

RUSSIA

ANALYSIS

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.

Russian respondents continue to have views that are more favourable towards all of the collective industries tested than the rest of the global respondents. The largest difference in opinion are for mining companies (16 percentage points higher), oil companies (10 points higher), and automotive companies (8 points higher). Results are consistent with the 2017 study.

On the question of trust, despite more positive impressions of the oil and natural gas industries overall Russian respondents provide lower ratings on trust- for natural gas (7 points lower) and oil (3 points lower). These results are consistent with 2017.

On the question of industry regulation, most respondents both globally and in Russia feel that there is currently the right amount of regulation governing each industry. The exception in Russia is for oil companies where nearly half of respondents feel there is too little regulation (7 points higher than the global measure). Compared to 2017, Russian respondents are more likely to think there is too little regulation for oil companies (14 points higher) or natural gas companies (10 points higher).

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 Russia held similar views about oil companies and natural gas companies compared to the global measures, with a few exceptions. For the oil industry, Russian respondents were more likely than the global measure to rate oil companies positively for: works ethically with politicians and government officials (18 points higher), has a positive impact on the economy (8 points higher), and is innovative (7 points higher). They are also less likely to rate oil companies highly for being responsive to consumer needs (4 points lower). Compared to 2017, respondents in Russia provide lower ratings for has a positive impact on the economy (6 points lower) and has a strong track record of behaving responsibly (9 points lower).

For natural gas companies, Russian respondents provided higher ratings for similar areas as they do oil companies. They are more likely than the global measure to rate natural gas companies positively for: works ethically with politicians and government officials (12 points higher) and has a positive impact on the economy (7 points higher), as well as contributes to socioeconomic development in communities where it operates (5 points higher). They are also less likely to rate natural gas companies highly for being responsive to consumer needs (8 points lower), as well as cares about the planet and our environment (5 points lower), and has a strong track record of behaving responsibly (3 points lower). Compared to 2017, respondents in Russia provide lower ratings for has a positive impact on the economy (5 points lower) and has a strong track record of behaving responsibly (5 points lower).

2019 Global Energy Pulse



1. Industry Reputation and Regulation

FAVOURABILITY BY INDUSTRY

INDUSTRY	FAVOURABLE				NEUTRAL				UNFAVOURABLE			
	RUSSIA		GLOBAL		RUSSIA		GLOBAL		RUSSIA		GLOBAL	
	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019
BANKING COMPANIES	47%	51%	48%	50%	35%	34%	32%	32%	18%	14%	20%	18%
AUTOMOTIVE COMPANIES	62%	60%	52%	52%	33%	33%	39%	38%	5%	7%	9%	10%
OIL COMPANIES	49%	48%	40%	38%	39%	34%	40%	38%	12%	19%	21%	24%
WATER UTILITY COMPANIES	53%	53%	50%	52%	37%	35%	37%	35%	10%	12%	13%	12%
NATURAL GAS COMPANIES	54%	52%	45%	47%	38%	35%	42%	40%	8%	13%	13%	14%
ELECTRICITY UTILITY COMPANIES	55%	55%	47%	49%	34%	33%	34%	32%	11%	12%	19%	18%
MINING COMPANIES	47%	48%	28%	31%	50%	45%	52%	47%	3%	8%	20%	21%

REGULATION BY INDUSTRY

INDUSTRY	TOO MUCH				ABOUT RIGHT				TOO LITTLE			
	RUSSIA		GLOBAL		RUSSIA		GLOBAL		RUSSIA		GLOBAL	
	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019
BANKING COMPANIES	16%	14%	21%	19%	45%	45%	47%	49%	39%	41%	32%	32%
AUTOMOTIVE COMPANIES	13%	11%	17%	18%	59%	59%	60%	57%	28%	30%	23%	25%
OIL COMPANIES	15%	12%	17%	17%	53%	41%	49%	44%	32%	46%	33%	39%
WATER UTILITY COMPANIES	8%	10%	14%	15%	55%	51%	59%	58%	37%	40%	27%	28%
NATURAL GAS COMPANIES	12%	10%	16%	16%	60%	52%	57%	54%	28%	38%	27%	30%
ELECTRICITY UTILITY COMPANIES	10%	9%	17%	18%	54%	54%	53%	50%	36%	37%	31%	32%
MINING COMPANIES	6%	9%	13%	14%	63%	61%	51%	46%	26%	31%	36%	39%

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 Russian are the same as those who are valued globally- a university professor who is an expert in oil or natural gas issues and a scientist or engineer who is an expert on oil or natural gas issues. Respondents in Russia are more likely to find each of these sources credible, particularly a scientist or engineer (12-14 points higher compared to global measure). Comparatively, credibility is lower in Russia for an oil gas company executive (4 points lower than the global average) or a natural gas company executive (5 points lower). Other notable differences include greater perceived credibility for a friend or neighbor who works in the oil or natural gas sector (15 points higher) or the leader of the country (7 points higher). Credibility is lower for government officials (9 points lower), celebrities (8 points lower), and journalists (6 points lower).

