

## Facts about the Surveys & Definitions

		<b>All</b>	<b>Large</b>
<b>Organisation</b>	Interviews with the persons responsible for the trade Minimum turnover 2010, EUR million	21	14 120
<b>Response Rate</b>	78 per cent		
<b>Method</b>	Telephone interviews by TNS SIFO Prospera's interviewers		
<b>Time Period</b>	March 18 <sup>th</sup> - May 13 <sup>th</sup> , 2011		
<b>Overall Performance</b>	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.		
	In all 6 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. Only banks included in the Large category constitute the base for the ranks in the All Interviewees category.		
	Banks with an equal overall performance score are on the top list placed in order according to their market penetration. Asterisk * marks tied ranks.		
<b>Rank Market Penetration</b>	Market penetration is measured by the percentage of organisations mentioning a certain bank as a trading partner the last 12 months.		

### Overall Performance - Top 5

	Rank	Mean value		Rank Market Penetration
<b>All Interviewees</b>				
Industry mean value 3,88	1	4,08	Nordea	1
	2	4,04	Danske Markets	*2
	3	3,97	SEB	5
	4	3,71	Pohjola	*2
	5	3,60	Handelsbanken	4
<b>Large</b>				
Industry mean value 3,94	1	4,10	Nordea	1
	2	4,06	SEB	*4
	3	4,05	Danske Markets	*2
	4	3,81	Pohjola	*2
	5	3,68	Handelsbanken	*4