



September 2016

Colorado Outdoor Business Alliance Colorado Business Survey Findings



GLOBALSTRATEGYGROUP
LEAD THE WAYSM



Colorado Business Owner Demographics

GENDER

Men	68
Women	32

AGE

18-44 years old	13
45-64 years old	52
Seniors 65+	28

EDUCATION

High School or Less	13
Some College	27
4-year College Graduate	36
Post-Graduate	22

POSITION

High-level executive	14
CEO/President/Owner	85

IDEOLOGY

Liberal	24
Moderate	25
Conservative	45

PARTY IDENTIFICATION

Democrat	22
Independent	46
Republican	32

RACE

White	82
Non-white	10

ENCOURAGES OUTDOOR ACTIVITIES

Yes	63
No	33

Key Findings

Business leaders in the state agree that protecting public lands is good for the economy, the state's brand, and its workforce.

- An overwhelming majority of this conservative-leaning group agrees on the economic benefits of protecting federally-held public lands in the state.

While business leaders recognize the positive impact of conservation efforts, a solid majority recognizes that turning public lands over to the state to sell to private developers would have especially negative impacts.

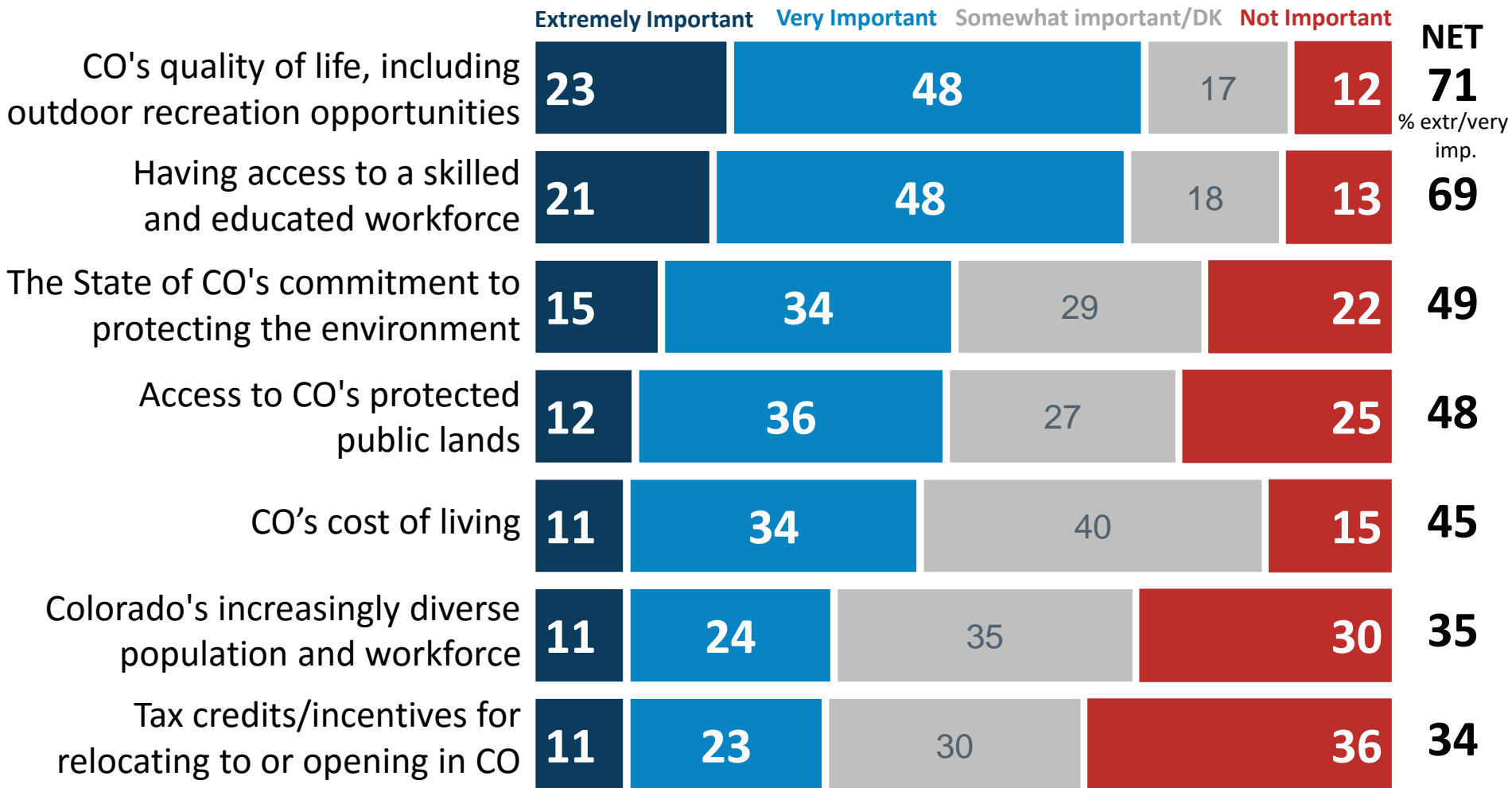
- Topping the list of conservation efforts business leaders say would have a very positive economic impact are protecting outdoor spaces, protecting rivers and streams, and safeguarding funding for new parks and public lands.

