



V1  
Report

P1613 Events 2012  
Visitor Research and Economic Impact  
Assessments

For Liverpool City Council

# Mathew Street Music Festival

26-27<sup>th</sup> August 2012

Prepared for  
Liverpool City Council



27<sup>th</sup> September 2012

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## executive summary

This year's Mathew Street Music Festival took place between 26th and 27<sup>th</sup> August 2012, with an estimated total attendance of 180,000 people. This report is based on data collected from 304 face-to-face interviews with attendees at the event, with this representing estimates of spend for up to 876 individuals.

Please note: Due to predicted high winds, the outdoor stages element of the festival were cancelled on Monday 27<sup>th</sup> August but visitors were interviewed in bars and indoor venues across the city.

### profile & visitor origin

1. Over a fifth (22.1%) of those interviewed was aged 16-24 and a further fifth were aged between 45-54 (21.5%).
2. Nearly four in ten (40.1%) visitors came to the Mathew Street Music festival with friends. Only a small minority (2.3%) came with children.
3. Looking at the profile composition of all party members, just over 6 per cent of visitors were under 16.
4. Over a half (53.0%) of the attendees originated from Merseyside, over a fifth from other parts of the UK (including Cambridgeshire and West Yorkshire) and a further 14.2 per cent from Cheshire.

### residents, day and staying visitors

5. Nearly a half (48.4%) of people interviewed described themselves as being a resident outside Liverpool on a day trip. Around three in ten (30.9%) stated they were a resident of Liverpool and nearly a fifth (17.1%) were staying visitors.

### visitor behaviour

6. Nearly six in ten (57.9%) reached the event by public transport - with 30.5 per cent by bus/coach and 27.4 per cent by train.
7. Around eight in ten (88.1%) said the Mathew Street Music festival was their sole reason for being in Liverpool on the day they were interviewed.
8. The decision to visit the event was made for over a third (36.2%) within the last seven days before the event and over 16 per cent either on the day or more than three months ago.

### marketing

9. Nearly 65 per cent found out about the event through word of mouth and a further 10 per cent through the radio. These two sources also had the biggest influence on people's decision to visit the event.

<p><b>visitor satisfaction</b></p>	<p>10. Customer satisfaction ratings saw respondents score the event very highly in some areas. ‘Suitability of the event venue’ and ‘Overall enjoyment’ scored the highest, with over nine in ten rating it very/fairly good on Sunday. However, due to bad weather this decreased to 86.1 per cent and 62.8 per cent respectively on Monday.</p> <p>11. There were significant number of negative responses for parking facilities with 31.2% rating it either very poor or poor on Sunday and this increased further to 37.9 per cent on Monday.</p> <p>12. Almost all (97.8%) of those attending the event would be very/quite likely to recommend the event to friends and family on Sunday. This reduces to 89.4 per cent on Monday.</p> <p>13. All respondents who visited the event on Sunday stated they were either very or fairly likely to return to Liverpool in the future. This figure drops slightly to 96.8 per cent on Monday - with 3.3 per cent citing that they might/might not return in the future.</p>
<p><b>economic impact</b></p>	<p>14. The average spend by all visitors to the Mathew Street Music Festival was approximately £67.20 per person per night. Visitors staying overnight in the city spent on average £32.37 per person per night on accommodation.</p> <p>15. Gross visitor spend is calculated as £15,245,885 of which £14,952,152 was generated for Liverpool and £152,459 for the rest of Merseyside.</p> <p>16. £9,999,252 of the visitor spend and £3,428,356 generated in local supply businesses is estimated to be additional or abstracted spend generated for Liverpool that would not have occurred had the event not been held.</p> <p>17. The direct and indirect impact of the Mathew Street Music Festival to the Liverpool economy was £20,283,396. However, this is based on visitor spending only and would have been higher if the spending by businesses involved in the event had been included in the study.</p>

## section 1

## background and introduction

### 1.1 introduction

Following the success of Liverpool's programme of events to celebrate its year as European Capital of Culture in 2008, an events programme has been developed to run since then. In order to monitor the impact of these events and to ensure that they can continue to be improved and developed in future years, Vector Research was commissioned to conduct a series of visitor and economic impact studies at four key events during 2012.

Event research was brought together by Liverpool City Council in both 2007 and 2008 to more fully understand the economic impacts of the City's 800<sup>th</sup> birthday year and 2008 Capital of Culture events programme. The 2012 programme of research builds on work carried out in previous years, allowing comparisons to be drawn between events.

The Mathew Street Music Festival took place between 26<sup>th</sup> and 27<sup>th</sup> August 2012. This year's event saw an estimated total attendance of 180,000 people.

### 1.2 research requirements

The research aims were:

- To identify and quantify the visitor element of economic impact of the 2012 events programme in Liverpool, Merseyside and North West England, including the number of jobs created and supported;
- To develop a profile of the audiences for each of the events included in the research, and;
- To obtain consumer perceptions of the events and suggestions for future improvements, from both local residents and visitors.

More specifically the research was designed to use fieldwork and multiplier analysis to gather:

1. Audience Profile;
2. Lifestyle characteristics;
3. Motivations, key drivers and triggers for attendance including the role of the city in deciding to visit;
4. Influence of marketing in the decision to attend;
5. Length of stay in Liverpool and NW England;
6. Modes of transport used to travel to, and within the City;
7. Quality of experience including satisfaction with and image of the events and Liverpool, and;
8. Visitor expenditure (direct, indirect and induced).

### 1.3 the research approach

Vector Research conducted 304 face-to-face interviews with visitors at the Mathew Street Music Festival.

The fieldwork was conducted using a method of random sampling and was spread by time of day and location in order to ensure a representative coverage. Interviews were conducted on the Sunday and Monday only.

It should be noted then that the survey sample should not be considered representative of visitors to Liverpool in general, because *event attendees* were specifically targeted in order to ensure that evaluative feedback data on the events was collected.

Surveys of this nature rely on inferring characteristics of the total attendance from a small sample of visitors. Only a survey which included each and every person at the event could hope to achieve total accuracy in its findings.

The table below describes the confidence intervals for values in this report, based on the survey sample (304 people), taken from the total population of 180,000 (the estimated attendance), at a confidence level of 95%.

Values attributed to the respondents in this survey will fall within this range in 95% of cases.

table 1	Confidence intervals
% Response returned	Confidence interval (+/-)
95 or 5	2.45
90 or 10	3.37
85 or 15	4.01
80 or 20	4.49
75 or 25	4.86
70 or 30	5.15
65 or 35	5.36
60 or 40	5.50
55 or 45	5.59
50	5.62

Appendix 1 shows the questionnaire used.

## section 2

## findings (1) profile & origin of visitors

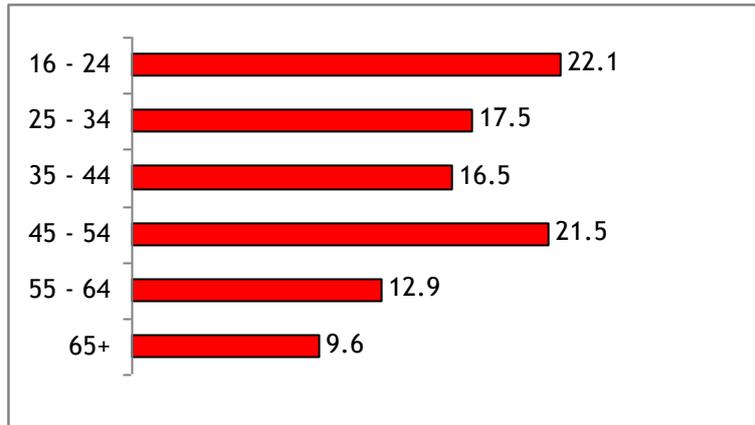
### 2.1 profile data of respondents

#### 2.1.1 age profile

Figure 1 below shows the age profile of respondents<sup>1</sup>.

figure 1

Age profile



Percentage base=303

Over a fifth (22.1%) was aged 16-24 and a further fifth were aged between 45-54 (21.5%) years.

#### 2.1.3 gender profile

Over six in ten (61.5%) were females and only 38.5% were males.

#### 2.1.4 disability

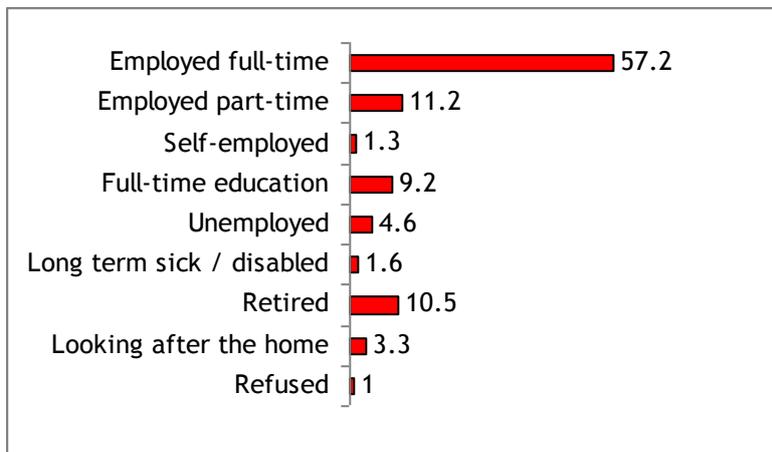
Of those interviewed, 12 (3.9%) considered themselves to have a longstanding illness, disability or infirmity.

