
LIVERPOOL CITY REGION SURVEY

2015

CITY REGION SUMMARY REPORT

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North West Research

This study has been produced by the in-house research team at the Liverpool City Region Local Enterprise Partnership. The team produces numerous key publications for the area, including the annual Digest of Tourism Statistics, in addition to collating key data and managing many regular research projects such as Hotel Occupancy and the Merseyside Visitor Survey.

Under the badge of North West Research (formerly known as England's Northwest Research Service) the team conducts numerous commercial research projects, with a particular specialism in the visitor economy and event evaluation. Over the last 10 years, North West Research has completed over 250 projects for both public and private sector clients.



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INTRODUCTION

1.1: BACKGROUND

The Liverpool City Region Visitor Survey is conducted every 5 years, providing valuable profiling data of visitors to the area for use by Liverpool City Region Local Enterprise Partnership and its key partners. In addition to establishing a demographic profile of visitors, the survey also explores motivations for visiting, the effectiveness of marketing tools and the expenditure of visitors to the area.

The survey covers the following districts:

- | | | | |
|---|-----------|---|------------|
| - | Halton | - | Sefton |
| - | Knowsley | - | St. Helens |
| - | Liverpool | - | Wirral |

This report presents the combined findings for each district of the Liverpool City Region.

1.2: RESEARCH OBJECTIVES

The following are the key research objectives of this project:

- **Visitor profile & behaviour including:**
 - Age and gender profile
 - Origin of visitors
 - Group profile
 - Employment status
 - Social grade (NRS)
 - Disability
 - Ethnicity
 - Visit type
 - Accommodation used
 - Transport used
- **Motivations of visitors including:**
 - Reasons for visiting
 - Frequency of visit
 - Marketing influences
- **Visitor Satisfaction**
 - Satisfaction ratings
 - Likelihood of recommending
- **Website Usage**
 - Use of destination websites
- **Spend of visitors:**
 - Spend by category of spend

1.3: METHODOLOGY

Throughout August – October 2015 a programme of face-to-face interviews was conducted within each district of the Liverpool City Region. 893 interviews were achieved using North West Research field staff and a 5-7minute questionnaire (included in the appendix). A filter question was used to ensure only visitors to each district were interviewed, excluding residents.

The following locations were used:

Knowsley

- National Wildflower Centre
- Knowsley Safari Park
- Kirby Town Centre
- Acorn Farm

Liverpool

- Mathew Street
- William Brown Street
- Church Street / Lord Street
- Pier Head
- Lime Street Station
- Hope Street

Sefton

- Another Place – Crosby Beach
- Southport Pier
- Chapel Street
- Lord Street / Nevill Street

Wirral

- Lady Lever Art Gallery
- Wirral Country Park
- New Brighton / Marine Point
- Port Sunlight Museum
- Ness Gardens
- Carr Farm
- Birkenhead Town centre
- Woodside
- Burton Mere

St.Helens

- World of Glass
- Town Centre / Church Sq
- Dream
- Haydock Racecourse
- Saints

Halton

- Norton Priory
- Catalyst Centre

In order to ensure that the research was as robust as possible, the following elements were built into the sampling:

- Surveying during term-time and school holidays
- Weekends and weekdays covered
- Random sampling techniques employed.

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VISITOR PROFILE

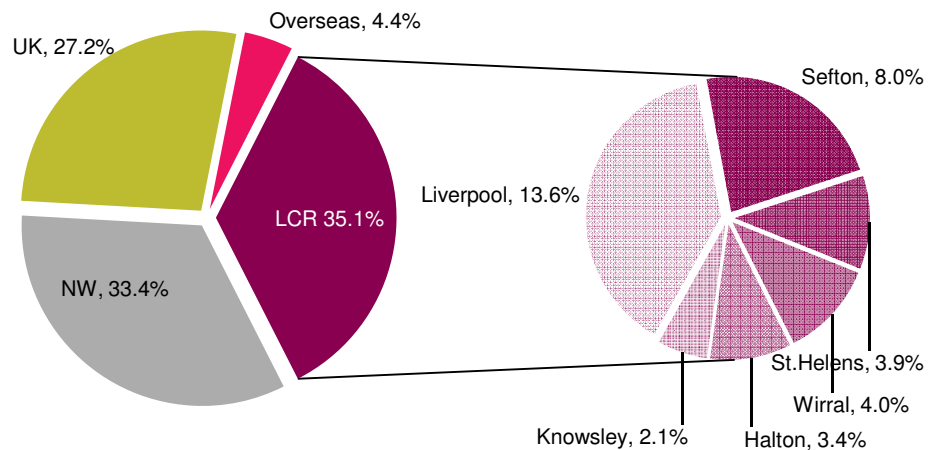
2.1: VISITOR ORIGIN

All visitors were asked to indicate their origin; although this was initially pressed for in postcode, if they were unwilling to provide this, the interviewer probed for home town or county.

The origin of visitors to the Liverpool City Region is fairly evenly spread between the City Region itself (35%), elsewhere in the North West (33%) and elsewhere in the UK (27%). 4% of visitors were from overseas. 14% of visitors came from the Liverpool district.

Within the North West (outside LCR), 13% came from Cheshire, 10% from Greater Manchester, 9% from Lancashire and 2% from Cumbria.

Elsewhere in the UK, the main sources of visitor were Yorkshire (5%), North Wales (4%), the West Midlands (4%) and the North East (3%).

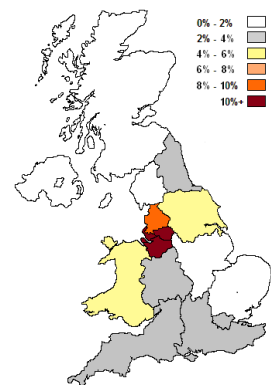


These are just a few of the regions that overseas visitors came from:

Western Europe 1%

Australia 1%

North America 2%



Breakdown of UK visitors:

Yorkshire	(5%)
North Wales	(4%)
West Midlands	(4%)
North East	(3%)
London	(2%)
South East	(2%)
South West	(2%)
Scotland	(2%)
East Midlands	(1%)
Wales (elsewhere)	(1%)
East	(1%)
Northern Ireland	(1%)

2.1: VISITOR ORIGIN – CONT'D

LOCAL LEVEL ORIGIN

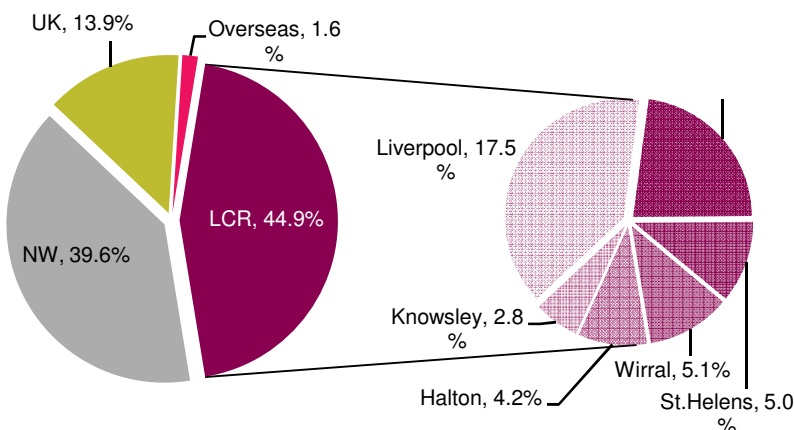
	City Region	Liverpool	Sefton	Wirral	Knowsley	St Helens	Halton
Liverpool	13.6%	-	26.6%	12.6%	31.0%	9.1%	10.0%
Sefton	8.0%	13.9%	-	5.8%	12.4%	5.4%	-
Wirral	4.0%	10.0%	3.9%	-	4.1%	1.1%	-
Knowsley	2.1%	1.3%	1.6%	2.6%	-	3.2%	30.0%
St Helens	3.9%	3.5%	3.9%	5.2%	8.3%	-	-
Halton	3.4%	2.2%	0.8%	2.6%	4.1%	7.0%	-

	City Region	Liverpool	Sefton	Wirral	Knowsley	St Helens	Halton
Cheshire	12.6%	1.7%	1.6%	29.3%	10.3%	16.1%	50.0%
Cumbria	1.6%	0.4%	2.3%	-	0.7%	4.8%	-
Gtr Manchester	10.1%	6.1%	7.8%	5.2%	11.0%	21.5%	-
Lancashire	9.1%	4.8%	19.5%	5.2%	9.0%	11.8%	-
Elsewhere UK	27.2%	45.7%	31.3%	30.4%	9.0%	13.4%	10.0%
Overseas	4.4%	10.4%	0.8%	1.0%	-	6.5%	-

Visitor origin varies considerably by district. Liverpool attracts a high proportion of visitors from elsewhere in the UK (46%) and a high proportion of overseas visitors (10%). Elsewhere, origin proportions correspond quite logically with geographies, with Sefton attracting high proportions from Liverpool and Lancashire, Wirral attracting high proportions from Cheshire and elsewhere in the UK, Knowsley with a high proportion from Liverpool, St Helens with a high proportion from Greater Manchester, and Halton with a high proportion from Cheshire.

2.1.1: VISITOR ORIGIN – DAY VISITORS

The following origin results show where day visitors to the City Region came from:



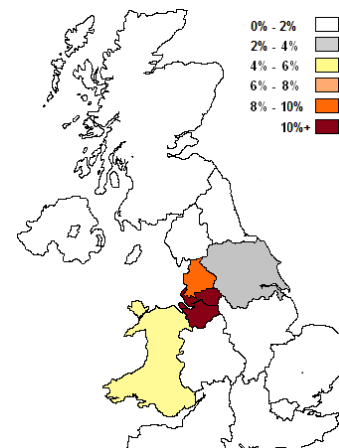
The GB Day Visitor Survey 2014 found that the average distance travelled on a tourism day trip in the North West was 47 miles. This corresponds with the findings of this survey, with 85% of day visitors to the Liverpool City Region coming from within the North West region - 45% from the Liverpool City Region and 40% from elsewhere in the North West.

Within the North West, 16% came from Cheshire, 12% from Greater Manchester, 10% from Lancashire and 2% from Cumbria.

Wales, Yorkshire and the West Midlands were the main sources of day visitor from elsewhere in the UK.

Breakdown of UK visitors:

Wales	(4%)
Yorkshire	(3%)
West Midlands	(2%)
North East	(1%)
London	(1%)
Scotland	(1%)
East Midlands	(1%)
South East	(1%)



2.1.1: VISITOR ORIGIN – DAY VISITORS - CONT'D

LOCAL LEVEL ORIGIN

	City Region	Liverpool	Sefton	Wirral	Knowsley	St Helens	Halton
Liverpool	17.5%	-	38.2%	16.3%	31.7%	9.9%	11.1%
Sefton	10.2%	25.4%	-	6.8%	12.9%	5.8%	-
Wirral	5.1%	17.5%	5.6%	-	4.3%	1.2%	-
Knowsley	2.8%	2.4%	2.2%	3.4%	-	3.5%	33.3%
St Helens	5.0%	6.3%	5.6%	6.1%	8.6%	-	-
Halton	4.2%	3.2%	1.1%	3.4%	4.3%	7.6%	-

	City Region	Liverpool	Sefton	Wirral	Knowsley	St Helens	Halton
Cheshire	16.1%	3.2%	2.2%	36.7%	10.8%	17.5%	55.6%
Cumbria	1.6%	0.8%	1.1%	-	0.7%	4.7%	-
Gtr Manchester	12.1%	9.5%	10.1%	4.1%	11.5%	23.4%	-
Lancashire	9.8%	5.6%	28.1%	2.0%	8.6%	11.1%	-
Elsewhere UK	13.9%	23.8%	5.6%	20.4%	6.5%	11.1%	-
Overseas	1.6%	2.4%	-	0.7%	-	4.1%	-

Sefton, the Wirral and Elsewhere in the UK were the main sources of day visits to Liverpool. For Sefton, the main sources were Liverpool and Lancashire; for the Wirral, the main sources were Cheshire and Elsewhere in the UK; in Knowsley it was Liverpool and Sefton; in St Helens it was Greater Manchester and Cheshire; in Halton it was Cheshire and Knowsley.

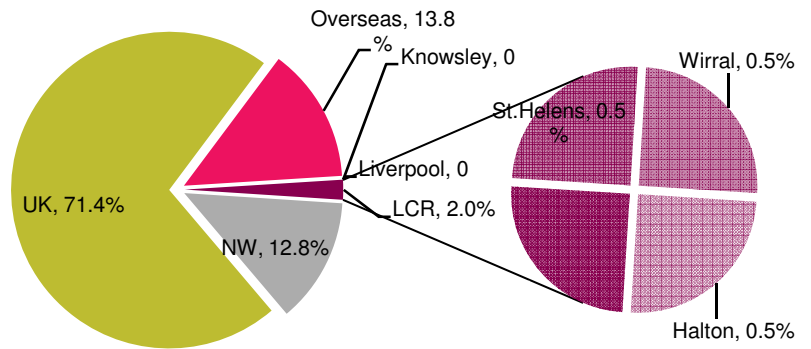
2.1.2: VISITOR ORIGIN – STAYING VISITORS

The following results apply to those visitors on a staying trip to the City Region

The majority of staying visitors came from elsewhere in the UK (outside the North West), (71%). 14% came from overseas and only 13% came from within the North West.

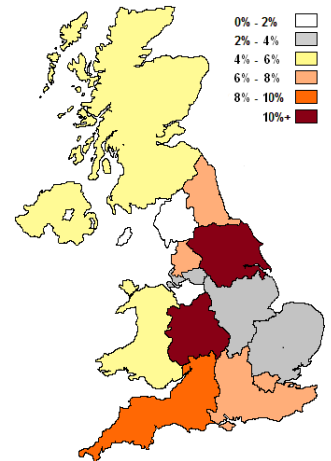
There was quite a wide spread of visitor origin from throughout the UK. Yorkshire and the West Midlands were the top two sources (12% and 10%) followed by the South West (9%) and the North East (8%).

Within the North West, 7% came from Lancashire, followed by 3% from Greater Manchester, 2% from Cumbria and 1% from Cheshire.



Breakdown of UK visitors:

Yorkshire	(12%)
West Midlands	(10%)
South West	(9%)
North East	(8%)
Wales	(6%)
London	(6%)
South East	(6%)
Scotland	(5%)
Northern Ireland	(4%)
East Midlands	(3%)

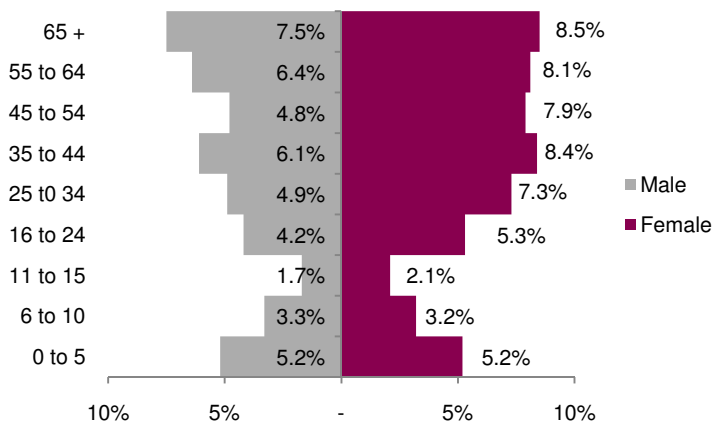


Based on this:

- 21% of visitors were children, a much lower proportion than in 2010 (29%).
- 22% were aged 16-34, compared to 16% in 2010.
- 16% were aged 65 or older (17% in 2010)
- 44% were Male / 56% Female, compared to 48% Male; 52% Female in 2010.

