

1998

Supply of accounting graduates and the demand for public accounting recruits, 1997, for academic year 1995-96

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The Supply Of Accounting Graduates And the Demand For Public Accounting Recruits–1997

For Academic Year 1995–96



The CPA. Never Underestimate The Value.™

Academic & Career Development Team

**The Supply
of Accounting Graduates
and the Demand
for Public Accounting Recruits–1997
For Academic Year 1995–96**

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Director**

**Assisted by
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Introduction and Highlights

This 1997 edition of *The Supply of Accounting Graduates and the Demand for Public Accounting Recruits* is prepared for anyone interested in the demographics of the accounting profession. This report will be useful for individuals involved in planning for university accounting programs, and human resources for accounting firms.

The data reported here is based on a survey conducted earlier this year of U.S. colleges and universities that offer accounting degrees at the Baccalaureate, Master's or Ph.D. level and a survey of public accounting firms and sole practitioners affiliated with the American Institute of Certified Public Accountants (AICPA). The report is presented in two sections: "Accounting Graduates" presents detailed information regarding the number of accounting degrees awarded by universities during the 1995–96 academic year and "Hiring by CPA Firms" reports the hiring of recent college graduates by public accounting firms during the academic year.

Both sections present data weighted to provide a normative profile of the recipients of accounting degrees and individuals newly hired by CPA firms. The Graduates section reports by level of accreditation held by the college or university. The Hiring Section reports by size of firm. Both reports present detailed gender and ethnic data. A complete description of the methodology used for gathering and weighting data is presented in Appendix A.

Following are some of the more significant findings from the report:

- A total of 59,660 accounting bachelor's and master's degrees were awarded in 1995–96. Although the total number has been about the same for the past ten years, the number of master's graduates has been increasing in recent years.
- Females continue to outnumber males at the bachelor's level by 54% to 46%; males slightly outnumber females at the master's level by 52% to 48%.
- Minorities accounted for 23% of the total number of accounting bachelor's and master's graduates, up from 17% in 1991–92.
- The percentage of bachelor's graduates finding jobs in business/industry is slightly larger than those entering public accounting (28% and 27%, respectively). The percentage of master's graduates entering public accounting (51%) is more than double the percentage going into industry.
- Accounting enrollments in bachelor's and master's programs dropped after three consecutive years of increases. The decrease was seen primarily in bachelor's enrollments. A majority of responding schools expect enrollments in accounting bachelor's programs two years from now to be the same. Almost 85% of respondents expect enrollments in accounting master's programs to continue to increase.
- The number of candidates sitting for the CPA exam in 1996 increased by almost 10%. Candidates for the May and November exams totaled 133,000.
- The total number of accounting graduates with bachelor's and master's degrees hired by CPA firms decreased slightly in 1996.
- Fifty-one percent of the new graduate hires were female; forty-nine percent were male.
- Sixteen percent of the new graduate hires were minorities, up from 12 percent in 1992.
- The percentage of female CPAs employed by CPA firms is 32%; minorities accounted for 6% of CPAs employed by the firms.
- Ninety percent of the largest firms reported hiring more experienced recruits in 1996 than in 1995; 48% of the next largest firm-size group said they hired more experienced recruits than in 1995.

Accounting Graduates

The following tables present a variety of characteristics of colleges and universities which awarded accounting degrees during 1995–96 and the individuals who received those degrees. The AACSB—The International Association for Management Education and the Association of Collegiate Business Schools and Programs (ACBSP) appear in several tables because both those organizations accredit business degree programs. Business accreditation focuses on all degrees offered within a business program which generally includes one or more degrees in accounting. The AACSB also offers specific accreditation of accounting programs which is the highest level of accreditation available for schools that offer accounting degrees. The majority of accounting degree programs are accredited by regional accrediting organizations that review the entire college or university without special emphasis on business or accounting.

College and University Response Rates

TABLE 1			
Number of Schools Surveyed for 1997 Report			
	<i>Number of Questionnaires Mailed</i>	<i>Number of Schools Responding</i>	<i>Response Rate %</i>
Accredited in Accounting	120	86	72
Accredited in Business			
By AACSB	194	97	50
By ACBSP	52	36	69
Other Business	497	154	31
Administration Programs			
Total Schools Surveyed	<u>863</u>	<u>373</u>	<u>43</u>
Public Schools	424	193	46
Private Schools	439	180	41
Majority Schools	777	340	44
Minority Schools	86	33	38

TABLE 2				
Graduates by Level of Accreditation 1995–96				
	<i>Number of Programs</i>	<i>Bachelor's</i>	<i>Master's</i>	<i>Total</i>
Accounting	120	19,340	4,040	23,380
Business				
AACSB	194	16,550	2,570	19,120
ACBSP	52	3,110	70	3,180
Other	497	13,030	950	13,980
Total	<u>863</u>	<u>52,030</u>	<u>7,630</u>	<u>59,660</u>

Accounting Degrees Awarded

TABLE 3A

Accounting Degrees Awarded by All Schools
1971–72 through 1995–96

	<i>Bachelor's</i>		<i>Master's</i>		<i>Total</i>	
	<i>Number of Graduates</i>	<i>Rate of Growth</i>	<i>Number of Graduates</i>	<i>Rate of Growth</i>	<i>Number of Graduates</i>	<i>Rate of Growth</i>
1971–72	23,800	—	2,200	—	26,000	—
1972–73	26,300	+ 11%	2,700	+ 23%	29,000	+ 12%
1973–74	31,400	+ 19%	3,400	+ 26%	34,800	+ 20%
1974–75	35,400	+ 13%	4,300	+ 26%	39,700	+ 14%
1975–76	39,900	+ 13%	4,700	+ 9%	44,600	+ 12%
1976–77	44,760	+ 12%	5,620	+ 20%	50,380	+ 13%
1977–78	46,000	+ 3%	5,670	+ 1%	51,670	+ 3%
1978–79	48,800	+ 6%	5,640	– 1%	54,440	+ 5%
1979–80	49,870	+ 2%	5,280	– 6%	55,150	+ 1%
1980–81	49,320	– 1%	5,520	+ 5%	54,840	– 1%
1981–82	50,300	+ 2%	5,570	+ 1%	55,870	+ 2%
1982–83	51,950	+ 3%	5,810	+ 4%	57,760	+ 3%
1983–84	53,020	+ 2%	6,330	+ 9%	59,350	+ 3%
1984–85	51,980	– 2%	5,910	– 7%	57,890	– 2%
1985–86	50,000	– 4%	5,750	– 3%	55,750	– 4%
1986–87	48,030	– 4%	5,580	– 3%	53,610	– 4%
1987–88	46,340	– 4%	4,910	– 12%	51,250	– 4%
1988–89	52,500	+ 13%	5,230	+ 7%	57,730	+ 13%
1989–90	52,320	– 0–	5,040	– 4%	57,360	– 1%
1990–91	53,600	+ 1%	5,540	+ 10%	59,140	+ 3%
1991–92	53,320	– 0–	7,070	+ 28%	60,390	+ 2%
1992–93	50,060	– 6%	5,330	– 25%	55,390	– 8%
1993–94	53,450	+ 7%	7,170	+ 35%	60,620	+ 9%
1994–95	53,360	– 0–	7,860	+ 10%	61,220	+ 1%
1995–96	52,030	– 2%	7,630	– 3%	59,660	– 3%

TABLE 3B
Accounting Ph.D's Awarded
1992-93 through 1995-96

	<i>Number of Graduates</i>	<i>Rate of Growth</i>
1992-93	200	—
1993-94	242	+ 21%
1994-95	205	- 15%
1995-96	190	- 7%

* 1992-93 was the first year that the number of Ph.D. graduates was included in the survey.

