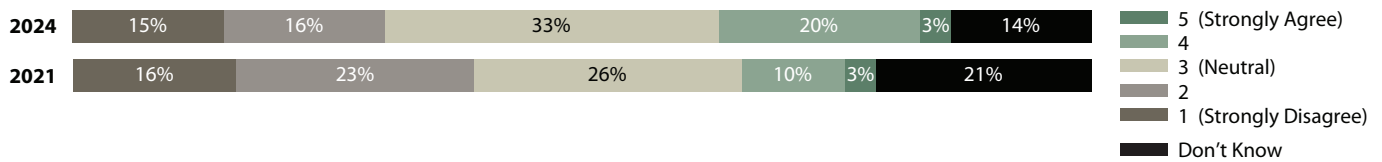
**I: I enjoy interactions with visitors.**



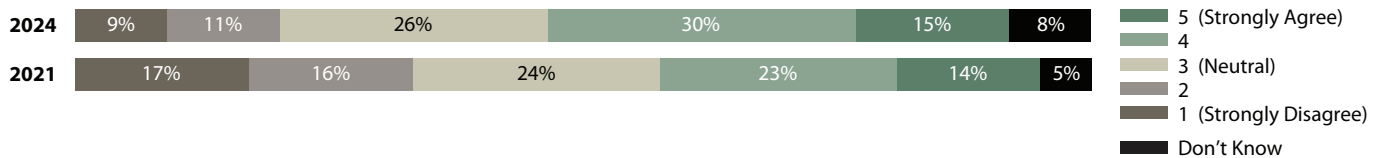
**J: Government does a good job balancing residents' and visitors' needs.**



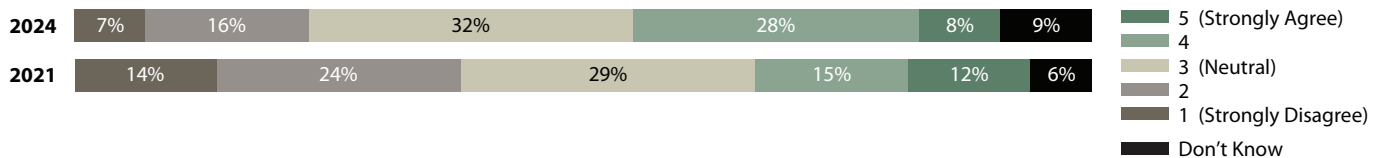
**K: State government values input from residents about tourism in my area.**



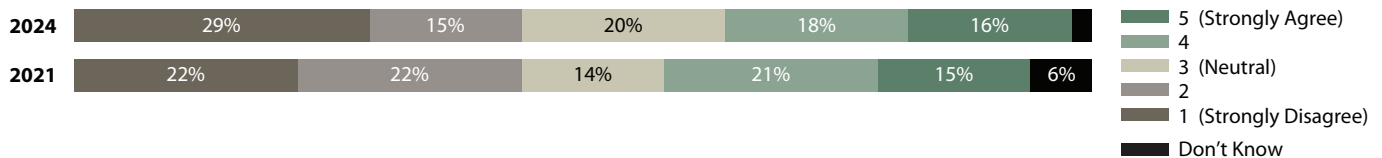
**L: Local government values input from residents about tourism in my area.**



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

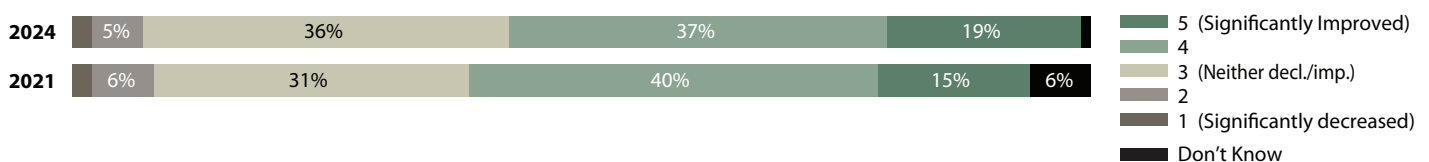


**N: I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.**



## Impact of Tourism on Quality of Life

**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."**

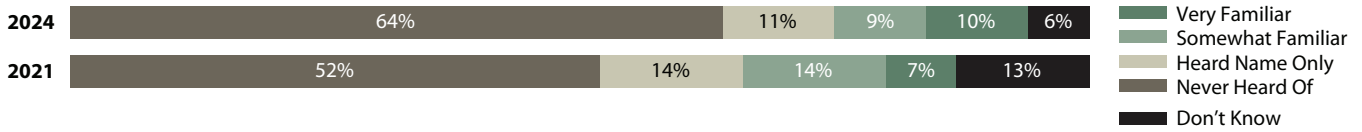


## Marketing Campaigns

Respondent familiarity with marketing campaigns in 2024 was also similar to 2021, with the biggest difference being an increase from 52% to 64% in the percentage of respondents who had never heard of the Mighty 5® campaign (Figure 15A).

**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 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) 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 Uintah and Daggett counties.