2.2.1: GROUP COMPOSITION – ALL RESPONDENTS

The pyramid-chart presents the age and gender profile of all group members:



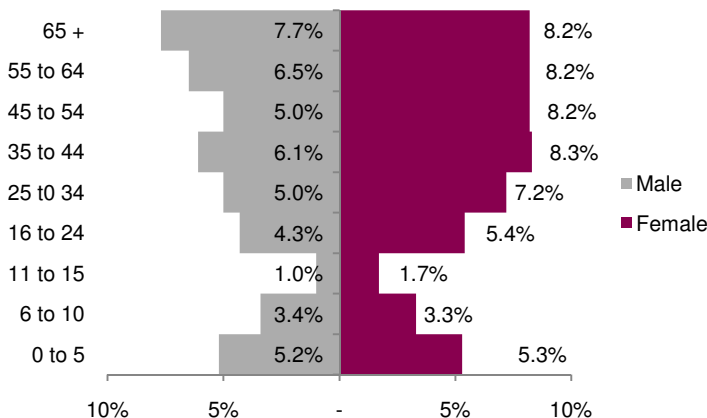
	2010		2015	
	Male	Female	Male	Female
0 to 5	4.6%	3.5%	5.2%	5.2%
6 to 10	6.7%	5.8%	3.3%	3.2%
11 to 15	3.5%	4.7%	1.7%	2.1%
16 to 24	2.4%	3.6%	4.2%	5.3%
25 to 34	4.6%	5.7%	4.9%	7.3%
35 to 44	7.6%	8.5%	6.1%	8.4%
45 to 54	5.3%	5.6%	4.8%	7.9%
55 to 64	5.4%	6.0%	6.4%	8.1%
65 +	8.4%	8.2%	7.5%	8.5%

2.2.2: GROUP COMPOSITION – EXCLUDING ORGANISED GROUPS

The pyramid-chart presents the age and gender profile of all group members, excluding those who visited as part of an organised group:

Based on this:

- 20% of visitors were children
- 22% were aged 16-34
- 16% were aged 65 or older
- 44% were Male / 56% Female



2.3: EMPLOYMENT STATUS

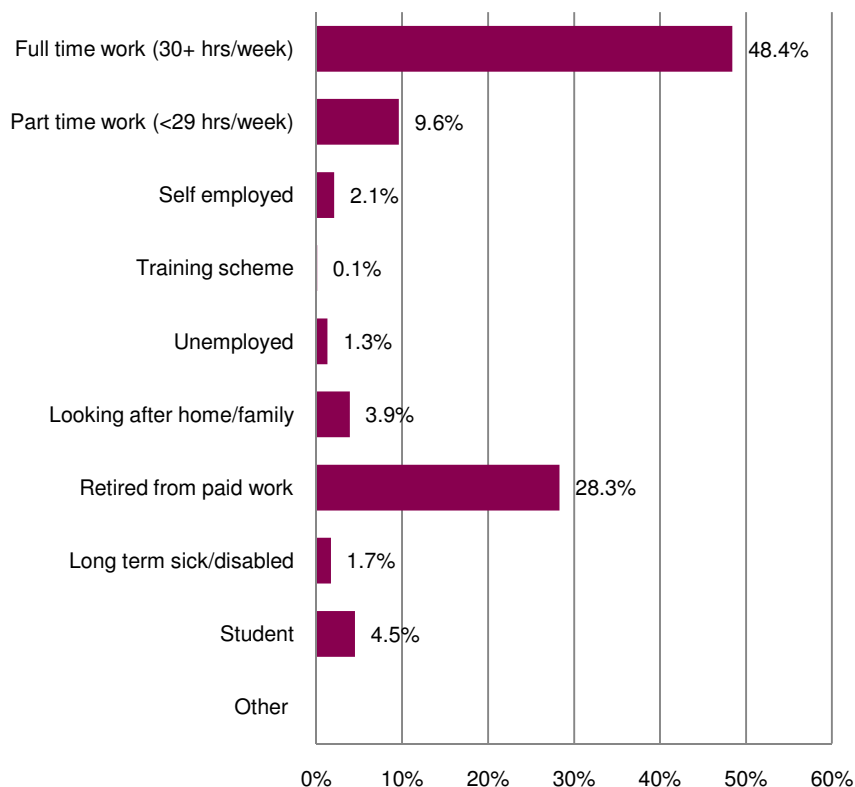
Respondents were asked which of the following best described their main activity:

60% of the respondents were in some form of employment whilst 28% were retired.

Proportions are reasonably similar across all districts although Knowsley had a higher percentage of visitors in employment (79%) and lower percentage who were retired (12%).

Further exploration of these figures shows that:

- Most employed visitors were in the City Region to visit an attraction (40%).
- Over a quarter of the retired visitors were also in the City Region to visit an attraction (32%), whilst a tenth were here visiting friends or relatives (17%).



	City Region	Liverpool	Sefton	Wirral	Knowsley	St Helens	Halton
Full time work	48.4%	42.2%	43.8%	46.1%	60.7%	52.2%	50.0%
Part time work	9.6%	6.9%	20.3%	7.9%	13.1%	5.4%	-
Self employed	2.1%	1.7%	-	-	4.8%	3.2%	20.0%
Training Scheme	0.1%	0.4%	-	-	-	-	-
Unemployed	1.3%	0.4%	0.8%	0.5%	2.1%	3.2%	-
Looking after home/family	3.9%	3.0%	0.8%	6.8%	5.5%	2.7%	10.0%
Retired from paid work	28.3%	33.6%	27.3%	33.0%	11.7%	30.6%	20.0%
Long term sick/disabled	1.7%	4.7%	-	-	0.7%	1.6%	-
Student	4.5%	6.9%	7.0%	5.8%	1.4%	1.1%	-

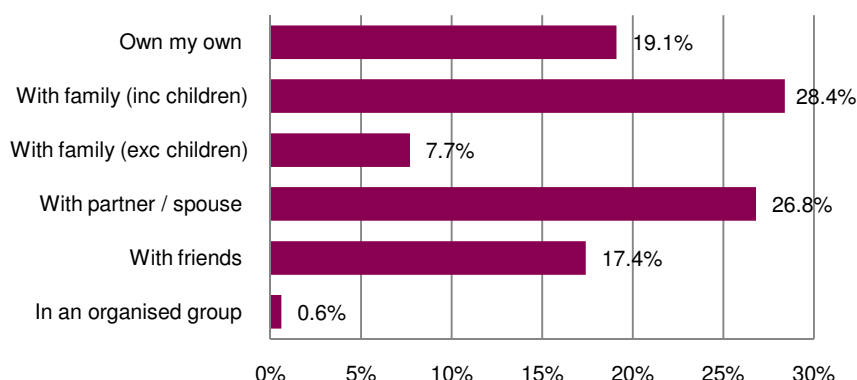
2.4: GROUP PROFILE

The two main group profiles were families with children (28%) and 'with partner/spouse' (27%).

Quite a high proportion were travelling on their own (19%). Liverpool and St Helens had particularly high proportions of people travelling on their own (28% and 27%).

By comparison, the 2010 survey found that just 7% of visitors were travelling on their own, 48% with family (inc children).

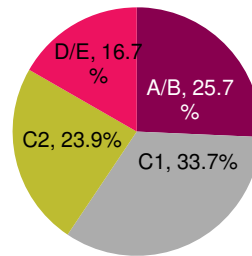
Knowsley stands out as the district with predominantly family (inc children) visits – 76% whilst Halton attracts mainly family (exc children) visits – 89%.



	City Region	Liverpool	Sefton	Wirral	Knowsley	St Helens	Halton
On my own	19.1%	27.8%	8.8%	17.5%	8.6%	26.8%	-
With family (inc children)	28.4%	15.0%	16.8%	17.5%	76.4%	24.4%	-
With family (exc children)	7.7%	8.4%	5.6%	13.8%	1.4%	7.1%	88.9%
With partner / spouse	26.8%	26.9%	54.4%	26.5%	5.0%	25.6%	-
With friends	17.4%	21.1%	14.4%	24.3%	7.1%	16.1%	11.1%
In an organised group	0.6%	0.9%	-	0.5%	1.4%	-	-

2.5: SOCIAL GRADE

The NRS (National Readership Survey) classification system was used to assess social grade of respondents.



- 59% of respondents were in ABC1 social grades, 41% C2DE.

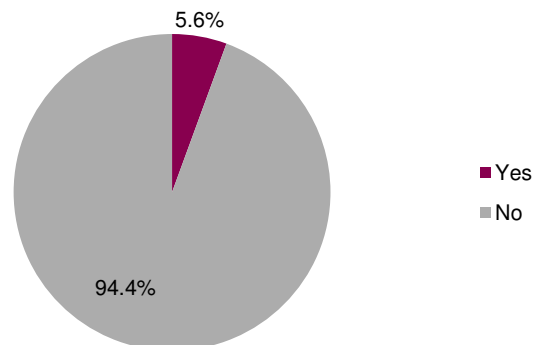
- Of the 8% of respondents who considered themselves to be disabled, 5.6% said that they had experienced access or communication barriers that prevented them from accessing the location.

- 96% of respondents were white British.

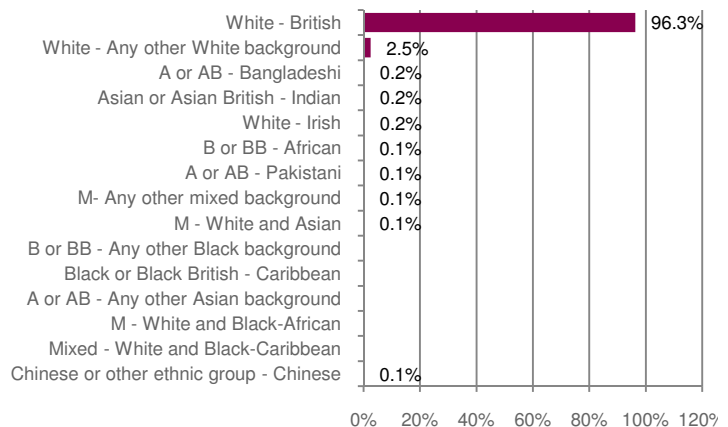
2.6: DISABILITY & BARRIERS

Respondents were asked if they considered themselves to be disabled. 8% replied 'yes'. These people only were then asked if there were any access or communication barriers which prevented them from accessing the location.

Were there any access or communications barriers that prevented you from accessing this location?



2.7: ETHNICITY



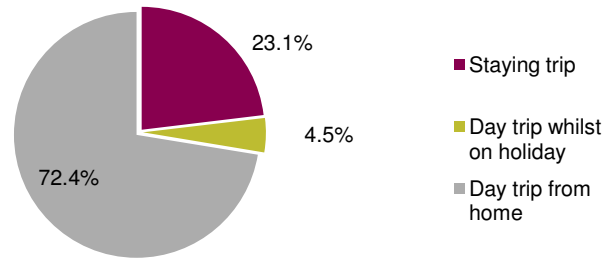
3

VISIT PROFILE

3.1: TYPE OF VISIT

The questionnaire included a number of additional questions on type of visit and, for staying visitors, where they were staying and accommodation used.

TOTAL VISITORS

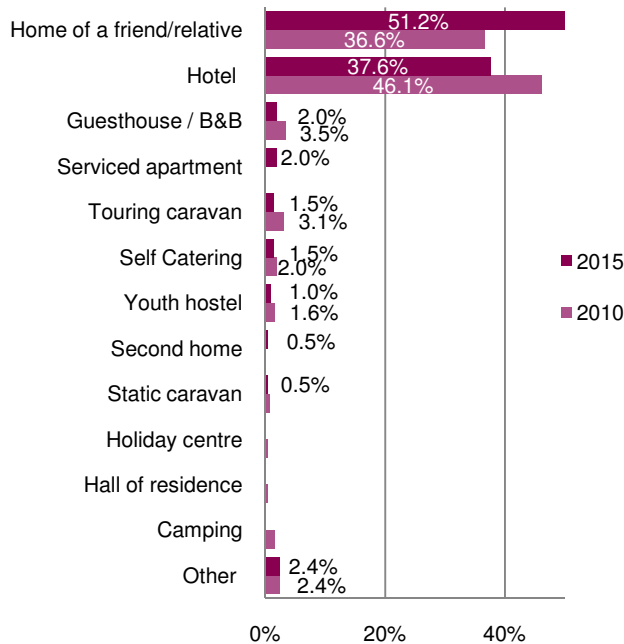


Almost three quarters were on a day trip from home (72%) whilst 23% were staying visitors.

Liverpool had the highest proportion of staying visitors – 46%, whilst in Knowsley, St. Helens and Halton, the day trip market accounted for over 90% of visitors.

	City Region	Liverpool	Sefton	Wirral	Knowsley	St Helens	Halton
Staying trip	23.1%	45.5%	29.9%	23.0%	1.4%	8.1%	10.0%
Day trip whilst on holiday	4.5%	4.8%	0.8%	4.7%	2.1%	8.6%	-
Day trip from home	72.4%	49.8%	69.3%	72.3%	96.5%	83.3%	90.0%

3.2: ACCOMMODATION - STAYING VISITORS



Most staying visitors chose to stay with their friends or relatives (51%). 38% were staying in hotels. By comparison in 2010, 37% of visitors were staying with friends/relatives, 46% were staying in hotels.

Visitors were most likely to stay within the Liverpool City Region.

Location of accommodation:

- District: 84.2%
- Elsewhere LCR: 10.4%
- Elsewhere in NW: 4.5%
- Further afield: 1.0%

The average length of stay was 3.5 nights.

4

VISIT MOTIVATION

4.1: VISIT MOTIVATION

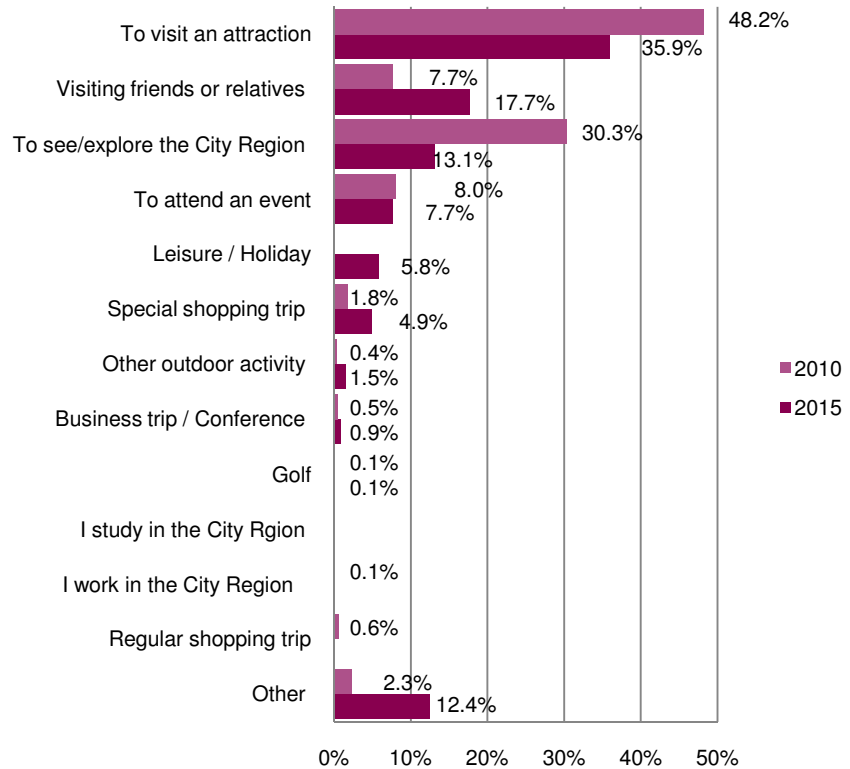
The main reason for visiting the City Region was to visit an attraction, although the proportion of visitors citing this as their main motivation was significantly lower than in 2010 – 36% in 2015 compared to 48% in 2010. (Details of individual attractions can be found in Appendix A.)

The next most common motivation was to visit friends/relatives – 18% of visits compared to just 8% in 2010.

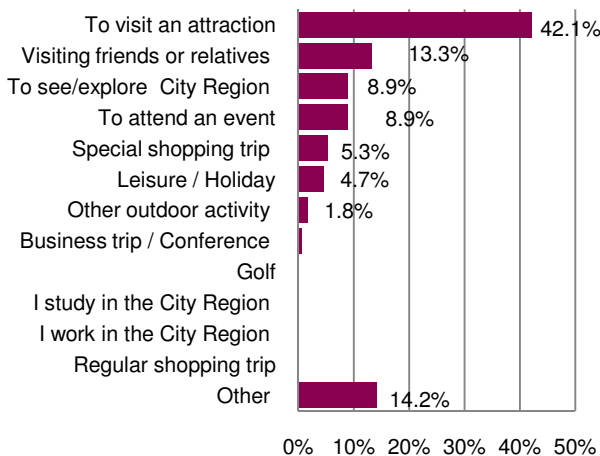
13% of visits were to see/explore the City Region (compared to 30% in 2010) and 8% were to attend an event (the same proportion as in 2010).

Motivations are different for day and staying visitors. Visiting an attraction was by far the biggest motivator for day visitors (42% of day visitors, compared to just 16% of staying visitors). The main motivators for staying visitors were visits to friends/relatives and to see/explore the City Region.

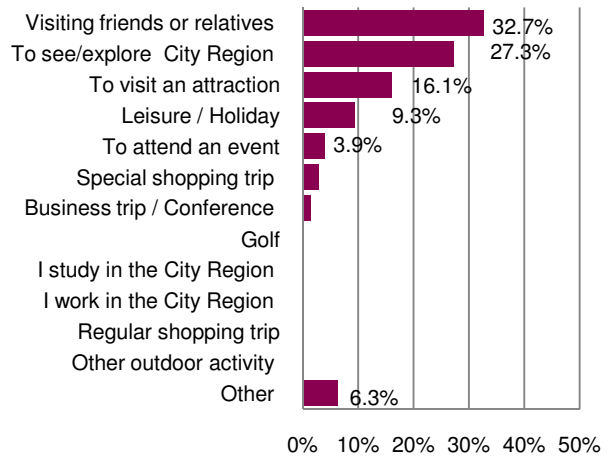
All visitors were asked to indicate what the main purpose was of their visit to the area.



