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**Document Reference:**

Impacts 08 (May 2009) *Economic Impact Methodology Report*

# Methodology for Measuring the Economic Impact of Liverpool's Year as European Capital of Culture 2008

**May 2009**

Report prepared by  
England's Northwest Research Service (ENRS)



England's Northwest  
**Research Service**  
for Economic Development and Tourism

Impacts 08 is a joint programme of the University of Liverpool and Liverpool John Moores University  
Commissioned by Liverpool City Council



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**LIVERPOOL**



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### Important note on citation:

Note this report is not to be quoted or summarised without reference to Impacts 08: The Liverpool Model – European Capital of Culture Research Programme. Suggested reference format: Impacts 08 (2009). *Methodology for Measuring the Economic Impact of Liverpool's Year as European Capital of Culture 2008 (Abridged Version of Methodology Report)*. Liverpool, UK: Impacts 08 [online: <http://www.liv.ac.uk/impacts08/Dissemination/I08reports.htm>]

## 1. Overview

The purpose of this model is to provide an estimate of the impact of Capital of Culture year in 2008 to Liverpool, Merseyside and England's North West.<sup>1</sup> The specific measurements to be concerned with are the *number* of additional visits created by '08, the estimated *spend* from these visits and the jobs created or supported by the year's programme.

In constructing the model the following basic premises at all times were adopted:

- The model should follow best practice.
- The methodology should be as transparent as possible.
- Clarification of the limits of reliability of external data sources to be explicit.
- Methods used should be capable of replication for measuring the impact on other capitals of culture.
- Clear setting out of timelines in the process

For the purposes of this introduction, the model combines two broad core elements to provide the measurement; publicly-available datasets to present the overall volume of visits to the city region and primary survey work to gain the profile of visitors and the extent to which this was influenced by '08.

This document presents an initial discussion of the model and will examine firstly the primary and secondary data sources used, before discussing the manner in which the information is combined together to present the "Impact of '08". The fuller version will look at potential and extant data sources which were considered and discarded from use in the model. As in any model, the full version will consider potential weaknesses and error margins, as well as looking at potential ways of analysing the legacy of Capital of Culture status.

## 2. Background

In 2008, Liverpool was European Capital of Culture (ECoC), with a programme of events and activities across a wide spectrum of themes. Both the heightened profile of the destination and the programme of events are expected to have a significant impact on the visitor market, drawing in additional visitors and associated additional spend.

According to STEAM,<sup>2</sup> during 2006 there were 10.4m staying visitor nights in Merseyside and 59.3m day visitors. The Mersey Partnership's 'Destination Management Plan' estimates this would increase to the figures shown below in 2008.<sup>3</sup> However, even when the actual STEAM figures for 2008 will be produced, this will not accurately enable a figure to be calculated displaying what the actual impact of the Capital of Culture has been.

	<b>2006</b> (millions - actual)	<b>2008</b> (millions - target)
<b>Staying Visitor nights</b>	10.4	11.0
<b>Day Visitors</b>	59.3	63.6

<sup>1</sup> Throughout this document, 'Liverpool' is defined as being the district of Liverpool as controlled by Liverpool City Council, as opposed to the city centre. Merseyside is comprised of the districts of Liverpool, Halton, Knowsley, Sefton, St.Helens and Wirral. Note that many tourism documents now refer to this as the 'Liverpool City Region', although economic development and investment publications take the 'Liverpool City Region' to be a wider geographic area. England's North West is the area covered by the Northwest Regional Development Agency (NWDA); Merseyside, Cheshire, Cumbria, Greater Manchester and Lancashire.

<sup>2</sup> Scarborough Tourism Economic Activity Monitor – a model for predicting the Volume and Value of tourism within an area, operated by Global Tourism Solutions UK. STEAM is widely used for this purpose within the UK, including England's North West.

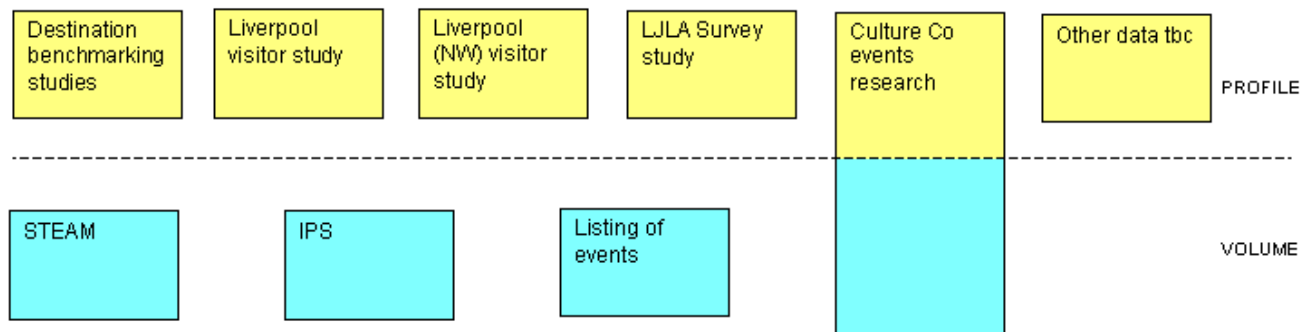
<sup>3</sup> The Mersey Partnership is the official tourist board for Merseyside, as well as being the economic development and inward investment body for the area.

### 3. External data sources

The diagram below presents the key data sources being used in the model, whether primary or secondary. Note that this diagram is essentially a listing, to give an idea of the breadth, and is not to be considered as representing a hierarchy or relationship between the components.

The purpose of this section is to explain *what* the sources of data being used are, and why they were selected; a later section looks at the interface and calculations.

Figure 1: Key sources of information used within the model



#### 3.1. Destination Benchmarking Studies

Destination Benchmarking is a survey conducted by destinations across England which allows them to compare their visitor profile and performance against the average for both all destinations and their type of destination – hence ‘benchmarking’ themselves. Types of destination include:

- Large towns / cities
- Seaside resorts
- Historic towns / cities
- Market towns

Clearly, Liverpool falls into category (i). Participation is not compulsory, although in general Liverpool takes part in alternate years. The survey is co-ordinated by Tourism South East, who collate all results together; field work takes place during the peak summer period, being based on interviews at key locations within each destination. Results are usually available by December.

Within the North West in 2008, Liverpool, Southport and Lancaster / Morecambe will be participating. Although the fieldwork is based around a core questionnaire for all destinations, the possibility exists for each destination to add questions relevant solely for their interest, and the opportunity has been taken to add questions aimed at gauging the influence of '08.

Sample sizes concerned are:

- Liverpool – 700
- Southport – 400
- Lancaster/Morecambe – 400 (total)

A copy of the questionnaire used in Liverpool is included as an appendix.

### 3.2. Liverpool Visitor Study

During late 2007, the Tourism Development team at the Mersey Partnership identified that it would be useful to have survey work that monitored throughout the year the level of influence that 'Capital of Culture' was having on the visitor market.

In conjunction with the Impacts '08 team at Liverpool University a survey commenced in late January 2008. This survey focussed on gaining a high volume of responses using a shorter questionnaire than that employed in previous North West tourism research. Approximately 300 responses per month have been obtained.

A key concern of this survey work is to ensure the capture of a wide cross-section of visitors to Liverpool, and with this in mind the survey used a range of interview locations, including:

- Albert Dock & the Liverpool Waterfront
- Central Shopping area and Liverpool One<sup>4</sup>
- Outside Lime Street station
- Mathew Street and the '08 Place<sup>5</sup>
- The cultural quarter<sup>6</sup>
- Hope Street and Cathedrals

Within a shortened survey, priority had to be given to those questions deemed to be of primary importance in viewing the impact of ECoC – although it is important to note at this stage that the survey was specifically designed to allow interface with other research work. Core areas included on the questionnaire were:

- Visitor demographics
- Visit purpose
- Activity on visit
- Spend on visit
- Level of influence of capital of culture in making the visit
- Additional visits made as a result of ECoC

In response to specific queries the survey was adapted during the April-May period to add questions providing some measure of the influence of ECoC in visiting the North West overall. A further adaptation during August saw additional quotas assigned to capture the details of visitors to Liverpool from cruise ships.

A copy of the latest incarnation of this questionnaire is included as an appendix.

### 3.3. Liverpool (NW) Visitors Study

This survey was similar in nature and profile to that of the Liverpool Visitors Study (above). During April 2008, the Northwest regional Development Agency (NWDA) expressed a particular interest in capturing reliable fieldwork data regarding visitors to the rest of the North West who may or may not have been influenced to make their visit as a result of ECoC.<sup>7</sup>

Accordingly a survey was commissioned which, in essence provided a 'top up' to the Liverpool Visitors Survey of approximately 500 interviews. There were two crucial differences, however, which impact on the working of this model. Firstly, this survey was *only* asked of visitors who were staying in the North West outside of

<sup>4</sup> Liverpool One is a major retail and leisure development in the city centre, opening during the later stages of Capital of Culture year.