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 the Uintah and Daggett counties 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 107 surveys in the area carries a margin of

error of +/-9.5% 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, scheduling callbacks at differing hours and days, and weighting data results to represent the population better (weighting was not 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	48%	52%
	Female	52%	48%
	Other	0%	0%
Age	18-29	5%	5%
	30-39	23%	16%
	49-49	26%	30%
	50-59	16%	25%
	60-69	24%	14%
	70 and over	6%	10%
Household Income	<20,000	5%	0%
	\$20,000-\$39,999	7%	8%
	\$40,000-\$59,999	15%	7%
	\$60,000-\$79,999	18%	16%
	\$80,000-\$99,999	18%	17%
	\$100,000-\$150,000	28%	33%
	Over \$150,000	9%	19%

		2021	2024
Education	Some high school	1%	0%
	High school graduate	9%	18%
	Some college/assoc. degree / vocational certificate	50%	40%
	College graduate	24%	21%
	Graduate work or degree	15%	20%
Ethnicity	White	96%	91%
	Hispanic/non-white	3%	9%

# 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 <b>number</b> of arts & cultural experiences?							
And the <b>quality</b> of arts & cultural experiences?							
The <b>number</b> of dining options?							
And the <b>quality</b> of dining options?							
The <b>number</b> of spectator events?							
The <b>quality</b> of spectator events?							
The <b>number</b> of recreational opportunities?							
The <b>quality</b> of recreational opportunities?							
Your <b>ability to access</b> 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 - Uintah and Daggett Counties - 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
Uintah–Daggett n=	86	107

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

## AMOUNT OF TOURISM

- 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	51%	55%
Some tourism	40%	39%
Little tourism	9%	5%
No tourism	0%	0%
Other (specify)	0%	1%
Don't know	0%	0%

## HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

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

	2021	2024
n=	86	107
Yes	13%	12%
No	85%	87%
Other (specify)	2%	1%

## GENERAL VIEW OF TOURISM

- (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...

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

	2021	2024
n=	86	107
1 - Very negative	5%	5%
2	8%	6%
3	23%	32%
4	35%	28%
5 - Very positive	26%	28%
Don't know	3%	2%
Mean (1-5)	3.71	3.70

- The natural environment in Utah

	2021	2024
n=	86	107
1 - Very negative	3%	1%
2	12%	6%
3	9%	13%
4	14%	22%
5 - Very positive	59%	53%
Don't know	2%	5%
Mean (1-5)	4.17	4.27

- Your community's overall reputation

	2021	2024
n=	86	106
1 - Very negative	0%	3%
2	5%	6%
3	21%	11%
4	28%	37%
5 - Very positive	43%	42%
Don't know	3%	2%
Mean (1-5)	4.13	4.11

- Human health and safety

	2021	2024
n=	86	107
1 - Very negative	3%	4%
2	10%	13%
3	26%	20%
4	31%	34%
5 - Very positive	23%	25%
Don't know	6%	5%
Mean (1-5)	3.64	3.67

3E. Housing affordability

	2021	2024
<i>n</i> =	86	107
1 - Very negative	9%	19%
2	16%	23%
3	40%	34%
4	14%	11%
5 - Very positive	9%	7%
Don't know	12%	6%
Mean (1-5)	2.97	2.63

3F. Job opportunities for Utah residents

	2021	2024
<i>n</i> =	86	107
1 - Very negative	3%	5%
2	13%	4%
3	30%	36%
4	30%	38%
5 - Very positive	17%	18%
Don't know	6%	0%
Mean (1-5)	3.48	3.61

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

	2021	2024
<i>n</i> =	86	107
1 - Very negative	5%	6%
2	13%	17%
3	31%	43%
4	30%	19%
5 - Very positive	16%	14%
Don't know	5%	2%
Mean (1-5)	3.43	3.19

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

	2021	2024
<i>n</i> =	86	107
1 - Very negative	5%	7%
2	9%	11%
3	27%	25%
4	33%	24%
5 - Very positive	21%	29%
Don't know	6%	4%
Mean (1-5)	3.59	3.60

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	3.71	3.70
(3B) The natural environment in Utah	4.17	4.27
(3C) Your community's overall reputation	4.13	4.11
(3D) Human health and safety	3.64	3.67
(3E) Housing affordability	2.97	2.63
(3F) Job opportunities for local residents	3.48	3.61
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	3.43	3.19
(3H) The opportunity to meet and better understand people from different backgrounds	3.59	3.60

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> =	86	107
1 - Significant decrease	1%	2%
2	7%	7%
3	23%	36%
4	41%	37%
5 - Significant increase	23%	16%
Don't know	5%	2%
Mean (1-5)	3.82	3.60

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> =	85	107
1 - Very negative	4%	7%
2	18%	16%
3	36%	41%
4	28%	22%
5 - Very positive	9%	9%
Don't know	5%	4%
Mean (1-5)	3.23	3.11

5B: The QUALITY of arts and cultural experiences

	2021	2024
<i>n</i> =	85	107
1 – Very negative	4%	7%
2	18%	11%
3	32%	37%
4	27%	30%
5 – Very positive	15%	11%
Don't know	5%	4%
Mean (1-5)	3.35	3.29

5C: The NUMBER of dining options

	2021	2024
<i>n</i> =	86	106
1 – Very negative	2%	7%
2	15%	15%
3	29%	28%
4	33%	38%
5 – Very positive	20%	12%
Don't know	1%	0%
Mean (1-5)	3.53	3.35

5D: The QUALITY of dining options

	2021	2024
<i>n</i> =	86	107
1 – Very negative	3%	6%
2	13%	16%
3	35%	32%
4	40%	36%
5 – Very positive	8%	10%
Don't know	1%	0%
Mean (1-5)	3.36	3.30

5E: The NUMBER of spectator events

	2021	2024
<i>n</i> =	86	107
1 – Very negative	3%	7%
2	15%	8%
3	26%	42%
4	28%	27%
5 – Very positive	20%	14%
Don't know	8%	1%
Mean (1-5)	3.49	3.32

5F: The QUALITY of spectator events

	2021	2024
<i>n</i> =	86	107
1 – Very negative	5%	6%
2	10%	7%
3	27%	36%
4	33%	29%
5 – Very positive	17%	21%
Don't know	8%	2%
Mean (1-5)	3.52	3.53

5G: The NUMBER of recreational opportunities

	2021	2024
<i>n</i> =	86	106
1 – Very negative	1%	0%
2	2%	5%
3	13%	14%
4	38%	31%
5 – Very positive	43%	50%
Don't know	2%	0%
Mean (1-5)	4.23	4.26

