

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Petro Canada Tops in Customer Satisfaction

Outstrips Canadian Tire as favoured gas station

In a random sampling of public opinion taken by the Forum Poll™ among 1353 adult Canadians, Petro Canada received the best scores for customer satisfaction of all the major gasoline station chains in Canada, with a total of three quarters satisfied with the service they received (73%), and more than half saying they are “very satisfied” (51%). Following very closely are Ultramar and Canadian Tire (48% very satisfied each), then Shell (46%) and Husky and Esso (44% each). The last time we polled this issue (in 2013), Canadian Tire stations led (78% satisfied, 44% very satisfied) and Petro Canada was tied for third with Ultramar (39% very satisfied each). Stations which do not rate highly, in 2013 or now, include Olco (2016 very satisfied - 26%), Mobil (28%) and Mohawk (32%).

It should be noted that, in the past 3 years, all the stations we track have seen their customer satisfaction scores increase significantly. As the tracking methodology has not changed, this is seen to be due to increased focus by operators on keeping existing customers through higher standards of service.

“Canadian Tire has always scored well in our customer satisfaction tracking, and Ultramar’s high score may be ascribed to its Quebec roots (we find Quebec retailers often score higher in their own province than others), but seeing Petro Canada, a nationwide mass-market chain, go from third to first is surprising” said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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TORONTO

September 30th, 2016

HIGHLIGHTS:

- Petro Canada received the best scores for customer satisfaction of all the major gasoline station chains in Canada, with a total of three quarters satisfied with the service they received (73%)
- In the past 3 years, all the stations we track have seen their customer satisfaction scores increase significantly
- “Canadian Tire has always scored well in our customer satisfaction tracking, and Ultramar’s high score may be ascribed to its Quebec roots (we find Quebec retailers often score higher in their own province than others), but seeing Petro Canada, a nationwide mass-market chain, go from third to first is surprising” said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1353 randomly selected Canadian adults. The poll was conducted between August 29th – September 1st, 2016.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Gas Station Customer Satisfaction Trending

Very Satisfied Trending

%	September 6 th , 2016	July 22 nd , 2013
Sample	1353	1583
Petro-Canada	51	39
Canadian Tire	48	44
Ultramar	48	39
Shell	46	40
Esso	44	40
Husky	44	33
Irving	41	26
Mohawk	32	21
Mobil	28	20
Olco	26	17

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2013 Summary Table

%	Very Satisfied	Total Satisfied	Percent Visited	Average Score
Sample	1583			
Petro-Canada	39	73	57	3.0
Canadian Tire	44	78	38	3.1
Ultramar	39	74	31	3.0
Shell	40	77	50	3.1
Esso	40	76	53	3.0
Husky	33	66	23	2.8
Irving	26	59	19	2.6
Mohawk	21	53	13	2.4
Mobil	20	44	10	2.2
Olco	17	41	11	2.3

2016 Summary Table

%	Very Satisfied	Total Satisfied	Percent Visited	Average Score
Sample	1353			
Petro-Canada	51	88	57	3.3
Ultramar	48	83	31	3.2
Canadian Tire	48	82	36	3.2
Shell	46	87	54	3.3
Husky	44	81	24	3.1
Esso	44	88	56	3.2
Irving	41	73	19	3.0
Mohawk	32	60	9	2.7
Mobil	28	61	7	2.6
Olco	26	53	8	2.5

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Canadian Tire

Overall, how satisfied are you with your overall experience with each of the following gas stations in the past 12 months? If you haven't used that gas station in the last 12 months, just press 9. The first gas station is...

