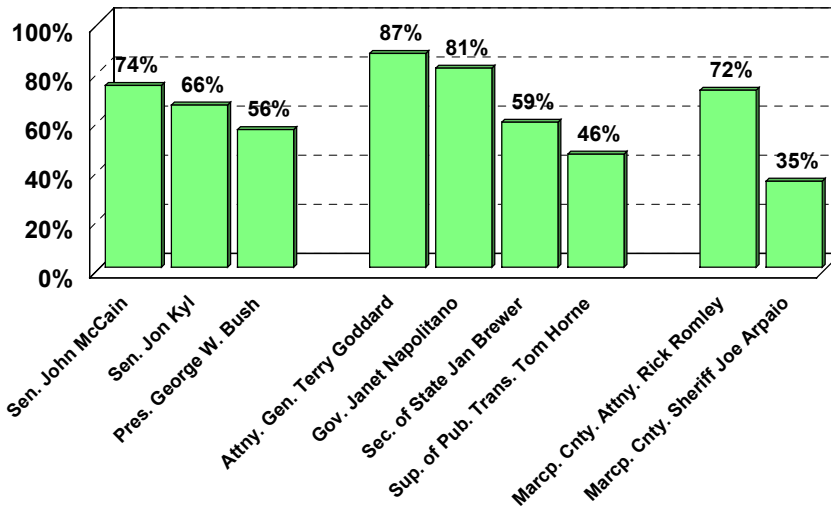




McCain, Goddard, and Romley Head List of Highly Approved Government Officials

JOB APPROVAL RATINGS

Proportion Approving of Official's Handling of Job



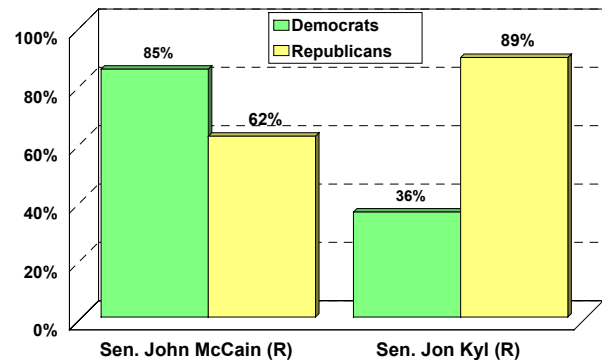
According to the latest *Valley Influentials Poll*, a survey of members of Valley Leadership, Greater Phoenix Leadership, East Valley Partnership, and Westmarc, Sen. John McCain (at the federal level), Attorney General Terry Goddard (at the state level), and County Attorney Rick Romley (at the county level) are the most-approved public officials.

Federal Officials

At the federal level, Sen. John McCain is clearly the most popular elected official rated as viewed by the sample of community elites. His approval rating of 74% is demonstrably higher than Sen. Jon Kyl's 66% or President George W. Bush's 56%. Intriguingly, his rating is considerably higher among Democrats (85%) than Republicans (62%). According to the director of the poll, Dr. Michael O'Neil, "This is an extraordinary finding for a public official who is clearly identified with one party and has been elected under that party's mantle on several occasions. The only cases where we tend to find that officials are more popular in a party other than their own, tends to be at the local level where officials are elected in a non-partisan manner and their party affiliation may not be well known. It is also interesting to note that McCain's approval ratings were in the 70's for all of the surveyed organizations with the exception of the East Valley Partnership, whose members approve of his job performance at a 54% rate. McCain used to be a Congressman from the East Valley before being elected to the U.S. Senate."

US SENATOR APPROVAL RATINGS

Proportion Approving of Senator's Handling of Job



O'Neil continued, "Clearly, McCain's appeal to Democrats is tied to perceived ideology. McCain is also rated much more highly by those identifying themselves as more liberal than conservative. This is an especially interesting finding for a Senator who has always cast himself as a Goldwater-style

conservative. Clearly his gadfly leanings have not enamored himself among members of his own party, particularly among the most conservative members. Sen. Jon Kyl's ratings, on the other hand, are much more consistent with traditional expectations. His 66% approval masks an 89% approval among Republicans and only a 36% approval among Democrats. Independents, at 48%, did not rate him higher than Democrats. President Bush's ratings, while somewhat lower than Jon Kyl's, follow the same predictably partisan distribution.

