

APPENDIX 3: Summary of online survey findings

The survey was hosted on the City Corporation's website and live from 30 April to 16 July 2012; it attracted 310 respondents

1. Most respondents had not visited the Room (82%).
2. A significant majority thought it important to open the Room to the public (64% thought it very important and 30% quite important). This is predictable as those who are not interested in the Room are unlikely to go to the trouble of completing the survey.
3. Responses indicate that Saturday (49%) would be the most popular day to open followed by Thursday (20%), Friday (13%) and Sunday (11%).
4. A large proportion of respondents thought the Room should have an exhibition (59%) while a significant minority considered the Room to have sufficient appeal to make a visit worthwhile (39%).
5. The types of exhibitions respondents thought most appropriate where:
 - i. A Pepys or Great Fire theme (48%)
 - ii. A general historic exhibition on the City of London (29%)
 - iii. An art or City treasure display (15%)
6. Exhibitions that were not so popular where:
 - i. A contemporary theme relating to the City (3%)
 - ii. A Dickens exhibition or other literary theme (5%)
7. When asked if they were prepared to pay to visit the Room as it is:
 - i. 34% were not prepared to pay
 - ii. 32% would pay less than £2
 - iii. 34% would pay between £2-£5
 - iv. 1% would pay over £5
8. If the Room included an exhibition respondents would be prepared to make:
 - i. No payment (14%)
 - ii. A payment of less than £2 (19%)
 - iii. A payment of between £2 to £5 (60%)
 - iv. Over £5 (8%)
9. This suggests that adding value by putting on an exhibition increases the number of people willing to pay between £2 and £5 but the increase of those willing to pay over £5 does not increase exponentially.
10. By far, the most popular activity for an event in the Room was a talk or lecture (54%).

11. Organisations looking to hire the Room (noting they would not have seen it nor have any knowledge of support facilities such as toilets) were most likely to pay between £220 and £350 for half a day and between £350 and £500 for a full day.