

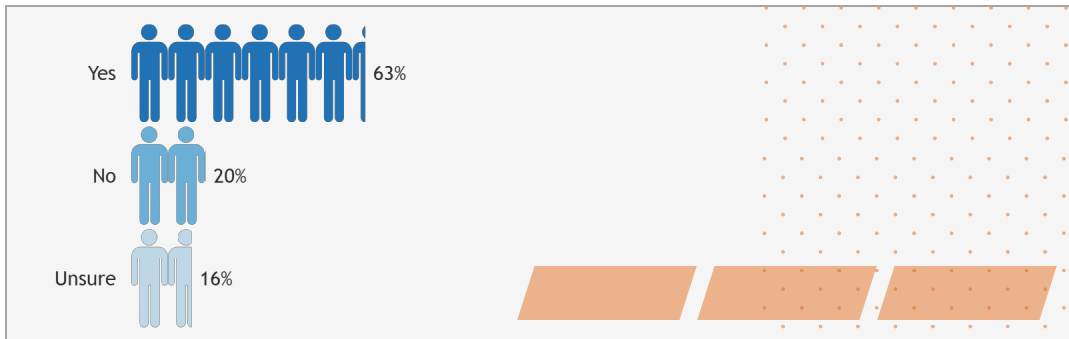
co/efficient

Kansas STAR Bond Legislative Proposal Statewide General Election

Image, Ballot, and Message Testing
May 16th, 2024



Voters in Jackson County, Missouri, recently voted against a proposal that would have funded improvements to the Kansas City Chiefs' Arrowhead Stadium. The Kansas City Chiefs are now looking to secure their home in the region for generations to come. The Kansas Legislature is considering a proposal that would bring them to Kansas and keep them in the area. Do you support the Kansas City Chiefs leaving Missouri and moving to Kansas?



Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	66%	61%
No	17%	23%
Unsure	17%	16%

By Education

Column %	HS	College	Grad+
Yes	64%	64%	62%
No	22%	18%	19%
Unsure	15%	18%	18%

By Registered Party

Column %	Repub.	Dem.	NP/Other
Yes	67%	58%	64%
No	18%	25%	18%
Unsure	15%	17%	18%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	61%	60%	58%	71%	65%
No	28%	21%	21%	15%	17%
Unsure	11%	19%	21%	14%	18%

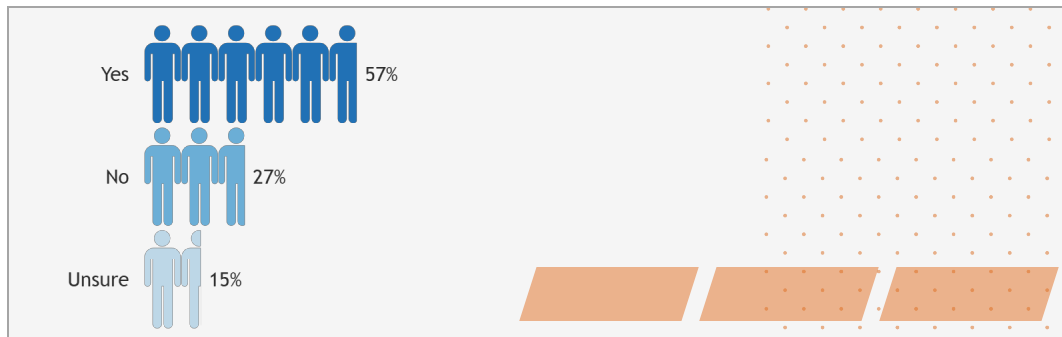
By DMA

Column %	Kansas City	Wichita	Topeka	Other
Yes	63%	62%	73%	53%
No	21%	20%	16%	27%
Unsure	16%	18%	12%	19%

By Race

Column %	White	Non-White
Yes	63%	69%
No	20%	24%
Unsure	18%	7%

The Kansas Legislature's proposal would use the state's Sales Tax and Revenue (STAR) Bonds, the same program used to help fund the Kansas Speedway, to bring the Kansas City Chiefs to Kansas and partially fund a new stadium without any new cost to taxpayers. Do you support using STAR Bonds to secure a new home for the Chiefs in Kansas?



Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	55%	60%
No	24%	31%
Unsure	21%	9%

By Education

Column %	HS	College	Grad+
Yes	54%	61%	61%
No	31%	23%	23%
Unsure	15%	16%	16%

By Registered Party

Column %	Repub.	Dem.	NP/Other
Yes	60%	53%	59%
No	25%	30%	28%
Unsure	15%	16%	13%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	46%	55%	59%	63%	62%
No	42%	31%	25%	25%	19%
Unsure	12%	14%	16%	12%	20%

