

# Survey Design

All Interviewees

500 interviews

Private Persons

250 private individuals with financial assets of minimum MSEK 10

Company Owners

250 CEOs at owner-lead companies with liquidity of minimum MSEK 5

Method

Telephone interviews

Time Period

August 15<sup>th</sup> - October 21<sup>st</sup>, 2013



# Overall Performance

	Rank	Score	Company
All	1	3,99	Handelsbanken
	2	3,86	SEB
	3	3,83	Carnegie
	4	3,82	Nordea
	5	3,78	Avanza

	Rank	Score	Company
Private Persons	1	4,04	Handelsbanken
	2	3,94	Nordea
	3	3,92	Swedbank
	4	3,89	SEB
	5	3,83	Carnegie
Co. Owners	1	3,93	Handelsbanken
	*2	3,81	SEB
	*2	3,81	Danske Bank
	4	3,80	Avanza
	5	3,74	Nordea