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THE CPA LETTER READERSHIP SURVEY

JUNE 1995

AICPA

American
Institute of
Certified
Public
Accountants

Planning & Research Division

American Institute of Certified Public Accountants

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New York, NY 10036-8775

AICPA
THE CPA LETTER READERSHIP SURVEY

Prepared by:

**THE PLANNING AND RESEARCH DIVISION
AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS**

November, 1995

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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).

A total of 4,000 randomly selected members of the Institute, grouped by primary area of employment (public accounting, industry, government, education and other), were mailed a survey questionnaire in early June, 1995; a follow-up mailing was sent a couple of weeks later.

To ensure that the survey included an adequate base of members from each of the primary employment groupings, the government, education and other segments, which are represented by a smaller number of members, were oversampled. The final tabulations, however, were weighted back to the true AICPA universe to ensure that the oversampling did not effect the *All Respondents* findings presented in the report.

The questionnaire covered a wide range of topics including frequency of reading *The CPA Letter*, evaluation of the publication and the subjects it covers, attitude toward the publication as measured by a variety of statements pertaining to it, readership of other publications for information about accounting and general business, and demographics. In addition to these general topic areas, members in industry and those in education were asked an additional series of questions related to the special inserts that are included in their respective editions of the newsletter. The three versions of the survey instrument appear in the Appendix of this report.

A total of 1,005 members responded to the survey prior to the cut-off date, for a total response rate of 25%.

A comparison of those members who responded to the survey to the membership at large indicates that survey participants closely match the total membership with respect to age, gender, years as a CPA, area of employment and region of employment.

The sampling process, the number of those who responded to the survey, and the finding that respondents closely matched the AICPA membership on key demographic and professional characteristics provide a high degree of confidence that the results based upon *All Respondents* are within a few percentage points of those that would have been obtained had the entire AICPA membership been polled.

EXECUTIVE SUMMARY

Profile Information

Respondents were asked several questions pertaining to their personal and business background, yielding the following mini-profile:

- About 8 out of 10 respondents are male (79%), while 21% are female.
- The age of respondents matches that of the overall membership of the Institute: about one-third are under 36 (30%), about one-third are 36-45 (35%), and the remaining third are 46 years of age and older (35%).
- Twenty-one percent of the members responding to the survey are from the Northeast, 25 percent are from the Midwest, 32 percent from the South and 21 percent from the West.
- Two out of five members responding to the survey have been AICPA members for 10 years or less, while 25 percent have been members for more than 20 years.
- Forty two percent of respondents are from public accounting, 42 percent are from industry, 3 percent from education, 4 percent from government, and 9 percent from “other” areas of business.
 - ◇ Members in public accounting can be described as follows: 42 percent are partners/shareholders, 24 percent are sole practitioners and 31 percent hold senior staff positions. Forty-eight percent are from firms with 5 or fewer AICPA members, while 16 percent from firms with over 100 members; the median firm size is 7 AICPA members. The average respondent devotes 23 percent of his/her work time to individual taxes, 17 percent to corporate taxes, and 17 percent to auditing. A substantial amount of time is also devoted to compilation/review (14 percent) and accounting (13 percent).
 - ◇ Among those in education, 63 percent are employed in the public sector and 37 percent in the private sector. Half are teachers/professors, 17 percent are on the academic staff in another capacity and 23 percent are on the non-academic staff.
 - ◇ The vast majority of those in government are in civil service (76 percent).
 - ◇ Of those in industry, 25 percent are CFOs or Presidents/CEOs, 28 percent are controllers or treasurers, 22 percent are in finance/ accounting, and 12 percent in internal audit. Twenty-one percent work in companies with fewer than 50 employees, while 20 percent are in companies with more than 5,000 employees; the median company size is 500 employees. One-fifth are in manufacturing, 19 percent are in finance/real-estate/insurance, and 23 percent in service. The remaining respondents are in retail (5

percent), wholesale (6 percent), transportation/public utilities (4 percent) and other type firms (23 percent). Thirty-four percent of those responding to this survey are employed by firms that are publicly owned or subsidiaries of such companies, whereas 51 percent are from privately owned or subsidiaries of privately owned companies. Another 10 percent of respondents work for not-for-profit organizations.

Use of Other Accounting and Business Publications

Members were presented with a list of 13 accounting publications and asked which they referred to for information pertaining to the accounting profession. They were also presented with a list of 11 other business publications and asked to which of those they refer for general business information.

- The most widely read publication for information relating to the accounting profession is *The Journal of Accountancy*, read by almost all responding members (96 percent). Also widely read for this type of information is *The CPA Letter* (83 percent). On a second tier are *The Tax Advisor* and *The Practical Accountant* (each 16 percent). No other publication reaches over 11 percent of the membership. Notably, members in firms with over 100 AICPA members (77 percent) are less likely than members in smaller firms (87 percent or more) to read *The CPA Letter*.
- Members were also asked how frequently they read the AICPA Annual Report published in *The Journal of Accountancy*. Seventy-four percent of the membership read the report at least occasionally. Relatively few (9 percent), however, read this report often.

The CPA Letter

- Almost three-quarters of the membership (71 percent) always read *The CPA Letter* (four of the last four issues), and 80 percent read at least three of the last four issues they received. Readership of the newsletter has remained stable since 1993. Regular readership is positively related to age of member such that younger members are least likely to be regular readers (61 percent) and older members most likely to be regular readers (81 percent).
- Just over half (51 percent) of the membership reads *The CPA Letter* within one or two days of its receipt.
- Although few members (8 percent read *The CPA Letter* cover-to-cover, the majority (59 percent) reads about half of its contents. The incidence of those reading the newsletter cover-to-cover is also considerably higher than average among members in education.
- Respondents were asked what they did with *The CPA Letter* when they had finished reading an issue. One in ten pass it along to others, 29 percent save copies for future reference and

16 percent clip items of interest. Of those who pass along copies, 16 percent pass it to one additional person, 30 percent to two others, 31 percent pass it to three or four others and 24 percent pass their copy to five or more other people. More than half of all members (59 percent) discard finished copies. The proportion of members discarding issues has increased relative to 1993 (49 percent). Notably, copy disposition patterns differed by AICPA segment. The incidence of pass-along is higher than average among those in public accounting and government. Members in these segments also pass along copies to a greater than average number of other people. Those in single member AICPA firms, on the other hand, are more likely than most members to save issues intact for future reference.

- Respondents were asked to indicate their views with respect to the overall length of *The CPA Letter* and the length and detail associated with individual articles. Consistent with the findings of the 1993 survey, most AICPA members appear to be satisfied with the newsletter in its current form. Seventy-eight percent consider the overall length of the newsletter about right, 79 percent believe that the articles are about the right length, and 77 percent say that the level of detail within the articles is about right.
- In addition to these queries related to length, respondents were asked to rate the usefulness of *Highlights of What's Inside* in determining what they read. Seventy-seven percent of members believe that the *Highlights* are at least somewhat useful and 43 percent view this section as very useful. Members in firms with over 100 AICPA members are especially apt to find this section very useful.
- Respondents were presented with a list of 10 topics covered in *The CPA Letter* and asked to indicate their views with respect to both the usefulness and the adequacy of coverage for each subject. Of the various topics listed, the most useful according to the membership as a whole are *IRS/tax news* (90 percent/useful), and *news briefs on topics affecting accountants* (91 percent). On a second tier are *accounting and auditing issues* (85 percent) and *FASB* (82 percent). Fewer than 25 percent of respondents consider any of the other topics "very useful." This relative ranking with respect to subject usefulness is consistent with the findings from 1993. However, on an absolute basis, some of the subjects included on the list are considered more or less useful than they were during the last wave of this research. The most outstanding trend difference is related to *GASB* subjects. Relative to the last wave, twice as many members (52 percent versus 27 percent in 1993) feel that *GASB* information, as it appears in the newsletter, is not particularly useful. In contrast, members consider information related to *national communications/CPA image building efforts* more useful this year than in 1993: 54 percent currently rate this subject useful versus 41 percent in 1993.
- In addition to perceptions of usefulness, members were asked indicate their attitude toward the amount of coverage given to each of the listed subject areas. The majority of members are satisfied with the amount of coverage given to each of the subject areas (i.e., indicate that the amount of coverage is "just right"). They are most satisfied with the amount of coverage associated with *news briefs on topics affecting accountants* (77 percent), *FASB* (71 percent), *accounting and auditing issues* (70 percent), and *IRS/tax news* (69 percent). A

substantial minority of respondents also believe that too much coverage is given to *national communications/CPA image building efforts* (17 percent). And, although two-thirds of the membership is satisfied with the coverage of *IRS/tax news*, 20 percent feel that coverage is insufficient. Perhaps not surprisingly, satisfaction with the amount of coverage afforded different topics differed substantially by AICPA segment.

- Compared to 1993, satisfaction with the coverage of most topics has remained fairly stable.
- Respondents rated *The CPA Letter* on an overall basis as well as with respect to the quality of its content, writing, design and timeliness. Generally, ratings are positive. On an overall basis, 87 percent of respondents consider *The CPA Letter* “excellent” or “good.” *The CPA Letter* is also viewed positively in terms of its content (22 percent/excellent, 66 percent/good), timeliness (21 percent/excellent, 66 percent/good), and writing (19 percent/excellent, 69 percent/good). Relatively few members, however, are impressed with the design of the newsletter, which is rated “fair/poor” by more than a third (37 percent) of those surveyed. Notably, the proportion rating the newsletter “fair/poor” with respect to design has increased since 1993 (30 percent). No other differences since the last wave emerged.
- About half (49 percent) of those surveyed believe that the usefulness of the newsletter has not changed in the past two years.
- Members were presented with four statements pertaining to *The CPA Letter* and asked to indicate the extent to which they agreed or disagreed with each statement. These ratings support the finding that members generally have favorable views of the newsletter. More than 8 out of 10 believe *The CPA Letter adequately identifies important issues affecting members or the profession* (88 percent), and that *the information is presented in an interesting manner* (82 percent). And, almost as many (78 percent) agree that *the format or design is easy to read*. This is consistent with the findings of the 1993 survey. Also consistent with the last wave is the observation that a high proportion of members (76 percent) believe that *graphics should be used in articles containing numeric information where appropriate*.
- In addition to evaluating *The CPA Letter* as a whole, respondents were asked to evaluate the *CPE News* column. Although most members consider this column useful (72 percent) and many consider it “very” useful (14 percent), a substantial number do not (28 percent). No change has occurred in this respect since the last wave.
- Generally, members are satisfied with the amount of coverage in the *CPE News Column* (63 percent), although a few believe it is either excessive (11 percent) or insufficient (5 percent).
- When asked which of several CPE course methods they would prefer to see information about in the column, half (49 percent) indicated they would be interested in *conferences*. On a second tier are *self-study* (43 percent), *seminar/group study* (39 percent), and *computer-based training* (39 percent). Less interest is expressed in *video methods* (17 percent) and *in-firm training* (11 percent).

- Respondents were presented with a list of 13 AICPA activities and asked the degree to which they were interested in reading about each activity in *The CPA Letter*. Of the various activities listed, respondents expressed the greatest degree of interest in reading articles about *incorporating information technology into the profession* (87 percent of members “very/somewhat” interested), *benchmarking and financial management* (83 percent), *fraud detection* (80 percent), and *newly added member benefits and developments* (77 percent). In addition, almost half of the members are interested in articles about the *AICPA Effective Legislation Committee* (48 percent), *media relations efforts* (48 percent), or the Institute’s *member outreach program* (45 percent).
- Respondents were also asked how useful they would find articles focusing on a variety of different human resources topics. Generally, human resources articles are perceived to be quite useful. The most useful, however, are articles related to *salary trends*: 54 percent of members rate this type of article “very” useful. On a second tier are articles focusing upon *interviewing skills* (32 percent/ “very” useful), and the *Family and Medical Leave Act-Federal* (23 percent). Least useful are articles related to *sexual harassment, women and family issues* and the *Americans with Disabilities Act*. But, even these areas are considered useful by 6 of 10 members. This is consistent with the findings of the 1993 survey.
- When asked to compare the usefulness of *The CPA Letter* today to its usefulness two years ago, 28 percent of members said they find it more useful today, while about half (49 percent) perceive no change in its usefulness. Respondents were also asked how much time they spend reading *The CPA Letter* now versus two years ago, and whether there is a difference in the amount of time they spend reading the first few pages versus the last few. Consistent with the findings of the 1993 survey, about one-quarter (23 percent) of those surveyed are spending more time with the newsletter today than they were two years ago [(a finding that is particularly evident among younger members (those under age 35)], 14 percent are spending less time, while about half (54 percent) report no change in the time they spend with the publication. The great majority of members (72 percent) spend as much time reading the first few pages as the last few. One in five (22 percent), however, spend more time reading the first few pages.
- Most members (77 percent) believe that the publication schedule of 10 times a year is “about right.” In the minority are those who think the newsletter is published “too often” (14 percent) or “not often enough” (6 percent).
- Neither the annual index of selected articles from the previous year’s issues, nor the AICPA Rolodex card, is viewed as useful by the majority of members (56 percent and 58 percent, respectively, say these items are “not particularly useful”).
- *The Directory of Frequently Dialed AICPA Numbers*, on the other hand, is viewed as “very” useful by a third of the membership (31 percent) and as “moderately” useful by another third (35 percent). Most members (68 percent) also think that the *Directory* publication schedule

is “about right.” Almost all of those who don’t (26 percent), think that it is published too often.

- Respondents were also asked their views regarding the length of the descriptions of the items in the *New Products & Publications* section. About 3 out of 5 respondents (62 percent) think the length of these descriptions is “about right.”
- Members were asked how the AICPA could make the promotion of products and services in *The CPA Letter* more useful. Generally, members seemed to feel that these promotions did not belong in the newsletter or that there was simply too much of it in the newsletter, and that much of what was promoted in the newsletter was could be found in other publications.
- Members were also asked to suggest ways to enhance the usefulness of *The CPA Letter*. The most often mentioned suggestion was related to the format of the newsletter. Across segments many members said that the appearance and format of the newsletter could be improved, that it needed a face-lift, needed to be brought into the 90’s.

Industry Insert

Members employed in industry were asked some additional questions pertaining to a special section inserted into *The CPA Letter* entitled *The Financial Manager’s Report*.

- Notably, relatively few industry members (36 percent) are aware of *The Financial Manager’s Report*. Awareness of *FMR* is somewhat higher among those in senior management.
- Among those who are aware of this insert, however, reactions are quite positive. For example, 73 percent of those who are aware of the insert read at least half of it and 56 percent read most (34 percent) or all (22 percent) of it.
- Almost all members (95 percent) who read the insert, consider it useful and many (34 percent) find it “very” useful.
- Perhaps because members find this insert so useful, many also feel that it is published too infrequently (47 percent). Most others (39 percent) believe that its publication schedule of five times a year is “about right.”
- Two thirds of industry members responding consider the overall length of *FMR* “about right,” while 16 percent say it’s length is “too long” and 13 percent say it’s “too short.”
- Generally, members feel that the length of the *how-to* articles in the insert is “about right” (65 percent). Those who believe otherwise are split between thinking these articles are “too long” (14 percent) or “too short” (10 percent).

- Industry members were presented with a list of topics and asked to indicate how important it is that the industry insert include “how to” articles on each topic. Industry members attached the highest level of importance to articles about *developing effective budgets* (46 percent/very important), *information about proposed accounting standards and other professional issues* (44 percent/very important), *measuring performance using financial criteria* (43 percent/very important), and *getting the most out of your bank relationships* (40 percent/very important). In contrast, more than half of industry members consider *internal audit staff utilization* (54 percent), *financing and administering export and import operations* (55 percent), *activities of the Members in Industry Executive Committee* (53 percent), and *audit committee structure and activities* (55 percent) as “not particularly important.”
- Notably, those in senior management positions are more likely than other industry members to read most of the insert (at least half of the articles), to consider the FMR very useful, to feel that the insert should be published more often, and to attach a relatively high degree of importance to including each of the topics listed in the insert.
- Industry members were asked what they liked most and least about FMR. While few members responded to this question, the fact that the insert is focused on industry interests was what they liked most, citing that FMR is simply relevant to their interests and needs. Very few members mentioned anything they disliked.

Education Insert

Members employed in education were also asked several additional questions pertaining to *Accounting Educators: FYI*, a special insert they receive with *The CPA Letter*.

- Awareness of this special insert is quite high among all responding educators (75 percent), and is notably higher among professors/teachers than among staff and those in other positions in education. Further, 84 percent of those who are aware of the insert read at least half of it and 48 percent read all of it.
- Most members (89 percent of those who read the insert), consider it useful and almost half (45 percent) find it “very” useful.
- Perhaps because members find this insert so useful, many also feel that it is published too infrequently (35 percent). Most others (51 percent) believe that its publication schedule of five times a year is “about right.”
- Generally, members feel that the length of the articles in *FYI* are “about right” (70 percent).
- Notably, professors/teachers are especially apt to read *FYI* in its entirety, to think of the insert as very useful, to think the articles in *FYI* are too short, and to believe that it is not published often enough.

- Education members were presented with a list of topics and asked to indicate how important it was that the education insert include articles on each topic. Topping the list are *curriculum development* and *ethics*, which 58 percent and 57 percent of educators, respectively, consider “very important” topics, followed closely by *trends and developments in the accounting profession* (55 percent/very important) and *general trends in accounting education* (54 percent/very important). Of least importance to educators responding to the survey are *female CPA issues* and *minority issues*, which are deemed “not particularly important” by 50 percent and 43 percent of respondents, respectively.
- The importance of these various topics, however, differs among education members in different segments, such that professors/teachers and those employed by private institutions attach considerably more importance to many of these topics than do other members in education.
- Education members were asked what they liked most and least about *FYI*. While few members responded to this question, those who did like the relevance and timeliness of the information contained in the insert. They also like the concise nature of the articles. The few negative comments about the insert tended to focus upon the feeling that there was too little focus upon community and junior colleges.
- Members in education were asked which of several electronic services they currently access. Sixty-nine percent of those in education currently access one or more electronic services: 65 percent have access to the Internet, 6 percent have access to CompuServe, and 13 have access to other electronic services. Educators in private schools are more apt than their counterparts in public schools to report that they do not have access to any on-line service.

PROFILE INFORMATION

Personal and Professional Characteristics

Respondents were asked several questions pertaining to their personal background, yielding the following mini-profile (Table 1a):

- About 8 out of 10 respondents are male (79%), while 21% are female.
- The age of respondents matches that of the overall membership of the Institute: about one-third are under 36 (30%), about one-third are 36-45 (35%), and the remaining third are 46 years of age and older (35%).
- Twenty-one percent of the members responding to the survey are from the Northeast, 25 percent are from the Midwest, 32 percent from the South and 21 percent from the West.
- Two out of five members responding to the survey have been AICPA members for 10 years or less, while 25 percent have been members for more than 20 years.

