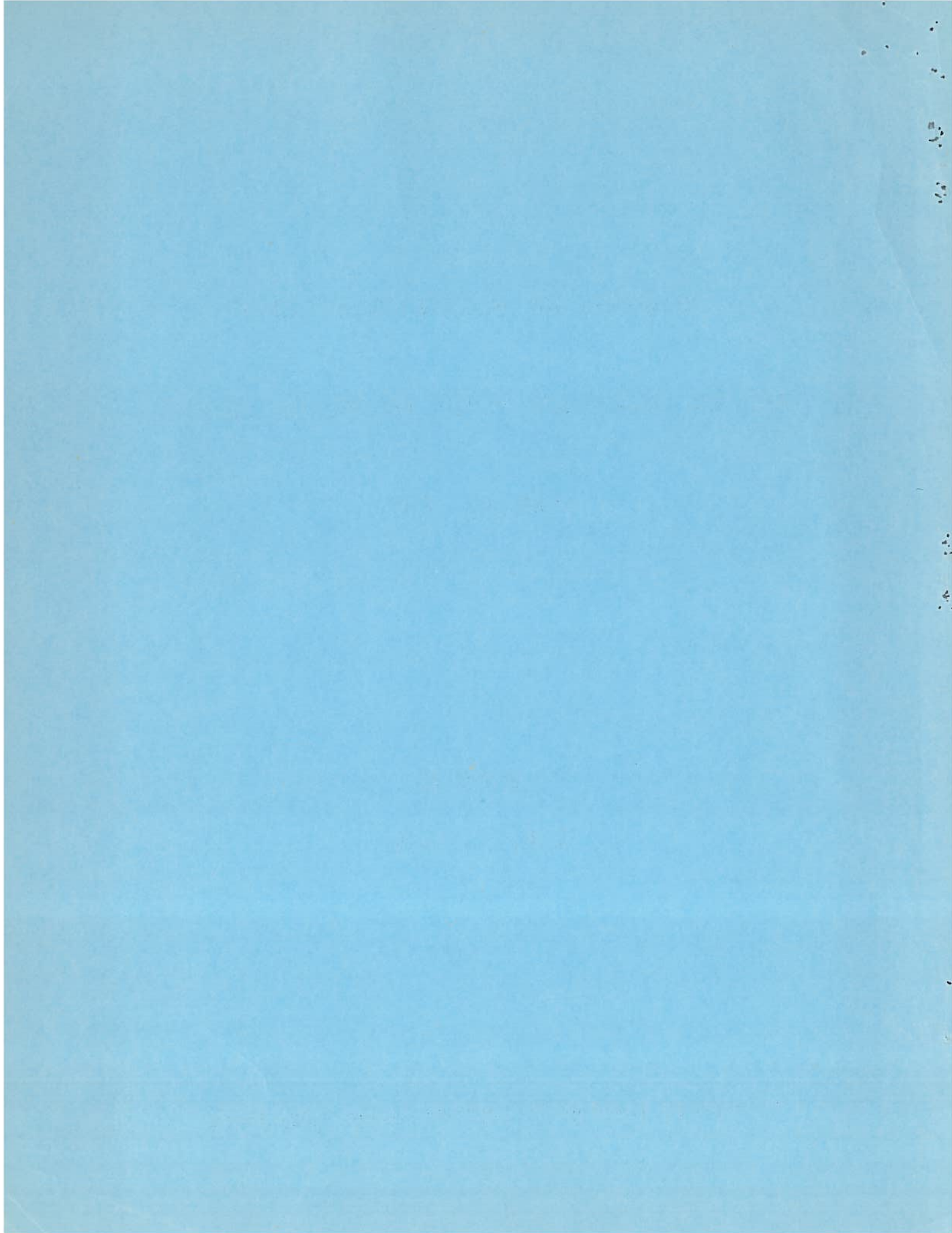


**THE SUPPLY OF ACCOUNTING GRADUATES  
AND THE DEMAND FOR PUBLIC ACCOUNTING RECRUITS**

**SPRING 1974**

**Prepared by  
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The author would like to express his appreciation to Barbara Braginetz who compiled the results from the replies for both surveys.

The author would like to express appreciation to the  
author of the book for the loan of the book.

## INTRODUCTION

In response to the need for better information on the supply of and demand for public accounting recruits, the American Institute of CPAs publishes an annual study on this topic. This is the fourth of these annual studies and is intended to update the predictions of the 1973 study.

This study is based on a survey conducted in early 1974. The Institute's staff surveyed a stratified sample of 82 firms as to their projected manpower needs, and 402 colleges and universities as to their supply of accounting graduates during the same period. The response from both firms and schools was good. About 72% of the 82 public accounting firms replied, and this included almost all of the larger firms. Replies were received from schools which historically have produced approximately 83% of accounting graduates.

It is difficult to equate supply and demand or to precisely identify relative trends. This is because not all accounting graduates are employed by public accounting firms and firms hire graduates who do not major in accounting. Also, respondents use their own definition of what constitutes a major or concentration in accounting. This year more comments than ever before were noted from both firms and schools about the uncertainty of future predictions depending on the future level of business activity and the cost of higher education. Several schools also noted that while the total number of accounting graduates was sharply higher, the quality of students sought most by the firms had not increased proportionately.

The three sections of this report deal with the supply of accounting graduates, the demand for public accounting recruits, and the relationship between supply and demand. Each section includes commentary followed by related tables. Interpretation has been minimized since persons reading these data will be competent to draw their own conclusions from the historic progressions in the data or from a comparison of the changed expectations shown for the current and preceding year.

## INTRODUCTION

The purpose of this study is to investigate the effects of the application of the principles of the theory of the structure of the human body on the design of the human body. The study is based on the assumption that the human body is a complex system of organs and tissues, which are interconnected and interdependent. The study is based on the assumption that the human body is a complex system of organs and tissues, which are interconnected and interdependent.

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## THE SUPPLY OF ACCOUNTING GRADUATES

### Participation in Supply Survey

The Institute's staff surveyed 402 colleges and universities as to the supply of accounting graduates in the United States for the academic year 1972-73 and their predictions for the next five years, 1973-74 through 1977-78.

Participating schools were divided into two groups:

- *AACSB* (American Assembly of Collegiate Schools of Business) *Member Schools* are members of the AACSB assembly and have been accredited by the AACSB.
- *AACSB Assembly Schools* are members of the AACSB assembly but have not been accredited by the AACSB.

A summary of the participation in the survey follows:

	<i>AACSB Member Schools</i>		<i>AACSB Assembly Schools</i>		<i>Total</i>	
	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>
Usable Responses	126	84	192	76	318	79
Nonresponses	24	16	60	24	84	21
Survey Requests	150	100	252	100	402	100

There has been a slight increase in the number of member schools in the four years surveyed as the number accredited grows. This qualitative change is not significant when compared to the measurable changes being shown currently between public and private schools in both member and assembly categories.

The first two studies included schools which were not members of the AACSB assembly. Due to poor responses from these schools and the immaterial effect they had on the overall survey results in the past, they have not been surveyed in the two most recent studies. The first two surveys' figures presented herein have been adjusted to reflect this change.

# THEORY OF THE EARTH'S CRUST

## Introduction

The theory of the earth's crust is a branch of geology which deals with the structure and composition of the solid part of the earth. It is a science which seeks to explain the processes which have shaped the earth's surface and the forces which are still at work.

