

CaliforniaCPAReaders

The California Society of CPAs is the largest state CPA society in the country with more than 36,000 members

Who are our readers?

As of June 2010

CalCPA Membership

- 36,032 Total membership
- 28,369 California CPAs
- 6,772 Candidate members
- 504 Student members
- 367 Other

Public Accounting

- 79% of our members work at CPA firms throughout the state.
- 34% are partners in their firms.
- 30% are sole practitioners.

Business & Industry

- 16% of our members work in business and industry throughout California.

What our readers read...

Results of a survey conducted in August 2008

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

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

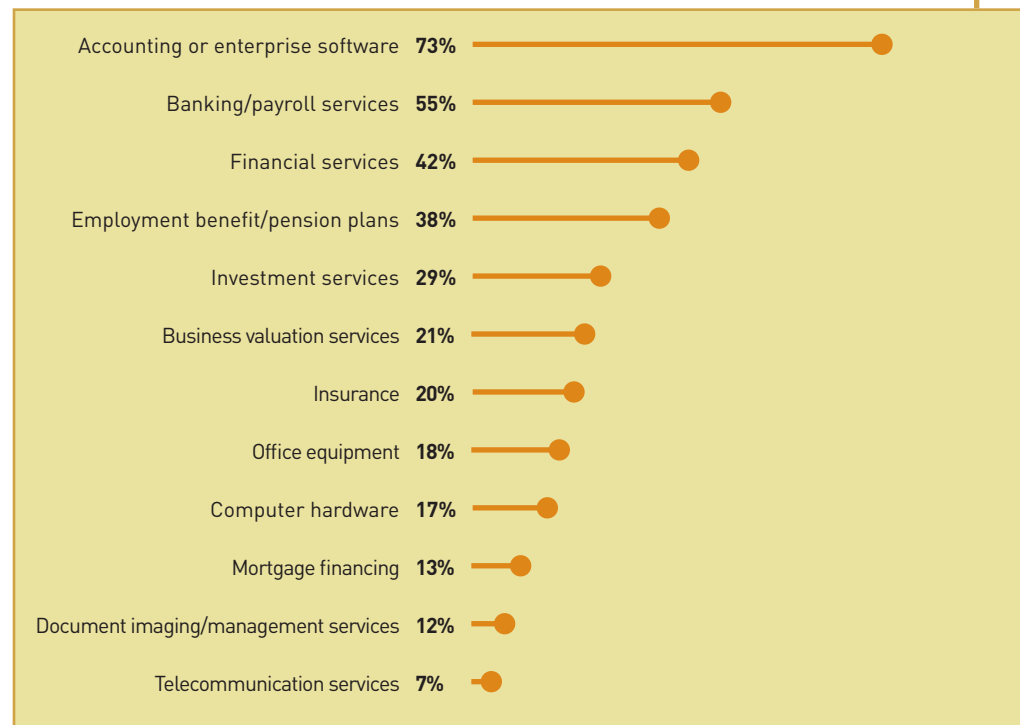
64% of members either pass **California CPA** on or keep for reference.

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

