

Quarter 3, 2008

Arizona Small Businesses Skeptical: State Funds for Another Super Bowl?

The O'Neil Associations / ASBA Economic Indicators Monitor asked 3,000 Arizona small businesses whether or not the state legislature should use state funds to bring the Super Bowl back to Arizona. Four times as many respondents (44%) said "no," as said "yes" (11%). The largest proportion of respondents took a wait and see attitude. They responded, "it depends on the deal" (45%).

The poll's director Dr. Michael O'Neil commented,

"We think this reflects the pragmatic nature of the small business community. There is clear and considerable opposition to spending public funds for another Super Bowl as evidenced by the 44% of respondents who said "No!" But these figures also indicate that a majority constituency (66%) could be put together, but only if this skeptical audience could be convinced the overall deal for the state is a good one. That strikes us as a hard sell, but not necessarily an impossible one."



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.



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