

University of Mississippi

eGrove

Newsletters

American Institute of Certified Public
Accountants (AICPA) Historical Collection

1-1994

CPA Letter Readership Survey, January 1994

American Institute of Certified Public Accountants (AICPA). Planning & Research Division

Follow this and additional works at: https://egrove.olemiss.edu/aicpa_news



Part of the [Accounting Commons](#)

THE CPA LETTER READERSHIP SURVEY

JANUARY 1994

AICPA

*American
Institute of
Certified
Public
Accountants*

THE CPA LETTER READERSHIP SURVEY

JANUARY 1994

AICPA

*American
Institute of
Certified
Public
Accountants*

**THE CPA LETTER
READERSHIP SURVEY**

Prepared by

The Planning & Research Division

AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS

January 1994

TABLE OF CONTENTS

	<u>Page</u>
Foreword.....	1
Executive Summary.....	3
Profile of Respondents.....	15
Personal and Professional Characteristics.....	17
Use of Other Accounting Publications.....	27
Use of Other Business Publications.....	30
<u>The CPA Letter.....</u>	33
Use of <u>The CPA Letter</u>	35
Length and Detail of <u>The CPA Letter</u>	39
Subject Coverage of <u>The CPA Letter</u>	45
Usefulness of Human Resources Topics.....	52
Other Subjects for <u>The CPA Letter</u>	54
The CPE News Column.....	55
Agreement or Disagreement with Statements About <u>The CPA Letter</u>	59
Rating of <u>The CPA Letter</u>	63
<u>The CPA Letter</u> Now Versus Two Years Ago.....	65
Frequency of <u>The CPA Letter</u>	68
Electronic Availability of <u>The CPA Letter</u>	69
Other Features of <u>The CPA Letter</u>	72
Improving <u>THE CPA Letter</u>	76
The Financial Manager's Report.....	77
Awareness of FMR.....	78
Use of FMR.....	80
Length of Articles in FMR.....	82
Importance of Topic Coverage in FMR.....	84
Overall Usefulness of FMR.....	91
Frequency of FMR.....	93
Opinion on Expanding the Length of FMR.....	95
Other Information about FMR.....	97
Accounting Educators: FYI.....	99
Awareness of FYI.....	100
Use of FYI.....	102
Length of Articles in FYI.....	104
Importance of Topic Coverage in FYI.....	106
Overall Usefulness of FYI.....	110
Frequency of FYI.....	112
Other Information About FYI.....	114
Appendix.....	115
Survey Questionnaires.....	116

LIST OF TABLES

<u>Table</u>	<u>Page</u>
Table 1A - Personal & Professional Characteristics (Respondents in Public Accounting, Government, and Other Areas).....	18-20
Table 1B - Personal & Professional Characteristics (Respondents in Industry).....	22-23
Table 1C - Personal & Professional Characteristics (Respondents in Education).....	25-26
Table 2 - Use of Other Accounting Publications.....	29
Table 3 - Use of Other Business Publications.....	31
Table 4 - Use of <u>The CPA Letter</u>	38
Table 5 - Length and Detail of <u>The CPA Letter</u>	42-43
Table 6A - Subject Coverage of <u>The CPA Letter</u> (Respondents in Public Accounting, Government, and Other Areas).....	47
Table 6B - Subject Coverage of <u>The CPA Letter</u> (Respondents in Industry).....	49
Table 6C - Subject Coverage of <u>The CPA Letter</u> (Respondents in Education).....	51
Table 7 - Usefulness of Human Resources Topics.....	53
Table 8 - Opinions Regarding the CPE News Column.....	58
Table 9A - Agreement or Disagreement with Statements About <u>The CPA Letter</u>	61
Table 9B - Suggested Paper Colors for <u>The CPA Letter</u>	62
Table 10 - Rating of <u>The CPA Letter</u>	64
Table 11 - <u>The CPA Letter</u> Now Versus Two Years Ago.....	67
Table 12 - Frequency of <u>The CPA Letter</u>	68
Table 13 - Electronic Availability of <u>The CPA Letter</u>	71
Table 14 - Other Features of <u>The CPA Letter</u>	75
Table 15 - Awareness of FMR.....	79
Table 16 - Use of FMR.....	81

LIST OF TABLES

<u>Table</u>		<u>Page</u>
Table 17	- Opinions on Length of Articles in FMR.....	83
Table 18	- Importance of "How-to" Articles in FMR.....	86-87
Table 19	- Variations in Importance of "How-to" Articles in FMR.....	89-90
Table 20	- Overall Usefulness of FMR.....	92
Table 21	- Opinion on Frequency of FMR.....	94
Table 22	- Opinion on Expanding the Length of FMR.....	96
Table 23	- Awareness of FYI.....	101
Table 24	- Use of FYI.....	103
Table 25	- Length of Articles in FYI.....	105
Table 26	- Importance of Topic Coverage in FYI.....	107
Table 27	- Variations in Importance of Topic Coverage in FYI.....	109
Table 28	- Overall Usefulness of FYI.....	111
Table 29	- Frequency of FYI.....	113

Foreword

This report contains the results of a nationwide survey of readers of The CPA Letter, a monthly newsletter received by the membership of the American Institute of Certified Public Accountants (AICPA).

The survey was sent to a random sample of 1,250 members in industry, 500 members in education, and 2,250 members in public accounting, government, and other areas (such as retired, active military, and practicing lawyer). Members were stratified into these separate populations prior to selecting the sample since the questionnaire was tailored to each membership segment. Additionally, the methodology was designed to ensure that there would be enough respondents from each segment for meaningful analysis. Members in each sample were sent survey questionnaires in mid-September 1993 and then follow-up questionnaires in early October.

Members receiving the surveys were questioned on a variety of topics, including the extent to which they read The CPA Letter, their evaluation of the publication and its subject coverage, whether they feel The CPA Letter should be available electronically through a personal computer, and their opinions on several statements about the newsletter. Demographic information and information about other publications read for accounting and general business information was also collected in the survey. In addition, the surveys sent to members in industry and education,

respectively, included questions pertaining to special inserts - **The Financial Manager's Report and Accounting Educators: FYI** - contained in the newsletters they receive. A total of 287 completed surveys from industry members (a 23% response rate), 150 from education members (a 30% response rate), and 725 from members in public accounting, government, and other areas (a 32% response rate) are included in the analysis that follows. Copies of the questionnaires used in the survey are included in the Appendix of this report.

Members responding to the survey are generally representative of the population of the membership segment from which they were drawn. The respondents closely match their respective populations in terms of age, years as a CPA, and region of the country.

Executive Summary

Profile of Respondents

Members were asked several questions about their personal and professional backgrounds, and about other publications they read for information regarding the accounting profession and general business information.

- o Members responding to the survey are generally representative of the population of the membership segment from which they were drawn. The respondents closely match their respective populations in terms of age, years as a CPA, and region of the country.
- o The Journal of Accountancy is far and away the most widely read publication by survey respondents for information on the accounting profession. More than nine out of every respondents in industry, education, public accounting, government, and other areas (such as practicing lawyer, active military, or retired) read the Journal of Accountancy. Other publications covering the accounting profession are read by a much smaller proportion of the survey respondents.
- o The majority of members in each segment reads The Wall Street Journal for general business information - 76 percent of members in industry, 70 percent of those in education and 59 percent of the members public accounting, government, and other areas. Business Week was a distant second, read by 34 percent of education members, 26 percent of industry members, and 21 percent of members in employed in public accounting, government, and other areas.

The CPA Letter

Respondents were asked several questions to gauge their use of The CPA Letter.

- o A solid majority of respondents in education (80 percent), public accounting, government, and other areas (74 percent) and in industry (69 percent) reported that they have read or looked through the last four issues of The CPA Letter. Furthermore, 69 percent of the respondents in education, 68 percent of those in public accounting, government, and other areas, and 59 percent of industry members indicated that they

normally read at least half of the publication.

- o At least eight out of every ten respondents in each of the segments find the "Highlights of What's Inside" section on the cover of The CPA Letter to be very or moderately useful.
- o When asked what they do with their copy of The CPA Letter when they have finished reading it, respondents most frequently indicated that they discard it. More than half of the industry members (54 percent) said they discard their copy of The CPA Letter when they have finished reading it, while 47 percent and 45 percent, respectively, of the respondents in education, and public accounting, government, and other areas indicated such. The second most frequently mentioned response in each membership segment was "save intact for future reference", followed by "clip or copy items of interest".

Respondents were also asked to indicate their thoughts with respect to the overall length of The CPA Letter as well as their opinions on the length and detail of the articles in the publication.

- o More than eight of every ten respondents in education and public accounting, government, and other areas feel the overall length of The CPA Letter is "about right", while one-fourth of the industry members feel this way.
- o More than eight out of every ten respondents in each segment also feel that the length of the articles in The CPA Letter is "about right".
- o The majority of respondents in each membership segment also feels that the level of detail in the articles in The CPA Letter is "about right". Eighty one percent of education members hold this opinion, while 78 percent of members in public accounting, government, and other areas, and 77 percent of industry members hold this opinion.
- o When queried as to whether they feel that "non-news" supplements or very long items should be published somewhere other than in The CPA Letter, more than four out of every ten respondents in each segment answered negatively. By comparison, more than three out of every ten respondents in each of these areas answered affirmatively. The remaining respondents had no opinion on the matter.
- o Respondents who feel that "non-news" supplements or very long items should be published elsewhere were asked to indicate where they feel these supplements or items should be published. Members in each segment most frequently indicated the Journal of Accountancy, while a few suggested a separate publication.

- o When asked how many pages they feel would be appropriate for The CPA Letter to devote to "non-news" supplements or items such as technical guidance (e.g., Notice to Practitioners), members responding to the survey most frequently recommended "two pages"; the next most common response was "one page".

Members were next presented with a list of subjects covered in The CPA Letter and asked to indicate how useful the information is to them in their occupations and also whether they feel the amount of coverage given to each subject is too much, not enough, or about right. Not surprisingly, respondents' opinions about a given topic varied by membership segment.

- o There are three topics which are "very useful" to a majority of members in public accounting, government, and other areas: IRS/tax news (68 percent), news briefs on topics affecting accountants (54 percent), and accounting and auditing issues/new standards and developments (52 percent). By comparison, 81 percent of members employed in public accounting, government, and other areas indicated that subject coverage of "job openings for CPAs in Washington" is not particularly useful to them.

With regard to the amount of coverage provided the subjects listed in the survey, the majority of respondents in public accounting, government and other areas indicated that it is about right, with one exception - job openings for CPAs in Washington - for which 32 percent feel the amount of coverage is too much and 33 percent had no opinion on the matter.

- o Industry members find four subjects "very useful": IRS/tax issues (55 percent), accounting and auditing issues/new standards and developments (50 percent); FASB (49 percent); and news briefs on topics affecting accountants (48 percent). In contrast, the majority of industry respondents do not find information about job openings for CPAs in Washington, national communications/media relations and CPA image-building efforts, GASB, and information on AICPA activities to be particularly useful to them.

The solid majority of industry members feel that the amount of coverage provided the subjects listed in survey is about right, with the exception of two topics. Thirty three percent feel that the amount of coverage devoted to job openings for CPAs in Washington is too much, while the same proportion had no opinion on the matter. Thirty percent also feel the amount of coverage given to national communications/media relations and CPA image-building efforts is too much, while 24 percent had no opinion.

- o There are three subjects which the majority of education members feel are "very useful": accounting and auditing issues/new standards and developments (68 percent), news briefs on topics affecting accountants (55 percent), and FASB (53 percent). The majority of education members also found all but one of the topics listed useful: 80 percent said that information about job openings for CPAs in Washington is not particularly useful to them.

The solid majority of education members also feel that the amount of coverage given to the topics listed in survey is about right, with the exception, once again, of one topic - job openings for CPAs in Washington - for which 23 percent feel that the amount of coverage is too much and 38 percent had no opinion on the matter.

Survey respondents were also presented with a list of six human resources topics and asked to indicate the extent to which articles in The CPA Letter about each topic would be useful to them in their occupations.

- o In general, the majority of respondents in each membership segment would find all of the topics listed at least moderately useful. There is, however, one topic that relatively more respondents said would be very useful to them - salary trends. Fifty seven percent of industry members, 46 percent of members in education, and 45 percent of members in public accounting, government, and other areas would find coverage of salary trends very useful.

In contrast, least useful to respondents in public accounting, government, and other areas are articles about sexual harassment, the Americans with Disabilities Act, and women and family issues. Members in industry are also least interested in the Americans with Disabilities Act and women and family issues. Members in education would also not find articles concerning the Americans with Disabilities Act and sexual harassment to be particularly useful.

The survey also sought members' opinions regarding the CPE News Column, a regular section of The CPA Letter that includes information about CPE products and programs offered by the AICPA.

- o The majority of respondents in industry (81 percent), education (77 percent), and in public accounting, government, and other areas (66 percent) indicated that they find the CPE News Column useful. Furthermore, 67 percent and 63 percent, respectively, of the respondents in industry and education feel the amount of coverage in this section is "about right",

while 57 percent of those in public accounting, government, and other areas hold this opinion.

- o When asked which of the CPE course methods listed on the survey questionnaire they would most prefer to see information about in CPE News Column, respondents in each segment would most prefer, relatively speaking, to see information about conferences. In contrast, respondents in all segments would least prefer to see information about in-firm training in The CPA Letter.

Members were next presented with several statements pertaining to The CPA Letter and asked to indicate the extent to which they agreed or disagreed with each.

- o Opinions on the statements show that members in each segment generally hold a favorable impression of The CPA Letter. The solid majority of respondents in each segment agreed that the information in The CPA Letter is presented in an interesting manner and that the publication adequately identifies important issues affecting members or the profession. Similarly, the majority of respondents agreed that the format or design of The CPA Letter makes it easy to read, and that graphics --such as bar charts and time trends-- should be used in articles containing numeric information where appropriate. The statement that "The CPA Letter should continue to be printed on the same color paper" drew the least amount of agreement from respondents. Sixty two percent of the members in public accounting, government, and other areas agreed with the statement, while 54 percent and 48 percent, respectively, of the respondents in education and industry agreed with this statement. However, there were relatively more respondents in each of the segments who had no opinion on the matter.

When asked to rate The CPA Letter on several specific aspects as well as overall, the majority of respondents in industry, education, public accounting, government, and other areas responded favorably.

- o More than eight out of every ten respondents in each segment give The CPA Letter a good or better rating on quality of content, quality of writing, and timeliness. The quality of the design of the publication - while not rated as highly - still received a good or better rating from 73 percent of members in education, 73 percent of members in public accounting, government, and other areas, and 64 percent of industry members.

Respondents were next asked questions to gauge how their use of The

CPA Letter has changed over the past two years and how they perceive the usefulness of the publication now as compared to then.

- o More than four out of every ten respondents in industry, education, public accounting, government, and other areas said that The CPA Letter is about as useful to them now as it was two years ago. In addition, 36 percent of members in education, 30 percent of those in industry, and 25 percent of those in public accounting, government, and other areas indicated that The CPA Letter is either somewhat more or much more useful to them now than it was two years ago. In contrast, less than one in ten respondents in each segment said that The CPA Letter is either somewhat less or much less useful now. The remaining respondents had no opinion.
- o The results were very similar in terms of the amount of time respondents spend reading The CPA Letter now as compared to two years ago. The majority of respondents in education (64 percent) and public accounting, government, and other areas (52 percent), as well as 46 percent of the respondents in industry said that they spend about as much time reading The CPA Letter now as they did two years ago. In addition, more than two out of every ten respondents in each segment spends either somewhat more or much more time reading the publication now than two years ago. However, there were some respondents who spend somewhat less or much less time reading The CPA Letter now as compared to two years ago: 16 percent of industry members, 11 percent of members in public accounting, government, and other areas, and five percent of education members. The remaining respondents had no opinion.

Members were asked their opinions regarding the frequency of The CPA Letter, currently published ten times per year, as well as their opinions concerning electronic availability of the publication.

- o More than seven out of every ten respondents in industry, education, public accounting, government, and other areas are in favor of the current frequency of The CPA Letter.
- o The majority of members in industry (54 percent) and public accounting, government, and other areas (51 percent), as well as 44 percent of education members do not think The CPA Letter should be available electronically. On the other hand, 32 percent of those in education, 23 percent of those in industry, and 20 percent of those in public accounting, government, and other areas feel it should be available electronically. The remaining respondents had no opinion on the matter.

- o Not surprisingly, the majority of respondents in each segment who feel that The CPA Letter should be available electronically indicated that they would be likely to want to receive the publication through an electronic medium.
- o The vast majority of respondents in each segment who said they favor electronic availability of The CPA Letter and would be likely to want to receive The CPA Letter electronically would not, however, want to receive the printed version of the publication for an extra fee.

Respondents were asked several questions regarding other features of The CPA Letter.

- o When asked how useful an annual index of selected articles from previous year's issues would be to them, respondents in each membership segment had rather mixed reactions. Less than one out of every three respondents in each membership segment indicated that such an index would be "very useful" to them, while 41 percent of industry members, 37 percent of education members, and 34 percent of those in public accounting, government and other areas, would find this index "moderately useful". In contrast, 38 percent of the members in public accounting, government and other areas, 37 percent of members in industry, and 34 percent of those in education indicated that they would not find such an annual index particularly useful.
- o When asked how useful they find the full-page advertisements for Institute products and services which periodically appear in The CPA Letter, responses were, once again, rather mixed. More than four out of every ten respondents in each segment said they do not find these advertisements to be particularly useful, while nearly the same proportion find the advertisements "moderately useful". By comparison, 15 percent of those in public accounting, government, and other areas find the advertisements "very useful", while 12 percent and 10 percent, respectively, of the members in education and industry find them "very useful".
- o Nearly six out of every ten respondents in each segment feel the descriptions of the items in the monthly "New Products & Publications" section are about right. On the other hand, several respondents in industry (13 percent), public accounting, government, and other areas (11 percent), and education (nine percent) think the descriptions are too long, while more than one in four respondents had no opinion on the matter.

