

**ST. NORBERT COLLEGE/GREEN BAY PRESS GAZETTE
GREEN BAY PACKER REFERENDUM #2
SPRING 2000**

TOPIC: Renovation of Lambeau Field Follow Up

RELEASE DATE: May 3, 2000

SAMPLE SIZE: 412 Brown County Residents over the age of 18

MARGIN OF ERROR: +/-4.8

Overview of Survey Results

- Brown County residents are near evenly split on the issue of a proposed sales tax increase to fund the renovation of Lambeau Field, with 49% supporting the proposal and 46% opposing the plan. These findings mark a major decline in support from February when 62% of county residents indicated support for the sales tax increase.
- A majority of county residents indicated that they support using excess revenue from the sales tax increase for property tax relief purposes, with 63% indicating that they would vote in favor of this proposal.
- Voting turnout for the Lambeau Field renovation referendum is expected to be high, with approximately 2 out of 3 residents indicating that they are very likely to vote in this election.
- The off-field legal problems of Packer Mark Chmura has had no effect on most county resident's support for a stadium renovation, however 14% indicated that the Chmura incident decreased their support for increasing the sales tax.
- Most county residents support the use of public funds for the renovation of Lambeau Field, with 50% supporting some combination of Packer, county and state financial support. Conversely, about 1 in 3 Brown County residents believe the Packers should pay for the renovation by themselves.

Methodology

The May 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. This research is the second in a series of surveys tracking public opinion leading up to the decision on funding for the renovation of Lambeau Field. 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 Kish method.

A total of 412 telephone interviews were completed between April 25 and May 1, 2000. With a sample size of 412 we can be 95% certain that the sample percentages reported would not vary by more than +/- 4.8% from the entire population of individuals who live in Brown County and are 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 The survey results indicate decreasing public support for Lambeau Field renovation plan that would raise the county sales tax by one-half percent. When surveyed in February, 62% of county residents indicated support for a 1/2% sales tax increase to fund the renovation of Lambeau Field. That sizeable majority support has dropped by 13 percentage points to its current level of 49%, placing support statistically even with opposition to the proposal. Please see Figure 1 below.

Figure 1: Do you support a ½% sales tax increase to pay for Lambeau Field renovations?

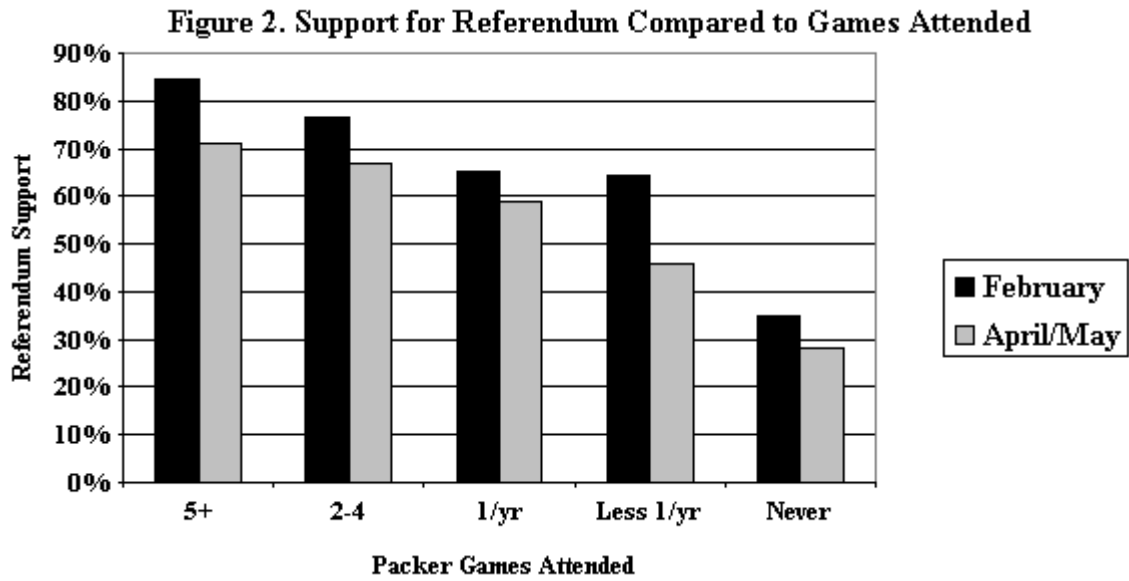
	February	April/May
Yes	62%	49%
No	34	46
Not Sure	5	5

