



Opinion Poll

New Mexico Small Business Owners Support 'All-of-the-Above' Energy Policy that Protects Public Lands

June 21, 2012

Small Business Majority

1101 14th Street, NW, Suite 1001

Washington, DC 20005

(202) 828-8357

www.smallbusinessmajority.org

Table of Contents

Executive Summary	3
Main Findings	4
Small Businesses Believe Protecting Public Lands Brings Business to New Mexico	5
Owners Favor ‘All-of-the-Above’ Energy Approach That Protects Public Lands; Support Establishing New National Monuments.....	6
Vast Majority Agree Preserving Public Lands is Good for Local Business, Jobs and the Economy; Oppose Excessive Development	8
Conclusion	10
Methodology.....	10
Poll Toplines.....	11

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 small business owners in New Mexico 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 New Mexico. Two in five 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 3 in 10 *strongly* agreeing. Of all the reasons behind someone's decision about where to start a business, it speaks volumes that more than one-third attribute a large part of their reason to public lands. Similarly, 36% 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.

With regard 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, coal 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. New Mexico owners are three 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 four out of five small business owners in New Mexico support designating additional public lands as national monuments, and more than half agree protecting public lands by designating new national monuments and national parks would positively impact small business opportunities tied to public lands. By greater than a 5:1 ratio, New Mexico small business owners believe protecting public lands would positively (rather than negatively) impact local jobs and the economy. In addition, three-quarters 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 10% 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: 55% identified as Republican or independent-leaning Republican, 35% identified as Democrat or independent-leaning Democrat and 8% identified as independent.

This poll reflects an Internet survey of 400 small business owners in New Mexico, Arizona, Colorado and Nevada, drawn from Research Now Panel and conducted by Greenberg Quinlan Rosner Research for Small Business Majority. Fifty-three New Mexico small business owners were polled.

Main Findings

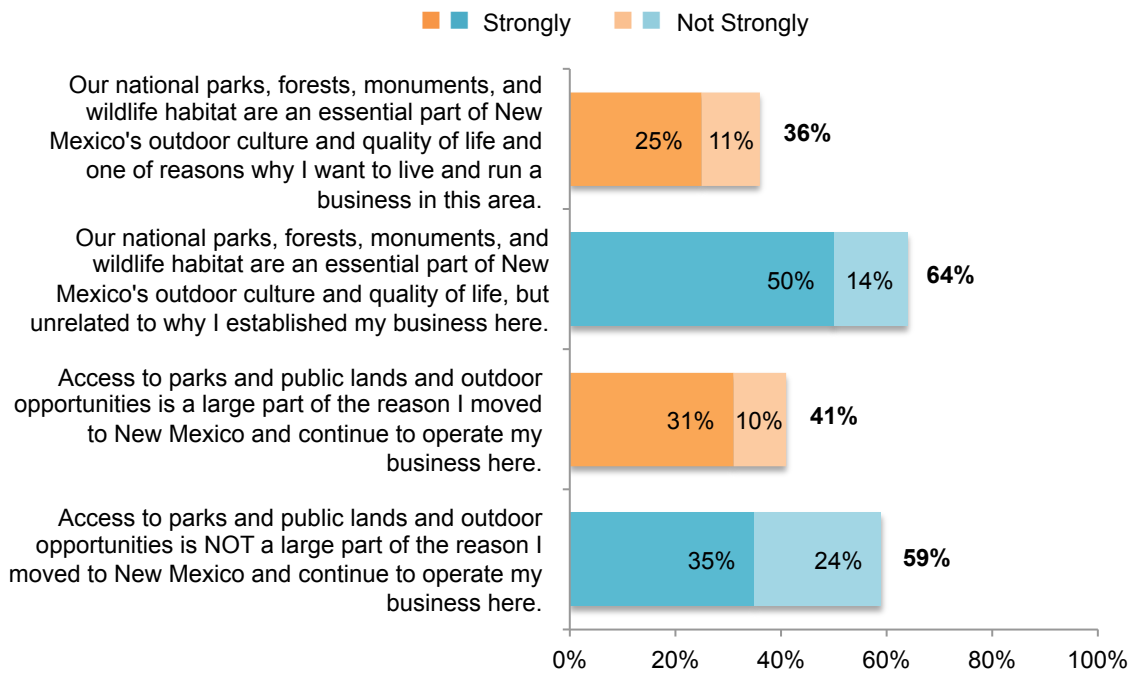
- **Of the myriad reasons to do business somewhere, nearly half of New Mexico entrepreneurs choose to do business in the state because of opportunities tied to public lands:**
41% agree access to parks, public lands and other outdoor opportunities is a large part of the reason they live and do business in New Mexico, and 31% strongly agree. Moreover, 36% agree (1 in 4 *strongly* agree) that New Mexico'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.
- **New Mexico 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 73%, 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, 62% would be more likely to support it. That's three times the number who would be less likely (21%).
- **Four in five support designating additional public lands as national monuments:**
81% support designating more of New Mexico's existing public lands as national monuments. Doing so would ensure natural areas and water in these regions would enjoy protections similar to those of the El Malpais, Bandelier and Tent Rocks national monuments in New Mexico.
- **Small business owners believe protecting public lands would positively impact small business opportunities, local job growth, the New Mexico economy and more:**
57% of owners believe designating new national parks and monuments would enhance local jobs and the economy, 54% say it would impact small business opportunities tied to public lands.
- **Entrepreneurs strongly believe public lands are important to the state's economy and that we can protect our land and water *and* have a vibrant economy and create jobs:**
A vast 92% feel national parks, forests, monuments and wildlife areas are important to New Mexico's economy and 75% 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 94% believe public spaces drawing tourists can boost business for local restaurants, hotels, grocery stores and more, and 6 in 10 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 New Mexico say their business is doing well, compared to those who say they aren't:**
39% report their business is doing well, while only 12% say they're not doing well.
- **Respondents were diverse in industry and political affiliation:**
90% of owners reported they do *not* generate revenue from activities tied to public lands. Roughly half 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, 55% identified as Republican or independent-leaning Republican, 35% identified as Democrat or independent-leaning Democrat and 8% identified as independent.

