

ATTITUDES TOWARD RED LIGHT CAMERAS: MISSOURI STATEWIDE SURVEY

Key findings from a statewide survey of 600 registered voters in Missouri, conducted February 12 & 15, 2009, with a margin of error of $\pm 4.0\%$, on behalf of ATS.



PUBLIC OPINION
STRATEGIES

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KEY POINTS

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1. Despite the fact that Missouri voters believe most Missourians oppose the use of red light cameras in the state, fully two-thirds of Missouri voters actually support the use of red light cameras (66%-30%).

And, it's important to note that strong supporters of red light cameras outnumber the strong opponents by nearly two-to-one (43%-23%).

Further, more than two-thirds of Missouri voters believe that city police departments **SHOULD** continue to use red light cameras (68%-28%).

KEY POINTS

- 2.** Support for the use of red light cameras cuts across partisan, ideological and gender lines in the state, with a strong majority of voters across every group supporting the use of red light cameras.

KEY POINTS

- 3.** Even when voters are provided arguments on both sides of this issue – safety vs. violation of privacy rights – voters support red light cameras by more than two-to-one (64%-31%).

KEY POINTS

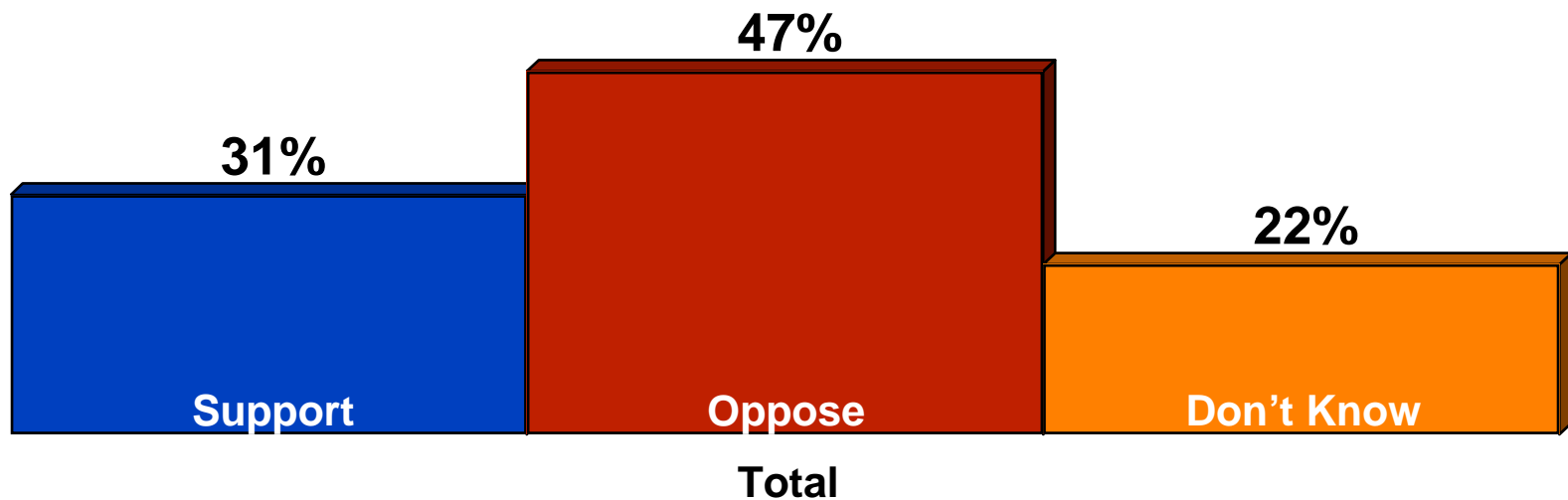
- 4.** There is little public support for banning red light cameras. Just 33% of voters interviewed support banning red light cameras, while 63% of those polled oppose such an action.

The background features a large, semi-transparent seal of the Michigan Department of Health and Human Services. The seal is circular and contains a central figure holding a staff with a snake, surrounded by a ring of stars. The text "DIVIDET" is visible at the top of the seal, and "SPES POPULI" and "MIDCC" are visible at the bottom. The seal is set against a dark blue background with a red horizontal band at the top and bottom.

