

Oil and Gas Industry Reputation

PEPANZ

December 2019



Methodology

- Results in this report are based on a representative sample of n=1,177 New Zealanders
- The data was gathered via UMR Research's monthly online omnibus survey which was conducted from 26th November to 2nd December 2019.
- At the 95% confidence level the maximum sampling error is $\pm 2.9\%$.

Reporting notes:

- All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.
 - For example: $2.7 + 3.5 = 6.2$ would appear: $3 + 4 = 6$.
- Scales (1 to 5) are used throughout the report. For ease of reporting we generally comment on the 1+2 total and the 4+5 total.
 - For example on a 1 to 5 scale where 1 means 'Strongly agree' and 5 means 'strongly disagree' – we report 1+2 as an 'agree' rating and 4+5 as a 'disagree' rating. When the data warrants it, we will report on just the 1 'strongly agree' or just the 5 'strongly disagree'.

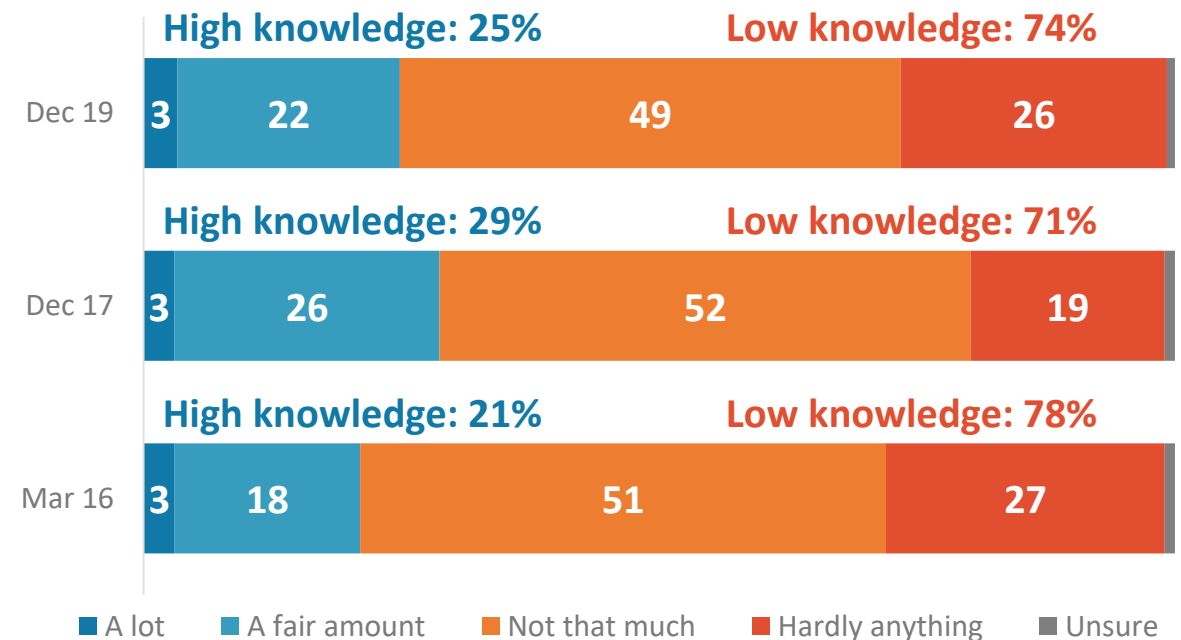
Summary

- Knowledge of the oil and gas industry has fallen slightly compared to December 2017 with a quarter of respondents declaring a high level of knowledge.
- From a range of benefits of the oil and gas industry the most agreed with (65% agreed) was that it was better to produce natural gas here rather than import it.
- Similar proportions of respondents were favourable or unfavourable towards the oil and gas industry (21% and 20% respectively). Those who were unfavourable fell 12% compared to December 2017, but favourable responses remained steady (up 2%).
- The major reason for respondents having a favourable view of the oil and gas industry was that it provided an essential resource (30%, up 2% from December 2017).
- Most respondents who had an unfavourable view of the industry cited its effect on the environment as their reason (52%, down 1% from December 2017).