Small Businesses Believe Protecting Public Lands Brings Business to New Mexico

Forty-one percent 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 New Mexico, and 31% *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 and more—it speaks volumes that close to half attribute a large part of their reason to public lands. A similar 36% agree—1 in 4 strongly—that New Mexico’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: New Mexico 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.

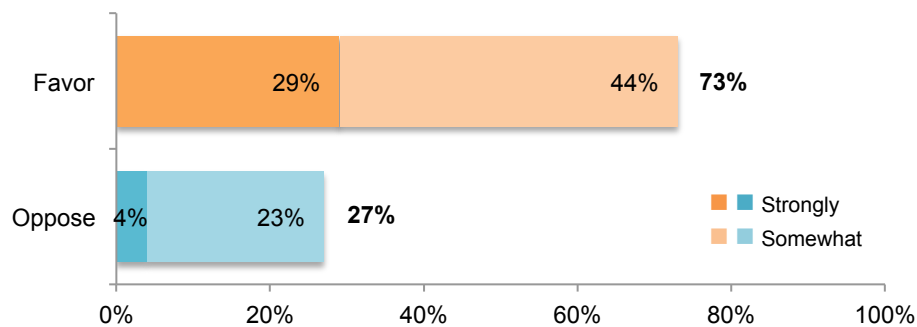


Owners Favor 'All-of-the-Above' Energy Approach That Protects Public Lands; Support Establishing New National Monuments

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-three percent of owners support this proposal.

■ **Figure 2: Small businesses support the president's 'all-of-the-above' approach for developing energy sources**

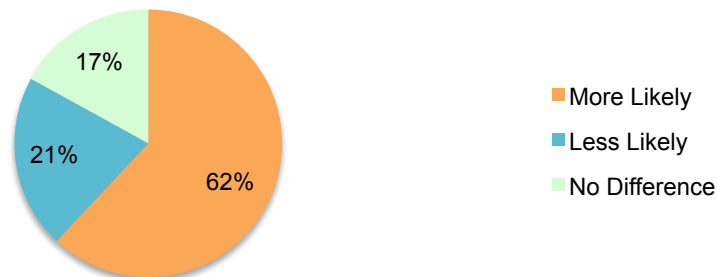
As you may have heard, some in Congress and the Obama administration are calling for an "all of the above" energy policy that promotes development of a diverse mix of energy resources, including solar, wind, biofuels, natural gas, oil and coal. This policy would include opening up more land for drilling,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



What's more, if an extra step were taken to protect public lands, 62% would be even more likely to support it. That's three times as many (21%) who would be less likely.

