

TO: Growth Energy
FROM: Quadrant Strategies
DATE: April 12, 2017
RE: Boaters poll findings memo

At the end of the last boating season (between August 11 and August 15, 2016), we conducted a poll of 500 randomly-selected boat owners across the United States. We asked about their knowledge of and confidence about using the different types of gasoline available to them for their boats.

METHODOLOGY		
Audience	Sample Size	Margin of Error
Boat owners nationwide	500	+/- 4.38%
Owns 1 boat	334	+/- 5.36%
Owns 2+ boats	166	+/- 7.61%
Owned boat < 5 years	216	+/- 6.67%
Owned boat > 5 years	282	+/- 5.84%

Here's what we found.

KEY DATA

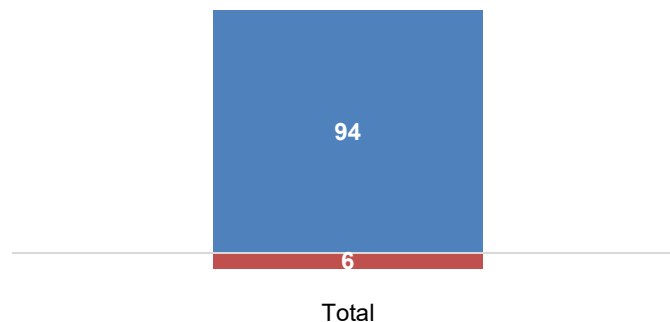
The poll reveals that boat owners know what they're doing when they go to fill up the tank. They aren't confused by the different gasoline options available to them.

- Almost unanimously boat owners are confident about knowing the right gas to use.** Over 90 percent are confident, not confused, at the gas pump.

CONFUSION AT THE PUMP (OVERALL)

When you have been at the gas pump filling up your boat's engine, have you typically been confident that you know the right gasoline to use or have you typically been uncertain of which gasoline to use? Showing %

- I have typically been confident that I know the right gasoline to use
- I have typically been uncertain of which gasoline to use



2. Also almost unanimously, they think figuring out which gasoline to use is easy.

EASE OF GASOLINE DECISION
Is it generally easy or hard to figure out which gasoline to put in your boat's engine when you are at the gas pump? Showing %

