

PUBLIC OPINION RESEARCH ON URBAN GAS DRILLERS

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Today's Presentation

- 1) Perception of the natural gas industry**
- 2) Perception of potentially problematic issues associated with natural gas**



Study Sites

Wise County

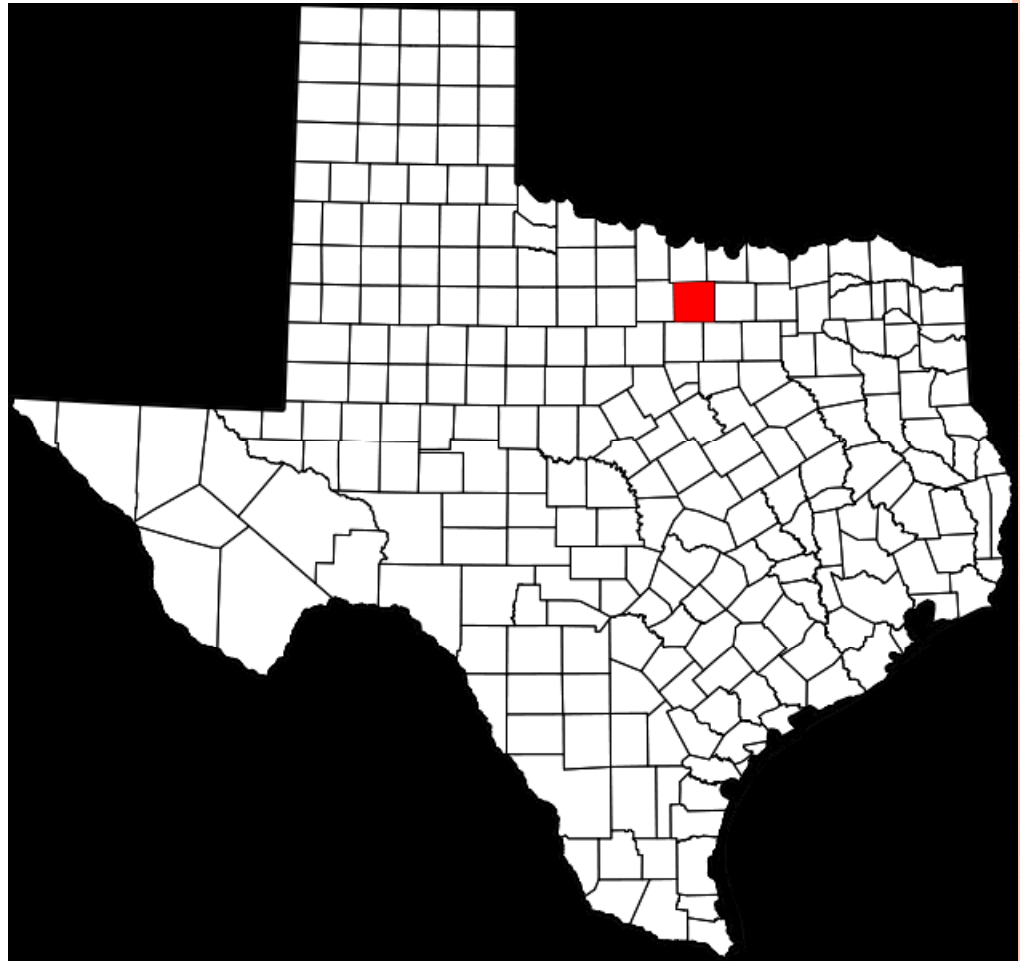
Johnson County

Tarrant County



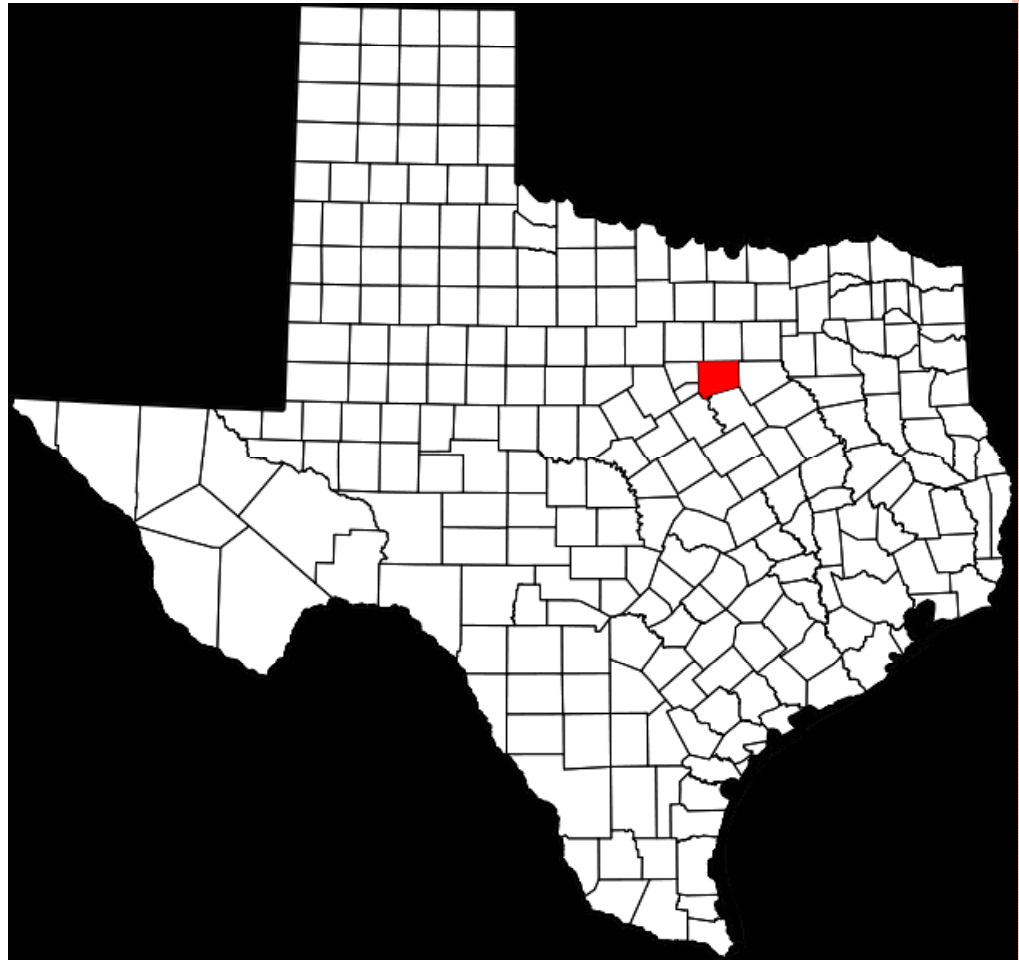
Wise County

- Represented a site with relatively mature development
- Much of the initial development was performed after the first well completion in 1981