5H: The QUALITY of recreational opportunities

	2021	2024
<i>n</i> =	86	107
1 – Very negative	1%	2%
2	7%	5%
3	17%	20%
4	34%	34%
5 – Very positive	38%	40%
Don't know	2%	0%
Mean (1-5)	4.04	4.06

5I: Your ABILITY TO ACCESS recreational opportunities

	2021	2024
<i>n</i> =	86	107
1 – Very negative	3%	5%
2	9%	7%
3	19%	14%
4	26%	32%
5 – Very positive	42%	43%
Don't know	1%	0%
Mean (1-5)	3.94	4.02

**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	3.23	3.11
(5B) The quality of arts and cultural experiences	3.35	3.29
(5C) The number of dining options	3.53	3.35
(5D) The quality of dining options	3.36	3.30
(5E) The number of spectator events	3.49	3.32
(5F) The quality of spectator events	3.52	3.53
(5G) The number of recreational opportunities	4.23	4.26
(5H) The quality of recreational opportunities	4.04	4.06
(5I) Your ability to access recreational opportunities	3.94	4.02

**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=	86	107
The POSITIVE effects of tourism outweigh the negative	77%	68%
The NEGATIVE effects of tourism outweigh the positive	6%	6%
The effects of tourism are equally positive and negative	17%	26%
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=	86	107
1 - Not at all important	1%	5%
2	8%	5%
3	14%	19%
4	33%	26%
5 - Very important	41%	45%
Don't know	3%	1%
Mean (1-5)	4.07	4.03

**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=	86	107
None	29%	36%
A few	33%	30%
Some	20%	14%
Many	7%	11%
All	0%	2%
Don't know	12%	7%

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=	86	107
1 – Definitely not	0%	5%
2	6%	4%
3	13%	11%
4	27%	32%
5 – Definitely	52%	47%
Don't know	2%	2%
Mean (1-5)	4.29	4.14

9a. And why do you say that? [Open Ended]  
(All verbatim comments in Appendix E)

**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=	86	107
1 – Strongly disagree	5%	6%
2	1%	1%
3 – (neutral)	15%	13%
4	27%	15%
5 – Strongly agree	49%	62%
Don't know	3%	4%
Mean (1-5)	4.18	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	2024
<i>n</i> =	86	107
1 – Not at all important	5%	6%
2	9%	7%
3 – (neutral)	30%	22%
4	30%	33%
5 – Very important	22%	32%
Don't know	3%	1%
Mean (1-5)	3.58	3.79

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

	2021	2024
<i>n</i> =	86	107
1 – Not at all important	15%	13%
2	13%	11%
3 – (neutral)	26%	34%
4	26%	26%
5 – Very important	19%	14%
Don't know	2%	2%
Mean (1-5)	3.20	3.17

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

	2021	2024
<i>n</i> =	86	107
1 – Not at all important	10%	7%
2	12%	8%
3 – (neutral)	16%	24%
4	21%	23%
5 – Very important	36%	36%
Don't know	5%	1%
Mean (1-5)	3.63	3.72

11D. Tourism promotion?

	2021	2024
<i>n</i> =	86	107
1 – Not at all important	5%	7%
2	6%	7%
3 – (neutral)	26%	20%
4	27%	35%
5 – Very important	34%	31%
Don't know	3%	0%
Mean (1-5)	3.82	3.74

11E. Local and regional airport facilities?

	2021	2024
<i>n</i> =	86	107
1 – Not at all important	7%	6%
2	8%	5%
3 – (neutral)	22%	20%
4	24%	30%
5 – Very important	36%	39%
Don't know	2%	1%
Mean (1-5)	3.76	3.93

11F. Local search and rescue capabilities?

	2021	2024
<i>n</i> =	86	107
1 – Not at all important	3%	1%
2	6%	4%
3 – (neutral)	15%	12%
4	27%	34%
5 – Very important	47%	49%
Don't know	2%	1%
Mean (1-5)	4.10	4.26

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

	2021	2024
<i>n</i> =	86	107
1 – Not at all important	7%	6%
2	6%	7%
3 – (neutral)	19%	20%
4	31%	21%
5 – Very important	36%	47%
Don't know	1%	0%
Mean (1-5)	3.85	3.97

11H. Cellular service?

	2021	2024
<i>n</i> =	86	107
1 – Not at all important	8%	5%
2	9%	9%
3 – (neutral)	15%	19%
4	26%	29%
5 – Very important	40%	38%
Don't know	2%	0%
Mean (1-5)	3.81	3.87

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

	2021	2024
n=	86	107
1 – Not at all important	7%	7%
2	5%	4%
3 – (neutral)	24%	25%
4	35%	30%
5 – Very important	27%	34%
Don't know	2%	0%
Mean (1-5)	3.71	3.79

11J. Transportation infrastructure like roads and bridges?

	2021	2024
n=	86	107
1 – Not at all important	1%	2%
2	5%	5%
3 – (neutral)	13%	16%
4	27%	31%
5 – Very important	52%	46%
Don't know	2%	1%
Mean (1-5)	4.27	4.15

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

	2021	2024
n=	86	107
1 – Not at all important	1%	4%
2	13%	8%
3 – (neutral)	17%	25%
4	35%	29%
5 – Very important	30%	30%
Don't know	3%	4%
Mean (1-5)	3.83	3.76

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

	2021	2024
n=	86	107
1 – Not at all important	2%	4%
2	3%	2%
3 – (neutral)	12%	7%
4	24%	30%
5 – Very important	57%	58%
Don't know	1%	0%
Mean (1-5)	4.32	4.36

11M. Historical preservation of community assets?

	2021	2024
n=	86	107
1 – Not at all important	2%	3%
2	2%	5%
3 – (neutral)	15%	16%
4	27%	25%
5 – Very important	52%	50%
Don't know	1%	1%
Mean (1-5)	4.26	4.17

11N. Arts and culture investment?

