

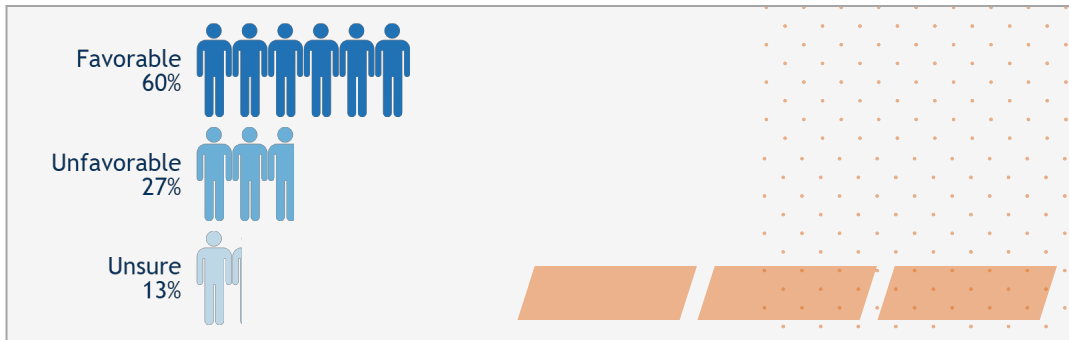
co/efficient

# Buffalo, New York 2021 Mayoral Election

Image, Ballot, and Message Testing  
September 17th, 2021



What is your opinion of Byron Brown?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Favorable	60%	60%
Unfavorable	28%	27%
Unsure	12%	14%

### By Ideology

Column %	Moderate	Liberal	Conserv.
Favorable	71%	39%	66%
Unfavorable	21%	46%	17%
Unsure	8%	15%	17%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	27%	48%	61%	65%	69%
Unfavorable	70%	37%	27%	25%	15%
Unsure	4%	15%	12%	10%	16%

### By Education

Column %	HS	College	Grad+
Favorable	69%	52%	48%
Unfavorable	20%	34%	38%
Unsure	12%	14%	14%

### By Self-Identified Party

Column %	Dem.	Repub.	Indep.	Other
Favorable	59%	74%	46%	66%
Unfavorable	29%	14%	38%	26%
Unsure	13%	13%	16%	8%

### By Race

Column %	White	Black	Other
Favorable	62%	55%	59%
Unfavorable	27%	31%	12%
Unsure	11%	15%	29%

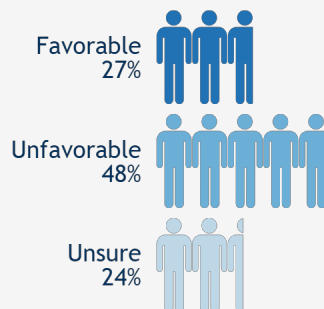
### By Last 4 Generals

Column %	4	3	2	1	0
Favorable	63%	68%	51%	63%	54%
Unfavorable	21%	19%	37%	27%	35%
Unsure	16%	13%	12%	11%	10%

### By Registered Party

Column %	Dem.	Repub.	Other
Favorable	59%	74%	52%
Unfavorable	29%	18%	24%
Unsure	12%	9%	24%

What is your opinion of India Walton?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Favorable	28%	26%
Unfavorable	46%	51%
Unsure	26%	23%

### By Ideology

Column %	Moderate	Liberal	Conserv.
Favorable	17%	47%	20%
Unfavorable	55%	28%	62%
Unsure	28%	24%	18%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	53%	29%	32%	25%	20%
Unfavorable	29%	44%	45%	59%	50%
Unsure	18%	27%	23%	16%	30%

### By Education

Column %	HS	College	Grad+
Favorable	21%	30%	40%
Unfavorable	52%	47%	41%
Unsure	27%	23%	20%

### By Self-Identified Party

Column %	Dem.	Repub.	Indep.	Other
Favorable	32%	8%	30%	22%
Unfavorable	41%	78%	52%	51%
Unsure	28%	15%	17%	27%

