

2003 Consumer Navigation Study - Asia Demographics

Study Name: 2003 Consumer Navigation Study - Asia
Date: July 2003
Conducted By: Customer Strategy Consulting
Methodology: In Person Focus Groups lasting 2 hours, 15 minutes each conducted by local moderator in native language.
Participants: Participants met the following criteria:

- Use Internet at least once per week for at least two hours per week
- Use Internet for researching, email or shopping
- Mix of use from home, school or work
- Mix of connection speeds
- Mix of Internet tenure

Geography: China, Japan, Korea
Breakdown:

Number of Participants			
	Tokyo, Japan	Seoul, Korea	Shanghai, China
Group 1: Males 18-22	6	8	8
Group 2: Females 18-22	6	8	NA
Group 3: Males 30-39	6	8	8
Group 4: Females 30-39	6	8	NA