

Survey FAQs

What is the purpose, objective, or goal of the national survey?

The national survey aims to gather feedback that will help shape and prioritize potential solutions for increasing the talent pipeline in the accounting profession, specifically increasing the number of individuals entering accounting, some of whom will go on to pursue CPA licensure.

Who is sponsoring the national survey?

In July 2023, the AICPA convened the multi-stakeholder National Pipeline Advisory Group (NPAG) to address the profession's talent pipeline. Since then, NPAG has been listening and learning from stakeholders through an extensive study of existing research, as well as gathering data from focus groups and polling. To learn more about NPAG, visit <https://www.accountingpipeline.org>.

Who should participate in the national survey?

NPAG invites participation from everyone in the accounting profession. This includes accounting professionals and CPAs in public accounting firms; accounting and finance professionals working in public, private, nonprofit, and government organizations; academics teaching or influencing accounting courses at colleges and universities; state society and accounting association representatives; and state board of accountancy members. The survey is not designed for accounting students.

Should college and university students complete the national general survey?

No. NPAG created a specific survey designed to capture the unique perspectives of current accounting and business students.

Why does the national survey ask me to certify my answers?

Asking participants to certify their answers is a standard best practice in surveys. Certification encourages respondents to provide thoughtful responses and helps to safeguard the integrity of the survey results.

Why does the national survey ask me for my zip code and state?

Collecting geographic information, such as a zip code and state, is a standard best practice in surveys to help understand regional variations and characteristics. This information is used solely for analytical purposes and is kept confidential.

Why can't I go back to a previous question?

Restricting backtracking is a standard best practice in surveys to ensure consistency in the responses, as later questions could influence earlier answers by design.

Will the results of the national survey be released to the public?

Yes, the results will be summarized at the AICPA May 2024 Council meeting, and NPAG's final report will be published in July 2024.

If my association, organization, or firm partnered with NPAG in promoting the survey, will I receive a copy of my group's results?

No, we are not segmenting national survey data based on the partner organizations that encouraged or advertised the national survey.

Where can I find the national survey results?

The results will be summarized in the final NPAG Strategic Report in July 2024, which will be published on [NPAG's website](#).

Who created the questions in the national survey?

The questions were conceived of by members of NPAG's Survey Working Group and revised with input from the AICPA's National Commission on Diversity & Inclusion (NCDI) and other stakeholders. NPAG engaged an independent research group, Meridian Insights Partners, which designed and wrote the survey. Meridian Insights Partners ensured survey questions adhere to standard survey methodology and data collection, including reviewing questions for clarity, bias, relevance, and leading language.

I expected to see some of the common talent pipeline solutions in the survey. Why weren't they included?

The national survey is only testing some of the potential solutions, and to keep the survey short, we are not testing most "expected" solutions. Instead, we are testing recommendations that we need guidance or direction on. A more comprehensive list of recommendations will be included in the final NPAG Strategic Report.

How can I access and complete the survey?

Participants can access the online survey by visiting www.bit.ly/StateSociety. Accounting and business students can access the student survey by visiting www.bit.ly/AccountingStudentViews.

When does the survey close for input?

The national survey will remain open through the spring to allow time for participation following busy season.

How long will it take to complete the national survey?

The national survey is designed to be thorough, yet respectful of your time. It should take less than 10 minutes to complete.

How will my feedback be used?

Your feedback is invaluable in shaping future strategies to strengthen the talent pipeline. The results will be used to develop more effective recommendations to be included in the NPAG strategic report. NPAG plans to present a draft report with recommendations by May 2024, with a final report in July 2024.

Is my participation and data confidential?

Yes, your participation in this survey is confidential. The national survey asks basic demographic questions, but does not ask for your name or employer. Responses will be aggregated and analyzed without identifying individual participants.

What is the national survey's approach to addressing mobility and substantial equivalency?

NPAG recognizes the complexity and varying perspectives around mobility and substantial equivalency. The national survey seeks to understand the profession's collective perspective on the impact of mobility and substantial equivalency so NPAG can make informed, balanced solution recommendations.

Can I share the national survey link with others?

Yes, we encourage you to share the survey with others in the accounting profession. Please keep in mind that there is a separate survey for current accounting and business students.