



TO: Interested parties
FROM: Quadrant Strategies
DATE: April 13, 2021
RE: E15 Labeling Study

Methodology: Between April 4, 2021 and April 9, 2021, Quadrant Strategies conducted an online quantitative survey of a random sample of 1,000 US consumers, reflective of the overall 18+ population in gender, age, education, race, ethnicity, area, and region. Of those US consumers, we looked at the data for drivers with E15 Eligible Vehicles¹ (n=841). The margin of error for US consumers was +/- 3.1 percentage points and the margin of error for drivers with E15 Eligible Vehicles was +/- 3.39 percentage points.

Objective: Determine the impact of the current EPA E15 Label, as well as alternative labels, on the perception of, and likelihood to use, E15.

¹ Drivers with E15 Eligible Vehicles are defined as drivers who responded that their primary vehicle is a passenger vehicle produced in 2001 or later or is a flex fuel vehicle. Must have a current Driver's license and drive very frequently, somewhat frequently, or rarely. The vast majority of respondents had vehicles for which E15 is legal. Quadrant Strategies omits from these results the small, statistically insignificant number of responses from individuals with vehicles for which E15 is not allowed.

Executive Summary:

The current EPA E15 label fosters misconceptions about E15 and likely deters its usage. Among drivers with E15 Eligible Vehicles, the current EPA E15 label raises concerns about the fuel's impact on vehicle engine condition and performance. The proposed Growth Energy E15 label is less likely to raise concerns while still providing similar guidance about E15 as the current EPA label.

We found that the current EPA label:

- **Deters drivers with E15 Eligible Vehicles from using E15.** The label makes nearly half uncomfortable with E15 and unlikely to use it.
- **Raises concerns around engine performance.** After viewing the label, nearly 4 in 10 drivers with E15 Eligible Vehicles think that E15 is bad for engine performance and bad for the condition of their engine.

Meanwhile, the proposed Growth Energy label:

- **More effectively informs consumers about E15.** The vast majority of drivers with E15 Eligible Vehicles (84%) correctly interpret that they can use E15 - compared to 75% after seeing the current EPA label.
- **Generates far fewer misconceptions about E15.** Drivers of E15 Eligible Vehicles are much less likely to say the proposed label makes them uncomfortable with E15 (a 20-point difference compared to the current label). Similarly, they are much less likely to say E15 is bad for the condition of their engine based on the proposed label (an 18-point difference).

E15 Labels Tested:

ATTENTION
E15
Up to 15% ethanol

Use only in:

- 2001 and newer passenger vehicles
- Flex-fuel vehicles

Don't use in other vehicles, boats or gasoline-powered equipment. It may cause damage and is **prohibited** by federal law.

Current EPA Label

Contains up to 15% ethanol

Safe for use in:

- 2001 and newer passenger vehicles; or
- Flex-fuel Vehicles

Proposed Growth Energy Label

Contains up to 15% ethanol

Safe for use in:

- 2001 and newer passenger vehicles; or
- Flex-fuel vehicles

Avoid use in other vehicles, motorcycles, boats, or gasoline-powered equipment. It may cause damage and is prohibited by federal law.

Proposed EPA Label #1

Contains up to 15% ethanol

Safe for use in:

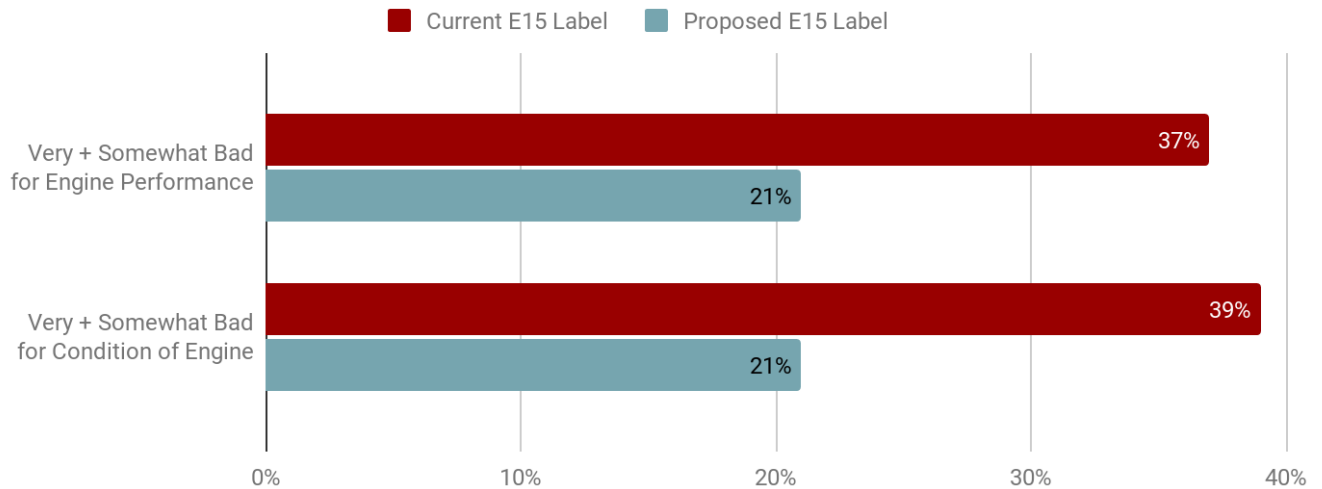
- 2001 and newer passenger vehicles; or
- Flex-fuel vehicles

Avoid use in other vehicles, motorcycles, boats, or gasoline-powered equipment. It may cause damage and is prohibited by federal law.

