

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:

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
Cars that operate on an alternate source of fuel rather than traditional gasoline are great for the environment										
Strongly agree	674	309	365	228	252	195	63	251	257	103
	45%	43%	47%	54%	45%	37%	45%	46%	44%	45%
				DE	E		*			
Somewhat agree	680	342	338	154	250	276	64	231	282	103
	45%	47%	44%	37%	45%	52%	46%	43%	48%	45%
					C	CD	*			
Somewhat disagree	112	57	55	34	39	39	8	43	40	20
	7%	8%	7%	8%	7%	7%	6%	8%	7%	9%
							*			
Strongly disagree	35	20	15	3	15	17	5	15	10	4
	2%	3%	2%	1%	3%	3%	4%	3%	2%	2%
						C	*			
Summary										
Top2Box (Agree)	1354	651	703	382	502	471	127	483	538	207
	90%	89%	91%	91%	90%	89%	90%	89%	91%	89%
							*			
Low2Box (Disagree)	147	77	70	37	54	56	14	58	50	25
	10%	11%	9%	9%	10%	11%	10%	11%	9%	11%
							*			

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
Constantly having to charge electric cars is a pain										
Strongly agree	373	189	184	78	137	158	33	137	144	60
	25%	26%	24%	19%	25%	30%	23%	25%	24%	26%
						C	*			
Somewhat agree	692	312	379	193	253	246	67	245	270	109
	46%	43%	49%	46%	45%	47%	48%	45%	46%	47%
			A				*			
Somewhat disagree	335	166	169	111	125	98	33	116	140	45
	22%	23%	22%	27%	23%	19%	24%	22%	24%	20%
				E			*			
Strongly disagree	101	60	41	37	40	24	7	42	35	17
	7%	8%	5%	9%	7%	5%	5%	8%	6%	7%
		B		E			*			
Summary										
Top2Box (Agree)	1065	502	563	271	390	404	100	382	414	169
	71%	69%	73%	65%	70%	77%	71%	71%	70%	73%
						CD	*			
Low2Box (Disagree)	436	226	210	148	165	123	41	159	175	62
	29%	31%	27%	35%	30%	23%	29%	29%	30%	27%
				E	E		*			

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

	Gender		AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
I would like to own an eco-friendly car but electric-powered cars are too much hassle										
Strongly agree	302	148	154	76	114	112	21	131	105	46
	20%	20%	20%	18%	21%	21%	15%	24%	18%	20%
							*	H		
Somewhat agree	711	319	392	223	259	228	76	222	299	113
	47%	44%	51%	53%	47%	43%	54%	41%	51%	49%
			A	E			*		G	G
Somewhat disagree	373	198	175	91	141	141	27	143	147	56
	25%	27%	23%	22%	25%	27%	19%	26%	25%	24%
							*			
Strongly disagree	115	63	52	29	41	45	17	45	38	15
	8%	9%	7%	7%	7%	9%	12%	8%	6%	7%
							*			
Summary										
Top2Box (Agree)	1013	467	546	299	373	340	97	353	404	160
	67%	64%	71%	71%	67%	65%	69%	65%	69%	69%
			A				*			
Low2Box (Disagree)	488	261	227	120	182	186	44	188	185	71
	33%	36%	29%	29%	33%	35%	31%	35%	31%	31%
		B					*			

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
I would like to have a car that is not powered by traditional gasoline										
Strongly agree	474	226	249	179	178	118	37	174	186	78
	32%	31%	32%	43%	32%	22%	26%	32%	32%	34%
				DE	E		*			
Somewhat agree	656	324	331	175	240	241	58	225	263	109
	44%	45%	43%	42%	43%	46%	41%	42%	45%	47%
							*			
Somewhat disagree	263	117	146	54	91	118	32	96	100	36
	18%	16%	19%	13%	16%	22%	23%	18%	17%	15%
						CD	*			
Strongly disagree	108	61	47	12	46	50	13	46	40	9
	7%	8%	6%	3%	8%	9%	10%	8%	7%	4%
					C	C	*	I	I	
Summary										
Top2Box (Agree)	1130	550	580	353	418	359	95	399	449	187
	75%	76%	75%	84%	75%	68%	68%	74%	76%	81%
				DE	E		*			FG
Low2Box (Disagree)	371	178	193	66	137	168	45	142	139	44
	25%	24%	25%	16%	25%	32%	32%	26%	24%	19%
					C	CD	I*	I		

