

- ☐ I need more information to answer this question
- ☐ I am already contributing to the city through my taxes
- ☐ I have more important things to worry about than football
- ☐ There are other institutions which have greater cultural value
- ☐ Other
- ☐ Don't know

## Everton in the community info

### Everton in the Community

We would now like to ask you some questions about the community outreach work that Everton in the Community does.

#### BEFORE



The Everton Free School  
and Football College



The People's Hub



The Blue Base



#### AFTER

Everton in the Community (EitC) is an award-winning charity, established by the Football Club in 1988, which delivers more than 40 projects benefiting around 20,000 people across Merseyside, with a focus on younger people. Its activities and

expenditure create a value of nearly £3 million in the local area and over £5 million nationally.

EitC has invested £8 million in community-focused developments close to Goodison Park in the last four years. Key EitC facilities include:

1. **The Everton Free School** - which offers alternative educational experiences to students aged 14-16 years old, for who traditional educational routes might have failed.
2. **The People's Hub** – which acts as a meeting place where local people can access information and support, get training or take advantage of sports facilities, including one of only seven Cruyff Courts in the UK.
3. **The Blue Base** - the renovation of an abandoned social club on Salop Street which is now used as a matchday meeting point for disabled supporters.

EitC has recently announced a fundraising campaign to develop a new permanent mental health centre ('The People's Place') on the campus to deliver their award-winning mental health programmes, which is expected to cost more than £1 million.

EitC's community outreach work is mostly supported by revenue from Everton FC.



How familiar, if at all, were you with this information beforehand?

Not familiar at all



Slightly familiar



Moderately familiar



Very familiar



Extremely familiar



### Everton in the community willingness to pay

Imagine that due to a range of financial issues and changes, Everton would not be able to provide funding for the full range of community outreach work for one year.

In these hypothetical circumstances, an alternative source of funding would be required through voluntary donations from members of the public. The donations

would only be required for 12 months, after which Everton would again be able to fund the full range of community outreach services. Even if insufficient donations are received during this 12-month period, the Everton in the Community programs would always start up again in one year's time. Note that there are no plans to do this, and this payment should be seen as hypothetical amount that represents the benefits that Everton in the Community provides.

This would be an **additional payment** for Everton in the Community over and above any increase in cost of living you agreed to pay due to the new stadium at Bramley-Moore Dock.

Would you be willing to pay a **one-off donation**, even if only a small amount, to support the community outreach work that Everton in the Community currently provides for a 12-month period?

Yes

☐

Maybe

☐

No

☐

What is the maximum you would be willing to pay, on behalf of yourself and your household, as a **one-off donation** to support the community outreach work that Everton in the Community currently provides for a 12-month period?

- Studies have shown that many people answering surveys such as this one say they are willing to pay more than they would actually pay in reality.
- So please think about this question as if it were a real decision and you were actually making a payment in real life.
- Please be realistic – consider your household budget and remember that there may be other things you would like to spend your money on, including supporting other community and cultural institutions. At the same, time, note that there are no plans to do this, and this payment should be seen as hypothetical amount that represents the benefits that Everton in the Community provides.
- Please do not agree to pay an amount if you think you cannot afford it, if you feel you have paid enough already or have other things to spend your money on.

☐ £0.00☐ £5.00☐ £30☐ £0.01☐ £7.50☐ £40

10/16/2019

Qualtrics Survey Software

- |                             |                              |   |
|-----------------------------|------------------------------|---|
| <input type="radio"/> £0.10 | <input type="radio"/> £10.00 | <input type="radio"/> £50                         |
| <input type="radio"/> £0.50 | <input type="radio"/> £12.50 | <input type="radio"/> £75                         |
| <input type="radio"/> £1.00 | <input type="radio"/> £15.00 | <input type="radio"/> £100                        |
| <input type="radio"/> £1.50 | <input type="radio"/> £17.50 | <input type="radio"/> £150                        |
| <input type="radio"/> £2.00 | <input type="radio"/> £20    | <input type="radio"/> £200                        |
| <input type="radio"/> £2.50 | <input type="radio"/> £22.50 | <input type="radio"/> Other amount                |
| <input type="radio"/> £3.00 | <input type="radio"/> £25    | <input type="radio"/> Don't know / rather not say |
| <input type="radio"/> £4.00 | <input type="radio"/> £27.50 |   |

Other amount (£)

Your answer indicates that you and your household would be willing to pay £ **£{e://Field/wtp\_community}** as a **one-off donation** to support the community outreach work that Everton in the Community currently provides for a 12-month period.

Is this correct?

- ☐ Yes, this is correct.
- ☐ No, this is incorrect. Please let me modify it.

Which of the reasons below best describes why you are prepared to donate to support the community outreach work that Everton in the Community provides?

- ☐ Football is an important part of my everyday life
- ☐ I have (or know someone who has) benefitted from Everton in the Community's programmes
- ☐ I am an Everton fan
- ☐ I do not believe I would really have to pay
- ☐ I am a volunteer (I have volunteered) at Everton in the Community
- ☐ Everton in the Community's community outreach work is important and should be protected
- ☐ Other
- ☐ Don't know/rather not say



People have different reasons for saying they would not be willing to pay to support the community outreach work that Everton in the Community currently provides.

Which of the reasons below best describes why you chose not to pay?

- ☐ I have more important things to worry about than community outreach
- ☐ I need more information to answer this question
- ☐ I don't agree that the public should pay to support the protection of Everton in the Community programmes
- ☐ There are other institutions which have greater community value
- ☐ Everton should pay for the community programmes
- ☐ I am already contributing to the city through my taxes
- ☐ I cannot afford to donate
- ☐ Other
- ☐ Don't know/rather not say

### Demographics

We would like to ask you a few questions about yourself to help us understand the profile of our respondents. The survey is anonymous and all information provided is strictly confidential. It will be used for statistical purposes only.

What is your age group?

- |                                |                             |                                      |
|--------------------------------|-----------------------------|--------------------------------------|
| <input type="radio"/> Under 16 | <input type="radio"/> 35-39 | <input type="radio"/> 60-64          |
| <input type="radio"/> 16-19    | <input type="radio"/> 40-44 | <input type="radio"/> 65-69          |
| <input type="radio"/> 20-24    | <input type="radio"/> 45-49 | <input type="radio"/> 70-74          |
| <input type="radio"/> 25-29    | <input type="radio"/> 50-54 | <input type="radio"/> Over 75        |
| <input type="radio"/> 30-34    | <input type="radio"/> 55-59 | <input type="radio"/> Rather not say |

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Rather not say

How many children under the age of 16 live in your household?



No children  
1 child  
2 children  
3 children  
4 children  
5 children  
6 children  
7 children  
8 children  
9 children

What is your current legal marital status?

- ☐ Single and never married or never in a legally recognised Civil Partnership
- ☐ Married
- ☐ A Civil Partner in a legally recognised Civil Partnership
- ☐ Separated but legally married/ in a civil partnership
- ☐ Divorced/dissolved civil partnership
- ☐ Former Civil Partner
- ☐ Widowed/ surviving civil partner
- ☐ Co-habiting
- ☐ Rather not say

What is your highest educational level or qualification?

- ☐ No formal educational qualifications
- ☐ Primary education
- ☐ O level/GCSE/GCE
- ☐ A level/HNC/HND/etc
- ☐ Professional qualification
- ☐ College/University degree
- ☐ Higher degree (Master's, Doctorate)
- ☐ Rather not say

Which of the following best describes your current work status?

- ☐ Self-employed

- ☐ Employed full-time (>30hrs/week)
- ☐ Employed part-time (<=30hrs/week)
- ☐ Student
- ☐ Looking after the family/home
- ☐ Retired from paid work
- ☐ Temporarily sick or injured
- ☐ Long-term sick or disabled
- ☐ Unemployed
- ☐ Rather not say

What is your ethnicity?

- ☐ Asian / Asian British
- ☐ Black / African / Caribbean / Black British
- ☐ Mixed / Multiple ethnic groups
- ☐ White British
- ☐ White Other
- ☐ Other ethnic group
- ☐ Rather not say

Which of the following best describes your total annual household income before tax?

£0–14,999  
£15,000–19,999  
£20,000–29,999  
£30,000–39,999  
£40,000–49,999  
£50,000–59,999  
£60,000–79,999  
£80,000–99,999  
£100,000–£149,999  
£150,000 +

Please could you provide the first half of your postcode (e.g. L23)?

This information will be used for analysis purpose only, to check the representativeness of our sample. The survey is anonymous and you will not be re-contacted. This information is entirely confidential.



