



# MORNING CONSULT

Morning Consult  
National Tracking Poll #180321  
March 15-17, 2018

## Crosstabulation Results

### Methodology:

This poll was conducted from March 15-17, 2018, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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## Crosstabulation Results by Respondent Demographics

**Table BRD5\_1:** Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?  
 An all-electric vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (330)	21% (451)	23% (496)	29% (646)	13% (277)	2201
Gender: Male	20% (217)	21% (226)	20% (212)	28% (299)	10% (106)	1060
Gender: Female	10% (114)	20% (226)	25% (284)	30% (348)	15% (171)	1141
Age: 18-29	23% (112)	23% (111)	17% (81)	18% (86)	18% (88)	477
Age: 30-44	20% (113)	23% (126)	22% (123)	24% (133)	11% (63)	558
Age: 45-54	12% (46)	19% (73)	26% (101)	32% (125)	11% (41)	387
Age: 55-64	7% (29)	19% (73)	26% (101)	35% (134)	12% (45)	381
Age: 65+	8% (31)	17% (68)	23% (90)	42% (168)	10% (40)	398
PID: Dem (no lean)	20% (139)	24% (173)	22% (156)	24% (171)	10% (71)	711
PID: Ind (no lean)	11% (92)	21% (172)	22% (182)	29% (237)	18% (146)	828
PID: Rep (no lean)	15% (100)	16% (106)	24% (158)	36% (239)	9% (59)	662
PID/Gender: Dem Men	27% (89)	24% (78)	20% (66)	22% (74)	7% (23)	332
PID/Gender: Dem Women	13% (50)	25% (95)	24% (90)	26% (97)	13% (48)	379
PID/Gender: Ind Men	14% (53)	23% (89)	18% (68)	29% (113)	16% (60)	383
PID/Gender: Ind Women	9% (38)	19% (83)	26% (114)	28% (124)	19% (86)	445
PID/Gender: Rep Men	22% (74)	17% (58)	23% (78)	32% (111)	7% (23)	345
PID/Gender: Rep Women	8% (26)	15% (48)	25% (80)	40% (127)	12% (37)	317
Ideo: Liberal (1-3)	25% (197)	26% (205)	20% (155)	19% (148)	11% (83)	788
Ideo: Moderate (4)	10% (45)	24% (105)	30% (129)	24% (105)	11% (46)	430
Ideo: Conservative (5-7)	9% (65)	16% (108)	24% (167)	43% (297)	9% (60)	696
Educ: < College	13% (210)	20% (311)	21% (330)	31% (480)	15% (235)	1567
Educ: Bachelors degree	18% (74)	21% (89)	26% (106)	27% (114)	8% (32)	416
Educ: Post-grad	21% (46)	23% (51)	27% (59)	24% (53)	4% (9)	219
Income: Under 50k	15% (207)	20% (269)	21% (285)	28% (379)	15% (201)	1341
Income: 50k-100k	14% (86)	20% (124)	25% (155)	32% (194)	9% (58)	617
Income: 100k+	16% (38)	24% (58)	23% (56)	30% (73)	8% (18)	243

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**Table BRD5\_1:** Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?  
An all-electric vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (330)	21% (451)	23% (496)	29% (646)	13% (277)	2201
Ethnicity: White	14% (246)	21% (361)	23% (400)	31% (540)	12% (203)	1750
Ethnicity: Hispanic	29% (97)	19% (62)	16% (54)	23% (75)	13% (43)	329
Ethnicity: Afr. Am.	18% (48)	20% (54)	23% (62)	23% (61)	16% (43)	269
Ethnicity: Other	20% (36)	20% (37)	19% (34)	25% (45)	17% (30)	182
Relig: Protestant	11% (54)	19% (99)	25% (131)	34% (175)	11% (55)	515
Relig: Roman Catholic	18% (72)	22% (92)	23% (96)	28% (117)	8% (34)	412
Relig: Ath./Agn./None	16% (108)	22% (146)	19% (126)	28% (187)	16% (106)	673
Relig: Something Else	15% (50)	23% (77)	26% (88)	20% (69)	16% (56)	339
Relig: Jewish	24% (12)	31% (15)	21% (10)	16% (8)	9% (5)	51
Relig: Evangelical	15% (91)	18% (106)	21% (125)	36% (214)	11% (65)	603
Relig: Non-Evang. Catholics	13% (78)	21% (122)	27% (157)	30% (176)	9% (50)	583
Relig: All Christian	14% (170)	19% (229)	24% (282)	33% (391)	10% (115)	1186
Relig: All Non-Christian	16% (157)	22% (223)	21% (214)	25% (256)	16% (162)	1012
Community: Urban	18% (106)	22% (129)	22% (131)	27% (159)	12% (71)	594
Community: Suburban	13% (121)	22% (196)	24% (212)	29% (263)	12% (108)	901
Community: Rural	15% (104)	18% (127)	22% (153)	32% (225)	14% (98)	706
Employ: Private Sector	20% (125)	22% (137)	22% (140)	28% (177)	7% (45)	624
Employ: Government	19% (28)	19% (28)	29% (43)	23% (34)	10% (15)	148
Employ: Self-Employed	17% (34)	24% (48)	24% (50)	27% (56)	8% (17)	205
Employ: Homemaker	12% (26)	17% (37)	19% (42)	35% (75)	17% (37)	217
Employ: Student	24% (28)	28% (33)	14% (17)	14% (17)	19% (22)	117
Employ: Retired	8% (37)	17% (82)	23% (111)	41% (197)	12% (58)	484
Employ: Unemployed	12% (23)	24% (49)	22% (45)	21% (43)	20% (40)	199
Employ: Other	14% (28)	19% (38)	24% (49)	23% (48)	21% (43)	207
Military HH: Yes	20% (89)	19% (83)	18% (78)	34% (151)	9% (37)	440
Military HH: No	14% (241)	21% (368)	24% (417)	28% (495)	14% (239)	1761
RD/WT: Right Direction	16% (136)	18% (152)	19% (167)	34% (292)	13% (109)	856
RD/WT: Wrong Track	14% (194)	22% (300)	24% (329)	26% (354)	12% (168)	1345

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**Table BRD5\_1:** Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?  
An all-electric vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (330)	21% (451)	23% (496)	29% (646)	13% (277)	2201
Strongly Approve	18% (82)	16% (72)	19% (86)	38% (171)	8% (35)	446
Somewhat Approve	9% (46)	16% (83)	28% (147)	33% (173)	13% (69)	519
Somewhat Disapprove	14% (43)	27% (82)	23% (71)	21% (63)	14% (44)	303
Strongly Disapprove	18% (140)	23% (185)	21% (167)	27% (211)	11% (88)	790
Dont Know / No Opinion	14% (19)	21% (30)	17% (25)	20% (28)	28% (41)	143
#1 Issue: Economy	13% (81)	19% (116)	27% (167)	31% (191)	10% (65)	620
#1 Issue: Security	13% (49)	14% (55)	25% (95)	36% (138)	13% (50)	386
#1 Issue: Health Care	15% (58)	22% (88)	24% (93)	28% (109)	12% (46)	395
#1 Issue: Medicare / Social Security	10% (35)	22% (75)	20% (66)	36% (121)	11% (38)	335
#1 Issue: Women's Issues	16% (15)	30% (28)	22% (20)	18% (17)	14% (13)	93
#1 Issue: Education	19% (29)	24% (37)	19% (29)	18% (28)	21% (33)	156
#1 Issue: Energy	47% (45)	24% (23)	13% (13)	10% (9)	6% (6)	97
#1 Issue: Other	15% (18)	25% (30)	11% (13)	27% (32)	22% (27)	119
2016 Vote: Democrat Hillary Clinton	19% (130)	24% (162)	22% (150)	25% (173)	10% (70)	686
2016 Vote: Republican Donald Trump	12% (91)	16% (120)	26% (195)	37% (279)	10% (78)	763
2016 Vote: Someone else	12% (20)	29% (48)	24% (40)	25% (42)	10% (17)	167
2012 Vote: Barack Obama	18% (151)	23% (192)	22% (185)	26% (222)	11% (94)	845
2012 Vote: Mitt Romney	10% (52)	17% (92)	26% (140)	39% (212)	8% (44)	540
2012 Vote: Other	11% (11)	22% (21)	25% (24)	30% (29)	12% (11)	96
2012 Vote: Didn't Vote	16% (116)	20% (146)	20% (144)	25% (181)	18% (128)	716
4-Region: Northeast	13% (52)	21% (86)	25% (100)	28% (114)	12% (50)	402
4-Region: Midwest	13% (62)	19% (91)	24% (115)	31% (147)	12% (58)	474
4-Region: South	15% (119)	22% (178)	21% (170)	30% (244)	13% (103)	815
4-Region: West	19% (97)	19% (97)	22% (111)	28% (141)	13% (65)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD5\_4:** Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?  
A hybrid vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (427)	33% (728)	15% (338)	20% (449)	12% (259)	2201
Gender: Male	23% (242)	36% (377)	16% (170)	18% (188)	8% (82)	1060
Gender: Female	16% (185)	31% (351)	15% (168)	23% (261)	15% (176)	1141
Age: 18-29	28% (133)	30% (143)	13% (61)	13% (61)	16% (79)	477
Age: 30-44	25% (137)	33% (184)	15% (84)	15% (86)	12% (67)	558
Age: 45-54	15% (56)	34% (132)	15% (59)	26% (99)	10% (40)	387
Age: 55-64	13% (51)	37% (140)	15% (57)	25% (95)	10% (38)	381
Age: 65+	13% (50)	33% (130)	19% (76)	27% (108)	9% (34)	398
PID: Dem (no lean)	25% (176)	36% (256)	13% (93)	17% (120)	9% (66)	711
PID: Ind (no lean)	16% (131)	33% (272)	16% (133)	19% (159)	16% (134)	828
PID: Rep (no lean)	18% (120)	30% (200)	17% (111)	26% (171)	9% (59)	662
PID/Gender: Dem Men	30% (98)	37% (124)	13% (44)	14% (46)	6% (19)	332
PID/Gender: Dem Women	20% (77)	35% (132)	13% (49)	19% (74)	12% (46)	379
PID/Gender: Ind Men	17% (66)	36% (137)	19% (71)	17% (64)	12% (46)	383
PID/Gender: Ind Women	15% (65)	30% (135)	14% (62)	21% (95)	20% (88)	445
PID/Gender: Rep Men	23% (78)	34% (116)	16% (55)	23% (79)	5% (17)	345
PID/Gender: Rep Women	13% (42)	26% (84)	18% (57)	29% (92)	13% (42)	317
Ideo: Liberal (1-3)	28% (219)	36% (287)	13% (101)	14% (112)	9% (68)	788
Ideo: Moderate (4)	17% (75)	39% (169)	17% (73)	17% (72)	9% (40)	430
Ideo: Conservative (5-7)	13% (93)	32% (224)	18% (129)	27% (188)	9% (62)	696
Educ: < College	17% (271)	31% (491)	15% (236)	22% (348)	14% (221)	1567
Educ: Bachelors degree	22% (92)	37% (154)	17% (73)	16% (68)	7% (29)	416
Educ: Post-grad	30% (65)	38% (83)	13% (29)	15% (33)	4% (9)	219
Income: Under 50k	19% (258)	31% (412)	16% (208)	20% (271)	14% (191)	1341
Income: 50k-100k	19% (116)	36% (222)	15% (93)	22% (134)	8% (51)	617
Income: 100k+	22% (52)	38% (93)	15% (37)	18% (44)	7% (17)	243
Ethnicity: White	18% (318)	34% (597)	15% (265)	21% (366)	12% (205)	1750