Table 1a

PERSONAL AND PROFESSIONAL CHARACTERISTICS (All Respondents: Percentage Distribution)

Gender		
Male		79
Female		21
Age		
Under 26		1
26-35		29
36-45		35
46-55		19
56-65		9
Over 65		7
Median		41.1 yrs.
Region		
Northeast		21
Midwest		25
South		32
West		21
Years as a Member		
Under 1		1
1-2		6
3-5		12
6-10		21
11-15		22
16-20		13
Over 20		25
Median		12.8 yrs.

Note: On this and all following tables, percentages may not add to 100% due to rounding.

Area of Employment

The survey also included questions related to respondents' area of employment (Table 1b). Forty two percent of respondents are in public accounting, 42 percent are in industry, 3 percent in education, 4 percent from government, and 9 percent from other areas of business.

- Respondents in public accounting can be described as follows:
 - ◇ Forty-two percent are partners/shareholders, 24 percent are sole practitioners and 31 percent hold senior staff positions, and 3 percent hold other staff positions.
 - ◇ Forty-eight percent are from firms with 5 or fewer AICPA members, 15 percent from firms with between 6-10 members, 21 percent from firms with 11-100 members, and 16 percent from firms with over 100 members.
 - ◇ The average respondent devotes 23 percent of his/her work time to individual taxes, 17 percent to corporate taxes, and 17 percent to auditing. A substantial amount of time is also devoted to compilation/review (14 percent) and accounting (13 percent).
- Among those in education, half are teachers/professors, 17 percent are on the academic staff in another capacity and 23 percent are on the non-academic staff. Sixty three percent are employed in the public sector and 37 percent in the private sector.
- The vast majority of those in government are in civil service (76 percent).
- Those within the industry segment are represented as follows:
 - ◇ Twenty-five percent are Presidents/CEOs or CFOs, 25 percent are controllers or treasurers, 25 percent are in finance/accounting, and 12 percent in internal audit. The remainder are in operations (3 percent) or other positions (10 percent).
 - ◇ Twenty-one percent work in companies with fewer than 50 employees, while 20 percent are in companies with more than 5,000 employees.
 - ◇ About one-fifth (20 percent) are in manufacturing, another fifth (19 percent) in finance/real-estate/insurance, and 23 percent are in service. The remaining respondents are in retail (5 percent), wholesale (6 percent), transportation/public utilities (4 percent) and other type companies (23 percent).
 - ◇ Thirty-four percent of industry members responding to this survey are employed by firms that are publicly owned or subsidiaries of such companies, whereas 51 percent are from privately owned or subsidiaries of privately owned companies. Another 10 percent of respondents work for not-for-profit organizations.

Table 1b

AREA OF EMPLOYMENT
(All Respondents: Percentage Distribution)

Public Accounting 42

Title

Partner/Shareholder	42
Sole Practitioner	24
Senior Staff	31
Staff	3

AICPA Members in Firm

1	24
2-5	24
6-10	15
11-100	21
Over 100	16
Median # of members	7

**Average Percent of Time Devoted
to Services**

Individual Tax	23
Corporate Tax	17
Auditing	17
Compilation/Review	14
Accounting	13
Management Consulting	7
PFP	2
Information Technology	2
Litigation	2
Other	3

Table 1b (cont'd..)

AREA OF EMPLOYMENT
(All Respondents: Percentage Distribution)

Industry	42
Title	
President/CEO	4
CFO	21
Controller	25
Treasurer	3
Finance/Accounting	22
Internal Audit	12
Operations	3
Other	10
Number of Employees	
Under 50	21
50-99	12
100-250	11
251-500	6
501-1,000	13
1,001-5,000	17
5,001-10,000	5
Over 10,000	15
Median # of employees	500
Type of Firm	
Manufacturing	20
Finance/Real-Estate/Insurance	19
Service	23
Retail	5
Wholesale	6
Transportation/Public Utility	4
Other	23
Ownership	
Subsidiary of Public	12
Public	22
Subsidiary of Private	6
Private	45
Not-For-Profit Organization	10
Other	5

Table 1b (cont'd.)

AREA OF EMPLOYMENT
(All Respondents: Percentage Distribution)

Education	3
Title	
Professor/Teacher	50
Nonacademic Staff	23
Academic Staff	17
Other	10
Type of School	
Public	63
Private	37
Government	4
Position	
Elected	*
Political Appointee	6
Civil Service	76
Other	18
Other	9
Lawyer	11
Military	1
Retired	62
Other	26

* *Less than 0.5 percent.*

Use of Other Accounting and Business Publications

Members were presented with a list of 13 accounting publications and asked which they referred to for information pertaining to the accounting profession. They were also presented with a list of 11 other business publications and asked which of those they referred to for general business information (Table 2).

- The most widely read publication for information relating to the accounting profession is *The Journal of Accountancy*, read by almost all responding AICPA members (96 percent). Also widely read for this type of information is *The CPA Letter* (83 percent). On a second tier are *The Tax Advisor* and *the Practical Accountant* (each 16 percent). No other publication reaches over 11 percent of the membership. When responses are stratified by membership segment, a few differences emerge (Table 2a):
 - ◇ Most noticeably, members in firms with over 100 AICPA members are less likely than other members to read *The CPA Letter* (77 percent). Readership of some other publications by members in this segment is, however, greater than average: *Bowman's Accounting Report* (23 percent), *Accounting Today* (27 percent) and *Public Accounting Report* (18 percent).
 - ◇ Members in the area of public accounting are more likely to read *The Tax Advisor*, *The Practicing CPA*, *The Practical Accountant*, and *Accounting Today* than are members in other areas of the profession. Educators, on the other hand, are more likely than others to read *Management Accounting* and *New Accountant*.
- Of the various general business publications, *The Wall Street Journal* has the highest level of readership (70 percent). On a second tier are *Business Week* (20 percent), *USA Today* (20 percent), *Newsweek* (16 percent), *Forbes*, *Fortune* and *Time* (14 percent each), and *U.S. World & News Report* (12 percent). Fewer than 10 percent of members claimed readership of the other three publications listed. Here too, however, subgroup differences emerged (Table 2a):
 - ◇ Male members, compared to female members, are more likely to read *Business Week* (22 percent versus 13 percent), *The Wall Street Journal* (72 percent versus 63 percent), and *Forbes* (17 percent versus 4 percent).
 - ◇ Older AICPA members (56 years of age and older) are more likely than average to read *Forbes* (27 percent) and *Time* (26 percent).
 - ◇ Those in government are less likely than most other members to read *The Wall Street Journal* (53 percent), *Forbes* (7 percent) and *Fortune* (5 percent), but more likely to read *The Washington Post* (18 percent) and *USA Today* (35 percent).

- Readership of certain publications by AICPA members is positively related to company size. More to the point, as company size increases so does readership of Business Week and The Wall Street Journal, Fortune, USA Today, and Bureau of National Affairs.

Table 2

READERSHIP OF PUBLICATIONS
(Percentage of All Respondents)

For Information on the Accounting Profession

Journal of Accountancy	96
The CPA Letter	83
The Tax Advisor	16
The Practical Accountant	16
Accounting Today	11
The CPA Journal	10
The Practicing CPA	8
Management Accounting	8
Bowman's Accounting Report	2
Public Accounting Report	2
New Accountant	1
Emerson Professional Services Review	1
CPA Digest	1
Other Accounting Publications	11

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

Table 2 (cont'd.)

READERSHIP OF PUBLICATIONS

(Percentage of All Respondents)

For General Business Information

The Wall Street Journal	70
Business Week	20
USA Today	20
Newsweek	16
Fortune	14
Forbes	14
Time	14
US World & News Report	12
The New York Times	8
Bureau of National Affairs	5
The Washington Post	3
Other Business Publications	20

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

TABLE 2A

Publications Read for Information on the Accounting Profession and for General Business Information: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms					
	All Resp.	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Educa- tion	Indus- try	1	2-10	11-100	Over 100
Information on the Accounting Profession:																
The CPA Letter	83	83	83	80	82	87	88	87	89	71	86	81	92	90	87	77
Journal of Accountancy	96	96	96	96	96	98	93	96	97	90	97	97	97	98	96	89
The Tax Adviser	16	18	11	11	16	19	24	26	11	20	15	7	31	27	20	21
The Practicing CPA	8	8	6	6	6	9	14	17	2	4	6	*	22	20	17	*
CPA Digest	1	1	*	*	1	2	1	2	*	1	2	*	2	1	4	*
The CPA Journal	10	11	7	10	10	9	12	14	1	6	16	7	12	11	23	14
Management Accounting	8	8	6	7	9	8	6	5	4	5	24	11	6	4	4	9
The Practical Accounting	16	17	11	10	18	21	16	28	9	4	11	7	28	31	35	11
Bowman's Accounting Rpt.	2	3	1	1	3	4	1	5	*	*	*	1	*	*	5	23
Accounting Today	11	12	9	9	12	14	11	20	6	3	12	5	15	18	24	27
New Accountant	1	1	1	2	*	1	*	1	1	*	14	1	*	*	*	5
Public Accounting Report	2	2	1	*	1	4	2	4	*	*	1	*	*	1	5	18
Emerson Professional Services Review	1	1	*	*	1	1	1	1	*	*	1	*	*	*	*	9
Other Acctg. Pubs.	11	10	15	11	10	14	11	7	19	10	17	15	5	7	7	9
General Business Information:																
Business Week	20	22	13	14	22	18	27	18	15	24	27	21	14	17	16	30
The Wall Street Journal	70	72	63	65	72	75	68	67	53	62	69	76	55	66	76	80
Newsweek	16	16	18	14	17	19	16	18	21	15	15	14	23	16	19	13
Fortune	14	15	10	14	16	9	16	13	5	12	16	16	10	10	15	27
Forbes	14	17	4	7	15	14	27	13	7	22	8	15	16	9	15	18
U.S. News & World Report	12	12	7	8	10	12	19	13	17	14	19	9	15	11	15	13
The New York Times	8	9	5	5	7	7	18	8	9	18	15	6	8	6	11	11
The Washington Post	3	3	4	4	3	2	3	4	18	1	1	2	5	2	4	5
Time	14	14	15	9	13	14	26	17	13	17	16	9	18	19	16	16
USA Today	20	20	19	24	17	17	21	19	35	13	17	21	13	17	23	30
Bureau of Natl. Affairs	5	6	2	3	6	5	7	7	6	4	*	4	5	5	9	14
Other Business Pubs.	20	20	20	26	18	18	15	19	19	18	26	21	17	21	16	21

*Less than 0.5 percent.

**Frequency of Reading the AICPA Annual Report
Published in *The Journal of Accountancy***

Members were also asked how frequently they read the AICPA Annual Report published in *The Journal of Accountancy*.

- Seventy-four percent read the report at least occasionally (Table 3). Relatively few (9 percent), however, read this report often. This pattern generally held across membership segments with the following exception (Table 3a):
 - ◇ Those in firms with over 100 AICPA members are the least likely segment to read the Report at least occasionally (61 percent).

Table 3

**FREQUENCY OF READING THE AICPA ANNUAL REPORT
PUBLISHED IN THE *JOURNAL OF ACCOUNTANCY*
(All Respondents: Percentage Distribution)**

Often	9
Sometimes	25
Seldom	40
Never	26

TABLE 3A

Frequency of Reading the AICPA's Annual Report Published in the JOURNAL OF ACCOUNTANCY: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms				
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Education	Industry	1	2-10	11-100	Over 100
All Resp.	9	5	11	5	7	12	10	9	9	8	7	12	9	13	7
Often	25	25	22	25	29	27	24	33	27	26	26	33	23	24	16
Sometimes	40	41	41	40	40	40	37	39	39	42	43	30	40	37	38
Seldom	26	30	26	30	24	21	29	20	25	24	24	26	28	25	39
Never															

THE CPA LETTER

Readership of *The CPA Letter*

Survey respondents were asked questions related to their readership of *The CPA Letter* (Table 4). Following is what was learned:

- Almost three-quarters of the membership (71 percent) read the newsletter on a regular basis (four of the last four issues), and 80 percent read at least three of the last four issues they received. Readership of the newsletter has remained stable since 1993. Some differences emerged as a function of membership segment (Table 4a):
 - ◇ Males are significantly more likely than females to be regular readers of the newsletter than females (75 percent versus 59 percent read four of the last four issues).
 - ◇ Regular readership is positively related to age of member, such that younger members are least likely to be regular readers (61 percent) and older members most likely to be regular readers (81 percent).
 - ◇ Members in industry and those in public accounting firms with over 100 members are somewhat less likely to be regular readers (66 percent).
- In the vast majority are those who read *The CPA Letter* within five days of its receipt (79 percent). And, 51 percent of the membership reads the newsletter within one or two days.
- Although few members read *The CPA Letter* cover-to-cover (8 percent), 3 of 10 read most of its contents. A little over one-third (36 percent) of the membership reads just a few items within an issue. Again, however, a couple of segment differences were apparent (Table 4a):
 - ◇ The incidence of those reading the newsletter cover-to-cover is also slightly higher than average among members in education (16 percent).
 - ◇ Readership of the newsletter cover-to-cover is inversely related to company size, such that members in single AICPA member firms are most likely to read *The CPA Letter* in its entirety (18 percent), while those in firms with over 100 AICPA members are least likely to do so (2 percent).

Table 4

READERSHIP OF *THE CPA LETTER*

(All Respondents: Percentage Distribution)

**Number of Past 4 Issues
Read or Looked Through**

None	4
One	6
Two	11
Three	9
Four	71

**How Long After Receipt *The CPA Letter*
is Read or Looked Through**

Less than 1 day	18
1-2 days	33
3-5 days	28
6-10 days	11
More than 10 days	9

Amount of *The CPA Letter* Normally Read

Cover to cover	8
Most of it	30
About half of it	21
Just a few items	36
Don't normally read	5

TABLE 4A
Readership of THE CPA LETTER: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms				
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Educa- tion	Indus- try	1	2-10	11-100	Over 100
All Resp.	4	3	5	4	5	2	3	*	5	3	5	2	1	4	7
None	4	3	5	4	5	2	3	*	5	3	5	2	1	4	7
One	6	10	9	6	3	3	6	2	5	8	6	3	6	4	13
Two	11	13	15	11	7	9	9	6	8	7	15	10	6	12	11
Three	9	15	10	7	11	5	8	13	10	9	8	7	11	5	5
Four	71	59	61	73	75	81	75	79	73	75	66	78	78	75	66
When you receive your copy of THE CPA LETTER, about how long is it until you read or look through the issue?															
Less Than 1 Day	18	17	18	20	14	23	18	15	23	22	18	15	22	18	13
1-2 Days	33	31	31	33	32	38	36	36	35	37	30	37	36	38	32
3-5 Days	28	29	30	28	29	24	24	34	22	27	34	25	23	20	30
6-10 Days	11	13	13	10	11	10	11	10	15	8	10	9	11	13	13
More Than 10 Days	9	10	8	9	14	6	11	5	6	6	9	15	9	11	13
How much of THE CPA LETTER do you normally read?															
Cover to Cover	8	5	6	9	9	10	12	11	9	16	4	18	13	9	2
Most of It	30	25	25	28	34	40	31	38	27	33	29	31	35	30	21
About Half of It	21	23	25	21	20	15	22	14	24	19	20	21	23	25	19
Just a Few Items	36	42	38	39	32	32	33	36	31	29	42	28	26	34	51
Don't Normally Read	5	4	7	3	4	3	3	1	9	3	6	2	3	1	7

Disposition of Finished Copies

Respondents were asked what they did with *The CPA Letter* when they had finished reading an issue.

- One in ten (10 percent) pass it along to others, 29 percent save copies for future reference and 16 percent clip items of interest (Table 5). Of those who pass along copies, 16 percent pass it to one additional person, 30 percent to two others, 31 percent pass it to three or four others and 24 percent pass their copy to five or more other people. More than half of all members (59 percent) discard finished copies. The proportion of members discarding issues has increased relative to 1993 (49 percent). Notably, copy disposition patterns differed by AICPA segment (Table 5a):
 - ◇ The incidence of pass-along is higher than average among those in public accounting (15 percent) and government (17 percent). Members in these segments also pass along copies to a greater than average number of other people.
 - ◇ Those in single member AICPA firms are more likely than most members to save issues intact for future reference (42 percent).

Table 5

DISPOSITION OF *THE CPA LETTER* AFTER READING
(All Respondents: Percentage Distribution)

Disposition of Copy When Finished*	
Pass it on to others	10
Clip/copy items of interest	16
Save intact for future reference	29
Discard it	59
Other	1

Number of Others Typically Passed on To
(Among those who pass-along copy)

1	16
2	30
3-4	31
5-9	14
10 or more	10

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

TABLE 5A

Disposition of THE CPA LETTER After Reading: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms				
	Male	Female	Under 35	36-45		56 or Older	Public Acctg.	Govt.	Other	Education	Industry	1	2-10	11-100	Over 100
				46-55	61										
All Resp.															
What do you do with your copy of THE CPA LETTER when you have finished reading it?															
Pass It on to Others	11	9	7	10	14	13	15	17	7	7	6	15	18	18	4
Clip/Copy Items of Interest	15	18	14	15	19	17	17	15	11	24	16	18	17	22	9
Save Intact for Future Reference	28	31	34	28	28	20	32	31	18	31	28	42	32	31	21
Discard It	60	56	56	61	57	64	51	50	73	54	65	38	51	54	67
Other	1	1	*	1	1	2	1	1	2	1	*	*	1	1	4
If you "Pass It on to Others," how many others typically see it?															
One	18	7	4	22	9	30	15	13	71	20	8	23	12	8	50
Two	28	41	36	23	33	34	26	26	14	40	46	31	23	31	*
Three-Four	30	36	35	30	35	23	33	30	14	10	31	39	42	8	*
Five-Nine	14	10	16	21	8	1	13	22	*	30	15	8	12	23	*
Ten or More	10	7	10	4	15	12	15	9	*	*	*	*	12	31	50

*Less than 0.5 percent.

Ratings of Content Areas

Respondents were asked to indicate their views respecting the overall length of *The CPA Letter* and the length and detail associated with individual articles. Consistent with the findings of the 1993 survey, most AICPA members appear to be satisfied with the newsletter on these dimensions (Table 6).

- Seventy-eight percent consider the overall length of the newsletter about right. Seventy-nine percent believe that the articles are about the right length. And, 77 percent say that the level of detail within the articles is about right. Few subgroup differences emerged, except that:
 - ◇ Members in firms with over 100 AICPA members are somewhat more likely than others to feel that the articles are too detailed and too long (Table 6a).

In addition to these queries related to length, respondents were asked to rate the usefulness of *Highlights of What's Inside* in determining what they read.

- Seventy-seven percent of members believe that the *Highlights* are at least “somewhat” useful and 43 percent view this section as “very” useful (Table 6).
 - ◇ As can be seen in Table 6A, members in firms with over 100 AICPA members are significantly more likely than other members to consider *Highlights* very useful (52 percent).

