

1_1. [Cars that operate on an alternate source of fuel rather than traditional gasoline are great for the environment

Thinking about electric cars, to what extent do you agree or disagree with the following:

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
Cars that operate on an alternate source of fuel rather than traditional gasoline are great for the environment													
Strongly agree	674	95	60	50	251	181	38	211	126	165	89	159	515
	45%	47%	38%	51%	44%	50%	36%	50%	46%	46%	41%	48%	44%
				*		BF	*	J					
Somewhat agree	680	88	70	40	266	154	62	181	122	160	105	139	541
	45%	44%	44%	41%	46%	43%	58%	43%	45%	45%	48%	42%	46%
				*			ABCDE*						
Somewhat disagree	112	13	28	6	40	19	6	21	17	23	19	27	85
	7%	7%	18%	7%	7%	5%	5%	5%	6%	6%	9%	8%	7%
			ACDEF	*			*						
Strongly disagree	35	6	1	2	19	7	*	7	6	9	5	8	27
	2%	3%	1%	2%	3%	2%	*	2%	2%	3%	2%	2%	2%
				*			*						
Summary													
Top2Box (Agree)	1354	182	130	90	517	335	101	392	248	325	194	299	1056
	90%	91%	82%	92%	90%	93%	94%	93%	92%	91%	89%	90%	90%
		B		*	B	B	B*						
Low2Box (Disagree)	147	19	29	8	58	26	6	28	23	33	23	35	112
	10%	9%	18%	8%	10%	7%	6%	7%	8%	9%	11%	10%	10%
			ADEF	*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. [Constantly having to charge electric cars is a pain]

Thinking about electric cars, to what extent do you agree or disagree with the following:

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
Constantly having to charge electric cars is a pain													
Strongly agree	373	47	49	33	150	68	26	93	69	90	57	72	301
	25%	23%	31%	33%	26%	19%	25%	22%	26%	25%	26%	22%	26%
			E	E*	E		*						
Somewhat agree	692	105	71	44	258	161	53	207	123	151	98	151	541
	46%	52%	45%	45%	45%	45%	49%	49%	46%	42%	45%	45%	46%
				*			*						
Somewhat disagree	335	34	30	16	130	103	21	84	66	89	50	86	249
	22%	17%	19%	17%	23%	29%	20%	20%	24%	25%	23%	26%	21%
				*		ABC	*						
Strongly disagree	101	15	9	5	37	29	7	36	12	27	12	25	76
	7%	7%	6%	5%	6%	8%	6%	8%	4%	8%	6%	7%	7%
				*			*						
Summary													
Top2Box (Agree)	1065	152	120	77	408	229	79	301	193	241	155	223	842
	71%	76%	76%	78%	71%	63%	74%	72%	71%	67%	71%	67%	72%
		E	E	E*	E		*						
Low2Box (Disagree)	436	49	39	21	167	132	28	120	78	116	63	111	325
	29%	24%	24%	22%	29%	37%	26%	28%	29%	33%	29%	33%	28%
				*		ABCD	*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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1_3. [I would like to own an eco-friendly car but electric-powered cars are too much hassle]

Thinking about electric cars, to what extent do you agree or disagree with the following:

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
I would like to own an eco-friendly car but electric-powered cars are too much hassle													
Strongly agree	302	36	35	23	123	66	19	82	49	74	47	68	234
	20%	18%	22%	24%	21%	18%	18%	20%	18%	21%	22%	20%	20%
				*			*						
Somewhat agree	711	96	78	43	255	176	63	187	126	171	105	168	543
	47%	48%	49%	44%	44%	49%	59%	45%	47%	48%	48%	50%	47%
				*			D*						
Somewhat disagree	373	56	35	26	149	88	19	113	77	85	54	72	301
	25%	28%	22%	27%	26%	24%	18%	27%	28%	24%	25%	22%	26%
				*			*						
Strongly disagree	115	13	12	6	48	31	6	37	19	28	11	26	89
	8%	6%	7%	6%	8%	9%	6%	9%	7%	8%	5%	8%	8%
				*			*						
Summary													
Top2Box (Agree)	1013	132	112	66	379	242	82	270	175	245	152	236	777
	67%	66%	70%	68%	66%	67%	77%	64%	65%	68%	70%	71%	67%
				*			D*						
Low2Box (Disagree)	488	69	47	32	197	119	25	151	96	113	65	98	390
	33%	34%	30%	32%	34%	33%	23%	36%	35%	32%	30%	29%	33%
				*	F		*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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1_4. [I would like to have a car that is not powered by traditional gasoline]

