

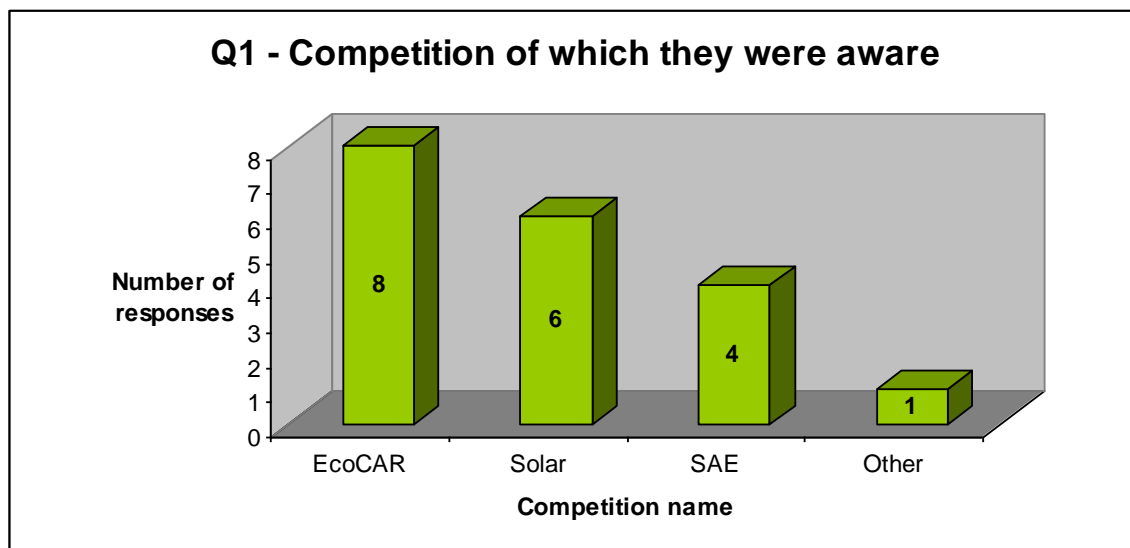
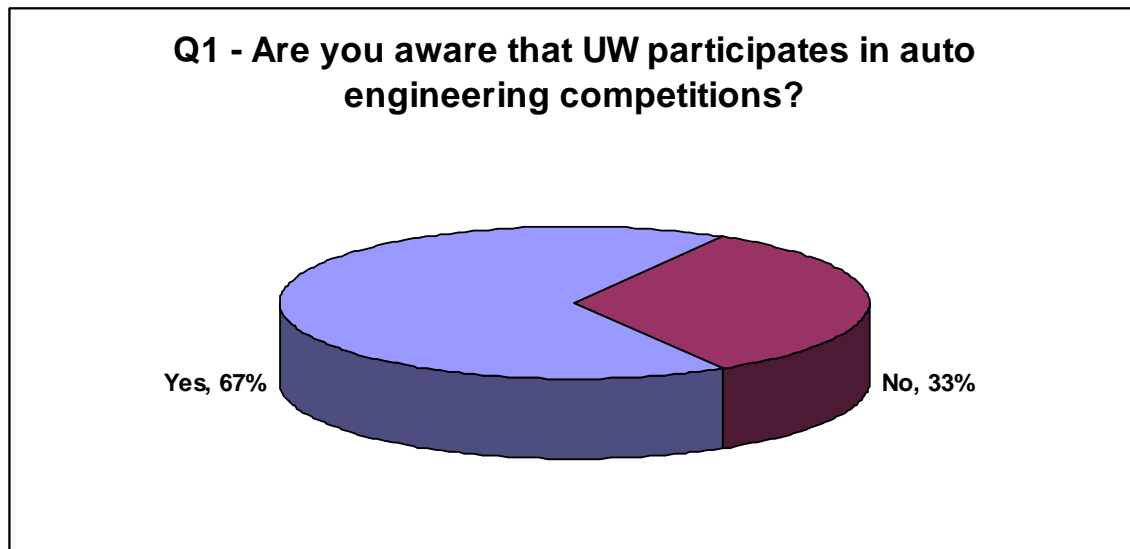
## UWAFST / EcoCAR Survey Results from The Canadian International Auto Show in Toronto

We interviewed 21 people visiting the UWAFST booth at the auto show, 13 males and 8 females. The interviewees voluntarily participated in the oral survey, but were offered a free UWAFST t-shirt to thank them for their participation. The participants varied in age, automotive interests and environmental awareness. Here are the results to the questions we asked: (number of responses)

