

# Survey Design

<b>All Tier 1</b>	57 organisations with a minimum external AUM of MDKK 200
<b>Response Rate</b>	All Tier 1 represent 71 per cent of Universe
<b>Interviewees</b>	CIO, Portfolio Manager & CFO
<b>Method</b>	Telephone interviews by TNS Sifo Prospera's interviewers
<b>Time Period</b>	May 27 <sup>th</sup> – September 20 <sup>th</sup> , 2013
<b>Overall Performance</b>	Weighted average of criteria concerning asset managers' performance covering sales/contact persons, the portfolio management, the organisation in general, brand and product range. Scale 1-5. Each criterion is weighted by its importance.

# Overall Performance



Rank	Mean Value	
1	4,29	Nordea Investment Management
2	4,22	Danske Capital
3	4,09	Nykredit Asset Management
4	3,99	Carnegie Asset Management
5	3,96	SEB
6	3,88	Sparinvest
7	3,80	Jyske
8	3,67	Sydinvest
9	3,53	BankInvest
1	3,95	PIMCO
2	3,93	Aberdeen Asset Management
3	3,82	BlackRock
4	3,76	Schroders
5	3,73	J.P. Morgan Asset Management