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Number	Area	Volume	Weight	Specific Gravity	Composition
1	100	100	100	100	100
2	100	100	100	100	100
3	100	100	100	100	100
4	100	100	100	100	100
5	100	100	100	100	100
6	100	100	100	100	100
7	100	100	100	100	100
8	100	100	100	100	100
9	100	100	100	100	100
10	100	100	100	100	100

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### Estimation of Total Supply

Supply for the nonresponding schools was estimated under the assumption that the nonresponding schools will have the same growth rate as the responding schools. For determining this growth rate, information was obtained on the number of accounting graduates for 1969-70 from either the 1971 survey responses or Earned Degrees Conferred: 1969-70<sup>1</sup> (which remained the latest independent source for these data). Total supply was then estimated based on the following relationship:

$$\frac{\text{1969-70 graduates per responding schools}}{\text{1969-70 graduates per total schools surveyed}} \cdot \frac{\text{Response per responding schools}}{\text{Total estimated supply}}$$

### Results of Supply Survey

Data on the number of accounting graduates for the period, 1967-68 through 1972-73 and for the projected period, 1973-74 through 1977-78, are shown in Tables I to XII at the end of this section.

*Member Schools.* Table IV compares the results of the 1974 and 1973 surveys for graduates from AACSB member schools. The difference between the two studies in 1973 was too small to make inferences concerning a possible changed condition and could have been due to sampling error. However, the current survey shows a marked increase in the number of both degrees going to accounting graduates based on students who are currently enrolled in accounting programs. The projections remain significantly higher for bachelor's degrees while the rate of rise for master's degrees flattens out after two years of projection. Member schools were both less uncertain about the future and expecting larger increases in the number of accounting degree holders than were assembly schools.

The 1973 survey showed a slight increase over the 1972 survey because students were transferring to accounting due to the tight job market in many other fields. The results of the 1974 survey strongly support the expectation that this situation would continue as the word spreads among students on the availability of job opportunities for accounting trained graduates.

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<sup>1</sup>Mary Evans Hooper, Earned Degrees Conferred: 1960-70 Institutional Data, (Washington, D.C.: U.S. Government Printing Office, 1971), pp. 103-110.



**Assembly Schools.** Table V compares the results of the 1974 and 1973 surveys for graduates from AACSB assembly schools. As is the case with the member schools, the expected increases are significant for bachelor's degree holders although not proportionately as great as for member schools. While for master's degrees, no change whatever is expected from the previous estimates.

**Holders of Bachelor's and Master's Degrees.** The following table indicates by use of percentages the trends in supply of holders of bachelor's and master's degrees by AACSB affiliation and in total. An index of 100 was based on the average experience for the period, 1967-68 through 1969-70.

For both categories of affiliation a higher growth rate is projected for master's degrees than bachelor's degrees. The growth rate for master's degrees in assembly schools is greatest; however, because of the relatively low base, the effect on total supply is small.

	<i>AACSB Member</i>		<i>AACSB Assembly</i>		<i>Total</i>	
	<u>Bachelor's</u>	<u>Master's</u>	<u>Bachelor's</u>	<u>Master's</u>	<u>Bachelor's</u>	<u>Master's</u>
1970-71	128	133	113	129	121	133
1971-72	148	150	128	172	138	154
1972-73	163	192	141	172	153	189
1973-74	181	225	156	258	169	231
1974-75	189	250	169	386	180	273
1975-76	195	283	181	472	188	315
1976-77	204	300	193	515	199	336
1977-78	207	317	204	601	206	364

**Public and Private Schools.** The growth rate from 1972-73 to 1977-78 for public and private schools is as follows:

	<u>Public</u>	<u>Private</u>
Bachelor's Degrees	36%	31%
Master's Degrees	113%	64%



In the prior studies, the growth rate for public schools also has been greater than for private schools. This predicted trend was reversed only in the 1973 study. However, the fact that public schools have a greater historical base (Table VI) partially explains why public schools do now have and will continue to account for the majority of accounting graduates who are holders of either bachelor's or master's degrees (Table VI). The other factor which has been a major influence in the expectations of 1974 is the mounting cost of education and the resulting decline in the number of students who can pay for the higher priced private school tuition.

*Regional Data.* Information on graduates by AACSB regional classification is included in Tables IX to XI. Table XII lists the states that make up each region.

The regional growth patterns seen for bachelor's degrees after 1972-73 are varied although each region starts with a large increase and reaches the lowest rate of increase in the final year. The growth percentages for master's degrees are more erratic but tend to follow a similar pattern with higher percentages in the near future and lower estimates in the later years.

The percentage changes after 1972-73 by regions for both types of degrees are:

Year	BACHELOR'S DEGREES							
	<i>New England</i>		<i>North Central</i>		<i>South</i>		<i>Pacific</i>	
	<u>Change</u>	<u>%</u>	<u>Change</u>	<u>%</u>	<u>Change</u>	<u>%</u>	<u>Change</u>	<u>%</u>
1972-73		100		100		100		100
1973-74	9	109	11	111	11	111	12	112
1974-75	9	118	5	116	9	120	3	115
1975-76	6	124	5	121	7	127	5	120
1976-77	8	132	5	126	8	135	7	127
1977-78	6	138	4	130	4	139	2	129



MASTER'S DEGREES								
	<i>New England</i>		<i>North Central</i>		<i>South</i>		<i>Pacific</i>	
	<u>Change</u>	<u>%</u>	<u>Change</u>	<u>%</u>	<u>Change</u>	<u>%</u>	<u>Change</u>	<u>%</u>
1972-73		100		100		100		100
1973-74	25	125	29	129	17	117	17	117
1974-75	25	150	0	129	33	150	33	150
1975-76	13	163	28	157	33	183	17	167
1976-77	25	188	0	157	17	200	0	167
1977-78	12	200	29	186	17	217	0	167



MAY 1977 - 2000					
Year	Change	Rate	Change	Rate	Change
1977-78	15	200	15	200	15
1978-79	18	180	18	180	18
1979-80	12	160	12	160	12
1980-81	10	140	10	140	10
1981-82	13	150	13	150	13
1982-83	11	140	11	140	11
1983-84	14	160	14	160	14
1984-85	16	180	16	180	16
1985-86	17	190	17	190	17
1986-87	19	200	19	200	19
1987-88	20	210	20	210	20
1988-89	21	220	21	220	21
1989-90	22	230	22	230	22
1990-91	23	240	23	240	23
1991-92	24	250	24	250	24
1992-93	25	260	25	260	25
1993-94	26	270	26	270	26
1994-95	27	280	27	280	27
1995-96	28	290	28	290	28
1996-97	29	300	29	300	29
1997-98	30	310	30	310	30
1998-99	31	320	31	320	31
1999-00	32	330	32	330	32
2000-01	33	340	33	340	33

**TABLE I**  
**SUPPLY OF ACCOUNTING GRADUATES**  
**FROM ALL SCHOOLS**  
**1967-68 to 1977-78**

<i>Year</i>	<i>Educational Level</i>		<i>Total Supply</i>
	<i>Bachelor's Degrees</i>	<i>Master's Degrees</i>	
1967-68	15,700	1,500	17,200
1968-69	17,200	1,500	18,700
1969-70	18,700	1,300	20,000
1970-71	20,800	1,900	22,700
1971-72	23,800	2,200	26,000
1972-73	26,300	2,700	29,000
1973-74	29,100	3,300	32,400
1974-75	30,900	3,900	34,800
1975-76	32,400	4,500	36,900
1976-77	34,200	4,800	39,000
1977-78	35,400	5,200	40,600

TABLE 1  
SCHOOL OF ACCOUNTING GRADUATES  
FROM ALL SCHOOLS  
1967-68 TO 1977-78

Year	Number	Percentage	Number	Percentage
1967-68	1,100	100.0	1,100	100.0
1968-69	1,200	109.1	1,200	109.1
1969-70	1,300	118.2	1,300	118.2
1970-71	1,400	127.3	1,400	127.3
1971-72	1,500	136.4	1,500	136.4
1972-73	1,600	145.5	1,600	145.5
1973-74	1,700	154.5	1,700	154.5
1974-75	1,800	163.6	1,800	163.6
1975-76	1,900	172.7	1,900	172.7
1976-77	2,000	181.8	2,000	181.8
1977-78	2,100	190.9	2,100	190.9
Total	21,000	190.9	21,000	190.9

