



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 focussing on the Americas, which is part of the 2015 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 857 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 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=857 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: 2nd Q 2015.

Sample overview – Total interviews = 857

Country	n	%
USA	220	25.7%
Canada	206	24.0%
Mexico	226	26.4%
Brazil	205	23.9%
Industry	n	%
Manufacturing	263	30.7%
Wholesale / Retail / Distribution	269	31.4%
Services	325	37.9%
Business size	n	%
Micro enterprises	270	31.5%
SME (Small/Medium enterprises)	484	56.5%
Large enterprises	103	12.0%

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.