4.1.1: VISIT MOTIVATION – DAY VISITORS



4.1.2: VISIT MOTIVATION – STAYING VISITORS



4.1: VISIT MOTIVATION – CONT'D

	City Region	Liverpool	Sefton	Wirral	Knowsley	St Helens	Halton
To see/explore City Region	13.1%	33.6%	16.4%	7.3%	-	0.5%	22.2%
To attend an event	7.7%	8.2%	0.8%	1.0%	4.9%	21.4%	-
To visit an attraction	35.9%	8.2%	13.3%	37.2%	74.1%	54.4%	66.7%
Visiting friends or relatives	17.7%	16.8%	20.3%	32.5%	4.9%	12.1%	11.1%
Leisure / holiday	5.8%	7.8%	21.1%	3.1%	-	-	-
Golf	0.1%	-	-	0.5%	-	-	-
Other outdoor activity	1.5%	-	7.0%	0.5%	-	1.6%	-
Business / conference	0.9%	2.6%	-	0.5%	0.7%	-	-
Special Shopping trip	4.9%	5.6%	2.3%	2.6%	5.6%	7.7%	-
Other	12.4%	17.2%	18.8%	14.7%	9.8%	2.2%	-

Visit motivations varied considerably by district. Visiting an attraction was the main motivation for 74% of visitors to Knowsley and 67% of visitors to Halton, compared to just 8% of visitors to Liverpool and 13% of visitors to Sefton. Seeing/exploring the City Region was the main reason for visits to Liverpool, followed by visits to friends/relatives and 'other'. 'Other' included a large variety of activities, about a third of which were routine appointments/activities, two thirds of which were day out-type activities such as visiting attractions/areas, meeting friends, eating out and just general trips out.

Relative to other districts, events were important for St. Helens (the main motivation for 21% of visitors). Sefton was the district with the highest proportion of visitors with leisure/holiday as their main motivation.

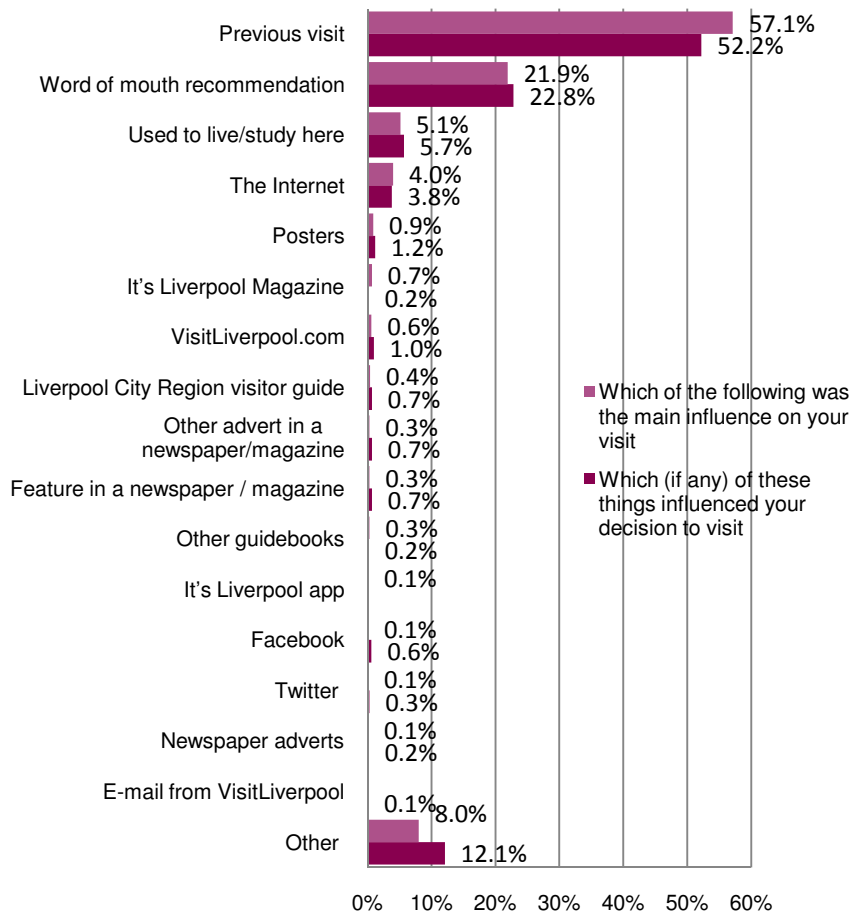
4.2: MARKETING INFLUENCES

By far the most significant influence on visiting was having been before (the main influence for 57% of visitors).

22% of respondents were mainly influenced by a 'word of mouth' recommendation.

The results suggest that adverts and guides had very little influence on the decision to visit.

Respondents were asked to indicate what had influenced their visit to the Liverpool City Region. The following answers were provided:



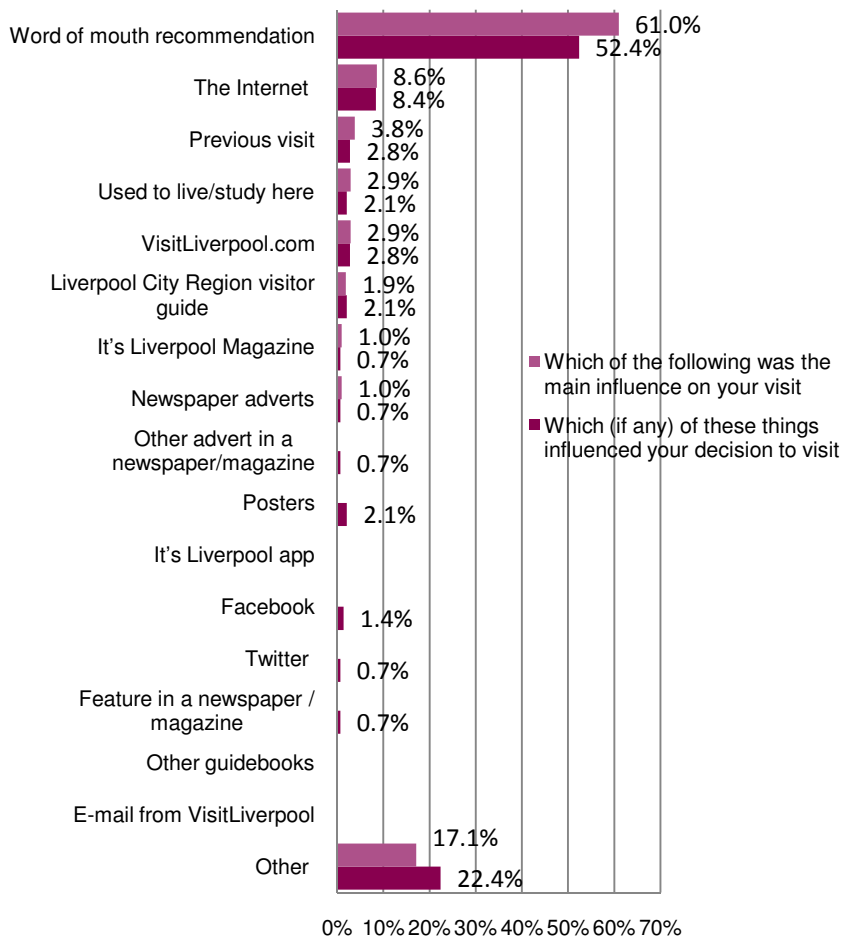
4.2.1: MARKETING INFLUENCES – FIRST TIME VISITORS

The chart below shows only the responses provided by first time visitors to the City Region.

For first time visitors, word of mouth recommendation was the main influence on visiting for 61% of visitors.

The next most important influence was the internet (the main influence for 9% of visitors).

VisitLiverpool.com was the main influence for 3% of first time visitors.



A high proportion of visitors visit the City Region regularly. In total, 61% visit at least 2-4 times a year.

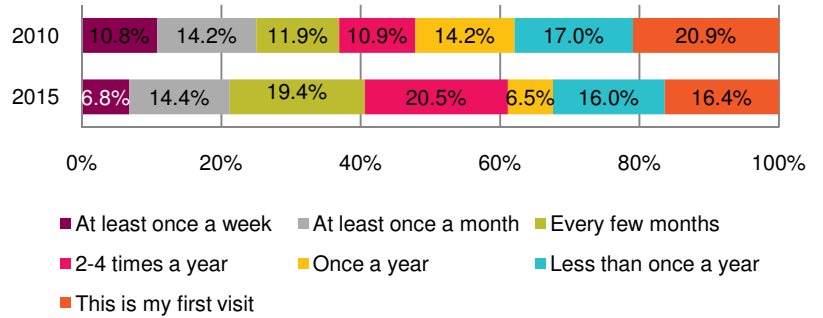
The average number of visits per year to the City Region was 4.2 (4.4 in 2010). Knowsley had the highest frequency of visits (4.6 visits per year), Halton had the lowest frequency (3.1 visits per year).

Liverpool had the highest proportion of people visiting at least once a week (11%).

The average number of visits was of course higher for day visitors but even staying visitors had an average of 2.8 visits per year.

4.3: FREQUENCY OF VISITS TO LIVERPOOL CITY REGION

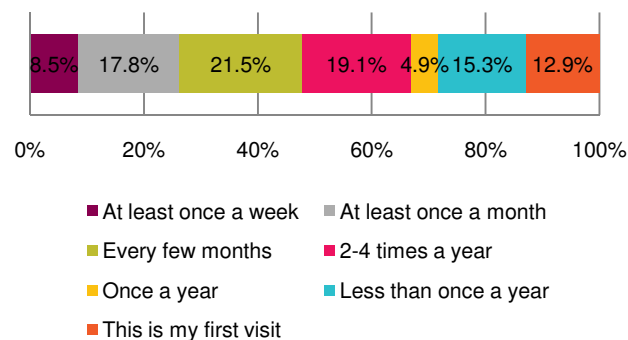
Respondents were asked to indicate how regularly they visit the City Region.



	2010	2015
Average visits per year	4.4	4.2

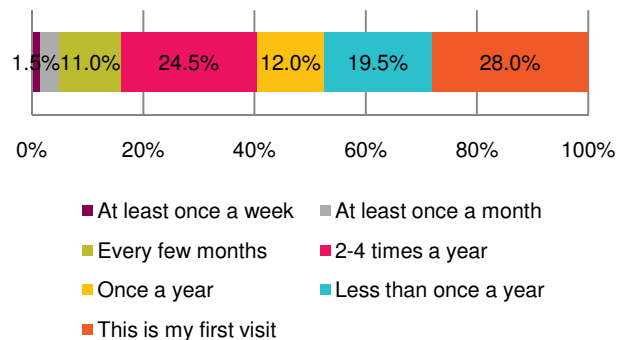
	City Region	Liverpool	Sefton	Wirral	Knowsley	St Helens	Halton
At least once a week	6.8%	11.0%	4.7%	2.6%	7.9%	6.8%	-
At least once a month	14.4%	11.0%	13.3%	20.9%	12.1%	14.2%	20.0%
Every few months	19.4%	14.5%	19.5%	28.8%	12.9%	18.8%	50.0%
2-4 times a year	20.5%	17.5%	25.8%	26.2%	11.4%	21.0%	30.0%
Once a year	6.5%	7.5%	7.0%	6.8%	8.6%	3.4%	-
Less than once a year	16.0%	17.5%	18.0%	6.8%	26.4%	15.3%	-
This is my first visit	16.4%	21.1%	11.7%	7.9%	20.7%	20.5%	-
Mean score	4.19	4.36	4.18	3.60	4.63	4.28	3.10

4.3.1: FREQUENCY OF VISITS TO LIVERPOOL CITY REGION – DAY VISITORS



Average visits per year	8.5
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4.3.2: FREQUENCY OF VISITS TO LIVERPOOL CITY REGION – STAYING VISITORS



Average visits per year	2.8
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5

TRANSPORT

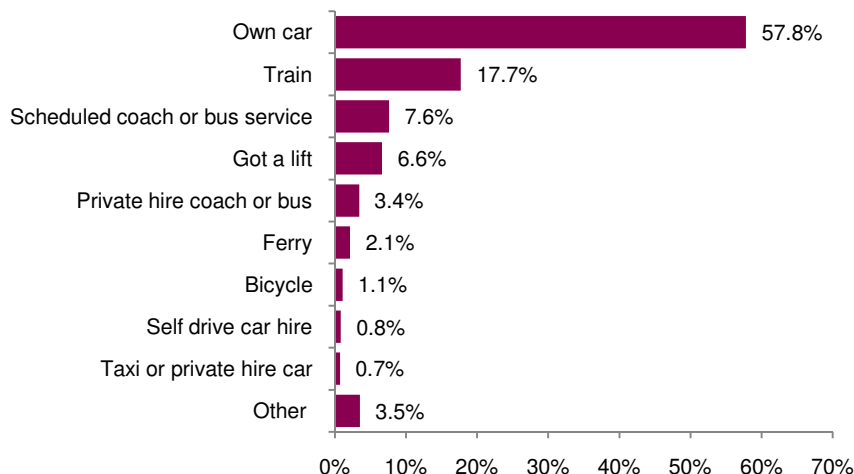
5.1.1: MODE OF TRANSPORT

All visitors were asked to indicate how they travelled to the City Region.

58% of visitors travelled to the City Region in their own car. This is a lower proportion than in 2010 when the survey found that 69% of visitors travelled in their own car.

18% travelled by train, slightly up on 2010 (15%) and higher than the national average for day visitors (11%). (GB Day Visits Survey 2014). The national average for domestic staying visitors is 14% (GB Tourism Survey 2014).

The table below shows method of transport by origin. Visitors coming from Knowsley and the Wirral were least likely to travel by car (around a third of visitors). By contrast, 85% of visitors from Cheshire travelled by car. Train travel was the main form of transport for those coming from the Wirral (46%).



	Liverpool	Sefton	Wirral	Halton	Knowsley	St Helens	Cheshire	Cumbria	Greater Manchester	Lancashire	Elsewhere UK	Overseas
Car	63.3%	64.3%	34.3%	58.6%	31.6%	58.8%	84.7%	42.9%	67.4%	63.8%	53.6%	5.4%
Train	15.8%	21.4%	45.7%	3.4%	29.4%	23.5%	10.8%	14.3%	15.7%	12.5%	20.9%	16.2%
Scheduled coach or bus service	10.0%	11.4%	14.3%	6.9%	35.3%	11.8%	1.8%	21.4%	7.9%	7.5%	3.4%	13.5%
Private hire coach or bus	2.5%	-	-	10.3%	-	-	-	-	5.6%	3.8%	6.4%	-
Taxi or private hire car	0.8%	-	-	-	-	-	0.9%	-	1.1%	-	0.9%	2.7%
Self drive car hire	-	-	-	-	-	-	-	-	-	-	-	18.9%
Ferry	2.5%	-	5.7%	-	11.8%	2.9%	0.9%	-	-	2.5%	3.0%	2.7%
Bicycle	0.8%	1.4%	-	13.8%	-	-	0.9%	-	1.1%	-	0.4%	2.7%
Got a lift	5.8%	2.9%	-	6.9%	-	5.9%	1.8%	28.6%	6.7%	10.0%	7.7%	18.9%
Other	3.3%	-	2.9%	-	-	-	0.9%	-	-	2.5%	6.8%	18.9%

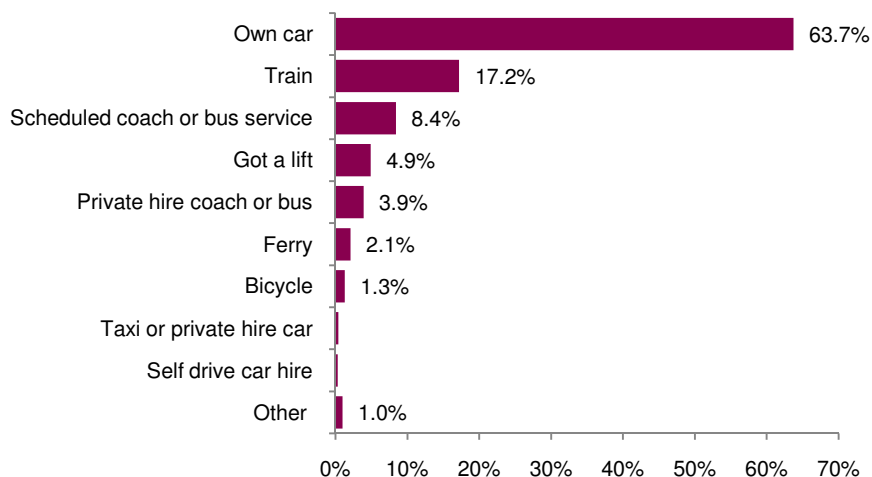
	City Region	Liverpool	Sefton	Wirral	Knowsley	St Helens	Halton
Own Car	57.8%	25.4%	71.1%	66.4%	86.9%	58.1%	60.0%
Train	17.7%	39.5%	13.3%	16.2%	2.1%	9.7%	-
Scheduled coach or bus service	7.6%	14.2%	6.3%	5.2%	2.8%	7.0%	-
Private hire coach or bus	3.4%	2.6%	-	0.5%	1.4%	11.3%	-
Taxi or private hire car	0.7%	1.3%	-	-	1.4%	-	-
Self drive car hire	0.8%	0.9%	-	0.6%	-	2.2%	-
Ferry	2.1%	1.7%	-	7.5%	-	-	-
Bicycle	1.1%	0.9%	-	-	0.7%	3.8%	-
Got a lift	6.6%	5.2%	5.5%	9.9%	3.4%	8.1%	-
Other	3.5%	6.9%	1.6%	0.5%	2.8%	0.5%	-

Car was the main form of transport for all districts apart from Liverpool, where the majority of visitors arrived by train (40% - up from 36% in 2010).

