Africa

ANALYSIS

Overall findings for the Africa region in this study include research results from respondents living in Nigeria and South Africa.

In an effort to set the operating context for perceptions of the industry reputation, respondents were asked to rate their level of favourability towards seven key sectors: Automotive companies, Banking companies, Oil companies, Mining companies, Electricity utility companies, Natural gas companies, and Water utility companies.

Respondents in the Africa region have more favourable perceptions towards the collective industries tested than the rest of the global respondents. Results are notably higher than the global favourability measures for banking (24 percentage points), oil companies (16 percentage points), and automotive companies (13 percentage points). For natural gas, results are consistent with the global measure (1 point higher). Compared to 2017, impressions have declined for electricity utilities (5 points lower). Within the Africa region, respondents from Nigeria hold considerably more favourable impressions towards all sectors than those from South Africa- particularly for oil companies where favourability is nearly twice as high (70% vs. 37%).

On the question of trust, respondents were asked to focus on two industries specifically; oil and natural gas. Respondents in the Africa region express higher trust ratings compared to the global measures– 11 percentage points higher for oil and 4 percentage points higher for natural gas. Trust in both industries is consistent with 2017. Within Africa, respondents from Nigeria are considerably more likely to trust both industries compared to those from South Africa.

On the question of industry regulation, most respondents both globally and in the Africa region feel there is currently the right amount of regulation governing most industries. The exception in the Africa region is for electricity utility industries where most say there is too little regulation (12 points higher than the global measure). Notably, for oil companies, respondents from the Africa region are more likely to think there is too much regulation (8 percentage points higher than the global measure) however, compared to 2017, they are more likely to feel there is too little (6 points higher). Compared to 2017, respondents in Africa are also more likely to think there is too little regulation for automotive companies (4 points higher), the right amount of regulation for banking companies (10 points higher), and are less likely to think there is too much regulation for electricity utilities (5 points lower), or too little for water utilities (5 points lower).

As part of exploring perceptions about the energy sector globally, respondents were asked to compare each industry across 13 key factors of influence. A key difference between the 2017 and the 2019 studies was that oil and gas were separated and measured individually as "oil" and "natural gas."

Respondents in the Africa region continue to have much more favourable views about the oil and natural gas industries compared to the global measurements. For the oil industry, the gap between respondents in Africa and the global average are widest for the following attributes: works ethically with politicians and government officials (18 points higher), provides high quality products or services (15 points higher), is innovative (15 points higher), has a strong track record of financial performance (14 points higher), is well managed (13 points higher), and has a positive impact on the economy (13 points higher).

2019 Global Energy Pulse

Ipsos CAPP CANADA'S OIL & NATURAL GAS PRODUCERS

1. Industry Reputation and Regulation

FAVOURABILITY BY INDUSTRY

INDUSTRY	FAVOURABLE				NEUTRAL				UNFAVOURABLE			
	AFRICA		GLOBAL		AFRICA		GLOBAL		AFRICA		GLOBAL	
	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019
BANKING COMPANIES	76%	74%	48%	50%	15%	19%	32%	32%	9%	7%	20%	18%
AUTOMOTIVE COMPANIES	68%	65%	52%	52%	27%	29%	39%	38%	5%	6%	9%	10%
OIL COMPANIES	58%	54%	40%	38%	27%	28%	40%	38%	15%	18%	21%	24%
WATER UTILITY COMPANIES	54%	55%	50%	52%	29%	29%	37%	35%	17%	16%	13%	12%
NATURAL GAS COMPANIES	51%	48%	45%	47%	40%	40%	42%	40%	10%	12%	13%	14%
ELECTRICITY UTILITY COMPANIES	51%	46%	47%	49%	21%	22%	34%	32%	29%	32%	19%	18%
MINING COMPANIES	34%	37%	28%	31%	48%	43%	52%	47%	18%	20%	20%	21%

REGULATION BY INDUSTRY

INDUSTRY	TOO MUCH				ABOUT RIGHT				TOO LITTLE			
	AFRICA		GLOBAL		AFRICA		GLOBAL		AFRICA		GLOBAL	
	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019
BANKING COMPANIES	38%	25%	21%	19%	49%	59%	47%	49%	13%	15%	32%	32%
AUTOMOTIVE COMPANIES	15%	17%	17%	18%	68%	61%	60%	57%	18%	22%	23%	25%
OIL COMPANIES	25%	25%	17%	17%	51%	45%	49%	44%	24%	30%	33%	39%
WATER UTILITY COMPANIES	15%	13%	14%	15%	47%	54%	59%	58%	38%	33%	27%	28%
NATURAL GAS COMPANIES	19%	16%	16%	16%	57%	56%	57%	54%	24%	27%	27%	30%
ELECTRICITY UTILITY COMPANIES	29%	24%	17%	18%	29%	32%	53%	50%	42%	44%	31%	32%
MINING COMPANIES	18%	19%	13%	14%	48%	44%	51%	46%	34%	37%	36%	39%

