

# Small Business Majority

## Frequency Questionnaire

March 24 - April 6, 2010  
**600 Small Business Owners**  
**124 African American-owned Businesses**  
**121 Hispanic-owned Businesses**

Q.2 How many people are directly employed by your business or company, including yourself?

|                            | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|----------------------------|--------------|--------------|-----------------|
| 1 .....                    | 31           | 29           | 20              |
| 2-5 .....                  | 48           | 39           | 52              |
| 6-10 .....                 | 9            | 16           | 9               |
| 11-50 .....                | 10           | 15           | 14              |
| 51+ .....                  | 2            | 2            | 5               |
| (Don't know/refused) ..... | -            | -            | -               |
| <b>Mean</b> .....          | <b>6</b>     | <b>7</b>     | <b>12</b>       |
| (ref:STAFFNUMB)            |              |              |                 |

Q.4 In what language do you feel most comfortable speaking: Spanish or English?

|                      | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|----------------------|--------------|--------------|-----------------|
| English/ingles ..... | 99           | 100          | 82              |
| Spanish/espanol..... | 1            | -            | 18              |
| (ref:LANGUAG2)       |              |              |                 |

Q.5 Please tell me which of the following issues is MOST important to you and your business.

|  | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|--|--------------|--------------|-----------------|
| Lowering taxes on small businesses .....                                   | 34           | 25           | 26              |
| Reducing health care costs for small businesses .....                      | 17           | 18           | 16              |
| Keeping energy prices low and stable.....                                  | 12           | 9            | 11              |
| Improving access to capital for small businesses .....                     | 10           | 20           | 8               |
| Creating new markets overseas for American-made products.....              | 3            | 5            | 2               |
| Insuring a stable and available workforce through immigration reform ..... | 2            | 2            | 4               |
| (All) .....  | 16           | 16           | 29              |
| (None) .....   | 5            | 5            | 5               |
| (Don't know/refused) .....   | 0            | -            | -               |
| (ref:PRIORITYA)  |              |              |                 |

Q.6 And, which of these issues is the SECOND most important to you and your business?

|  | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|--|--------------|--------------|-----------------|
| Lowering taxes on small businesses .....                                   | 17           | 19           | 15              |
| Reducing health care costs for small businesses .....                      | 16           | 11           | 19              |
| Keeping energy prices low and stable.....                                  | 14           | 15           | 4               |
| Improving access to capital for small businesses .....                     | 10           | 15           | 12              |
| Creating new markets overseas for American-made products.....              | 5            | 2            | 5               |
| Insuring a stable and available workforce through immigration reform ..... | 4            | 0            | 8               |
| (All) .....  | 17           | 17           | 30              |
| (None) .....   | 13           | 13           | 6               |
| (Don't know/refused) .....   | 4            | 6            | 1               |
| (ref:PRIORITYB)  |              |              |                 |

Q.5-6 Combined

|  | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|--|--------------|--------------|-----------------|
| Lowering taxes on small businesses .....                                   | 50           | 44           | 41              |
| Reducing health care costs for small businesses .....                      | 34           | 29           | 34              |
| Keeping energy prices low and stable.....                                  | 26           | 24           | 15              |
| Improving access to capital for small businesses .....                     | 21           | 35           | 20              |
| Creating new markets overseas for American-made products.....              | 8            | 7            | 7               |
| Insuring a stable and available workforce through immigration reform ..... | 6            | 2            | 12              |
| (All) .....  | 17           | 17           | 30              |
| (None) .....   | 13           | 13           | 6               |
| (Don't know/refused) .....   | 4            | 6            | 1               |
| (ref:PRIORITY COMB)  |              |              |                 |

Q.7 Thinking about the past two or three years, please tell me if your business has done any of the following:

|  | <b>Yes</b> | <b>No</b> | <b>DK/Ref</b> | <b>Yes - No</b> |
|--|------------|-----------|---------------|-----------------|
| <b>7 Reduced energy costs by installing energy-efficient light bulbs, appliances, windows, insulation, or other energy-saving measures</b> |            |           |               |                 |
| Total .....  | 65         | 33        | 2             | <b>32</b>       |
| Black.....   | 62         | 38        | 1             | <b>24</b>       |
| Hispanic.....  | 68         | 31        | 1             | <b>37</b>       |
| <b>8 Laid off employees</b>  |            |           |               |                 |
| Total .....  | 24         | 75        | 1             | <b>-51</b>      |
| Black.....   | 27         | 73        | -             | <b>-45</b>      |
| Hispanic.....  | 31         | 68        | 1             | <b>-37</b>      |
| <b>9 Reduced or frozen wages or salaries</b>   |            |           |               |                 |
| Total .....  | 37         | 62        | 2             | <b>-25</b>      |
| Black.....   | 37         | 62        | 1             | <b>-25</b>      |
| Hispanic.....  | 46         | 53        | 1             | <b>-6</b>       |

