

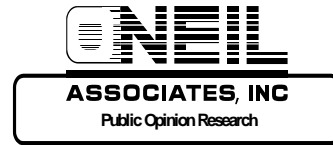
A few recipients have informed us that these emails sometimes omit graphics.

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 2002 with virus definitions up to date as of today.



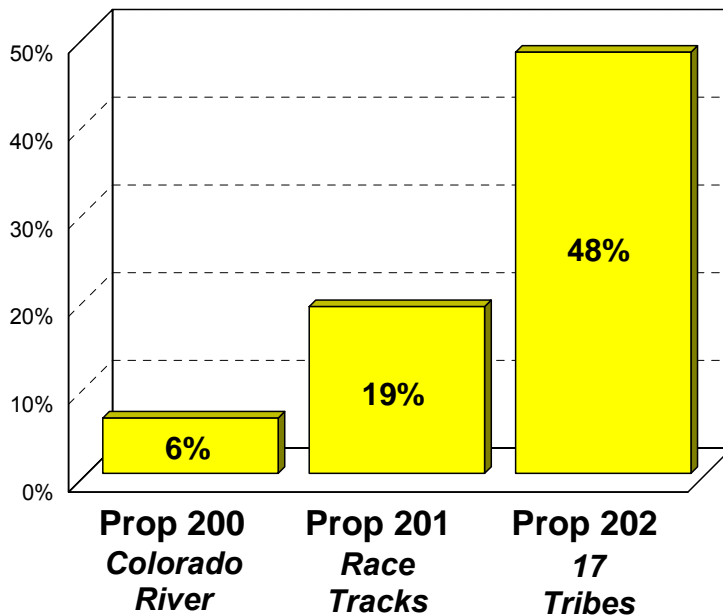
**“Monitoring the
opinions of
opinion leaders”**



**Polling the Propositions:
Indian Gaming and Marijuana Props in Trouble;
Lottery and Tobacco Tax Favored**

INDIAN GAMING VOTE

Proportion "Yes"



Arizona may soon find itself in a situation with none of three competing proposals on Indian gaming approved by the state's voters, according to a new O'Neil Associates Valley Influentials Poll of business and community leaders in Maricopa County. Propositions 200 and 201 appear headed for certain defeat, with three-quarters or more of the Valley's business community intending to vote against them. Proposition 202 is in a dead heat among business leaders, with

48% for and 44% against the initiative.

"Even if Proposition 202 ends up with majority support in the Valley's business community-and that support is tenuous at best-it is important to remember that the final decision is in the hands of all the state's voters," said VIP director Dr. Michael O'Neil.

"And the momentum seems to have shifted in the final stage of the campaign to those who oppose all three initiatives. My hunch, which is based on more than two decades of tracking Arizona politics, is that all three are going down, though 200 and 201, of course, appear far more certain to do so."

O'Neil added, "Even if business and community leaders cannot alone determine the outcome of elections, it is important for the three campaigns to come to terms with the fact that they will not be able to rely on this important segment of the electorate to round up support for their cause."

Proposition 200 is sponsored by the Colorado River Indian Tribes, 201 is associated with Arizona's horse and dog tracks, and 202 is sponsored by 17 tribes across the state. If all three fail to win approval, Indian gaming would likely return to the negotiating table for the Governor and the Legislature to work out new gambling deals.

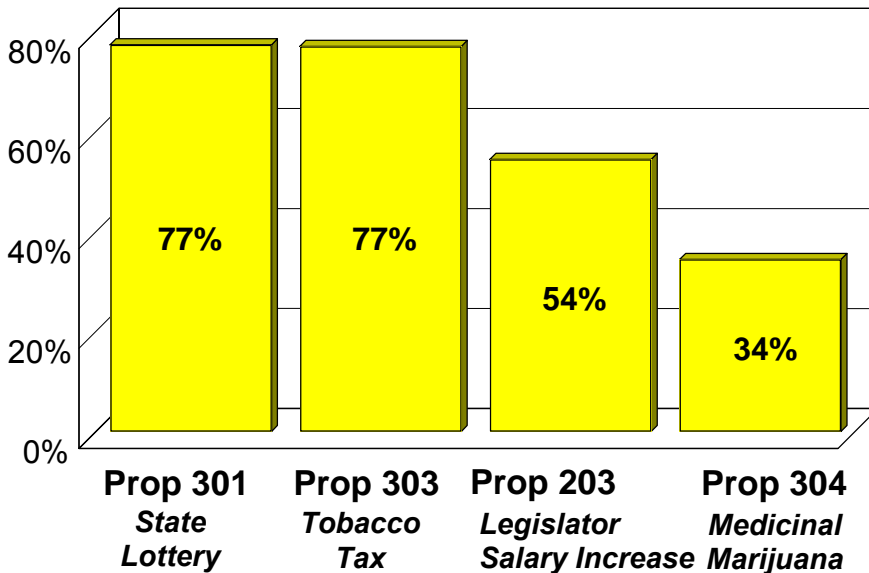
Propositions 200 and 201 are opposed across the board in all groups of local business and community leaders. Proposition 202, however, splits the waters, with a majority of registered Republicans (55%) intending to vote against and a majority of Democrats (63%) planning to vote for the initiative. That difference is even more pronounced when based on people's ideological self-identification-liberals heavily favor Prop 202, while conservatives strongly oppose it. Also, younger voters tend favor 202 more so than older voters.

Support for State Lottery and Tobacco Tax

Respondents were presented with the actual text of the propositions. In addition to vote

VOTE ON OTHER PROPOSITIONS

Proportion "Yes"



intent on the Indian gaming initiatives, the VIP also asked about four other propositions:

Propositions 301 and 303, on the continuation of the state lottery and a state tax increase on tobacco products, respectively, appear certain to pass, at

least when judging by the vote intent of Valley business leaders-77% plan to vote yes on each. "It looks like sin is okay, as long as it is taxed!" added O'Neil.

Uncertain Future for Legislative Salaries, Medicinal Marijuana

Proposition 304 would raise the salaries of State Legislators by 50% to \$36,000. Perhaps somewhat surprisingly, in light of recent years' criticism of state politicians, a modest majority (54%) of business leaders support the increase. Forty-three percent (43%) are against.

"As for Prop 304," said O'Neil, "I am skeptical whether the support in the business community for a salary increase will translate into victory at the polls. Whereas the general public thinks legislators have done little to justify a padding of their paycheck, business leaders are probably far more attuned to the relationship between low performance and low rewards."

Proposition 203, however, is opposed by an almost two-to-one margin (60% against, 34% for)-it would, among other things, allow medicinal use of marijuana, decriminalize the possession of small amounts of marijuana for personal use, and increase maximum sentences for violent crimes committed while under the influence of drugs.

"Because of the high-profile gaming propositions, the other ballot initiatives have largely failed to gain public and media attention," said O'Neil. "This has certainly been true for the Prop 203 campaign, which, in spite of the potential of marijuana to make good media fare, has been quite overwhelmed by the gaming commotion."

Polls of the general population have suggested better chances of voter approval for Proposition 203. "It is difficult to assess why business and community leaders may be more opposed to this initiative than other Arizonans," said O'Neil. "Perhaps they have paid closer attention to the actual content of the proposition, and if so, it seems they don't like what they've been hearing."

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 RELEASE FRIDAY, NOVEMBER 1, 2002

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.

(VIP017-

*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.*

For other surveys of public interest, please visit
<http://www.oneilresearch.com/surveys.htm>

For more information about us, please visit
www.oneilresearch.com