

ACT Fuel Pricing Study

Survey Results

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Jacqui Shearer, Insights



Methodology

Online survey sent to a random sample of 10,000 Members in ACT and nearby NSW towns.

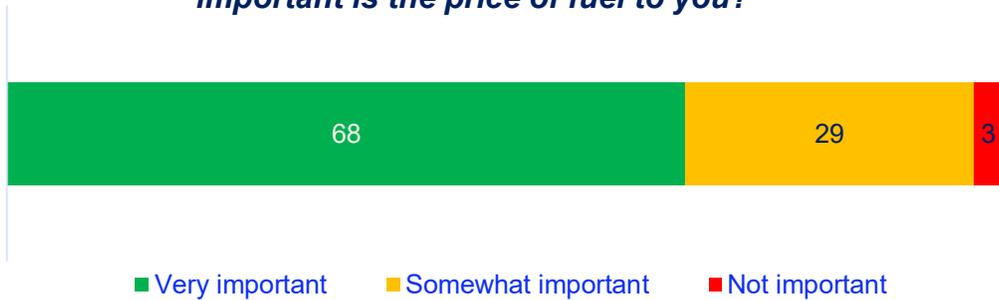
1219 responded to the survey (17% NSW, 83% ACT). Amongst the 199 respondents in NSW nearby towns, 72% say they tend to purchase fuel in ACT from time and qualified for the survey. Amongst the 55 NSW respondents that don't tend to purchase fuel in ACT from time to time and didn't qualify for the survey, 49% claim they have no need and 18% say it is too expensive (caution: low base size of 55).

Overall sample profile of completed surveys (n=1158):

- 87% ACT, 13% NSW (nearby towns)
- 49% female, 51% male

Impact of cost of fuel

When it comes to buying fuel for our vehicle, how important is the price of fuel to you?



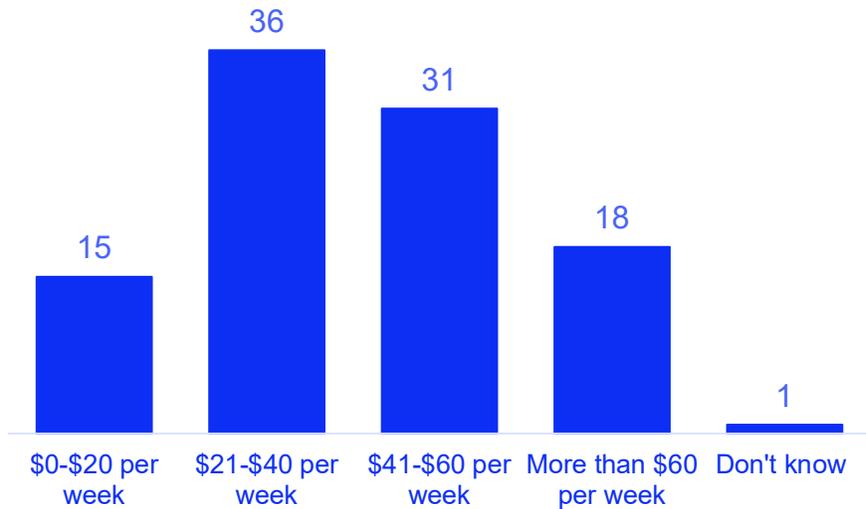
What impact does the price of fuel have on your overall household budget?



Over 2/3 of respondents say that the price of fuel is very important to them. Just under 40% say the price of fuel has a significant impact on their overall household budget with a further 49% claiming it has a slight impact.

ACT fuel prices and behaviour

How much do you spend each week on fuel for the car driven most often?



Whenever you need to purchase fuel, do you ever drive outside the ACT specifically to purchase your fuel?



Almost 70% of respondents spend between \$21 and \$60 per week on fuel.

Just under half (47%) have driven outside of ACT to specifically purchase fuel (20% always doing this).

