

Methodology

1,994

business leaders
CEOs, VPs, directors
& senior management

18



















markets surveyed
worldwide, weighted
equally

±2.3pp

margin of error on
the full sample, at
95% confidence

Public First surveyed 1,994 business leaders (CEOs, VPs, Directors or senior level management) of mid-market and large organisations (with revenues of US \$1 million or more each year, or the local equivalent). At a sample size of 100 per country, the maximum margin of error for country-level findings is approximately ±9.8 percentage points at the 95% confidence level. For the full 1,994-respondent sample, the maximum margin of error is approximately ±2.3 percentage points. The research, commissioned by E3G, We Mean Business Coalition, and the Global Renewables Alliance covered 18 markets in total.

These were:

 Australia	 Brazil	 China
 Colombia	 France	 Germany
 India	 Indonesia	 Japan
 Kenya	 Nigeria	 Philippines
 Poland	 South Africa	 South Korea
 Türkiye	 United Kingdom	 United States



















Fieldwork took place between 20th and 26th April 2026. The fieldwork was conducted online, with the survey lasting approximately 15 minutes in most markets (with some exceptions where internet speeds are slower). The survey was distributed in local languages, and in a format where it could be answered on both computer and mobile devices. Data is presented unweighted. Cross-country aggregates are calculated as unweighted averages across all markets, treating each market as an equal contributor regardless of economic or population size.

All responses were manually evaluated for quality, alongside automatic attention checks to minimise the risk of inattentive or low-quality responding.

Sample breakdown

1,994 business leaders surveyed across 18 markets, April 2026.

Markets & sample size

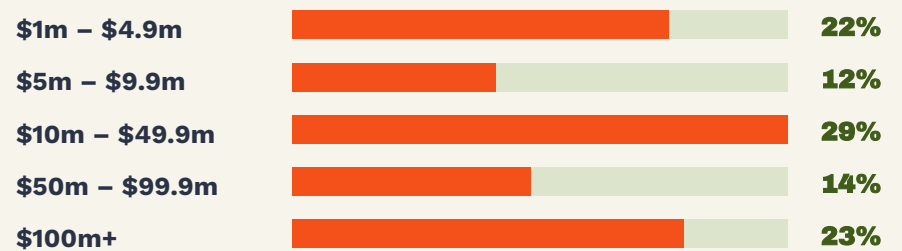
 Australia	106	 Brazil	105	 China	101
 Colombia	110	 France	115	 Germany	106
 India	109	 Indonesia	117	 Japan	116
 Kenya	109	 Nigeria	111	 Philippines	104
 Poland	120	 South Africa	114	 South Korea	114
 Türkiye	118	 United Kingdom	113	 United States	106

Total 1,994

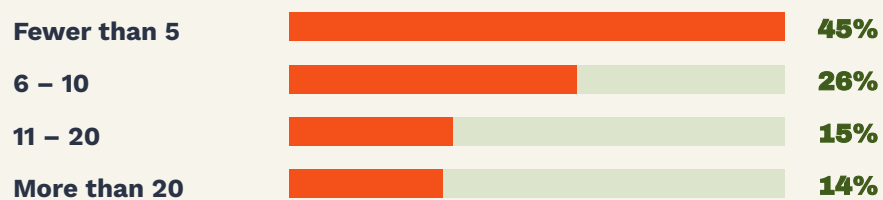
Employee count



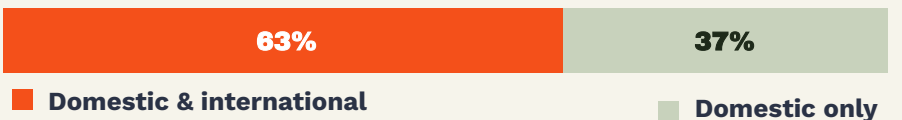
Annual revenue (USD)