### By Race

Column %	White	Black	Other
Favorable	23%	35%	18%
Unfavorable	59%	28%	58%
Unsure	18%	37%	24%

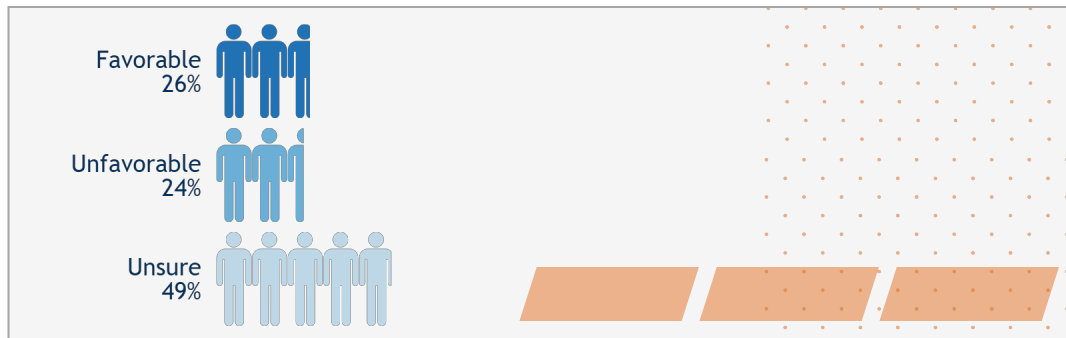
### By Last 4 Generals

Column %	4	3	2	1	0
Favorable	24%	20%	32%	30%	32%
Unfavorable	45%	58%	45%	43%	51%
Unsure	30%	22%	23%	27%	18%

### By Registered Party

Column %	Dem.	Repub.	Other
Favorable	30%	10%	22%
Unfavorable	44%	74%	55%
Unsure	26%	17%	22%

What is your opinion of Letitia James?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Favorable	28%	24%
Unfavorable	21%	29%
Unsure	51%	47%

### By Ideology

Column %	Moderate	Liberal	Conserv.
Favorable	26%	39%	11%
Unfavorable	24%	15%	37%
Unsure	50%	46%	52%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	29%	27%	19%	27%	28%
Unfavorable	8%	26%	30%	31%	22%
Unsure	63%	46%	51%	42%	50%

### By Education

Column %	HS	College	Grad+
Favorable	23%	27%	34%
Unfavorable	26%	25%	20%
Unsure	51%	49%	46%

### By Self-Identified Party

Column %	Dem.	Repub.	Indep.	Other
Favorable	35%	6%	19%	2%
Unfavorable	17%	51%	31%	28%
Unsure	49%	42%	50%	69%

### By Race

Column %	White	Black	Other
Favorable	22%	37%	11%
Unfavorable	28%	15%	19%
Unsure	50%	47%	70%

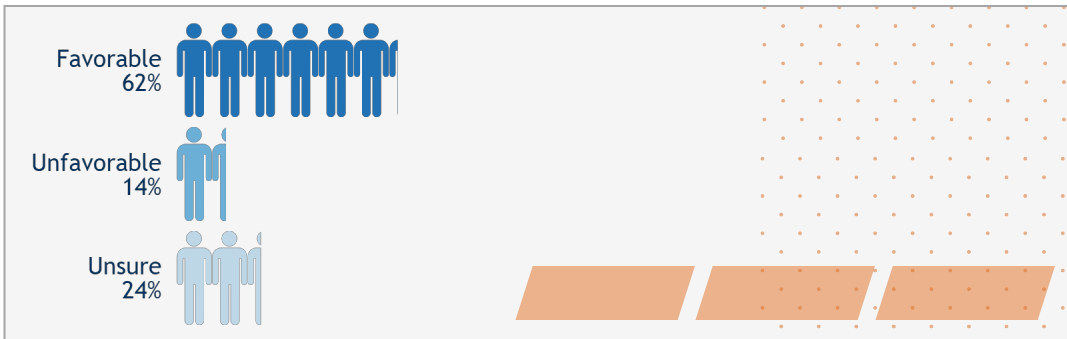
### By Last 4 Generals

Column %	4	3	2	1	0
Favorable	27%	26%	28%	23%	26%
Unfavorable	20%	31%	20%	29%	25%
Unsure	53%	43%	52%	48%	49%

