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ATTEST INDEPENDENCE AND MANAGEMENT ADVISORY
SERVICES.

The City University of New York, Ph.D., 1975
Business Administration

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ATTEST INDEPENDENCE AND MANAGEMENT ADVISORY SERVICES

by

SEYMOUR L. EISENMAN

A dissertation submitted to the Graduate
Faculty in Business in partial fulfillment of the
requirements for the degree of Doctor of
Philosophy, The City University of New York.

1975

This manuscript has been read and accepted for the Graduate Faculty in Business in satisfaction of the dissertation requirement for the degree of Doctor of Philosophy.

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CHAPTER I

INTRODUCTION

One of the primary functions of the Certified Public Accountant (CPA) is his performance of the attest function. At the present time, only the CPA has the obligation to express an opinion as to the "fairness" of the reports which purport to depict the financial position and operating results of "property" controlled by those who do not have legal ownership.¹ Thus, as many have pointed out, through the discharge of this quasi-judicial function of attestation, the CPA now occupies the pivotal position in the process of channelling scarce resources to those enterprises in which there will be the most productive utilization for the benefit of individuals and society as a whole.²

If the public and the business community are to perform their roles effectively and efficiently in the socioeconomic process of channelling scarce resources, then it is necessary that they should enjoy as much reliance as they are willing to place on the financial information to which the CPA attests.

In recognition of the importance of safeguarding and promoting this reliance, the accounting profession has acknowledged that the

1. For a discussion of the power/property schism in our present socioeconomic system, see: John Kenneth Galbraith, The New Industrial State, (Boston: Houghton Mifflin Company, 1967).

2. See, for example: A New Introduction to Accounting, a report of the study group sponsored by the Price Waterhouse Foundation, (July, 1971), p. 18.

essential factor in the process of communicating accounting information from the preparer to the user of such information must be the existence of the CPA's independence.

The need for independence and the need for the attest function are presumed to arise from conditions existing in our particular type of socioeconomic system; namely, an actual or potential conflict of interest between the preparer and user of accounting information. The American Accounting Association's Committee on Basic Auditing Concepts, 1969-71, sums up this situation as follows:

The condition of conflict of interest is the most important single determinant of the need for the audit function. If there were no apparent or potential conflict of interest between the preparer and the user, the need for the audit function would be greatly reduced. The existence of conflict of interest between the preparer and the user makes it mandatory that the audit function be performed by one who is independent of the preparer and his interests.³

Thus, by being interposed between preparer and user, it is the independent CPA's function to alleviate the problem of "credibility gap" caused by this conflict-of-interest situation. In turn, by being so positioned, the attesting CPA becomes the surrogate for the credibility of the whole accounting information system as between the preparer and user. That which leads to a credibility gap between user and auditor can render the whole process ineffective. Therefore, while independence is considered essential to the practice of all professions, for the attesting CPA it is of unique importance. In the opinion of the above stated Committee, it is "the sine qua non attribute of an auditor."⁴

3. "Report of the Committee on Basic Auditing Concepts, 1969-71," The Accounting Review (Supplement to vol. XLVII, 1972), p. 31.

4. Ibid., p. 29.

While the above may be viewed as the theoretical expression as to the importance of independence, it is the practicing segment of the accounting profession which is confronted with the task of making the concept operational. Theoretically, the practitioners express the same viewpoint as to the unique importance of the attesting CPA's independence. In the so-called "philosophical essay" accompanying the recently approved Restatement of the Code of Professional Ethics, the following was stated:

Independence has always been a concept fundamental to the accounting profession, the cornerstone of its philosophical structure. For no matter how competent any CPA may be, his opinion on financial statements will be of little value to those who rely on him - whether they be clients or any of his unseen audience of credit grantors, investors, governmental agencies and the like - unless he maintains his independence.⁵

The primary status accorded to the concept of independence is evidenced by the fact that within his Code of Professional Ethics the auditor is immediately charged, in the first rule, with the following obligation:

A member or a firm of which he is a partner or shareholder shall not express an opinion on financial statements of an enterprise unless he and his firm are independent with respect to such enterprise.⁶

Furthermore, in order that independence should not be misconstrued to be a matter of mere spatial alignments, the following admonition is incorporated in the "generally accepted auditing standards": "In all matters relating to the assignment, an independence in mental attitude is to be maintained by the auditor or auditors."⁷ The principal thrust

5. American Institute of Certified Public Accountants, Restatement of the Code of Professional Ethics, (New York: AICPA, 1973), p. 8.

6. Ibid., p. 20.

7. Committee on Auditing Procedure of the American Institute of Certified Public Accountants, Codification of Auditing Standards and Procedures, Statement on Auditing Standards No. 1, (New York: AICPA, 1973), paragraph 220.01, p. 8.

of this standard is to put the auditor on notice that "he must be without bias with respect to the client under audit."⁸

Undoubtedly, if the primary value of the audit function is to serve as a control over the preparer's insertion of bias into the accounting information he issues, then it is necessary that the attesting CPA should be independent to such an extent as is necessary to detect such bias. As Carey and Doherty point out, it is this association of the concept of independence with the concept of bias which constitutes the "special meaning" that independence has come to have with respect to the attesting CPA. They describe it as follows:

It is most important not only that the CPA should refuse consciously to subordinate his judgment to that of others, but that he avoid relationships which would be likely to warp his judgment even subconsciously in reporting whether or not the financial statements he has audited are in his opinion fairly presented. Independence in this sense means avoidance of situations which would tend to impair objectivity or create personal bias which would influence delicate judgments.⁹

This special meaning of independence has come to be the principal focus around which most of the questions concerning the attesting CPA's independence have been raised; namely, what relationships between the CPA and his client are most likely to lead to the emergence of bias within the CPA when he performs the attest function. Furthermore, this special meaning of independence, along with the concomitant need to enumerate those specific relationships which would likely lead to an impairment of objectivity, has led to the profession's hypothesizing the existence of two kinds of independence - independence in fact, and independence in appearance. As Thomas G. Higgins, a former Chairman

8. Ibid., paragraph 220.02.

9. John L. Carey and William O. Doherty, Ethical Standards of the Accounting Profession, (New York: AICPA, 1966), p. 19.

of the AICPA's committee on professional ethics, said:

There are actually two kinds of independence which a CPA must have - independence in fact and independence in appearance. The former refers to a CPA's objectivity, to the quality of not being influenced by regard to personal advantage. The latter means his freedom from potential conflicts of interest which tend to shake public confidence in his independence in fact.¹⁰

While the accounting profession has taken a fancy towards this dual interpretation of independence,¹¹ the Securities and Exchange Commission (SEC) has never allowed itself to be drawn into this world of two independences. Quite early in its existence, the SEC completely rejected the contention that the lack of independence on the part of the attesting CPA can only be established when there are discernible facts that the CPA consciously partook in the falsification of the financial statements. As the Commission said in the case of A. Hollander & Son, Inc.:

To adopt such an interpretation would be to ignore the fact that one of the purposes of requiring a certificate by an independent public accountant is to remove the possibility of impalpable and unprovable biases which an accountant may unconsciously acquire.... The requirement for certification by an independent public accountant is not so much a guarantee against conscious falsification or intentional deception as it is a measure to insure complete objectivity.¹²

The aim of the SEC has been to enumerate those relationships between the attesting CPA and his client that would suggest to a reasonable observer that there is a presumption of a lack of independence. The SEC

10. Thomas G. Higgins, "Professional Ethics: A Time for Reappraisal," The Journal of Accountancy (vol. 113, no. 3, March, 1962), p. 31.

11. One may speculate that this dual interpretation of independence is particularly appealing to the accounting profession for it provides an agreeable reason as to why certain relationships between the attesting CPA and his client may not be entered into; i.e., a relationship may be considered unacceptable from an appearance point of view without having to recognize any direct failing of the so-called in fact aspects of independence.

12. A. Hollander & Son, Inc., 8 SEC 586, at 613 (1941).

stated this policy in one of its earlier annual reports as follows:

The Commission has found an accountant to be lacking in independence with respect to a particular registrant if the relationships which exist between the accountant and the client are such as to create a reasonable doubt as to whether the accountant will or can have an impartial and objective judgment on questions confronting him.¹³

Therefore, as the accounting profession has come to fully know, the simple assertion of one's independence with all of one's heart is not good enough to insure the realization of its acceptance by the users of the financial statements.

Since the late 1950's, one of the major problem areas that has arisen in connection with the public's acceptance of the CPA's claim of independence is the question of whether the CPA's performance of management advisory services(MAS) is compatible with the attest function. As Carmichael and Swieringa have noted:

Whatever one's answer may be, it is impossible to deny that the controversy surrounding this question has become one of the most prominent current issues in the development of an ethical code for the auditing profession.¹⁴

The importance of the MAS question is not surprising since evidence suggests that the accounting profession is rapidly expanding its involvement into the MAS function.¹⁵

13. United States Securities and Exchange Commission, Tenth Annual Report of the Securities and Exchange Commission, (Washington, D.C.: U.S. Government Printing Office, 1945), p. 205.

14. D.R. Carmichael and R.J. Swieringa, "The Compatibility of Auditing Independence and Management Services - An Identification of Issues," The Accounting Review (vol. XLIII, no. 4, October, 1968), p. 697.

15. Robert H. Roy and James H. MacNeill, Horizons for a Profession. The common body of knowledge for certified public accountants, (New York: AICPA, 1967), p. 146.

CHAPTER II

HISTORICAL BACKGROUND

The purpose of this chapter is to present a brief, overall perspective of the major events associated with the MAS controversy. However, we see no useful purpose in again presenting the voluminous rhetoric which has accompanied this controversy, since this has been adequately performed by others.¹

Although accountants may have long considered that it was one of their responsibilities to give various types of accounting services to their clients, it was not until the early 1950's that the practice of rendering MAS became a conspicuous function of most audit firms.²

This sudden rise in the CPA's performance of MAS was accompanied by doubts as to whether or not the CPA loses his independence upon the rendition of such services for his audit clients. By 1957, undoubtedly in response to such doubts, the SEC felt the need to say something on the matter. Before the annual meeting of the AICPA of that year, Andrew Barr, then the Chief Accountant of the SEC, said: "With present-day interest in developing services to management, care also should be taken to maintain a clear distinction between the giving of advice to manage-

1. See, for example: Arthur Albert Schulte, Jr., The Concept of the CPA's Audit-Independence and Its Compatibility with Management Services, unpublished Ph. D. dissertation, University of Oregon, 1964, pp. 1-121; and Pierre Louis Titard, The Effect of Management Advisory Services By Certified Public Accountants on the Users of Financial Statements, unpublished Ph. D. dissertation, Louisiana State University and Agricultural and Mechanical College, 1970, pp. 1-107.

2. Robert Beyer, "Management Services - Time for Decision," The Journal of Accountancy (vol. 119, no. 3, March, 1965), p. 44.

ment and the making of decisions for management."³

Shortly thereafter, the SEC officially discussed the issue for the first time in its annual report for 1957.⁴ In what may be considered a general policy position, the SEC recognized that the function of MAS was not inconsistent with the attest function as long as the auditor did not extend himself beyond the advisory level while performing such services.

Following its consideration of the entire problem of MAS during 1959 and 1960, the AICPA's Committee on Long-Range Objectives recommended the following objective to the Council, which it adopted in April, 1961:

It is an objective of the Institute, recognizing that management service activities are a proper function of CPAs, to encourage all CPAs to perform the entire range of management services consistent with their professional competence, ethical standards and responsibility.⁵

In 1963, the AICPA's Committee on Professional Ethics issued its statement on the problem.⁶ In addition to expressing the opinion that there is no ethical incompatibility between the rendering of MAS and performing the attest function, the Committee stated a position quite similar to the SEC's: namely, so long as the auditor's services consist of advice and technical assistance, the Committee presumed that a "reasonable observer" would not consider the performance of both functions for the same client to be a conflict of interest.

Meanwhile, as Robert Beyer has pointed out, the 1961 Objective was

3. Andrew Barr, "Financial Reporting for Regulatory Agencies," The Journal of Accountancy (vol. 105, no. 2, February, 1958), p. 31.

4. United States Securities and Exchange Commission, Twenty-Third Annual Report of the Securities and Exchange Commission, (Washington, D.C.: U.S. Government Printing Office, 1958), p. 184.

5. Resolution by Council of the American Institute of Certified Public Accountants, (New York: AICPA, 1961).

6. Committee on Professional Ethics of the American Institute of Certified Public Accountants, Opinion No. 12: Independence, (New York: AICPA, 1963).

undoubtedly interpreted by many accountants to be a carte blanche

"...to engage in just about any kind of service to management, for in recent years we have been witness to everything from operations research to marketing to actuarial services to advice on safety and health programs."⁷

By the end of 1966 the MAS controversy appeared to be in a state that could best be described as one of "acute crisis." In the previous year, the results of Schulte's⁸ survey had indicated that 33% of the "reasonable observers" who answered his questionnaire survey were of the opinion that the attesting CPA's performance of MAS represented a conflict of interest; and in July, 1966, the publication of Briloff's⁹ research demonstrated that 53% of his answering respondents from the financial community believed that the rendition of MAS by the attesting CPA would "detract" from the significance of that auditor's opinion on the financial statements.

In addition, in a speech before the AICPA's annual convention in the latter part of 1966, the then Chairman of the SEC, Manuel F. Cohen, voiced his personal disapproval over the CPA's widening involvement in those kinds of MAS which could not be considered to be directly related to the financial process, or such services as market surveys, factory layout, psychological testing, public opinion polls or executive recruitment. He concluded by stating the following:

Public Accountants should carefully reconsider their participation in these activities lest their continuation and extension undermine the main function of the independent accountant - auditing and the rendering of opinions on financial statements.¹⁰

7. Robert Beyer, op. cit., p. 44.

8. Arthur A. Schulte, Jr., "Compatibility of Management Consulting and Auditing," The Accounting Review (vol. XL, no. 3, July, 1965), pp. 587-593.

9. Abraham J. Briloff, "Old Myths and New Realities in Accountancy," The Accounting Review (vol. XLI, no. 3, July, 1966), pp. 484-495.

10. Manuel F. Cohen, "The SEC and Accountants: Co-Operative Efforts to Improve Financial Reporting," The Journal of Accountancy (vol. 122, no. 6, December, 1966), p. 57.

In response to the above developments, in the fall of 1966 the AICPA established an ad hoc committee on independence to study the whole MAS problem. The committee's final report was presented to and approved by the AICPA's executive committee on October 3, 1969.¹¹ In general, as John L. Carey¹² has noted, the report gave no definitive answers to the critics who were challenging the attesting CPA's performance of MAS.

In response to a suggestion made by the ad hoc committee on independence in its preliminary report,¹³ the AICPA's committee on management services proceeded with the formulation and issuance of three statements¹⁴ whose overall purpose was twofold: 1) to provide authoritative standards for CPAs practicing in the MAS field; and 2) to serve as an educational medium for enlightening the public who allegedly misunderstood the nature of MAS rendered by CPAs and what their role included while rendering these services.¹⁵

From the accounting profession's viewpoint, the acute crisis of

11. Ad Hoc Committee on Independence of the American Institute of Certified Public Accountants, "Final Report of Ad Hoc Committee on Independence," The Journal of Accountancy (vol. 128, no. 6, December, 1969), pp. 51-56.

12. John L. Carey, The Rise of the Accounting Profession, vol. 2, (New York: AICPA, 1970), p. 202.

13. Malcolm M. Devore, "Compatibility of Auditing and Management Services: A Viewpoint from Within the Profession," The Journal of Accountancy (vol. 124, no. 6, December, 1967), p. 38.

14. Committee on Management Services of the American Institute of Certified Public Accountants, "Statements on Management Advisory Services No. 1: Tentative Description of the Nature of Management Advisory Services by Independent Accounting Firms," The Journal of Accountancy (vol. 127, no. 3, March, 1969), pp. 62-65; "Statements on Management Advisory Services No. 2: Competence in Management Advisory Services," The Journal of Accountancy (vol. 127, no. 4, April, 1969), pp. 56-58; and "Statements on Management Advisory Services No. 3: Role in Management Advisory Services," The Journal of Accountancy (vol. 128, no. 5, November, 1969), pp. 62-65.

15. The significant opinions and recommendations of both the ad hoc committee on independence and the Committee on Management Services will be empirically tested in this dissertation. See Chapter IV.

1966 quickly evaporated in the summer of 1971 with the publication of Titard's study, in which the following conclusion was drawn by the researcher: "The appearance of independence does not appear to be a problem of great concern at the present time."¹⁶ Titard reached his final conclusion by interpreting his research data as follows: Although 49% of his respondents considered the attesting CPA's performance of one or more specified MAS would result in some loss of independence, he decided that this figure was not significant because only 26% of the respondents favor prohibition of the CPA's rendition of MAS when there is a separation of the attest and MAS functions within a CPA firm.¹⁷

Although there was some question as to the manner in which Titard interpreted his data,¹⁸ it is significant that Titard's article was included in the AICPA's publication, in 1972, of Selected Studies in Modern Accounting.

The most recent empirical survey into the MAS question was performed by Hartley and Ross.¹⁹ Based on their analysis of the data, the researchers state:

When professionals perceive a CPA not to be independent a high probability exists that this perception results from the belief that (1) the service is not compatible with the image of the CPA as an independent auditor and (2), to a lesser degree, that the CPA is not competent to perform the service.²⁰

Whatever significance the above may have towards an understanding

16. Pierre L. Titard, "Independence and MAS - Opinions of Financial Statement Users," The Journal of Accountancy (vol. 132, no. 1, July, 1971), pp. 47-52, at 52.

17. Ibid., p. 52.

18. Joseph L. Fox, "Letter to the Editor," The Journal of Accountancy (vol. 132, no. 6, December, 1971), p. 30.

19. Ronald V. Hartley and Timothy L. Ross, "MAS and Audit Independence: An Image Problem," The Journal of Accountancy (vol. 134, no. 5, November, 1972), pp. 42-51.

20. Ibid., p. 50.

of the MAS controversy is rendered wholly academic as Hartley and Ross also interpret their data to conclude: (1) the majority of the respondents believe that the CPA can perform MAS and still maintain audit independence, and (2) "The MAS/independence issue is a rather minor problem in the total independence area."²¹

Considering the long-standing nature of the MAS controversy, the wide publicity given to the discussion of the principal issues, the results of the earlier Schulte and Briloff studies, the educational attempts of the AICPA's ad hoc committee on independence and Committee on Management Services, it must be assumed that the Titard and Hartley/Ross conclusions, coming in 1971 and 1972, respectively, are tantamount to a declaration that the accounting profession has effectively solved the MAS problem.

21. Ibid.

CHAPTER III

CRITIQUE OF PREVIOUS EMPIRICAL RESEARCH

Although we have had four research surveys to date in order to determine the attitude of respondents with respect to the compatibility of MAS and independence, it is significant that none of the researchers explicitly recognized that they were performing behavioral research. An in-depth reading of the prior studies has failed to discover a single reference that anyone sought guidance as to how to construct an opinion questionnaire or what statistical tests were appropriate for testing the data.

Since behavioral accounting research has only been performed for about five years, one could understand how the earlier studies of Schulte(1964) and Briloff(1964) may have proceeded without seeking assistance from the behavioral sciences. However, whatever shortcomings these earlier studies may possess, one cannot deny that the most significant contribution of these studies was not the particular research findings, but the fact that they moved the whole MAS controversy from the rhetorical area to empirical research.

One does not have to be a behavioral scientist to understand the "why" of the criticisms and ill-feelings generated against these earlier studies. In the first place, these studies went counter to the modus operandi of the times, whereby accountants had previously sought to solve their problems by rhetoric rather than obtaining empirical

evidence; and secondly, and perhaps most important of all, these studies implicitly "doubted" the AICPA belief that reasonable observers would not object to the attesting CPA's performance of MAS.

It is conjecture, as some¹ have claimed, whether the accounting practitioners truly understand the relationship between doubt and research. In his attempt to convince a group of practitioners as to the efficacy of empirical research vis-a-vis rhetoric in the solution of problems, Chambers had the following to say about the importance of doubt in connection with research: "Research begins with doubt about the validity or propriety or efficacy of some prevailing belief or practice. A researcher wants to make sure."²

However, the performance of research is not carried out in a vacuum; it at least recognizes the "current state of the art" within a particular profession. By the time the Titard(1970) and Hartley/Ross (1971) studies were performed, behavioral accounting research was already on the scene. Sorensen's³ study had provided an example of a construction of an attitude survey questionnaire, and Dyckman's⁴ research was available as a guide for the kind of statistical tests to be used in the analysis of behavioral research data. What was in the "air" for the previous five years was made explicit in 1972 by the American Accounting Association's Committee of Research Methodology in Accounting: "It is... important for behavioral accounting researchers to seek the aid of

1. See, for example: Robert R. Sterling, "Accounting Power," The Journal of Accountancy (vol. 135, no. 1, January, 1973), pp. 61-67; and R. J. Chambers, "The Anguish of Accountants," The Journal of Accountancy (vol. 133, no. 3, March, 1972), pp. 68-74.

2. R. J. Chambers, op. cit., p. 70.

3. James E. Sorensen, "Professional and Bureaucratic Organization in the Public Accounting Firm," The Accounting Review (vol. XLII, no. 3, July, 1967), pp. 553-565.

4. T. R. Dyckman, Investment Analysis and General Price-Level Adjustments, A Behavioral Study (Evanston, Illinois: American Accounting Association, 1969).

behavioral scientists when designing questionnaires."⁵

It is recognized that behavioral accounting research is in its infancy. As Caplan⁶ has noted, since accountants are in the learning stage with respect to developing the required skills for performing behavioral research, present efforts should be judged from the viewpoint as representing pioneering efforts into a highly complex area. Therefore, especially in relation to such a controversial topic of MAS and independence, all researchers should consider their results quite tentative and extreme care should be taken in the way in which findings are analyzed and the manner in which conclusions are derived from the data.

If we accept the four previous studies at face value, one must conclude that just as suddenly as an unfavorable attitude towards the attesting CPA's performance of MAS arose in the financial community, then just as suddenly this unfavorable attitude disappeared. Yet, one of the main characteristics of an attitude is its stability. As Sherif and Sherif note:

Attitudes are not temporary states of the organism but more or less enduring once they are formed. Because attitudes are formed, they are not immutable. However, once formed, they are not subject to change from moment to moment with the ups and downs of homeostatic regulation of the body or with every change in stimulus conditions.⁷

It is because of the conflicting research conclusions that we are forced to take a closer look at the previous studies and generally determine if there was inadequate analysis of the findings and inappropriate conclusions derived from such findings.

5. "Report of the Committee on Research Methodology in Accounting," The Accounting Review (Supplement to vol. XLVII, 1972), p. 498.

6. Edwin H. Caplan, "Book Reviews," The Accounting Review (vol. XLVII, no. 4, October, 1972), p. 851.

7. Muzafer Sherif and Carolyn W. Sherif, Social Psychology, (New York: Harper & Row, Publishers, 1969), p. 334. (*Italics omitted*)

Schulte's Study⁸

In general, an individual will distinguish or endorse an event or an idea according to the domain of his attitude. Therefore, the research approach to ascertaining an attitude is to ask him to make a choice on test items that are related to the attitude under study. Technically, Sherif and Sherif state:

(A)ttitudes can be inferred from what a person selects from the stimulus field out of so many stimuli objectively available, and how he evaluates them. Having an attitude becomes a matter of degree, rather than an all-or-none affair. To the extent that a person consistently selects items relevant to the attitude and consistently locates them within categories acceptable or objectionable to him, we may say that his attitude on the issue at hand is stabilized.⁹

One of the most widely used techniques for assessing a person's attitude on a particular matter is to ask him, through the use of a questionnaire instrument, to comment on directly some aspects of the attitude. In his study on the assessment of attitudes toward the compatibility of MAS and independence, Schulte relied upon the so-called "single-question" variation of this direct technique.¹⁰ In this approach, the respondent is provided, relatively speaking, with a small number of statements and, on the basis of his response, an inference is made as to his attitude on the matter. The main shortcoming associated with this technique is that due to the limited number of test items, any word-bias in the construction of just one statement will greatly influence the final evaluation of the data.

Schulte presented only two questions which were related to the MAS controversy that required a response of all his test subjects. The

8. Arthur Albert Schulte, Jr., The Concept of the CPA's Audit-Independence and Its Compatibility with Management Services, Unpublished Ph. D. dissertation, University of Oregon, 1964.

9. Muzafer Sherif and Carolyn W. Sherif, op. cit., p. 337.

10. Ibid., pp. 367-377.

questions and usable responses thereto are presented below in Tables 1 and 2, respectively.¹¹

TABLE 1

Schulte's Study

Question 4: Has the expansion of the CPAs into the field of management consulting affected your confidence in their audit-reports?

<u>Response:</u>	<u>N</u>	<u>%</u>	<u>Analysis</u>
Definitely lessened it	49	9	Unfavorable Responses (n=235): 41%
Somewhat lessened it	186	32	
No effect on it	302	53	
Somewhat increased it	35	6	Not-Unfavorable Responses (n=339): 59%
Definitely increased it	2	0	
	<u>574</u>	<u>100</u>	

TABLE 2

Schulte's Study

Question 5: To what degree do you believe that CPAs can perform managerial consulting type of services to management on a fee basis and still remain completely independent?

<u>Response:</u> ¹²	<u>N</u>	<u>%</u>	<u>Analysis</u>
Definitely cannot	31	5	Unfavorable Responses (n=262): 46%
Most likely cannot	156	28	
Possibly cannot	75	13	
Possibly can	65	11	Not-Unfavorable Responses (n=312): 54%
Most likely can	199	35	
Definitely can	48	8	
	<u>574</u>	<u>100</u>	

It is conjecture as to which question is the best measure of the respondents overall attitude toward the attesting CPA's performance of MAS. In other words, those who are favorably disposed toward the attesting CPA's performance of MAS would be expected to answer question

11. Tables 1 and 2 were compiled by combining the information presented on pages 181 and 209.

12. The categories "possibly cannot" and "possibly can" were combined into one response category on the questionnaire. However, through his response to a subsequent question (not provided herein), the respondent definitely indicated whether he was answering "cannot" or "can."

4 either by stating "no effect" or some "increased" type of response, while for question 5 some form of "can" response would be given. The reverse would be expected of those who have an unfavorable attitude. In order to determine whether there is a significant difference between the overall response to questions 4 and 5, Table's 1 and 2 have been recast into a 2x2 contingency table as set forth in the following Table 3.¹³

TABLE 3

Schulte's Study

Responses to Questions 4 & 5 Recast
Into Indicated Dichotomous Categories

	<u>Unfavorable Response</u>	<u>Not-Unfavorable Response</u>
Question 4	235	339
Question 5	262	312

A chi-square test applied to Table 3 indicated there was no significant difference as to the overall kind of responses given to the two questions (chi-square=2.40; at the .20 level of significance the chi-square value is 1.64; d.f.=1). Actually, Schulte elevated his question 5 to being the single most important indicator of the financial users' attitude toward the compatibility of the attest and MAS functions. Furthermore, in presenting his data, Schulte removed the 75 respondents who indicated "possibly cannot" from the unfavorable category. This procedure left only 187 or 33% of the respondents who displayed a negative attitude toward the issue under study. However, the results of this arbitrary procedure are significantly different than the actual

13. Since the major thrust of any inquiry into the MAS question is to ascertain those individuals who have an unfavorable attitude, as opposed to finding individuals who are entirely favorable to the attesting CPA's performance of MAS, we will, where appropriate, combine non-negative responses into a so-called "Not-Unfavorable" category.

findings. A chi-square test applied to this 33% interpretation (i.e., 187 respondents being classified as unfavorable, while 387 being categorized as not-unfavorable) and the results presented in Table 2 was significant at the .001 probability level (chi-square=20.03; at the .001 level of significance the chi-square value is 10.83; d.f.=1). In addition, this 33% interpretation produces a somewhat significant difference with the results obtained in Table 1. A chi-square applied to this 33% presentation and the results presented in Table 1 was significant at the .01 probability level (chi-square=8.28; at the .01 level of significance the chi-square value is 6.64; d.f.=1).

Therefore, as demonstrated above, Schulte's final 33% presentation was a misrepresentation of his actual findings; he was presenting a more favorable picture toward the MAS question than what his survey results had indicated. It is interesting to note that one commentator on the Schulte study concluded that the results of his survey were not really detrimental to the accounting profession, since a "substantial" majority of the respondents were not worried about the relationship of MAS and independence.¹⁴

Though there are enormous difficulties associated with the interpretation of the results of a "single-question" survey, Schulte could have strengthened his findings by demonstrating a correlation between the responses to questions 4 and 5. While Schulte did not perform the correlation, he did provide the data for such a test.¹⁵ Table 4 sets forth the interrelationships between the respondents' views on these questions.

14. C. E. Graese, "Management Services and the Independence Issue," The New York Certified Public Accountant (vol. XXXVII, June, 1967), p. 435.

15. The data can be compiled from pages 181 and 209 of Schulte's study.

TABLE 4

Schulte's StudyInterrelationship of Responses to Questions 4 & 5

Response to Question 5	Response to Question 4													
	"Lessened" Responses						"Increased" Responses						Total	
	Definitely		Somewhat		No Effect		Somewhat		Definitely					
	N	%	N	%	N	%	N	%	N	%				
Definitely cannot	22	3.8	5	0.9	3	0.5	0	0.0	1	0.2	31	5.4		
Most likely cannot	13	2.3	104	18.1	38	6.6	1	0.2	0	0.0	156	27.2		
Possibly cannot	3	0.5	43	7.5	24	4.2	4	0.7	1	0.2	75	13.1		
Possibly can	0	0.0	3	0.5	47	8.2	15	2.6	0	0.0	65	11.3		
Most likely can	6	1.0	26	4.5	153	26.7	14	2.4	0	0.0	199	34.6		
Definitely can	5	0.9	5	0.9	37	6.4	1	0.2	0	0.0	48	8.4		
	49	8.5	186	32.4	302	52.6	35	6.1	2	0.4	574	100.0		

By using the phi-coefficient,¹⁶ the correlation between the responses to questions 4 and 5 was found to be .47. This measure was significant at the .001 probability level (chi-square=386.92; at the .001 level of significance the chi-square value is 37.70; d.f.=15).¹⁷ As to whether this correlation of .47 indicates a strong relationship between the variables is a matter of subjective evaluation on the part of any observer. In our opinion, the obtained phi-coefficient of .47 is a rather strong correlation measure which would suggest, on the one hand, that respondents were consistently choosing response categories relevant to their attitudes on the MAS question; and secondly, perhaps of greater importance, there is a direct relationship between the perception of the effect on the CPA's independence due to his performance of MAS and the expressed confidence

16. William L. Hays, Statistics for Psychologists, (New York: Holt, Rinehart and Winston, 1963), pp. 604-606.

17. In order to be able to perform the chi-square test on the data in Table 4, the "increased" responses to question 4 were combined into one category.

in the ensuing audit report of that CPA.

The most serious objection we have to Schulte's study is that he violated his random sample design by sending several copies of his questionnaire to a respondent, who was then requested to pass the additional questionnaires along to other members of his organization (Schulte, page 131).

Briloff's Study¹⁸

Briloff also used the direct, "single-question" technique for determining the attitudes of his non-random sample. Although proceeding without any knowledge of Schulte's study, Briloff coincidentally inquired into the same two general issues as did Schulte; namely, (1) What is the effect on the CPA's audit report as a result of his performance of MAS; and (2) What is the relationship between the rendering of MAS and perceived independence.

The two questions and the responses from subjects in the financial community are presented in Tables 5 and 6, respectively.¹⁹ In addition, as was performed with Schulte's data, the responses to these two questions have been recast in Table 7 into a 2x2 contingency table in order to determine whether there is a significant difference between the overall response to the two questions.

As was the case with Schulte's test results, a chi-square test applied to Table 7 revealed that there was no significant difference as to the overall kind of responses given to the so-called "audit-report-effect" and "independence-effect" questions (chi-square=.25; at the .70 level of significance the chi-square value is .15; d.f.=1). It is interesting to note that while Schulte elevated his independence ques-

18. Abraham J. Briloff, The Effectiveness of Accounting Communication, (New York: Frederick A. Praeger, Publishers, 1967).

19. The Tables were compiled from pages 262, 264 and 265 of Briloff's study.

TABLE 5

Briloff's Study

Question A-11: In your opinion the rendering of management services by CPAs in situations where they will also be fulfilling the independent audit function will:

<u>Response:</u>	<u>N</u>	<u>%</u>	<u>Analysis</u>
Detract from the significance of this opinion	38	53	Unfavorable Responses (n=38): 53%
Enhance the significance of the auditor's opinion	12	17	
Have no important effect on the significance of this opinion	13	18	Not-Unfavorable Responses (n=34): 47%
No definite views thereon	8	11	
(No indicated response) ²⁰	1	1	
	<u>72</u>	<u>100</u>	

TABLE 6

Briloff's Study

Question A-12 (part B): In your opinion the rendering of management services by CPAs in situations where they will also be fulfilling the independent audit function is:

<u>Response:</u>	<u>N</u>	<u>%</u>	<u>Analysis</u>
Incompatible with such independence	42	58	Unfavorable Responses (n=42): 58%
Compatible with the independence of the Auditor	16	22	
No definite views thereon	12	17	Not-Unfavorable Responses (n=30): 42%
(No indicated response) ²⁰	2	3	
	<u>72</u>	<u>100</u>	

TABLE 7

Briloff's Study

Responses to Questions A-11 & A-12(b) Recast
Into Indicated Dichotomous Categories

	<u>Unfavorable Response</u>	<u>Not-Unfavorable Response</u>
Question A-11	38	34
Question A-12(b)	42	30

20. The category "No indicated response" was not provided as a possible response on the questionnaire. Consistent with the argument presented above in note 13 on page 18, these respondents are considered to be "Not-Unfavorable."

tion to be the single most important indicator of third party views toward the CPA's performance of MAS, Briloff appears to have placed greater emphasis on his audit report question. From a statistical point of view, there is no difference as to which question in either the Schulte and Briloff studies should have been used in "high-lighting" the overall nature of responses. Furthermore, it should be noted that in both studies, percentage-wise, the independence question did indicate a slightly more negative view towards the attesting CPA's performance of MAS.

From a conceptual point of view, it can be argued that the audit-report-effect type of question is of greater significance for an overall evaluation of the MAS question for the following reasons: (1) Whereas the audit-report-effect question is a rather specific inquiry, the independence question is a more general inquiry since the term "independence" has become quite generic in meaning, embracing such issues as ethics, conflict of interest, objectivity, integrity, and competence; and (2) those who are in favor of the attesting CPA's performance of MAS have argued that independence is not an all-or-none affair, the implication being that a demonstration of financial statement users' opinions indicating a loss of or failure to maintain complete independence due to the rendering of MAS is not the crucial aspect of the whole controversy.²¹ In other words, the more important question is whether financial statement users believe that something (i.e., confidence or significance) will be lost in the CPA's audit opinion as a result of his performance of MAS.

It is somewhat surprising that no one has attempted to compare the

21. See, for example: John L. Carey and William O. Doherty, Ethical Standards of the Accounting Profession, (New York: AICPA, 1966), p. 27.

Schulte and Briloff results statistically.²² A comparison may be made between the respective audit-report-effect questions (i.e., Schulte's question 4 and Briloff's A-11 question) if the responses are considered in the more general, recast categories of "Unfavorable" and "Not-Unfavorable." Table 8 sets forth the result of this comparison.

TABLE 8

Number of Financial Community Respondents in the Schulte and
Briloff Studies Having the Views Indicated Toward the Effect
On the CPA's Audit Report as a Result of his Performance of MAS

	Question 4 of Schulte's Study (n=574)		Question A-11 of Briloff's Study (n=72)	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Unfavorable Response	235	41	38	53
Not-Unfavorable Response	<u>339</u>	<u>59</u>	<u>34</u>	<u>47</u>
	574	100	72	100

Before an evaluation is made of Table 8, it is best to recall Dyckman's observation as to certain general features associated with the use of nonparametric statistical tests. He writes:

Unfortunately nonparametric methods are, for the most part, testing procedures rather than methods by which the strength of relationship measures can be obtained. This is an important problem since the test of hypothesis is a slippery technique. Significance or nonsignificance of the test is essentially a function of the sample size. Almost every two populations are different and if the sample size is large enough, the difference will be significant. The more meaningful question concerns the strength of the relationship between the populations concerning the variable in question.²³

Therefore, when comparing the various research studies the important question to be answered is whether a particular study vis-a-vis another

22. The major thrust of this criticism must be directed against the Titard and Hartley/Ross studies. One receives the impression that these later studies were carried on somewhat in a "vacuum," without any attempt to compare their findings with the earlier studies.

23. T. R. Dyckman, op. cit., p. 20.

tends to be associated with a particular viewpoint. In other words, a strong correlation measure would indicate that the respondents in the respective research groups are expressing different viewpoints with respect to the variable under study.

A test of the results in Table 8 indicates that there was no significant difference between the Schulte and Briloff groups as to the percentage of unfavorable responses provided to the respective audit-report-effect questions (ϕ -coefficient=.07; χ^2 =3.20; at the .10 level of significance the χ^2 value is 2.71; d.f.=1).

A similar comparison may be made with respect to the particular independence questions. Table 9 sets forth the responses to Schulte's question 5 and Briloff's A-12(b) question, again using the recast categories of "Unfavorable" and "Not-Unfavorable."

TABLE 9

Number of Financial Community Respondents in the Schulte
And Briloff Studies Having the Views Indicated Toward the
Relationship of Independence and the CPA's Performance of MAS

	Question 5 of Schulte's Study (n=574)		Question A-12(b) of Briloff's Study (n=72)	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Unfavorable Response	262	46	42	58
Not-Unfavorable Response	<u>312</u>	<u>54</u>	<u>30</u>	<u>42</u>
	574	100	72	100

Once again, a test of the results in Table 9 shows that there was no significant difference in the percentage of unfavorable responses by the Schulte and Briloff test groups (ϕ -coefficient=.07; χ^2 =3.64; at the .10 level of significance the χ^2 value is 2.71; d.f.=1). Therefore, based on the above analysis, one must concur with Briloff's intuitive observation (Briloff, page 158) that his test results

were entirely consistent with Schulte's findings.

With respect to the Briloff study, one may argue that he attempted too much in his inquiry. Since a substantial portion of his questionnaire probed into various other areas that may be considered controversial, there is a possibility that some bias may have been interjected into his investigation, which may have carried over into the MAS inquiry.

Titard's Study²⁴

Titard concluded that the attesting CPA's performance of MAS did not present a serious problem for the accounting profession. Implicitly, Titard was claiming that he had obtained diametrical survey results as compared to the earlier findings of Schulte and Briloff. Since Titard did not present any statistical analysis to substantiate his claim, we are compelled to test Titard's hypothesis.

Titard arrived at his conclusion after he subjected his respondents to a questionnaire which made extensive use of a technique involving "successive eliminators." i.e., a respondent would answer a particular question or questions only if he gave a particular answer to a preceding question. The technique may be quite suitable for obtaining factual data, but a search of the behavioral literature has failed to discover any mention of the suitability of this technique for measuring a person's attitude on a particular issue.²⁵

One inherent danger associated with the use of this technique is that a researcher may, as Titard did, be tempted to use a specific question in the chain of questions following the more general eliminating question to contradict the respondent's viewpoint as expressed in the

24. Pierre Louis Titard, The Effect of Management Advisory Services By Certified Public Accountants on the Users of Financial Statements, Unpublished Ph. D. dissertation, Louisiana State University and Agricultural and Mechanical College, 1970.

25. See, for example: Muzaffer Sherif and Carolyn W. Sherif, op. cit., pp. 355-381.

more general question. As an illustration of the type of problem one may encounter in the use of this technique, we can assume that a group of employees are asked to give an overall opinion as to the desirability of working with their present organization. Those individuals who express an unfavorable attitude are then asked to comment on whether it would be more desirable working for the present company or working for another whose function it is to clean out sewage systems. If in the latter question the employee responds that he would prefer to be associated with the present organization, does this mean that he finds working for the company desirable?

With respect to Titard's questionnaire, the respondent had to first indicate in what way he believed the CPA's audit independence would be affected if the CPA performed MAS. If an unfavorable response was provided, the respondent was asked to comment on a number of other items. Eventually, this unfavorable respondent was asked to give his views on the attesting CPA's performance of MAS if it was known that the MAS and audit functions are performed by different personnel in the CPA firm. Does a favorable response to this latter question contradict his first response? Titard was of the opinion that it did and that the second response was more crucial than the first response. Actually, if one accepts both responses, cannot the interpretation be that the respondent has an unfavorable attitude toward the general issue at hand, but this unfavorable attitude is not as severe if he knows there is a separation of duties in the CPA firm? There is a world of difference between giving a less unfavorable response, and the giving of a favorable response.

Though, in our opinion, Titard's questionnaire design was extremely biased, a statistical comparison will be made with the prior two studies

to determine if the results are so completely different as to warrant Titard's implicit assertion that the MAS problem had been "solved" in 1970.

The responses to Titard's "eliminating" independence question are presented in Table 10. It should be noted that this is the only important question that all respondents were required to answer.

TABLE 10

Titard's Study

Question 5: Many CPA firms provide management advisory services to clients whose financial statements they also audit. Do you think that providing any of the following services to audit clients may possibly result in a CPA's losing some of his audit independence.

<u>Nature of Response:</u> ²⁶	<u>N</u>	<u>%</u>	<u>Analysis</u>
Indicated that the rendering of one or more of the listed services would result in the loss of independence	77	49	Unfavorable Responses (n=77): 49%
Performance of any of the listed services did not result in the loss of independence	65	42	Not-Unfavorable Responses (n=79): 51%
No opinion	14	9	
	<u>156</u>	<u>100</u>	

Using the recast categories of "Unfavorable" and "Not-Unfavorable," a comparison is made in Table 11 among the results to the independence questions of all three studies.

With respect to both the comparison to Schulte's group (phi-coefficient=.03; chi-square=.54; at the .50 level of significance the chi-square value is .46; d.f.=1) and to Briloff's group (phi-coefficient=.07; chi-square=1.25; at the .30 level of significance the chi-square

26. The respondent was provided with a rather extensive listing of possible specific MAS which the CPA could render to his client. Consistent with Titard's analysis of this question (page 129), the nature of the response rather than the actual response is provided.

TABLE 11

Number of Financial Community Respondents in the Schulte,
Briloff and Titard Studies Having the Views Indicated Toward
The Relationship of Independence and CPA's Performance of MAS

	Question 5 of Schulte's Study (n=574)		Question A-12(b) of Briloff's Study (n=72)		Question 5 of Titard's Study (n=156)	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Unfavorable Response	262	46	42	58	77	49
Not-Unfavorable Response	312	54	30	42	79	51
	<u>574</u>	<u>100</u>	<u>72</u>	<u>100</u>	<u>156</u>	<u>100</u>

value is 1.07; d.f.=1), the results suggest that the specially selected group tested by Titard in 1970 was basically in agreement with the two earlier groups tested in 1964 with respect to the obtained percentage of unfavorable responses regarding the consequence to the attesting CPA's independence when he also performs MAS.

However, as argued above, the more important question is not some undifferentiated belief that independence may be lost, but whether the status of the audit report would be affected by the CPA's rendition of MAS. Unfortunately, Titard did not ask all his subjects to express an opinion on this issue. In the question asked by Titard, presented in Table 12, it will be seen that those who indicated that the performance of MAS did not result in the loss of independence, had to respond "No Services Checked" and were thus denied the opportunity to give an opinion on this issue.²⁷ In other words, Titard's inquiry is biased against the

27. Technically speaking, Titard assumed a perfect correlation between the issues of the loss of independence and the audit-report-effect for his favorable respondents, but not for the unfavorable respondents. He claimed that those respondents who did not believe independence would be lost when the CPA renders MAS for his audit clients must also believe that there would not be an unfavorable audit-report-effect. It is this latter assumption by Titard which created the bias in his questionnaire. Of course, this relationship must be ascertained rather than assumed to be true. With respect to Schulte's research group, as was demonstrated above in the analysis of his data, a correlation did exist between the two variables in question. However, the results did not indicate a

TABLE 12

Titard's Study

Question 6: If you were to analyze financial statements which had been audited by a CPA who had provided any of the management advisory services that you checked in the preceding question, how would this affect your confidence in the CPA's audit report?

<u>Response:</u>	<u>N</u>	<u>%</u>	<u>Analysis²⁸</u>
Not applicable since I did not check any of the services listed in the preceding question	80	51	
I would have considerably more confidence in it	0	0	Unfavorable Responses (n=61): 39%
I would have slightly more confidence in it	1	1	
It would not affect my confidence in it	14	9	Not-Unfavorable Responses (n=95): 61%
I would have slightly less confidence in it	42	27	
I would have considerably less confidence in it	19	12	
	<u>156</u>	<u>100</u>	

TABLE 13

Number of Financial Community Respondents in the Schulte, Briloff And Titard Studies Having the Views Indicated Toward the Effect On the CPA's Audit Report as a Result of his Performance of MAS

	<u>Question 4 of Schulte's Study (n=574)</u>		<u>Question A-11 of Briloff's Study (n=72)</u>		<u>Question 6 of Titard's Study (n=156)</u>	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Unfavorable Response	235	41	38	53	61	39
Not-Unfavorable Response	339	59	34	47	95	61
	<u>574</u>	<u>100</u>	<u>72</u>	<u>100</u>	<u>156</u>	<u>100</u>

perfect correlation, and, furthermore, the demonstration pertained to all respondents and not just the favorable respondents. Therefore, it should be kept in mind that whatever results are produced by Titard's audit-report-effect question, it represents the most conservative estimate of what would have been the case if all respondents were asked to provide an opinion to this question.

28. For the purpose of analysis, we shall accept Titard's assumption and treat those individuals who were denied the opportunity to answer this question as a "Not-Unfavorable" response.

presentation of an unfavorable attitude toward the attesting CPA's performance of MAS. Nevertheless, a comparison will be made between Titard's biased findings and the two previous studies on the audit-report-effect issue. This is shown in Table 13.

Though using Titard's biased test results, the analysis is rather startling! A comparison between Titard's and Schulte's findings in Table 13 (ϕ -coefficient=.01; chi-square=.10; at the .80 level of significance the chi-square value is .06; d.f.=1) and a comparison between Titard's and Briloff's findings in Table 13 (ϕ -coefficient=.12; chi-square=3.21; at the .10 level of significance the chi-square value is 2.71; d.f.=1) shows that Titard's test group was not demonstrating a significantly different percentage of unfavorable responses than the earlier studies on the audit-report-effect issue.

In the final analysis, it appears that Titard basically supported his final conclusion on the basis of the findings from just one question. This question is presented in Table 14.²⁹

An evaluation of this latter question reveals that Titard once again formulated a biased question in that it forces the majority of the respondents to choose a favorable position (response "c"). Actually, Titard is assuming away one of the major issues related to the MAS controversy; namely, Is there a relationship between the so-called "audit report effect" and/or "loss of independence" variables and the question of whether the CPA should perform MAS for his audit clients? Titard's assumption that a respondent with a favorable opinion on either of these variables must endorse the attesting CPA's performance of MAS is pure conjecture. Furthermore, by merely asking his subjects to provide either a "Yes or No" response, Titard did not allow for any

29. Table 14 was compiled from the data presented within pages 142-148 of Titard's study.

TABLE 14

Titard's Study

Question 8: Do you think that CPA firms should be prohibited from providing their audit clients with those services you checked in question #5;³⁰

- a. assuming that the management advisory services and the audit are conducted by the same personnel?
- b. assuming that the management advisory services and the audit are conducted by different personnel?
- c. Not applicable since I did not check any of the services listed in question #5.

<u>Part (a)</u> <u>Response</u> : ³¹	<u>N</u>	<u>%</u>	<u>Analysis</u> ³²
Yes	63	42	Unfavorable
No	13	9	Responses (n=63): 42%
No Opinion	5	3	
"Answered Part (c)"	<u>70</u>	<u>46</u>	Not-Unfavorable
	151	100	Responses (n=88): 58%

<u>Part (b)</u> <u>Response</u> :			
Yes	40	26	Unfavorable
No	29	19	Responses (n=40): 26%
No Opinion	7	5	
"Answered Part (c)"	<u>76</u>	<u>50</u>	Not-Unfavorable
	152	100	Responses (n=112): 74%

indication as to the kind of involvement they believe the attesting CPA should have in MAS.

In analyzing the data presented in Table 14, Titard did admit that the 42% unfavorable response in part (a) was substantial (Titard, page 144). However, after noting the overall 16% (representing 23 subjects) drop to 26% unfavorable response in part (b), Titard intuitively judged

30. It should be recalled that the checking of any of the services in question 5 constituted an unfavorable response.

31. There were only 151 responses provided in Titard's data for part (a).

32. For the purpose of analysis, subjects who checked part (c) were considered as a "Not-Unfavorable" response. However, it should be noted that some of the 79 respondents who were favorably classified in Table 10 resisted this biased question and provided an unfavorable "Yes" answer; i.e., 9 respondents in part (a) and 3 respondents in part (b).

this to be substantial, which justified his assertion that reasonable observers do not object to the attesting CPA's performance of MAS provided there is separation of functions within the accounting firm (Titard, page 151).

However, statistical analysis of the data in Table 14 does not support Titard's conclusion. For the manner in which Titard inquired into and presented his results to this issue,³³ the pertinent question is whether the overall responses to the two parts of Question 8 are greatly different. In other words, if this 16% difference between the overall responses to both parts of the question is substantial, then the analysis should indicate a strong correlation. But, when the results to both parts in Table 14 are compared by considering the responses in the format of dichotomous categories, the phi-coefficient was only .16 (chi-square=7.34; at the .01 level of significance the chi-square value is 6.64; d.f.=1).

In our opinion, based on all of the foregoing analyses, Titard's data provided no justification for his implicitly stating that his findings were so "substantially" different from the earlier Schulte and Briloff studies of 1964 as to lead others to believe that the MAS problem was either "solved" or that the condition was markedly improved in the early 1970's. In selecting Titard's article to be included in the Selected Studies in Modern Accounting, it is conjecture as to whether or not the AICPA performed any analysis of Titard's data in order to determine if his rather favorable conclusion was consistent with such data. However, as it now stands, the AICPA is in the rather untenable position of promoting a research study, even in its biased form, that

33. The data does not indicate whether or not the 40 respondents who answered "Yes" in part (b) also answered "Yes" in part (a).

in fact discredits the official AICPA claim that reasonable observers will not disapprove of the attesting CPA's performance of MAS.

Hartley and Ross' (H-R) Study³⁴

This is basically a "single-question," polling type of survey study. Although respondents were requested to give their viewpoints on a number of issues related to the MAS controversy, no attempt was made to segregate the responses according to some measure of the individual's overall attitude toward the attesting CPA's performance of MAS. In other words, in the H-R study there is no way of adequately determining what are the issues which differentiate opposing viewpoints on the MAS question. It will be shown that the presentation of data on isolated questions by major demographic groupings, as done in the H-R study, is bound to make the analysis and interpretation of the results somewhat confusing, which in the final analysis will downgrade any assertion as to the "reasonableness" of the respondents being tested.

The H-R questionnaire was randomly submitted to three groups: Top Financial Executives of companies listed on the New York Stock Exchange (i.e., Preparers), Chartered Financial Analysts (i.e., Users) and CPAs. In the researchers' theoretical conception of the MAS problem, all respondents were considered "equal," in the sense that in any final determination of the severity of the MAS question a consensus of all participants must be obtained. Thus, when the researchers present a rather favorable, overall conclusion toward the issue of the attesting CPA's performance of MAS, Hartley and Ross do not adequately point out that their conclusion is basically the result of what the CPAs and

³⁴. Ronald V. Hartley and Timothy L. Ross, "MAS and Audit Independence: An Image Problem," The Journal of Accountancy (vol. 134, no. 5, November, 1972), pp. 42-51.

Preparers believe since they comprised 81% of all the individuals who completed their questionnaire, with the CPAs constituting about 50% of all returned questionnaires (H-R, page 43). Essentially, the H-R conclusion reflects the "CPA" view of the MAS problem, and as such, their study provides empirical evidence that the accounting practitioners are in agreement with the official AICPA position. However, in the ensuing analysis of the data, it will be shown that the financial statement users did display a different viewpoint than the CPAs on the issues studied by Hartley and Ross.

As in previous studies, this study commences its probe of the MAS controversy by asking its respondents to indicate the effect upon the CPA's audit independence when he performs MAS for the client. The responses obtained from this question are presented in Table 15, which sets forth separately the responses from the CPAs and the Chartered Financial Analysts (CFAs).³⁵

An examination of the data in Table 15 indicates that from an "absolute" reading of the responses there is substantial support for believing that not only the CFAs, but the CPAs also have an unfavorable attitude toward the attesting CPA's performance of MAS. However, when results are analyzed by using the recast dichotomous categories, the findings suggest that this unfavorable attitude is more clearly associated with the CFAs rather than the CPAs (ϕ -coefficient=.36; χ^2 =82.71; at the .001 level of significance the χ^2 value is 10.83; d.f.=1).³⁶

35. Table 15 was compiled from the data presented on pages 43-44 of the H-R study. Since we are primarily concerned with comparing user opinions with the CPAs, the results from the Financial Executive category have been omitted from the analysis of the H-R study.

36. It should be noted that once again, as with the prior studies, the burden of performing statistical analysis of the data is placed on the reader, rather than being performed by the researchers whose responsibility it should be!

TABLE 15

H-R Study

Question 3: To what extent do you feel that CPAs' performance of MAS affects their independence for audit purposes? (Assume that the MAS work is for an audit client.)

<u>Response:</u>	<u>CPAs (n=474)</u>		<u>CFAs (n=182)</u>		<u>Analysis</u>
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	
Decreases it greatly	18	4	39	21	<u>CPAs</u> Unfavorable Responses (n=175): 37% Not-Unfavorable Responses (n=299): 63%
Decreases it somewhat	157	33	101	56	
No Effect	266	56	35	19	
Increases it somewhat	20	4	5	3	<u>CFAs</u> Unfavorable Responses (n=140): 77% Not-Unfavorable Responses (n=42): 23%
Increases it greatly	8	2	2	1	
No response	5	1	0	0	
	<u>474</u>	<u>100</u>	<u>182</u>	<u>100</u>	

TABLE 16

H-R Study

Question 4: Although the performance of MAS creates a situation that might lead to the loss of audit independence, the professional integrity of CPAs provides a reasonably high assurance that audit independence will not be lost.

<u>Response:</u> ³⁷	<u>CPAs (n=175)</u>		<u>CFAs (n=140)</u>		<u>Analysis</u>
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	
Strongly disagree	5	3	10	7	<u>CPAs</u> Unfavorable Responses (n=27): 15% Not-Unfavorable Responses (n=148): 85%
Disagree	22	12	32	23	
Uncertain	24	14	38	27	
Agree	90	51	52	37	<u>CFAs</u> Unfavorable Responses (n=42): 30% Not-Unfavorable Responses (n=98): 70%
Strongly agree	22	13	4	3	
No response	12	7	4	3	
	<u>175</u>	<u>100</u>	<u>140</u>	<u>100</u>	

37. Since question 3 was an "eliminating" question, only those respondents who gave a "decrease" type of response in question 3 were asked to answer question 4. See the above comments on pages 26 and 27 concerning the use of this questionable technique.

In the H-R interpretation of the MAS problem, the results of Table 15 are completely nullified due to the manner in which the unfavorable respondents answered the question which is set forth in Table 16.

An intuitive observation of the data in Table 16 led Hartley and Ross to conclude that there is general agreement that the CPA's integrity will insure that independence will not be lost (H-R, page 44). In reaching this final conclusion, the researchers have assumed that those individuals who provided a favorable response to question 3 and were thus not permitted to answer question 4, would have given a favorable response to question 4 if they had actually answered the question. Therefore, they argue that since only 23.1% (42 of 182) of the CFAs are concerned about the CPA's integrity, this demonstrates that the accounting profession does not have to be concerned about the issue of whether the attesting CPA should perform MAS.

We find the Hartley and Ross argument less than convincing. From a conceptual point of view, they have assumed that the only important issue related to the MAS controversy is the CPA's integrity. Unless demonstrated, this assertion is pure conjecture. Furthermore, when their methodological approach is probed, we are frankly somewhat confused by the relationship between questions 3 and 4. In a literal interpretation of the questions, it escapes our imagination how independence can be lost in question 3 and recaptured in question 4? Finally, since "word bias" becomes an especially important factor when interpreting the results of a "single" question,³⁸ it is more appropriate to restrict the analysis to a "relative" comparison between demographic groups for those individuals who actually answered the question.

In interpreting the data in Table 16, the crucial question relates

38. Muzafer Sherif and Carolyn W. Sherif, op. cit., p. 377.

to the classification of the "Uncertain" responses. If it is considered to be a "Not-Unfavorable" response, as shown in the Analysis section of the table, and the "No responses" are also so classified, then there is no particularly strong difference between the way the CPAs and CFAs answered question 4 (ϕ -coefficient=.17; χ^2 =8.82; at the .01 level of significance the χ^2 value is 6.64; d.f.=1). On the other hand, if the "Uncertain" response is considered to be a unique response in its own right and if the "No responses" are ignored, then there is some question as to whether or not the financial statement users are in agreement with the CPAs on the integrity issue (ϕ -coefficient=.28; χ^2 =22.84; at the .001 level of significance the χ^2 value is 13.82; d.f.=2).

The H-R conclusion appears to be even less convincing when one turns to another question in which the respondents were asked to rank various proposed solutions to the MAS problem. Although the majority of the respondents ignored this question, the CPAs who did answer the question believed that they should be allowed to perform any service they thought themselves to be competent to perform, while the CFAs indicated that they favored some kind of restriction in the attesting CPA's performance of MAS (H-R, page 49).

To Hartley and Ross, the response to this latter question merely showed that the groups in question could not reach a consensus on the proposed solutions. On the other hand, for one who may have attempted to relate the results of this latter question with the findings and researchers' conclusions to the two previous questions, a rather confusing picture emerges which is as follows: The CFAs believe that the CPA cannot perform MAS and remain independent, but the professional integrity of the CPA will insure that independence will not be lost, so

the CPA should be restricted in his MAS function; and a sizable minority of the CPAs believe that the CPA cannot perform MAS and remain independent, but the professional integrity of the CPA will insure that independence will not be lost, so the CPA should not be restricted in his MAS function.

One interpretation to the above confusion could be as follows: From an "absolute" point of view, question 3 was not an adequate criterion question for assessing respondents' overall attitude toward the MAS controversy, though from a "relative" point of view it shows that there is a difference between the way the CFAs and CPAs view the problem;³⁹ and the question of the CPA's integrity is not the only issue involved in the controversy which might provide an explanation for the CFAs' desire to place limitations on the MAS function.

In an entirely isolated endeavor from all of the other questions, the H-R study did attempt to ascertain some of the factors that would correlate with the issue of whether independence can be maintained if the CPA performed MAS. Their technique was quite ingenious: A list of ten specific MAS was presented, to which the respondent had to indicate if audit independence would be maintained if the specific service was rendered. Additional columns were provided to indicate whether the respondent believed the CPA to be competent to perform such a service and whether the rendering of such a service was compatible with the "Image" of the CPA.

Using the Correlation Coefficient method to obtain a measure of association, Hartley and Ross found a high correlation between the respondents' view as to whether independence can be maintained and

39. The implication of this statement is that any attempt to "absolutely" infer that an overwhelming majority of the CFAs and a sizable amount of CPAs have an unfavorable attitude toward the MAS question should be considered highly suspect.

the response to the so-called "image" factor, and to a lesser degree, a correlation was obtained for the competency factor (H-R, page 47).⁴⁰

Unfortunately, the results should be considered indeterminate for the following reasons:

(1) Since the possible responses were merely "Yes, No and Uncertain," this meant that the obtained data was at best only in the ordinal scale of measurement, and if the "Uncertain"⁴¹ responses cannot be demonstrated to lie between the Yes and No responses, then the data are only in the weaker nominal scale. Nevertheless, in either case, the researchers had no justification for using the parametric Correlation Coefficient method to test the association, but should have used a suitable nonparametric procedure in their analysis.⁴²

(2) When observing the data for this question (H-R, page 47), it is noticed that a sizable number of respondents checked the "Uncertain" category when asked if audit independence would be maintained when the service was performed. This was especially true with respect to the CFAs, where in five of the ten specific services provided, the majority of the respondents gave an "Uncertain" response. In other words, the obtained measures of association for each service may be merely reflecting the fact that respondents checked the "Uncertain" category throughout the table, rather than indicating a correlation

⁴⁰. The researchers did not attempt to relate the results of this question to respondents' views on other questions. It could be argued that the results to this question rebut the researchers' overall conclusion on the MAS controversy.

⁴¹. One of the disadvantages in using "Uncertain" as a response category is that without further analysis it is difficult to determine if the respondent is truly uncertain with respect to the issue under study, or the respondent is merely stating that he didn't understand the question.

⁴². For a brief, summary discussion on the assumptions that are required to be met before the parametric, Correlation Coefficient method may be used, see: Sidney Siegel, Nonparametric Statistics, for the Behavioral Sciences, (New York: McGraw-Hill Book Company, 1956), pp. 195-196.

for the more substantive responses of Yes or No; and

(3) From a conceptual point of view, in this question the researchers assumed there were only two variables (i.e., competence and "image") that would be associated with the MAS question. However, if there are other factors operative in the controversy, then in this inquiry either the competency or image factors, or both, will take on surrogate properties. In other words, if the respondent believed that independence could not be maintained when the specific MAS was performed, though not necessarily due to competence or "image," he would, nevertheless, have been forced to choose either of these factors to indicate a "reason" for believing why independence would not be maintained. Though it is mere conjecture, it can be argued that it was the vague, undifferentiated "image" factor, rather than the more specific competency factor which was the surrogate factor in this question.

