

IADC Workforce Detailed Survey Findings

July 2023



Workshop Overview and Reiteration of Goals

In order to inform IADC's go-forward outreach strategy with Prospective Employees, Brunswick is executing a three-phase research plan and will ultimately deliver a data-backed messaging platform to be used as the foundation for future IADC communications development with this critical stakeholder group.

The research will help IADC and its member companies gain a baseline understanding of perceptions, motivations, misunderstandings, and opportunities among Prospective Employees, and will answer the following key research questions:

1. What influences students in key fields, such as engineering and technology, to work in the sector or pursue jobs in other industries?
2. What differences in perception and motivation exist between "field" / blue collar workers and those with more education or marketable technical skills / white collar professionals?

Survey Objectives and Methodology

Objectives:

- Uncover attributes audiences use to define the industry
- Understand industry perceptions and awareness
- Identify most compelling messages
- Explore regional and audience nuances

Methodology	
Methodology:	Online Survey
Audience:	Veterans (n=499), Vocational Students (n=506), Relevant Industry (N=500), Relevant Degree (N=500), 18-25 Non-college / College unemployed (N=500)
Regions:	UK, US, APAC, EU
Dates:	May 31 st , 2023 – July 10 th , 2023

Audience & Region Breakdown

Veterans	Vocational Students	Relevant Industry
<ul style="list-style-type: none"> Is a Veteran 	<ul style="list-style-type: none"> Currently a student Currently enrolled in a relevant trade, vocational, technical education or an apprenticeship Enrolled in a trade, vocational, technical education or an apprenticeship in the past 2 years 	<ul style="list-style-type: none"> Currently employed Currently working in a relevant industry (<i>Aerospace, Agriculture, Construction, Industrials, Maintenance, Manufacturing, Mining, Technology / IT, Transportation (Shipping, Maritime, Trucking), Utilities</i>)
	Relevant Degree Students	18-25 Non-college / College unemployed
	<ul style="list-style-type: none"> Currently a student Currently studying a relevant degree Higher education student 	<ul style="list-style-type: none"> 18-25 years old Not currently a student No college degree OR college degree AND unemployed or working part-time

US

UK

EU

APAC

- Italy
- Denmark
- Norway
- France
- Germany
- Netherlands
- Poland

- Vietnam
- India
- Indonesia
- Malaysia
- Australia
- Thailand
- United Arab Emirates
- New Zealand

Executive Summary

Global Key Findings

1	Work-life balance and career growth and development stand out as the most important job factors that audiences consider when searching for job opportunities, suggesting a need for messaging to take a holistic look at life in drilling.
2	Veterans and Vocational Students will be the easiest audience to move as initial interest, familiarity, and perceptions start higher than other audiences. Relevant Degree and Younger Unemployed/Non-College will be the hardest to move as they have lower interest, less familiarity, and are more outwardly negative towards the drilling industry.
3	Environmental, safety, and job security concerns are the main inhibitors of interest in the drilling industry. A narrative that directly addresses these concerns will be necessary to build and maintain interest and positive perceptions.
4	Higher familiarity with the drilling industry translates into increased interest and positive perceptions of the industry. Additional outreach across all audiences is table stakes.
5	While there are many avenues for the drilling industry to gain better exposure with audiences, such as YouTube, TikTok, Facebook, and Instagram, the most effective messengers are those with a personal connection to the recruit.

Audience Takeaways

Veterans

- ❖ Veterans are most familiar with the drilling industry which translates into higher interest in the industry than other audiences
- ❖ The majority of veterans across all markets are positive towards the drilling industry, with the APAC and the US being the most positive
- ❖ Prioritize employee benefits and supportive leadership
- ❖ Describes the industry more positively; profitable, high-paying, impactful
- ❖ Messaging that works for them focuses on basic employment needs such as job security, safety, training, and pay



Vocational Students

- ❖ After Veterans, Vocational students are the next most interested audience in the drilling industry, and there is substantial room to grow favorable perceptions with nearly half being unfamiliar with the industry
- ❖ Work-life balance, supportive leadership, and professional development are the most important characteristics to emphasize with this audience
- ❖ Vocational students describe the industry as high paying, global, and risky
- ❖ Unprompted, this audience is the most likely to consider a career in the drilling industry
- ❖ Vocational students in the EU are the exception as they have little interest in a career in drilling and our messaging only slightly improves this interest



Relevant Industry

- ❖ Workers in relevant industries are somewhat familiar with the drilling industry, but have room to grow
- ❖ Career growth and development opportunities, and work-life balance are key job factors to focus on when targeting this audience
- ❖ The oil and gas drilling industry is not top of mind for this audience when considering a career
- ❖ Profitable, high-paying, global, risky and dirty are noteworthy descriptors for how this audience views the industry
- ❖ Messaging focused on job security is key for this audience
- ❖ Workers in relevant industries in the US & APAC region are most interested



Audience Takeaways

Relevant Degree Students

- ❖ Students are less familiar and hear more negative news about the drilling industry than other audiences
- ❖ Information about the work-life balance at a company will be key to communicate to this audience
- ❖ Risky and profitable are top of mind descriptors for the drilling industry
- ❖ Communication about job security and innovative technologies will be key in attracting this audience to the industry
- ❖ A career in the drilling industry is not a top choice for this audience
- ❖ The APAC region has the most positive view of the industry while other regions fall behind



18-25 Non-College / College Unemployed

- ❖ Initial familiarity with the drilling industry is lower
- ❖ Compared to other industries, oil and gas drilling is not top of mind for this audience when thinking of a career
- ❖ Work-life balance and skill development are key characteristics when searching for a job
- ❖ Profitable and risky are terms most used by this audience to describe the drilling industry
- ❖ Similar to other audiences, job security is a message that would make this audience more likely to pursue a career in the industry



Regional Takeaways

1. **All markets prioritize work-life balance and development opportunities:** The most important job factors across different markets are work-life balance and career growth. However, there are some regional variations; in the US, supportive leadership is given more importance, while in APAC, skill development is prioritized.
2. **Our messaging moves audiences to a place of increased interest in a career in drilling:** After being exposed to our messaging, we move all audiences by double-digits, where a majority of respondents across all markets expressed increased interest in the drilling industry.
3. **Lean into job security and opportunity messaging:** Messaging preferences vary greatly by market, but there was agreement that messages around job security and maximizing employees' potential are important for audiences to hear.
4. **We can use messaging on technology to attract talent:** A clear interest in cutting-edge technology, such as drones, 3D modeling, and robotics, indicates the workforce across markets is eager to work in an innovative, trendsetting industry.

Recommendations

1	Messaging should start with the fundamental needs of employees. In addition to a sense of purpose, employees are looking for security and safety. Respondents reiterated throughout the research that factors such as job security, safety, career growth, and benefits are highly valued.
2	Use cutting-edge technology to “reintroduce” the industry. While the use of advanced technology is not audiences’ first association with the drilling industry, messaging that speaks to how the industry uses 3D modeling, drones, and robotics helps drive interest.
3	Highlight sustainability and ESG messaging to mitigate negativity. The drilling industry is often described as “dirty,” and negative news about its environmental impact is a key driver of negative perceptions and lack of interest in a career in drilling. The industry should lean into sustainability and ESG messaging to help counter those perceptions.
4	Show how the drilling industry is for everyone. Whether it’s because of a perceived lack of credentials or lack of interest, many respondents described the drilling industry as “not for them.” Future messaging and campaigns needs to reflect a variety of backgrounds and careers to show how inclusive the industry is.
5	Utilize personal connections when recruiting. All audiences indicated that they trust friends and family the most when it comes to learning more about the drilling industry, suggesting that recruitment through personal connections will be especially effective. Similar to the point above, using employee stories to tell the industry’s story will help make it seem accessible and relatable.
6	To increase interest and improve perceptions of the drilling industry, we must meet audiences where they are and often. Higher awareness of the industry translates into higher interest and more positive perceptions. There needs to be consistent messaging around the industry’s benefits leveraged using both traditional and social media.






Detailed Findings

There is close alignment in the factors audiences look for when looking for jobs; they are homed into what employers are saying about work-life balance, development opportunities, and their leadership.








Across all five audiences tested, there is clear alignment regarding the types of messaging the Potential Workforce wants to hear from employers, especially when it comes to work life balance, skill development, and growth opportunities.

Factors Most Important to Audiences When Searching For Jobs
by % Total Important (6-7)

Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 
Employee Benefits	Work-life Balance	Career Growth and Development Opportunities	Work-life Balance	Work-life Balance
Work-life Balance	Supportive Leadership	Work-life Balance	Career Growth and Development Opportunities	Skill Development
Supportive Leadership	Career Growth and Development Opportunities	Recognition and Reward for High Quality Work	Transparency & Communication	Career Growth and Development Opportunities
Career Growth and Development Opportunities	Skill Development	Supportive Leadership	Skill Development	Recognition and Reward for High Quality Work
Skill Development	Recognition and Reward for High Quality Work	Skill Development	Supportive Leadership	Transparency & Communication

When considering a regional-based communications approach to each audience, Veterans and Vocational Students may require a more tailored approach.

Top Important Factor to Audiences When Searching For Jobs by Region – % Total Important (6-7)

	Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 
US	Work-life Balance	Skill Development	Career Growth and Development Opportunities	Work-life Balance	Work-life Balance
UK	Recognition and Reward for High Quality Work	Supportive Leadership	Career Growth and Development Opportunities	Work-life Balance	Skill Development
EU	Skill Development	Recognition and Reward for High Quality Work	Career Growth and Development Opportunities	Work-life Balance	Work-life Balance
APAC	Employee Benefits	Career Growth and Development Opportunities	Career Growth and Development Opportunities	Career Growth and Development Opportunities	Skill Development

Q: On a scale from one to seven, please indicate how important each factor is when selecting a job, where "1" means not at all important and "7" means very important.

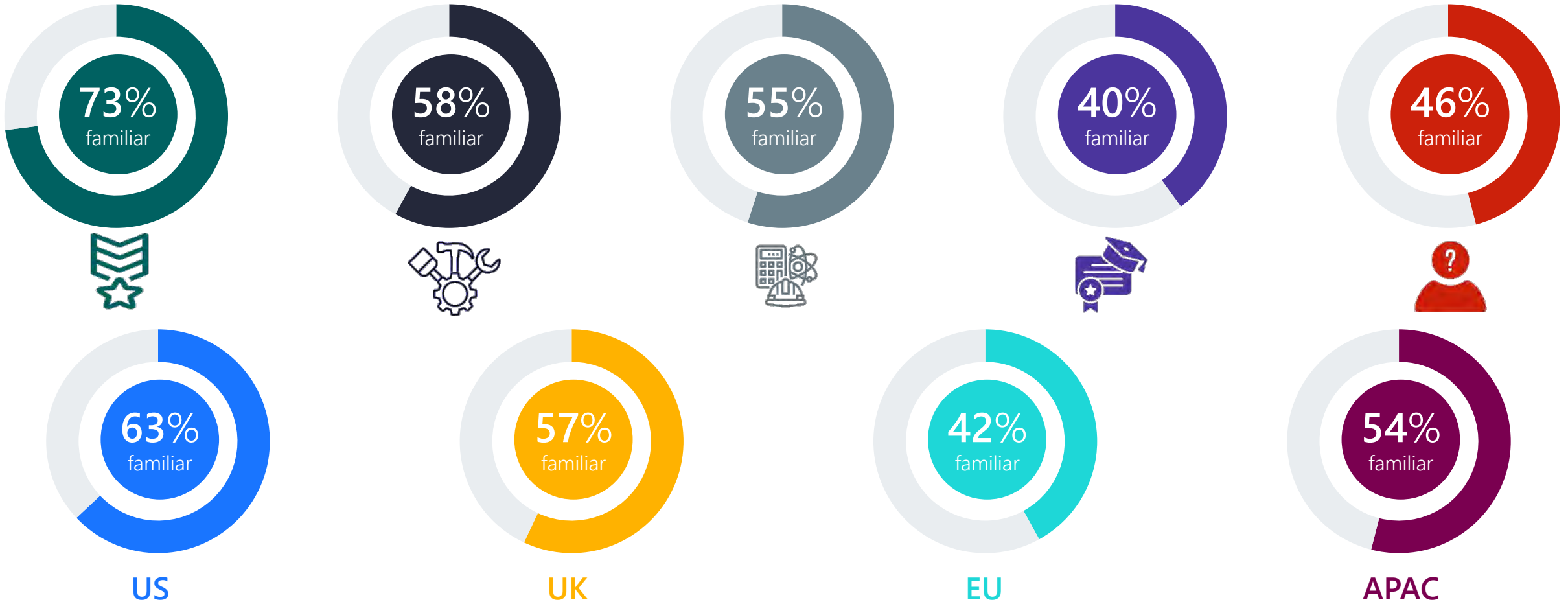
Awareness of the industry is modest; we have room to grow across all audiences and regions.

