

IEEJ : February 2005

# Market Survey on Petroleum Products



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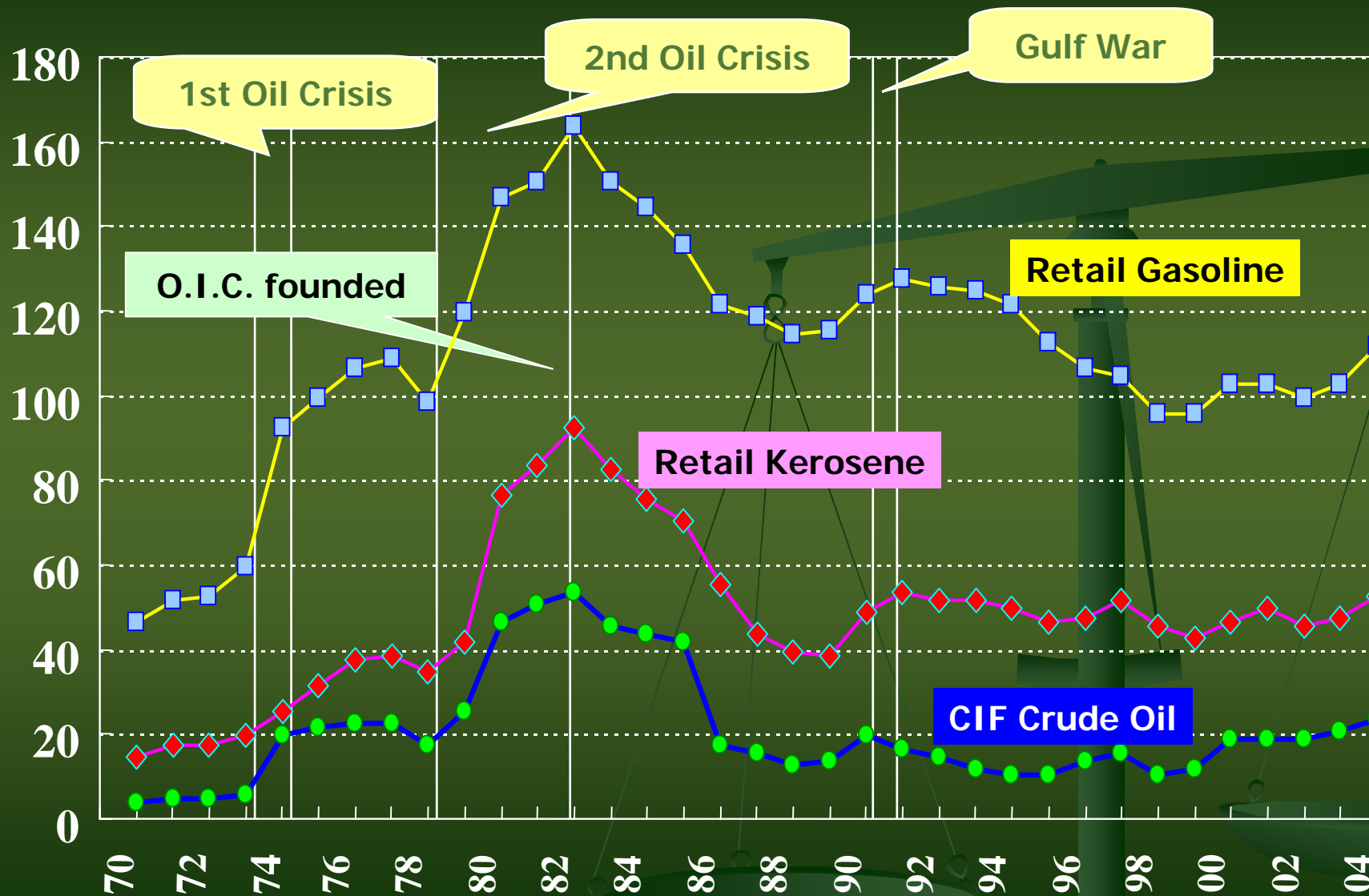
Research Coordinator