	2021	2024
n=	86	107
1 – Not at all important	7%	8%
2	5%	7%
3 – (neutral)	27%	29%
4	42%	26%
5 – Very important	19%	26%
Don't know	1%	3%
Mean (1-5)	3.61	3.56

**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?	3.58	3.79
(11B) Public transit, like shuttles, buses, trains?	3.20	3.17
(11C) High speed internet (broadband) in tourism areas?	3.63	3.72
(11D) Tourism promotion?	3.82	3.74
(11E) Local and regional airport facilities?	3.76	3.93
(11F) Local search and rescue capabilities?	4.10	4.26
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	3.85	3.97
(11H) Cellular service?	3.81	3.87
(11I) Visitor education regarding how to best respect and support the local community?	3.71	3.79
(11J) Transportation infrastructure like roads and bridges?	4.27	4.15
(11K) Garbage and recycling disposal and collection in tourism areas?	3.83	3.76
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	4.32	4.36
(11M) Historical preservation of community assets?	4.26	4.17
(11N) Arts and culture investment?	3.61	3.56

**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=	86	107
1 – Strongly disagree	1%	1%
2	0%	4%
3	13%	12%
4	31%	22%
5 – Strongly agree	53%	61%
Don't know	1%	0%
Mean (1-5)	4.38	4.38

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

	2021	2024
n=	86	107
1 – Strongly disagree	10%	9%
2	10%	8%
3	20%	24%
4	28%	24%
5 – Strongly agree	26%	30%
Don't know	6%	4%
Mean (1-5)	3.51	3.59

12C. Natural resources should be protected in Utah.

	2021	2024
n=	86	107
1 – Strongly disagree	2%	7%
2	5%	1%
3	19%	18%
4	20%	22%
5 – Strongly agree	52%	51%
Don't know	2%	0%
Mean (1-5)	4.18	4.09

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=	86	107
1 – Strongly disagree	5%	6%
2	5%	7%
3	23%	14%
4	28%	27%
5 – Strongly agree	38%	47%
Don't know	1%	0%
Mean (1-5)	3.92	4.03

**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.	4.38	4.38
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism.	3.51	3.59
(12C) Natural resources should be protected in Utah.	4.18	4.09
(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.	3.92	4.03

**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=	86	107
1 – Strongly disagree	27%	22%
2	22%	18%
3	15%	24%
4	14%	16%
5 – Strongly agree	19%	19%
Don't know	3%	1%
Mean (1-5)	2.75	2.91

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

	2021	2024
n=	86	106
1 – Strongly disagree	13%	18%
2	24%	29%
3	29%	26%
4	19%	15%
5 – Strongly agree	9%	6%
Don't know	6%	6%
Mean (1-5)	2.86	2.59

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

	2021	2024
n=	86	107
1 – Strongly disagree	1%	2%
2	1%	5%
3	15%	16%
4	47%	45%
5 – Strongly agree	33%	32%
Don't know	3%	1%
Mean (1-5)	4.12	4.01



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

	2021	2024
<i>n</i> =	86	107
1 – Strongly disagree	5%	7%
2	12%	7%
3	30%	21%
4	21%	36%
5 – Strongly agree	29%	21%
Don't know	3%	8%
Mean (1-5)	3.60	3.61

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

	2021	2024
<i>n</i> =	86	107
1 – Strongly disagree	34%	35%
2	35%	33%
3	13%	18%
4	10%	8%
5 – Strongly agree	7%	6%
Don't know	1%	1%
Mean (1-5)	2.21	2.17

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

	2021	2024
<i>n</i> =	86	107
1 – Strongly disagree	6%	11%
2	24%	18%
3	28%	26%
4	17%	28%
5 – Strongly agree	19%	16%
Don't know	6%	1%
Mean (1-5)	3.20	3.20

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

	2021	2024
<i>n</i> =	86	107
1 – Strongly disagree	24%	19%
2	30%	33%
3	26%	21%
4	9%	13%
5 – Strongly agree	8%	10%
Don't know	2%	4%
Mean (1-5)	2.45	2.62

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

	2021	2024
<i>n</i> =	86	107
1 – Strongly disagree	3%	6%
2	9%	7%
3	21%	15%
4	35%	31%
5 – Strongly agree	30%	42%
Don't know	1%	0%
Mean (1-5)	3.80	3.97

13I. I enjoy interactions with visitors.

	2021	2024
<i>n</i> =	86	107
1 – Strongly disagree	7%	3%
2	5%	7%
3	23%	21%
4	31%	31%
5 – Strongly agree	33%	36%
Don't know	1%	1%
Mean (1-5)	3.79	3.92

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

	2021	2024
<i>n</i> =	86	107
1 – Strongly disagree	13%	13%
2	20%	7%
3	38%	42%
4	16%	21%
5 – Strongly agree	7%	8%
Don't know	6%	7%
Mean (1-5)	2.84	3.05

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

	2021	2024
<i>n</i> =	86	107
1 – Strongly disagree	16%	15%
2	23%	16%
3	26%	33%
4	10%	20%
5 – Strongly agree	3%	3%
Don't know	21%	14%
Mean (1-5)	2.51	2.76

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

	2021	2024
<i>n=</i>	86	107
1 – Strongly disagree	17%	9%
2	16%	11%
3	24%	26%
4	23%	30%
5 – Strongly agree	14%	15%
Don't know	5%	8%
Mean (1-5)	3.00	3.33

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

	2021	2024
<i>n=</i>	86	107
1 – Strongly disagree	14%	7%
2	24%	16%
3	29%	32%
4	15%	28%
5 – Strongly agree	12%	8%
Don't know	6%	9%
Mean (1-5)	2.85	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	2024
<i>n=</i>	86	106
1 – Strongly disagree	22%	29%
2	22%	15%
3	14%	20%
4	21%	18%
5 – Strongly agree	15%	16%
Don't know	6%	2%
Mean (1-5)	2.84	2.76