Table 6

RATINGS OF CONTENT AREAS
(All Respondents: Percentage Distribution)

Overall length of *CPA Letter*

Too long	10
About right	78
Too short	4
Don't know/no opinion	9

Length of Typical Articles

Too long	9
About right	79
Too short	2
Don't know/no opinion	11

Level of Detail in Articles

Too detailed	8
About right	77
Not detailed enough	7
Don't know/no opinion	9

**Usefulness of *Highlights of What's Inside*
in determining what you will read**

Very useful	43
Moderately useful	34
Not particularly useful	23

TABLE 6A

Ratings of the Contents of THE CPA LETTER: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms				
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Education	Industry	1	2-10	11-100	Over 100
All Resp.															
How useful to you is the "Highlights of What's Inside" on the cover in determining what you will read?															
Very Useful	43	45	40	44	45	42	43	46	44	44	43	39	42	46	52
Moderately Useful	34	26	39	31	35	33	33	34	29	30	37	33	34	37	25
Not Particularly Useful	23	29	21	25	20	25	24	20	27	26	20	28	25	17	23
Considering the length of the articles in THE CPA LETTER, do you think they are typically:															
Too Long	9	12	11	12	3	5	8	3	6	4	11	7	6	4	19
About Right	79	72	73	75	90	82	81	88	76	83	76	78	85	88	65
Too Short	2	1	4	1	1	*	2	2	*	1	2	1	3	1	2
Don't Know/No Opinion	11	15	13	12	7	13	10	7	18	12	12	14	6	7	14
How about the overall length of THE CPA LETTER:															
Too Long	10	10	10	13	6	5	7	4	6	7	13	3	5	11	14
About Right	78	78	75	76	84	80	82	86	75	75	73	85	87	82	70
Too Short	4	2	3	4	6	3	4	6	3	8	4	5	4	3	2
Don't Know/No Opinion	9	10	12	7	4	12	7	3	16	11	9	7	4	5	14
Do you think the articles in THE CPA LETTER are:															
Too Detailed	8	10	8	12	2	4	6	3	7	4	10	5	6	4	11
About Right	77	72	71	75	85	80	79	78	70	78	76	79	83	84	63
Not Detailed Enough	7	5	9	6	6	5	9	8	7	7	4	11	9	7	12
Don't Know/No Opinion	9	13	12	7	8	11	6	12	17	11	11	6	3	6	14

*Less than 0.5 percent.

Subject Coverage of *The CPA Letter*

Respondents were presented with a list of 10 topics covered in *The CPA Letter* and asked to indicate their views with respect to both the usefulness and the adequacy of coverage for each subject. Consistent with the findings of the 1993 survey, member views were found to differ as a function of subject matter as well as by segment. Following are the highlights of member views with respect to the usefulness of topic areas (Tables 7, 7/8a):

- Of the various topics listed, the most useful according to the membership as a whole are *IRS/tax news* (56 percent/very useful), and *news briefs on topics affecting accountants* (50 percent). On a second tier are *accounting and auditing issues* (46 percent) and *FASB* (41 percent). Fewer than 25 percent of respondents consider any of the other topics very useful. This relative ranking with respect to subject usefulness is consistent with the findings from 1993.
- However, on an absolute basis, some of the subjects included on the list are considered more or less useful than they were during the last wave of this research:
 - ◇ The most outstanding trend difference is related to *GASB* subjects. Relative to the last wave, twice as many members (52 percent versus 27 percent in 1993) feel that *GASB* information, as it appears in the newsletter, is not particularly useful.
 - ◇ In contrast, members consider information related to *national communications/CPA image building efforts* more useful this year than in 1993: 54 percent currently rate this subject useful versus 41 percent in 1993.
- Differences in perceived usefulness of the various subjects are also apparent among the various AICPA market segments:
 - ◇ Those in public accounting were more likely than others to say that *news briefs on topics affecting accountants* and *IRS/tax news* are very useful topics, while those in government expressed a relatively high level of interest in *Washington news* and *GASB*. Members in the education sector, on the other hand, are more likely than most other members to be interested in articles about *accounting and auditing issues*, and *FASB*. Least interested in most of the various topics are those classified as being in “other” areas of employment.
 - ◇ Stratifying the membership by size of company also revealed some notable differences. Specifically, as firm size increases, the level of usefulness respondents attach to *IRS/Tax News* decreases. Members in medium size firms (11-100 AICPA members) are especially likely to find *news briefs on topics affecting accountants*, *FASB* and *accounting and auditing issues* very useful.

In addition to perceptions of usefulness, members were asked indicate their attitude toward the

amount of coverage given to each of the listed subject areas. Following is a summary of their responses (Tables 8, 7/8a):

- The majority of members are satisfied with the amount of coverage given to each of the subject areas (i.e., indicate that the amount of coverage is “just right”). They are most satisfied with the amount of coverage associated with *news briefs on topics affecting accountants* (77 percent), *FASB* (71 percent), *accounting and auditing issues* (70 percent), and *IRS/tax news* (69 percent). About 1 in 5 (17 percent), however, feel that the amount of coverage given to *national communications/CPA image-building efforts* is too much.
- And, although two-thirds of the membership is satisfied with the coverage of *IRS/tax news*, 20 percent feel that coverage is insufficient.
- Compared to 1993, satisfaction with the coverage of most topics has remained fairly stable.
- Stratifying responses by member segment reveals that attitudes toward the amount of coverage afforded different topics differs by segment:
 - ◇ Those in single AICPA member firms are more likely to say that the coverage afforded *IRS/tax news* is not enough, while members in firms with 11-100 members are most inclined to say that the coverage afforded this topic is about right..
 - ◇ Those in government and in firms with over 100 members are somewhat more likely than most to feel that the coverage afforded *Washington news* is insufficient.
 - ◇ Those in firms with over 100 AICPA members are also especially likely to feel that too much coverage is given to *state legislation*.
 - ◇ Members in education are more likely than others to feel that not enough coverage is given to *accounting and auditing issues*. Notably, this attitude is inversely related to age, such that younger members are most likely and older members least likely to feel that coverage of this topic is insufficient.
 - ◇ Views respecting coverage of *GASB* are quite different among key segments. More to the point, those in industry are most apt to feel that too much attention is given to *GASB*.

Table 7

RATINGS OF CONTENT USEFULNESS
(All Respondents: Percentage Distribution)

	<u>Very Useful</u>	<u>Moderately Useful</u>	<u>Not Particularly Useful</u>
IRS/Tax news	56	34	10
News briefs on topics affecting accountants	50	41	9
Accounting and auditing issues	46	39	15
FASB	41	41	17
Washington news	23	53	24
GASB	19	29	52
New AICPA products and services	18	54	28
State legislation	15	47	38
Consulting services	13	45	43
National communications/ CPA image building efforts	10	44	46

Table 8

RATINGS OF AMOUNT OF COVERAGE BY CONTENT AREA

(All Respondents: Percentage Distribution)

	<u>Too Much</u>	<u>About Right</u>	<u>Not Enough</u>	<u>Don't Know/ No Opinion</u>
National communications/ CPA image building efforts	17	54	5	24
GASB	16	50	5	29
New AICPA products and services	14	65	3	18
State legislation	13	56	9	23
Washington news	11	63	8	18
Consulting services	11	56	8	26
FASB	7	71	9	13
Accounting and auditing issues	6	70	12	12
News briefs on topics affecting accountants	3	77	10	11
IRS/Tax news	3	69	20	9

TABLE 7/8A

Ratings of Usefulness and Amount of Coverage in THE CPA LETTER for Specific Subjects: Subgroups

	Gender		Age				Area of Employment			AICPA Members in CPA Firms						
	All Resp.	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Educa- tion	Indus- try	1	2-10	11-100	Over 100
News Briefs on Topics Affecting Accountants:																
Very Useful	50	49	54	53	52	43	50	58	40	30	53	47	61	55	69	51
Moderately Useful	41	42	38	39	41	48	37	40	50	44	44	41	38	41	30	45
Not Particularly Useful	9	9	8	9	7	9	13	3	10	26	3	12	1	4	1	4
Too Much Coverage	3	4	1	3	3	1	4	2	2	3	1	4	3	2	3	*
Coverage About Right	77	77	77	76	77	80	74	81	84	71	84	73	80	83	85	75
Not Enough Coverage	10	10	10	11	10	9	8	9	6	5	8	12	11	9	6	12
Don't Know/No Opinion	11	10	13	11	10	10	14	8	9	22	7	11	6	7	7	14
IRS/Tax News:																
Very Useful	56	56	54	52	56	57	63	69	47	45	51	47	79	73	68	40
Moderately Useful	34	35	30	35	33	37	32	27	36	42	33	39	19	23	31	45
Not Particularly Useful	10	8	16	13	11	6	6	4	17	13	17	14	2	4	1	15
Too Much Coverage	3	3	2	5	3	3	1	2	4	2	6	4	2	1	*	8
Coverage About Right	69	69	68	60	72	77	67	69	65	64	66	69	63	70	86	56
Not Enough Coverage	20	20	18	23	18	15	24	22	19	19	19	17	32	22	10	22
Don't Know/No Opinion	9	8	13	12	8	6	9	7	13	15	9	10	3	7	4	14
Washington News:																
Very Useful	23	24	18	20	22	24	27	23	41	27	23	19	27	20	24	23
Moderately Useful	53	53	56	54	53	51	54	55	44	41	50	56	55	55	55	59
Not Particularly Useful	24	24	26	26	25	25	19	22	15	32	27	25	18	26	20	19
Too Much Coverage	11	12	7	9	13	11	11	12	6	15	7	10	14	13	10	10
Coverage About Right	63	64	60	58	68	60	64	61	71	54	66	66	61	60	64	61
Not Enough Coverage	8	9	4	10	6	8	8	9	13	6	7	7	8	7	7	16
Don't Know/No Opinion	18	16	29	24	14	21	17	19	11	25	19	17	17	20	19	14

*Less than 0.5 percent.

TABLE 7/8A (Cont'd)
 Ratings of Usefulness and Amount of Coverage in THE CPA LETTER for Specific Subjects: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms					
	All Resp.	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Education	Industry	1	2-10	11-100	Over 100
State Legislation:																
Very Useful	15	14	18	18	13	12	18	19	19	16	17	11	18	20	19	17
Moderately Useful	47	48	46	47	44	51	49	49	37	43	55	46	49	48	52	49
Not Particularly Useful	38	38	36	35	43	37	33	32	44	42	29	43	33	32	29	34
Too Much Coverage	13	14	8	11	16	11	12	13	10	14	10	13	13	13	8	22
Coverage About Right	56	56	54	54	57	56	56	55	58	48	62	58	55	55	56	57
Not Enough Coverage	9	9	10	12	6	9	9	10	7	9	10	8	10	10	11	6
Don't Know/No Opinion	23	21	28	23	20	25	23	22	25	29	18	22	23	22	25	16
National Communications/CPA Image-Building Efforts:																
Very Useful	10	11	8	10	11	11	9	14	12	6	16	7	12	16	14	11
Moderately Useful	44	42	53	50	40	44	42	51	43	39	44	38	51	52	61	42
Not Particularly Useful	46	47	39	40	49	45	49	35	45	55	40	55	37	32	26	47
Too Much Coverage	17	18	13	15	19	15	18	15	18	13	19	19	17	14	13	16
Coverage About Right	54	53	56	54	54	55	49	61	55	44	54	49	64	59	71	49
Not Enough Coverage	5	6	4	7	5	6	3	6	4	2	7	5	2	8	3	10
Don't Know/No Opinion	24	23	27	24	22	25	30	19	24	41	20	27	17	19	14	26
Accounting and Auditing Issues:																
Very Useful	46	44	52	51	47	46	33	50	42	30	61	44	48	44	68	43
Moderately Useful	39	39	38	35	38	41	45	39	46	37	31	38	40	46	28	38
Not Particularly Useful	15	17	10	14	15	14	22	11	12	33	8	17	11	9	4	19
Too Much Coverage	6	7	5	5	8	5	8	5	2	6	4	8	6	5	1	10
Coverage About Right	70	69	71	67	70	74	68	73	76	57	70	68	72	74	82	64
Not Enough Coverage	12	12	12	15	12	10	7	12	9	11	20	11	14	11	13	12
Don't Know/No Opinion	12	12	12	14	10	11	18	10	13	27	7	13	9	10	4	15

*Less than 0.5 percent.

TABLE 7/8A (Cont'd.)

Ratings of Usefulness and Amount of Coverage in THE CPA LETTER for Specific Subjects: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms					
	All Resp.	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Education	Industry	1	2-10	11-100	Over 100
FASB:																
Very Useful	41	41	45	46	41	42	33	45	34	26	55	41	47	39	58	40
Moderately Useful	41	41	40	37	45	40	42	42	45	36	33	42	36	49	37	42
Not Particularly Useful	17	18	15	17	14	18	25	13	21	38	13	18	17	12	5	19
Too Much Coverage	7	7	4	6	8	5	9	7	2	8	6	7	7	8	4	6
Coverage About Right	71	70	75	71	73	72	65	75	75	55	73	70	74	74	80	72
Not Enough Coverage	9	9	8	10	10	10	5	9	5	7	12	10	11	8	10	6
Don't Know/No Opinion	13	13	13	13	10	14	20	10	17	30	9	13	8	10	6	16
CASB:																
Very Useful	19	17	28	22	18	15	22	26	47	16	40	10	28	24	32	15
Moderately Useful	29	28	29	25	27	30	37	35	30	26	29	23	29	38	37	34
Not Particularly Useful	52	55	43	53	55	56	41	39	23	59	31	67	43	38	31	51
Too Much Coverage	16	18	9	14	20	12	17	13	3	14	8	21	15	15	7	15
Coverage About Right	50	48	57	47	51	50	52	60	65	42	61	40	58	57	68	56
Not Enough Coverage	5	5	6	8	5	4	3	6	16	4	12	4	8	6	6	2
Don't Know/No Opinion	29	29	29	32	23	34	28	21	16	40	20	35	19	22	19	27
New AICPA Products and Services:																
Very Useful	18	17	22	18	20	15	15	23	17	8	23	14	26	23	26	17
Moderately Useful	54	53	59	57	52	62	45	54	53	52	51	55	54	57	54	45
Not Particularly Useful	28	31	19	26	28	23	41	23	30	40	26	31	20	21	20	38
Too Much Coverage	14	14	13	17	15	7	13	15	8	8	11	14	11	13	18	19
Coverage About Right	65	65	66	60	68	76	56	67	70	55	66	65	69	72	69	52
Not Enough Coverage	3	3	5	5	4	2	3	3	4	5	7	3	7	2	1	4
Don't Know/No Opinion	18	18	17	19	14	16	29	14	18	33	16	18	14	13	11	25

TABLE 7/8A (Cont'd.)

Ratings of Usefulness and Amount of Coverage in THE CPA LETTER for Specific Subjects: Subgroups

	Gender		Age				Area of Employment			AICPA Members in CPA Firms					
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Education	Industry	1	2-10	11-100	Over 100
All Resp.															
<u>Consulting Services:</u>															
Very Useful	14	9	14	14	12	11	19	8	6	17	9	19	20	19	13
Moderately Useful	45	43	47	41	45	47	54	36	43	43	36	57	53	57	49
Not Particularly Useful	41	48	39	45	44	43	27	57	52	40	55	24	27	24	38
Too Much Coverage	11	8	9	12	9	13	8	11	12	10	13	6	7	10	10
Coverage About Right	56	55	55	56	58	55	61	56	48	57	52	67	58	63	54
Not Enough Coverage	8	5	10	9	7	3	10	2	6	8	6	6	15	9	6
Don't Know/No Opinion	24	32	27	24	26	29	22	31	35	25	28	21	20	18	31

Overall Ratings of the CPA Letter

Respondents rated *The CPA Letter* on an overall basis as well as with respect to the quality of its content, writing, design and timeliness. Generally, ratings are positive (Table 9):

- On an overall basis, 87 percent of respondents consider *The CPA Letter* “excellent” or “good.”
- The newsletter is viewed positively in terms of its content (22 percent/excellent, 66 percent/good), timeliness (21 percent/excellent, 66 percent good), and its writing (19 percent/excellent, 69 percent good).
- Relatively few respondents, however, are impressed with the design of the newsletter, which is rated “fair/poor” by more than a third (37 percent) of those surveyed. Notably, the proportion rating the newsletter “fair/poor” with respect to design has increased since 1993 (30 percent). No other differences since the last wave emerged.
- Stratifying the sample reveals little difference by segment, except that (Table 9a):
 - ◇ Members in large firms (over 100 AICPA members) are clearly the most critical. Among this segment, few rate *The CPA Letter* “excellent” on any one dimension, while a significant minority give it ratings of “fair/poor” across most dimensions (i.e., overall/30 percent, design/43 percent, timeliness/28 percent, and writing/21 percent).

Table 9

CPA LETTER ATTRIBUTE RATINGS

(All Respondents: Percentage Distribution)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
Quality of content	22	66	11	1
Quality of writing	19	69	11	1
Quality of design	13	50	30	7
Timeliness	21	66	13	1
Overall rating	15	72	13	1

TABLE 9A

Rating of THE CPA LETTER on Various Attributes: Subgroups

	Gender		Age				Area of Employment			AICPA Members in CPA Firms							
	All Resp.	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Education	Industry	Over 100				
													1	2-10	11-100		
Quality of Content:																	
Excellent	22	20	17	18	28	30	21	26	25	33	21	25	18	31	6		
Good	66	69	72	65	64	61	68	64	61	59	67	63	75	54	77		
Fair	11	11	10	15	8	9	11	10	15	7	11	10	6	15	17		
Poor	1	1	1	2	1	*	1	*	*	1	2	2	1	*	*		
Quality of Writing:																	
Excellent	19	20	17	18	17	29	20	26	19	26	17	24	15	31	9		
Good	69	72	72	66	76	60	68	67	73	63	70	60	75	61	70		
Fair	11	12	10	16	7	11	13	7	7	10	12	15	11	8	21		
Poor	1	1	1	1	1	*	*	*	*	1	1	1	*	*	*		
Quality of Design:																	
Excellent	13	14	12	9	16	20	14	18	14	20	11	17	11	23	6		
Good	50	51	47	50	50	56	51	56	52	53	48	48	54	49	51		
Fair	30	29	31	34	30	22	29	25	28	22	33	28	31	27	30		
Poor	7	7	9	8	4	3	6	2	6	4	9	7	4	1	13		
Timeliness:																	
Excellent	21	22	19	14	29	30	24	25	23	31	17	28	21	29	13		
Good	66	64	72	69	59	57	63	68	62	56	69	58	71	56	59		
Fair	13	14	10	16	11	12	13	7	14	13	13	11	7	15	28		
Poor	1	1	1	1	*	1	1	*	1	*	2	2	*	*	*		
Overall Rating:																	
Excellent	15	16	12	12	16	25	17	18	19	25	11	22	13	25	6		
Good	72	70	76	75	75	66	69	72	67	63	76	61	78	64	64		
Fair	13	13	12	17	8	8	14	10	15	11	11	14	9	11	30		
Poor	1	1	1	1	1	1	1	*	*	1	2	3	*	*	*		

* Less than 0.5 percent.

Usefulness Versus 2 Years Ago

Respondents were asked to compare the usefulness of *The CPA Letter* today to its usefulness two years ago.

- As Table 10 indicates, about half (49 percent) of those surveyed believe that the usefulness of the newsletter has not changed in the past two years.
- There is generally little variation among the various segments of the membership (Table 10a).

