

# Oil and Gas Industry Reputation

PEPANZ

November 2020



# Methodology

- Results in this report are based upon questions asked in the UMR Research nation-wide omnibus survey. This is an online survey of a nationally representative sample of 1,165 New Zealanders 18 years of age and over.
  - Fieldwork for the latest online survey was conducted from 17<sup>th</sup> of November to the 25<sup>th</sup> of November 2020.
  - The effective margin of error for a sample size of 1,165 for a 50% figure at the 95% confidence level is  $\pm 3.0$ .

Note on rounding:

- *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:  $3 + 4 = 6$ .*

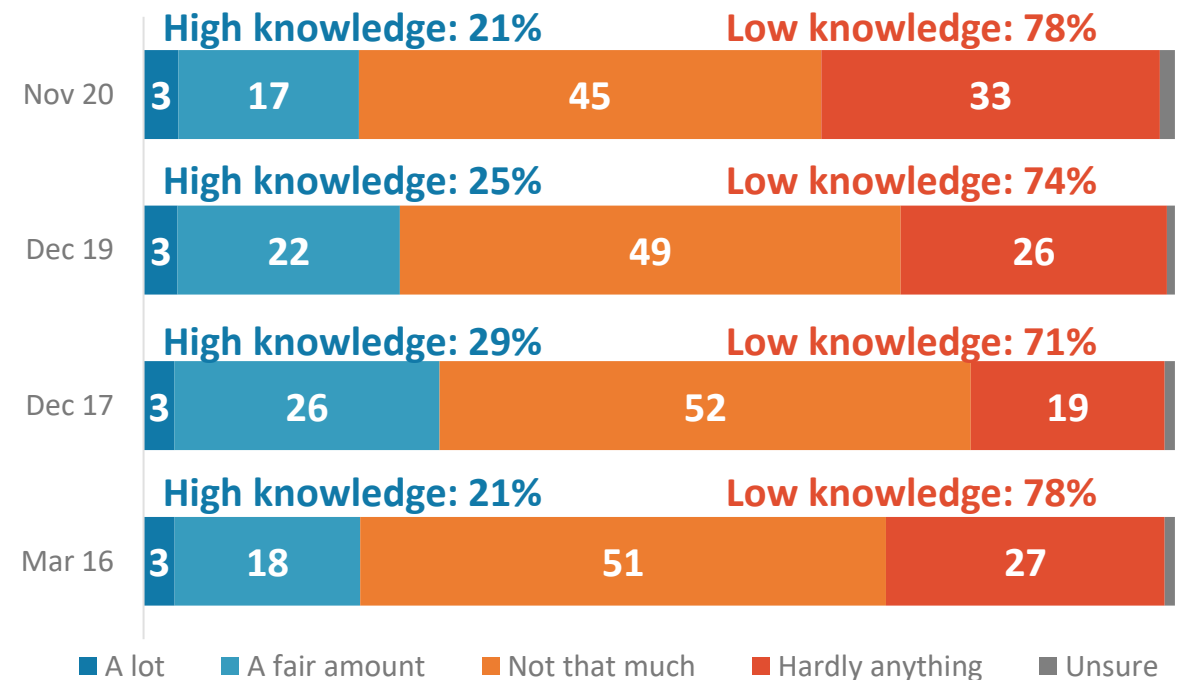
# Summary

- Knowledge of the oil and gas industry has fallen compared to last year with a fifth of respondents declaring a high level of knowledge.
- From a range of benefits of the oil and gas industry the most agreed with (68% agreed) was that it was better to produce natural gas here rather than import it. This was an increase of 3% from last year.
- A quarter of respondents (up 3%) were favourable towards the oil and gas industry with 16% of respondents (down 4%) having an unfavourable opinion.
- The major reason for respondents having a favourable view of the oil and gas industry was that it provided an essential resource (28%, down 2% from December 2019).
- Most respondents who had an unfavourable view of the industry cited its effect on the environment as their reason (50%, down 2% from December 2019).

# Knowledge of the oil and gas industry

- A fifth of respondents declared they have a high knowledge of the oil and gas industry; this is 4% drop from 2019 and 8% from 2017.
- Declared high levels of knowledge were significantly higher among males with 29% declaring to have a high levels of knowledge of the oil and gas industry.


