

2002 Consumer and Small Business Market Study – US/Europe Demographics

Study Name: 2002 Consumer and Small Business Market Study – US/Europe
 Date: November 2002
 Conducted By: Markitecture
 Methodology: Online Surveys
 Participants: 1,400 consumer and small business prospects as well as current and lapsed registrants of domain names. Participants met the following criteria:

- Mix of domain name
- Mix of Registration/prospect status
- Mix of Business/personal application
- Primary or co-equal decision maker in registering domain names
- Mix of Business size (home/remote office <10 employees)

Geography: Germany, Spain, United Kingdom, United States

Breakdown:

United States	
Sample Type	Quantity
Mass Market Prospects	404
.cc/.tv Current Registrants	75
Lapsed .cc/.tv Registrants	26
.Com/.Net/.Org Current Registrants	281
Lapsed .Com/.Net/.Org Registrants	81
Total	870

Europe	
Sample Type	Quantity
.cc/.tv Current Registrants	Not Reportable (13)
Lapsed .cc/.tv Registrants	37
.Com/.Net/.Org Current Registrants	159
Lapsed .Com/.Net/.Org Registrants	72
Other ccTLD Current Registrants	236
Total	504