

London and Partners

BUSINESS Sample : 10th - 21st January 2014

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Does your business have its own company website?

Small business decision makers in London	1001	612	389	11	124	192	265	409
Yes, it does	59%	60%	58%	73%	65%	66%	62%	51%
No, but we plan to set one up in the future	15%	15%	16%	27%	17%	16%	17%	12%
No, and we do not plan to set one up in the future	26%	26%	26%	-	18%	19%	21%	36%

To what extent do you agree or disagree with the following statement? "A '.london' domain (or internet address) as opposed to existing domains like .com or .co.uk., is a good thing for businesses, organisations and individuals in London"

Small business decision makers in London	1001	612	389	11	124	192	265	409
Strongly agree	10%	10%	10%	27%	9%	16%	6%	9%
Tend to agree	33%	31%	37%	55%	32%	27%	35%	35%
Tend to disagree	25%	29%	20%	9%	26%	29%	27%	23%
Strongly disagree	6%	7%	5%	9%	6%	10%	6%	4%
Don't know	25%	24%	28%	-	27%	18%	25%	29%
Net: Agree	43%	41%	47%	82%	41%	43%	42%	44%
Net: Disagree	32%	36%	25%	18%	32%	39%	33%	27%

The '.london' domain (or internet address) will be put on sale later this year. How likely or unlikely do you think it is that your business will register a '.london' domain?

Small business decision makers in London who have or plan to set up a website	740	454	286	11	102	156	210	261
Very likely	7%	7%	7%	9%	6%	10%	6%	5%
Fairly likely	20%	18%	22%	64%	18%	17%	18%	21%
Fairly unlikely	24%	25%	23%	9%	22%	22%	23%	28%
Very unlikely	41%	43%	36%	18%	44%	44%	43%	37%
Don't know	9%	7%	12%	-	11%	8%	10%	8%
Net: Likely	26%	25%	29%	73%	24%	27%	24%	27%
Net: Unlikely	65%	69%	59%	27%	66%	65%	66%	65%

London and Partners

BUSINESS Sample : 10th - 21st January 2014

Total	Work industry (short list)			
Base	Manufacturing	Construction	Retail	Finance and Accounting

Does your business have its own company website?

Small business decision makers in London	1001	22	48	46	88
Yes, it does	59%	50%	58%	61%	49%
No, but we plan to set one up in the future	15%	32%	13%	11%	17%
No, and we do not plan to set one up in the future	26%	18%	29%	28%	34%

To what extent do you agree or disagree with the following statement? "A '.london' domain (or internet address) as opposed to existing domains like .com or .co.uk., is a good thing for businesses, organisations and individuals in London"

Small business decision makers in London	1001	22	48	46	88
Strongly agree	10%	5%	15%	9%	10%
Tend to agree	33%	50%	15%	28%	36%
Tend to disagree	25%	18%	25%	28%	23%
Strongly disagree	6%	5%	10%	-	5%
Don't know	25%	23%	35%	35%	26%
Net: Agree	43%	55%	29%	37%	47%
Net: Disagree	32%	23%	35%	28%	27%

The '.london' domain (or internet address) will be put on sale later this year. How likely or unlikely do you think it is that your business will register a '.london' domain?

Small business decision makers in London who have or plan to set up a website	740	18	34	33	58
Very likely	7%	11%	6%	6%	9%
Fairly likely	20%	39%	15%	33%	19%
Fairly unlikely	24%	11%	26%	15%	28%
Very unlikely	41%	33%	38%	39%	36%
Don't know	9%	6%	15%	6%	9%
Net: Likely	26%	50%	21%	39%	28%
Net: Unlikely	65%	44%	65%	55%	64%

London and Partners

BUSINESS Sample : 10th - 21st January 2014

Total	Work industry (short list)			
Base	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales

Does your business have its own company website?