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
Electric cars are innovative										
Strongly agree	567	263	304	197	213	157	37	210	225	94
	38%	36%	39%	47%	38%	30%	26%	39%	38%	41%
				DE	E		*		F	F
Somewhat agree	764	373	390	182	277	305	77	259	310	118
	51%	51%	50%	43%	50%	58%	55%	48%	53%	51%
						CD	*			
Somewhat disagree	129	69	59	35	45	49	13	59	43	14
	9%	10%	8%	8%	8%	9%	9%	11%	7%	6%
							*	I		
Strongly disagree	41	22	19	4	21	15	14	12	11	5
	3%	3%	3%	1%	4%	3%	10%	2%	2%	2%
					C		GHI*			
Summary										
Top2Box (Agree)	1331	637	694	379	489	462	114	470	535	212
	89%	87%	90%	91%	88%	88%	81%	87%	91%	92%
							*		F	FG
Low2Box (Disagree)	170	91	79	39	66	64	26	71	53	19
	11%	13%	10%	9%	12%	12%	19%	13%	9%	8%
							HI*	I		

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
Electric cars are the way of the future										
Strongly agree	489	244	246	187	181	122	37	186	190	76
	33%	33%	32%	45%	33%	23%	26%	34%	32%	33%
				DE	E		*			
Somewhat agree	717	331	387	182	246	289	71	227	304	116
	48%	45%	50%	43%	44%	55%	50%	42%	52%	50%
						CD	*		G	G
Somewhat disagree	255	133	122	44	110	101	30	112	78	35
	17%	18%	16%	10%	20%	19%	21%	21%	13%	15%
					C	C	*	H		
Strongly disagree	39	21	18	6	18	15	3	16	15	4
	3%	3%	2%	2%	3%	3%	2%	3%	3%	2%
							*			
Summary										
Top2Box (Agree)	1207	574	632	369	427	411	108	412	495	192
	80%	79%	82%	88%	77%	78%	77%	76%	84%	83%
				DE			*		G	G
Low2Box (Disagree)	294	154	141	50	128	116	33	128	94	39
	20%	21%	18%	12%	23%	22%	23%	24%	16%	17%
					C	C	*	HI		

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
Cars that operate on an alternate source of fuel rather than traditional gasoline are great for the environment	1354	651	703	382	502	471	127	483	538	207
	90%	89%	91%	91%	90%	89%	90%	89%	91%	89%
							*			
Electric cars are innovative	1331	637	694	379	489	462	114	470	535	212
	89%	87%	90%	91%	88%	88%	81%	87%	91%	92%
							*		F	FG
Electric cars are the way of the future	1207	574	632	369	427	411	108	412	495	192
	80%	79%	82%	88%	77%	78%	77%	76%	84%	83%
				DE			*		G	G
I would like to have a car that is not powered by traditional gasoline	1130	550	580	353	418	359	95	399	449	187
	75%	76%	75%	84%	75%	68%	68%	74%	76%	81%
				DE	E		*			FG
Constantly having to charge electric cars is a pain	1065	502	563	271	390	404	100	382	414	169
	71%	69%	73%	65%	70%	77%	71%	71%	70%	73%
						CD	*			
I would like to own an eco-friendly car but electric-powered cars are too much hassle	1013	467	546	299	373	340	97	353	404	160
	67%	64%	71%	71%	67%	65%	69%	65%	69%	69%
			A				*			

