

Appendix

About the PricewaterhouseCoopers' CEO Pulse Survey



Undertaken in February 2009, the fourth annual PwC CEO Pulse Survey acts as a central voice for the Irish business community. Derived from 220 fully completed questionnaires, the survey presents the views of CEOs on a range of key business areas including:

- Business confidence
- Managing in a downturn
- Inward and outward investment
- Sustainability
- Managing and developing people
 - People challenges in the current environment
 - Coaching and mentoring

Profile of respondents

As can be seen from Figure 7.0 just over two thirds of all respondents operated in the Manufacturing, Services and Consumer Products sectors, with a further 23% coming from the Financial Services sector and the remaining 11% operating in the Technology sector.

While 155 respondents represented companies having Irish headquarters, 65 respondents represented companies having headquarters located outside of Ireland. Thus, the sample provides a relatively balanced representation of both multinational subsidiary and indigenous sentiment.

Fig. 7.0 Profile of 2009 respondents
(% of respondents)