KEY FINDINGS

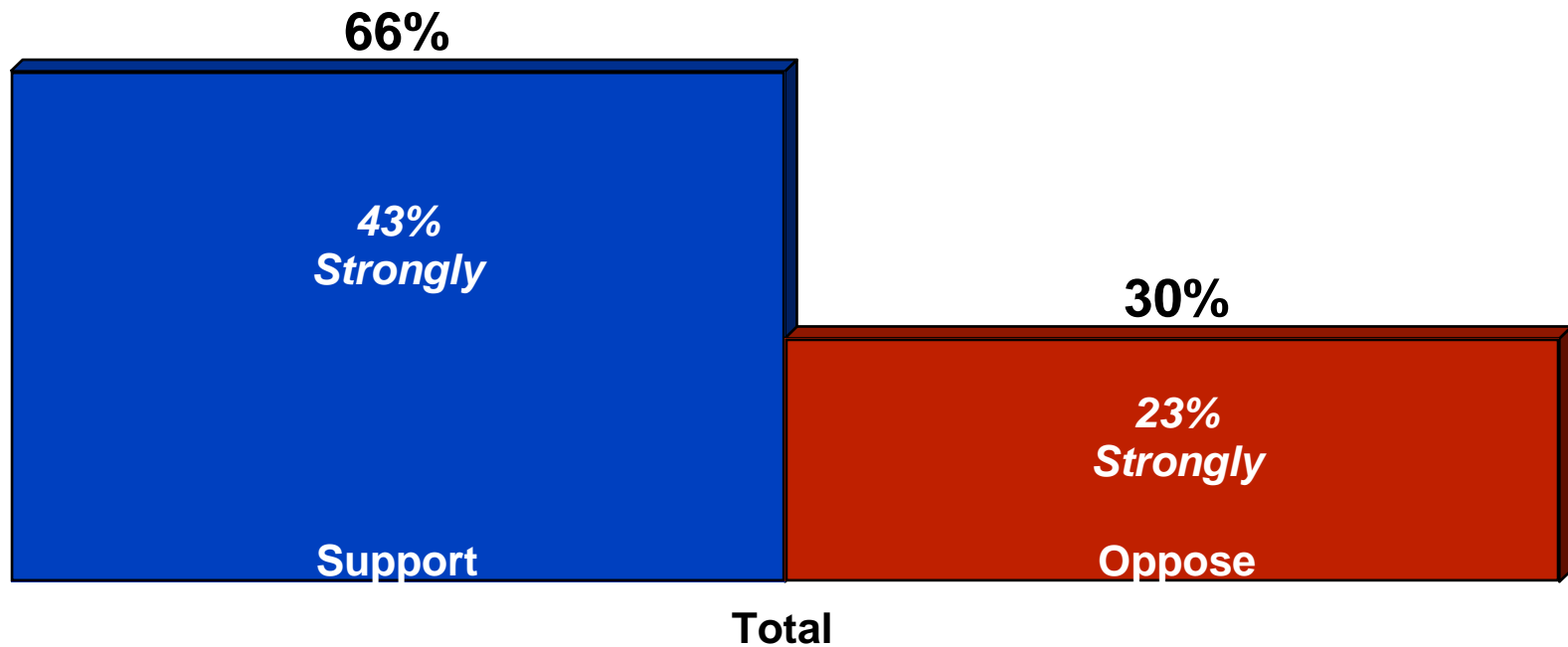
Despite the fact that most voters believe that other Missourians **OPPOSE** the use of red light cameras...

Now, setting aside your personal opinion of red light cameras, do you think that most Missourians support or oppose the use of red light cameras to ensure traffic safety laws?



Fully two-thirds overwhelmingly support using red light cameras to detect “red light runners.”

Do you support or oppose the use of red light cameras to detect red light runners and enforce traffic laws at Missouri's most dangerous intersections?



VERBATIM RESPONSES

What are the most important reasons why you support the use of red light cameras?