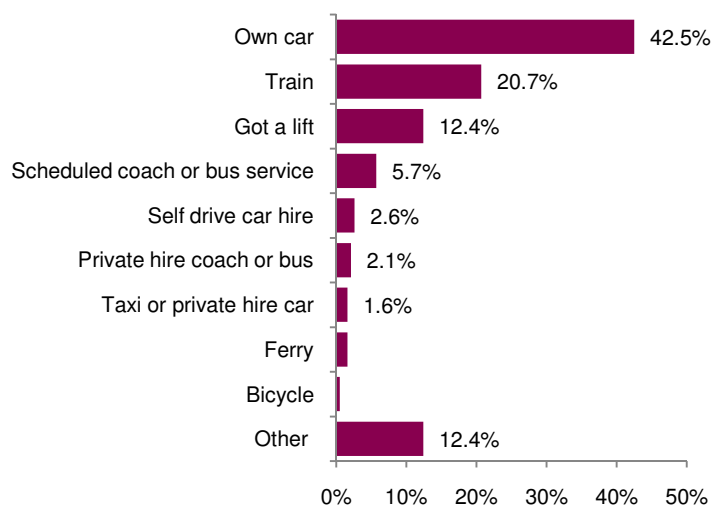
The following graphs show the mode of transport used broken down into staying and day visitors:

'Own car' is the main mode of transport for both day and staying visitors. Comparing the two visitor types for all car travel (own car/got a lift/car hire/taxi or private hire car), day visitors are more likely to travel by car than staying visitors (69% compared to 59%).

5.1.2: MODE OF TRANSPORT – DAY VISITORS



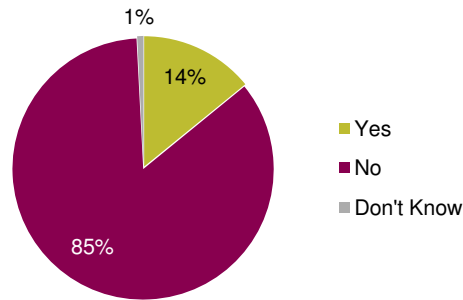
5.1.3: MODE OF TRANSPORT – STAYING VISITORS



5.2: MERSEYRAIL & AIRPORT USAGE

Respondents were shown an image and logo of Merseyrail and asked if they had used a Merseyrail service as part of their trip.

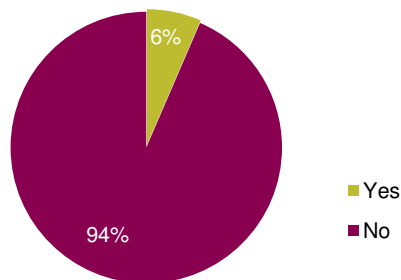
14% of respondents had used a Merseyrail service as part of their visit. Visitors to Liverpool were most likely to have used Merseyrail (26% of respondents).



	City Region	Liverpool	Sefton	Wirral	Knowsley	St Helens	Halton
Yes	14.1%	26.3%	14.2%	14.7%	2.1%	8.2%	-
No	85.1%	70.6%	85.8%	85.3%	97.9%	91.8%	100%
Don't Know	0.8%	3.1%	-	-	-	-	-

Respondents from outside of the North West only were then asked if they had used Liverpool John Lennon Airport to get to the City Region.

6% of respondents from outside of the North West region had used Liverpool John Lennon Airport to reach the area.



6

VISIT SATISFACTION

6.1: VISIT SATISFACTION RATINGS

Respondents were asked to rate their overall satisfaction with different aspects of the Liverpool City Region, using a scale of 1 to 5, where 1 = 'Very poor' and 5 = 'Very good'. Figures on the right of the chart show the mean score for each aspect.

The 'overall enjoyment of visit' scored the highest in the satisfaction ratings, closely followed by the 'Feeling of welcome'.

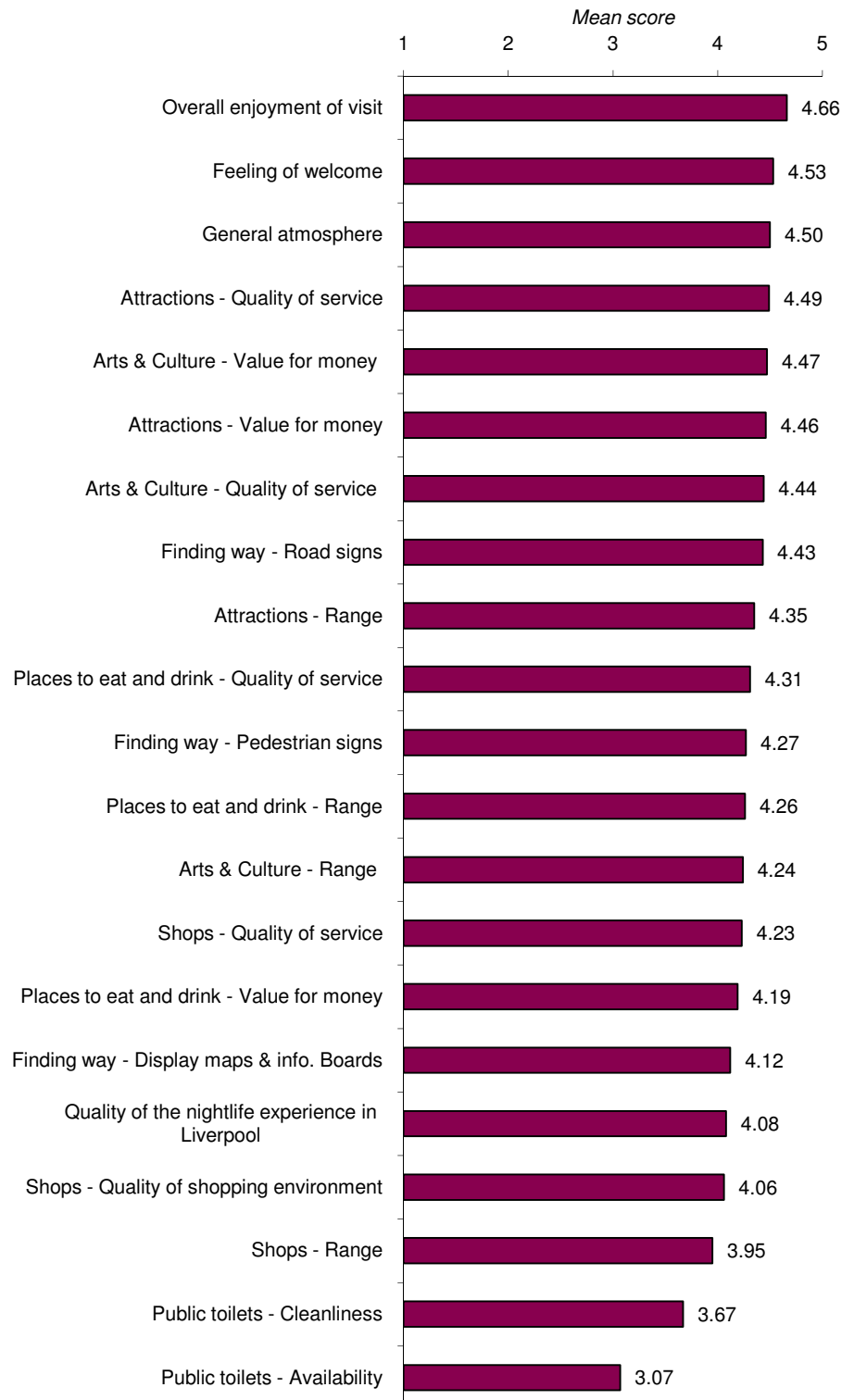
A rating of '4' means that the factor is rated as 'good'. A rating lower than 4 suggests that the factor is considered to be less than good and therefore that improvements should be made to reach a more positive score.

The following factors received a mean score of less than 4:

Shops – Range

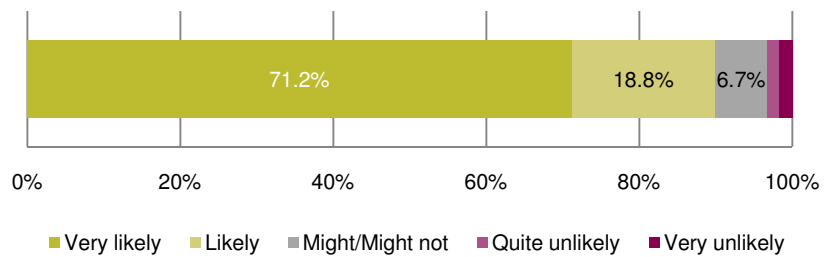
Public toilets – Cleanliness

Public toilets – Availability



6.2: LIKELIHOOD OF RECOMMENDING

A further measure of satisfaction lies in the extent to which respondents would recommend a visit to the City Region

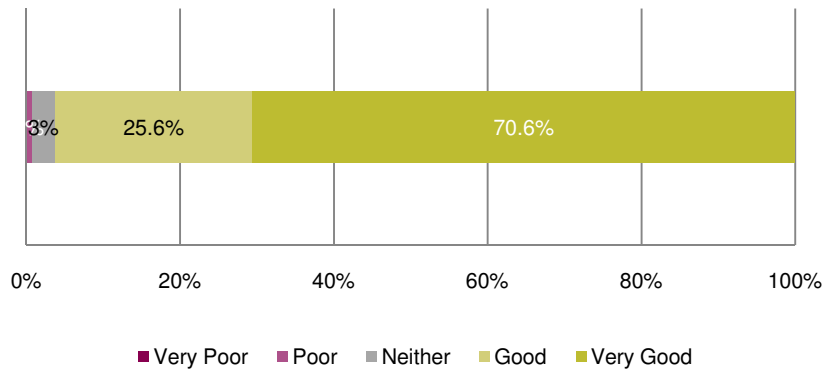


Almost all respondents were likely at some level to recommend visiting the City Region (90%), with the majority 'very likely'.

This reflects the overall satisfaction score, with almost all respondents providing a positive response (96%).

6.3: OVERALL SATISFACTION

Finally, respondents were asked to rate their overall enjoyment of their visit to the City Region



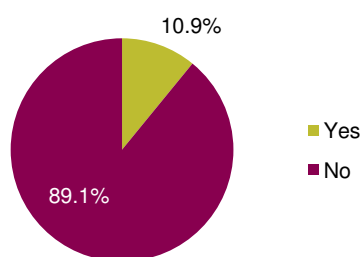
7

WEBSITE USAGE

7.1: USE OF DESTINATION WEBSITE

Respondents were asked to indicate whether they had used VisitLiverpool.com

VisitLiverpool.com



11% of respondents indicated that they had used VisitLiverpool.com.

8

VISITOR SPEND

8.1: VISITOR SPEND

This section breaks down the expenditure to give a mean spend per person over the course of their visit. Please note the mean spend figures do include zero spend amounts.

	Day visitor	Staying visitor – Liverpool City Region
Accommodation	-	£43.67
Eating & drinking	£12.47	£67.74
Shopping	£10.53	£51.69
Entertainment & attractions	£6.98	£15.67
Travel & Transport in the Liverpool City Region	£4.57	£17.95
Other	£2.91	£4.12
Total	£37.46	£200.84

The average spend by visitors staying in the City Region was £200.84 (including accommodation). For reference, from the Great Britain Tourism Survey, average spend by staying visitors in the Liverpool City Region was £172 (3-year average, 2012-2014).

Day visitors to the City Region spent an average total of £37.46. This is comparable with the findings of the Great Britain Day Visits Survey which found that average day visitor spend in the North West region in 2014 was £34.

APPENDIX

APPENDIX A

Q19a Are there any other attractions in Merseyside that you have been to during this trip

Aintree

Aintree/ Anfield

Aintree / Anfield/ St Helens rugby/ Southport

Aintree/ Goodison

Aintree/ Haydock park, Liverpool pubs

Albert Dock, Shops & Parks

AlbertDock

Albert Dock & Beatles

Albert Dock & Rugby

Albert Dock & Tate

AlbertDock generally walking around

Albert Dock, Liverpool 1 & football & Saints

Albert Dock, Mathew Street, Liver Building

AlbertDock, Museum of Liverpool, St Georges hall, the Beatles, 2 cathedrals

AlbertDock, New Brighton, Knowsley Safari Park

AlbertDock/ Another place

AlbertDock/ Beatles stuff/ Ferry/ Knowsley Safari Park

AlbertDock/ Ferry/ Beatles

AlbertDock/ Football grounds/ Chester zoo

AlbertDock/ Knowsley Safari Park

AlbertDock/ Langtree park

AlbertDock/ Liver building

AlbertDock/ Liver buildings/ Museum of Liverpool/ Walker Art Gallery

AlbertDock/ LiverpoolMuseum

AlbertDock/ Maritime Museum

AlbertDock/ Maritime Museum/ Museum of Liverpool

AlbertDock/ MerseyFerries/ BeatlesStory

AlbertDock/ MerseyFerry/ Knowsley Safari Park

AlbertDock/ New Brighton/ Knowsley Safari Park / AnthonyGormley iron man

AlbertDock/ Racecourse/ Liverpool one/ Liverpool football

AlbertDock/ Research about Florence/ JamesMaybrick

AlbertDock/ Tate

AlbertDock/ Tate gallery/ Museum of Liverpool

AlbertDock/ Walker

AlbertDock/ Walker Art Gallery

AlbertDock/ World of Glass/ Southport

AlbertDock/ New Brighton

Anfield/ Aintree

Anfield/ Haydock park/ Aintree

Anfield/ Goodison park/ Aintree/ Hoylake

Another Place

AnthonyGormley statues

AnthonyGormley statues/ AlbertDock/ Anglican cathedral

AnthonyGormley statues/ our first visit
Beatles
BeatlesStory AlbertDock/ Museum of Liverpool
beetlesStory/ AlbertDock
BeatlesStory/ Albert Dock/ Liverpool shops/ Museums wheel
Birkenhead priory
Botanic gardens/ The iron men
Both cathedrals
Buildings
Calderstones park
Cathedrals & Football
Cathedrals/ Ferry/ AlbertDock
Cavern/ Mathew St/ AlbertDock
Chester by train
ChesterZoo/ Southport/ Birkenhead
Close to river/ Water and countryside
Coastal walk/ Moreton shore/ Harrison drive
Dee estuary
Dream, Another place, Albert Dock & Tate
Dream/ AnthonyGormley/ AlbertDock/Tate
Ferry/Anfield
Football, Beatles
Football, Horse racing, Rugby
Football, Liverpool 1, Mersey, Saints
Football/ AlbertDock/ Liverpool one
Formby squirrels
Fort perch rock
Going to AlbertDock
Gordale garden centre
Haydock & Albert Dock
Heswall/ Sue Huntington shop
Ice cream at park gate on way home
Iron men/ LFC tour
Knowsley Safari Park/ Liverpool cruise ship terminal/ Football/ Beatles
Lady Lever Art Gallery
Langtree park/ AlbertDock/ Anfield/ Everton/ Tate/ Knowsley Safari Park
Liver buildings/ MerseyFerries/ UBoat Story/ AlbertDock/ Port Sunlight village
Liverbirds/ Cathedrals/ Albert Dock/ Beatles
Liverpool & Southport
Liverpool 1
Liverpool 1
Liverpool 1/ AlbertDock
Liverpool 1/ Albert Dock
Liverpool eye
LiverpoolFootball/ St Helens rugby/ Liverpool shopping
Liverpool one