In the final question concerning The CPA Letter, members were asked to provide any comments or suggestions to help improve the

publication or make it more useful to them. Although only a few respondents in each segment provided an answer to the question, those that did mentioned a variety of comments.

- o Industry members most frequently mentioned areas to which they feel that The CPA Letter should devote less coverage: public accounting issues, committee issues, FASB/GASB details, meetings, conferences, job openings, and advertising. A couple of industry members also suggested that articles in The CPA Letter be shorter and include an 800 number for readers wanting more information on a particular subject.
- o Respondents in public accounting, government, and other areas often suggested that The CPA Letter include more information related to tax issues, including international taxation. Several members would also like to see more technical updates and current developments in the accounting profession. There were also several respondents who commented that The CPA Letter needs a more "eye-catching" design with some suggesting a different color or glossy paper, more graphics, and, perhaps, pictures. Several respondents commented that they find The CPA Letter, in its current format, to be a useful and worthwhile publication. Finally, a few respondents feel that The CPA Letter needs to devote more coverage to issues concerning small firms.

The Financial Manager's Report

The CPA Letter contains a special insert for members in industry called "The Financial Manager's Report" (FMR), published four times per year. Members in industry were asked a series of questions about FMR.

- o Only slightly more than three out of every ten industry members responding to the survey indicated being aware of FMR prior to receiving the survey. Note that only respondents who indicated being aware of FMR were asked to answer the remaining questions concerning the section.
- o Nearly two-thirds of the respondents who said they were aware of FMR prior to receiving the survey indicated that they normally read all or most of it. By comparison, 16 percent read about half of it, 11 percent read just a few items, while 9 percent don't normally read FMR.
- o By and large, industry members believe the length of the articles in FMR is about right - nearly three fourths of

industry members gave this response. Only 8 percent believe that **FMR** articles are too long, while 6 percent think they are too short, and 12 percent had no opinion on the matter.

Industry members were next presented with a list of topics and asked to indicate how important it is that **FMR** include "how-to" type articles on each topic.

- o Most of the topics listed were considered very or moderately important by a majority of respondents. "Measuring performance using financial criteria" topped the list - 87 percent consider this topic to be very important (48 percent) or moderately important (39 percent). Respondents also consider "developing effective budgets", "measuring performance using non-financial criteria", and "implementing FASB statements" to be important topics. In contrast, over half of the respondents feel it is not particularly important that **FMR** include "how-to" articles on "financing and administering export and import operations" or "audit committee structure and activities".
- o In a separate, related question, the solid majority of industry respondents feel that it is important that **FMR** include articles with information on proposed accounting standards and other professional issues (87 percent), and articles on programs run by state societies for members in industry (71 percent). In contrast, 52 percent of the respondents indicated it is not particularly important that **FMR** include articles on activities of the Members in Industry Executive Committee.

Industry respondents were also queried as to how useful they find **FMR** and whether the current frequency of **FMR** (four times per year) is too often, not often enough, or about right. Respondents were also asked to indicate, if **FMR** - currently four pages - were expanded to six or eight pages, whether they would be more likely to read it, less likely to read it, or neither more nor less likely to read it.

- o As a group, industry members give **FMR** high ratings in terms of usefulness with 42 percent saying it is "very useful" and 50 percent saying it is "moderately useful".
- o In terms of the frequency of **FMR**, respondents were nearly equally divided between "not often enough" (48 percent) and "about right" (46 percent). Six percent of the respondents

had no opinion on the matter.

- o Nearly half of the industry members responding to the survey (45 percent) said they would be neither more nor less likely to read **FMR** if it were expanded to six or eight pages. Thirty three percent said they would be more likely to read **FMR** if it were expanded to six or eight pages, while 22 percent said they would be less likely to read it in that instance.

The final questions in the survey about **FMR** dealt with members' likes and dislikes of the section, other topics or information which should be covered, and ways to improve the section.

- o What members like about **FMR** is that the articles are short and relevant to industry CPAs. What they dislike is that it is not published often enough. Few respondents mentioned other topics they would like to see covered in **FMR** - those that did mentioned topics such as: management and leadership skills, employee benefit programs, ethics for CPAs in industry, and bankruptcies and restructuring. The few members who provided comments on ways to improve **FMR** suggested that the section be expanded or published more often.

Accounting Educators: FYI

The CPA Letter contains a special insert for members in education entitled "**Accounting Educators: FYI**", published five times per year. Respondents in education were asked several questions about **FYI**.

- o More than three-fourths of the members in education indicated they were aware of **FYI** prior to receiving the survey.
- o The results show that, as a group, members in education who were aware of **FYI** prior to receiving the survey are fairly thorough readers of **FYI**. More than eight out of every ten respondents indicated they read all or most of **FYI**.
- o Nearly eight out of every ten respondents feel the length of the articles in **FYI** is "about right", as compared to six percent who think the articles are "too long", and ten percent who think the articles are "too short". Five percent of the educators had no opinion on the matter.

Educators were next presented with a list of topics and asked to indicate how important it is that **FYI** include articles on each.

- o In general, the majority of the respondents consider all of the topics listed to be very or moderately important. Topping the list was "general developments in accounting education" - considered to be an important topic by more than nine out of every ten respondents. Other topics which respondents consider relatively important include "curriculum development", "faculty development", "CPE for accounting educators", and "instructional technology". In contrast, members in education attach relatively less importance to articles covering "female CPA issues".

Members in education were also asked to indicate how useful they find FYI and whether they think the current frequency of FYI (five times per year) is too often, not often enough, or about right.

- o Overall, educators give FYI fairly high ratings in terms of usefulness: 59 percent consider it "very useful" and 32 percent consider it "moderately useful". Only nine percent of the respondents feel that FYI is "not particularly useful".
- o While 52 percent of education members feel that five times per year is "about right", 41 percent feel it is "not often enough". On the other hand, six percent feel FYI is published "too often" and one percent had no opinion on the matter.

The final questions about FYI asked respondents to comment on their likes and dislikes about the section, topics or information they cannot find elsewhere that they would like to see covered in FYI, and any suggestions to improve FYI. Unfortunately, each of the three questions drew a limited number of responses.

- o Respondents commented that what they like about FYI is that it provides timely information in a concise and understandable manner. Very few educators commented on any aspect of FYI which they dislike. Educators mentioned a range of topics they would like to see covered in FYI such as more information on educational innovations, commentaries from other educators about their teaching methods and use of computers in the classroom, curriculum development, student recruiting and scholarship information, and the interrelationship between practice and education. There were only a couple of respondents who commented on how to improve FYI.

PROFILE OF RESPONDENTS

Personal & Professional Characteristics

Members were asked questions regarding their personal and professional backgrounds, yielding a mini-profile of respondents.

Respondents in Public Accounting, Government and Other Areas (Table 1A)

- o More than three-fourths (77 percent) of the members who responded are male, while 23 percent are female.
- o Respondents have a median age of 42 years.
- o More than one out of every three respondents (35 percent) is from the South, 24 percent are from the Midwest, while 21 percent are from the West, and 20 percent are from the Northeast.
- o Members responding to the survey have been CPAs for a median of 13 years.
- o More than six out of every ten respondents (61 percent) is employed in public accounting, while 25 percent work in government, and 14 percent fall into "other" areas (practicing lawyer, active military, retired and other). Table 1A also provides a detailed breakdown of positions held by respondents in these segments.
- o Among the respondents in public accounting, 27 percent are sole practitioners while the same proportion come from firms with two through five AICPA members. In contrast, 13 percent are with firms with more than 100 AICPA members. The median firm size of respondents in public accounting is about five AICPA members.
- o Members in public accounting were asked to indicate the percentage of professional time they devote to the various services listed on the survey questionnaire. The solid majority of respondents indicated that they devote some proportion of their time to individual tax (86 percent) or corporate tax (82 percent). In addition, 69 percent devote some time to compilation and review, and 66 percent and 55 percent, respectively, devote time to accounting and auditing. In contrast, only a small proportion of public accounting members devote any time to information technology (6 percent) litigation services (11 percent), personal financial planning (20 percent), or management consulting services (36 percent). A detailed breakdown of this information is shown in Table 1A.

TABLE 1A
PERSONAL & PROFESSIONAL CHARACTERISTICS
RESPONDENTS IN PUBLIC ACCOUNTING, GOVERNMENT, & OTHER AREAS
(Percentage Distributions)

Gender

Male	77
Female	23

Age

Under 26 years	2
26-35 years	27
36-45 years	31
46-55 years	19
56-65 years	9
Over 65 years	12
Median	42 years

Region

Northeast	20
Midwest	24
South	35
West	21

Years as a CPA

Less than 1 year	1
1-2 years	6
3-5 years	15
6-10 years	21
11-15 years	16
16-20 years	12
Over 20 years	28
Median	13 years

TABLE 1A (CONT'D.)

PERSONAL & PROFESSIONAL CHARACTERISTICS

RESPONDENTS IN PUBLIC ACCOUNTING, GOVERNMENT, & OTHER AREAS
(Percentage Distributions)

Primary Job Function

Public Accounting -

Partner/Shareholder	22
Sole Practitioner	16
Senior Staff Member	19
Staff Member	<u>4</u>
	61%

Government -

Elected	*
Political Appointment	1
Civil Service	17
Other	<u>7</u>
	25%

Other -

Practicing Lawyer	1
Active Military	*
Retired	13
Other	<u>*</u>
	14%

Firm Size (Total Number of AICPA Members in Firm)
Public Accounting Respondents Only

One	27
2-5	27
6-10	10
11-100	23
Over 100	13

Median 5 AICPA Members

*Less than .5 percent.

TABLE 1A (CONT'D.)

PERSONAL & PROFESSIONAL CHARACTERISTICS

(Percentage Distributions - Respondents in Public Accounting Only)

Profes- sional Time Devoted To <u>Service</u>	<u>Acctg.</u>	<u>Audtg.</u>	<u>Comp & Review</u>	<u>Corp. Tax</u>	<u>Indiv. Tax</u>	<u>PPP</u>	<u>MCS</u>	<u>Info. Tech.</u>	<u>Liti- gation Svcs.</u>	<u>Other</u>
0%	34	45	31	18	14	80	64	94	89	85
1-4%	1	1	1	2	1	3	3	1	2	1
5%	8	7	8	9	4	7	11	2	3	2
6-9%	1	*	*	*	*	*	1	*	*	*
10%	17	10	16	19	9	7	9	2	2	2
11-14%	*	*	1	*	*	*	*	*	*	*
15%	5	2	6	8	7	1	3	*	1	1
16-19%	*	*	*	*	*	*	*	*	*	*
20%	11	6	13	18	11	*	3	*	1	2
21-40%	15	11	18	19	38	*	4	1	1	1
41-60%	5	7	4	3	8	*	1	*	*	2
61-80%	*	3	*	1	3	*	1	*	*	1
81-99%	*	4	*	*	2	*	*	*	*	1
100%	*	2	*	*	1	*	*	*	*	*

*Less than .5 percent.
Percentages may not add to 100% due to rounding.

Respondents in Industry (Table 1B)

- o Nearly three-fourths (74 percent) of industry members responding to the survey are male, while 26 percent are female.
- o Most industry respondents (76 percent) are less than 46 years old, with a median age of 39 years.
- o More than a third (34 percent) of the industry members are from the South, while 23 percent are from the Midwest, 22 percent are from the West, and 21 percent are from the Northeast.
- o Industry members responding to the survey have been CPAs for a median of 10 years.
- o Industry members responding to the survey hold various positions in their organizations. Twenty nine percent are Controllers, while one fourth are in Financial/Accounting positions. Another 24 percent are President/CEO/COO or CFO of their organizations.
- o Respondents are employed in a wide range of industries, falling under the broad categories of manufacturing (28 percent), finance/insurance/real estate (24 percent), services (18 percent), retail trade (6 percent), wholesale trade (5 percent), transportation/public utilities (8 percent), and other areas (11 percent) such as mining/oil/gas/construction, healthcare, and the not-for-profit arena.
- o Respondents to the survey come from firms of all sizes. Twenty two percent are from firms with under 50 employees, while 16 percent come from firms with over 10,000 employees.
- o Forty six percent of industry members responding to the survey work for a privately held company, while 26 percent work for the parent of a publicly held company. Another 16 percent are employed by a subsidiary of a publicly held company, seven percent work in the not-for-profit sector, three percent work for a subsidiary of a privately held company, and two percent work for "other" types of companies.

TABLE 1B
PERSONAL & PROFESSIONAL CHARACTERISTICS

RESPONDENTS IN INDUSTRY
(Percentage Distributions)

Gender

Male	74
Female	26

Age

Under 26 years	1
26-35 years	35
36-45 years	40
46-55 years	16
56-65 years	7
Over 65 years	1
Median	39 years

Region

Northeast	21
Midwest	23
South	34
West	22

Years as a CPA

Less than 1 year	2
1-2 years	6
3-5 years	15
6-10 years	29
11-15 years	22
16-20 years	10
Over 20 years	16
Median	10 years

TABLE 1B (CONT'D.)

PERSONAL & PROFESSIONAL CHARACTERISTICS

RESPONDENTS IN INDUSTRY
(Percentage Distributions)

Primary Job Function

President/CEO/COO	6
CFO	18
Controller	29
Treasurer	3
Financial/Accounting	25
Internal Audit	8
Operations	3
Other	8

Primary Industry

Manufacturing	28
Finance/Insurance/Real Estate	24
Services	18
Retail Trade	6
Wholesale Trade	5
Transportation/Public Utilities	8
Mining/Oil/Gas/Construction	3
Healthcare	3
Non-Profit	4
Other	1

Firm Size (Total Number of Employees in Firm)

Under 50	22
50-99	10
100-250	12
251-500	10
501-1,000	7
1,001-5,000	17
5,001-10,000	6
Over 10,000	16

Type of Company

Privately held company	46
Publicly held (parent)	26
Subsidiary of publicly held company	16
Not-For-Profit	7
Subsidiary of privately held company	3
Other	2

Respondents in Education (Table 1C)

- o More than one-fourth (76 percent) of the members in education who responded to the survey are male, while 24 percent are female.
- o Members in education have a median age of 48 years.
- o Thirty six percent of the educators are from the South, 27 percent are from the Midwest, 21 percent are from the Northeast, and 16 percent are from the West.
- o Members in education have been CPAs for a median of 15 years.
- o The majority (69 percent) of education members responding to the survey are professors/teachers, while 15 percent are nonacademic administrators/staff members, and 13 percent are academic administrators/staff members. The remaining three percent hold other positions.
- o Fifty nine percent of the education members are from public institutions, while 41 percent are from private institutions.

TABLE 1C

PERSONAL & PROFESSIONAL CHARACTERISTICS

RESPONDENTS IN EDUCATION
(Percentage Distributions)

Gender

Male	76
Female	24

Age

Under 26 years	*
26-35 years	11
36-45 years	30
46-55 years	35
56-65 years	19
Over 65 years	5
Median	48 years

Region

Northeast	21
Midwest	27
South	36
West	16

Years as a CPA

Less than 1 year	*
1-2 years	*
3-5 years	4
6-10 years	20
11-15 years	28
16-20 years	22
Over 20 years	26
Median	15 years

*Less than .5 percent.

TABLE 1C (CONT'D.)

PERSONAL & PROFESSIONAL CHARACTERISTICS

RESPONDENTS IN EDUCATION
(Percentage Distributions)

Primary Job Function

Academic Administrator/Staff	13
Professor/Teacher	69
Nonacademic Administrator/Staff	15
Other	3

Type of Institution

Public	59
Private	41

Use of Other Accounting Publications

Members were presented with a list of twelve publications and asked to indicate those which they read for information on the accounting profession (Table 2).

The Journal of Accountancy is far and away the most widely read publication by survey respondents for information on the accounting profession. Ninety eight percent of the respondents in education read the Journal of Accountancy, while ninety-six percent and ninety-five percent, respectively, of the respondents in industry and in public accounting, government, and other areas read this publication. Other publications covering the accounting profession are read by a much smaller proportion of the survey respondents. There are, however, a few variations in the readership of these other publications among the segments of the Institute's membership, as noted below.

- o Respondents employed in public accounting, government, and "other" areas (such as practicing lawyer, active military, or retired) are relatively more likely to read The Tax Adviser, The Practicing CPA and The Practical Accountant for information on the accounting profession than respondents employed in industry or education.
- o Respondents employed in education are relatively more likely than respondents in the other membership segments to read The CPA Journal, Management Accounting, Accounting Today, and New Accountant for information on the accounting profession.

When asked to indicate what other publications they read for information on the accounting profession, respondents in each of the membership segments most frequently mentioned state society publications. A few members in industry and a few members in

education also indicated that they read The Internal Auditor for information on the accounting profession. Several respondents employed in public accounting, government, and other areas reported that they read the Journal of Taxation for information on the accounting profession.

TABLE 2

USE OF OTHER ACCOUNTING PUBLICATIONS
(Percentage of Respondents)

Q: Which of the following publications do you read for information on the accounting profession?

	<u>Public Acctg/ Gov't/Other</u>	<u>Industry</u>	<u>Education</u>
Journal of Accountancy	95	96	98
The Tax Adviser	25	10	12
The Practicing CPA	13	3	7
CPA Digest	1	1	1
The CPA Journal	13	10	22
Management Accounting	4	14	32
The Practical Accountant	19	5	10
Bowman's Accounting Report	3	1	1
Accounting Today	11	7	21
New Accountant	1	*	25
Public Accounting Report	2	1	3
Emerson Professional Services Review	*	*	1
Other	13	13	16

* Less than .5 percent.

Percentages add to more than 100% due to multiple responses.

Use of Other Business Publications

Respondents were also asked to indicate, from a list of eleven publications, those which they read for general business information (Table 3).