Interest in a career in the industry is low, where Veterans and Vocational Students express the highest initial interest.



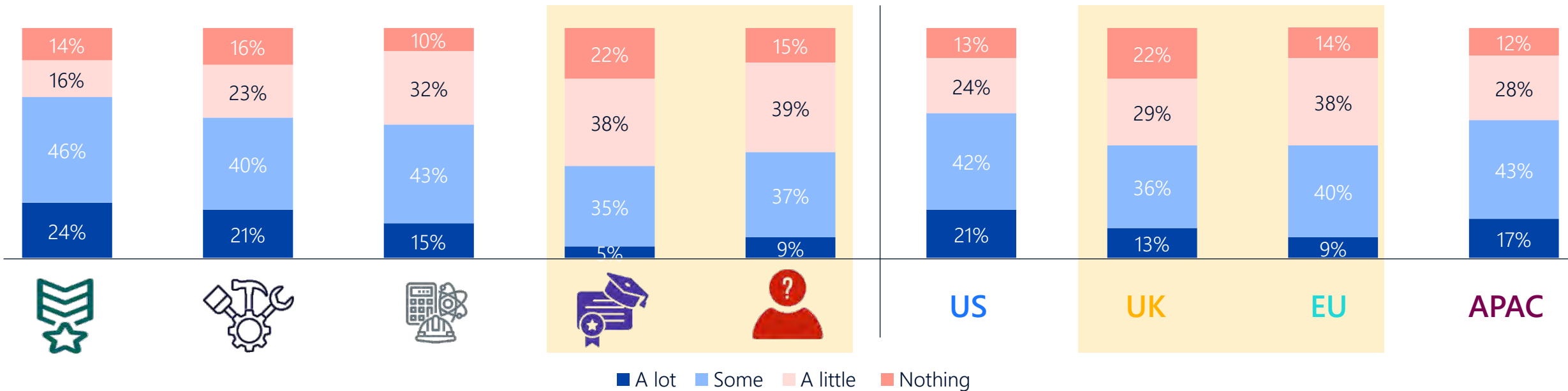
There is room to grow the drilling industry's profile among most audiences, but especially with students in relevant degrees, 18-25 Non-College / College Unemployed, and those in the EU.

Drilling Industry Familiarity



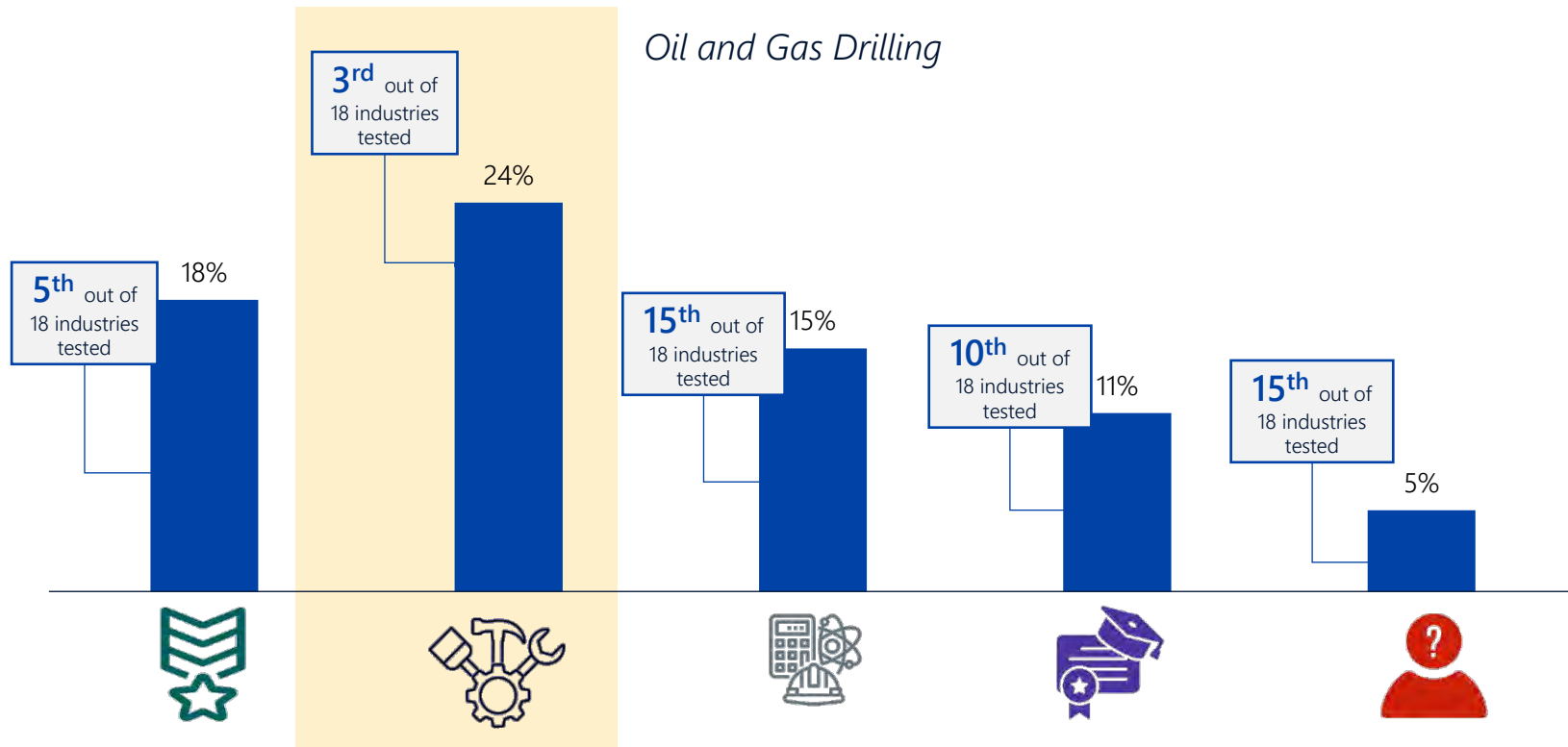
Drilling companies should prioritize efforts to increase exposure with relevant degree and 18-25 non-college/college unemployed audiences and the UK and EU regions.

How much have you seen, read, or heard about the drilling industry?



Vocational Students appear to be one of the industry's easiest targets for recruiting, showing the most interest in a future career in the industry.

Regardless of your current employment status, in which of the following industries would you consider searching for a career? Please select all that apply.



	US	UK	EU	APAC
<i>Oil and Gas Drilling By Region</i>				
	23%	25%	7%	8%
	24%	37%	17%	14%
	18%	19%	12%	10%
	11%	21%	3%	7%
	7%	4%	6%	5%

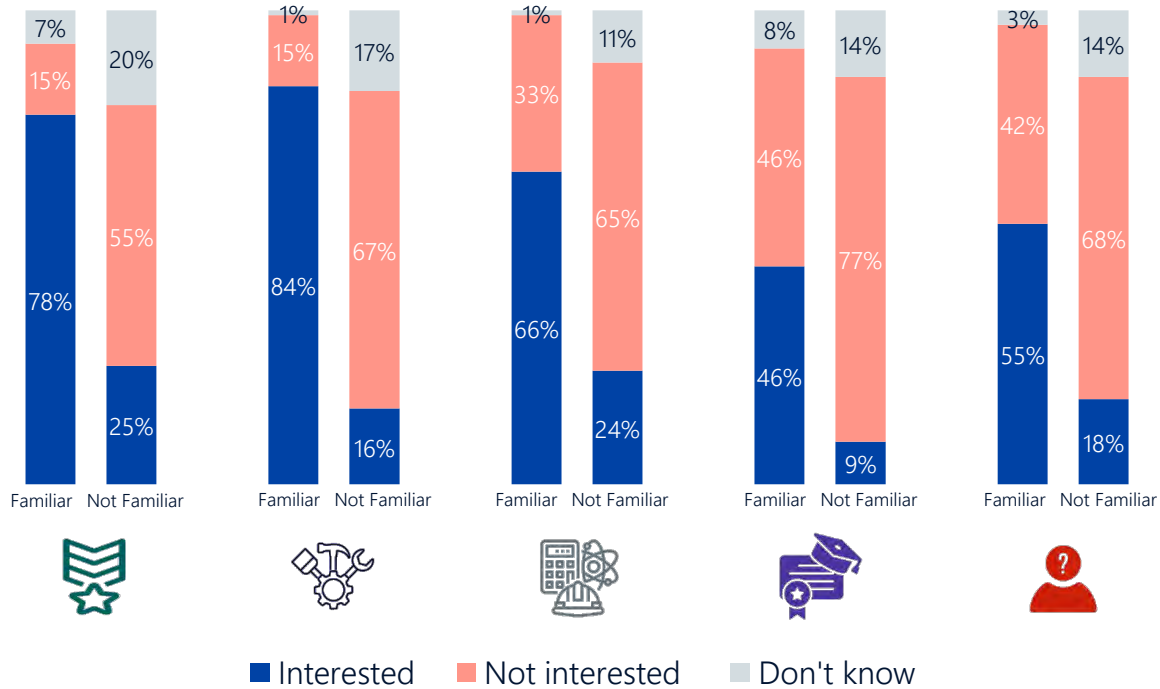
Increasing outreach will be paramount to attracting new talent, as higher familiarity translates into increased interest in and improved perceptions of the drilling industry.



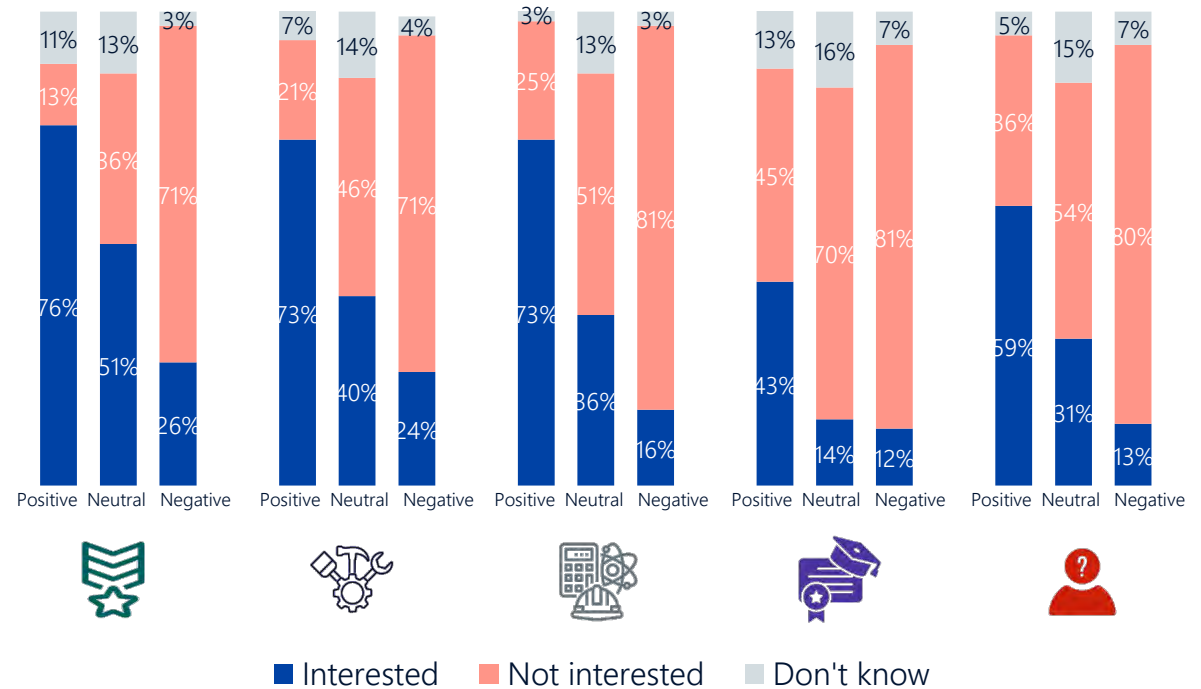
Familiarity with the industry translates into greater interest in a career in drilling, underscoring the importance of increasing industry exposure.