Globally and in Russia, nearly one half or more of respondents continue to have favourable views towards all prominent energy sources tested. Renewables (solar and wind) and hydroelectric continue to be viewed most positively with more than ninety percent favourability both globally and in Russia. In Russia, more than eight in ten respondents (82%) say that they have a favourable view about natural gas as an energy source (consistent with the global measure) and six in ten (60%) share the

same perspective about oil (3 percentage points higher). Notably, Russian respondents feel more favourable towards several sources of energy including: nuclear (14 points higher), burning waste (12 points higher), coal (10 points higher) and tidal (7 points higher). Compared to 2017, however, impressions have worsened for most sources of energy including: coal (8 points lower), oil (8 points lower), burning waste (6 points lower), burning wood (6 points lower), and natural gas (5 points lower).

Consistent with the 2017 study, nearly half (48%) of respondents from Russia agree that their lives are better today because of what oil and gas have made possible (3 percentage points higher than the global measure). On the topic of environmental impacts, nearly half (46%) of Russian respondents continue to agree that it is possible for oil and natural gas development to balance economic benefits and environmental impacts (6 percentage points higher than the global measure).

Similar to the global perspective, few respondents in Russia (30%) agree 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. In Russia, there is greater skepticism that the industry is sincerely committed and working hard to reduce the amount of greenhouse gases it produces (only two in ten agree – 9 points lower than the global measure).

2. Industry Attributes

GLOBAL PERSPECTIVES ON KEY INDUSTRY ATTRIBUTES

INDUSTRY	OIL				MINING				NATURAL GAS			
	RUSSIA		GLOBAL		RUSSIA		GLOBAL		RUSSIA		GLOBAL	
	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019
HAS A STRONG TRACK RECORD OF FINANCIAL PERFORMANCE	41%	41%	38%	40%	28%	31%	26%	29%	39%	38%	34%	35%
HAS A POSITIVE IMPACT ON THE ECONOMY IN...	53%	47%	39%	40%	45%	41%	30%	32%	51%	46%	39%	38%
PROVIDES HIGH QUALITY PRODUCTS OR SERVICES	35%	37%	32%	33%	34%	33%	24%	27%	38%	36%	34%	35%
IS WELL MANAGED	35%	33%	31%	32%	28%	28%	22%	24%	34%	31%	31%	33%
IS INNOVATIVE	37%	38%	30%	31%	25%	28%	21%	23%	36%	33%	32%	32%
CONTRIBUTES TO SOCIOECONOMIC DEVELOPMENT IN COMMUNITIES WHERE IT OPERATES	43%	38%	32%	34%	37%	38%	26%	28%	42%	40%	32%	35%
MAKES SURE HIGH SAFETY STANDARDS ARE MET IN ALL PLACES	34%	32%	31%	31%	28%	26%	23%	25%	36%	34%	34%	35%
IS AN INDUSTRY THAT I TRUST	32%	29%	29%	29%	26%	27%	21%	24%	35%	33%	32%	34%
IS RESPONSIVE TO THE NEEDS OF CUSTOMERS	25%	25%	28%	29%	23%	22%	20%	22%	26%	24%	30%	32%
HAS A STRONG TRACK RECORD OF BEHAVING RESPONSIBLY*	34%	25%	27%	28%	27%	26%	20%	23%	32%	27%	29%	31%
WORKS ETHICALLY WITH POLITICIANS AND GOVERNMENT OFFICIALS	37%	39%	21%	21%	30%	30%	17%	18%	37%	35%	23%	23%
CARES ABOUT THE PLANET AND OUR ENVIRONMENT	19%	20%	22%	22%	20%	20%	18%	19%	25%	25%	29%	30%
CHARGES A FAIR PRICE FOR THEIR PRODUCTS/SERVICES	23%	22%	24%	24%	21%	22%	20%	22%	25%	28%	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.



A key objective of this research initiative remained examining whether there was global interest in Canadian oil and gas, as well as assessing measurements for the industry's messaging about safety and environmental innovation.

