



*Ensign John R. Elliott*  
**HERO**  
**Campaign**  
*for Designated Drivers®*

*Ensign John R. Elliott, 11/17/77-07/22/00*

## 2015 HERO Campaign Awareness Poll

Stockton Polling Institute

**STOCKTON** | WILLIAM J. HUGHES  
UNIVERSITY | CENTER FOR PUBLIC POLICY



# Methodology

- The survey was conducted by the Stockton Polling Institute of the William J. Hughes Center for Public Policy ([www.stockton.edu/hughescenter](http://www.stockton.edu/hughescenter)) for the John R. Elliott HERO Campaign for Designated Drivers®.
- Live interviewers on the Stockton University campus called both landlines and cell phones from Feb. 13-19, 2015.
- The poll was conducted with 805 adults who are residents of Atlantic and Cape May counties in New Jersey.
- The poll's margin of error is +/- 3.5 percentage points at a 95 percent confidence level. MOE is higher for subsets. Data are weighted based on United States Census Bureau demographics for Atlantic and Cape May counties.

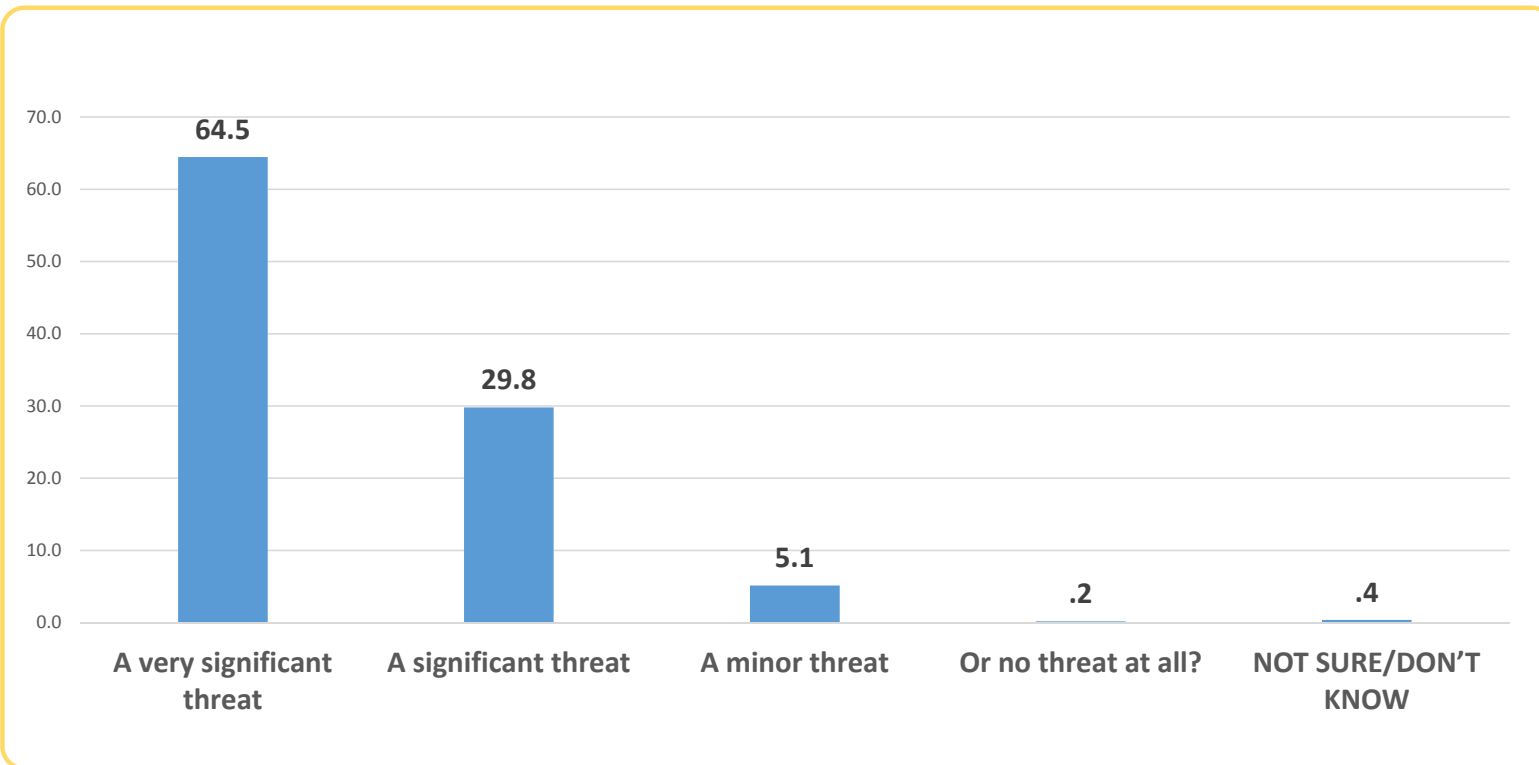


# Key findings

- 78% think designated drivers should not drink at all.
- 22% volunteer the HERO Campaign when asked to name organizations who work to prevent drunk driving tragedies.
- 65% are somewhat or very familiar with the HERO Campaign.
- 82% believe the HERO Campaign is effective in influencing people to either serve as a sober designated driver or to accept a ride from one.
- 40% of those who served as sober designated drivers, and 38% of those who used designated drivers, credit the HERO Campaign with influencing their decisions.

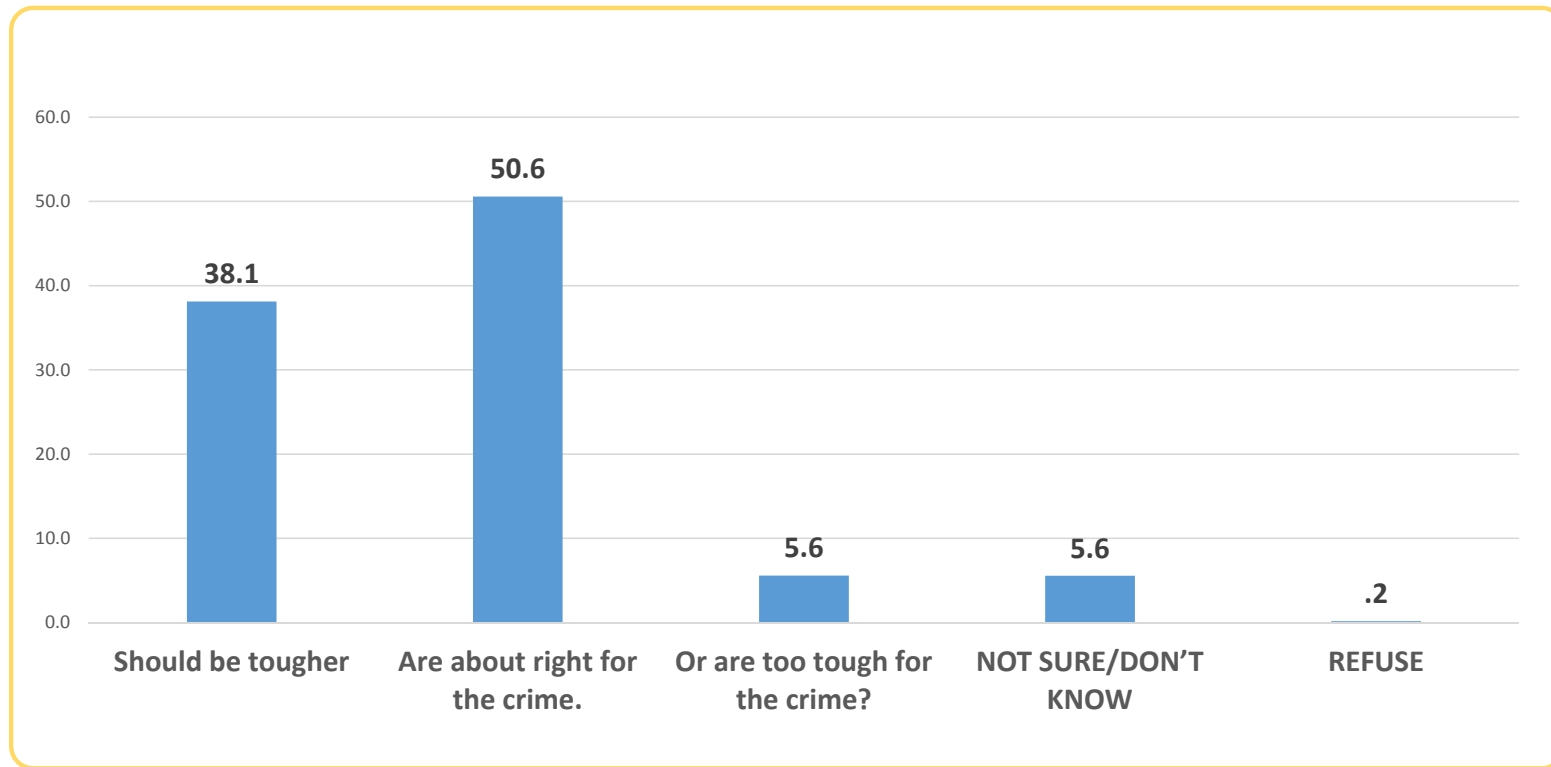


**Q1. We have a few questions related to the topic of drunken driving. How big of a threat to public safety do you consider drunken driving:**



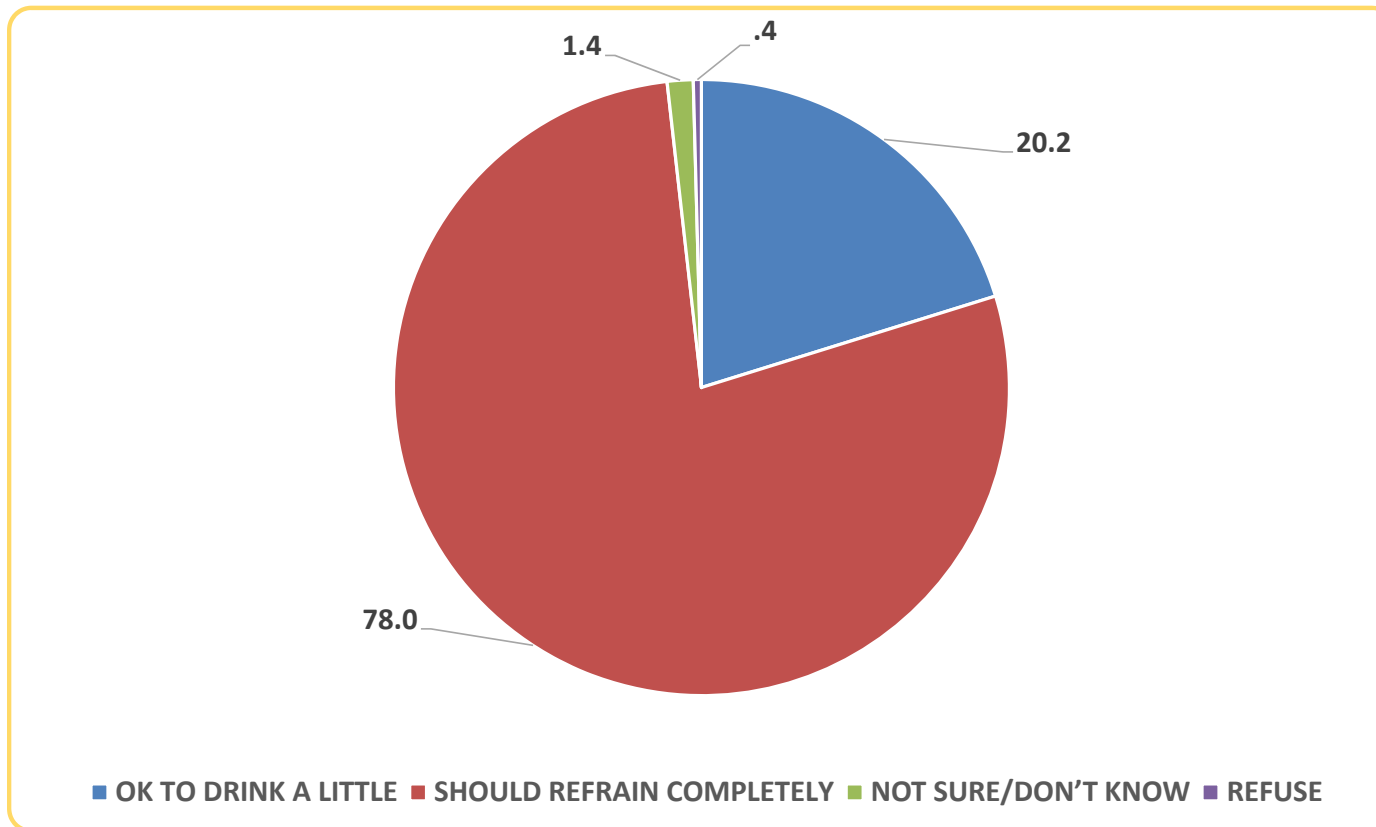


**Q2. How do you feel about laws regarding driving while under the influence in New Jersey? Do you think the laws:**



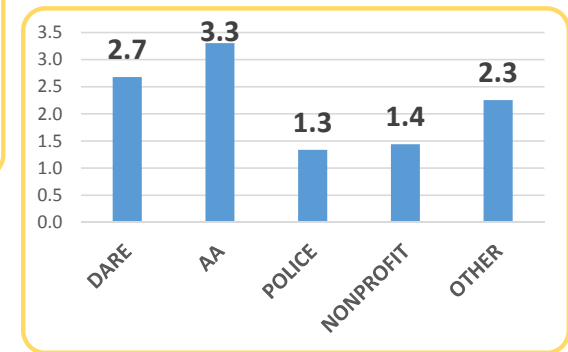
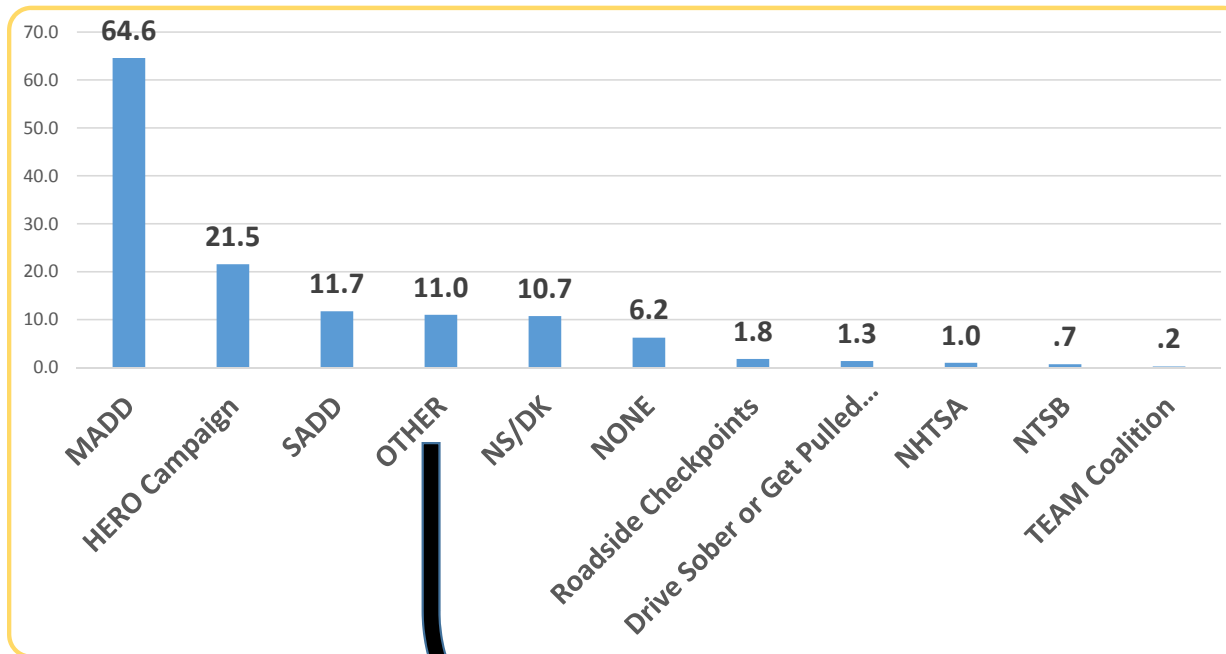


**Q3. Would you consider someone who drinks only a little alcohol to fit the definition of a sober designated driver, or should someone totally refrain from drinking any alcohol to be considered a sober designated driver?**



