



Missouri Voters' Favorite Baseball Team

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
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Saint Louis University and YouGov asked 900 likely Missouri voters from August 8 to August 16, 2024, “What is your favorite baseball team?” Respondents could choose any team or say they did not have a favorite team. 41% said the St. Louis Cardinals, 20% said the Kansas City Royals, and 0.93% said the Chicago Cubs.

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 institutions. Rooted in Jesuit values and its pioneering history as the first university west of the Mississippi River, SLU offers more than 15,200 students a rigorous, transformative education of the whole person. At the core of the University’s diverse community of scholars is SLU’s service-focused mission, which challenges and prepares students to make the world a better, more just place.

Methodology and Weighting

YouGov interviewed 900 likely Missouri voters between Aug. 8 - 16, 2024. The YouGov panel, a proprietary opt-in survey panel, is comprised of 3.1 million United States residents who have agreed to participate in YouGov Web surveys. Using their gender, age, race, and education, YouGov weighted the set of survey respondents to known characteristics of Missouri voters from 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 margin of error for the weighted data is 3.79%.

What is your favorite Major League Baseball team?

Response	Full Result	Gender		Age				Race		
		Men	Women	18 - 29	30 - 44	45 - 64	65+	Whites	Blacks	All Non-whites
St. Louis Cardinals	41%	37%	45%	29%	43%	44%	43%	43%	37%	33%
Kansas City Royals	20%	21%	19%	17%	22%	20%	20%	20%	19%	20%
New York Yankees	2%	4%	0%	6%	1%	1%	1%	2%	2%	1%
Los Angeles Dodgers	1%	2%	1%	3%	2%	1%	1%	1%	3%	2%
Other Team Chosen	10%	14%	6%	25%	11%	6%	7%	8%	18%	19%
I do not have a favorite Major League Baseball Team	26%	23%	28%	21%	20%	28%	28%	26%	22%	25%
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
St. Louis Cardinals	38%	45%	42%	40%	43%	42%
Kansas City Royals	24%	17%	20%	21%	20%	21%
New York Yankees	1%	1%	4%	0%	0%	6%
Los Angeles Dodgers	2%	2%	1%	2%	2%	2%
Other Team Chosen	12%	9%	9%	6%	11%	14%
I do not have a favorite Major League Baseball Team	23%	26%	24%	31%	24%	15%
Unweighted N	330	301	229	330	257	255

Response	Education				Region					
	HS or less	Some Col.	4-Year Col.	Post-Grad	StL	KC	NW MO	NE MO	SW MO	SE MO
St. Louis Cardinals	45%	32%	44%	50%	63%	6%	7%	53%	33%	56%
Kansas City Royals	20%	21%	20%	19%	4%	57%	61%	6%	15%	6%
New York Yankees	2%	3%	1%	0%	3%	2%	1%	2%	1%	0%
Los Angeles Dodgers	1%	1%	4%	0%	2%	3%	0%	0%	1%	1%
Other Team Chosen	6%	15%	8%	9%	13%	3%	9%	14%	11%	6%
I do not have a favorite Major League Baseball Team	27%	28%	23%	22%	16%	29%	21%	25%	39%	31%
Unweighted N	251	289	232	128	348	177	43	98	162	72

Respondents had options of choosing any Major League Baseball team. The above lists teams that were chosen by at least 1% of respondents. The next highest team not listed was the Chicago Cubs at 0.93% .