



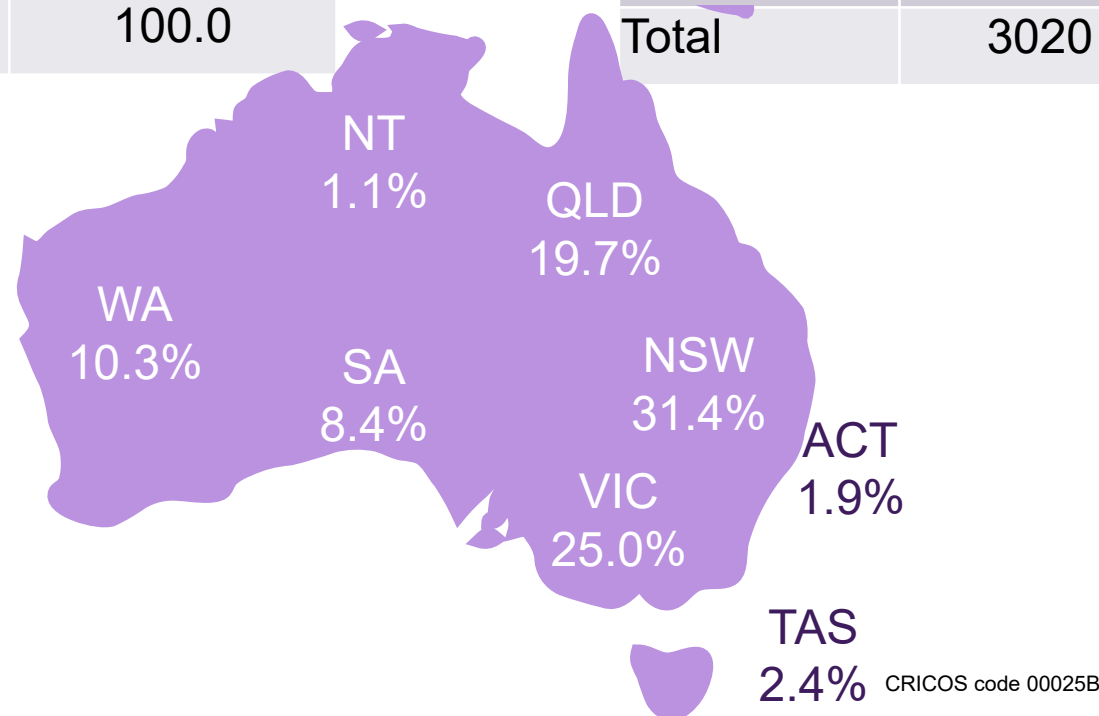
Recent national survey results, 2021

Social License to Operate Work Package:
Funding from the Future Fuels CRC

Who participated?

Age group (years)	<i>n</i>	%
18 - 34	899	29.8
35 - 54	1026	34.0
55+	1095	36.3
Total	3020	100.0

Gender	<i>n</i>	%
Female	1543	51.1
Male	1463	48.4
Other	14	.4
Total	3020	100.0



When you hear the word hydrogen what are the first things that come to mind?

Category	Example responses	n	%
Chemical/chemistry	a chemical; atom and elements; first element on the periodic table; science;	1373	45.5
Energy/power/fuel(s)	a fuel; a source of energy; alternative power source	660	21.9
Water	water; part of water; emits water	627	20.8
Bomb/nuclear weapon	bomb; nuclear weapon; Hiroshima	281	9.3
Hydrogen properties	flammable gas; lighter than air; explosive	180	6.0
Nothing/none/don't know	don't know; I am not sure; I have no idea	152	5.0
Air/atmosphere	fresh air; part of the air we breathe; a compound in our atmosphere	102	3.4
Balloons	balloons; gas used to blow up balloons; hot air balloons	63	2.1
Hindenburg/blimp	Hindenburg disaster; blimp; used in early airships;	56	1.9

