



# QUADRANT STRATEGIES

**June 2017** Growth Energy  
Motorcyclists Poll Findings Deck

# We surveyed motorcyclists across the United States

- ▶ We conducted a quantitative online poll from June 1 – June 3, 2017 among 500 randomly-selected motorcycle owners to understand their experiences filling up their engines with gasoline, as well as gauge the opinion of ethanol and reaction to facts about gas that contains ethanol.
- ▶ Motorcyclists interviewed use unleaded gasoline in their engines.
- ▶ The overall margin of error was +/- 4.38% and is smaller for sub-audiences.

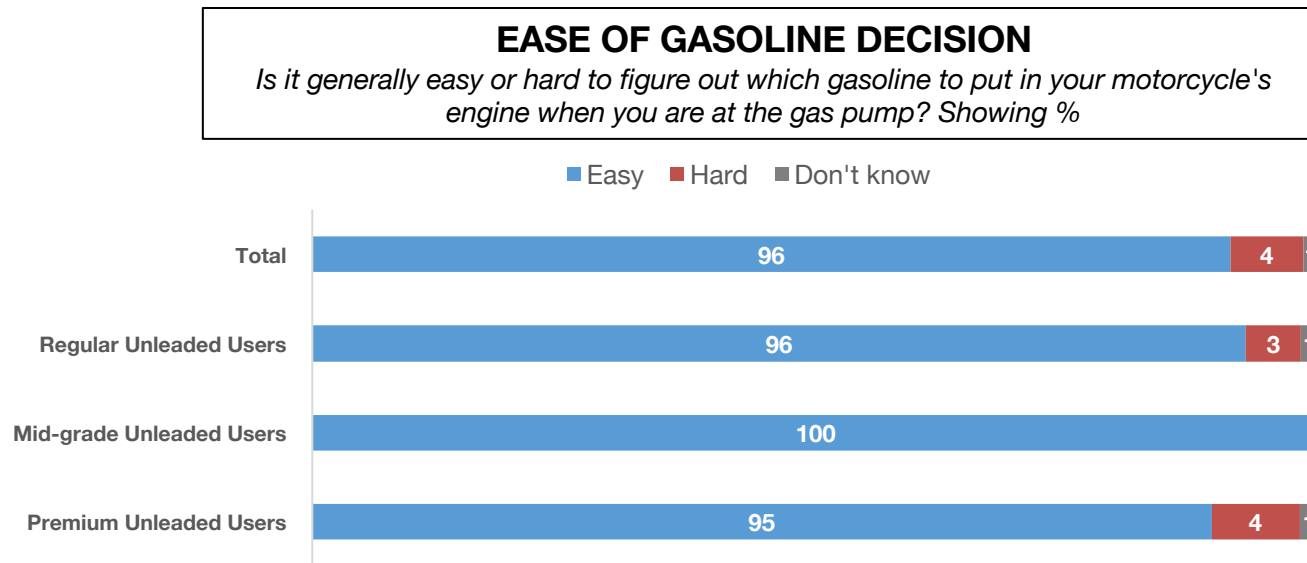
METHODOLOGY		
Audience	Sample Size	Margin of Error
Motorcycle owners nationwide	500	+/- 4.38%
Regular unleaded users	220	--
Mid-grade unleaded	56	--
Premium unleaded users	206	--

## The findings could not be clearer:

1. **Gasoline-choice confusion is a virtually non-existent issue** for motorcyclists.
2. **Motorcyclists are almost universally satisfied with the gasoline they choose** – including Regular Unleaded, which contains 10% ethanol.
3. Almost all small engine owners – **nine out of 10 – want choice at the gas pump.**

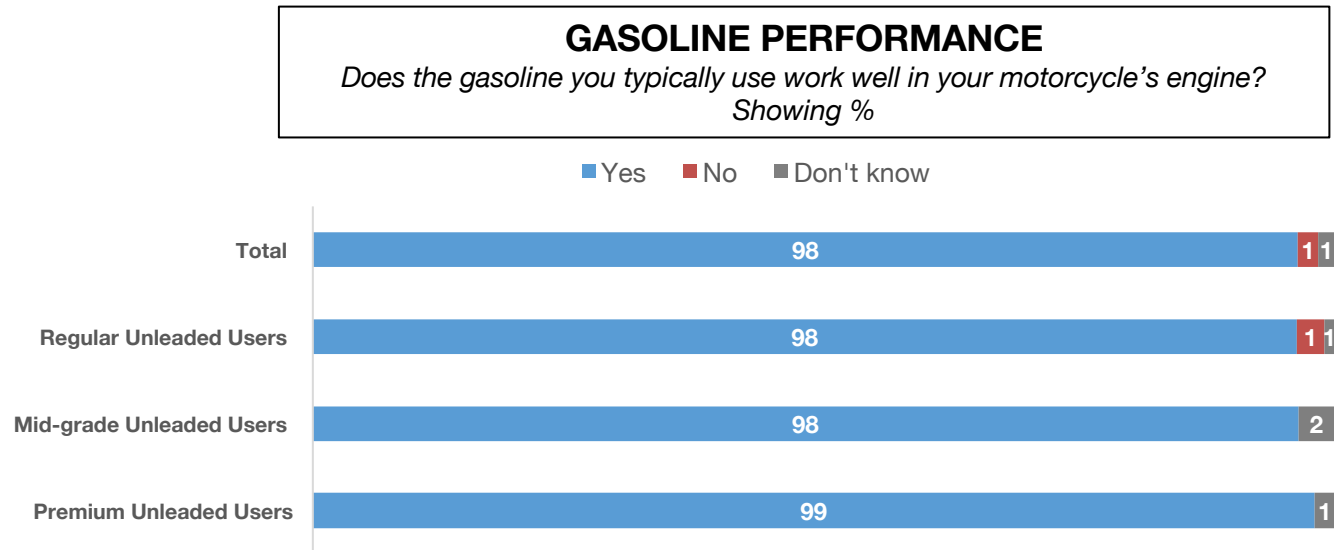
# Motorcyclists think it's a simple choice at the pump.