**TABLE II**  
**SUPPLY OF ACCOUNTING GRADUATES**  
**FROM AACSB MEMBER SCHOOLS**  
**1967-68 to 1977-78**

<i>Year</i>	<i>Educational Level</i>		<i>Total Supply</i>
	<i>Bachelor's Degrees</i>	<i>Master's Degrees</i>	
1967-68	8,400	1,300	9,700
1968-69	9,200	1,200	10,400
1969-70	9,800	1,100	10,900
1970-71	11,700	1,600	13,300
1971-72	13,500	1,800	15,300
1972-73	14,900	2,300	17,200
1973-74	16,500	2,700	19,200
1974-75	17,300	3,000	20,300
1975-76	17,800	3,400	21,200
1976-77	18,600	3,600	22,200
1977-78	18,900	3,800	22,700



**TABLE III**  
**SUPPLY OF ACCOUNTING GRADUATES**  
**FROM AACSB ASSEMBLY SCHOOLS**  
**1967-68 to 1977-78**

<i>Year</i>	<i>Educational Level</i>		<i>Total Supply</i>
	<i>Bachelor's Degrees</i>	<i>Master's Degrees</i>	
1967-68	7,300	200	7,500
1968-69	8,000	300	8,300
1969-70	8,900	200	9,100
1970-71	9,100	300	9,400
1971-72	10,300	400	10,700
1972-73	11,400	400	11,800
1973-74	12,600	600	13,200
1974-75	13,600	900	14,500
1975-76	14,600	1,100	15,700
1976-77	15,600	1,200	16,800
1977-78	16,500	1,400	17,900

TABLE III  
SUPPLY OF RECORDING GRADUATES  
FROM NACOS ASSEMBLY SCHOOL  
1961-62 to 1977-78

Year	Number of Graduates	Number of Graduates	Number of Graduates
1961-62	150	150	150
1962-63	150	150	150
1963-64	150	150	150
1964-65	150	150	150
1965-66	150	150	150
1966-67	150	150	150
1967-68	150	150	150
1968-69	150	150	150
1969-70	150	150	150
1970-71	150	150	150
1971-72	150	150	150
1972-73	150	150	150
1973-74	150	150	150
1974-75	150	150	150
1975-76	150	150	150
1976-77	150	150	150
1977-78	150	150	150



**TABLE IV**  
**COMPARISON OF 1974 AND 1973 SUPPLY STUDIES**  
**FOR AACSB MEMBER SCHOOLS**  
**1972-73 to 1976-77**

<i>Year</i>	<i>Educational Level</i>				<i>Total Supply</i>	
	<i>Bachelor's Degrees</i>		<i>Master's Degrees</i>		<i>1974</i>	<i>1973</i>
	<i>1974</i>	<i>1973</i>	<i>1974</i>	<i>1973</i>		
	<i>Study</i>	<i>Study</i>	<i>Study</i>	<i>Study</i>	<i>Study</i>	<i>Study</i>
1972-73	14,900	14,600	2,300	2,100	17,200	16,700
1973-74	16,500	15,400	2,700	2,500	19,200	17,900
1974-75	17,300	15,800	3,000	2,800	20,300	18,600
1975-76	17,800	16,400	3,400	3,100	21,200	19,500
1976-77	18,600	16,800	3,600	3,400	22,200	20,200

TABLE IV  
COMPARISON OF 1974 AND 1975 SUPPLY STUDIES  
FOR AASB MEMBER SCHOOLS  
1974 to 1975

Year	Elementary Level		Middle Level		High School	
	1974	1975	1974	1975	1974	1975
1974-75	14,500	14,500	1,500	1,500	17,500	16,500
1975-76	16,500	16,500	1,700	1,700	19,500	17,000
1976-77	17,500	17,500	1,800	1,800	20,500	18,500
1977-78	17,500	17,500	1,800	1,800	21,500	19,500
1978-79	18,500	18,500	1,900	1,900	22,500	20,500

**TABLE V**  
**COMPARISON OF 1974 AND 1973 SUPPLY STUDIES**  
**FOR AACSB ASSEMBLY SCHOOLS**  
**1972-73 to 1976-77**

<i>Year</i>	<i>Educational Level</i>				<i>Total Supply</i>	
	<i>Bachelor's Degrees</i>		<i>Master's Degrees</i>		<i>1974 Study</i>	<i>1973 Study</i>
	<i>1974 Study</i>	<i>1973 Study</i>	<i>1974 Study</i>	<i>1973 Study</i>		
1972-73	11,400	11,600	400	500	11,800	12,100
1973-74	12,600	12,400	600	600	13,200	13,000
1974-75	13,600	12,900	900	900	14,500	13,800
1975-76	14,600	14,200	1,100	1,100	15,700	15,300
1976-77	15,600	14,700	1,200	1,200	16,800	15,900

TABLE V  
COMPARISON OF 1954 AND 1955 STUDY  
FOR AACS ASSEMBLY SCHOOLS  
1953-54 to 1954-55

Year	Assembly Budget		Assembly Expenses		Total Income	
	1954	1955	1954	1955	1954	1955
1953-54	11,000	11,000	400	400	11,700	12,000
1954-55	12,000	12,000	400	400	13,000	13,600
1955-56	12,800	12,800	500	500	14,500	13,800
1956-57	14,800	14,800	700	700	15,500	15,700
1957-58	15,000	15,000	700	700	16,000	16,300

**TABLE VI**  
**SUPPLY OF ACCOUNTING GRADUATES**  
**FROM ALL PUBLIC AND PRIVATE SCHOOLS**  
**1967-68 to 1977-78**

<i>Year</i>	<i>Bachelor's Degrees</i>		<i>Master's Degrees</i>	
	<i>Public</i>	<i>Private</i>	<i>Public</i>	<i>Private</i>
1967-68	9,400	6,300	900	600
1968-69	10,700	6,500	800	700
1969-70	12,100	6,600	700	600
1970-71	14,500	6,300	1,200	700
1971-72	16,800	7,000	1,300	900
1972-73	18,900	7,400	1,600	1,100
1973-74	21,000	8,100	2,100	1,200
1974-75	22,300	8,600	2,500	1,400
1975-76	23,500	8,900	3,000	1,500
1976-77	24,800	9,400	3,000	1,800
1977-78	25,700	9,700	3,400	1,800

TABLE VI  
STAFF OF ACCOUNTING GRADUATES  
FROM ALL PUBLIC AND PRIVATE SCHOOLS  
1955-56 to 1972-73

Year	Public	Private	Total
1955-56	2,100	2,700	4,800
1956-57	10,500	11,500	22,000
1957-58	11,500	12,500	24,000
1958-59	12,500	13,500	26,000
1959-60	13,500	14,500	28,000
1960-61	14,500	15,500	30,000
1961-62	15,500	16,500	32,000
1962-63	16,500	17,500	34,000
1963-64	17,500	18,500	36,000
1964-65	18,500	19,500	38,000
1965-66	19,500	20,500	40,000
1966-67	20,500	21,500	42,000
1967-68	21,500	22,500	44,000
1968-69	22,500	23,500	46,000
1969-70	23,500	24,500	48,000
1970-71	24,500	25,500	50,000
1971-72	25,500	26,500	52,000
1972-73	26,500	27,500	54,000

**TABLE VII**  
**SUPPLY OF ACCOUNTING GRADUATES**  
**FROM PUBLIC AND PRIVATE AACSB MEMBER SCHOOLS**  
**1967-68 to 1977-78**

<i>Year</i>	<i>Bachelor's Degrees</i>		<i>Master's Degrees</i>	
	<i>Public</i>	<i>Private</i>	<i>Public</i>	<i>Private</i>
1967-68	5,900	2,500	800	500
1968-69	6,500	2,700	700	500
1969-70	7,200	2,600	600	500
1970-71	8,900	2,800	1,000	600
1971-72	10,400	3,100	1,000	800
1972-73	11,700	3,200	1,400	900
1973-74	12,900	3,600	1,800	900
1974-75	13,600	3,700	2,000	1,000
1975-76	14,000	3,800	2,400	1,000
1976-77	14,700	3,900	2,400	1,200
1977-78	15,000	3,900	2,600	1,200