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**Table BRD5\_4:** Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?  
 A hybrid vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (427)	33% (728)	15% (338)	20% (449)	12% (259)	2201
Ethnicity: Hispanic	34% (111)	31% (101)	12% (40)	14% (47)	9% (30)	329
Ethnicity: Afr. Am.	25% (68)	28% (75)	17% (46)	19% (52)	10% (27)	269
Ethnicity: Other	23% (42)	31% (56)	15% (27)	17% (31)	15% (27)	182
Relig: Protestant	17% (88)	33% (168)	16% (85)	23% (119)	11% (55)	515
Relig: Roman Catholic	22% (92)	33% (136)	15% (64)	21% (86)	8% (34)	412
Relig: Ath./Agn./None	20% (136)	33% (225)	14% (92)	18% (123)	14% (96)	673
Relig: Something Else	19% (66)	36% (122)	16% (56)	18% (60)	10% (35)	339
Relig: Jewish	21% (10)	53% (27)	12% (6)	6% (3)	9% (5)	51
Relig: Evangelical	20% (121)	28% (168)	16% (94)	24% (142)	13% (77)	603
Relig: Non-Evang. Catholics	17% (100)	36% (213)	17% (96)	21% (124)	9% (50)	583
Relig: All Christian	19% (221)	32% (380)	16% (191)	22% (266)	11% (127)	1186
Relig: All Non-Christian	20% (202)	34% (347)	15% (147)	18% (183)	13% (132)	1012
Community: Urban	23% (139)	34% (203)	14% (86)	18% (105)	10% (62)	594
Community: Suburban	17% (157)	35% (319)	14% (126)	21% (188)	12% (110)	901
Community: Rural	19% (131)	29% (206)	18% (126)	22% (156)	12% (86)	706
Employ: Private Sector	22% (140)	39% (241)	15% (94)	17% (108)	7% (41)	624
Employ: Government	21% (31)	30% (45)	20% (29)	20% (29)	9% (14)	148
Employ: Self-Employed	29% (60)	29% (59)	13% (27)	19% (38)	11% (22)	205
Employ: Homemaker	18% (39)	29% (62)	11% (24)	27% (58)	15% (33)	217
Employ: Student	26% (30)	37% (44)	7% (8)	13% (15)	17% (20)	117
Employ: Retired	13% (63)	31% (152)	18% (87)	27% (130)	11% (52)	484
Employ: Unemployed	16% (32)	30% (59)	18% (35)	15% (30)	21% (42)	199
Employ: Other	15% (31)	32% (67)	16% (34)	20% (40)	17% (35)	207
Military HH: Yes	25% (109)	31% (135)	15% (65)	21% (93)	8% (37)	440
Military HH: No	18% (318)	34% (592)	15% (273)	20% (356)	13% (222)	1761
RD/WT: Right Direction	18% (158)	30% (256)	16% (138)	23% (200)	12% (104)	856
RD/WT: Wrong Track	20% (270)	35% (472)	15% (200)	19% (249)	11% (154)	1345

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**Table BRD5\_4:** Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?  
A hybrid vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (427)	33% (728)	15% (338)	20% (449)	12% (259)	2201
Strongly Approve	22% (97)	29% (131)	16% (73)	26% (114)	7% (30)	446
Somewhat Approve	13% (67)	33% (173)	19% (97)	23% (119)	12% (64)	519
Somewhat Disapprove	17% (52)	36% (110)	15% (46)	18% (53)	14% (42)	303
Strongly Disapprove	24% (190)	34% (270)	13% (103)	18% (140)	11% (87)	790
Dont Know / No Opinion	14% (21)	30% (43)	14% (21)	16% (23)	25% (36)	143
#1 Issue: Economy	20% (126)	35% (217)	17% (105)	18% (113)	9% (58)	620
#1 Issue: Security	14% (55)	31% (119)	17% (65)	27% (102)	12% (46)	386
#1 Issue: Health Care	18% (72)	38% (152)	13% (52)	20% (77)	11% (42)	395
#1 Issue: Medicare / Social Security	16% (52)	31% (104)	18% (59)	24% (82)	11% (38)	335
#1 Issue: Women's Issues	27% (25)	32% (30)	16% (14)	15% (14)	10% (9)	93
#1 Issue: Education	23% (36)	26% (40)	14% (21)	16% (25)	22% (34)	156
#1 Issue: Energy	40% (39)	33% (32)	9% (9)	10% (10)	8% (7)	97
#1 Issue: Other	18% (21)	28% (34)	12% (14)	21% (25)	21% (25)	119
2016 Vote: Democrat Hillary Clinton	24% (166)	38% (258)	12% (81)	17% (115)	10% (65)	686
2016 Vote: Republican Donald Trump	16% (123)	31% (239)	19% (148)	23% (175)	10% (78)	763
2016 Vote: Someone else	23% (39)	38% (64)	11% (18)	19% (32)	9% (15)	167
2012 Vote: Barack Obama	23% (195)	37% (316)	12% (102)	18% (150)	10% (81)	845
2012 Vote: Mitt Romney	15% (82)	29% (159)	20% (109)	27% (145)	8% (45)	540
2012 Vote: Other	17% (16)	38% (37)	14% (14)	19% (18)	12% (12)	96
2012 Vote: Didn't Vote	18% (132)	30% (214)	16% (112)	19% (137)	17% (121)	716
4-Region: Northeast	19% (76)	34% (138)	16% (63)	20% (80)	11% (44)	402
4-Region: Midwest	17% (83)	31% (146)	18% (86)	22% (104)	12% (55)	474
4-Region: South	19% (155)	35% (287)	13% (108)	20% (163)	13% (102)	815
4-Region: West	22% (113)	31% (156)	16% (81)	20% (103)	11% (58)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD5\_5:** Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?  
 A hydrogen fuel cell vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	11% (235)	20% (450)	23% (502)	26% (567)	20% (447)	2201
Gender: Male	13% (141)	25% (262)	23% (240)	23% (247)	16% (170)	1060
Gender: Female	8% (94)	17% (189)	23% (262)	28% (320)	24% (277)	1141
Age: 18-29	16% (77)	27% (128)	15% (71)	17% (79)	26% (123)	477
Age: 30-44	16% (87)	22% (124)	24% (133)	19% (107)	19% (106)	558
Age: 45-54	9% (33)	20% (79)	23% (87)	30% (117)	18% (71)	387
Age: 55-64	5% (19)	15% (58)	28% (108)	31% (119)	20% (76)	381
Age: 65+	5% (18)	15% (62)	26% (102)	37% (145)	18% (71)	398
PID: Dem (no lean)	13% (91)	24% (170)	23% (161)	23% (161)	18% (128)	711
PID: Ind (no lean)	8% (66)	19% (157)	23% (189)	25% (206)	25% (210)	828
PID: Rep (no lean)	12% (78)	19% (123)	23% (152)	30% (201)	16% (109)	662
PID/Gender: Dem Men	16% (54)	27% (91)	22% (72)	21% (68)	14% (47)	332
PID/Gender: Dem Women	10% (36)	21% (80)	23% (89)	24% (93)	21% (81)	379
PID/Gender: Ind Men	9% (36)	21% (81)	24% (93)	24% (91)	21% (82)	383
PID/Gender: Ind Women	7% (30)	17% (76)	22% (96)	26% (115)	29% (128)	445
PID/Gender: Rep Men	15% (50)	26% (91)	22% (74)	26% (88)	12% (42)	345
PID/Gender: Rep Women	9% (28)	10% (32)	24% (78)	35% (113)	21% (67)	317
Ideo: Liberal (1-3)	17% (136)	25% (200)	20% (160)	21% (163)	16% (129)	788
Ideo: Moderate (4)	9% (38)	25% (109)	28% (118)	21% (92)	17% (73)	430
Ideo: Conservative (5-7)	7% (51)	16% (114)	24% (169)	34% (234)	18% (128)	696
Educ: < College	10% (160)	19% (300)	21% (330)	27% (427)	22% (349)	1567
Educ: Bachelors degree	10% (44)	22% (92)	29% (119)	22% (92)	17% (69)	416
Educ: Post-grad	14% (31)	27% (58)	24% (53)	22% (48)	13% (28)	219
Income: Under 50k	11% (153)	19% (260)	21% (278)	26% (343)	23% (308)	1341
Income: 50k-100k	9% (55)	22% (137)	26% (159)	27% (165)	16% (100)	617
Income: 100k+	11% (27)	22% (53)	27% (65)	24% (59)	16% (39)	243
Ethnicity: White	10% (167)	20% (350)	24% (416)	26% (460)	20% (357)	1750

