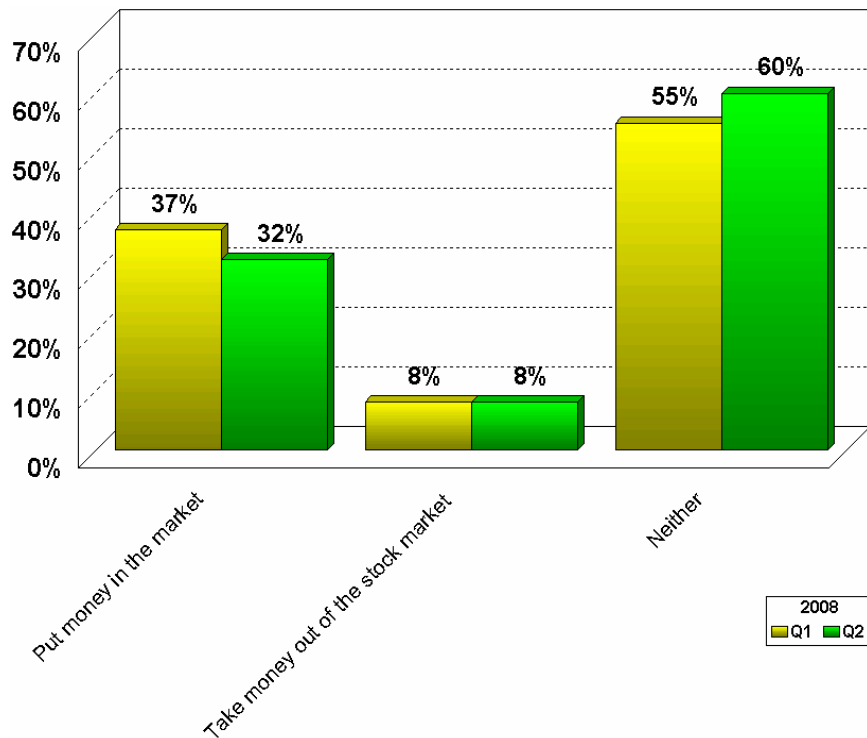


**Investing and Borrowing:  
Trends From the Arizona Economic Indicators Monitor**

**Investing: Wait and See**

The Silver State Bank/ASBA/O'Neil Associates Arizona Economic Indicators Monitor asked small business owners how they felt about current stock market conditions. The deteriorating economy is evident in the decrease in the proportion that thinks this is a good time to put money into the stock market. This figure dropped from 37% in Q1 to 32% this quarter. The poll's director, Dr. Michael O'Neil commented,

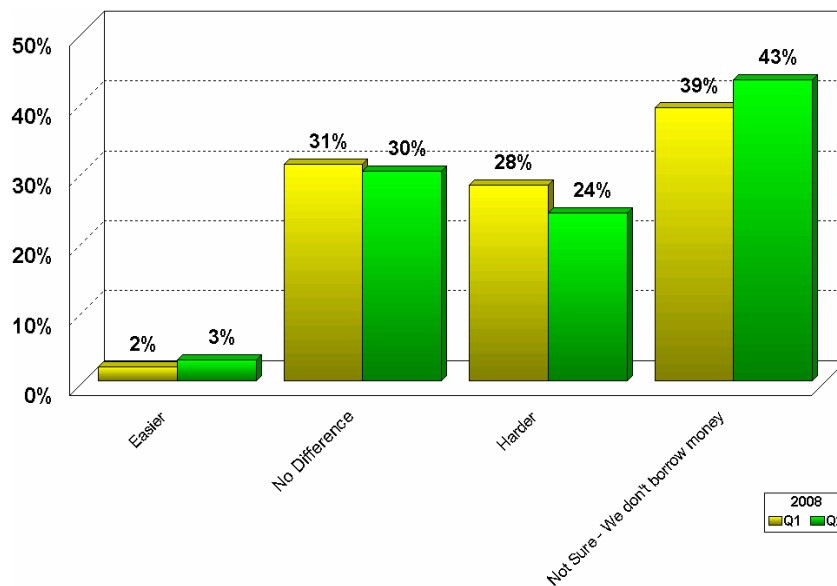
*“This looks like investors are viewing this as a ‘wait and see’ period for the stock market. While the proportion who are optimistic has declined moderately this quarter, the clear majority of respondents continue to observe that this is neither a particularly good time to put money in, nor take money out of, the stock market.”*



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*These results are taken from the Q2 Silver State Bank/ASBA/O'Neil Associates 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 in late June as it did at the end of Q1 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. The survey has a margin of error (at the 95% confidence level) of approximately +/-6%. Silver State Bank President Mike Thorell said: "This release continues our efforts to inform the business community about significant economic, social, and political trends affecting Arizona."*  
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**Results of this survey may be cited freely with the proviso that they be cited as the "Silver State Bank/ASBA/O'Neil Associates Arizona Economic Indicators Monitor"**

### Borrowing Money: Not Much Change from Last Quarter



Few changes in the difficulty of borrowing money were evident from Q1 to Q2 2008. There was a relatively minor drop, from 28% to 24%, in those who found it harder to borrow money, while the proportion who found it easier increased an insignificant 1% (from 2% to 3%). Approximately two businesses in five could not evaluate the difficulty of borrowing because they said, "We don't borrow money."

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

- [\*\*Silver State Bank\*\*](#) is Nevada's largest small business lender and has recently expanded its operations in Arizona.
- [\*\*ASBA\*\*](#), the Arizona Small Business Association, is the leading voice for small businesses in the State of Arizona.
- [\*\*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.

For a complete copy of all **Silver State Bank/ASBA/O'Neil Associates 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*:

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