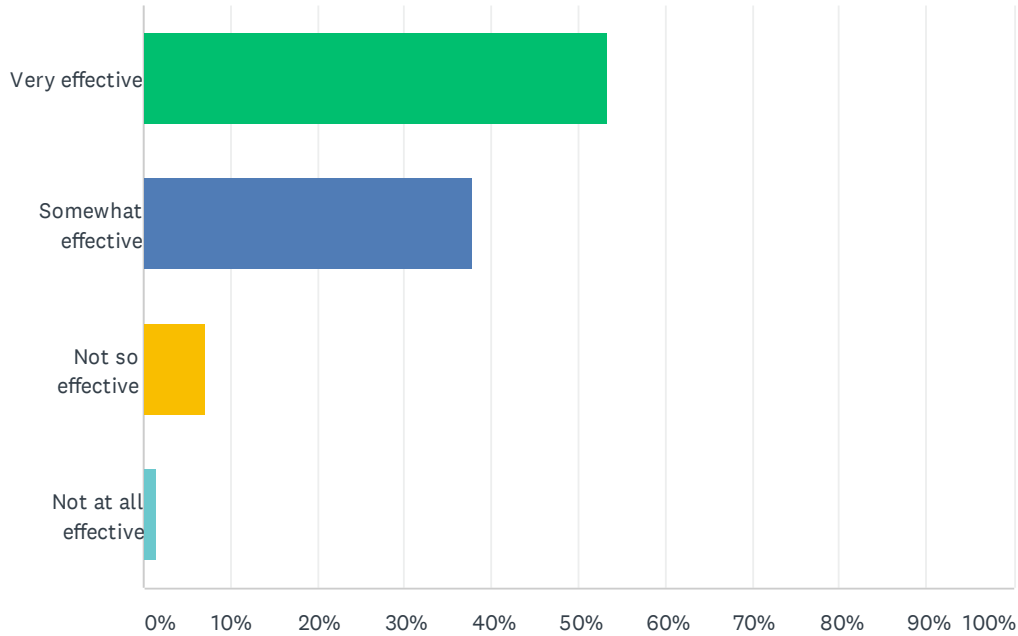# Q1 After a first glance, how effective is this label in showing that the fuel dispensed from this nozzle could be hazardous to certain types of engines?

Answered: 515   Skipped: 0

ANSWER CHOICES	RESPONSES	
Very effective	53.40%	275
Somewhat effective	37.86%	195
Not so effective	7.18%	37
Not at all effective	1.55%	8
TOTAL		515

Q2 After a first glance, how effective is this label in showing that the fuel dispensed from this nozzle could be hazardous to certain types of engines?
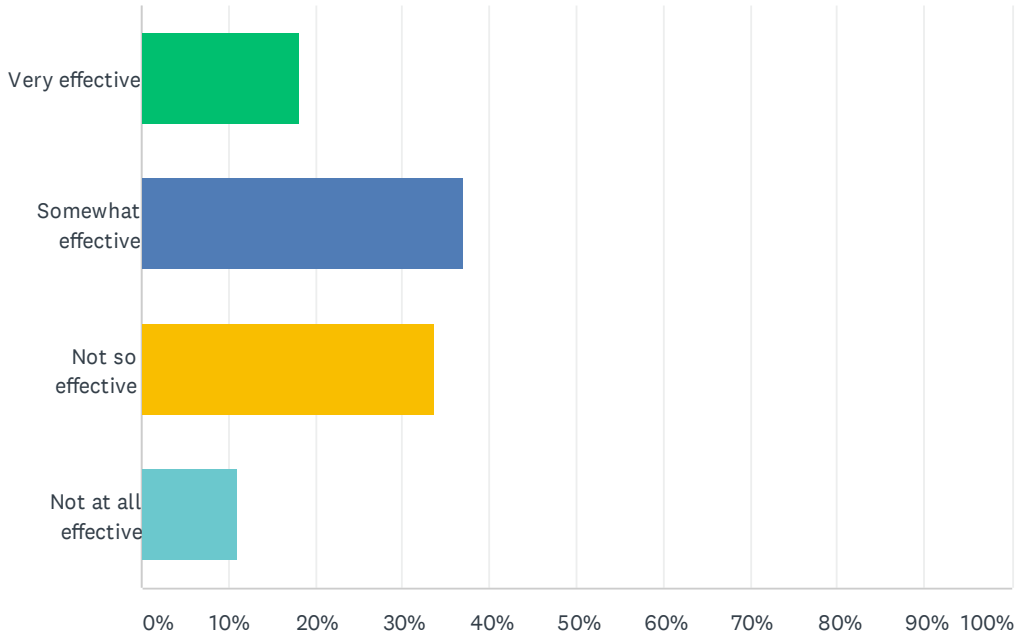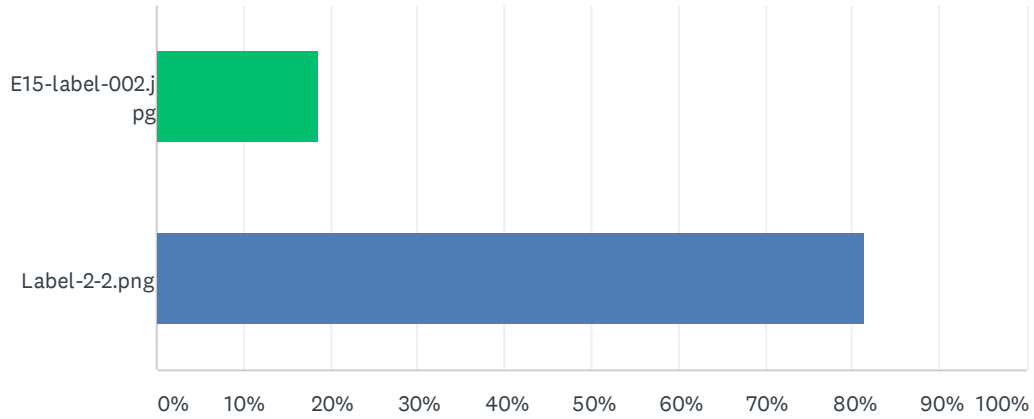
Answered: 515   Skipped: 0