■ **Figure 3: Small businesses strongly support an 'all of the above' energy policy if it also protects public lands in New Mexico**

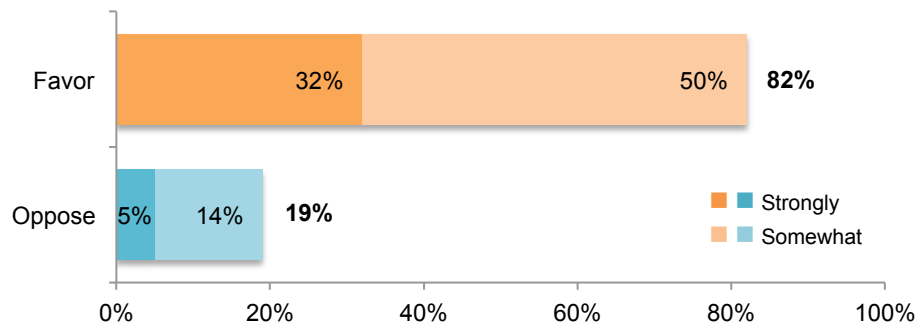
If this "all of the above" energy policy took an extra step to also include protecting public land so that some places in New Mexico would remain open and accessible to visitors and free of development would you be more likely to support the "all of the above" energy policy from Congress and the Obama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



Past presidents have taken steps to ensure protections for land and water in New Mexico by designating some of the state’s public lands as national monuments. El Malpais, Bandelier and Tent Rocks are examples. When it comes to designating additional public lands as national monuments, a sweeping 81% of New Mexico entrepreneurs are in support of doing so.

■ **Figure 4: Small businesses broadly support designating new national monuments in New Mexico**

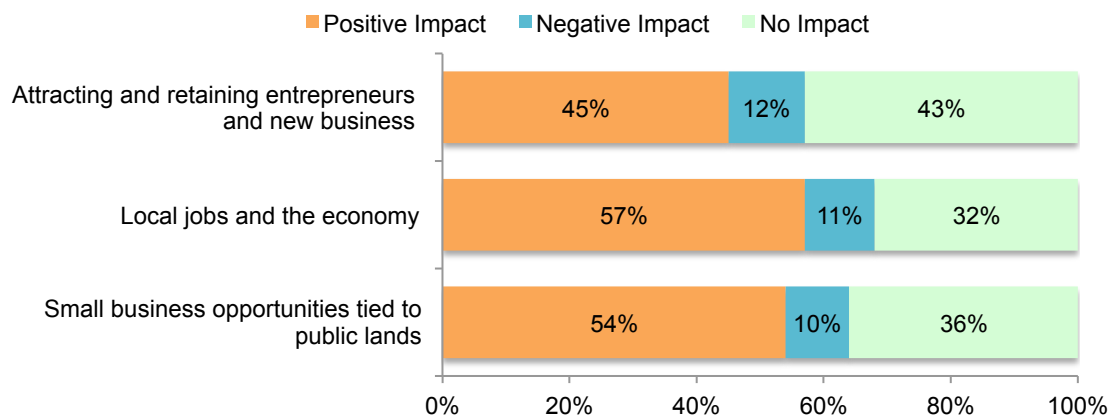
Now, some of the public lands in New Mexico have been designated as National Monuments by past presidents, such as El Malpais, Bandelier, and Tent Rocks National Monuments, with protections for natural areas and water similar to those in national parks. Would you favor or oppose designating more of our existing public lands as national monuments?



In addition, 54% agree protecting public lands by designating new national monuments and national parks would positively impact small business opportunities tied to public lands, and by a 5:1 ratio they believe protecting public lands would positively impact local jobs and the economy.

■ **Figure 5: Small businesses believe protecting public lands in New Mexico has a positive impact on small businesses, local jobs and the economy, among other issues**

