

Facts about the Surveys & Definitions

Organisations	Interviews with the persons responsible for the trade Minimum turnover 2009, DKK billion	All 35 0,1
Response Rate	78 per cent	
Method	Telephone interviews by TNS SIFO Prospera's interviewers	
Time Period	April 8th till June 11th, 2010	
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 10 Nordic and 13 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 2009.	

Overall Performance - Top 5

All Interviewees	Rank	Mean value	Rank Market Penetration
Industry mean value 3,8	*1	4,0 Nordea	1
	*1	4,0 Danske Markets	2
	*1	4,0 Barclays Capital	3
	*4	3,8 SEB	5
	*4	3,8 Sydbank	6