

SURVEY

LIVERPOOL and WORLD HERITAGE

1. 3 words that spring to mind when you think of Liverpool

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2. 3 words that spring to mind when you think of Liverpool’s World Heritage Site

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3. Does Liverpool’s status as a World Heritage Site contribute to your sense of pride for the city?

Definitely Slightly No Opinion Not Really Not at all

4. What type of impact (if any) has the World Heritage Status had on Liverpool in terms of

	NEGATIVE	NO IMPACT	POSITIVE
a. THE PRESERVATION OF HISTORICAL BUILDINGS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. GROWTH and JOBS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. THE CITY’S PROFILE IN THE UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. TOURISM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. THE CITY’S SKYLINE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. THE CITY’S PROFILE INTERNATIONALLY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. PUBLIC AWARENESS OF CITY’S HISTORICAL SIGNIFICANCE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. What type of impact (if any) would losing World Heritage Status have on Liverpool in terms of

	NEGATIVE	NO IMPACT	POSITIVE
i. THE PRESERVATION OF HISTORICAL BUILDINGS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. GROWTH and JOBS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. THE CITY’S PROFILE IN THE UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. TOURISM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. THE CITY’S SKYLINE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. THE CITY’S PROFILE INTERNATIONALLY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. PUBLIC AWARENESS OF CITY’S HISTORICAL SIGNIFICANCE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SENSE OF PLACE

6. What do you think makes somewhere a good place to live?

(Rank the following six options in order of importance with 1 being the most and 6 the least important)

- | | |
|---|--|
| <input type="checkbox"/> Shops, Restaurants, Leisure, Cultural Activities | <input type="checkbox"/> Good schools/colleges |
| <input type="checkbox"/> Attractive or historic streets and buildings | <input type="checkbox"/> Convenient Transport connections |
| <input type="checkbox"/> Parks, green spaces, outdoor recreation | <input type="checkbox"/> A Safe and Friendly Neighbourhood |

7. Which parts of the city (buildings, streets, structures, parks, etc.) do you LOVE or LOATHE?

LOVE

LOATHE

.....
.....
.....

8. How do you relate to the following statements?

(Please answer on a scale from 1 to 5 where 1 is strongly disagree and 5 is strongly agree, only answer 3 if you are unsure, neither agree nor disagree, or have no opinion)

- q. The future of the city is positive
- r. The city's tourist attractions draw local residents into the city centre
- s. Development of the northern docks will complement the city centre
- t. The Beatles and football will always be the biggest draw for visitors
- u. Information on future plans for the city are readily accessible
- v. The reuse of historic empty buildings should be prioritised
- w. The city's maritime heritage is accessible and well promoted

HOW MUCH DO YOU KNOW ABOUT LIVERPOOL'S WORLD HERITAGE SITE? - Please answer to the best of your knowledge without using the internet.

9. Which of the following area(s) make up the city's World Heritage Site?

- | | | |
|---|---|--|
| The Pier Head <input type="checkbox"/> | Castle/Dale Street <input type="checkbox"/> | Georgian Quarter <input type="checkbox"/> |
| Stanley Dock <input type="checkbox"/> | Anglican Cathedral <input type="checkbox"/> | Lower Duke Street <input type="checkbox"/>
(including Ropewalks) |
| Cavern Quarter <input type="checkbox"/> | Albert Dock <input type="checkbox"/> | William Brown Street <input type="checkbox"/>
(including Lime St Station) |

10. The city was designated a World Heritage Site in 2004 by UNESCO because
(Tick where appropriate)

- Liverpool was a major centre generating innovative technologies and methods in dock construction and port management in the 18th and 19th centuries. It thus contributed to the building up of the international mercantile systems throughout the British Commonwealth.
- The city and the port of Liverpool are an exceptional testimony to the development of maritime mercantile culture in the 18th and 19th centuries, contributing to the building up of the British Empire. It was a centre for the slave trade, until its abolition in 1807, and to emigration from northern Europe to America.
- Liverpool is an outstanding example of a world mercantile port city, which represents the early development of global trading and cultural connections throughout the British Empire.
- The city was central to the development of Western popular music in the 1950's and 1960's, highlighting its lasting cultural connections from its maritime mercantile heritage.

A LITTLE ABOUT YOU

11. How long have you lived in Liverpool or on Merseyside?

- Never ≤ 1 yr 1-5 yrs 6-10 yrs 11-20 yrs Most or All of my Life

12. Which of the following news sources do you use, either in print, watching on TV or online?

- | | | | |
|------------|----------------|----------------|---------|
| Daily Post | Liverpool Echo | | |
| The Mirror | The Daily Mail | The Daily Star | The Sun |

Guardian Daily Telegraph The Times The Independent
 BBC News ITV News Sky News Other

Gender: Male Female

Age: ≤ 15 yrs 16-25 26-35 36-45 46-55 56-65 66 +

Postcode of Residence which you own , rent , or live with your parents

Table 8. Summary statistics of main variables

	Mean, modus or %	s.d.	Min	Max
Age (years)	36-45	1	16-25	66+
Female	41%			
Years living	11-20	1	< 1	most or all life
<i>Where they live, pride, attitude and knowledge</i>				
Within city centre	8%			
South Liverpool	59%			
North Liverpool	33%			
Media use	4 media	2	0	12
Sense of pride contribution	Slightly	1	1	5
Attitude towards WHS	Neutral	1	1	3
Knowledge about WHS	Average	1	1	3
<i>Sense of place</i>				
The future of the city	Agree	1	1	5
The city's tourist attractions	Agree	1	1	5
Development of docks	Agree	1	1	5
The Beatles and football	Unsure	1	1	5
Information on future plans	Unsure	1	1	5
Reuse of historic buildings	Agree	1	1	5
City's maritime heritage	Agree	1	1	5
Shops, restaurant, leisure, etc.	4	2	1	6
Historic streets and buildings	4	2	1	6
Parks, green space, recreation	3	1	1	6
Good schools/colleges	3	2	1	6
Convenient transport	3	2	1	6
Safe friendly neighbourhood	5	2	1	6
Love inside	19%			
Love outside	11%			
Love both	70%			
N	244			

Source: online Liverpool World Heritage survey, 2012