ANSWER CHOICES	RESPONSES	
Very effective	18.25%	94
Somewhat effective	37.09%	191
Not so effective	33.59%	173
Not at all effective	11.07%	57
TOTAL		515

Q3 Which of these labels most effectively conveys that E15 is dangerous for boats, motorcycles, lawn mowers, and other outdoor power equipment?
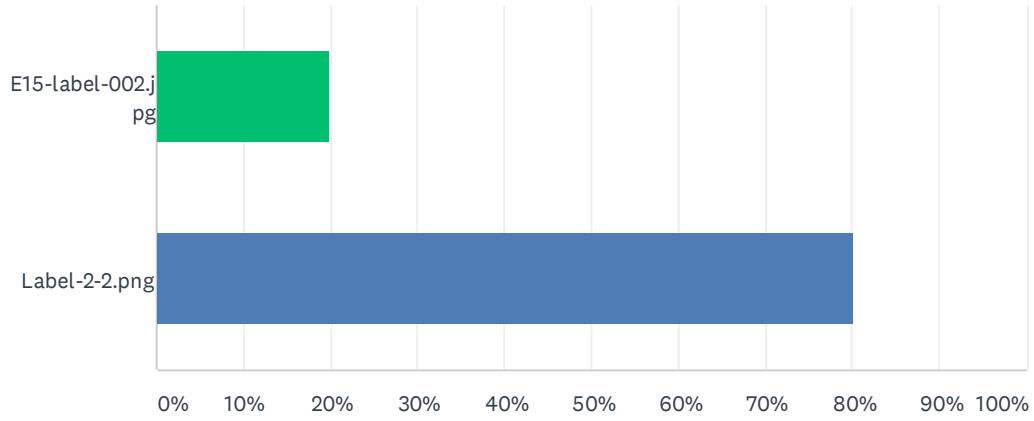
Answered: 515   Skipped: 0

ANSWER CHOICES		RESPONSES	
		18.64%	96
		81.36%	419
TOTAL			515

Q4 Which of these labels best conveys that the label is a "Warning" for consumers?