The majority of members in each segment reads The Wall Street Journal for general business information - 76 percent of members in industry, 70 percent of those in education and 59 percent of the members public accounting, government, and other areas. Business Week was a distant second, read by 34 percent of education members, 26 percent of industry members, and 21 percent of members in employed in public accounting, government, and other areas.

The other general business publications listed on the survey questionnaire are read by a much smaller proportion of respondents. There is little variation in the readership of these other publications among the segments of the Institute's membership, except as noted below.

- o Members in education are relatively more likely to read Newsweek and U.S. News & World Report than respondents employed in industry, public accounting, government, and other areas.

When asked to indicate what other publications they read for general business information, respondents in each of the membership segments most frequently mentioned their local newspaper, as well as Barron's, Money, The Kiplinger Letter, and The Economist. In addition, a few members in industry also indicated that they read Crain's and Investor's Business Daily.

TABLE 3

USE OF OTHER BUSINESS PUBLICATIONS
(Percentage of Respondents*)

Q: Which of the following publications do you read for general business information?

	<u>Public Acctg/ Gov't/Other</u>	<u>Industry</u>	<u>Education</u>
The Wall Street Journal	59	76	70
BusinessWeek	21	26	34
Newsweek	19	14	28
Fortune	9	15	12
Forbes	11	15	10
U.S. News & World Report	14	10	22
The New York Times	12	11	10
The Washington Post	5	5	3
Time	16	17	21
USA Today	17	21	20
Bureau of National Affairs	3	3	1
Other	25	30	16

* Percentages add to more than 100% due to multiple responses.

THE CPA LETTER

Use of The CPA Letter

Respondents in industry, education, public accounting, government, and other areas were asked several questions about their use of The CPA Letter (Table 4).

When asked how many of the last four issues of The CPA Letter they have read or looked through, the majority of respondents in each of the membership segments indicated all four issues. Eighty percent of the respondents in education have read or looked through the last four issues, while 74 percent of members in public accounting, government and other areas, and 69 percent of the respondents in industry have done so.

The amount of The CPA Letter read by respondents in each of the various membership segments is generally uniform, with the majority of respondents in these segments indicating that they normally read at least half of The CPA Letter. Sixty nine percent of the respondents employed in education, 68 percent of the respondents in public accounting, government, and other areas, and 59 percent of the respondents in industry indicated that they read at least half of the publication. A slight variation exists among industry members as compared to respondents in the other segments, as noted below.

- o Members in industry are relatively more apt to read "just a few items" than respondents in education, public accounting, government, and other areas.

The majority of the respondents in each of the membership segments also indicated that the "Highlights of What's Inside" on the cover is useful to them in determining what they will read.

Half of the members in industry (50 percent) find this section "very useful", while 33 percent find it "moderately useful". Forty six percent of the members in public accounting, government, and other areas feel this section is "very useful" and slightly more than one in three (34 percent) find it "moderately useful". Forty three percent of the respondents employed in education find the "Highlights of What's Inside" section on the cover "very useful" while 40 percent find it "moderately useful".

When asked what they do with their copy of The CPA Letter when they have finished reading it, respondents most frequently indicated that they discard it. More than half of the industry members (54 percent) said they discard their copy of The CPA Letter when they have finished reading it, while 47 percent and 45 percent, respectively, of the respondents in education, and public accounting, government, and other areas indicated such. The second most frequently mentioned response in each membership segment was "save intact for future reference", followed by "clip or copy items of interest". By comparison, respondents in each segment are least inclined to "pass it on to others". There is little variation in responses across the various membership segments, except as noted below.

- o Respondents employed in education are relatively more apt to "save [their copy of The CPA Letter] intact for future

reference" or "clip or copy items of interest" than respondents in industry, public accounting, government, and other areas.

Survey respondents who said they pass their copy of The CPA Letter on to others when they have finished reading it were asked to indicate how many others typically see it. The majority of members in each segment indicated that one to two other people typically see their copy of The CPA Letter: nearly all (99 percent) industry members indicated such, while 58 percent and 52 percent, respectively, of the respondents in education, and in public accounting, government and other areas indicated such.

TABLE 4
USE OF THE CPA LETTER
(Percentage Distributions)

	<u>Public Acctg/ Govt/Other</u>	<u>Industry</u>	<u>Education</u>
Q: How many of the last four issues of <u>The CPA Letter</u> have you read or looked through?			
None	4	2	1
One	4	8	3
Two	8	10	3
Three	10	11	12
Four	74	69	80
Q: How much of <u>The CPA Letter</u> do you normally read?			
Cover to Cover	12	8	11
Most of it	34	24	36
About half of it	22	27	22
Just a few items	28	37	28
Don't normally read	4	3	3
Q: How useful is the "Highlights of What's Inside" on the cover in determining what you will read?			
Very useful	46	50	43
Moderately useful	34	33	40
Not particularly useful	20	17	17
Q: What do you do with your copy of <u>The CPA Letter</u> when you have finished reading it?1			
Pass it on to others	11	10	9
Clip or copy items of interest	14	12	24
Save intact for future reference	30	23	38
Discard it	45	54	47
Other	*	*	2
Q: If you "pass it on to others", how many others typically see it?			
1-2	52	99	58
3-5	36	*	25
6-9	4	*	8
10 or more	8	*	8

¹Percentages may add to more than 100% due to multiple responses.

*Less than .5 percent.

Length and Detail of The CPA Letter

Respondents were asked to indicate their thoughts with respect to the overall length of The CPA Letter as well as their opinions on the length and detail of the articles in the publication (Table 5).

Regarding the overall length of The CPA Letter, the majority of respondents in each of the segments feel that it is "about right". More than eight of every ten respondents in education (85 percent) and in public accounting, government, and other areas (83 percent) feel the overall length of The CPA Letter is "about right", while slightly fewer industry members - 75 percent - feel this way. In terms of the respondents who feel The CPA Letter is "too long" or "too short", and those who did not have an opinion, there is little variation across the various membership segments.

More than eight out of every ten respondents in each of the segments also feel that the length of the articles in The CPA Letter is "about right", as indicated by 88 percent of education members, 81 percent of industry members, and 81 percent of members in public accounting, government, and other areas. Once again, there is little variation across the membership segments.

The majority of respondents in each of the membership segments also feel that the level of detail in the articles in The CPA Letter is about right. Eighty one percent of education members hold this opinion, while 78 percent of members in public accounting, government, and other areas, and 77 percent of industry members

hold this opinion. There is little variation across the membership segments among the respondents.

Respondents were also asked whether they feel that "non-news" supplements or very long items should be published somewhere other than in The CPA Letter. In response to this question, 47 percent of the members in industry, 45 percent of education members, and 44 percent of respondents employed in public accounting, government, and other areas, answered negatively. By comparison, more than three out of every ten respondents in each of these areas answered affirmatively. The remaining respondents had no opinion on the matter.

Respondents who feel that "non-news" supplements or very long items should be published elsewhere were queried as to where they feel these supplements or items should be published. Members in each segment most frequently indicated the Journal of Accountancy, while a few also suggested that these supplements or items be published in a separate publication.

Members responding to the survey were also asked how many pages they feel would be appropriate for The CPA Letter to devote to "non-news" supplements or items such as technical guidance (e.g., Notice to Practitioners). As seen in Table 5, the most frequently mentioned response to this question was "two pages" (mentioned by 40 percent of the respondents in public accounting, government and other areas; 37 percent of those in industry; and 36 percent of

education members). In addition, 28 percent of industry members, 27 percent of those in public accounting, government, and other areas, and 25 percent of education members feel that The CPA Letter should devote "1 page" to "non-news" supplements or items such as technical guidance.

TABLE 5

LENGTH AND DETAIL OF THE CPA LETTER
(Percentage Distributions)

	<u>Public Acctg/ Govt/Other</u>	<u>Industry</u>	<u>Education</u>
Q: How about the overall length of <u>The CPA Letter</u> , do you think it is too long, too short, or about right?			
Too long	6	9	2
About right	83	75	85
Too short	5	8	9
Don't know/No opinion	6	8	4
Q: Considering the length of the articles in <u>The CPA Letter</u> , do you think they are typically too long, too short, or about right?			
Too long	7	8	2
About right	81	81	88
Too short	2	2	4
Don't know/No opinion	10	9	6
Q: Do you think the articles in <u>The CPA Letter</u> are typically too detailed, not detailed enough, or about right?			
Too detailed	5	7	4
About right	78	77	81
Not detailed enough	8	7	11
Don't know/No opinion	9	8	4
Q: Do you think "non-news" supplements or very long items should be published somewhere other than in <u>The CPA Letter</u> ?			
Yes	31	37	33
No	44	47	45
Don't Know/No Opinion	25	16	22

TABLE 5 (CONT'D.)

	<u>Public Acctg/ Govt/Other</u>	<u>Industry</u>	<u>Education</u>
Q: How many pages do you think would be appropriate for <u>The CPA Letter</u> to typically devote to "non-news" supplements or items such as technical guidance (e.g., Notice to Practitioners)?			
None	3	4	2
1/2 page	1	3	3
1 page	27	28	25
1 1/2 pages	5	7	4
2 pages	40	37	36
2 1/2 pages	3	4	2
3 pages	6	7	5
3 1/2 pages	1	1	1
4 pages	9	7	14
4 1/2 pages	*	*	*
5 or more pages	5	2	8

*Less than .5 percent.

Subject Coverage of The CPA Letter

Respondents were presented with a list of subjects covered in The CPA Letter and asked to indicate how useful the information is to them in their occupations and also whether they feel the amount of coverage given to each subject is too much, not enough, or about right. Not surprisingly, respondents' opinions about a given topic varied by membership segment.

Respondents in Public Accounting, Government and Other Areas (Table 6A)

There are three topics which are "very useful" to the majority of members in public accounting, government, and other areas: IRS/tax news (68 percent), news briefs on topics affecting accountants (54 percent), and accounting and auditing issues/new standards and developments (52 percent). Other topics deemed relatively useful by members in public accounting, government, and other areas include: FASB, GASB, Washington news, and new AICPA products and services. In fact, the majority of members in this segment found all of the topics listed moderately or very useful to them in their occupations, with one exception. Eighty one percent of members employed in public accounting, government, and other areas indicated that subject coverage of "job openings for CPAs in Washington" is not particularly useful to them.

With regard to the amount of coverage provided the subjects listed in the survey, the majority of respondents in public accounting, government and other areas indicated that it is about right, with the exception of one topic - job openings for CPAs in Washington -

for which 32 percent feel the amount of coverage is too much and 33 percent had no opinion on the matter.

TABLE 6A

**SUBJECT COVERAGE OF THE CPA LETTER
(Percentage Distributions - Respondents in Public Accounting, Government and Other Areas)**

	THE INFORMATION IS:			THE AMOUNT OF COVERAGE IS:				
	Very Useful	Mod. Useful	Not Part. Useful	Too Much	About Right	Not Enough	Don't Know/No Opinion	
IRS/tax news	68	26	6	3	65	25	7	
News briefs on topics affecting accountants	54	42	4	1	77	14	8	
Acctg & audtg issues (new stds. & devel)	52	37	11	5	69	14	12	
FASB	44	41	15	5	71	10	14	
GASB	33	34	33	10	61	9	20	
Washington news	29	54	17	10	68	8	14	
New AICPA Products and services	26	49	25	13	65	6	16	
Professional issues (ethics and disciplinary actions)	23	48	29	16	66	4	14	
State legislation	19	50	31	12	58	9	21	
Consulting services	14	50	36	12	59	4	25	
AICPA activities (results from council, Board of Directors, senior technical meetings)	11	42	47	25	53	*	22	
National communications/media relations and CPA image-building efforts	10	47	43	21	50	5	24	
Job openings for CPAs in Washington	5	14	81	32	31	4	33	

*Less than .5 percent

Respondents in Industry (Table 6B)

There are four subjects which exhibited a high "very useful" response by respondents employed in industry: IRS/tax issues (55 percent), accounting and auditing issues/new standards and developments (50 percent); FASB (49 percent); and news briefs on topics affecting accountants (48 percent). In contrast, 81 percent of the industry respondents would not find information about job openings for CPAs in Washington to be particularly useful to them. In addition, three other topics are not particularly useful to the majority of industry respondents: national communications/media relations and CPA image-building efforts, GASB, and information on AICPA activities (results from Council, Board of Directors, senior technical meetings).

With regard to the amount of coverage provided the subjects listed in the survey, the solid majority of members in industry indicated that it is about right, with the exception of two topics. Thirty three percent feel that the amount of coverage devoted to job openings for CPAs in Washington is too much, while the same proportion had no opinion on the matter. Thirty percent also feel the amount of coverage devoted to national communications/media relations and CPA image-building efforts is too much, while 24 percent had no opinion.

TABLE 6B
 SUBJECT COVERAGE OF THE CPA LETTER
 (Percentage Distributions - Respondents in Industry)

	THE INFORMATION IS:			THE AMOUNT OF COVERAGE IS:				
	Very Useful	Mod. Useful	Not Part. Useful	Too Much	About Right	Not Enough	Don't Know/No Opinion	
IRS/tax news	55	38	7	3	67	24	6	
Acctg & audtg issues (new stds. & devel)	50	43	7	3	73	18	6	
FASB	49	42	9	6	71	15	8	
News briefs on topics affecting accountants	48	49	3	2	76	17	5	
Washington news	29	52	19	9	68	11	12	
New AICPA Products and services	17	61	22	15	62	8	15	
State legislation	16	49	35	13	61	7	19	
Professional issues (ethics and disciplinary actions)	13	46	41	26	59	3	12	
GASB	13	33	54	20	54	4	22	
AICPA activities (results from council, Board of Directors, senior technical meetings)	9	37	54	29	52	1	17	
Consulting services	8	48	44	14	56	4	26	
Job openings for CPAs in Washington	6	13	81	33	31	3	33	
National communications/media relations and CPA image-building efforts	5	38	57	30	43	3	24	

Respondents in Education (Table 6C)

There are three subjects which the majority of education members feel are very useful to them in their occupations: accounting and auditing issues/new standards and developments (68 percent), news briefs on topics affecting accountants (55 percent), and FASB (53 percent). Other topics deemed relatively useful by members in education are: IRS/tax news, GASB, professional issues (ethics and disciplinary actions), Washington news, and new AICPA products and services. Once again, the majority of education members found all but one of the topics listed useful: 80 percent said that information about job openings for CPAs in Washington is not particularly useful to them.

With regard to the amount of coverage provided the subjects listed in the survey, the solid majority of education members indicated that it is about right, with the exception once again, of one topic - job openings for CPAs in Washington - for which 23 percent feel that the amount of coverage is too much and 38 percent had no opinion on the matter.

TABLE 6C

SUBJECT COVERAGE OF THE CPA LETTER
(Percentage Distributions - Respondents in Education)

	THE INFORMATION IS:			THE AMOUNT OF COVERAGE IS:				
	Very Useful	Mod. Useful	Not Part. Useful	Too Much	About Right	Not Enough	Don't Know/No Opinion	
Acctg & audtg issues (new stds. & devel)	68	26	6	1	73	19	6	
News briefs on topics affecting accountants	55	41	4	*	79	14	7	
FASB	53	40	7	1	77	13	8	
IRS/tax news	42	39	19	5	68	14	13	
GASB	39	39	22	6	67	14	12	
Professional issues (ethics and disciplinary actions)	26	47	26	12	71	6	11	
Washington news	24	50	26	10	68	6	16	
New AICPA Products and services	20	62	18	8	77	3	12	
State legislation	16	48	36	11	61	8	20	
AICPA activities (results from council, Board of Directors, senior technical meetings)	15	48	37	17	60	3	20	
National communications/media relations and CPA image-building efforts	12	38	50	17	53	2	28	
Consulting services	9	43	48	14	57	3	26	
Job openings for CPAs in Washington	5	15	80	23	37	2	38	

Usefulness of Human Resources Topics

Survey respondents were also presented with a list of six human resources topics and asked to indicate the extent to which articles in The CPA Letter about each topic would be useful to them in their occupations (Table 7).

In general, the majority of respondents in each membership segment would find all of the topics listed at least moderately useful. There is, however, one topic that relatively more respondents said would be very useful to them - salary trends. Fifty seven percent of industry members, 46 percent of members in education, and 45 percent of members in public accounting, government, and other areas would find coverage of salary trends very useful.

In contrast, respondents in public accounting, government, and other areas are least interested in sexual harassment, the Americans with Disabilities Act, and women and family issues with 45 percent, 44 percent, and 43 percent, respectively, indicating that these topics would not be particularly useful to them. Members in industry are also least interested in the Americans with Disabilities Act (36 percent indicated "not particularly useful") and women and family issues (34 percent indicated "not particularly useful"). Members in education would also not find the Americans with Disabilities Act (43 percent) or women and family issues (43 percent) to be particularly useful.

TABLE 7

USEFULNESS OF HUMAN RESOURCES TOPICS
(Percentage Distributions)

Q: Please indicate the degree to which articles about the following human resources topics would be useful to you in your occupation:

	<u>Public Acctg./Gov't/Other</u>			<u>Industry</u>			<u>Education</u>		
	<u>Very Useful</u>	<u>Mod. Useful</u>	<u>Not Partic. Useful</u>	<u>Very Useful</u>	<u>Mod. Useful</u>	<u>Not Partic. Useful</u>	<u>Very Useful</u>	<u>Mod. Useful</u>	<u>Not Partic. Useful</u>
Salary trends	45	36	19	57	33	10	46	30	24
Family & Medical Leave Act (federal)	21	47	32	29	44	27	20	39	41
Americans with Disabilities Act	15	41	44	23	41	36	14	43	43
Sexual harassment	15	40	45	21	50	29	16	48	36
Women & family issues	15	42	43	25	41	34	16	41	43
Interviewing skills	30	39	31	38	42	20	33	32	35

Other Subjects for The CPA Letter

Survey respondents were asked to indicate what other subjects they would like to see covered in The CPA Letter. Although there were generally very few respondents who provided an answer, those who did listed a variety a subjects.

