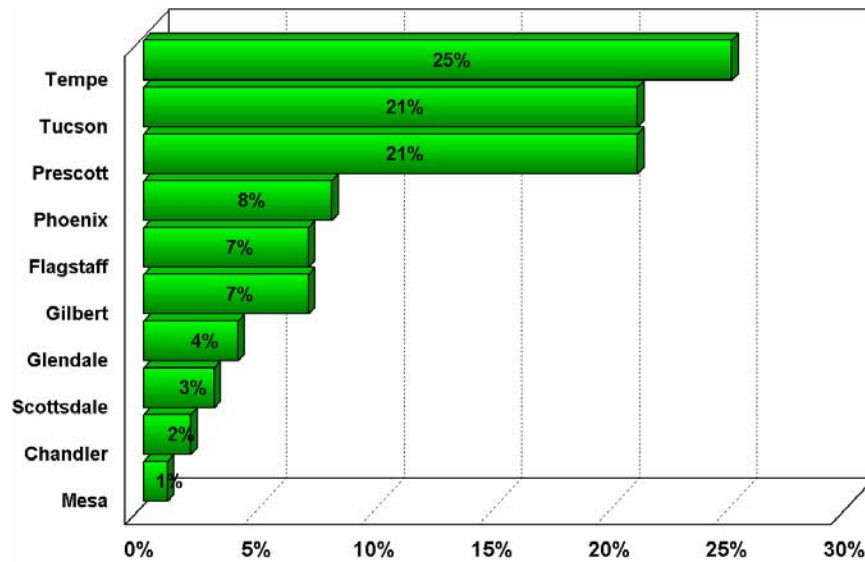


Quarter 3, 2008

**Who's the Fairest of Them All?
 Businesses Rate Arizona Cities**

Quality of Life

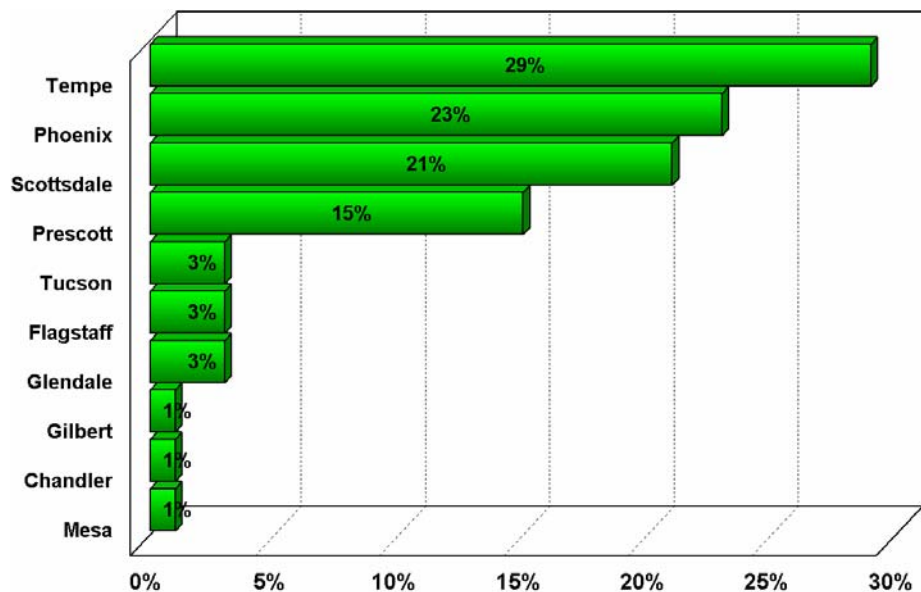
The O'Neil Associations / ASBA Economic Indicators Monitor asked 3,000 small businesses across the state two questions about quality of life. The first of these asked, "Which of these



cities do you believe has the best quality of life?" Three cities dominated responses. Tempe was the city chosen most often for best quality of life, with fully a quarter (25%) of respondents. Tempe was followed by Tucson (21%) and Prescott (21%). No other city received responses in double digits, although Phoenix (8%), Flagstaff (7%), and Gilbert (7%) were notable.

Best Downtown?

When we moved the focus exclusively to the issue of the best downtown, only four cities received significant numbers of mentions. Again, the most commonly cited city was Tempe (29%). This was followed by Phoenix (23%), Scottsdale (21%), and Prescott(15%).



These results are taken from the Q3 **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 and Q2 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%.

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.



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

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