

RAA Member Panel

Fuel

In December, we asked RAA's Member Panel for their thoughts on a range of fuel-related issues, including fuel excise, fuel security, and RAA's independence in the commentary space.

This Member Panel topic received the largest response to date, with members highlighting a number of additional areas of concern. Following are some of the key comments from survey respondents.

- Respondents were opposed to the newly introduced increases in fuel excise.
- The majority of respondents do not believe discount dockets are genuine.
- Price and location are the most important aspect when choosing where to refuel.
- Almost 90 per cent of respondents believe it's important for RAA to represent them on fuel issues.

Additionally RAA Members are concerned that little media attention is drawn to high diesel prices and relative country/metropolitan fuel pricing.

"Why is diesel more expensive than petrol? It never used to be. It went up with the Gulf War, and never came back down, whereas petrol did. I've heard all the excuses - more refining than before, the demand's not as high, etc."

"Every fuel pump should clearly show how much federal and state tax is generated in \$ and Cents from your purchase. Eg. State tax \$#.## Per litre. Federal tax \$#.## per litre. Then a breakdown of where that revenue has been spent should be made available quarterly."

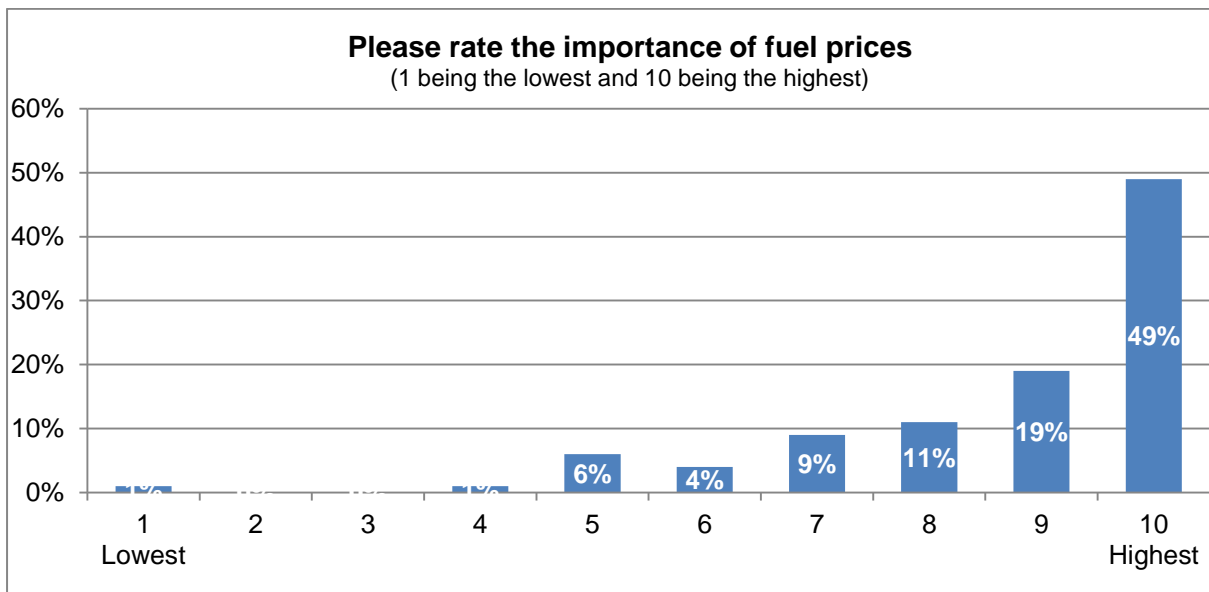
"With the Government decision to increase fuel excise, I would look at changing my vote at the next election."

More than two thirds (68%) of survey respondents opposed the twice yearly increase in fuel excise. However respondents felt that if the excise was to be collected, monies should be directed back into transport projects such as maintaining existing roads (75%), new road projects (53%) and new public transport projects (43%).