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The Oil Information Center

# Situations Around OIC Foundation

Unit: Yen/L



# A Scene From The 1st. Oil Crisis

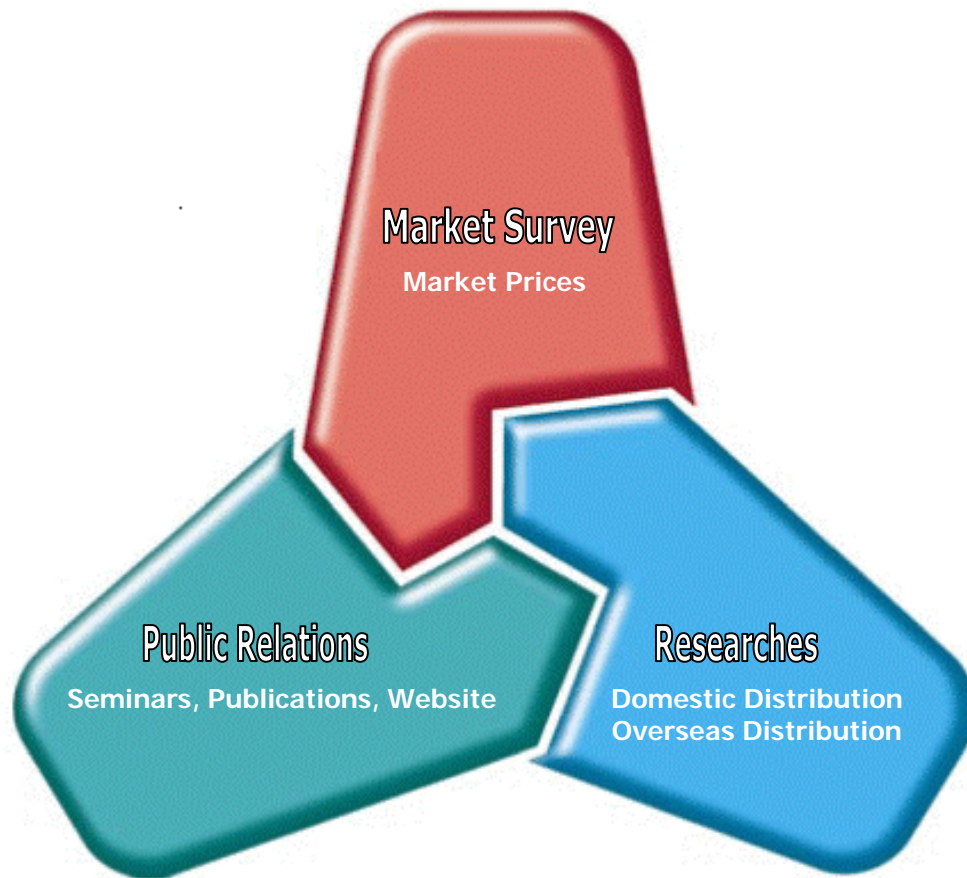


**Housewives scrambling for scarce supply of toilet tissues**

# The Institute of Energy Economics, Japan The Oil Information Center

- **Founded : August 1981**
- **Objectives : To provide the general consumers with accurate information on oil industry, to avoid the likes of social confusion experienced in the past oil crises.**

# Operations of The Oil Information Center - Business Scope -



The Oil Information Center is commissioned by Agency for Natural Resources and Energy, METI, for providing the society with information concerning petroleum on a fair and unbiased basis.

Its business comprises three parts, i.e.:

'Market Survey' to investigate market prices for petroleum products and LPGs;

'Public Relations' to organize seminars and producing publications;

'Research Activities' to investigate and analyze the actual state of petroleum distribution in both domestic and overseas markets.

# Types & Objectives of Market Surveys

## Petroleum Products Market Survey

Provide the consumers with price information on civil-use petroleum products (gasolines, kerosene, gas oil), in particular as a reference to determine if the market is adequately reflecting the crude cost fluctuations at a time of steep and violent rise.

