# Missouri Voters' Opinions on Income, Property, and Other Tax Policy

The following document summarizes the opinions of likely voters in Missouri on issues related to grocery taxes, property taxes, tax credits for childcare, and education-related tax policy. These results are from SLU/YouGov Polls conducted from June 2020 to February 2026.

Full demographic crosstabs and raw data for independent analyses of SLU/YouGov Polls are available at slu.edu/poll.

## Key Missouri Findings

- 52% of Missouri voters prefer that the Missouri state government rely on sales taxes more than individual income taxes to raise revenue. 29% prefer income taxes to sales taxes (Feb. 2026 Poll)
- 52% of Missouri voters support eliminating the state income tax (Feb. 2025 Poll)
- 81% of Missouri voters support eliminating the state sales tax on groceries (Feb. 2024 Poll)
- 81% of Missouri voters agree that property taxes should not be raised for Missouri homeowners who are 62 years old or older (Feb. 2024 Poll)

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SLU POLL SAINT LOUIS UNIVERSITY | YouGov

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## State Income Tax

| In general, which type of taxes do you think the Missouri state government should rely on more to raise revenue... | All Voters | Dem. Voters | Rep. Voters | Ind. Voters |
|---|---|---|---|---|
| ...sales taxes | 52% | 34% | 66% | 49% |
| ...individual income taxes | 29% | 47% | 13% | 34% |
| ...not sure | 19% | 18% | 20% | 17% |

***Reporting percent choosing the above answer choice.*** *Source: Feb. 2026 SLU/YouGov Poll. 900 Likely Missouri Voters, MoE ±3.63%*

| Would you support or oppose eliminating Missouri's state income tax... | All Voters | Dem. Voters | Rep. Voters | Ind. Voters |
|---|---|---|---|---|
| ...support | 52% | 23% | 73% | 50% |

***Reporting percent support.*** *Source: Feb. 2025 SLU/YouGov Poll. 900 Likely Missouri Voters, MoE ±3.64%*

| If the Missouri state legislature expanded the sales tax to include additional goods and services in order to reduce individual income taxes, would you support or oppose applying the sales tax to each of the following... | All Voters | Dem. Voters | Rep. Voters | Ind. Voters |
|---|---|---|---|---|
| ...home sale transactions | 34% | 32% | 37% | 34% |
| ...car repair services | 29% | 29% | 31% | 24% |
| ...streaming services (for example, Netflix) | 43% | 35% | 48% | 46% |
| ...gas and diesel fuel | 34% | 39% | 31% | 38% |
| ...professional services (for example, accounting and legal) | 38% | 33% | 43% | 38% |

***Reporting percent support.*** *Source: Feb. 2026 SLU/YouGov Poll. 900 Likely Missouri Voters, MoE ±3.63%*

| If the State of Missouri eliminated the state income tax, which of the following would you be most willing to tax to make up for lost revenue... | All Voters | Dem. Voters | Rep. Voters | Ind. Voters |
|---|---|---|---|---|
| ...auto and home repair services | 3% | 4% | 3% | 3% |
| ...professional services (for example, accounting and legal) | 15% | 12% | 18% | 11% |
| ...personal care services (for example, salons) | 10% | 5% | 15% | 6% |
| ...real estate transfers | 13% | 15% | 12% | 14% |
| ...inheritances | 13% | 25% | 6% | 15% |
| ...not sure | 46% | 39% | 46% | 51% |

***Reporting percent choosing the above answer choice.*** *Source: Feb. 2025 SLU/YouGov Poll. 450 Likely Missouri Voters, MoE ±5.28%*

## Grocery Taxes

| The Missouri legislature is considering legislation that would reduce taxes on groceries for all Missourians. Taxes would only be eliminated for products and food eligible for SNAP (formerly known as food stamps). Do you support the following policies... | All Voters | Dem. Voters | Rep. Voters | Ind. Voters |
|---|---|---|---|---|
| ...eliminate existing state sales taxes on groceries | 81% | 80% | 83% | 84% |
| ...eliminate existing local sales taxes on groceries | 72% | 64% | 79% | 76% |
| ...eliminate existing local sales taxes on groceries if the state replaces lost revenue for local governments | 61% | 69% | 54% | 64% |

***Reporting percent strongly support/support.*** *Source: Feb. 2024 SLU/YouGov Poll, 450 Likely Missouri Voters, MoE ±5.33%*

## Property Taxes

| Do you agree or disagree with the following statements... | All Voters | Dem. Voters | Rep. Voters | Ind. Voters |
|---|---|---|---|---|
| ...property taxes should not be raised for Missouri homeowners who are 62 years old or older | 80% | 72% | 88% | 74% |

***Reporting percent agree.*** *Source: Feb. 2024 SLU/YouGov Poll, 450 Likely Missouri Voters, MoE ±5.25%*

## Tax Credits for Childcare

| Do you favor or oppose the following policies... | All Voters | Dem. Voters | Rep. Voters | Ind. Voters |
|---|---|---|---|---|
| ...employers who provide childcare assistance should receive a state tax credit for 30 percent of expenses paid to the childcare facility | 64% | 75% | 58% | 68% |
| ***Reporting percent favor.*** *Source: Feb. 2023 SLU/YouGov Poll, 439 Likely Missouri Voters, MoE ±5.17%* | | | | |
| ...childcare providers with at least three employees may claim state credit equal to their employers withholding tax and 30% of their capital expenditures | 41% | 47% | 35% | 41% |
| ***Reporting percent favor.*** *Source: Feb. 2023 SLU/YouGov Poll, 461 Likely Missouri Voters, MoE ±5.37%* | | | | |

| Do you agree or disagree with the following statements... | All Voters | Dem. Voters | Rep. Voters | Ind. Voters |
|---|---|---|---|---|
| ...the Federal Government should expand the Child Tax Credit from a maximum of $2,000 per child to $5,000 per child | 54% | 70% | 46% | 49% |
| ***Reporting percent agree.*** *Source: Feb. 2025 SLU/YouGov Poll. 450 Likely Missouri Voters, MoE ±5.28%* | | | | |