Answered: 515   Skipped: 0

ANSWER CHOICES	RESPONSES	
	19.81%	102
	80.19%	413
TOTAL		515

Q5 Considering only the text on the labels, which of these labels uses more effective language in communicating the hazards and risks of E15?
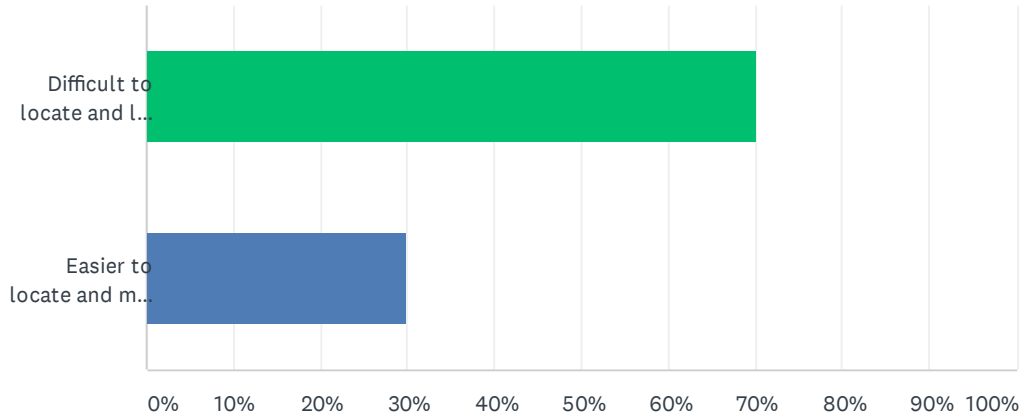
Answered: 515   Skipped: 0
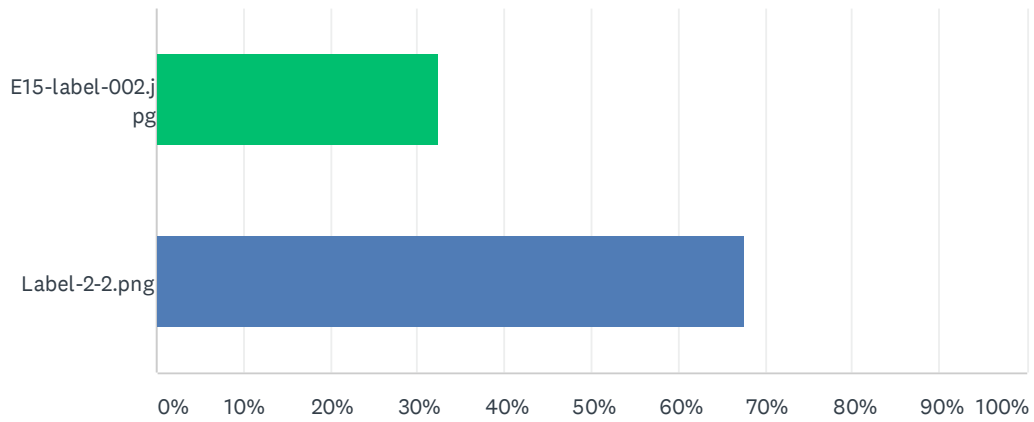
ANSWER CHOICES	RESPONSES	
	32.43%	167
	67.57%	348
TOTAL		515

Q6 How does the inconsistent placement of the E15 label at gas pumps impact its effectiveness in capturing consumer attention?
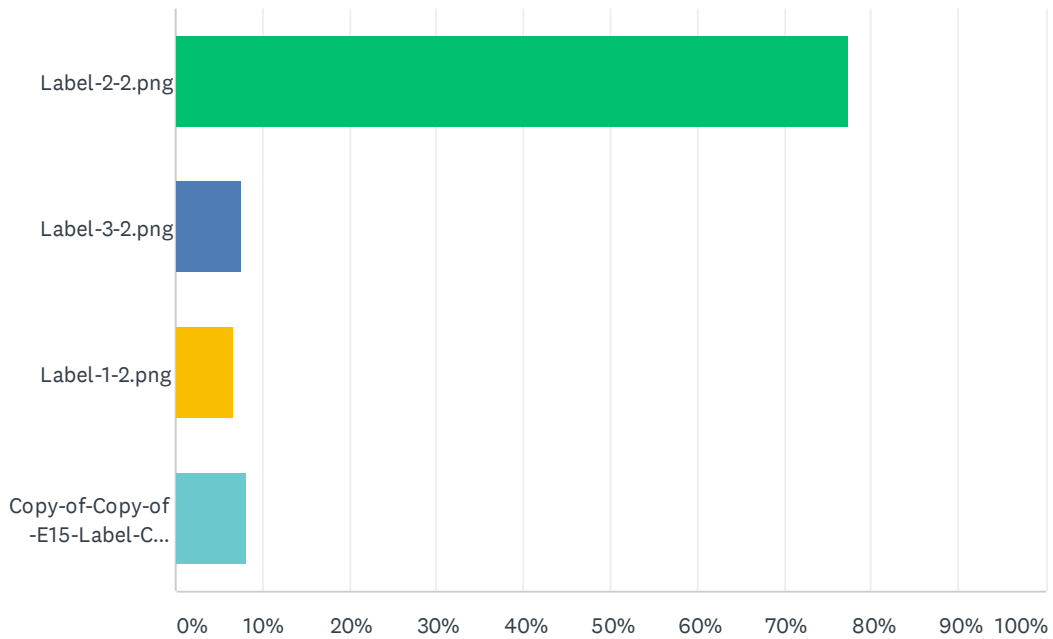
Answered: 515   Skipped: 0