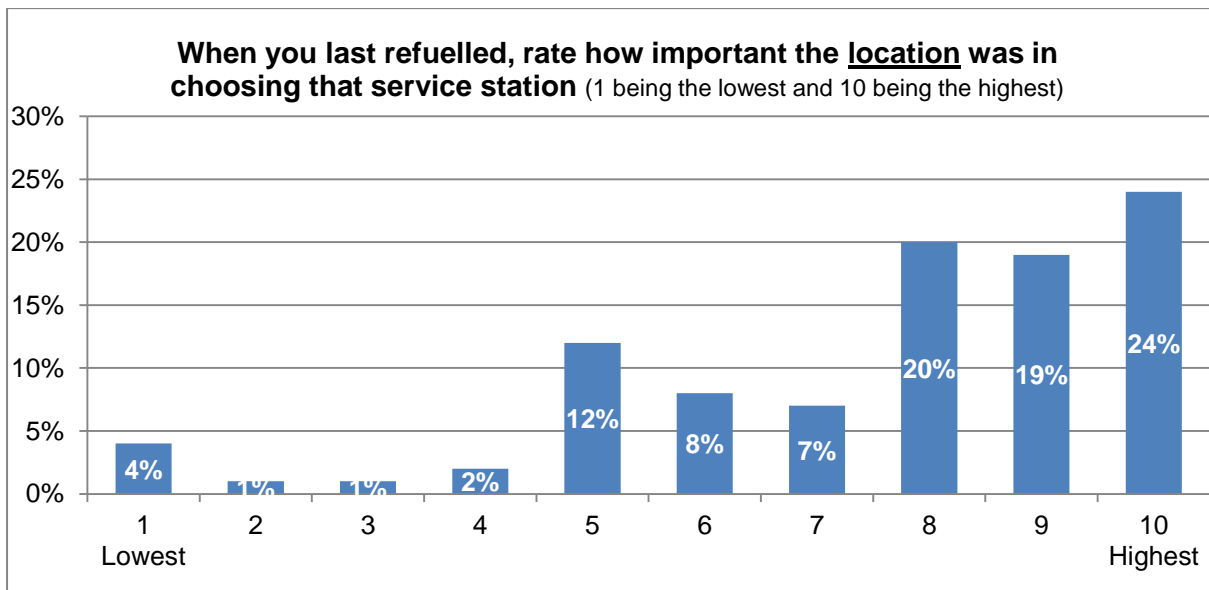
With a greater reliance on fuel imports, Australia's fuel security continues to remain in the spotlight. It is estimated Australia has approximately 23 days of fuel at any one time in reserve¹. When asked, 50 per cent of survey respondents indicated that they would not be prepared to pay any more for fuel if the government implemented a 'pass-on' cost structure to ensure Australia's fuel security.

With so many offerings in the market, it can be tough for motorists to decide where to refuel. The survey respondents told us that the price of fuel continues to be an important factor when deciding where to fill up.

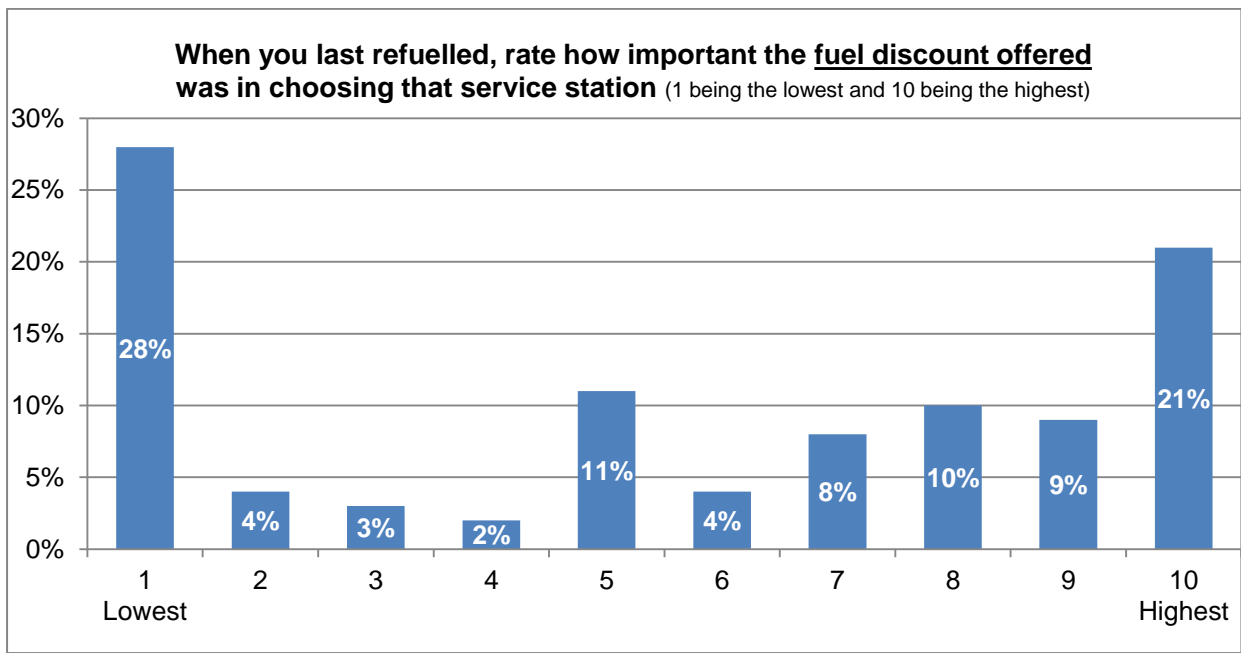
¹ Australia's Liquid Fuel Security Part 2:A report for NRMA Motoring & Services



