

Gray, Gray & Gray BIOHEAT® Fuel Survey Results 2012

1. In what state does your company primarily do business?

CT: 9%	ME: 7%	MD: 1%
DE: 1%	MA: 19%	NH: 5%
NJ: 10%	NY: 15%	PA: 24%
RI: 3%	VT: 3%	VA: 3%

2. Which description best describes your business?

a. Heating oil dealer, full service:	83%
b. Heating oil dealer, COD/discount	13%
c. Wholesale marketing company /terminal operator:	4%

3. How familiar are you with Bioheat® fuel?

a. Very familiar	39%
b. Moderately familiar	50%
c. Not familiar	11%

4. Does your company currently market and sell Bioheat® fuel?

a. Yes	23%
b. No	77%

5. Are you a registered Bioheat® fuel dealer?

a. Yes	23%
b. No	77%

6. Fuel dealers: If you sell Bioheat® fuel, what blend percentage are you selling?

a. 2%	7%
b. 5%	17%
c. 6-20%	3%
d. Do not know	2%
e. N/A (I do not sell Bioheat® fuel)	71%

7. Fuel dealers: If you sell Bioheat® fuel are you publically promoting Bioheat® fuel or simply delivering it without consumer knowledge?

a. Marketing it	14%
b. Just delivering it	13%
c. N/A (I do not sell Bioheat®)	73%

8. Fuel dealers: If you are not selling Bioheat® fuel, why not?

a. It is not available through my wholesale partners	19%
b. Not comfortable with the technical aspects	26%
c. It is too expensive	20%
d. Other	35%

*No demand from customer (19%)
No storage (15%)
Not stable (13%)
Not proven successful for today's equipment (13%)
Not needed/No interest from oil dealer (12%)
Availability/Distribution (12%)
Cost (12%)
Don't know enough about it (4%)*

9. Is biodiesel or Bioheat® fuel available in your terminal network?

a. Yes	72%
b. No	28%

10. Where is your company's primary supply of heating oil, biodiesel or a blend of both located, in proximity to your business?

a. 0-10 miles	19%
b. 10-25 miles	40%
c. 25-50 miles	24%
d. 50+ miles	17%

11. Do your customers ever request Bioheat® fuel?

a. Yes	16%
b. No	84%

12. Do you feel your customers are aware of the heating fuel industry's transition to Bioheat® fuel?

a. Yes	20%
b. No	80%

13. If yes: What percentage of your customers do you feel are aware of the move to Bioheat® fuel?

31%

14. Have you ever used the Bioheat® fuel sales and marketing tools available through the National Biodiesel Board?

a. Yes	13%
b. No	71%
c. Not aware that they were available	16%

15. Do you believe Bioheat® fuel is a logical "next step" to help the heating oil industry reposition itself?

a. Yes	45%
b. No	55%

16. Do you believe that the conventional heating oil you are currently selling is competitive against other fuels such as natural gas, propane or wood pellets?

a. Yes	22%
b. No	78%

17. Do you think Bioheat® fuel, against other fuels such as natural gas, propane or wood pellets, is:

a. More competitive	9%
b. Less competitive	19%
c. About the same	72%

18. Bioheat® fuel has been in the mainstream for several years. Please check those items that describe your exposure to Bioheat®:

a. Attended a conference	40%
b. My fuel wholesale partner discussed it with me	26%
c. I saw outdoor media, bus, train, or billboards	11%
d. I heard a radio spot	20%
e. I saw a truck wrapped with Bioheat® fuel graphics	36%
f. I read an article discussing Bioheat® fuel	68%
g. In a communication from my Oilheat Association	41%
h. Other	8%

Service/Equipment issues (23%)

Selling it now (22%)

Have purchased in the past, but not now (22%)

Selling it now (22%)

No exposure (11%)

Meetings with BioFuel provider (11%)

Self-education (11%)