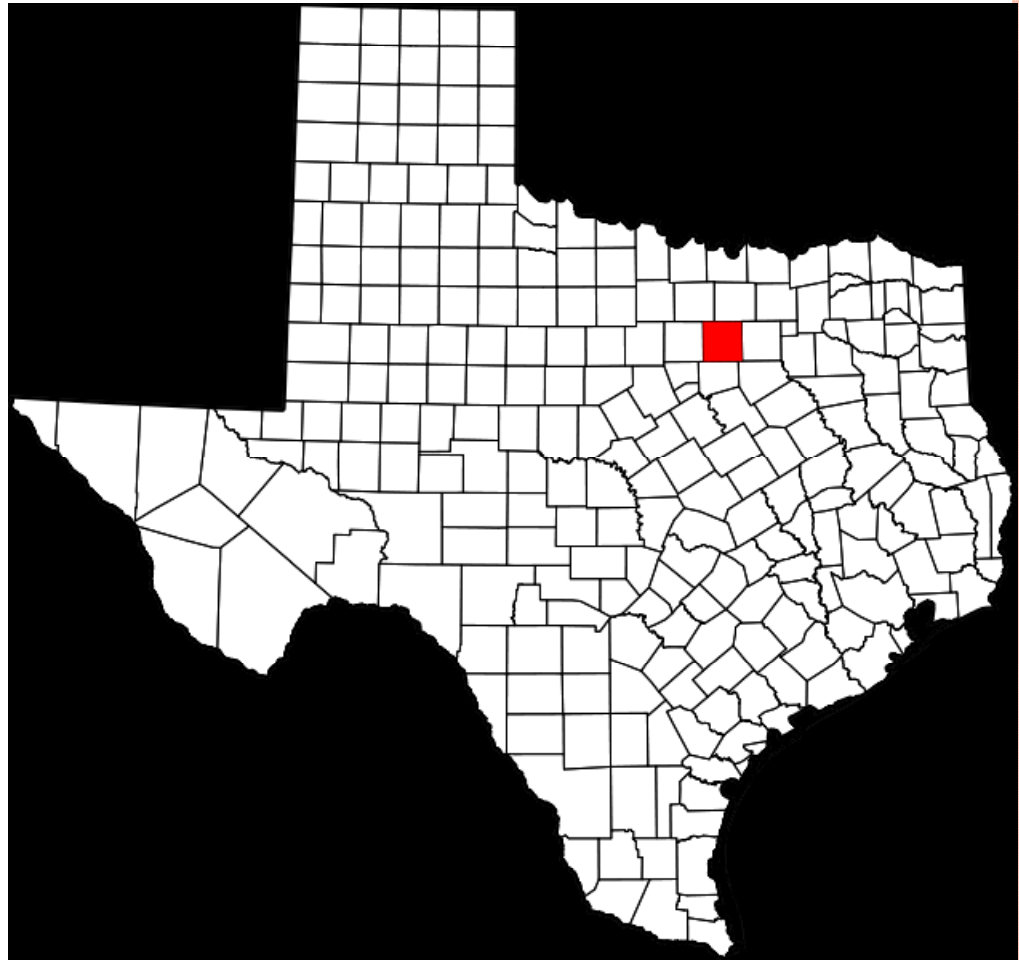
Johnson County

- Represented a site where large-scale E&P activities were just beginning
- Referred to in 2005 (at the time when this research was conceptualized) as an emerging “sweet spot”



Tarrant County

- Represented an urban site where **large-scale E&P activities are occurring**
- **Population count**
- **Population density**



Data Collection

Wise County and Johnson County

Household survey questionnaire

(late spring, early summer 2006)


Tarrant County

Household survey questionnaire

(spring 2009)



SAM HOUSTON STATE UNIVERSITY
DEPARTMENT OF SOCIOLOGY

QUALITY OF LIFE AND
ENERGY PRODUCTION IN

TARRANT COUNTY



A Member of The Texas State University System



Perception of the natural gas industry





In 1993 a group of grassroots oil producers and royalty owners from Oklahoma, Texas and Kansas met to discuss their concerns about the image of their chosen profession -- and one specific concern resurfaced over and over: **the public's negative perception of the oil and gas industry.**

Even more telling was the research gathered by the American Petroleum Institute, which concluded that the oil industry **was second only to tobacco** as the industry with the worst public image.



Gallup's Annual Poll

Year	Very/Somewhat positive (%)	Neutral (%)	Very/Somewhat negative (%)
2001	24	21	54
2002	25	28	44
2003	35	22	43
2004	21	18	58
2005	20	17	62
2006	15	7	77
2007	19	14	67
2008	15	8	76

Perception of the NG Industry

Statement	Overall	Johnson	Wise	Tarrant
Natural gas operators MUST adopt and use more environmentally friendly drilling practices.	88	85	90	87

0 = disagreement

1 = agreement



Perception of the NG Industry

Statement	Overall	Johnson	Wise	Tarrant
Natural gas companies will do only what's required by law.	77	77	79	75

0 = disagreement

1 = agreement



Perception of the NG Industry

Statement	Overall	Johnson	Wise	Tarrant
Not enough information concerning the development of natural gas is being made available to the general public.	77	82	77	68

0 = disagreement

1 = agreement

p < 0.01



Perception of the NG Industry

Statement	Overall	Johnson	Wise	Tarrant
Natural gas operators are drilling and producing too close to homes and businesses.	67	61	78	57

$p < 0.001$

0 = disagreement

1 = agreement



Perception of the NG Industry

Statement	Overall	Johnson	Wise	Tarrant
Too little attention is being paid to the social costs of natural gas development.	65	64	70	58