|   | Yes | No | DK/<br>Ref | Yes<br>-<br>No |
|---|-----|----|------------|----------------|
| 10 Cut employees' hours or moved them to part-time work |     |    |            |                |
| Total .....   | 33  | 65 | 2          | -33            |
| Black.....  | 45  | 55 | -          | -10            |
| Hispanic.....   | 46  | 53 | 1          | -7             |

|  |    |    |   |     |
|--|----|----|---|-----|
| 11 Reduced or stopped contributions to employees' health insurance |    |    |   |     |
| Total .....  | 13 | 83 | 4 | -70 |
| Black.....   | 13 | 87 | 1 | -74 |
| Hispanic.....  | 22 | 76 | 2 | -54 |

|   |    |    |   |     |
|---|----|----|---|-----|
| 12 Suspended or decreased business-related travel |    |    |   |     |
| Total .....                                       | 40 | 57 | 2 | -17 |
| Black.....  | 43 | 56 | 1 | -13 |
| Hispanic.....                                     | 52 | 47 | 1 | 5   |

(ref:RECESACT)

Q.13 Changing subjects slightly, has your business ever done any of the following. Please tell me yes or no for each one.

|  | Yes | No | DK/<br>Ref | Yes<br>-<br>No |
|--|-----|----|------------|----------------|
| 13 Purchased energy from clean energy sources like wind or solar power |     |    |            |                |
| Total .....  | 6   | 92 | 2          | -86            |
| Black.....   | 7   | 91 | 2          | -84            |
| Hispanic.....  | 5   | 94 | 1          | -89            |

|   |    |    |   |     |
|---|----|----|---|-----|
| 14 Sought LEED certification or other training or certifications to let your customers know you run an energy efficient or environmentally- friendly business |    |    |   |     |
| Total .....   | 14 | 83 | 2 | -69 |
| Black.....  | 21 | 77 | 2 | -56 |
| Hispanic.....   | 20 | 78 | 2 | -59 |

(ref:BUSACT)

**[410 Respondents]**

Q.15 (IF YES FOR ENERGY IN RECESACT OR ANY YES IN BUSACT) Even if none of these are exactly right, please tell me which of the following is the MOST important reason you have changed how your company uses energy.

|   | Total | Black | Hispanic |
|---|-------|-------|----------|
| To save money .....                                     | 66    | 73    | 62       |
| To reduce your company's impact on the environment..... | 14    | 9     | 13       |
| To enhance your business's brand or reputation .....    | 6     | 3     | 6        |
| To address employee concerns or requests .....          | 0     | 2     | -        |
| (None) .....  | 5     | 3     | 3        |
| (All) .....   | 9     | 6     | 15       |
| (Don't know/refused) .....                              | 1     | 4     | -        |

(ref:WHYCUT)

**[175 Respondents]**

Q.16 (IF NO FOR ENERGY IN RECESACT AND NO FOR ALL ITEMS IN BUSACT) Which one or two of the following are the MAIN reasons you or the owners of your business have NOT changed how your company uses energy.

|  | Total | Black | Hispanic |
|--|-------|-------|----------|
| It will not save much money or is not worth the cost. .... | 18    | 4     | 19       |
| It is too expensive.....                                   | 16    | 15    | 14       |
| There is no customer demand for it.....                    | 16    | 10    | 18       |
| I have never thought about it.....                         | 12    | 21    | 22       |
| It will not have a large impact on the environment. ....   | 10    | 10    | 12       |
| It is too time-consuming. ....                             | 2     | -     | -        |
| It requires too much technical expertise.....              | 2     | 3     | 4        |
| (Other).....   | 9     | 10    | 2        |
| (All).....   | 7     | 7     | 6        |
| (None).....  | 12    | 21    | 8        |
| (Don't know/refused).....                                  | 4     | 1     | -        |
| (ref:WHYNOTCUT)  |       |       |          |

Q.17 Generally speaking, how interested are you in having your business adopt energy-efficient practices? Very interested, somewhat interested, not too interested, or not at all interested?

