

2003 Business Market Study – Asia Demographics

Study Name: 2003 Business Market Study – Asia
 Date: July 2003
 Conducted By: Markitecture
 Methodology: Telephone and In Person Interviews
 Participants: 739 business prospects as well as current and lapsed registrants of domain names. Participants met the following criteria:
 - Primary or co-equal decision maker
 - Small Business < 49; Medium 50<200; Large 200+
 Geography: China, Japan, Korea
 Breakdown:

Registration Status			
Sample Type	China	Japan	Korea
Current Registrant	108	136	100
Lapsed Registrant	22	14	50
Has Never Registered	79	25	50
Total	209	175	200

Business Size			
Sample Type	China	Japan	Korea
Small Company	59	100	79
Medium Company	98	41	69
Large Company	52	34	52
Total	209	175	200