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

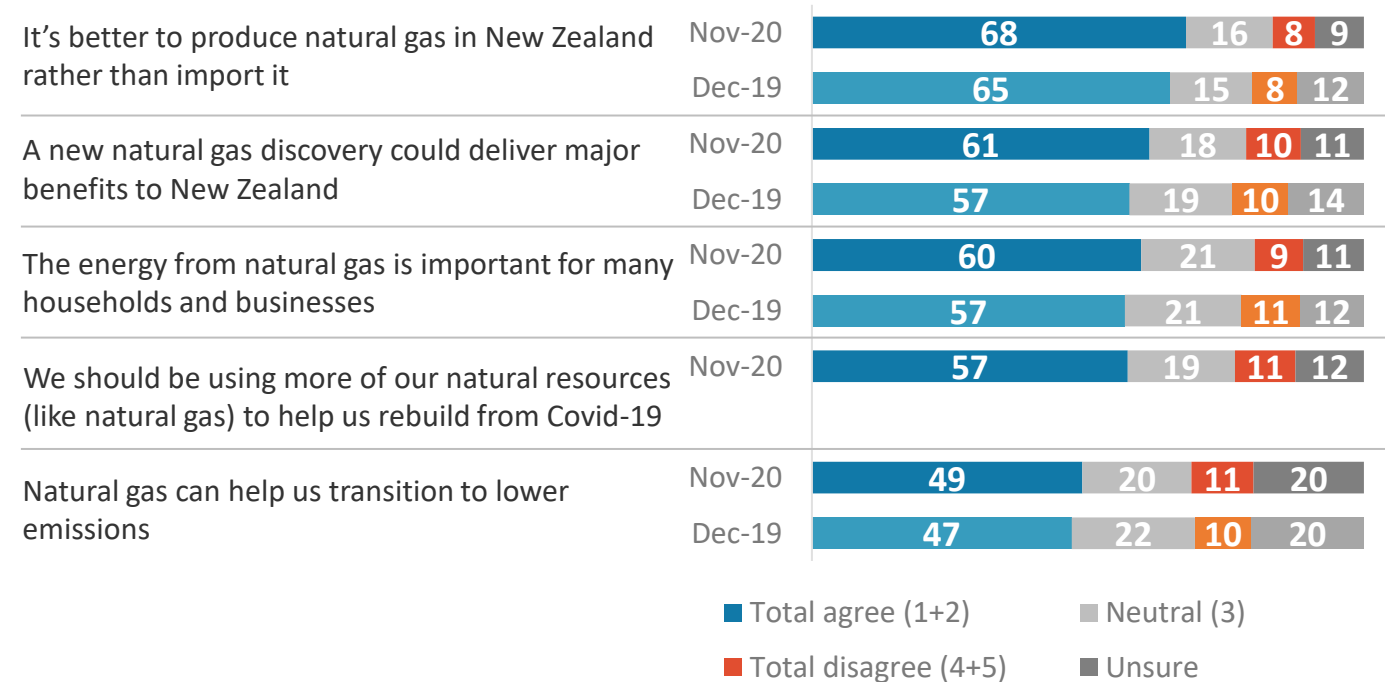


Base: All (n=1,165)

# Benefits of the NZ oil and gas industry

- Benefits of the NZ oil and gas industry improved marginally across all statements in the year since last asked.
- The most agreed with benefit by respondents (68% agreed, up 3%) of the New Zealand oil and gas industry was that it was better to produce natural gas here rather than import it.
- Using more of our natural resources (like natural gas) to help us rebuild from Covid-19 was agreed by 57% of respondents.
- Males, older respondents (60+) , National supporters, NZ European and higher income earners were generally more likely to agree with each statement.
- Females, younger respondents (18-29), respondents from the South Island excluding those from Canterbury, Māori or Asian respondents, and Labour or Green supporters were generally less likely to agree with each statement.

