



MILWAUKEE AREA DEVELOPMENT SURVEY

F E B R U A R Y 2 0 0 1

Sponsored & conducted by:
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Overview

The Milwaukee Area Development Survey queried county residents on perception and usage of four high profile local development projects. The selected sites include the Midwest Express Center, Miller Park, Milwaukee Art Museum, and Potawatomi Bingo Casino. Each site involves a recent major expansion and/or re-development project.

Development Project Descriptions by Site

Midwest Express Center

website: www.wcd.org

The \$175 million downtown convention center project is three stories tall with an exhibit hall, ballroom, meeting rooms, and skywalk.

Miller Park

website: www.milwaukeebrewers.com

A turn-of-the-century-planned ballpark with retractable roof, parking, roads, bridges, ramps and landscaping is scheduled to open in Spring and cost \$400 million.

Milwaukee Art Museum

website: www.mam.org

Construction costs are estimated at over \$95 million for a building renovation and expansion involving a Santiago Calatrava-designed addition, gallery space, reception hall, gardens, underground parking, and pedestrian bridge.

Potawatomi Bingo Casino

website: www.paysbig.com

Infusing \$120 million into a renovation project, the Potawatomi Bingo Casino located in Milwaukee's Menomonee Valley expanded gaming halls, re-designed interior space, and added new administrative offices and a parking structure in the year 2000.

Status (as of February 2001)*	
Midwest Express Center	Completed July 1998
Potawatomi Bingo Casino	Completed November 2000
Miller Park	Scheduled completion March 2001
Milwaukee Art Museum	Scheduled completion October 2001

*Completion denotes finish date of major construction and project open to the general public.

Methodology

A telephone survey was conducted with 400 Milwaukee County adult residents. Interviewing was completed between February 20 and March 8, 2001. A copy of the [questionnaire](#) appears at the back of this report.

Respondents were scientifically selected so that the survey would be representative of Milwaukee County adults 18 years and older. A sample of random telephone numbers including both listed and unlisted phone numbers was obtained from [Genesys Sampling Systems](#). Respondents within each household were selected randomly.

The sample margin of error is estimated at $\pm 5\%$. Other factors such as refusal and response rates may cause results from sample data to vary from the population.

At-a-Glance Findings by Site

Midwest Express Center

When asked what type of impact the Midwest Express Center has on the Milwaukee metro area, 89% of Milwaukee County residents respond that the convention center has a positive impact. Forty-two percent perceive a *significantly* positive impact.

Over forty percent (43%) of county residents report visiting the Midwest Express Center for a show, conference, or convention in the previous 12 months and 58% are likely to visit in the upcoming months of year 2001 (28% very likely).

Miller Park

Ninety percent (90%) of county residents feel Miller Park impacts Milwaukee positively with half (51%) believing Miller Park to have a *significantly* positive impact.

Two-of-five (42%) residents indicate they were in attendance at a Milwaukee Brewer game in Milwaukee County Stadium last year.

More than half (56%) of Milwaukee County residents expect to attend at least one Milwaukee Brewer game at Miller Park in the 2001 season (35% very likely to attend). Based on Census 2000 estimates that translates to about 390,000 adults (240,000 very likely).

Milwaukee Art Museum

According to 92% of Milwaukee County residents, the Milwaukee Art Museum has a positive impact on the area. Forty percent feel the museum has a *significantly* positive impact.

Only about one-quarter (27%) of residents mention visiting the Milwaukee Art Museum in the previous year. However, 58% are likely to visit this year (31% say very likely).

