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*?

- 2 hours or more: 6%
- 1-1/2 up to 2 hours: 5%
- 1 up to 1-1/2 hours: 8%
- 1/2 up to 1 hour: 37%
- less than 1/2 hour: 38%
- do not read/look through: 8%

Mean: 40 minutes

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

- 4 of 4: 44%
- 3 of 4: 13%
- 2 of 4: 23%
- 1 of 4: 7%
- none: 10%
- have not yet received 4 issues: 4%

Mean: 2.8 issues

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

- yes: 50%
- no: 49%
- no answer: 2%

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

- I approve/authorize purchases: 36%
- I recommend/specify brands/suppliers: 40%
- I am involved in some other way: 6%
- I am not involved: 9%
- organization does not purchase: 10%

55% involved in some way
Considering all sources, approximately what was your household’s total 2016 income before taxes?

- $200,000 or more: 29%
- $150,000 - $199,999: 10%
- $125,000 - $149,999: 14%
- $100,000 - $124,999: 14%
- $75,000 - $99,999: 8%
- $50,000 - $74,999: 8%
- $40,000 - $49,999: 5%
- $30,000 - $39,999: 1%
- Less than $30,000: 4%
- No answer: 10%

Mean: $138,000

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 ± 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.