For the natural gas industry, gaps between the Africa region and the global measure are narrower with the widest gaps for: works ethically with politicians and government officials (13 points higher) and is innovative (10 points higher). Compared to 2017, respondents from Africa rate oil companies lower across a number of measures including: an industry that I trust (6 points lower), has a strong track record of behaving responsibly (9 points lower, of note statement wording was changed from 'corporate social responsibility' to 'behaving responsibly'), provides high quality products or services (5 points lower), is responsive to the needs of customers (5 points lower), and contributes to socioeconomic development in communities where it operates (6 points lower). Results for natural gas companies are consistent with 2017.

It is important for industry to understand how much credibility and trust citizens have in the various voices regularly discussing issues related to the oil and gas sector.

The top-rated sources among respondents in the Africa region are the same as those who are valued globally-university professors with expertise in natural gas or oil issues and scientists working for either industry. Notably, trust in various industry representatives remains significantly stronger in the Africa region than globally – including for an oil company executive (16 percentage points higher), a natural gas company executive (15 points higher), a scientist or engineer who works for an oil company (14 points higher), a scientist or engineer who works for a natural gas company (12 points higher), and an industry association that represents oil or natural gas companies (13 points higher for both). Compared to 2017, trust has declined for environmental activists (5 points lower) and religious leaders (5 points lower), while it has improved for celebrities (7 points higher).

Globally and in the Africa region, nearly half or more respondents have favourable views towards all prominent energy sources tested. Respondents in the Africa region are generally more favourable towards most sources. Renewables (solar and wind) and hydroelectric continue to be viewed most positively with more than ninety percent favourability both globally and in the Africa region. In the Africa region, nearly nine in ten respondents (86%) say that they have a favourable view about natural gas as an energy source (4 percentage points higher than globally) and nearly seven in ten (69%) share the same perspective about oil (12 percentage points higher than globally). Compared to 2017, impressions of multiple energy sources have worsened including: burning waste (22 points lower), burning wood (14 points lower), coal (5 points lower), or tidal (5 points lower).

2. Industry Attributes

GLOBAL PERSPECTIVES ON KEY INDUSTRY ATTRIBUTES

INDUSTRY	OIL				MINING				NATURAL GAS			
	AFRICA		GLOBAL		AFRICA		GLOBAL		AFRICA		GLOBAL	
	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019
HAS A STRONG TRACK RECORD OF FINANCIAL PERFORMANCE	57%	54%	38%	40%	38%	38%	26%	29%	46%	42%	34%	35%
HAS A POSITIVE IMPACT ON THE ECONOMY IN...	57%	53%	39%	40%	46%	41%	30%	32%	50%	46%	39%	38%
PROVIDES HIGH QUALITY PRODUCTS OR SERVCES	53%	48%	32%	33%	36%	38%	24%	27%	48%	44%	34%	35%
IS WELL MANAGED	49%	45%	31%	32%	31%	29%	22%	24%	41%	40%	31%	33%
IS INNOVATIVE	48%	45%	30%	31%	31%	29%	21%	23%	43%	42%	32%	32%
CONTRIBUTES TO SOCIOECONOMIC DEVELOPMENT IN COMMUNITIES WHERE IT OPERATES	46%	40%	32%	34%	34%	34%	26%	28%	43%	42%	32%	35%
MAKES SURE HIGH SAFETY STANDARDS ARE MET IN ALL PLACES	46%	43%	31%	31%	33%	30%	23%	25%	44%	42%	34%	35%
IS AN INDUSTRY THAT I TRUST	45%	39%	29%	29%	26%	29%	21%	24%	40%	40%	32%	34%
IS RESPONSIVE TO THE NEEDS OF CUSTOMERS	43%	38%	28%	29%	27%	28%	20%	22%	42%	40%	30%	32%
HAS A STRONG TRACK RECORD OF BEHAVING RESPONSIBLY*	42%	33%	27%	28%	27%	28%	20%	23%	41%	38%	29%	31%
WORKS ETHICALLY WITH POLITICIANS AND GOVERNMENT OFFICIALS	38%	39%	21%	21%	28%	30%	17%	18%	36%	35%	23%	23%
CARES ABOUT THE PLANET AND OUR ENVIRONMENT	28%	27%	22%	22%	23%	21%	18%	19%	38%	35%	29%	30%
CHARGES A FAIR PRICE FOR THEIR PRODUCTS/SERVICES	28%	28%	24%	24%	24%	24%	20%	22%	30%	34%	27%	29%

