



2026 Socioeconomic Research of Dinosaur National Monument

Report on 2026 Data Collection



Camp STEAM participants learning about using art to document discoveries in a field book.

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ON THE COVER
DINO/NPS

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Abstract

A strong mandate and need for socioeconomic monitoring have been expressed in the National Park Service (NPS) strategic goals for science, in statements by NPS leadership, and in various official reports. Since such monitoring began in 2022, the NPS has typically conducted visitor surveys at 24 parks per year across the United States and associated territories. However, the 2025/2026 SEM Visitor Survey study period was impacted by unexpected timing constraints that reduced the total sample from 24 to 21 parks. Dinosaur National Monument was selected as one of these units for 2026 implementation. This socioeconomic monitoring at Dinosaur National Monument uses a two-step survey methodology to capture a representative sample of park visitors during the off-peak season of this park unit. This process includes (1) an on-site intercept survey conducted via tablet, and (2) a post-trip survey (completed either by mail-back or online) for more in-depth trip details. The types of data collected include visitor demographics, trip characteristics/planning, and experience evaluations. Results are organized by these two survey instruments and are aimed at assisting park managers in understanding current utilization and perception of park resources, assessing operations and potential issues, and facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders.

Introduction

Social science research has become increasingly recognized as a crucial component of park planning, amplifying its significance for the National Park Service (NPS). With the ever-changing landscape of visitation and a desire to provide transformative visitor experiences, understanding the needs and expectations of the visiting public has become more important than ever. The agency seeks to provide the highest quality visitor experience while also protecting the important natural and cultural resources that make these sites special.

A pilot visitor study was conducted in 2015/2016 across selected park units throughout the United States. Building upon the insights gleaned from the pilot study, the Socioeconomic Monitoring Program (SEM) Visitor Survey has been carried out each year starting in 2022 at 24 NPS units across the country per year. The total sample of parks surveyed in the 2025/2026 sampling period was reduced from 24 to 21 to accommodate unexpected time constraints. Dinosaur National Monument was selected as one of the 21 units studied in the 2026 sampling period. The study aims to deepen understanding of visitor demographics and characteristics at Dinosaur National Monument.

This report contains the data and findings collected from the Dinosaur National Monument SEM Visitor Survey in spring 2026. The study gathers data at a comprehensive agency level, addressing the informational needs of park managers throughout the National Park System. The data collected during the 2026 SEM Visitor Survey sampling period are intended to provide park managers with data-supported insights into their visitors while enabling data analysis at the agency level and beyond for future applications.

This study collects information about visitor use, aids in finding effective management solutions, and offers insights into the visitors who experience NPS sites. The findings empower NPS managers to better comprehend visitor behaviors, inform park operations, and identify areas for enhancing the visitor experience. Moreover, these results are intended to facilitate communication and foster informed decision-making processes, both within the NPS unit and in collaboration with local partners and stakeholders. Unique to the 2025/2026 SEM Visitor Survey study period, 11 of NPS units were surveyed during their peak season, with another 10 NPS units surveyed during their off-peak season. Dinosaur National Monument was surveyed during its off-peak season to more fully understand visitation patterns at Dinosaur National Monument throughout the year, with results representing the visitors that were surveyed at that time.

This report does not include spending data, despite it being collected as part of the study. For detailed information regarding visitor spending at Dinosaur National Monument, please visit <https://www.nps.gov/subjects/socialscience/vse.htm>.

The research was carried out by a team including Otak, Inc., RRC Associates, Inc., the Institute for Tourism and Recreation Research at the University of Montana, and GAIA Environmental Consulting.

Methods

The SEM Visitor Survey methodology is designed to capture a representative sample of visitor information, characteristics, and behavior at each sampled park unit through:

An onsite intercept survey conducted via tablet, and

A post-trip follow-up survey (mail-back or online) for full trip details.

This comprehensive approach provides the necessary information to make on-the-ground decisions in park units using the intercept survey to capture visitor responses on higher priority information, while also capturing key in-depth information on visitor spending and trip characteristics for long-term planning from the post-trip survey. Additionally, the intercept survey is designed to be brief so as not to fundamentally affect visitors' experiences. The methods also permit a larger sample to be collected on key questions of interest by asking these high priority questions during the intercept survey.

Study Area

The Dinosaur National Monument local area map is shown in Figure 1. The local area around Dinosaur National Monument consists of the following counties in the state of Utah: Uintah and Daggett; and the following counties in the state of Colorado: Rio Blanco and Moffat. Within Dinosaur National Monument, the study area was comprised of four locations. Table 1 lists those sites and the number of onsite intercept surveys completed at each. The distribution of surveyor effort across sites was determined based on historical visitor volumes and spatial distribution across the park's key areas. Where available, Visitor Use Statistics estimates for monthly visitation at each site were used to assign surveyors proportionally to reflect visitor use patterns. Park staff were consulted prior to the study launch to confirm that these metrics accurately captured visitor flows, ensuring that sampling efforts were focused on the most popular and representative locations.

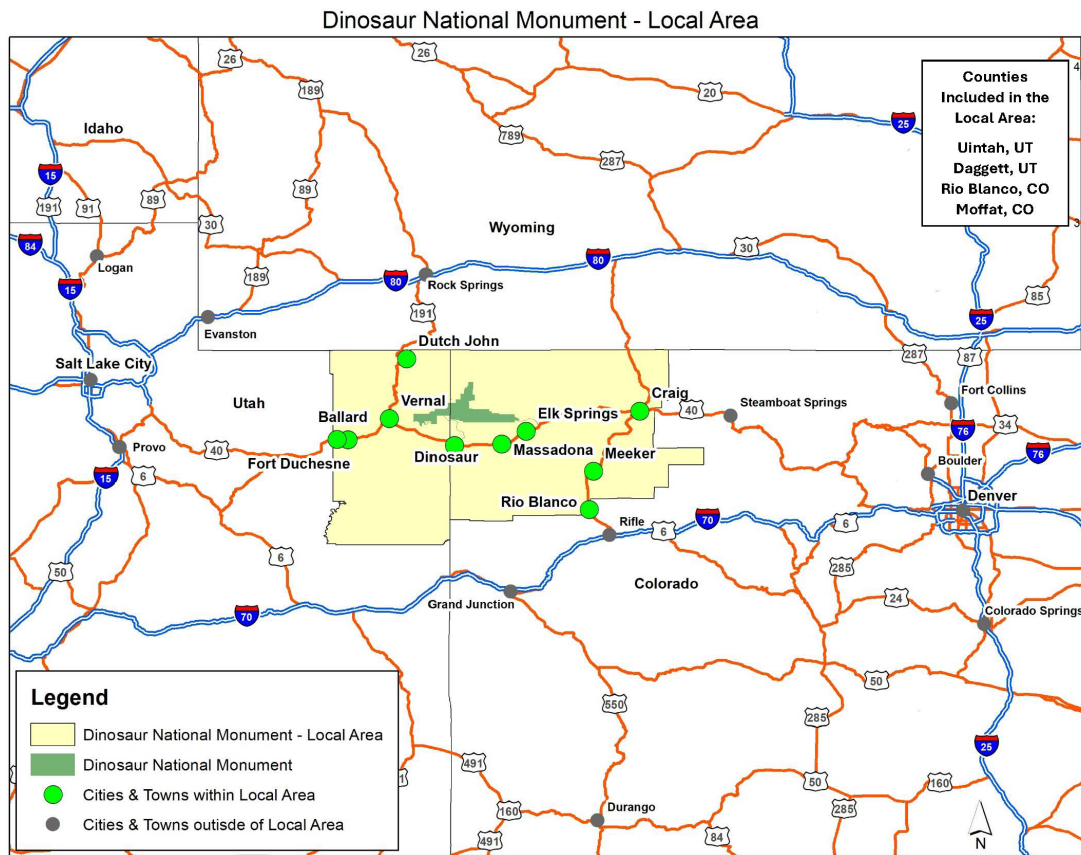


Figure 1. Dinosaur National Monument local area map.

Table 1. Intercept surveys conducted within Dinosaur National Monument.

Intercept Site	Number of Completed Intercept Surveys	Percent of Completed Intercept Surveys
Quarry Visitor Center	282	70.5%
Josie Morris Cabin	65	16.3%
Split Mountain Boat Ramp	39	9.8%
Quarry Exhibit Hall	14	3.5%

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey is designed to rapidly collect visitor information as tablet-based responses, reaching the largest possible sample for the highest priority visitor information. The intercept sampling was conducted during the period of March 27 through April 6, 2026. A sample of visitors were intercepted while visiting Dinosaur National Monument across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondent groups at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Dinosaur National Monument (NPS 2025). Within the group, the adult with the next upcoming birthday was asked to participate. If the visitor was eligible (at least 18 years of age, not a Dinosaur National Monument employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see the Non-Response Bias Analysis section, below). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the non-response, and approach the next visitor group.

At the end of the intercept survey, respondents were invited to participate in a post-trip survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the post-trip survey with a postage paid envelope for mailing it back, as well as a hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the post-trip survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2):

1. Complete refusal, refused to answer any questions, including non-response bias questions;
2. Partial refusal, answered non-response bias questions but nothing further;
3. Completed intercept, but refused to take post-trip survey; or
4. Completed intercept and took post-trip survey.

During the sampling period, three surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across Dinosaur National Monument. Each surveyor worked nine seven-hour days (approximately six hours of data collection and a one-hour lunch break) and rotated among several sites. Each surveyor had two days off during the 11-day sampling window.

Table 2. Response outcomes — Dinosaur National Monument intercept survey.

Outcome	Total
Eligible visitors contacted	439
Complete refusals	21
Partial refusals (non-response bias questions completed)	18
Intercept surveys completed	400
Post-trip surveys distributed	390
Intercept response rate	91.1%
Post-trip acceptance rate	97.5%

Post-trip Survey

The post-trip survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to the NPS unit. This method extended data collection and asked participants to complete the survey after their visit, either through a provided postage-paid envelope, or online via a provided survey link. The post-trip survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2025). Both the intercept survey and the post-trip survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite intercept responses could be paired with their post-trip responses. Numbers were assigned at random to the individual. The use of this code allows the data to be joined, while keeping all surveys confidential and removing respondents' identifying information. Joining the two datasets provides a more complete picture of in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all respondents who provided contact information about a week following the end of each onsite data collection period. This postcard or email thanked respondents for their original participation and encouraged them to complete the post-trip survey if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows response rates for the post-trip survey.

Table 3. Response outcomes — Dinosaur National Monument post-trip survey.

Outcome	Total
Post-trip surveys distributed	390
Valid post-trip surveys completed	139
Response rate	35.6%

Non-Response Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the survey. The responses to these three questions can then be compared to both the larger group of respondents who completed the intercept survey, and the smaller group who completed both the intercept and post-trip surveys.

The Office of Management and Budget recommends testing for non-response bias when a response rate is less than 80%. With an intercept survey response rate of 91.1%, concern over intercept non-response is muted. However, because the post-trip survey response rate (35.6%) did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents

who completed the full survey (both intercept and post-trip), and those who only completed the intercept portion.

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. The chi-square test for homogeneity is a statistical test used to determine whether there is a significant association between categorical variables. It compares observed data with expected frequencies to assess if any deviations are due to chance. A p-value of 0.05 is used as the indicated threshold of this significance; p-values of 0.05 or lower indicate significant difference between groups.

The distribution of responses among full survey respondents and intercept-only respondents differed significantly for two questions: 1) permanent residency, and 2) overnight visitation. Therefore, local visitors (2.9%) and day trip visitors (18.0%) are not as well represented in the full survey sample as desired, when compared to their proportion among respondents that only completed the intercept survey (12.6% and 29.1%, respectively).

Results of the bias testing for the post-trip survey are shown in Table 4 through Table 6.

Table 4. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Dinosaur National Monument?”. Note: p-value = 0.001.

Response	Full Survey Respondent Frequency	Full Survey Respondent Percent	Intercept-Only Respondent Frequency	Intercept-Only Respondent Percent
Yes	4	2.9%	33	12.6%
No	135	97.1%	228	87.4%

Table 5. Post-trip survey non-response bias question: “Do you currently live in the United States?”. Note: p-value = 0.101.

Response	Full Survey Respondent Frequency	Full Survey Respondent Percent	Intercept-Only Respondent Frequency	Intercept-Only Respondent Percent
Yes	139	100.0%	256	139
No	0	0.0%	5	0

Table 6. Post-trip survey non-response bias question: “On this trip away from home, will you [and your personal group] stay overnight away from your permanent residence either in Dinosaur National Monument and/or within the local area?”. Note: p-value = 0.015.

