

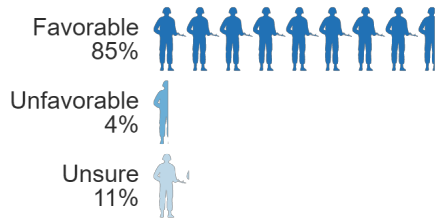


**BIG DOG**  
— STRATEGIES —

Buffalo Metro Area Study on:  
Attitudes of Buffalo Fans about Renaming  
the Buffalo Bills Stadium

Fielded on:  
August 24th & 25th, 2020

## What is your opinion of the Buffalo Bills organization?



# Buffalo Bills Organization Opinion

## Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	95%	81%	83%	88%	78%
Unfavorable	3%	4%	6%	6%	4%
Unsure	3%	15%	11%	6%	18%

### By Gender

Column %	Female	Male
Favorable	85%	85%
Unfavorable	2%	7%
Unsure	13%	8%

### By Education Level

Column %	HS	College	Grad+
Favorable	86%	83%	86%
Unfavorable	4%	5%	5%
Unsure	10%	12%	9%

### By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	80%	86%	91%
Unfavorable	7%	3%	1%
Unsure	13%	10%	8%

### By County

Column %	ERIE	NIAGARA	CHAUTA-UQUA	CATTAR-AUGUS	GENE-SEE	Other
Favorable	87%	68%	84%	80%	90%	91%
Unfavorable	5%	7%	5%	0%	2%	1%
Unsure	8%	25%	11%	20%	7%	8%

Are you in favor of the Buffalo Bills selling the naming rights of Bills stadium?

Yes  
45%



No  
23%



Unsure  
32%



# Willingness to Sell Naming Rights

## Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	29%	51%	44%	50%	52%
No	27%	22%	25%	24%	21%
Unsure	45%	28%	31%	27%	27%

### By Gender

Column %	Female	Male
Yes	35%	57%
No	27%	20%
Unsure	39%	24%

### By Education Level

Column %	HS	College	Grad+
Yes	41%	49%	47%
No	23%	23%	23%
Unsure	35%	28%	30%

### By Ideology

Column %	Conserv.	Moderate	Liberal
Yes	50%	42%	42%
No	30%	21%	15%
Unsure	21%	37%	43%

### By County

Column %	ERIE	NIAGARA	CHAUTA-UQUA	CATTAR-AUGUS	GENE-SEE	Other
Yes	47%	42%	47%	39%	29%	37%
No	22%	28%	24%	24%	19%	29%
Unsure	31%	29%	29%	37%	52%	34%

Are you in favor of the Buffalo Bills selling the naming rights to Barstool Sports?

Yes  
34%



No  
26%



Unsure  
40%



# Selling Naming Rights to Barstool Sports

## Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
<b>Yes</b>	43%	46%	27%	31%	29%
<b>No</b>	24%	8%	30%	30%	28%
<b>Unsure</b>	33%	46%	43%	39%	43%

### By Gender

Column %	Female	Male
<b>Yes</b>	24%	46%
<b>No</b>	31%	19%
<b>Unsure</b>	45%	35%

### By Ideology

Column %	HS	College	Grad+
<b>Yes</b>	36%	34%	25%
<b>No</b>	24%	26%	33%
<b>Unsure</b>	40%	40%	42%

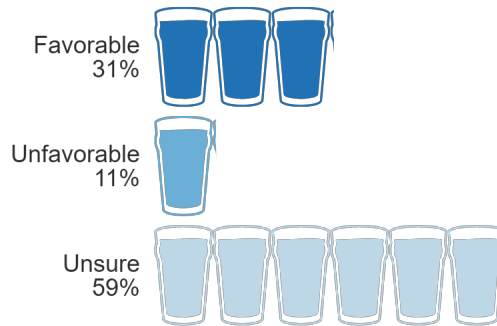
### By Opinion of Barstool

Column %	Favorable	Unfavorable	Unsure
<b>Yes</b>	66%	6%	22%
<b>No</b>	13%	85%	22%
<b>Unsure</b>	22%	9%	56%

### By Willingness to Sell Naming Rights

Column %	Yes	No	Unsure
<b>Yes</b>	56%	14%	17%
<b>No</b>	15%	62%	13%
<b>Unsure</b>	28%	24%	69%

## What is your opinion of Barstool Sports?



## Barstool Sports Opinion

### Crosstabs:

#### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	50%	39%	27%	26%	19%
Unfavorable	13%	1%	14%	11%	10%
Unsure	38%	60%	59%	64%	71%

#### By Gender

Column %	Female	Male
Favorable	24%	38%
Unfavorable	13%	8%
Unsure	63%	54%

#### By Education Level

Column %	HS	College	Grad+
Favorable	34%	30%	20%
Unfavorable	11%	10%	13%
Unsure	56%	60%	67%

#### By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	30%	33%	28%
Unfavorable	11%	11%	9%
Unsure	59%	56%	63%

#### By County

Column %	ERIE	NIAGARA	CHAUTA-UQUA	CATTAR-AUGUS	GENE-SEE	Other
Favorable	36%	29%	13%	24%	45%	3%
Unfavorable	11%	7%	9%	0%	2%	19%
Unsure	53%	64%	78%	76%	53%	79%



**Fielded On:** August 24-25, 2020

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**Method:** Mobile Text Response and  
Automated Landline Interviews

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**Population & Sample Description:**

715 Adult Buffalo Fans  
in the Buffalo Metro Area

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**MoE:** +/- 3.4%

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**Weighting:** Age, Gender, and Education

# Methodology and Demographics

## Age

	%
18-34	22%
35-44	15%
45-54	15%
55-64	18%
65+	30%

## Gender

	%
Female	53%
Male	47%

## Ideology

	%
Conserv.	39%
Moderate	41%
Liberal	21%

## Education Level

	%
HS	48%
College	40%
Grad+	12%

## County

	%
ERIE	66%
NIAGARA	12%
CHAUTAUQUA	9%
CATTARAUGUS	3%
GENESEE	3%
Other	6%