#### 2.1.5 employment status

Figure 2 below shows that nearly six in ten people (57.2%) were working full time and a further 11.2 per cent part time. Around 1 in 10 (10.5%) were retired. This is slightly higher than the Liverpool or Merseyside mean.

figure 2

employment status



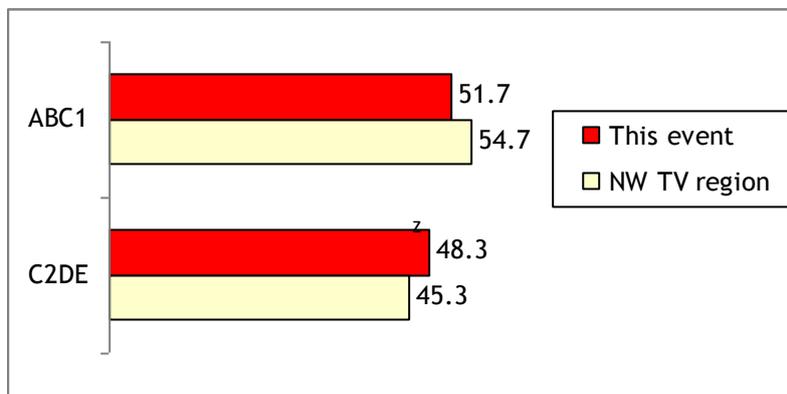
Percentages, base=304

<sup>1</sup> For a more accurate demography of visitors at the event rather than respondents, see section 2.2

Figure 3a below shows a slight deviation between the event and North West TV figures but it is certainly within the bands of statistical significance.

figure 3a

**social grade (All UK)**



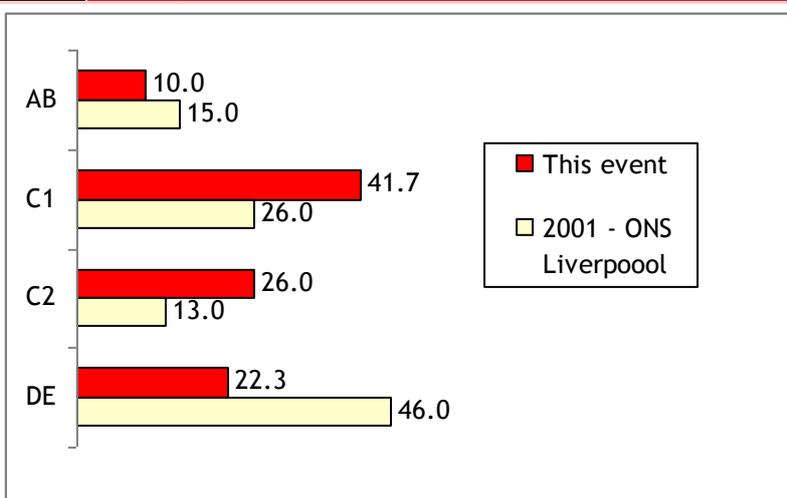
Percentages, base=300

ABC1s were under represented in this audience compared with the NW TV region profile. C2DEs were slightly over-represented, with nearly a half (48.3%) of event attendees in this group compared to 45.3 per cent for the region.

Figure 3b shows an under-representation of DEs (i.e. unskilled/economically inactive) but an over-representation of C1s and C2s amongst Liverpool residents attending the event.

figure 3b

**social grade (Liverpool residents)**



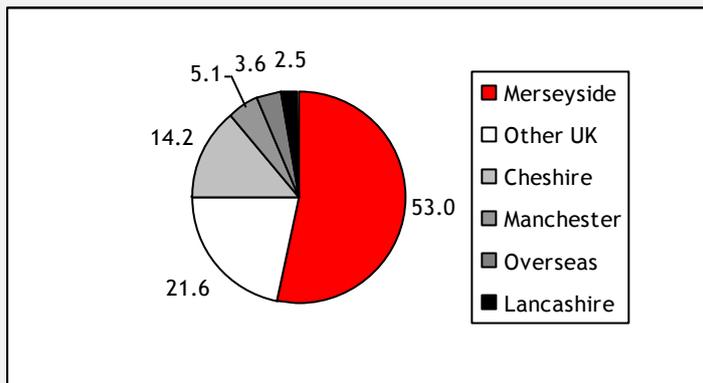
Percentages, base=300

**2.1.6 location of residence**

Analysis of respondent's place of residence identifies that over half (53.0 %) of visitors to the event came from Merseyside.

Over one fifth from other parts of the UK (including Cambridgeshire and West Yorkshire) and a further 14.2% from Cheshire.

**figure 4** location of residence

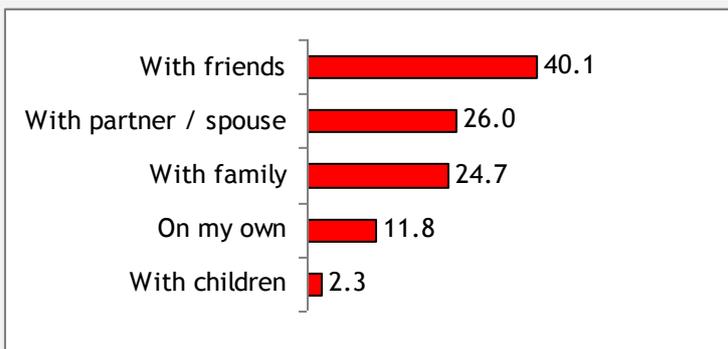


Percentages, base=275

## 2.2 group composition

Respondents were asked whether they had attended the event alone or as part of an organised group. The largest proportion, four in ten (40.1%) were respondents who came with friends. Only a small minority (2.3%) came with children.

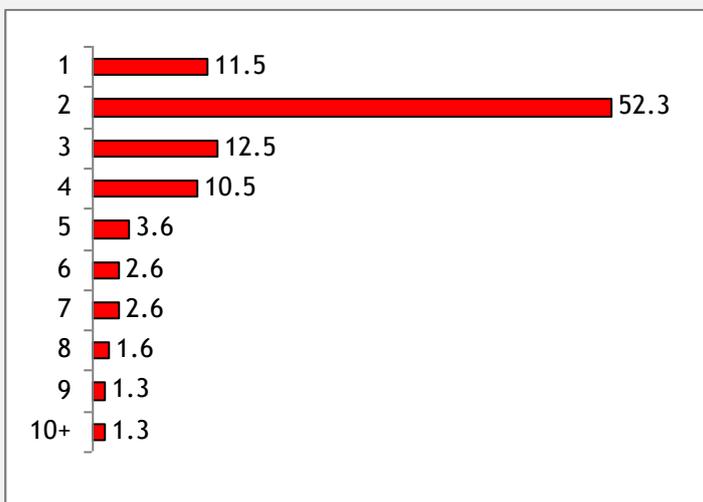
**figure 5** personal group



Percentages, base=304

Linked to the above data, figure 6 records the size of groups at the event. The average group size was 2.9. Thus a very high proportion came as couples (52.3%).

**figure 6** personal group



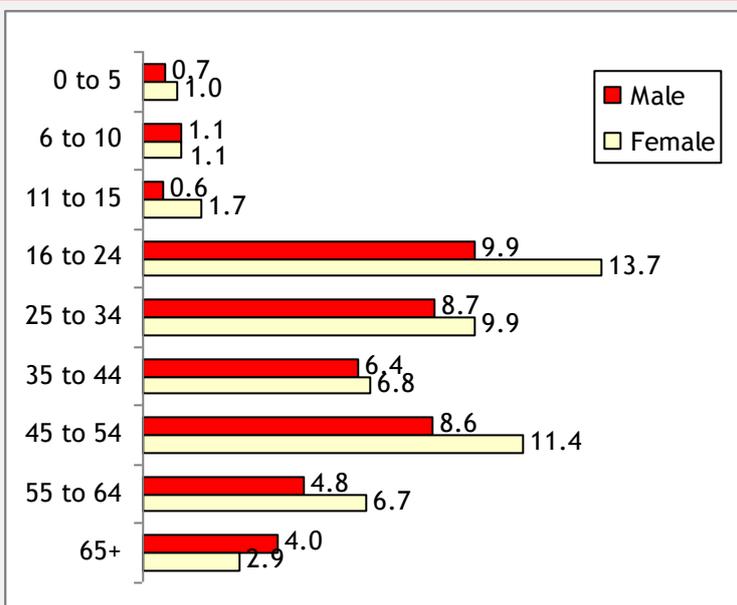
Percentages, base=304

Group size by type of partner is detailed in table 2.