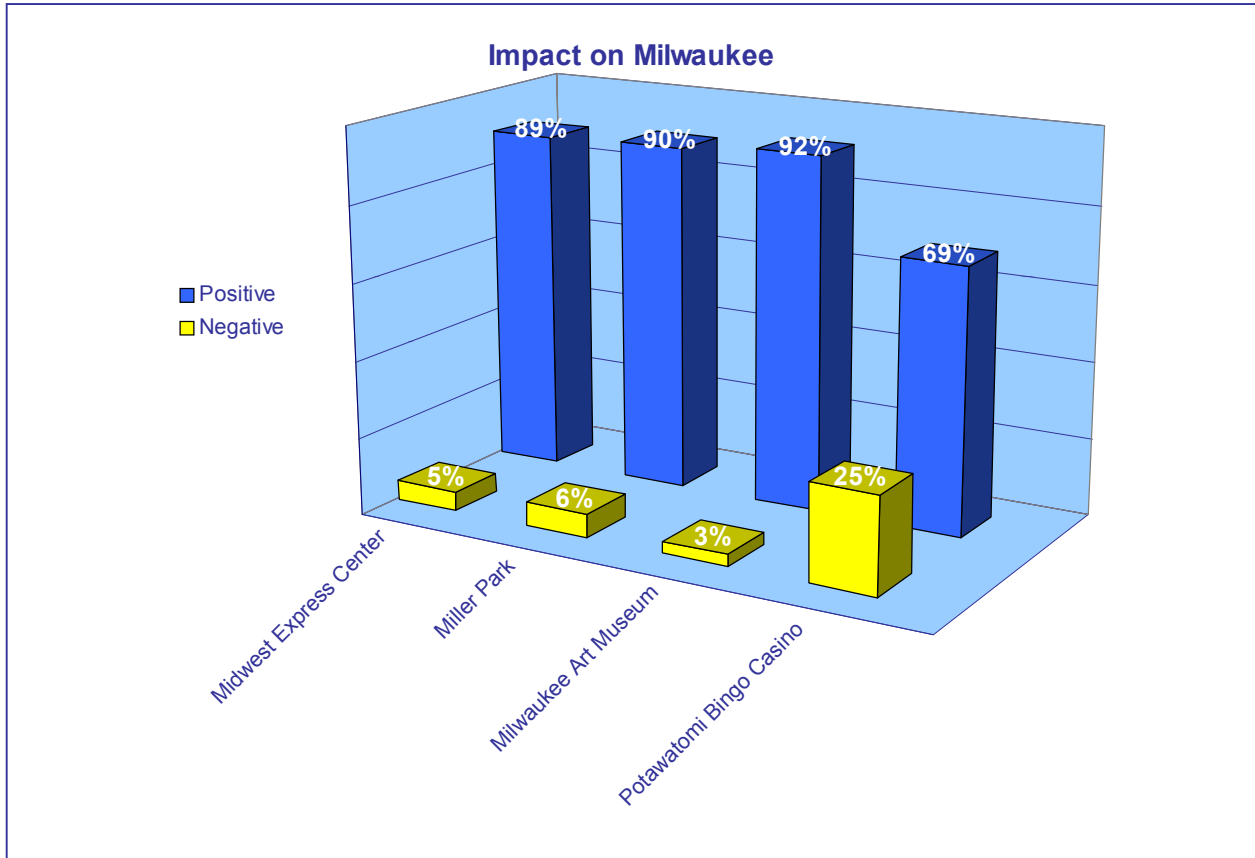
Potawatomi Bingo Casino

While over two-thirds (69%) of county residents see the Potawatomi Bingo Casino having a positive impact on the area and 24% believe the impact to be *significantly* positive, one-quarter (25%) feel the casino impresses negatively on the Milwaukee area.

Forty percent of residents are likely to visit Potawatomi Bingo Casino in the remaining months of this year (20% very likely). Thirty-five percent report visiting the casino last year.

