

SLU/YouGov Poll: Stadium Funding

Steven Rogers SLU/YouGov Poll Director steven.rogers@slu.edu	Ashley Burle SLU/YouGov Poll Associate Director ashley.burle@slu.edu	Gary Ritter SLU/YouGov Poll Executive Sponsor gary.ritter@slu.edu	Kenneth Warren SLU/YouGov Poll Associate Director kenneth.warren@slu.edu
---	---	--	---

In August 2024, the SLU/YouGov Poll asked 900 likely Missouri voters:

“Approximately what percentage of the costs of the construction of professional sports facilities (e.g., stadiums and arenas) should the following be responsible for:”

- Owners of the Teams?
- The Missouri State Government?
- Local Governments (e.g., Cities and Counties)?

Respondents allocated percentages to total 100%. The following pages provide survey results for the full sample and demographic subgroups, along with details about the survey. Results from the full survey are available at <https://www.slu.edu/poll>.

Key Findings: How much should the government and owners pay?

At least 50% Missouri voters believe...

- ...the owners of teams should be responsible for at least 70% of the costs.
- ...the Missouri state government should be responsible for less than 13% of the costs.
- ...local governments should be responsible for less than 15% of the costs.

Subgroup Findings

Republican, Democratic, and Independent Voters

- 68% or more think the owners of teams should be responsible for at least 50% of the costs.
- 9% or fewer think the state government should be responsible for at least 50% of the costs.
- 8% or fewer think local governments should be responsible for at least 50% of the costs.

Above percentages apply to each Republican, Democratic, and Independent voters

Royals, Chiefs, and Cardinals Fans

- 71% or more think the owners of teams should be responsible for at least 50% of the costs.
- 9% or fewer think the state government should be responsible for at least 50% of the costs.
- 7% or fewer think local governments should be responsible for at least 50% of the costs.

Above percentages apply to each group of fans

Media Inquiries

Maggie Rotermund, Senior Media Relations Specialist
maggie.rottermund@slu.edu; 314-977-8018

Approximately what percentages of the costs of the construction of professional sports facilities (e.g., stadiums and arenas) should the following be responsible for...Owners of the teams?

Response	Full Result	Gender		Age				Race		
		Men	Women	18 - 29	30 - 44	45 - 64	65+	Whites	Blacks	All Non-whites
Mean Response	67%	69%	65%	46%	66%	73%	70%	69%	46%	51%
Median Response	70%	70%	70%	36%	70%	75%	78%	75%	38%	41%
Pct. Voters Stating...										
...at least 25% of costs	90%	89%	91%	81%	87%	93%	94%	92%	77%	82%
...at least 50% of costs	74%	73%	74%	41%	71%	82%	82%	78%	44%	51%
...at least 75% of costs	50%	55%	46%	21%	51%	59%	54%	54%	24%	31%
Unweighted N	900	432	468	126	193	308	273	720	137	180

2

Response	Party			Income		
	Democrats	Republicans	Independents	Below \$50k	Btwn. \$50k and \$100k	Above \$100k
Mean Response	61%	67%	72%	65%	68%	63%
Median Response	60%	66%	78%	70%	70%	50%
Pct. Voters Stating...						
...at least 25% of costs	88%	91%	91%	89%	92%	88%
...at least 50% of costs	68%	76%	76%	72%	75%	69%
...at least 75% of costs	41%	50%	59%	48%	53%	45%
Unweighted N	330	301	229	330	257	255

Above figures are rounded percentages. Respondents were presented with three slider bars where respondents allocated percentages of costs to “Owners of the teams,” “The Missouri State Government,” and “Local Governments (e.g., Cities and counties).” Percentages were restricted to add up to 100%. For “Pct. Voters Stating” results, the margin of error is ±3.8%.

Approximately what percentages of the costs of the construction of professional sports facilities (e.g., stadiums and arenas) should the following be responsible for...Owners of the teams?

Response	Education				Region					
	HS or less	Some Col.	4-Year Col.	Post-Grad	StL	KC	NW MO	NE MO	SW MO	SE MO
Mean Response	64%	64%	68%	77%	60%	70%	68%	71%	70%	70%
Median Response	70%	65%	64.5%	76%	50%	75%	75%	72.5%	76.5%	77%
Pct. Voters Stating...										
...at least 25% of costs	87%	91%	91%	94%	85%	95%	99%	90%	92%	89%
...at least 50% of costs	70%	70%	75%	88%	64%	79%	73%	78%	81%	78%
...at least 75% of costs	47%	47%	52%	62%	44%	52%	54%	57%	54%	54%
Unweighted N	251	289	232	128	348	177	43	98	162	72

3

Response	Favorite MLB Team				Favorite NFL Team		
	Cardinals	Royals	Has Favorite Team	No Favorite Team	Chiefs	Has Favorite Team	No Favorite Team
Mean Response	66%	65%	63%	77%	67%	63%	74%
Median Response	75%	66.5%	60%	90%	70%	56%	86%
Pct. Voters Stating...							
...at least 25% of costs	90%	89%	88%	96%	93%	89%	92%
...at least 50% of costs	77%	71%	70%	85%	77%	69%	82%
...at least 75% of costs	50%	46%	45%	65%	48%	43%	65%
Unweighted N	335	180	694	206	369	621	279

Above figures are rounded percentages. Respondents were presented with three slider bars where respondents allocated percentages of costs to “Owners of the teams,” “The Missouri State Government,” and “Local Governments (e.g., Cities and counties).” Percentages were restricted to add up to 100%. In separate questions, voters identified their favorite MLB and NFL teams. For “Pct. Voters Stating” results, the margin of error is ±3.8%.