## 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.	2.75	2.91
(13B) In our area, our way of life has changed to suit visitors.	2.86	2.59
(13C) Overall, I think visitors to my area feel welcomed.	4.12	4.01
(13D) Tourism has made locals prouder of our area.	3.60	3.61
(13E) I prefer to have as little contact as possible with visitors.	2.21	2.17
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	3.20	3.20
(13G) Tourism has made my community an unaffordable place for many to live.	2.45	2.62
(13H) Tourism supports businesses in my community that are valuable to me.	3.80	3.97
(13I) I enjoy interactions with visitors.	3.79	3.92
(13J) Government does a good job balancing residents' and visitors' needs.	2.84	3.05
(13K) State government values input from residents about tourism in my area.	2.51	2.76
(13L) Local government values input from residents about tourism in my area.	3.00	3.33
(13M) Residents have the opportunity to provide input on tourism related topics in my area.	2.85	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.	2.84	2.76

## 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>	86	107
1 – Significantly declined	2%	2%
2	6%	5%
3	31%	36%
4	40%	37%
5 – Significantly improved	15%	19%
Don't know	6%	1%
Mean (1-5)	3.63	3.67

**MARKETING CAMPAIGN**

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

15A. Mighty 5<sup>®</sup> Campaign

	2021	2024
<i>n</i> =	86	107
Never heard of	52%	64%
Heard name only	14%	11%
Somewhat familiar	14%	9%
Very familiar	7%	10%
Don't know	13%	6%

15B. Forever Mighty<sup>®</sup> Initiative

	2021	2024
<i>n</i> =	86	107
Never heard of	74%	79%
Heard name only	2%	7%
Somewhat familiar	6%	6%
Very familiar	1%	2%
Don't know	16%	7%

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

	2021	2024
<i>n</i> =	86	107
Never heard of	2%	4%
Heard name only	14%	12%
Somewhat familiar	29%	22%
Very familiar	50%	59%
Don't know	5%	3%

15D. Life Elevated<sup>®</sup>

	2021	2024
<i>n</i> =	86	107
Never heard of	8%	7%
Heard name only	21%	21%
Somewhat familiar	28%	24%
Very familiar	37%	44%
Don't know	6%	3%

**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> =	86	107
Man	48%	52%
Woman	52%	48%
Some other way	0%	0%

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

	2021	2024
<i>n</i> =	86	107
18 to 29	5%	5%
30 to 39	23%	16%
40 to 49	26%	30%
50 to 59	16%	25%
60 to 69	24%	14%
70 or Older	6%	10%

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

	2021	2024
<i>n</i> =	86	104
Some high school or less	1%	0%
High school graduate	9%	18%
Some college/assoc.degree/vocational certificate	50%	40%
College graduate (4 years)	24%	21%
Graduate work or degree	15%	20%

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

	2021	2024
<i>n</i> =	86	104
Less than 5 years	0%	2%
5 to 10 years	6%	10%
11 to 20 years	9%	13%
More than 20 years	85%	75%

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

	2021	2024
<i>n</i> =	84	100
Hispanic/Latino	0%	2%
American Indian or Alaska Native	0%	1%
Asian or Asian American	0%	3%
Black or African American	0%	1%
Pacific Islander/Native Hawaiian	0%	0%
White	96%	91%
Multiple races/ethnicities	1%	2%
Other (specify)	1%	0%
Don't know	1%	0%

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

	2021	2024
<i>n</i> =	82	88
Less than \$20,000	5%	0%
\$20,000 to \$39,999	7%	8%
\$40,000 to \$59,999	15%	7%
\$60,000 to \$79,999	18%	16%
\$80,000 to \$99,999	18%	17%
\$100,000 to \$150,000	28%	33%
Over \$150,000	9%	19%

## Appendix E - Verbatim Comments - Uintah and Daggett Counties

**Question 8: 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 – 39 comments**

- I think my area can take care of people who are visiting.
- I think there is nothing here for them.
- We have lots of hotels and amenities.
- Hotels always have vacancy.
- We have a lot of hostels and Airbnb's for accommodations, and restaurants.
- We have huge, really good shooting facilities, but they're never full.
- The number of people is so few, there's no places you can go, there's no room.
- We just have an abundant amount of motels. I've never heard of any tourists not being able to be accommodated.
- I haven't heard we have a problem with it; we have a lot of Airbnbs.
- It seems like we have enough hotels. It hasn't been overly full.
- I think that it's a little bit of a hidden gem out here, so we don't get overrun with people; as far as I can tell, it hasn't been so busy that people can't find amenities.
- I've never seen it all be full occupancy, and it's a lot of outdoor, find-your-own spot kind of deal.
- Tourism here has not traditionally been a community priority.
- There always seems to be enough for everyone who wants to go whenever we have events.
- We have enough.
- No, not as far as I know. I haven't heard anything to indicate that it is.
- We have a good tourism board here.
- Vernal doesn't rely on tourism as much. The tourists are idiots during the summer.
- We have all the space, and we know where to use it efficiently.
- We get visitors like at Dinosaur National Monument; they can handle it, but they probably want more in reality.
- I have always been accommodated.
- The visitors are not many.
- We have enough hotels and campgrounds to accommodate.
- Our community should be as big a tourist destination as Moab, but it has not been advertised as such.
- I haven't experienced any problems except traffic on main roads.
- Tourism in our area is fairly dispersed and generally occurs away from the urban areas, so the number of visitors has minimal effect on the local community.
- We have a ton of vacant hotels. Our restaurants have short waiting lines. Our gas stations are numerous.
- We have plenty of places to stay, eat, and recreate.
- I do not love a lot of the negative things that people bring to the community - that is uncontrollable. However, a lot of businesses rely on tourism as part of their yearly income, which is so important for them.
- Plenty of hotels.
- I don't feel like there are many things to draw tourists, therefore there is enough space for the tourists we have.
- Our community is able to accommodate visitors accordingly.
- The Dinosaur Museum is the attraction that brings in the most visitors. Our area is more than capable of accommodating the visitors. I believe we do not provide enough to make coming here attractive. We do not have good food, art exhibits, cultural experiences or an attractive downtown. Big trucks run up and down Main due to infrastructure, making it a poor place to walk and enjoy.
- Our population is small, and we are not as popular as Moab. Vernal is a hidden gem with a lot to offer.
- No comment (5)