Proposed EPA Label #2

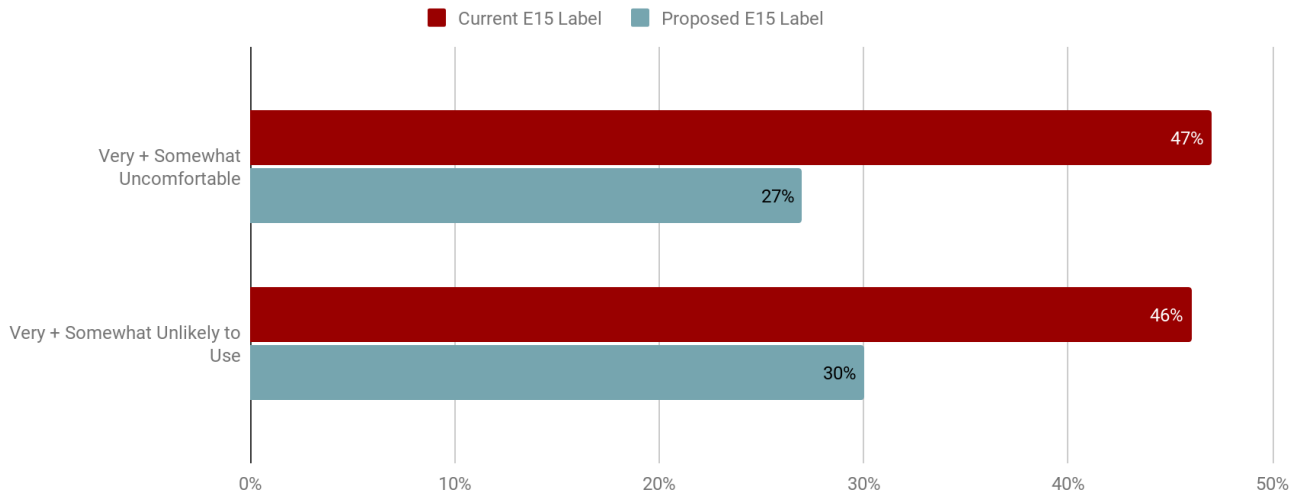
Key Data:

- The current EPA label is much more likely to raise concerns about the fuel’s impact on vehicle engines than the Growth Energy proposed label.



*Does this label make you feel like this fuel is good or bad for each of the following?
Showing drivers with E15 Eligible Vehicles (n=841)*

- And it makes drivers less comfortable with and less likely to use E15.



Top: Based on what you see, how comfortable would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did.

Bottom: Based on what you see, how likely would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did.

Showing drivers with E15 Eligible Vehicles (n=841)

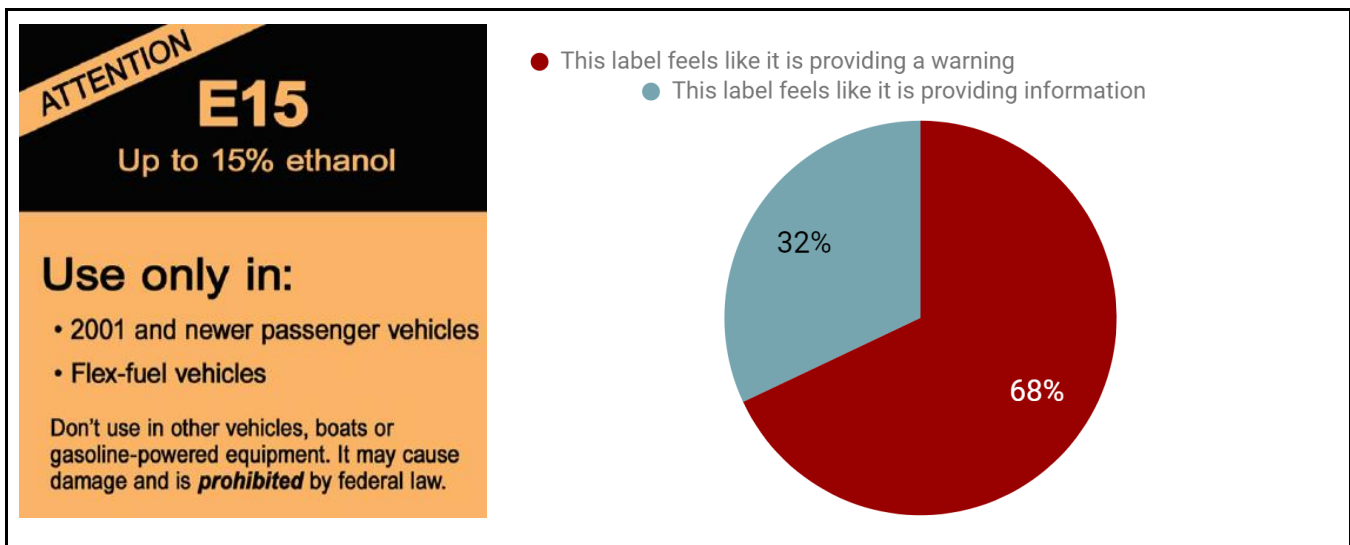
- The proposed Growth Energy label provides more accurate E15 guidance than the current EPA label.

<p>Contains up to 15% ethanol</p>	<p>With E15 Eligible Vehicles: 84% correctly interpreted that they can use E15</p>	<p>ATTENTION E15 Up to 15% ethanol</p>	<p>With E15 Eligible Vehicles: 75% correctly interpreted that they can use E15</p>
<p>Safe for use in:</p> <ul style="list-style-type: none"> • 2001 and newer passenger vehicles; or • Flex-fuel Vehicles 		<p>Use only in:</p> <ul style="list-style-type: none"> • 2001 and newer passenger vehicles • Flex-fuel vehicles <p>Don't use in other vehicles, boats or gasoline-powered equipment. It may cause damage and is prohibited by federal law.</p>	