Our most serious criticism of the H-R study is reserved for the following question (pages 44-45):

It has been alleged that several aspects of CPAs' activities detract from their audit independence. Some of these aspects are listed below. Please rank these aspects using a one (1) for the aspect which you believe detracts the most from CPAs' independence and continuing until all of those that you consider important are ranked. (Emphasis added.)

- _____ CPAs' being paid by the client they are auditing.
- _____ Flexible accounting treatments permitted for the same or similar events.
- _____ Performance of MAS for audit clients.
- _____ Not requiring that firms periodically change auditors.
- _____ Required confidentiality of client-CPA relationship.
- _____ Other; please describe and include in ranking.

Due primarily to the CPAs and Financial Executives, who as indicated above comprised 81% of the respondents, not ranking the MAS problem too high, though the majority of these respondents did acknowledge that it was an important problem by ranking it somewhere, the researchers still

felt quite confident in making the following conclusion (H-R, page 50): "The MAS/independence issue is a rather minor problem in the total independence area." Furthermore, with respect to the group of "reasonable observers" which primary interest should be focused upon, the researchers did acknowledge that the "CFAs considered MAS a substantially greater problem than did CPAs or financial executives" (H-R, page 45).

In our opinion, the above stated overall conclusion is not only misleading but it is also an inappropriate inference from the question that was asked. The question asked respondents to rank all those activities which they considered important with respect to the CPAs' independence. Therefore, if the respondent believed the activity to be important he would rank it, and thus the issue could not be considered "minor." Presumably, Hartley and Ross fail to realize that there is a great difference between saying something is less important, and saying it is unimportant or "minor."

A simple analogy could serve to point out the incorrectness of the Hartley and Ross conclusion. Suppose a group of subjects are asked to rank which parts of their bodies are important for their survival: head, arms or legs. Assuming legs are ranked third, does this mean that the respondents would consider it a rather "minor" problem if they had their legs chopped-off?

One further question of the H-R study needs to be investigated. (See Table 17.) The researchers did not have much to say about this question except to note there is "general agreement to the question" (H-R, page 48), presumably based on an intuitive analysis of the percentages.⁴³

43. We are rather perplexed by the kind of analyses performed in the H-R study. On the one hand, the researchers did use the Correlation Coefficient, but in the balance of the study they relied on "intuitive" analysis to ascertain whether obtained percentages were significant.

TABLE 17

H-R Study

Question 9: The activities of making a decision might be classified as (a) determining factual data and relationships and (b) making subjective value judgments (such as objectives, moral values, ethics, subjective probability estimates, etc.). As long as the advising CPA does not make the subjective value judgments and also refrains from making the final resolution in a MAS engagement, the audit independence of the CPA will be reasonably assured.

<u>Response:</u>	<u>CPAs (n=474)</u>		<u>CFAs (n=182)</u>		<u>Analysis</u>
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	
Strongly disagree	12	3	11	6	CPAs Unfavorable Responses (n=50): 11% Not-Unfavorable Responses (n=424): 89%
Disagree	38	8	43	24	
Uncertain	68	14	60	33	CFAs Unfavorable Responses (n=54): 30% Not-Unfavorable Responses (n=128): 70%
Agree	241	51	61	33	
Strongly agree	97	20	6	3	
No response	18	4	1	1	
	<u>474</u>	<u>100</u>	<u>182</u>	<u>100</u>	

A statistical analysis of the data in Table 17 does not confirm the researchers' observation that the groups are in agreement on this matter. After combining like adjacent categories (i.e., the two kinds of agree responses were collapsed into one agree category, and the same procedure was followed for the disagree responses) and ignoring the "No response" category, the analysis revealed a strong difference between the CPAs and CFAs (ϕ -coefficient=.35; chi-square=77.76; at the .001 level of significance the chi-square value is 13.82; d.f.=2). If the analysis is restricted to the simple 2x2 contingency table format (i.e., all responses classified either as "Unfavorable" or "Not-Unfavorable"), the difference between the groups is not as marked (ϕ -coefficient=.23; chi-square=34.63; at the .001 level of significance the chi-square value is 10.83; d.f.=1). Once again, as with some of the other questions in the H-R

study, the "Uncertain" response plays a crucial role in the interpretation of the data which creates doubt as to how the test results should be interpreted.

Additional doubt as to the validity of the H-R findings is raised when the results of questions 3 and 9 are compared to each other as set forth in Table 18. In general, both questions appear to be probing the relationship of a general notion of audit independence and the attesting CPA's performance of MAS. Clearly, if the respondent has an opinion on this matter, it should not be affected by the way in which the particular question was worded. In other words, the question's construction should not play a significant role in the assessment of the respondent's attitude toward the issue in question.

TABLE 18

H-R StudyResponses to Questions 3 and 9 Recast
Into Indicated Dichotomous Categories

	CPAs (n=474)				CFAs (n=182)			
	Unfavorable Response		Not-Unfavorable Response		Unfavorable Response		Not-Unfavorable Response	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Question 3	175	37	299	63	140	77	42	23
Question 9	50	11	424	89	54	30	128	70

Unfortunately, with respect to the group that we are primarily concerned about, the CFAs, their optimism or pessimism about the possibility of the CPA's maintaining his audit independence when performing MAS was strongly dependent upon how the question was asked (phi-coefficient=.47; chi-square=79.74; at the .001 level of significance the chi-square value is 10.83; d.f.=1). On the other hand, a comparison between the two questions for the CPAs shows no substantial difference

(phi-coefficient=.09; chi-square=6.91; at the .01 level of significance the chi-square value is 6.64; d.f.=1).

In summary, the H-R study demonstrates the inappropriateness of using the "single-question" technique in survey research. If there is a reversal of expressed attitudes on just one of the few questions that have been asked, then the interpretation of the data becomes a subjective rather than an objective matter. Therefore, as Sherif and Sherif declare: "...the use of the single question in survey research is simply not justified."⁴⁴

However, there is one conclusion that may be drawn from the H-R study. Though it is indeterminate as to the "absolute" amount of unfavorableness on the part of the CFAs toward the MAS question (whether it be the overwhelming 77% as shown in question 3 or the 30% as in question 9), the "relative" analysis of each of the singular questions did reveal that the financial statement users had expressed a substantially more unfavorable attitude than the CPAs.⁴⁵

Finally, in our opinion which is based on the analyses performed in this chapter, from the early appearance of the Schulte and Briloff studies and up until the present, there has been a fairly stable demonstration among financial statement users of the existence of an unfavorable attitude toward the attesting CPA's performance of MAS. Therefore, based on these previous studies, one should expect that any properly administered attitude survey done at the present time would confirm this hypothesis.

⁴⁴. Muzaffer Sherif and Carolyn W. Sherif, op. cit., p. 377.

⁴⁵. Due to these divergent results, we do not believe that a meaningful comparison can be made between the H-R study and each of the previous research studies with respect to this "independence" issue. It should be noted that the H-R study did not inquire into the so-called "audit-report-effect" aspect of the MAS controversy.

CHAPTER IV

METHODOLOGY

Purpose of Study

The primary objective of this dissertation is to determine the attitudes of individuals who are associated with the financial community with respect to the attesting CPA's performance of management advisory services. Furthermore, in conjunction with this attitudinal assessment, this study seeks to identify the principal issues which differentiate the two possible polar attitudes toward the issue in question.

Conceptual Framework Underlying the Study

This study makes the following assumption with respect to the whole MAS question:

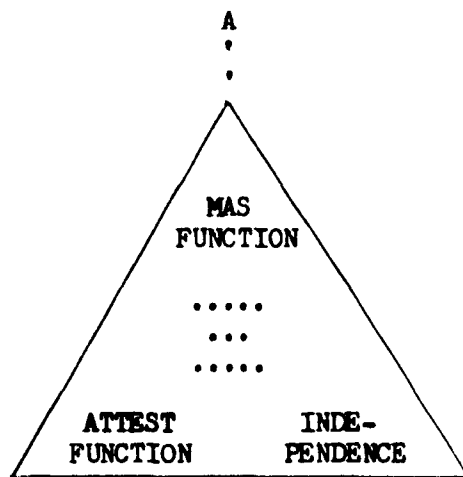
A respondent's attitude toward the attesting CPA's performance of MAS is a function of his perceptions of the interrelationships among independence, the attest function and the MAS function, given the meaning and understanding the respondent has for each of the three dimensions.¹

The primary function of the above assumption is to link an individ-

1. This assumption is consistent with the view expressed by Carmichael and Swieringa that "perceived Independence" is solely a matter of perception, so that, as they state: "This means that an observer's opinion will be based, not on the objective features of a situation, but on the meaning that situation has for him." D. R. Carmichael and R. J. Swieringa, "The Compatibility of Auditing Independence and Management Services - An Identification of Issues," The Accounting Review (vol. XLIII, no. 4, October, 1968), p. 699.

ual's overall attitude on the MAS question to the specific issues of the controversy. Furthermore, the adequacy of any test item chosen to assess an individual's overall attitude can be determined by that item's ability to isolate the issues of the controversy.

To further the discussion the following schematic representation of the assumption is offered:



At the apex (i.e., at "A") is the respondent's overall expressed attitude with respect to the question of the attesting CPA's performance of MAS. Within the triangle are the numerous opinions (i.e., the "dots") expressed by the respondent on the various specific issues that arise from the interaction of the three "angle" dimensions. Thus, schematically, it is shown that the apex view is supported by or related to the opinions within the triangle's area, or that these opinions could be generally interpreted as the underlying "reasons" for stating the apex opinion. Furthermore, since the opinions are assumed to be related to the expressed overall attitude, some surrogate measure for all of the opinions may be considered to represent the individual's attitude on the MAS question.

Implicit in the above is the hypothesis that for each of the two possible polar replies (i.e., favorable or unfavorable) to the apex

question, there would be a tendency for each to display its own respective response pattern to the various issues coming forth from within the triangle.² Schematically, this could have been represented by having a separate triangle drawn for each respondent, but all triangles tending to be either one of three³ spatial configurations, depending upon the respective response to the apex question.

Research Design

The test vehicle for ascertaining a respondent's expressed overall attitude on the MAS question will be by his response to Briloff's numbered A-11 question, which was used in his 1964 study.⁴ The question, being adopted verbatim, is as follows:

In your opinion the rendering of management services by CPAs in situations where they will also be fulfilling the independent audit function will:

Enhance the significance of the auditor's opinion.
 Detract from the significance of this opinion.
 Have no important effect on the significance of this opinion.
 No definite views thereon.⁵

It should be noted that this criterion question probes the specific, so-called "audit-report-effect" aspect of the attesting CPA's performance of MAS. The choice of this type of criterion question, rather than some undifferentiated so-called "independence-loss" type of criterion question,

2. This hypothesis is based on a particular trait associated with the historical manifestation of the MAS controversy. The tendency has been for the advocates and opponents of the CPA's performance of the dual functions for the same client to stabilize their rhetorical arguments and counterarguments along definite, characteristic lines. See, for example: D. R. Carmichael and R. J. Swieringa, *op. cit.*, pp. 700-705.

3. In addition to the two polar replies to the apex question, there is the possibility that a respondent may express a neutral viewpoint.

4. Technically speaking, Briloff's question will serve as the dependent variable (or criterion) in this study, while the individual issues will be the independent variables. This directly follows from the assumption stated in the above section.

5. Abraham J. Briloff, The Effectiveness of Accounting Communication, (New York: Frederick A. Praeger, Publishers, 1967), p. 247.

follows from the arguments advanced above on page 23. As stated therein, an "independence" type of question is considered unacceptable for testing purposes since the term has become quite generic in meaning, embracing such issues as ethics, conflict of interest, objectivity, integrity, and competence.

To facilitate the study of the specific issues of the controversy and their relationship with the respondent's stated overall opinion on the MAS question, the "Likert Scale" technique will be employed. In addition to this latter use, the Likert Scale technique, due to its acceptability as a method for measuring attitudes, will also be used as a means for assessing respondents' attitudes on the MAS question.

We are aware of two instances where this technique has already been successfully adopted in behavioral accounting research for surveying respondent's opinions on various matters.⁶

In this technique,⁷ the subject is given a number of opinion questions to which he is asked to give his answer somewhere along a five-part, multiple response continuum that ranges from a strongly agree category to a strongly disagree category. The statements are so constructed that for about half of them an "agree" response represents a favorable opinion toward the general topic in question, and for the other half a "disagree" response represents a favorable opinion.

The questions are then scored for each subject by assigning

6. James E. Sorensen, "Professional and Bureaucratic Organization in the Public Accounting Firm," The Accounting Review (vol. XLII, no. 3, July, 1967), pp. 553-565; and Don T. DeCoster and John P. Fertakis, "Budget-Induced Pressure and Its Relationship to Supervisory Behavior," Journal of Accounting Research (vol. 6, no. 2, Autumn, 1968), pp. 237-246.

7. The following discussion of the Likert Technique (also known as the "Summated Ratings" technique) is based on Muzafer Sherif and Carolyn W. Sherif, Social Psychology (New York: Harper & Row, Publishers, 1969), pp. 371-372; and Marvin D. Dunnette and Wayne K. Kirchner, Psychology Applied to Industry (New York: Meredith Publishing Company, 1965), pp. 218-220.

arbitrary weights of 1, 2, 3, 4, and 5 to the five response categories of each item in such a way that the highest weight is always assigned to the response that tends toward one end of the opinion continuum, which in this study will be the favorable end, while the lowest weight is always assigned to the response categories which tend toward the opposite end, or in this study the unfavorable end. One overall test score is obtained by summing the individual question scores.⁸

Although a high or a low score on this Likert test is presumed to indicate respective opposite stands toward the issue in question, Sherif and Sherif point out that unless there is "theoretical" justification for considering otherwise, no "absolute" meaning can be attached to any score value. They write:

This overall individual score can be interpreted only in relation to the distribution of scores made by other persons. In other words, as is the case with scores for a good many achievement and educational tests, the scores made by subjects who have actually taken the test are the basis for evaluating an individual's score.⁹

While it is usually presumed that "low" and "high" scores on a Likert test do reflect opposing viewpoints to the issue under study, this, in itself, does not insure that the individual is responding in terms of his attitude toward the test object. In other words, as is the case in all measurement procedures, the question of test validity must be raised.

The concept of test validity is a most complex area. From the psychological literature, one observes, as Guilford and Fruchter note,

8. Since it is too much to assume that the assigned weights will have the same unit meaning throughout the response continuum, the final scores could only be considered a rank-order or a measure on the ordinal scale.

9. Muzaffer Sherif and Carolyn W. Sherif, op. cit., p. 372.

the question of test validity is a topic of many complex facets.¹⁰ From an accounting point of view, especially in these pioneering years of behavioral accounting research, the topic of test validity has been virtually ignored. A review of the pertinent behavioral accounting research literature has failed to discover any extended attempt by any researcher to validate the testing instrument. In other words, the only assurance provided in most cases that the questionnaire was measuring some property was the subjective word of the researcher.

Guilford and Fruchter define validity in the following general manner:

In crudest terms, we say that a test is valid when it measures what it is presumed to measure. This is, however, but one step better than the definition that states that a test is valid if it measures the truth, which is the common, nontechnical conception.¹¹

From an operational point of view, the most common approach for determining an instrument's validity is to see if the instrument's results intercorrelate highly with another instrument which is supposed to be measuring the same thing.¹²

An attempt will be made in this study to follow the above procedure in validating the Likert test instrument by requesting the respondents to complete another test which will also seek to measure the individual's overall attitude toward the question of whether the CPA's performance of MAS is compatible with his attest function.¹³ Since, as noted above,

10. J. P. Guilford and Benjamin Fruchter, Fundamental Statistics in Psychology and Education, Fifth Edition, (New York: McGraw-Hill Book Company, 1973), pp. 424-427.

11. Ibid., p. 425.

12. Ibid.

13. Technically speaking, the correlation between the test scores on the Likert test and the respondent's response to the Brillhoff criterion question does represent a validation procedure. However, a more extensive validation procedure would encompass a correlation between two tests.

this may be one of the first attempts to do any kind of extended validation in behavioral accounting research, the procedures and the results thereof should also be considered from the point of view of a "pioneering" effort into a rather complex area.¹⁴

In this second test, the respondent will be asked to provide his opinions as to what should be the appropriate roles for the attesting CPA to perform with respect to various possible areas of MAS. In other words, the respondent will be asked to indicate his opinion as to what should be the CPA's involvement in MAS, if any, given the situation that the CPA will also be fulfilling the independent attest function. A measure of this involvement could be inferred to be the respondent's overall attitude toward the MAS question. The adequacy of such an inference will be determined by comparing the results from this test with the responses to the criterion question. Finally, if this second test proves to be an adequate instrument for assessing attitudes of the MAS question, then the respondent's scores on the two tests may be compared to each other.

From another point of view, a correlation between the two test results will provide a more thorough indication as to whether or not the responses given to the specific issues of the controversy are "abstract" endorsements of ideas; i.e., unrelated to the type of MAS involvement they would like to see between the attesting CPA and his client.

The research vehicle in this second test is technically identified

14. It should be noted that in its presentation of an outline of behavioral science methodologies, the American Accounting Association's Committee on Research Methodology in Accounting did not explicitly discuss the area of validation; The Accounting Review (Supplement to vol. XLVII, 1972), pp. 495-504.

as a "grid."¹⁵ Simply, this design calls for the respondent to provide answers for each row (which in this case will be a listing of possible areas in which the CPA may perform MAS) taking into account the enumeration of certain categories set forth in the columns (which in this case will be the possible roles the attesting CPA may perform). Specifically, for each of the listed areas of MAS, the respondent is instructed to indicate which of the given roles the CPA should perform. In all, five columns are provided: two for indicating (by "Yes or No") whether or not the attesting CPA should perform service in a particular area, and three for indicating which of the three general roles that the attesting CPA may assume during the course of performing MAS.

To facilitate the analysis of the data, the following scoring system will be adopted: For each box checked by the respondent a score of 1 is given. Therefore, for each indicated area, a respondent's score may range from 1 or that the CPA should not perform any service in this area while performing the attest function for the same client and thus presumably reflecting the least favorable attitude toward the MAS question, to a score of 4 indicating that the CPA should perform all three roles of service in the particular area and thus presumably reflecting the most favorable attitude. Scores of two and three will be awarded for stating that one and two roles, respectively, should be performed by the CPA. A respondent's total score on this test will then consist of the sum of the scores for each of the individual MAS areas.¹⁶ As with the total score to be derived from the Likert test, no "absolute" significance can be attached to any score value, but must be evaluated in relation

15. See, for example: A. N. Oppenheim, Questionnaire Design and Attitude Measurement, (New York: Basic Books, Inc., Publishers, 1966), pp. 98-100.

16. As with the Likert test, the total test score of this second test will also represent a measure on the ordinal scale.

to the scores made by other respondents taking the test.

Questionnaire Development

"Likert-Type" Test (Part A of the Questionnaire)¹⁷

In order to facilitate the construction of test items which could serve as the basis of a questionnaire capable of determining an individual's attitude toward the MAS question and at the same time serve as the vehicle for studying the various issues of the controversy, this study perceives, in the technical sense, the AICPA as a "communicator" who has attempted to persuade people to adopt their position as to the compatibility of the attest and MAS functions.¹⁸

Officially, the AICPA has employed certain arguments and appeals that could be viewed as the educational or persuasive "incentives" for holding a position in conformity with the AICPA's. In general, three major classes of such incentives can be distinguished: (1) substantiating arguments which are directly related to the underlying premises for justifying the conclusion that the dual performance is right or correct; (2) positive appeals which attempt to state either the benefits to be gained or the probable consequences and implications that would result or be associated with the dual performance; and (3) actions and/or rationalizations thereof performed by the AICPA to date, which attempt to create the appeal that the necessary action has been performed so as to resolve this controversy.

An extensive reading of the official AICPA literature (e.g., Code of Professional Ethics, Numbered Opinions of the former Committee on

17. The questionnaire, in the form submitted to respondents, is in Appendix A.

18. For a general discussion of a "communicator," see, for example: Carl I. Hovland, Irving L. Janis, and Harold H. Kelley, "Communication and Persuasion" in *Attitude Change*, edited by Michael A. Mulec, (Chicago: Markham Publishing Company, 1971), pp. 66-79.

Professional Ethics, Final Report of Ad Hoc Committee on Independence, and Statements on Management Advisory Services) pertaining to the MAS controversy reveals that all of the above arguments and appeals are in actuality opinions or actions based on opinions, rather than established facts, for the AICPA has not offered empirical evidence to support any of their various statements or actions. In addition, a similar "communicator" approach may be made with respect to the arguments and appeals advanced by the more outspoken representatives of the advocate and opponent sides to the question of the compatibility of the two functions.

It may be argued that these pro and con incentives advanced by the opposing sides are indeed the issues of the controversy. Furthermore, of crucial importance for the development of an attitude questionnaire, virtually all of the items that have been advanced in the controversy are in actuality a matter of opinion rather than statements of fact. As Sherif and Sherif¹⁹ point out, only opinion statements may appear in an attitude test.

Based on the above assumption, a list of forty (40) items was arrived at which could serve as the basis for constructing suitable questions for testing individuals. The criteria for choosing the items (20 from the official AICPA publications and another 20 from the so-called "spokesmen" literature)²⁰ was either the frequent occurrence or special emphasis given to the item in the literature.

The construction of the individual opinion statements attempted to be in compliance with authoritative guidelines,²¹ and where applicable,

19. Muzaffer Sherif and Carolyn W. Sherif, op. cit., p. 372.

20. The selection of an equal number of items from two distinct sources will facilitate the determination of the reliability of the test.

21. See, for example: Marvin D. Dunnette and Wayne K. Kirchner, op. cit., pp. 211-215; A. N. Oppenheim, op. cit., pp. 113-118; and Harry C. Triandis, Attitude and Attitude Change, (New York: John Wiley & Sons, Inc., 1971), pp. 36-37.

statements were practically adopted verbatim from the literature. In the later presentation of these statements, the following information will be provided: (1) the principal reference source from which the question is drawn; (2) a cross-indexing (the number in the parenthesis) to locate the item in Part A of the questionnaire in which the position was determined by the process of randomization;²² (3) the notation of either an "A" or a "D" immediately following the statement to indicate the expected response of one who is favorable to the attesting CPA's performance of MAS;²³ and (4) a brief discussion presenting either the underlying AICPA's or spokesmen's argument toward the issue. (In order to facilitate the discussion, and of no special significance for the final evaluation of the test results, the item will be generally classified as either a premise, consequence or implication,²⁴ or rationalization thereof.) Finally, since the items are drawn from two general sources, it should be noted that in the following listing of statements, the first 20 are from the official accounting literature, while the latter 20 have as their source the spokesmen literature.

22. By "random" this research study means the usual scientific definition and the necessary procedures to insure its realization. See, for example: Herbert Arkin, Handbook of Sampling for Auditing and Accounting, (New York: McGraw-Hill Book Company, Inc., 1963), pp. 27-42.

23. The scoring of each question is predicated upon the expected response of those favorable to the attesting CPA's performance of MAS. In other words, if the expected response is to "agree" with the statement, then a score value of 5 is given to the strongly agree response, and if the expected response is to "disagree" with the statement, then the strongly disagree category receives the score of 5. Once the score position of 5 is located, the remaining score values of 4 to 1 are assigned accordingly to the response scale.

24. Possible actions, not directly referred to in the official AICPA literature, are considered to have as their source the spokesmen literature.

Opinion Statements Related to the MAS Controversy

1. (17) "From an ethical point of view, the CPA's performance of professional services for clients in the area of MAS is incompatible with his simultaneous independent attest service to the same client." (D)²⁵

This could be considered one of the AICPA's basic premises for sanctioning the CPA's performance of both roles.

2. (31) "There is a conflict between independence and the requirement that the attesting CPA should maintain a confidential relationship between himself and his client." (D)²⁶

The purpose of this premise, among other things, is to permit the attesting CPA to perform a "confidential" MAS engagement.

3. (24) "From an ethical point of view, a CPA should be prohibited from forming or becoming a member of a separate partnership with non-CPA specialists for the purpose of rendering MAS." (D)²⁷

The purpose of this premise is to permit the CPA to expedite the rendering of MAS and still comply with present state laws regulating the practice of public accounting.

4. (34) "The pervasive nature of accounting, the academic training and the examination requirement for the CPA certificate should be considered as providing a broad base on which to build a MAS practice." (A)²⁸

This premise establishes the technical legitimacy for CPAs to enter the MAS field.

5. (12) "The accounting profession should be considered as having achieved a remarkable reputation for integrity and independence." (A)²⁹

25. Committee on Professional Ethics of the American Institute of Certified Public Accountants, Opinion No. 12: Independence, (New York: AICPA, 1963).

26. American Institute of Certified Public Accountants, Restatement of the Code of Professional Ethics, (New York: AICPA, 1973), Rule 301.

27. Committee on Professional Ethics of the American Institute of Certified Public Accountants, Opinion No. 17: Specialization, (New York: AICPA, 1965).

28. Committee on Management Services of the American Institute of Certified Public Accountants, "Statements on Management Advisory Services No. 2: Competence in Management Advisory Services," The Journal of Accountancy (vol. 127, no. 4, April, 1969), p. 58. (Wording adopted from John L. Carey and William O. Doherty, Ethical Standards of the Accounting Profession, (New York: AICPA, 1966), p. 109.

29. Ad Hoc Committee on Independence of the American Institute of Certified Public Accountants, "Final Report of Ad Hoc Committee on Independence," The Journal of Accountancy (vol. 128, no. 6, December, 1969), p. 56.

In this premise, the AICPA implicitly appeals for the public to trust the CPA in his decision to render MAS to his audit clients.

6. (41) "In a typical MAS engagement, the CPA enters into a formal, structured relationship with his client in which the roles and objectives of each party are clearly identified." (A)³⁰

This implication, believed to be achieved in all MAS engagements, allegedly prevents the CPA from going beyond the advisory level.

7. (42) "Practically speaking, in the typical MAS engagement the CPA has no authority to marshal client resources to implement his advisory decisions." (A)³¹

A basic implication, believed to be true in all MAS engagements, for maintaining that the CPA has no control over the final decision.

8. (37) "In the typical MAS engagement, it should be expected that the CPA would attempt to persuade his client to adopt the best course of action." (D)³²

One of the necessary conditions for advocating the dual roles is the belief that the CPA would not go beyond the advisory level. In other words, the CPA does not engage in "management consulting."

9. (8) "In the typical MAS engagement, the CPA should be able to determine the difference between the client abdicating its role as the final decision-maker and the client acting responsibly on the CPA's advice." (A)³³

A necessary condition for rendering MAS is the belief that the client is the ultimate decision-maker. Therefore, the CPA has been instructed to withdraw from a MAS engagement if the client is abdicating his role. The AICPA is of the opinion that the CPA can recognize the difference between the two indicated circumstances, even though the final overt act on the part of the client appears to be the same.

30. Committee on Management Services of the American Institute of Certified Public Accountants, "Statements on Management Advisory Services No. 3: Role in Management Advisory Services," The Journal of Accountancy (vol. 128, no. 5, November, 1969), p. 63.

31. Ibid.

32. Ibid., p. 64.

33. Ibid., pp. 64-65.

10. (21) "In general, the attesting CPA can determine for himself whether his particular role in a MAS engagement would be objectionable to an outside, reasonable observer." (A)³⁴

A necessary condition for performing MAS is that the CPA will not engage in a MAS engagement if his role would be considered objectionable by a reasonable observer. The AICPA is of the opinion that each CPA can so determine this for himself.

11. (35) "Each CPA is unable to determine for himself whether the area in which he performs a particular MAS would be objectionable to an outside, reasonable observer." (D)³⁵

A necessary condition for performing MAS is that the CPA will not perform those services which a reasonable observer may find objectionable. The AICPA is of the opinion that each CPA can so determine this for himself.

12. (30) "A statutory approach, rather than a common law or case-by-case approach should be used for deciding whether a particular MAS may affect the attesting CPA's appearance of independence." (D)³⁶

Since the AICPA is of the opinion that each MAS engagement is unique, they believe that the common law approach should be used.

13. (27) "The results of previous opinion surveys on the MAS question should be considered as having low validity." (A)³⁷

This opinion was expressed in reference to the Schulte and Briloff studies, and as such it represents a rationalization for a non-action. Undoubtedly, if these research results were accepted as valid, then the AICPA would have been "forced" into some kind of action, e.g., placing limitations on the rendering of MAS.

14. (9) "The opinion questionnaire should be considered a valid research technique for studying the MAS question." (D)³⁸

³⁴. Committee on Management Services of the American Institute of Certified Public Accountants, "Statements on Management Advisory Services No. 3: Role in Management Advisory Services," op. cit., p. 65.

³⁵. Ad Hoc Committee on Independence of the American Institute of Certified Public Accountants, op. cit., p. 55.

³⁶. Ibid., p. 54.

³⁷. Ibid., p. 53.

³⁸. Ibid.

A rationalization for a non-action, i.e., the AICPA's refusal to perform its own broad questionnaire survey of the MAS question.

15. (15) "It is the individual practicing CPA who should be given the responsibility for deciding what kinds of MAS may be offered in a particular situation." (A)³⁹

This is the AICPA policy for determining what kind of MAS the attesting CPA may offer.

16. (28) "In general, knowing the CPA's mode of involvement in a MAS engagement is much more important than knowing the type of service which was rendered." (A)⁴⁰

A rationalization for a non-action. By holding the opinion that the CPA's role is the most significant aspect in the rendering of MAS, there was no need to place limitations on the kinds of services that the attesting CPA may render.

17. (3) "There is an immediate need to place limitations on the kinds of MAS which the attesting CPA may render." (D)⁴¹

The AICPA is of the opinion that the MAS question is not so "critical" as to warrant this action.

18. (6) "All CPAs should be encouraged to perform the entire range of MAS that are consistent with their professional competence, ethical standards and responsibility." (A)⁴²

This is the 1961 Objective. To our knowledge, this AICPA policy decision has never been subjected to an opinion survey.

19. (25) "The evaluation of the competence of a CPA in the area of MAS is primarily a subjective one." (A)⁴³

This is a rationalization for a non-action. If competence would have been considered an objective matter, then the AICPA would have

39. Ad Hoc Committee on Independence of the American Institute of Certified Public Accountants, op. cit., p. 55.

40. Ibid.

41. Ibid.

42. Resolution by Council of the American Institute of Certified Public Accountants, (New York: AICPA, 1961).

43. Committee on Management Services of the American Institute of Certified Public Accountants, "Statements on Management Advisory Services No. 2: Competence in Management Advisory Services," op. cit., p. 58.

had to set standards.

20. (40) "In certain kinds of special MAS engagements, the attesting CPA should be allowed to make an impartial, objective opinion (either confirmation or denial) on a judgment that the client has already tentatively reached." (A)⁴⁴

This permitted action is considered acceptable because it involves the same procedures as those which the CPA uses in the attest function. (This action appears to be in contradiction to the "advice" admonition.)

21. (36) "Independence should be considered more as a relative, rather than as an absolute attribute of the CPA." (A)⁴⁵

This premise provides much of the argumentative base for supporting other favorable assertions regarding the CPA's performing both functions.

22. (22) "There is a greater likelihood that the CPA who renders MAS to his audit clients would possess less personal integrity in his capacity as the attesting CPA when compared to the CPA who refrains from rendering MAS to his audit clients." (D)⁴⁶

This is one aspect of the profession's premise that the expression of the CPA's personal attributes are unrelated to the situations he encounters. Another aspect of this premise is in the following question.

23. (26) "There is a greater likelihood that the CPA who renders MAS would possess less objectivity and impartiality in his capacity as the attesting CPA, when compared to the CPA who refrains from rendering MAS." (D)⁴⁷

24. (1) "The CPA's rendering of MAS arises naturally as a part of the attest function." (A)⁴⁸

This is a basic premise for justifying the attesting CPA's performance of MAS.

25. (4) "There is an inherent contradiction between the CPA's primary duty and professional responsibility being directed toward management in MAS and toward actual or potential outside parties in the attest function." (D)⁴⁹

⁴⁴. Committee on Management Services of the American Institute of Certified Public Accountants, "Statements on Management Advisory Services No. 3: Role in Management Advisory Services," op. cit., p. 63.

⁴⁵. John L. Carey and William O. Doherty, op. cit., p. 27.

⁴⁶. Ibid., p. 22.

⁴⁷. Ibid.

⁴⁸. Ibid., p. 26.

⁴⁹. Ibid., p. 25.

Advocates consistently state the premise that there is no inherent contradiction between the two functions. This opinion statement is one aspect of the issue, and in the following question another variation of this issue is tested.

26. (39) "If the primary purpose of the attest function is the reporting on past activities and, if the primary purpose of the MAS function is to improve the client's future use of its resources, then there is an inherent contradiction when the CPA performs both functions for the same client." (D)⁵⁰

27. (19) "The CPA's performance of MAS is a fulfillment of an ethical obligation to his audit client." (A)⁵¹

This premise provides the moral sanction for the attesting CPA's rendering of MAS.

28. (23) "In general, the rendition of MAS should enable the CPA to do a better job in the attest function." (A)⁵²

This argument appeals to a positive consequence that would result from MAS, i.e., the auditor could do a better job in his primary function of attestation.

29. (2) "A poor performance by the attesting CPA in a MAS engagement would probably have an adverse effect on the CPA's objectivity during his performance of the attest function for the same client." (D)⁵³

Advocates maintain that a poor performance in a MAS engagement would have no resulting unfavorable consequences upon the CPA's performance of the attest function. In the following question, another possible consequence is tested. In reference to this latter issue, advocates have asserted that the CPA will consider his audit fees much more important than his MAS revenue; thus, there is an additional safeguard

50. John L. Carey and William O. Doherty, op. cit., p. 25. (The statement wording is adopted from the Committee on Management Services of the American Institute of Certified Public Accountants, "Statements on Management Advisory Services No. 2: Competence in Management Advisory Services," op. cit., p. 57.)

51. Felix Kaufman, "Professional Consulting by CPAs," The Accounting Review (vol. XLII, no. 4, October, 1967), p. 719.

52. John L. Carey and William O. Doherty, op. cit., p. 24.

53. Ibid.

for believing there will be no unfavorable consequence following an extremely profitable MAS engagement.

30. (13) "The rendition of a MAS engagement involving a substantial fee would probably have an adverse effect on the CPA's objectivity during his performance of the attest function for the same client." (D)⁵⁴

31. (33) "The client's general economic welfare is substantially better served by allowing the attesting CPA to perform MAS for him." (A)⁵⁵

If the CPA is not permitted to perform MAS for his audit client, the argument is that the client will suffer dire or irreparable consequences.

32. (38) "Entry into the MAS field tends to enhance the reputation of the attesting CPA." (A)⁵⁶

Presumably, this favorable consequence will be of value to the CPA in his performance of the attest function.

33. (29) "Economic forces of the market place should decide the optimum scope of MAS to be rendered by the CPA." (A)⁵⁷

The principal rationalization for asserting that the AICPA should basically not take any drastic measures toward the solution of the MAS controversy is that the problem was never a severe one. One aspect of this rationalization is the "solution" offered above, and in the following question another aspect is that the academic community of the accounting profession, as revealed by the writings of certain of its members, has been in error in their observation of the controversy.

34. (14) "In general, members of the academic community of the accounting profession have tended to greatly exaggerate the problems that may arise from the attesting CPA's performance of MAS." (A)⁵⁸

35. (11) "It is the practicing CPAs who should be given the ultimate responsibility for deciding whether the rendition of MAS is compatible with the attest function." (A)⁵⁹

54. John L. Carey and William O. Doherty, op. cit., p. 24.

55. Ibid.

56. John L. Carey, The CPA Plans for the Future, (New York: AICPA, 1965), p. 238.

57. John L. Carey and William O. Doherty, op. cit., p. 108.

58. John L. Carey, The Rise of the Accounting Profession, vol. 2, (New York: AICPA, 1970), pp. 192-193.

59. Ibid., pp. 191-203.

This is a general impression that one could reach upon reading the various source materials. The rationalization has been that the public misunderstands the nature of MAS and the manner in which these services are rendered by the CPA. Therefore, it is the practicing CPAs who must be trusted with the decision on this question of compatibility.

36. (7) "The accounting profession should be split into two professions - one a group of auditors who perform the attest function, and the other a group of experts in MAS." (D)⁶⁰

Some critics believe that the two functions are so incompatible that no other action would be a solution to the problem. A more moderate solution is offered in the following statement.

37. (5) "The CPA should be prohibited from performing MAS for any client for which he performs the attest function." (D)⁶¹

38. (20) "The attesting CPA should disclose the amount of fees received for MAS which he performed for the client during the period covered by the financial statements." (D)⁶²

39. (32) "The attesting CPA should disclose the kinds of MAS which he performed for the client during the period covered by the financial statements." (D)⁶²

Until a more definitive solution is found, the above two recommendations have been put forth as necessary interim actions.

60. R. K. Mautz and Hussein A. Sharaf, The Philosophy of Auditing, (Menasha, Wisconsin: George Banta Company, Inc., 1961), p. 224. (The question wording is adopted from John L. Carey and William O. Doherty, op. cit., p. 26.)

61. This obvious solution is a more severe action than the suggestion advanced by Kell in which he will only prohibit the CPA from rendering so-called "administrative services" to the audit clients. Kell's solution is considered unacceptable for testing since it has not as yet been established if the whole range of possible MAS can be meaningfully placed into his two groups, i.e., accounting services and administrative services. Walter G. Kell, "Public Accounting's Irresistible Force and Immovable Object," The Accounting Review (vol. XLIII, no. 2, April, 1968), pp. 266-273.

62. Abraham J. Briloff, op. cit., p. 194.

40 (10) "If it is known that the MAS and attest functions are performed by different personnel in a CPA firm, then there should be less concern as to whether a conflict of interest exists." (A)⁶³

This is one of the arguments advanced for rationalizing away the need for taking any drastic action with respect to the MAS problem.

Specific Role and Area of MAS Test (Part B of the Questionnaire)

In addition to serving as another type of test for assessing an individual's overall attitude on the MAS question, the objective of this test is also to ascertain respondents' opinions on the AICPA's policy position concerning the areas in which the CPA may perform services and the roles he may assume. In general, this position may be stated as follows: The CPA may perform MAS in any area, provided he restricts his roles to being a fact-gatherer, recommender, and/or technical implementor.⁶⁴

As set forth in Part B of the questionnaire, the respondent is provided with a definition for each of the roles.⁶⁵ The indicated areas of MAS, considered to be the most significant of possible areas, were culled from the research results of Roy and MacNeill.⁶⁶ The design was to choose those areas for which the larger firms (i.e.,

63. Pierre L. Titard, The Effect of Management Advisory Services By Certified Public Accountants on the Users of Financial Statements, unpublished Ph. D. dissertation, Louisiana State University and Agricultural and Mechanical College, 1970, pp. 142-148.

64. See, for example: Committee on Management Services of the American Institute of Certified Public Accountants, "Statements on Management Advisory Services No. 1: Tentative Description of the Nature of Management Advisory Services by Independent Accounting Firms," The Journal of Accountancy (vol. 127, no. 3, March, 1969), p. 63.

65. The definitions are adopted verbatim from the Committee on Management Advisory Services of the American Institute of Certified Public Accountants, "Statements on Management Advisory Services No. 3: Role in Management Advisory Services," op. cit., p. 63.

66. Robert H. Roy and James H. MacNeill, Horizons for a Profession, The common body of knowledge for certified public accountants, (New York: AICPA, 1967), pp. 150-152.

having a staff of "36 & Over") displayed all or most of the following characteristics: (a) a large percentage, approximately 75%, of the firms stated that they perform services in the area; (b) the services are, relatively speaking, "frequently" performed; and (c) there has been an increase in the performance of these services when compared with their occurrence in past years.

Of the 25 areas chosen, 23 generally meet the established criteria. Two areas, numbers 5 (Collective Bargaining, Labor Negotiation Studies) and 2 (Arbitration - Commercial or Labor) on the questionnaire, were primarily selected for the fact that, when compared to past years, they showed the second and third, respectively, largest absolute increase in the number of firms now providing services in any area. Finally, it should be noted that, except for area numbers 6, 16, and 22 on the questionnaire which were slightly modified, the wording used to identify each area of MAS is adopted verbatim from the research study of Roy and MacNeill.⁶⁷

Other Questions

In addition to the two above tests which were constructed to specifically test the attitude toward and issues of the MAS controversy, several questions have been formulated for the purpose of possibly providing further insights into the general theme of this research project. For example, questions A-18 and A-16⁶⁸ may be considered general benchmarks for ascertaining respondents' views as to, respectively, how important is independence⁶⁹ and how serious is the MAS

67. Robert H. Roy and James H. MacNeill, op. cit., pp. 288-289.

68. Though questions A-16 and A-18 are presented in Part "A" of the questionnaire, it should be noted that these questions are not part of the Likert-Type attitude test.

69. The question wording of A-18 is adopted, almost verbatim, from a statement issued in 1947 by the Council of the AICPA, then known as the American Institute of Accountants, and quoted in John L. Carey and William O. Doherty, op. cit., p. 42.

question.⁷⁰ In other words, is the question of the compatibility of the MAS and attest functions believed to be a "significant" aspect of a "significant" attribute of the CPA?

Questions C-1 to C-5 are included for determining possible relations between the respondents' status in their respective professional disciplines and their expressed attitude toward the issue under study.

Question C-7 seeks to determine if the respondent has had an "experience" with MAS that had a direct effect upon his investment decision with respect to the CPA's client.

Finally, an open-ended question has been selected to conclude the questionnaire. The choice of this question is based on Oppenheim's⁷¹ recommendation of providing respondents with the opportunity to present their views in their own chosen words with respect to the topic under study, especially after they have answered specifically worded multiple-choice, opinion statements.

The questionnaire was submitted to and approved by representatives from accounting, psychology, and related business disciplines.

Sample Groups

The questionnaire was submitted to individuals of the following three groups: (1) members of The Financial Analysts Federation;⁷² (2) CPAs practicing in public accounting; and (3) academicians involved with the accounting discipline. In relation to the principal purpose of this dissertation, the statistical analysis, where applicable, will

70. Question A-16 is adopted from the conclusion reached by Pierre L. Titard, *op. cit.*, p. 172.

71. A. N. Oppenheim, *op. cit.*, pp. 40-41.

72. Technically speaking, individuals are not members of the Federation but are members of "societies" which, in turn, are the members of the Federation. To facilitate the discussion and to avoid undue cumbersome-ness in the construction of the questionnaire, participants are considered to be members of the Federation.

focus upon the following two⁷³ comparisons among the groups: (1) financial analysts and CPAs; and (2) accounting academicians and CPAs.

Two thousand (2000) financial analysts (one thousand who have received the Chartered designation and one thousand who are not so designated) were randomly chosen from the 1972 membership directory of the Federation. The sampling was done in such a manner as to insure complete randomness for both "kinds" of analysts. It is presumed that these individuals may be considered knowledgeable users of audited financial statements.⁷⁴

A random sample of one thousand (1000) individuals were chosen from the 1970 AICPA membership list. For purposes of sampling, only those members were made available for selection who indicated they were in public practice, either as a sole practitioner or as a member of a CPA firm.

One thousand (1000) subjects were randomly selected from the 1971 membership roster of the American Accounting Association (AAA).⁷⁵ Furthermore, only those members who stated they were in the teaching profession were made available for selection.

73. It should be recalled that according to statistical theory there may be only two comparisons when three groups are sampled. See, for example: William L. Hays, Statistics for Psychologists, (New York: Holt, Rinehart and Winston, 1963), pp. 473-474.

74. By restricting their sample to Chartered Financial Analysts, the Hartley and Ross study implicitly raised a demographic question; namely, do the two general classes of financial analysts portray a different overall attitude toward the MAS controversy? Considering the "conclusions" rather than the results of the study (see above, pages 34-45), the inference may be drawn by some that the so-called "sophisticated" users, as evidenced by their Chartered designation, do have a different attitude toward the attesting CPA's performance of MAS. This demographic question is especially important since the previous Schulte, Briloff and Titard studies fail to provide any information as to whether this demographic variable was related to the attitude expressed by the financial analysts who participated in the respective studies.

75. At the time the selection was made of AAA members, the 1971 roster was the most current listing of members.

CHAPTER V

RESULTS

Response

The questionnaires were forwarded to the randomly selected test subjects in the early part of December, 1972. As set forth in Table 19, an overall response rate of 24% was experienced on this first request. Since there were only 2000 additional copies of the questionnaire available for a second mailing (due to cost restraints), a proportional division of these questionnaires was made amongst the four groups and a second mailing, at the end of January, 1973, was made to a randomly selected sample of non-replies to the first request. This follow-up request resulted in an additional 205 replies, bringing the final overall response rate to 30%. However, as indicated in Table 19, the overall number of usable returned questionnaires amounted to 1058, for an overall, usable response rate of 27%. Furthermore, there were marked variations in the response rates for the various groups sampled.

Since a substantial portion of those selected did not respond, especially in reference to the financial user category, the question must be raised as to whether or not a significant response bias has been introduced into the study. In order to ascertain the level of concern that should be associated with this low response rate for the user group sampled, the following additional aspects should be noted:

- (a) From the point of view of an "absolute" count, the 368 usable

TABLE 19

Responses By Group and Mailing

	CPAs	AAA MEMBERS	CHARTERED FINANCIAL ANALYSTS	OTHER FINANCIAL ANALYSTS	TOTAL FINANCIAL ANALYSTS	TOTAL
<u>Number Mailed</u>	1000(100%)	1000(100%)	1000(100%)	1000(100%)	2000(100%)	4000(100%)
<u>Returned*</u>						
<u>First Mailing</u>	268(27%)	371(37%)	167(17%)	169(17%)	336(17%)	975(24%)
Usable	256(26%)	358(36%)	151(15%)	142(14%)	293(15%)	907(23%)
Not participating (because)	12(1%)	13(1%)	16(2%)	27(3%)	43(2%)	68(2%)
Not knowledgeable	1(0%)	4(0%)	5(1%)	15(2%)	20(1%)	25(1%)
No time	1(0%)	2(0%)	8(1%)	3(0%)	11(1%)	14(0%)
Not indicated	10(1%)	7(1%)	3(0%)	9(1%)	12(1%)	29(1%)
<u>Second Mailing</u>	33(3%)	54(5%)	56(6%)	62(6%)	118(6%)	205(5%)
Usable	28(3%)	48(5%)	36(4%)	39(4%)	75(4%)	151(4%)
Not participating (because)	5(1%)	6(1%)	20(2%)	23(2%)	43(2%)	54(1%)
Not knowledgeable	0(0%)	2(0%)	10(1%)	7(1%)	17(1%)	19(0%)
No time	2(0%)	0(0%)	8(1%)	4(0%)	12(1%)	14(0%)
Not indicated	3(0%)	4(0%)	2(0%)	12(1%)	14(1%)	21(1%)
<u>Total Returned</u>	301(30%)	425(43%)	223(22%)	231(23%)	454(23%)	1180(30%)
Usable	284(28%)	406(41%)	187(19%)	181(18%)	368(18%)	1058(27%)
Not participating (because)	17(2%)	19(2%)	36(4%)	50(5%)	86(4%)	122(3%)
Not knowledgeable	1(0%)	6(1%)	15(2%)	22(2%)	37(2%)	44(1%)
No time	3(0%)	2(0%)	16(2%)	7(1%)	23(1%)	28(1%)
Not indicated	13(1%)	11(1%)	5(1%)	21(2%)	26(1%)	50(1%)

* Percentage figures are rounded.

replies represents a sizable amount of user opinions. When compared to prior studies on the MAS controversy,¹ it should be noted that only the Schulte study achieved a higher absolute user response; and

(b) If the responses to the second mailing are considered as a surrogate measure of all nonrespondents, then a comparison between the mailings, as set forth in Tables 20 and 21, indicates there was little,

1. The usable replies in previous studies with respect to user group respondents were as follows: Schulte(n=574); Briloff(n=72); Titard(n=156); and Hartley/Ross(n=182).

TABLE 20

Comparison Between Mailings of Indicated Views Toward
The Attesting CPA's Performance of MAS for Audit Clients²

<u>CPAs</u>	<u>First Mailing</u>		<u>Second Mailing</u>	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Unfavorable Response	21	8.2	3	10.7
Not-Unfavorable Response	<u>235</u>	<u>91.8</u>	<u>25</u>	<u>89.3</u>
	256	100.0	28	100.0
<u>AAA MEMBERS</u>				
Unfavorable Response	111	31.0	15	31.3
Not-Unfavorable Response	<u>247</u>	<u>69.0</u>	<u>33</u>	<u>68.7</u>
	358	100.0	48	100.0
<u>CHARTERED FINANCIAL ANALYSTS</u>				
Unfavorable Response	75	49.7	17	47.2
Not-Unfavorable Response	<u>76</u>	<u>50.3</u>	<u>19</u>	<u>52.8</u>
	151	100.0	36	100.0
<u>OTHER FINANCIAL ANALYSTS</u>				
Unfavorable Response	79	55.6	22	56.4
Not-Unfavorable Response	<u>63</u>	<u>44.4</u>	<u>17</u>	<u>43.6</u>
	142	100.0	39	100.0

TABLE 21

Phi-Coefficients Test Results: For First and Second
Mailing Differences of Stated Views Toward the
Attesting CPA's Performance of MAS for Audit Clients

	<u>CPAs</u>	<u>AAA MEMBERS</u>	<u>CHARTERED FINANCIAL ANALYSTS</u>	<u>OTHER FINANCIAL ANALYSTS</u>
Phi-Coefficient	0.00	0.00	0.00	0.00
Chi-Square	0.01	0.02	0.01	0.01
Level of Significance & Its Chi-Square Value	.95	.90	.95	.95
Degrees of Freedom	1	1	1	1
Sample Size	284	406	187	181

2. The overall attitude on the MAS question was determined by the response to the criterion C-6 question. Respondents were considered to be "Unfavorable" if they indicated that the attesting CPA's performance of MAS would "detract" from the significance of the auditor's opinion, while all other views (i.e., "have no important effect," "enhance" and "no definite views") are considered to be "Not-Unfavorable" attitudes.

if any, differences in the overall nature of responses between the two mailings for any group.

In our opinion, the concern that one might otherwise feel about a low response rate should be somewhat mitigated due to the foregoing information.

Overview of Respondents' Views on the Compatibility of the
Attest and MAS Functions As Indicated By Responses to Question C-6

There are marked differences among the three³ groups tested with respect to the manner in which they perceive the effect on the CPA's audit opinion as a result of his performance of MAS. As indicated in Table 22, 52.4% of the financial analysts are of the opinion that when the attesting CPA performs MAS for his audit clients, this detracts from the significance of the audit opinion. On the other hand, the response to the criterion question demonstrates that, as one would expect, the CPAs are overwhelmingly in agreement (to the extent of approximately 90%) as to the compatibility of both functions.⁴ While the majority of the AAA Members did express a favorable view on this matter, the presence of a sizable, dissenting minority (31%) suggests

3. As a result of the demographic analysis performed below in Tables 24 and 25, it can be ascertained that there was very little, if any, differences between the Chartered and Other Financial Analysts in the manner in which they perceive the effect on the CPA's audit opinion when MAS are performed. Therefore, the responses from these two general classes of financial analysts shall be considered as one group and hereafter referred to as "financial analysts."

4. The amount of reliance that one may be willing to place on the adequacy of the criterion C-6 question will depend, in part, on whether it produces results consistent with his a priori expectations. If we accept the CPAs as a control for determining the adequacy of the question, then it would appear that the question has performed quite well. It should be recalled that in the only other large, random survey of CPAs, the H-R Study (see above, pages 34-45), doubt was raised as to the adequacy of their criterion question simply because a substantial number of CPAs appeared to be expressing an unfavorable view toward the compatibility of the attest and MAS functions.

TABLE 22

Number of Respondents Having the Views Indicated Toward the Effect
On the CPA's Audit Report as a Result of His Performance of MAS

Question C-6: In your opinion the rendering of management services by CPAs in situations where they will also be fulfilling the independent audit function will:

Response:	FINANCIAL ANALYSTS		CPAs		AAA MEMBERS	
	N	%	N	%	N	%
Detract from the significance of this opinion	193	52.4	24	8.4	126	31.0
No definite views thereon	45	12.2	8	2.8	35	8.6
Have no important effect on the significance of this opinion	95	25.9	199	70.1	169	41.7
Enhance the significance of the auditor's opinion	35	9.5	53	18.7	76	18.7
	368	100.0	284	100.0	406	100.0

that the whole accounting profession is not unified on the MAS question. The phi-coefficients, along with their significances, for the various comparisons between the groups are given in Table 23.

Based on the analysis in Table 23, it is concluded that there are strong differences between the financial analysts and CPAs as to the manner in which they perceive the compatibility of the attest and MAS functions. The overall strength of the difference between these two groups yielded a phi-coefficient value of .54. Furthermore, when the analysis is restricted to the difference in the amount of unfavorableness between the financial analysts and CPAs toward the MAS question, the phi-coefficient value was a considerable .46. On the other hand, with respect to the analysis between the two segments of the accounting profession, the results significantly reveal that the educators are not in agreement with the practicing CPAs as to the compatibility of the dual functions. However, the extent of the differences within the accounting profession is not as marked as the comparison indicated for

TABLE 23

Phi-Coefficients Test Results: For Group
Differences of Stated Views Toward the Effect on the
CPA's Audit Report as a Result of His Performance of MAS

Situation of Views Compared ^{5,6}	Groups Compared	
	CPAs/ FINANCIAL ANALYSTS	CPAs/AAA MEMBERS
<u>A. DET/NDV/HNE/ENH</u>		
Phi-Coefficient	.54	.33
Chi-Square	190.25	73.61
Level of Significance & Its Chi-Square Value	.001 16.27	.001 16.27
Degrees of Freedom	3	3
Sample Size	652	690
<u>B. DET/NOT-UNFAVORABLE</u>		
Phi-Coefficient	.46	.27
Chi-Square	137.75	48.78
Level of Significance & Its Chi-Square Value	.001 10.83	.001 10.83
Degrees of Freedom	1	1
Sample Size	652	690

5. In addition to being considered as a member of one of the three major demographic groups, respondents will also be classified according to the manner in which they answered the criterion C-6 question. In other words, those respondents who believe the CPA's performance of MAS "detracts from the significance of the auditor's opinion" will be designated as "Unfavorable" or "Detract" (DET) respondents; the two favorable positions, i.e., "have no important effect" (HNE) and "enhance the significance of the auditor's opinion" (ENH), will either be considered, where applicable, as unique viewpoints or combined into one "Favorable" (FAV) group; and the "no definite views" (NDV) will either be treated as such or combined with the two favorable opinions into a "Not-Unfavorable" category.

6. In situation A the comparisons are made for the actual four "point" response scale of question C-6. This analysis produces results reflecting the overall difference between the respective groups that are compared. In situation B, all difference effects among the three "Not-Unfavorable" views are eliminated and a two "point" comparison is provided. This analysis yields results reflecting the difference in the amount of unfavorableness between the respective groups that are compared.

the financial statement users and practicing CPAs. When comparing the difference in the amount of unfavorableness between the two segments of the profession, the phi-coefficient value was only .27.

It is interesting to note the relatively sizable amount of subjects in both the user and AAA groups who answered question C-6 with a response of "no definite views." Their status in the MAS controversy should be differentiated from those respondents who did not participate in the survey due to an expressed lack of knowledge about the controversy. (See Table 19.) The question of whether or not these "no definite views" should be considered a unique "neutral" viewpoint between the favorable and unfavorable viewpoints will be investigated in the next chapter.

Relationship of Demographic Data to Responses to Question C-6

For each of the three groups sampled in this survey, there are several applicable demographic factors that might be related to the respondents' perception of the compatibility of the audit and MAS functions. The factors examined for the financial analysts included (1) the Chartered designation, (2) the nature of the organization with which the respondent is affiliated, (3) job description, and (4) the number of years in the profession. For the CPAs, the factors were (1) firm affiliation, i.e., whether "Big-8" or other, (2) rank, (3) performance of the MAS function (as evidenced by the respondent indicating an association with the MAS department), and (4) the number of years in the profession; and for the AAA Members (1) whether a CPA, (2) whether affiliated with a CPA firm, (3) rank, (4) area of instruction, and (5) the number of years in the teaching profession. The data from this demographic inquiry are presented in Table 24. The phi-coefficients test results of the demographic analysis are presented in

TABLE 24

Relationship of Demographic Data to Responses to Question C-6FINANCIAL ANALYSTS

Demographic Factor		Response to Question C-6									
		DET		NDV		HNE		ENH		TOTAL	
		N	%	N	%	N	%	N	%	N	%
<u>1. Chartered or Other</u>											
Chartered	50.8	92	49.2	25	13.4	51	27.3	19	10.2	187	100.0
Other	49.2	101	55.8	20	11.0	44	24.3	16	8.8	181	100.0
<u>2. Affiliation</u>											
Bank or Trust Co.	17.4	37	57.8	9	14.1	11	17.2	7	10.9	64	100.0
Brokerage Firm	23.9	41	46.6	8	9.1	31	35.2	8	9.1	88	100.0
Insurance Co.	9.2	17	50.0	1	2.9	14	41.2	2	5.9	34	100.0
Investment Counsel	14.1	29	55.8	11	21.2	8	15.4	4	7.7	52	100.0
Mutual Fund	15.0	29	52.7	7	12.7	15	27.3	4	7.3	55	100.0
Other	8.7	17	53.1	3	9.4	7	21.9	5	15.6	32	100.0
No Response	11.7	23	53.5	6	14.0	9	20.9	5	11.6	43	100.0
<u>3. Job Description</u>											
Counselors/Advisors	8.1	18	60.0	2	6.7	8	26.7	2	6.7	30	100.0
Executives*	12.8	23	48.9	6	12.8	12	25.5	6	12.8	47	100.0
Security Analyst or Research	31.0	60	52.6	15	13.2	32	28.1	7	6.1	114	100.0
Other	8.4	16	51.6	3	9.7	7	22.6	5	16.1	31	100.0
Portfolio Manager or Investment Officer	30.2	58	52.3	14	12.6	29	26.1	10	9.0	111	100.0
No Response	9.5	18	51.4	5	14.3	7	20.0	5	14.3	35	100.0
<u>4. Years in Profession</u>											
1-5	10.3	25	65.7	2	5.3	6	15.8	5	13.2	38	100.0
6-10	15.2	30	53.6	10	17.9	12	21.4	4	7.1	56	100.0
11-15	28.5	55	52.4	16	15.2	28	26.7	6	5.7	105	100.0
16-20	14.7	22	40.7	6	11.1	21	38.9	5	9.3	54	100.0
21-25	12.5	27	58.7	4	8.7	11	23.9	4	8.7	46	100.0
over 25	15.2	25	44.6	5	8.9	17	30.4	9	16.1	56	100.0
No Response	3.5	9	69.2	2	15.4	0	0.0	2	15.4	13	100.0
Mean		16.4		15.8		18.3		18.9		17.1	
Median		14.6		14.0		16.7		19.7		14.8	

(Continued On Next Page)

* Presidents, partners or senior vice-presidents of the various financial organizations.