FIGURE 1
Trend In Accounting Degrees Awarded
1971-72 through 1995-96

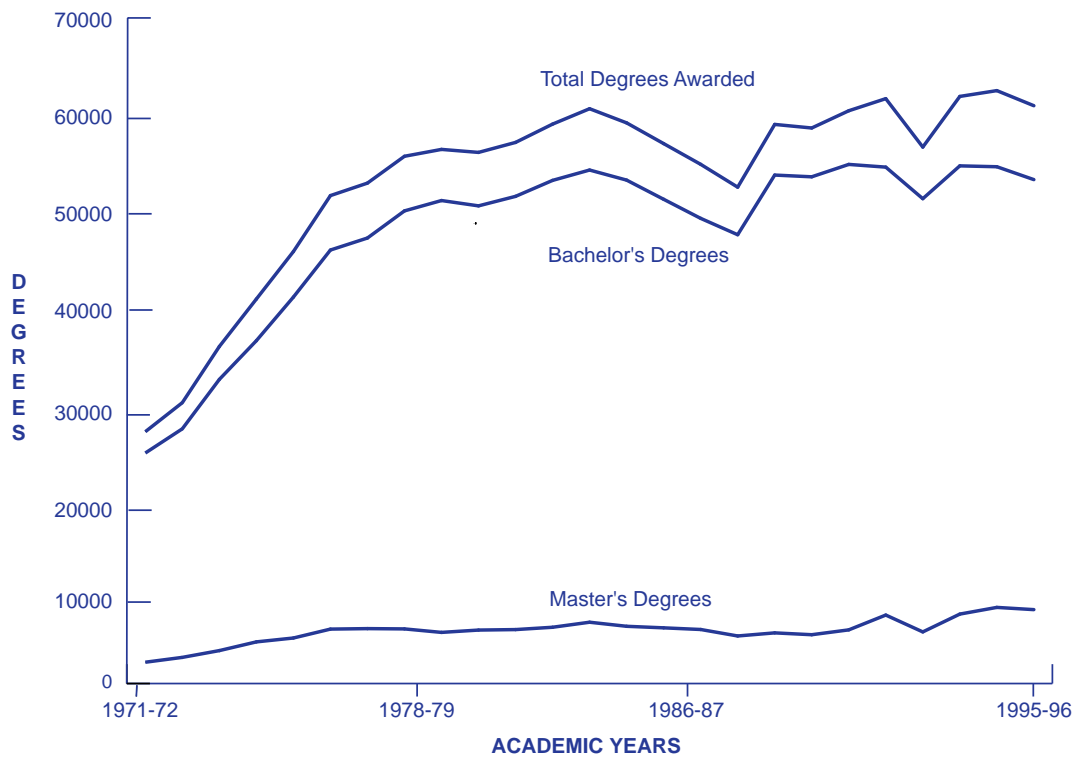


TABLE 4**Accounting Degrees Awarded by Accredited Accounting Programs**

	<i>Number of AACSB-Accredited Accounting Programs</i>	<i>Bachelor's</i>	<i>MBA in Accounting</i>	<i>Master's in Accounting</i>
1991–92	97	14,380	230	1,470
1992–93	96	16,650	160	850
1993–94	105	18,560	330	3,360
1994–95	111	17,770	460	3,610
1995–96	120	19,340	430	3,610

TABLE 5**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>
1991–92	281*	30,950	4,970	35,920
1992–93	310	29,580	4,280	33,860
1993–94	349	37,600	6,023	43,623
1994–95	351	37,340	6,130	43,470
1995–96	366	39,000	6,680	45,680

* Does not include ACBSP-accredited business administration programs.

TABLE 6**New Accounting Graduates
from Other Business Administration Programs**

	<i>Number of Other Business Administration Programs</i>	<i>Bachelor's</i>	<i>Master's</i>	<i>Total</i>
1991–92	496	22,370	2,100	24,470
1992–93	554	20,480	1,050	21,530
1993–94	514	15,850	1,150	17,000
1994–95	512	16,020	1,730	17,750
1995–96	497	13,030	950	13,980

TABLE 7

New Accounting Graduates with Bachelor's Degrees
from Public and Private Schools

	<i>Public</i>	<i>Private</i>
1991–92	36,750	16,570
1992–93	34,270	15,790
1993–94	39,828	13,620
1994–95	38,760	14,600
1995–96	36,080	15,950

TABLE 8

New Accounting Graduates with Master's Degrees
from Public and Private Schools

	<i>Public</i>	<i>Private</i>
1991–92	4,640	2,430
1992–93	3,650	1,680
1993–94	4,291	2,877
1994–95	4,430	3,430
1995–96	4,530	3,100

TABLE 9

New Accounting Graduates with Bachelor's Degrees
by Geographic Region

	<i>Eastern</i>	<i>North Central</i>	<i>Southern</i>	<i>Pacific</i>
1991–92	13,290	14,610	17,760	7,400
1992–93	11,920	14,510	16,870	6,760
1993–94	11,095	17,135	17,203	8,015
1994–95	14,630	15,860	16,930	5,940
1995–96	11,870	15,270	17,980	6,910

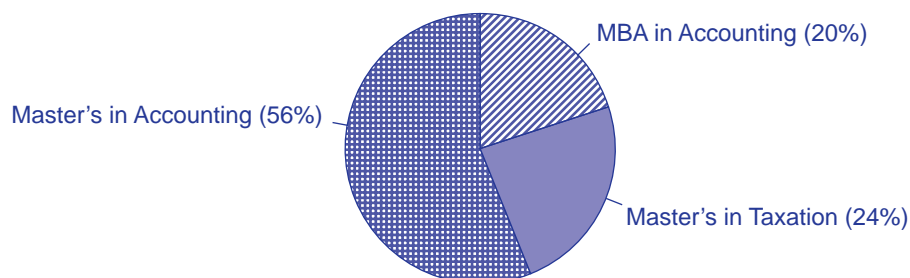
TABLE 10
New Accounting Graduates with Master's Degrees
by Geographic Region

	<i>Eastern</i>	<i>North Central</i>	<i>Southern</i>	<i>Pacific</i>
1991–92	1,870	1,750	2,380	1,050
1992–93	1,400	1,280	1,870	780
1993–94	2,037	1,792	2,449	890
1994–95	2,260	1,430	2,660	1,510
1995–96	2,180	1,590	2,920	940

TABLE 11
New Accounting Graduates with Master's Degrees
by Type

	<i>Master's in Accounting</i>	<i>MBA in Accounting</i>	<i>Master's in Taxation</i>
1991–92	3,670	1,700	1,700
1992–93	3,240	940	1,150
1993–94	3,836	1,282	2,050
1994–95	4,530	1,190	2,140
1995–96	4,300	1,530	1,800

FIGURE 2
New Accounting Graduates with Master's Degrees
by Type 1995–96



Gender Data For New Graduates

TABLE 12A

Percentage of New Accounting Graduates by Gender
Combined Bachelor's and Master's Degrees

	<i>Male (%)</i>	<i>Female (%)</i>
1991–92	48	52
1992–93	47	53
1993–94	47	53
1994–95	47	53
1995–96	46	54

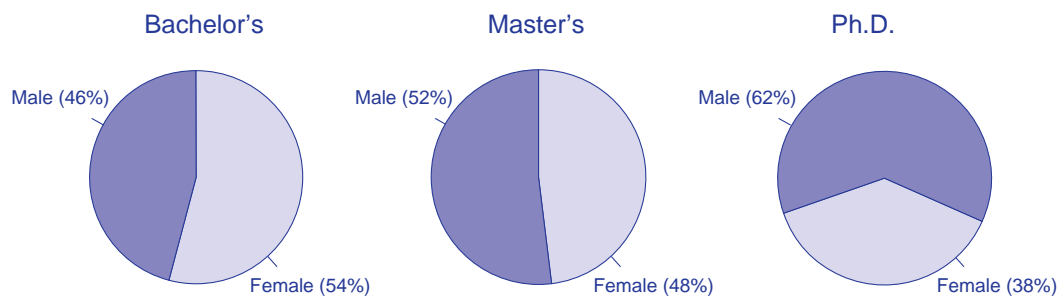
TABLE 12B

Percentage of New Accounting Graduates by Gender 1995–96
Bachelor's, Master's and Ph.D. Degrees

	<i>Bachelor's (%)</i>	<i>Master's (%)</i>	<i>Ph.D. (%)</i>
Male	46	52	62
Female	54	48	38

FIGURE 3

Percentage of New Accounting Graduates by Gender 1995–96
Bachelor's, Master's, and Ph.D. Degrees



Ethnic/Racial Data For New Graduates

TABLE 13A

Percentage of New Accounting Graduates by Ethnic/Racial Background
Total Bachelor's and Master's Degrees

	Asian (%)	Black (%)	Hispanic (%)	Native American (%)	Total Ethnic/ Racial (%)	White (%)	Other (%)
1991–92	7	6	4	*	17	81	2
1992–93	6	7	4	*	17	80	3
1993–94	8	7	5	*	20	77	3
1994–95	9	8	5	*	22	75	3
1995–96	8	8	7	*	23	74	3

* Less than 0.5%.

TABLE 13B

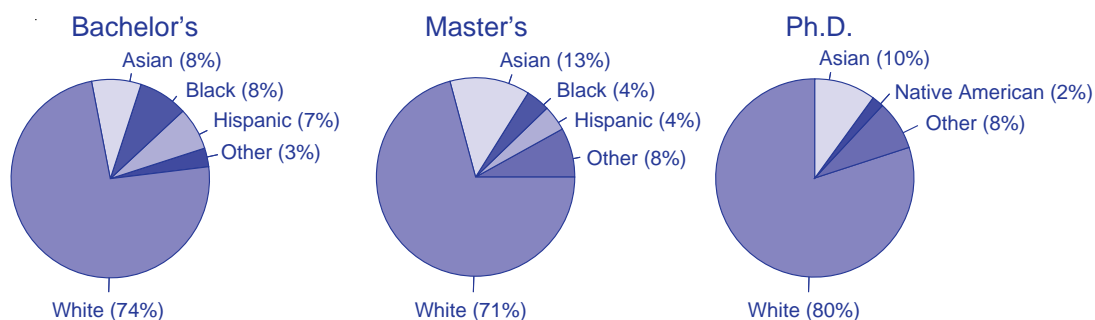
Percentage of New Accounting Graduates by Ethnic/Racial Background 1995–96
Bachelor's, Master's and Ph.D. Degrees

	Bachelor's (%)	Master's (%)	Ph.D. (%)
Asian	8	13	10
Black	8	4	*
Hispanic	7	4	*
Native American	*	*	2
Total Ethnic/Racial	23	21	12
White	74	71	80
Other	3	8	8

* Less than 0.5%.

