

# More complaints ≠ more unhappy customers

	COMPLAINT RATE 2014 (%)	COMPLAINT RATE 2013 (%)	TRUE NON COMPLAINT RATE 2014 (%)	TRUE NON COMPLAINT RATE 2013 (%)
<b>National</b>	<b>4.8</b>	<b>3.0</b>	<b>86.9</b>	<b>83.0</b>
Finance & insurance	4.4	3.0	93.7	84.6
Healthcare	3.2	2.0	94.0	84.6
Public education	2.4	2.5	62.3	68.1
Info-communications	16.9	12.1	80.7	71.9
Transport & logistics	2.1	2.2	89.5	82.9
Retail	3.6	2.3	94.9	85.7
Food & beverage	3.5	2.0	93.3	83.7
Tourism	2.2	1.3	96.7	93.2
Private education	21.3	2.6	36.3	80.0

*Note: The "true non-complaint rate" measures the proportion of customers who did not complain because they had no reason to.*