

Facts about the Survey & Definitions

		All	Tier 1
Organisations	Interviews with persons responsible for trade in interest rate swaps Annual turnover, DKK billion	42	23 ≥ 10
Response Rate	75 per cent		
Method & Time	Telephone interviews by TNS SIFO Prospera's interviewers, 13 th March – 28 th March, 2012		
Overall Performance	Weighted average of 10 criteria covering a bank's general features, sales' performance, analytical competence and price quoting. Scale 1-5. Each criterion is weighted by its importance. Banks of which less than 7-8 interviewees have an opinion are excluded. Only banks included in Tier 1 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 the past 12 months.		

Overall Performance **Top 5**

All Interviewees

Industry mean value 3,70

Rank	Mean Value	Banks	Rank Market Penetration
*1	3,92	Nordea	1
*1	3,92	Danske Markets	2
3	3,71	Barclays	6
4	3,67	SEB	4
5	3,61	Morgan Stanley	7

Tier 1

Industry mean value 3,77

1	3,97	Danske Markets	2
2	3,96	Nordea	1
3	3,80	SEB	4
4	3,72	Barclays	*5
5	3,66	Nykredit Bank	7