|                                       | Total     | Black     | Hispanic  |
|---------------------------------------|-----------|-----------|-----------|
| Very interested .....                 | 23        | 32        | 37        |
| Somewhat interested.....              | 43        | 42        | 34        |
| Not too interested .....              | 13        | 11        | 12        |
| Not at all interested .....           | 19        | 14        | 13        |
| (Don't know/refused).....             | 2         | 1         | 4         |
| <b>Very/Somewhat interested .....</b> | <b>66</b> | <b>74</b> | <b>72</b> |
| <b>Not interested .....</b>           | <b>32</b> | <b>25</b> | <b>25</b> |
| (ref:INTEREST)                        |           |           |           |

Q.18 Now, please tell me whether you agree or disagree with each of the following statements.

|  | Strng Agree | Smwt Agree | Smwt Dis | Strng Dis | DK/ Ref | Total Agree | Total Dis | Agree - Dis |
|--|-------------|------------|----------|-----------|---------|-------------|-----------|-------------|
| 18 Moving the country to clean energy is a way to restart the economy and help small businesses create jobs.         |             |            |          |           |         |             |           |             |
| Total .....  | 29          | 33         | 15       | 15        | 8       | 61          | 30        | 31          |
| Black.....   | 30          | 49         | 11       | 3         | 8       | 78          | 14        | 64          |
| Hispanic.....  | 38          | 30         | 13       | 10        | 10      | 68          | 22        | 46          |
| 19 Adopting new energy policies will increase energy costs, impose more regulations, and cost small businesses jobs. |             |            |          |           |         |             |           |             |
| Total .....  | 28          | 24         | 20       | 15        | 13      | 52          | 35        | 17          |
| Black.....   | 4           | 42         | 30       | 15        | 9       | 45          | 46        | 0           |
| Hispanic.....  | 32          | 26         | 20       | 12        | 10      | 58          | 33        | 25          |

|   | Strng<br>Agree | Smwt<br>Agree | Smwt<br>Dis | Strng<br>Dis | DK/<br>Ref | Total<br>Agree | Total<br>Dis | Agree<br>-<br>Dis |
|---|----------------|---------------|-------------|--------------|------------|----------------|--------------|-------------------|
| 20 My business has too many other priorities right now to focus on being energy-efficient.            |                |               |             |              |            |                |              |                   |
| Total .....   | 32             | 24            | 26          | 12           | 5          | 57             | 38           | 19                |
| Black.....  | 23             | 35            | 29          | 10           | 3          | 58             | 39           | 19                |
| Hispanic.....   | 42             | 24            | 19          | 11           | 5          | 66             | 30           | 36                |
| 21 Being an energy-efficient or green business is important to my customers.                          |                |               |             |              |            |                |              |                   |
| Total .....   | 16             | 29            | 26          | 16           | 12         | 46             | 43           | 3                 |
| Black.....  | 13             | 46            | 21          | 11           | 9          | 58             | 32           | 26                |
| Hispanic.....   | 35             | 21            | 23          | 9            | 12         | 56             | 32           | 24                |
| 22 Adopting new energy policies will transform our economy and I want my business to be a part of it. |                |               |             |              |            |                |              |                   |
| Total .....   | 25             | 33            | 18          | 13           | 11         | 58             | 31           | 27                |
| Black.....  | 26             | 54            | 13          | 4            | 4          | 80             | 16           | 63                |
| Hispanic.....   | 45             | 31            | 11          | 6            | 8          | 76             | 17           | 59                |

(ref:REFORMBAT)

Q.23 Now I am going to read you some information about a potential energy and climate bill. After I read this information, please tell me whether you support or oppose this bill.

The Senate may soon debate an energy bill that will limit pollution, invest in clean energy sources and encourage companies to use and develop clean energy sources. This bill would put a price on carbon emissions from energy sources like oil and coal, so companies would have to pay if they release these emissions into the air.

|                               | Total     | Black     | Hispanic  |
|-------------------------------|-----------|-----------|-----------|
| Strongly support .....        | 28        | 32        | 36        |
| Somewhat support .....        | 22        | 45        | 25        |
| Somewhat oppose.....          | 14        | 8         | 13        |
| Strongly oppose .....         | 28        | 5         | 20        |
| (Don't know/Refused) .....    | 8         | 9         | 6         |
| <b>Total support .....</b>    | <b>50</b> | <b>78</b> | <b>60</b> |
| <b>Total oppose .....</b>     | <b>42</b> | <b>13</b> | <b>34</b> |
| <b>Support - Oppose .....</b> | <b>8</b>  | <b>65</b> | <b>26</b> |