Among the respondents in public accounting, government and other areas, the suggestion that The CPA Letter include more coverage of small practice management received most frequent mention, followed by more tax topics, and more information on accounting and auditing, and compilation and review. A few also suggested articles on management trends, effective management skills, and developing networks. A couple of respondents would also like to see more information on local governmental issues and trends. Finally, a couple of members would like The CPA Letter to include information on opportunities for retired or retiring CPAs.

Respondents in industry most frequently suggested more articles on topics pertinent to industry CPAs, such as NAFTA and other international issues, as well as benchmarking and environmental accounting issues. A couple of industry members also commented that The CPA Letter should contain more information on personal financial planning.

The few education members who responded to the question suggested topics such as educational issues and trends, and college and university accounting.

The CPE News Column

The survey also sought members' opinions regarding the **CPE News Column**, a regular section of The CPA Letter that includes information about the CPE products and programs offered by the AICPA (Table 8).

The **CPE News Column** is useful to a solid majority of respondents in each segment. Eighty one percent of respondents in industry find this section useful (23 percent "very useful", 58 percent "moderately useful"), while 77 percent of the education members find this section useful (19 percent "very useful", and 58 percent "moderately useful"). Respondents employed in public accounting, government, and other areas also find the **CPE News Column** useful: 14 percent find the column "very useful", while 52 percent find it "moderately useful". There is little variation across these membership segments, except as noted below.

- o Respondents employed in public accounting, government, and other areas had a relatively greater tendency to say that the **CPE News Column** is "not particularly useful" than respondents employed in industry or education.

When asked about the amount of coverage in the **CPE News Column**, the majority of respondents in each segment indicated that it is about right. Sixty seven percent and 63 percent, respectively, of the respondents in industry and education feel that the amount of coverage in the **CPE News Column** is about right, while 57 percent of the respondents in public accounting, government, and other areas hold this opinion. There is little variation across these membership segments, except as noted below.

- o Industry members were relatively less apt to say that the amount of coverage in the CPE News Column is too much than respondents in other segments.

Survey respondents were also presented with a list of seven CPE course methods and asked to indicate those which they would prefer to see information about in the CPE News Column.

Relatively speaking, conferences are the CPE course method that respondents in each of the membership segments would most prefer to see information about in The CPA Letter. Fifty three percent of the members in education, 52 percent of the members in industry, and 43 percent of the members in public accounting, government, and other areas would most prefer to see information about CPE conferences in The CPA Letter.

The second most preferred CPE course method among respondents in industry and among respondents in public accounting, government, and other areas is seminars/group study - 45 percent and 40 percent of the respondents in these segments, respectively, would prefer to see information about this course method in The CPA Letter. The second most preferred CPE course method that respondents in education would like to see information about in The CPA Letter is computer-based training, preferred by 45 percent of education members.

In contrast, respondents in all segments would least prefer to see information about in-firm training in The CPA Letter. There is little variation in the preferred CPE course methods across the membership segments, except as noted below.

- o Respondents in public accounting, government, and other areas were relatively less apt to say they would prefer to see information about computer-based training in The CPA Letter than respondents in education and industry. In contrast, they were relatively more apt to prefer to see information about in-firm training than respondents in education and industry.

TABLE 8

OPINIONS REGARDING THE CPE NEWS COLUMN

Percentage Distributions

	<u>Public Acctg/ Govt/Other</u>	<u>Industry</u>	<u>Education</u>
Q: How useful to you is the CPE News Column?			
Very useful	14	23	19
Moderately useful	52	58	58
Not partic. useful	34	19	23
Q: Do you think the amount of coverage in the CPE News Column is too much, not enough, or about right?			
Too much	15	7	15
About right	57	67	63
Not enough	4	10	4
Don't know/ No opinion	24	16	18

Percentage of Respondents*

	<u>Public Acctg/ Govt/Other</u>	<u>Industry</u>	<u>Education</u>
Q: Which of the following CPE course methods would you prefer to see information about in <u>The CPA Letter</u>?			
Seminar/group study	40	45	42
Conferences	43	52	53
Self-study/text	36	41	36
Self-study/audio	21	27	20
Self-study/video	21	25	21
In-firm training	15	7	5
Computer-based training	28	39	45

*Percentages add to more than 100% due to multiple responses.

**Agreement or Disagreement with
Statements About The CPA Letter**

Members were next presented with a few statements pertaining to The CPA Letter and asked to indicate the extent to which they agreed or disagreed with each (Table 9A).

More than eight out of every ten respondents in education (87 percent) and public accounting, government, and other areas (85 percent) agree with the statement that "the information in The CPA Letter is presented in an interesting manner," while 78 percent of the respondents in industry agree with this statement.

Slightly greater proportions of respondents in public accounting, government, and other areas (89 percent), education (88 percent), and industry (86 percent) agree with the statement that "The CPA Letter adequately identifies important issues affecting members or the profession."

The statement that "the format or design of The CPA Letter makes it easy to read" also drew agreement from the majority of respondents in public accounting, government, and other areas (85 percent), education (85 percent), as well as respondents in industry, 77 percent of whom agreed with this statement.

More than seven out of every ten respondents in industry (78 percent), education (71 percent), and public accounting, government, and other areas (71 percent) agreed with the statement that "graphics --such as bar charts and time trends-- should be

used in articles containing numeric information where appropriate." The statement that "The CPA Letter should continue to be printed on the same color paper" drew the least amount of agreement from respondents. Sixty two percent of the members in public accounting, government, and other areas agreed with the statement, while 54 percent and 48 percent, respectively, of the respondents in education and industry agreed with this statement. However, there were relatively more respondents in each of the segments who had no opinion on the matter.

TABLE 9A

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ABOUT THE CPA LETTER
(Percentage Distributions)

	<u>Strongly Agree</u>	<u>Moderately Agree</u>	<u>Moderately Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/ No Opinion</u>
The information in The CPA Letter is presented in an interesting manner	16 10 20	69 68 67	10 16 9	2 3 2	3 3 2
Public Acctg/Govt/Other Industry Education					
The CPA Letter adequately identifies important issues affecting members or the profession	29 18 33	60 68 55	6 11 5	1 1 1	4 2 5
Public Acctg/Govt/Other Industry Education					
The format or design of The CPA Letter makes it easy to read	25 18 29	60 59 56	10 16 9	3 3 3	2 3 2
Public Acctg/Govt/Other Industry Education					
Graphics --such as bar charts and time trends-- should be used in articles containing numeric information where appropriate	28 38 32	43 40 39	15 13 17	4 3 3	10 6 8
Public Acctg/Govt/Other Industry Education					
The CPA Letter should continue to be printed on the same color paper	22 18 17	40 30 37	9 10 12	8 13 7	21 29 27
Public Acctg/Govt/Other Industry Education					

Respondents who disagree that The CPA Letter should continue to be printed in the same color paper were asked to indicate the color they would prefer:

TABLE 9B
SUGGESTED PAPER COLORS FOR THE CPA LETTER
(Percentage of Respondents*)

Q: If you disagree that The CPA Letter should continue to be printed on the same color paper, what color would you prefer?

	<u>Public Acctg/ Govt/Other</u>	<u>Industry</u>	<u>Education</u>
White	51	57	60
Buff/Ivory/Tan	20	21	25
Light Blue	14	12	5
Light Grey	9	4	*
Rotate Color Periodically	*	4	5
Any Lighter Color	9	2	5
Other	8	7	*

*Percentages may not add to 100% due to multiple responses.

Rating of The CPA Letter

Members were asked to rate The CPA Letter on several specific aspects as well as overall (Table 10).

The majority of respondents in industry, education, public accounting, government, and other areas rate The CPA Letter good or excellent overall and on each of the four specific aspects presented.

More than eight of out every ten respondents in each segment give The CPA Letter a good or better rating on quality of content, quality of writing, and timeliness. The quality of the design of the publication - while not rated as highly - still received a good or better rating from 73 percent of members in education, 73 percent of members in public accounting, government, and other areas, and 64 percent of industry members. There is little variation in respondents' ratings of The CPA Letter across the membership segments, except as noted below.

- o Respondents employed in education had a relatively higher tendency to give The CPA Letter an excellent rating on timeliness than respondents in other segments.
- o Education members were also relatively more apt to give The CPA Letter an excellent overall rating than respondents in other segments.

TABLE 10

**RATING OF THE CPA LETTER
(Percentage Distributions)**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
<u>Quality of Content</u>				
Public Acctg/Govt/Other	25	64	10	1
Industry	21	65	12	1
Education	29	61	9	1
<u>Quality of Writing</u>				
Public Acctg/Govt/Other	27	62	10	1
Industry	20	65	15	*
Education	28	58	13	1
<u>Quality of Design</u>				
Public Acctg/Govt/Other	15	58	23	4
Industry	11	53	31	5
Education	19	54	23	4
<u>Timeliness</u>				
Public Acctg/Govt/Other	27	60	12	1
Industry	22	66	11	1
Education	32	56	11	1
<u>Overall Rating</u>				
Public Acctg/Govt/Other	18	70	11	1
Industry	15	69	15	1
Education	26	63	10	1

*Less than .5 percent.

The CPA Letter Now Versus Two Years Ago

Respondents were next asked a couple of questions to gauge how their use of The CPA Letter has changed over the past two years and how they perceive the usefulness of the publication now as compared to then (Table 11).

More than four out of every ten respondents in public accounting, government, and other areas (46 percent), education (46 percent), and industry (41 percent) said that The CPA Letter is about as useful to them now as it was two years ago. In addition, 36 percent of members in education, 30 percent of those in industry, and 25 percent of those in public accounting, government, and other areas indicated that The CPA Letter is either somewhat more or much more useful to them now than it was two years ago. In contrast, seven percent of the respondents in industry, six percent of the respondents in public accounting, government, and other areas, and four percent of those in education said that The CPA Letter is either somewhat less or much less useful now. The remaining 23 percent in public accounting, government, and other areas, 22 percent in industry, and 14 percent in education had no opinion.

The results were very similar in terms of the amount of time respondents spend reading The CPA Letter now as compared to two years ago. The majority of respondents in education (64 percent) and public accounting, government, and other areas (52 percent), as well as 46 percent of the respondents in industry said that they spend about as much time reading The CPA Letter now as they did two

years ago. In addition, 26 percent of the respondents in industry, 26 percent of those in education, and 23 percent of the respondents in public accounting, government, and other areas spend either somewhat more or much more time reading the publication now than two years ago. However, there were some respondents who spend somewhat less or much less time reading The CPA Letter now as compared to two years ago: 16 percent of industry members, 11 percent of members in public accounting, government, and other areas, and five percent of education members. The remaining 14 percent in public accounting, government, and other areas, 12 percent in industry, and five percent in education had no opinion.

TABLE 11

THE CPA LETTER NOW VERSUS TWO YEARS AGO
(Percentage Distributions)

Q: Which of the following statements best describes your feelings about the usefulness of The CPA Letter now as compared to two years ago?

	<u>Public Acctg/ Gov't/Other</u>	<u>Industry</u>	<u>Education</u>
The CPA Letter is much more useful to me now than it was two years ago	4	7	9
The CPA Letter is somewhat more useful to me now than it was two years ago	21	23	27
The CPA letter is about as useful to me now as it was two years ago	46	41	46
The CPA Letter is somewhat less useful to me now than it was two years ago	4	6	3
The CPA Letter is much less useful to me now than it was two years ago	2	1	1
Don't Know/No Opinion/Not Applicable	23	22	14

Q: Which of the following statements applies best for you?

	<u>Public Acctg/ Gov't/Other</u>	<u>Industry</u>	<u>Education</u>
I spend much more time reading The CPA Letter now than I did two years ago	5	6	6
I spend somewhat more time reading The CPA Letter now than I did two years ago	18	20	20
I spend about as much time reading The CPA Letter now as I did two years ago	52	46	64
I spend somewhat less time reading The CPA Letter now than I did two years ago	7	13	4
I spend much less time reading The CPA Letter now than I did two years ago	4	3	1
Not sure/Not applicable	14	12	5

Frequency of The CPA Letter

Members were asked to give their opinions regarding the frequency of The CPA Letter, which is currently published ten times per year (Table 12).

The vast majority of respondents - 79 percent of those in public accounting, government, and other areas, 78 percent of those in industry, and 78 percent of those in education - are in favor of the current publication frequency of The CPA Letter.

TABLE 12

**FREQUENCY OF THE CPA LETTER
(Percentage Distributions)**

Q: The CPA Letter is currently published 10 times per year (there are two combined issues: February/March and July/August). Do you think this is too often, not often enough or about right?

	<u>Public Acctg/ Gov't/Other</u>	<u>Industry</u>	<u>Education</u>
Too often	8	12	7
About right	79	78	78
Not often enough	8	7	13
Don't know/No opinion	5	3	2

Electronic Availability of The CPA Letter

The survey also sought to ascertain members' opinions regarding electronic availability of The CPA Letter (Table 13).

When asked whether they think The CPA Letter should be available electronically, the majority of members in industry (54 percent) and public accounting, government, and other areas (51 percent), as well as 44 percent of education members, answered negatively. On the other hand, 32 percent of those in education, 23 percent of those in industry, and 20 percent of those in public accounting, government, and other areas answered affirmatively. The remaining respondents had no opinion on the matter.

Respondents who feel The CPA Letter should be available electronically were asked to indicate how likely they would be to want to receive The CPA Letter electronically, through a personal computer, as an alternative to receiving the hard copy. Not surprisingly, the majority of respondents in each segment who feel that The CPA Letter should be available electronically indicated that they would be very likely or moderately likely to want to receive the publication through an electronic medium: 73 percent of the respondents in industry, 72 percent of those in education, and 64 percent of those in public accounting, government, and other areas. However, 35 percent of members in public accounting, government, and other areas, 28 percent of members in education, and 24 percent of members in industry indicated that they would not be particularly likely to want to receive The CPA Letter

electronically, through a personal computer. The remaining respondents in each segment had no opinion on the matter.

Respondents who said they favor electronic availability of The CPA Letter and would be likely to want to receive the publication electronically were also asked whether, for an extra fee, they would also want to receive the printed version of the publication. The vast majority of respondents in each segment replied in the negative: 96 percent of those in industry, 91 percent of those in public accounting, government, and other areas, and 88 percent of those in education.

TABLE 13

**ELECTRONIC AVAILABILITY OF THE CPA LETTER
(Percentage Distributions)**

	<u>Public Acctg/ Govt/Other</u>	<u>Industry</u>	<u>Education</u>
Q: Do you think <u>The CPA Letter</u> should be available electronically, through a personal computer?			
Yes	20	23	32
No	51	54	44
Don't know/No opinion	29	23	24
Q: How likely would you be to want to receive <u>The CPA Letter</u> electronically, through your personal computer, as an alternative to receiving the hard copy?			
Very likely	23	27	32
Moderately likely	41	46	40
Not Particularly likely	35	24	28
Don't know/No opinion	1	3	*
Q: For an extra fee, would you also want to receive the printed version of <u>The CPA Letter</u>?			
Yes	9	4	12
No	91	96	88

*Less than .5 percent.

Other Features of The CPA Letter

Respondents were asked several questions regarding other features of The CPA Letter (Table 14).

The first of such questions concerned an index of selected articles from previous year's issues which was recently featured in The CPA Letter. When asked how useful such an index, published annually, would be to them, respondents in each membership segment had rather mixed reactions. Twenty nine percent of the respondents in education indicated that such an index would be very useful to them, compared to 28 percent in public accounting, government, and other areas, and 22 percent in industry. In addition, more than four out of every ten industry members (41 percent), 37 percent of education members, and 34 percent of those in public accounting, government and other areas, would find this index moderately useful. In contrast, 38 percent of the members in public accounting, government and other areas, 37 percent of members in industry, and 34 percent of those in education indicated that they would not find such an annual index particularly useful.

Survey respondents were also asked how useful they find the full-page advertisements for Institute products and services which periodically appear in The CPA Letter. Once again, responses were rather mixed. Forty six percent of the respondents in education, 44 percent of the respondents in industry, and 44 percent of the respondents in public accounting, government, and other areas said they do not find these advertisements to be particularly useful,

while nearly the same proportions find the advertisements moderately useful. By comparison, 15 percent of those in public accounting, government, and other areas find the advertisements very useful, while 12 percent and 10 percent, respectively, of the members in education and industry find them very useful.

When asked whether they think the descriptions of the items in the monthly "New Products & Publications" section are too long, too short, or about right, responses were nearly the same across the membership segments. Nearly six out of every ten respondents in public accounting, government and other areas (59 percent), education (59 percent) and industry (58 percent) think that the descriptions are about right. On the other hand, several respondents in industry (13 percent), public accounting, government, and other areas (11 percent), and education (nine percent) think that the descriptions are too long. However, 27 percent of the respondents in education, 27 percent of those in public accounting, government, and other areas, and 26 percent of those in industry had no opinion on the matter.

Respondents were next asked to provide any comments they had about how the promotion of Institute products and services in The CPA Letter could be made more useful to them. Among the respondents in each membership segment surveyed - public accounting, government, and other areas, industry, and education - the most frequently mentioned comment concerned the redundancy of the advertisements in The CPA Letter. Many respondents commented that they are inundated

with direct mail promotions from the Institute covering the same products and services, and that these products and services are also advertised in the Journal of Accountancy. Several members commented that a newsletter should not be used as an advertising vehicle and suggested that advertising be eliminated from The CPA Letter. Several also suggested that instead of advertising perhaps The CPA Letter should include a periodic listing or index of Institute products and services. Finally, a few respondents suggested that the advertisements be kept very short and that a reader response card be included for those who would like more information.