Table 10

**THE USEFULNESS OF *THE CPA LETTER*
COMPARED TO 2 YEARS AGO**
(All Respondents: Percentage Distribution)

Much more useful now	7
Somewhat more useful now	21
About as useful now	49
Somewhat less useful now	4
Much less useful now	2
Don't know/no opinion	17

TABLE 10A

Other Attributes of THE CPA LETTER: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms				
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Educa- tion	Indus- try	1	2-10	11-100	Over 100
All Resp.															
Much More Useful Now	8	5	7	8	7	4	10	7	4	9	5	11	7	17	4
Somewhat More Useful Now	22	17	20	20	25	22	26	24	13	23	19	27	29	25	18
About As Useful Now	50	47	40	53	53	51	46	50	43	46	53	51	48	47	33
Somewhat Less Useful Now	4	4	3	4	3	4	1	1	7	3	5	2	*	*	6
Much Less Useful Now	2	2	1	3	1	5	1	1	7	1	2	1	*	1	2
Don't Know/No Opinion	15	27	30	11	12	14	16	17	27	18	16	8	16	10	38

* Less than 0.5 percent.

Level of Agreement with Statements About *The CPA Letter*

Members were presented with four statements pertaining to *The CPA Letter* and asked to indicate the extent to which they agreed or disagreed with each statement. These ratings support the finding that members generally have favorable views of the newsletter (Table 11):

- More than 8 out of 10 believe *The CPA Letter adequately identifies important issues affecting members or the profession* (88 percent), and that *the information is presented in an interesting manner* (82 percent). And, almost as many (78 percent) agree that *the format or design is easy to read*. This is consistent with the findings of the 1993 survey.
- Also consistent with the last wave is the observation that a high proportion of members (76 percent) believe that *graphics should be used in articles containing numeric information where appropriate*.
- Stratification of responses to the statements revealed just a few differences among member segments (Table 11a):
 - ◇ As age increases, so does the tendency for members to strongly agree that the information is presented in an interesting manner.
 - ◇ Although more than three-quarters agree with the favorable evaluative statements about *The CPA Letter*, members in large firms (over 100 members) are somewhat less likely to do so than others in the membership.

Table 11

**EXTENT OF AGREEMENT WITH STATEMENTS
ABOUT *THE CPA LETTER***

(All Respondents: Percentage Distribution)

	<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 is presented in an interesting manner	14	68	13	2	3
Adequately identifies important issues affecting members or the profession	24	64	7	1	4
Graphics should be used in articles containing numeric information where appropriate	33	43	11	3	10
The format or design is easy to read	21	57	15	4	4

Extent of Agreement or Disagreement with Statements About THE CPA LETTER: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms				
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Education	Industry	1	2-10	11-100	Over 100
The Information Is Presented in an Interesting Manner:															
Strongly Agree	14	9	9	10	15	28	15	17	21	11	19	13	20	4	
Moderately Agree	68	68	69	68	73	62	70	63	65	67	66	74	69	71	
Moderately Disagree	13	19	15	16	9	6	9	10	10	17	8	11	7	11	
Strongly Disagree	2	2	2	4	1	*	2	3	1	3	5	1	*	4	
Don't Know/No Opinion	3	4	5	2	3	5	4	8	3	2	2	1	4	11	
Adequately Identifies Important Issues Affecting Members or the Profession:															
Strongly Agree	24	21	24	17	30	28	24	25	29	23	20	27	28	13	
Moderately Agree	64	71	62	69	59	62	64	61	62	64	69	66	62	64	
Moderately Disagree	7	4	7	11	4	4	7	3	5	8	8	6	4	11	
Strongly Disagree	1	*	1	2	1	1	1	3	1	1	2	*	*	*	
Don't Know/No Opinion	4	4	6	2	6	5	4	9	3	4	1	1	5	13	
Graphics Should be Used in Articles Containing Numeric Information Where Appropriate:															
Strongly Agree	33	41	37	33	28	28	30	28	36	36	28	31	28	38	
Moderately Agree	43	34	40	42	51	42	42	41	41	44	49	40	40	38	
Moderately Disagree	11	10	9	13	11	11	12	14	13	9	14	12	13	6	
Strongly Disagree	3	2	3	2	4	4	5	2	3	1	5	6	4	4	
Don't Know/No Opinion	10	13	12	9	7	15	11	15	7	9	5	11	15	15	

* Less than 0.5 percent.

TABLE 11A (Cont'd.)

Extent of Agreement or Disagreement with Statements About THE CPA LETTER: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms				
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Educa- tion	Indus- try	1	2-10	11-100	Over 100
All Resp.	21	22	16	19	23	32	25	28	22	30	15	30	22	35	11
Strongly Agree	21	22	16	19	23	32	25	28	22	30	15	30	22	35	11
Moderately Agree	57	56	58	56	60	52	57	57	54	51	58	48	64	55	62
Moderately Disagree	15	13	22	18	12	8	11	11	13	11	21	11	9	8	18
Strongly Disagree	4	4	2	6	3	1	4	1	3	5	4	7	4	1	2
Don't Know/No Opinion	4	4	6	1	2	7	4	3	9	2	3	5	2	1	7

The Format or Design
Makes It Easy to Read:

Evaluation of the CPE News Column

In addition to evaluating *The CPA Letter* as a whole, respondents were asked to evaluate the *CPE News Column* (Table 12).

- Although most members consider this column useful (72 percent) and many consider it “very” useful (14 percent), a substantial number do not (28 percent). No change has occurred in this respect since the last wave.
 - ◇ Female members and those under 46 years of age are especially apt to consider the CPE column very useful.
 - ◇ Conversely, members in large firms (over 100 AICPA member firms) and those in “other” areas of employment are least apt to find this column useful.
- Generally, members are satisfied with the amount of coverage in the CPE column (63 percent). A small minority, however, believe that the coverage is either somewhat excessive (11 percent) or insufficient (5 percent).
- When asked which of several CPE course methods they would prefer to see information about in the column, half (49 percent) indicated they would be interested in *conferences*. On a second tier are *self-study* (43 percent), *seminar/group study* (39 percent), and *computer-based training* (39 percent). Less interest is expressed in *video methods* (17 percent) and *in-firm training* (11 percent).
- Interest in these course methods, however, differed by AICPA segment (Table 12a):
 - ◇ Female members are more interested than male members in *conferences* and *self-study*.
 - ◇ *Computer-based training* is of greater interest to those 36-45 years of age.
 - ◇ Members within the public accounting sector are more interested than most in *in-firm training*, but less interested than other members in *computer-based training*. Those in government are particularly interested in *self-study*, as are members in education and “other” areas.
 - ◇ Differences are also apparent as a function of company size, such that single member AICPA firms are especially interested in *self-study*. Also notable is the observation that members in firms with 11-100 members are, as a rule, more interested in most of the listed course methods than other members.

Table 12

**RATINGS OF THE *CPE NEWS COLUMN*
IN *THE CPA LETTER***

(All Respondents: Percentage Distribution)

Usefulness of CPE News Column

Very useful	14
Moderately useful	58
Not particularly useful	28

**Amount of Coverage in the
CPE News Column**

Too much	11
About right	63
Not enough	5
Don't know/no opinion	21

**CPE Course Methods Would Prefer
to See Information About in the
CPE News Column***

Seminar/group study	39
Conferences	49
Self study	43
Video	17
In-firm training	11
Computer-based training	39

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

TABLE 12A

Rating of the CPE News Column in THE CPA LETTER: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms				
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Education	Industry	1	2-10	11-100	Over 100
All Resp.															
How useful to you is the CPE News column?															
Very Useful	12	21	15	18	10	11	11	20	10	21	18	11	10	15	6
Moderately Useful	61	48	53	60	65	57	62	59	46	49	57	65	64	61	56
Not Particularly Useful	27	30	33	22	26	32	27	22	44	30	26	24	26	24	39
Do you think the amount of coverage in the CPE News Column is:															
Too Much	13	6	11	12	12	9	13	8	7	12	11	14	11	13	15
About Right	63	60	57	65	66	64	64	69	55	67	62	65	68	64	52
Not Enough	5	8	5	6	5	3	3	4	5	6	7	3	5	1	2
Don't Know/No Opinion	20	26	28	17	17	23	20	19	33	15	20	18	16	21	31
Which of the following CPE course methods would you prefer to see information about in the CPE News column?															
Seminar/Group Study	37	42	38	39	37	41	41	27	29	31	40	43	44	44	24
Conferences	46	58	49	51	52	40	47	40	29	52	55	47	46	50	46
Self-Study	40	53	47	45	35	41	35	65	58	59	45	44	31	36	27
Video	19	14	16	15	25	17	19	25	19	17	15	15	21	25	12
In-Firm Training	10	12	15	8	9	10	20	8	6	6	3	4	21	33	27
Computer-Based Training	38	42	35	44	38	33	31	44	42	41	45	33	30	36	24

Interest in Reading About Various AICPA Activities

Respondents were presented with a list of 13 AICPA activities and asked the degree to which they were interested in reading about each activity in *The CPA Letter*. As Table 13 shows, almost all subjects are of interest to at least half the membership. Nonetheless, some subjects are of interest to a greater number of members than others.

- Of the various activities listed, respondents expressed the greatest degree of interest in reading articles about *incorporating information technology into the profession* (87 percent of members “very/somewhat” interested), *benchmarking and financial management* (83 percent), *fraud detection* (80 percent), and *newly added member benefits and developments* (77 percent). On a second tier are *comments/letters to FASB, GASB and Federal government agencies* (63 percent), *collaborative efforts between the AICPA and State CPA Societies* (63 percent), *Amicus Curiae briefs submitted on the behalf of the profession* (62 percent), *State CPA Society initiatives* (58 percent), *Federal lobbying efforts* (57 percent), and *public service efforts of CPAs* (55 percent).
- Fewer than half of the members are interested in articles about the *AICPA Effective Legislation Committee* (48 percent), *media relations efforts* (48 percent), or the *member outreach program* (45 percent).
- When the data is stratified by AICPA market segment, differences in level of interest in reading about these various activities emerge (Table 13a):
 - ◇ *Comment letters to FASB, GASB, and Federal Government agencies* are of particular interest to members in the government sector, in the education sector and among those in firms with between 11-100 AICPA members.
 - ◇ The proportion of those in large firms expressing an interest in the *member outreach program* is lower than average.
 - ◇ Not surprisingly, as age increases, members’ level of interest in *newly added member benefits/developments* decreases. Respondents from large firms and those in “other” areas of employment are less interested in this topic than others.
 - ◇ *Incorporating information technology into the profession* is an activity of high interest to those in single AICPA member firms. Older members, those in large firms and those in “other” areas of employment are the least interested in reading about this activity.
 - ◇ *Benchmarking and financial management* is of particular interest to members in industry. It’s of relatively little interest, however, to older members and those in “other” areas of employment.

- ◇ Members in government and education express a greater than average interest in *fraud detection*.
- ◇ Older members express the most interest in reading about *Amicus Curiae* briefs submitted on behalf of the profession. Those in industry and in firms with 2-10 members express the least interest in this area.
- ◇ *Federal lobbying efforts* are of least interest to those between 36-45 years of age and to those in 2-10 member firms.
- ◇ Articles about the *AICPA Effective Legislation Committee* are of particular interest to members in medium size firms (11-100 member firms) and older members, but of little interest to members employed by firms with 2-10 members.
- ◇ Industry members are generally less interested than most in articles about *media relations efforts* than are members employed in other areas.
- ◇ Members in industry and in firms with over 100 members are less interested than other members in reading about the public service efforts of CPAs.
- ◇ Articles about *State CPA Society initiatives/accomplishments* are generally of less interest to members employed by large firms and those between the age of 35-45.
- ◇ Interest in *collaborative efforts between the AICPA and State CPA Societies* is lowest among members 36-45 years of age, those in industry and “other” areas of employment, and among those in very large firms (over 100 AICPA member firms).

In addition to the assessing member interest in the listed articles, members were asked whether or not there were any other AICPA activities they would be interested in reading about. Members, across segments, mentioned a variety of different activities they would be interested in reading about. Following are some of the frequently member comments with respect to this issue.

- **Members in public accounting:**

- What the AICPA is doing for smaller firms and sole practitioners.*
- International accounting.*
- More practical application.*
- More IRS/tax. Estate planning.*
- What members of the staff do? Who they are? Background. Pictures.*
- Internet applications.*
- Auditing issues.*
- Non-audit reporting section.*

- **Members in government:**

- More information about particular AICPA positions concerning pending income tax legislation and IRS programs.*
- Leading edge accounting issues.*
- Collaborative efforts between IRS and AICPA and state societies.*
- Peer review. Practice management.*
- Work related to the state and local government audits (not just A-128).*

- **Members in Education**

- Federal taxation court cases/decisions and federal taxation legislation.*
- Joint AICPA and ABA ventures.*
- Job opportunities. Opportunities available in various non-profit organizations such as foundations.*
- More attention to small firm problems/opportunities.*
- IASC developments. IFAC developments.*
- AICPA initiatives and action concerning education, both university and CPE/professional development.*

- **Members in industry:**

- Practical consulting services to small and medium size public companies, manufacturing in particular.*
- More commentary on banking and mortgage banking.*
- CPE offerings.*
- About committee involvement; job search assistance.*

Table 13

INTEREST IN READING ABOUT VARIOUS AICPA ACTIVITIES

(All Respondents: Percentage Distribution)

	<u>Very Interested</u>	<u>Somewhat Interested</u>	<u>Not Particularly Interested</u>
Incorporating information technology into the profession	40	47	13
Benchmarking and financial management	30	53	17
Fraud detection	28	52	21
Newly added member benefits/developments	21	56	23
Comment letters to FASB, GASB, and Federal government agencies	17	46	37
Federal lobbying efforts	12	45	44
Collaborative efforts between the AICPA and State CPA Societies	11	52	37
Amicus Curiae briefs submitted on the behalf of the profession	11	51	39
State CPA Society initiatives/accomplishments	9	49	42
Public service efforts of CPAs	8	47	46
AICPA Effective Legislation Committee	8	40	53
Media relations efforts	7	41	52
Member Outreach Programs	4	41	55

TABLE 13A

Level of Interest in Reading About AICPA Activities in THE CPA LETTER: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms								
	Male	Female	Under 35		36-45		46-55		56 or Older		Public Acctg.	Govt.	Other	Education	Industry	1	2-10	11-100	Over 100
			17	16	17	15	20	15	18	33									
All Resp.	17	16	42	48	48	48	48	48	48	46	46	41	39	48	50	46	44	44	44
Comment Letters to FASB, GASB, and Federal Government Agencies:	37	39	41	37	32	37	37	38	38	36	21	47	26	38	32	40	27	44	44
Very Interested	17	16	17	15	20	15	18	14	14	18	33	12	36	14	18	14	29	11	11
Somewhat Interested	46	45	42	48	48	48	48	48	48	46	46	41	39	48	50	46	44	44	44
Not Particularly Interested	37	39	41	37	32	37	37	38	38	36	21	47	26	38	32	40	27	44	44
Member Outreach Program:	4	7	5	2	3	6	3	3	3	3	4	6	6	3	5	2	3	6	6
Very Interested	3	7	5	2	3	6	3	3	3	3	4	6	6	3	5	2	3	6	6
Somewhat Interested	41	47	46	36	44	38	40	42	42	40	43	37	43	42	45	42	43	28	28
Not Particularly Interested	55	46	49	63	52	57	56	55	55	56	53	57	50	55	51	56	54	66	66
Newly Added Member Benefits/Developments:	21	24	25	20	18	16	20	21	21	20	30	18	21	21	21	20	17	23	23
Very Interested	21	24	25	20	18	16	20	21	21	20	30	18	21	21	21	20	17	23	23
Somewhat Interested	56	61	55	55	61	56	60	55	55	60	51	49	54	55	63	63	60	45	45
Not Particularly Interested	23	16	20	25	21	29	20	24	24	20	20	33	25	24	17	17	24	32	32
Incorporating Information Technology into the Profession:	40	38	40	44	40	30	40	43	43	40	44	25	47	43	46	39	42	26	26
Very Interested	40	38	40	44	40	30	40	43	43	40	44	25	47	43	46	39	42	26	26
Somewhat Interested	47	51	49	43	52	47	49	45	45	49	51	49	44	45	46	51	44	55	55
Not Particularly Interested	13	12	11	13	8	22	11	13	13	11	6	27	8	13	8	9	14	19	19
Benchmarking and Financial Management:	30	29	28	33	28	25	20	40	40	20	31	28	35	40	26	16	16	23	23
Very Interested	30	29	28	33	28	25	20	40	40	20	31	28	35	40	26	16	16	23	23
Somewhat Interested	53	57	59	50	56	50	60	50	50	60	49	42	45	50	58	59	65	59	59
Not Particularly Interested	17	15	13	17	17	25	21	20	20	21	20	30	20	10	16	25	19	19	19

TABLE 13A (Cont'd.)

Level of Interest in Reading About AICPA Activities in THE CPA LETTER: Subgroups

	Gender		Age				Area of Employment			AICPA Members in CPA Firms					
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Educa- tion	Indus- try	1	2-10	11-100	Over 100
Fraud Detection:															
Very Interested	27	30	28	26	26	30	25	48	32	46	26	31	22	29	21
Somewhat Interested	50	57	52	49	57	51	55	35	43	37	52	50	59	53	57
Not Particularly Interested	23	13	20	25	17	19	20	17	25	17	21	19	20	19	23
Amicus Curiae Briefs Submitted on Behalf of the Profession:															
Very Interested	13	5	9	7	12	22	14	13	22	20	5	15	11	14	17
Somewhat Interested	49	56	50	51	55	45	50	53	40	50	53	55	42	60	56
Not Particularly Interested	39	39	41	42	33	33	36	34	39	30	43	31	48	26	28
Federal Lobbying Efforts:															
Very Interested	13	9	10	10	11	22	15	13	18	12	7	9	15	21	19
Somewhat Interested	44	46	49	40	50	41	45	51	37	47	45	56	37	51	43
Not Particularly Interested	43	45	41	51	39	37	40	37	45	41	48	35	48	29	39
AICPA Effective Legislation Committee:															
Very Interested	8	4	6	6	7	15	12	9	13	8	2	8	9	18	19
Somewhat Interested	40	39	41	36	47	38	45	50	32	43	36	55	41	48	35
Not Particularly Interested	52	57	53	58	46	47	44	42	56	48	62	37	51	34	46
Media Relations Efforts:															
Very Interested	7	5	7	5	4	12	9	4	12	10	3	8	8	12	8
Somewhat Interested	40	47	47	37	42	41	45	50	45	38	36	46	48	40	47
Not Particularly Interested	52	48	46	59	54	48	46	46	44	52	61	46	44	48	45

TABLE 13A (Cont'd.)