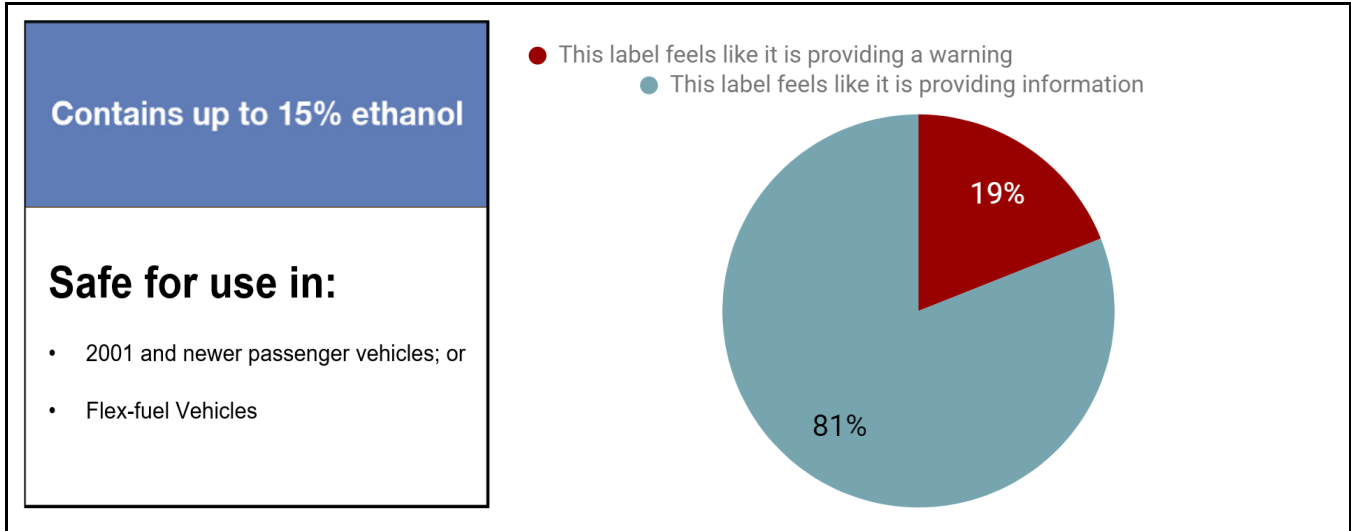
Based on what you see, can you put this type of fuel in your car?
Showing drivers with E15 Eligible Vehicles (n=841)

- E15 Eligible drivers overwhelmingly perceive the current label more as a warning.
- In contrast, they overwhelmingly perceive the proposed Growth Energy label more as providing information.

Current Label

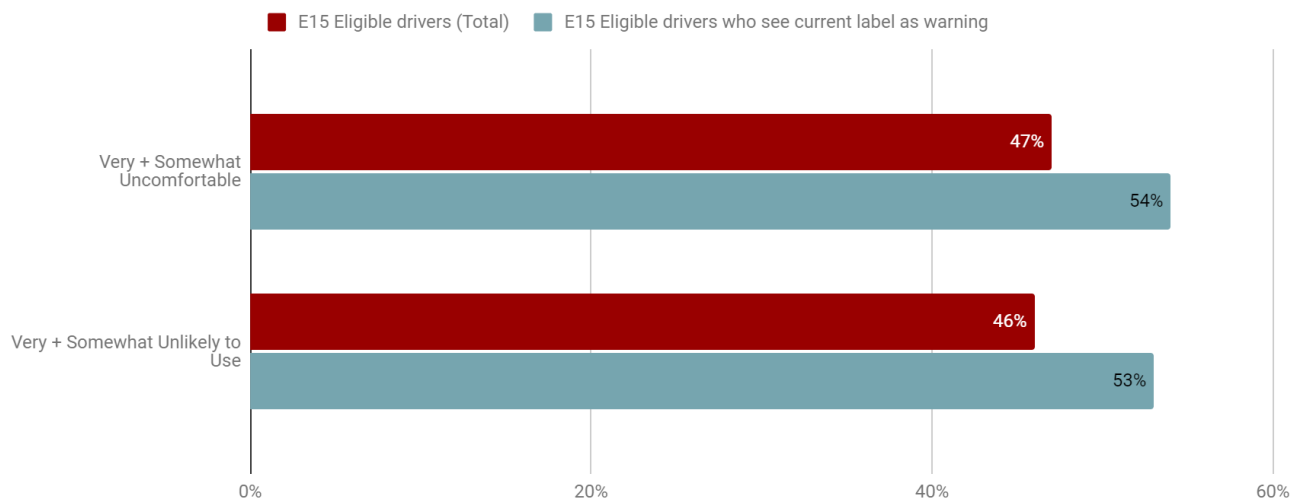


Proposed Growth Energy Label



Which of the following most aligns with how you feel about the label?
Showing drivers with E15 Eligible Vehicles (n=841)

- **And E15 Eligible drivers who perceive the current label as a warning are both more uncomfortable and more unlikely to use E15.**



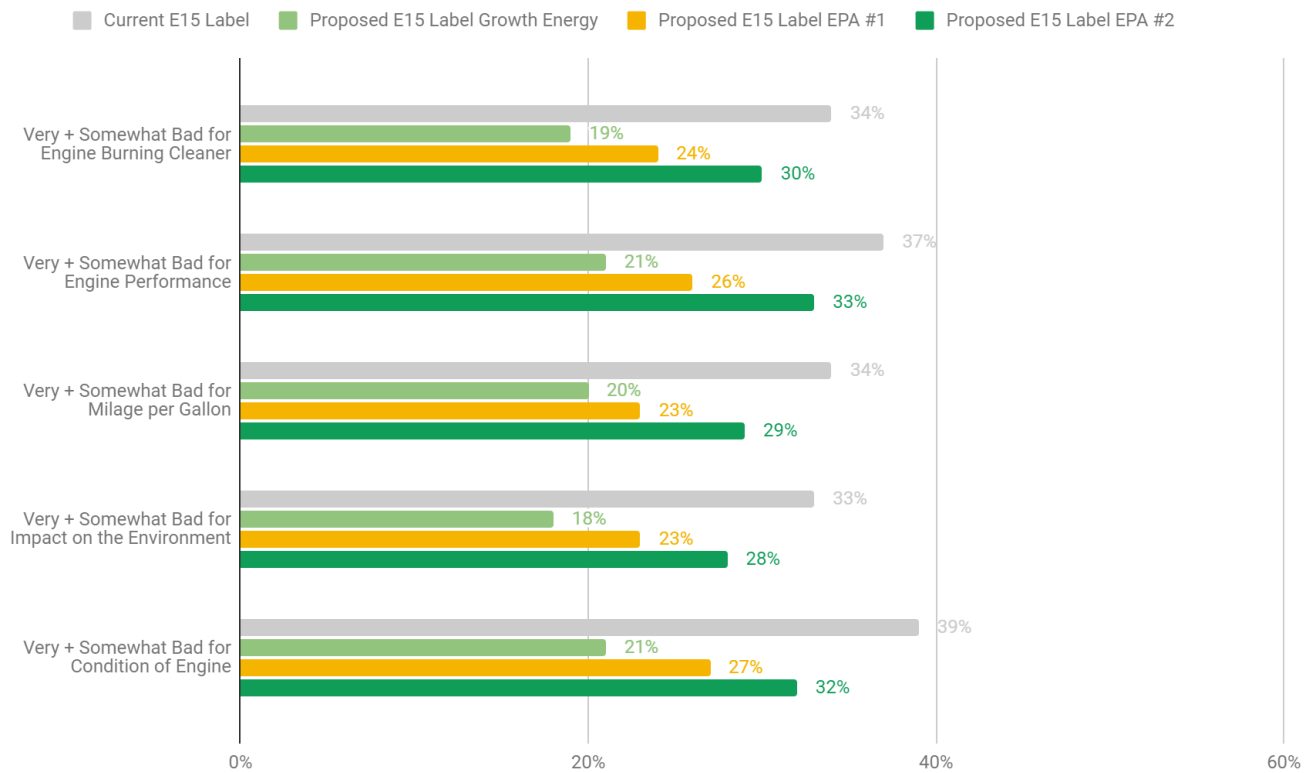
Top: Based on what you see, how comfortable would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did.