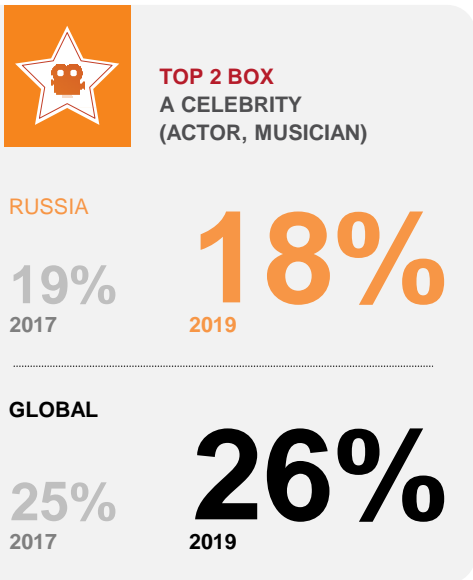
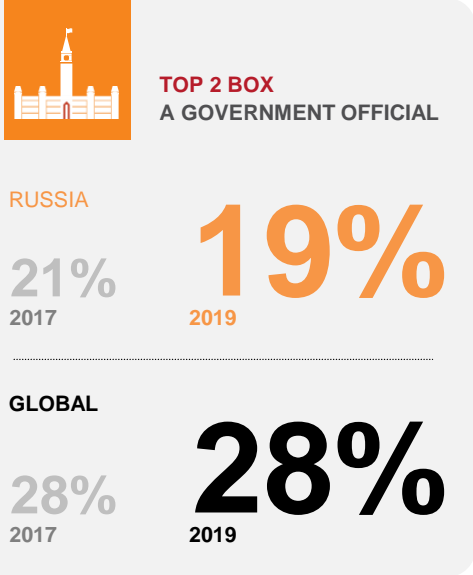
Respondents were asked if they would like to see more, less or the same amount of energy from a series of top producing countries (excluding their country of residence). Opinions remain consistent with 2017. Globally, Canada ranks as the top country for receiving more energy, while it is the least preferred source in Russia. Respondents in Russia are generally less likely to prefer more energy from all sources than the global measurement and there is no clear preferred outside source for oil and natural gas.

Consistent with their weaker impressions of Canadian oil and gas, Russian respondents were also less likely to agree with statements about Canada's safety record (5 points lower) than the global measures while impressions are consistent regarding Canada's environmental record (2 points lower).

3. Trust

TRUSTED SOURCES OF INFORMATION

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



	RUSSIA		GLOBAL	
	2017	2019	2017	2019
A UNIVERSITY PROFESSOR WHO IS AN EXPERT ON OIL / NATURAL GAS ISSUES	72%	70% / 71%	69%	66% / 67%
A SCIENTIST AND ENGINEER WHO WORKS FOR AN OIL / NATURAL GAS COMPANY	69%	68% / 72%	59%	56% / 58%
A NEIGHBOR OR FRIEND WHO WORKS IN THE OIL / NATURAL GAS INDUSTRY	63%	65% / 65%	52%	49% / 50%
THE LEADER OF YOUR COUNTRY	55%	43%	37%	35%
AN ENVIRONMENTAL ACTIVIST	54%	58%	56%	54%
A RESPECTED LOCAL COMMUNITY LEADER	48%	49%	45%	45%
AN INDUSTRY ASSOCIATION THAT REPRESENT OIL / NATURAL GAS COMPANIES	45%	37% / 37%	40%	39% / 41%
A JOURNALIST	42%	36%	43%	43%
A NATIVE OR ABORIGINAL LEADER	42%	40%	43%	41%
AN OIL / NATURAL GAS COMPANY EXECUTIVE	40%	34% / 35%	39%	38% / 40%

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

PERSPECTIVES ON TRUST IN INDUSTRY

INDUSTRY	TRUST		NEUTRAL		DISTRUST		DON'T KNOW		
	RUSSIA	GLOBAL	RUSSIA	GLOBAL	RUSSIA	GLOBAL	RUSSIA	GLOBAL	
OIL AND GAS	30%	31%	39%	34%	23%	29%	7%	6%	2017
NATURAL GAS	32%	34%	42%	36%	19%	22%	7%	7%	
OIL	26%	29%	36%	32%	34%	32%	5%	7%	2019
NATURAL GAS	28%	35%	36%	35%	31%	23%	5%	7%	

4. Global Energy Literacy and Perceptions

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

	RUSSIA		GLOBAL	
	2017	2019	2017	2019
SOLAR	97%	96%	96%	95%
WIND	96%	96%	94%	93%
HYDROELECTRIC (INCLUDING DAMS)	94%	96%	92%	93%
NATURAL GAS	87%	82%	82%	82%
NUCLEAR	70%	69%	54%	56%
OIL	68%	60%	57%	57%
COAL	63%	55%	49%	45%

