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Supply of accounting graduates and the demand for public accounting recruits, 1994

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The Supply Of Accounting Graduates And the Demand For Public Accounting Recruits—1994



AICPA

American
Institute of
Certified
Public
Accountants

Academic & Career Development

The Supply of Accounting Graduates and the Demand for Public Accounting Recruits—1994

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Table of Contents

Introduction	1
Executive Summary	3
The Supply of Accounting Graduates	5
Survey Methodology: Colleges and Universities	5
Results of the Survey	7
New Bachelor's, Master's, and Ph.D. Graduates	7
Gender Data for New Graduates	11
Ethnic/Racial Data for New Graduates	12
Placement of New Graduates	14
Accounting Enrollment	19
Accounting Enrollment Trends	21
Uniform CPA Examination	22
The Demand for Public Accounting Recruits	25
Survey Methodology: Public Accounting Firms/Practices	25
Results of the Survey	27
New Graduates Employed — Accounting Degrees	27
New Graduates Employed — Nonaccounting Degrees	32
Area of Assignment	33
Gender Data for New Graduates Employed	34
Ethnic/Racial Data for New Graduates Employed	35
Recruiting Activities	36
Professional Staff Employed	37
Experienced Recruits Employed	42
Paraprofessional Staff Employed	43
APPENDIX A — Survey Questionnaires	45
APPENDIX B — Survey Methodology	63
APPENDIX C — Breakdown of Geographic Regions Referred to in Tables 8, 9, 16, 17, and 27	66
APPENDIX D — Historical Trend Tables	67

Introduction

The American Institute of Certified Public Accountants' (AICPA) Academic and Career Development Division is pleased to present the 1994 edition of *The Supply of Accounting Graduates and the Demand for Public Accounting Recruits*. This report is based on a survey conducted in late 1993/early 1994 of all U.S. colleges and universities that offer accounting programs and a survey of public accounting firms and sole practitioners affiliated with the Institute.

Both the "supply" and "demand" surveys were expanded to obtain additional information for this report. On the supply side, we report data on accounting enrollments and Ph.D. graduates for the first time, as well as detailed gender and ethnic/racial data for accounting graduates. On the demand side, we report detailed gender and ethnic/racial data for professional staff, including CPAs and partners/owners.

Of note, the number of master's graduates in 1992–93 was 5,330, substantially less than the 7,070 in 1991–92 but roughly equivalent to the 1990–91 total (5,540). These wide fluctuations may result from reporting errors because many MBA in accounting programs are not managed by accounting department heads (to whom the survey is mailed). As a result, estimation errors could occur. We are studying the problem and anticipate minor changes in future questionnaires to ensure that more accurate data are provided in the years to come.

A total of 1,139 schools were surveyed for the 1994 report, an increase of 362 schools from the previous year's report. The additional schools were obtained from the AICPA's electronic database of schools that offer accounting programs. The database features a more comprehensive listing of schools than any resources used in the past for this survey. Included are schools with business administration programs accredited by the American Assembly of Collegiate Schools of Business (AACSB), schools with business administration programs accredited by the Association of Collegiate Business Schools and Programs (ACBSP), and nonaccredited schools. Of note, this is the first time the survey has included ACBSP schools.

Although more than 1,100 schools were initially surveyed for this report, many of the additional schools tend to be smaller and do not graduate many accounting students. As a result, only 864 of the 1,139 schools who received the survey are included in the results. The 864 schools include the 777 schools surveyed the previous year, as well as 87 "new" schools that reported 10 or more accounting graduates. The overall response rate for the supply portion of the report was 54 percent (469 of 864).

In addition, 21,191 firms/practices were surveyed for this report, an increase of 768 firms/practices from the 1993 report (in actuality, 21,286 firms/practices were surveyed, but 95 questionnaires were returned because they were undeliverable). The overall response rate for the demand portion of the report was 31 percent (6,506 of 21,191). Among the firm-size groups, the response rate was 79 percent for the largest firms (those with more than 200 AICPA members), 32 percent for firms with 50 to 200 AICPA members, 48 percent for firms with 10 to 49 AICPA members, and 29 percent for firms/practices with less than 10 AICPA members. Although no attempt was made to directly determine the number of accounting graduates employed by major employers outside of public practice (e.g., industry), the report does provide a breakdown from the perspective of the schools on where 1992–93 accounting graduates were placed (e.g., public practice, government).

The report is presented in two sections: the “supply” of accounting graduates and the “demand” for public accounting recruits. In many of the charts, data are presented for three time periods. Tables in the supply portion report figures for the 1990–91, 1991–92, and 1992–93 academic years, while tables in the demand portion provide figures for the 1991, 1992, and 1993 calendar years. Many of the tables also include the rate of growth between the 1991–92 and 1992–93 academic years (supply) and the 1992 and 1993 calendar years (demand).

Tables that report actual **numbers** are based upon data provided by respondents and extrapolations of data for nonrespondents. Two different methodologies were used for tables that report **percentages**. In the past, the percentages reported in these tables were based solely on data provided by respondents. For comparative purposes, this methodology was repeated in those tables that carried over from previous years. However, a “weighted” methodology was developed for all of the “demand” tables based on the various firm-size categories. As a result, “demand” tables that carried over from previous years feature both methodologies, while all new “demand” tables feature only the weighted methodology. A more detailed explanation of the methodology employed in both the supply and demand surveys can be found at the start of their respective sections and in Appendix B.

The report also includes separate trend tables on enrollments in accounting programs two years from now and recruiting activities in 1993 relative to 1992. Also featured is a table on the number of candidates who took and passed all parts of the Uniform CPA Examination in 1993. Tables showing historical trends from 1971 to 1990 are included in Appendix D.

We would like to thank the participating schools, firms, and sole practitioners for their continued support of the survey.

Executive Summary

The AICPA's annual survey of colleges and universities and public accounting firms and practices revealed an 8 percent decrease in the number of new accounting graduates in 1992–93 compared to 1991–92, as well as a slight decrease (2 percent) in the number of new accounting graduates employed by firms/practices in 1993 vs. 1992.

Following are some of the key findings from the **supply** portion of the report:

- Slightly more than 50,000 bachelor's in accounting degrees were awarded in 1992–93, a 6 percent decline from the previous academic year.
- There were 5,330 master's in accounting graduates in 1992–93, a 25 percent decline from 1991–92 (7,070). It should be noted, however, that the 1992–93 figure is relatively comparable to the 1990–91 total (5,540).
- For the first time, the survey gathered data on Ph.D. in accounting/taxation degrees awarded, of which there were 200 in 1992–93.
- There were 16,650 bachelor's in accounting degrees awarded by schools with accounting programs accredited by the American Assembly of Collegiate Schools of Business (AACSB). This represents a 16 percent jump from the 1991–92 academic year.
- The number of master's in accounting graduates from accredited business administration programs was 14 percent less than the previous academic year. The number of master's in accounting graduates from nonaccredited business administration programs was 1,050—half of the 1991–92 total.
- Both public and private schools experienced declines in the number of accounting graduates with bachelor's and/or master's degrees in 1992–93 vs. 1991–92. All four regions of the country also experienced decreased numbers of bachelor's and master's accounting graduates over the same period.
- There were about a third less master's in taxation recipients and nearly half as many MBA in accounting recipients in 1992–93 compared to the previous academic year.
- More females than males (54 percent to 46 percent) received bachelor's in accounting degrees in 1992–93. However, more males than females (53 percent to 47 percent) received master's in accounting degrees during the same period.
- Four of five bachelor's in accounting graduates and approximately three of four master's in accounting graduates were White in 1992–93.
- Among the ethnic/racial groups, Blacks and Asians represented the largest segments receiving bachelor's in accounting degrees (7 percent and 6 percent, respectively), while Asians represented the largest segment receiving master's in accounting degrees (8 percent) in 1992–93.
- Business and industry attracted slightly more new bachelor's in accounting graduates than public accounting in 1992–93. However, more than half of the new master's in accounting graduates were placed in public accounting (52 percent).
- Nearly 180,000 students are enrolled in bachelor's in accounting programs and slightly more than 12,000 students are enrolled in various master's in accounting/taxation programs.
- As with the accounting graduates' data, more females than males are enrolled in bachelor's in accounting programs (55 percent to 45 percent) while more males than females are enrolled

in master's in accounting programs (54 percent to 46 percent). Among ethnic/racial groups, Blacks represent the largest non-White segment enrolled in bachelor's in accounting programs (12 percent), while Asians represent the largest non-White segment enrolled in master's in accounting programs (10 percent).

- Schools are optimistic that enrollment in accounting programs will be higher or the same as current enrollment figures two years from now—particularly for master's programs.

Following are some of the highlights from the **demand** portion of the report:

- The number of new bachelor's in accounting graduates employed by firms/practices in 1993 was 19,320, a 3 percent decline from 1992.
- Over the same period, the number of new master's in accounting graduates employed by firms/practices increased slightly from 2,650 to 2,670.
- Firms with more than 200 AICPA members employed more than 400 new accounting graduates in 1993 vs. 1992. However, firms/practices with less than 10 members employed about 900 fewer new bachelor's in accounting graduates in 1993 compared to 1992.
- New master's in accounting graduates represented 13 percent of all new accounting graduates employed by firms/practices in 1993. Of note, new master's in accounting graduates represent 18 percent of all new accounting graduates employed by firms with more than 200 AICPA members.
- Eighteen percent of new graduates employed by firms/practices have nonaccounting degrees.
- About two-thirds of new graduates employed by firms/practices were assigned to accounting/auditing in 1993.
- Firms/practices employed slightly more new graduates who are male (51 percent) than female (49 percent) in 1993.
- Non-Whites represented 14 percent of the new graduates employed by firms/practices in 1993. Among that group, Asians represented the largest non-White segment employed (8 percent).
- Males represented nearly two-thirds (64 percent) of the professional staff employed by firms/practices in 1993.
- Whites represented 92 percent of the professional staff employed by firms/practices in 1993. Firms with more than 200 AICPA members represented the firm-size group with the largest percentage of non-White professional staff (11 percent).
- Firms/practices reported a professional staff turnover of 14 percent in 1993.
- Males represented 71 percent of the CPAs and 87 percent of the partners/owners employed by firms/practices in 1993. Firms/practices with less than 10 AICPA members represented the firm-size group with the largest percentage of female partners/owners (16 percent).
- Whites represented 95 percent of the CPAs and 95 percent of the partners/owners employed by firms/practices in 1993.
- More than 80 percent of all firm-size groups reported that the number of experienced recruits and paraprofessional staff employed in 1993 was the same or higher than in 1992.

The Supply of Accounting Graduates

Survey Methodology: Colleges and Universities

In late 1993/early 1994, the AICPA conducted a survey of U.S. colleges and universities that have accounting programs. A total of 1,139 schools identified as having accounting programs leading to a bachelor's degree, master's degree, and/or Ph.D. degree were sent survey questionnaires in December 1993. Non-responding schools were sent follow-up questionnaires in early January 1994.

The questionnaires asked accounting program administrators to indicate the number of new accounting graduates with bachelor's degrees, master's degrees, MBA degrees with a concentration in accounting, master's degrees in taxation, and Ph.D. degrees in accounting or taxation. Actual data for the 1992–93 academic year were requested (i.e., September 1992 through August 1993). Schools were also asked to provide breakdowns of their total accounting graduates by gender, ethnic/racial background, and employment placement (i.e., the number going into public accounting, business or industry, government, and other fields). In addition, data on accounting enrollment and background information on the schools were gathered. See Appendix A for a copy of the survey questionnaire.

Schools having accounting programs were identified through the AICPA's electronic database. The database features schools accredited by the American Assembly of Collegiate Schools of Business (AACSB), Association of Collegiate Business Schools and Programs (ACBSP), and nonaccredited schools.

The AACSB accredits bachelor's and master's degree programs in business administration and accounting in the U.S. The membership of domestic educational institutions in the AACSB is divided into schools with accredited business administration programs and schools with nonaccredited business administration programs. Of those schools that have an accredited business administration program, 96 have a level of accounting accreditation. The ACBSP, established in 1990, accredits two-year, four-year, and graduate business administration programs in the U.S.

Although 1,139 schools were surveyed for the 1994 report, the survey pool was reduced to 864 schools. The 864 schools include the 777 schools surveyed the previous year, as well as 87 "new" schools that reported 10 or more accounting graduates. The remaining 275 schools not included in the survey pool are either "new" school respondents that reported less than 10 accounting graduates or "new" school nonrespondents. Because these schools tend to be smaller and do not graduate many accounting students, the AICPA decided not to include them in the survey pool out of concern that the results would inaccurately represent the population of schools under study. Therefore, the overall response rate for the supply portion of the report was 54 percent (469 of 864).

Table 1 indicates the response rates for the various school classifications. Responses were received from 58 percent of the AACSB schools with business accreditation, 37 percent of the ACBSP schools with business accreditation, and 54 percent of the nonaccredited schools. In addition, responses were received from 64 of the 96 AACSB schools with accounting accreditation (67 percent). Other response rates include 53 percent for public schools and 55 percent for private schools, and 55 percent for majority schools and 45 percent for minority schools. (**Note:** Minority schools include historically Black colleges and universities and other predominantly minority institutions. Predominantly minority institutions are defined as those schools with 51 percent or more minority enrollment. The racial and ethnic groups identified for determining a school's minority status are Native American/Alaskan Native, Asian/Pacific Islander, Black non-Hispanic, and Hispanic.)

TABLE 1			
Number of Schools Surveyed for 1994 Report			
	<i>Number of Questionnaires Mailed</i>	<i>Number of Schools Responding</i>	<i>Response Rate %</i>
AACSB-Accredited Business Administration Programs	280	161	58
ACBSP-Accredited Business Administration Programs	30*	11	37
Nonaccredited Business Administration Programs	554	297	54
AACSB-Accredited Accounting Programs	96	64	67
Public Schools	419	224	53
Private Schools	445	245	55
Majority Schools	778	430	55
Minority Schools	86	39	45
Total Schools	864	469	54

* Because the survey includes only 30 schools with ACBSP-accredited business administration programs (from which 11 responded), their results have been combined throughout the report with AACSB-accredited business administration programs.

Schools that responded to the survey mirror, as a group, the total population of schools under study. Responding schools closely match all schools with respect to accounting faculty size and classification as public or private, majority or minority, and accredited or nonaccredited. As such, the supply of accounting graduates was estimated for the 46 percent of the schools that did not respond to the survey. The results of this report thus cover the entire population of schools under study.

Results of the Survey

New Bachelor's, Master's, and Ph.D. Graduates

Table 2 indicates the number of new accounting graduates from all schools offering bachelor's, master's, and/or Ph.D. degrees for the 1990–91, 1991–92, and 1992–93 academic years. The number of accounting graduates with bachelor's degrees decreased by 6 percent from the 1991–92 academic year (53,320 to 50,060). The number of master's recipients also decreased, from 7,070 in 1991–92 to 5,330 in 1992–93. For the first time, the survey requested information on Ph.D. graduates. The results show that there were 200 new graduates who earned a Ph.D. in accounting or taxation in 1992–93. Overall, there was a total of 55,590 new graduates earning a bachelor's, master's, or Ph.D. degree in accounting or taxation in 1992–93. Figure 1 compares 1992–93 data with 1991–92 data regarding new accounting graduates with bachelor's degrees, master's degrees, and combined bachelor's/master's degrees.

TABLE 2
New Accounting Graduates from All Schools

	<i>Bachelor's</i>	<i>Master's</i>	<i>Ph.D.</i>	<i>Total</i>
1990–91	53,600	5,540	*	59,140
1991–92	53,320	7,070	*	60,390
1992–93	50,060	5,330	200	55,590
Rate of Growth:				
1991–92 to 1992–93	–6%	–25%	*	–8%

* The number of Ph.D. graduates was not asked in previous surveys.

