



# Siemens Hydrogen Energy Research Results

December 2019

# SIEMENS

# Background



## Introduction, Research Objectives & Sample

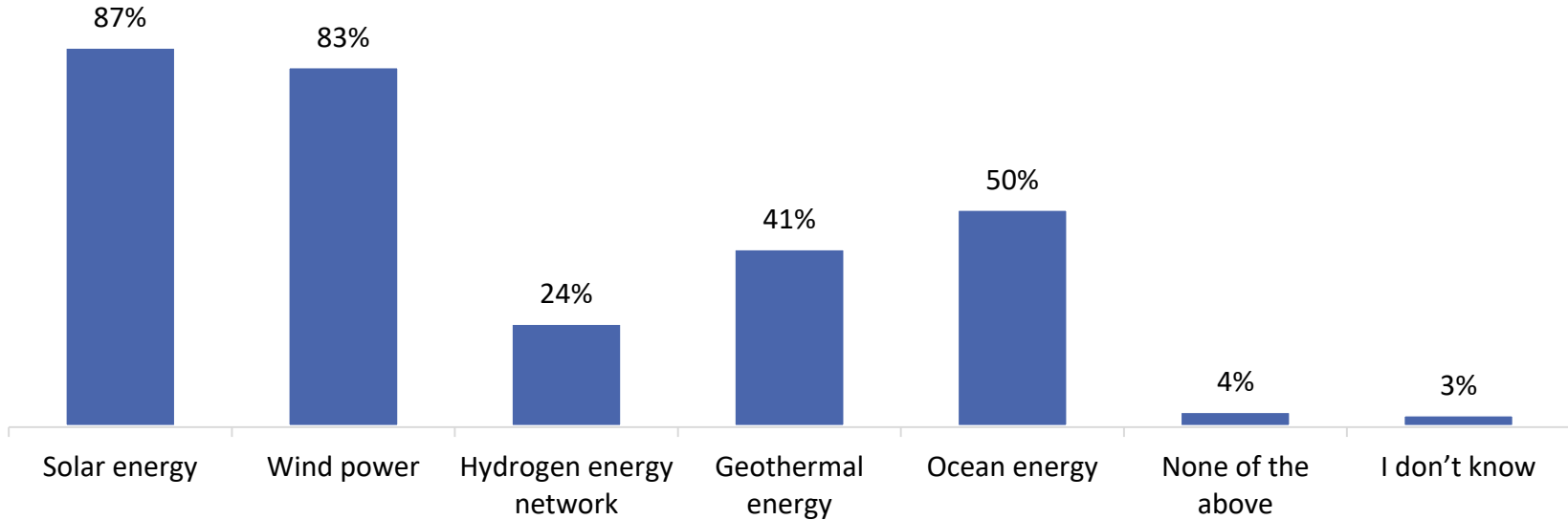
- Siemens has commissioned Arlington Research to undertake **quantitative research amongst a nationally representative sample of UK adults to explore respondents' knowledge and perceptions of renewable energy sources.**
- The research will provide content for the **Pace of Change Campaign.**
- The objectives of this research are to provide content for the Campaign via impactful primary research.
- 2000 UK adults (18+) took part in this research answering a 5 minute online survey.
- Quotas were set for gender, age and region to ensure that the sample was nationally representative (+/- 1%).