Colorado business leaders see public lands and quality of life in the state as inherently linked to and important for the success of the state's businesses.

- A majority of business leaders believe expanding protection and access to public lands will have a positive impact on quality of life in the state – which tops their list of important reasons to set up businesses in Colorado.

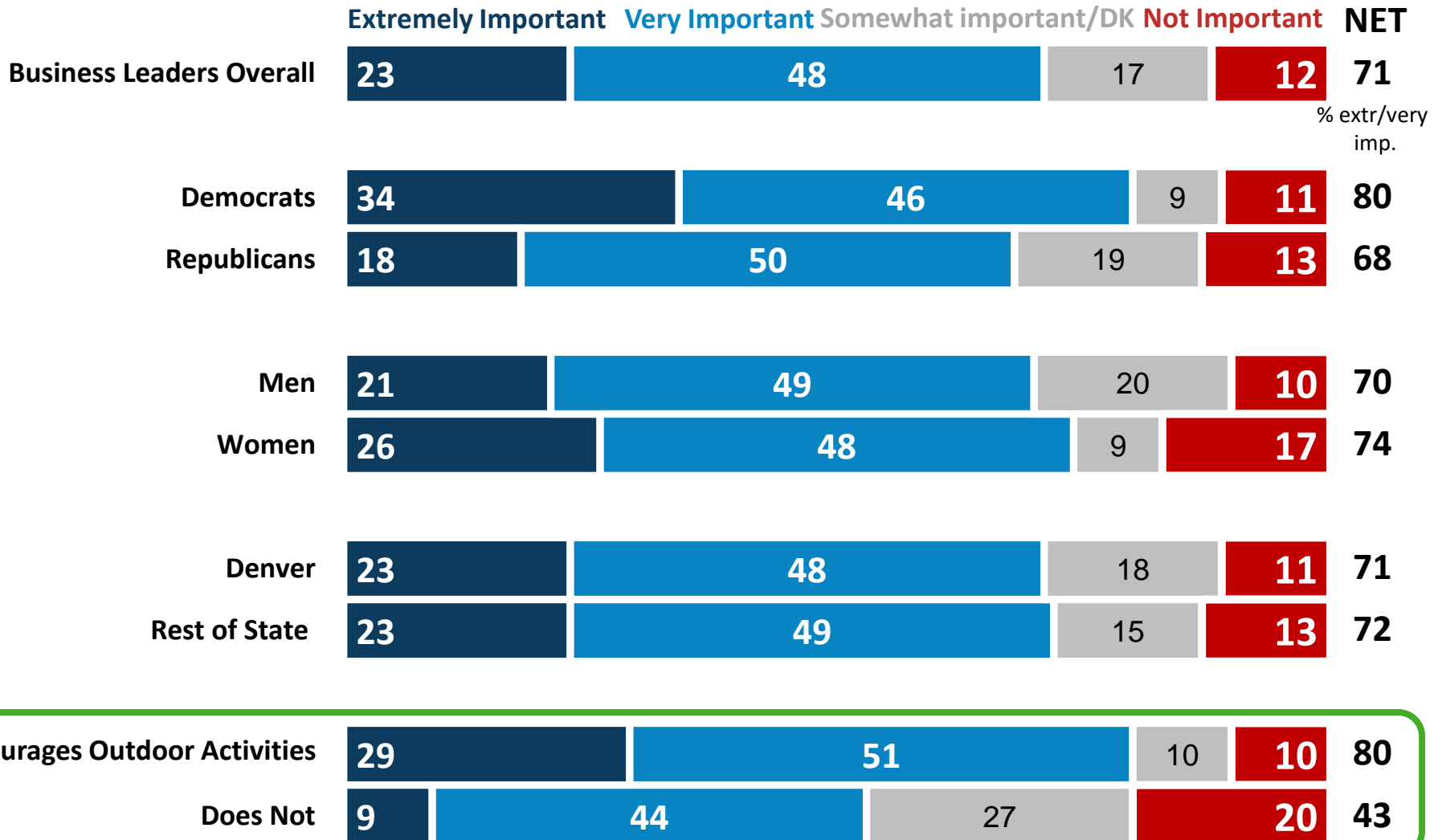
Business leaders rate access to public lands as a top reason to do business in CO – well ahead of financial motivators like tax credits and cost of living