TABLE 14

OTHER FEATURES OF THE CPA LETTER
(Percentage Distributions)

	<u>Public Acctg/ Govt/Other</u>	<u>Industry</u>	<u>Education</u>
Q: <u>The CPA Letter</u> recently featured for the first time an index of selected articles from previous year's issues. How useful would such an index, published annually, be to you?			
Very Useful	28	22	29
Moderately useful	34	41	37
Not particularly useful	38	37	34
Q: The Institute periodically advertises in <u>The CPA Letter</u> products and services it has developed for members. How useful do you find these full-page advertisements?			
Very Useful	15	10	12
Moderately useful	41	46	41
Not particularly useful	44	44	46
Q: In the monthly "New Products & Publications" section, do you think the descriptions of the items are too long, too short, or about right?			
Too long	11	13	9
About right	59	58	59
Too short	3	3	5
Don't know/no opinion	27	26	27

Improving The CPA Letter

Members were asked to provide any comments or suggestions that would help improve The CPA Letter or make it more useful to them.

Although very few industry members responded to this question, those who did frequently mentioned areas to which they feel that The CPA Letter should devote less coverage: public accounting issues, committee issues, FASB/GASB details, meetings conferences, job openings, and advertising. A couple of industry members also suggested that articles in The CPA Letter be shorter and include an 800 number for readers who would like more information on a particular subject.

The most frequently mentioned suggestion from respondents in public accounting, government, and other areas was that The CPA Letter should include more information and articles related to tax issues, including international taxation. Several members would also like to see more technical updates and current developments in the accounting profession. There were also several respondents who commented that The CPA Letter needs a more "eye-catching" design with some suggesting a different color or glossy paper, more graphics, and perhaps pictures. Several respondents commented that they find The CPA Letter, in its current format, to be a useful and worthwhile publication. Finally, a few respondents feel that The CPA Letter needs to devote more coverage to issues concerning small firms.

THE FINANCIAL MANAGER'S REPORT

Awareness of The Financial Manager's Report

The CPA Letter contains a special insert for members in industry called "The Financial Manager's Report" (FMR) which is published four times per year. Members in industry were asked a series of questions about FMR, beginning with whether they were aware of FMR prior to receiving the survey.

Slightly more than three out of every ten industry members responding to the survey (31 percent) indicated being aware of FMR prior to receiving the survey (Table 15). Note that only respondents who indicated being aware of FMR were asked to answer the remaining questions concerning the section. Also note that the relatively small proportion of respondents who were aware of FMR prior to receiving the survey resulted in rather small bases for use in the cross-tabulations presented throughout this section.

When responses are stratified by the various demographic and firm characteristics of the respondents (Table 15), there is little variation, except, as noted below.

- o More experienced industry CPAs were relatively more apt to have been aware of FMR prior to receiving the survey than their less-seasoned counterparts.
- o Respondents employed in the Finance/Insurance/Real Estate industries were relatively less likely to have been aware of FMR prior to receiving the survey than respondents employed in other industries.
- o As the total number of employees in respondents' companies increases, the likelihood of respondents having been aware of FMR prior to receiving the survey decreases.

TABLE 15

**AWARENESS OF THE FINANCIAL MANAGER'S REPORT
(Percentage Distributions)**

Q: Prior to receiving this survey, were you aware of FMR?

	<u>Yes</u>	<u>No</u>
<u>All Industry Respondents</u>	31	69
 <u>Years as a CPA</u>		
Under 6 years	29	71
6-10 years	27	73
11-20 years	34	66
Over 20 years	37	63
 <u>Primary Job Function¹</u>		
Senior Management	31	69
Other	32	68
 <u>Industry</u>		
Manufacturing	32	68
Finance/Insurance/ Real Estate	23	77
Services	35	65
Other ²	36	64
 <u>Firm Size (Total Employees)</u>		
Under 50	34	66
50 - 1,000	32	68
1,001 - 10,000	31	69
Over 10,000	27	73

¹Senior management includes Presidents/CEOs/COOs, CFOs, Controllers and Treasurers. Other includes respondents in Financial/Accounting, Internal Audit, Operations, and other primary job functions.

²Includes respondents employed in Retail Trade, Wholesale Trade, Transportation/Public Utilities, and other industries.

Use of FMR

As seen in Table 16, nearly two-thirds (64 percent) of the respondents who said they were aware of FMR prior to receiving the survey indicated that they normally read all of it (25 percent) or most of it (39 percent). By comparison, 16 percent read about half of it, 11 percent read just a few items, while 9 percent don't normally read FMR.

When responses are stratified by years as a CPA and primary job function, as also seen in Table 16, there is little variation, except as noted below.

- o Respondents who have been CPAs for more than 10 years are relatively more apt to normally read just a few items in FMR than their less-experienced counterparts.

TABLE 16

**USE OF THE FINANCIAL MANAGER'S REPORT
(Percentage Distributions)**

Q: How much of FMR do you normally read?

	<u>All of It</u>	<u>Most of It</u>	<u>About Half of It</u>	<u>Just a Few Few Items</u>	<u>Don't Normally Read</u>
<u>All Industry Respondents</u>	25	39	16	11	9
<u>Years as a CPA</u>					
Under 11 years	23	36	20	8	13
11-20 years	19	41	13	19	9
Over 20 years	*	*	*	*	*
<u>Primary Job Function¹</u>					
Senior Management	27	41	12	8	12
Other	23	36	21	15	5

*Insufficient responses for meaningful analysis.

¹Senior management includes Presidents/CEOs/COOs, CFOs, Controllers and Treasurers. Other includes respondents in Financial/Accounting, Internal Audit, Operations, and other primary job functions.

Length of Articles in FMR

Respondents were also asked whether they consider the length of the articles in FMR to be too long, too short or about right (Table 17).

By and large, respondents believe that the length of the articles in FMR is about right - nearly three fourths (74 percent) of industry members gave this response. Only 8 percent believe that FMR articles are too long, while 6 percent think they are too short, and 12 percent had no opinion on the matter.

As also seen in Table 17, responses were generally uniform when stratified by years as a CPA and primary job function.

TABLE 17

OPINION ON LENGTH OF ARTICLES IN THE FINANCIAL MANAGER'S REPORT
(Percentage Distributions)

Q: Considering the length of the "how to" type articles in FMR, do you think they are too long, too short, or about right?

	<u>Too Long</u>	<u>About Right</u>	<u>Too Short</u>	<u>Don't Know/ No Opinion</u>
<u>All Industry Respondents</u>	8	74	6	12
<u>Years as a CPA</u>				
Under 11 years	8	69	5	18
11-20 years	12	72	3	12
Over 20 years	*	*	*	*
<u>Primary Job Function¹</u>				
Senior Management	10	76	4	10
Other	5	72	8	15

*Insufficient responses for meaningful analysis.

¹Senior management includes Presidents/CEOs/COOs, CFOs, Controllers and Treasurers. Other includes respondents in Financial/Accounting, Internal Audit, Operations, and other primary job functions.

Importance of Topic Coverage in FMR

Industry members were presented with a rather long list of topics and asked to indicate how important it is that FMR include "how-to" type articles on each topic (Table 18).

Most of the topics listed were considered very or moderately important by a majority of respondents. "Measuring performance using financial criteria" topped the list - 48 percent of respondents feel that is very important that FMR include "how-to" articles on this topic, while 39 percent feel it is moderately important. Respondents also consider "developing effective budgets" to be an important topic for FMR to include - 44 percent said it is very important, while the same proportion said it is moderately important. The majority of respondents also consider a couple of other topics - "measuring performance using non-financial criteria" (86 percent) and "implementing FASB statements" (82 percent) to be very or moderately important. In contrast, over half of the respondents feel that it is not particularly important that FMR include "how-to" articles on "financing and administering export and import operations" (67 percent) or "audit committee structure and activities" (51 percent). "Tax consequences of succession plans" and "tips for selecting a telecommunications systems" are also relatively less important to respondents than the other topics listed.

In a separate, related question, nearly nine out of every ten respondents indicated that it is very important (52 percent) or

moderately important (35 percent) that FMR include articles with information on proposed accounting standards and other professional issues. In addition, 71 percent consider it very important (24 percent) or moderately important (47 percent) that FMR include articles on programs run by state societies for members in industry. In contrast, 52 percent of the respondents indicated that it is not particularly important that FMR include articles on activities of the Members in Industry Executive Committee.

TABLE 18

IMPORTANCE OF "HOW TO" ARTICLES IN THE FINANCIAL MANAGER'S REPORT
(Percentage Distributions)

Q: Please indicate how important it is to you that FMR includes "how to" articles on the following topics:	Not			
	<u>Very Important</u>	<u>Moderately Important</u>	<u>Partic. Important</u>	<u>Don't Know/No Opinion</u>
Measuring performance using financial criteria	48	39	9	4
Developing effective budgets	44	44	7	5
Measuring performance using non-financial criteria	37	49	11	3
Implementing FASB statements	36	46	13	5
Integrating external and internal financial reporting systems	33	40	23	4
Getting the most out of your bank relationships	32	45	18	5
Managing risks	31	49	15	5
Financing for growth	30	46	19	5
Alternative short-term investment strategies	30	45	20	5
Working with information systems departments	30	43	22	5
Tax issues for owner-operated businesses	28	36	30	6
Applying activity-based management	26	46	21	6
Making the most of your outside CPA's tax department	26	26	43	5
Administering employee benefit plans	23	50	22	5
Implementing electronic data interchange (EDI)	23	34	38	5

TABLE 18 (Cont'd.)

Q: Please indicate how important it is to you that FMR includes "how to" articles on the following topics:

	<u>Very Important</u>	<u>Moderately Important</u>	<u>Not Partic. Important</u>	<u>Don't Know/No Opinion</u>
Innovative project financing	21	52	20	6
Planning for strategic acquisitions	21	33	39	6
Determining whether self-insurance is right for your company	20	38	38	4
Managing the human resources function	19	49	27	5
Tax consequences of succession plans	13	33	46	8
Internal audit staff utilization	12	40	42	6
Tips for selecting a telecommunications system	12	32	49	7
Financing and administering export and import operations	12	18	67	3
Audit committee structure and activities	8	35	51	6

Q: How important is it to you that FMR includes articles on:

	<u>Very Important</u>	<u>Moderately Important</u>	<u>Not Partic. Important</u>	<u>Don't Know/No Opinion</u>
Information about proposed accounting standards and other professional issues	52	35	10	2
Programs run by state societies for members in industry	24	47	27	2
Activities of the Members in Industry Executive Committee	15	31	52	2

When responses are broken down by years as a CPA and primary job function (Table 19), some variations are revealed, as noted below.

- o CPAs with under 11 years of experience attach relatively more importance to many of the topics listed in the survey than their more seasoned counterparts. For example, while 77 percent of the experienced CPAs consider "developing effective budgets" to be very or moderately important, the proportion is 97 percent among less-experienced CPAs.
- o There are a few topics which are relatively more important to veteran CPAs than to less-seasoned CPAs. For example, while 56 percent of CPAs with under 11 years of experience consider "tax issues for owner-operated businesses" to be very or moderately important, 71 percent of the CPAs with 11 or more years of experience hold this view.
- o Similarly, there are several topics which are relatively more important to respondents in senior management positions than to respondents other positions. For example, 69 percent of those in senior management consider "making the most of your outside CPA's tax department" to be very or moderately important, while only 31 percent of those in other positions feel this way.
- o Industry CPAs in senior management positions are also relatively more interested in "administering employee benefit plans" 88 percent of whom consider this a very or moderately important topic as compared to 53 percent of those in other positions.
- o There are several topics which respondents in other positions are relatively more interested in than are respondents in senior management positions: "implementing FASB statements" (89 percent versus 77 percent), "applying activity-based management" (81 percent versus 67 percent), "implementing electronic data interchange" (64 percent versus 52 percent), "planning for strategic acquisitions (64 percent versus 48 percent), and "internal audit staff utilization" (64 percent versus 44 percent).

TABLE 19

VARIATIONS IN THE IMPORTANCE OF "HOW TO" ARTICLES IN THE FINANCIAL MANAGER'S REPORT
(Percent Indicating Very or Moderately Important)

Q: Please indicate how important it is to you that FMR includes "how to" articles on the following topics:

	All Indus. -----	Years as a CPA -----			Primary Job Function ¹ -----	
		Under 11 -----	11-20 -----	Over 20 -----	Sr. Mgmt. -----	Other -----
Measuring Performance Using Financial Criteria	87	86	90	*	85	89
Developing Effective Budgets	88	97	77	*	90	86
Measuring Performance Using Non-Financial Criteria	86	83	87	*	85	86
Implementing FASB Statements	82	83	81	*	77	89
Integrating internal and external financial reporting systems	73	78	68	*	71	78
Getting the Most Out of Your Bank Relationships	77	78	74	*	85	67
Managing Risks	80	69	84	*	88	69
Financing for Growth	76	72	81	*	79	72
Alternative Short-Term Investment Strategies	75	78	65	*	79	69
Working with Information Systems Departments	73	72	74	*	69	78
Tax Issues for Owner-Operated Businesses	64	56	71	*	75	50
Applying Activity-Based Management	73	78	65	*	67	81
Making the Most of Your Outside CPA's Tax Department	52	56	55	*	69	31
Administering Employee Benefit Plans	73	78	68	*	88	53
Implementing Electronic Data Interchange (EDI)	57	64	52	*	52	64

TABLE 19 (CONT'D.)

Q: Please indicate how important it is to you that FMR includes "how to" articles on the following topics:

	All Indus. -----	Years as a CPA -----			Primary Job Function ¹ -----	
		Under 11 -----	11-20 -----	Over 20 -----	Sr. Mgmt. -----	Other -----
Innovative Project Financing	74	75	71	*	73	75
Planning for Strategic Acquisitions	55	58	48	*	48	64
Determining Whether Self-Insurance Is Right for Your Company	58	61	55	*	67	47
Managing the Human Resources Function	68	69	68	*	79	53
Tax Consequences of Succession Plans	46	44	43	*	53	36
Internal Audit Staff Utilization	52	56	48	*	44	64
Tips for Selecting a Telecommunications System	44	44	42	*	42	47
Financing and Administering Export and Import Operations	30	36	19	*	29	31
Audit Committee Structure and Activities	43	36	48	*	42	44

Q: How important is it to you that FMR includes articles on:

Information About Proposed Accounting Standards and Other Professional Issues	88	87	84	*	86	90
Programs Run by State Societies for Members in Industry	71	69	69	*	74	67
Activities of the Members in Industry Executive Committee	46	41	38	*	47	44

*Insufficient responses for meaningful analysis.

¹Senior management includes Presidents/CEOs/COOs, CFOs, Controllers and Treasurers. Other includes respondents in Financial/Accounting, Internal Audit, Operations, and other primary job functions.

Overall Usefulness of FMR

Industry respondents were also asked to indicate how useful they find FMR (Table 20).

As a group, industry members give FMR high ratings in terms of usefulness with 42 percent saying it is very useful and 50 percent saying it is moderately useful. On the other hand, eight percent feel FMR is not particularly useful to them.

When responses are grouped according to years as a CPA and primary job function, there is little variation in the degree to which industry members find FMR useful, except as noted below.

- o CPAs with under 11 years of experience are relatively more apt to say FMR is very useful than their more seasoned counterparts.

TABLE 20

OVERALL USEFULNESS OF THE FINANCIAL MANAGER'S REPORT
(Percentage Distributions)

Q: Overall, how useful do you find FMR?

	<u>Very Useful</u>	<u>Moderately Useful</u>	<u>Not Particularly Useful</u>
<u>All Industry Respondents</u>	42	50	8
<u>Years as a CPA</u>			
Under 11 years	51	37	11
11-20 years	26	64	10
Over 20 years	*	*	*
<u>Primary Job Function¹</u>			
Senior Management	41	47	12
Other	42	55	3

*Insufficient responses for meaningful analysis.

¹Senior management includes Presidents/CEOs/COOs, CFOs, Controllers and Treasurers. Other includes respondents in Financial/Accounting, Internal Audit, Operations, and other primary job functions.

Frequency of FMR

Members in industry were asked if the frequency of FMR - currently four times per year - is too often, not often enough, or about right (Table 21).

Respondents were nearly equally divided between "not often enough" (48 percent) and "about right" (46 percent). Six percent of the respondents had no opinion on the matter.

As also seen in Table 21, responses are generally uniform when stratified by years as a CPA and primary job function.

TABLE 21

OPINION ON FREQUENCY OF THE FINANCIAL MANAGER'S REPORT
(Percentage Distributions)

Q: FMR is currently published four times per year. Do you think this is too often, not often enough, or about right?

	<u>Too Often</u>	<u>About Right</u>	<u>Not Often Enough</u>	<u>Don't Know/ No Opinion</u>
<u>All Industry Respondents</u>	**	46	48	6
<u>Years as a CPA</u>				
Under 11 years	**	41	51	8
11-20 years	**	50	43	7
Over 20 years	*	*	*	*
<u>Primary Job Function¹</u>				
Senior Management	**	48	46	6
Other	**	44	50	6

*Insufficient responses for meaningful analysis.

**Less than .5 percent.

¹Senior management includes Presidents/CEOs/COOs, CFOs, Controllers and Treasurers. Other includes respondents in Financial/Accounting, Internal Audit, Operations, and other primary job functions.

Opinion on Expanding the Length of FMR

Respondents were also asked to indicate, if FMR - currently four pages - were expanded to six or eight pages, whether they would be more likely to read it, less likely to read it, or neither more nor less likely to read it (Table 22).

Nearly half of the industry members responding to the survey (45 percent) said they would be neither more nor less likely to read FMR if it were expanded to six or eight pages. Thirty three percent said they would be more likely to read FMR if it were expanded to six or eight pages, while 22 percent said they would be less likely to read it in that instance.

As also seen in Table 22, responses are generally uniform when stratified by years as a CPA and primary job function.

TABLE 22

OPINION ON EXPANDING THE LENGTH OF THE FINANCIAL MANAGER'S REPORT
(Percentage Distributions)

Q: FMR is typically four pages. If it is expanded to six or eight pages, will you be:

	<u>More Likely To Read It</u>	<u>Less Likely To Read It</u>	<u>Neither More Likely nor Less Likely to Read It</u>
<u>All Industry Respondents</u>	33	22	45
<u>Years as a CPA</u>			
Under 11 years	32	24	43
11-20 years	35	23	42
Over 20 years	*	*	*
<u>Primary Job Function¹</u>			
Senior Management	35	22	43
Other	31	22	47

*Insufficient responses for meaningful analysis.