Approximately what percentage of the costs of the construction of professional sports facilities (e.g., stadiums and arenas) should the following be responsible for...The Missouri State Government?

Response	Full Result	Gender		Age				Race		
		Men	Women	18 - 29	30 - 44	45 - 64	65+	Whites	Blacks	All Non-whites
Mean Response	17%	16%	18%	27%	16%	14%	15%	15%	27%	25%
Median Response	12.5%	10%	15%	30%	10%	10%	10%	10%	30%	25%
Pct. Voters Stating...										
...at least 25% of costs	33%	31%	35%	61%	30%	25%	31%	30%	56%	52%
...at least 50% of costs	8%	7%	8%	15%	9%	7%	5%	7%	19%	14%
...at least 75% of costs	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%
Unweighted N	900	432	468	126	193	308	273	720	137	180

Response	Party			Income		
	Democrats	Republicans	Independents	Below \$50k	Btwn. \$50k and \$100k	Above \$100k
Mean Response	20%	16%	14%	18%	15%	19%
Median Response	16%	15%	10%	10%	10%	22%
Pct. Voters Stating...						
...at least 25% of costs	38%	32%	30%	35%	32%	38%
...at least 50% of costs	9%	7%	7%	9%	5%	11%
...at least 75% of costs	1%	2%	0%	2%	1%	1%
Unweighted N	330	301	229	330	257	255

Above figures are rounded percentages. Respondents were presented with three slider bars where respondents allocated percentages of costs to “Owners of the teams,” “The Missouri State Government,” and “Local Governments (e.g., Cities and counties).” Percentages were restricted to add up to 100%. For “Pct. Voters Stating” results, the margin of error is ±3.8%.

Approximately what percentage of the costs of the construction of professional sports facilities (e.g., stadiums and arenas) should the following be responsible for...The Missouri State Government?

Response	Education				Region					
	HS or less	Some Col.	4-Year Col.	Post-Grad	StL	KC	NW MO	NE MO	SW MO	SE MO
Mean Response	18%	17%	16%	11%	20%	14%	18%	14%	15%	14%
Median Response	10%	14%	18.5%	10%	20%	10%	15%	10%	10%	4.5%
Pct. Voters Stating...										
...at least 25% of costs	36%	36%	34%	18%	43%	27%	39%	25%	26%	29%
...at least 50% of costs	9%	10%	6%	2%	12%	5%	10%	4%	6%	5%
...at least 75% of costs	3%	1%	0%	1%	2%	0%	1%	1%	3%	0%
Unweighted N	251	289	232	128	348	177	43	98	162	72

5

Response	Favorite MLB Team				Favorite NFL Team		
	Cardinals	Royals	Has Favorite Team	No Favorite Team	Chiefs	Has Favorite Team	No Favorite Team
Mean Response	16%	18%	18%	11%	16%	19%	12%
Median Response	10%	15%	19.5%	0.5%	10%	20%	0%
Pct. Voters Stating...							
...at least 25% of costs	30%	37%	37%	20%	32%	39%	22%
...at least 50% of costs	8%	9%	9%	5%	5%	9%	5%
...at least 75% of costs	2%	1%	2%	1%	1%	1%	2%
Unweighted N	335	180	694	206	369	621	279

Above figures are rounded percentages. Respondents were presented with three slider bars where respondents allocated percentages of costs to “Owners of the teams,” “The Missouri State Government,” and “Local Governments (e.g., Cities and counties).” Percentages were restricted to add up to 100%. In separate questions, voters identified their favorite MLB and NFL teams. For “Pct. Voters Stating” results, the margin of error is ±3.8%.

Approximately what percentage of the costs of the construction of professional sports facilities (e.g., stadiums and arenas) should the following be responsible for...Local Governments (e.g., Cities or counties)?

