

Social-Media-Studie Banking 2013

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	Bank	Hauptsitz	100%	30%	30%	15%	15%	10%
1	Commonwealth Bank	Australien	91.15	90.34	92.00	78.67	97.65	100.00
2	Bank of America	USA	89.88	87.59	99.00	68.00	94.71	95.00
3	ASB Bank	Neuseeland	86.78	93.10	85.00	73.33	87.65	92.00
4	National Australia Bank	Australien	86.15	88.97	90.00	73.33	81.76	92.00
5	ABN AMRO	Niederlande	85.50	88.97	90.00	76.00	74.71	92.00
6	Credit Suisse	Schweiz	85.41	71.72	84.50	94.67	97.65	97.00
7	ING Nederland	Niederlande	85.40	85.52	88.00	73.33	87.65	92.00
8	Deutsche Bank	Deutschland	85.16	75.86	92.00	92.00	74.71	98.00
9	ANZ Australia	Australien	84.80	85.52	90.00	81.33	97.65	53.00
10	Rabobank	Niederlande	82.45	88.97	93.00	68.00	91.76	39.00
11	Barclays	England	81.09	91.72	90.00	78.67	86.47	18.00
12	Crédit Agricole	Frankreich	80.26	85.52	77.00	78.67	70.00	92.00
13	Capital One	USA	80.23	66.21	87.00	78.67	86.47	95.00
14	Wells Fargo	USA	79.19	83.45	87.00	81.33	92.35	20.00
15	First National Bank	Südafrika	79.07	82.07	92.00	73.33	92.35	20.00
16	Nordea	Schweden	78.80	85.52	88.00	81.33	87.65	14.00
17	Kotak Mahindra	Indien	78.03	68.28	87.00	62.67	87.65	89.00
18	Santander	Spanien	75.20	88.97	87.00	65.33	74.71	14.00
19	Standard Chartered	England	74.04	85.52	92.00	78.67	50.59	14.00
20	U.S. Bank	USA	73.80	88.97	83.00	60.00	74.71	20.00
21	KBC Bank & Verzekering	Belgien	73.23	86.21	83.00	68.00	81.76	0.00
22	BNP Paribas	Frankreich	72.75	64.83	79.00	65.33	74.71	86.00
23	Royal Bank of Canada	Kanada	72.62	85.52	81.00	60.00	81.76	14.00
24	Royal Bank of Scotland	Schottland	72.51	62.07	92.00	68.00	50.59	85.00
25	BBVA	Spanien	71.86	89.31	62.00	81.33	81.76	20.00
26	TD	Kanada	71.18	60.69	88.00	78.67	86.47	18.00
27	Scotiabank	Kanada	71.15	85.86	90.00	65.33	45.29	18.00
28	Danske Bank	Dänemark	70.86	86.21	81.00	68.00	70.00	0.00
29	HSBC	England	70.60	86.21	87.00	58.00	52.94	20.00
30	Asian Development Bank	Philippinen	70.57	67.59	84.50	78.67	87.65	0.00
31	Standard Bank	Südafrika	69.78	68.28	88.00	73.33	70.00	14.00
32	ICICI Bank	Indien	69.48	70.69	85.00	65.33	86.47	0.00
33	Citi	USA	68.36	66.21	69.00	73.33	100.00	18.00
34	Crédit Mutuel	Frankreich	67.27	89.66	79.00	81.33	16.47	20.00
35	UBS	Schweiz	65.03	48.28	58.00	60.00	97.65	95.00
36	Commerzbank	Deutschland	64.63	82.76	73.00	49.33	70.00	0.00
37	Banco do Brasil	Brasilien	62.51	73.79	87.00	78.67	16.47	0.00
38	Lloyds Bank	England	61.44	64.83	90.00	49.33	50.59	0.00
39	JPMorgan Chase	USA	60.40	47.59	76.50	54.67	86.47	20.00
40	Erste Bank Oesterreich	Österreich	59.85	88.28	36.00	73.33	16.47	91.00
40	First Bank of Nigeria	Nigeria	59.85	48.28	87.00	62.67	16.47	74.00
42	Banque Populaire	Frankreich	56.42	69.66	75.50	60.00	16.47	14.00
43	Sberbank	Russland	56.02	54.48	88.00	65.33	16.47	10.00
44	Société Générale	Frankreich	52.10	2.76	87.00	81.33	86.47	0.00
45	Bank of the Philippine Islands	Philippinen	49.55	75.17	90.00	0.00	0.00	0.00
46	Goldman Sachs	USA	47.41	5.52	67.00	65.33	92.35	20.00
47	Intesa Sanpaolo	Italien	40.56	87.59	0.00	54.67	40.59	0.00
48	Bank of New York Mellon	USA	36.98	9.66	59.00	49.33	50.59	14.00
49	Morgan Stanley	USA	32.70	2.76	63.00	0.00	86.47	0.00
50	KfW	Deutschland	28.57	0.00	57.00	60.00	16.47	0.00

Quelle: moneyland.com