Level of Interest in Reading About AICPA Activities in THE CPA LETTER: Subgroups

	Gender		Age				Area of Employment			AICPA Members in CPA Firms					
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Education	Industry	1	2-10	11-100	Over 100
Public Service Efforts of CPAs:															
All Resp.															
Very Interested	7	9	7	3	11	14	8	7	14	14	6	9	9	4	6
Somewhat Interested	47	47	47	47	43	51	50	55	50	45	43	57	47	58	39
Not Particularly Interested	46	44	45	51	46	35	43	38	36	41	52	34	44	38	56
State CPA Society Initiatives/Accomplishments:															
Very Interested	7	14	10	4	10	14	10	6	12	15	6	8	11	10	11
Somewhat Interested	50	47	53	45	49	52	47	59	51	52	51	58	42	51	33
Not Particularly Interested	43	39	37	51	41	34	44	36	38	33	43	34	46	39	56
Collaborative Efforts Between AICPA and State CPA Societies:															
Very Interested	9	16	12	7	9	18	12	10	16	15	8	13	12	14	9
Somewhat Interested	52	50	54	47	58	52	55	59	43	54	50	57	54	63	40
Not Particularly Interested	38	34	35	46	33	31	33	30	41	31	42	31	34	24	51

Usefulness of Human Resources Articles

Respondents were also asked how useful they would find articles focusing on a variety of different human resources topics (Table 14).

- Generally, human resources articles are perceived to be quite useful (Table 14). The most useful, however, are articles related to *salary trends*: 54 percent of members rate this type of article “very” useful and 31 percent rate it “somewhat” useful. On a second tier are articles focusing upon *interviewing skills* (32 percent/ “very” useful), and the *Family and Medical Leave Act-Federal* (23 percent). Least useful are articles related to *sexual harassment*, *women and family issues* and *the Americans with Disabilities Act*. But, even these areas are considered useful by at least 6 of 10 members. This is consistent with the findings of the 1993 survey.
- Not surprisingly, the perceived usefulness of articles relating to these various human resources topics differs as a function of market segment (Table 14a):
 - ◇ Female members are significantly more likely to express an interest in reading about all topics in the area of human resources than are men.
 - ◇ Interest in human resources topics is inversely related to member age, such that younger members are considerably more apt to be interested in this area than are older members.
 - ◇ Members in “other” areas of employment are the least interested in reading about human resources.

Table 14

**DEGREE TO WHICH ARTICLES ABOUT
HUMAN RESOURCE TOPICS WOULD BE USEFUL**
(All Respondents: Percentage Distribution)

	<u>Very Useful</u>	<u>Moderately Useful</u>	<u>Not Particularly Useful</u>
Salary trends	54	31	15
Interviewing skills	32	41	28
Family and Medical Leave Act (Federal)	23	44	32
Sexual harassment	18	44	39
Women and family issues	18	42	40
Americans with Disabilities Act	16	42	42

TABLE 14A

Degree to Which Articles About Human Resource Topics Would be Useful: Subgroups

	Gender		Age				Area of Employment			AICPA Members in CPA Firms							
	All Resp.	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Education	Industry	1	2-10	11-100	Over 100	
Salary Trends:																	
Very Useful	54	51	66	69	55	47	30	56	38	30	54	60	35	53	74	71	
Moderately Useful	31	32	26	23	31	39	35	32	40	28	31	30	37	38	23	20	
Not Particularly Useful	15	17	8	8	13	14	34	13	22	41	15	11	29	9	3	9	
Family & Medical Leave Act (Federal):																	
Very Useful	23	20	36	31	21	18	18	21	21	17	23	27	15	21	22	29	
Moderately Useful	44	44	45	46	46	49	32	45	49	31	42	47	49	44	50	33	
Not Particularly Useful	32	36	19	23	33	33	50	35	29	51	35	26	36	35	28	38	
Americans with Disabilities Act:																	
Very Useful	16	14	25	21	17	14	9	14	13	14	20	19	12	12	15	18	
Moderately Useful	42	41	43	41	42	50	33	43	45	32	41	43	46	43	49	29	
Not Particularly Useful	42	45	33	39	42	36	58	44	43	55	39	37	43	46	36	53	
Sexual Harassment:																	
Very Useful	18	14	30	22	19	15	10	15	10	16	22	21	15	11	18	24	
Moderately Useful	44	44	41	45	44	51	32	46	52	26	42	45	40	49	53	40	
Not Particularly Useful	39	42	29	34	37	34	58	39	38	59	36	34	46	40	29	36	
Women and Family Issues:																	
Very Useful	18	11	45	26	20	10	9	18	14	13	19	20	13	17	17	33	
Moderately Useful	42	43	38	42	39	53	34	43	46	25	40	45	43	43	49	33	
Not Particularly Useful	40	47	17	32	41	37	57	39	40	62	41	35	45	40	34	35	
Interviewing Skills:																	
Very Useful	32	29	41	42	35	21	16	27	38	21	29	39	17	25	34	38	
Moderately Useful	41	41	38	39	38	48	38	45	38	31	43	39	48	49	44	27	
Not Particularly Useful	28	30	20	19	27	31	46	29	24	48	28	23	35	26	23	35	

Other Subjects Members Would Like to See Covered in *The CPA Letter*

Members were asked whether there were any other subjects they would like to see covered in the newsletter. Many members offered suggestions. Following are several of the subjects mentioned most frequently.

- **Members in public accounting:**
 - Non-audit and tax information.*
 - Computer software, electronic filing.*
 - Internet/World Wide Web sites for accountants.*
 - Small firm, sole practitioner matters.*
 - Accountant/ tax practitioner liability.*

- **Members in government**
 - Career trends/geographic employment growth areas.*
 - More coverage of pending and newly passed income tax legislation.*
 - More court case discussions on new tax law...more than just a word in the "Washington at a Glance" column.*
 - Minorities, Blacks and Hispanics in the industry. Multiculturalism, diversity.*
 - Employment opportunities.*

- **Members in education:**
 - Published letters to the editor that reflect readers' concerns about how the profession is performing.*
 - Employment and career opportunities within certain regions of the country.*
 - More tax articles; more CPA marketing; more small firm information; more computer technology.*
 - More information on career paths for accountants no longer in public accounting.*
 - Member in government and industry information.*
 - Developments in academic research.*
 - Promotions, advertising, getting clients, small practices.*

- **Members in industry:**
 - Cash flow analysis, budgeting--financial planning.*
 - Budgeting, in-house financial statements.*
 - Financial controller cost containment ideas. Sharing ideas/information with different types of industry.*
 - More emphasis on innovative financial management techniques and financial management trends.*
 - Effects of moving to different states on CPA requirements.*
 - More corporate and sole practitioner information. The magazine is too focused on CPA firm issues.*
 - Information technology, Internet.*
 - More information on working in private industry.*

Time Spent Reading *The CPA Letter*

Respondents were asked how much time they spent reading *The CPA Letter* now versus two years ago, and whether there is a difference in the amount of time they spend reading the first few pages versus the last few (Table 15).

- Consistent with the findings of the 1993 survey, about one-quarter (23 percent) of those surveyed are spending more time with the newsletter today than they were two years ago, 14 percent are spending less time, while about half (54 percent) report no change in the time they spend with the publication.
- The great majority of members (72 percent) spend as much time reading the first few pages as the last few. One in five (23 percent), however, spend more time reading the first few pages.
- Differences, however, emerge when the sample is stratified by key membership segments:
 - ◇ Younger members (under 35 years of age) are more likely than others to be spending more time now than two years ago reading the newsletter.
 - ◇ Younger members are also more apt to spend more time reading the first few pages of the newsletter than the last few, as are those in firms with more than 10 AICPA members.

Table 15

TIME SPENT READING *THE CPA LETTER*
(All Respondents: Percentage Distribution)

Compared to 2 Years Ago

Much more time now	6
Somewhat more time now	17
About the same amount of time	54
Somewhat less time now	9
Much less time now	5
Not sure/not applicable	10

First Few Pages vs. Last Few Pages

More time reading first few pages than last few	23
More time reading last few pages than first few	5
No differences in time spent reading first and last few pages	72

TABLE 15A

Time Spent Reading THE CPA LETTER: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms				
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Educa- tion	Indus- try	1	2-10	11-100	Over 100
Which of the following statements applies best for you?															
All Resp.	6	6	10	4	5	3	7	9	5	7	5	6	9	6	4
I Spend Much More Time Reading Now Than 2 Years Ago	17	15	22	14	16	13	19	16	13	15	15	17	19	24	18
I Spend Somewhat More Time Reading Now Than 2 Years Ago	54	46	32	58	68	65	56	60	51	55	51	57	59	60	40
I Spend Somewhat Less Time Reading Now Than 2 Years Ago	9	11	10	13	7	6	7	7	5	9	13	12	4	3	13
I Spend Much Less Time Reading Now Than 2 Years Ago	5	6	5	7	2	7	4	2	15	3	5	6	2	4	4
Not Sure/Not Applicable	7	17	21	4	2	7	8	7	13	11	11	2	7	4	22
Which of the following statements applies best for you?															
I Spend More Time Reading the First Few Pages Than the Last Few	22	24	30	19	20	20	22	19	12	28	25	19	18	28	27
I Spend More Time Reading the Last Few Pages Than the First Few	5	6	6	5	5	5	6	16	9	5	4	6	5	4	12
There's No Difference in How I Read the First and Last Few Pages	72	70	64	76	75	75	72	65	80	67	71	75	77	68	62

Attitude Toward Selected Features of *The CPA Letter*

Respondents were asked how they felt about the newsletter's publication schedule as well as several other features of the newsletter. Following is what was learned (Table 16, Table 16A):

- Most members (77 percent) believe that the publication schedule of 10 times a year is “about right.” In the minority are those who think the newsletter is published “too often” (14 percent) or “not often enough” (6 percent).
 - ◇ Female members and those in companies with over 100 members, however, are more likely than most to indicate that the newsletter is published too often.
- Neither the index of selected articles from the previous year's issues that is published annually, nor the AICPA Rolodex card, is viewed as particularly useful by the majority of members (56 percent and 58 percent, respectively, say these items are “not particularly useful”).
 - ◇ Older AICPA members and those in firms with 11-100 members are less likely than others to view the index as useful.
 - ◇ The perceived usefulness of the Rolodex card is inversely related to member age, such that younger members are more likely to feel that this card is useful than are older members. Female members and those in firms with 2-10 members are also more likely to find the Rolodex card useful. Those in large firms (100 plus members), on the other hand, are more likely than most to think that this card is not especially useful.
- *The Directory of Frequently Dialed AICPA Numbers*, on the other hand, is viewed as “very” useful by a third of the membership (31 percent) and as “moderately” useful by another third (35 percent). Most members (68 percent) also think that the *Directory* publication schedule is “about right.” Almost all of those who don't (26 percent), think that it is published too often.
 - ◇ Female members and younger members are especially apt to find the *Directory* useful; those in firms with over 100 members and those employed in “other” areas of employment, on the other hand, are more likely to find the *Directory* of little use.
 - ◇ Members in large firms are more likely than other members to feel that the *Directory* is published too often.
- Respondents were also asked their views regarding the length of the descriptions of the items in the *New Products & Publications* section. More than 3 of 5 (62 percent) think the length of these descriptions is “about right.” Relatively few consider the length either “too long” (9 percent) or “too short” (5 percent), however, nearly one-fourth had no opinion in the matter.

Table 16

**ATTITUDE TOWARD SELECTED FEATURES
OF THE CPA LETTER**

(All Respondents: Percentage Distribution)

***The CPA Letter* publication schedule:**

10 times a year

Too often	14
About right	77
Not often enough	6
Don't know/no opinion	4

**Usefulness of the index of selected articles from
the previous year's issues that is published
annually**

Very useful	16
Moderately useful	28
Not particularly useful	56

**Usefulness of the *Directory of Frequently
Dialed AICPA Numbers***

Very useful	31
Moderately useful	35
Not particularly useful	34

The *Directory* publication schedule:

2 times a year

Too often	26
About right	68
Not often enough	6

Usefulness of the AICPA Rolodex card

Very useful	13
Moderately useful	29
Not particularly useful	58

**Length of description of the items in the
New Products & Publications section**

Too long	9
About right	62
Too short	5
Don't know/no opinion	24

TABLE 16A
Other Attributes of THE CPA LETTER: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms				
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Educa- tion	Indus- try	1	2-10	11-100	Over 100
All Resp.															
Usefulness of the Directory of Frequently Dialed AICPA Phone Numbers															
Very Useful	28	39	38	28	33	19	38	33	24	36	24	38	46	33	26
Moderately Useful	36	33	33	37	32	39	34	35	28	35	37	39	30	42	27
Not Particularly Useful	36	29	29	35	34	42	28	32	48	29	38	23	25	25	47
Do you think publishing the directory twice a year is:															
Too Often	26	23	22	29	27	23	24	25	21	20	30	21	19	22	41
About Right	68	68	69	66	69	74	70	71	74	74	64	75	72	76	49
Not Often Enough	5	9	10	5	4	3	6	4	6	6	6	3	10	1	10
Usefulness of the AICPA Rolodex card															
Very Useful	11	23	22	11	12	5	16	16	13	18	10	10	22	14	15
Moderately Useful	28	32	32	31	28	17	30	24	23	24	30	33	31	32	19
Not Particularly Useful	62	45	46	58	60	78	54	60	64	59	60	57	47	54	66
Descriptions of the items in the monthly "New Products & Publications" section are:															
Too Long	9	10	13	10	6	4	10	8	2	12	11	5	10	16	8
About Right	62	60	55	62	71	65	64	68	56	62	60	78	66	55	52
Too Short	5	4	5	5	4	5	6	3	5	6	4	6	8	4	2
Don't Know/No Opinion	23	26	27	24	19	26	20	22	38	20	25	11	16	24	39

TABLE 16A (Cont'd.)

Other Attributes of THE CPA LETTER: Subgroups

	Gender		Age				Area of Employment				AICPA Members in CPA Firms				
	Male	Female	Under 35	36-45	46-55	56 or Older	Public Acctg.	Govt.	Other	Education	Industry	1	2-10	11-100	Over 100
All Resp.															
Too Often	12	22	14	15	14	11	12	9	13	12	15	14	9	11	20
About Right	79	70	76	75	81	77	79	79	70	77	76	76	84	81	71
Not Often Enough	6	3	8	5	4	5	6	8	3	9	5	9	6	6	4
Don't Know/No Opinion	4	5	2	5	2	7	3	4	14	3	3	1	2	3	5
Usefulness of the index of selected articles from the previous year's issues that is published annually															
Very Useful	15	16	17	17	13	12	17	19	13	18	15	19	18	17	11
Moderately Useful	29	26	32	25	32	24	29	34	29	29	26	35	31	19	32
Not Particularly Useful	56	58	51	58	55	65	54	47	58	53	59	46	51	64	57

THE CPA LETTER is currently published 10 times per year. Do you think this is:

Usefulness of the index of selected articles from the previous year's issues that is published annually

The Promotion of Products and Services in *The CPA Letter*

Members were asked how the AICPA could make the promotion of products and services in *The CPA Letter* more useful. Generally, members seemed to feel that these promotions did not belong in the newsletter or that there was simply too much of it in the newsletter, and that much of what was promoted in the newsletter was could be found in other publications. Notably, this view was especially prevalent among those in public accounting. Following are some additional member comments on this issue.

- **Members in public accounting:**

Getting information on products out to us more quickly. I understand that costs are controlled by bulk mail, but I have requested information on both the insurance program and ATB, and it took over two weeks for the information to get to me.

More software reviews, applications and Windows 95.

I get mailings on products all the time. I would rather get practical information in a newsletter--new publications, FASB, GASB information.

Use a separate mailing devoted primarily to this type of promotion.

In every third letter have an insert with more detailed descriptions of products instead of in every issue.

Make it a separate mailing.

Put the products into separate categories, such as tax, MAS, accounting, audit, etc.

- **Members in government:**

Keep the products small and simple.

Keep promotions of products to a minimum. The CPA Letter should remain informative to the reader and detailed information could be sought by interested readers on the Institute's products.

- **Members in education:**

Have articles by independent reviewers rating products or services without the hype.

More ideas for sole practitioners.

Brief citation and that's all. Let the CPE marketing department do the rest.

- **Members in industry:**

Include user comments/letters, i.e., is the new ATB 4.0 an excellent product?

Take a specific product and do a descriptive demonstration of it in the newsletter, for example ATB.

How to Make *The CPA Letter* More Useful

Members were asked to suggest ways to enhance the usefulness of *The CPA Letter*. Consistent with previously reported findings, many members across segments suggested that the appearance and format of the newsletter could be improved, that it needed a face-lift, needed to be brought into the 90's.

Use a new color for the newsletter. At times information appears to have a cluttered look.
Definitely needs a new color scheme. Better content organization.
Add more graphics.
More readable design.
Bring the format and presentation into the multimedia age. The publication has an old-fashioned look and is not upbeat in the writing style.
Larger type and more space between lines.
I like it as it is. More tables/graphs would make the letter more eye-catching.
Delete disciplinary action section. Attempt to make it as brief as possible to make it more readable.
Make it easier to skim. I'm not your target audience.
Make it easier to read with more eye-appeal.
Material layout/design needs to be brought into the 90s. I've seen inter-office memos look more professional.
Go back to the old format.
Change the color.

Following are some additional member suggestions.

- **Members in public accounting:**

Have more articles concerning the small practitioner and not just the Big Six.
The AICPA organization is a pretty big mystery to me. A little more background about what each group does that is mentioned--in simple English please.
Smaller and more often to aid in the timeliness.
It's a good first look at what's happening and should stay that way. Too much detail on any one item would reduce its usefulness.
Send via fax or E-mail. Many people have toll-free fax numbers and it may be more economical.
I enjoy any survey information, especially of small CPA firms. Also enjoy articles dealing with practice management and development issues.
Bi-monthly newsletter would be sufficient. More human resources articles.
Focus on consulting and computer intelligence issues.
Keep articles concise. Publish only high priority items.

- **Members in government:**

Don't try to duplicate "The Journal of Accountancy." Make the letter simply a brief with only critical issues.
Present a feature on discussing one standard each month (refresher on auditing standards).
More articles about CPAs in bankruptcy matters and CPAs involved in work-outs. May want to add classified ads for career opportunities.

- **Members in education:**

Continue the FYI for education. Provide more on technology.
Section on discipline (e.g., member suspensions) is very important. Please retain.
Deal with GASB more. Not everyone is concerned with public accounting or publicly traded companies.

- **Members in industry:**

Relate the articles to day-to-day operations in the various industries even more.

The CPA letter has two distinct customer bases: CPAs in public accounting and those in private. Those of us in private need much different information.

Publish it quarterly or bi-monthly. Stress technical changes in auditing/accounting, standards and tax codes. Include some information on new products and/or better use of current products, as well as a small update on lobbying. Reduce rest of coverage.

Make it with as much importance to the non-public practicing side of the business as it is to the public practitioner. More emphasis on business issues and less technical at times.

Combine with "The Journal of Accountancy." There is so much published literature. It seems that the AICPA could publish one magazine rather than two.

