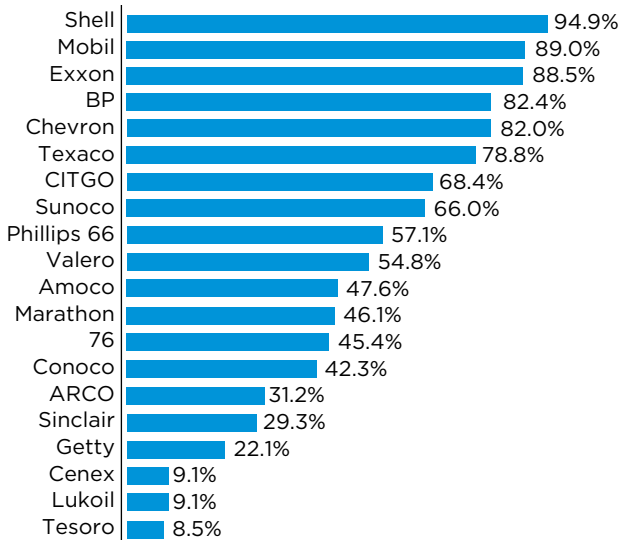


How Much Does Fuel Brand Really Matter?

New consumer research analyzes both brand familiarity and perception

Will motorists drive out of their way to purchase a specific brand of fuel? Will they pay more for a certain brand? To find out the answers to these questions and more, EIQ Research Solutions, sister company of *Convenience Store News*, recently surveyed hundreds of consumers who regularly drive a vehicle. Among the findings: Motorists are more willing to drive out of their way for a preferred fuel brand than they are to pay more.

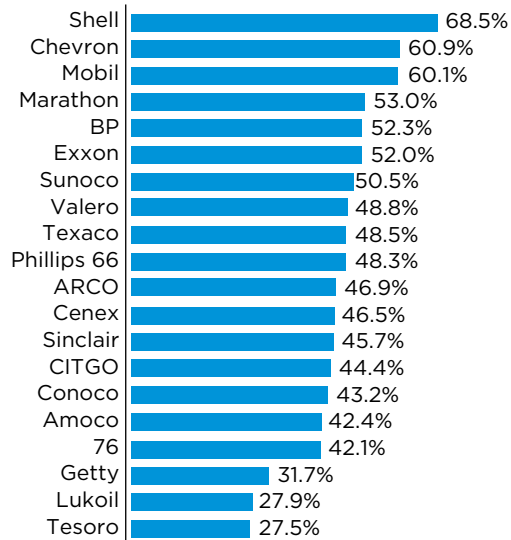
Which of the following fuel brands are you familiar with?



Base: 471 respondents who regularly drive a vehicle
Source: EIQ Research Solutions

What is your perception of the following fuel brands?

(percentage responding "very positive" or "positive")



Base: 447 respondents familiar with these brands
Source: EIQ Research Solutions



38.4%

The percentage of motorists who say they will pay more for a specific fuel brand.

43.1%

The percentage of motorists who say they will drive out of their way to purchase a specific fuel brand.

5 to 10 Minutes

The amount of time most of these motorists (60 percent) would drive out of their way.



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.cvcareinsights.com.



Survey respondents sourced via ProdegeMR, reinventing the market research process by taking a respondent first approach. Visit www.prodegemr.com for more info.