Thinking about electric cars, to what extent do you agree or disagree with the following:

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
I would like to have a car that is not powered by traditional gasoline													
Strongly agree	474	59	36	24	199	127	30	157	90	110	56	119	356
	32%	29%	23%	25%	35%	35%	28%	37%	33%	31%	26%	36%	30%
				*	B	B	*	J					
Somewhat agree	656	84	83	41	244	149	55	179	102	166	106	146	509
	44%	42%	52%	42%	42%	41%	52%	43%	38%	46%	49%	44%	44%
			E	*			*				H		
Somewhat disagree	263	44	28	24	90	60	17	62	58	57	39	50	214
	18%	22%	18%	25%	16%	17%	16%	15%	21%	16%	18%	15%	18%
				*			*						
Strongly disagree	108	15	12	9	42	25	5	23	20	24	17	19	89
	7%	8%	7%	9%	7%	7%	5%	6%	8%	7%	8%	6%	8%
				*			*						
Summary													
Top2Box (Agree)	1130	142	120	65	443	276	85	336	192	276	162	265	865
	75%	71%	75%	66%	77%	77%	79%	80%	71%	77%	75%	80%	74%
				*			*	H					
Low2Box (Disagree)	371	59	40	33	132	85	22	85	78	82	55	68	302
	25%	29%	25%	34%	23%	23%	21%	20%	29%	23%	25%	20%	26%
				*			*		G				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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1_5. [Electric cars are innovative]

Thinking about electric cars, to what extent do you agree or disagree with the following:

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
Electric cars are innovative													
Strongly agree	567	69	56	29	225	149	40	174	101	142	81	139	428
	38%	34%	35%	29%	39%	41%	38%	41%	37%	40%	37%	42%	37%
				*			*						
Somewhat agree	764	113	83	56	280	174	57	206	148	180	112	164	600
	51%	56%	52%	58%	49%	48%	54%	49%	55%	50%	51%	49%	51%
				*			*						
Somewhat disagree	129	15	19	10	53	25	8	27	18	30	21	22	107
	9%	7%	12%	10%	9%	7%	8%	6%	7%	8%	9%	7%	9%
				*			*						
Strongly disagree	41	5	2	3	18	13	1	14	4	6	4	8	33
	3%	2%	1%	3%	3%	4%	1%	3%	1%	2%	2%	3%	3%
				*			*						
Summary													
Top2Box (Agree)	1331	182	139	85	504	323	97	380	249	322	193	303	1028
	89%	91%	87%	87%	88%	89%	91%	90%	92%	90%	89%	91%	88%
				*			*						
Low2Box (Disagree)	170	19	20	13	71	38	9	40	22	36	25	31	140
	11%	9%	13%	13%	12%	11%	9%	10%	8%	10%	11%	9%	12%
				*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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1_6. [Electric cars are the way of the future]

Thinking about electric cars, to what extent do you agree or disagree with the following:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
Electric cars are the way of the future													
Strongly agree	489	61	48	21	177	145	38	164	84	123	60	121	368
	33%	30%	30%	21%	31%	40%	36%	39%	31%	34%	28%	36%	31%
				*		ACD	C*	J					
Somewhat agree	717	100	71	45	289	161	52	194	135	170	106	157	560
	48%	50%	45%	46%	50%	45%	48%	46%	50%	47%	49%	47%	48%
				*			*						
Somewhat disagree	255	36	36	26	94	48	15	54	46	55	46	49	207
	17%	18%	23%	27%	16%	13%	15%	13%	17%	15%	21%	15%	18%
			E	DE*			*				G		
Strongly disagree	39	5	5	6	15	6	1	8	5	10	6	6	33
	3%	2%	3%	6%	3%	2%	1%	2%	2%	3%	3%	2%	3%
				E*			*						
Summary													
Top2Box (Agree)	1207	161	119	65	466	306	90	358	219	292	165	279	928
	80%	80%	75%	67%	81%	85%	84%	85%	81%	82%	76%	84%	79%
		C		*	C	BC	C*	J					
Low2Box (Disagree)	294	41	41	32	109	55	17	62	51	65	52	55	240
	20%	20%	25%	33%	19%	15%	16%	15%	19%	18%	24%	16%	21%
			E	ADEF*			*				G		

