

News Release

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**CPA PROFESSION RECEIVES HIGH MARKS
FROM BUSINESS DECISION MAKERS, EXECUTIVES AND INVESTORS,
NEW STUDY SHOWS**

WASHINGTON, DC, May 22, 2005 – New independent research shows the CPA profession continues to garner high marks from business decision makers, executives and investors, earning favorable ratings of 97%, 95% and 89%, respectively. In fact, business decision makers and executives ranked CPAs higher than physicians by several percentage points. CPAs also ranked higher than other financial services-related professions, such as insurance agents, bankers, chief management consultants and stock research analysts.

On specific measures, CPA “heritage” attributes have improved from 2003 figures. The data show CPA attributes ratings in the areas of “committed to the rules of the accounting profession,” “reliable” and “consistently demonstrates integrity and ethics” have moved higher. These heritage values are the bedrock of the CPA reputation and are being reinforced through AICPA communications and public service programs.

When asked whether CPAs and the accounting profession have taken steps to fix the problems that had led to past accounting scandals, fully 80% of business decision-makers and 70% of executives said “yes.” While just 52% of investors said “yes” to that question, 71% of investors responding to the survey admitted they are not familiar with the Sarbanes-Oxley Act. In addition, all three groups see CPAs as part of the solution to fighting or preventing fraud (86% for business decision makers, 75% of executives and 78% of investors).

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The research was conducted by Penn, Schoen & Berland Associates. More than 500 business decision makers and executives and 500 investors responded to telephone interviews during March 2005. Results of the research will be used to develop future strategy and messages that support the CPA profession's reputation and position as essential to business and a most trusted financial guardian.

The American Institute of Certified Public Accountants (www.aicpa.org) is the national, professional association of CPAs, with approximately 350,000 members, including CPAs in business and industry, public practice, government, and education; student affiliates; and international associates. It sets ethical standards for the profession and U.S. auditing standards for audits of private companies; federal, state and local governments; and non-profit organizations. It also develops and grades the Uniform CPA Examination.

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