## Taxes and Education

| To increase spending on education, most states would require an increase in taxes. To fund increases in Missouri education spending (e.g., total spending, spending on increased teacher salaries, spending on early education), would you most support increases to... | All Voters | Dem. Voters | Rep. Voters | Ind. Voters |
|---|---|---|---|---|
| ...property taxes | 13% | 22% | 7% | 12% |
| ...income taxes | 16% | 28% | 6% | 14% |
| ...sales taxes | 26% | 29% | 27% | 24% |
| ...I would not support tax increases | 45% | 21% | 61% | 49% |
| ***Reporting percent selected.*** *Source: July 2021 SLU/YouGov Poll, 949 Likely Missouri Voters, MoE ±4.18%* | | | | |

| To increase teacher salaries, most states would require an increase in taxes. Would you be willing to pay more in taxes to pay teachers more... | All Voters | Dem. Voters | Rep. Voters | Ind. Voters |
|---|---|---|---|---|
| ...yes | 84% | 93% | 77% | 77% |
| ***Reporting percent selected.*** *Source: Oct. 2020 SLU/YouGov Poll, 619 Likely Missouri Voters, MoE ±4.7%* | | | | |
| ...yes | 81% | 92% | 65% | 80% |
| ***Reporting percent selected.*** *Source: June 2020 SLU/YouGov Poll, 673 Likely Missouri Voters, MoE ±4.6%* | | | | |
| *Above questions were only asked to respondents who indicated they believe teacher salaries should be increased in previous questions.* | | | | |

| If Missouri allows students to enroll in public schools outside of their resident school districts (that is, the district where they live), how should local tax revenue designated for a student's education be allocated for students who attend school outside of the district where they live... | All Voters | Dem. Voters | Rep. Voters | Ind. Voters |
|---|---|---|---|---|
| ...all local tax revenue should stay in the student's district, where they live | 40% | 41% | 41% | 37% |
| ...less than half of local tax revenue should transfer to the nonresident school district, where the student now attend school | 10% | 10% | 7% | 13% |
| ...more than half of local tax revenue should transfer to the nonresident school district, where the student now attends school | 11% | 12% | 9% | 12% |
| ...all local tax revenue should transfer to the nonresident school district, where the student now attends school | 10% | 14% | 25% | 17% |
| ***Reporting percent selected.*** *Source: Feb. 2024 SLU/YouGov Poll, 900 Likely Missouri Voters, MoE ±3.74%* | | | | |

| The state of Missouri's school funding formula is partly determined by how much funding the state expects school districts to receive from local revenue (such as property taxes). To make this estimate, the current formula uses 2004 property values. Should the school funding formula use... | All Voters | Dem. Voters | Rep. Voters | Ind. Voters |
|---|---|---|---|---|
| ...the formula should use 2004 property values | 18% | 16% | 20% | 16% |
| ...the formula should use more recent property values | 62% | 65% | 61% | 65% |
| ***Reporting percent agree.*** *Source: Feb. 2024 SLU/YouGov Poll, 900 Likely Missouri Voters, MoE ±3.74%* | | | | |

| **Missouri recently created a tax-credit scholarship program called the Missouri Empowerment Scholarship Accounts Program. Private donations will fund kindergarten through 12th grade private school scholarships or other educational services, and donors will receive a tax credit of up to 50% of their state tax liability. Do you...** | **All Voters** | **Dem. Voters** | **Rep. Voters** | **Ind. Voters** |
|---|---|---|---|---|
| ...strongly support | 18% | 15% | 21% | 18% |
| ...support | 35% | 33% | 37% | 35% |

***Reporting percent strongly support/support.*** *Source: July 2021 SLU/YouGov Poll, 950 Likely Missouri Voters, MoE ±4.18%*

## About the SLU/YouGov Poll

The SLU/YouGov Poll is a biannual survey of likely Missouri voters aiming to inform policymakers, citizens, and researchers of Missourians' opinions on important issues facing the state. No other academic institution regularly conducts a non-partisan, scientific survey of Missouri voters and makes results and raw data publicly available. For questions or suggestions concerning the SLU/YouGov Poll, contact poll director Steven Rogers, Ph.D., at steven.rogers@slu.edu.

## About Saint Louis University

Founded in 1818, Saint Louis University is one of the nation's oldest and most prestigious Catholic research institutions. Rooted in Jesuit values and its pioneering history as the first university west of the Mississippi River, SLU offers more than 15,300 students a rigorous, transformative education that challenges and prepares them to make the world a better place. As a nationally recognized leader in research and innovation, SLU is an R1 research university, advancing groundbreaking, life-changing discoveries that promote the greater good.

## About YouGov

Saint Louis University has partnered with YouGov to conduct its annual survey of Missouri voters. YouGov conducts surveys for multiple academic institutions and is the primary, trusted survey firm for media organizations, including CBS News and The Economist. FiveThirtyEight (538) ranked YouGov as one of the top pollsters in the country, with respect to its strong commitment to accuracy and transparency in polling and in September 2024, The New York Times reported "Only YouGov, long at the cutting edge of [online] polling, is still producing reasonably accurate results with [online] panels."

## Funding

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