Relevant Degree and Younger Audiences are starting from a place of negativity and may be harder to move.

Industry Interest By Awareness Oil and Gas Drilling



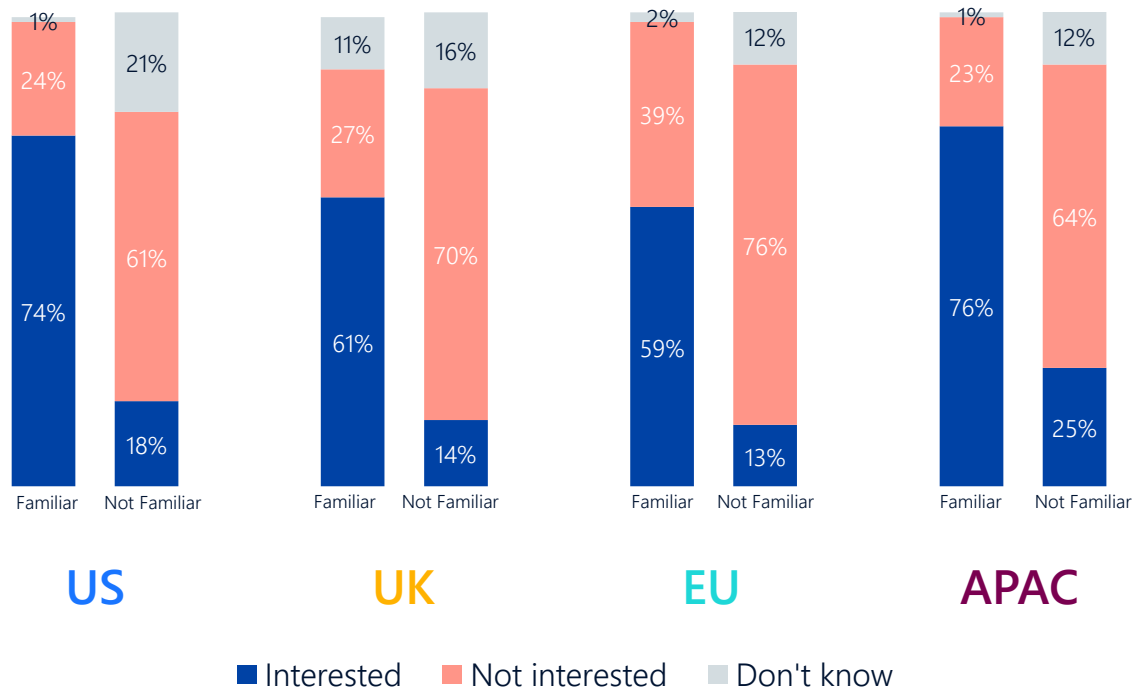
Industry Interest By Perceptions Oil and Gas Drilling



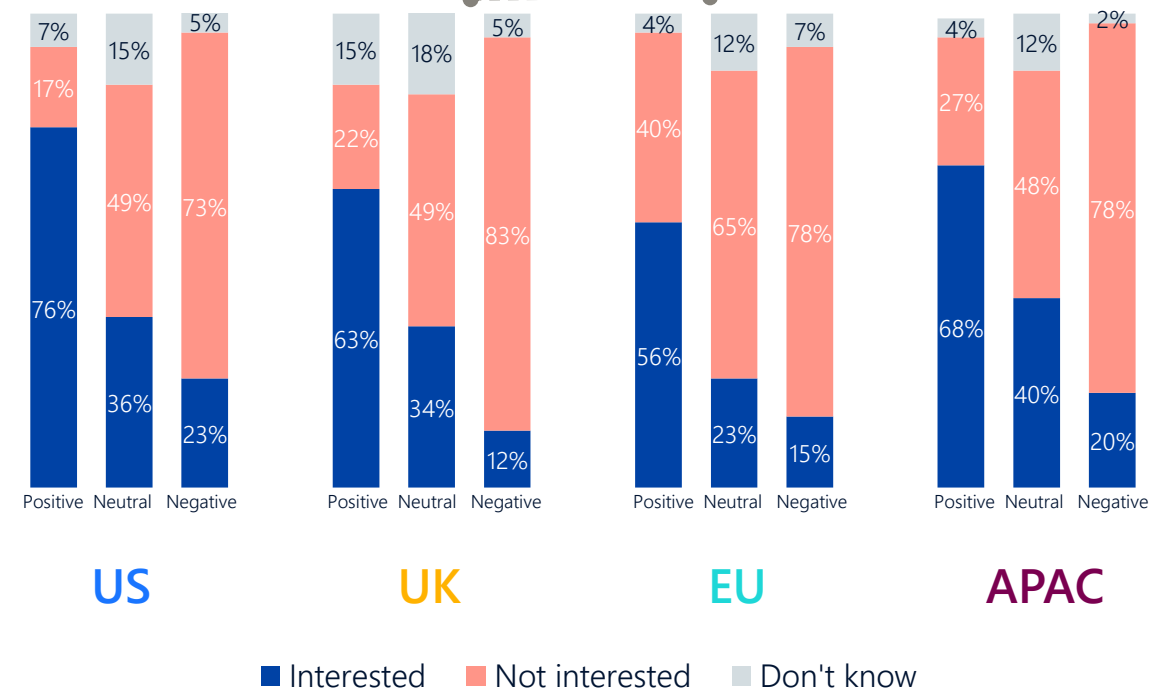
Q: How interested are you in a career in drilling?
 Q: How familiar would you say you are with the drilling industry?
 Q: What is your general impression of each of the following industries?

The same holds true regionally, where those more aware and those with a more favorable perception of the industry are most interested in a career.

Industry Interest By Awareness
Oil and Gas Drilling



Industry Interest By Perceptions
Oil and Gas Drilling

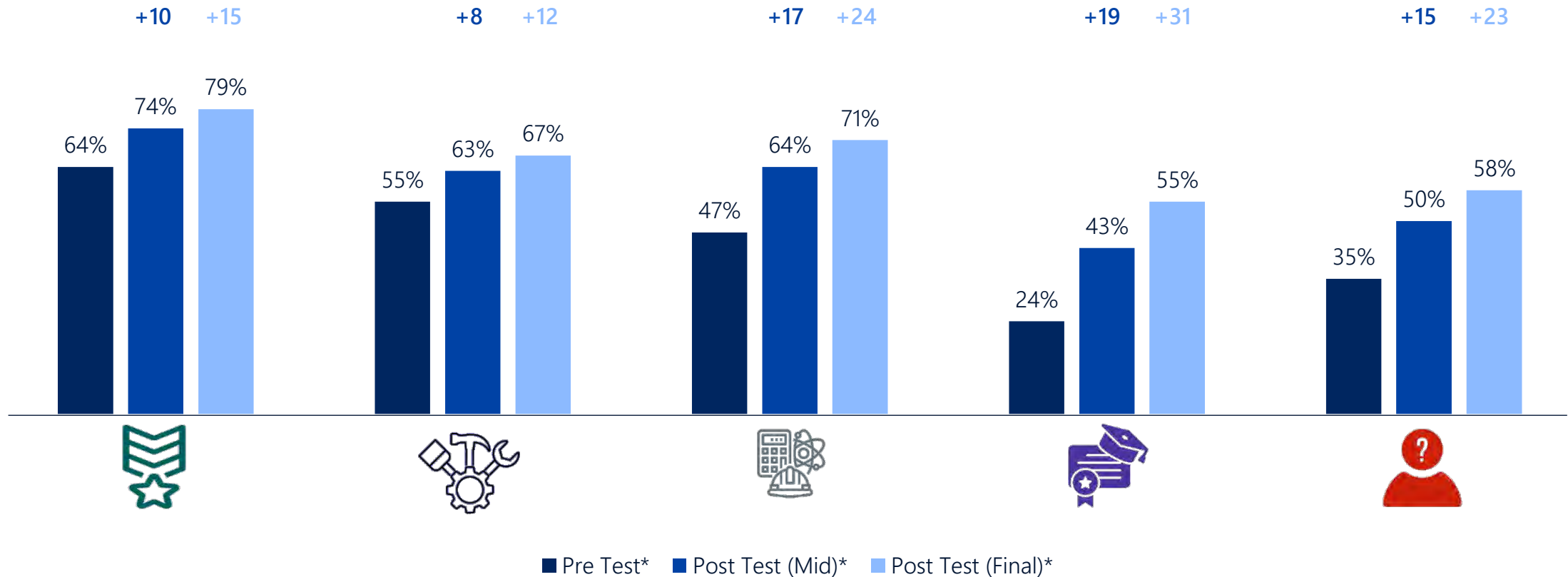


Q: How interested are you in a career in drilling?
 Q: How familiar would you say you are with the drilling industry?
 Q: What is your general impression of each of the following industries?

Tested messaging allows us to increase interest in a career by double digits across all audiences, with the greatest movement seen among those audiences with lower initial interest.

Drilling Industry Interest

(% Total Interested)

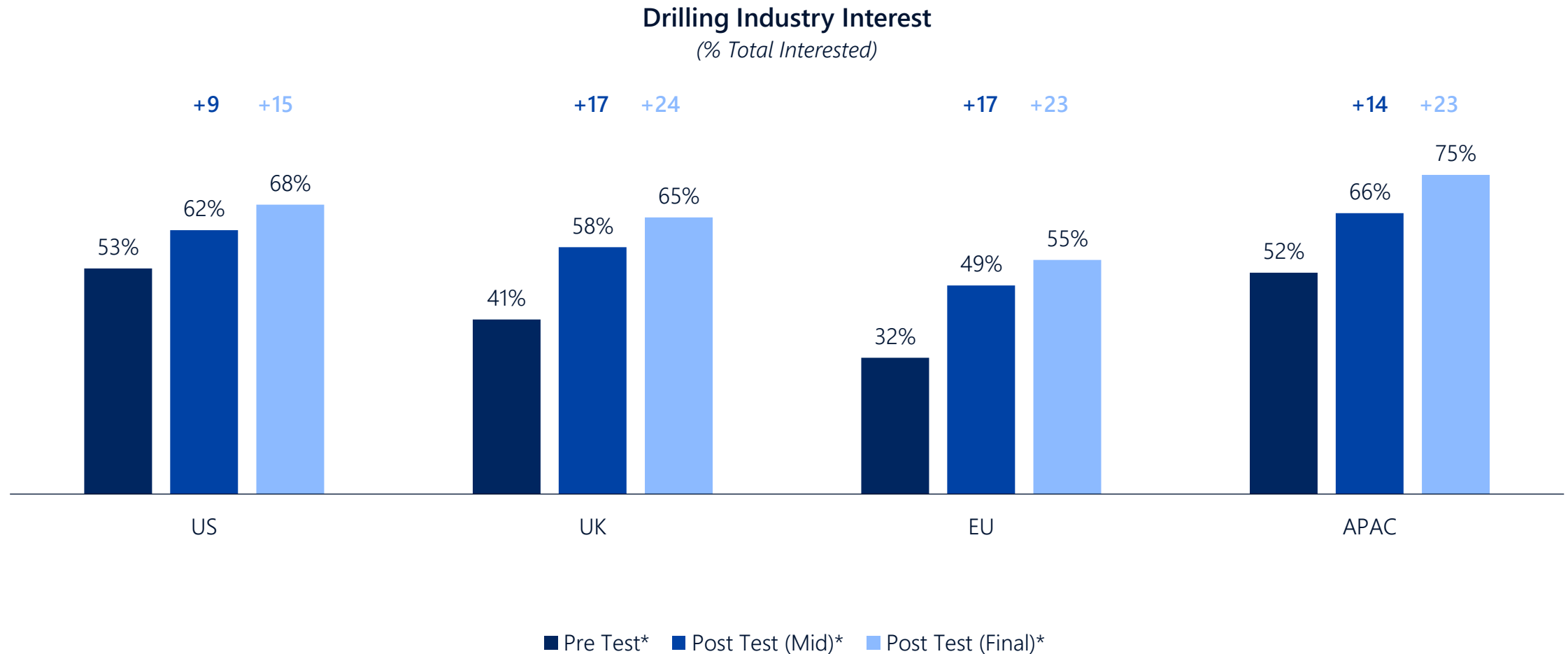


Q: How interested are you in a career in drilling? (Very/Somewhat Interested) *Exposed to Industries, Job Factors, Drilling Industry Definition

Q: Based on what you have now read, how interested would you be in pursuing a career in the drilling industry? (Very/Somewhat Interested) **Exposed to Drilling Industry Attributes, Drilling Industry Statements, "Cool" Factors

Q: Based on what you have now read, how interested would you be in pursuing a career in the drilling industry? (Very/Somewhat Interested) ***Exposed to Messaging

We are successful in moving audiences from a regional perspective, though have the most work ahead of us in convincing UK and EU audiences.



