

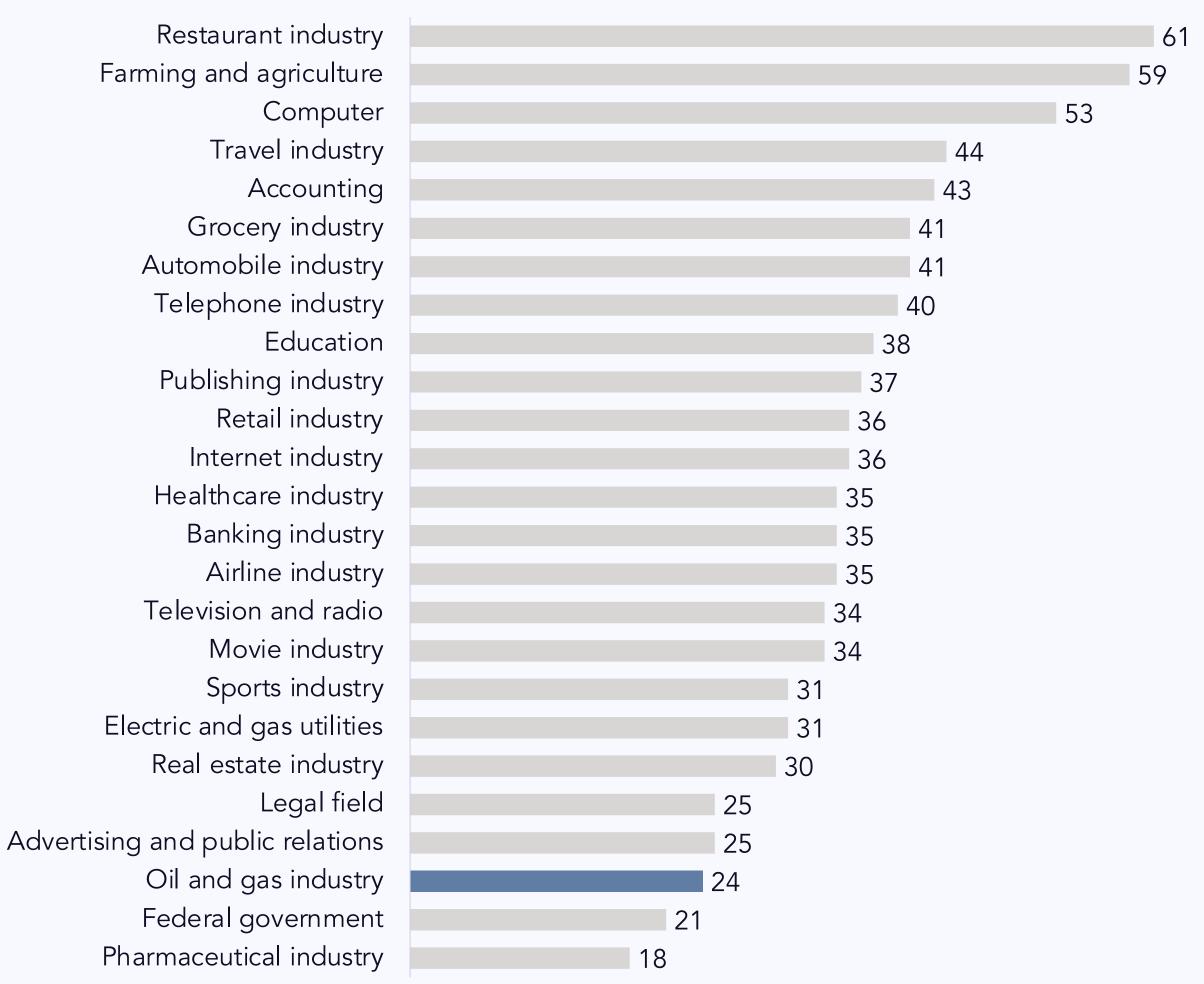
Energy Has An Image Problem: Can It Be Fixed?

27 March 2024

The oil & gas industry is not in a position to advocate for itself

For each of the following business sectors in the United States, please say whether your overall view of it is very positive, somewhat positive, neutral, somewhat negative or very negative.