Small business decision makers in London	1001	33	30	80	175
Yes, it does	59%	64%	77%	61%	65%
No, but we plan to set one up in the future	15%	3%	7%	18%	15%
No, and we do not plan to set one up in the future	26%	33%	17%	21%	20%

To what extent do you agree or disagree with the following statement? "A '.london' domain (or internet address) as opposed to existing domains like .com or .co.uk., is a good thing for businesses, organisations and individuals in London"

Small business decision makers in London	1001	33	30	80	175
Strongly agree	10%	3%	17%	10%	6%
Tend to agree	33%	52%	23%	30%	31%
Tend to disagree	25%	15%	23%	39%	32%
Strongly disagree	6%	-	3%	11%	9%
Don't know	25%	30%	33%	10%	22%
Net: Agree	43%	55%	40%	40%	37%
Net: Disagree	32%	15%	27%	50%	41%

The '.london' domain (or internet address) will be put on sale later this year. How likely or unlikely do you think it is that your business will register a '.london' domain?

Small business decision makers in London who have or plan to set up a website	740	22	25	63	140
Very likely	7%	9%	8%	5%	6%
Fairly likely	20%	18%	24%	17%	14%
Fairly unlikely	24%	23%	28%	37%	26%
Very unlikely	41%	32%	32%	35%	46%
Don't know	9%	18%	8%	6%	7%
Net: Likely	26%	27%	32%	22%	20%
Net: Unlikely	65%	55%	60%	71%	73%

London and Partners

BUSINESS Sample : 10th - 21st January 2014

Total	Work industry (short list)				
Base	Medical & health services	Education	Transportation & distribution	Real estate	Other

Does your business have its own company website?

Small business decision makers in London	1001	42	67	25	43	302
Yes, it does	59%	55%	57%	48%	58%	58%
No, but we plan to set one up in the future	15%	12%	12%	16%	12%	17%
No, and we do not plan to set one up in the future	26%	33%	31%	36%	30%	25%

To what extent do you agree or disagree with the following statement? "A '.london' domain (or internet address) as opposed to existing domains like .com or .co.uk., is a good thing for businesses, organisations and individuals in London"

Small business decision makers in London	1001	42	67	25	43	302
Strongly agree	10%	17%	4%	12%	7%	12%
Tend to agree	33%	45%	33%	40%	42%	33%
Tend to disagree	25%	10%	27%	16%	28%	23%
Strongly disagree	6%	5%	4%	8%	5%	6%
Don't know	25%	24%	31%	24%	19%	26%
Net: Agree	43%	62%	37%	52%	49%	45%
Net: Disagree	32%	14%	31%	24%	33%	28%

The '.london' domain (or internet address) will be put on sale later this year. How likely or unlikely do you think it is that your business will register a '.london' domain?

Small business decision makers in London who have or plan to set up a website	740	28	46	16	30	227
Very likely	7%	11%	2%	-	7%	7%
Fairly likely	20%	25%	15%	31%	33%	18%
Fairly unlikely	24%	18%	35%	31%	27%	19%
Very unlikely	41%	46%	37%	25%	27%	46%
Don't know	9%	-	11%	13%	7%	10%
Net: Likely	26%	36%	17%	31%	40%	26%
Net: Unlikely	65%	64%	72%	56%	53%	64%

London and Partners

BUSINESS Sample : 10th - 21st January 2014

Total	Company annual turnover					
Base	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer

Does your business have its own company website?