*1) Have you ever heard of University of Waterloo participating in an automotive engineering competition? If so, which one?*

Yes (14); No (7)

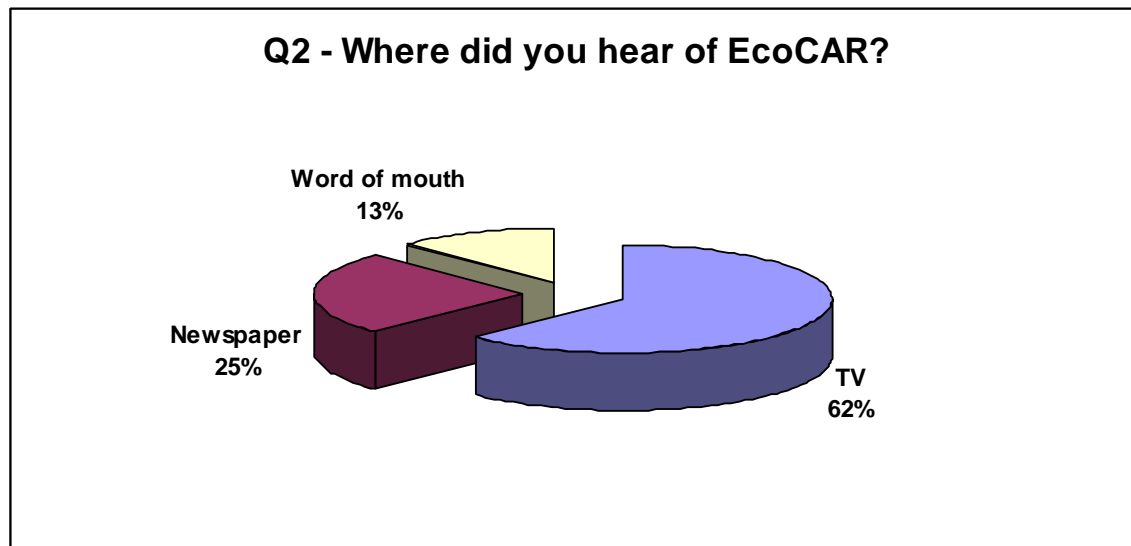
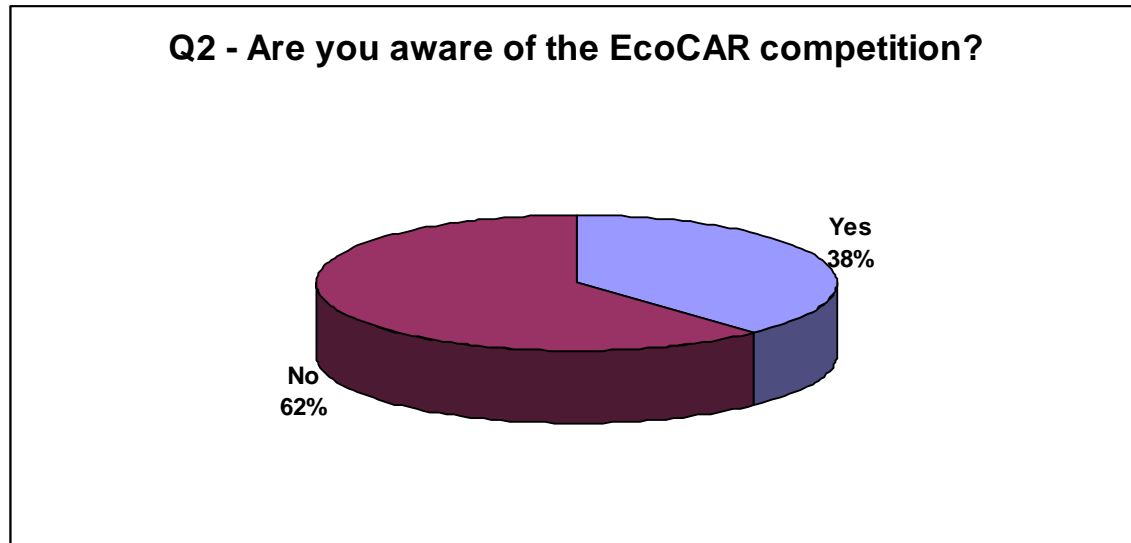
If yes, which one(s)? EcoCAR (8); Solar Car (6) SAE (4); Other (1)



2) *Have you ever heard of the EcoCAR competition? If so, where did you hear of it?*

Yes (8); No (13)