TABLE 24 (Continued)

CPAs

Demographic Factor Description		Response to Question C-6									
		DET		NDV		HNE		ENH		TOTAL	
		N	%	N	%	N	%	N	%	N	%
1. Firm Affiliation											
"Big-8"	41.2	2	1.7	2	1.7	98	83.8	15	12.8	117	100.0
Other	58.8	22	13.2	6	3.6	101	60.5	38	22.8	167	100.0
2. Rank											
Partner*	76.1	17	7.9	5	2.3	151	69.9	43	19.9	216	100.0
Other	23.9	7	10.3	3	4.4	48	70.6	10	14.7	68	100.0
3. Department											
a. Checked MAS											
Only Checked MAS	7.0	1	5.0	1	5.0	11	55.0	7	35.0	20	100.0
Checked Two or More	28.9	5	6.1	1	1.2	50	61.0	26	31.7	82	100.0
	35.9	6	5.9	2	2.0	61	59.8	33	32.4	102	100.0
b. Did Not Check MAS											
Only Checked Audit	34.5	5	5.1	1	1.0	82	83.7	10	10.2	98	100.0
Only Checked Tax	12.3	5	14.3	0	0.0	26	74.3	4	11.4	35	100.0
Only Checked Other	4.9	0	0.0	0	0.0	12	85.7	2	14.3	14	100.0
Checked Two or More	5.3	5	33.3	1	6.7	8	53.3	1	6.7	15	100.0
	57.0	15	9.3	2	1.2	128	79.0	17	10.5	162	100.0
No Response	7.0	3	15.0	4	20.0	10	50.0	3	15.0	20	100.0
4. Years in Profession											
1-5	6.0	2	11.8	0	0.0	11	64.7	4	23.5	17	100.0
6-10	21.5	3	4.9	2	3.3	44	72.1	12	19.7	61	100.0
11-15	18.0	4	7.8	0	0.0	37	72.5	10	19.6	51	100.0
16-20	17.3	7	14.3	3	6.1	33	67.3	6	12.2	49	100.0
21-25	17.3	1	2.0	1	2.0	37	75.5	10	20.4	49	100.0
over 25	17.3	7	14.3	2	4.1	30	61.2	10	20.4	49	100.0
No Response	2.8	0	0.0	0	0.0	7	87.5	1	12.5	8	100.0
Mean		19.6		19.3		17.3		17.4		17.6	
Median		19.5		17.5		16.6		15.5		16.4	

(Continued On Next Page)

* Includes Principals and Sole Practitioners

TABLE 24 (Continued)

AAA MEMBERS

Demographic Factor		Response to Question C-6									
		DET		NDV		HNE		ENH		TOTAL	
		N	%	N	%	N	%	N	%	N	%
<u>1. CPA</u>											
Yes	64.0	73	28.1	18	6.9	123	47.3	46	17.7	260	100.0
No	35.0	52	36.6	17	12.0	43	30.3	30	21.1	142	100.0
No Response	1.0	1	25.0	0	0.0	3	75.0	0	0.0	4	100.0
<u>2. CPA Firm Affiliation</u>											
Yes	18.2	20	27.0	3	4.1	36	48.6	15	20.3	74	100.0
No	80.8	105	32.0	32	9.8	130	39.6	61	18.6	328	100.0
No Response	1.0	1	25.0	0	0.0	3	75.0	0	0.0	4	100.0
<u>3. Rank</u>											
Full Professor	38.4	46	29.5	14	9.0	66	42.3	30	19.2	156	100.0
Associate Professor	27.1	36	32.7	9	8.2	43	39.1	22	20.2	110	100.0
Assistant Professor	23.2	36	38.3	9	9.6	36	38.3	13	13.8	94	100.0
Other	8.4	8	23.5	3	8.8	15	44.1	8	23.5	34	100.0
No Response	3.0	0	0.0	0	0.0	9	75.0	3	25.0	12	100.0
<u>4. Area of Instruction</u>											
Financial Acc.	27.6	35	31.3	7	6.3	49	43.8	21	18.8	112	100.0
Managerial Acc.	11.8	15	31.3	6	12.5	22	45.8	5	10.4	48	100.0
Both	39.7	53	32.9	13	8.1	63	39.1	32	19.9	161	100.0
Other	8.4	10	29.4	3	8.8	16	47.1	5	14.7	34	100.0
No Response	12.6	13	25.5	6	11.8	19	37.3	13	25.5	51	100.0
<u>5. Years in Profession</u>											
1-5	16.3	20	30.3	4	6.1	31	47.0	11	16.7	66	100.0
6-10	25.6	37	35.6	6	5.8	40	38.5	21	20.2	104	100.0
11-15	21.4	32	36.8	10	11.5	31	35.6	14	16.1	87	100.0
16-20	14.3	17	29.3	6	10.3	26	44.8	9	15.5	58	100.0
21-25	10.8	13	29.5	4	9.1	18	40.9	9	20.5	44	100.0
over 25	8.9	6	16.7	5	13.9	15	41.7	10	27.8	36	100.0
No Response	2.7	1	9.1	0	0.0	8	72.7	2	18.2	11	100.0
Mean		13.0		15.9		14.1		15.0		14.1	
Median		11.6		15.0		12.4		12.1		12.2	

TABLE 25

Phi-Coefficients Test Results: For Differences By Groups
Between Indicated Demographic Factors and Responses to Question C-6

FINANCIAL ANALYSTS

Situation of Views Compared	Demographic Factor			
	Chartered or Other	Affil- iation	Job De- scription	Years in Profession
<u>A. DET/NDV/HNE/ENH</u>				
Phi-Coefficient	.07	.15	.07	.13
Chi-Square	1.66	20.56	5.47	19.38
Level of Significance & Its Chi-Square Value	.70	.20	.95	.20
Degrees of Freedom	1.42	19.31	5.23	19.31
Sample Size	3	15	12	15
	368	325	333	355
<u>B. DET/NOT-UNFAVORABLE</u>				
Phi-Coefficient	.06	.08	.05	.15
Chi-Square	1.35	2.25	0.94	7.73
Level of Significance & Its Chi-Square Value	.30	.90	.95	.20
Degrees of Freedom	1.07	1.61	0.71	7.29
Sample Size	1	5	4	5
	368	325	333	355

CPAs

	Demographic Factor		
	Affil- iation	Rank	Years in Profession***
<u>A. DET/NDV/HNE/ENH</u>			
Phi-Coefficient	*	.08	*
Chi-Square		1.92	.06
Level of Significance & Its Chi-Square Value		.70	1.86
Degrees of Freedom		1.42	.95
Sample Size		3	1.64
		284	6
			276

(Continued On Next Page)

* Data were not amenable to the computation of the Chi-Square Test. For a brief, summary discussion on the assumptions that are required to be met before the Chi-Square Test may be used, see: Quinn McNemar, Psychological Statistics, Fourth Edition, (New York: John Wiley and Sons, Inc., 1969), pp. 253-254.

** The analysis pertains to whether or not the respondent indicated an association with the MAS department.

*** In order to be able to perform the Chi-Square Test, the data were collapsed into the following three categories: 1-10; 11-20, and over 20 years.

TABLE 25 (Continued)

CPAs (Continued)

Situation of Views Compared	Demographic Factor			
	Affil- iation	Rank	Depart- ment**	Years in Profession***
<u>B. DET/NOT-UNFAVORABLE</u>				
Phi-Coefficient	.19	.02	.05	.07
Chi-Square	10.25	0.14	0.57	1.21
Level of Significance & Its Chi-Square Value	.01	.80	.50	.70
Degrees of Freedom	6.64	0.06	0.46	0.71
Sample Size	1	1	1	2
	284	284	264	276

AAA MEMBERS

	Demographic Factor				
	CPA	CPA Firm Affiliation	Rank	Area of Instruction	Years in Profession
<u>A. DET/NDV/HNE/ENH</u>					
Phi-Coefficient	.17	.10	.06	.07	.10
Chi-Square	11.87	4.01	4.50	4.63	11.66
Level of Significance & Its Chi-Square Value	.01	.30	.90	.90	.80
Degrees of Freedom	11.34	3.66	4.17	4.17	10.31
Sample Size	3	3	9	9	15
	402	402	394	355	395
<u>B. DET/NOT-UNFAVORABLE</u>					
Phi-Coefficient	.08	.04	.09	.02	.12
Chi-Square	2.74	0.49	3.31	0.21	5.85
Level of Significance & Its Chi-Square Value	.10	.50	.50	.98	.50
Degrees of Freedom	2.71	0.46	2.37	0.18	4.35
Sample Size	1	1	3	3	5
	402	402	394	355	395

** The analysis pertains to whether or not the respondent indicated an association with the MAS department.

*** In order to be able to perform the Chi-Square Test, the data were collapsed into the following three categories: 1-10; 11-20; and over 20 years.

Table 25.

With respect to the four factors investigated for the user group, all of the obtained phi-coefficients were not significantly different from zero at the .2 probability level regardless of how the responses to question C-6 were arranged. Furthermore, significance aside, the correlations that were implied by the data were no greater than .15 for any factor.

It is interesting to note the results for the one demographic factor of the user group which this survey specifically was designed to investigate; namely, do the Chartered Financial Analysts, as compared to the non-Chartered analysts, portray a different overall attitude toward the MAS question? It should be recalled that our concern for this variable was created by the conclusions of the Hartley and Ross study in which only Chartered Financial Analysts were used as representatives from the user group. Based on the phi-coefficient test results presented in Table 25, we may conclude that there is a marked similarity between these two classes of financial analysts in their perception of the MAS question as investigated by question C-6. Interestingly, this agreement also pertains to the overall distribution of the responses among the detailed categories of the criterion question.

Therefore, since the investigation has failed to discover any demographic variable to be significantly or strongly associated with the overall expressed attitude on the MAS question, the financial analysts may be considered as one homogeneous group. In addition, this failure to denote a demographic relationship eliminates this variable as an area of concern when comparing the results of this and previous surveys of financial statement users on the MAS question.

Though there are a nominal number of CPAs who provided an unfavor-

able response in question C-6, there was one demographic comparison which was statistically significant; namely, the DET/NOT-UNFAVORABLE comparison for the firm affiliation factor. It appears that whatever opposition there is to the attesting CPA's performance of MAS is coming forth from CPAs who are not associated with the "Big-8" firms. However, considering the size of the obtained phi-coefficient and the fact that only 13% of the CPAs associated with "Other" firms expressed unfavorable opinions, we may say that there is no particular strong association between the kind of firm with which the CPA is affiliated and the attitude expressed toward the MAS question.

With respect to the accounting educators, there was very little, if any, relationship between the demographic factors examined in this study and the amount of unfavorable responses provided to the criterion question. This finding suggests that the so-called "educator" role is in some respects related to the manner in which these accountants are perceiving the MAS question. A more direct test of this hypothesis may be accomplished by restricting the comparison of question C-6 only to those applicable educators on each of the two factors (i.e., (1) the CPA designation and (2) affiliation with a CPA firm) that also pertain to those respondents who are being identified in this study as "CPAs", or those CPAs who are only practitioners.

In a DET/NOT-UNFAVORABLE type of comparison between those educators who are CPAs and the CPAs who are only in practice, the results were as follows: Phi-Coefficient=.25; Chi-Square=34.36; at the .001 level of significance the Chi-Square value is 10.83; d.f.=1; sample size=544. In a similar type of comparison involving those educators who are also in practice, the results were the following: Phi-Coefficient=.22; Chi-Square=17.11; at the .001 level of significance the Chi-Square value

is 10.83; d.f.=1; sample size=358. As shown in Table 25, the comparable phi-coefficients for these factors among all AAA Members were only .08 and .04, respectively. Furthermore, these respective measures were only significant at the probability levels of .10 and .50. Therefore, we may conclude that those accountants who are engaged in teaching, irrespective of whether CPA status has been attained or whether also in practice, were significantly more likely than the accountants who are exclusively in practice to have a more unfavorable attitude towards the issue of the attesting CPA's performance of MAS.

Comparison with Previous Research

Since question C-6 probes respondents' views on the effect to the audit report as a result of the CPA's performance of MAS, a comparison may be made with the Schulte, Briloff, and Titard studies in which the same issue had been examined.⁷ In order to accomplish the analysis, the respective data of the prior studies can be considered, as was done in Chapter III, in the more general framework of either constituting "Unfavorable" or "Not-Unfavorable" types of responses. The results of this procedure are set forth in Table 26, and in Table 27, the phi-coefficient test results are presented for the case in which each of the prior studies are separately compared to the present study.

The results reveal that the present study is significantly different from both the Schulte (.001 probability level) and Titard (.01 probability level) studies, but not from the Briloff study. However, the obtained phi-coefficients were of such a low magnitude that we may conclude that there was no substantial difference in the amount of

7. It should be recalled that this issue was not examined in the Hartley and Ross study.

TABLE 26

Number of Financial Community Respondents in the Given
Research Studies Having the Views Indicated Toward the Effect
On the CPA's Audit Report as a Result of His Performance of MAS

Nature of View	Question 4 of Schulte's Study (1964) (n=574)		Question A-11 of Briloff's Study (1964) (n=72)		Question 6 of Titard's Study (1970) (n=156)		Question C-6 of Present Study (1973) (n=368)	
	N	%	N	%	N	%	N	%
Unfavorable	235	41	38	53	61	39	193	52
Not-Unfavorable	339	59	34	47	95*	61	175	48
	<u>574</u>	<u>100</u>	<u>72</u>	<u>100</u>	<u>156</u>	<u>100</u>	<u>368</u>	<u>100</u>

* As noted above on page 29, 80 of these respondents have been classified as "Not-Unfavorable" because of their response to another question.

TABLE 27

Phi-Coefficients Test Results: For Differences Between
Present and Prior Research Studies on Stated Views Toward the
Effect on the CPA's Audit Report as a Result of His Performance of MAS

	Comparison of Present Study to		
	Schulte	Briloff	Titard
Phi-Coefficient	.11	.00	.12
Chi-Square	11.51	0.01	7.28
Level of Significance & Its Chi-Square Value	.001	.95	.01
Degrees of Freedom	10.83	0.004	6.64
Sample Size	1	1	1
	942	440	524

TABLE 28

Detailed Comparison of Responses to Question C-6
For the Briloff and Present Research Study

Response	Briloff's Study		Present Study	
	N	%	N	%
DET	38	52.8	193	52.4
NDV	8	11.1	45	12.2
HNE	13	18.1	95	25.8
ENH	12	16.7	35	9.5
No Response	1	1.3	0	0.0
	<u>72</u>	<u>100.0</u>	<u>368</u>	<u>100.0</u>

unfavorableness toward the MAS question between the results of the present study and each of the prior studies. In fact, especially notable is the general agreement (ϕ -coefficient=.00) between the Briloff study and present study. Furthermore, this consistency with the Briloff study, in which the same question was used, also pertains to the detailed pattern of responses. (See Table 28.) A chi-square test applied to Table 28 shows that there was no significant difference between the two groups as to the particular kind of responses provided on question C-6 (ϕ -Coefficient=.10; Chi-Square=4.46; at the .30 level of significance the Chi-Square value is 3.66; d.f.=1).

In order to provide a somewhat more thorough test of the stability of user viewpoints over the years toward the compatibility of the attest and MAS functions, follow-up research was attempted for the individuals who participated in the Briloff's 1964 study.⁸ In connection thereto, the questionnaire was submitted to these individuals for the sole purpose of obtaining their response to question C-6. The results of this special survey are presented in Table 29.

In analyzing the data in Table 29, the responses will be considered according to the classification scheme in which responses are either "Unfavorable" or "Not-Unfavorable." Therefore, except for the unfavorable DET views, all other responses (including the returns in which the question was left unanswered) are combined into the "Not-Unfavorable" category. The results of the chi-square test applied to the data of the Financial Community Category were as follows: ϕ -Coefficient=.02; Chi-Square=.04; at the .90 level of significance the Chi-Square value is

8. Abraham J. Briloff, The Effectiveness of Accounting Communication, (New York: Frederick A. Praeger, Publishers, 1967), pp. 276-277. Though there were 136 participants in the Briloff study, the follow-up research is restricted to the 123 individuals (Or 90% of the total) who consented to have their names included in the publication of the roster of respondents.

TABLE 29

Results of Follow-Up Survey on Briloff's 1964 Research Group

	Financial Community Category				Accounting Profession Category*			
Response to Question C-6	Kind of Responses in							
	1964		1973		1964		1973	
	N	%	N	%	N	%	N	%
DET	38	53	12	52	14	22	6	21
NDV	8	11	1	4	1	2	3	11
HNE	13	18	4	17	44	69	45	54
ENH	12	17	1	4	5	8	2	7
No Response Returns	<u>1</u>	<u>1</u>	<u>5</u>	<u>22</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>7</u>
	72	100	23	100	64	100	28	100
	Analysis							
Unfavorable Responses	38	53	12	52	14	22	6	21
Not-Unfavorable Responses	34	47	11	48	50	78	22	79

* Includes both practitioners and academicians

.016; d.f.=1. For the Accounting Profession category, the results were: Phi-Coefficient=.03; Chi-Square=.05; at the .90 level of significance the Chi-Square value is .016; d.f.=1.

Though the results indicate that the Briloff respondents, considered in their respective financial community and accounting profession categories, have not shown any significant change, if any, in the nature of their group responses to the same question asked of them in 1964, there are two limitations as to the conclusiveness of this finding with respect to the question of attitude stability. In the first place, the overall

response rate was only 38% (51 of 136)⁹ with the return from the accounting category being 44% (28 of 64), while the return from the user category was only 32% (23 of 72). The other limitation pertains to the fact that the trend analysis could only be performed on the respective groups taken as a whole, as it was not possible to perform the more convincing type of individual analysis.¹⁰

In summary, with respect to the question of the stability of user viewpoints toward the compatibility of the attest and MAS functions, it is admittedly recognized that the performed comparison with previous research studies and a "group" follow-up survey involving a small sample is not the most appropriate means for establishing the validity of the assertion that user attitudes have not basically changed over the years toward the MAS question. On the other hand, the evidence does reveal that over the years there has been a consistent demonstration that a substantial number of financial statement users perceive an inimical effect upon the auditor's attest opinion when he also performs MAS for the client. In other words, there is very little evidence, if any, to suggest that the overall situation has significantly changed since 1964 when Schulte and Briloff initially demonstrated that there was marked opposition among financial statement users to the AICPA's belief that reasonable observers will perceive no harmful effects arising from the CPA's dual performance of the attest and MAS functions for the same client.

9. Based on the number of mailed questionnaires, the overall response rate was 42%.

10. Though a large number of Briloff's respondents had consented to have their identity made public, the nature of their individual responses was, of course, kept confidential.

Importance of Independence

In order to properly evaluate the significance of respondents' views toward the compatibility of the attest and MAS functions, it must be determined (1) whether respondents consider independence to be an important attribute of the attesting CPA, and (2) whether the question of this dual performance represents an important problem. In this section, the results of the research bearing on the importance of independence will be presented, while in the following section respondents' opinions relating to the degree of concern that should be attached to the MAS question will be investigated.

In both the Schulte and Hartley and Ross studies, a similar inquiry as to the importance of independence was made of respondents. In response to Schulte's question ("To what degree do you believe that independence is necessary to CPAs audit-reports?"), an overwhelming majority of about 97% of the respondents believed that independence was "completely" or "quite necessary."¹¹ In the Hartley and Ross survey, the provided mean response to their question ("How important to you is the independence of the auditor?") indicated that both the CPAs and the financial statement users were overwhelmingly responding that independence is very important.¹²

However, both of the above questions fail to focus in on the alleged uniqueness of independence, i.e., its "sine qua non" property. Of all the statements made about the significance of independence, in the opinion of Carey and Doherty, "none is more penetrating than the conclusion of an official statement of the Council of the American Institute, adopted

11. Arthur Albert Schulte, Jr., The Concept of the CPA's Audit-Independence and Its Compatibility with Management Services, unpublished Ph. D. dissertation, University of Oregon, 1964, pp. 157-159.

12. Ronald V. Hartley and Timothy L. Ross, "MAS and Audit Independence: An Image Problem," The Journal of Accountancy (vol. 134, no. 5, November, 1972), p. 43.

in 1947."¹³ This statement, which in a slightly modified form became the basis for testing for the importance of independence in statement A-18, was as follows: "Independence, both historically and philosophically, is the foundation of the public accounting profession and upon its maintenance depends the profession's strength and its stature."¹⁴

Table 30 sets forth the results to this statement. It can be readily observed from the data that an overwhelming majority of the respondents, regardless of the view expressed on the criterion question C-6 or their demographic group affiliation, are of the opinion that independence is the "sine qua non" attribute of the accounting profession. However, the data also reveal a sequential ordering of the responses, with the not-unfavorable views toward the attesting CPA's performance of MAS displaying a slightly less general acceptance of the uniqueness of independence. But, as depicted in part 1 of Table 31 in which the comparison is between the total-agree responses and all other responses combined, the obtained phi-coefficients are not statistically very significant.

A more probing analysis of the data in Table 30 shows that the favorable respondents, in addition to giving relatively less "agree" responses, also showed a definite "reluctance" to "strongly agree" with the notion that independence is the foundation of the accounting profession.¹⁵ In other words, the data for all three groups in Table 30 indicate that as we go from the favorable to the unfavorable positions on the MAS question, there is a tendency for respondents to believe

13. John L. Carey and William O. Doherty, Ethical Standards of the Accounting Profession, (New York: AICPA, 1966), p. 42.

14. Ibid.

15. It is worth noting, as set forth in the Summary of Appendix G, that within each of the groups, the detract and favorable views had provided about the same percentage of strong opinions in the other statements of Part "A."

TABLE 30

Number of Respondents Having the Indicated Views Toward the Importance of
Independence Given Their Group Affiliation and Responses to Question C-6

Statement A-18: Independence is the foundation of the public accounting profession and upon its maintenance depends the profession's strength and its stature.

Response To C-6		Strongly Agree	Agree	Total Agrees	Unde- cided	Disagree	Strongly Disagree	Total Disagrees	Total Responses
<u>FINANCIAL ANALYSTS</u>									
DET	N	106	82	188	5	0	0	0	193
	%	54.9	42.5	97.4	2.6	0.0	0.0	0.0	100.0
NDV	N	14	28	42	2	1	0	1	45
	%	31.1	62.2	93.3	4.5	2.2	0.0	2.2	100.0
HNE	N	41	49	90	3	2	0	2	95
	%	43.2	51.5	94.7	3.2	2.1	0.0	2.1	100.0
ENH	N	15	17	32	1	2	0	2	35
	%	42.9	48.5	91.4	2.9	5.7	0.0	5.7	100.0
TOTAL	N	176	176	352	11	5	0	5	368
	%	47.8	47.8	95.6	3.0	1.4	0.0	1.4	100.0
<u>CPAs</u>									
DET	N	17	7	24	0	0	0	0	24
	%	70.8	29.2	100.0	0.0	0.0	0.0	0.0	100.0
NDV	N	3	5	8	0	0	0	0	8
	%	37.5	62.5	100.0	0.0	0.0	0.0	0.0	100.0
HNE	N	95	96	191	3	4	0	4	198*
	%	48.0	48.5	96.5	1.5	2.0	0.0	2.0	100.0
ENH	N	28	21	49	1	3	0	3	53
	%	52.8	39.6	92.4	1.9	5.7	0.0	5.7	100.0
TOTAL	N	143	129	272	4	7	0	7	283
	%	50.5	45.6	96.1	1.4	2.5	0.0	2.5	100.0
<u>AAA MEMBERS</u>									
DET	N	78	46	124	1	0	1	1	126
	%	61.9	36.5	98.4	0.8	0.0	0.8	0.8	100.0
NDV	N	19	15	34	0	1	0	1	35
	%	54.3	42.9	97.2	0.0	2.8	0.0	2.8	100.0
HNE	N	80	78	158	5	6	0	6	169
	%	47.3	46.2	93.5	3.0	3.5	0.0	3.5	100.0
ENH	N	34	33	67	1	5	3	8	76
	%	44.7	43.5	88.2	1.3	6.6	3.9	10.5	100.0
TOTAL	N	211	172	383	7	12	4	16	406
	%	52.0	42.4	94.4	1.7	3.0	1.0	3.9	100.0

* One respondent did not complete Part "A" of the questionnaire.

TABLE 31

**Phi-Coefficients Test Results: For
Differences By Groups Between Stated Views Toward
The Importance of Independence and Responses to Question C-6**

<u>Situation of Views Compared</u>	<u>FINANCIAL ANALYSTS</u>	<u>CPAs</u>	<u>AAA MEMBERS</u>
1. Comparison Between Total Agree Responses and All Other Responses Combined			
<u>DET/NOT-UNFAVORABLE</u>			
Phi-Coefficient	.08	.03	.11
Chi-Square	2.19	0.25	4.63
Level of Significance & Its Chi-Square Value	.20 1.64	.70 0.15	.05 3.84
Degrees of Freedom	1	1	1
Sample Size	368	283	406
2. Comparison Among All Response Categories*			
<u>DET/NDV/HNE/ENH</u>			
Phi-Coefficient	.13	.13	.14
Chi-Square	12.21	5.12	15.01
Level of Significance & Its Chi-Square Value	.10 10.64	.20 4.64	.05 12.59
Degrees of Freedom	6	3	6
Sample Size	368	283	406

* In order to be able to perform the Chi-Square Test, the data for the Financial Analysts and AAA Members were collapsed into the following three categories: Strongly Agree, Agree, and All Other Responses Combined. With respect to the CPAs, the data were collapsed into two categories: Strongly Agree, and All Other Responses Combined.

strongly that independence is the foundation of the accounting profession. However, as shown in part 2 of Table 31, the results are not statistically very significant, and the obtained values of the phi-coefficients are only revealing a weak correlation between respondents' views on the importance of independence and the compatibility of the attest and MAS functions. On the other hand, the occurrence of this relationship, strong or otherwise, is surprising because a priori we would not have expected any kind of relationship between the two variables. Furthermore, since our results are

cross-sectional, rather than longitudinal, it is unknown as to whether those respondents who have a favorable attitude toward the attesting CPA's performance of MAS had modified their views over the years concerning the "sine qua non" status of independence.

Importance of MAS Issue

A direct request was made of respondents in statement A-16 for their assessment of the importance to be attached to the issue of the attesting CPA's performance of MAS. The results of this inquiry and the related statistical tests are set forth in Tables 32 and 33, respectively.

On the one hand, the results indicate that with respect to both the AAA Members and financial analysts, there is a group view¹⁶ in the sense that a majority or near-majority of all views are of the opinion that the MAS controversy is an important problem to the accounting profession. On the other hand, the statement is also a moderately strong issue in the controversy in that there are substantial divergencies, as indicated by the correlation measures set forth in Table 33, between the responses of the various views of question C-6. In other words, due to the fact that the Detract respondents in these groups are overwhelmingly in agreement as to the importance of the MAS question,¹⁷ places these respondents significantly apart from

16. In our interpretation of this and other questions in this research study, a distinction is being made between a group consensus which occurs when the majority of each of the three general response categories to question C-6 provide the same kind of response and the situation where the group consensus is primarily being caused by the results of the group's dominant criterion viewpoint. It is with respect to the former situation that the term "group view" will be used.

17. With respect to all three groups, it should be noted that approximately 90% (308 of 343) of the DET respondents believe the MAS question is an important problem.

TABLE 32

Number of Respondents Having the Indicated Views Toward the Importance of
The "MAS Question" Given Their Group Affiliation and Responses to Question C-6

Statement A-16: The issue of whether the attesting CPA should perform MAS
should be considered a matter of great concern for the
accounting profession at the present time.

Response To C-6		Strongly Agree	Agree	Total Agrees	Unde- cided	Disagree	Strongly Disagree	Total Disagrees	Total Responses
FINANCIAL ANALYSTS									
DET	N	38	128	166	18	9	0	9	193
	%	19.7	66.3	86.0	9.3	4.7	0.0	4.7	100.0
NDV	N	1	28	29	10	6	0	6	45
	%	2.2	62.2	64.4	22.3	13.3	0.0	13.3	100.0
HNE	N	7	42	49	17	26	3	29	95
	%	7.4	44.2	51.6	17.9	27.4	3.1	30.5	100.0
ENH	N	5	18	23	4	8	0	8	35
	%	14.3	51.4	65.7	11.4	22.9	0.0	22.9	100.0
TOTAL	N	51	216	267	49	49	3	52	368
	%	13.9	58.7	72.6	13.3	13.3	0.8	14.1	100.0
CPAs									
DET	N	11	10	21	2	1	0	1	24
	%	45.8	41.7	87.5	8.3	4.2	0.0	4.2	100.0
NDV	N	1	5	6	1	1	0	1	8
	%	12.5	62.5	75.0	12.5	12.5	0.0	12.5	100.0
HNE	N	9	60	69	21	97	11	108	198*
	%	4.6	30.3	34.9	10.6	49.0	5.5	54.5	100.0
ENH	N	3	11	14	1	31	7	38	53
	%	5.7	20.7	26.4	1.9	58.5	13.2	71.7	100.0
TOTAL	N	24	86	110	25	130	18	148	283
	%	8.5	30.4	38.9	8.8	45.9	6.4	52.3	100.0
AAA MEMBERS									
DET	N	49	72	121	2	3	0	3	126
	%	38.9	57.1	96.0	1.6	2.4	0.0	2.4	100.0
NDV	N	5	17	22	9	4	0	4	35
	%	14.3	48.6	62.9	25.7	11.4	0.0	11.4	100.0
HNE	N	19	66	85	17	61	6	67	169
	%	11.2	39.1	50.3	10.0	36.1	3.6	39.7	100.0
ENH	N	6	28	34	10	30	2	32	76
	%	7.9	36.8	44.7	13.2	39.5	2.6	42.1	100.0
TOTAL	N	79	183	262	38	98	8	106	406
	%	19.5	45.0	64.5	9.4	24.1	2.0	26.1	100.0

* One respondent did not complete Part "A" of the questionnaire.

TABLE 33

Phi-Coefficients Test Results: For
Differences By Groups Between Stated Views Toward the
Importance of the "MAS Question" and Responses to Question C-6

<u>Situation of Views Compared</u>	<u>FINANCIAL ANALYSTS</u>	<u>CPAs</u>	<u>AAA MEMBERS</u>
<u>1. Comparison Between Total Agree Responses and All Other Responses Combined</u>			
<u>DET/NOT-UNFAVORABLE</u>			
Phi-Coefficient	.31	.29	.44
Chi-Square	35.50	23.91	77.22
Level of Significance & Its Chi-Square Value	.001 10.83	.001 10.83	.001 10.83
Degrees of Freedom	1	1	1
Sample Size	368	283	406
<u>2. Comparison Among All Response Categories*</u>			
<u>DET/NDV/HNE/ENH</u>			
Phi-Coefficient	.23	**	.30
Chi-Square	56.55		111.38
Level of Significance & Its Chi-Square Value	.001 27.88		.001 27.88
Degrees of Freedom	9		9
Sample Size	368		406

* In order to be able to perform the Chi-Square Test, the data for the Financial Analysts and AAA Members were collapsed into the following four categories: Strongly Agree, Agree, Undecided, and All Disagree Responses Combined.

** Data were not amenable to the computation of the Chi-Square Test.

all other respondents even though there is a consensus among all individuals as to the importance of the problem.

The results for the CPAs must be interpreted differently. Here, as opposed to the other two demographic groups, the obtained measure of association represents a difference in the underlying "kind" of responses. While the results for the CPAs' DET and NDV views are quite consistent with the applicable respondents in the other groups, the majority of the favorable CPAs (i.e., HNE and ENH views) do not believe that the MAS

question should be considered a matter of great importance. In fact, when compared to all other respondents in the survey who indicated a "Not-Unfavorable" view on the MAS question, these favorable CPAs are uniquely alone in their observation that the MAS issue should be so lightly considered (Φ -Coefficient=.26; Chi-Square=49.48; at the .001 level of significance the Chi-Square value is 18.46; d.f.=4; sample size=714, i.e., 251 favorable CPAs and all the other 463 respondents who expressed a "Not-Unfavorable" view on the MAS question).¹⁸

In the Hartley and Ross study, the only other study which specifically investigated respondents' views on this matter, the researchers had concluded from the data that respondents believe the MAS issue to be a "minor" problem area. This conclusion, which we considered to be an incorrect inference from the question that was actually asked, was also criticized as being misleading, since the majority of the subjects

18. For those who are familiar with Leon Festinger's theory of cognitive dissonance, there may be a temptation to explain the results from both statements A-16 and A-18 in terms of his theory. According to the theory, dissonance is said to occur whenever a person simultaneously holds two inconsistent cognitions. This inconsistency is so uncomfortable to the person that he will strive to reduce the conflict in the easiest way possible. One method of reducing the conflict is to change one of the cognitions so that both appear to better "fit" together. Another particularly easy way to reduce the dissonance is to minimize the negative aspects of the action one has chosen. Thus, with respect to the MAS controversy, it would be argued that the belief that the attesting CPA should perform MAS for his audit clients is in dissonance with the belief that independence is the "sine qua non" attribute of the attesting CPA. The resulting conflict is either resolved by giving up the notion that the attesting CPA should perform MAS or forsaking the unique importance that has been historically attached to the concept of independence. In addition, the dissonance is further reduced by dismissing the whole MAS controversy as a relatively minor problem area. In general, the results from statements A-16 and A-18 appear to be consistent with the theory, especially for the favorable CPAs who, from an a priori point of view, would be the one group that had the greatest likelihood for experiencing dissonance with respect to the MAS question. Undoubtedly, more specific research is needed in order to eliminate alternative explanations of the data. Within the accounting literature, a discussion of Festinger's theory may be found in the "Report of the Committee on Behavioral Science Content of the Accounting Curriculum," The Accounting Review (Supplement to vol. XLVI, 1971), pp. 256-257.

in the study were in fact practicing CPAs.¹⁹

Based on the results obtained from the present study's direct inquiry into this issue, we are now in position to offer empirical evidence to refute the conclusion offered in the Hartley and Ross study. As shown in Table 32, except for the favorable CPAs, the prevailing opinion of all respondents is that the MAS question "should be considered a matter of great concern for the accounting profession at the present time." Furthermore, assuming no particular difference in the frame of mind between the CPAs sampled by Hartley and Ross and the CPAs participating in the present study,²⁰ it is quite obvious as to how Hartley and Ross arrived at their conclusion, since approximately 50% of their subjects were practicing CPAs. Therefore, we may conclude that the conclusion by Hartley and Ross as to the importance of the MAS question was predetermined by their research design.

19. See above, pages 34-45.

20. This assumption appears to be reasonable since both studies, conducted within about a year of each other, used random sampling.

CHAPTER VI

RESULTS (CONTINUED)

Assessment of Validity and Reliability of Attitude Tests

Part "A" Test

Overview Analysis

The 40-item test (i.e., excluding statements A-16 and A-18) of Part "A" offered a theoretical scoring range from 40 to 200. The actual distribution of scores, segregated according to the respondents' responses to the criterion question of C-6, for each of the three demographic groups sampled in this survey is presented in Appendix B. Descriptive summary data of the scores on this test are set forth in Table 34.

The nonparametric Kolmogorov-Smirnov (K-S) test was used in testing for the significance of differences between the various pertinent cumulative distributions. Table 35 sets forth the results from the application of the K-S test for intragroup, interview comparisons, while Table 36 shows the results of the intergroup, intraview comparisons.

The results indicate the existence of a direct relationship between the respondents' responses to the criterion question and the total score achieved on the "issue" test of Part "A." In other words, within each sampled group those respondents who perceive a favorable effect (i.e., HNE and ENH views) on the CPA's audit report when he also performs MAS

TABLE 34

**Analysis of Scores By Groups on Part "A"
Test Given the Responses to Question C-6**

	Response to Question C-6			
	DET	NDV	HNE	ENH
<u>FINANCIAL ANALYSTS</u>				
Sample Size	193	45	95	35
Actual Range of Scores	61-144	98-136	92-165	99-158
Mean Score	98.97	115.62	125.38	133.31
Median Score	100.61	115.00	124.34	134.25
Mean Score Per Question	2.47	2.89	3.13	3.33
Median Score Per Question	2.28	2.84	3.29	3.65
Percentage of Total Responses Scored as:				
Favorable Responses	19.2%	29.7%	45.9%	57.4%
Undecided Responses*	20.1%	30.7%	19.4%	15.1%
Unfavorable Responses	60.7%	39.6%	34.7%	27.5%
<u>CPAs</u>				
Sample Size	24	8	198	53
Actual Range of Scores	67-135	115-145	115-173	127-179
Mean Score	104.38	127.50	143.52	150.38
Median Score	104.50	127.00	144.07	149.00
Mean Score Per Question	2.61	3.19	3.59	3.76
Median Score Per Question	2.34	3.38	3.83	3.96
Percentage of Total Responses Scored as:				
Favorable Responses	30.3%	47.5%	66.5%	72.3%
Undecided Responses*	13.5%	20.6%	12.1%	10.2%
Unfavorable Responses	56.1%	31.9%	21.5%	17.5%
<u>AAA MEMBERS</u>				
Sample Size	126	35	169	76
Actual Range of Scores	67-137	93-145	101-175	108-174
Mean Score	105.13	122.43	137.33	141.92
Median Score	105.50	122.25	138.10	141.25
Mean Score Per Question	2.63	3.06	3.43	3.55
Median Score Per Question	2.36	3.11	3.71	3.80
Percentage of Total Responses Scored as:				
Favorable Responses	27.9%	38.2%	59.9%	65.1%
Undecided Responses*	16.1%	30.4%	14.9%	13.1%
Unfavorable Responses	56.0%	31.4%	25.2%	21.8%

(Continued On Next Page)

* Unanswered questions were considered as "Undecided" responses. Since these "blanks" only totaled 92 in number, being proportionately distributed among all views of the three groups and generally restricted to one per respondent, the effect of their inclusion in the results is negligible.

TABLE 34 (Continued)

	Response to Question C-6			
	DET	NDV	HNE	ENH
<u>ALL GROUPS</u>				
Sample Size	343	88	462	164
Actual Range of Scores	61-144	93-145	92-175	99-179
Mean Score	101.62	119.41	137.53	142.82
Median Score	101.75	118.25	138.58	142.17
Mean Score Per Question	2.54	2.99	3.44	3.57
Median Score Per Question	2.31	2.98	3.71	3.82
Percentage of Total Responses Scored as:				
Favorable Responses	23.1%	34.7%	59.8%	65.8%
Undecided Responses	18.2%	29.7%	14.6%	12.6%
Unfavorable Responses	58.7%	35.6%	25.6%	21.6%

received significantly higher scores than the unfavorable (DET) respondents. Furthermore, based on their scoring distributions, it can be observed that the NDV respondents in each group significantly achieved a neutral position between the favorable and unfavorable views. It is also interesting to note that within each group the results suggest that the strength of the difference between the distribution of scores for the two favorable views is not substantial, which provides some assurance for considering these respondents as having the same "kind" of attitude toward the MAS question.

The scoring "reason" for these obtained differences is readily explainable by noting in Table 34 the obtained percentage distribution of the kind of responses provided by each of the views. It can be seen that in each of the groups the majority of responses provided by the DET respondents were unfavorable or those responses that had been precoded with a score value of 2 or 1, while for the HNE and ENH views, the majority of the responses were favorable or those that had been precoded with a score value of 4 or 5. In addition, one

TABLE 35

Kolmogorov-Smirnov Test Results: For Intragroup
Differences of the Cumulative Distribution of Scores
On Part "A" Test Between the Indicated Views of Question C-6

Views Compared ¹ (n ₁ /n ₂)	Sample Size n ₁ /n ₂	Statistic D*	Chi-Square	Test Results**	
				Level of Significance	Its Chi-Square Value
<u>FINANCIAL ANALYSTS</u>					
DET/NDV	193/45	.677	66.90	.001	13.82
HNE/ENH	95/35	.303	9.39	.01	9.21
DET+NDV/ HNE+ENH	238/130	.644	139.48	.001	13.82
<u>CPAs</u>					
DET/NDV	24/8	.792	15.05	.001	13.82
HNE/ENH	198/53	.235	9.24	.01	9.21
DET+NDV/ HNE+ENH	32/251	.790	70.85	.001	13.82
<u>AAA MEMBERS</u>					
DET/NDV	126/35	.524	30.08	.001	13.82
HNE/ENH	169/76	.170	6.06	.05	5.99
DET+NDV/ HNE+ENH	161/245	.728	205.96	.001	13.82

* For each comparison, the obtained D statistic resulted from the least favorable category (i.e., the indicated n_1 category) having the larger cumulative distribution value. Since the obtained Chi-Square value for any comparison is largely related to the sample sizes, interpretation of the results should also include a relative comparison among the obtained D values.

** For all comparisons, the Degrees of Freedom=2.

1. Since there are four possible responses to the criterion question, statistical theory states that there can be only three "independent" comparisons. Furthermore, the selected comparisons must also satisfy the condition of "orthogonality." Therefore, in order to investigate the differences among all four criterion views, while at the same time conforming to the requirements of statistical theory, the indicated three comparisons must be performed. For a discussion of "independent" and "orthogonal" comparisons, see, for example: William L. Hays, Statistics for Psychologists, (New York: Holt, Rinehart and Winston, Inc., 1963), pp. 459-474.

TABLE 36

Kolmogorov-Smirnov Test Results: For Question C-6
Intraview Differences of the Cumulative Distribution
Of Scores on Part "A" Test Between the Indicated Groups

Groups Compared (n_1/n_2)	Sample Size n_1/n_2	Statistic D^*	Chi-Square	Test Results**	
				Level of Significance	Its Chi-Square Value
View					
<u>FINANCIAL ANALYSTS/CPAs</u>					
DET	193/24	.219	4.10	.20	3.22
NDV	45/8	.608	10.04	.01	9.21
HNE	95/198	.556	79.38	.001	13.82
ENH	35/53	.601	30.46	.001	13.82
<u>AAA MEMBERS/CPAs</u>					
DET	126/24	.096	0.74	.70	0.71
NDV	35/8	.189	0.93	.70	0.71
HNE	169/198	.254	23.53	.001	13.82
ENH	76/53	.351	15.39	.001	13.82

* Except for the AAA Members/CPAs comparison of the DET view, the obtained D statistic resulted from the n_1 indicated group having the larger cumulative distribution value.

** For all comparisons, the Degrees of Freedom=2.

has to be impressed with the relationship between the stated views to the criterion C-6 question and the ordering of the overall nature of responses given on the 40-item, Part "A" test. In each group, when going from the DET to the ENH view, there is both an increasing percentage of favorable responses and a decreasing percentage of unfavorable responses. Interestingly, the proportionate distribution among the three kinds of responses for the NDV respondents provides additional assurance for the so-called "neutral" designation of these respondents.

Based on the analysis of the data in Table 34, along with the results of the K-S tests presented in Table 36, there are some substantial inter-group, intraview differences toward the issues of the MAS controversy

as measured by the total score achieved on the Part "A" test. The largest intraview differences occurred among those respondents who provided favorable responses to question C-6, with the difference in the distribution of scores between the CPAs and Financial Analysts being the most substantial.

Therefore, the results of the Part "A" test demonstrate, on the one hand, that for each of the three major demographic groups surveyed in this study, there exists a direct relationship between the respondent's perception of the compatibility of the attest and MAS functions, as expressed by his response to the criterion question, and his total viewpoints on the issues of the MAS controversy. Furthermore, using the achieved score on the Part "A" test as a surrogate measure of the respondent's overall attitude toward the MAS question, we may state that there exist varying degrees of acceptance or rejection toward the attesting CPA's performance of MAS. In general, the respondent's relative degree of acceptance or rejection of the CPA's performance of the dual functions is directly related to the demographic group with which the respondent is associated.

Before the results bearing on the strength of these obtained relationships are presented, the reliability of the Part "A" test will be investigated.

Reliability of Part "A" Test

Since an equal number of questions of the 40-item test came from two distinct sources (i.e., 20 questions were derived from the official AICPA literature and the other 20 questions came from "other" sources) and their placement on the questionnaire was randomly determined, an internal-consistency type of reliability evaluation may be computed by

correlating respondents' scores between the two, 20-question halves of the test.²

Reliabilities were assessed by separately investigating each of the three groups surveyed in this study. The obtained Spearman Rank Correlation Coefficients (r_s) and the reliability coefficients as computed by the Spearman-Brown Formula³ are set forth in Table 37. The data used for this test are located in Appendix C.

TABLE 37
Reliability Coefficients for Part "A" Test

	<u>FINANCIAL ANALYSTS⁴</u>	<u>CPAs</u>	<u>AAA MEMBERS</u>
Spearman's Rank Correlation Coefficient (r_s)	.82	.72	.80
Significance:			
t=	27.39	17.42	26.80
p=	<.001	<.001	<.001
d.f.=	366	281	404
Reliability Coefficient (Spearman-Brown Formula)	.90	.83	.89

With respect to the question as to what should be the size of the reliability coefficient in order for the test to be considered reliable,

2. Technically, scores are not correlated, but the correlation involves ranks which are determined by the relative distribution of scores.
3. It should be recalled that in performing the Spearman Rank Correlation between two halves of a test actually results in an obtained correlation for each half of the test. The Spearman-Brown Formula is designed to estimate the reliability coefficient for the whole test. For a discussion of the Spearman-Brown Formula, including the fact that it produces a conservative estimate of the reliability of the whole test, see: J. P. Guilford and Benjamin Fruchter, Fundamental Statistics in Psychology and Education, Fifth Edition, (New York: McGraw-Hill Book Company, 1973), pp. 414-415.

4. A separate reliability assessment was also made for each of the two "kinds" of financial analysts. Interestingly, for both the Chartered and "Other" financial analysts, the reliability coefficients were .90.

Guilford and Fruchter state the following:

(T)here has been general agreement that to be sufficiently reliable for discriminating very accurately between individuals, a test should have a reliability coefficient of at least .94. Some have been more liberal in this regard, allowing a minimum of .90, while others have settled for even lower values. The higher standards are rarely attainable, and it is safe to say that most tests in use fail to meet them....

(T)he fact remains that in practice we expect reliability coefficients to be in the upper brackets of r values, usually .70 to .98.⁵

Therefore, based on the foregoing, it is judged that the obtained reliability coefficients in Table 37 are quite adequate.

Correlation Between the Scores on the Part "A" Test
And Responses to Question C-6

In order to assess the strength of this direct relationship between the scores achieved on the Part "A" test and the respective responses given to the criterion C-6 question, some appropriate grouping of scores is required in order to compute the phi-coefficient correlation measure. However, as is the case with most attitude tests, no a priori interpretation can be attached to the original, or raw, scores, and thus there is no "natural" way to group the scores. Therefore, some appropriate transformation of the data must be performed before we are able to proceed with the statistical analysis of the data.

One common approach (which is quite simple from a computational point of view), as Ferguson⁶ notes, is to convert the set of scores into percentile ranks. In applying this transformation procedure, we have proportionately segregated the percentile ranks into four categories,

5. J. P. Guilford and Benjamin Fruchter, op. cit., pp. 91-92.

6. George A. Ferguson, Statistical Analysis in Psychology and Education, (New York: McGraw-Hill Book Company, Inc., 1959), p. 210.

i.e., quartiles. Furthermore, in order to achieve a more appropriate basis for comparability among the groups, the scores for each of the demographic groups studied in the survey are uniformly categorized according to the respective range of scores that is obtained when the percentile transformation is applied to the scores of all the participants of the survey. The results of this process are set forth in Table 38. (The data for Table 38 were obtained from Appendix B.)

The phi-coefficients test results for the interview comparisons are presented in Table 39. Therein, it should be noted that the phi-coefficients were determined for two different arrangements of score categories. Part 1 shows the results when the scores are in the four-category arrangement, and in part 2, the results are for when the upper three quartiles are combined into one category and compared with the low scores of the first quartile.

Both kinds of analyses will provide meaningful information. On the one hand, the four-category analysis will provide for each demographic group the desired correlation measure of the strength of the obtained direct relationship between the scores achieved on the Part "A" test and responses to the criterion question. On the other hand, the two-category analysis seeks to determine if the validity of the test, or its correlation with the criterion, is essentially due to the DET respondents receiving the much lower scores as compared to the other views.

Based on the phi-coefficients test results in Table 39, we may conclude that the total score on the Part "A" test is a valid representation of the respondent's overall attitude toward the MAS question. This conclusion is derived from the showing of a rather strong relationship within all three demographic groups between the response

TABLE 38

Number of Respondents Having Scores on the Part "A"
Test Within the Indicated Categories of Score Ranges
Given Their Group Affiliation and Responses to Question C-6

Range of Scores*	Response to Question C-6									
	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>FINANCIAL ANALYSTS</u>										
61-107	153	79.3	7	15.6	11	11.6	1	2.9	172	46.7
108-127	39	20.2	31	68.8	42	44.2	10	28.5	122	33.2
128-142	0	0.0	7	15.6	29	30.5	17	48.6	53	14.4
143-179	<u>1</u> 193	<u>0.5</u> 100.0	<u>0</u> 45	<u>0.0</u> 100.0	<u>13</u> 95	<u>13.7</u> 100.0	<u>7</u> 35	<u>20.0</u> 100.0	<u>21</u> 368	<u>5.7</u> 100.0
<u>CPAs</u>										
61-107	15	62.5	0	0.0	0	0.0	0	0.0	15	5.3
108-127	7	29.2	4	50.0	17	8.6	1	1.9	29	10.2
128-142	2	8.3	3	37.5	73	36.9	11	20.7	89	31.5
143-179	<u>0</u> 24	<u>0.0</u> 100.0	<u>1</u> 8	<u>12.5</u> 100.0	<u>108</u> 198	<u>54.5</u> 100.0	<u>41</u> 53	<u>77.4</u> 100.0	<u>150</u> 283	<u>53.0</u> 100.0
<u>AAA MEMBERS</u>										
61-107	71	56.3	5	14.3	4	2.4	0	0.0	80	19.7
108-127	49	38.9	16	45.7	30	17.7	8	10.5	103	25.4
128-142	6	4.8	12	34.3	80	47.4	36	47.4	134	33.0
143-179	<u>0</u> 126	<u>0.0</u> 100.0	<u>2</u> 35	<u>5.7</u> 100.0	<u>55</u> 169	<u>32.5</u> 100.0	<u>32</u> 76	<u>42.1</u> 100.0	<u>89</u> 406	<u>21.9</u> 100.0
<u>ALL GROUPS</u>										
61-107	239	69.7	12	13.6	15	3.2	1	0.6	267	25.3
108-127	95	27.7	51	58.0	89	19.3	19	11.6	254	24.0
128-142	8	2.3	22	25.0	182	39.4	64	39.0	276	26.1
143-179	<u>1</u> 343	<u>0.3</u> 100.0	<u>3</u> 88	<u>3.4</u> 100.0	<u>176</u> 462	<u>38.1</u> 100.0	<u>80</u> 164	<u>48.8</u> 100.0	<u>260</u> 1057	<u>24.6</u> 100.0

* The score ranges of each applicable category are the same as those obtained in the percentile transformation of all respondents' scores.

TABLE 39

Phi-Coefficients Test Results: For Part "A" Test
Differences By Groups Between Distribution of Scores
Into Percentile Categories and Responses to Question C-6

<u>Situation of Views Compared</u>	<u>FINANCIAL ANALYSTS</u>	<u>CPAs</u>	<u>AAA MEMBERS</u>
<u>1. Four-Category Analysis</u>			
<u>DET/NDV/HNE/ENH</u>			
Phi-Coefficient	.46	.60*	.46
Chi-Square	231.56	200.76	252.72
Level of Significance & Its Chi-Square Value	.001 27.88	.001 22.46	.001 27.88
Degrees of Freedom	9	6	9
Sample Size	368	283	406
<u>2. Two-Category Analysis</u>			
<u>DET/NDV/HNE/ENH</u>			
Phi-Coefficient	.69	.75**	.62
Chi-Square	176.40	158.71	158.32
Level of Significance & Its Chi-Square Value	.001 16.27	.001 10.83	.001 16.27
Degrees of Freedom	3	1	3
Sample Size	368	283	406

* In order to perform the Chi-Square Test, the results for the NDV respondents were combined with the HNE respondents.

** In order to perform the Chi-Square Test, the results for the NDV, HNE and ENH respondents were combined into a "Not-Unfavorable" group.

to question C-6 and the achieved score on the test. In addition, as can be noted in part 2 of Table 39, the results rather convincingly demonstrate that the strong correlations within each of the three groups were primarily due to the very marked difference between the much lower scores achieved by the Detract respondents as compared to the higher scores of all the other views.

This latter finding is quite consistent with one of the requirements imposed by the psychological literature as to the way in which a Likert-type attitude test should perform: namely, the scores achieved

by those respondents with an unfavorable attitude toward the issue under study should primarily fall within the lowest quartile.⁷

The results bearing upon the strength of the obtained intergroup, intraview differences are presented in Table 40. In order to have a common frame of reference with the above intragroup, interview comparisons, the phi-coefficients were also computed on the categorized results of Table 38, in which the categories were determined by applying the percentile transformation procedure to the scores of all respondents who participated in the survey. Furthermore, it should also be noted that the correlation measures were determined for two different arrangements of score categories, i.e., the four-category and two-category analyses. The purpose of the former analysis is to obtain a measure of the overall differences between the applicable demographic groups for the particular response to question C-6, while the two-category analysis provides a means for assessing the "nature" of any intraview differences.

Based on the phi-coefficients test results in Table 40, we may conclude that the only substantial intraview differences are within the favorable views toward the MAS question, i.e., the HNE and ENH views. These differences were especially strong for the comparisons between the CPAs and Financial Analysts. However, based on the results of the two-category analysis, it may be argued that the differences among the favorable respondents of the various groups are one of "degree," rather than of "kind." In other words, the strong correlations obtained for the various favorable comparisons appear to be due to differences in the distribution of scores among the upper three

7. See, for example: Marvin D. Dunnette and Wayne K. Kirchner, Psychology Applied to Industry, (New York: Meredith Publishing Company, 1965), p. 219.

TABLE 40

Phi-Coefficients Test Results: For Part "A" Test
Differences By Response to Question C-6 Between Distribution of
Scores Into Percentile Categories and Indicated Demographic Groups

Groups Compared	Response To Question C-6			
	DET	NDV	HNE	ENH
<u>1. Four-Category Analysis</u>				
<u>CPAs/FINANCIAL ANALYSTS</u>				
Phi-Coefficient	*	*	.55	.60**
Chi-Square			90.04	31.35
Level of Significance & Its Chi-Square Value			.001	.001
Degrees of Freedom			16.27	13.82
Sample Size			3	2
			293	88
<u>CPAs/AAA MEMBERS</u>				
Phi-Coefficient	.09***	*	.24**	.36**
Chi-Square	1.13		21.04	16.28
Level of Significance & Its Chi-Square Value	.70		.001	.001
Degrees of Freedom	0.71		13.82	13.82
Sample Size	2		2	2
	150		367	129
<u>2. Two-Category Analysis</u>				
<u>CPAs/FINANCIAL ANALYSTS</u>				
Phi-Coefficient	.11	.09	.27	.02
Chi-Square	2.54	0.40	20.72	0.04
Level of Significance & Its Chi-Square Value	.20	.70	.001	.90
Degrees of Freedom	1.64	0.15	10.83	0.016
Sample Size	1	1	1	1
	217	53	293	88
<u>CPAs/AAA MEMBERS</u>				
Phi-Coefficient	.03	.08	.09	.00
Chi-Square	0.11	0.28	2.80	0.00
Level of Significance & Its Chi-Square Value	.80	.70	.10	.99
Degrees of Freedom	0.064	0.15	2.71	0.00
Sample Size	1	1	1	1
	150	43	367	129

* Data were not amenable to the computation of the Chi-Square Test.

** In order to perform the Chi-Square Test, the results for the first and second quartiles were combined into one category.

*** In order to perform the Chi-Square Test, the results for the third and fourth quartiles were combined into one category.

quartiles as opposed to being the result of any one of the favorable views' scores falling substantially within the lowest quartile.

This interpretation may be substantiated by comparing the "strongest" intraview correlation among the FAV respondents to the results obtained in the intragroup, interview comparisons. For example, in the two-category analysis between the CPAs and Financial Analysts involving the HNE respondents, the correlation value was only .27. On the other hand, the applicable correlation measures for any of the three demographic groups, as indicated in Table 39, were at least .62.

This latter demonstration suggests that the criterion question, as it pertains to the issues of the MAS controversy, has somewhat of a comparable meaning from group to group. In order to accept this assertion, we would demand that the cross-validations (between polar views of the different groups) would prove to be stronger than the intraview correlations. Upon analysis, this was ascertained to be the case. For example, when comparing (with the data⁸ in the two-category arrangement) the HNE Financial Analysts, who achieved the lowest scores among all of the favorable respondents, to either the unfavorable CPAs (Phi-Coefficient=.47; Chi-Square=26.19; at the .001 level of significance the Chi-Square value is 10.83; d.f.=1; sample size=119) or the unfavorable professors (Phi-Coefficient=.45; Chi-Square=44.62; at the .001 level of significance the Chi-Square value is 10.83; d.f.=1; sample size=221), the obtained measures were stronger than any of the applicable intraview correlations.

All of the preceding correlation results provide affirmation that the Part "A" test is a valid instrument for assessing attitudes on the issue of the attesting CPA's performance of MAS. We should be even more

8. The analysis is based on the data provided in Table 38.

confident in the validity of the test if it can be also shown that the individuals would respond in a similar way to another type of test which measures attitudes on the MAS question. For this more extensive validation procedure, the Part "B" test was developed. However, before we may correlate the results for the two tests, it must first be established that the Part "B" test can be considered an adequate instrument for assessing attitudes on the MAS question. Therefore, we now turn to the analysis of the Part "B" test results in terms of its own relationship with the criterion question.

Part "B" Test

Overview Analysis

This 25-item test offered a theoretical scoring range from 25 to 100. The former score indicates that the respondent believes that the attesting CPA should not perform service in any of the particular areas provided in the test, while the latter score was achieved when all three roles (i.e., fact-gatherer, recommender, and technical implementor) in each of the stated 25-areas of MAS was considered by the respondent to be the appropriate involvement for the attesting CPA. Scores between the limits were dependent upon both the number of "No" responses provided and the number of roles checked in the acceptable areas. Appendix D sets forth, by demographic affiliation and response to question C-6, the actual distribution of scores. Descriptive summary data of this test are presented in Table 41.

The nonparametric Kolmogorov-Smirnov (K-S) test was used in testing for the significance of differences between the various pertinent cumulative distributions. Tables 42 and 43 contain the results for the

TABLE 41

**Analysis of Scores By Groups on Part "B"
Test Given the Responses to Question C-6**

	Response to Question C-6			
	DET	NDV	HNE	ENH
<u>FINANCIAL ANALYSTS</u>				
Sample Size*	185	40	94	33
Actual Range of Scores	25-81	33-68	30-100	37-100
Mean Score	38.66	45.70	51.20	54.73
Median Score	36.38	41.50	49.17	50.00
Mean Score Per Question	1.55	1.83	2.06	2.19
Median Score Per Question	1.31	1.63	1.85	2.07
Percentage of Total Responses that were:				
No Responses	61.9%	45.7%	41.1%	32.7%
One Role Responses	25.1%	33.8%	25.6%	30.3%
Two Role Responses	9.4%	12.5%	19.9%	22.3%
Three Role Responses	3.5%	7.5%	13.2%	14.2%
Unanswered**	0.1%	0.5%	0.2%	0.5%
<u>CPAs</u>				
Sample Size*	24	8	197	52
Actual Range of Scores	25-78	49-72	35-100	38-100
Mean Score	47.92	56.75	63.17	67.27
Median Score	43.83	55.50	61.00	68.50
Mean Score Per Question	1.92	2.27	2.53	2.69
Median Score Per Question	1.72	2.30	2.45	2.72
Percentage of Total Responses that were:				
No Responses	43.3%	29.5%	20.2%	17.6%
One Role Responses	30.8%	25.5%	31.3%	27.2%
Two Role Responses	16.7%	33.5%	24.0%	23.8%
Three Role Responses	8.8%	11.5%	24.2%	31.4%
Unanswered**	0.3%	0.0%	0.3%	0.1%
<u>AAA MEMBERS</u>				
Sample Size*	124	32	168	76
Actual Range of Scores	25-79	26-72	31-100	33-100
Mean Score	43.14	49.19	59.27	58.68
Median Score	40.79	50.00	58.00	58.00
Mean Score Per Question	1.73	1.97	2.37	2.35
Median Score Per Question	1.50	1.92	2.29	2.27
Percentage of Total Responses that were:				
No Responses	50.1%	34.6%	22.8%	25.1%
One Role Responses	32.2%	36.8%	34.6%	32.5%
Two Role Responses	12.8%	25.9%	25.4%	24.9%
Three Role Responses	4.8%	2.5%	17.0%	17.3%
Unanswered**	0.1%	0.2%	0.2%	0.2%

(Continued On Next Page)

TABLE 41 (Continued)

	Response to Question C-6			
	DET	NDV	HNE	ENH
<u>ALL GROUPS</u>				
Sample Size*	333	80	459	161
Actual Range of Scores	25-81	26-72	30-100	33-100
Mean Score	40.99	48.20	59.34	60.65
Median Score	38.31	49.67	57.33	58.07
Mean Score Per Question	1.64	1.93	2.37	2.43
Median Score Per Question	1.39	1.80	2.28	2.35
Percentage of Total Responses that were:				
No Responses	56.2%	39.6%	25.4%	24.2%
One Role Responses	28.1%	34.2%	31.4%	30.4%
Two Role Responses	11.2%	20.0%	23.7%	24.0%
Three Role Responses	4.4%	5.9%	19.3%	21.2%
Unanswered**	0.1%	0.3%	0.2%	0.2%

* Figure totals do not check with those of the Part "A" test since some respondents did not answer both tests.

** Each of this negligible number of unanswered items was given a score value of 4. Except for analyses pertaining to total scores, these "blanks" were otherwise ignored.

intragroup, interview comparisons and intergroup, intraview comparisons, respectively.

In general, the results appear to be quite consistent with those of the Part "A" test. Based on the K-S test results, we observe the existence of a direct relationship between the respondents' responses to the criterion question and the total score achieved on the Part "B" test. In addition, it can be observed once again that both the NDV respondents have achieved a "middle" scoring position between the lower scores of the DET respondents and the higher scores of the favorable respondents, and that the two favorable views (i.e., HNE and ENH) show no substantial (and for this test, statistically significant) differences in their scoring distributions.

An examination of Table 41 shows that the DET respondents obtained their lower scores in two ways. They provided a greater number of "No"

TABLE 42

Kolmogorov-Smirnov Test Results: For Intragroup
Differences of the Cumulative Distribution of Scores
On Part "B" Test Between the Indicated Views of Question C-6

Views Compared* (n ₁ /n ₂)	Sample Size n ₁ /n ₂	Statistic D**	Chi-Square	Test Results***	
				Level of Significance	Its Chi-Square Value
<u>FINANCIAL ANALYSTS</u>					
DET/NDV	185/40	.368	17.82	.001	13.82
HNE/ENH	94/33	.115	1.29	.70	0.71
DET+NDV/ HNE+ENH	225/127	.457	67.82	.001	13.82
<u>CPAs</u>					
DET/NDV	24/8	.625	9.38	.01	9.21
HNE/ENH	197/52	.142	3.32	.20	3.22
DET+NDV/ HNE+ENH	32/249	.358	14.54	.001	13.82
<u>AAA MEMBERS</u>					
DET/NDV	124/32	.290	8.56	.02	7.82
HNE/ENH	168/76	.068	0.97	.70	0.71
DET+NDV/ HNE+ENH	156/244	.396	59.69	.001	13.82

* See note #1 above on page 100 for an explanation regarding the arrangement of the views compared.