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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1. [SUMMARY - TOP2BOX (AGREE)]

Thinking about electric cars, to what extent do you agree or disagree with the following:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
Cars that operate on an alternate source of fuel rather than traditional gasoline are great for the environment	1354	182	130	90	517	335	101	392	248	325	194	299	1056
	90%	91%	82%	92%	90%	93%	94%	93%	92%	91%	89%	90%	90%
		B		*	B	B	B*						
Electric cars are innovative	1331	182	139	85	504	323	97	380	249	322	193	303	1028
	89%	91%	87%	87%	88%	89%	91%	90%	92%	90%	89%	91%	88%
				*			*						
Electric cars are the way of the future	1207	161	119	65	466	306	90	358	219	292	165	279	928
	80%	80%	75%	67%	81%	85%	84%	85%	81%	82%	76%	84%	79%
		C		*	C	BC	C*	J					
I would like to have a car that is not powered by traditional gasoline	1130	142	120	65	443	276	85	336	192	276	162	265	865
	75%	71%	75%	66%	77%	77%	79%	80%	71%	77%	75%	80%	74%
				*			*	H					
Constantly having to charge electric cars is a pain	1065	152	120	77	408	229	79	301	193	241	155	223	842
	71%	76%	76%	78%	71%	63%	74%	72%	71%	67%	71%	67%	72%
		E	E	E*	E		*						
I would like to own an eco-friendly car but electric-powered cars are too much hassle	1013	132	112	66	379	242	82	270	175	245	152	236	777
	67%	66%	70%	68%	66%	67%	77%	64%	65%	68%	70%	71%	67%
				*			D*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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1. [SUMMARY - LOW2BOX (DISAGREE)]

Thinking about electric cars, to what extent do you agree or disagree with the following:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
I would like to own an eco-friendly car but electric-powered cars are too much hassle	488	69	47	32	197	119	25	151	96	113	65	98	390
	33%	34%	30%	32%	34%	33%	23%	36%	35%	32%	30%	29%	33%
				*	F		*						
Constantly having to charge electric cars is a pain	436	49	39	21	167	132	28	120	78	116	63	111	325
	29%	24%	24%	22%	29%	37%	26%	28%	29%	33%	29%	33%	28%
				*		ABCD	*						
I would like to have a car that is not powered by traditional gasoline	371	59	40	33	132	85	22	85	78	82	55	68	302
	25%	29%	25%	34%	23%	23%	21%	20%	29%	23%	25%	20%	26%
				*			*		G				
Electric cars are the way of the future	294	41	41	32	109	55	17	62	51	65	52	55	240
	20%	20%	25%	33%	19%	15%	16%	15%	19%	18%	24%	16%	21%
			E	ADEF*			*				G		
Electric cars are innovative	170	19	20	13	71	38	9	40	22	36	25	31	140
	11%	9%	13%	13%	12%	11%	9%	10%	8%	10%	11%	9%	12%
				*			*						
Cars that operate on an alternate source of fuel rather than traditional gasoline are great for the environment	147	19	29	8	58	26	6	28	23	33	23	35	112
	10%	9%	18%	8%	10%	7%	6%	7%	8%	9%	11%	10%	10%
			ADEF	*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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2. How familiar are you with hydrogen fuel cell technology?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
Very familiar	41	3	3	3	21	8	3	12	11	10	4	15	26
	3%	2%	2%	3%	4%	2%	3%	3%	4%	3%	2%	5%	2%
				*			*					L	
Somewhat familiar	324	48	29	17	160	53	18	64	56	92	69	77	247
	22%	24%	18%	17%	28%	15%	17%	15%	21%	26%	32%	23%	21%
		E		*	BEF		*			G	GH		
Not very familiar	652	103	69	37	243	161	40	200	120	146	91	136	516
	43%	51%	43%	38%	42%	45%	38%	47%	44%	41%	42%	41%	44%
		F		*			*						
Not at all familiar - never heard of it	484	47	59	41	152	139	45	145	84	110	54	106	378
	32%	24%	37%	42%	26%	39%	43%	34%	31%	31%	25%	32%	32%
			AD	AD*		AD	AD*	J					
Summary													
Top2Box (Very/ Somewhat Familiar)	365	51	32	20	181	61	21	76	66	102	73	92	273
	24%	25%	20%	20%	31%	17%	20%	18%	25%	28%	33%	28%	23%
		E		*	BEF		*			G	GH		
Low2Box (Not Familiar/ Never Heard Of)	1136	150	127	78	395	300	85	345	204	256	145	241	894
	76%	75%	80%	80%	69%	83%	80%	82%	75%	72%	67%	72%	77%
			D	*		AD	D*	IJ	J				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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3_1. [It has a positive impact on the environment]