Liverpool one/ Albert dock/ Museums
Liverpool one/ Langtree park
Liverpool one/ MerseyRiver/ Pier Head
Liverpool one/ Museums/ Ferries/ Speke hall
Liverpool one/ Albert Dock/ Football
Liverpool shopping
Maritime Museum/ AlbertDock
Mathew st anything to do with Cilla/ We miss her
MerseyFerries/ Liverpool waterfront/ AlbertDock/ Cavern Club/ Beatles story
MerseyFerries/ Port Sunlight/ AlbertDock/ U-boatStory/ Museum of Liverpool
Museum of Liverpool
Museum of Liverpool/ BeatlesStory/ AlbertDock
Museums, Empire, Liverpool 1, Albert Dock
Museums/ Knowsley Safari Park/ Anfield/ Beatles
Museums/ Ferry/ Albert Dock
Ness gardens
New river park
Parkgate
Picnic
Pier Head
Port Sunlight village and lady lever art gallery
Port Sunlight village/ AlbertDock/ MerseyFerries/ Knowsley Safari Park
Port sunlight/ Liverpool
Pub with music
River park/ New ferry
Rugby St Helens/ AlbertDock Liverpool/ Shopping Liverpool/ Theatre Liverpool
Rugby St Helens/ Football Liverpool/ Shopping Liverpool
Rugby, Football, Liverpool 1
Safari park
Saints, Football, Shopping & theatre
Scousers/ Albert docks
Sefton park
Shopping
Shopping/ Liverpool/ Beatles/ Cilla Black/ Anfield
Shops L1
Squirrel sanctuary Formby
St Georges hall/ Walker Art Gallery/ AlbertDock
SudleyHouse
Sudley House and Calderstones park
The AlbertDock we will be going to on the way back
The coloured ferry/ Happy experience/ Musical
The hotel at the bottom of JamesSt where they brake news of the titanic
The iron men Crosby
The museums
The waterfront/ Liverpool 1/ Football grounds/ Knowsley Safari Park
The World Museum/ The walker

To marvel at the sculpture and painting
University
Various pubs in Liverpool
Walker, Lady Lever, Tate, Open eye
Walton shops e.g. barbers
Water worldGordale garden centre
We are going to New Brighton for something to eat
World Museum
World Museum/ Maritime Museum/ LiverpoolMuseum

Q19b Which attractions do you consider to be the main attractions across the whole of the Liverpool City Region, including Liverpool, Sefton, Wirral, Knowsley, St.Helens and Halton

3 graces/ Echo arena/ Cathedrals/ People/ Coastline Wirral
Acorn farm/ Ferries/ spaceport
Aintree
Aintree racecourse/ Walker Art Gallery / Maritime Museum/ MerseyFerries/ UBoat Story
Aintree, Anfield, Goodison
Aintree/ Anfield
Aintree/ Anfield/ St Helens rugby/ Southport
Aintree/ Goodison
Aintree/ Haydock park, Liverpool pubs
AlbertDock
Albert Dock
Albert Dock & Mersey
AlbertDock L1
AlbertDock museums
Albert Dock, Beatles, Liverpool shops
Albert Dock, Football, Echo arena & Shops
Albert Dock, Football, New Brighton, Shops
Albert Dock, Football, Saints
Albert Dock, Mersey, Ferry, Shopping
AlbertDock, Museum of Liverpool, St GeorgesHall, The Beatles, 2 cathedrals
Albert Dock, New Brighton, Knowsley Safari Park
AlbertDock/ Anfield/ Mersey
AlbertDock/ AnglicanCathedral
Albert Dock/ AnglicanCathedral/ AnthonyGormley statues
Albert Dock/ AnglicanCathedral/ Maritime Museum
AlbertDock/ AnglicanCathedral/ New museum
AlbertDock/ Another Place
Albert Dock/ Art Galleries/ Restaurants/ Cathedrals
AlbertDock/ Beatles museum/ Liverpool one/ Mersey Ferries/ TateLiverpool
AlbertDock/ Beatles Story/ Liver buildings/ MerseyFerries/ TateLiverpool
AlbertDock/ BeatlesStory/ New Brighton/ Cavern Club/ MerseyFerry
AlbertDock/ Beatles Story/ Port Sunlight/ Liverpool and EvertonFC /Liverpool one
AlbertDock/ BeatlesStuff/ Ferry/ Knowsley Safari Park
AlbertDock/ Beatles tour

AlbertDock/ Beatles/ History/ Echo arena/ Ferry
AlbertDock/ Beatles/ Museums
AlbertDock/ Beatles/ Southport
AlbertDock/ Both cathedrals/ Mathew St and the Beatles connection
AlbertDock/ Cavern/ Ferries
AlbertDock/ CheshireOaks
AlbertDock/ Chester zoo/ Blue planet
AlbertDock/ Croxteth hall/ Mersey ferries/ Knowsley Safari Park/ Walker Art Gallery
AlbertDock/ Cruise terminal
AlbertDock/ Football grounds/ Chester zoo
AlbertDock/ Freshfield/ Iron Men/ Mersey ferry/ Beatles
AlbertDock/ Hoylake sea front
AlbertDock/ Iron men/ Cathedrals/ Waterfront
AlbertDock/ Knowsley Safari Park
AlbertDock/ Knowsley Safari Park/ Mersey ferries/ UBoat Story/ Port sunlight village
AlbertDock/ Knowsley Safari Park/ Port Sunlight village/ Liverpool 1
AlbertDock/ L1/ Cathedrals/ Museums
AlbertDock/ Lady Lever/ New museums
AlbertDock/ Langtree park
AlbertDock/ LFC / Liverpool 1/ Museums/ Cathedrals
AlbertDock/ Liver building
AlbertDock/ Liver buildings/ History
AlbertDock/ Liver buildings/ Museums/ Football stadiums
AlbertDock/ Liverpool 1
AlbertDock/ Liverpool 1/ Formby squirrels
AlbertDock/ Liverpool 1/ Maritime Museum/ Liverpool museum
AlbertDock/ Liverpool 1/ Mersey ferries
AlbertDock/ Liverpool 1/ River Mersey
AlbertDock/ Liverpool 1/ SudleyHouse/ New museum
AlbertDock/ Liverpool cathedrals
AlbertDock/ Liverpool ground
AlbertDock/ Liverpool museum/ AnthonyGormley/ LFC / Beatles
AlbertDock/ Liverpool museums/ Formby beach/ AnthonyGormley
AlbertDock/ Liverpool museums/ Liverpool theatre
AlbertDock/ Liverpool one
Albert dock/ Liverpool one/ AnthonyGormley/ Southport pier/Formby beach
AlbertDock/ Liverpool one/ Beatles museum/ AnthonyGormley/ Echo arena
AlbertDock/ Liverpool one/ Echo arena/ AnthonyGormley/ Museums in Liverpool
AlbertDock/ Liverpool one/ Echo arena/ Museums/ AnthonyGormley
AlbertDock/ Liverpool one/ Echo arena/ Night life
AlbertDock/ Liverpool one / Lady Lever Art Gallery/ Museum of Liverpool/ Liver buildings
AlbertDock/ Liverpool one/ Museums/ Another Place/ Pier head
AlbertDock/ Liverpool one/ Museums/ AnthonyGormley
AlbertDock/ Liverpool one/ Pier head/ Mersey ferries/ New Brighton
AlbertDock/ Liverpool waterfront/ Liver buildings/ Mersey ferries/ BeatlesStory
AlbertDock/ Liverpool waterfront/ Mersey ferries/ Liverpool one/ Museum of Liverpool

AlbertDock/ Maritime and Liverpool museums
Albert dock/ Maritime Museum
AlbertDock/ Merseyferries/ BeatlesStory/ Walker Art Gallery
AlbertDock/ Mersey ferries/ Beatles story/ Walker Art Gallery/ Liver buildings
AlbertDock/ Mersey ferries/ Knowsley Safari Park/ Liverpool one/ Museum of Liverpool
AlbertDock/ Mersey ferries / Liver buildings/ BeatlesStory/ Cavern club
AlbertDock/ Mersey ferries/ Liverpool one / Liver buildings/ Cavern club
AlbertDock/ Mersey ferries/ Museum of Liverpool/ Hillbre island
AlbertDock/ Mersey ferries/ Port Sunlight village/ BeatlesStory/ Walker Art Gallery
AlbertDock/ Mersey ferries/ UBoat Story/ Beatles story/ Lady Lever
AlbertDock/ Mersey ferries/ Wirral transport museum/ UBoat Story/ Port Sunlight
AlbertDock/ Mersey ferry/ Knowsley Safari Park
AlbertDock/ Metropolitan Cathedral/ Iron men/ Glass museum
AlbertDock/ Museum and galleries/ Ferry/ AnthonyGormley/ Liverpool 1
AlbertDock/ Museum Liverpool/ Mersey ferries/ Liverpool one/ Port Sunlight village
AlbertDock/ Museum world/ Walker Art Gallery/ Mersey ferry/ Iron men
AlbertDock/ Museums
AlbertDock/ Museums Liverpool/ Prescott museum
AlbertDock/ Museums/ Anthony Gormley/ Beaches/ Proms for walking
AlbertDock/ Museums/ Beatles museum/ Ferries
AlbertDock/ Museums/ Cathedrals
AlbertDock/ Museums/ Cathedrals/ Galleries
AlbertDock/ Museums/ Football/ Mersey ferry
AlbertDock/ Museums/ Mersey ferry/ Liverpool 1
AlbertDock/ Museums/ River/ Liverpool one/ Wheel
AlbertDock/ Museums/ Southport pier/ Another Place/ Cathedrals
Albert dock/ museums/ stag and hen parties
AlbertDock/ Museums/ Tour bus
AlbertDock/ Music Beatles/ Football / shopping
AlbertDock/ Ness gardens/ Lady Lever
AlbertDock/ New Brighton/ Knowsley Safari Park/ AnthonyGormley iron man
AlbertDock/ New museum
AlbertDock/ Pier head/ Liverpool city centre
AlbertDock/ Pier head/ Liverpool one
AlbertDock/ Pier head/ Liverpool one/ philharmonic hall/ Cathedrals
AlbertDock/ Port Sunlight/ Mersey ferries/ Walker Art Galleries/ Lady Lever Art Gallery
AlbertDock/ Racecourse/ Liverpool one/ Liverpool football
AlbertDock/ RiverMersey
AlbertDock/ River front/ Ferry/ Football/ Music
AlbertDock/ Safari Park
AlbertDock/ Safari Park/ Mersey ferries/ Liverpool waterfront/ BeatlesStory
AlbertDock/ Sefton park/ Southport/ crosby coastal park/ Liverpool 1
AlbertDock/ Sefton park
AlbertDock/ Sefton park/ Calderstones park/ Liverpool 1
AlbertDock/ Sefton park/ Football (Anfield)/ Beatles
AlbertDock/ Southport

AlbertDock/ Southport pier/ Parks/ Beaches/ AnthonyGormley
AlbertDock/ Southport/ Lord St/ Southportpier/ Beatles/ Arena
AlbertDock/ SudleyHouse it's walking distance for us
AlbertDock/ The Cavern/ Liverpool 1
AlbertDock/ The Maritime
AlbertDock/ The new Museum of Liverpool / Mersey ferries
AlbertDock/ Underwater st
AlbertDock/ Wirral way/ Museums/ LFC
AlbertDock/ Wirral way/ Safari Park/ Glass
AlbertDock/ World heritage sites/ Waterfront
AlbertDock/ World of Glass/ Southport
AlbertDock/ Beatles Story/ Mersey ferries/ Cathedrals/ LFC
AlbertDock/ Museum –World/ Museum of Liverpool/ Weather
AlbertDock
Albert Dock, Liver birds, Beatles
AlbertDock/ Acorn farm/ Formby squirrels
AlbertDock / Safari Park/ Anfield stadium
All the museums/ The new library/ The waterfront/ New Brighton/ Vibrant lots of cafes
seafront
All the museums/ The one's I've been in/ Historic buildings except for Liverpool museum
Anfield, Haydock St Helens Rugby
Anfield, Albert Dock, Aintree
Anfield, Goodison & Aintree
Anfield/ Aintree
Anfield/ Albert Dock
Anfield/ Everton/ Tranmere/ AlbertDock/ Iron men
Anfield/ Haydock park/ Aintree
Anfield/ Nightlife
Anfield/ Goodison park/ Aintree/ Hoylake
Anglican cathedral
Anglican cathedral/ AlbertDock
Anglican cathedral/ AlbertDock/ Liverpool 1
Anglican cathedral/ Maritime Museum/ Liverpool museum
Another place/ AlbertDock has history
Another place/ Botanic gardens
Another place/ Southport marina/ AlbertDock
AnthonyGormley statues/ Albert dock
AnthonyGormley/ AlbertDock/ Echo arena/ Pier head/ Beatles
Anything to do with the Beatles and docks
Architecture/ Nightlife/Beatles/ Football
Art galleries/ Museums/ AnthonyGormley/ Liverpool one/ Echo arena
Atmosphere
Atmosphere/ Shops
Attractive/ Waterfront
Beatles
Beatles museum/ Crosby beach/ AlbertDock

Beatles museum/ Hillbre island/ New Brighton fort/ Mersey ferries/ Safari Park
Beatles museum/ Mathew street/ liver buildings/ Liverpool waterfront/ Liverpool one
Beatles museum/ Waterfront/ Cavern/ Shops/ History
Beatles related
Beatles Story, Albert Dock, Cavern walks & Liverpool 1
Beatles Story
BeatlesStory/ AlbertDock/ Liverpool one/ World Museum/ Maritime Museum
BeatlesStory/ Anfield/ Mersey ferry/ Spaceport/ Liverpool one
BeatlesStory/ Blue planet
BeatlesStory/ Museums
BeatlesStory/ Pier head/ Lady Lever Art Gallery/ Museum of Liverpool
Beatles tour/ MathewSt/ AlbertDock/ Liverpool 1
Beatles tours/ Football Anfield/ River Mersey/ Waterfront
Beatles, Football, Atmosphere & culture
Beatles, Football, Liverpool 1
Beatles, Museum of Liverpool, Waterfront & galleries
Beatles/ AlbertDock
Beatles/ AlbertDock/ Maritime Museum/ Walker Art Gallery/ 2 cathedrals
Beatles/ AlbertDock/ WirralBurtonMere
Beatles/ Cathedrals/ Albert Dock
Beatles/ Cavern
Beatles/ Cavern club
Beatles/ Football/ Heritage
Beatles/ Knowsley Safari Park
Beatles/ Mersey/ Museums
Beatles/ Mersey/ Shopping
Beatles/ Museums
Beatles/ Museums/ Waterfront
Beatles/ River area/ Ferry
Beatles/ Waterfront/ People/ Thurstaston/ West Kirby/ New Brighton
Beatles/ Waterfront/ Ferry/ Football
Beatles/ Waterfront/ Football
Beatles/ Shops/ Museums/ History
Big wheel
Blue planet
Botanic gardens/ AlbertDock
Botanic gardens/ AnthonyGormley statues/ AlbertDock
Botanic gardens/ Formby squirrel reserve/ Liverpool 1/ AlbertDock
Botanic gardens/ Marine lake/ AlbertDock/ Liverpool 1
Botanic gardens/ Victoria park
Calderstones park/ the AlbertDock/ The cathedrals
Calderstones park/ The marine lake and cafe/ Albert dock
Capital culture/ Shopping/ AlbertDock/ Cathedrals
Cathedral/ Buildings/ AlbertDock/ Crosby men
Cathedral/ Museum of Liverpool/ Art Gallery/ AlbertDock
Cathedrals

Cathedrals waterfront/ Museums/ Theatres
Cathedrals/ AlbertDock
Cathedrals/ Ferry/ Albert Dock
Cathedrals/ Museums/ Football/ Music/ Beatles
Cathedrals/ Waterfront/ Beatles
Cavern
Cavern club/ Mersey ferries/ Bluecoat/ Albert Dock/ Liver building
Cavern waterfront
Cavern/ Beatles
Chester zoo/ Liverpool one/ BeatlesStory/ Church farm –Wirral
Chester zoo/ Museums/ AlbertDock
Chester zoo/ SpekeHall/ WarringtonPark
Cinema in Widnes
City centre Liverpool/ Formby beach
Coast/ Docklands/ AnthonyGormley / Art galleries/ Beaches
Coastline/ AlbertDock/ Liverpool one/ Iron men/ Southport pier
Coastline/ Beatles/ Golf
Crosby marina/ The Albert dock/ The lake here
Croxtheth hall/ Knowsley Safari Park/ Liverpool cathedral/ BeatlesStory/ Mersey ferries
Croxtheth hall / Liver buildings/ AlbertDock/ Haydock racecourse/ Mersey ferries
Croxtheth hall/ Walker Art Gallery/ Liverpool waterfront/ Mersey ferries/ AlbertDock
Docks
Docks/ Beatles/ Shops
Docks/ Shopping/ night life
Dream, Another place, Albert Dock & Tate
Dream/ AnthonyGormley/ AlbertDock/Tate
Easy to get round/ easy to shop
Everton FC / Shopping/ Pubs and restaurants
Farmer teds/ Model village/ AlbertDock
Feeling welcome/ Beatles/ Nice city
Ferries/ AlbertDock/ Museums
Ferry on MerseyLiverpool shopping AlbertDock
Ferry, Albert Dock & Liverpool
Ferry, Football & Liverpool 1
Ferry/ AlbertDock/ Museum
Ferry/ Cathedral/ Beatles museum
Ferry/ Museum/ Tate
Ferry/ River Mersey/ Wirral coastal path/ Ness gardens
Ferry/ Riverfront/ Museum/ Art Gallery
Ferry/ Anfield
Flowers/ Nature
Football&Pier head
football
Football
Football & Saints
Football & waterfront

