# 2019 Signa Statistical Report

AN IN-DEPTH SURVEY OF SIGMA MEMBERS, OPERATIONS, SALES, AND SERVICE DURING 2018



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F.C. Tally Roberts, Jr. 1989-1991 North Carolina

R. H. Tod Butler, Jr. 1991-1993 Michigan

Douglas L. True 1993-1995 Washington

Leo Liebowitz 1995-1997 New York

Bob Phillips, Jr. 1997-1999 Oklahoma

Thomas L. Robinson 1999-2001 California

Michael Ports 2001-2004 Ohio

William S. Shipley, III 2004-2006 Pennsylvania

Paul Reid 2006-2008 New York

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Thomas Schmidt 2012-2014 Wisconsin

Thomas Gresham 2014-2016 Mississippi

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Steptoe & Johnson 1330 Connecticut Ave. NW Washington, D.C. 20036-1795 PHONE: (202) 429 3000 EACH YEAR, SIGMA conducts a survey of its members. This survey enables SIGMA to develop a better understanding of what is happening in the fuels market, which, in turn, allows SIGMA to better serve its members. The report also provides timely information on how SIGMA members are responding to current industry challenges whether they are legislative, regulatory, or market-related, as well as how they are approaching new opportunities.

As in previous years, it was clear from the responses received that SIGMA members continue to maintain a unique balance between fuel supply and operations management in their business strategies.

This leads to lower consumer prices for both gasoline and diesel fuel and benefits the overall U.S. economy tremendously.

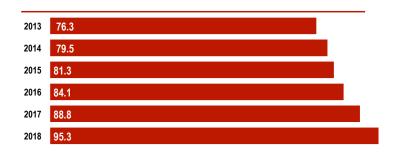
In 2018, SIGMA members continued to adapt to the changing nature of the fuel marketing industry. Declining demand has created a new market landscape. As new fuels continue to enter the market, SIGMA members' decisions regarding what fuels to sell remains driven by their availability, as well as federal and state requirements related to their sale. For this reason, the Renewable Fuel Standard still tops the list as one of SIGMA's most significant issues. SIGMA is responsive to its members' needs, and has therefore added electric vehicle charging infrastructure, RFS sunset, and RIN transparency requirements to the list of priority issues under consideration in the 118th Congress.

As the market, both domestic and global, in which SIGMA members operate continues to change, so do SIGMA members' interests and operations. This ongoing evolution, and SIGMA members' longstanding commitment to meeting demand, is reflected in this 2019 Annual Statistical Report.

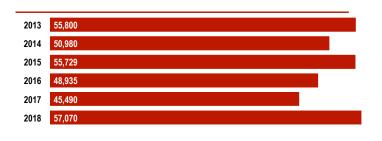
#### NUMBER OF EMPLOYEES (GASOLINE OR C-STORE ONLY)



## NUMBER OF GALLONS SOLD (BILLIONS)



#### NUMBER OF RETAIL FUEL OUTLETS SUPPLIED



#### SIGMA MEMBER COMPANY PROFILE

SIGMA represents approximately 250 member companies operating in all 50 states and Canada. This figure has decreased in terms of total companies but increased as a percentage of the entire industry due to consolidation.

Combined it is estimated that SIGMA members sold more than 83% of motor fuel sold in the United States in 2018.

The 2019 Statistical Report presents the findings of a survey of SIGMA's 252 members, with an approximate response rate of 36.4%. This rate is higher than in 2017 and 2018, although it is considerably lower than our record high of 46% in 2014. Data is for fiscal or calendar 2018.

\*Note: Numeric responses such as number of gallons sold, environmental expenses, etc. are variable based on which SIGMA members respond to our survey. A higher rate compared to previous years may be caused by a higher response rate from SIGMA's larger member companies.