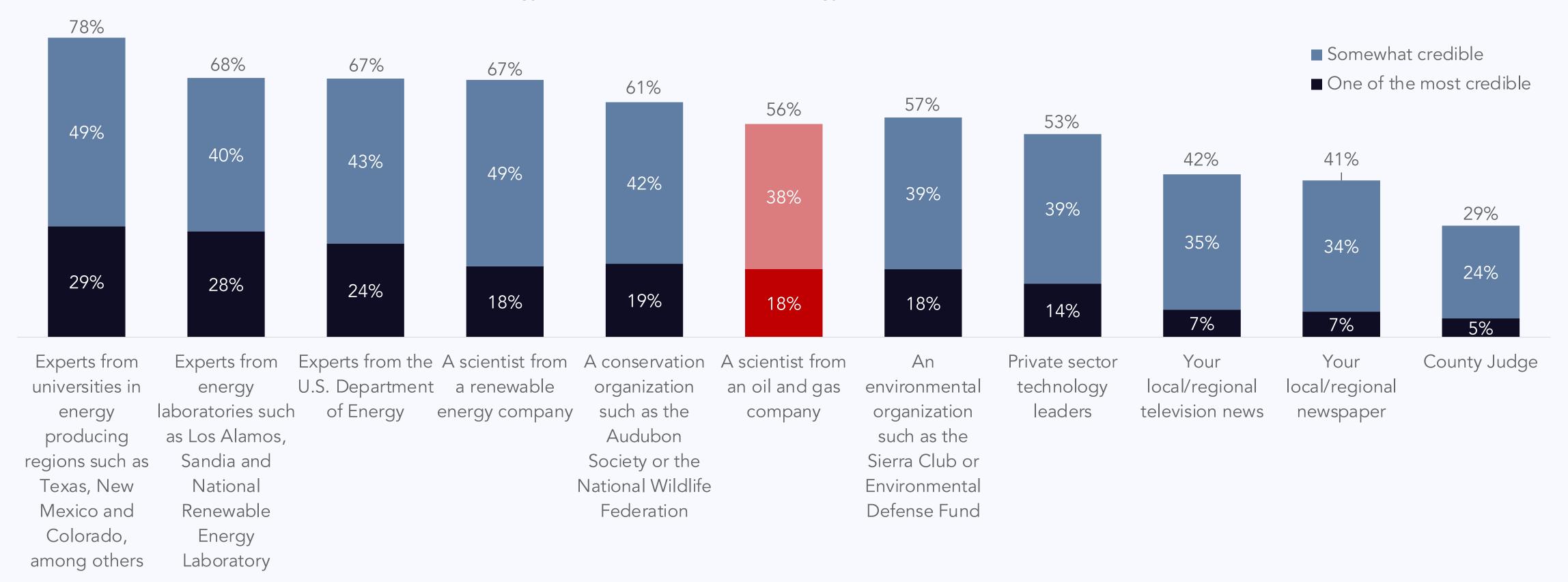




Source: Gallup Organization, June 1-22, 2023

Industry also is seen as less credible than academic and government experts

Percent who say the following are a credible source of information on the energy transition and a national energy transition research center:



People work through difficult issues in stages

Resolution

Resistance to change

Grasping at straws

Lack of practical choices

Wishful thinking

Mistrust

Lack of urgency

Deliberate obfuscation

Lack of understanding

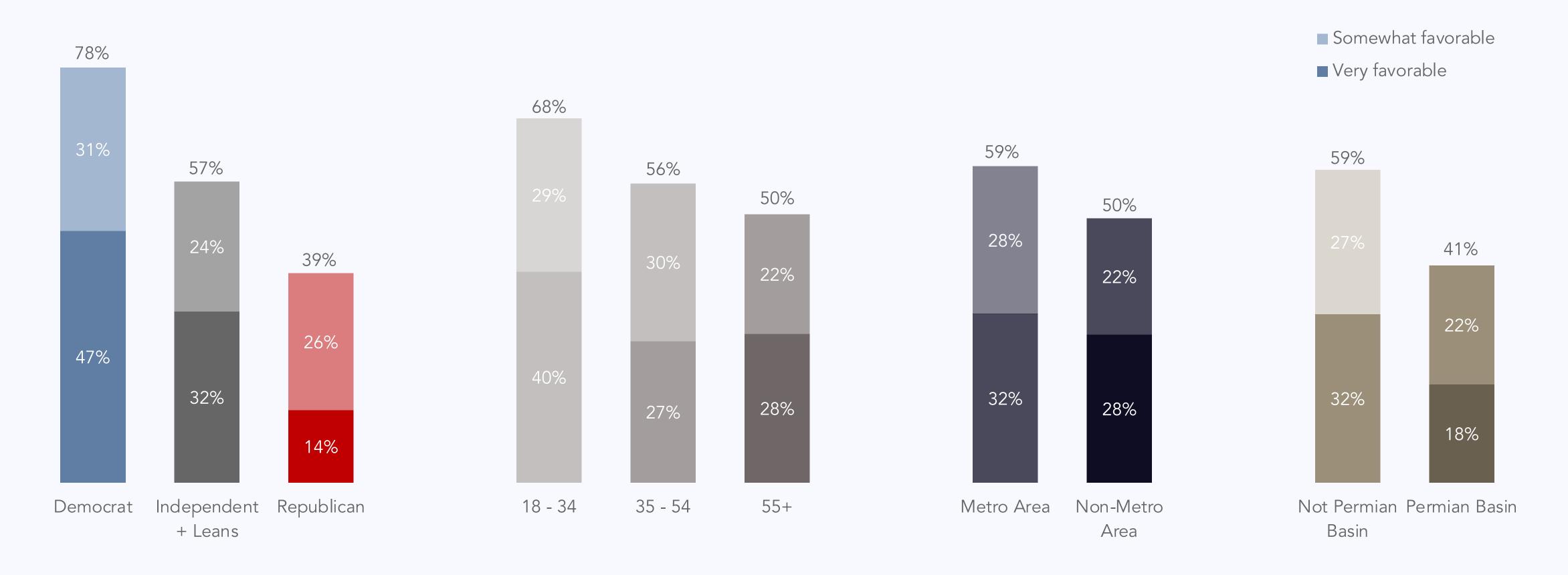
Working through

Consciousness raising

Source: Daniel Yankelovich — 4

Opinions of "the energy transition" vary considerably

Percent who have a favorable opinion of the transition from fossil fuels - such as coal, oil and natural gas - to other sources of energy - such as solar, wind, zero-emission hydrogen, hydroelectric and geothermal energy:



Water is the top issue across partisanship and age

	Democrat	Independent + Leans	Republican	18 - 34	35 - 54	55+
1.	Safeguarding and limiting use of scarce water resources	Safeguarding and limiting use of 24.4 scarce water resources	Safeguarding and limiting use of 27.5 scarce water resources	Safeguarding and limiting use of scarce water resources	Safeguarding and limiting use of 26.0 scarce water resources	Safeguarding and limiting use of scarce water resources
2.	Creating pathways to equal 13.2 economic opportunities for	Creating pathways to equal economic opportunities for	Development of future energy sources beyond renewables	Creating pathways to equal economic opportunities for	Development of future energy sources beyond renewables	Development of future energy sources beyond renewables
3.	Finding ways to scale up or expand the use of new energy	Development of future energy sources beyond renewables	Reinvesting in communities impacted by the evolution to new	Finding ways to scale up or expand the use of new energy	Creating pathways to equal economic opportunities for	Finding ways to scale up or 10.6 expand the use of new energy
4.	Development of future energy sources beyond renewables	Finding ways to scale up or expand the use of new energy	Creating pathways to equal 10.9 economic opportunities for	Development of future energy sources beyond renewables	Restoration of lands degraded by 11.4 energy development an	Creating pathways to equal economic opportunities for
5.	Restoration of lands degraded by 11.2 energy development an	Restoration of lands degraded by 11.1 energy development an	Utilizing idle oil and gas wells for new uses, such as carbon stora	Restoration of lands degraded by 11.1 energy development an	Reinvesting in communities 10.6 impacted by the evolution to new	Restoration of lands degraded by 9.6 energy development and
6.	Training, education and 10.3 other support for people impacte	Training, education and other support 9.5 for people impacted by the	Restoration of lands degraded by energy development and	Utilizing idle oil and gas wells for new uses, such as carbon stora	Finding ways to scale up or expand the use of new energy	Reinvesting in communities 9.3 impacted by the evolution to new
7.	Reinvesting in communities 9.7 impacted by the evolution to new	Reinvesting in communities 9.5 impacted by the evolution to new	Finding ways to scale up or expand 8.6 the use of new energy sources	Reinvesting in communities impacted by the evolution to new	Training, education and other support 8.6 for people impacted by the	Training, education and other support 9.3 for people impacted by the
8.	Utilizing idle oil and gas wells for new uses, such as carbon storage or	Utilizing idle oil and gas wells for new uses, such as carbon storage or	Training, education and other support 8.3 for people impacted by the	Training, education and 10.3 other support for people impacte	Utilizing idle oil and gas wells for new uses, such as carbon storage or	Utilizing idle oil and gas wells for new 7.9 uses, such as carbon storage or