Important Reasons to Locate Businesses in Colorado



Quality of life is a top reason to locate businesses in CO across demos – particularly among leaders whose companies encourage outdoor recreation

Importance of CO's Quality of Life As a Reason to Locate a Business in Colorado

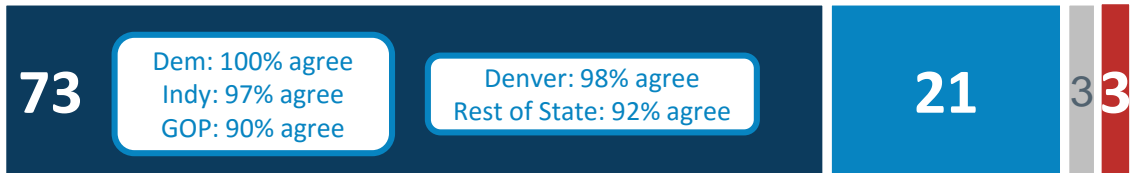


Business leaders across the partisan spectrum agree that protecting public lands is good for the economy, though they are more split on climate change

Agree/Disagree

Strongly Agree Somewhat Agree DK Disagree

Protecting CO's public lands is good for the state's economy



NET 94
% agree

CO's national public lands are essential to the state's brand



94

Access to CO's national public lands helps businesses in the state attract and retain a high-quality workforce



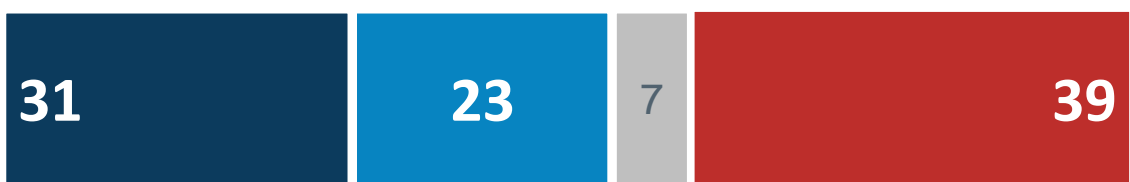
84

CO's elected officials should advance policies to conserve and improve access to public lands