Continued on next page

**Table BRD5\_5:** Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?  
A hydrogen fuel cell vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	11% (235)	20% (450)	23% (502)	26% (567)	20% (447)	2201
Ethnicity: Hispanic	19% (62)	27% (90)	22% (73)	15% (50)	16% (54)	329
Ethnicity: Afr. Am.	15% (40)	21% (57)	22% (59)	25% (66)	17% (46)	269
Ethnicity: Other	15% (28)	24% (43)	15% (27)	23% (41)	24% (44)	182
Relig: Protestant	9% (46)	18% (91)	26% (133)	28% (145)	19% (100)	515
Relig: Roman Catholic	12% (50)	24% (99)	24% (100)	23% (96)	16% (66)	412
Relig: Ath./Agn./None	11% (71)	22% (147)	19% (130)	25% (169)	23% (157)	673
Relig: Something Else	11% (36)	19% (65)	22% (75)	26% (89)	22% (75)	339
Relig: Jewish	12% (6)	27% (13)	26% (13)	19% (10)	16% (8)	51
Relig: Evangelical	12% (71)	19% (116)	23% (140)	28% (167)	18% (109)	603
Relig: Non-Evang. Catholics	9% (54)	21% (123)	27% (158)	24% (143)	18% (106)	583
Relig: All Christian	11% (125)	20% (238)	25% (297)	26% (310)	18% (216)	1186
Relig: All Non-Christian	11% (106)	21% (212)	20% (205)	25% (257)	23% (231)	1012
Community: Urban	13% (75)	24% (141)	22% (128)	24% (144)	18% (106)	594
Community: Suburban	10% (86)	19% (169)	25% (229)	25% (228)	21% (190)	901
Community: Rural	10% (74)	20% (141)	20% (144)	28% (195)	21% (151)	706
Employ: Private Sector	14% (86)	23% (144)	22% (140)	24% (152)	16% (102)	624
Employ: Government	15% (21)	23% (34)	25% (37)	20% (30)	17% (25)	148
Employ: Self-Employed	17% (36)	22% (45)	19% (39)	26% (54)	15% (31)	205
Employ: Homemaker	10% (21)	19% (42)	20% (43)	29% (62)	23% (49)	217
Employ: Student	15% (17)	28% (33)	17% (20)	14% (17)	25% (30)	117
Employ: Retired	4% (20)	15% (74)	27% (133)	34% (164)	19% (93)	484
Employ: Unemployed	8% (17)	24% (47)	19% (39)	20% (40)	28% (56)	199
Employ: Other	8% (17)	15% (30)	25% (51)	23% (48)	29% (60)	207
Military HH: Yes	15% (68)	24% (106)	19% (85)	24% (108)	17% (73)	440
Military HH: No	9% (167)	20% (345)	24% (416)	26% (460)	21% (373)	1761
RD/WT: Right Direction	12% (104)	21% (176)	19% (166)	29% (245)	19% (166)	856
RD/WT: Wrong Track	10% (131)	20% (274)	25% (336)	24% (323)	21% (281)	1345

Continued on next page

**Table BRD5\_5:** Assuming you were in the market for a new car within the next ten years or so, how likely would you be to consider buying or leasing each of the following vehicles?  
A hydrogen fuel cell vehicle

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	11% (235)	20% (450)	23% (502)	26% (567)	20% (447)	2201
Strongly Approve	15% (65)	19% (86)	20% (89)	32% (145)	14% (62)	446
Somewhat Approve	7% (36)	17% (90)	27% (142)	26% (137)	22% (113)	519
Somewhat Disapprove	10% (30)	25% (76)	24% (73)	22% (66)	19% (58)	303
Strongly Disapprove	11% (88)	22% (170)	22% (177)	25% (194)	21% (162)	790
Dont Know / No Opinion	11% (16)	20% (29)	15% (21)	18% (26)	36% (51)	143
#1 Issue: Economy	10% (63)	18% (114)	28% (171)	25% (157)	19% (115)	620
#1 Issue: Security	10% (39)	18% (68)	21% (81)	33% (127)	18% (71)	386
#1 Issue: Health Care	8% (33)	24% (93)	24% (96)	24% (93)	20% (80)	395
#1 Issue: Medicare / Social Security	9% (29)	15% (51)	22% (73)	33% (109)	21% (72)	335
#1 Issue: Women's Issues	20% (19)	31% (29)	16% (15)	14% (13)	19% (18)	93
#1 Issue: Education	10% (16)	27% (42)	22% (34)	16% (26)	25% (39)	156
#1 Issue: Energy	26% (25)	33% (32)	12% (11)	14% (14)	15% (15)	97
#1 Issue: Other	9% (11)	19% (22)	17% (20)	24% (29)	31% (37)	119
2016 Vote: Democrat Hillary Clinton	11% (78)	24% (166)	24% (166)	22% (153)	18% (122)	686
2016 Vote: Republican Donald Trump	9% (69)	17% (133)	25% (189)	30% (229)	19% (143)	763
2016 Vote: Someone else	8% (14)	28% (47)	24% (40)	22% (37)	18% (29)	167
2012 Vote: Barack Obama	12% (100)	23% (196)	23% (192)	24% (202)	18% (155)	845
2012 Vote: Mitt Romney	10% (52)	17% (90)	25% (136)	31% (169)	17% (93)	540
2012 Vote: Other	6% (5)	22% (21)	22% (21)	27% (26)	23% (22)	96
2012 Vote: Didn't Vote	11% (78)	20% (143)	21% (149)	24% (169)	25% (177)	716
4-Region: Northeast	9% (35)	22% (88)	24% (95)	23% (93)	23% (90)	402
4-Region: Midwest	12% (56)	18% (83)	23% (110)	28% (134)	19% (91)	474
4-Region: South	10% (78)	23% (190)	22% (178)	26% (214)	19% (155)	815
4-Region: West	13% (66)	17% (89)	23% (119)	25% (126)	22% (110)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD6:** Which of the following concerns would be the main reason you wouldn't choose a hydrogen fuel cell vehicle?

Demographic	Safety concerns		Cost		Limited fueling station locations		I don't know enough about hydrogen fuel cell vehicles		I'm not interested in an alternative fuel vehicle		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(89)	20%	(215)	15%	(159)	36%	(383)	15%	(165)	5%	(58)	1069
Gender: Male	8%	(41)	23%	(112)	20%	(98)	30%	(148)	15%	(75)	3%	(14)	487
Gender: Female	8%	(48)	18%	(103)	11%	(62)	40%	(235)	15%	(90)	8%	(44)	582
Age: 18-29	11%	(17)	22%	(32)	13%	(19)	39%	(58)	10%	(16)	5%	(8)	150
Age: 30-44	10%	(23)	24%	(57)	14%	(33)	31%	(75)	16%	(39)	5%	(13)	241
Age: 45-54	8%	(16)	22%	(46)	16%	(32)	34%	(69)	14%	(29)	6%	(12)	204
Age: 55-64	10%	(22)	18%	(40)	13%	(30)	39%	(89)	15%	(34)	5%	(12)	227
Age: 65+	4%	(11)	16%	(40)	18%	(45)	37%	(92)	19%	(47)	5%	(13)	247
PID: Dem (no lean)	10%	(34)	19%	(60)	11%	(34)	41%	(133)	13%	(42)	6%	(18)	321
PID: Ind (no lean)	9%	(34)	21%	(82)	16%	(64)	32%	(125)	16%	(63)	7%	(28)	395
PID: Rep (no lean)	6%	(22)	21%	(72)	17%	(61)	36%	(125)	17%	(60)	3%	(11)	352
PID/Gender: Dem Men	13%	(18)	22%	(31)	15%	(21)	32%	(45)	14%	(20)	4%	(6)	140
PID/Gender: Dem Women	9%	(16)	16%	(28)	7%	(13)	49%	(89)	13%	(23)	7%	(13)	181
PID/Gender: Ind Men	8%	(15)	24%	(45)	21%	(38)	27%	(50)	17%	(31)	3%	(6)	185
PID/Gender: Ind Women	9%	(18)	18%	(38)	12%	(26)	35%	(75)	15%	(32)	10%	(22)	210
PID/Gender: Rep Men	5%	(8)	22%	(36)	24%	(39)	33%	(53)	15%	(25)	1%	(2)	162
PID/Gender: Rep Women	8%	(14)	19%	(36)	12%	(23)	38%	(72)	19%	(35)	5%	(9)	190
Ideo: Liberal (1-3)	8%	(25)	19%	(62)	16%	(51)	42%	(135)	12%	(38)	4%	(13)	323
Ideo: Moderate (4)	9%	(20)	23%	(49)	13%	(27)	38%	(80)	10%	(21)	7%	(14)	210
Ideo: Conservative (5-7)	8%	(33)	19%	(77)	18%	(74)	31%	(125)	19%	(75)	5%	(20)	403
Educ: < College	9%	(67)	19%	(146)	14%	(102)	36%	(275)	16%	(120)	6%	(47)	757
Educ: Bachelors degree	7%	(16)	23%	(49)	18%	(39)	34%	(71)	14%	(28)	4%	(8)	210
Educ: Post-grad	7%	(7)	19%	(19)	18%	(18)	36%	(37)	17%	(17)	3%	(3)	101
Income: Under 50k	9%	(57)	21%	(128)	13%	(83)	34%	(211)	16%	(99)	7%	(41)	620
Income: 50k-100k	7%	(22)	19%	(61)	16%	(53)	39%	(128)	15%	(50)	4%	(12)	324
Income: 100k+	8%	(10)	21%	(26)	19%	(23)	36%	(44)	13%	(16)	3%	(4)	124

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**Table BRD6:** Which of the following concerns would be the main reason you wouldn't choose a hydrogen fuel cell vehicle?