Knowledge of the oil and gas industry

- Respondents who declared high knowledge of the oil and gas industry were down slightly compared to two years ago (25%, down 4%).
- Declared high levels of knowledge were higher among several demographics including:
 - Males – 34%
 - Respondents aged 18-29 – 34%
 - Rural respondents – 38%
 - Respondents with household income over \$100k – 32%
 - Full time workers – 31%
 - Asian respondents – 37%

🗉 How much would you say you know about the oil and gas industry? (%)

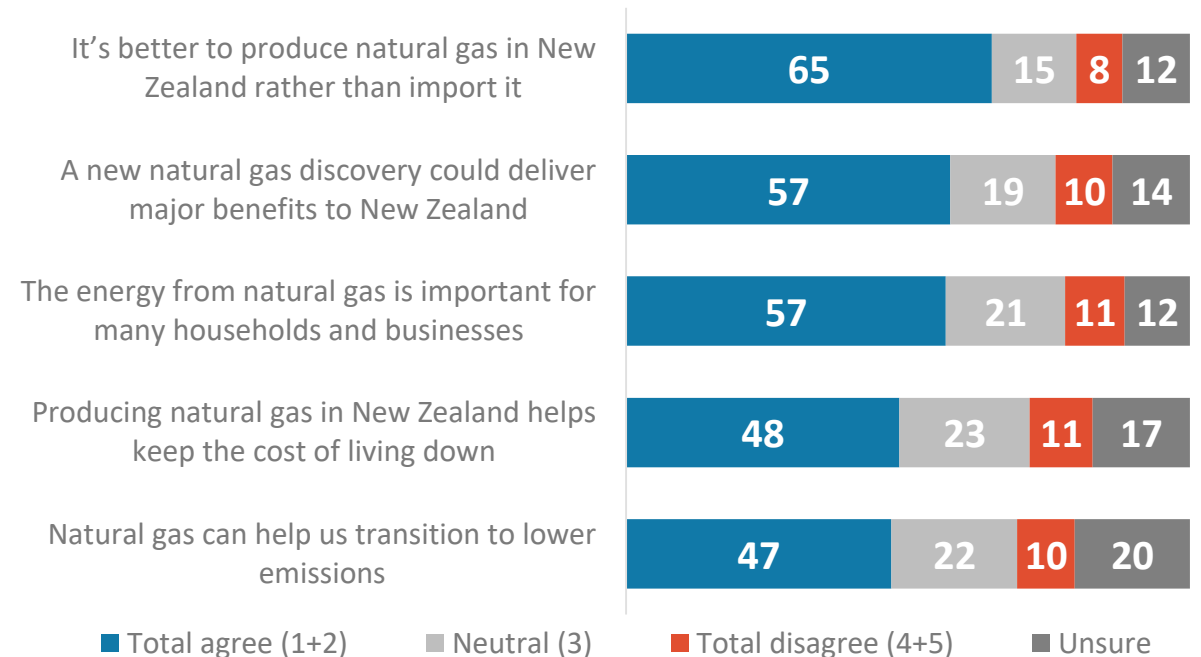


Base: All (n=1,177)

Benefits of the NZ oil and gas industry

- The most agreed with benefit by respondents (65% agreed) of the New Zealand oil and gas industry was that it was better to produce natural gas here rather than import it.
- The potential benefits of the industry to the NZ economy, and the importance of natural gas were both agreed with by 57% of respondents.
- Close to half agreed that the industry helps to keep living costs down, and helps us transition to lower emissions (48% and 47% respectively)
- Males, older respondents (60+) , Wellington respondents, National supporters, and higher income earners were generally more likely to agree with each statement.
- Females, younger respondents (18-29) and Māori respondents and Labour or Green supporters were generally less likely to agree with each statement.