I support it for the safety of my family and friends and everyday people.

- Southeast Missouri female, 25-34

Our son was killed two years ago in an intersection in Springfield.

- Springfield female, 55-64

I support it because it saves lives.

- Kansas City male, 65+

If people know they're there, they'll drive safer.

- Kansas City female, 55-64

I have been in wrecks at intersections where people have run red lights. In fact, that's why I'm disabled now.

- Springfield female, 45-54

I support it for the safety of the other drivers that might get hit.

- Columbia-Jefferson City female, 35-44

I support it to prevent people from running red lights.

- St. Louis male, 25-34

VERBATIM RESPONSES

What are the most important reasons why you support the use of red light cameras?

It encourages people to drive more carefully.

- St. Louis female, 25-34

I support it to make the intersections safer

- Southwest Missouri female, 45-54

There is never a police officer around when they do it. For that reason the camera is a good tool.

- St. Louis male, 65+

I support it because there's just not enough policemen to keep an eye on all the corners.

- Springfield female, 55-64

It's a safety issue pure and simple.

- St. Louis male, 55-64

To deter accidents.

- St. Louis male, 55-64

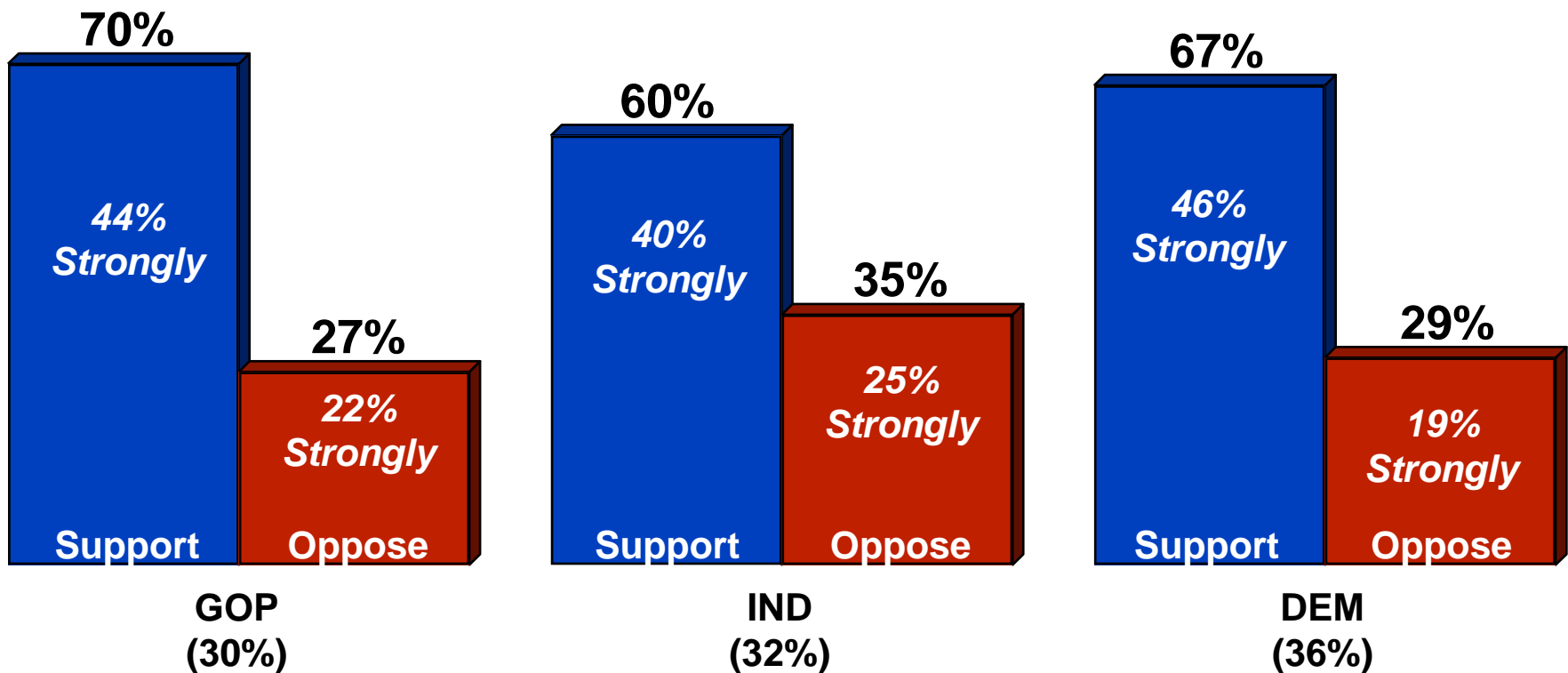
I think everybody should obey they law for safety sake.

