

YouGov / CCH Survey Results

Sample Size: 210

Fieldwork: 19th - 22nd October 2009

ALL Accountants	TOTAL	Gender		Age					Social Grade	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	210	97	113	15	73	58	36	28	204	6

Which ONE of the following BEST describes the annual turnover of your company? (Please give your best estimate)

Up to £100,000	14%	10%	18%	-	4%	22%	14%	32%	14%	33%
£100,000 to £249,999	5%	5%	4%	20%	3%	2%	6%	7%	4%	17%
£250,000 to £499,999	2%	4%	-	7%	4%	-	-	-	2%	-
£500,000 to £999,999	4%	2%	5%	7%	4%	5%	3%	-	4%	-
£1,000,000 to £4,999,999	12%	15%	9%	27%	11%	10%	14%	7%	12%	-
£5,000,000 to £9,999,999	5%	5%	4%	-	5%	5%	6%	4%	5%	-
£10,000,000 to £19,999,999	7%	4%	9%	-	8%	9%	6%	4%	6%	33%
£20,000,000 or more	30%	38%	23%	27%	40%	21%	33%	21%	31%	-
Don't know	13%	7%	19%	13%	15%	17%	11%	4%	14%	-
Prefer not to say	9%	8%	9%	-	5%	9%	8%	21%	8%	17%

Are you a partner or board director of your company?

Yes, I am	14%	19%	10%	-	4%	19%	19%	29%	14%	17%
No, I am not	86%	81%	90%	100%	96%	81%	81%	71%	86%	83%

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Sample Size: 210

Fieldwork: 19th - 22nd October 2009

ALL Accountants	TOTAL	Regions											
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	210	11	20	10	18	23	21	29	34	22	8	10	4

Which ONE of the following BEST describes the annual turnover of your company? (Please give your best estimate)

Up to £100,000	14%	9%	-	10%	17%	13%	14%	7%	18%	36%	12%	10%	25%
£100,000 to £249,999	5%	-	-	10%	11%	4%	-	-	6%	9%	12%	10%	-
£250,000 to £499,999	2%	-	5%	-	-	-	-	-	-	5%	12%	-	25%
£500,000 to £999,999	4%	9%	10%	10%	6%	-	-	3%	6%	-	-	-	-
£1,000,000 to £4,999,999	12%	36%	5%	20%	17%	13%	19%	14%	3%	5%	12%	10%	-
£5,000,000 to £9,999,999	5%	9%	-	-	-	13%	5%	3%	9%	-	12%	-	-
£10,000,000 to £19,999,999	7%	-	15%	-	11%	-	5%	3%	15%	9%	-	-	-
£20,000,000 or more	30%	9%	35%	20%	33%	39%	24%	38%	29%	23%	12%	50%	25%
Don't know	13%	9%	15%	20%	6%	9%	33%	24%	6%	5%	12%	-	25%
Prefer not to say	9%	18%	15%	10%	-	9%	-	7%	9%	9%	12%	20%	-

Are you a partner or board director of your company?

Yes, I am	14%	9%	5%	30%	11%	4%	19%	14%	15%	23%	12%	-	50%
No, I am not	86%	91%	95%	70%	89%	96%	81%	86%	85%	77%	88%	100%	50%

TOTAL	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
210	97	113	15	73	58	36	28	204	6

ALL Accountants

Which, if any, of the following do you identify as the fastest-growing areas of accountancy? [Please tick up to 3 option]

Corporate audit	12%	15%	10%	7%	16%	9%	14%	11%	12%	17%
Public sector finance	19%	23%	15%	20%	22%	16%	14%	21%	19%	17%
Payroll services	12%	6%	17%	27%	11%	5%	17%	14%	12%	17%
Estate/ trust compliance	3%	3%	4%	7%	4%	3%	-	4%	3%	-
Bankruptcy/ insolvency	53%	56%	50%	80%	58%	40%	58%	46%	53%	50%
Tax compliance	29%	29%	29%	7%	26%	29%	31%	46%	29%	33%
Tax consulting	35%	37%	33%	53%	34%	28%	44%	29%	35%	33%
Litigation support	13%	15%	11%	7%	11%	10%	17%	21%	13%	-
Business consultancy services	38%	40%	35%	33%	37%	45%	31%	36%	38%	17%
Other	7%	6%	8%	-	5%	9%	11%	7%	7%	-
Don't know	12%	10%	14%	7%	10%	19%	11%	11%	12%	17%

Which ONE, if any, of the following do you believe has been the MOST positive development in accountancy in recent times?