Referendum Support

As might be expected, individuals who indicated that they were very interested in the Packers overwhelmingly supported the proposed stadium referendum. Respondents who were very interested in supporting the Packers still showed the highest level of support with 69% supporting the referendum. However this is a decrease from the support level of 80% recorded in February. Thirty-two percent (32%) of respondents who indicated lower levels of interest in the Packers stated they supported the referendum compared to 42% in February. 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. Seventy-one percent (71%) 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 67% and 59% 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. However, these numbers show a decrease from the February survey when 84% of respondents attending 5 or more games per season favored the referendum. Additionally, fans attending either 2 to 4 games a year or 1 game a year showed a decline in support from the February numbers of 77% and 65%, respectively. The percentage for respondents never attending a Packer game remained fairly steady over the two study periods.

Finally, results also showed that respondents waiting for season tickets were more likely to support the referendum than those respondents who were not currently waiting for season tickets (58% to 48%, respectively).



The April/May survey showed that respondents who fall into the age categories of 25 to 34 and 50 to 64 are more likely to support the referendum (57% and 55%, respectively), while baby boomers (age 35 to 49) and older respondents (65 and older) are least likely to support the referendum (45% and 36%, respectively).

Referendum Opposition

Forty-six percent (46%) of Brown County Residents opposed the .5% increase in sales tax compared to 34% in February. As mentioned previously, support for the referendum was highest among individuals very interested in the Packers, those attending Packer games, and prospective season ticket holders. Conversely, residents with little or no interest in the Packers, who never attended a Packer game or are not waiting for season tickets were more likely to oppose the referendum.

Individuals opposing the referendum cited several reasons for their opposition. In the February survey, the use of public funding for private purposes was mentioned as the top reason for opposing the referendum (20%), but by the April/May survey that percentage decreased to 11%. The April/May survey results showed that the primary reason against the sales tax was because the respondents felt that the whole state of Wisconsin should be levied statewide (25%) compared to 11% in the previous survey. The other categories remained fairly stable with respondents stating that their reasons for opposition because of no interest in the Packers or the plan being a short-term fix did not find any supporters in the April/May survey. Please refer to Table 1 below for a breakdown of why respondents oppose the stadium renovation plan.

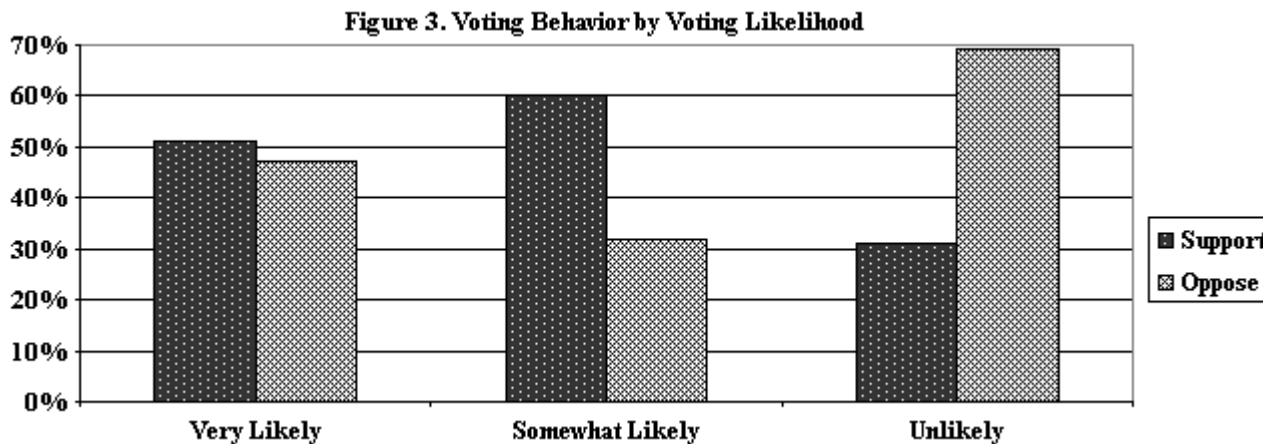
Table 1. Reasons for Opposition

Reason For Opposition	February	April/May
Funding Should be Private	20%	11%
Against Increase in Sales Tax	18	15
Renovations are Not Needed	12	6

All of WI Should Pay for Renovations	11	25
Taxes Can be Put to a Better Use	9	9
Never Any Chance to get Tickets	9	8
No Interest in the Packers	4	0
Renovations are a Short-term Fix	3	0
Other	14	27

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.



