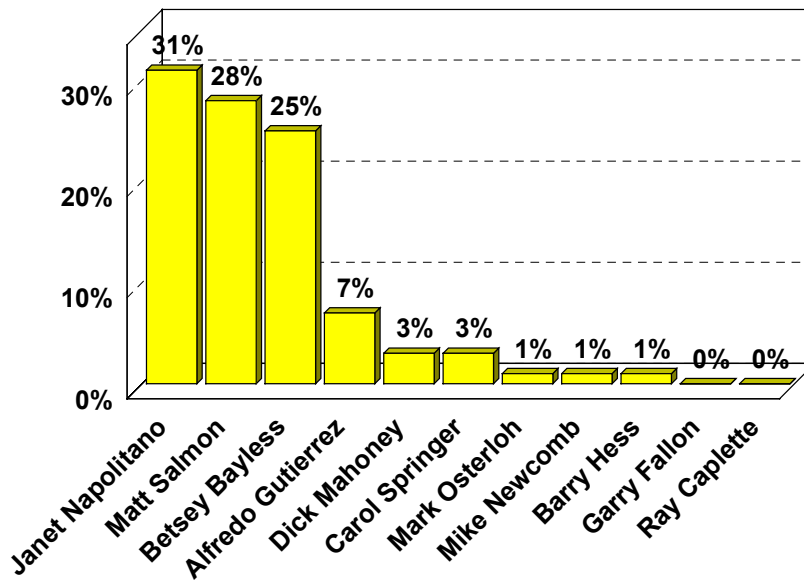


Too Little, Too Late?

Bayless Faces Uphill Battle in Governor's Race

PREFERRED CANDIDATE FOR GOVERNOR



Percentages calculated without "Don't Know" responses (11% of total)

Matt Salmon holds a small lead over rival Betsey Bayless among members of the Maricopa County business community in this year's race for governor, according to a new O'Neil Associates Valley Influentials Poll. Bayless receives the

support of one-quarter (25%) of the Valley's business community, slightly less than Salmon at 28%.

"With the primary only a few days away, it is certainly bad news for Bayless that she does not have the unequivocal support of the business community, which tends to function as a harbinger and opinion leader for the population at large," said poll director Dr. Michael O'Neil. "Bayless usually fares better in the business community than in the general population, and polls of all voters have favored Salmon throughout the campaign."

It must be noted, however, that those interviewed, in addition to the membership of the Valley's four major business leader organizations, also included the readership of the Phoenix Business Journal, unlike June's Valley Influentials Poll, which polled only members of the four organizations. Focusing just on this subset of business leaders in the

current sample, Bayless' support has, in fact, increased slightly from 28% to 31%, while Salmon's has dropped from 26% to 21%.

"The small gain for Bayless may be a case of 'too little, too late,'" O'Neil continued. "Salmon is well ahead in the general population, and Bayless' business leader support is both too tenuous and probably too late in the game to generate a major swing before the primary."

It is less surprising that Janet Napolitano receives more support than any other candidate (31%), even in the largely Republican business community. As the leading candidate on the Democratic side, the vote for that party is not split like Republicans are among Salmon and Bayless. Gutierrez, at 7% support, is unlikely to pose a threat in the primary. Gutierrez has actually lost ground since the most recent measurement: he now has 8% support in the business leader subset, compared to 11% in June. No other candidate received more than 3% support in the survey.

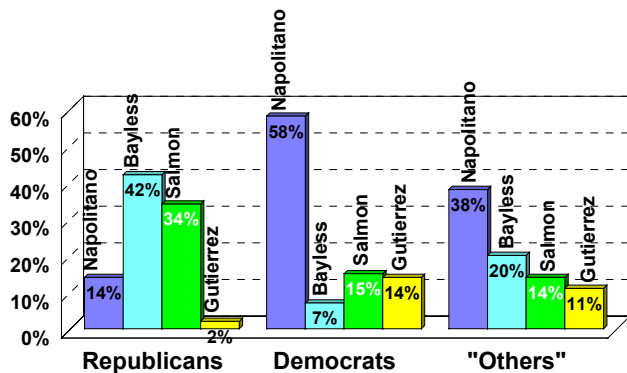
Party and Gender Gaps

Among those in the business community registered as Republicans, Bayless (42% support) has a slight edge on Salmon (34%). Said Dr. O'Neil, "Bayless may take comfort in the fact that she appears to have a slight lead among Republicans. The fact that the two are in a virtual tie overall must therefore be attributed to the fact that Salmon has more support than Bayless among non-Republicans, probably due to his greater name recognition as a former congressman."