TABLE VII  
LIST OF ACCOUNTING GRADUATES  
FROM PUBLIC AND PRIVATE SECONDARY SCHOOLS  
1967-68 to 1977-78

Year	Public	Private	Total	Notes
1967-68	2,500	2,500	5,000	
1968-69	2,500	1,500	4,000	
1969-70	2,500	2,500	5,000	
1970-71	2,500	1,500	4,000	
1971-72	10,000	1,000	11,000	
1972-73	11,000	1,000	12,000	
1973-74	12,000	1,000	13,000	
1974-75	13,000	1,000	14,000	
1975-76	14,000	1,000	15,000	
1976-77	14,000	1,000	15,000	
1977-78	15,000	1,000	16,000	

**TABLE VIII**  
**SUPPLY OF ACCOUNTING GRADUATES**  
**FROM PUBLIC AND PRIVATE AACSB ASSEMBLY SCHOOLS**  
**1967-68 to 1977-78**

<i>Year</i>	<i>Bachelor's Degrees</i>		<i>Master's Degrees</i>	
	<i>Public</i>	<i>Private</i>	<i>Public</i>	<i>Private</i>
1967-68	3,500	3,800	100	100
1968-69	4,200	3,800	100	200
1969-70	4,900	4,000	100	100
1970-71	5,600	3,500	200	100
1971-72	6,400	3,900	300	100
1972-73	7,200	4,200	200	200
1973-74	8,100	4,500	300	300
1974-75	8,700	4,900	500	400
1975-76	9,500	5,100	600	500
1976-77	10,100	5,500	600	600
1977-78	10,700	5,800	800	600

TABLE VIII  
SUPPLY OF ACCOUNTING GRADUATES  
FROM PUBLIC AND PRIVATE ASSEMBLY SCHOOLS  
1957-58 to 1977-78

Year	Public	Private	Total
1957-58	1,200	1,200	2,400
1958-59	1,200	1,200	2,400
1959-60	1,200	1,200	2,400
1960-61	1,200	1,200	2,400
1961-62	1,200	1,200	2,400
1962-63	1,200	1,200	2,400
1963-64	1,200	1,200	2,400
1964-65	1,200	1,200	2,400
1965-66	1,200	1,200	2,400
1966-67	1,200	1,200	2,400
1967-68	1,200	1,200	2,400
1968-69	1,200	1,200	2,400
1969-70	1,200	1,200	2,400
1970-71	1,200	1,200	2,400
1971-72	1,200	1,200	2,400
1972-73	1,200	1,200	2,400
1973-74	1,200	1,200	2,400
1974-75	1,200	1,200	2,400
1975-76	1,200	1,200	2,400
1976-77	1,200	1,200	2,400
1977-78	1,200	1,200	2,400

**TABLE IX**  
**SUPPLY OF ACCOUNTING GRADUATES BY REGION**  
**FROM ALL SCHOOLS**  
**1970-71 to 1977-78**

<i>Bachelor's Degrees</i>				
<i>Year</i>	<i>New England</i>	<i>North Central</i>	<i>South</i>	<i>Pacific</i>
1970-71	5,100	6,700	5,800	3,200
1971-72	5,900	7,400	6,800	3,700
1972-73	6,500	8,200	7,500	4,100
1973-74	7,100	9,100	8,300	4,600
1974-75	7,700	9,500	9,000	4,700
1975-76	8,100	9,900	9,500	4,900
1976-77	8,600	10,300	10,100	5,200
1977-78	9,000	10,700	10,400	5,300
<i>Master's Degrees</i>				
1970-71	500	800	500	100
1971-72	800	600	500	300
1972-73	800	700	600	600
1973-74	1,000	900	700	700
1974-75	1,200	900	900	900
1975-76	1,300	1,100	1,100	1,000
1976-77	1,500	1,100	1,200	1,000
1977-78	1,600	1,300	1,300	1,000

TABLE 1A  
SUPPLY OF AGRI-CULTURAL MACHINERY BY REGION  
FROM ALL SOURCES  
1950-1970

Year	North Region			South Region		
	1950	1960	1970	1950	1960	1970
1950	1,000	1,000	1,000	100	100	100
1955	1,500	1,500	1,500	150	150	150
1960	2,000	2,000	2,000	200	200	200
1965	2,500	2,500	2,500	250	250	250
1970	3,000	3,000	3,000	300	300	300
1975	3,500	3,500	3,500	350	350	350
1980	4,000	4,000	4,000	400	400	400
1985	4,500	4,500	4,500	450	450	450
1990	5,000	5,000	5,000	500	500	500
1995	5,500	5,500	5,500	550	550	550
2000	6,000	6,000	6,000	600	600	600
2005	6,500	6,500	6,500	650	650	650
2010	7,000	7,000	7,000	700	700	700
2015	7,500	7,500	7,500	750	750	750
2020	8,000	8,000	8,000	800	800	800
2025	8,500	8,500	8,500	850	850	850
2030	9,000	9,000	9,000	900	900	900
2035	9,500	9,500	9,500	950	950	950
2040	10,000	10,000	10,000	1,000	1,000	1,000
2045	10,500	10,500	10,500	1,050	1,050	1,050
2050	11,000	11,000	11,000	1,100	1,100	1,100
2055	11,500	11,500	11,500	1,150	1,150	1,150
2060	12,000	12,000	12,000	1,200	1,200	1,200
2065	12,500	12,500	12,500	1,250	1,250	1,250
2070	13,000	13,000	13,000	1,300	1,300	1,300
2075	13,500	13,500	13,500	1,350	1,350	1,350
2080	14,000	14,000	14,000	1,400	1,400	1,400
2085	14,500	14,500	14,500	1,450	1,450	1,450
2090	15,000	15,000	15,000	1,500	1,500	1,500
2095	15,500	15,500	15,500	1,550	1,550	1,550
2100	16,000	16,000	16,000	1,600	1,600	1,600

**TABLE X**  
**SUPPLY OF ACCOUNTING GRADUATES BY REGION**  
**FROM AACSB MEMBER SCHOOLS**  
**1970-71 to 1977-78**

<i>Bachelor's Degrees</i>				
<i>Year</i>	<i>New England</i>	<i>North Central</i>	<i>South</i>	<i>Pacific</i>
1970-71	2,400	3,900	3,100	2,300
1971-72	2,800	4,400	3,800	2,500
1972-73	3,000	4,800	4,100	3,000
1973-74	3,300	5,300	4,600	3,300
1974-75	3,500	5,400	5,000	3,400
1975-76	3,500	5,600	5,200	3,500
1976-77	3,700	5,800	5,400	3,700
1977-78	3,700	5,900	5,500	3,800
<i>Master's Degrees</i>				
1970-71	400	700	400	100
1971-72	700	500	400	200
1972-73	700	600	500	500
1973-74	800	700	600	600
1974-75	900	700	700	700
1975-76	1,000	800	800	800
1976-77	1,100	800	900	800
1977-78	1,100	900	1,000	800