### 6.3 Pilot study

#### Everton Stadium Pilot Survey Report 14<sup>th</sup> August, 2019

Simetrica designed two surveys to estimate different aspects of social value relevant to the planning consultation. The survey will be delivered on a face to face sample of 330 passers-by in Liverpool city centre, and 1,400 online respondents on a registered panel, who are subject to terms and conditions to prevent them sharing information from surveys:

- Survey A estimates how much residents in Merseyside would be willing to pay to maintain the label of 'UNESCO Liverpool Maritime Mercantile City World Heritage Site' for the Liverpool Waterfront. The survey also asks how much people would value a comparable (hypothetical) 'Liverpool City of Football Status'.
- Survey B estimates people's preferences either for keeping Bramley-Moore Dock (BMD) in its current condition or building the new stadium and values the contribution of Everton in the Community (EitC).

Following best practice, pilot surveys were performed to test the functioning and interpretation of the surveys. Survey A was run on a panel of  $n = 55$  current Merseyside residents on the 13<sup>th</sup> August, 2019. Survey B was run on a panel of  $n = 112$  Merseyside residents (current:  $n = 110$ ) and in past 3 years ( $n = 2$ ) on the 13<sup>th</sup> - 14<sup>th</sup> August 2019.

Average length of Survey A was 14 minutes and Survey B was 16.5 minutes (median 13 minutes), although this does include debrief questions which will later be cut.

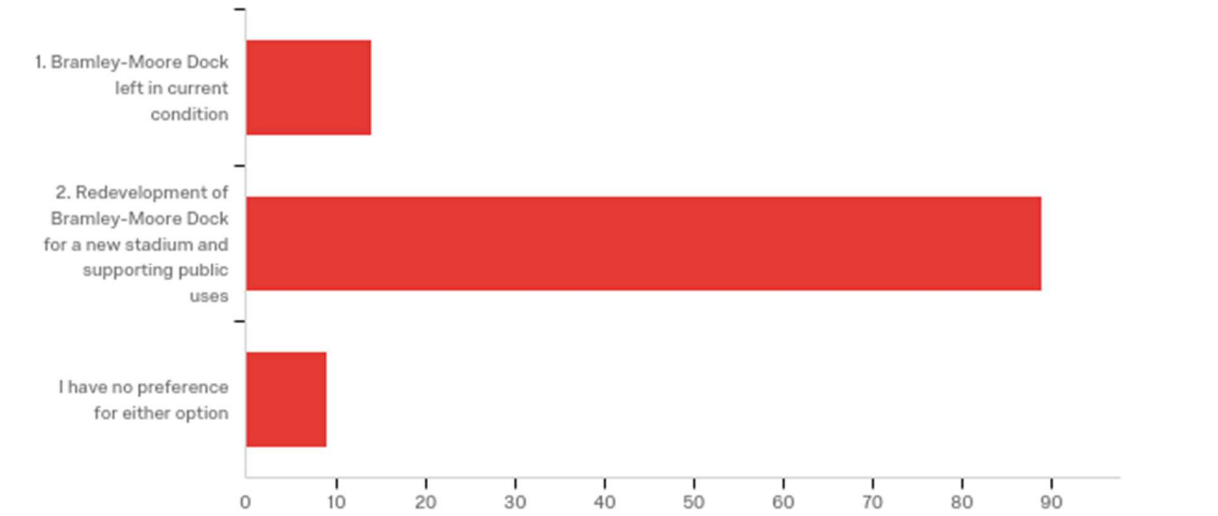
The pilot survey allowed us to test the range of willingness to pay (WTP) values provided in the payment cards, and to add additional options if it appears that the payment card is introducing a range bias by not providing sufficient high or low values, of which follows best practice in CV design. Debrief questions are asked to ascertain how well participants are responding to the survey, in order to identify potential problem areas in need of change prior to going into the field.

**Survey A WTP results: Annual donation to maintain the UNESCO Liverpool Maritime Mercantile City World Heritage Site' for the Liverpool Waterfront and 'Liverpool City of Football Status'.**

Average WTP an annual donation to support the Liverpool Heritage Fund in administering and maintaining the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City was £13.16 per year. This was only slightly higher than the WTP a top-up annual donation to support the creation of a new City of Football Status for Liverpool, at £13.10 per year. This may indicate that Merseyside residents value built heritage and football culture at around the same level. These figures are in line with WTP values obtained in other cultural heritage valuation surveys.

**Survey B WTP results: ‘Compensation for loss of BMD’ or ‘Increase to the cost of living due to stadium redevelopment’ and ‘Everton in the Community donation’.**

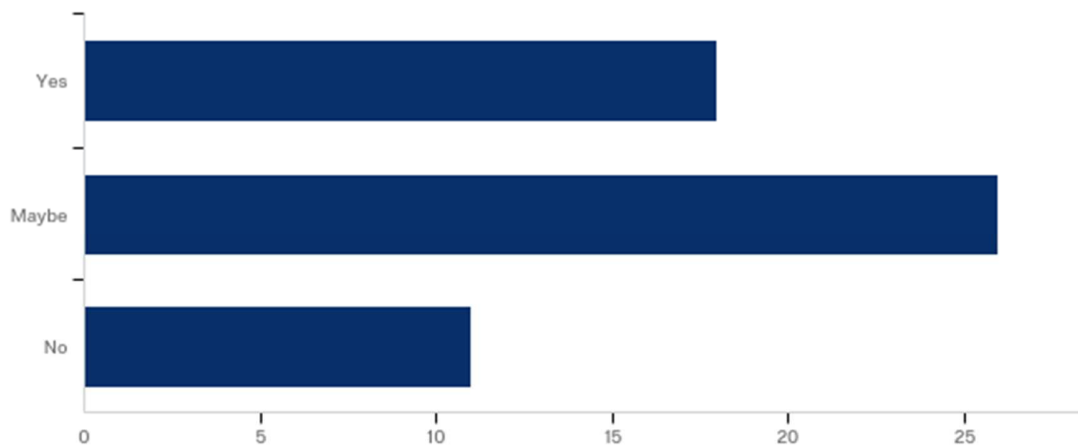
The majority (79%) would prefer the redevelopment of BMD for the new stadium and supporting uses. Whereas, 13% would prefer BMD to be left in its current condition, and 8% had no preference. Of those who would prefer BMD, only one respondent indicated that the stadium being built would reduce their quality of life. When asked if they would require compensation, they indicated that no compensation (£0) would be required. No respondents required compensation in a scenario where the stadium was built.



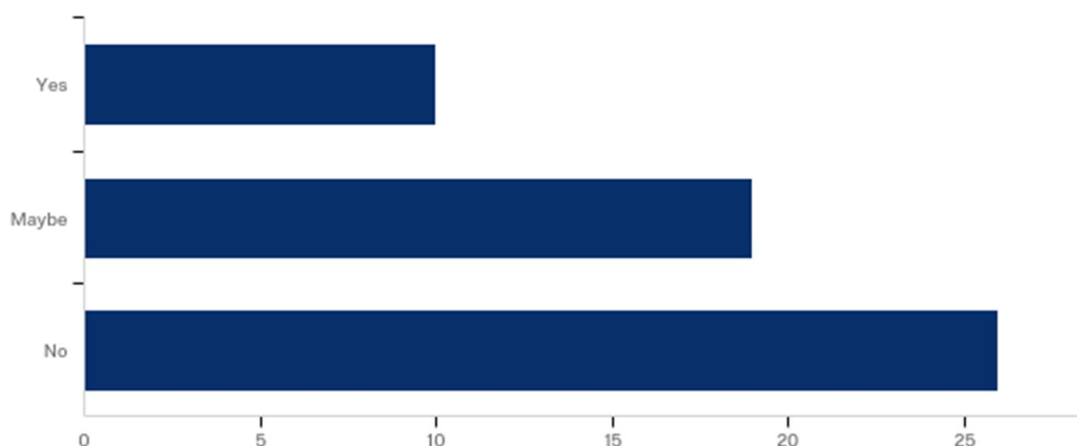
	N	Mean WTP/WTa	Maximum	£0
Survey A UNESCO WHS	37	£13.16/annum	£100	23%

Survey A City of Football Status	50	£13.10/annum	£150	54%
Survey B Stadium Redevelopment	89	£8.20pcm = £98.38/annum	£150	28%
Survey B Status quo (BMD)	1	£0	£0	100%
Survey B EitC Donation	112	£5.87/annum	£150	49%

For the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City, 32.73% ( $n = 18$ ) of respondents recorded that they would pay and 47.27% ( $n = 26$ ) of respondents were unsure (Maybe). Eleven respondents (20%) were not willing to pay.



