



# Atradius Payment Practices Barometer

International survey of B2B payment behaviour  
Survey results for the Americas



## 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". This report presents the results of the survey's 2014 edition conducted in 4 countries in North and South America. Using a questionnaire, Conclusr Research conducted a net of 839 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, the United States of America (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=839 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. Telephone interviews (CATI) of approximately 15 minutes duration. Interview period: 2nd Q 2014

### Sample overview – Total interviews = 839

Country	n	%
Brazil	209	25.0
Canada	210	25.0
Mexico	210	25.0
US	210	25.0
Industry	n	%
Manufacturing	229	27.3
Wholesale / Retail / Distribution	241	28.7
Services	369	44.0
Business size	n	%
Micro-enterprises	272	32.4
SMEs (Small/Medium enterprises)	463	55.2
Large enterprises	104	12.4

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.