



## Opinion Poll

Colorado Small Business Owners Believe Protecting Public Lands is Good for Business and Support 'All-of-the-Above' Energy Policy

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## Executive Summary

Small businesses are the lifeblood of our nation's workforce. We depend on them to keep local communities and economies thriving, which in turn boosts our national economy. But in the current fiscal climate, many of them are having a hard time turning a profit. Now is a better time than ever to help them get back on their feet, and scientific opinion polling reveals that small business owners in Colorado believe protecting their region's natural assets is one way we can enhance the financial success of small businesses and local economies. Furthermore, a sizable majority of them find the president's 'all-of-the-above' energy development strategy appealing but would be even more supportive if it ensures protection of those public lands.

The poll reveals the important role public lands often play in small business owners' decisions to open businesses in Colorado. A striking 63% agree that when choosing where to live and own a business, access to outdoor opportunities provided by parks and public lands is a large factor, with 43% *strongly* agreeing. Of all the reasons behind someone's decision about where to start a business, it speaks volumes that nearly two-thirds attribute a large part of their reason to public lands. Similarly, 50% of owners feel their state's national parks, forests, monuments and wildlife habitats are not only an essential part of the outdoor culture and quality of life, but also one of the reasons they do business there.

Specifically, two-thirds of small business owners support the proposal to designate public lands in Browns Canyon and the Arkansas River Valley as a national monument. With regards to the president's proposal of an all-of-the-above energy strategy, which promotes development of various energy sources including solar, wind, natural gas and more, a broad three-quarters are in favor. But this policy becomes even more attractive to them if it takes steps to ensure some areas remain accessible to visitors and free of development. Owners are 2.5 times more likely (than less) to support an all-of-the-above strategy that takes that extra step.

With this in mind, it's not surprising more than half agree protecting public lands by designating new national monuments and national parks would positively impact small business opportunities tied to job creation as well as help Colorado attract and retain entrepreneurs and new businesses, and that by a 4:1 ratio, they believe protecting public lands would positively (rather than negatively) impact local jobs and the economy. In addition, 83% believe we can protect land and water, maintain a strong economy *and* create local jobs all at once.

This was not just a poll of owners whose income is related to outdoor activities. In fact, only 13% report their revenue is tied to open space in some way, such as selling outdoor equipment, offering bike tours or even just owning a business near a touristy outdoor area. Moreover, respondents were politically diverse: 53% identified as Republican or independent-leaning Republican, 28% identified as Democrat or independent-leaning Democrat and 18% identified as independent.