(ref:ENRBILL1)

Q.24 Do you think the energy and climate bill I described would HELP small businesses like your own, HURT small businesses like your own or not impact small businesses like your own?

|   | Total      | Black     | Hispanic   |
|---|------------|-----------|------------|
| Help small businesses a lot.....          | 9          | 12        | 14         |
| Help small businesses just a little.....  | 5          | 6         | 6          |
| Not impact .....                          | 34         | 63        | 34         |
| Hurt small businesses just a little ..... | 15         | 7         | 17         |
| Hurt small businesses a lot .....         | 30         | 7         | 19         |
| (Don't know/Refused) .....                | 7          | 5         | 10         |
| <b>Total Help .....</b>                   | <b>14</b>  | <b>18</b> | <b>20</b>  |
| <b>Total hurt.....</b>                    | <b>45</b>  | <b>14</b> | <b>36</b>  |
| <b>Help - Hurt .....</b>                  | <b>-30</b> | <b>4</b>  | <b>-17</b> |
| (ref:ENECON1)                             |            |           |            |

Q.25 Do you think the energy and climate bill would increase or decrease costs for small businesses, or not impact costs?

|                                 | Total     | Black     | Hispanic  |
|---------------------------------|-----------|-----------|-----------|
| Increase costs a lot .....      | 40        | 13        | 39        |
| Increase costs a little .....   | 23        | 30        | 27        |
| Not impact costs.....           | 23        | 39        | 14        |
| Decrease costs a little .....   | 2         | 7         | 5         |
| Decrease cost a lot.....        | 1         | 1         | 3         |
| (Don't know/refused) .....      | 10        | 11        | 11        |
| <b>Total increase .....</b>     | <b>64</b> | <b>43</b> | <b>66</b> |
| <b>Total decrease .....</b>     | <b>4</b>  | <b>8</b>  | <b>9</b>  |
| <b>Increase - Decrease.....</b> | <b>60</b> | <b>35</b> | <b>57</b> |
| (ref:COSTSBO)                   |           |           |           |

Q.26 Now I am going to read you some potential things that might be in the energy and climate bill. For each one, please tell me whether it makes you much more likely, somewhat more likely, a little more likely, no more likely, or less likely to support the bill.

|   | Much More Likely | Smwt More Likely | Little More Likely | No More Likely | Less Likely | No Impct | DK/ Ref | Much/ Smwt | Little/ No |
|---|------------------|------------------|--------------------|----------------|-------------|----------|---------|------------|------------|
| <b>[300 Respondents]</b>  |                  |                  |                    |                |             |          |         |            |            |
| 26 (SPLIT C) Tax rebates or other assistance to pay for up to 10 percent of your business's electricity and heating costs |                  |                  |                    |                |             |          |         |            |            |
| Total .....   | 33               | 24               | 6                  | 6              | 19          | 7        | 5       | 57         | 12         |
| Black.....  | 58               | 27               | 3                  | 1              | 3           | 3        | 5       | 86         | 4          |
| Hispanic.....   | 47               | 30               | 7                  | 11             | 6           | -        | -       | 77         | 18         |

|   | Much More Likly | Smwt More Likly | Little More Likly | No More Likly | Less Likly | No Impct | DK/ Ref | Much/ Smwt | Little/ No |
|---|-----------------|-----------------|-------------------|---------------|------------|----------|---------|------------|------------|
| <b>[300 Respondents]</b>  |                 |                 |                   |               |            |          |         |            |            |
| 27 (SPLIT D) Cutting taxes for small businesses that are officially certified as being energy-efficient |                 |                 |                   |               |            |          |         |            |            |
| Total .....   | 41              | 23              | 6                 | 5             | 13         | 8        | 4       | <b>65</b>  | <b>11</b>  |
| Black.....  | 61              | 12              | 3                 | -             | 14         | 5        | 4       | <b>73</b>  | <b>3</b>   |
| Hispanic.....   | 53              | 25              | 8                 | 10            | 3          | -        | 2       | <b>78</b>  | <b>18</b>  |

|   |    |    |   |    |    |   |   |           |           |
|---|----|----|---|----|----|---|---|-----------|-----------|
| <b>[300 Respondents]</b>  |    |    |   |    |    |   |   |           |           |
| 28 (SPLIT C) Grants or subsidies that would pay ten percent of the cost of upgrades to your business to make it more energy-efficient |    |    |   |    |    |   |   |           |           |
| Total .....   | 30 | 23 | 6 | 7  | 23 | 8 | 3 | <b>52</b> | <b>13</b> |
| Black.....  | 59 | 22 | 1 | 4  | 7  | 3 | 4 | <b>81</b> | <b>5</b>  |
| Hispanic.....   | 47 | 27 | 3 | 15 | 8  | 1 | - | <b>73</b> | <b>18</b> |

