

Admiral Reveals Prices At The Pumps Fuelling Anger Amongst UK Motorists



Released on: October 12, 2012, 1:53 pm

Author: **Admiral**

Industry: [Automotive](#)

October 12, 2012, 1:53 pm -- [/EPR NETWORK/](#) -- Admiral has revealed the results of new research which shows more than 9 out of 10 UK motorists feel ripped off by the current cost of fuel and a similar number are worried that the price of fuel is going to continue to increase.

[Car insurance](#) expert Admiral commissioned YouGov to survey more than 3,000 drivers as part of its annual Admiral Survey of Motorists. The statistics showed 93% agree that they feel ripped off and 89% worry that the price of fuel will continue to increase. When questioned as to why they believed fuel costs are so high, respondents overwhelmingly blamed the UK Government, with over three quarters (76%) saying it is most to blame. It was followed by oil companies (41%), world affairs out of the public's control (25%) and petrol retailers (20%). In fact, 73% agreed they believe the Government is trying to price motorists off the road.

With the average price of fuel per litre standing at £1.40 for unleaded and £1.44 for diesel, the driving public think a fair price for a litre is considerably lower at 92p for unleaded and 94p for diesel according to the research.

Sue Longthorn, Admiral managing director, said: "Motorists are clearly annoyed at the current cost of fuel, and don't see

the price dropping anytime soon. With the proportion of the price at the pumps made up of duty and VAT, it's clear that motorists see the Government as the biggest culprits when it comes to inflated fuel prices."

The current cost of fuel is certainly having an impact on the motoring public as over half (57%) have reduced the amount of driving they do due to the cost of fuel while two fifths (40%) have had to cut back on essential spending in order to be able to afford fuel.

Sue continued: "Interestingly, our research shows that some motorists could turn this frustration into action as 42% would consider protesting publically about the cost of fuel. I'm sure no one wants to see a repeat of the scenes in recent years of petrol stations running dry and enormous queues."

Notes to Editors

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 3,164 adults with valid driving licences. Fieldwork was undertaken between 8th and 18th June 2012. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). In some tables, percentages equal 99 or 101 due to rounding to the nearest whole percentage number.

About Admiral

Admiral, (a trading name of EUI Ltd) launched in 1993, and is part of Admiral Group plc. It was set up to target those motorists who traditionally pay higher than average car insurance premiums, including those under-35, living in cities or driving hot hatches. It now offers its unique Admiral MultiCar policy for households with two or more cars.

Admiral writes its motor insurance business to a consortium of insurers, these being Admiral Insurance Company Ltd, Admiral Insurance (Gibraltar) Limited and Great Lakes Reinsurance (UK) plc.

The Admiral Group employs over 4,500 people in the UK and has more than 2.9 million customers in the UK.

PR Contact:

James Carnduff

Admiral

Capital Tower

Greyfriars Road

Cardiff

CF10 3AZ

029 2043 4333

www.admiral.com

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)