## Main Findings

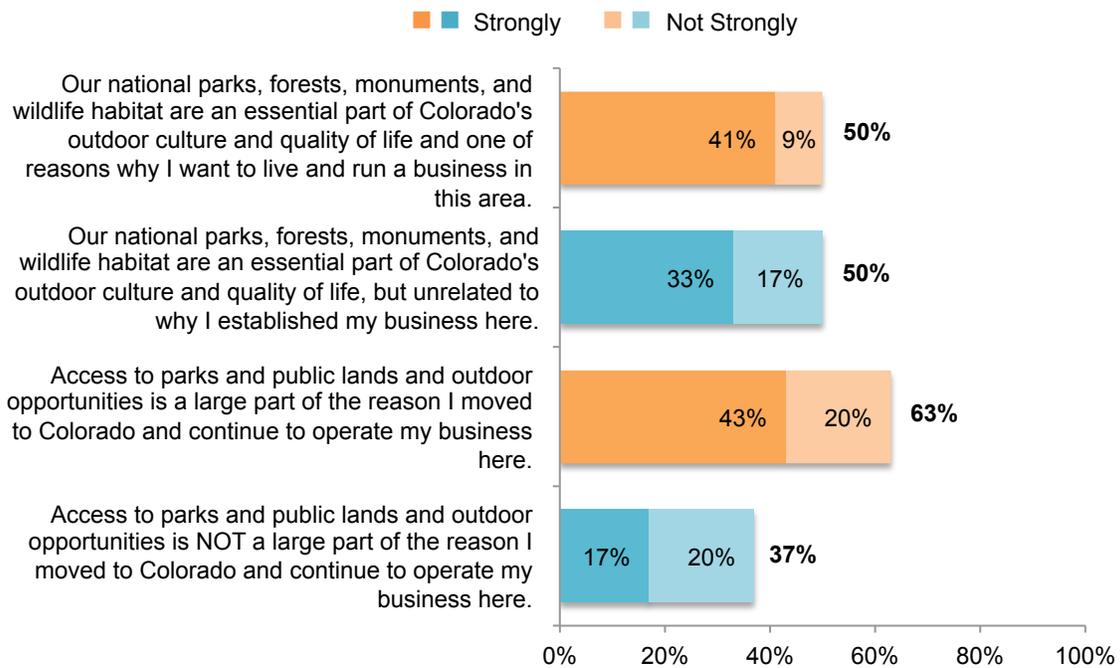
- **A majority of Colorado small business owners choose to do business in the state because of opportunities tied to public lands:**  
63% agree access to parks, public lands and other outdoor opportunities is a large part of the reason they live and do business in Colorado, and 43% strongly agree. Moreover, 50% agree (4 in 10 strongly agree) that Colorado's national parks, forests, monuments and wildlife habitats aren't just essential parts of the state's outdoor culture and quality of life, but also reasons to run a business there.
- **Colorado entrepreneurs support the president's 'all-of-the-above' approach for developing energy sources, especially if public lands are guaranteed protection:**  
Nearly three quarters, or 72%, support the Obama Administration's proposal for an 'all-of-the-above' energy policy that promotes development of various energy sources including solar, wind, biofuels, natural gas, oil and coal. If this strategy took an extra step to protect public lands, 55% would be more likely to support it. That's more than twice as many (26%) who would be less likely.
- **Two-thirds support designating a monument at Browns Canyon and the Arkansas River Valley:**  
66% support a proposal to establish a national monument at Browns Canyon and the Arkansas River Valley. The proposal would allow continued vehicle access and public use of Browns Canyon such as hunting, fishing and rafting, while prohibiting new oil and gas drilling and other development.
- **Small business owners believe protecting public lands would positively impact small business opportunities, local job growth, the Colorado economy and more:**  
64% of owners believe designating new national parks and monuments would enhance local jobs and the economy, 53% say it would impact small business opportunities tied to public lands, and 51% of business owners believe designating new national parks and monuments would positively impact Colorado's ability to attract and retain entrepreneurs and new business.
- **Entrepreneurs strongly believe public lands are important to Colorado's economy and that we can protect our land and water *and* have a vibrant economy and create jobs:**  
A vast 93% feel national parks, forests, monuments and wildlife areas are important to Colorado's economy and 83% agree it's possible to protect land and water, create jobs *and* maintain a strong economy.
- **The vast majority of respondents agree public lands that draw visitors positively impact local businesses, and they do *not* support allowing private development of these lands if it would limit the public's enjoyment of them:**  
A sweeping 92% believe public spaces drawing tourists can boost business for local restaurants, hotels, grocery stores and more. Two-thirds believe allowing more private companies to develop such lands would limit the public's enjoyment of them.
- **By more than a 3:1 margin, small business owners in Colorado say their business is doing well, compared to those who say they aren't:**  
41% report their business is doing well, while only 12% say they're not doing well.
- **Respondents were diverse in industry and political affiliation, with Republicans outnumbering Democrats 2:1:**  
87% of owners reported they do *not* generate revenue from activities tied to public lands; only 13% of respondents said they do. Roughly 2 in 5 respondents own businesses in the professional services industry, 1 in 5 own businesses in retail or wholesale and the rest own businesses in a variety of other industries. Additionally, 53% identified as Republican or independent-leaning Republican, 28% identified as Democrat or independent-leaning Democrat and 18% identified as independent.