<sup>5</sup> The '08 Place is the new Tourist Information Centre (TIC) in Liverpool. Replacing the former TIC in Queen Square it opened during 2007 and is operated by The Culture Company.

<sup>6</sup> The cultural quarter primarily encompasses the museums and buildings around William Brown Street, including St. George's Hall.

<sup>7</sup> Capital of Culture was not the only factor affecting leisure visits to north west England during 2008; other branded events for the year included Cheshire's 'Year of Gardens', Lancashire's 'Taste of Lancashire' to name two.

Liverpool. Secondly, the survey had additional questions inserted, which would enable more analysis of the difference between the proportion of the visit in Liverpool and the North West as a whole.

The questionnaire used in this survey is included as an appendix.

### 3.4. Culture Company events research

The Culture Company commissioned research in 2007 and 2008 into some of the numerous events, which they were either supporting or were responsible for.<sup>8</sup> The research had a number of aims, but crucially of concern to the model it sought to identify:

- Profile of visitors to the event
- Details of their visit to the wider area
- Dispersal of spend in the wider area
- Abstraction of spend from elsewhere in Liverpool / Merseyside / north west England
- Importance of event in influencing the visit

Of crucial importance to this document, not all events were – or could be – assessed. Instead, the Culture Company selected a broad cross-section of events across the two years, although this did include many of the high-profile elements of the Capital of Culture year.

### 3.5. Other primary research

A number of other potential data sources may be included in the final report on the impact of ECoC. At this stage the use made of these is intended to be primarily as an additional quality, providing more detail rather than feeding directly into the calculations used in the calculations of total impact. These other data sources include:

- Research at events in other Merseyside districts
- Survey work at Liverpool John Lennon Airport; survey work is being conducted at the airport in order to evaluate some artwork; the NWDA has arranged for an additional series of questions relating to ECoC to be 'piggybacked' onto this survey work.
- Destination Benchmarking work in Southport and Lancaster / Morecambe – as detailed in section 3.1.
- Other work conducted as available.

### 3.6. STEAM

As indicated in the previous section (above), STEAM is the primary tool used to estimate the number of visitors received by Liverpool, Merseyside and North West England as a whole. Although the STEAM numbers are the result of a model, this is fed by raw data supplied by the Mersey Partnership. This includes the following data sets:

- Hotel occupancy levels (via the LJ Forecaster)
- Hotel room stock
- Visits to TICs
- Visits to attractions
- Event attendance levels

Thus, it provides an encompassing base of numbers for visitors. At this point it is also necessary to be aware of the definition of 'visitor', as this provides a key component of what this model is aiming to provide estimates of. STEAM defines a visitor as being someone making a non-regular visit outside of their normal environment for leisure purposes. Hence, someone visiting Liverpool city centre from Wirral or Wandsworth could be

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<sup>8</sup> During 2007 the research was conducted by England's Northwest Research Service; during 2008 by BDRC.

considered a visitor, but not someone from Wavertree. For the purposes of this model, to ensure the data remains comparable, the same definition will be used in estimating visitor numbers.

STEAM provides a range of outputs in its numerical data, some of which will be used as a baseline by the model, others that will be ancillary data:

- Volume of visitors – by day and staying numbers
- Spend of visitors – by day and staying numbers
- Employment supported

Amongst the ways in which STEAM data is presented includes spend and employment statistics by sector, and note that the topline volume although primarily reported by annual total is also available by monthly figures.

### 3.7. International Passenger Survey (IPS)

The IPS is collated by Ordnance Survey. Although the data is used and published by VisitBritain, the source is from a survey primarily used to monitor migration. The survey is conducted at main entry and exit ports / airports, and until 2005 this did *not* include Liverpool airport. This does imply a lower level of reliability than the STEAM data; however the advantage of the IPS is that it does provide a measure of national comparison, being able to view local changes in volume and value of visits against the UK levels and other regions.

Key data available from the IPS includes the volume and value of overseas staying visits for Liverpool, Merseyside and North West England – although the survey itself notes that reliability increases with a larger geographic area.

At a *regional* level, volume and value is also available for each key overseas market.

Note: the use of IPS data is to be used as illustration rather than as a primary tool for measuring the volume of visitors. This is due to the higher level of error associated with the data.

### 3.8. Listing of events

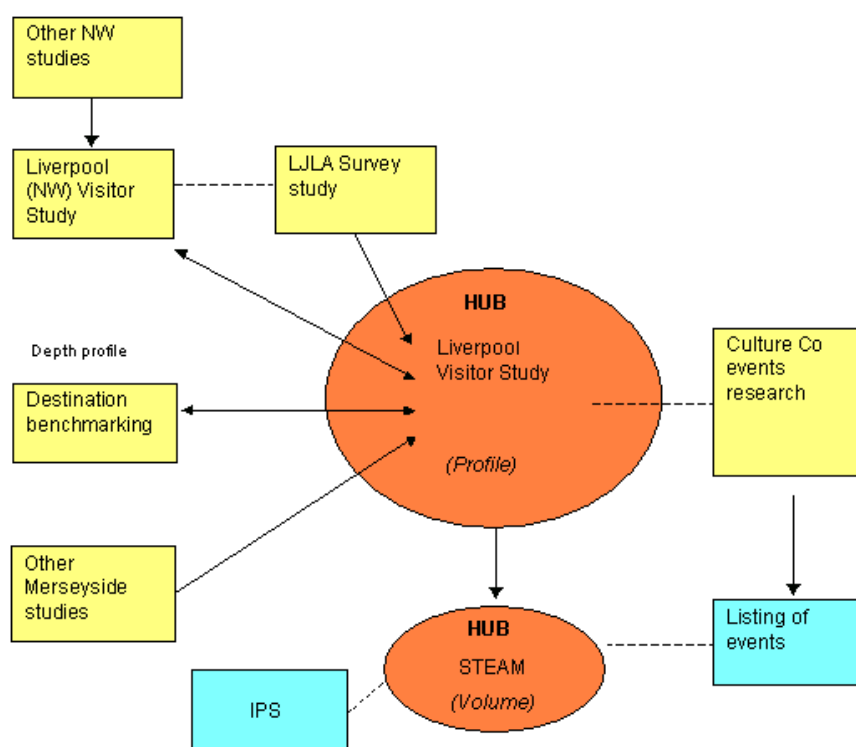
A key part of the model is connecting the impact of '08 events with the other data sources; for this it becomes important to determine a full listing of events. The issue here becomes that of the decision as to which events are Capital of Culture events. Events surrounding '08 are more than just those supported or managed by the Culture Company.

The premise taken here is to treat Capital of Culture as a brand; any event listed on the website [www.liverpool08.com](http://www.liverpool08.com) or in the '08 guide is treated as an '08 event. The reasoning here being that someone influenced to visit Liverpool as a result of Capital of culture would be accessing these materials and had the potential to view these events.

Details captured regarding events are the event attendance, type of event (in terms of genre) and whether the event was a repeat event or unique to Capital of Culture year.

## 4. Relationship between the datasets

Figure 2: Mapping of key relationships



The model revolves around two *hubs* of data; STEAM – providing the ‘volume’ and the Liverpool visitors study – providing the proportion of visitors influenced by ECoC.

The Liverpool Visitor’s study at all times provides the basis for measuring the proportion and levels of influence, with other survey data – as indicated – being used to provide boosts in analysis – either in terms of strengthening a particular market component or providing greater depth of analysis. In essence, this can be described as a ‘hub and spoke’ approach to gathering the necessary data. Hence, at a simple level, the influence of capital of culture could be determined as being:

$$H\% * V$$

(Where H is the data in the hub survey and V is the volume of total visits as determined by STEAM 2008).

This is of course, a simplistic overview, and a number of additional factors need to be taken into account in the following regards:

- How the proportion of visits influenced by capital of culture (H) is calculated
- What additional measures are used to ensure H ensures an accurate representation
- What inclusions and exclusions are used
- Dealing with the impact of Capital of Culture Events<sup>9</sup>
- Calculations beyond the basic

<sup>9</sup> As defined in section 3.7



#### 4.1. Calculating proportion of visits generated by Capital of Culture

There are *two* proportions used in terms of visits generated by capital of culture:

- $H_i$  First-time visitors influenced by ECoC to visit the destination
- $H_{ii}$  Additional visits to the destination by visitors who would ordinarily be expected to visit the destination

Thus  $H$  is a proportion of *visits* as opposed to a proportion of *visitors*.