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	463	71	61	92	131	108	264	182
NET: Top2	82	77	81	83	85	88	82	84
NET: Btm2	18	23	19	17	15	12	18	16
Very Satisfied	48	47	50	42	51	54	50	47
Somewhat Satisfied	34	31	31	40	34	35	32	37
Somewhat Dissatisfied	8	8	10	10	9	5	8	9
Very Dissatisfied	10	15	9	8	5	7	10	7
Mean	3.2	3.1	3.2	3.2	3.3	3.3	3.2	3.2

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	463	34	107	235	18	31	38
NET: Top2	82	85	81	84	93	83	60
NET: Btm2	18	15	19	16	7	17	40
Very Satisfied	48	49	48	49	67	46	35
Somewhat Satisfied	34	36	33	35	27	36	25
Somewhat Dissatisfied	8	15	6	9	0	14	1
Very Dissatisfied	10	0	13	7	7	3	39
Mean	3.2	3.3	3.2	3.3	3.5	3.3	2.6

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Esso

Overall, how satisfied are you with your overall experience with each of the following gas stations in the past 12 months? If you haven't used that gas station in the last 12 months, just press 9. The first gas station is...

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	706	114	96	146	172	178	384	302
NET: Top2	87	85	89	85	89	91	85	91
NET: Btm2	13	15	11	15	11	9	15	9
Very Satisfied	44	41	44	41	46	52	43	45
Somewhat Satisfied	44	44	46	44	44	39	42	46
Somewhat Dissatisfied	6	6	6	8	7	2	9	3
Very Dissatisfied	7	9	5	7	3	7	6	6
Mean	3.2	3.2	3.3	3.2	3.3	3.4	3.2	3.3

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	706	56	165	284	29	83	89
NET: Top2	87	92	89	87	89	84	81
NET: Btm2	13	8	11	13	11	16	19
Very Satisfied	44	54	47	46	54	31	33
Somewhat Satisfied	44	38	42	42	35	53	48
Somewhat Dissatisfied	6	6	5	8	3	5	6
Very Dissatisfied	7	2	5	5	7	10	13
Mean	3.2	3.4	3.3	3.3	3.4	3.1	3.0

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Mobil

Overall, how satisfied are you with your overall experience with each of the following gas stations in the past 12 months? If you haven't used that gas station in the last 12 months, just press 9. The first gas station is...

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	88	18	10	19	17	24	59	18
NET: Top2	61	69	40	58	74	57	65	65
NET: Btm2	39	31	60	42	26	43	35	35
Very Satisfied	28	30	19	32	22	33	34	22
Somewhat Satisfied	33	39	22	26	52	23	31	43
Somewhat Dissatisfied	12	8	11	26	10	3	15	7
Very Dissatisfied	28	23	48	16	15	40	20	28
Mean	2.6	2.8	2.1	2.7	2.8	2.5	2.8	2.6

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	88	5	16	40	1	6	20
NET: Top2	61	69	71	75	0	28	37
NET: Btm2	39	31	29	25	100	72	63
Very Satisfied	28	27	19	42	0	0	21
Somewhat Satisfied	33	42	52	33	0	28	15
Somewhat Dissatisfied	12	31	5	9	0	27	14
Very Dissatisfied	28	0	24	15	100	45	50
Mean	2.6	3.0	2.7	3.0	1.0	1.8	2.1

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Petro Canada

Overall, how satisfied are you with your overall experience with each of the following gas stations in the past 12 months? If you haven't used that gas station in the last 12 months, just press 9. The first gas station is...

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	710	121	95	135	190	169	390	301
NET: Top2	87	88	84	91	85	88	84	93
NET: Btm2	13	12	16	9	15	12	16	7
Very Satisfied	51	54	45	48	48	56	45	58
Somewhat Satisfied	37	34	40	42	37	31	39	35
Somewhat Dissatisfied	7	5	9	4	11	6	10	3
Very Dissatisfied	6	6	7	5	4	7	6	4
Mean	3.3	3.4	3.2	3.3	3.3	3.4	3.2	3.5

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	710	45	166	292	37	79	91
NET: Top2	87	91	92	86	93	82	83
NET: Btm2	13	9	8	14	7	18	17
Very Satisfied	51	48	52	51	66	47	43
Somewhat Satisfied	37	43	39	35	27	35	40
Somewhat Dissatisfied	7	6	4	9	4	9	5
Very Dissatisfied	6	3	5	5	3	9	11
Mean	3.3	3.4	3.4	3.3	3.6	3.2	3.2

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Shell

Overall, how satisfied are you with your overall experience with each of the following gas stations in the past 12 months? If you haven't used that gas station in the last 12 months, just press 9. The first gas station is...

