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 25,000+ CEOs based in more than 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.

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 USD12 million. The survey generates a confidence index based on the respondents' answers, both globally and by region. 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 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 quarterly electronic survey of YPO 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 is the premier chief executive leadership organization in the world, representing a global community of leaders committed to the shared mission of becoming Better Leaders Through Lifelong Learning and Idea ExchangeTM. YPO today provides more than 25,000 members in more than 130 countries with access to extraordinary educational resources, alliances with leading institutions, and specialized networks designed to support their business, community and personal leadership. Altogether, YPO member-run companies employ more than 15 million people around the world and generate USD6 trillion in annual revenues. For more information, visit www.ypo.org.