INDUSTRY INSERT

Evaluation of *The Financial Manager's Report (FMR)*

Members employed in industry were asked some additional questions pertaining to a special section inserted into *The CPA Letter* entitled *The Financial Manager's Report*. Following is what these industry members said about this insert (Table 17):

- Importantly, relatively few industry members (36 percent) are aware of *The Financial Manager's Report*. Among those who are aware of this insert, however, reactions are quite positive.
- For example, 73 percent of those who are aware of the insert read at least half of it and 56 percent read most (34 percent) or all (22 percent) of it.
- Almost all members (95 percent) who read the insert, consider it useful and many (34 percent) find it “very” useful.
- Perhaps because members find this insert so useful, many also feel that it is published too infrequently (47 percent), while 39 percent believe that its publication schedule of five times a year is “about right.”
- Most industry members consider the overall length of *FMR* “about right” (67 percent). Nonetheless, 16 percent say it’s length is “too long” and 13 percent say it’s “too short.”
- Generally, members feel that the length of the *how-to* articles in the insert is “about right” (65 percent). Those who believe otherwise are split between thinking these articles are “too long” (14 percent) or “too short” (10 percent).
- When the industry sample is further stratified, some differences emerge with respect to member evaluations of this section (Table 17a):
 - ◇ Awareness of *FMR* is somewhat higher among respondents in senior management positions.
 - ◇ Males are more likely than females to read most of the insert. In addition, as age decreases, the proportion of members reading most of *FMR* increases.
 - ◇ Respondents in senior management and members under 46 years of age are also more likely to consider *FMR* very useful than other industry members.
 - ◇ Senior management and younger members are most apt to feel that the insert should be published more often.

Table 17

EVALUATION OF *FMR*

(All Industry Respondents: Percentage Distribution)

Awareness of <i>FMR</i> Prior to Survey	
Yes	36
No	64
Amount of <i>FMR</i> Normally Read	
All four pages	22
Most of it	34
About half of it	17
Just a few items	24
Don't normally read	4
Evaluation of Length of <i>How-to</i> Type Articles	
Too long	14
About right	65
Too short	10
Don't know/no opinion	10
Overall Length of <i>FMR</i>	
Too long	16
About right	67
Too short	13
Don't know/no opinion	4
Overall Usefulness	
Very useful	34
Moderately useful	61
Not particularly useful	5
Frequency of Publication:	
5 times a year	
Too often	8
About right	39
Not often enough	47
Don't know/no opinion	5

TABLE 17A

Evaluation of FMR: Subgroups

	Gender		Age			Job Function		# Employees in Company	
	Male	Female	Under 35	36-45	46 or Older	Sr. Mgmt.	Mgmt./Other	Under 100	100- Over 1,000
All Resp									
Prior to receiving this survey, were you aware of FMR?									
Yes	36	39	32	38	40	40	32	37	40
No	64	61	68	62	61	60	68	63	60
How much of FMR do you normally read?									
All Four Pages	22	11	30	20	10	22	19	19	19
Most of It	34	42	35	29	45	41	25	42	35
About Half of It	17	5	9	17	25	17	16	15	15
Just a Few Items	24	32	17	31	20	17	34	19	27
Don't Normally Read	4	11	9	3	*	2	6	4	4
"How-to" type articles in FMR are:									
Too Long	14	12	10	20	10	13	16	12	19
About Right	65	65	81	51	70	64	65	64	58
Too Short	10	6	10	9	15	13	7	12	12
Don't Know/No Opinion	10	18	*	20	5	9	13	12	12
Usefulness of FMR									
Very Useful	34	29	38	35	25	39	26	33	31
Moderately Useful	61	59	57	56	75	59	65	67	62
Not Particularly Useful	5	12	5	9	*	2	10	*	8

* Less than 0.5 percent.

TABLE 17A (Cont'd.)

Evaluation of FMR: Subgroups

	Gender		Age		Job Function			# Employees in Company			
	Male	Female	Under 35	36-45	46 or Older	Sr. Mgmt.	Mgmt. Other	Under 100	100- Over 1,000		
All Resp.											
FMR is currently published five times a year. Do you think this is:											
Too Often	8	11	*	5	9	10	5	13	8	12	4
About Right	39	40	35	33	32	58	40	39	46	32	40
Not Often Enough	47	47	47	57	50	32	51	42	46	48	48
Don't Know/No Opinion	5	2	18	5	9	*	5	7	*	8	8
<u>Overall length of FMR is:</u>											
Too Long	16	16	18	5	24	15	16	16	17	19	12
About Right	67	67	65	71	56	80	66	68	67	62	72
Too Short	13	14	12	24	15	*	14	13	13	15	12
Don't Know/No Opinion	4	3	6	*	6	5	5	3	4	4	4

* Less than 0.5 percent.

Importance of Topic Coverage in the Industry Insert

Industry members were presented with a list of topics and asked to indicate how important it was that the industry insert include “how to” articles on each topic. As Table 18 shows, respondents deem most of the topics important, but some are of more importance to industry members than others:

- Industry members attach the highest level of importance to articles about *developing effective budgets* (46 percent/very important), *information about proposed accounting standards and other professional issues* (44 percent/very important), *measuring performance using financial criteria* (43 percent/very important), and *getting the most out of your bank relationships* (40 percent/very important).
- On a second tier of importance are articles about *measuring performance using non-financial criteria* (39 percent/very important), *integrating external and internal financial reporting systems* (38 percent/very important), *financing for growth* (35 percent/very important), and *working with information systems departments* (35 percent/very important).
- And, on a third tier of importance are articles about *tax issues for owner-operated businesses* (34 percent/very important), *implementing EDI* (32 percent/very important), *implementing FASB statements* (31 percent/very important) and *innovative project financing* (31 percent/very important).
- On the other end, more than half of the industry members responding to the survey deem *internal audit staff utilization* (54 percent), *financing and administering export and import operations* (55 percent), *activities of the Members in Industry Executive Committee* (53 percent) and *audit committee structure and activities* (55 percent) as “not particularly important.”
- The importance of these various topics, however, differs among industry members in different segments (Table 18a):
 - ◇ Male industry members are somewhat more interested than females in *activities of the Members in Industry Executive Committee*, *information about proposed accounting standards and other professional issues*, *implementing FASB statements*, *tax issues for owner-operated businesses*, *tax consequences of succession plans*, *making the most of your outside CPA’s tax department* and *getting the most out of your bank relationships*.

Female members, on the other hand, are somewhat more interested in the following topics: *financing and administering export and import operations*, *alternative short-term investment strategies*, *measuring performance using non-financial criteria*, *tips for selecting a telecommunications system*, *working with information systems departments*, *implementing electronic data interchange*, *managing the human resources function*, and *managing risks*.

- ◇ As age increases, the proportion of members who consider the following topics to be “very important” decreases: *getting the most out of your bank relationships, measuring performance using non-financial criteria, administering employee benefit plans, and managing risks*. Younger members (under 35) also attach a higher level of importance to *information about proposed accounting standards and other professional issues, measuring performance using financial criteria, developing effective budgets, and managing the human resources function*.
- ◇ Members in senior management are more interested than other industry members in most topics, including *programs run by state societies for members in industry, getting the most of your bank relationships, innovative project planning, financing for growth, and working with information systems departments*. Those in non-senior management positions, on the other hand, are more interested in topics related to the audit function, i.e., *audit committee structure and activities, and internal audit staff utilization*.
- ◇ Finally, differences also emerged as a function of company size. As company size decreases, respondents’ interest in *managing the human resources function and administering employee benefit plans* increases. On the other hand, as company size increases, so does the importance attached to *planning for strategic acquisitions, applying activity-based management, and integrating external and internal financial reporting systems*.

Table 18

IMPORTANCE OF INCLUDING VARIOUS TOPICS IN *FMR*
 (All Industry Respondents: Percentage Distribution)

	<u>Very Important</u>	<u>Moderately Important</u>	<u>Not Particularly Important</u>	<u>Don't Know/ No Opinion</u>
Developing effective budgets	46	42	12	1
Information about proposed accounting standards and other professional issues	44	46	10	*
Measuring performance using financial criteria	43	48	9	*
Getting the most out of your bank relationships	40	44	14	1
Measuring performance using non-financial criteria	39	53	8	*
Integrating external and internal financial reporting systems	38	44	18	*
Financing for growth	35	40	23	1
Working with information systems departments	35	42	23	*
Tax issues for owner- operated businesses	34	31	33	3
Implementing electronic data interchange	32	36	29	4
Implementing FASB statements	31	49	17	3

* *Less than 0.5 percent.*

Table 18 (cont'd.)

IMPORTANCE OF INCLUDING VARIOUS TOPICS IN FMR
(All Industry Respondents: Percentage Distribution)

	<u>Very Important</u>	<u>Moderately Important</u>	<u>Not Particularly Important</u>	<u>Don't Know/ No Opinion</u>
Innovative project financing	31	42	27	*
Managing risks	29	55	16	*
Planning for strategic acquisitions	29	35	35	1
Alternative short-term investment strategies	27	55	17	1
Applying activity based management	27	44	25	4
Administering employee benefit plans	23	43	33	1
Managing the human resources function	22	44	34	*
Tips for selecting a telecommunications system	22	36	42	*
Internal audit staff utilization	22	18	54	5
Tax consequences of succession plans	21	30	48	1
Making the most of your outside CPAs tax department	18	48	31	3
Determining whether self-insurance is right for your company	18	44	36	1

* Less than 0.5 percent.

Table 18 (cont'd.)

IMPORTANCE OF INCLUDING VARIOUS TOPICS IN *FMR*
 (All Industry Respondents: Percentage Distribution)

	<u>Very Important</u>	<u>Moderately Important</u>	<u>Not Particularly Important</u>	<u>Don't Know/ No Opinion</u>
Programs run by State Societies for members in industry	16	47	38	*
Financing and adminis- tering export and import operations	14	22	55	9
Activities of the Members in Industry Executive Committee	10	35	53	1
Audit Committee structure and activities	9	32	55	4

* Less than 0.5 percent.

TABLE 18A

How Important Is It to You That FMR Includes Articles on the Following: Subgroups

	Gender		Age			Job Function		# Employees in Company	
	Male	Female	Under 35	36-45	46 or Older	Sr. Mgmt.	Mgmt./Other	Under 100	100-Over 1,000
All Resp.									
Activities of the Members in Industry Executive Committee:									
Very Important	14	*	14	9	10	11	9	13	*
Moderately Important	36	29	29	26	55	30	41	25	31
Not Partic. Important	51	65	57	63	35	59	47	63	69
Don't Know/No Opinion	*	6	*	3	*	*	3	*	*
Programs Run by State Societies for Members in Industry:									
Very Important	19	6	24	11	15	23	6	21	15
Moderately Important	41	65	52	37	56	39	56	50	39
Not Partic. Important	41	29	24	51	30	39	38	29	46
Don't Know/No Opinion	*	*	*	*	*	*	*	*	*
Information About Proposed Accounting Standards and Other Professional Issues:									
Very Important	49	29	67	37	35	43	47	38	35
Moderately Important	41	59	29	57	41	48	41	42	62
Not Partic. Important	10	12	5	6	25	9	13	21	4
Don't Know/No Opinion	*	*	*	*	*	*	*	*	*
Audit Committee Structure and Activities:									
Very Important	9	13	19	3	11	*	23	*	8
Moderately Important	25	50	29	37	21	39	19	25	27
Not Partic. Important	63	31	48	54	68	57	55	67	62
Don't Know/No Opinion	3	6	5	6	*	5	3	8	4

* Less than 0.5 percent.

TABLE 19A (Cont'd.)

How Important Is It to You That FMR Includes Articles on the Following: Subgroups

	Gender		Age		Job Function		# Employees in Company			
	Male	Female	Under 35	36-45 or Older	Sr. Mgmt.	Mgmt./Other	Under 100	Over 1,000		
All Resp.										
Internal Audit Staff Utilization:										
Very Important	21	29	29	20	22	9	41	13	19	36
Moderately Important	21	12	19	23	10	23	13	8	27	20
Not Partic. Important	53	53	48	51	63	61	44	67	50	44
Don't Know/No Opinion	5	6	5	6	5	7	3	13	4	*
Implementing FASB Statements:										
Very Important	36	18	38	29	30	32	31	25	27	42
Moderately Important	46	59	38	57	46	43	56	33	58	54
Not Partic. Important	17	18	19	11	25	21	13	38	12	4
Don't Know/No Opinion	3	2	5	3	*	5	*	4	4	*
Financing and Administering Export and Import Operations:										
Very Important	12	24	29	6	15	14	16	17	*	27
Moderately Important	24	12	10	29	21	23	19	17	19	27
Not Partic. Important	58	47	57	51	60	50	63	54	65	46
Don't Know/No Opinion	7	18	5	14	5	14	3	13	15	*
Tax Issues for Owner-Operated Businesses:										
Very Important	41	12	33	29	44	39	28	54	31	19
Moderately Important	29	41	38	31	25	32	31	33	27	35
Not Partic. Important	27	47	29	37	25	25	41	13	39	42
Don't Know/No Opinion	3	*	*	3	5	5	*	*	4	4

* Less than 0.5 percent.

TABLE 18A (Cont'd.)

How Important Is It to You That FMR Includes Articles on the Following: Subgroups

	Gender		Age				Job Function			# Employees in Company	
	Male	Female	Under 35	36-45	46-55	Sr. Mgmt.	Mgmt./ Other		Under 100	100- Over 1,000	
All Resp.											
Tax Consequences of Succession Plans:											
Very Important	24	12	29	23	10	27	13		33	19	12
Moderately Important	32	24	24	31	35	32	28		42	23	27
Not Partic. Important	42	65	48	46	50	39	59		25	58	58
Don't Know/No Opinion	2	*	*	*	5	2	*		*	*	4
Making the Most of Your Outside CPA's Tax Department:											
Very Important	22	6	24	17	15	23	13		17	23	15
Moderately Important	48	47	38	51	50	46	50		54	42	46
Not Partic. Important	27	47	38	29	30	30	34		25	31	39
Don't Know/No Opinion	3	*	*	3	5	2	3		4	4	0
Getting the Most Out of Your Bank Relationships:											
Very Important	44	29	48	46	25	57	19		50	50	23
Moderately Important	39	59	38	43	50	43	44		46	42	42
Not Partic. Important	17	6	14	9	25	*	34		4	8	31
Don't Know/No Opinion	*	6	*	3	*	*	3		*	*	4
Innovative Project Financing:											
Very Important	31	35	33	31	30	39	22		38	27	31
Moderately Important	42	35	43	43	36	46	34		42	42	39
Not Partic. Important	27	29	24	26	34	16	44		21	31	31
Don't Know/No Opinion	*	*	*	*	*	*	*		*	*	0

* Less than 0.5 percent.

TABLE 18A (Cont'd.)

How Important Is It to You That FMR Includes Articles on the Following: Subgroups

	Gender		Age			Job Function			# Employees in Company	
	Male	Female	Under 35	36-45	46 or Older	Sr. Mgmt.	Mgmt./Other	Under 100	100- Over 1,000	
All Resp.										
<u>Financing for Growth:</u>										
Very Important	34	41	38	34	35	43	25	38	39	31
Moderately Important	39	41	43	40	36	46	31	46	39	35
Not Partic. Important	27	12	19	23	29	11	41	17	23	31
Don't Know/No Opinion	*	6	*	3	*	*	3	*	*	4
<u>Alternative Short-Term Investment Strategies:</u>										
Very Important	24	41	29	26	30	30	25	29	23	31
Moderately Important	61	29	52	60	45	57	50	63	62	39
Not Partic. Important	15	24	19	11	25	14	22	8	15	27
Don't Know/No Opinion	*	6	*	3	*	*	3	*	*	4
<u>Planning for Strategic Acquisitions:</u>										
Very Important	29	29	38	26	25	32	25	17	31	39
Moderately Important	37	24	33	34	35	34	34	38	27	39
Not Partic. Important	34	41	29	37	39	32	41	46	39	23
Don't Know/No Opinion	*	6	*	3	*	2	*	*	4	0
<u>Measuring Performance Using Financial Criteria:</u>										
Very Important	44	41	52	43	35	48	38	42	46	42
Moderately Important	46	53	43	49	50	43	53	42	46	54
Not Partic. Important	10	6	5	9	15	9	9	17	8	4
Don't Know/No Opinion	*	*	*	*	*	*	*	*	*	0

* Less than 0.5 percent.

TABLE 18A (Cont'd.)

How Important Is It to You That FMR Includes Articles on the Following: Subgroups

	Gender		Age			Job Function		# Employees in Company		
	Male	Female	Under 35	36-45	46 or Older	Sr. Mgmt.	Mgmt./Other	Under 100	100-1,000	Over 1,000
All Resp.										
Measuring Performance Using Non-Fin'l Criteria:										
Very Important	37	47	57	40	21	46	31	42	35	42
Moderately Important	56	41	38	51	70	46	63	46	58	54
Not Partic. Important	7	12	5	9	10	9	6	13	8	4
Don't Know/No Opinion	*	*	*	*	*	*	*	*	*	0
Applying Activity-Based Management:										
Very Important	27	29	38	29	15	25	31	21	27	35
Moderately Important	44	41	29	43	60	46	41	38	39	54
Not Partic. Important	25	24	33	23	20	23	28	33	31	12
Don't Know/No Opinion	3	6	*	6	5	7	*	8	4	0
Integrating External and Internal Financial Reporting Systems:										
Very Important	37	41	52	37	25	39	38	25	39	50
Moderately Important	46	35	33	43	55	39	50	46	42	42
Not Partic. Important	17	24	14	20	19	23	13	29	19	8
Don't Know/No Opinion	*	*	*	*	*	*	*	*	*	0
Developing Effective Budgets:										
Very Important	44	53	62	49	25	55	34	42	50	46
Moderately Important	41	41	24	40	60	30	56	29	42	50
Not Partic. Important	14	6	14	11	10	14	9	25	8	4
Don't Know/No Opinion	2	*	*	*	5	2	*	4	*	0

* Less than 0.5 percent.

TABLE 18A (Cont'd.)

How Important Is It to You That FMR Includes Articles on the Following: Subgroups

	Gender		Age			Job Function			# Employees in Company			
	Male	Female	Under 35	36-45	46 or Older	Sr. Mgmt.	Mgmt. Other		Under 100	100-1,000	Over 1,000	
All Resp.												
Tips for Selecting a Telecommunications System:												
Very Important	19	35	14	23	30	27	16		21	19	27	
Moderately Important	37	29	38	37	30	41	28		54	27	27	
Not Partic. Important	44	35	48	40	39	32	56		25	54	46	
Don't Know/No Opinion	*	*	*	*	*	*	*		*	*	0	
Working with Information Systems Departments:												
Very Important	29	59	33	37	35	41	28		29	46	31	
Moderately Important	44	29	38	43	40	41	41		46	27	50	
Not Partic. Important	27	12	29	20	25	18	31		25	27	19	
Don't Know/No Opinion	*	*	*	*	*	*	*		*	*	0	
Implementing Electronic Data Interchange:												
Very Important	27	50	29	32	35	32	32		29	24	42	
Moderately Important	37	25	29	32	45	41	26		29	52	23	
Not Partic. Important	32	19	43	29	15	21	42		33	20	35	
Don't Know/No Opinion	3	6	*	6	5	7	*		8	4	0	
Managing the Human Resources Function:												
Very Important	19	35	43	14	15	27	16		33	19	15	
Moderately Important	44	41	33	51	41	50	34		42	54	35	
Not Partic. Important	37	24	24	34	45	23	50		25	27	50	
Don't Know/No Opinion	*	*	*	*	*	*	*		*	*	0	

* Less than 0.5 percent.