## LPG Market Survey

Provide the consumers with market prices for home-use LPGs, as a reference for price negotiation with and selecting the retail marketer.

## Automotive-use LPG Market Survey

Provide the price information as a reference for promoting the environmentally beneficial LPG-cars.

# Petroleum Products Market Survey

## - Organization -

Ministry of Economy, Trade & Industry (METI)

Commission



Reports

**The Oil Information Center**

- Basic Design of Survey Program
- Selection of Data Points
- Survey Administration
- Publicizing Results

Outsourcing



**System Operator**  
(Data Processing)

# Petroleum Products Market Survey (Monthly & Weekly Surveys)

## - Monthly Petroleum Products Market Survey (Started - April 1987)

1. Sampling Date :  
10th Day of the Month
2. Sampled from :  
3,500 Points
3. Collection method :  
via Postcard Form
4. Results Published on :  
23rd Day of the Month
5. Publication Method :  
Printed Reports  
Internet - Website

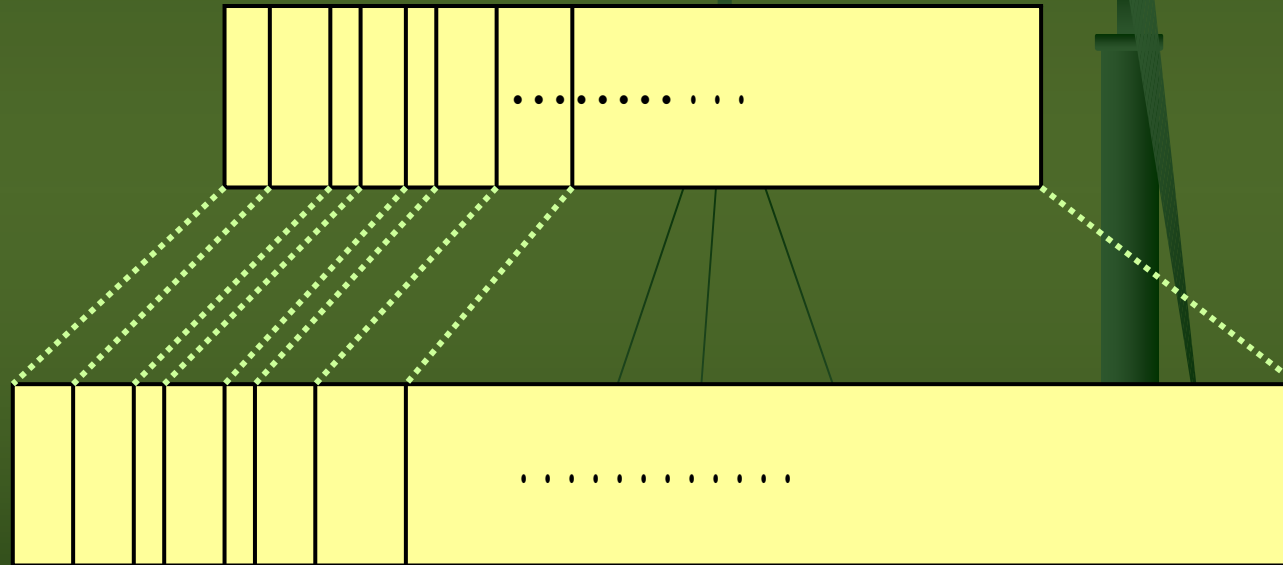
## - Weekly Petroleum Products Market Survey (Started - August 1990)

1. Sampling Date :  
Every Monday
2. Sampled from :  
1,300 Points
3. Collection method :  
via Phone or FAX
4. Results Published on :  
Every Wednesday
5. Publication Method :  
Printed Reports  
Internet - Website

# Survey Administration (Selection of Participating Shops)

## Extraction of Survey Subjects

(Nation-wide: 3,500 Shops Evenly Extracted from METI Regions, Prefectures & Blocks)