Calculating first time visitors is – to some extent – straightforward:

$$H_i = (N_{ii})l_i$$

(Where  $N_{ii}$  is the number of visits expected to be made during Capital of Culture year and  $l_i$  is the first-time visitors influenced by ECoC.)

In calculating *additional* visits, we need to look at the average number of additional visits expected to be made:

$$H_{ii} = (N_{ii} - N_i)l_{ii}$$

(Where  $N_{ii}$  is the number of visits expected to be made during Capital of Culture year,  $N_i$  is the number of visits *ordinarily* expected to be made and  $l_{ii}$  is the repeat visits influenced by ECoC.)

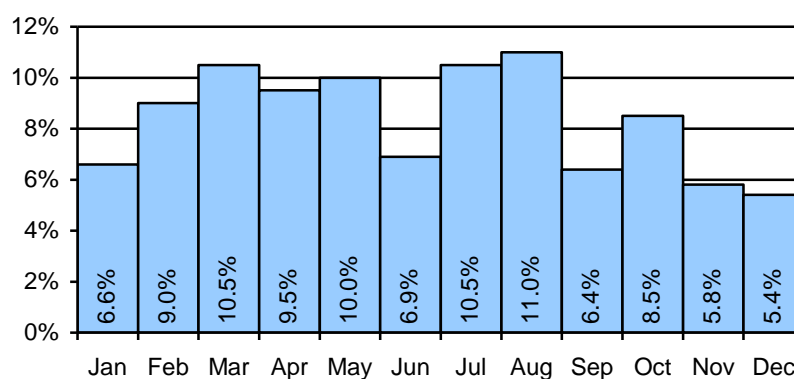
Thus the visits influenced by ECoC can be expressed at a basic level as:

$$H = N_i - (H_i + H_{ii})$$

#### 4.2. Ensuring representative data

The Liverpool visitors study is conducted with similar proportions throughout the year. However, according to STEAM there is high variation in terms of the visitor numbers throughout the year. As shown by the chart below using 2006 STEAM data:

Figure 3: Monthly share of total visits to Liverpool 2006



Thus, data will be weighted by the 2008 STEAM proportions. Consideration was given to applying differential weighting by applying separate levels for day and staying visitors; however it was felt that this would be reducing statistical validity by too great a degree.

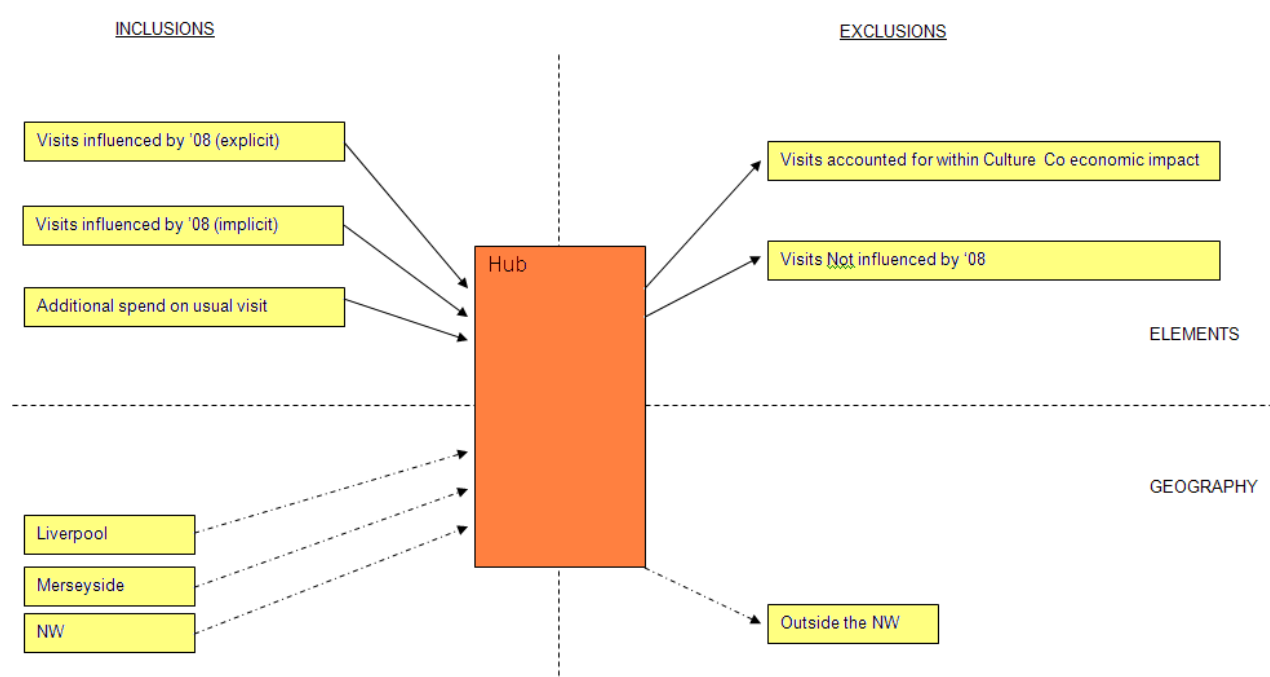
Also, all data will be weighted by the number in each respondents group, so that all analysis is in effect being made using a cross-section of *visitors* as opposed to *respondents*.

In both cases weighting would be applied *prior* to the analysis described in section 4.1.

### 4.3. Inclusions and exclusions

A core concern in ensuring the reliability of the model is to ensure not just that a reliable level of the impact is gauged but also that there is no potential for double counting.

Figure 4: Inclusions and Exclusions from the model



As indicated in section 4.1, H includes all visits that were influenced by Capital of Culture.

It does not include visits where there was no indication or an ambivalent response as to the level of influence of ECoC.

Crucially, it does not include visits that were made to a Capital of Culture event (as defined by section 3.7). The impact and number of these visitors is added separately to the total volume. An explanation of how the impact of the events is dealt with follows.

$$\text{Hence: } H = (N_i - (H_i + H_{ii})) - E$$

Where E is the number of visits made to attend events.

Spend and activity within Liverpool, Merseyside and the North West are all included; however that *outside* the region is treated as a null spend. This is a point to consider as if the presumption being made is that Capital of Culture is high profile enough of a brand to attract international visitors, there is a significant likelihood that something of this spend will occur elsewhere in the UK, marking a contribution by the Northwest to the national economy.

#### 4.4. Impact of '08 events

As indicated previously, the Culture Company has commissioned its own extensive programme of research regarding the impact of the events programme, and use is being made of this data within the model. Hence, the need to remove the data relating to visitors attending events from the hub survey, as referred to above, to ensure that the most accurate data source is being used.

The first problem to be overcome is that not all events were assessed, so the first stage in the methodology was in providing an approach to cover these gaps in knowledge.

Obtaining a full list of events, each event is assigned to a genre, based on the type of event and its size; average values are assigned to that event based on information from comparable events which were evaluated, including the following information:

- Mean spend per person
- Proportion of spend in Liverpool / Merseyside / north west
- Mean number in party
- Mean length of stay
- How often visited city
- Whether influenced to visit Liverpool by event
- Whether attended event before (if applicable)
- Whether spend abstracted from elsewhere in Liverpool / Merseyside / north west

The use of data from the event research is – like that of the Liverpool visitors study – geared towards identifying the impact of those visiting the city due to the event taking place who were unlikely to have visited had the event not been taking place.

The process shown in Figure 5 (rather than formulae) was used to pick up on the proportions and amounts needed. There are some particular issues to note within this process. Firstly, as well as providing overall numbers, this part of the model also looks to the dispersal of spend – both within Liverpool, Merseyside and the North West. Secondly, there is the influence of the event itself to consider. An event may be part of the 'Liverpool '08' branding, but may be a regularly occurring event. Sounding a note of caution, in order to ensure the methodology used is as transparent and reliable as possible, the view has been taken that *if* the event is a repeat event *and* a respondent had attended the event in the past, then the balance of influence behind making the visit to the city lies with the event rather than 'Capital of Culture'.

To clarify the relationship between events data and the rest of the model, the diagram in Figure 6 illustrates this in somewhat simplistic fashion. As can be seen, the core principle remains the same; survey data is factored by a volume. In the case of generic visitors, this is by STEAM, after having removed all proportions of city visitors attending events. In the case of event attendees, this is by attendance, having created the event classification structure.