¹Senior management includes Presidents/CEOs/COOs, CFOs, Controllers and Treasurers. Other includes respondents in Financial/Accounting, Internal Audit, Operations, and other primary job functions.

Other Information About FMR

In the final questions regarding FMR, industry members were asked to comment on their likes and dislikes about the section, topics or information about issues facing CPA financial manager that they cannot find elsewhere that they would like to see covered in FMR, and any suggestions they had to improve the section. Each of the three questions, unfortunately, drew a limited number of responses.

Likes/Dislikes

The few industry members who responded to this question indicated what they like about FMR is that the articles are short and relevant to industry CPAs. What they dislike is that it is not published often enough.

Other Topics/Information

Again, few respondents provided comments with respect to other topics or information about issues facing CPA financial manager that they cannot find elsewhere that they would like to see covered in FMR. Topics that were mentioned covered a wide range of subjects such as: management and leadership skills, employee benefit programs, ethics for CPAs in industry, and bankruptcies and restructuring.

Improving FMR

Again, very few comments were received regarding ways to improve FMR. Those who did respond suggested that FMR be expanded or published more often.

ACCOUNTING EDUCATORS: FYI

Awareness of Accounting Educators: FYI

The CPA Letter contains a special insert for members in education entitled Accounting Educators: FYI which is published five times per year. Respondents in education were asked several questions about FYI, beginning with whether they were aware of FYI prior to receiving the survey (Table 23).

More than three-fourths of the members in education (78 percent) indicated that they were aware of FYI prior to receiving the survey.

When responses are stratified by years as a CPA, primary job function, and type of institution, there is little variation, except as noted below. Note that stratifying responses by years as a CPA and primary job function, respectively, resulted in rather small bases in the "Over 20 years" and "Administrator/Staff/Other" cross-tabulations presented throughout this section.

- o Respondents who are administrators, staff or other educators were relatively less apt to have been aware of FYI prior to receiving the survey than respondents who are professors and teachers.
- o Education members who are employed in private institutions were relatively more apt to have been aware of FYI prior to receiving the survey than respondents who are employed in public institutions.

TABLE 23

**AWARENESS OF ACCOUNTING EDUCATORS: FYI
(Percentage Distributions)**

Q: Prior to receiving this survey, were you aware of FYI?

	<u>Yes</u>	<u>No</u>
<u>All Education Respondents</u>	78	22
<u>Years as a CPA</u>		
10 or Under	77	23
11-20 years	75	25
Over 20 years	80	20
<u>Primary Job Function</u>		
Professor/Teacher	85	15
Administrator/Staff/Other	57	43
<u>Type of Institution</u>		
Public	73	27
Private	86	14

Use of FYI

The results show that, as a group, members in education who were aware of FYI prior to receiving the survey are fairly thorough readers of FYI (Table 24). Forty one percent of the respondents indicated that they read all of FYI and 43 percent indicated that they read most of it. Five percent of the respondents read about half of FYI, eight percent read just a few items, and two percent don't normally read FYI.

When responses are stratified by the various demographic characteristics, a couple of variations are revealed, as noted below.

- o As the years of experience as a CPA increases, so does the tendency for respondents to read all of FYI.
- o While only 50 percent of the respondents who are administrators, staff, and other educators read all or most of FYI, the proportion jumps to 96 percent among respondents who are professors and teachers.

TABLE 24

USE OF ACCOUNTING EDUCATORS: FYI
(Percentage Distributions)

Q: How much of FYI do you normally read?

	<u>All of It</u>	<u>Most of It</u>	<u>About Half of It</u>	<u>Just a Few Few Items</u>	<u>Don't Normally Read</u>
<u>All Education Respondents</u>	41	43	5	8	2
<u>Years as a CPA</u>					
10 or Under	27	58	8	4	3
11-20 years	42	40	6	12	*
Over 20 years	57	32	4	7	*
<u>Primary Job Function</u>					
Professor/Teacher	48	48	2	1	1
Administrator/Staff/ Other	25	25	17	33	*
<u>Type of Institution</u>					
Public	42	42	7	7	2
Private	43	43	4	11	*

*Less than .5 percent.

Length of Articles in FYI

Educators were also queried on the length of the articles in FYI (Table 25).

Nearly eight out of every ten respondents (79 percent) feel that the length of the articles in FYI is about right, as compared to six percent who think the articles are too long, and ten percent who think the articles are too short. Five percent of the respondents had no opinion on the matter.

There is little variation when responses are stratified by years as a CPA, primary job function, or type of institution, except as noted below.

- o Education members employed in public institutions had a relatively greater tendency to say that the articles in FYI are too short than respondents employed in private institutions.

TABLE 25

LENGTH OF ARTICLES IN ACCOUNTING EDUCATORS: FYI
(Percentage Distributions)

Q: Considering the length of the articles in FYI, do you think they are too long, too short, or about right?

	<u>Too Long</u>	<u>About Right</u>	<u>Too Short</u>	<u>Don't Know/ No Opinion</u>
<u>All Education Respondents</u>	6	79	10	5
<u>Years as a CPA</u>				
10 or Under	4	81	11	4
11-20 years	4	81	10	5
Over 20 years	11	78	11	*
<u>Primary Job Function</u>				
Professor/Teacher	5	79	12	4
Administrator/Staff/Other	8	83	4	4
<u>Type of Institution</u>				
Public	3	75	15	7
Private	9	87	4	*

*Less than .5 percent.

Importance of Topic Coverage in FYI

Educators were presented with a list of topics and asked to indicate how important it is that FYI include articles on each (Table 26).

In general, the majority of the respondents consider all of the topics listed to be very or moderately important. Topping the list is "general developments in accounting education" - 61 percent of the respondents consider it very important that FYI include articles on this topic and another 35 percent consider it moderately important. Fifty nine percent of the respondents also consider articles on "curriculum development" to be very important and 31 percent consider such articles to be moderately important. Other topics which respondents consider relatively important include "faculty development", "CPE for accounting educators", and "instructional technology". In contrast, only 16 percent and 35 percent of the respondents, respectively, consider articles on "female CPA issues" to be very important or moderately important.

TABLE 26

IMPORTANCE OF TOPIC COVERAGE IN ACCOUNTING EDUCATORS: FYI
(Percentage Distributions)

Q: Please indicate how important it is to you that FYI includes articles on the following topics.

	<u>Very Important</u>	<u>Moderately Important</u>	<u>Not Partic. Important</u>	<u>Don't Know/ No Opinion</u>
General developments in accounting education	61	35	4	*
Curriculum development	59	31	9	1
Faculty development	55	30	14	1
CPE for accounting educators	55	29	15	1
Instructional technology	52	34	12	2
Recruiting accounting students	46	35	18	1
Pedagogical methods	45	37	14	4
CPA recruiting	36	39	23	2
Minority recruitment issues	20	38	39	3
Minority student issues	20	33	44	3
Female CPA issues	16	35	44	5

*Less than .5 percent.

Table 27 provides a further breakdown of the results by various education membership segments. The results show some rather large differences regarding how important different groups of educators consider coverage of the topics listed.

- o Educators with over 20 years of experience as CPAs were relatively less likely to say that is important that FYI include articles regarding "minority recruitment issues", "minority student issues", and "female CPA issues" than less-experienced CPAs.
- o Professors and teachers deem coverage of each of the topics to be more important - typically much more important - than do administrators, staff, and other educators. For example, while 93 percent of the professors and teachers feel it is important that FYI include articles on "recruiting accounting students", only 48 percent of administrators, staff, and other educators hold this view.
- o Educators in public institutions were relatively more inclined to say that it is important that FYI include articles on "faculty development", "CPE for accounting educators", and "instructional technology" than respondents employed in private institutions.
- o Respondents in private institutions had a relatively greater tendency to consider coverage of "CPA recruiting" to be important than did respondents in public schools.

TABLE 27

VARIATIONS IN THE IMPORTANCE OF TOPIC COVERAGE IN ACCOUNTING EDUCATORS: FYI
(Percent Indicating Very or Moderately Important)

	Total Education	Years as a CPA		Primary Job Function		Type of Institution	
		10 or Under	11-20 Over 20	Professor/ Teacher	Administrator/ Staff/Other	Public	Private
General Developments in Accounting Education	96	92	96	98	87	97	94
Curriculum Development	90	89	90	98	70	93	89
Faculty Development	85	89	88	94	61	92	80
CPE for Accounting Educators	84	77	90	89	70	90	78
Instructional Tech- nology	86	89	86	93	65	92	80
Recruiting Accounting Students	81	81	84	93	48	85	80
Pedagogical Methods	82	77	82	90	52	85	78
CPA Recruiting	75	69	80	84	48	70	85
Minority Recruitment Issues	58	69	60	63	41	60	57
Minority Student Issues	53	65	58	59	41	59	50
Female CPA Issues	51	50	55	55	39	48	57

*Less than .5 percent.

Overall Usefulness of FYI

Educators were also asked to indicate how useful they find FYI (Table 28).

Overall, educators give FYI fairly high ratings in terms of usefulness: 59 percent consider it very useful and 32 percent consider it moderately useful. Only nine percent of the respondents feel that FYI is not particularly useful.

When responses are stratified by years as a CPA, primary job function, and type of institution, there are a couple of variations, as noted below.

- o Educators with over 20 years of experience as CPAs had a relatively higher tendency to say that FYI is very useful than their less-experienced counterparts.
- o Professors and teachers are relatively more likely to say that FYI is very useful than respondents who are administrators, staff, and other educators.

TABLE 28

OVERALL USEFULNESS OF ACCOUNTING EDUCATORS: FYI
(Percentage Distributions)

Q: Overall, how useful do you find FYI?

	<u>Very Useful</u>	<u>Moderately Useful</u>	<u>Not Particularly Useful</u>
<u>All Education Respondents</u>	59	32	9
<u>Years as a CPA</u>			
10 or Under	61	31	8
11-20 years	53	43	4
Over 20 years	70	15	15
<u>Primary Job Function</u>			
Professor/Teacher	68	27	5
Administrator/Staff/Other	30	52	17
<u>Type of Institution</u>			
Public	59	35	7
Private	61	30	8

Frequency of FYI

Members in education were also asked if the frequency of FYI - currently five times per year - is too often, not often enough, or about right (Table 29).

While the majority of respondents (52 percent) feel that five times per year is about right, more than four out of every ten respondents (41 percent) feel it is not often enough. In contrast, only six percent feel it is too often, while the remaining one percent had no opinion.

When responses are grouped according to the various education membership segments, a few variations are revealed, as noted below.

- o Professors and teachers were relatively more likely to say that FYI is not published often enough than administrators, staff, and other educators.
- o Educators employed in private institutions had a relatively greater tendency to say that FYI is not published often enough than did educators employed in public institutions.

TABLE 29

**FREQUENCY OF ACCOUNTING EDUCATORS: FYI
(Percentage Distributions)**

Q: FYI is currently published five times per year. Do you think this is too often, not often enough, or about right?

	<u>Too Often</u>	<u>About Right</u>	<u>Not Often Enough</u>	<u>Don't Know/ No Opinion</u>
<u>All Education Respondents</u>	6	52	41	1
<u>Years as a CPA</u>				
10 or Under	*	54	42	4
11-20 years	4	54	42	*
Over 20 years	14	46	39	*
<u>Primary Job Function</u>				
Professor/Teacher	2	49	48	1
Administrator/Staff/Other	17	62	21	*
<u>Type of Institution</u>				
Public	3	58	37	2
Private	8	45	47	*

*Less than .5 percent.

Other Information About FYI

The final questions about FYI asked respondents to comment on their likes and dislikes about the section, topics or information that they cannot find elsewhere that they would like to see covered in FYI, and any suggestions they had to improve FYI. Unfortunately, each of the three questions drew a limited number of responses.

Likes/Dislikes

Respondents commented that what they like about FYI is that it provides timely information in a concise and understandable manner. Very few educators commented on any aspect of FYI which they dislike.

Other Topics/Information

Topics or information that members in education cannot find elsewhere that they would like to see included in FYI covered a wide range. This included more information on educational innovations, commentaries from other educators about their teaching methods and use of computers in the classroom, curriculum development, student recruiting and scholarship information, and the interrelationship between practice and education.

Improving FYI

There were only a couple of respondents who commented on how to improve FYI.

APPENDIX

September 17, 1993

Dear Member:

In our continuing effort to make *The CPA Letter* — the Institute's monthly newsletter for members — more useful, we are conducting a survey of our readers.

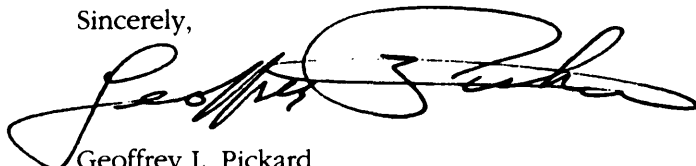
The valuable input we received from our last readership survey resulted in several changes to *The CPA Letter* to better meet members' needs.

You are one of a select sample of members to receive the enclosed questionnaire. Consequently, your responses are very important to the success of the survey. Note that the survey is entirely **confidential** and we are not asking you to sign your name.

The survey should take only a few minutes to complete. Please take the time to fill out the questionnaire and return it in the enclosed postage-paid envelope by **October 1, 1993**. Your participation will help ensure that *The CPA Letter* continues to deliver important and timely information to its readers.

Thank you in advance for your help.

Sincerely,



Geoffrey L. Pickard
Vice President — Communications

THE CPA LETTER READERSHIP SURVEY

Please answer the following questions by circling the numbers corresponding to your responses or, where indicated, by writing in your responses.

I. The CPA Letter

1. How many of the last four issues of *The CPA Letter* have you read or looked through?
0 None [5]
1 One
2 Two
3 Three
4 Four
2. How much of *The CPA Letter* do you normally read?
1 Cover-to-cover [6]
2 Most of it
3 About half of it
4 Just a few items
5 Don't normally read
3. How useful to you is the "Highlights of What's Inside" on the cover in determining what you will read?
1 Very useful [7]
2 Moderately useful
3 Not particularly useful
4. Considering the **length of the articles** in *The CPA Letter*, do you think they are typically too long, too short, or about right?
1 Too long [8]
2 About right
3 Too short
4 Don't know/No opinion
5. How about the **overall length** of *The CPA Letter*, do you think it is too long, too short, or about right?
1 Too long [9]
2 About right
3 Too short
4 Don't know/No opinion
6. Do you think the articles in *The CPA Letter* are typically too detailed, not detailed enough, or about right?
1 Too detailed [10]
2 About right
3 Not detailed enough
4 Don't know/No opinion

7a. What do you do with your copy of *The CPA Letter* when you have finished reading it? (Circle all that apply)

- | | | |
|------------------------------------|---------------|------|
| 1 Pass it on to others | 4 Discard it | [11] |
| 2 Clip or copy items of interest | 5 Other _____ | |
| 3 Save intact for future reference | (specify) | |

b. If you "Pass it on to others," how many others typically see it?

Others

[12-13]

8. In each issue, *The CPA Letter* contains articles on a variety of subjects which are listed below.

In **Column A**, please indicate the degree to which such information is **useful to you in your occupation**.

In **Column B**, please indicate whether you think the **amount of coverage** given to each subject is too much, not enough, or about right.

Subject	Column A			Column B				
	The Information is:			The Amount of Coverage is:				
	Very Useful	Moderately Useful	Not Particularly Useful	Too Much	About Right	Not Enough	Don't Know/No Opinion	
AICPA activities (results from Council, Board of Directors, senior technical committee meetings)	1	2	3	4	5	6	7	[14-15]
News briefs on topics affecting accountants.....	1	2	3	4	5	6	7	[16-17]
IRS/tax news.....	1	2	3	4	5	6	7	[18-19]
Washington news	1	2	3	4	5	6	7	[20-21]
State legislation	1	2	3	4	5	6	7	[22-23]
National communications/ media relations and CPA image-building efforts	1	2	3	4	5	6	7	[24-25]
Professional issues (ethics and disciplinary actions)	1	2	3	4	5	6	7	[26-27]
Job openings for CPAs in Washington.....	1	2	3	4	5	6	7	[28-29]
Accounting and auditing issues (new standards and developments)	1	2	3	4	5	6	7	[30-31]
FASB.....	1	2	3	4	5	6	7	[32-33]
GASB.....	1	2	3	4	5	6	7	[34-35]
New AICPA products and services.....	1	2	3	4	5	6	7	[36-37]
Consulting services.....	1	2	3	4	5	6	7	[38-39]

9a. How useful to you is the CPE News column?

- 1 Very useful
- 2 Moderately useful
- 3 Not particularly useful

[40]

b. Do you think the amount of coverage in the CPE News column is too much, not enough, or about right?

- 1 Too much
- 2 About right
- 3 Not enough
- 4 Don't know/No opinion

[41]

c. Which of the following CPE course methods would you prefer to see information about in the CPE News column? (Circle all that apply)

- 1 Seminar/Group Study
- 2 Conferences
- 3 Self-Study/Text
- 4 Self-Study/Audio
- 5 Self-Study/Video
- 6 In-Firm Training
- 7 Computer-Based Training

[42-48]

10. Please indicate the degree to which articles about the following human resources topics would be useful to you in your occupation:

	Very Useful	Moderately Useful	Not Particularly Useful	
a) Salary trends	1	2	3	[49]
b) Family & Medical Leave Act (Federal)	1	2	3	[50]
c) Americans with Disabilities Act	1	2	3	[51]
d) Sexual harassment	1	2	3	[52]
e) Women & family issues	1	2	3	[53]
f) Interviewing skills	1	2	3	[54]
g) Other _____ (specify)	1	2	3	[55]

11. What other subjects would you like to see covered in *The CPA Letter*?

[56]

12. How many pages do you think would be appropriate for *The CPA Letter* to typically devote to "non-news" supplements or items such as technical guidance (e.g., Notice to Practitioners)?

