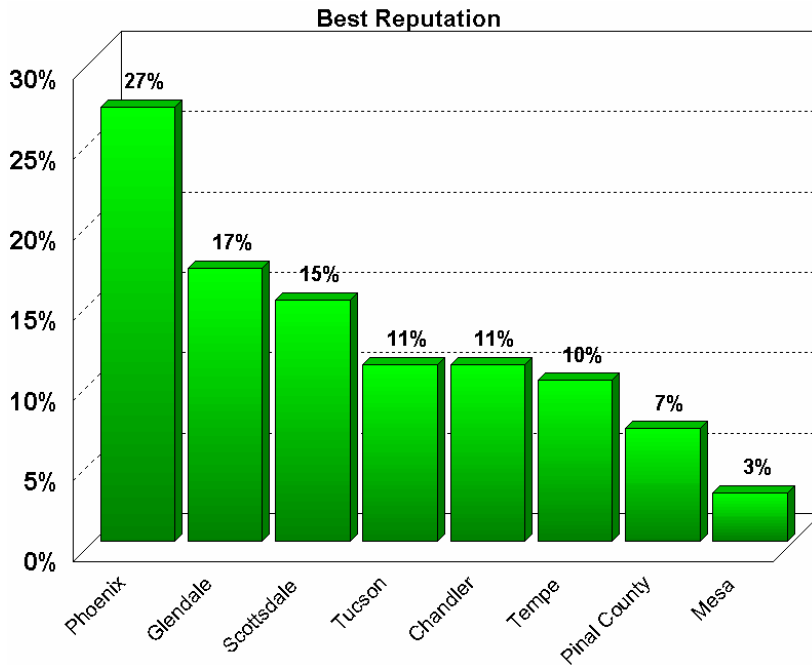


### Who is Business Friendly?



Arizona small businesses were asked to indicate which of several governmental entities they feel has the best reputation for being business-friendly. Phoenix (27%) was the predominant response. Glendale (17%) and Scottsdale (15%) were cited by substantially fewer numbers of respondents, followed by Tucson (11%), Chandler (11%), Tempe (10%), Pinal County (7%), and Mesa (3%).

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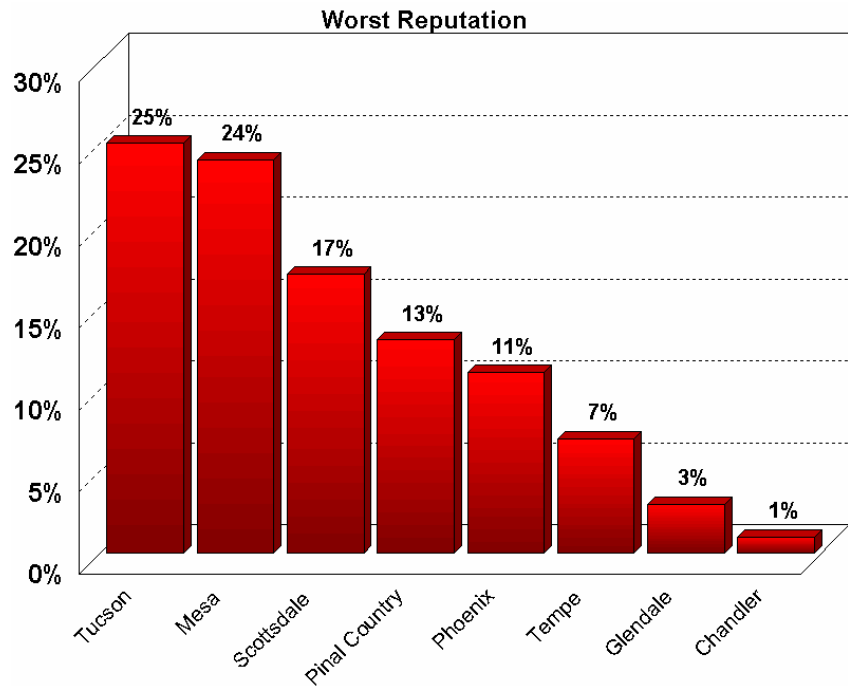
*These results are taken from the Q2 **Silver State Bank/ASBA/O'Neil Associates Arizona Economic Indicators Monitor**. This project provides insights to support business leaders in companies of all sizes to make key economic decisions, as well as sharing small business attitudes on major political issues. **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 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"**

--continued--

We also asked respondents which governmental entity they felt has the worst reputation for being business-friendly. The largest number of respondents named Tucson (25%) and Mesa (24%). Scottsdale (17%), Pinal County (13%), and Phoenix (11%), were all cited by substantial numbers of respondents. Relatively small numbers cited Tempe (3%), Chandler (1%).