Bottom: Based on what you see, how likely would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did

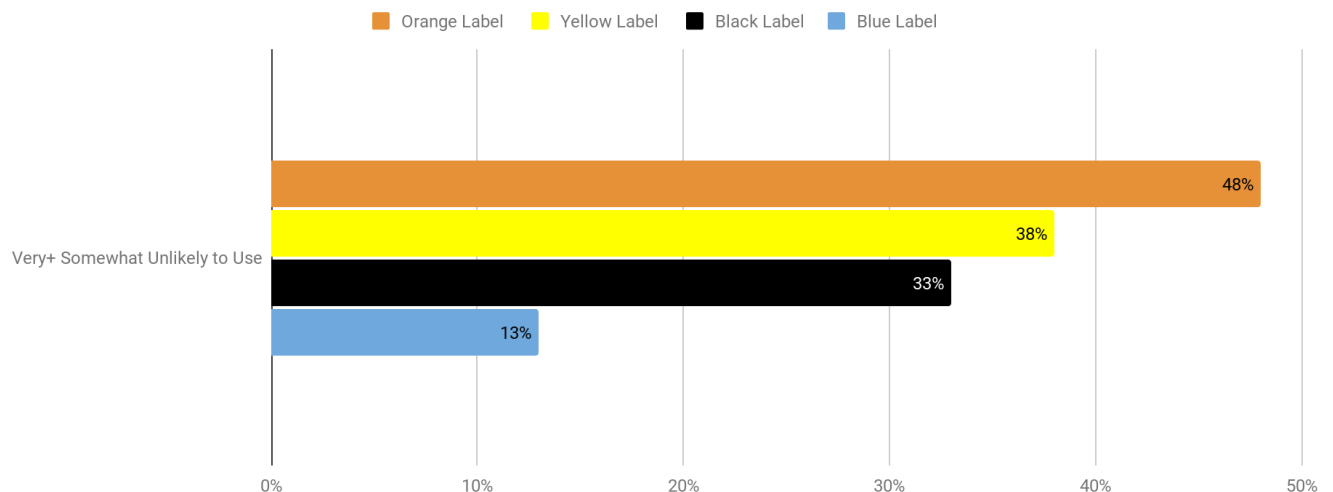
Showing drivers with E15 Eligible Vehicles (n=841)

Showing drivers with E15 Eligible Vehicles who see current label as a warning (n=575)

- Among the four E15 labels tested, the proposed Growth Energy is the least likely to generate misconceptions about E15.



- Label color has an impact on likelihood to use. Orange and black make drivers much less likely to use a fuel than blue.



Based on the color alone, how likely would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did.
 Showing Drivers with E15 Eligible Vehicles (n=841)



