

Facts about the Surveys & Definitions

		All	Large
Organisation	Interviews with Cash Manager, Treasurer & CFO Minimum turnover 2010, DKK billion	58 4	25 14
Response Rate	76 per cent		
Method	Telephone interviews by TNS SIFO Prospera's interviewers		
Time Period	March 7th - April 8th, 2011		
Overall Performance	Weighted average of 22 criteria covering the banks' sales' and support's performance, geographical regions, services/products and price/supply. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance.		
	In all 9 Nordic and 13 international banks are covered by the survey. However, banks which less than 7-8 of the interviewees have an opinion of are excluded.		
	Banks with an equal overall performance score are on the top list placed in order according to their market penetration. Asterisk * marks tied ranks.		
Rank Market Penetration	Market penetration is measured by the percentage of organisations mentioning a certain bank as a supplier of cash management services 2010.		

Overall Performance - Top List

	Rank	Mean value		Rank Market Penetration
All Organisations				
Industry mean value 3,88	1	3,91	Danske Bank	1
	2	3,86	Nordea	2
Large				
Industry mean value 3,90	1	3,96	Danske Bank	*1
	2	3,83	Nordea	*1