Impact of cost of ACT fuel on behaviour

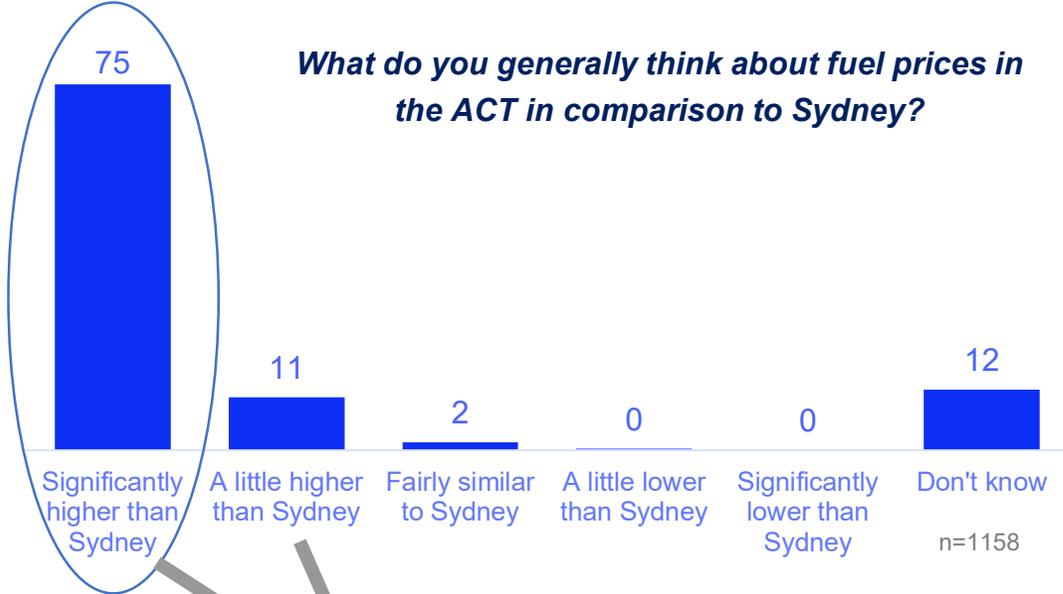
How does the higher cost of fuel in ACT impact on your behaviour?



Although 30% say that higher ACT fuel prices has no impact on their behaviour, the same amount say that they drive less frequently and ¼ intentionally purchase fuel outside the ACT when they can. 23% have had to cut spending on leisure activities.

Most 'other' responses talk about going out of their way and driving to Costco to specifically buy fuel (and only buying from Costco) and grocery shopping at Woolworths next door to help justify the journey.

Perception of fuel prices in ACT compared to Sydney



¾ of respondents think that ACT fuel prices are significantly higher than Sydney.

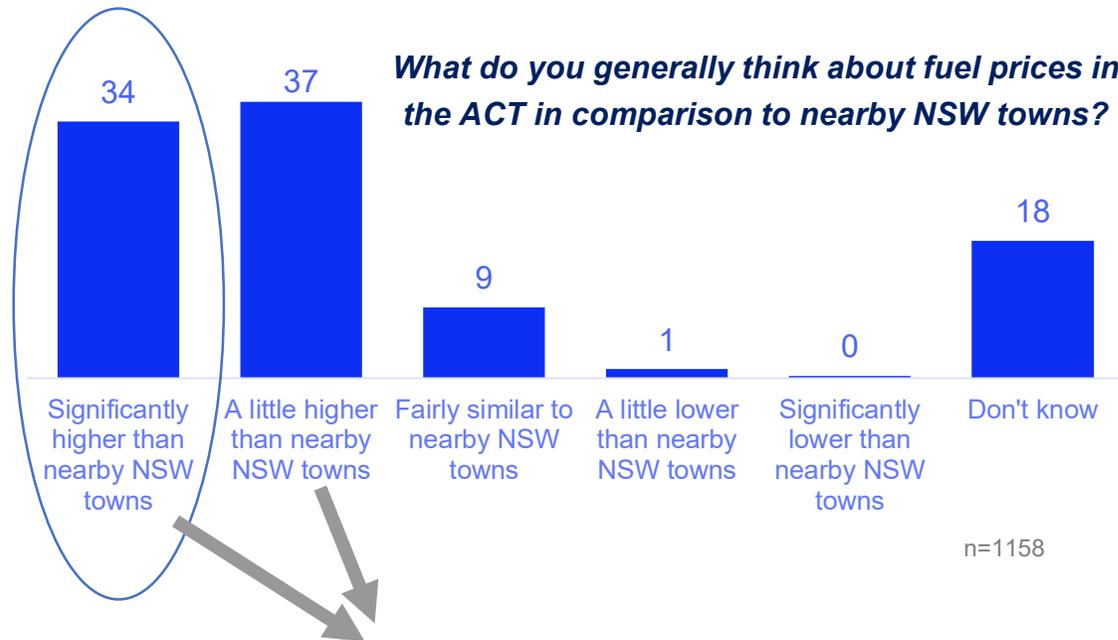
Almost 1/3 believe ACT prices are up to 10c per litre higher whilst over ½ believe ACT prices are 11-20c per litre higher.