Comparison Findings

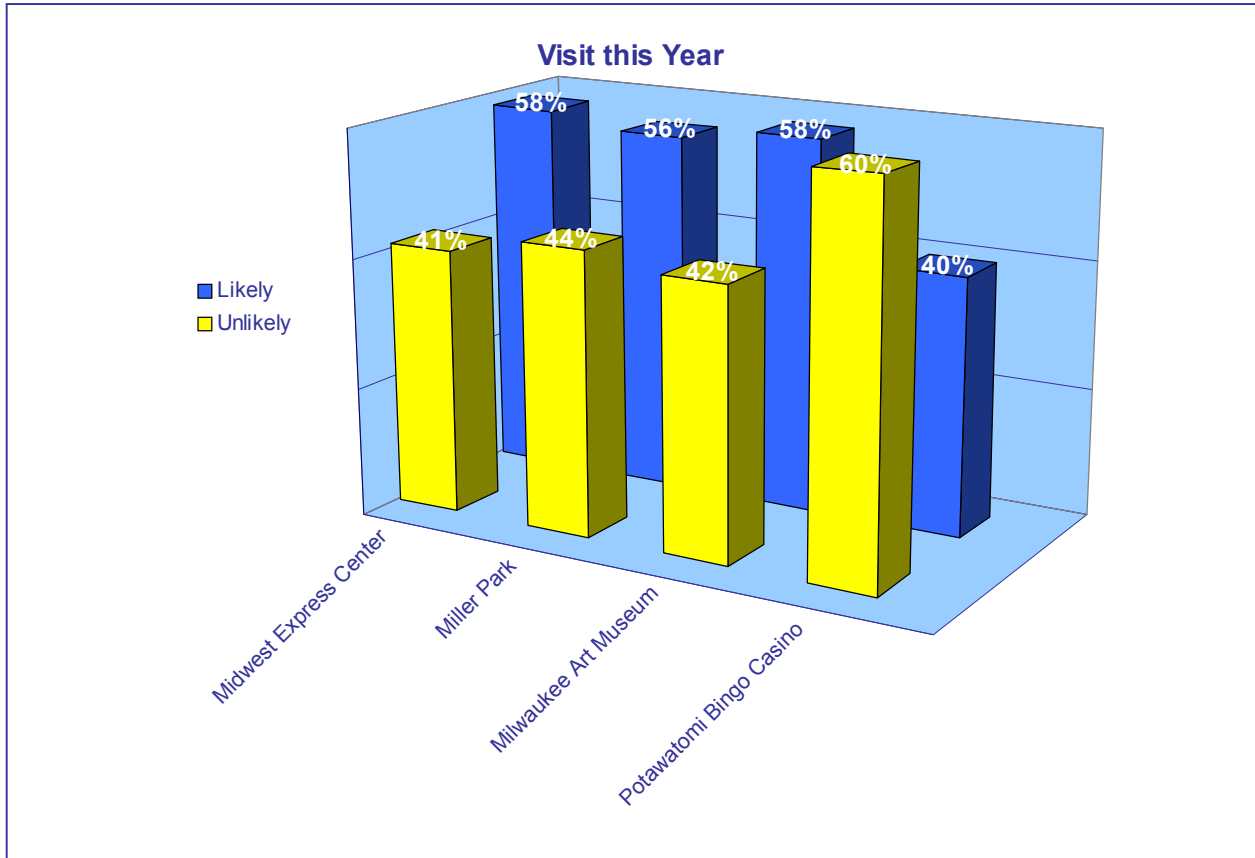
The following analysis presents a comparison between the four selected sites.



County residents commonly recognize a positive impact the selected development projects have on the Milwaukee area. Nine-in-ten feel the Milwaukee Art Museum (92%), Miller Park (90%), and Midwest Express Center (89%) have a positive impact. Half (51%) believe Miller Park provides a *significantly* positive impact followed by the Midwest Express Center (42%) and Milwaukee Art Museum (40%).

Expressing some concern, one-quarter (25%) of residents view the Potawatomi Bingo Casino as negatively impacting Milwaukee. However, the majority (69%) sees the casino as having a positive impact on the area (24% say *significantly* positive).

Impact on Milwaukee	Midwest Express Center		Miller Park		Milwaukee Art Museum		Potawatomi Bingo Casino	
Significantly positive	42%	89%	51%	90%	40%	92%	24%	69%
Somewhat positive	47%		39%		52%		45%	
Somewhat negative	3%	5%	4%	6%	2%	3%	16%	25%
Significantly negative	2%		2%		1%		9%	
No impact at all	2%		2%		1%		1%	
Not sure	4%		2%		4%		5%	

