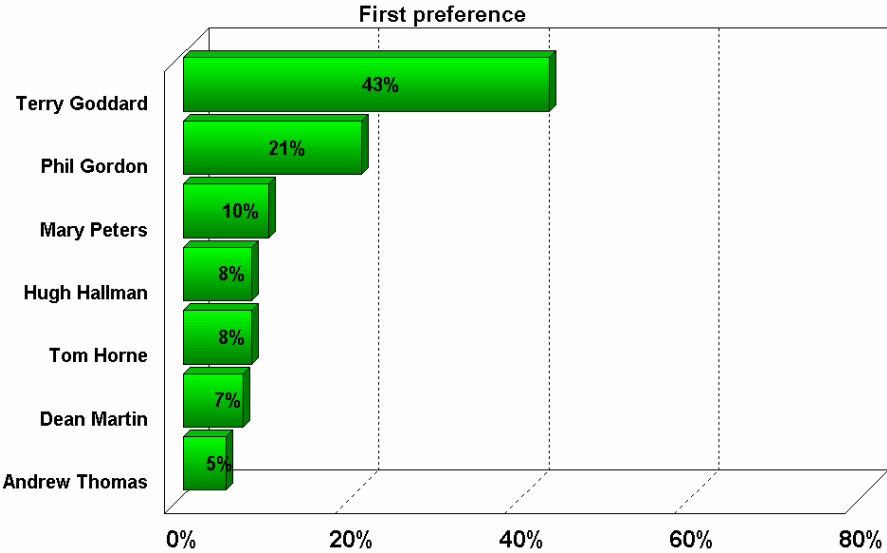


### Our Next Governor?

Arizona small businesses were asked to indicate their preferences if an election for governor were held today. Respondents were allowed to select both a first and a second choice candidate.



When we look at first choices only, Arizona Attorney General Terry Goddard was named by the largest number of respondents (43%), followed by Phoenix Mayor Phil Gordon (21%). None of the other prospective named candidates' figures exceeded 10%. These candidates included U.S. Transportation Secretary Mary Peters (10%), Tempe Mayor Hugh

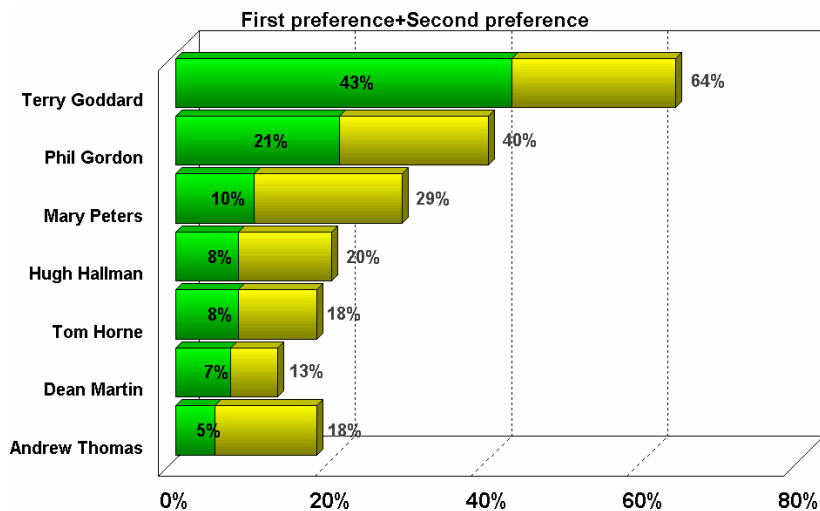
Hallman (8%), Arizona Superintendent of Public Instruction Tom Horne (8%), Arizona State Treasurer Dean Martin (7%), and Maricopa County Attorney Andrew Thomas (5%).

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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 and social 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"**

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When the second choices were added in, Terry Goddard (64%) and Phil Gordon still dominated the field, followed by Mary Peters at 29%.



In asking this question, we did not follow conventional rules of dividing Democratic and Republic respondents and asking each how they might vote in their own primary. In light of this, at first blush, we may have favored the Democratic candidates

Goddard and Gordon, since there are only two of them and the Republican vote was split five ways. Nonetheless, the two Democrats garnered 54% of the first choice votes, compared to only 38% for all of the Republicans. For this reason, decreasing the number of Republican choices might have increased the ratings for the remaining figures, but the rank ordering of the candidates would probably not have changed. Indeed, Terry Goddard's 43% of first choice votes exceeded the total number of all five Republican combined.

It is true that readings at this early stage often favor those with higher name recognition. Terry Goddard has run for Governor before and occupies a high-profile statewide office. Of course, two of the three Republican alternatives also occupy statewide offices. Likewise, Phil Gordon is mayor of the state's largest city, a position of some prominence. Of course, should Gordon elect to run for Governor, he will have to consider the risk that he would be the third sitting Phoenix Mayor in a row to unsuccessfully run for Governor (the previous ones being Terry Goddard and Paul Johnson).

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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