FIGURE 4

Percentage of New Accounting Graduates by Ethnic/Racial Background 1995–96
Bachelor's, Master's, and Ph.D. Degrees



Placement of New Graduates

TABLE 14
Placement of New Accounting Graduates 1995–96

	<i>Bachelor's (%)</i>	<i>Master's (%)</i>
Public accounting	27	51
Business/Industry	28	18
Government	4	3
Nonprofit	2	1
Other areas	8	1
Graduate school	2	3
Unknown	29	23

FIGURE 5
Placement of New Accounting Graduates 1995–96
Bachelor's and Master's Degrees

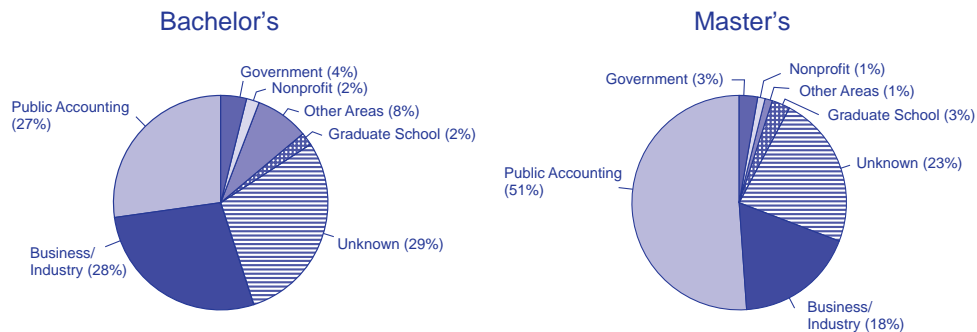


TABLE 15

Placement of Bachelor's Graduates
by Level of Accreditation 1995–96

	<i>Accounting</i>	<i>Business</i>		<i>Other</i>
		<i>AACSB</i>	<i>ACBSP</i>	
Public accounting	29%	28%	19%	24%
Business/Industry	23	27	37	33
Government	2	5	8	5
Nonprofit	1	2	5	2
Other areas	13	7	6	5
Graduate school	3	2	1	3
Unknown	29	29	24	28

TABLE 16

Placement of Master's Graduates
by Level of Accreditation 1995–96

	<i>Accounting</i>	<i>Business</i>		<i>Other</i>
		<i>AACSB</i>	<i>ACBSP</i>	
Public accounting	59%	42%	56%	28%
Business/Industry	11	25	33	22
Government	2	4	11	4
Nonprofit	1	2	*	1
Other areas	2	1	*	1
Graduate school	2	3	*	6
Unknown	23	23	*	38

* Less than 0.5%.

TABLE 17

**Placement of New Accounting Graduates
with Bachelor's Degrees by Region 1995–96**

	<i>Eastern (%)</i>	<i>North Central (%)</i>	<i>Southern (%)</i>	<i>Pacific (%)</i>
Public accounting	28	32	22	24
Business/Industry	25	30	27	29
Government	4	3	5	6
Nonprofit	2	2	2	1
Other areas	4	6	13	14
Graduate school	2	3	2	4
Unknown	35	24	29	22

TABLE 18

**Placement of New Accounting Graduates
with Master's Degrees by Region 1995–96**

	<i>Eastern (%)</i>	<i>North Central (%)</i>	<i>Southern (%)</i>	<i>Pacific (%)</i>
Public accounting	32	45	65	54
Business/Industry	26	14	16	14
Government	4	2	3	3
Nonprofit	2	*	2	*
Other areas	2	2	1	1
Graduate school	4	4	2	1
Unknown	30	33	11	27

* Less than 0.5%.

TABLE 19

**Placement of New Accounting Graduates
by Gender 1995–96**

	<i>Bachelor's</i>		<i>Master's</i>	
	<i>Male (%)</i>	<i>Female (%)</i>	<i>Male (%)</i>	<i>Female (%)</i>
Public accounting	28	25	53	49
Business/Industry	27	27	16	18
Government	3	4	2	3
Nonprofit	2	2	1	2
Other areas	10	9	2	1
Graduate school	2	2	3	3
Unknown	28	31	23	24

TABLE 20

Placement of New Accounting Graduates with Bachelor's Degrees
by Ethnic/Racial Background 1995–96

	<i>Asian/ Pacific Islander (%)</i>	<i>Black (%)</i>	<i>Hispanic (%)</i>	<i>Native American/ Alaskan Native (%)</i>	<i>White (%)</i>	<i>Other (%)</i>
Public accounting	21	12	22	32	29	11
Business/Industry	15	29	21	23	29	15
Government	1	8	5	9	3	1
Nonprofit	2	4	4	*	2	1
Other areas	9	7	7	*	10	8
Graduate school	3	1	2	*	2	4
Unknown	49	39	39	36	25	60

* Less than 0.5%.

TABLE 21

Placement of New Accounting Graduates with Master's Degrees
by Ethnic/Racial Background 1995–96[†]

	<i>Asian/ Pacific Islander (%)</i>	<i>Black (%)</i>	<i>Hispanic (%)</i>	<i>Native American/ Alaskan Native (%)</i>	<i>White (%)</i>	<i>Other (%)</i>
Public accounting	28	43	63	*	58	13
Business/Industry	22	22	3	*	18	5
Government	1	9	*	*	3	1
Nonprofit	*	*	6	*	1	*
Other areas	2	9	*	*	1	2
Graduate school	2	2	6	*	2	16
Unknown	45	15	22	100	17	63

[†] The base for this table includes only 281 non-White graduates, of which 198 are Asian/Pacific Islander, 46 are Black, 35 are Hispanic, and 2 are Native American/Alaskan Native.

* Less than 0.5%.

Accounting Enrollment

TABLE 22
Accounting Enrollment in All Schools 1995–96

	<i>Bachelor's</i>	<i>Master's in Accounting</i>	<i>MBA in Accounting</i>	<i>Master's in Taxation</i>	<i>Ph.D.</i>	<i>Total</i>
1992–93	179,690	6,860	2,290	2,880	1,070	192,790
1993–94	189,863	10,114	3,398	5,942	1,002	210,319
1994–95	192,870	10,010	3,510	6,510	870	213,770
1995–96	174,010	9,430	3,360	4,760	770	192,330

TABLE 23
Percentage of Accounting Students Enrolled by Gender 1995–96

	<i>Bachelor's (%)</i>	<i>Master's (%)</i>	<i>Ph.D. (%)</i>
Male	44	51	54
Female	56	49	46

FIGURE 6
Percentage of Accounting Students Enrolled by Gender 1995–96
Bachelor's, Master's, and Ph.D. Degrees

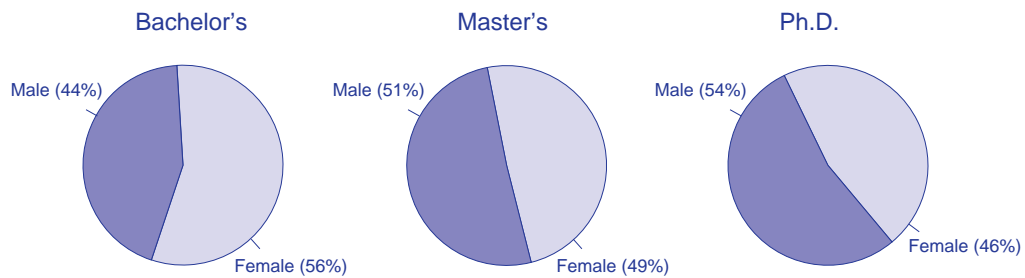


TABLE 24

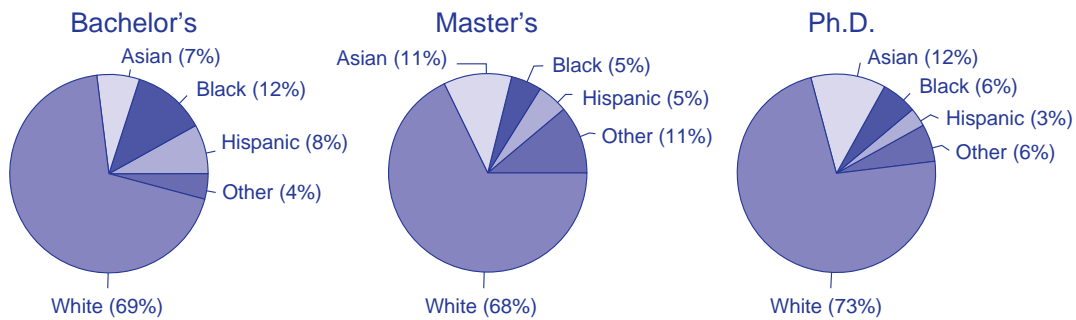
Percentage of Accounting Students Enrolled
by Ethnic/Racial Background 1995–96

	<i>Bachelor's (%)</i>	<i>Master's (%)</i>	<i>Ph.D. (%)</i>
Asian	7	11	12
Black	12	5	6
Hispanic	8	5	3
Native American	*	*	*
Total Ethnic/Racial	27	21	21
White	69	68	73
Other	4	11	6

* Less than 0.5%.

