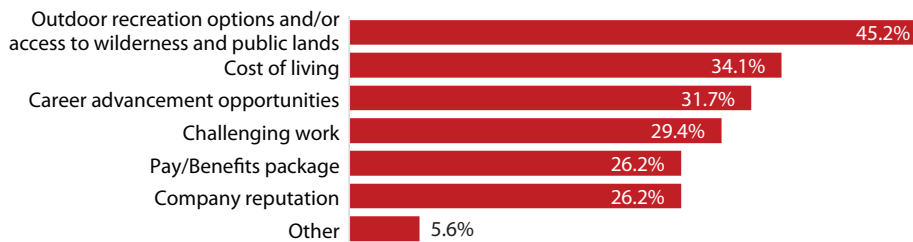


Outdoor Recreation and Utah Business

Utah's tech sector is the fastest growing industry in the state while offering well-paying jobs that often encourage a healthy work-life balance. Access to year-round outdoor recreation is the most important factor to tech employees when deciding to locate or stay in Utah. A companion study of Utah businesses found the outdoor lifestyle helps with locating and expanding operations in Utah, employee recruitment and retention, and the desirability to do business in the state.

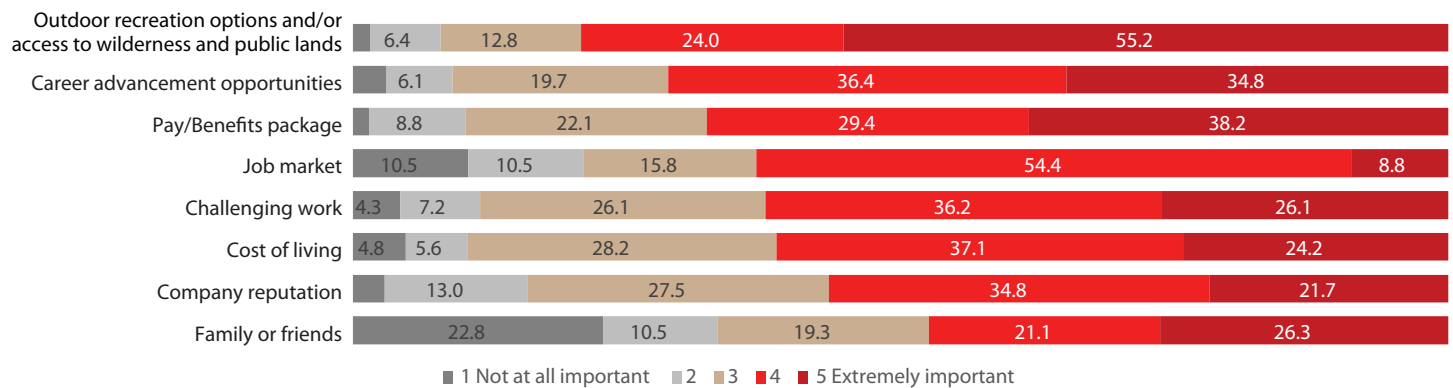
“Being able to get out and do the things I love makes life worth living. Having access to outdoor places is why I stay in Utah.”

Recruitment efforts used by employers to attract Utah transplants



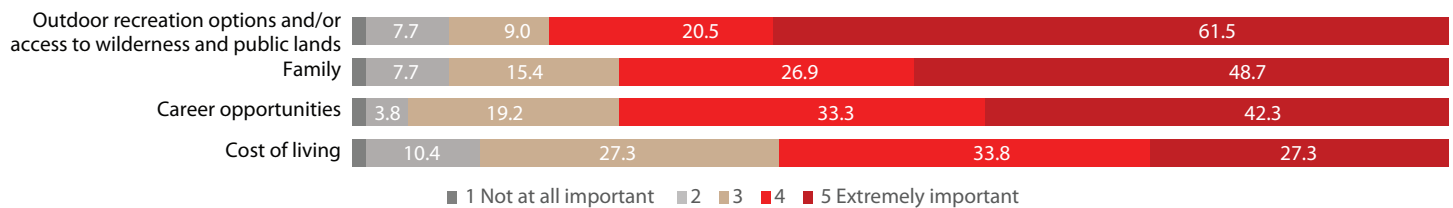
Source: Kem C. Gardner Policy Institute, Utah Outdoor Partners Survey of Tech Sector Employees, 2021

Important factors for moving to Utah



Source: Kem C. Gardner Policy Institute, Utah Outdoor Partners Survey of Tech Sector Employees, 2021

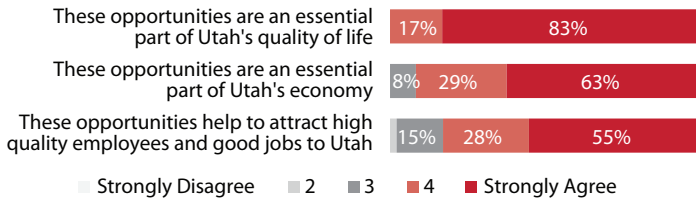
Important factors in moving back to Utah



Source: Kem C. Gardner Policy Institute, Utah Outdoor Partners Survey of Tech Sector Employees, 2021

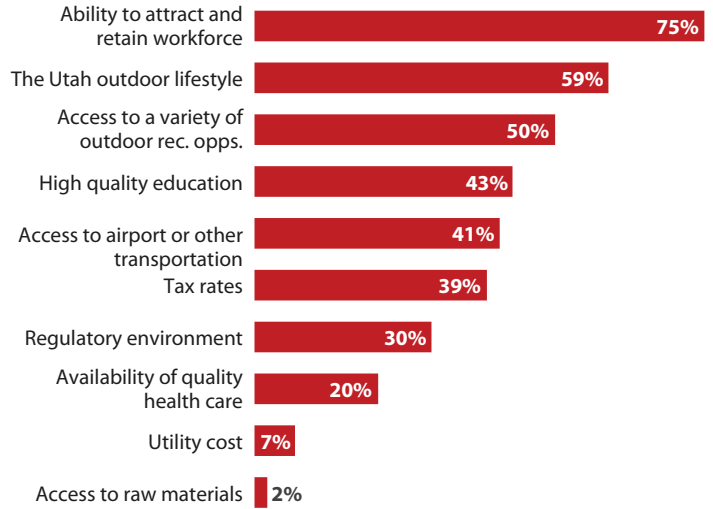
Utah's outdoor lifestyle and access to recreation are important factors when businesses decide to relocate or expand in Utah. Executives from 50 of Utah's fastest growing companies were interviewed to determine the influence Utah's outdoor recreational opportunities have on location decisions, employee recruitment and retention, and the overall desirability to do business in the state.

What are your opinions regarding outdoor recreation opportunities and open space, such as parks, trails, mountains, deserts, and wildlife areas?



Source: Kem C. Gardner Policy Institute, Utah Outdoor Partners Survey of Businesses, 2018.

Which of the following factors were considered in your company's decision to be located in Utah?



Source: Kem C. Gardner Policy Institute, Utah Outdoor Partners Survey of Businesses, 2018.