|  |    |    |   |    |    |   |   |           |           |
|--|----|----|---|----|----|---|---|-----------|-----------|
| <b>[300 Respondents]</b>   |    |    |   |    |    |   |   |           |           |
| 29 (SPLIT D) Interest-free loans for energy-efficiency upgrades and small businesses that switch to clean energy sources |    |    |   |    |    |   |   |           |           |
| Total .....  | 37 | 25 | 8 | 7  | 13 | 7 | 3 | <b>62</b> | <b>15</b> |
| Black.....   | 55 | 27 | 2 | 2  | 10 | 1 | 3 | <b>82</b> | <b>4</b>  |
| Hispanic.....  | 38 | 33 | 3 | 14 | 9  | - | 2 | <b>72</b> | <b>18</b> |

|  |    |    |   |    |    |    |   |           |           |
|--|----|----|---|----|----|----|---|-----------|-----------|
| <b>[300 Respondents]</b>   |    |    |   |    |    |    |   |           |           |
| 30 (SPLIT C) Free energy audits to learn about your business's energy use, waste, and options to conserve energy |    |    |   |    |    |    |   |           |           |
| Total .....  | 27 | 17 | 9 | 10 | 23 | 10 | 4 | <b>44</b> | <b>18</b> |
| Black.....   | 35 | 34 | 9 | 3  | 9  | 4  | 6 | <b>69</b> | <b>12</b> |
| Hispanic.....  | 47 | 24 | 9 | 11 | 5  | 3  | - | <b>71</b> | <b>21</b> |

|   |    |    |   |    |    |    |   |           |           |
|---|----|----|---|----|----|----|---|-----------|-----------|
| <b>[300 Respondents]</b>  |    |    |   |    |    |    |   |           |           |
| 31 (SPLIT D) Free training and consultation for small businesses on how to profit from the emerging clean energy industry |    |    |   |    |    |    |   |           |           |
| Total .....   | 29 | 23 | 7 | 8  | 16 | 11 | 4 | <b>52</b> | <b>16</b> |
| Black.....  | 65 | 12 | 2 | 2  | 12 | 5  | 3 | <b>77</b> | <b>4</b>  |
| Hispanic.....   | 36 | 30 | 5 | 17 | 5  | 4  | 3 | <b>66</b> | <b>22</b> |

|  |    |    |    |    |    |    |   |           |           |
|--|----|----|----|----|----|----|---|-----------|-----------|
| 32 An energy-star-style rating system for small businesses to publicly certify energy-efficient businesses |    |    |    |    |    |    |   |           |           |
| Total .....  | 21 | 22 | 7  | 10 | 22 | 11 | 6 | <b>43</b> | <b>17</b> |
| Black.....   | 36 | 26 | 6  | 3  | 16 | 6  | 7 | <b>62</b> | <b>8</b>  |
| Hispanic.....  | 30 | 27 | 11 | 23 | 4  | 3  | 2 | <b>57</b> | <b>34</b> |
| (ref:BILLINCENT)   |    |    |    |    |    |    |   |           |           |

Q.33 I am going to read you a list of things that an energy and climate bill might do. For each thing I read, please tell me how IMPORTANT it is to you and your business that a bill accomplishes it. Please use a scale of zero to ten, where zero is not at all important and ten is extremely important.

|                | %<br>10 | %<br>8-10 | %<br>6-10 | %<br>0-5 | DK/<br>Ref | Mean |
|----------------|---------|-----------|-----------|----------|------------|------|
| 33 Create jobs |         |           |           |          |            |      |
| Total .....    | 51      | 68        | 76        | 22       | 1          | 7.7  |
| Black.....     | 79      | 87        | 90        | 10       | -          | 8.8  |
| Hispanic.....  | 66      | 82        | 85        | 14       | 1          | 8.6  |

**[300 Respondents]**

|                                      |    |    |    |    |   |     |
|--------------------------------------|----|----|----|----|---|-----|
| 34 (SPLIT E) Reduce carbon emissions |    |    |    |    |   |     |
| Total .....                          | 35 | 49 | 61 | 38 | 1 | 6.7 |
| Black.....                           | 67 | 73 | 75 | 24 | 1 | 7.9 |
| Hispanic.....                        | 49 | 69 | 74 | 23 | 3 | 7.9 |