table 2	mean group size
On my own	1.03
With partner / spouse	2.2
With family	3.47
With children	3.14
With friends	3.6

Our question on the gender and age makeup of respondent's whole visiting party gives us a broader picture of the age and gender of those present on the day. Figure 7 shows that less than 10 per cent of all visitors were under 16 with two slight peaks in the 16-24 and 45-54 age groups. The data in figure 7 also identifies a female majority i.e. 55.1 per cent compared to 44.9 per cent.

figure 7 group demographic profile



Percentages, base= 871

**section 3**

**findings (2) residents, staying visitors & day visitors**

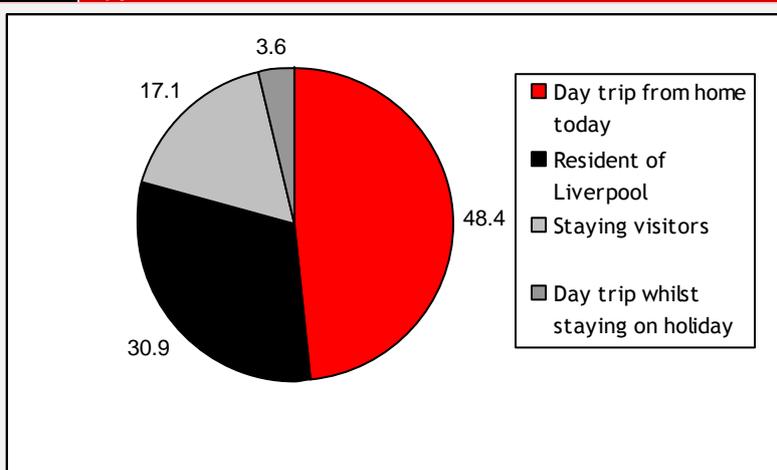
**3.1 type of visitor**

Nearly a half (48.4%) of people interviewed described themselves as being a resident outside Liverpool on a day trip. Around three in ten (30.9%) stated they were a resident of Liverpool and nearly a fifth (17.1%) were staying visitors.

It should be noted that this may be skewed due to cancellation of the event on Monday 27<sup>th</sup> August - when staying visitors were more likely to be interviewed since they were still present in the area.

**figure 8**

**type of visitor**



Percentages, base=304

**3.2 accommodation details**

**3.2.1 length of stay**

On average, those staying overnight in Liverpool in all types of accommodation were staying 3.29 nights. When excluding those staying with friends and relatives, this decreases slightly to 2.83 nights for those staying in commercial accommodation. This based on only 46 respondents staying away from home in Liverpool.

**3.2.2 accommodation type**

35 respondents stated they had used commercial accommodation, as shown in table 3 below. Five respondents rented a house. The remaining six stayed with friends and relatives.

**table 3**

**type of accommodation used**

Hotel	35
Rented House	5

**3.2.3 accommodation location**

46 respondents were staying in Liverpool and 13 elsewhere in Merseyside. One person was staying elsewhere in the North West and two respondents stated they were staying further afield.

**3.2.4 accommodation expenditure**

The average spend by all visitors to the Mathew Street Music Festival was approximately £67.20 per person per trip. Visitors staying overnight in the city spent on average £40.39 per person per night on accommodation.

**section 4**

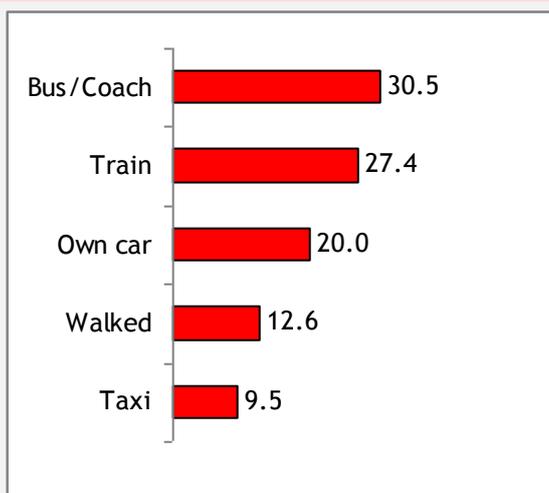
**findings (3) visitor behaviour**

**4.1 method of travel**

Nearly 6 in ten (57.9%) reached the event by public transport - with 30.5 per cent by bus/coach and 27.4 per cent by train. A further fifth (20.0%) travelled to the event by car.

**figure 9**

**mode of transport**



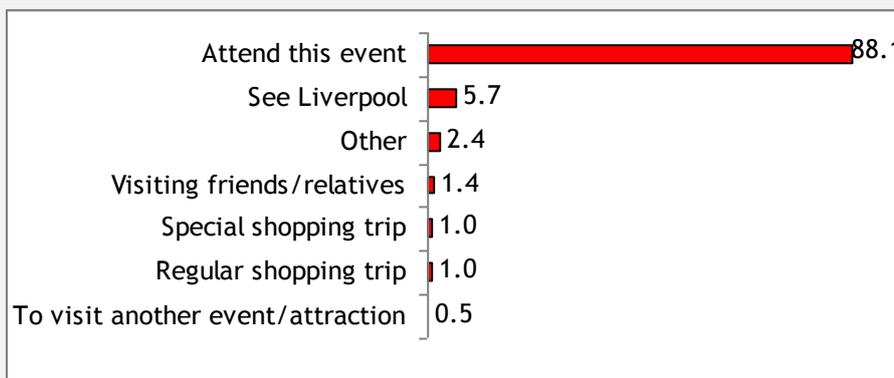
Percentages, base=95

**4.2 main reason for visiting Liverpool**

Nearly nine in ten (88.1%) stated that attending this event was their main reason for visiting Liverpool. A further 5.7% were present to see the city itself.

**figure 10**

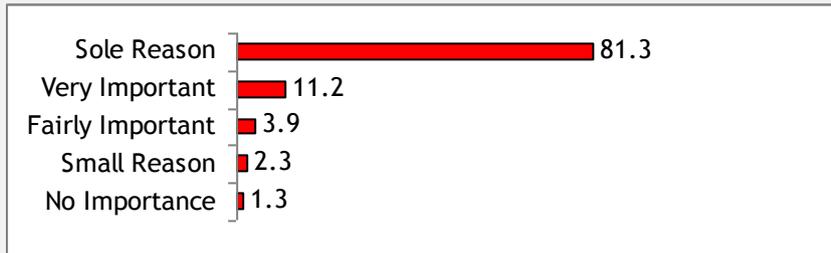
**main reason for visiting Liverpool**



Percentages, base=210

Of the 303 respondents who responded to the question on how important the Mathew Street Music Festival was to their decision to be in Liverpool, around 8 in ten (81.3%) said it was the sole reason for being in Liverpool, with a further 11.2 per cent stating it was a very important reason.

**figure 11** importance of the Mathew Street Music Festival in decision to visit Liverpool



Percentages, base=304

Figure 12 shows that almost 3 in 10 (27.4%) were residents of Liverpool, nearly one fifth (19.1%) visited monthly and a further 16.8 per cent visited the city every few months.

**figure 12** frequency of visiting Liverpool

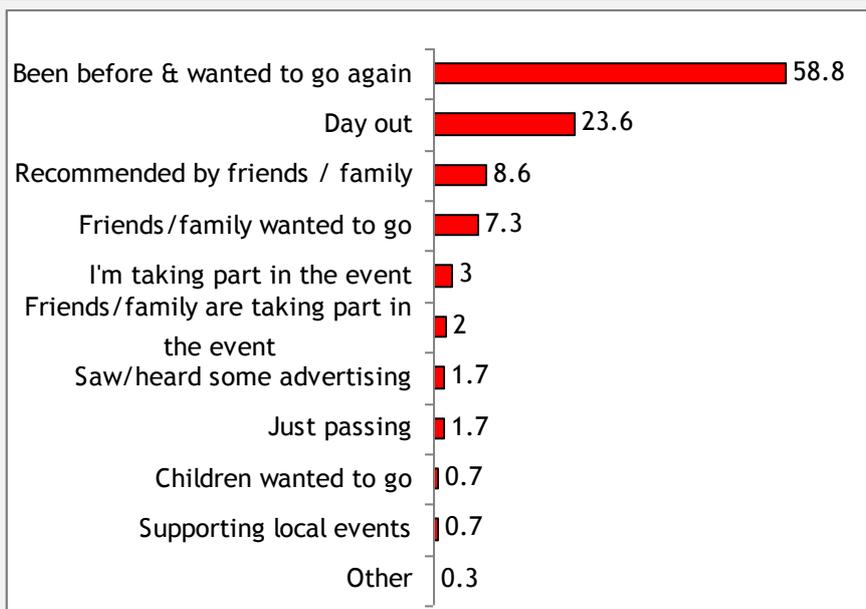


Percentages, base=303

### 4.3 reasons for visiting event

Figure 13 below shows the reasons for visiting the event.

