

HYDROGEN SURVEY 2008
STATE AND LOCAL GOVERNMENT AGENCIES

Using Computer Assisted Telephone Interview (CATI), the agency will be contacted. The following protocol will be used.

Interviewer:

May I please speak to [INSERT RESPONDENT NAME FROM SAMPLE]?

Hello, I'm ___ calling from _____ on behalf of the U.S. Department of Energy. Your agency has been selected for an important national research survey about new energy sources. You have (your office has) been sent a letter from _____, Program Manager of DOE's Hydrogen, Fuel Cells, and Infrastructure Technologies Program, which explained the purpose and importance of this survey. The survey takes about 12 minutes to complete.

Before we get started, I want to mention that there are both technical and opinion questions in the survey. Tell me what you think or believe, but keep in mind that "no opinion" or "don't know" are perfectly acceptable responses.

Interviewers will also have the following information to provide to the respondent:

- OMB Control Number
- Hydrogen website URL

Also note that, if asked at any point during the survey, the interviewer should tell the respondent that there are no trick questions.

Opening Question

Q1. Please rate your familiarity with hydrogen and fuel cell technologies:

- A. Not at all familiar
(You know nothing about hydrogen and fuel cell technologies)
- B. Slightly familiar
(You've heard about hydrogen and fuel cell technologies, read an article or watched a television feature about the technology, or participated in casual conversation about the technology)
- C. Familiar
(You've had limited experience with hydrogen and fuel cell technologies; researched the subject for school, work, or personal interest; or learned about the technology in a class or workshop)
- D. Very familiar
(You consider yourself an expert in hydrogen and fuel cell technologies)

Technical Knowledge Questions

T1-4 I am going to read several statements. After each one, please tell me if you believe the statement is true, if it is false, or if you don't know

- A. True
- B. False
- C. Don't know/No opinion
 - T1. Hydrogen gas is toxic
 - T2. Fuel cells produce electricity through hydrogen combustion
 - T3. Hydrogen is lighter than air
 - T4. Hydrogen has a distinct odor

T5. Fuel cells can provide power to which of the following?

- A. Your home
- B. Your car
- C. Your laptop computer
- D. None of these
- E. Or, all of these
- F. Don't know/No opinion

T6. In which state or condition can hydrogen be stored?

- A. Chemical compound
- B. Liquid
- C. Both of these
- D. Or, neither of these
- E. Don't know/No opinion

T7. When using pure hydrogen, fuel cell vehicles generate electricity, water, and what else?

- A. Carbon dioxide
- B. Nitrous oxides

- C. Heat
- D. Or, all of these
- E. Don't know/No opinion

T8. Hydrogen can be produced using which of the following sources of energy?

- A. Natural gas
- B. Sunlight
- C. Organic matter
- D. Or, all of these
- E. Don't know/No opinion

Opinion Questions

O1. For the next question, I will ask you to rank five items. It may be easier if you write them down. Do you need a moment to get something to write with? Now, please tell me which factor is MOST important to you, personally, when selecting a fuel for your vehicle or a power supply for your home or business?

- A. Safety
- B. Low cost
- C. Environmental impact
- D. Convenience
- E. Performance
- F. Don't know/Refused/No response

O2. Repeat Question O1 with remaining factors

O3. Repeat Question O1 with remaining factors

O4. Repeat Question O1 with remaining factors

O5. How would you feel if your local gas station also sold hydrogen?

- A. Frightened
- B. Uneasy
- C. At ease
- D. Or, pleased
- E. Don't know/No opinion

O6. Please tell me if you believe the following statement is true, if it is false, or if you don't know.

- A. True
- B. False
- C. Don't know/No opinion

O6. Hydrogen is too dangerous for everyday use by the general public.

O7-9. Next, I am going to read several statements about potential benefits of using hydrogen as a VEHICLE FUEL. For each, tell me if you disagree, are neutral, agree, or if you have no opinion?

