



CALIFORNIA
CPA

CALIFORNIA SOCIETY OF CPAs
JANUARY/FEBRUARY 2017

Everything
Employers
Need to Know
for the
Coming Year

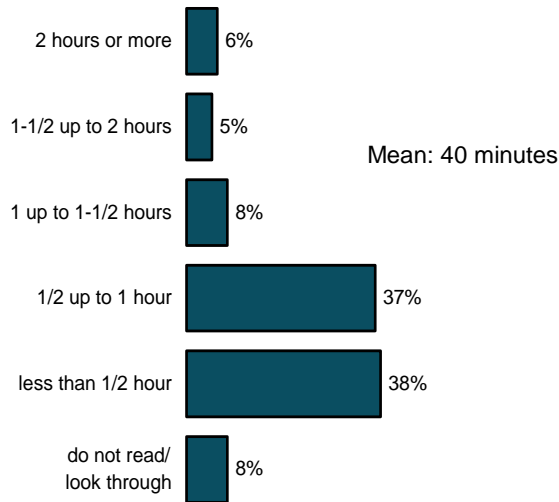
2017
LABOR LAWS

plus
Excel Tips Lease Accounting Benefit Plan Audit Quality

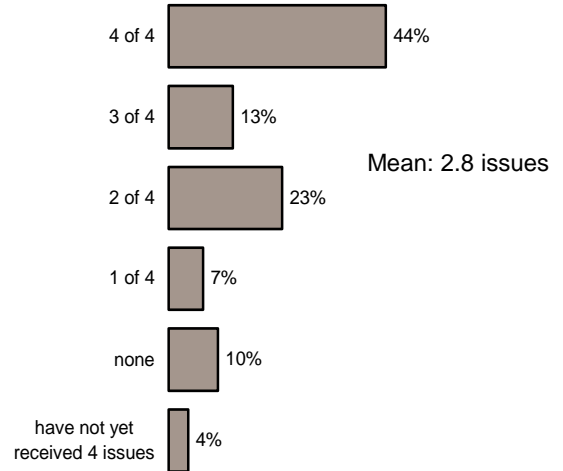


January/February 2017

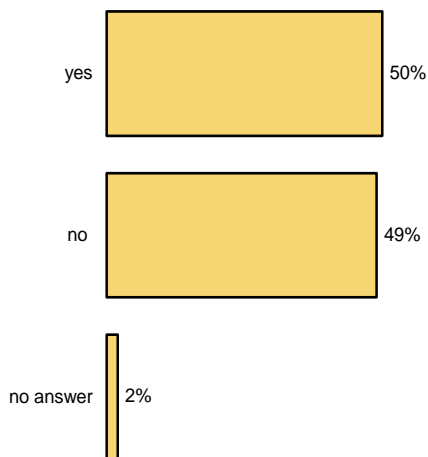
Including all the times you pick it up, about how much time do you spend reading or looking through a typical issue of *California CPA*?



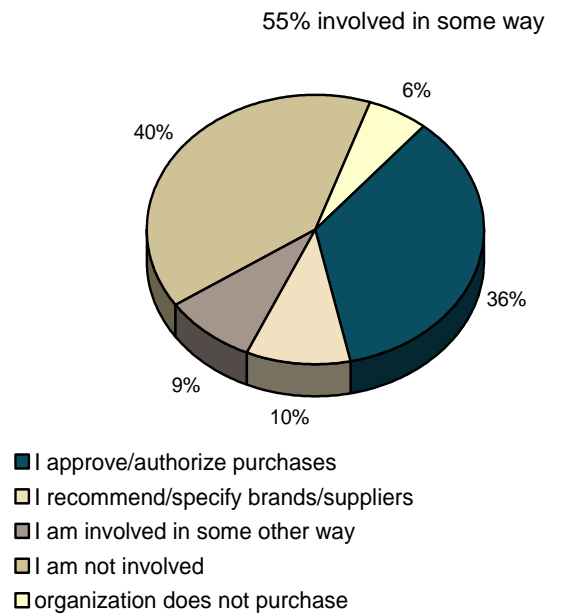
How many of the last 4 issues of *California CPA* have you read or looked through?