Increased specialism and skill sets within accountancy profession	16%	19%	13%	33%	15%	7%	22%	18%	15%	50%
Move towards taking a more consultative role	23%	21%	25%	-	29%	26%	25%	11%	23%	33%
Continuous professional development for accountants	30%	33%	28%	33%	33%	33%	28%	21%	31%	-
Other	2%	2%	2%	-	1%	3%	-	4%	2%	-
Don't know	13%	8%	18%	27%	10%	21%	11%	4%	14%	-
Not applicable, I don't think there have been any positive developments in accountancy in recent times	16%	18%	14%	7%	12%	10%	14%	43%	16%	17%

TOTAL	Regions											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
210	11	20	10	18	23	21	29	34	22	8	10	4

ALL Accountants

Which, if any, of the following do you identify as the fastest-growing areas of accountancy? [Please tick up to 3 option]

Corporate audit	12%	18%	10%	-	11%	4%	14%	14%	15%	14%	38%	10%	-
Public sector finance	19%	18%	10%	10%	22%	26%	29%	28%	18%	9%	-	10%	25%
Payroll services	12%	-	15%	10%	17%	9%	14%	7%	3%	14%	38%	10%	75%
Estate/ trust compliance	3%	-	-	-	6%	4%	-	3%	-	9%	12%	10%	-
Bankruptcy/ insolvency	53%	55%	55%	90%	67%	61%	33%	55%	44%	45%	38%	60%	50%
Tax compliance	29%	36%	15%	20%	33%	39%	38%	24%	18%	32%	25%	50%	50%
Tax consulting	35%	18%	40%	30%	44%	35%	24%	45%	38%	27%	25%	30%	50%
Litigation support	13%	18%	10%	10%	17%	17%	-	21%	3%	14%	12%	40%	-
Business consultancy services	38%	27%	45%	60%	39%	39%	29%	41%	29%	36%	38%	40%	50%
Other	7%	9%	20%	10%	-	-	5%	3%	9%	14%	12%	-	-
Don't know	12%	18%	15%	-	-	9%	24%	7%	21%	14%	12%	10%	-

Which ONE, if any, of the following do you believe has been the MOST positive development in accountancy in recent times?

Increased specialism and skill sets within accountancy profession	16%	18%	20%	-	11%	22%	-	10%	26%	14%	25%	30%	-
Move towards taking a more consultative role	23%	18%	30%	40%	28%	22%	14%	28%	15%	23%	12%	20%	50%
Continuous professional development for accountants	30%	55%	30%	20%	50%	43%	24%	28%	15%	27%	38%	30%	25%
Other	2%	-	-	-	-	-	-	3%	3%	9%	-	-	-
Don't know	13%	9%	15%	20%	6%	13%	24%	21%	15%	5%	-	10%	-
Not applicable, I don't think there have been any positive developments in accountancy in recent times	16%	-	5%	20%	6%	-	38%	10%	26%	23%	25%	10%	25%

ALL Accountants	TOTAL	Gender		Age					Social Grade	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	210	97	113	15	73	58	36	28	204	6

Which ONE, if any, of the following professional business consultants do you believe has been BEST at incorporating new technologies into their practice in recent years?

Accountants	36%	39%	34%	40%	29%	38%	44%	39%	35%	67%
Lawyers	3%	4%	3%	-	4%	2%	6%	4%	3%	-
Management consultants	26%	29%	23%	13%	32%	21%	22%	32%	25%	33%
Other	2%	4%	-	-	1%	2%	3%	4%	2%	-
Don't know	33%	24%	41%	47%	34%	38%	25%	21%	34%	-

Are you comfortable processing accountancy information and data online?

Yes, I am comfortable processing accountancy information and data online	84%	86%	83%	80%	92%	88%	69%	79%	84%	83%
No, I am not comfortable processing accountancy information and data online	12%	13%	11%	7%	5%	7%	31%	18%	12%	17%
Don't know	4%	1%	6%	13%	3%	5%	-	4%	4%	-

Are you comfortable reading and searching for accountancy information online?

Yes, I am comfortable reading and searching for accountancy information online	95%	96%	95%	93%	99%	95%	94%	89%	95%	100%
No, I am not comfortable reading and searching for accountancy information online	3%	3%	3%	-	1%	2%	6%	7%	3%	-
Don't know	2%	1%	3%	7%	-	3%	-	4%	2%	-

ALL Accountants	TOTAL	Regions											
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	210	11	20	10	18	23	21	29	34	22	8	10	4

Which ONE, if any, of the following professional business consultants do you believe has been BEST at incorporating new technologies into their practice in recent years?