Demographic	Safety concerns		Cost		Limited fueling station locations		I don't know enough about hydrogen fuel cell vehicles		I'm not interested in an alternative fuel vehicle		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(89)	20%	(215)	15%	(159)	36%	(383)	15%	(165)	5%	(58)	1069
Ethnicity: White	7%	(65)	20%	(176)	16%	(139)	35%	(306)	16%	(139)	6%	(51)	876
Ethnicity: Hispanic	10%	(12)	27%	(33)	13%	(16)	35%	(43)	11%	(14)	5%	(6)	123
Ethnicity: Afr. Am.	15%	(18)	16%	(20)	9%	(11)	46%	(58)	12%	(15)	2%	(3)	125
Ethnicity: Other	8%	(6)	27%	(18)	14%	(10)	29%	(19)	17%	(11)	6%	(4)	68
Relig: Protestant	8%	(22)	20%	(56)	16%	(45)	35%	(97)	17%	(46)	4%	(12)	278
Relig: Roman Catholic	7%	(14)	21%	(41)	16%	(31)	35%	(69)	19%	(37)	3%	(5)	196
Relig: Ath./Agn./None	8%	(25)	20%	(59)	16%	(47)	36%	(107)	15%	(45)	5%	(16)	299
Relig: Something Else	12%	(20)	16%	(26)	18%	(30)	40%	(65)	11%	(17)	4%	(6)	163
Relig: Evangelical	7%	(23)	24%	(74)	10%	(30)	32%	(99)	18%	(56)	8%	(24)	307
Relig: Non-Evang. Catholics	7%	(22)	19%	(56)	17%	(52)	38%	(113)	15%	(46)	4%	(12)	300
Relig: All Christian	7%	(45)	21%	(130)	14%	(82)	35%	(212)	17%	(103)	6%	(36)	607
Relig: All Non-Christian	10%	(45)	18%	(85)	17%	(77)	37%	(171)	14%	(62)	5%	(22)	462
Community: Urban	13%	(35)	17%	(46)	15%	(42)	39%	(106)	11%	(31)	5%	(13)	273
Community: Suburban	7%	(31)	22%	(100)	14%	(63)	37%	(170)	14%	(64)	6%	(28)	457
Community: Rural	7%	(23)	20%	(68)	16%	(54)	32%	(108)	21%	(70)	5%	(17)	340
Employ: Private Sector	9%	(27)	23%	(67)	14%	(39)	35%	(103)	15%	(43)	4%	(13)	292
Employ: Government	6%	(4)	27%	(18)	16%	(10)	39%	(26)	11%	(8)	2%	(1)	67
Employ: Self-Employed	7%	(6)	19%	(18)	19%	(18)	42%	(39)	7%	(6)	6%	(6)	93
Employ: Homemaker	13%	(13)	21%	(22)	13%	(14)	33%	(35)	14%	(14)	7%	(7)	105
Employ: Retired	6%	(18)	16%	(46)	17%	(51)	36%	(106)	20%	(60)	5%	(14)	296
Employ: Unemployed	6%	(5)	17%	(13)	14%	(11)	31%	(24)	18%	(15)	13%	(10)	79
Employ: Other	8%	(8)	24%	(23)	13%	(13)	36%	(36)	15%	(15)	4%	(4)	100
Military HH: Yes	8%	(15)	20%	(39)	17%	(34)	31%	(59)	21%	(40)	4%	(7)	193
Military HH: No	8%	(74)	20%	(176)	14%	(126)	37%	(324)	14%	(125)	6%	(51)	876
RD/WT: Right Direction	10%	(39)	18%	(75)	17%	(70)	31%	(129)	18%	(73)	6%	(25)	411
RD/WT: Wrong Track	8%	(50)	21%	(140)	14%	(89)	39%	(254)	14%	(92)	5%	(33)	659

Continued on next page

**Table BRD6:** Which of the following concerns would be the main reason you wouldn't choose a hydrogen fuel cell vehicle?

Demographic	Safety concerns		Cost		Limited fueling station locations		I don't know enough about hydrogen fuel cell vehicles		I'm not interested in an alternative fuel vehicle		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(89)	20%	(215)	15%	(159)	36%	(383)	15%	(165)	5%	(58)	1069
Strongly Approve	7%	(16)	19%	(45)	18%	(41)	31%	(73)	20%	(47)	5%	(11)	233
Somewhat Approve	10%	(27)	21%	(59)	17%	(47)	31%	(87)	16%	(45)	5%	(15)	280
Somewhat Disapprove	13%	(18)	18%	(25)	12%	(17)	37%	(52)	12%	(17)	7%	(10)	139
Strongly Disapprove	7%	(25)	21%	(76)	15%	(54)	42%	(154)	13%	(47)	4%	(15)	370
#1 Issue: Economy	9%	(29)	25%	(82)	15%	(50)	36%	(118)	10%	(32)	5%	(16)	328
#1 Issue: Security	8%	(16)	15%	(30)	17%	(35)	34%	(70)	19%	(40)	8%	(16)	208
#1 Issue: Health Care	8%	(15)	19%	(36)	16%	(30)	38%	(73)	13%	(25)	5%	(10)	189
#1 Issue: Medicare / Social Security	7%	(12)	18%	(32)	15%	(28)	35%	(65)	20%	(37)	5%	(9)	183
#1 Issue: Education	14%	(8)	22%	(13)	13%	(8)	30%	(18)	17%	(10)	4%	(2)	59
2016 Vote: Democrat Hillary Clinton	6%	(21)	22%	(70)	13%	(42)	40%	(128)	13%	(43)	5%	(16)	319
2016 Vote: Republican Donald Trump	8%	(33)	20%	(83)	19%	(79)	32%	(135)	17%	(70)	5%	(20)	418
2016 Vote: Someone else	11%	(8)	21%	(17)	12%	(9)	46%	(35)	7%	(5)	3%	(2)	77
2012 Vote: Barack Obama	9%	(36)	19%	(77)	14%	(56)	40%	(157)	13%	(53)	4%	(15)	394
2012 Vote: Mitt Romney	7%	(22)	19%	(59)	16%	(50)	34%	(104)	18%	(56)	5%	(15)	306
2012 Vote: Didn't Vote	8%	(25)	20%	(64)	15%	(47)	33%	(103)	17%	(54)	8%	(24)	318
4-Region: Northeast	12%	(23)	18%	(34)	16%	(29)	35%	(67)	13%	(24)	6%	(11)	188
4-Region: Midwest	10%	(25)	18%	(44)	11%	(26)	36%	(88)	20%	(48)	5%	(12)	244
4-Region: South	7%	(29)	20%	(77)	16%	(62)	36%	(140)	15%	(57)	7%	(26)	391
4-Region: West	5%	(12)	24%	(59)	17%	(42)	36%	(88)	14%	(36)	4%	(9)	245

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7\_1:** How much have you seen, read or heard about each of the following?  
 Toyota Mirai, a hydrogen fuel cell vehicle

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	8%	(176)	13%	(292)	21%	(467)	58%	(1266)	2201
Gender: Male	11%	(117)	15%	(160)	23%	(246)	51%	(536)	1060
Gender: Female	5%	(59)	12%	(132)	19%	(221)	64%	(730)	1141
Age: 18-29	16%	(74)	21%	(99)	19%	(89)	45%	(215)	477
Age: 30-44	12%	(65)	14%	(80)	24%	(135)	50%	(277)	558
Age: 45-54	6%	(25)	11%	(43)	21%	(80)	62%	(240)	387
Age: 55-64	1%	(6)	9%	(35)	20%	(75)	69%	(265)	381
Age: 65+	2%	(6)	9%	(34)	22%	(88)	68%	(269)	398
PID: Dem (no lean)	8%	(58)	16%	(113)	22%	(160)	54%	(381)	711
PID: Ind (no lean)	6%	(49)	12%	(102)	21%	(175)	61%	(502)	828
PID: Rep (no lean)	10%	(69)	12%	(77)	20%	(132)	58%	(383)	662
PID/Gender: Dem Men	12%	(39)	17%	(58)	25%	(84)	45%	(151)	332
PID/Gender: Dem Women	5%	(19)	14%	(55)	20%	(75)	61%	(230)	379
PID/Gender: Ind Men	5%	(21)	14%	(54)	24%	(91)	57%	(218)	383
PID/Gender: Ind Women	6%	(29)	11%	(48)	19%	(84)	64%	(284)	445
PID/Gender: Rep Men	17%	(58)	14%	(49)	21%	(71)	49%	(167)	345
PID/Gender: Rep Women	4%	(11)	9%	(28)	19%	(61)	68%	(216)	317
Ideo: Liberal (1-3)	15%	(118)	18%	(140)	20%	(160)	47%	(370)	788
Ideo: Moderate (4)	6%	(24)	15%	(62)	21%	(89)	59%	(254)	430
Ideo: Conservative (5-7)	3%	(24)	9%	(63)	24%	(168)	63%	(442)	696
Educ: < College	8%	(131)	13%	(201)	21%	(324)	58%	(910)	1567
Educ: Bachelors degree	7%	(27)	13%	(56)	23%	(95)	57%	(238)	416
Educ: Post-grad	8%	(18)	16%	(34)	22%	(48)	54%	(118)	219
Income: Under 50k	9%	(117)	14%	(184)	21%	(281)	57%	(759)	1341
Income: 50k-100k	7%	(41)	12%	(76)	22%	(134)	59%	(366)	617
Income: 100k+	7%	(18)	13%	(32)	21%	(52)	58%	(141)	243
Ethnicity: White	6%	(110)	12%	(218)	20%	(358)	61%	(1065)	1750
Ethnicity: Hispanic	21%	(69)	20%	(66)	16%	(53)	43%	(142)	329
Ethnicity: Afr. Am.	12%	(33)	16%	(42)	24%	(64)	48%	(129)	269

Continued on next page

**Table BRD7\_1:** How much have you seen, read or heard about each of the following?  
Toyota Mirai, a hydrogen fuel cell vehicle

