

September 6, 2018



TO: Interested Parties

FR: Strategies 360 Research

RE: Business Owners in the West support reauthorizing the Land and Water Conservation Fund

A new Strategies 360 poll of business owners in four western states shows broad and intense support for reauthorizing the Land and Water Conservation Fund, which is set to expire at the end of September. Furthermore, business owners recognize that public lands – and programs that increase access to them such as LWCF – benefit both their businesses and their state’s economy.

- **Business owners across the West strongly support reauthorizing the Land and Water Conservation Fund.** Eighty-two percent (82%) believe Congress should reauthorize the program and provide ongoing, long-term funding. This includes 67% who *strongly* support reauthorization. Support is high across all states surveyed, including Colorado (85% support), Montana (79%), Nevada (84%), and New Mexico (81%).
- **Nearly eight in ten business owners believe programs like the Land and Water Conservation Fund help their state’s economy.** Belief in LWCF’s economic benefits extends to all states. In Colorado, 81% say programs like the LWCF have a positive impact on their state’s economy, as do 74% in Montana, 81% in Nevada, and 78% in New Mexico.
- **Business owners believe public lands – and programs like LWCF that expand access to these lands – help their business.** Nearly three quarters (73%) of business owners agree that access to public lands and the great outdoors help their own businesses when it comes to recruiting and retaining high-level employees. Similarly, 73% say that programs like the LWCF, which expand access to public lands, help them attract and retain employees.

ABOUT THE POLL

Strategies 360 conducted a multimodal survey of 822 business owners in Colorado, Montana, Nevada, and New Mexico. All respondents were owners, partners, or senior managers in charge of hiring and operations at a business with at least two full-time employees. A minimum of 200 interviews were completed in each state. Surveys were administered between July 26 and August 7, 2018 by telephone and online. Telephone respondents were reached at the respondent’s place of business by professional interviewers. Online respondents were drawn from the Research Now panel of business owners. The margin of error within each state is $\pm 6.9\%$ at the 95% confidence interval.

The Land and Water Conservation Fund (LWCF) is a federal program that supports the protection of federal public lands and waters (including national parks, forests, wildlife refuges, and recreation areas) and voluntary conservation on private land. LWCF investments secure public access, improve recreational opportunities, and preserve ecosystem benefits for local communities. The LWCF is set to expire on September 30, 2018 unless Congress acts to reauthorize the program.