**(2) A few – 32 comments**

- Sometimes, in the summer, all the hotels are booked up, but most of the time, they are not.
- Mostly because we can accommodate a lot of people, except for a few big events.
- It's seasonal because of the Dinosaur National Monument, so when we have tourists, there's a lot of them.
- There's been a few times when we've had conventions in town, and people have come from different towns, and it's been a bit too much for those spaces to handle.
- It is a really, really small town, and when there is an event, it is really difficult to find a place to stay.
- Vernal has a decent amount of tourism- not enough motels, etc.
- I think sometimes the hotel can get booked up in the summer.
- I live in Uintah County, where Vernal is the hub. Memorial to Labor Day, we have something going on every weekend. The weekend before Labor Day, we have a balloon festival, the largest in Utah; the population is triple, and you have to walk far for parking. There is no public parking.
- Sizing wise and hotels.
- During the spring, some places get crowded. During the

July rodeo, there are a lot of people who come. We are usually okay.

- Normally, we do have actual events going on locally, food-wise. A lot of people come in here, there is a lot of traffic, and the streets are not very well set up for it.
- Yes, when the oil fields are kicking here, it isn't for visitors; the visitors cause the lack of rooms, and they come at the wrong time.
- Every once in a while, we have a rodeo or weekend event, and there might not be sufficient hotel rooms.
- I just assume that's how it is, just a guess.
- I don't know, I guess it could be better because of the art and camping.
- Sometimes, it seems like there's not enough lodging in the area.
- I haven't heard of people being crowded out.
- They just run out of hotels, and restaurants fill up.
- Some of our natural areas get a lot of traffic and people don't respect it.
- It's a small town, so traffic is bad.
- I think there is space for growth.
- Some of the downtown festivals can get pretty crowded.
- Hotel accommodations.
- Rafting permits are geared for professional rafting companies - very limited for local residents.
- I think there are accommodations here.
- Some camping spots are overcrowded.
- During the balloon festival, it is crowded downtown.
- The town can't support the out-of-town folks since COVID.
- Campgrounds that are full and difficult to reserve.
- Some places get crowded on busy weekends.
- The attractions here are natural (dinos and public lands). Most places are built for the locals. If there is an event, there is some inconvenience at a couple of spots.
- During the spring, summer and fall, Vernal hosts some activities that bring in a lot of people.

### **(3) Some – 15 comments**

- People can come up here and camp, and there aren't many hotels, but there are Airbnb's and campsites.
- Lack of lodging.
- Flaming Gorge gets crazy and crowded.
- Because there are not enough parking and things.
- We'll have events and such where all of the hotels and motels are completely booked, and it forces some tourists to camp, but we do have campsites.
- We're kind of a small town, and we have extreme outdoor events. It doesn't accommodate what they need sometimes.
- Some stuff gets pretty crowded, like the reservoirs or lakes. Recreation areas need to be bigger, and more spread out.
- In the summer, there are tons of tourists, and it's a very small town.

- There are some places that get incredibly crowded, even downtown, with lots of restaurants and historic buildings.
- There are rural areas that are smaller than others.
- Lack of adequate parking, restrooms, and food services hindered some of the more larger events.
- During major events like Holly Days and the 4th of July, people come from miles around. Lord knows why, and it affects local parking/traffic because there aren't enough places for the visitors to park. It takes hours to see Christmas Trees for Charity because the line is incredible, and the facility can't handle so many people. I finally skipped out last year as a local; I couldn't handle it. Oh, and the rec center can't handle the volume of people showing up either; we need more facilities like that.
- More RV's and 4-wheelers than we have camping spots.
- No (2)

### **(4) Many – 12 comments**

- We don't have much; we have very few hotels, but we do have campsites and don't have a lot of amenities.
- There are hotels and places to eat, and everybody does tourism all the time.
- Lots of places for people to stay and a variety of places to visit and see, so it is not heavy on one particular type of tourism.
- We have plenty of places to camp, but hotel rooms are not as plentiful.
- Not very much downtown parking. It can feel crowded downtown with all the extra cars and people. We could really use a bypass to keep the big trucks and extra traffic off our not very wide streets.
- Lots of hotels and Airbnb's.
- Due to the fact that the oilfield is picking up, there are less and less hotel rooms available.
- Not enough hotels and restaurants and night entertainment.
- Very few quality restaurants in the area; with the amount of tourism we have, they are very crowded.
- High cost of living means tourism in the area is for the elite, hotels and food are expensive for mainstream tourism, the county tourism office caters only to a chosen few instead of the masses and actively seeks to deter the mainstream public while catering to the rich oil companies.
- There are times when we have events that bring in hundreds of individuals, and the hotels and restaurants cannot accommodate them.
- No comment.

### **(5) All – 2 comments**

- We do not have enough lodging to accommodate visitors; we turn away lots of events because we lack the infrastructure.
- Putting it in at a dam, no parking, sometimes hours of waiting.



**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 – 5 comments**

- Our community doesn't care much for tourism
- Not tourism-oriented
- The prejudiced residents don't like to have people come here.
- I follow a number of online forums, and when Vernal gets brought up, people are disgusted. They come to see dinosaurs or Fantasy Canyon and end up seeing dug-up oil fields all the way there. Not to mention, anyone who is obviously LGBTQ+ is made to feel unsafe. Sometimes with actions, several times with words to the face. My own spouse was told by a store owner all BLM supporters should be shot execution style, and he can't wait until "we" are licensed to hunt the gays. The idiot said this in a store with customers. The gay float in last year's 4th of July parade was roundly booed and threatened by hundreds of local spectators. If I were planning a vacation with a gay or trans family member, I would stay far, far away from Vernal.
- As described earlier, the county tourism office is biased towards rich oil companies rather than promoting public access.

