

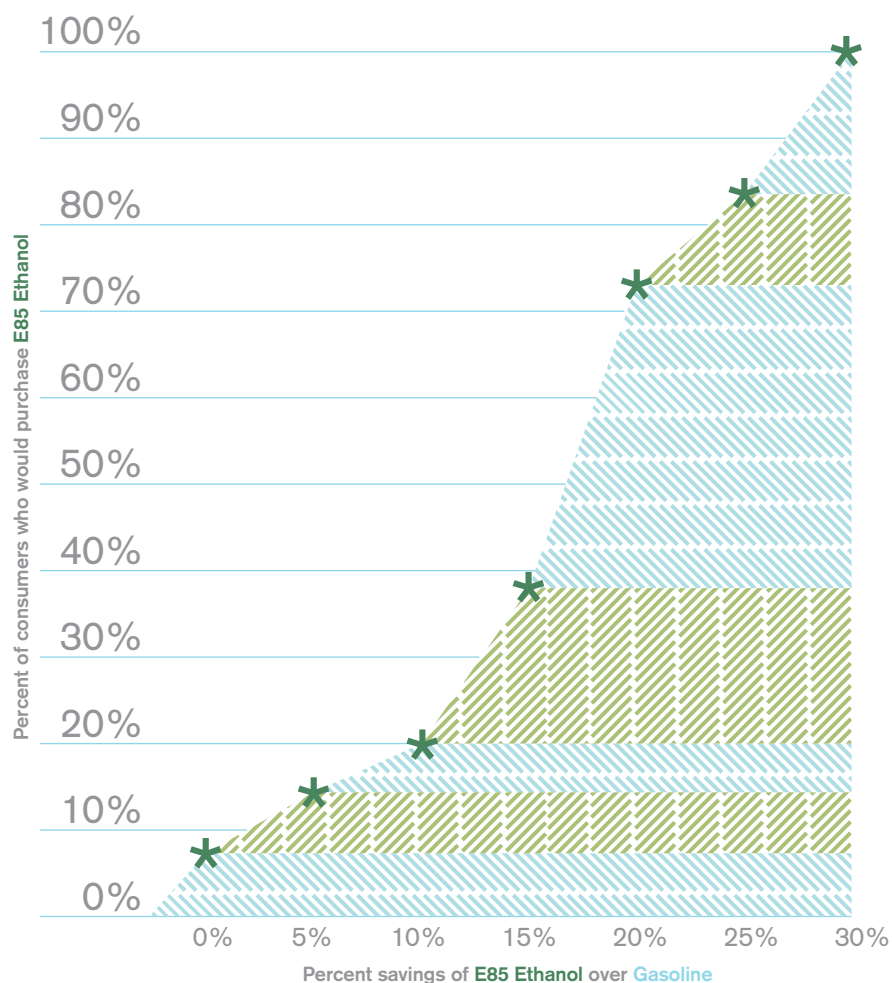
The Flux Report™

Biofuels Edition, May 2011



The Price Divide:

What percentage of people would switch to **E85 Ethanol**?



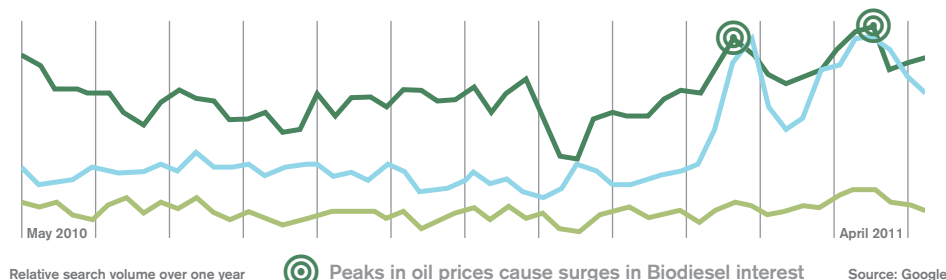
Source: survey conducted on e85prices.com, May 2011

Top 5 Consumer Concerns about Purchasing Biofuels

- 1 Energy Independence
- 2 Food vs. Fuel Issue
- 3 Efficiency of Production
- 4 Environmental Impact of Production
- 5 Production Sources

Source: Wikipedia

Relative Search Volume for **Electric Vehicle** vs. **Biodiesel** vs. **E85**



Top Related Search Terms For "Biodiesel"

account acid advanced alkyl **alternative** animal apr because biodegradable biofuel
 blended board burning car catalyst center **clean** cleaner-burning components considered consisting
 contact data dec derived details dispelled emissions encyclopedia entire equipment **esters** ethanol
 ethyl farming fat fat-based **fats** fatty forever form **fuel** made myths oil oils
 produced **renewable** resources **vegetable**

Size of terms indicates the relative search volume

Source: Google