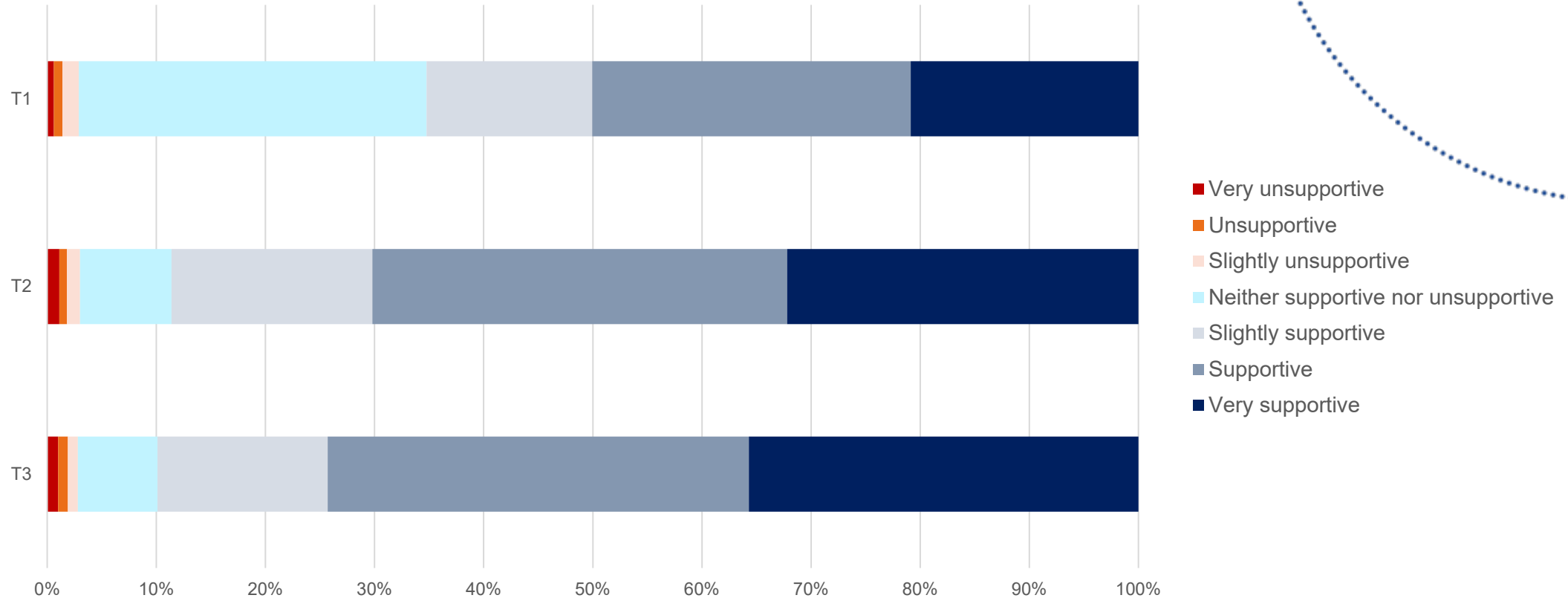
There has been discussion about using hydrogen in Australia recently

Please respond to the following statements.	Yes		No		Unsure	
	n	%	n	%	n	%
I have heard about a project blending natural gas and hydrogen for domestic use	628	20.8	2007	66.5	385	12.7
I have heard about a hydrogen production project in Australia	817	27.1	1808	59.9	395	13.1
I have heard about hydrogen in the media	1171	38.8	1528	50.6	321	10.6
I have heard about the National Hydrogen Strategy	443	14.7	2202	72.9	375	12.4