Small business decision makers in London	1001	45	516	109	18	67	246
Yes, it does	59%	58%	53%	94%	83%	52%	55%
No, but we plan to set one up in the future	15%	22%	16%	3%	6%	15%	18%
No, and we do not plan to set one up in the future	26%	20%	30%	4%	11%	33%	27%

To what extent do you agree or disagree with the following statement? "A '.london' domain (or internet address) as opposed to existing domains like .com or .co.uk., is a good thing for businesses, organisations and individuals in London"

Small business decision makers in London	1001	45	516	109	18	67	246
Strongly agree	10%	18%	10%	5%	11%	9%	9%
Tend to agree	33%	44%	33%	37%	56%	39%	27%
Tend to disagree	25%	20%	24%	36%	22%	21%	27%
Strongly disagree	6%	4%	7%	6%	6%	3%	6%
Don't know	25%	13%	26%	17%	6%	28%	31%
Net: Agree	43%	62%	44%	41%	67%	48%	36%
Net: Disagree	32%	24%	30%	42%	28%	24%	33%

The '.london' domain (or internet address) will be put on sale later this year. How likely or unlikely do you think it is that your business will register a '.london' domain?

Small business decision makers in London who have or plan to set up a website	740	36	359	105	16	45	179
Very likely	7%	11%	7%	4%	6%	11%	5%
Fairly likely	20%	22%	20%	23%	38%	13%	16%
Fairly unlikely	24%	33%	26%	22%	19%	18%	22%
Very unlikely	41%	19%	39%	46%	38%	36%	46%
Don't know	9%	14%	7%	6%	-	22%	11%
Net: Likely	26%	33%	27%	27%	44%	24%	21%
Net: Unlikely	65%	53%	66%	68%	56%	53%	68%

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

You mentioned you think it is likely that your business will register a '.london' domain...Which of the following are reasons for this? (Please tick all that apply)

Small business decision makers in London who have a website and whose organisation are likely to register a '.london' domain	194	112	82	8	24	42	50	70
I/ we are proud to be a London business and I/ we want to associate the business with London	48%	44%	55%	63%	50%	40%	50%	50%
A '.london' address is more prestigious than .co.uk or .com	21%	25%	16%	-	8%	12%	12%	40%
It will allow customers to find us more easily	41%	43%	39%	25%	29%	31%	46%	50%
It will inspire a greater sense of trust in the business and website	23%	23%	23%	25%	29%	24%	22%	21%
It will help to generate more sales/ revenue	27%	29%	24%	13%	29%	17%	40%	26%
I/ we do not currently have the web address that I/ we want	13%	12%	16%	25%	17%	14%	10%	13%
Other	7%	7%	7%	13%	4%	5%	6%	10%

You mentioned you think it is unlikely that your business will register a '.london' domain...Which of the following are reasons for this? (Please tick all that apply)

Small business decision makers in London who have a website and whose organisation are unlikely to register a '.london' domain	481	312	169	3	67	102	139	170
I/ we don't see it as important	40%	44%	34%	100%	40%	41%	42%	38%
I/ we would be concerned about losing customers and/ or sales through our existing e-commerce site	7%	6%	9%	-	7%	4%	8%	8%
I am/ we are happy with the current web address and do not see a '.london' address as a useful addition	66%	66%	66%	33%	64%	65%	73%	62%
I/ we would be concerned about the added costs of purchasing and utilising the domain name	18%	17%	20%	-	24%	18%	17%	16%
Other	17%	15%	20%	33%	13%	19%	19%	15%

London businesses will be given the opportunity to reserve their '.london' domain for a time before they go on general sale. How important, if at all, do you think it is to your business that there is a registration period reserved exclusively for London businesses before they go on general sale?

Small business decision makers in London	1001	612	389	11	124	192	265	409
Very important	23%	20%	28%	45%	18%	27%	24%	23%
Fairly important	30%	29%	31%	27%	40%	33%	30%	25%
Not very important	16%	19%	12%	-	10%	16%	16%	18%
Not important at all	19%	22%	15%	9%	19%	14%	20%	22%
Don't know	12%	10%	14%	18%	13%	10%	10%	13%
Net: Important	53%	49%	59%	73%	57%	60%	54%	47%
Net: Unimportant	35%	40%	28%	9%	30%	30%	36%	40%

Total	Work industry (short list)			
Base	Manufacturing	Construction	Retail	Finance and Accounting

