

SUPPORTING ARIZONA BUSINESSES FOR 20 YEARS!

# RANKING *The Best of Arizona Business* ARIZONA®

2017

**Ranking Arizona: The Best of Arizona Business** is the result of the largest business opinion poll taken in Arizona. *Ranking Arizona*® is based purely on voters' opinion. It is not based on annual revenue or the number of employees. Instead, participants who vote give us their recommendations based on quality of product, service and with whom they would recommend doing business. *Ranking Arizona*® is direct mailed to a minimum of **25,000** company presidents and c-level executives, is retailed in select Barnes & Noble stores and seasonally at Phoenix Sky Harbor International Airport.



## WHAT THE BEST SAY ABOUT RANKING ARIZONA

“**Ranking Arizona continues to provide a positive impact on our business** with respect to visibility and credibility in the industry with a unique opportunity for differentiation among our peers. It has encouraged creativity, collaboration, and added a fun element to our branding and marketing program. The positive internal impact, a shared sense of pride, is demonstrated repeatedly in our day-to-day work and translates outwardly through our staff's commitment to customer service and quality.”

- Brett Creaser / Sr. Vice President / Speedie & Associates, Inc.

“**The Ranking Arizona award produces a sense of pride which emanates from each team member and is reflected in how they interact with our clients. The continued recognition of the Arizona business community in Ranking Arizona not only fosters that pride within our organization, it also serves as a valuable catalyst to enhance and drive the growth efforts of our firm.**”

- John Brunia / President / Spectra Electrical Services, Inc.

“**Scott Roofing has been recognized for eight years by Ranking Arizona voters for being the best roofing contractor in the state. The power of this award provides consumers' confidence and reassurance in knowing they are in the hands of the best of the best! It is an honor to hear new customers tell us they chose us based on our #1 ranking. You cannot buy that kind of acknowledgement and respect, you earn it.**”

- Mike Scott / General Manager, Co-Founder / Scott Roofing

**\$245,000**  
AVERAGE  
HOUSEHOLD INCOME

**82%**  
REPORT SHARING THEIR  
RANKING ARIZONA ISSUE

**78%**  
HAVE A COLLEGE /  
ADVANCED DEGREE

**71%**  
REPORT USING RANKING  
ARIZONA AS A BUSINESS  
REFERENCE TOOL

UPPER  
MANAGEMENT **12%**

OWNER/  
PRESIDENT **66%**

SALES/  
MARKETING **12%**

MIDDLE  
MANAGEMENT **7%**

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