



## 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 2017 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 2,769 interviews. All interviews were conducted exclusively for Atradius, without any combination of topics.

### Survey scope

- Basic population: companies from 13 countries (Austria, Belgium, Denmark, France, Germany, Great Britain, Greece, Ireland, Italy, Spain, Sweden, Switzerland and the Netherlands) were monitored. 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=2,769 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: Q1 of 2017.

### Sample overview – Total interviews = 2,769

Country (n=2,769)	n	%
Austria	206	7.4%
Belgium	225	8.1%
Denmark	215	7.8%
France	207	7.5%
Germany	218	7.9%
Great Britain	217	7.8%
Greece	200	7.2%
Ireland	217	7.8%
Italy	219	7.9%
Spain	210	7.6%
Sweden	213	7.7%
Switzerland	208	7.5%
The Netherlands	214	7.7%
Turnover (n=2,769)	n	%
Micro-enterprises	1,018	36.8%
SMEs (Small/Medium enterprises)	1,474	53.2%
Large enterprises	277	10.0%
Economic sector (n=2,769)	n	%
Manufacturing	679	24.5%
Wholesale / Retail / Distribution	744	26.9%
Services	1,346	48.6%

It may occur that the results are a percent more or less than 100%. 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.