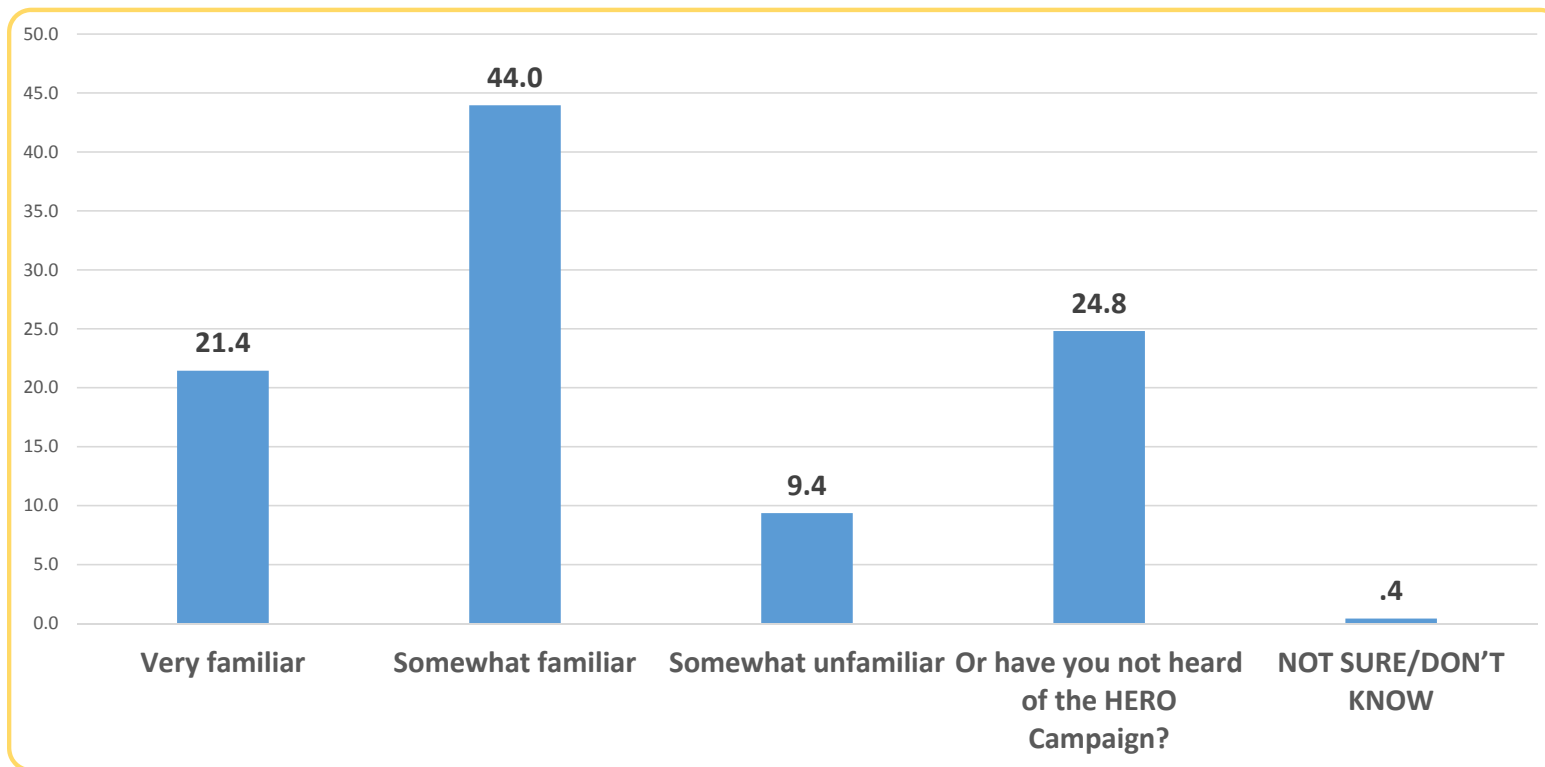


**Q4. Please tell me the names of any organizations you can think of that work to prevent drunken driving.**





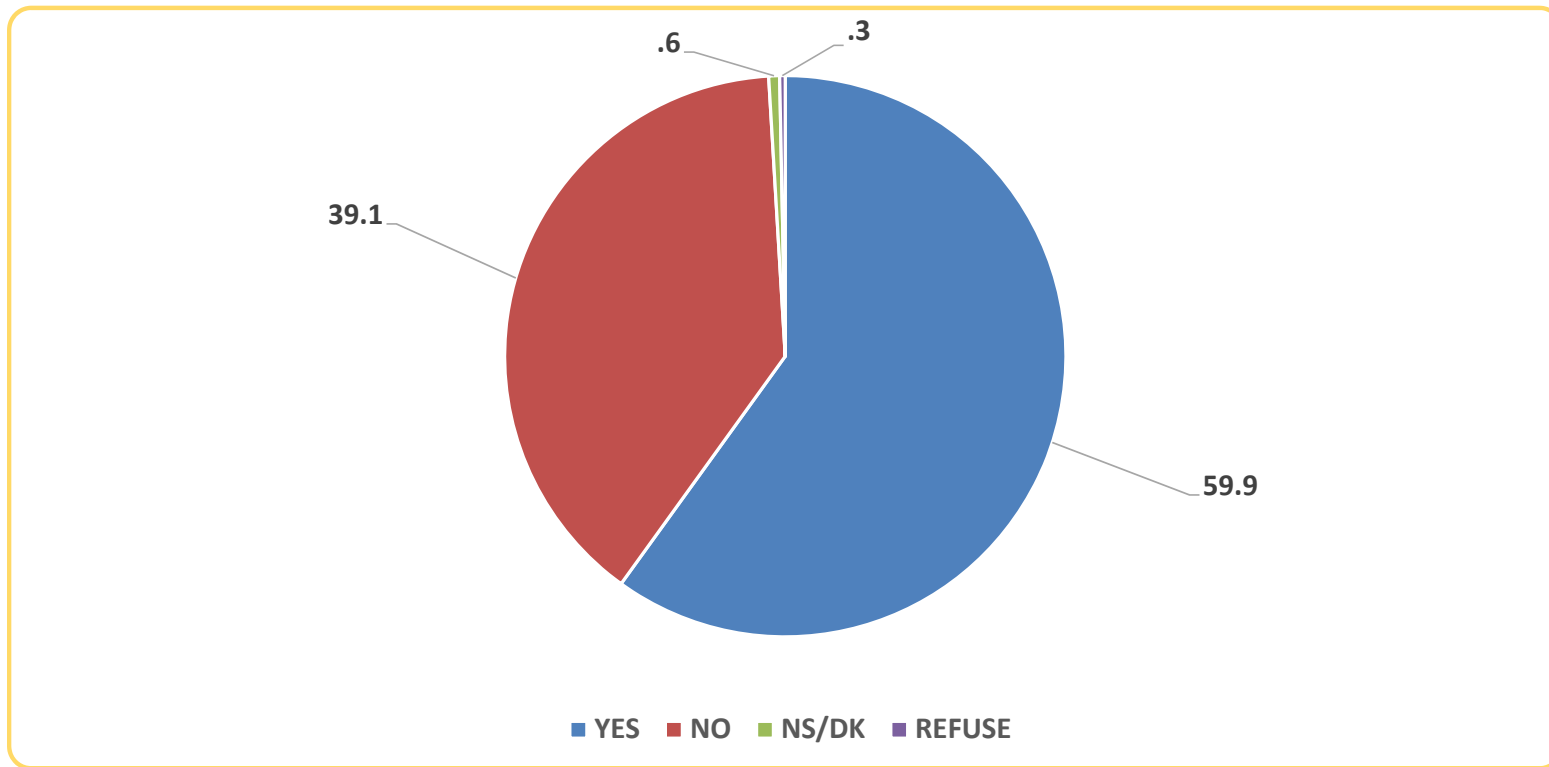
**Q4A. The John R Elliott HERO Campaign for Designated Drivers promotes the use of sober designated drivers to prevent drunken driving tragedies. How familiar or unfamiliar are you with the HERO campaign? Are you:**





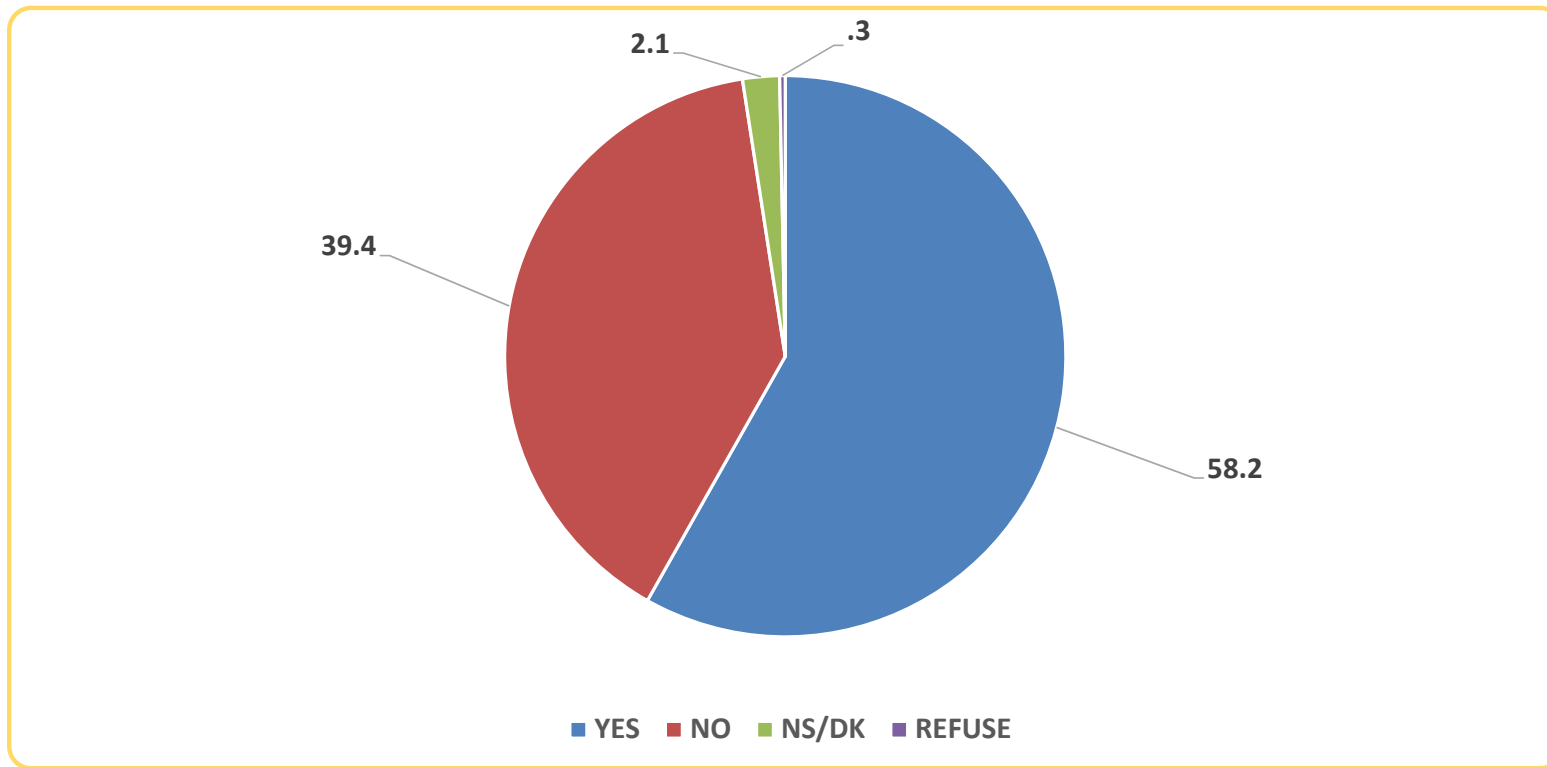


Q5. We would like to know about how you have learned about the HERO Campaign. Please tell me whether or not you have gotten information about the HERO campaign from each of the following sources: Print or online news articles



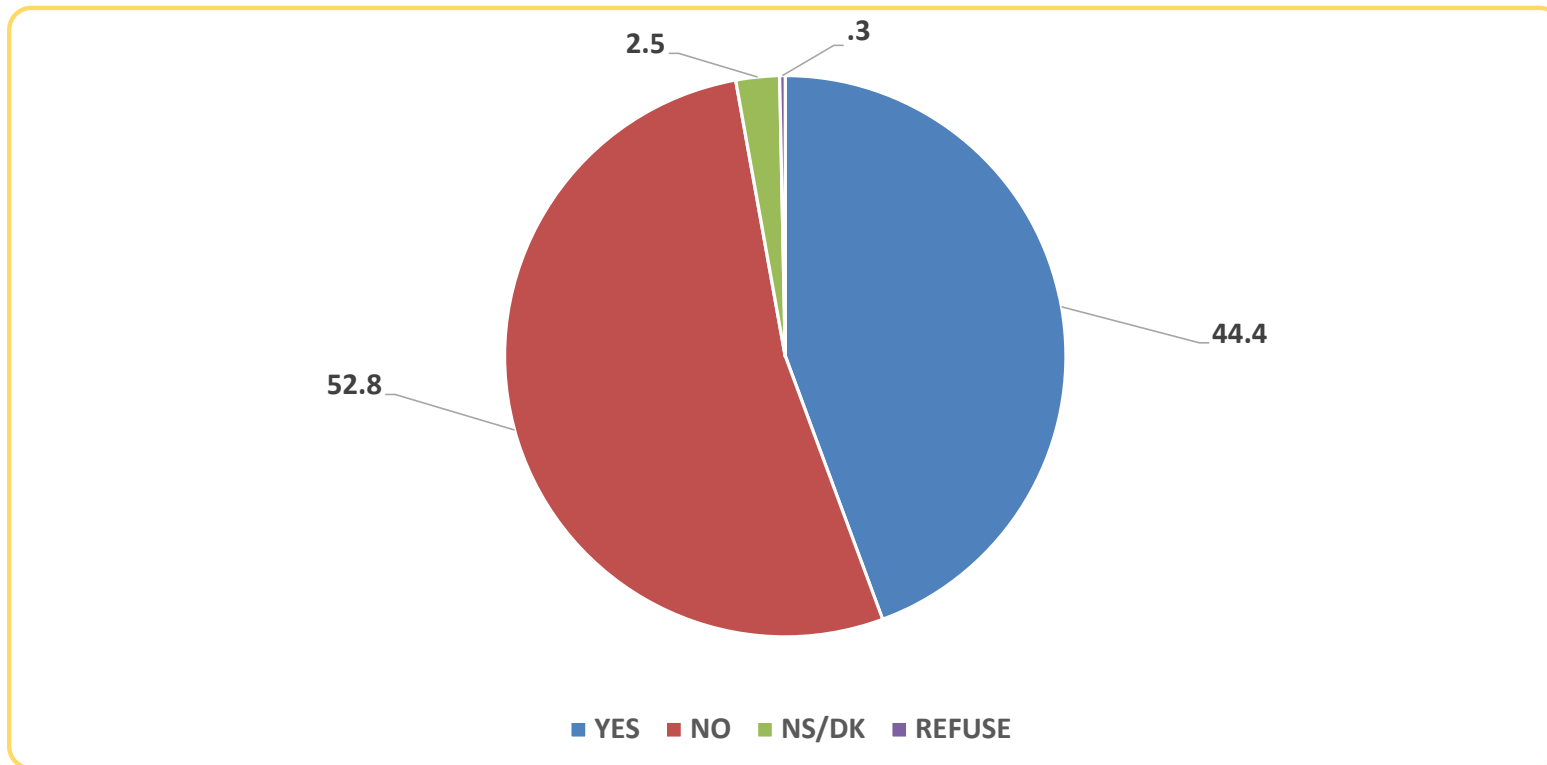


**Q6. Please tell me whether or not you have gotten information about the HERO campaign from each of the following sources:  
Television**