## Small Businesses Believe Protecting Public Lands Brings Business to Colorado

An overwhelming 63% of small business owners agree that access to parks, public lands and other outdoor opportunities is a large part of the reason they live and do business in Colorado, and 43% *strongly* agree. Of all the possible reasons behind someone’s decision about where to start a business—affordable rent, an area well-known for talent—it speaks volumes that nearly two-thirds attribute a large part of their reason to public lands. A similar 50% agree—4 in 10 strongly—that Colorado’s national parks, forests, monuments and wildlife habitats are essential parts of the state’s outdoor culture and quality of life, *in addition* to being a reason to run a business there.

**Figure 1: A majority of Colorado small business owners choose to do business there because of opportunities tied to public lands**

Please indicate which of these statements comes closer to your point of view, even if neither one is exactly right.



## Owners Favor 'All-of-the-Above' Energy Approach That Protects Public Lands; Support Establishing New National Monument

There is a federal proposal, put forth by the Obama Administration and some members of Congress, to pursue an 'all-of-the-above' energy policy that promotes development of various energy sources including solar, wind, biofuels, natural gas, oil and coal. Seventy-two percent of owners support this proposal.

What's more, if an extra step were taken to protect public lands, 55% would be even more likely to support it. That's more than twice as many (26%) who would be less likely.

**Figure 2: Small businesses strongly support an 'all of the above' energy policy if it also protects public lands in Colorado**

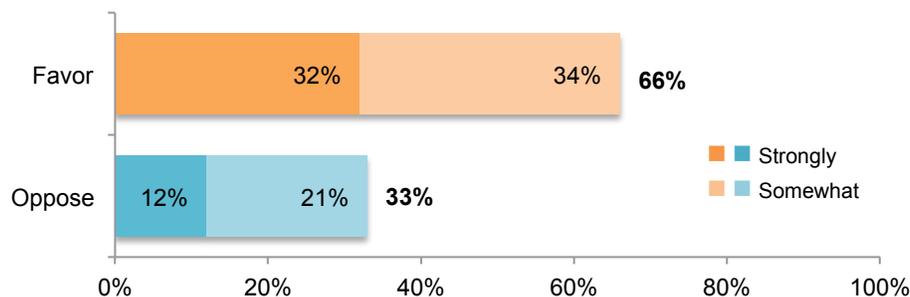
If this "all of the above" energy policy took an extra step to also include protecting public land so that some places in Colorado would remain open and accessible to visitors and free of development would you be more likely to support the "all of the above" energy policy from Congress and the Obama Administration, less likely to support this policy or would it make no difference either way?



A proposal on the table right now in Colorado would establish a national monument at Browns Canyon and the Arkansas River Valley. A strong two-thirds (66%) support this proposal, which would allow continued vehicle access and public use of Browns Canyon, such as hunting, fishing and rafting. New oil and gas drilling and other development would be prohibited.

**Figure 3: Small businesses support a proposal to designate Browns Canyon and the Arkansas River Valley as a national monument**

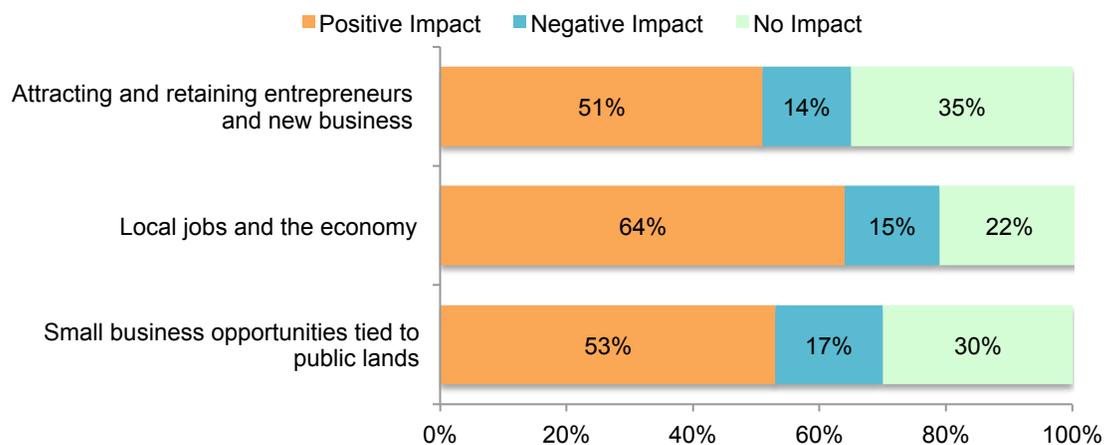
There is a proposal to designate public lands in Browns Canyon and the Arkansas River Valley, near Buena Vista, Colorado, as a national monument... This designation as a national monument would allow continued vehicle access and public uses in Browns Canyon and the Arkansas River Valley such as hunting, fishing, mountain biking, and rafting. It would prohibit new oil and gas drilling, mining, and other forms of development. Would you favor or oppose a proposal to designate a new national monument at Browns Canyon and the Arkansas River Valley?