Q: How interested are you in a career in drilling? (Very/Somewhat Interested) *Exposed to Industries, Job Factors, Drilling Industry Definition

Q: Based on what you have now read, how interested would you be in pursuing a career in the drilling industry? (Very/Somewhat Interested) **Exposed to Drilling Industry Attributes, Drilling Industry Statements, "Cool" Factors

Q: Based on what you have now read, how interested would you be in pursuing a career in the drilling industry? (Very/Somewhat Interested) ***Exposed to Messaging

Competitive compensation is one of the factors doing the most to drive audiences' perceptions and understanding of the industry.



Compensation has a great deal to do with how audiences perceive the industry, as well as the perception of the industry's global presence and impact.






On a scale from one to seven, please indicate how well each of the following attributes describe the drilling industry, where "1" means it does not describe the industry at all and "7" means it describes the industry completely.

Total Describes (6-7)

	Veterans	Vocational	Relevant Industry	Relevant Degree	Non-College / College Unemployed	US	UK	EU	APAC
Top 5	Profitable	High Paying	Profitable	Risky	Profitable	Profitable	Risky	Profitable	High Paying
	High-Paying	Global	High Paying	Profitable	Risky	High Paying	Profitable	Global	Profitable
	Global	Risky	Global	Global	Global	Risky	Global	Polluting	Global
	Impactful	Polluting	Risky	Dirty	High Paying	Global	Polluting	Risky	Risky
	Technical	Profitable	Expensive	Impacts Geopolitics	Dirty	Dirty	Dirty	Dirty	Technology
Bottom 5	Polluting	Exciting	Volatile / Collaborative	Exciting	Stable	Data-Driven	Data-Driven	Stable	Stable
	Safe	Volatile	Data-Driven / Stable	Stable	Volatile	Volatile	Sustainable	Volatile	Exciting
	Meritocracy	Economic Security	Sustainable	Sustainable	Data-Driven	Sustainable	Stable	Sustainable	Volatile
	Volatile	Meritocracy	Meritocracy	Meritocracy	Sustainable	Meritocracy	Meritocracy	Safe	Meritocracy
	Deforestation	Safe	Safe	Safe	Safe	Safe	Safe	Meritocracy	Safe






While increased outreach is required regardless of the message behind it, the industry has made some headway as it related to audiences' understanding of key facts – emphasis is needed across the board, but we start from a good place when it comes to ideas like what backgrounds the industry employs, that it is well-paying, and that it uses technology to keep employees safe and improve sustainability efforts.

Please read each of the following statements about the drilling industry and please indicate if you think each statement is true or false.
(ranked by overall average across audiences/regions)

% True						US	UK	EU	APAC
Employs people with various backgrounds such as technology, engineering, business, and mechanical	79%	72%	80%	76%	73%	82%	73%	72%	77%
Requires long hours	76%	70%	75%	74%	70%	75%	70%	68%	80%
Offers high paying jobs with competitive salaries and benefits	77%	70%	74%	61%	66%	74%	67%	60%	78%
Uses advanced technologies to keep employees safe	75%	68%	69%	60%	63%	70%	63%	61%	73%
Uses advanced technologies to ensure operations are sustainable	74%	65%	61%	52%	60%	66%	58%	56%	70%
Offers opportunities to travel to exciting places around the world	69%	60%	67%	52%	57%	67%	62%	55%	60%

Importantly, competitive compensation contributes the most to positive perceptions. Capitalizing on this strength will be crucial to attract new talent. We also need to drive home the importance of the energy industry to jobs and the economy.






***What information specifically has given you a more [positive] impression of the drilling industry? Please be as specific as possible. (open-end, ranked)**

Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 	US	UK	EU	APAC
The Good Pay/High Salary/Competitive Compensation (1)	Technology/ Innovation/New Technology has been Developed (1)	The Good Pay/High Salary/Competitive Compensation (1)	The Good Pay/High Salary/Competitive Compensation (1)	The Good Pay/High Salary/Competitive Compensation (1)	The Good Pay/High Salary/Competitive Compensation (1)	The Good Pay/High Salary/Competitive Compensation (1)	The Good Pay/High Salary/Competitive Compensation (1)	The Good Pay/High Salary/Competitive Compensation (1)
It is a Good Service/ Industry/I Like it (2)	The Good Pay/High Salary/Competitive Compensation (2)	They are Being More Environmentally-/ Eco-friendly (2)	They are Being More Environmentally-/ Eco-friendly (2)	It is an Important Industry/It is Needed/We Cannot Live Without Energy (2)	The Industry Creates Jobs/Supports Millions of Jobs/they are Looking for Employees (1)	It is an Important Industry/It is Needed/We Cannot Live Without Energy (2)	They are Being More Environmentally-/ Eco-friendly (2)	It Helps the Economy/It Contributes to Economic Growth (2)
The Industry Creates Jobs/Supports Millions of Jobs/they are Looking for Employees (3)	The Industry Creates Jobs/Supports Millions of Jobs/they are Looking for Employees (2)	It is an Important Industry/It is Needed/We Cannot Live Without Energy (3)	It is a Good Service/ Industry/I Like it (3)	Information About the Drilling Process/Industry (How they do it, How it Works, Etc.) (2)	They are Being More Environmentally-/ Eco-friendly (2)	They are Being More Environmentally-/ Eco-friendly (3)	Information About the Drilling Process/Industry (How they do it, How it Works, Etc.) (3)	Extracting Gives us Gas/Oil we Need/The Many Uses/Wide Range of Fields Involving Oil/ Gas (3)
			Technology/ Innovation/New Technology has been Developed (3)					The Industry Creates Jobs/Supports Millions of Jobs/they are Looking for Employees (3)

*Asked of those who have seen/read/heard (a lot, some, or a little) about the drilling industry AND if what they have seen read or heard has made them either more positive or more negative toward the industry.

For those already interested in a career in drilling, good pay and the opportunity for new experiences do the most to drive interest. These should continue to be top messages across all audiences and regions.

Why are you interested in a career in drilling? Please be as specific as possible.
(open-end, ranked)






Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 	US	UK	EU	APAC
Good/High-Paying Industry/Offer a competitive salary (1)	Good/High-Paying Industry/Offer a competitive salary (1)	Good/High-Paying Industry/Offer a competitive salary (1)	Good/High-Paying Industry/Offer a competitive salary (1)	Good/High-Paying Industry/Offer a competitive salary (1)	Good/High-Paying Industry/Offer a competitive salary (1)	Good/High-Paying Industry/Offer a competitive salary (1)	Good/High-Paying Industry/Offer a competitive salary (1)	Good/High-Paying Industry/Offer a competitive salary (1)
Opportunities for advancement/career growth (2)	The Drilling Industry Uses Advanced Technology/Innovative Technology (2)	Opportunities for advancement/career growth (2)	I would be doing something different/novel/unique/having new experiences (2)	I would be doing something different/novel/unique/having new experiences (2)	Would learn/improve skills/do not need prior experience (2)	I would be doing Meaningful Work/It is Very Rewarding Work (2)	I would be doing something different/novel/unique/having new experiences (2)	Opportunities for advancement/career growth (2)
It is solid/hard/challenging work (2)		Opportunities for advancement/career growth (2)	I would be doing something different/novel/unique/having new experiences (2)	The job provides opportunities for travel/global travel (2)	Would learn/improve skills/do not need prior experience (3)	The Drilling Industry Uses Advanced Technology/Innovative Technology (3)	Opportunities for advancement/career growth (2)	Opportunities for advancement/career growth (3)
I have a background in this field/a related field (2)								

The industry's Potential Workforce also want to hear about job security, benefits, and safety.



Job security is top of mind across audiences as the key message to pursue a career in drilling. Communicating the efforts that the companies in the industry are taking towards job security will be crucial.

Top 3 Messages Most Likely to Cause Audiences to Pursue Career in Drilling
 % Total More Likely

Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 
Job Security	Job Security	Job Security	Job Security	Job Security
Innovation & Technology	Safety	Training	Pay / Benefits	Career Development / Training / Education
Safety	Pay / Benefits	Safety	Employee Prioritization	Training

*"Its not always about the money, mentioning that there is training available for career growth and also **job security** is available will attract trustworthy employees." - 18-25 Non-college / College unemployed*






*"Most students are scared about their future so they need to feel secure in the long term about **job security**." – Relevant Degree*

*"Provide job training to when we need to transition to green energy to retain current employees/provide **job security**." - Veteran*

Q: The following are some statements you might see on a drilling company's website; regardless of whether you are currently pursuing a career in drilling, please indicate if that statement makes you more likely or less likely to want to pursue a career in the drilling industry.

Communicating information about job security in the drilling industry is also key from a regional perspective.

Top Message Most Likely to Cause Audiences to Pursue Career in Drilling by Region
% Total More Likely






	Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 		
US	Job Security	Career Development / Training / Education	Job Security	Job Security	Pay / Benefits	Career Development / Training / Education	
UK	Job Security	Job Security	Job Security	Job Security	Family	Job Security	
		Career Development					Pay / Benefits
EU	Job Security	Job Security	Career Development / Training / Education	Employee Prioritization		Job Security	Training
APAC	Innovation & Technology	Safety	Safety	Innovation & Technology	Job Security	Values / Culture	

Q: The following are some statements you might see on a drilling company's website; regardless of whether you are currently pursuing a career in drilling, please indicate if that statement makes you more likely or less likely to want to pursue a career in the drilling industry.

When asked specifically what they want to hear more of from potential employers, audiences were clear in wanting additional transparency into safety protocols and practices, benefits and compensation.

What ONE piece of advice would you give to a drilling company that is looking to recruit new employees?

(open end, ranked)






Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 	US	UK	EU	APAC
Provide/Promote the Benefits/Better Benefits (Medical Benefits, Livelihood Protection Etc.) (1)	Make it Safe/Promote the Safety/Ensure Safety (1)	Pay/Promote Higher Wages/Pay your Employees Well/More (1)	Pay/Promote Higher Wages/Pay your Employees Well/More (1)	Make it Safe/Promote the Safety/Ensure Safety (1)	Make it Safe/Promote the Safety/Ensure Safety (1)	Provide/Promote the Benefits/Better Benefits (Medical Benefits, Livelihood Protection Etc.) (1)	Pay/Promote Higher Wages/Pay your Employees Well/More (1)	Make it Safe/Promote the Safety/Ensure Safety (1)
Pay/Promote Higher Wages/Pay your Employees Well/More (2)	Pay/Promote Higher Wages/Pay your Employees Well/More (2)	Make it Safe/Promote the Safety/Ensure Safety (2)	Make it Safe/Promote the Safety/Ensure Safety (1)	Pay/Promote Higher Wages/Pay your Employees Well/More (2)	Provide/Promote the Benefits/Better Benefits (Medical Benefits, Livelihood Protection Etc.) (2)	Pay/Promote Higher Wages/Pay your Employees Well/More (2)	Make it Safe/Promote the Safety/Ensure Safety (2)	Seek/Hire Experienced/Skilled/Qualified Workers (2)
Make it Safe/Promote the Safety/Ensure Safety (2)	Provide/Promote the Benefits/Better Benefits (Medical Benefits, Livelihood Protection Etc.) (3)	Provide/Promote the Benefits/Better Benefits (Medical Benefits, Livelihood Protection Etc.) (2)	Provide/Promote the Benefits/Better Benefits (Medical Benefits, Livelihood Protection Etc.) (2)	Provide/Promote the Benefits/Better Benefits (Medical Benefits, Livelihood Protection Etc.) (3) Be Informative/Transparent about the Qualifications/Requirements/What the Job Entails/What the Work is Like (3)	Pay/Promote Higher Wages/Pay your Employees Well/More (2)	Make it Attractive as a Career Option/More Opportunities for Career Development (3)		Be Informative/Transparent about the Qualifications/Requirements/What the Job Entails/What the Work is Like (2)

We can also use messaging around how the industry uses various technologies to attract new talent.