 Page(s)

[57-58]

13a. Do you think "non-news" supplements or very long items should be published somewhere other than in *The CPA Letter*?

- 1 Yes
- 2 No (skip to question 14)
- 3 Don't know/No opinion (skip to question 14)

[59]

b. If yes, where?

[60]

14. Please indicate the extent to which you agree or disagree with the following statements about *The CPA Letter*.

	<u>Strongly Agree</u>	<u>Moderately Agree</u>	<u>Moderately Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know/ No Opinion</u>	
The information in <i>The CPA Letter</i> is presented in an interesting manner	1	2	3	4	5	[61]
<i>The CPA Letter</i> adequately identifies important issues affecting members or the profession	1	2	3	4	5	[62]
Graphics — such as bar charts and time trends — should be used in articles containing numeric information where appropriate.....	1	2	3	4	5	[63]
The format or design of <i>The CPA Letter</i> makes it easy to read	1	2	3	4	5	[64]
<i>The CPA Letter</i> should continue to be printed on the same color paper	1	2	3	4	5	[65]

If you **disagree** that *The CPA Letter* should continue to be printed on the same color paper, what color would you prefer?

[66]

15. Please rate *The CPA Letter* on the following:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	
Quality of content	1	2	3	4	[67]
Quality of writing	1	2	3	4	[68]
Quality of design	1	2	3	4	[69]
Timeliness.....	1	2	3	4	[70]
Overall rating	1	2	3	4	[71]

16. Which of the following statements best describes your feelings about the **usefulness** of *The CPA Letter* now as compared to 2 years ago? [72]
- 1 *The CPA Letter* is **much more useful** to me now than it was 2 years ago.
 - 2 *The CPA Letter* is **somewhat more useful** to me now than it was 2 years ago.
 - 3 *The CPA Letter* is **about as useful** to me now as it was 2 years ago.
 - 4 *The CPA Letter* is **somewhat less useful** to me now than it was 2 years ago.
 - 5 *The CPA Letter* is **much less useful** to me now than it was 2 years ago.
 - 6 Don't know/No opinion/Not applicable
17. Which of the following statements applies best for you? [73]
- 1 I spend **much more time** reading *The CPA Letter* now than I did 2 years ago.
 - 2 I spend **somewhat more time** reading *The CPA Letter* now than I did 2 years ago.
 - 3 I spend **about as much time** reading *The CPA Letter* now as I did 2 years ago.
 - 4 I spend **somewhat less time** reading *The CPA Letter* now than I did 2 years ago.
 - 5 I spend **much less time** reading *The CPA Letter* now than I did 2 years ago.
 - 6 Not sure/Not applicable
18. *The CPA Letter* is currently published 10 times per year (there are two combined issues: February/March and July/August). Do you think this is too often, not often enough, or about right? [74]
- 1 Too often
 - 2 About right
 - 3 Not often enough
 - 4 Don't know/No opinion
- 19a. Do you think *The CPA Letter* should be available electronically, through a personal computer? [75]
- 1 Yes
 - 2 No (skip to question 20)
 - 3 Don't know/No opinion (skip to question 20)
- b. How likely would you be to want to receive *The CPA Letter* electronically, through your personal computer, as an alternative to receiving the printed copy? [76]
- 1 Very likely
 - 2 Moderately likely
 - 3 Not particularly likely (skip to question 20)
 - 4 Don't know/No opinion (skip to question 20)
- c. For an extra fee, would you also want to receive the printed version of *The CPA Letter*? [77]
- 1 Yes 2 No
20. *The CPA Letter* recently featured for the first time an index of selected articles from the previous year's issues. How useful would such an index, published annually, be to you? [78]
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful

21a. The Institute periodically advertises in *The CPA Letter* products and services it has developed for members. How useful do you find these full-page advertisements?

- 1 Very useful
- 2 Moderately useful
- 3 Not particularly useful

[79]

b. In the monthly "New Products & Publications" section, do you think the descriptions of the items are too long, too short, or about right?

- 1 Too long
- 2 About right
- 3 Too short
- 4 Don't know/No opinion

[80]

22. Please provide any comments you have about how we could make the promotion of Institute products and services in *The CPA Letter* more useful to you.

[81]

23. What comments or suggestions do you have that would help improve *The CPA Letter* or make it more useful to you?

[82]

24a. Which of the following publications do you read for **information on the accounting profession?**

(Circle all that apply and please list any others)

- | | | | |
|------------------------------|---------|--|---------|
| 1 Journal of Accountancy | [83-90] | 1 Accounting Today | [91-95] |
| 2 The Tax Adviser | | 2 New Accountant | |
| 3 The Practicing CPA | | 3 Public Accounting Report | |
| 4 CPA Digest | | 4 Emerson Professional Services Review | |
| 5 The CPA Journal | | 5 Other: | |
| 6 Management Accounting | | _____ | |
| 7 The Practical Accountant | | _____ | |
| 8 Bowman's Accounting Report | | | |

(Specify)

b. Which of the following publications do you read for **general business information?**

(Circle all that apply and please list any others)

- | | | | |
|----------------------------|----------|------------------------------|-----------|
| 1 BusinessWeek | [96-103] | 1 Time | [104-107] |
| 2 The Wall Street Journal | | 2 USA Today | |
| 3 Newsweek | | 3 Bureau of National Affairs | |
| 4 Fortune | | 4 Other: | |
| 5 Forbes | | _____ | |
| 6 U.S. News & World Report | | _____ | |
| 7 The New York Times | | | |
| 8 The Washington Post | | | |

(Specify)

II. Demographics

25. The state in which you work: [108-109]

26. Sex: [110]
 1 Male
 2 Female

27. Age last birthday: [111]
 1 Under 26 years 3 36-45 years 5 56-65 years
 2 26-35 years 4 46-55 years 6 Over 65 years

28. How many years have you been a CPA? [112]
 1 Less than 1 year 3 3-5 years 5 11-15 years 7 Over 20 years
 2 1-2 years 4 6-10 years 6 16-20 years

29. Which of the following most closely describes your **primary job function** or responsibility? (Circle one only)

<u>Public Accounting</u>	<u>Government</u>	<u>Other</u>	
1 Partner/Shareholder	5 Elected	9 Practicing Lawyer	[113-114]
2 Sole Practitioner	6 Political appointment	10 Active Military	
3 Senior Staff Member	7 Civil Service	11 Retired	
4 Staff Member	8 Other	12 Other	

(Specify)

(If employed in **public accounting**, please answer questions 30 and 31.)

30. Please indicate for your **entire** firm — all offices or locations — the total number of AICPA members. [115]
 1 One
 2 2-5
 3 6-10
 4 11-100
 5 Over 100

31. Please indicate the percentage of **your professional time** devoted to the following services: [126-135]

_____ % Accounting [116-125]	_____ % Personal Financial Planning
_____ % Auditing	_____ % Management Consulting Services
_____ % Compilation and Review	_____ % Information Technology
_____ % Corporate Tax	_____ % Litigation Services
_____ % Individual Tax	_____ % Other _____

(specify)

THANK YOU FOR YOUR COOPERATION

Please return your completed questionnaire in the postage-paid envelope provided or send to:

AICPA
 CPA Letter Survey
 1211 Avenue of the Americas
 New York, NY 10036-8775

September 1993

THE CPA LETTER READERSHIP SURVEY

Please answer the following questions by circling the numbers corresponding to your responses or, where indicated, by writing in your responses.

I. The CPA Letter

1. How many of the last four issues of *The CPA Letter* have you read or looked through?
0 None [5]
1 One
2 Two
3 Three
4 Four

2. How much of *The CPA Letter* do you normally read? [6]
1 Cover-to-cover
2 Most of it
3 About half of it
4 Just a few items
5 Don't normally read

3. How useful to you is the "Highlights of What's Inside" on the cover in determining what you will read? [7]
1 Very useful
2 Moderately useful
3 Not particularly useful

4. Considering the **length of the articles** in *The CPA Letter*, do you think they are typically too long, too short, or about right? [8]
1 Too long
2 About right
3 Too short
4 Don't know/No opinion

5. How about the **overall length** of *The CPA Letter*, do you think it is too long, too short, or about right? [9]
1 Too long
2 About right
3 Too short
4 Don't know/No opinion

6. Do you think the articles in *The CPA Letter* are typically too detailed, not detailed enough, or about right? [10]
1 Too detailed
2 About right
3 Not detailed enough
4 Don't know/No opinion

7a. What do you do with your copy of *The CPA Letter* when you have finished reading it? (Circle all that apply)

- | | | |
|------------------------------------|---------------|------|
| 1 Pass it on to others | 4 Discard it | [11] |
| 2 Clip or copy items of interest | 5 Other _____ | |
| 3 Save intact for future reference | (specify) | |

b. If you "Pass it on to others," how many others typically see it?

Others

[12-13]

8. In each issue, *The CPA Letter* contains articles on a variety of subjects which are listed below.

In **Column A**, please indicate the degree to which such information is **useful to you in your occupation**.

In **Column B**, please indicate whether you think the **amount of coverage** given to each subject is too much, not enough, or about right.

Subject	Column A			Column B				
	The Information is:			The Amount of Coverage is:				
	Very Useful	Moderately Useful	Not Particularly Useful	Too Much	About Right	Not Enough	Don't Know/No Opinion	
AICPA activities (results from Council, Board of Directors, senior technical committee meetings)	1	2	3	4	5	6	7	[14-15]
News briefs on topics affecting accountants.....	1	2	3	4	5	6	7	[16-17]
IRS/tax news.....	1	2	3	4	5	6	7	[18-19]
Washington news	1	2	3	4	5	6	7	[20-21]
State legislation	1	2	3	4	5	6	7	[22-23]
National communications/ media relations and CPA image-building efforts	1	2	3	4	5	6	7	[24-25]
Professional issues (ethics and disciplinary actions)	1	2	3	4	5	6	7	[26-27]
Job openings for CPAs in Washington.....	1	2	3	4	5	6	7	[28-29]
Accounting and auditing issues (new standards and developments)	1	2	3	4	5	6	7	[30-31]
FASB.....	1	2	3	4	5	6	7	[32-33]
GASB.....	1	2	3	4	5	6	7	[34-35]
New AICPA products and services.....	1	2	3	4	5	6	7	[36-37]
Consulting services.....	1	2	3	4	5	6	7	[38-39]

9a. How useful to you is the CPE News column?

- 1 Very useful
- 2 Moderately useful
- 3 Not particularly useful

[40]

b. Do you think the amount of coverage in the CPE News column is too much, not enough, or about right?

- 1 Too much
- 2 About right
- 3 Not enough
- 4 Don't know/No opinion

[41]

c. Which of the following CPE course methods would you prefer to see information about in the CPE News column? (Circle all that apply)

- 1 Seminar/Group Study
- 2 Conferences
- 3 Self-Study/Text
- 4 Self-Study/Audio
- 5 Self-Study/Video
- 6 In-Firm Training
- 7 Computer-Based Training

[42-48]

10. Please indicate the degree to which articles about the following human resources topics would be useful to you in your occupation:

	Very Useful	Moderately Useful	Not Particularly Useful	
a) Salary trends	1	2	3	[49]
b) Family & Medical Leave Act (Federal)	1	2	3	[50]
c) Americans with Disabilities Act	1	2	3	[51]
d) Sexual harassment	1	2	3	[52]
e) Women & family issues	1	2	3	[53]
f) Interviewing Skills	1	2	3	[54]
g) Other _____ (specify)	1	2	3	[55]

11. What other subjects would you like to see covered in *The CPA Letter*?

[56]

12. How many pages do you think would be appropriate for *The CPA Letter* to typically devote to "non-news" supplements or items such as technical guidance (e.g., Notice to Practitioners)?

 Page(s)

[57-58]

13a. Do you think supplements or very long items should be published somewhere other than in *The CPA Letter*?

- 1 Yes
- 2 No (skip to question 14)
- 3 Don't know/No opinion (skip to question 14)

[59]

b. If yes, where?

[60]

14. Please indicate the extent to which you agree or disagree with the following statements about *The CPA Letter*.

	<u>Strongly Agree</u>	<u>Moderately Agree</u>	<u>Moderately Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know/ No Opinion</u>	
The information in <i>The CPA Letter</i> is presented in an interesting manner	1	2	3	4	5	[61]
<i>The CPA Letter</i> adequately identifies important issues affecting members or the profession	1	2	3	4	5	[62]
Graphics — such as bar charts and time trends — should be used in articles containing numeric information where appropriate.....	1	2	3	4	5	[63]
The format or design of <i>The CPA Letter</i> makes it easy to read	1	2	3	4	5	[64]
<i>The CPA Letter</i> should continue to be printed on the same color paper	1	2	3	4	5	[65]

If you **disagree** that *The CPA Letter* should continue to be printed on the same color paper, what color would you prefer?

[66]

15. Please rate *The CPA Letter* on the following:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	
Quality of content	1	2	3	4	[67]
Quality of writing.....	1	2	3	4	[68]
Quality of design	1	2	3	4	[69]
Timeliness.....	1	2	3	4	[70]
Overall rating	1	2	3	4	[71]

16. Which of the following statements best describes your feelings about the **usefulness** of *The CPA Letter* now as compared to 2 years ago? [72]
- 1 *The CPA Letter* is **much more useful** to me now than it was 2 years ago.
 - 2 *The CPA Letter* is **somewhat more useful** to me now than it was 2 years ago.
 - 3 *The CPA Letter* is **about as useful** to me now as it was 2 years ago.
 - 4 *The CPA Letter* is **somewhat less useful** to me now than it was 2 years ago.
 - 5 *The CPA Letter* is **much less useful** to me now than it was 2 years ago.
 - 6 Don't know/No opinion/Not applicable
17. Which of the following statements applies best for you? [73]
- 1 I spend **much more time** reading *The CPA Letter* now than I did 2 years ago.
 - 2 I spend **somewhat more time** reading *The CPA Letter* now than I did 2 years ago.
 - 3 I spend **about as much time** reading *The CPA Letter* now as I did 2 years ago.
 - 4 I spend **somewhat less time** reading *The CPA Letter* now than I did 2 years ago.
 - 5 I spend **much less time** reading *The CPA Letter* now than I did 2 years ago.
 - 6 Not sure/Not applicable
18. *The CPA Letter* is currently published 10 times per year (there are two combined issues: February/March and July/August). Do you think this is too often, not often enough, or about right? [74]
- 1 Too often
 - 2 About right
 - 3 Not often enough
 - 4 Don't know/No opinion
- 19a. Do you think *The CPA Letter* should be available electronically, through a personal computer? [75]
- 1 Yes
 - 2 No (skip to question 20)
 - 3 Don't know/No opinion (skip to question 20)
- b. How likely would you be to want to receive *The CPA Letter* electronically, through your personal computer, as an alternative to receiving the printed copy? [76]
- 1 Very likely
 - 2 Moderately likely
 - 3 Not particularly likely (skip to question 20)
 - 4 Don't know/No opinion (skip to question 20)
- c. For an extra fee, would you also want to receive the printed version of *The CPA Letter*? [77]
- 1 Yes 2 No
20. *The CPA Letter* recently featured for the first time an index of selected articles from the previous year's issues. How useful would such an index, published annually, be to you? [78]
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful

21a. The Institute periodically advertises in *The CPA Letter* products and services it has developed for members. How useful do you find these full-page advertisements?

- 1 Very useful
- 2 Moderately useful
- 3 Not particularly useful

[79]

b. In the monthly "New Products & Publications" section, do you think the descriptions of the items are too long, too short, or about right?

- 1 Too long
- 2 About right
- 3 Too short
- 4 Don't know/No opinion

[80]

22. Please provide any comments you have about how we could make the promotion of Institute products and services in *The CPA Letter* more useful to you.

[81]

23a. Which of the following publications do you read for **information on the accounting profession?**

(Circle all that apply and please list any others)

- | | | | |
|------------------------------|---------|--|---------|
| 1 Journal of Accountancy | [82-89] | 1 Accounting Today | [90-94] |
| 2 The Tax Adviser | | 2 New Accountant | |
| 3 The Practicing CPA | | 3 Public Accounting Report | |
| 4 CPA Digest | | 4 Emerson Professional Services Review | |
| 5 The CPA Journal | | 5 Other: | |
| 6 Management Accounting | | _____ | |
| 7 The Practical Accountant | | _____ | |
| 8 Bowman's Accounting Report | | | |

(Specify)

b. Which of the following publications do you read for **general business information?**

(Circle all that apply and please list any others)

- | | | | |
|----------------------------|----------|------------------------------|-----------|
| 1 BusinessWeek | [95-102] | 1 Time | [103-106] |
| 2 The Wall Street Journal | | 2 USA Today | |
| 3 Newsweek | | 3 Bureau of National Affairs | |
| 4 Fortune | | 4 Other: | |
| 5 Forbes | | _____ | |
| 6 U.S. News & World Report | | _____ | |
| 7 The New York Times | | | |
| 8 The Washington Post | | | |

(Specify)

II. The Financial Manager's Report

The CPA Letter contains a special insert entitled *The Financial Manager's Report*, which is published four times per year. The following questions pertain to this insert.

