



BUFFALO MEDIA MARKET

PUBLIC OPINION SURVEY

NOVEMBER 2017

METHODOLOGY:

Survey conducted November 16, 2017. 1,713 likely 2018 General Election voters participated in the survey. Survey weighted to match demographics for the 2018 General Election. Margin of Error is +/- 2.36% with a 95% level of confidence. Totals do not always equal 100% due to rounding.

Q1: What is your opinion of the NFL?

Favorable: 31%
Unfavorable: 44%
No opinion: 25%

Q2: What is your opinion of the NHL?

Favorable: 53%
Unfavorable: 12%
No opinion: 35%

Q3: What is your opinion of the Buffalo Bills?

Favorable: 53%
Unfavorable: 28%
No opinion: 19%

Q4: What is your opinion of the Buffalo Sabres?

Favorable: 55%
Unfavorable: 17%
No opinion: 28%

Q5: Are you watching more or less NFL games after the national anthem protests?

More: 27%
Less: 47%
No difference: 26%

Q6: Do you support or oppose the Buffalo Bills benching Tyrod Taylor, and starting Nathan Peterman at quarterback?

Support: 53%
Oppose: 13%
Not sure: 34%

Q7: Do you think the Buffalo Bills will make the playoffs?

Yes: 20%
No: 52%

Not sure: 28%

Q8: Do you think the Buffalo Sabres will make the playoffs?

Yes: 12%

No: 60%

Not sure: 28%

Q1: What is your opinion of the NFL?

BY COUNTY

Column %	CHAUTAUQUA	ERIE	NIAGARA	REMAINDER
Favorable	40%	34%	27%	21%
Unfavorable	44%	41%	42%	54%
No opinion	16%	25%	31%	25%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Favorable	20%	45%	24%
Unfavorable	60%	26%	48%
No opinion	20%	28%	28%

BY GENDER

Column %	Female	Male
Favorable	30%	33%
Unfavorable	40%	47%
No opinion	30%	20%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	22%	35%	45%
Unfavorable	60%	36%	26%
No opinion	19%	29%	30%

Q2: What is your opinion of the NHL?

BY COUNTY

Column %	CHAUTAUQUA	ERIE	NIAGARA	REMAINDER
Favorable	44%	57%	53%	42%
Unfavorable	11%	12%	13%	14%
No opinion	45%	31%	34%	44%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Favorable	52%	55%	49%
Unfavorable	12%	12%	14%
No opinion	35%	33%	37%

BY GENDER

Column %	Female	Male
Favorable	45%	61%
Unfavorable	13%	12%
No opinion	42%	27%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	53%	55%	47%
Unfavorable	13%	11%	14%
No opinion	34%	33%	39%

Q3: What is your opinion of the Buffalo Bills?

BY COUNTY

Column %	CHAUTAUQUA	ERIE	NIAGARA	REMAINDER
Favorable	54%	55%	49%	49%
Unfavorable	25%	26%	34%	30%
No opinion	21%	18%	17%	21%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Favorable	49%	61%	47%
Unfavorable	34%	21%	29%
No opinion	17%	18%	24%

BY GENDER

Column %	Female	Male
Favorable	52%	54%
Unfavorable	26%	29%
No opinion	21%	16%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	47%	59%	58%
Unfavorable	34%	24%	23%
No opinion	19%	18%	20%

Q4: What is your opinion of the Buffalo Sabres?

BY COUNTY

Column %	CHAUTAUQUA	ERIE	NIAGARA	REMAINDER
Favorable	50%	57%	57%	51%
Unfavorable	11%	18%	22%	15%
No opinion	39%	25%	21%	34%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Favorable	57%	55%	51%
Unfavorable	16%	18%	17%
No opinion	27%	26%	32%

BY GENDER

Column %	Female	Male
Favorable	53%	58%
Unfavorable	15%	20%
No opinion	33%	22%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	56%	59%	49%
Unfavorable	16%	18%	20%
No opinion	28%	24%	31%

Q5: Are you watching more or less NFL games after the national anthem protests?

BY COUNTY

Column %	CHAUTAUQUA	ERIE	NIAGARA	REMAINDER
More	30%	30%	25%	17%
Less	53%	43%	45%	58%
No difference	17%	27%	30%	25%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
More	16%	40%	21%
Less	67%	28%	48%
No difference	17%	32%	31%

BY GENDER

Column %	Female	Male
More	28%	26%
Less	42%	51%
No difference	29%	23%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
More	17%	28%	47%
Less	66%	40%	20%
No difference	17%	32%	33%

Q6: Do you support or oppose the Buffalo Bills benching Tyrod Taylor, and starting Nathan Peterman at quarterback?

BY COUNTY

Column %	CHAUTAUQUA	ERIE	NIAGARA	REMAINDER
Support	49%	54%	53%	53%
Oppose	14%	13%	15%	10%
Not sure	37%	32%	32%	37%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Support	60%	49%	50%
Oppose	9%	18%	9%
Not sure	31%	33%	41%

BY GENDER

Column %	Female	Male
Support	46%	61%
Oppose	13%	13%
Not sure	41%	26%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Support	59%	54%	41%
Oppose	11%	13%	18%
Not sure	30%	34%	41%

Q7: Do you think the Buffalo Bills will make the playoffs?

BY COUNTY

Column %	CHAUTAUQUA	ERIE	NIAGARA	REMAINDER
Yes	23%	22%	18%	16%
No	49%	51%	59%	53%
Not sure	29%	27%	24%	30%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Yes	21%	20%	19%
No	55%	51%	51%
Not sure	24%	29%	30%

BY GENDER

Column %	Female	Male
Yes	22%	19%
No	47%	58%
Not sure	31%	24%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Yes	22%	18%	20%
No	53%	53%	51%
Not sure	25%	29%	29%

Q8: Do you think the Buffalo Sabres will make the playoffs?

BY COUNTY

Column %	CHAUTAUQUA	ERIE	NIAGARA	REMAINDER
Yes	7%	12%	13%	13%
No	51%	64%	63%	49%
Not sure	42%	24%	24%	38%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Yes	11%	13%	12%
No	62%	60%	56%
Not sure	27%	28%	32%

BY GENDER

Column %	Female	Male
Yes	12%	11%
No	52%	68%
Not sure	35%	21%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Yes	11%	12%	12%
No	61%	61%	56%
Not sure	28%	27%	31%

DEMOGRAPHICS

COUNTY - Categorical

	%
ALLEGANY	3%
CATTARAUGUS	5%
CHAUTAUQUA	9%
ERIE	60%
GENESEE	4%
NIAGARA	13%
ORLEANS	2%
WYOMING	4%

PARTY

	%
Republican	39%
Democrat	42%
Non-Partisan	19%

GENDER

	%
Female	51%
Male	49%

AGE

	%
18-29	4%
30-39	8%
40-49	12%
50-69	47%
70+	29%

IDEOLOGY

	%
Conservative	42%
Moderate	36%
Liberal	22%