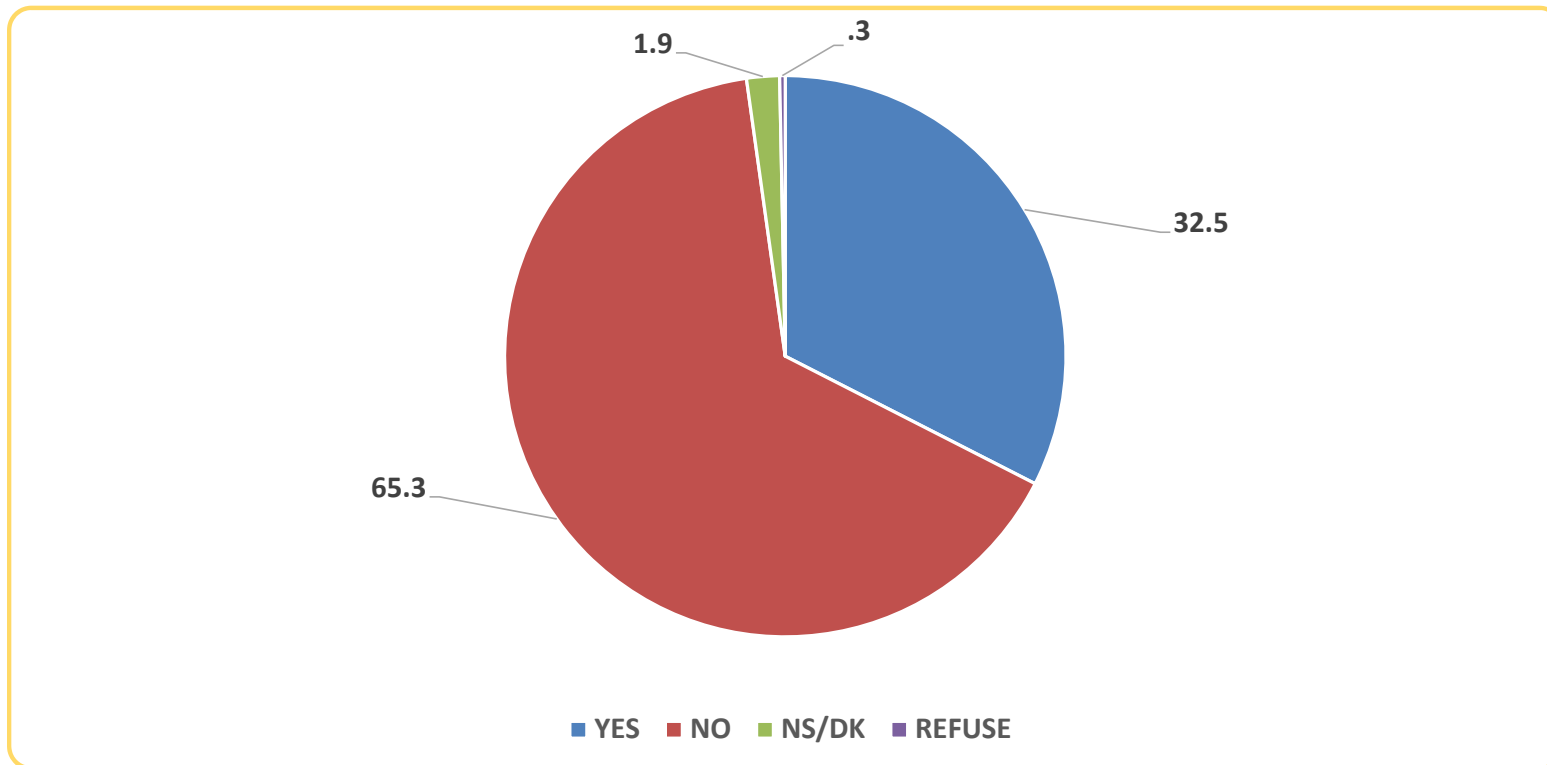


**Q7. Please tell me whether or not you have gotten information about the HERO campaign from each of the following sources:  
Radio**



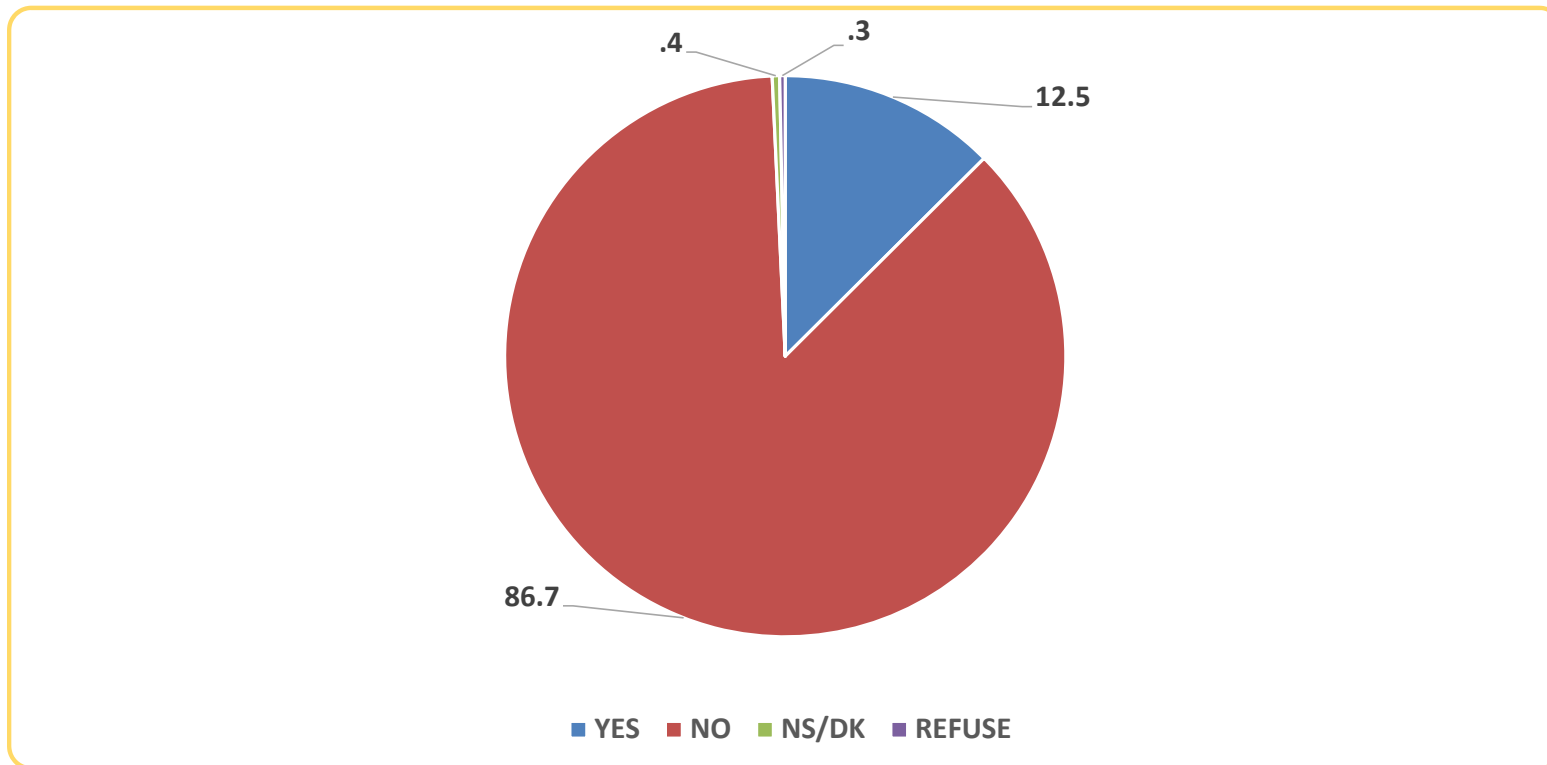


Q8. Please tell me whether or not you have gotten information about the HERO campaign from each of the following sources:  
Social media



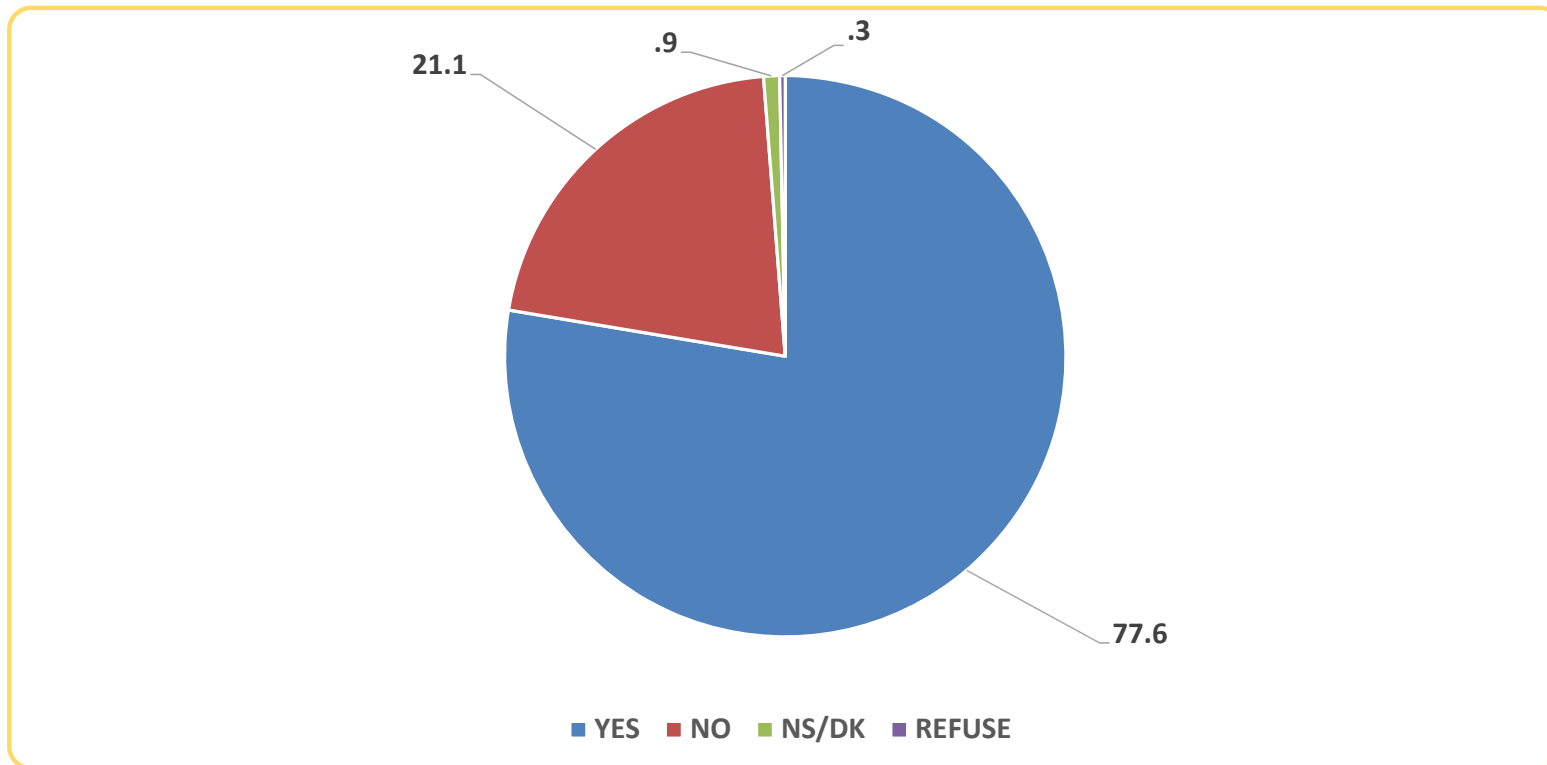


Q9. Please tell me whether or not you have gotten information about the HERO campaign from each of the following sources: The HERO Campaign website



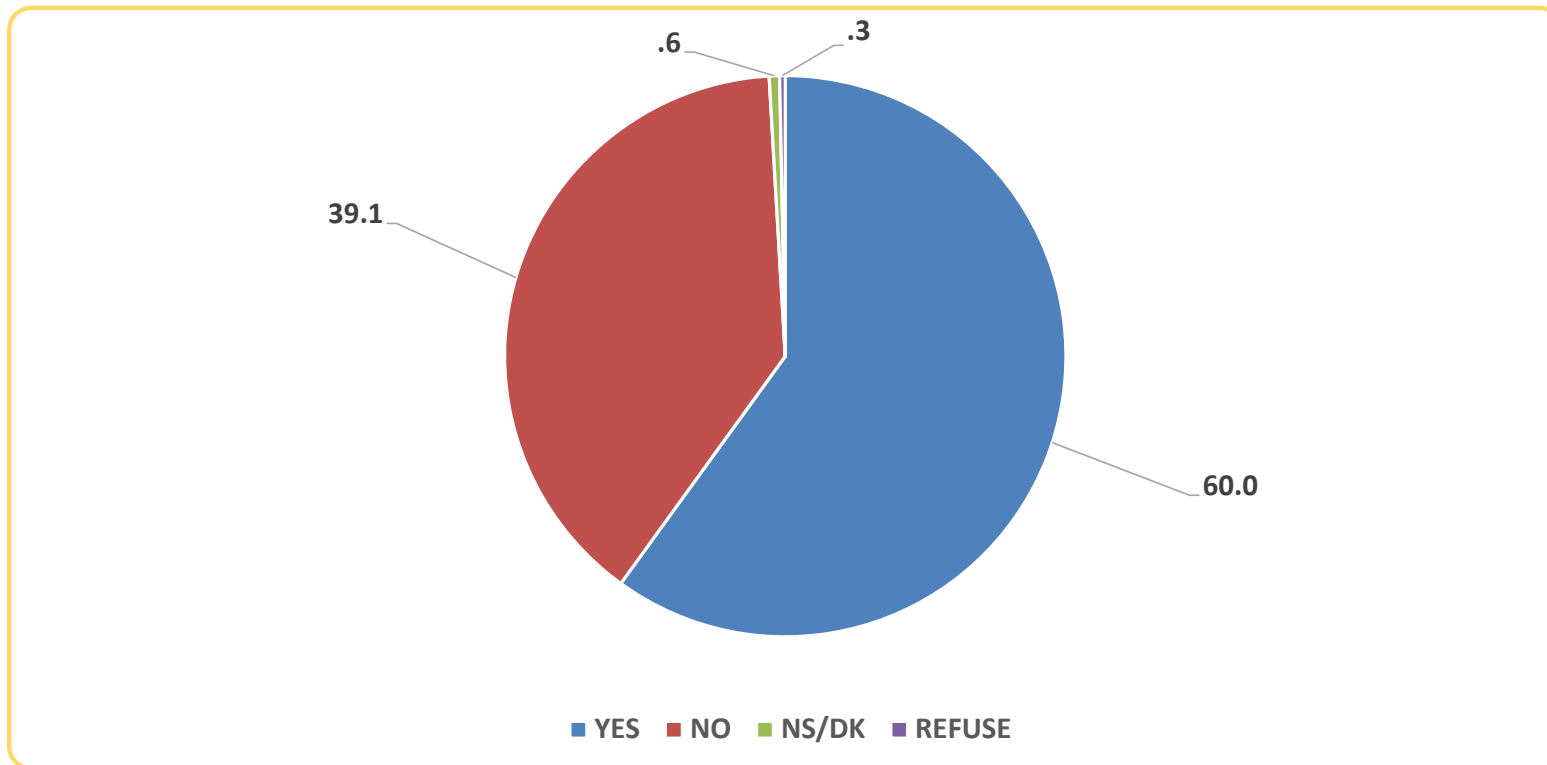


**Q10. Please tell me whether or not you have gotten information about the HERO campaign from each of the following sources:  
Posters and billboards**