How much higher in general do you think ACT fuel prices are compared to Sydney fuel prices?

0-10c per litre	28%
11-20c per litre	56%
21-30c per litre	11%
31-40c per litre	2%
Don't know	2%

n=988

Perception of fuel prices in ACT compared to nearby NSW towns



1/3 of respondents think that ACT fuel prices are significantly higher than nearby NSW towns with a further 37% claiming they are a little higher (71% in total believe they are higher).

Just over 60% believe ACT prices are up to 10c per litre higher.

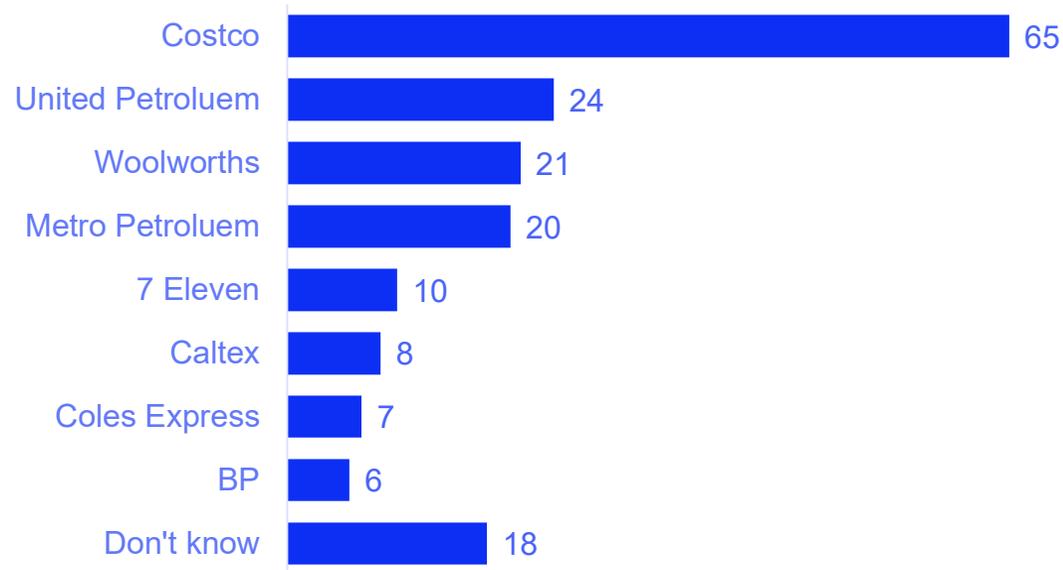
How much higher in general do you think ACT fuel prices are compared to nearby NSW towns fuel prices?

0-10c per litre	61%
11-20c per litre	31%
21-30c per litre	5%
31-40c per litre	1%
Don't know	2%

n=820

Awareness of fuel brands

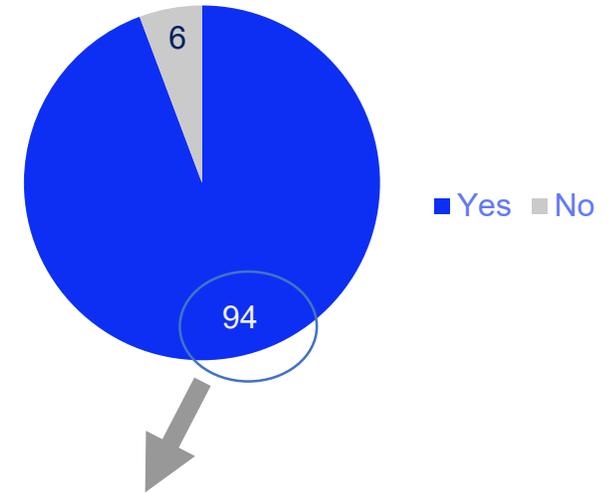
Thinking about fuel prices in ACT, which fuel brands are generally the cheapest?



