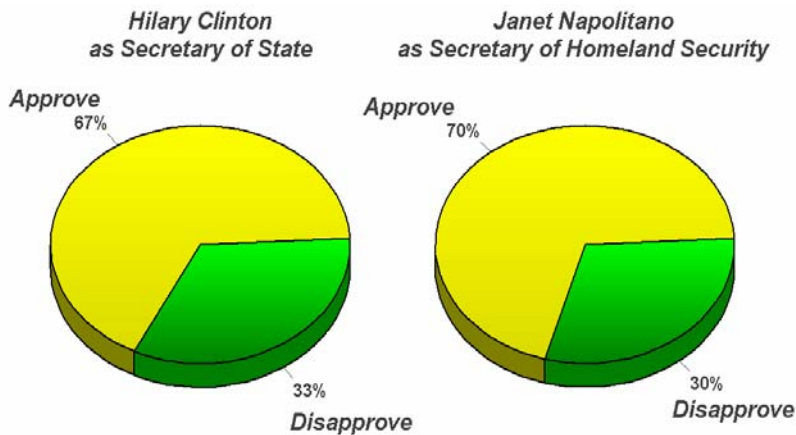


Quarter 4, 2008

Ratings of Presidential Appointments Clinton and Napolitano



Two-thirds (67%) of Arizona small businesses approve of President Elect Barack Obama's appointment of Hilary Clinton as Secretary of State. A slightly higher proportion (70%) approve of the appointment of Arizona Governor Janet Napolitano as Secretary of Homeland Security.

According to the director of the poll, Dr. Michael O'Neil,

"We did see some significant partisan differences in these evaluations. Among Democrats, 94% approved the appointment of Hilary Clinton; among Republicans this approval rate was only 57%.

Partisan differences for Janet Napolitano were still evident, though they were smaller than for Hilary Clinton. Eighty-seven percent (87%) of Democrats approve of Janet Napolitano compared with only 54% among Republicans."

These results are taken from the Q4 **O'Neil Associates/ASBA Arizona Economic Indicators Monitor**. This project provides insights to support business leaders in companies of all sizes to make key economic decisions, as well as sharing small business attitudes on major political issues. **O'Neil Associates**, a national public opinion research firm based in Tempe, sent surveys to ASBA's membership of 3,000 small businesses across the state as it did at the end of Q1, Q2, and Q3 2008. The survey covered a wide range of economic issues, including business performance, revenue and job growth, and overall business confidence ratings. Results provide insights into the perceptions of business owners on the economic health and vitality of the Arizona economy. Based on 285 responses, the survey has a margin of error (at the 95% confidence level) of approximately +/-6%.

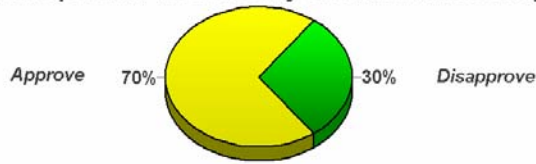
Results of this survey may be cited freely with the proviso that they be cited as the "O'Neil Associates/ASBA Arizona Economic Indicators Monitor"

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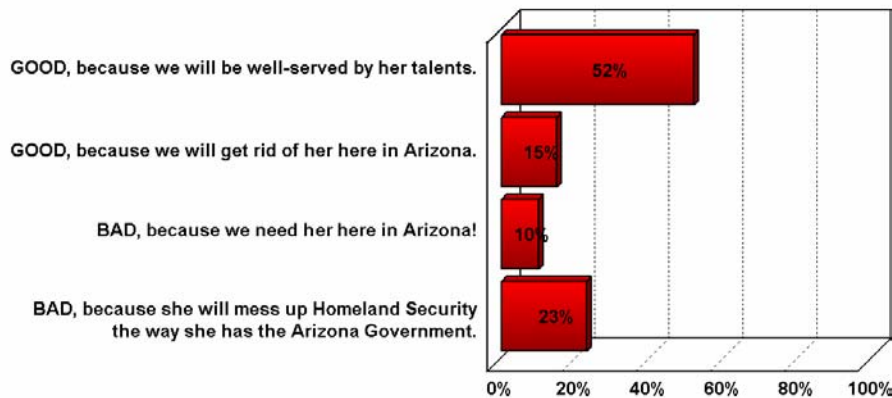
Probing the Napolitano Appointment

We asked this same group of Arizona small businesses to explain why they either approved or disapproved the appointment of Janet Napolitano as Secretary of Homeland Security. The majority response was that this appointment is, “Good, because we will be well served by her talents.” Interestingly, an additional 10% indicated that they thought the appointment was “Bad, because we need her here in Arizona!” also reflecting a positive view of the Governor. Among those who took a negative view of the Governor, 15% indicated that they favored the appointment because, “we will get rid of her here in Arizona,” and a somewhat larger proportion (23%) indicated the appointment is bad because, “she will mess up Homeland Security the way she has the Arizona Government.”

How do you feel about President Elect Barack Obama's appointment of Janet Napolitano as Secretary of Homeland Security?



Which comes closer to your view?



Not surprisingly, there were steep partisan differences in these responses. Among Democrats, 72% think the appointment is “Good, because we will be well served by her talents,” and 23% think the appointment is, “Bad, because we need her here in Arizona!” Only 4% of Democrats said the appointment was “Good, because we will get rid of her here in Arizona,” and none said it was “Bad, because she will mess up Homeland Security the way she has the Arizona Government.”

The opinions of Republicans are somewhat more mixed. Even among this group, however, the largest proportion (41%) indicated the appointment is “Good, because we will be well served by her talents.” Among Republicans, however, the second largest proportion (32%) indicated the appointment is “Bad, because she will mess up Homeland Security the way she has the Arizona Government,” followed by 23% who said the appointment is, “Good, because we will get rid of her here in Arizona.” Only 5% of Republicans said the appointment was, “Bad, because we need her here in Arizona!”

The O'Neil Associates/ASBA Arizona Economic Indicators Monitor is made possible by a cooperative effort of

- [O'Neil Associates](#), a national public opinion research firm based in Tempe, has done over 1700 public opinion and marketing research projects since 1981. These include surveys and focus group projects for a wide array of businesses throughout the country.
- [ASBA](#), the Arizona Small Business Association, is the leading voice for small businesses in the State of Arizona.

For a complete copy of all **O'Neil Associates/ASBA Arizona Economic Indicators Monitor** reports released to date, as well as opinion research reports on an array of other topics visit <http://www.oneilresearch.com/publicdomain> or click on the banner below.



For Further Information or to schedule media interviews contact *via email*:

Michael O'Neil, PhD
President
O'Neil Associates, Inc.
oneil@oneilresearch.com
www.oneilresearch.com