Football clubs/ AlbertDock/ Mersey ferries
Football clubs/ Everton and Liverpool/ Museum/ Tate
Football clubs/ The people/ Albert dock/ Skyline of Liverpool from Wirral
Football stadium
Football, Albert Dock, Empire theatre & Ferry
Football, Albert Dock, Mersey
Football, Albert Dock, Museums
Football, LiverpoolFC / Ness gardens
Football, Rugby, Albert Dock, Knowsley Safari Park
Football, Rugby, Waterfront & Beatles
Football, Rugby, Waterfront & Tennis
Football, Saints
Football, Waterfront, Widnes rugby & St Helens rugby
Football/ AlbertDock/ Liverpool one
Football/ AlbertDock/ Pier head/ Shops/ Cavern
Football/ AlbertDock/ Thurstaston/ Golf
Football/ Beatles
Football/ Beatles/ Shopping
Football/ Beatles/ Sightseeing
Football/ Dock area/ Tate/ Walker
Football/ Horse racing/ Shops/ Theatre
Football/ Liverpool 1/ 3 graces/ Mersey ferries
Football/ Nightlife/ Shopping/ Museum/ Pier head
Football/ River Mersey/ Liverpool one/ Beatles
Football/ waterfront/ Mersey ferry/ AlbertDock
Football/ Shops/ Clubs/ Beatles
Formby squirrel area/ Liverpool one
Freshfield/ Crosby coastline/ AlbertDock/ Beatles
Friendly people
Friendly people/ Welcoming/ Clean/ Great place
Go kids –Speke/ Museums Liverpool
Golf, Horse racing, Albert Dock, Football
Goodison park
Gormley statues
Grand national/ Formby squirrel reserve/ Southport Flower Show
Gullivers World
Gullivers World, Haliwell Jones Stadium, Albert Dock
Gullivers World/ Liverpool one/ AlbertDock
Gullivers World/ Prescot museum/ Museums/ Art Gallery/ AlbertDock/ Ferries
Had a walk around Port Sunlight village which was very pretty and picturesque
Haydock & Football
Haydock, Mersey, People & football
Here Thurstaston/ Beatles/ Liverpool 1/ Football
Heritage
Heritage/ Museums
Heritage/ Theatre

Hesketh Park/ Liverpool 1 near the lake here listening to the music near the marine cafe
Hillbre/ AlbertDock
History
History of Liverpool city/ Wirral peninsula/ Safari Park/ Beatles
History/ Ferry/ AlbertDock
Hoylake golf course, Mersey, Albert Dock
I'd put Southportmarine lake on a day like this/ AlbertDock/ The new museum
Iron men/ AlbertDock/ Cathedrals/ Restaurants
Iron men/ Beatles/ St Helens glass/ Mersey ferry/ Scousers
Iron men/ Liverbirds/ Ferry/ Football
Iron men/ Liverpool one/ Albert dock/ Maritime Museum
Iron men/ The dream/ AlbertDock/ Cathedrals
Iron men/ Waterfront/ Liverbuildings/ Cathedrals
Iron men/ Albert Dock/ St John's beacon/ more Mersey
Knowsley Safari Park
Knowsley Safari Park, Albert Dock, Mersey, Football & Aintree
Knowsley safari Park/ L1/ theatres shows/ Echo arena
Knowsley safari Park/ Museums/ Cathedrals/ Ferry
Knowsley safari Park/ Walker Art Gallery/ Mersey ferries/ Anfield tour/ Liver buildings
L1/ AlbertDock/ Themed hotels/ Beatles/ Free music waterfront
L1/ Beatles/Football/ Waterfront
Lady Lever Art Gallery/ Mersey ferry cruise/ AlbertDock/ Liverpool cathedral/ UBoat Story
Lady Lever Art Gallery/ Ness Gardens/ Port Sunlight village/ Liver buildings/ Mersey ferries
Lady Lever Art Gallery/ Port Sunlight village/ Liverpool waterfront/ AlbertDock/ Mersey ferries
Lady Lever Art Gallery/ Port Sunlight village/ Mersey ferries/ AlbertDock/ Liverpoolwaterfront
Lady Lever Art Gallery/ Port Sunlight village/ Mersey ferries/ Liver buildings
Lady Lever/ AlbertDock/ New museum
Lady Lever/ Albert Dock/ Port Sunlight village/ Ness gardens/ UBoat Story
Langtree park/ AlbertDock/ Anfield/ Everton/ Tate/ Knowsley Safari Park
Lark Lane/ Sefton park
LFC, Beatles, Ferry, Cathedrals, Mersey
LFC / AlbertDock/ Waterfront/ Museums/ Pier
LFC / Beatles/ Iron men/ Museums
LFC / Cathedrals/ Liver buildings/ 3 graces waterfront
LFC / Echo arena/ River Mersey/ Beatles
Liver birds/ Cathedrals/ Museums/ Walker Art Gallery
Liver birds/ Mersey ferries/ Museum/ Cathedrals
Liver building/ Liverpool waterfront/ River Mersey ferries/ AlbertDock/ U-boatStory
Liver buildings/ 3 graces/ Beatles/ The port/ Aintree racecourse
Liver buildings/ AlbertDock/ BeatlesStory/ Cavern Club/ Mersey ferries
Liver buildings/ AlbertDock/ Mersey ferries/ LFC / New Brighton
Liver buildings/ Mersey ferries/ AlbertDock
Liver buildings/ Mersey ferries/ AlbertDock/ Mathew Street/ Museums
Liver buildings/ Mersey ferries/ Cavern Club/ LiverpoolFootball Club
Liver buildings/ Walker Art Gallery/ Safari Park/ Birkenhead market/ Port Sunlight museum
Liverbirds/ Beatles/ Ferry cross Mersey/ AnthonyGormley/ iron men/ The vista

Liverbirds/ Building/ Maritime Museum/ St Georges hall/ Lime St Station/ Ness gardens
Liverbirds/ Cathedrals/ Albert Dock/ Beatles
Liverbirds/ LiverpoolFC
Liverbuildings/ AlbertDock/ Mersey ferries
Liverbuildings/ art gallery – Walker/ World museum
Liverbuildings/ Mersey ferries/ Albertdock/ Liverpool one
Liverpool 1
Liverpool 1 & Albert Dock
Liverpool 1 & Beatles
Liverpool 1, Albert Dock, Football
Liverpool 1, Albert Dock, Football & Ferry
Liverpool 1, Beatles & Albert Dock
Liverpool 1, Ferry, Football, Museums, World of Glass
Liverpool 1, Lime street, Maritime Museum
Liverpool 1, Shops, Museums, St Georges Hall & Beatles
Liverpool 1/ AlbertDock/ Museums/ Beatles/ Architecture (waterfront)
Liverpool 1/ Albert Dock/ The Maritime/ SudleyHouse
Liverpool 1/ AlbertDock/ Sefton park
Liverpool 1/ Hillbre/ Golf at Hoylake/ Beatles weekend/Red arrows
Liverpool 1/ Museums/ Albert Dock
Liverpool 1/ Museums/ Buildings
Liverpool 1/ New Brighton/ Lady Lever
Liverpool 1/ New Brighton/ Waterfront and Restaurants/ Lady Lever
Liverpool 1/ Southport promenade/ Botanic gardens
Liverpool 1/ SudleyHouse/ Liverpool museum
Liverpool 1/ The AlbertDock
Liverpool 1/ The Anglican and Metropolitan cathedrals/ Botanic gardens and village
Liverpool 1/ The Walker/ Maritime Museum
LiverpoolAlbert dock/ Beatles
Liverpool bird/ Ness
Liverpool centre/ Museums/ Galleries/ AlbertDock
Liverpool city
Liverpool city centre
Liverpool city centre World of Glass St Helens
Liverpool city centre/ AlbertDock/ Shopping/ Football
Liverpool city centre/ AlbertDock/ Theatre/ Echo arena
Liverpool city centre/ Liverpool parks/ Museums Liverpool
Liverpool city centre/ Museums/ Sefton park/ Lark Lane/ Beatles
Liverpool city centre/ Museums/ Waterfront
Liverpool city centre/ Safari Park/ Beaches
Liverpool city centre/ Shopping/ AlbertDock/ Museums/ Football
Liverpool city centre/ Waterfront LiverpoolDocks Liverpool
LiverpoolDock/ Football stadium/ Liverpool one/ Mersey ferries/ Cavern
LiverpoolDocks/ Liverpool city centre/ LiverpoolFootball Club
Liverpool eye/ Liverpool one/ New Brighton
LiverpoolFC / Wirral way/ Port Sunlight/ West Kirby

LiverpoolFC
LiverpoolFootball Club
LiverpoolFootball Club/ BeatlesStory/ Port Sunlight village/ Albert Dock
Liverpool football/ Shopping
Liverpool football/ St Helens rugby/ Liverpool shopping
Liverpool itself –AlbertDock – the museums- L1
Liverpool museum/ AlbertDock/ Liverpool 1
Liverpool museum/ LiverpoolAlbertDock/ Liverpool night life
Liverpool museum/ Liverpool/ FACT
Liverpool museum/ The Maritime
Liverpool museums/ Art Gallery –Walker
Liverpool one
Liverpool one/ AlbertDock
Liverpool one/ AlbertDock/ AnthonyGormley/ Southport pier
Liverpool one/ AlbertDock/ Echo arena/ AnthonyGormley/ Beatles museum
Liverpool one/ AlbertDock/ Football ground
Liverpool one/ AlbertDock/ Knowsley Safari Park/ Mersey ferries/ Liver buildings
Liverpool one/ AlbertDock / LFC / Cavern Club/ BeatlesStory
Liverpool one/ AlbertDock/ Museums
Liverpool one/ AlbertDock/ Museums/ Echo arena/ Beatles
Liverpool one/ AlbertDock/ St Georges hall
Liverpool one/ Echo arena/ AlbertDock/ AnthonyGormley
Liverpool one/ Langtree park
Liverpool one/ Martin Mere
Liverpool one/ Mersey ferry/ Music events/ Football/ Museums
Liverpool one/ Mersey river/ Pier head
Liverpool one/ Music/ Museums/ Theatre/ Events
Liverpool one/ Night life/ Waterfront/ Theatres
Liverpool one/ Safari Park/ Business park/ Sefton park
Liverpool one/ Theatre/ Liverpool museums/ Liverpool restaurants/ LiverpoolFC
Liverpool one/ Albert Dock/ Football
Liverpool shopping/ Liverpool museum/ Liverpool parks
Liverpool shopping/ Liverpool nightlife
Liverpool shopping/ Mersey ferry/ Empire theatre/ Museum/ Art galleries
Liverpool shopping/ Safari Park/ Cinema Liverpool/ Otterspool
Liverpool skyline/ Ferry/ Albert Dock/ Echo arena/Liverpool golf club
Liverpool waterfront/ Mersey ferries / Liver buildings/ AlbertDock/ Port Sunlight village
Liverpool waterfront, Shopping, University, Beatles & St Helens mining
Liverpool waterfront/ AlbertDock/ AnthonyGormley/ Southport pier/ Liverpool museums
Liverpool waterfront/ Albert dock/ Port Sunlight/ Knowsley Safari Park/ Ness gardens
Liverpool waterfront/ Mersey ferries/ Museum of Liverpool/ Liverpool one/ AlbertDock
Liverpool waterfront/ Mersey ferries/ Port Sunlight village/ U-boatStory/ AlbertDock
Liverpool waterfront/ Mersey ferries/ U-boatStory/ AlbertDock/ Lady Lever gallery
Liverpool waterfront/ River Mersey/ AlbertDock/ Port Sunlight village/ Walker Art Gallery
Liverpool waterfront/ Southport generally/ AlbertDock with Maritime Museum
Liverpool waterfront/ Museums/ Tate/ walker/ AnthonyGormley

Liverpool/ AlbertDock
Liverpool/ Hub of shopping area
Liverpool1/ AlbertDock/ Formby squirrel reserve
Magical mystery tour
Marine lake Southport/ AlbertDock/ All the museums in Liverpool/ Just so well maintained
Maritime Museum/ AlbertDock
Maritime Museum/ AlbertDock/ Mersey ferries/ Lady Lever Art Gallery/ Ness gardens
Maritime Museum/ Lady Lever on the Wirral
Maritime Museum/ Liverpool museum/ AlbertDock
Maritime Museum/ SudleyHouse/ Liverpool museum
Maritime/ Liverpool museum
Martin mere/ Botanic gardens/The Atkinson
Mathew St/ Albert Dock/ Liverpool 1
Mathew Street/ Beatles museum/ Mersey ferries/ AlbertDock
Mersey ferries/ AlbertDock/ Beatles story/ Liver buildings
Mersey ferries/ AlbertDock/ Fort perch rock/ Port Sunlight village/ Lady Lever Art Gallery
Mersey ferries/ AlbertDock/ Lady Lever/ Port sunlight village/ Walker Art Gallery
Mersey ferries/ AlbertDock/ Liver buildings/ Safari Park/ Liverpool one
Mersey ferries/ AlbertDock/ Liverpool waterfront
Mersey ferries/ AlbertDock/ Liverpool waterfront/ Museum of Liverpool
Mersey ferries/ AlbertDock/ Liverpool waterfront/ Museums
Mersey ferries/ AlbertDock/ Museums
Mersey ferries/ Albert Dock/ Museums/ Port Sunlight/ New Brighton
Mersey ferries/ AlbertDock/ Port Sunlight village/ New Brighton/ BeatlesStory
Mersey ferries/ AlbertDock/ U-boatStory/ Walker Art Gallery/ Safari Park
Mersey ferries/ BeatlesStory/ AlbertDock/ Fort perch rock/ Port Sunlight
Mersey ferries/ BeatlesStory/ AlbertDock/ Lady Lever Art Gallery/ New Brighton
Mersey ferries/ BeatlesStory/ Lady Lever/ Liver buildings/ Walker Art Gallery
Mersey ferries/ Croxteth hall/ Lady Lever Gallery/ Ness gardens/ AlbertDock
Mersey ferries/ Lady Lever Art Gallery/ Port Sunlight village/ AlbertDock / Liver building
Mersey ferries/ LFC / Albert Dock/ Liver buildings/ Museums
Mersey ferries/ Liver buildings/ Museum of Liverpool/ AlbertDock/ Cathedrals
Mersey ferries/ LiverpoolFootball Club/ Knowsley Safari Park / Liver buildings/ Walker Art Gallery
Mersey ferries/ Liverpool one/ Albert Dock/ Wirral country park/ Port Sunlight village
Mersey ferries/ Liverpool waterfront/ AlbertDock/ Mathew St/ Beatles museum
Mersey ferries/ Liverpool waterfront/ AlbertDock / U-boatStory/ Lady Lever Art Gallery
Mersey ferries/ Liverpool waterfront/ Liver buildings/ Museums and Galleries
Mersey ferries/ Museum of Liverpool/ Liver buildings/ Lady Lever Art Gallery/ Croxteth hall
Mersey ferries/ Museum of Liverpool/ TateLiverpool/ BeatlesStory/ Walker Art Gallery
Mersey ferries/ Port Sunlight village/ Albert Dock/ Walker Art Gallery
Mersey ferries/ Port Sunlight village/ Albert Dock/ West Kirby
Mersey ferries/ Port Sunlight village/ Lady Lever Art Gallery/ Liverpool waterfront/ Liver buildings
Mersey ferries/ Port Sunlight village/ Lady Lever Art Gallery/ Walker Art Gallery/ AlbertDock
Mersey ferries/ Port Sunlight/ Liverpool waterfront/ AlbertDock/ U-boat story