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
I would like to own an eco-friendly car but electric-powered cars are too much hassle	488	261	227	120	182	186	44	188	185	71
	33%	36%	29%	29%	33%	35%	31%	35%	31%	31%
		B					*			
Constantly having to charge electric cars is a pain	436	226	210	148	165	123	41	159	175	62
	29%	31%	27%	35%	30%	23%	29%	29%	30%	27%
				E	E		*			
I would like to have a car that is not powered by traditional gasoline	371	178	193	66	137	168	45	142	139	44
	25%	24%	25%	16%	25%	32%	32%	26%	24%	19%
					C	CD	I*	I		
Electric cars are the way of the future	294	154	141	50	128	116	33	128	94	39
	20%	21%	18%	12%	23%	22%	23%	24%	16%	17%
					C	C	*	HI		
Electric cars are innovative	170	91	79	39	66	64	26	71	53	19
	11%	13%	10%	9%	12%	12%	19%	13%	9%	8%
							HI*	I		
Cars that operate on an alternate source of fuel rather than traditional gasoline are great for the environment	147	77	70	37	54	56	14	58	50	25
	10%	11%	9%	9%	10%	11%	10%	11%	9%	11%
							*			

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

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
Very familiar	41	25	17	21	16	4	5	15	12	9
	3%	3%	2%	5%	3%	1%	4%	3%	2%	4%
				E	E		*			H
Somewhat familiar	324	232	91	116	117	91	11	94	140	79
	22%	32%	12%	28%	21%	17%	8%	17%	24%	34%
		B		DE			*	F	FG	FGH
Not very familiar	652	340	312	159	236	256	64	235	257	96
	43%	47%	40%	38%	42%	49%	46%	43%	44%	42%
		B				C	*			
Not at all familiar - never heard of it	484	131	353	123	186	175	61	197	179	47
	32%	18%	46%	29%	34%	33%	43%	36%	30%	20%
			A				HI*	I	I	
Summary										
Top2Box (Very/ Somewhat Familiar)	365	257	108	137	133	96	16	109	152	88
	24%	35%	14%	33%	24%	18%	11%	20%	26%	38%
		B		DE	E		*		F	FGH
Low2Box (Not Familiar/ Never Heard Of)	1136	471	665	282	422	431	125	432	436	143
	76%	65%	86%	67%	76%	82%	89%	80%	74%	62%
			A		C	CD	HI*	I	I	

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
It has a positive impact on the environment										
Strongly agree	564	272	292	180	207	177	46	211	216	90
	38%	37%	38%	43%	37%	34%	33%	39%	37%	39%
				E			*			
Somewhat agree	779	378	401	188	303	287	69	281	316	113
	52%	52%	52%	45%	55%	55%	49%	52%	54%	49%
					C	C	*			
Somewhat disagree	128	63	64	46	34	47	20	38	47	23
	9%	9%	8%	11%	6%	9%	14%	7%	8%	10%
				D			G*			
Strongly disagree	30	14	16	4	11	15	5	11	9	5
	2%	2%	2%	1%	2%	3%	4%	2%	2%	2%
							*			
Summary										
Top2Box (Agree)	1343	650	693	369	510	465	115	492	532	204
	89%	89%	90%	88%	92%	88%	82%	91%	91%	88%
							*	F	F	
Low2Box (Disagree)	158	78	80	50	46	62	26	49	56	27
	11%	11%	10%	12%	8%	12%	18%	9%	9%	12%
							GH*			

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

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?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
It can't stand up to Canada's cold weather										
Strongly agree	154	62	92	60	60	34	17	53	64	21
	10%	9%	12%	14%	11%	6%	12%	10%	11%	9%
				E	E		*			
Somewhat agree	711	321	390	178	270	263	77	241	286	108
	47%	44%	50%	43%	49%	50%	55%	45%	49%	47%
			A				*			
Somewhat disagree	547	293	254	152	191	204	38	214	207	88
	36%	40%	33%	36%	34%	39%	27%	40%	35%	38%
		B					*			
Strongly disagree	88	52	36	28	33	27	9	33	31	15
	6%	7%	5%	7%	6%	5%	6%	6%	5%	6%
							*			
Summary										
Top2Box (Agree)	866	383	483	239	331	296	94	294	350	128
	58%	53%	62%	57%	60%	56%	67%	54%	59%	56%
			A				*			
Low2Box (Disagree)	635	345	290	180	225	231	47	247	239	103
	42%	47%	38%	43%	40%	44%	33%	46%	41%	44%
		B					*			

