

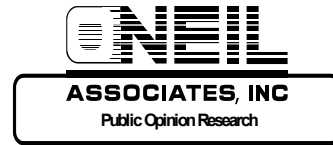
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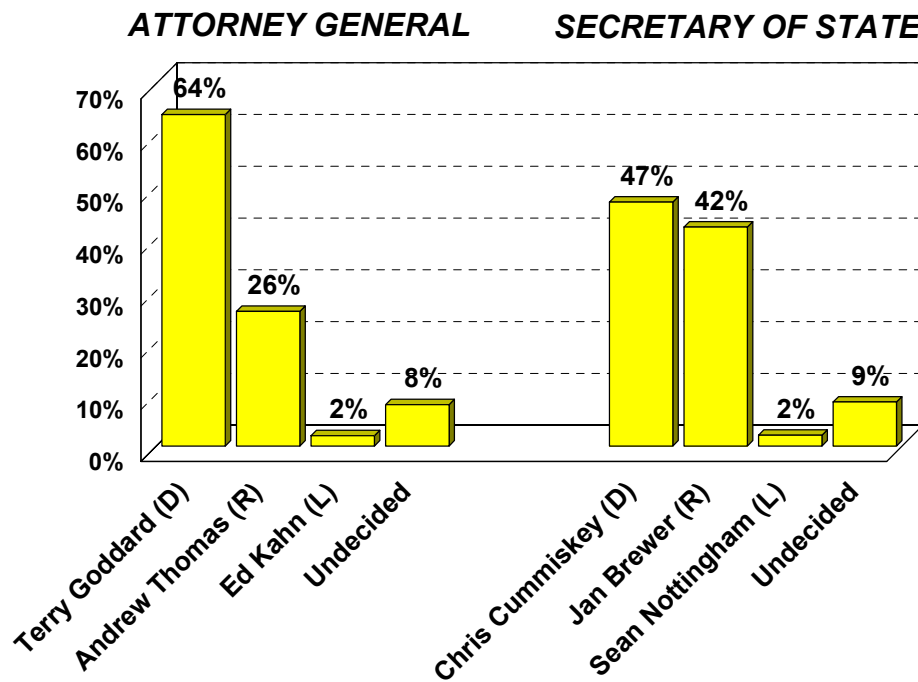
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**“Monitoring the
opinions of
opinion leaders”**



New Political Winds Blowing in Arizona: Business Leaders Support Democrats



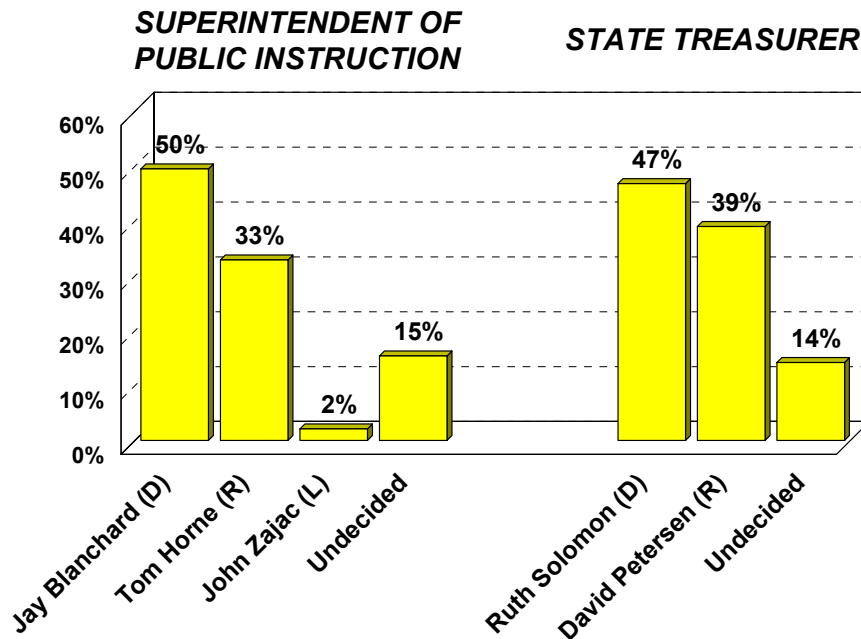
Democratic candidates are beating their Republican rivals in this fall's races for statewide offices across the board, according to a new O'Neil Associates Valley Influentials Poll of business and community leaders in Maricopa

County. Their leads range from a slim 5 percentage points in the race for Secretary of State to a massive 38 percentage points in the election for Attorney General.

"What we are seeing in this year's election represents a remarkable shift in a segment of the electorate that is usually considered core Republican," said poll director Dr. Michael O'Neil. "The O'Neil Associates Valley Influentials Poll recently found that Janet Napolitano is also heavily favored over Matt Salmon by the Valley's business community. The current numbers for the other statewide races amplify the message that no Republican in Arizona can take the support of this influential group for granted."

Terry Goddard holds the greatest lead, with 64% preferring the former Mayor of Phoenix in the election for Attorney General, while Republican opponent Andrew Thomas receives just 26%. Libertarian Ed Kahn is supported by 2%, and 8% are undecided in that race. "More than any other candidate in a non-gubernatorial race this year, Goddard has the advantage of name recognition," said O'Neil, cautioning, however, that Goddard's recognition is bound to be particularly strong in a sample of Valley business leaders, who are likely to remember him from his service as Mayor of Phoenix. Not all Arizonan voters, however, know Goddard similarly well.

In the race for Secretary of State, Democrat Chris Cummiskey (47%) and Republican Jan Brewer (42%) are in a near tie, with Libertarian Sean Nottingham a distant third (2%). Eight percent (8%) are undecided. For Superintendent of Public Instruction, Democrat Jay Blanchard leads Republican Tom Horne 50% to 33%, while Libertarian John Zajac garners 2%, and 15% are undecided. Finally, in the race for State Treasurer, Democrat Ruth Solomon (47%) holds a slim lead over Republican David Petersen (39%). Another 14% still have not decided how to vote in that race.



Crossover Republicans

The key to the Democratic lead is found in the considerable crossover of Republicans preferring Democrats in this year's races. In fact, with 47% of Republicans supporting him, Goddard is preferred by

more Republicans than Thomas. Democrats Blanchard, Cummiskey, and Petersen receive 33%, 29%, and 26%, respectively, of Republican business leaders' votes. In contrast, the Democratic crossover to the Republican side is negligible, ranging from 2% for Thomas to 11% for Brewer. Interestingly, whereas female voters traditionally prefer Democratic candidates more so than male voters, male and female business leaders differ little in their preferences in this year's Arizona elections.

O'Neil continued, "It is important to emphasize that business leaders are not a cross-section of the entire population. They are more likely to be politically interested and informed, and we know that informed voters are more likely to cast their votes based on the perceived merits of the candidates, and therefore less likely to cast a straight party-

line ballot. What must be of great and growing concern for Republicans in Arizona, however, is that recent surveys of the general population have shown similar trends."

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 thirty-one participants completed the survey between October 11 and October 24, 2002, yielding a margin of error of $\pm 4.9\%$. 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.

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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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