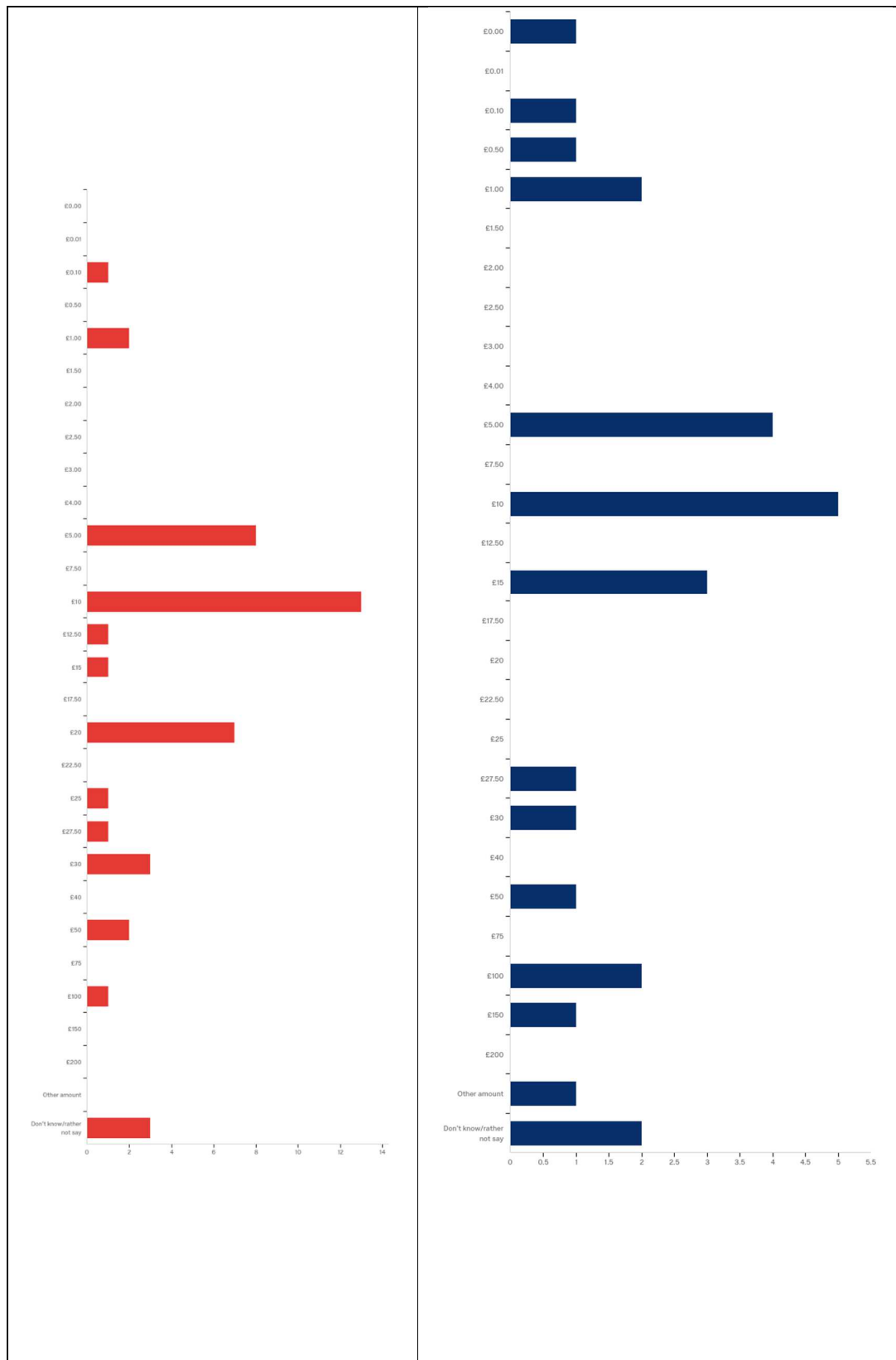
The survey found 18.18% ( $n = 10$ ) of respondents were willing to pay for the City of Football Status for Liverpool with 47.27% of respondents reporting they were not willing to pay anything ( $n = 26$ ). Nineteen respondents (34.55%) were unsure (Maybe).

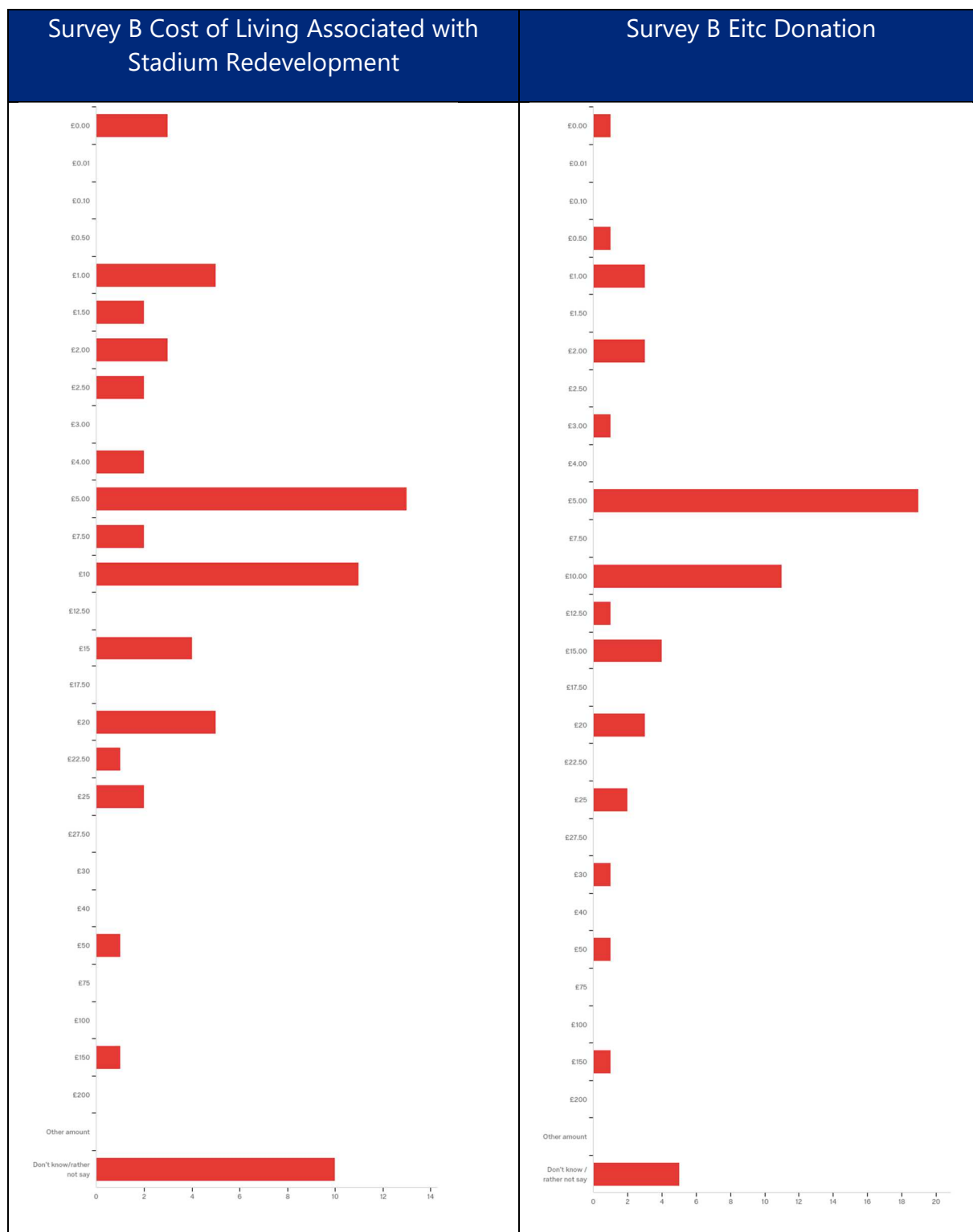


### WTP results: Value range

The reported values with their frequencies for Survey A and B can be found below (note these are raw values without those not WTP in principle coded as £0). Payment bids are well distributed with no evidence of bunching between £10-£30 as we found in the pre-pilot. This indicates that the additional values added to the payment card after the pilot were successful in responding to respondents' stated need for a wider range of values.

Survey A UNESCO WHS for Liverpool Maritime City	Survey A City of Football Status for Liverpool
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## Hypothetical scenario & Willingness to Pay: Realistic?



## Survey A:

When asked whether the hypothetical scenario of a voluntary donation to a Liverpool Heritage Fund to raise funds for the UNESCO World Heritage Status for Liverpool Maritime Mercantile City was realistic or not:

- most respondents (47.27%,  $n = 26$ ) found the scenario to be **somewhat realistic**
- 14 respondents (25.45%) found the scenario **neither realistic nor unrealistic**
- 6 respondents (10.91%) found the scenario **very realistic**.
- 3 respondents (5.45%) reported the scenario was **somewhat unrealistic** and six respondents (10.91%) found the scenario **not realistic at all**. This is an acceptable level of realism for a hypothetical survey of this kind and in line with previous CV studies for DCMS.

When asked whether the hypothetical scenario for a voluntary donation to support the creation of a City of Football Status was realistic or not:

- most respondents found this scenario to be **somewhat realistic** (38.18%,  $n = 21$ ) while two respondents found the scenario to be **very realistic** (3.64%)
- 11 respondents found the scenario **neither realistic nor unrealistic** (20%)
- 11 respondents (20%) reported this scenario to be **not realistic at all**
- 10 respondents (18.18%) found the scenario to be **somewhat unrealistic**. This is an acceptable level of realism for a hypothetical survey of this kind and in line with previous CV studies for DCMS.

