



## Survey design for Eastern Europe

### Survey objectives

For internationally active companies, it is vital to have good knowledge of the payment practices of potential customers in countries they do or plan to do business with, as miscalculation may result in serious cashflow problems. This applies to big as well as small companies. Big companies are particularly hit by poor payment behaviour due to the volume of their international transactions. Smaller companies often learn the hard way early in their international endeavours that they have incorrectly estimated the payment practices of their international business partners.

Atradius is conducting regular reviews of corporate payment practices through a survey called the "Atradius Payment Practices Barometer". This report presents the results of the 13th evaluation of payment practices. Using the questionnaire Conclusr Research conducted a netto of 1,043 interviews. The interviews were all conducted exclusively for Atradius and there was no combination of topics.

### Survey scope

- Basic population: companies from five countries were monitored (Czech Republic, Hungary, Poland, Slovakia and Turkey). 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. At the beginning of the interview, a screening for the appropriate contact and for quota control was conducted.
- Telephone survey: companies were selected and contacted by telephone. At the beginning of the interview, a screening for the appropriate contact and for quota control was conducted. Telephone survey took place for Hungary and Slovakia.
- Sample: N=1,043 persons were interviewed in total (approximately n=200 persons per country). In each country, a quota was maintained according to four classes of company size.
- Interview: Web-assisted personal interviews (WAPI) of approximately 12 minutes duration. Telephone interviews (CATI) of approximately 20 minutes duration. Interview period: 22/01/2015 – 13/02/2015.

### Sample overview – Total interviews = 1,043

Country	n	%
Czech Republic	213	20.4%
Hungary	200	19.2%
Poland	210	20.1%
Slovakia	200	19.2%
Turkey	220	21.1%
Industry	n	%
Manufacturing	334	32.0%
Wholesale / Retail / Distribution	177	17.0%
Services	532	51.0%
Business size	n	%
Micro-enterprises	464	44.5%
SMEs (Small/Medium enterprises)	500	47.9%
Large enterprises	79	7.6%

Where a single answer is possible, it may occur that the results are a percent more or less than a 100% when adding the results up. This is the consequence of rounding off the results. We have chosen not to adjust the results so the outcome would fit to a 100%, with the purpose of representing the individual results as exact as possible.