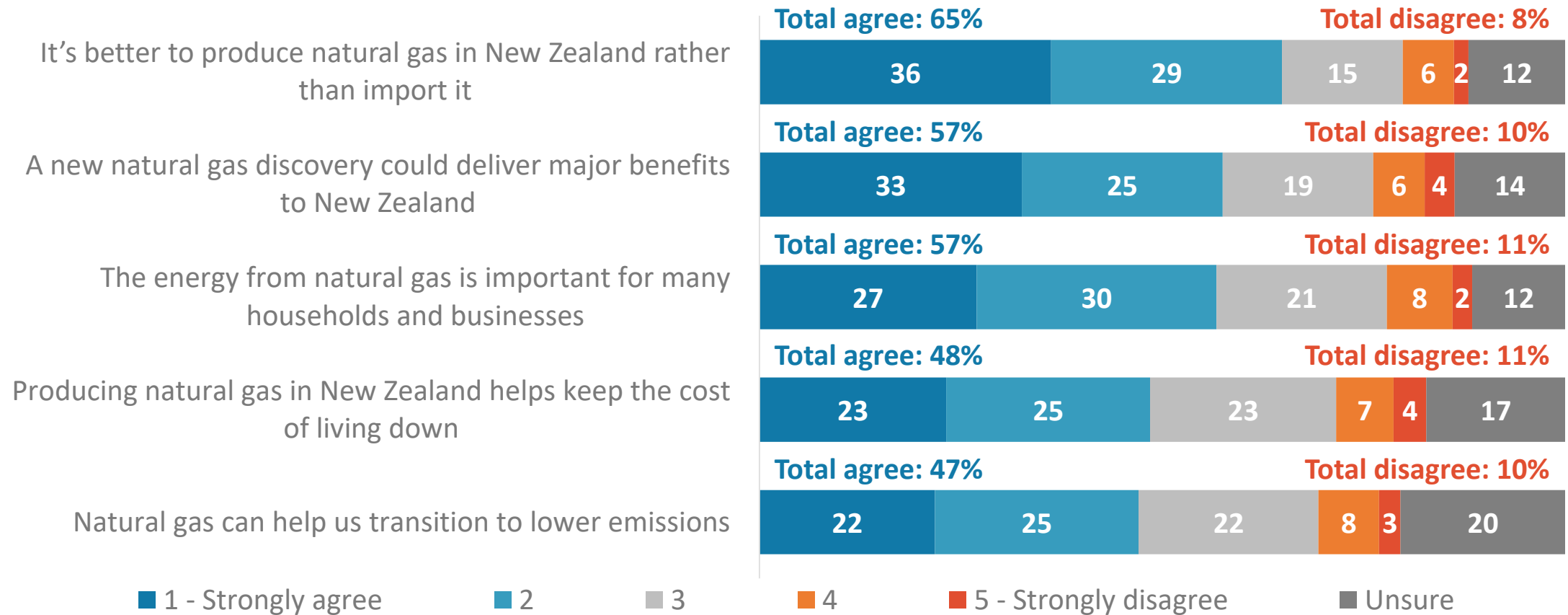
Q How strongly do you agree or disagree with the following statements (%)



Base: All (n=1,177)

Benefits of the oil and gas industry – full breakdown

Q How strongly do you agree or disagree with the following statements (%)

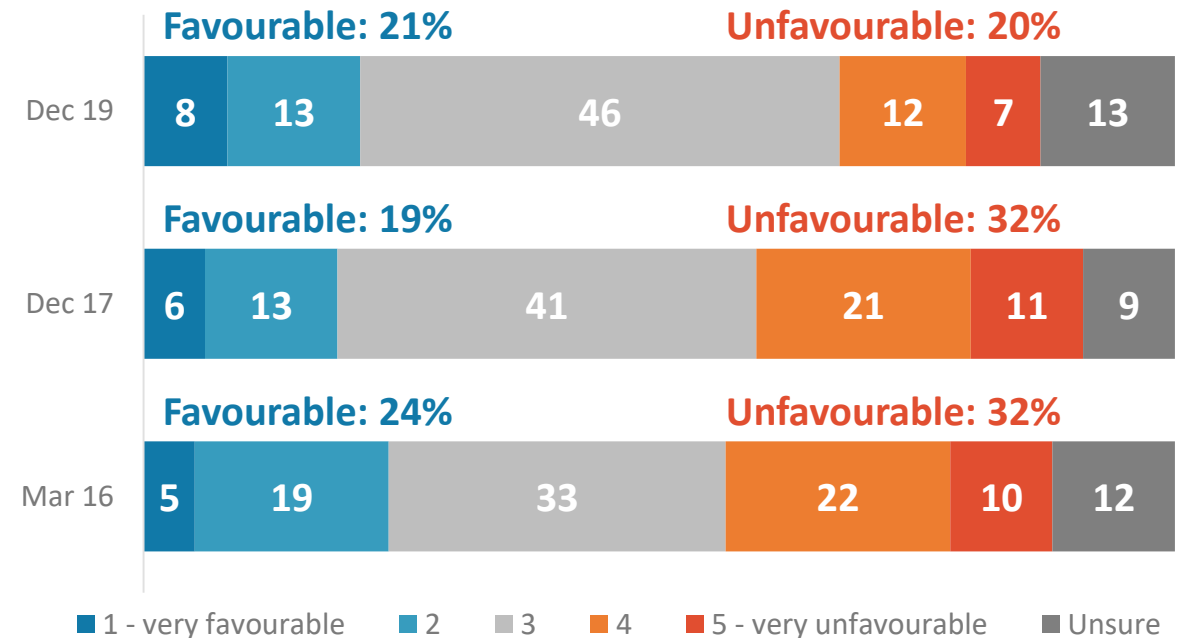


Base: All (n=1,177)