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	8%	(176)	13%	(292)	21%	(467)	58%	(1266)	2201
Ethnicity: Other	18%	(33)	18%	(32)	24%	(45)	39%	(72)	182
Relig: Protestant	8%	(42)	10%	(53)	20%	(103)	62%	(318)	515
Relig: Roman Catholic	8%	(35)	16%	(65)	23%	(96)	52%	(215)	412
Relig: Ath./Agn./None	8%	(51)	15%	(99)	21%	(142)	57%	(381)	673
Relig: Something Else	8%	(27)	11%	(38)	23%	(76)	58%	(197)	339
Relig: Jewish	6%	(3)	17%	(9)	17%	(8)	59%	(30)	51
Relig: Evangelical	10%	(60)	13%	(80)	20%	(119)	57%	(343)	603
Relig: Non-Evang. Catholics	6%	(35)	13%	(74)	22%	(130)	59%	(345)	583
Relig: All Christian	8%	(95)	13%	(154)	21%	(248)	58%	(688)	1186
Relig: All Non-Christian	8%	(78)	14%	(137)	22%	(218)	57%	(578)	1012
Community: Urban	11%	(65)	13%	(79)	22%	(130)	54%	(320)	594
Community: Suburban	6%	(52)	13%	(117)	20%	(176)	62%	(556)	901
Community: Rural	8%	(59)	14%	(95)	23%	(161)	55%	(390)	706
Employ: Private Sector	11%	(71)	14%	(85)	24%	(150)	51%	(318)	624
Employ: Government	13%	(19)	21%	(31)	18%	(27)	48%	(72)	148
Employ: Self-Employed	7%	(13)	12%	(24)	24%	(50)	58%	(118)	205
Employ: Homemaker	4%	(9)	14%	(30)	16%	(36)	65%	(142)	217
Employ: Student	17%	(20)	24%	(28)	13%	(15)	46%	(54)	117
Employ: Retired	2%	(9)	9%	(45)	21%	(103)	68%	(327)	484
Employ: Unemployed	9%	(18)	12%	(24)	22%	(45)	56%	(112)	199
Employ: Other	8%	(16)	12%	(25)	20%	(42)	60%	(124)	207
Military HH: Yes	11%	(48)	15%	(67)	23%	(102)	51%	(223)	440
Military HH: No	7%	(129)	13%	(225)	21%	(365)	59%	(1043)	1761
RD/WT: Right Direction	11%	(93)	14%	(124)	19%	(163)	56%	(476)	856
RD/WT: Wrong Track	6%	(83)	13%	(168)	23%	(304)	59%	(791)	1345
Strongly Approve	13%	(60)	12%	(52)	19%	(84)	56%	(250)	446
Somewhat Approve	4%	(22)	14%	(74)	22%	(114)	59%	(308)	519
Somewhat Disapprove	8%	(23)	20%	(61)	22%	(66)	50%	(153)	303
Strongly Disapprove	7%	(56)	11%	(87)	22%	(172)	60%	(475)	790
Dont Know / No Opinion	10%	(14)	12%	(17)	22%	(32)	56%	(80)	143

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**Table BRD7\_1:** How much have you seen, read or heard about each of the following?  
 Toyota Mirai, a hydrogen fuel cell vehicle

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	8%	(176)	13%	(292)	21%	(467)	58%	(1266)	2201
#1 Issue: Economy	6%	(36)	12%	(77)	25%	(153)	57%	(355)	620
#1 Issue: Security	10%	(38)	13%	(49)	18%	(70)	59%	(230)	386
#1 Issue: Health Care	7%	(28)	16%	(63)	22%	(86)	55%	(217)	395
#1 Issue: Medicare / Social Security	6%	(19)	10%	(33)	16%	(52)	69%	(230)	335
#1 Issue: Women's Issues	18%	(17)	20%	(19)	17%	(16)	45%	(42)	93
#1 Issue: Education	12%	(18)	13%	(20)	23%	(36)	53%	(83)	156
#1 Issue: Energy	17%	(17)	18%	(17)	27%	(26)	38%	(36)	97
#1 Issue: Other	4%	(4)	12%	(14)	23%	(28)	61%	(73)	119
2016 Vote: Democrat Hillary Clinton	9%	(59)	14%	(98)	22%	(153)	55%	(375)	686
2016 Vote: Republican Donald Trump	6%	(47)	12%	(92)	21%	(157)	61%	(467)	763
2016 Vote: Someone else	3%	(4)	12%	(20)	21%	(36)	64%	(107)	167
2012 Vote: Barack Obama	8%	(67)	14%	(120)	22%	(183)	56%	(474)	845
2012 Vote: Mitt Romney	5%	(28)	10%	(53)	20%	(107)	65%	(352)	540
2012 Vote: Other	5%	(4)	11%	(11)	21%	(20)	64%	(61)	96
2012 Vote: Didn't Vote	11%	(77)	15%	(108)	22%	(155)	53%	(376)	716
4-Region: Northeast	7%	(27)	15%	(59)	22%	(87)	57%	(228)	402
4-Region: Midwest	8%	(36)	11%	(54)	22%	(102)	59%	(282)	474
4-Region: South	7%	(60)	16%	(127)	20%	(160)	57%	(467)	815
4-Region: West	10%	(53)	10%	(51)	23%	(117)	57%	(289)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7\_4:** How much have you seen, read or heard about each of the following?  
Toyota Prius, a hybrid vehicle

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	25%	(560)	32%	(711)	19%	(414)	23%	(517)	2201
Gender: Male	28%	(297)	34%	(361)	19%	(199)	19%	(202)	1060
Gender: Female	23%	(263)	31%	(349)	19%	(214)	28%	(315)	1141
Age: 18-29	34%	(162)	27%	(130)	14%	(67)	25%	(117)	477
Age: 30-44	30%	(169)	32%	(179)	17%	(95)	21%	(116)	558
Age: 45-54	24%	(94)	30%	(117)	20%	(76)	26%	(99)	387
Age: 55-64	14%	(54)	37%	(143)	22%	(83)	27%	(102)	381
Age: 65+	20%	(81)	36%	(142)	23%	(92)	21%	(83)	398
PID: Dem (no lean)	27%	(195)	33%	(236)	17%	(123)	22%	(156)	711
PID: Ind (no lean)	23%	(195)	31%	(255)	21%	(173)	25%	(206)	828
PID: Rep (no lean)	26%	(170)	33%	(220)	18%	(117)	23%	(155)	662
PID/Gender: Dem Men	30%	(101)	34%	(112)	17%	(57)	19%	(62)	332
PID/Gender: Dem Women	25%	(94)	33%	(124)	18%	(67)	25%	(94)	379
PID/Gender: Ind Men	22%	(86)	33%	(128)	24%	(92)	20%	(77)	383
PID/Gender: Ind Women	24%	(109)	28%	(126)	18%	(81)	29%	(130)	445
PID/Gender: Rep Men	32%	(111)	35%	(121)	14%	(50)	18%	(63)	345
PID/Gender: Rep Women	19%	(60)	31%	(99)	21%	(67)	29%	(92)	317
Ideo: Liberal (1-3)	37%	(291)	31%	(247)	16%	(124)	16%	(126)	788
Ideo: Moderate (4)	20%	(84)	38%	(162)	18%	(79)	24%	(105)	430
Ideo: Conservative (5-7)	20%	(136)	36%	(248)	22%	(151)	23%	(161)	696
Educ: < College	23%	(355)	31%	(480)	20%	(310)	27%	(422)	1567
Educ: Bachelors degree	31%	(130)	36%	(149)	17%	(70)	16%	(67)	416
Educ: Post-grad	34%	(75)	38%	(82)	15%	(33)	13%	(28)	219
Income: Under 50k	24%	(323)	30%	(398)	19%	(254)	27%	(365)	1341
Income: 50k-100k	26%	(159)	36%	(220)	21%	(127)	18%	(110)	617
Income: 100k+	32%	(77)	38%	(92)	13%	(32)	17%	(41)	243
Ethnicity: White	25%	(434)	32%	(564)	19%	(337)	24%	(416)	1750
Ethnicity: Hispanic	34%	(112)	30%	(99)	16%	(52)	20%	(66)	329
Ethnicity: Afr. Am.	22%	(59)	36%	(97)	19%	(50)	23%	(61)	269

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**Table BRD7\_4:** How much have you seen, read or heard about each of the following?  
*Toyota Prius, a hybrid vehicle*

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	25%	(560)	32%	(711)	19%	(414)	23%	(517)	2201
Ethnicity: Other	37%	(67)	27%	(49)	15%	(27)	22%	(40)	182
Relig: Protestant	24%	(124)	34%	(177)	21%	(106)	21%	(109)	515
Relig: Roman Catholic	27%	(113)	33%	(136)	19%	(76)	21%	(86)	412
Relig: Ath./Agn./None	26%	(178)	32%	(215)	17%	(117)	24%	(162)	673
Relig: Something Else	31%	(104)	29%	(100)	17%	(58)	23%	(77)	339
Relig: Jewish	40%	(20)	32%	(16)	10%	(5)	18%	(9)	51
Relig: Evangelical	22%	(135)	31%	(189)	22%	(133)	24%	(146)	603
Relig: Non-Evang. Catholics	24%	(141)	35%	(205)	18%	(106)	23%	(131)	583
Relig: All Christian	23%	(275)	33%	(395)	20%	(239)	23%	(277)	1186
Relig: All Non-Christian	28%	(282)	31%	(315)	17%	(175)	24%	(240)	1012
Community: Urban	28%	(165)	30%	(176)	19%	(114)	24%	(140)	594
Community: Suburban	26%	(234)	34%	(307)	17%	(151)	23%	(210)	901
Community: Rural	23%	(162)	32%	(228)	21%	(149)	24%	(167)	706
Employ: Private Sector	32%	(198)	35%	(221)	17%	(104)	16%	(101)	624
Employ: Government	28%	(42)	35%	(52)	17%	(26)	19%	(29)	148
Employ: Self-Employed	28%	(58)	29%	(61)	17%	(34)	26%	(53)	205
Employ: Homemaker	18%	(39)	34%	(74)	16%	(35)	32%	(68)	217
Employ: Student	31%	(37)	29%	(34)	15%	(18)	24%	(28)	117
Employ: Retired	18%	(88)	33%	(159)	25%	(122)	24%	(115)	484
Employ: Unemployed	22%	(44)	25%	(50)	21%	(41)	32%	(63)	199
Employ: Other	26%	(55)	29%	(60)	16%	(34)	28%	(59)	207
Military HH: Yes	28%	(123)	32%	(140)	22%	(98)	18%	(79)	440
Military HH: No	25%	(437)	32%	(571)	18%	(315)	25%	(438)	1761
RD/WT: Right Direction	24%	(205)	31%	(267)	20%	(169)	25%	(215)	856
RD/WT: Wrong Track	26%	(355)	33%	(443)	18%	(244)	22%	(302)	1345
Strongly Approve	26%	(114)	32%	(142)	18%	(80)	25%	(110)	446
Somewhat Approve	21%	(107)	33%	(172)	24%	(122)	23%	(118)	519
Somewhat Disapprove	22%	(66)	39%	(119)	16%	(50)	23%	(68)	303
Strongly Disapprove	30%	(237)	31%	(246)	17%	(138)	21%	(169)	790
Dont Know / No Opinion	26%	(37)	21%	(31)	17%	(24)	36%	(52)	143

