



Missouri Voters' Favorite National Football League Team

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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 National Football League team?” Respondents could choose any team or say they did not have a favorite team. 43% said the Kansas City Chiefs, 2% said the Los Angeles Rams, and 0.7% said the Arizona Cardinals.

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 National Football League team?

Response	Full Result	Gender		Age				Race		
		Men	Women	18 - 29	30 - 44	45 - 64	65+	Whites	Blacks	All Non-whites
Kansas City Chiefs	43%	42%	44%	27%	35%	50%	49%	45%	35%	34%
Dallas Cowboys	4%	4%	4%	7%	4%	4%	2%	4%	2%	3%
Green Bay Packers	2%	2%	2%	4%	2%	1%	1%	2%	0%	0%
Los Angeles Rams	2%	2%	2%	5%	3%	1%	0%	1%	4%	4%
Denver Broncos	2%	1%	2%	6%	1%	0%	2%	2%	0%	0%
Baltimore Ravens	1%	1%	1%	2%	1%	1%	1%	1%	3%	2%
Other Team Chosen	13%	16%	10%	24%	19%	11%	5%	11%	21%	23%
I do not have a favorite National Football League Team	34%	32%	37%	25%	35%	33%	40%	34%	35%	35%
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
Kansas City Chiefs	41%	45%	43%	40%	48%	44%
Dallas Cowboys	2%	6%	5%	3%	3%	6%
Green Bay Packers	2%	1%	3%	2%	2%	2%
Los Angeles Rams	2%	1%	2%	1%	2%	3%
Denver Broncos	1%	3%	1%	1%	1%	1%
Baltimore Ravens	2%	0%	1%	1%	1%	2%
Other Team Chosen	16%	10%	14%	9%	13%	19%
I do not have a favorite National Football League Team	34%	35%	31%	43%	31%	22%
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
Kansas City Chiefs	40%	45%	47%	39%	26%	68%	75%	44%	46%	25%
Dallas Cowboys	4%	5%	3%	3%	4%	3%	0%	4%	4%	8%
Green Bay Packers	2%	2%	2%	1%	2%	2%	2%	0%	1%	7%
Los Angeles Rams	2%	1%	3%	2%	4%	0%	0%	2%	1%	0%
Denver Broncos	4%	1%	0%	0%	1%	1%	2%	0%	3%	3%
Baltimore Ravens	0%	2%	1%	2%	3%	0%	0%	0%	0%	0%
Other Team Chosen	9%	14%	14%	16%	19%	6%	8%	15%	10%	8%
I do not have a favorite National Football League Team	40%	30%	30%	36%	42%	19%	13%	35%	34%	50%
Unweighted N	251	289	232	128	348	177	43	98	162	72

Respondents had options of choosing any National Football League team. The above lists teams that were chosen by at least 1% of respondents. The Arizona Cardinals, formerly the St. Louis Cardinals, were chosen by 0.7% of respondents.