

# Insights West

## Energy Brand Digital Insights (May 16, 2013)

### How familiar are you with...?

	Canadian Natural Resources	Cenovus Energy	Enbridge	Encana	ENMAX	Husky Energy	Imperial Oil	Kinder Morgan	Suncor Energy	TransCanada	ATCO
Weighted base size (Total Sample)	204	205	482	204	205	204	204	277	204	277	832
Unweighted base size (Total Sample)	204	205	482	204	205	204	204	277	204	277	831
<b>SUMMARY: Familiar %</b>	<b>48%</b>	<b>28%</b>	<b>53%</b>	<b>57%</b>	<b>72%</b>	<b>73%</b>	<b>74%</b>	<b>8%</b>	<b>76%</b>	<b>71%</b>	<b>82%</b>
Very Familiar %	13%	8%	13%	16%	36%	23%	29%	2%	26%	20%	32%
Somewhat Familiar %	35%	20%	40%	41%	36%	49%	46%	7%	50%	51%	50%
Not Very Familiar %	35%	34%	27%	24%	20%	19%	17%	26%	18%	18%	13%
Not At All Familiar %	17%	39%	19%	19%	8%	9%	9%	66%	5%	11%	5%

	Shell Canada	Pengrowth Energy	EPCOR	Conoco Phillips	Syncrude	BullFrog Power	Nexen	Talisman Energy	Direct Energy	Spot Power
Weighted base size (Total Sample)	832	832	202	202	202	202	202	202	202	202
Unweighted base size (Total Sample)	831	831	202	202	202	202	202	202	202	202
<b>SUMMARY: Familiar %</b>	<b>89%</b>	<b>25%</b>	<b>66%</b>	<b>25%</b>	<b>46%</b>	<b>5%</b>	<b>23%</b>	<b>25%</b>	<b>67%</b>	<b>0%</b>
Very Familiar %	36%	4%	26%	3%	10%	0%	3%	3%	28%	0%
Somewhat Familiar %	53%	21%	40%	21%	36%	5%	20%	22%	38%	0%
Not Very Familiar %	8%	30%	23%	20%	26%	11%	29%	39%	19%	5%
Not At All Familiar %	3%	45%	11%	56%	28%	84%	48%	36%	15%	95%

**On a ten point scale where 10 means “excellent” and 1 means “poor”, how would you**

	Canadian Natural Resources	Cenovus Energy	Enbridge	Encana	ENMAX	Husky Energy	Imperial Oil	Kinder Morgan	Suncor Energy	TransCanada	ATCO
<b>Unweighted Base size: (those Very/Somewhat/Not very familiar with brand)</b>	<b>165</b>	<b>111</b>	<b>372</b>	<b>167</b>	<b>188</b>	<b>187</b>	<b>190</b>	<b>88</b>	<b>190</b>	<b>232</b>	<b>792</b>
Overall Rating - Total Top 3 Box % (8,9,10)	21%	17%	19%	27%	23%	31%	32%	7%	36%	23%	33%
Overall Rating - 10	1%	4%	1%	1%	2%	1%	1%	0%	1%	1%	3%
Overall Rating - 9	3%	4%	6%	9%	4%	7%	7%	3%	11%	10%	10%
Overall Rating - 8	17%	9%	12%	17%	16%	24%	25%	4%	24%	12%	20%
Overall Rating - Total Mid (6,7) %	32%	19%	25%	28%	38%	37%	34%	14%	30%	27%	34%
Overall Rating - Total B5 (1-5) %	14%	13%	23%	17%	20%	15%	17%	6%	16%	30%	15%
Overall Rating - Total B3 Poor (1,2,3) %	4%	1%	9%	3%	3%	2%	2%	0%	2%	2%	3%
Overall Rating - Mean Score	6.6	6.7	6.1	6.8	6.6	6.8	6.8	6.7	6.9	6.4	6.9

	Shell Canada	Pengrowth Energy	EPCOR	Conoco Phillips	Syncrude	BullFrog Power	Nexen	Talisman Energy	Direct Energy	Spot Power
<b>Unweighted Base size: (those Very/Somewhat/Not very familiar with brand)</b>	<b>805</b>	<b>446</b>	<b>186</b>	<b>81</b>	<b>165</b>	<b>21</b>	<b>93</b>	<b>118</b>	<b>172</b>	<b>5</b>
Overall Rating - Total Top 3 Box % (8,9,10)	33%	14%	22%	15%	24%	N/A	21%	17%	17%	N/A
Overall Rating - 10	3%	2%	1%	0%	1%	N/A	3%	2%	1%	N/A
Overall Rating - 9	10%	3%	5%	2%	6%	N/A	2%	5%	4%	N/A
Overall Rating - 8	21%	8%	17%	13%	18%	N/A	16%	10%	13%	N/A
Overall Rating - Total Mid (6,7) %	31%	19%	41%	45%	36%	N/A	24%	20%	28%	N/A
Overall Rating - Total B5 (1-5) %	22%	10%	18%	8%	17%	N/A	19%	16%	36%	N/A
Overall Rating - Total B3 Poor (1,2,3) %	5%	2%	3%	3%	4%	N/A	9%	3%	13%	N/A
Overall Rating - Mean Score	6.7	6.7	6.6	6.6	6.6	N/A	6.4	6.4	5.7	N/A

