



Survey design for the Americas

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 the Americas, which is part of the 2016 edition of the Atradius Payment Practices Barometer, companies from 4 countries (Brazil, Canada, Mexico and the US) have been surveyed.

Using a questionnaire, Conclusr Research conducted a net of 856 interviews. All interviews were conducted exclusively for Atradius, without any combination of topics.

Survey scope

- Basic population: companies from 4 countries were monitored (Brazil, Canada, Mexico and the US). 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=856 people were interviewed in total (approximately n=200 people per country). In each country a quota was maintained according to three classes of company size.
- Interview: Web-assisted personal interviews (WAPI) of approximately 15 minutes duration. Interview period: 2nd Q 2016.

Sample overview – Total interviews = 856

Country	n	%
USA	209	24.4%
Canada	216	25.2%
Mexico	211	24.6%
Brazil	220	25.7%

Industry	n	%
Manufacturing	264	30.8%
Wholesale trade/ Retail trade / Distribution	241	28.2%
Services	351	41.0%

Business size	n	%
Micro enterprise	285	33.3%
SME (Small/Medium enterprise)	464	54.2%
Large enterprise	107	12.5%

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.