

**ST. NORBERT COLLEGE/GREEN BAY PRESS GAZETTE
GREEN BAY PACKER REFERENDUM #1
WINTER 2000**

TOPIC: Renovation of Lambeau Field

RELEASE DATE: February 7, 2000

SAMPLE SIZE: 897 Brown County Residents over the age of 18

MARGIN OF ERROR: +/-3.3

Overview of Survey Results

A substantial majority of Brown County residents indicate that they would support the proposed referendum in which county sales taxes would be raised .5% to help fund the renovation of Lambeau Field. Slightly over one-third of Brown County residents claimed they would vote no on the referendum question. Support for the referendum was highest among individuals who were season ticket holders, attended Packer games, or expressed interest in the Packers. Voter turnout for the stadium referendum question is expected to be high.

Methodology

The 2000 Green Bay Packer Stadium Renovation Referendum Survey was conducted by the St. Norbert College Survey Center in conjunction with the Green Bay Press Gazette to gather information from the residents of Brown County about support for the upcoming stadium referendum. Respondents were scientifically selected so that the survey would be representative of Brown County adults 18-years and older. A sample of random telephone numbers, obtained from Genesys Sampling Systems of Fort Washington, Pennsylvania was selected from listed and unlisted phone numbers. Respondents within each household were selected using the Trodahl-Carter method.

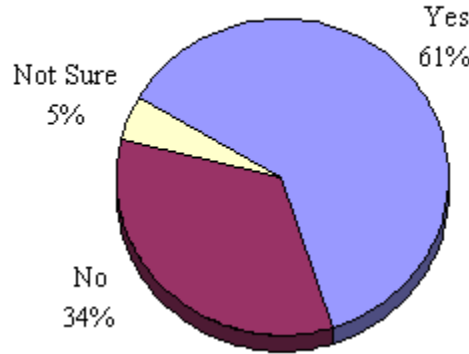
A total of 897 telephone interviews were completed between January 31 and February 7, 2000. With a sample size of 897 we can be 95% certain that the sample percentages reported would not vary by more than 3.3% from the entire population of individuals who live in Brown County and over the age of 18. Throughout the survey percentages are rounded upwards at the 0.5 or above level thus leading to some overall percentages over 100%.

Findings

Overall Results

A majority (62%) of Brown County residents supports raising the sales tax in Brown County from 5% to 5.5% to fund the renovation of Lambeau Field. Thirty-four percent stated they would vote against the increase in sales tax. Five percent of respondents were unsure on how they would vote in the referendum. Given the margin of error in this survey project, we can confidently suggest that the referendum would pass if it were conducted today. Please see Figure 1 below for the breakdown of support.

Figure 1. Support for Referendum

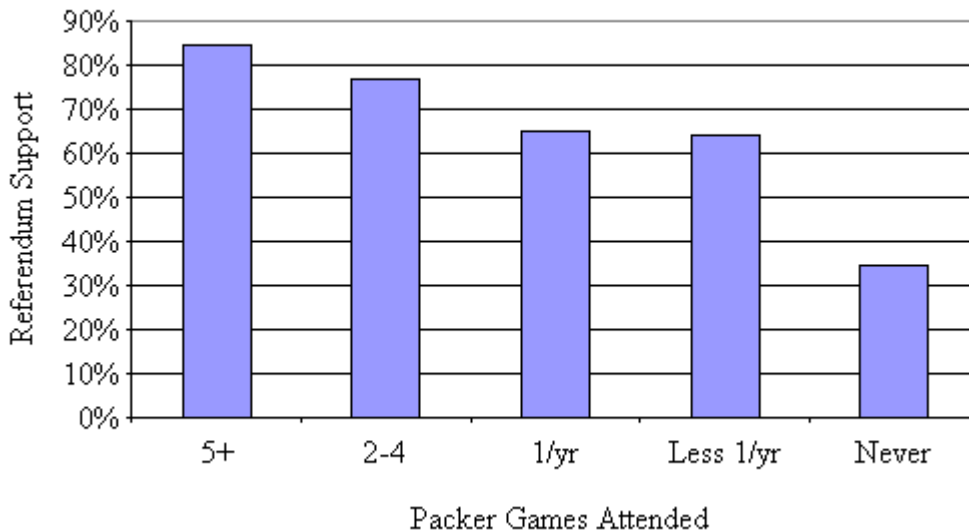


Referendum Support

As might be expected, individuals who indicated that they were very interested in the Packers overwhelmingly supported the proposed stadium referendum. Over 80% of individuals claiming to be very interested in the Packers said they would support the referendum compared to 42% of their counterparts who indicated lower levels of interest in the Packers. As interest in the Packers decreased among residents, so did the level of support for the stadium renovation plan.

Similarly, results also show a direct relationship between the number of games attended and the support for the referendum. Eighty-four percent of Brown County residents attending 5 or more Packer games a year support the referendum. Fans attending either 2 to 4 games a year or 1 game a year also showed high levels of support for the referendum, with 77% and 65% levels of support respectively. About 1 in 3 residents who have never attended a game supported the .5% increase in sales tax to fund the renovation of Lambeau Field. Please see Figure 2 below.

Figure 2. Support for Referendum Compared to Games Attended



Likewise season ticket holders showed significantly more support for the referendum than residents without season tickets. Season ticket holders showed 77% percent support for the sales tax increase compared to 59% of residents without season tickets.