ANSWER CHOICES	RESPONSES	
Difficult to locate and less effective	70.10%	361
Easier to locate and more effective	29.90%	154
TOTAL		515

Q7 Based on the color of these labels, which of these labels most clearly conveys the idea that this label is a warning for consumers?

Answered: 515   Skipped: 0

ANSWER CHOICES	RESPONSES	
	77.48%	399
	7.57%	39
	6.80%	35
	8.16%	42
TOTAL		515

Q8 Which of these labels more effectively conveys the dangers of E15?

Answered: 515   Skipped: 0
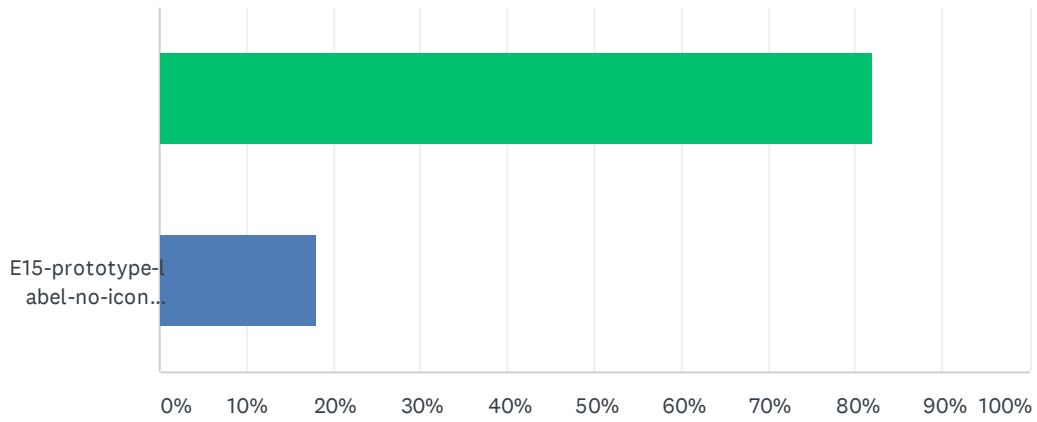
ANSWER CHOICES	RESPONSES	
	81.94%	422
	18.06%	93
TOTAL		515

Q9 Which elements of these labels make it easier to understand their messages for consumers? (Check all that apply)

Answered: 513   Skipped: 2
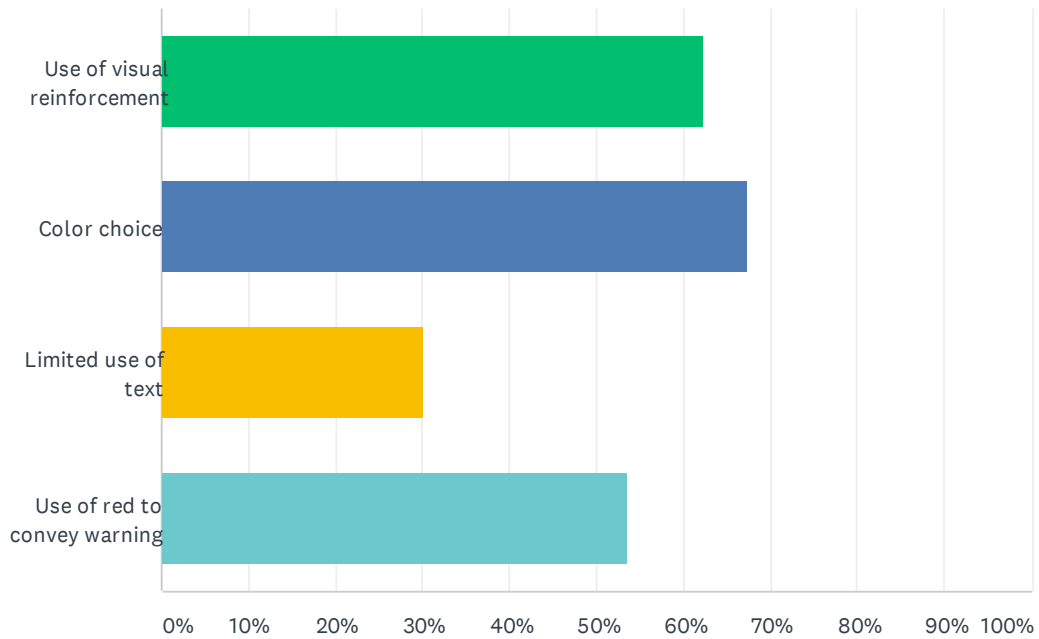
ANSWER CHOICES	RESPONSES	
Use of visual reinforcement	62.38%	320
Color choice	67.45%	346
Limited use of text	30.21%	155
Use of red to convey warning	53.61%	275
Total Respondents: 513		

