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Poll of Newly Registered Voters Shows Saban in Lead

Phone survey includes voters registered since 2004 election, cellphone users

(PHOENIX) October 31, 2008: In striking contradiction to an earlier ASU/Cronkite poll of “all registered voters,” a new poll of “newly registered voters” shows that **Dan Saban holds a commanding lead** in the race for Maricopa County Sheriff among this group. Since Election Day in 2004, 487,108 citizens have registered to vote. These voters, who have never cast a ballot for county sheriff, make up 28 percent of Maricopa County’s active voting population.

In a telephone survey conducted October 24-30, **54 percent of newly registered voters preferred Dan Saban** over the Republican incumbent. Only 31.7 percent said they would vote for Arpaio and 14.3 percent were still undecided. The telephone survey of 454 active, registered voters conducted for the Saban for Sheriff campaign, asked respondents: “If the election for Maricopa County Sheriff were held today, for whom would you vote: Dan Saban, Joe Arpaio, or are you undecided?”

This is in almost direct contradiction to the ASU poll because the methodologies used were different. The ASU poll did not include people who used a cellphone as their primary telephone. According to Bruce Merrill of the ASU/Cronkite poll, that group accounts for between 20-30 percent of telephone users. This group also tends to be younger than land-line users.

Both polls surveyed Republicans, Democrats and Independents based on their percentage of the voting population, but the ratios are different from when “likely” voters voted in 2004. Then the percentage of Republicans was higher in the voting population. The ratios among “newly registered” voters are completely different, with Democrats making up 29.7 percent, Republicans 29.4 percent, “Others” 40 percent, and Greens and Libertarians combining for .007 percent. The poll’s margin of error is +/-4.6 percent.

The differences between these two polls underline the importance of looking at the numbers in new ways. For example, an August 2004 poll of “likely voter” respondents taken prior to the Saban/Arpaio primary in 2004 showed Saban was favored by only 25 percent, yet he finished with 44 percent of the vote.

Bill Perry, manager of the Saban for Sheriff campaign, said “We believe the poll conducted by ASU missed a lot of voters who will likely have a big say in this year’s election. More than 202,000 people have registered this year alone and they deserve to have their voices heard in advance of Election Day. What we’re hearing is they want a new sheriff and that sheriff is Dan Saban.”