- Columbia-Jefferson City female, 65+

Support for red light cameras cuts across partisanship...

Do you support or oppose the use of red light cameras to detect red light runners and enforce traffic laws at Missouri's most dangerous intersections?

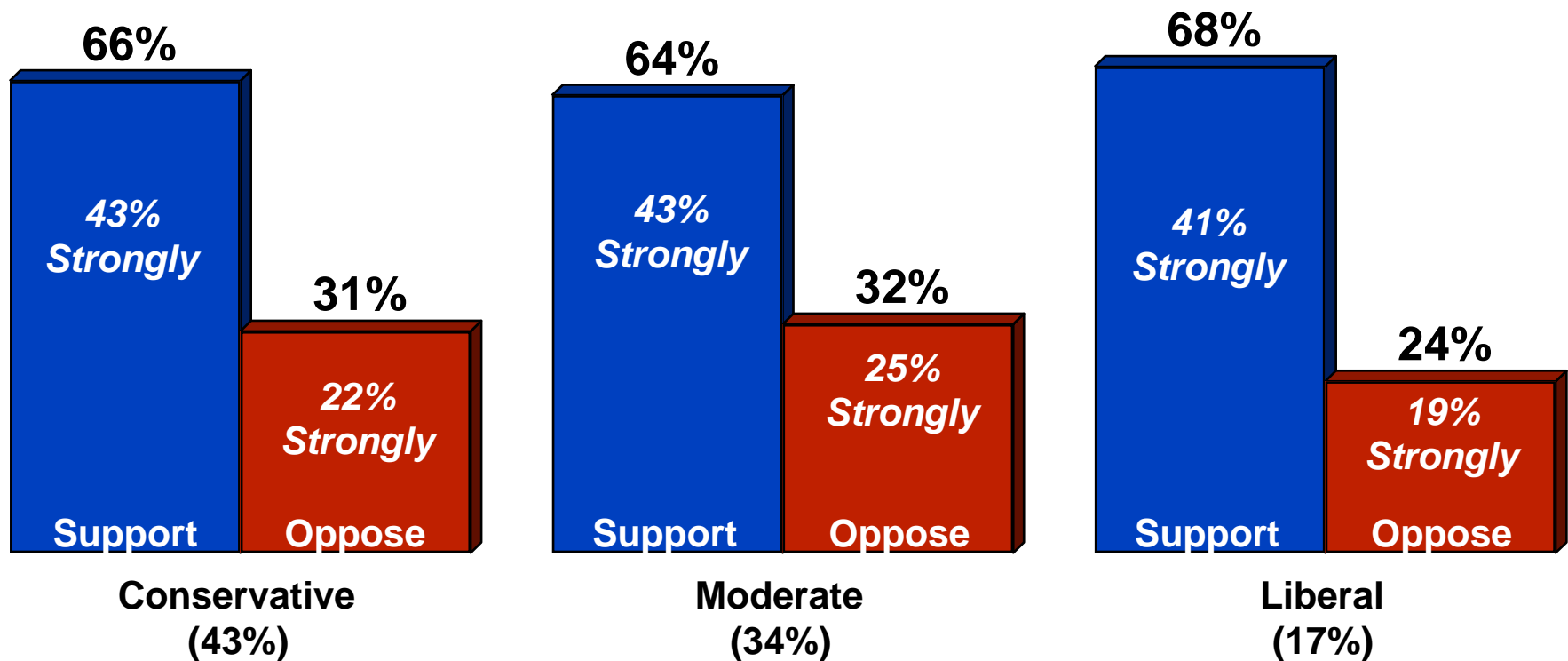
By Party



Across political ideology...