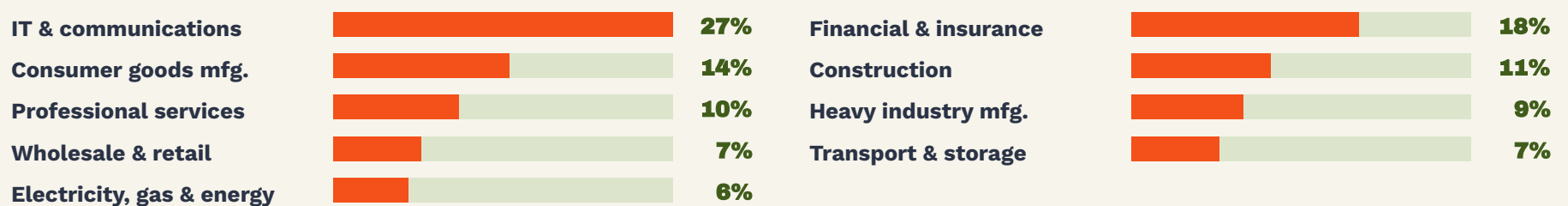
Number of locations



Operations



Industry

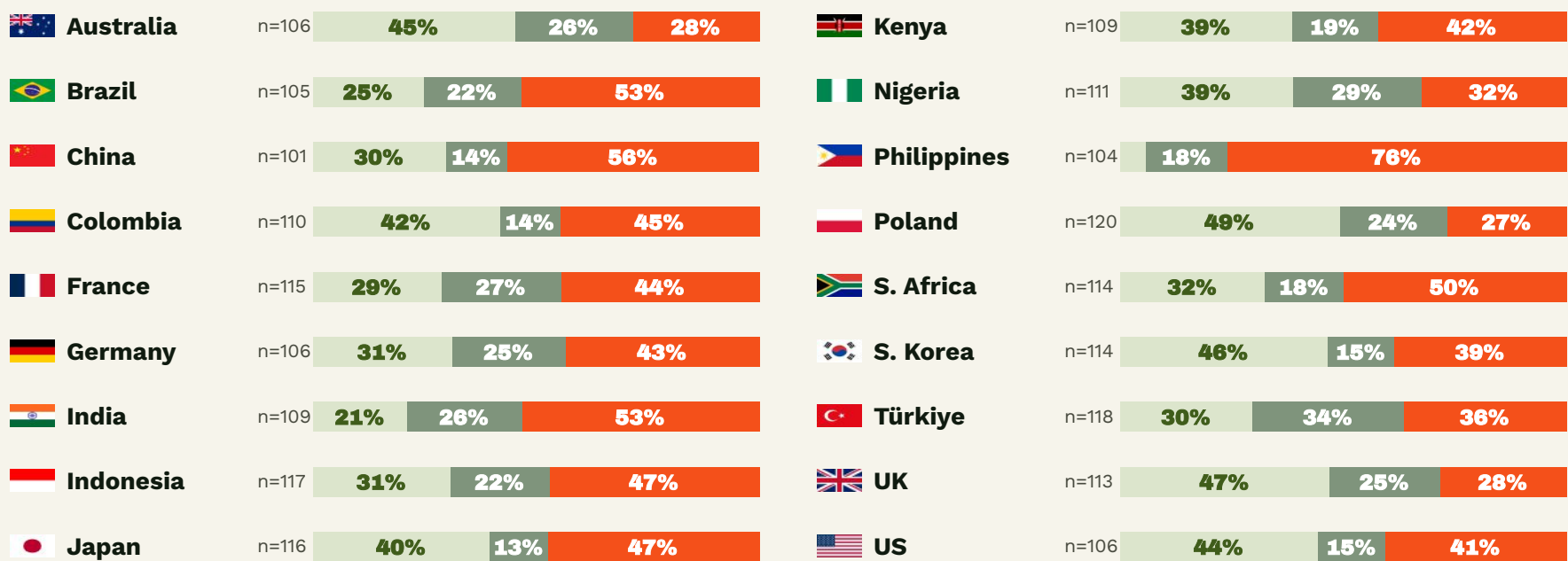


Business size & sector by market

Share within each of the 18 markets surveyed · 1,994 leaders, April 2026

Business size number of employees

Under 250 250–499 500 or more



Sector % of each market's respondents in each sector · multi-select

	Heavy industry	Consumer goods	Constr.	IT & comms	Transport & storage	Energy & utilities	Wholesale & retail	Financial & insur.	Prof. services	Other services
Australia	5	9	13	26	7	1	5	17	15	26
Brazil	4	13	5	47	5	4	8	8	9	22
China	31	21	13	19	12	20	6	3	5	48
Colombia	6	11	11	24	8	4	5	26	4	37
France	9	13	3	25	10	3	12	8	7	25
Germany	10	12	9	26	8	2	4	18	5	28
India	12	12	3	49	3	5	5	29	13	24
Indonesia	15	38	20	21	6	13	11	11	5	66
Japan	8	17	5	21	3	1	19	3	8	30
Kenya	4	17	5	28	10	6	8	29	13	51
Nigeria	1	7	5	5	2	7	4	61	5	46
Philippines	10	14	8	45	–	10	7	13	14	41
Poland	9	5	18	17	15	6	10	14	8	30
S. Africa	7	7	5	27	9	9	5	38	5	30
S. Korea	4	31	11	13	4	8	4	4	17	29
Türkiye	17	13	30	25	13	14	3	16	14	41
UK	4	7	12	37	4	1	6	18	19	20
US	8	8	19	26	1	4	6	11	13	35