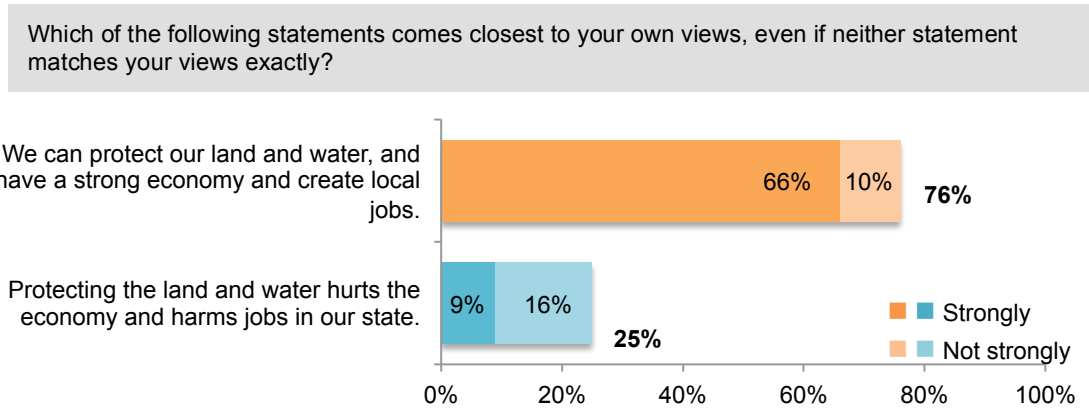
Generally speaking, do you believe protecting public lands in New Mexico by doing such things as designating new national parks and national monuments on existing public lands has a positive impact, negative impact, or no real impact on the following:



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 3 in 4 owners believe we can protect land and water while maintaining a strong economy and creating local jobs.

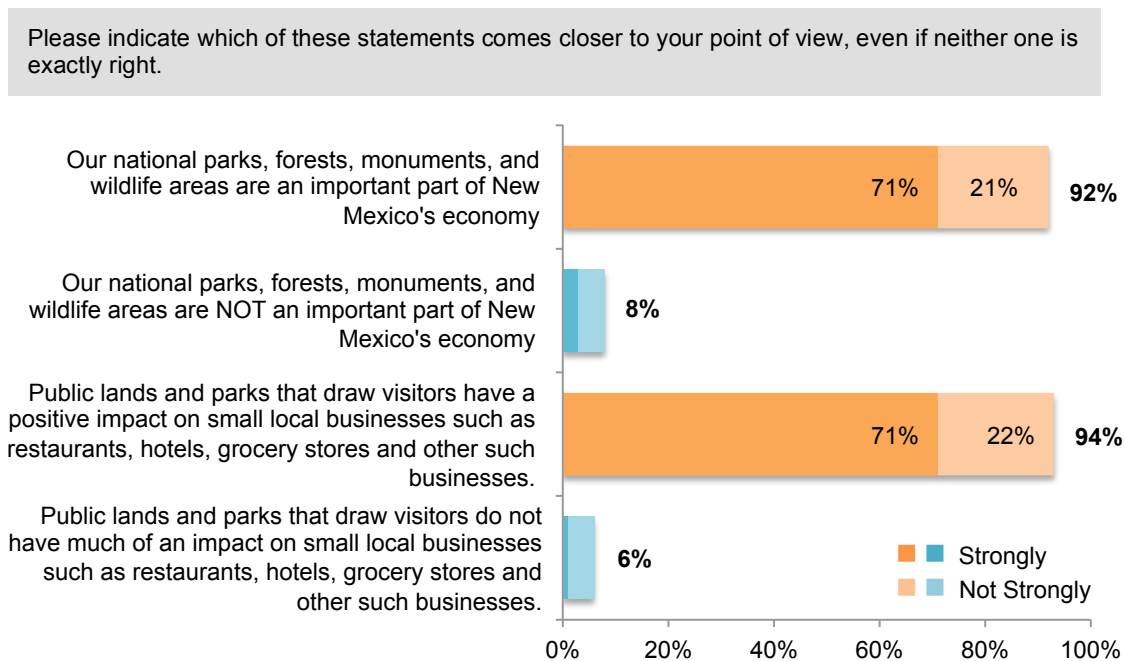
Figure 6: Small business owners strongly believe we can protect our land and water and have a strong economy and create local jobs



The numbers add up to more than 100% due to rounding.

A sweeping 92% feel that national parks, forests, monuments and wildlife areas are important to New Mexico's economy, and more specifically, 94% agree public lands and parks that draw tourists are good for business at local restaurants, hotels, grocery stores and more.