**How would you rate [COMPANY] on each of the following dimensions? Please select one response for each row.**

<b>Top 2 Box (Excellent/Good)</b>	<b>Canadian Natural Resources</b>	<b>Cenovus Energy</b>	<b>Enbridge</b>	<b>Encana</b>	<b>ENMAX</b>	<b>Husky Energy</b>	<b>Imperial Oil</b>	<b>Kinder Morgan</b>	<b>Suncor Energy</b>	<b>TransCanada</b>	<b>ATCO</b>
<b>Unweighted Base size: (those Very/Somewhat/Not very familiar with brand)</b>	<b>165</b>	<b>111</b>	<b>372</b>	<b>167</b>	<b>188</b>	<b>187</b>	<b>190</b>	<b>88</b>	<b>190</b>	<b>232</b>	<b>792</b>
Supports the community	27%	28%	33%	38%	39%	45%	41%	10%	47%	32%	44%
Is innovative	26%	37%	33%	35%	40%	40%	39%	16%	47%	38%	35%
Has good advertising	23%	31%	28%	32%	51%	40%	43%	8%	39%	28%	N/A
Is environmentally responsible	30%	20%	30%	36%	37%	40%	36%	13%	40%	31%	38%
Is a good employer	30%	22%	33%	36%	32%	44%	47%	11%	44%	39%	38%
Is trustworthy	30%	28%	26%	35%	40%	45%	39%	N/A	35%	N/A	42%
Is well managed	35%	27%	27%	42%	38%	48%	47%	N/A	46%	N/A	43%
Is friendly	22%	28%	29%	35%	52%	49%	43%	N/A	33%	N/A	43%
Offers good value for the money	25%	21%	23%	29%	38%	41%	35%	N/A	30%	N/A	N/A
Provides good quality customer service	24%	22%	24%	30%	46%	46%	45%	N/A	32%	N/A	41%

<b>Top 2 Box (Excellent/Good)</b>	<b>Shell Canada</b>	<b>Pengrowth Energy</b>	<b>EPCOR</b>	<b>Conoco Phillips</b>	<b>Syncrude</b>	<b>BullFrog Power</b>	<b>Nexen</b>	<b>Talisman Energy</b>	<b>Direct Energy</b>	<b>Spot Power</b>
<b>Unweighted Base size: (those Very/Somewhat/Not very familiar with brand)</b>	<b>805</b>	<b>446</b>	<b>186</b>	<b>81</b>	<b>165</b>	<b>21</b>	<b>93</b>	<b>118</b>	<b>172</b>	<b>5</b>
Supports the community	40%	25%	44%	20%	49%	N/A	22%	32%	21%	N/A
Is innovative	44%	19%	40%	32%	56%	N/A	33%	27%	25%	N/A
Has good advertising	N/A	N/A	42%	18%	38%	N/A	18%	21%	35%	N/A
Is environmentally responsible	37%	16%	38%	36%	30%	N/A	22%	26%	28%	N/A
Is a good employer	39%	17%	33%	42%	58%	N/A	28%	31%	22%	N/A
Is trustworthy	40%	17%	39%	36%	33%	N/A	30%	26%	27%	N/A
Is well managed	44%	20%	37%	41%	50%	N/A	32%	32%	31%	N/A
Is friendly	44%	18%	46%	22%	31%	N/A	35%	29%	34%	N/A
Offers good value for the money	N/A	N/A	30%	31%	30%	N/A	26%	21%	24%	N/A
Provides good quality customer service	45%	15%	49%	19%	29%	N/A	32%	24%	29%	N/A

**Now thinking about your personal interactions with [COMPANY], which of the following have you ever done? Please select all that apply.**

	Canadian Natural Resources	Cenovus Energy	Enbridge	Encana	ENMAX	Husky Energy	Imperial Oil	Kinder Morgan	Suncor Energy	TransCanada	ATCO
<b>Unweighted Base size: Total Sample</b>	204	205	205	204	205	204	204	N/A	204	N/A	792
Talked with your friends/family in a social setting	19%	12%	19%	27%	33%	22%	28%	N/A	30%	N/A	24%
Been to the corporate website	7%	10%	10%	15%	25%	11%	11%	N/A	14%	N/A	15%
Interacted on your mobile device	1%	1%	2%	1%	4%	2%	4%	N/A	1%	N/A	2%
Shared an article/website link on Twitter/Facebook	0%	0%	0%	1%	0%	1%	2%	N/A	1%	N/A	3%
Tweeted or posted a blog	2%	0%	0%	0%	0%	0%	1%	N/A	0%	N/A	0%
None of the above	79%	83%	78%	64%	55%	71%	68%	N/A	66%	N/A	67%

	Shell Canada	Pengrowth Energy	EPCOR	ConocoPhillips	Syncrude	BullFrog Power	Nexen	Talisman Energy	Direct Energy	Spot Power
<b>Unweighted Base size: Total Sample</b>	805	446	202	202	202	202	202	202	202	202
Talked with your friends/family in a social setting	27%	7%	28%	9%	22%	3%	5%	8%	28%	0%
Been to the corporate website	19%	5%	16%	11%	11%	7%	7%	7%	14%	2%
Interacted on your mobile device	6%	2%	4%	0%	0%	0%	2%	2%	2%	0%
Shared an article/website link on Twitter/Facebook	5%	0%	3%	1%	1%	1%	1%	1%	3%	0%
Tweeted or posted a blog	1%	0%	0%	0%	0%	0%	2%	2%	0%	2%
None of the above	61%	88%	62%	81%	75%	93%	87%	86%	64%	98%