FIGURE 1
New Accounting Graduates from All Schools
(Total Bachelor's and Master's Degrees)

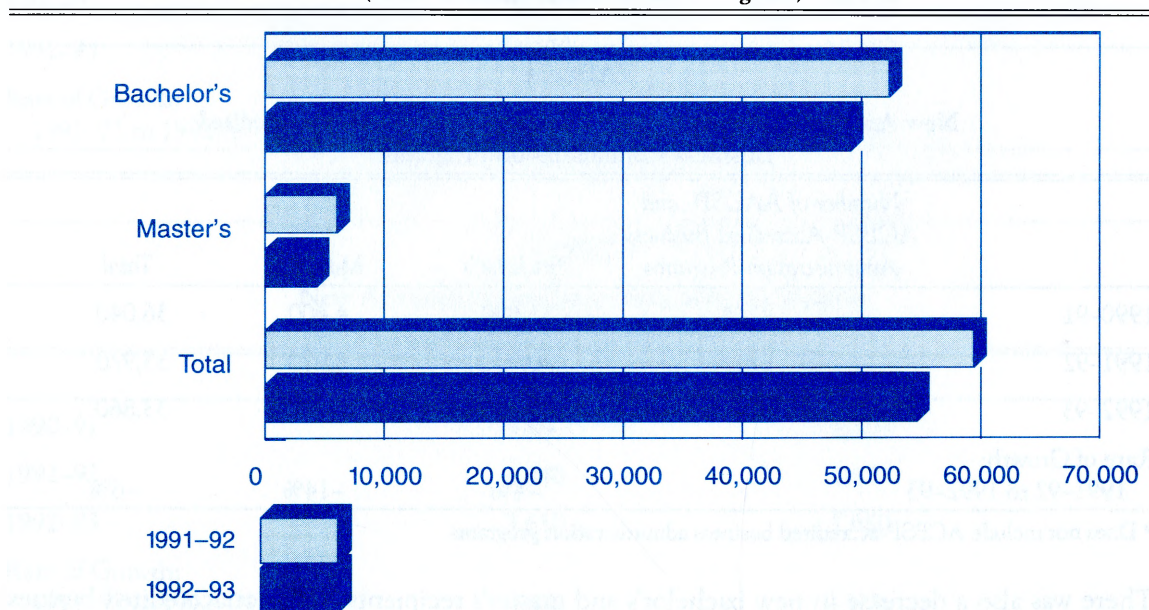


Table 3 shows the number of new accounting graduates by program from AACSB schools with accredited accounting programs (of which there are 96 such schools). The AACSB accredits three types of accounting programs: bachelor's in accounting, MBA with a concentration in accounting, and master's in accounting.

There was a 16 percent increase in the number of bachelor's in accounting recipients from accredited accounting programs in 1992–93 compared to the previous academic year. On the master's side, however, there was a 30 percent decrease in the number of graduates with an MBA in accounting and a 42 percent decrease in the number of graduates with a master's in accounting.

TABLE 3				
New Accounting Graduates from AACSB-Accredited Accounting Programs				
	<i>Number of AACSB-Accredited Accounting Programs</i>	<i>Bachelor's</i>	<i>MBA in Accounting</i>	<i>Master's in Accounting</i>
1990–91	91	13,970	370	1,370
1991–92	97	14,380	230	1,470
1992–93	96	16,650	160	850
Rate of Growth: 1991–92 to 1992–93		16%	–30%	–42%

Table 4, which provides figures for new accounting graduates from AACSB and ACBSP schools with accredited business administration programs, shows a decrease in both the number of bachelor's and master's recipients in the 1992–93 academic year compared to 1991–92. The number of bachelor's recipients decreased by 4 percent and the number of master's recipients by 14 percent. Overall, the combined number of bachelor's and master's recipients decreased by 6 percent, from 35,920 in 1991–92 to 33,860 in 1992–93. Of note, this is the first time the survey has included schools with ACBSP-accredited business administration programs.

TABLE 4				
New Accounting Graduates from AACSB- and ACBSP-Accredited Business Administration Programs				
	<i>Number of AACSB- and ACBSP-Accredited Business Administration Programs</i>	<i>Bachelor's</i>	<i>Master's</i>	<i>Total</i>
1990–91	276*	31,640	4,400	36,040
1991–92	281*	30,950	4,970	35,920
1992–93	310	29,580	4,280	33,860
Rate of Growth: 1991–92 to 1992–93		–4%	–14%	–6%

* Does not include ACBSP-accredited business administration programs.

There was also a decrease in new bachelor's and master's recipients from nonaccredited business administration programs in 1992–93 compared to the previous academic year. As indicated in Table 5, the number of accounting graduates with bachelor's degrees decreased by 8 percent. The number of master's recipients decreased significantly — from 2,100 to 1,050.

TABLE 5				
New Accounting Graduates from Nonaccredited Business Administration Programs				
	<i>Number of Nonaccredited Business Administration Programs</i>	<i>Bachelor's</i>	<i>Master's</i>	<i>Total</i>
1990-91	521	21,960	1,140	23,100
1991-92	496	22,370	2,100	24,470
1992-93	554	20,480	1,050	21,530
Rate of Growth:				
1991-92 to 1992-93		-8%	-50%	-12%

Table 6 examines the number of new accounting graduates with bachelor's degrees from public and private schools. There was a 7 percent decline in the number of bachelor's in accounting graduates from public schools in 1992-93 vs. 1991-92. The number of bachelor's in accounting recipients from private schools decreased by 5 percent.

Table 7 looks at the number of new accounting graduates with master's degrees from these schools. Public schools experienced a 21 percent decline in the number of master's in accounting recipients in 1992-93 vs. the previous academic year. Private schools also experienced a significant decrease in master's in accounting graduates over the same period. There were 1,680 graduates—a 31 percent decline from 1991-92.

TABLE 6		
New Accounting Graduates with Bachelor's Degrees from Public and Private Schools		
	<i>Public</i>	<i>Private</i>
1990-91	37,000	16,600
1991-92	36,750	16,570
1992-93	34,270	15,790
Rate of Growth:		
1991-92 to 1992-93	-7%	-5%

TABLE 7		
New Accounting Graduates with Master's Degrees from Public and Private Schools		
	<i>Public</i>	<i>Private</i>
1990-91	3,680	1,860
1991-92	4,640	2,430
1992-93	3,650	1,680
Rate of Growth:		
1991-92 to 1992-93	-21%	-31%

Tables 8 and 9 provide figures for new accounting graduates with bachelor's and master's degrees, respectively, by geographic region (see Appendix C for the breakdown of states by region). The North Central and Southern regions experienced slight declines in new accounting graduates with bachelor's degrees (1 percent and 5 percent, respectively) in 1992–93 compared to 1991–92. The Eastern and Pacific regions experienced larger declines over the same period—10 percent and 9 percent, respectively. On the master's side, the decline in accounting graduates was even greater, ranging from 21 percent for the Southern region to 27 percent for the North Central region.

TABLE 8
New Accounting Graduates
with Bachelor's Degrees by Geographic Region

	<i>Eastern</i>	<i>North Central</i>	<i>Southern</i>	<i>Pacific</i>
1990–91	13,500	14,900	17,560	7,640
1991–92	13,290	14,610	17,760	7,400
1992–93	11,920	14,510	16,870	6,760
Rate of Growth: 1991–92 to 1992–93	–10%	–1%	–5%	–9%

TABLE 9
New Accounting Graduates
with Master's Degrees by Geographic Region

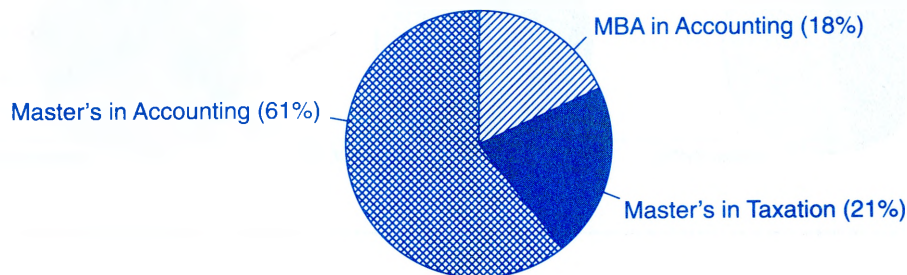
	<i>Eastern</i>	<i>North Central</i>	<i>Southern</i>	<i>Pacific</i>
1990–91	1,460	1,400	1,910	770
1991–92	1,870	1,750	2,380	1,050
1992–93	1,400	1,280	1,870	780
Rate of Growth: 1991–92 to 1992–93	–25%	–27%	–21%	–26%

Table 10 focuses on the number of new accounting graduates with master's degrees by type of program. The three types of programs covered are master's in accounting, MBA in accounting, and master's in taxation. The number of master's in accounting graduates decreased by 12 percent, from 3,670 in 1991–92 to 3,240 in 1992–93. The number of MBA in accounting recipients declined by 45 percent while the number of master's in taxation graduates dropped by 32 percent over the same period. Figure 2 shows the breakdown of new accounting graduates with master's degrees by type of program.

TABLE 10			
New Accounting Graduates with Master's Degrees by Type of Program			
	<i>Master's in Accounting</i>	<i>MBA in Accounting</i>	<i>Master's in Taxation</i>
1990–91	3,050	1,290	1,200
1991–92	3,670	1,700	1,700
1992–93	3,240	940	1,150
Rate of Growth: 1991–92 to 1992–93	–12%	–45%	–32%

FIGURE 2

New Accounting Graduates
with Master's Degrees by Type of Program 1992–93



Gender Data For New Graduates

Tables 11A and 11B examine the percentage of new accounting graduates by gender. As indicated in Table 11A, 53 percent of new accounting graduates (total bachelor's and master's) were female, an increase of 1 percentage point from the 1991–92 academic year. Table 11B and Figure 3 look at the breakdown of male and female accounting graduates by degree in 1992–93. More females than males received bachelor's degrees (54 percent to 46 percent). However, more males than females earned master's degrees (53 percent to 47 percent) and Ph.D. degrees (66 percent to 34 percent).

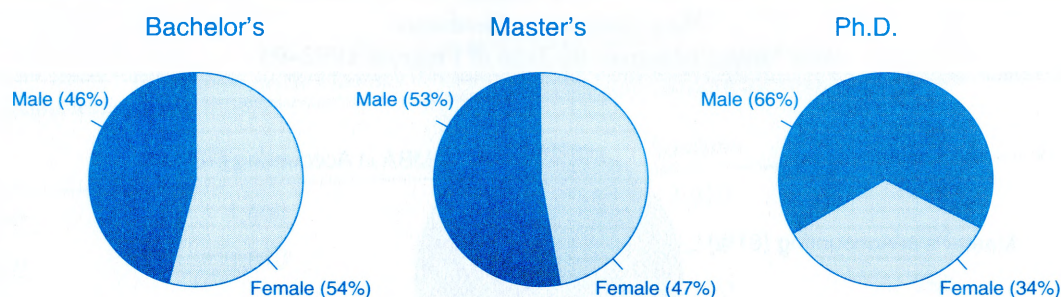
TABLE 11A
Percentage of New Accounting Graduates by Gender
(Total Bachelor's and Master's Degrees)

	Male (%)	Female (%)
1990-91	50	50
1991-92	48	52
1992-93	47	53

TABLE 11B
Percentage of New Accounting Graduates by Gender 1992-93
(by Degree)

	Bachelor's (%)	Master's (%)	Ph.D. (%)
Male	46	53	66
Female	54	47	34

FIGURE 3
Percentage of New Accounting Graduates by Gender 1992-93
(Bachelor's, Master's, and Ph.D. Degrees)



Ethnic/Racial Data For New Graduates

Tables 12A and 12B provide information on the percentage of new accounting graduates by ethnic/racial background. The tables list data for Asians, Blacks, Hispanics, Native Americans, and other minorities, as well as Whites. Whites represented 80 percent of accounting graduates (total bachelor's and master's) in 1992-93, down 1 percentage point from the previous academic year. Of the remaining 20 percent, the breakdown was 7 percent Blacks, 6 percent Asians, 4 percent Hispanics, 3 percent other minorities, and less than 0.5 percent Native Americans.

Table 12B and Figure 4 look at the ethnic/racial background of new accounting graduates by degree. Among bachelor's recipients, Whites represented 80 percent, followed by Blacks (7 percent), Asians (6 percent), and Hispanics (4 percent). Nearly a quarter (24 percent) of the master's recipients were non-White. Asians represented 8 percent of the master's graduates, fol-

lowed by other minorities (7 percent), Blacks (4 percent), and Hispanics (4 percent). Among Ph.D. graduates, Asians constituted the largest non-White group (13 percent), followed by other minorities (4 percent) and Blacks (2 percent).

TABLE 12A
Percentage of New Accounting Graduates by Ethnic/Racial Background
(Total Bachelor's and Master's Degrees)

	<i>Asian</i> (%)	<i>Black</i> (%)	<i>Hispanic</i> (%)	<i>Native</i> <i>American</i> (%)	<i>Other</i> <i>Minorities</i> (%)	<i>Total Ethnic/ Racial</i> (%)	<i>White</i> (%)
1990-91	6	6	4	*	2	18	82
1991-92	7	6	4	*	2	19	81
1992-93	6	7	4	*	3	20	80

* Less than 0.5%.

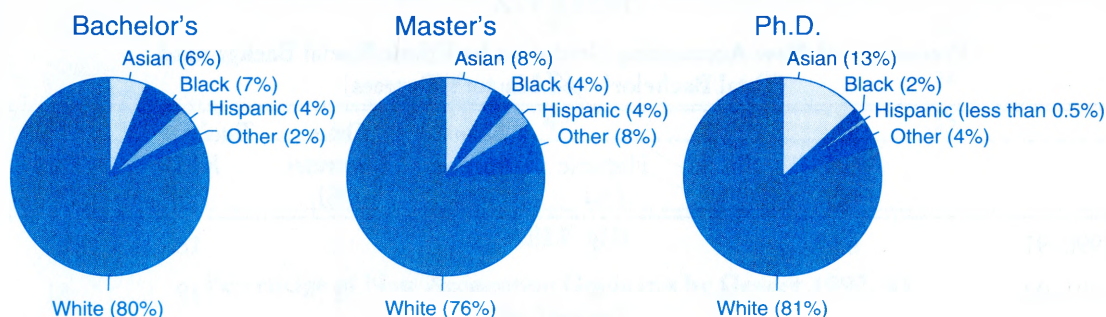
TABLE 12B
Percentage of New Accounting Graduates by Ethnic/Racial Background 1992-93
(by Degree)

	<i>Bachelor's</i> (%)	<i>Master's</i> (%)	<i>Ph.D.</i> (%)
Asian	6	8	13
Black	7	4	2
Hispanic	4	4	*
Native American	*	1	*
Other Minorities	2	7	4
Total Ethnic/Racial	20	24	19
White	80	76	81

* Less than 0.5%.

FIGURE 4

Percentage of New Accounting Graduates by Ethnic/Racial Background 1992-93
(Bachelor's, Master's, and Ph.D. Degrees)



Placement of New Graduates

Table 13 and Figure 5 highlight the various areas new accounting graduates were placed in 1992-93 as reported by the responding schools. Business and industry attracted the greatest number of bachelor's recipients (28 percent), followed by public accounting (26 percent) and graduate school (7 percent). More than half of the master's recipients went into public accounting (52 percent), followed by business and industry (21 percent) and government (5 percent). The placement of 29 percent of bachelor's recipients and 15 percent of master's recipients was unknown.