## Survey B:

When respondents were asked how much they would like to receive in a **one-off compensation for no longer having Bramley-Moore Dock** in its current condition (i.e. those 13 respondents who were not willing to pay for the stadium redevelopment):

- 7 found the scenario **not realistic at all** (53.85%)
- 4 found the scenario **somewhat unrealistic** (30.77%). This is lower level of realism for a hypothetical survey of this kind, but this relates to the low likelihood of the Government compensating somebody for a planning decision, and is one of the limitations of the WTA as opposed to WTP method.
- 2 found it **neither realistic nor unrealistic** (15.38%).

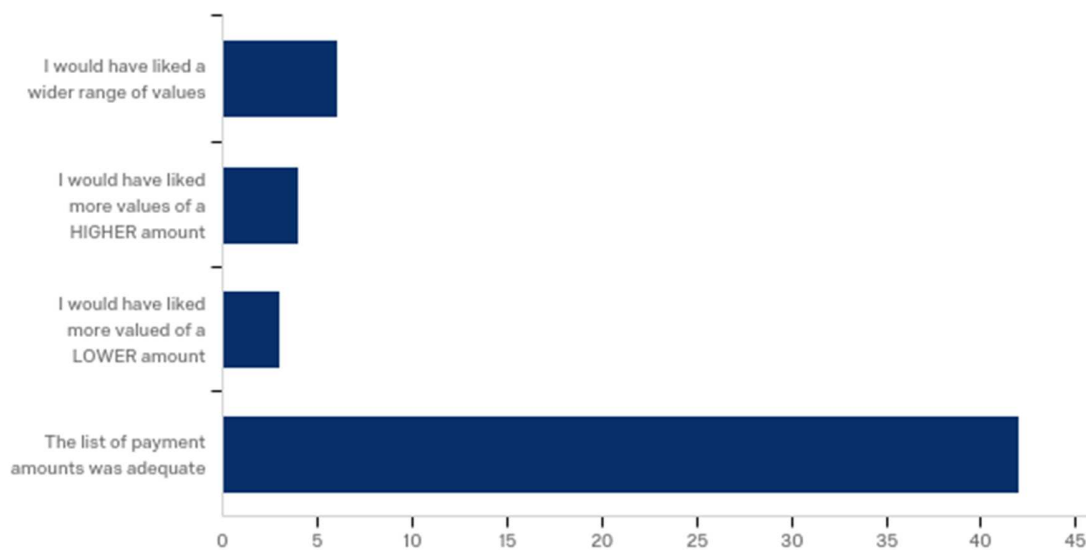
When respondents were asked how much they would be willing to pay in an **increase to their cost of living** due to the stadium redevelopment (i.e. those 67 respondents who would be willing to be for the stadium redevelopment):

- 24 respondents found the scenario **somewhat realistic** (35.82%)
  - while 23 respondents found the scenario **somewhat unrealistic** (34.33%)
  - 12 respondents found the scenario **neither realistic nor unrealistic** (17.91%)
  - 3 found it **very realistic** (4.48%) and only five found it **not realistic at all** (7.46%).
- This is an acceptable level of realism for a hypothetical survey of this kind and in line with previous CV studies for DCMS.

### WTP: range

For Survey A:

- The majority of respondents (76.36%,  $n = 42$ ) found the payment card WTP range **adequate**
- 6 respondents (10.91%) would have liked a **wider range**
- 4 respondents (7.27%) would have liked more **higher values**; however, we note that the highest value selected was £100 for the City of Football Status and £150 for UNESCO, meaning that these individuals had the opportunity to select £200 as a higher value but did not. We do not therefore recommend adding additional values to the payment card.
- 3 respondents (5.45%) would have like more **lower values**. Again, we note that the lowest value selected was 10p (by one respondent for both UNESCO and City of Football donations) or £1 (by two respondents). A lower value of 1p was available but not selected. We therefore consider the payment card to be well calibrated and do not recommend making any changes to the payment card post-pilot.

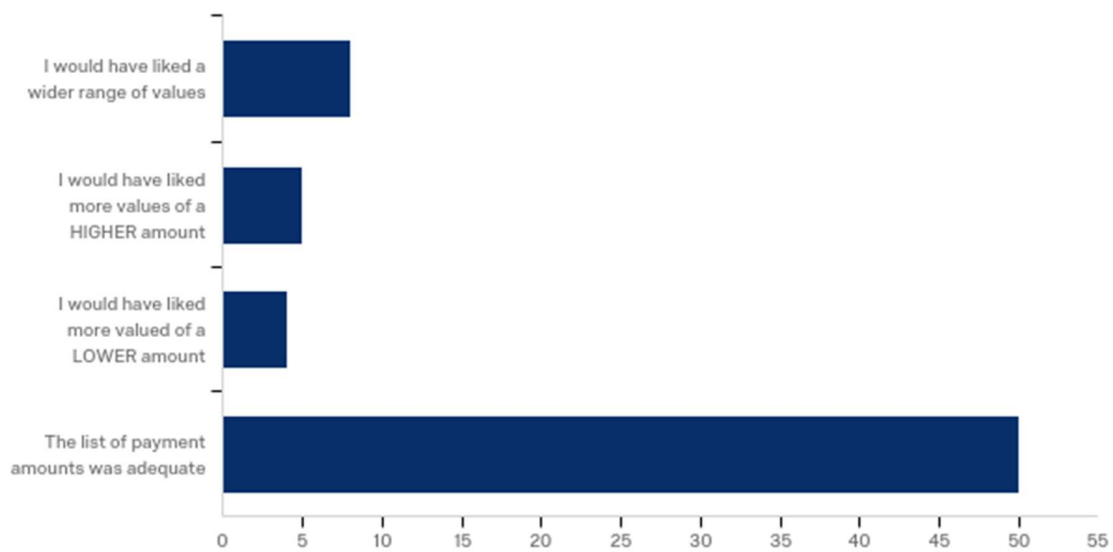


For Survey B:

Those who were willing to pay for an increase in their cost of living due to the stadium redevelopment ( $n = 67$ ):

- 50 thought the list of payment amounts was **adequate** (74.63%)
- 8 would have liked a **wider range** of values (11.94%)
- 5 would have like **higher values** (7.46%); however, we note that the highest value selected was £150 ( $n = 1$ ) and did not select the higher value of £200.
- 4 would have liked **lower values** (5.97%); however, we note the lowest value selected was £1 ( $n = 5$ ) leaving values £0.01, £0.10, and £0.50 unselected.

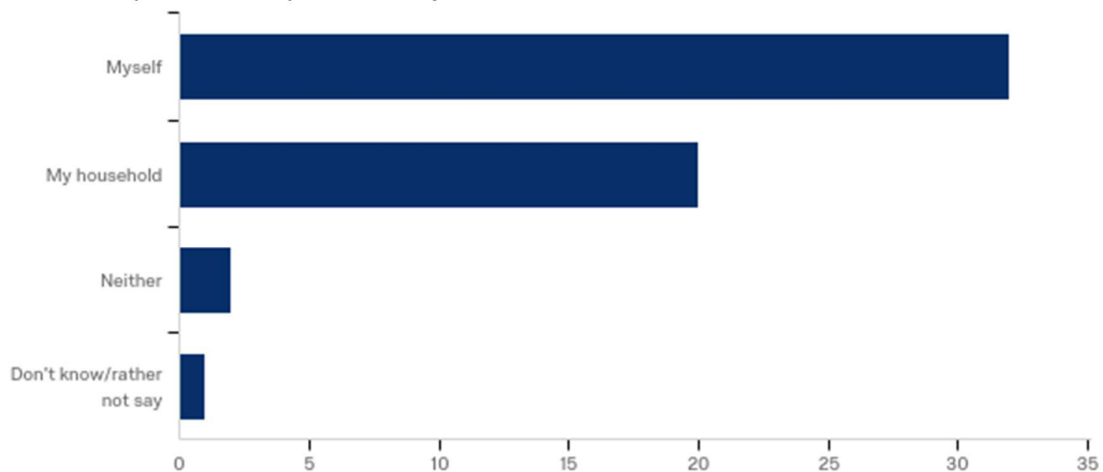
We therefore consider the payment card to be well calibrated and do not recommend making any changes to the payment card post-pilot.



