BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Sample Survey: Outdoor-Focused Benefits

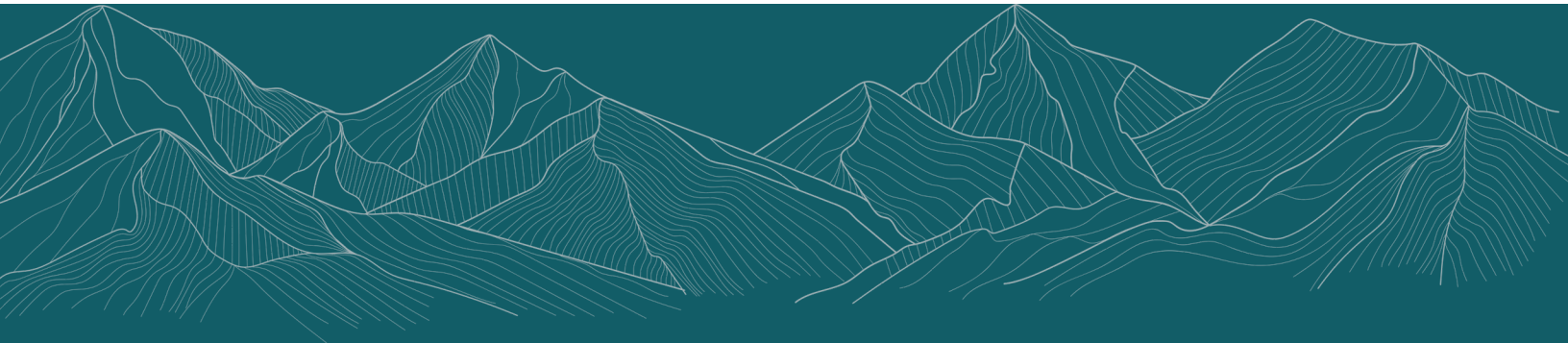
We're exploring ways to support your well-being through outdoor recreation-focused benefits. Your feedback will help us shape programs that reflect your interests and lifestyle.

1.) How important is outdoor recreation to your personal well-being?
- ◯ Very important
- ◯ Somewhat important
- ◯ Not very important
- ◯ Not important at all

2.) How often do you participate in outdoor activities (e.g., hiking, biking, skiing, paddling)?
- ◯ Daily
- ◯ Weekly
- ◯ A few times a month
- ◯ Rarely
- ◯ Never

3.) Which of the following outdoor activities do you enjoy or are interested in? (Check all that apply)
- ◯ Hiking or walking trails
- ◯ Biking (road or mountain)
- ◯ Skiing or snowboarding
- ◯ Paddling (kayak, canoe, SUP)
- ◯ Camping
- ◯ Running
- ◯ Climbing
- ◯ Fishing or hunting
- ◯ Other (please specify): _____

4.) Would you be interested in outdoor recreation being part of your employee benefits?
- ◯ Yes
- ◯ Maybe
- ◯ No



5.) Which of the following outdoor recreation-related benefits would be most valuable to you? (Check up to 3)

- ◯ Subsidies or stipends for gear or equipment
- ◯ Discounted memberships or passes (e.g., ski resorts, gyms, parks)
- ◯ Company-sponsored outdoor outings or events
- ◯ Flexible scheduling to allow time for outdoor activities
- ◯ Access to trails, bikes, kayaks, etc., at work or nearby
- ◯ Education or classes (e.g., intro to hiking, fly fishing, avalanche safety)
- ◯ Other (please specify): _____

6.) Would you be more likely to use your PTO or mental health days if they supported outdoor recreation activities?

- ◯ Yes
- ◯ No
- ◯ Maybe

7.) How far would you be willing to travel for an outdoor-focused company event or outing?

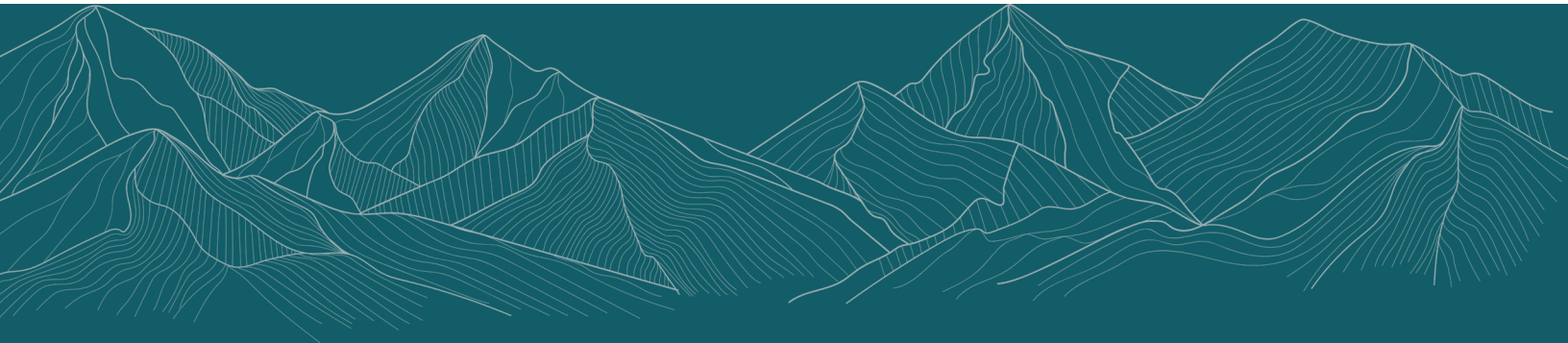
- ◯ Under 30 minutes
- ◯ 30 - 60 minutes
- ◯ 1-2 hours
- ◯ 2+ hours
- ◯ I'm not interested in outdoor-focused company events

8.) Would access to outdoor recreation benefits influence your decision to stay with or join a company?

- ◯ Absolutely
- ◯ Probably
- ◯ Neutral
- ◯ Probably Not
- ◯ Absolutely Not

9.) What barriers, if any, keep you from spending more time outside? (Check all that apply)

- ◯ Lack of time
- ◯ Cost of gear or passes
- ◯ Lack of experience or confidence
- ◯ Transportation/access
- ◯ Fitness level
- ◯ Other:_____

10.) Do you currently volunteer with an outdoor organization or know of one you would like to support? (Open-ended response)

11.) Do you have any suggestions or ideas for outdoor-focused benefits you'd love to see offered? (Open-ended response)