

Facts about the Surveys & Definitions

Background	The survey evaluates private persons' opinions of fund managers and is conducted on behalf of The Swedish Investment Fund Association as well as members thereof.
Interviewees	1501 private persons
Method	Telephone interviews by TNS SIFO Prospera's interviewers
Time Period	February 23 till April 15, 2010
Overall Performance	Weighted average of 16 criteria covering the fund managers' performance, fund supply, analytical competence, advisory and information. The scale ranges from 1 to 5, 5 representing the highest score. Each criterion is weighted by its importance. In all 29 fund managers are covered by the survey.

Overall Performance - Top List

All Interviewees	Rank	Mean value
Industry mean value 3,7	1	3,9 Handelsbanken Fonder
	*2	3,8 SEB Fonder
	*2	3,8 Skandia Fonder
	*4	3,7 Robur/Swedbank
	*4	3,7 Nordea Fonder
	*4	3,7 Folksam Fonder
	*4	3,7 Länsförsäkringar Fonder