

Quarter 4, 2008

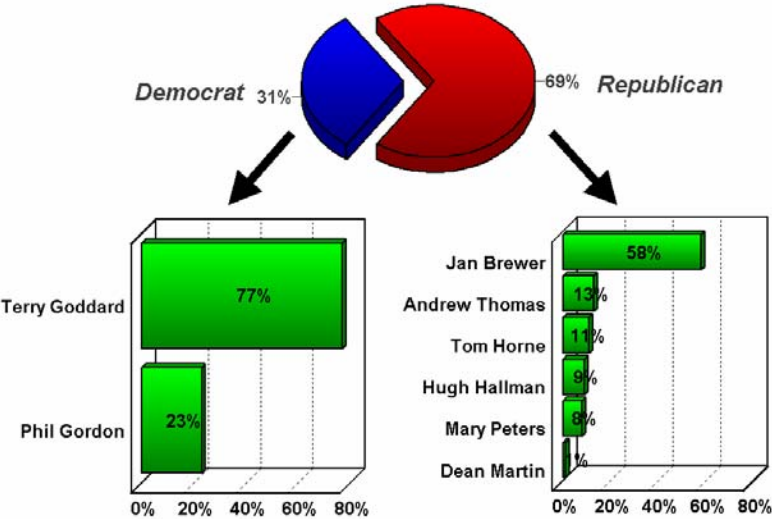
2010 Gubernatorial Candidates: A First Look

Arizona small businesses were asked about their support for various possible candidates for Governor of Arizona. Each group was only asked the possible primary candidates for their own party.

Among the 69% of Arizona small businesses who are Republicans, Governor-apparent Jan Brewer would appear to be the default choice. Fifty-eight percent (58%) indicated support for nominating her for an elected term as governor. This proportion dwarfed that given to any other potential candidate: Andrew Thomas (13%), Tom Horne (11%), Hugh Hallman (9%), Mary Peters (8%), Dean Martin (1%). This suggests to us at this point that the nomination is Jan Brewer's to lose.

Among Democrats, more than three-fourths (77%) of Arizona small businesses expressed a preference for Terry Goddard over Mayor Phil Gordon (23%). While 2010 is a long way off, this strikes us as a formidable starting point for Goddard.

Who would you be most likely to support for your party's nomination for Governor?



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"

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.



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