Q10 Which elements of these labels make it harder to understand their messages for consumers? (Check all that apply)

Answered: 511   Skipped: 4
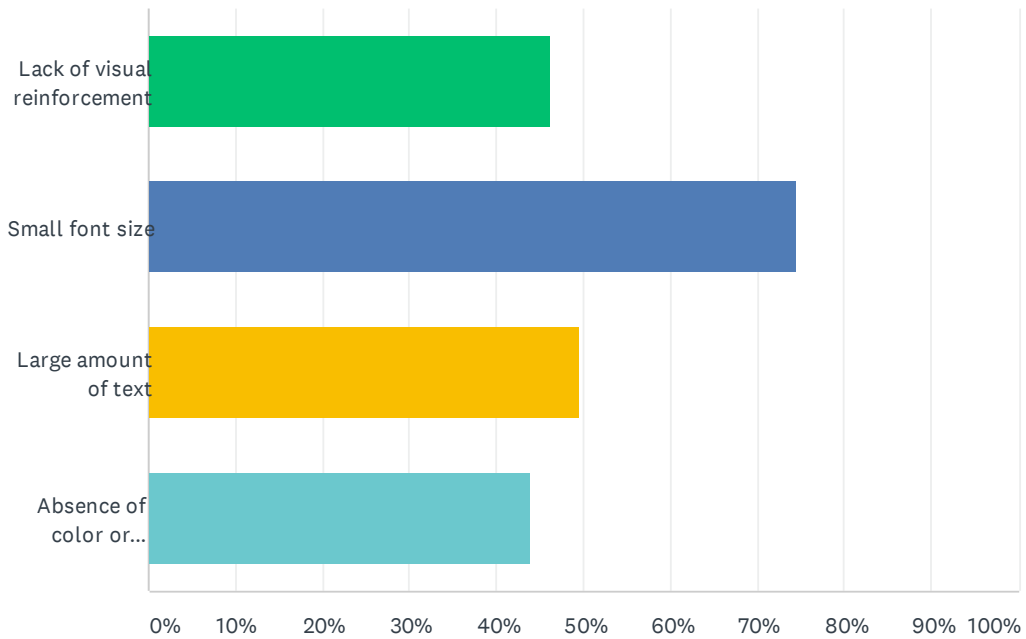
ANSWER CHOICES	RESPONSES	
Lack of visual reinforcement	46.18%	236
Small font size	74.56%	381
Large amount of text	49.51%	253
Absence of color or color-coding	44.03%	225
Total Respondents: 511		