# Research Findings



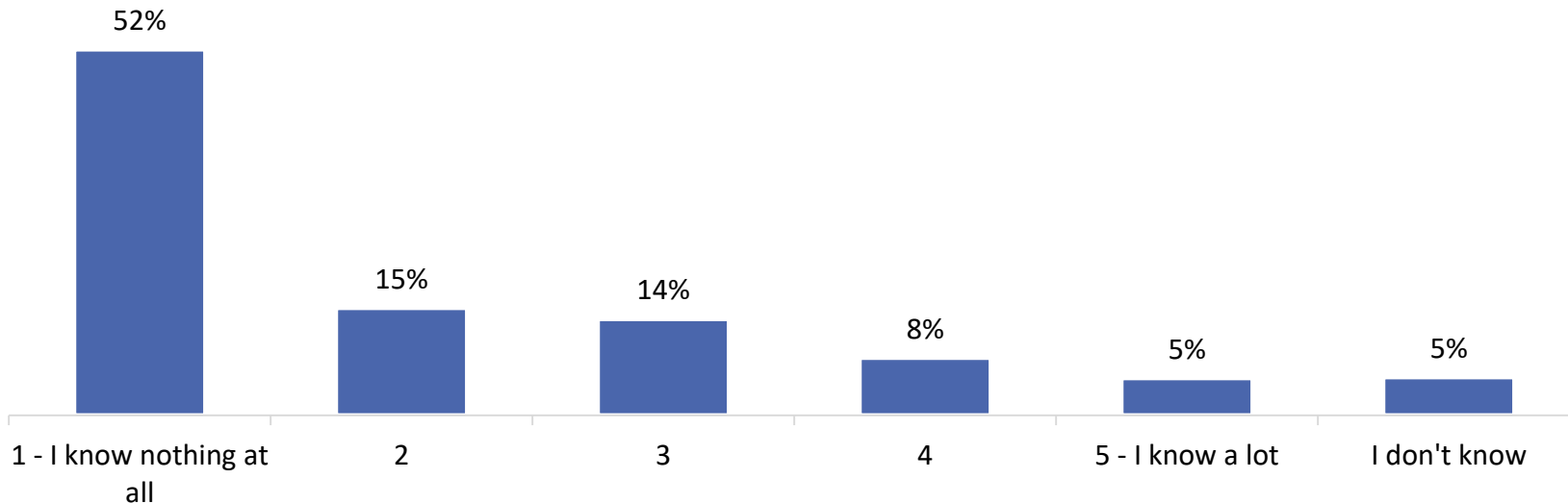


# Q1. Which of the following renewable energy sources have you heard of before today?



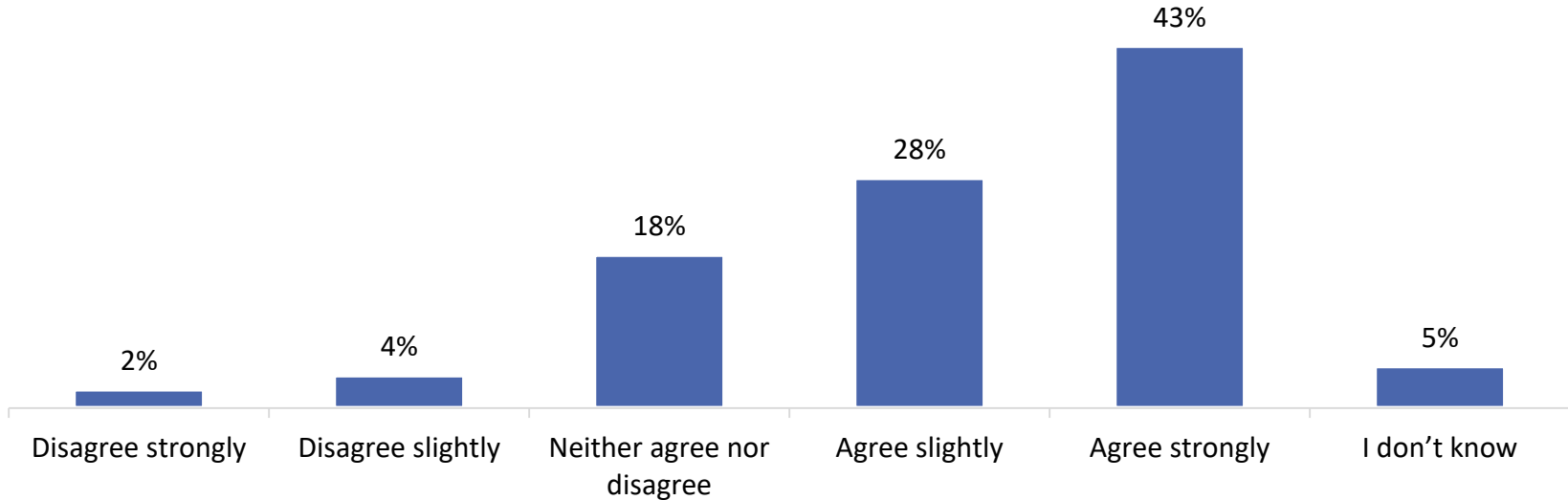
Just under a quarter of UK adults (24%) have heard of the Hydrogen Energy Network increasing to 30% of Millennials followed by 26% of Generation Z.