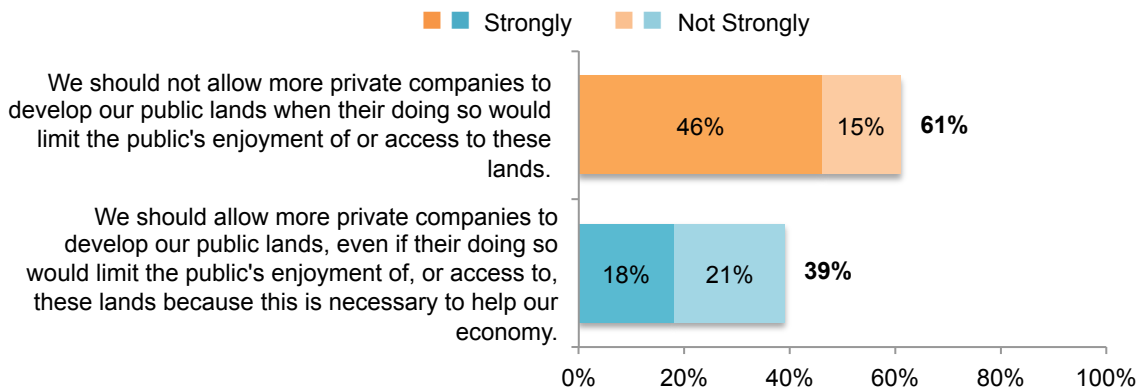
Figure 7: Small business owners believe public lands and wildlife areas are an important part of New Mexico's economy



When it comes to developing New Mexico’s public lands, 61% agree private companies should not be allowed to develop public lands when doing so would limit the public’s enjoyment of those spaces, and 60% feel designating new national parks and national monuments on existing public lands has a positive impact on controlling overdevelopment.

Figure 8: 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.

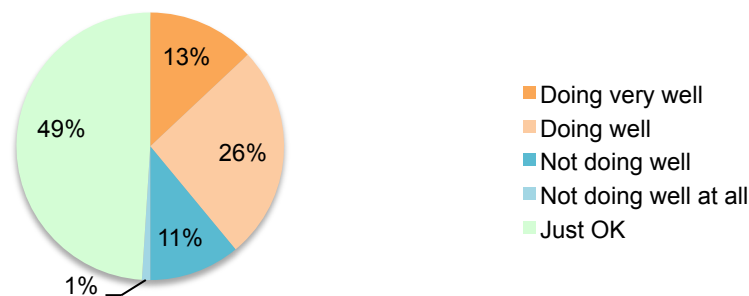


When asked about the impact protecting public lands would have on specific aspects of living in New Mexico, 75% of small business owners felt it would positively impact clean air and water, 85% said quality of life would be preserved, 80% said protecting public lands would help maintain what’s best about New Mexico and 80% said it would protect their culture and heritage.

New Mexico small business owners were also asked to gauge how their businesses are faring under current economic conditions. Thirty-nine percent believe their business is doing well and 49% say their business is at least doing OK, while only 12% say they’re not doing well.

Figure 9: By a 3:1 margin, small businesses in New Mexico say their business is doing well, compared to business owners who say they are not doing well

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



Conclusion

New Mexico 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, balanced energy policies. That means taking smart steps to preserve New Mexico's natural assets—such as pursuing a balanced 'all-of-the-above' energy approach that includes provisions to protect public lands. According to job creators across an array of industries, it's good for business: poll results reveal the important role public lands play in close to half of entrepreneurs' decisions to open businesses in New Mexico. It's evident small business owners have seen firsthand that protecting these lands can attract business. Small employers are the backbone of our economy and now is as good a time as any to help them, considering the current economic climate. Whether New Mexico entrepreneurs are flourishing or working to get back on their feet, it's important to ensure new energy policies preserve what makes their state's communities and businesses unique and desirable—public lands.

Methodology

This poll reflects an Internet survey of 400 small business owners in New Mexico, Arizona, Colorado and Nevada, 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

400 Small business owners of 100 or fewer employees (Total)

53 New Mexico small business owners

Q.3 Do you own your own business?

	NM	Total
Yes.....	100	100
No	-	-
Not sure	-	-
(ref:SBOSCR)		

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

	NM	Total
1.....	25	25
2-5.....	55	52
6-10.....	2	10
11-25.....	11	9
26-50.....	7	2
51-100.....	-	2
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.

	NM	Total
First statement, strongly.....	66	65
First statement, not strongly.....	10	17
Second statement, not strongly.....	16	11
Second statement, strongly.....	9	7
(Don't know/refused).....	-	-
Total First	75	81
Total Second.....	25	19
First - Second	50	63
(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.							
New Mexico	25	11	14	50	36	64	-28
Total	32	9	16	43	40	60	-19
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							
New Mexico	71	21	5	3	92	8	84
Total	71	18	7	4	89	11	77
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							
New Mexico	46	15	21	18	61	39	22
Total	43	19	23	15	63	37	25
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.							
New Mexico	71	22	5	1	94	6	87
Total	76	15	5	5	90	10	81
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.							
New Mexico	31	10	24	35	41	59	-19
Total	30	18	20	32	48	52	-3