Figure 5: Selecting the responses influenced by Capital of Culture

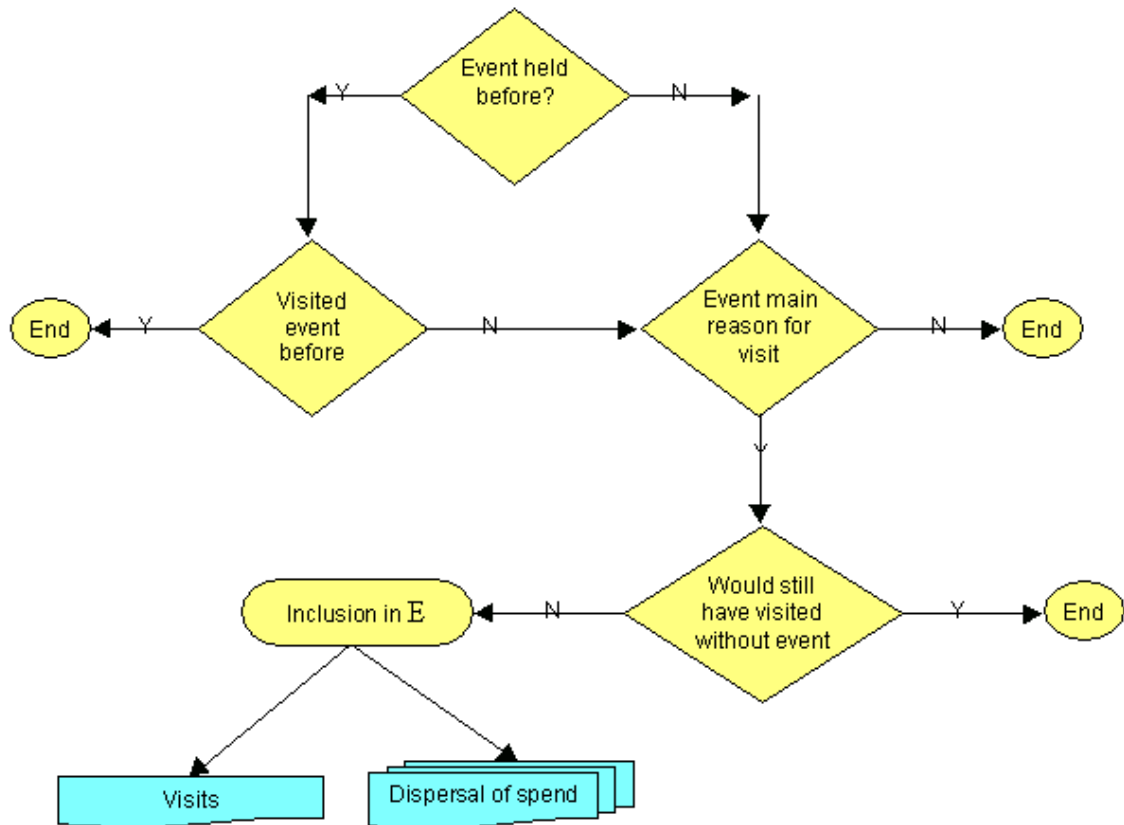
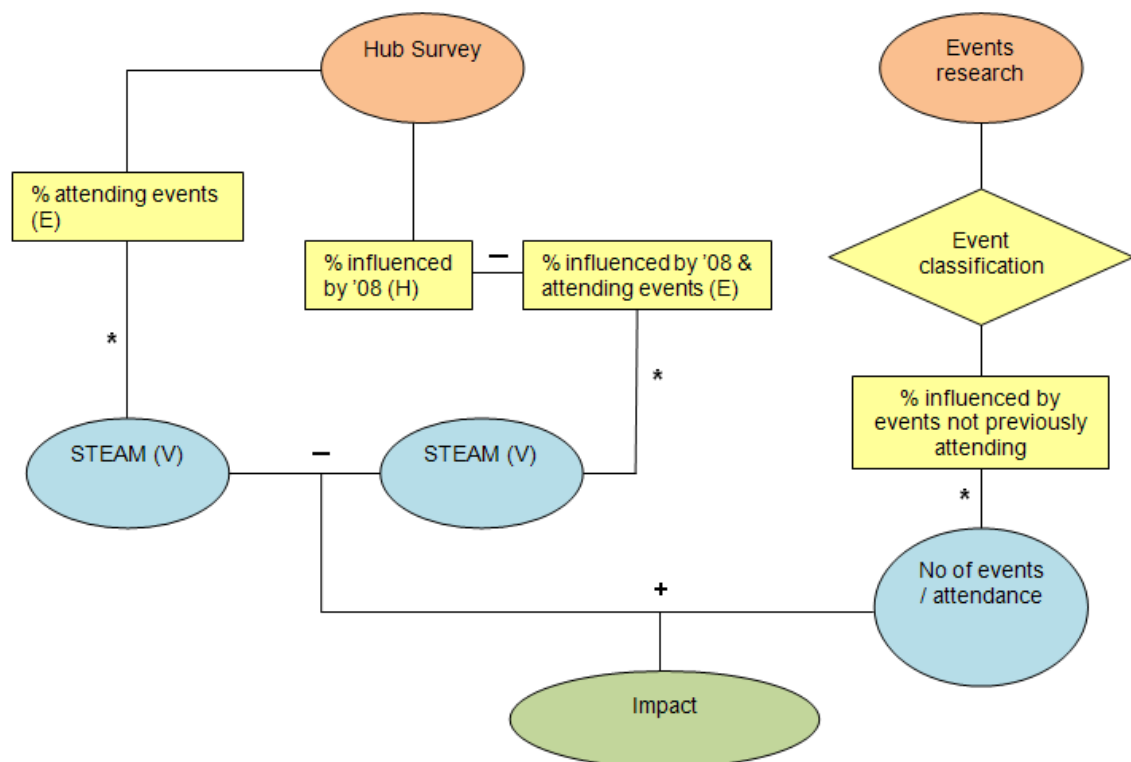


Figure 6: Overlaying events impact and 'other' visitor impact



#### 4.5. Additional calculations

The above part of the model shows how components from both the Liverpool Visitors Survey and the Culture Company events research are combined to present the overall numbers in terms of volume; this section details the steps that the model allows to present more detailed information.

The core method at all times is to ensure that the Liverpool Visitors Survey remains the 'hub'; where additional analysis uses this as the weighting for their research. For example, we have seen previously how Destination Benchmarking is based on a lower sample, and is conducted during just one part of the year. To ensure that any results obtained using these surveys (which are effectively 'spokes' from the 'hub') they are weighted by key demographic segments as identified on the hub survey.<sup>10</sup>

Identified areas of concern which additional analysis is used for include the following:

- **Spend by geographic area.** The additional North West visitors survey provides information on the distribution of spend and staying visits by different geographic location.
- **Details of activity on visit.** Derived from the Liverpool Destination Benchmarking study to view what other activities and attractions respondents visited as part of their stay.
- **Impact of visitors through Liverpool John Lennon Airport.** Using the additional questions on the LJLA survey work.

#### 4.6. Calculating value and related impacts

As has been clearly focussed above, the method approaches uses primary survey data to overlay onto the STEAM estimates of visitor volume. Note that the model does *not* use STEAM's "value" data, relying on the survey work to provide estimates of visitor spend.

Just as for the *proportion* of visitors, so the visitor spend will be segmented to provide (for example):

- Spend by those influenced to visit
- Spend by location
- Spend abstracted
- Spend by type of visitor

A particular point here will be to use the volume pathways shown in the above diagrams to ensure no double-counting of value. Having done this, the calculated spend per person per visit in each segment will be able to be factored by the calculated volume of visits in each segment to give a *total visitor spend*.

However, this leaves us with just *direct spend*; what it does not present is *indirect spend* – and there are a number of items that need to be included in this:

- Tourism jobs directly supported by tourism spend
- Indirect tourism spend
- Indirect spend through local linkages (goods and services).
- Indirect jobs supported

<sup>10</sup> The identification of demographic segments will be conducted for the full year data using cluster analysis in SPSS. The identification of segments will resolve around three core variables: i) Origin (Merseyside/NW/UK/Overseas); ii) Type of group with (On own/with family/with children/with friends/group); iii) Economic activity (age/status)

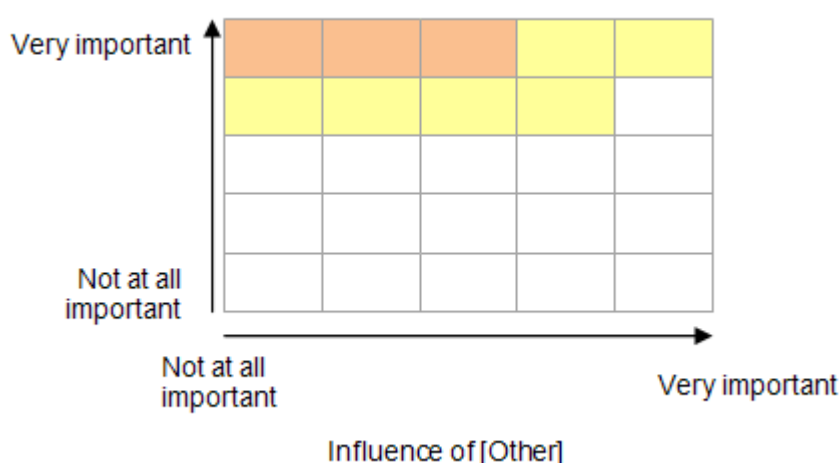
To arrive at the values for these, there are two options; using the figures in STEAM which indicate a ratio to give jobs supported (direct and indirect spend) and the indirect spend generated for each £ spent by visitors, or to use the Cambridge Model's *multipliers*, the predecessor of STEAM.