**figure 13** reasons for visiting Mathew Street Music Festival



Percentages, base=301

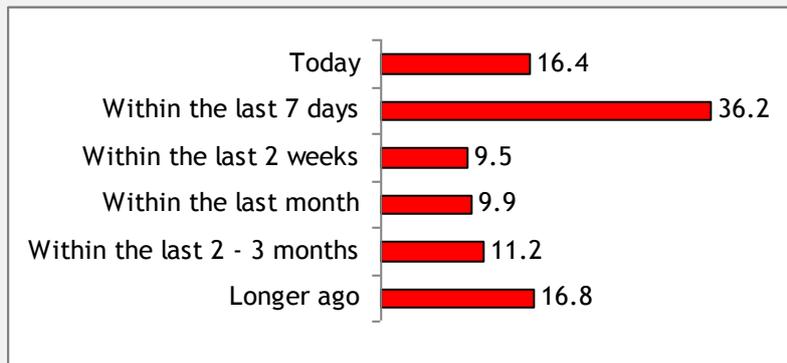
Nearly 6 in 10 of respondents (58.8%) stated that they had visited

Mathew Street Music Festival before and wanted to go again.

Nearly a quarter (23.6%) stated that they wanted a day out and 8.6 per cent were recommended to visit the event by friends or family. Figure 14 shows that the decision to visit the event was made for over a third (36.2%) of respondents in the 7 days before the event and over 16.8 per cent made the decision either on the day or more than three months ago.

figure 14

advance planning of visit



Percentages, base=304

section 5

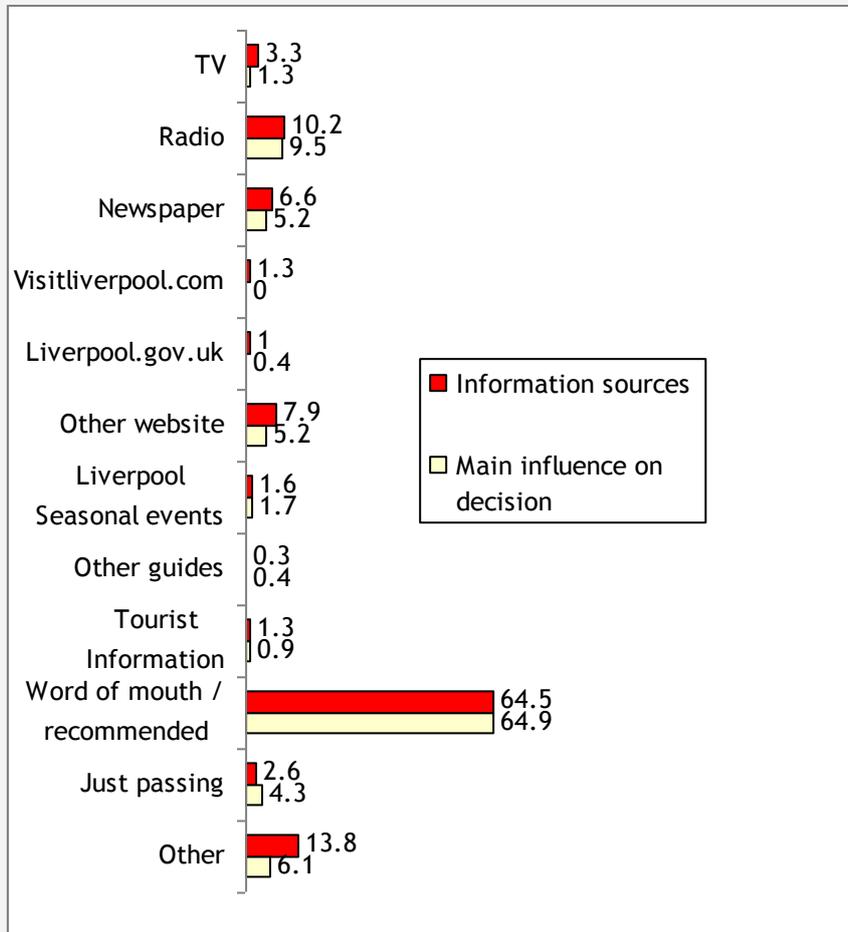
findings (4) marketing & promotion

5.1

5.2 effectiveness of marketing activity

figure 15

information sources and influences on visit



Percentages, base=304, 231 percentages do not total 100 as respondents could select more than one answer

In an attempt to gain a measure of marketing channels used to promote the event, respondents were asked to detail how they found out about the event and what the main influences were on their decision to visit the event.

Nearly 65 per cent found out about the event through word of mouth and a further 10 per cent through the radio. These two sources also had the biggest influence on people’s decision to visit the event.

Other media cited as being the main influence included:

- Newspaper (5.2 per cent) and
- Other web-site (5.2 per cent)

section 6

findings (5) visitor satisfaction

6.1 satisfaction with event

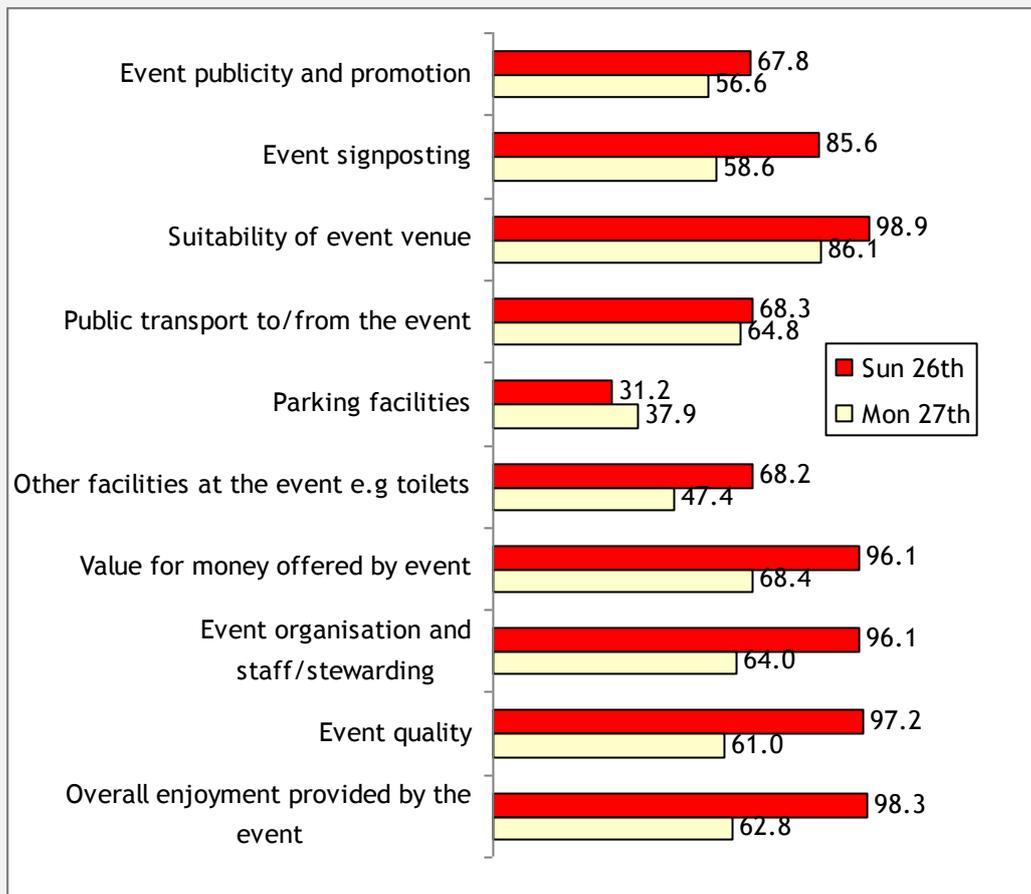
Visitors were asked to rate their levels of satisfaction with various aspects of the event using the likert scale (where 1=very poor and 5=very good), as shown in figure 16 below. Due to bad weather the event was cancelled on Monday, to avoid skewing the satisfaction results the two days have been separated.

The suitability of the venue and overall enjoyment provided by the event received the highest rating on Sunday - with 98.9 per cent and 98.3 stating they were good/very good respectively. This decreased to 86.1 per cent and 62.8 per cent respectively on Monday. Value for money and event organisation scored joint third (96.1% very good/good) on Sunday. This fell to 68.4 per cent and 64.0 per cent respectively on Monday.