Current EPA Label



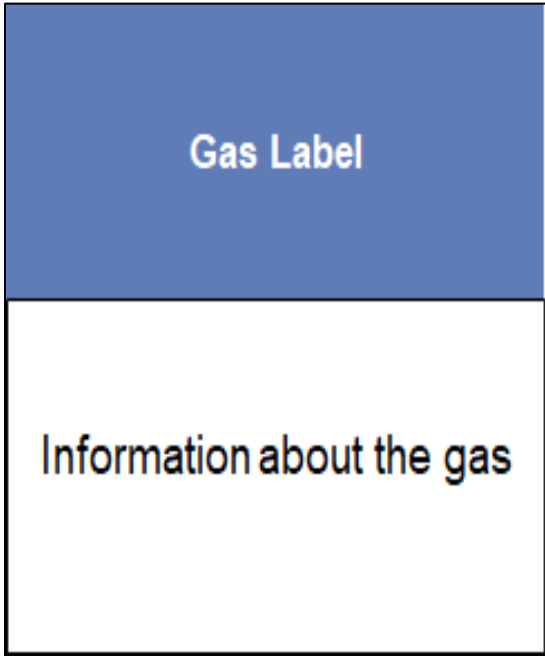
Proposed Growth Energy Label



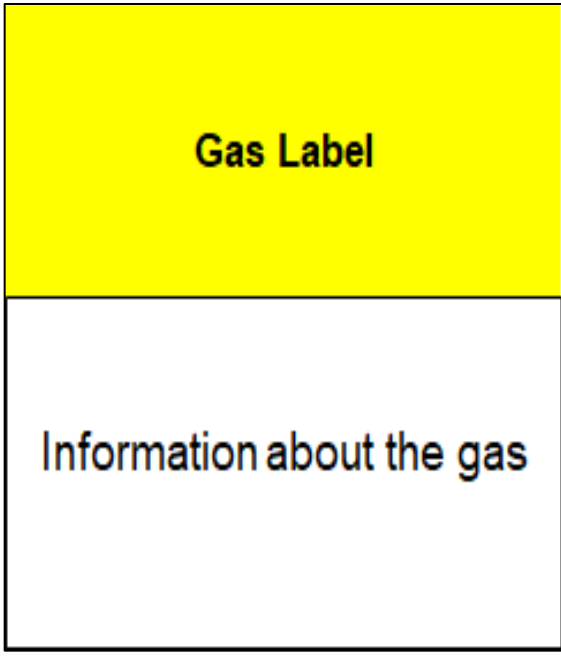
Proposed EPA Label #1



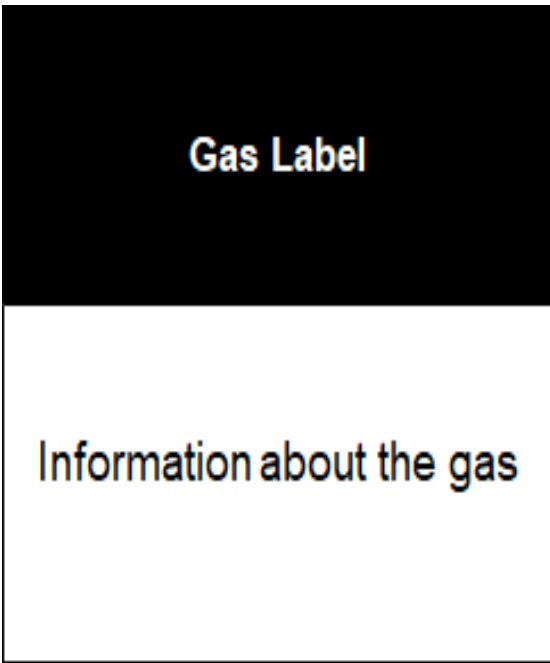
Proposed EPA Label #2



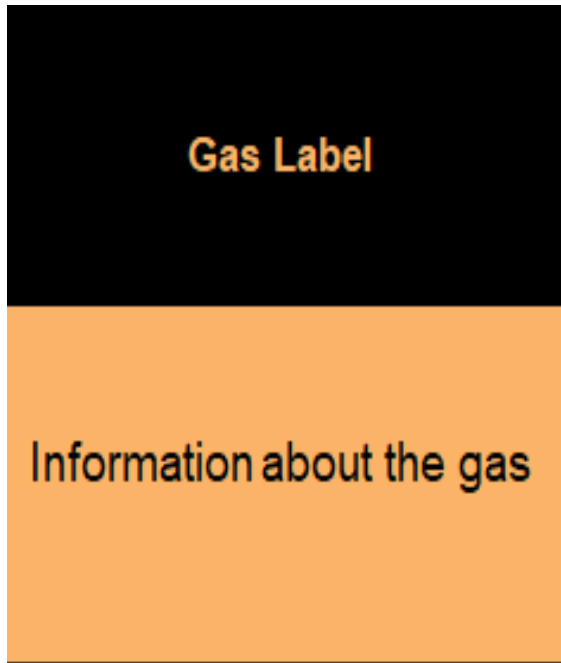
Blue Blank Label



Yellow Blank Label



Black and White Blank Label



Orange Blank Label

APPENDIX II: FULL DATASET

Between April 4, 2021 and April 9, 2021, Quadrant Strategies conducted an online quantitative survey of a random sample of 1,000 US consumers, reflective of the overall 18+ population in gender, age, education, race, ethnicity, area and region. Of those US consumers, we looked at the data for drivers with E15 Eligible Vehicles² (n=841). The margin of error for US consumers was +/- 3.1 percentage points and the margin of error for drivers with E15 Eligible Vehicles was +/- 3.39 percentage points. Full survey results are below.

Do you currently describe yourself as a man, a woman, or in some other way? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
A man	47%	48%
A woman	53%	52%
In some other way	0%	0%

Please enter your age: (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Under 18	0%	0%
18-24	15%	14%
25-34	16%	16%
35-49	31%	31%
50-64	28%	29%
65+	10%	11%

² Drivers with E15 Eligible Vehicles are defined as drivers who responded that their primary vehicle is a passenger vehicle produced in 2001 or later or is a flex fuel vehicle. Must have a current Driver's license and drive very frequently, somewhat frequently, or rarely.

Which state do you live in? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Alabama	2%	2%
Alaska	0%	0%
Arizona	2%	2%
Arkansas	0%	0%
California	11%	11%
Colorado	1%	1%
Connecticut	2%	2%
Delaware	0%	0%
District of Columbia	0%	0%
Florida	6%	6%
Georgia	3%	4%
Hawaii	0%	0%
Idaho	0%	0%
Illinois	4%	5%
Indiana	2%	2%
Iowa	1%	1%
Kansas	1%	1%

Kentucky	1%	1%
Louisiana	1%	1%
Maine	1%	1%
Maryland	2%	2%
Massachusetts	3%	3%
Michigan	4%	4%
Minnesota	2%	2%
Mississippi	1%	1%
Missouri	1%	1%
Montana	0%	0%
Nebraska	0%	0%
Nevada	1%	1%
New Hampshire	1%	1%
New Jersey	4%	4%
New Mexico	1%	1%
New York	7%	6%
North Carolina	3%	3%
North Dakota	0%	0%

Ohio	3%	4%
Oklahoma	2%	2%
Oregon	0%	0%
Pennsylvania	4%	4%
Rhode Island	0%	0%
South Carolina	2%	2%
South Dakota	0%	0%
Tennessee	3%	3%
Texas	7%	7%
Utah	1%	1%
Vermont	0%	0%
Virginia	2%	3%
Washington	3%	2%
West Virginia	0%	0%
Wisconsin	1%	1%
Wyoming	0%	0%
Other	0%	0%

In the past 3 years, have you or anyone in your household worked for any of the following industries? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Advertising	0%	0%
Banking	3%	3%
Finance or accounting	4%	4%
Government	6%	7%
Transportation	3%	3%
Agriculture or farming	1%	1%
Healthcare or pharmaceutical	11%	12%
Journalism, media or the press	0%	0%
Computer manufacturer and design	1%	1%
Market research	0%	0%
Tourism or hospitality	2%	2%
Energy or electricity	2%	1%
Public relations	0%	0%
None of the above	73%	71%