FIGURE 7

Percentage of Accounting Students Enrolled by Ethnic/Racial Background 1995–96
Bachelor's, Master's, and Ph.D. Degrees



Accounting Enrollment Trends

TABLE 25
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	38	47	15
Master's in accounting	84	16	*
MBA in accounting	67	31	2
Master's in taxation	48	44	8
Ph.D. in accounting/taxation	23	60	16

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

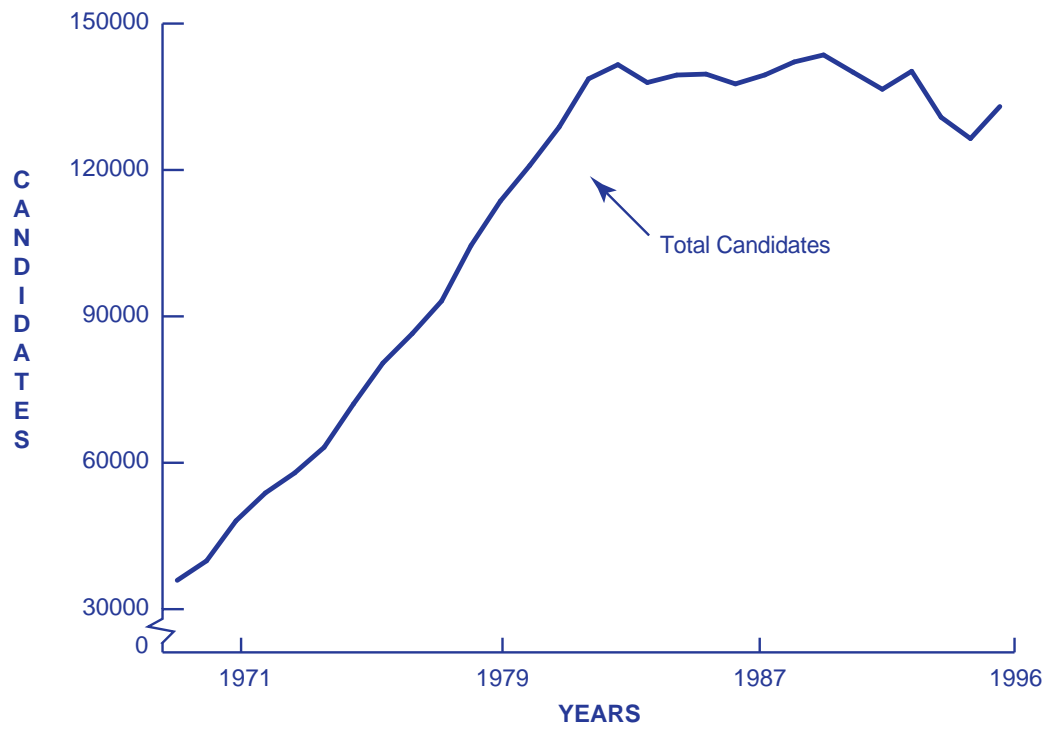
Uniform CPA Examination

TABLE 26
Uniform CPA Examination — 1971–96

<i>Year</i>	<i>Total Number of Candidates</i>
1971	53,811
1972	57,928
1973	63,165
1974	72,052
1975	80,433
1976	86,464
1977	93,148
1978	104,511
1979	113,629
1980	120,925
1981	128,793
1982	138,677
1983	141,583
1984	137,918
1985	139,454
1986	139,647
1987	137,637
1988	139,474
1989	142,135
1990	143,572
1991	140,042
1992	136,536
1993	140,228
1994	130,803
1995	126,434
1996	133,000

FIGURE 8

Uniform CPA Examination
1971 through 1996



Hiring by CPA Firms

In early 1997, the AICPA conducted a survey of all the public accounting firms affiliated with the Institute. 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 to provide a breakdown of both accounting and nonaccounting graduates employed in 1996.

Firms 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 were asked to give information on recruiting activities, professional and paraprofessional staff, and experienced recruits, as well as some general background information.

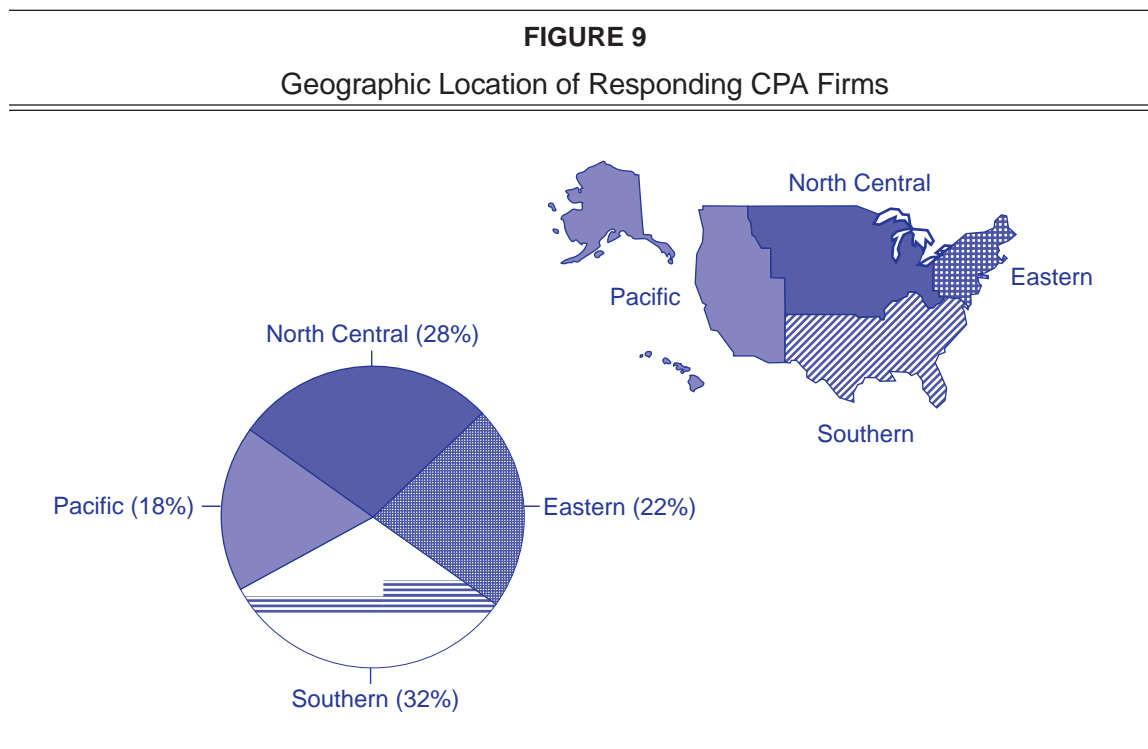
Because the 13 largest firms account for such a large proportion of newly employed graduates, a greater effort was made to obtain their responses. The firms' responses were tracked, and a series of follow-up phone calls was undertaken in an effort to maximize the collective response rate. A more complete description of the survey is presented in Appendix B.

Public Accounting Firms Response Rates

TABLE 27				
CPA Firms Surveyed for 1997 Report				
<i>Number of AICPA Members Per CPA Firm</i>	<i>Total Number of Firms</i>	<i>Number of Firms Surveyed</i>	<i>Number of Firms Responding</i>	<i>Response Rate %</i>
More than 200 members	13	13	10	77
50–200 members	59	59	36	61
10–49 members	1,445	1,445	665	46
Less than 10 members	44,428*	4,166	1,506	36
All CPA firms	45,945	5,683	2,217	39

* Total includes 30,016 sole practitioners.

TABLE 28 Demographic Characteristics of Responding CPA Firms					
<i>Geographic Location of Firm</i>	<i>(%)</i>	<i>Firm Type</i>	<i>(%)</i>	<i>Ownership of Firm</i>	<i>(%)</i>
Eastern	22	Local	90	Majority	96
North Central	28	Regional	9	Minority	4
Southern	32	National/ International	1		
Pacific	18				



New Accounting Graduates Hired by CPA Firms

TABLE 29
New Accounting Graduates Hired by CPA Firms

	<i>Bachelor's</i>	<i>Master's</i>	<i>Total Demand</i>
1971	6,800	2,000	8,800
1972	8,900	2,400	11,300
1973	10,000	2,600	12,600
1974	9,500	2,600	12,100
1975	9,200	2,800	12,000
1976	10,010	3,350	13,360
1977	11,660	3,310	14,970
1978	12,770	2,890	15,660
1979	13,500	2,900	16,400
1980	14,100	2,460	16,560
1981	14,200	2,210	16,410
1982	11,970	2,210	14,180
1983	14,490	2,180	16,670
1984	15,640	2,180	17,820
1985	16,510	2,250	18,760
1986	16,110	2,030	18,140
1987	16,720	2,050	18,770
1988	16,740	2,220	18,960
1989	25,240	2,600	27,840
1990	21,340	2,500	23,840
1991	18,840	1,760	20,600
1992	19,870	2,650	22,520
1993	19,320	2,670	21,990
1994	18,500	2,970	21,470
1995	18,560	3,375	21,935
1996	17,820	2,650	20,470