Opinion of the oil and gas industry

- About a fifth (21%) of respondents had a favourable opinion of the oil and gas industry.
 - This was consistent with the last time we asked this question in December 2017.
- One fifth also had an unfavourable opinion of the oil and gas industry.
 - This was 12% lower than the last track in 2017, but unsure or neutral responses were higher in this survey compared to 2017.
- Males were more favourable compared to females (26% vs 17%).
- National or ACT supporters were also more favourable (36%), as were Asian respondents (33%).
- Labour or Green supporters were less favourable (12%).

How favourable an opinion do you have of the oil and gas industry? (%)



Base: All (n=1,177)

Reasons for favourable or unfavourable opinions

Favourable

- The major reason for respondents having a favourable view of the oil and gas industry was that it provides an essential resource (given as a reason by 30%, up 2% from December 2017).
- The positive impact on the economy and the industry providing jobs were also common reasons (21% and 15% respectively).
 - The industries impact on the economy was cited much less frequently compared to December 2017 (down 25%). A similar proportion cited the industry providing jobs as their reason for a favourable view (down 5%).
- Other specific reasons for favourable views included; decreasing NZ reliance on overseas (10%), cheaper fuel prices (8%) and good environmental record (7%).

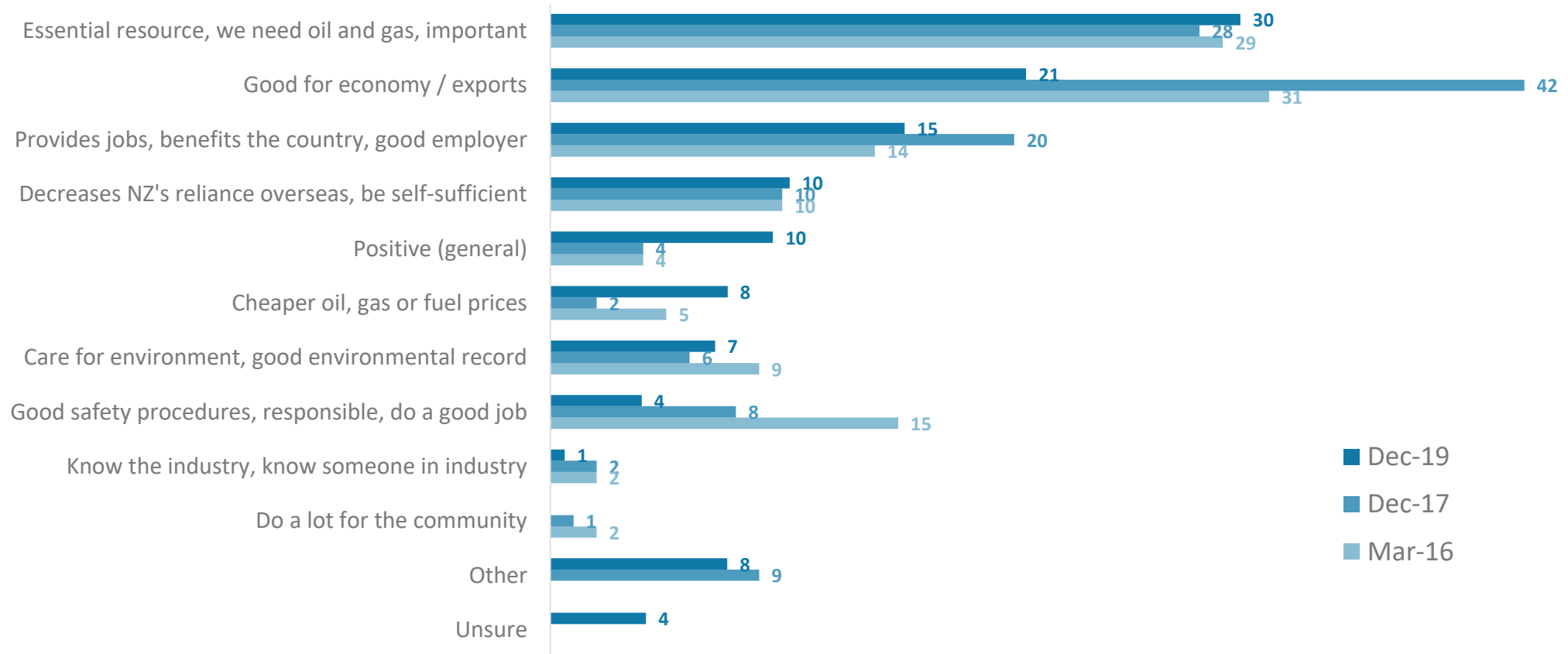
Unfavourable

- Most respondents who had an unfavourable view of the industry cited its effect on the environment as their reason (52%, down 1% from December 2017).
- Other less common reasons for an unfavourable view included the cost of oil and gas (14%, down 6%), profit driven/greedy industry (13%, up 2%) and an unsustainable resource (11%, down 6%).