Costco clearly leads the way as the perceived cheapest fuel brand with 65% of respondents mentioning it.

Support for FuelCheck in ACT is extremely strong at 94%.

Would you support FuelCheck in ACT?



Why would you support the introduction of real time prices?

To save me money	61%
To help me better plan where to buy fuel	59%
To help me better plan when to buy fuel	49%
Other	7%

Most 'other' responses mention keeping fuel outlets competitive

Importance of action from ACT Government in addressing ACT fuel prices

How important do you see action from the ACT Government to address the higher than average fuel prices in the ACT?



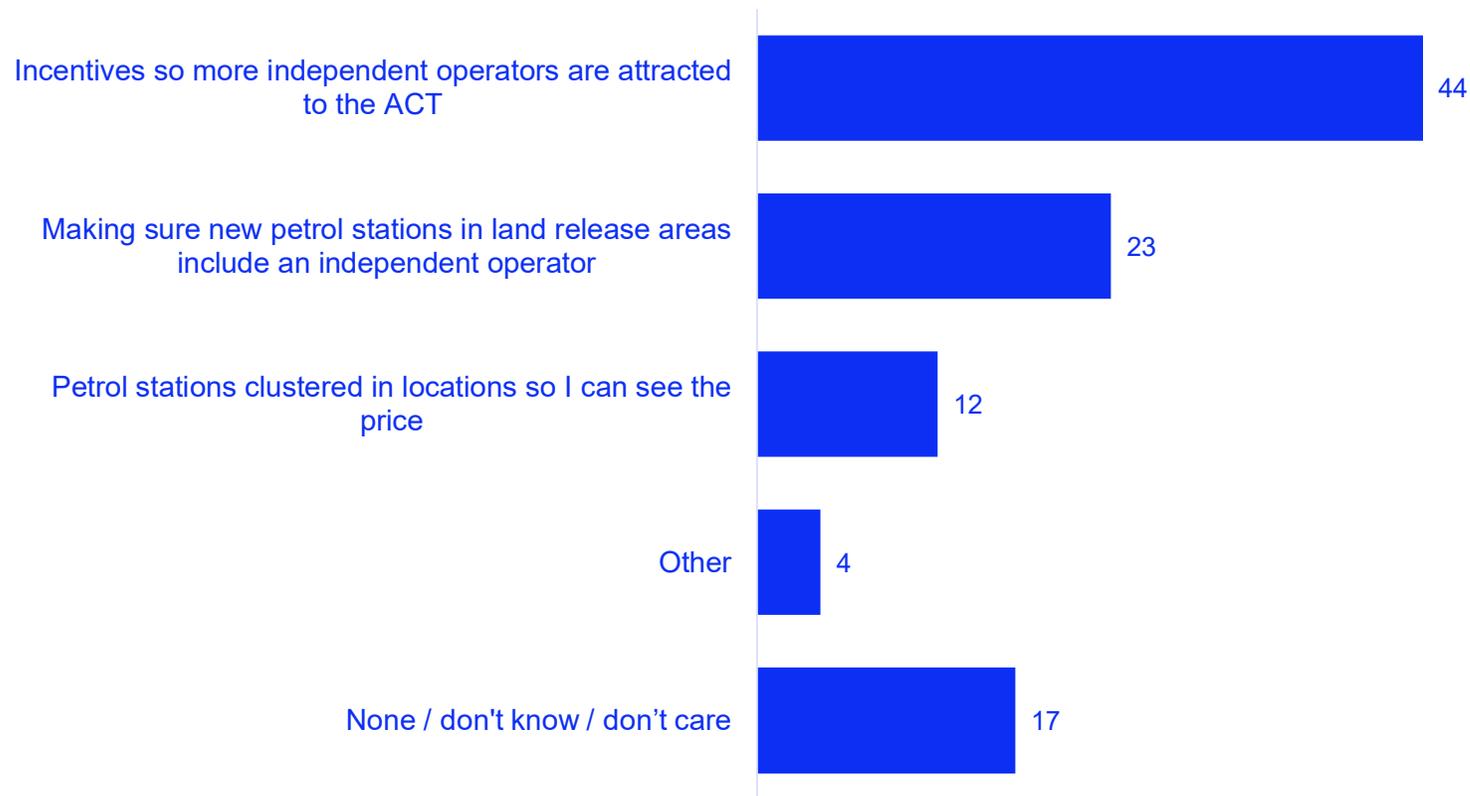
Would you support the ACT Government encouraging independent fuel operators like Costco and Metro Petroleum to enter the ACT fuel market?