What is the highest level of education that you have attained? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Grade school	0%	0%
Some high school	1%	1%
High school graduate	21%	19%
Some college	26%	25%
College graduate	29%	30%
Graduate school / Advanced degree	20%	21%
Technical school	3%	3%
Prefer not to answer	0%	0%

Which of the following best describes your current employment status? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Employed full-time	47%	51%
Employed part-time	12%	12%
Stay-at-home-parent / homemaker	7%	6%
Unemployed	12%	9%
Full time student	7%	5%

Retired	15%	16%
Prefer not to answer	0%	0%

For statistical purposes only, please select the following category below that represents your total personal annual income? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Less than \$25,000	23%	18%
\$25,000 to \$49,999	23%	22%
\$50,000 to \$74,999	19%	20%
\$75,000 to \$99,999	11%	13%
\$100,000 to \$124,999	8%	9%
\$125,000 to \$149,999	6%	7%
\$150,000 to \$199,999	6%	7%
\$200,000 to \$249,999	2%	2%
\$250,000 or more	2%	2%
Prefer not to answer	0%	0%

Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican, or Cuban? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
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Yes	13%	13%
No	87%	87%

What is your race or origin? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
White	71%	75%
Black or African-American	15%	13%
Asian or Asian-American	9%	8%
American Indian or Alaska Native	3%	2%
Native Hawaiian or other Pacific Islander	1%	1%
Some other race or origin	6%	6%

Do you live in a city, just outside a city or suburb, or a less developed or rural area, not near a city? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
City	34%	33%
Just outside a city or suburb	47%	49%
More rural, less developed area	18%	18%
Prefer not to answer	0%	0%

How would you describe your political party affiliation? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Strong Republican	14%	14%
Lean Republican	15%	16%
Independent	28%	27%
Lean Democrat	18%	18%
Strong Democrat	25%	24%
Prefer not to answer	0%	0%

How many cars does your household own or lease? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
0	8%	0%
1	43%	47%
2	33%	36%
3	11%	12%
4 or more	5%	5%
Prefer not to answer	0%	0%

Do you have a driver's license? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
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Yes	92%	100%
No	8%	0%
Prefer not to answer	0%	0%

How often do you drive? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very frequently	52%	60%
Somewhat frequently	30%	33%
Rarely	10%	7%
Never	8%	0%
Prefer not to answer	0%	0%

My primary vehicle (select all that apply)... (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Uses unleaded gasoline	92%	93%
Uses diesel	7%	7%
Is electric	3%	3%
Other:	2%	1%

**How familiar, if at all, are you with the following fuel sources?
(Showing % Selected)**

Total (n=1000)	Regular or unleaded	Mid Grade	Premium	E15	E85
Very familiar	78%	36%	44%	7%	13%
Somewhat familiar	18%	38%	36%	15%	17%
Not very familiar	2%	15%	13%	21%	18%
Not at all familiar	2%	11%	7%	58%	52%
E15 Eligible (n=841)	Regular or unleaded	Mid Grade	Premium	E15	E85
Very familiar	79%	37%	44%	7%	13%
Somewhat familiar	17%	38%	37%	15%	18%
Not very familiar	2%	14%	12%	21%	18%
Not at all familiar	2%	11%	7%	57%	51%

How likely are you to use each of the following types of fuel for your car? If you aren't familiar enough with a particular source to have an opinion, please answer "don't know."
 (Showing % Selected)

Total (n=1000)	Regular or unleaded	Mid Grade	Premium	E15	E85
Very likely	81%	20%	25%	5%	8%
Somewhat likely	10%	29%	20%	9%	8%
Somewhat unlikely	4%	17%	18%	7%	8%
Very unlikely	3%	24%	30%	35%	34%

Don't know	2%	10%	7%	44%	42%
E15 Eligible (n=841)	Regular or unleaded	Mid Grade	Premium	E15	E85
Very likely	81%	20%	25%	5%	9%
Somewhat likely	10%	30%	19%	10%	9%
Somewhat unlikely	4%	17%	18%	7%	7%
Very unlikely	3%	24%	31%	35%	35%
Don't know	2%	9%	7%	43%	41%

CURRENT EPA LABEL Which of the following most aligns with how you feel about the label? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
This label feels like it is providing a warning	68%	68%
This label feels like it is providing information	32%	32%

CURRENT EPA LABEL Based on what you see, can you put this type of fuel in your car? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Yes	72%	75%
No	28%	25%

CURRENT EPA LABEL Based on what you see, how comfortable would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very comfortable	19%	21%
Somewhat comfortable	32%	32%
Somewhat uncomfortable	28%	28%
Very uncomfortable	20%	19%

CURRENT EPA LABEL Based on what you see, how likely would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very likely	20%	22%
Somewhat likely	32%	32%
Somewhat unlikely	26%	26%
Very unlikely	23%	21%

CURRENT EPA LABEL

Does this label make you feel like this fuel is good or bad for each of the following?
(Showing % Selected)

Total (n=1000)	Engine burning cleaner	Engine performance	Mileage per gallon	Impact on environment	Condition of engine
Very good	17%	18%	17%	20%	17%
Somewhat good	47%	43%	48%	45%	43%
Somewhat bad	26%	29%	26%	25%	29%
Very bad	10%	10%	9%	10%	11%
E15 Eligible (n=841)	Engine burning cleaner	Engine performance	Mileage per gallon	Impact on environment	Condition of engine
Very good	18%	19%	17%	22%	17%
Somewhat good	47%	44%	49%	45%	43%
Somewhat bad	25%	28%	26%	24%	29%
Very bad	9%	9%	8%	9%	10%

CURRENT EPA LABEL Based on what you see, please select all of the following vehicles this fuel may be used in. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
2001 Sedan	78%	79%
2009 flex fuel SUV	81%	82%