Q11 Age

Answered: 515   Skipped: 0
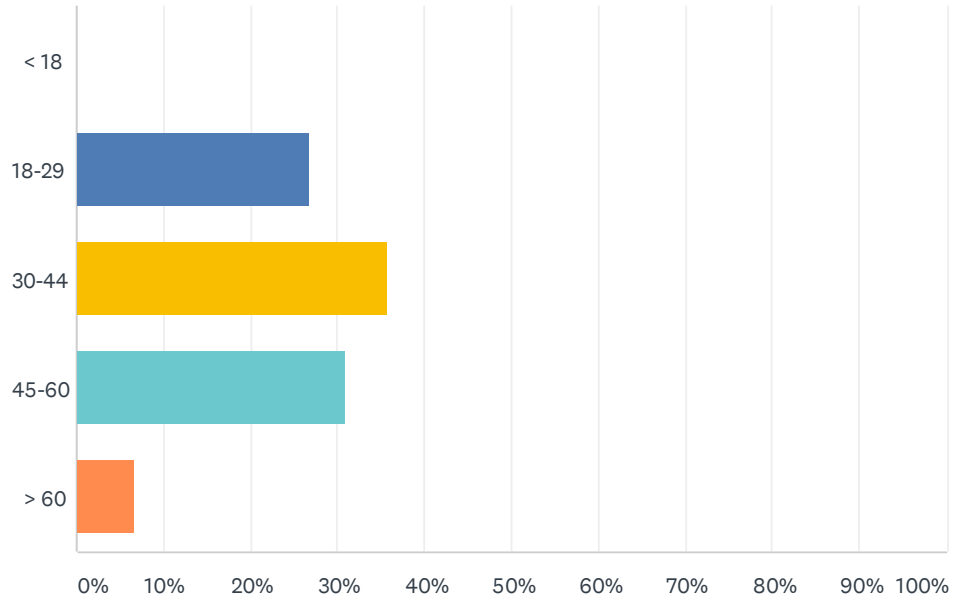
ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	26.80%	138
30-44	35.73%	184
45-60	30.87%	159
> 60	6.60%	34
TOTAL		515

Q12 Gender

Answered: 515   Skipped: 0
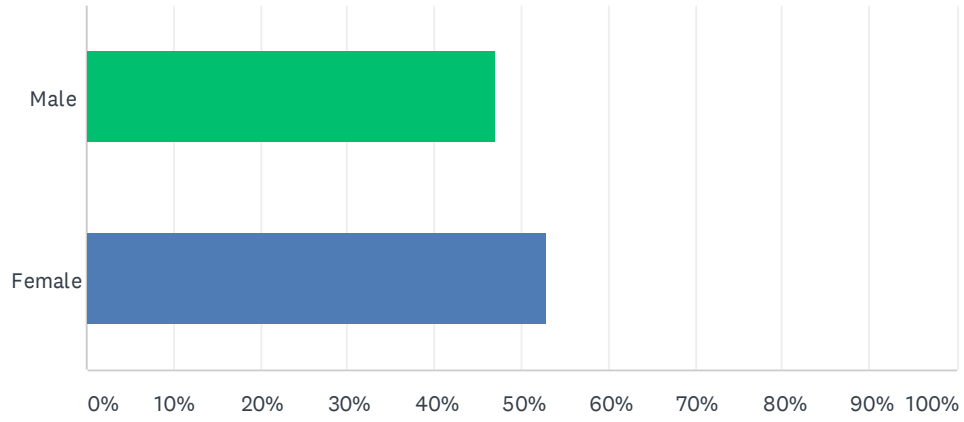
ANSWER CHOICES	RESPONSES	
Male	46.99%	242
Female	53.01%	273
TOTAL		515