Reasons for favourable opinion



What are the main reasons you have a favourable opinion of the oil and gas industry? (%)

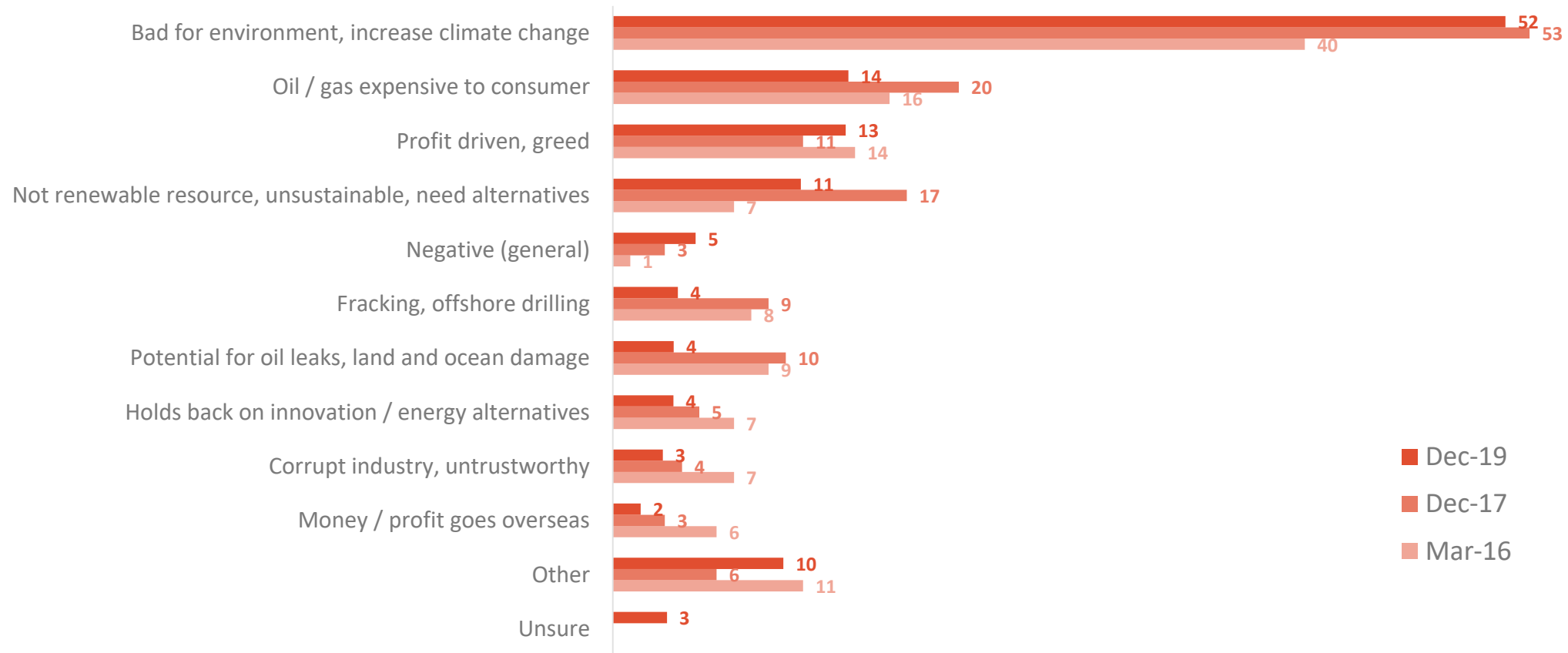


Base: Respondents with a favourable opinion of the oil and gas industry (n=247); multiple response question percentages do not add to 100%

Reasons for unfavourable opinion



What are the main reasons you have an unfavourable opinion of the oil and gas industry? (%)



Base: Respondents with an unfavourable opinion of the oil and gas industry (n=230); multiple response question percentages do not add to 100%