Response	Full Survey Respondent Frequency	Full Survey Respondent Percent	Intercept-Only Respondent Frequency	Intercept-Only Respondent Percent
Yes	114	82.0%	185	70.9%
No	25	18.0%	76	29.1%

Results

Results are presented separately for both the intercept and post-trip surveys throughout the following section. To preserve the data for additional analyses, outliers for open-ended numeric questions (e.g., nights spent, days in local area, etc.) have not been removed. Given these outliers, medians are shown instead of means throughout the report, in order to better represent the central tendency.

Intercept Survey Results

The following section provides results of the 400 visitor intercept surveys conducted in Dinosaur National Monument from March 27 through April 6, 2026. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than n=30. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option. Some questions were omitted because they were not applicable to this report.

Question 1: Previous Visits to Dinosaur National Monument

First, respondents were asked if they were first time visitors to Dinosaur National Monument. Repeat visitors were then asked how many visits they have made to Dinosaur National Monument in the last 12 months and the last five years (Figure 2).

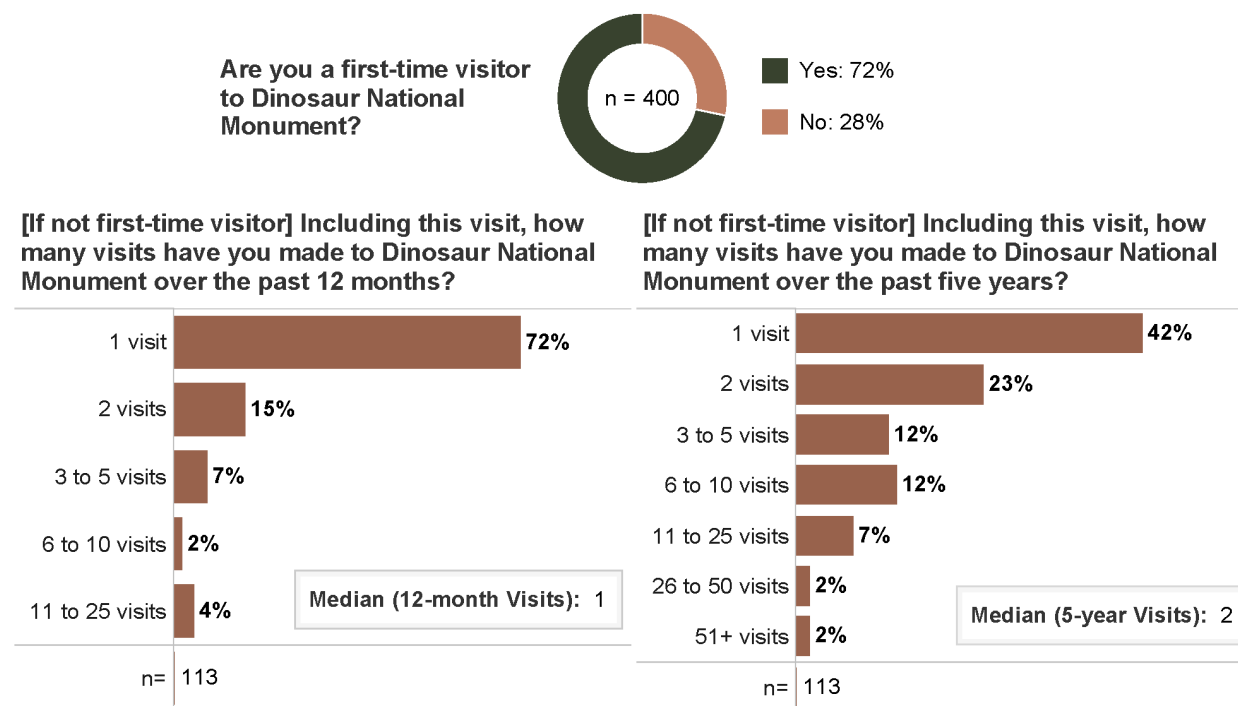


Figure 2. Previous visits to Dinosaur National Monument. Tabular data shown in this figure are presented in Appendix A, Table 8.

- The majority of respondents (72%) were on their first ever trip to Dinosaur National Monument.
- Among the 28% of respondents who were repeat visitors, most (72%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, over half of repeat visitors (58%) had visited two or more times in the past five years.
- The median number of visits made in the past five years was two, including the current trip; 11% of repeat visitors had made more than 10 visits in the past five years.

Question 2: Previous Visits to Other NPS Units

Respondents were then asked how many visits they made to other NPS sites over the past 12 months (Figure 3).

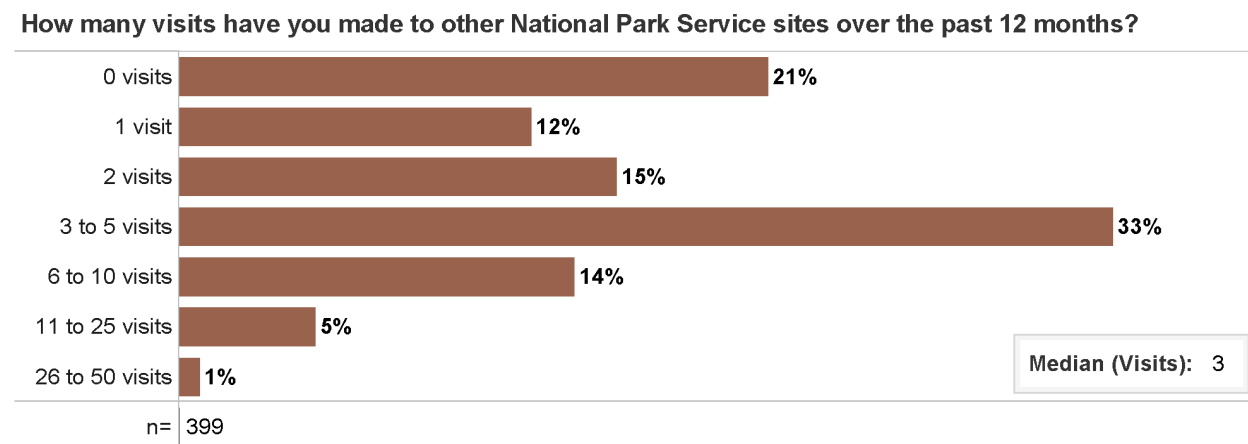


Figure 3. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, Table 9.

- Most respondents (79%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was three; a combined 53% had made three or more visits in the past year.

Questions 3-4: Visitor Residency

Respondents were asked to indicate if they were permanent or seasonal residents of the local area around Dinosaur National Monument. Permanent and seasonal residents were then asked for their ZIP code within the local area. Respondents who do not reside permanently or seasonally in the local area were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 4 depicts responses to this group of questions.

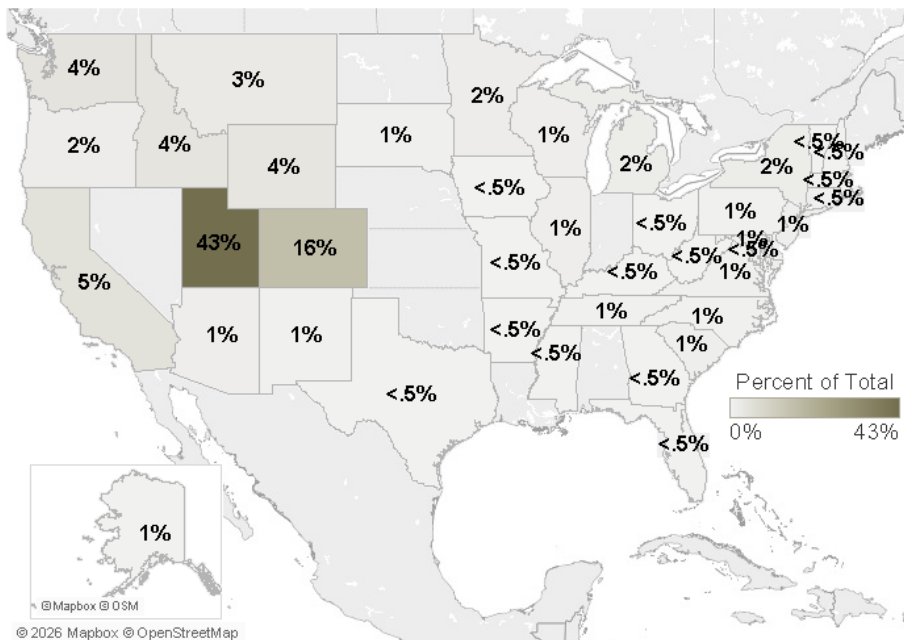
Are you a permanent or seasonal/second home resident of the local area around Dinosaur National Monument?



Do you currently live in the United States?



Respondent States (Percentage of U.S. respondents only)



Top 10 States

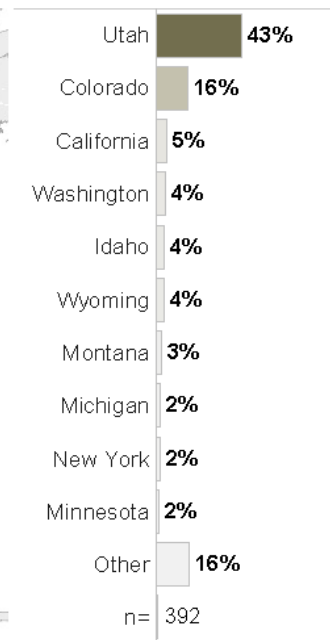


Figure 4. Respondent residency status and geographic origin of domestic visitors surveyed at Dinosaur National Monument.

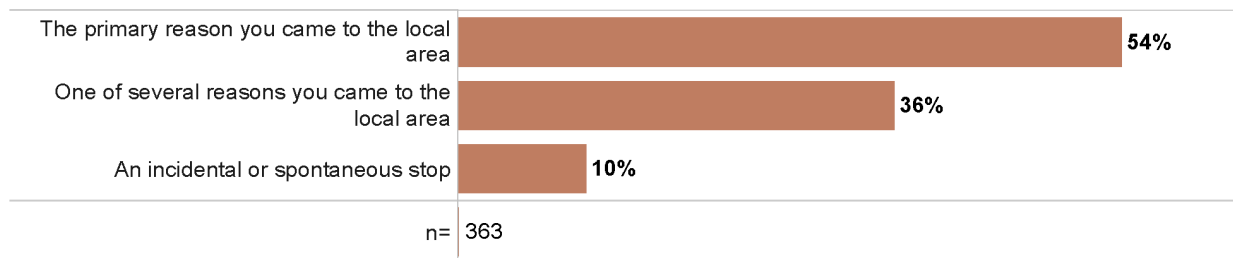
- A small percentage of respondents (less than 10%) stated that they were either permanent or seasonal residents of the local area around Dinosaur National Monument.
- There was a large geographic concentration of respondents from Utah (where the majority of Dinosaur National Monument is located).
- Among the 99% of respondents currently residing in the U.S., 43% reside in Utah, 16% in Colorado, and 5% in California.

Question 5: Trip Purpose

Respondents who are not permanent or seasonal residents of the local area were asked about the purpose for their overall trip away from home, while permanent or seasonal residents of the local

area were asked about the purpose of their trip away from home “today,” the day they were intercepted in the park. Figure 5 depicts responses to this group of questions.

[If not local/seasonal resident] Was visiting Dinosaur National Monument...?



[If local/seasonal resident] Was visiting Dinosaur National Monument...?

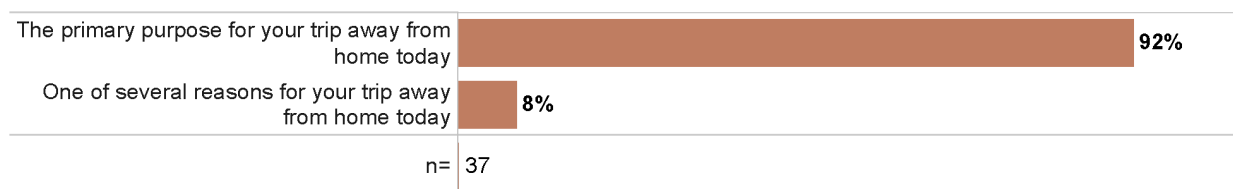


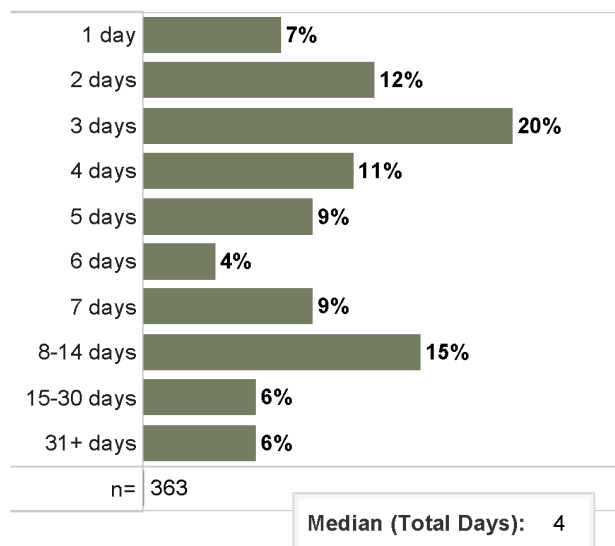
Figure 5. Role of Dinosaur National Monument in overall trip purpose.