TABLE 18A (Cont'd.)

How Important Is It to You That FMR Includes Articles on the Following: Subgroups

	Gender		Age			Job Function		# Employees in Company		
	Male	Female	Under 35	36-45	46 or Older	Sr. Mgmt.	Mgmt./Other	Under 100	100-Over 1,000	
All Resp.										
Administering Employee Benefit Plans:										
Very Important	22	29	33	26	10	36	6	38	27	8
Moderately Important	42	41	38	37	55	36	50	42	35	50
Not Particularly Important	36	24	29	34	35	25	44	21	35	42
Don't Know/No Opinion	*	6	*	3	*	2	*	*	4	0
Managing Risks:										
Very Important	26	41	33	32	20	35	22	17	39	31
Moderately Important	59	41	52	53	61	49	63	65	39	62
Not Particularly Important	16	18	14	15	19	16	16	17	23	8
Don't Know/No Opinion	*	*	*	*	*	*	*	*	*	0
Determining Whether Self-Insurance Is Right for Your Company:										
Very Important	19	18	24	17	15	21	16	17	19	19
Moderately Important	44	41	48	43	39	50	34	63	46	23
Not Particularly Important	37	35	29	37	46	27	50	21	31	58
Don't Know/No Opinion	*	6	*	3	*	2	*	*	4	0

* Less than 0.5 percent.

What Industry Members Like Most and Least About FMR

Industry members were asked what they liked most and least about *The Financial Manger's Report*.

- While few members responded to this question, the fact that the insert was focused on industry interests was what they liked most. Many said that the insert was simply relevant to their interests and needs.

The fact that the AICPA is finally addressing us members in industry.

Covers topics related to industry versus public practice.

Very applicable to me and my company.

Topics provide financial management ideas.

Practical articles in the business environment.

- Very few members mentioned anything they disliked. The comments of those who did, however, follow.

Too much on auditing and finance and not enough on operations and tax.

It may be more effective to issue articles with every issue.

FASB changes/proposals are included, public relations type articles.

Seminar/conference information is redundant.

I'm not sure, but it doesn't grab me like it should.

Some of the "how-to" articles are too simplistic and too long.

Issues Which Should be Covered in FMR

Industry members were also asked whether there were any issues facing CPA financial managers which should be covered in *FMR*. The few members who responded to this question offered the following suggestions:

Trends in the workplace. Worker trends.

Working with MIS departments. ABC/ABM.

What is being used in industry regarding data processing, networking, PC software, etc.

Human resource planning, employee benefits, more overall management articles.

Economic trends and how they can affect small business.

More tax topics.

Continued coverage of rules, regulations and authoritative literature.

Sharing cost-containment ideas. Salary surveys.

Electronic filing with SEC. Performance measures in an accounting department.

EDUCATION INSERT

Evaluation of *Accounting Educators: FYI*

Members employed in education were asked several additional questions pertaining to *Accounting Educators: FYI*, a special section inserted into *The CPA Letter* sent to educators. Following is what members said about this special insert (Table 19).

- Awareness of this special insert is quite high among educators (75 percent). Further, 84 percent of those who are aware of the insert read at least half of it and 48 percent read all of it.
- Most members (89 percent of those who read the insert), consider it useful and almost half (45 percent) find it “very” useful.
- Perhaps because members find this insert so useful, many also feel that it is published too infrequently (35 percent). Most others (51 percent) believe that its publication schedule of five times a year is “about right.”
- Generally, members feel that the length of the articles in *FYI* are “about right” (70 percent).
- When the education sample is further stratified, some differences emerge with respect to member evaluations of *FYI* (Table 19a):
 - ◇ Awareness of *FYI* is especially high among professors/teachers, but quite low among staff and those in other positions in education.
 - ◇ Professors/teachers are more likely than staff and other members to read the insert in its entirety, as are those members employed by private educational institutions.
 - ◇ Many professors/teachers (more than half) believe that *FYI* is not published often enough. In contrast, only 1 in 10 staff and other members in education believe the publication schedule is too infrequent.
 - ◇ Professors/teachers are also more apt to feel that the articles in *FYI* are “too short.”
 - ◇ And, last, *FYI* is considered especially useful by professors/teachers and those employed in private institutions.

Table 19

EVALUATION OF *FYI*

(All Education Respondents: Percentage Distribution)

Awareness of <i>FYI</i> Prior to Survey	
Yes	75
No	25
Amount of <i>FYI</i> Normally Read	
All of it	48
Most of it	27
About half of it	9
Just a few items	7
Don't normally read	10
Evaluation of Length of Articles	
Too long	7
About right	70
Too short	12
Don't know/no opinion	12
Overall Usefulness	
Very useful	45
Moderately useful	44
Not particularly useful	10
Frequency of Publication:	
5 times a year	
Too often	8
About right	51
Not often enough	35
Don't know/no opinion	6

TABLE 19A

Evaluation of FYI: Subgroups

	All Resp.	Primary Job Function		Type of School	
		Professor/ Teacher	Staff/ Other	Public	Private
<u>Prior to receiving this survey, were you aware of FYI?</u>					
Yes	75	87	59	72	74
No	25	13	41	28	26
<u>How much of FYI do you normally read?</u>					
All of It	48	70	14	40	58
Most of It	27	28	25	31	23
About Half of It	9	*	22	9	7
Just a Few Items	7	*	17	7	7
Don't Normally Read	10	2	22	13	7
<u>The length of the articles in FYI are:</u>					
Too Long	7	2	17	9	7
About Right	70	79	56	67	77
Too Short	12	17	3	11	7
Don't Know/No Opinion	12	2	25	13	10
<u>Usefulness of FYI</u>					
Very Useful	45	66	17	40	58
Moderately Useful	44	33	58	48	33
Not Particularly Useful	10	2	25	12	9
<u>FYI is currently published five times a year. Do you think this is:</u>					
Too Often	8	*	19	5	12
About Right	51	48	53	52	49
Not Often Enough	35	52	11	35	36
Don't Know/No Opinion	6	*	17	9	3

* Less than 0.5 percent.

Importance of Topic Coverage in the Education Insert

Education members were presented with a list of topics and asked to indicate how important it is that the education insert include articles on each topic. As Table 20 shows, the majority of respondents deem nearly all of the topics important, but some are of more importance to education members than others:

- Topping the list are *curriculum development* and *ethics*, which 58 percent and 57 percent of respondents, respectively, consider to be “very important” topics.
- On a second tier of importance are articles about *trends and developments in the accounting profession* (55 percent/very important) and *general trends in accounting education* (54 percent/very important).
- And, on a third tier are *150-hour curriculum development* (51 percent/very important), *faculty development* (50 percent/very important), and *instructional technology* (50 percent/very important).
- Of least importance to education members are *female CPA issues* and *minority issues*, which are considered “not particularly important” by 50 percent and 43 percent of respondents, respectively.
- The importance of these various topics, however, varies among education members in different segments (Table 20a):
 - ◇ Members who are professors/teachers are more interested than other those in other positions in most topics listed on the survey questionnaire.
 - ◇ Differences also emerged as a function of whether members were employed by private versus public institutions, such that those employed in the private sector are considerably more interested in almost all of topics listed than are those in the public sector.

Table 20

IMPORTANCE OF INCLUDING VARIOUS TOPICS IN *FYI*
 (All Education Respondents: Percentage Distribution)

	<u>Very Important</u>	<u>Moderately Important</u>	<u>Not Particularly Important</u>	<u>Don't Know/ No Opinion</u>
Curriculum development	58	28	7	7
Ethics	57	30	6	7
Trends and developments in the accounting profession	55	34	4	7
General developments in accounting education	54	34	6	7
150-hour curriculum development	51	31	12	7
Faculty development	50	32	12	7
Instructional technology	50	32	11	7
CPE for accounting educators	48	26	17	10
Detection and prevention of fraud	39	40	15	7
Recruiting accounting students	38	36	19	7
Best accounting practices	37	43	13	8
Pedagogical methods	36	46	11	8
CPA recruiting	28	38	28	7
Female CPA issues	15	26	50	10
Minority issues	11	39	43	8

TABLE 20A

How Important Is It to You That FYI Includes Articles on the Following Topics: Subgroups

	All Resp.	Primary Job Function		Type of School	
		Professor/ Teacher	Staff/ Other	Public	Private
<u>Best Accounting Practices:</u>					
Very Important	37	42	28	35	40
Moderately Important	43	44	39	40	43
Not Particularly Important	13	14	17	16	13
Don't Know/No Opinion	8	*	17	9	3
<u>CPA Recruiting:</u>					
Very Important	28	40	8	15	50
Moderately Important	38	42	28	46	20
Not Particularly Important	28	17	47	31	27
Don't Know/No Opinion	7	*	17	9	3
<u>Recruiting Accounting Students:</u>					
Very Important	38	52	17	22	63
Moderately Important	36	37	33	47	17
Not Particularly Important	19	12	33	22	17
Don't Know/No Opinion	7	*	17	9	3
<u>Ethics:</u>					
Very Important	57	67	47	56	63
Moderately Important	30	27	31	33	23
Not Particularly Important	6	6	6	2	10
Don't Know/No Opinion	7	*	17	9	3
<u>Detection and Prevention of Fraud:</u>					
Very Important	39	37	34	40	31
Moderately Important	40	44	43	36	55
Not Particularly Important	15	19	6	15	10
Don't Know/No Opinion	7	*	17	9	3
<u>Minority Issues:</u>					
Very Important	11	15	6	7	17
Moderately Important	39	44	31	29	59
Not Particularly Important	43	40	43	53	21
Don't Know/No Opinion	8	*	20	11	3

* Less than 0.5 percent.

TABLE 20A (Cont'd.)

How Important Is It to You That FYI Includes Articles on the Following Topics: Subgroups

	All Resp.	Primary Job Function		Type of School	
		Professor/ Teacher	Staff/ Other	Public	Private
<u>Curriculum Development:</u>					
Very Important	58	77	26	46	77
Moderately Important	28	21	43	36	17
Not Particularly Important	7	2	14	9	3
Don't Know/No Opinion	7	*	17	9	3
<u>150-Hour Curriculum Development:</u>					
Very Important	51	64	31	44	62
Moderately Important	31	25	34	35	17
Not Particularly Important	12	12	17	13	17
Don't Know/No Opinion	7	*	17	9	3
<u>Faculty Development:</u>					
Very Important	50	75	17	42	72
Moderately Important	32	23	40	33	21
Not Particularly Important	12	2	26	16	3
Don't Know/No Opinion	7	*	17	9	3
<u>CPE for Accounting Educators:</u>					
Very Important	48	70	26	44	67
Moderately Important	26	19	37	33	13
Not Particularly Important	17	9	17	13	13
Don't Know/No Opinion	10	2	20	11	7
<u>Instructional Technology:</u>					
Very Important	50	60	29	41	59
Moderately Important	32	35	35	41	28
Not Particularly Important	11	6	18	9	10
Don't Know/No Opinion	7	*	18	9	3
<u>Pedagogical Methods:</u>					
Very Important	36	52	11	22	59
Moderately Important	46	40	51	56	24
Not Particularly Important	11	8	17	11	14
Don't Know/No Opinion	8	*	20	11	3

* Less than 0.5 percent.

TABLE 20A (Cont'd)

How Important Is It to You That FYI Includes Articles on the Following Topics: Subgroups

	All Resp.	Primary Job Function		Type of School	
		Professor/ Teacher	Staff/ Other	Public	Private
<u>Female CPA Issues:</u>					
Very Important	15	15	14	6	28
Moderately Important	26	31	23	24	38
Not Particularly Important	50	52	43	58	31
Don't Know/No Opinion	10	2	20	13	3
<u>General Developments in Accounting Education:</u>					
Very Important	54	67	29	42	76
Moderately Important	34	27	46	40	17
Not Particularly Important	6	6	9	9	3
Don't Know/No Opinion	7	*	17	9	3
<u>Trends and Developments in the Accounting Profession:</u>					
Very Important	55	67	34	47	69
Moderately Important	34	31	43	38	28
Not Particularly Important	4	2	6	6	*
Don't Know/No Opinion	7	*	17	9	3

* Less than 0.5 percent.

What Education Members Like Most and Least About FYI

Education members were asked what they liked most and least about FYI.

- While few members responded to this question, those who did liked the timeliness and the utility of the information contained in the insert. They also like the concise nature of the articles.

The focus on education related to accounting.

It keeps me up to date. I share it with my department chair. When it is included, it is the First thing I look at.

It appears to be an attempt to recognize that CPAs exist in non-CPA firm environments.

Articles/topics are directly relevant to accounting educators.

Concise information on areas of interest to me as an accounting educator.

Information about trends and ideas in accounting education. Sources of information to enhance instruction.

Short, informative articles.

Bringing accounting education together with the profession.

Highlighting of various educators that contribute to accounting and financial education.

The few negative comments about the insert tended to focus upon the feeling that there was too little focus upon community and junior colleges.

Issues That Educators Would Like to See Covered in FYI

Education members were also asked whether there were any issues they would like to see covered in FYI. The few members who responded to this question offered the following suggestions:

Need to highlight educational institutions that are implementing innovative programs that enhance the accounting profession.

Highlight of SEC activities.

Information on available educational materials beyond books. Innovative teaching methods.

Curriculum ideas, trends in education.

I would love to see the needs of businesses that academics could address by changing curriculum, research activities, or consulting.

What accounting students need to know about the real world of "work"--how to behave, dress, etc.

More on the teaching/research trade-off and corresponding profession/AACSB views.

Would like more topics related to non-academic administrators.

Community colleges.

Use of Electronic Services

Members in education were asked which of several electronic services they currently access.

- Sixty-nine percent of those in education currently access one or more electronic services: 65 percent have access to the Internet, 6 percent have access to CompuServe, and 13 have access to other electronic services (Table 21).
- Educators in private schools are more apt than their counterparts in public schools to report that they do not have access to any on-line service (Table 21a).

Table 21

USE OF ELECTRONIC SERVICES
(All Education Respondents: Percentage Distribution)

CompuServe	6
Internet	65
Other	13
None	31

Note: Percentages add to more than 100 percent because respondents were asked to check all that apply. Respondents were also queried as to the electronic services they plan to access within the next 12 months; however, the question was misinterpreted by respondents; thus the data is not included in this report.

TABLE 21A

Electronic Services Currently Accessed and those Planned in Next 12 Months: Subgroups

	All Resp.	Primary Job Function		Type of School	
		Professor/ Teacher	Staff/ Other	Public	Private
Currently Access:					
CompuServe	6	6	5	4	9
Internet	65	69	60	69	59
Other	13	11	13	13	9
None	31	28	35	25	39

* Note: Percentages add to more than 100 percent because respondents were asked to check all that apply.

SURVEY QUESTIONNAIRES

AICPA

American
Institute of
Certified
Public
Accountants

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June 5, 1995

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.

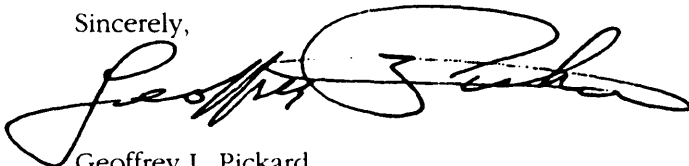
You are one of a select sample of members to receive the enclosed questionnaire. Consequently, your responses are very important to the success of the survey. Note that the survey is entirely **confidential** and we are not asking you to sign your name.

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 **June 19, 1995**.

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
 - 1 One
 - 2 Two
 - 3 Three
 - 4 Four

2. When you receive your copy of *The CPA Letter*, about how long is it until you read or look through the issue?
 - 1 Less than 1 day
 - 2 1–2 days
 - 3 3–5 days
 - 4 6–10 days
 - 5 More than 10 days

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

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

5. 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
 - 2 About right
 - 3 Too short
 - 4 Don't know/No opinion

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

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

8a. 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 |
| 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

9. 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.

<u>Subject</u>	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
News briefs on topics affecting accountants.....	1	2	3	4	5	6	7
IRS/tax news.....	1	2	3	4	5	6	7
Washington news	1	2	3	4	5	6	7
State legislation	1	2	3	4	5	6	7
National communications/ CPA image-building efforts	1	2	3	4	5	6	7
Accounting and auditing issues (new standards and developments).....	1	2	3	4	5	6	7
FASB.....	1	2	3	4	5	6	7
GASB.....	1	2	3	4	5	6	7
New AICPA products and services.....	1	2	3	4	5	6	7
Consulting services.....	1	2	3	4	5	6	7

10a. Please indicate your level of interest in reading about each of the following AICPA activities in *The CPA Letter*:

	<u>Very Interested</u>	<u>Somewhat Interested</u>	<u>Not Particularly Interested</u>
a) Comment letters to FASB, GASB, and federal government agencies.....	1	2	3
b) Member Outreach Program.....	1	2	3
c) Newly added member benefits/developments.....	1	2	3
d) Incorporating information technology into the profession.....	1	2	3
e) Benchmarking and financial management.....	1	2	3
f) Fraud detection.....	1	2	3
g) <i>Amicus curiae</i> briefs submitted on behalf of the profession.....	1	2	3
h) Federal lobbying efforts.....	1	2	3
i) AICPA Effective Legislation Committee (political action committee).....	1	2	3
j) Media relations efforts (interviews with major newspapers, radio and TV stations; or articles in trade papers).....	1	2	3
k) Public service efforts of CPAs.....	1	2	3
l) State CPA Society initiatives/accomplishments.....	1	2	3
m) Collaborative efforts between AICPA and State CPA Societies.....	1	2	3

b. What other AICPA activities would you like to read about in *The CPA Letter*?

11a. How useful to you is the CPE News column?

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

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

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
- 4 Video
- 5 In-Firm Training
- 6 Computer-Based Training

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

	<u>Very Useful</u>	<u>Moderately Useful</u>	<u>Not Particularly Useful</u>
a) Salary trends	1	2	3
b) Family & Medical Leave Act (Federal)	1	2	3
c) Americans with Disabilities Act	1	2	3
d) Sexual harassment	1	2	3
e) Women & family issues	1	2	3
f) Interviewing skills	1	2	3
g) Other _____ (Specify)	1	2	3

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

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
<i>The CPA Letter</i> adequately identifies important issues affecting members or the profession	1	2	3	4	5
Graphics — such as bar charts and time trends — should be used in articles containing numeric information where appropriate.....	1	2	3	4	5
The format or design of <i>The CPA Letter</i> makes it easy to read	1	2	3	4	5

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
Quality of writing	1	2	3	4
Quality of design	1	2	3	4
Timeliness.....	1	2	3	4
Overall rating	1	2	3	4

16. Which of the following statements best describes your feelings about the **usefulness** of *The CPA Letter* now as compared to 2 years ago?
- 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?
- 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. Which of the following statements applies best for you?
- 1 I spend more time reading the **first** few pages of *The CPA Letter* than I spend reading the last few pages.
 - 2 I spend more time reading the **last** few pages of *The CPA Letter* than I spend reading the first few pages.
 - 3 There is no difference in the amount of time I spend reading the first few pages of *The CPA Letter* and the last few pages.
19. *The CPA Letter* is currently published 10 times per year (there are two combined issues: February/March and August/September). 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
20. How useful to you is the index of selected articles from the previous year's issues that is published annually?
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful
- 21a. How useful to you is the Directory of Frequently Dialed AICPA Phone Numbers which is published twice a year in *The CPA Letter*?
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful
- b. Do you think publishing the directory twice a year is too often, about right, or not often enough?
- 1 Too often
 - 2 About right
 - 3 Not often enough
22. How useful to you is the AICPA Rolodex card periodically inserted into *The CPA Letter*?
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful

23. 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

24. 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.