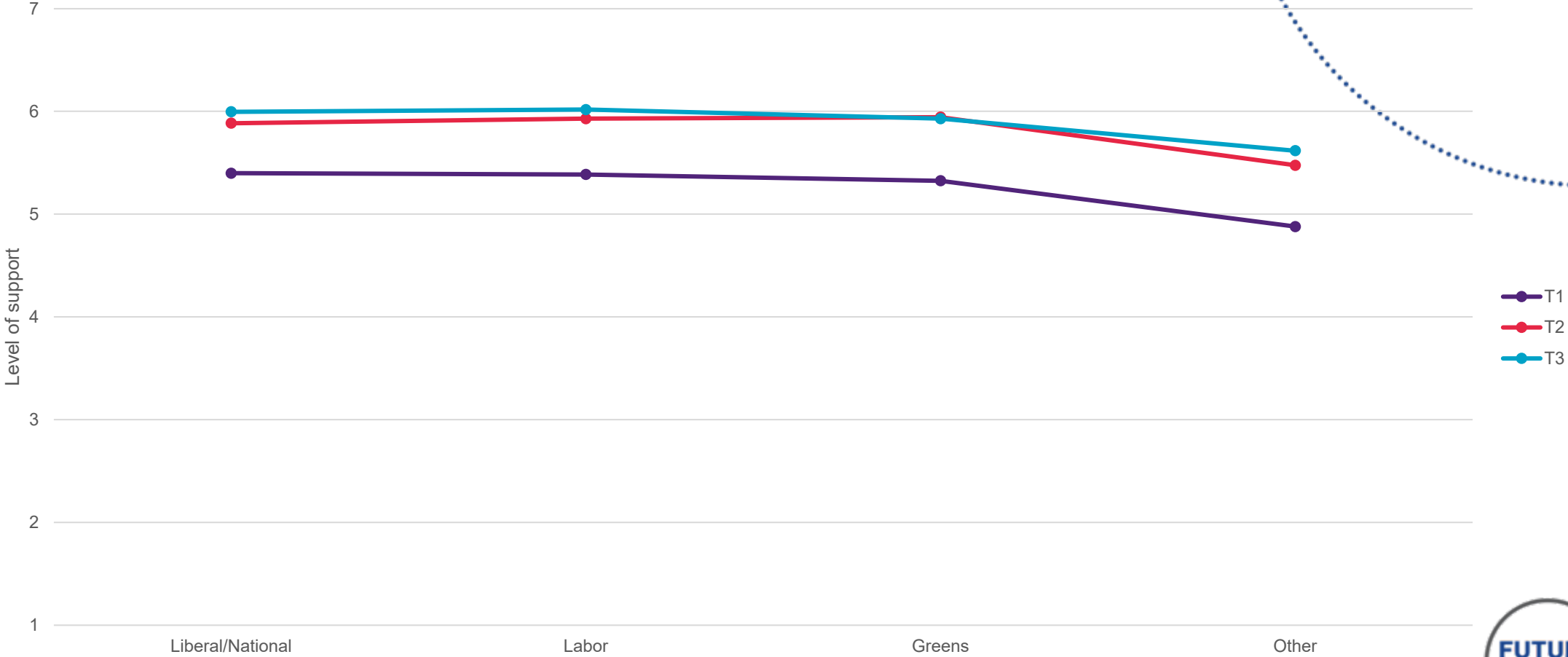
More people in Tasmania (51.0% more than expected), Northern Territory (26.4%), New South Wales (9.7%), South Australia (9.2%), and the Australian Capital Territory (3.9%) had heard about a hydrogen project in Australia.



Overall, how do you feel about hydrogen as a possible solution for energy and environmental challenges?



Level of support for hydrogen by political party preference?



