

## Missouri Voters' Favorite Style of Barbecue

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Saint Louis University and YouGov asked 900 likely Missouri voters from February 18 to March 2 “Which of these regional styles of American barbecue is your favorite?” Voters could select from St. Louis style, Kansas City style, Texas style, Carolina style, Memphis style, ‘Another style of barbecue’, ‘I don’t like barbecue’, and ‘Not sure.’

Kansas City style was the favorite for 41 percent of voters, more than double the 17 percent who favored St. Louis style. Full results below:

### Which of these regional styles of American barbecue is your favorite?

- Kansas City style – 41%
- St. Louis style – 17%
- Texas style – 10%
- Memphis style – 9%
- Carolina style – 2%
- Another style of barbecue – 3%
- I don’t like barbecue – 5%
- Not sure – 12%

The following page presents results with demographic breakdowns. The margin of error for survey results for the full sample is 3.64%. Original data and analyses from the SLU Poll Directors are available at <http://www.slu.edu/poll>.

### Funding and Support

The February 2025 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.

Which of these regional styles of American barbecue is your favorite?

Response	Full	Gender		Age				Race		
	Result	Men	Women	18 - 29	30 - 44	45 - 64	65+	Whites	Blacks	All Non-whites
Carolina style	2%	1%	3%	1%	3%	3%	1%	2%	0%	2%
Texas style	10%	11%	9%	19%	8%	10%	7%	10%	5%	8%
Kansas City style	41%	43%	40%	35%	38%	42%	46%	43%	37%	34%
Memphis style	9%	9%	9%	11%	7%	11%	7%	9%	7%	9%
St. Louis style	17%	16%	19%	13%	25%	15%	16%	15%	35%	29%
Another style of barbecue	3%	5%	2%	0%	3%	4%	4%	3%	3%	4%
I don't like barbecue	5%	4%	6%	12%	5%	4%	4%	6%	2%	3%
Not sure	12%	11%	13%	9%	10%	11%	16%	12%	10%	12%
Unweighted N	900	401	499	96	238	306	260	773	84	127

Response	Party			Income		
	Democrats	Republicans	Independents	Below \$50k	Btwn. \$50k and \$100k	Above \$100k
Carolina style	1%	2%	5%	1%	3%	3%
Texas style	4%	13%	12%	11%	8%	10%
Kansas City style	42%	42%	38%	39%	43%	42%
Memphis style	6%	11%	6%	10%	8%	9%
St. Louis style	23%	16%	14%	18%	17%	18%
Another style of barbecue	2%	3%	4%	4%	4%	2%
I don't like barbecue	8%	4%	4%	5%	6%	5%
Not sure	13%	9%	16%	12%	10%	13%
Unweighted N	298	332	224	350	295	190

Response	Education				Region					
	HS or less	Some Col.	4-Year Col.	Post-Grad	StL	KC	NW MO	NE MO	SW MO	SE MO
Carolina style	1%	2%	2%	4%	2%	2%	3%	1%	2%	2%
Texas style	10%	11%	11%	7%	9%	7%	19%	6%	11%	13%
Kansas City style	37%	44%	42%	43%	19%	77%	52%	48%	44%	26%
Memphis style	13%	6%	8%	9%	8%	2%	5%	9%	7%	25%
St. Louis style	20%	15%	18%	16%	42%	0%	1%	12%	5%	12%
Another style of barbecue	3%	6%	2%	2%	1%	1%	5%	2%	5%	10%
I don't like barbecue	4%	5%	6%	5%	4%	6%	3%	4%	8%	4%
Not sure	11%	12%	12%	14%	14%	5%	12%	16%	17%	8%
Unweighted N	283	277	206	134	290	192	55	89	175	99

## Methodology and Weighting

YouGov interviewed 1320 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 1085, 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 and 2024 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.