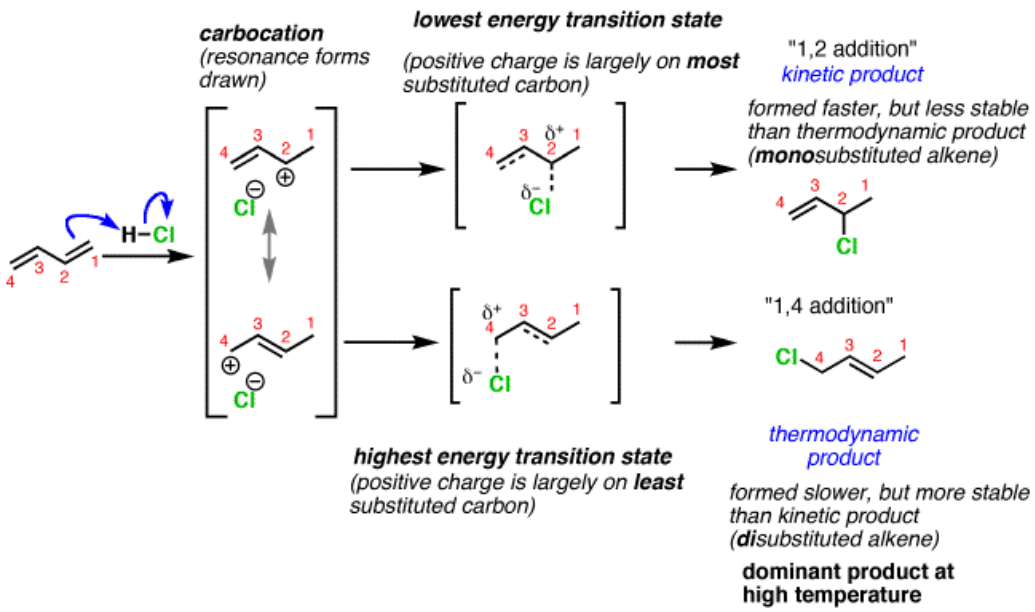
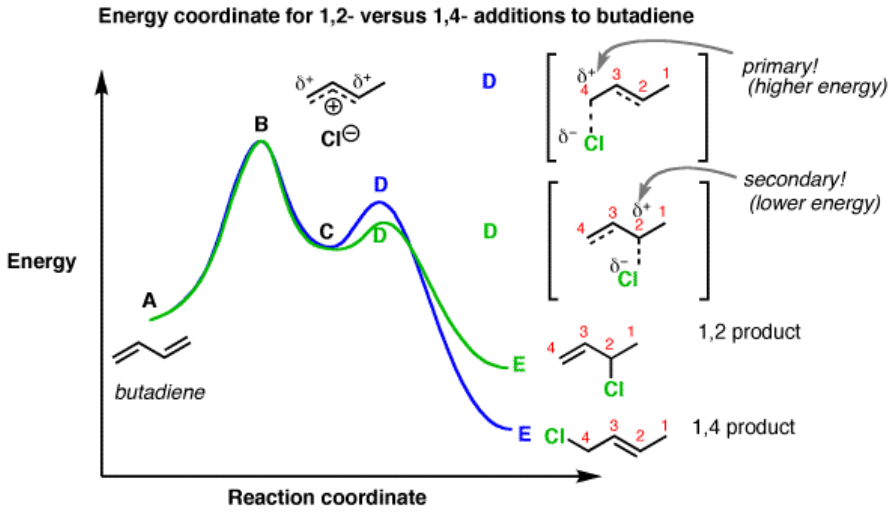
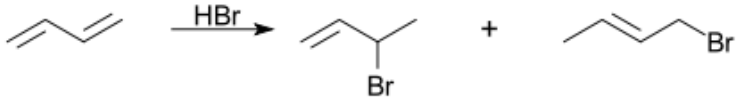


The reaction diagram looks like this.



The height of transition states D and D (and therefore their reaction rate from carbocation C) is related to the stability of the positive charge in D and D.
The lower the energy, the faster reaction. So E is formed faster from C here since the energy of transition state D is less than D

The energy of E and E is related to the greater stability of the 1,4 alkene in this case (disubstituted versus monosubstituted). E has a more substituted double bond than E, so it is more stable.



T = 0 °C	71%	29%
T = 40 °C	15%	85%