There were significant numbers of negative responses for parking facilities (31.2%) on Sunday but this rose even higher to 37.9 per cent on Monday.

figure 16

satisfaction with the Mathew Street Music Festival



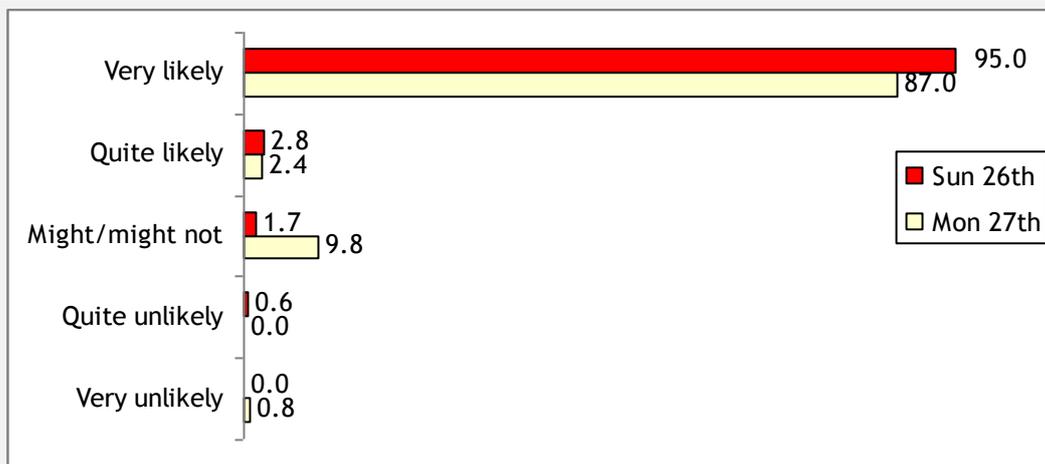
Percentages, bases=302-289

On this scale, a rating score above 3.0 indicates a net satisfaction score, whilst any rating below 3.0 indicates a net level of dissatisfaction. Table 4 shows the mean score awarded by respondents. The overall score was 4.4 on Sunday and 3.9 on Monday.

table 4	mean satisfaction scores	
	Sunday 26 <sup>th</sup> August	Monday 27 <sup>th</sup> August
Publicity & promotion	3.88	3.43
Event signposting	4.39	3.68
Suitability of venue	4.8	4.43
Public transport	4.11	4.06
Parking facilities	3.54	3.63
Other facilities	4.04	3.7
Value for money	4.75	4.18
Event organisation	4.76	3.96
Event quality	4.79	3.97
Overall enjoyment	4.84	3.94
Overall	4.4	3.9

A good measure of satisfaction is to assess whether visitors would recommend the event to friends and family. Almost all (97.8 %) of respondents who attended the event on Sunday said they were very/quite likely to recommend the event. This reduces to 89.4 per cent on Monday. Just 1.7 per cent said they might/might not on Sunday and 9.8 per cent on Monday.

figure 17 likelihood to recommend to friends/family

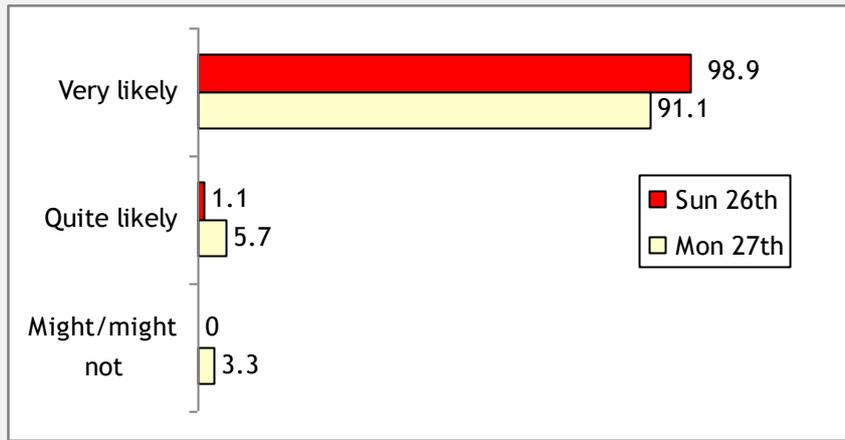


Percentages, bases=303

Respondents were also asked how likely they were to visit Liverpool again in the future.

All respondents who visited the event on Monday stated they were either very or quite likely to return. This reduces slightly to 96.8 per cent on Monday - with 3.3 per cent citing that they might/might not return in the future.

**figure 18** **likelihood of visiting again**



Percentages, bases=301

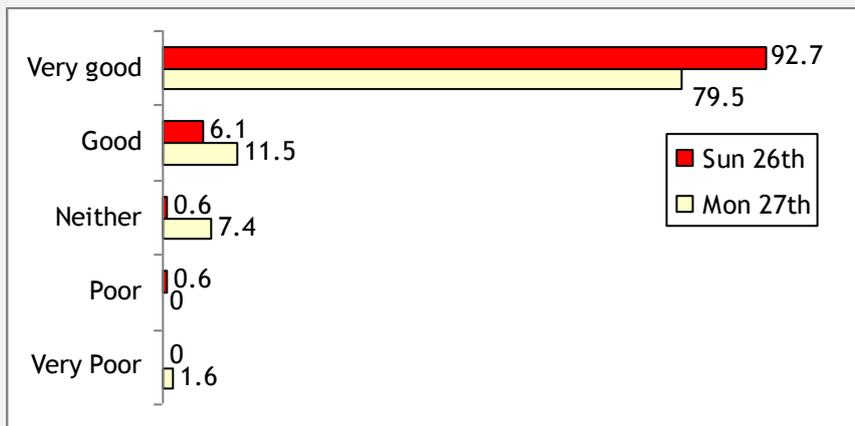
Respondents were also asked if they had any suggestions for improvement and development of the Mathew Street Music Festival, with the following mentioned:

- Better facilities i.e. bins and toilets (18 mentions)
- More advance warning of cancellation (14 mentions)
- More information about the event i.e. maps (8 mentions)
- Advertise/promote the event more (6 mentions)
- Better signposting (4 mentions)
- Do not permit alcohol/cheaper refreshments (3 mentions)
- More public transport, more spaced out, cheaper car parking and stewards should be better briefed (2 mentions each)
- Provision of 'pick bands & ticketed area, bring back the Pier stage (1 mention each)

## 6.2 satisfaction with Liverpool

Visitors were also asked to rate their overall impression of Liverpool using the likert scale (where 1=very poor and 5=very good), as shown in figure 19 below.

**figure 19** **overall impression of Liverpool**



Percentages, bases=301

Nearly all (98.8%) who attended the event on Sunday felt Liverpool was very good compared to 91.0 per cent of attendees on Monday. The mean score awarded by Sunday visitors was 4.91 compared to 4.67 on Monday.

**section 7**

**findings (6) economic impact**

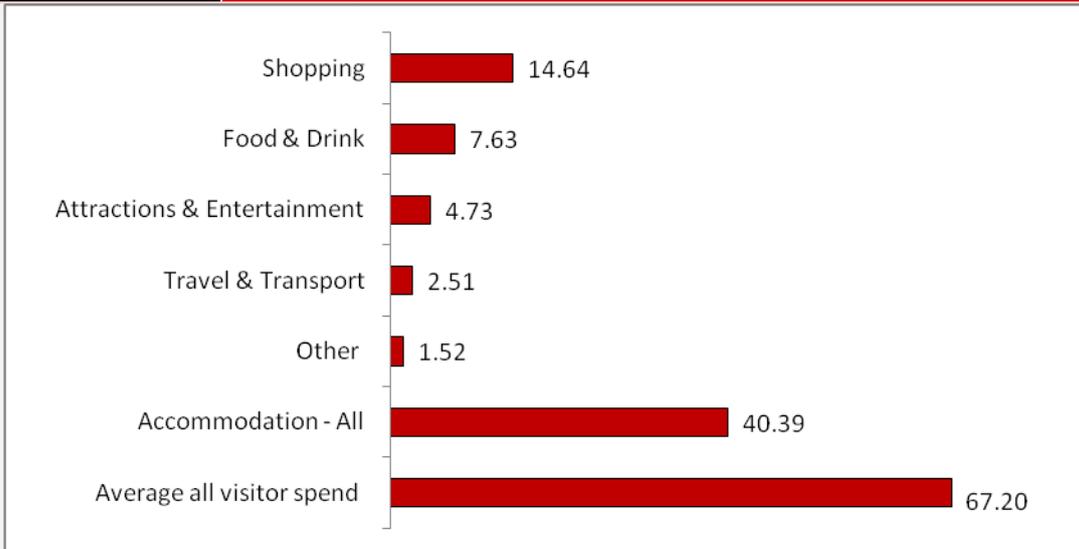
**7.1 average visitor spend**

Visitors were asked to estimate how much they and their party were likely to spend during the whole period of their stay at the Mathew Street Music Festival. Given that visitors were being asked to recollect their expenditures and to forecast future spending the following figures should be treated as estimates. Studies using the diary method of keeping account of spending have shown that visitors' own estimates, as used in the Mathew Street Music Festival, are usually on the conservative side.

The following results are based on the expenditure of visitors to the Mathew Street Music Festival in August 2012. 304 groups of people were interviewed during 2 days of the Festival totalling 876 individuals.

**figure 20**

**average spend - all visitors (£)**



All bases=304, Accommodation base=48

The average spend by all visitors to the Festival was approximately £67.20 per person per trip. Visitors staying overnight in the city spent on average £40.39 per person per night on accommodation.