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	671	112	90	137	173	159	375	277
NET: Top2	87	90	88	83	88	83	84	92
NET: Btm2	13	10	12	17	12	17	16	8
Very Satisfied	46	46	48	41	52	47	46	49
Somewhat Satisfied	41	44	39	42	36	36	39	43
Somewhat Dissatisfied	7	4	6	10	10	7	8	5
Very Dissatisfied	6	6	6	7	2	10	7	3
Mean	3.3	3.3	3.3	3.2	3.4	3.2	3.2	3.4

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	671	30	156	257	50	86	92
NET: Top2	87	79	87	89	87	93	79
NET: Btm2	13	21	13	11	13	7	21
Very Satisfied	46	34	45	49	58	48	40
Somewhat Satisfied	41	46	43	40	30	44	39
Somewhat Dissatisfied	7	21	4	6	7	4	9
Very Dissatisfied	6	0	8	5	6	3	12
Mean	3.3	3.1	3.2	3.3	3.4	3.4	3.1

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Ultramar

Overall, how satisfied are you with your overall experience with each of the following gas stations in the past 12 months? If you haven't used that gas station in the last 12 months, just press 9. The first gas station is...

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	391	56	51	83	114	87	221	155
NET: Top2	83	81	83	83	86	84	80	91
NET: Btm2	17	19	17	17	14	16	20	9
Very Satisfied	48	51	48	43	47	52	43	56
Somewhat Satisfied	35	31	35	40	40	32	37	35
Somewhat Dissatisfied	8	10	4	8	10	5	11	4
Very Dissatisfied	9	9	13	9	3	11	9	5
Mean	3.2	3.2	3.2	3.2	3.3	3.3	3.1	3.4

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	391	49	197	118	3	8	16
NET: Top2	83	80	90	86	65	74	19
NET: Btm2	17	20	10	14	35	26	81
Very Satisfied	48	52	49	54	65	42	2
Somewhat Satisfied	35	28	41	32	0	32	17
Somewhat Dissatisfied	8	15	6	4	0	0	30
Very Dissatisfied	9	4	4	9	35	26	51
Mean	3.2	3.3	3.3	3.3	3.0	2.9	1.7

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Husky

Overall, how satisfied are you with your overall experience with each of the following gas stations in the past 12 months? If you haven't used that gas station in the last 12 months, just press 9. The first gas station is...

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	279	59	35	58	57	70	159	104
NET: Top2	81	84	80	80	68	82	81	87
NET: Btm2	19	16	20	20	32	18	19	13
Very Satisfied	44	46	44	42	39	44	46	44
Somewhat Satisfied	37	38	37	38	29	38	35	43
Somewhat Dissatisfied	8	7	5	10	24	2	8	8
Very Dissatisfied	11	9	14	10	8	17	11	5
Mean	3.1	3.2	3.1	3.1	3.0	3.1	3.2	3.3

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	279	3	14	123	21	61	57
NET: Top2	81	0	61	87	89	77	77
NET: Btm2	19	100	39	13	11	23	23
Very Satisfied	44	0	16	48	64	34	45
Somewhat Satisfied	37	0	46	39	25	43	31
Somewhat Dissatisfied	8	48	3	3	11	20	6
Very Dissatisfied	11	52	36	10	0	3	18
Mean	3.1	1.5	2.4	3.2	3.5	3.1	3.0

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Olco

Overall, how satisfied are you with your overall experience with each of the following gas stations in the past 12 months? If you haven't used that gas station in the last 12 months, just press 9. The first gas station is...