** Except for the HNE/ENH comparison of the AAA Members, the obtained D statistic resulted from the least favorable category (i.e., the indicated n_1 category) having the larger cumulative distribution value. As noted above in Table 35, interpretation of the results should also include a relative comparison among the obtained D values.

*** For all comparisons, the Degrees of Freedom=2.

TABLE 43

Kolmogorov-Smirnov Test Results: For Question C-6
Intraview Differences of the Cumulative Distribution
Of Scores on Part "B" Test Between the Indicated Groups

Groups Compared (n_1/n_2)	Sample Size n_1/n_2	Statistic D^*	Chi-Square	Test Results**	
				Level of Significance	Its Chi-Square Value
View					
FINANCIAL ANALYSTS/CPAs					
DET	185/24	.444	16.75	.001	13.82
NDV	40/8	.550	8.07	.02	7.82
HNE	94/197	.360	32.99	.001	13.82
ENH	33/52	.356	10.23	.01	9.21
AAA MEMBERS/CPAs					
DET	124/24	.252	5.11	.10	4.60
NDV	32/8	.438	4.91	.10	4.60
HNE	168/197	.142	7.31	.05	5.99
ENH	76/52	.297	10.89	.01	9.21

* In all comparisons, the obtained D statistic resulted from the n_1 indicated group having the larger cumulative distribution value.

** For all comparisons, the Degrees of Freedom=2.

responses and a lesser number of roles for those areas in which the performance of MAS was acceptable.⁹ However, as is shown by the data (and also generally confirmed by the K-S tests in Table 43), there appears to be a demographic ordering within each view. In all views, the professors maintained a central scoring position between the lower Financial Analysts and the higher scoring CPAs. This suggests that in addition to a so-called "compatibility" factor, there is an added demographic factor in determining the acceptable level of involvement in MAS for the attesting CPA.

From an "absolute" point of view, the results of the Part "B" test

9. The responses to the specific MAS areas, including the particular qualifications that accompany the acceptance of the attesting CPA's performance of MAS, will be investigated in the next chapter.

clearly show that for most respondents the attesting CPA's involvement in MAS is not a simple "all-or-none" matter. As indicated in Appendix D, only 9% of all the DET respondents received a score of 25, while it may be computed that only 2% of the FAV respondents had a score of 100. This finding is quite consistent with the description in the psychological literature of an attitude; namely, attitudes are not considered as single "point" beliefs, but should be more properly represented as a "range" containing varying degrees of acceptance and rejection.¹⁰ It is primarily this latter characteristic which makes the assessment of attitudes from the so-called "single-question" technique so unreliable.

"Reliability" of Part "B" Test

This test may be considered "heterogeneous" in make-up, in the sense that it seeks to measure respondents' views on what should be the attesting CPA's involvement in MAS along two distinct approaches: (1) the areas in which the CPA may perform service, and (2) the number of roles he may perform therein. In a heterogeneous type of test, as Guilford and Fruchter¹¹ note, a reliability assessment by any one of the usual types of self-correlation techniques is not particularly crucial in evaluating the test's performance. Instead, it is considered to be more important that the different parts of the test correlate in the same direction with the criterion. In other words, when considered on an individual basis the analysis should show that the DET respondents, as compared to the "Not-Unfavorable" views, did provide more "No" responses with respect to the areas in which the CPA may perform MAS and less roles for those areas in which service may be performed.

10. See, for example: Muzaffer Sherif and Carolyn W. Sherif, Social Psychology, (New York: Harper & Row, Publishers, 1969), p. 379.

11. J. P. Guilford and Benjamin Fruchter, op. cit., p. 407.

For the area part of the test, the number of "No" responses for each respondent were counted which, in turn, determined his relative rank among all respondents. Using the percentile transformation procedures, the ranks were proportionately collapsed into four categories. The results of this process, by demographic groups and the particular responses to the criterion question, are set forth in Table 44. (The data for Table 44 were obtained from Appendix E.)

Reference to Table 44 reveals the existence of a direct relationship in the expected direction between the respondents' responses to the criterion question and the number of "No" responses as to the areas in which the attesting CPA may perform service. In other words, by referring to either the "mean" or "median" statistics, it can be ascertained that for each of the three demographic groups, the FAV respondents provided the least number of "No" responses, the DET respondents the most, and the NDV respondents achieving an intermediate position. Furthermore, as indicated by the phi-coefficients test results in Table 45, all of the correlation values were significant at the .001 probability level. Therefore, it may be concluded that there is a significant relationship between the "kind" of view expressed in the criterion C-6 question and the choice of the number of areas in which respondents will accept the attesting CPA's performance of MAS.

With respect to the number of roles the attesting CPA should perform, a mean role response was obtained for each respondent by restricting the computation to just the number of areas in which it was indicated that service should be performed, i.e., eliminating the number of so-called "No" areas.¹² Based on this mean role response,

12. It should be noted that those DET respondents who provided 25 "No" responses are excluded from the analysis. From a "literal" point of view, these respondents did not take the role part of the test.

TABLE 44

Number of Respondents Having the Amount of "No" Responses
On the Part "B" Test Within the Indicated Categories Given
Their Group Affiliation and Responses to Question C-6

# of "No" Responses*	Response to Question C-6								TOTAL	
	DET		NDV		HNE		ENH			
	N	%	N	%	N	%	N	%	N	%
FINANCIAL ANALYSTS										
0-4	6	3.2	4	10.0	14	14.9	7	21.2	31	8.8
5-8	13	7.1	4	10.0	17	18.1	9	27.3	43	12.2
9-12	38	20.5	15	37.5	27	28.7	14	42.4	94	26.7
13-25	<u>128</u>	<u>69.2</u>	<u>17</u>	<u>42.5</u>	<u>36</u>	<u>38.3</u>	<u>3</u>	<u>9.1</u>	<u>184</u>	<u>52.3</u>
	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
MEAN	15.49		11.43		10.27		8.18		12.95	
MEDIAN	15.73		11.75		10.30		8.83		12.94	
CPAs										
0-4	1	4.2	3	37.5	96	48.7	24	46.2	124	44.1
5-8	10	41.6	0	0.0	66	33.5	20	38.4	96	34.2
9-12	6	25.0	4	50.0	28	14.2	8	15.4	46	16.4
13-25	<u>7</u>	<u>29.2</u>	<u>1</u>	<u>12.5</u>	<u>7</u>	<u>3.6</u>	<u>0</u>	<u>0.0</u>	<u>15</u>	<u>5.3</u>
	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
MEAN	10.83		7.38		5.06		4.40		5.50	
MEDIAN	9.00		6.50		4.69		4.79		5.15	
AAA MEMBERS										
0-4	20	16.1	4	12.5	63	37.5	28	36.8	115	28.8
5-8	17	13.7	11	34.4	68	40.5	25	32.9	121	30.2
9-12	31	25.0	13	40.6	31	18.4	19	25.0	94	23.5
13-25	<u>56</u>	<u>45.2</u>	<u>4</u>	<u>12.5</u>	<u>6</u>	<u>3.6</u>	<u>4</u>	<u>5.3</u>	<u>70</u>	<u>17.5</u>
	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
MEAN	12.52		8.66		5.70		6.28		8.16	
MEDIAN	11.64		8.75		6.06		6.75		7.43	
ALL GROUPS										
0-4	27	8.1	11	13.8	173	37.7	59	36.6	270	26.1
5-8	40	12.0	15	18.7	151	32.9	54	33.6	260	25.2
9-12	75	22.5	32	40.0	86	18.7	41	25.5	234	22.7
13-25	<u>191</u>	<u>57.4</u>	<u>22</u>	<u>27.5</u>	<u>49</u>	<u>10.7</u>	<u>7</u>	<u>4.3</u>	<u>269</u>	<u>26.0</u>
	333	100.0	80	100.0	459	100.0	161	100.0	1033	100.0
MEAN	14.05		9.91		6.36		6.06		9.07	
MEDIAN	14.15		10.20		6.15		6.43		8.29	

* The range of the number of "No" responses for each applicable category is the same as that obtained in the percentile transformation of all groups.

TABLE 45

Phi-Coefficients Test Results: For Part "B" Test
Differences By Groups Between Distribution of the Number of
"No" Responses Into Percentile Categories and Responses to Question C-6

Situation of Views Compared	FINANCIAL ANALYSTS	CPAs	AAA MEMBERS
<u>A. DET/NDV/HNE/ENH</u>			
Phi-Coefficient	.24	.24*	.32
Chi-Square	63.00	33.33	119.19
Level of Significance & Its Chi-Square Value	.001 27.88	.001 22.46	.001 27.88
Degrees of Freedom	9	6	9
Sample Size	352	281	400
<u>B. DET/NOT-UNFAVORABLE</u>			
Phi-Coefficient	.37	.28*	.51
Chi-Square	49.18	22.67	104.96
Level of Significance & Its Chi-Square Value	.001 16.27	.001 13.82	.001 16.27
Degrees of Freedom	3	2	3
Sample Size	352	281	400

* In order to perform the Chi-Square Test, the results for the third and fourth quartiles were combined into one category.

a respondent's rank relative to all other individuals was determined.

Once again, the percentile transformation procedures were applied.

Table 46 sets forth the results of this process. (The data for Table 46 were obtained from Appendix F.)

In general, the results appear to be consistent with those of the so-called "area" part of the test. An examination of either the "mean" or "median" statistics in Table 46 shows, for each of the three groups, the existence of a direct relationship in the expected direction between the "kind" of response given to the criterion question and the choice of the number of roles that the attesting CPA should perform when rendering MAS. In other words, given the fact MAS may be performed, the DET respondents, as compared to all other respondents, believe that fewer

TABLE 46

Number of Respondents Having a Mean Role Response
On the Part "B" Test Within the Indicated Categories
Given Their Group Affiliation and Responses to Question C-6*

Range of Mean Roles**	Response to Question C-6								TOTAL	
	DET		NDV		HNE		ENH			
	N	%	N	%	N	%	N	%	N	%
FINANCIAL ANALYSTS										
1.00	75	44.9	12	30.0	25	26.6	6	18.2	118	35.3
1.01-1.68	46	27.6	15	37.5	13	13.8	11	33.3	85	25.5
1.69-2.12	27	16.1	5	12.5	30	31.9	9	27.3	71	21.2
2.13-3.00	19	11.4	8	20.0	26	27.7	7	21.2	60	18.0
	167	100.0	40	100.0	94	100.0	33	100.0	334	100.0
MEAN	1.43		1.55		1.77		1.73		1.57	
MEDIAN	1.20		1.41		1.78		1.67		1.49	
CPAs										
1.00	9	39.1	1	12.5	37	18.8	10	19.2	57	20.4
1.01-1.68	3	13.1	1	12.5	36	18.3	8	15.4	48	17.1
1.69-2.12	7	30.4	3	37.5	52	26.4	7	13.5	69	24.6
2.13-3.00	4	17.4	3	37.5	72	36.5	27	51.9	106	37.9
	23	100.0	8	100.0	197	100.0	52	100.0	280	100.0
MEAN	1.62		1.87		1.90		2.01		1.89	
MEDIAN	1.57		2.04		1.94		2.15		1.95	
AAA MEMBERS										
1.00	48	42.5	13	40.6	44	26.2	22	28.9	127	32.6
1.01-1.68	26	23.0	5	15.7	26	15.5	11	14.5	68	17.5
1.69-2.12	24	21.2	13	40.6	50	29.7	23	30.3	110	28.3
2.13-3.00	15	13.3	1	3.1	48	28.6	20	26.3	84	21.6
	113	100.0	32	100.0	168	100.0	76	100.0	389	100.0
MEAN	1.48		1.46		1.77		1.78		1.66	
MEDIAN	1.33		1.38		1.83		1.83		1.68	
ALL GROUPS										
1.00	132	43.6	26	32.5	106	23.1	38	23.6	302	30.1
1.01-1.68	75	24.7	21	26.3	75	16.3	30	18.6	201	20.0
1.69-2.12	58	19.2	21	26.3	132	28.8	39	24.3	250	25.0
2.13-3.00	38	12.5	12	14.9	146	31.8	54	33.5	250	25.0
	303	100.0	80	100.0	459	100.0	161	100.0	1003	100.0
MEAN	1.46		1.54		1.82		1.84		1.69	
MEDIAN	1.25		1.44		1.85		1.91		1.68	

* DET Respondents who provided "No" responses for all 25 areas have been excluded from this table.

** The range of the mean roles for each applicable category is the same as that obtained in the percentile transformation of all groups.

TABLE 47

**Phi-Coefficients Test Results: For Part "B" Test
Differences By Groups Between Distribution of the Mean Role
Responses Into Percentile Categories and Responses to Question C-6**

<u>Situation of Views Compared</u>	<u>FINANCIAL ANALYSTS</u>	<u>CPAs</u>	<u>AAA MEMBERS</u>
<u>A. DET/NDV/HNE/ENH</u>			
Phi-Coefficient	.19	.13	.15
Chi-Square	36.10	15.15	26.46
Level of Significance & Its Chi-Square Value	.001	.10	.01
Degrees of Freedom	27.88	14.68	21.67
Sample Size	9	9	9
	334	280	389
<u>B. DET/NOT-UNFAVORABLE</u>			
Phi-Coefficient	.25	.17	.20
Chi-Square	21.40	8.11	15.42
Level of Significance & Its Chi-Square Value	.001	.05	.01
Degrees of Freedom	16.27	7.82	11.34
Sample Size	3	3	3
	334	280	389

roles should be performed. As indicated by the phi-coefficients test results in Table 47, this finding was significant at the .001 probability for the financial statement users, at the .01 probability level for the educators, and at a slightly lower level for the CPAs.

Therefore, it may be concluded that both parts of the Part "B" test are consistent in their scoring performance. This consistency allows us to combine the scores from both parts of the test and to consider the resulting total score to be a meaningful measure of a respondent's assessment, relative to other respondents, of the involvement that the attesting CPA should have in MAS.

**Correlation Between the Scores on the Part "B" Test
And Responses to Question C-6**

As was the case with the results of the Part "A" test, there is also

no convincing justification with the Part "B" test for considering any range of scores as representing either a favorable or unfavorable view towards the MAS question. Therefore, the previously used transformation procedures must also be applied to the raw scores of the Part "B" test before we are able to proceed with the statistical analysis of the data. Table 48 sets forth the results for the situation in which the percentile transformation is applied to the scores of all the participants who took the test. (Table 48 was prepared from the data set forth in Appendix D.)

The phi-coefficient may again be used to examine the strength of the observed relationship between respondents' scores and the respective responses to question C-6. The results for the interview and intraview comparisons are presented in Tables 49 and 50, respectively. It should be noted that the correlations, as performed with the Part "A" test, also include both a four-category and two-category analysis. It should be recalled that the latter analysis, by combining the scores of the upper three quartiles into one category, seeks to determine whether the validity of the scores is essentially arising from the fact that the DET respondents are achieving the low scores. Furthermore, with respect to the intraview comparisons, the two-category analysis provides a method for assessing the "nature" of any differences.

The correlation results reflect the effects of both the compatibility and demographic factors in determining the acceptable levels of involvement in MAS for the attesting CPA. With respect to the compatibility factor (i.e., the validity correlation measure), the sizes of the obtained phi-coefficients in Table 49 indicate a definite relationship between the response to the criterion C-6 question and the achieved score on the test. Though not of the order of the values witnessed on the Part "A" test, the correlation measures, generally in

TABLE 48

Number of Respondents Having Scores on the Part "B"
Test Within the Indicated Categories of Score Ranges
Given Their Group Affiliation and Responses to Question C-6

Range of Scores*	Response to Question C-6								TOTAL	
	DET		NDV		HNE		ENH			
	N	%	N	%	N	%	N	%	N	%
<u>FINANCIAL ANALYSTS</u>										
25-40	123	66.5	17	42.5	19	20.2	3	9.1	162	46.0
41-49	36	19.4	7	17.5	29	30.9	13	39.4	85	24.2
50-63	23	12.5	14	35.0	32	34.0	9	27.3	78	22.1
64-100	<u>3</u>	<u>1.6</u>	<u>2</u>	<u>5.0</u>	<u>14</u>	<u>14.9</u>	<u>8</u>	<u>24.2</u>	<u>27</u>	<u>7.7</u>
	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
<u>CPAs</u>										
25-40	6	25.0	0	0.0	7	3.6	1	1.9	14	5.0
41-49	9	37.5	1	12.5	42	21.3	13	25.0	65	23.1
50-63	5	20.8	6	75.0	55	27.9	9	17.3	75	26.7
64-100	<u>4</u>	<u>16.7</u>	<u>1</u>	<u>12.5</u>	<u>93</u>	<u>47.2</u>	<u>29</u>	<u>55.8</u>	<u>127</u>	<u>45.2</u>
	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
<u>AAA MEMBERS</u>										
25-40	60	48.4	7	21.9	9	5.4	8	10.5	84	21.0
41-49	28	22.6	7	21.9	37	22.0	18	23.7	90	22.5
50-63	26	20.9	15	46.8	65	38.7	24	31.6	130	32.5
64-100	<u>10</u>	<u>8.1</u>	<u>3</u>	<u>9.4</u>	<u>57</u>	<u>33.9</u>	<u>26</u>	<u>34.2</u>	<u>96</u>	<u>24.0</u>
	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
<u>ALL GROUPS</u>										
25-40	189	56.8	24	30.0	35	7.6	12	7.5	260	25.2
41-49	73	21.9	15	18.8	108	23.6	44	27.3	240	23.2
50-63	54	16.2	35	43.7	152	33.1	42	26.1	283	27.4
64-100	<u>17</u>	<u>5.1</u>	<u>6</u>	<u>7.5</u>	<u>164</u>	<u>35.7</u>	<u>63</u>	<u>39.1</u>	<u>250</u>	<u>24.2</u>
	333	100.0	80	100.0	459	100.0	161	100.0	1033	100.0

* The score ranges of each applicable category are the same as those obtained in the percentile transformation of all respondents' scores.

TABLE 49

**Phi-Coefficients Test Results: For Part "B" Test
Differences By Groups Between Distribution of Scores
Into Percentile Categories and Responses to Question C-6**

<u>Situation of Views Compared</u>	<u>FINANCIAL ANALYSTS</u>	<u>CPAs</u>	<u>AAA MEMBERS</u>
<u>1. Four-Category Analysis</u>			
<u>DET/NDV/HNE/ENH</u>			
Phi-Coefficient	.30	.24*	.29
Chi-Square	92.43	32.18	103.20
Level of Significance & Its Chi-Square Value	.001 27.88	.001 22.46	.001 27.88
Degrees of Freedom	9	6	9
Sample Size	352	281	400
<u>2. Two-Category Analysis</u>			
<u>DET/NDV/HNE/ENH</u>			
Phi-Coefficient	.46	.25**	.46
Chi-Square	74.71	17.83	85.88
Level of Significance & Its Chi-Square Value	.001 16.27	.001 10.83	.001 16.27
Degrees of Freedom	3	1	3
Sample Size	352	281	400

* In order to perform the Chi-Square Test, the results for the NDV respondents were combined with the HNE respondents.

** In order to perform the Chi-Square Test, the results for the NDV, HNE and ENH respondents were combined into a "Not-Unfavorable" group.

the order of about .30, are nevertheless quite convincing.¹³ In addition, the relatively strong correlation measures obtained in the two-category analysis for the Financial Analysts and AAA Members, the two groups containing the overwhelming majority of the DET respondents, indicate that the differences were essentially due to the DET respondents achieving the lower scores as compared to the higher scores of all the other

13. One possible explanation for the differences in the sizes of the correlation values for the two tests is the length of each test. In general, if two tests are alike in all other respects, then the validity of the test will depend on the number of items within the test. See, for example: J. P. Guilford and Benjamin Fruchter, op. cit., pp. 438-439.

TABLE 50

Phi-Coefficients Test Results: For Part "B" Test
Differences By Response to Question C-6 Between Distribution of
Scores Into Percentile Categories and Indicated Demographic Groups

Groups Compared	Response To Question C-6			
	DET	NDV	HNE	ENH
<u>1. Four-Category Analysis</u>				
<u>CPAs/FINANCIAL ANALYSTS</u>				
Phi-Coefficient	.29***	*	.38	.31**
Chi-Square	17.36		40.99	8.21
Level of Significance & Its Chi-Square Value	.001		.001	.02
Degrees of Freedom	2		3	2
Sample Size	209		291	85
<u>CPAs/AAA MEMBERS</u>				
Phi-Coefficient	.20	*	.15	.27
Chi-Square	5.83		7.78	9.07
Level of Significance & Its Chi-Square Value	.20		.10	.05
Degrees of Freedom	3		3	3
Sample Size	148		365	128
<u>2. Two-Category Analysis</u>				
<u>CPAs/FINANCIAL ANALYSTS</u>				
Phi-Coefficient	.26	.27	.26	.11
Chi-Square	13.77	3.57	19.71	0.99
Level of Significance & Its Chi-Square Value	.001	.10	.001	.50
Degrees of Freedom	1	1	1	1
Sample Size	209	48	291	85
<u>CPAs/AAA MEMBERS</u>				
Phi-Coefficient	.16	.15	.03	.13
Chi-Square	3.56	0.88	0.34	2.30
Level of Significance & Its Chi-Square Value	.10	.50	.70	.20
Degrees of Freedom	1	1	1	1
Sample Size	148	40	365	128

* Data were not amenable to the computation of the Chi-Square Test.

** In order to perform the Chi-Square Test, the results for the first and second quartiles were combined into one category.

*** In order to perform the Chi-Square Test, the results for the third and fourth quartiles were combined into one category.

views. Therefore, we may conclude that the total score on the Part "B" test is a valid representation of the respondent's overall attitude toward the MAS question.

The effects of the demographic factor may be ascertained by observing the results of the intraview comparisons in Table 50. Therein, where the correlations could be performed the results of the four-category analysis indicate that the strength of the demographic factor is rather definite within all views for the comparisons between the CPAs and Financial Analysts. On the other hand, the only obtained significant difference between the CPAs and AAA Members was for the ENH comparison.

With respect to the correlations involving the so-called "kind" of difference, i.e., the two-category analysis, the results of Table 50 show that some of the intraview differences between the CPAs and Financial Analysts were of the same magnitude as the interview measure for the CPAs. For example, the respective intraview comparisons involving both the DET and HNE respondents for these groups produced correlation measures of .26, while in the applicable kind of interview analysis for the CPAs, the correlation was .25 (Table 49, part 2). This suggests that either (1) the criterion question, as it pertains to the involvement the attesting CPA should have in MAS, does not have a comparable meaning from group to group, or (2) the Part "B" test is not sensitive enough to discriminate (perhaps, because it contains a relatively fewer number of test items than the Part "A" test) between those individuals whose scores indicate that they are not unqualifiedly for or against the attesting CPA's performance of MAS.

Specifically, the one shortcoming in the performance of the Part "B" test is its failure to ascertain any significant difference between

the HNE analysts, whose scores were the lowest among all favorable respondents, and the DET CPAs, whose scores were the highest among all unfavorable respondents (Φ -Coefficient=.02; Chi-Square=0.05; at the .90 level of significance the Chi-Square value is 0.016; d.f.=1; sample size=118; two-category analysis).¹⁴ However, there is some evidence to suggest that the problem is primarily due to the length of the test, rather than one involving a serious flaw in the criterion. In the first place, these analysts, as shown in Table 41, did achieve a higher mean score on the test than the DET CPAs, and secondly, perhaps more important, when analyzing the results of the individual areas examined in the test (See Appendix H), it is noted that in 18 of the 25 areas the HNE analysts also obtained a higher mean score. In other words, it can be argued that if the test had been longer and assuming the same pattern of responses, then a significant difference between these two groups would have been obtained.

Correlation Between Part "A" and Part "B" Tests

Two statistical measures are employed for ascertaining the correlation between the respondents' ranking on both the tests. As a matter of consistency with previous procedures, the phi-coefficient is used. In this approach, the data of both tests are respectively collapsed into four proportional categories by applying the percentile transformation to the scores of all the respondents who answered both tests. The results, by groups, are presented in Tables 51 and 52. The second correlation measure is the more appropriate Spearman's Rank Correlation

¹⁴. It should be noted that the test did indicate a rather sizable cross-correlation measure between the HNE Financial Analysts and DET AAA Members (Φ -Coefficient=.28; Chi-Square=17.17; at the .001 level of significance the Chi-Square value is 10.83; d.f.=1; sample size=218; two-category analysis).

TABLE 51

Interrelationship of Respondents' Scores
On Part "A" and Part "B" Tests

Part "B" Test	Part "A" Test									
	61-107		108-128		129-142		143-179		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>FINANCIAL ANALYSTS</u>										
25-40	114	32.4	39	11.1	8	2.3	1	0.3	162	46.1
41-49	33	9.4	35	9.9	10	2.8	7	2.0	85	24.1
50-63	15	4.3	42	11.9	12	3.4	9	2.6	78	22.2
64-100	4	1.1	4	1.1	15	4.3	4	1.1	27	7.6
TOTAL	166	47.2	120	34.0	45	12.8	21	6.0	352	100.0
<u>CPAs</u>										
25-40	4	1.4	3	1.1	6	2.1	1	0.4	14	5.0
41-49	7	2.5	12	4.3	17	6.1	29	10.3	65	23.2
50-63	2	0.7	13	4.6	31	11.1	29	10.3	75	26.7
64-100	2	0.7	3	1.1	32	11.4	89	31.9	126	45.1
TOTAL	15	5.3	31	11.1	86	30.7	148	52.9	280	100.0
<u>AAA MEMBERS</u>										
25-40	46	11.5	24	6.0	8	2.0	6	1.5	84	21.0
41-49	14	3.5	30	7.5	30	7.5	16	4.0	90	22.5
50-63	15	3.8	39	9.7	42	10.5	34	8.5	130	32.5
64-100	3	0.7	19	4.8	42	10.5	32	8.0	96	24.0
TOTAL	78	19.5	112	28.0	122	30.5	88	22.0	400	100.0
<u>ALL GROUPS</u>										
25-40	164	15.9	66	6.4	22	2.1	8	0.8	260	25.2
41-49	54	5.2	77	7.5	57	5.6	52	5.0	240	23.3
50-63	32	3.1	94	9.1	85	8.2	72	7.0	283	27.4
64-100	9	0.9	26	2.5	89	8.6	125	12.1	249	24.1
TOTAL	259	25.1	263	25.5	253	24.5	257	24.9	1032	100.0

TABLE 52

Phi-Coefficients Test Results: Correlation
Between Part "A" and Part "B" Tests For Indicated Groups

	<u>FINANCIAL ANALYSTS</u>	<u>CPAs</u>	<u>AAA MEMBERS</u>
Phi-Coefficient	.34	.30*	.30
Chi-Square	119.62	50.36	108.94
Level of Significance & Its Chi-Square Value	.001 27.88	.001 22.46	.001 27.88
Degrees of Freedom	9	6	9
Sample Size	352	280	400

* In order to perform the Chi-Square Test, the results for the first and second quartiles of the Part "A" test were combined into one category.

TABLE 53

Spearman's Rank Correlation Coefficients Test Results:
Correlation Between Part "A" and Part "B" Tests For Indicated Groups

	<u>FINANCIAL ANALYSTS¹⁵</u>	<u>CPAs</u>	<u>AAA MEMBERS</u>
Spearman's Rank Correlation Coefficient (r_s)	.57	.43	.48
Significance:			
t=	13.00	7.96	10.90
p=	<.001	<.001	<.001
d.f.=	350	278	398

Coefficient (r_s), whereby the obtained measure of association is the result of each respondent's rank-difference between the two tests. These results, by groups, are presented in Table 53. (The data for Tables 51 and 53 can be obtained from Appendix I.)

In analyzing the obtained correlation coefficients, it should be recalled that the total scores of both tests could be considered along two distinct interpretive modes. On the one hand, the total score of

15. A separate validity assessment was also made for each of the two "kinds" of analysts. For the Chartered and "Other" Financial Analysts, the coefficients were .52 ($t=8.16$; $p<.001$) and .59 ($t=9.50$; $p<.001$), respectively.

the Part "A" test represents a surrogate measure of the respondents' views on the issues in the MAS controversy, and the total score of the Part "B" test represents a surrogate measure of the respondents' views as to what should be the appropriate involvement in MAS by the attesting CPA. Along this mode of interpretation, we would expect a substantial correlation between the tests in order to have a greater amount of confidence in the responses to the individual tests. In other words, without this latter correlation, we would have to infer that respondent's views on the issues of the controversy are "abstract" reflections, bearing little relationship to what he thinks should be the attesting CPA's involvement in MAS.¹⁶

Within this light, the results strongly support the conclusion that the respondents' opinions on the particular issues of the MAS controversy are coincident with what they would consider to be the appropriate CPA involvement in MAS. For all groups combined, the obtained phi-coefficient was .36 (Chi-Square=408.70; at the .001 level of significance the Chi-Square value is 27.88; d.f.=9; sample size=1032), and the Spearman's Coefficient was .61 ($t=24.71$; $p<.001$; d.f.=1030; sample size=1032).¹⁷ These correlation measures indicate, within their respective measuring

16. In the Titard (see above, pages 26-34) and Hartley and Ross (see above, pages 34-45) studies, the respectively employed research methodologies (to which we took exception) found an inconsistency between these two general aspects of the MAS problem. Interestingly, in each study, the inconsistent finding that was most favorable to the attesting CPA's performance of MAS was highlighted as the most significant aspect of the investigation. For example, Titard discounted the respondents' unfavorable views on the issues which were examined by him, but emphasized the results purporting to show that there was "no great support" for prohibiting the CPA's involvement in MAS. On the other hand, the Hartley and Ross study emphasized the fact that their respondents had presented a favorable view with respect to the issue of the CPA's integrity, but they ignored the fact that these same respondents also wanted restrictions placed on the CPA's involvement in MAS.

17. The numbers used for the phi-coefficient test and the Spearman's Rank Correlation Coefficient test are set forth in Table 51 and Appendix I, respectively.

domains, the existence of a substantial relationship.

As noted earlier, the correlations between the criterion question and the results of the Likert-type test of Part "A" provide affirmation that this latter test is a valid instrument for assessing attitudes on the MAS question. In addition, it was stated that a more compelling form of evidence for accepting the validity of the Part "A" test would be a correlation with another test which also assesses attitudes on the MAS question. Therefore, when considering the respective total scores on the Part "A" and Part "B" tests as measures of the respondents' overall attitude on the MAS question, an intercorrelation with one another also serves as a more extensive validation procedure.

With respect to the question as to what should be the size of the correlation in order for the test to be considered valid, Guilford and Fruchter state the following: "Common experience shows that the validity coefficient for a single test may be expected within the range from .00 to .60, with most indices in the lower part of that range."¹⁸ Therefore, based on the foregoing, it is judged that the results obtained in Tables 52 and 53 are quite satisfactory, keeping in mind the complex nature of the problem under study and the pioneering nature of this validation effort.

Item Analysis

Part "A" Test

The psychological literature distinguishes between the Likert Scale technique and a test which merely adopts the Likert response format, which may also include the assigning of score values to the agree-disagree

18. J. P. Guilford and Benjamin Fruchter, op. cit., p. 91.

continuum.¹⁹ The difference between the two is that the former approach employs item analysis which is ignored in the latter method. One overall objective of item analysis is to demonstrate that each item is functioning (score-wise) in a manner that is consistent with the total score based on all the items. From another point of view, item analysis empirically determines whether the arbitrary, a priori scoring of each test question is confirmed by the persons who took the test.

One common method of item analysis employed with the Likert Scale technique, as indicated by Dunnette and Kirchner,²⁰ is to compare the mean score per question between persons identified as favorable and unfavorable toward the attitude under study; the difference between these means is called the "Scale Value Difference" (SVD) for that question. Since most tests are administered without any accompanying criterion question, it is arbitrarily assumed that the top 25 per cent of the total scores are from persons who possess a favorable attitude and the lowest 25 per cent are unfavorable respondents, and the item analysis is restricted to these two groups rather than being performed for all respondents.

In the item analysis performed in this study,²¹ the above procedures were followed with the exception that we saw no compelling reason for restricting the analysis to the two extreme groups of respondents. Instead, we imposed a stricter qualification by including all the respondents in the item analysis. Therefore, the SVDs have been computed by comparing the mean item score for all the DET respondents with the mean

19. See, for example: Charles A. Kiesler, Barry E. Collins, and Norman Miller, "Attitude Measurement" in Attitude Change, edited by Michael A. Malec, (Chicago: Markham Publishing Company, 1971), p. 24.

20. Marvin D. Dunnette and Wayne K. Kirchner, op. cit., pp. 219-220.

21. Although the Likert-type approach has previously been used in behavioral accounting research, to our knowledge this may be the first attempt at item analysis.

item score for all the other respondents, i.e., those persons who provided NDV, HNE and ENH responses to question C-6.²² Although we are primarily interested in the SVDs computed for all respondents combined, the SVDs for each general group sampled in this survey have also been computed in order to ascertain whether the a priori scoring scheme has also functioned for each group. The results for the item analysis of the Part "A" test are presented in Table 54. (The data for Table 54 were calculated from the information provided in Appendix G.)

In the scoring device adopted in the Part "A" test, we should expect a positive SVD for each item, or that the Not-Unfavorable respondents should achieve a higher mean score per item than the DET respondents. As is evident from the results set forth in Table 54, practically all the statement items, whether considered for all the respondents combined or by individual groups, achieved positive SVDs. The few exceptions were so nominal in size that very little concern should be raised by including the results of these statements in the total score.

Therefore, in our opinion, which is based on the performed item analysis and the previously determined validity and reliability evaluations, we believe that the Likert-type test of Part "A" should be considered as an adequate test for assessing the overall differences among the three demographic groups sampled in this survey with respect to their attitude on the MAS question.

22. It is worth noting the performance of the criterion C-6 question in terms of the arbitrary 25 per cent rule. For all respondents combined, of the lowest 25 per cent of the scores, 90 per cent (239 of 267) were achieved by persons who provided a DET response, while for the highest 25 per cent, 99 per cent (273 of 277) had provided either a HNE or ENH response. (These numbers were obtained from Appendix B.)

TABLE 54

**Part "A" Test "Scale Value Difference" (SVD) Item Analysis
By Groups Between Not-Unfavorable (N-U) and DET Respondents***

Item No.	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS			ALL GROUPS		
	Mean Score			Mean Score			Mean Score			Mean Score		
	N-U	DET	SVD	N-U	DET	SVD	N-U	DET	SVD	N-U	DET	SVD
1	3.21	2.41	.80	3.62	2.50	1.12	3.63	2.59	1.04	3.52	2.48	1.04
2	2.85	2.03	.82	3.52	1.92	1.60	3.10	2.13	.97	3.19	2.06	1.13
3	2.91	2.02	.89	3.55	1.92	1.63	3.23	1.83	1.40	3.26	1.94	1.32
4	3.12	1.85	1.27	3.99	2.04	1.95	3.51	1.88	1.63	3.59	1.88	1.71
5	3.67	2.13	1.54	4.55	2.54	2.01	4.14	2.43	1.71	4.17	2.27	1.90
6	3.17	2.23	.94	4.13	3.25	.88	3.83	3.02	.81	3.78	2.59	1.19
7	3.22	2.59	.63	4.24	3.17	1.07	3.93	2.90	1.03	3.87	2.74	1.13
8	3.73	3.26	.47	4.08	3.21	.87	3.90	3.36	.54	3.93	3.29	.64
9	2.94	2.84	.10	2.81	2.67	.14	2.75	2.83	-.08	2.82	2.83	-.01
10	3.16	2.42	.74	3.14	1.92	1.22	3.18	2.48	.70	3.16	2.41	.75
11	2.90	2.04	.86	3.97	2.75	1.22	3.34	2.09	1.25	3.46	2.10	1.36
12	3.21	2.78	.43	4.16	3.83	.33	3.88	3.49	.39	3.82	3.12	.70
13	3.07	2.04	1.03	4.02	2.08	1.94	3.58	2.18	1.40	3.62	2.10	1.52
14	3.19	2.58	.61	3.83	2.46	1.37	3.29	2.16	1.13	3.46	2.41	1.05
15	3.05	2.21	.84	3.90	3.00	.90	3.65	2.55	1.10	3.59	2.39	1.20
17	3.41	1.97	1.44	4.32	2.08	2.24	3.89	2.11	1.78	3.93	2.03	1.90
19	2.77	1.93	.84	3.10	1.92	1.18	3.01	2.03	.98	2.98	1.97	1.01
20	2.23	1.92	.31	3.85	2.71	1.14	3.29	2.66	.63	3.23	2.24	.99
21	3.13	2.20	.93	3.81	2.58	1.23	3.58	2.25	1.33	3.55	2.24	1.31
22	3.50	2.52	.98	4.32	2.58	1.74	3.83	2.71	1.12	3.93	2.60	1.33
23	3.03	2.20	.83	3.55	2.04	1.51	3.47	2.24	1.23	3.39	2.20	1.19
24	3.13	2.77	.36	2.56	1.88	.68	2.89	2.84	.05	2.83	2.73	.10
25	3.54	3.52	.02	3.41	3.62	-.21	3.34	3.37	-.03	3.41	3.48	-.07
26	3.22	1.97	1.25	4.04	1.92	2.12	3.60	2.16	1.44	3.66	2.03	1.63
27	2.91	2.95	-.04	2.92	3.00	-.08	2.89	2.94	-.05	2.91	2.95	-.04
28	2.99	3.08	-.09	2.93	2.75	.18	3.08	2.99	.09	3.00	3.02	-.02
29	2.82	2.17	.65	2.46	2.25	.21	2.61	2.31	.30	2.61	2.23	.38
30	3.31	2.75	.56	3.88	3.04	.84	3.72	2.94	.78	3.68	2.84	.84
31	3.36	2.81	.55	4.03	3.33	.70	3.69	3.39	.30	3.73	3.06	.67
32	2.25	1.84	.41	3.64	2.37	1.27	2.90	2.14	.76	3.01	1.99	1.02
33	3.02	2.33	.69	3.73	2.87	.86	3.68	2.66	1.02	3.54	2.49	1.05
34	2.90	2.55	.35	3.37	2.49	.88	3.39	2.83	.56	3.26	2.65	.61
35	3.23	2.54	.69	3.75	2.58	1.17	3.53	2.54	.99	3.54	2.54	1.00
36	2.73	2.41	.32	2.63	2.25	.38	3.01	2.60	.41	2.80	2.47	.33
37	2.12	2.19	-.07	2.09	1.96	.13	2.35	2.35	.00	2.20	2.23	-.03
38	3.07	2.57	.50	3.49	2.50	.99	3.59	2.92	.67	3.43	2.69	.74
39	3.79	2.64	1.15	4.27	3.00	1.27	4.06	2.86	1.20	4.07	2.74	1.33
40	3.69	3.26	.43	3.51	3.25	.26	3.52	3.10	.42	3.55	3.20	.35
41	3.15	2.91	.24	3.44	2.46	.98	3.07	2.67	.40	3.22	2.79	.43
42	3.74	3.54	.20	3.82	3.71	.11	3.80	3.60	.20	3.79	3.57	.22

* Scores can range from 1 to 5. The higher the mean score the more favorable the responses are to the attesting CPA's performance of MAS.

Part "B" Test

Although this test does not follow the Likert-type design, the same kind of item analysis as was performed with the Part "A" test will be undertaken in order to determine whether each area of MAS examined is functioning (score-wise) in a manner that is consistent with the total score based on all the areas. Therefore, in Table 55, the SVDs have been computed by comparing the mean item score for all the DET

TABLE 55

Part "B" Test "Scale Value Difference" (SVD) Item Analysis
By Groups Between Not-Unfavorable (N-U) and DET Respondents*

Item No.	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS			ALL GROUPS		
	Mean Score			Mean Score			Mean Score			Mean Score		
	N-U	DET	SVD	N-U	DET	SVD	N-U	DET	SVD	N-U	DET	SVD
1	2.68	2.08	.60	3.21	2.67	.54	2.85	2.18	.67	2.94	2.16	.78
2	1.29	1.09	.20	1.44	1.25	.19	1.37	1.19	.18	1.37	1.14	.23
3	2.33	1.79	.54	2.77	2.13	.64	2.59	1.90	.69	2.59	1.86	.73
4	2.75	2.08	.67	3.30	2.88	.42	2.93	2.22	.71	3.03	2.19	.84
5	1.34	1.18	.16	1.54	1.17	.37	1.49	1.27	.22	1.47	1.21	.26
6	2.67	1.96	.71	3.25	2.46	.79	2.93	2.15	.78	2.98	2.07	.91
7	2.85	2.12	.73	3.11	2.38	.73	2.84	2.14	.70	2.95	2.15	.80
8	2.71	2.02	.69	3.07	2.21	.86	2.80	2.19	.61	2.88	2.09	.79
9	1.69	1.29	.40	2.35	1.42	.93	2.35	1.65	.70	2.19	1.44	.75
10	1.91	1.35	.56	2.59	1.88	.71	2.49	1.71	.78	2.39	1.52	.87
11	1.83	1.38	.45	2.01	1.79	.22	2.21	1.75	.46	2.04	1.55	.49
12	2.86	2.11	.75	3.29	2.46	.83	2.96	2.28	.68	3.06	2.20	.86
13	1.51	1.24	.27	2.45	1.71	.74	1.86	1.28	.58	1.99	1.29	.70
14	2.29	1.82	.47	2.81	2.17	.64	2.70	1.95	.75	2.64	1.89	.75
15	2.25	1.71	.54	2.79	2.21	.58	2.66	1.87	.79	2.61	1.81	.80
16	2.54	1.74	.80	2.88	2.21	.67	2.67	1.96	.71	2.72	1.85	.87
17	1.50	1.20	.30	2.59	1.75	.84	2.21	1.49	.72	2.18	1.35	.83
18	1.52	1.20	.32	2.25	1.42	.83	1.77	1.34	.43	1.89	1.27	.62
19	1.29	1.10	.19	1.93	1.29	.64	1.60	1.27	.33	1.65	1.18	.47
20	1.38	1.10	.28	2.03	1.46	.57	1.53	1.21	.32	1.68	1.17	.51
21	1.34	1.08	.26	1.86	1.13	.73	1.44	1.23	.21	1.57	1.14	.43
22	1.90	1.39	.51	2.39	2.13	.26	2.27	1.54	.73	2.22	1.50	.72
23	2.19	1.61	.58	2.87	2.13	.74	2.59	1.82	.77	2.60	1.73	.87
24	2.37	1.77	.60	2.78	2.08	.70	2.57	1.96	.61	2.60	1.86	.74
25	1.55	1.19	.36	2.17	1.38	.79	2.15	1.54	.61	2.01	1.33	.68

* Scores can range from 1 to 4. The higher the mean score the more favorable the responses are to the attesting CPA's performance of MAS.

respondents with the mean item score for all the other respondents combined. (The data for Table 55 were calculated from the information provided in Appendix H.)

For the arbitrary, a priori scoring scheme used in the Part "B" test, we should expect a positive SVD for each item. Reference to Table 55 reveals, whether we consider the results for all the respondents combined or by individual demographic groups, that all the items of the Part "B" test achieved positive SVDs.

Therefore, based on the results of the item analysis and the previously determined validity and "reliability" assessments, we believe that the same confidence which we have placed on the Likert-type test of Part "A" should also be accorded to this present test.

Assessment of Group Differences in Their Attitude Toward the MAS Question as Determined by the Attitude Tests of Parts "A" and "B"

Results of Likert-type Test of Part "A"

Table 56 sets forth the pertinent descriptive summary data, by groups, of the results of the Part "A" test. The nonparametric Kolmogorov-Smirnov test was used in testing for the significance of differences between the cumulative distribution of scores. These results are presented in Table 57. (The data for Table 56 were obtained from the summary in Appendix G, while the figures used for the tests in Table 57 were obtained from Appendix B.)

The results indicate that there are significant differences among the groups compared. The differences between the Financial Analysts, who expressed the most unfavorable attitude, and the CPAs, who expressed the most favorable attitude, is especially significant. With respect to the two segments of the accounting profession, the

TABLE 56

Analysis of Scores By Groups on Part "A" Test

	<u>FINANCIAL ANALYSTS</u>	<u>CPAs</u>	<u>AAA MEMBERS</u>
Sample Size	368	283	406
Actual Range of Scores	61-165	67-179	67-175
Mean Score	111.09	141.03	126.91
Median Score	108.70	143.80	130.58
Mean Score Per Question	2.78	3.53	3.17
Median Score Per Question	2.58	3.80	3.44
Percentage of Total Responses			
Scored as:			
Favorable Responses	31.0%	64.0%	49.0%
Undecided Responses	20.7%	12.1%	16.3%
Unfavorable Responses	48.3%	23.9%	34.7%

TABLE 57

Kolmogorov-Smirnov Test Results: For Significance
Of Differences Between the Indicated Groups for the
Cumulative Distribution of Scores on the Part "A" Test

	<u>Groups Compared (n_1/n_2)</u>	
	<u>FINANCIAL ANALYSTS/ CPAs</u>	<u>AAA MEMBERS/ CPAs</u>
Statistic D*	.659	.330
Chi-Square	277.90	72.64
Level of Significance & Its Chi-Square Value	.001 13.82	.001 13.82
Degrees of Freedom	2	2
Sample Sizes (n_1/n_2)	368/283	406/283

* For all comparisons, the obtained D statistic resulted from the n_1 indicated group having the larger cumulative distribution value.

results show that the educators and practitioners do not present a unified attitude toward the issue of the compatibility of the attest and MAS functions.

In order to ascertain the strength of these differences, the previously used percentile transformation procedures applied to the scores of all respondents who took the test may be employed for segregating

the respondents into four proportional categories. The results of this procedure, by demographic groups, are set forth in Table 58, and the obtained phi-coefficients for the desired comparisons are provided in Table 59. (The data for Table 58 were obtained from Appendix B.)

TABLE 58

Number of Respondents Having Scores on the Part "A" Test Within the Indicated Categories of Score Ranges Given Their Group Affiliation

Range of Scores*	FINANCIAL ANALYSTS		CPAs		AAA MEMBERS		ALL GROUPS	
	N	%	N	%	N	%	N	%
61-107	172	46.7	15	5.3	80	19.7	267	25.3
108-127	122	33.2	29	10.2	103	25.4	254	24.0
128-142	53	14.4	89	31.5	134	33.0	276	26.1
143-179	21	5.7	150	53.0	89	21.9	260	24.6
	368	100.0	283	100.0	406	100.0	1057	100.0

* The score ranges of each applicable category are the same as those obtained in the percentile transformation of all respondents' scores.

TABLE 59

Phi-Coefficients Test Results: For Part "A" Test Differences Between the Indicated Groups Given the Distribution of All Scores Into Percentile Categories

	Groups Compared	
	FINANCIAL ANALYSTS/ CPAs	AAA MEMBERS/ CPAs
Phi-Coefficient	.67	.36
Chi-Square	289.34	91.57
Level of Significance & Its Chi-Square Value	.001	.001
Degrees of Freedom	3	3
Sample Size	651	689

As evidenced by the phi-coefficient measure of .67, the results of the Likert-type attitude test clearly show that the Financial Analysts and CPAs are expressing very strong differences in their respective attitudes on the issue of the attesting CPA's performance of MAS for audit clients. Though not of the same magnitude as the differences between the financial statement users and CPAs, the correlation results nonetheless show that there is a definite disagreement between the two segments of the accounting profession as to their respective attitudes regarding the compatibility of the attest and MAS functions. We interpret these findings with some confidence because they were derived from the application of a recognized, sophisticated technique of attitude measurement.

If the results of the Likert-type attitude test of Part "A" permit us to state with some assurance that the Financial Analysts dispute the CPA's dual involvement in MAS and the attest function, then it follows that this conclusion will be strengthened by a comparable demonstration on the Part "B" attitude test. It should be noted that the use of multiple "indicators" is strongly recommended by Sherif and Sherif²³ when the assessment of attitudes are investigated.

Results of Part "B" Test

The descriptive summary data, by demographic groups, of the scores for this test are set forth in Table 60. The nonparametric Kolmogorov-Smirnov test was used in testing for the significance of differences between the cumulative distribution of scores. These results are set forth in Table 61. (The data for Table 60 were obtained from the summary in Appendix H, and the figures used for the tests in Table 61

23. Muzafer Sherif and Carolyn W. Sherif, op. cit., p. 379.

TABLE 60

Analysis of Scores By Groups on Part "B" Test

	<u>FINANCIAL ANALYSTS</u>	<u>CPAs</u>	<u>AAA MEMBERS</u>
Sample Size*	352	281	400
Actual Range of Scores	25-100	25-100	25-100
Mean Score	44.37	62.44	53.35
Median Score	41.43	60.25	51.50
Mean Score Per Question	1.77	2.50	2.13
Median Score Per Question	1.47	2.42	2.02
Percentage of Total Responses that were:			
No Responses	51.8%	22.0%	32.6%
One Role Responses	26.7%	30.3%	33.6%
Two Role Responses	13.8%	23.6%	21.5%
Three Role Responses	7.5%	23.9%	12.1%
Unanswered**	0.2%	0.2%	0.2%

* Figure totals do not check with those of the Part "A" test since some respondents did not answer both tests.

** Each of this negligible number of unanswered items was given a score value of 4.

TABLE 61

Kolmogorov-Smirnov Test Results: For Significance
Of Differences Between the Indicated Groups for the
Cumulative Distribution of Scores on the Part "B" Test

	<u>Groups Compared (n_1/n_2)</u>	
	<u>FINANCIAL ANALYSTS/ CPAs</u>	<u>AAA MEMBERS/ CPAs</u>
Statistic D*	.456	.214
Chi-Square	129.97	30.23
Level of Significance & Its Chi-Square Value	.001 13.82	.001 13.82
Degrees of Freedom	2	2
Sample Sizes (n_1/n_2)	352/281	400/281

* For all comparisons, the obtained D statistic resulted from the n_1 indicated group having the larger cumulative distribution value.

were obtained from Appendix D.)

The results are quite consistent with those of the Part "A" test; namely, the CPAs are significantly expressing the most favorable attitude toward the MAS question, the Financial Analysts the most unfavorable, and

the AAA Members are placed between these two polar positions.

Since we are primarily interested in determining the strength of these differences, the data will be collapsed into four proportional categories by applying the percentile transformation procedures to the scores of all the respondents who took the test. The results of this process are presented in Table 62, and immediately following in Table 63, the phi-coefficients test results are presented for the group comparisons. (The data for Table 62 were obtained from Appendix D.)

TABLE 62

Number of Respondents Having Scores on the Part "B" Test Within the Indicated Categories of Score Ranges Given Their Group Affiliation

Range of Scores*	FINANCIAL ANALYSTS		CPAs		AAA MEMBERS		ALL GROUPS	
	N	%	N	%	N	%	N	%
25-40	162	46.0	14	5.0	84	21.0	260	25.2
41-49	85	24.2	65	23.1	90	22.5	240	23.2
50-63	78	22.1	75	26.7	130	32.5	283	27.4
64-100	27	7.7	127	45.2	96	24.0	250	24.2
	352	100.0	281	100.0	400	100.0	1033	100.0

* The score ranges of each applicable category are the same as those obtained in the percentile transformation of all respondents' scores.

TABLE 63

Phi-Coefficients Test Results: For Part "B"
Test Differences Between the Indicated Groups Given the
Distribution of All Scores Into Percentile Categories

	Groups Compared	
	FINANCIAL ANALYSTS/ CPAs	AAA MEMBERS/ CPAs
Phi-Coefficient	.54	.28
Chi-Square	186.51	53.96
Level of Significance & Its Chi-Square Value	.001	.001
Degrees of Freedom	3	3
Sample Size	633	681

The results of the present test provide reinforcing evidence for supporting the conclusion that the Financial Analysts and CPAs have divergent attitudes toward the compatibility of the attest and MAS functions. In this test, the value of the phi-coefficient for the comparison between the two groups is a substantial .54.

In addition, the results of the Part "B" test permit us to conclude that there is a definite disagreement between the two general sectors of the accounting profession regarding the attesting CPA's performance of MAS for audit clients. However, based on the applicable correlation measures obtained for both tests, it can be fairly argued that the AAA Members are closer to the markedly favorable CPAs in their attitude on the MAS question, than to the unfavorable financial statement users.

Therefore, the results of the two attitude tests provide substantial support for concluding that the Financial Analysts, as compared to the members of the accounting profession who are solely in practice, have an unfavorable attitude with respect to the issue of the attesting CPA's performance of MAS for audit clients. We interpret our results with some confidence because they have been obtained through the application of methodologies that are in compliance with authoritative standards for measuring attitudes.

CHAPTER VII

RESULTS (CONTINUED)

Analysis of the Issues Examined in Part "A"

There are two general approaches for analyzing the forty issues examined in Part "A" of the questionnaire.¹ First, the responses may be tabulated by demographic classification, and correlation analysis would determine for each issue the strength of the differences among the three groups that participated in the survey. The major problem associated with this approach is that the correlation results may spuriously emphasize an issue of the MAS controversy that is in fact weakly discriminating within the respective groups, between persons who have been identified as having favorable and unfavorable attitudes toward the MAS question. In other words, the measure of association obtained in this approach would be reflecting the differences in the nature of responses that are due to the combined effects of both the "compatibility" and "demographic" factors.

In the second approach, the responses are tabulated for each group by the respondents' overall attitude toward the MAS question, as determined by their responses to the criterion C-6 question. In order to nullify the effects of the demographic factor, the correlations are

1. Two of the 42 statements of Part "A" (A-16 and A-18) are analyzed on pages 88-96.

performed on an intragroup basis. Therefore, the measure of association obtained in this approach would reflect only the differences in the nature of responses that are due to the compatibility factor.

Since the purpose of this study is to identify the principal issues that differentiate the three possible attitudes toward the MAS question, being primarily interested in the unfavorable/favorable differences, the second approach will be utilized for analyzing the issues examined in Part "A" of the questionnaire.

The data summarizing the nature of responses to each of the statements of Part "A" are set forth in Table 64. In order to facilitate the analysis, it should be noted that for each statement the kind of response that is considered the most unfavorable toward the attesting CPA's performance of MAS is listed first.² (Table 64 was prepared from the information provided in Appendix G.)

Since the phi-coefficient correlation measure cannot be negative when the degrees of freedom are greater than one,³ it must be first ascertained whether the responses for each statement are in the predicted direction, i.e., the FAV respondents providing the most favorable responses, the DET respondents the least, and the neutral NDVs between the two polar views. One method for determining this is to compare the differences in the obtained mean response statistic. If the comparisons are so arranged that the mean response of the more unfavorable view is

2. It should be recalled that the statements were so constructed that for about half of them an "agree" response represents a favorable opinion toward the attesting CPA's performance of MAS, and for the other half a "disagree" response represents a favorable opinion. Furthermore, it should be noted that in Table 64 the HNE and ENH views have been combined into the FAV category.

3. When the degrees of freedom are greater than one, the phi-coefficient statistic will only indicate the degree of association between variables; it does not automatically indicate whether the direction of the correlation is positive or negative. William L. Hays, Statistics for Psychologists, (New York: Holt, Rinehart and Winston, Inc., 1963), pp. 604-606.

TABLE 64

Percentages of Respondents Having the Views Indicated Toward Each Statement
In Part "A" Given Their Group Affiliation and Responses to Question C-6

RESPONSE*	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET (n=193)	NDV (n=45)	FAV (n=130)	DET (n=24)	NDV (n=8)	FAV (n=251)	DET (n=126)	NDV (n=35)	FAV (n=245)
A-1 The CPA's rendering of MAS arises naturally as a part of the attest function.									
DISAGREE(1)	65.8	35.5	32.3	58.4	50.0	24.7	60.3	28.6	22.8
UNDECIDED(2)	9.9	24.5	13.1	8.3	0.0	2.4	9.5	14.3	3.3
AGREE(3)	24.3	40.0	54.6	33.3	50.0	72.9	30.2	57.1	73.9
MEAN	1.59	2.04	2.22	1.75	2.00	2.48	1.70	2.29	2.51
A-2 A poor performance by the attesting CPA in a MAS engagement would probably have an adverse effect on the CPA's objectivity during his performance of the attest function for the same client.									
AGREE(1)	83.4	68.9	43.8	87.5	50.0	27.9	79.4	34.3	33.5
UNDECIDED(2)	11.9	24.4	11.6	4.2	25.0	6.4	10.3	51.4	21.6
DISAGREE(3)	4.7	6.7	44.6	8.3	25.0	65.7	10.3	14.3	44.9
MEAN	1.21	1.38	2.01	1.21	1.75	2.38	1.31	1.80	2.11
A-3 There is an immediate need to place limitations on the kinds of MAS which the attesting CPA may render.									
AGREE(1)	78.2	51.1	37.7	83.3	62.5	24.3	88.1	48.6	31.0
UNDECIDED(2)	18.1	40.0	20.0	12.5	12.5	9.6	5.6	40.0	13.5
DISAGREE(3)	3.7	8.9	42.3	4.2	25.0	66.1	6.3	11.4	55.5
MEAN	1.25	1.58	2.05	1.21	1.63	2.42	1.18	1.63	2.24
A-4 There is an inherent contradiction between the CPA's primary duty and professional responsibility being directed toward management in MAS and toward actual or potential outside parties in the attest function.									
AGREE(1)	89.6	55.6	27.7	83.3	25.0	7.5	86.5	45.7	19.2
UNDECIDED(2)	6.8	24.4	15.4	4.2	37.5	7.2	7.9	34.3	10.2
DISAGREE(3)	3.6	20.0	56.9	12.5	37.5	85.3	5.6	20.0	70.6
MEAN	1.14	1.64	2.29	1.29	2.13	2.78	1.19	1.74	2.51

(Continued On Next Page)

*The Mean Response can range from 1 to 3. The higher the value the more favorable the responses are to the attesting CPA's performance of MAS. The responses are scored according to the numbers in the parentheses.