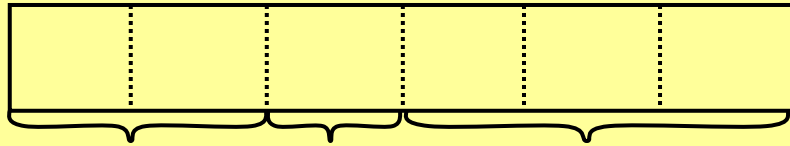


## Sample Population

(Nation-wide: 9 METI Regions, 47 Prefectures, 365 Regional Blocks, about 50,000 Shops)

# Survey Administration (Master File & Report Format)

## Master File



Prefecture Blocks Shop ID#

### Secondary Data

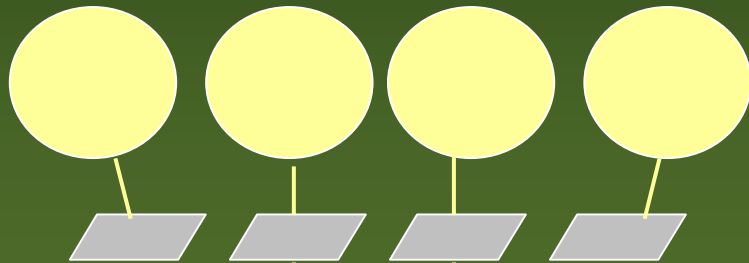
1. "Motouri" Affiliation
2. Average Monthly Sales
3. Operational Types  
(e.g.: Full-serve or Self-serve,  
Stand-alone or Combined Ops)
4. Siting Conditions

