

******FOR RELEASE ON THURSDAY, APRIL 6,2000******
Wisconsin Public Radio/St. Norbert College Survey Center
The Wisconsin Survey
Spring 2000

TOPIC: Lambeau Field Renovation

RELEASE DATE: April 6, 2000

SAMPLE: 574

MARGIN OF ERROR: +/-4.1%

Interest in Green Bay Packers

"Which of the following statements best describes your interest in the Green Bay Packers?"

Very Interested	34%
Somewhat Interested	35
Not Too Interested	13
Not At All Interested	18
Not Sure	<1

"Which of the following statements best describes your attendance at Green Bay Packer football games?"

Attended over 5 games per year	2%
Attended 2 to 4 games per year	6
Attended 1 game per year	8
Have attended, but less than 1 per year	31
Never attended a Packer game	54

State Involvement in Lambeau Field Renovation

"As you may know, the Packers have recently proposed a renovation of Lambeau Field which would require the increase of the sales tax in Brown County from 5 to 5 ½%. To enact this tax, the State of Wisconsin must approve a referendum, which would allow Brown County to residents to vote on the proposed tax increase.

In your opinion, should the State permit Brown County residents to vote on the tax increase to help fund the renovation of Lambeau Field?"

Yes	90%

No	8
Not Sure	2

"The proposed renovation of Lambeau Field calls for the State to provide approximately \$9 million for the upgrade of roads around the stadium. Do you support this proposed financial support?"

Yes	54%
No	40
Not Sure	7

Financing of Lambeau Field Renovation

"Which of the following statements best describes your views on the use of public funds to help renovate Lambeau Field, should the cost be shared by. . .?"

The Packers, Brown County Residents and the State	43%
Only the Packers and the Brown County Residents	15
Only the Packers	38
Other (Volunteered)	2
Not Sure	2

Summary

With the Wisconsin Legislature getting close to approving legislation to facilitate the renovation of Lambeau Field, statewide public opinion strongly favors allowing the citizens of Brown County to vote on a tax increase to fund the renovation. Additionally, the survey results indicate substantial interest in the Packers among state residents, with nearly half of responding adults indicating they have attended at least one Packer game in their lifetime. These are the findings of the latest Wisconsin Public Radio/St. Norbert College Survey Center "Wisconsin Survey."

STATEWIDE INTEREST IN THE GREEN BAY PACKERS

A substantial majority (69%) of Wisconsinites identify themselves as interested in the Packers, with over one in three indicating they are very interested in the Green Bay football franchise. These findings are interesting to compare with survey results from a *Green Bay Press Gazette*/St. Norbert College survey of Brown County residents during February in which 87% of residents indicated interest in the Packers, with over half (51%) identifying themselves as very interested. Only about 1 in 5 Wisconsin residents indicated no interest at all in the Packers.

The Survey results also provide evidence that a substantial portion of the state's residents have attended a Packer game in their lifetime. More specifically, 47% of Wisconsinites have attended at least one

game, with 16% indicating that they attend at least one game per year. Conversely, 54% of respondents have never attended a Packer game, which is over twice the amount (23%) of individuals in Brown County who have not attended at least one game. Brown County residents were also twice as likely as the state average to attend at least one Packer game per year, with 42% of Brown County residents attending a minimum of one game per season in comparison to 16% of state residents.

PUBLIC VIEWS ON STATE INVOLVEMENT IN THE RENOVATION PROCESS

An overwhelming majority (90%) of Wisconsin residents support state legislation which would allow the residents of Brown County to vote on a tax increase, with only 8% indicating opposition to this plan. In addition, a majority (54%) of Wisconsin residents support state contributions of 9 million dollars for the upgrade of roads around Lambeau Field, with 40% opposed to this use of state funds for this purpose..

Finally, Wisconsinites demonstrated mixed views on who should contribute to the financing of stadium renovations. The survey results indicate that a majority of state residents support some form of joint public/private funding of the Lambeau Field renovation, with 43% of respondents stating support for a combination of the Packers, state government and Brown County financing of stadium improvements, and 15% indicating support for the Packers and Brown County to share the costs of renovation. Conversely, 38% of Wisconsinites maintain that only the Green Bay Packers should cover the costs of the Lambeau Field improvements.

CONCLUSION

The latest "Wisconsin Survey" results provide evidence that the state's residents strongly support the proposal to allow Brown County residents the opportunity to vote on a sales tax increase to fund the renovation of Lambeau Field, while also supporting state financing of road improvements around the stadium. The results also find that a majority of Wisconsinites support some form of joint public/private funding for the renovation of the Packer's longtime home.

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