**(2) – 4 comments**

- It is a rural community, and people are very opinionated.
- People wouldn't know what good customer service is
- Due to the clash of cultures and the conservative viewpoints of the people in the area, they make a negative light on the type of people who live here.
- There is not much to do beyond outdoor experiences.

**(3) Neutral – 12 comments**

- We just can't accommodate the demand; the people who do come have a great experience, but we reject a lot of businesses.
- We don't really have that much to offer visitors. What we do have will serve their needs like; gas, stores, etc.
- Downtown is not kept up well.
- We could provide a good experience; we are just not apt to.
- We could be better at promoting tourism and making it a better experience. I think there's a lot here that deserves more advertising than it gets.
- There is a lot of opportunity for expansion and more entrepreneurial efforts by the community, but there isn't enough to support current demand.
- If we had a little bit more in the arts and entertainment.
- Most activities are short-term, weekend events
- The community can provide logistical support to visitors, but other than that, it doesn't really impact the visitor experience.
- It's good.
- The Dinosaur Museum is the attraction that brings in the

most visitors. Our area is more than capable of accommodating the visitors. I believe we do not provide enough to make coming here attractive. We do not have good food, art exhibits, cultural experiences, and an attractive downtown. Big trucks run up and down Main due to infrastructure, making it a poor place to walk and enjoy.

- Utah DUI blood alcohol limit scares people. They feel like if they have a beer, then they will get in trouble.

**(4) – 33 comments**

- We're so remote and rural that people come here knowing what they'll get, which is to get away from everything because there's nothing up here.
- So small, not all the services people from the city expect, very rural
- The only thing we lack is affordable housing.
- I think I hear positive things from visitors.
- Great community here and lots of great things to see
- We do well at making events that people enjoy.
- The activities here in town usually are the type of activities that people normally do anyway.
- I enjoy most of the experiences around here, but I know they're not for everyone; some are kind of weird.
- They have really good teams for the schools and the colleges - they have really good opportunities.
- I feel like we can probably improve on making people feel a little more welcome here.
- I think it depends on what you are doing. If you come for lakes and rivers and outdoors, you get a '5', but dining, not so much. It is unique out here because we have the dinosaur quarry, and we have things other places don't have.
- It is a small town, so everyone is very friendly and accommodating, but there are some people who are unkind to newcomers.
- It just is. I don't know why exactly; I just feel that way.
- Very accommodating, but we lack arts and different cultural experiences. I think sports we do well, but we're rural, and they don't go to bigger cities and play bigger leagues. It's very demographic here, with lots of outdoor things and shows.
- What has been done has been done well, the community is trying to improve - improving downtown to be more tourist-driven and promote outside tourism.
- Always room for improvement.
- So many different levels of activities: rafting, art, and camping.
- There are the simple necessities met for someone who is staying.
- It's a small town, and people do their own thing.
- Vernal has been doing it for a while, so we've gotten good at having tourists.
- Generally, I think the community is open to tourism.
- We are friendly as long as you're respectful to our town.
- The residents are very helpful and friendly.
- We have a variety of things to do, some are very unique.

- Most people who come here for tourism are coming here for an outdoor adventure. We have many amenities to provide that adventure.
- For the most part, Vernal offers a good balance of restaurants, museums, and outdoor activities. Sometimes, restaurants can get kind of crowded on the weekends, especially when there are events going on.
- The genuine friendly community and the excitement for positive growth.
- Locals could be more welcoming.
- Great place and great activities
- Customer service can be less than desired. Lack of walkability of town and few outdoor dining options.
- While it has improved over the years, there is still room for improvement.
- There are lots of good people here.
- I think the city is welcoming and quaint. There's just an oil field stigma here because that's our main industry. I know our city and county workers have been working over the years to update and change that. There is still a long way to go. I'm trying to get more trail systems around Vernal, but working with the BLM and Forest Service is slow going.
- What we do have, they do a great job with, we have a big dinosaur museum, and they do a great job.
- They provide a lot of opportunities, activities, and venues throughout the year.
- It goes from Vernal to Colorado, which is a tourist state.
- We're a very friendly community, and we rely on their businesses a lot, and we enjoy being able to help these people out.
- Our county has done a lot in the last few years to increase the tourism experience, and a lot of positive things have been done.
- It's an area with a lot of natural beauty and a wide variety of things to do: fishing, cross-country skiing, hiking, boating, etc.
- People from Vernal acknowledge and enjoy the recreational opportunities here and want to share them.
- It just does. It's a very friendly, open, and welcoming community.
- Advertising on TV, lots of people like the tourists, special deals
- They always have events, and we have a lot of natural outdoor recreation.
- Small community; everyone has fun, like-minded people
- I haven't heard of any negative comments from our tourists.
- We have dinosaurs!!!
- There is lots to do and see in our area.
- We have dinosaurs and so many other wonderful things here.
- Nice people everywhere
- We have ample resources to accommodate all tourists.
- Our community provides lots of fun experiences.
- We have kind people in this community.
- Nice community
- Museums, historical sites, paleontology
- Our local travel and tourism department is AMAZING!
- Nice people here
- When people come here, they fall in love with the people and serenity of the area.
- The community tries to have ongoing events for locals and tourists.
- There are a vast variety of activities for most families.
- We have a good amount of natural beauty that in itself creates a positive experience.
- They for sure can, however, the city needs to step up their game.
- It's a great place.
- It's Vernal.
- A hidden gem with a lot to offer.
- Attractive decor along Main Street; many interesting places to visit.
- Yes, we have a variety of options.
- Our community is very special, and we love having visitors here. We welcome them with open arms and enjoy having them in our beautiful area!
- For the size of the community, there is a variety of activities and food to enjoy.

