

OUR PROFESSION IS STRONG. AND GETTING STRONGER.

As the American Institute of CPAs (AICPA) continues to evolve the accounting profession, we're keeping it sustainable, relevant and vibrant for the future. We remain committed to promoting, protecting and growing the CPA and helping members engage in accounting issues. Here's a glimpse of where the profession is today and where it's headed:

ENROLLMENT IN ACCOUNTING PROGRAMS IS AT AN ALL-TIME HIGH.

253,000

students enrolled in accounting at all levels in 2013–2014, a **5% increase** since 2011–2012.

A CPA'S VALUE TO ORGANIZATIONS IS INCREASING.



of key decision-makers say CPAs are valuable to their organizations, a **9% increase** since 2013.

THE PROFESSION IS BECOMING MORE CONNECTED, COMPLEX AND SPECIALIZED.



More than **65% of C-level respondents** reported that the finance function is evolving to a more strategic role.

Source: AICPA and CIMA, CGMA Employer Recognition Strategy, 2014



By 2017, **80% of small- and medium-sized enterprises** will generate international revenue.

Source: AICPA "Trends affecting the accounting profession", 2015

82,000

accounting graduates in 2014, a **23% increase** since 2008.

Trends in the Supply of Accounting Graduates and the Demand for Public Accounting Recruits, AICPA, 2015

THE AICPA REPRESENTS AN INCREASINGLY DIVERSE PROFESSION SERVING BUSINESSES OF ALL SIZES.



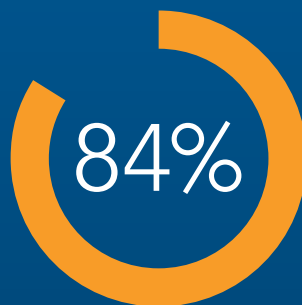
84% of CPAs believe the AICPA should represent the diversity of members, not just those in public accounting.

Source: 2015 CAQ Main Street Investor Confidence Survey, 2015 AICPA brand research

412,000

AICPA members in 2016, **our largest ever.**

Source: AICPA internal data from member data and surveys



of key decision-makers would be more confident in a job done by a CPA.

Source: 2015 AICPA brand research



About **40% of AICPA members** work in management accounting.

Source: AICPA internal data from member data and surveys