Continued on next page

**Table BRD7\_4:** How much have you seen, read or heard about each of the following?  
Toyota Prius, a hybrid vehicle

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	25%	(560)	32%	(711)	19%	(414)	23%	(517)	2201
#1 Issue: Economy	28%	(176)	34%	(212)	17%	(108)	20%	(125)	620
#1 Issue: Security	21%	(83)	28%	(107)	25%	(96)	26%	(100)	386
#1 Issue: Health Care	23%	(92)	33%	(129)	18%	(69)	26%	(104)	395
#1 Issue: Medicare / Social Security	22%	(74)	31%	(105)	22%	(74)	25%	(82)	335
#1 Issue: Women's Issues	35%	(33)	33%	(31)	12%	(11)	20%	(19)	93
#1 Issue: Education	21%	(34)	36%	(56)	15%	(23)	28%	(44)	156
#1 Issue: Energy	39%	(38)	33%	(32)	15%	(15)	13%	(12)	97
#1 Issue: Other	27%	(32)	32%	(38)	15%	(18)	27%	(32)	119
2016 Vote: Democrat Hillary Clinton	31%	(211)	32%	(223)	18%	(123)	19%	(129)	686
2016 Vote: Republican Donald Trump	22%	(168)	32%	(247)	21%	(161)	24%	(187)	763
2016 Vote: Someone else	24%	(40)	40%	(66)	17%	(29)	19%	(32)	167
2012 Vote: Barack Obama	28%	(233)	33%	(277)	20%	(166)	20%	(169)	845
2012 Vote: Mitt Romney	22%	(117)	35%	(188)	19%	(104)	24%	(131)	540
2012 Vote: Other	21%	(20)	42%	(40)	14%	(13)	22%	(21)	96
2012 Vote: Didn't Vote	26%	(189)	28%	(202)	18%	(129)	27%	(196)	716
4-Region: Northeast	24%	(98)	31%	(126)	22%	(88)	22%	(89)	402
4-Region: Midwest	21%	(99)	31%	(147)	21%	(101)	27%	(127)	474
4-Region: South	24%	(193)	36%	(291)	17%	(137)	24%	(194)	815
4-Region: West	33%	(170)	29%	(146)	17%	(87)	21%	(107)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7\_5:** How much have you seen, read or heard about each of the following?  
Honda Clarity, in either the hybrid vehicle edition, the electric vehicle edition, or the hydrogen fuel cell vehicle edition

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(200)	15%	(329)	22%	(487)	54%	(1184)	2201
Gender: Male	12%	(128)	17%	(178)	25%	(260)	47%	(494)	1060
Gender: Female	6%	(71)	13%	(152)	20%	(228)	61%	(691)	1141
Age: 18-29	16%	(78)	19%	(93)	22%	(107)	42%	(199)	477
Age: 30-44	14%	(77)	17%	(93)	22%	(124)	47%	(264)	558
Age: 45-54	7%	(26)	17%	(65)	20%	(77)	57%	(219)	387
Age: 55-64	3%	(11)	10%	(39)	22%	(83)	65%	(249)	381
Age: 65+	2%	(8)	10%	(40)	24%	(96)	64%	(254)	398
PID: Dem (no lean)	11%	(78)	17%	(122)	22%	(157)	50%	(353)	711
PID: Ind (no lean)	6%	(53)	13%	(108)	23%	(192)	57%	(476)	828
PID: Rep (no lean)	10%	(69)	15%	(99)	21%	(139)	54%	(356)	662
PID/Gender: Dem Men	16%	(54)	18%	(59)	24%	(79)	42%	(140)	332
PID/Gender: Dem Women	6%	(24)	17%	(64)	21%	(78)	56%	(213)	379
PID/Gender: Ind Men	6%	(24)	13%	(50)	28%	(107)	53%	(203)	383
PID/Gender: Ind Women	6%	(29)	13%	(59)	19%	(85)	61%	(274)	445
PID/Gender: Rep Men	15%	(50)	20%	(69)	21%	(74)	44%	(151)	345
PID/Gender: Rep Women	6%	(18)	9%	(30)	20%	(65)	64%	(204)	317
Ideo: Liberal (1-3)	15%	(120)	19%	(148)	21%	(168)	45%	(353)	788
Ideo: Moderate (4)	7%	(31)	16%	(69)	23%	(100)	53%	(229)	430
Ideo: Conservative (5-7)	4%	(29)	12%	(81)	24%	(165)	60%	(421)	696
Educ: < College	9%	(141)	16%	(244)	22%	(350)	53%	(832)	1567
Educ: Bachelors degree	9%	(36)	12%	(48)	24%	(98)	56%	(234)	416
Educ: Post-grad	11%	(23)	17%	(38)	18%	(39)	54%	(119)	219
Income: Under 50k	10%	(134)	16%	(209)	22%	(293)	53%	(705)	1341
Income: 50k-100k	8%	(51)	14%	(85)	22%	(135)	56%	(346)	617
Income: 100k+	6%	(14)	15%	(36)	24%	(59)	55%	(133)	243
Ethnicity: White	8%	(134)	14%	(241)	22%	(387)	56%	(988)	1750
Ethnicity: Hispanic	24%	(80)	22%	(74)	14%	(45)	40%	(131)	329
Ethnicity: Afr. Am.	14%	(38)	17%	(45)	23%	(61)	46%	(125)	269

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**Table BRD7\_5: How much have you seen, read or heard about each of the following?**  
*Honda Clarity, in either the hybrid vehicle edition, the electric vehicle edition, or the hydrogen fuel cell vehicle edition*

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(200)	15%	(329)	22%	(487)	54%	(1184)	2201
Ethnicity: Other	15%	(28)	24%	(43)	21%	(39)	40%	(72)	182
Relig: Protestant	7%	(38)	13%	(68)	22%	(115)	57%	(294)	515
Relig: Roman Catholic	11%	(45)	17%	(72)	25%	(101)	47%	(194)	412
Relig: Ath./Agn./None	9%	(63)	16%	(105)	23%	(154)	52%	(351)	673
Relig: Something Else	8%	(26)	13%	(44)	20%	(67)	59%	(202)	339
Relig: Jewish	17%	(9)	11%	(6)	17%	(9)	55%	(28)	51
Relig: Evangelical	11%	(67)	15%	(91)	20%	(121)	54%	(324)	603
Relig: Non-Evang. Catholics	7%	(41)	15%	(89)	25%	(146)	53%	(308)	583
Relig: All Christian	9%	(108)	15%	(180)	22%	(267)	53%	(632)	1186
Relig: All Non-Christian	9%	(89)	15%	(149)	22%	(221)	55%	(553)	1012
Community: Urban	12%	(70)	15%	(91)	21%	(127)	52%	(306)	594
Community: Suburban	7%	(60)	14%	(124)	22%	(201)	57%	(516)	901
Community: Rural	10%	(69)	16%	(115)	23%	(159)	51%	(362)	706
Employ: Private Sector	12%	(75)	15%	(94)	21%	(131)	52%	(324)	624
Employ: Government	9%	(14)	20%	(30)	23%	(34)	47%	(70)	148
Employ: Self-Employed	10%	(20)	19%	(39)	22%	(45)	50%	(102)	205
Employ: Homemaker	6%	(13)	17%	(37)	20%	(43)	57%	(123)	217
Employ: Student	17%	(20)	20%	(23)	22%	(26)	41%	(48)	117
Employ: Retired	2%	(11)	11%	(52)	24%	(118)	63%	(303)	484
Employ: Unemployed	11%	(21)	11%	(21)	27%	(54)	52%	(103)	199
Employ: Other	13%	(26)	16%	(32)	18%	(37)	54%	(111)	207
Military HH: Yes	14%	(59)	14%	(62)	23%	(101)	49%	(217)	440
Military HH: No	8%	(140)	15%	(267)	22%	(386)	55%	(967)	1761
RD/WT: Right Direction	12%	(104)	17%	(142)	19%	(166)	52%	(444)	856
RD/WT: Wrong Track	7%	(96)	14%	(188)	24%	(322)	55%	(740)	1345
Strongly Approve	12%	(53)	16%	(72)	19%	(83)	53%	(238)	446
Somewhat Approve	7%	(34)	14%	(70)	23%	(120)	57%	(295)	519
Somewhat Disapprove	13%	(39)	19%	(56)	20%	(61)	49%	(147)	303
Strongly Disapprove	7%	(55)	14%	(111)	25%	(196)	54%	(428)	790
Dont Know / No Opinion	13%	(19)	15%	(21)	19%	(27)	53%	(76)	143

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**Table BRD7\_5:** How much have you seen, read or heard about each of the following?  
Honda Clarity, in either the hybrid vehicle edition, the electric vehicle edition, or the hydrogen fuel cell vehicle edition

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(200)	15%	(329)	22%	(487)	54%	(1184)	2201
#1 Issue: Economy	7%	(42)	16%	(98)	24%	(147)	54%	(334)	620
#1 Issue: Security	9%	(36)	15%	(58)	21%	(82)	55%	(211)	386
#1 Issue: Health Care	9%	(37)	15%	(58)	24%	(95)	52%	(204)	395
#1 Issue: Medicare / Social Security	8%	(26)	9%	(30)	19%	(64)	64%	(214)	335
#1 Issue: Women's Issues	18%	(17)	18%	(17)	20%	(19)	44%	(41)	93
#1 Issue: Education	13%	(21)	18%	(29)	21%	(33)	48%	(75)	156
#1 Issue: Energy	16%	(15)	22%	(21)	25%	(24)	37%	(36)	97
#1 Issue: Other	5%	(6)	15%	(18)	21%	(25)	59%	(70)	119
2016 Vote: Democrat Hillary Clinton	10%	(72)	15%	(104)	24%	(164)	51%	(347)	686
2016 Vote: Republican Donald Trump	8%	(64)	13%	(100)	20%	(152)	59%	(447)	763
2016 Vote: Someone else	3%	(5)	11%	(19)	28%	(47)	58%	(97)	167
2012 Vote: Barack Obama	9%	(76)	17%	(141)	23%	(193)	51%	(435)	845
2012 Vote: Mitt Romney	7%	(40)	10%	(55)	21%	(114)	61%	(332)	540
2012 Vote: Other	3%	(2)	17%	(16)	22%	(21)	59%	(56)	96
2012 Vote: Didn't Vote	11%	(82)	16%	(117)	22%	(156)	50%	(361)	716
4-Region: Northeast	7%	(29)	14%	(54)	26%	(105)	53%	(214)	402
4-Region: Midwest	8%	(36)	14%	(67)	23%	(107)	56%	(264)	474
4-Region: South	10%	(79)	15%	(124)	21%	(174)	54%	(438)	815
4-Region: West	11%	(57)	17%	(85)	20%	(101)	53%	(269)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7\_6:** How much have you seen, read or heard about each of the following?  
Hyundai Ioniq, in either the hybrid vehicle edition, the plug-in hybrid vehicle edition or the electric vehicle edition