5. Energy Perspectives

PERSPECTIVES ON TRUST IN INDUSTRY

INDUSTRY	AGREE		NEUTRAL		DISAGREE		DON'T KNOW	
	RUSSIA	GLOBAL	RUSSIA	GLOBAL	RUSSIA	GLOBAL	RUSSIA	GLOBAL
I AM MORE LIKELY TO SUPPORT MY COUNTRY IMPORTING ENERGY FROM COUNTRIES THAT HAVE A PLAN TO FIGHT CLIMATE CHANGE	30%	43%	32%	27%	22%	20%	16%	10%
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	45%	40%	25%	31%	18%	17%	13%	12%
OUR LIVES ARE BETTER TODAY BECAUSE OF WHAT OIL AND GAS MAKES POSSIBLE	52%	46%	20%	28%	21%	17%	6%	9%
IT'S FEASIBLE AND PRACTICAL THAT IN TEN YEARS I WILL USE ALMOST NO OIL AND NATURAL GAS IN MY DAY-TO-DAY LIFE	30%	34%	22%	29%	38%	27%	9%	11%
THE OIL AND NATURAL GAS INDUSTRY IS SINCERELY COMMITTED AND WORKING HARD TO REDUCE THE AMOUNT OF GREENHOUSE GASES IT PRODUCES	22%	28%	31%	31%	30%	29%	17%	13%
I AM MORE LIKELY TO SUPPORT MY COUNTRY IMPORTING ENERGY FROM COUNTRIES THAT HAVE A PLAN TO FIGHT CLIMATE CHANGE	31%	41%	28%	27%	26%	21%	16%	11%
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	46%	40%	28%	30%	12%	17%	13%	12%
OUR LIVES ARE BETTER TODAY BECAUSE OF WHAT OIL AND GAS MAKES POSSIBLE	48%	45%	21%	29%	22%	17%	9%	10%
IT'S FEASIBLE AND PRACTICAL THAT IN TEN YEARS I WILL USE ALMOST NO OIL AND NATURAL GAS IN MY DAY-TO-DAY LIFE	30%	34%	25%	28%	35%	28%	11%	11%
THE OIL AND NATURAL GAS INDUSTRY IS SINCERELY COMMITTED AND WORKING HARD TO REDUCE THE AMOUNT OF GREENHOUSE GASES IT PRODUCES	20%	29%	32%	30%	31%	28%	18%	13%

2017

2019

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

	RUSSIA		GLOBAL			RUSSIA		GLOBAL	
	2017	2019	2017	2019		2017	2019	2017	2019
IRAN	16%	13%	16%	17%	NIGERIA	9%	11%	17%	18%
VENEZUELA	12%	13%	19%	21%	KUWAIT	11%	10%	21%	22%
UAE	16%	12%	21%	21%	CANADA	12%	9%	24%	26%
IRAQ	15%	12%	18%	19%	UNITED STATES	11%	9%	21%	21%
SAUDI ARABIA	14%	12%	22%	21%					
CHINA	12%	12%	16%	16%					

GLOBAL ATTITUDES ABOUT CANADIAN OIL AND GAS

INDUSTRY	AGREE		NEUTRAL		DISAGREE		DON'T KNOW	
	RUSSIA	GLOBAL	RUSSIA	GLOBAL	RUSSIA	GLOBAL	RUSSIA	GLOBAL
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GIVEN THE CHOICE, I WOULD CHOOSE CANADIAN OIL AND GAS IMPORTED FROM ANOTHER COUNTRY	18%	31%	29%	35%	33%	15%	20%	19%
CANADA'S OIL AND GAS IS THE SAFEST AND MOST RESPONSIBLY PRODUCED IN THE WORLD	19%	26%	33%	35%	19%	12%	29%	27%
CANADA'S OIL AND GAS IS INVENTING AND USING LEADING EDGE TECHNOLOGIES TO MINIMIZE ENVIRONMENTAL IMPACT	29%	33%	30%	31%	16%	11%	25%	25%
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	25%	27%	35%	36%	15%	13%	25%	25%
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GIVEN THE CHOICE, I WOULD CHOOSE CANADIAN OIL AND GAS IMPORTED FROM ANOTHER COUNTRY	16%	32%	32%	33%	30%	16%	22%	19%
CANADA'S OIL AND GAS IS THE SAFEST AND MOST RESPONSIBLY PRODUCED IN THE WORLD	22%	27%	32%	34%	14%	13%	32%	26%
CANADA'S OIL AND GAS IS INVENTING AND USING LEADING EDGE TECHNOLOGIES TO MINIMIZE ENVIRONMENTAL IMPACT	32%	34%	30%	30%	11%	11%	27%	24%
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	28%	28%	32%	35%	12%	13%	28%	24%

2017

2019