

Methodology

Research Objective

The research, commissioned by E3G, Beyond Fossil Fuels, and We Mean Business Coalition, aims to understand business executives' attitudes on the transition away from fossil fuels (in particular, coal and gas) to renewables-based electricity systems, such as solar and wind power. The insights gathered are intended to provide compelling thought leadership on the global shift towards renewable electricity. The findings reflect the global perspective of corporate executives on the power sector transition.

Sample

The sample for this research consisted of **1,477 business leaders** of mid-market and large organisations (with revenues of US\$ 1 million or more) across fifteen global markets. The participants were selected to provide a representative view of business leadership perspectives on the power sector transition. The sample provides a reliable evidence base for thought leadership on the transition from fossil fuels to renewable energy.

Data Collection

The fieldwork was executed through an online survey conducted by Savanta. The survey lasted between 10 and 15 minutes long and was deployed in the local language for each individual market. This approach ensured comprehensive coverage and ease of participation across different geographical regions.



To ensure data quality and integrity, Savanta employed a robust and consistent data collection process. Savanta is a member of the British Polling Council and abides by its rules. Savanta's adherence to the guidelines set forth by the British Polling Council guarantees that the research methodology adheres to the highest standards. This compliance underpins the credibility of the sample and the subsequent findings.

Fieldwork Timeline

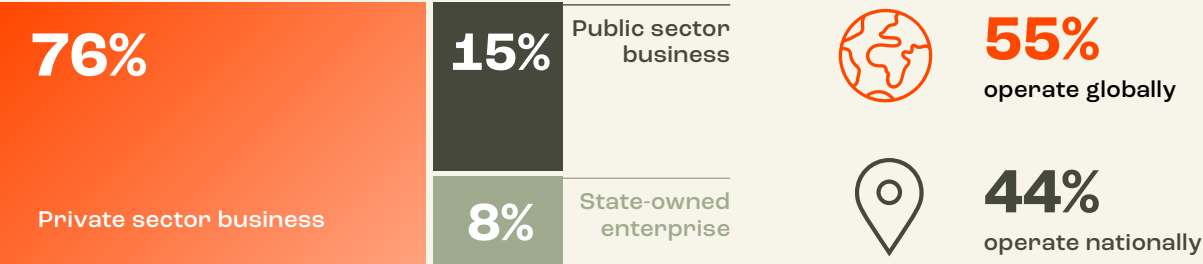
Germany was not included in the initial fieldwork conducted in December 2024. Fieldwork for Germany was undertaken over a later time period (February 2025) to the rest of the markets included in this research. Despite this two-month time lag, the comparability of the data remains intact as Savanta employed a consistent data collection process and conducted thorough data checks to safeguard data quality, therefore ensuring this does not compromise the credibility of the data or the overall global findings.

- Main Fieldwork: Conducted between 2nd December 2024 and 3rd January 2025
- Fieldwork for Germany: Conducted between 12th February and 19th February 2025

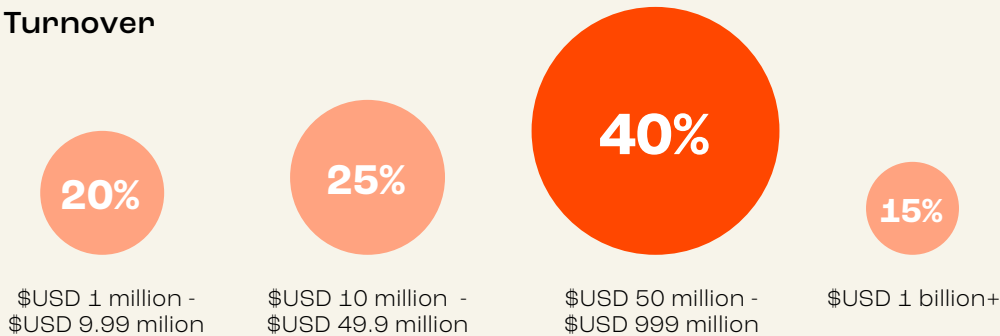
Breakdown of the sample

Country	Sample size	Country	Sample size
 Australia	105	 Mexico	102
 Brazil	110	 Poland	101
 Canada	50	 South Africa	104
 Germany	103	 South Korea	105
 India	103	 Türkiye	107
 Indonesia	105	 UK	110
 Italy	50	 US	110
 Japan	112		
		Total	1477

Company operating status



Turnover



Industries

IT and Communications	29%	Services	9%	Energy and Utilities	3%
Manufacturing and Mining	14%	Retail and Wholesale	5%	Education	3%
Finance and Insurance	11%	Transport and Logistics	4%	Other Services	8%
Construction and Real Estate	10%	Healthcare	3%		