**statement changed from 'Has a strong track record of corporate social responsibility' in 2017 to 'Has a strong track record of behaving responsibly' in 2019.*

Consistent with the 2017 study, half of respondents in the Africa region (51%) agree that their lives are better today because of what oil and gas have made possible (6 percentage points higher than the global measure). On the topic of environmental impacts, half (51%) agree that it is possible for oil and natural gas development to balance economic benefits and environmental impacts (10 percentage points higher than globally).

As with the global perspective, few respondents in the Africa region (34%) agree outright that it is feasible and practical that in ten years they will use almost no oil and natural gas in their day to day lives. Impressions also remain divided whether the industry is sincerely committed and working hard to reduce the amount of greenhouse gases it produces both globally and in Africa. However, respondents in the Africa region are more likely to agree than the global measure (7 percentage points higher).

A key objective of this research initiative was to track global interest in Canadian oil and natural gas, comparing results against measurements for the industry's messaging about safety and environmental innovation.

Respondents were asked if they would like to see more, less, or the same amount of energy from a series of top producing countries (excluding their country of residence). Opinions remain consistent with 2017. Globally, Canada continues to rank as the top country for receiving more oil and natural gas, while it ranks second only to Nigeria for oil and is statistically tied with Nigeria for natural gas in the Africa region (since the home country was not displayed for these questions, those in the Africa region who rank Nigeria first are based in South Africa only). Notably, a greater percentage of respondents in the Africa region compared to global measures say they would prefer to get more energy from all of the eleven countries assessed, particularly when it comes to oil. The largest gaps are seen for Nigeria (20 percentage points higher than global measures), China (8 points higher), and Saudi Arabia (8 points higher).

Consistent with Canada's strong ranking as a preferred source of energy, agreement with statements about Canada's safety (3 points lower) and environmental record (6 points higher) are higher in the Africa region than globally. Results are consistent with 2017.

OIL AND NATURAL GAS

POSITIVE IMPACT ON THE ECONOMY

WELL ABOVE/SLIGHTLY ABOVE AVERAGE

	OIL		NATURAL GAS	
	2017	**2019**	2017	**2019**
TOTAL AFRICA	57%	53%	50%	46%
NIGERIA	70%	**68%**	58%	**53%**
SOUTH AFRICA	43%	**37%**	43%	**39%**

HAS A STRONG TRACK RECORD OF FINANCIAL PERFORMANCE

WELL ABOVE/SLIGHTLY ABOVE AVERAGE

	OIL		NATURAL GAS	
	2017	**2019**	2017	**2019**
TOTAL AFRICA	57%	54%	46%	42%
NIGERIA	65%	**62%**	54%	**53%**
SOUTH AFRICA	49%	**45%**	38%	**32%**

PROVIDES A HIGH QUALITY PRODUCT OR SERVICE

WELL ABOVE/SLIGHTLY ABOVE AVERAGE

	OIL		NATURAL GAS	
	2017	**2019**	2017	**2019**
TOTAL AFRICA	53%	48%	48%	44%
NIGERIA	60%	**55%**	50%	**51%**
SOUTH AFRICA	46%	**40%**	46%	**37%**

3. Trust

TOP 2 BOX
A GOVERNMENT OFFICIAL

	2017	2019
AFRICA	29%	30%
GLOBAL	28%	28%

TOP 2 BOX
A CELEBRITY
(ACTOR, MUSICIAN)

	2017	2019
AFRICA	26%	33%
GLOBAL	25%	26%

TRUSTED SOURCES OF INFORMATION - BELIEVE MOST/SOME OF WHAT THEY SAY (TOP 2 BOX)