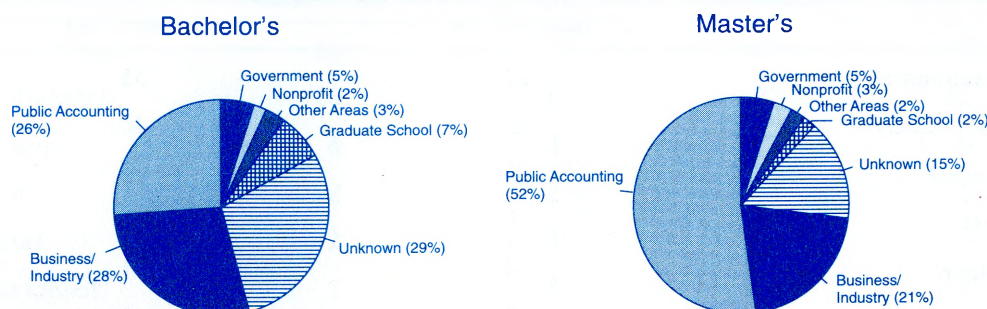
TABLE 13

Placement of New Accounting Graduates 1992-93

	Bachelor's (%)	Master's (%)
Public accounting	26	52
Business/Industry	28	21
Government	5	5
Nonprofit	2	3
Other areas	3	2
Graduate school	7	2
Unknown	29	15

FIGURE 5

**Placement of New Accounting Graduates 1992–93
(Bachelor's and Master's Degrees)**



Tables 14 and 15 provide breakdowns on the placement of new accounting graduates from AACSB- and ACBSP-accredited business administration programs and nonaccredited business administration programs, respectively, during the 1992–93 academic year.

More than half of the master's recipients (53 percent) and 29 percent of the bachelor's recipients from accredited business administration programs were placed in public accounting in 1992–93 (Table 14). About one-fourth of the bachelor's graduates (24 percent) and 20 percent of the master's graduates from accredited programs were placed in business and industry. Five percent of the bachelor's recipients and 4 percent of the master's recipients from these programs were placed in government. The placement of 31 percent of bachelor's graduates and 16 percent of master's graduates was unknown.

Among the nonaccredited schools (Table 15), more bachelor's and master's recipients were placed in business and industry than in public accounting. On the bachelor's side, 35 percent were placed in business and industry vs. 22 percent in public accounting. Another 7 percent continued on to graduate school while 6 percent were placed in government. On the master's side, 40 percent were placed in business and industry compared to 35 percent in public accounting. A significant number of master's graduates (12 percent) were placed in government. The placement of about a quarter of the bachelor's graduates (24 percent) and 11 percent of the master's graduates was unknown.

TABLE 14

**Placement of New Accounting Graduates
from AACSB- and ACBSP-Accredited
Business Administration Programs 1992–93**

	<i>Bachelor's (%)</i>	<i>Master's (%)</i>
Public accounting	29	53
Business/Industry	24	20
Government	5	4
Nonprofit	2	3
Other areas	2	2
Graduate school	7	2
Unknown	31	16

TABLE 15
Placement of New Accounting Graduates
from Nonaccredited Business Administration Programs 1992-93

	<i>Bachelor's (%)</i>	<i>Master's (%)</i>
Public accounting	22	35
Business/Industry	35	40
Government	6	12
Nonprofit	2	1
Other areas	4	1
Graduate school	7	*
Unknown	24	11

* Less than 0.5%.

Tables 16 and 17 provide breakdowns on the placement of new bachelor's and master's recipients, respectively, by geographic region during the 1992-93 academic year.

In the Eastern region, more accounting graduates with bachelor's degrees were placed in public accounting compared to business and industry (32 percent vs. 26 percent). The opposite was true in the Southern and Pacific regions, however, where 27 and 32 percent of bachelor's in accounting graduates, respectively, were placed in business and industry. In comparison, 23 percent and 25 percent of bachelor's recipients in the Southern and Pacific regions, respectively, were placed in public accounting. An equal proportion of bachelor's graduates in the North Central region were placed in public accounting and business and industry (28 percent each). Of note, 10 percent of the bachelor's graduates in the Southern region continued on to graduate school. The placement of a significant number of bachelor's recipients in each region was unknown.

Table 17 shows that more than half of the master's recipients in the Southern region (61 percent) and Pacific region (54 percent) and nearly half in the Eastern region (47 percent) were placed in public accounting. In comparison, 21 percent and 19 percent of the master's graduates in the Southern and Pacific regions, respectively, were placed in business and industry. A slightly higher percentage of master's graduates in the Eastern region was placed in business and industry (29 percent). Of note, many master's graduates in the Eastern region were placed in government (9 percent) and nonprofit (8 percent). The placement of a significant number of master's recipients in the North Central region (34 percent) was unknown compared to other regions.

TABLE 16				
Placement of New Accounting Graduates with Bachelor's Degrees by Region 1992-93				
	<i>Eastern (%)</i>	<i>North Central (%)</i>	<i>Southern (%)</i>	<i>Pacific (%)</i>
Public accounting	32	28	23	25
Business/Industry	26	28	27	32
Government	4	3	7	6
Nonprofit	2	2	3	3
Other areas	2	3	2	3
Graduate school	7	5	10	7
Unknown	27	31	28	24

TABLE 17				
Placement of New Accounting Graduates with Master's Degrees by Region 1992-93				
	<i>Eastern (%)</i>	<i>North Central (%)</i>	<i>Southern (%)</i>	<i>Pacific (%)</i>
Public accounting	47	36	61	54
Business/Industry	29	18	21	19
Government	9	5	4	4
Nonprofit	8	1	2	2
Other areas	*	3	1	3
Graduate school	*	3	2	3
Unknown	7	34	9	15

* Less than 0.5%.

Table 18 examines the placement of new bachelor's and master's recipients based on gender. On the bachelor's side, slightly more males than females were placed in public accounting (27 percent to 25 percent). However, slightly more females than males entered business and industry (29 percent to 25 percent). An equal proportion of males and females were placed in government (5 percent each). On the master's side, more than half of the males (55 percent) and nearly half of the females (48 percent) entered public accounting. An equal proportion of males and females were placed in business and industry (20 percent each). Slightly more females than males entered government (7 percent to 4 percent) and nonprofit (4 percent to 2 percent).

TABLE 18
Placement of New Accounting Graduates by Gender 1992-93

	<i>Bachelor's</i>		<i>Master's</i>	
	<i>Male (%)</i>	<i>Female (%)</i>	<i>Male (%)</i>	<i>Female (%)</i>
Public accounting	27	25	55	48
Business/Industry	25	29	20	20
Government	5	5	4	7
Nonprofit	1	2	2	4
Other areas	2	2	2	2
Graduate school	8	7	2	1
Unknown	32	30	15	18

Tables 19 and 20 examine the placement of new bachelor's and master's recipients, respectively, based on ethnic/racial background.

As indicated in Table 19, more than twice as many non-White bachelor's recipients were placed in business and industry vs. public accounting (28 percent vs. 13 percent). Among the various ethnic/racial groups, nearly three times as many Black bachelor's graduates were placed in business and industry vs. public accounting (30 percent vs. 11 percent). Another 13 percent of Black graduates entered government. An equal proportion of Hispanic bachelor's graduates were placed in public accounting and government (17 percent for each), with nearly twice as many going into business and industry (31 percent). Also, a greater percentage of Asian and Native American bachelor's recipients were placed in business and industry vs. public accounting. A large proportion of Asians continued on to graduate school compared to the other ethnic/racial groups (19 percent). Nearly the same proportion of White bachelor's graduates were placed in business and industry vs. public accounting (31 percent to 27 percent). The placement of a large number of new bachelor's recipients among the various ethnic/racial groups was unknown.

Table 20 illustrates that a near-equal proportion of non-White master's graduates entered business and industry vs. public accounting (27 percent vs. 25 percent). In comparison, more than three times as many White master's recipients were placed in public accounting vs. business and industry (62 percent vs. 19 percent). Among the non-White groups, 39 percent of Hispanic master's graduates entered public accounting vs. 33 percent that were placed in business and industry. More Asians and Blacks, however, entered business and industry vs. public accounting. In fact, 41 percent of Black master's graduates entered business and industry, and another 19 percent were placed in government. Please note that the data reported in Table 20 is based on only 270 non-White master's graduates.

TABLE 19							
Placement of New Accounting Graduates with Bachelor's Degrees by Ethnic/Racial Background 1992-93							
	Asian (%)	Black (%)	Hispanic (%)	Native American (%)	Other Minorities (%)	Total Ethnic/ Racial (%)	White (%)
Public accounting	13	11	17	16	16	13	27
Business/Industry	22	30	31	28	23	28	31
Government	2	13	17	19	4	11	4
Nonprofit	2	3	2	*	*	2	2
Other areas	5	4	2	3	3	4	2
Graduate school	19	8	10	*	4	10	8
Unknown	37	31	21	34	50	32	26

* Less than 0.5%.

TABLE 20							
Placement of New Accounting Graduates with Master's Degrees by Ethnic/Racial Background 1992-93†							
	Asian (%)	Black (%)	Hispanic (%)	Native American (%)	Other Minorities (%)	Total Ethnic/ Racial (%)	White (%)
Public accounting	23	25	39	100	15	25	62
Business/Industry	29	41	33	0	7	27	19
Government	11	19	12	0	10	13	3
Nonprofit	5	8	12	0	*	6	2
Other areas	6	3	2	0	5	4	1
Graduate school	4	*	*	0	2	2	2
Unknown	22	3	2	0	61	23	11

* Less than 0.5%.

† The base for this table includes only 270 non-White graduates, of which 96 are Asian, 63 are Black, 49 are Hispanic, 1 is Native American, and 61 are other minorities.

Accounting Enrollment

Table 21 reports on accounting enrollment in all schools. Nearly 180,000 students are enrolled in bachelor's in accounting programs. About 12,000 students are enrolled in various master's in accounting/taxation programs. Specifically, more than half are pursuing master's in accounting degrees (6,860), another 2,880 are seeking master's in taxation degrees, and 2,290 are pursuing an MBA in accounting. Slightly more than 1,000 students are enrolled in doctoral in accounting or taxation programs.

TABLE 21

Accounting Enrollment in All Schools 1992-93

	Bachelor's	Masters's in Accounting	MBA in Accounting	Master's in Taxation	Ph.D.	Total
1992-93	179,690	6,860	2,290	2,880	1,070	192,790

Table 22 and Figure 6 examine the percentage of accounting students enrolled in bachelor's, master's, and Ph.D. in accounting or taxation courses based on gender. More females than males are enrolled in bachelor's in accounting programs (55 percent vs. 45 percent). More males than females, however, are enrolled in advanced accounting degree programs. Specifically, 54 percent of students enrolled in master's in accounting or taxation programs are male. Sixty-one percent of students enrolled in Ph.D. in accounting or taxation programs are male.

TABLE 22

Percentage of Accounting Students Enrolled by Gender 1992-93

	Bachelor's (%)	Master's (%)	Ph.D. (%)
Male	45	54	61
Female	55	46	39

FIGURE 6

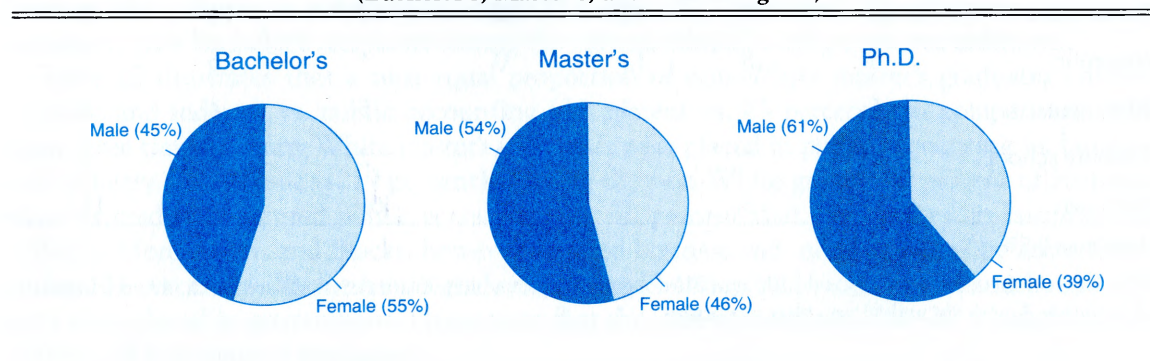
Percentage of Accounting Students Enrolled by Gender 1992-93
(Bachelor's, Master's, and Ph.D. Degrees)

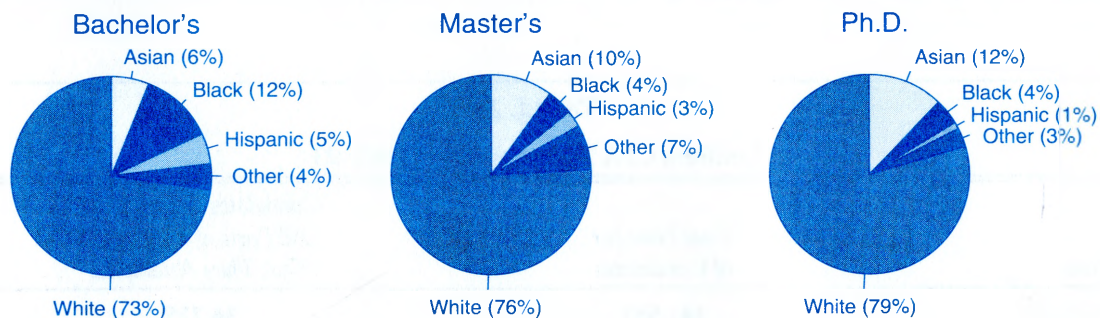
Table 23 and Figure 7 report on the percentage of accounting students enrolled in bachelor's, master's, and Ph.D. in accounting or taxation courses based on ethnic/racial group. More than one-quarter of the students enrolled in bachelor's in accounting programs are non-White. Of note, 12 percent of bachelor's in accounting enrollees are Black. Nearly one-quarter of the students enrolled in master's in accounting/taxation programs are non-White. Of note, 10 percent of master's in accounting/taxation enrollees are Asian. Among students enrolled in Ph.D. in accounting/taxation programs, 21 percent are non-White. Asians represent the largest non-White segment among Ph.D. in accounting/taxation enrollees (12 percent).

TABLE 23
Percentage of Accounting Students Enrolled
by Ethnic/Racial Background 1992–93

	<i>Bachelor's (%)</i>	<i>Master's (%)</i>	<i>Ph.D. (%)</i>
Asian	6	10	12
Black	12	4	4
Hispanic	5	3	1
Native American	1	*	*
Other Minorities	3	7	3
Total Ethnic/Racial	27	24	21
White	73	76	79

* Less than 0.5%.

FIGURE 7
Percentage of Accounting Students Enrolled by Ethnic/Racial Background 1992–93
(Bachelor's, Master's, and Ph.D. Degrees)



Accounting Enrollment Trends

Schools are considerably optimistic that enrollment in accounting programs will be higher or the same as current enrollment figures two years from now—particularly for master's programs. As indicated in Table 24, 69 percent of the respondents projected that enrollment will be higher in master's in accounting programs and 56 percent indicated a higher enrollment in master's in taxation programs. Also, nearly half of the respondents (46 percent) said that enrollment in MBA in accounting programs will be higher than current enrollment. About a third of the respondents (34 percent) indicated a higher enrollment in bachelor's in accounting programs two years from now. More than a quarter of the respondents (28 percent) felt that enrollment in Ph.D. in accounting/taxation programs will be lower than current enrollment.