TABLE 2  
 LIST OF SCHOOLS AND TEACHERS BY SCHOOL  
 FROM ACADEMIC YEAR 1970-71  
 1970-71 to 1971-72

Berkshire County				
Year	1970	1971	1972	1973
1970	100	100	100	100
1971	100	100	100	100
1972	100	100	100	100
1973	100	100	100	100
1974	100	100	100	100
1975	100	100	100	100
1976	100	100	100	100
1977	100	100	100	100
1978	100	100	100	100
1979	100	100	100	100
1980	100	100	100	100
1981	100	100	100	100
1982	100	100	100	100
1983	100	100	100	100
1984	100	100	100	100
1985	100	100	100	100
1986	100	100	100	100
1987	100	100	100	100
1988	100	100	100	100
1989	100	100	100	100
1990	100	100	100	100
1991	100	100	100	100
1992	100	100	100	100
1993	100	100	100	100
1994	100	100	100	100
1995	100	100	100	100
1996	100	100	100	100
1997	100	100	100	100
1998	100	100	100	100
1999	100	100	100	100
2000	100	100	100	100
2001	100	100	100	100
2002	100	100	100	100
2003	100	100	100	100
2004	100	100	100	100
2005	100	100	100	100
2006	100	100	100	100
2007	100	100	100	100
2008	100	100	100	100
2009	100	100	100	100
2010	100	100	100	100
2011	100	100	100	100
2012	100	100	100	100
2013	100	100	100	100
2014	100	100	100	100
2015	100	100	100	100
2016	100	100	100	100
2017	100	100	100	100
2018	100	100	100	100
2019	100	100	100	100
2020	100	100	100	100
2021	100	100	100	100
2022	100	100	100	100
2023	100	100	100	100
2024	100	100	100	100
2025	100	100	100	100
2026	100	100	100	100
2027	100	100	100	100
2028	100	100	100	100
2029	100	100	100	100
2030	100	100	100	100
2031	100	100	100	100
2032	100	100	100	100
2033	100	100	100	100
2034	100	100	100	100
2035	100	100	100	100
2036	100	100	100	100
2037	100	100	100	100
2038	100	100	100	100
2039	100	100	100	100
2040	100	100	100	100
2041	100	100	100	100
2042	100	100	100	100
2043	100	100	100	100
2044	100	100	100	100
2045	100	100	100	100
2046	100	100	100	100
2047	100	100	100	100
2048	100	100	100	100
2049	100	100	100	100
2050	100	100	100	100
2051	100	100	100	100
2052	100	100	100	100
2053	100	100	100	100
2054	100	100	100	100
2055	100	100	100	100
2056	100	100	100	100
2057	100	100	100	100
2058	100	100	100	100
2059	100	100	100	100
2060	100	100	100	100
2061	100	100	100	100
2062	100	100	100	100
2063	100	100	100	100
2064	100	100	100	100
2065	100	100	100	100
2066	100	100	100	100
2067	100	100	100	100
2068	100	100	100	100
2069	100	100	100	100
2070	100	100	100	100
2071	100	100	100	100
2072	100	100	100	100
2073	100	100	100	100
2074	100	100	100	100
2075	100	100	100	100
2076	100	100	100	100
2077	100	100	100	100
2078	100	100	100	100
2079	100	100	100	100
2080	100	100	100	100
2081	100	100	100	100
2082	100	100	100	100
2083	100	100	100	100
2084	100	100	100	100
2085	100	100	100	100
2086	100	100	100	100
2087	100	100	100	100
2088	100	100	100	100
2089	100	100	100	100
2090	100	100	100	100
2091	100	100	100	100
2092	100	100	100	100
2093	100	100	100	100
2094	100	100	100	100
2095	100	100	100	100
2096	100	100	100	100
2097	100	100	100	100
2098	100	100	100	100
2099	100	100	100	100
2100	100	100	100	100
2101	100	100	100	100
2102	100	100	100	100
2103	100	100	100	100
2104	100	100	100	100
2105	100	100	100	100
2106	100	100	100	100
2107	100	100	100	100
2108	100	100	100	100
2109	100	100	100	100
2110	100	100	100	100
2111	100	100	100	100
2112	100	100	100	100
2113	100	100	100	100
2114	100	100	100	100
2115	100	100	100	100
2116	100	100	100	100
2117	100	100	100	100
2118	100	100	100	100
2119	100	100	100	100
2120	100	100	100	100
2121	100	100	100	100
2122	100	100	100	100
2123	100	100	100	100
2124	100	100	100	100
2125	100	100	100	100
2126	100	100	100	100
2127	100	100	100	100
2128	100	100	100	100
2129	100	100	100	100
2130	100	100	100	100
2131	100	100	100	100
2132	100	100	100	100
2133	100	100	100	100
2134	100	100	100	100
2135	100	100	100	100
2136	100	100	100	100
2137	100	100	100	100
2138	100	100	100	100
2139	100	100	100	100
2140	100	100	100	100
2141	100	100	100	100
2142	100	100	100	100
2143	100	100	100	100
2144	100	100	100	100
2145	100	100	100	100
2146	100	100	100	100
2147	100	100	100	100
2148	100	100	100	100
2149	100	100	100	100
2150	100	100	100	100
2151	100	100	100	100
2152	100	100	100	100
2153	100	100	100	100
2154	100	100	100	100
2155	100	100	100	100
2156	100	100	100	100
2157	100	100	100	100
2158	100	100	100	100
2159	100	100	100	100
2160	100	100	100	100
2161	100	100	100	100
2162	100	100	100	100
2163	100	100	100	100
2164	100	100	100	100
2165	100	100	100	100
2166	100	100	100	100
2167	100	100	100	100
2168	100	100	100	100
2169	100	100	100	100
2170	100	100	100	100
2171	100	100	100	100
2172	100	100	100	100
2173	100	100	100	100



**TABLE XI**  
**SUPPLY OF ACCOUNTING GRADUATES BY REGION**  
**FROM AACSB ASSEMBLY SCHOOLS**  
**1970-71 to 1977-78**

<i>Bachelor's Degrees</i>				
<i>Year</i>	<i>New England</i>	<i>North Central</i>	<i>South</i>	<i>Pacific</i>
1970-71	2,700	2,800	2,700	900
1971-72	3,100	3,000	3,000	1,200
1972-73	3,500	3,400	3,400	1,100
1973-74	3,800	3,800	3,700	1,300
1974-75	4,200	4,100	4,000	1,300
1975-76	4,600	4,300	4,300	1,400
1976-77	4,900	4,500	4,700	1,500
1977-78	5,300	4,800	4,900	1,500
<i>Master's Degrees</i>				
1970-71	100	100	100	—
1971-72	100	100	100	100
1972-73	100	100	100	100
1973-74	200	200	100	100
1974-75	300	200	200	200
1975-76	300	300	300	200
1976-77	400	300	300	200
1977-78	500	400	300	200