Technology is motivating: while no one statement is motivating across audiences and regions, overall, messaging around how the industry uses drones, geothermal drilling, 3D modeling, and robotics and automation will help attract new talent to the industry.

The 'Cool Factor': On a scale from one to seven, please indicate how interesting each statement is about the drilling industry, where "1" is not at all interesting and "7" is extremely interesting.

Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College College Unemployed 	US	UK	EU	APAC
Geothermal Drilling	Using the Cloud to Increase Efficiencies	Drones	3D Modeling	3D Modeling	3D Modeling	Robotics & Automation	3D Modeling	3D Modeling
			Drones			Hybrid Energy Systems		
Drones	3D Modeling	AI & Data Science	Robotics & Automation	Hybrid Energy Systems	Drones	Geothermal Drilling	Drones	Drones
		Robotics & Automation		Drones				
IoT (Internet of Things)	Drones	Using the Cloud to Increase Efficiencies	AI & Data Science	Geothermal Drilling	Geothermal Drilling	Using the Cloud to Increase Efficiencies	Geothermal Drilling	Robotics & Automation
Robotics & Automation	AI & Data Science	Geothermal Drilling	Geothermal Drilling	Robotics & Automation	Robotics & Automation	New Technology to Improve Efficiency Reality Technology-Based Solutions	Hybrid Energy Systems	AI & Data Science
Reality Technology-Based Solutions	Hybrid Energy Systems	New Technology to Improve Efficiency	Using the Cloud to Increase Efficiencies	New Technology to Improve Efficiency	AI & Data Science	AI & Data Science 3D Modeling	Using the Cloud to Increase Efficiencies	Using the Cloud to Increase Efficiencies

Negative perceptions are being driven by the idea jobs in drilling are risky and unsafe, and that the industry on the whole is dirty and contributing to pollution.

We will need counter-messaging on these topics to be front and center when speaking to the Potential Workforce.



The industry's perception issues are apparent when asking audiences to describe the drilling industry, where 'risky' and 'polluting' are top descriptive attributes, and where 'safe' and 'sustainable' are seen as not descriptive.






On a scale from one to seven, please indicate how well each of the following attributes describe the drilling industry, where "1" means it does not describe the industry at all and "7" means it describes the industry completely.

Total Describe (6-7)

	Veterans	Vocational	Relevant Industry	Relevant Degree	Non-College / College Unemployed	US	UK	EU	APAC
Top 5	Profitable	High Paying	Profitable	Risky	Profitable	Profitable	Risky	Profitable	High Paying
	High-Paying	Global	High Paying	Profitable	Risky	High Paying	Profitable	Global	Profitable
	Global	Risky	Global	Global / Polluting	Global	Risky	Global	Polluting	Global
	Impactful	Polluting	Risky	Dirty	High Paying	Global	Polluting	Risky	Risky
	Technical	Profitable	Expensive	Impacts Geopolitics	Dirty	Dirty	Dirty	Dirty	Technology
Bottom 5	Polluting	Exciting	Volatile / Collaborative	Exciting	Stable	Data-Driven	Data-Driven	Stable	Stable
	Safe	Volatile	Data-Driven / Stable	Stable	Volatile	Volatile	Sustainable	Volatile	Exciting
	Meritocracy	Economic Security	Sustainable	Sustainable	Data-Driven	Sustainable	Stable	Sustainable	Volatile
	Volatile	Meritocracy	Meritocracy	Meritocracy	Sustainable	Meritocracy	Meritocracy	Safe	Meritocracy
	Deforestation	Safe	Safe	Safe	Safe	Safe	Safe	Meritocracy	Safe

Negative information flow is centered around safety and environmental issues. Communicating about how the industry is addressing these concerns will be key.






***What information specifically has given you a more [negative] impression of the drilling industry? Please be as specific as possible. (open-end, ranked)**

Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 	US	UK	EU	APAC
Negative Environmental Impact/Concerns/It is Not Eco-friendly (1)	Negative Environmental Impact/Concerns/It is Not Eco-friendly (1)	Negative Environmental Impact/Concerns/It is Not Eco-friendly (1)	Negative Environmental Impact/Concerns/It is Not Eco-friendly (1)	Negative Environmental Impact/Concerns/It is Not Eco-friendly (1)	Negative Environmental Impact/Concerns/It is Not Eco-friendly (1)	Negative Environmental Impact/Concerns/It is Not Eco-friendly (1)	Negative Environmental Impact/Concerns/It is Not Eco-friendly (1)	Negative Environmental Impact/Concerns/It is Not Eco-friendly (1)
It is Unsafe/Very Dangerous/Disasters Occur (2)	Sustainability Issues / Concerns / Depletion Of Natural Resources (2)	It is Unsafe/Very Dangerous/Disasters Occur (2)	It is Unsafe/Very Dangerous/Disasters Occur (2)	The Negative Impact to the World / Planet (2)	Damage From Oil Spills / Gas Leaks / Expense Of Cleanups (2)	The Negative Impact to the World / Planet (2)	The Pollution / Water Pollution (2)	It is Unsafe/Very Dangerous/Disasters Occur (2)
Questionable Ethics/ Politics Practiced By the Corporations and Governments Involved (3)	It is Unsafe/Very Dangerous/Disasters Occur (2)		The Pollution / Water Pollution (3)	The Pollution / Water Pollution (3)		Sustainability Issues / Concerns / Depletion Of Natural Resources (3)	Is Harmful to Animals/ Wildlife/Marine Life (3)	It is Unsafe/Very Dangerous/Disasters Occur (3)
		The Pollution / Water Pollution (2)	Damage From Oil Spills / Gas Leaks / Expense Of Cleanups (3)	Is Harmful to Animals/ Wildlife/Marine Life (3)				

*Asked of those who have seen/read/heard (a lot, some, or a little) about the drilling industry AND if what they have seen read or heard has made them either more positive or more negative toward the industry.






Disinterest is also driven by environmental and safety concerns. The industry will need additional motivating messages on these issues to move the needle on perceptions and interest.

Why are you NOT interested in a career in drilling?
Please be as specific as possible. (open-end, ranked)

Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 	US	UK	EU	APAC
It is Not my Thing/It Does Not Suit me (1)	It has a Negative Environmental Impact/ Not Eco-friendly (1)	It has a Negative Environmental Impact/ Not Eco-friendly (1)	I Prefer a Different Job / Career / Interests (1)	It is Not my Thing/It Does Not Suit me (1)	I Prefer a Different Job / Career / Interests (1)	It has a Negative Environmental Impact/ Not Eco-friendly (1)	It is Not my Thing/It Does Not Suit me (1)	It has a Negative Environmental Impact/ Not Eco-friendly (1)
		It is Not my Thing/It Does Not Suit me (1)						
It is a Dangerous Job/ Risky/Have Safety Concerns (2)	It is Not my Thing/It Does Not Suit me (2)	It is Not in My Field/ Does Not Relate to my Degree/Education (2)	It has a Negative Environmental Impact/ Not Eco-friendly (2)	It has a Negative Environmental Impact/ Not Eco-friendly (2)	It has a Negative Environmental Impact/ Not Eco-friendly (1)	It is Not my Thing/It Does Not Suit me (1)	It is Not in My Field/ Does Not Relate to my Degree/Education (2)	It is Not my Thing/It Does Not Suit me (2)
		It is Physical/Hard Labor/A Tough Job (2)	It is Not my Thing/It Does Not Suit me (2)					It is Not in my Field / Does not Relate to my Degree / Education (2)
It is Not in My Field/ Does Not Relate to my Degree/Education (3)	Not Interested / The Job is Not Interesting to me (2)	It is Physical/Hard Labor/A Tough Job (2)	I Prefer a Different Job / Career / Interests (2)	I Prefer a Different Job / Career / Interests (3)	It is Not my Thing/It Does Not Suit me (2)	Do Not Know Enough About it / Need to Know More About The Industry (2)	Not Interested / The Job is Not Interesting to me (2)	It is Not in my Field / Does not Relate to my Degree / Education (2)
		I Prefer a Different Job / Career / Interests (2)						It is Not in my Field / Does not Relate to my Degree / Education (2)
		I Prefer a Different Job / Career / Interests (2)	It is Not in my Field / Does not Relate to my Degree / Education (2)	I Prefer a Different Job / Career / Interests (3)	It is Not my Thing/It Does Not Suit me (2)	I Prefer a Different Job / Career / Interests (2)		

The industry will also need to course-correct the perception it does not allow for long-term job security, does not allow for multiple career pathways, or does not make a positive difference.

Please read each of the following statements about the drilling industry and please indicate if you think each statement is true or false.
(ranked by overall average across audiences/regions)

% True						US	UK	EU	APAC
Allows for multiple career pathways	67%	58%	63%	49%	57%	67%	55%	49%	62%
Make a positive difference in our world	66%	59%	56%	42%	46%	62%	54%	43%	56%
Has long-term job security	68%	56%	54%	38%	47%	57%	52%	44%	55%
ET will make industry obsolete in 20 years	48%	49%	43%	43%	46%	42%	47%	48%	47%
ET will make industry obsolete in 10 years	44%	44%	37%	37%	42%	35%	43%	40%	46%
Requires a college degree	43%	47%	33%	33%	38%	35%	39%	30%	44%
Requires a post-graduate or other type of advanced degree	47%	45%	30%	31%	34%	37%	38%	35%	41%






Family and friends with experience in the industry along with current and former employees are most trusted.

Utilizing these resources to target new recruits on company websites and through social media will be key.








Make it personal: Utilizing current employees to recruit friends and family is a solid hook into the talent pool. Audiences trust them ahead of others working in the industry in all cases.

Top Three Trustworthy Organizations and Individuals: Total Trust (6-7)

Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 
A Family Member with a Career in the Industry	A Family Member with a Career in the Industry	A Family Member with a Career in the Industry	A Family Member with a Career in the Industry	A Family Member with a Career in the Industry
Senior Drilling Engineer	Senior Drilling Engineer	A Friend with a Career in the Industry	A Friend with a Career in the Industry	A Friend with a Career in the Industry
A Friend with a Career in the Industry	Former Drilling Industry Employees	Senior Drilling Engineer	Senior Drilling Engineer	Senior Drilling Engineer






Trusting information most from family members and friends who have been in the industry is consistent among regions.

Top Trustworthy Organizations and Individuals by Region: Total Trust (6-7)

	Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 	
US	A Family Member with a Career in the Industry	Senior Drilling Engineer	A Family Member with a Career in the Industry	A Friend with a Career in the Industry	A Family Member with a Career in the Industry	A Friend with a Career in the Industry
UK	A Family Member with a Career in the Industry	A Family Member with a Career in the Industry	A Family Member with a Career in the Industry	A Family Member with a Career in the Industry	A Family Member with a Career in the Industry	A Family Member with a Career in the Industry
EU	A Friend with a Career in the Industry	A Friend with a Career in the Industry	A Family Member with a Career in the Industry	A Friend with a Career in the Industry	A Family Member with a Career in the Industry	Former Drilling Industry Employees
APAC	Drilling Company Floor Hand/Driller	A Family Member with a Career in the Industry	A Family Member with a Career in the Industry	A Friend with a Career in the Industry	A Friend with a Career in the Industry	Senior Drilling Engineer

In addition to company websites, social media sources will be key in educating about the drilling industry.

Top Sources

Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 
YouTube	YouTube	Company Website	Company Website	YouTube
Company Website	Company Website	YouTube	YouTube	Company Website
Facebook	Tik Tok	Facebook	National Television News	Tik Tok






US	UK	EU	APAC
YouTube	Company Website	YouTube	YouTube
Company Website	YouTube	Company Website	Company Website
Journalists Covering the Drilling Industry	Career Fairs	Tik Tok	Tik Tok
			Facebook

Q: Please indicate which sources you would go to, to learn more about the drilling industry. Please select all that apply.