TABLE 64 (Continued)

RESPONSE	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET (n=193)	NDV (n=45)	FAV (n=130)	DET (n=24)	NDV (n=8)	FAV (n=251)	DET (n=126)	NDV (n=35)	FAV (n=245)
A-5 The CPA should be prohibited from performing MAS for any client for which he performs the attest function.									
AGREE(1)	70.0	15.5	10.0	54.2	0.0	0.4	60.3	14.3	3.7
UNDECIDED(2)	19.7	40.0	14.6	4.1	0.0	1.6	18.3	25.7	5.3
DISAGREE(3)	10.3	44.5	75.4	41.7	100.0	98.0	21.4	60.0	91.0
MEAN	1.40	2.29	2.65	1.88	3.00	2.98	1.61	2.46	2.87
A-6 All CPAs should be encouraged to perform the entire range of MAS that are consistent with their professional competence, ethical standards and responsibility.									
DISAGREE(1)	71.5	51.1	29.2	29.2	25.0	9.2	42.1	20.0	16.7
UNDECIDED(2)	13.5	26.7	12.3	20.8	12.5	3.2	11.1	20.0	5.3
AGREE(3)	15.0	22.2	58.5	50.0	62.5	87.6	46.8	60.0	78.0
MEAN	1.44	1.71	2.29	2.21	2.38	2.78	2.05	2.40	2.61
A-7 The accounting profession should be split into two professions - one a group of auditors who perform the attest function, and the other a group of experts in MAS.									
AGREE(1)	55.4	37.8	29.2	33.3	12.5	6.8	42.9	14.3	10.2
UNDECIDED(2)	22.3	31.1	16.2	16.7	12.5	5.2	18.2	40.0	9.8
DISAGREE(3)	22.3	31.1	54.6	50.0	75.0	88.0	38.9	45.7	80.0
MEAN	1.67	1.93	2.25	2.17	2.63	2.81	1.96	2.31	2.70
A-8 In the typical MAS engagement, the CPA should be able to determine the difference between the client abdicating its role as the final decision-maker and the client acting responsibly on the CPA's advice.									
DISAGREE(1)	24.4	13.3	6.9	29.2	0.0	2.0	23.8	8.6	4.1
UNDECIDED(2)	25.9	28.9	14.6	16.6	0.0	7.6	22.2	22.8	12.2
AGREE(3)	49.7	57.8	78.5	54.2	100.0	90.4	54.0	68.6	83.7
MEAN	2.25	2.44	2.72	2.25	3.00	2.88	2.30	2.60	2.80
A-9 The opinion questionnaire should be considered a valid research technique for studying the MAS question.									
AGREE(1)	39.4	26.7	43.1	54.2	37.5	43.0	43.7	37.1	49.0
UNDECIDED(2)	39.4	35.5	32.3	25.0	25.0	37.1	31.7	42.9	29.4
DISAGREE(3)	21.2	37.8	24.6	20.8	37.5	19.9	24.6	20.0	21.6
MEAN	1.82	2.11	1.82	1.67	2.00	1.77	1.81	1.83	1.73

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TABLE 64 (Continued)

RESPONSE	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET (n=193)	NDV (n=45)	FAV (n=130)	DET (n=24)	NDV (n=8)	FAV (n=251)	DET (n=126)	NDV (n=35)	FAV (n=245)
A-10 If it is known that the MAS and attest functions are performed by different personnel in a CPA firm, then there should be less concern as to whether a conflict of interest exists.									
DISAGREE(1)	67.9	40.0	37.7	87.5	37.5	41.4	65.1	45.7	37.1
UNDECIDED(2)	9.8	11.1	9.2	0.0	12.5	6.0	7.9	20.0	7.4
AGREE(3)	22.3	48.9	53.1	12.5	50.0	52.6	27.0	34.3	55.5
MEAN	1.54	2.09	2.15	1.25	2.13	2.11	1.62	1.89	2.18
A-11 It is the practicing CPAs who should be given the ultimate responsibility for deciding whether the rendition of MAS is compatible with the attest function.									
DISAGREE(1)	84.9	62.2	44.6	50.0	25.0	8.4	76.2	45.7	26.1
UNDECIDED(2)	7.3	13.4	14.6	0.0	25.0	10.3	11.1	22.9	13.5
AGREE(3)	7.8	24.4	40.8	50.0	50.0	81.3	12.7	31.4	60.4
MEAN	1.23	1.62	1.96	2.00	2.25	2.73	1.37	1.86	2.34
A-12 The accounting profession should be considered as having achieved a remarkable reputation for integrity and independence.									
DISAGREE(1)	51.3	42.3	33.1	16.7	0.0	6.8	29.4	22.9	10.6
UNDECIDED(2)	16.1	13.3	15.4	4.1	25.0	4.7	3.9	5.7	10.2
AGREE(3)	32.6	44.4	51.5	79.2	75.0	88.5	66.7	71.4	79.2
MEAN	1.81	2.02	2.18	2.63	2.75	2.82	2.37	2.49	2.69
A-13 The rendition of a MAS engagement involving a substantial fee would probably have an adverse effect on the CPA's objectivity during his performance of the attest function for the same client.									
AGREE(1)	84.5	51.1	30.0	75.0	37.5	8.8	77.0	40.0	14.3
UNDECIDED(2)	10.9	46.7	15.4	12.5	25.0	5.1	11.9	31.4	13.5
DISAGREE(3)	4.6	2.2	54.6	12.5	37.5	86.1	11.1	28.6	72.2
MEAN	1.20	1.51	2.25	1.38	2.00	2.77	1.34	1.89	2.58
A-14 In general, members of the academic community of the accounting profession have tended to greatly exaggerate the problems that may arise from the attesting CPA's performance of MAS.									
DISAGREE(1)	50.3	22.2	18.5	58.3	0.0	6.4	76.2	45.7	24.9
UNDECIDED(2)	37.8	66.7	37.7	25.0	87.5	22.3	18.2	34.3	22.0
AGREE(3)	11.9	11.1	43.8	16.7	12.5	71.3	5.6	20.0	53.1
MEAN	1.62	1.89	2.25	1.58	2.13	2.65	1.29	1.74	2.28

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TABLE 64 (Continued)

RESPONSE	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET (n=193)	NDV (n=45)	FAV (n=130)	DET (n=24)	NDV (n=8)	FAV (n=251)	DET (n=126)	NDV (n=35)	FAV (n=245)
A-15 It is the individual practicing CPA who should be given the responsibility for deciding what kinds of MAS may be offered in a particular situation.									
DISAGREE(1)	77.2	46.6	38.5	41.7	25.0	9.2	59.5	34.3	14.3
UNDECIDED(2)	13.0	26.7	12.3	12.5	37.5	6.0	15.9	17.1	10.6
AGREE(3)	9.8	26.7	49.2	45.8	37.5	84.8	24.6	48.6	75.1
MEAN	1.33	1.80	2.11	2.04	2.13	2.76	1.65	2.14	2.61
A-17 From an ethical point of view, the CPA's performance of professional services for clients in the area of MAS is incompatible with his simultaneous independent attest service to the same client.									
AGREE(1)	84.5	24.4	20.7	75.0	0.0	3.2	78.6	20.0	6.5
UNDECIDED(2)	9.8	42.3	10.0	8.3	0.0	1.2	11.1	40.0	7.8
DISAGREE(3)	5.7	33.3	69.3	16.7	100.0	95.6	10.3	40.0	85.7
MEAN	1.21	2.09	2.48	1.42	3.00	2.92	1.32	2.20	2.79
A-19 The CPA's performance of MAS is a fulfillment of an ethical obligation to his audit client.									
DISAGREE(1)	91.7	55.6	52.3	83.3	50.0	39.4	82.6	34.3	40.4
UNDECIDED(2)	6.7	24.4	13.8	4.2	37.5	11.2	8.7	40.0	18.0
AGREE(3)	1.6	20.0	33.9	12.5	12.5	49.4	8.7	25.7	41.6
MEAN	1.10	1.64	1.82	1.29	1.63	2.10	1.26	1.91	2.01
A-20 The attesting CPA should disclose the amount of fees received for MAS which he performed for the client during the period covered by the financial statements.									
AGREE(1)	85.5	66.7	75.4	41.7	50.0	9.2	54.0	34.3	29.0
UNDECIDED(2)	9.8	17.8	12.3	25.0	25.0	14.3	19.0	25.7	16.3
DISAGREE(3)	4.7	15.5	12.3	33.3	25.0	76.5	27.0	40.0	54.7
MEAN	1.19	1.49	1.37	1.92	1.75	2.67	1.73	2.06	2.26
A-21 In general, the attesting CPA can determine for himself whether his particular role in a MAS engagement would be objectionable to an outside, reasonable observer.									
DISAGREE(1)	78.8	44.4	31.5	58.3	25.0	8.0	74.6	28.6	14.7
UNDECIDED(2)	11.9	35.6	13.1	8.4	37.5	9.1	11.1	31.4	11.8
AGREE(3)	9.3	20.0	55.4	33.3	37.5	82.9	14.3	40.0	73.5
MEAN	1.31	1.76	2.24	1.75	2.13	2.75	1.40	2.11	2.59

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TABLE 64 (Continued)

RESPONSE	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET (n=193)	NDV (n=45)	FAV (n=130)	DET (n=24)	NDV (n=8)	FAV (n=251)	DET (n=126)	NDV (n=35)	FAV (n=245)
A-22 There is a greater likelihood that the CPA who renders MAS to his audit clients would possess less personal integrity in his capacity as the attesting CPA when compared to the CPA who refrains from rendering MAS to his audit clients.									
AGREE(1)	60.1	20.0	21.5	62.5	25.0	5.2	53.2	25.7	8.6
UNDECIDED(2)	20.7	35.6	14.6	8.3	12.5	0.8	16.6	34.3	8.5
DISAGREE(3)	19.2	44.4	63.9	29.2	62.5	94.0	30.2	40.0	82.9
MEAN	1.59	2.24	2.42	1.67	2.38	2.89	1.77	2.14	2.74
A-23 In general, the rendition of MAS should enable the CPA to do a better job in the attest function.									
DISAGREE(1)	75.6	35.6	36.1	83.3	25.0	19.5	77.0	34.3	21.6
UNDECIDED(2)	16.6	48.8	15.4	4.2	25.0	12.7	8.7	28.6	13.5
AGREE(3)	7.8	15.6	48.5	12.5	50.0	67.8	14.3	37.1	64.9
MEAN	1.32	1.80	2.12	1.29	2.25	2.48	1.37	2.03	2.43
A-24 From an ethical point of view, a CPA should be prohibited from forming or becoming a member of a separate partnership with non-CPA specialists for the purpose of rendering MAS.									
AGREE(1)	47.1	31.1	33.1	83.3	50.0	60.2	49.2	42.8	44.1
UNDECIDED(2)	19.2	24.5	19.2	4.2	12.5	8.7	13.5	34.3	15.9
DISAGREE(3)	33.7	44.4	47.7	12.5	37.5	31.1	37.3	22.9	40.0
MEAN	1.87	2.13	2.15	1.29	1.88	1.71	1.88	1.80	1.96
A-25 The evaluation of the competence of a CPA in the area of MAS is primarily a subjective one.									
DISAGREE(1)	19.2	17.8	18.5	20.8	25.0	22.7	27.8	25.7	29.0
UNDECIDED(2)	15.0	13.3	17.7	20.9	12.5	14.7	10.3	5.7	12.6
AGREE(3)	65.8	68.9	63.8	58.3	62.5	62.6	61.9	68.6	58.4
MEAN	2.47	2.51	2.45	2.38	2.38	2.40	2.34	2.43	2.29
A-26 There is a greater likelihood that the CPA who renders MAS would possess less objectivity and impartiality in his capacity as the attesting CPA, when compared to the CPA who refrains from rendering MAS.									
AGREE(1)	89.1	46.7	26.2	91.7	37.5	8.0	78.6	45.7	16.3
UNDECIDED(2)	7.8	28.9	14.6	0.0	0.0	5.1	7.9	31.4	9.8
DISAGREE(3)	3.1	24.4	59.2	8.3	62.5	86.9	13.5	22.9	73.9
MEAN	1.14	1.78	2.33	1.17	2.25	2.79	1.35	1.77	2.58

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TABLE 64 (Continued)

RESPONSE	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET (n=193)	NDV (n=45)	FAV (n=130)	DET (n=24)	NDV (n=8)	FAV (n=251)	DET (n=126)	NDV (n=35)	FAV (n=245)
A-27 The results of previous opinion surveys on the MAS question should be considered as having low validity.									
DISAGREE(1)	11.4	15.6	20.8	16.7	37.5	17.1	17.5	17.1	20.8
UNDECIDED(2)	83.4	75.5	68.4	70.8	50.0	73.3	71.4	71.5	71.0
AGREE(3)	5.2	8.9	10.8	12.5	12.5	9.6	11.1	11.4	8.2
MEAN	1.94	1.93	1.90	1.96	1.75	1.92	1.94	1.94	1.87
A-28 In general, knowing the CPA's mode of involvement in a MAS engagement is much more important than knowing the type of service which was rendered.									
DISAGREE(1)	22.8	28.9	30.0	45.8	75.0	36.7	32.6	14.3	33.5
UNDECIDED(2)	46.1	53.3	36.2	33.4	12.5	33.4	34.1	48.6	26.9
AGREE(3)	31.1	17.8	33.8	20.8	12.5	29.9	33.3	37.1	39.6
MEAN	2.08	1.89	2.04	1.75	1.38	1.93	2.01	2.23	2.06
A-29 Economic forces of the market place should decide the optimum scope of MAS to be rendered by the CPA.									
DISAGREE(1)	74.6	64.4	45.4	70.8	87.5	65.4	69.8	60.0	58.4
UNDECIDED(2)	18.7	20.0	18.5	16.7	12.5	13.5	11.9	28.6	13.8
AGREE(3)	6.7	15.6	36.1	12.5	0.0	21.1	18.3	11.4	27.8
MEAN	1.32	1.51	1.91	1.42	1.13	1.56	1.48	1.51	1.69
A-30 A statutory approach, rather than a common law or case-by-case approach should be used for deciding whether a particular MAS may affect the attesting CPA's appearance of independence.									
AGREE(1)	44.6	28.9	20.8	29.2	25.0	10.8	41.3	14.3	10.6
UNDECIDED(2)	32.6	42.2	25.4	29.1	25.0	10.0	20.6	37.1	16.7
DISAGREE(3)	22.8	28.9	53.8	41.7	50.0	79.2	38.1	48.6	72.7
MEAN	1.78	2.00	2.33	2.13	2.25	2.69	1.97	2.34	2.62
A-31 There is a conflict between independence and the requirement that the attesting CPA should maintain a confidential relationship between himself and his client.									
AGREE(1)	50.8	35.6	24.6	29.2	0.0	8.8	32.6	22.9	16.7
UNDECIDED(2)	13.4	13.3	10.8	8.3	0.0	4.0	7.1	14.3	7.4
DISAGREE(3)	35.8	51.1	64.6	62.5	100.0	87.2	60.3	62.8	75.9
MEAN	1.85	2.16	2.40	2.33	3.00	2.78	2.28	2.40	2.59

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TABLE 64 (Continued)

RESPONSE	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET (n=193)	NDV (n=45)	FAV (n=130)	DET (n=24)	NDV (n=8)	FAV (n=251)	DET (n=126)	NDV (n=35)	FAV (n=245)
A-32 The attesting CPA should disclose the kinds of MAS which he performed for the client during the period covered by the financial statements.									
AGREE(1)	91.7	73.3	77.7	66.7	75.0	15.9	79.4	62.8	43.3
UNDECIDED(2)	6.2	17.8	6.9	8.3	25.0	11.6	8.7	20.0	14.7
DISAGREE(3)	2.1	8.9	15.4	25.0	0.0	72.5	11.9	17.2	42.0
MEAN	1.10	1.36	1.38	1.58	1.25	2.57	1.33	1.54	1.99
A-33 The client's general economic welfare is substantially better served by allowing the attesting CPA to perform MAS for him.									
DISAGREE(1)	65.8	53.3	33.1	54.2	25.0	13.5	56.3	17.1	13.1
UNDECIDED(2)	25.9	24.5	26.1	12.5	25.0	14.4	16.7	28.6	15.5
AGREE(3)	8.3	22.2	40.8	33.3	50.0	72.1	27.0	54.3	71.4
MEAN	1.42	1.69	2.08	1.79	2.25	2.59	1.71	2.37	2.58
A-34 The pervasive nature of accounting, the academic training and the examination requirement for the CPA certificate should be considered as providing a broad base on which to build a MAS practice.									
DISAGREE(1)	58.5	51.1	40.8	66.7	50.0	27.9	47.6	45.7	26.5
UNDECIDED(2)	15.6	26.7	18.4	4.1	0.0	10.7	12.7	11.4	8.2
AGREE(3)	25.9	22.2	40.8	29.2	50.0	61.4	39.7	42.9	65.3
MEAN	1.67	1.71	2.00	1.63	2.00	2.33	1.92	1.97	2.39
A-35 Each CPA is unable to determine for himself whether the area in which he performs a particular MAS would be objectionable to an outside, reasonable observer.									
AGREE(1)	64.2	31.1	27.7	54.2	12.5	12.7	64.3	28.6	18.4
UNDECIDED(2)	13.0	22.2	20.8	12.5	25.0	9.2	11.1	34.3	12.6
DISAGREE(3)	22.8	46.7	51.5	33.3	62.5	78.1	24.6	37.1	69.0
MEAN	1.59	2.16	2.24	1.79	2.50	2.65	1.60	2.09	2.51
A-36 Independence should be considered more as a relative, rather than as an absolute attribute of the CPA.									
DISAGREE(1)	68.4	53.3	53.1	70.8	37.5	59.3	58.0	40.0	42.4
UNDECIDED(2)	9.3	17.8	12.3	8.4	12.5	7.2	8.7	14.3	8.6
AGREE(3)	22.3	28.9	34.6	20.8	50.0	33.5	33.3	45.7	49.0
MEAN	1.54	1.76	1.82	1.50	2.13	1.74	1.75	2.06	2.07

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TABLE 64 (Continued)

RESPONSE	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET (n=193)	NDV (n=45)	FAV (n=130)	DET (n=24)	NDV (n=8)	FAV (n=251)	DET (n=126)	NDV (n=35)	FAV (n=245)
A-37 In the typical MAS engagement, it should be expected that the CPA would attempt to persuade his client to adopt the best course of action.									
AGREE(1)	79.3	93.3	82.3	91.7	87.5	87.2	74.6	80.0	73.4
UNDECIDED(2)	11.4	4.5	4.6	0.0	12.5	2.8	10.3	11.4	3.3
DISAGREE(3)	9.3	2.2	13.1	8.3	0.0	10.0	15.1	8.6	23.3
MEAN	1.30	1.09	1.31	1.17	1.13	1.23	1.40	1.29	1.50
A-38 Entry into the MAS field tends to enhance the reputation of the attesting CPA.									
DISAGREE(1)	54.9	35.6	29.2	58.3	12.5	15.5	38.9	17.1	13.5
UNDECIDED(2)	25.4	40.0	27.7	20.9	37.5	23.1	27.0	37.2	17.5
AGREE(3)	19.7	24.4	43.1	20.8	50.0	61.4	34.1	45.7	69.0
MEAN	1.65	1.89	2.14	1.63	2.38	2.46	1.95	2.29	2.56
A-39 If the primary purpose of the attest function is the reporting on past activities and, if the primary purpose of the MAS function is to improve the client's future use of its resources, then there is an inherent contradiction when the CPA performs both functions for the same client.									
AGREE(1)	54.4	13.3	7.7	45.8	0.0	0.8	51.6	11.4	4.1
UNDECIDED(2)	17.6	31.1	6.9	4.2	12.5	1.2	9.5	28.6	3.7
DISAGREE(3)	28.0	55.6	85.4	50.0	87.5	98.0	38.9	60.0	92.2
MEAN	1.74	2.42	2.78	2.04	2.88	2.97	1.87	2.49	2.88
A-40 In certain kinds of special MAS engagements, the attesting CPA should be allowed to make an impartial, objective opinion (either confirmation or denial) on a judgment that the client has already tentatively reached.									
DISAGREE(1)	19.7	8.9	7.7	29.2	0.0	15.5	26.2	0.0	15.5
UNDECIDED(2)	34.2	33.3	13.8	25.0	50.0	21.9	34.1	51.4	23.7
AGREE(3)	46.1	57.8	78.5	45.8	50.0	62.6	39.7	48.6	60.8
MEAN	2.26	2.49	2.71	2.17	2.50	2.47	2.13	2.49	2.45
A-41 In a typical MAS engagement, the CPA enters into a formal, structured relationship with his client in which the roles and objectives of each party are clearly identified.									
DISAGREE(1)	33.2	22.2	25.4	66.7	37.5	23.9	50.8	31.4	38.0
UNDECIDED(2)	41.9	57.8	30.8	16.6	25.0	12.4	29.3	45.7	19.6
AGREE(3)	24.9	20.0	43.8	16.7	37.5	63.7	19.9	22.9	42.4
MEAN	1.92	1.98	2.18	1.50	2.00	2.40	1.69	1.91	2.04

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TABLE 64 (Continued)

RESPONSE	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET (n=193)	NDV (n=45)	FAV (n=130)	DET (n=24)	NDV (n=8)	FAV (n=251)	DET (n=126)	NDV (n=35)	FAV (n=245)
A-42 Practically speaking, in the typical MAS engagement the CPA has no authority to marshall client resources to implement his advisory decisions.									
DISAGREE(1)	9.3	11.1	7.7	8.3	37.5	12.4	14.3	17.1	9.8
UNDECIDED(2)	30.1	24.4	16.2	20.9	0.0	5.2	19.8	37.1	9.4
AGREE(3)	60.6	64.5	76.1	70.8	62.5	82.4	65.9	45.8	80.8
MEAN	2.51	2.53	2.68	2.63	2.25	2.70	2.52	2.29	2.71

subtracted from the more favorable view, then the results for all three kinds of comparisons (i.e., FAV-NDV, NDV-DET, and FAV-DET) should be positive in order to conclude that there is an ordered relationship between respondents' views toward the issue under study and their expressed attitude toward the compatibility of the attest and MAS functions.

Table 65 sets forth the results of the comparison of the differences between the mean responses among the various question C-6 views. By counting the number of items in Table 65 for which all three comparisons are positive, it can be ascertained that with respect to the Financial Analysts and AAA Members, there is on 34 and 32 statements, respectively, an ordering of the responses in the predicted direction between the respondents' attitude toward the MAS question and their views on the particular issue. For the CPAs, the responses to 23 statements were so ordered. Although the results for the CPAs are considerably lower than the other two groups, this should be judged in light of the fact that there were only eight CPAs who provided a NDV response on question C-6. With respect to the comparison which this study sought to investigate, i.e., the DET/FAV comparison, it

TABLE 65

Mean Response Differences For Statements of Part "A"
By Groups Between Indicated Responses to Question C-6

Item No.	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	FAV- NDV	NDV- DET	FAV- DET	FAV- NDV	NDV- DET	FAV- DET	FAV- NDV	NDV- DET	FAV- DET
1	.18	.45	.63	.48	.25	.73	.22	.59	.81
2	.63	.17	.80	.63	.54	1.17	.31	.49	.80
3	.47	.33	.80	.79	.42	1.21	.61	.45	1.06
4	.65	.50	1.15	.65	.84	1.49	.77	.55	1.32
5	.36	.89	1.25	-.02	1.12	1.10	.41	.85	1.26
6	.58	.27	.85	.40	.17	.57	.21	.35	.56
7	.32	.26	.58	.18	.46	.64	.39	.35	.74
8	.28	.19	.47	-.12	.75	.63	.20	.30	.50
9	-.29	.29	.00	-.23	.33	.10	-.10	.02	-.08
10	.06	.55	.61	-.02	.88	.86	.29	.27	.56
11	.34	.39	.73	.48	.25	.73	.48	.49	.97
12	.16	.21	.37	.07	.12	.19	.20	.12	.32
13	.74	.31	1.05	.77	.62	1.39	.69	.55	1.24
14	.36	.27	.63	.52	.55	1.07	.54	.45	.99
15	.31	.47	.78	.63	.09	.72	.47	.49	.96
17	.39	.88	1.27	-.08	1.58	1.50	.59	.88	1.47
19	.18	.54	.72	.47	.34	.81	.10	.65	.75
20	-.12	.30	.18	.92	-.17	.75	.20	.33	.53
21	.48	.45	.93	.62	.38	1.00	.48	.71	1.19
22	.18	.65	.83	.51	.71	1.22	.60	.37	.97
23	.32	.48	.80	.23	.96	1.19	.40	.66	1.06
24	.02	.26	.28	-.17	.59	.42	.16	-.08	.08
25	-.06	.04	-.02	.02	.00	.02	-.14	.09	-.05
26	.55	.64	1.19	.54	1.08	1.62	.81	.42	1.23
27	-.03	-.01	-.04	.17	-.21	-.04	-.07	.00	-.07
28	.15	-.19	-.04	.55	-.37	.18	-.17	.22	.05
29	.40	.19	.59	.43	-.29	.14	.18	.03	.21
30	.33	.22	.55	.44	.12	.56	.28	.37	.65
31	.24	.31	.55	-.22	.67	.45	.19	.12	.31
32	.02	.26	.28	1.32	-.33	.99	.45	.21	.66
33	.39	.27	.66	.34	.46	.80	.21	.66	.87
34	.29	.04	.33	.33	.37	.70	.42	.05	.47
35	.08	.57	.65	.15	.71	.86	.42	.49	.91
36	.06	.22	.28	-.39	.63	.24	.01	.31	.32
37	.22	-.21	.01	.10	-.04	.06	.21	-.11	.10
38	.25	.24	.49	.08	.75	.83	.27	.34	.61
39	.36	.68	1.04	.09	.84	.93	.39	.62	1.01
40	.22	.23	.45	-.03	.33	.30	-.04	.36	.32
41	.20	.06	.26	.40	.50	.90	.13	.22	.35
42	.15	.02	.17	.45	-.38	.07	.42	-.23	.19

TABLE 66

Nature of Response Achieving a Consensus of Opinion For Each Statement
In Part "A" By Demographic Affiliation and Response to Question C-6*

Item No.	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET	NDV	FAV	DET	NDV	FAV	DET	NDV	FAV
1	-	+P	+	-	-+P	+	-	+	+
2	-	-	+P	-	-P	+	-	?	+P
3	-	-	+P	-	-	+	-	-P	+
4	-	-	+	-	-?P	+	-	-P	+
5	-	+P	+	-	+	+	-	+	+
6	-	-	+	+P	+	+	+P	+	+
7	-	-P	+	+P	+	+	-P	+P	+
8	+P	+	+	+	+	+	+	+	+
9	-?P	+P	-P	-	-+P	-P	-P	?P	-P
10	-	+P	+	-	+P	+	-	-P	+
11	-	-	-P	-+P	+P	+	-	-P	+
12	-	+P	+	+	+	+	+	+	+
13	-	-	+	-	-+P	+	-	-P	+
14	-	?	+P	-	?	+	-	-P	+
15	-	-P	+P	+P	?+P	+	-	+P	+
17	-	?P	+	-	+	+	-	?+P	+
19	-	-	-	-	-P	+P	-	?P	+P
20	-	-	-	-P	-P	+	-	+P	+
21	-	-P	+	-	?+P	+	-	+P	+
22	-	+P	+	-	+	+	-	+P	+
23	-	?P	+P	-	+P	+	-	+P	+
24	-P	+P	+P	-	-P	-	-P	-P	-P
25	+	+	+	+	+	+	+	+	+
26	-	-P	+	-	+	+	-	-P	+
27	?	?	?	?	?P	?	?	?	?
28	?P	?	?P	-P	-	-P	?P	?P	+P
29	-	-	-P	-	-	-	-	-	-
30	-P	?P	+	+P	+P	+	-P	+P	+
31	-	+	+	+	+	+	+	+	+
32	-	-	-	-	-	+	-	-	-P
33	-	-	+P	-	+P	+	-	+	+
34	-	-	-+P	-	-+P	+	-P	-P	+
35	-	+P	+	-	+	+	-	+P	+
36	-	-	-	-	+P	-	-	+P	+P
37	-	-	-	-	-	-	-	-	-
38	-	?P	+P	-	+P	+	-P	+P	+
39	-	+	+	+P	+	+	-	+	+
40	+P	+	+	+P	?+P	+	+P	?	+
41	?P	?	+P	-	-+P	+	-	?P	+P
42	+	+	+	+	+	+	+	?P	+

Response Legend

- Unfavorable

? Undecided

+ Favorable

(Continued On Next Page)

* Where a consensus was not achieved the response(s) receiving a plurality (denoted by a "P") was indicated.

TABLE 66 (Continued)

Nature of Majority Response (DET/FAV)	FINANCIAL ANALYSTS		CPAs		AAA MEMBERS	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Unfavorable/ Favorable	24	60	21	53	26	65
Unfavorable/ Unfavorable	7	18	6	15	5	13
Favorable/ Favorable	4	10	11	28	7	18
Other	$\frac{5}{40}$	$\frac{13}{100}$	$\frac{2}{40}$	$\frac{5}{100}$	$\frac{2}{40}$	$\frac{5}{100}$

can be observed that for all three demographic groups there is an ordering of the responses in the predicted direction for practically all of the issues investigated in Part "A." Furthermore, as may be readily determined from the information presented in Table 66, for a substantial number of issues this DET/FAV ordering also involves an "absolute" difference in the nature of the response that was provided by a majority of the applicable respondents.

In general, the above results are in agreement with what one may observe upon examining the data presented in Table 64; namely, for each of the groups sampled in the survey, the majority of the responses for any particular issue examined in Part "A" are on or close to a diagonal that runs from the upper left to the lower right. Therefore, based on all of the foregoing, it may be concluded that in the correlational analysis, the obtained measures of association generally reflect a direct relationship in the predicted direction between respondents'

views on the compatibility of the attest and MAS functions and their views expressed on the particular issues. Furthermore, with respect to each demographic group, the issues for which the correlations are especially strong, particularly those that are the highest upon ranking, shall be considered the principal issues of the MAS controversy for the respective respondents.

Table 67 sets forth the phi-coefficients test results between the two polar views, comparing the three general kinds of responses (i.e., unfavorable, undecided and favorable) to each statement. The results are listed according to ranks, rather than in the order in which the statements appeared on the questionnaire. The ranking is based on the absolute magnitudes of the phi-coefficients, with the rank of 1 being assigned to the strongest measure. Where ties occurred, the average of the ranks that they would have had if there were no ties were assigned to each of the tied results.

The above analyses could not be performed for the CPAs. One limitation associated with the use of the phi-coefficient when the degrees of freedom are greater than one is that the data must be amenable to the computation of the Chi-Square Test before the correlation test may appropriately be used.⁴ In lieu of the small number of CPAs who provided a DET response on question C-6, only a nominal number of statements satisfied the chi-square requirement for the FAV/DET comparison. Fortunately, there are two alternative procedures that can be used for analyzing these CPAs' responses on the issues of Part "A."

It can usually be expected, as Guilford and Fruchter⁵ note, that

4. William L. Hays, op. cit., pp. 605-606.

5. J. P. Guilford and Benjamin Fruchter, Fundamental Statistics in Psychology and Education, Fifth Edition, (New York: McGraw-Hill Book Company, 1973), pp. 450-451.

TABLE 67

Phi-Coefficients (P) Test Results: For Differences
By Groups Between Stated Views Toward Each Statement
Of Part "A" and DET and FAV Responses to Question C-6*

FINANCIAL ANALYSTS					AAA MEMBERS				
Rank	Item No.**	P	Chi-Square	Significance***	Rank	Item No.**	P	Chi-Square	Significance***
1.5	17+	.69	153.82	.001	1	17+	.77	219.04	.001
1.5	5+	.69	151.98	.001	2	5+	.72	190.67	.001
3	26+	.67	146.93	.001	3	4+	.66	162.72	.001
4	4+	.66	139.75	.001	4	13+	.64	152.49	.001
5	13+	.60	116.31	.001	5	26+	.62	143.21	.001
6	39+	.57	104.38	.001	6	21+	.61	139.89	.001
7	21+	.52	88.22	.001	7	39+	.59	129.91	.001
8	3+	.50	81.34	.001	8	3+	.55	110.42	.001
9	2+	.49	77.77	.001	9.5	22+	.54	110.17	.001
10.5	19	.48	75.64	.001	9.5	23+	.54	109.33	.001
10.5	23+	.48	73.62	.001	11	14+	.53	103.16	.001
12	6+	.47	70.64	.001	12	15+	.51	95.90	.001
13	22+	.46	69.23	.001	13	11+	.50	91.58	.001
14	15+	.45	65.82	.001	14	33+	.48	85.41	.001
15	11	.44	62.70	.001	15	35+	.47	82.20	.001
16	33+	.41	54.16	.001	16	2+	.44	71.74	.001
17	14+	.40	52.94	.001	17	7+	.43	67.66	.001
18	29	.38	46.74	.001	18	1+	.42	65.81	.001
19	35+	.36	42.59	.001	19	19+	.41	61.36	.001
20.5	1+	.34	36.85	.001	20	30+	.38	54.18	.001
20.5	7+	.34	36.36	.001	22	32	.35	45.62	.001
22	30+	.33	35.16	.001	22	38+	.35	45.58	.001
23.5	10+	.32	33.96	.001	22	8	.35	45.34	.001
23.5	40	.32	33.65	.001	24	6	.32	36.91	.001
25	8	.30	28.71	.001	25.5	10+	.28	28.75	.001
26.5	31+	.29	27.32	.001	25.5	20+	.28	28.34	.001
26.5	38+	.29	26.26	.001	27.5	12	.25	22.96	.001
28	32	.25	20.36	.001	27.5	34+	.25	22.40	.001
29.5	12+	.20	12.77	.01	29	41+	.23	18.94	.001
29.5	41	.20	12.76	.01	30	40	.20	15.21	.001
31.5	34	.18	10.54	.01	31	31	.18	12.26	.01
31.5	27	.18	10.00	.01	32	42	.17	10.96	.01
33	42	.17	9.19	.02	33	37	.16	10.04	.01
34	36	.16	7.92	.02	34	36+	.15	8.84	.02
35.5	24+	.15	7.59	.05	35	29	.12	5.06	.10
35.5	20	.15	7.27	.05	36	28	.08	2.36	.50
37	37	.13	5.21	.10	37	27	.06	1.26	.70
38	28	.11	3.59	.20	38.5	9	.05	0.97	.70
39	9	.07	1.71	.50	38.5	24	.05	0.94	.70
40	25	.04	0.41	.90	40	25	.04	0.60	.80

* CPAs' data were not amenable to the computation of the Chi-Square Test.

** Items in which the majority of the DET and FAV respondents provided unfavorable and favorable responses, respectively, are indicated by a "+".

*** For all comparisons, D.F.=2. For the indicated probability levels, the Chi-Square values are: .001 - 13.82; .01 - 9.21; .02 - 7.82; .05 - 5.99; .10 - 4.60; .20 - 3.22; .50 - 1.39; .70 - .71; .80 - .45; and .90 - .21.

the higher the discrimination value (e.g., the mean response difference) of a statement, the greater the magnitude of the correlation measure is for that item with the criterion. Although this is generally so, there is no way of being sure that this is the case with respect to the CPAs in the present situation. However, a reasonable inference would be that if the procedure works for the Financial Analysts and AAA Members, then it probably would have worked for the CPAs if the correlations could have been performed.

Upon analysis, the mean response differences proved to be an excellent surrogate measure of the relative ranking of correlation magnitudes. When these differences pertaining to the FAV/DET comparisons (as set forth in Table 65) are ranked,⁶ with the largest difference receiving the rank of 1, and correlated with the ranking obtained for each statement in Table 67, the Spearman Rank Correlation Coefficient results were .98 and .99 for the Financial Analysts and AAA Members, respectively.⁷ Since the same ordering of the issues was essentially achieved with the mean response differences, it is reasonable to assume that it would also apply for the CPAs. Therefore, Table 68 sets forth the results obtained by employing this method of mean response differences for determining the relative ranking of the issues upon which the two polar attitudes toward the MAS question are divided.

While the latter method appears to be quite suitable for investi-

6. See Table 68. It should be noted that the mean response differences are ranked in Table 68 by their "absolute" magnitudes in order to place the analysis on a comparable basis with the obtained phi-coefficients which, as indicated previously, cannot obtain negative status in this situation. However, even if the ranking of the mean response differences had been on a "relative" basis, the results would have been essentially the same.

7. For both the Financial Analysts ($t=30.4$) and the AAA Members ($t=43.3$) the obtained correlation measures were significant at the $<.001$ probability level.

TABLE 68

Ranking By Groups of DET/FAV Mean Response
Differences (MRD) For Statements of Part "A"

FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
Rank	Item No.*	MRD	Rank	Item No.*	MRD	Rank	Item No.*	MRD
1	17+	1.27	1	26+	1.62	1	17+	1.47
2	5+	1.25	2	17+	1.50	2	4+	1.32
3	26+	1.19	3	4+	1.49	3	5+	1.26
4	4+	1.15	4	13+	1.39	4	13+	1.24
5	13+	1.05	5	22+	1.22	5	26+	1.23
6	39+	1.04	6	3+	1.21	6	21+	1.19
7	21+	.93	7	23+	1.19	7.5	3+	1.06
8	6+	.85	8	2+	1.17	7.5	23+	1.06
9	22+	.83	9	5+	1.10	9	39+	1.01
11	2+	.80	10	14+	1.07	10	14+	.99
11	3+	.80	11	21+	1.00	11.5	11+	.97
11	23+	.80	12	32+	.99	11.5	22+	.97
13	15+	.78	13	39	.93	13	15+	.96
14	11	.73	14	41+	.90	14	35+	.91
15	19	.72	15.5	10+	.86	15	33+	.87
16	33+	.66	15.5	35+	.86	16	1+	.81
17	35+	.65	17	38+	.83	17	2+	.80
18.5	1+	.63	18	19+	.81	18	19+	.75
18.5	14+	.63	19	33+	.80	19	7+	.74
20	10+	.61	20	20+	.75	20	32	.66
21	29	.59	21.5	1+	.73	21	30+	.65
22	7+	.58	21.5	11	.73	22	38+	.61
23.5	30+	.55	23	15	.72	23.5	6	.56
23.5	31+	.55	24	34+	.70	23.5	10+	.56
25	38+	.49	25	7	.64	25	20+	.53
26	8	.47	26	8	.63	26	8	.50
27	40	.45	27	6	.57	27	34+	.47
28	12+	.37	28	30	.56	28	41+	.35
29	34	.33	29	31	.45	30	12	.32
31	24+	.28	30	24	.42	30	36+	.32
31	32	.28	31	40	.30	30	40	.32
31	36	.28	32	36	.24	32	31	.31
33	41	.26	33	12	.19	33	29	.21
34	20	.18	34	28	.18	34	42	.19
35	42	.17	35	29	.14	35	37	.10
36.5	27	.04	36	9	.10	36.5	9	.08
36.5	28	.04	37	42	.07	36.5	24	.08
38	25	.02	38	37	.06	38	27	.07
39	37	.01	39	27	.04	39.5	25	.05
40	9	.00	40	25	.02	39.5	28	.05

* Items in which the majority of the DET and FAV respondents provided unfavorable and favorable responses, respectively, are indicated by a "+".

gating the relative rank order of the issues that divide the two polar attitudes, it provides no information with respect to the equally important questions regarding the absolute strength of the correlations and whether they are statistically significant. Considering the desirability of obtaining this information for the CPAs, correlations are obtainable if the three kinds of response categories can be meaningfully collapsed into two categories, since the Chi-Square Test can be applied to a 2 x 2 contingency table when the sample size is greater than 40.⁸

One way to accomplish this combination of responses, which from a conceptual point of view would not drastically distort the interpretation of the results, is to combine the "Undecided" response with the favorable response (i.e., those responses that were assigned a score value of 3 in Table 64). In this approach, the correlations would represent the particular statement's effectiveness in predicting that the DET respondents would provide an unfavorable response as compared to the FAV respondents to provide a "Not-Unfavorable" type of response. The correlation results from this approach are presented in Table 69. Consistent with the previous analyses, these results are also set forth in rank order.⁹

Besides providing a means for evaluating the issues on an intra-group basis, the rank order results of the applicable analytical approaches may also be used to determine the degree of agreement among

8. Sidney Siegel, *Nonparametric Statistics, for the Behavioral Sciences*, (New York: McGraw-Hill Book Company, 1956), p. 110.

9. It is worth noting the degree of association between the statement ordering obtained by this approach and the ordering achieved when the "Undecided" response was considered as a unique category in Table 67. The Spearman Rank Correlation Coefficient results were .97 and .99 for the Financial Analysts ($t=24.5$; $p<.001$) and AAA Members ($t=43.3$; $p<.001$), respectively. In other words, with respect to the analysts and educators it does not matter how the "Undecided" responses are considered for determining the relative rank ordering of the statements.

TABLE 69

Phi-Coefficients (P) Test Results: For Differences
By Groups Between Stated Views (Dichotomized Into Unfavorable
And Not-Unfavorable Categories) Toward Each Statement of Part "A"
And DET and FAV Responses to Question C-6

FINANCIAL ANALYSTS					CPAs				
Rank	Item No.*	P	Chi-Square	Significance**	Rank	Item No.*	P	Chi-Square	Significance**
1	26+	.64	130.60	.001	1	17+	.67	123.71	.001
2.5	4+	.63	127.82	.001	2	5+	.66	120.18	.001
2.5	17+	.63	127.46	.001	3	26+	.64	112.21	.001
4	5+	.58	110.05	.001	4	4+	.59	97.18	.001
5	13+	.55	96.01	.001	5	39	.57	88.90	.001
6.5	39+	.47	71.90	.001	6.5	22+	.51	72.56	.001
6.5	21+	.47	70.06	.001	6.5	13+	.51	72.08	.001
8	19	.44	63.71	.001	8	14+	.45	55.62	.001
9	11	.42	57.01	.001	9	21+	.41	46.74	.001
10.5	6+	.41	54.28	.001	10	23+	.40	44.12	.001
10.5	2+	.41	53.66	.001	11	3+	.35	33.95	.001
12	3+	.40	52.45	.001	13.5	2+	.34	32.52	.001
13	23+	.39	48.75	.001	13.5	8	.34	32.52	.001
14	15+	.38	47.67	.001	13.5	11	.34	32.12	.001
15	22+	.37	45.21	.001	13.5	32+	.34	31.71	.001
16	35+	.35	40.08	.001	16	35+	.30	24.51	.001
18	1+	.32	33.61	.001	17.5	38+	.29	23.11	.001
18	14+	.32	32.18	.001	17.5	33+	.29	22.72	.001
18	33+	.32	32.07	.001	20	15	.26	18.95	.001
20.5	10+	.29	27.47	.001	20	20+	.26	18.95	.001
20.5	29	.29	27.18	.001	20	41+	.26	17.95	.001
22	8	.28	25.81	.001	22	10+	.25	16.94	.001
23	31+	.26	21.03	.001	23.5	7	.24	15.62	.001
24.5	7+	.25	20.52	.001	23.5	19+	.24	15.45	.001
24.5	38+	.25	19.73	.001	25	34+	.22	13.58	.001
26	30+	.24	18.30	.001	26	1+	.20	10.77	.01
27	32	.19	11.59	.001	27	31	.17	7.62	.01
29	40	.17	9.81	.01	28	6	.16	7.08	.01
29	12+	.17	9.74	.01	29	30	.14	5.26	.05
29	34	.17	9.13	.01	30	24	.12	4.07	.05
31	36	.15	7.12	.01	31	40	.09	2.02	.20
32	24+	.13	5.77	.02	32	12	.08	1.80	.20
33	20	.12	4.60	.05	33.5	36	.05	0.77	.50
34	41	.08	1.88	.20	33.5	9	.05	0.70	.50
35	42	.02	0.10	.80	35	28	.04	0.44	.70
36	25	.00	0.00	.99	36.5	29	.02	0.10	.80
37.5	9	-.03	0.30	.70	36.5	37	.02	0.09	.80
37.5	37	-.03	0.28	.70	38	25	.00	0.00	.99
39	28	-.07	1.75	.20	39.5	42	-.01	0.06	.90
40	27	-.12	4.60	.05	39.5	27	-.01	0.05	.90

(Continued On Next Page)

TABLE 69 (Continued)

AAA MEMBERS				
Rank	Item No.*	P	Chi-Square	Significance**
1	17+	.73	198.54	.001
2	4+	.64	152.02	.001
3	5+	.63	147.97	.001
4	13+	.61	139.99	.001
5	26+	.60	134.96	.001
6	21+	.59	128.58	.001
7	39+	.55	113.50	.001
8.5	3+	.53	106.16	.001
8.5	23+	.53	103.56	.001
10.5	22+	.49	89.04	.001
10.5	14+	.49	87.59	.001
12	11+	.47	83.01	.001
13	15+	.46	79.48	.001
14.5	35+	.45	76.19	.001
14.5	33+	.45	75.60	.001
16	2+	.43	68.31	.001
17	19+	.40	57.92	.001
18	7+	.37	51.01	.001
19	1+	.36	49.32	.001
20	30+	.35	45.27	.001
21	32	.34	42.46	.001
22	8	.29	31.65	.001
23.5	38+	.28	29.77	.001
23.5	6	.28	29.69	.001
25	10+	.26	24.98	.001
26	20+	.24	21.12	.001
27	12	.23	19.45	.001
28	34+	.21	15.63	.001
29	31	.17	11.17	.001
30	36+	.14	7.39	.01
31.5	40	.12	5.46	.02
31.5	41+	.12	5.10	.05
33	29	.11	4.19	.05
34	42	.06	1.25	.30
35	24	.04	0.69	.50
37	25	.00	0.01	.95
37	37	.00	0.01	.95
37	28	.00	0.00	.99
39	27	-.03	0.40	.70
40	9	-.04	0.75	.50

* Items in which the majority of the DET and FAV respondents provided unfavorable and favorable responses, respectively, are indicated by a "+".

** For all comparisons, D.F.=1. For the indicated probability levels, the Chi-Square values are: .001 - 10.83; .01 - 6.64; .02 - 5.41; .05 - 3.84; .20 - 1.64; .30 - 1.07; .50 - 0.46; .70 - 0.15; .80 - 0.064; .90 - 0.016; .95 - 0.004; and .99 - 0.00.

the three demographic groups on the relative importance of each of the issues examined in Part "A." These intergroup rank order correlations are set forth in the following Table 70.

TABLE 70

Kendall's Coefficient of Concordance (W) Test Results:
For "Concordance" Among Financial Analysts, CPAs and AAA Members
On Ranking of Statements of Part "A" For the DET/FAV Comparison
According to the Results Obtained in the Indicated Tables

A. Table 68 (Ranking Based On Mean Response Differences)	Kendall's Coefficient of Concordance (W)	.91
	Significance:	
	Chi-Square	106.47
	Level of Significance & Its Chi-Square Value	.001 73.40
	Degrees of Freedom	39
B. Table 69 (Ranking Based On Phi-Coefficients)	Kendall's Coefficient of Concordance (W)	.92
	Significance:	
	Chi-Square	107.64
	Level of Significance & Its Chi-Square Value	.001 73.40
	Degrees of Freedom	39

Based on all of the foregoing results and analyses thereof, the pertinent findings that emerge from the investigation of the issues of the MAS controversy examined in Part "A" are as follows:

1) There is a remarkable agreement among the three demographic groups sampled in this survey with respect to the relative importance of each of the issues for discriminating between the two polar attitudes toward the MAS question. Reference to Table 70 reveals that the obtained measures of "concordance" were very strong and statistically significant.

2) In general, the principal issues of the controversy, as evidenced by both their consistent ranking at or near the top under each analytical

approach and their very strong predictive ability for discriminating between the polar views toward the MAS question, are those relating to: (a) The ethical compatibility of the attest and MAS functions (statement #17); (b) The prohibition of the attesting CPA's performance of MAS (statement #5); (c) The effects upon the attesting CPA's objectivity in the attest function when he also performs MAS for the same client (statements #26 and #13); and (d) The inherent conflict in performing both functions for the same client. This pertains to a conflict of interest (statement #4), and to a lesser degree, a conflict in roles in the sense that the CPA may be called upon in the attest function to pass judgment on the results of his own recommendations provided in the MAS function (statement #39).

It is recognized that some may argue that all of the above mentioned principal issues could be "logically" combined and classified as a single factor, perhaps called an "image" variable. However, there is evidence to suggest that each of the above issues is uniquely important for understanding the respondent's attitude toward the MAS question. The rather definite manner in which each of these issues was "actually" considered by those respondents who professed neutrality on the MAS question precludes any such oversimplified combination.

Specifically, either a consensus or plurality of these neutral respondents was, on the one hand, in agreement with the FAV respondents with respect to the ethical compatibility of the dual functions, the attesting CPA should not be prohibited from performing MAS, and there is no inherent conflict arising from the CPA's performance of both roles. On the other hand, these same NDV respondents were closer to the DET respondents with respect to the issues involving objectivity and conflict of interest. Furthermore, it is worth noting that in

the inquiry pertaining to whether there is immediate need to place limitations on the kinds of MAS which the attesting CPA may perform (statement #3), these neutral respondents were also in agreement with the DET respondents.

3) One of the most important problems associated with the investigation of the MAS question is whether the respondents were basically considering the issue separately from their observations about the status of the accounting profession's independence in general. It is worth noting that Titard¹⁰ implicitly claimed that this was one of the principal issues of the MAS controversy. Based on his intuitive analysis of the comments supplied by his respondents, Titard asserted that for many who provided an unfavorable opinion toward the MAS question, their opposition was primarily due to a general lack of faith in the accounting profession.

However, in order to accept Titard's assertion, the converse must also be true. In other words, if this so-called "bias" factor is a significant aspect of the MAS controversy, then we should expect a strong correlation when comparing respondents' expressed attitudes toward the MAS question and their views toward the accounting profession generally.

This specific issue was probed in statement #12. The correlation results in Table 69 show that with respect to all demographic groups the so-called "bias" issue is very weakly related to the respondents' perception of the compatibility of the dual functions. Furthermore, reference to Table 64 shows that one of the main reasons contributing

10. Pierre Louis Titard, The Effect of Management Advisory Services By Certified Public Accountants on the Users of Financial Statements, unpublished Ph. D. dissertation, Louisiana State University and Agricultural and Mechanical College, 1970, p. 173.

to such a low correlation is precisely due to the way in which the DET respondents answered the statement. Within both accounting groups, a consensus of the DET respondents was that the accounting profession has achieved a remarkable reputation for independence.

On the other hand, the Financial Analysts' DET respondents were about equally divided between having an unfavorable and not-unfavorable opinion on this matter. This pattern of responses should be compared to those of all other analysts who were not indicating any appreciable affirmation about the accounting profession's reputation. In other words, among the financial statement users, an expression of negative feelings toward the accounting profession in general was not a characteristic strongly related to having an inimical view toward the compatibility of the attest and MAS functions.

4) Although the integrity inquiry (statement #22) was a relatively high ranking issue in the controversy, especially so for the accounting groups, its absence from the top ranks is quite significant. In the past, it has generally been assumed, as Hartley and Ross¹¹ had done in their survey, that the principal issue of the MAS controversy is the integrity of the attesting CPA. Yet, not only do the correlation analyses contradict this long-standing belief, it can also readily be observed from the kind of responses provided to this statement in Table 64 that the primary reason for its failure to be one of the principal issues is due to the sizable minority of DET respondents who expressed a not-unfavorable opinion.

Another aspect of the integrity rhetoric has been the tendency to link this issue with the objectivity issue. The inference has been that these issues are related so that a probe into both will produce

11. See above, pp. 36-38.

the same response patterns. In reference to this present study, the pertinent question, especially for each of the two polar attitudes toward the MAS question, is whether there is a significant difference between the nature of the overall responses to statements #22 (integrity) and #26 (objectivity).¹² In performing the analysis, the approach in which the "Undecided" response is combined with the favorable response (which for both statements constitutes a "Disagree" response) is utilized. These results are set forth in Table 71, and the phi-coefficients test results are presented in Table 72.

The results were quite interesting. For all groups, the amount of unfavorableness on the two statements was essentially the same for the FAV respondents. In other words, for these FAV respondents it would make no substantial difference which of these issues are selected for determining their not-unfavorableness towards the attesting CPA's performance of MAS. On the other hand, the results rather convincingly demonstrate that the DET respondents in all groups are differentiating between the objectivity and integrity issues, with the objectivity issue receiving the substantially greater number of unfavorable responses. Therefore, it may be concluded that in any single-question type of survey in which the integrity issue serves as a principal investigative statement, as in the Hartley and Ross study, the results will be biased in the direction of presenting a favorable view toward the MAS question. Furthermore, the results also show that the DET respondents are uniquely focusing in upon the loss of the attesting CPA's objectivity when he performs MAS without strongly implying that this is due to a failing in the CPA's personal integrity.

12. It should be noted that both statements, except for the particular variables in question, are constructed in about the same manner.

TABLE 71

Comparison of Responses (Dichotomized Into Unfavorable and Not-Unfavorable Categories) to Statements A-22 (Integrity) And A-26 (Objectivity) By Groups For DET and FAV Respondents

Response	DET Respondents				FAV Respondents			
	A-22		A-26		A-22		A-26	
	(Integrity)		(Objectivity)		(Integrity)		(Objectivity)	
	N	%	N	%	N	%	N	%
FINANCIAL ANALYSTS								
Unfavorable	116	60.1	172	89.1	28	21.5	34	26.2
Not-Unfavorable	<u>77</u>	<u>39.9</u>	<u>21</u>	<u>10.9</u>	<u>102</u>	<u>78.5</u>	<u>96</u>	<u>73.8</u>
	193	100.0	193	100.0	130	100.0	130	100.0
CPAs								
Unfavorable	15	62.5	22	91.7	13	5.2	20	8.0
Not-Unfavorable	<u>9</u>	<u>37.5</u>	<u>2</u>	<u>8.3</u>	<u>238</u>	<u>94.8</u>	<u>231</u>	<u>92.0</u>
	24	100.0	24	100.0	251	100.0	251	100.0
AAA MEMBERS								
Unfavorable	67	53.2	99	78.6	21	8.6	40	16.3
Not-Unfavorable	<u>59</u>	<u>46.8</u>	<u>27</u>	<u>21.4</u>	<u>224</u>	<u>91.4</u>	<u>205</u>	<u>83.7</u>
	126	100.0	126	100.0	245	100.0	245	100.0

TABLE 72

Phi-Coefficients Test Results: For Differences By Groups Between Responses to Statements A-22 and A-26 For DET and FAV Respondents

	FINANCIAL ANALYSTS	CPAs	AAA MEMBERS
DET Respondents			
Phi-Coefficient	.33	.30	.26
Chi-Square	41.37	4.25	16.96
Level of Significance & Its Chi-Square Value	.001	.05	.001
Degrees of Freedom	10.83	3.84	10.83
Sample Size	1	1	1
	386	48	252
FAV Respondents			
Phi-Coefficient	.04	.05	.11
Chi-Square	0.53	1.17	6.07
Level of Significance & Its Chi-Square Value	.50	.30	.02
Degrees of Freedom	0.46	1.07	5.41
Sample Size	1	1	1
	260	502	490

5) The results bearing upon the competency issue are especially interesting. On the one hand, there is a consensus among all respondents that the determination of competence in the MAS area is primarily a subjective matter on the part of the CPA (statement #25). Therefore, this aspect of the competence controversy, as shown by the correlation results, is essentially unrelated to the respondents' expressed attitude on the MAS question. On the other hand, when the inquiry involves the question as to whether the CPA's background qualifies him to perform MAS, this aspect of the competency variable is only weakly related to the MAS question (statement #34). Reference to any of the correlation analyses reveals that this issue is generally ranked in the bottom half for all groups.

The results in Table 64 show that the failure of this latter aspect of the competency issue to be a strong factor in relation to the respondents' attitude toward the MAS question is due to (1) the relative lack of the DET respondents to express an overwhelming indictment against the CPA's competency to perform MAS, and (2) the relative lack of the FAV respondents, especially among the Financial Analysts, to be overwhelmingly convinced that the CPA is qualified to enter the MAS field.

Therefore, it may be concluded that the competency factor is not particularly important for determining an individual's attitude toward the attesting CPA's performance of MAS. This finding seems to contradict the results obtained by Hartley and Ross.¹³

6) Though there was a remarkable consistency among the groups in the ranking of all the issues, there were, nevertheless, marked variations in the ranking of some specific issues. Of particular interest

13. See above, pp. 39-40.

is the "reason" for these differences.

When comparing the Financial Analysts to the two accounting groups, three issues generally maintained a large rank difference under the various methods of analyses. These were the disclosure issues, whether involving the kinds of MAS (statement #32) or MAS fees (statement #20) and the 1961 Objective (statement #6) in which the AICPA Council encouraged the CPA to enter the MAS field.

While the disclosure issues achieved a moderate ranking in the accounting groups, especially so for the CPAs, these statements were ranked near the bottom of the list for the Financial Analysts. The reason for this latter occurrence is the fact that a consensus of all analysts is overwhelmingly in favor of disclosure, regardless of their attitude toward the MAS question. In other words, the question as to whether or not disclosure should be made about MAS activity is a matter, from the Financial Analysts' point of view, that is basically unrelated to the whole MAS problem.

Statement #6 achieved a lower ranking among the accountants, as compared to its high placement for the analysts, because the majority of the accounting DET respondents have expressed no desire to keep the CPA out of MAS in general. If the nature of the responses to statement #6 is analyzed in conjunction with the replies to statements #5 (the attesting CPA should be prohibited from performing MAS for audit clients) and #7 (the accounting profession should be split into two professions), then it may be reasonably inferred that the accounting DET respondents are clearly distinguishing between the performance of MAS for audit clients (which is unacceptable) and the performance of MAS for non-audit clients (which is acceptable). Though this subtle difference does not emerge from the analysis of these statements for the Financial Analysts,

it should be noted that among the unfavorable analysts there is no overwhelming consensus for the formation of two professions.

7) Finally, aside from the question of how strongly the issue is related to the MAS controversy, the results for a number of other statements are worth noting because of the kind of absolute responses provided. In numerical sequence, these issues and the applicable finding were:

(a) Statement #3 (The immediate need to place limitations on the kinds of MAS which the attesting CPA may render): While an overwhelming majority of DET respondents answered as was expected, a sizable minority of the FAV respondents, especially among the Financial Analysts, also is of the opinion that this action is necessary.¹⁴

(b) Statement #11 (The practicing segment of the accounting profession should be the ultimate decision-maker as to the compatibility of the dual functions): A plurality of the FAV Financial Analysts is opposed to having the CPAs as the ultimate arbiter on the compatibility of the attest and MAS functions. Alternatively, the DET CPAs are equally divided on this matter. On the other hand, this apparent demographic bias is absent from the AAA Members, where the issue is entirely related to the respondent's attitude on the MAS question.

(c) Statement #19 (The CPA is ethically obligated to perform MAS for his audit clients): A substantial number of FAV respondents, particularly so for the Financial Analysts in which a majority was achieved, reject this as a premise for sanctioning the dual functions.

(d) Statement #24 (It is ethical for the CPA to become involved in a separate partnership with non-CPAs for the purpose of rendering

14. This finding for the FAV respondents should be considered in conjunction with the results presented in the next section about the specific areas of MAS examined in Part "B."

MAS): Paradoxically, it is all of the CPAs who most vehemently object to this partnership arrangement though their former ethics committee in Opinion No. 17 believed to the contrary. Furthermore, it is interesting to note that in the recent Restatement of the Code of Professional Ethics, this whole topic is conspicuously absent; and

(e) Statement #31 (There is a conflict between independence and the required confidentiality of a CPA/client relationship): For members of the accounting profession, a consensus of all respondents is that no such conflict exists. However, with respect to the Financial Analysts, the nature of the responses is clearly related to the respondent's attitude on the MAS question.

In addition to indicating their opinions on the issues of the MAS controversy according to the format of Part "A," about 20% of the respondents, proportionately distributed among all attitudes and demographic groups, also provided comments in response to a general inquiry about the compatibility of the attest and MAS functions. Though of value for the specific manner in which the MAS problem is discussed, these comments are also important for two other reasons: (1) They provide additional evidence as to the adequacy of the criterion C-6 question. In other words, are the comments consistent with the attitude expressed on the criterion question? and (2) they provide additional evidence as to the correlation results pertaining to the determination of the principal issues of the MAS controversy. In other words, did the respondents choose to write about those issues which the analyses revealed to be the principal issues?

Admittedly, this form of evidence is not too compelling because

of its subjective nature. As Sherif and Sherif¹⁵ point out, the researcher's own strong convictions on the issue in question will be an important factor in determining how the interpretation of the comments will come out. Keeping this latter point in mind, the findings were as follows: (1) For those respondents who chose to provide written comments, not one was inconsistent with the attitude expressed on question C-6. We found this most impressive, especially considering that some of the comments were supplied by the so-called "neutral" respondents. The one feature associated with this latter group was that they all had something pro and con to say about the attesting CPA's performance of MAS for audit clients; and (2) in general, most of the respondents chose to write about those issues that were identified by the correlation analyses as the principal issues. A sampling of these comments, segregated by group affiliation and response to question C-6, appears in Table 73.

As witnessed by the comments of several CPAs in Table 73, the accounting profession has continually asserted that there is no compelling evidence to demonstrate that the rendition of MAS has "actually" led to an impairment of the CPA's audit independence. However, the inability to unearth such evidence may be primarily due to a failure to specify the operational terms necessary to test the relationship between MAS and the so-called "in fact" impairment of independence. Specifically, the methodological problem has been that any observed deficiency in the financial statements when the CPA also performs MAS could just as readily be rationalized as a failure to follow auditing standards rather than the result of any lack of independence.

15. Muzafer Sherif and Carolyn W. Sherif, Social Psychology, (New York: Harper & Row, Publishers, 1969), p. 377.

TABLE 73

Selected Comments of Respondents By Group Affiliation and Responses to Question C-6 Regarding the Compatibility of the Attest and MAS Functions*

FINANCIAL ANALYSTS

DET Respondents

In short, I question whether an auditor, with another involvement in the company, can render a totally objective attest function. As an analyst, I must rely on the auditor's independence and objectivity and this, in my view, is reduced by these MAS activities.

The inherent conflict of interest should be so obvious as to require no further explanation.

The attest function is charged to CPAs as the practice of law is charged to attorneys. The MAS function should be the responsibility of management consultants.

The CPA should be confined to the role of independent auditor in order to protect the interest of the stockholders. The CPA, in attempting to perform the role of a professional management consultant, has to in the final analysis compromise his role as an objective, independent auditor. By performing both roles, the CPA is trying to perform the roles of "lawyer or advocate" and "judge" at the same time. I do not believe that the establishment of the MAS division or subsidiary of a CPA firm solves the problem of the inherent conflict of interest. This move merely is establishing a "gray area" which can not exist for a situation which must be "black or white."

MAS should be performed by a separate firm than that performing the audit function. Anything less is downright silly as accountants are no better or worse than other professionals and are equally subject to looking out for number "1". People are people and conflict of interests is conflict of interests and pressure is pressure.

I do not question the ability of the CPA but do question the wisdom of working for a firm on MAS projects and then attesting to the statements.

The attest function in my opinion is for the benefit of stockholders. The stockholders, not management, are the client. Thus, independence of the attesting CPA from management seems imperative for more nearly objective attesting and for the general confidence of the shareholder clients.

(Continued On Next Page)

* Individual comments are separated by a space.

TABLE 73 (Continued)FINANCIAL ANALYSTSDET Respondents

I believe the CPA firm is probably the best qualified organization to perform MAS services for its clients because of the firm's intimate knowledge of the client's operations and personnel. However, the potential for lucrative MAS fees interferes, in my opinion, with the CPA's objectivity in performing the attest function.

I would worry about any activity that compromises the independence of the CPA firm. Extra revenues from a client may be a tempting reason to soften an accounting decision. We have enough trouble with creative accounting techniques as it is. Who needs something else to worry about?

If an auditor notices things in the course of his audit that he thinks could be or should be changed to the advantage of the client in the interest of better control, he should call it to the attention of the client. If such information is passed on incidentally to the regular audit, I think this is good in general. But if he sells this information, and then comes back and audits the firm, he is in effect checking on his own work, and so is less impartial and independent.

NDV Respondents

In certain instances, the MAS function may enhance the quality of the audited statements. On the other hand, however, money talks and it is possible in some instances for independent thought to be less than objective when large MAS fees are involved.

