



Survey design for Western Europe

Survey objectives

Atradius conducts annual reviews of international corporate payment practices through a survey called the “Atradius Payment Practices Barometer”. This report presents the results of the survey’s 2015 edition conducted in 13 countries across Western Europe. Using a questionnaire, Conclusr Research conducted a net of 2,713 interviews. All interviews were conducted exclusively for Atradius, without any combination of topics. Due to a change in research methodology for this survey, for some of the present results, no year-on-year comparison is feasible.

Survey scope

- **Basic population:** companies from 13 countries were monitored (Austria, Belgium, Denmark, France, Germany, Great Britain, Greece, Ireland, Italy, Spain, Sweden, Switzerland and the Netherlands). The appropriate contacts for accounts receivable management were interviewed.
- **Selection process:**
 Internet survey: companies were selected and contacted by use of an international Internet panel. A screening for the appropriate contact and for quota control was conducted at the beginning of the interview.
 Telephone survey: companies were selected and contacted by telephone. A screening for the appropriate contact and for quota control was conducted at the beginning of the interview. Telephone surveys took place in Greece.
- **Sample:** N=2,713 people were interviewed in total (approximately n=200 people per country). In each country a quota was maintained according to four classes of company size.
- **Interview:** Web-assisted personal interviews (WAPI) of approximately 20 minutes duration. Telephone interviews (CATI) of approximately 20 minutes duration. Interview period: 1st Q 2015.

Sample overview – Total interviews = 2,713

Country	n	%
Austria	197	7.3%
Belgium	204	7.5%
Denmark	199	7.3%
France	220	8.1%
Germany	228	8.4%
Great Britain	221	8.1%
Greece	200	7.4%
Ireland	214	7.9%
Italy	227	8.4%
Spain	217	8.0%
Sweden	195	7.2%
Switzerland	185	6.8%
The Netherlands	206	7.6%
Industry	n	%
Manufacturing	711	26.5%
Wholesale / Retail / Distribution	432	16.1%
Services	1,542	57.4%
Business size	n	%
Micro-enterprises	1,078	40.1%
SMEs (Small/Medium enterprises)	1,355	50.5%
Large enterprises	252	9.4%

It may occur that the results are a percent more or less than 100% when calculating the results. This is the consequence of rounding off the results. Rather than adjusting the outcome so that it totalled 100%, we have chosen to leave the individual results as they were to allow for the most accurate representation possible.