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

26a. Which of the following publications do you read for **information on the accounting profession**? (Circle all that apply and please list any others)

- | | |
|------------------------------|---|
| 1 The CPA Letter | 10 Accounting Today |
| 2 Journal of Accountancy | 11 New Accountant |
| 3 The Tax Adviser | 12 Public Accounting Report |
| 4 The Practicing CPA | 13 Emerson Professional Services Review |
| 5 CPA Digest | 14 Other: |
| 6 The CPA Journal | _____ |
| 7 Management Accounting | _____ |
| 8 The Practical Accountant | (Specify) |
| 9 Bowman's Accounting Report | |

b. Which of the following publications do you read for **general business information**? (Circle all that apply and please list any others)

- | | |
|----------------------------|-------------------------------|
| 1 BusinessWeek | 9 Time |
| 2 The Wall Street Journal | 10 USA Today |
| 3 Newsweek | 11 Bureau of National Affairs |
| 4 Fortune | 12 Other: |
| 5 Forbes | _____ |
| 6 U.S. News & World Report | _____ |
| 7 The New York Times | (Specify) |
| 8 The Washington Post | |

27. How often do you read the AICPA's Annual Report published in the November or December issue of the *Journal of Accountancy*?

- | | |
|-------------|----------|
| 1 Often | 3 Seldom |
| 2 Sometimes | 4 Never |

II. Demographics

28. The state in which you work:

29. Sex:

- 1 Male
- 2 Female

30. Age last birthday:

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

31. How many years have you been a CPA?

- | | | | |
|-----------------------|------------------------|-------------------------|--------------------|
| 1 Under 1 year | 3 3 but under 6 years | 5 11 but under 16 years | 7 21 years or more |
| 2 1 but under 3 years | 4 6 but under 11 years | 6 16 but under 21 years | |

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

Public Accounting

- 1 Partner/Shareholder
- 2 Sole Practitioner
- 3 Senior Staff Member
- 4 Staff Member

Government

- 5 Elected
- 6 Political appointment
- 7 Civil Service
- 8 Other

Other

- 9 Practicing Lawyer
- 10 Active Military
- 11 Retired
- 12 Other

(Specify)

(If employed in **public accounting**, please answer questions 33 and 34.)

33. Please indicate for your **entire** firm — all offices or locations — the total number of AICPA members.

- 1 One
- 2 2-5
- 3 6-10
- 4 11-100
- 5 Over 100

34. Please indicate the percentage of **your professional time** devoted to the following services:

- | | |
|--------------------------------|--|
| _____ % Accounting | _____ % 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

B

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
 - 1 One
 - 2 Two
 - 3 Three
 - 4 Four

2. When you receive your copy of *The CPA Letter*, about how long is it until you read or look through the issue?
 - 1 Less than 1 day
 - 2 1-2 days
 - 3 3-5 days
 - 4 6-10 days
 - 5 More than 10 days

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

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

5. 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
 - 2 About right
 - 3 Too short
 - 4 Don't know/No opinion

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

7. Do you think the articles in *The CPA Letter* are typically too detailed, not detailed enough, or about right?

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

8a. 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
- 2 Clip or copy items of interest
- 3 Save intact for future reference
- 4 Discard it
- 5 Other _____
(Specify)

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

Others

9. 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
News briefs on topics affecting accountants.....	1	2	3	4	5	6	7
IRS/tax news.....	1	2	3	4	5	6	7
Washington news	1	2	3	4	5	6	7
State legislation	1	2	3	4	5	6	7
National communications/ CPA image-building efforts	1	2	3	4	5	6	7
Accounting and auditing issues (new standards and developments)	1	2	3	4	5	6	7
FASB.....	1	2	3	4	5	6	7
GASB.....	1	2	3	4	5	6	7
New AICPA products and services.....	1	2	3	4	5	6	7
Consulting services	1	2	3	4	5	6	7

10a. Please indicate your level of interest in reading about each of the following AICPA activities in *The CPA Letter*:

	<u>Very Interested</u>	<u>Somewhat Interested</u>	<u>Not Particularly Interested</u>
a) Comment letters to FASB, GASB, and federal government agencies.....	1	2	3
b) Member Outreach Program.....	1	2	3
c) Newly added member benefits/developments.....	1	2	3
d) Incorporating information technology into the profession.....	1	2	3
e) Benchmarking and financial management.....	1	2	3
f) Fraud detection.....	1	2	3
g) <i>Amicus curiae</i> briefs submitted on behalf of the profession.....	1	2	3
h) Federal lobbying efforts.....	1	2	3
i) AICPA Effective Legislation Committee (political action committee).....	1	2	3
j) Media relations efforts (interviews with major newspapers, radio and TV stations; or articles in trade papers).....	1	2	3
k) Public service efforts of CPAs.....	1	2	3
l) State CPA Society initiatives/accomplishments.....	1	2	3
m) Collaborative efforts between AICPA and State CPA Societies.....	1	2	3

b. What other AICPA activities would you like to read about in *The CPA Letter*?

11a. How useful to you is the CPE News column?

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

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

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
- 4 Video
- 5 In-Firm Training
- 6 Computer-Based Training

12. 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
b) Family & Medical Leave Act (Federal)	1	2	3
c) Americans with Disabilities Act	1	2	3
d) Sexual harassment	1	2	3
e) Women & family issues	1	2	3
f) Interviewing skills	1	2	3
g) Other _____ (Specify)	1	2	3

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

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

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

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

	Excellent	Good	Fair	Poor
Quality of content	1	2	3	4
Quality of writing	1	2	3	4
Quality of design	1	2	3	4
Timeliness.....	1	2	3	4
Overall rating	1	2	3	4

16. Which of the following statements best describes your feelings about the **usefulness** of *The CPA Letter* now as compared to 2 years ago?
- 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?
- 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. Which of the following statements applies best for you?
- 1 I spend more time reading the **first** few pages of *The CPA Letter* than I spend reading the last few pages.
 - 2 I spend more time reading the **last** few pages of *The CPA Letter* than I spend reading the first few pages.
 - 3 There is no difference in the amount of time I spend reading the first few pages of *The CPA Letter* and the last few pages.
19. *The CPA Letter* is currently published 10 times per year (there are two combined issues: February/March and August/September). 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
20. How useful to you is the index of selected articles from the previous year's issues that is published annually?
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful
- 21a. How useful to you is the Directory of Frequently Dialed AICPA Phone Numbers which is published twice a year in *The CPA Letter*?
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful
- b. Do you think publishing the directory twice a year is too often, about right, or not often enough?
- 1 Too often
 - 2 About right
 - 3 Not often enough
22. How useful to you is the AICPA Rolodex card periodically inserted into *The CPA Letter*?
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful

23. 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

24. 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.

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

- 26a. Which of the following publications do you read for **information on the accounting profession?**
(Circle all that apply and please list any others)

- | | |
|------------------------------|---|
| 1 The CPA Letter | 10 Accounting Today |
| 2 Journal of Accountancy | 11 New Accountant |
| 3 The Tax Adviser | 12 Public Accounting Report |
| 4 The Practicing CPA | 13 Emerson Professional Services Review |
| 5 CPA Digest | 14 Other: |
| 6 The CPA Journal | _____ |
| 7 Management Accounting | _____ |
| 8 The Practical Accountant | (Specify) |
| 9 Bowman's Accounting Report | |

- b. Which of the following publications do you read for **general business information?**
(Circle all that apply and please list any others)

- | | |
|----------------------------|-------------------------------|
| 1 BusinessWeek | 9 Time |
| 2 The Wall Street Journal | 10 USA Today |
| 3 Newsweek | 11 Bureau of National Affairs |
| 4 Fortune | 12 Other: |
| 5 Forbes | _____ |
| 6 U.S. News & World Report | _____ |
| 7 The New York Times | (Specify) |
| 8 The Washington Post | |

27. How often do you read the AICPA's Annual Report published in the November or December issue of the *Journal of Accountancy*?

- | | |
|-------------|----------|
| 1 Often | 3 Seldom |
| 2 Sometimes | 4 Never |

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.

28. Prior to receiving this survey, were you aware of *The Financial Manager's Report (FMR)*?
- 1 Yes 2 No (skip to question 39)
29. How much of *FMR* do you normally read?
- 1 All four pages
2 Most of it
3 About half of it
4 Just a few items
5 Don't normally read
30. Considering the length of the "how-to" type articles in *FMR*, do you think they are too long, too short, or about right?
- 1 Too long
2 About right
3 Too short
4 Don't know/No opinion
31. 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
Programs run by state societies for members in industry	1	2	3	4
Information about proposed accounting standards and other professional issues.....	1	2	3	4

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

<u>Topic</u>	<u>Very Important</u>	<u>Moderately Important</u>	<u>Not Particularly Important</u>	<u>Don't Know/ No Opinion</u>
Audit committee structure and activities	1	2	3	4
Internal audit staff utilization	1	2	3	4
Implementing FASB statements	1	2	3	4
Financing and administering export and import operations.....	1	2	3	4
Tax issues for owner-operated businesses	1	2	3	4
Tax consequences of succession plans	1	2	3	4
Making the most of your outside CPA's tax department.....	1	2	3	4
Getting the most out of your bank relationships	1	2	3	4
Innovative project financing	1	2	3	4
Financing for growth.....	1	2	3	4
Alternative short-term investment strategies.....	1	2	3	4
Planning for strategic acquisitions	1	2	3	4
Measuring performance using financial criteria	1	2	3	4
Measuring performance using non-financial criteria.....	1	2	3	4
Applying activity-based management	1	2	3	4
Integrating external and internal financial reporting systems	1	2	3	4
Developing effective budgets	1	2	3	4
Tips for selecting a telecommunications system.....	1	2	3	4
Working with information systems departments.....	1	2	3	4
Implementing electronic data interchange (EDI)	1	2	3	4
Managing the human resources function.....	1	2	3	4
Administering employee benefit plans.....	1	2	3	4
Managing risks	1	2	3	4
Determining whether self-insurance is right for your company	1	2	3	4
Other _____	1	2	3	4

(Specify)

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

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

34. *FMR* 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

35. *FMR* is typically six pages. Is the overall length of *FMR* too long, too short, or about right?

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

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

Like: _____

Dislike: _____

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

38. 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: _____

The CPA Letter: _____

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
 - 1 One
 - 2 Two
 - 3 Three
 - 4 Four

2. When you receive your copy of *The CPA Letter*, about how long is it until you read or look through the issue?
 - 1 Less than 1 day
 - 2 1–2 days
 - 3 3–5 days
 - 4 6–10 days
 - 5 More than 10 days

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

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

5. 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
 - 2 About right
 - 3 Too short
 - 4 Don't know/No opinion

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

7. Do you think the articles in *The CPA Letter* are typically too detailed, not detailed enough, or about right?

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

8a. 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
- 2 Clip or copy items of interest
- 3 Save intact for future reference
- 4 Discard it
- 5 Other _____
(Specify)

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

Others

9. 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
News briefs on topics affecting accountants.....	1	2	3	4	5	6	7
IRS/tax news.....	1	2	3	4	5	6	7
Washington news	1	2	3	4	5	6	7
State legislation	1	2	3	4	5	6	7
National communications/ CPA image-building efforts	1	2	3	4	5	6	7
Accounting and auditing issues (new standards and developments).....	1	2	3	4	5	6	7
FASB.....	1	2	3	4	5	6	7
GASB.....	1	2	3	4	5	6	7
New AICPA products and services.....	1	2	3	4	5	6	7
Consulting services.....	1	2	3	4	5	6	7

10a. Please indicate your level of interest in reading about each of the following AICPA activities in *The CPA Letter*:

	<u>Very Interested</u>	<u>Somewhat Interested</u>	<u>Not Particularly Interested</u>
a) Comment letters to FASB, GASB, and federal government agencies.....	1	2	3
b) Member Outreach Program.....	1	2	3
c) Newly added member benefits/developments.....	1	2	3
d) Incorporating information technology into the profession	1	2	3
e) Benchmarking and financial management.....	1	2	3
f) Fraud detection.....	1	2	3
g) <i>Amicus curiae</i> briefs submitted on behalf of the profession	1	2	3
h) Federal lobbying efforts.....	1	2	3
i) AICPA Effective Legislation Committee (political action committee).....	1	2	3
j) Media relations efforts (interviews with major newspapers, radio and TV stations; or articles in trade papers)	1	2	3
k) Public service efforts of CPAs.....	1	2	3
l) State CPA Society initiatives/accomplishments.....	1	2	3
m) Collaborative efforts between AICPA and State CPA Societies	1	2	3

b. What other AICPA activities would you like to read about in *The CPA Letter*?

11a. How useful to you is the CPE News column?

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

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

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
- 4 Video
- 5 In-Firm Training
- 6 Computer-Based Training

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

	<u>Very Useful</u>	<u>Moderately Useful</u>	<u>Not Particularly Useful</u>
a) Salary trends	1	2	3
b) Family & Medical Leave Act (Federal)	1	2	3
c) Americans with Disabilities Act	1	2	3
d) Sexual harassment	1	2	3
e) Women & family issues	1	2	3
f) Interviewing skills	1	2	3
g) Other _____ (Specify)	1	2	3

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

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
<i>The CPA Letter</i> adequately identifies important issues affecting members or the profession	1	2	3	4	5
Graphics — such as bar charts and time trends — should be used in articles containing numeric information where appropriate.....	1	2	3	4	5
The format or design of <i>The CPA Letter</i> makes it easy to read	1	2	3	4	5

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
Quality of writing	1	2	3	4
Quality of design	1	2	3	4
Timeliness.....	1	2	3	4
Overall rating	1	2	3	4

16. Which of the following statements best describes your feelings about the **usefulness** of *The CPA Letter* now as compared to 2 years ago?
- 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?
- 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. Which of the following statements applies best for you?
- 1 I spend more time reading the **first** few pages of *The CPA Letter* than I spend reading the last few pages.
 - 2 I spend more time reading the **last** few pages of *The CPA Letter* than I spend reading the first few pages.
 - 3 There is no difference in the amount of time I spend reading the first few pages of *The CPA Letter* and the last few pages.
19. *The CPA Letter* is currently published 10 times per year (there are two combined issues: February/March and August/September). 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
20. How useful to you is the index of selected articles from the previous year's issues that is published annually?
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful
- 21a. How useful to you is the Directory of Frequently Dialed AICPA Phone Numbers which is published twice a year in *The CPA Letter*?
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful
- b. Do you think publishing the directory twice a year is too often, about right, or not often enough?
- 1 Too often
 - 2 About right
 - 3 Not often enough
22. How useful to you is the AICPA Rolodex card periodically inserted into *The CPA Letter*?
- 1 Very useful
 - 2 Moderately useful
 - 3 Not particularly useful

23. 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

24. 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.

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

- 26a. Which of the following publications do you read for **information on the accounting profession?**
(Circle all that apply and please list any others)

- | | |
|------------------------------|---|
| 1 The CPA Letter | 10 Accounting Today |
| 2 Journal of Accountancy | 11 New Accountant |
| 3 The Tax Adviser | 12 Public Accounting Report |
| 4 The Practicing CPA | 13 Emerson Professional Services Review |
| 5 CPA Digest | 14 Other: |
| 6 The CPA Journal | _____ |
| 7 Management Accounting | _____ |
| 8 The Practical Accountant | (Specify) |
| 9 Bowman's Accounting Report | |

- b. Which of the following publications do you read for **general business information?**
(Circle all that apply and please list any others)

- | | |
|----------------------------|-------------------------------|
| 1 BusinessWeek | 9 Time |
| 2 The Wall Street Journal | 10 USA Today |
| 3 Newsweek | 11 Bureau of National Affairs |
| 4 Fortune | 12 Other: |
| 5 Forbes | _____ |
| 6 U.S. News & World Report | _____ |
| 7 The New York Times | (Specify) |
| 8 The Washington Post | |

27. How often do you read the AICPA's Annual Report published in the November or December issue of the *Journal of Accountancy*?

- | | |
|-------------|----------|
| 1 Often | 3 Seldom |
| 2 Sometimes | 4 Never |

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.

28. Prior to receiving this survey, were you aware of *FYI*?

- 1 Yes 2 No (skip to question 37a)

29. How much of *FYI* do you normally read?

- 1 All of it
 2 Most of it
 3 About half of it
 4 Just a few items
 5 Don't normally read

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

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

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

	Very Important	Moderately Important	Not Particularly Important	Don't Know/ No Opinion
Best accounting practices.....	1	2	3	4
CPA recruiting.....	1	2	3	4
Recruiting accounting students.....	1	2	3	4
Ethics.....	1	2	3	4
Detection and prevention of fraud.....	1	2	3	4
Minority issues.....	1	2	3	4
Curriculum development.....	1	2	3	4
150-hour curriculum development.....	1	2	3	4
Faculty development.....	1	2	3	4
CPE for accounting educators.....	1	2	3	4
Instructional technology.....	1	2	3	4
Pedagogical methods.....	1	2	3	4
Female CPA issues.....	1	2	3	4
General developments in accounting education.....	1	2	3	4
Trends and developments in the accounting profession.....	1	2	3	4
Other _____ (Specify)	1	2	3	4

32. Overall, how useful do you find *FYI*?

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

33. *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

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

Like: _____

Dislike: _____

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

36. 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: _____

The CPA Letter: _____

37a. Which of the following electronic service(s) do you **currently** have access to? (Circle all that apply)

- 1 CompuServe
- 2 Internet
- 3 Other _____
(Specify)
- 4 None

b. Which of the following electronic service(s) do you **plan to access** within the next 12 months? (Circle all that apply)

- 1 CompuServe
- 2 Internet
- 3 Other _____
(Specify)
- 4 None

III. Demographics

The state in which you work:

39. Sex:

- 1 Male
- 2 Female

40. Age last birthday:

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

41. How many years have you been a CPA?

- 1 Under 1 year 3 3 but under 6 years 5 11 but under 16 years 7 21 years or more
- 2 1 but under 3 years 4 6 but under 11 years 6 16 but under 21 years

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

- 1 Academic administrator/staff
- 2 Professor/Teacher
- 3 Nonacademic administrator/staff
- 4 Other _____
(Specify)

43. Is your institution public or private?

- 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

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