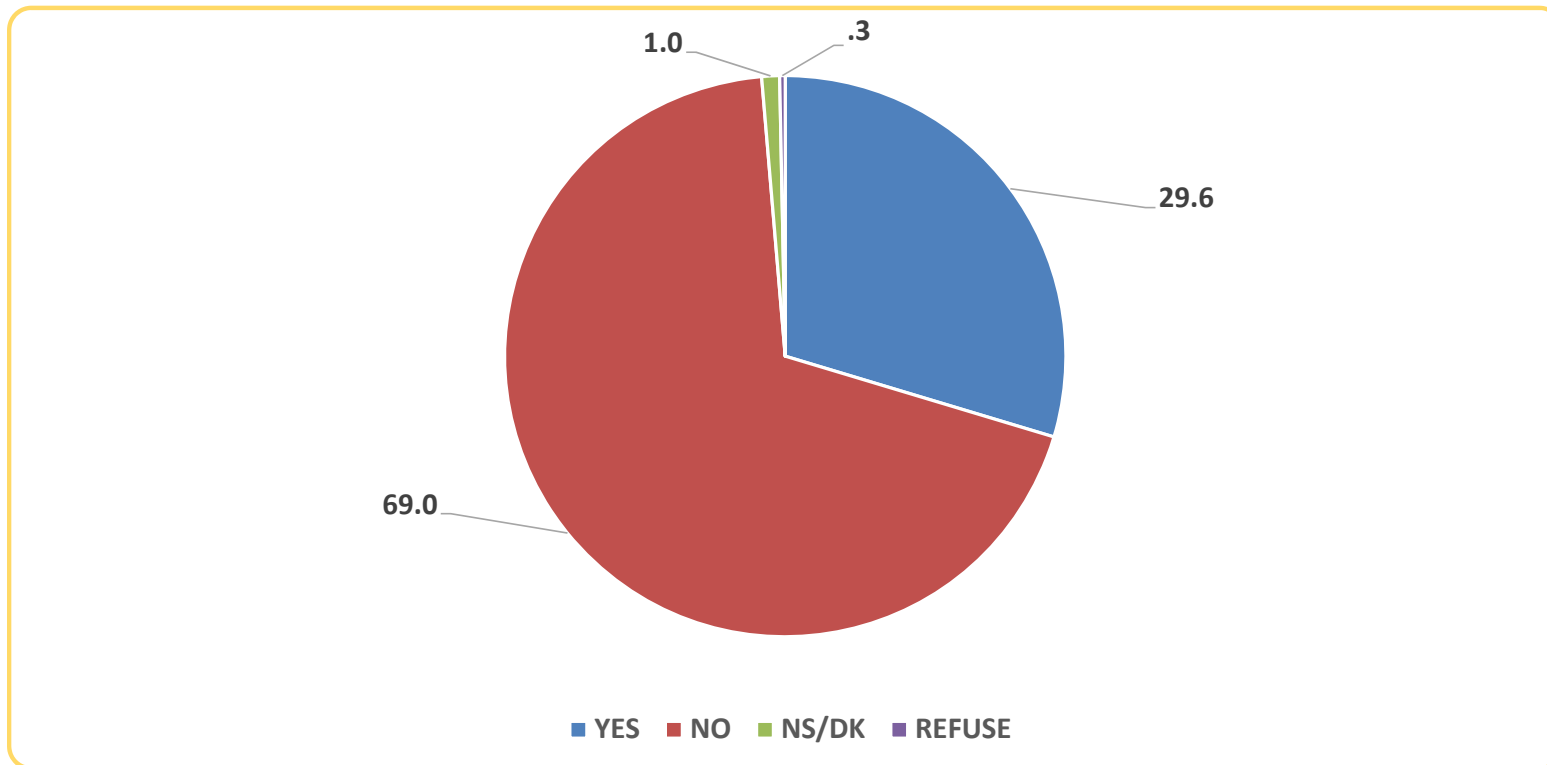


**Q11. Please tell me whether or not you have gotten information about the HERO campaign from each of the following sources:  
Bumper stickers or decals**





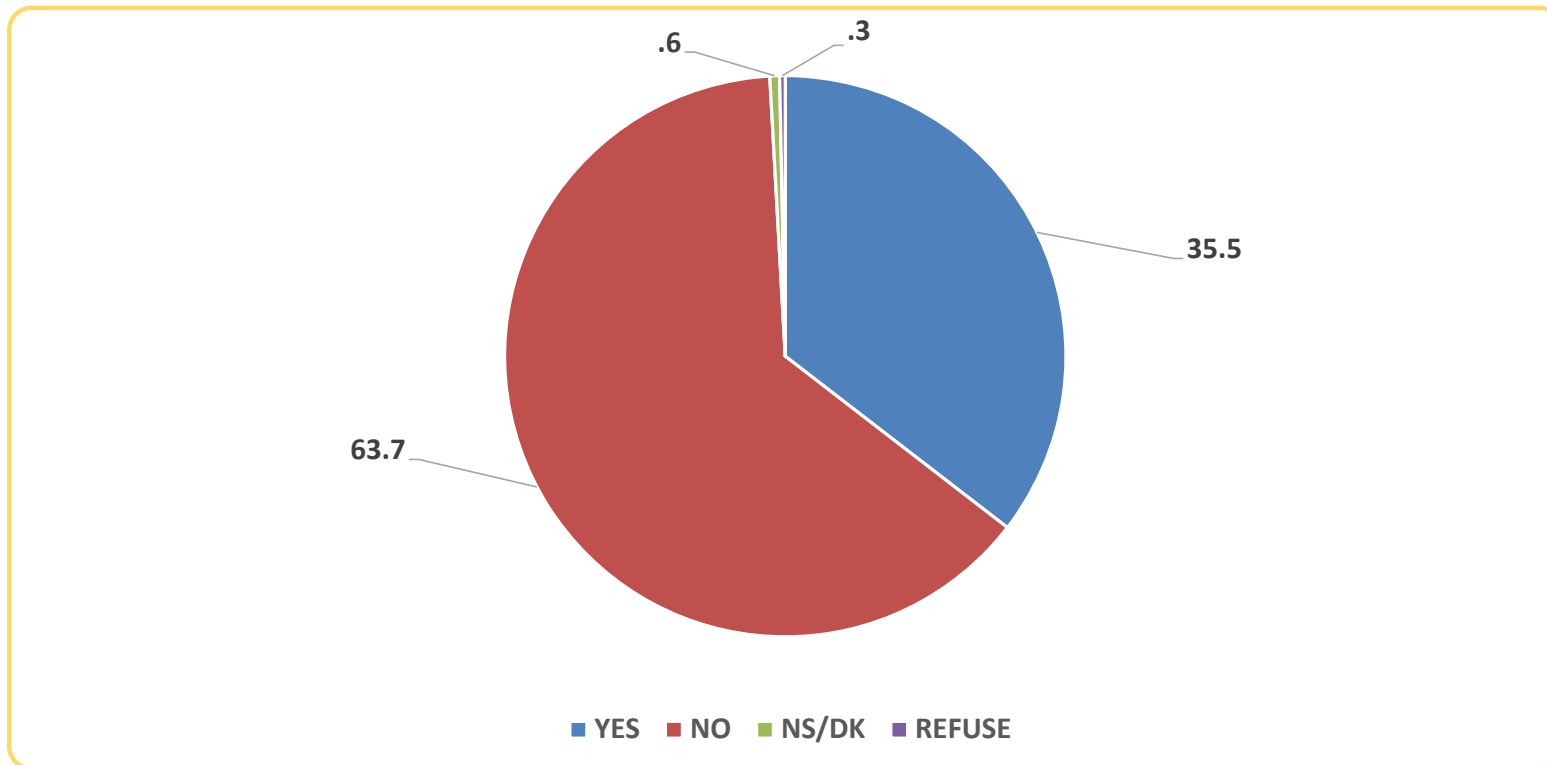
Q12. Please tell me whether or not you have gotten information about the HERO campaign from each of the following sources:  
School or college communications





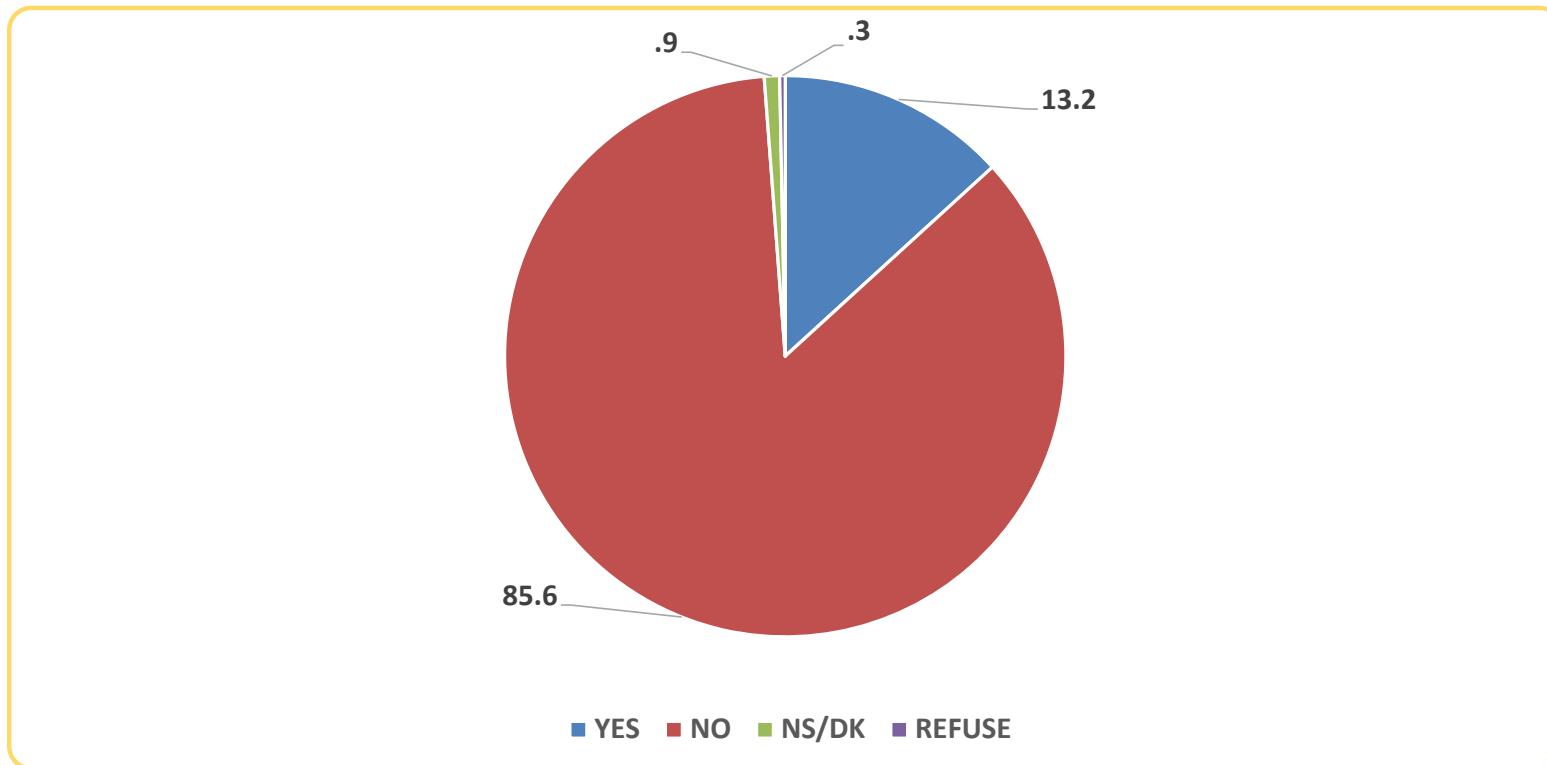


Q13. Please tell me whether or not you have gotten information about the HERO campaign from each of the following sources:  
Friends or relatives



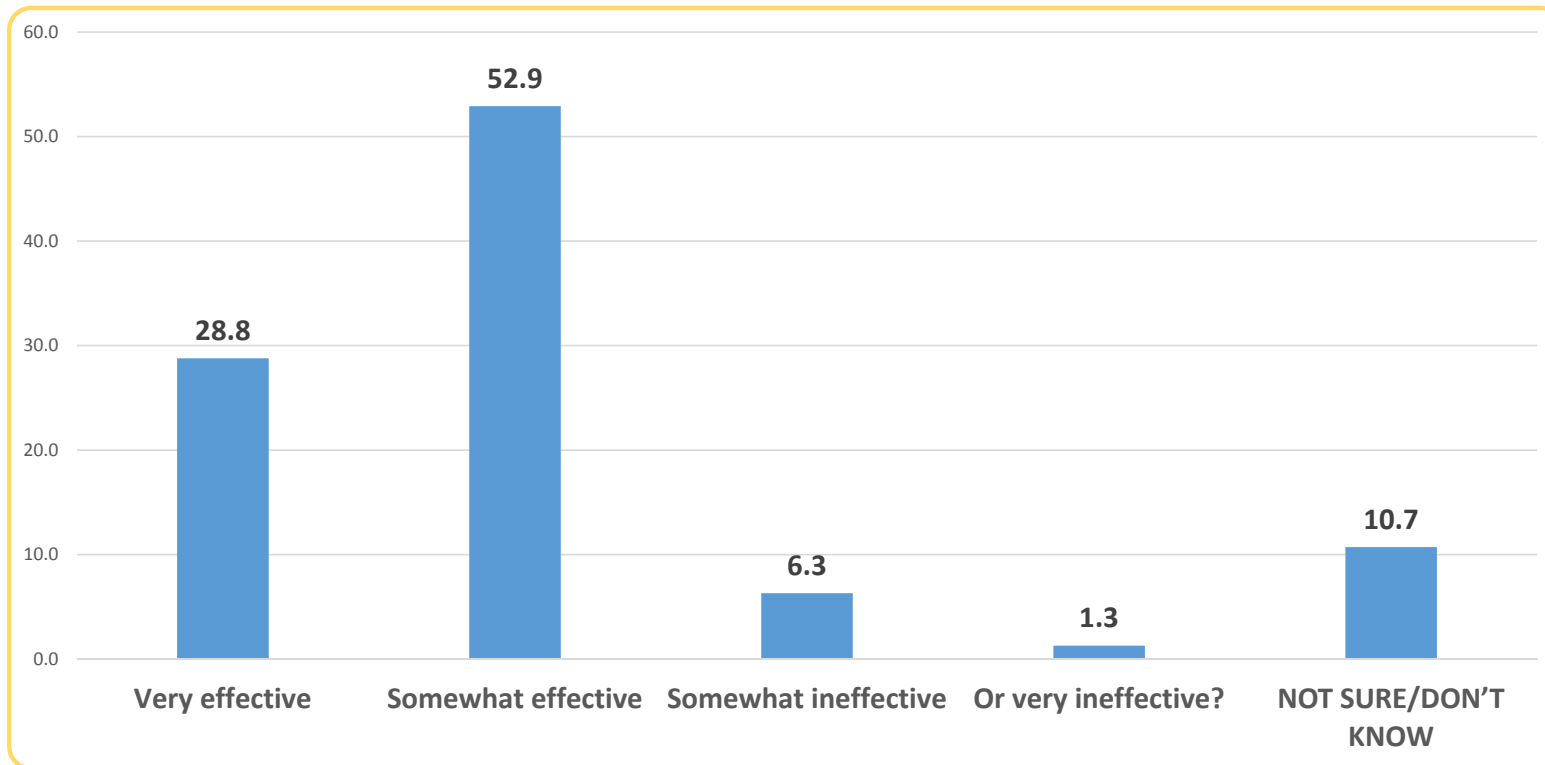


Q14. Please tell me whether or not you have gotten information about the HERO campaign from each of the following sources: Or some other way? (SPECIFY)