Q13 Household Income

Answered: 514   Skipped: 1
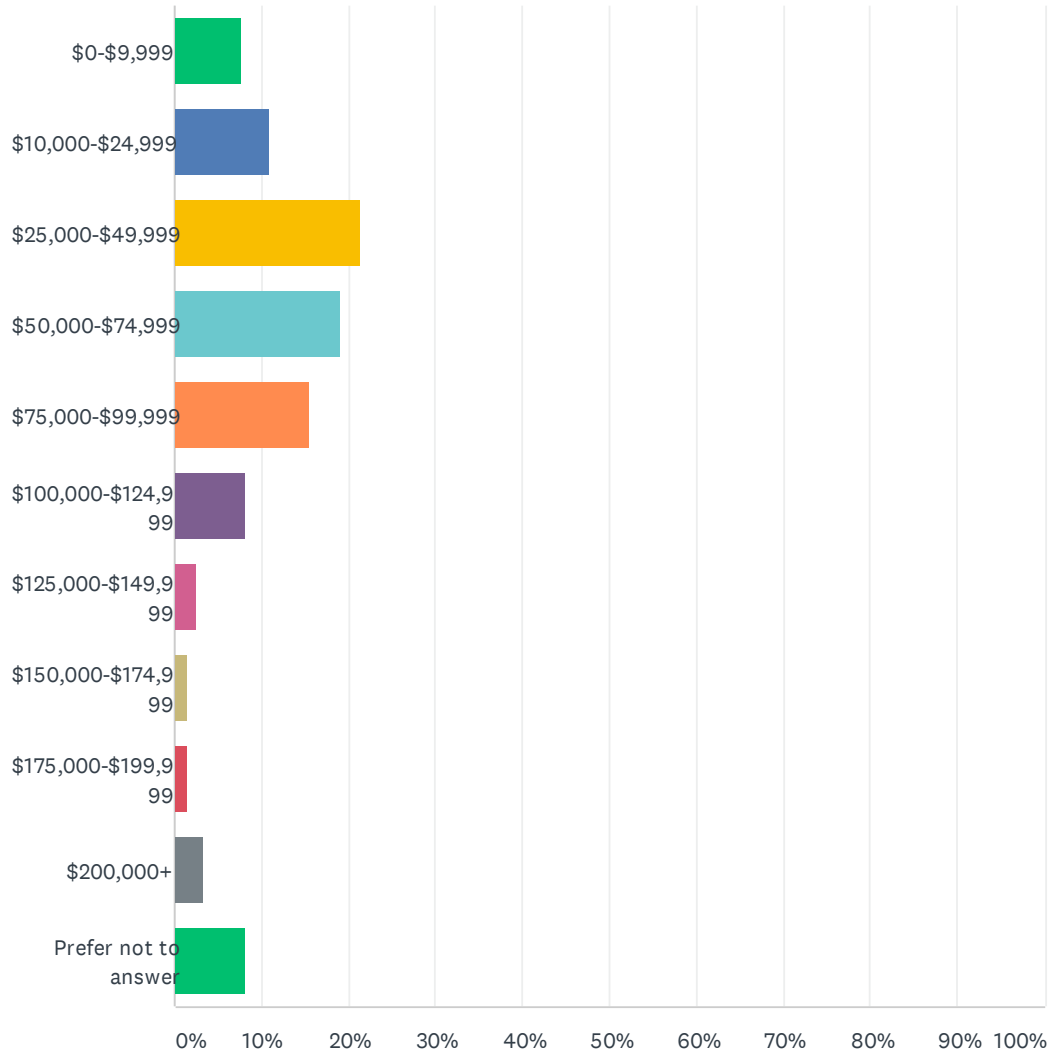
Public Awareness E15 Survey

ANSWER CHOICES	RESPONSES	
$0-$9,999	7.78%	40
$10,000-$24,999	10.89%	56
$25,000-$49,999	21.40%	110
$50,000-$74,999	19.07%	98
$75,000-$99,999	15.56%	80
$100,000-$124,999	8.17%	42
$125,000-$149,999	2.53%	13
$150,000-$174,999	1.56%	8
$175,000-$199,999	1.56%	8
$200,000+	3.31%	17
Prefer not to answer	8.17%	42
TOTAL		514

Public Awareness E15 Survey

Q14 Region

Answered: 497   Skipped: 18
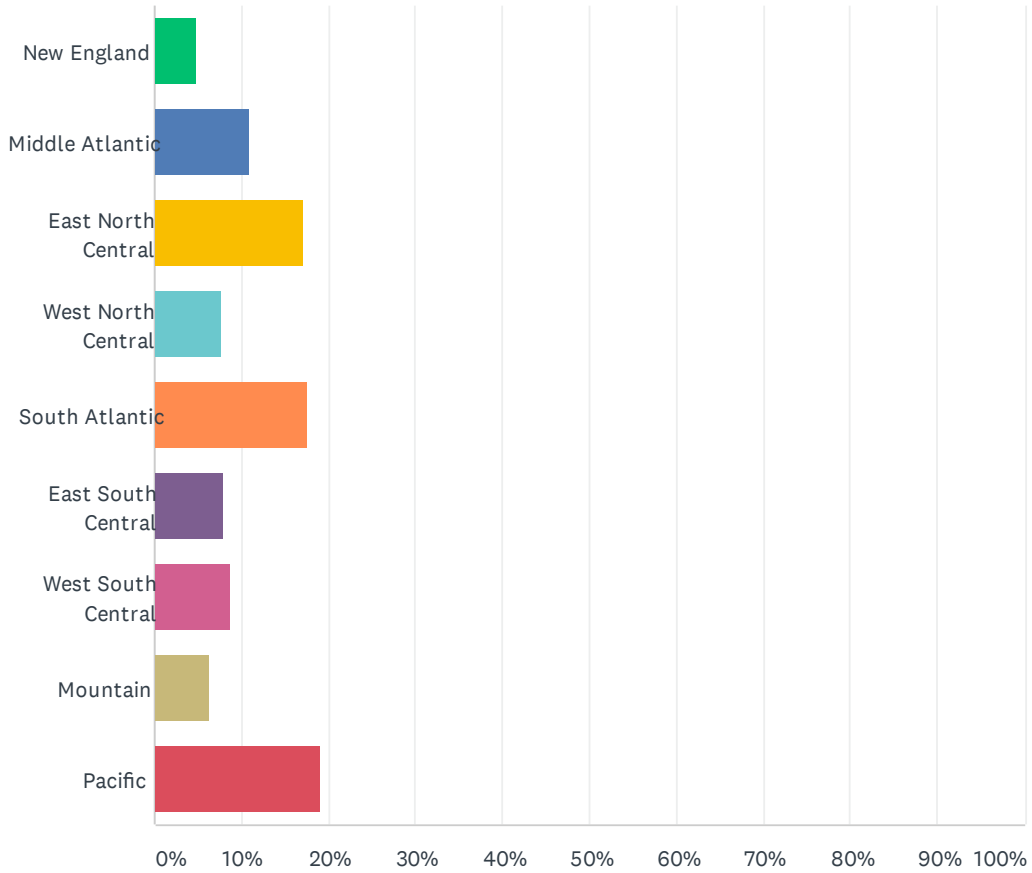
ANSWER CHOICES	RESPONSES	
New England	4.83%	24
Middle Atlantic	10.87%	54
East North Central	17.10%	85
West North Central	7.65%	38
South Atlantic	17.51%	87
East South Central	7.85%	39
West South Central	8.85%	44
Mountain	6.24%	31
Pacific	19.11%	95
TOTAL		497