### By Registered Party

Column %	Dem.	Repub.	Other
Favorable	30%	6%	18%
Unfavorable	23%	35%	25%
Unsure	47%	59%	57%

What is your opinion of Governor Kathy Hochul?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Favorable	62%	63%
Unfavorable	13%	15%
Unsure	25%	22%

### By Ideology

Column %	Moderate	Liberal	Conserv.
Favorable	68%	69%	45%
Unfavorable	11%	7%	28%
Unsure	21%	24%	27%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	68%	54%	62%	61%	65%
Unfavorable	11%	22%	11%	17%	11%
Unsure	21%	24%	27%	22%	25%

### By Education

Column %	HS	College	Grad+
Favorable	65%	53%	70%
Unfavorable	12%	18%	12%
Unsure	23%	28%	18%

### By Self-Identified Party

Column %	Dem.	Repub.	Indep.	Other
Favorable	73%	35%	48%	49%
Unfavorable	4%	43%	21%	28%
Unsure	23%	22%	32%	23%

### By Race

Column %	White	Black	Other
Favorable	63%	62%	49%
Unfavorable	18%	8%	19%
Unsure	19%	29%	32%

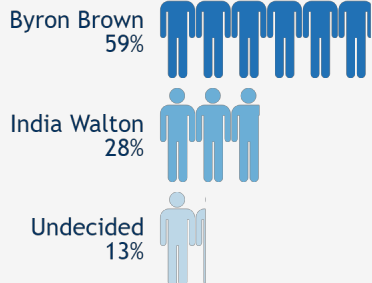
### By Last 4 Generals

Column %	4	3	2	1	0
Favorable	70%	75%	57%	62%	43%
Unfavorable	10%	11%	11%	15%	24%
Unsure	20%	14%	31%	23%	33%

### By Registered Party

Column %	Dem.	Repub.	Other
Favorable	68%	38%	48%
Unfavorable	9%	37%	23%
Unsure	23%	25%	29%

If the General Election for the mayor of Buffalo were held today, who would you vote for?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Byron Brown	58%	60%
India Walton	29%	27%
Undecided	13%	13%

### By Ideology

Column %	Moderate	Liberal	Conserv.
Byron Brown	68%	36%	71%
India Walton	19%	49%	17%
Undecided	12%	14%	12%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Byron Brown	29%	47%	61%	64%	67%
India Walton	68%	30%	30%	25%	19%
Undecided	3%	23%	9%	11%	14%

### By Education

Column %	HS	College	Grad+
Byron Brown	66%	55%	46%
India Walton	21%	33%	40%
Undecided	13%	11%	14%

### By Self-Identified Party

Column %	Dem.	Repub.	Indep.	Other
Byron Brown	56%	77%	55%	60%
India Walton	33%	7%	32%	18%
Undecided	11%	16%	12%	22%

### By Race

Column %	White	Black	Other
Byron Brown	64%	51%	52%
India Walton	26%	34%	23%
Undecided	11%	15%	25%

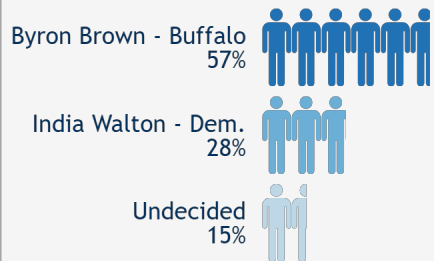
### By Last 4 Generals

Column %	4	3	2	1	0
Byron Brown	61%	71%	52%	58%	51%
India Walton	22%	20%	34%	33%	34%
Undecided	17%	9%	14%	9%	15%

