



*EXECUTIVE SUMMARY*

TO: INTERESTED PARTIES  
FROM: NEIL NEWHOUSE & PUBLIC OPINION STRATEGIES  
SUBJECT: MISSOURI STATEWIDE POLL RESULTS  
DATE: MARCH 5, 2009

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Public Opinion Strategies recently completed a statewide poll in Missouri of six hundred registered voters. The poll was conducted on February 12/15 and has a margin of error of +/- 4.0% in 96 out of 100 cases.

*Key Findings:*

- ◆ ***Missouri voters SUPPORT “red light cameras” by more than TWO-TO-ONE.***  
Missouri voters support the use of red light cameras at dangerous intersections by an overwhelming 66%-30% margin, with “strong” supporters outnumbering “strong” opponents by a full twenty points.
- ◆ ***Ironically, Missourians believe their neighbors oppose red light cameras.***  
By a 47%-31% margin, Missouri voters believe that other Missourians oppose the use of red light cameras to ensure traffic safety laws, setting up a huge “disconnect” between voters’ actual attitudes on this issue and their perception of how other voters feel about it.
- ◆ ***Support for red light cameras is both deep and broad.***  
Fully 43% of Missouri voters strongly support red light cameras – a full twenty points higher than those who strongly oppose them. Further, support for red light cameras cuts across gender, age, political ideology, partisanship and region of the state. It receives support from the entire electorate.
- ◆ ***Missouri voters embrace “safety” over arguments of “big brother.”***  
By a wide 64%-31% score, Missouri voters agree more with the proponents’ red light camera argument focused on “safety/saving lives” rather than opponents’ argument regarding “privacy rights/revenue generator.”

***Bottom Line***

Most Missourians believe their neighbors oppose red light cameras. They couldn’t be more wrong. Driven by concerns about safety, support for red light cameras is broad, deep, and hits the 66% mark in the state.

While red light camera opposition may be vocal, by every measure on this poll, they are in a minority position in the state. The best kept secret in Missouri public opinion is that two-thirds of Missouri voters support red light cameras and want police departments in local communities to continue to use them.