**[300 Respondents]**

|                               |    |    |    |    |   |     |
|-------------------------------|----|----|----|----|---|-----|
| 35 (SPLIT F) Reduce pollution |    |    |    |    |   |     |
| Total .....                   | 39 | 58 | 68 | 30 | 1 | 7.1 |
| Black.....                    | 71 | 81 | 85 | 15 | - | 8.6 |
| Hispanic.....                 | 52 | 64 | 75 | 24 | 1 | 8.0 |

36 Reduce energy costs and make them more stable

|               |    |    |    |    |   |     |
|---------------|----|----|----|----|---|-----|
| Total .....   | 40 | 63 | 75 | 24 | 1 | 7.5 |
| Black.....    | 61 | 73 | 83 | 16 | 1 | 8.1 |
| Hispanic..... | 52 | 70 | 80 | 19 | 2 | 8.2 |

**[300 Respondents]**

|   |    |    |    |    |   |     |
|---|----|----|----|----|---|-----|
| 37 (SPLIT E) Reduce America's dependence on foreign oil and gas |    |    |    |    |   |     |
| Total .....   | 62 | 77 | 86 | 12 | 1 | 8.5 |
| Black.....  | 80 | 85 | 88 | 12 | - | 8.7 |
| Hispanic.....   | 58 | 79 | 84 | 15 | 1 | 8.5 |

**[300 Respondents]**

|  |    |    |    |    |   |     |
|--|----|----|----|----|---|-----|
| 38 (SPLIT E) Support American businesses that develop clean energy technology to be competitive on the global market |    |    |    |    |   |     |
| Total .....  | 44 | 60 | 71 | 27 | 2 | 7.4 |
| Black.....   | 72 | 78 | 80 | 20 | - | 8.3 |
| Hispanic.....  | 50 | 68 | 74 | 25 | 1 | 7.7 |

**[300 Respondents]**

|  |    |    |    |    |   |     |
|--|----|----|----|----|---|-----|
| 39 (SPLIT F) Develop and expand alternative energy sources, like wind, solar, geothermal and biomass |    |    |    |    |   |     |
| Total .....  | 39 | 57 | 68 | 31 | 1 | 7.1 |
| Black.....   | 64 | 74 | 78 | 21 | 1 | 8.2 |
| Hispanic.....  | 46 | 60 | 71 | 29 | - | 7.5 |

|   | %<br>10 | %<br>8-10 | %<br>6-10 | %<br>0-5 | DK/<br>Ref | Mean |
|---|---------|-----------|-----------|----------|------------|------|
| <b>[300 Respondents]</b>  |         |           |           |          |            |      |
| 40 (SPLIT F) Provide effective incentives that motivate businesses to conserve energy |         |           |           |          |            |      |
| Total .....   | 25      | 52        | 66        | 33       | 1          | 6.6  |
| Black.....  | 48      | 69        | 81        | 18       | 1          | 8.0  |
| Hispanic.....   | 41      | 69        | 82        | 18       | -          | 7.8  |

|  | %  | %  | %  | %  | DK/<br>Ref | Mean |
|--|----|----|----|----|------------|------|
| <b>[300 Respondents]</b>   |    |    |    |    |            |      |
| 41 (SPLIT E) Require imported products from other countries to meet the same environmental standards as American-made products |    |    |    |    |            |      |
| Total .....  | 52 | 65 | 76 | 23 | 2          | 7.7  |
| Black.....   | 63 | 71 | 82 | 17 | 1          | 8.1  |
| Hispanic.....  | 46 | 64 | 72 | 25 | 3          | 7.6  |

|  | %  | %  | %  | %  | DK/<br>Ref | Mean |
|--|----|----|----|----|------------|------|
| <b>[300 Respondents]</b>   |    |    |    |    |            |      |
| 42 (SPLIT F) Require that exported American products meet the strictest international environmental standards so they can be sold abroad |    |    |    |    |            |      |
| Total .....  | 19 | 37 | 49 | 48 | 3          | 5.5  |
| Black.....   | 52 | 58 | 62 | 36 | 2          | 6.7  |
| Hispanic.....  | 37 | 57 | 64 | 34 | 2          | 7.1  |
| (ref:BILLPOS)  |    |    |    |    |            |      |

Q.43 Now I would like to ask you a few questions just for statistical purposes. What is the last year of schooling that you have completed?