### By Registered Party

Column %	Dem.	Repub.	Other
Byron Brown	56%	80%	61%
India Walton	32%	7%	20%
Undecided	12%	13%	19%

As you may know in New York State Candidates must represent a specific party line. Given this information, which of the following candidates would you prefer to vote for?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Byron Brown - Buffalo	56%	58%
India Walton - Dem.	30%	26%
Undecided	14%	16%

### By Ideology

Column %	Moderate	Liberal	Conserv.
Byron Brown - Buffalo	67%	34%	64%
India Walton - Dem.	19%	52%	17%
Undecided	14%	14%	18%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Byron Brown - Buffalo	29%	46%	59%	63%	63%
India Walton - Dem.	69%	31%	27%	26%	19%
Undecided	2%	23%	14%	12%	18%

### By Education

Column %	HS	College	Grad+
Byron Brown - Buffalo	62%	54%	44%
India Walton - Dem.	20%	34%	44%
Undecided	18%	12%	12%

### By Self-Identified Party

Column %	Dem.	Repub.	Indep.	Other
Byron Brown - Buffalo	52%	77%	55%	54%
India Walton - Dem.	35%	4%	33%	14%
Undecided	13%	19%	12%	32%

### By Race

Column %	White	Black	Other
Byron Brown - Buffalo	62%	46%	50%
India Walton - Dem.	26%	33%	25%
Undecided	12%	21%	25%

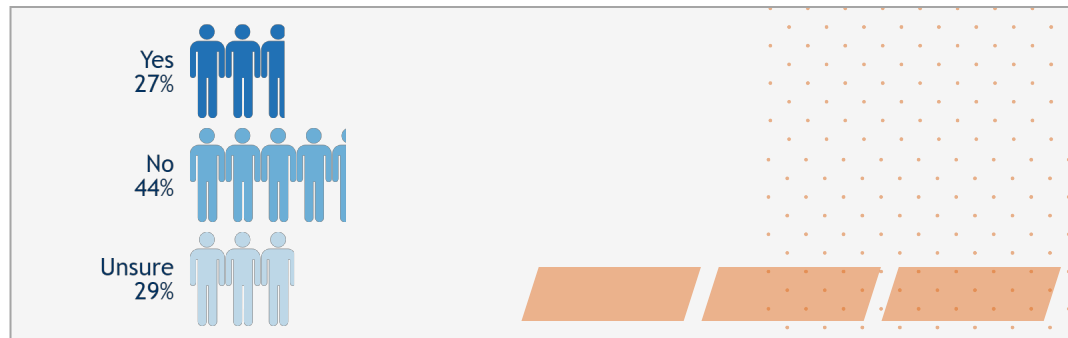
### By Last 4 Generals

Column %	4	3	2	1	0
Byron Brown - Buffalo	59%	70%	46%	55%	51%
India Walton - Dem.	23%	20%	34%	32%	36%
Undecided	19%	10%	19%	13%	13%

### By Registered Party

Column %	Dem.	Repub.	Other
Byron Brown - Buffalo	54%	73%	59%
India Walton - Dem.	32%	7%	23%
Undecided	14%	20%	18%

While politicians often use the "socialist" label to describe policies they don't like do you believe that the city of Buffalo should elect a mayor who actually self-identifies as a devout socialist?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Yes	25%	29%
No	43%	45%
Unsure	32%	26%

### By Ideology

Column %	Moderate	Liberal	Conserv.
Yes	15%	51%	18%
No	54%	18%	57%
Unsure	30%	32%	25%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	63%	31%	32%	22%	17%
No	19%	46%	41%	55%	44%
Unsure	17%	23%	27%	22%	39%