It is obvious that there is an inherent conflict. It is also obvious that the CPA in the course of his audit and as a result of his training and background is well qualified to perform MAS service for the client. I am not certain about the effect on the CPA's independence, nor am I certain about the ameliorating effect of separating the two functions.

FAV Respondents

Basically, I don't find the two functions to be in conflict. I have a great faith in the inherent honesty of the CPA.

(Continued On Next Page)

TABLE 73 (Continued)FINANCIAL ANALYSTSFAV Respondents

Knowledge that the CPA had done extensive MAS would lead me to believe that he probably had considerable access to data and other information that makes his certificate even more meaningful.

The rendering of MAS can enhance the auditor's understanding of the client's operations and sharpen his perception of issues arising in rendering the independent audit function. Self-policing is essential to avoid loss of independence, but this is a manageable problem for any CPA firm which wishes to maintain its integrity and professional standing. If this desire is not present, independence will not be maintained whether or not the firm provides MAS.

As to integrity - it either exists or it does not exist, and it cannot be bought. Hence no possible conflict where an honest CPA also does MAS. If he is not honest his audit fees alone will corrupt, whether or not there are additional MAS fees.

I assume a reputable firm will be able to police itself sufficiently to prevent an audit and MAS conflict.

The conflict of interest arises from the fact that management can in effect pressure auditors for "favorable" interpretations because they can dismiss them at any time from all services. MAS as such is not a conflict of interest.

CPAsDET Respondent

In order to avoid any appearance of conflict of interest, the attest and MAS functions should not be performed by the same firm.

NDV Respondent

I object to the CPA firms employing experts in management services who possess a knowledge far greater than the partner in charge. I feel that CPAs should render MAS in areas where the partner in charge possesses adequate knowledge and is capable of supervising the engagement properly. I strongly object to CPAs placing themselves in the role of a broker in rendering MAS type services, either through their own staff of experts or a separate organization employing experts.

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TABLE 73 (Continued)CPAsFAV Respondents

The two functions become more complementary and compatible as time passes. To separate them because of an illusionary "independence conflict" - which demonstrably does not exist - would be a severe step backwards for the accounting profession.

As an old-fashioned independent auditor, it is my firm belief that the attest and advisory roles are compatible because of the professional conscience and integrity of the CPA.

I see no big conflict. A person's or firm's suitability to perform the attest function is based on integrity, and you either have it or you don't.

I agree that the rendition of MAS should enable the CPA to do a better job in the attest function. To think otherwise under-estimates the complexity of modern businesses and problems involved in meaningfully auditing them. The additional insight which the firm may obtain through rendering the additional services may be invaluable in performing the attest function.

I know by personal experience that the audit people are usually more critical when their firm has performed the MAS work, than when an outside MAS firm is involved. In my 26 years of public accounting, I have yet to have knowledge of any MAS engagement that influenced the audit people where the same firm was involved.

Generally, the performance of MAS services by a CPA adds to his knowledge about a company, and therefore, tends to make his opinion more informed. After over 30 years in the practice of my profession, I have never seen or ever heard of an actual situation where the opinion of a CPA, appropriately carried out, could be said to have been adversely affected by the management services work he performed for the same company in terms of independence or otherwise.

To borrow a phrase from Shakespeare, I believe that the recent questions concerning management advisory services and the independence of the attest function are "much to do about nothing." In my 18 years in public accounting I have yet to see the first instance in which I believed that providing the management advisory services has affected a CPA's independence and I have yet to read of a specific case in connection with all the recent articles on the subject. I believe the extra breadth of knowledge which a firm can bring to an audit engagement because of its management advisory services contributes to the quality of the attest function.

(Continued On Next Page)

TABLE 73 (Continued)AAA MEMBERSDET Respondents

The attest function is the dominant role for the CPA. His primary responsibility is still to stockholders and third parties. Thus, there is an inherent incompatibility of the two functions insofar as the profession's responsibilities are concerned.

When the time comes that the CPA will be called upon to adopt the point of view of an attorney who is an advocate and not a judge, then my opinion will change.

They are not compatible when rendered to the same firm, but CPAs are the best qualified to perform MAS services to firms they do not audit.

In light of today's controversy over the compatibility of the attest and MAS functions, there should not be the slightest question of lack of independence on the part of the attesting CPA. I believe that the CPA is competent to perform MAS but that MAS should not be performed by the attesting CPA. The attest and MAS functions should be performed by different CPA firms.

NDV Respondents

My attitude toward this matter is very unclear. On the one hand, I am convinced that the auditor is in an excellent position to render management advisory services and that he can do so without compromising his independence. On the other hand, I find myself to be one of those onlookers who would feel that there had been some compromise in objectivity if both services were performed.

I feel that MAS work is a legitimate function of the CPA, but I also feel, knowing human nature, there is a potential problem when an individual has to evaluate his own work.

The performance of both functions provide a better awareness of a possible need for disclosing something in the financial statements, but both functions make it harder to be objective.

FAV Respondents

My judgment is that CPA firms have scrupulously upheld their independence in rendering an opinion in those situations in which MAS were performed.

(Continued On Next Page)

TABLE 73 (Continued)AAA MEMBERSFAV Respondents

The CPA becomes more knowledgeable of his client's operations through MAS and thus should be able to do a better job in the attest function.

The cost of solving this potential problem may far exceed any cost that may flow from the problem.

I feel that the whole issue is dependent upon the integrity of the CPA firm.

A good, honest CPA can legitimately perform both ways without conflict.

Independence is a classroom concept. No CPA is as independent as the theory states. If you socialize the profession independence may come. The question involved is competence not independence.

The controversy has been exaggerated by members of the academic profession and foiled by the financial press.

Integrity is the key. If the practitioner has the integrity his profession demands, the MAS function is not only compatible but will enhance his attest function. If he doesn't, his attest function is worthless anyway.

The CPA is often in the best position to offer valuable consulting advice to his client and, unless there is strong public reaction against it, there is no reason why this should be discontinued.

In the early years of its existence, the SEC discovered that they were unable to untangle this methodological problem. When confronted with "substandard" financial statements in situations also involving a possible conflict of interest relationship between the CPA and his client, the SEC found that it was safer to challenge the CPA for failing to comply with auditing standards rather than attempting to prove any lack of independence.¹⁶

More recently, this kind of rationalization was displayed when the AICPA's ad hoc committee on independence, in conjunction with its limited investigation of the MAS problem in the late 1960's, was presented with several MAS case studies involving an alleged impairment of the CPA's "in fact" independence. After analyzing the cases, the ad hoc committee reached the following conclusion:

(T)hey did not impress the committee as exemplifying a lack of independence arising from the rendition of management services - rather they showed a failure of CPAs to have observed generally accepted auditing standards in performing the attest function.¹⁷

Therefore, due to this availability of an alternative interpretation (which to some may be mere "double-talk"), it would appear that any further inquiry solely to obtain more "in fact" cases of alleged loss of independence would serve no useful purpose.

On the other hand, as evidenced by the case studies presented to the ad hoc committee on independence, financial statement users have encountered concrete situations in which they believe the attesting CPA has lost his independence due to the performance of MAS. Aside

16. Richard N. Owens, "What is an Independent Accountant?" The Accounting Review (vol. XVI, no. 4, December, 1941), p. 397.

17. Ad Hoc Committee on Independence of the American Institute of Certified Public Accountants, "Final Report of Ad Hoc Committee on Independence," The Journal of Accountancy (vol. 128, no. 6, December, 1969), pp. 51-56.

from the question of interpretation, the more significant inquiry, not performed by the ad hoc committee, is whether these cases had affected the users' investment behavior toward the CPA's client? It is this variation of the "in fact" aspect of independence that was probed in the present research study. The question, identified as C-7 on the questionnaire, was as follows:

Do you know of any instance in which knowledge of the performance of management advisory services by a CPA in a situation where he was also fulfilling the independent audit function specifically affected, either favorably or unfavorably, your investment decision with respect to the CPA's client? Yes___ No___ If so, please explain:

Unfortunately, the results (as they apply to the Financial Analysts) are somewhat inconclusive for the following reasons: (1) A substantial number of respondents left the question unanswered; (2) though the majority of those who answered the question provided a "No" response, comments by some of the respondents indicated that this may not have been a substantive response (i.e., they knew of situations in which the attesting CPA performed MAS, but this did not affect their investment decision), but rather the "No" response indicated they had no knowledge of whether the CPA performed MAS; and (3) practically all of those who provided an affirmative response merely indicated that the effect was either favorable or unfavorable, without supplying any supporting details.

In all, there were 31 affirmative replies by the Financial Analysts to question C-7, of which 22 were unfavorable and 9 were favorable. Although few in number, it is nonetheless significant (from a conceptual point of view) that all of the 22 unfavorable replies were from DET respondents (or from approximately 11% of the 193 DET analysts) and the 9 favorable replies were from FAV respondents (or from approximately 7% of the 130 FAV analysts). This suggests that the investor's attitude

is related to whether or not the client will be "penalized" or "rewarded" when the attesting CPA performs MAS. In other words, it appears that there are important "motivational" implications associated with the user's attitude toward the MAS question.

In addition, though the results are inconclusive, they also suggest another aspect of the MAS controversy that has not yet been considered. Unanswered at the present time is the question regarding the client's view toward the MAS controversy given that the sophisticated investor, at least some of them, may place an investment "penalty" upon a company in which the attesting CPA performs MAS.

Analysis of the Specific Areas of MAS Examined in Part "B"

In order to properly evaluate the results pertaining to the specific areas of MAS examined in Part "B," the manner in which this general topic has uniquely contributed to the MAS controversy must be briefly reviewed. On the one hand, this topic has been arbitrarily selected as the principal reason for challenging the validity of the earlier Schulte and Briloff studies. Carey and Doherty¹⁸ considered Schulte's findings questionable because respondents' views regarding the specific areas of MAS were not investigated. Both the AICPA's ad hoc committee on independence¹⁹ and Hartley and Ross²⁰ took exception to the Briloff study because its research design did not unequivocally permit the conclusion that the financial community's objection to the listed services was

18. John L. Carey and William O. Doherty, Ethical Standards of the Accounting Profession, (New York: AICPA, 1966), p. 23.

19. Malcolm M. Devore, "Compatibility of Auditing and Management Services: A Viewpoint from Within the Profession," The Journal of Accountancy (vol. 124, no. 6, December, 1967), p. 37.

20. Ronald V. Hartley and Timothy L. Ross, "MAS and Audit Independence: An Image Problem," The Journal of Accountancy (vol. 134, no. 5, November, 1972), p. 45.

specifically related to their effect upon audit independence.

On the other hand, the two later research attempts into this topic have produced paradoxical findings, which, in turn, have served as a basis for downgrading the significance of the results pertaining to the financial statement users' negatively expressed attitudes toward the MAS question. With the analysis being conducted on an overall group basis, both the Titard²¹ and the Hartley and Ross²² studies found that except for a few areas of MAS, the consensus was in support of or not against the attesting CPA's performance of service for most of the MAS areas examined in the respective studies. Furthermore, the few exceptions that were observed were primarily in the areas unrelated to the well-known accounting areas. This finding prompted Hartley and Ross²³ to believe that the MAS question was merely an "image" problem; that is, the financial community was objecting to the attesting CPA's performance of MAS because they are unaccustomed to seeing the auditor perform service in nontraditional accounting areas.

There are two problems that prevent the findings of the latter two studies from being a conclusive representation of the MAS controversy. The first problem concerns the particular research design used by these researchers. By only allowing their respondents to respond basically either in the affirmative or negative (i.e., the attesting CPA should or should not perform MAS in the specified MAS area), the researchers were implicitly assuming that the CPA's role in the particular area was not an essential factor for evaluating the respondents' views toward each area of MAS. In other words, in the Titard and Hartley and Ross

21. Pierre Louis Titard, op. cit., pp. 169-173.

22. Ronald V. Hartley and Timothy L. Ross, op. cit., p. 46.

23. Ronald V. Hartley and Timothy L. Ross, A Critique of CPAs' Independence, unpublished, 1972, p. 14.

studies it was assumed that a "Yes" response meant the same for all respondents.²⁴ The second problem, specifically in reference to the Hartley and Ross study, involves the method of analysis that was used. By restricting the analysis to demographic groups, the results could misrepresent the manner in which the so-called "compatibility" factor may be related to respondents' views. In the Hartley and Ross study, there is no way of determining whether the group consensus is also representative of those respondents who have an inimical view towards the CPA's performance of the dual functions.

The general purpose of this section is to ascertain the respondents' views regarding the specific areas of MAS, given their expressed attitude toward the MAS question. The principal issue to be investigated is whether the attesting CPA's role in a MAS area is an important factor for assessing respondents' views toward the specific areas of MAS. Particular emphasis will be placed on the comparison involving the two polar attitudes, or those respondents who provided DET and FAV responses to question C-6.

Consistent with previous empirical research on this topic, the present study will also emphasize the consensual response. The nature of this response will determine the way in which each response of question C-6 by demographic affiliation will be classified as to their view toward each area of MAS examined in Part "B." In addition to providing pertinent information about any one area of MAS, this so-called "absolute" approach²⁵ will also permit some overall generalizations. This

24. In addition, we have also criticized Titard's design for failing to allow all the respondents the opportunity to express an opinion as to whether or not the attesting CPA should perform service in the specified area. See above, p. 31.

25. It should be recalled that in the previous chapter it has already been determined that the DET respondents, when "relatively" compared to all other respondents, achieved a lower involvement score for each area of MAS.

may be accomplished by combining the classification results for all 25 areas and comparing the obtained summaries between the polar attitudes for statistically significant differences.

In order to proceed with the analysis, the data pertaining to Part "B" must be rearranged into a form which will allow for the investigation according to the stated purpose. The crucial question involves the way in which the "Yes" responses (of which there are seven kinds)²⁶ are segregated into categories. The division must be such that the results reasonably reflect the kind of involvement in MAS (in a qualitative sense) which is implied by the respective definitions for the roles of fact-gatherer, recommender, and technical implementor.

Based on the nature of the controversy pertaining to the attesting CPA's role in MAS, it may be assumed that from a qualitative point of view the role of fact-gatherer connotes a more "limited" kind of involvement in MAS, and the roles of recommender and technical implementor imply a more "extensive" kind of involvement in MAS. For example, the official accounting literature has implicitly recognized this qualitative difference among the roles by identifying the roles of recommender and/or technical implementor as the unique aspect of the MAS function. In addition, by declaring that reasonable observers would not object to the attesting CPA's performance of these roles, the AICPA is also recognizing that there is a substantial difference between the performance of these roles and the performance of the fact-gathering role.²⁷ On the other hand, those opposed to the attesting CPA's performance of MAS have

26. If the respondent indicated by a "Yes" response that the attesting CPA should perform service in an area, the respondent had to then choose one or any combination of three stated roles (and thus seven possible situations) which he believed appropriate for the CPA to perform.

27. Committee on Professional Ethics of the American Institute of Certified Public Accountants, Opinion No. 12; Independence, (New York: AICPA, 1963).

specifically identified the rendering of these roles as the reason for the CPA's loss of audit independence. Their argument has been that it is primarily through the performance of these roles that the auditor becomes "intimately" connected with the client to such an extent as to impair his objectivity during the attest function.²⁸

In our opinion, based on the foregoing, there is justification for assuming a qualitative difference among the roles. Therefore, when rearranging the data of Part "B," those "Yes" responses for which it was indicated that only the fact-gathering role should be performed, shall be classified as a "limited" kind of involvement. Alternatively, any other kind of either one role response or multiple role response will be classified as "extensive" involvement. The results of this rearrangement procedure, segregated by response to question C-6 and group affiliation, are set forth in Table 74. (The data for Table 74 were calculated from the information provided in Appendix H.)

In order to provide a basis for comparison with previous research studies, the analysis will first probe the data regarding the elementary question of whether or not service should be performed in a particular area. This may be ascertained by considering the responses according to the Yes/No dichotomous classification.²⁹ Based on the opinion which achieved a consensus, each attitude by demographic affiliation is classified as either in favor of or opposed to the attesting CPA's performance of MAS in the particular area. The results of this analysis (itemized by area of MAS, demographic affiliation and responses to question C-6) are set forth in Table 75. The summarized results for all 25 areas are

28. R. K. Mautz and Hussein A. Sharaf, The Philosophy of Auditing, (Menasha, Wisconsin: George Banta Company, Inc., 1961), pp. 222-223.

29. In this analysis, the limited and extensive responses of Table 74 are regrouped into a "Yes" category.

TABLE 74

Percentages of Respondents Having the Views Indicated Toward the Kind of Involvement the Attesting CPA Should Have For Each Area of MAS Examined In Part "B" Given Their Group Affiliation and Responses to Question C-6

KIND OF INVOLVEMENT*	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET	NDV	FAV	DET	NDV	FAV	DET	NDV	FAV
B-1 Accounting Machine and Office Equipment Studies									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=249)	(n=124)	(n=32)	(n=244)
NONE(1)	29.2	10.0	15.0	12.5	0.0	2.4	25.0	9.4	6.1
LIMITED(2)	24.3	22.5	11.0	12.5	0.0	5.2	24.2	12.5	11.5
EXTENSIVE(3)	46.5	67.5	74.0	75.0	100.0	92.4	50.8	78.1	82.4
MEAN	2.17	2.58	2.59	2.63	3.00	2.90	2.26	2.69	2.76
B-2 Arbitration (Commercial or Labor)									
	(n=184)	(n=40)	(n=126)	(n=24)	(n=8)	(n=248)	(n=124)	(n=32)	(n=244)
NONE(1)	93.5	75.0	84.1	83.3	87.5	71.4	81.5	68.8	73.0
LIMITED(2)	3.3	20.0	6.3	12.5	0.0	14.1	16.1	9.4	17.6
EXTENSIVE(3)	3.2	5.0	9.6	4.2	12.5	14.5	2.4	21.8	9.4
MEAN	1.10	1.30	1.25	1.21	1.25	1.43	1.21	1.53	1.36
B-3 Business Acquisitions (Purchase Investigations)									
	(n=185)	(n=39)	(n=127)	(n=24)	(n=8)	(n=249)	(n=124)	(n=31)	(n=244)
NONE(1)	38.4	17.9	11.8	16.7	0.0	0.8	34.7	12.9	5.7
LIMITED(2)	42.2	56.4	33.1	45.8	50.0	31.7	37.1	25.8	29.1
EXTENSIVE(3)	19.4	25.7	55.1	37.5	50.0	67.5	28.2	61.3	65.2
MEAN	1.81	2.08	2.43	2.21	2.50	2.67	1.94	2.48	2.59
B-4 Clerical Work Simplification, Methods, Forms									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=249)	(n=124)	(n=32)	(n=244)
NONE(1)	33.5	15.0	11.0	8.3	0.0	0.8	28.2	6.3	4.1
LIMITED(2)	11.4	7.5	7.1	12.5	12.5	2.4	14.5	3.1	8.6
EXTENSIVE(3)	55.1	77.5	81.9	79.2	87.5	96.8	57.3	90.6	87.3
MEAN	2.22	2.63	2.71	2.71	2.88	2.96	2.29	2.84	2.83

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*The Mean Response can range from 1 to 3. The higher the value the more favorable the responses are to the attesting CPA's involvement in MAS. The responses are scored according to the numbers in the parentheses.

TABLE 74 (Continued)

KIND OF INVOLVEMENT	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET	NDV	FAV	DET	NDV	FAV	DET	NDV	FAV
B-5 Collective Bargaining, Labor Negotiation Studies									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=249)	(n=124)	(n=32)	(n=244)
NONE(1)	83.8	75.0	74.8	91.7	75.0	62.7	75.8	68.8	63.5
LIMITED(2)	13.0	20.0	15.7	4.2	12.5	22.1	20.2	12.5	21.7
EXTENSIVE(3)	3.2	5.0	9.5	4.1	12.5	15.2	4.0	18.7	14.8
MEAN	1.19	1.30	1.35	1.13	1.38	1.53	1.28	1.50	1.51
B-6 Computer Systems and Applications									
	(n=185)	(n=39)	(n=127)	(n=24)	(n=8)	(n=249)	(n=123)	(n=32)	(n=244)
NONE(1)	37.8	10.3	13.4	16.7	0.0	1.2	30.9	6.3	2.0
LIMITED(2)	21.1	17.9	10.2	25.0	12.5	7.2	20.3	9.4	10.7
EXTENSIVE(3)	41.1	71.8	76.4	58.3	87.5	91.6	48.8	84.3	87.3
MEAN	2.03	2.62	2.63	2.42	2.88	2.90	2.18	2.78	2.85
B-7 Cost Allocation Studies									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=249)	(n=124)	(n=32)	(n=244)
NONE(1)	28.1	7.5	3.1	20.8	0.0	0.8	30.6	9.4	2.5
LIMITED(2)	30.3	32.5	15.0	25.0	12.5	14.1	25.0	18.8	15.6
EXTENSIVE(3)	41.6	60.0	81.9	54.2	87.5	85.1	44.4	71.8	81.9
MEAN	2.14	2.53	2.79	2.33	2.88	2.84	2.14	2.63	2.80
B-8 Distribution Cost Studies									
	(n=183)	(n=39)	(n=125)	(n=24)	(n=8)	(n=249)	(n=124)	(n=32)	(n=243)
NONE(1)	30.0	10.3	4.0	29.2	0.0	0.8	29.0	9.4	3.3
LIMITED(2)	33.9	30.8	23.2	20.8	12.5	16.1	25.8	21.9	16.9
EXTENSIVE(3)	36.1	58.9	72.8	50.0	87.5	83.1	45.2	68.7	79.8
MEAN	2.06	2.49	2.69	2.21	2.88	2.82	2.16	2.59	2.77

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TABLE 74 (Continued)

KIND OF INVOLVEMENT	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET	NDV	FAV	DET	NDV	FAV	DET	NDV	FAV
B-9 Evaluation of Management, Management Audit									
	(n=185)	(n=39)	(n=127)	(n=24)	(n=8)	(n=246)	(n=124)	(n=32)	(n=242)
NONE(1)	78.4	69.2	52.0	66.7	62.5	23.2	52.4	37.5	16.5
LIMITED(2)	11.4	23.1	13.4	25.0	12.5	16.7	25.0	15.6	19.0
EXTENSIVE(3)	10.2	7.7	34.6	8.3	25.0	60.1	22.6	46.9	64.5
MEAN	1.32	1.38	1.83	1.42	1.63	2.37	1.70	2.09	2.48
B-10 Financing, Selection of Sources of Capital									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=249)	(n=124)	(n=32)	(n=244)
NONE(1)	75.7	55.0	40.9	45.8	0.0	10.8	46.0	31.3	11.5
LIMITED(2)	13.5	22.5	13.4	16.7	12.5	21.7	29.0	12.5	23.8
EXTENSIVE(3)	10.8	22.5	45.7	37.5	87.5	67.5	25.0	56.2	64.7
MEAN	1.35	1.68	2.05	1.92	2.88	2.57	1.79	2.25	2.53
B-11 Insurance Coverage									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=248)	(n=124)	(n=32)	(n=242)
NONE(1)	71.4	50.0	44.1	50.0	37.5	35.9	43.5	31.3	19.8
LIMITED(2)	17.3	22.5	15.0	16.7	25.0	19.8	30.6	6.3	30.2
EXTENSIVE(3)	11.3	27.5	40.9	33.3	37.5	44.3	25.9	62.4	50.0
MEAN	1.40	1.78	1.97	1.83	2.00	2.08	1.82	2.31	2.30
B-12 Inventory Control									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=249)	(n=123)	(n=32)	(n=244)
NONE(1)	27.6	12.5	3.9	20.8	0.0	0.0	25.2	6.3	0.0
LIMITED(2)	23.2	12.5	9.4	20.8	12.5	3.6	22.0	9.4	11.5
EXTENSIVE(3)	49.2	75.0	86.7	58.4	87.5	96.4	52.8	84.3	88.5
MEAN	2.22	2.63	2.83	2.38	2.88	2.96	2.28	2.78	2.89

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TABLE 74 (Continued)

KIND OF INVOLVEMENT	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET	NDV	FAV	DET	NDV	FAV	DET	NDV	FAV
B-13 Job Description and Evaluation									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=249)	(n=124)	(n=31)	(n=244)
NONE(1)	83.8	80.0	70.1	54.2	62.5	25.3	76.6	64.5	46.7
LIMITED(2)	8.6	7.5	5.5	20.8	25.0	16.5	15.3	6.5	18.0
EXTENSIVE(3)	7.6	12.5	24.4	25.0	12.5	58.2	8.1	29.0	35.3
MEAN	1.24	1.33	1.54	1.71	1.50	2.33	1.31	1.65	1.89
B-14 Lease or Buy Analysis									
	(n=185)	(n=40)	(n=127)	(n=23)	(n=8)	(n=249)	(n=124)	(n=32)	(n=244)
NONE(1)	43.8	25.0	18.1	21.7	0.0	1.6	34.7	9.4	2.5
LIMITED(2)	27.0	37.5	24.4	39.1	0.0	22.5	29.8	15.6	21.3
EXTENSIVE(3)	29.2	37.5	57.5	39.2	100.0	75.9	35.5	75.0	76.2
MEAN	1.85	2.13	2.39	2.17	3.00	2.74	2.01	2.66	2.74
B-15 Mergers									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=247)	(n=124)	(n=32)	(n=244)
NONE(1)	43.8	27.5	16.5	16.7	0.0	0.8	34.7	12.5	4.5
LIMITED(2)	40.0	52.5	33.9	45.8	37.5	31.6	39.5	25.0	29.1
EXTENSIVE(3)	16.2	20.0	49.6	37.5	62.5	67.6	25.8	62.5	66.4
MEAN	1.72	1.93	2.33	2.21	2.63	2.67	1.91	2.50	2.62
B-16 Operations Budgeting									
	(n=185)	(n=39)	(n=126)	(n=24)	(n=8)	(n=249)	(n=124)	(n=32)	(n=244)
NONE(1)	50.3	25.6	10.3	20.8	0.0	6.0	34.7	15.6	5.7
LIMITED(2)	23.8	28.2	19.0	37.5	12.5	16.5	25.8	18.8	23.8
EXTENSIVE(3)	25.9	46.2	70.7	41.7	87.5	77.5	39.5	65.6	70.5
MEAN	1.76	2.21	2.60	2.21	2.88	2.71	2.05	2.50	2.65

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TABLE 74 (Continued)

KIND OF INVOLVEMENT	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET	NDV	FAV	DET	NDV	FAV	DET	NDV	FAV
B-17 Organization Design, Fixing Responsibility, Flow of Authority, etc.									
	(n=185)	(n=40)	(n=126)	(n=24)	(n=8)	(n=249)	(n=124)	(n=32)	(n=243)
NONE(1)	85.9	82.5	65.9	50.0	25.0	16.1	63.7	53.1	25.1
LIMITED(2)	6.5	7.5	9.5	29.2	12.5	15.3	18.5	0.0	17.3
EXTENSIVE(3)	7.6	10.0	24.6	20.8	62.5	68.6	17.8	46.9	57.6
MEAN	1.22	1.28	1.59	1.71	2.38	2.53	1.54	1.94	2.33
B-18 Personnel Compensation									
	(n=184)	(n=40)	(n=127)	(n=24)	(n=8)	(n=248)	(n=123)	(n=32)	(n=243)
NONE(1)	84.8	70.0	63.0	70.8	50.0	27.8	74.0	75.0	46.5
LIMITED(2)	10.9	22.5	19.7	16.7	25.0	22.2	17.1	3.1	25.9
EXTENSIVE(3)	4.3	7.5	17.3	12.5	25.0	50.0	8.9	21.9	27.6
MEAN	1.20	1.38	1.54	1.42	1.75	2.22	1.35	1.47	1.81
B-19 Personnel Evaluation									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=249)	(n=124)	(n=32)	(n=243)
NONE(1)	91.9	87.5	80.3	79.2	75.0	49.0	79.8	81.3	58.0
LIMITED(2)	5.9	12.5	7.9	12.5	0.0	12.0	10.5	9.4	17.7
EXTENSIVE(3)	2.2	0.0	11.8	8.3	25.0	39.0	9.7	9.3	24.3
MEAN	1.10	1.13	1.31	1.29	1.50	1.90	1.30	1.28	1.66
B-20 Personnel Recruitment									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=248)	(n=124)	(n=32)	(n=242)
NONE(1)	91.4	87.5	73.2	75.0	75.0	44.4	83.1	81.3	64.9
LIMITED(2)	5.4	5.0	11.0	8.3	0.0	12.9	9.7	9.4	14.0
EXTENSIVE(3)	3.2	7.5	15.8	16.7	25.0	42.7	7.2	9.3	21.1
MEAN	1.12	1.20	1.43	1.42	1.50	1.98	1.24	1.28	1.56

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TABLE 74 (Continued)

KIND OF INVOLVEMENT	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET	NDV	FAV	DET	NDV	FAV	DET	NDV	FAV
B-21 Personnel Selection, Testing									
	(n=185)	(n=40)	(n=126)	(n=23)	(n=8)	(n=248)	(n=124)	(n=32)	(n=242)
NONE(1)	93.0	82.5	79.4	91.3	87.5	51.6	83.9	84.4	70.2
LIMITED(2)	5.4	12.5	4.8	4.4	0.0	12.9	6.5	3.1	15.3
EXTENSIVE(3)	1.6	5.0	15.8	4.3	12.5	35.5	9.6	12.5	14.5
MEAN	1.09	1.23	1.37	1.13	1.25	1.84	1.26	1.28	1.44
B-22 Product Price Determination									
	(n=185)	(n=40)	(n=125)	(n=24)	(n=8)	(n=249)	(n=124)	(n=32)	(n=244)
NONE(1)	69.2	50.0	38.4	29.2	37.5	19.7	56.5	21.9	18.9
LIMITED(2)	21.6	30.0	24.0	29.2	12.5	27.7	29.0	28.1	28.3
EXTENSIVE(3)	9.2	20.0	37.6	41.6	50.0	52.6	14.5	50.0	52.8
MEAN	1.40	1.70	1.99	2.13	2.13	2.33	1.58	2.28	2.34
B-23 Reorganizations									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=245)	(n=124)	(n=32)	(n=242)
NONE(1)	57.3	37.5	26.0	25.0	12.5	4.9	39.5	18.8	7.4
LIMITED(2)	23.2	40.0	22.0	29.2	12.5	15.1	33.1	12.5	24.4
EXTENSIVE(3)	19.5	22.5	52.0	45.8	75.0	80.0	27.4	68.7	68.2
MEAN	1.62	1.85	2.26	2.21	2.63	2.75	1.88	2.50	2.61
B-24 Return on Investment Studies									
	(n=185)	(n=40)	(n=126)	(n=24)	(n=8)	(n=249)	(n=124)	(n=32)	(n=244)
NONE(1)	40.5	20.0	12.7	20.8	0.0	2.8	29.0	12.5	4.9
LIMITED(2)	41.1	57.5	28.6	45.8	37.5	27.7	40.3	25.0	29.1
EXTENSIVE(3)	18.4	22.5	58.7	33.4	62.5	69.5	30.7	62.5	66.0
MEAN	1.78	2.03	2.46	2.13	2.63	2.67	2.02	2.50	2.61

(Continued On Next Page)

TABLE 74 (Continued)

KIND OF INVOLVEMENT	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET	NDV	FAV	DET	NDV	FAV	DET	NDV	FAV
<u>B-25</u> Sales Forecasting									
	(n=185)	(n=40)	(n=127)	(n=24)	(n=8)	(n=249)	(n=124)	(n=32)	(n=244)
NONE(1)	87.0	62.5	63.0	70.8	50.0	32.9	60.5	40.7	26.2
LIMITED(2)	9.2	27.5	16.5	16.7	12.5	21.3	24.2	18.8	29.9
EXTENSIVE(3)	3.8	10.0	20.5	12.5	37.5	45.8	15.3	40.5	43.9
MEAN	1.17	1.47	1.57	1.42	1.87	2.13	1.55	2.00	2.18

displayed in Table 76, and the related phi-coefficients test results for the various DET/FAV comparisons are presented in Table 77.

Table 76 reveals that within all groups there is a definite ordering in the expected direction among the attitudes. However, with respect to the pertinent DET/FAV comparison, the results indicate that for all groups, especially for the Financial Analysts, the difference was not particularly strong or very significant upon statistical analysis.

At the same time, Table 76 also indicates that there are a number of areas, somewhat sizable in amount for the Financial Analysts, in which the consensus of all attitudes is opposed to having the attesting CPA perform service. Furthermore, as can readily be observed in the itemized listing of Table 75, the substantial portion of these areas are in the so-called "non-traditional" accounting areas. With respect to the Financial Analysts, this latter finding is consistent with the Titard and Hartley and Ross studies. However, the present results, obtained with the demographic variable eliminated and the analysis focusing upon the compatibility variable, contradict these researchers' conclusions that this finding is solely attributable to the MAS question. Technically, the present study can provide no overall explanation for

TABLE 75

Nature of Response (Dichotomized Into Yes and No Categories) Achieving
A Consensus of Opinion For Each Area of MAS in Part "B" By Demographic
Affiliation and Response to Question C-6

Area of Management Advisory Services	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET	NDV	FAV	DET	NDV	FAV	DET	NDV	FAV
1. Accounting Machine and Office Equipment Studies	Y	Y	Y	Y	Y	Y	Y	Y	Y
2. Arbitration (Commercial or Labor)	N	N	N	N	N	N	N	N	N
3. Business Acquisitions (Purchase Investigations)	Y	Y	Y	Y	Y	Y	Y	Y	Y
4. Clerical Work Simplification, Methods, Forms	Y	Y	Y	Y	Y	Y	Y	Y	Y
5. Collective Bargaining, Labor Negotiation Studies	N	N	N	N	N	N	N	N	N
6. Computer Systems and Applications	Y	Y	Y	Y	Y	Y	Y	Y	Y
7. Cost Allocation Studies	Y	Y	Y	Y	Y	Y	Y	Y	Y
8. Distribution Cost Studies	Y	Y	Y	Y	Y	Y	Y	Y	Y
9. Evaluation of Management, Management Audit	N	N	N	N	N	Y	N	Y	Y
10. Financing, Selection of Sources of Capital	N	N	Y	Y	Y	Y	Y	Y	Y
11. Insurance Coverage	N	?	Y	?	Y	Y	Y	Y	Y
12. Inventory Control	Y	Y	Y	Y	Y	Y	Y	Y	Y
13. Job Description and Evaluation	N	N	N	N	N	Y	N	N	Y
14. Lease or Buy Analysis	Y	Y	Y	Y	Y	Y	Y	Y	Y
15. Mergers	Y	Y	Y	Y	Y	Y	Y	Y	Y
16. Operations Budgeting	N	Y	Y	Y	Y	Y	Y	Y	Y
17. Organization Design, Fixing Responsibility, Flow of Authority, etc.	N	N	N	?	Y	Y	N	N	Y
18. Personnel Compensation	N	N	N	N	?	Y	N	N	Y
19. Personnel Evaluation	N	N	N	N	N	Y	N	N	N
20. Personnel Recruitment	N	N	N	N	N	Y	N	N	N
21. Personnel Selection, Testing	N	N	N	N	N	N	N	N	N
22. Product Price Determination	N	?	Y	Y	Y	Y	N	Y	Y
23. Reorganizations	N	Y	Y	Y	Y	Y	Y	Y	Y
24. Return on Investment Studies	Y	Y	Y	Y	Y	Y	Y	Y	Y
25. Sales Forecasting	N	N	N	N	?	Y	N	Y	Y

Response Legend

Y: Attesting CPA should perform service in area

N: Attesting CPA should not perform service in area

?: No Consensus

TABLE 76

Number of MAS Areas of Part "B" Achieving the Indicated Consensual Opinion By Demographic Affiliation and Response to Question C-6*

<u>Consensual Opinion as to Whether or Not the Attesting CPA Should Perform Service in the MAS Area</u>	<u>DET</u>		<u>NDV</u>		<u>FAV</u>	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
<u>FINANCIAL ANALYSTS</u>						
YES	10	40.0	13	52.0	15	60.0
NO	<u>15</u>	<u>60.0</u>	<u>12</u>	<u>48.0</u>	<u>10</u>	<u>40.0</u>
	25	100.0	25	100.0	25	100.0
<u>CPAs</u>						
YES	15	60.0	17	68.0	22	88.0
NO	<u>10</u>	<u>40.0</u>	<u>8</u>	<u>32.0</u>	<u>3</u>	<u>12.0</u>
	25	100.0	25	100.0	25	100.0
<u>AAA MEMBERS</u>						
YES	14	56.0	17	68.0	20	80.0
NO	<u>11</u>	<u>44.0</u>	<u>8</u>	<u>32.0</u>	<u>5</u>	<u>20.0</u>
	25	100.0	25	100.0	25	100.0

* For situations in which there was no consensus, the area was proportionally divided between the two opinion categories.

TABLE 77

Phi-Coefficients Test Results: For Differences By Groups
Between Distribution of MAS Areas of Part "B" Into Consensual
Categories (Yes/No) and Indicated Responses to Question C-6

<u>Situation of Views Compared</u>	<u>FINANCIAL ANALYSTS</u>	<u>CPAs</u>	<u>AAA MEMBERS</u>
<u>DET/FAV</u>			
Phi-Coefficient	.16	.27	.21
Chi-Square	1.28	3.74	2.30
Level of Significance & Its Chi-Square Value	.30	.10	.20
Degrees of Freedom	1	1	1
Sample Size	50	50	50

this finding except to state that it is unrelated to the respondents' views regarding the compatibility of the attest and MAS functions.

While the inquiry pertaining to whether the attesting CPA should perform service in a particular area did not reveal any substantial overall difference between the polar attitudes, this finding could be misleading because it is based on the assumption that the only unfavorable kind of response is a "No" response. However, equally detrimental to the AICPA's assertion regarding the compatibility of the attest and MAS functions is a response suggesting a limited kind of involvement in any particular area of MAS. Therefore, in order to obtain a more accurate assessment of whether respondents are of the opinion that the attesting CPA should be permitted to perform the advisory and/or technical assistance roles, the data of Table 74 should be dichotomized into one category containing only the "extensive" responses and the other category containing the combined "No" and "limited" responses.³⁰ The itemized results of this analysis are set forth in Table 78. The summarized results and the pertinent phi-coefficients test results are shown in Tables 79 and 80, respectively. In addition, in order to ascertain whether there is a difference in the overall results between the two classification schemes for any question C-6 response, the respective summaries of Tables 76 and 79 were compared. These phi-coefficients test results are presented in Table 81.

When the analysis is based on the kind of involvement the attesting CPA should have in the individual areas of MAS which were examined in Part "B," the correlation results of Table 80 show that within all groups there is a substantial difference between the polar attitudes. As may be

30. As in the previous analysis, the consensual response will also be used for determining the category into which a given attitude should be placed for any area of MAS.

TABLE 78

Nature of Response (Dichotomized Into Favorable and Unfavorable Categories)
 Achieving a Consensus of Opinion For Each Area of MAS in Part "B"
 By Demographic Affiliation and Response to Question C-6

Area of Management Advisory Services	FINANCIAL ANALYSTS			CPAs			AAA MEMBERS		
	DET	NDV	FAV	DET	NDV	FAV	DET	NDV	FAV
1. Accounting Machine and Office Equipment Studies	-	+	+	+	+	+	+	+	+
2. Arbitration (Commercial or Labor)	-	-	-	-	-	-	-	-	-
3. Business Acquisitions (Purchase Investigations)	-	-	+	-	?	+	-	+	+
4. Clerical Work Simplification, Methods, Forms	+	+	+	+	+	+	+	+	+
5. Collective Bargaining, Labor Negotiation Studies	-	-	-	-	-	-	-	-	-
6. Computer Systems and Applications	-	+	+	+	+	+	-	+	+
7. Cost Allocation Studies	-	+	+	+	+	+	-	+	+
8. Distribution Cost Studies	-	+	+	?	+	+	-	+	+
9. Evaluation of Management, Management Audit	-	-	-	-	-	+	-	-	+
10. Financing, Selection of Sources of Capital	-	-	-	-	+	+	-	+	+
11. Insurance Coverage	-	-	-	-	-	-	-	+	?
12. Inventory Control	-	+	+	+	+	+	+	+	+
13. Job Description and Evaluation	-	-	-	-	-	+	-	-	-
14. Lease or Buy Analysis	-	-	+	-	+	+	-	+	+
15. Mergers	-	-	-	-	+	+	-	+	+
16. Operations Budgeting	-	-	+	-	+	+	-	+	+
17. Organization Design, Fixing Responsibility, Flow of Authority, etc.	-	-	-	-	+	+	-	-	+
18. Personnel Compensation	-	-	-	-	-	?	-	-	-
19. Personnel Evaluation	-	-	-	-	-	-	-	-	-
20. Personnel Recruitment	-	-	-	-	-	-	-	-	-
21. Personnel Selection, Testing	-	-	-	-	-	-	-	-	-
22. Product Price Determination	-	-	-	-	?	+	-	?	+
23. Reorganizations	-	-	+	-	+	+	-	+	+
24. Return on Investment Studies	-	-	+	-	+	+	-	+	+
25. Sales Forecasting	-	-	-	-	-	-	-	-	-

Response Legend

+ Attesting CPA's involvement in the area should be extensive

- Attesting CPA's involvement in the area should be none or limited

? No Consensus

TABLE 79

Number of MAS Areas of Part "B" Achieving the Indicated Consensual Opinion By Demographic Affiliation and Response to Question C-6*

Consensual Opinion as to the Kind of Involvement the Attesting CPA Should Have in the MAS Area	DET		NDV		FAV	
	N	%	N	%	N	%
<u>FINANCIAL ANALYSTS</u>						
EXTENSIVE	1	4.0	6	24.0	11	44.0
NONE or LIMITED	<u>24</u>	<u>96.0</u>	<u>19</u>	<u>76.0</u>	<u>14</u>	<u>56.0</u>
	25	100.0	25	100.0	25	100.0
<u>CPAs</u>						
EXTENSIVE	5.5	22.0	14	56.0	17.5	70.0
NONE or LIMITED	<u>19.5</u>	<u>78.0</u>	<u>11</u>	<u>44.0</u>	<u>7.5</u>	<u>30.0</u>
	25	100.0	25	100.0	25	100.0
<u>AAA MEMBERS</u>						
EXTENSIVE	3	12.0	14.5	58.0	16.5	66.0
NONE or LIMITED	<u>22</u>	<u>88.0</u>	<u>10.5</u>	<u>42.0</u>	<u>8.5</u>	<u>34.0</u>
	25	100.0	25	100.0	25	100.0

* For situations in which there was no consensus, the area was proportionally divided between the two opinion categories.

TABLE 80

Phi-Coefficients Test Results: For Differences By Groups Between Distribution of MAS Areas of Part "B" Into Consensual Categories (Extensive/None or Limited) and Indicated Responses to Question C-6

Situation of Views Compared	FINANCIAL ANALYSTS	CPAs	AAA MEMBERS
<u>DET/FAV</u>			
Phi-Coefficient	.42	.44	.51
Chi-Square	8.88	9.74	13.14
Level of Significance & Its Chi-Square Value	.01	.01	.001
Degrees of Freedom	6.64	6.64	10.83
Sample Size	1	1	1
	50	50	50

TABLE 81

Phi-Coefficients Test Results:
For Differences By Groups Between Summarized
Results of Tables 76 and 79 For Responses to Question C-6

	<u>FINANCIAL ANALYSTS</u>	<u>CPAs</u>	<u>AAA MEMBERS</u>
<u>DET Respondents</u>			
Phi-Coefficient	.39	.35	.42
Chi-Square	7.46	5.97	8.91
Level of Significance & Its Chi-Square Value	.01 6.64	.02 5.41	.01 6.64
Degrees of Freedom	1	1	1
Sample Size	50	50	50
<u>NDV Respondents</u>			
Phi-Coefficient	.25	.09	.06
Chi-Square	3.06	0.40	0.19
Level of Significance & Its Chi-Square Value	.10 2.71	.70 0.15	.70 0.15
Degrees of Freedom	1	1	1
Sample Size	50	50	50
<u>FAV Respondents</u>			
Phi-Coefficient	.12	.17	.11
Chi-Square	0.72	1.48	0.63
Level of Significance & Its Chi-Square Value	.50 0.46	.30 1.07	.50 0.46
Degrees of Freedom	1	1	1
Sample Size	50	50	50

observed in the summarized results of Table 79, for most of the areas of MAS the DET respondents are of the consensual opinion that the attesting CPA's involvement should be none or limited. This finding was especially noticeable for the DET Financial Analysts. Except for one area (Clerical Work Simplification, Methods, Forms), these financial statement users have convincingly rejected the AICPA's assertion that the attesting CPA should be allowed to perform the advisory and/or technical assistance roles.

Another aspect of this latter finding is that the CPA's role is

an important factor which must be considered in order to properly assess the DET respondents' views on the specific MAS areas. This is demonstrated by the phi-coefficient results of Table 81. When the comparison is made between the results from the inquiry of whether the attesting CPA should perform service and the results from the inquiry which includes the CPA's role, the phi-coefficients were quite strong and statistically significant for the DET respondents of all three demographic groups. In other words, the correlation results of Table 81 show that these respondents' views toward the specific MAS areas are misrepresented in the simple "Yes/No" type of investigation.

Alternatively, the results of Table 81 show that the FAV respondents, given that they are of the opinion that the attesting CPA should perform service in an area, accept the attesting CPA's performance of these more extensive roles. In other words, the simple "Yes/No" type of inquiry will not misrepresent the FAV respondents' views regarding the kind of involvement the attesting CPA should have in the specific MAS areas.³¹ Therefore, it may be concluded that in any inquiry of the specific areas of MAS in which the CPA's role is not incorporated into the investigation, as in the Titard and Hartley and Ross studies, the results will be biased toward the AICPA's position on the MAS controversy.

Finally, with respect to the question regarding the kind of areas (accounting or non-accounting) which are the most controversial, the results show, contrary to what has heretofore been the belief, that the controversy is essentially over the accounting services. An analysis of the itemized results of Table 78 reveals that it is within the accounting areas which the polar attitudes toward the MAS question are

31. It should be noted that the results of Table 81 indicate that the same conclusion also pertains to the NDV respondents.

in disagreement as to what should be the attesting CPA's involvement. The reason for this finding is the lack of an overwhelming support by the FAV respondents for the attesting CPA's extensive involvement in the non-accounting areas. This was especially so for the favorable Financial Analysts where the data suggest that their acceptance of the attesting CPA's performance of MAS is on the condition there will be no extensive involvement in the non-accounting areas. In a similar fashion, the data suggest that the unfavorable accountants, especially for the practicing CPAs, are not as restrictive as the unfavorable Financial Analysts. These accountants do support an extensive involvement in a few, selected accounting areas.

CHAPTER VIII

SUMMARY AND CONCLUSIONS

Since the early 1950s there has been a sustained growth in the CPA's rendition of management advisory services (MAS). Paralleling this development has been the emergence of an intensive controversy regarding the propriety of the CPA's performance of such services in situations where he is also fulfilling the independent attest function.

Consistent with the way in which the accounting profession has generally attempted to resolve its problems, much of the "research" pertaining to this controversy has been rhetorical in nature. In other words, some alleged "logical" analysis of the issues or elegant rebuttal of a previous assertion was deemed to be "evidence" as to whether or not the dual functions were compatible.

Over the years, the AICPA, through its various committees and spokesmen, has employed this rhetorical method to support its sanctioning of the attesting CPA's performance of MAS. However, in recent years, the AICPA has acknowledged that the eventual disposition of the controversy depended on assessing whether those who are users of audited financial statements object to the CPA's performance of the dual functions for the same client.

To date, there have been four empirical studies that have sought to obtain this assessment. The principal result of these studies has

been that they themselves have become an important issue of the MAS controversy. This is due to the conflicting conclusions drawn by the respective researchers. The earlier studies of Schulte (1964) and Briloff (1964) concluded that a substantial number of the users of audited financial statements do believe that the performance of MAS is incompatible with the attest function. On the other hand, the recent studies of Titard (1970) and Hartley and Ross (1971) have concluded that the financial statement users were not particularly concerned about the CPA's performance of MAS for his audit clients.

The above was the prevailing state of the MAS controversy when the present study was undertaken.

The primary objective of this study was to determine the attitudes of individuals who are associated with the financial community with respect to the question regarding the compatibility of the CPA's performance of MAS in situations where he is also fulfilling the independent attest function. In conjunction with this assessment, this study also sought to identify the principal issues of the MAS controversy.

In order to accomplish the primary objective of this study, it was recognized that the assessment of attitudes toward the MAS question was in fact behavioral accounting research. This recognition led to (1) the adoption of methodologies that are in conformity with the guidelines enumerated in the psychological literature for performing attitude research, and (2) a framework in which to perform a critique of the prior four empirical studies.

The following pertinent observations emerged from our investigation of the previous studies.

(1) Due to the fact that all of the researchers appeared to be unaware that they were performing behavioral accounting research, they used the most unsophisticated technique which is available for assessing attitudes - the so-called "single-question" technique. While it is true that behavioral accounting research is only about five years old, it must nonetheless be recognized that the psychological literature warns that only minimal reliance should be placed on this single-question approach.

(2) None of the surveys presented any evidence regarding either the validity or reliability of their test instruments. This shortcoming proved to be particularly crucial with respect to the Titard and Hartley and Ross studies. Based on the results of our research specifically related to these two later studies, we significantly demonstrated that these researchers had employed test items that were not entirely valid for a proper assessment of attitudes toward the MAS question. In both of these studies, the selected research vehicles were biased in the direction of producing findings that would tend to support the AICPA's position on the MAS controversy.

(3) In general, the prior research studies relied upon intuitive, rather than statistical analysis for determining the significance of percentage differences. This lack of statistical analysis appears to have been an important factor contributing to the kind of conclusions rendered in the Titard and Hartley and Ross studies. Based on our statistical analyses of the data, we concluded that the findings (as opposed to the conclusions) of the later Titard and Hartley and Ross studies, in spite of their biased research designs, were essentially in agreement with the findings of the earlier Schulte and Briloff

studies.

With respect to the present study, a research population was defined in terms of three important groups who are associated with the financial community. These groups were: (1) Financial statement users who are members of societies affiliated with the Financial Analysts Federation; (2) CPAs who are solely in public accounting practice and members of the AICPA; and (3) American Accounting Association members who are in teaching.

A questionnaire was submitted to a random sample of each of the above groups. Each questionnaire contained, among other things, the following: (1) Two different kinds of attitude tests specifically developed to obtain quantitative measures of the respondents' attitudes toward the MAS question. One test, employing the Likert Technique for measuring attitudes, was composed of 40 statements that probed respondents' views regarding the issues comprising the MAS controversy. The other test, by focusing upon 25 specific MAS areas and the possible roles the CPA may perform therein, probed respondents' views with respect to what should be the nature and extent of the attesting CPA's involvement in MAS; and (2) a criterion question (adopted from Briloff's 1964 study) that probed respondents' overall perception of the effect upon the significance of the auditor's opinion when the CPA also performs MAS for the same client.

An overall usable response rate of 27% was achieved. In terms of number of replies, this represented 368 from the financial statement users, 284 from the CPAs and 406 from the accounting educators.

Considerable effort was devoted to assessing the validity and reliability of the measurement scales obtained for each of the two

attitude tests. Since the psychological literature considers validity to be the more important of the two, rather extensive validation procedures were employed in this study. With respect to all three demographic groups, this included an inter-test correlation, a correlation of each test with the criterion, and item analysis for each test. The investigation indicated that both tests should be considered as valid and reliable instruments for assessing attitudes on the MAS question.

The correlation results of both attitude tests provide substantial support for concluding that the financial statement users and members of the accounting profession who are solely in public practice have divergent attitudes with respect to the compatibility of the attest and MAS functions. In addition, the correlation results also demonstrated that the two major sectors of the accounting profession did not present a unified attitude on the MAS question. Though the differences within the accounting profession were not as marked as those between the CPAs and the financial analysts, the results nonetheless demonstrated that the educators were significantly indicating a less than overwhelming acceptance of the CPA's performance of the dual functions for the same client. In our view, considerable reliance should be placed on these findings because they have been obtained through the application of methodologies that are in compliance with authoritative standards for measuring attitudes.

In our opinion, the results of the two attitude tests present a challenge to the AICPA's sanctioning of the performance of MAS by the attesting CPA. The seriousness of this challenge was further evidenced by the following additional findings of this study.

(1) An overwhelming consensus of all respondents considered inde-

pendence to be the "sine qua non" attribute of the accounting profession. This finding re-affirms the full extent to which the MAS question concerns an aspect of the profession that is vital to its very existence.

(2) Except for those practicing CPAs who are favorably disposed to the performance of the dual functions, there is a consensual view among all other respondents that the MAS question "should be considered a matter of great concern for the accounting profession at the present time." This view was especially prevalent among those who believe the dual functions are not compatible. Nearly 90% of this category indicated that the MAS/independence issue is an important problem.

(3) The magnitude of this challenge is reinforced by the finding that 52% of the respondents from the financial-statement-user category indicated that the rendering of MAS by CPAs detracted from the significance of their attest opinions. Possibly of equal importance, this belief that the performance of MAS undermines the attest function was found to be unrelated to the demographic characteristics of the user respondents. Furthermore, of the financial statement users so responding, about 11% of them also asserted that they knew of an instance when the dual involvement had negatively affected their investment decisions with respect to the CPA's client.

The lack of a unified stand by the accounting profession on the MAS question was also demonstrated by the nature of the responses to the above criterion question. Whereas only 8% of the practitioners believed MAS would so detract, a sizable minority of 31% of the accounting educators believed that the dual involvement had an inimical effect upon the CPA's audit report.

(4) When trend analysis was performed, the evidence suggested

that the overall empirical situation has not changed since 1964 when Schulte and Briloff initially surveyed the financial community on the MAS question. Using the responses to the criterion question as a basis for comparison, the results of the present study were consistent with those reported in previous studies in which a similar question was used, i.e., Schulte's, Briloff's and Titard's study. In addition and again using the criterion question, the results of a special follow-up study on the same individuals who participated in Briloff's 1964 study revealed that a sample of this group responded with the same amount of unfavorableness in 1973 as it was reported the whole group responded in 1964.

(5) The gravity of the challenge was unequivocally demonstrated by the nature of the issues that were empirically ascertained to be the most important for predicting respondents' attitudes regarding the compatibility of the attest and MAS functions. For each of the three demographic groups sampled in this survey, the principal issues were: (a) The ethical compatibility of the attest and MAS functions; (b) the prohibition of the attesting CPA's performance of MAS for audit clients; (c) the effects upon the attesting CPA's objectivity in the attest function when he also performs MAS for the same client; and (d) the performance of the dual roles represents an inherent conflict of interest. In other words, when a respondent perceived that the rendering of MAS would undermine the significance of the attest function, this perception was strongly related to the beliefs that the performance of the dual functions were ethically incompatible, led to an impairment in the CPA's objectivity in the attest function, a conflict of interest, and should be prohibited. In addition, when this latter

belief was comprehensively investigated in terms of specific MAS areas and the CPA's role therein, our study demonstrated that the consensual view of these respondents was essentially for prohibiting the attesting CPA's extensive involvement (or performing the advisory and technical assistance roles) in any area, whether related or unrelated to the so-called "traditional" accounting services.

(6) Finally, respondents who believed that the performance of MAS posed a threat to the significance of the attest function were essentially in agreement with all other respondents in their views regarding the accounting profession's reputation for maintaining independence in general and the CPA's competence to perform MAS. This finding demonstrated that those factors which could have lessened the seriousness of this indictment against the compatibility of the dual functions were unrelated to the respondents' expressed attitudes on the MAS question.

This study was the first endeavor to apply behavioral science methodologies in obtaining empirical evidence on attitudes toward the MAS question. The data here compiled and interpreted have put into serious question the assertions by the leadership of the accounting profession that the performance of MAS is compatible with the independent attest function.

The study can also be seen to have raised questions which were not answered therein, for example:

(1) More compelling evidence is needed with respect to the question of the consistency of user attitudes. This study used the so-called "single-question" approach, either to serve as a basis for comparison with prior research studies or for the follow-up survey. This method cannot be considered the most reliable research vehicle

for ascertaining whether the financial statement users have consistently over the years indicated an unfavorable attitude toward the MAS question.

In view of the importance of obtaining longitudinal data, it is, therefore, suggested that the present study serve as something of a benchmark for monitoring the trend of user attitudes. By utilizing the attitude tests developed in this study, which upon testing proved to be valid and reliable instruments for assessing attitudes on the MAS question, future research could provide more definitive answers regarding the general direction of user attitudes towards the issue of the compatibility of the attest and MAS functions. It is also suggested that subsequent surveys attempt to reach a larger segment of financial statement users, including those who are not associated with the Financial Analysts Federation.

(2) The findings of this study demonstrated intra-attitudinal differences regarding the attesting CPA's appropriate involvement in specific MAS areas. This indicates that in certain situations some individuals elected to depart from their otherwise generally expressed attitude. These observed variations within the same attitudinal group suggest the presence of another variable in the MAS problem. That is, how strongly committed is the individual to upholding his attitude toward the MAS question?

In this connection, for the two attitude tests administered in this survey, the achieved scores indicated only differences among individuals in their attitudes toward the MAS question. However, the scores may not also be considered to represent a measure of the individual's commitment to maintaining his attitude.

The importance of this aspect relates to the question regarding

a respondent's degree of susceptibility to persuasive arguments seeking an attitude change. More specifically, if it is hypothesized that the AICPA would make a strong move to persuade individuals to accept the compatibility of the attest and MAS functions, there is no available empirical information that allows an informed prediction as to how the financial analysts who took part in the present study would respond.

It is, therefore, proposed that another line of research necessary for a fuller understanding of the MAS problem is one which also investigates an individual's commitment to his indicated position toward the MAS question.

(3) The assessment of an attitude does not necessarily mean that the determined attitude has strong motivational properties in actual-life situations. Specifically, does it matter which attitude the investor holds toward the MAS question when he makes an investment evaluation of a firm in which the attesting CPA has also performed MAS?

Although the primary purpose of the present study was the assessment of attitudes toward the MAS question, a pilot inquiry was made regarding this motivational aspect of the investor's attitude. The preliminary findings indicate a positive relationship between attitudes and investment decision-making. The results suggest that the investor's attitude toward the MAS question directly affects his decision whether to impose an investment "penalty" upon a firm in which the attesting CPA renders MAS.

While no definitive conclusions could be drawn from this limited pilot investigation, it does, however, bring to light another important dimension to the MAS problem that has not as yet received research

attention. The importance of this motivational perspective is that it links the MAS problem to the broader notion of resource allocation in our economy. Given this study's documentation of an unfavorable attitude among financial statement users toward the MAS question, the issue becomes whether the attesting CPA's performance of MAS, when and if discerned, substantively "interferes" with the flow of resources that otherwise would have occurred, absent the rendition of MAS. Accordingly, empirical research should be directed to ascertaining the extent to which the CPA's performance of the dual functions for the same firm affects the economic decision-making process of the users of financial statements.

In conclusion, the results of this research study demonstrated that the financial analysts, as contrasted with the members of the accounting profession who are engaged in practice, have an unfavorable attitude with respect to the issue of the compatibility of the attest and MAS functions. However, the full significance of this finding, including the extent to which it may contradict the AICPA assertion regarding "reasonable observers" accepting the compatibility of the dual functions, must await the results of future research bearing upon the consistency, commitment, and motivational properties of this assessed unfavorable attitude of these financial statement users.

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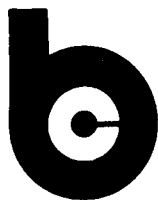
APPENDIX A

THE QUESTIONNAIRE

**Baruch
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University of
New York

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New York
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**A QUESTIONNAIRE
on
ATTEST INDEPENDENCE
AND
MANAGEMENT ADVISORY SERVICES**

December 11, 1972

Dear Sir:

I am distributing the enclosed questionnaire for the purpose of obtaining information pertinent to my study entitled "Attest Independence and Management Advisory Services." This study, undertaken without foundation or organization sponsorship, will constitute my doctoral dissertation which will be submitted to the Graduate Faculty of the Bernard M. Baruch College of the City University of New York.

My research is being undertaken to determine the opinions of individuals who are associated with the financial community on those sensitive issues that have been related to the question of whether the CPA should perform management advisory services for his audit clients.

Since the questionnaire is a survey of personal opinions, the questions are not meant to be a test of facts. Therefore, while reading the questionnaire some of the questions may seem provocative; they may "rub you the wrong way." Some such questions had to be included in order to get an accurate survey of what people may feel strongly about with respect to the so-called "management advisory services question."

The questionnaire is being sent to a sample of members of each of the following organizations: The Financial Analysts Federation, The American Institute of Certified Public Accountants and American Accounting Association.

All individual responses will be held in strictest confidence. I am interested in the nature and direction of responses collated in homogeneous groupings. I would very much appreciate your participation in this research study. Your cooperation in the form of a reply at your earliest convenience would be appreciated.

A stamped, addressed envelope is enclosed for your convenience.

Sincerely yours,

Seymour Eisenman

THE OBJECTIVES AND NATURE OF THIS QUESTIONNAIRE

This questionnaire will serve as the principal research medium for obtaining information pertinent to my study entitled "Attest Independence and Management Advisory Services." This research project will provide the basis for my doctoral dissertation which will be submitted to the Graduate Faculty of the Bernard M. Baruch College of The City University of New York.