In addition, 53% agree protecting public lands by designating new national monuments and national parks would positively impact small business opportunities tied to public lands. A similar 51% say it would help Colorado attract and retain entrepreneurs and new businesses, and by a 4:1 ratio, they believe protecting public lands would positively (rather than negatively) impact local jobs and the economy. Another 46% believe it would help the state attract and retain skilled workers.

■ **Figure 4: Small businesses believe protecting public lands in Colorado has a positive impact on small businesses, local jobs and the economy, among other issues**

Generally speaking, do you believe protecting public lands in Colorado by doing such things as designating new national parks and national monuments on existing public lands has a positive impact, negative impact, or no real impact on the following:

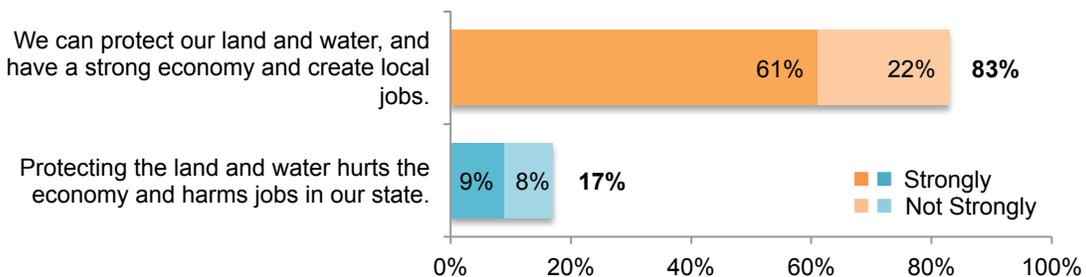


## Vast Majority Agree Preserving Public Lands is Good for Local Business, Jobs and the Economy; Oppose Excessive Development

With so many entrepreneurs saying monuments, national parks and the like are important to them and to their local economies, it's not surprising more than 4 in 5 owners (83%) believe we can protect land and water while maintaining a strong economy and creating local jobs.

■ **Figure 5: Small business owners strongly believe we can protect our land and water and have a strong economy and create local jobs**