Mersey ferries/ U-boatstory/ Spaceport/ Liver buildings/ AlbertDock
Mersey ferries/ Walker Art Gallery/ Pier head/ AlbertDock
Mersey ferry cruise/ Albert dock/ Lady Lever Gallery/ Ness gardens/ West Kirby
Mersey ferry/ Albert/LFC and Everton football/ Museum of Liverpool
Mersey ferry/ Liverpool music/ Football/ Beatles/ AlbertDock
Mersey ferry/ Maritime Museum/ Bluecoat chambers/ AlbertDock/ Port Sunlight village
Mersey ferry/ Port Sunlight village / Liver buildings/ Walker Art Gallery/ Albert Dock
MerseysideMaritime Museum / Mersey ferries/ Lady Lever Art gallery/ St Georges hall/
Aintree races
Met cathedral
Motor bikes at Southport pier/ Southport pier/ Sefton seafront/ Iron men/ AlbertDock
Museums/ AlbertDock/ Restaurants in Liverpool city
Museum –WilliamBrown St/ Walker Art Gallery/ Fabulous buildings in city – architecture
Museum of Liverpool/ Liverpool one/ New Brighton/ AlbertDock/ Beatles story
Museum of Liverpool/ Metropolitan cathedral/ Ness gardens/ Walker Art Gallery/ Hillbre
island
Museum/ Art Gallery/ Nice area
Museum/ Art gallery/ St Georges hall / River front
Museum/ Seafront/ Galleries
Museums
Museums
Museums and History/ Docks/ Ferry cross the Mersey/ Knowsley Safari
Museums, World of Glass &Catalyst
Museums/ 3 graces/ AlbertDock/ Mersey
Museums/ AlbertDock
Museums/ AlbertDock/ Art Galleries/ AnthonyGormley/ Liverpool one
Museums/ AlbertDock/ Ferries
Museums/ AlbertDock/ Ferry
Museums/ AlbertDock/ New Brighton
Museums/ AlbertDock/ Otterspool/ Southport
Museums/ Art Galleries/ LiverpoolFC / EvertonFC
Museums/ Art Galleries/ Shopping/ Restaurants/ AlbertDock events
Museums/ Beatles
Museums/ Beatles/ Shops
Museums/ Buildings/ Beatles/ AlbertDock
Museums/ Calderstones park/ Sefton park
Museums/ Cathedrals/ Beatles/ Shops
Museums/ Cathedrals/ L1/ Music
Museums/ Cavern Club/ Football Stadiums
Museums/ ChesterZoo
Museums/ Dock/ Iron men/ The theatres
Museums/Ferry/ AlbertDock/ World of Glass/ LFC
Museums/ galleries
Museums/ Historic city/ Cathedrals
Museums/ Knowsley Safari Park/ Anfield/ Beatles
Museums/ Music venues/ Architecture/ Cultural

Museums/ Shops/ Culture activities/ AlbertDock
Museums/ Ferry/ Albert dock
Museums/Liverpool one/ New Brighton
Museums/ Music events/ Waterfront/ History
Museums/ Shopping
Music Liverpool/ Sport Liverpool/ Shopping Liverpool/ Waterfront Liverpool
Music venue
Ness/ BurtonMere/ Beatles/ AlbertDock
New Brighton itself since it had a facelift/ Liverpool 1/ The cathedrals/ The panoramic for the view
New Brighton/ Ferry boats/ Mersey river/ Deeestuary
New museum/ Maritime Museum/ AlbertDock
Nightlife
Nightlife / Live music/ Shopping/ Football/ Waterfront
Formby national trust/ AnthonyGormley statues
Outdoor parks/ Crosby marina/ Liverpool parks
Palm house/ AlbertDock/ St Georges hall/ L1
People/ Museums/ Waterfront
Pier head
Pier Head & Football
Pier Head, Safari Park, Museums, Art Galleries & Liver building
Pier head/ Albert dock/ Mersey ferries AnthonyGormley/ Southport pier
Pier head/ St Georges hall/ Liverpool cathedral/ St HelensWorld of Glass/ Anfield stadium
PleasurelandSouthport/ botanic gardens/ Liverpool 1
PleasurelandSouthport/ Marine lake/ Liverpool 1
Port Sunlight village/ Lady Lever Art Gallery/ Liver buildings/ Mersey ferries/ AlbertDock
Port Sunlight village/ Lady Lever Art Gallery/ Mersey ferries/ AlbertDock/ Liverbuildings
Port sunlight village/ Lady Lever Art Gallery/ Museum of Liverpool/ Mersey ferries / U-boat story
Port Sunlight village/ Lady Lever Gallery/ Mersey ferries/ AlbertDock/ Museum of Liverpool
Port Sunlight village/ Lady Lever Gallery/ Mersey ferries/Liverpool waterfront / U-boatStory
Port Sunlight village/ Mersey ferries/ AlbertDock/ Liverpool one
Port Sunlight village/ Mersey ferries/ Lady Lever Art Gallery/ Hillbre island
Port Sunlight village/ Mersey ferries/ Museum of Liverpool/ AlbertDock
Port Sunlight village/ U-boat story/ Lady Lever/ Ness gardens/ Mersey ferries
Port Sunlight village/ Lady Lever/ Port Sunlight museum/ Mersey ferries/ AlbertDock
Port sunlight/ Lady Lever / Mersey ferries/ AlbertDock/ Liverpool one
Port Sunlight/ Mersey ferries/ AlbertDock/ Lady Lever
Port Sunlight/ Mersey ferries/ AlbertDock/ Liver buildings/ Ness gardens
Port Sunlight/ Mersey ferries/ Albert Dock/ Liverpool one/ Liver buildings
Port Sunlight/ Mersey ferries/ Lady Lever Art Gallery/ AlbertDock/ Liver buildings
Port Sunlight/ Mersey ferries/ Spaceport/ AlbertDock/ Safari Park
Promenade and children's play park for children/ Botanic gardens/ Liverpool 1
Pubs in Wigan
Radio tower/ Mersey ferry/ Beatles/ Shopping/ Walker Art Gallery
RC cathedral/ Anglican cathedral/ AlbertDock/ The Dream/ SpekeHall

Restaurants/ Street entertainment
River Mersey / Iron men/ New Brighton/ Ferry/ Maritime Museum
Riverside/ Sefton park/ Liverpool shopping/ Liverpool museums/ Liverpool ferry
Rugby St Helens/ AlbertDock Liverpool/ Shopping Liverpool/ Theatre Liverpool
Rugby St Helens/ Football Liverpool/ Shopping Liverpool
Safari Park, Albert Dock, Liverpool 1 & Beatles
Safari Park, Bold Street &Waterfront
Safari Park/ Albert Dock/ Museums/ Ferries
Safari Park/ Liverpool 1/ Music/ Beautiful beaches/ Wildlife
Safari Park/Liverpool museums/ Football/ Albert dock/ Shopping
Safari Park/ Liverpool one/ AlbertDock/ River Mersey/ Mathew St
Safari Park/ Liverpool one/ Albert docks/ Southport
Safari Park/ MerseyFerries/ Spaceport/ AlbertDock/Liverpool one
Safari Park/Museums/ AlbertDock/ Theatres/ BeatlesStory
Safari park/ St Helens glass museum/ St Helens transport museum/ Liverpool city centre
Safari Park/AlbertDock/ Ferries/ Beatles museum/ Walker Art Gallery
Scouse humour/ Theatre/ River Mersey/ Ferries/ Skyline
Scousers/ AlbertDock
Scousers/ Humour/ Friendly/ Anthony Gormley men
Seafront/ Cathedrals/ Albert Dock
Sefton Park/ Liverpool docks/ Liverpool shopping/ Beatles
Sefton park/ Music festival
Shopping
Shopping & Albert Dock
Shopping/ AlbertDock/ Waterfront/ Museums/ 3 graces
Shopping/ Liverpool/ Beatles/ Cilla Black/ Anfield
Shopping/ Maritime history/ Museums/ Art galleries
Shopping/ Night life/ Ferry on Mersey
Shopping/ Restaurants
Shopping/ Football
Shops/ Atmosphere/ Football/ Friendliness/ Heritage
Shops/ Cinema/ Boats
Shops/ Museums/ Architecture/ History
Shops/ Museums/ Heritage/ Albert Dock
Southport
Southport coast/ AnthonyGormley/ Southport pier/ AlbertDock
Southport for the mix of town and seaside/ Liverpool for the main shops bigger shops
Southport gardens by the marine lake/ AlbertDock/ Liverpool museum
Southport Lord St/ Southport pier/ Albert dock/ AnthonyGormley/ Liverpool museums
Southport marina/ When the singer is on in the cafe/ Area much improved after bushes cut back
Southport/ Liverpool one/ Museums
Speke Hall &Croxteth park
Speke Hall/ Acorn farm/ Wild flower
Speke Hall/ AlbertDock
Speke Hall/ AlbertDock/ Museums

Speke Hall/ Chester zoo
Splashworld/ Clubs in Liverpool/ Various
Splashworld/ AlbertDock for children/ Miniature village
Splashworld/ Liverpool 1 shops/ New Brighton prom
Squirrel reserve Formby/ Botanic gardens
Squirrel reserveFormby/ AlbertDock/ Liverpool museum
Squirrel sanctuary/ Botanic Gardens/ AlbertDock/ Liverpool 1
St GeorgesHall
St GeorgesHall/ Albert dock/ Mersey ferries/ Port sunlight village/ Liverpool waterfront
St GeorgesHall/ Liverpool one/ Museums
St GeorgesHall/ Walker Art Gallery/ AlbertDock
St HelensWorld of Glass/ Knowsley Safari Park/ Mersey ferries/ AlbertDock/ BeatlesStory
Stanley parks in Liverpool/ Liverpool one/ museums
Submarine/ Liverpool/ museums/ AlbertDock
Sudley house/ Lady Lever/ Liverpool museum
SudleyHouse/ Maritime Museum/ LiverpoolMuseum
SudleyHouse/ Speke Hall/ AlbertDock
SudleyHouse/ SpekeHall/ the AlbertDock
SudleyHouse/ The Walker/ Calderstones park
The Atkinson/ The Marine lake now it's been cut back around it/ Open/ Lovely colourful area
The Beatles
The Beatles area and the waterfront
The cathedral/ Iron men/ Waterfront
The cavern/ AlbertDock
The coastline/ Wirral/Liver buildings/ Liverpool FC / Golf Wirral
The docks in Liverpool/ Waterfront/ AnthonyGormley
The docks/ Shopping/ Museums
The iron men/ Albert Dock
The iron men/ Marina lake and pier Southport/ Crosby marina
The Liverpool museum/ Liverpool 1
The Mersey you get oxygen from the sea which makes you feel well/ Everyman theatre
The museums
The museums/ Albert Dock/ Ferries/ Big wheel/ O2 concerts
The nightlife and pubs
The people in the city/ Museums/ Beatles
The people/ Beatles/ Football/ Safari Park
The People/ west Kirby/ Ness/ Echo arena/ L1
The waterfront/ Museums/ AlbertDock/ Beatles
The Waterfront Liverpool/ AlbertDock/ New museum
The waterfront/ Liverpool 1/ Football Grounds/ Knowsley Safari Park
The whole of Liverpool city/ Museums/ Galleries/ Liverpool 1
The whole of Liverpool/ Galleries/ Lots of interest here/ It's accessible to everywhere
The whole thing/ It's got so much to offer couldn't say what the best is
Theatre/ Museums/ Shopping
Theatres, Parks & gardens
Theatres/ Beatles/Thurstaston

This area – coast/ AlbertDock/ Liverpool waterfront/ The lovely buildings/ Museums

Undercover shopping on Lord St/ Weathers bad/ AlbertDock/ Liverpool 1

University

University/ Liverpool 1/ History/ People

Variety of shops, Museums, History, Beatles & Waterfront

Walker Art Galleries/ Tate gallery/ Museum World/ Museum Maritime

Walker Art Gallery/ Lady Lever/ Mersey ferry/ Liverpool cathedral/ Hillbre island

Walker Art Gallery/ Museum – World/ Museum Maritime

Walker/ Tate/ Lady Lever/ Museums/ Scenery

Walker/ Tate/ Museum/ Cathedrals

Waterfront

Waterfront/ EvertonFC

Waterfront/ Ferry/ Museum/ Art Gallery/ Restaurants

Waterfront/ Beatles/ Cathedrals

Waterfront

Waterfront

Waterfront in Liverpool/ AlbertDock/ Museums/ AnthonyGormley/ Liverpool one

Waterfront in Liverpool/ Museums/ Galleries/ AlbertDock/ AnthonyGormley statues

Waterfront Liverpool

Waterfront Liverpool nightlife LiverpoolNew Brighton

Waterfront, Albert Dock, Wirral, West Kirby

Waterfront/ AlbertDock/ Liverpool one/ AnthonyGormley/ Museums

Waterfront/ AlbertDock/ Liverpool one/ Iron men/ LFC

Waterfront/ AlbertDock/ Museums/ Art Gallery

Waterfront/ AlbertDock/ The dream/ Iron men/ Cathedrals

Waterfront/ Anglican cathedral/ Museums/ Walker/ Iron men

Waterfront/ Anglican church/ Museums/ Art Gallery

Waterfront/ Art galleries/ Museums/ Football/ Ferry

Waterfront/ beach at Formby/ Museums/ AlbertDock/ Liverpool one

Waterfront/ Beaches/ Museums/ AlbertDock/ AnthonyGormley

Waterfront/ Beatles/ Cavern/ Shopping

Waterfront/ Beatles/ Museums/ Cathedrals/ Shopping

Waterfront/ Cathedrals/ Buildings

Waterfront/ Friendly people/ Shopping/ Theatre/ Museums

Waterfront/ L1/ Buildings

Waterfront/ Liver buildings/ Maritime Museum/ Art Gallery

Waterfront/ Museum/ Art Gallery – Walker/ Tate

waterfront/ museums/ restaurants/ theatres

Waterside

West Kirby/ Liverpool 1/ AlbertDock/ Crosby beach/ Southport

When the weather is good Southport around the marine lake/ AlbertDock to browse/

Liverpool 1 shops

Whole ambience/ Beatles

Wirral coastline/ Coast walk/ Unspoilt/ Cruise ships/ The sea

Wirral coastline/ Liverpoolwaterfront / AlbertDock/ Liverpool arena/ Football

Wirral prom and marina/ Liverpool waterfront

World Museum/ Museum of Liverpool/ Mersey ferries/ Spaceport/ Albert Dock
World Museum/ Walker Art Gallery/ Empire theatre/ Waterfront

Q20 Are there any places outside Merseyside you intend to visit during this trip

Blackpool
Blackpool zoo
Blue planet
Lake district/ Yorkshire
Salford quays/ Chester

Q28 What single thing have you enjoyed most about your visit here today?

Acorn good family day out
Animals good for children
Animals, children can pet them
Animals/ Fresh air
Atmosphere of farm
Baboons
Being outside and animals
Being with family and being in acorn farm
Cables plenty of parking
Cables retail park/ Safari park
Cafe
Car safari
Child loves it here good day out
Child loves it here/ the animals on safari
Children being able to feed animals
Children being able to run free
Children feeding animals
Children having freedom and able to feed animals
Close to home
Convenience/ It's cheap price
Convenience / Just off motorway/ Reasonable price
Convenient, easy to get too
Easy access
Easy day out it's good
Easy to get around
Easy to get to
Everyone is so friendly
Family day out
Farm animals / Children's party
Feeding goats/ Play ground
Fresh air

Fresh air/ Farm animals
Friendly open attraction
Friendly people at acorn
Fun fair and Meer cats
Geared to small children interactive and animals
Gives kids an opportunity to see animals
Good idea to have wrist bands and safari ride
Good price
High quality/ the animals
It's close by the size of the park
It's close to home and the animals
It's different close to the animals
It's easy – everything's here
It's local and cheap got something for everyone
It's local and easy to get too- kids love it
It's local good value for money goof for kids
It's perfect / The safari and rides nice staff here
It's quiet/ beautiful/ Good for kids
It's very peaceful here
It's very pleasant and easy going
Just wandering around
Kept busy looking at things
Kid friendly place
Kids enjoyment
Kids like funfair
Kids love it
Kids love it here
Location – easy to get too
Markets improved/ new pavements
Monkeys
Monkeys and lions and the rides
Nature
Nice and relaxing/ it's green
Open spaces
Owls
Parks and gardens and central reservations are clean
Petting area/ Reasonable charges
Safari's really good you can get close to the animals
Safari drive
Sealions
Sealions show
Seeing daughter feed animals
Small town
Tea in cafe
The animals
The animals and children playing in woods

The animals and sealions
The area – it's very pretty
The casual layout
The drive through safari and sealions
The enclosures are spot on/ the animals are happy/ staff are excellent and it's clean
The farm itself ideal for small children
The feel of it/ Old buildings small town
The giraffes and sea lions
The ideal location for hosting child's birthday party
The ideal location of the farm and reasonable changes
The lions and rhinos
The market
The monkeys
The monkeys, place is well run – cost is really good
The outdoor feel of the farm
The park
The rides and the animals
The safari
The safari and picnic area and sea lions
The safari ride
The size – good for children to get around and not far to travel here
The trip through the park/ The monkeys
The whole visit calm and pleasant visit at acorn farm
Time with family
To be able to feed animals
Variety / Good day out/ Even in the rain
Very clean place and nice staff
Weather/ Children outdoors
Wildflower – relaxing
Wildflower – very peaceful
Wildflower area
Wildflower centre – it's very relaxing
Wildflower centre
Wildflower/ Atmosphere
Wildflower/ Cafe

Q29 Is there anything that spoilt your visit here today? Do you have any suggestions for improvements

Another restaurant
Better coffee shop
Better quality shops
Bigger play area for younger children under 3 years
Bigger rides/ More cafes restaurants
Build on this attraction
Build on this more animals

Cafe is too expensive
Car park leading into wildflower/ Have more defined pedestrian signs
Congested near lions – we waited by lions and tigers for half an hour
Could do with more animals
Develop acorn bigger
Expand acorn farm
Expand in Kirby – more culture
Have affordable attractions
Have arts and crafts indoor activities open the bug house
Have to pay extra to go on train- that should be included in entrance fee
Improve food in cafe
Improve food/ Better quality food
Improve the food in cafe
Indoor play area for children
It's been fine develop more
Lack of parking
Lots of space – they could fill up – more animals
Make most of the woodland
Map wasn't clear/ More signage on safari
Marketing is what Knowsley is about
More animals
More animals and more restaurants
More animals available
More animals in safari/ Map isn't clear where things are here
More animals in the safari
More attractions – kids bored when they've done the safari
More control on the cars in safari have rangers to move cars on
More disabled parking means a longer walk for me
More for children here
More for children/ Reasonable prices
More free rides should be included in fee
More indoors, for when it's wet weather
More info at entrance so you know the route
More outdoor activities for families
More parkland with family activities
More retail shops
More rides for children
More rides for older children – all aimed for young children
More rides for under 3 years
More roaming animals
More shops
More shops open to attract people here
More shops / Nothing here to attract visitors
More signposting in park
More signs in here
More signs in safari park

More signs on safari this postcode doesn't agree with sat nav
More to be done for traders and more variety
More toilets
More variety of food in the cafe
Need tigers not seen any
No affordable attractions for families
No develop more places like these
No events geared to young families
No lions
Not being able to get to acorn direct on public transport
Not enough for kids in centre of Knowsley that's why we came here
Nothing just more animals
Publicity what Knowsley has to offer
Run down warehouses
The animals
The entrance is open at 10 rides not open till 11
Toilets at entrance need children's toilets (boys)
Tree and elephant- not needed/ more things for kids- centres
Tree and huge elephant take them away
Why have they got the tree and elephant waste of money

APPENDIX B

2015 Liverpool City Region Visitor Survey
Knowsley Edition

Respondent Details

Name:

Address:
.....

