Usage of Media for obtaining Hydrogen Energy information by Market Segment

Top 5 Consumer Concerns about Hydrogen Powered Vehicles
1. Safety of hydrogen fuel cells
2. Premium price
3. Fueling infrastructure & range
4. Operating costs
5. Environmental benefits

Source: Business Week, Hydrogen Knowledge and Opinions Survey

Interest in Hydrogen Vehicle vs. Electric Vehicle vs. BioDiesel

Source: Google

Top Related Search Terms For “Hydrogen Vehicle”
- arbor
- aug
- build
- c30
- called
- capable
- car
- cell
- chevrolet
- clarity
- combustion
- concept
- current
- december
- dedicated
- developing
- drive
- driving
- electric
- emissions
- EPA
- equinox
- america
- advanced
- adoption
- alternative
- appearing
- facility
- fcx
- five
- fuel
- gets
- hince
- honda
- hybrid
- internal
- leveen
- mar
- mpg
- myths
- power
- range
- students
- testing
- tests
- volkswagen
- volvo

Size of terms indicates the relative search volume

Source: Google

Potential hydrogen end users were defined as businesses and industries with potential commercial uses of hydrogen and/or hydrogen fuel cells.

Source: Hydrogen Knowledge and Opinions Survey, April 2010