#### MEDIAN MEMBER PROFILE

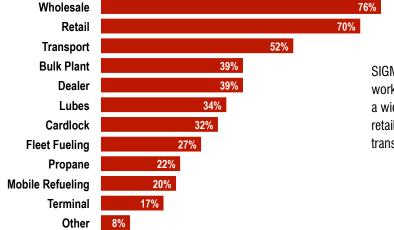
The typical SIGMA member (half larger, half smaller) is a substantial company – significantly larger than the typical jobber, although quite small compared to international oil companies.

#### TYPICAL MEMBER PROFILE

Please note, that although it would be impressive to include, this report excludes the sales of our Associate Member refiners. We also exclude non-fuel sales of some Regular Members, such as "big box" retailers and fast food franchisors because SIGMA does not attempt to represent them in their primary lines of business.

Median		Mid-Range
(Half Larger/Half Smaller)		(25 <sup>th</sup> to 75 <sup>th</sup> Percentile)
130.0 million gallons	MOTOR FUEL SUPPLIED	60.5 million to 536.8 million gallons
108	RETAIL OUTLETS SUPPLIED	<b>43</b> to 298
390	EMPLOYEES	91 to 1,136
15.5 suppliers	BUYING FROM MANY DIFFERENT FUEL SUPPLIEF	<b>7.3</b> to 25.0 suppliers
3 brands	SELLING FUEL UNDER MULTIPLE BRANDS	1 to 5 brands
4 states	OPERATING IN MULTIPLE STATES and PROVINCE	S 2 to 11 states

#### COMPANY ACTIVITIES



SIGMA members are motor fuel marketers, but they work in a wide variety of ways and in conjunction with a wide variety of other businesses. Wholesale and retail are the most common operations, followed by transport, bulk plant, and dealer activities.

#### **GEOGRAPHIC SCOPE OF ACTIVITY**

SIGMA member firms operated in a mean of 10.3 and a median of 4 states/ provinces in 2018. Half of them operated in 2 to 11 states/provinces.

Texas (39%), Pennsylvania (34%), Florida (33%), Alabama (30%), Maryland (28%), Georgia, North Carolina, Ohio, and Virginia (26% each), and Arkansas, Illinois, Indiana, Louisiana, Missouri, and Oklahoma (25% each) were most commonly reported by SIGMA members.

New York, South Carolina, Tennessee, and West Virginia were reported by 23% of firms. California, Colorado, Delaware, Iowa, Kansas, Kentucky, Minnesota, New Jersey, New Mexico were each reported by 20%-21% of SIGMA members.

Q1 = 25th percentile Q3 = 75th percentile

	MEAN	Q1	MEDIAN	Q3
Total states/provinces	10.3	2.0	4.0	11.0

#### **EMPLOYEES**

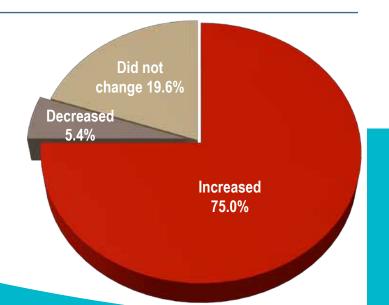
SIGMA members provided almost 384,000 jobs in fuel and c-store operations. Not included in this total are hundreds of thousands of jobs in non fuel-related positions with non-traditional retailers, such as supermarket chains, warehouse clubs, and fast food franchisors. An additional 95,000 were employed by dealers.



	MEAN	Q1	MEDIAN	<b>Q</b> 3
Total individuals employed by your company (not converted to full-time equivalents)	2,122	91	390	1,136
Total individuals employed by dealers (outlets to which you deliver but don't own)	1,034	51	431	1,270

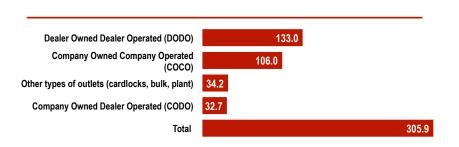
#### HOW TOTAL INDIVIDUALS EMPLOYED BY YOUR COMPANY CHANGED IN 2018

Most (75%) of SIGMA respondents indicated that their total employment increased in 2018, while 20% indicated that it did not change, and only 5% indicated a decrease.