24. Prior to receiving this survey, were you aware of *The Financial Manager's Report (FMR)*? [107]
 1 Yes 2 No (skip to question 35)
25. How much of *FMR* do you normally read? [108]
 1 All four pages
 2 Most of it
 3 About half of it
 4 Just a few items
 5 Don't normally read
26. Considering the length of the "how-to" type articles in *FMR*, do you think they are too long, too short, or about right? [109]
 1 Too long
 2 About right
 3 Too short
 4 Don't know/No opinion
27. How important is it to you that *FMR* includes articles on:
- | | Very
Important | Moderately
Important | Not
Particularly
Important | Don't Know/
No Opinion | |
|--|---------------------------|---------------------------------|---|-----------------------------------|-------|
| Activities of the Members in
Industry Executive Committee | 1 | 2 | 3 | 4 | [110] |
| Programs run by state societies
for members in industry | 1 | 2 | 3 | 4 | [111] |
| Information about proposed
accounting standards and other
professional issues..... | 1 | 2 | 3 | 4 | [112] |

28. Please indicate how important it is to you that *FMR* includes "how to" articles on the following topics.

Topic	Very Important	Moderately Important	Not Particularly Important	Don't Know/ No Opinion	
Audit committee structure and activities	1	2	3	4	[113]
Internal audit staff utilization	1	2	3	4	[114]
Implementing FASB statements	1	2	3	4	[115]
Financing and administering export and import operations.....	1	2	3	4	[116]
Tax issues for owner-operated businesses	1	2	3	4	[117]
Tax consequences of succession plans	1	2	3	4	[118]
Making the most of your outside CPA's tax department.....	1	2	3	4	[119]
Getting the most out of your bank relationships	1	2	3	4	[120]
Innovative project financing	1	2	3	4	[121]
Financing for growth.....	1	2	3	4	[122]
Alternative short-term investment strategies.....	1	2	3	4	[123]
Planning for strategic acquisitions	1	2	3	4	[124]
Measuring performance using financial criteria.....	1	2	3	4	[125]
Measuring performance using non-financial criteria.....	1	2	3	4	[126]
Applying activity-based management	1	2	3	4	[127]
Integrating external and internal financial reporting systems	1	2	3	4	[128]
Developing effective budgets	1	2	3	4	[129]
Tips for selecting a telecommunications system.....	1	2	3	4	[130]
Working with information systems departments.....	1	2	3	4	[131]
Implementing electronic data interchange (EDI).....	1	2	3	4	[132]
Managing the human resources function.....	1	2	3	4	[133]
Administering employee benefit plans.....	1	2	3	4	[134]
Managing risks	1	2	3	4	[135]
Determining whether self-insurance is right for your company	1	2	3	4	[136]
Other _____ (Specify)	1	2	3	4	[137]

29. Overall, how useful do you find *FMR* ?

- 1 Very useful [138]
- 2 Moderately useful
- 3 Not particularly useful

30. *FMR* is currently published four times per year. Do you think this is too often, not often enough, or about right?

- 1 Too often
- 2 About right
- 3 Not often enough
- 4 Don't know/No opinion

[139]

31. *FMR* is typically four pages. If it is expanded to six or eight pages, will you be:

- 1 More likely to read it
- 2 Less likely to read it
- 3 Neither more nor less likely to read it

[140]

32. Please indicate below what it is that you like/dislike most about *FMR*.

Like: _____ [141]

Dislike: _____ [142]

33. What topics or information about issues facing CPA financial managers would you like to see covered in *FMR*?

_____ [143]

34. What comments or suggestions do you have that would help improve *FMR* or make it more useful to you? What about *The CPA Letter* in general?

FMR: _____ [144]

The CPA Letter: _____ [145]

III. Demographics

35. The state in which you work:

[146-147]

36. Sex:

- 1 Male
- 2 Female

[148]

37. Age last birthday:

- 1 Under 26 years
- 2 26-35 years
- 3 36-45 years
- 4 46-55 years
- 5 56-65 years
- 6 Over 65 years

[149]

38. How many years have you been a CPA?

- 1 Less than 1 year
- 2 1-2 years
- 3 3-5 years
- 4 6-10 years
- 5 11-15 years
- 6 16-20 years
- 7 Over 20 years

[150]

39. Which of the following most closely describes your **primary job function** or responsibility? (Circle one)

- 1 President/CEO/COO
- 2 CFO
- 3 Contoller
- 4 Treasury
- 5 Financial/Accounting
- 6 Internal Audit
- 7 Operations
- 8 Other _____
(Specify)

[151]

40. In what **industry** are you primarily employed? (Circle one)

- 1 Manufacturing
- 2 Finance/Real Estate/Insurance
- 3 Services
- 4 Retail Trade
- 5 Wholesale Trade
- 6 Transportation/Public Utilities
- 7 Other _____
(Specify)

[152]

41. What is the total number of **employees** in your entire company?

- 1 Under 50
- 2 50-99
- 3 100-250
- 4 251-500
- 5 501-1,000
- 6 1,001-5,000
- 7 5,001-10,000
- 8 Over 10,000

[153]

42. Which of the following best describes your company?

- 1 Subsidiary of a publicly held company
- 2 Publicly held (parent)
- 3 Subsidiary of a privately held company
- 4 Privately held
- 5 Not-for-profit organization
- 6 Other _____
(Specify)

[154]

THANK YOU FOR YOUR COOPERATION

Please return your completed questionnaire in the postage-paid envelope provided or send to:

AICPA
CPA Letter Survey
1211 Avenue of the Americas
New York, NY 10036-8775

THE CPA LETTER READERSHIP SURVEY

Please answer the following questions by circling the numbers corresponding to your responses or, where indicated, by writing in your responses.

I. The CPA Letter

1. How many of the last four issues of *The CPA Letter* have you read or looked through?
0 None [5]
1 One
2 Two
3 Three
4 Four
2. How much of *The CPA Letter* do you normally read? [6]
1 Cover-to-cover
2 Most of it
3 About half of it
4 Just a few items
5 Don't normally read
3. How useful to you is the "Highlights of What's Inside" on the cover in determining what you will read? [7]
1 Very useful
2 Moderately useful
3 Not particularly useful
4. Considering the **length of the articles** in *The CPA Letter*, do you think they are typically too long, too short, or about right? [8]
1 Too long
2 About right
3 Too short
4 Don't know/No opinion
5. How about the **overall length** of *The CPA Letter*, do you think it is too long, too short, or about right? [9]
1 Too long
2 About right
3 Too short
4 Don't know/No opinion
6. Do you think the articles in *The CPA Letter* are typically too detailed, not detailed enough, or about right? [10]
1 Too detailed
2 About right
3 Not detailed enough
4 Don't know/No opinion

7a. What do you do with your copy of *The CPA Letter* when you have finished reading it? (Circle all that apply)

- | | | |
|------------------------------------|---------------|------|
| 1 Pass it on to others | 4 Discard it | [11] |
| 2 Clip or copy items of interest | 5 Other _____ | |
| 3 Save intact for future reference | (specify) | |

b. If you "Pass it on to others," how many others typically see it?

Others

[12-13]

8. In each issue, *The CPA Letter* contains articles on a variety of subjects which are listed below.

In **Column A**, please indicate the degree to which such information is **useful to you in your occupation**.

In **Column B**, please indicate whether the **amount of coverage** given to each subject is too much, not enough, or about right.

Subject	Column A			Column B				
	The Information is:			The Amount of Coverage is:				
	Very Useful	Moderately Useful	Not Particularly Useful	Too Much	About Right	Not Enough	Don't Know/No Opinion	
AICPA activities (results from Council, Board of Directors, senior technical committee meetings)	1	2	3	4	5	6	7	[14-15]
News briefs on topics affecting accountants.....	1	2	3	4	5	6	7	[16-17]
IRS/tax news.....	1	2	3	4	5	6	7	[18-19]
Washington news	1	2	3	4	5	6	7	[20-21]
State legislation	1	2	3	4	5	6	7	[22-23]
National communications/ media relations and CPA image-building efforts.....	1	2	3	4	5	6	7	[24-25]
Professional issues (ethics and disciplinary actions)	1	2	3	4	5	6	7	[26-27]
Job openings for CPAs in Washington.....	1	2	3	4	5	6	7	[28-29]
Accounting and auditing issues (new standards and developments).....	1	2	3	4	5	6	7	[30-31]
FASB.....	1	2	3	4	5	6	7	[32-33]
GASB.....	1	2	3	4	5	6	7	[34-35]
New AICPA products and services.....	1	2	3	4	5	6	7	[36-37]
Consulting services.....	1	2	3	4	5	6	7	[38-39]

9a. How useful to you is the CPE News column?

- 1 Very useful
- 2 Moderately useful
- 3 Not particularly useful

[40]

b. Do you think the amount of coverage in the CPE News column is too much, not enough, or about right?

- 1 Too much
- 2 About right
- 3 Not enough
- 4 Don't know/No opinion

[41]

c. Which of the following CPE course methods would you prefer to see information about in the CPE News column? (Circle all that apply)

- 1 Seminar/Group Study
- 2 Conferences
- 3 Self-Study/Text
- 4 Self-Study/Audio
- 5 Self-Study/Video
- 6 In-Firm Training
- 7 Computer-Based Training

[42-48]

10. Please indicate the degree to which articles about the following human resources topics would be useful to you in your occupation:

	Very Useful	Moderately Useful	Not Particularly Useful	
a) Salary trends	1	2	3	[49]
b) Family & Medical Leave Act (Federal)	1	2	3	[50]
c) Americans with Disabilities Act	1	2	3	[51]
d) Sexual harassment	1	2	3	[52]
e) Women & family issues	1	2	3	[53]
f) Interviewing skills	1	1	3	[54]
g) Other _____ (specify)	1	2	3	[55]

11. What other subjects would you like to see covered in *The CPA Letter*?

[56]

12. How many pages do you think would be appropriate for *The CPA Letter* to typically devote to "non-news" supplements or items such as technical guidance (e.g., Notice to Practitioners)?

 Page(s)

[57-58]

13a. Do you think "non-news" supplements or very long items should be published somewhere other than in *The CPA Letter*?

- 1 Yes
- 2 No (skip to question 14)
- 3 Don't Know/No opinion (skip to question 14)

[59]

b. If yes, where?

[60]

14. Please indicate the extent to which you agree or disagree with the following statements about *The CPA Letter*.

	<u>Strongly Agree</u>	<u>Moderately Agree</u>	<u>Moderately Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know/ No Opinion</u>	
The information in <i>The CPA Letter</i> is presented in an interesting manner	1	2	3	4	5	[61]
<i>The CPA Letter</i> adequately identifies important issues affecting members or the profession	1	2	3	4	5	[62]
Graphics — such as bar charts and time trends — should be used in articles containing numeric information where appropriate.....	1	2	3	4	5	[63]
The format or design of <i>The CPA Letter</i> makes it easy to read	1	2	3	4	5	[64]
<i>The CPA Letter</i> should continue to be printed on the same color paper	1	2	3	4	5	[65]

If you **disagree** that *The CPA Letter* should continue to be printed on the same color paper, what color would you prefer?

[66]

15. Please rate *The CPA Letter* on the following:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	
Quality of content	1	2	3	4	[67]
Quality of writing	1	2	3	4	[68]
Quality of design	1	2	3	4	[69]
Timeliness.....	1	2	3	4	[70]
Overall rating	1	2	3	4	[71]

16. Which of the following statements best describes your feelings about the **usefulness** of *The CPA Letter* now as compared to 2 years ago? [72]
- 1 *The CPA Letter* is **much more useful** to me now than it was 2 years ago.
 - 2 *The CPA Letter* is **somewhat more useful** to me now than it was 2 years ago.
 - 3 *The CPA Letter* is **about as useful** to me now as it was 2 years ago.
 - 4 *The CPA Letter* is **somewhat less useful** to me now than it was 2 years ago.
 - 5 *The CPA Letter* is **much less useful** to me now than it was 2 years ago.
 - 6 Don't know/No opinion/Not applicable
17. Which of the following statements applies best for you? [73]
- 1 I spend **much more time** reading *The CPA Letter* now than I did 2 years ago.
 - 2 I spend **somewhat more time** reading *The CPA Letter* now than I did 2 years ago.
 - 3 I spend **about as much time** reading *The CPA Letter* now as I did 2 years ago.
 - 4 I spend **somewhat less time** reading *The CPA Letter* now than I did 2 years ago.
 - 5 I spend **much less time** reading *The CPA Letter* now than I did 2 years ago.
 - 6 Not sure/Not applicable
18. *The CPA Letter* is currently published 10 times per year (there are two combined issues: February/March and July/August). Do you think this is too often, not often enough, or about right? [74]
- 1 Too often
 - 2 About right
 - 3 Not often enough
 - 4 Don't know/No opinion
- 19a. Do you think *The CPA Letter* should be available electronically, through a personal computer? [75]
- 1 Yes
 - 2 No (skip to question 20)
 - 3 Don't know/No opinion (skip to question 20)
- b. How likely would you be to want to receive *The CPA Letter* electronically, through your personal computer, as an alternative to receiving the printed copy? [76]
- 1 Very likely
 - 2 Moderately likely
 - 3 Not particularly likely (skip to question 20)
 - 4 Don't know/No opinion (skip to question 20)
- c. For an extra fee, would you also want to receive the printed version of *The CPA Letter*? [77]
- 1 Yes 2 No
20. *The CPA Letter* recently featured for the first time an index of selected articles from the previous year's issues. How useful would such an index, published annually, be to you? [78]
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful
- 21a. The Institute periodically advertises in *The CPA Letter* products and services it has developed for members. How useful do you find these full-page advertisements? [79]
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful

b. In the monthly "New Products & Publications" section, do you think the descriptions of the items are too long, too short, or about right?

- 1 Too long
- 2 About right
- 3 Too short
- 4 Don't know/No opinion

[80]

22. Please provide any comments you have about how we could make the promotion of Institute products and services in *The CPA Letter* more useful to you.

[81]

23a. Which of the following publications do you read for **information on the accounting profession?**

(Circle all that apply and please list any others)

- | | | | |
|------------------------------|---------|--|---------|
| 1 Journal of Accountancy | [82-89] | 1 Accounting Today | [90-94] |
| 2 The Tax Adviser | | 2 New Accountant | |
| 3 The Practicing CPA | | 3 Public Accounting Report | |
| 4 CPA Digest | | 4 Emerson Professional Services Review | |
| 5 The CPA Journal | | 5 Other: | |
| 6 Management Accounting | | _____ | |
| 7 The Practical Accountant | | _____ | |
| 8 Bowman's Accounting Report | | | |

(Specify)

b. Which of the following publications do you read for **general business information?**

(Circle all that apply and please list any others)

- | | | | |
|----------------------------|----------|------------------------------|-----------|
| 1 BusinessWeek | [95-102] | 1 Time | [103-106] |
| 2 The Wall Street Journal | | 2 USA Today | |
| 3 Newsweek | | 3 Bureau of National Affairs | |
| 4 Fortune | | 4 Other: | |
| 5 Forbes | | _____ | |
| 6 U.S. News & World Report | | _____ | |
| 7 The New York Times | | | |
| 8 The Washington Post | | | |

(Specify)

II. Accounting Educators: FYI

The CPA Letter contains a special insert for members in education entitled *Accounting Educators: FYI*, which is published five times per academic year (September, November, January, March, and May). The following questions pertain to this insert.

24. Prior to receiving this survey, were you aware of *FYI*? [107]
 1 Yes 2 No (skip to question 33)
25. How much of *FYI* do you normally read? [108]
 1 All of it
 2 Most of it
 3 About half of it
 4 Just a few items
 5 Don't normally read
26. Considering the length of the articles in *FYI*, do you think they are too long, too short, or about right? [109]
 1 Too long
 2 About right
 3 Too short
 4 Don't know/No opinion
27. Please indicate how important is it to you that *FYI* includes articles on the following topics.
- | | <u>Very Important</u> | <u>Moderately Important</u> | <u>Not Particularly Important</u> | <u>Don't Know/No Opinion</u> | |
|---|-----------------------|-----------------------------|-----------------------------------|------------------------------|-------|
| CPA recruiting..... | 1 | 2 | 3 | 4 | [110] |
| Recruiting accounting students..... | 1 | 2 | 3 | 4 | [111] |
| Minority recruitment issues..... | 1 | 2 | 3 | 4 | [112] |
| Minority student issues..... | 1 | 2 | 3 | 4 | [113] |
| Curriculum development..... | 1 | 2 | 3 | 4 | [114] |
| Faculty development..... | 1 | 2 | 3 | 4 | [115] |
| CPE for accounting educators..... | 1 | 2 | 3 | 4 | [116] |
| Instructional technology..... | 1 | 2 | 3 | 4 | [117] |
| Pedagogical methods..... | 1 | 2 | 3 | 4 | [118] |
| Female CPA issues..... | 1 | 2 | 3 | 4 | [119] |
| General developments in accounting education..... | 1 | 2 | 3 | 4 | [120] |
| Other _____
(Specify) | 1 | 2 | 3 | 4 | [121] |
28. Overall, how useful do you find *FYI*? [122]
 1 Very useful
 2 Moderately useful
 3 Not particularly useful

29. *FYI* is currently published five times per year. Do you think this is too often, not often enough, or about right?

- 1 Too often
- 2 About right
- 3 Not often enough
- 4 Don't know/No opinion

[123]

30. Please indicate below what it is that you like/dislike most about *FYI*.

Like: _____ [124]

Dislike: _____ [125]

31. What topics or information that you cannot find elsewhere would you like to see covered in *FYI*?

_____ [126]

32. What other comments or suggestions do you have that would help improve *FYI* or make it more useful to you?
What about *The CPA Letter* in general?

FYI: _____ [127]

The CPA Letter: _____ [128]

III. Demographics

33. The state in which you work: [129-130]

34. Sex: [131]
1 Male
2 Female

35. Age last birthday: [132]
1 Under 26 years 3 36-45 years 5 56-65 years
2 26-35 years 4 46-55 years 6 Over 65 years

36. How many years have you been a CPA? [133]
1 Less than 1 year 3 3-5 years 5 11-15 years 7 Over 20 years
2 1-2 years 4 6-10 years 6 16-20 years

37. Which of the following most closely describes your **primary job function** or responsibility? (Circle one) [134]
1 Academic administrator/staff
2 Professor/Teacher
3 Nonacademic administrator/staff
4 Other _____
(Specify)

38. Is your institution public or private? [135]
1 Public
2 Private

THANK YOU FOR YOUR COOPERATION

Please return your completed questionnaire in the postage-paid envelope provided or send to:

AICPA
CPA Letter Survey
1211 Avenue of the Americas
New York, NY 10036-8775

September 1993