

Survey Design

All Interviewees

500 interviews

Private Persons

250 individuals with financial assets \geq SEK 10 million

Company Owners

250 CEOs at owner lead companies with liquidity \geq SEK 5 million

Method & Time

Telephone interviews by TNS Sifo Prospera's interviewers
July 6 - September 26, 2012

Overall Performance

Weighted average of 16 criteria covering a supplier's integrity, administration, financial stability, personal contacts, client knowledge, accessibility, internet service, solutions, ideas, analytical competence, information, product range, track record and fees. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance.

In all 11 suppliers are covered by the survey.

Suppliers with an equal overall performance score are on the top list placed in order according to their portion of clients. Asterisk * marks tied ranks.

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Overall Performance Top 5

	Rank	Mean Value	Supplier	Rank Clients All Services
All Interviewees	1	3,85	Handelsbanken	2
	2	3,76	Nordea	4
	3	3,75	SEB	1
	4	3,72	Swedbank	3
	*5	3,63	Avanza	5
Private Persons	1	3,92	Handelsbanken	2
	2	3,79	Nordea	*3
	3	3,78	SEB	1
	4	3,70	Swedbank	*3
	5	3,63	Avanza	5
Company Owners	1	3,78	Handelsbanken	2
	2	3,77	Danske Bank	*5
	*3	3,72	Swedbank	1
	*3	3,72	Nordea	4
	5	3,69	SEB	3