# MOTOR FUEL OUTLETS TOTAL SUPPLIED BY CATEGORY

SIGMA members report a mean of 305.9 total motor fuel outlets, including 133.0 direct owned dealer operated outlets (DODO), 106.0 company owned company operated (COCO), 32.7 company owned dealer operated (CODO), and 34.2 other types of outlets.

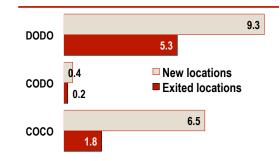


As with many of our other indicators, the median is frequently 0 because not all firms operate them and the statistics below are based on the total firms that answered the question. A total of 78% indicate operating COCO, 64% DODO, 47% CODO, and 45% some other types of outlets including cardlocks, bulk, or plant.

	MEAN	Q1	MEDIAN	Q3
Dealer Owned Dealer Operated (DODO)	133.0	0.0	24.0	97.8
Company Owned Company Operated (COCO)	106.0	1.8	13.5	74.3
Other types of outlets (cardlocks, bulk, plant)	34.2	0.0	0.0	5.0
Company Owned Dealer Operated (CODO)	32.7	0.0	0.0	6.3
Total Outlets	305.9	43.0	108.0	298.0

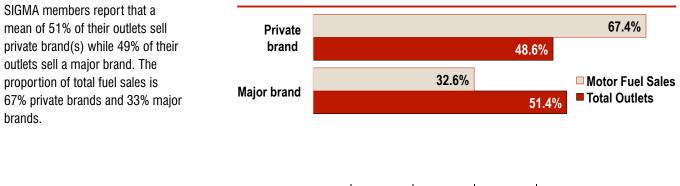
#### INDUSTRY LOCATIONS ENTERED OR EXITED, PAST 12 MONTHS

SIGMA members report a mean of 9.3 DODO new industry locations entered in 2018, 6.5 new COCO, and 0.4 new CODO. In turn, SIGMA members exited a mean of 5.3 DODO, 6.5 COCO, and 0.2 CODO locations.



Aggregating all responses shows that firms participating in the survey entered 942 locations and exited 418, a net entry of 524 additional locations in 2018. Projected these results across North America (based on the proportion of the industry represented by survey participants) indicates 3,040 new, 1,350 exited, and a net entry of 1,690 additional locations. As indicated in the table below, the actual proportion of members who entered or exited is a minority of responding members.

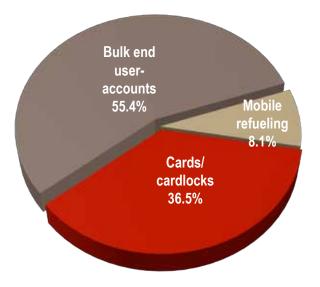
PROPORTION CHANGING	NEW	EXITED
0000	45%	31%
CODO	14%	7%
DODO	45%	34%



	MEAN	Q1	MEDIAN	<b>Q</b> 3
Under how many brands do	3.08	1	3	5
you market motor fuel?				

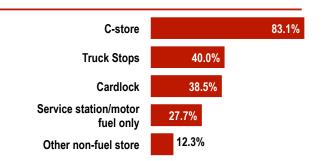
#### PERCENTAGE OF FLEET AND OTHER END-USER ACCOUNTS SERVICED

SIGMA members reported servicing a mean of 55% of their fleet and other end-user accounts as bulk end-user accounts, 37% through cards/cardlocks, and 8% through mobile refueling.



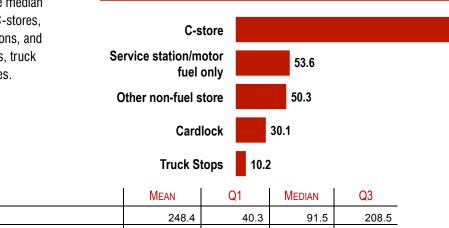
#### PROPORTION OF OPERATING MOTOR FUEL OUTLETS BY CATEGORY

Most SIGMA members (83%) operate at least one C-store, while 40% of respondents operate at least one truck stop, 39% operate at least one cardlock, 28% operate at least one motor fuel-only service station, and 12% operate some other (non-C-store) non-fuel stores.