### By Education

Column %	HS	College	Grad+
Yes	22%	28%	39%
No	45%	45%	37%
Unsure	33%	26%	24%

### By Self-Identified Party

Column %	Dem.	Repub.	Indep.	Other
Yes	32%	5%	26%	25%
No	33%	74%	60%	50%
Unsure	35%	20%	14%	25%

### By Race

Column %	White	Black	Other
Yes	25%	30%	9%
No	55%	27%	57%
Unsure	20%	42%	34%

### By Last 4 Generals

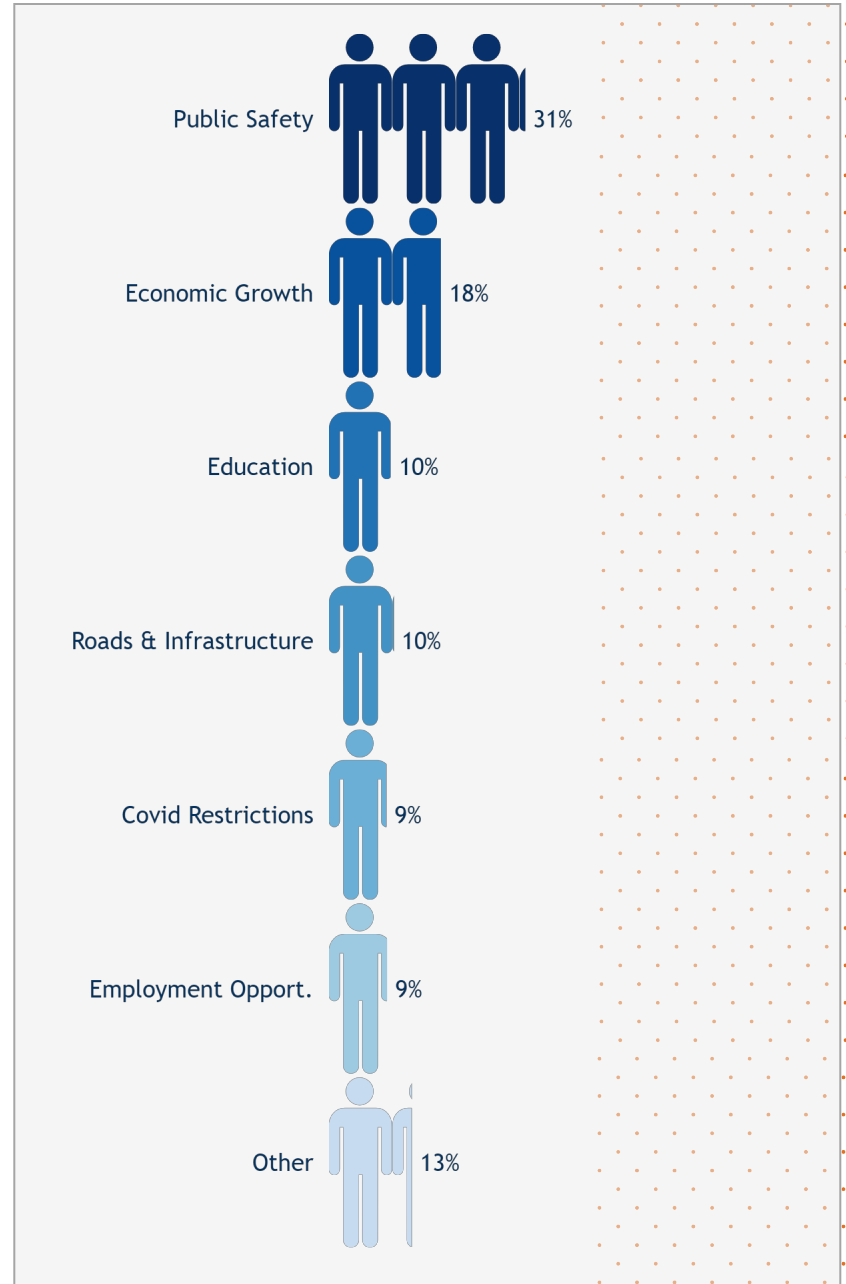
Column %	4	3	2	1	0
Yes	21%	23%	32%	29%	31%
No	39%	53%	41%	45%	42%
Unsure	40%	23%	26%	27%	27%