Accountants	36%	18%	35%	40%	50%	48%	48%	24%	24%	41%	38%	50%	25%
Lawyers	3%	-	-	10%	11%	4%	5%	3%	-	-	-	-	25%
Management consultants	26%	27%	20%	30%	22%	26%	10%	34%	41%	23%	-	20%	25%
Other	2%	9%	-	-	-	4%	-	-	3%	5%	-	-	-
Don't know	33%	45%	45%	20%	17%	17%	38%	38%	32%	32%	62%	30%	25%

Are you comfortable processing accountancy information and data online?

Yes, I am comfortable processing accountancy information and data online	84%	82%	90%	80%	83%	87%	90%	86%	79%	77%	75%	90%	100%
No, I am not comfortable processing accountancy information and data online	12%	-	10%	20%	11%	13%	-	14%	15%	18%	25%	10%	-
Don't know	4%	18%	-	-	6%	-	10%	-	6%	5%	-	-	-

Are you comfortable reading and searching for accountancy information online?

Yes, I am comfortable reading and searching for accountancy information online	95%	91%	90%	100%	100%	100%	90%	93%	97%	91%	100%	100%	100%
No, I am not comfortable reading and searching for accountancy information online	3%	-	10%	-	-	-	5%	7%	-	5%	-	-	-
Don't know	2%	9%	-	-	-	-	5%	-	3%	5%	-	-	-

TOTAL	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
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ALL Accountants

Thinking about change in the accountancy profession today...

Which, if any, of the following do you believe are the MAIN factors that are driving the change in the accountancy profession? [Please tick up to 3 options]

Impact of the global recession	39%	32%	44%	27%	51%	41%	31%	18%	39%	33%
Increased regulatory complexity	57%	66%	49%	33%	49%	60%	72%	61%	57%	33%
Increased privacy and security of client data	10%	13%	7%	20%	7%	5%	14%	18%	10%	-
Globalisation	25%	32%	19%	13%	33%	21%	28%	14%	23%	83%
Threat of increased protectionism	6%	9%	4%	7%	10%	-	3%	14%	6%	-
Improved efficiency and increased revenue	14%	11%	17%	7%	16%	17%	17%	4%	14%	17%
Staff skills	10%	13%	8%	7%	11%	12%	11%	7%	10%	33%
Client expectation	33%	31%	35%	40%	32%	28%	33%	46%	33%	33%
Technology	39%	43%	35%	73%	42%	38%	28%	25%	39%	33%
Other	*	-	1%	-	-	-	3%	-	*	-
Don't know	8%	4%	12%	13%	5%	10%	8%	7%	8%	-
Not applicable - I don't believe that the accountancy profession is currently going through any change	3%	1%	4%	-	1%	3%	-	11%	3%	-

Which ONE, if any, of the following do you think will be the TOP challenge for accountants in the next three years?

Keeping current with technology	4%	7%	2%	13%	8%	2%	-	-	4%	-
Keeping current with regulatory complexity	40%	41%	39%	27%	27%	40%	61%	54%	41%	-
Recession and economic downturn	42%	39%	45%	27%	53%	41%	36%	32%	41%	83%
Staff recruitment and development	8%	9%	6%	20%	10%	7%	3%	4%	7%	17%
Other	2%	2%	2%	-	-	5%	-	4%	2%	-
Don't know	4%	1%	6%	13%	1%	5%	-	7%	4%	-

ALL Accountants	TOTAL	Regions											
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	210	11	20	10	18	23	21	29	34	22	8	10	4

Thinking about change in the accountancy profession today...

Which, if any, of the following do you believe are the MAIN factors that are driving the change in the accountancy profession? [Please tick up to 3 options]

Impact of the global recession	39%	55%	35%	60%	61%	26%	24%	34%	38%	32%	50%	40%	50%
Increased regulatory complexity	57%	27%	45%	60%	50%	61%	43%	62%	68%	64%	50%	80%	50%
Increased privacy and security of client data	10%	18%	10%	10%	-	17%	14%	3%	9%	5%	50%	-	-
Globalisation	25%	18%	10%	10%	22%	26%	24%	31%	44%	14%	12%	30%	25%
Threat of increased protectionism	6%	9%	-	-	11%	4%	10%	10%	3%	5%	25%	-	-
Improved efficiency and increased revenue	14%	9%	20%	30%	22%	17%	10%	7%	9%	14%	12%	20%	25%
Staff skills	10%	-	15%	30%	6%	13%	5%	10%	9%	5%	12%	10%	50%
Client expectation	33%	27%	20%	40%	33%	35%	43%	28%	29%	41%	50%	40%	25%
Technology	39%	45%	55%	20%	39%	30%	29%	41%	32%	50%	25%	50%	50%
Other *	-	-	-	-	-	-	5%	-	-	-	-	-	-
Don't know	8%	18%	5%	10%	-	13%	19%	10%	3%	5%	-	10%	-
Not applicable - I don't believe that the accountancy profession is currently going through any change	3%	-	-	-	11%	-	-	3%	6%	5%	-	-	-

Which ONE, if any, of the following do you think will be the TOP challenge for accountants in the next three years?