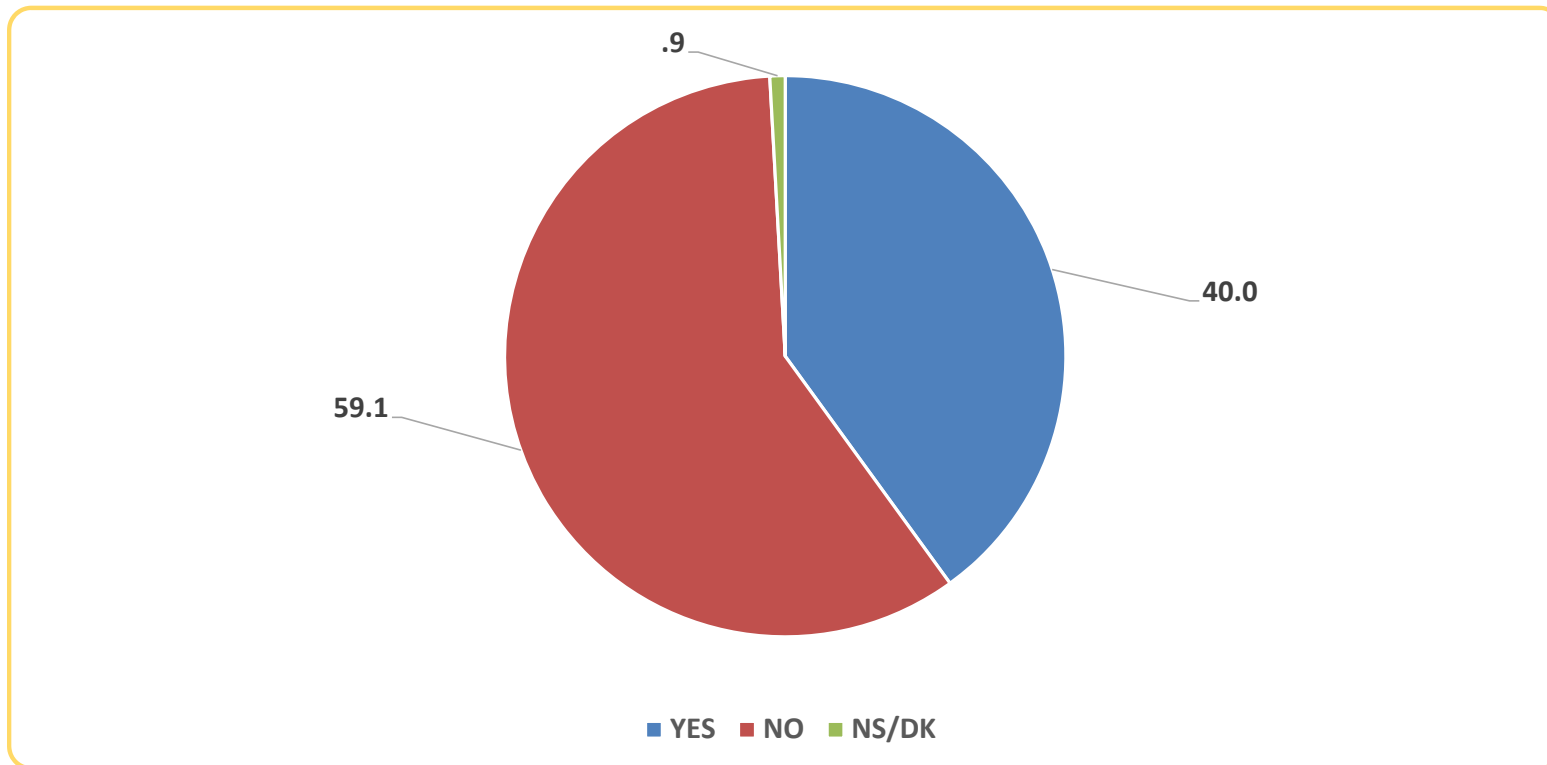


**Q15. How effective do you believe the HERO Campaign is in influencing people to either serve as a sober designated driver or to accept a ride from a designated driver:**



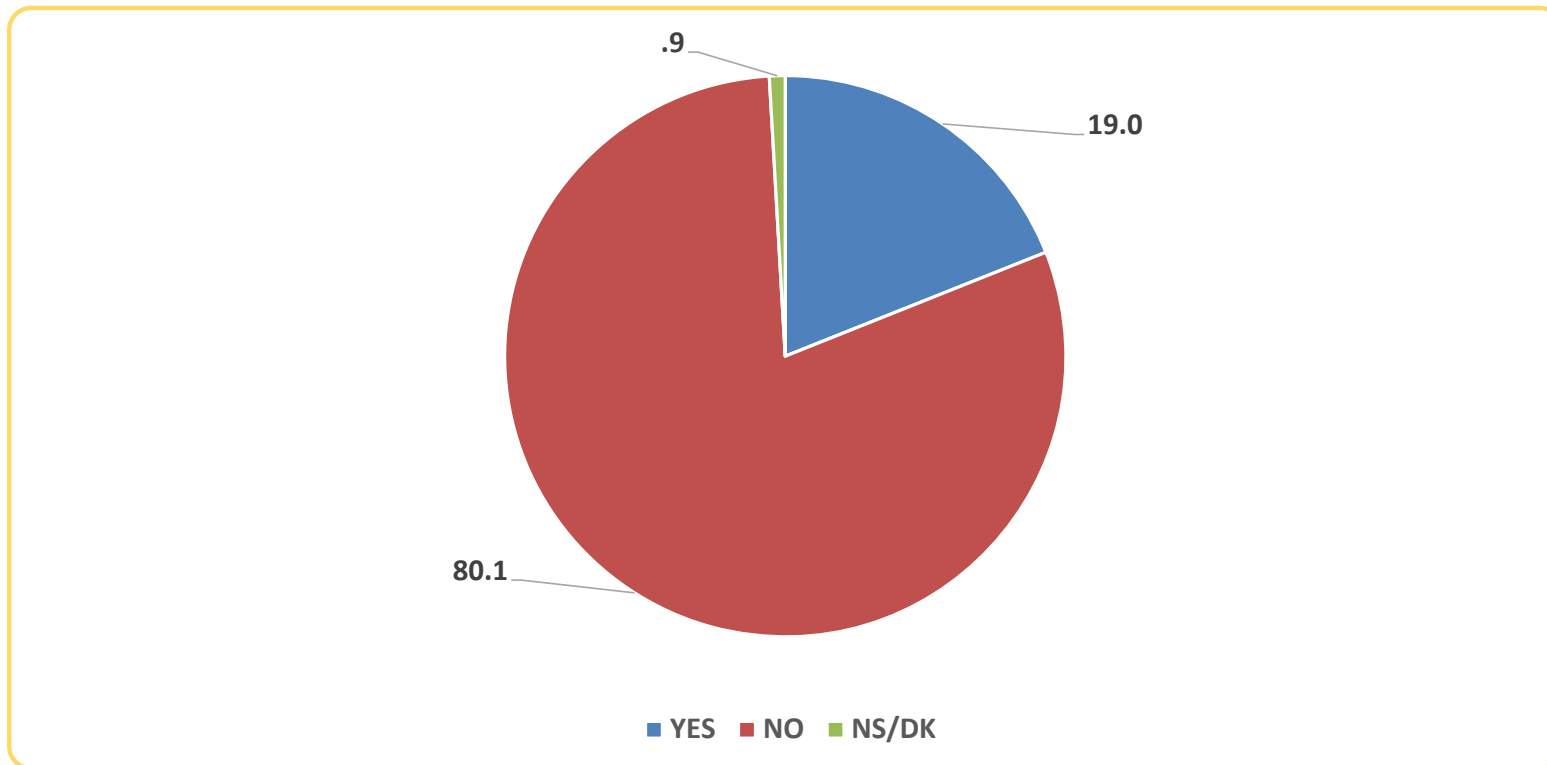


Q16. Please tell me yes or no as to whether you have ever heard about the following HERO Campaign programs. The HERO Walk



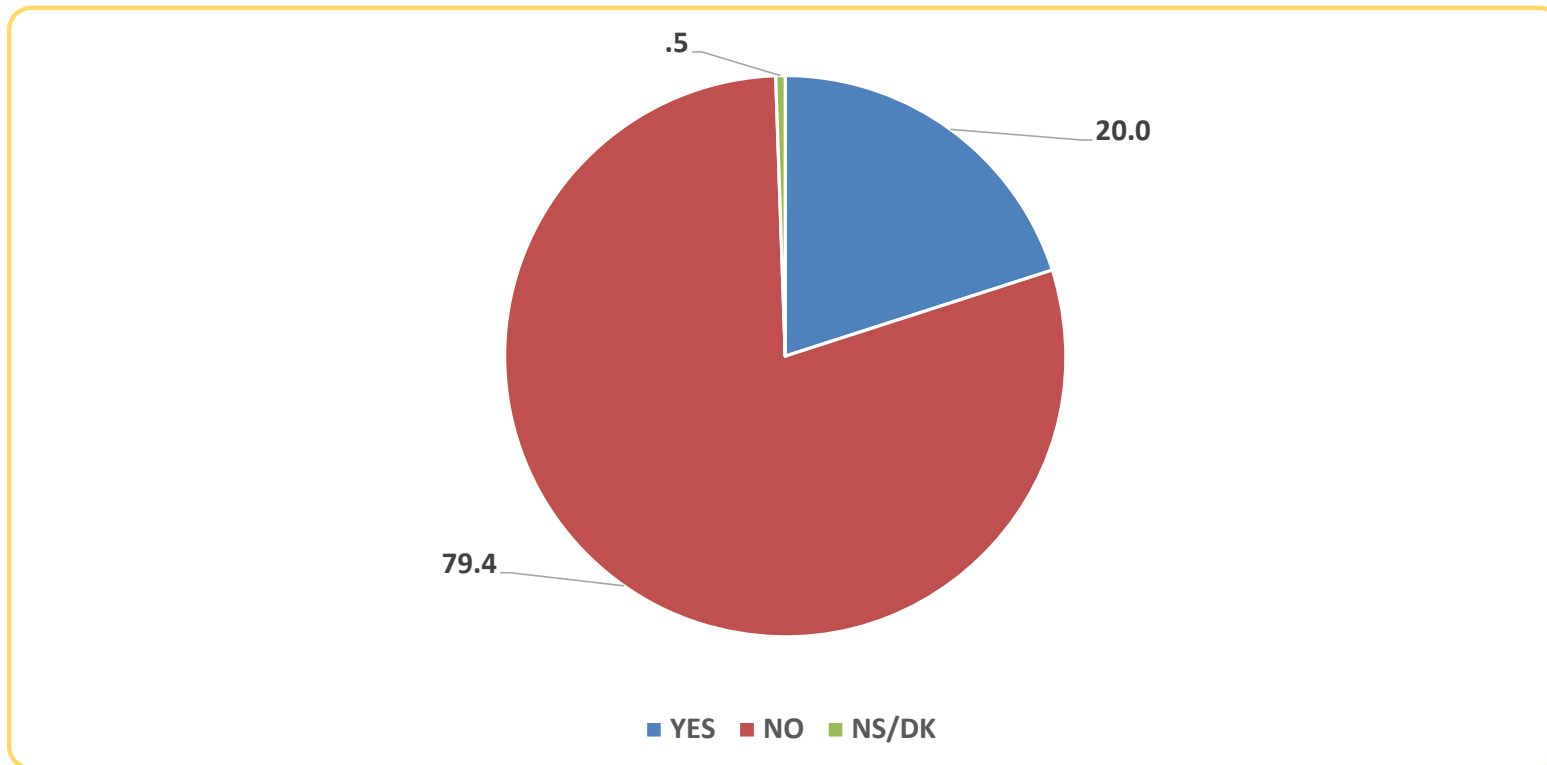


Q17. Please tell me yes or no as to whether you have ever heard about the following HERO Campaign programs. The Be a HERO Golf Tournament



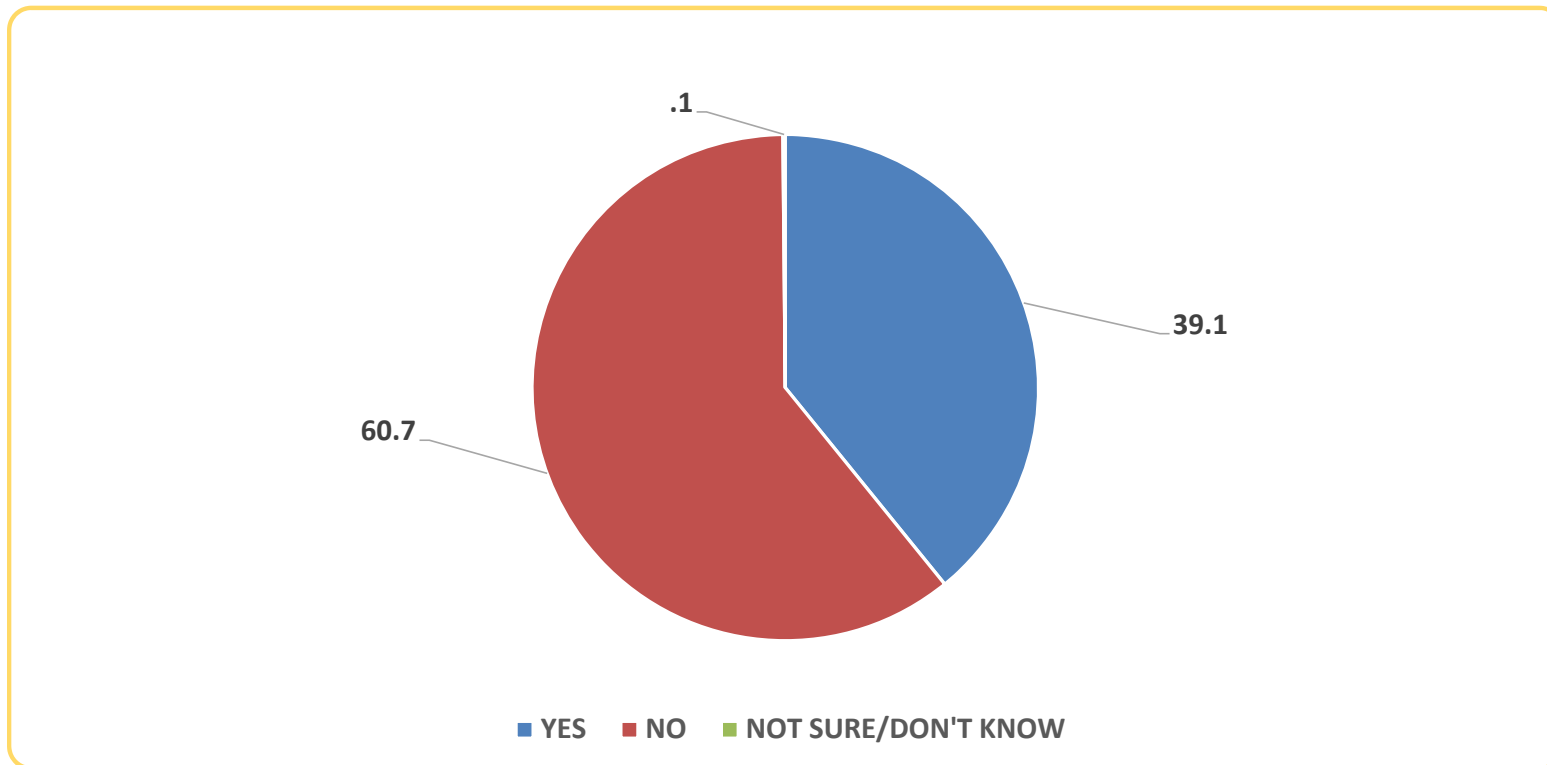


Q18. Please tell me yes or no as to whether you have ever heard about the following HERO Campaign programs. The HERO Campaign Bar and Tavern Program



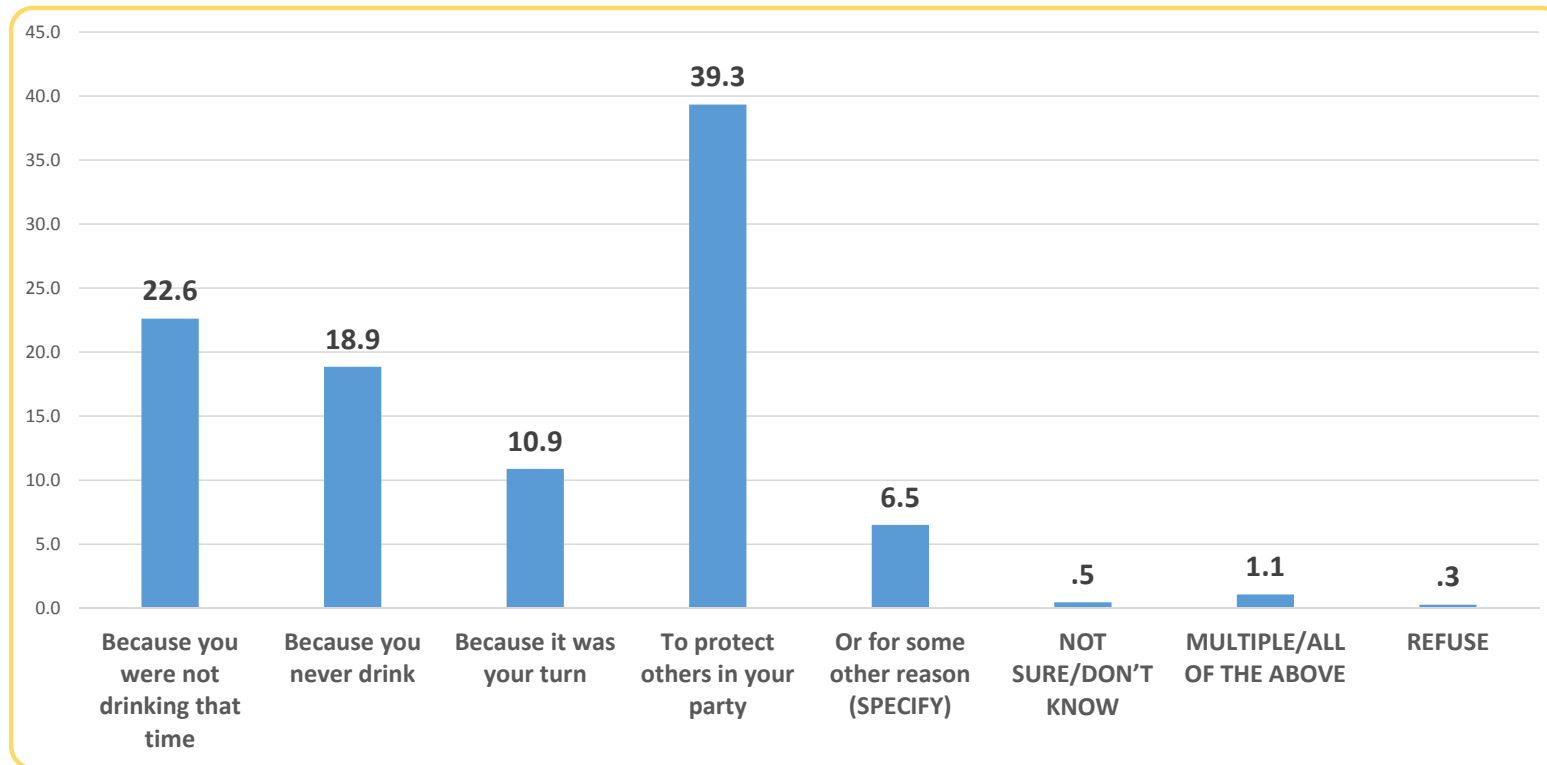


Q19. In the past 12 months, have you served as a sober designated driver?