The majority of respondents see action from the ACT Government to address the higher than average fuel prices in ACT as very important and strongly support the Government encouraging independent fuel operators to enter the market.

Independent fuel operators in ACT

Which of the following would make the biggest difference to you in terms of independent fuel operators in the ACT?



Incentives to increase independent fuel operators in the ACT appears to be the favoured option

Comments in relation to ACT fuel prices – unfair!

I suspect petrol is expensive in Canberra due to excessively high rates and taxes applied to business in Canberra. Whilst the price is high, it may need to be for the business to pay rates or rent costs. The ACT Govt must STOP above CPI rate increases to enable business and individuals to survive.

Fuel prices in the ACT are a joke. When travelling, my husband and I can purchase fuel in NSW or Victoria far cheaper. This is in small towns also. I cannot understand why we pay so much more here. I think most politicians are out of touch with the impact that high prices have on households as they usually are either driven around or have lease vehicles which are paid for.

Fuel pricing is lower with competitors close together. Once Costco entered the market with lower pricing Woolworths close by changed their fuel pricing to match Costco's offer. First time in years!

when departing to travel to Victoria or other holiday destination I fill up at Murumbateman rather than in Canberra because it is significantly cheaper. Likewise in regional Victoria I am always conscious of how much cheaper their fuel is compared to Canberra. I think Canberrans are being ripped off by petrol companies. ,

The general consensus for the ACT is high incomes due to large numbers of politicians and public servants - we are not in that category and having 2 cars for work purposes means high ACT petrol prices significantly impacts our budget and living affordability. We regularly drive to Majura where Costco is located to complete a full tank fill as the local service station there reduces it price close to Costco provided Costco is open therefore reducing our cost per litre anywhere up to 30cents a litre compared to the same branded petrol station in Gungahlin

While Costco / other independents are options, it is a huge inconvenience that the mainstream operators - multiple options closer to me than the 20km drive to Costco - are overpriced. If the Govt can fix the real problem we won't have to resort to planning trips that include Costco drive-pasts or shopping to avoid expensive fuel close to home.`

Not everyone living in Canberra is a wealthy public servant, which seems to be the justification by the petrol companies to raise fuel prices in the ACT.

Its way too expensive. Sometimes I can't afford to drive my car because I can't afford to pay for petrol

Summary

- The price of fuel in the ACT is seen as an important issue with just under 70% rating it as 'very important' to them. For many households the price of fuel impacts on the overall household budget (37% mentioning it having a significant impact).
- ACT fuel prices appear to have an impact on behaviour with almost half having driven outside of the ACT to specifically purchase fuel. Other impacts on behaviour include driving less frequently and a reduction in spending on leisure activities. There is noticeable mention of specifically driving to Costco at the airport to receive a significantly cheaper fuel price. Costco is seen by most as the cheapest fuel brand.
- There is very strong support for FuelCheck (94%), mainly to help better plan where to buy fuel and save money.
- There is a strong consensus among respondents that ACT fuel prices are higher than Sydney and nearby NSW towns. Verbatim comments suggest that ACT residents see the higher than average fuel prices as unfair and unacceptable.
- The majority of respondents see action from the ACT Government to address the higher than average fuel prices in ACT as very important and strongly support the Government encouraging independent fuel operators to enter the market. The most favoured option appears to be using incentives to attract independent operators to the ACT.