Q: What podcasts and/or specific social media accounts / influencer accounts would you go to in order to learn more about careers in drilling?

LinkedIn, Indeed, and Google Jobs are universally known as the go-to websites to look for a job.

Top Websites

Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 
LinkedIn.com	LinkedIn.com	LinkedIn.com	LinkedIn.com	Indeed.com
Google Jobs	Indeed.com	Indeed.com	Indeed.com	LinkedIn.com
Indeed.com	Google Jobs	Google Jobs	Google Jobs	Google Jobs

US	UK	EU	APAC
Indeed.com	Indeed.com	LinkedIn.com	LinkedIn.com
LinkedIn.com	LinkedIn.com	Google Jobs	Google Jobs
Google Jobs	Google Jobs	Indeed.com	Indeed.com

Audience Scorecards





Audience Scorecard: *Veterans*

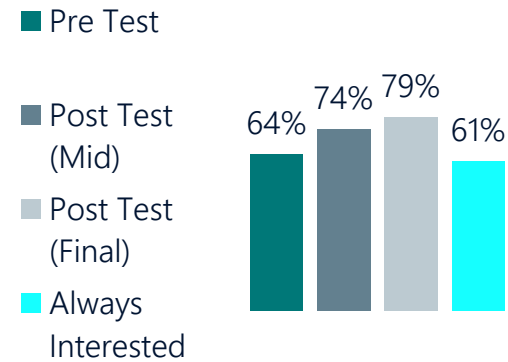
Most Important Job Factors

1. Employee Benefits
2. Work-life Balance
3. Supportive Leadership
4. Career Growth & Development
5. Skill Development

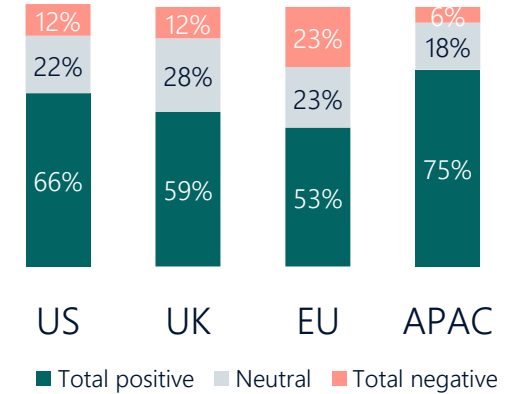
Industries of Interest

1. Technology / IT
 2. Education
 3. Healthcare
 4. Aerospace
 5. Construction
-
15. Oil and Gas Drilling

Drilling Industry Interest



Initial Impression of Industry



Drilling Industry Attributes

1. Profitable
2. High Paying
3. Global
4. Impactful
5. Technical

Top Messages

1. "Job Security"
2. "Innovation & Technology"
3. "Safety"
4. "Training"
5. "Pay/Benefits"/ "Values/Culture"

Top "Cool Factors"

1. "Geothermal Drilling"
2. "Drones"
3. "IoT (Internet of Things)"
4. "Robotics & Automation"
5. "Reality Technology – Based Solutions"

Trusted Messengers

1. Family in Industry
2. Senior Drilling Engineer
3. Friends in Industry

Learning More

1. YouTube
2. Company Website
3. Facebook



Audience Scorecard: *Vocational*

Most Important Job Factors

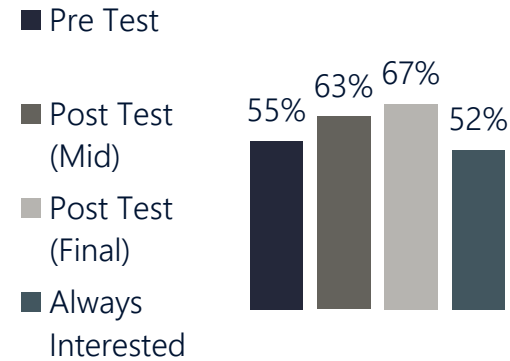
1. Work-life Balance
2. Supportive Leadership
3. Career Growth & Development
4. Skill Development
5. Recognition & Reward

Industries of Interest

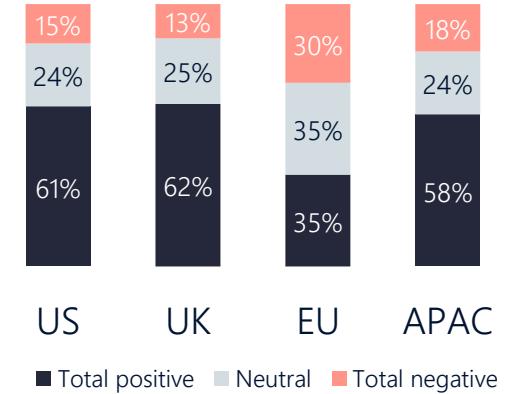
1. Education
2. Healthcare
3. Technology / IT
4. Consumer Goods
5. Manufacturing

17. Oil and Gas Drilling

Drilling Industry Interest



Initial Impression of Industry



Drilling Industry Attributes

1. High Paying
2. Global
3. Risky
4. Polluting
5. Profitable

Top Messages

1. "Job Security"
2. "Safety"
3. "Pay/Benefits"
4. "Employee Prioritization"
5. "Career Development & Training"

Top "Cool Factors"

1. "Using the Cloud to Increase Efficiencies"
2. "3D Modeling" / "Drones"
3. "AI & Data Science"
4. "Hybrid Energy Systems"
5. "Reality Technology – Based Solutions"

Trusted Messengers

1. Family in Industry
 2. Senior Drilling Engineer
 3. Former Drilling Industry Employees
- Learning More*
1. YouTube
 2. Company Website
 3. Tik Tok / Facebook



Audience Scorecard: *Relevant Industry*

Most Important Job Factors

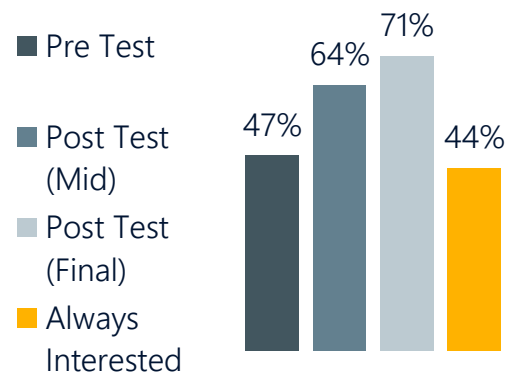
1. Career Growth & Development
2. Work-life Balance
3. Recognition & Reward
4. Supportive Leadership
5. Skill Development

Industries of Interest

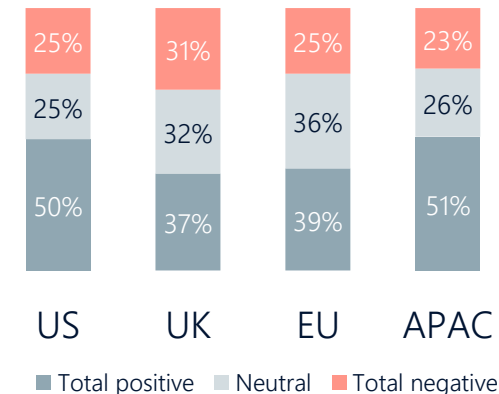
1. Technology / IT
2. Manufacturing
3. Construction
4. Aerospace
5. Financial Institutions

17. Oil & Gas Drilling

Drilling Industry Interest



Initial Impression of Industry



Drilling Industry Attributes

1. Profitable
2. High-paying
3. Global
4. Risky
5. Expensive

Top Messages

1. "Job Security"
2. "Training"
3. "Safety"
4. "Career Development & Training"
5. "Employee Prioritization"

Top "Cool Factors"

1. "Drones"
2. "Robotics & Automation Solutions" / "AI & Data Science"
3. "Using the Cloud to Increase Efficiencies"
4. "Geothermal Drilling"
5. "New Technology to Improve Efficiency"

Trusted Messengers

1. Family in Industry
2. Friends in industry
3. Senior Drilling Engineer

Learning More

1. Company website
2. YouTube
3. National TV news



Audience Scorecard: *Relevant Degree*

Most Important Job Factors

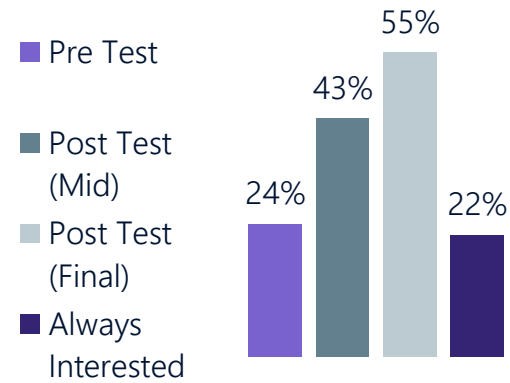
1. Work-life Balance
2. Career Growth & Development
3. Transparency & Communication
4. Skill Development
5. Supportive Leadership

Industries of Interest

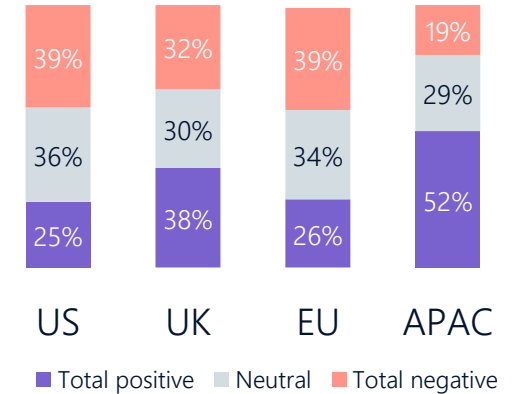
1. Technology / IT
2. Financial Institutions
3. Education
4. Aerospace
5. Healthcare

15. Oil & Gas Drilling

Drilling Industry Interest



Initial Impression of Industry



Drilling Industry Attributes

1. Risky
2. Profitable
3. Global / Polluting
4. Dirty
5. Impacts Geopolitics

Top Messages

1. "Job Security"
2. "Pay/Benefits"
3. "Employee Prioritization"
4. "Family"
5. "Safety"

Top "Cool Factors"

1. "3D Modeling" / "Drones"
2. "Robotics & Automation"
3. "AI & Data Science"
4. "Geothermal Drilling"
5. "Using the Cloud to Increase Efficiencies"

Trusted Messengers

1. Friends / Family in Industry
2. Senior Drilling Engineer
3. Former Drilling Industry Employees

Learning More

1. Company website
2. YouTube
3. TikTok



18-25 Non-College / College Unemployed

Most Important Job Factors

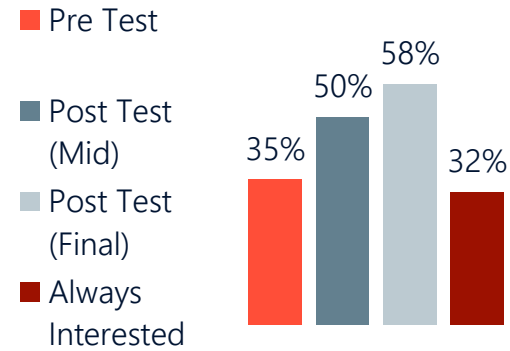
1. Work-life Balance
2. Skill Development
3. Career Growth & Development
4. Transparency & Communication
5. Recognition and Reward

Industries of Interest

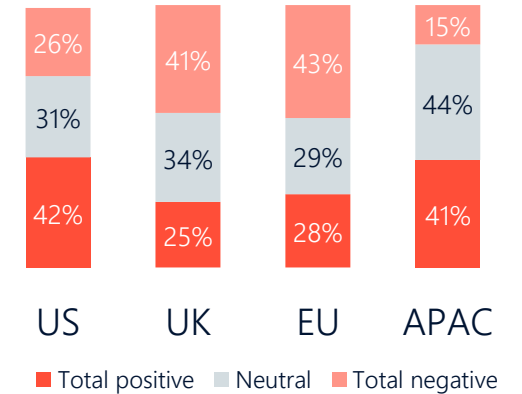
1. Technology/IT
2. Education
3. Healthcare
4. Consumer Goods
5. Financial Institutions