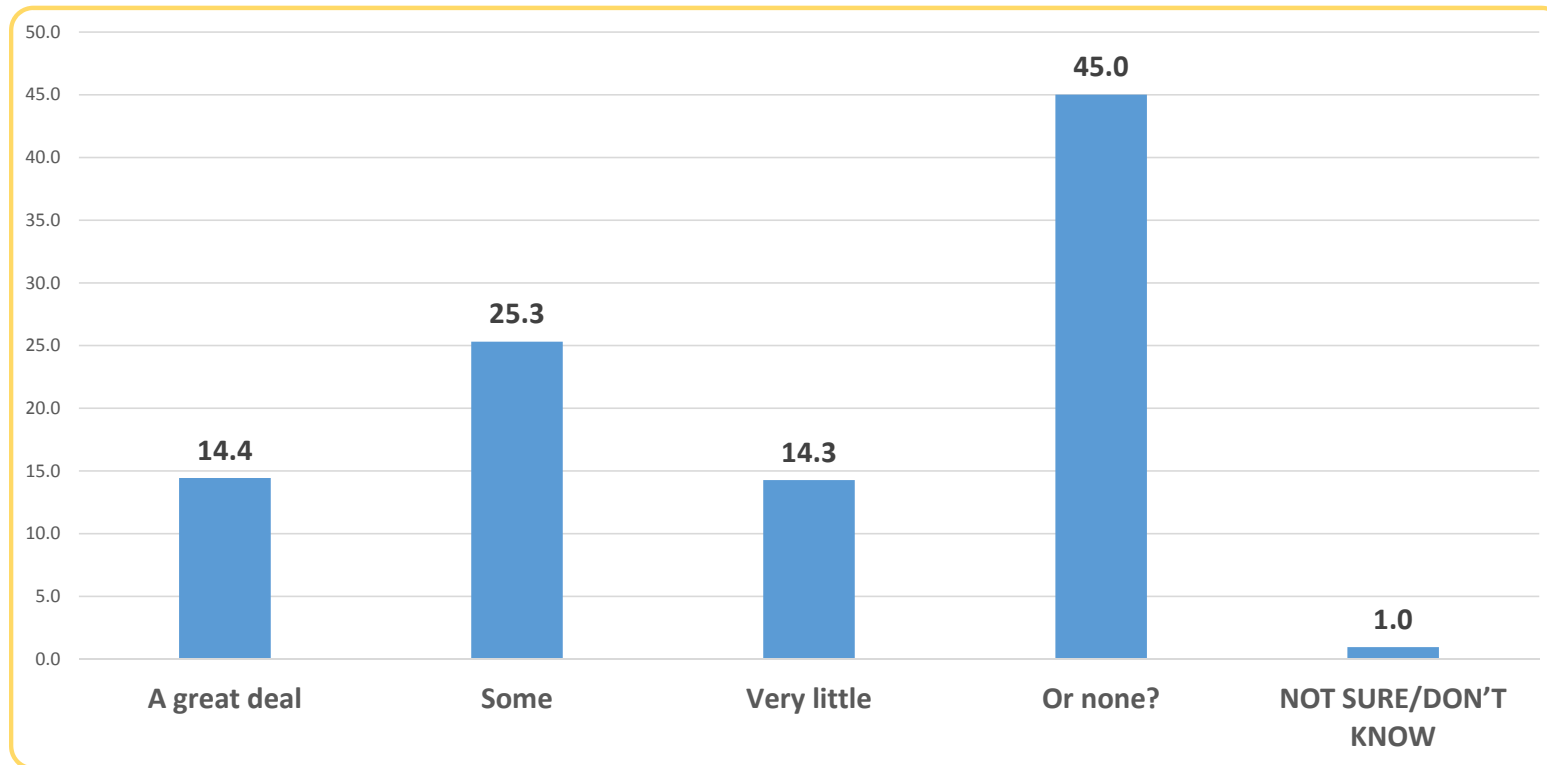
**Q20. The last time you served as a sober designated driver, which one of the following was your main reason for doing so?**





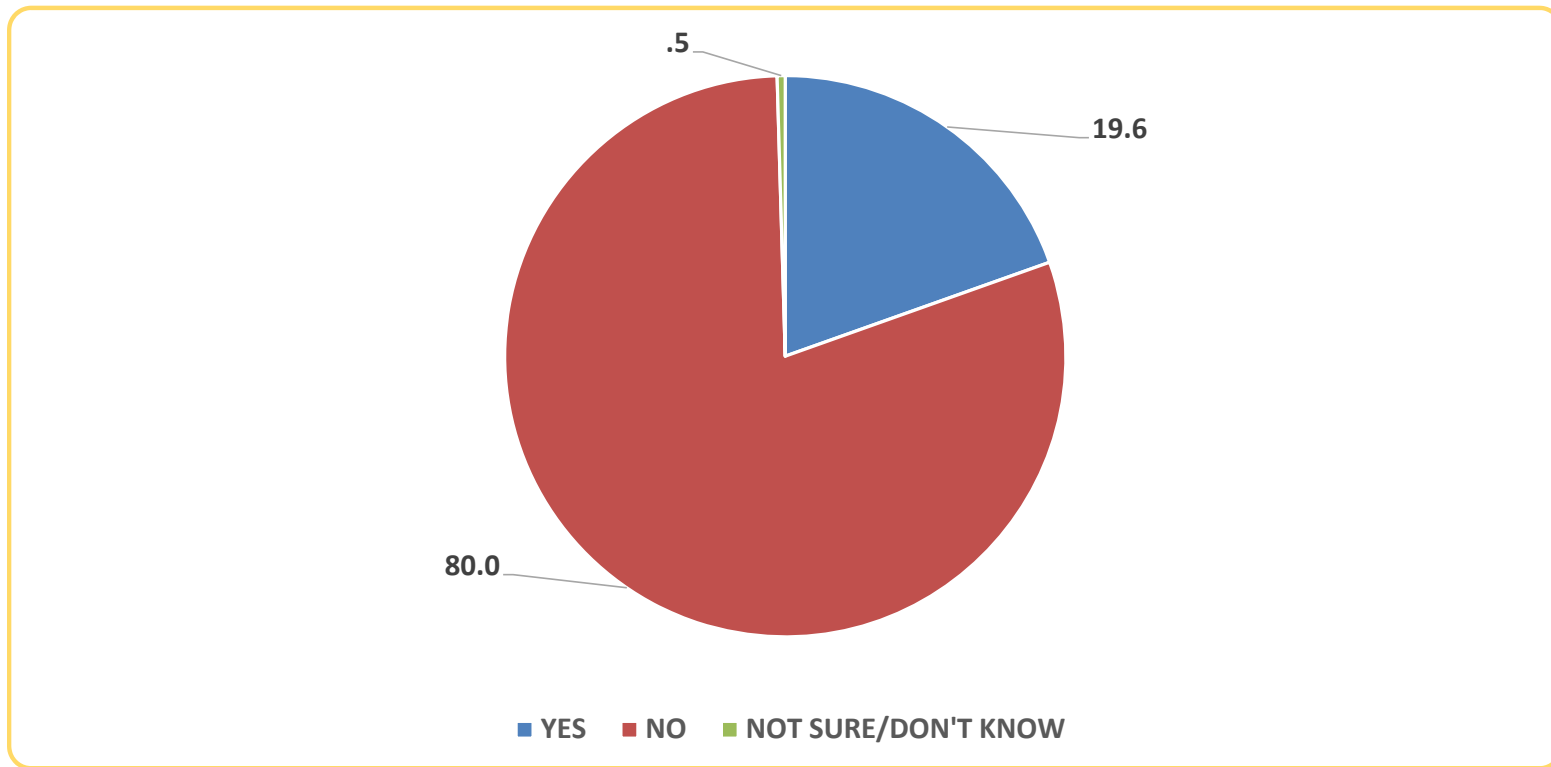


**Q21. How much of an influence, if any, did the HERO Campaign have on your decision to serve as a sober designated driver:**



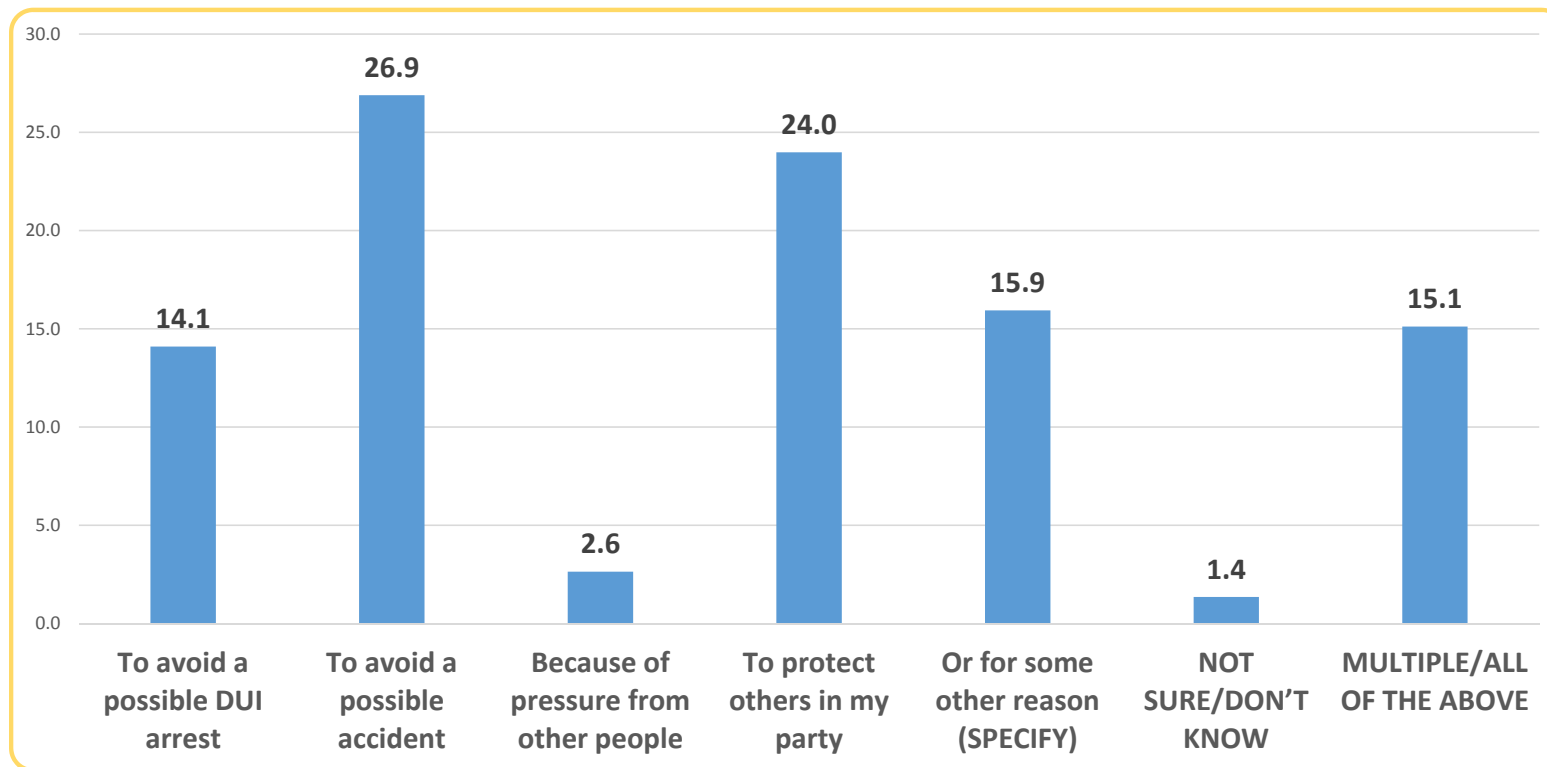


Q22. In the past 12 months, have you accepted a ride from a sober designated driver other than a taxi or paid car service?



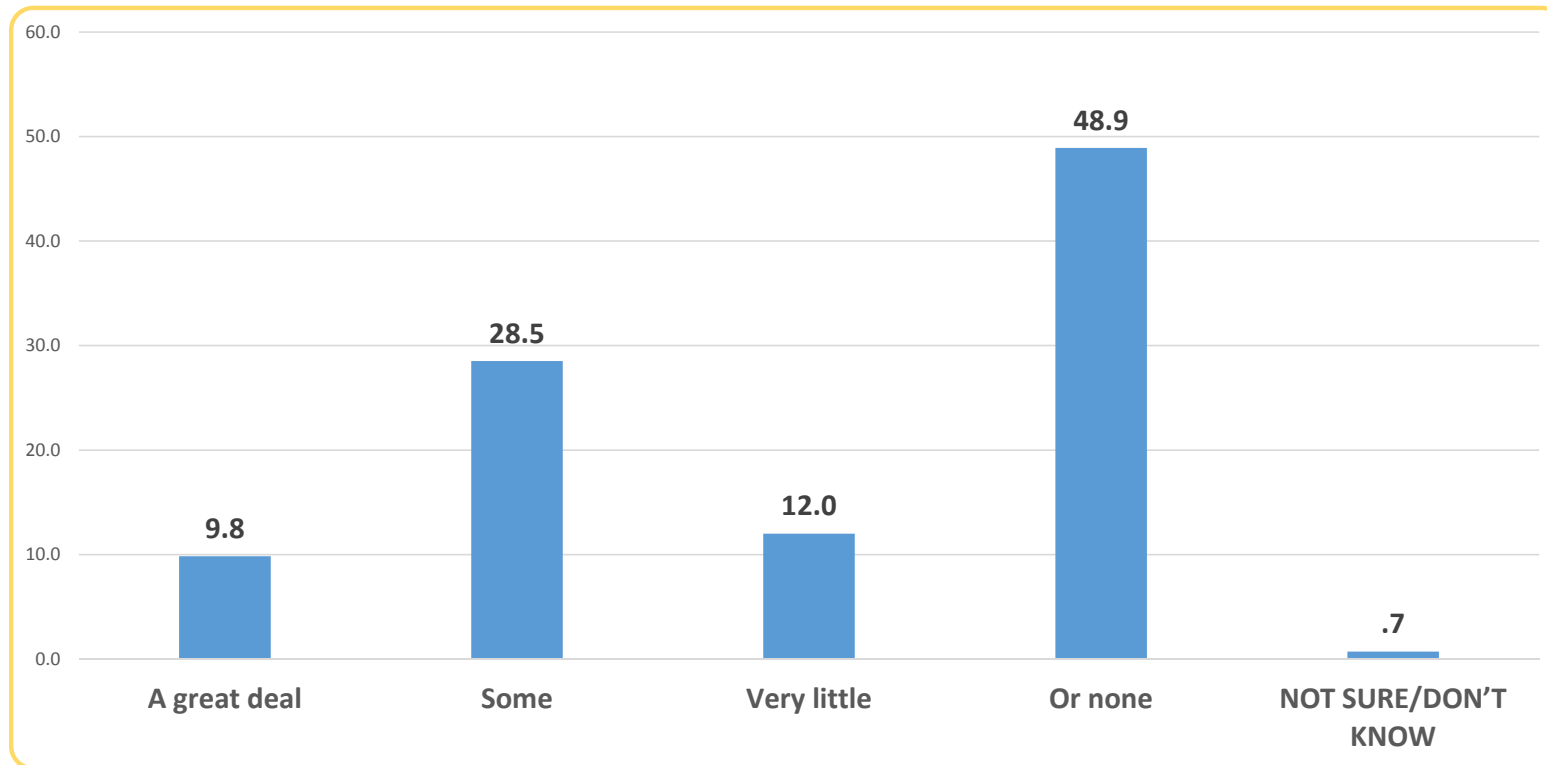


**Q23. The last time you accepted a ride from a sober designated driver, which one of the following was your main reason for doing so?**



