



## Saint Louis University/YouGov Poll

### Missour-ee or Missour-uh?

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Saint Louis University and YouGov surveyed 900 likely Missouri voters from February 8 to February 14 about how they pronounced the state’s name. 10% say “Missour-uh,” and 90% say “Missour-ee.”

Survey respondents were played two audio recordings, where a man or woman said “Missour-ee” and “Missour-uh.” Poll directors employed Christina Garcia, Ph.D., an associate professor of Spanish in Saint Louis University’s Department of Languages to help select the recordings of the state name to be used. As a phonetician and sociolinguist, García specializes in variation in pronunciation and made sure the recordings matched in terms of intonation and intensity and only differed in whether “Missour-ee” or “Missour-uh” was said. Respondents were then asked, “How do you pronounce Missouri?” and selected one of the recordings. The order of the recordings and whether the respondent heard a man or woman’s voice was randomized. The margin of error for survey results for the full sample is 3.72%.

### Funding and Support

The Saint Louis University PRiME Center provided the majority of funding for the SLU/YouGov Poll. The origins of the SLU/YouGov Poll lie in an internal Big Ideas competition to define university-wide strategic research priorities sponsored by the Saint Louis University Research Institute. The Big Ideas competition provides funding to research initiatives that demonstrate broad faculty engagement, strong leadership and compelling research plans.

### 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 13,500 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 1126 respondents with 998 completing the full survey. YouGov conducted a benchmarking survey of Missouri Likely voters using a census click methodology, which involves sampling in such a way that all starts to a particular survey are representative of the known demographic characteristics of a specific target group. In this case, YouGov sampled so all starts were representative of Missouri registered voters population, as defined by the 2020 Current Population Survey (CPS) November.

The sample of all starts was matched from 1015 respondents to 900 completes, yielding a target subsample of 900 MO likely voters. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of US adults, which was then subsetted to only include MO likely voters. It is 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 then 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 2016 and 2020 Presidential vote choice, as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories). From there, the matched and weighted cases had all MO likely voters extracted, and their weights centered around 1 in order to produce the final dataset.

**How do you pronounce Missouri?**

Response	Full Result	Gender		Age				Race		
		Men	Women	18 - 29	30 - 44	45 - 64	65+	Whites	Blacks	All Non-whites
Missour-ee	90%	90%	91%	97%	94%	93%	82%	91%	88%	90%
Missour-uh	10%	10%	9%	3%	6%	7%	18%	9%	12%	10%
Unweighted N	900	445	455	115	191	317	277	767	81	133

Response	Party			Income		
	Democrats	Republicans	Independents	Below \$50k	Btwn. \$50k and \$100k	Above \$100k
Missour-ee	88%	89%	94%	90%	91%	92%
Missour-uh	12%	11%	6%	10%	9%	8%
Unweighted N	300	318	221	395	301	153

Response	Education				Region					
	High School	Some Col.	4-Year Col.	Post-Grad	StL	KC	NW MO	NE MO	SW MO	SE MO
Missour-ee	90%	91%	91%	90%	95%	89%	85%	92%	88%	88%
Missour-uh	10%	9%	9%	10%	5%	11%	15%	8%	12%	12%
Unweighted N	288	272	209	131	289	165	46	97	210	92