- A. Disagree
- B. Are neutral
- C. Agree
- D. No opinion

- O7. Using hydrogen will reduce U.S. dependence on foreign oil
- O8. Using hydrogen will reduce emissions and improve air quality
- O9. Hydrogen is as safe to use in my car as gasoline and diesel fuels

O10-O15. For the following applications, please rate the safety of using hydrogen and fuel cells, in comparison with technology in use today. Is it not as safe, equally as safe, or safer to use hydrogen and fuel cells for ...

- A. Not as safe
- B. Equally as safe
- C. Safer
- D. No opinion

- O10. Personal cars and trucks
- O11. Buses and commercial vehicles
- O12. Large power plants
- O13. Small portable devices such as laptop computers or cell phones
- O14. Onsite power for the home
- O15. Onsite power for buildings such as hospitals and schools

O16. If fuel cell vehicles were available today at a cost competitive to gasoline internal combustion engine vehicles, would you recommend buying/leasing them for your organization's or a stakeholder's vehicle fleet?

- A. Yes
- B. No
- C. Don't know

O17. If stationary fuel cells were available today at a cost competitive to traditional power systems, would you recommend buying one to help meet the power needs of your facility or a stakeholder's facility?

- A. Yes
- B. No
- C. Don't know

O18. I am going to read several statements. Please select the one that describes how you feel about using hydrogen and fuel cell technology to meet your organization's energy needs.

- A. I know enough to seriously consider it if products are available
- B. I am considering it but need more information
- C. I'm going to wait and see how the market develops
- D. There's no way I'll consider it anytime soon
- E. Don't know/No opinion

Information Sources

I1-8. The next question is about your use of information sources that can help you make decisions about energy costs and safety. How often do you use each of the following sources for energy information? Would you say never, sometimes, or frequently?

- A. Never
- B. Sometimes
- C. Frequently
- D. Don't know
 - I1. Teachers and schools
 - I2. Friends and family members
 - I3. Environmental and conservation groups
 - I4. Utility companies or brokers, for example, gas or electricity providers
 - I5. Industry/trade associations or non-profit organizations
 - I6. Federal government
 - I7. State government
 - I8. Local government

I9-14. Finally, how often do you get energy information from different types of mass media? Would you say that you never, sometimes, or frequently get energy information from...

- A. Never
- B. Sometimes
- C. Frequently
- D. Don't know
 - I9. Television
 - I10. Radio
 - I11. The Internet
 - I12. Newspapers and general interest magazines
 - I13. Science and technology magazines and journals
 - I14. Business or trade magazines

Audience-specific Questions

A1. Does your agency operate any hydrogen vehicles?

- A. Yes
- B. No
- C. Don't know

A2. Do you know of any other organization that operates hydrogen-powered buses or other fleet vehicles in the area covered by your geographic jurisdiction?

- A. Yes
- B. No
- C. Don't know

A3. Does your agency own or operate any stationary fuel cells?

- A. Yes
- B. No
- C. Don't know

A4. Do you know of any other organization that operates stationary fuel cells in the area covered by your geographic jurisdiction?

- A. Yes
- B. No
- C. Don't know

A5. Does your agency have plans to use hydrogen or fuel cells in the future?

- A. Yes → Continue
- B. No → Skip to A7
- C. Don't know → Skip to A7

A6. What is the time frame for plans to use hydrogen or fuel cells?

- A. Within the next year
- B. 1-5 years
- C. Over 5 years
- D. Don't know

A7. Have you received information at your workplace concerning hydrogen and/or fuel cells?

- A. Yes → Skip to A9
- B. No → Continue
- C. Don't know → Continue

A8. Would information be valuable to you?

- A. Yes
- B. No
- C. Don't know

A9-11. Have you attended any of the following events?

- A. Yes
- B. No
- C. Don't know
 - A9. A training class on hydrogen or fuel cells
 - A10. A press conference concerning the use of hydrogen or fuel cells
 - A11. A conference or workshop that included a session on hydrogen or fuel cells

A12. Would a class or workshop on hydrogen and fuel cells be of value to you?

- A. Yes → Continue to A13
- B. No → End
- C. Don't know → End

A13. Which would you prefer?

- A. A workshop in conjunction with a major conference I am already planning to attend
- B. A stand-alone workshop in my area
- C. Either one
- D. Don't know/No opinion