During the 1950s and 1960s there was a sustained growth in the CPAs' rendition of management advisory services. Questions have been raised both within and outside the accounting profession regarding the propriety of the attesting CPA's performance of such services. In response thereto, the American Institute of Certified Public Accountants, through its various committees and spokesmen, have sought to resolve this so-called "management advisory services controversy."

The primary objective of this questionnaire is to determine the current state of satisfaction with respect to the attesting CPA's performance of management advisory services. In order to assess this, the questionnaire calls upon you to indicate your opinions on those matters that, heretofore, could have been considered to be the principal issues comprising this controversy. In general, these pertain to:

- (a) The arguments advanced for justifying the compatibility of the attest and management advisory services functions.
- (b) The consequences or implications as to what should be expected to occur as a result of the attesting CPA's performance of management advisory services.
- (c) The actions and/or rationalizations thereof which the AICPAs has taken or stated to date in order to resolve the controversy.

The questionnaire is being submitted to members of The Financial Analysts Federation, CPAs practicing in public accounting, and to academicians involved with the accounting discipline.

I am interested in your personal opinions, rather than the expressed policy of your firm or institution, with respect to the matters dealt with in this questionnaire. The individual responses will be kept in *strictest confidence*. The results will be disclosed in the format of group responses, so as to prevent identification of any particular respondent or his firm.

Your participation in this research project will be greatly appreciated.

Seymour Eisenman

PART A

The statements that follow are opinions or ideas about various aspects of independence, the attest function and the CPA's rendering of management advisory services (MAS). There is no "right" or "wrong" about any of the answers; this is frankly and simply a survey of your opinions on these matters.

Each statement is followed by five choices: strongly agree, agree, undecided, disagree, and strongly disagree. Please check in the space provided ☒ the *one* choice which comes closest to saying how you feel about each statement.

Please provide an answer for all forty-two (42) statements.

- A-1 The CPA's rendering of MAS arises naturally as a part of the attest function.
☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-2 A poor performance by the attesting CPA in a MAS engagement would probably have an adverse effect on the CPA's objectivity during his performance of the attest function for the same client.
☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-3 There is an immediate need to place limitations on the kinds of MAS which the attesting CPA may render.
☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-4 There is an inherent contradiction between the CPA's primary duty and professional responsibility being directed toward management in MAS and toward actual or potential outside parties in the attest function.
☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-5 The CPA should be prohibited from performing MAS for any client for which he performs the attest function.
☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-6 All CPAs should be encouraged to perform the entire range of MAS that are consistent with their professional competence, ethical standards and responsibility.
☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-7 The accounting profession should be split into two professions—one a group of auditors who perform the attest function, and the other a group of experts in MAS.
☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-8 In the typical MAS engagement, the CPA should be able to determine the difference between the client abdicating its role as the final decision-maker and the client acting responsibly on the CPA's advice.
☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-9 The opinion questionnaire should be considered a valid research technique for studying the MAS question.
☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-10 If it is known that the MAS and attest functions are performed by different personnel in a CPA firm, then there should be less concern as to whether a conflict of interest exists.
☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-11 It is the practicing CPAs who should be given the ultimate responsibility for deciding whether the rendition of MAS is compatible with the attest function.
☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

- A-12** The accounting profession should be considered as having achieved a remarkable reputation for integrity and independence.
- ☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-13** The rendition of a MAS engagement involving a substantial fee would probably have an adverse effect on the CPA's objectivity during his performance of the attest function for the same client.
- ☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-14** In general, members of the academic community of the accounting profession have tended to greatly exaggerate the problems that may arise from the attesting CPA's performance of MAS.
- ☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-15** It is the individual practicing CPA who should be given the responsibility for deciding what kinds of MAS may be offered in a particular situation.
- ☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-16** The issue of whether the attesting CPA should perform MAS should be considered a matter of great concern for the accounting profession at the present time.
- ☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-17** From an ethical point of view, the CPA's performance of professional services for clients in the area of MAS is incompatible with his simultaneous independent attest service to the same client.
- ☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-18** Independence is the foundation of the public accounting profession and upon its maintenance depends the profession's strength and its stature.
- ☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-19** The CPA's performance of MAS is a fulfillment of an ethical obligation to his audit client.
- ☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-20** The attesting CPA should disclose the amount of fees received for MAS which he performed for the client during the period covered by the financial statements.
- ☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-21** In general, the attesting CPA can determine for himself whether his particular role in a MAS engagement would be objectionable to an outside, reasonable observer.
- ☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-22** There is a greater likelihood that the CPA who renders MAS to his audit clients would possess less personal integrity in his capacity as the attesting CPA when compared to the CPA who refrains from rendering MAS to his audit clients.
- ☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree
- A-23** In general, the rendition of MAS should enable the CPA to do a better job in the attest function.
- ☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-24 From an ethical point of view, a CPA should be prohibited from forming or becoming a member of a separate partnership with non-CPA specialists for the purpose of rendering MAS.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-25 The evaluation of the competence of a CPA in the area of MAS is primarily a subjective one.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-26 There is a greater likelihood that the CPA who renders MAS would possess less objectivity and impartiality in his capacity as the attesting CPA, when compared to the CPA who refrains from rendering MAS.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-27 The results of previous opinion surveys on the MAS question should be considered as having low validity.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-28 In general, knowing the CPA's mode of involvement in a MAS engagement is much more important than knowing the type of service which was rendered.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-29 Economic forces of the market place should decide the optimum scope of MAS to be rendered by the CPA.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-30 A statutory approach, rather than a common law or case-by-case approach should be used for deciding whether a particular MAS may affect the attesting CPA's appearance of independence.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-31 There is a conflict between independence and the requirement that the attesting CPA should maintain a confidential relationship between himself and his client.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-32 The attesting CPA should disclose the kinds of MAS which he performed for the client during the period covered by the financial statements.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-33 The client's general economic welfare is substantially better served by allowing the attesting CPA to perform MAS for him.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-34 The pervasive nature of accounting, the academic training and the examination requirement for the CPA certificate should be considered as providing a broad base on which to build a MAS practice.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-35 Each CPA is unable to determine for himself whether the area in which he performs a particular MAS would be objectionable to an outside, reasonable observer.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-36 Independence should be considered more as a relative, rather than as an absolute attribute of the CPA.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-37 In the typical MAS engagement, it should be expected that the CPA would attempt to persuade his client to adopt the best course of action.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-38 Entry into the MAS field tends to enhance the reputation of the attesting CPA.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-39 If the primary purpose of the attest function is the reporting on past activities and, if the primary purpose of the MAS function is to improve the client's future use of its resources, then there is an inherent contradiction when the CPA performs both functions for the same client.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-40 In certain kinds of special MAS engagements, the attesting CPA should be allowed to make an impartial, objective opinion (either confirmation or denial) on a judgment that the client has already tentatively reached.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-41 In a typical MAS engagement, the CPA enters into a formal, structured relationship with his client in which the roles and objectives of each party are clearly identified.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

A-42 Practically speaking, in the typical MAS engagement the CPA has no authority to marshal client resources to implement his advisory decisions.

☐ Strongly Agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly Disagree

PART B

This section is intended to ascertain your views on what should be the appropriate roles for the CPA in each indicated area of management advisory services.

In the following table three possible roles are given. In general, each role may be defined or described as follows:

Fact-Gatherer: This role consists of ascertaining the pertinent facts and circumstances, seeking and identifying objectives, and defining the problem or opportunity for improvement.

Recommender: This role consists of evaluating and determining possible solutions and presenting findings and recommendations.

Technical Implementor: Following the client's decision to proceed, this role involves planning and scheduling actions to achieve the desired results, as well as advising and providing technical assistance.

Instructions: For *each* of the stated areas of management advisory services:

(A) Please check ☒ whether you believe the CPA should perform services in this area in situations where they will also be fulfilling the independent attest function.

(B) If "Yes"—Indicate ☒ the role(s) that you believe would be appropriate for the CPA to perform.

Area of Management Advisory Services	(A) Do You Believe The Attesting CPA Should Perform Service In This Area?		(B) If "YES"—Which Roles Do You Believe The Attesting CPA Should Perform?		
	YES	NO	Role of Fact-Gatherer	Role of Recommender	Role of Technical Implementor
1. Accounting Machine and Office Equipment Studies	☐	☐	☐	☐	☐
2. Arbitration (Commercial or Labor)	☐	☐	☐	☐	☐
3. Business Acquisitions (Purchase Investigations)	☐	☐	☐	☐	☐
4. Clerical Work Simplification, Methods, Forms	☐	☐	☐	☐	☐
5. Collective Bargaining, Labor Negotiation Studies	☐	☐	☐	☐	☐
6. Computer Systems and Applications	☐	☐	☐	☐	☐
7. Cost Allocation Studies	☐	☐	☐	☐	☐
8. Distribution Cost Studies	☐	☐	☐	☐	☐
9. Evaluation of Management, Management Audit	☐	☐	☐	☐	☐
10. Financing, Selection of Sources of Capital	☐	☐	☐	☐	☐
11. Insurance Coverage	☐	☐	☐	☐	☐
12. Inventory Control	☐	☐	☐	☐	☐
13. Job Description and Evaluation	☐	☐	☐	☐	☐
14. Lease or Buy Analysis	☐	☐	☐	☐	☐
15. Mergers	☐	☐	☐	☐	☐
16. Operations Budgeting	☐	☐	☐	☐	☐
17. Organization Design, Fixing Responsibility, Flow of Authority, etc.	☐	☐	☐	☐	☐
18. Personnel Compensation	☐	☐	☐	☐	☐
19. Personnel Evaluation	☐	☐	☐	☐	☐
20. Personnel Recruitment	☐	☐	☐	☐	☐
21. Personnel Selection, Testing	☐	☐	☐	☐	☐
22. Product Price Determination	☐	☐	☐	☐	☐
23. Reorganizations	☐	☐	☐	☐	☐
24. Return on Investment Studies	☐	☐	☐	☐	☐
25. Sales Forecasting	☐	☐	☐	☐	☐

PART C

The objective of this section is to determine the nature of your particular involvement in the business community and your experience with respect to the rendering of management advisory services by CPAs to clients for which they also render the independent audit function.

C-1 Are you a Certified Public Accountant? Yes ☐ No ☐

C-2 (a) Are you a member of a Public Accounting firm? Yes ☐ No ☐

(b) If so, the firm can be considered:

A sole practitioner ☐
One of the "Big-8" ☐
Other ☐

(c) Your rank in the firm:

Partner ☐
Principal ☐
Manager ☐
Other (specify) _____

(d) Your present departmental association:

Audit ☐
Tax ☐
Management Advisory Services ☐
Other (specify) _____

C-3 (a) Are you a member of the teaching profession? Yes ☐ No ☐

(b) If so, your rank is:

Full Professor ☐
Associate Professor ☐
Assistant Professor ☐
Other (specify) _____

(c) You would best describe your area of instruction as:

C-4 (a) Are you a member of The Financial Analysts Federation? Yes ☐ No ☐

(b) If so, you would best describe the nature of the organization which you are associated with as:

(c) Your position and role therein may be described as:

(d) Are you a Chartered Financial Analyst? Yes ☐ No ☐

C-5 Number of years you have been a member of the financial community, public accounting and/or teaching:

Financial Community _____
Public Accounting _____
Teaching _____

C-6 In your opinion the rendering of management services by CPAs in situations where they will also be fulfilling the independent audit function will:

(Check one)

- Enhance the significance of the auditor's opinion ☐
Detract from the significance of this opinion ☐
Have no important effect on the significance of this opinion ☐
No definite views thereon ☐

C-7 Do you know of any instance in which knowledge of the performance of management advisory services by a CPA in a situation where he was also fulfilling the independent audit function specifically affected, either favorably or unfavorably, your investment decision with respect to the CPA's client? Yes ☐ No ☐

If so, please explain:

(Use reverse side of sheet if necessary)

NOTES AND COMMENTS

Please use this page for any additional comments you may wish to make as to the compatibility of the attest function and the management advisory services function.

Number _____

Number _____

Individual responses will be held in strictest confidence. It would be appreciated if you would furnish the information requested below, in which event upon receipt of the completed questionnaire, a code number will be assigned and this portion of the page will be immediately detached. I shall, of course, forward to you a summary of the data developed by my study as soon as it becomes available.

Name _____

Address _____

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APPENDIX B

DISTRIBUTION OF SCORES ON PART "A" TEST

Number of Respondents Receiving Indicated Scores on
Part "A" Test Given Their Responses to Question C-6

Financial Analysts

Score	DET(n=193)			NDV(n=45)			HNE(n=95)			ENH(n=35)			TOTAL(n=368)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
61	1	1	0.5										1	1	0.3
62	1	2	1.0										1	2	0.5
...															
68	1	3	1.6										1	3	0.8
69															
70	1	4	2.1										1	4	1.1
71	2	6	3.1										2	6	1.6
72	1	7	3.6										1	7	1.9
...															
76	1	8	4.1										1	8	2.2
77															
78	1	9	4.7										1	9	2.4
79															
80	3	12	6.2										3	12	3.3
81	2	14	7.3										2	14	3.8
82	1	15	7.8										1	15	4.1
83	2	17	8.8										2	17	4.6
84	2	19	9.8										2	19	5.2
85	1	20	10.4										1	20	5.4
86	2	22	11.4										2	22	6.0
87	5	27	14.0										5	27	7.3
88	4	31	16.1										4	31	8.4
89	3	34	17.6										3	34	9.2
90	4	38	19.7										4	38	10.3
91	3	41	21.2										3	41	11.1
92	3	44	22.8				1	1	1.1				4	45	12.2
93	7	51	26.4										7	52	14.1
94	7	58	30.1				2	3	3.2				9	61	16.6
95	9	67	34.7										9	70	19.0
96	8	75	38.9										8	78	21.2
97	7	82	42.5				1	4	4.2				8	86	23.4
98	2	84	43.5	1	1	2.2							3	89	24.2
99	2	86	44.6	1	2	4.4				1	1	2.9	4	93	25.3
100	9	95	49.2										9	102	27.7
101	14	109	56.5										14	116	31.5
102	11	120	62.2	1	3	6.7	1	5	5.3				13	129	35.1
103	8	128	66.3										8	137	37.2
104	5	133	68.9	1	4	8.9	1	6	6.3				7	144	39.1
105	9	142	73.6				3	9	9.5				12	156	42.4
106	6	148	76.7	2	6	13.3	2	11	11.6				10	166	45.1
107	5	153	79.3	1	7	15.6							6	172	46.7
108	8	161	83.4	1	8	17.8	1	12	12.6	1	2	5.7	11	183	49.7
109	4	165	85.5				1	13	13.7				5	188	51.1
110	2	167	86.5	3	11	24.4	1	14	14.7				6	194	52.7
111	4	171	88.6	1	12	26.7	2	16	16.8				7	201	54.6

(Continued On Next Page)

Financial Analysts (Continued)

Score	DET(n=193)			NDV(n=45)			HNE(n=95)			ENH(n=35)			TOTAL(n=368)		
	N	N	CUM. %	N	N	CUM. %	N	N	CUM. %	N	N	CUM. %	N	N	CUM. %
112	3	174	90.2	4	16	35.6	3	19	20.0	1	3	8.6	11	212	57.6
113	4	178	92.2	4	20	44.5	4	23	24.2				12	224	60.9
114	3	181	93.8				1	24	25.3				4	228	62.0
115	3	184	95.3	6	26	57.8	4	28	29.5				13	241	65.5
116	1	185	95.9	1	27	60.0	2	30	31.6	1	4	11.4	5	246	66.8
117	2	187	96.9	3	30	66.7	2	32	33.7				7	253	68.8
118	1	188	97.4	3	33	73.3	1	33	34.7				5	258	70.1
119				1	34	75.6	1	34	35.8				2	260	70.7
120	1	189	97.9				3	37	38.9				4	264	71.7
121	3	192	99.5				1	38	40.0	1	5	14.3	5	269	73.1
122				3	37	82.2	6	44	46.3	1	6	17.1	10	279	75.8
123							1	45	47.4				1	280	76.1
124							3	48	50.5	3	9	25.7	6	286	77.7
125							2	50	52.6				2	288	78.3
126							1	51	53.7	1	10	28.6	2	290	78.8
127				1	38	84.4	2	53	55.8	1	11	31.4	4	294	79.9
128				2	40	88.9	1	54	56.8	2	13	37.1	5	299	81.3
129				3	43	95.6	1	55	57.9				4	303	82.3
130				1	44	97.8	3	58	61.1				4	307	83.4
131										2	15	42.9	2	309	84.0
132							4	62	65.3	1	16	45.7	5	314	85.3
133							3	65	68.4				3	317	86.1
134							7	72	75.8	2	18	51.4	9	326	88.6
135							2	74	77.9				2	328	89.1
136				1	45	100.0	1	75	78.9	3	21	60.0	5	333	90.5
137							1	76	80.0	2	23	65.7	3	336	91.3
138							1	77	81.1	2	25	71.4	3	339	92.1
139							1	78	82.1	2	27	77.1	3	342	92.9
140															
141							2	80	84.2	1	28	80.0	3	345	93.8
142							2	82	86.3				2	347	94.3
143							2	84	88.4				2	349	94.8
144	1	193	100.0										1	350	95.1
145							1	85	89.5	1	29	82.9	2	352	95.7
146							2	87	91.6				2	354	96.2
147							1	88	92.6				1	355	96.5
148							2	90	94.7				2	357	97.0
149										2	31	88.6	2	359	97.6
150															
151															
152							1	91	95.8	1	32	91.4	2	361	98.1
153															
154							2	93	97.9				2	363	98.6
155															
156															
157										1	33	94.3	1	364	98.9
158										2	35	100.0	2	366	99.5
159															
160							1	94	98.9				1	367	99.7
...															
165							1	95	100.0				1	368	100.0

Number of Respondents Receiving Indicated Scores on
Part "A" Test Given Their Responses to Question C-6

CPAs															
Score	DET(n=24)			NDV(n=8)			HNE(n=198)			ENH(n=53)			TOTAL(n=283)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
67	1	1	4.2										1	1	0.4
...															
78	1	2	8.3										1	2	0.7
...															
89	2	4	16.7										2	4	1.4
...															
93	1	5	20.8										1	5	1.8
94															
95															
96	1	6	25.0										1	6	2.1
97	1	7	29.2										1	7	2.5
98	2	9	37.5										2	9	3.2
99	1	10	41.7										1	10	3.5
100															
101	1	11	45.8										1	11	3.9
102															
103															
104	1	12	50.0										1	12	4.2
105	1	13	54.2										1	13	4.6
106	2	15	62.5										2	15	5.3
107															
108															
109	1	16	66.7										1	16	5.7
110															
111															
112	1	17	70.8										1	17	6.0
113	2	19	79.2										2	19	6.7
114															
115				1	1	12.5	1	1	0.5				2	21	7.4
116							4	5	2.5				4	25	8.8
117															
118	1	20	83.3				1	6	3.0				2	27	9.5
119				1	2	25.0							1	28	9.9
120															
121	1	21	87.5	1	3	37.5							2	30	10.6
122							2	8	4.0				2	32	11.3
123							2	10	5.1				2	34	12.0
124							1	11	5.6				1	35	12.4
125															
126				1	4	50.0	2	13	6.6				3	38	13.4
127	1	22	91.7				4	17	8.6	1	1	1.9	6	44	15.5
128				1	5	62.5	1	18	9.1				2	46	16.3
129							1	19	9.6	1	2	3.8	2	48	17.0
130				1	6	75.0	5	24	12.1				6	54	19.1

(Continued On Next Page)

CPAs (Continued)

Score	<u>DET(n=24)</u>			<u>NDV(n=8)</u>			<u>HNE(n=198)</u>			<u>ENH(n=53)</u>			<u>TOTAL(n=283)</u>		
	<u>CUM.</u>			<u>CUM.</u>			<u>CUM.</u>			<u>CUM.</u>			<u>CUM.</u>		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
131	1	23	95.8				2	26	13.1				3	57	20.1
132							4	30	15.2	1	3	5.7	5	62	21.9
133							4	34	17.2	1	4	7.5	5	67	23.7
134							6	40	20.2				6	73	25.8
135	1	24	100.0				7	47	23.7				8	81	28.6
136				1	7	87.5	5	52	26.3	1	5	9.4	7	88	31.1
137							8	60	30.3				8	96	33.9
138							7	67	33.8	1	6	11.3	8	104	36.7
139							5	72	36.4	4	10	18.9	9	113	39.9
140							7	79	39.9	1	11	20.8	8	121	42.8
141							6	85	42.9				6	127	44.9
142							5	90	45.5	1	12	22.6	6	133	47.0
143							5	95	48.0	1	13	24.5	6	139	49.1
144							7	102	51.5	3	16	30.2	10	149	52.7
145				1	8	100.0	6	108	54.5	2	18	34.0	9	158	55.8
146							11	119	60.1	2	20	37.7	13	171	60.4
147							9	128	64.5	3	23	43.4	12	183	64.7
148							7	135	68.2	2	25	47.2	9	192	67.8
149							4	139	70.2	3	28	52.8	7	199	70.3
150							7	146	73.7				7	206	72.8
151							6	152	76.8	3	31	58.5	9	215	76.0
152							7	159	80.3	3	34	64.2	10	225	79.5
153							5	164	82.9	2	36	67.9	7	232	82.0
154							2	166	83.8	3	39	73.6	5	237	83.7
155							5	171	86.4	1	40	75.5	6	243	85.9
156							5	176	88.9				5	248	87.6
157															
158							4	180	90.9	1	41	77.4	5	253	89.4
159							4	184	92.9	1	42	79.2	5	258	91.2
160							1	185	93.4				1	259	91.5
161										1	43	81.1	1	260	91.9
162							2	187	94.4	1	44	83.0	3	263	92.9
163							2	189	95.5	3	47	88.7	5	268	94.7
164							1	190	96.0				1	269	95.1
165										1	48	90.6	1	270	95.4
166							2	192	97.0				2	272	96.1
167															
168							2	194	98.0				2	274	96.8
169							1	195	98.5	1	49	92.5	2	276	97.5
170							1	196	99.0				1	277	97.9
171							1	197	99.5				1	278	98.2
172										1	50	94.3	1	279	98.6
173							1	198	100.0	1	51	96.2	2	281	99.3
...															
177										1	52	98.1	1	282	99.6
178															
179										1	53	100.0	1	283	100.0

Number of Respondents Receiving Indicated Scores on
Part "A" Test Given Their Responses to Question C-6

AAA Members

Score	DET(n=126)			NDV(n=35)			HNE(n=169)			ENH(n=76)			TOTAL(n=406)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
67	1	1	0.8										1	1	0.2
...															
74	1	2	1.6										1	2	0.5
75	1	3	2.4										1	3	0.7
76	1	4	3.2										1	4	1.0
77	1	5	4.0										1	5	1.2
78															
79	1	6	4.8										1	6	1.5
80	1	7	5.6										1	7	1.7
...															
83	2	9	7.1										2	9	2.2
84	2	11	8.7										2	11	2.7
85	1	12	9.5										1	12	3.0
86	1	13	10.3										1	13	3.2
87	1	14	11.1										1	14	3.4
88															
89	4	18	14.3										4	18	4.4
90	2	20	15.9										2	20	4.9
91	1	21	16.7										1	21	5.2
92	1	22	17.5										1	22	5.4
93	1	23	18.3	1	1	2.9							2	24	5.9
94	5	28	22.2										5	29	7.1
95	1	29	23.0										1	30	7.4
96	4	33	26.2	1	2	5.7							5	35	8.6
97	3	36	28.6										3	38	9.4
98	2	38	30.2										2	40	9.9
99	3	41	32.5										3	43	10.6
100	2	43	34.1										2	45	11.1
101	5	48	38.1	1	3	8.6	1	1	0.6				7	52	12.8
102	3	51	40.5										3	55	13.5
103	2	53	42.1				1	2	1.2				3	58	14.3
104	4	57	45.2	1	4	11.4							5	63	15.5
105	6	63	50.0										6	69	17.0
106	5	68	54.0				2	4	2.4				7	76	18.7
107	3	71	56.3	1	5	14.3							4	80	19.7
108										1	1	1.3	1	81	20.0
109	1	72	57.1	1	6	17.1	1	5	3.0				3	84	20.7
110	1	73	57.9	1	7	20.0							2	86	21.2
111	12	85	67.5										12	98	24.1
112	5	90	71.4	1	8	22.9	1	6	3.6				7	105	25.9
113	2	92	73.0										2	107	26.4
114	5	97	77.0	1	9	25.7	3	9	5.3				9	116	28.6
115	2	99	78.6	1	10	28.6				1	2	2.6	4	120	29.6
116	2	101	80.2										2	122	30.0
117	1	102	81.0				1	10	5.9	1	3	3.9	3	125	30.8
118	3	105	83.3	1	11	31.4	1	11	6.5	1	4	5.3	6	131	32.3
119	3	108	85.7	2	13	37.1	2	13	7.7				7	138	34.0

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AAA Members (Continued)

Score	DET(n=126)			NDV(n=35)			HNE(n=169)			ENH(n=76)			TOTAL(n=406)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
120	1	109	86.5				2	15	8.9				3	141	34.7
121	3	112	88.9	3	16	45.7	2	17	10.1				8	149	36.7
122	3	115	91.3	2	18	51.4	2	19	11.2	1	5	6.6	8	157	38.7
123							3	22	13.0				3	160	39.4
124							5	27	16.0	2	7	9.2	7	167	41.1
125	2	117	92.9				2	29	17.2				4	171	42.1
126	3	120	95.2	2	20	57.1	3	32	18.9				8	179	44.1
127				1	21	60.0	2	34	20.1	1	8	10.5	4	183	45.1
128	2	122	96.8	2	23	65.7	6	40	23.7	2	10	13.2	12	195	48.0
129							4	44	26.0	1	11	14.5	5	200	49.3
130							1	45	26.6	1	12	15.8	2	202	49.8
131	1	123	97.6	4	27	77.1	6	51	30.2	1	13	17.1	12	214	52.7
132				3	30	85.7	3	54	32.0	1	14	18.4	7	221	54.4
133							8	62	36.7	1	15	19.7	9	230	56.7
134							1	63	37.3	3	18	23.7	4	234	57.6
135	2	125	99.2				7	70	41.4	3	21	27.6	12	246	60.6
136							3	73	43.2	4	25	32.9	7	253	62.3
137	1	126	100.0	1	31	88.6	8	81	47.9	2	27	35.5	12	265	65.3
138							5	86	50.9	5	32	42.1	10	275	67.7
139				1	32	91.4	7	93	55.0	2	34	44.7	10	285	70.2
140				1	33	94.3	8	101	59.8	1	35	46.1	10	295	72.7
141							9	110	65.1	4	39	51.3	13	308	75.9
142							4	114	67.5	5	44	57.9	9	317	78.1
143							10	124	73.4				10	327	80.5
144							5	129	76.3	3	47	61.8	8	335	82.5
145				2	35	100.0	1	130	76.9	1	48	63.2	4	339	83.5
146							9	139	82.2	3	51	67.1	12	351	86.5
147							3	142	84.0	2	53	69.7	5	356	87.7
148							2	144	85.2	3	56	73.7	5	361	88.9
149										1	57	75.0	1	362	89.2
150							3	147	87.0	1	58	76.3	4	366	90.1
151							2	149	88.2	1	59	77.6	3	369	90.9
152										2	61	80.3	2	371	91.4
153							4	153	90.5				4	375	92.4
154							2	155	91.7	1	62	81.6	3	378	93.1
155							3	158	93.5	2	64	84.2	5	383	94.3
156							1	159	94.1	2	66	86.8	3	386	95.1
157										2	68	89.5	2	388	95.6
158							1	160	94.7	2	70	92.1	3	391	96.3
159										1	71	93.4	1	392	96.6
160							1	161	95.3				1	393	96.8
161							1	162	95.9				1	394	97.0
162							2	164	97.0				2	396	97.5
...															
166							1	165	97.6	1	72	94.7	2	398	98.0
167										3	75	98.7	3	401	98.8
168							1	166	98.2				1	402	99.0
...															
172							1	167	98.8				1	403	99.3
173															
174							1	168	99.4	1	76	100.0	2	405	99.8
175							1	169	100.0				1	406	100.0

Number of Respondents Receiving Indicated Scores on
Part "A" Test Given Their Responses to Question C-6

All Groups

Score	DET(n=343)			NDV(n=88)			HNE(n=462)			ENH(n=164)			TOTAL(n=1057)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
61	1	1	0.3										1	1	0.1
62	1	2	0.6										1	2	0.2
63															
64															
65															
66															
67	2	4	1.2										2	4	0.4
68	1	5	1.5										1	5	0.5
69															
70	1	6	1.7										1	6	0.6
71	2	8	2.3										2	8	0.7
72	1	9	2.6										1	9	0.8
73															
74	1	10	2.9										1	10	0.9
75	1	11	3.2										1	11	1.0
76	2	13	3.8										2	13	1.2
77	1	14	4.1										1	14	1.3
78	2	16	4.7										2	16	1.5
79	1	17	5.0										1	17	1.6
80	4	21	6.1										4	21	2.0
81	2	23	6.7										2	23	2.2
82	1	24	7.0										1	24	2.3
83	4	28	8.2										4	28	2.6
84	4	32	9.3										4	32	3.0
85	2	34	9.9										2	34	3.2
86	3	37	10.8										3	37	3.5
87	6	43	12.5										6	43	4.1
88	4	47	13.7										4	47	4.4
89	9	56	16.3										9	56	5.3
90	6	62	18.1										6	62	5.9
91	4	66	19.2										4	66	6.2
92	4	70	20.4				1	1	0.2				5	71	6.7
93	9	79	23.0	1	1	1.1							10	81	7.7
94	12	91	26.5				2	3	0.6				14	95	9.0
95	10	101	29.4										10	105	9.9
96	13	114	33.2	1	2	2.3							14	119	11.3
97	11	125	36.4				1	4	0.9				12	131	12.4
98	6	131	38.2	1	3	3.4							7	138	13.1
99	6	137	39.9	1	4	4.5				1	1	0.6	8	146	13.8
100	11	148	43.1										11	157	14.9
101	20	168	49.0	1	5	5.7	1	5	1.1				22	179	16.9

(Continued On Next Page)

All Groups (Continued)

Score	DET(n=343)			NDV(n=88)			HNE(n=462)			ENH(n=164)			TOTAL(n=1057)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
102	14	182	53.1	1	6	6.8	1	6	1.3				16	195	18.4
103	10	192	56.0				1	7	1.5				11	206	19.5
104	10	202	58.9	2	8	9.1	1	8	1.7				13	219	20.7
105	16	218	63.6				3	11	2.4				19	238	22.5
106	13	231	67.3	2	10	11.4	4	15	3.2				19	257	24.3
107	8	239	69.7	2	12	13.6							10	267	25.3
108	8	247	72.0	2	14	15.9	1	16	3.5	2	3	1.8	13	280	26.5
109	6	253	73.8				2	18	3.9				8	288	27.2
110	3	256	74.6	4	18	20.5	1	19	4.1				8	296	28.0
111	16	272	79.3	1	19	21.6	2	21	4.5				19	315	29.8
112	9	281	81.9	5	24	27.3	4	25	5.4	1	4	2.4	19	334	31.6
113	8	289	84.3	4	28	31.8	4	29	6.3				16	350	33.1
114	8	297	86.6	1	29	33.0	4	33	7.1				13	363	34.3
115	5	302	88.0	8	37	42.0	5	38	8.2	1	5	3.0	19	382	36.1
116	3	305	88.9	1	38	43.2	6	44	9.5	1	6	3.7	11	393	37.2
117	3	308	89.8	3	41	46.6	3	47	10.2	1	7	4.3	10	403	38.1
118	5	313	91.3	4	45	51.1	3	50	10.8	1	8	4.9	13	416	39.4
119	3	316	92.1	4	49	55.7	3	53	11.5				10	426	40.3
120	2	318	92.7				5	58	12.6				7	433	41.0
121	7	325	94.8	4	53	60.2	3	61	13.2	1	9	5.5	15	448	42.4
122	3	328	95.6	5	58	65.9	10	71	15.4	2	11	6.7	20	468	44.3
123							6	77	16.7				6	474	44.8
124							9	86	18.6	5	16	9.8	14	488	46.2
125	2	330	96.2				4	90	19.5				6	494	46.7
126	3	333	97.1	3	61	69.3	6	96	20.8	1	17	10.4	13	507	48.0
127	1	334	97.4	2	63	71.6	8	104	22.5	3	20	12.2	14	521	49.3
128	2	336	98.0	5	68	77.3	8	112	24.2	4	24	14.6	19	540	51.1
129				3	71	80.7	6	118	25.5	2	26	15.9	11	551	52.1
130				2	73	83.0	9	127	27.5	1	27	16.5	12	563	53.3
131	2	338	98.5	4	77	87.5	8	135	29.2	3	30	18.3	17	580	54.9
132				3	80	90.9	11	146	31.6	3	33	20.1	17	597	56.5
133							15	161	34.8	2	35	21.3	17	614	58.1
134							14	175	37.9	5	40	24.4	19	633	59.9
135	3	341	99.4				16	191	41.3	3	43	26.2	22	655	62.0
136				2	82	93.2	9	200	43.3	8	51	31.1	19	674	63.8
137	1	342	99.7	1	83	94.3	17	217	47.0	4	55	33.5	23	697	65.9
138							13	230	49.8	8	63	38.4	21	718	67.9
139				1	84	95.5	13	243	52.6	8	71	43.3	22	740	70.0
140				1	85	96.6	15	258	55.8	2	73	44.5	18	758	71.7
141							17	275	59.5	5	78	47.6	22	780	73.8
142							11	286	61.9	6	84	51.2	17	797	75.4
143							17	303	65.6	1	85	51.8	18	815	77.1
144	1	343	100.0				12	315	68.2	6	91	55.5	19	834	78.9

(Continued On Next Page)

All Groups (Continued)

Score	DET(n=343)			NDV(n=88)			HNE(n=462)			ENH(n=164)			TOTAL(n=1057)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
145				3	88	100.0	8	323	69.9	4	93	57.9	13	849	80.3
146							22	345	74.7	5	100	61.0	27	876	82.9
147							13	358	77.5	5	105	64.0	18	894	84.6
148							11	369	79.9	5	110	67.1	16	910	86.1
149							4	373	80.7	6	116	70.7	10	920	87.0
150							10	383	82.9	1	117	71.3	11	931	88.1
151							8	391	84.6	4	121	73.8	12	943	89.2
152							8	399	86.4	6	127	77.4	14	957	90.5
153							9	408	88.3	2	129	78.7	11	968	91.6
154							6	414	89.6	4	133	81.1	10	978	92.5
155							8	422	91.3	3	136	82.9	11	989	93.6
156							6	428	92.6	2	138	84.1	8	997	94.3
157										3	141	86.0	3	1000	94.6
158							5	433	93.7	5	146	89.0	10	1010	95.6
159							4	437	94.6	2	148	90.2	6	1016	96.1
160							3	440	95.2				3	1019	96.4
161							1	441	95.5	1	149	90.9	2	1021	96.6
162							4	445	96.3	1	150	91.5	5	1026	97.1
163							2	447	96.8	3	153	93.3	5	1031	97.5
164							1	448	97.0				1	1032	97.6
165							1	449	97.2	1	154	93.9	2	1034	97.8
166							3	452	97.8	1	155	94.5	4	1038	98.2
167										3	158	96.3	3	1041	98.5
168							3	455	98.5				3	1044	98.8
169							1	456	98.7	1	159	97.0	2	1046	99.0
170							1	457	98.9				1	1047	99.1
171							1	458	99.1				1	1048	99.2
172							1	459	99.4	1	160	97.6	2	1050	99.3
173							1	460	99.6	1	161	98.2	2	1052	99.5
174							1	461	99.8	1	162	98.8	2	1054	99.7
175							1	462	100.0				1	1055	99.8
176															
177										1	163	99.4	1	1056	99.9
178															
179										1	164	100.0	1	1057	100.0

APPENDIX C

DATA FOR RELIABILITY ASSESSMENT OF PART "A" TEST

Interrelationship of Respondents' Scores
On "AICPA" and "Other" Source Statements in Part "A" Test

Financial Analysts(n=368)

Score on "Other" Statements

	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
37	1																					
38	1																					
39																						
40							1	1														
41																						
42																1						
43					1									1					1			
44	1																					
45												1										
46						1						1		1								
47	1																2	1	1			
48									1								1					
49					1						1	1		1		1	1			1	1	2
50													1			1	1		1			
51					1											1	1	3	1	4	2	
52						1					2			1	1	2	1	1	2			
53										1	1			1				2			1	
54																2		2	2	1	3	
55																	1	2		1	1	
56											1		1	1				1		3	2	
57																1						
58															1				1	2	1	
59																					1	
60																		2			1	
61																		1			1	
62																						
63																						
64																						
65																						
66																						
67																						
68																						
69																						
70																						
71																						
72																						
73																						
74																						
75																						
76																						
77																						
78																						
79																						
80																						
TOTALS	4	0	0	0	0	3	2	2	1	0	2	5	3	5	3	4	10	11	11	11	12	15

(Continued On Next Page)

Financial Analysts(n=368) (Continued)

Score on "Other" Statements

	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67
37																						
38																						
39																						
40																						
41																						
42																						
43																						
44																						
45																						
46																						
47																						
48		2		1																		
49	1	1																				
50							1															
51	1			1			1															
52				1	1										1							
53		3	3	2			1	1														
54		2	4	2	1		1		1						1		1					
55	3	1	2	2	3	1	1	1		1							1					
56	1		1	1	2			1	2												1	
57	2	2	2	1	3	3	2				2				1							
58		3			1	1		1	2	1	1	1			1	1						
59	1	1	2		1	2	1		2				1					1				
60	2		1		1	2	1	1		4		1			1			1	1	1		
61						3	2	1	3	1		1			1		2				1	1
62	4			2	1			1		2	2				1			1	1			
63			1	2	2	1	2	1							1		1					
64			1	1	1	1				1		1	3		1		2			1		1
65							2	1		1		1		2				1	1			1
66					1				2	1							1		1		1	
67												1				1	2			1		
68									1					1	2					1	2	
69																1	1			2		
70						1									1				1		1	
71																1						
72																						
73																				1		
74																						
75																						
76																						1
77																						
78																						
79																						
80																						
TOTALS	15	15	17	16	18	15	15	9	13	12	5	6	4	10	5	10	8	3	4	6	6	4

(Continued On Next Page)

Financial Analysts(n=368) (Continued)

Score on "Other" Statements

	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	TOTALS
37																				1
38																				1
39																				0
40																				2
41																				0
42																				1
43																				3
44																				1
45																				1
46																				3
47																				5
48																				5
49																				12
50																				6
51																				16
52																				14
53																				18
54																				23
55																				21
56																				18
57																				20
58																				18
59	1																			14
60																				20
61					1															19
62	1				1															17
63					1															12
64			1																	15
65			1			1	1													13
66	2	1	2	1			1													14
67	1		1																	7
68	2			1																10
69		1	1								1									7
70				1				1												6
71										1	1									3
72		1	2	1			1		1				1							7
73	1				1												1	1		5
74											1									1
75		1		1																2
76																				1
77					1											1				2
78													1							1
79								1										1		2
80							1													1
TOTALS	8	6	6	8	3	2	2	2	1	1	3	0	2	0	0	1	1	1	1	368

Interrelationship of Respondents' Scores
On "AICPA" and "Other" Source Statements in Part "A" Test

CPAs (n=283)

Score on "Other" Statements

	20	..	30	..	35	36	37	38	..	42	43	44	45	46	47	48	49	50	51	52	53	54
Score on "AICPA" Statements																						
43					1																	
44																						
45																						
46																						
47	1																					
48																						
49																						
50																						
51								1		1				1							1	
52															1							
53													1			1						
54																					1	
55											1											
56																						
57																1						
58								1														
59			1																			1
60																						
61																						
62															1						1	
63											1						1			1		
64																						
65																						
66																					1	
67																						
68																						
69																						
70																						
71																						
72																						
73																						
74																						
75																						
76																						
77																						
78																						
79																						
80																						
81																						
82																						
83																						
84																						
...																						
88																						
TOTALS	1	0	1	0	1	0	0	2	0	1	2	0	1	1	2	2	1	0	0	1	3	2

(Continued On Next Page)

CPAs (n=283) (Continued)

Score on "Other" Statements

	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76
43																						
44																						
45																						
46																						
47																						
48																						
49																						
50																						
51																						
52																						
53																						
54							1															
55																						
56						1																
57																		1				
58	1			1						1				1								
59											1			1								
60	1			1					1				2						1			
61						1						1		1			1			1		
62		1					1									1						
63				1						1			1		2		1		1	1		
64				1								1		1	2	1	2			1		
65									1		1	1		1			2				1	
66										2	1		1	1	2	2	1	1	1	1	2	
67					1								1		1		1	2	3			
68				1					1		1	2	1	2	1	1	1	1	2		2	
69				1						1	1			1	2	3	1		1			
70				1		1							2	1			1		2	2	1	3
71										1				1			3	1	2		3	2
72								1		1		1	1			2	1	1	1	3	1	1
73																	1	2		3	2	2
74						1							1				2	1	1		1	1
75																	1		2		1	1
76																	2	1			2	1
77																	1					
78																				1		
79																						
80																						
81												1										
82																						
83																						1
84																						
...																						
88																						
TOTALS	2	1	0	7	1	3	3	0	3	5	5	6	10	12	11	9	22	11	17	13	16	12

(Continued On Next Page)

CPAs (n=283) (Continued)

Score on "Other" Statements

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	TOTALS
43																					1
44																					0
45																					0
46																					0
47																					1
48																					0
49																					0
50																					0
51																					4
52																					1
53																					2
54																					2
55																					1
56																					1
57																					2
58																					5
59																					4
60																					6
61																					5
62																					5
63																					11
64							1														10
65									1												8
66			1																		16
67	3	2																			14
68	1		1																		16
69	1																				12
70	2	1				2		1													20
71		2	4	1	2		1														23
72	1		1		4			1													21
73	1	2	2		2	3	1			1											22
74	2	1	2		2				1												16
75	1	1			1		1		1		1	1									12
76		1	1	1		1			1		1										11
77								1	1												3
78		1		2	1				2			1									8
79			1	1					1					1							4
80																1					1
81									1				1			1					4
82							1			2			1		1						5
83			1	1															1		4
84									1												1
...																					0
88													1								1
TOTALS	12	12	13	6	12	7	4	4	8	3	2	2	3	1	1	2	0	0	0	1	283

Interrelationship of Respondents' Scores
On "AICPA" and "Other" Source Statements in Part "A" Test

AAA Members (n=406)

Score on "Other" Statements

	22	23	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46
42											1												
43											1												
44																	1						
45	1						1					1											
46																							
47									1					1			1						
48			1									1			1			1					1
49																			1				
50																				1			
51															1	1				1		1	
52								1										1			1		
53																	1	1			1		
54												1	1										
55																	1	1	1		1		
56										1							1			1	1	1	
57				1													1				1		1
58															1							1	2
59																						1	2
60																							1
61																							
62																							
63																		1					
64																			1				
65																	1						
66																							
67																							
68																							
69																							
70																							
71																							
72																							
73																							
74																							
75																							
76																							
77																							
78																							
79																							
80																							
81																							
...																							
84																							
85																							
86																							
...																							
89																							
90																							
91																							
TOTALS	1	0	1	0	1	0	1	1	1	1	2	3	1	1	3	4	4	5	3	3	5	4	7

(Continued On Next Page)

AAA Members (n=406) (Continued)

Score on "Other" Statements

	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69
42																							
43																							
44																							
45																							
46		1																					
47			1																				
48																							
49													1										
50		2			1	1																	
51				2	1					1													
52	1	1	1																				
53							1									1							
54	1	1		1		1	1		1														
55						1				1												1	
56	1		2	2			1				1	1				1			1				
57		1					1	1			1			1									
58		1				1	1	2			1		1	2			1	1					
59		1		1		2			1							1							3
60					4	2		1					1	1		1		1					
61				1			2	1			1			1			2						
62			2	2	1	1			1		2			2		1		2	2				1
63					1					2	1		1		2			2	2		1		
64		1		1		1			2			1	2	1	1				1		1	1	1
65					1		2			2	1				2		2	1		4	1	2	
66								1					1	2		1			1				1
67		1						2					1		2	1	1	1	1			3	1
68											1				1		1	3	3		2		
69											1		1							2	2	2	1
70					1										2		1	2	1	1	4	2	4
71											1				1					1	2	2	2
72													1					1	2				
73																	1						
74					1										1								1
75																		1		1		1	1
76																							
77																					1		
78																						1	
79																							
80																							
81																							
...																							
84																							
85																							
86																							
...																							
89																							
90																							
91																							
TOTALS	3	10	6	10	10	11	9	8	5	6	11	2	10	10	12	8	8	15	14	10	14	15	16

(Continued On Next Page)

AAA Members(n=406) (Continued)

Score on "Other" Statements

	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	TOTALS
42																						1
43																						1
44																						1
45																						3
46																						1
47																						4
48																						5
49																						2
50																						5
51																						8
52																						6
53																						5
54																						8
55																						7
56																						15
57																						9
58																						15
59	1																					13
60																						12
61																						8
62		1																				18
63	1			1		1				1												17
64	2	1	1	1	1																	21
65										1		1										21
66			1		3			1														12
67	2	1		1	1	2			1	1												23
68	1	2	1	1					1												1	18
69		3	5		1	2		1	1						1			1				24
70		3	2	2	2	2	2	2			1	1				1						36
71	2	3	1		1	4		1														21
72	1	2			1	2	2	1	1		1	1										16
73	1	1				2		1	1													8
74								1	1	1	1	1							1			9
75									1							1	1					7
76									1	1		1	1	1								5
77				1						2	1	1										6
78																				1		2
79						1								1				1				3
80					1	1																2
81																	1					1
...																						0
84															1							1
85																		1				1
86											2								1			3
...																						0
89																	1					1
90																						0
91														1								1
TOTALS	11	17	11	7	11	16	5	8	8	7	4	8	1	3	2	3	2	3	2	1	1	406

APPENDIX D

DISTRIBUTION OF SCORES ON PART "B" TEST

**Number of Respondents Receiving Indicated Scores on
Part "B" Test Given Their Responses to Question C-6**

Financial Analysts

Score	DET(n=185)			NDV(n=40)			HNE(n=94)			ENH(n=33)			TOTAL(n=352)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
25	18	18	9.7										18	18	5.1
26	1	19	10.3										1	19	5.4
27	3	22	11.9										3	22	6.3
28	4	26	14.1										4	26	7.4
29	1	27	14.6										1	27	7.7
30	3	30	16.2				1	1	1.1				4	31	8.8
31	8	38	20.5				2	3	3.2				10	41	11.6
32	12	50	27.0				1	4	4.3				13	54	15.3
33	11	61	33.0	1	1	2.5	1	5	5.3				13	67	19.0
34	10	71	38.4	1	2	5.0	1	6	6.4				12	79	22.4
35	11	82	44.3	1	3	7.5	1	7	7.4				13	92	26.1
36	12	94	50.8	4	7	17.5							16	108	30.7
37	12	106	57.3	2	9	22.5	3	10	10.6	1	1	3.0	18	126	35.8
38	7	113	61.1	2	11	27.5	1	11	11.7				10	136	38.6
39	4	117	63.2	3	14	35.0	5	16	17.0	1	2	6.1	13	149	42.3
40	6	123	66.5	3	17	42.5	3	19	20.2	1	3	9.1	13	162	46.0
41	4	127	68.6	3	20	50.0	6	25	26.6	2	5	15.2	15	177	50.3
42	4	131	70.8	1	21	52.5	1	26	27.7	3	8	24.2	9	186	52.8
43	6	137	74.1				7	33	35.1	2	10	30.3	15	201	57.1
44	6	143	77.3				2	35	37.2	1	11	33.3	9	210	59.7
45	2	145	78.4	1	22	55.0	3	38	40.4				6	216	61.4
46	2	147	79.5				3	41	43.6	1	12	36.4	6	222	63.1
47	5	152	82.2				2	43	45.7	2	14	42.4	9	231	65.6
48	1	153	82.7				2	45	47.9	1	15	45.5	4	235	66.8
49	6	159	85.9	2	24	60.0	3	48	51.1	1	16	48.5	12	247	70.2
50	3	162	87.6	2	26	65.0	8	56	59.6	1	17	51.5	14	261	74.1
51	3	165	89.2	2	28	70.0	5	61	64.9	1	18	54.5	11	272	77.3
52	2	167	90.3	2	30	75.0							4	276	78.4
53				2	32	80.0	1	62	66.0				3	279	79.3
54	2	169	91.4	1	33	82.5	1	63	67.0	2	20	60.6	6	285	81.0
55	2	171	92.4	3	36	90.0	1	64	68.1	1	21	63.6	7	292	83.0
56	3	174	94.1				1	65	69.1				4	296	84.1
57	1	175	94.6				5	70	74.5	2	23	69.7	8	304	86.4
58	2	177	95.7				3	73	77.7				5	309	87.8
59				1	37	92.5				1	24	72.7	2	311	88.4
60							1	74	78.7				1	312	88.6

(Continued On Next Page)

Financial Analysts (Continued)

Score	DET(n=185)			NDV(n=40)			HNE(n=94)			ENH(n=33)			TOTAL(n=352)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
61	2	179	96.8	1	38	95.0	1	75	79.8				4	316	89.8
62	3	182	98.4				2	77	81.9				5	321	91.2
63							3	80	85.1	1	25	75.8	4	325	92.3
64										2	27	81.8	2	327	92.9
65							1	81	86.2				1	328	93.2
66							4	85	90.4				4	332	94.3
67							1	86	91.5				1	333	94.6
68	1	183	98.9	2	40	100.0							3	336	95.5
69															
70	1	184	99.5				1	87	92.6				2	338	96.0
71										1	28	84.8	1	339	96.3
72							1	88	93.6				1	340	96.6
73															
74										1	29	87.9	1	341	96.9
75										1	30	90.9	1	342	97.2
...															
81	1	185	100.0				1	89	94.7	1	31	93.9	3	345	98.0
82															
83															
84							1	90	95.7				1	346	98.3
85															
86										1	32	97.0	1	347	98.6
87							1	91	96.8				1	348	98.9
...															
100							3	94	100.0	1	33	100.0	4	352	100.0

**Number of Respondents Receiving Indicated Scores on
Part "B" Test Given Their Responses to Question C-6**

	CPAs														
	DET(n=24)			NDV(n=8)			HNE(n=197)			ENH(n=52)			TOTAL(n=281)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
Score	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
25	1	1	4.2										1	1	0.4
26	1	2	8.3										1	2	0.7
27															
28															
29															
30															
31	1	3	12.5										1	3	1.1
32															
33															
34															
35							1	1	0.5				1	4	1.4
36	1	4	16.7										1	5	1.8
37															
38										1	1	1.9	1	6	2.1
39	1	5	20.8				2	3	1.5				3	9	3.2
40	1	6	25.0				4	7	3.6				5	14	5.0
41	2	8	33.3				2	9	4.6	1	2	3.8	5	19	6.8
42	3	11	45.8				2	11	5.6				5	24	8.5
43							8	19	9.6	2	4	7.7	10	34	12.1
44	3	14	58.3				8	27	13.7	1	5	9.6	12	46	16.4
45	1	15	62.5				5	32	16.2	3	8	15.4	9	55	19.6
46							5	37	18.8				5	60	21.4
47							5	42	21.3	2	10	19.2	7	67	23.8
48							4	46	23.4				4	71	25.3
49				1	1	12.5	3	49	24.9	4	14	26.9	8	79	28.1
50							7	56	28.4				7	86	30.6
51				1	2	25.0	1	57	28.9	1	15	28.8	3	89	31.7
52	1	16	66.7				3	60	30.5				4	93	33.1
53							3	63	32.0				3	96	34.2
54				1	3	37.5	3	66	33.5	1	16	30.8	5	101	35.9
55	1	17	70.8	1	4	50.0	7	73	37.1				9	110	39.2
56	1	18	75.0	1	5	62.5	2	75	38.1				4	114	40.6
57				1	6	75.0	5	80	40.6	2	18	34.6	8	122	43.4
58							6	86	43.7	2	20	38.5	8	130	46.3
59							6	92	46.7				6	136	48.4
60				1	7	87.5	5	97	49.2				6	142	50.5

(Continued On Next Page)

CPAs (Continued)

Score	DET(n=24)			NDV(n=8)			HNE(n=197)			ENH(n=52)			TOTAL(n=281)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
61	2	20	83.3				3	100	50.8	1	21	40.4	6	148	52.7
62							2	102	51.8	1	22	42.3	3	151	53.7
63							2	104	52.8	1	23	44.2	3	154	54.8
64	1	21	87.5				5	109	55.3	1	24	46.2	7	161	57.3
65							1	110	55.8				1	162	57.7
66							2	112	56.9				2	164	58.4
67	1	22	91.7				7	119	60.4				8	172	61.2
68							2	121	61.4	2	26	50.0	4	176	62.6
69							4	125	63.5	1	27	51.9	5	181	64.4
70							4	129	65.5	1	28	53.8	5	186	66.2
71							5	134	68.0	2	30	57.7	7	193	68.7
72				1	8	100.0	4	138	70.1	1	31	59.6	6	199	70.8
73							2	140	71.1	1	32	61.5	3	202	71.9
74	1	23	95.8				2	142	72.1	1	33	63.5	4	206	73.3
75							7	149	75.6				7	213	75.8
76							2	151	76.6				2	215	76.5
77							4	155	78.7	3	36	69.2	7	222	79.0
78	1	24	100.0				5	160	81.2	1	37	71.2	7	229	81.5
79							3	163	82.7	2	39	75.0	5	234	83.3
80							2	165	83.8	2	41	78.8	4	238	84.7
81							4	169	85.8				4	242	86.1
82							4	173	87.8	1	42	80.8	5	247	87.9
83							2	175	88.8				2	249	88.6
84							3	178	90.4	1	43	82.7	4	253	90.0
85							3	181	91.9				3	256	91.1
86							2	183	92.9				2	258	91.8
87							2	185	93.9				2	260	92.5
88							1	186	94.4				1	261	92.9
89							2	188	95.4	3	46	88.5	5	266	94.7
90															
91							1	189	95.9	1	47	90.4	2	268	95.4
92							2	191	97.0	1	48	92.3	3	271	96.4
93															
94							1	192	97.5				1	272	96.8
95							1	193	98.0				1	273	97.2
96															
97							1	194	98.5				1	274	97.5
98															
99															
100							3	197	100.0	4	52	100.0	7	281	100.0

**Number of Respondents Receiving Indicated Scores on
Part "B" Test Given Their Responses to Question C-6**

AAA Members(n=400)

Score	DET(n=124)			NDV(n=32)			HNE(n=168)			ENH(n=76)			TOTAL(n=400)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
25	11	11	8.9										11	11	2.8
26	2	13	10.5	1	1	3.1							3	14	3.5
27	1	14	11.3										1	15	3.8
28															
29	4	18	14.5										4	19	4.8
30															
31							1	1	0.6				1	20	5.0
32	4	22	17.7										4	24	6.0
33	6	28	22.6				1	2	1.2	2	2	2.6	9	33	8.3
34	2	30	24.2	1	2	6.3	1	3	1.8				4	37	9.3
35	5	35	28.2	1	3	9.4							6	43	10.8
36	3	38	30.6										3	46	11.5
37	8	46	37.1	1	4	12.5				1	3	3.9	10	56	14.0
38	6	52	41.9	2	6	18.8	2	5	3.0				10	66	16.5
39	4	56	45.2				1	6	3.6	2	5	6.6	7	73	18.3
40	4	60	48.4	1	7	21.9	3	9	5.4	3	8	10.5	11	84	21.0
41	7	67	54.0	1	8	25.0	4	13	7.7	3	11	14.5	15	99	24.8
42	4	71	57.3	2	10	31.3	5	18	10.7	1	12	15.8	12	111	27.8
43	2	73	58.9	1	11	34.4	6	24	14.3	1	13	17.1	10	121	30.3
44	4	77	62.1				3	27	16.1	3	16	21.1	10	131	32.8
45	3	80	64.5	2	13	40.6	5	32	19.0	1	17	22.4	11	142	35.5
46	2	82	66.1	1	14	43.8	5	37	22.0	1	18	23.7	9	151	37.8
47	1	83	66.9				6	43	25.6	1	19	25.0	8	159	39.8
48	3	86	69.4				1	44	26.2	2	21	27.6	6	165	41.3
49	2	88	71.0				2	46	27.4	5	26	34.2	9	174	43.5
50	6	94	75.8	4	18	56.3	11	57	33.9	3	29	38.2	24	198	49.5
51							2	59	35.1				2	200	50.0
52	3	97	78.2	3	21	65.6	4	63	37.5				10	210	52.5
53	3	100	80.6	1	22	68.8	5	68	40.5	1	30	39.5	10	220	55.0
54	2	102	82.3	1	23	71.9	3	71	42.3	1	31	40.8	7	227	56.8
55	1	103	83.1				1	72	42.9				2	229	57.3
56	3	106	85.5	1	24	75.0	6	78	46.4	4	35	46.1	14	243	60.8
57	1	107	86.3				4	82	48.8				5	248	62.0
58	1	108	87.1				4	86	51.2	6	41	53.9	11	259	64.8
59				2	26	81.3	6	92	54.8	2	43	56.6	10	269	67.3
60	1	109	87.9	1	27	84.4	6	98	58.3				8	277	69.3

(Continued On Next Page)

AAA Members (n=400) (Continued)

Score	DET(n=124)			NDV(n=32)			HNS(n=168)			ENH(n=76)			TOTAL(n=400)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
61	2	111	89.5	1	28	87.5	2	100	59.5	3	46	60.5	8	285	71.3
62	1	112	90.3	1	29	90.6	4	104	61.9	2	48	63.2	8	293	73.3
63	2	114	91.9				7	111	66.1	2	50	65.8	11	304	76.0
64	3	117	94.4				3	114	67.9				6	310	77.5
65				2	31	96.9	2	116	69.0	1	51	67.1	5	315	78.8
66	1	118	95.2				3	119	70.8				4	319	79.8
67							3	122	72.6	3	54	71.1	6	325	81.3
68							3	125	74.4	4	58	76.3	7	332	83.0
69							2	127	75.6	4	62	81.6	6	338	84.5
70	2	120	96.8				5	132	78.6				7	345	86.3
71							4	136	81.0	1	63	82.9	5	350	87.5
72				1	32	100.0	2	138	82.1				3	353	88.3
73	1	121	97.6				4	142	84.5	1	64	84.2	6	359	89.8
74	2	123	99.2				3	145	86.3				5	364	91.0
75							4	149	88.7	1	65	85.5	5	369	92.3
76							1	150	89.3	1	66	86.8	2	371	92.8
77															
78										1	67	88.2	1	372	93.0
79	1	124	100.0				2	152	90.5	2	69	90.8	5	377	94.3
80															
81							3	155	92.3				3	380	95.0
82							1	156	92.9	1	70	92.1	2	382	95.5
83							1	157	93.5				1	383	95.8
84										1	71	93.4	1	384	96.0
85										1	72	94.7	1	385	96.3
86															
87							2	159	94.6	1	73	96.1	3	388	97.0
88							1	160	95.2	1	74	97.4	2	390	97.5
89							1	161	95.8	1	75	98.7	2	392	98.0
90															
91							1	162	96.4				1	393	98.3
92															
93							1	163	97.0				1	394	98.5
94							1	164	97.6				1	395	98.8
95															
96							2	166	98.8				2	397	99.3
97							1	167	99.4				1	398	99.5
98															
99															
100							1	168	100.0	1	76	100.0	2	400	100.0

Number of Respondents Receiving Indicated Scores on
Part "B" Test Given Their Responses to Question C-6

All Groups

Score	DET(n=333)			NDV(n=80)			HNE(n=459)			ENH(n=161)			TOTAL(n=1033)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
25	30	30	9.0										30	30	2.9
26	4	34	10.2	1	1	1.3							5	35	3.4
27	4	38	11.4										4	39	3.8
28	4	42	12.6										4	43	4.2
29	5	47	14.1										5	48	4.6
30	3	50	15.0				1	1	0.2				4	52	5.0
31	9	59	17.7				3	4	0.9				12	64	6.2
32	16	75	22.5				1	5	1.1				17	81	7.8
33	17	92	27.6	1	2	2.5	2	7	1.5	2	2	1.2	22	103	10.0
34	12	104	31.2	2	4	5.0	2	9	2.0				16	119	11.5
35	16	120	36.0	2	6	7.5	2	11	2.4				20	139	13.5
36	16	136	40.8	4	10	12.5							20	159	15.4
37	20	156	46.8	3	13	16.3	3	14	3.1	2	4	2.5	28	187	18.1
38	13	169	50.8	4	17	21.3	3	17	3.7	1	5	3.1	21	208	20.1
39	9	178	53.5	3	20	25.0	8	25	5.4	3	8	5.0	23	231	22.4
40	11	189	56.8	4	24	30.0	10	35	7.6	4	12	7.5	29	260	25.2
41	13	202	60.7	4	28	35.0	12	47	10.2	6	18	11.2	35	295	28.6
42	11	213	64.0	3	31	38.8	8	55	12.0	4	22	13.7	26	321	31.1
43	8	221	66.4	1	32	40.0	21	76	16.6	5	27	16.8	35	356	34.5
44	13	234	70.3				13	89	19.4	5	32	19.9	31	387	37.5
45	6	240	72.1	3	35	43.8	13	102	22.2	4	36	22.4	26	413	40.0
46	4	244	73.3	1	36	45.0	13	115	25.1	2	38	23.6	20	433	41.9
47	6	250	75.1				13	128	27.9	5	43	26.7	24	457	44.2
48	4	254	76.3				7	135	29.4	3	46	28.6	14	471	45.6
49	8	262	78.7	3	39	48.8	8	143	31.2	10	56	34.8	29	500	48.4
50	9	271	81.4	6	45	56.3	26	169	36.8	4	60	37.3	45	545	52.8
51	3	274	82.3	3	48	60.0	8	177	38.6	2	62	38.5	16	561	54.3
52	6	280	84.1	5	53	66.3	7	184	40.1				18	579	56.1
53	3	283	85.0	3	56	70.0	9	193	42.0	1	63	39.1	16	595	57.6
54	4	287	86.2	3	59	73.8	7	200	43.6	4	67	41.6	18	613	59.3
55	4	291	87.4	4	63	78.8	9	209	45.5	1	68	42.2	18	631	61.1
56	7	298	89.5	2	65	81.3	9	218	47.5	4	72	44.8	22	653	63.2
57	2	300	90.1	1	66	82.5	14	232	50.5	4	76	47.2	21	674	65.2
58	3	303	91.0				13	245	53.4	8	84	52.2	24	698	67.6
59				3	69	86.3	12	257	56.0	3	87	54.0	18	716	69.3
60	1	304	91.3	2	71	88.8	12	269	58.6				15	731	70.8