If yes, where did you hear of EcoCAR? TV (5); Newspaper (2); Word of mouth (1)



**3) Do you know which organizations in the private and public sector are sponsoring the EcoCAR competition?**

Yes (15); No (6)

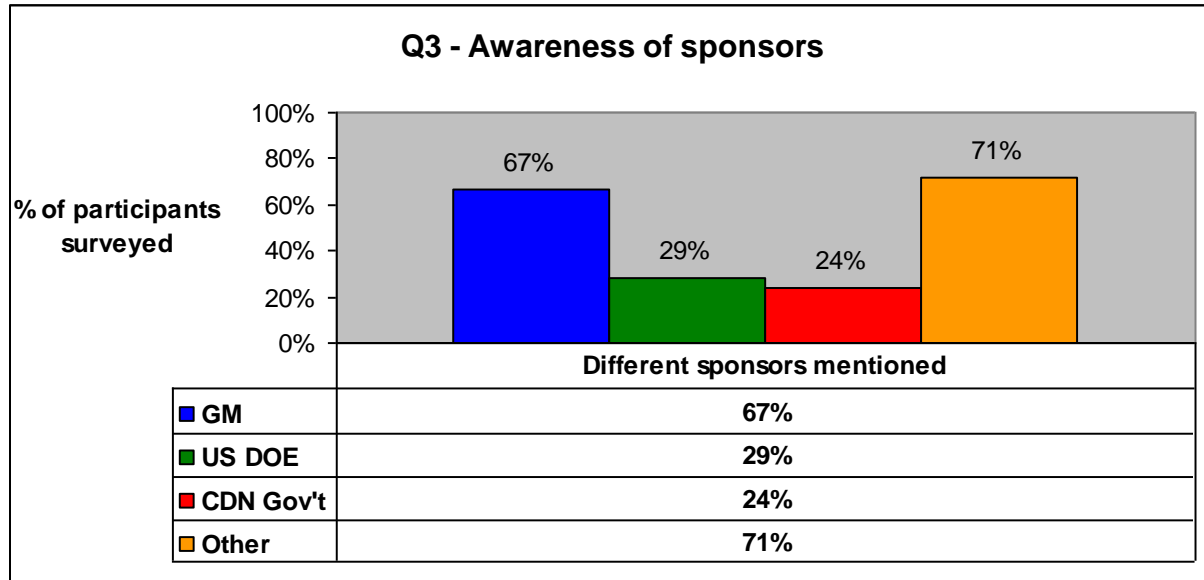
Number of times a sponsor was mentioned in response to this question – some participants mentioned more than one sponsor:

General Motors (14)

U.S. Department of Energy (6)

Government of Canada (5)

Other (15)



**4) How did you get to the auto show today? (mode of transportation)**

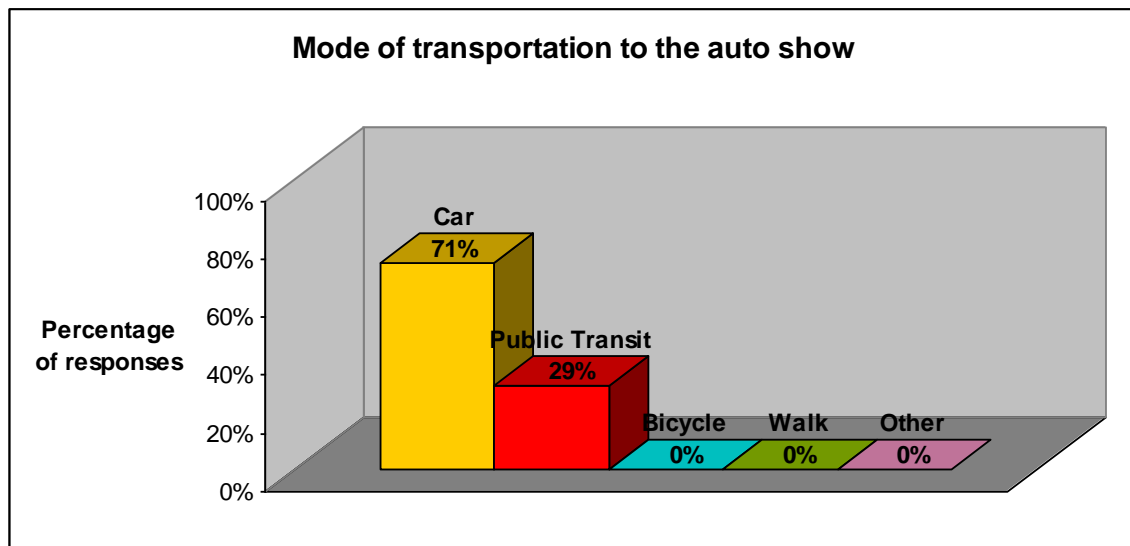
Car (15)