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	8%	(176)	16%	(350)	22%	(482)	54%	(1192)	2201
Gender: Male	12%	(126)	18%	(194)	24%	(257)	46%	(483)	1060
Gender: Female	4%	(51)	14%	(157)	20%	(225)	62%	(709)	1141
Age: 18-29	15%	(72)	21%	(99)	23%	(112)	41%	(194)	477
Age: 30-44	11%	(63)	19%	(103)	20%	(114)	50%	(277)	558
Age: 45-54	8%	(30)	16%	(62)	20%	(76)	56%	(219)	387
Age: 55-64	1%	(5)	10%	(40)	21%	(81)	67%	(256)	381
Age: 65+	1%	(6)	12%	(46)	25%	(99)	62%	(247)	398
PID: Dem (no lean)	8%	(60)	20%	(143)	23%	(160)	49%	(347)	711
PID: Ind (no lean)	7%	(54)	14%	(117)	21%	(170)	59%	(487)	828
PID: Rep (no lean)	9%	(62)	14%	(89)	23%	(152)	54%	(359)	662
PID/Gender: Dem Men	14%	(46)	22%	(71)	25%	(83)	40%	(131)	332
PID/Gender: Dem Women	4%	(14)	19%	(72)	20%	(77)	57%	(215)	379
PID/Gender: Ind Men	8%	(29)	17%	(64)	22%	(83)	54%	(207)	383
PID/Gender: Ind Women	6%	(25)	12%	(54)	19%	(87)	63%	(280)	445
PID/Gender: Rep Men	15%	(51)	17%	(58)	26%	(90)	42%	(145)	345
PID/Gender: Rep Women	3%	(11)	10%	(31)	19%	(61)	67%	(214)	317
Ideo: Liberal (1-3)	14%	(110)	21%	(166)	21%	(168)	44%	(343)	788
Ideo: Moderate (4)	6%	(27)	17%	(73)	22%	(96)	54%	(233)	430
Ideo: Conservative (5-7)	3%	(21)	11%	(74)	24%	(167)	62%	(434)	696
Educ: < College	8%	(132)	16%	(246)	22%	(348)	54%	(841)	1567
Educ: Bachelors degree	6%	(24)	17%	(71)	22%	(90)	56%	(231)	416
Educ: Post-grad	10%	(21)	15%	(33)	20%	(44)	55%	(121)	219
Income: Under 50k	9%	(122)	17%	(224)	23%	(304)	52%	(692)	1341
Income: 50k-100k	7%	(42)	15%	(90)	21%	(131)	57%	(354)	617
Income: 100k+	5%	(12)	15%	(36)	20%	(47)	61%	(147)	243
Ethnicity: White	6%	(111)	15%	(254)	22%	(380)	57%	(1005)	1750
Ethnicity: Hispanic	22%	(74)	23%	(74)	19%	(61)	36%	(120)	329
Ethnicity: Afr. Am.	17%	(44)	21%	(57)	21%	(55)	42%	(112)	269

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**Table BRD7\_6:** How much have you seen, read or heard about each of the following?  
 Hyundai Ioniq, in either the hybrid vehicle edition, the plug-in hybrid vehicle edition or the electric vehicle edition

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	8%	(176)	16%	(350)	22%	(482)	54%	(1192)	2201
Ethnicity: Other	12%	(21)	21%	(39)	26%	(47)	41%	(75)	182
Relig: Protestant	9%	(47)	12%	(62)	20%	(104)	59%	(302)	515
Relig: Roman Catholic	8%	(34)	17%	(72)	25%	(105)	49%	(201)	412
Relig: Ath./Agn./None	7%	(47)	17%	(116)	23%	(157)	52%	(353)	673
Relig: Something Else	8%	(26)	17%	(59)	20%	(68)	55%	(186)	339
Relig: Jewish	9%	(5)	19%	(10)	17%	(8)	55%	(28)	51
Relig: Evangelical	10%	(63)	14%	(82)	22%	(130)	54%	(328)	603
Relig: Non-Evang. Catholics	6%	(37)	16%	(93)	22%	(127)	56%	(326)	583
Relig: All Christian	8%	(100)	15%	(175)	22%	(258)	55%	(653)	1186
Relig: All Non-Christian	7%	(73)	17%	(175)	22%	(225)	53%	(539)	1012
Community: Urban	12%	(72)	17%	(102)	20%	(117)	51%	(304)	594
Community: Suburban	5%	(47)	16%	(141)	23%	(203)	57%	(510)	901
Community: Rural	8%	(58)	15%	(107)	23%	(162)	54%	(378)	706
Employ: Private Sector	12%	(73)	17%	(103)	22%	(135)	50%	(313)	624
Employ: Government	13%	(20)	18%	(27)	21%	(31)	47%	(70)	148
Employ: Self-Employed	9%	(19)	19%	(40)	22%	(45)	49%	(101)	205
Employ: Homemaker	4%	(10)	16%	(35)	21%	(45)	59%	(127)	217
Employ: Student	8%	(10)	23%	(27)	21%	(24)	48%	(56)	117
Employ: Retired	1%	(6)	11%	(55)	25%	(122)	62%	(301)	484
Employ: Unemployed	11%	(21)	14%	(27)	24%	(48)	52%	(103)	199
Employ: Other	8%	(17)	17%	(36)	15%	(32)	59%	(121)	207
Military HH: Yes	12%	(51)	15%	(67)	23%	(101)	50%	(220)	440
Military HH: No	7%	(126)	16%	(283)	22%	(381)	55%	(972)	1761
RD/WT: Right Direction	10%	(82)	16%	(136)	21%	(181)	53%	(457)	856
RD/WT: Wrong Track	7%	(94)	16%	(214)	22%	(301)	55%	(736)	1345
Strongly Approve	11%	(48)	15%	(66)	21%	(93)	53%	(238)	446
Somewhat Approve	4%	(19)	16%	(82)	24%	(122)	57%	(295)	519
Somewhat Disapprove	10%	(29)	22%	(67)	21%	(65)	47%	(142)	303
Strongly Disapprove	8%	(60)	15%	(115)	22%	(175)	56%	(440)	790
Dont Know / No Opinion	14%	(20)	14%	(20)	18%	(26)	54%	(77)	143

Continued on next page

**Table BRD7\_6:** How much have you seen, read or heard about each of the following?  
Hyundai Ioniq, in either the hybrid vehicle edition, the plug-in hybrid vehicle edition or the electric vehicle edition

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	8%	(176)	16%	(350)	22%	(482)	54%	(1192)	2201
#1 Issue: Economy	5%	(33)	18%	(113)	22%	(139)	54%	(335)	620
#1 Issue: Security	6%	(23)	17%	(66)	20%	(77)	57%	(220)	386
#1 Issue: Health Care	11%	(42)	14%	(55)	26%	(102)	50%	(196)	395
#1 Issue: Medicare / Social Security	8%	(28)	11%	(38)	17%	(57)	63%	(211)	335
#1 Issue: Women's Issues	14%	(13)	19%	(17)	20%	(19)	47%	(44)	93
#1 Issue: Education	8%	(13)	15%	(24)	29%	(45)	48%	(75)	156
#1 Issue: Energy	22%	(21)	19%	(18)	20%	(19)	40%	(38)	97
#1 Issue: Other	3%	(4)	16%	(19)	20%	(24)	61%	(73)	119
2016 Vote: Democrat Hillary Clinton	9%	(61)	19%	(130)	23%	(157)	49%	(338)	686
2016 Vote: Republican Donald Trump	6%	(44)	15%	(116)	20%	(154)	59%	(449)	763
2016 Vote: Someone else	4%	(7)	9%	(14)	27%	(45)	60%	(100)	167
2012 Vote: Barack Obama	9%	(73)	18%	(153)	22%	(185)	51%	(433)	845
2012 Vote: Mitt Romney	5%	(29)	11%	(58)	22%	(118)	62%	(334)	540
2012 Vote: Other	5%	(5)	15%	(14)	20%	(19)	60%	(58)	96
2012 Vote: Didn't Vote	10%	(68)	17%	(125)	22%	(159)	51%	(364)	716
4-Region: Northeast	8%	(34)	13%	(51)	25%	(101)	54%	(215)	402
4-Region: Midwest	7%	(32)	16%	(75)	23%	(107)	55%	(260)	474
4-Region: South	8%	(64)	18%	(148)	20%	(164)	54%	(438)	815
4-Region: West	9%	(47)	15%	(76)	21%	(110)	54%	(278)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7\_7: How much have you seen, read or heard about each of the following?  
 Hyundai Tucson, a fuel cell SUV**