19. Have you ever visited www.bioheatonline.com?

a. Yes	27%
b. No	73%

20. If yes, did you think the website was informative/valuable?

a. Yes	97%
b. No	3%

21. In reviewing pricing for Bioheat® fuel in your market, is it being priced at:

a. Premium to heating oil	36%
b. Slight premium to heating oil	40%
c. Same as heating oil	24%
d. Slight discount to heating oil	0%
e. Discounted to heating oil	0%

22. Are you aware that testing is currently underway to amend ASTM D 396 by moving to higher blend of biodiesel in home heating oil?

a. Yes	45%
b. No	55%

23. Are you aware of any problems with the use of Bioheat® fuel?

a. Yes	49%
b. No	51%

If yes, please describe:

Blending issues (10%)

Freezepoint is higher, gelling/clogging issues (61%)

Product separates/breaks down (13%)

Quality (3%)

24. Would you like to see the use of Bioheat® fuel mandated in your state?

a. Yes	29%
b. No	71%

25. Everything being equal, would you prefer Bioheat® fuel as your home heating oil product? Or are you satisfied with generic home heating oil high or ultra-low sulfur?

a. I would like to transition to Bioheat® fuel	24%
b. Today's heating oil is fine with me	50%
c. I would sell both regular oil and Bioheat® fuel	26%