2008 pick-up truck	66%	66%
1999 SUV	3%	4%
All of these	4%	3%
None of these	4%	3%

PROPOSED EPA LABEL #1 Which of the following most aligns with how you feel about the label? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
This label feels like it is providing a warning	34%	33%
This label feels like it is providing information	66%	67%

PROPOSED EPA LABEL #1 Based on what you see, can you put this type of fuel in your car? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Yes	77%	81%
No	23%	19%

PROPOSED EPA LABEL #1 Based on what you see, how comfortable would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very comfortable	26%	27%
Somewhat comfortable	41%	41%
Somewhat uncomfortable	19%	19%
Very uncomfortable	14%	13%

PROPOSED EPA LABEL #1 Based on what you see, how likely would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very likely	26%	27%
Somewhat likely	39%	39%
Somewhat unlikely	20%	20%
Very unlikely	15%	13%

PROPOSED EPA #1**Does this label make you feel like this fuel is good or bad for each of the following?**

(Showing % Selected)

Total (n=1000)	Engine burning cleaner	Engine performance	Mileage per gallon	Impact on environment	Condition of engine
Very good	21%	21%	19%	25%	19%
Somewhat good	54%	52%	56%	50%	52%
Somewhat bad	20%	21%	20%	18%	22%
Very bad	6%	6%	5%	7%	6%
E15 Eligible (n=841)	Engine burning cleaner	Engine performance	Mileage per gallon	Impact on environment	Condition of engine
Very good	21%	21%	20%	27%	21%
Somewhat good	55%	53%	57%	50%	52%
Somewhat bad	19%	21%	19%	17%	22%
Very bad	5%	5%	5%	5%	5%

PROPOSED EPA LABEL #1 Based on what you see, please select all of the following vehicles this fuel may be used in. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
2001 Sedan	78%	79%
2009 flex fuel SUV	83%	84%

2008 pick-up truck	67%	67%
1999 SUV	3%	3%
All of these	5%	5%
None of these	3%	3%

PROPOSED EPA LABEL #2 Which of the following most aligns with how you feel about the label? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
This label feels like it is providing a warning	52%	52%
This label feels like it is providing information	48%	48%

PROPOSED EPA LABEL #2 Based on what you see, can you put this type of fuel in your car? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Yes	74%	78%
No	26%	22%

PROPOSED EPA LABEL #2 Based on what you see, how comfortable would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
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Very comfortable	22%	24%
Somewhat comfortable	39%	40%
Somewhat uncomfortable	24%	24%
Very uncomfortable	15%	13%

PROPOSED EPA LABEL #2 Based on what you see, how likely would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very likely	22%	23%
Somewhat likely	36%	37%
Somewhat unlikely	25%	24%
Very unlikely	17%	16%

Proposed EPA Label #2
Does this label make you feel like this fuel is good or bad for each of the following?
(Showing % Selected)

Total (n=1000)	Engine burning cleaner	Engine performance	Mileage per gallon	Impact on environment	Condition of engine
Very good	18%	18%	17%	21%	17%
Somewhat good	51%	48%	53%	49%	49%

Somewhat bad	25%	27%	23%	22%	26%
Very bad	7%	6%	6%	8%	8%
E15 Eligible (n=841)	Engine burning cleaner	Engine performance	Mileage per gallon	Impact on environment	Condition of engine
Very good	19%	18%	18%	23%	17%
Somewhat good	52%	49%	53%	49%	50%
Somewhat bad	24%	28%	23%	21%	26%
Very bad	6%	6%	6%	7%	6%

PROPOSED EPA LABEL #2 Based on what you see, please select all of the following vehicles this fuel may be used in. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
2001 Sedan	80%	81%
2009 flex fuel SUV	82%	83%
2008 pick-up truck	67%	67%
1999 SUV	3%	3%
All of these	4%	4%
None of these	3%	3%

PROPOSED GROWTH ENERGY LABEL Which of the following most aligns with how you feel about the label? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
This label feels like it is providing a warning	20%	19%
This label feels like it is providing information	80%	81%

PROPOSED GROWTH ENERGY LABEL Based on what you see, can you put this type of fuel in your car? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Yes	81%	84%
No	19%	16%

PROPOSED GROWTH ENERGY LABEL Based on what you see, how comfortable would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very comfortable	31%	33%
Somewhat comfortable	39%	40%
Somewhat uncomfortable	18%	17%
Very uncomfortable	12%	10%

PROPOSED GROWTH ENERGY LABEL Based on what you see, how likely would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very likely	28%	30%
Somewhat likely	40%	40%
Somewhat unlikely	19%	19%
Very unlikely	13%	11%

PROPOSED GROWTH ENERGY LABEL
Does this label make you feel like this fuel is good or bad for each of the following?
(Showing % Selected)

Total (n=1000)	Engine burning cleaner	Engine performance	Mileage per gallon	Impact on environment	Condition of engine
Very good	22%	23%	22%	27%	21%
Somewhat good	57%	55%	58%	53%	57%
Somewhat bad	17%	18%	16%	15%	17%
Very bad	4%	4%	4%	4%	4%
E15 Eligible (n=841)	Engine burning cleaner	Engine performance	Mileage per gallon	Impact on environment	Condition of engine

Very good	22%	23%	22%	29%	22%
Somewhat good	58%	55%	58%	53%	57%
Somewhat bad	16%	18%	16%	15%	17%
Very bad	3%	4%	4%	4%	4%

PROPOSED GROWTH ENERGY LABEL Based on what you see, please select all of the following vehicles this fuel may be used in. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
2001 Sedan	80%	80%
2009 flex fuel SUV	84%	85%
2008 pick-up truck	70%	70%
1999 SUV	3%	3%
All of these	5%	5%
None of these	3%	2%

Out of all of the labels you've seen, which one makes you the most comfortable about putting the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Current EPA Label	18%	17%

Proposed EPA Label #1	35%	36%
Proposed EPA Label #2	9%	9%
Proposed Growth Energy Label	38%	38%

Out of all of the labels you've seen, which one makes you the least comfortable about putting the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Current EPA Label	58%	59%
Proposed EPA Label #1	12%	12%
Proposed EPA Label #2	10%	10%
Proposed Growth Energy Label	19%	19%