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(192)	16%	(358)	25%	(543)	50%	(1108)	2201
Gender: Male	12%	(129)	17%	(181)	27%	(285)	44%	(464)	1060
Gender: Female	6%	(63)	15%	(177)	23%	(258)	56%	(643)	1141
Age: 18-29	16%	(75)	25%	(119)	23%	(108)	37%	(175)	477
Age: 30-44	13%	(74)	18%	(103)	25%	(138)	44%	(243)	558
Age: 45-54	7%	(29)	17%	(64)	23%	(88)	53%	(206)	387
Age: 55-64	2%	(7)	9%	(34)	26%	(99)	64%	(242)	381
Age: 65+	2%	(7)	10%	(38)	28%	(111)	61%	(241)	398
PID: Dem (no lean)	10%	(72)	17%	(121)	26%	(182)	47%	(335)	711
PID: Ind (no lean)	6%	(49)	16%	(135)	25%	(209)	52%	(435)	828
PID: Rep (no lean)	11%	(70)	15%	(102)	23%	(152)	51%	(338)	662
PID/Gender: Dem Men	16%	(52)	16%	(53)	28%	(94)	40%	(133)	332
PID/Gender: Dem Women	5%	(20)	18%	(69)	23%	(89)	53%	(201)	379
PID/Gender: Ind Men	6%	(22)	16%	(62)	28%	(109)	50%	(190)	383
PID/Gender: Ind Women	6%	(27)	16%	(73)	23%	(101)	55%	(245)	445
PID/Gender: Rep Men	16%	(54)	19%	(66)	24%	(83)	41%	(141)	345
PID/Gender: Rep Women	5%	(16)	11%	(35)	22%	(69)	62%	(198)	317
Ideo: Liberal (1-3)	16%	(124)	20%	(156)	25%	(193)	40%	(314)	788
Ideo: Moderate (4)	6%	(26)	15%	(66)	28%	(121)	50%	(217)	430
Ideo: Conservative (5-7)	4%	(28)	14%	(96)	25%	(172)	57%	(400)	696
Educ: < College	9%	(135)	17%	(261)	24%	(375)	51%	(796)	1567
Educ: Bachelors degree	9%	(38)	13%	(55)	28%	(117)	49%	(205)	416
Educ: Post-grad	9%	(19)	19%	(42)	23%	(51)	49%	(107)	219
Income: Under 50k	9%	(126)	17%	(228)	25%	(329)	49%	(657)	1341
Income: 50k-100k	8%	(47)	15%	(90)	25%	(157)	52%	(323)	617
Income: 100k+	8%	(18)	16%	(40)	24%	(57)	53%	(128)	243
Ethnicity: White	7%	(130)	15%	(261)	24%	(424)	53%	(935)	1750
Ethnicity: Hispanic	19%	(64)	25%	(81)	19%	(63)	37%	(121)	329
Ethnicity: Afr. Am.	13%	(35)	21%	(57)	26%	(69)	40%	(107)	269

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**Table BRD7\_7: How much have you seen, read or heard about each of the following?  
Hyundai Tucson, a fuel cell SUV**

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(192)	16%	(358)	25%	(543)	50%	(1108)	2201
Ethnicity: Other	14%	(26)	22%	(40)	28%	(51)	36%	(65)	182
Relig: Protestant	8%	(43)	14%	(74)	23%	(119)	54%	(279)	515
Relig: Roman Catholic	10%	(43)	14%	(59)	30%	(124)	45%	(186)	412
Relig: Ath./Agn./None	8%	(57)	19%	(125)	23%	(156)	50%	(335)	673
Relig: Something Else	8%	(28)	18%	(59)	24%	(80)	50%	(171)	339
Relig: Jewish	9%	(5)	22%	(11)	18%	(9)	50%	(25)	51
Relig: Evangelical	10%	(63)	16%	(95)	24%	(145)	50%	(300)	603
Relig: Non-Evang. Catholics	7%	(40)	14%	(79)	28%	(162)	52%	(302)	583
Relig: All Christian	9%	(103)	15%	(174)	26%	(307)	51%	(601)	1186
Relig: All Non-Christian	8%	(85)	18%	(184)	23%	(236)	50%	(506)	1012
Community: Urban	13%	(80)	16%	(93)	24%	(146)	46%	(276)	594
Community: Suburban	5%	(48)	16%	(147)	25%	(224)	53%	(482)	901
Community: Rural	9%	(64)	17%	(117)	25%	(174)	50%	(350)	706
Employ: Private Sector	13%	(80)	19%	(117)	23%	(142)	46%	(285)	624
Employ: Government	14%	(20)	18%	(26)	27%	(40)	42%	(62)	148
Employ: Self-Employed	8%	(16)	16%	(33)	27%	(55)	49%	(102)	205
Employ: Homemaker	6%	(12)	20%	(43)	20%	(44)	54%	(117)	217
Employ: Student	9%	(11)	26%	(30)	28%	(33)	36%	(43)	117
Employ: Retired	1%	(6)	9%	(43)	27%	(132)	63%	(304)	484
Employ: Unemployed	11%	(21)	14%	(29)	25%	(49)	50%	(100)	199
Employ: Other	12%	(24)	18%	(37)	24%	(49)	47%	(96)	207
Military HH: Yes	13%	(56)	16%	(72)	25%	(110)	46%	(202)	440
Military HH: No	8%	(136)	16%	(286)	25%	(434)	51%	(906)	1761
RD/WT: Right Direction	12%	(99)	16%	(139)	23%	(193)	50%	(424)	856
RD/WT: Wrong Track	7%	(92)	16%	(219)	26%	(350)	51%	(684)	1345
Strongly Approve	12%	(53)	16%	(71)	22%	(99)	50%	(223)	446
Somewhat Approve	5%	(24)	15%	(78)	29%	(149)	52%	(268)	519
Somewhat Disapprove	10%	(29)	24%	(73)	23%	(69)	43%	(131)	303
Strongly Disapprove	9%	(70)	14%	(111)	25%	(197)	52%	(412)	790
Dont Know / No Opinion	11%	(15)	17%	(25)	20%	(29)	52%	(74)	143

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**Table BRD7\_7:** How much have you seen, read or heard about each of the following?  
*Hyundai Tucson, a fuel cell SUV*

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(192)	16%	(358)	25%	(543)	50%	(1108)	2201
#1 Issue: Economy	6%	(40)	18%	(111)	25%	(158)	50%	(311)	620
#1 Issue: Security	9%	(34)	13%	(48)	26%	(100)	53%	(204)	386
#1 Issue: Health Care	10%	(38)	18%	(69)	24%	(94)	49%	(193)	395
#1 Issue: Medicare / Social Security	6%	(21)	12%	(40)	21%	(70)	61%	(203)	335
#1 Issue: Women's Issues	20%	(19)	23%	(22)	22%	(20)	35%	(32)	93
#1 Issue: Education	10%	(16)	18%	(28)	27%	(42)	45%	(71)	156
#1 Issue: Energy	17%	(17)	19%	(19)	30%	(29)	33%	(32)	97
#1 Issue: Other	5%	(7)	18%	(21)	25%	(30)	52%	(62)	119
2016 Vote: Democrat Hillary Clinton	9%	(61)	17%	(116)	27%	(184)	47%	(324)	686
2016 Vote: Republican Donald Trump	7%	(54)	16%	(120)	22%	(169)	55%	(420)	763
2016 Vote: Someone else	7%	(11)	12%	(21)	33%	(55)	48%	(80)	167
2012 Vote: Barack Obama	9%	(72)	17%	(140)	26%	(218)	49%	(415)	845
2012 Vote: Mitt Romney	8%	(43)	12%	(63)	24%	(128)	57%	(307)	540
2012 Vote: Other	4%	(4)	22%	(21)	20%	(19)	55%	(53)	96
2012 Vote: Didn't Vote	10%	(73)	19%	(135)	25%	(177)	46%	(330)	716
4-Region: Northeast	7%	(28)	19%	(75)	27%	(109)	47%	(189)	402
4-Region: Midwest	9%	(41)	15%	(70)	23%	(111)	53%	(252)	474
4-Region: South	10%	(78)	16%	(129)	23%	(188)	52%	(420)	815
4-Region: West	9%	(44)	16%	(84)	27%	(136)	48%	(247)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	477	22%
	Age: 30-44	558	25%
	Age: 45-54	387	18%
	Age: 55-64	381	17%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	711	32%
	PID: Ind (no lean)	828	38%
	PID: Rep (no lean)	662	30%
	N	2201	
xpidGender	PID/Gender: Dem Men	332	15%
	PID/Gender: Dem Women	379	17%
	PID/Gender: Ind Men	383	17%
	PID/Gender: Ind Women	445	20%
	PID/Gender: Rep Men	345	16%
	PID/Gender: Rep Women	317	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	788	36%
	Ideo: Moderate (4)	430	20%
	Ideo: Conservative (5-7)	696	32%
	N	1914	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1341	61%
	Income: 50k-100k	617	28%
	Income: 100k+	243	11%
	N	2201	
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	515	23%
	Relig: Roman Catholic	412	19%
	Relig: Ath./Agn./None	673	31%
	Relig: Something Else	339	15%
	N	1938	
xreligion1	Relig: Jewish	51	2%
xreligion2	Relig: Evangelical	603	27%
	Relig: Non-Evang. Catholics	583	27%
	N	1186	
xreligion3	Relig: All Christian	1186	54%
	Relig: All Non-Christian	1012	46%
	N	2198	
xdemUsr	Community: Urban	594	27%
	Community: Suburban	901	41%
	Community: Rural	706	32%
	N	2201	
xdemEmploy	Employ: Private Sector	624	28%
	Employ: Government	148	7%
	Employ: Self-Employed	205	9%
	Employ: Homemaker	217	10%
	Employ: Student	117	5%
	Employ: Retired	484	22%
	Employ: Unemployed	199	9%
	Employ: Other	207	9%
	N	2201	
xdemMilHH1	Military HH: Yes	440	20%
	Military HH: No	1761	80%
	N	2201	
xnr1	RD/WT: Right Direction	856	39%
	RD/WT: Wrong Track	1345	61%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	446	20%
	Somewhat Approve	519	24%
	Somewhat Disapprove	303	14%
	Strongly Disapprove	790	36%
	Dont Know / No Opinion	143	7%
	N	2201	
xnr3	#1 Issue: Economy	620	28%
	#1 Issue: Security	386	18%
	#1 Issue: Health Care	395	18%
	#1 Issue: Medicare / Social Security	335	15%
	#1 Issue: Women's Issues	93	4%
	#1 Issue: Education	156	7%
	#1 Issue: Energy	97	4%
	#1 Issue: Other	119	5%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	686	31%
	2016 Vote: Republican Donald Trump	763	35%
	2016 Vote: Someone else	167	8%
	N	1616	
xsubVote12O	2012 Vote: Barack Obama	845	38%
	2012 Vote: Mitt Romney	540	25%
	2012 Vote: Other	96	4%
	2012 Vote: Didn't Vote	716	33%
	N	2196	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.



