

## **HYDROGEN SURVEY 2008 GENERAL PUBLIC**

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

Interviewer:

Hello, I'm \_\_\_ calling from \_\_\_\_\_ on behalf of the U.S. Department of Energy. Your household has been randomly selected for an important national research survey about new energy sources. I want to assure you we are not selling any products or services.

This survey is to be conducted with one adult, 18 years of age or older, who lives in this household. If there is more than one, may I please speak with the adult in this household who had the most recent birthday?

The survey takes about 12 minutes to complete. While your responses are voluntary, every response is extremely important because the results to this survey will be used to help design the hydrogen education program for the U.S. Department of Energy. Your responses are confidential and will not be associated with your household in any way.

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. Imagine you are shopping for a new car. If you could walk into a dealership today and buy a fuel cell vehicle at the same price as a comparable gasoline vehicle model, would you buy it?

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

O11. How would you feel if a school, hospital, or other building in your neighborhood was powered by a fuel cell located on its property?

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

O12-O17. 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

O12. Personal cars and trucks

O13. Buses and commercial vehicles

O14. Large power plants

O15. Small portable devices such as laptop computers or cell phones

O16. Onsite power for the home

O17. Onsite power for buildings such as hospitals and schools

### 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