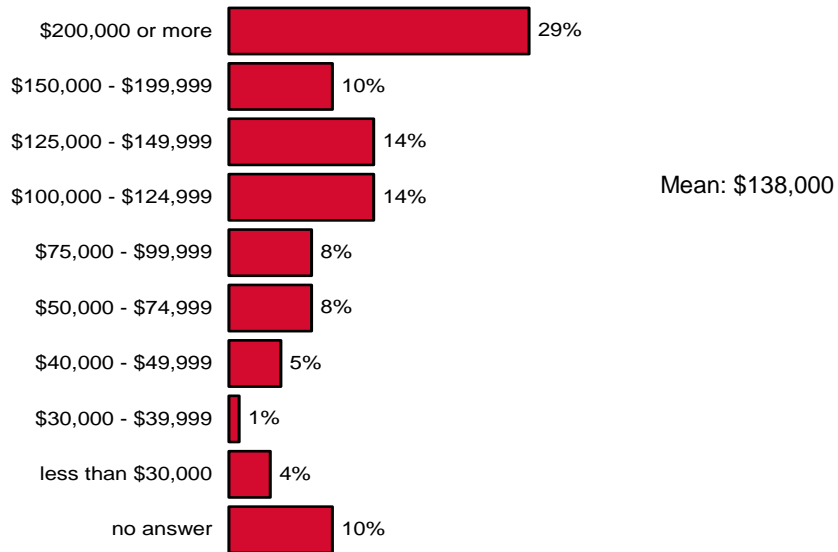
Are your copies of *California CPA* usually saved for reference?



What is your usual involvement in your organization's purchase of products/services?



Considering all sources, approximately what was your household's total 2016 income before taxes?

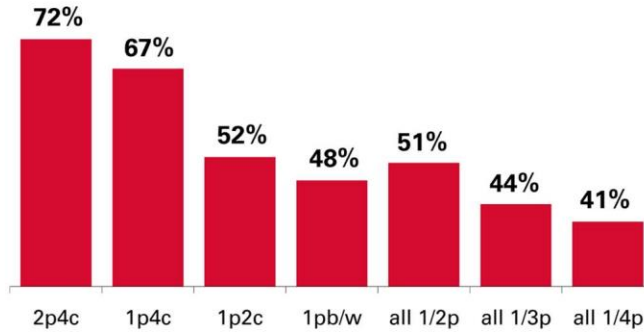


This electronic survey was sponsored by California CPA and conducted and reported by Readex Research, an independent survey research company that has worked with thousands of publications since 1947. Clients include business and trade publications, medical and agricultural journals, consumer magazines, as well as advertisers, corporate marketers and associations.

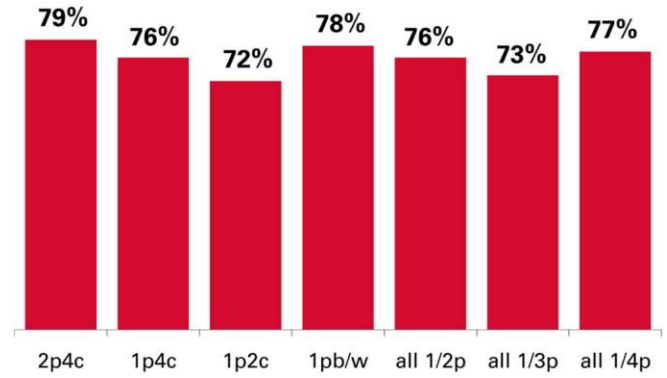
California CPA readers were invited to participate via emailed invitations. Results are based upon 200 responses and have a margin of error of $\pm 6.9\%$.

Ad Perception Averages

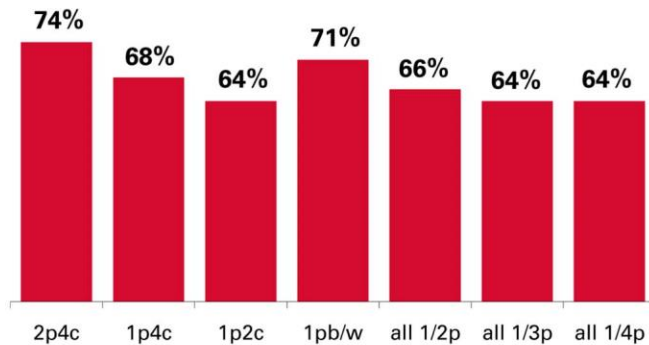
Attention-Getting



Believable



Informative



About This Data

These averages include scores from 25,175 ads measured in Readex Ad Perception Studies conducted between 1992 and 2011.

Scores are based on the percentage of readers who indicated that the ad was Attention-Getting, Believable, or Informative.