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

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?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
The technology is dangerous										
Strongly agree	56	28	28	24	20	12	4	17	24	12
	4%	4%	4%	6%	4%	2%	3%	3%	4%	5%
				E			*			
Somewhat agree	346	170	176	108	122	117	40	125	119	61
	23%	23%	23%	26%	22%	22%	28%	23%	20%	27%
							*			H
Somewhat disagree	819	387	432	223	308	288	76	301	330	113
	55%	53%	56%	53%	55%	55%	54%	56%	56%	49%
							*		I	
Strongly disagree	280	143	137	64	106	110	21	98	116	45
	19%	20%	18%	15%	19%	21%	15%	18%	20%	20%
							*			
Summary										
Top2Box (Agree)	402	198	204	131	142	129	43	142	143	73
	27%	27%	26%	31%	26%	24%	31%	26%	24%	32%
							*			H
Low2Box (Disagree)	1099	530	569	288	414	398	97	398	445	158
	73%	73%	74%	69%	74%	76%	69%	74%	76%	68%
							*		I	

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

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?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
I would like the government to provide more support for hydrogen fuel cell technology										
Strongly agree	458	216	242	155	163	140	32	171	183	72
	30%	30%	31%	37%	29%	27%	23%	32%	31%	31%
				DE			*			
Somewhat agree	743	361	383	202	276	265	78	259	294	112
	50%	50%	50%	48%	50%	50%	55%	48%	50%	49%
							*			
Somewhat disagree	245	121	124	55	94	97	26	92	91	36
	16%	17%	16%	13%	17%	18%	19%	17%	15%	16%
							*			
Strongly disagree	55	30	24	6	23	25	5	18	20	11
	4%	4%	3%	2%	4%	5%	4%	3%	3%	5%
					C	C	*			
Summary										
Top2Box (Agree)	1201	576	625	357	439	405	109	430	477	184
	80%	79%	81%	85%	79%	77%	78%	80%	81%	80%
				DE			*			
Low2Box (Disagree)	300	152	148	61	117	122	31	110	111	47
	20%	21%	19%	15%	21%	23%	22%	20%	19%	20%
					C	C	*			

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

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
I would consider buying or leasing a hydrogen fuel cell vehicle if it was available in my area										
Strongly agree	253	115	139	111	89	53	23	105	86	38
	17%	16%	18%	26%	16%	10%	17%	19%	15%	17%
				DE	E		*			
Somewhat agree	707	353	354	219	255	233	59	232	299	118
	47%	49%	46%	52%	46%	44%	42%	43%	51%	51%
				E			*		G	G
Somewhat disagree	400	197	203	79	157	165	45	149	151	56
	27%	27%	26%	19%	28%	31%	32%	27%	26%	24%
					C	C	*			
Strongly disagree	140	63	77	10	54	76	13	55	52	19
	9%	9%	10%	2%	10%	14%	9%	10%	9%	8%
					C	CD	*			
Summary										
Top2Box (Agree)	961	468	493	330	345	286	82	337	385	156
	64%	64%	64%	79%	62%	54%	59%	62%	65%	68%
				DE	E		*			
Low2Box (Disagree)	540	260	280	89	211	240	58	204	203	75
	36%	36%	36%	21%	38%	46%	41%	38%	35%	32%
					C	CD	*			