Response	Full Result	Gender		Age				Race		
		Men	Women	18 - 29	30 - 44	45 - 64	65+	Whites	Blacks	All Non-whites
Mean Response	17%	16%	18%	27%	18%	13%	15%	15%	28%	24%
Median Response	15%	15%	15%	30%	20%	10%	10%	10%	30%	27%
Pct. Voters Stating...										
...at least 25% of costs	34%	32%	35%	55%	38%	26%	31%	30%	59%	54%
...at least 50% of costs	7%	6%	7%	5%	10%	4%	8%	6%	14%	10%
...at least 75% of costs	2%	1%	2%	0%	2%	1%	3%	1%	7%	4%
Unweighted N	900	432	468	126	193	308	273	720	137	180

9

Response	Party			Income		
	Democrats	Republicans	Independents	Below \$50k	Btwn. \$50k and \$100k	Above \$100k
Mean Response	20%	17%	14%	17%	17%	18%
Median Response	20%	15%	10%	10%	15%	22%
Pct. Voters Stating...						
...at least 25% of costs	39%	33%	30%	36%	35%	36%
...at least 50% of costs	8%	6%	6%	9%	6%	4%
...at least 75% of costs	2%	1%	2%	2%	2%	0%
Unweighted N	330	301	229	330	257	255

Above figures are rounded percentages. Respondents were presented with three slider bars where respondents allocated percentages of costs to “Owners of the teams,” “The Missouri State Government,” and “Local Governments (e.g., Cities and counties).” Percentages were restricted to add up to 100%. For “Pct. Voters Stating” results, the margin of error is ±3.8%.

Approximately what percentage of the costs of the construction of professional sports facilities (e.g., stadiums and arenas) should the following be responsible for...Local Governments (e.g., Cities or counties)?

Response	Education				Region					
	HS or less	Some Col.	4-Year Col.	Post-Grad	StL	KC	NW MO	NE MO	SW MO	SE MO
Mean Response	18%	19%	16%	12%	19%	16%	14%	15%	15%	17%
Median Response	10%	15%	18%	10%	20%	10%	10%	12.5%	10%	10%
Pct. Voters Stating...										
...at least 25% of costs	36%	38%	34%	20%	41%	31%	36%	29%	29%	28%
...at least 50% of costs	9%	8%	5%	3%	8%	7%	0%	4%	5%	10%
...at least 75% of costs	3%	1%	0%	1%	2%	1%	0%	2%	1%	4%
Unweighted N	251	289	232	128	348	177	43	98	162	72

Response	Favorite MLB Team				Favorite NFL Team		
	Cardinals	Royals	Has Favorite Team	No Favorite Team	Chiefs	Has Favorite Team	No Favorite Team
Mean Response	17%	17%	19%	11%	17%	18%	14%
Median Response	10%	14%	20%	4%	15%	20%	5%
Pct. Voters Stating...							
...at least 25% of costs	33%	35%	38%	21%	36%	40%	23%
...at least 50% of costs	7%	4%	7%	5%	5%	5%	9%
...at least 75% of costs	3%	1%	2%	0%	1%	1%	3%
Unweighted N	335	180	694	206	369	621	279

Above figures are rounded percentages. Respondents were presented with three slider bars where respondents allocated percentages of costs to “Owners of the teams,” “The Missouri State Government,” and “Local Governments (e.g., Cities and counties).” Percentages were restricted to add up to 100%. In separate questions, voters identified their favorite MLB and NFL teams. For “Pct. Voters Stating” results, the margin of error is ±3.8%.

Funding and Support

The August 2024 SLU/YouGov Poll was funded by the PRiME Center, an independent research center housed in the SLU’s School of Education.

About Saint Louis University

Founded in 1818, Saint Louis University is one of the nation’s oldest and most prestigious Catholic research institutions. Rooted in Jesuit values and its pioneering history as the first university west of the Mississippi River, SLU offers more than 15,300 students a rigorous, transformative education that challenges and prepares them to make the world a better place. As a nationally recognized leader in research and innovation, SLU is an R1 research university, advancing groundbreaking, life-changing discoveries that promote the greater good.

Methodology and Weighting

YouGov interviewed 1154 Missouri (MO) registered voters, with the goal of screening for and surveying Missouri likely voters. The Missouri registered voters were then matched down to a sample of 988, yielding a target subsample of 900 likely voters including 450 from each treatment group. The respondents were matched to a sampling frame on gender, age, race, education and treatment group. The sampling frame is a politically representative “modeled frame” of US adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity and education. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on 2020 presidential vote choice as well as a four-way stratification of gender, age (4-categories), race (3-categories), and education (4-categories). The weighted dataset of registered MO voters was then subsetted on likely MO voters, and the weights were trimmed and recentered around 1, to produce the final weights for likely Missouri voters.

Coding Decisions

The first two rows of the tables on the previous pages report the mean (average) response for each group and the median (50th percentile) response.

Subsequent rows indicate the percentage of voters who responded to a question with a percentage above a certain level. For example, the row “Pct. Voters Stating... at least 25% of costs” present the percentages of voters who indicated that owners, the state government, or local governments should pay at least 25% of the costs. To create this variable, the SLU/YouGov Poll Team coded respondents’ responses as 1 if they stated a percentage of 25 percent or higher (e.g., 25%, 45%, 75%), and 0 otherwise. Coding is similar for “Pct. Voters Stating at least 50% of the costs” and “Pct. Voters Stating at least 75% of the costs.”