- Just over half (54%) of respondents who resided outside the local area (i.e., Dinosaur National Monument local area, as depicted in Figure 1) stated that their visit to Dinosaur National Monument was the primary reason for their trip to the area.
- For over a third (36%) of non-local respondents, visiting Dinosaur National Monument was one of two or more equally important reasons that brought them to the area.
- The remaining 10% indicated their visit to Dinosaur National Monument was an incidental or spontaneous stop while they were already in the area.
- Among permanent or seasonal local resident respondents, the majority (92%) indicated that visiting Dinosaur National Monument was the primary purpose for their trip away from home on the day they were surveyed.

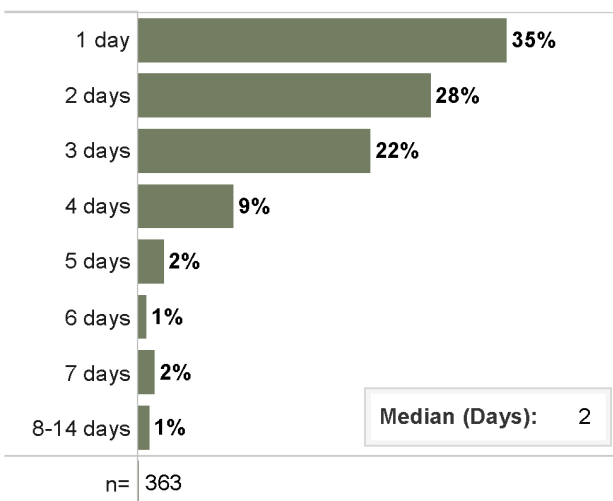
Questions 6-7: Length of Stay

Respondents who are not permanent or seasonal residents of the local area around Dinosaur National Monument were also asked how many total days they would be spending away from their home on this trip, and then how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area. Responses to both of these questions are depicted in Figure 6.

[If not local/seasonal resident] How many total days will you spend away from home on your overall trip that includes your visit to Dinosaur National Monument?



[If not local/seasonal resident] How many days will you spend in the local area (including the days you spend in Dinosaur National Monument) on this trip away from home?



On your trip, will you stay overnight away from your permanent residence in Dinosaur National Monument and/or within the local area?

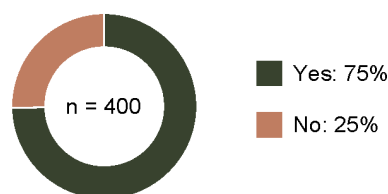


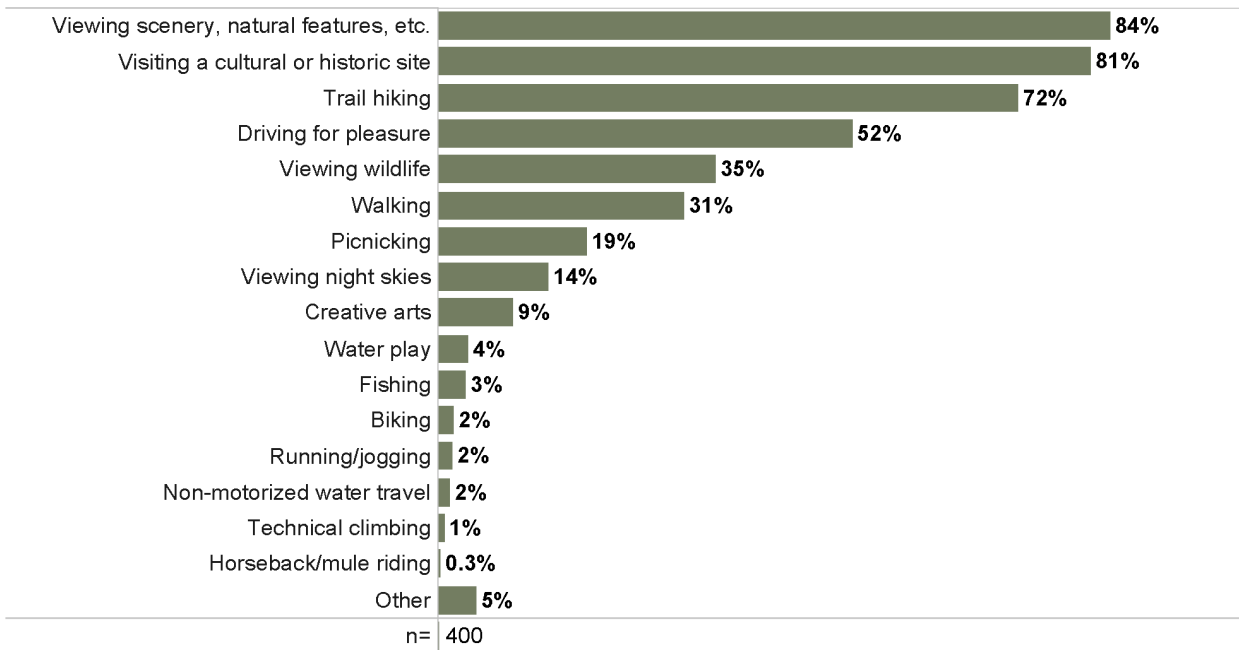
Figure 6. Time spent in the local area around Dinosaur National Monument.

- A small percentage of non-local respondents (7%) spent one day overall on their trip away from home, while 12% spent two days, and 20% spent three days. The median number of days spent away from home was four days.
- Over a third of non-local respondents (35%) spent one day in the local area, while 28% spent two days, and 22% spent three days. The median length of stay in the local area was two days.
- Additionally, three-quarters of all respondents (75%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 8-10: Trip Characteristics

Survey respondents were then asked to identify all activities that they participated in while visiting Dinosaur National Monument, and which of those was their primary activity (Figure 7).

On this trip, in which of the following activities did you personally participate within Dinosaur National Monument? Please mark all that apply



And which was your primary activity within Dinosaur National Monument today?

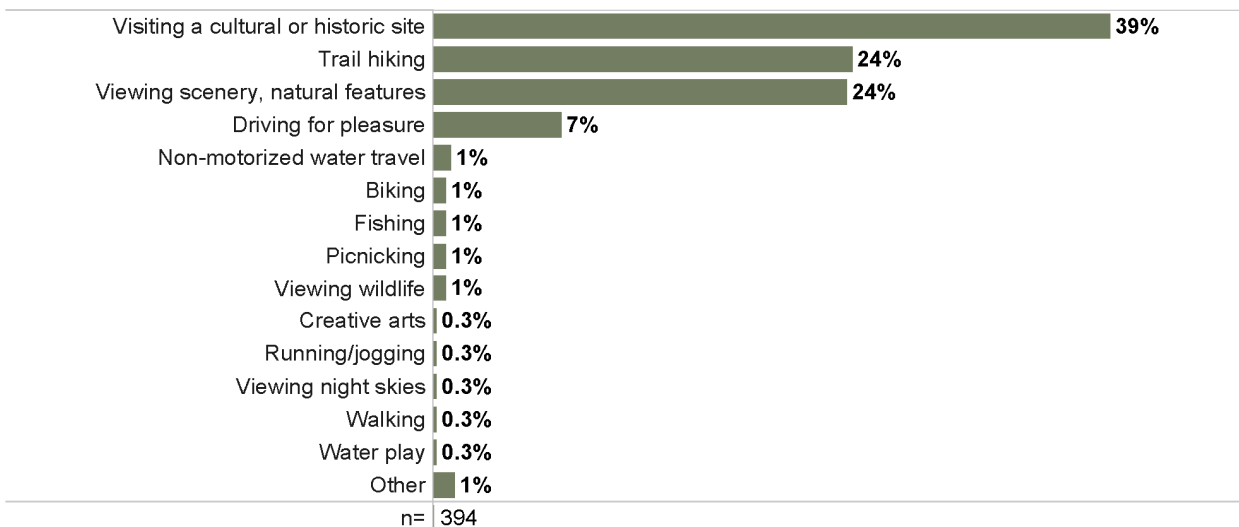


Figure 7. Participation in activities at Dinosaur National Monument.

- The majority of respondents reported viewing scenery, natural features, etc. (84%), visiting a cultural or historic site (81%), trail hiking (72%), and driving for pleasure (52%).
- Biking, running/jogging, non-motorized water travel, technical climbing and horseback/mule riding were all uncommon activities (reported by 2% or fewer of respondents).
- Over a third of respondents (39%) reported visiting a cultural or historic site as their primary activity, followed by trail hiking and viewing scenery and natural features (24% each).

Question 11: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 8).

[If staying overnight in local area] On this trip, what type of accommodations will you use while in the local area? Please mark all that apply

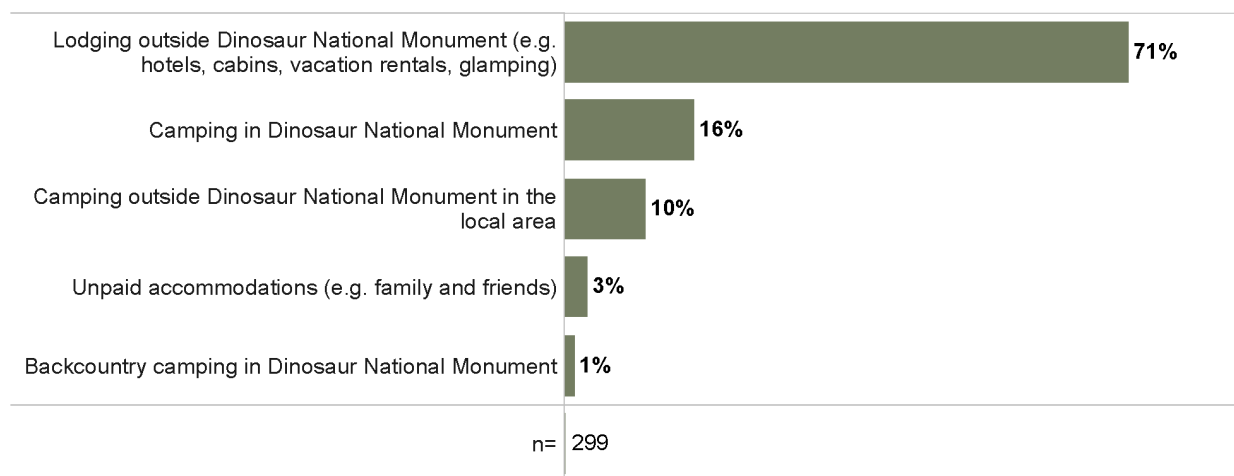


Figure 8. Accommodation types used by overnight visitors within Dinosaur National Monument and in the local area surrounding it.

- Most overnight respondents (71%) stayed in lodging outside Dinosaur National monument (e.g., hotels, cabins, vacation rentals, glamping).
- This was followed in prevalence by camping in Dinosaur National Monument (16%) and camping outside Dinosaur National Monument in the local area (10%).

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 9).