Between these two labels, which one makes you the most comfortable about putting the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Current EPA Label	27%	28%
Proposed Growth Energy Label	73%	72%

BLACK AND WHITE BLANK LABEL Based on the color alone, how comfortable would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very comfortable	21%	22%
Somewhat comfortable	45%	45%
Somewhat uncomfortable	25%	24%
Very uncomfortable	9%	8%

BLACK AND WHITE BLANK LABEL Based on the color alone, how likely would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very comfortable	22%	23%
Somewhat comfortable	44%	45%
Somewhat uncomfortable	25%	24%
Very uncomfortable	9%	9%

BLACK AND WHITE BLANK LABEL Based on the color alone, do you feel like this fuel would be good or bad for each of the following? (Showing % Selected)		

ORANGE BLANK LABEL Based on the color alone, how comfortable would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very comfortable	15%	16%
Somewhat comfortable	34%	35%
Somewhat uncomfortable	37%	38%
Very uncomfortable	13%	12%

ORANGE BLANK LABEL Based on the color alone, how likely would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very likely	16%	16%
Somewhat likely	35%	36%
Somewhat unlikely	36%	35%
Very unlikely	13%	13%

ORANGE BLANK LABEL
Based on the color alone, do you feel like this fuel would be good or bad for each of the following?
(Showing % Selected)

BLUE BLANK LABEL Based on the color alone, how comfortable would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very comfortable	38%	39%
Somewhat comfortable	48%	49%
Somewhat uncomfortable	9%	8%
Very uncomfortable	4%	4%

BLUE BLANK LABEL Based on the color alone, how likely would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very likely	36%	38%
Somewhat likely	49%	49%
Somewhat unlikely	10%	9%
Very unlikely	5%	4%

BLUE BLANK LABEL

Based on the color alone, do you feel like this fuel would be good or bad for each of the following?
 (Showing % Selected)

Total (n=1000)	Engine burning cleaner	Engine performance	Mileage per gallon	Impact on environment	Condition of engine
Very good	26%	26%	26%	29%	25%
Somewhat good	60%	60%	61%	55%	62%
Somewhat bad	11%	11%	10%	12%	11%
Very bad	2%	3%	3%	4%	2%
E15 Eligible (n=841)	Engine burning cleaner	Engine performance	Mileage per gallon	Impact on environment	Condition of engine
Very good	26%	26%	26%	29%	24%
Somewhat good	61%	61%	63%	57%	63%
Somewhat bad	10%	10%	9%	10%	10%
Very bad	2%	2%	2%	4%	2%

YELLOW BLANK LABEL Based on the color alone, how likely would you be to put the fuel associated with this label in your car? If you don't own a car, imagine how you would respond if you did. (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Very likely	19%	19%
Somewhat likely	41%	42%
Somewhat unlikely	32%	31%
Very unlikely	8%	7%

YELLOW BLANK LABEL Based on the color alone, do you feel like this fuel would be good or bad for each of the following? (Showing % Selected)					
Total (n=1000)	Engine burning cleaner	Engine performance	Mileage per gallon	Impact on environment	Condition of engine
Very good	16%	16%	17%	16%	15%
Somewhat good	46%	47%	48%	45%	47%
Somewhat bad	32%	32%	31%	32%	32%
Very bad	6%	5%	5%	7%	5%
E15 Eligible (n=841)	Engine burning cleaner	Engine performance	Mileage per gallon	Impact on environment	Condition of engine

Minivan (e.g. Toyota Sienna)	5%	5%
SUV (e.g. Ford Explorer)	30%	32%
Luxury Sedan (e.g. Mercedes Benz S-Series)	8%	9%
Sports Car (e.g. Chevrolet Corvette)	3%	3%
Prefer not to answer	2%	1%

Is the vehicle you drive most often a flex fuel vehicle? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Yes	23%	24%
No	61%	60%
Unsure	16%	15%

Approximately, what year was your primary vehicle manufactured? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
2010-2022	66%	70%
2001-2009	29%	30%
1990-2000	4%	1%
Older than 1990	1%	0%

How often do you generally fill up your car(s) with gas? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Less than once per month	5%	4%
Once per month	14%	14%
Twice per month	27%	29%
Three times per month	13%	13%
Once per week	26%	27%
Twice per week	9%	8%
Three times per week	3%	3%
More than three times per week	1%	1%
Prefer not to answer	1%	0%

How far do you estimate you drive per day? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Less than 10 miles per day	30%	29%
Between 10 and 20 miles per day	32%	33%
Between 20 and 30 miles per day	18%	18%
Between 30 and 40 miles per day	8%	9%
Between 40 and 50 miles per day	5%	5%

More than 50 miles per day	6%	6%
Prefer not to answer	1%	1%

Do you own, lease, or rent your car(s)? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
I own my car(s)	89%	89%
I lease my car(s)	10%	10%
I rent my car(s)	2%	2%
Prefer not to answer	1%	1%

How much attention do you pay toward each of the following? (Showing % Selected)			
Total (n=1000)	The gasoline you put in your car	How clean burning your car engine is	The performance of your car engine
A lot	49%	28%	47%
Some	39%	39%	39%
Not a lot	10%	25%	10%
None	2%	8%	4%
E15 Eligible (n=841)	The gasoline you put in your car	How clean burning your car engine is	The performance of your car engine

A lot	48%	29%	48%
Some	40%	40%	39%
Not a lot	10%	24%	10%
None	2%	7%	4%

Which type of fuel do you most frequently put in your car? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Regular or unleaded	69%	68%
Mid Grade	6%	6%
Premium	16%	16%
E15	2%	3%
E85	2%	2%
Diesel	4%	4%
Other:	1%	1%

What is your current marital status? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Single/Never married	36%	31%
Married	48%	53%
Widowed	3%	3%

Divorced	11%	11%
Separated	2%	1%
Prefer not to answer	1%	1%

Do you have children? (Showing % Selected)	Total (n=1000)	E15 Eligible (n=841)
Yes	52%	56%
No	47%	43%
Prefer not to answer	0%	0%