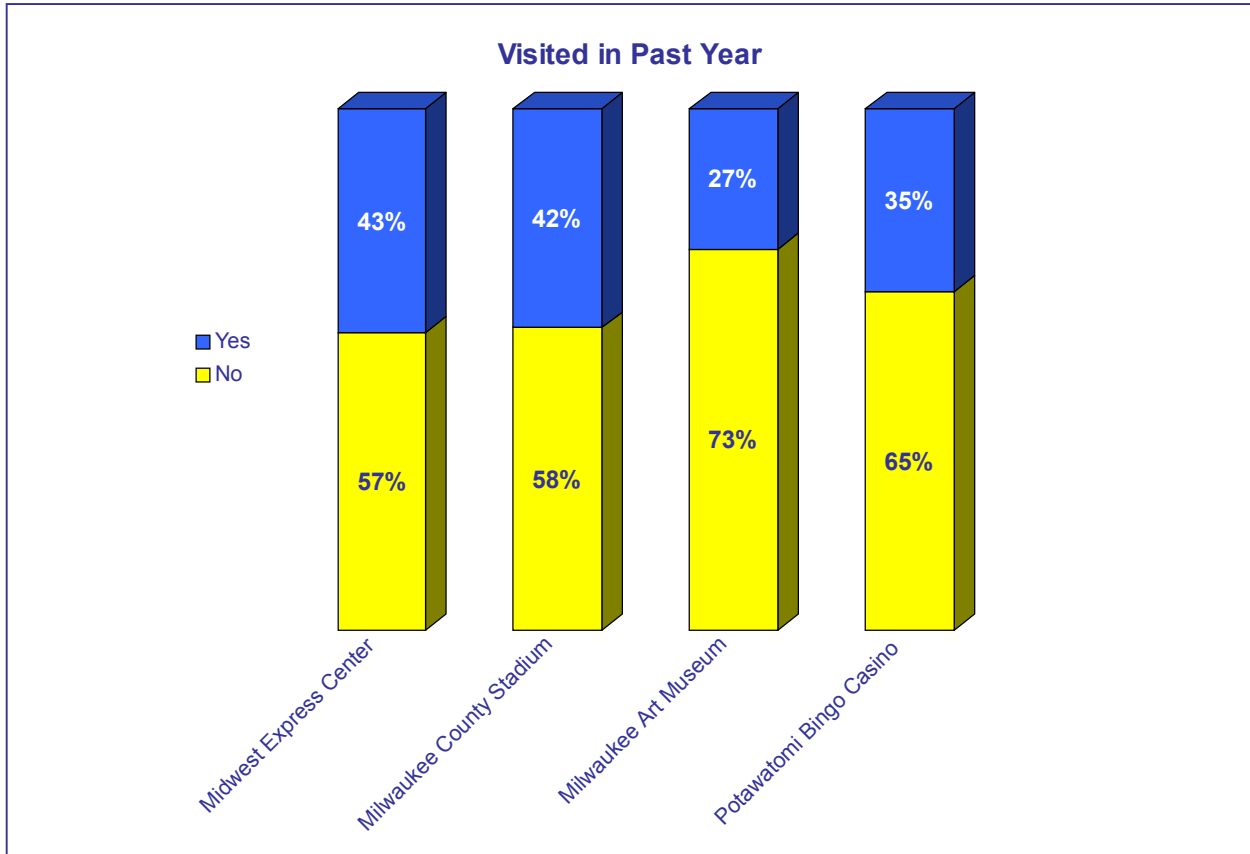


Milwaukee County residents are more likely to visit the Midwest Express Center (58%), Milwaukee Art Museum (58%), and Miller Park (56%) during the remainder of this year than the Potawatomi Bingo Casino (40%).

More than one-third (35%) are very likely to visit Miller Park and three-in-ten are very likely to frequent the Milwaukee Art Museum (31%) and Midwest Express Center (28%) in year 2001. Twenty percent are very likely to visit the Potawatomi Bingo Casino.

Almost half (46%) of residents are very unlikely to visit Potawatomi Bingo Casino with one-third (33%) very unlikely to visit Miller Park and roughly one-quarter very unlikely to visit the Milwaukee Art Museum (28%) and Midwest Express Center (27%).