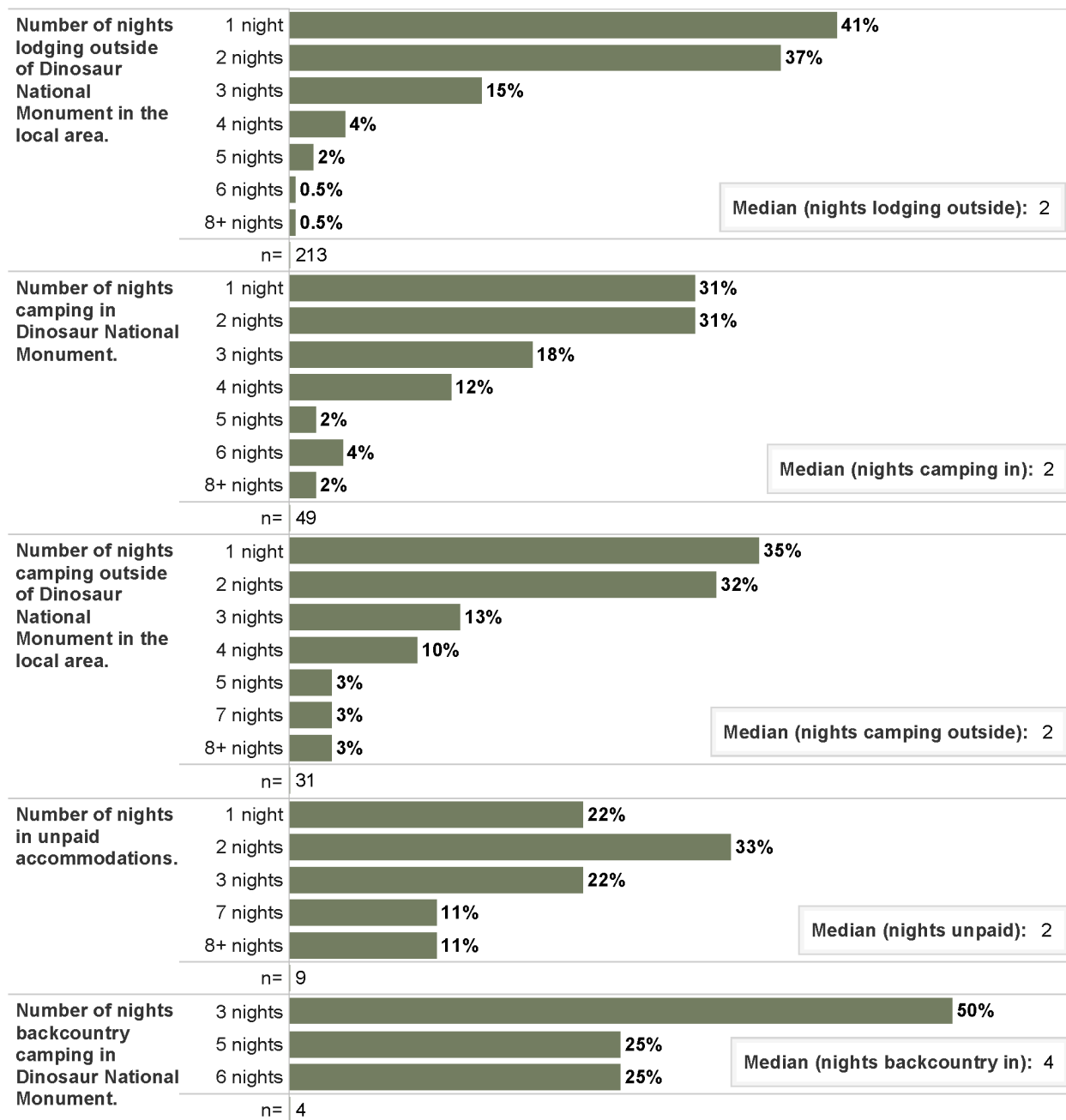


Figure 9. Number of nights spent within Dinosaur National Monument and in the local area surrounding it, by accommodation type. Tabular data shown in this figure are presented in Appendix A, Table 10.

- Among the 71% of overnight respondents who lodged outside of Dinosaur National Monument in the local area (per Figure 8), the median length of stay was two nights. Nearly four-fifths (78%) lodged two nights or fewer in the local area this trip; 93% spent three nights or fewer.

- Among the 16% of overnight respondents who camped in Dinosaur National Monument (per Figure 8), the median length of stay was two nights. Almost two-thirds (62%) of campers spent two nights or fewer camping in the park this trip; 75% spent three nights or fewer.
- Among the 10% of overnight respondents who camped outside of Dinosaur National Monument (per Figure 8), the median length of stay was two nights, though the plurality (35%) stayed just one night.
- Among the 3% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 8), the median length of stay was two nights. Over half of respondents (55%) were spending two nights or fewer in the local area this trip; 77% spent three nights or fewer.
- Among the 1% of overnight respondents who backcountry camped in Dinosaur National Monument (per Figure 8), the median length of stay was four nights, though half of respondents (50%) stayed three nights.

Questions 14-16: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Dinosaur National Monument (Figure 10). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but respondents were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

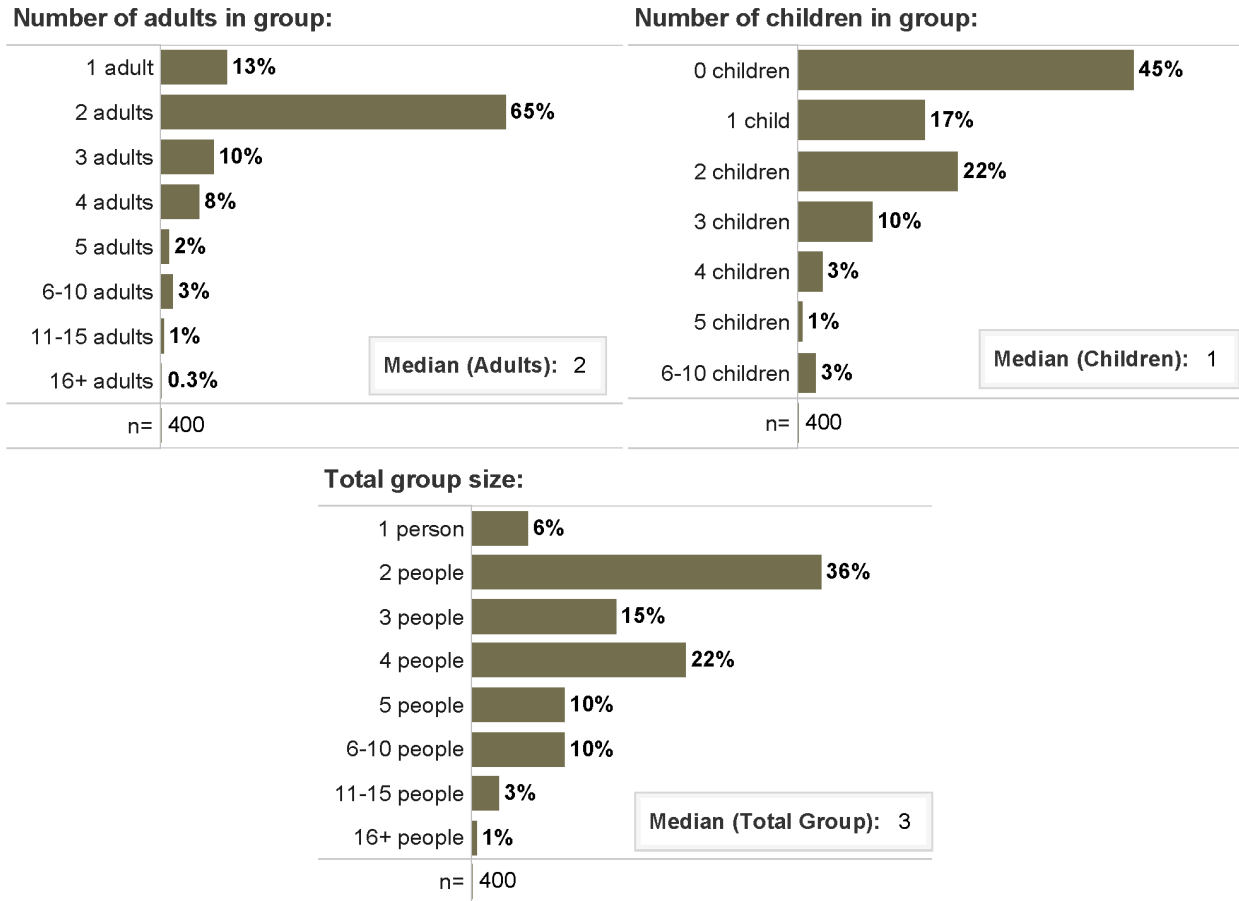


Figure 10. Number of adults and children in respondent's personal group, and total group size, while visiting Dinosaur National Monument. Tabular data shown in this figure are presented in Appendix A, Table 11.

- The median number of adults per group was two. Most groups (65%) included two adults.
- Close to half (45%) of all personal groups did not include any children.
- The median total number of people (adults and children) per group was three.

Respondents were then asked to provide the age of each member of their group (Figure 11). These data show the true age distribution of respondent groups sampled at Dinosaur National Monument.

What are the ages of each of the adults and children in your group?

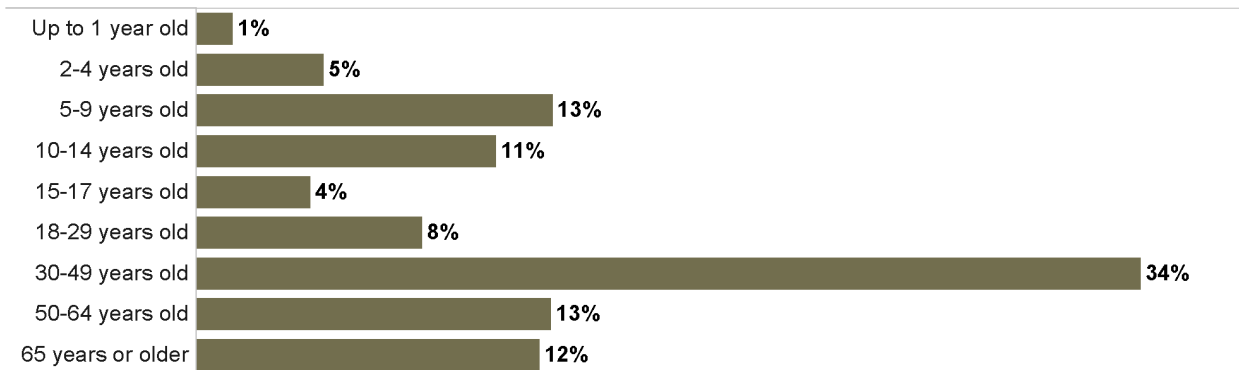


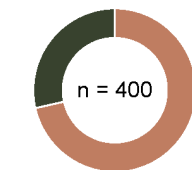
Figure 11. Age distribution of all members of respondent's personal group while visiting Dinosaur National Monument.

- The most common age of the adults and children in a personal group was 30-49 years old (34%), followed by 50-64 years old (13%) and those 5-9 years old (13%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of 34% of group members.

Questions 19-23: Park Use Characteristics

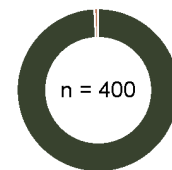
Then, respondents were asked to indicate if they planned to visit Dinosaur National Monument for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 12 and Table 7).

On this trip, will you visit Dinosaur National Monument for more than one day?



■ Yes: 28%
■ No: 72%

Will you spend one hour or more within Dinosaur National Monument today?



■ Yes: 99%
■ No: 1%

Figure 12. Length of time spent within Dinosaur National Monument on this trip.

Table 7. Length of time spent within Dinosaur National Monument on this trip.

Question	Sample Size (n)	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Dinosaur National Monument today?	3	45
[If planning to spend one hour or more] How many hours do you plan to spend within Dinosaur National Monument today?	394	4
[If planning to visit more than one day] How many days do you plan to spend within Dinosaur National Monument on this trip?	114	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	114	2

- The majority of respondents (99%) planned to spend one hour or more within Dinosaur National Monument on the day they were surveyed. Among these visitors, the median length of time spent in the park “today” was four hours.
- Among the 1% of respondents who planned to spend less than an hour within the park on the day they were surveyed, the median length of anticipated visit was 45 minutes.
- Additionally, nearly three-quarters of respondents (72%) were planning to spend just a single day in Dinosaur National Monument on their trip. Among the 28% of respondents who planned to visit for more than one day, the median length of visit was two days.
- Those respondents who spent more than one day in the park were also asked on how many different days they expected to enter the park; the median answer was two days.

Next, respondents were asked to indicate the most recent entrance they used to enter Dinosaur National Monument (Figure 13).

Which was the most recent entrance you used to enter Dinosaur National Monument?

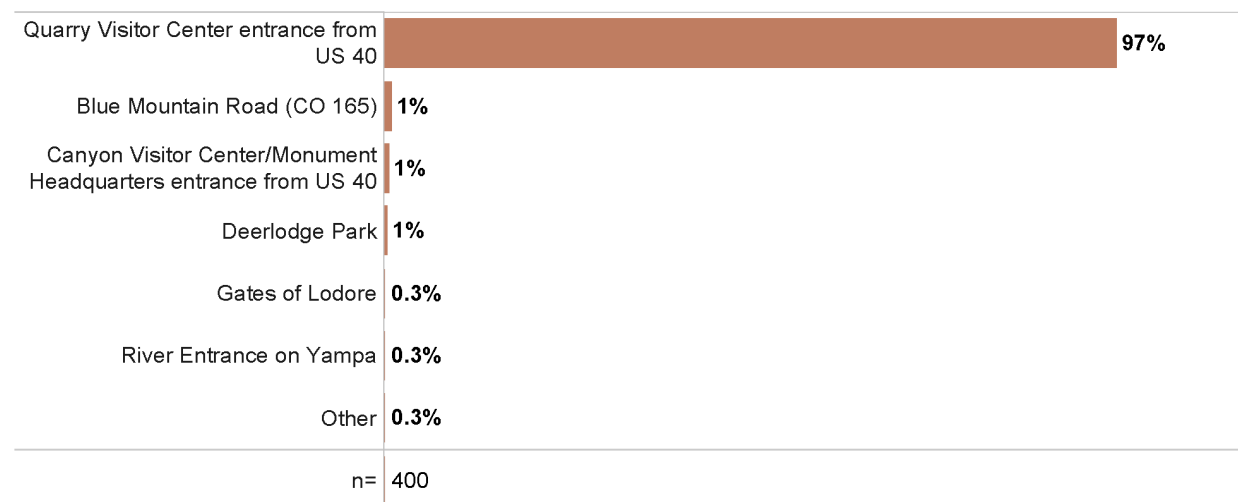


Figure 13. Most recent entrance used to enter Dinosaur National Monument.