FIGURE 10

New Accounting Graduates Hired by CPA Firms

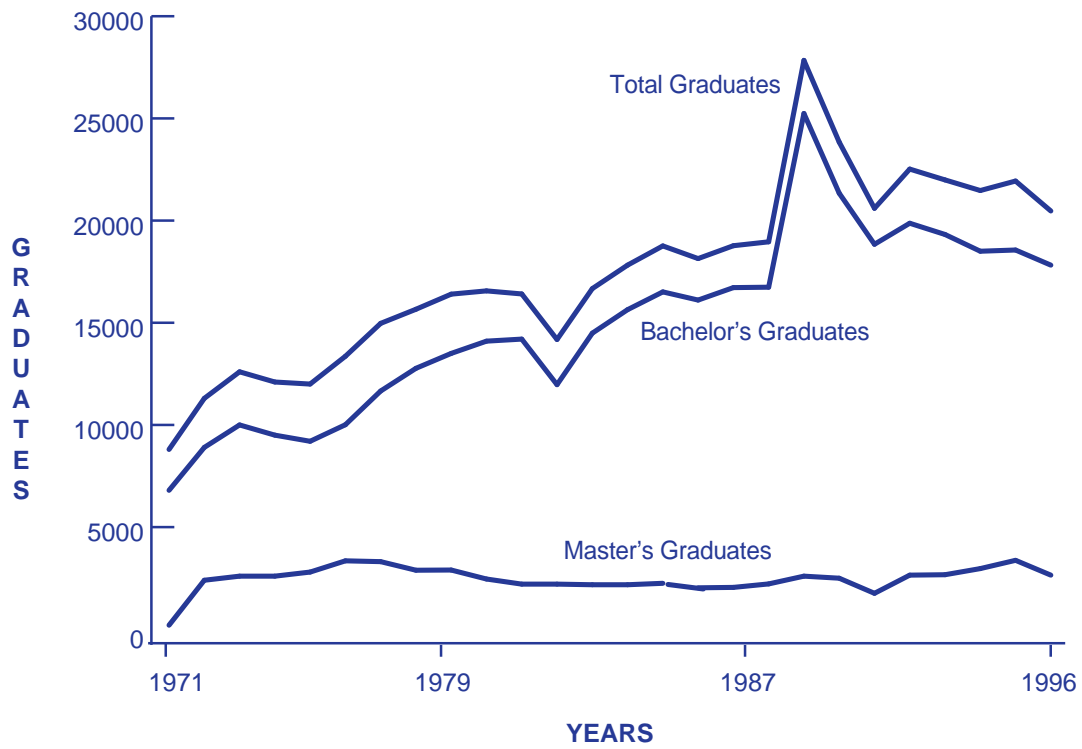


TABLE 30
New Accounting Graduates Hired by CPA Firms
by Firm Size

<i>Number of AICPA Members Per CPA Firm</i>	<i>Bachelor's</i>	<i>Master's</i>	<i>Total</i>
More than 200 members			
1992	7,270	1,520	8,790
1993	7,540	1,660	9,200
1994	7,430	1,910	9,340
1995	6,385	1,770	8,155
1996	6,600	1,570	8,170
50–200 members			
1992	810	50	860
1993	620	50	670
1994	520	45	565
1995	640	90	730
1996	980	110	1,090
10–49 members			
1992	2,180	250	2,430
1993	2,430	220	2,650
1994	3,040	330	3,370
1995	3,750	580	4,330
1996	3,000	380	3,380
Less than 10 members			
1992	9,610	830	10,440
1993	8,730	740	9,470
1994	7,510	680	8,190
1995	7,785	935	8,720
1996	7,240	590	7,830
All CPA firms			
1992	19,870	2,650	22,520
1993	19,320	2,670	21,990
1994	18,500	2,965	21,465
1995	18,560	3,375	21,935
1996	17,820	2,650	20,470

TABLE 31
New Accounting Graduates with Master's Degrees
Hired by CPA Firms as a Percentage of
All New Accounting Graduates Hired
by Firm Size

	<i>Number of AICPA Members Per CPA Firm</i>				<i>All CPA Firms (%)</i>
	<i>More than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less than 10 Members (%)</i>	
1992	17	6	10	8	12
1993	18	7	6	10	13
1994	20	8	10	8	14
1995	22	12	13	11	15
1996	19	10	11	8	13

TABLE 32

Percentage of New Accounting Graduates
with Master's Degrees Hired by CPA Firms
by Type of Program

	<i>Master's in Accounting (%)</i>	<i>MBA in Accounting (%)</i>	<i>Master's in Taxation (%)</i>
1992	42	20	38
1993	55	24	21
1994	50	26	24
1995	54	25	21
1996	61	14	25

FIGURE 11

Percentage of New Accounting Graduates
with Master's Degrees Hired by CPA Firms
by Type of Program — 1996

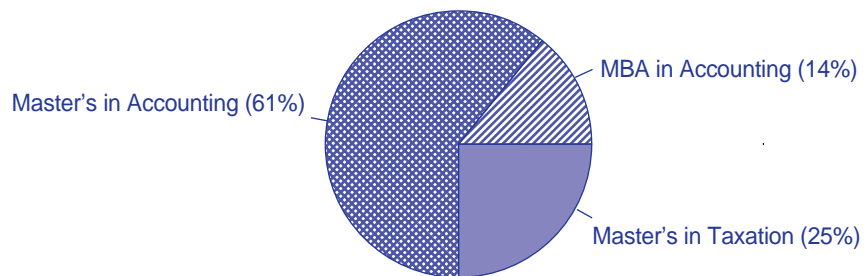


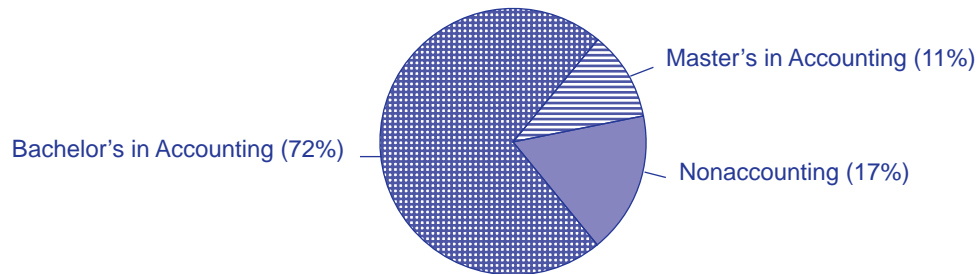
TABLE 33

Percentage of Total New Graduates
Hired by CPA Firms
by Type of Degree

	<i>Total Accounting</i>		<i>Total Nonaccounting (%)</i>
	<i>Bachelor's (%)</i>	<i>Master's (%)</i>	
1992	74	10	16
1993	72	10	18
1994	72	12	16
1995	70	13	17
1996	72	11	17

FIGURE 12

Percentage of Total New Graduates
Hired by CPA Firms
by Type of Degree — 1996



Area of Assignment

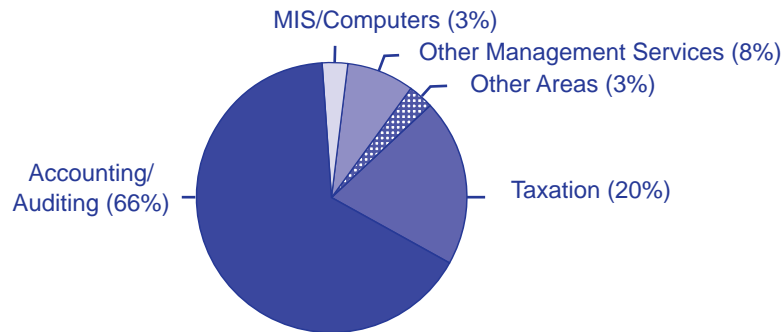
TABLE 34
Percentage of New Graduates Hired by CPA Firms
by Area of Assignment

Number of AICPA Members Per CPA Firm	Accounting/ Auditing (%)	Management Consulting Services			Taxation (%)	Other (%)
		MIS/ Computers (%)	+	Other Management Services (%)		
			=	Total MCS (%)		
More than 200 members						
1992	70	15		17	13	*
1993	64	16		22	13	1
1994	67	4		17	15	1
1995	62	4		20	17	1
1996	59	4		21	19	1
50–200 members						
1992	85	3		6	9	*
1993	69	1		3	26	2
1994	78	2		4	16	2
1995	83	3		6	10	1
1996	78	1		2	17	3
10–49 members						
1992	77	2		4	16	3
1993	81	2		3	13	3
1994	73	3		6	17	4
1995	74	1		1	22	3
1996	77	2		3	17	3
Less than 10 members						
1992	66	4		4	24	6
1993	66	3		5	20	9
1994	66	3		5	21	8
1995	67	3		5	24	4
1996	70	2		2	22	6
All CPA firms						
1992	71	13		15	14	*
1993	67	9		13	16	4
1994	67	3		11	18	4
1995	66	3		11	20	3
1996	66	3		11	20	3

* Less than 0.5%.