Almost all of them say it's easy to figure out the type of gas to put in their engine.



And the gasoline they use – including Regular Unleaded – is working well.

Nearly all are satisfied.

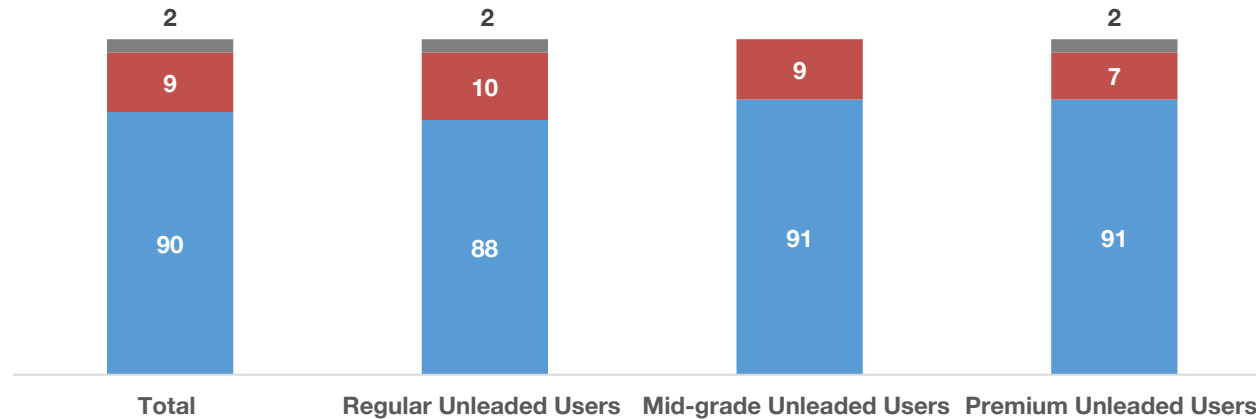


# 9 in 10 motorcyclists think it's important to have a choice at the pump.

## CHOICE AT THE PUMP

*How important do you think it is that you have a choice at the gas pump when buying gasoline – from gasoline with 0% ethanol all the way up to gasoline with 85% ethanol?  
Showing %*

■ Very important + somewhat important ■ Not very important + not important at all ■ Don't know





# Appendix: Messages



We gave them a number of facts about ethanol to consider.

<b>FACTS WE TESTED</b>	
<b>Title</b>	<b>Full Text</b>
<b>American-made</b>	Ethanol is an American-made biofuel, and using it in our gasoline means we are less dependent on foreign oil.
<b>Cleaner air</b>	Ethanol makes the air we breathe cleaner and reduces carbon emissions from engines by 43% or more.
<b>Warranties</b>	All major motorcycle manufacturers cover the use of gasoline with 10% ethanol in their warranties.
<b>Octane booster</b>	Ethanol is a high-powered octane booster for gasoline - pure ethanol has a 126-octane rating.
<b>Replaces chemicals</b>	Ethanol replaces chemicals in gasoline like MTBE, which contaminate water supplies and bodies of water where people fish.



Accurate information about how ethanol is American-made and has important environmental benefits makes them even more positive toward using ethanol. In particular:

- 1) Ethanol is an American-made biofuel
- 2) Ethanol makes the air we breathe cleaner and reduces emissions

<b>FACTS ABOUT ETHANOL</b> <i>Does knowing this make you think more positively or negatively about having 10% ethanol in regular unleaded gasoline? Showing % (much more positively + somewhat more positively)</i>	<b>Total</b>	<b>Regular Unleaded Users</b>	<b>Mid-grade Unleaded Users</b>	<b>Premium Unleaded Users</b>
<b>American-made</b>	85	87	80	85
<b>Cleaner air</b>	85	86	80	85
<b>Warranties</b>	79	82	79	78
<b>Octane booster</b>	78	78	71	80
<b>Replaces chemicals</b>	78	77	77	81