TABLE 2  
SUPPLY OF ACCOUNTING GRADUATES BY REGION  
1960-1969  
1970-1979

Year	North Atlantic	South Atlantic	West	Central	South	North
1960-69	2,500	1,500	1,000	1,000	1,000	1,000
1970-79	2,500	1,500	1,000	1,000	1,000	1,000
1980-89	2,500	1,500	1,000	1,000	1,000	1,000
1990-99	2,500	1,500	1,000	1,000	1,000	1,000
2000-09	2,500	1,500	1,000	1,000	1,000	1,000
2010-19	2,500	1,500	1,000	1,000	1,000	1,000
2020-29	2,500	1,500	1,000	1,000	1,000	1,000
2030-39	2,500	1,500	1,000	1,000	1,000	1,000
2040-49	2,500	1,500	1,000	1,000	1,000	1,000
2050-59	2,500	1,500	1,000	1,000	1,000	1,000
2060-69	2,500	1,500	1,000	1,000	1,000	1,000
2070-79	2,500	1,500	1,000	1,000	1,000	1,000
2080-89	2,500	1,500	1,000	1,000	1,000	1,000
2090-99	2,500	1,500	1,000	1,000	1,000	1,000
2100-09	2,500	1,500	1,000	1,000	1,000	1,000
2110-19	2,500	1,500	1,000	1,000	1,000	1,000
2120-29	2,500	1,500	1,000	1,000	1,000	1,000
2130-39	2,500	1,500	1,000	1,000	1,000	1,000
2140-49	2,500	1,500	1,000	1,000	1,000	1,000
2150-59	2,500	1,500	1,000	1,000	1,000	1,000
2160-69	2,500	1,500	1,000	1,000	1,000	1,000
2170-79	2,500	1,500	1,000	1,000	1,000	1,000
2180-89	2,500	1,500	1,000	1,000	1,000	1,000
2190-99	2,500	1,500	1,000	1,000	1,000	1,000
2200-09	2,500	1,500	1,000	1,000	1,000	1,000
2210-19	2,500	1,500	1,000	1,000	1,000	1,000
2220-29	2,500	1,500	1,000	1,000	1,000	1,000
2230-39	2,500	1,500	1,000	1,000	1,000	1,000
2240-49	2,500	1,500	1,000	1,000	1,000	1,000
2250-59	2,500	1,500	1,000	1,000	1,000	1,000
2260-69	2,500	1,500	1,000	1,000	1,000	1,000
2270-79	2,500	1,500	1,000	1,000	1,000	1,000
2280-89	2,500	1,500	1,000	1,000	1,000	1,000
2290-99	2,500	1,500	1,000	1,000	1,000	1,000
2300-09	2,500	1,500	1,000	1,000	1,000	1,000
2310-19	2,500	1,500	1,000	1,000	1,000	1,000
2320-29	2,500	1,500	1,000	1,000	1,000	1,000
2330-39	2,500	1,500	1,000	1,000	1,000	1,000
2340-49	2,500	1,500	1,000	1,000	1,000	1,000
2350-59	2,500	1,500	1,000	1,000	1,000	1,000
2360-69	2,500	1,500	1,000	1,000	1,000	1,000
2370-79	2,500	1,500	1,000	1,000	1,000	1,000
2380-89	2,500	1,500	1,000	1,000	1,000	1,000
2390-99	2,500	1,500	1,000	1,000	1,000	1,000
2400-09	2,500	1,500	1,000	1,000	1,000	1,000
2410-19	2,500	1,500	1,000	1,000	1,000	1,000
2420-29	2,500	1,500	1,000	1,000	1,000	1,000
2430-39	2,500	1,500	1,000	1,000	1,000	1,000
2440-49	2,500	1,500	1,000	1,000	1,000	1,000
2450-59	2,500	1,500	1,000	1,000	1,000	1,000
2460-69	2,500	1,500	1,000	1,000	1,000	1,000
2470-79	2,500	1,500	1,000	1,000	1,000	1,000
2480-89	2,500	1,500	1,000	1,000	1,000	1,000
2490-99	2,500	1,500	1,000	1,000	1,000	1,000
2500-09	2,500	1,500	1,000	1,000	1,000	1,000

**TABLE XII**  
**STATES PER REGION**

<i>New England</i>	<i>North Central</i>	<i>South</i>	<i>Pacific</i>
Connecticut	Colorado	Alabama	Alaska
Delaware	Illinois	Arkansas	Arizona
Maine	Indiana	Florida	California
Maryland	Iowa	Georgia	Hawaii
Massachusetts	Kansas	Kentucky	Idaho
New Hampshire	Michigan	Louisiana	Nevada
New Jersey	Minnesota	Mississippi	Oregon
New York	Missouri	New Mexico	Utah
Pennsylvania	Montana	North Carolina	Washington
Rhode Island	Nebraska	Oklahoma	
Vermont	North Dakota	South Carolina	
	Ohio	Tennessee	
	South Dakota	Texas	
	West Virginia	Virginia	
	Wisconsin		
	Wyoming		

TABLE XII  
STATES AND TERRITORIES

State	Territory	State	Territory
Alabama	Alaska	Connecticut	Delaware
Arizona	Arkansas	Florida	Georgia
California	Colorado	Idaho	Illinois
Illinois	Indiana	Iowa	Kansas
Indiana	Iowa	Kansas	Kentucky
Iowa	Kansas	Kentucky	Louisiana
Kansas	Kentucky	Louisiana	Maine
Louisiana	Maine	Maine	Massachusetts
Maine	Massachusetts	Massachusetts	Michigan
Massachusetts	Michigan	Michigan	Minnesota
Michigan	Minnesota	Minnesota	Mississippi
Minnesota	Mississippi	Mississippi	Missouri
Mississippi	Missouri	Missouri	Montana
Missouri	Montana	Montana	Nebraska
Montana	Nebraska	Nebraska	Nevada
Nebraska	Nevada	Nevada	New Hampshire
Nevada	New Hampshire	New Hampshire	New Jersey
New Hampshire	New Jersey	New Jersey	New Mexico
New Jersey	New Mexico	New Mexico	New York
New Mexico	New York	New York	North Carolina
New York	North Carolina	North Carolina	North Dakota
North Carolina	North Dakota	North Dakota	Ohio
North Dakota	Ohio	Ohio	Oklahoma
Ohio	Oklahoma	Oklahoma	Oregon
Oklahoma	Oregon	Oregon	Pennsylvania
Oregon	Pennsylvania	Pennsylvania	Rhode Island
Pennsylvania	Rhode Island	Rhode Island	South Carolina
Rhode Island	South Carolina	South Carolina	South Dakota
South Carolina	South Dakota	South Dakota	Tennessee
South Dakota	Tennessee	Tennessee	Texas
Tennessee	Texas	Texas	Utah
Texas	Utah	Utah	Vermont
Utah	Vermont	Vermont	Virginia
Vermont	Virginia	Virginia	Washington
Virginia	Washington	Washington	West Virginia
Washington	West Virginia	West Virginia	Wisconsin
West Virginia	Wisconsin	Wisconsin	Wyoming
Wisconsin	Wyoming	Wyoming	
Wyoming			

## THE DEMAND FOR PUBLIC ACCOUNTING RECRUITS

### Participation in Demand Survey

The 1974 study of demand, like the prior three, consisted primarily of larger firm participation. This "larger firm" classification, defined as firms with 10 or more Institute members, included 349 firms. For the 1974 demand survey, those firms which responded to the 1973 survey plus a random selection of new firms moving into each category were contacted. This sample consisted of 82 firms and included all of the 20 firms with the most Institute members. The firms contacted were asked to report their actual demand for 1972-73, to update their projections for the four years 1973-74 through 1976-77, and to make a projection for 1977-78.

Of the 82 firms contacted, 59 replied, including all of the 20 firms with the most Institute members. The aggregate demand data reported in this study are based upon these 59 replies. Results for the 267 firms not sampled and the 23 firms that did not reply were estimated based upon demand indicated by the responding firms. For purposes of this estimate, firms were classified by size. Within each class-size, the results for the nonsampled and nonresponding firms were estimated to be the same as the responding firms.

As a result of the excellent responses from the largest firms, the amount of estimation involved was minor. Estimates applicable to nonrespondents and firms not included in the sample are about 11% of the demand totals.

A summary of the participation in the survey follows:

<i>Number of Institute Members</i>		<i>Firms</i>		<i>Survey Requests</i>		<i>Responses</i>	
		<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>
More than	32	47	14	42	51	36	61
	22-32	38	11	11	13	6	10
	16-21	50	14	12	15	7	12
	10-15	<u>214</u>	<u>61</u>	<u>17</u>	<u>21</u>	<u>10</u>	<u>17</u>
		<u>349</u>	<u>100</u>	<u>82</u>	<u>100</u>	<u>59</u>	<u>100</u>

## Introduction: The Dowry

The dowry is a gift of property from the bride's family to the groom's family. It is a tradition that has been practiced in many cultures for centuries. The dowry is often seen as a way for the bride's family to provide the groom with the resources he needs to start a new life. In some cultures, the dowry is also seen as a way for the bride's family to show their love and support for the groom. The dowry is often a valuable asset, and it can be used in many ways. It can be used to buy land, to start a business, or to provide for the groom's family. The dowry is often a source of pride for the bride's family, and it is often passed on to the groom's family as well.

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## The Dowry in Agricultural Research

Dowry		Agricultural Research	
Item	Value	Item	Value
Land	100	Land	100
Tools	50	Tools	50
Seeds	20	Seeds	20
Water	10	Water	10
Food	5	Food	5
Shelter	5	Shelter	5
Transport	5	Transport	5
Education	5	Education	5
Healthcare	5	Healthcare	5
Other	5	Other	5
Total	180	Total	180

## Results of Demand Study

The aggregate results of the 1974 demand study and a comparison of the 1974 and 1973 studies are shown in Tables XIII and XIV at the end of this section.

