

A few recipients have informed us that these emails sometimes omit graphics.

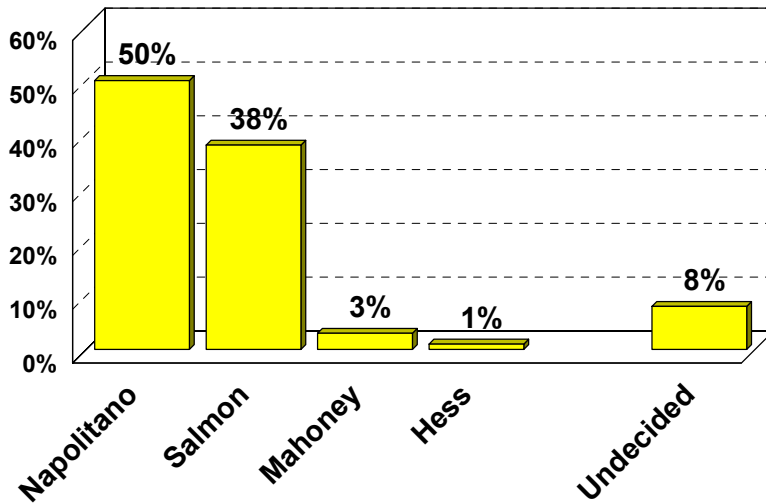
For this reason, the attachment to this email is a Word file with identical information and full graphics formatted for printing.

It has been scanned for viruses with Norton and is up to date as of today.



Emerging Crack in Republican Base: Business Community Deserting Salmon

VOTE FOR GOVERNOR

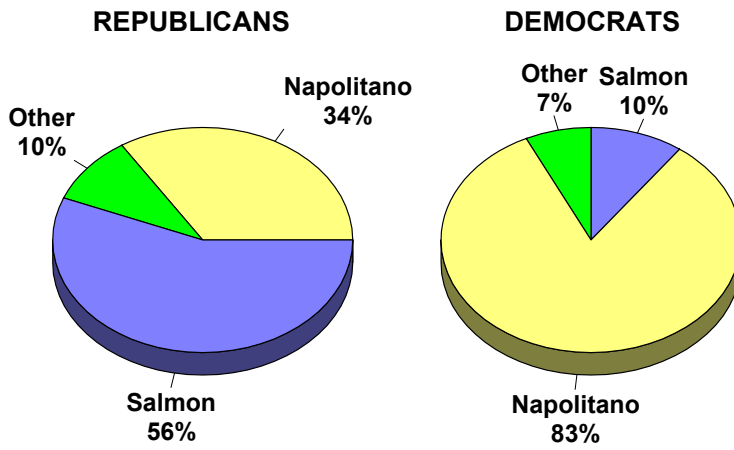


A majority of the Valley's business community supports Janet Napolitano in this fall's race for governor of Arizona, according to a new O'Neil Associates Valley Influentials Poll. The survey of 324 business and community leaders in Maricopa County found that Democrat

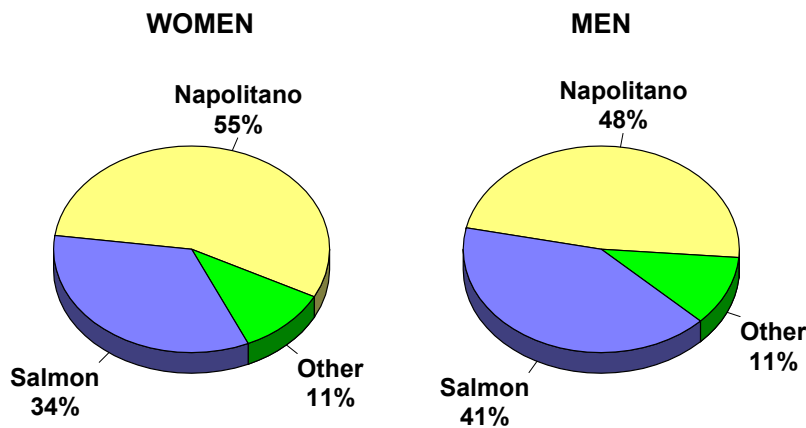
Napolitano is supported by fully 50% of this prominent group, while Republican candidate Matt Salmon receives 38%, independent Richard Mahoney 3% and Libertarian Barry Hess 1%. Eight percent (8%) are undecided or gave no answer.

"It is truly remarkable," said poll director Dr. Michael O'Neil, "that a sample of business leaders, who have tended historically to be Republican stalwarts, now favor a Democratic candidate so unequivocally for the state's top job." Indeed, of those interviewed, fully 58% said they are registered Republicans. Twenty-eight percent (28%) are registered Democrats, and the remaining 14% are either independents, have other registrations, are not registered, or gave no answer.

CANDIDATE CHOICE BY PARTY AFFILIATION



CANDIDATE CHOICE BY GENDER



Republican Crossover

Breaking down the numbers, O'Neil noted, "Napolitano is benefiting from a substantial crossover vote. Whereas she has virtually unanimous support among Democrat business leaders, Salmon receives only a small majority of Republicans' support."

One-third (34%) of those registered as Republicans will vote for Napolitano, as will fully 83% of Democrats. In contrast, Salmon receives only 10% Democratic crossover votes, to go with 56% of those registered as

Republicans. Those not registered with the two major parties also belong unequivocally in the Napolitano camp (50% for Napolitano, 20% for Salmon, 30% indicating other choices).

The gender gap is perhaps less strong than one might have anticipated-Napolitano is the preferred candidate of both genders. Women, however, do favor the current Attorney General more heavily (55%) than men do (48%).

Finally, it must be noted that Napolitano is the favorite even among those business leaders who are members of the East Valley Partnership, which is based in the district Salmon represented in the U.S. Congress (45% for Napolitano, 40% for Salmon). In fact, members of only one of the four participating organizations, Westmarc in the West Valley, favor Salmon (49% vs. 43% for Napolitano). Notably, among members of the largest of the organizations, Valley Leadership, 59% support Napolitano and just 31% Salmon. Even Greater Phoenix Leadership, comprising leaders of many of the state's major corporations, favor Napolitano over Salmon by 48% to 38%.

O'Neil concluded, "We must caution that this by no means determines that Salmon does not still have a good shot at the governor's seat this November. After all, this survey reveals the preference of only one important voter segment in the state's largest county. It does mean, however, that it will not be primarily in this traditional bastion of Republican strength that he is likely to secure a possible victory."

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. 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 business and *community leaders* than the combined membership of these organizations, although, inevitably, any definition of influentials 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*. Three hundred twenty-four participants completed the survey between October 11 and October 18, 2002, yielding a margin of error of $\pm 5\%$. 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

FURTHER INFORMATION: Michael O'Neil, Ph.D., 480-967-4441

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.

*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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