Fuel cell technology is a type of power source for electric cars designed specifically to run on hydrogen. The reaction of hydrogen and air in the fuel cell generates electricity and water, and the electricity powers the car battery and motor. The only emission or byproduct created is pure water. Given this explanation, which of the following are your beliefs about hydrogen fuel cell technology?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
It has a positive impact on the environment													
Strongly agree	564	63	60	40	236	130	35	174	97	144	78	127	437
	38%	31%	38%	41%	41%	36%	32%	41%	36%	40%	36%	38%	37%
				*	A		*						
Somewhat agree	779	114	84	48	281	187	65	197	146	193	119	182	596
	52%	56%	53%	49%	49%	52%	61%	47%	54%	54%	55%	55%	51%
				*			D*						
Somewhat disagree	128	19	12	8	49	34	4	39	22	18	17	20	107
	9%	10%	8%	8%	9%	10%	4%	9%	8%	5%	8%	6%	9%
				*			*	I					
Strongly disagree	30	6	3	2	9	8	3	10	5	3	4	3	27
	2%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%
				*			*						
Summary													
Top2Box (Agree)	1343	176	144	88	517	318	100	371	243	338	196	310	1033
	89%	88%	91%	90%	90%	88%	93%	88%	90%	94%	90%	93%	88%
				*			*			G		L	
Low2Box (Disagree)	158	25	15	10	59	43	7	50	27	20	21	24	134
	11%	12%	9%	10%	10%	12%	7%	12%	10%	6%	10%	7%	12%
				*			*	I					K

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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3_2. [It can't stand up to Canada's cold weather]

Fuel cell technology is a type of power source for electric cars designed specifically to run on hydrogen. The reaction of hydrogen and air in the fuel cell generates electricity and water, and the electricity powers the car battery and motor. The only emission or byproduct created is pure water. Given this explanation, which of the following are your beliefs about hydrogen fuel cell technology?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
It can't stand up to Canada's cold weather													
Strongly agree	154	9	30	20	42	42	11	41	38	31	21	39	115
	10%	4%	19%	21%	7%	12%	10%	10%	14%	9%	9%	12%	10%
Somewhat agree			ADE	ADE*		A	*						
	711	94	87	43	268	164	57	187	128	171	113	164	547
	47%	46%	55%	44%	47%	45%	53%	45%	47%	48%	52%	49%	47%
Somewhat disagree				*			*						
	547	92	35	30	226	132	32	158	91	139	75	116	431
	36%	46%	22%	31%	39%	37%	30%	38%	34%	39%	35%	35%	37%
Strongly disagree		BCF		*	B	B	*						
	88	7	7	4	39	23	7	34	14	18	9	14	74
	6%	4%	4%	4%	7%	6%	7%	8%	5%	5%	4%	4%	6%
Summary				*			*						
Top2Box (Agree)	866	102	117	63	310	205	68	229	166	201	134	203	663
	58%	51%	74%	65%	54%	57%	63%	54%	61%	56%	61%	61%	57%
			ADE	*			*						
Low2Box (Disagree)	635	99	42	35	265	155	39	192	105	156	84	130	505
	42%	49%	26%	35%	46%	43%	37%	46%	39%	44%	39%	39%	43%
		B		*	B	B	*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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3_3. [The technology is dangerous]