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	89	15	11	24	18	21	54	26
NET: Top2	52	44	48	67	69	41	51	65
NET: Btm2	48	56	52	33	31	59	49	35
Very Satisfied	26	18	38	34	22	18	28	26
Somewhat Satisfied	27	25	11	34	48	23	23	39
Somewhat Dissatisfied	17	27	10	8	10	18	20	15
Very Dissatisfied	31	29	42	24	21	42	29	20
Mean	2.5	2.3	2.4	2.8	2.7	2.2	2.5	2.7

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	89	2	25	42	1	6	13
NET: Top2	52	52	75	58	0	62	16
NET: Btm2	48	48	25	42	100	38	84
Very Satisfied	26	0	43	26	0	40	9
Somewhat Satisfied	27	52	32	32	0	23	7
Somewhat Dissatisfied	17	48	5	16	0	8	29
Very Dissatisfied	31	0	20	26	100	30	55
Mean	2.5	2.5	3.0	2.6	1.0	2.7	1.7

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Mohawk

Overall, how satisfied are you with your overall experience with each of the following gas stations in the past 12 months? If you haven't used that gas station in the last 12 months, just press 9. The first gas station is...

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	121	17	14	25	30	35	83	29
NET: Top2	60	55	53	60	69	67	62	62
NET: Btm2	40	45	47	40	31	33	38	38
Very Satisfied	32	29	35	32	33	34	36	26
Somewhat Satisfied	28	26	18	29	36	33	27	36
Somewhat Dissatisfied	15	23	8	19	12	2	17	13
Very Dissatisfied	26	23	39	20	19	30	20	25
Mean	2.7	2.6	2.5	2.7	2.8	2.7	2.8	2.6

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	121	2	10	34	10	27	38
NET: Top2	60	0	43	51	100	75	62
NET: Btm2	40	100	57	49	0	25	38
Very Satisfied	32	0	33	32	68	32	27
Somewhat Satisfied	28	0	10	18	32	43	34
Somewhat Dissatisfied	15	100	14	15	0	20	7
Very Dissatisfied	26	0	43	34	0	5	32
Mean	2.7	2.0	2.3	2.5	3.7	3.0	2.6

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Irving

Overall, how satisfied are you with your overall experience with each of the following gas stations in the past 12 months? If you haven't used that gas station in the last 12 months, just press 9. The first gas station is...

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	226	38	30	53	62	43	127	83
NET: Top2	73	65	69	86	78	73	72	78
NET: Btm2	27	35	31	14	22	27	28	22
Very Satisfied	41	42	33	52	41	30	42	43
Somewhat Satisfied	32	23	36	33	37	43	31	35
Somewhat Dissatisfied	12	13	15	7	18	4	18	6
Very Dissatisfied	15	22	16	7	4	23	10	15
Mean	3.0	2.8	2.9	3.3	3.1	2.8	3.0	3.1

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	226	74	84	43	2	9	14
NET: Top2	73	74	87	71	42	74	18
NET: Btm2	27	26	13	29	58	26	82
Very Satisfied	41	47	47	41	0	40	0
Somewhat Satisfied	32	27	40	30	42	34	18
Somewhat Dissatisfied	12	20	3	7	0	17	28
Very Dissatisfied	15	6	9	23	58	9	53
Mean	3.0	3.2	3.2	2.9	1.8	3.0	1.7

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Percent Visited Summary

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1353	172	159	253	362	407	691	631
Canadian Tire	36	42	38	36	36	27	40	32
Esso	56	66	60	58	47	44	58	55
Mobil	7	10	6	7	5	6	10	3
Petro-Canada	57	71	58	54	53	41	60	54
Shell	54	66	57	54	48	38	56	52
Ultramar	31	33	32	33	32	22	34	27
Husky	24	35	22	22	16	17	26	21
Olco	8	9	7	9	5	6	9	5
Mohawk	9	10	8	10	8	9	12	5
Irving	19	22	19	21	18	11	20	15

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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1353	100	305	516	99	146	187
Canadian Tire	36	41	32	49	22	26	22
Esso	56	57	58	60	33	63	51
Mobil	7	6	7	8	1	4	14
Petro-Canada	57	44	59	60	45	61	53
Shell	54	37	56	54	57	65	51
Ultramar	31	53	66	21	4	5	13
Husky	24	4	6	28	32	45	33
Olco	8	4	8	9	1	5	12
Mohawk	9	4	4	7	9	15	24
Irving	19	75	29	9	2	8	12

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