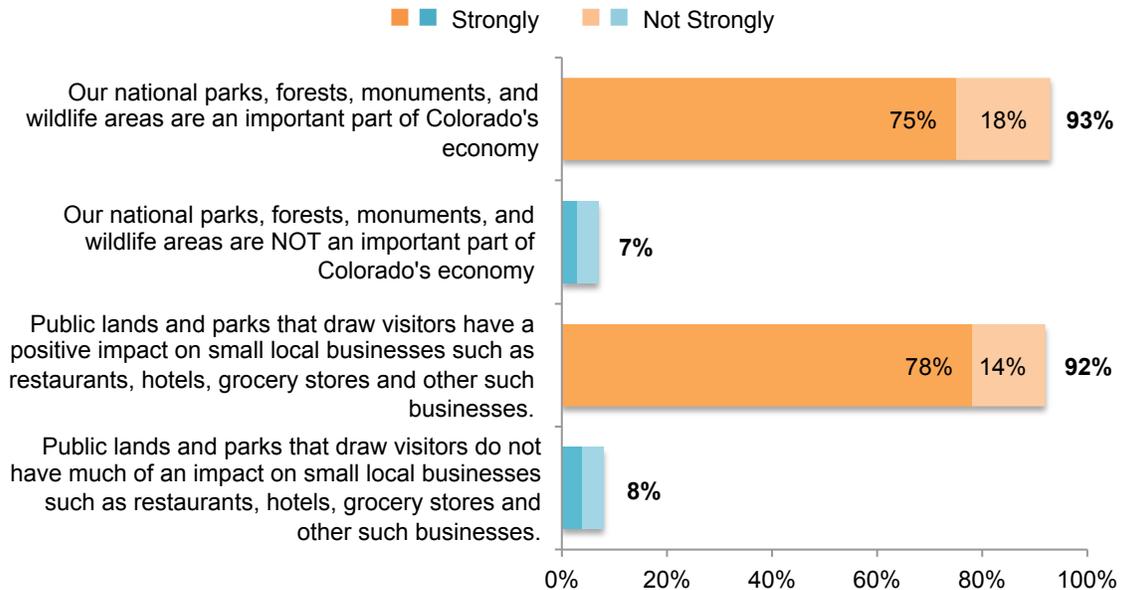
Which of the following statements comes closest to your own views, even if neither statement matches your views exactly?



A sweeping 93% feel that national parks, forests, monuments and wildlife areas are important to Colorado’s economy, and more specifically, 92% agree public lands and parks that draw tourists are good for business at local restaurants, hotels, grocery stores and more.

**Figure 6: Small business owners believe public lands and wildlife areas are an important part of Colorado’s economy**

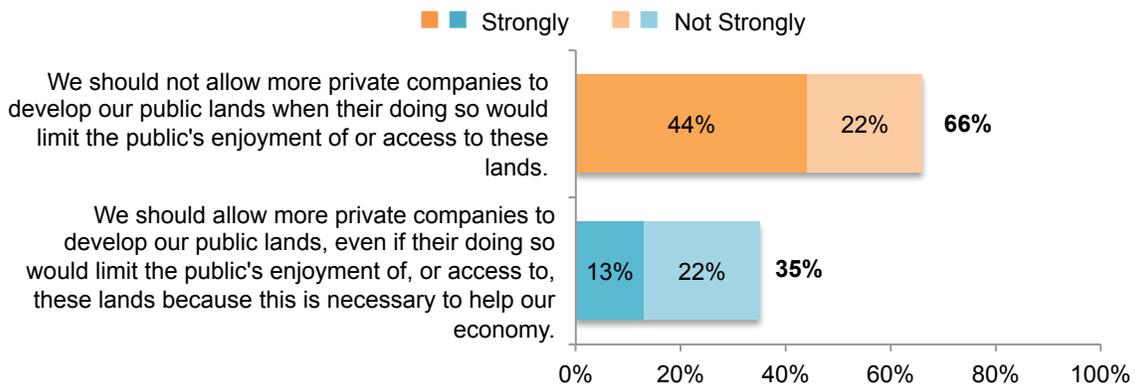
Please indicate which of these statements comes closer to your point of view, even if neither one is exactly right.



When it comes to developing Colorado’s public lands, 66% agree private companies should not be allowed to develop public lands when doing so would limit the public’s enjoyment of those spaces, and 57% feel designating new national parks and national monuments on existing public lands has a positive impact on controlling overdevelopment.