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
Hydrogen fuel cell-powered vehicles are the way of the future										
Strongly agree	346	151	195	130	120	96	24	144	128	50
	23%	21%	25%	31%	22%	18%	17%	27%	22%	22%
				DE			*			
Somewhat agree	815	401	415	209	303	303	82	274	330	129
	54%	55%	54%	50%	55%	58%	58%	51%	56%	56%
							*			
Somewhat disagree	289	154	135	75	109	105	25	107	114	43
	19%	21%	17%	18%	20%	20%	18%	20%	19%	19%
							*			
Strongly disagree	51	23	28	5	23	23	10	16	15	9
	3%	3%	4%	1%	4%	4%	7%	3%	3%	4%
					C	C	*			
Summary										
Top2Box (Agree)	1161	551	610	339	423	399	106	418	459	179
	77%	76%	79%	81%	76%	76%	75%	77%	78%	78%
							*			
Low2Box (Disagree)	340	177	163	79	132	128	35	123	130	52
	23%	24%	21%	19%	24%	24%	25%	23%	22%	22%
							*			

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
Zero emissions vehicles are key to Canada reducing its carbon emissions										
Strongly agree	574	272	303	172	211	192	51	203	228	93
	38%	37%	39%	41%	38%	36%	36%	38%	39%	40%
							*			
Somewhat agree	712	339	373	192	258	262	66	264	279	102
	47%	47%	48%	46%	46%	50%	47%	49%	47%	44%
							*			
Somewhat disagree	167	92	75	47	70	50	13	65	63	27
	11%	13%	10%	11%	13%	10%	9%	12%	11%	12%
							*			
Strongly disagree	48	25	22	7	17	23	11	9	18	9
	3%	3%	3%	2%	3%	4%	8%	2%	3%	4%
							GH*			G
Summary										
Top2Box (Agree)	1286	611	675	364	468	453	116	467	508	195
	86%	84%	87%	87%	84%	86%	83%	86%	86%	84%
							*			
Low2Box (Disagree)	215	117	98	54	87	73	24	74	81	36
	14%	16%	13%	13%	16%	14%	17%	14%	14%	16%
							*			

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
It has a positive impact on the environment	1343	650	693	369	510	465	115	492	532	204
	89%	89%	90%	88%	92%	88%	82%	91%	91%	88%
							*	F	F	
Zero emissions vehicles are key to Canada reducing its carbon emissions	1286	611	675	364	468	453	116	467	508	195
	86%	84%	87%	87%	84%	86%	83%	86%	86%	84%
							*			
I would like the government to provide more support for hydrogen fuel cell technology	1201	576	625	357	439	405	109	430	477	184
	80%	79%	81%	85%	79%	77%	78%	80%	81%	80%
				DE			*			
Hydrogen fuel cell-powered vehicles are the way of the future	1161	551	610	339	423	399	106	418	459	179
	77%	76%	79%	81%	76%	76%	75%	77%	78%	78%
							*			
I would consider buying or leasing a hydrogen fuel cell vehicle if it was available in my area	961	468	493	330	345	286	82	337	385	156
	64%	64%	64%	79%	62%	54%	59%	62%	65%	68%
				DE	E		*			
It can't stand up to Canada's cold weather	866	383	483	239	331	296	94	294	350	128
	58%	53%	62%	57%	60%	56%	67%	54%	59%	56%
			A				*			
The technology is dangerous	402	198	204	131	142	129	43	142	143	73
	27%	27%	26%	31%	26%	24%	31%	26%	24%	32%
							*			H