## Report Format

1. Premium Gasoline
2. Regular Gasoline
3. Diesel Gas Oil
4. Kerosene, Store front
5. Kerosene, Delivered

# Survey Administration (Data Collection, Analysis, Publication)

Participating Shops

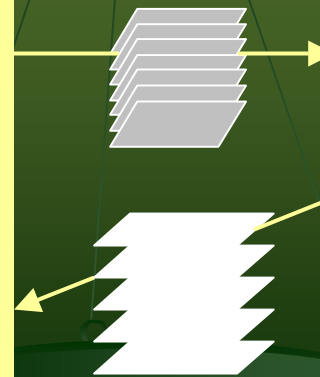


The Oil Information Center

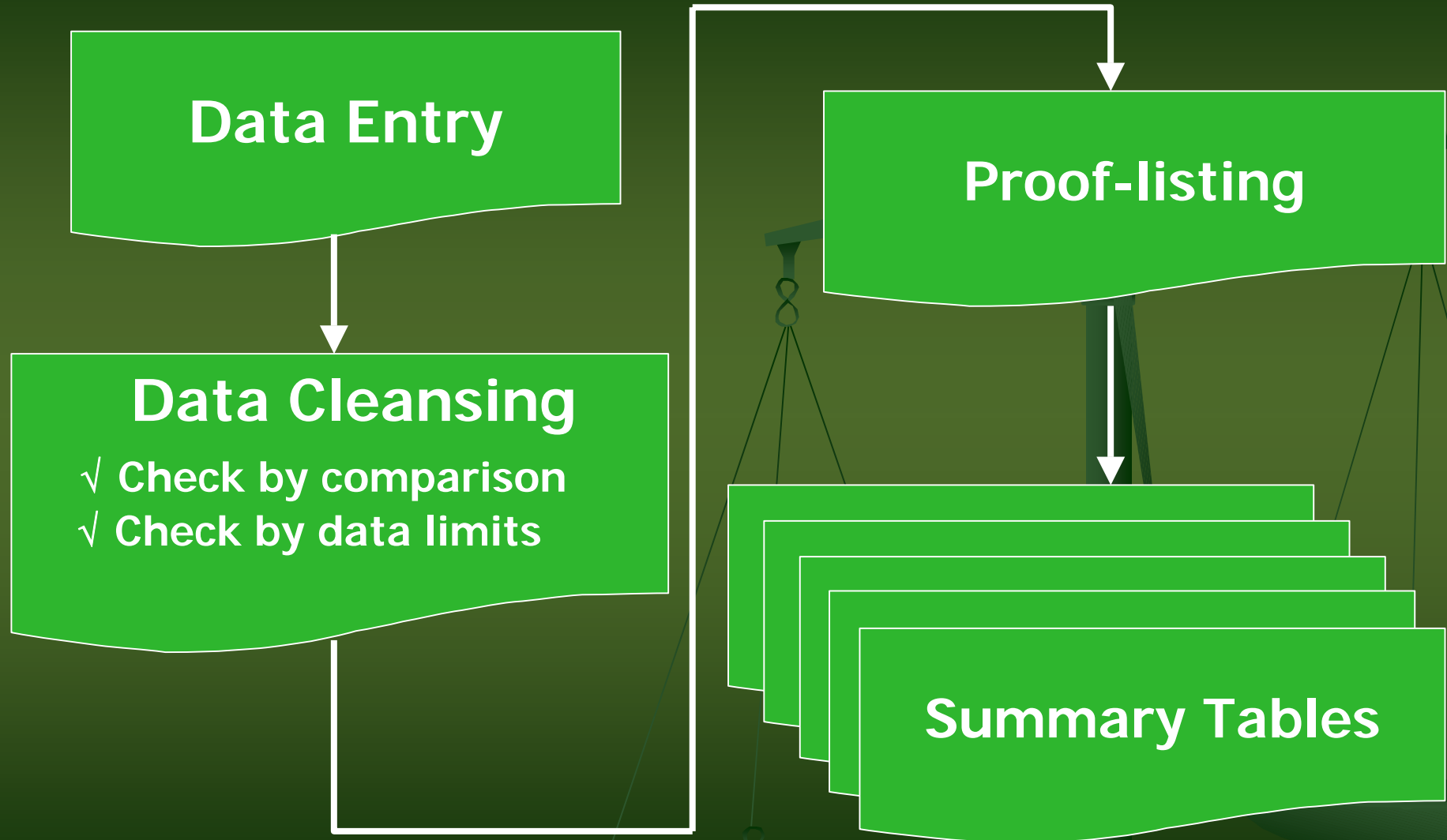
- Acceptance of Survey Forms and Data Verification
- Publication

System Operator

- Data Processing

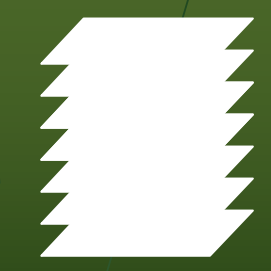


# Data Processing Flow



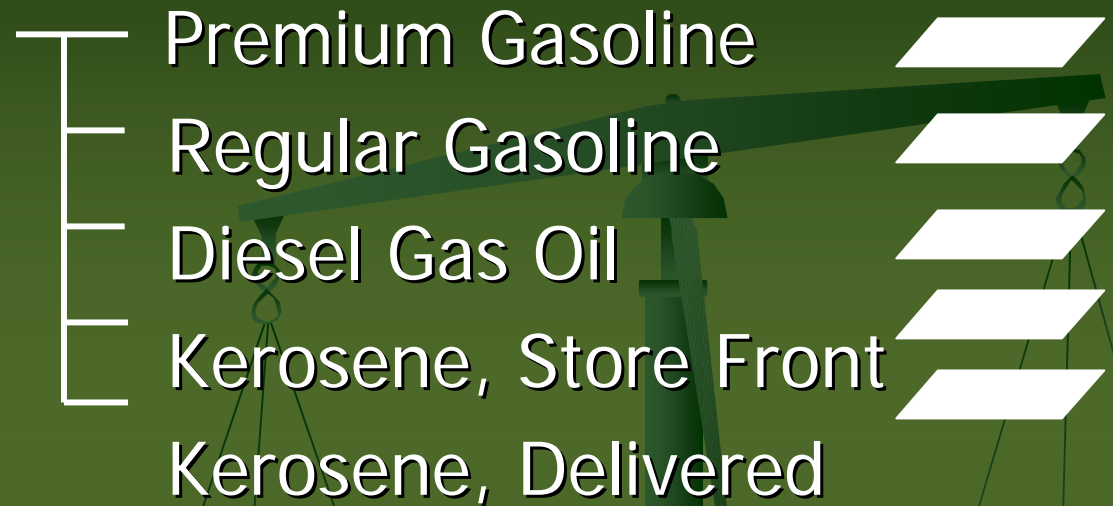
# Data Processing (Summary Table-1)