### Household vs individual WTP

In a follow-up question of whether their payment value was on behalf of themselves or their whole household, Survey A found that:

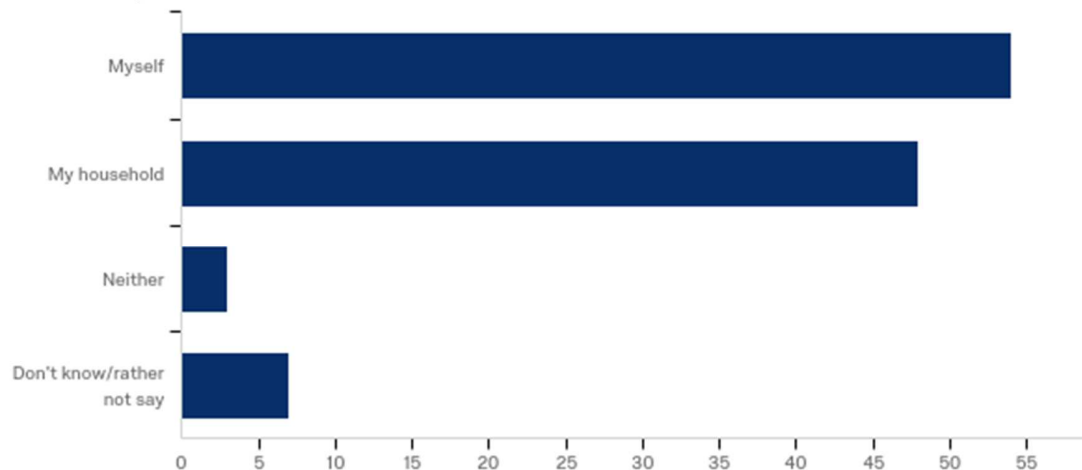
- 58.18% reported on behalf of **themselves** ( $n = 32$ )
- 36.36% reported on **behalf of their household** ( $n = 20$ )
- 2 respondents reported **neither** (3.64%)
- 1 respondent reported they were **not sure** (1.82%).



Similarly, Survey B found that:

- 48.21% reported on behalf of **themselves** ( $n = 54$ )
- 42.86% reported on **behalf of their household** ( $n = 48$ )
- 3 respondents reported **neither** (2.68%)

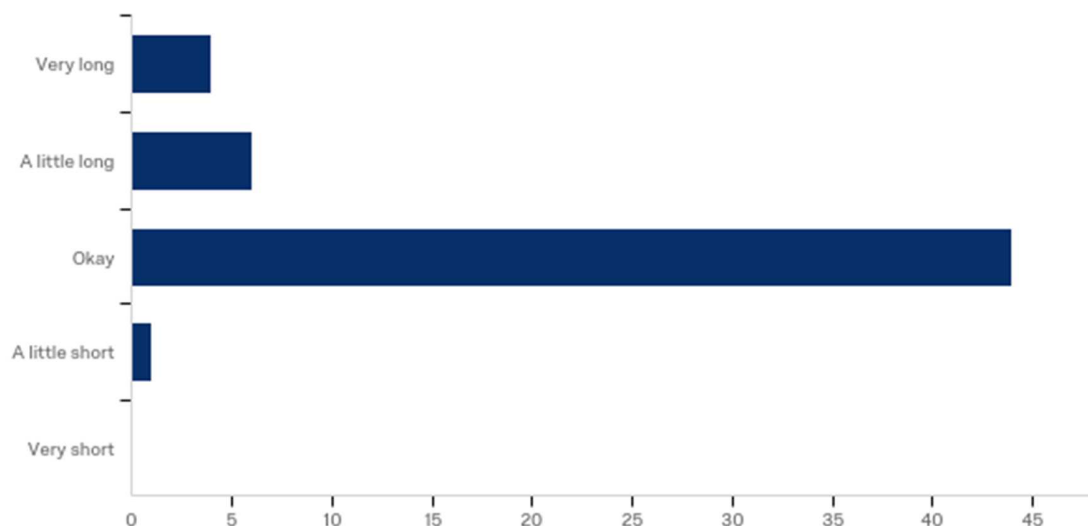
- 7 respondents were **not sure** (6.25%)



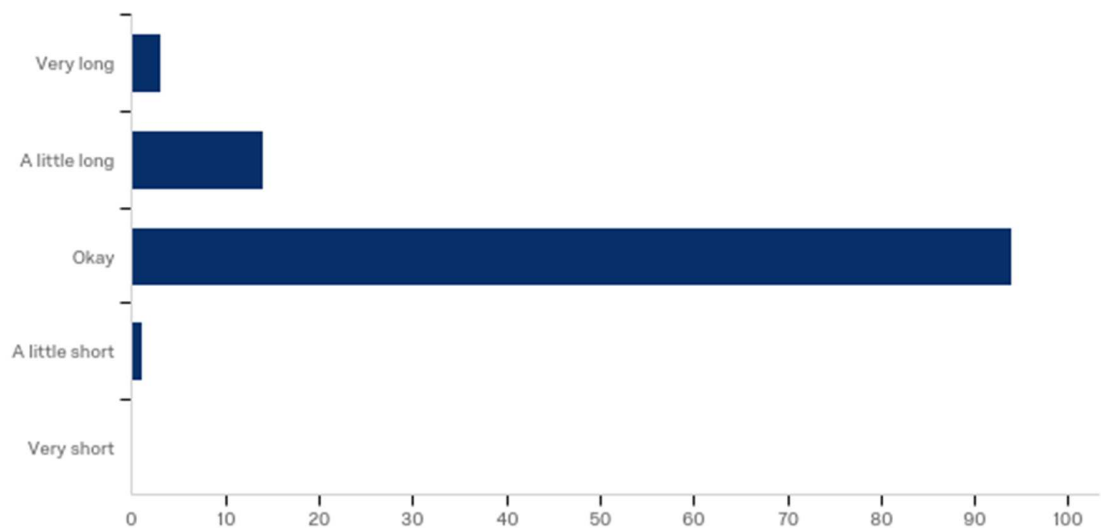
This is broadly in line with previous CV studies for the Department for Digital Culture Media and Sport.

### Debrief questions

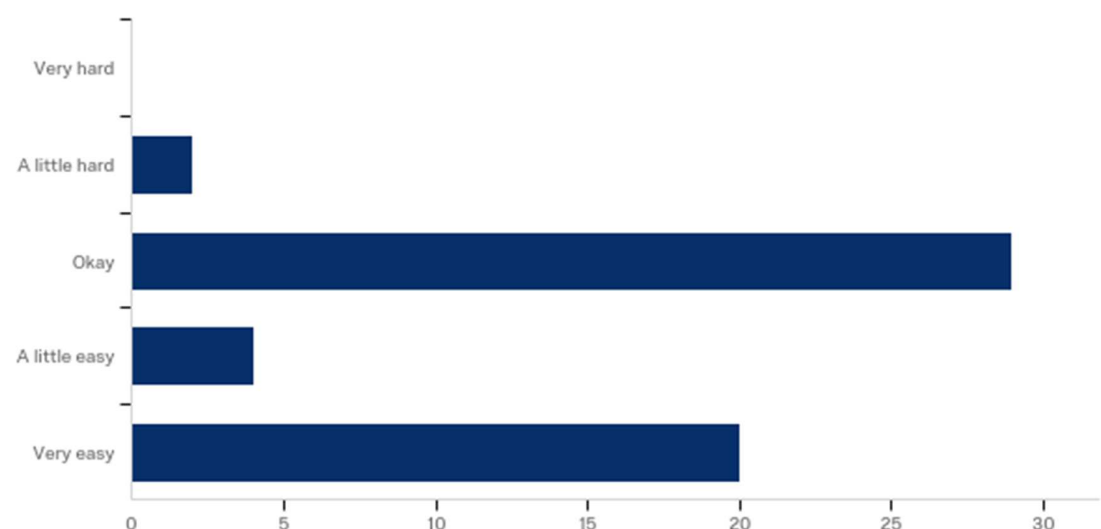
Most respondents reported Survey A to be an **acceptable length** (80%,  $n = 44$ ); 1.82% ( $n = 1$ ) found the survey **shorter than expected** while 10.91% ( $n = 6$ ) found the survey **a little long**. Only four respondents found the survey **very long** (7.27%).



Likewise, most respondents deemed Survey B to be an **acceptable length** (83.93%,  $n = 94$ ). Fourteen found the survey **a little long** (12.50%), one found the survey **a little short** (0.89%), while only 3 found the survey **very long** (2.68%). These values give us confidence that the length of both surveys is appropriate for the average respondent.