**Figure 7: Small businesses do not support allowing more private companies to develop public lands when doing so would limit the public’s enjoyment of them**

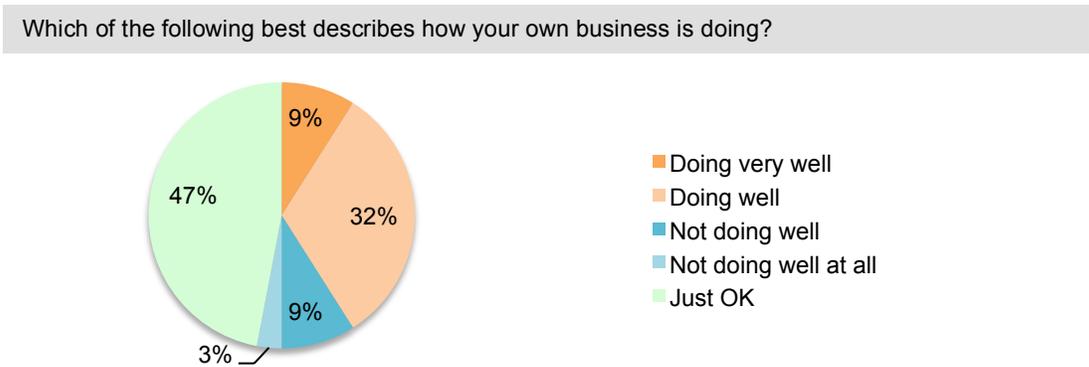
Please indicate which of these statements comes closer to your point of view, even if neither one is exactly right.



When asked about the impact protecting public lands would have on specific aspects of living in Colorado, 73% of small business owners felt it would positively impact clean air and water, 78% said quality of life would be preserved, 77% said protecting public lands would help maintain what's best about Colorado and 69% said it would protect their culture and heritage.

Colorado small business owners were also asked to gauge how their businesses are faring under current economic conditions. Forty-one percent believe their business is doing well and 47% say their business is at least doing OK, while only 12% say they're not doing well.

■ **Figure 8: By a 3:1 margin, small businesses in Colorado say their business is doing well, compared to business owners who say they are not doing well**



## Conclusion

Colorado small business owners, like many others across the nation, have been hit hard by the recession. However, they are expressing optimism about the future, and as they work to grow their businesses and bolster local economies, they need the support of small business-friendly policies. With poll results revealing the important role public lands often play in entrepreneurs' decisions to open businesses in Colorado, it's evident they've seen firsthand that protecting public lands can attract business. Taking smart steps to preserve Colorado's natural assets—such as establishing national monuments and pursuing energy policies that include provisions to protect public lands—is good for business, according to job creators across an array of industries. They're the backbone of our economy and now is as good a time as any to help them, considering the current economic climate. Whether they're flourishing or working to get back on their feet, it's important to preserve what makes their communities and businesses unique and desirable—public lands.

## Methodology

This poll reflects an Internet survey of 400 small business owners in Colorado, Arizona, Nevada and New Mexico, drawn from Research Now Panel and conducted by Greenberg Quinlan Rosner Research for Small Business Majority. The survey was conducted from May 1-7, 2012. The overall margin of error is +/- 4.9%.

## Poll Toplines

May 1 – 7, 2012

134 Small business owners of 100 or fewer employees

Q.3 Do you own your own business?

.....	<b>CO</b>
Yes.....	100
No .....	-
Not sure .....	-
(ref:SBOSCR)	

Q.4 How many people are directly employed by your business or company, including yourself?

.....	<b>CO</b>
1.....	25
2-5.....	49
6-10.....	14
11-25.....	9
26-50.....	1
51-100.....	1
More than 100 .....	-
(ref:NUMEMPLY)	

Q.5 Which of the following statements comes closest to your own views, even if neither statement matches your views exactly?

We can protect our land and water, and have a strong economy and create local jobs.

OR

Protecting the land and water hurts the economy and harms jobs in our state.

.....	<b>CO</b>
First statement, strongly .....	61
First statement, not strongly.....	22
Second statement, not strongly.....	9
Second statement, strongly.....	8
(Don't know/refused).....	-

<b>Total First .....</b>	<b>83</b>
<b>Total Second.....</b>	<b>17</b>

<b>First - Second .....</b>	<b>66</b>
(ref:STATEMNT)	

Q.6 Please indicate which of these statements comes closer to your point of view, even if neither one is exactly right.