### By Registered Party

Column %	Dem.	Repub.	Other
Yes	29%	10%	29%
No	40%	69%	48%
Unsure	31%	20%	24%



What is the MOST important issue facing your community today?



## Critical Crosstabs:

## By Gender

Column %	Female	Male
Public Safety	29%	34%
Economic Growth	15%	21%
Education	10%	9%
Roads & Infrastructure	8%	14%
Covid Restrictions	11%	6%
Employment Opport.	11%	7%
Other	17%	8%

## By Age

Column %	18-34	35-44	45-54	55-64	65+
Public Safety	27%	24%	34%	34%	31%
Economic Growth	14%	30%	23%	13%	15%
Education	12%	12%	10%	11%	8%
Roads & Infrastructure	9%	11%	9%	10%	11%
Covid Restrictions	6%	3%	4%	13%	11%
Employment Opport.	10%	9%	13%	10%	7%
Other	22%	10%	7%	8%	16%

## By Ideology

Column %	Moderate	Liberal	Conserv.
Public Safety	31%	26%	38%
Economic Growth	20%	17%	15%
Education	10%	12%	8%
Roads & Infrastructure	8%	12%	12%
Covid Restrictions	12%	8%	5%
Employment Opport.	10%	11%	5%
Other	9%	14%	18%

## By Self-Identified Party

Column %	Dem.	Repub.	Indep.	Other
Public Safety	28%	42%	33%	31%
Economic Growth	18%	17%	18%	11%
Education	10%	8%	12%	12%
Roads & Infrastructure	11%	6%	10%	13%
Covid Restrictions	9%	12%	8%	7%
Employment Opport.	10%	5%	8%	9%
Other	14%	9%	11%	18%

## By Registered Party

Column %	Dem.	Repub.	Other
Public Safety	29%	46%	28%
Economic Growth	17%	16%	23%
Education	10%	11%	3%
Roads & Infrastructure	9%	7%	23%
Covid Restrictions	9%	11%	6%
Employment Opport.	11%	1%	3%
Other	14%	6%	15%

## By Last 4 Generals

Column %	4	3	2	1	0
Public Safety	25%	40%	38%	27%	25%
Economic Growth	17%	16%	19%	23%	14%
Education	14%	7%	5%	12%	10%
Roads & Infrastructure	14%	8%	7%	5%	16%
Covid Restrictions	10%	10%	7%	11%	8%
Employment Opport.	5%	10%	14%	7%	12%
Other	15%	10%	11%	15%	15%

# Methodology and Demographics

**Fielded On:** September 16-17th

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

**Population & Sample Description:**

653 Likely General Election Voters

**MoE:** +/- 3.82%

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

For information, contact:

Ryan Munce  
President  
co/efficient  
ryan@coefficient.org

## Age

	%
18-34	10%
35-44	13%
45-54	14%
55-64	23%
65+	40%

## Gender

	%
Female	55%
Male	45%

## Self-Reported Party

	%
Dem.	66%
Repub.	16%
Indep.	12%
Other	7%

## Education Level

	%
HS	52%
College	30%
Grad+	18%

## Ideology

	%
Moderate	45%
Liberal	30%
Conserv.	25%

## Last 4 Generals

	%
4	25%
3	21%
2	19%
1	17%
0	19%

## Registered Party

	%
Dem.	79%
Repub.	12%
Other	9%

## Race

	%
White	59%
Black	36%
Other	5%

## Method

	%
Cell	63%
IVR	37%