TABLE 24
Trends in Enrollment in Accounting Programs*

	<i>Percent of Schools Indicating That Enrollment Two Years From Now Will Be:</i>		
	<i>Higher Than Current Enrollment (%)</i>	<i>The Same as Current Enrollment (%)</i>	<i>Lower Than Current Enrollment (%)</i>
Bachelor's in accounting	34	46	20
Master's in accounting	69	28	3
MBA in accounting	46	43	11
Master's in taxation	56	36	8
Ph.D. in accounting/taxation	20	52	28

* Percentage distributions for each program exclude schools that do not have that program.

Uniform CPA Examination

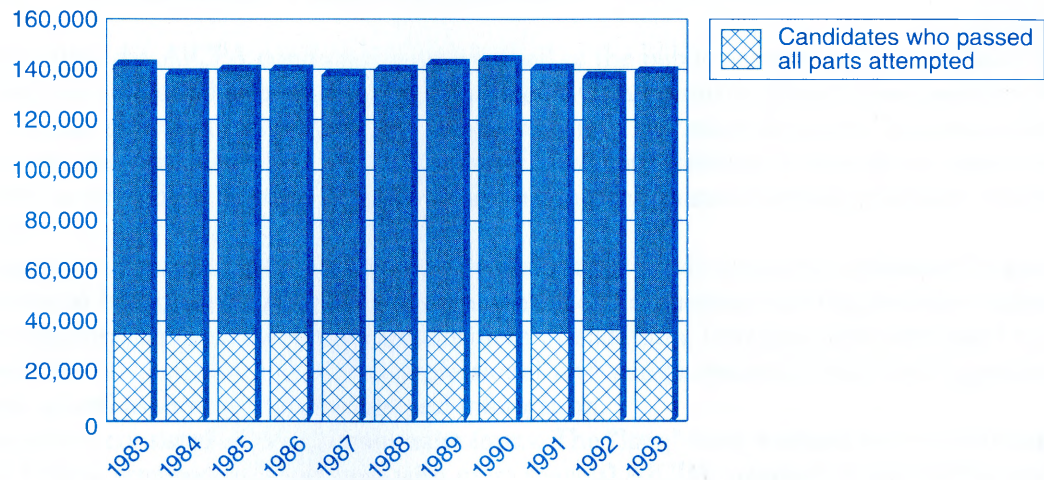
Table 25 and Figure 8 provide annual figures for the past 10 years on the total number of candidates taking the CPA exam and the number of candidates who passed all parts of the exam that they attempted. In 1993, 140,228 candidates took the CPA exam and 35,227 (25 percent) passed all parts of the exam that they attempted.

TABLE 25
Uniform CPA Examination — 1983–93

<i>Year</i>	<i>Total Number of Candidates</i>	<i>Candidates Who Passed All Parts of the Exam That They Attempted</i>
1983	141,583	34,725
1984	137,918	34,395
1985	139,454	34,916
1986	139,647	35,343
1987	137,637	34,752
1988	139,474	36,012
1989	142,135	35,990
1990	143,572	34,338
1991	140,042	35,092
1992	136,536	36,508
1993	140,228	35,227

FIGURE 8
Uniform CPA Examination — 1983–93

Total Number of Candidates



The Demand for Public Accounting Recruits

Survey Methodology: Public Accounting Firms/Practices

In early 1994, the AICPA conducted a survey of all of the public accounting firms affiliated with the Institute and 1,000 sole practitioners who are AICPA members. Survey questionnaires were sent to those individuals responsible for human resources and asked a variety of questions about newly employed graduates and professional staff. The core question in the survey asked firms/practices to provide a breakdown of both accounting and nonaccounting graduates employed in 1993.

Firms/practices were asked to provide a breakdown of newly employed graduates by gender, ethnic/racial background, and area of assignment (i.e., accounting/auditing, taxation, management consulting services, and other specialty areas). In addition, firms/practices were asked to give information on recruiting activities, professional and paraprofessional staff, and experienced recruits, as well as some general background information.

The survey consisted of two questionnaire forms. The “long” form was sent to a random sample of 3,071 firms, represented by all firms with more than 10 AICPA members (1,245) and a random sample of 1,826 firms with 1 to 10 AICPA members. In addition, 1,000 of an estimated 26,600 sole practitioners who are AICPA members received the long form. The “short” form was sent to the remaining 17,215 firms with 1 to 10 AICPA members. In total, 20,286 firms and 1,000 sole practitioners were surveyed for an overall pool of 21,286 firms/practices. The 21,286 firms/practices were sent their respective questionnaires in early January, and those receiving the long form were sent follow-up questionnaires in late January. (*Note:* Ninety-five questionnaires were returned because they were undeliverable; therefore, the effective sample size was 21,191.)

Because the 14 largest firms account for such a large proportion of newly employed graduates, a greater effort was made to obtain their responses. The firms’ responses were tracked, and a series of follow-up phone calls was undertaken in an effort to maximize the collective response rate. Copies of both the long and short questionnaire forms are included in Appendix A.

In past reports, data in the tables that report percentages were derived by simply adding the responses reported by all participants and percentaging them. For comparative purposes, this methodology was repeated in those tables that carried over from previous years. In addition, a “weighted” methodology was developed for all of the demand tables that report percentages to reflect the different sampling ratios used for the different firm-size categories surveyed. The new methodology entails assigning a formula to each firm-size category surveyed by dividing the number of respondents for each category by the total universe for each category. The formula is then applied to the totals reported by the respondents in each category to generate a more “realistic” percentage response for the category.

A total of 6,506 firms/practices of the 21,191 surveyed responded for an overall response rate of 31 percent (Table 26). Specific response rates were 79 percent for firms with more than 200 AICPA members, 32 percent for firms with 50 to 200 members, 48 percent for firms with 10 to 49 members, and 29 percent for firms/practices with less than 10 members. The large difference in response rates between the largest firms and the smaller firms/practices reflects the methodology employed. Data was estimated for the firms/practices that did not respond to the survey (69 percent). Therefore, the results of this report cover all firms/practices in the population under study.

TABLE 26

Number of Firms/Practices Surveyed for 1994 Report

<i>Number of AICPA Members Per Firm/Practice</i>	<i>Total Number of Firms/ Practices</i>	<i>Number of Firms/Practices Surveyed</i>	<i>Number of Firms/Practices Responding</i>	<i>Response Rate %</i>
More than 200 members	14	14	11	79
50–200 members	56	56	18	32
10–49 members	1,401	1,401	666	48
Less than 10 members	45,422*	19,815	5,811	29
All firms/practices	46,893*	21,191†	6,506	31

* Total includes 26,607 sole practitioners.

† 21,286 firms/practices were actually surveyed, but 95 questionnaires were returned because they were undeliverable. The effective sample size, therefore, was 21,191.

Table 27 examines the demographic characteristics of the responding firms/practices. Regarding geographic location, 30 percent of the firms/practices hail from the Southern region, 26 percent from the North Central region, 23 percent from the Eastern region, and 21 percent from the Pacific region (Figure 9 illustrates the geographic location of responding firms; see Appendix C for the breakdown of states by region). Regarding the type of firm/practice, 96 percent are local firms/practices and 4 percent are regional firms (national/international firms represent less than 0.5% of the total). Regarding ownership of firms/practices, 96 percent are majority-owned and 4 percent are minority-owned. (Note: Minority-owned firms/practices are defined as majority ownership by those of Black, Native American, or Asian/Pacific Islander races or of Hispanic ethnic origin.)

TABLE 27

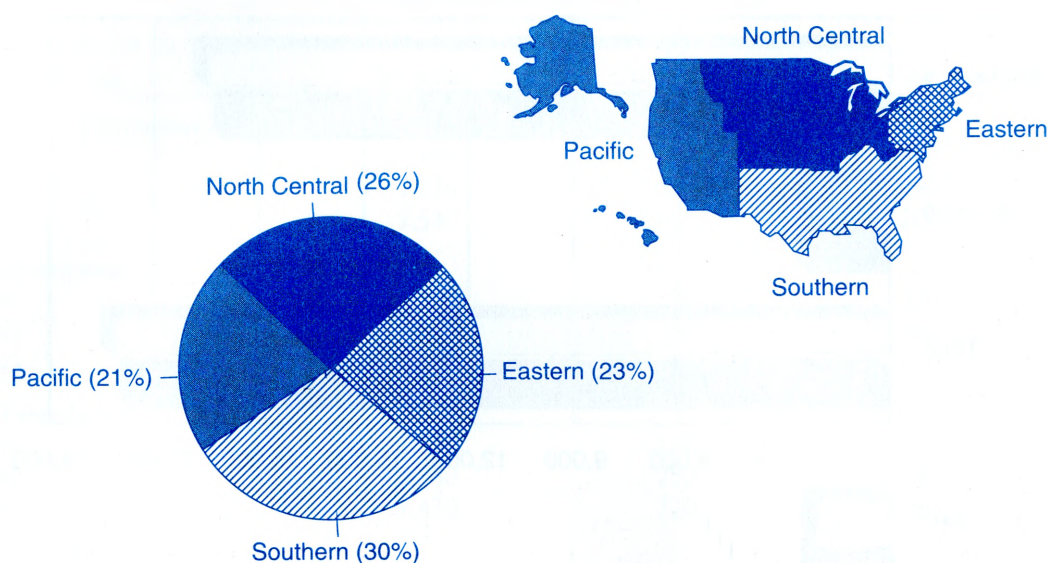
Demographic Characteristics of Responding Firms/Practices

<i>Geographic Location of Firm/Practice</i>	<i>(%)</i>	<i>Firm/Practice Type</i>	<i>(%)</i>	<i>Ownership of Firm/Practice</i>	<i>(%)</i>
Eastern	23	Local	96	Majority	96
North Central	26	Regional	4	Minority	4
Southern	30	National/ International	*		
Pacific	21				

* Less than 0.5%.

FIGURE 9

Geographic Location of Responding Firms/Practices



Results of the Survey

New Graduates Employed — Accounting Degrees

Table 28 shows the number of new bachelor's and master's in accounting recipients employed by firms/practices in 1993. Overall, the number of newly employed accounting graduates decreased slightly, from 22,520 in 1992 to 21,990 in 1993 (2 percent). The number of new employees with bachelor's degrees decreased by 3 percent, from 19,870 to 19,320. The number of new employees with master's degrees increased slightly, however, from 2,650 in 1992 to 2,670 in 1993 (1 percent). Figure 10 compares 1993 data with 1992 data regarding the number of new accounting graduates employed by firms/practices.

TABLE 28

New Accounting Graduates Employed by Firms/Practices

	<i>Bachelor's</i>	<i>Master's</i>	<i>Total</i>
1991	18,840	1,760	20,600
1992	19,870	2,650	22,520
1993	19,320	2,670	21,990
Rate of Growth: 1992 to 1993	-3%	1%	-2%

FIGURE 10

New Accounting Graduates Employed by Firms/Practices

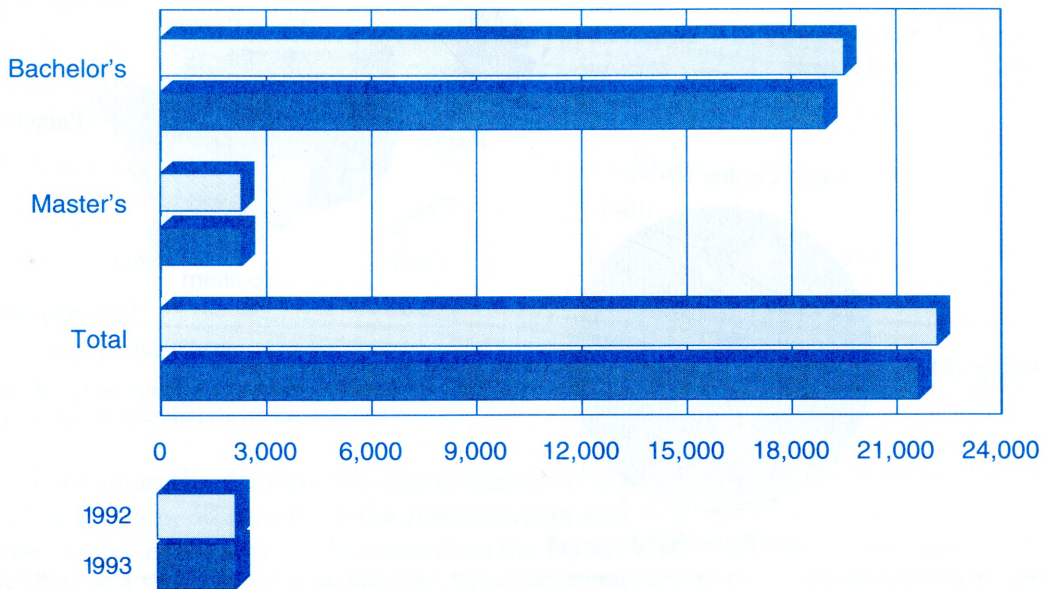


Table 29 gives a breakdown of new bachelor's and master's in accounting recipients employed by firms/practices in 1993 based on firm/practice size. Firms with more than 200 AICPA members experienced increases in the number of new employees with bachelor's and master's degrees compared to the previous year. Specifically, these firms employed 270 more new bachelor's recipients and 140 more new master's recipients. Firms with 10 to 49 members also had an increase in the number of new employees with bachelor's degrees—from 2,180 in 1992 to 2,430 in 1993. Firms with 50 to 200 members and firms/practices with less than 10 members experienced decreases in the number of new employees with bachelor's degrees, however. Of note, firms/practices with less than 10 members experienced a decline of about 900 new employees with bachelor's degrees. On the master's side, slight decreases were experienced by firms with 10 to 49 members and firms/practices with less than 10 members.

TABLE 29

New Accounting Graduates Employed by Firms/Practices
(by Firm-Size Group)

<i>Number of AICPA Members Per Firm/Practice</i>	<i>Bachelor's</i>	<i>Master's</i>	<i>Total</i>
More than 200 members			
1991	7,960	1,030	8,990
1992	7,270	1,520	8,790
1993	7,540	1,660	9,200
50–200 members			
1991	300	20	320
1992	810	50	860
1993	620	50	670
10–49 members			
1991	2,130	140	2,270
1992	2,180	250	2,430
1993	2,430	220	2,650
Less than 10 members			
1991	8,450	570	9,020
1992	9,610	830	10,440
1993	8,730	740	9,470
All firms/practices			
1991	18,840	1,760	20,600
1992	19,870	2,650	22,520
1993	19,320	2,670	21,990

Table 30 provides data on new master's in accounting graduates employed by firms/practices in 1993 as a percentage of all new accounting graduates employed. According to the **unadjusted** results, the percentage for all firms/practices was 17 percent, an increase of 5 percentage points from the previous year. Firms with 10 to 49 AICPA members experienced a decline in the proportion of new master's graduates employed (8 percent in 1993 vs. 10 percent in 1992). For the **weighted** results, the percentage for all firms/practices was 13 percent—ranging from 6 percent for firms with 10 to 49 members to 18 percent for firms with more than 200 members.