The Cambridge model provides a breakdown in terms of £ to create to jobs by sector and £ create indirect and local linkages spend in the economy, and this is by a series of multipliers. These multipliers differ very much by sector:

- Accommodation
- Attractions
- Food & drink
- Retail
- Transport

Typically, the model shows that the multiplier effect is high for every £ spent on accommodation providers and low for every £ spent on transport. It should be noted that the model was applied to Liverpool in 2003, and hence the financial assumptions on which it is based will need updating; we will be using ASHE<sup>11</sup> to update the estimates of wages per job to 2008 levels.

## 5. Legacy



Other research work analysing results from other Capitals of Culture has suggested that on balance visitor numbers drop in the year following their special status, but remaining higher than in previous years.

Fuller suggestions will follow as to how best to calculate the legacy of '08. Obviously, a prime concern will be the cost and effort required to assess the ongoing legacy of the Capital of Culture status. Ideally, future years would see a repeat of this year's model, although this is unlikely given the substantial primary data requirements.

Clearly, reliance on secondary data does not provide a measure in itself of the impact of any event, marketing or branding exercise, as it does not allow for exploration of what *factors* are behind the raw numbers. Therefore, if any attempt is to be made at providing a measurement of the legacy of '08, this will require at

<sup>11</sup> Annual Survey of Hours and Earnings – a survey run by ONS, with data available by broad industry sectors and to NUTS3 geographic level.

least some primary survey work – although this can take the form of questions plugged into planned research work.

It is a given that sampling rates/locations will be of less statistical reliability in future years and this would need to be taken into account, especially when viewing trends.

It is suggested that measurement of the impact of 08 in future years uses a scale question; as time progresses absolute impact will become relative, and in particular this would need to be compared against other initiatives/other influences. The question could be compared on event evaluation against the influence of the event in visiting Liverpool, and against the influence of other marketing for generic visitor surveys. Again, applying the note of caution, the darker shaded segment (based on initial results from the 2008 survey) would be those who we would be 95% confident were influenced by ECoC, those in the lighter shaded area we would be 95% confident that capital of culture was a contributory factor. As with this year's data, it is suggested the proportions be factored by STEAM results.<sup>12</sup>

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<sup>12</sup> At the time of writing, an ongoing discussion was in place regarding changes to the methodology/baseline values used by the STEAM model. Should significant changes occur to this model, the 2008 impacts data would need to be reworked by revising the STEAM values as appropriate. Failure to do this would result in any trends being non-comparable.

## 6. Appendices

### 6.1. Liverpool Visitor Survey Questionnaire

<p>England's Northwest Research Service          Operated by The Mersey Partnership          12 Princes Parade, Liverpool L3 1BG.          Tel: 0151 237 3935 Fax: 0151 227 2325</p> <p><b>Liverpool '08 Visitors Survey</b></p>	
<hr/>	
<i>Respondent Details</i>	
Name: .....	
Address: .....	
Home town: .....	
Postcode: .....	
Tel: .....	
<hr/>	
<i>Respondent Classification</i>	
<u>Age Group</u>	<u>Gender</u>
1. 16-24	1. Male
2. 25-34	2. Female
3. 35-44	
4. 45-54	<u>Social Grade</u>
5. 55-64	1. A/B
6. 65+	2. C1
	3. C2
	4. D/E
<hr/>	
<u>Sampling Point</u>	
.....	
<hr/>	
<p>I declare that I have recruited this respondent in strict accordance with ENWRS instructions. The respondent was not known to me prior to the interview. I have checked the questionnaire for accuracy and completeness.</p> <p>Interviewers name: .....</p> <p>Signed: .....</p> <p>Date: .....</p>	
<p>Good morning/afternoon. My name is ..... and today I am conducting a survey on behalf of the University of Liverpool. Can you spare a few minutes to help with this survey?</p> <p style="text-align: right;"> <input type="checkbox"/> Yes      <i>Go to Q1a</i>  <input type="checkbox"/> No      <i>Close</i> </p> <p><input type="checkbox"/> Just arriving    <input type="checkbox"/> Leaving / been a while</p>	
<hr/>	
<u>Motivation and influences</u>	
Q1a Are you a Liverpool resident?	
Yes	<i>CLOSE</i>
No	<i>Continue</i>
Q1b What are your reasons for visiting Liverpool today? (SHOW CARD A. Tick all that apply.)	
1. Attending an event	-
Which event? .....	
2. Visiting an attraction	-
Which attraction/s? .....	
3. Special shopping trip	-
4. Visiting friends or relatives	-
5. Sightseeing in Liverpool	-
6. Business trip	<i>CLOSE</i>
7. Studying	<i>CLOSE</i>
8. Other: (Please write in below)	
.....	
Interviewer tick box if any mention is made of Capital of Culture. <input type="checkbox"/>	
<p>If the respondent does not meet the criteria, thank and close. Circle the next number in the box below and re-use the questionnaire. Do not count towards quota.</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15</p>	
Q2 If you weren't visiting Liverpool today for the above reasons, what else would you be doing? (SHOW CARD B. Tick MAIN response.)	
1. Stayed at home or gone to work	-
2. Done something else in Liverpool	-
3. Visited elsewhere in Merseyside	-
4. Visited elsewhere in the Northwest	-
5. Visited somewhere outside the Northwest	-
Q3a. Which of these things influenced your decision to visit? (SHOW CARD C. Tick all that apply.)	
1. Seeing / hearing advert for Liverpool	-
2. Seeing / hearing advert for an event	-
3. Other advertising	-
4. Article in newspaper / magazine	-
5. Recommended by friends / family	-
6. Been before	-
7. www.visitliverpool.com	-
8. www.liverpool08.com	-
9. Other website	-
10. Other (Please write in below)	
.....	



Q3b. (If advertising mentioned above)  
Where was this advertising?

-----

Q4. How often do you typically visit Liverpool?

- |                           |   |
|---------------------------|---|
| 1. At least once a week   |   |
| 2. At least once a month  | - |
| 3. 2-6 times a year       | - |
| 4. 6-11 times a year      | - |
| 5. Annually               |   |
| 6. Less often             | - |
| 7. This is my first visit |   |

Q5. On a scale of 1 to 5 where 1 is "not at all" and 5 is "very", how important were the following factors in influencing your decision to make this visit to Liverpool? (Showcard D).

- |   |  |
|---|--|
| a. Capital of culture status            |  |
| b. Capital of culture events / displays |  |
| c. Other events                         |  |
| d. Shopping facilities                  |  |
| e. Visitor attractions                  |  |
| f. World heritage site status           |  |

g. (Only ask of visitors who live outside Merseyside) How important was the Capital of Culture status in influencing your decision to make this visit to the Northwest as a whole?


#### Profile of the visit

Q6a Is your visit...

- |                                 |   |
|---------------------------------|---|
| 1. A day trip from home         |   |
| 2. A day trip whilst on holiday | - |
| 3. A staying trip in Liverpool  |   |

Q6b Which of these describes the personal group you are travelling with? (SHOW CARD E. Tick all that apply)

- |                          |   |
|--------------------------|---|
| 1. On my own             |   |
| 2. With partner / spouse | - |
| 3. With children         |   |
| 4. With family           | - |
| 5. With friends          | - |
| 6. Organised trip        | - |

Q7a (If on a staying visit)  
How many nights are you staying for?

--

Q7b And where are you staying?  
(Accommodation type and location)

-----

Q8 How did you travel to Liverpool today?  
(Tick all that apply)

- |          |   |          |   |
|----------|---|----------|---|
| 1. Car   |   | 4. Ferry |   |
| 2. Train | - | 5. Plane | - |
| 3. Bus   |   | 6. Other |   |

(Please Write in)

Q9 How many people are there in your personal group?

- |             |  |
|-------------|--|
| a. Adults   |  |
| b. Children |  |

Q10 How much would you estimate you have / will spend in total during this visit on...