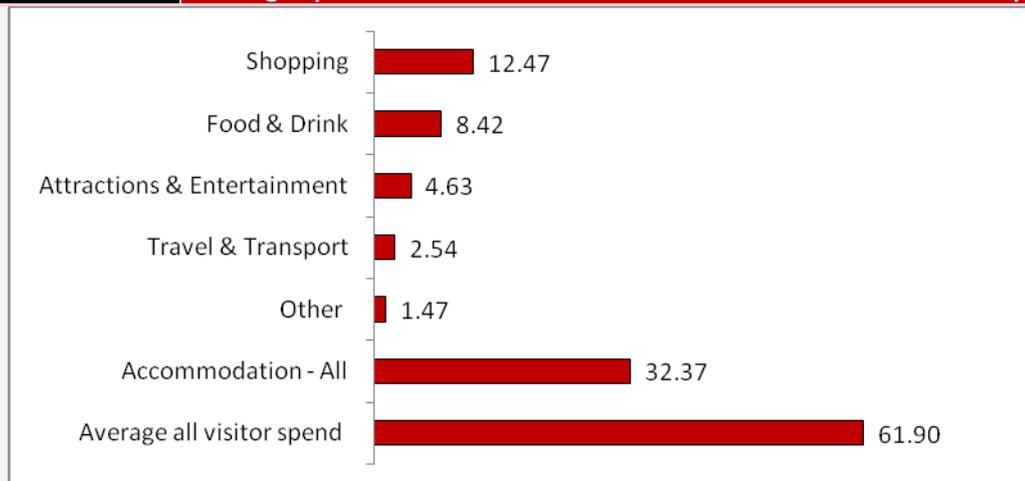
If you exclude the expenditure on accommodation, the highest levels of spend per person was on shopping (£14.64) and Food and Drink (£7.63). The rest of the spend was as follows: attractions and entertainment (£4.73), travel and transport (£2.51) and "other" (£1.52).

## 7.2 spend of visitors in Liverpool - main reason attending the Mathew Street Festival

When excluding residents, 88.1% of visitors' main reason for visiting Liverpool was for the Mathew Street Music Festival. When looking at the data by reason for visit, figure 23 shows that the total average spend associated with those whose main reason for visiting the area was for the Festival, is slightly lower with an average spend of £61.90 per person per visit. Shopping saw the highest level of spend accounting for £12.47 of visitor expenditure per person.

figure 21

average spend - all visitors -Mathew Street Festival associated trips (£)



Accommodation base: 35

## 7.3 summary of economic impact

- The total visitor spend generated by the Festival is estimated as £15,245,885, of which £1,118,492 was on accommodation, and £14,127,393 on all other items. These estimates include all expenditure on accommodation for staying visitors over the duration of their visit.
- The survey responses indicated that 99% of this amount was spent in Liverpool itself, with 1% in the rest Merseyside.
- It is estimated that 66.2% of the expenditure was additional expenditure related to the event - generating £9,898,325 for the city and £100,928 elsewhere in Merseyside.
- Total expenditure generated by the event, including multiplier effects, was £20,383,396, of which 66.20%, or £13,427,608 was additional.
- The event spend is estimated to have supported 431.9 jobs - 324.0 directly and 107.9 indirectly - on the basis of an average turnover required per job of £50,000 in the accommodation, catering and retail sectors, and £35,650 in the attractions sector. It should be noted that these are job years since they only occur in the year that the festival takes place. Conventionally, full time permanent jobs are taken as 10 job years.

## 7.4 gross visitor spend

In calculating the gross visitor spend, a number of factors need to be taken into account. Firstly, there is the coarse total visitor spend, which is calculated by multiplying the mean spend per person per day with the estimated number of visitors to the event. Typically, to take into account the accommodation spend, this figure is divided between staying and non-staying visitors (as displayed in the table below).

The estimated total gross visitor spend for Mathew Street Music Festival is £15,245,885. This is based on allocating all of the staying visitors' expenditure on accommodation to the event. The estimated geographic allocation of this expenditure, based on survey returns, is shown in table 5 below.

table 5

### allocation of visitor expenditure - Mathew Street Music Festival

	Expenditure		Of which: spent in		
	£	%	Liverpool	Merseyside	Elsewhere in NW
Accommodation	£1,118,492	7.34%	£1,118,492	£0.00	£0.00
Shopping	£6,346,708	41.63%	£6,283,241	£63,467	£0.00
Food & drink	£3,459,162	22.69%	£3,424,570	£34,592	£0.00
Attractions	£2,408,469	15.80%	£2,384,384	£24,085	£0.0
Travel	£1,062,554	6.97%	£1,051,928	£10,626	£0.0
Other	£850,500	5.58%	£841,995	£8,505	£0.0
<b>Total</b>	<b>£15,245,885</b>	<b>100.00%</b>	<b>£15,104,610</b>	<b>141,275</b>	<b>£0.0</b>
% of total	100.00%		99.00%	1.0%	0.00%

The figures indicate that only 7.34% of total expenditure was on accommodation. The single largest item of expenditure was on shopping, which comprised 41.63% of total expenditure.

## 7.5 step 2: multiplied expenditure

The sum of £15,245,885 represents the immediate impact of visitor expenditure on the economy. Some of this expenditure was recycled within the City economy, in additional expenditure on bought-in services and supplies. We have used the estimates of local linkages derived from previous economic research in Liverpool to arrive at estimates for the amount of multiplied expenditure generated by the Mathew Street Music Festival, as set out in table 6.

<b>table 6</b>	<b>multiplier effects of the expenditure of visitors to the Mathew Street Music Festival</b>				
	<b>Round 1 Expenditure</b>	<b>Of which:</b>		<b>% multiplier</b>	<b>Multiplied Expenditure</b>
	<b>£</b>	<b>Staying visitors</b>	<b>Day visitors</b>	<b>(to nearest %)</b>	<b>£</b>
Accommodation	£1,118,492	£1,118,492	£0	75%	£838,669
Shopping	£6,346,708	£670,708	£5,676,000	19%	£1,205,874
Food & drink	£3,459,162	£807,162	£2,652,000	50%	£1,729,581
Attractions	£2,408,469	£192,969	£2,215,500	37%	£891,134
Travel	£1,062,554	£366,554	£696,000	7%	£74,379
Other	£850,500	£0	£850,500	35%	£297,675
<b>Total</b>	<b>£15,245,885</b>	<b>£3,155,885</b>	<b>£12,090,000</b>		<b>£5,037,512</b>
	<b>100.0%</b>	<b>21%</b>	<b>79%</b>		

The total economic impact including the multiplier is shown in table 7 below.

<b>table 7</b>	<b>total economic impact including the multiplier</b>		
	<b>Round 1 Expenditure</b>	<b>Multiplied Expenditure</b>	<b>Total</b>
Accommodation	£1,118,492	£838,669	£1,957,362
Shopping	£6,346,708	£1,205,874	£7,552,582
Food & drink	£3,459,162	£1,729,581	£5,188,742
Attractions	£2,408,469	£891,134	£3,299,603
Travel	£1,062,554	£74,379	£1,136,933
Other	£850,500	£297,675	£1,148,175
<b>Total</b>	<b>£15,245,885</b>	<b>£5,037,512</b>	<b>£20,283,396</b>

The geographic allocation of this expenditure is shown in table 8.

<b>table 8</b>	<b>geographic allocation of Round 1 and multiplied expenditure</b>			
	<b>Total</b>	<b>Of which:</b>		
	<b>£</b>	<b>Liverpool</b>	<b>Merseyside</b>	<b>Elsewhere in NW</b>
Accommodation	£1,957,362	£1,957,362	£0	£0
Shopping	£7,552,582	£7,477,056	£75,526	£0
Food & drink	£5,188,742	£5,136,855	£51,887	£0
Attractions	£3,299,603	£3,266,606	£32,996	£0
Travel	£1,136,933	£1,125,564	£11,369	£0
Other	£1,148,175	£1,136,693	£11,482	£0
<b>Total</b>	<b>£20,283,396</b>	<b>£20,100,136</b>	<b>£183,260</b>	<b>£0</b>

To estimate the employment effects of this expenditure, we applied estimates of turnover required per job derived from earlier economic research in Liverpool to calculate the number of jobs - full-time employee (FTE) equivalent - supported by the Mathew Street Music Festival. The turnover per job estimates by sector are as follows:

- Accommodation: £50,000;
- Shopping: £50,000;
- Food & drink: £50,000;
- Attractions: £35,650;
- Travel: £50,650.

Based on these estimates, the employment effects of the Mathew Street Music Festival expenditure are as shown in table 9a below.

<b>table 9a</b>	<b>employment effects of Round 1 and multiplied expenditure</b>		
	<b>Round 1 Expenditure</b>	<b>Multiplied Expenditure</b>	<b>Total</b>
Accommodation	22.4	16.8	39.2
Shopping	126.9	24.1	151.0
Food & drink	69.2	34.6	103.8
Attractions	67.6	25.0	92.6
Travel	21.0	1.5	22.5
Other	17.0	6.0	23.0
<b>Total</b>	<b>324.0</b>	<b>107.9</b>	<b>432.1</b>

The geographical allocation of these jobs is shown in table 9b overleaf.