Visit this year	Midwest Express Center		Miller Park		Milwaukee Art Museum		Potawatomi Bingo Casino	
	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely
Very likely	28%	58%	35%	56%	31%	58%	20%	40%
Somewhat likely	30%		21%		27%		20%	
Somewhat unlikely	14%	41%	11%	44%	14%	42%	14%	60%
Very unlikely	27%		33%		28%		46%	
Not sure	1%		0%		0%		0%	



Of the four attractions, the Midwest Express Center (43%) and Miller Park's predecessor, Milwaukee County Stadium (42%), were the top visited last year. In the same time period, thirty-five percent of county residents report visiting the Potawatomi Bingo Casino and 27% made at least one trip to the Milwaukee Art Museum.

Conclusion

Milwaukee County residents generally feel the Midwest Express Center, Miller Park, Milwaukee Art Museum, and Potawatomi Bingo Casino positively impact the area. Many have recently visited the four selected sites and even more are likely to visit in the near future.

These survey findings bode well for similar business, entertainment, and cultural development projects planned for the Milwaukee area as county residents appear to frequent existing facilities, recognize a benefit, and are likely to increase attendance.

Sponsor

Management Decisions, Inc. is a full service research firm assisting local, national, and international organizations since 1952.

QUESTIONNAIRE

M.A.D.S QUESTIONNAIRE

INTRODUCTION

Hello, I'm _____ calling from Management Decisions, a local research firm. We are conducting a brief survey on Milwaukee attractions. We are not selling anything. Your household has been randomly selected and the study takes 3 to 4 minutes to complete.

First, how many adults 18 years of age or older, including yourself, currently live in your household?

-IF NONE, TERMINATE WITH CODE 31-"No 18+ in HH"

-IF ONE, CONTINUE

-IF TWO OR MORE, ASK THE FOLLOWING:

"To make sure that our results are truly random, may we speak to the person 18 years or older whose birthday is next? Are you that person?"

-IF TALKING TO CORRECT PERSON, CONTINUE.

-IF NOT TALKING TO CORRECT PERSON, ASK TO SPEAK TO THEM.

REPEAT INTRO. IF UNAVAILABLE, ARRANGE CALLBACK (NAME, DATE AND TIME).

(RANDOMIZE SECTIONS 1-4)

SECTION 1: MILLER PARK

How likely are you to attend a Milwaukee Brewers baseball game this year? **(READ LIST)**

Very likely,

Somewhat likely,

Somewhat unlikely, or

Very unlikely.

(DO NOT READ) Not aware of the Milwaukee Brewers **(SKIP TO NEXT SECTION)**

(DO NOT READ) Not sure

As you may be familiar, Miller Park replaces the old Milwaukee County Stadium and will be the new home of the Milwaukee Brewers professional baseball team. Do you feel the new stadium will have a **(READ LIST)** on the Milwaukee metro area?

Significantly positive impact,

Somewhat positive impact,

Somewhat negative impact, or

Significantly negative impact

(DO NOT READ) No impact at all

(DO NOT READ) Not sure

Did you attend a Milwaukee Brewers baseball game at Milwaukee County Stadium last year?

- Yes
- No
- Not sure

SECTION 2: MILWAUKEE ART MUSEUM

Thinking of Milwaukee's lakefront attractions, how likely are you to visit the Milwaukee Art Museum between now and the end of the year? (**READ LIST**)

- Very likely,
- Somewhat likely,
- Somewhat unlikely, or
- Very unlikely.

(DO NOT READ) Not aware of the Milwaukee Public Art Museum (**SKIP TO NEXT SECTION**)

(DO NOT READ) Not sure

An expansion of the Milwaukee Art Museum will be completed this year. Do you feel the new art museum expansion will have a (**READ LIST**) on the Milwaukee metro area?

- Significantly positive impact,
 - Somewhat positive impact,
 - Somewhat negative impact, or
 - Significantly negative impact
- (DO NOT READ)* No impact at all
(DO NOT READ) Not sure

Have you visited the Milwaukee Art Museum in the last 12 months?

- Yes
- No
- Not sure

SECTION 3: MIDWEST EXPRESS CENTER

How likely are you to attend a show, conference or convention at the Midwest Express Center located in downtown Milwaukee between now and the end of the year? (**READ LIST**)

- Very likely,
- Somewhat likely,
- Somewhat unlikely, or
- Very unlikely.