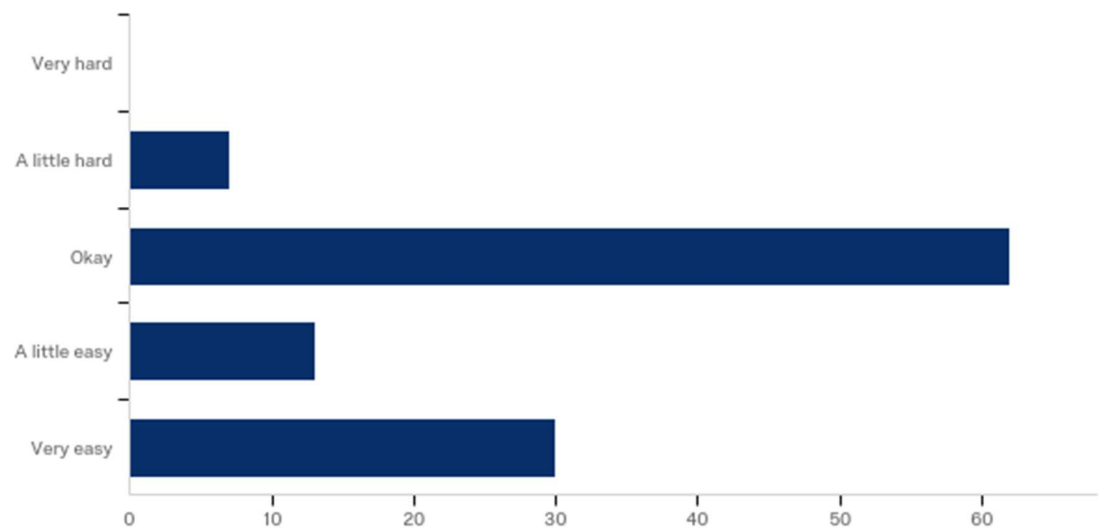


In terms of **difficulty**, the majority (96.35%,  $n = 53$ ) of respondents reported Survey A's difficulty as **okay**, **a little easy**, or **very easy**. Two respondents (3.64%) found the survey **a little hard**.

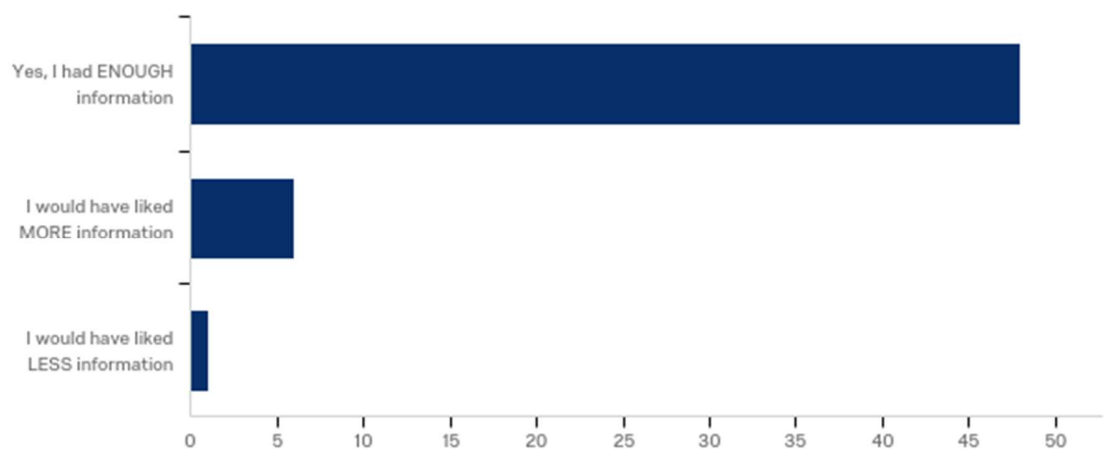




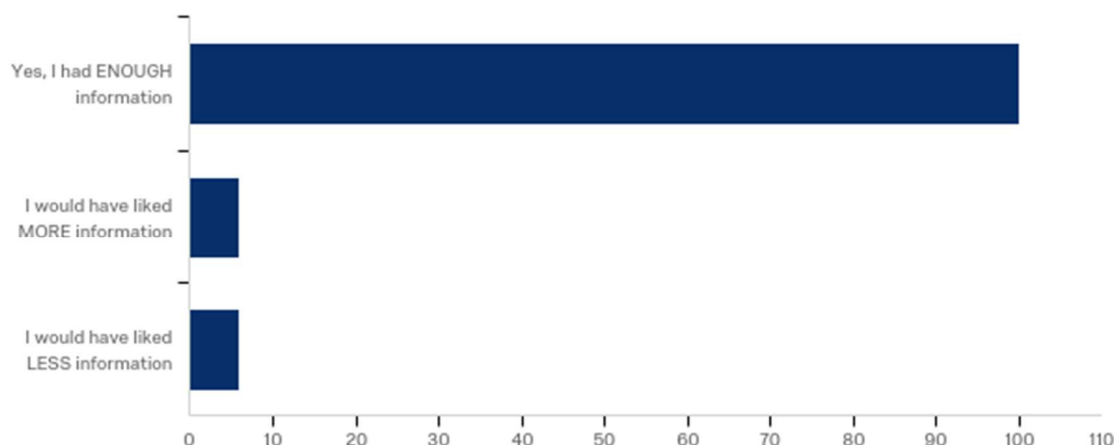
For Survey B, 93.76% of respondents found the survey difficulty as **okay, a little easy**, or **very easy** ( $n = 105$ ). Seven respondents found the survey **a little hard** (6.25%). No one found either survey **difficult**, which gives us confidence that the difficulty of survey is appropriate for the average respondent.



When questioned whether Survey A presented a **sufficient amount of information** on the survey purpose and aims, 87.27% ( $n = 48$ ) said that they had **enough information** and 10.91% ( $n = 6$ ) of respondents would have liked **more information**, whereas only one respondent would have liked **less information** (1.82%).



Most respondents reported they had **enough information** in Survey B (89.29%,  $n = 100$ ), with six respondents wanting **more information** (5.36%) and six respondents wanting **less information** (5.36%). This gives us confidence that both surveys presented enough information for respondents to make informed decisions about their payment values.



Four respondents (7.27%) felt some of the Survey A questions were **personal or sensitive**, while one respondent was not sure (1.82%). When provided an open text box to respond, one respondent commented their sensitivity was related to “money I have”. Another respondent reported “I would like to look into the question of making a donation more thoughtfully[sic]. I felt with more thought I may have been ready to donate more than I stated. I was cautious to comit[sic] to more in the survey”.

Six respondents (5.36%) found some of Survey B’s questions were **personal or sensitive**, with one respondent saying they were not sure (0.89%). Only one respondent clarified with the follow-up comment: “Because it ask[sic] if I could donate”. Based on this low level of sensitivity we do not recommend any changes to the current questions on either survey.

### Further comments

Most further comments for both surveys were positive. Respondents reported the survey interesting, informative, and enjoyable to complete, with one respondent commenting “[it was an] Enjoyable survey learned somethings[sic] about Liverpool” and “I hadn't realised how complex the development of the dockland was before today”. Other comments included:

- “Merseyside is not just Liverpool. There are some aspects of both Liverpool and Merseyside which are commendable”.
- “I enjoyed this survey because it related my local area/community and gave me an opportunity to input opinions on a topic directly affecting myself and my family.
- “I am a football fan but grew up in Somerset so not a fan of Liverpool or Everton. However both teams are a huge part of Merseyside’s Identity and the ground is near where i work and will be great for a great city”

Some negative comments:

- “I was surprised to be asked to donate, when big companies would make a lot of money when this project completed[sic]. Instead of asking normal Liverpoolians to donate”.
- “Good survey however I would be more interested if it was about Liverpool FC”
- “Good luck with the new venture, I wish Everton and all their supporters a minimum of success.”

## 6.4 Full tables of results

Table 6.1 Visits to UNESCO World Heritage Sites in the past 12 months (%) (Survey A - Valuation of Cultural Heritage Status Labels)

UNESCO World Heritage Site	% (n/N)
Blenheim Palace	3.5% (64/1841)
Canterbury Cathedral, St. Augustine’s Abbey, and St. Martin’s Church	3.0% (56/1841)
City of Bath	8.4% (154/1841)
Cornwall and West Devon Mining Landscape	3.6% (66/1841)
Derwent Valley Mills	1.5% (27/1841)
Durham Castle and Cathedral	5.1% (94/1841)
Ironbridge Gorge	6.1% (113/1841)
Liverpool – Maritime Mercantile City	57.8% (1064/1841)
Maritime Greenwich	5.7% (105/1841)

Palace of Westminster and Westminster Abbey including Saint Margaret's Church	8.9% (163/1841)
Saltaire	2.7% (49/1841)
Studley Royal Park including the ruins of Fountains Abbey	2.8% (52/1841)
Tower of London	14.8% (272/1841)
Lake District	41.6% (766/1841)
Other universally important heritage site	6.8% (126/1841)
Don't know/ rather not say	4.7% (87/1841)
None	19.2% (354/1841)

Survey sample results represent raw figures and are not weighted to Merseyside population.

Table 6.2 Willingness to pay in principle to support a hypothetical Liverpool Heritage Fund in administering and maintaining the UNESCO WHS for the Liverpool Maritime Mercantile City

	Total
Yes	26.6% (220/828)
Maybe	52.5% (435/828)
No	20.9% (173/828)

Note: This scenario was in place of current funding arrangements for the maintenance of the UNESCO WHS. Results weighted to be representative of Merseyside population in age and gender. When asked if they would be willing to support such a fund in principle, around a quarter (27%) said yes, around half (53%) said maybe, and only 20% said no. As is standard in estimation of WTP, those who said no are assumed to have no value for the City of Football Status. The remaining were asked the maximum they would be willing to pay to support the City of Football Status.