18. Oil and Gas Drilling

Drilling Industry Interest



Initial Impression of Industry



Drilling Industry Attributes

1. Profitable
2. Risky
3. Global
4. High-Paying
5. Dirty

Top Messages

1. "Job Security"
2. "Career Development & Training"
3. "Training"
4. "Family"
5. "Employee Prioritization"

Top "Cool Factors"

1. "3D Modeling"
2. "Drones" / "Hybrid Energy Systems"
3. "Geothermal Drilling"
4. "Robotics & Automation"
5. "New Technology to Improve Efficiency"

Trusted Messengers

1. Family in Industry
2. Friends in Industry
3. Senior Drilling Engineer

Learning More

1. YouTube
2. Company website
3. TikTok

Regional Scorecards



Audience Scorecard: *US*

Most Important Job Factors

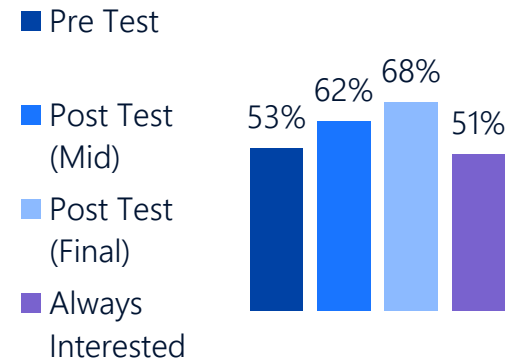
1. Work-life Balance
2. Supportive Leadership
3. Career Growth & Development
4. Employee Benefits
5. Skill Development

Industries of Interest

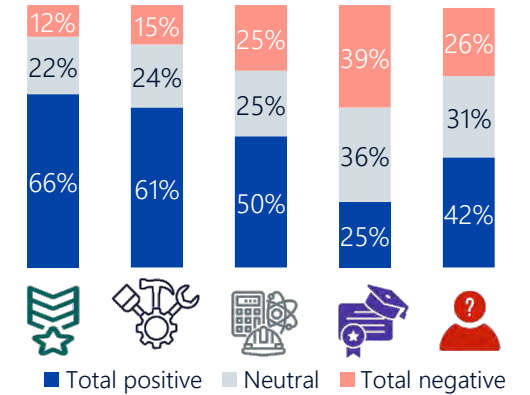
1. Technology / IT
2. Education
3. Manufacturing
4. Construction
5. Mechanical

15. Oil and Gas Drilling

Drilling Industry Interest



Initial Impression of Industry



Drilling Industry Attributes

1. Profitable
2. High Paying
3. Risky
4. Global
5. Dirty

Top Messages

1. "Job Security"
2. "Employee Prioritization"
3. "Safety"
4. "Pay / Benefits"
5. "Career Development & Training"

Top "Cool Factors"

1. "3D Modeling"
2. "Drones"
3. "Geothermal Drilling"
4. "Robotics & Automation"
5. "AI & Data Science"

Trusted Messengers

1. Family in Industry
2. Friend in Industry
3. Senior Drilling Engineer

Learning More

1. YouTube
2. Company Website
3. Journalists in the Industry

Audience Scorecard: *UK*

Most Important Job Factors

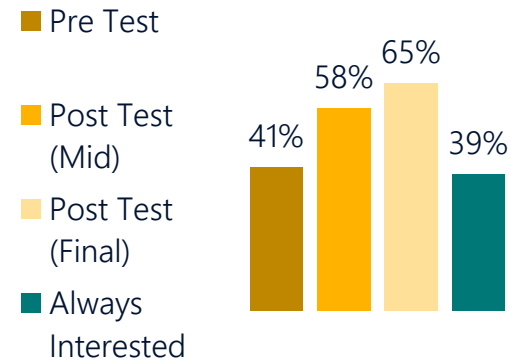
1. Work-life Balance
2. Career Growth & Development
3. Recognition & Reward
4. Supportive Leadership
5. Skill Development

Industries of Interest

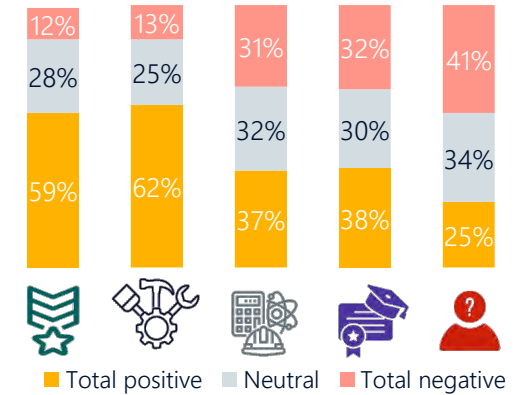
1. Technology / IT
2. Education
3. Financial Institutions
4. Consumer Goods
5. Healthcare

15. Oil and Gas Drilling

Drilling Industry Interest



Initial Impression of Industry



Drilling Industry Attributes

1. Risky
2. Profitable
3. Global
4. Polluting
5. Dirty

Top Messages

1. "Job Security"
2. "Career Development & Training"
3. "Pay / Benefits"
4. "Family"
5. "Transferable Skills"

Top "Cool Factors"

1. "Robotics & Automation" / "Drones" / "Hybrid Energy Systems"
2. "Geothermal Drilling"
3. "Using the Cloud to Increase Efficiencies"
4. "New Technology to Improve Efficiency" / "Technology Based Solutions"
5. "AI & Data Science"

Trusted Messengers

1. Family in Industry
 2. Friend in Industry
 3. Senior Drilling Engineer
- Learning More*
1. Company Website
 2. YouTube
 3. Career Fairs

Audience Scorecard: *EU*

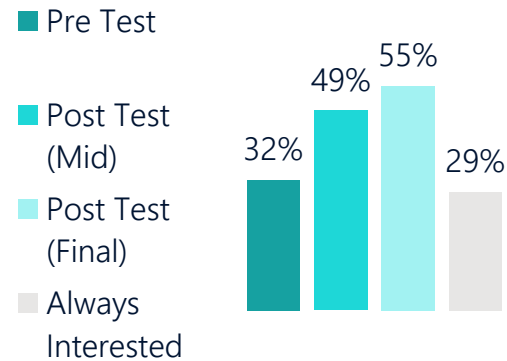
Most Important Job Factors

1. Work-life Balance
2. Recognition & Reward
3. Career Growth & Development
4. Meaningful & Purposeful Work
5. Skill Development

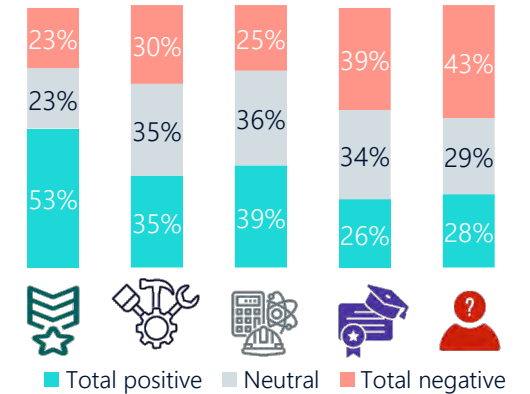
Industries of Interest

1. Technology / IT
 2. Healthcare
 3. Education
 4. Financial Institutions
 5. Industrials
-
17. Oil and Gas Drilling

Drilling Industry Interest



Initial Impression of Industry



Drilling Industry Attributes

1. Profitable
2. Global
3. Polluting
4. Risky
5. Dirty

Top Messages

1. "Job Security"
2. "Employee Prioritization"
3. "Training"
4. "Safety"
5. "Family"

Top "Cool Factors"

1. "3D Modeling"
2. "Drones"
3. "Geothermal Drilling"
4. "Hybrid Energy Systems"
5. "Using the Cloud to Increase Efficiencies"

Trusted Messengers

1. Family in Industry
 2. Friend in Industry
 3. Former Drilling Industry Employees
- Learning More*
1. YouTube
 2. Company Website
 3. Tik Tok

Audience Scorecard: APAC

Most Important Job Factors

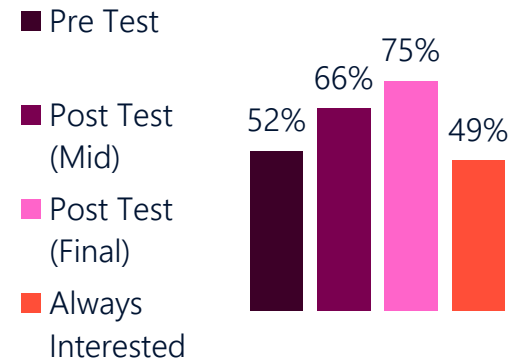
1. Career Growth & Development
2. Skill Development
3. Employee Benefits
4. Work-life Balance
5. Transparency & Communication

Industries of Interest

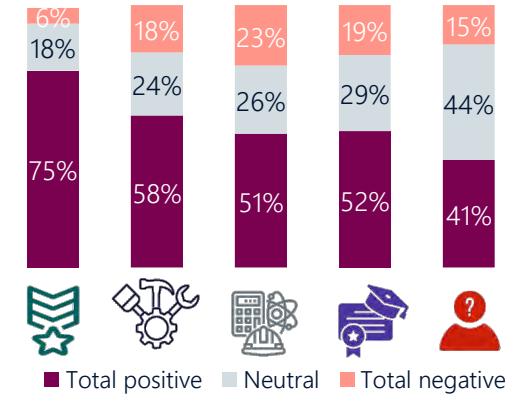
1. Technology / IT
2. Education
3. Financial Institutions
4. Healthcare
5. Consumer Goods

18. Oil and Gas Drilling

Drilling Industry Interest



Initial Impression of Industry



Drilling Industry Attributes

1. High Paying
2. Profitable
3. Global
4. Risky
5. Technology

Top Messages

1. "Safety"
2. "Job Security"
3. "DEI"
4. "Innovation & Technology" / "Training" / "Pay/Benefits"
5. "Career Development & Training"

Top "Cool Factors"

1. "3D Modeling"
2. "Drones"
3. "Robotics & Automation"
4. "AI & Data Science"
5. "Using the Cloud to Increase Efficiencies"

Trusted Messengers

1. Family in Industry
 2. Senior Drilling Engineer
 3. Friend in Industry
- Learning More*
1. YouTube
 2. Company Website
 3. Facebook