You mentioned you think it is likely that your business will register a '.london' domain...Which of the following are reasons for this? (Please tick all that apply)

Small business decision makers in London who have a website and whose organisation are likely to register a '.london' domain

	194	9	7	13	16
I/ we are proud to be a London business and I/ we want to associate the business with London	48%	22%	14%	69%	63%
A '.london' address is more prestigious than .co.uk or .com	21%	33%	29%	23%	31%
It will allow customers to find us more easily	41%	56%	29%	38%	50%
It will inspire a greater sense of trust in the business and website	23%	33%	-	38%	19%
It will help to generate more sales/ revenue	27%	-	14%	54%	38%
I/ we do not currently have the web address that I/ we want	13%	11%	14%	15%	6%
Other	7%	-	14%	15%	-

You mentioned you think it is unlikely that your business will register a '.london' domain...Which of the following are reasons for this? (Please tick all that apply)

Small business decision makers in London who have a website and whose organisation are unlikely to register a '.london' domain

	481	8	22	18	37
I/ we don't see it as important	40%	63%	36%	28%	57%
I/ we would be concerned about losing customers and/ or sales through our existing e-commerce site	7%	13%	5%	17%	5%
I am/ we are happy with the current web address and do not see a '.london' address as a useful addition	66%	75%	41%	89%	51%
I/ we would be concerned about the added costs of purchasing and utilising the domain name	18%	25%	27%	11%	14%
Other	17%	13%	23%	6%	14%

London businesses will be given the opportunity to reserve their '.london' domain for a time before they go on general sale. How important, if at all, do you think it is to your business that there is a registration period reserved exclusively for London businesses before they go on general sale?

Small business decision makers in London

	1001	22	48	46	88
Very important	23%	18%	19%	24%	23%
Fairly important	30%	45%	23%	20%	27%
Not very important	16%	14%	19%	24%	16%
Not important at all	19%	18%	21%	15%	23%
Don't know	12%	5%	19%	17%	11%
Net: Important	53%	64%	42%	43%	50%
Net: Unimportant	35%	32%	40%	39%	39%

Total	Work industry (short list)			
Base	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales

You mentioned you think it is likely that your business will register a '.london' domain...Which of the following are reasons for this? (Please tick all that apply)

Small business decision makers in London who have a website and whose organisation are likely to register a '.london' domain

194	6	8	14	28	
I/ we are proud to be a London business and I/ we want to associate the business with London	48%	83%	25%	43%	36%
A '.london' address is more prestigious than .co.uk or .com	21%	33%	13%	14%	18%
It will allow customers to find us more easily	41%	33%	13%	43%	50%
It will inspire a greater sense of trust in the business and website	23%	33%	38%	29%	7%
It will help to generate more sales/ revenue	27%	17%	38%	50%	32%
I/ we do not currently have the web address that I/ we want	13%	-	25%	21%	21%
Other	7%	-	13%	7%	11%

You mentioned you think it is unlikely that your business will register a '.london' domain...Which of the following are reasons for this? (Please tick all that apply)

Small business decision makers in London who have a website and whose organisation are unlikely to register a '.london' domain

481	12	15	45	102	
I/ we don't see it as important	40%	8%	33%	69%	38%
I/ we would be concerned about losing customers and/ or sales through our existing e-commerce site	7%	-	-	7%	7%
I am/ we are happy with the current web address and do not see a '.london' address as a useful addition	66%	67%	93%	71%	72%
I/ we would be concerned about the added costs of purchasing and utilising the domain name	18%	33%	7%	27%	15%
Other	17%	17%	7%	22%	9%

London businesses will be given the opportunity to reserve their '.london' domain for a time before they go on general sale. How important, if at all, do you think it is to your business that there is a registration period reserved exclusively for London businesses before they go on general sale?

