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Polling Institute
400 Cedar Avenue
West Long Branch, NJ 07764
(732) 263-5860
www.monmouth.edu/polling

DT: September 30, 2008

TO: Bill Elliott
Chairman
The HERO Campaign for Designated Drivers

FR: Patrick Murray
Director
Monmouth University Polling Institute

RE: New Jersey state poll on the Hero Campaign

The Monmouth University Polling Institute conducted a survey of New Jersey residents on behalf of the Hero Campaign in September 2008. The Institute was happy to be able to offer its services at no charge to assist with the Hero Campaign's efforts.

The poll found that the efforts behind both the Hero Campaign and "John's Law" are viewed favorably by very large numbers of New Jersey residents.

Specifically, more than 9-in-10 New Jersey residents say the Hero Campaign – to promote the use of designated drivers – is important. This includes an overwhelming 75% who say this effort is very important and 18% who feel it is somewhat important.

Similarly, more than 8-in-10 residents (82%) support "John's Law," which gives police the power to impound drunk driver's vehicles for up to 12 hours.

The poll also found that just over 4-in-10 (42%) New Jersey adults are aware that John's Law is already on the state's statute books.

About 1-in-5 residents (19%) have seen or heard billboards, radio ads, or other materials for the Hero Campaign. This level of awareness ranges from about 1-in-4 (25%) in the state's eight southernmost counties to 15% or 16% in the rest of the state.

Among those who say they have seen or heard something about the Hero Campaign, about one-third (36%) correctly identify it as being related to drunk driving awareness and using designated drivers. Another third do not offer a guess, and the remainder believes the campaign honors veterans, first-responders, or others who contribute to their community.

The poll found no significant differences by age group in any of its findings.

DATA TABLES

The questions referred to in this memo are as follows:

(* Some columns may not add to 100% due to rounding.)

1. In the past year, have you seen or heard anything about something called the Hero Campaign, such as on billboards, radio, or in other places?

	NJ ADULTS	REG VOTERS	AGE			REGION		
			18 to 34	35 to 54	55 or over	North	Central	South
Yes	19%	20%	20%	17%	19%	15%	16%	25%
No	79%	77%	80%	80%	77%	81%	83%	74%
(VOL) Don't know	3%	3%	0%	3%	4%	4%	1%	2%
Unwtd N	808	709	154	291	351	353	198	212

2. [The following question was asked only of those who said "Yes" to Q1 moe= ± 8.1%]
What do you think the Hero Campaign is?

	TOTAL
Designated driver, drunk driving awareness	36%
Other	29%
(VOL) Don't know	35%
Unwtd N	147

3. The Hero Campaign for Designated Drivers promotes the use of sober designated drivers to prevent drunken driving. How important do you think this effort is – very, somewhat, not too, or not at all important?

	NJ ADULTS	REG VOTERS	AGE			REGION		
			18 to 34	35 to 54	55 or over	North	Central	South
Very important	75%	73%	76%	73%	78%	75%	71%	79%
Somewhat important	18%	21%	19%	19%	15%	19%	22%	15%
Not too important	2%	2%	2%	3%	3%	2%	2%	3%
Not at all important	2%	2%	2%	3%	1%	2%	3%	2%
(VOL) Don't know	2%	2%	1%	2%	3%	1%	2%	2%
Unwtd N	808	709	154	291	351	353	198	212

4. Are you aware that under a New Jersey law known as John's Law, police automatically impound the cars of people arrested for drunk driving or D.U.I. for up to 12 hours – or hadn't you heard about the law until now?

	NJ ADULTS	REG VOTERS	AGE			REGION		
			18 to 34	35 to 54	55 or over	North	Central	South
Was aware	42%	43%	40%	42%	43%	42%	42%	41%
Had not heard	57%	56%	59%	57%	56%	58%	58%	59%
(VOL) Don't know	1%	1%	0%	0%	1%	1%	0%	0%
Unwtd N	808	709	154	291	351	353	198	212

5. Do you favor or oppose this law?

	NJ ADULTS	REG VOTERS	AGE			REGION		
			18 to 34	35 to 54	55 or over	North	Central	South
Favor	82%	82%	81%	84%	82%	81%	79%	88%
Oppose	12%	12%	14%	13%	10%	14%	16%	8%
(VOL) Don't know	5%	6%	4%	4%	8%	5%	5%	4%
Unwtd N	808	709	154	291	351	353	198	212

The poll was conducted and analyzed by the Monmouth University Polling Institute. The telephone interviews were collected by Braun Research on September 11-14, 2008 with a statewide random sample 808 adult residents. For results based on this sample, one can say with 95% confidence that the error attributable to sampling has a maximum margin of plus or minus 3.5 percentage points. Sampling error increases as the sample size decreases, so statements based on various population subgroups, such as separate figures reported by gender or party identification, are subject to more error than are statements based on the total sample. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.