Fuel cell technology is a type of power source for electric cars designed specifically to run on hydrogen. The reaction of hydrogen and air in the fuel cell generates electricity and water, and the electricity powers the car battery and motor. The only emission or byproduct created is pure water. Given this explanation, which of the following are your beliefs about hydrogen fuel cell technology?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
The technology is dangerous													
Strongly agree	56	8	2	5	27	13	1	16	7	15	5	18	38
	4%	4%	2%	5%	5%	4%	1%	4%	3%	4%	2%	5%	3%
				*			*						
Somewhat agree	346	36	51	28	138	69	24	90	69	69	46	79	267
	23%	18%	32%	28%	24%	19%	23%	21%	26%	19%	21%	24%	23%
			AE	*			*						
Somewhat disagree	819	107	78	42	309	220	63	220	159	210	120	193	626
	55%	53%	49%	43%	54%	61%	59%	52%	59%	59%	55%	58%	54%
				*		BC	C*						
Strongly disagree	280	51	28	23	101	59	18	94	36	63	46	44	236
	19%	25%	17%	24%	18%	16%	17%	22%	13%	18%	21%	13%	20%
		DE		*			*	H			H		K
Summary													
Top2Box (Agree)	402	43	53	33	165	82	25	106	76	85	51	97	305
	27%	21%	33%	34%	29%	23%	24%	25%	28%	24%	24%	29%	26%
			AE	*			*						
Low2Box (Disagree)	1099	158	106	65	410	278	81	314	195	273	166	237	862
	73%	79%	67%	66%	71%	77%	76%	75%	72%	76%	76%	71%	74%
		B		*		B	*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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3_4. [I would like the government to provide more support for hydrogen fuel cell technology]

Fuel cell technology is a type of power source for electric cars designed specifically to run on hydrogen. The reaction of hydrogen and air in the fuel cell generates electricity and water, and the electricity powers the car battery and motor. The only emission or byproduct created is pure water. Given this explanation, which of the following are your beliefs about hydrogen fuel cell technology?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
I would like the government to provide more support for hydrogen fuel cell technology													
Strongly agree	458	53	41	27	195	113	29	150	77	121	53	104	354
	30%	26%	26%	28%	34%	31%	27%	36%	29%	34%	25%	31%	30%
				*			*	J		J			
Somewhat agree	743	99	78	46	273	185	62	201	143	166	106	176	568
	50%	49%	49%	48%	47%	51%	58%	48%	53%	46%	49%	53%	49%
				*			*						
Somewhat disagree	245	42	33	20	82	52	16	56	45	58	50	44	202
	16%	21%	21%	20%	14%	14%	15%	13%	16%	16%	23%	13%	17%
				*			*				G		
Strongly disagree	55	7	7	4	25	10	*	14	6	12	8	10	45
	4%	3%	5%	4%	4%	3%	*	3%	2%	3%	4%	3%	4%
				*			*						
Summary													
Top2Box (Agree)	1201	152	119	74	468	298	91	351	220	287	159	280	921
	80%	76%	75%	75%	81%	83%	85%	83%	81%	80%	73%	84%	79%
				*			*	J	J				
Low2Box (Disagree)	300	49	40	24	108	62	16	70	50	70	58	54	246
	20%	24%	25%	25%	19%	17%	15%	17%	19%	20%	27%	16%	21%
				*			*				GH		

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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3_5. [I would consider buying or leasing a hydrogen fuel cell vehicle if it was available in my area
 Fuel cell technology is a type of power source for electric cars designed specifically to run on hydrogen. The reaction of hydrogen and air in the fuel cell generates electricity and water, and the electricity powers the car battery and motor.
 The only emission or byproduct created is pure water. Given this explanation, which of the following are your beliefs about hydrogen fuel cell technology?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
I would consider buying or leasing a hydrogen fuel cell vehicle if it was available in my area													
Strongly agree	253	29	21	12	129	49	12	95	43	62	21	63	190
	17%	14%	13%	13%	22%	14%	12%	23%	16%	17%	10%	19%	16%
				*	ABEF		*	J		J			
Somewhat agree	707	92	73	34	268	173	67	198	116	168	122	169	539
	47%	46%	46%	35%	47%	48%	63%	47%	43%	47%	56%	51%	46%
				*		C	ABCDE*				HI		
Somewhat disagree	400	59	52	36	121	107	25	98	84	99	50	88	313
	27%	29%	32%	37%	21%	30%	24%	23%	31%	28%	23%	26%	27%
		D	D	D*		D	*						
Strongly disagree	140	21	14	15	56	31	2	29	28	29	24	14	125
	9%	10%	9%	15%	10%	9%	2%	7%	10%	8%	11%	4%	11%
		F		F*	F	F	*						K
Summary													
Top2Box (Agree)	961	121	94	46	398	223	79	293	158	230	143	232	729
	64%	60%	59%	48%	69%	62%	74%	70%	59%	64%	66%	69%	62%
				*	BCE	C	ABCE*	H				L	
Low2Box (Disagree)	540	80	65	51	178	138	28	127	112	128	75	102	438
	36%	40%	41%	52%	31%	38%	26%	30%	41%	36%	34%	31%	38%
		F	DF	DEF*		DF	*		G				K

- Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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3_6. [Hydrogen fuel cell-powered vehicles are the way of the future]

Fuel cell technology is a type of power source for electric cars designed specifically to run on hydrogen. The reaction of hydrogen and air in the fuel cell generates electricity and water, and the electricity powers the car battery and motor. The only emission or byproduct created is pure water. Given this explanation, which of the following are your beliefs about hydrogen fuel cell technology?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
Hydrogen fuel cell-powered vehicles are the way of the future													
Strongly agree	346	30	29	15	158	90	24	125	48	88	44	89	257
	23%	15%	18%	15%	27%	25%	23%	30%	18%	24%	20%	27%	22%
				*	ABC	A	*	HJ					
Somewhat agree	815	114	86	46	302	203	63	208	156	194	121	191	624
	54%	57%	54%	47%	53%	56%	59%	49%	58%	54%	56%	57%	53%
				*			*						
Somewhat disagree	289	51	41	28	96	55	19	73	63	68	43	48	241
	19%	25%	25%	29%	17%	15%	18%	17%	23%	19%	20%	14%	21%
		DE	DE	DE*			*						K
Strongly disagree	51	6	3	9	19	13	1	15	4	9	10	6	45
	3%	3%	2%	9%	3%	3%	1%	4%	1%	2%	5%	2%	4%
				BDF*			*						
Summary													
Top2Box (Agree)	1161	144	115	61	460	293	87	333	204	281	165	279	882
	77%	72%	72%	62%	80%	81%	81%	79%	75%	79%	76%	84%	76%
				*	AC	ABC	C*					L	
Low2Box (Disagree)	340	57	44	37	115	67	20	88	67	76	53	54	286
	23%	28%	28%	38%	20%	19%	19%	21%	25%	21%	24%	16%	24%
		DE	E	DEF*			*						K

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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3_7. [Zero emissions vehicles are key to Canada reducing its carbon emissions]

Fuel cell technology is a type of power source for electric cars designed specifically to run on hydrogen. The reaction of hydrogen and air in the fuel cell generates electricity and water, and the electricity powers the car battery and motor. The only emission or byproduct created is pure water. Given this explanation, which of the following are your beliefs about hydrogen fuel cell technology?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
Zero emissions vehicles are key to Canada reducing its carbon emissions													
Strongly agree	574	74	48	37	241	142	33	186	101	149	68	137	437
	38%	37%	30%	38%	42%	39%	31%	44%	37%	42%	31%	41%	37%
				*	BF		*	J		J			
Somewhat agree	712	89	83	44	256	182	58	174	134	170	102	159	552
	47%	44%	52%	45%	45%	50%	54%	41%	49%	48%	47%	48%	47%
				*			*						
Somewhat disagree	167	34	25	14	56	24	15	48	26	31	42	31	136
	11%	17%	16%	14%	10%	7%	14%	11%	9%	9%	19%	9%	12%
		DE	E	*			E*				GHI		
Strongly disagree	48	5	4	3	22	13	1	12	10	7	5	6	42
	3%	2%	2%	3%	4%	4%	1%	3%	4%	2%	3%	2%	4%
				*			*						
Summary													
Top2Box (Agree)	1286	163	131	81	497	323	91	360	234	320	170	296	990
	86%	81%	82%	83%	86%	90%	85%	86%	87%	89%	78%	89%	85%
				*		AB	*	J	J	J			
Low2Box (Disagree)	215	39	29	16	78	37	16	60	36	38	47	37	178
	14%	19%	18%	17%	14%	10%	15%	14%	13%	11%	22%	11%	15%
		E	E	*			*				GHI		

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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3. [SUMMARY - TOP2BOX (AGREE)]