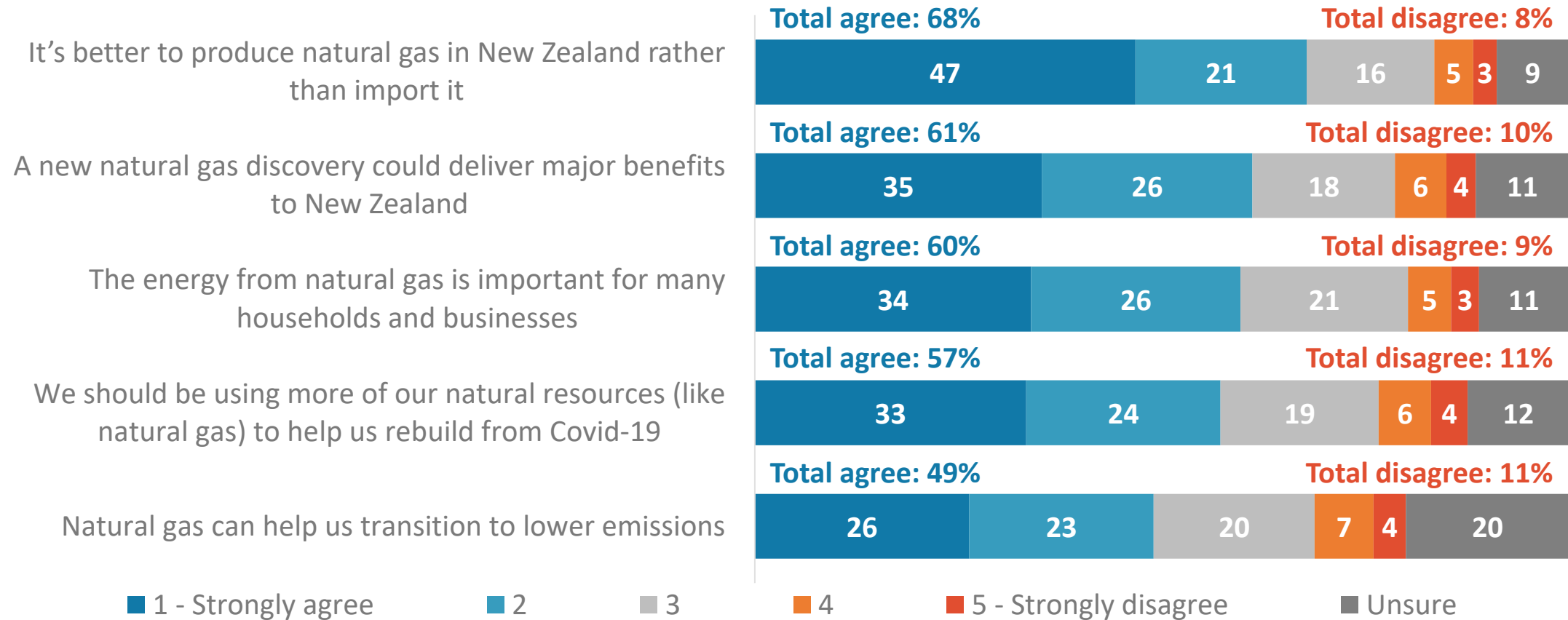
 *How strongly do you agree or disagree with the following statements (%)*



Base: All (n=1,165)

