

Facts about the Surveys & Definitions

Organisation	Interviews with the persons responsible for the trade	All 36
Response Rate	80 per cent	
Method	Telephone interviews by TNS SIFO Prospera's interviewers	
Time Period	March 2 nd - April 15 th , 2011	
Overall Performance	<p>Weighted average of 10 criteria covering the banks' general features, analytical competence, sales' performance and price quoting. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance.</p> <p>In all 8 Nordic and 14 international banks are covered by the survey. However, banks which less than 7-8 of the interviewees have an opinion of are excluded.</p> <p>Banks with an equal overall performance score are on the top list placed in order according to their market penetration. Asterisk * marks tied ranks.</p>	
Rank Market Penetration	Market penetration is measured by the percentage of organisations mentioning a certain bank as a trading partner during 2010.	

Overall Performance - Top 5

All Interviewees	Rank	Mean value	Rank Market Penetration
Industry mean value 3,75	*1	3,95 Nordea	1
	*1	3,95 Danske Markets	2
	3	3,83 Goldman Sachs	5
	4	3,79 Sydbank	*6
	5	3,77 SEB	8