

2003 Business IDN Study - Europe Demographics

Study Name: 2003 Business IDN Study - Europe
 Date: December 2003
 Conducted By: Edge Research
 Methodology: Two 2-hour focus groups conducted in language in Sweden
 Participants: Were divided into two groups; one for small-to-mid-sized companies (20-99 employees) and one for large companies (100+ employees). All respondents met the following criteria:

- IT/technical professionals who manage/register domains for firm
- Marketing and executive professionals involved in branding/marketing
- Companies that register one or more domains
- Mix of companies conducting domestic and cross-border business

Geography: Stockholm, Sweden
 Breakdown:

Profile – Group One (Small to Mid-Size Companies)		
Industry	Operating Geography	# of Employees
Campaign enveloping, invoicing, annual reports	Sweden and Poland	13
Advertising agency	Sweden	21
Industrial automation of manufacturing processes	Local office in Sweden (HQ in Germany)	30 (Sweden); 3500 (total)
Construction industry consultant	Sweden	50
Business and invoicing software	Sweden	60
Architecture	Sweden	N/A
Magazine for media and marketing communications	Sweden	N/A
Distributor of steel wires, lifting equipment, etc	Global	N/A

Profile – Group Two (Large Companies)		
Industry	Operating Geography	# of Employees
Pharmaceutical	Sweden; Turkey	400
Own and operate shopping malls	Europe	N/A
Education/training	Sweden	240
Healthcare	Sweden	300
Transport, delivery, logistics	Sweden, Norway, Denmark	1,200

Commercial radio	Nine countries (HQ in France)	100 in Sweden
Pharmaceutical diagnostics	Global	130
Business system developer	Global	700
Security systems manufacturer	Sweden	350