Accommodation	£	
Eating out	£	
Shopping	£	
Travel costs (in area)	£	
Attractions / entertainment	£	
Total estimated spend	£	

#### Experiences

Q11 Do you have any comments to make about this visit to Liverpool (Interviewer please prompt: What did / didn't you enjoy?)


Q12a On a scale of 1 to 5, where 1 is 'not at all likely' and 5 is 'very likely', how likely are you to visit Liverpool again?

--

Q12b And how many times are you likely to visit Liverpool in total in 2008?

--

Q13 On a scale of 1 to 5 where 1 is 'very poor' and 5 is 'very good', how would you rate the following aspects of your visit?

- |  |  |
|--|--|
| a. Transport to Liverpool                  |  |
| b. Retail offering in Liverpool            |  |
| c. Visitor attractions in Liverpool        |  |
| d. Outdoor public art in the city          |  |
| e. Liverpool overall as Capital of Culture |  |

Do you have any other comments you would like to make?

Ensure all demographic details have been completed:  
Thank respondent and close

## 6.2. Liverpool (NW) Visitors Survey Questionnaire

England's Northwest Research Service Operated by The Mersey Partnership 12 Princes Parade, Liverpool L3 1BG. Tel: 0151 237 3935 Fax: 0151 227 2325		<b>Liverpool '08 Visitors Survey</b>	
<i>Respondent Details</i>			
Name: .....			
Address: .....			
Home town: .....			
Postcode: .....			
Tel: .....			
<i>Respondent Classification</i>			
<u>Age Group</u>	<u>Gender</u>		
1. 16-24	1. Male		
2. 25-34	2. Female		
3. 35-44			
4. 45-54	<u>Social Grade</u>		
5. 55-64	1. A/B		
6. 65+	2. C1		
	3. C2		
	4. D/E		
Sampling Point			
.....			
I declare that I have recruited this respondent in strict accordance with ENWRS instructions. The respondent was not known to me prior to the interview. I have checked the questionnaire for accuracy and completeness.		If the respondent does not meet the criteria, thank and close. Circle the next number in the box below and re-use the questionnaire. Do not count towards quota. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15	
Interviewers name: .....		<b>Q2</b> If you weren't visiting Liverpool today for the above reasons, what else would you be doing? (SHOW CARD B. Tick MAIN response.)	
Signed: .....			
Date: .....			
Good morning/afternoon. My name is ..... and today I am conducting a survey on behalf of the University of Liverpool. Can you spare a few minutes to help with this survey?			
Yes No		Go to Q1a Close	
<input type="checkbox"/> Just arriving <input type="checkbox"/> Leaving / been a while			

**Motivation and influences****Q1a** What type of visit are you on to Liverpool?

Live / work / study here      CLOSE

Staying in Liverpool / Merseyside      CLOSE

On a day visit whilst staying in the NW (show map)      Continue

On a day visit from elsewhere      CLOSE

**Q1b** What are your reasons for visiting Liverpool today?  
(SHOW CARD A. Tick all that apply.)1. Attending an event  
Which event?

.....

2. Visiting an attraction  
Which attraction/s?      -

.....

3. Special shopping trip

4. Visiting friends or relatives      -

5. Sightseeing in Liverpool

6. Business trip      CLOSE

7. Studying      CLOSE

8. Other: (Please write in below)

.....

Interviewer tick box if any mention is made of  
Capital of Culture.      |**Q2** If you weren't visiting Liverpool today for the above reasons, what else would you be doing?  
(SHOW CARD B. Tick MAIN response.)

1. Stayed at home or gone to work      -

2. Done something else in Liverpool      -

3. Visited elsewhere in Merseyside      -

4. Visited elsewhere in the Northwest      -

5. Visited somewhere outside the Northwest      -

**Q3a.** Which of these things influenced your decision to visit Liverpool today?  
(SHOW CARD C. Tick all that apply.)

- |  |   |
|--|---|
| 1. Seeing / hearing advert for Liverpool |   |
| 2. Seeing / hearing advert for an event  | - |
| 3. Other advertising                     | - |
| 4. Article in newspaper / magazine       | - |
| 5. Recommended by friends / family       |   |
| 6. Been before                           | - |
| 7. www.visitliverpool.com                |   |
| 8. www.liverpool08.com                   | - |
| 9. Other website                         |   |
| 10. Other (Please write in below)        |   |

-----  
**Q3b.** (If advertising mentioned above)  
Where was this advertising?  
-----

**Q4a.** Which of these things influenced your decision to visit the Northwest?  
(SHOW CARD C. Tick all that apply.)

- |   |   |
|---|---|
| 1. Seeing / hearing advert                | - |
| 2. Other advertising                      |   |
| 3. Article in newspaper / magazine        | - |
| 4. Recommended by friends / family        | - |
| 5. Been before                            |   |
| 6. visitchester.com                       | - |
| 7. visitlancashire.com                    |   |
| 8. visitmanchester.com                    | - |
| 9. visitenglandsnorthwest.com             |   |
| 10. Other website (Please write in below) |   |
| 11. Other (Please write in below)         | - |

-----  
**Interviewer tick box if any mention is made of**  
Taste of Lancashire. ☐  
Cheshire's year of Gardens. ☐  
Manchester events ☐

**Q4b.** (If advertising mentioned above)  
Where was this advertising?  
-----

**Q5.** How often do you typically visit  
a) Liverpool?  
b) Northwest England?

	a)	b)
1. At least once a week		
2. At least once a month		
3. 2-6 times a year		
4. 6-11 times a year		
5. Annually		
6. Less often		
7. This is my first visit		

**Q6.** On a scale of 1 to 5 where 1 is "not at all" and 5 is "very", how important were the following factors in influencing your decision to make this visit to the Northwest? (Showcard D).

- |   |                      |
|---|----------------------|
| a. Capital of culture status            | <input type="text"/> |
| b. Capital of culture events / displays | <input type="text"/> |
| c. Other events                         | <input type="text"/> |
| d. Shopping facilities                  | <input type="text"/> |
| e. Visitor attractions                  | <input type="text"/> |
| f. World heritage site status           | <input type="text"/> |
| g. A Taste of Lancashire                | <input type="text"/> |
| h. Cheshire's year of Gardens           | <input type="text"/> |
| i. Manchester events                    | <input type="text"/> |

#### Profile of the visit

**Q7a** Which of these describes the personal group you are travelling with?  
(SHOW CARD E. Tick all that apply)

- |                          |   |
|--------------------------|---|
| 1. On my own             |   |
| 2. With partner / spouse | - |
| 3. With children         |   |
| 4. With family           | - |
| 5. With friends          |   |
| 6. Organised trip        | - |

**Q7b** How many nights are you staying for?  
-----

**Q7c** And where are you staying at this location  
(type and location)  
-----

**Q8** How did you travel to Liverpool today?  
(Tick all that apply)

- |          |                          |          |   |
|----------|--------------------------|----------|---|
| 1. Car   | <input type="checkbox"/> | 4. Ferry | - |
| 2. Train | <input type="checkbox"/> | 5. Plane |   |
| 3. Bus   | <input type="checkbox"/> | 6. Other | - |
- (Please Write in)

**Q9** How many people are there in your personal group?

- |             |                      |
|-------------|----------------------|
| a. Adults   | <input type="text"/> |
| b. Children | <input type="text"/> |

**Q10** How much would you estimate you have / will spend in total during this visit on... in...

		Liverpool	Northwest
Accommodation	£	<input type="text"/>	<input type="text"/>
Eating out	£	<input type="text"/>	<input type="text"/>
Shopping	£	<input type="text"/>	<input type="text"/>
Travel costs (in area)	£	<input type="text"/>	<input type="text"/>
Attractions / entertainment	£	<input type="text"/>	<input type="text"/>
Total estimated spend	£	<input type="text"/>	<input type="text"/>

## Experiences

**Q11** Do you have any comments to make about this visit (*Interviewer please prompt: What did / didn't you enjoy?*)

**Q12a** On a scale of 1 to 5, where 1 is 'not at all likely' and 5 is 'very likely', how likely are you to visit Liverpool again?

**Q12b** On a scale of 1 to 5, where 1 is 'not at all likely' and 5 is 'very likely', how likely are you to visit the Northwest again?

**Q13** On a scale of 1 to 5 where 1 is 'very poor' and 5 is 'very good', how would you rate the following aspects of your visit?



a. Transport to Liverpool	<input type="text"/>
b. Retail offering in Liverpool	<input type="text"/>
c. Visitor attractions in Liverpool	<input type="text"/>
d. Outdoor public art in the city	<input type="text"/>
e. Liverpool overall as Capital of Culture	<input type="text"/>

f. Transport to the Northwest	<input type="text"/>
g. Retail offering in the Northwest	<input type="text"/>
h. Visitor attractions in the Northwest	<input type="text"/>

Do you have any other comments you would like to make?