If they operate at least one, the median SIGMA member operates 92 C-stores, 6 motor fuel-only service stations, and between 2.5 and 4.0 cardlocks, truck stops, and other non-fuel stores.

C-store



Service station/motor fuel only	53.6	3.3	6.0	73.0
Other non-fuel store	50.3	1.0	2.5	13.0
Cardlock	30.1	2.0	4.0	12.0
Truck Stops	10.2	2.0	3.5	11.5

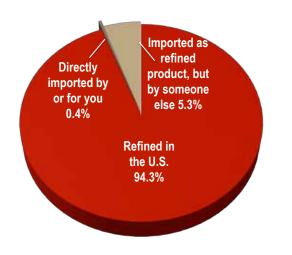
# COCO NON-FUEL OUTLETS OPERATED

248.4

SIGMA members indicate operating a mean of 16.6			
carwashes, 6.6 c-stores without motor fuel, and 2.5 other retail outlets.	C-Stores (no motor fuel)	6.6	
	Other retail outlets	2.5	
	Carwashes		16.6
Companies operate a mean of 5.1 branded fast food outlets and someone else operates a mean of additional 4.7 branded fast food outlets for them.	Branded fast food, company operated Branded fast food, operated by someone else	5.1 4.7	

# **BLENDING PUMPS**

SIGMA members report a mean		MEAN	Q1	MEDIAN	Q3	
of 95.8 and a median of 35 plending pumps.	Blending pumps: number of outlets	95.8	3.0	35.0	90.0	
						R
				1	01	
2% of SIGMA members have	Millions	MEAN	Q1	MEDIAN	<b>Q</b> 3	
aken title to RINS and 39% sold	Millions Ethanol RINS	Меан 25.3	Q1 1.7	2.6	15.2	_
			-			<u>-</u>



	MEAN	Q1	MEDIAN	Q3
From how many different suppliers did you purchase fuel	25.5	5	11.5	31

SIGMA members report that a mean of 94% of their total product purchases were refined in the United States, while 5% were imported as refined product by someone else, and only 0.4% was directly imported by or for them.

Respondents further reported that a mean of 45% of their supply was sourced from a major integrated refinery, while 23% of their supply comes from large independent refiners, 16% from non-refiners (rack), 8% from small refiners under 250,000 b/d capacity, and 7% from other sources.

#### AVERAGE ANNUAL SALES OF MOTOR FUEL

Estimated 2018 total fuel sales by SIGMA members was 95.3 billion gallons, a figure based on projections from members who responded to the survey, and their business profile relative to other SIGMA members. The average total gallons sold per firm was a mean of 484.0 billion gallons and a median of 138.4 billion gallons.

Gasoline, blended	281.	6
Conventional diesel	148.1	
Gasoline, conventional	106.4	
Biodiesel (B5, B11, B20-99, B100)	69.9	
All blends above E10 & below E85	21.1	
E85	3.9 Mean Millions of Gallons	

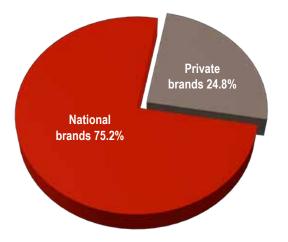
Gallons	MEAN	Q1	MEDIAN	Q3	% REPORTING
Conventional diesel	440 405 400	44.040.500	40.040.050	07.040.004	
	148,135,109	14,812,500	40,612,850	97,349,091	88%
Biodiesel (B5, B11, B20-99, B100)	69,921,432	2,125,000	5,868,452	47,956,891	56%
Gasoline, conventional	106,387,887	1,050,000	8,535,632	60,471,210	68%
Gasoline, blended	281,583,644	24,750,000	87,316,538	324,746,314	84%
E85	3,935,382	117,750	460,300	1,903,372	36%
All blends above E10 &below E85	21,094,981	26,389	582,500	14,996,723	20%
Total gallons (all types)	484,024,655	63,681,250	138,418,500	536,835,250	

Survey participants indicated a decrease from 2018 in mean sales per company of conventional gasoline and diesel, and increases in blended gasoline, E85, biodiesel, and all blends above E10 & below E85.