Fuel cell technology is a type of power source for electric cars designed specifically to run on hydrogen. The reaction of hydrogen and air in the fuel cell generates electricity and water, and the electricity powers the car battery and motor. The only emission or byproduct created is pure water. Given this explanation, which of the following are your beliefs about hydrogen fuel cell technology?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
It has a positive impact on the environment	1343	176	144	88	517	318	100	371	243	338	196	310	1033
	89%	88%	91%	90%	90%	88%	93%	88%	90%	94%	90%	93%	88%
				*			*			G		L	
Zero emissions vehicles are key to Canada reducing its carbon emissions	1286	163	131	81	497	323	91	360	234	320	170	296	990
	86%	81%	82%	83%	86%	90%	85%	86%	87%	89%	78%	89%	85%
				*		AB	*	J	J	J			
I would like the government to provide more support for hydrogen fuel cell technology	1201	152	119	74	468	298	91	351	220	287	159	280	921
	80%	76%	75%	75%	81%	83%	85%	83%	81%	80%	73%	84%	79%
				*			*	J	J				
Hydrogen fuel cell-powered vehicles are the way of the future	1161	144	115	61	460	293	87	333	204	281	165	279	882
	77%	72%	72%	62%	80%	81%	81%	79%	75%	79%	76%	84%	76%
				*	AC	ABC	C*					L	
I would consider buying or leasing a hydrogen fuel cell vehicle if it was available in my area	961	121	94	46	398	223	79	293	158	230	143	232	729
	64%	60%	59%	48%	69%	62%	74%	70%	59%	64%	66%	69%	62%
				*	BCE	C	ABCE*	H				L	
It can't stand up to Canada's cold weather	866	102	117	63	310	205	68	229	166	201	134	203	663
	58%	51%	74%	65%	54%	57%	63%	54%	61%	56%	61%	61%	57%
			ADE	*			*						
The technology is dangerous	402	43	53	33	165	82	25	106	76	85	51	97	305
	27%	21%	33%	34%	29%	23%	24%	25%	28%	24%	24%	29%	26%
			AE	*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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3. [SUMMARY - LOW2BOX (DISAGREE)]

Fuel cell technology is a type of power source for electric cars designed specifically to run on hydrogen. The reaction of hydrogen and air in the fuel cell generates electricity and water, and the electricity powers the car battery and motor. The only emission or byproduct created is pure water. Given this explanation, which of the following are your beliefs about hydrogen fuel cell technology?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
The technology is dangerous	1099	158	106	65	410	278	81	314	195	273	166	237	862
	73%	79%	67%	66%	71%	77%	76%	75%	72%	76%	76%	71%	74%
		B		*		B	*						
It can't stand up to Canada's cold weather	635	99	42	35	265	155	39	192	105	156	84	130	505
	42%	49%	26%	35%	46%	43%	37%	46%	39%	44%	39%	39%	43%
		B		*	B	B	*						
I would consider buying or leasing a hydrogen fuel cell vehicle if it was available in my area	540	80	65	51	178	138	28	127	112	128	75	102	438
	36%	40%	41%	52%	31%	38%	26%	30%	41%	36%	34%	31%	38%
		F	DF	DEF*		DF	*		G			K	
Hydrogen fuel cell-powered vehicles are the way of the future	340	57	44	37	115	67	20	88	67	76	53	54	286
	23%	28%	28%	38%	20%	19%	19%	21%	25%	21%	24%	16%	24%
		DE	E	DEF*			*					K	
I would like the government to provide more support for hydrogen fuel cell technology	300	49	40	24	108	62	16	70	50	70	58	54	246
	20%	24%	25%	25%	19%	17%	15%	17%	19%	20%	27%	16%	21%
				*			*				GH		
Zero emissions vehicles are key to Canada reducing its carbon emissions	215	39	29	16	78	37	16	60	36	38	47	37	178
	14%	19%	18%	17%	14%	10%	15%	14%	13%	11%	22%	11%	15%
		E	E	*			*				GHI		
It has a positive impact on the environment	158	25	15	10	59	43	7	50	27	20	21	24	134
	11%	12%	9%	10%	10%	12%	7%	12%	10%	6%	10%	7%	12%
				*			*	I					K

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. [You can drive more than 400 kilometers on a single tank]

The following are facts about hydrogen fuel cell technology. Which of these do you consider to be a benefit of driving a car with hydrogen fuel cell technology?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
You can drive more than 400 kilometers on a single tank													
Major benefit	1069	134	107	54	436	263	76	305	190	269	149	243	826
	71%	66%	67%	55%	76%	73%	71%	73%	70%	75%	69%	73%	71%
				*	AC	C	C*						
Minor benefit	317	49	36	30	107	66	28	83	71	60	52	66	251
	21%	25%	23%	31%	19%	18%	26%	20%	26%	17%	24%	20%	22%
				DE*			*		I		I		
No benefit	115	18	15	13	33	31	3	32	10	29	16	24	90
	8%	9%	10%	13%	6%	9%	3%	8%	4%	8%	7%	7%	8%
				DF*			*			H			