Convenience was also very important for our member panellists, with a quarter of respondents rating the location as being most important when deciding where to refuel. Interestingly, less than 50 per cent of respondents purchased fuel from the big brands, Woolworths or Coles.

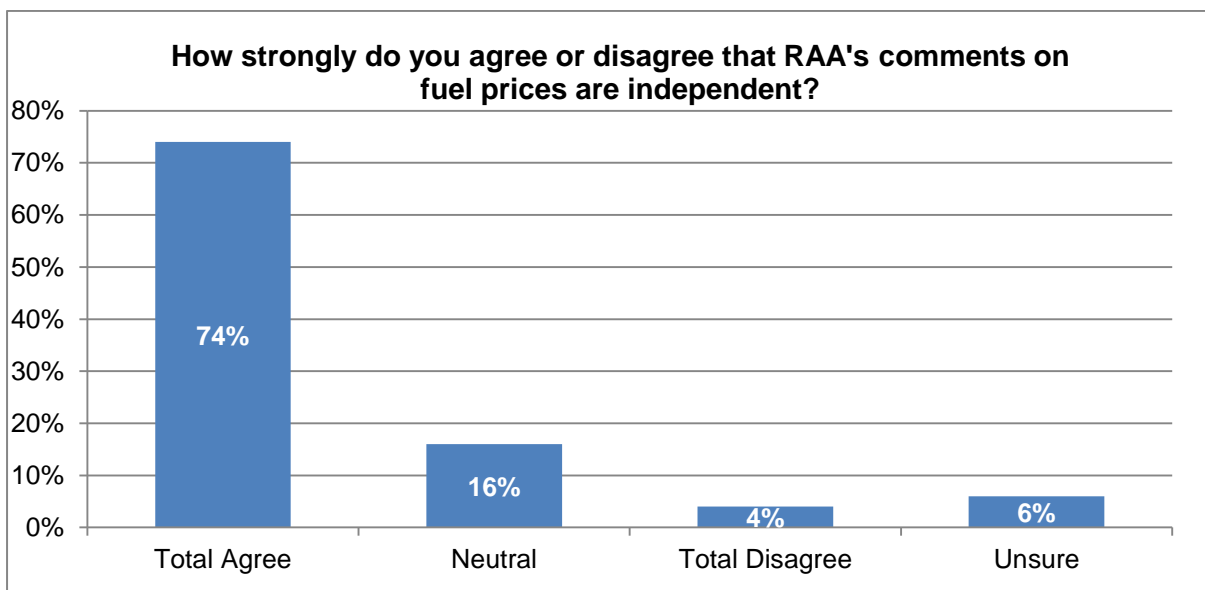


Fuel discounting had a mixed response from survey respondents, with a 50/50 split of members who did or didn't use a discount voucher when they last refuelled. A third of survey respondents told us the fuel discount on offer had little or no importance for them in deciding where to purchase fuel. In terms of whether that discount was genuine or not, three in five people believed it wasn't, 23 per cent felt the discount was genuine, while 15 per cent of respondents were unsure.