Gray, Gray & Gray BIOHEAT® Fuel Survey Results 2012 - NORTHEAST REGION

1. In what state does your company primarily do business?					
	CT: 9%	ME: 7%	MA: 19%		
	NH: 5%	RI: 3%	VT: 3%	VA:	
2. Which description best describes your business?					
a. Heating oil dealer, full service:	87%				
b. Heating oil dealer, COD/discount	10%				
c. Wholesale marketing company /terminal operator:	3%				
3. How familiar are you with Bioheat® fuel?					
a. Very familiar	48%				
b. Moderately familiar	40%				
c. Not familiar	12%				
4. Does your company currently market and sell Bioheat® fuel?					
a. Yes	31%				
b. No	69%				
5. Are you a registered Bioheat® fuel dealer?					
a. Yes	31%				
b. No	69%				
6. Fuel dealers: If you sell Bioheat® fuel, what blend percentage are you selling?					
a. 2%	7%				
b. 5%	24%				
c. 6-20%	2%				
d. Do not know	2%				
e. N/A (I do not sell Bioheat® fuel)	65%				
7. Fuel dealers: If you sell Bioheat® fuel are you publically promoting Bioheat® fuel or simply delivering it without consumer knowledge?					
a. Marketing it	21%				
b. Just delivering it	10%				
c. N/A (I do not sell Bioheat®)	69%				
8. Fuel dealers: If you are not selling Bioheat® fuel, why not?					
a. It is not available through my wholesale partners	14%				
b. Not comfortable with the technical aspects	21%				
c. It is too expensive	19%				
d. Other	46%				
	<i>Not needed/No interest from oil dealer (20%)</i>				
	<i>No demand from customer (14%)</i>				
	<i>Not proven successful for today's equipment (14%)</i>				
	<i>Not stable (13%)</i>				
	<i>Availability/Distribution (12%)</i>				
	<i>No storage (11%)</i>				
	<i>Service issues (9%)</i>				
	<i>Don't know enough about it (7%)</i>				
9. Is biodiesel or Bioheat® fuel available in your terminal network?					
a. Yes	72%				
b. No	28%				
10. Where is your company's primary supply of heating oil, biodiesel or a blend of both located, in proximity to your business?					
a. 0-10 miles	22%				
b. 10-25 miles	40%				
c. 25-50 miles	24%				
d. 50+ miles	17%				
11. Do your customers ever request Bioheat® fuel?					
a. Yes	16%				
b. No	84%				
12. Do you feel your customers are aware of the heating fuel industry's transition to Bioheat® fuel?					
a. Yes	26%				
b. No	74%				
13. If yes: What percentage of your customers do you feel are aware of the move to Bioheat® fuel?					
	37%				
14. Have you ever used the Bioheat® fuel sales and marketing tools available through the National Biodiesel Board?					
a. Yes	19%				
b. No	71%				
c. Not aware that they were available	10%				
15. Do you believe Bioheat® fuel is a logical "next step" to help the heating oil industry reposition itself?					
a. Yes	43%				
b. No	57%				
16. Do you believe that the conventional heating oil you are currently selling is competitive against other fuels such as natural gas, propane or wood pellets?					
a. Yes	31%				
b. No	69%				
17. Do you think Bioheat® fuel, against other fuels such as natural gas, propane or wood pellets, is:					
a. More competitive	9%				
b. Less competitive	24%				
c. About the same	67%				
18. Bioheat® fuel has been in the mainstream for several years. Please check those items that describe your exposure to Bioheat®:					
a. Attended a conference	48%				
b. My fuel wholesale partner discussed it with me	31%				
c. I saw outdoor media, bus, train, or billboards	17%				
d. I heard a radio spot	26%				
e. I saw a truck wrapped with Bioheat® fuel graphics	43%				
f. I read an article discussing Bioheat® fuel	69%				
g. In a communication from my Oilheat Association	52%				
h. Other	9%				
	<i>Have purchased in the past, but not now (34%)</i>				
	<i>Self-education (34%)</i>				
	<i>No exposure (32%)</i>				
19. Have you ever visited www.bioheatonline.com?					
a. Yes	38%				
b. No	62%				
20. If yes, did you think the website was informative/valuable?					
a. Yes	98%				
b. No	2%				
21. In reviewing pricing for Bioheat® fuel in your market, is it being priced at:					
a. Premium to heating oil	33%				
b. Slight premium to heating oil	43%				
c. Same as heating oil	24%				
d. Slight discount to heating oil	0%				
e. Discounted to heating oil	0%				
22. Are you aware that testing is currently underway to amend ASTM D 396 by moving to higher blend of biodiesel in home heating oil?					
a. Yes	36%				
b. No	64%				
23. Are you aware of any problems with the use of Bioheat® fuel?					
a. Yes	49%				
b. No	51%				
	If yes, please describe:				
	<i>Equipment issues (38%)</i>				
	<i>Freezepoint is higher, gelling/clogging issues (31%)</i>				
	<i>Quality (19%)</i>				
	<i>Product separates/breaks down (7%)</i>				
	<i>Blending issues (6%)</i>				
24. Would you like to see the use of Bioheat® fuel mandated in your state?					
a. Yes	22%				
b. No	78%				
25. Everything being equal, would you prefer Bioheat® fuel as your home heating oil product? Or are you satisfied with generic home heating oil high or ultra-low sulfur?					
a. I would like to transition to Bioheat® fuel	17%				
b. Today's heating oil is fine with me	53%				
c. I would sell both regular oil and Bioheat® fuel	30%				

Gray, Gray & Gray BIOHEAT® Fuel Survey Results 2012 - MID-ATLANTIC REGION

1. In what state does your company primarily do business?

MD: 1% DE: 1% NJ: 10%
 NY: 15% PA: 24% VA: 3%

2. Which description best describes your business?

a. Heating oil dealer, full service: 80%
 b. Heating oil dealer, COD/discount 15%
 c. Wholesale marketing company /terminal operator: 5%

3. How familiar are you with Bioheat® fuel?

a. Very familiar 35%
 b. Moderately familiar 55%
 c. Not familiar 10%

4. Does your company currently market and sell Bioheat® fuel?

a. Yes 19%
 b. No 81%

5. Are you a registered Bioheat® fuel dealer?

a. Yes 19%
 b. No 81%

6. Fuel dealers: If you sell Bioheat® fuel, what blend percentage are you selling?

a. 2% 9%
 b. 5% 13%
 c. 6-20% 7%
 d. Do not know 3%
 e. N/A (I do not sell Bioheat® fuel) 80%

7. Fuel dealers: If you sell Bioheat® fuel are you publically promoting Bioheat® fuel or simply delivering it without consumer knowledge?