Do you support or oppose the use of red light cameras to detect red light runners and enforce traffic laws at Missouri's most dangerous intersections?

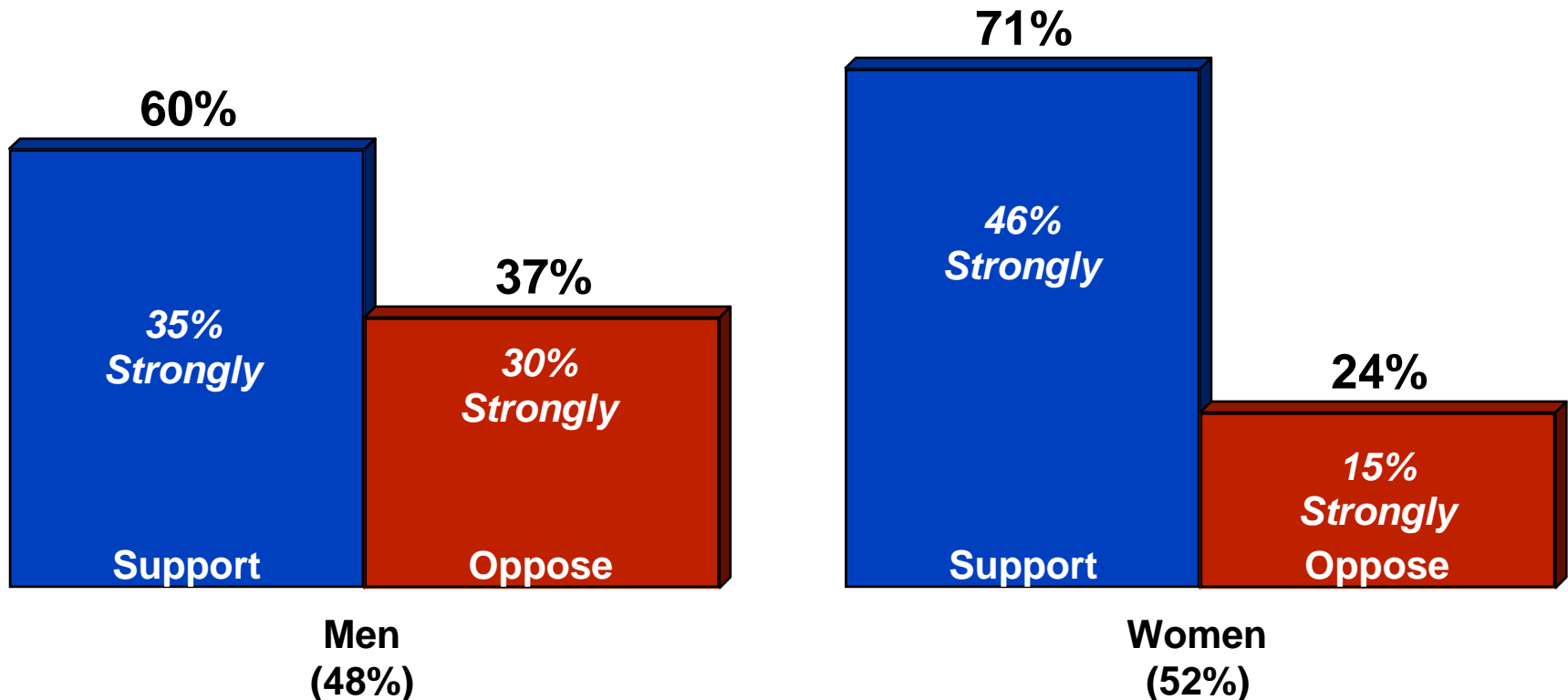
By Ideology



And, across gender lines.