Currently there is no requirement for fuel stations to use universal labelling at the pump (i.e. the same colour for each fuel type at all fuel stations). This can lead to the potential for miss-fuelling. When asked, 67 per cent of survey respondents told us that universal pump labelling was of importance, while another 15 per cent were neutral on the topic.

RAA regularly provides comment in the public space, on behalf of its members, about fuel related issues, and 88 per cent of survey respondents believe that this role is 'Very Important' or 'Important'. The majority (74%) of respondents believe that RAA's public comments on fuel are independent.



Appendix 1 - Member Panel Questions and Results

1. Please enter your postcode

Region	%
SA Metro	78%
SA Country	22%
Total	100%

Questions in this section relate to the fuel excise

2. From November 2014, the Federal Government has begun increasing the fuel excise twice yearly by an estimated 1.5%. Do you support the twice yearly increase in the fuel tax?
 - No – 68%
 - Yes – 19%
 - Unsure/Need more info – 13%
3. In the first 12 months, the Federal Government will collect an extra \$280 million by raising the fuel excise. What do you believe this extra money should be used for?
 - Maintain existing roads – 75%
 - New road projects – 53%
 - New public transport projects – 43%
 - Improve Australia’s fuel security by building a fuel stockpile – 34%
 - Maintain existing public transport networks – 34%
 - Used for other government services – 4%
 - Other – 4%
 - Unsure/Need more info – 2%

Summary of responses for ‘Other’

- Reducing the Governments debt
- More disability parking in an aging city
- Bike lanes
- Increasing long haul freight transport by trains
- Health
- Public transport needs to be far, far more efficient than at present.
- Increasing access to green fuels, including funding assistance for conversions required to existing engines to make this possible. We need to reduce our dependency on fossil fuels!
- Emergency response services (Ambulance, SES, CFS/MFS) for road traffic incidents

Questions in this section relate to Australia's fuel security.

4. The Federal Government is currently exploring ways to help improve our fuel security from one month to three months. One option is to build a fuel stockpile. If the Government chose to build a fuel stockpile to help secure our fuel security, how much extra would you be prepared to pay at the pump?
- None – 50%
 - 1-2cpl – 27%
 - Unsure/Need more info – 13%
 - 3-4cpl – 7%
 - 5-6cpl – 3%
 - 9cpl or more – 0%
 - 7-8cpl – 0%


Questions in this section relate to when you refuel your vehicle.

5. When you last refuelled, what brand did you shop at?
- Woolworths – 23%
 - Coles Express/Shell – 22%
 - BP – 15%
 - Caltex – 13%
 - Liberty – 7%
 - Mogas – 6%
 - On the Run – 5%
 - Unsure – 4%
 - United Petroleum – 3%
 - Other – 3%

Summary of responses for 'Other'

- CostCo
- Mannum independent

6. When you last refuelled, did you use a shopper docket or other fuel discount?
- No – 50%
 - Yes – 50%
 - Unsure/Need more info – 0%
7. Do you believe fuel discounts are genuine?
- No – 63%
 - Yes – 23%
 - Unsure/Need more info – 14%



8. When you last refuelled, rate how important each item below factored in choosing that service station (1 being the lowest and 10 being the highest):

a. Price – average rating: 7.97

- 10 stars – 40%
- 9 stars – 17%
- 8 stars – 15%
- 7 stars – 8%
- 6 stars – 3%
- 5 stars – 8%
- 4 stars – 1%
- 3 stars – 2%
- 2 stars – 2%
- 1 star – 5 %

b. Brand – average rating: 4.46

- 10 stars – 8%
- 9 stars – 7%
- 8 stars – 8%
- 7 stars – 4%
- 6 stars – 7%
- 5 stars – 14%
- 4 stars – 6%
- 3 stars – 9%
- 2 stars – 8%
- 1 star – 28%

c. Location – average rating: 7.57

- 10 stars – 24%
- 9 stars – 19%
- 8 stars – 20%
- 7 stars – 7%
- 6 stars – 8%
- 5 stars – 12%
- 4 stars – 2%
- 3 stars – 1%
- 2 stars – 1%
- 1 star – 4%

d. Selection of food and drink in store – average rating: 1.63

- 10 stars – 0%
- 9 stars – 1 %
- 8 stars – 1%
- 7 stars – 0%
- 6 stars – 3%
- 5 stars – 3%
- 4 stars – 1%
- 3 stars – 4%
- 2 stars – 7%
- 1 star – 80%

e. Fuel discount offered – average rating: 5.56

- 10 stars – 21%
- 9 stars – 9%
- 8 stars – 10%
- 7 stars – 8%
- 6 stars – 4%
- 5 stars – 11%
- 4 stars – 2%
- 3 stars – 3%
- 2 stars – 4%
- 1 star – 28%