|                            | Total | Black | Hispanic |
|----------------------------|-------|-------|----------|
| 1 - 11th grade .....       | 3     | 1     | 4        |
| High School graduate ..... | 21    | 14    | 17       |
| Non college post H.S.....  | 1     | 4     | -        |
| Some college.....          | 25    | 13    | 35       |
| College graduate .....     | 34    | 31    | 35       |
| Post-graduate school ..... | 14    | 38    | 7        |
| (Don't know/Refused) ..... | 1     | -     | 2        |
| (ref:EDUC)                 |       |       |          |

Q.44 In what year were you born?

|                  | Total | Black | Hispanic |
|------------------|-------|-------|----------|
| 18-24 .....      | 1     | 3     | 3        |
| 25-29 .....      | 4     | 2     | 2        |
| 30-34 .....      | 3     | 4     | 8        |
| 35-39 .....      | 8     | 7     | 10       |
| 40-44 .....      | 10    | 10    | 12       |
| 45-49 .....      | 14    | 13    | 13       |
| 50-54 .....      | 16    | 14    | 20       |
| 55-59 .....      | 15    | 12    | 12       |
| 60-64 .....      | 12    | 8     | 6        |
| Over 64.....     | 15    | 21    | 10       |
| (No answer)..... | 2     | 5     | 3        |
| (ref:AGE)        |       |       |          |

Q.45 Generally speaking, do you think of yourself as a Democrat, a Republican or something else?

|                                    | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|------------------------------------|--------------|--------------|-----------------|
| Democrat.....                      | 26           | 61           | 37              |
| (Independent).....                 | 22           | 10           | 10              |
| Republican.....                    | 33           | 11           | 29              |
| (Libertarian).....                 | 1            | -            | 1               |
| (Other).....                       | 13           | 14           | 12              |
| (Don't know).....                  | 5            | 5            | 12              |
| <b>Democrat - Republican</b> ..... | <b>-7</b>    | <b>50</b>    | <b>8</b>        |
| (ref:PTYID1)                       |              |              |                 |

Q.46 Which of the following categories best describes your business?

|   | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|---|--------------|--------------|-----------------|
| Professional services.....                                | 38           | 50           | 43              |
| Retail or wholesale.....                                  | 16           | 10           | 11              |
| Education, health care, or a non-profit organization..... | 10           | 12           | 10              |
| Construction.....   | 9            | 9            | 11              |
| Industry or manufacturing.....                            | 9            | 8            | 14              |
| Transportation or utilities.....                          | 7            | 5            | 7               |
| Agriculture.....  | 7            | -            | 1               |
| Food services or production.....                          | 3            | 4            | 3               |
| (Other).....  | 0            | -            | -               |
| (Don't know/refused).....                                 | 1            | 1            | 1               |
| (ref:INDUSTRY2)   |              |              |                 |

Q.47 For statistical purposes only, which of these categories best describes the gross revenue of your business in 2009? Please stop me when I get to the right category.

|                                     | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|-------------------------------------|--------------|--------------|-----------------|
| Under \$250,000.....                | 51           | 46           | 40              |
| \$250,000 to under \$500,000.....   | 14           | 16           | 16              |
| \$500,000 to under \$1 million..... | 8            | 6            | 7               |
| \$1 million or more.....            | 10           | 11           | 21              |
| (Refused).....                      | 9            | 16           | 9               |
| (Don't know).....                   | 8            | 5            | 7               |
| (ref:GROSSREV)                      |              |              |                 |

Q.48 Approximately what percentage of your business' revenue goes to paying for energy costs?

|                           | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|---------------------------|--------------|--------------|-----------------|
| 0-1.....                  | 10           | 7            | 10              |
| 2-5.....                  | 27           | 17           | 32              |
| 6-10.....                 | 13           | 16           | 11              |
| 11-20.....                | 9            | 12           | 7               |
| 21+.....                  | 9            | 15           | 15              |
| (Don't know/refused)..... | 32           | 33           | 26              |
| <b>Mean</b> .....         | <b>10</b>    | <b>14</b>    | <b>11</b>       |
| (ref:PERCENTCOST)         |              |              |                 |

Q.49 Please tell me if your business is a member of any of the following organizations.