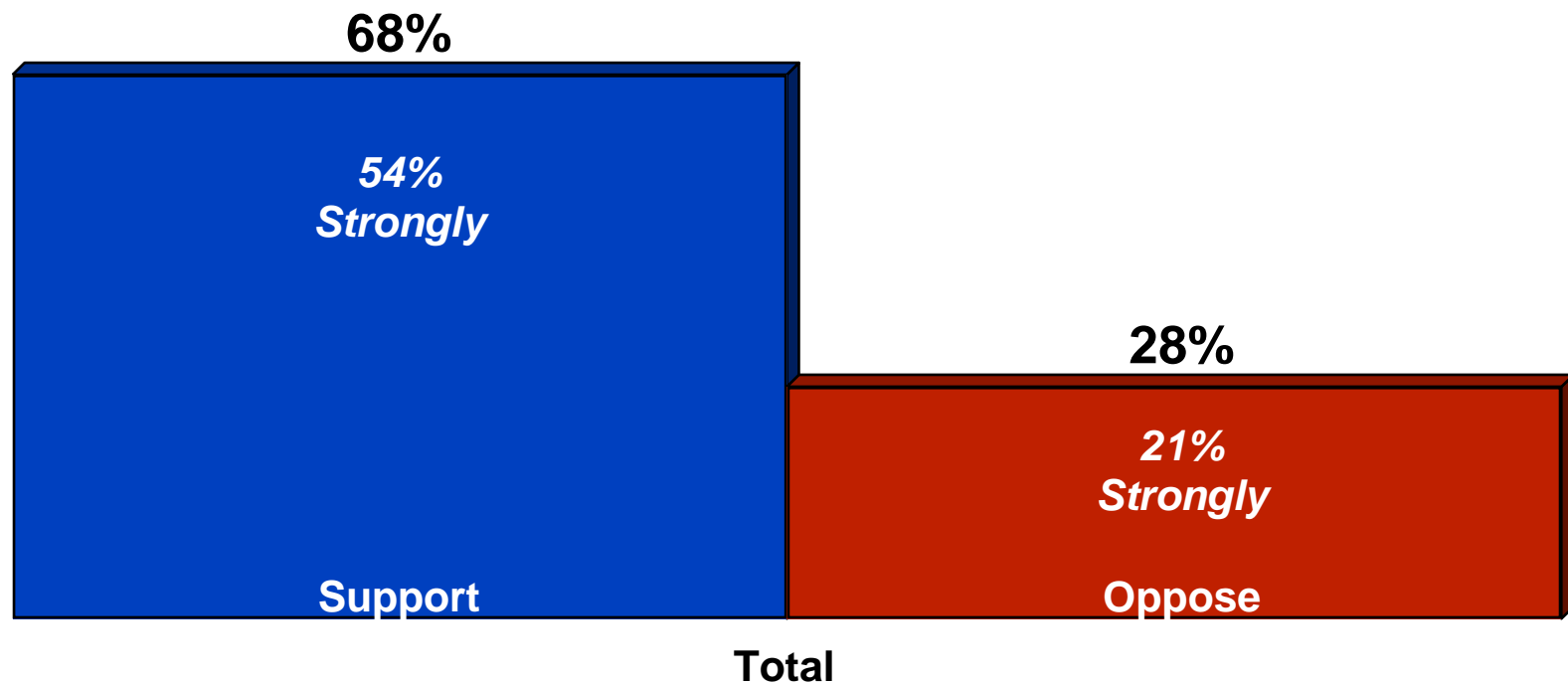
Do you support or oppose the use of red light cameras to detect red light runners and enforce traffic laws at Missouri's most dangerous intersections?

By Gender



And, a similar number believe city police departments should continue to use cameras to enforce red light running violations.

Currently, nearly 30 communities throughout Missouri use cameras to enforce red light running traffic laws. Do you think city police departments SHOULD or SHOULD NOT continue to use cameras to enforce red light running violations on city streets?



When voters are provided arguments on both sides of the issue...

And, do you believe that...

The use of red light cameras to enforce traffic safety laws is a good thing because it makes our roads safer and saves lives.

