

# Fuel Price Impact



## Aussies Compelled to Adjust Driving Habits

With nine in 10 Australian consumers having to maintain a vehicle, the price of fuel is of widespread concern with as many as 84 per cent of Aussies claiming to have felt a hit to their hip-pockets caused by escalating petrol prices, a global study by research company ACNielsen has found.

### The impact of rising fuel prices on Australians.

The results of the survey revealed that as many as four in five Australian consumers have a vehicle for which they must buy fuel. When asked whether the increases in fuel prices had affected them in anyway, over half of the participants claimed that they had been affected somewhat, and 27 per cent claimed to have been affected a lot.

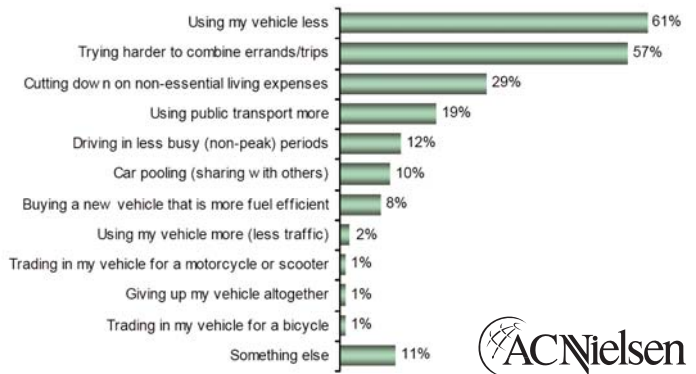
In response to rising petrol prices, Aussie households have been compelled to adjust their driving habits, with 61 per cent opting to use their vehicle less – the third highest globally behind the US and Canada, and the highest in the Asia Pacific region. Over half of Aussie fuel buying consumers are trying harder to combine trips, and 29 per cent are cutting down on non-essential living expenses.

“Not only does Australia have one of the highest percentages of car ownership in the world,” says Tina Katsinikas, Director, Automotive, ACNielsen Australia, “it’s also a country of large distances, which means that as petrol prices fluctuate, the impact on our hip pocket is much more significant than in smaller countries where average driving distances are generally shorter, and this is evident in the survey findings.”

Less than one in five Australian consumers have opted to use public transport more in order to cope with rising petrol prices – the fourth lowest in the Asia Pacific region.

“Australian consumers have clearly been impacted by rising petrol prices, to the extent that they are changing their driving habits in order to cope”, says Katsinikas. “Whilst only a small percentage of consumers have resorted to purchasing a more fuel efficient car, or trading in their car for a motorcycle or bicycle – with the global hike in oil prices likely to continue, we can expect consumer demand to further develop in this direction.”

The ACNielsen Online Consumer Confidence Survey, the largest twice-yearly global survey of its kind, is aimed to gauge consumers’ current confidence levels, spending habits/intentions and current major concerns. The most recent wave of the survey took place in November 2005 and polled over 23,500 consumers – [www.acnielsen.com.au](http://www.acnielsen.com.au)



Base: those who own a vehicle for which they must buy fuel - Australia

*While the cost of fuel will impact on the costs associated with running your business, the current climate is forcing customers to shop more locally. Your challenge is to give them the range and service they are looking for and capture those sales. ED*

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