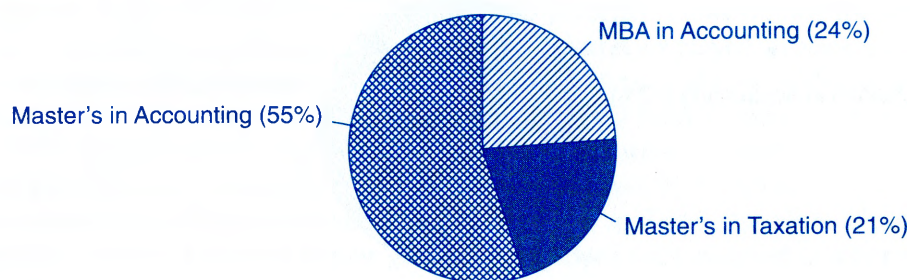
TABLE 30					
New Accounting Graduates with Master's Degrees Employed by Firms/Practices as a Percentage of All New Accounting Graduates Employed (by Firm-Size Group)					
	<i>Number of AICPA Members Per Firm/Practice</i>				<i>All Firms/ Practices (%)</i>
	<i>More than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less than 10 Members (%)</i>	
1991	11	6	6	6	9
1992	17	6	10	8	12
1993	18	7	8	9	17
1993 (weighted)	18	7	6	10	13

Table 31 and Figure 11 give a breakdown of new accounting graduates with master's degrees employed by firms/practices in 1993 based on the type of program in which they received their degree. For the **unadjusted** results, there was a significant increase in the proportion of new employees with master's in accounting degrees—58 percent vs. 42 percent in 1992. Individuals with MBA in accounting degrees represented 22 percent of the new master's graduates employed, followed by individuals with master's in taxation degrees (20 percent). Of note, the proportion of new graduates with master's in taxation degrees declined by 18 percentage points from 1992. According to the **weighted** results, 55 percent of new employees had master's in accounting degrees, followed by 24 percent with MBA in accounting degrees and 21 percent with master's in taxation degrees.

TABLE 31			
Percentage of New Accounting Graduates with Master's Degrees Employed by Firms/Practices by Type of Program			
	<i>Master's in Accounting (%)</i>	<i>MBA in Accounting (%)</i>	<i>Master's in Taxation (%)</i>
1991	59	19	22
1992	42	20	38
1993	58	22	20
1993 (weighted)	55	24	21

FIGURE 11

Percentage of New Accounting Graduates
with Master's Degrees Employed by Firms/Practices
by Type of Program — 1993



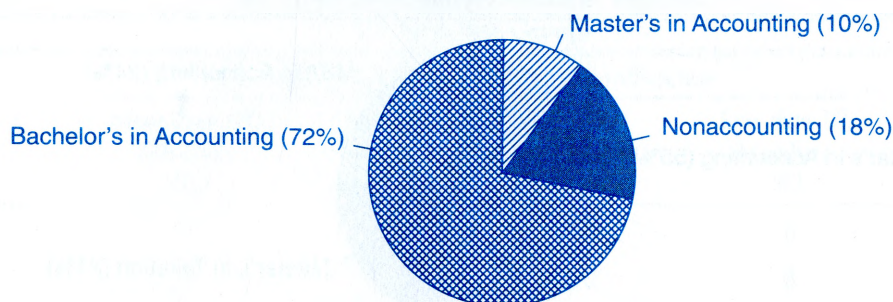
The breakdown of new graduates employed by firms/practices in 1993 by type of degree (bachelor's in accounting, master's in accounting, nonaccounting) is provided in Table 32 and Figure 12. For the **unadjusted** results, the proportion of new graduates with nonaccounting degrees employed increased by 8 percentage points—from 16 percent in 1992 to 24 percent in 1993. In comparison, the proportion of new graduates with bachelor's in accounting degrees employed by firms/practices decreased by 11 percentage points. For the **weighted** results, the proportion of new graduates with nonaccounting degrees employed by firms/practices was 18 percent.

TABLE 32

Percentage of Total New Graduates
Employed by Firms/Practices by Type of Degree

	Total Accounting		Total Nonaccounting (%)
	Bachelor's (%)	Master's (%)	
1991	78	7	15
1992	74	10	16
1993	63	13	24
1993 (weighted)	72	10	18

FIGURE 12
Percentage of Total New Graduates
Employed by Firms/Practices by Type of Degree — 1993



New Graduates Employed—Nonaccounting Degrees

Table 33 provides a breakdown of new graduates with nonaccounting degrees employed by firms/practices in 1993 based on the type of program in which they received their degree. As noted in Table 32, 24 percent of all new graduates employed by firms/practices in 1993 had nonaccounting degrees (18 percent based on the **weighted** results).

The proportion of new employees with degrees in law, finance, and management information systems (MIS)/computers decreased compared to 1992. Of note, the percentage of new graduates with degrees in MIS/computers employed by firms/practices declined from 31 percent in 1992 to 13 percent in 1993. In contrast, the percentage of new graduates with other business degrees employed by firms/practices increased from 16 percent in 1992 to 35 percent in 1993. Firms/practices also tended to employ many more new graduates with nonbusiness degrees (from 29 percent in 1992 to 38 percent in 1993). The **weighted** results were relatively consistent with the **unadjusted** results.

TABLE 33
Percentage of New Graduates with Nonaccounting Degrees
Employed by Firms/Practices by Type of Program

	<i>Law</i> (%)	<i>Finance</i> (%)	<i>MIS/ Computers</i> (%)	<i>Other Business</i> (%)	<i>Nonbusiness</i> (%)	<i>Total*</i> (%)
1991	7	10	16	28	39	15
1992	9	15	31	16	29	16
1993	7	7	13	35	38	24
1993 (weighted)	6	9	14	32	39	18

* New graduates with nonaccounting degrees as a percentage of total new graduates employed.

Area of Assignment

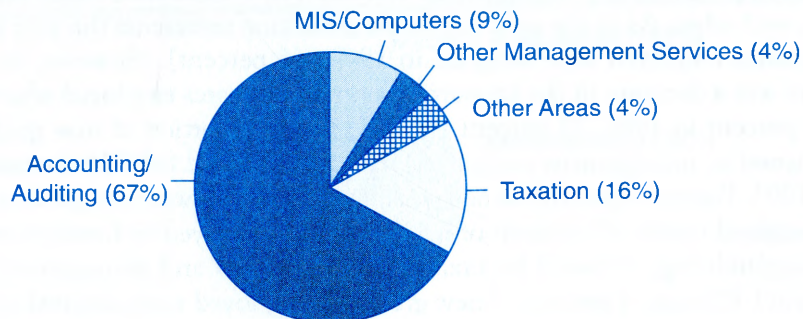
Table 34 and Figure 13 detail where new graduates employed by firms/practices were placed in 1993 based on area of assignment. The areas covered are accounting/auditing, management consulting services (including management information systems and other management services), taxation, and other. As in the past, accounting/auditing represents the area where the majority of new graduates employed were assigned in 1993 (66 percent). However, for the second straight year there was a decrease in the proportion of new graduates employed who were assigned to this area (71 percent in 1992, 75 percent in 1991). The proportion of new graduates employed who were assigned to management consulting services increased from 15 percent in 1992 to 19 percent in 1993. Fourteen percent of new graduates employed were assigned to taxation. According to the **weighted** results, 67 percent of new graduates employed by firms/practices were assigned to accounting/auditing, followed by taxation (16 percent) and management consulting services (13 percent). Of note, 4 percent of new graduates employed were assigned to other areas.

TABLE 34
Percentage of New Graduates Employed by Firms/Practices
by Area of Assignment

Number of AICPA Members Per Firm/Practice	Accounting/ Auditing (%)	Management Consulting Services			Taxation (%)	Other (%)
		MIS/ Computers (%)	+	Other Management Services (%)		
			=	Total MCS (%)		
More than 200 members						
1991	69	15		17	14	*
1992	70	15		17	13	*
1993	64	16		22	13	1
1993 (weighted)	64	16		22	13	1
50-200 members						
1991	84	1		1	12	3
1992	85	3		6	9	*
1993	69	1		3	26	2
1993 (weighted)	69	1		3	26	2
10-49 members						
1991	79	1		3	15	3
1992	77	2		4	16	3
1993	81	2		3	13	3
1993 (weighted)	81	2		3	13	3
Less than 10 members						
1991	79	2		2	15	4
1992	66	4		4	24	6
1993	71	2		3	21	5
1993 (weighted)	66	3		5	20	9
All firms/practices						
1991	75	7		9	14	2
1992	71	13		15	14	*
1993	66	14		19	14	1
1993 (weighted)	67	9		13	16	4

* Less than 0.5%.

FIGURE 13
Percentage of New Graduates Employed by Firms/Practices
by Area of Assignment — 1993



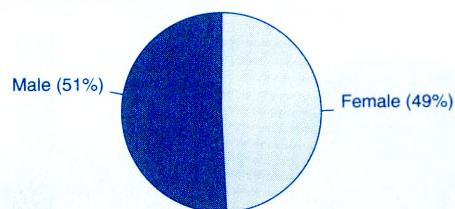
Gender Data for New Graduates Employed

Table 35 and Figure 14 examine new graduates employed by firms/practices based on gender. For the **unadjusted** results, the breakdown was 55 percent male and 45 percent female, a shift of 1 percentage point from 1992 (54 percent male and 46 percent female). Females fared better according to the **weighted** results, where they represented 49 percent of the new graduates employed by firms/practices.

TABLE 35
Percentage of New Graduates Employed
by Firms/Practices by Gender

	Male (%)	Female (%)
1991	49	51
1992	54	46
1993	55	45
1993 (weighted)	51	49

FIGURE 14
Percentage of New Graduates Employed
by Firms/Practices by Gender — 1993



Ethnic/Racial Data for New Graduates Employed

Table 36 shows that 13 percent of the new graduates employed by firms/practices in 1993 were non-White—up 1 percentage point from 1992. More than half of these new non-White employees were Asian (7 percent), followed by Blacks and Hispanics (3 percent each). The **weighted** results were relatively consistent with the **unadjusted** results, showing that 14 percent of new graduates employed were non-White (Figure 15).

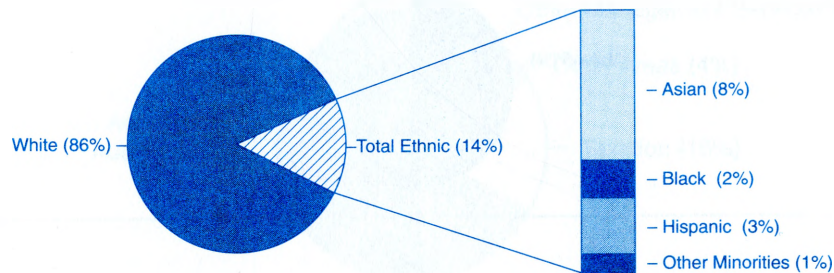
TABLE 36
Percentage of New Graduates Employed by Firms/Practices
by Ethnic/Racial Background

	<i>Asian</i> (%)	<i>Black</i> (%)	<i>Hispanic</i> (%)	<i>Native</i> <i>American</i> (%)	<i>Other</i> <i>Minorities</i> (%)	<i>Total</i> <i>Ethnic/Racial</i> (%)	<i>White</i> (%)
1991	3	3	2	*	*	8	92
1992	6	3	3	*	*	12	88
1993	7	3	3	*	*	13	87
1993 (weighted)	8	2	3	*	1	14	86

* Less than 0.5%.

FIGURE 15

Percentage of New Graduates Employed
by Firms/Practices by Ethnic/Racial
Background — 1993



Recruiting Activities

Firms/practices were asked to provide information about their recruiting activities during 1993. A total of 590 firms/practices reported on-campus and/or off-campus recruiting activities. Of that total, 215 respondents indicated that they recruited on campus in 1993. The firms/practices were asked to report the number of prospective recruits who were interviewed on campus, the number of office visits, the number of job offers made, and the number of graduates subsequently hired. In addition, 511 respondents reported that they recruited off campus in 1993. The firms/practices reported the number of initial interviews, the number of job offers made, and the number of graduates hired.

Of the 101,716 individuals interviewed on campus in 1993, 38 percent were invited for an office visit. Sixty percent of those invited for a visit were offered positions. Of those offered positions, 60 percent accepted. Among the 41,026 individuals who were interviewed off campus in 1993, 36 percent were offered positions after the initial interview. Of those offered positions, 86 percent accepted.

Table 37 provides overall figures for on-campus and off-campus recruiting activities.

TABLE 37

Recruiting Activities During 1993

<i>On-campus recruiting:</i>	<i>Total</i>
Campus interviews	101,716
Office visits	38,222
Offers	22,793
Hires	13,712
<i>Off-campus recruiting:</i>	<i>Total</i>
Initial interviews	41,026
Offers	14,868
Hires	12,738

Professional Staff Employed

Table 38 and Figure 16 examine the proportion of male and female professional staff employed by firms/practices in 1993. For all firms/practices, 64 percent of the professional staff was male and 36 percent was female. The gender breakdown for professional staff among the various firm-size groups was consistent with the overall breakdown.

TABLE 38

**Percentage of Professional Staff Employed
by Firms/Practices by Gender — 1993***

	<i>Number of AICPA Members Per Firm/Practice</i>				<i>All Firms/ Practices (%)</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Male	63	64	64	65	64
Female	37	36	36	35	36

* Professional staff are defined as CPAs, prospective CPAs, and others with a similar amount of academic training in a field that is part of the practice of public accounting.

FIGURE 16

**Percentage of Professional Staff Employed
by Firms/Practices by Gender — 1993**

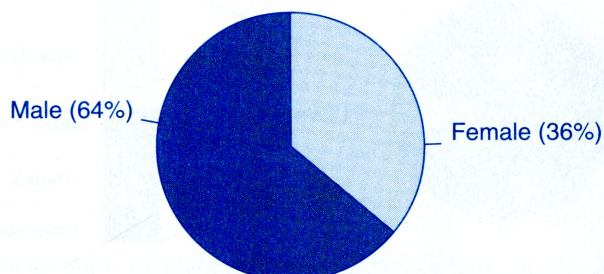


Table 39 and Figure 17 look at the ethnic/racial breakdown of professional staff employed by firms/practices in 1993. Overall, 92 percent of professional staff employed by all firms/practices was White. Among the non-White professional staff, 4 percent was Asian, 2 percent was Hispanic, 1 percent was Black, and 1 percent was other minorities.

TABLE 39
Percentage of Professional Staff Employed
by Firms/Practices by Ethnic/Racial Background — 1993

	<i>Number of AICPA Members Per Firm/Practice</i>				<i>All Firms/ Practices (%)</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Asian	6	1	2	4	4
Black	2	1	1	1	1
Hispanic	3	1	1	2	2
Native American	*	*	*	*	*
Other Minorities	*	*	*	1	1
Total Ethnic/ Racial	11	3	4	8	8
White	89	97	96	92	92

* Less than 0.5%.

FIGURE 17
Percentage of Professional Staff Employed
by Firms/Practices by Ethnic/Racial Background — 1993

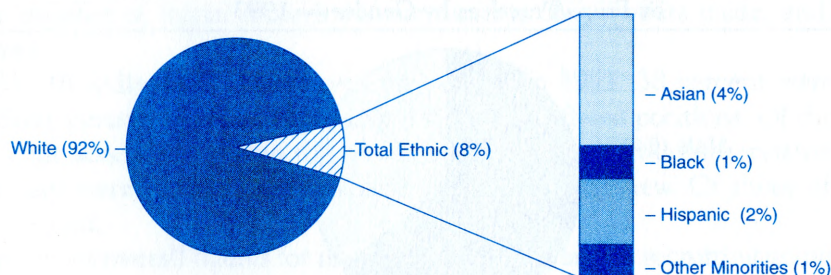


Table 40 indicates the professional staff turnover by firm/practice size for 1993. Turnover covers professional staff who resigned or were terminated. Overall, there was a 16 percent turnover in professional staff, a decrease of 4 percentage points from 1992. Of note, firms with more than 200 members experienced a decline in turnover from 21 percent to 17 percent. According to the **weighted** results, the turnover for all firms/practices was 14 percent, ranging from 11 percent for firms/practices with less than 10 AICPA members to 20 percent for the largest firm-size group.