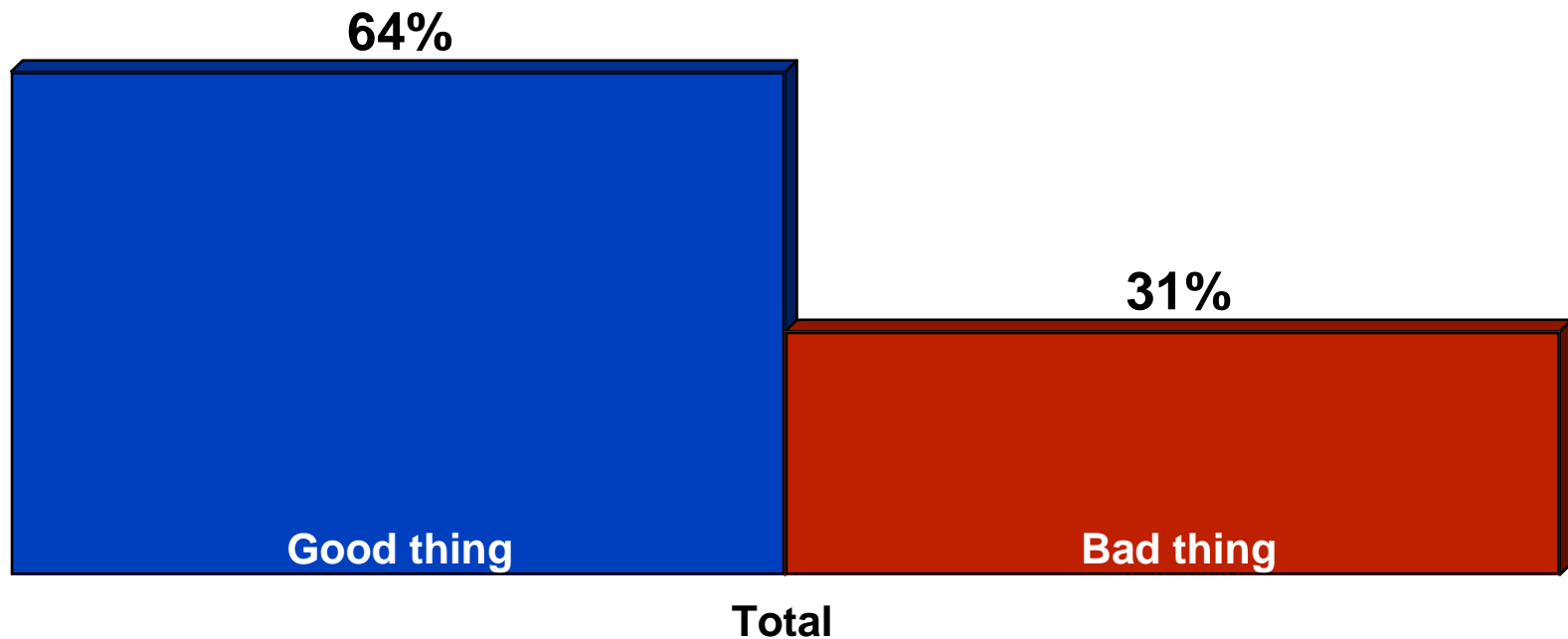
...or do you believe that ...

The use of red light cameras to enforce traffic safety laws is a bad thing because it is a violation of drivers' privacy rights and because it's being used just to generate revenue for the government.

By nearly two-to-one, they believe red light cameras are “a good thing.”

The use of red light cameras to enforce traffic safety laws is a good thing because it makes our roads safer and saves lives. ...or do you believe that ...

The use of red light cameras to enforce traffic safety laws is a bad thing because it is a violation of drivers' privacy rights and because it's being used just to generate revenue for the government.



BOTTOM LINE

While most Missourians believe that other residents oppose red light cameras, there is actually broad and deep support for the use of red light cameras in the state. This support includes conservatives and liberals, Republicans and Democrats and urban, suburban and rural voters across the state.

Further, there is little public support for banning the use of these cameras; rather, more than two-thirds of Missouri voters believe that police departments should continue to use them.

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