



**ALLIANCE OF AUTOMOBILE MANUFACTURERS
NORTH AMERICAN FUEL SURVEY®**

GUIDANCE FOR USE

General principles governing usage and publication:

The Alliance encourages users to study, evaluate and analyze the data provided in the Fuel Survey. To protect our intellectual property rights and interests, however, we require users to maintain the data files as a private resource instead of a public one. To protect the value and ensure the integrity of the data, we prefer that any data or derived data that are published or otherwise revealed to the public be aggregated so as to keep the individual sample information hidden. The Alliance also cautions users to avoid misusing the data, *e.g.*, by changing any data points, presenting data in a way that is scientifically invalid or presenting data in a way that will lead to false conclusions.

Examples of data and analyses that users may publish or otherwise publicly reveal:

- National parameter averages, maxima and minima.
- State and city summaries and other aggregated data, as long as the data are aggregated enough to protect the identity of individual data points (*e.g.*, service station brand names)
- Multi-year trends of individual parameters, as long as the data are aggregated enough to protect the identity of individual data points

Examples of data and analyses that users may not publish or otherwise publicly reveal:

- Portions of or the entire Fuel Survey
- Individual sample data and their brand name sources
- Specific individual sampling locations (*e.g.*, name of sample city is okay, but not the brand or address of a refueling station)

This list does not constitute all permitted or prohibited uses of the Fuel Survey.

If you have questions about a particular use, please contact the Alliance by email to **Dan Bowerson, dbowerson@autoalliance.org**, and include your phone number and email contact information to obtain written or emailed permission for that use.

Source Credit

With any public release, presentation, or publication using the fuel survey content, you must include the following statements in an easily seen location in the release, presentation, or publication.

- Copyrighted [applicable year], Alliance of Automobile Manufacturers North American Fuel Survey.**
- **The Alliance of Automobile Manufacturers North American Fuel Survey data reflect a single sample “snapshot” of market fuel properties from retail stations sampled in various cities.**
 - **The number of stations varies from city to city, and cities and stations can vary from survey to survey.**
 - **The cities and stations sampled are not selected to meet statistical criteria, or on the basis of market share.**

(END)