Small business decision makers in London

1001	33	30	80	175	
Very important	23%	30%	23%	30%	21%
Fairly important	30%	30%	27%	31%	38%
Not very important	16%	18%	13%	11%	18%
Not important at all	19%	3%	23%	23%	14%
Don't know	12%	18%	13%	5%	9%
Net: Important	53%	61%	50%	61%	59%
Net: Unimportant	35%	21%	37%	34%	33%

Total	Work industry (short list)				
Base	Medical & health services	Education	Transportation & distribution	Real estate	Other

You mentioned you think it is likely that your business will register a '.london' domain...Which of the following are reasons for this? (Please tick all that apply)

Small business decision makers in London who have a website and whose organisation are likely to register a '.london' domain	194	10	8	5	12	58
I/ we are proud to be a London business and I/ we want to associate the business with London	48%	80%	38%	20%	33%	57%
A '.london' address is more prestigious than .co.uk or .com	21%	20%	-	40%	17%	21%
It will allow customers to find us more easily	41%	60%	25%	20%	67%	34%
It will inspire a greater sense of trust in the business and website	23%	20%	38%	20%	25%	24%
It will help to generate more sales/ revenue	27%	10%	25%	-	25%	22%
I/ we do not currently have the web address that I/ we want	13%	20%	-	40%	17%	7%
Other	7%	-	-	-	17%	7%

You mentioned you think it is unlikely that your business will register a '.london' domain...Which of the following are reasons for this? (Please tick all that apply)

Small business decision makers in London who have a website and whose organisation are unlikely to register a '.london' domain	481	18	33	9	16	146
I/ we don't see it as important	40%	33%	39%	22%	56%	34%
I/ we would be concerned about losing customers and/ or sales through our existing e-commerce site	7%	6%	6%	22%	6%	8%
I am/ we are happy with the current web address and do not see a '.london' address as a useful addition	66%	67%	61%	44%	50%	66%
I/ we would be concerned about the added costs of purchasing and utilising the domain name	18%	33%	6%	22%	13%	18%
Other	17%	22%	15%	11%	13%	24%

London businesses will be given the opportunity to reserve their '.london' domain for a time before they go on general sale. How important, if at all, do you think it is to your business that there is a registration period reserved exclusively for London businesses before they go on general sale?

Small business decision makers in London	1001	42	67	25	43	302
Very important	23%	26%	15%	8%	30%	26%
Fairly important	30%	38%	30%	32%	26%	26%
Not very important	16%	12%	16%	24%	7%	16%
Not important at all	19%	12%	21%	20%	33%	21%
Don't know	12%	12%	18%	16%	5%	12%
Net: Important	53%	64%	45%	40%	56%	51%
Net: Unimportant	35%	24%	37%	44%	40%	37%

Total	Company annual turnover					
	Base	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know

You mentioned you think it is likely that your business will register a '.london' domain...Which of the following are reasons for this? (Please tick all that apply)

Small business decision makers in London who have a website and whose organisation are likely to register a '.london' domain

	194	12	98	28	7	11	38
I/ we are proud to be a London business and I/ we want to associate the business with London	48%	50%	53%	46%	14%	55%	42%
A '.london' address is more prestigious than .co.uk or .com	21%	-	21%	32%	29%	27%	16%
It will allow customers to find us more easily	41%	33%	40%	50%	43%	55%	37%
It will inspire a greater sense of trust in the business and website	23%	17%	20%	29%	43%	18%	26%
It will help to generate more sales/ revenue	27%	17%	28%	39%	29%	36%	18%
I/ we do not currently have the web address that I/ we want	13%	25%	14%	7%	29%	9%	11%
Other	7%	8%	7%	7%	-	-	11%

You mentioned you think it is unlikely that your business will register a '.london' domain...Which of the following are reasons for this? (Please tick all that apply)

Small business decision makers in London who have a website and whose organisation are unlikely to register a '.london' domain