- Among respondents, the Quarry Visitor Center entrance from US 40 was the most commonly used entrance to Dinosaur National Monument (97%).
- Due to park geography and proximity of intercept sites to entrances, the results for most recent entrance used were impacted by the volume of visitors intercepted at various sites.

Respondents were also presented with a list of locations within Dinosaur National Monument and asked to indicate if they had been to, or planned to visit them, that day (Figure 14).

Considering your visit today, will you visit any of the following locations within Dinosaur National Monument? Please mark all that apply

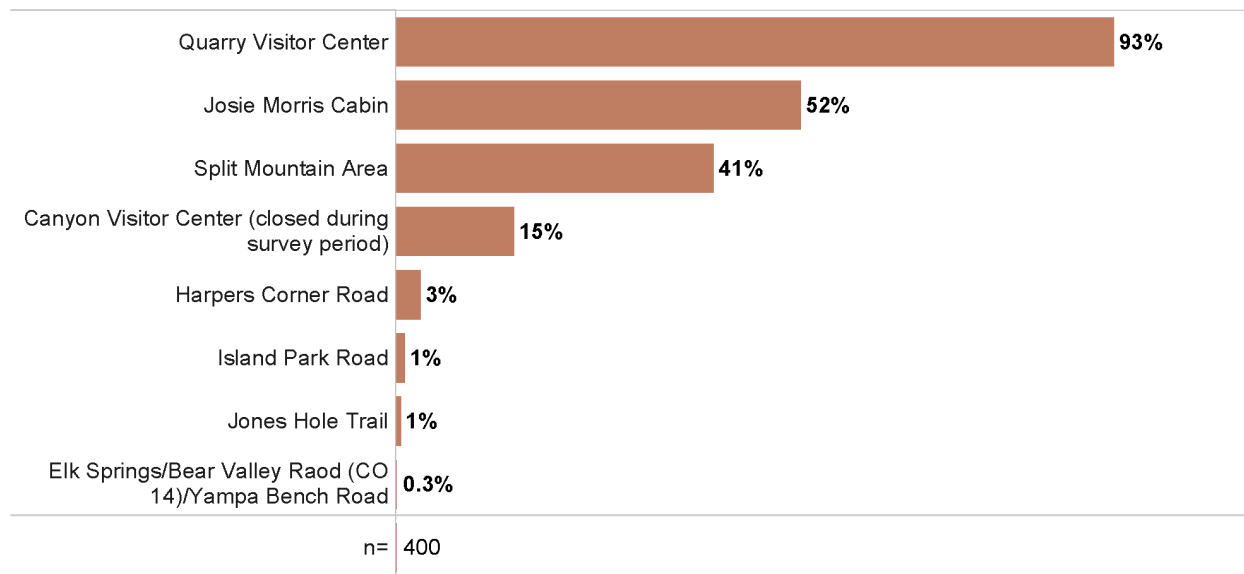


Figure 14. Park locations visited during the most recent trip to Dinosaur National Monument.

- The most commonly visited location in Dinosaur National Monument was the Quarry Visitor Center (93% of respondents had either been there or planned to visit it on their trip), followed by Josie Morris Cabin (52%) and Split Mountain Area (41%).
- Visiting Canyon Visitor Center area was reported by 15% of respondents, although the visitor center itself was closed during the survey period.
- Elk Springs/Bear Valley Road (CO 14)/Yampa Bench Road was the least visited location from the list provided, with only 0.3% of respondents reporting having visited or planning to visit.

Questions 24-25: Transportation

Respondents were first asked to indicate all the forms of transportation they personally used to travel from their home to Dinosaur National Monument on their trip (Figure 15).

From the list below, select all forms of transportation you personally used to travel from your home to Dinosaur National Monument on this trip. Please mark all that apply.

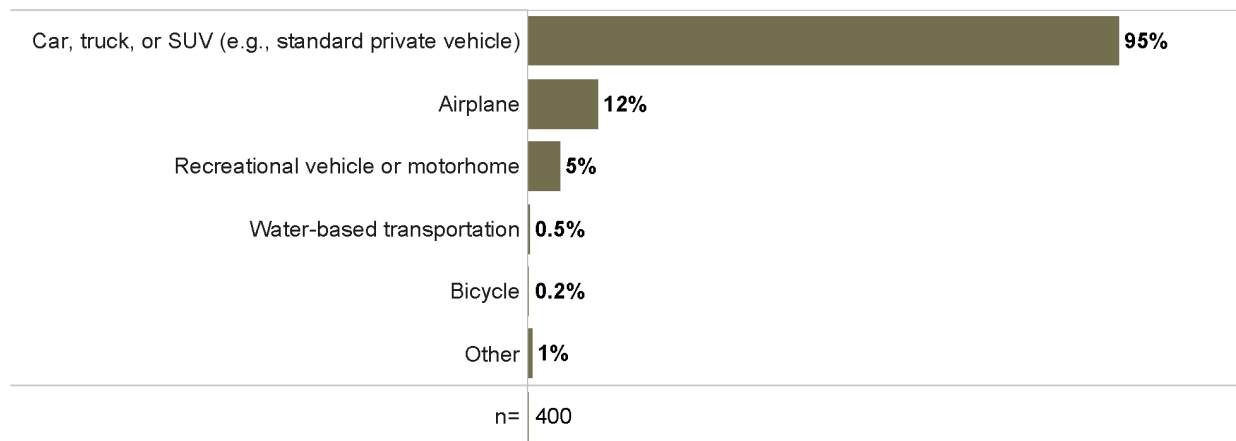


Figure 15. Forms of transportation used to travel from home to Dinosaur National Monument on the recent trip.

- Almost all respondents (95%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Dinosaur National Monument.
- The second most common mode of travel was an airplane (12%), followed by a recreational vehicle or motorhome (5%).

Respondents were then asked a follow-up question about the single form of transportation they used to enter Dinosaur National Monument on the day they were surveyed (Figure 16).

[If used at all during trip] Which form of transportation did you personally use to enter Dinosaur National Monument today?



[If used water-based transportation] Type(s) used. Please mark all that apply



Figure 16. Form of transportation used to enter Dinosaur National Monument on the day of the survey.

- The majority of respondents (95%) reported that they used their car, truck, or SUV to enter Dinosaur National Monument on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (4%), and water-based transportation (1%).

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV, recreational vehicle or motorhome, or motorcycle), they were asked to indicate how many people were traveling in or on that vehicle (Figure 17).

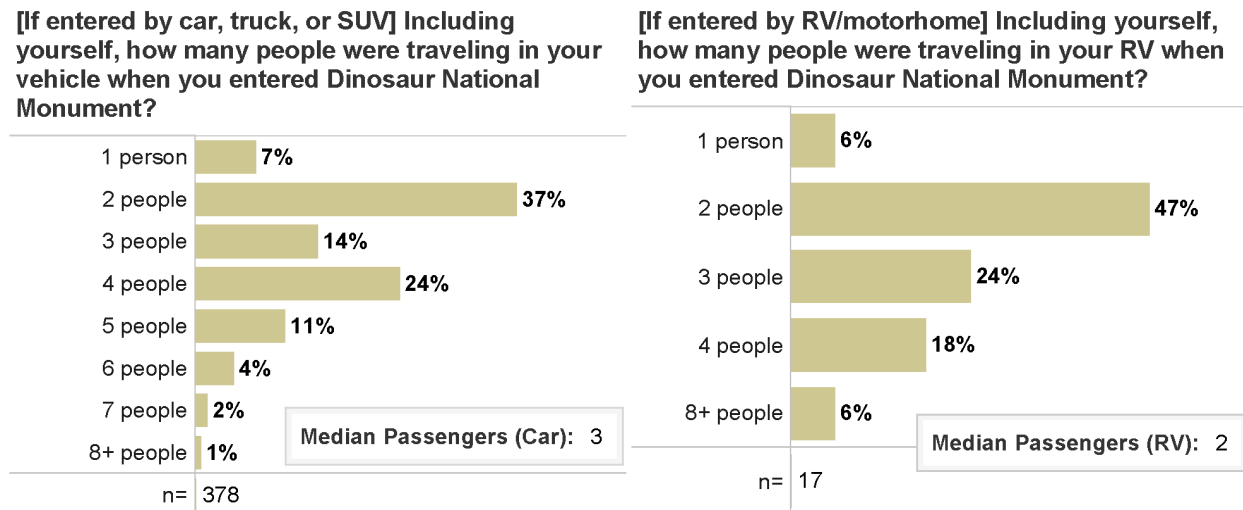


Figure 17. Number of people in or on respondent's vehicle when entering Dinosaur National Monument. Tabular data shown in this figure are presented in Appendix A, Table 12.

- Over a third of respondents (37%) traveling by car reported two people. The next common group size was four people (24%), followed by three people (14%).
- Almost half of respondents entering Dinosaur National Monument by RV/motorhome reported traveling in a group of two people (47%), followed by three people (24%) and four people (18%).

Question 27: Entrance Fee

Respondents were asked to indicate which type of entrance fee applied to them personally on their most recent trip to Dinosaur National Monument (Figure 18).

On this trip to Dinosaur National Monument, which one of the following entrance fees applied to you personally?

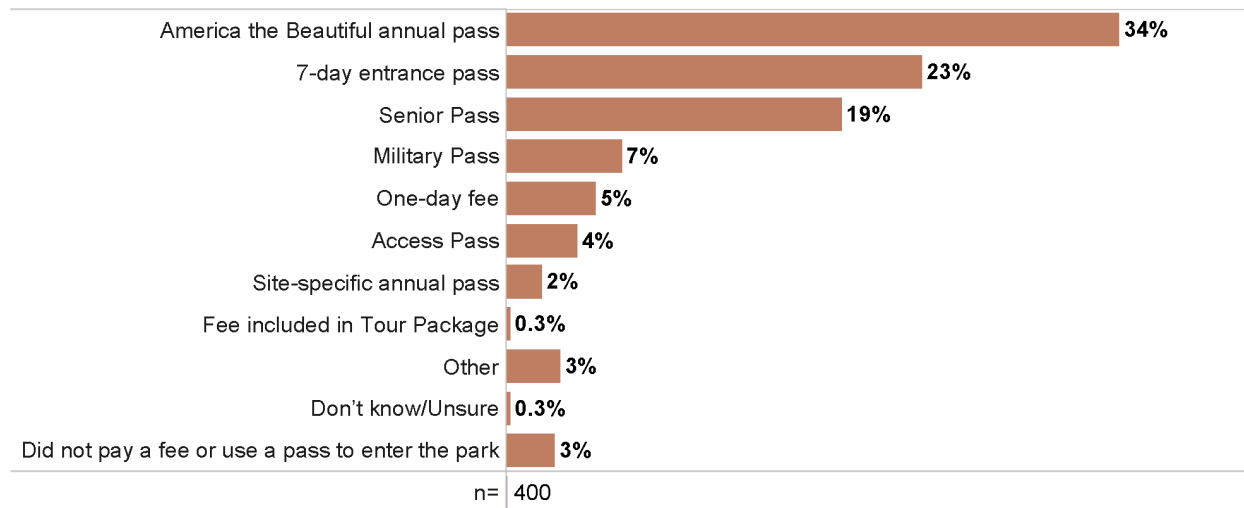


Figure 18. Entrance fee paid to enter Dinosaur National Monument on the most recent trip.

- A third of respondents (34%) reported using an America the Beautiful annual pass, and another 30% entered using a Senior Pass, Access Pass, or Military Pass.
- In addition, 30% of respondents entered using a Dinosaur National Monument-specific pass or fee (i.e., annual pass, 7-day, or single-day entrance fee).

Post-trip Survey Results

The following section provides results of the 139 post-trip visitor surveys received by mail-back or online following fieldwork conducted in Dinosaur National Monument in spring 2026. Again, caution is recommended in the interpretation of figures with sample size lower than n=30, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option. Some questions were omitted because they were not applicable to this report.

Questions 1–2: Information about Dinosaur National Monument

First, respondents were asked what sources they used to obtain information about Dinosaur National Monument prior to their trip, and whether they had the information they needed on their trip (Figure 19).