76

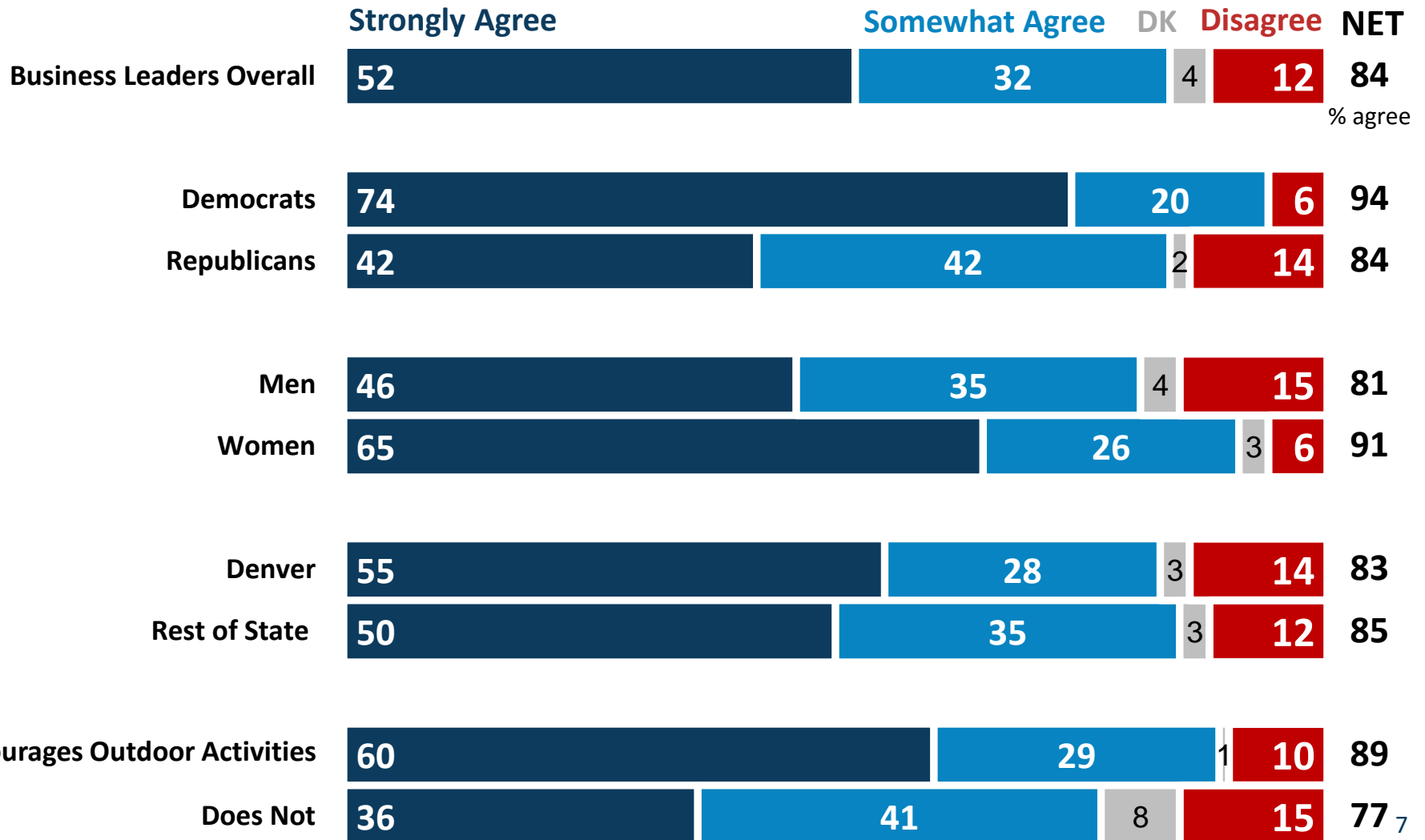
CO's being a leader in the fight to address climate change is an asset to the state's economy