	481	19	236	71	9	24	122
I/ we don't see it as important	40%	37%	43%	37%	44%	33%	39%
I/ we would be concerned about losing customers and/ or sales through our existing e-commerce site	7%	11%	6%	8%	11%	4%	7%
I am/ we are happy with the current web address and do not see a '.london' address as a useful addition	66%	74%	68%	68%	56%	54%	62%
I/ we would be concerned about the added costs of purchasing and utilising the domain name	18%	21%	22%	6%	11%	4%	19%
Other	17%	16%	12%	18%	33%	29%	21%

London businesses will be given the opportunity to reserve their '.london' domain for a time before they go on general sale. How important, if at all, do you think it is to your business that there is a registration period reserved exclusively for London businesses before they go on general sale?

Small business decision makers in London

	1001	45	516	109	18	67	246
Very important	23%	22%	24%	25%	28%	18%	23%
Fairly important	30%	42%	29%	35%	44%	30%	26%
Not very important	16%	7%	18%	11%	17%	12%	17%
Not important at all	19%	13%	20%	22%	6%	19%	18%
Don't know	12%	16%	9%	7%	6%	21%	17%
Net: Important	53%	64%	53%	60%	72%	48%	48%
Net: Unimportant	35%	20%	38%	33%	22%	31%	35%

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Please imagine that your business planned to register a '.london' domain... How likely or unlikely do you think it is your business would choose to register during London registration, the period set aside for London businesses to register before domains are placed on general sale?

Small business decision makers in London	1001	612	389	11	124	192	265	409
Very likely	20%	20%	22%	27%	16%	23%	20%	20%
Fairly likely	32%	31%	34%	55%	35%	35%	32%	30%
Fairly unlikely	14%	16%	12%	-	13%	9%	17%	15%
Very unlikely	20%	23%	17%	18%	22%	21%	17%	22%
Don't know	12%	11%	15%	-	15%	11%	13%	12%
Net: Likely	53%	51%	56%	82%	51%	58%	52%	50%
Net: Unlikely	35%	38%	29%	18%	35%	30%	35%	37%

Still imagining your business planned to register a '.london' domain...During the initial London registration period, which of these would you be interested in buying?

Small business decision makers in London	1001	612	389	11	124	192	265	409
My business name (e.g. Bobsbikes.london)	46%	44%	49%	45%	39%	49%	51%	44%
Generic names (e.g. bike.london)	6%	6%	7%	9%	10%	5%	4%	7%
Both	14%	14%	15%	27%	19%	17%	13%	12%
Neither	23%	25%	19%	9%	21%	21%	21%	26%
Don't know	11%	11%	11%	9%	11%	9%	11%	12%

'.london' domains are likely to cost more than existing domains like .com or .co.uk. Still imagining your business planned to register a '.london' domain, how much more do you think your business would be willing to pay for a '.london' internet address than a .com or .co.uk domain?

Small business decision makers in London	1001	612	389	11	124	192	265	409
£0 - I would NOT be willing to pay more	46%	47%	44%	27%	46%	48%	45%	46%
Up to £10 more	18%	17%	20%	9%	26%	18%	22%	15%
£11 to £20 more	8%	7%	10%	36%	10%	11%	5%	7%
£21 to £30 more	5%	6%	5%	-	3%	4%	7%	6%
£31 to £50 more	5%	4%	5%	-	2%	4%	5%	6%
More than £50	5%	6%	3%	-	2%	3%	6%	6%
Don't know	13%	13%	13%	27%	11%	13%	11%	14%
Mean	9.12	9.63	8.31	5.94	5.60	7.47	9.94	10.54

Total	Work industry (short list)			
Base	Manufacturing	Construction	Retail	Finance and Accounting

Please imagine that your business planned to register a '.london' domain... How likely or unlikely do you think it is your business would choose to register during London registration, the period set aside for London businesses to register before domains are placed on general sale?