|  | Yes | No | DK/<br>Ref |
|--|-----|----|------------|
| <b>49 Your local chamber of commerce</b>                           |     |    |            |
| Total .....  | 28  | 69 | 3          |
| Black.....   | 34  | 62 | 4          |
| Hispanic.....  | 42  | 55 | 3          |
| <b>50 The National Federation of Independent Business, or NFIB</b> |     |    |            |
| Total .....  | 9   | 87 | 5          |
| Black.....   | 3   | 89 | 8          |
| Hispanic.....  | 8   | 86 | 6          |
| <b>51 A trade or industry association</b>                          |     |    |            |
| Total .....  | 34  | 61 | 5          |
| Black.....   | 24  | 70 | 6          |
| Hispanic.....  | 22  | 68 | 10         |
| (ref:MEMBER)   |     |    |            |

Q.52 Now I would like to read you a list of information sources that some people use. Please tell me which of these sources you rely on for information about energy policy.

|   | Total | Black | Hispanic |
|---|-------|-------|----------|
| Cable news, such as Fox News, CNN, CNBC, or MSNBC .....               | 55    | 59    | 26       |
| Newspapers that you read in print or online .....                     | 51    | 54    | 35       |
| Broadcast television news, such as CBS, NBC, or ABC .....             | 42    | 41    | 24       |
| Friends, family, neighbors, or coworkers.....                         | 31    | 24    | 17       |
| Other business owners.....  | 28    | 32    | 24       |
| Trade or industry associations, or other business organizations ..... | 25    | 30    | 19       |
| Magazines, such as the Economist, Business Week, or Time .....        | 23    | 22    | 15       |
| Online blogs or discussion boards .....                               | 18    | 21    | 10       |
| Your local chamber of commerce.....                                   | 12    | 13    | 16       |
| The National Federation of Independent Business, or NFIB .....        | 8     | 4     | 7        |
| The United States Chamber of Commerce .....                           | 6     | 5     | 8        |
| (OTHER) .....   | 1     | 1     | 4        |
| (All of the above) .....  | 1     | -     | 1        |
| (None of the above).....  | 2     | 3     | 3        |
| (Don't know/refused) .....  | 1     | 1     | 1        |
| (ref:RELYINFO)  |       |       |          |

**[580 Respondents]**

Q.53 (SKIP IF NONE OR DK/REF IN RELYINFO) And, which of these sources do you rely on MOST for information about energy policy?

|   | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|---|--------------|--------------|-----------------|
| Cable news, such as Fox News, CNN, CNBC, or MSNBC .....               | 28           | 29           | 15              |
| Newspapers that you read in print or online .....                     | 23           | 24           | 19              |
| Broadcast television news, such as CBS, NBC, or ABC .....             | 16           | 18           | 16              |
| Online blogs or discussion boards .....                               | 8            | 5            | 7               |
| Trade or industry associations, or other business organizations ..... | 6            | 7            | 8               |
| Magazines, such as the Economist, Business Week, or Time .....        | 5            | 4            | 7               |
| Friends, family, neighbors, or coworkers.....                         | 4            | 2            | 5               |
| Other business owners.....  | 4            | 6            | 7               |
| Your local chamber of commerce.....                                   | 2            | 2            | 4               |
| The National Federation of Independent Business, or NFIB .....        | 2            | 2            | 4               |
| The United States Chamber of Commerce .....                           | 1            | 1            | 4               |
| (None of the above).....  | -            | -            | -               |
| (Don't know/refused) .....  | -            | -            | -               |
| (OTHER) .....   | 1            | 1            | 4               |
| (All of the above) .....  | -            | -            | -               |

Q.54 Is your business minority- or woman-owned?

|                            | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|----------------------------|--------------|--------------|-----------------|
| Yes - minority-owned.....  | 12           | 49           | 61              |
| Yes - woman-owned.....     | 19           | 3            | 2               |
| Yes - both .....           | 9            | 44           | 29              |
| No.....                    | 58           | 3            | 9               |
| (Don't know/refused) ..... | 1            | -            | -               |

Q.55 Just for statistical purposes, what is the race or ethnicity of the owner of the business? If there is more than one owner, please indicate race or ethnicity for each owner.

|                                 | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|---------------------------------|--------------|--------------|-----------------|
| White or Caucasian .....        | 86           | 18           | 17              |
| African American or Black ..... | 6            | 100          | 3               |
| Hispanic or Latino.....         | 7            | 3            | 100             |
| Asian or Pacific Islander ..... | 2            | 8            | 4               |
| (OTHER) .....                   | 1            | -            | -               |
| (Don't know/refused) .....      | 2            | -            | -               |

Q.3 Record respondent's gender

|              | <b>Total</b> | <b>Black</b> | <b>Hispanic</b> |
|--------------|--------------|--------------|-----------------|
| Male.....    | 60           | 50           | 59              |
| Female ..... | 40           | 50           | 41              |