Prior to this trip, how did you obtain information about Dinosaur National Monument? Please mark all that apply

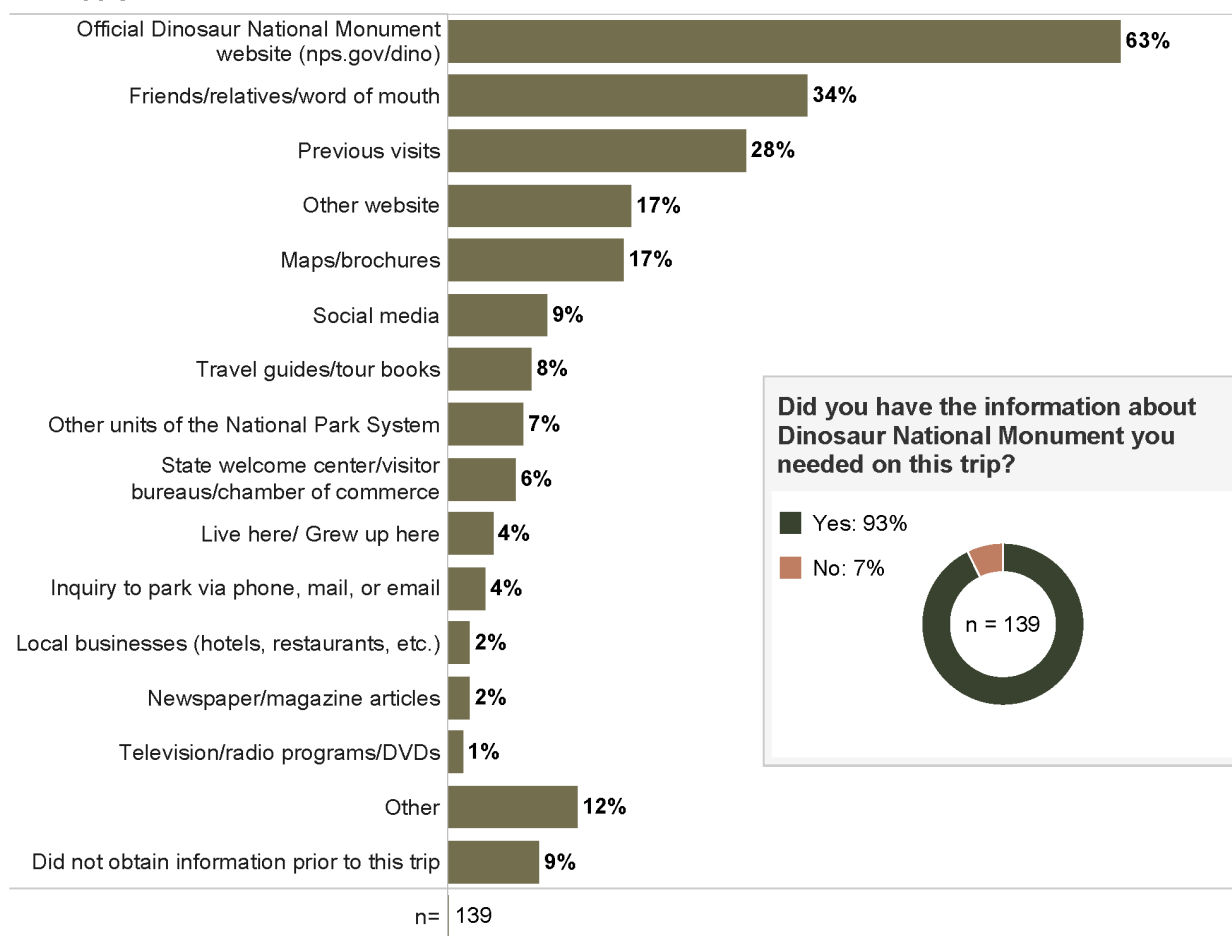


Figure 19. Sources used to obtain information about Dinosaur National Monument prior to the trip.

- The most used resource was the official Dinosaur National Monument website (nps.gov/dino), with 63% of respondents reportedly using it. The second most common

source was friends/relatives/word of mouth (34%), followed by previous visits (28%), other website (17%), and maps/brochures (17%).

- In a follow-up question, 93% of respondents said that they had the information about Dinosaur National Monument that they needed on their trip, while 7% indicated that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate.

Question 7: Previous Visits to Other NPS Units

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 20).



Figure 20. NPS sites visited on trip away from home.

- Over a third (41%) of all respondents had visited other NPS sites on their trip, while 59% identified Dinosaur National Monument as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s).

Questions 8-9: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Dinosaur National Monument on their trip and were then asked which of those was the most important reason for them to visit Dinosaur National Monument (Figure 21).

How important to you were each of the following reasons or motivations for visiting Dinosaur National Monument on this trip?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To spend time with family/friends	136	4%	4%	8%	26%	58%
To view wildlife or natural scenery	138	1%	2%	12%	29%	56%
To learn more about American history and culture	139	3%	3%	19%	35%	40%
To learn more about nature	137	4%	7%	18%	34%	36%
To visit a National Park Service site	136	7%	13%	19%	26%	35%
To relax	135	7%	10%	22%	27%	34%
To hear the sounds of nature/quiet	136	7%	12%	25%	24%	32%
To get physical exercise	136	8%	9%	29%	30%	24%
To experience solitude	135	13%	24%	20%	21%	21%
Other (if specified)	28	7%		7%	4%	82%

And which was the most important reason for you to visit Dinosaur National Monument on this trip?

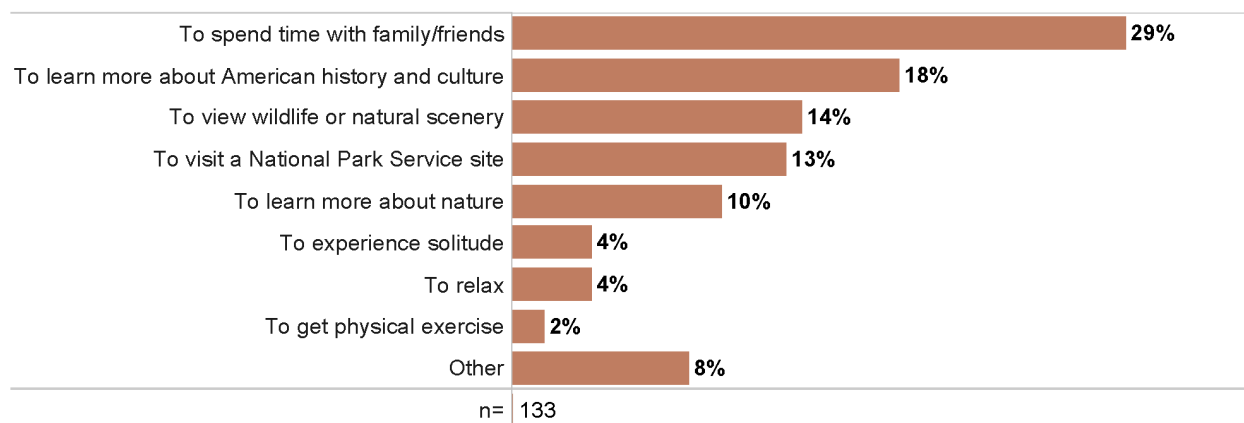


Figure 21. Reasons or motivations to visit Dinosaur National Monument. Tabular data shown in this figure are presented in Appendix A, Table 13.

- Most respondents chose spending time with family/friends (58%) and viewing wildlife or natural scenery (56%) as extremely important reasons for their trip to Dinosaur National Monument.
- Other important reasons for visiting were learning about American history and culture and learning more about nature (40% and 36% of respondents, respectively, rated them as extremely important).

- The least important reasons for visiting were to get physical exercise and to experience solitude (only 24% and 21% of respondents, respectively, reported them as extremely important, and 8% and 13% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was to spend time with family and friends (29%), followed by to learn more about American history and culture (18%), and to view wildlife or natural scenery (14%).

Questions 10-11: Programs, Services, and Learning

Respondents were asked to identify all programs and services in which they personally participated in Dinosaur National Monument during their trip (Figure 22).

On this trip, in which of the following programs and services did you personally participate within Dinosaur National Monument? Please mark all that apply

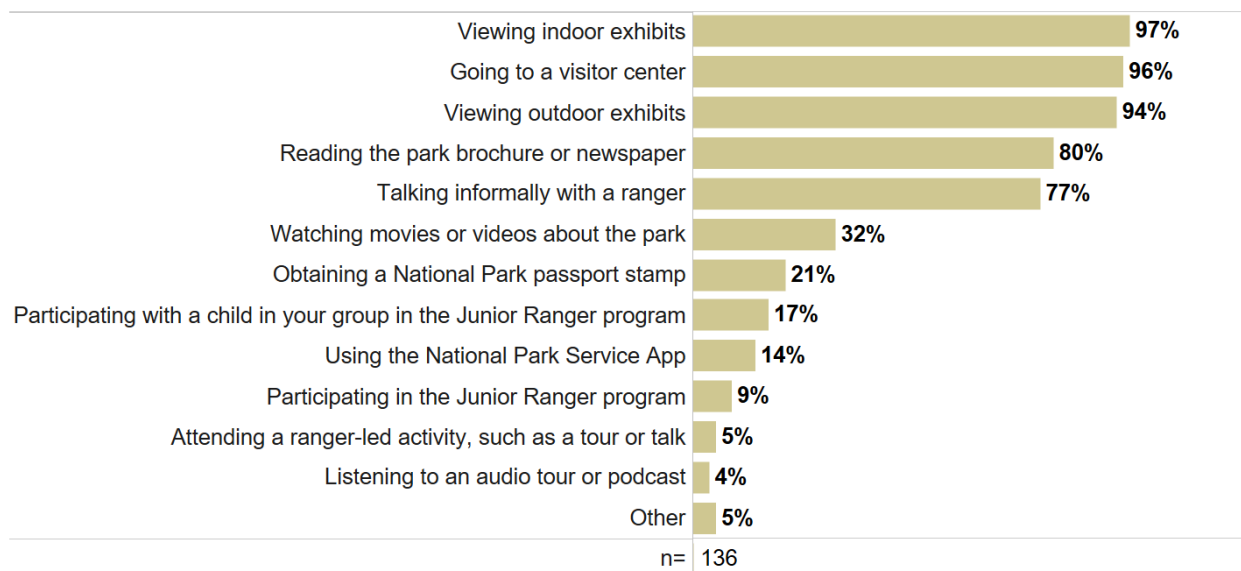


Figure 22. Participation in programs at Dinosaur National Monument.

- The two most-used programs were viewing indoor exhibits and going to a visitor center, with over 95% of respondents reporting participating in each of them.
- Several other programs were engaged in by over half of respondents: viewing outdoor exhibits (94%), reading the park brochure or newspaper (80%), and talking informally with a ranger (77%).

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 23).

If you were to visit Dinosaur National Monument in the future, are there specific subjects you would like to learn about?

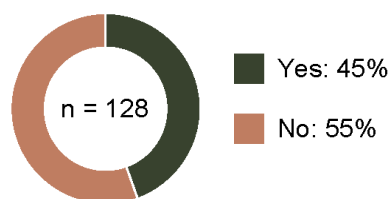


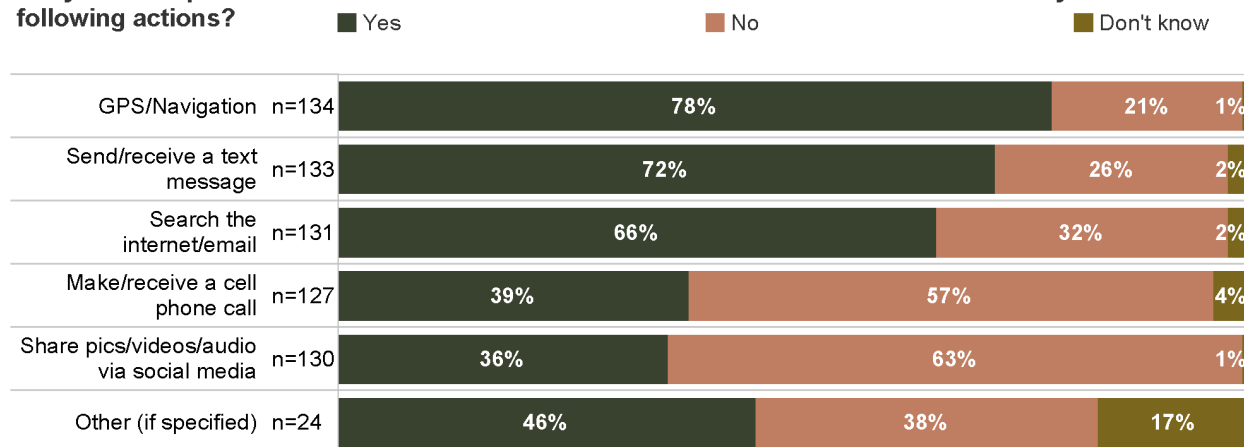
Figure 23. Learning outcomes while visiting Dinosaur National Monument.

- Less than half of respondents (45%) reported that if they were to visit Dinosaur National Monument in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to this question were asked to elaborate.

