

12 December 2019

Andrew Tipton

By email only: fyi-request-11429-b2135911@requests.fyi.org.nz

Dear Mr Tipton,

Official Information Act request #19.068 - Retail Fuel Market Study - request for sales data

1. We refer to your Official Information Act 1982 (OIA) request received on 23 October 2019 for information about the Commerce Commission's (Commission) retail fuel market study. You have asked for the daily sales data, aggregated by geographic region, referred to in Appendix F at paragraphs F23 through F43 of our draft report.¹
2. On 14 November 2019, the Commission extended the time by which we must make a decision on your request to 12 December 2019.

Our response

3. We have decided to grant your request in part.
4. The information held by the Commission which falls within the scope of your request is listed below. We have indicated which information we have decided to release (Y) and which information we have decided to withhold (N).

#	Data variable name	Brief description of data	Release
1	master_id	Unique site identifier	Y
2	Name	Retailer name	Y
3	site_code	Site code or ID	Y
4	site_name	Site name	Y
5	fuel_type	Fuel type (91, 95 ,98, 100 or diesel)	N
6	date	Daily dates	Y
7	price_pump	Daily board price, by fuel type and site	N
8	price_effective	Daily price after discounts, by fuel type and site	N

¹ <https://comcom.govt.nz/about-us/our-role/competition-studies/fuel-market-study>

#	Data variable name	Brief description of data	Release
9	volume_total	Daily total volume sold, by fuel type and site	N
10	revenue_total	Daily revenue earned on sales, by fuel type and site	N
11	volume_pump	Daily sales volume at board price, by fuel type and site	N
12	volume_discount	Daily sales volume at discount, by fuel type and site	N
13	revenue_pump	Daily revenue earned for sales at board price, by fuel type and site	N
14	revenue_discount	Daily revenue earned for discounted sales, by fuel type and site	N
15	revenue_fuelcard	Daily revenue earned for sales using fuel cards, by fuel type and site	N
16	volume_fuelcard	Daily sales volume using fuel cards, by fuel type and site	N
17	size_discount	Discount size per litre (\$)	N
18	prop_revenue_discount	Revenue proportion via discount and loyalty schemes	N
19	prop_volume_discount	Volume proportion via discount and loyalty schemes	N
20	prop_revenue_fuelcard	Revenue proportion via loyalty reward schemes	N
21	prop_volume_fuelcard	Volume proportion via loyalty reward schemes	N
22	cost_sg_landed	Singapore benchmark cost index (MOPS)	N
23	fx_rate	Daily USD/NZD exchange rate	Y
24	fueltax	Auckland regional fuel tax dummy	Y
25	cpi	Consumer Price Index	Y
26	vkt	Vehicle kilometres travelled (billion km)	Y
27	site_type	Site type (COCO, DODO or unknown)	Y
28	volume_aasf	Daily volume for sales via AA Smartfuel, by fuel type and site	N
29	volume_cardlink	Daily volume for sales via various discount/loyalty offerings, fuel cards and payment types, by fuel type and site	N
30	volume_docket		N
31	volume_onecard		N
32	volume_fl_card		N
33	volume_star_card		N
34	volume_z_card		N

#	Data variable name	Brief description of data	Release	
35	volume_mobil_card		N	
36	volume_npd_card		N	
37	volume_fleet_card		N	
38	volume_eft		N	
39	volume_alliedcard		N	
40	volume_ruralco		N	
41	volume_rd1		N	
42	volume_farmsource		N	
43	volume_wapcard		N	
44	revenue_aasf		Daily revenue for sales via various discount/loyalty offerings, fuel cards and payment types, by fuel type and site	N
45	revenue_cardlink			N
46	revenue_docket			N
47	revenue_onecard			N
48	revenue_fl_card	N		
49	revenue_star_card	N		
50	revenue_z_card	N		
51	revenue_mobil_card	N		
52	revenue_npd_card	N		
53	revenue_fleet_card	N		
54	revenue_eft	N		
55	revenue_alliedcard	N		
56	revenue_ruralcocard	N		
57	revenue_rd1card	N		
58	revenue_farmsourcecard	N		
59	revenue_wapcard	N		
60	cost_cogs	Daily cost of goods sold	N	
61	cost_logistics	Logistic costs	N	
62	cost_sh	Storage and handling costs	N	
63	week	Week of the year	Y	
64	month	Month of the year	Y	
65	quarter	Quarter of the year	Y	
66	year	Year	Y	
67	metric	Identifier for entries with effective prices only	N	
68	latitude	Latitude (5 d.p.)	Y	

#	Data variable name	Brief description of data	Release
69	longitude	Longitude (5 d.p.)	Y
70	site_status	Site status (active or closed)	Y
71	affected	Dummy variable indicating if site is affected by Auckland regional fuel tax	Y
72	region_name	Region	Y
73	territory_name	Territory	Y
74	island	North or South Island	Y
75	cogs	Total cost of goods sold	N
76	tax_levy_ets	Other non-GST taxes, levies and ETS (cpl)	Y
77	gst	GST (\$ for each site)	N
78	fueltax_nogst	Auckland regional fuel tax excl GST (\$ for each site)	N
79	importer_margin	Importer's margin defined by MBIE (% for each site)	N

5. We have withheld the information indicated above (N) for the following reasons:
- 5.1 to prevent unreasonable prejudice to the commercial position of the person who supplied (or who is subject to) the information, under section 9(2)(b)(ii) of the OIA; and
 - 5.2 to prevent prejudice to the supply of similar information (or information from the same source), where it is in the public interest that such information should continue to be supplied to the Commission, under section 9(2)(ba)(i) of the OIA.
6. We consider that good reasons exist for withholding the information and this is not outweighed by other considerations which would make it desirable, in the public interest, to make the information available (section 9(1) of the OIA).
7. We do not hold the information aggregated by geographic region (as requested), however you are able filter the data by site (and/or by the other data variables provided).
8. The information marked Y above can be accessed via the following link:
<https://commercecommision.box.com/s/pq3i2qt19ofa6zmgrpemssb81bqaz7>.
Please email oiacomcom.govt.nz with the reference 'OIA 19.068' to obtain the password.
9. We have provided the information in .csv file format. We note that the file contains 3,198,300 observations, which is more than the 1,048,576 maximum for Excel. You can view the first 1,048,576 observations in Excel and the full dataset by importing the .csv file into a statistical software package such as Stata, SPSS, R or SAS.

10. If you do not have access to a statistical software package, you can view the dataset at our office in Wellington using Stata, by arrangement. Please email uia@comcom.govt.nz with the reference 'OIA 19.068' to arrange this.
11. If you are not satisfied with the Commission's response to your OIA request, section 28(3) of the OIA provides you with the right to ask the Ombudsman to investigate and review this response. However, we would welcome the opportunity to discuss any concerns with you first.
12. The Commission will be publishing this response to your request in the Official Information Act register on our website.²
13. Please do not hesitate to contact us at uia@comcom.govt.nz if you have any questions about this request.

Yours sincerely

Mary Sheppard

Mary Sheppard
OIA Coordinator

² <https://comcom.govt.nz/about-us/requesting-official-information/oia-register>