Q2. How much do you know about the following renewable energy sources on a scale of 1- 5 where 1 = know nothing at all and 5 = know a lot? Hydrogen Energy Network



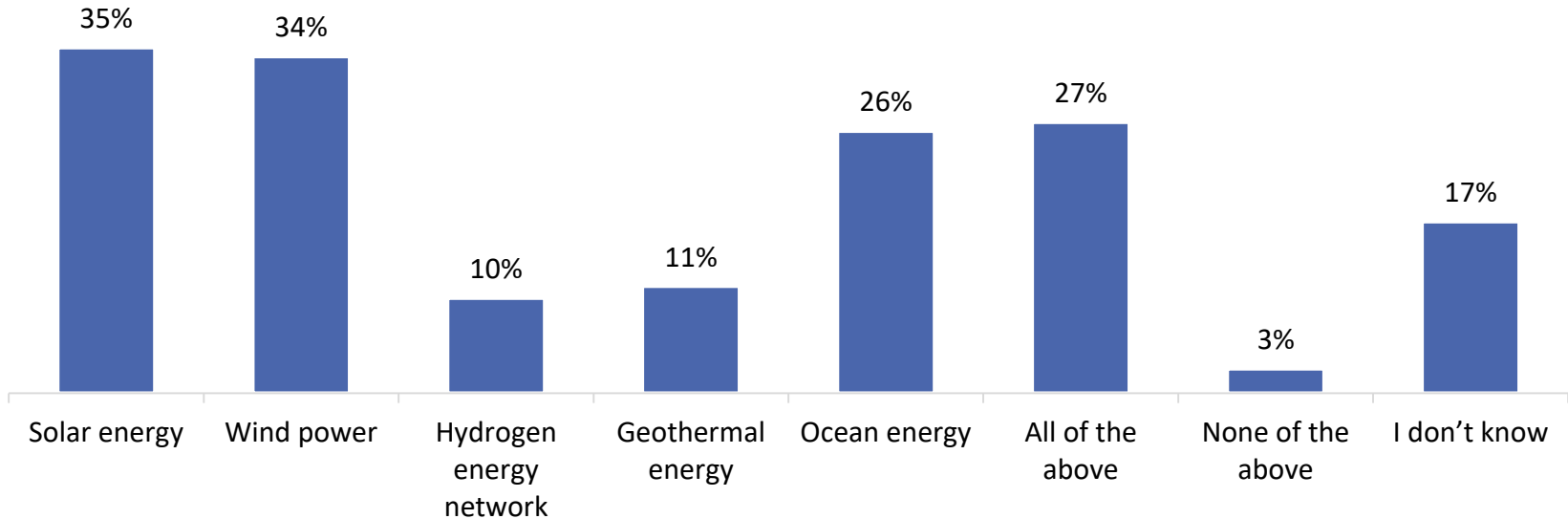
Only 14% of UK adults claim to know a lot / quite a lot about the Hydrogen Energy Network increasing to 30% of Millennials and 22% of Generation Z.

Q3. To what extent do you agree with following statements about renewable energy? I believe the UK Government should be acting faster to develop renewable/clean energy



Over 7 in 10 UK adults (71%) agree with this statement increasing to 80% of the Silent Generation and 73% of Millennials and Baby Boomers.