Small business decision makers in London	1001	22	48	46	88
Very likely	20%	23%	13%	17%	23%
Fairly likely	32%	45%	31%	39%	27%
Fairly unlikely	14%	5%	19%	11%	17%
Very unlikely	20%	27%	23%	22%	19%
Don't know	12%	-	15%	11%	14%
Net: Likely	53%	68%	44%	57%	50%
Net: Unlikely	35%	32%	42%	33%	36%

Still imagining your business planned to register a '.london' domain...During the initial London registration period, which of these would you be interested in buying?

Small business decision makers in London	1001	22	48	46	88
My business name (e.g. Bobsbikes.london)	46%	68%	38%	48%	43%
Generic names (e.g. bike.london)	6%	-	4%	4%	6%
Both	14%	9%	17%	13%	11%
Neither	23%	23%	25%	22%	27%
Don't know	11%	-	17%	13%	13%

'.london' domains are likely to cost more than existing domains like .com or .co.uk. Still imagining your business planned to register a '.london' domain, how much more do you think your business would be willing to pay for a '.london' internet address than a .com or .co.uk domain?

Small business decision makers in London	1001	22	48	46	88
£0 - I would NOT be willing to pay more	46%	50%	54%	46%	48%
Up to £10 more	18%	23%	8%	15%	18%
£11 to £20 more	8%	9%	8%	7%	6%
£21 to £30 more	5%	14%	6%	4%	5%
£31 to £50 more	5%	5%	4%	7%	2%
More than £50	5%	-	4%	9%	5%
Don't know	13%	-	15%	13%	17%
Mean	9.12	7.52	8.33	12.06	7.72

Total	Work industry (short list)			
Base	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales

Please imagine that your business planned to register a '.london' domain... How likely or unlikely do you think it is your business would choose to register during London registration, the period set aside for London businesses to register before domains are placed on general sale?

Small business decision makers in London	1001	33	30	80	175
Very likely	20%	30%	23%	23%	21%
Fairly likely	32%	18%	27%	39%	33%
Fairly unlikely	14%	15%	17%	13%	14%
Very unlikely	20%	12%	10%	24%	21%
Don't know	12%	24%	23%	3%	12%
Net: Likely	53%	48%	50%	61%	54%
Net: Unlikely	35%	27%	27%	36%	34%

Still imagining your business planned to register a '.london' domain...During the initial London registration period, which of these would you be interested in buying?

Small business decision makers in London	1001	33	30	80	175
My business name (e.g. Bobsbikes.london)	46%	45%	47%	55%	45%
Generic names (e.g. bike.london)	6%	6%	7%	4%	6%
Both	14%	15%	17%	20%	17%
Neither	23%	18%	10%	21%	21%
Don't know	11%	15%	20%	-	11%

'.london' domains are likely to cost more than existing domains like .com or .co.uk.Still imagining your business planned to register a '.london' domain, how much more do you think your business would be willing to pay for a '.london' internet address than a .com or .co.uk domain?

Small business decision makers in London	1001	33	30	80	175
£0 - I would NOT be willing to pay more	46%	33%	37%	46%	47%
Up to £10 more	18%	24%	7%	31%	16%
£11 to £20 more	8%	6%	3%	10%	9%
£21 to £30 more	5%	3%	10%	3%	6%
£31 to £50 more	5%	3%	3%	1%	6%
More than £50	5%	3%	17%	6%	5%
Don't know	13%	27%	23%	3%	11%
Mean	9.12	7.96	19.07	7.86	9.92

Total	Work industry (short list)				
Base	Medical & health services	Education	Transportation & distribution	Real estate	Other

Please imagine that your business planned to register a '.london' domain... How likely or unlikely do you think it is your business would choose to register during London registration, the period set aside for London businesses to register before domains are placed on general sale?