54

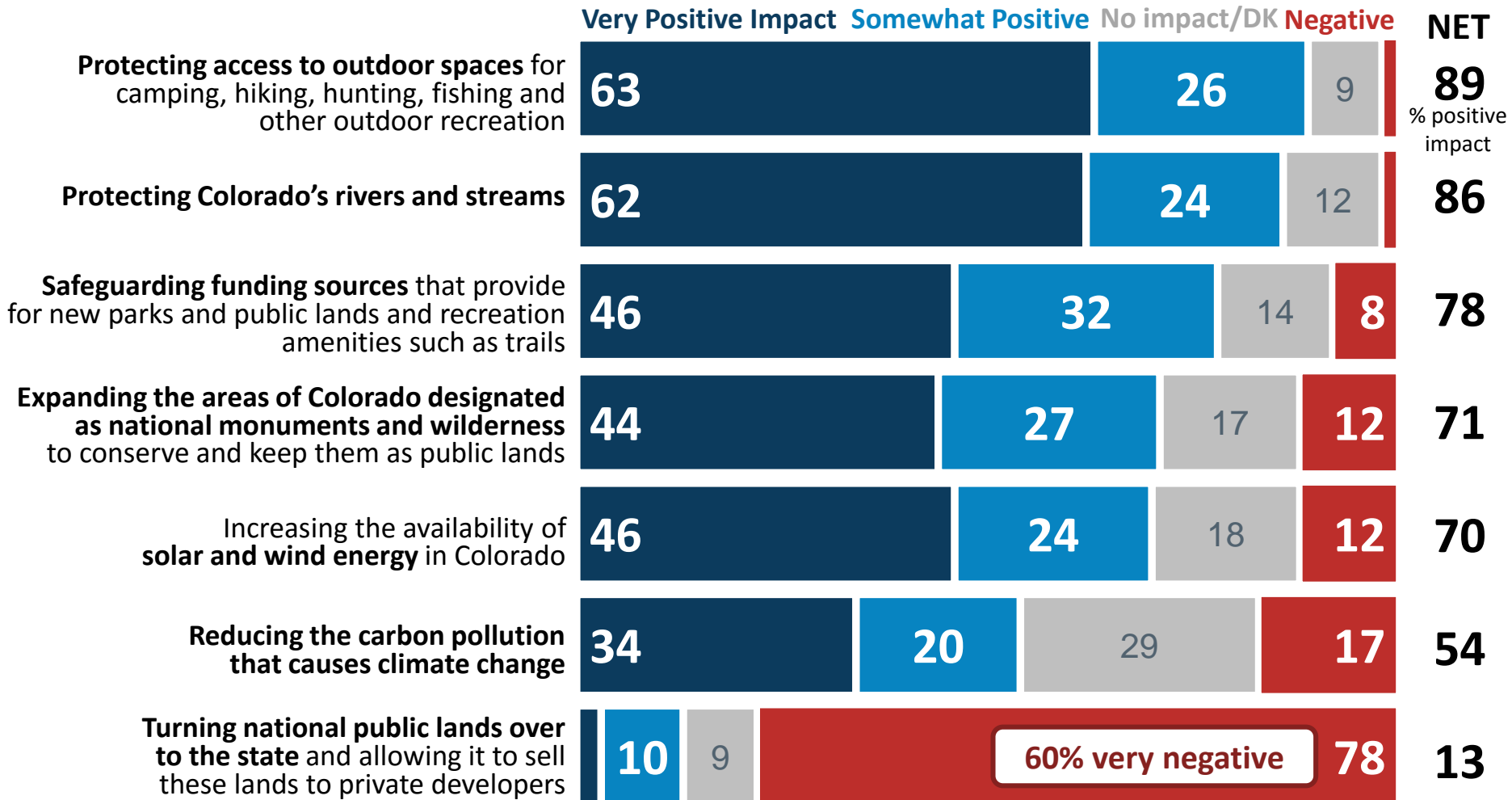
Business leaders across demos agree that access to public lands aids in attracting a quality workforce in CO – but differences in intensity by gender, party