Questions in this section relate to your priorities regarding current fuel issues.

9. Please rate the importance of each of the following fuel related issues to you (1 being the lowest and 10 being the highest):

a. Fuel prices – average rating: 8.69

- 10 stars – 49%
- 9 stars – 19%
- 8 stars – 11%
- 7 stars – 9%
- 6 stars – 4%
- 5 stars – 6%
- 4 stars – 1%
- 3 stars – 0%
- 2 stars – 0%
- 1 star – 1%

b. Fuel security/preventing fuel shortages – average rating: 7.08

- 10 stars – 25%
- 9 stars – 12%
- 8 stars – 17%
- 7 stars – 8%
- 6 stars – 7%
- 5 stars – 15%
- 4 stars – 5%
- 3 stars – 4%
- 2 stars – 3%
- 1 star – 4%

c. Universal fuel pump labelling – average rating: 6.83

- 10 stars – 22%
- 9 stars – 8%
- 8 stars – 16%
- 7 stars – 16%
- 6 stars – 5%
- 5 stars – 15%
- 4 stars – 4%
- 3 stars – 4%
- 2 stars – 2%
- 1 star – 7%

d. Fuel theft prevention – average rating: 6.46


- 10 stars – 24%
- 9 stars – 8%
- 8 stars – 15%
- 7 stars – 8%
- 6 stars – 7%
- 5 stars – 13%
- 4 stars – 6%
- 3 stars – 5%
- 2 stars – 3%
- 1 star – 12%

- e. Fuel quality – average rating: 8.87
 - 10 stars – 53%
 - 9 stars – 15%
 - 8 stars – 17%
 - 7 stars – 7%
 - 6 stars – 2%
 - 5 stars – 3%
 - 4 stars – 1%
 - 3 stars – 1%
 - 2 stars – 0%
 - 1 star – 1%

- f. Availability of your fuel type – average rating: 8.72
 - 10 stars – 52%
 - 9 stars – 14%
 - 8 stars – 18%
 - 7 stars – 6%
 - 6 stars – 3%
 - 5 stars – 3%
 - 4 stars – 2%
 - 3 stars – 1%
 - 2 stars – 0%
 - 1 star – 2%

Questions in this section relate to how you perceive RAA

10. How important do you believe RAA's role is to represent you on fuel issues?
- Very important – 60%
 - Important – 28%
 - Neutral – 8%
 - Unimportant – 2%
 - Very unimportant – 1%
 - Unsure/Need more information – 0%
11. How strongly do you agree or disagree that RAA's comments on fuel prices are independent?
- Agree – 38%
 - Strongly agree – 36%
 - Neutral – 16%
 - Unsure/Need more information – 6%
 - Disagree – 3%
 - Strongly disagree – 1%



12. Do you agree or disagree that if RAA was to offer a fuel discount with a major fuel retailer that RAA's public comments on fuel prices would remain independent?

- Disagree – 26%
- Neutral – 21%
- Strongly disagree – 19%
- Agree – 17%
- Unsure/Need more information – 10%
- Strongly agree – 8%

Questions in this section relate to fuel consumption

13. Vehicle manufacturers publish the fuel consumption for their new cars. Do you believe this fuel consumption should be able to be achieved by the normal driver?

- Yes – 80%
- No – 16%
- Unsure/Need more info – 4%

14. Do you have any other fuel related comments?

- Main themes provided in verbatim responses were around the following topics:
 - Diesel fuel being too expensive comparative to unleaded;
 - Fuel prices not truly reflecting the wholesale price; and
 - Country fuel prices being unfairly high compared to Adelaide metro prices.