## Q4. Which of the following renewable fuels do you think the UK Government should invest more in?

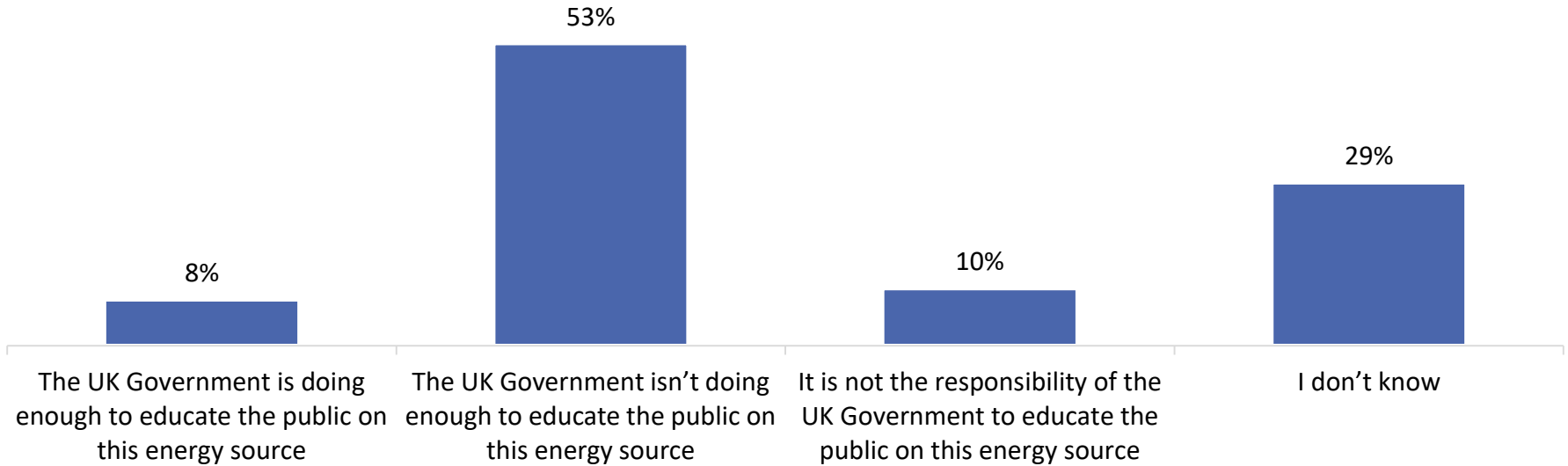


10% of UK adults think that the UK Government should invest more in the Hydrogen Energy Network increasing to 16% of Millennials and 14% of Generation Z.

Base: All (2,000)

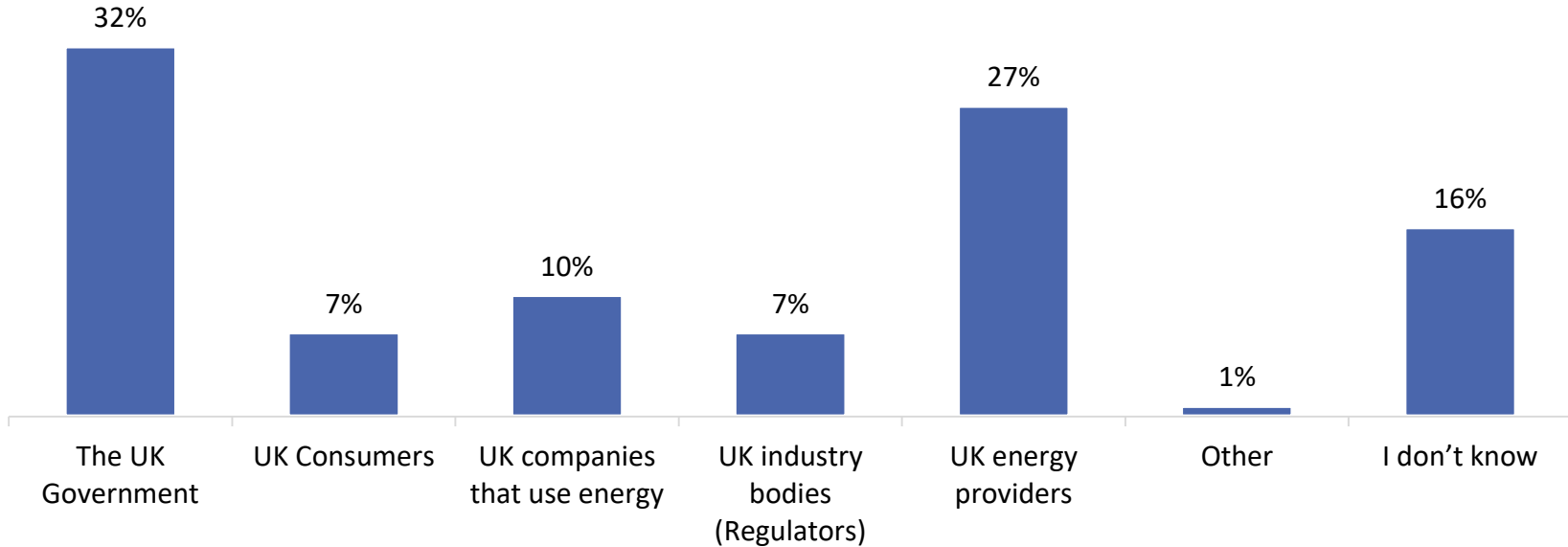


# Q5. Do you believe that the UK government is doing enough to educate the public on the following renewable energy sources: Hydrogen Energy Network



Just over half of UK adults (53%) believe the UK Government isn't doing enough to educate the public on the Hydrogen Energy Network increasing to 56% of the Silent Generation and Baby Boomers.

## Q9. Which of the following do you think is most responsible for supporting renewable energy usage in the UK?



Just under a third of UK adults (32%) think that the UK Government is most responsible for supporting renewable energy usage in the UK increasing to 35% of Generation Z and 33% of Millennials.



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**Thank you**