Access to Public Lands Helps CO Businesses Attract/Retain a Quality Workforce



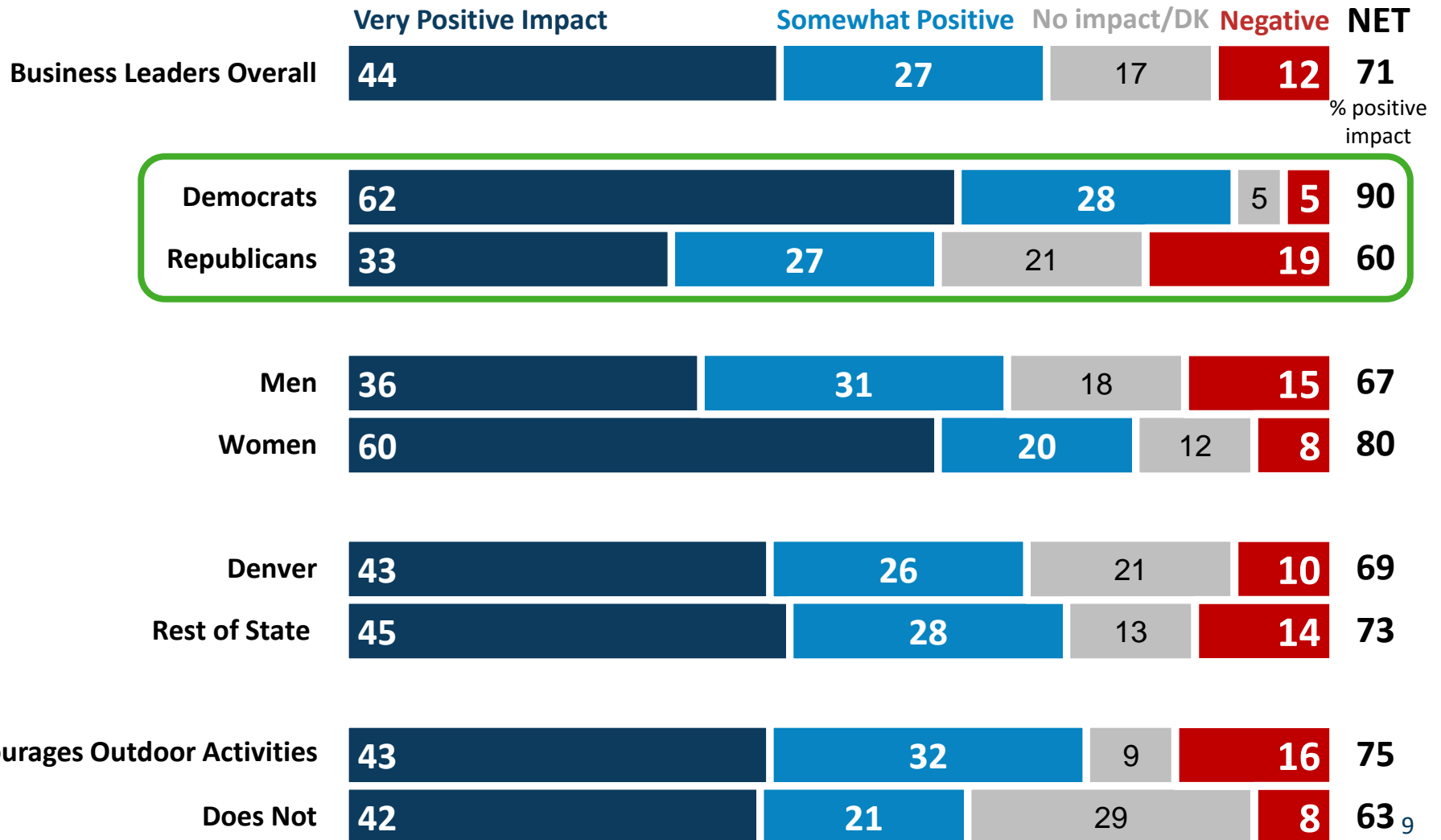
Business leaders recognize that turning national public lands over to the state would have a substantial negative impact on the success of CO businesses