Table 6.3 Willingness to pay an annual donation to support a hypothetical Liverpool Heritage Fund in administering and maintaining the UNESCO WHS for the Liverpool Maritime Mercantile City (Survey A - Valuation of Cultural Heritage Status Labels)

	WTP for 6 conservation areas in the UNESCO	WTP for 5 conservation areas in the UNESCO	Total
--	--	--	-------

	WHS (including Stanley Dock CA)	WHS (excluding Stanley Dock CA)	
Sample size	349	353	702
Mean (standard error)	£12.06 (£1.15)	£12.64 (£1.29)	£12.35 (£0.87)
CI (low, high)	£9.79 - £14.33	£10.10 - £15.18	£10.65 - £14.06
Median	£6.25	£6.25	£6.25
Max	£125.0	£200.0	£200.0
Zeros (including those not WTP in principle)	29.0%	28.0%	28.0%
Zeros, of those WTP in principle	3.5%	5.3%	4.4%

Legend: t-test  $*=p<0.05$ . Note: This scenario was in place of current funding arrangements for the maintenance of the UNESCO WHS. Results weighted to be representative of Merseyside population in age and gender. Respondents were randomly assigned to one condition: information on Liverpool's UNESCO conservation areas with or without information on the Stanley Dock Conservation Area. Thereby only one group saw information on the Stanley Dock Conservation Area in Survey A, prior to providing a donation value for the Liverpool Heritage Fund and City of Football status. This allows us to test whether people's valuation of the UNESCO WHS is significantly affected by having the Stanley Dock Conservation Area included within it. Statistical tests show that there is no significant difference in WTP for the UNESCO Liverpool Maritime Mercantile City WHS with (£12.06) and without (£12.64) the Stanley Dock Conservation Area.

Table 6.4 Willingness to pay in principle to support a hypothetical new City of Football status (Survey A - Valuation of Cultural Heritage Status Labels)

	Everton Supporter	Liverpool Supporter	Other (non-supporter, supports other club or supporter of both)	Total
Yes	26.1%	21.4%	3.5%	14.7%
Maybe	28.2%	32.7%	22.2%	27.7%
No	45.6%	45.9%	74.4%	57.5%

Pre-weighting sample size	109	331	309	749
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*Note: Results weighted to be representative of Merseyside population in age and gender. When asked if they would be willing to support such a fund in principle, around 15% said yes, 28% said maybe, and 58% said no. As is standard in estimation of WTP, those who said no are assumed to have no value for the City of Football Status. The remaining were asked the maximum they would be willing to pay to support the City of Football Status. There does not appear to be a correlation between which team a respondent supports and whether they are willing to pay in principle for the City of Football status. However, a much higher proportion of non-supporters (74%, made up of non-supporters, non-football fans, and those who support both teams) would not be willing to pay in principle for the City of Football status, which we would expect given its focus exclusively on footballing heritage in the city.*

Table 6.5 Willingness to pay an annual donation to support a hypothetical new City of Football status (Survey A - Valuation of Cultural Heritage Status Labels)

	Everton Supporter	Liverpool Supporter	Other	Total
Sample size	109	331	309	749
Mean (standard error)	£15.38* (£3.86)	£7.61* (£1.35)	£3.85* (£1.32)	£7.20 (£0.99)
CI (low, high)	£7.72 - £23.03	£4.95 - £10.27	£1.25 - £6.45	£5.25 - £9.15
Median	£1.25	£0.00	£0.00	£0.00
Max	£200.0	£200.0	£200.0	£200.0
Zeros (including those not WTP in principle)	47.0%	50.0%	78.0%	61.0%
Zeros, of those WTP in principle	2.9%	7.4%	14.6%	8.3%



Legend: t-test of difference between split sample average and pooled total average excluding that group  $\ast=p<0.05$ . Note: Results weighted to be representative of Merseyside population in age and gender.

Table 6.6 Willingness to pay in principle to support the community outreach work that Everton in the Community currently provides for a 12-month period (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

	Everton Supporter	Liverpool Supporter	Other (non-supporter, supports other club or supporter of both)	Total
Yes	29.9%	12.9%	7.3%	13.7%
Maybe	40.0%	26.8%	24.3%	28.1%
No	30.1%	60.3%	68.4%	58.2%
Pre-weighting sample size	173	418	373	964

Note: Results weighted to be representative of Merseyside population in age and gender. Again, 58% answered that they would not be willing to pay in principle to support the work of EitC for a year. The remaining 42% would or would maybe be willing to pay in principle. This percentage was higher among Everton supporters (70%) than Liverpool supporters (40%), which we may expect given the strong Everton team branding behind EitC and its links to the local Everton community.

Table 6.7 Willingness to pay donation to support the community outreach work that Everton in the Community currently provides for a 12-month period (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

	Everton Supporter	Liverpool Supporter	Other	Total
Sample size	173	418	373	964
Mean	£12.67* (£1.74)	£6.02* (£0.95)	£4.19* (£0.97)	£6.46 (£0.64)
CI (low, high)	£9.23 - £16.11	£4.15 - £7.88	£2.30 - £6.09	£5.20 - £7.72
Median	£6.25	£0.00	£0.00	£0.00
Max	£175.0	£200.0	£200.0	£200.0

Zeros (including those not WTP in principle)	32.0%	63.0%	71.0%	61.0%
Zeros, of those WTP in principle	2.8%	4.4%	8.3%	5.1%

Legend: t-test of difference between split sample average and pooled total average excluding that group  $\ast=p<0.05$ . Note: respondents who were fans of both Everton and Liverpool were not reported in this table (108/1428 respondents). Results weighted to be representative of Merseyside population in age and gender.

Table 6.8 Preferences for changing allocations (more or less) to the two different aspects of cultural heritage (UNESCO WHS for Liverpool Maritime Mercantile City and hypothetical new City of Football Status) (Survey A - Valuation of Cultural Heritage Status Labels)

Survey A Preference	n	%
Allocate MORE to administer and maintain the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City and LESS to support the City of Football status	43	13.31%
Allocate MORE to support the City of Football status and less to administer and maintain the UNESCO World Heritage Status and LESS for the Liverpool Maritime Mercantile City	32	9.91%
Keep your payments the same	200	61.92%
Pay less overall	48	14.86%
Pay more overall	0	0%
Total	323	100%

Survey sample results represent raw figures and are not weighted to Merseyside population. Respondents were given a follow-up question asking whether they would change their stated WTP values for both the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City and hypothetical new City of Football Status. While an almost two-thirds majority (62%) would keep their total payments the same, 13% would allocate more of their budget to the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City, while 10% would allocate more to support the City of Football status and less to administer and maintain the UNESCO World Heritage Status and less for the Liverpool Maritime Mercantile City.

Table 6.9 Willingness to pay in principle to support the redevelopment of Bramley-Moore Dock for a new stadium and supporting public uses (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

	Everton Supporter	Liverpool Supporter	Other (non-supporter, supports other club or supporter of both)	Total
Yes	34.1%	22.2%	18.7%	23.5%
Maybe	32.2%	34.4%	30.8%	32.6%
No	33.7%	43.3%	50.5%	43.9%
Pre-weighting sample size	169	322	277	768

*Note: Results weighted to be representative of Merseyside population in age and gender. 56% would be willing to pay in principle (yes or maybe) for the redevelopment of Bramley-Moore Dock for a new stadium. This proportion was slightly higher for Everton supporters (66%) than Liverpool supporters (57%) (Appendix Table 6.9). A third of Everton supporters would definitely be willing to pay, a third 'maybe', and a third not willing to pay in principle. However, 51% of non-supporters, supporters of other teams, and supporters of both teams would be willing to pay in principle for the redevelopment of Bramley-Moore Dock for a new stadium, which indicates that the benefits of the stadium development are not confined to Everton supporters, or even football fans alone.*

*Table 6.10 Willingness to pay increase in cost of living to support the redevelopment of Bramley-Moore Dock for a new stadium and supporting public uses (annualised) (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)*

	Everton Supporter	Liverpool Supporter	Other (non-supporter, supports other club or supporter of both)	Total
Sample size	157	298	264	719
Mean	£119.84* (£18.53)	£75.50* (£10.00)	£70.02* (£16.45)	£83.27 (£8.41)
CI (low, high)	£83.25 - £156.44	£55.82 - £95.18	£37.62 - £102.41	£66.75 - £99.78
Median	£73.62	£0.00	£0.00	£8.83

Max	£1472.4	£1472.4	£2355.8	£2355.8
Zeros (including those not WTP in principle)	36.0%	51.0%	56.0%	50.0%
Zeros, of those WTP in principle	3.3%	13.4%	9.8%	9.6%

Legend: t-test of difference between split sample average and pooled total average excluding that group  $\ast=p<0.05$ . Note: Results weighted to be representative of Merseyside population in age and gender. Respondents who are not willing to pay in principle are treated as £0 in estimation of mean WTP. WTP question asked as monthly cost of living question, annualised for consistency with other WTP values in this study.