	1st Stmt Strng	1st Stmt NtStr	2nd Stmt NtStr	2nd Stmt Strng	Total 1st	Total 2nd	1st - 2nd
6 Our national parks, forests, monuments, and wildlife habitat are an essential part of (STATE'S) outdoor culture and quality of life and one of reasons why I want to live and run a business in this area. OR Our national parks, forests, monuments, and wildlife habitat are an essential part of (STATE'S) outdoor culture and quality of life, but unrelated to why I established my business here.	41	9	17	33	50	50	0
7 Our national parks, forests, monuments, and wildlife areas are an important part of (STATE'S) economy. OR Our national parks, forests, monuments, and wildlife areas are NOT an important part of (STATE'S) economy	75	18	4	3	93	7	86
8 We should not allow more private companies to develop our public lands when their doing so would limit the public's enjoyment of or access to these lands. OR We should allow more private companies to develop our public lands, even if their doing so would limit the public's enjoyment of, or access to, these lands because this is necessary to help our economy	44	22	22	13	66	34	31
9 Public lands and parks that draw visitors have a positive impact on small local businesses such as restaurants, hotels, grocery stores and other such businesses. OR Public lands and parks that draw visitors do not have much of an impact on small local businesses such as restaurants, hotels, grocery stores and other such businesses.	78	14	4	4	92	8	83
10 Access to parks and public lands and outdoor opportunities is a large part of the reason I moved to (STATE) and continue to operate my business here. OR Access to parks and public lands and outdoor opportunities is NOT a large part of the reason I moved to (STATE) and continue to operate my business here.	43	20	20	17	63	37	25

(ref:VALUES06)

Q.11 Generally speaking, do you believe protecting public lands in (STATE) by doing such things as designating new national parks and national monuments on existing public lands has a positive impact, negative impact, or no real impact on the following:

	<b>Pos Imp</b>	<b>Neg Imp</b>	<b>No Imp</b>	<b>Pos - Neg</b>
11 Small business opportunities tied to public lands <b>Colorado</b> .....	53	17	30	<b>36</b>
12 Local jobs and the economy <b>Colorado</b> .....	64	15	22	<b>49</b>
13 Attracting and retaining high quality workers to the state <b>Colorado</b> .....	46	7	47	<b>39</b>
14 The quality of life <b>Colorado</b> .....	78	5	17	<b>73</b>
15 Protecting clean air and water <b>Colorado</b> .....	73	5	21	<b>68</b>
16 Controlling overdevelopment <b>Colorado</b> .....	57	15	28	<b>42</b>
17 Maintaining what is best about (STATE) <b>Colorado</b> .....	77	4	19	<b>72</b>
18 Protecting our culture and heritage <b>Colorado</b> .....	69	5	25	<b>64</b>
19 Attracting and retaining entrepreneurs and new business <b>Colorado</b> ..... (ref:REGIMPCT)	51	14	35	<b>37</b>

Q.21 (ASK CO) There is a proposal to designate public lands in Browns Canyon and the Arkansas River Valley, near Buena Vista, Colorado, as a national monument. The president can designate new national monuments on public land already managed by the federal government. This designation already provides other public lands in Colorado protection from development, such as Colorado National Monument in Grand Junction. This designation as a national monument would allow continued vehicle access and public uses in Browns Canyon and the Arkansas River Valley such as hunting, fishing, mountain biking, and rafting. It would prohibit new oil and gas drilling, mining, and other forms of development. Would you favor or oppose a proposal to designate a new national monument at Browns Canyon and the Arkansas River Valley?

.....	<b>CO</b>
Strongly favor .....	32
Somewhat favor .....	34
Somewhat oppose.....	21
Strongly oppose .....	12
(Don't know/refused) .....	-
<b>Total Favor</b> .....	<b>66</b>
<b>Total Oppose</b> .....	<b>34</b>
<b>Favor - Oppose</b> .....	<b>32</b>
(ref:MONU2)	

Q.22 As you may have heard, some in Congress and the Obama administration are calling for an "all of the above" energy policy that promotes development of a diverse mix of energy resources, including solar, wind, biofuels, natural gas, oil and coal. This policy would include opening up more land for drilling, as well as continued investments in clean energy. Generally speaking, do you favor or oppose this energy policy?