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. [The engine makes very little noise]

The following are facts about hydrogen fuel cell technology. Which of these do you consider to be a benefit of driving a car with hydrogen fuel cell technology?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
The engine makes very little noise													
Major benefit	839	112	89	41	307	224	66	270	143	201	99	201	638
	56%	56%	56%	42%	53%	62%	62%	64%	53%	56%	46%	60%	55%
				*		CD	C*	HJ		J			
Minor benefit	512	69	48	46	212	103	35	113	97	128	96	104	409
	34%	34%	30%	47%	37%	29%	33%	27%	36%	36%	44%	31%	35%
				BE*	E		*		G	G	G		
No benefit	150	20	23	11	57	33	6	38	30	30	22	29	121
	10%	10%	15%	11%	10%	9%	5%	9%	11%	8%	10%	9%	10%
			F	*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. [They produce no greenhouse gas emissions]

The following are facts about hydrogen fuel cell technology. Which of these do you consider to be a benefit of driving a car with hydrogen fuel cell technology?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
They produce no greenhouse gas emissions													
Major benefit	1238	169	138	73	475	296	86	341	216	313	179	276	962
	82%	84%	87%	75%	83%	82%	81%	81%	80%	87%	82%	83%	82%
			C	*			*			GH			
Minor benefit	194	28	14	18	71	46	16	54	42	33	33	45	149
	13%	14%	9%	19%	12%	13%	15%	13%	16%	9%	15%	14%	13%
				B*			*		I		I		
No benefit	70	5	7	6	30	18	4	26	12	12	5	12	57
	5%	2%	5%	6%	5%	5%	4%	6%	4%	3%	2%	4%	5%
				*			*	J					

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. [They are not reliant on highly volatile gasoline fuel prices]

The following are facts about hydrogen fuel cell technology. Which of these do you consider to be a benefit of driving a car with hydrogen fuel cell technology?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
They are not reliant on highly volatile gasoline fuel prices													
Major benefit	1118	146	113	69	435	275	80	324	195	273	168	260	858
	74%	72%	71%	71%	76%	76%	75%	77%	72%	76%	77%	78%	74%
				*			*						
Minor benefit	298	50	38	17	111	58	24	76	60	71	35	61	238
	20%	25%	24%	17%	19%	16%	23%	18%	22%	20%	16%	18%	20%
		E		*			*						
No benefit	85	6	8	12	29	27	2	21	16	13	14	13	72
	6%	3%	5%	12%	5%	8%	2%	5%	6%	4%	6%	4%	6%
				ADF*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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4_5. [The car has instant torque]

The following are facts about hydrogen fuel cell technology. Which of these do you consider to be a benefit of driving a car with hydrogen fuel cell technology?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
The car has instant torque													
Major benefit	702	94	80	38	285	148	57	212	126	163	102	162	540
	47%	47%	50%	39%	49%	41%	53%	50%	47%	46%	47%	48%	46%
				*	E		E*						
Minor benefit	598	94	57	42	218	147	39	159	109	151	86	111	487
	40%	47%	36%	43%	38%	41%	37%	38%	40%	42%	40%	33%	42%
				*			*						K
No benefit	202	13	23	17	72	66	10	50	35	43	29	61	141
	13%	7%	14%	18%	13%	18%	10%	12%	13%	12%	13%	18%	12%
			A	A*	A	AD	*					L	

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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4_6. [The refueling process takes less than 5 minutes]

The following are facts about hydrogen fuel cell technology. Which of these do you consider to be a benefit of driving a car with hydrogen fuel cell technology?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1501	188	152	94	573	372	122	356	262	377	275	355	1146
Weighted	1501	201	159	98	575	361	107	421	271	358	217	333	1168
The refueling process takes less than 5 minutes													
Major benefit	964	127	95	46	381	244	71	274	177	243	128	229	735
	64%	63%	59%	48%	66%	68%	67%	65%	66%	68%	59%	69%	63%
		C		*	C	C	C*			J			
Minor benefit	387	62	47	36	140	78	25	111	75	83	59	73	314
	26%	31%	29%	37%	24%	21%	24%	26%	28%	23%	27%	22%	27%
		E		DE*			*						
No benefit	150	12	18	15	55	39	10	35	19	31	30	31	119
	10%	6%	11%	16%	10%	11%	10%	8%	7%	9%	14%	9%	10%
				A*			*				H		

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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