

### **What Perks Perk You Up?**

In an effort to understand which benefits you find most valuable, please indicate any responses that apply to you. Responses are collected in the aggregate.

### **What is your next major life transition?**

- Buying a home/moving
- Remodeling a home
- Marriage
- Childbirth/adoption
- Sending children to college/trade school
- Divorce
- Retirement
- Pet adoption

### **What are your major pain points?**

- Child care
- Work/life balance
- Student loan debt
- Funding children's education
- Elder care
- Fertility challenges
- Affording day-to-day expenses
- Retirement planning
- Alcohol/substance abuse (yourself or a loved one)
- Depression/anxiety/other mental health struggles (yourself or loved one)
- Career planning

### **What do you do or wish you did more of to unwind?**

- Outdoor activities (e.g., hunt, fish, ski, bike, run, boat, surf, hike, climb, golf)
- Gym (local fitness club that offers equipment and/or group exercise classes)

- Home/video/subscription-based workouts
- Alternative fitness/wellness (e.g., yoga, mindfulness, tai chi, martial arts)
- Book club/reading
- Musical performance
- Theater/concerts
- Movies
- Gaming
- Crafting
- Organized sports
- Charity/nonprofit volunteer (name of organization)
- Gardening
- Pet (bonding, time)
- Learning new skills/activities
- Massage
- Cooking/baking