According to O'Neil, "This lead for Bayless may be important, because Arizona's primaries, although they have been opened up in recent years, are still largely intraparty affairs, with low participation of those not registered with the party." O'Neil still cautioned, however, that Bayless' marginally greater support among Republican businesspeople this late in the election, is unlikely to bring her past Salmon in next

PREFERRED CANDIDATE FOR GOVERNOR

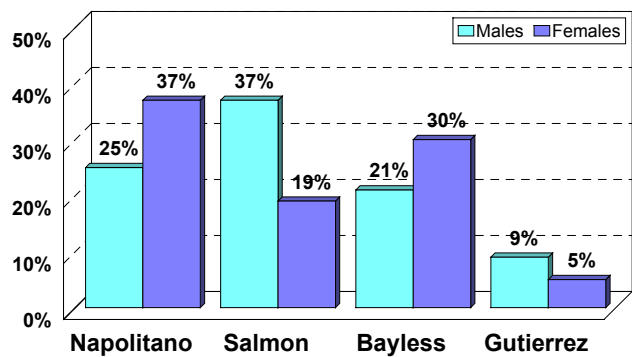
By Party Registration



Percentages calculated without "Don't Know" or blank responses (15% of total)

PREFERRED CANDIDATE FOR GOVERNOR

By Gender



Percentages calculated without "Don't Know" or blank responses (12% of total)

week's primary.

Four years ago, Arizona received national attention when the "Fab Five," all of whom are women, won the state's five top offices. Given the field of candidates this year, Arizonans can be certain there will no repeat. Two women, however, have a shot at the Governor's seat, and it is clear that if the state's businesswomen were to decide, one of these two would emerge victorious this fall. Among women, Napolitano (37% support) and Bayless (30%) receive a combined two-thirds (67% of the vote), compared to just 46% among males—a difference of 21 percentage points. Similarly, among businessmen, the two leading male candidates (Salmon 37%) and Gutierrez (9%) receive 46% support, or 22 percentage points more than their combined support among businesswomen (24%).

Said Dr. O'Neil, "Although Arizona's female elected officials have not been free of criticism these past four years, it is clear that many women in the state would prefer to see the top office continue to be held by a woman after November 5." O'Neil continued, "Since more women than men tend to be registered Democrats, I am not surprised by Napolitano's broad female support. But the gender gap between the two leading Republicans is too wide to ignore: women prefer Bayless, men prefer Salmon."

About the Poll. The ***O'Neil Associates Valley Influentials Poll*** is a web-based survey that was sent to all members of Greater Phoenix Leadership, Valley Leadership, East Valley Partnership, and Westmarc and subscribers of the Phoenix Business Journal. As such, this survey does not purport to be a random or representative sampling of the ***general population*** of the Phoenix metropolitan area. It would be difficult, however, to conceive of a more comprehensive representation from which to draw inferences about the opinions and sensibilities of the ***business community*** than the membership of these organizations and the readership of the Valley's premier business publication, although, inevitably, any definition of the business community is somewhat subjective. The persons surveyed are likely to exert disproportionate influence on and be an early indicator of community opinion by virtue of their position, community involvement, and political participation. The ***O'Neil Associates Valley Influentials Poll was not sponsored or paid for by any outside organization.*** One thousand two hundred and seventy-eight participants completed the survey between August 27 and September 3, 2002, yielding a margin of error of $\pm 2.7\%$. O'Neil Associates, Inc. is a Tempe-based public opinion research firm specializing in client-focused attitude and awareness studies for a wide variety of industries and organizations.

FOR IMMEDIATE RELEASE

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These results may be reported freely provided that they are identified as the "O'Neil Associates Valley Influentials Poll" including identification on any graphic material.

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*O'Neil Associates has tracked public opinion across the Valley, Arizona, and the Nation since 1981. To be healthy, public debate must be informed—this is why we commit our resources to measuring opinions on the political and social issues people care about and talk about. O'Neil Associates, however, is much more than that. While the **Valley Influentials Poll** and **Valley Monitor** may be our most publicly visible*

activities, we do most of our work for private businesses and organizations as well as state and other public agencies. As a full-service research firm, we assist our clients with a broad range of research efforts to measure customer satisfaction, improve customer service, fine-tune public images, focus marketing campaigns, engineer products, increase market shares, strengthen employee relations, and plan, refine, and assess business strategies.

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