



QUADRANT STRATEGIES

June 2017 Growth Energy
Small Engine Poll Findings Deck

We surveyed small-engine machine owners across the United States

- ▶ We conducted a quantitative online poll from June 1 – June 3, 2017 among 500 randomly-selected small-engine machine owners to understand their experiences filling up their machines with gasoline, as well as gauge the opinion of ethanol and reaction to facts about gas that contains ethanol.
- ▶ Over 90% of small-engine machine owners interviewed use unleaded gasoline in their engines.
- ▶ The overall margin of error was +/- 4.38% and is smaller for sub-audiences.

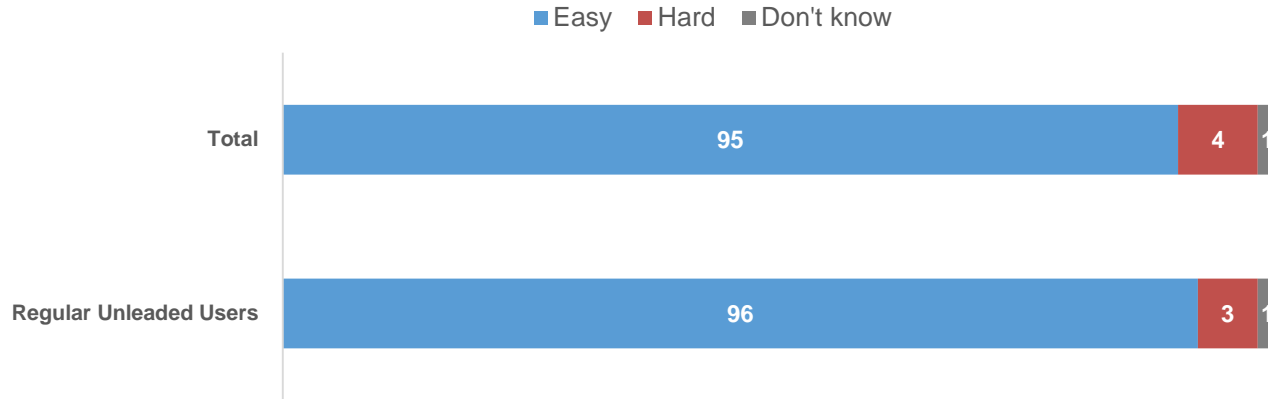
METHODOLOGY		
Audience	Sample Size	Margin of Error
Small-engine owners nationwide	500	+/- 4.38%
Regular unleaded users	453	--

The results are crystal clear:

1. **Small engine machine owners aren't confused at all about which gasoline to use** – almost all say it's an easy decision.
2. **And virtually all of their machines are working well on the gasoline they use** – including Regular Unleaded containing 10% ethanol.
3. Almost all small engine owners – **nine out of 10** – **want choice at the gas pump.**

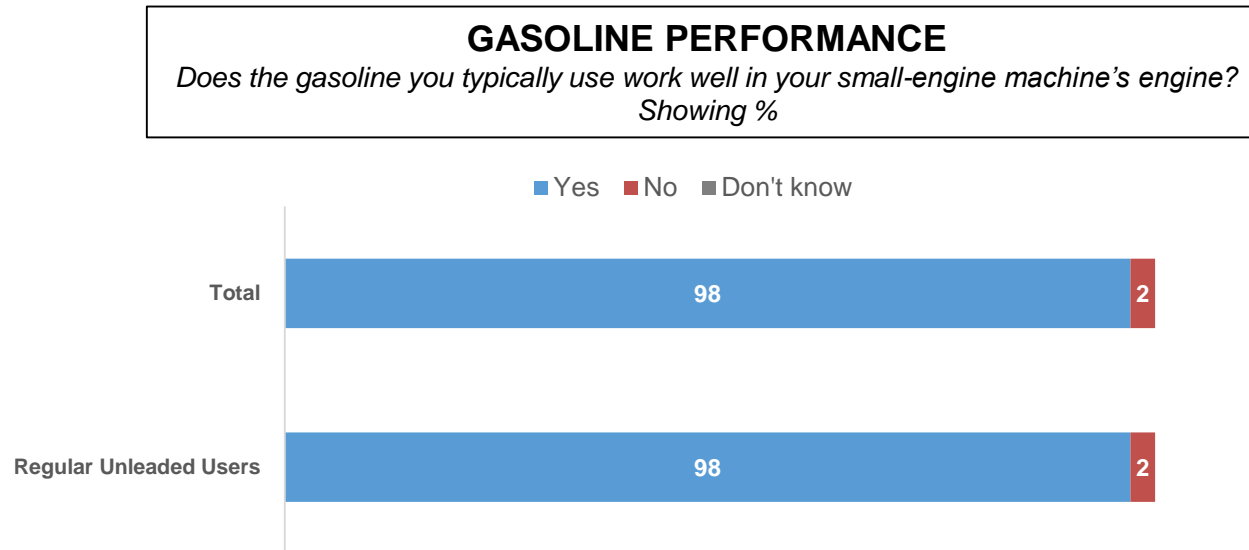
Almost all small-engine owners say its easy to figure out which gasoline to use.