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
The technology is dangerous	1099	530	569	288	414	398	97	398	445	158
	73%	73%	74%	69%	74%	76%	69%	74%	76%	68%
							*		I	
It can't stand up to Canada's cold weather	635	345	290	180	225	231	47	247	239	103
	42%	47%	38%	43%	40%	44%	33%	46%	41%	44%
		B					*			
I would consider buying or leasing a hydrogen fuel cell vehicle if it was available in my area	540	260	280	89	211	240	58	204	203	75
	36%	36%	36%	21%	38%	46%	41%	38%	35%	32%
					C	CD	*			
Hydrogen fuel cell-powered vehicles are the way of the future	340	177	163	79	132	128	35	123	130	52
	23%	24%	21%	19%	24%	24%	25%	23%	22%	22%
							*			
I would like the government to provide more support for hydrogen fuel cell technology	300	152	148	61	117	122	31	110	111	47
	20%	21%	19%	15%	21%	23%	22%	20%	19%	20%
					C	C	*			
Zero emissions vehicles are key to Canada reducing its carbon emissions	215	117	98	54	87	73	24	74	81	36
	14%	16%	13%	13%	16%	14%	17%	14%	14%	16%
							*			
It has a positive impact on the environment	158	78	80	50	46	62	26	49	56	27
	11%	11%	10%	12%	8%	12%	18%	9%	9%	12%
							GH*			

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
You can drive more than 400 kilometers on a single tank										
Major benefit	1069	504	565	304	400	365	90	400	415	164
	71%	69%	73%	73%	72%	69%	64%	74%	71%	71%
							*			
Minor benefit	317	164	153	91	101	125	39	102	126	50
	21%	23%	20%	22%	18%	24%	28%	19%	21%	22%
						D	*			
No benefit	115	60	54	24	54	37	11	39	47	18
	8%	8%	7%	6%	10%	7%	8%	7%	8%	8%
							*			

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
The engine makes very little noise										
Major benefit	839	406	433	226	308	304	69	326	330	114
	56%	56%	56%	54%	56%	58%	49%	60%	56%	50%
							*	I	I	
Minor benefit	512	251	261	151	186	175	51	161	205	96
	34%	34%	34%	36%	34%	33%	36%	30%	35%	42%
							*			GH
No benefit	150	71	79	42	61	47	21	54	54	20
	10%	10%	10%	10%	11%	9%	15%	10%	9%	9%
							*			

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
They produce no greenhouse gas emissions										
Major benefit	1238	602	636	335	448	455	101	452	497	189
	82%	83%	82%	80%	81%	86%	72%	84%	84%	82%
						CD	*	F	F	
Minor benefit	194	91	103	61	77	56	29	62	68	35
	13%	13%	13%	15%	14%	11%	21%	11%	12%	15%
							GH*			
No benefit	70	35	35	23	31	16	11	27	24	8
	5%	5%	5%	5%	6%	3%	8%	5%	4%	3%
							*			

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
They are not reliant on highly volatile gasoline fuel prices										
Major benefit	1118	537	581	320	415	383	86	411	447	174
	74%	74%	75%	76%	75%	73%	61%	76%	76%	75%
							*	F	F	F
Minor benefit	298	151	147	83	105	111	43	99	112	44
	20%	21%	19%	20%	19%	21%	31%	18%	19%	19%
							GHI*			
No benefit	85	40	44	16	35	33	11	31	29	13
	6%	6%	6%	4%	6%	6%	8%	6%	5%	6%
							*			

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
The car has instant torque										
Major benefit	702	385	317	172	270	259	67	249	282	103
	47%	53%	41%	41%	49%	49%	48%	46%	48%	44%
		B				C	*			
Minor benefit	598	270	328	180	207	211	55	208	232	104
	40%	37%	42%	43%	37%	40%	39%	38%	39%	45%
							*			
No benefit	202	73	129	66	78	57	19	84	74	25
	13%	10%	17%	16%	14%	11%	13%	15%	13%	11%
			A				*			

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1501	662	839	361	582	558	73	283	666	479
Weighted	1501	728	773	419	555	527	141	541	588	231
The refueling process takes less than 5 minutes										
Major benefit	964	460	504	271	374	319	83	369	365	147
	64%	63%	65%	65%	67%	61%	59%	68%	62%	64%
					E		*			
Minor benefit	387	197	190	102	122	163	44	118	161	64
	26%	27%	25%	24%	22%	31%	31%	22%	27%	28%
						D	*			
No benefit	150	70	80	46	59	45	14	54	62	21
	10%	10%	10%	11%	11%	9%	10%	10%	10%	9%
							*			

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

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