	AFRICA		GLOBAL	
	2017	2019	2017	2019
A UNIVERSITY PROFESSOR WHO IS AN EXPERT ON OIL / NATURAL GAS ISSUES*	79%	75% / 74%	69%	66% / 67%
A SCIENTIST AND ENGINEER WHO WORKS FOR AN OIL / NATURAL GAS COMPANY *	75%	70% / 70%	59%	56% / 58%
AN ENVIRONMENTAL ACTIVIST	71%	66%	56%	54%
A NEIGHBOR OR FRIEND WHO WORKS IN THE OIL / NATURAL GAS INDUSTRY*	64%	62% / 62%	52%	49% / 50%
AN INDUSTRY ASSOCIATION THAT REPRESENT OIL / NATURAL GAS COMPANIES *	56%	51% / 54%	40%	39% / 41%
AN OIL / NATURAL GAS COMPANY EXECUTIVE*	54%	54% / 55%	39%	38% / 40%
A JOURNALIST	51%	52%	43%	43%
A RESPECTED LOCAL COMMUNITY LEADER	49%	48%	45%	45%
A NATIVE OR ABORIGINAL LEADER	39%	38%	43%	41%
THE LEADER OF YOUR COUNTRY	39%	42%	37%	35%

**statements asked separately for oil and natural gas in 2019*

PERSPECTIVES ON TRUST IN INDUSTRY

INDUSTRY	TRUST		NEUTRAL		DISTRUST		DON'T KNOW		
	AFRICA	GLOBAL	AFRICA	GLOBAL	AFRICA	GLOBAL	AFRICA	GLOBAL	
OIL AND GAS	44%	31%	24%	34%	28%	29%	3%	6%	2017
NATURAL GAS	41%	34%	33%	36%	19%	22%	7%	7%	2017
OIL	40%	29%	27%	32%	28%	32%	5%	7%	2019
NATURAL GAS	39%	35%	36%	35%	18%	23%	7%	7%	2019

TRUST BY COUNTRY (TOP 2 BOX)

NATRUAL GAS COMPANIES	TRUST A GREAT DEAL/TRUST A LITTLE	
	2017	2019
NIGERIA	46%	47%
SOUTH AFRICA	36%	32%

OIL COMPANIES	TRUST A GREAT DEAL/TRUST A LITTLE	
	2017	2019
NIGERIA	55%	51%
SOUTH AFRICA	34%	29%

4. Global Energy Literacy and Perceptions

GLOBAL ENERGY PERSPECTIVES (TOP 3 BOX) EXTREMELY/VERY/SOMEWHAT FAVOURABLE

	AFRICA		GLOBAL	
	2017	2019	2017	2019
SOLAR	99%	96%	96%	95%
WIND	93%	90%	94%	93%
HYDROELECTRIC (INCLUDING DAMS)	93%	93%	92%	93%
NATURAL GAS	87%	86%	82%	82%
OIL	70%	69%	57%	57%
NUCLEAR	57%	59%	54%	56%
COAL	64%	59%	49%	45%

5. Energy Perspectives

PERSPECTIVES ON TRUST IN INDUSTRY

INDUSTRY	AGREE		NEUTRAL		DISAGREE		DON'T KNOW		
	AFRICA	GLOBAL	AFRICA	GLOBAL	AFRICA	GLOBAL	AFRICA	GLOBAL	
I AM MORE LIKELY TO SUPPORT MY COUNTRY IMPORTING ENERGY FROM COUNTRIES THAT HAVE A PLAN TO FIGHT CLIMATE CHANGE	55%	43%	21%	27%	19%	20%	4%	10%	2017
IT'S POSSIBLE FOR OIL AND GAS DEVELOPMENT TO BALANCE ECONOMIC BENEFITS AND THE ENVIRONMENTAL IMPACTS IN A WAY THAT PEOPLE LIKE ME CAN AGREE WITH	55%	40%	24%	31%	17%	17%	5%	12%	2017
OUR LIVES ARE BETTER TODAY BECAUSE OF WHAT OIL AND GAS MAKES POSSIBLE	53%	46%	24%	28%	19%	17%	3%	9%	2017
IT'S FEASIBLE AND PRACTICAL THAT IN TEN YEARS I WILL USE ALMOST NO OIL AND NATURAL GAS IN MY DAY-TO-DAY LIFE	36%	34%	25%	29%	34%	27%	6%	11%	2017
THE OIL AND NATURAL GAS INDUSTRY IS SINCERELY COMMITTED AND WORKING HARD TO REDUCE THE AMOUNT OF GREENHOUSE GASES IT PRODUCES	37%	28%	30%	31%	26%	29%	7%	13%	2017
I AM MORE LIKELY TO SUPPORT MY COUNTRY IMPORTING ENERGY FROM COUNTRIES THAT HAVE A PLAN TO FIGHT CLIMATE CHANGE	50%	41%	23%	27%	21%	21%	6%	11%	2019
IT'S POSSIBLE FOR OIL AND GAS DEVELOPMENT TO BALANCE ECONOMIC BENEFITS AND THE ENVIRONMENTAL IMPACTS IN A WAY THAT PEOPLE LIKE ME CAN AGREE WITH	51%	40%	24%	30%	17%	17%	8%	12%	2019
OUR LIVES ARE BETTER TODAY BECAUSE OF WHAT OIL AND GAS MAKES POSSIBLE	51%	45%	26%	29%	17%	17%	6%	10%	2019
IT'S FEASIBLE AND PRACTICAL THAT IN TEN YEARS I WILL USE ALMOST NO OIL AND NATURAL GAS IN MY DAY-TO-DAY LIFE	34%	34%	26%	28%	32%	28%	9%	11%	2019
THE OIL AND NATURAL GAS INDUSTRY IS SINCERELY COMMITTED AND WORKING HARD TO REDUCE THE AMOUNT OF GREENHOUSE GASES IT PRODUCES	36%	29%	30%	30%	24%	28%	10%	13%	2019