.....	<b>CO</b>
Strongly favor .....	15
Somewhat favor .....	57
Somewhat oppose.....	18
Strongly oppose .....	10
(Don't know/refused) .....	-
<b>Total Favor .....</b>	<b>72</b>
<b>Total Oppose .....</b>	<b>28</b>
<b>Favor - Oppose .....</b>	<b>44</b>
(ref:ALLABOV)	

Q.23 If this "all of the above" energy policy took an extra step to also include protecting public land so that some places in (STATE) would remain open and accessible to visitors and free of development would you be more likely to support the "all of the above" energy policy from Congress and the Obama Administration, less likely to support this policy or would it make no difference either way?

.....	<b>CO</b>
Much more likely.....	21
Somewhat more likely .....	34
Somewhat less likely .....	14
Much less likely .....	11
No Difference.....	20
(Not sure/refused).....	-
<b>Total More Likely .....</b>	<b>55</b>
<b>Total Less Likely.....</b>	<b>26</b>
<b>More Likely - Less Likely .....</b>	<b>29</b>
(ref:ALABOV2)	

Q.24 These last questions are for statistical purposes only: Which of the following categories best describes your business?

.....	<b>CO</b>
Professional services .....	42
Retail or wholesale .....	20
Education, health care or a non-profit organization.....	1
Construction .....	6
Industry or manufacturing.....	5
Transportation or utilities.....	2
Agriculture.....	1
Food services or production.....	1
Other (write in).....	23
(Refused) .....	-
(ref:BUSTYPE)	

Q.25 Does your business generate revenue from activities tied to public lands? Some examples would include selling outdoor equipment, offering kayaking or mountain bike tours or owning a business that relies on tourism due to a nearby park or public land recreation area like a restaurant, gas station or hotel?

.....	<b>CO</b>
Yes.....	13
No .....	87
(Don't know/refused).....	-
(ref:RECBUS)	

Q.26 Do you belong to any of the following business organizations? Please check all that apply.

.....	<b>CO</b>
A trade association in your industry.....	24
Other business organization .....	25
Your local chamber of commerce.....	17
National Federation of Independent Business .....	4
The U.S. Chamber of Commerce.....	-
None .....	46
(ref:ORGTTYPE)	

Q.27 In what year were you born?

.....	<b>CO</b>
18 - 24 .....	1
25 - 29.....	1
30 - 34.....	5
35 - 39.....	4
40 - 44.....	7
45 - 49.....	13
50 - 54.....	18
55 - 59 .....	16
60 - 64.....	16
65 and over .....	19
(No answer) .....	-
(ref:AGE)	

Q.28 How long have you lived in (STATE)?

.....	<b>CO</b>
1-5 years .....	11
6-12 years.....	15
13-20 years .....	13
More than 20 years, but not your whole life.....	42
Your whole life.....	19
(Don't know/refused) .....	-
(ref:LOCAL)	

Q.29 Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

.....	<b>CO</b>
Democrat .....	17
Independent-lean Democrat .....	11
Independent .....	18
Independent-lean Republican .....	18
Strong Republican .....	35
Other .....	1
Refused .....	-
(ref:PTYID1)	

Q.32 Which of the following best describes how your own business is doing?

.....	<b>CO</b>
Doing very well .....	9
Doing well .....	32
Just OK .....	47
Not doing well .....	9
Not doing well at all.....	3
<b>Total Well.....</b>	<b>41</b>
<b>Total Not Well .....</b>	<b>12</b>
(ref:OWNBUS)	

Q.2 What is your gender?

.....	<b>CO</b>
Male .....	60
Female .....	40
(ref:GENDER)	