Small business decision makers in London	1001	42	67	25	43	302
Very likely	20%	26%	16%	8%	16%	21%
Fairly likely	32%	36%	30%	32%	35%	32%
Fairly unlikely	14%	7%	15%	24%	23%	13%
Very unlikely	20%	21%	22%	24%	21%	20%
Don't know	12%	10%	16%	12%	5%	14%
Net: Likely	53%	62%	46%	40%	51%	53%
Net: Unlikely	35%	29%	37%	48%	44%	33%

Still imagining your business planned to register a '.london' domain...During the initial London registration period, which of these would you be interested in buying?

Small business decision makers in London	1001	42	67	25	43	302
My business name (e.g. Bobsbikes.london)	46%	45%	40%	16%	44%	49%
Generic names (e.g. bike.london)	6%	5%	9%	4%	16%	6%
Both	14%	17%	10%	24%	9%	12%
Neither	23%	26%	30%	32%	26%	21%
Don't know	11%	7%	10%	24%	5%	12%

'.london' domains are likely to cost more than existing domains like .com or .co.uk.Still imagining your business planned to register a '.london' domain, how much more do you think your business would be willing to pay for a '.london' internet address than a .com or .co.uk domain?

Small business decision makers in London	1001	42	67	25	43	302
£0 - I would NOT be willing to pay more	46%	40%	49%	40%	51%	45%
Up to £10 more	18%	17%	15%	12%	12%	22%
£11 to £20 more	8%	5%	9%	8%	9%	8%
£21 to £30 more	5%	14%	6%	4%	7%	3%
£31 to £50 more	5%	2%	4%	-	5%	6%
More than £50	5%	10%	6%	8%	5%	2%
Don't know	13%	12%	10%	28%	12%	13%
Mean	9.12	13.32	9.69	10.17	9.13	7.65

Total	Company annual turnover					
Base	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer

Please imagine that your business planned to register a '.london' domain... How likely or unlikely do you think it is your business would choose to register during London registration, the period set aside for London businesses to register before domains are placed on general sale?

Small business decision makers in London	1001	45	516	109	18	67	246
Very likely	20%	24%	21%	28%	33%	7%	18%
Fairly likely	32%	36%	35%	31%	44%	27%	28%
Fairly unlikely	14%	9%	13%	17%	11%	13%	18%
Very unlikely	20%	18%	22%	17%	11%	22%	20%
Don't know	12%	13%	10%	8%	-	30%	16%
Net: Likely	53%	60%	56%	59%	78%	34%	46%
Net: Unlikely	35%	27%	35%	33%	22%	36%	38%

Still imagining your business planned to register a '.london' domain...During the initial London registration period, which of these would you be interested in buying?

Small business decision makers in London	1001	45	516	109	18	67	246
My business name (e.g. Bobsbikes.london)	46%	56%	46%	56%	56%	34%	43%
Generic names (e.g. bike.london)	6%	4%	6%	5%	6%	6%	7%
Both	14%	18%	16%	12%	28%	12%	11%
Neither	23%	11%	23%	21%	11%	33%	24%
Don't know	11%	11%	10%	6%	-	15%	15%

'.london' domains are likely to cost more than existing domains like .com or .co.uk.Still imagining your business planned to register a '.london' domain, how much more do you think your business would be willing to pay for a '.london' internet address than a .com or .co.uk domain?

Small business decision makers in London	1001	45	516	109	18	67	246
£0 - I would NOT be willing to pay more	46%	40%	49%	42%	22%	43%	45%
Up to £10 more	18%	24%	22%	12%	11%	12%	15%
£11 to £20 more	8%	9%	8%	11%	11%	6%	6%
£21 to £30 more	5%	2%	6%	6%	11%	3%	4%
£31 to £50 more	5%	4%	5%	6%	17%	1%	4%
More than £50	5%	2%	4%	11%	11%	4%	4%
Don't know	13%	18%	7%	11%	17%	30%	21%
Mean	9.12	7.27	8.21	14.22	21.63	7.61	8.56