

Facts about the Survey & Definitions

		Large	Small
Organisations	53 interviews with the person responsible for the trade	22	31
	Average turnover 2008, SEK billion	50	3
	Portion of of total turnover past 12 months, %	92	8
Response Rate	93%		
Method & Time	Telephone interviews by Prospera's interviewers, February 9 till March 6, 2009		
Overall Performance	Weighted average of 11 criteria covering the banks' general features, sales' performance price quoting and analytical competence. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance.		
	Banks which less than 8 interviewees have an opinion of are excluded. Only banks included in both the Large and Small categories constitute the base for the ranks in the All Interviewees category. In all 5 Nordic and 13 international banks are covered by the survey.		
Rank Market Penetration	Banks with an equal overall performance score are ranked according to their market penetration.		
	Market penetration is measured by the percentage of organisations mentioning a certain bank as a trading partner during 2008.		

Overall Performance - Top 3

	Rank	Mean value		Rank Market Penetration
Large				
Industry mean value 3,6	1	3,9	Danske Consensus	3
	2	3,8	Nordea	*1
	3	3,7	Barclays Capital	6
Small				
Industry mean value 3,7	1	4,0	Danske Consensus	2
	2	3,8	Nordea	1
	*3	3,6	Handelsbanken	3
All Interviewees				
Industry mean value 3,7	1	4,0	Danske Consensus	2
	2	3,8	Nordea	1
	*3	3,6	Handelsbanken	3