

YPO GlobalPulse

The YPO Global Pulse is the only CEO economic sentiment survey that spans the globe on a quarterly basis. YPO surveys its member base of 23,000 CEOs based in 130 countries every quarter on questions related to the current and expected economic environment affecting their businesses.

YPO members are the senior-most operators (chief executives or equivalent) of companies of a qualifying size and complexity, all under 50 years of age (they can join the graduate group, WPO, at 50 and stay for life). While the minimum qualifying criteria vary depending on company type, for most companies, it's a minimum of 50 employees and minimum annual revenues of US\$12 million.

About one-third of YPO's members are entrepreneurs, another third run family businesses, and the rest are professional (hired) executives.

The survey garners information from our members (in both YPO and its graduate group, WPO) about the following:

- Changes in sales, employee counts and fixed investment vs. same period last year
- Expected changes in sales, employee counts and fixed investment 12 months from now
- Current economic climate affecting their businesses today compared to six months ago
- Expected economic climate six months from now

The survey also generates a confidence index based on the respondents' answers, both globally and by region.

The quarterly electronic survey of YPO and WPO members is conducted during the first two weeks following the end of each calendar quarter. The first survey was deployed in July 2009.

About YPO

YPO (Young Presidents' Organization) is a not-for-profit, global network of young chief executives connected through the shared mission of becoming Better Leaders Through Lifelong Learning and Idea Exchange.™ Founded in 1950, YPO today provides 23,000 peers and their families in 130 countries with access to unique experiences, extraordinary educational resources, access to alliances with leading institutions, and participation in specialized networks to support their business, community and personal leadership. Altogether, YPO member-run companies employ more than 15 million people around the world and generate US\$6 trillion in annual revenues. For more information, visit www.ypo.org.