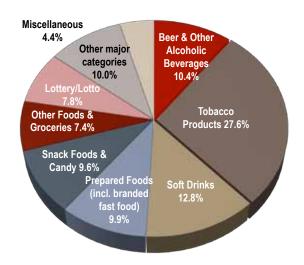
- The average total gallons sold increased for the typical firm, with the median increasing by 17% from 118 million gallons in 2017, but the mean declined slightly, by -3.4% from 501 million in 2017.
- The proportions of firms that sell each product fluctuated slightly except for sharper increases in the number selling biodiesel and blends above E10 and below E85,
- One of the largest percentage changes in volume, for conventional diesel, reversed a sharp increase reported in the 2017 survey.

## LUBRICANTS

37% of SIGMA members sell lubricants, with a mean of 3.13 million gallons and a median of 1.0 million gallons reported by those who shared sales figures. SIGMA respondents indicate that an average of 75% of their total lubricant sales are national brands, and 25% are private brands. Based on responses received, we estimate that SIGMA members sold 220 million gallons of lubricants in 2018.



#### PERCENTAGE OF TOTAL NON-FUEL SALES



# SIGMA members report that tobacco products (28%) account for the largest average share of their non-fuel sales, followed by soft drinks (13%).

Other categories included beer and other alcoholic beverages, prepared foods, and snack foods and candy (10% each); lottery/lotto (8%), other foods and groceries (7%), miscellaneous and other major categories (14% combined).

# AVERAGE FUEL OUTLETS WITH FINANCIAL SERVICES OFFERED

SIGMA members indicate operating a mean of 161 ATMs, while a mean of 33 outlets provide money orders and 20 outlets offer check cashing services.



#### AVERAGE EXPANSION AND CAPITAL IMPROVEMENTS

Average capital investment in remodeling/refitting existing and newly acquired stations in 2018 increased sharply since 2017, almost quadrupling driven by several members reporting much higher expenditures. The mean amount spent on building and equipping new stations increased almost 140% compared to 2017, although the median (typical response) remains zero. Expected borrowing for capital improvements in 2019 increased only slightly from last year's expectations.

	Mean	Q1	Median	Q3
Total amount spent by your company on remodeling				
and refitting existing and newly-acquired stations:	\$25,953,414	\$140,000	\$1,400,000	\$4,550,000
Total amount spent on building and equipping new				
stations:	\$34,044,505	\$0	\$375,000	\$7,500,000
Total new dollars you expect to borrow in 2019 for				
capital improvements and expansion:	\$13,360,625	\$0	\$412,500	\$4,625,000

#### TOTAL ENVIRONMENTAL COSTS

SIGMA members incur a number of compliance costs related to environmental regulations.

Firms estimate that their total capital expenditure for environmentally-related equipment increased by almost one-third since 2017, and the estimated internal costs of complying with environmental regulations increased by slightly more.

The total spent for tank testing, soil analysis, remediation, and other non-capital environmental compliance decreased by 35% and the net cost of environmental insurance and state tank trust fund declined by almost 20%.