FIGURE 13

Percentage of New Graduates Hired by CPA Firms
by Area of Assignment — 1996



Gender Data for New Graduates Hired

TABLE 35

Percentage of New Graduates Hired by CPA Firms
by Gender

	Male (%)	Female (%)
1992	54	46
1993	51	49
1994	50	50
1995	47	53
1996	49	51

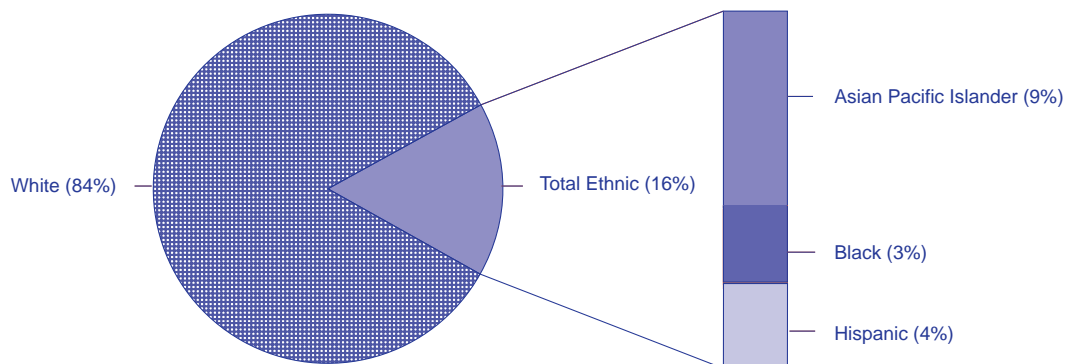
Ethnic/Racial Data for New Graduates Hired

TABLE 36
Percentage of New Graduates Hired by CPA Firms
by Ethnic/Racial Background

	<i>Asian/ Pacific Islander (%)</i>	<i>Black (%)</i>	<i>Hispanic (%)</i>	<i>Native American/ Alaskan Native (%)</i>	<i>Total Ethnic/ Racial (%)</i>	<i>White (%)</i>	<i>Other (%)</i>
1992	6	3	3	*	12	88	*
1993	8	2	3	*	13	86	1
1994	8	4	3	*	15	84	1
1995	8	4	3	*	15	84	1
1996	9	3	4	*	16	84	*

* Less than 0.5%.

FIGURE 14
Percentage of New Graduates Hired by CPA Firms
by Ethnic/Racial Background — 1996



Professional Staff Employed

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.

TABLE 37

Percentage of Professional Staff Employed by CPA Firms
by Gender — 1996

	<i>Number of AICPA Members Per CPA Firm</i>				<i>All CPA Firms (%)</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Male	61	59	61	62	61
Female	39	41	39	38	39

FIGURE 15

Percentage of Professional Staff Employed by CPA Firms
by Gender — 1996

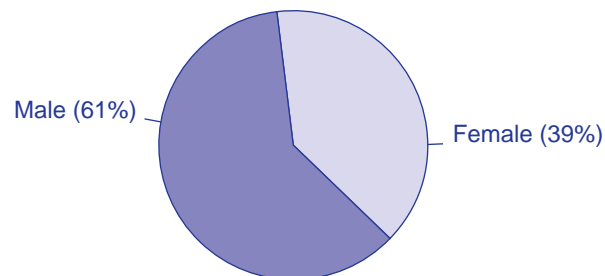


TABLE 38

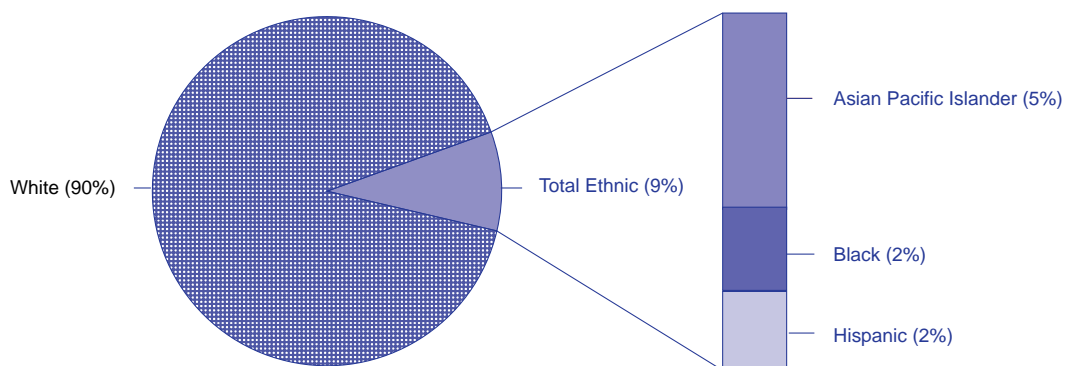
**Percentage of Professional Staff Employed by CPA Firms
by Ethnic/Racial Background — 1996**

	<i>Number of AICPA Members Per CPA Firm</i>				<i>All CPA Firms (%)</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Asian/Pacific Islander	8	2	3	5	5
Black	3	2	2	1	2
Hispanic	3	1	2	2	2
Native American/ Alaskan Native	*	*	*	*	*
Total Ethnic/ Racial	14	5	7	8	9
White	86	95	93	92	90
Other	*	*	*	*	1

* Less than 0.5%.

FIGURE 16

**Percentage of Professional Staff Employed by CPA Firms
by Ethnic/Racial Background — 1996***



* Other represents 1%.

TABLE 39
Professional Staff Turnover
by CPA Firm Size

<i>Number of AICPA Members Per CPA Firm</i>	<i>Professional Staff Turnover (Resignation or Termination) as a Percentage of Total Professional Staff (%)</i>
More than 200 members	
1992	21
1993	20
1994	26
1995	24
1996	24
50–200 members	
1992	13
1993	13
1994	17
1995	19
1996	17
10–49 members	
1992	10
1993	13
1994	13
1995	12
1996	13
Less than 10 members	
1992	8
1993	11
1994	9
1995	10
1996	7
All CPA firms	
1992	20
1993	14
1994	15
1995	15
1996	15

TABLE 40
Percentage of Professional Staff Terminated by
or Resigned from CPA Firms
by Gender — 1996

	<i>Number of AICPA Members Per CPA Firm</i>				<i>All CPA Firms (%)</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Male	57	60	54	46	54
Female	43	40	46	54	46

TABLE 41

Percentage of Professional Staff Terminated by
or Resigned from CPA Firms
by Ethnic/Racial Background — 1996

	<i>Number of AICPA Members Per CPA Firm</i>				<i>All CPA Firms (%)</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Asian/Pacific Islander	9	2	4	5	7
Black	4	2	8	2	4
Hispanic	3	1	2	2	3
Native American/ Alaskan Native	*	*	*	*	*
Total Ethnic/ Racial	16	5	14	9	14
White	84	94	86	90	86
Other	*	1	1	1	*

* Less than 0.5%.

TABLE 42

Percentage of CPAs Employed by CPA Firms
by Gender — 1996

	<i>Number of AICPA Members Per CPA Firm</i>				<i>All CPA Firms (%)</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Male	66	64	68	70	68
Female	34	36	32	30	32

TABLE 43A

Percentage of CPAs Employed by CPA Firms
by Ethnic/Racial Background and Firm Size — 1996

	<i>Number of AICPA Members Per CPA Firm</i>				<i>All CPA Firms (%)</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Asian/Pacific Islander	6	2	2	4	4
Black	1	1	1	1	1
Hispanic	2	1	2	1	1
Native American/ Alaskan Native	*	*	*	*	*
Total Ethnic/ Racial	9	4	5	6	6
White	91	96	95	94	94
Other	*	*	*	*	*

* Less than 0.5%.

TABLE 43B

Percentage of CPAs Employed by CPA Firms
by Ethnic/Racial Background and Firm Type — 1996

	<i>Minority CPA Firms (%)</i>	<i>Majority CPA Firms (%)</i>	<i>All CPA Firms (%)</i>
Asian/Pacific Islander	50	2	4
Black	14	*	1
Hispanic	20	1	1
Native American/Alaskan Native	2	*	*
White	14	97	94
Other	*	*	*

* Less than 0.5%.

TABLE 44

Percentage of Partners/Owners in CPA Firms
by Gender — 1996

	<i>Number of AICPA Members Per CPA Firm</i>				<i>All CPA Firms (%)</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Male	92	91	91	81	84
Female	8	9	9	19	16

TABLE 45

Percentage of Partners/Owners in CPA Firms
by Ethnic/Racial Background and Firm Size — 1996

	<i>Number of AICPA Members Per CPA Firm</i>				<i>All CPA Firms (%)</i>
	<i>More Than 200 Members (%)</i>	<i>50–200 Members (%)</i>	<i>10–49 Members (%)</i>	<i>Less Than 10 Members (%)</i>	
Asian/Pacific Islander	2	*	1	4	3
Black	1	*	1	1	1
Hispanic	1	*	1	1	1
Native American/ Alaskan Native	*	*	*	*	*
Total Ethnic/ Racial	4	*	3	6	5
White	95	100	97	94	95
Other	1	*	*	*	*

* Less than 0.5%.

TABLE 45B

Percentage of Partners/Owners in CPA Firms
by Ethnic/Racial Background and Firm Type — 1996

	<i>Minority CPA Firms (%)</i>	<i>Majority CPA Firms (%)</i>	<i>All CPA Firms (%)</i>
Asian/Pacific Islander	54	1	3
Black	15	*	1
Hispanic	22	*	1
Native American/Alaskan Native	3	*	*
White	6	99	95
Other	*	*	*

* Less than 0.5%.

Experienced Recruits Hired

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

TABLE 46

Experienced Recruits Hired in 1996
Relative to 1995
by CPA Firm Size

Number of AICPA Members Per CPA Firm	Percent of CPA Firms Indicating That the Number of Experienced Recruits Hired in 1996 Relative to 1995 Was:		
	Higher (%)	Same (%)	Lower (%)
More than 200 members	90	10	0
50–200 members	48	43	9
10–49 members	38	50	12
Less than 10 members	13	80	7
All CPA firms	22	70	8

Paraprofessional Staff Hired

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.