(DO NOT READ) Not aware of the Midwest Express Center (**SKIP TO NEXT SECTION**)

(DO NOT READ) Not sure

The Midwest Express Center replaced the existing downtown convention center. Do you feel the Midwest Express Center is having a **(READ LIST)** on the Milwaukee metro area?

- Significantly positive impact,
- Somewhat positive impact,
- Somewhat negative impact, or
- Significantly negative impact
- (DO NOT READ)* No impact at all
- (DO NOT READ)* Not sure

Have you attended a show, conference or convention at the Midwest Express Center in the past 12 months?

- Yes
- No
- Not sure

SECTION 4: POTAWATOMI BINGO CASINO

How likely are you to visit Potawatomi Bingo Casino either for gambling, food or entertainment between now and the end of the year? **(READ LIST)**

- Very likely,
- Somewhat likely,
- Somewhat unlikely, or
- Very unlikely.
- (DO NOT READ)* Not aware of the Potawatomi Bingo Casino **(SKIP TO NEXT SECTION)**
- (DO NOT READ)* Not sure

The Potawatomi Bingo Casino in Milwaukee's Menomonee Valley recently finished an expansion project. Do you feel the Potawatomi Bingo Casino is having a **(READ LIST)** on the Milwaukee metro area?

- Significantly positive impact,
- Somewhat positive impact,
- Somewhat negative impact, or
- Significantly negative impact
- (DO NOT READ)* No impact at all
- (DO NOT READ)* Not sure

Have you visited the Potawatomi Bingo Casino in the past 12 months?

- Yes
- No
- Not sure

SECTION 5: DEMOGRAPHICS

The last few questions are for classification purposes only.

Which of the following categories includes your age? **(READ LIST)**

- 18 to 24 years
- 25 to 34 years
- 35 to 44 years
- 45 to 54 years
- 55 to 64 years
- 65 years or older
- (DO NOT READ)* Refused

Which of the following best describes your ethnic background? **(READ LIST)**

- White (caucasian)
- African-American (black)
- Hispanic or Latino
- American or Native Indian
- Asian or Pacific Islander
- (DO NOT READ)* Other (specify)
- (DO NOT READ)* Refused

What is your zip code? **(DO NOT READ LIST)**

- | | | |
|-------|-------|-----------------|
| 53110 | 53214 | 53259 |
| 53129 | 53215 | 53263 |
| 53130 | 53216 | 53267 |
| 53132 | 53217 | 53268 |
| 53154 | 53218 | 53270 |
| 53172 | 53219 | 53277 |
| 53201 | 53220 | 53278 |
| 53202 | 53221 | 53280 |
| 53203 | 53222 | 53281 |
| 53204 | 53223 | 53284 |
| 53205 | 53224 | 53285 |
| 53206 | 53225 | 53288 |
| 53207 | 53226 | 53290 |
| 53208 | 53227 | 53293 |
| 53209 | 53228 | 53295 |
| 53210 | 53233 | Other (specify) |
| 53211 | 53234 | Refused |
| 53212 | 53235 | |
| 53213 | 53237 | |

(DO NOT ASK) Gender

- Male
- Female

SURVEY PERCENTAGE CONVERSION TABLE

Milwaukee Area Development Survey (February 2001)

The random sample methodology used in the survey design and the most recent U.S. Census Bureau figures allow population totals to be inferred from survey percentages.

According to [Census 2000](#) findings, the estimated Milwaukee County adult (18+) population is 692,339 residents. The sample margin of error for this survey is $\pm 5\%$.

Survey Percentage	Approximate Population Total
10%	69,000
20%	138,000
30%	208,000
40%	277,000
50%	346,000
60%	415,000
70%	485,000
80%	554,000
90%	623,000
100%	692,000

ADDITIONAL SURVEY DATA TABLES

Milwaukee Area Development Survey (February 2001)

Age	
18 to 24 years	10%
25 to 34 years	23%
35 to 44 years	23%
45 to 54 years	13%
55 to 64 years	13%
65 years or older	18%
Refused	0%

Race	
White (caucasian)	75%
African-American (black)	17%
Hispanic or Latino	3%
American or Native Indian	2%
Asian or Pacific Islander	2%
Other	0%
Refused	1%

Gender	
Male	42%
Female	58%