# Benefits of the oil and gas industry – full breakdown

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

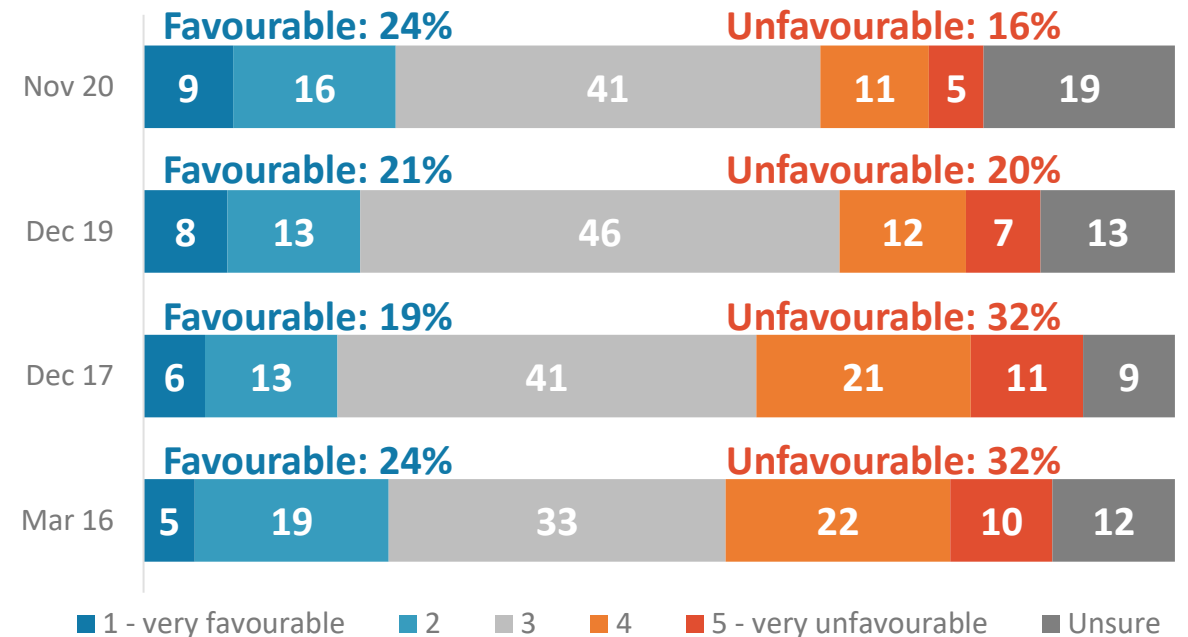


Base: All (n=1,165)

# Opinion of the oil and gas industry

- About a quarter (24%) of respondents had a favourable opinion of the oil and gas industry.
  - The highest on records since March 2016.
- Males were more favourable compared to females, 32% (up 6%) and 17% (no change) respectively.
- National or ACT supporters were also more favourable (43% and 42%), as were older respondents (60+) (33%).
- Green supporters were less favourable (10%) and had the least number of respondents giving an unsure rating (9%).

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



Base: All (n=1,165)

# 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 28%, down 2% from December 2019).
- The positive impact on the economy and the industry providing jobs were also common reasons (22% and 16% respectively).

## Unfavourable

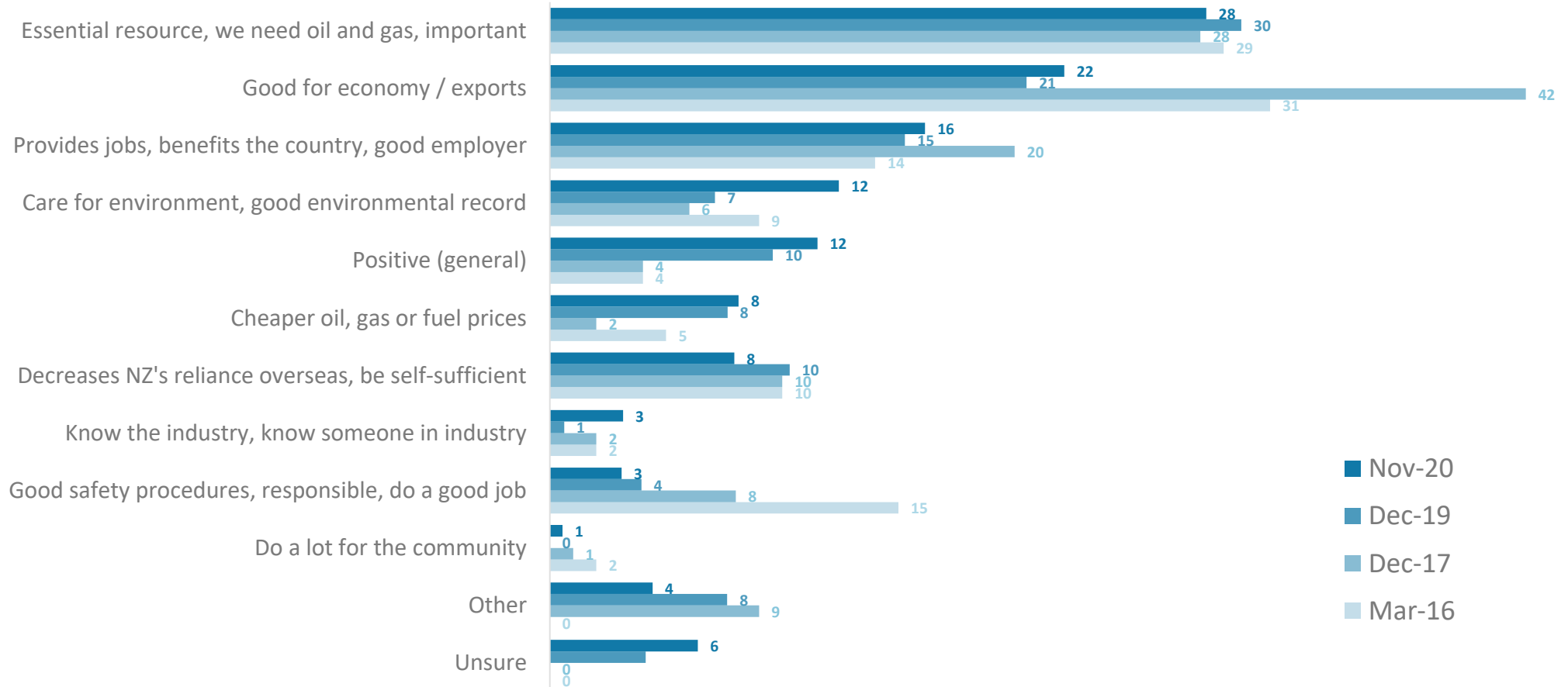
- Most respondents who had an unfavourable view of the industry cited its effect on the environment as their reason (50%, down 2% from December 2019).
- Other less common reasons for an unfavourable view included the potential for oil leaks, land and ocean damage (19%, up 15%), and a non-renewable resource (17%, up 6%).