1. Nationwide
  - Premium Gasoline
  - Regular Gasoline
  - Diesel Gas Oil
  - Kerosene, Store Front
  - Kerosene, Delivered
2. By METI Regional Bureaus
3. By Prefectures
4. By Regional Blocks



# Data Processing (Summary Table-2)

1. By "Motouri" (\*)



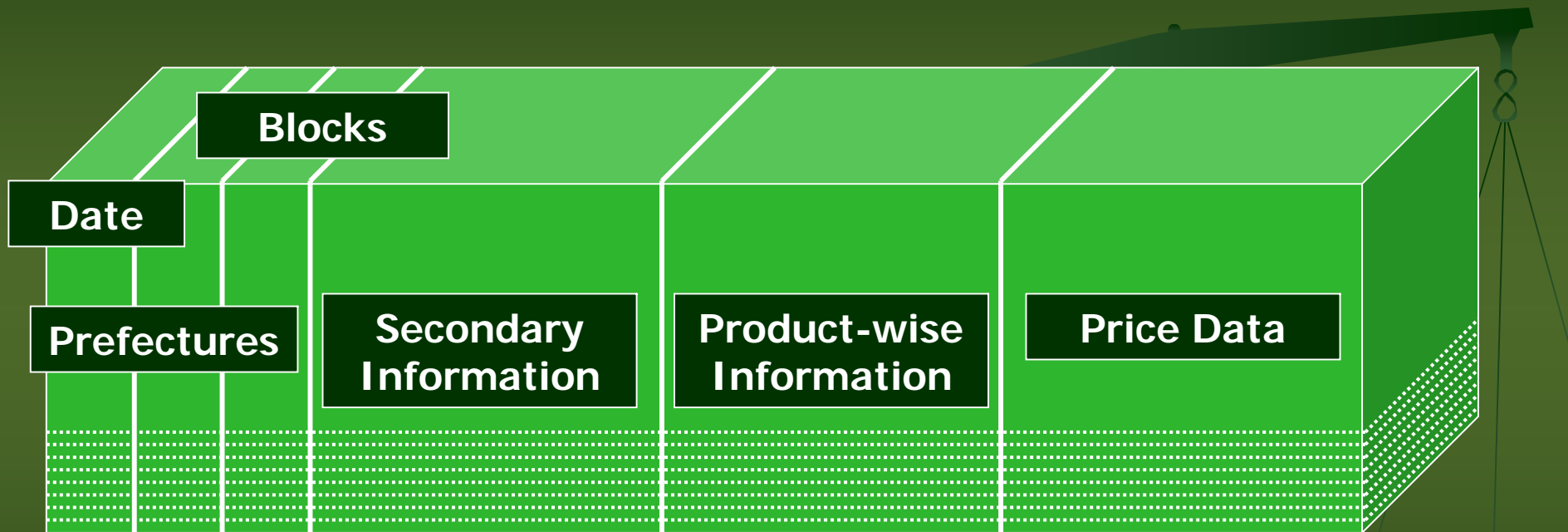
(\*) Affiliation with integrated refiner-marketer network

2. By Monthly Sales Volume

3. By Operational Types

4. By Siting Conditions

# Data Processing (Integration into Database)



**213 months accumulated: Apr. 1987 through Jan. 2005**

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