MANY COUNTRIES IMPORT OIL, WOULD YOU PREFER TO GET MORE OR LESS ENERGY FROM THIS COUNTRY?

	AFRICA		GLOBAL	
	2017	2019	2017	2019
NIGERIA	34%	38%	17%	18%
CANADA	28%	29%	24%	26%
SAUDI ARABIA	29%	28%	22%	21%
UNITED STATES	29%	27%	21%	21%
UAE	30%	27%	21%	21%
VENEZUELA	22%	25%	19%	21%
CHINA	21%	24%	16%	16%
KUWAIT	21%	24%	21%	22%
IRAQ	21%	22%	18%	19%
RUSSIA	20%	21%	18%	20%
IRAN	22%	21%	16%	17%

GLOBAL ATTITUDES ABOUT CANADIAN OIL AND GAS

INDUSTRY	AGREE		NEUTRAL		DISAGREE		DON'T KNOW		
	AFRICA	GLOBAL	AFRICA	GLOBAL	AFRICA	GLOBAL	AFRICA	GLOBAL	
GIVEN THE CHOICE, I WOULD CHOOSE CANADIAN OIL AND GAS IMPORTED FROM ANOTHER COUNTRY	36%	31%	32%	35%	16%	15%	17%	19%	2017
CANADA'S OIL AND GAS IS THE SAFEST AND MOST RESPONSIBLY PRODUCED IN THE WORLD	31%	26%	36%	35%	10%	12%	23%	27%	2017
CANADA'S OIL AND GAS IS INVENTING AND USING LEADING EDGE TECHNOLOGIES TO MINIMIZE ENVIRONMENTAL IMPACT	40%	33%	30%	31%	9%	11%	22%	25%	2017
CRITICS VIEWS ABOUT CANADA'S OIL AND NATURAL GAS INDUSTRY TEND TO BE MORE ABOUT POLITICAL CONFRONTATION AND DON'T REALLY REFLECT THE REALITY OF WHAT'S GOING ON	26%	27%	40%	36%	13%	13%	21%	25%	2017
GIVEN THE CHOICE, I WOULD CHOOSE CANADIAN OIL AND GAS IMPORTED FROM ANOTHER COUNTRY	37%	32%	32%	33%	13%	16%	18%	19%	2019
CANADA'S OIL AND GAS IS THE SAFEST AND MOST RESPONSIBLY PRODUCED IN THE WORLD	30%	27%	35%	34%	12%	13%	22%	26%	2019
CANADA'S OIL AND GAS IS INVENTING AND USING LEADING EDGE TECHNOLOGIES TO MINIMIZE ENVIRONMENTAL IMPACT	40%	34%	30%	30%	10%	11%	20%	24%	2019
CRITICS VIEWS ABOUT CANADA'S OIL AND NATURAL GAS INDUSTRY TEND TO BE MORE ABOUT POLITICAL CONFRONTATION AND DON'T REALLY REFLECT THE REALITY OF WHAT'S GOING ON	29%	28%	37%	35%	13%	13%	21%	24%	2019