*Results of 1972-73.* Actual demand for holders of bachelor's degrees was 5% above the numbers estimated in the 1973 study. Actual demand for holders of master's degrees was approximately the same as predicted in the 1973 study. There apparently was little offset between the different size firms, so that the results for 1972-73 for all size firms was approximately the same as the 1973 study prediction except that more holders of bachelor's degrees were engaged by all firms.

The three earlier studies suggested that the larger the firm the greater the emphasis upon the master's degree. The actual demand for 1972-73 as reported in the 1974 study continues to support this suggestion in that 23% of the total recruits hired by firms with more than 32 Institute members held master's degrees while only 9% of the total recruits hired by firms with from 10 to 32 Institute members held master's degrees. The percentage of total recruits holding master's degrees hired by the smaller firms, however, has increased substantially from 1970-71, when only 5% of the total recruits hired by firms with from 10 to 27 Institute members held master's degrees.

### PERCENTAGE OF NEW EMPLOYEES EXPECTED TO HOLD MASTER'S DEGREES

#### *Firm Size (Institute Members)*

<u>Year</u>	<u>More than 32</u>	<u>10 to 32</u>
1972-73	23%	9%
1973-74	23	10
1974-75	24	10
1975-76	24	10
1976-77	25	11
1977-78	25	11

*Predictions for 1973-74 through 1977-78.* Demand for holders of bachelor's degrees is slightly greater in the current years than that given in the 1973 study (Table XIV). The major change between the 1974 and 1973 studies is the decrease in the demand for holders of master's degrees. The 1973 study predicted that by 1976-77, 25% of recruits would hold the master's degree. This prediction has dropped to 23% in the 1974 study. The decrease is due to a change in the larger firms' demand. This is the second year in which the expected demand for master's degrees has declined. The 1973 study predicted for the larger firms a 1% increase in total demand for holders of master's degrees from 1972-73 to 1976-77 with a 2% increase in total demand for the smaller firms. The 1974 study shows that both the larger and smaller firms are predicting only a 2% increase in master's degrees for the years to 1977-78 while the total number sought will be up 70% by 1978.

The purpose of this study is to determine the effect of the use of the computer on the learning of the English language.

The study was conducted in a classroom where the students were learning the English language. The students were divided into two groups: one group used the computer and the other group did not use the computer.

The results of the study showed that the students who used the computer had a higher level of learning than the students who did not use the computer. This was true for all the subjects that were tested.

The study also showed that the students who used the computer had a higher level of motivation than the students who did not use the computer.

The study was conducted in a classroom where the students were learning the English language.

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**TABLE XIII**  
**DEMAND FOR PUBLIC ACCOUNTING RECRUITS**  
**1967-68 to 1977-78**

<i>Year</i>	<i>Educational Level</i>		<i>Total Demand</i>
	<i>Bachelor's Degree</i>	<i>Master's Degree</i>	
1967-68	6,600	1,500	8,100
1968-69	9,600	1,800	11,400
1969-70	9,900	1,900	11,800
1970-71	5,300	1,600	6,900
1971-72	6,800	2,000	8,800
1972-73	8,900	2,400	11,300
1973-74	9,700	2,800	12,500
1974-75	10,500	3,000	13,500
1975-76	11,300	3,300	14,600
1976-77	12,200	3,700	15,900
1977-78	13,100	4,100	17,200

**NOTE:** As explained in the report, this demand is based upon a survey of firms with 10 or more Institute members.

TABLE XII  
DEMAND FOR PUBLIC ACCOUNTING SERVICES  
1955-56 to 1973-74

Year	Students Enrolled	Students Employed	Total Demand
1955-56	1,200	1,200	2,400
1956-57	1,400	1,400	2,800
1957-58	1,600	1,600	3,200
1958-59	1,800	1,800	3,600
1959-60	2,000	2,000	4,000
1960-61	2,200	2,200	4,400
1961-62	2,400	2,400	4,800
1962-63	2,600	2,600	5,200
1963-64	2,800	2,800	5,600
1964-65	3,000	3,000	6,000
1965-66	3,200	3,200	6,400
1966-67	3,400	3,400	6,800
1967-68	3,600	3,600	7,200
1968-69	3,800	3,800	7,600
1969-70	4,000	4,000	8,000
1970-71	4,200	4,200	8,400
1971-72	4,400	4,400	8,800
1972-73	4,600	4,600	9,200
1973-74	4,800	4,800	9,600

Source: Ministry of Education, Government of India, New Delhi, 1974.

**TABLE XIV**  
**COMPARISON OF 1974 AND 1973 DEMAND STUDIES**  
**1972-73 to 1976-77**

<i>Year</i>	<i>Educational Level</i>					
	<i>Bachelor's Degree</i>		<i>Master's Degree</i>		<i>Total Demand</i>	
	<i>1974 Study</i>	<i>1973 Study</i>	<i>1974 Study</i>	<i>1973 Study</i>	<i>1974 Study</i>	<i>1973 Study</i>
1972-73	8,900	8,500	2,400	2,400	11,300	10,900
1973-74	9,700	9,500	2,800	2,600	12,500	12,100
1974-75	10,500	10,400	3,000	3,000	13,500	13,400
1975-76	11,300	11,400	3,300	3,400	14,600	14,800
1976-77	12,200	12,200	3,700	4,000	15,900	16,200

TABLE 20  
COMPARISON OF 1971 AND 1972 DEMAND STUDIES  
1972 TO 1973

1971 Demand Study		1972 Demand Study		1973 Demand Study		1974 Demand Study	
Year	Study	Year	Study	Year	Study	Year	Study
1971	10,000	1972	12,000	1973	14,000	1974	16,000
1972	12,000	1973	14,000	1974	16,000	1975	18,000
1973	14,000	1974	16,000	1975	18,000	1976	20,000
1974	16,000	1975	18,000	1976	20,000	1977	22,000
1975	18,000	1976	20,000	1977	22,000	1978	24,000

## RELATIONSHIPS BETWEEN SUPPLY OF ACCOUNTING GRADUATES AND DEMAND FOR PUBLIC ACCOUNTING RECRUITS

Tables XV to XVII at the end of this section attempt to show the relationships between supply and demand.

The supply of accounting graduates and the demand for public accounting recruits are separate but overlapping populations. Some of the factors that should be considered in discussing them are:

1. The supply of graduates includes many students who are not interested in public accounting.
2. Holders of bachelor's degrees who go on to graduate study are reported twice, in the year they receive the bachelor's degree and in the year they receive the master's degree.
3. Demand is often filled by students who did not major in accounting. (This is particularly true at the master's level, because this study may not have identified all MBAs concentrating in or interested in accounting.)

Observations relating to the relationship between supply and demand should be made with these qualifications in mind.

The 1973 study noted that the ratio of demand to supply was expected to increase sharply over the next five years, but at a slower rate than that predicted in the 1972 study. This has not happened because the large increases in the supply of graduates have exceeded the relatively modest demand increases that continue to be projected by the firms.

Total supply is estimated to be up 8% over the 1973 projections for 1976-77 while total demand is down 2%. The supply of bachelor's degree holders is estimated to be 9% greater in the 1974 survey over the 1973 survey while demand is unchanged in 1976-77. By contrast, the supply of master's degree holders in 1976-77 was estimated to be 4% higher in 1974 over 1973 while demand declined for the same years by 8%.

The ratios in Tables XV to XVII may be placed in better perspective by comparison with data generated in another independent study<sup>2</sup> completed in 1972-73 which showed that the type of employment sought by accounting majors graduating in 1972 was as follows:

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<sup>2</sup>Doyle Z. Williams, A Statistical Survey of Accounting Education 1972-73, (New York: AICPA, 1974), p. 35.

# RELATIONSHIP BETWEEN THE QUALITY OF ACCOUNTING GRADUATES AND DEMAND FOR PUBLIC ACCOUNTING SERVICES

The purpose of this study is to determine the relationship between the quality of accounting graduates and the demand for public accounting services. The study is based on the following hypotheses:

H1: There is a positive relationship between the quality of accounting graduates and the demand for public accounting services.