**(5) Definitely – 48 comments**

- I don't know.
- There are lots of beautiful places to go to, and something is always going on in town.
- We have an entire tourism portion of our county government that focuses on making it a good experience.
- We just kind of cater to the tourism industry up here, and so we promote it, and we enjoy it. We have a lot of good services.
- We have a nice community
- Vernal is a pretty little town and enjoyable.
- I think my area is a dinosaur town, and people can get behind it. I think tourism comes out here.
- You could be here for a week and have a different activity every day. The things available within a few hours is amazing. We brought 30 people here to camp in the backyard; we did Flaming Gorge and rafting.
- That's our main income in this town.
- Most people that I talk to that go to Vernal are happy and say that it is a nice place.
- There are not a ton of great restaurants. There are 4-5 that are really nice and enjoyable, and a nice museum and outdoor opportunities and little shops. The community is very friendly and family-oriented.
- Out here, we don't have a lot, but what we do have definitely works.
- Vernal is definitely a tourist town, so we put a lot of effort into making tourism a good experience for everyone; we have a cute dinosaur theme across the town, so people realize it's a good place and a very good visitor experience.

## Uintah–Daggett 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?

- Allow local people to have a say.
- Dinosaur National Park is NEVER mentioned in Utah's national parks when TV stations talk about the national parks in Utah. Why not the Mighty 6?
- Generally, it's a good thing for communities.
- Generally, the state is doing an adequate job. Infrastructure in remote areas, like here, needs to be inspected and improved.
- Get a railroad into the Uintah Basin all the way to Rangely, Colorado, so all Uintah Basin residents can travel by rail to Salt Lake City and beyond.
- I am not impacted one way or the other by tourism in my community, so I don't have strong feelings about it.
- I do have a beef with it in Utah. Utah's State of Sport promotion doesn't include rock climbing in it, and that's huge in Utah.
- I don't think I really have any. My area is closed-minded, and people aren't necessarily friendly. It is a bit too small of a town for how many people come through, but I realize it is good for the economy here.
- I feel like we do all right as a whole, but there are areas that could use more promotion.
- I love our community and the tourism we have here! Our local tourism office is wonderful! We appreciate all they do here!
- I mentioned some of this in a previous comment, but in my not-scientific-anecdote-collection I've heard from tourists: They avoid places (restaurants, etc.) that fly Trump flags; they are scared of locals if they are LGBTQ+; non-Whites mentioned racist commentary they had to face while shopping; they are disgusted when they hear or see locals acting hateful to each other, as well; and they aren't impressed with the gas fields they have to drive past for 30 minutes to see Fantasy Canyon. One quote I got was, 'I don't feel safe enough to stop and gas up in that town.' Our local culture has GOT to be more open and kind, or we will continue to lose tourism dollars. Liberals spend money, too, and not allowing them to feel comfortable in our community will result in a huge loss of revenue.
- I think communities do need better rules regarding short-term rentals so that housing can remain affordable.
- I think it is a good thing to promote tourism in small rural areas.
- I think some tourism destinations should be reserved for locals to enjoy - I like having less visited areas to get a change of pace and breathe a little; maybe even a rotating promotion schedule for the different destinations.
- I think that if people would remove their cranium from their rectum around here it would be a much more peaceful and friendlier place to live.
- I think that we need to sacrifice Lake Powel in order to save other recreation areas, especially ones in my area. We need to promote more tourism in the state than just the snow and Southern Utah state parks. There are a lot of other state parks that are even more attractive. We need to make visiting the Great Salt Lake a much better experience than it is.
- I think tourism in Vernal and Utah is important. I think Utah, in general, welcomes tourism, but we could do more in our area to make Vernal more of a destination instead of a boom town. I know that's the goal, but I wish it were a faster process and an easier one.
- I would say that tourism in the Uintah Basin would be better if the highway was better maintained by the state. It is a narrow road, and tourism would be better if the road was better maintained. Highway 40-191.
- I'd like to see more festivals to draw people here.
- In my area, no, but in Utah, yes. My husband is an avid skier, and he would appreciate more bus service into the canyons. There should be more transit going in and out of the canyons.
- Keep public lands public.
- Local government officials don't really care about anybody from the outside. They're only concerned with enriching themselves from people to come through.
- Moab tourism is being destroyed by environmentalists.
- My community is great, and if money equates to power somewhere else, then tell them to keep their money. We do fine on our own.
- My local area needs more restaurants to support not only tourism but locals, too! The DUI blood alcohol limit makes people scared to have a drink with dinner.
- Some of the most amazing trails and hikes are lost to oil/gas field traffic as the county only thinks about production over tourism. Highway traffic is always heavy, and there is little to no input allowed from the public.
- STOP wasting tax dollars.
- The government needs to supply and support the rural areas as much as they do the larger cities.
- The government should boost more tourist areas because there is a lot of potential.
- The Mighty 5® campaign, we're too wild for the big five national parks in Utah. It appears they are struggling with too much visitation and trying to balance that with environmental preservation, but I think it has been great for local communities in bringing in valuable dollars. It's just a fragile balance.
- The murals in Uintah County have been a great addition to the look of our area!



- The newest Utah State of Sport commercial should also have rock climbing in the ad.
- There is a big difference in tourism throughout the Wasatch Front; rural communities depend on tourism for existence. Any decisions made should keep in mind the small counties and communities that rely on tourism because it will affect them more heavily.
- Tourism doesn't provide an adequate income for most people.
- Tourism is vital to Utah's economy.
- Upgrade outdoor facilities in state/national parks/monuments.
- We just need more: more businesses for tourists, more gas, more restaurants and services.
- You have pretty much covered it all. I think tourism is important to our community.

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