Appendix

Message Testing

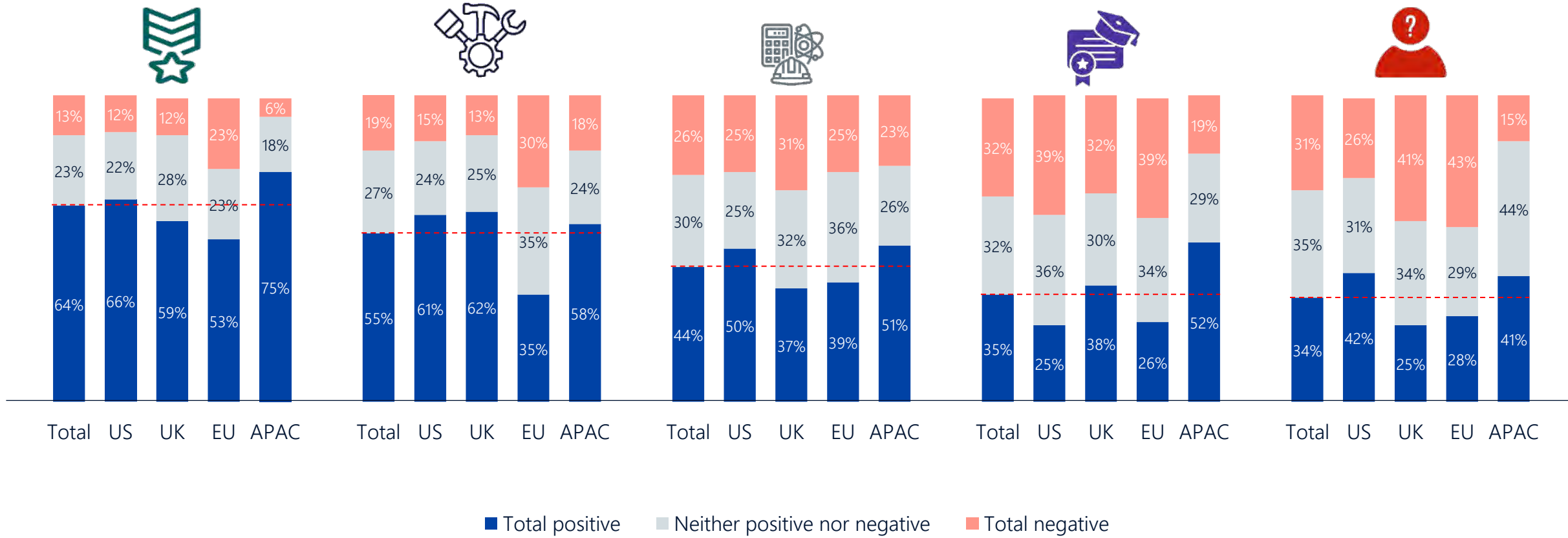
Values/Culture	We are seeking employees who align with our company values and culture, specifically those who are driven, eager to learn, work well on a team and strive to grow and compete within the industry.
Pay/Benefits	We offer competitive compensation for our employees along with a wide range of benefits including Medical, PTO and Retirement plans (401K match).
Employee Prioritization	We value the importance of flexibility and prioritize our employees both at work and in their personal lives, to ensure a successful work-life balance.
Career Development / Training / Education	Career development and training are important for the future of our employees and business, and we provide extensive training to our employees to ensure career growth and to build industry knowledge.
DEI	Diversity, Equity, and Inclusion is a top priority at our company, and we continue to grow and learn in this area to ensure the best opportunities for our employees.
ESG	At our company, we are committed to limiting our impact on the planet through sustainable drilling practices.
Safety	Safety is our top priority, and we prioritize the safety of our employees by providing extensive training and implementing strict protocols to minimize risk.
Technology	At our company, we continue to seek out and utilize the best and most modern equipment and technology to produce the best results.
Top Talent	Our company is committed to excellence through hiring top talent which makes us the standard bearer in the industry.
Travel	Our company has operations globally, giving our team members exciting opportunities to travel and explore the world.
Training	Our company ensures our team members receive the most up-to-date training to ensure we maintain our high standard of excellence, keep our employees safe, and allow them to grow in their careers.
Job Security	Our company cares about its employees and aims to foster an environment where employees can have a long and fulfilling career. As the industry evolves, we continue to prioritize our employees and business to improve job security and the utilization of our employees to the best of our ability.
Family	Our rotational work and flexible schedule allows our employees to maximize their time with family while they are not on duty and have more control over when they work.
Innovation and Technology	We utilize the latest technology and innovations, hiring experts in AI and Big Data, to ensure we are on the forefront of the industry, doing the utmost to keep team members safe, and ensuring our operations are sustainable.
Sustainability	Sustainable operations are a critical core value; our company is committed to reducing our carbon footprint by continuously implementing new technologies and innovations.
Transferable skills	The skills our team members gain from careers in the drilling industry open the door to many other opportunities in other areas of the oil and gas industry, as well as other industries.

“Cool Factors”

Seismic Surveying	Seismic surveying is used to detect resources for drilling through seismic waves by using controlled explosions.
New Technology to Improve Efficiency	New technologies have empowered the industry to become more efficient by identifying and solving problems faster.
IoT (Internet of Things)	The drilling industry utilizes the IoT (Internet of Things) to improve production, optimize equipment, ensure worker safety, and monitor remote areas. Sensors placed inside wells, blowout preventers (BOP), and choke valves enable real-time data collection. Using this data, drilling startups identify faulty equipment quickly, helping field engineers predict and react quickly.
AI & Data Science	The drilling industry increasingly applies AI and data science to solve complex problems in upstream, midstream, and downstream operations. AI helps petroleum engineers and drilling industry managers discover and implement new exploration & production ideas on the field to increase ROI.
Data Analytics	Everyday operations in the drilling industry generate large volumes of unstructured data. By using big data analytics, the drilling industry derives more value from everyday decisions to reduce operational costs and the industry's carbon emissions.
Robotics & Automation	The drilling industry utilizes robotics and automation solutions to increase workplace safety, as well as the speed and efficiency of operations.
3D Modeling	3D modeling and high-quality visualizations help create realistic representations of subsurface reservoirs and other drilling equipment. In combination with historical production data, 3D modeling simulates the production and injection phases during a reservoir's lifecycle. This helps to predict risks that impact the safety of the reservoir.
Reality Technology-Based Solutions	In the drilling industry, reality technology-based solutions (augmented and virtual reality (AR/VR), mixed reality (MR), and extended reality (XR)) boost efficiency and reduce errors by showing real-time information about equipment, tools, and parts. For example, exploration and production (E&P) companies use reality solutions for remote monitoring, downhole imaging, and virtual training.
Blockchain	Blockchain is increasingly penetrating various industrial drilling operations. Smart contracts provide much-needed security and transparency of drilling documents and operations. Blockchain is also useful for hydrocarbon fleet tracking and trading.
Hybrid Energy Systems	The drilling industry uses technology to limit their impact on the environment, such as Hybrid Energy Managements Systems (Batteries) to handle larger loads and be able to run on fewer generators
Grid Power	The drilling industry is incorporating new ways to power rigs, for example, utilizing grid power instead of generators.
Drones	Drones are also a component of the technology used in drilling today. For example, some companies use drones for inspection purposes.
Geothermal Drilling	The drilling industry also practices geothermal drilling, which allows drilling companies to extract massive amounts of sustainable and clean power by drilling up to [US: 400 feet / International: 121 meters] deep.
Using the Cloud to Increase Efficiencies	The drilling industry is constantly looking for ways to become more efficient, like using real-time cloud-based sensor technology to monitor fuel consumption, greenhouse gas emissions, and power generation.
Emissions Reduction Technologies	The drilling industry supports emissions reduction technologies such as carbon capture, utilization, and storage (CCUS)

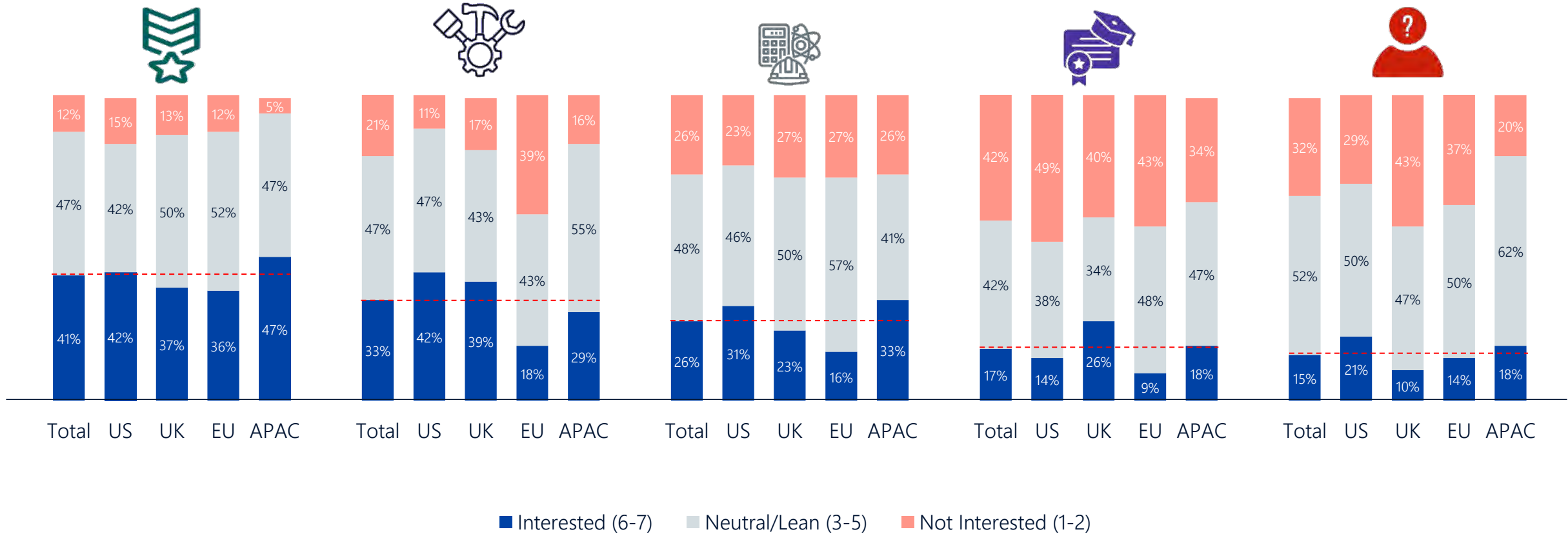
More than a third of all audiences feel positively about the oil and gas drilling industry, with Veterans and those vocational students feeling the most positive.

Industry Perceptions Oil and Gas Drilling

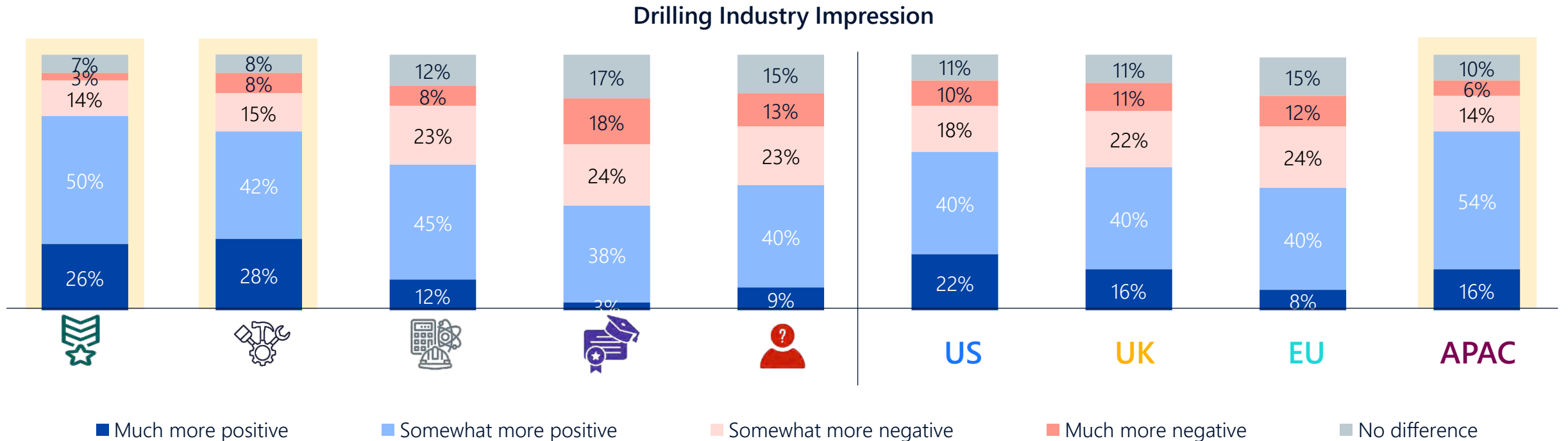


Despite somewhat strong positivity in some audiences, interest in a career in oil and gas drilling is not as top of mind.

Unprompted Industry Interest Oil and Gas Drilling








Veterans, vocational students and those in the APAC region feel more positive about the industry after they have seen or heard about it indicating that there is a need to target other audiences more specifically to grow the presence of the industry.








News sources and the internet are the primary drivers of information about the drilling industry.

Where have you seen, read, or heard about the drilling industry?

Veterans 	Vocational 	Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 	US	UK	EU	APAC
News	Newspaper	News	News	Internet	News	News	Internet	Social Media
Social Media	News	Internet	Newspaper	News	Social Media	Internet	News	Internet
Internet	Internet	Newspaper	Internet	Social Media	Internet	Social Media	Newspaper	News
						Newspaper	TV	Newspaper

Although job security is top of mind to persuade audiences to join the industry, information about the pay and benefits stands out as most compelling across various audiences and regions.

Most Compelling Messages

	Veterans 		Vocational 		Relevant Industry 	Relevant Degree 	Non-College / College Unemployed 		
US	Job Security	Pay / Benefits	Job Security	Transferable Skills	Pay / Benefits	Pay / Benefits	Pay / Benefits		
UK	Employee Prioritization	Top Talent	Sustainability		Pay / Benefits	Employee Prioritization	Safety	Employee Prioritization	
	DEI	Transferable Skills							
	Career Development / Training / Education								
EU	Safety		Pay / Benefits	Pay / Benefits	Employee Prioritization	Job Security			
APAC	Job Security		Job Security		Pay / Benefits	Pay / Benefits	Safety		