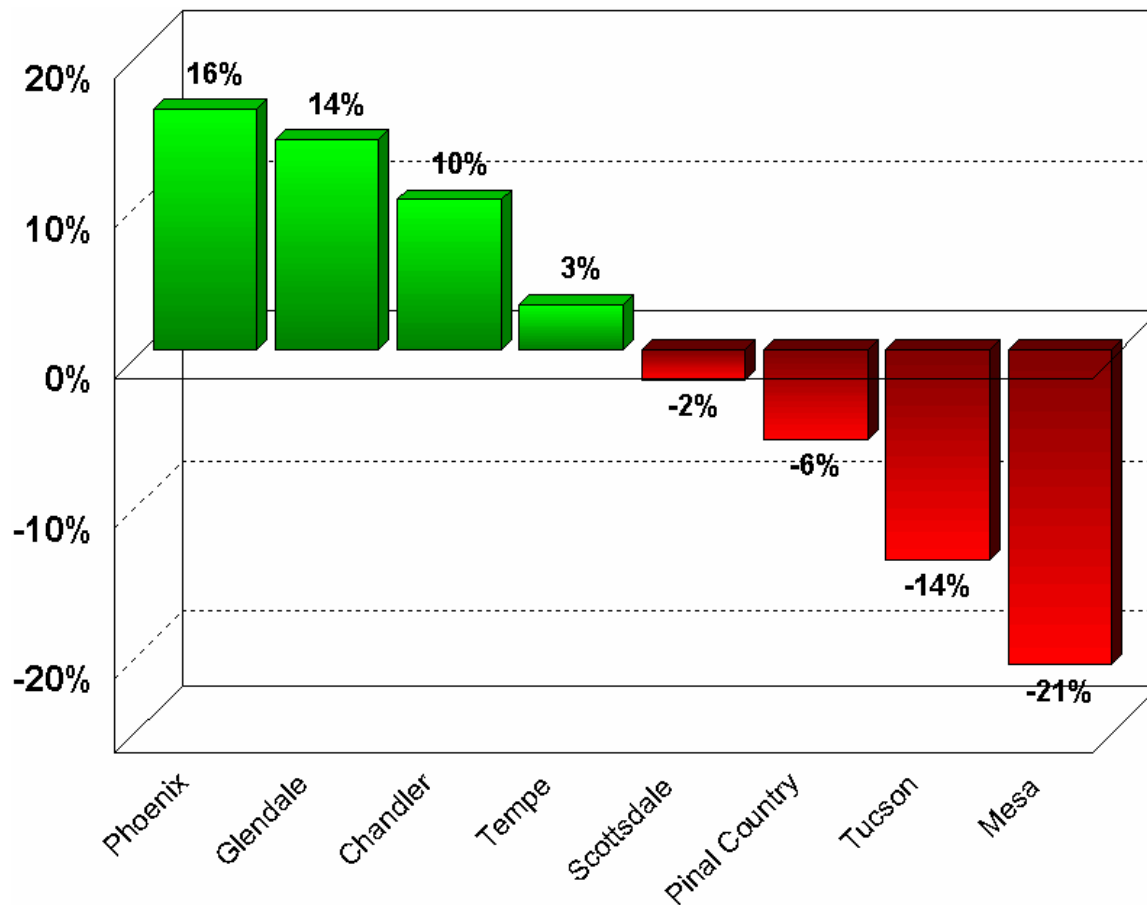


## Overall Ratings: Best minus Worst

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

*“We decided to combine these responses by taking the proportion who felt that a particular government entity had the best reputation for being business friendly and subtracting the proportion who felt the government entity had the worst reputation for being business friendly. The resulting number, if positive, indicates a positive score for businesses friendliness. If negative, it indicates a negative score for business friendliness. Significant positive numbers were thus computed for Phoenix (16%), Glendale (14%), and Chandler (10%). The most negative ratings were reserved for Tucson (-14%) and Mesa (-21%).”*

**Business Friendliness Ratings**



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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