Ensure all demographic details have been completed:  
Thank respondent and close

## 6.3. Liverpool Destination Benchmarking Questionnaire

		<b>DESTINATION BENCHMARKING – LIVERPOOL</b>								
		ID No: <span style="border: 1px solid black; padding: 0 20px;">                    </span> (For office use)								
Date: ____/____/2008		Interviewer: _____								
Site: The Albert Dock -1 Pier Head -2 Mathew Street -3 08 Place, Whitechapel -4 South John St/Liverpool 1 -5 William Brown Street -6 Hope Street -7	Time: 1100-1300 -1 1301-1500 -2 1501-1700 -3 1701+ -4	Weather: Wet -1 Cloudy (completely overcast) -2 Sunny (or sunny intervals) -3								
<b>Interviewer please ensure above details are completed</b>										
Good morning/afternoon. I am from The Mersey Partnership, the Tourist Board for Liverpool. We are conducting a survey of visitors to Liverpool. It should only take a few minutes. Would you be willing to take part?										
Refusal	1	2	3	4	5	6	7	8	9	10
<b>1. Do you live in Liverpool?</b> Yes 1 - <i>Thank and close interview. Do not count to quota.</i> No 2 - <i>Go to Q2</i>										
<b>2. How close to the end of your visit are you?</b> <i>READ LIST - Circle one response</i> Just going -1 Will probably stay a little longer -2 About half way through -3										
<b>3a. What is your MAIN reason for visiting Liverpool?</b> <i>SHOWCARD 1a – Circle one response</i> Leisure/holiday -1 <i>Go to Q3b</i> Visiting friends or relatives -2 <i>Go to Q4</i> Shopping trip (special/non-reg.) -3 <i>Go to Q4</i> Business/attending a conference -4 <i>Go to Q3c</i> Language student -5 <i>Go to Q4</i> Shopping trip (regular/household) -6 <i>→ Close</i> Work/study here -7 <i>→ interview.</i> Other -8 <i>→ Do not count to quota</i>  Tick if any mention of Capital of Culture <input type="checkbox"/> Tick if any mention of Liverpool 1 <input type="checkbox"/>										
<b>LEISURE VISITORS</b>										
<b>3b. Which of the following are you on?</b> <i>SHOWCARD 1b – ONE RESPONSE ONLY</i> Day trip/outing from home -1 Day visit whilst on holiday in the area -2 Holiday/short break (staying in Liverpool) -3 Staying / visiting friends/relatives -4 Other (please specify) -5 .....										
<b>NOW GO TO Q4</b>										
<b>BUSINESS VISITORS</b>										
<b>3c. Which of the following are you on?</b> <i>READ LIST - Circle one response</i> Staying on business or attending a conference (in Liverpool) -1 Business visit for the day -2										
<b>ASK ALL</b>										
<b>4. Where do you live?</b> Home town..... County/Country.....										
<b>5a. Have you come from there today?</b> Yes -1 No -2										
<b>5b. Are you returning there today?</b> Yes -1 No -2										
<b>IF 'YES' TO BOTH Q5A AND Q5B GO TO Q7</b>										
<b>STAYING VISITORS</b>										
<b>6a. What sort of accommodation are you staying in?</b> Hotel -01 B&B/Guest House -02 Pub/Inn -03 Serviced apartment -04 Rented self catering accommodation -05 Touring caravan -06 Static caravan –owned -07 Static caravan – rented -08 Camping -09 Youth hostel -10 Narrowboat/boat/yacht -11 Holiday centre/village -12 Language school -13 Home of friend/relative -14 Second home -15 Timeshare -16										

<p>University accommodation -17</p> <p>Other (specify) -18</p> <p>.....</p> <p>6b <b><u>Where are you staying?</u></b></p> <p>Nearest town.....</p> <p>County.....</p> <p>6c <b><u>Are you staying overnight in Liverpool?</u></b></p> <p>Yes -1 Go to Q6d</p> <p>No -2 Go to Q7</p> <p>6d <b><u>How many nights are you spending in total in Liverpool?</u></b></p> <p style="text-align: center;"> <input style="width: 80px; height: 20px; border: 1px solid black;" type="text"/>               nights       </p> <p>6e <b><u>How much have/will you and your party be spending on your accommodation for the duration of your stay in Liverpool (incl. breakfast if included in the price of your accommodation)?</u></b></p> <p style="text-align: right;">£.....</p> <p>Put "0" if spent/expect to spend nothing</p> <p>Don't know/Can't recall/Refused -1</p> <p>6f <b><u>On a scale of 1 to 5 how would you rate accommodation in terms of the following:</u></b></p> <p style="text-align: center;">SHOWCARD 2 – enter one response</p> <table border="0" style="width: 100%;"> <tr> <td>Very poor</td><td>-1</td> <td>Good</td><td>-4</td> </tr> <tr> <td>Poor</td><td>-2</td> <td>Very good</td><td>-5</td> </tr> <tr> <td>Average</td><td>-3</td> <td>Don't know</td><td>-6</td> </tr> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">-quality of service provided</td> <td style="width: 50%;"></td> </tr> <tr> <td>-value for money</td> <td></td> </tr> </table>	Very poor	-1	Good	-4	Poor	-2	Very good	-5	Average	-3	Don't know	-6	-quality of service provided		-value for money		<p>Other website -9</p> <p>Other.....</p> <p>8c. <b><u>On a scale of 1 to 5, how important were the following in making your decision to visit Liverpool today?</u></b></p> <p style="text-align: center;">(SHOWCARD 4 Circle <u>one</u> response)</p> <table border="0" style="width: 100%;"> <tr> <td>Capital of Culture status</td> <td style="text-align: center;"><input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/></td> </tr> <tr> <td>A Capital of Culture event</td> <td style="text-align: center;"><input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/></td> </tr> <tr> <td>Shopping facilities</td> <td style="text-align: center;"><input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/></td> </tr> <tr> <td>Liverpool One</td> <td style="text-align: center;"><input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/></td> </tr> </table> <p>9. <b><u>What was the MAIN form of transport you used to reach Liverpool today?</u></b></p> <p style="text-align: center;">(SHOWCARD 5 Circle <u>one</u> response)</p> <table border="0" style="width: 100%;"> <tr> <td>Car/van/motorcycle/motorhome</td> <td>-1</td> <td>Go to Q10a</td> </tr> <tr> <td>Bus/coach service</td> <td>-2</td> <td>Go to Q11a</td> </tr> <tr> <td>Coach tour</td> <td>-3</td> <td>Go to Q11a</td> </tr> <tr> <td>Bicycle</td> <td>-4</td> <td>Go to Q11a</td> </tr> <tr> <td>Train/tram</td> <td>-5</td> <td>Go to Q11a</td> </tr> <tr> <td>Ferry</td> <td>-6</td> <td>Go to Q11a</td> </tr> <tr> <td>Narrowboat/yacht/boat</td> <td>-6</td> <td>Go to Q11a</td> </tr> <tr> <td>Walked</td> <td>-7</td> <td>Go to Q11a</td> </tr> <tr> <td>Aeroplane (through Liverpool John Lennon airport)</td> <td>-8</td> <td>Go to Q11a</td> </tr> <tr> <td>Other (please specify)</td> <td>-9</td> <td>Go to Q11a</td> </tr> </table> <p>.....</p>	Capital of Culture status	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	A Capital of Culture event	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	Shopping facilities	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	Liverpool One	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	Car/van/motorcycle/motorhome	-1	Go to Q10a	Bus/coach service	-2	Go to Q11a	Coach tour	-3	Go to Q11a	Bicycle	-4	Go to Q11a	Train/tram	-5	Go to Q11a	Ferry	-6	Go to Q11a	Narrowboat/yacht/boat	-6	Go to Q11a	Walked	-7	Go to Q11a	Aeroplane (through Liverpool John Lennon airport)	-8	Go to Q11a	Other (please specify)	-9	Go to Q11a
Very poor	-1	Good	-4																																																				
Poor	-2	Very good	-5																																																				
Average	-3	Don't know	-6																																																				
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Walked	-7	Go to Q11a																																																					
Aeroplane (through Liverpool John Lennon airport)	-8	Go to Q11a																																																					
Other (please specify)	-9	Go to Q11a																																																					

**VISITORS WITH OWN TRANSPORT**

10a **Have you used any of the City centre car parks today?**

Yes	-1	Go to Q10b
No	-2	Go to Q11

**VISITORS USING CAR PARKS**

10b **How easy did you find it to park in the City centre?**

READ LIST - Circle one response

Very difficult	-1	Quite easy	-4
Quite difficult	-2	Very easy	-5
Neither particularly difficult or easy	-3	Don't know	-6

10c. **How would you rate the cost of parking in Liverpool?**

READ LIST- Circle one response

Very expensive	-1	Reasonable	-4
Quite expensive	-2	Very reasonable	-5
About average	-3	Don't know	-6

**DAY VISITORS**

7a. **Approximately what time did you arrive in Liverpool today?**

..... (24 hr clock – to the nearest hour)

7b. **And approximately what time do you expect to leave Liverpool today?**

..... (24 hr clock – to the nearest hour)

**ASK ALL**

8a **Is this your first ever visit to Liverpool?**

Yes -1      No -2

8b **Which, if any, of the following influenced your visit to Liverpool?**

(SHOWCARD 3 Circle one response)

Advert for Liverpool	-1
Advert for event	-2
Other advertising	-3
Article in newspaper magazine	-4
Recommended	-5
Been before	-6
visitliverpool.com	-7
Liverpool08.com	-8



## ASK ALL

Read out: We are interested in your opinion of various aspects of Liverpool.