Public Transit (6)

Bicycle (0)

Walk (0)

Other (0)



**5) Have you considered changing your primary mode of transportation? If so, what would be your alternative?**

Yes (14); No (7)

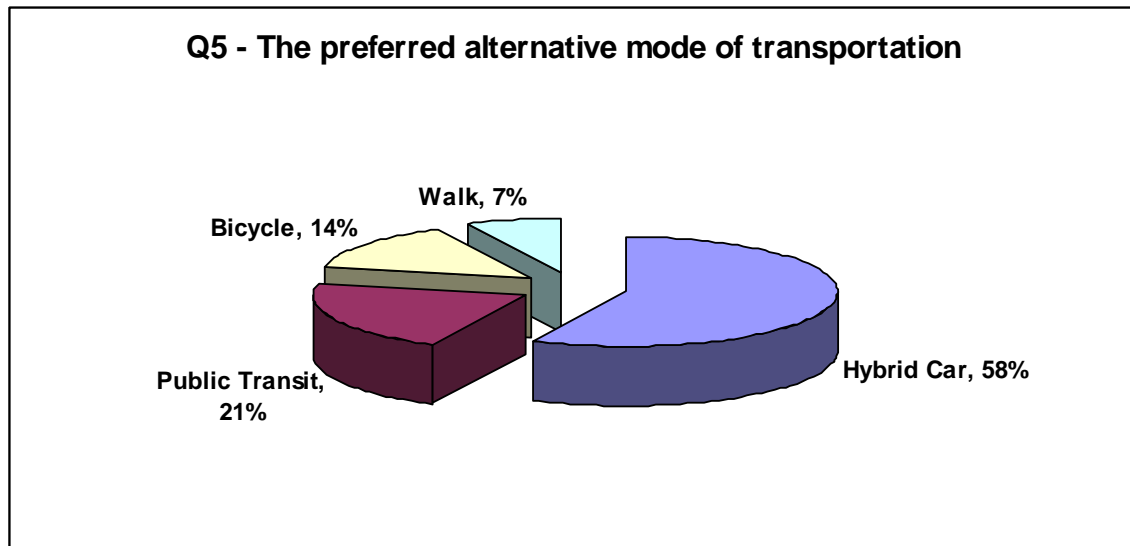
If yes, what would be the alternative mode of transportation?

Hybrid car (8)

Public Transit (3)

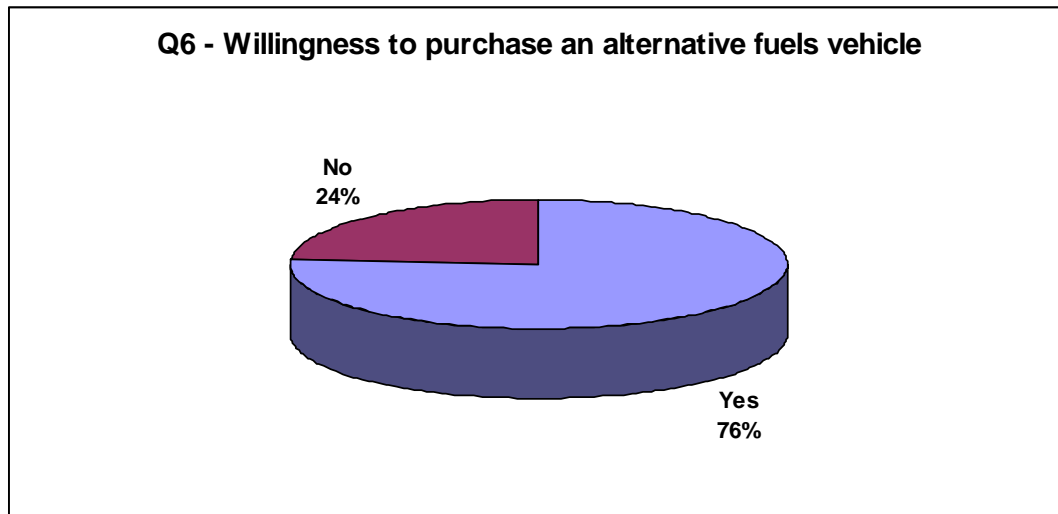
Bicycle (2)

Walk (1)



6) Would you be more inclined to purchase an automobile if it used alternative fuels (other than gasoline)? Why or why not?