EASE OF GASOLINE DECISION
Is it generally easy or hard to figure out which gasoline to put in your small-engine machine's engine when you are buying gasoline? Showing %

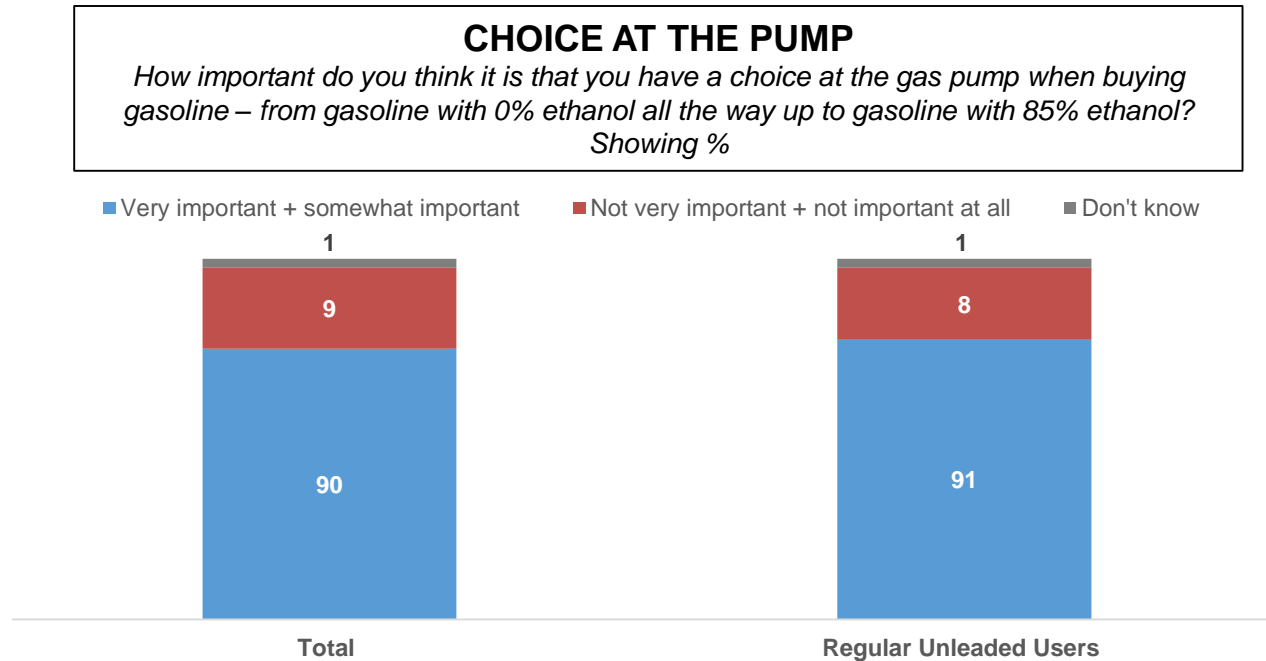


And the gasoline they choose is working well – including Regular Unleaded.

Nearly all are satisfied.



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





Appendix: Messages



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

FACTS WE TESTED	
Title	Full Text
Cleaner air	Ethanol makes the air we breathe cleaner and reduces carbon emissions from engines by 43% or more.
American-made	Ethanol is an American-made biofuel, and using it in our gasoline means we are less dependent on foreign oil.
Warranties	All major small-engine machine manufacturers cover the use of gasoline with 10% ethanol in their warranties.
Replaces chemicals	Ethanol replaces chemicals in gasoline like MTBE, which contaminate water supplies and bodies of water where people fish.

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

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

FACTS ABOUT ETHANOL <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>	Total	Regular Unleaded Users
Cleaner air	88	88
American-made	88	89
Warranties	85	85
Replaces chemicals	78	78