The Survey results indicate that the length of residency of respondents significantly impacts their level of support for the proposed referendum. More specifically we find that individuals who moved into the

county in the last five years are much less likely to indicate that they would vote yes on the referendum question. While individuals living in Brown County 5 years or less were statistically split, 64% of residents living in Brown County 6 years or more supported the referendum. Just 32% of residents living in Brown County for 6 or more years oppose the stadium renovation plan.

Referendum Opposition

Thirty-four percent of Brown County Residents opposed the .5% increase in sales tax. As mentioned previously, support for the referendum was highest among individuals very interested in the Packers, those attending Packer games, and season ticket holders. Conversely, residents with little or no interest in the Packers, who never attended a Packer game, and do not hold season tickets were more likely to oppose the referendum.

Individuals opposing the referendum cited several reasons for their opposition. The use of public funding for private purposes was mentioned as the top reason for opposing the referendum. Twenty percent of those against the referendum stated that funding for renovations should come from private sources instead of public taxes. Another common reason for opposition was the increase in sales tax. Approximately 18% of individuals said they either oppose any sort of increase in sales tax, or oppose an increase in sales tax for entertainment. Twelve percent of opposition felt the renovations were not needed. Another 11% of Brown County residents opposed to the referendum believed that the sales tax should be levied on all of Wisconsin, not just Brown County. Please refer to Table 1 below for a breakdown of why respondents oppose the stadium renovation plan.

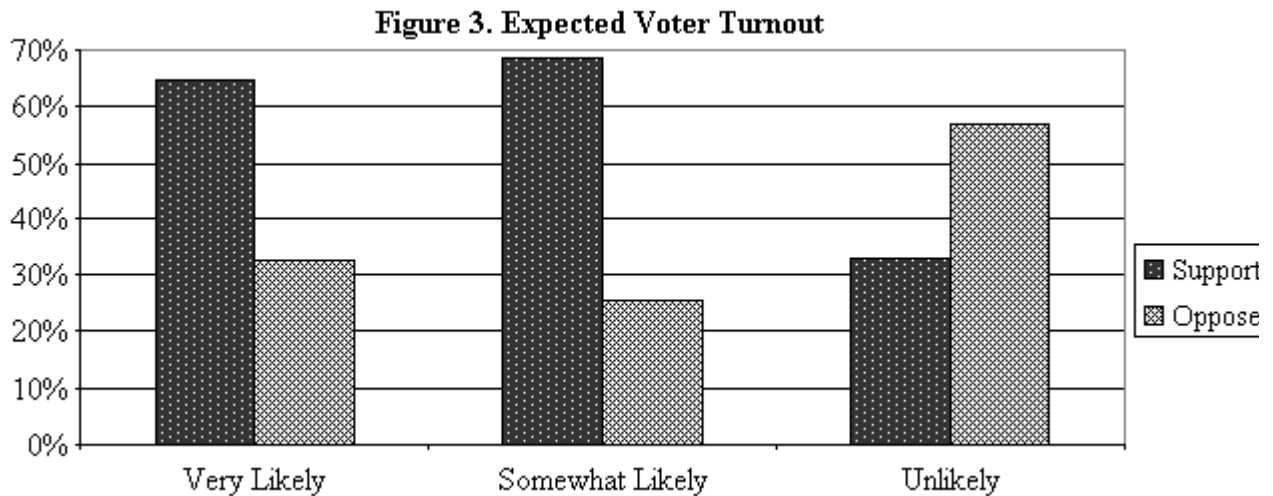
Table 1. Reasons for Opposition

Reason For Opposition	Percent
Funding Should be Private	20%
Against Increase in Sales Tax	18
Renovations are Not Needed	12
All of WI Should Pay for Renovations	11
Taxes Can be Put to a Better Use	9
Never Any Chance to get Tickets	9
No Interest in the Packers	4
Renovations are a Short-term Fix	3
Other	14

Voter Turnout for the Referendum

Survey results anticipate a high voter turnout for the referendum vote. Just under 70% say they are very likely to vote on the referendum. Another 19% claim they are somewhat likely to vote on the renovation

plan. Only 11% of voters said they were either somewhat unlikely or very unlikely to vote on the Packer referendum.



In general individuals who indicated a greater likelihood of voting were more likely to support the referendum. Sixty-five percent of individuals who were very likely to vote support the referendum. Under one-third of those who oppose the referendum say they are very likely to vote. Likewise, 69% of likely voters said they would support the referendum while 26% of somewhat likely voters said they would oppose the referendum. Around 1 in 3 of unlikely voters claimed they would support the referendum. This compares to 57% of residents unlikely to vote who feel they would vote against the referendum. Please see Figure 3 for a comparison of expected voter turnout on the referendum.

Conclusion

Results show a reasonably high level of support for the Lambeau Field referendum. Results show over 6 in 10 Brown County support a 0.5% sales tax increase to fund Lambeau renovations. Within the majority of Brown County residents, ticket holders and Packer enthusiasts compose a large base of support for the referendum. Finally, results show those who favor the plan are more likely to come out and vote than those who oppose the stadium plan. With a 60% majority supporting the referendum and the high voter turnout for referendum supporters, we predict that the stadium referendum will pass in Brown County.