Q15 Device Type

Answered: 515   Skipped: 0
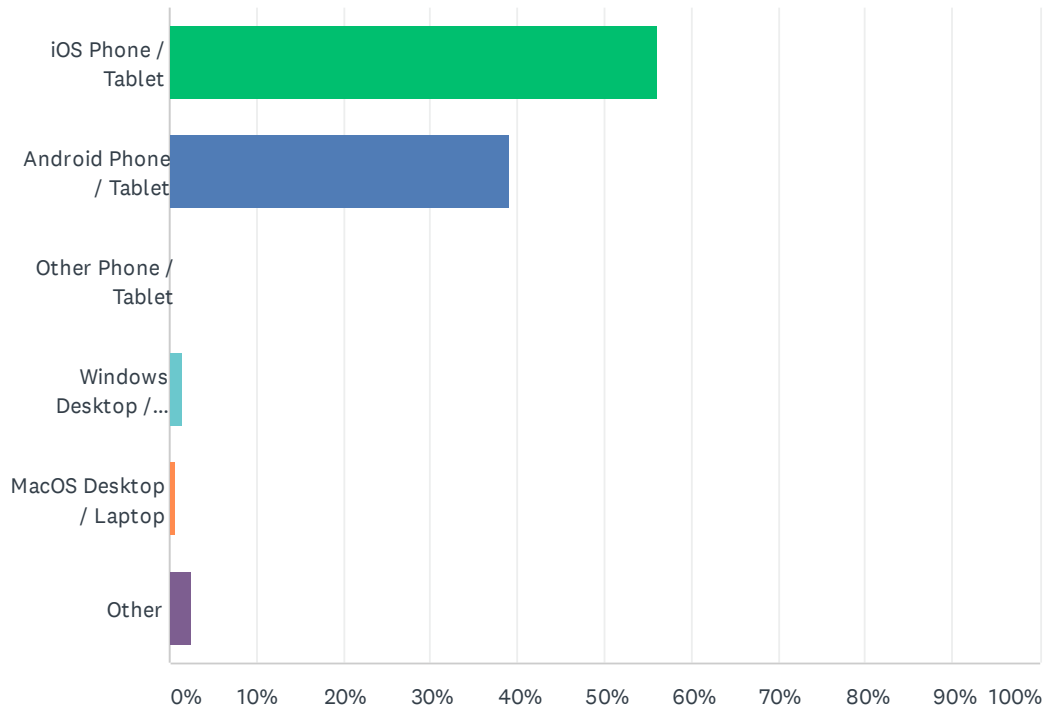
ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	56.12%	289
Android Phone / Tablet	39.22%	202
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	1.55%	8
MacOS Desktop / Laptop	0.58%	3
Other	2.52%	13
TOTAL		515