

# CaliforniaCPAReaders

The California Society of CPAs is the largest state CPA society in the country with over 33,000 members

## Who are our readers?

As of July 2008

### CalCPA Membership

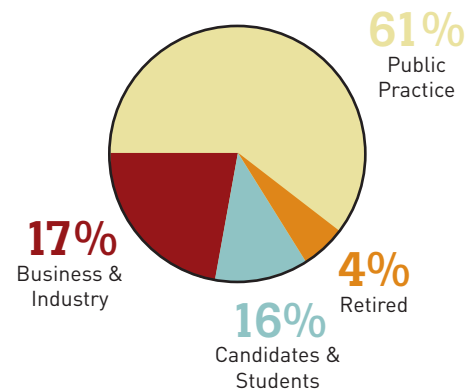
- 33,415 Total membership
- 27,603 California CPAs
- 5,048 Candidate members
- 416 Student members

### Public Accounting

- More than 20,000 of our members work at CPA firms throughout the state
- 34% are partners in their firms
- 30% are sole practitioners

### Business & Industry

- More than 5,663 of our members work in business and industry throughout California



## What our readers read...

Results of a survey conducted in August 2008

**2.5** minutes is the average time spent reading **California CPA**.

**93%** of members read **California CPA**.

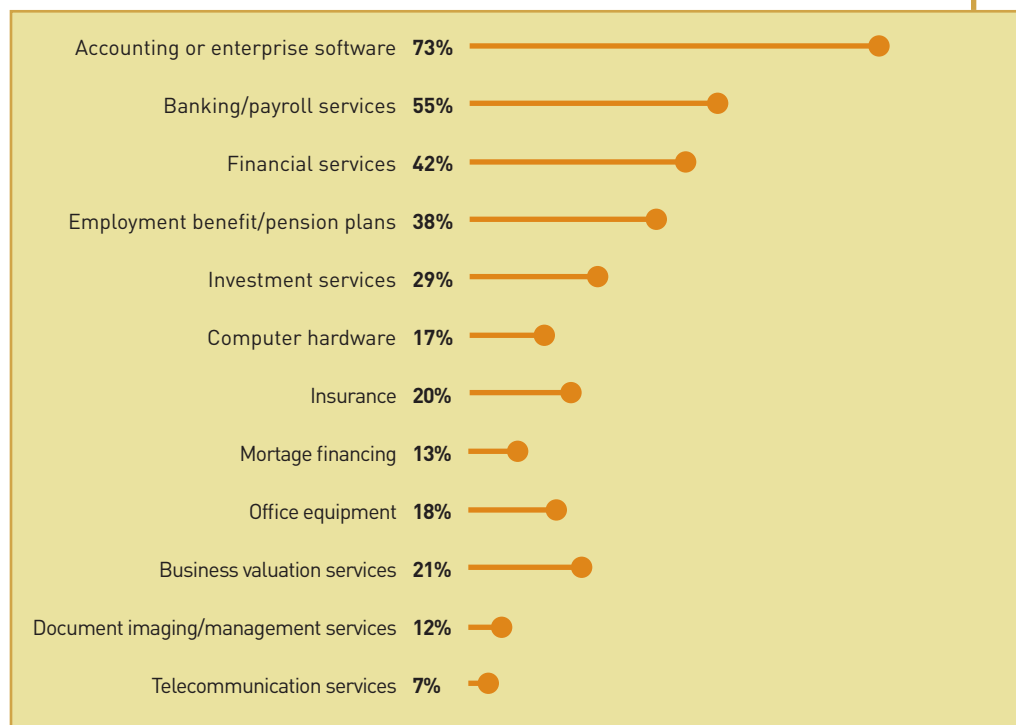
**64%** of members either pass **California CPA** on or keep for reference.

Our members prefer California CPA over all other accounting publications



## Our members will recommend...

... the following products & services to their clients



## Their organizations will purchase.....

... the following products & services



## They are involved in.....

... the following practice areas

