

## 2016 National MAP Survey Frequently Asked Questions

### Q. What is MAP?

A. MAP is 'Management of an Accounting Practice' and refers to the processes and resources that firms employ or use to run their CPA firms. PCPS and CPA.com have partnered to administer the National MAP survey.

### Q. What is CPA.com?

A. CPA.com is committed to being the leading, trusted business resource for the CPA community. They do this by empowering CPA's with the right tools, training and technology to help grow their firms.

### Q. Who should participate?

A. The survey should be completed by **Public Accounting Firms within the United States and Canada**, from sole practitioners all the way up to Top 100 firms.

### Q. When will the survey be fielded?

A. The 2016 survey will be fielded from May 16<sup>th</sup> through July 15<sup>th</sup>. Participants who have begun the survey before the deadline will have until July 31 to complete it.

### Q. How often is the survey conducted?

A. The survey takes place every *other* year (2014, 2016, etc.).

### Q. How much does it cost to participate in the survey?

A. \$0! There is no cost to participate in the survey. All participants will receive a summary report. While PCPS membership is not required to take the survey, PCPS member firms will receive more comprehensive results as well as access to dynamic online reporting options.

See the [general information page](#) for pricing details.

### Q. How long does it take to complete the survey?

A. We estimate that most firms will take one to three hours to complete. Since the survey is fairly detailed (to provide firms with the most inclusive results possible), we strongly suggest that you review the brief instructional video as well as print out the PDF Question Organizer of the survey questions to gather your responses. The Question Organizer and video are available in the Help Documentation by clicking in the "Support" button in the upper right hand corner of the survey home page.

### Q. Can I complete the survey in more than one sitting?

A. Yes, the survey is designed to allow participants to save their results and return to complete other sections later. Once you're ready to exit, save the current page you are working on. When you return to the survey by using the provided login credentials, you can pick up where you left off.

### Q. How do I submit my completed survey?

A. When you have answered all of the questions that apply to your firm and are ready to submit your data, click on the "Submit Survey" button (located at the bottom of the My Firm tab under the progress bar).

Be sure you have reviewed all answers and have reached at least 50% completion before submitting your survey data.

Once submitted, you can review your answers, but CANNOT change your answers. If you submit data that you decide needs to be changed, contact [pcps@aicpa.org](mailto:pcps@aicpa.org) for assistance.

#### **Q. How are survey questions selected?**

**A.** Survey content is determined by feedback from the previous survey's participants and from industry leaders. Usability, application and scope are closely considered by the PCPS Executive Committee; CPA.com; the survey vendor, Dynamic Benchmarking LLC; and the AICPA. Our goal is to provide firms with the type and level of data on their practices that is most meaningful, while offering a friendly and efficient user experience.

#### **Q. I'm not sure about participation. What's available to me if I do—or don't?**

**A.** Please see the [general information page](#) for a complete listing of available reports and pricing.

#### **Q. What does it mean to 'Opt-in' for consideration in the IPA Top 300 tiers?**

**A.** By opting-in, firms allow the AICPA contracted third party, INSIDE Public Accounting (IPA), to utilize your firm's total net revenue amount in evaluating your firm's potential eligibility to receive an accolade and be included in the published ranking of the 300 largest accounting firms in the United States. Firms are ranked in the IPA 100, IPA 200 and IPA 300 lists based on total firm-wide net revenue.

By opting-in, firms permit the publication of the following data in INSIDE Public Accounting's newsletter, blog, online downloads or other publications for the IPA 100, IPA 200 or IPA 300 rankings: firm name, firm location, managing partner(s) name, net revenue, and organic growth rate, if accolades are given. Please see a sample at: [http://insidepublicaccounting.com/wp-content/uploads/2015/09/October\\_WEB.pdf](http://insidepublicaccounting.com/wp-content/uploads/2015/09/October_WEB.pdf).

#### **Q. What is the difference between a summary and comprehensive results report?**

**A.** A summary report is the basic report that any 2016 participant can receive. It consists of an Excel workbook that displays key 2016 results for the participating firm. The data is benchmarked against comparison groups that include firm size and region/state.

A comprehensive report is the upgraded version that includes the summary, a more detailed section with additional comparison groups and national data.

#### **Q. When will the results be available?**

**A.** Participant reports will be available in October. You will receive an email explaining how to access the results. National and regional reports will be available shortly after the participant reports are released.

#### **Q. My state society is participating in the survey, but what does that mean to me?**

**A.** The supporting state societies provide us with a means to achieve nationwide participation. Every participating state society will receive a customized state or regional report depending upon the number of participants from that state. The participating states are encouraged to share this report with their members but are not able to sell it. You can contact your state society to learn more about your state's report.

**For any additional questions, please email [pcps@aicpa.org](mailto:pcps@aicpa.org).**