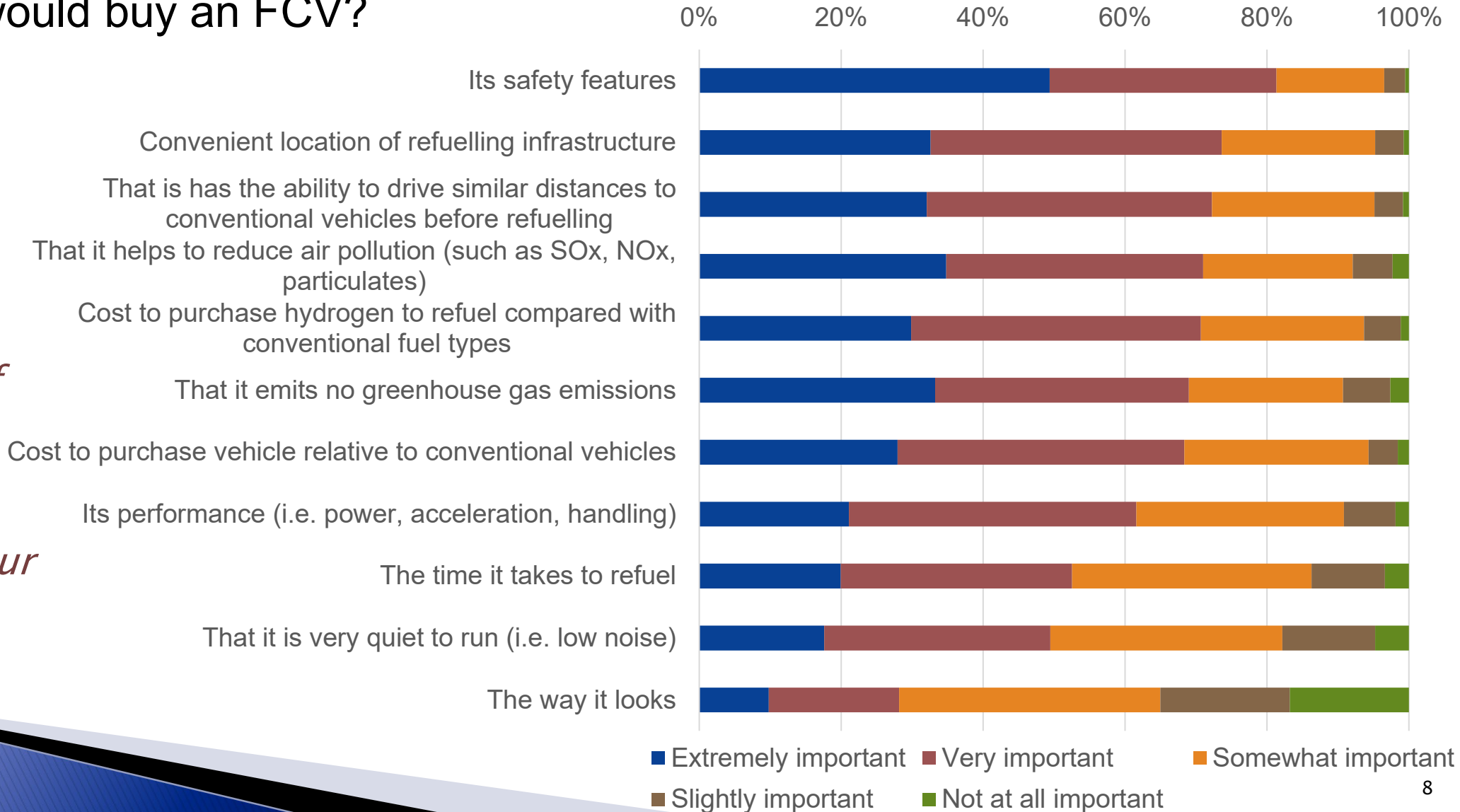


Australian Attitudes Towards the use of Hydrogen in the Transport Sector (2018)

