

TABLE SHOWING THE DATA OMITTED FROM CHOICE MAGAZINES ARTICLE

Inclusion of the 'missing' data would have informed Choice readers that overall satisfaction for the four major banks had increased by 2.75 percentage points since the previous 2000 survey.

Choice Magazine is published by the Australian Consumers Association (ACA).

Year: 2002 Survey			Customers Satisfied (%)			Customers Dissatisfied (%)		
Banks	Very satisfied(1)	Fairly satisfied	Total	Very dissatisfied	Somewhat dissatisfied	Total(3)		
CBA	9	~missing~	~missing~	~missing~	~missing~	32		
Westpac	8	~missing~	~missing~	~missing~	~missing~	28		
NAB	13	~missing~	~missing~	~missing~	~missing~	26		
ANZ	16	~missing~	~missing~	~missing~	~missing~	23		
Average	11.5		72.75			27.25		

ABA Estimated
(se note 2 below)

In Choice Magazine's 2000 survey, average customer satisfaction levels were possible to observe because all the necessary the data was included in the report.

Year: 2000 Survey (4)			Customers Satisfied (%)			Customers Dissatisfied (%)		
Banks	Very satisfied	Fairly satisfied	Total	Very dissatisfied	Somewhat dissatisfied	Total		
CBA	13	59	72	6	23	29		
Westpac	10	54	64	6	31	37		
NAB	15	58	73	5	22	27		
ANZ	11	60	71	6	23	29		
Average	12.25	57.75	70	5.75	24.75	30.5		

Year: 1998 Survey (5)			Customers Satisfied (%)			Customers Dissatisfied (%)		
Banks	Very satisfied	Fairly satisfied	Total	Very dissatisfied	Somewhat dissatisfied	Total		
CBA	16	63	79	4	18	22		
Westpac	11	58	69	5	26	31		
NAB	18	56	74	4	22	26		
ANZ	17	57	74	6	21	27		
Average	15.5	58.5	74	4.75	21.75	26.5		

Notes:

- (1) Numbers taken from Table 2. Choice, November 2002, p.11
- (2) ABA calculated the total average satisfaction by subtracting the total 'dissatisfied' from 100.
- (3) Numbers taken from Table 3. Choice Survey November 2002, p.11
- (4) Numbers taken from Figure 2: Overall satisfaction. Choice, March 2000, p.16
- (5) Numbers taken from Table 1: Overall satisfaction with bank, building society or credit union. Choice, March 1998, p.8
- (6) Some figures don't sum to 100 because of rounding.