Yes (16); No (5)



Some reasons for yes (in some cases more than one reason was given):

Because it is good for the environment (12)

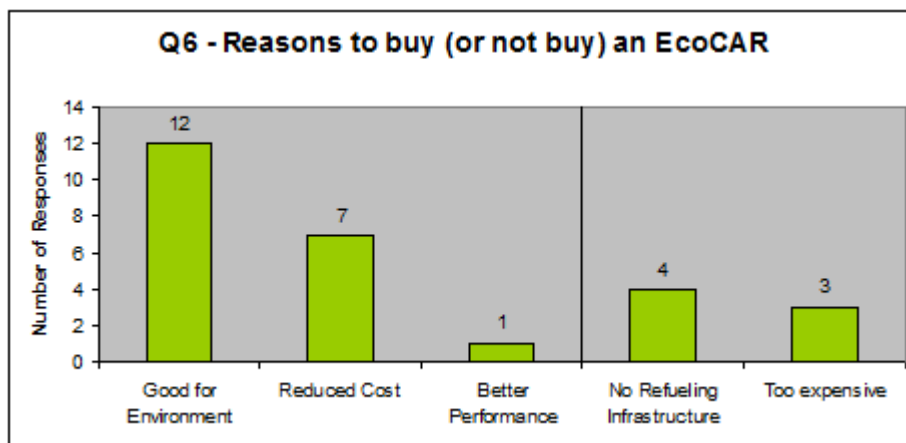
To decrease my transportation costs (7)

Improve driving performance (1)

Some reason for no (in some cases more than one reason was given):

Lack of refuelling infrastructure (4)

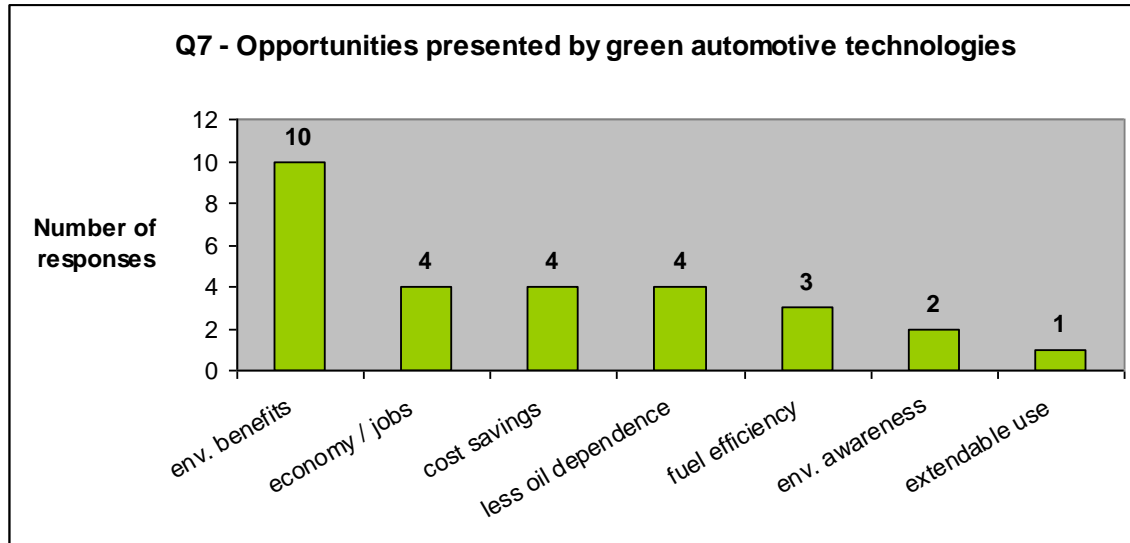
It is too expensive (3)



7) *What opportunities do you think the green automotive technologies offer? What do you think are its challenges?* In many cases, more than one response was given.

Opportunities:

- Environmental benefits (10)
- Good for the economy/jobs (4)
- Cost saving potential (4)
- Decrease dependence on oil (4)
- Increased fuel efficiency (3)
- Increased environmental awareness (2)
- Technology is extendable to other products (1)



Challenges:

- Refuel infrastructure (7)
- Costs are too high (6)
- Performance of the vehicle (4)
- Functioning in cold weather (4)
- Expertise in the industry (3)
- Competing with oil (3)
- Safety (2)
- Replacing the battery (2)
- Hard to repair (1)
- Public education (1)