Work funded by ARENA

Safety is *highest* priority

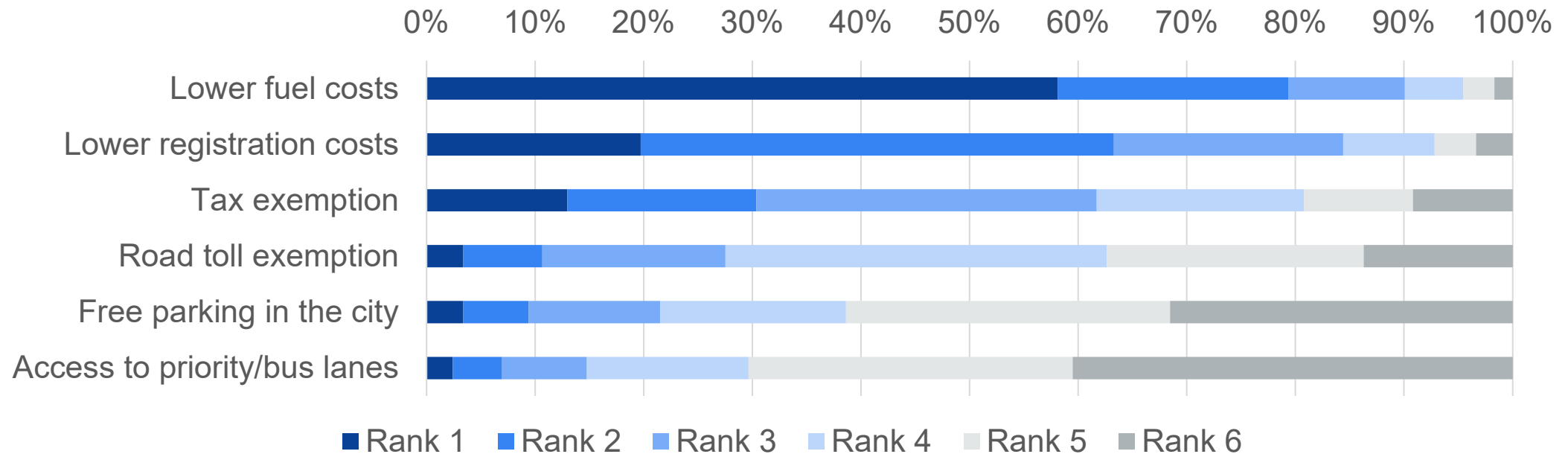
- ▶ How important are the following factors in determining whether or not you would buy an FCV?



“Bottom line, if you are in a catastrophic accident in a car...what’s your survivability?”

Ranking of government incentives

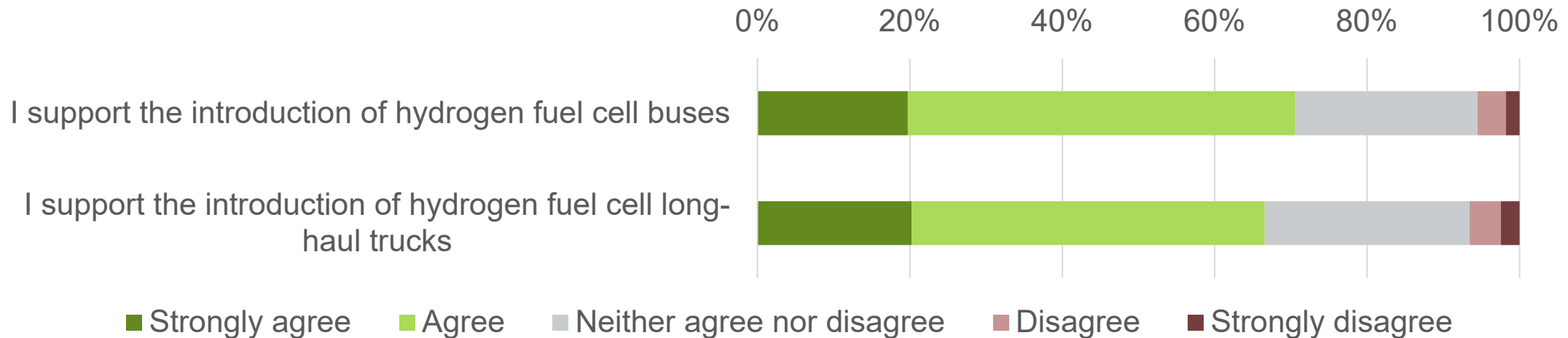
- ▶ Which of the following government incentives would likely motivate you to purchase a hydrogen fuel cell vehicle?