County:

Postcode:

Tel:

Interviewer please note: it is vital we gain the origin of visitors.

Respondent Classification

Age Group		Gender	
16-24	1	Male	1
25-34	2	Female	2
35-44	3		
45-54	4	Social Grade	
55-64	5	AB	1
65+	6	C1	2
		C2	3
		D/E	4

Interviewer Declaration

I declare that I have recruited this respondent in strict accordance with LEP instructions. The respondent was not known to me prior to the interview. I have checked the questionnaire for accuracy and completeness.

Interviewers

name:.....

Signed:

.....Date:.....

..

Sample Point:

.....

Start / filters

Good morning/afternoon. My name is and today I am conducting a survey on behalf of the Local Enterprise Partnership. Can you spare a few minutes to help with this survey?

Q1. **Are you a resident of Knowsley?**
(Show map)

Yes follow instructions below

No Go to Q2

If the respondent is a resident, 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

Q2. **How close to the end of your visit are you? (read list)**

- Just going 1
- Will probably stay a little longer 2
- About half way through 3
- Just arrived 4

If the respondent has "just arrived", 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

Visit overview

Q3. **What is your main reason for visiting Knowsley today?**

(Show card A – circle one response only)

To see/explore Knowsley	1
To attend an event	2
Specify:.....	
.....	
To visit an attraction	3
y:.....	
Visiting friends or relatives	4
Leisure / Holiday	5
Golf	6
y:.....	
Other outdoor activity	7
y:.....	
Business trip / Conference	8
Specify:.....	
.....	
Special shopping trip	9
Specify:.....	
Regular shopping trip	1
	0
I work in Knowsley	1
	1
I study in Knowsley	1
	2
Other (specify)	1
Specify:.....	3

If the respondent answers code 10, 11 or 12 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

Q4. Which of these phrases **best** describes the personal group you are travelling with on this visit?

- On my own 1
- With family (inc. children) 2
- With family (exc. children) 3
- With partner / spouse 4
- With friend(s) 5
- In an organised group 6

Q5. Please describe your party (including yourself) by placing numbers in the boxes below. (Show card B)

	Male	Female
0 to 5		
6 to 10		
11 to 15		
16 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 +		
Total Party		

Q6. Which of the following best describes this visit?

- Staying trip 1 *Go to Q7*
- Day trip whilst on holiday 2 *Go to Q7*
- Day trip from home 3 *Go to Q10*
- Resident 4 *Go to Q10*

Q7. Where are you staying?

- Knowsley 1
- Elsewhere on Merseyside 2
- Elsewhere in the Northwest 3
- Further afield 4

Please record the town/area (or hotel) below

.....

Q8. What type of accommodation are you staying in? (Show card C – circle response)

- Hotel 1
- Guesthouse / B&B 2
- Serviced apartment 3
- Self Catering 4
- Home of a friend/relative 5

} Please specify below name of establishment

- Second home 6
- Touring caravan 7
- Static caravan 8
- Camping 9
- Youth hostel 10
- Hall of residence 11
- Holiday centre 12
- Other (specify).....
- ..

Name:.....
.....

Q9. How many nights are you staying in total on this trip?

Q10a. How did you get to Knowsley today from your home (if on day trip) /where you are staying? (code all that apply)

- Own car
- 1 Train
- 2 Scheduled coach or bus service
- 3 Private hire coach or bus
- 4 Taxi or private hire car
- 5 Self drive car hire
- 6 Ferry
- 7 Bicycle
- 8 Got a lift
- 9 Other (specify).....

Q10b. Did you use any Merseyrail or local trains for this trip? (Show card D)

Yes

1

No

2

Don't know

3

Q10c. (ask if from outside NW) Did you use Liverpool John Lennon Airport to reach the area on this trip?

Yes

1

No

2

Don't know

3

Q11. How often do you visit Knowsley?

At least once a week

1

At least once a month

2

Every few months

3

2-4 times a year

4

Once a year

5

Less than once a year

6

On my first visit

7

Influences on visit

Q12a. Which (if any) of these things influenced your decision to visit Knowsley?
(Show card E—tick all that apply)

Q12b. And which of the following was the main influence on your visit?
(Show card E—Tick one response only)

	Q12 a	Q12 b
Liverpool City		

Regionvisitor guide		
It's Liverpool Magazine		
Posters		
Newspaper adverts (as shown)		
E-mail from VisitLiverpool		
Other guidebooks		
VisitLiverpool.com		
The Internet (other site)		
Feature in a newspaper / magazine		
Other advert in a newspaper/magazine		
Twitter (please specify)		
Facebook (please specify)		
Previous visit		
Used to live/study here		
It's Liverpool app		
Word of mouth recommendation		
VisitKnowsley.com		

Other (specify):

.....

Q12c. Have you visited the website VisitLiverpool.com or VisitKnowsley.com?

Yes1 (go to Q12d)

No2 (go to Q13)

Did you find information or adverts for any of the following places or venues within these areas? (Ask the question relevant to the websites by respondent.) Showcard F

	12d. VisitLiverpool.com	12e. VisitKnowsley.com
Liverpool?		
Wirral?		
Sefton?		
St.Helens?		
Knowsley?		
Halton?		

Using the following scale (Show card G), please rate the following aspects of the website:

	12f. VisitLiverpool.com	12g. VisitKnowsley.com
Usefulness of information		

Ease of booking accommodation		
Ease of using the website		
Itinerary Planning		
Ease of navigation		

Location near Liverpool

Q14b Was there anything missing that you would associate with Knowsley?

Q12h. What did you like or find helpful about the website? (please state which website referring to)

.....

Q12i. What did you dislike or find unhelpful about the website? (please state which website referring to)

.....

Q12j. Were you directed to VisitKnowsley.com from VisitLiverpool.com?
 Yes 1
 No 2

Q13. Now, which, sources did you use to plan your visit? (Show card H),
 Website (specify below) 1
 TIC (specify below) 2
 Brochure (specify below) 3
 Other 4

Q14a Please rank the following in terms of what you associate with Knowsley as a destination – with 1 as the first factor that you would relate to Knowsley, and 10 as the factor least associated with Knowsley?(Show card I)

Knowsley	
Nature / Wildlife	
Outdoor Activities	
Museums and Galleries	
Architecture / Grand buildings	
Prescot Shopping	
Restaurants and Cafes	
Events	
Cables Retail Park	
Markets	

Visit activity

Q15. What else will you be doing on the visit to Knowsley? (Show card J – circle all that apply)

- Nothing else 1
- Attending an event 2
- Visiting an attraction 3
- Visiting friends or relatives 4
- Golf 5
- Other outdoor activity(specify below) 6
- Special shopping trip 7
- Eating out 8
- Other (please specify below) 9

Q16. From the following list please could you read out all the places to visit that you have been to or will visit during this trip to Knowsley? (Show card K - Code all that apply.)

Acorn Farm	
Aerial Extreme	
Knowsley Hall	
Prescot Town Centre	
Knowsley Safari Park	
Cables Retail Park	
Prescot Museum	
KC & LP	
Space World	
Prescot Food Producers Market	
National Wildflower Centre	
Kirkby Market	
Whitakers Garden Centre	
Others:	

Q17a. Are there any other attractions in Merseyside that you have been to during this trip? (Probe for detail)

.....

.....

.....

Q17b. Which attractions do you consider to be the main attractions across the whole of the Liverpool City Region including Liverpool, Wirral, Sefton, Knowsley, St.Helens and Halton?
 Insert no more than 5:

.....

.....

.....

.....

.....

Q18. Are there any places outside Merseyside you intend to visit during this trip?

.....

.....

Economic details

Q19.. Approximately how much do you think you have/will be spending during this trip on...?
 (Show card L; prompt for amounts; write in "0" for any "no spend" amounts.)

Spend on:	Amount:
a) Accommodation	£
b. Shopping	£
c. Food & drink	£
d. Attractions, entertainment & activities	£
e. Travel & transport	£
f. Other	£

g. Total £

Q20. Over how many days will you have spent this money?

Q21. How many people does this amount cover?

	Adults
	Children

Q22. Can you estimate what proportion of this money was spent: (Interviewer, ensure %s add up to 100%)

a. In Knowsley		%
b. Elsewhere in Merseyside		%
c. Elsewhere in Northwest		%
d. Outside the Northwest (Calculate, do not ask)		%

Visitor satisfaction

Q23. How easy did you find it to get to (sampling point) today?

Very easy	1	Go to
Q26		
Quite easy	2	Go to
Q26		
Neither easy nor difficult	3	Go to
Q26		
Quite difficult	4	Go to
Q24		
Very difficult	5	Go to
Q24		

Q24. Why didn't you find it easy to get here today?

.....

.....

Q25. Could anything have made your journey here easier?

Better road signs	1
Better pedestrian signs	2
Better printed maps or guides	3
Better online information	4

- More frequent public transport 5
- More information about public transport (routes/times etc) 6
- Improved range of tickets 7
- Other(*Specify*): 8

.....

Q26. What single thing have you enjoyed most about your visit here today?

.....

.....

Q27. Is there anything that spoils your visit here today? Do you have any suggestions for improvements?

.....

.....

Q28a. How would you rate the overall enjoyment of your visit to Knowsley?

- Very poor 1
- Poor 2
- Neither 3
- Good 4
- Very good 5

Q28b. How likely is it that you would recommend Knowsley to your friends or family?

- Very unlikely 1
- Quite unlikely 2
- Might/Might not 3
- Quite likely 4
- Very likely 5

Q29 *Read out:* We are interested in your opinion of various aspects of Knowsley.

On a scale of 1 to 5, where 1 is “very poor” and 5 is “very good”, how would you rate your overall satisfaction with the following aspects of Knowsley: (*Show card M*)

a) Visitor attractions:

- Range of visitor attractions
- Quality of service
- Value for money

b) Arts & Culture

- Range of arts and cultural activities
- Quality of service
- Value for money

c) Places to eat & drink:

- Range of places to eat and drink
- Quality of service
- Value for money

d) Shops:

- Range of shops
- Quality of shopping environment
- Quality of service

e) Ease of finding way around

- Road signs
- Pedestrian signs
- Display maps and information boards

f) Public toilets

- Availability
- Cleanliness

g) Quality of the nightlife experience in Knowsley.

h) Overall impression of Knowsley in terms of:

- General atmosphere
- Feeling of welcome

Q30. And if you were not visiting this location today, what else would you be doing? (*Show card N*)

- I would have visited somewhere else in Knowsley 1
- I would have visited somewhere else in Merseyside 2
- I would have visited somewhere else in NW England 3
- I would have visited somewhere else outside NW England 4
- I would have stayed at home or gone to work 5

Visitor details

I would just like to finish by asking you a few questions about yourself. Again, I would like to reassure you that all information you provide will be kept entirely confidential, in accordance with the Market Research code of conduct.

- Q31a. Do you or does anyone in your party consider themselves to have a disability or long-term illness?
- Yes 1 Go to Q31b
 - No 2 Go to Q32
 - Refused 3 Go to Q32

- Q31b. Were there any access or communication barriers, which prevented you from accessing this location?
- Yes 1
 - No 2
 - Refused 3

Q32. How would you describe your main activity?
(Show card O)

- Full time work (30+ hrs/week) 1
- Part time work (<29 hrs/week) 2
- Self employed 3
- Training scheme 4
- Unemployed 5
- Looking after home/family 6
- Retired from paid work 7
- Long term sick/disabled 8
- Student 9
- Other (specify).....

Q33. What is the occupation of the chief income earner in your household (or previous if retired)?

.....

Q34. To which of these groups do you consider you belong?
(Show cardP – write in code below)

Guide to statistical confidence levels

There are two tables shown. The first gives the range around a particular percentage result within which one can be confident that the true result across the whole population lies; the second shows the minimum difference you would need between two results to be confident that there was really a difference.

These tables are based on the following assumptions:

- I. The samples have been randomly drawn (in actuality this is never true in survey research, because there is always an element of refusal to cooperate - but, for practical purposes we have to assume that it is true).
- II. The degree of confidence we will work with is 95%. This means that there is still a 5% chance that the result is outside of the range by chance. There is no absolute reason why 95% should be used - but it has become the convention in balancing degree of confidence against cost of data collection.

Table 1. Confidence in a single percentage result.

The +/- figures show the variation around the result (left hand column) that applies for each chosen sample size.

% result	Sample Size				
	100	200	500	1,000	5,000
50%	+/- 9.8%	+/- 6.9%	+/- 4.4%	+/- 3.1%	+/- 1.4%
40% / 60%	+/- 9.6%	+/- 6.8%	+/- 4.3%	+/- 3.0%	+/- 1.4%
30% / 70%	+/- 9.0%	+/- 6.4%	+/- 4.0%	+/- 2.8%	+/- 1.3%
20% / 80%	+/- 7.8%	+/- 5.5%	+/- 3.5%	+/- 2.5%	+/- 1.1%
10% / 90%	+/- 5.9%	+/- 4.2%	+/- 2.6%	+/- 1.9%	+/- 0.8%
5% / 95%	+/- 4.3%	+/- 3.0%	+/- 1.9%	+/- 1.4%	+/- 0.6%

Thus a survey result of 40% from a sample of 500 would mean that we were 95% confident that the true result across the whole population lies between 35.7% and 44.3%.

Table 2. Confidence between two percentage results.

The +/- figures show the difference from the first result (left hand column) that the second result needs to display.

Thus if the first survey result was 40% from a sample of 500, the second result would have to be either over 46.1% or under 33.9% for us to be 95% confident that there was a true difference in the population at large.

% result ¹	Sample Size				
	100	200	500	1,000	5,000
50%	+/-13.9%	+/- 9.8%	+/- 6.2%	+/- 4.4%	+/- 2.0%
40% / 60%	+/-13.6%	+/- 9.6%	+/- 6.1%	+/- 4.3%	+/- 1.9%
30% / 70%	+/-12.7%	+/- 9.0%	+/- 5.7%	+/- 4.0%	+/- 1.8%
20% / 80%	+/-11.1%	+/- 7.8%	+/- 5.0%	+/- 3.5%	+/- 1.6%
10% / 90%	+/- 8.3%	+/- 5.9%	+/- 3.7%	+/- 2.6%	+/- 1.1%
5% / 95%	+/- 6.0%	+/- 4.3%	+/- 2.7%	+/- 1.9%	+/- 0.9%

¹ (Footnote to this table. These are approximations - for guidance only. The precise difference required for the second percentage will vary with whether it is below or above the first percentage)