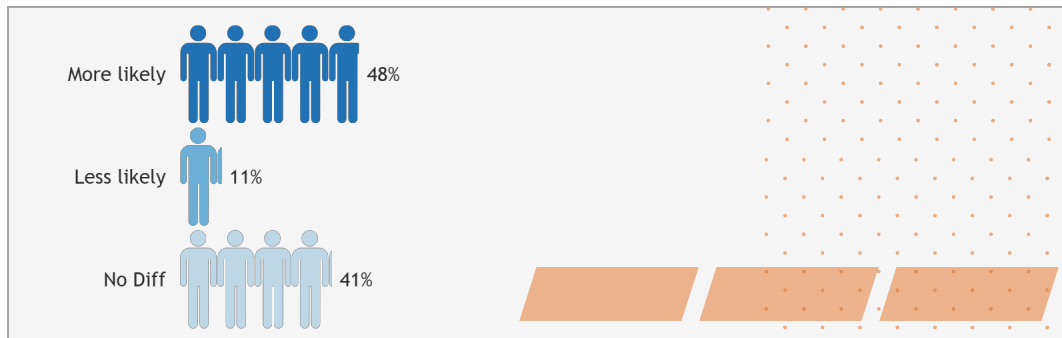
By DMA

Column %	Kansas City	Wichita	Topeka	Other
Yes	60%	55%	58%	52%
No	26%	28%	26%	36%
Unsure	14%	17%	16%	11%

By Race

Column %	White	Non-White
Yes	57%	63%
No	27%	29%
Unsure	16%	9%

The STAR Bond proposal in front of the Kansas Legislature would require no additional tax dollars, but it would update the existing STAR Bond guidelines to accommodate a unique project like relocating an NFL Franchise. Does knowing this make you more or less likely to support the upcoming proposal?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	48%	48%
Less likely	10%	12%
No Diff	42%	40%

By Education

Column %	HS	College	Grad+
More likely	47%	49%	49%
Less likely	13%	10%	9%
No Diff	40%	41%	42%

By Registered Party

Column %	Repub.	Dem.	NP/Other
More likely	53%	45%	43%
Less likely	8%	12%	15%
No Diff	39%	43%	41%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	42%	43%	51%	52%	51%
Less likely	16%	12%	9%	10%	9%
No Diff	42%	46%	39%	39%	40%

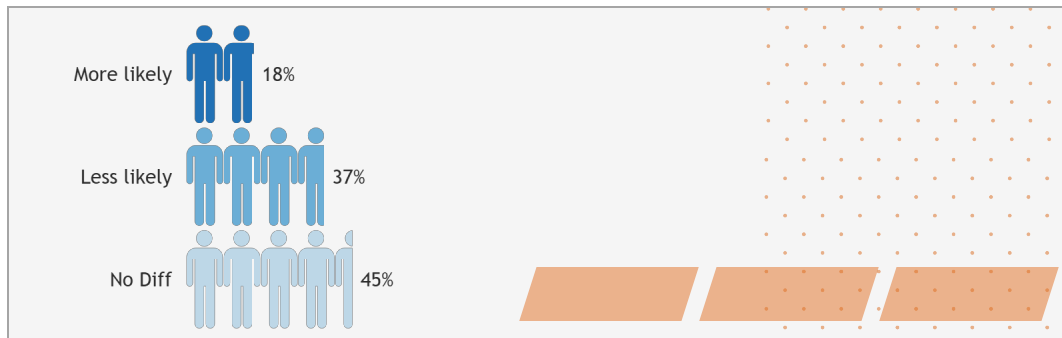
By DMA

Column %	Kansas City	Wichita	Topeka	Other
More likely	53%	40%	56%	54%
Less likely	9%	10%	18%	14%
No Diff	38%	50%	27%	32%

By Race

Column %	White	Non-White
More likely	48%	46%
Less likely	11%	13%
No Diff	41%	41%

If your legislator votes against bringing the Kansas City Chiefs to Kansas, would you be more or less likely to support them for re-election?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	16%	21%
Less likely	32%	43%
No Diff	52%	36%

By Education

Column %	HS	College	Grad+
More likely	22%	13%	15%
Less likely	34%	39%	43%
No Diff	44%	48%	42%

By Registered Party

Column %	Repub.	Dem.	NP/Other
More likely	19%	19%	15%
Less likely	39%	33%	40%
No Diff	42%	48%	44%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	20%	20%	16%	21%	15%
Less likely	26%	31%	40%	42%	43%
No Diff	54%	49%	44%	37%	41%

By DMA

Column %	Kansas City	Wichita	Topeka	Other
More likely	15%	21%	17%	26%
Less likely	39%	37%	37%	23%
No Diff	46%	42%	46%	51%

By Race

Column %	White	Non-White
More likely	17%	28%
Less likely	37%	37%
No Diff	46%	36%

Methodology and Demographics

Fielded On: May 13-15, 2024

-

Method: Mobile Text Response and
Landline Interviews

-

Population & Sample Description:

1,006 Likely General Election Voters

-

MoE: +/- 3.09%

-

Weighting: Age, Gender, Education
Level, Registered Party, and DMA

-

For information, contact:

Ryan Munce

President

co/efficient

ryan@coefficient.org

Age

	%
18-34	20%
35-44	15%
45-54	15%
55-64	19%
65+	31%

Race

	%
White	89%
Non-White	11%

Last 4 Generals

	%
4	53%
3	15%
2	11%
1	9%
0	13%

Gender

	%
Female	53%
Male	47%

Ideology

	%
Conserv.	42%
Moderate	38%
Liberal	21%

Registered Party

	%
Repub.	44%
Dem.	34%
NP/Other	22%

Education

	%
HS	51%
College	32%
Grad+	17%

DMA

	%
Kansas City	40%
Wichita	39%
Topeka	15%
Other	6%