<b>table 9b</b>	<b>geographical location of jobs supported by Round 1 and multiplied expenditure</b>		
	<b>Round 1 Expenditure</b>	<b>Multiplied Expenditure</b>	<b>Total</b>
Liverpool	320.8	106.8	427.6
Merseyside	3.3	1.1	4.4
Elsewhere in the North West	0	0	0
<b>Total</b>	<b>324.1</b>	<b>107.9</b>	<b>432</b>

## 7.6 step 3: additional expenditure related to the event

The next issue to be addressed is how much of the expenditure was new or additional, as opposed to having been displaced from expenditure which would have occurred anyway. In total, 65.5% of respondents stated that they would otherwise have stayed home or gone to work, while 0.7% stated that they would otherwise have gone somewhere outside the North West. The remaining 33.9% of respondents stated that they would have done something else in Liverpool, Merseyside or the North West or did not specify what they would have done.

Based on these survey responses, we can estimate that 66.2.0% of total expenditure - or approximately £10,092,776 of Round 1 expenditure and £3,334,833 of multiplied expenditure - **was additional spend related to the event** by people who would not otherwise have been spending *on the day of the event*, while 33.9% of total expenditure would have been spent doing “something else” in Liverpool or the North West, and so would have occurred anyway within the city and region, and was displaced from other activities. In summary, additional expenditure related to the Mathew Street Music Festival is as set out in the table 10 overleaf.

table 10	additional expenditure related to the Mathew Street Music Festival
	£
Gross visitor spend	£15,245,885
Multiplied expenditure	<u>£5,037,512</u>
Total expenditure generated by the Mathew Street Festival	<b>£20,283,396</b>
Additional visitor expenditure related to the event	£10,092,776
Additional multiplied expenditure	<u>£3,334,833</u>
	<b>£13,427,608</b>
Geographic allocation:	
Liverpool	£13,292,107
Merseyside	£135,502
Elsewhere in NorthWest	£0.00
Outside the North West	£0.00
	<b>£13,427,608</b>

The allocation of additional visitor expenditure related to the event by sector, and the total jobs supported by this expenditure by sector, is shown in table 11a overleaf.

<b>table 11a</b>	<b>additional jobs related to the Mathew Street Music Festival</b>	
	<b>Additional Expenditure</b>	<b>Additional Jobs</b>
Accommodation	£1,295,773	25.9
Shopping	£4,999,809	100.0
Food & drink	£3,434,947	68.7
Attractions	£2,184,337	61.3
Travel	£752,649	14.9
Other	£760,092	15.2
<b>Total</b>	<b>£13,427,608</b>	<b>286.0</b>

The geographic location of the additional expenditure and jobs related to the Mathew Street Music Festival is shown in table 11b below.

<b>table 11b</b>	<b>geographic location of additional expenditure and jobs related to the Mathew Street Music Festival</b>	
	<b>Additional Expenditure</b>	<b>Additional Jobs</b>
Liverpool	£13,292,107	283.1
Merseyside	£135,502	2.9
Elsewhere in the North West	£0.00	0
Outside the North West	£0.00	0
<b>Total</b>	<b>£13,427,608</b>	<b>286.0</b>

## 7.7 total economic impact

Table 12 summarises the total economic impact of the Mathew Street Music Festival at the three levels.

<b>table 12</b>	<b>total economic impact of the Mathew Street Music Festival</b>			
	<b>Total</b>	<b>Liverpool</b>	<b>Mersey-side</b>	<b>North West</b>
1. Gross visitor spend	£15,245,885	£14,952,152	£152,459	£0
2. Multiplied expenditure	<u>£5,037,512</u>	<u>£4,987,137</u>	<u>£50,375</u>	<u>£0</u>
Sub-total:	<b>£20,283,396</b>	<b>£20,080,562</b>	£202,834	£0
Total jobs	432	427.6	4.4	0
3. Additional expenditure	£13,427,608	£13,292,107	£135,502	£0
Additional jobs	286.0	283.1	2.9	0

As shown in table 12:

- The total Round 1 economic impact of the event was £15,245,885 of which £14,952,152 was generated for Liverpool and £152,459 for the rest of Merseyside.
- Round 2 or multiplied economic impact of the event was £5,037,512;
- In total, Round 1 and multiplied expenditure amounted to £20,283,396 of which £13,427,608 represented additional expenditure generated by the event (66.20%), while £6,855,788 (33.9%) would have been spent in Liverpool whether or not the event had taken place. Of the additional expenditure, the total amount of £13,292,107 was spent in Liverpool itself and £135,502 was spent elsewhere in Merseyside.
- Based on the Cambridge Econometrics' estimates of average turnover per full-time equivalent (FTE) job in each sector, the expenditure generated by the Mathew Street Music Festival was sufficient to support 432 jobs - 427.6 directly and 4.4 indirectly - of which 286 FTE jobs were additional, with 283.1 located within Liverpool and 2.9 elsewhere in Merseyside.

## APPENDIX 1

## questionnaire

INTERVIEWER READ OUT:

Good afternoon/evening. My name is ..... and today I am conducting a short survey on behalf of Liverpool City Council. Can you spare a few minutes to help with this survey?

S1	Which of the following age groups do you fall into? SHOWCARD A				Routing
	16 – 24	1	45 – 54	4	Continue
	25 – 34	2	55 – 64	5	
	35 - 44	3	65 +	6	

S2	INTERVIEWER RECORD GENDER:				Routing
	Male	1	Female	2	Continue

S3	Are you a resident of the City of Liverpool			Routing
			Yes	Continue
			No	Continue

Q1	Which of these phrases describes the personal group you are travelling with on this visit? SHOWCARD B - INTERVIEWER CIRCLE ALL THAT APPLY				Routing
	On my own	1	With children	4	Continue
	With partner / spouse	2	With friends	5	
	With family	3	Organised trip	6	

Q2	Including yourself, how many people are there in your personal group on this trip? INTERVIEWER WRITE IN NUMBER			Routing
	I.e. your family/close friends and immediate travelling companions. IF ON coach trip/organised group do not refer to this as personal group			Continue

Q3	Which age/gender groups do they fall into? SHOWCARD C - INTERVIEWER WRITE IN NUMBERS	Male	Female	Routing
	0 to 5			Continue
	6 to 10			
	11 to 15			
	16 to 24			
	25 to 34			
	35 to 44			
	45 to 54			
	55 to 64			
	65 +			
	<b>Total Party</b>			

Q4	Which of the following best describes this visit? SHOWCARD D - CIRCLE ONE ONLY			Routing
	Resident of Liverpool visiting event		1	Continue
	Resident outside Liverpool on a day trip from home today		2	
	Day trip whilst staying on holiday		3	
	A trip from outside with overnight stay in Liverpool		4	

<b>Q5</b>	<b>How did you travel to this event today?</b> <i>SHOWCARD E - INTERVIEWER CIRCLE ALL THAT APPLY</i>				<b>Routing</b>
	Own car	1	Motorbike / Scooter	9	Continue
	Train	2	Bicycle	10	
	Scheduled coach or bus	3	Ferry	11	
	Private hire coach or bus (including coach tour)	4	Cruise ship	12	
	Taxi or private hire car	5	Aeroplane	13	
	Self drive care hire	6	Walked from home / accommodation	14	
	Park and Ride	7	Other ( <i>please specify</i> )	15	
	Got a lift	8			

ASK Q6 AND Q7 ONLY IF STAYING AWAY FROM HOME I.E. CODES 3 OR 4 AT Q4

<b>Q6</b>	<b>Where are you staying?</b>		<b>Routing</b>
	Liverpool	1	Continue
	Elsewhere on Merseyside	2	
	Elsewhere in the Northwest	3	
	Further afield	4	
	If not in Liverpool record the town/city	5	

<b>Q7a</b>	<b>What type of accommodation are you staying in?</b> <i>SHOWCARD F - INTERVIEWER CIRCLE ALL THAT APPLY</i>				<b>Routing</b>
	Hotel		Rented house or flat	7	Continue
	5 star	1	Home of friend / relative	8	
	4 star	2	Second home	9	
	3 star	3	Touring Caravan	10	
	2 star	4	Static caravan	11	
	1 star	5	Camping	12	
	Unlicensed hotel (including guesthouse, B&B, farmhouse)	6	Hostel	13	
			Other ( <i>please specify</i> )	14	

<b>Q7b</b>	<b>For how many nights?</b> <i>INTERVIEWER WRITE IN NUMBER</i>		Continue
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<b>Q7c</b>	<b>How much will your group have spent/will your group spend in total on accommodation...?</b> <i>INTERVIEWER WRITE IN NUMBER IN £</i>		<b>Routing</b>
	a) In Liverpool	b) Elsewhere	Continue