Company's total capital expenditure for environmentally-related equipment:	\$723,605
spent on tank testing, soil analysis, remediation,	
ind other non-capital environmental compliance:	\$723,388
Estimated internal costs of complying with environmental regulations:	\$225,266
t cost of environmental insurance and state tank trust fund:	\$166,805

	Mean	Q1	Median	Q3
Company's total capital expenditure for environmentally-related equipment:	\$723,605	\$0	\$100,000	\$337,500
Total spent on tank testing, soil analysis, remediation, and other non-capital environmental compliance:	\$723,388	\$19,000	\$105,000	\$750,000
Net cost of environmental insurance and state tank trust fund:	\$166,805	\$3,750	\$70,000	\$156,250
Estimated internal costs of complying with environmental regulations:	\$225,266	\$15,000	\$50,000	\$150,000

In a relatively new question that has fluctuated considerably over the past several years in terms of how many and who answers the question, this year's results feel more consistent with the size and diversity of SIGMA members. They report paying a mean of \$57.9 million and a median of \$6.1 million in total federal taxes, and a mean of \$113.7 million and a median of \$3.0 million in total state/provincial taxes. Total payroll taxes are a mean of \$12.5 million and a median of \$0.9 million.

Company's total federal taxes \$45,275,783 paid:

Total taxes paid to all states/ provinces:

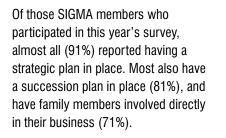
Total payroll taxes paid:

\$86,624,519

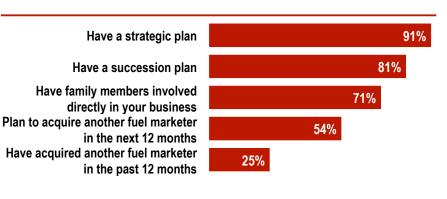
\$11,346,218

	Mean	Q1	Median	Q3
Company's total federal taxes paid	\$57,852,389	\$494,500	\$6,079,000	\$61,750,000
Total taxes paid to all states/provinces	\$113,694,681	\$418,750	\$3,000,000	\$135,640,000
Total payroll taxes paid	\$12,540,557	\$275,000	\$924,000	\$1,945,000

#### PLANS AND ACQUISITIONS



Planned acquisition activities continue to remain likely after increasing last year; in the 2019 survey 54% of participating firms stated that they plan to acquire another fuel marketer in the next 12 months, compared to 25% who have acquired one in the past 12 months.



SIGMA is the leading national trade association representing independent chain retailers and marketers of motor fuel, both branded and unbranded.

Founded in 1958 as the Society of Independent Gasoline Marketers of America (SIGMA), SIGMA has become a fixture in the motor fuel marketing industry. After over sixty years of leadership, SIGMA is the national trade association representing the most successful, progressive, and innovative independent fuel marketers and chain retailers in the United States and Canada. From the outset, the association has served to further the interests of this independent segment of the industry while providing information and services to members.

SIGMA's benefits to member companies include a wide variety of publications and timely mailings, as well as legal advice. The association holds meetings throughout the year to allow marketers and fuel suppliers to meet one-on-one and to give members a chance to participate in informative

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educational sessions. Leadership of the organization is provided by volunteers from SIGMA's member companies, giving the association the advantage of advice from some of the most wellrespected entrepreneurs in the nation.

SIGMA's policies and operating procedures are determined by its members through the Board of Directors and volunteer committees. Regular membership in SIGMA is available to companies involved in motor fuel retailing or wholesaling that are not owned by a refiner. Associate membership is open to other companies directly related to the manufacture or sale of motor fuels.

In addition, Associate Membership is available to companies that offer financial services, fuel transport services, and fleet card services. SIGMA member companies have long been recognized, both within and outside the industry, as the most aggressive, innovative, and pricecompetitive segment of petroleum marketers. From its headquarters in suburban Washington, D.C., the association engages in the legislative process in Congress and the regulatory process in the executive branch, including independent agencies of the federal government.

Throughout the year, SIGMA plays an important role in informing, explaining, and interpreting laws and rules to its members. The association also offers comments and input on regulations that affect independent marketers. This serves the dual purpose of ensuring that lawmakers and regulators have valid data on which to base their decisions, while guaranteeing that the perspectives and opinions of independent marketers are heard.





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