

Facts about the Surveys & Definitions

		Large	Small
Organisation	41 interviews with the persons responsible for the trade Minimum turnover 2010, SEK million	20 6 500	21 500
Response Rate	82 per cent		
Method	Telephone interviews by TNS SIFO Prospera's interviewers		
Time Period	January 27 th - March 8 th , 2011		
Overall Performance	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 5 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 both the Large and Small categories 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.		
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 3,79	1	4,02	Danske Consensus	*2
	2	3,92	Nordea	1
	3	3,78	Handelsbanken	*2
	4	3,73	SEB	4
	5	3,52	Swedbank	5
Large				
Industry mean value 3,78	1	4,01	Danske Consensus	1
	2	3,82	Nordea	*2
	3	3,78	Handelsbanken	*2
	4	3,69	SEB	*4
	5	3,60	Swedbank	*4
Small				
Industry mean value 3,74	1	4,03	Danske Consensus	*3
	2	4,00	Nordea	1
	3	3,79	Handelsbanken	2
	4	3,76	SEB	*3
	5	3,46	Swedbank	5