



Consumer Attitudes & Acceptance

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Ethanol 2008 - Emerging Issues Forum

March 13, 2008



Ethanol Promotion and Information Council (EPIC)

EPIC's Mission:

The Ethanol Promotion and Information Council (EPIC) is a non-profit alliance of industry leaders that have come together to grow consumer demand for ethanol energy through targeted marketing.

EPIC's Vision:

Establish and grow ethanol's place in the global renewable energy market.



Consumer Research

- With limited resources, important to spend time and money wisely.
- Timely input from consumers and influencers to hone direction and messaging.
- Research is done every six months.



Anti-Ethanol Campaign

Ethanol responsible for:

- Raising the price of...
- Gulf of Mexico Dead Zone
- Increasing GHG emissions
- Costs more to produce
- Less energy content = lower MPG
- Too expensive to transport



Hart Research

- Funded by the ethanol industry.
- Well respected researcher.
- Completed in February 2008.
- 1,204 registered voters
- 48% female, 52% male
- 38% Democrat, 31% Republican



Hart Research, cont.

What issue facing America today concerns you the most?

1. The War in Iraq
2. Energy Concerns!



Hart Research, cont.

Q: What is the biggest contributor to our energy problems?

A: America's dependence on foreign oil.



Hart Research, cont.

What is the best broad approach to addressing our energy problems?

1. Invent our way out of the problem by investing in the development of renewable power sources.
2. Conserve.
3. Drill and mine.



Hart Research, cont.

When you hear the term “ethanol,” do you have a pretty clear idea of what it is?

1. 74% - Clear Idea.
2. 25% - Not Really Certain
3. 1% - Not Sure



Hart Research, cont.

What are your first thoughts or impressions when you think of ethanol?

1. 24% - Corn, fuel from corn.
2. 8% - Gasoline, fuel.
3. 6% - Good idea, in favor of it, a good thing.
4. 6% - Clean, biodegradable, clean source of energy.



Hart Research, cont.

What is your reaction to increasing the amount of ethanol we produce and blend into gasoline?

1. 62% - Good Idea.
2. 24% - Neutral.
3. 10% - Bad idea.



Hart Research, cont.

Q: What is the most convincing reason why we should support increasing the amount of ethanol we produce and use?

A: The U.S. imports 12.5 million barrels of oil every day. At current prices, that adds up to more than \$450B/year. Those billions of dollars would be much better spent on homegrown biofuels that are clean and renewable, and that create jobs and spur economic growth here at home.



Hart Research, cont.

59% support increasing the amount of ethanol we produce and use, saying that ethanol is a cleaner fuel than gasoline. It can help us substantially reduce greenhouse gas emissions from cars and trucks, which is a major cause of global warming. Plus, American farmers are using less fertilizer than ever, and the ethanol industry uses far less water than the oil industry uses to refine gasoline.



Hart Research, cont.

56% support increasing the amount of ethanol we produce and use, saying that ethanol is a cleaner fuel than gasoline. It can help us substantially reduce greenhouse gas emissions. American cars and trucks release two billion tons of carbon dioxide a year from their tailpipes into the Earth's atmosphere because we use gasoline, which is a major cause of global warming.



Hart Research, cont.

58% support increasing the amount of ethanol we produce and use, stating that only 9% of U.S. corn production is actually used for human food products. Skyrocketing oil prices increase consumer food bills more than corn prices do because transportation, packaging and other energy-related items.



Hart Research, cont.

Q: What do you think increasing the amount of ethanol we produce and use will effect the most?

1. The economy and jobs.
2. Energy security.
3. Air pollution.



Hart Research, cont.

Q: Who do you trust?

1. Scientists and Researchers
2. Farmers
3. Environmental Groups

*News Media & Oil Company Executives are the bottom two in this category.



Research Conclusions

Key Messages

1. Part of the solution, no silver bullet.
2. American resource.
3. Good for the environment.
4. Ready and available now.



Research Conclusions

Things to keep in mind:

1. Status quo is not an option.
2. More drilling and mining has a negative impact.
3. Decide what we “choose” to respond to and what we “need” to respond to.



Moving Forward

EPIC will:

- Create Rapid Response Team
- Have Dedicated Staff to Push Message
- Continue to Acquire Third Party Verifiers & Spokespeople
- Create Very Technical Information
- Move to the Offensive, while maintaining the Rapid Response Team.



Questions?