# Reasons for favourable opinion



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

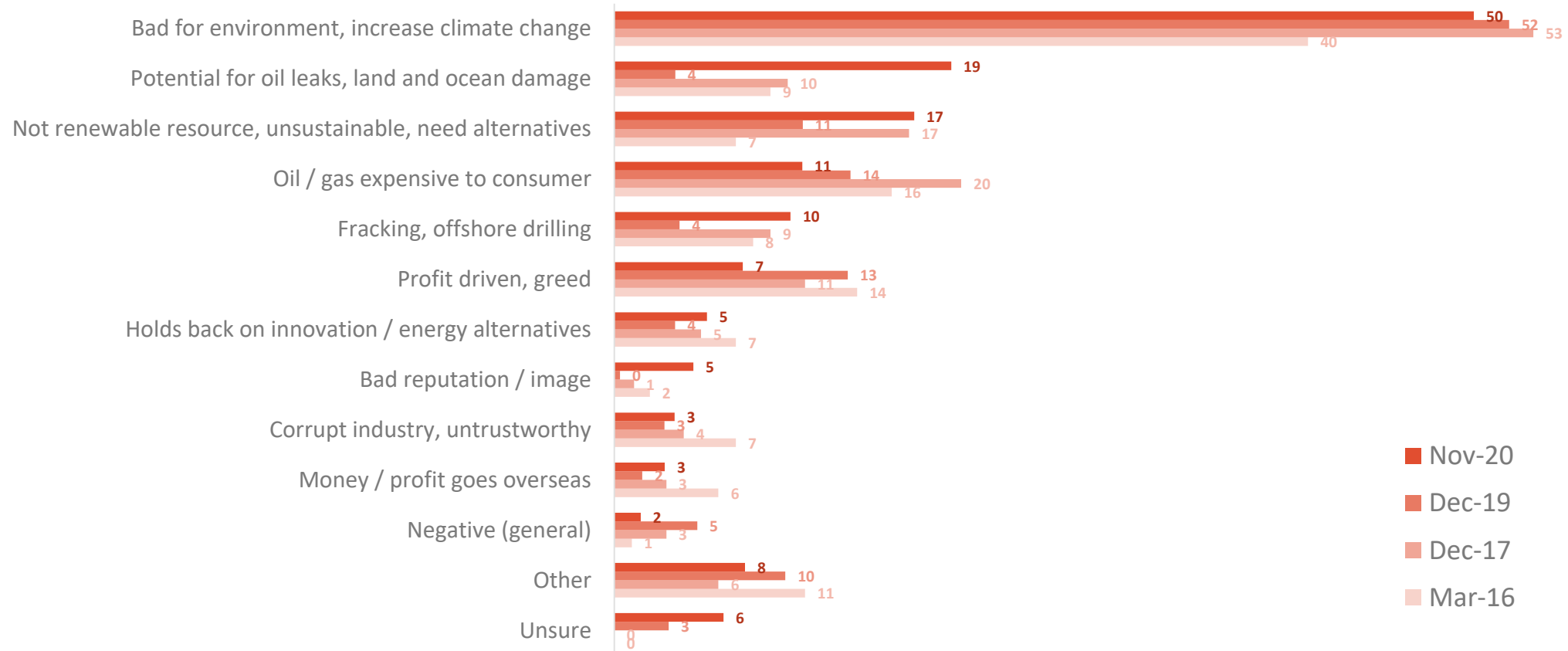


Base: Respondents with a favourable opinion of the oil and gas industry (n=270); multiple response question percentages do not add to 100%

# 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=180); multiple response question percentages do not add to 100%