Impact of Proposals on the Success of Colorado Businesses



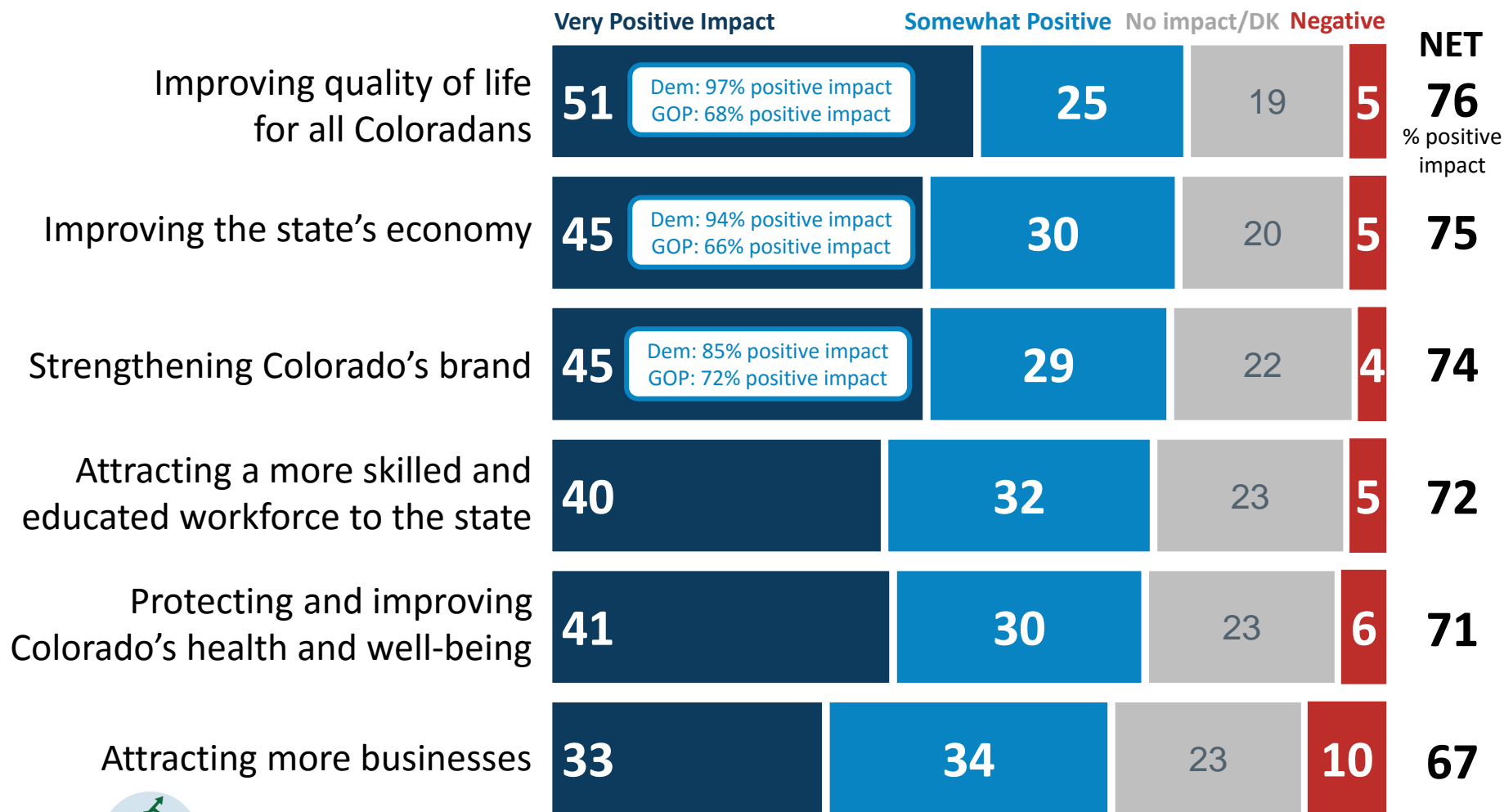
Republicans and are somewhat more skeptical that expanding designated wilderness areas will positively impact businesses in the state

Impact of Expanding Designating Monument/Wilderness Areas on the Success of CO Businesses