$p < 0.05$

0 = disagreement

1 = agreement



Perception of the NG Industry

Statement	Overall	Johnson	Wise	Tarrant
Natural gas industry operators in this area are too politically powerful.	63	57	69	60

$p < 0.05$

0 = disagreement

1 = agreement



Perception of the NG Industry

Statement	Overall	Johnson	Wise	Tarrant
Even when carefully controlled, natural gas development is likely to upset the quality of life in a local area.	55	56	60	43

0 = disagreement

1 = agreement

$p < 0.01$



Perception of the NG Industry

Statement	Overall	Johnson	Wise	Tarrant
The natural gas companies have no compassion for our natural environment.	50	48	58	40

$p < 0.01$

0 = disagreement

1 = agreement



Perception of the NG Industry

Statement	Overall	Johnson	Wise	Tarrant
All in all, the benefits of natural gas development for this area are greater than the costs.	61	61	55	76

p < 0.001

0 = disagreement

1 = agreement



Perception of the NG Industry

Statement	Overall	Johnson	Wise	Tarrant
In the long run, I'm sure that people in this area will be better off if our natural gas resources are developed.	75	79	65	85

0 = disagreement

1 = agreement

$p < 0.001$



**Perception of potentially
problematic issues
associated with natural
gas development**



Perception of Potentially Problematic Issues

30 issues

Because of the development of natural gas, the issue is _____.

getting worse (-1)

staying the same (0)

getting better (1)



Issues	Overall	Johnson	Wise	Tarrant
Increased truck traffic	-0.68	-0.70	-0.75	-0.51
Amt. of freshwater used	-0.50	-0.50	-0.59	-0.35
Depletion of aquifers	-0.41	-0.36	-0.50	-0.32
High tax rates	-0.40	-0.37	-0.53	-0.19
Noise pollution	-0.36	-0.38	-0.41	-0.24
Water pollution	-0.36	-0.26	-0.50	-0.26
Cond. of streets and roads	-0.35	-0.41	-0.30	-0.33
Traffic accidents	-0.34	-0.31	-0.43	-0.23
Air pollution	-0.33	-0.33	-0.34	-0.29
Environmental quality	-0.32	-0.30	-0.37	-0.28

Issues	Overall	Johnson	Wise	Tarrant
Land use conflicts	-0.32	-0.28	-0.41	-0.24
Loss of privacy	-0.30	-0.26	-0.41	-0.15
Population growth	-0.26	-0.32	-0.20	-0.26
Use of illegal drugs	-0.25	-0.19	-0.33	-0.22
Odors/fumes from drill operat.	-0.24	-0.28	-0.24	-0.16
Light from drill operat.	-0.24	-0.30	-0.22	-0.16
Crime	-0.18	-0.21	-0.19	-0.11
Fire hazards	-0.17	-0.17	-0.21	-0.11
Respect for law and order	-0.13	-0.12	-0.13	-0.16
Gas well explosions	-0.11	-0.14	-0.10	-0.09

Issues	Overall	Johnson	Wise	Tarrant
Disagree among residents	-0.10	-0.10	-0.10	-0.10
Effectiveness of County govt.	-0.04	0.00	-0.10	-0.01
Absence of zoning regs.	-0.03	-0.05	-0.08	0.09
Effectiveness of City govt.	-0.03	-0.00	-0.06	-0.03
Poverty	-0.02	-0.02	0.10	-0.22
Local police protection	0.05	0.02	0.11	-0.01
Med. and health care services	0.07	-0.01	0.24	-0.13
Quality of local schools	0.08	0.05	0.21	-0.12
Fire protection services	0.12	0.07	0.20	0.07
Availability of good jobs	0.26	0.27	0.42	-0.04

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Summary

Public Perception

- mixed view

Potentially Problematic Issues

- social and environmental issues
 - viewed more *negatively*
- economic and service-related issues
 - viewed more *positively*



Paradox

General public

- **distrusts the intrusion of the gas industry and dislikes certain problematic issues perceived to accompany it**
- **the majority of citizens appreciate and welcome the economic and service-related benefits which accompany the industry**



To change Public (Mis)Perception

- 1. Fund and promote informational and educational programs**
- 2. Communicate openly with the public and enhance involvement**
- 3. Engage in partnerships**



Thank You

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