TABLE 47

Paraprofessional Staff Hired in 1996
Relative to 1995
by CPA Firm Size

Number of AICPA Members Per CPA Firm	Percent Indicating They Hire Paraprofessional Staff (%)	Percent of Firms Indicating That the Number of Paraprofessional Staff Hired in 1996 Relative to 1995 Was:		
		Higher (%)	Same (%)	Lower (%)
More than 200 members	90	67	22	11
50–200 members	89	41	56	3
10–49 members	83	25	68	7
Less than 10 members	67	19	78	3
All CPA firms	72	22	74	4

Colleges and University Accounting Programs

For this survey the population of colleges and universities granting accounting degrees was defined as all schools with accreditation in accounting plus all schools accredited in business by the AACSB—the International Association for Management Education, or by the Association of Collegiate Business Schools and Programs, plus other accounting degree granting programs that appear in *Accounting Faculty Directory—1996* (Hasselback, Prentice Hall).

In early 1997, 863 schools offering bachelor's, master's, and/or Ph.D. degrees in accounting were asked for data about the school and its graduates. Information was gathered regarding the number of each type of degree awarded, and the gender, racial/ethnic, and employment placement of individuals receiving those degrees. A copy of the questionnaire can be seen in Appendix B.

To estimate the accounting graduates from 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 for the schools that responded to the survey. The number of accounting faculty members of schools in the survey was obtained from the *Accounting Faculty Directory—1996*.

CPA Firms

In early 1997, the AICPA conducted a survey of about 6,000 CPA firms and sole practitioners affiliated with the Institute. Questionnaires were sent to all CPA firms affiliated with the AICPA that had more than 10 AICPA members and more than 10 percent of the 45,945 CPA firms that have less than 10 AICPA members. Questionnaires asked firms to categorize newly hired recent college graduates by gender, ethnic/racial background, and area of assignment (i.e., accounting/auditing, taxation, management consulting services, and other specialty areas). The firms also were asked to identify themselves as majority-owned or minority-owned, and to give information on their recruiting efforts, professional and paraprofessional staff, and new hires that had experience. A total of 2,217 CPA firms responded for an overall response rate of 39 percent.

A weighted methodology was used to generate estimates for the firms that did not respond to the questionnaire. Regression analysis was used to estimate the demand by nonresponding firms for accounting graduates. For each of four firm-size categories (more than 200 AICPA members, 50–200 members, 10–49 members, and less than 10 members) regression equations were estimated that relate the number of new accounting bachelor's and master's graduates hired to the number of AICPA members for firms that responded to the survey.

Limitations of the Survey Results

A confidence interval or statement of accuracy of the results in the form of “plus or minus x percentage points” is not possible to compute. The methodology used for both surveys is not true statistical sampling because the populations surveyed are university accounting programs and CPA firms, not the individuals receiving the degrees or getting the new jobs and being characterized in the tables.

Survey Questionnaires



April 25, 1997

TO ADMINISTRATORS OF ACCOUNTING PROGRAMS:

The AICPA needs your assistance again this year as we gather data for our annual survey of accounting programs. The information you supply will be used for the following publications: *The Supply of Accounting Graduates and the Demand for Public Accounting Recruits*, and *The AICPA Report on Minority Accounting Majors, Graduates, and Public Accounting Professionals*. It will also be used to update information in our database of schools that offer accounting programs.

The questionnaire consists of two brief sections:

- **School data** — information about your program is preprinted and simply needs to be updated.
- **Student data** — number of accounting majors and degrees awarded during the 1995–96 academic year with ethnic and gender breakdown.

Please return the questionnaire in the enclosed envelope by May 13, 1997. 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.

Your prompt response is essential for us to continue to provide current and relevant information about accounting education in the United States. If you have any questions, please contact Leticia Romeo at (212) 596–6221.

Thank you very much for your assistance.

Sincerely,

A handwritten signature in cursive script that reads "Beatrice Sanders".

Beatrice Sanders
Director

Enclosures

American Institute of Certified Public Accountants
1211 Avenue of the Americas, New York, NY 10036–8775 (212) 596–6224 • fax (212) 596–6292

The CPA. Never Underestimate The Value.™

SECTION I: STUDENT DATA

Please review the following information about your school and accounting program(s). Make any corrections or additions directly on this sheet

College/University Name

3537

Address:

Main Telephone:
Type:
Total Enrollment:
Regional Accreditation:
Business Accreditation:
Level of Accreditation:
Accounting Accreditation:
Level of Accreditation:
UNDERGRAD DIVISION NAME:
Dean:
Accounting Program Head:
Telephone:
FAX Number:
GRADUATE DIVISION NAME:
Dean:
Accounting Program Head:
Telephone:
FAX Number:
Undergraduate Accounting Degrees Offered:
Graduate Accounting Degrees Offered:
Doctoral Accounting Degrees Offered:
How can a student fulfill the 150-hour requirement in your program?

SECTION II: STUDENT DATA

Please review 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 PROGRAM FOR THE 1996 FALL TERM:

- A. Please indicate the total number of undergraduates enrolled as accounting majors during the 1996 fall term.
- B. Of the total number of accounting major 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).

39

			White	Black	Hispanic	Asian/ Pacific Islander	Native American/ Alaskan Native	Other
Male	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Female	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Total	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

* Please indicate generally what groups are included in "Other."

2. ACCOUNTING **GRADUATES** WITH BACHELOR’S DEGREES AWARDED BETWEEN 9/95 and 8/96:

- A. Please indicate the total number of students who graduated with accounting-related bachelor’s degrees between 9/95 and 8/96.
- 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/ Pacific Islander	Native American/ Alaskan Native	Other
Male	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Female	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Total	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

3. **PLACEMENT** OF GRADUATES WITH BACHELOR’S DEGREES AWARDED BETWEEN 9/95 AND 8/96:

- A. Please indicate below under SECTION A, the placement of graduates who earned bachelor's degrees in accounting between 9/95 and 8/96.
- 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.

40

Placement Areas	SECTION A		SECTION B		SECTION C					
	Total Placement	=	Placement by Gender		Placement by Ethnic/Racial Groups					
	Total # of graduates who went into each placement area		# of graduates who went into each placement area		# of graduates who went into each placement area					
			Male	Female	White	Black	Hispanic	Asian/ Pacific Islander	Native American/ Alaskan Native	Other
a. Public Accounting		=			=					
b. Business/Industry		=			=					
c. Government		=			=					
d. Nonprofit Organization		=			=					
e. Graduate School		=			=					
f. Other Areas		=			=					
g. Unknown		=			=					

- 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.

1. MASTER'S-LEVEL ACCOUNTING/TAXATION STUDENTS **ENROLLED** FOR THE 1996 FALL TERM:

41

<u>Master's Programs</u>	<u>Number of Students Enrolled During the 1996 Fall Term</u>
A. Master's in accounting — including MA, MS, MAcc, MPA and MAS programs	_____
B. Master's in taxation — including MBAs with a concentration in tax	_____
C. MBAs with a concentration in accounting	_____
D. Total number (A + B + C)	<div style="border: 1px solid black; width: 150px; height: 30px;"></div>

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.

[illegible]

3. ACCOUNTING/TAXATION **GRADUATES** WITH MASTER’S DEGREES AWARDED BETWEEN 9/95 AND 8/96:

Please indicate the number of graduates with master’s degrees for each of the accounting/taxation programs awarded between 9/94 and 8/95:

<u>Master’s Programs</u>	<u>Number of Master’s Degrees Award Between 9/95 and 8/96</u>
A. Master's in accounting — including MA, MS, MAcc, MPA and MAS programs	_____
B. Master's in taxation — including MBAs with a concentration in tax	_____
C. MBAs with a concentration in accounting	_____
D. Total number (A + B + C)	<div></div>

2. GENDER AND ETHNIC/RACE BREAKDOWN FOR ACCOUNTING/TAXATION GRADUATES WITH MASTER’S DEGREES AWARDED BETWEEN 9/95 AND 8/96:

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.

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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/ Pacific Islander	Native American/ Alaskan Native	Other
Male	<div></div>	=	_____	_____	_____	_____	_____	_____
Female	<div></div>	=	_____	_____	_____	_____	_____	_____
Total	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

5. **PLACEMENT** OF GRADUATES WITH MASTER’S DEGREES AWARDED BETWEEN 9/95 AND 8/96:

- A. Please indicate below under SECTION A, the placement of graduates who earned master’s degrees (in accounting, taxation, or MBAs with a concentration in accounting) between 9/95 and 8/96.
- 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.

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Placement Areas	SECTION A		SECTION B		SECTION C					
	Total Placement	=	Placement by Gender		Placement by Ethnic/Racial Groups					
	Total # of graduates who went into each placement area		# of graduates who went into each placement area		# of graduates who went into each placement area					
			Male	Female	White	Black	Hispanic	Asian/ Pacific Islander	Native American/ Alaskan Native	Other
a. Public Accounting		=			=					
b. Business/Industry		=			=					
c. Government		=			=					
d. Nonprofit Organization		=			=					
e. Graduate School		=			=					
f. Other Areas		=			=					
g. Unknown		=			=					

- 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, 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 1996 FALL TERM:

- A. Please indicate the total number of doctoral-level students enrolled in accounting/taxation programs during the 1996 fall term.
- 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).

