



# MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

**BIODIESEL ONLINE - NATIONAL VOTER SURVEY (N=1,173)**  
**SEPTEMBER 30-OCTOBER 2, 2014**

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Are you registered to vote?

1. yes CONTINUE
2. no TERMINATE

Are you familiar with a product called biodiesel?

If so, how familiar are you with biodiesel, very familiar, somewhat familiar, not too familiar or not familiar at all?

	<b>Oct. 2014 (N=1,173)</b>	<b>Oct. 2013 (N=1,041)</b>
No, never heard of biodiesel	18%	19%
<b>Total yes</b>	<b>82%</b>	<b>81%</b>
Yes heard of/very familiar with biodiesel	12%	11%
Yes heard of/somewhat familiar with biodiesel	33%	28%
Yes heard of/not too familiar with biodiesel	23%	25%
Yes heard of/not familiar at all with biodiesel	14%	16%

IF Q2=RESPONSE 2-5 (YES HEARD OF): And how long have you known something about biodiesel?

One year or less	27%	27%
Two to three years	38%	39%
Four to five years	17%	16%
More than 5 years	18%	18%
NA	*	*

IF Q2=RESPONSE 2-5 (YES HEARD OF): Based on what you know or have heard, do you have a positive or negative impression of biodiesel? If you have no opinion or don't know just indicate so.

Positive	52%	45%
Negative	5%	5%
No opinion	32%	38%
Don't know	11%	12%

\* Less than one-half of one percent

IF Q2=RESPONSE 2-5 (YES HEARD OF): What specifically do you know about biodiesel?

	<b>Oct. 2014</b>	<b>Oct. 2013</b>
Fuel/auto fuel from vegetable/corn oil/used oils	14%	16%
Environmentally friendly/good for the environment	9%	8%
Cleaner/cleaner burning	8%	7%
Alternative energy/fuel source	8%	5%
Know/heard/saw name	7%	8%
Fuel from natural/bio/organic/plant material/reclaimed biomaterials	6%	8%
Vegetable/plant based fuel	5%	3%
Renewable/renewable fuel source	4%	3%
Made from/with corn	3%	4%
Gas/fuel (general)	3%	4%
Good/good idea	3%	1%
Mixes diesel/gas with other products	2%	2%
New fuel/form of fuel	2%	1%
Made without petroleum	1%	1%
Animal product/animal fat based	1%	*
Recycled material	1%	1%
Substitute for diesel fuel	1%	*
Synthetic/man-made	1%	1%
More fuel efficient/saves gas	1%	2%
Biodegradable	1%	1%
remaining responses less than 1%		

IF Q2=RESPONSE 2-5 (YES HEARD OF): Which one of the following best describes how you learned about biodiesel?

Television reports, documentaries or news stories	38%	43%
Word of mouth from family, friends or co-workers	21%	19%
Print media such as newspapers and/or magazines	19%	17%
Specific Internet websites	10%	9%
Radio shows or interviews	3%	4%
Social media such as Twitter, Facebook or YouTube	3%	3%
Radio shows or interviews	3%	4%
Social media such as Twitter, Facebook or YouTube	3%	3%
Other? (PLEASE SPECIFY)		
At work/personal experience	1%	1%

School	1%	1%
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\* remaining answers less than one percent

Biodiesel is America's first advanced biofuel. It is a cleaner burning renewable fuel produced from sustainable resources here in the United States. It works in any diesel engine and can be used for home heating. While reducing our reliance on foreign oil and creating green jobs, biodiesel fights pollution, creating cleaner air and dramatically reducing the hazardous waste compared to petroleum diesel.

Based on this definition, assuming you could use biodiesel, how likely would you be to use this product?

Very likely	42%	37%
Somewhat likely	40%	39%
<b>Total very/somewhat likely</b>	<b>81%</b>	<b>76%</b>
<b>Total not very likely/not at all likely</b>	<b>10%</b>	<b>14%</b>
Not very likely	7%	10%
Not at all likely	4%	4%
Makes no difference to me	8%	11%

Assuming you could use products or services that use biodiesel, how likely would you be to use these products or services?

Very likely	41%	37%
Somewhat likely	41%	41%
<b>Total very/somewhat likely</b>	<b>83%</b>	<b>78%</b>
<b>Total not very likely/not at all likely</b>	<b>8%</b>	<b>12%</b>
Not very likely	6%	9%
Not at all likely	3%	3%
Makes no difference to me	9%	10%

Assuming you could use products or services that use biodiesel, how likely are you to pay slightly more to use these products or services?

	<b>Oct. 2014</b>	<b>Oct. 2013</b>
Very likely	18%	NA
Somewhat likely	41%	
<b>Total very/somewhat likely</b>	<b>58%</b>	
<b>Total not very likely/not at all likely</b>	<b>37%</b>	
Not very likely	25%	
Not at all likely	12%	
Makes no difference to me	5%	

After everything you've read so far about biodiesel, would you strongly support, somewhat support, somewhat oppose or strongly oppose a federal tax incentive that would make biodiesel approximately the same price as, or a little more than, regular diesel to encourage its use in the U.S.?

Strongly support	36%	30%
Somewhat support	39%	36%
<b>Total support</b>	<b>75%</b>	<b>66%</b>
<b>Total oppose</b>	<b>14%</b>	<b>19%</b>
Somewhat oppose	7%	11%
Strongly oppose	7%	8%
Don't know	10%	15%

After everything you've read so far about biodiesel, would you strongly support, somewhat support, somewhat oppose or strongly oppose a national renewable fuel standard to support increased biodiesel use in the U.S.?

Strongly support	35%	31%
Somewhat support	41%	39%
<b>Total support</b>	<b>76%</b>	<b>70%</b>
<b>Total oppose</b>	<b>13%</b>	<b>14%</b>
Somewhat oppose	7%	8%
Strongly oppose	5%	6%
Don't know	11%	16%

What is the best way for you to get information about biodiesel?	<b>Oct. 2014</b>	<b>Oct. 2013</b>
TV	28%	25%
Radio	2%	1%
Newspapers	9%	8%
Internet	47%	47%
Mailings/brochures	5%	5%
Don't know	9%	15%

Indicate the source(s) from where you are most likely to learn information about alternative fuels and/or energy resources. Choose all that apply.

Mainstream news and media: newspaper, network or cable news programs	70%	68%
Social media: Facebook, Twitter, YouTube, etc.	21%	17%
Entertainment media: Nova, History Channel, Investigative Reports, etc.	34%	26%
Friends, family, colleagues and personal contacts	35%	29%
Fueling station or mechanic	18%	17%
Don't know	9%	13%

Thinking about issues that affect your vote, when deciding how you will vote, how important are the following issues in making your decision? Would you say very important, somewhat important, not too important, or not important at all?

Scale

1. Very important
2. Somewhat important
3. Not too important
4. Not important at all
5. Don't know

RANDOMIZE

A candidate's position on energy issues

Very important	37%	41%
Somewhat important	47%	40%
<b>Total very/somewhat important</b>	<b>85%</b>	<b>81%</b>
<b>Total not too important/not important at all</b>	<b>12%</b>	<b>12%</b>
Not too important	10%	10%
Not important at all	2%	2%
Don't know	3%	7%

A candidate's position on alternative fuels

	<b>Oct. 2014</b>	<b>Oct. 2013</b>
Very important	32%	29%
Somewhat important	47%	44%
<b>Total very/somewhat important</b>	<b>78%</b>	<b>73%</b>
<b>Total not too important/not important at all</b>	<b>18%</b>	<b>19%</b>
Not too important	15%	15%
Not important at all	4%	4%
Don't know	3%	8%