TABLE 40	
Professional Staff Turnover by Firm/Practice Size	
<i>Number of AICPA Members Per Firm/Practice</i>	<i>Professional Staff Turnover as a Percentage of Total Professional Staff (%)</i>
More than 200 members	
1991	21
1992	21
1993	17
1993 (weighted)	20
50–200 members	
1991	11
1992	13
1993	12
1993 (weighted)	13
10–49 members	
1991	9
1992	10
1993	12
1993 (weighted)	13
Less than 10 members	
1991	7
1992	8
1993	10
1993 (weighted)	11
All firms/practices	
1991	18
1992	20
1993	16
1993 (weighted)	14

Table 41 examines the proportion of male and female professional staff who were terminated by or resigned from firms/practices in 1993. Among all firms/practices, males represented 53 percent of the professional staff turnover. Turnover among firms/practices with less than 10 AICPA members was the same for males and females.

TABLE 41					
Percentage of Professional Staff Terminated by or Resigned from Firms/Practices by Gender — 1993					
	<i>Number of AICPA Members Per Firm/Practice</i>				<i>All Firms/ Practices</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Male	54	59	58	50	53
Female	46	41	42	50	47

Table 42 examines professional staff turnover among firms/practices in 1993 based on ethnicity/race. For all firms/practices, Whites represented 88 percent of the professional staff that was terminated or resigned. Asians represented half (6 percent) of the non-White professional staff turnover among all firms/practices, followed by Hispanics (3 percent), Blacks (2 percent), and other minorities (1 percent). Among firms/practices with less than 10 AICPA members, 15 percent of the professional staff turnover was represented by non-White groups. In contrast, Whites represented 98 percent of the professional staff turnover among firms with 50–200 members.

TABLE 42
**Percentage of Professional Staff Terminated by
or Resigned from Firms/Practices by Ethnic/Racial Background — 1993**

	<i>Number of AICPA Members Per Firm/Practice</i>				<i>All Firms/ Practices (%)</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Asian	7	1	2	7	6
Black	3	1	2	3	2
Hispanic	3	*	1	3	3
Native American	*	*	*	*	*
Other Minorities	*	*	*	2	1
Total Ethnic/ Racial	13	2	5	15	12
White	87	98	95	85	88

* Less than 0.5%.

Table 43 focuses on the proportion of male and female CPAs employed by firms/practices in 1993. Among all firms/practices, 71 percent of the CPAs employed are male. The gender breakdown for CPAs among the various firm-size groups was consistent with the overall figure.

TABLE 43
Percentage of CPAs Employed by Firms/Practices by Gender — 1993

	<i>Number of AICPA Members Per Firm/Practice</i>				<i>All Firms/ Practices (%)</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Male	69	68	71	72	71
Female	31	32	29	28	29

Table 44 examines the proportion of CPAs employed by firms/practices in 1993 based on ethnicity/race. Among all firms/practices, 95 percent of the CPAs are White, 3 percent Asian, 1 percent Black, and 1 percent Hispanic. Whites represent 97 percent of the CPAs employed by firms with 50 to 200 AICPA members and firms with 10 to 49 AICPA members.

TABLE 44					
Percentage of CPAs Employed by Firms/Practices by Ethnic/Racial Background — 1993					
	Number of AICPA Members Per Firm/Practice				All Firms/ Practices (%)
	More Than 200 Members (%)	50–200 Members (%)	10–49 Members (%)	Less Than 10 Members (%)	
Asian	4	1	1	3	3
Black	1	1	1	1	1
Hispanic	2	1	1	1	1
Native American	*	*	*	*	*
Other Minorities	*	*	*	1	*
Total Ethnic/ Racial	7	3	3	6	5
White	93	97	97	94	95

* Less than 0.5%.

Table 45 examines the proportion of male and female partners/owners employed by firms/practices in 1993. Among all firms/practices, 87 percent of the partners/owners are male. Firms/practices with less than 10 AICPA members reported that 16 percent of the partners/owners are female. In each of the other firm-size groups, only 5 percent of the partners are female.

TABLE 45					
Percentage of Partners/Owners Employed by Firms/Practices by Gender — 1993					
	Number of AICPA Members Per Firm/Practice				All Firms/ Practices (%)
	More Than 200 Members (%)	50–200 Members (%)	10–49 Members (%)	Less Than 10 Members (%)	
Male	95	95	95	84	87
Female	5	5	5	16	13

Table 46 looks at the proportion of partners/owners employed by firms/practices in 1993 based on ethnicity/race. For all firms/practices, 95 percent of the partners/owners are White, 3 percent Asian, 1 percent Black, and 1 percent Hispanic. Firms/practices with less than 10 AICPA members reported the same breakdown. Firms with 50 to 200 members and firms with 10 to 49 members reported that 99 percent of partners are White.

TABLE 46					
Percentage of Partners/Owners Employed by Firms/Practices by Ethnic/Racial Background — 1993					
	Number of AICPA Members Per Firm/Practice				All Firms/ Practices (%)
	More Than 200 Members (%)	50–200 Members (%)	10–49 Members (%)	Less Than 10 Members (%)	
Asian	2	1	1	3	3
Black	*	*	*	1	1
Hispanic	1	*	*	1	1
Native American	*	*	*	*	*
Other Minorities	1	*	*	*	*
Total Ethnic/ Racial	4	1	1	5	5
White	96	99	99	95	95

* Less than 0.5%.

Experienced Recruits Employed

Table 47 provides data on the percentage of experienced recruits employed by the various firm-size groups in 1993 relative to 1992.

Overall, 67 percent of the firms/practices responding said the number remained constant. More than three-quarters of the firms with 50 to 200 members (76 percent) and nearly half of the largest firm-size group (46 percent) indicated that the number of experienced recruits employed in 1993 was higher than in 1992.

TABLE 47			
Experienced Recruits Employed in 1993 Relative to 1992 by Firm/Practice Size*			
Number of AICPA Members Per Firm/Practice	Percent of Firms/Practices Indicating That the Number of Experienced Recruits Employed in 1993 Relative to 1992 Was:		
	Higher (%)	Same (%)	Lower (%)
More than 200 members	46	36	18
50–200 members	76	18	6
10–49 members	37	47	16
Less than 10 members	12	78	10
All firms/practices	21	67	12

* Experienced recruits are defined as professional staff employed at above entry-level.

Paraprofessional Staff Employed

Table 48 provides data on the use of paraprofessional staff by the various firm-size groups, and how many of these individuals were employed in 1993 relative to 1992.

Slightly more than two-thirds (68 percent) of the responding firms/practices said they employ paraprofessional staff. In particular, the two largest firm-size groups tend to employ paraprofessional staff while only 60 percent of the firms/practices with less than 10 AICPA members do so. Nearly three-quarters (73 percent) of all firms/practices that employ paraprofessional staff said they employed the same amount in 1993 as in 1992. However, 70 percent of the firms with more than 200 members said they employed more paraprofessional staff in 1993 than in the previous year.

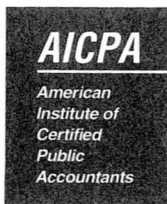
TABLE 48

**Paraprofessional Staff Employed in 1993
Relative to 1992 by Firm/Practice Size***

Number of AICPA Members Per Firm/Practice	Percent Indicating They Employ Paraprofessional Staff (%)	Percent of Firms Indicating That the Number of Paraprofessional Staff Employed in 1993 Relative to 1992 Was:		
		Higher (%)	Same (%)	Lower (%)
More than 200 members	91	70	30	0
50–200 members	100	28	55	17
10–49 members	82	18	70	12
Less than 10 members	60	17	77	6
All firms/practices	68	18	73	9

* Paraprofessional staff are defined as nonprofessional staff employed to assist professional staff with clerical and other duties that would not be defined as traditional office duties.

Survey Questionnaires



1211 Avenue of the Americas
New York, NY 10036-8775

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Rick Elam
Vice President-Education
Academic & Career Development

December 3, 1993

Dear Accounting Program Administrator:

Recently we informed you of an effort to streamline our process of gathering information from schools for various accounting education reports. In the past, the Academic & Career Development Division surveyed your school several times annually to obtain such information as the types of accounting programs offered and the number of new accounting graduates. By surveying your school once annually, however, we hope to facilitate your task of providing us with information.

Enclosed is a three-part questionnaire which requests information for the following publications: *The AICPA Directory of Accounting Education*, a reference book containing information on accounting programs in the U.S.; *The Supply of Accounting Graduates and the Demand for Public Accounting Recruits*, an annual report containing data on accounting bachelor's and master's recipients and new graduates hired by CPA firms; and *The AICPA Report on Minority Accounting Majors, Graduates, and Public Accounting Professionals*, an annual report citing ethnic/racial data for the aforementioned groups.

Please complete the questionnaire and return it in the enclosed postage-paid envelope **by Monday, December 20.**

- Section I focuses on **school data** (accounting programs offered, tuition and fees). Much of the information is already provided and simply needs to be updated.
- Section II focuses on **student data** for the 1993-93 academic year (number of accounting majors and graduates, ethnic and gender breakdown).
- Section III focuses on **faculty data** (faculty contacts, ethnic and gender breakdown).

If it is necessary to distribute sections to staff members, **please make sure that all of the sections are returned to you prior to the deadline.** Because we have selected you as the "point person" for receiving this document, it is **critical that you return all three sections in the enclosed envelope by the December 20 deadline.** We would also appreciate receiving a copy of your school's current catalog containing descriptive information about your undergraduate and/or graduate accounting programs. If you happen to misplace the envelope, please return the document to: AICPA, Academic & Career Development, Curriculum Data Base Project, 1211 Avenue of the Americas, New York, NY 10036-8775.

We appreciate your prompt attention to our request for information. Your response is essential for us to continue to provide current and relevant information about accounting education in the U.S. We're sure you will agree that our new data-gathering process is an effective way of increasing the response rate while decreasing the number of requests for information.

Sincerely,

Rick Elam, PhD, CPA

SECTION II: STUDENT DATA FOR AICPA SURVEY ON THE SUPPLY OF ACCOUNTING GRADUATES

Please answer the following questions as completely and accurately as possible. If your school does not have a bachelor's in accounting program, please skip to Part II. Master's Programs.

I. BACHELOR'S PROGRAMS

1. ACCOUNTING MAJORS ENROLLED IN BACHELOR'S PROGRAMS FOR THE 1993 FALL TERM:

A. Please indicate the total number of undergraduates enrolled as accounting majors during the 1993 fall term. (17-20)

B. Of the total number of accounting majors entered in Q.1A, please give the breakdown by male and female students (in the boxes in the left column) and by ethnic/racial groups (in the boxes along the bottom row). The box in the lower left corner should match the total provided in Q.1A.

C. Next, please provide as much detail as possible by specifying the number of male and female undergraduates within each ethnic/racial group (in the blank lines provided below).

	White	Black	Hispanic	Asian	Native American	Other	
Male	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	(21-41)
Female	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	(42-62)
Total	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	(63-90)

2. ACCOUNTING GRADUATES WITH BACHELOR'S DEGREES AWARDED BETWEEN 9/92 AND 8/93

A. Please indicate the total number of students who graduated with accounting-related bachelor's degrees between 9/92 and 8/93. (91-94)

B. Of the total number of graduates with bachelor's degrees entered in Q.2A, please give the breakdown by male and female graduates (in the boxes in the left column) and by ethnic/racial groups (in the boxes along the bottom row). The box in the lower left corner should match the total provided in Q.2A.

C. Next, please provide as much detail as possible by specifying the number of male and female graduates within each ethnic/racial group (in the blank lines provided below).

	White	Black	Hispanic	Asian	Native American	Other	
Male	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	(208-228)
Female	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	(229-249)
Total	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	(250-270)

3. PLACEMENT OF GRADUATES WITH BACHELOR'S DEGREES AWARDED BETWEEN 9/92 AND 8/93

A. Please indicate below under SECTION A, the placement of graduates who earned bachelor's degrees in accounting between 9/92 and 8/93.

B. Of the total number of accounting graduates entered under SECTION A, please indicate under SECTION B the breakdown by male and female graduates for each placement area.

C. Of the total number of accounting graduates entered under SECTION A, please indicate under SECTION C the breakdown by ethnic/racial groups for each placement area.

Placement Areas	SECTION A		SECTION B		SECTION C							
	TOTAL PLACEMENT	# of graduates who went into each placement area	PLACEMENT BY GENDER		PLACEMENT BY ETHNIC/RACIAL GROUPS							
			# of graduates who went into each placement area	# of graduates who went into each placement area	White	Black	Hispanic	Asian	Native American	Other		
a. Public Accounting												(271-297)
b. Business/ Industry												(308-334)
c. Government												(335-361)
d. Non-profit Organization												(362-388)
e. Graduate School												(408-434)
f. Other Areas												(435-461)
g. Unknown												(462-488)

D. For the past academic year, are you aware of any gender-related or ethnic/race-related trends in the placement of graduates with bachelor's degrees in accounting? Please be as specific as possible in your comments.

Please answer the following questions as completely and accurately as possible. If your school does not have a master's in accounting or taxation program or an MBA in accounting program, please skip to Part III. Ph.D. Programs.

II. MASTER'S PROGRAMS

1. MASTER'S-LEVEL ACCOUNTING/TAXATION STUDENTS ENROLLED FOR THE 1993 FALL TERM

Please indicate the number of accounting and taxation students enrolled in each Master's program during the 1993 Fall term.

Master's Programs	Number of Students Enrolled During the 1993 Fall Term
A. Master's in accounting - including MA, MS, MAcc, MPA and MAS programs	(508-510)
B. Master's in taxation - including MBAs with a concentration in tax	(511-513)
C. MBAs with a concentration in accounting	(514-516)
D. Total number (A + B + C)	(517-519)

2. GENDER AND ETHNIC/RACE BREAKDOWN FOR ACCOUNTING/TAXATION STUDENTS IN ALL MASTER'S PROGRAMS FOR THE 1993 FALL TERM

A. Of the total number of master's-level accounting/taxation students entered in Q.1D above, please give the breakdown by male and female students (in the boxes in the left column) and by ethnic/racial groups (in the boxes along the bottom row). The box in the lower left corner should match the total provided in Q.1D.

B. Next, please provide as much detail as possible by specifying the number of male and female students within each ethnic/racial group (in the blank lines provided below).

	White	Black	Hispanic	Asian	Native American	Other
Male	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Female	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

3. ACCOUNTING/TAXATION GRADUATES WITH MASTER'S DEGREES AWARDED BETWEEN 9/92 AND 8/93

Please indicate the number of graduates with master's degrees for each of the accounting/taxation programs awarded between 9/92 and 8/93.

Master's Programs	Number of Master's Degrees Awarded Between 9/92 and 8/93
A. Master's in accounting - including MA, MS, MAcc, MPA and MAS programs	(583-585)
B. Master's in taxation - including MBAs with a concentration in tax	(586-588)
C. MBAs with a concentration in accounting	(589-591)
D. Total number (A + B + C)	(592-594)

4. GENDER AND ETHNIC/RACE BREAKDOWN FOR ACCOUNTING/TAXATION GRADUATES WITH MASTER'S DEGREES AWARDED BETWEEN 9/92 AND 8/93

A. Of the total number of graduates with master's degrees entered in Q.3D above, please give the breakdown by male and female graduates (in the boxes in the left column) and by ethnic/racial groups (in the boxes along the bottom row). The box in the lower left corner should match the total provided in Q.3D.