Questions 12-13: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Dinosaur National Monument (Figure 24).

Did you use a personal electronic device while in Dinosaur National Monument to do any of the following actions?



Labels <1% are not shown

Figure 24. Use of personal electronic devices while visiting Dinosaur National Monument. Tabular data shown in this figure are presented in Appendix A, Table 14.

- Nearly four-fifths of respondents (78%) reported using GPS/navigation, and nearly three-quarters of respondents (72%) reported sending/receiving a text message while in Dinosaur National Monument.
- Conversely, only 36% of respondents reported sharing pictures/videos/audio via social media while in Dinosaur National Monument.

Then, respondents were asked to rate both the importance of each of these electronic device uses during their visit (Figure 25), and the quality of service (Figure 26).

How important to you was it during your visit to Dinosaur National Monument to use personal electronic devices to do each of the following?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
GPS/Navigation	132	17%	12%	17%	23%	30%
Send/receive a text message	133	25%	22%	27%	15%	11%
Search the internet/email	130	33%	23%	21%	15%	8%
Make/receive a cell phone call	129	37%	19%	26%	9%	9%
Share pics/videos/audio via social media	124	56%	19%	15%	6%	5%
Other (if specified)	10	60%	20%	10%		10%

Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

Figure 25. The importance of the use of personal electronic devices while visiting Dinosaur National Monument. Tabular data shown in this figure are presented in Appendix A, Table 15.

- The most important device uses were GPS/navigation and sending/receiving a text message (30% and 11% of respondents, respectively, rated them as extremely important).
- Sharing pictures/videos/audio via social media was rated as extremely important only by 5% of respondents, and not at all important by 56% of respondents.

How would you rate the quality of service to do each of the following?

Rating Category	n=	Percent Responding				
		1 - No service	2 - Poor	3 - Average	4 - Good	5 - Very good
GPS/Navigation	99	2%	5%	23%	37%	32%
Send/receive a text message	103	1%	11%	19%	42%	27%
Search the internet/email	90	2%	10%	31%	32%	24%
Make/receive a cell phone call	72	3%	8%	22%	39%	28%
Share pics/videos/audio via social media	58	10%	9%	36%	28%	17%
Other (if specified)	7	14%	14%	14%	43%	14%

Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

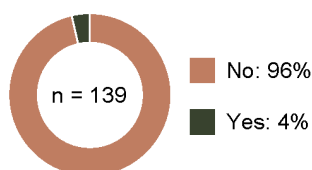
Figure 26. Quality of service for personal electronic devices while visiting Dinosaur National Monument. Tabular data shown in this figure are presented in Appendix A, Table 16.

- GPS/Navigation was rated as very good or good by 37% and 32% of respondents, respectively. However, 2% of respondents reported that they had no service for this.
- A small proportion of respondents (ranged from 1% to 10%, depending on the service) reported that they also had no service to send/receive a text message, search the internet/email, make/receive a cell phone call, and share pictures/videos/audio via social media.
- However, about a quarter of respondents (ranging from 17% to 28%, depending on the service) rated these services as very good.

Question 14: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Dinosaur National Monument. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 27).

Did anyone in your personal group have difficulties accessing or participating in park activities or services within Dinosaur National Monument during your trip? Please mark one.



[If yes] Which specific difficulties did the person(s) have? Please mark all that apply.

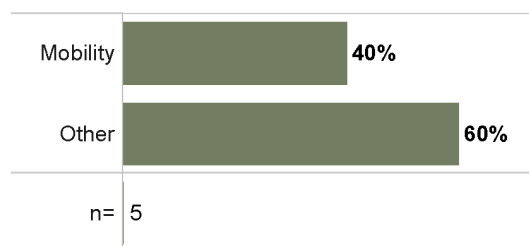


Figure 27. Physical difficulties while visiting Dinosaur National Monument.

- The majority of respondents (96%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Dinosaur National Monument.
- Among the 4% of respondents who identified at least one difficulty, 40% reported mobility issues in their group.

Questions 17-19: Visitor Experience

Respondents were then given several statements about Dinosaur National Monument and asked to indicate their level of agreement or disagreement with each given statement (Figure 28).

To what extent do you agree or disagree with each of the following statements?

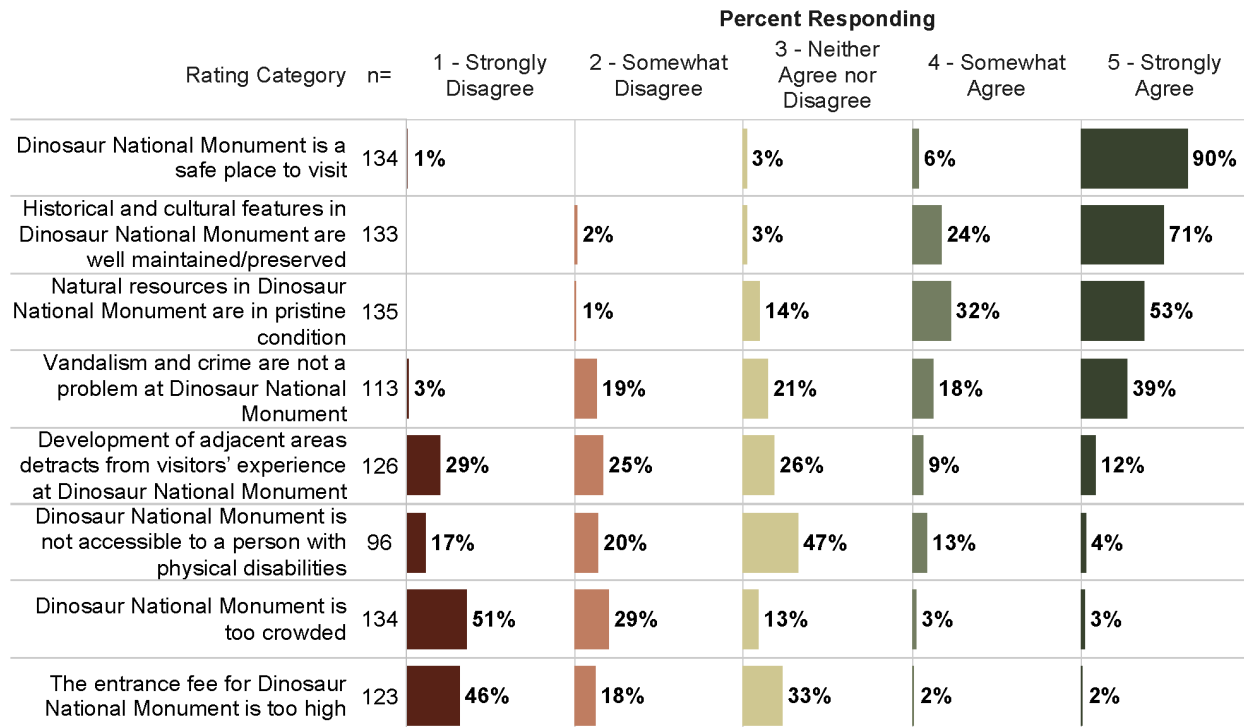


Figure 28. Rating Dinosaur National Monument experience. Tabular data shown in this figure are presented in Appendix A, Table 17.

- From all the statements listed, “Dinosaur National Monument is a safe place to visit” received the most consensus with a combined 96% of respondents saying they either strongly or somewhat agree with it. That was followed by “Historical and cultural features in Dinosaur National Monument are well maintained/preserved” and “Natural resources in Dinosaur National Monument are in pristine condition” (95% and 85% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “Dinosaur National Monument is too crowded” and “The entrance fee for Dinosaur National Monument is too high” received the least support, with only about 5% of

respondents either somewhat or strongly agreeing with these statements, and about half of respondents strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Dinosaur National Monument (Figure 29).

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Dinosaur National Monument?

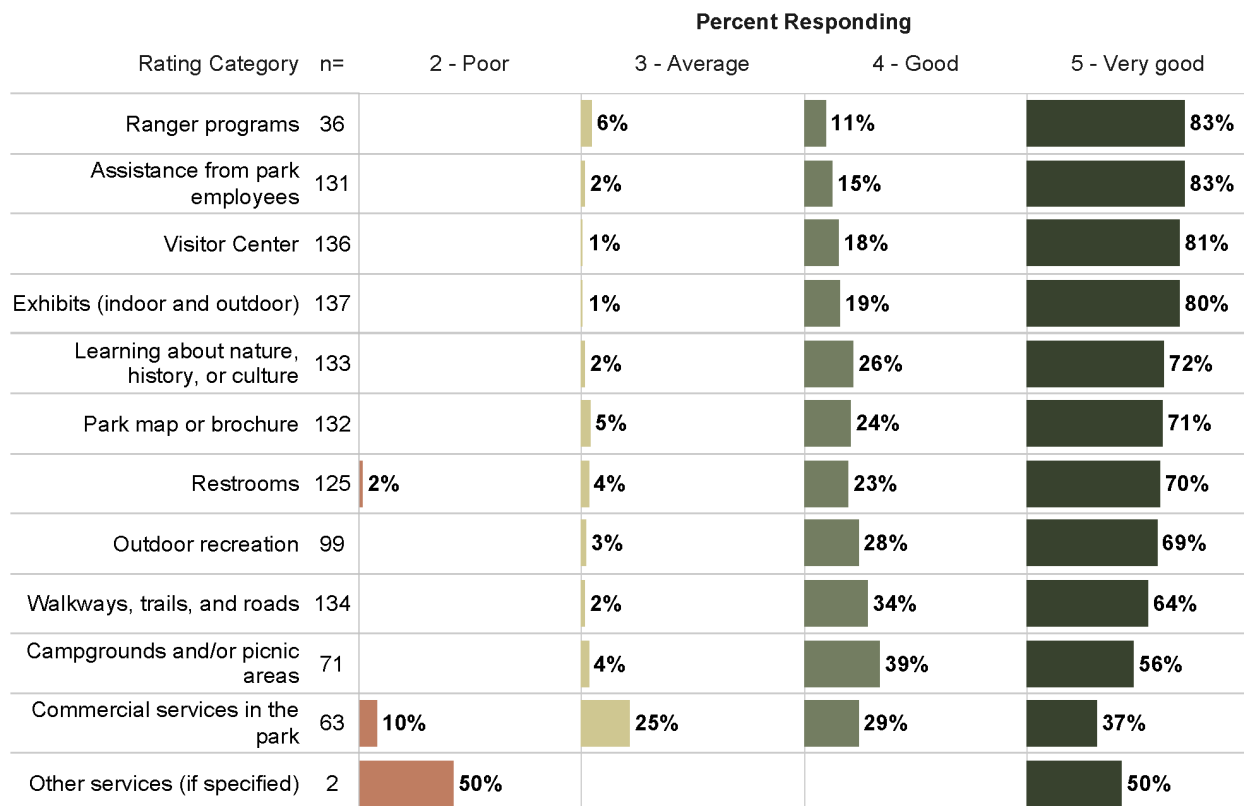


Figure 29. Rating the quality of specific Dinosaur National Monument facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, Table 18.

- Over half of respondents (ranging from 56% to 83%) rated ranger programs, assistance from park employees, visitor center, exhibits (indoor and outdoor), learning about nature, history, or culture, park map or brochure, restrooms, outdoor recreation, walkways, trails, and roads, and campgrounds and/or picnic areas as very good.
- Conversely, fewer than half of respondents rated commercial services in the park as very good. For this rating category, respondents were still most likely to say that these services were good (37%), however it was the only category below 50%.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 30).

Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Dinosaur National Monument?