Keeping current with technology	4%	9%	10%	-	6%	-	-	-	9%	-	-	-	50%
Keeping current with regulatory complexity	40%	27%	20%	40%	39%	35%	38%	38%	47%	64%	38%	50%	25%
Recession and economic downturn	42%	55%	45%	50%	44%	57%	43%	52%	35%	14%	50%	40%	25%
Staff recruitment and development	8%	9%	15%	10%	6%	9%	5%	10%	3%	9%	-	10%	-
Other	2%	-	5%	-	-	-	5%	-	3%	5%	-	-	-
Don't know	4%	-	5%	-	6%	-	10%	-	3%	9%	12%	-	-

ALL Accountants	TOTAL	Gender		Age					Social Grade	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	210	97	113	15	73	58	36	28	204	6

And which ONE, if any, of the following do you believe has been the MOST beneficial to the accounting profession since the year 2000?

Flexible working	12%	10%	14%	20%	15%	10%	11%	7%	13%	-
Ability to work with digital documents	25%	32%	19%	33%	32%	21%	22%	14%	25%	17%
Increased range of specialisms within my profession	12%	12%	12%	13%	8%	12%	8%	25%	11%	33%
Increasing acceptance of my value as a consultant to business	24%	23%	25%	7%	25%	26%	31%	18%	24%	17%
No major corporate scandals involving a Big Four accountancy firm	10%	12%	7%	7%	7%	12%	11%	11%	9%	17%
Other	2%	3%	1%	-	3%	-	3%	4%	2%	-
Don't know	16%	7%	23%	20%	11%	19%	14%	21%	16%	17%

Thinking about sharing documents online with clients (e.g. data)...

Which ONE of the following BEST applies to you?

We currently share documents online	37%	40%	34%	40%	36%	36%	44%	29%	36%	50%
We do not currently share documents online but we do plan to in the future	24%	27%	21%	33%	23%	19%	39%	11%	24%	33%
We do not share documents online and we do not plan to in the future	34%	30%	37%	20%	34%	38%	14%	57%	34%	17%
I didn't know it was possible to share documents online with clients	6%	3%	8%	7%	7%	7%	3%	4%	6%	-

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ALL Accountants	TOTAL	Regions											
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	210	11	20	10	18	23	21	29	34	22	8	10	4

And which ONE, if any, of the following do you believe has been the MOST beneficial to the accounting profession since the year 2000?

Flexible working	12%	18%	15%	10%	11%	9%	10%	14%	15%	14%	-	-	50%
Ability to work with digital documents	25%	36%	15%	40%	11%	17%	29%	21%	26%	36%	62%	10%	-
Increased range of specialisms within my profession	12%	-	5%	10%	11%	30%	5%	7%	12%	18%	12%	20%	-
Increasing acceptance of my value as a consultant to business	24%	18%	20%	30%	44%	35%	24%	21%	15%	14%	25%	30%	25%
No major corporate scandals involving a Big Four accountancy firm	10%	18%	15%	-	11%	4%	10%	17%	9%	9%	-	-	-
Other	2%	-	5%	-	-	-	-	-	6%	-	-	10%	-
Don't know	16%	9%	25%	10%	11%	4%	24%	21%	18%	9%	-	30%	25%

Thinking about sharing documents online with clients (e.g. data)...

Which ONE of the following BEST applies to you?

We currently share documents online	37%	18%	30%	20%	33%	52%	38%	28%	35%	45%	50%	50%	50%
We do not currently share documents online but we do plan to in the future	24%	55%	35%	30%	28%	9%	14%	34%	18%	14%	38%	20%	-
We do not share documents online and we do not plan to in the future	34%	27%	25%	30%	39%	39%	38%	31%	41%	36%	12%	30%	25%
I didn't know it was possible to share documents online with clients	6%	-	10%	20%	-	-	10%	7%	6%	5%	-	-	25%

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