B. Next, please provide as much detail as possible by specifying the number of male and female graduates within each ethnic/racial group (in the blank lines provided below).

	White	Black	Hispanic	Asian	Native American	Other
Male	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Female	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

5. PLACEMENT OF GRADUATES WITH MASTER'S DEGREES AWARDED BETWEEN 9/92 AND 8/93

A. Please indicate below under SECTION A, the placement of graduates who earned master's degrees (in accounting, in taxation, or MBAs with a concentration in accounting) between 9/92 and 8/93.

B. Of the total number of graduates entered under SECTION A, please indicate under SECTION B the breakdown by male and female graduates for each placement area.

C. Of the total number of graduates entered under SECTION A, please indicate under SECTION C the breakdown by ethnic/racial groups for each placement area.

Placement Areas	SECTION A		SECTION B		SECTION C							
	TOTAL PLACEMENT	# of graduates who went into each placement area	PLACEMENT BY GENDER		PLACEMENT BY ETHNIC/RACIAL GROUPS							
			# of graduates who went into each placement area	# of graduates who went into each placement area	White	Black	Hispanic	Asian	Native American	Other		
a. Public Accounting												(671-697)
b. Business/ Industry												(708-734)
c. Government												(735-761)
d. Non-profit Organization												(762-788)
e. Graduate School												(808-834)
f. Other Areas												(835-861)
g. Unknown												(862-888)

D. For the past academic year, are you aware of any gender-related or ethnic/race-related trends in the placement of graduates with master's degrees in accounting, in taxation, or MBAs with a concentration in accounting? Please be as specific as possible in your comments.

Please answer the following questions as completely and accurately as possible. If your school does not have a Ph. D. in accounting or taxation program, please skip to Part IV. Enrollment Projections.

III. Ph.D. PROGRAMS

1. DOCTORAL-LEVEL ACCOUNTING/TAXATION STUDENTS ENROLLED FOR THE 1993 FALL TERM

A. Please indicate the total number of doctoral-level students enrolled in accounting/taxation programs during the 1993 fall term. (908-910)

B. Of the total number of doctoral students entered in Q.1A, please give the breakdown by male and female doctoral students (in the boxes in the left column) and by ethnic/racial groups (in the boxes along the bottom row). The box in the lower left corner should match the total provided in Q.1A.

C. Next, please provide as much detail as possible by specifying the number of male and female doctoral students within each ethnic/racial group (in the blank lines provided below).

	White	Black	Hispanic	Asian	Native American	Other	
Male	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	(911-931)
Female	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	(932-952)
Total	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	(953-973)

2. ACCOUNTING/TAXATION GRADUATES WITH DOCTORAL DEGREES AWARDED BETWEEN 9/92 AND 8/93

A. Please indicate the total number of graduates who received accounting/taxation-related doctoral degrees between 9/92 and 8/93. (974-976)

B. Of the total number of graduates with doctoral degrees entered in Q.2A, please give the breakdown by male and female graduates (in the boxes in the left column) and by ethnic/racial groups (in the boxes along the bottom row). The box in the lower left corner should match the total provided in Q.2A.

C. Next, please provide as much detail as possible by specifying the number of male and female graduates within each ethnic/racial group (in the blank lines provided below).

	White	Black	Hispanic	Asian	Native American	Other	
Male	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	(977-997)
Female	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	(1008-1028)
Total	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	(1029-1049)

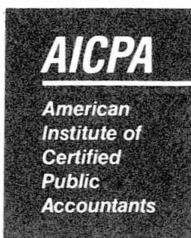
Please answer the following questions as completely and accurately as possible.

IV. ENROLLMENT PROJECTIONS

1. For each of the accounting programs listed below, please indicate whether you expect enrollment at your institution two years from now to be higher, lower, or the same as current enrollment. (Please circle one number for each program. If your institution does not currently offer that program, circle "4".)

Accounting Programs	Enrollment 2 years from now will be:			
	Higher than current enrollment	The same as current enrollment	Lower than current enrollment	Do not know/ No opinion
A. Bachelor's - majors in accounting	1	2	3	4 (1050)
B. Master's in accounting - including students in MA, MS, MAcc, MPA and MAS programs	1	2	3	4 (1051)
C. Master's in taxation - including MBA students with a concentration in tax	1	2	3	4 (1052)
D. MBA students with a concentration in accounting	1	2	3	4 (1053)
E. Ph.D. students in accounting/taxation	1	2	3	4 (1054)

(Note: Please return all three sections in the enclosed envelope. If the envelope is misplaced, return all three sections to AICPA, Academic & Career Development, Curriculum Data Base Project, 1211 Avenue of the Americas, New York NY 10036 - 8775.)



1211 Avenue of the Americas
New York, NY 10036-8775

(212) 596-6006
Fax (212) 596-6213

Rick Elam
Vice President—Education
Academic & Career Development

January 7, 1994

Dear CPA Firm Representative:

The AICPA is once again conducting its annual study of accounting program administrators and CPA firms to gauge the supply of accounting graduates and the demand for public accounting recruits, respectively. The information gathered from both the supply and demand surveys has proven very useful to the Institute in helping to plan for the future of the accounting profession. The survey results should be very useful to the practicing profession in both its **human resources planning** and as a source of information on **employment trends** in the profession.

The demand survey has been expanded to gather more detailed information on firm personnel. Specifically, several questions address the gender and ethnic/racial composition of firm personnel. The data gathered will be reported in both *The Supply of Accounting Graduates and the Demand for Public Accounting Recruits—1994* and *The AICPA Report on Minority Accounting Majors, Graduates, and Public Accounting Professionals—1994*. Both reports will be available later this year.

I will greatly appreciate your participation in the study by answering the questions on the questionnaire as **accurately and completely** as possible. The reliability and usefulness of the results depend heavily upon broad-based participation. If this questionnaire has been sent to the wrong person or office, please see that it is forwarded to the appropriate party. As in the past, the data gathered are entirely confidential and will be used only in summary form. To ensure anonymity, we are **not** asking you to sign your name or your firm's name.

Please return your completed questionnaire in the enclosed postage-paid envelope by **Friday, January 21, 1994**. Your timely response is crucial to the success of this important effort.

Thank you in advance for your cooperation.

Sincerely,

Rick Elam
Vice President — Education

FORM A — Long Form

AICPA SURVEY ON THE EMPLOYMENT OF NEW GRADUATES AND OTHER PERSONNEL WITHIN PUBLIC ACCOUNTING

(1-6)

IMPORTANT

Please answer the following questions by circling the numbers corresponding to your responses or by writing in your responses. Your responses should cover your **entire** firm—all offices or locations.

I. Employment of New Graduates

1. We would like to determine the number of new accounting and nonaccounting graduates who began employment at your firm during **1993**. **New graduates** are defined as those who began employment at **entry-level positions** with no or only nominal previous experience.

Please indicate below the number of **new graduates** with the following degrees who began employment at your firm on a full-time basis during **1993**. (**Note:** If, for a particular degree, there were **no** graduates who began employment, enter **0**; if the information is **not available**, enter **NA**.) **Do not include** those graduates who were recruited in 1993 to begin employment in 1994.

Note: If a newly employed graduate has more than one degree, the individual should be counted only once and placed according to the highest degree.

Accounting Degree

- | | Number of new
graduates
who began
employment on
a full-time basis
during 1993: | |
|--|---|---------|
| A. Bachelor's in Accounting —including other bachelor's degrees with majors in accounting | <input type="text"/> | (7-10) |
| B. Master's in Accounting —including MA, MS, MAcc, MPA and MAS degrees | <input type="text"/> | (11-14) |
| C. Master's in Taxation —including MBAs with a concentration in tax | <input type="text"/> | (15-18) |
| D. MBAs with a concentration in accounting | <input type="text"/> | (19-22) |
| E. TOTAL: A+B+C+D= | <input type="text"/> | (23-26) |

Nonaccounting Degree

- | | | |
|--|----------------------|---------|
| F. J.D. in Law | <input type="text"/> | (27-29) |
| G. Bachelor's and higher degrees in MIS/Computer Science | <input type="text"/> | (30-32) |
| H. Bachelor's and higher degrees in Finance | <input type="text"/> | (33-35) |
| I. Bachelor's and higher degrees in other (nonaccounting) business majors | <input type="text"/> | (36-38) |
| J. Bachelor's and higher degrees in nonbusiness majors | <input type="text"/> | (39-41) |
| K. TOTAL: F+G+H+I+J= | <input type="text"/> | (42-45) |
| L. GRAND TOTAL= <input type="text"/> = E+K | | (46-49) |

2. Please indicate below the **gender breakdown** of new graduates who began employment at your firm on a full-time basis during **1993**. (The total in line C below should equal that in line L in Q.1.)

Gender

Number of new graduates employed on a full-time basis during 1993 who are:

- | | | |
|------------------------|---|---------|
| A. Male | <input type="text"/> | (50-53) |
| B. Female | <input type="text"/> | (54-57) |
| C. TOTAL: | A+B= <input type="text"/> = Line L in Q.1 | (58-61) |

3. Please indicate below the **ethnic/racial breakdown** of new graduates who began employment at your firm on a full-time basis during **1993**. (The total in line G below should equal that in line L in Q.1.)

Ethnic/Racial Group

Number of new graduates employed on a full-time basis during 1993 who are:

- | | | |
|---------------------------------|---|---------|
| A. White | <input type="text"/> | (62-65) |
| B. Black | <input type="text"/> | (66-69) |
| C. Hispanic | <input type="text"/> | (70-73) |
| D. Asian | <input type="text"/> | (74-77) |
| E. Native American | <input type="text"/> | (78-81) |
| F. Other | <input type="text"/> | (82-85) |
| G. TOTAL: | A+B+C+D+E+F= <input type="text"/> = Line L in Q.1 | (86-89) |

4. Please indicate below the number of new graduates who began employment at your firm on a full-time basis during **1993** who have been assigned primarily to the following **areas**. (The total in line F below should equal that in line L in Q.1.)

Area

Number of new graduates employed on a full-time basis during 1993 who have been assigned primarily to:

- | | | |
|--|--|-----------|
| A. Accounting/Auditing | <input type="text"/> | (90-93) |
| B. Taxation | <input type="text"/> | (94-97) |
| C. MIS/Computer | <input type="text"/> | (98-101) |
| D. Management Services (other than MIS) | <input type="text"/> | (102-105) |
| E. Other Areas | <input type="text"/> | (106-109) |
| F. TOTAL: | A+B+C+D+E = <input type="text"/> = Line L in Q.1 | (110-113) |

Note: If your firm recruits **on campus**, answer Q.5A.
 If your firm recruits **off campus**, answer Q.5B.
 If your firm recruits **both on and off campus**,
 answer both Q.5A and Q.5B.

5. Please provide the following **recruiting information** for those new graduates who began employment at your firm on a full-time basis during **1993**.

Note: The total number of new graduates employed should equal the number in line L in Q.1.

**Recruiting
Information**

Number of:

A. On Campus:

Campus interviews	<input type="text"/>	(114-117)
Office visits	<input type="text"/>	(118-121)
Offers	<input type="text"/>	(122-125)
Hires	<input type="text"/>	(126-129)

B. Off Campus:

Initial interviews	<input type="text"/>	(130-133)
Offers	<input type="text"/>	(134-137)
Hires	<input type="text"/>	(138-141)

II. Other Personnel Information

Note: The following section does not apply to **just** newly employed individuals, but includes all employees at your firm during **1993**. If some of the information for the following questions is not available, **enter N/A**.

6. **Professional staff** are defined as CPAs, prospective CPAs, and others with a similar amount of academic training in a field that is part of the practice of public accounting.

A. What is the **total** number of **professional staff employed** in your firm as of **December 31, 1993**? (142-146)

B. What is the **total** number of **professional staff** in your firm who were **terminated or resigned** during **1993**? (147-150)

7. Under **SECTION I** below, please indicate the **gender breakdown** of the **professional staff employed** in your firm as of **December 31, 1993**. (The total in line C in Section I below should equal that in Q.6A.)

Under **SECTION II** below, please indicate the **gender breakdown** of the **professional staff** in your firm who were **terminated or resigned** during **1993**. (The total in line C in Section II below should equal that in Q.6B.)

Gender	SECTION I Number of professionals employed as of 12/31/93 who are:	SECTION II Number of professionals terminated/resigned during 1993 who are:
A. Male	<input type="text"/>	<input type="text"/> (151-158)
B. Female	<input type="text"/>	<input type="text"/> (159-166)
C. TOTAL:	A+B= <input type="text"/> = Q.6A	A+B= <input type="text"/> = Q.6B (167-176)

8. Under **SECTION III** below, please indicate the **ethnic/racial breakdown** of the **professional staff employed** in your firm as of **December 31, 1993**. (The total in line G in Section III below should equal that in Q.6A.)

Under **SECTION IV** below, please indicate the **ethnic/racial breakdown** of the **professional staff** in your firm who were **terminated or resigned** during **1993**. (The total in line G in Section IV below should equal that in Q.6B.)

Ethnic/Racial Group	SECTION III	SECTION IV	
	Number of professionals employed as of 12/31/93 who are:	Number of professionals terminated/resigned during 1993 who are:	
A. White	<input type="text"/>	<input type="text"/>	(177-184)
B. Black	<input type="text"/>	<input type="text"/>	(185-192)
C. Hispanic	<input type="text"/>	<input type="text"/>	(193-200)
D. Asian	<input type="text"/>	<input type="text"/>	(201-208)
E. Native American	<input type="text"/>	<input type="text"/>	(209-216)
F. Other	<input type="text"/>	<input type="text"/>	(217-224)
G. TOTAL:	A+B+C+D+E+F = <input type="text"/> = Q.6A	A+B+C+D+E+F = <input type="text"/> = Q.6B	(225-234)

9. Please indicate the **number of CPAs** among the **professional staff employed** in your firm as of **December 31, 1993**. (235-237)

10. Of the total **number of CPAs** entered in **Q.9**, please indicate below the **gender breakdown**.

Gender	Number of CPAs who are:	
A. Male	<input type="text"/>	(238-240)
B. Female	<input type="text"/>	(241-243)
C. TOTAL:	A+B = <input type="text"/> = Q.9	(244-246)

11. Of the total **number of CPAs** entered in **Q.9**, please indicate below the **ethnic/racial breakdown**.

Ethnic/Racial Group	Number of CPAs who are:	
A. White	<input type="text"/>	(247-249)
B. Black	<input type="text"/>	(250-252)
C. Hispanic	<input type="text"/>	(253-255)
D. Asian	<input type="text"/>	(256-258)
E. Native American	<input type="text"/>	(259-261)
F. Other	<input type="text"/>	(262-264)
G. TOTAL:	A+B+C+D+E+F = <input type="text"/> = Q.9	(265-267)

12. Please indicate the **number of partners** among the **professional staff employed** in your firm as of **December 31, 1993**.

(268-270)

13. Of the total **number of partners** entered in **Q.12**, please indicate below the **gender breakdown**.

Gender

Number of partners who are:

A. Male

(271-273)

B. Female

(274-276)

C. TOTAL:

A+B= = Q.12

(277-279)

14. Of the total **number of partners** entered in **Q.12**, please indicate below the **ethnic/racial breakdown**.

Ethnic/Racial Group

Number of partners who are:

A. White

(280-282)

B. Black

(283-285)

C. Hispanic

(286-288)

D. Asian

(289-291)

E. Native American

(292-294)

F. Other

(295-297)

G. TOTAL:

A+B+C+D+E+F = = Q.12

(298-300)

15. **Experienced recruits** are defined as professional staff hired at above entry level. Was the total number of **experienced recruits** employed by your firm during **1993** higher, lower or the same as the number employed during **1992**? (circle one only)

1. Higher

(301)

2. The Same

3. Lower

16. **Paraprofessional staff** are defined as nonprofessional staff hired to assist professional staff with clerical and other duties which would not be defined as traditional office duties.

