

## 2003 Business Market Study - Europe Demographics

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Study Name: 2003 Business Market Study - Europe  
 Date: September 2003  
 Conducted By: Edge Research  
 Methodology: Telephone Interviews  
 Participants: 604 business prospects and registrants. Participants met the following criteria:

- Firm has registered or intends to register a domain name within one year
- Decision-maker or individual involved with registering a domain name
- Mix of Business Size

Geography: Germany, Scandinavia, Spain  
 Breakdown:

<b>Geographic Distribution</b>	
<b>Location</b>	<b>Quantity</b>
Spain	200
Germany	201
Scandinavia	203
<i>Sweden</i>	<i>59</i>
<i>Norway</i>	<i>70</i>
<i>Denmark</i>	<i>74</i>
<b>Total</b>	<b>604</b>

<b>Company Size</b>	
<b>Location</b>	<b>Percentage</b>
Very Small (<50 employees)	95.60%
Small (51<100 employees)	2.65%
Medium (101<300 employees)	1.36%
Large (301+ employees)	0.39%
<b>Total</b>	<b>100%</b>

<b>Registration Status</b>		
<b>Location</b>	<b>Own 1+ Domain</b>	<b>Non-Registrant</b>
Spain	92%	8%
Germany	100%	0%
Sweden	88%	12%
Norway	100%	0%
Denmark	96%	4%