



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". In this report focusing on Western Europe, which is part of the 2016 edition of the Atradius Payment Practices Barometer, companies from 13 countries (Austria, Belgium, Denmark, France, Germany, Great Britain, Greece, Ireland, Italy, Spain, Sweden, Switzerland and the Netherlands) have been surveyed.

Using a questionnaire, Conclusr Research conducted a net of 2,783 interviews. All interviews were conducted exclusively for Atradius, without any combination of topics.

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.
- Sample: N=2,783 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 15 minutes duration. Interview period: 1st Q 2016.

Sample overview – Total interviews = 2,783

Country	n	%
Austria	210	7.5%
Belgium	212	7.6%
Denmark	217	7.8%
France	210	7.5%
Germany	231	8.3%
Great Britain	215	7.7%
Greece	200	7.2%
Ireland	193	6.9%
Italy	234	8.4%
Spain	230	8.3%
Sweden	218	7.8%
Switzerland	211	7.6%
The Netherlands	202	7.3%
Industry	n	%
Manufacturing	656	23.6%
Wholesale / Retail / Distribution	713	25.6%
Services	1414	50.8%
Business size	n	%
Micro-enterprises	656	23.6%
SMEs (Small/Medium enterprises)	713	25.6%
Large enterprises	1414	50.8%

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.