**INFLUENCES AND MOTIVATIONS ON THE VISIT**

ASK Q8a & Q8b ONLY IF NOT A RESIDENT OF LIVERPOOL

<b>Q8</b>	<b>(a) What is your main reason for visiting Liverpool today?</b> <i>INTERVIEWER CIRCLE ONE ONLY IN COLUMN A</i>			<b>Routing</b>
	<b>(b) What else will you be doing?</b> <i>PROBE: Anything else? INTERVIEWER CIRCLE ANY WHICH APPLY IN COLUMN B</i>			
		<b>A</b>	<b>B</b>	
	To see Liverpool	1	1	Continue
	To attend this event	2	2	Go to Q8c
	To visit another event or attraction ( <i>please specify</i> )	3	3	
	Visiting friends or relatives	4	4	
	Special shopping trip	5	5	
	Regular shopping trip	6	6	

	Work / business / conference	7	7	
	Other (please specify)	8	8	

<b>Q8c</b>	<b>What are your reasons for visiting this event today?</b> <i>SHOWCARD G - INTERVIEWER CIRCLE ALL THAT APPLY</i>				<b>Routing</b>
	Been before and wanted to go again	1	Children wanted to go	6	Continue
	I'm taking part in the event	2	Saw or heard some advertising	7	
	Friends / family are taking part in the event	3	Supporting local events	8	
	Day out	4	Just passing	9	
	Friends / family wanted to go	5	Recommended by friends / family	10	
			Other (please specify below)	11	

<b>Q8d</b>	<b>a) How did you find out about this event?</b> <i>SHOWCARD H - INTERVIEWER CIRCLE ALL THAT APPLY</i>			<b>Routing</b>
	<b>b) Which of the following was the main influence on your decision to visit the event?</b> <i>SHOWCARD H - INTERVIEWER CIRCLE ONE ONLY</i>			
		<b>A Event</b>	<b>B Influence</b>	
	TV	1	1	Continue
	Radio	2	2	
	Newspaper	3	3	
	Email	4	4	
	Visitliverpool.com	5	5	
	Liverpool.gov.uk	6	6	
	Other website	7	7	
	Mobile text message	8	8	
	Leaflet / flyer for the event	9	9	
	Liverpool Seasonal Events Guide	10	10	
	Other guides	11	11	
	Tourist Information Centre	12	12	
	Word of mouth / recommended	13	13	
	Just passing	14	14	
	Other (please specify below)	15	15	

<b>Q8e</b>	<b>What would you probably be doing today if this event weren't being held?</b> <i>INTERVIEWER CIRCLE ONE ONLY</i>			<b>Routing</b>
	I would have stayed home or gone to work	1		Continue
	I would have done something else in Liverpool / visited Liverpool	2		
	I would have visited another part of Merseyside	3		
	I would have visited another part of the North West	4		
	I would have gone somewhere outside of the North West	5		

<b>Q9</b>	<b>How important was this event in your decision to visit Liverpool today?</b> <i>INTERVIEWER CIRCLE ONE ONLY</i>				<b>Routing</b>
	Sole reason	1	Small reason	4	Continue
	Very important	2	No importance	5	
	Fairly important	3			

<b>Q10</b>	<b>How often do you visit Liverpool? INTERVIEWER CIRCLE ONE ONLY</b>				<b>Routing</b>
	Resident	1	Every few months	4	Continue
	Weekly	2	Annually	5	

	Monthly	3	Less than once a year	6	
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Q11	<b>How far in advance did you plan your visit to this event?</b> <i>INTERVIEWER CIRCLE ONE ONLY</i>				Routing
	Today	1	Within the last month	4	Continue
	Within the last 7 days	2	Within the last 2 – 3 months	5	
	Within the last 2 weeks	3	Longer ago ( <i>please specify</i> )	6	

## EXPENDITURE

Q12	<b>Approximately how much do you think you have/will be spending during this trip on the following...?</b> <i>INTERVIEWER WRITE IN £ IF NONE PUT 0</i>				Routing
	a) Shopping				Continue
	b) Food and drink				
	c) Attractions and Entertainment				
	d) Travel and transport				
	e) Other (excluding accommodation)				
	<b>Total</b>				

Q13	<b>Over how many days will you have spent this money?</b> <i>INTERVIEWER WRITE IN</i>				Routing
					Continue

Q14	<b>How many people does this amount cover?</b> <i>INTERVIEWER WRITE IN</i>				Routing
	Children (under 16)		Adults		Continue

Q15	<b>What proportion of this money was spent...?</b> <i>INTERVIEWER WRITE IN %</i>				Routing
	a) In Liverpool				Continue
	b) Elsewhere in Merseyside				
	c) Elsewhere in Northwest				

## SATISFACTION

Q16	<b>How would you rate your satisfaction against a scale of 1 to 5, where 1 is very poor and 5 is very good, for each of the following...?</b> <i>INTERVIEWER READ OUT AND CIRCLE ONE PER COLUMN</i>						
		<b>Very poor</b>	<b>Poor</b>	<b>Neither</b>	<b>Good</b>	<b>Very good</b>	Continue
	Event publicity and promotion	1	2	3	4	5	
	Event signposting	1	2	3	4	5	
	Suitability of the event venue	1	2	3	4	5	
	Public transport to/from the event	1	2	3	4	5	
	Parking facilities at the event	1	2	3	4	5	
	Other facilities at the event e.g. toilets	1	2	3	4	5	
	Value for money offered by even	1	2	3	4	5	
	Event organisation and staff/stewarding	1	2	3	4	5	
	Event quality	1	2	3	4	5	
	Overall enjoyment provided by the event	1	2	3	4	5	
	<b>LIVERPOOL</b>						
	Overall impression of Liverpool	1	2	3	4	5	

Q17a	<b>(a) How likely is it that you would recommend this event to your friends or family?</b> <i>INTERVIEWER CIRCLE ONE ONLY IN COLUMN A</i>			Routing
	<b>(b) How likely are you to visit Liverpool in the future?</b> <i>INTERVIEWER CIRCLE ANY WHICH APPLY IN COLUMN B</i>			
		A	B	
	Very likely	1	1	
	Quite likely	2	2	
	Might/might not	3	3	
	Quite unlikely	4	4	
	Very unlikely	5	5	Continue

Q18	<b>Are there any comments you would like to make about this event? Is there anything that could improve it?</b>	Routing
		Continue

Q19a	<b>Do you have any longstanding illness, disability or infirmity?</b> <i>INTERVIEWER CIRCLE ONE ONLY</i>		Routing
	Yes	1	Continue
	No	2	Go to Q20
	Refused	3	

Q19b	<b>Were there any access or communication barriers which restricted your full participation in this event?</b> <i>INTERVIEWER CIRCLE ONE ONLY</i>		Routing
	Yes	1	Continue
	No	2	
	Refused	3	

## **PROFILE**

Q22	<b>Which of the following activities best describes what you are doing at present?</b> <i>SHOWCARD J - INTERVIEWER CIRCLE ONE ONLY</i>		Routing
	Employed full-time (30 or more hours per week)	1	Continue
	Employed part-time (less than 30 hours per week)	2	
	Self employed	3	
	Government supported training programme	4	
	Full-time education (school / college / university)	5	
	Unemployed and available for work	6	
	Long term sick / disabled	7	
	Wholly retired from work	8	
	Looking after the home	9	
	Doing something else	10	
	Refused	11	

<b>Q23a</b>	<b>STEP 1 - What is the occupation of the chief wage earner in your household?</b> The 'chief wage earner' is the person with the largest income whether from employment pensions, state pensions, investments or any other sources. <i>INTERVIEWER WRITE IN FULL DESCRIPTION OF CURRENT OR LAST MAIN JOB, AND INDUSTRY, AND HOW MANY PEOPLE WORK AT THE PLACE OF WORK</i>							<b>Routing</b>	
	<b>Job:</b>						<b>Continue</b>		
	<b>Industry/employment sector:</b>								
	<b>Position/grade/rank:</b>								
<b>Q23b</b>	<b>STEP 2 - IF CHIEF INCOME EARNER IS SUPERVISOR/MANAGER OR SELF-EMPLOYED</b>							<b>Routing</b>	
	<b>How many people is he/she responsible for? WRITE IN NO.</b>		<b>Total number of employees at place of work? WRITE IN NO.</b>					<b>Continue</b>	
<b>Q23c</b>	<b>STEP 3 – CODE SEG FROM JOB DICTIONARY</b>							<b>Routing</b>	
	AB	1	C1	2	C2	3	DE	4	<b>Continue</b>

**INTERVIEWER NOTE: IT IS VITAL WE GAIN THE ORIGIN OF VISITORS TO THIS EVENT**

This data is collected for quality checks; as part of the Market Research Society Code of Conduct, your personal details will not be passed on to any third parties or used for sales purposes.

<b>Q24</b>	<b>RECORD RESPONDENT DETAILS</b>							<b>Routing</b>
	<b>Name:</b>						<b>Continue</b>	
	<b>Address:</b>							
	<b>County:</b>							
	<b>Postcode:</b>							
	<b>Telephone:</b>							

**THANK RESPONDENT AND CLOSE**