

March 2008 Sales - APCO Waurm Ponds

PRICE CYCLE: LOWER HALF vs TOP HALF COMPARISON

	Board Price	ULP Litres Sold		% of litres sold	Avg Board Price
1	141.9	2678			
1	139.9	13804			
1	138.9	1435			
2	138.9	19332			
3	138.9	3069			
3	137.5	3095	43,413	34.56%	139.33
3	135.9	10388			
3	134.5	2553			
4	134.5	2096			
4	133.9	23264			
5	133.9	1938			
5	132.9	31680			
6	132.9	10273	82,192	65.44%	134.07
			125,605		
6	146.9	3641			
6	145.9	7604			
7	145.9	2878			
7	143.5	3092			
7	142.5	4649			
7	141.5	7539			
8	141.5	999			
8	139.9	16777	47,179	29.57%	143.45
8	138.9	637			
9	138.9	3694			
9	137.9	11354			
10	137.9	3127			
10	136.9	18858			
11	136.9	6004			
11	134.9	19401			
12	134.9	3112			
12	133.9	33848			
13	133.9	12347	112,382	70.43%	136.5
			159,561		
13	145.9	8476			
13	143.9	2690			
14	143.9	7261			
14	142.5	8051			
14	141.5	2917			
15	141.5	16533	45,928	26.38%	143.2
16	137.9	17900			
17	137.9	2532			
17	136.9	11812			
17	135.9	10329			
18	135.9	35133			
19	135.9	3032			
19	134.9	36087			
20	134.9	11362	128,187	73.62%	136.28
			174,115		
20	146.9	7110			
20	145.9	5903			
21	145.9	2515			
21	143.9	9792			
22	143.9	1037			
22	142.9	573			
22	141.9	12403			
23	141.9	721	40,054	30.48%	144.15
23	139.5	13117			
24	139.5	1316			
24	138.5	7266			
24	137.9	11070			
25	137.9	2304			
25	136.9	11962			
25	135.9	6152			
26	135.9	7581			
26	134.9	20425			
27	134.9	10163	91,356	69.52%	137.18
			131,410		

Board Price	Litres Sold	% of litres sold	Avg Board Price
27	145.9	11453	
28	145.9	1199	
28	144.9	15639	
29	144.9	2382	
29	141.9	10942	
29	139.9	2922	
30	139.9	4260	
30	138.9	6123	54,920 37.91% 142.78
31	138.9	14633	
31	137.9	4014	
31	136.9	7560	
31	135.9	5291	
1	135.9	5429	
1	134.9	15537	
2	133.9	27851	
3	133.9	9619	89,934 62.09% 136.03
		144,854	

Litres sold at Top Half of the price cycle	231,494	31.47%	142.58
Litres sold at Lower Half of the price cycle	504,051	68.53%	136.01
Total ULP Litres sold	735,545		
Average price for Geelong residents for March 2008			138.4

		Freight Differential 0.7c
March 2008		
Average Perth Board Price (FuelTrac Data)	138.30	138.30
Average Geelong Board Price	138.40	137.70
Discounted Sales (Lower Half of Cycle) @ 68.53%	136.01	135.31
APCO Discounted fuel savings against Perth:		2.99 cpl

SUMMARY

There's a difference between what the average Board Price might be and what the motorist is actually paying.

Average Discounted petrol price (lower half of cycle) is 2.39 cents below Geelong's average board price

Average Discounted petrol price is almost 3.0 cents lower than Perth's average Board Price at which nearly 70% of fuel is sold at.

Fuel Watch will reduce the heavily discounted fuel cycle and 70% of motorists that purchase at the 'lower half' of the cycle will pay more for their fuel as a result.

March Sales Information

	Board Price	Litres Sold		Board Price	Litres Sold	
1	141.9	2678	16	137.9	17900	
	139.9	13804				
	138.9	1435		17	137.9	2532
2	138.9	19332			136.9	11812
	3	138.9	3069			135.9
		137.5	3095	18	135.9	35133
135.9		10388	19		135.9	3032
134.5	2553				134.9	36087
4	134.5	2096		20	134.9	11362
	133.9	23264			146.9	7110
					145.9	5903
5	133.9	1938	21	145.9	2515	
	132.9	31680			143.9	9792
	6	132.9		10273	22	143.9
146.9		3641		142.9		573
145.9		7604		141.9		12403
7	145.9	2878	23	141.9	721	
	143.5	3092			139.5	13117
	142.5	4649		24	139.5	1316
	141.5	7539				138.5
8	141.5	999			137.9	11070
	139.9	16777	25	137.9	2304	
	138.9	637			136.9	11962
9	138.9	3694			135.9	6152
	137.9	11354	26	135.9	7581	
	10	137.9		3127		134.9
136.9		18858		27	134.9	10163
11		136.9	6004			145.9
	134.9	19401	28		145.9	1199
	12	134.9		3112		144.9
133.9		33848		29	144.9	2382
13		133.9	12347			141.9
	145.9	8476			139.9	2922
	143.9	2690	30	139.9	4260	
14	143.9	7261			138.9	6123
	142.5	8051		31	138.9	14633
	141.5	2917			137.9	4014
15	141.5	16533			136.9	7560
				135.9	5291	