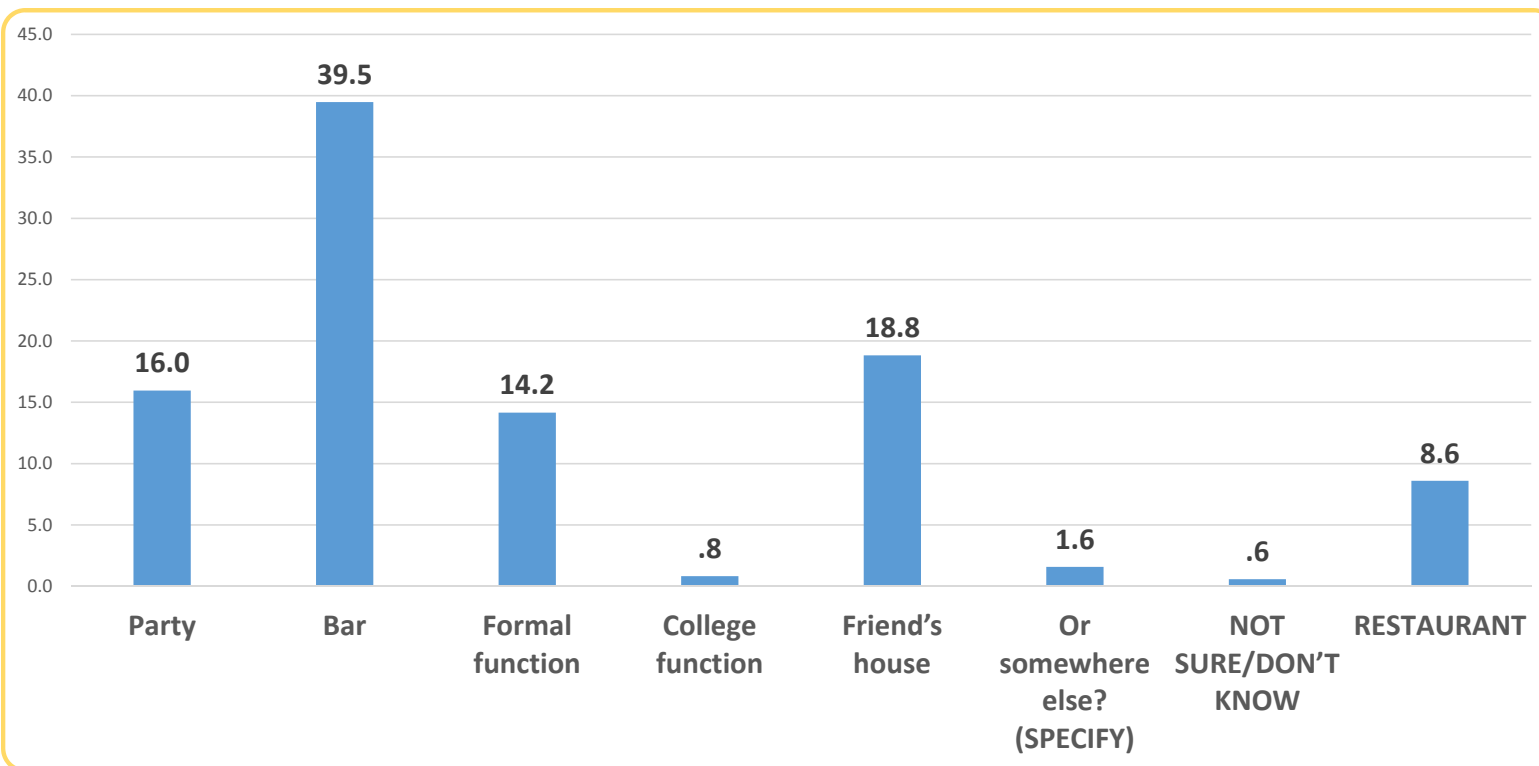


**Q24. How much of an influence, if any, did the HERO Campaign have on your decision to accept a ride from a sober designated driver?**



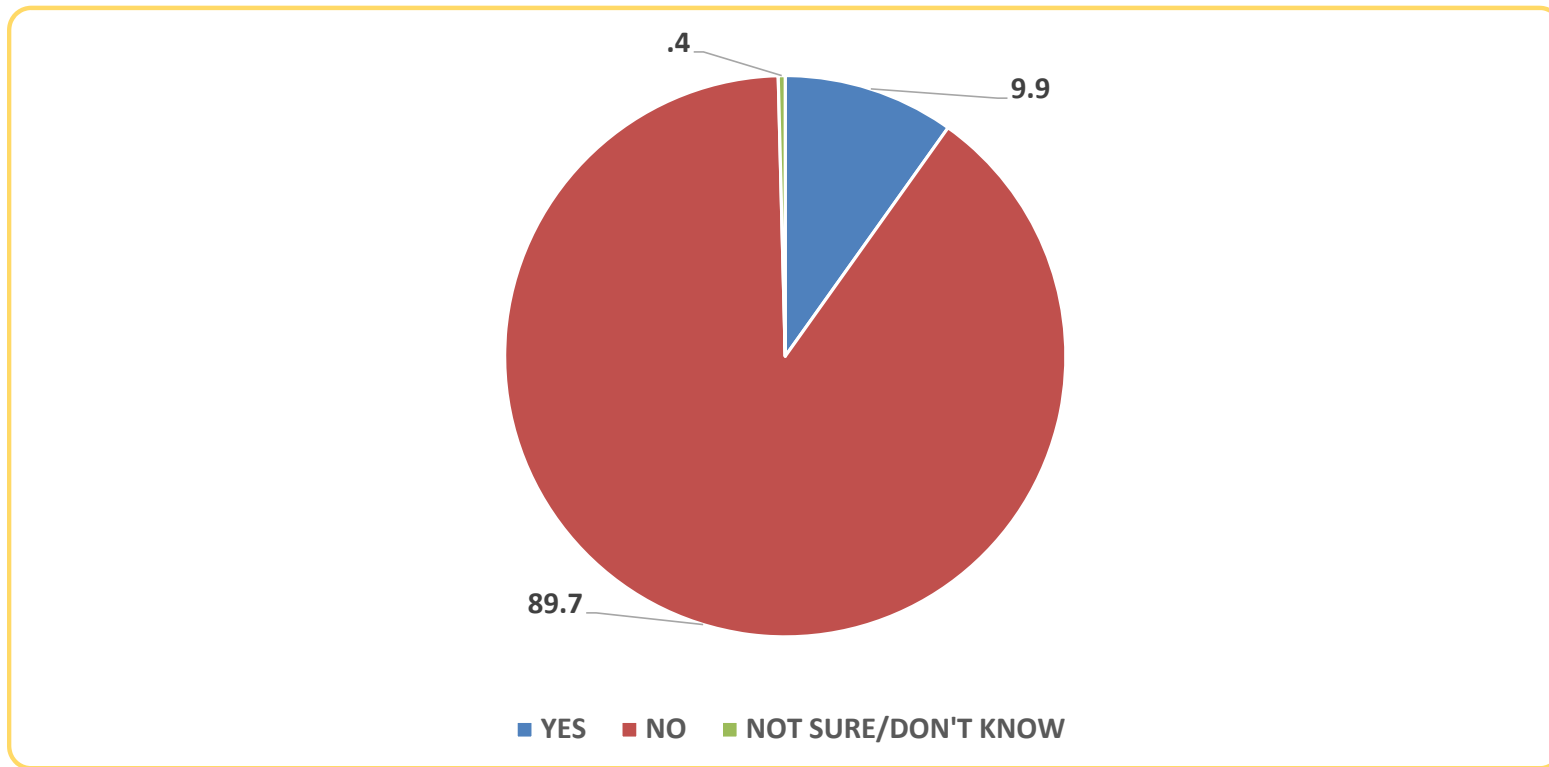


Q25. Where were you the last time when you accepted a ride from a sober designated driver. Were you at a:



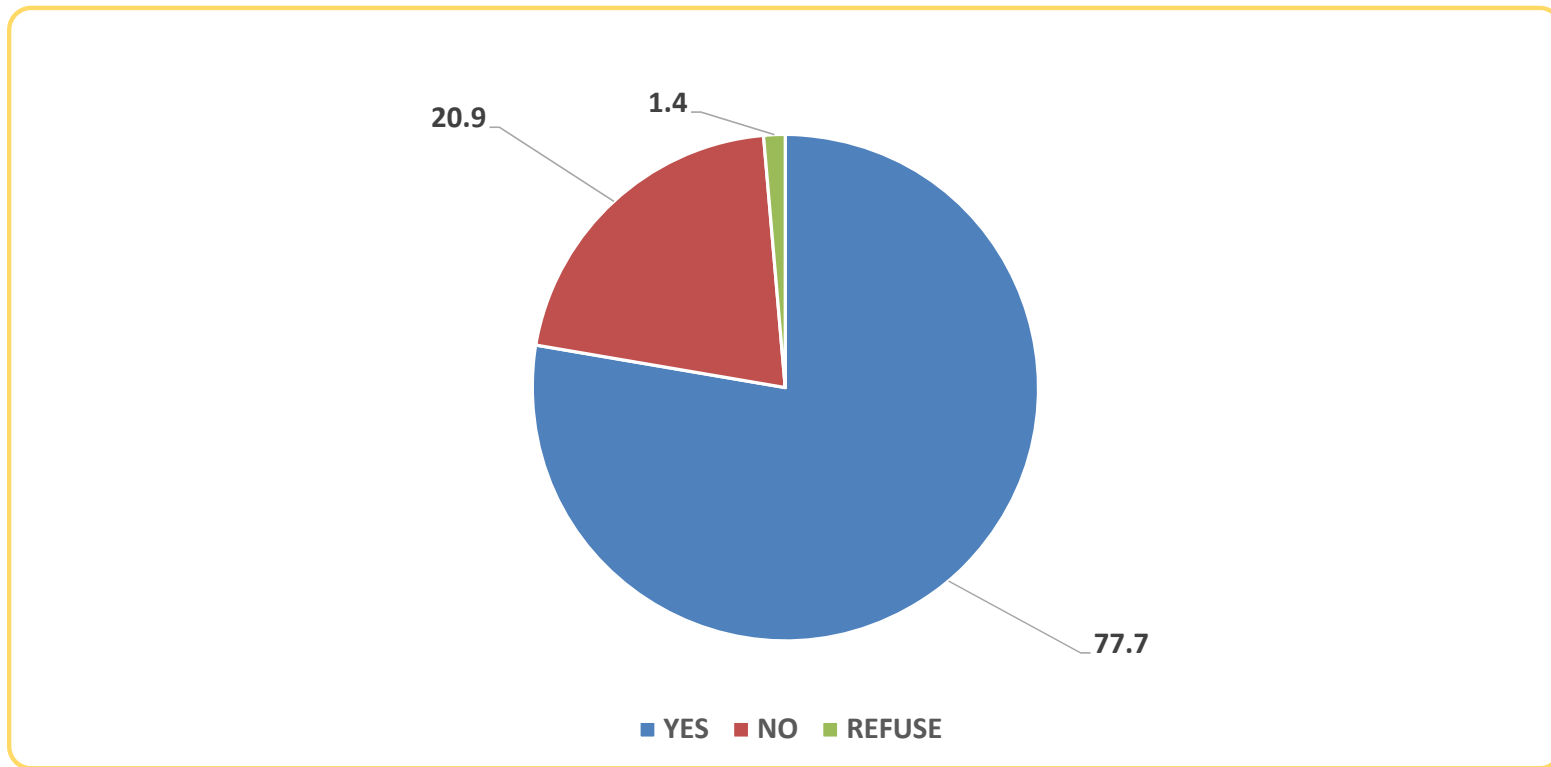


Q26. In the past 12 months, have you paid someone, including a taxi or driver service, to be your designated driver?



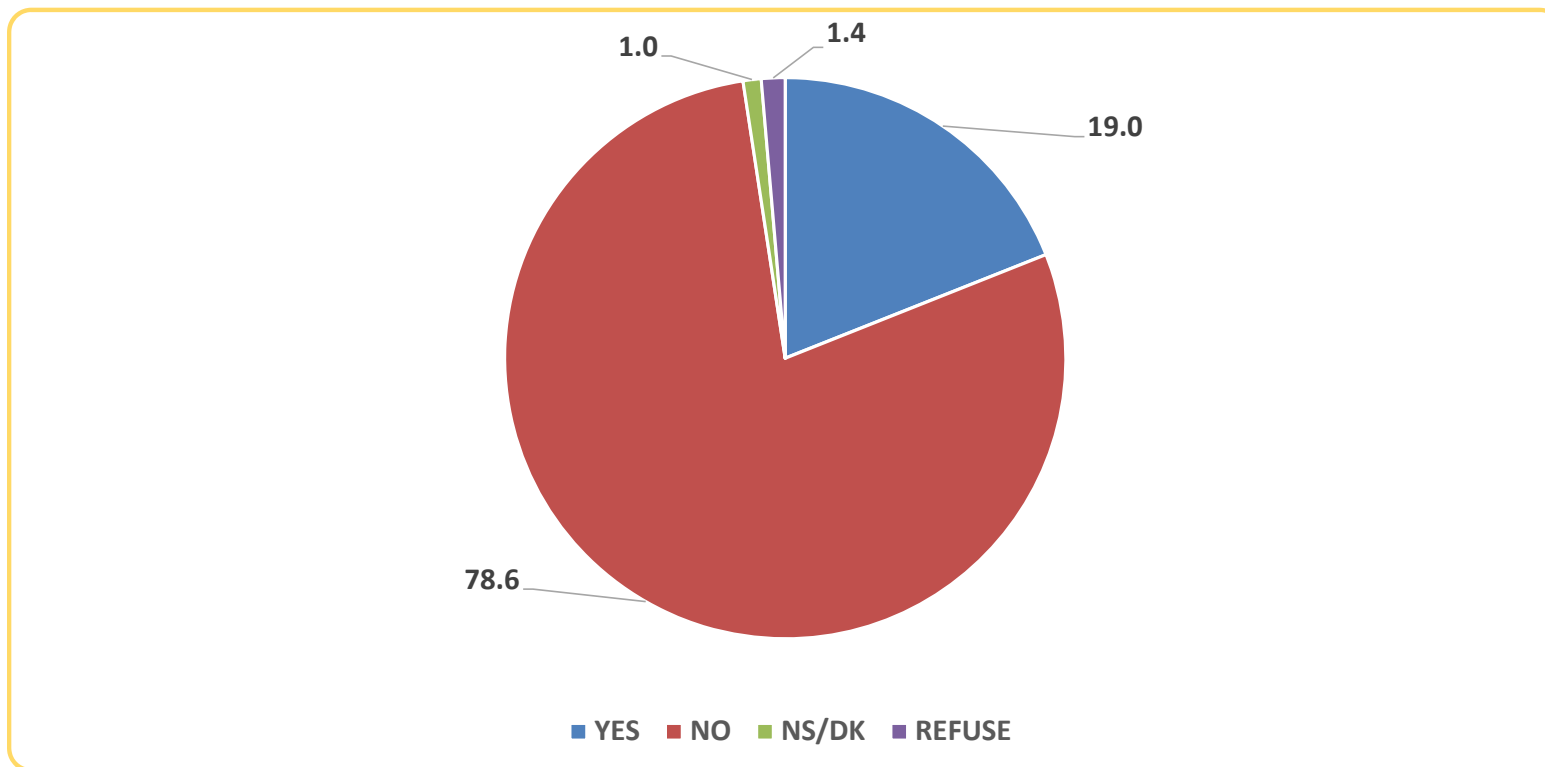


Q27. Please tell me yes or no as to whether you have used each of the following services to be your designated driver in the past 12 months. Taxicab