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			White	Black	Hispanic	Asian/ Pacific Islander	Native American/ Alaskan Native	Other
Male	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Female	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Total	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

2. ACCOUNTING/TAXATION **GRADUATES** WITH DOCTORAL'S DEGREES AWARDED BETWEEN 9/95 and 8/96:

- A. Please indicate the total number of graduates who received accounting/taxation-related doctoral degrees between 9/95 and 8/96.
- 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/ Pacific Islander	Native American/ Alaskan Native	Other
Male	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Female	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Total	<div></div>	=	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

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”.)

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

(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.)

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

Comments on this survey:

(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.)

May 29, 1997

Dear CPA Firm Representative:

The AICPA is 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. The information gathered with these surveys is very useful to the Institute in planning the future of the accounting profession. The survey results are also useful to the practicing profession as a source of information for human resources planning and employment trends. The data gathered will be reported in both *The Supply of Accounting Graduates and the Demand for Public Accounting Recruits* and *The AICPA Report on Minority Accounting Majors, Graduates, and Public Accounting Professionals*. Both reports will be available later this year.

We will greatly appreciate your participation in the study by answering the questionnaire as accurately and completely as possible. The reliability and usefulness of the results depend heavily upon broad-based participation. If it is necessary to forward this questionnaire to the appropriate party or office, please do so. 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 **June 23, 1997**. Your timely response is critical to the success of this important effort. If you have any questions, please contact Leticia Romeo at (212) 596-6221.

Thank you for your cooperation.

Sincerely,



Beatrice Sanders
Director

Enclosures

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

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 **1996**. **New graduates** are defined as those who began employment at **entry-level positions** with no or only nominal previous experience with a CPA firm.

If your firm did not hire new graduates who began employment at entry-level positions in 1996, please skip to Section II on page 3.

Please indicate below the number of **new graduates** with the following degrees who began employment at your firm on a full-time basis during **1996**. (**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 1996 to begin employment in 1997.

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

- A. **Bachelor's in Accounting** — including other bachelor's degrees with majors in accounting
- B. **Master's in Accounting** — including MA, MS, MAcc, MPA and MAS degrees
- C. **Master's in Taxation** — including MBAs with a concentration in tax
- D. **MBAs with a concentration in accounting**

E. **TOTAL:**

A+B+C+D=

Number of new
graduates
who began
employment on
a full-time basis
during 1996:

Nonaccounting Degree

- F. Bachelor's degree in **nonaccounting** major
- G. Master's or higher degree in **nonaccounting** major
- H. J.D. in **Law**

I. **TOTAL:**

F+G+H=

J. **GRAND TOTAL:**

=E+I=

2. Please indicate below the **gender breakdown** of new graduates who began employment at your firm on a full-time basis during **1996**.

Gender

Number of new graduates employed
on a full-time basis during 1996 who are:

A. Male

B. Female

C. **TOTAL:**

A+B = = Line J in Q.1

3. Please indicate below the **ethnic/racial breakdown by gender** of new graduates who began employment at your firm on a full-time basis during **1996**. If the gender breakdown is not available, please provide the total numbers by ethnic/racial group.

Ethnic/Racial Group

Total number of new graduates employed
on a full-time basis during 1996 who are:

Gender
Male Female

A. White

B. Black

C. Hispanic

D. Asian/Pacific Islander

E. Native American/Alaskan Native ...

F. Other*

G. **TOTAL:**

A+B+C+D+E+F = = Line J in Q.1

* Please indicate generally what groups are included in "Other." _____

4. Please indicate below the number of new graduates who began employment at your firm on a full-time basis during **1996** who have been assigned primarily to the following **areas**.

Area

Number of new graduates employed
on a full-time basis during 1996 who
have been assigned primarily to:

A. Accounting/Auditing

B. Taxation

C. MIS/Computer

D. Management Services (other than MIS)

E. Other Areas

F. **TOTAL:**

A+B+C+D+E = = Line J in Q.1

5. Please provide the following recruiting information for those new graduates who began employment at your firm on a full-time basis during **1996**.

Recruiting Information

Number of:

A. On Campus Recruiting:

Candidates interviewed on campus

Candidates interviewed on campus who visited your office

Candidates interviewed on campus who were offered jobs

Candidates interviewed on campus who were hired

B. Off Campus Recruiting:

Other new graduates who were initially interviewed

Other new graduates who were offered jobs

Other new graduates who were hired

Note: The total number of new graduates hired in A and B should equal the number in line J in Q.1.

II. Other Personnel Information

Note: The following section applies to all employees at your firm during **1996**, including yourself. 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, 1996**? Include yourself and your partners.

B. What is the **total** number of **professional staff** in your firm who were **terminated or resigned** during **1996**? Include partners.

7. Under **SECTION I** below, please indicate the **gender breakdown** of the **professional staff employed** in your firm as of **December 31, 1996**.

Under **SECTION II** below, please indicate the **gender breakdown** of the **professional staff** in your firm who were **terminated or resigned** during **1996**.

Gender	SECTION I	SECTION II
	Number of professionals employed as of 12/31/96 who are:	Number of professionals terminated/resigned during 1996 who are:
A. Male	<input type="text"/>	<input type="text"/>
B. Female	<input type="text"/>	<input type="text"/>
C. TOTAL:	A+B= <input type="text"/> = Q.6A	A+B= <input type="text"/> = Q.6B

8. Under **SECTION III** below, please indicate the **ethnic/racial breakdown** of the **professional staff employed** in your firm as of **December 31, 1996**.

Under **SECTION IV** below, please indicate the **ethnic/racial breakdown** of the **professional staff** in your firm who were **terminated or resigned** during **1996**.

<u>Ethnic/Racial Group</u>	SECTION III	SECTION IV
	Number of professionals employed as of 12/31/96 who are:	Number of professionals terminated/resigned during 1996 who are:
A. White	<input type="text"/>	<input type="text"/>
B. Black	<input type="text"/>	<input type="text"/>
C. Hispanic	<input type="text"/>	<input type="text"/>
D. Asian/Pacific Islander	<input type="text"/>	<input type="text"/>
E. Native American/Alaskan Native ...	<input type="text"/>	<input type="text"/>
F. Other	<input type="text"/>	<input type="text"/>
G. TOTAL:	A+B+C+D+E+F= <input type="text"/> = Q.6A	A+B+C+D+E+F= <input type="text"/> = Q.6B

9. Please indicate the **number of CPAs** among the **professional staff employed** in your firm as of **December 31, 1996**. Include partners.

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

<u>Gender</u>	Number of CPAs who are:
A. Male	<input type="text"/>
B. Female	<input type="text"/>
C. TOTAL:	A+B = <input type="text"/> = Q.9

11. Of the total **number of CPAs** entered in **Q.9**, please indicate below the **ethnic/racial breakdown by gender**. If the gender breakdown is not available, please provide the total number of CPAs by ethnic/racial group.

<u>Ethnic/Racial Group</u>	Total number of CPAs who are:	Gender	
		Male	Female
A. White	<input type="text"/>	<input type="text"/>	<input type="text"/>
B. Black	<input type="text"/>	<input type="text"/>	<input type="text"/>
C. Hispanic	<input type="text"/>	<input type="text"/>	<input type="text"/>
D. Asian/Pacific Islander	<input type="text"/>	<input type="text"/>	<input type="text"/>
E. Native American/Alaskan Native ...	<input type="text"/>	<input type="text"/>	<input type="text"/>
F. Other	<input type="text"/>	<input type="text"/>	<input type="text"/>
G. TOTAL:	A+B+C+D+E+F = <input type="text"/> = Q.9		

12. Please indicate the **number of partners** among the **professional staff employed** in your firm as of **December 31, 1996**.

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

B. Female

C. **TOTAL:**

A+B= **= Q.12**

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

B. Black

C. Hispanic

D. Asian/Pacific Islander

E. Native American/Alaskan Native

F. Other

G. **TOTAL:**

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

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 **1996** higher, lower or the same as the number employed during **1995**? (circle one only)

1. Higher
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
2. No

B. **If yes**, was the total number of **paraprofessional staff** employed by your firm during **1996** higher, lower or the same as the number employed during **1995**? (circle one only)

1. Higher
2. The Same
3. Lower

III. Background Information

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

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

1. Local Firm
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/Alaskan Native, or Asian/Pacific Islander races or of Hispanic ethnic origin.) (circle one only)

1. Yes
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.) (circle one only)

- | | |
|------------------|------------------------|
| 1. 1–2 members | 5. 25–49 members |
| 2. 3–4 members | 6. 50–99 members |
| 3. 5–9 members | 7. 100 or more members |
| 4. 10–24 members | |

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

Geographic Regions Referred to in Tables 9, 10, 17, 18, and 28

Eastern

Connecticut
Delaware
District of Columbia
Maine
Maryland
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

North Central

Colorado
Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri
Montana
Nebraska
North Dakota
Ohio
South Dakota
West Virginia
Wisconsin
Wyoming

Southern

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
New Mexico
North Carolina
Oklahoma
Puerto Rico
South Carolina
Tennessee
Texas
Virginia

Pacific

Alaska
Arizona
California
Hawaii
Idaho
Nevada
Oregon
Utah
Washington