(ref:VALUESo6)

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:

	Pos Imp	Neg Imp	No Imp	Pos - Neg
11 Small business opportunities tied to public lands				
New Mexico	54	10	36	44
Total	57	14	28	43
12 Local jobs and the economy				
New Mexico	57	11	32	46
Total	65	12	23	53
13 Attracting and retaining high quality workers to the state				
New Mexico	43	2	55	41
Total	48	5	47	43
14 The quality of life				
New Mexico	85	-	15	85
Total	77	4	18	73
15 Protecting clean air and water				
New Mexico	75	-	25	75
Total	72	4	24	69
16 Controlling overdevelopment				
New Mexico	60	17	22	43
Total	61	13	26	48
17 Maintaining what is best about (STATE)				
New Mexico	80	5	15	76
Total	76	5	20	71
18 Protecting our culture and heritage				
New Mexico	80	-	20	80
Total	72	4	25	68
19 Attracting and retaining entrepreneurs and new business				
New Mexico	45	12	43	33
Total	52	11	37	41

(ref:REGIMPCT)

[266 Respondents]

Q.20 (ASK IN NV, NM AND AZ) Now, some of the public lands in (STATE) have been designated as National Monuments by past presidents, such as ((IN AZ) the Montezuma Castle National Monument, Grand Canyon and Petrified Forest) (IN NV the Great Basin) (NM: El Malpais, Bandelier, and Tent Rocks National Monuments) with protections for natural areas and water similar to those in national parks. Would you favor or oppose designating more of our existing public lands as national monuments?

	NM	Total
Strongly favor	32	33
Somewhat favor	50	41
Somewhat oppose.....	14	18
Strongly oppose	5	7
(Don't know/refused)	-	-
Total Favor	81	75
Total Oppose	19	25
Favor - Oppose	63	49
(ref:MONU1)		

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?

	NM	Total
Strongly favor	29	23
Somewhat favor	44	51
Somewhat oppose.....	23	17
Strongly oppose	4	9
(Don't know/refused)	-	-
Total Favor	73	74
Total Oppose	27	26
Favor - Oppose	45	48
(ref:ALLLABOV)		

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?

	NM	Total
Much more likely.....	30	25
Somewhat more likely	32	34
Somewhat less likely	12	13
Much less likely	10	9
No Difference.....	17	20
(Not sure/refused).....	-	-
Total More Likely	62	58
Total Less Likely.....	21	22
More Likely - Less Likely	40	36
(ref:ALABOV2)		

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

	NM	Total
Professional services	51	44
Retail or wholesale	18	19
Education, health care or a non-profit organization.....	4	2
Construction	4	4
Industry or manufacturing.....	-	4
Transportation or utilities.....	-	2
Agriculture.....	2	1
Food services or production.....	5	3
Other (write in).....	16	20
(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?

	NM	Total
Yes.....	10	11
No	90	89
(Don't know/refused).....	-	-
(ref:RECBUS)		

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

	NM	Total
A trade association in your industry	55	39
Other business organization	19	24
Your local chamber of commerce.....	25	16
National Federation of Independent Business	4	4
The U.S. Chamber of Commerce.....	2	2
None	34	42
(ref:ORGTYPE)		

Q.27 In what year were you born?

	NM	Total
18 - 24	-	0
25 - 29	-	1
30 - 34	2	3
35 - 39	2	4
40 - 44.....	3	6
45 - 49.....	10	13
50 - 54.....	20	18
55 - 59	17	15
60 - 64.....	17	16
65 and over	28	23
(No answer)	-	-
(ref:AGE)		

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

	NM	Total
1-5 years	6	11
6-12 years.....	19	20
13-20 years	28	21
More than 20 years, but not your whole life.....	35	38
Your whole life.....	11	11
(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?

	NM	Total
Democrat	24	21
Independent-lean Democrat	11	10
Independent	8	12
Independent-lean Republican	14	15
Strong Republican	41	38
Other.....	2	3
Refused	-	-
(ref:PTYID1)		

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

	NM	Total
Doing very well.....	13	8
Doing well.....	26	32
Just OK	49	45
Not doing well	11	10
Not doing well at all.....	1	4
Total Well.....	39	40
Total Not Well	12	15
(ref:OWNBUS)		

Q.2 What is your gender?

	NM	Total
Male	60	60
Female	40	40
(ref:GENDER)		