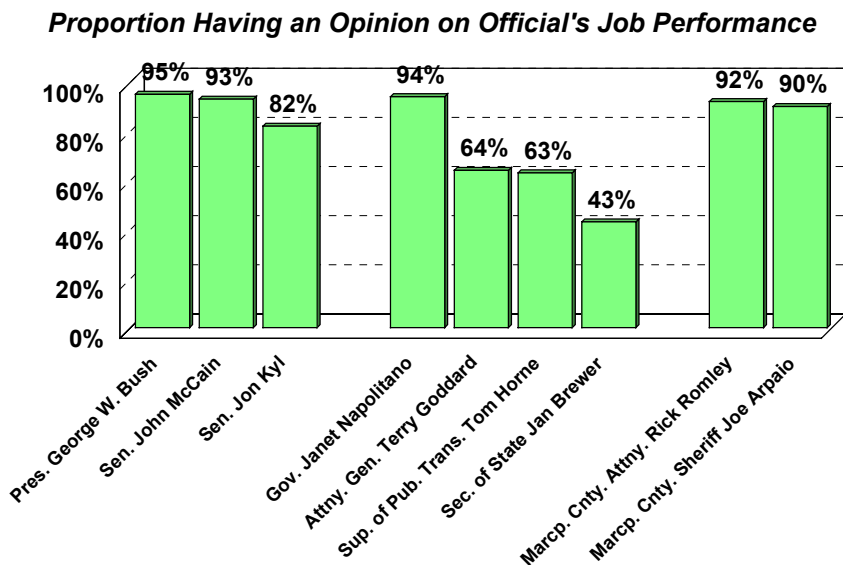
Arizona Officials

Among Arizona officials, Attorney General Terry Goddard edges Governor Janet Napolitano as the most popular. Both enjoy nearly universal support among Democrats. Goddard's somewhat higher overall ratings are do to the fact that his job performance is approved by 78% of Republicans compared to only 65% of Republicans who approved of Gov. Napolitano's performance. Republican Secretary of State Jan Brewer and Superintendent of Public Instruction Tom Horne were rated considerably lower. Their ratings had a predictable partisan tinge; each was rated considerably higher among Republicans than among Democrats.

Maricopa County

Among the most-striking findings in the survey were the very high ratings given to County Attorney Rick Romley (72%) and the comparatively low ratings given to Maricopa County Sheriff Joe Arpaio. Arpaio has previously been among the most popular figures in the state in surveys conducted of the general population. Since none of these surveys has been very recent, it is not clear whether this represents a diminution in his popularity or simply the fact that his high level of popularity may never have extended to this group of community and business leaders. Regardless of which of these interpretations is accurate, the extraordinary discrepancy between these figures and those which O'Neil Associates has measured in several previous surveys of the general public are striking. For example, in a September 2001 poll, Sheriff Joe Arpaio was the most popular elected official among six measured. Even at that time, however, that particular approval rating (69%), while high, was down considerably from a 1997 rating of 85%, which was, at the time, more than 20% higher than any other elected official in the state.

Recognition



Not all of these elected officials could be rated by all respondents. The chart to the left shows the proportion of respondents who could rate each elected official. Those who could not rate a given official were excluded from the approval percentages reported above. This is done in order to make each comparison a fair, "apples to apples" one. The chart indicates that

perceptions of the job performance of relatively low-visibility positions such as Secretary of State are based on considerably smaller proportions of voters. The same is true to a lesser extent for an Attorney General and Superintendent of Public instruction. All other elected officials were rated by at least 90% of the population with the exception of Sen. Jon Kyl, who was rated by only 84%. This is demonstrably lower than the 97% recognition achieved by the much more visible Sen. John McCain.

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**. Four hundred participants completed the survey between June 23 and July 2, 2003, 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.

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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.

*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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