Table 6.11 Number of years willing to pay increased cost of living for the stadium development (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

Number of Years WTP	% (n/N)
1 year	13.4% (49/367)
2 years	14.7% (54/367)
3 years	15.0% (55/367)
4 years	1.9% (7/367)
5 years	29.4% (108/367)
7 years	0.3% (1/367)
10 years	0.8% (3/367)
Indefinitely	24.5% (90/367)

Of the respondents who selected "Other" (0.52%): 0.16% (3/1841) were WTP for 10 years, 0.05% (1/1841) for 5 years, 0.05% (1/1841) for 7 years, 0.05% (1/1841) for 52 years, 0.05% (1/1841) for "as long as possible", 0.05% (1/1841) as a one-off payment, and 0.11% (2/1841) did not provide a time-frame. Results weighted to be representative of Merseyside population in age and gender.

Table 6.12 Willingness to accept as a one-off payment for their household for no longer having Bramley-Moore Dock in its current condition (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

	Everton Supporter	Liverpool Supporter	Other	Total
Sample size	11	28	35	74
Mean	£162.59 (£59.99)	£79.18 (£28.92)	£270.83 (£208.83)	£189.67 (£108.61)
CI (low, high)	£28.92 - £296.25	£19.84 - £138.51	£-153.56 - £695.22	£-26.79 - £406.13
Median	£50.00	£0.00	£0.00	£0.00
Max	£405.8	£405.8	£10000.0	£10000.0
Zeros (including those not WTP in principle)	41.0%	74.0%	84.0%	76.0%
Zeros, of those WTP in principle	40.6%	74.1%	84.5%	75.6%

*Note: Results weighted to be representative of Merseyside population in age and gender. Respondents who are not willing to pay in principle are treated as £0 in estimation of mean WTP. Final sample asked WTA question is n=74, excluding those who said that the redevelopment would increase their quality of life (n=13), those who replied 'Don't know' when asked if they would be willing to accept compensation (n=9), those who gave ineligible open-text responses and protest zeros who indicated that no amount of money could compensate them for the reduction in quality of life caused by the development.*

*Table 6.13 Reasons given for WTP/ Not WTP for Stadium development (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)*

WTP Categories	% (n/N)
Football culture is important and should be protected	6.4% (24/376)
The proposed development of Bramley-Moore Dock will benefit the site	21.8% (82/376)

Bramley-Moore Dock will become more accessible to users with the proposed development	14.9% (56/376)
Football is an important part of my everyday life	3.5% (13/376)
I am an Everton supporter/ my family supports Everton	10.9% (41/376)
The risk of losing UNESCO World Heritage status for the Liverpool Maritime Mercantile City does not affect me much	1.1% (4/376)
I do not believe that I would really have to pay for increased costs of living*	4.5% (17/376)
The economic impacts will benefit me personally	5.3% (20/376)
Due to the significant community, economic and regeneration impacts	29.8% (112/376)
Other	0.5% (2/376)
Don't know	1.3% (5/376)
Total	376
<b>Not WTP Categories</b>	<b>% (n/N)</b>
I have more important things to worry about than football	13.5% (53/392)
I cannot afford to pay to support the development of the stadium	26.5% (104/392)
I am already contributing to the city through my taxes	29.6% (116/392)
I need more information to answer this question	5.4% (21/392)
There are other institutions which have greater cultural value	3.1% (12/392)
I do not support Everton	12.0% (47/392)

Other (please specify)	7.7% (30/392)
Don't know	2.3% (9/392)
Total	392

*\*excluded from mean WTP due to evidence of hypothetical bias. Survey sample results represent raw figures and are not weighted to Merseyside population.*

*Table 6.14 Reasons given for WTA/ Not WTA for keeping Bramley-Moore Dock in its current condition (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)*

WTA Categories	% (n/N)
I like Bramley-Moore Dock as it is	15.00% (3/20)
I do not want to see Bramley-Moore Dock redeveloped	5.00% (1/20)
I do not want to see a football stadium at Bramley-Moore Dock	35.00% (7/20)
The redevelopment will negatively affect my quality of life and/ or that of my family	15.00% (3/20)
I don't want the development to impact the heritage assets of the dock	15.00% (3/20)
I am not an Everton supporter	5.00% (1/20)
If compensation is on offer, I would take it*	5.00% (1/20)
Other	5.00% (1/20)
Don't know	0% (0/20)
Total	20
Not WTA Categories	% (n/N)
I have more important things to worry about than dockland heritage	10.1% (9/89)
Leaving Bramley-Moore Dock in its current condition would not affect me much	20.2% (18/89)

The risk of losing UNESCO World Heritage Status for Liverpool Maritime Mercantile City does not affect me much	5.6% (5/89)
No amount of money could compensate me for the reduction in quality of life caused by the development	9.0% (8/89)
I don't agree that local Government funds should be used to compensate for the loss of Bramley-Moore Dock in its current condition	13.5% (12/89)
I need more information to answer this question	9.0% (8/89)
There are other institutions which have greater cultural value and should receive Government funding	9.0% (8/89)
I do not believe this scheme would actually happen	7.9% (7/89)
Other (please specify)	6.7% (6/89)
Don't know	9.0% (8/89)
Total	89

Survey sample results represent raw figures and are not weighted to Merseyside population. \*excluded from mean WTA due to evidence of strategic bias.

#### 6.4.1.1 Socio-demographics

Table 6.15 Supporter socio-demographic characteristics (weighted/ raked)

	Survey A	Survey B		Merseyside average
		Preference to maintain BMD in current condition	Preference for stadium development	
	% (n/N)	% (n/N)	% (n/N)	
Female	59.4% (492/828)	51.6% (63/122)	46.5% (357/768)	



Age (mean)	46 (0.59)	45 (1.61)	49 (0.61)	
Household annual income (£, mean)	£35,591 (951.66)	£32,237 (2398.40)	£35,704 (953.65)	
Dependent children under 16 years (%)	29.5% (243/823)	32.8% (40/122)	25.8% (197/764)	
Married/ with partner (%)	56.1% (457/815)	52.1% (62/119)	58.6% (446/761)	
University education (%)	40.6% (333/821)	32.8% (39/119)	33.9% (258/761)	
In employment (full-time, part-time, self-employed) (%)	57.3% (472/824)	63.9% (78/122)	60.5% (465/768)	
Member of a cultural, conservation, environmental or other organisation (%)	21.4% (177/828)	23.0% (28/122)	18.4% (141/768)	
Current resident of Merseyside (% n/N)	99.4% (823/828)	99.2% (121/122)	99.1% (761/768)	
Life Satisfaction: 0-10 (mean)	6.7 (0.08)	7.0 (0.22)	7.4 (0.07)	

## 6.5 Validity testing

Table 6.16 Determinants of willingness to pay/willingness to accept

	Survey B	
	WTP for stadium development	WTA compensation for stadium development
	Coefficient (t)	Coefficient (t)

Gender: Female	1.131 (0.08)	-193.5 (254.4)
Age: Log transformation, using midpoint	-27.30 (-1.06)	227.7 (399.8)
Household income: Log transformation, using midpoint	37.59*** (3.01)	-479.1 (458.1)
Education level: Degree and above	18.64 (0.91)	644.5 (579.3)
Dependent children	-25.68 (-1.29)	575.4 (663.5)
Current Merseyside resident	-15.01 (-0.41)	0 (.)
Distance to Goodison Park stadium (Log geodesic miles)		
Member of a cultural, conservation, environmental or other organisation	1.175 (0.06)	-241.6 (360.5)
Familiar with UNSECO World Heritage Status: Very/ Extremely	50.02*** (2.94)	536.0 (473.1)
Rank government spending on sport as a top 5 fiscal priority	0.839 (0.04)	-542.2 (574.1)
(Strongly) Agree: Historic buildings should be preserved for future generations	-14.84 (-0.65)	-337.0 (298.8)

Everton supporter: Self-reported (includes those who support both clubs)	54.08*** (2.96)	-84.36 (195.1)
Constant	-157.0 (-0.92)	5399.6 (4695.4)
Observations	634	53
Adjusted R <sup>2</sup>	0.05	0.021

Notes: \*\*\* significance at <1%; \*\* significance at <5%; \* significance at <10%. Reference group: for gender ref = male; for education Degree and above ref = all qualifications under Degree; for Dependent children ref = no children; for Familiar with UNESCO: Very/Extremely ref = not at all – moderately familiar. Gross annual household income; averages computed using the midpoints of the income and age categories. Heteroskedasticity-robust standard errors. All VIF scores <2 in pooled regression.