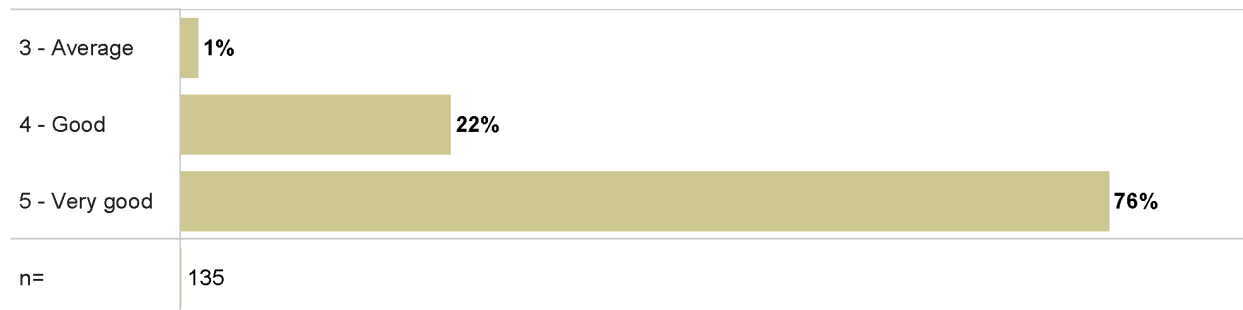


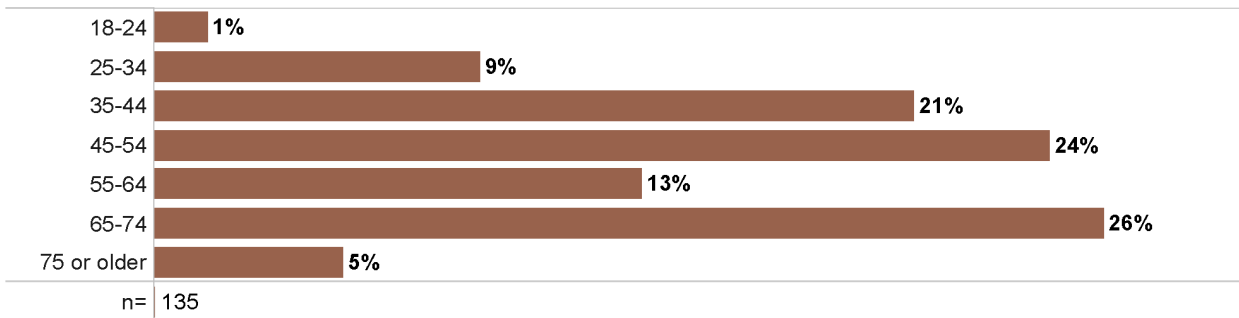
Figure 30. Rating overall quality of Dinosaur National Monument facilities, visitor services, and recreational opportunities.

- In general, more than three-quarters of respondents (76%) rated the quality of the park facilities, visitor services, and recreational opportunities in Dinosaur National Monument as very good, and another 22% rated them as good.
- Just 1% of respondents rated the overall quality as average and no respondents rated the overall quality as poor or very poor.

Questions 20-26: Background/Demographics

In the final section of the post-trip survey, respondents were asked various questions about their personal and household demographics. Figure 31 depicts descriptive statistics for respondent age and education.

What is your age?



What is the highest degree or level of school you have completed?

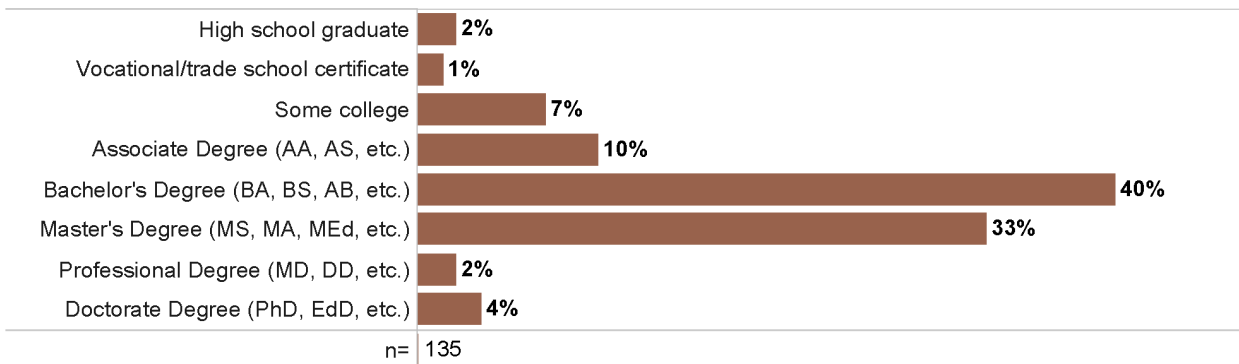


Figure 31. Respondent demographics: age and level of education.

- The most common age categories were 65-74 years old (26%), 45-54 years old (24%), and 35-44 years old (21%). The least represented age group were 18-24 years old (only 1% of the participants surveyed).
- Most survey respondents reported obtaining higher education, with a combined 89% having some college degree, and a plurality (40%) holding a bachelor's degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 32).

What is your race and/or ethnicity? Mark all that apply.

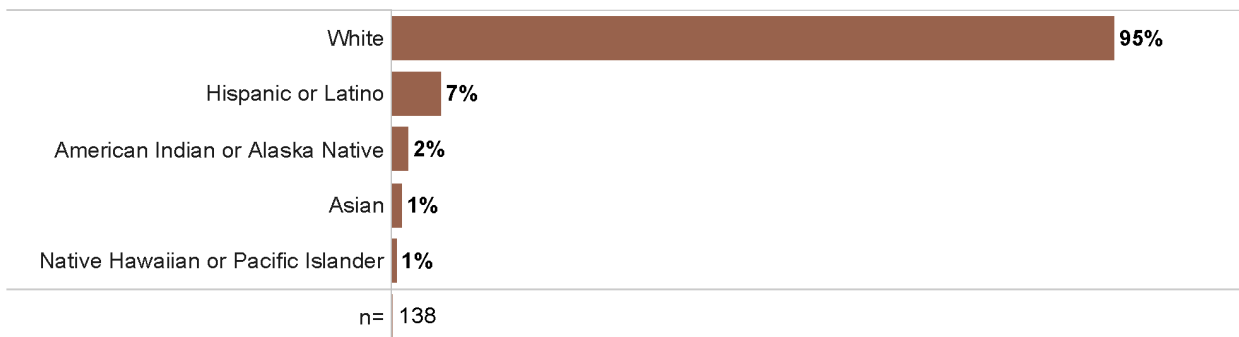


Figure 32. Respondent demographics: race and/or ethnicity.

- The majority of respondents (95%) were White, while 7% were Hispanic or Latino.

Finally, at a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 33).

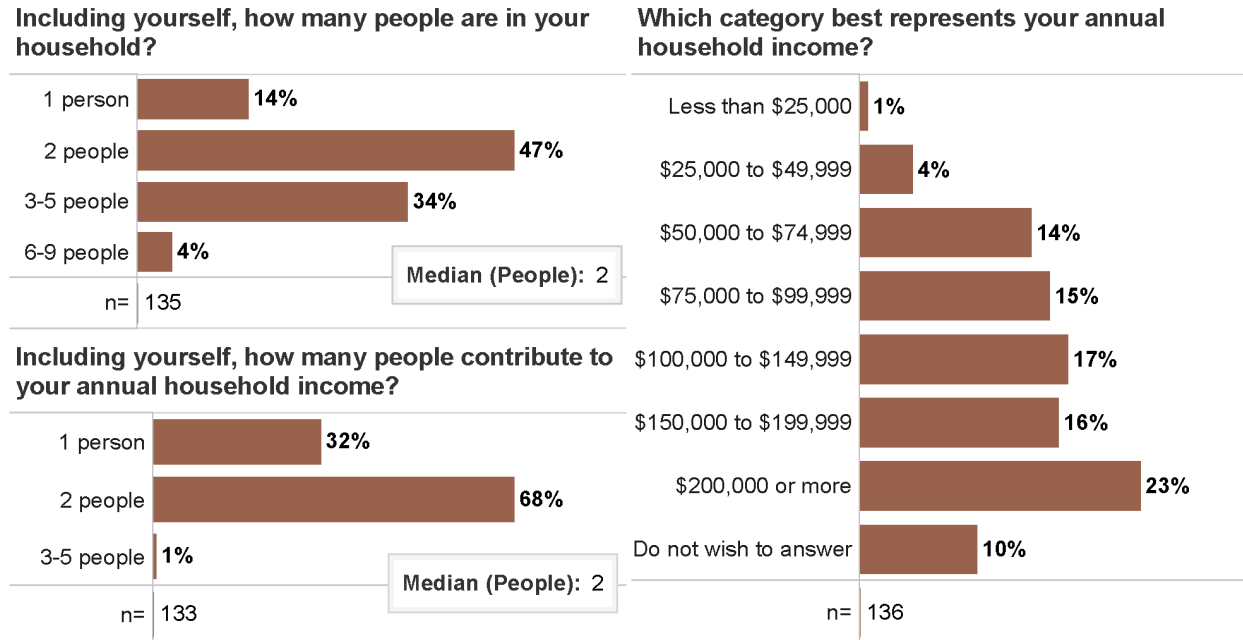


Figure 33. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, Table 19.

- Almost half of respondents (47%) had two people in their household, followed by three to five people (another 34%).
- In addition to obtaining higher education, visitors surveyed at Dinosaur National Monument also reported relatively high income levels. Almost a quarter of respondents (23%) reported that their annual household income was \$200,000, and another 17% earned between \$100,000 and \$149,999.
- Most respondents (68%) came from a dual-income household.

Literature Cited

National Park Service (NPS). 2026. 2026 Socioeconomic Monitoring of Dinosaur National Monument: Visitor intercept and post-trip surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2318811>

Appendix A: Accessible Tables

Table 8 through Table 19 contain tabular data from figures found in the body of the report.

Table 8. Data from Figure 2. Previous visits to Dinosaur National Monument.

Question	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to Dinosaur National Monument over the past 12 months?	113	1
[If not first-time visitor] Including this visit, how many visits have you made to Dinosaur National Monument over the past five years?	113	2

Table 9. Data from Figure 3. Visits made to other NPS sites within the past year.

Question	Sample Size (n)	Median
How many visits have you made to other NPS sites over the past 12 months?	399	3

Table 10. Data from Figure 9. Number of nights spent in the local area around Dinosaur National Monument, by accommodation type.

Accommodation Type	Sample Size (n)	Median
[If backcountry camping in Dinosaur National Monument] Number of nights	4	4
[If camping in Dinosaur National Monument] Number of nights	49	2
[If camping outside of Dinosaur National Monument in the local area] Number of nights	31	2
[If lodging outside Dinosaur National Monument in local area] Number of nights	213	2
[If staying in unpaid accommodations] Number of nights	9	2

Table 11. Data from Figure 10. Number of adults and children in respondent's personal group, and total group size, while visiting Dinosaur National Monument.

Group Composition	Sample Size (n)	Median
Adults	400	2
Children	400	1
Total group size	400	3

Table 12. Data from Figure 17. Number of people in respondent's vehicle when entering Dinosaur National Monument.

Question	Sample Size (n)	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Dinosaur National Monument?	378	3
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Dinosaur National Monument?	17	2

Table 13. Data from Figure 21. Reasons or motivations to visit Dinosaur National Monument.

Rating Category	Sample Size (n)
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To visit a National Park Service site	136
To experience solitude	135
To hear the sounds of nature/quiet	136
To learn more about nature	137
To learn more about American history and culture	139
To spend time with family/friends	136
To get physical exercise	136
To view wildlife or natural scenery	138
To relax	135
Other (if specified)	28

Table 14. Data from Figure 24. Use of personal electronic devices while visiting Dinosaur National Monument.

Device Use	Sample Size (n)
Make/receive a cell phone call	127
Send/receive a text message	133
Search the internet/email	131
GPS/Navigation	134
Share pics/videos/audio via social media	130
Other (if specified)	24

Table 15. Data from Figure 25. The importance of the use of personal electronic devices while visiting Dinosaur National Monument.

Device Use	Sample Size (n)
Make/receive a cell phone call	129
Send/receive a text message	133
Search the internet/email	130
GPS/Navigation	132
Share pics/videos/audio via social media	124
Other (if specified)	10

Table 16. Data from Figure 26. Quality of service for personal electronic devices while visiting Dinosaur National Monument.

Device Use	Sample Size (n)
Make/receive a cell phone call	72
Send/receive a text message	103
Search the internet/email	90
GPS/Navigation	99
Share pics/videos/audio via social media	58
Other (if specified)	7

Table 17. Data from Figure 28. Rating Dinosaur National Monument experience.

Rating Category	Sample Size (n)
Dinosaur National Monument is a safe place to visit	134
Dinosaur National Monument is too crowded	134
Natural resources in Dinosaur National Monument are in pristine condition	135
The entrance fee for Dinosaur National Monument is too high	123
Vandalism and crime are not a problem at Dinosaur National Monument	113
Dinosaur National Monument is not accessible to a person with physical disabilities	96
Historical and cultural features in Dinosaur National Monument are well maintained/preserved	133
Development of adjacent areas detracts from visitors' experience at Dinosaur National Monument	126

Table 18. Data from Figure 29. Rating the quality of Dinosaur National Monument facilities, visitor services, and recreational opportunities.

Rating Category	Sample Size (n)
Visitor Center	136
Exhibits (indoor and outdoor)	137
Restrooms	125
Walkways, trails, and roads	134
Campgrounds and/or picnic areas	71
Assistance from park employees	131
Park map or brochure	132
Ranger programs	36
Commercial services in the park (food, lodging, gifts, rental, etc.)	63
Other services (if specified)	2
Learning about nature, history, or culture	133
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	99

Table 19. Data from Figure 33. Household demographics: annual household income and household size.

Question	Sample Size (n)	Median
Including yourself, how many people are in your household?	135	2
Including yourself, how many people contribute to your annual household income?	133	2