A. Does your firm employ **paraprofessional staff**? (circle one only)

1. Yes

(302)

2. No

B. If **yes**, was the total number of **paraprofessional staff** employed by your firm during **1993** higher, lower or the same as the number employed during **1992**? (circle one only)

1. Higher

(303)

2. The Same

3. Lower

III. Background Information

17. In which **state** is your firm's headquarters located?

(304-305)

18. Which of the following most closely describes your firm? (circle one only)

1. Local Firm

(306)

2. Regional Firm

3. National/Multinational Firm

19. Is your firm/practice minority-owned? (Minority-owned is defined as majority ownership by those of Black, Native American, or Asian/Pacific Islander races or of Hispanic ethnic origin.) (circle one only)

1. Yes

(307)

2. No

20. Please indicate below the **number of AICPA members** in your **entire** firm. (If this number is not available, please provide your best estimate.)

AICPA Members

(308-312)

Thank you very much for completing this survey. We would like your comments about the survey and/or trends in the accounting profession. The information you provide is an important resource in planning for the profession.

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

AICPA Survey on the Employment of New Graduates
and Other Personnel Within Public Accounting
Academic & Career Development
1211 Avenue of the Americas
New York, NY 10036-8775

December 1993

FORM B — Short Form

AICPA SURVEY ON THE EMPLOYMENT OF NEW GRADUATES WITHIN PUBLIC ACCOUNTING

(1-6)

IMPORTANT

Please answer the following questions by circling the numbers corresponding to your responses or by writing in your responses. Your responses should cover your **entire** firm—all offices or locations.

I. Employment of New Graduates

1. We would like to determine the number of new accounting and nonaccounting graduates who began employment at your firm during **1993**. **New graduates** are defined as those who began employment at **entry-level positions** with no or only nominal previous experience.

Please indicate below the number of **new graduates** with the following degrees who began employment at your firm on a full-time basis during **1993**. (**Note:** If, for a particular degree, there were **no** graduates who began employment, enter **0**; if the information is **not available**, enter **NA**.) **Do not include** those graduates who were recruited in 1993 to begin employment in 1994.

Note: If a newly employed graduate has more than one degree, the individual should be counted only once and placed according to the highest degree.

Accounting Degree

Number of new
graduates
who began
employment
on a full-time
basis during
1993:

A. Bachelor's in Accounting—including other bachelor's degrees with majors in accounting

(7-10)

B. Master's in Accounting—including MA, MS, MAcc, MPA and MAS degrees

(11-14)

C. Master's in Taxation—including MBAs with a concentration in tax

(15-18)

D. MBAs with a concentration in accounting

(19-22)

Nonaccounting Degree

Your response in the box below should cover the following degrees **only**:

- J.D. in **Law**, and
- Bachelor's and higher degrees in **MIS/Computer Science, Finance**, and other (nonaccounting) **business** majors, and
- Bachelor's and higher degrees in **nonbusiness** majors

(23-26)

II. Background Information

2. In which **state** is your firm's headquarters located?

(27-28)

3. Which of the following most closely describes your firm? (circle one only)

1. Local Firm

(29)

2. Regional Firm

3. National/Multinational Firm

4. Is your firm/practice minority-owned? (Minority-owned is defined as majority ownership by those of Black, Native American, or Asian/Pacific Islander races or of Hispanic ethnic origin.) (circle one only)

1. Yes

(30)

2. No

5. Please indicate below the **number of AICPA members** in your **entire** firm. (If this number is not available, please provide your best estimate.)

AICPA Members

(31-33)

THANK YOU FOR YOUR COOPERATION

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

AICPA Survey on the Employment of New Graduates
Within Public Accounting
Academic & Career Development
1211 Avenue of the Americas
New York, NY 10036-8775

Survey Methodology

Colleges and Universities

In late 1993/early 1994, the AICPA conducted a survey of U.S. colleges and universities that have accounting programs. A total of 1,139 schools identified as having accounting programs leading to a bachelor's degree, master's degree, and/or Ph.D. degree were sent survey questionnaires in December 1993. Non-responding schools were sent follow-up questionnaires in early January 1994.

The questionnaires asked accounting program administrators to indicate the number of new accounting graduates with bachelor's degrees, master's degrees, MBA degrees with a concentration in accounting, master's degrees in taxation, and Ph.D. degrees in accounting or taxation. Actual data for the 1992–93 academic year were requested (i.e., September 1992 through August 1993). Schools were also asked to provide breakdowns of their total accounting graduates by gender, ethnic/racial background, and employment placement (i.e., the number going into public accounting, business or industry, government, and other fields). In addition, data on accounting enrollment and background information on the schools were gathered. See Appendix A for a copy of the survey questionnaire.

Schools having accounting programs were identified through the AICPA's electronic database. The database features schools accredited by the American Assembly of Collegiate Schools of Business (AACSB), Association of Collegiate Business Schools and Programs (ACBSP), and nonaccredited schools.

The AACSB accredits bachelor's and master's degree programs in business administration and accounting in the U.S. The membership of domestic educational institutions in the AACSB is divided into schools with accredited business administration programs and schools with nonaccredited business administration programs. Of those schools that have an accredited business administration program, 96 have a level of accounting accreditation. The ACBSP, established in 1990, accredits two-year, four-year, and graduate business administration programs in the U.S.

Although 1,139 schools were surveyed for the 1994 report, the survey pool was reduced to 864 schools. The 864 schools include the 777 schools surveyed the previous year, as well as 87 "new" schools that reported 10 or more accounting graduates. The remaining 275 schools not included in the survey pool are either "new" school respondents that reported less than 10 accounting graduates or "new" school nonrespondents. Because these schools tend to be smaller and do not graduate many accounting students, the AICPA decided not to include them in the survey pool out of concern that the results would inaccurately represent the population of schools under study. Therefore, the overall response rate for the supply portion of the report was 54 percent (469 of 864).

The 469 schools that responded to the survey are similar to the 864 schools under study, matching fairly closely in terms of accounting faculty size and classification as public or private, majority or minority, and accredited or nonaccredited business administration program. To check for nonresponse bias in the survey, late respondents were compared to all respondents and the results were found to be generally the same.

To estimate the supply of accounting graduates from the 395 nonresponding schools, regression equations were developed that related the number of graduates with bachelor's, master's, and/or Ph.D. degrees to the number of accounting faculty members for the schools that responded to the survey. The number of accounting faculty members of schools in the survey was obtained from the AICPA's electronic database. The regression equations were then applied to data on the size of the accounting faculties of the 395 nonresponding schools to produce esti-

mates of the number of graduates from all schools in the study. The high response rate achieved by the survey, the large number of responding schools, and the representative characteristics of those schools relative to the overall population provide a high degree of confidence that the results in this report are generally what would have been obtained had all schools under consideration responded to the survey.

Public Accounting Firms/Practices

In early 1994, the AICPA conducted a survey of all of the public accounting firms affiliated with the Institute and 1,000 sole practitioners who are AICPA members. Survey questionnaires were sent to those individuals responsible for human resources and asked a variety of questions about newly employed graduates and professional staff. The core question in the survey asked firms/practices to provide a breakdown of both accounting and nonaccounting graduates employed in 1993.

Firms/practices were asked to provide a breakdown of newly employed graduates by gender, ethnic/racial background, and area of assignment (i.e., accounting/auditing, taxation, management consulting services, and other specialty areas). In addition, firms/practices were asked to give information on recruiting activities, professional and paraprofessional staff, and experienced recruits, as well as some general background information.

The survey consisted of two questionnaire forms. The "long" form was sent to a random sample of 3,071 firms, represented by all firms with more than 10 AICPA members (1,245) and a random sample of 1,826 firms with 1 to 10 AICPA members. In addition, 1,000 of an estimated 26,600 sole practitioners who are AICPA members received the long form. The "short" form was sent to the remaining 17,215 firms with 1 to 10 AICPA members. In total, 20,286 firms and 1,000 sole practitioners were surveyed for an overall pool of 21,286 firms/practices. The 21,286 firms/practices were sent their respective questionnaires in early January, and those receiving the long form were sent follow-up questionnaires in late January. (*Note:* Ninety-five questionnaires were returned because they were undeliverable; therefore, the effective sample size was 21,191.)

Because the 14 largest firms account for such a large proportion of newly employed graduates, a greater effort was made to obtain their responses. The firms' responses were tracked, and a series of follow-up phone calls was undertaken in an effort to maximize the collective response rate. Copies of both the long and short questionnaire forms are included in Appendix A.

In past reports, data in the tables that report percentages were derived by simply adding the responses reported by all participants and percentaging them. For comparative purposes, this methodology was repeated in those tables that carried over from previous years. In addition, a "weighted" methodology was developed for all of the demand tables that report percentages to reflect the different sampling ratios used for the different firm-size categories surveyed. The new methodology entails assigning a formula to each firm-size category surveyed by dividing the number of respondents for each category by the total universe for each category. The formula is then applied to the totals reported by the respondents in each category to generate a more "realistic" percentage response for the category.

A total of 6,506 firms/practices of the 21,191 surveyed responded for an overall response rate of 31 percent (in actuality, 21,286 firms/practices were surveyed, but 95 questionnaires were returned because they were undeliverable). Firms/practices that responded to the survey reflect the total population of firms/practices included in the study. The firms/practices that responded generally mirror all firms/practices in terms of size (i.e., local, regional, national/international), ownership (i.e., majority or minority), and location (i.e., Eastern, North Central, Southern, or Pacific region). The slightly greater prevalence of larger firms among the respondents compared to the population as a whole reflects the survey's aim of pursuing larger firms' responses more actively. Late respondents to the survey were compared to all respondents to check for non-response bias and the results were found to be generally the same.

Regression analysis was used to estimate the demand by nonresponding firms/practices for accounting graduates. For each of the four firm-size groups, regression equations were estimated that relate the number of new accounting bachelor's and master's graduates employed, as well as the number of new nonaccounting graduates employed, to the number of AICPA members for firms/practices that responded to the survey. The regression equations were then applied to data on the number of AICPA members from nonresponding firms/practices to generate estimates of the number of new accounting and nonaccounting graduates employed by these firms/practices. The numbers were then added to those gathered from responding firms/practices to arrive at the total number of accounting and nonaccounting new graduates employed among all firms/practices in the study.

Limitations of the Survey Results

The sampling process, the response rates, the large number of responding schools and firms/practices, and the representative characteristics of the respondents relative to the two populations provide a high degree of confidence that the results in this report are generally the results that would be obtained had all schools and firms/practices responded to the survey. Any difference in results is due to sampling error (i.e., the error that may arise because the results are based on samples rather than the entire population) or nonsampling error (i.e., the error, other than the sampling error, that may arise from the practical difficulties respondents may encounter in giving measurements of the desired data).

APPENDIX C

Breakdown of Geographic Regions Referred to in Tables 8, 9, 16, 17, and 27

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

Historical Trend Tables

Historical Trends in the Supply of Accounting Graduates 1971-72 to 1989-90*								
	Bachelor's		Master's		Total Supply		Distribution of Graduates	
	Number of Graduates	Rate of Growth	Number of Graduates	Rate of Growth	Number of Graduates	Rate of Growth	Bachelor's	Master's
1971-72	23,800	—	2,200	—	26,000	—	92%	8%
1972-73	26,300	+ 11%	2,700	+ 23%	29,000	+ 12%	91%	9%
1973-74	31,400	+ 19%	3,400	+ 26%	34,800	+ 20%	90%	10%
1974-75	35,400	+ 13%	4,300	+ 26%	39,700	+ 14%	89%	11%
1975-76	39,900	+ 13%	4,700	+ 9%	44,600	+ 12%	89%	11%
1976-77	44,760	+ 12%	5,620	+ 20%	50,380	+ 13%	89%	11%
1977-78	46,000	+ 3%	5,670	+ 1%	51,670	+ 3%	89%	11%
1978-79	48,800	+ 6%	5,640	- 1%	54,440	+ 5%	90%	10%
1979-80	49,870	+ 2%	5,280	- 6%	55,150	+ 1%	90%	10%
1980-81	49,320	- 1%	5,520	+ 5%	54,840	- 1%	90%	10%
1981-82	50,300	+ 2%	5,570	+ 1%	55,870	+ 2%	90%	10%
1982-83	51,950	+ 3%	5,810	+ 4%	57,760	+ 3%	90%	10%
1983-84	53,020	+ 2%	6,330	+ 9%	59,350	+ 3%	89%	11%
1984-85	51,980	- 2%	5,910	- 7%	57,890	- 2%	90%	10%
1986-87	48,030	- 8%	5,580	- 6%	53,610	- 7%	90%	10%
1987-88	46,340	- 4%	4,910	- 12%	51,250	- 4%	90%	10%
1988-89	52,500	+ 13%	5,230	+ 7%	57,730	+ 13%	91%	9%
1989-90	52,320	-0-	5,040	- 4%	57,360	- 1%	91%	9%

* No data available for 1985-86.

**Historical Trends in the Demand for
Public Accounting Recruits
1971-1990***

	<i>Bachelor's</i>		<i>Master's</i>		<i>Total Demand</i>		<i>Distribution of Recruits</i>	
	<i>Number of Recruits</i>	<i>Rate of Growth</i>	<i>Number of Recruits</i>	<i>Rate of Growth</i>	<i>Number of Recruits</i>	<i>Rate of Growth</i>	<i>Bachelor's</i>	<i>Master's</i>
1971	6,800	—	2,000	—	8,800	—	77%	23%
1972	8,900	+ 31%	2,400	+ 20%	11,300	+ 28%	79%	21%
1973	10,000	+ 12%	2,600	+ 8%	12,600	+ 12%	79%	21%
1974	9,500	- 5%	2,600	- 0-	12,100	- 4%	79%	21%
1975	9,200	- 3%	2,800	+ 8%	12,000	- 1%	77%	23%
1976	10,010	+ 9%	3,350	+ 20%	13,360	+ 11%	75%	25%
1977	11,660	+ 16%	3,310	- 1%	14,970	+ 12%	78%	22%
1978	12,770	+ 10%	2,890	- 13%	15,660	+ 5%	82%	18%
1979	13,500	+ 6%	2,900	- 0-	16,400	+ 5%	82%	18%
1980	14,100	+ 4%	2,460	- 15%	16,560	+ 1%	85%	15%
1981	14,200	+ 1%	2,210	- 10%	16,410	- 1%	87%	13%
1982	11,970	- 16%	2,210	- 0-	14,180	- 14%	84%	16%
1983	14,490	+ 21%	2,180	- 1%	16,670	+ 18%	87%	13%
1984	15,640	+ 8%	2,180	- 0-	17,820	+ 7%	88%	12%
1985	16,510	+ 6%	2,250	+ 3%	18,760	+ 5%	88%	12%
1986	16,110	- 2%	2,030	- 10%	18,140	- 3%	89%	11%
1987	16,720	+ 4%	2,050	+ 1%	18,770	+ 4%	89%	11%
1988	16,740	- 0-	2,220	+ 8%	18,960	+ 1%	88%	12%
1989	25,240	*	2,600	*	27,840	*	91%	9%
1990	21,340	- 15%	2,500	- 4%	23,840	- 14%	90%	10%

* Note: Beginning with the 1989 survey, the firm sample size was expanded significantly. As such, the 1989 figures are not comparable to the results from the previous year. Therefore, the rate of growth is not indicated from 1988 to 1989.