- 11a. On this scale of 1 to 5 how would you rate your overall satisfaction with the following aspects of Liverpool:

[SHOWCARD 2 Again – Enter 1 response]

Very poor	-1	Good	-4
Poor	-2	Very good	-5
Average	-3	Don't know	-6

Write in -7 if did not use

i) Visitor attractions & other places to visit:	
-range	
-quality of service*	
-value for money	
ii) Places to eat & drink:	
-range	
-quality of service*	
-value for money	
iii) Shops:	
-range	
-quality of the shopping environment	
-quality of service*	
iv) Ease of finding way around:	
-road signs	
-pedestrian signs	
-display maps & info. boards	
v) Public toilets:	
-availability	
-cleanliness	
vi) Cleanliness of streets:	
vii) Quality and maintenance of streets & public spaces:	
viii) Design & quality of green spaces:	
ix) Upkeep of parks & open (green) spaces:	
x) Choice of nightlife/ evening entertainment:	
xi) Accessible for those with disabilities:	
xii) Family friendliness:	
xiv) Overall impression of Liverpool in terms of:	
-general atmosphere	
-feeling of welcome	

12. Thinking about your visit to Liverpool, how far would you agree or disagree with the following statements on this scale?

[SHOWCARD 6 – Enter one response]

Disagree strongly	-1	Agree	-4
Disagree	-2	Agree strongly	-5
Neither disagree nor Agree	-3	Don't know	-6

a) I felt quite safe from crime in Liverpool	
b) As a pedestrian in Liverpool I felt quite safe from the traffic	
c) Liverpool is a safer place to visit than I expected	

- 13a. Have you been into a Tourist Information Centre in Liverpool during your visit?

Yes	-1	Go to Q13b
No	-2	Go to Q14

## VISITORS USING A TIC

- 13b. And which TIC did you use?

Albert Dock	-1
08 Place, Whitechapel	-2
Liverpool Airport	-3

- 13c. How would you rate this Tourist Information Centre in terms of...?

-ease of finding	
-quality of service	
-usefulness of information received	

## ASK ALL

- 14a. Which attractions have you visited, or do you plan to visit, during this trip?  
(SHOWCARD 7 – circle all that apply)

20 Forthlin Road/Mendips	
52 Rodney Street	
Albert Dock	
Anfield Stadium & Museum Tour	
Beatles Story	
Bluecoat	
Cains Brewery	
Empire Theatre Liverpool	
Everton Stadium Tour	
Everyman Theatre	
Liverpool Cathedral	
Mersey Ferries	
Merseyside Maritime Museum	
Metropolitan Cathedral	
National Conservation Centre	
Playhouse Theatre	
St. George's Hall	
Tate Liverpool	
Unity Theatre	
Victoria Gallery & Museum	
Walker Art Gallery	
Williamson's Tunnels	
World Museum Liverpool	
Other (please specify)	

- 14c&d Have you already visited or plan to visit any special events during this trip?  
(Please Write in)

c) Special Event already visited

d) Special Event plan to visit

15. **Which tours have you been on, or do you plan to go on, during this trip?**  
(SHOWCARD 8 – circle all that apply)

City Sightseeing Tour (red one)	<input type="checkbox"/>
Open Top Bus (white/live guide)	<input type="checkbox"/>
Guided Walk	<input type="checkbox"/>
Magical Mystery Tour (Beatles)	<input type="checkbox"/>
Yellow Duckmarine	<input type="checkbox"/>
Shiverpool tours	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

16. **In which area of Liverpool, if any, have/will you shop on this visit?**  
(SHOWCARD 9 – circle all that apply)

Church Street	1
Liverpool One	2
Albert Dock	3
London Road	4
Clayton Square	5
St John's	6
Met Quarter	7
Cavern Walks	8
Bold Street	9
Heritage Market at Stanley Dock	10
Other (please specify):	11

17. **How would you rate the overall enjoyment of your visit to Liverpool?**

READ LIST- Circle one response

Very low	-1	High	-4
Low	-2	Very high	-5
Average	-3	Don't know	-6

18. **What did you like most about Liverpool?**

19. **What, if anything, spoilt your visit to Liverpool?**

- 20a **How likely are you to recommend Liverpool to someone else?**

READ LIST- Circle one response

Very unlikely	-1	Go to Q20b
Unlikely	-2	Go to Q20b
Possibly	-3	Go to Q21
Likely	-4	Go to Q21
Very likely	-5	Go to Q21
Don't know	-6	Go to Q21

#### VISITORS UNLIKELY TO RECOMMEND LIVERPOOL

- 20b **Why do you say that you are not likely to recommend Liverpool?**

.....  
.....

#### ASK ALL

21. **Thinking about today as a whole, how much do you and your immediate party expect to spent by the end of the day in Liverpool on the following:**

a) Eating & drinking (in cafes, pubs, restaurants, hotels etc.)	£
b) Shopping (including souvenirs guidebooks, clothes, sweets, drinks, food, other purchases)	£
c) Entertainment including admissions to attractions, theatre/cinema tickets, guided tours)	£
d) Travel & transport in Liverpool (including fuel, fares, car parking charges)	£

- e) **How many people do these amounts cover?**

People

22. **Including yourself, how many people in your immediate party are male and female, and which of these age groups do they fall into?**  
(SHOWCARD 10 – write in numbers)

	Age	Male	Female
a	0-15		
b	16-24		
c	25-34		
d	35-44		
e	45-54		
f	55-64		
g	65-74		
h	75+		

Refused -1

MARK 'R' NEXT TO THE RESPONDENT

For entries in "a" (less than 16 years old), ask what their relationship is to the respondent (e.g. child, grandchild)

.....



23. **Are you part of an organised group or coach party?**

Yes -1  
No -2

24. **Which of the following categories applies to the chief income earner in your household?**  
(SHOWCARD 11 – circle one response)

Employed full-time  
(30+ hrs per week) -01 Go to Q25  
Employed part-time  
(8-29 hrs per week) -02 Go to Q25  
Self-employed -03 Go to Q25  
Retired -04 Go to Q25  
Full-time student living at home -05 Go to Q25  
Full-time student living away -06 Go to Q26  
Unemployed -07 Go to Q26  
Refused -08

**OCCUPATION / FORMER**

25. **What is/was the principal occupation of the chief income earner in your household in terms of:**

Industry/type of company:

.....

Position/job title:

.....

**ASK ALL**

26. **What is your postcode? (this information is used solely so that we can map responses to this survey)**

.....

27. **For the purpose of back-checking the questionnaire, could I have your name and home telephone number? I should emphasise that this will be treated in the strictest confidence.**

Name of respondent:

.....

Home Tel No:

.....

**THANK YOU FOR YOUR TIME. YOUR VIEWS AND RESPONSES ARE IMPORTANT TO US AND WILL BE TREATED IN THE STRICTEST CONFIDENCE.**

## 6.4. Methodology Timescales

What follows is the timescale for this project and key milestones, subject to external input by outside bodies.

Date	Action
July 2008	Schematic of model
	Identification of key data inputs
August 2008	Receipt of initial '08 events report/data (and thence at event +3 months timing)*
	Receipt of draft 06/07 STEAM data*
	Desk research / scoping
September 2008	Model construction and testing
October 2008	Full methodology published (applied as indicator to initial data)
November 2008	Data mining of existing datasets
January 2009	Receipt of final dataset*
	Close on data inputs
February 2009	Initial draft of 2008 data
May 2009	Input of recent STEAM data*
July 2009	Input of recent IPS data*
August 2009	Final modelling and Quality Checks
October 2009	Final report
	Evaluation

\*Denotes external input critical to timeline. Delay to these components will have an effect of delaying later components.