H2: The quality of accounting graduates is a significant determinant of the demand for public accounting services.

The study is based on the following hypotheses:

H3: The quality of accounting graduates is a significant determinant of the demand for public accounting services.

The study is based on the following hypotheses:

H4: The quality of accounting graduates is a significant determinant of the demand for public accounting services.

The study is based on the following hypotheses:

H5: The quality of accounting graduates is a significant determinant of the demand for public accounting services.

The study is based on the following hypotheses:

H6: The quality of accounting graduates is a significant determinant of the demand for public accounting services.

Public accounting	41.0%
Business/industry	29.3
Government	8.4
Continued education in graduate school	7.9
Other and undeterminable	<u>13.4</u>
Total	<u><u>100.0%</u></u>

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**TABLE XV**  
**RELATIONSHIP BETWEEN SUPPLY OF ACCOUNTING**  
**GRADUATES AND DEMAND FOR PUBLIC ACCOUNTING RECRUITS**  
**1967-68 to 1977-78**

<i>Year</i>	<i>Supply of Graduates</i>	<i>Demand for Recruits</i>	<i>Ratio (%)</i>	<i>Ratio Per 1973 Study (%)</i>
1967-68	17,200	8,100	47	47
1968-69	18,700	11,400	61	61
1969-70	20,000	11,800	59	59
1970-71	22,700	6,900	30	30
1971-72	26,000	8,800	34	34
1972-73	29,000	11,300	39	38
1973-74	32,400	12,500	39	40
1974-75	34,800	13,500	39	41
1975-76	36,900	14,600	40	43
1976-77	39,000	15,900	41	45
1977-78	40,600	17,200	42	—

TABLE 10  
RELATIONSHIP BETWEEN SUPPLY OF ACCOUNTING  
GRADUATES AND DEMAND FOR PUBLIC ACCOUNTING SERVICES  
1967-68 to 1977-78

Year	Supply of Graduates	Demand for Services	Ratio Supply/Demand
1967-68	17,500	17,500	1.00
1968-69	18,000	18,000	1.00
1969-70	18,500	18,500	1.00
1970-71	19,000	19,000	1.00
1971-72	19,500	19,500	1.00
1972-73	20,000	20,000	1.00
1973-74	20,500	20,500	1.00
1974-75	21,000	21,000	1.00
1975-76	21,500	21,500	1.00
1976-77	22,000	22,000	1.00
1977-78	22,500	22,500	1.00

**TABLE XVI**  
**RELATIONSHIP BETWEEN SUPPLY OF AND DEMAND**  
**FOR HOLDERS OF BACHELOR'S DEGREES**  
**1967-68 to 1977-78**

<i>Year</i>	<i>Supply of Graduates</i>	<i>Demand for Recruits</i>	<i>Ratio (%)</i>	<i>Ratio Per 1973 Study (%)</i>
1967-68	15,700	6,600	42	42
1968-69	17,200	9,600	56	56
1969-70	18,700	9,900	53	53
1970-71	20,800	5,300	25	25
1971-72	23,800	6,800	29	29
1972-73	26,300	8,900	34	32
1973-74	29,100	9,700	33	34
1974-75	30,900	10,500	34	36
1975-76	32,400	11,300	35	37
1976-77	34,200	12,200	36	39
1977-78	35,400	13,100	37	—

TABLE 1. THE  
RELATIONSHIP BETWEEN SUPPLY OF AND DEMAND  
FOR HOSIERY OF EACH COLOR OF 1973  
AND 1974

Year	Supply of Hosiery	Demand for Hosiery	Ratio of Supply to Demand
1973	12,000	12,000	1.00
1974	12,000	12,000	1.00
1975	12,000	12,000	1.00
1976	12,000	12,000	1.00
1977	12,000	12,000	1.00
1978	12,000	12,000	1.00
1979	12,000	12,000	1.00
1980	12,000	12,000	1.00
1981	12,000	12,000	1.00
1982	12,000	12,000	1.00
1983	12,000	12,000	1.00
1984	12,000	12,000	1.00
1985	12,000	12,000	1.00
1986	12,000	12,000	1.00
1987	12,000	12,000	1.00
1988	12,000	12,000	1.00
1989	12,000	12,000	1.00
1990	12,000	12,000	1.00
1991	12,000	12,000	1.00
1992	12,000	12,000	1.00
1993	12,000	12,000	1.00
1994	12,000	12,000	1.00
1995	12,000	12,000	1.00
1996	12,000	12,000	1.00
1997	12,000	12,000	1.00
1998	12,000	12,000	1.00
1999	12,000	12,000	1.00
2000	12,000	12,000	1.00
2001	12,000	12,000	1.00
2002	12,000	12,000	1.00
2003	12,000	12,000	1.00
2004	12,000	12,000	1.00
2005	12,000	12,000	1.00
2006	12,000	12,000	1.00
2007	12,000	12,000	1.00
2008	12,000	12,000	1.00
2009	12,000	12,000	1.00
2010	12,000	12,000	1.00
2011	12,000	12,000	1.00
2012	12,000	12,000	1.00
2013	12,000	12,000	1.00
2014	12,000	12,000	1.00
2015	12,000	12,000	1.00
2016	12,000	12,000	1.00
2017	12,000	12,000	1.00
2018	12,000	12,000	1.00
2019	12,000	12,000	1.00
2020	12,000	12,000	1.00
2021	12,000	12,000	1.00
2022	12,000	12,000	1.00
2023	12,000	12,000	1.00
2024	12,000	12,000	1.00
2025	12,000	12,000	1.00
2026	12,000	12,000	1.00
2027	12,000	12,000	1.00
2028	12,000	12,000	1.00
2029	12,000	12,000	1.00
2030	12,000	12,000	1.00

**TABLE XVII**  
**RELATIONSHIP BETWEEN SUPPLY OF AND DEMAND**  
**FOR HOLDERS OF MASTER'S DEGREES**  
**1967-68 to 1977-78**

<i>Year</i>	<i>Supply of Graduates</i>	<i>Demand for Recruits</i>	<i>Ratio (%)</i>	<i>Ratio Per 1973 Study (%)</i>
1967-68	1,500	1,500	100	100
1968-69	1,500	1,800	120	120
1969-70	1,300	1,900	146	146
1970-71	1,900	1,600	84	84
1971-72	2,200	2,000	91	91
1972-73	2,700	2,400	89	92
1973-74	3,300	2,800	85	84
1974-75	3,900	3,000	77	81
1975-76	4,500	3,300	73	81
1976-77	4,800	3,700	77	87
1977-78	5,200	4,100	79	—

**NOTE:** As explained in the report, the supply determined in this study does not include all recipients of the master's degree who might seek employment in public accounting.

TABLE XVII  
RELATIONSHIP BETWEEN SUPPLY OF AND DEMAND  
FOR BREAD OF WHEAT IN SLOVAKIA  
1947 to 1952

Year	Supply of Bread (tons)	Demand for Bread (tons)	Ratio (Supply to Demand %)
1947	1,200	1,200	100
1948	1,200	1,200	100
1949	1,200	1,200	100
1950	1,200	1,200	100
1951	1,200	1,200	100
1952	1,200	1,200	100

NOTE: The quantity of the supply of bread in 1947 was 1,200 tons, which was equal to the demand for bread in 1947. The quantity of the supply of bread in 1948 was 1,200 tons, which was equal to the demand for bread in 1948. The quantity of the supply of bread in 1949 was 1,200 tons, which was equal to the demand for bread in 1949. The quantity of the supply of bread in 1950 was 1,200 tons, which was equal to the demand for bread in 1950. The quantity of the supply of bread in 1951 was 1,200 tons, which was equal to the demand for bread in 1951. The quantity of the supply of bread in 1952 was 1,200 tons, which was equal to the demand for bread in 1952.