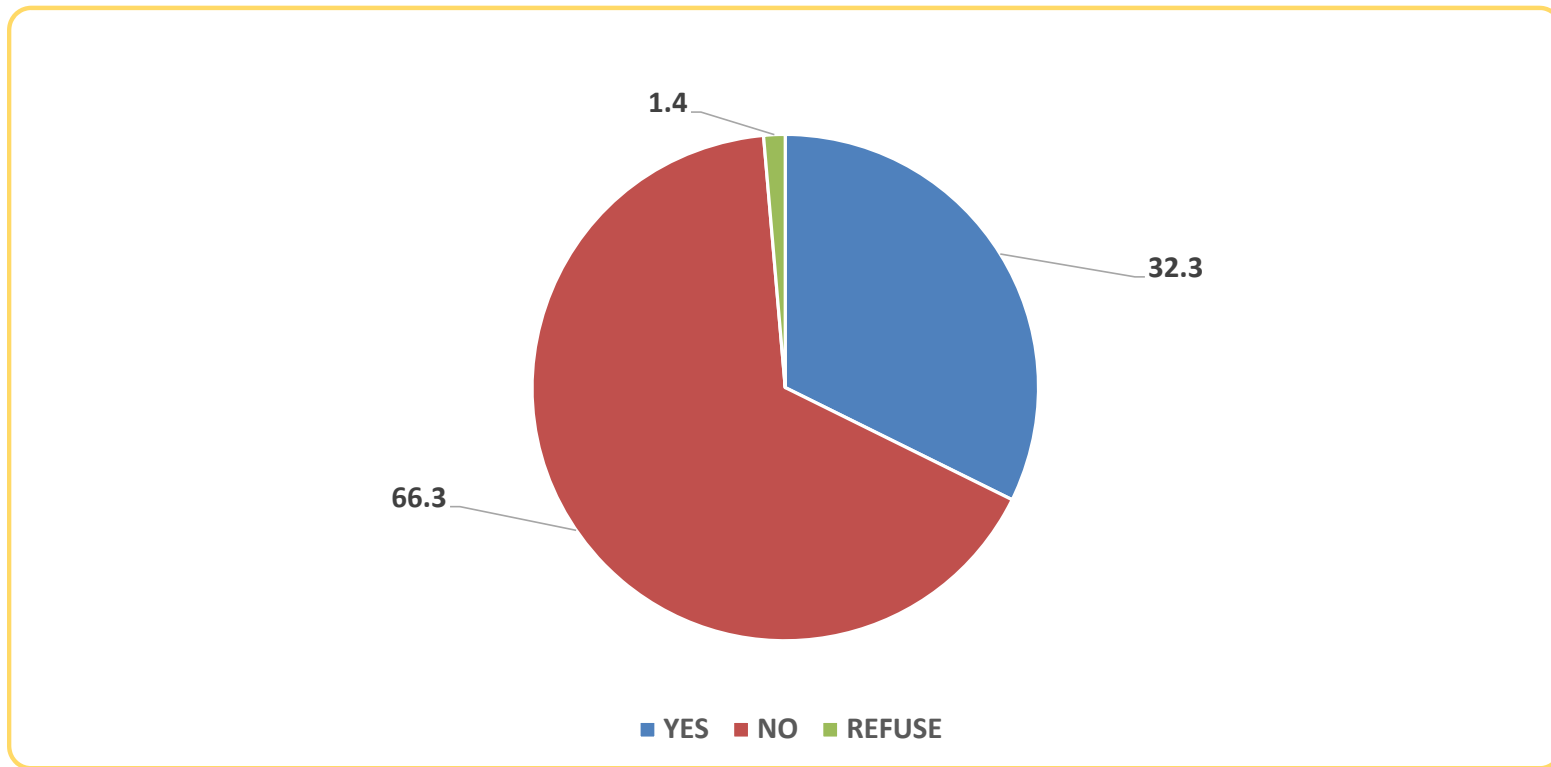
Q28. Please tell me yes or no as to whether you have used each of the following services to be your designated driver in the past 12 months. Uber





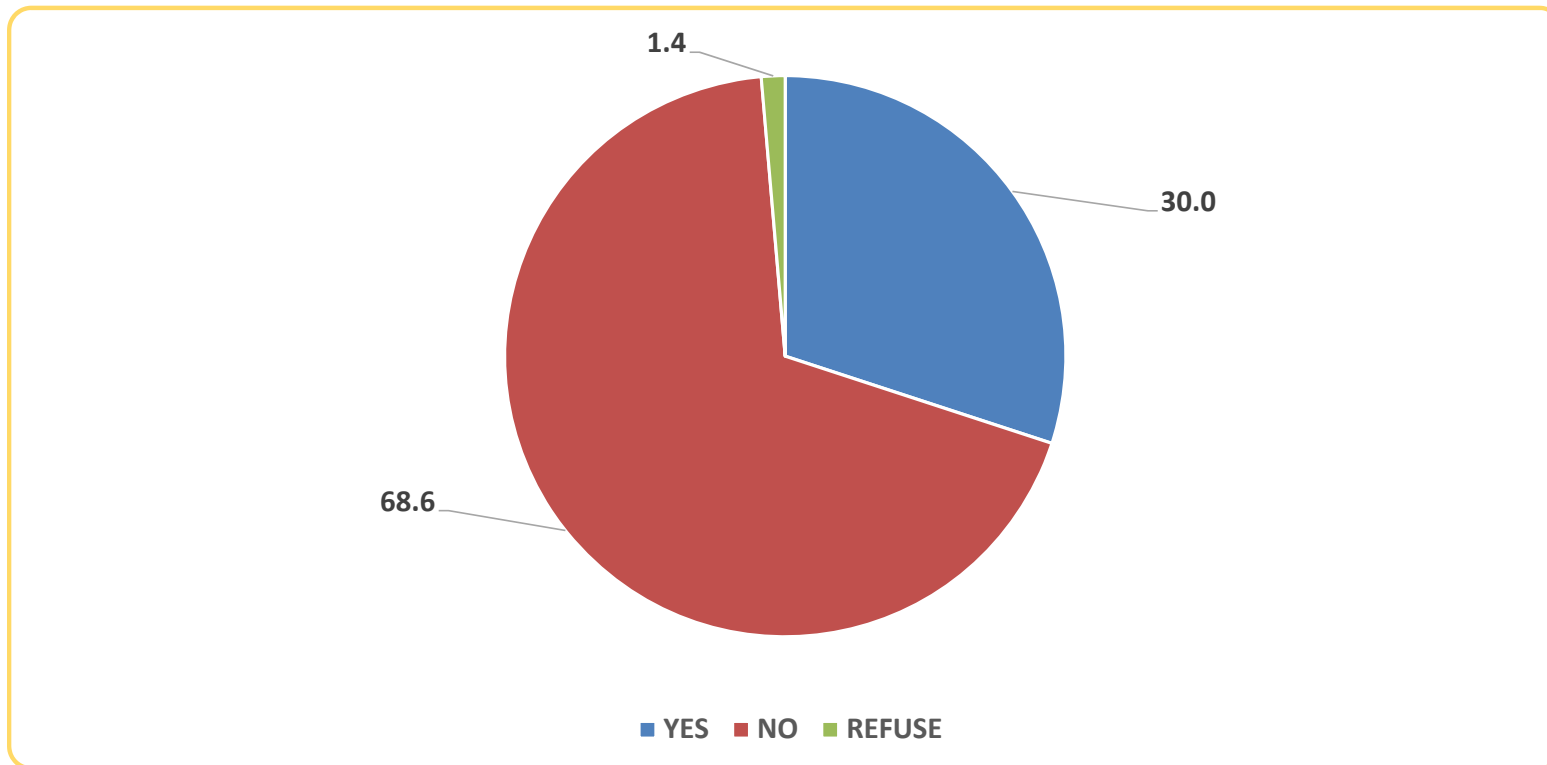


Q29. Please tell me yes or no as to whether you have used each of the following services to be your designated driver in the past 12 months. Limousine



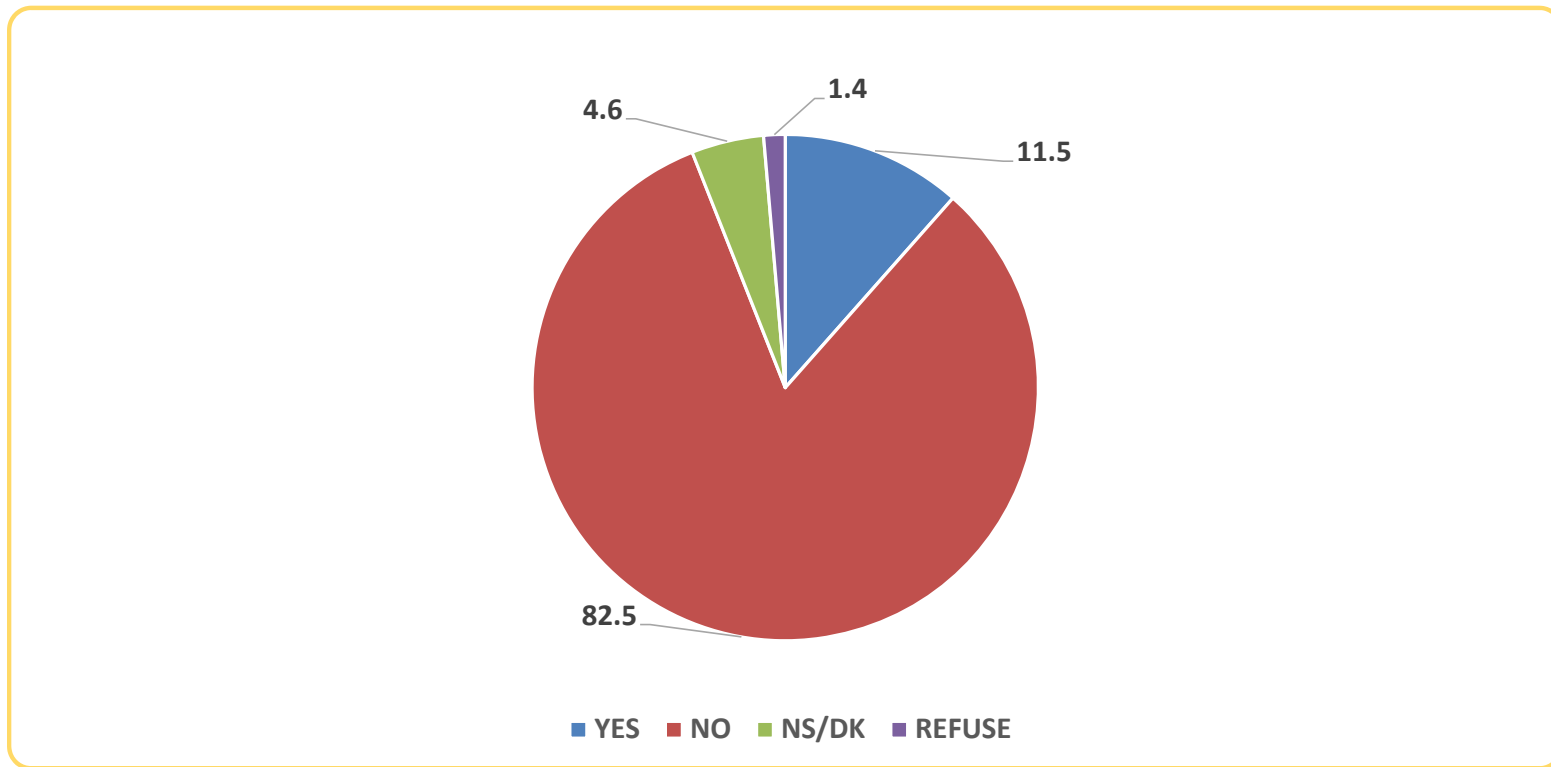


Q30. Please tell me yes or no as to whether you have used each of the following services to be your designated driver in the past 12 months. Public transportation



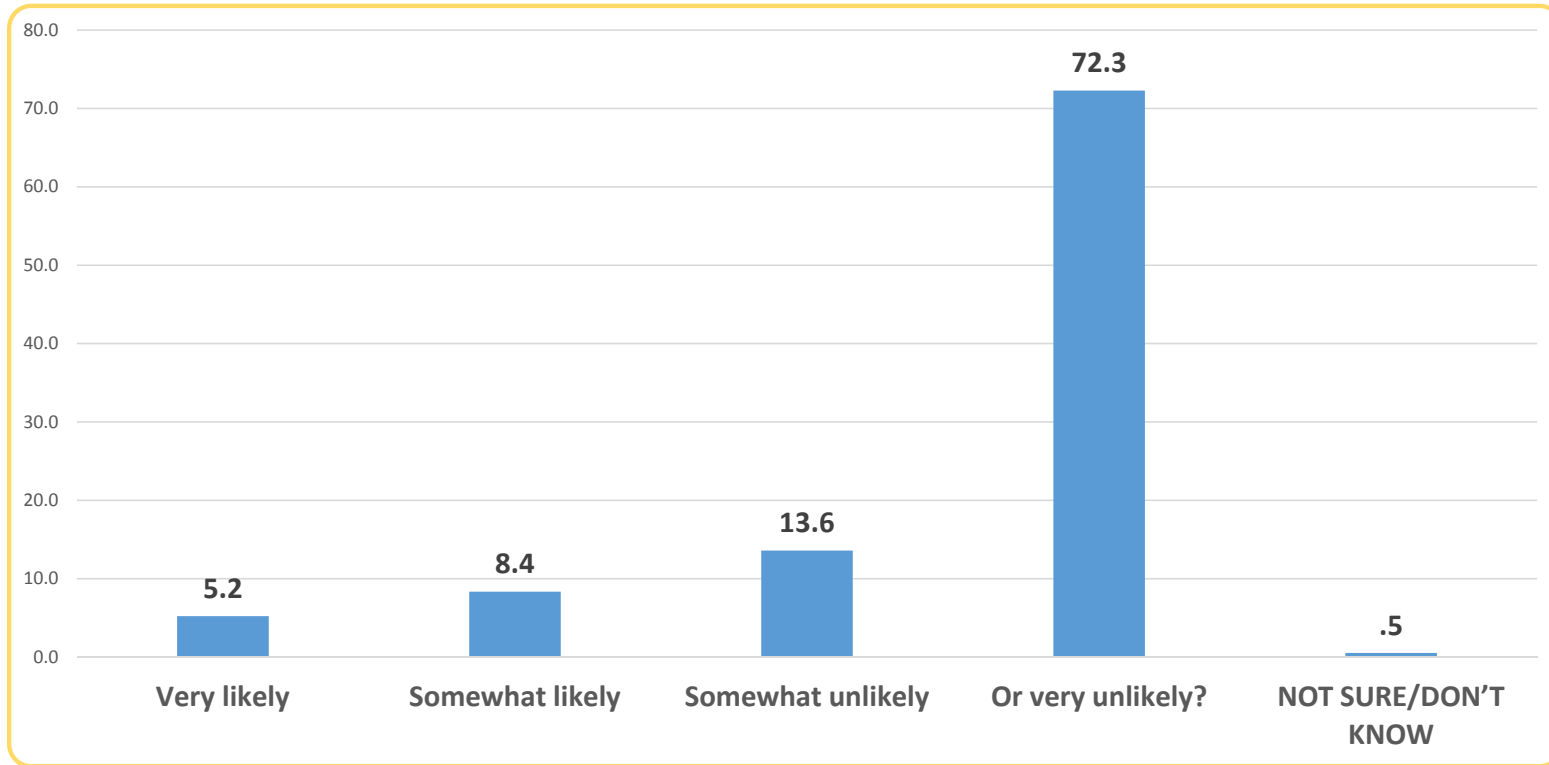


**Q31. Please tell me yes or no as to whether you have used each of the following services to be your designated driver in the past 12 months, Or some other paid service (SPECIFY)**





**Q32. How likely or unlikely is it that you would pay for designated driver services in the next 12 months:**





**Q33. Returning to the topic of the HERO Campaign, which one of the following strategies would be the most effective in helping the HERO Campaign promote the use of sober designated drivers:**

