

Getting Acquainted With Alternative Fuels

New research shows that not many c-store shoppers are aware of the benefits

E15, E85, diesel, biodiesel, CNG, electric, hybrid — drivers today have a lot of options when it comes to powering their vehicles. To



gauge U.S. motorists' familiarity and interest in alternative fuels, IQ Research Solutions, sister company of *Convenience Store News*, recently conducted a survey among consumers who visit a c-store at least once a month, own a vehicle and purchased motor fuels in any channel in the last month. Among the findings: Few c-store shoppers are familiar with how alternative fuels differ from traditional fuels. Only about 12 percent of the 500-plus consumers surveyed would classify themselves as extremely or very familiar.

The percentage of c-store shoppers who currently own an electric or hybrid car.



The percentage of c-store shoppers who say they are extremely or very likely to own an electric or hybrid car in the next five years.

How familiar are you with alternative fuels?

Extremely	2.6%
Very	9.0%
Somewhat	33.9%
Not very	41.3%
Not at all — What are alternative fuels?	13.2%

Base: 501 regular c-store patrons who purchased motor fuel (in any channel) in the prior month
Source: *Convenience Store News* Market Research, 2017

C-store shoppers most familiar with alternative fuels are male, aged 25-34, urban, and with an annual income of more than \$100,000.

Why have you not purchased alternative fuels?

Alternative fuels not available in locations where I purchase motor fuel	43.9%
Unsure about the fuel economy/mileage of alternative fuels	36.5%
Concern that alternative fuels will damage my vehicle	34.1%
Other	11.4%

More than half of c-store shoppers in the Northeast (55.4%) say they don't purchase alternative fuel because there's no availability.

Base: 367 regular c-store patrons who purchased motor fuel (in any channel) in the prior month, but not alternative fuels
Source: *Convenience Store News* Market Research, 2017



Want to collaborate and share expertise with your peers? The Council of Retail Experts (CORE) is an exclusive network of convenience store retail leaders who do just that. For more information on how to join CORE, please visit www.cvcoreinsights.com.



Survey respondents sourced via ProdegeMR, a leading provider of data collection solutions for the research industry. Visit www.prodegemr.com for more info.

Have you ever purchased any of the following types of alternative fuels?

Regular diesel	10.4%
E85	10.0%
Other ethanol blends	7.2%
E15	3.4%
Biodiesel	2.6%
Compressed natural gas (CNG)	0.4%
Other	0.6%
I have not purchased alternative fuel before	73.3%



Base: 501 regular c-store patrons who purchased motor fuel (in any channel) in the prior month

Source: *Convenience Store News* Market Research, 2017

Females are more likely than males to say they've never purchased alternative fuel (78.6% vs. 67.6%).