Fifty-one percent (51%) of very likely voters would currently support the referendum compared to 47% of respondents who would not support the referendum. This is an appreciable decrease from the 65% of very likely voters who voiced support for the referendum in the February survey. If you view respondents who state that they are somewhat likely to vote in a referendum, they are more supportive of the referendum than their counterparts who are very likely to vote (60% and 51%, respectively). As was witnessed in the February survey, respondents somewhat unlikely or very unlikely to vote are the least receptive to the referendum. Sixty-nine percent of these respondents would vote against the referendum an increase from 57% in the February survey. Please see Figure 3.

Use of Excess Sales Tax Revenue

The results of the survey indicate widespread public support for the use of excess sales tax revenue to reduce the property tax burden in the county. Approximately, two-thirds of respondents stated that they would vote yes on a referendum question dealing with the allocation of excess funds generated from the

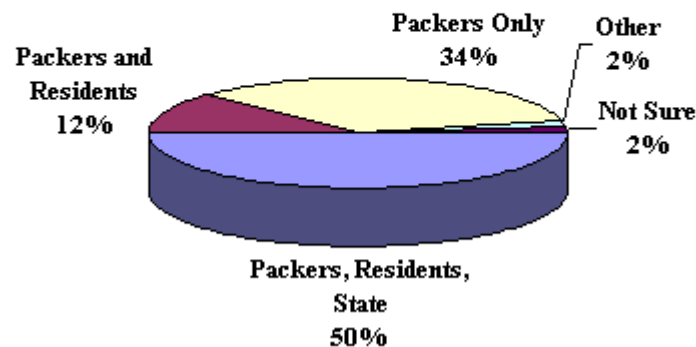
county-wide sales tax increase. Of the one-third of respondents who did not support this allocation, the largest percent (32%) indicated that they did not want a sales tax increase at all. In addition, 19% of individuals opposing this referendum measure cited disbelief that property tax relief would occur as their primary reason for not supporting this measure. Finally, 10% of individuals opposing this referendum measure stated that the proposal's lack of benefit for non-property owners was the primary cause of their opposition.

Views on the Use of Public Funds for the Renovation of Lambeau Field

A majority of Brown County residents expressed the viewpoint that public money should be used to fund the Lambeau Field renovation. About one half of respondents indicated that a combination of the Packers, Brown County and the state should finance stadium renovation, with an additional 12% supporting funding from only the Packers and Brown County. Conversely, about one in three individuals in the county believe that the Green Bay Packers should pay for the renovation without the use of public funds. A large percentage (84%) of individuals who believe the Packer's bear sole responsibility for the stadium financing indicated that they would vote against the proposed referendum.

Interestingly, the survey results on this question are very similar to a survey of state residents conducted in March that showed 43% of Wisconsinites felt that the Packers, state and county should jointly contribute to the stadium renovation funding, with 15% supporting a Brown County-Packer coalition, and 38% supporting only Packer funding..

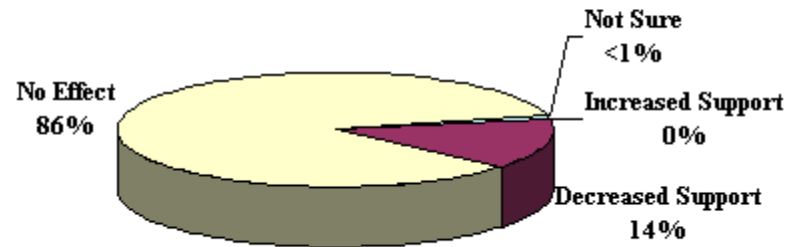
Figure 4: Who Should Share the Cost of Lambeau Renovations



The Effects of Mark Chmura's Legal Problems

Survey respondents were asked about the impact of Packer Mark Chmura's recent legal problems on their support for the proposed renovation of Lambeau Field. While an overwhelming majority (86%) indicated that Chmura's problems had no effect on their support for the sales tax increase, 14% of county residents stated that sexual assault accusations decreased their support for the renovation proposal. While the alleged crime appears to have limited effect on overall public support for the referendum, the negative impact on 14% of Brown County residents may have contributed to the substantial decline in public support for the proposal since February.

Figure 5. Support for Lambeau Field Renovations after Chmura Incident



Conclusions

The issue of the Lambeau Stadium renovation has become more clouded in the past three months with public opinion on the proposed stadium upgrade split almost evenly. The strong support for a countywide sales tax increase that was observed in a February survey has evaporated to the point where support and opposition are now nearly even. While it is difficult to identify the causes of this decline in support, factors such as more organized opposition, increased media scrutiny and off the field incidents by Packer personnel may be contributing to the erosion in public backing for the renovation plan.