61% would be happy to buy a hydrogen vehicle if the cost was the same

Buses and long haul trucks

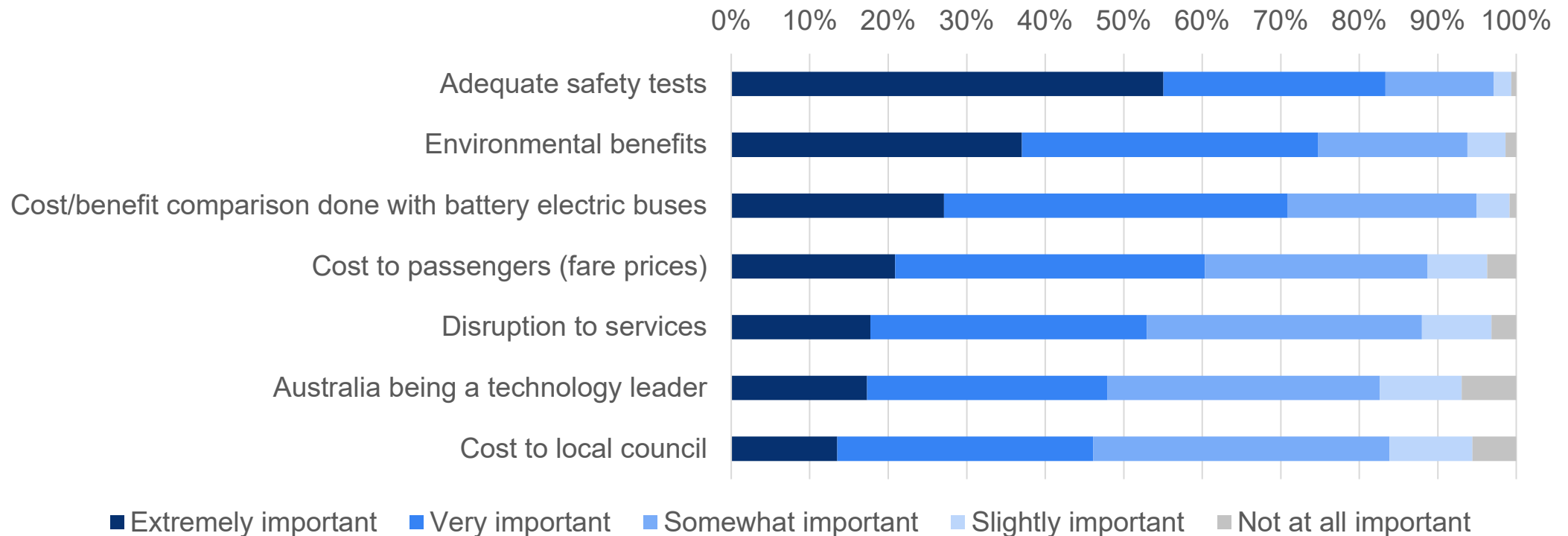
- ▶ Support for buses and trucks is strong



“I think it is a good idea for public transport to start with hydrogen before even the public do. That is probably a good transition”

Importance for fuel cell buses

- ▶ How important are the following factors in determining whether or not you would support the introduction of fuel cell buses?



Conclusion

- Australian public is generally supportive of hydrogen for transport
- Public transport and long-haul hydrogen vehicles could help build confidence in the early stages
- Safety is of utmost importance
- Convenient refuelling is paramount

“If it was proved that you are not disadvantaged in any way, in terms of the power of the car, the longevity, the cost, all those sort of things, then why wouldn’t you do it I suppose?”



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Thank you

Prof Peta Ashworth
School of Chemical Engineering
p.ashworth@uq.edu.au
0409 929 981