a. Marketing it 9%
 b. Just delivering it 11%
 c. N/A (I do not sell Bioheat®) 80%

8. Fuel dealers: If you are not selling Bioheat® fuel, why not?

a. It is not available through my wholesale partners 21%
 b. Not comfortable with the technical aspects 29%
 c. It is too expensive 17%
 d. Other 49%

Cost (25%)
No demand from customer (8%)
No storage (17%)
Not needed/No interest from oil dealer (17%)
Availability/Distribution (17%)
Service issues (8%)
Sold in past with poor results (8%)

9. Is biodiesel or Bioheat® fuel available in your terminal network?

a. Yes 65%
 b. No 35%

10. Where is your company's primary supply of heating oil, biodiesel or a blend of both located, in proximity to your business?

a. 0-10 miles 17%
 b. 10-25 miles 38%
 c. 25-50 miles 24%
 d. 50+ miles 21%

11. Do your customers ever request Bioheat® fuel?

a. Yes 4%
 b. No 96%

12. Do you feel your customers are aware of the heating fuel industry's transition to Bioheat® fuel?

a. Yes 20%
 b. No 80%

13. If yes: What percentage of your customers do you feel are aware of the move to Bioheat® fuel?

31%

14. Have you ever used the Bioheat® fuel sales and marketing tools available through the National Biodiesel Board?

a. Yes 7%
 b. No 71%
 c. Not aware that they were available 22%

15. Do you believe Bioheat® fuel is a logical "next step" to help the heating oil industry reposition itself?

a. Yes 45%
 b. No 55%

16. Do you believe that the conventional heating oil you are currently selling is competitive against other fuels such as natural gas, propane or wood pellets?

a. Yes 11%
 b. No 18%
 b. About the same 73%

17. Do you think Bioheat® fuel, against other fuels such as natural gas, propane or wood pellets, is:

a. More competitive 9%
 b. Less competitive 19%
 c. About the same 72%

18. Bioheat® fuel has been in the mainstream for several years. Please check those items that describe your exposure to Bioheat®:

a. Attended a conference 35%
 b. My fuel wholesale partner discussed it with me 24%
 c. I saw outdoor media, bus, train, or billboards 8%
 d. I heard a radio spot 16%
 e. I saw a truck wrapped with Bioheat® fuel graphics 29%
 f. I read an article discussing Bioheat® fuel 69%
 g. In a communication from my Oilheat Association 36%
 h. Other 8%

Service/Equipment issues (33%)
Selling it now (33%)
Meetings with BioFuel provider (17%)
Have purchased in the past, but not now (16%)

19. Have you ever visited www.bioheatonline.com?

a. Yes 19%
 b. No 79%

20. If yes, did you think the website was informative/valuable?

a. Yes 17%
 b. No 83%

21. In reviewing pricing for Bioheat® fuel in your market, is it being priced at:

a. Premium to heating oil 39%
 b. Slight premium to heating oil 37%
 c. Same as heating oil 24%
 d. Slight discount to heating oil 0%
 e. Discounted to heating oil 0%

22. Are you aware that testing is currently underway to amend ASTM D 396 by moving to higher blend of biodiesel in home heating oil?

a. Yes 52%
 b. No 48%

23. Are you aware of any problems with the use of Bioheat® fuel?

a. Yes 50%
 b. No 50%

If yes, please describe:

Freezepoint is higher, gelling/clogging issues (48%)
Equipment issues (27%)
Blending issues (10%)
Product separates/breaks down (10%)
Storage issues (5%)

24. Would you like to see the use of Bioheat® fuel mandated in your state?

a. Yes 35%
 b. No 65%

25. Everything being equal, would you prefer Bioheat® fuel as your home heating oil product? Or are you satisfied with generic home heating oil high or ultra-low sulfur?

a. I would like to transition to Bioheat® fuel 30%
 b. Today's heating oil is fine with me 46%
 c. I would sell both regular oil and Bioheat® fuel 24%