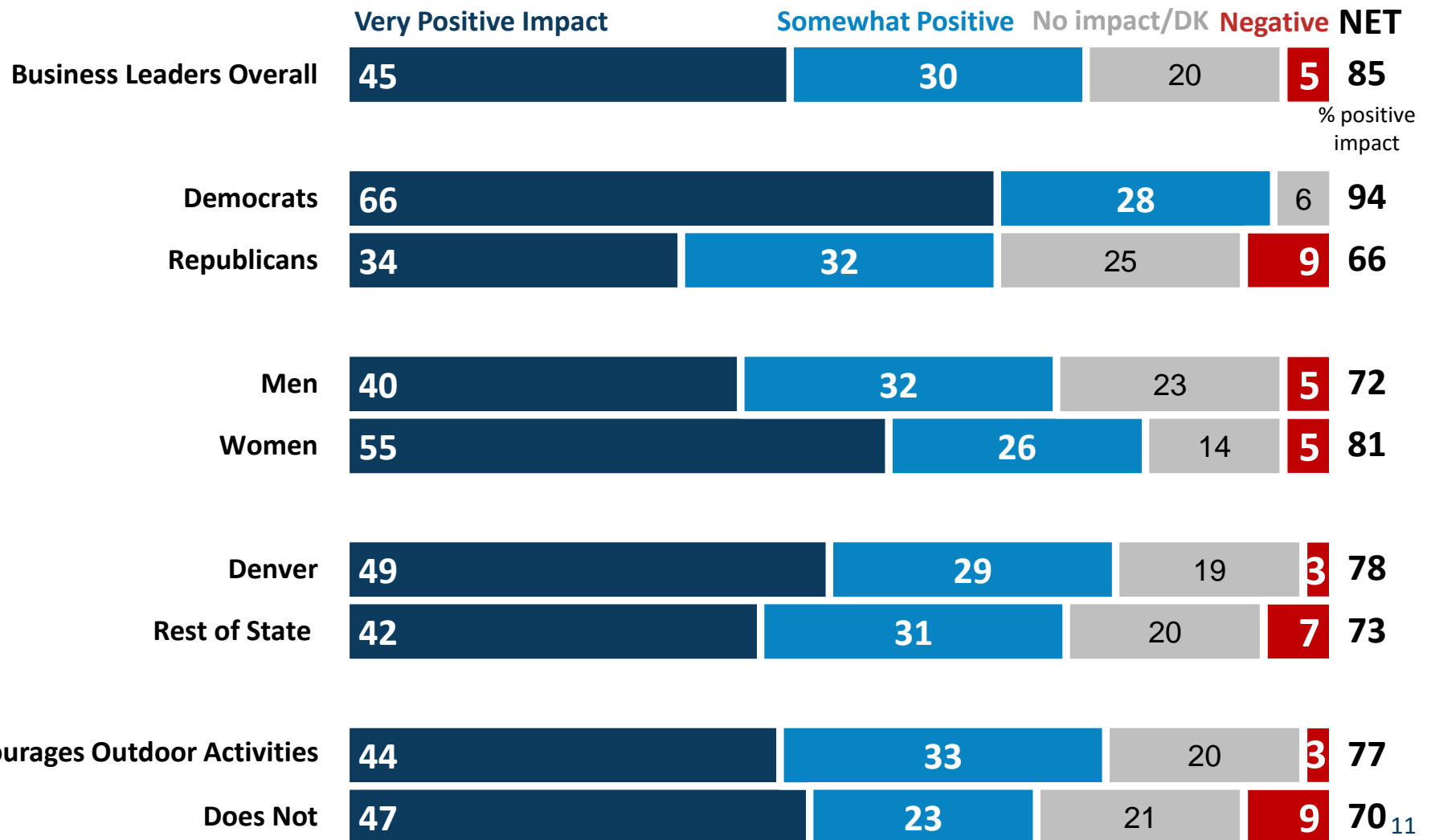
Substantial majorities of business leaders including Democrats and Republicans alike see benefits from expanding access to public lands across several metrics

Impact of Expanding Protections and Access to Public Lands on Key Metrics



Few business leaders and virtually no Democrats think expanding public lands protection and access would have a negative impact on the state's economy

Impact of Expanding Protections and Access to Public Lands on Improving the State's Economy



Thank You



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Methodology

Global Strategy Group conducted a telephone survey from September 15 to 22, 2016, among 201 business leaders (business owners or business executives at the Director or Vice President level and above) in Colorado.

The margin of error at the 95% confidence level is +/- 6.9 percentage points.