(Continued On Next Page)

All Groups (Continued)

Score	DET(n=333)			NDV(n=80)			HNE(n=459)			ENH(n=161)			TOTAL(n=1033)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
61	6	310	93.1	2	73	91.3	6	275	59.9	4	91	56.5	18	749	72.5
62	4	314	94.3	1	74	92.5	8	283	61.7	3	94	58.4	16	765	74.1
63	2	316	94.9				12	295	64.3	4	98	60.9	18	783	75.8
64	4	320	96.1				8	303	66.0	3	101	62.7	15	798	77.3
65				2	76	95.0	4	307	66.9	1	102	63.4	7	805	77.9
66	1	321	96.4				9	316	68.8				10	815	78.9
67	1	322	96.7				11	327	71.2	3	105	65.2	15	830	80.3
68	1	323	97.0	2	78	97.5	5	332	72.3	6	111	68.9	14	844	81.7
69							6	338	73.6	5	116	72.0	11	855	82.8
70	3	326	97.9				10	348	75.8	1	117	72.7	14	869	84.1
71							9	357	77.8	4	121	75.2	13	882	85.4
72				2	80	100.0	7	364	79.3	1	122	75.8	10	892	86.4
73	1	327	98.2				6	370	80.6	2	124	77.0	9	901	87.2
74	3	330	99.1				5	375	81.7	2	126	78.3	10	911	88.2
75							11	386	84.1	2	128	79.5	13	924	89.4
76							3	389	84.7	1	129	80.1	4	928	89.8
77							4	393	85.6	3	132	82.0	7	935	90.5
78	1	331	99.4				5	398	86.7	2	134	83.2	8	943	91.3
79	1	332	99.7				5	403	87.8	4	138	85.7	10	953	92.3
80							2	405	88.2	2	140	87.0	4	957	92.6
81	1	333	100.0				8	413	90.0	1	141	87.6	10	967	93.6
82							5	418	91.1	2	143	88.8	7	974	94.3
83							3	421	91.7				3	977	94.6
84							4	425	92.6	2	145	90.1	6	983	95.2
85							3	428	93.2	1	146	90.7	4	987	95.5
86							2	430	93.7	1	147	91.3	3	990	95.8
87							5	435	94.8	1	148	91.9	6	996	96.4
88							2	437	95.2	1	149	92.5	3	999	96.7
89							3	440	95.9	4	153	95.0	7	1006	97.4
90															
91							2	442	96.3	1	154	95.7	3	1009	97.7
92							2	444	96.7	1	155	96.3	3	1012	98.0
93							1	445	96.9				1	1013	98.1
94							2	447	97.4				2	1015	98.3
95							1	448	97.6				1	1016	98.4
96							2	450	98.0				2	1018	98.5
97							2	452	98.5				2	1020	98.7
98															
99															
100							7	459	100.0	6	161	100.0	13	1033	100.0

APPENDIX E

DISTRIBUTION OF "NO" RESPONSES ON PART "B" TEST

**Number of Respondents Providing Indicated Number of
"No" Responses on Part "B" Test Given Their Responses to Question C-6**

Financial Analysts

# of "No" Resp.	DET(n=185)			NDV(n=40)			HNE(n=94)			ENH(n=33)			TOTAL(n=352)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
0	1	1	0.5	1	1	2.5	7	7	7.4	3	3	9.1	12	12	3.4
1	2	3	1.6							1	4	12.1	3	15	4.3
2				1	2	5.0	4	11	11.7				5	20	5.7
3	2	5	2.7	2	4	10.0	1	12	12.8	1	5	15.2	6	26	7.4
4	1	6	3.2				2	14	14.9	2	7	21.2	5	31	8.8
5	2	8	4.3				2	16	17.0				4	35	9.9
6	3	11	5.9	2	6	15.0	4	20	21.3	4	11	33.3	13	48	13.6
7	6	17	9.2	2	8	20.0	4	24	25.5	2	13	39.4	14	62	17.6
8	2	19	10.3				7	31	33.0	3	16	48.5	12	74	21.0
9	7	26	14.1	1	9	22.5	8	39	41.5	3	19	57.6	19	93	26.4
10	7	33	17.8	7	16	40.0	10	49	52.1	4	23	69.7	28	121	34.4
11	8	41	22.2	3	19	47.5	4	53	56.4	2	25	75.8	17	138	39.2
12	16	57	30.8	4	23	57.5	5	58	61.7	5	30	90.9	30	168	47.7
13	4	61	33.0	3	26	65.0	10	68	72.3	1	31	93.9	18	186	52.8
14	15	76	41.1	3	29	72.5	6	74	78.7				24	210	59.7
15	14	90	48.6	3	32	80.0	6	80	85.1				23	233	66.2
16	13	103	55.7	4	36	90.0	4	84	89.4				21	254	72.2
17	14	117	63.2	2	38	95.0	4	88	93.6	2	33	100.0	22	276	78.4
18	18	135	73.0	1	39	97.5	1	89	94.7				20	296	84.1
19	11	146	78.9				2	91	96.8				13	309	87.8
20	7	153	82.7				3	94	100.0				10	319	90.6
21	2	155	83.8	1	40	100.0							3	322	91.5
22	7	162	87.6										7	329	93.5
23	3	165	89.2										3	332	94.3
24	2	167	90.3										2	334	94.9
25	18	185	100.0										18	352	100.0

CPAs

# of "No" Resp.	DET(n=24)			NDV(n=8)			HNE(n=197)			ENH(n=52)			TOTAL(n=281)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
0							25	25	12.7	10	10	19.2	35	35	12.5
1				1	1	12.5	9	34	17.3	8	18	34.6	18	53	18.9
2	1	1	4.2				23	57	28.9	2	20	38.5	26	79	28.1
3				1	2	25.0	17	74	37.6	2	22	42.3	20	99	35.2
4				1	3	37.5	22	96	48.7	2	24	46.2	25	124	44.1
5	3	4	16.7				16	112	56.9	7	31	59.6	26	150	53.4
6	5	9	37.5				21	133	67.5	4	35	67.3	30	180	64.1
7							18	151	76.6	6	41	78.8	24	204	72.6
8	2	11	45.8				11	162	82.2	3	44	84.6	16	220	78.3
9	2	13	54.2	2	5	62.5	11	173	87.8	5	49	94.2	20	240	85.4
10	1	14	58.3	2	7	87.5	7	180	91.4	1	50	96.2	11	251	89.3
11	2	16	66.7				7	187	94.9	1	51	98.1	10	261	92.9
12	1	17	70.8				3	190	96.4	1	52	100.0	5	266	94.7
13				1	8	100.0	3	193	98.0				4	270	96.1
14	2	19	79.2				2	195	99.0				4	274	97.5
15							1	196	99.5				1	275	97.9
16															
17	1	20	83.3										1	276	98.2
18															
19	1	21	87.5				1	197	100.0				2	278	98.9
20															
21															
22	1	22	91.7										1	279	99.3
23															
24	1	23	95.8										1	280	99.6
25	1	24	100.0										1	281	100.0

**Number of Respondents Providing Indicated Number of
"No" Responses on Part "B" Test Given Their Responses to Question C-6**

AAA Members

# of "No" Resp.	DET(n=124)			NDV(n=32)			HNE(n=168)			ENH(n=76)			TOTAL(n=400)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
0	7	7	5.6	4	4	12.5	28	28	16.7	9	9	11.8	48	48	12.0
1	3	10	8.1				5	33	19.6	2	11	14.5	10	58	14.5
2	3	13	10.5				12	45	26.8	6	17	22.4	21	79	19.8
3	2	15	12.1				8	53	31.5	10	27	35.5	20	99	24.8
4	5	20	16.1				10	63	37.5	1	28	36.8	16	115	28.8
5	1	21	16.9	4	8	25.0	11	74	44.0	2	30	39.5	18	133	33.3
6	3	24	19.4	3	11	34.4	18	92	54.8	6	36	47.4	30	163	40.8
7	7	31	25.0	2	13	40.6	23	115	68.5	8	44	57.9	40	203	50.8
8	6	37	29.8	2	15	46.9	16	131	78.0	9	53	69.7	33	236	59.0
9	6	43	34.7	4	19	59.4	12	143	85.1	6	59	77.6	28	264	66.0
10	6	49	39.5	1	20	62.5	7	150	89.3	5	64	84.2	19	283	70.8
11	12	61	49.2	5	25	78.1	6	156	92.9	6	70	92.1	29	312	78.0
12	7	68	54.8	3	28	87.5	6	162	96.4	2	72	94.7	18	330	82.5
13	8	76	61.3	1	29	90.6	1	163	97.0	1	73	96.1	11	341	85.3
14	3	79	63.7							1	74	97.4	4	345	86.3
15	3	82	66.1				1	164	97.6				4	349	87.3
16	5	87	70.2				2	166	98.8				7	356	89.0
17	3	90	72.6	1	30	93.8	1	167	99.4	2	76	100.0	7	363	90.8
18	6	96	77.4	1	31	96.9							7	370	92.5
19	2	98	79.0				1	168	100.0				3	373	93.3
20	2	100	80.6										2	375	93.8
21	6	106	85.5										6	381	95.3
22	4	110	88.7										4	385	96.3
23	1	111	89.5										1	386	96.5
24	2	113	91.1	1	32	100.0							3	389	97.3
25	11	124	100.0										11	400	100.0

APPENDIX F

DISTRIBUTION OF "MEAN ROLE" RESPONSES ON PART "B" TEST

**Number of Respondents Achieving Indicated "Mean Role" Response
On Part "B" Test For Areas in Which They Believe MAS Should Be
Performed Given Their Response to Question C-6**

Financial Analysts

Mean Role Resp.	DET(n=167)			NDV(n=40)			HNE(n=94)			ENH(n=33)			TOTAL(n=334)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
1.00	75	75	44.9	12	12	30.0	25	25	26.6	6	6	18.2	118	118	35.3
1.06	1	76	45.5							1	7	21.2	2	120	35.9
1.07				1	13	32.5							1	121	36.2
1.08	1	77	46.1							1	8	24.2	2	123	36.8
1.11	1	78	46.7										1	124	37.1
1.14	1	79	47.3										1	125	37.4
1.15	1	80	47.9	1	14	35.0							2	127	38.0
1.17	1	81	48.5										1	128	38.3
1.18							1	26	27.7				1	129	38.6
1.20	4	85	50.9										4	133	39.8
1.22	1	86	51.5	1	15	37.5							2	135	40.4
1.25	1	87	52.1				1	27	28.7				2	137	41.0
1.27				1	16	40.0							1	138	41.3
1.29	1	88	52.7				1	28	29.8	1	9	27.3	3	141	42.2
1.30	1	89	53.3	1	17	42.5							2	143	42.8
1.31	1	90	53.9							1	10	30.3	2	145	43.4
1.33	3	93	55.7	1	18	45.0	1	29	30.9				5	150	44.9
1.36	1	94	56.3							1	11	33.3	2	152	45.5
1.38	1	95	56.9	1	19	47.5	1	30	31.9				3	155	46.4
1.40				1	20	50.0	1	31	33.0				2	157	47.0
1.41	1	96	57.5										1	158	47.3
1.42	1	97	58.1	1	21	52.5							2	160	47.9
1.43	3	100	59.9										3	163	48.8
1.45				1	22	55.0	1	32	34.0				2	165	49.4
1.46	1	101	60.5										1	166	49.7
1.47										1	12	36.4	1	167	50.0
1.50	8	109	65.3	1	23	57.5				1	13	39.4	10	177	53.0
1.53	1	110	65.9							1	14	42.4	2	179	53.6
1.54										1	15	45.5	1	180	53.9
1.55	1	111	66.5										1	181	54.2
1.56	2	113	67.7										2	183	54.8
1.57				1	24	60.0	1	33	35.1	1	16	48.5	3	186	55.7
1.58	1	114	68.3				1	34	36.2				2	188	56.3
1.60	2	116	69.5				2	36	38.3				4	192	57.5
1.64	1	117	70.1				1	37	39.4				2	194	58.1
1.67	3	120	71.9	3	27	67.5	1	38	40.4	1	17	51.5	8	202	60.5
1.68	1	121	72.5										1	203	60.8
1.69	2	123	73.7										2	205	61.4
1.70							1	39	41.5				1	206	61.7
1.71	3	126	75.4				1	40	42.6				4	210	62.9

(Continued On Next Page)

Financial Analysts (Continued)

Mean Role Resp.	DET(n=167)			NDV(n=40)			HNE(n=94)			ENH(n=33)			TOTAL(n=334)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
1.73	2	128	76.6	1	28	70.0	3	43	45.7				6	216	64.7
1.74							2	45	47.9				2	218	65.3
1.75	2	130	77.8				1	46	48.9				3	221	66.2
1.76							1	47	50.0				1	222	66.5
1.77										2	19	57.6	2	224	67.1
1.78	1	131	78.4										1	225	67.4
1.80	2	133	79.6				2	49	52.1				4	229	68.6
1.83	1	134	80.2				1	50	53.2				2	231	69.2
1.85	3	137	82.0							1	20	60.6	4	235	70.4
1.86				1	29	72.5							1	236	70.7
1.87				1	30	75.0	1	51	54.3				2	238	71.3
1.88	1	138	82.6				2	53	56.4				3	241	72.2
1.89				1	31	77.5	1	54	57.4				2	243	72.8
1.90							1	55	58.5				1	244	73.1
1.91	1	139	83.2				1	56	59.6				2	246	73.7
1.92	1	140	83.8				3	59	62.8				4	250	74.9
1.93	1	141	84.4				1	60	63.0				2	252	75.4
1.95				1	32	80.0							1	253	75.7
2.00	6	147	88.0				3	63	67.0	4	24	72.7	13	266	79.6
2.04							1	64	68.1				1	267	79.9
2.05							1	65	69.1	1	25	75.8	2	269	80.5
2.06	1	148	88.6				1	66	70.2				2	271	81.1
2.08							2	68	72.3	1	26	78.8	3	274	82.0
2.13							1	69	73.4	1	27	81.8	2	276	82.6
2.16							1	70	74.5				1	277	82.9
2.18							1	71	75.5				1	278	83.2
2.20	3	151	90.4										3	281	84.1
2.21	3	154	92.2										3	284	85.0
2.22							1	72	76.6				1	285	85.3
2.23				1	33	82.5							1	286	85.6
2.24							1	73	77.7				1	287	85.9
2.26				1	34	85.0							1	288	86.2
2.29				1	35	87.5	1	74	78.7				2	290	86.8
2.31	1	155	92.8	1	36	90.0	1	75	79.8				3	293	87.7
2.33	1	156	93.4	1	37	92.5				1	28	84.8	3	296	88.6
2.35							1	76	80.9				1	297	88.9
2.36	1	157	94.0				1	77	81.9				2	299	89.5
2.38							2	79	84.0				2	301	90.1
2.40	1	158	94.6				1	80	85.1				2	303	90.7
2.41							1	81	86.2				1	304	91.0
2.43				1	38	95.0	1	82	87.2				2	306	91.6
2.53										1	29	87.9	1	307	91.9
2.54										1	30	90.9	1	308	92.2
2.56							1	83	88.3	1	31	93.9	2	310	92.8

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**Number of Respondents Achieving Indicated "Mean Role" Response
On Part "B" Test For Areas in Which They Believe MAS Should Be
Performed Given Their Response to Question C-6**

Mean Role Resp.	CPAs											
	DET(n=23)			NDV(n=8)			HNE(n=197)			ENH(n=52)		
	CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%
1.00	9	9	39.1	1	1	12.5	37	37	18.8	10	10	19.2
1.05							1	38	19.3		1	58
1.06							2	40	20.3		2	60
1.14							1	41	20.8		1	61
1.21							1	42	21.3		1	62
1.22							1	43	21.8		1	63
1.24							2	45	22.8		2	65
1.25	1	10	43.5							1	11	21.2
1.29							2	47	23.9		2	69
1.31							1	48	24.4		1	70
1.33							1	49	24.9		1	71
1.36	1	11	47.8								1	72
1.38										1	12	23.1
1.40							1	50	25.4		1	74
1.41										1	13	25.0
1.42							2	52	26.4		2	77
1.43				1	2	25.0	1	53	26.9	1	14	26.9
1.44							1	54	27.4		1	81
1.46							1	55	27.9		1	82
1.48							1	56	28.4		1	83
1.50							2	58	29.4	1	15	28.8
1.53							1	59	29.9	1	16	30.8
1.56							3	62	31.5		3	91
1.57	1	12	52.2				1	63	32.0	1	17	32.7
1.58							1	64	32.5		1	95
1.60							1	65	33.0		1	96
1.61							1	66	33.5		1	97
1.62							2	68	34.5		2	99
1.63							1	69	35.0		1	100
1.64							1	70	35.5		1	101
1.65							1	71	36.0		1	102
1.67							1	72	36.5		1	103
1.68							1	73	37.1	1	18	34.6
1.69							1	74	37.6		1	106
1.71							2	76	38.6		2	108
1.73							2	78	39.6		2	110
1.74	1	13	56.5				2	80	40.6		3	113
1.75							5	85	43.1		5	118
1.76	1	14	60.9				2	87	44.2		3	121
1.78							2	89	45.2	1	19	36.5
											3	124

(Continued On Next Page)

CPAs (Continued)

Mean Role Resp.	DET(n=23)			NDV(n=8)			HNE(n=197)			ENH(n=52)			TOTAL(n=280)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
1.79							1	90	45.7				1	125	44.6
1.80							1	91	46.2				1	126	45.0
1.81							1	92	46.7				1	127	45.4
1.82							1	93	47.2				1	128	45.7
1.84										1	20	38.5	1	129	46.1
1.86							1	94	47.7				1	130	46.4
1.88							3	97	49.2	1	21	40.4	4	134	47.9
1.89							1	98	49.7				1	135	48.2
1.93	1	15	65.2	1	3	37.5				1	22	42.3	3	138	49.3
1.94							1	99	50.3				1	139	49.6
1.95	1	16	69.6							1	23	44.2	2	141	50.4
2.00	2	18	78.3	1	4	50.0	17	116	58.9	1	24	46.2	21	162	57.9
2.04							2	118	59.9				2	164	58.6
2.05							1	119	60.4				1	165	58.9
2.06							1	120	60.9				1	166	59.3
2.07				1	5	62.5							1	167	59.6
2.09							1	121	61.4				1	168	60.0
2.10	1	19	82.6				2	123	62.4				3	171	61.1
2.12							2	125	63.5	1	25	48.1	3	174	62.1
2.13							2	127	64.5				2	176	62.9
2.14				1	6	75.0							1	177	63.2
2.15										2	27	51.9	2	179	63.9
2.16										1	28	53.8	1	180	64.3
2.17				1	7	87.5	1	128	65.0	1	29	55.8	3	183	65.4
2.18							1	129	65.5				1	184	65.7
2.19				1	8	100.0	1	130	66.0				2	186	66.4
2.20							2	132	67.0	1	30	57.7	3	189	67.5
2.21							1	133	67.5				1	190	67.9
2.22							1	134	68.0				1	191	68.2
2.24							2	136	69.0				2	193	68.9
2.25										1	31	59.6	1	194	69.3
2.26							1	137	69.5				1	195	69.6
2.29							1	138	70.1				1	196	70.0
2.30							1	139	70.6				1	197	70.4
2.32							2	141	71.6				2	199	71.1
2.33							1	142	72.1				1	200	71.4
2.35							1	143	72.6	1	32	61.5	2	202	72.1
2.36										1	33	63.5	1	203	72.5
2.38	1	20	87.0				4	147	74.6				5	208	74.3
2.39							2	149	75.6				2	210	75.0
2.40							1	150	76.1				1	211	75.4
2.42							1	151	76.6				1	212	75.7
2.43							2	153	77.7				2	214	76.4
2.44							1	154	78.2	2	35	67.3	3	217	77.5

(Continued On Next Page)

CPAs (Continued)

Mean Role Resp.	DET(n=23)			NDV(n=8)			HNE(n=197)			ENH(n=52)			TOTAL(n=280)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
2.45							2	156	79.2				2	219	78.2
2.48							1	157	79.7				1	220	78.6
2.50							1	158	80.2				1	221	78.9
2.52							2	160	81.2				2	223	79.6
2.54							1	161	81.7				1	224	80.0
2.55							1	162	82.2				1	225	80.4
2.56										3	38	73.1	3	228	81.4
2.57							4	166	84.3	1	39	75.0	5	233	83.2
2.58	1	21	91.3										1	234	83.6
2.60										1	40	76.9	1	235	83.9
2.61							2	168	85.3				2	237	84.6
2.62										1	41	78.8	1	238	85.0
2.63										1	42	80.8	1	239	85.4
2.65							1	169	85.8	1	43	82.7	2	241	86.1
2.67							1	170	86.3	1	44	84.6	2	243	86.8
2.68							1	171	86.8				1	244	87.1
2.70							1	172	87.3				1	245	87.5
2.71										1	45	86.5	1	246	87.9
2.72										1	46	88.5	1	247	88.2
2.73							2	174	88.3				2	249	88.9
2.74							1	175	88.8				1	250	89.3
2.78							1	176	89.3				1	251	89.6
2.79	1	22	95.7							1	47	90.4	2	253	90.4
2.80							2	178	90.4				2	255	91.1
2.81							1	179	90.9				1	256	91.4
2.83	1	23	100.0										1	257	91.8
2.86							1	180	91.4				1	258	92.1
2.88							1	181	91.9				1	259	92.5
2.91							2	183	92.9				2	261	93.2
2.95							2	185	93.9				2	263	93.9
3.00							12	197	100.0	5	52	100.0	17	280	100.0

**Number of Respondents Achieving Indicated "Mean Role" Response
On Part "B" Test For Areas in Which They Believe MAS Should Be
Performed Given Their Response to Question C-6**

AAA Members

Mean Role Resp.	DET(n=113)			NDV(n=32)			HNE(n=168)			ENH(n=76)			TOTAL(n=389)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
1.00	48	48	42.5	13	13	40.6	44	44	26.2	22	22	28.9	127	127	32.6
1.06	1	49	43.3				1	45	26.8				2	129	33.2
1.07	1	50	44.2										1	130	33.4
1.08							2	47	28.0				2	132	33.9
1.09							1	48	28.6				1	133	34.2
1.10							1	49	29.2				1	134	34.4
1.12	1	51	45.1										1	135	34.7
1.13				1	14	43.8							1	136	35.0
1.14							1	50	29.8	1	23	30.3	2	138	35.5
1.16							1	51	30.4				1	139	35.7
1.17	1	52	46.0				1	52	31.0				2	141	36.2
1.19	1	53	46.9										1	142	36.5
1.21				1	15	46.9							1	143	36.8
1.24										1	24	31.6	1	144	37.0
1.25	2	55	48.7										2	146	37.5
1.29							2	54	32.1				2	148	38.0
1.31							1	55	32.7				1	149	38.3
1.32				1	16	50.0							1	150	38.6
1.33	4	59	52.2				1	56	33.3				5	155	39.8
1.35	1	60	53.1				1	57	33.9				2	157	40.4
1.36							1	58	34.5				1	158	40.6
1.40	2	62	54.9										2	160	41.1
1.41										1	25	32.9	1	161	41.4
1.43				1	17	53.1							1	162	41.6
1.44	1	63	55.8							1	26	34.2	2	164	42.2
1.48	1	64	56.6				1	59	35.1				2	166	42.7
1.50	2	66	58.4				1	60	35.7	3	29	38.2	6	172	44.2
1.52							1	61	36.3				1	173	44.5
1.53	1	67	59.3				1	62	36.9				2	175	45.0
1.55							2	64	38.1				2	177	45.5
1.56							1	65	38.7				1	178	45.8
1.57	1	68	60.2										1	179	46.0
1.59	1	69	61.1				1	66	39.3				2	181	46.5
1.60	1	70	61.9	1	18	56.3							2	183	47.0
1.63							1	67	39.9				1	184	47.3
1.64	1	71	62.8							2	31	40.8	3	187	48.1
1.65	1	72	63.7				2	69	41.1	1	32	42.1	4	191	49.1
1.67	2	74	65.5				1	70	41.7				3	194	49.9
1.68										1	33	43.4	1	195	50.1
1.69				2	20	62.5	1	71	42.3				3	198	50.9
1.71	1	75	66.4							2	35	46.1	3	201	51.7
1.72	1	76	67.3				1	72	42.9	1	36	47.4	3	204	52.4

(Continued On Next Page)

AAA Members (Continued)

Mean Role Resp.	DET(n=113)			NDV(n=32)			HNE(n=168)			ENH(n=76)			TOTAL(n=389)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
1.73	1	77	68.1				1	73	43.5				2	206	53.0
1.74							2	75	44.6				2	208	53.5
1.75	2	79	69.9				1	76	45.2				3	211	54.2
1.76	1	80	70.8							1	37	48.7	2	213	54.8
1.77							1	77	45.8				1	214	55.0
1.78	1	81	71.7				1	78	46.4				2	216	55.5
1.79				2	22	68.8							2	218	56.0
1.80	2	83	73.5										2	220	56.6
1.82							2	80	47.6	1	38	50.0	3	223	57.3
1.83	1	84	74.3				5	85	50.6	1	39	51.3	7	230	59.1
1.84							1	86	51.2				1	231	59.4
1.85				1	23	71.9	1	87	51.8				2	233	59.9
1.86	1	85	75.2				1	88	52.4				2	235	60.4
1.87	1	86	76.1				1	89	53.0				2	237	60.9
1.88				1	24	75.0	1	90	53.6				2	239	61.4
1.89							1	91	54.2				1	240	61.7
1.91										1	40	52.6	1	241	62.0
1.92	3	89	78.8										3	244	62.7
1.93	1	90	79.6							1	41	53.9	2	246	63.2
1.94				1	25	78.1	3	94	56.0	2	43	56.6	6	252	64.8
1.95							3	97	57.7	2	45	59.2	5	257	66.1
1.96							3	100	59.5				3	260	66.8
2.00	7	97	85.8	3	28	87.5	14	114	67.9	7	52	68.4	31	291	74.8
2.04	1	98	86.7										1	292	75.1
2.06				1	29	90.6				1	53	69.7	2	294	75.6
2.07				1	30	93.7	1	115	68.5				2	296	76.1
2.08				1	31	96.9	1	116	69.0				2	298	76.6
2.09							1	117	69.6	1	54	71.1	2	300	77.1
2.10										1	55	72.4	1	301	77.4
2.11							2	119	70.8				2	303	77.9
2.12							1	120	71.4	1	56	73.7	2	305	78.4
2.13				1	32	100.0							1	306	78.7
2.14	1	99	87.6										1	307	78.9
2.16							1	121	72.0				1	308	79.2
2.17							2	123	73.2				2	310	79.7
2.20							1	124	73.8				1	311	79.9
2.21							1	125	74.4				1	312	80.2
2.22							1	126	75.0	1	57	75.0	2	314	80.7
2.24							4	130	77.4				4	318	81.7
2.25	1	100	88.5										1	319	82.0
2.26										2	59	77.6	2	321	82.5
2.27										1	60	78.9	1	322	82.8
2.28							1	131	78.0				1	323	83.0
2.29	2	102	90.3				2	133	79.2				4	327	84.1

(Continued On Next Page)

AAA Members (Continued)

Mean Role Resp.	DET(n=113)			NDV(n=32)			HNE(n=168)			ENH(n=76)			TOTAL(n=389)		
	CUM.			CUM.			CUM.			CUM.			CUM.		
	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
2.31										1	61	80.3	1	328	84.3
2.32							1	134	79.8				1	329	84.6
2.33	2	104	92.0				2	136	81.0	1	62	81.6	5	334	85.9
2.38							2	138	82.1	2	64	84.2	4	338	86.9
2.39							1	139	82.7				1	339	87.1
2.40							1	140	83.3				1	340	87.4
2.42	1	105	92.9				1	141	83.9				2	342	87.9
2.43	1	106	93.8				1	142	84.5				2	344	88.4
2.44							1	143	85.1				1	345	88.7
2.45							1	144	85.7				1	346	88.9
2.46	1	107	94.7							1	65	85.5	2	348	89.5
2.47							1	145	86.3				1	349	89.7
2.48							1	146	86.9				1	350	90.0
2.50							1	147	87.5				1	351	90.2
2.52							1	148	88.1				1	352	90.5
2.53							1	149	88.7	1	66	86.8	2	354	91.0
2.55							1	150	89.3				1	355	91.3
2.56							1	151	89.9				1	356	91.5
2.57	1	108	95.6				1	152	90.5				2	358	92.0
2.59										1	67	88.2	1	359	92.3
2.61							1	153	91.1				1	360	92.5
2.63							1	154	91.7				1	361	92.8
2.65							1	155	92.3				1	362	93.1
2.67	1	109	96.5							1	68	89.5	2	364	93.6
2.70										1	69	90.8	1	365	93.8
2.71	1	110	97.3										1	366	94.1
2.72							1	156	92.9				1	367	94.3
2.74										1	70	92.1	1	368	94.6
2.78							1	157	93.5				1	369	94.9
2.79	1	111	98.2										1	370	95.1
2.80							1	158	94.0				1	371	95.4
2.81							1	159	94.6				1	372	95.6
2.83							1	160	95.2				1	373	95.9
2.84							2	162	96.4				2	375	96.4
2.86	1	112	99.1										1	376	96.7
2.92										1	71	93.4	1	377	96.9
3.00	1	113	100.0				6	168	100.0	5	76	100.0	12	389	100.0

APPENDIX G

DISTRIBUTION OF RESPONSES TO STATEMENTS OF PART "A"

**Summary of Respondents' Responses to the Statements
Of Part "A" Given Their Responses to Question C-6**

Response*	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
Financial Analysts										
Strongly Favorable(5)	115	1.5	22	1.2	220	5.8	104	7.4	461	3.1
Favorable(4)	1364	17.7	513	28.5	1524	40.1	699	49.9	4100	27.9
Total Favorable	1479	19.2	535	29.7	1744	45.9	803	57.4	4561	31.0
Undecided(3)	1553	20.1	553	30.7	736	19.4	212	15.1	3054	20.7
Unfavorable(2)	3724	48.2	670	37.2	1187	31.2	329	23.5	5910	40.1
Strongly Unfav.(1)	964	12.5	42	2.3	133	3.5	56	4.0	1195	8.1
Total Unfavorable	4688	60.7	712	39.6	1320	34.7	385	27.5	7105	48.3
Total Responses	7720	100.0	1800	100.0	3800	100.0	1400	100.0	14720	100.0
Mean	2.47		2.89		3.13		3.33		2.78	
CPAs										
Strongly Favorable(5)	48	5.0	22	6.9	1350	17.0	505	23.8	1925	17.0
Favorable(4)	243	25.3	130	40.6	3914	49.4	1028	48.5	5315	47.0
Total Favorable	291	30.3	152	47.5	5264	66.5	1533	72.3	7240	64.0
Undecided(3)	130	13.5	66	20.6	955	12.1	216	10.2	1367	12.1
Unfavorable(2)	364	37.9	90	28.1	1445	18.2	314	14.8	2213	19.5
Strongly Unfav.(1)	175	18.2	12	3.8	256	3.2	57	2.7	500	4.4
Total Unfavorable	539	56.1	102	31.9	1701	21.5	371	17.5	2713	24.0
Total Responses	960	100.0	320	100.0	7920	100.0	2120	100.0	11320	100.0
Mean	2.61		3.19		3.59		3.76		3.53	
AAA Members										
Strongly Favorable(5)	197	3.9	60	4.3	846	12.5	440	14.5	1543	9.5
Favorable(4)	1207	23.9	475	33.9	3202	47.4	1538	50.6	6422	39.5
Total Favorable	1404	27.9	535	38.2	4048	59.9	1978	65.1	7965	49.0
Undecided(3)	812	16.1	425	30.4	1009	14.9	399	13.1	2645	16.3
Unfavorable(2)	2174	43.1	370	26.4	1441	21.3	574	18.9	4559	28.1
Strongly Unfav.(1)	650	12.9	70	5.0	262	3.9	89	2.9	1071	6.6
Total Unfavorable	2824	56.0	440	31.4	1703	25.2	663	21.8	5630	34.7
Total Responses	5040	100.0	1400	100.0	6760	100.0	3040	100.0	16240	100.0
Mean	2.63		3.06		3.43		3.55		3.17	
All Groups										
Strongly Favorable(5)	360	2.6	104	3.0	2416	13.1	1049	16.0	3929	9.3
Favorable(4)	2814	20.5	1118	31.8	8640	46.8	3265	49.8	15837	37.5
Total Favorable	3174	23.1	1222	34.7	11056	59.8	4314	65.8	19766	46.8
Undecided(3)	2495	18.2	1044	29.7	2700	14.6	827	12.6	7066	16.7
Unfavorable(2)	6262	45.6	1130	32.1	4073	22.0	1217	18.6	12682	30.0
Strongly Unfav.(1)	1789	13.0	124	3.5	651	3.5	202	3.1	2766	6.5
Total Unfavorable	8051	58.7	1254	35.6	4724	25.6	1419	21.6	15448	36.5
Total Responses	13720	100.0	3520	100.0	18480	100.0	6560	100.0	42280	100.0
Mean	2.54		2.99		3.44		3.57		3.13	

* Throughout Appendix G the Mean Response can range from 1 to 5. The higher the value the more favorable the responses are to the attesting CPA's performance of MAS. The responses are scored according to the numbers in the parentheses.

Statement A-1 The CPA's rendering of MAS arises naturally as a part of the attest function.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	1	0.5	0	0.0	9	9.5	4	11.4	14	3.8
Agree(4)	46	23.8	18	40.0	34	35.8	24	68.6	122	33.2
Total Agrees	47	24.3	18	40.0	43	45.3	28	80.0	136	37.0
Undecided(3)	19	9.9	11	24.5	15	15.8	2	5.7	47	12.7
Disagree(2)	92	47.7	15	33.3	31	32.6	4	11.4	142	38.6
Strongly Disagree(1)	35	18.1	1	2.2	6	6.3	1	2.9	43	11.7
Total Disagrees	127	65.8	16	35.5	37	38.9	5	14.3	185	50.3
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.41		3.02		3.09		3.74		2.79	
<u>CPAs</u>										
Strongly Agree(5)	1	4.1	0	0.0	34	17.2	18	34.0	53	18.7
Agree(4)	7	29.2	4	50.0	103	52.0	28	52.8	142	50.2
Total Agrees	8	33.3	4	50.0	137	69.2	46	86.8	195	68.9
Undecided(3)	2	8.3	0	0.0	5	2.5	1	1.9	8	2.8
Disagree(2)	7	29.2	2	25.0	45	22.7	6	11.3	60	21.2
Strongly Disagree(1)	7	29.2	2	25.0	11	5.6	0	0.0	20	7.1
Total Disagrees	14	58.4	4	50.0	56	28.3	6	11.3	80	28.3
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.50		2.75		3.53		4.09		3.52	
<u>AAA Members</u>										
Strongly Agree(5)	11	8.8	3	8.6	30	17.8	17	22.4	61	15.0
Agree(4)	27	21.4	17	48.5	91	53.8	43	56.6	178	43.8
Total Agrees	38	30.2	20	57.1	121	71.6	60	79.0	239	58.8
Undecided(3)	12	9.5	5	14.3	6	3.6	2	2.6	25	6.2
Disagree(2)	51	40.5	9	25.7	35	20.7	13	17.1	108	26.6
Strongly Disagree(1)	25	19.8	1	2.9	7	4.1	1	1.3	34	8.4
Total Disagrees	76	60.3	10	28.6	42	24.8	14	18.4	142	35.0
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.59		3.34		3.60		3.82		3.31	
<u>All Groups</u>										
Strongly Agree(5)	13	3.8	3	3.4	73	15.8	39	23.8	128	12.1
Agree(4)	80	23.3	39	44.3	228	49.4	95	57.9	442	41.8
Total Agrees	93	27.1	42	47.7	301	65.2	134	81.7	570	53.9
Undecided(3)	33	9.6	16	18.2	26	5.6	5	3.1	80	7.6
Disagree(2)	150	43.7	26	29.6	111	24.0	23	14.0	310	29.3
Strongly Disagree(1)	67	19.6	4	4.5	24	5.2	2	1.2	97	9.2
Total Disagrees	217	63.3	30	34.1	135	29.2	25	15.2	407	38.5
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.48		3.13		3.47		3.89		3.18	

Statement A-2 A poor performance by the attesting CPA in a MAS engagement would probably have an adverse effect on the CPA's objectivity during his performance of the attest function for the same client.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
Financial Analysts										
Strongly Agree(1)	36	18.7	0	0.0	5	5.3	0	0.0	41	11.2
Agree(2)	125	64.7	31	68.9	33	34.7	19	54.3	208	56.5
Total Agrees	161	83.4	31	68.9	38	40.0	19	54.3	249	67.7
Undecided(3)	23	11.9	11	24.4	12	12.6	3	8.6	49	13.3
Disagree(4)	9	4.7	3	6.7	41	43.2	11	31.4	64	17.4
Strongly Disagree(5)	0	0.0	0	0.0	4	4.2	2	5.7	6	1.6
Total Disagrees	9	4.7	3	6.7	45	47.4	13	37.1	70	19.0
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.03		2.38		3.06		2.89		2.42	
CPAs										
Strongly Agree(1)	7	29.2	0	0.0	5	2.5	0	0.0	12	4.3
Agree(2)	14	58.4	4	50.0	48	24.3	17	32.0	83	29.3
Total Agrees	21	87.5	4	50.0	53	26.8	17	32.0	95	33.6
Undecided(3)	1	4.2	2	25.0	12	6.0	4	7.7	19	6.7
Disagree(4)	2	8.3	2	25.0	96	48.5	23	43.3	123	43.5
Strongly Disagree(5)	0	0.0	0	0.0	37	18.7	9	17.0	46	16.2
Total Disagrees	2	8.3	2	25.0	133	67.2	32	60.3	169	59.7
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	1.92		2.75		3.57		3.45		3.38	
AAA Members										
Strongly Agree(1)	22	17.5	4	11.4	3	1.8	6	7.9	35	8.6
Agree(2)	78	61.9	8	22.9	50	29.6	23	30.3	159	39.2
Total Agrees	100	79.4	12	34.3	53	31.4	29	38.2	194	47.8
Undecided(3)	13	10.3	18	51.4	34	20.1	19	25.0	84	20.7
Disagree(4)	13	10.3	5	14.3	67	39.6	24	31.5	109	26.8
Strongly Disagree(5)	0	0.0	0	0.0	15	8.9	4	5.3	19	4.7
Total Disagrees	13	10.3	5	14.3	82	48.5	28	36.8	128	31.5
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.13		2.69		3.24		2.96		2.80	
All Groups										
Strongly Agree(1)	65	19.0	4	4.5	13	2.8	6	3.6	88	8.3
Agree(2)	217	63.2	43	48.9	131	28.4	59	36.0	450	42.6
Total Agrees	282	82.2	47	53.4	144	31.2	65	39.6	538	50.9
Undecided(3)	37	10.8	31	35.2	58	12.5	26	15.9	152	14.4
Disagree(4)	24	7.0	10	11.4	204	44.2	58	35.4	296	28.0
Strongly Disagree(5)	0	0.0	0	0.0	56	12.1	15	9.1	71	6.7
Total Disagrees	24	7.0	10	11.4	260	56.3	73	44.5	367	34.7
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.06		2.53		3.34		3.10		2.82	

Statement A-3 There is an immediate need to place limitations on the kinds of MAS which the attesting CPA may render.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	46	23.8	4	8.9	5	5.3	3	8.6	58	15.8
Agree(2)	105	54.4	19	42.2	33	34.7	8	22.8	165	44.8
Total Agrees	151	78.2	23	51.1	38	40.0	11	31.4	223	60.6
Undecided(3)	35	18.1	18	40.0	19	20.0	7	20.0	79	21.5
Disagree(4)	7	3.7	4	8.9	33	34.7	13	37.2	57	15.5
Strongly Disagree(5)	0	0.0	0	0.0	5	5.3	4	11.4	9	2.4
Total Disagrees	7	3.7	4	8.9	38	40.0	17	48.6	66	17.9
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.02		2.49		3.00		3.20		2.44	
<u>CPAs</u>										
Strongly Agree(1)	7	29.2	2	25.0	15	7.6	1	1.9	25	8.8
Agree(2)	13	54.2	3	37.5	36	18.2	9	17.0	61	21.6
Total Agrees	20	83.3	5	62.5	51	25.8	10	18.9	86	30.4
Undecided(3)	3	12.5	1	12.5	21	10.6	3	5.6	28	9.9
Disagree(4)	1	4.2	2	25.0	82	41.4	26	49.1	111	39.2
Strongly Disagree(5)	0	0.0	0	0.0	44	22.2	14	26.4	58	20.5
Total Disagrees	1	4.2	2	25.0	126	63.6	40	75.5	169	59.7
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	1.92		2.38		3.53		3.81		3.41	
<u>AAA Members</u>										
Strongly Agree(1)	48	38.1	2	5.7	13	7.7	5	6.6	68	16.7
Agree(2)	63	50.0	15	42.9	43	25.4	15	19.7	136	33.5
Total Agrees	111	88.1	17	48.6	56	33.1	20	26.3	204	50.2
Undecided(3)	7	5.6	14	40.0	21	12.4	12	15.8	54	13.3
Disagree(4)	5	4.0	3	8.5	66	39.1	35	46.1	109	26.9
Strongly Disagree(5)	3	2.3	1	2.9	26	15.4	9	11.8	39	9.6
Total Disagrees	8	6.3	4	11.4	92	54.5	44	57.9	148	36.5
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	1.83		2.60		3.29		3.37		2.79	
<u>All Groups</u>										
Strongly Agree(1)	101	29.4	8	9.1	33	7.2	9	5.5	151	14.3
Agree(2)	181	52.8	37	42.0	112	24.2	32	19.5	362	34.2
Total Agrees	282	82.2	45	51.1	145	31.4	41	25.0	513	48.5
Undecided(3)	45	13.1	33	37.5	61	13.2	22	13.4	161	15.3
Disagree(4)	13	3.8	9	10.3	181	39.2	74	45.1	277	26.2
Strongly Disagree(5)	3	0.9	1	1.1	75	16.2	27	16.5	106	10.0
Total Disagrees	16	4.7	10	11.4	256	55.4	101	61.6	383	36.2
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	1.94		2.52		3.33		3.48		2.83	

Statement A-4 There is an inherent contradiction between the CPA's primary duty and professional responsibility being directed toward management in MAS and toward actual or potential outside parties in the attest function.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	55	28.5	2	4.5	3	3.1	1	2.9	61	16.6
Agree(2)	118	61.1	23	51.1	30	31.6	2	5.7	173	47.0
Total Agrees	173	89.6	25	55.6	33	34.7	3	8.6	234	63.6
Undecided(3)	13	6.8	11	24.4	11	11.6	9	25.7	44	12.0
Disagree(4)	7	3.6	9	20.0	48	50.5	21	60.0	85	23.1
Strongly Disagree(5)	0	0.0	0	0.0	3	3.2	2	5.7	5	1.3
Total Disagrees	7	3.6	9	20.0	51	53.7	23	65.7	90	24.4
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	1.85		2.60		3.19		3.60		2.46	
<u>CPAs</u>										
Strongly Agree(1)	6	25.0	0	0.0	1	0.5	0	0.0	7	2.5
Agree(2)	14	58.3	2	25.0	17	8.6	1	1.9	34	12.0
Total Agrees	20	83.3	2	25.0	18	9.1	1	1.9	41	14.5
Undecided(3)	1	4.2	3	37.5	12	6.1	6	11.3	22	7.8
Disagree(4)	3	12.5	3	37.5	124	62.6	29	54.7	159	56.2
Strongly Disagree(5)	0	0.0	0	0.0	44	22.2	17	32.1	61	21.5
Total Disagrees	3	12.5	3	37.5	168	84.8	46	86.8	220	77.7
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.04		3.13		3.97		4.17		3.82	
<u>AAA Members</u>										
Strongly Agree(1)	39	30.9	0	0.0	3	1.8	1	1.3	43	10.6
Agree(2)	70	55.6	16	45.7	35	20.7	8	10.5	129	31.8
Total Agrees	109	86.5	16	45.7	38	22.5	9	11.8	172	42.4
Undecided(3)	10	7.9	12	34.3	18	10.6	7	9.2	47	11.6
Disagree(4)	7	5.6	6	17.1	95	56.2	48	63.2	156	38.4
Strongly Disagree(5)	0	0.0	1	2.9	18	10.7	12	15.8	31	7.6
Total Disagrees	7	5.6	7	20.0	113	66.9	60	79.0	187	46.0
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	1.88		2.77		3.53		3.82		3.01	
<u>All Groups</u>										
Strongly Agree(1)	100	29.2	2	2.3	7	1.5	2	1.2	111	10.5
Agree(2)	202	58.8	41	46.6	82	17.7	11	6.7	336	31.8
Total Agrees	302	88.0	43	48.9	89	19.2	13	7.9	447	42.3
Undecided(3)	24	7.0	26	29.5	41	8.9	22	13.4	113	10.7
Disagree(4)	17	5.0	18	20.5	267	57.8	98	59.8	400	37.8
Strongly Disagree(5)	0	0.0	1	1.1	65	14.1	31	18.9	97	9.2
Total Disagrees	17	5.0	19	21.6	332	71.9	129	78.7	497	47.0
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	1.88		2.72		3.65		3.88		3.03	

Statement A-5 The CPA should be prohibited from performing MAS for any client for which he performs the attest function.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	53	27.5	1	2.2	2	2.1	2	5.7	58	15.8
Agree(2)	82	42.5	6	13.3	9	9.5	0	0.0	97	26.3
Total Agrees	135	67.0	7	15.5	11	11.6	2	5.7	155	42.1
Undecided(3)	38	19.7	18	40.0	18	18.9	1	2.9	75	20.4
Disagree(4)	19	9.8	19	42.3	49	51.6	25	71.4	112	30.4
Strongly Disagree(5)	1	0.5	1	2.2	17	17.9	7	20.0	26	7.1
Total Disagrees	20	10.3	20	44.5	66	69.5	32	91.4	138	37.5
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.13		3.29		3.74		4.00		2.87	
<u>CPAs</u>										
Strongly Agree(1)	8	33.3	0	0.0	1	0.5	0	0.0	9	3.1
Agree(2)	5	20.8	0	0.0	0	0.0	0	0.0	5	1.8
Total Agrees	13	54.2	0	0.0	1	0.5	0	0.0	14	4.9
Undecided(3)	1	4.2	0	0.0	4	2.0	0	0.0	5	1.8
Disagree(4)	10	41.7	5	62.5	78	39.4	21	39.7	114	40.3
Strongly Disagree(5)	0	0.0	3	37.5	115	58.1	32	60.3	150	53.0
Total Disagrees	10	41.7	8	100.0	193	97.5	53	100.0	264	93.3
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.54		4.38		4.55		4.60		4.38	
<u>AAA Members</u>										
Strongly Agree(1)	24	19.0	2	5.7	4	2.4	0	0.0	30	7.4
Agree(2)	52	41.3	3	8.6	3	1.8	2	2.6	60	14.8
Total Agrees	76	60.3	5	14.3	7	4.2	2	2.6	90	22.2
Undecided(3)	23	18.3	9	25.7	10	5.9	3	4.0	45	11.1
Disagree(4)	26	20.6	16	45.7	97	57.4	37	48.7	176	43.3
Strongly Disagree(5)	1	0.8	5	14.3	55	32.5	34	44.7	95	23.4
Total Disagrees	27	21.4	21	60.0	152	89.9	71	93.4	271	66.7
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.43		3.54		4.16		4.36		3.61	
<u>All Groups</u>										
Strongly Agree(1)	85	24.8	3	3.4	7	1.5	2	1.2	97	9.2
Agree(2)	139	40.5	9	10.2	12	2.6	2	1.2	162	15.3
Total Agrees	224	65.3	12	13.6	19	4.1	4	2.4	259	24.5
Undecided(3)	62	18.1	27	30.7	32	6.9	4	2.4	125	11.8
Disagree(4)	55	16.0	40	45.5	224	48.5	83	50.6	402	38.1
Strongly Disagree(5)	2	0.6	9	10.2	187	40.5	73	44.6	271	25.6
Total Disagrees	57	16.6	49	55.7	411	89.0	156	95.2	673	63.7
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.27		3.49		4.24		4.36		3.56	

Statement A-6 All CPAs should be encouraged to perform the entire range of MAS that are consistent with their professional competence, ethical standards and responsibility.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
Financial Analysts										
Strongly Agree(5)	3	1.6	0	0.0	7	7.3	4	11.4	14	3.8
Agree(4)	26	13.4	10	22.2	43	45.3	22	62.9	101	27.4
Total Agrees	29	15.0	10	22.2	50	52.6	26	74.3	115	31.2
Undecided(3)	26	13.5	12	26.7	14	14.8	2	5.7	54	14.7
Disagree(2)	95	49.2	22	48.9	27	28.4	6	17.1	150	40.8
Strongly Disagree(1)	43	22.3	1	2.2	4	4.2	1	2.9	49	13.3
Total Disagrees	138	71.5	23	51.1	31	32.6	7	20.0	199	54.1
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.23		2.69		3.23		3.63		2.68	
CPAs										
Strongly Agree(5)	3	12.5	1	12.5	68	34.4	27	50.9	99	35.0
Agree(4)	9	37.5	4	50.0	101	51.0	24	45.3	138	48.8
Total Agrees	12	50.0	5	62.5	169	85.4	51	96.2	237	83.8
Undecided(3)	5	20.8	1	12.5	7	3.5	1	1.9	14	4.9
Disagree(2)	5	20.8	1	12.5	20	10.1	1	1.9	27	9.5
Strongly Disagree(1)	2	8.3	1	12.5	2	1.0	0	0.0	5	1.8
Total Disagrees	7	29.2	2	25.0	22	11.1	1	1.9	32	11.3
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	3.25		3.38		4.08		4.45		4.06	
AAA Members										
Strongly Agree(5)	13	10.3	5	14.3	42	24.8	30	39.5	90	22.1
Agree(4)	46	36.5	16	45.7	87	51.5	32	42.1	181	44.6
Total Agrees	59	46.8	21	60.0	129	76.3	62	81.6	271	66.7
Undecided(3)	14	11.1	7	20.0	10	5.9	3	3.9	34	8.4
Disagree(2)	37	29.4	6	17.1	23	13.6	9	11.9	75	18.5
Strongly Disagree(1)	16	12.7	1	2.9	7	4.2	2	2.6	26	6.4
Total Disagrees	53	42.1	7	20.0	30	17.8	11	14.5	101	24.9
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	3.02		3.51		3.79		4.04		3.58	
All Groups										
Strongly Agree(5)	19	5.5	6	6.8	117	25.3	61	37.2	203	19.2
Agree(4)	81	23.7	30	34.1	231	50.0	78	47.6	420	39.7
Total Agrees	100	29.2	36	40.9	348	75.3	139	84.8	623	58.9
Undecided(3)	45	13.1	20	22.7	31	6.7	6	3.6	102	9.7
Disagree(2)	137	39.9	29	33.0	70	15.2	16	9.8	252	23.8
Strongly Disagree(1)	61	17.8	3	3.4	13	2.8	3	1.8	80	7.6
Total Disagrees	198	57.7	32	36.4	83	18.0	19	11.6	332	31.4
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.59		3.08		3.80		4.09		3.39	

Statement A-7 The accounting profession should be split into two professions - one a group of auditors who perform the attest function, and the other a group of experts in MAS.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	22	11.4	4	8.9	3	3.2	3	8.6	32	8.7
Agree(2)	85	44.0	13	28.9	29	30.5	3	8.6	130	35.3
Total Agrees	107	55.4	17	37.8	32	33.7	6	17.1	162	44.0
Undecided(3)	43	22.3	14	31.1	15	15.8	6	17.1	78	21.2
Disagree(4)	37	19.2	14	31.1	36	37.9	16	45.7	103	28.0
Strongly Disagree(5)	6	3.1	0	0.0	12	12.6	7	20.1	25	6.8
Total Disagrees	43	22.3	14	31.1	48	50.5	23	65.8	128	34.8
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.59		2.84		3.26		3.60		2.89	
<u>CPAs</u>										
Strongly Agree(1)	4	16.7	0	0.0	4	2.0	1	1.9	9	3.2
Agree(2)	4	16.7	1	12.5	10	5.1	2	3.8	17	6.0
Total Agrees	8	33.3	1	12.5	14	7.1	3	5.7	26	9.2
Undecided(3)	4	16.7	1	12.5	13	6.5	0	0.0	18	6.3
Disagree(4)	8	33.3	4	50.0	81	40.9	25	47.2	118	41.7
Strongly Disagree(5)	4	16.7	2	25.0	90	45.5	25	47.2	121	42.8
Total Disagrees	12	50.0	6	75.0	171	86.4	50	94.3	239	84.5
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	3.17		3.88		4.23		4.34		4.15	
<u>AAA Members</u>										
Strongly Agree(1)	18	14.3	1	2.9	4	2.4	1	1.3	24	5.9
Agree(2)	36	28.6	4	11.4	11	6.5	9	11.9	60	14.8
Total Agrees	54	42.9	5	14.3	15	8.9	10	13.2	84	20.7
Undecided(3)	23	18.2	14	40.0	15	8.9	9	11.8	61	15.0
Disagree(4)	38	30.2	13	37.1	85	50.3	31	40.8	167	41.1
Strongly Disagree(5)	11	8.7	3	8.6	54	31.9	26	34.2	94	23.2
Total Disagrees	49	38.9	16	45.7	139	82.2	57	75.0	261	64.3
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.90		3.37		4.03		3.95		3.61	
<u>All Groups</u>										
Strongly Agree(1)	44	12.8	5	5.7	11	2.4	5	3.0	65	6.1
Agree(2)	125	36.5	18	20.4	50	10.8	14	8.5	207	19.6
Total Agrees	169	49.3	23	26.1	61	13.2	19	11.5	272	25.7
Undecided(3)	70	20.4	29	33.0	43	9.3	15	9.2	157	14.9
Disagree(4)	83	24.2	31	35.2	202	43.7	72	43.9	388	36.7
Strongly Disagree(5)	21	6.1	5	5.7	156	33.8	58	35.4	240	22.7
Total Disagrees	104	30.3	36	40.9	358	77.5	130	79.3	628	59.4
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.74		3.15		3.96		4.00		3.50	

Statement A-8 In the typical MAS engagement, the CPA should be able to determine the difference between the client abdicating its role as the final decision-maker and the client acting responsibly on the CPA's advice.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
Financial Analysts										
Strongly Agree(5)	8	4.1	1	2.2	9	9.2	5	14.3	23	6.3
Agree(4)	88	45.6	25	55.6	62	65.3	26	74.3	201	54.6
Total Agrees	96	49.7	26	57.8	71	74.7	31	88.6	224	60.9
Undecided(3)	50	25.9	13	28.9	16	16.9	3	8.5	82	22.3
Disagree(2)	41	21.3	6	13.3	8	8.4	1	2.9	56	15.2
Strongly Disagree(1)	6	3.1	0	0.0	0	0.0	0	0.0	6	1.6
Total Disagrees	47	24.4	6	13.3	8	8.4	1	2.9	62	16.8
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0

Mean 3.26 3.47 3.76 4.00 3.49

CPAs

Strongly Agree(5)	1	4.2	2	25.0	38	19.2	11	20.8	52	18.4
Agree(4)	12	50.0	6	75.0	142	71.7	36	67.9	196	69.3
Total Agrees	13	54.2	8	100.0	180	90.9	47	88.7	248	87.7
Undecided(3)	4	16.7	0	0.0	13	6.6	6	11.3	23	8.1
Disagree(2)	5	20.8	0	0.0	5	2.5	0	0.0	10	3.5
Strongly Disagree(1)	2	8.3	0	0.0	0	0.0	0	0.0	2	0.7
Total Disagrees	7	29.2	0	0.0	5	2.5	0	0.0	12	4.2
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0

Mean 3.21 4.25 4.08 4.09 4.01

AAA Members

Strongly Agree(5)	11	8.8	1	2.9	28	16.5	11	14.5	51	12.6
Agree(4)	57	45.2	23	65.7	114	67.5	52	68.4	246	60.6
Total Agrees	68	54.0	24	68.6	142	84.0	63	82.9	297	73.2
Undecided(3)	28	22.2	8	22.8	20	11.8	10	13.2	66	16.2
Disagree(2)	26	20.6	3	8.6	5	3.0	2	2.6	36	8.9
Strongly Disagree(1)	4	3.2	0	0.0	2	1.2	1	1.3	7	1.7
Total Disagrees	30	23.8	3	8.6	7	4.2	3	3.9	43	10.6
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0

Mean 3.36 3.63 3.95 3.92 3.73

All Groups

Strongly Agree(5)	20	5.8	4	4.5	75	16.3	27	16.5	126	11.9
Agree(4)	157	45.8	54	61.4	318	68.8	114	69.5	643	60.8
Total Agrees	177	51.6	58	65.9	393	85.1	141	86.0	769	72.7
Undecided(3)	82	23.9	21	23.9	49	10.6	19	11.6	171	16.2
Disagree(2)	72	21.0	9	10.2	18	3.9	3	1.8	102	9.7
Strongly Disagree(1)	12	3.5	0	0.0	2	0.4	1	0.6	15	1.4
Total Disagrees	84	24.5	9	10.2	20	4.3	4	2.4	117	11.1
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0

Mean 3.29 3.60 3.97 3.99 3.72

Statement A-9 The opinion questionnaire should be considered a valid research technique for studying the MAS question.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	3	1.6	0	0.0	0	0.0	1	2.9	4	1.1
Agree(2)	73	37.8	12	26.7	36	37.9	19	54.2	140	38.0
Total Agrees	76	39.4	12	26.7	36	37.9	20	57.1	144	39.1
Undecided(3)	76	39.4	16	35.5	32	33.7	10	28.6	134	36.4
Disagree(4)	33	17.1	13	28.9	22	23.1	5	14.3	73	19.9
Strongly Disagree(5)	8	4.1	4	8.9	5	5.3	0	0.0	17	4.6
Total Disagrees	41	21.2	17	37.8	27	28.4	5	14.3	90	24.5
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0

Mean 2.84 3.20 2.96 2.54 2.89

CPAs

Strongly Agree(1)	1	4.2	1	12.5	5	2.5	0	0.0	7	2.5
Agree(2)	12	50.0	2	25.0	81	40.9	22	41.5	117	41.3
Total Agrees	13	54.2	3	37.5	86	43.4	22	41.5	124	43.8
Undecided(3)	6	25.0	2	25.0	80	40.4	13	24.5	101	35.7
Disagree(4)	4	16.7	2	25.0	24	12.1	12	22.7	42	14.8
Strongly Disagree(5)	1	4.2	1	12.5	8	4.1	6	11.3	16	5.7
Total Disagrees	5	20.8	3	37.5	32	16.2	18	34.0	58	20.5
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0

Mean 2.67 3.00 2.74 3.04 2.80

AAA Members

Strongly Agree(1)	4	3.2	2	5.7	6	3.6	2	2.6	14	3.4
Agree(2)	51	40.5	11	31.4	67	39.6	45	59.2	174	42.9
Total Agrees	55	43.7	13	37.1	73	43.2	47	61.8	188	46.3
Undecided(3)	40	31.7	15	42.9	54	31.9	18	23.7	127	31.3
Disagree(4)	25	19.8	5	14.3	33	19.6	9	11.9	72	17.7
Strongly Disagree(5)	6	4.8	2	5.7	9	5.3	2	2.6	19	4.7
Total Disagrees	31	24.6	7	20.0	42	24.9	11	14.5	91	22.4
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0

Mean 2.83 2.83 2.83 2.53 2.77

All Groups

Strongly Agree(1)	8	2.3	3	3.4	11	2.4	3	1.8	25	2.4
Agree(2)	136	39.7	25	28.4	184	39.8	86	52.4	431	40.8
Total Agrees	144	42.0	28	31.8	195	42.2	89	54.2	456	43.2
Undecided(3)	122	35.5	33	37.5	166	35.9	41	25.0	362	34.2
Disagree(4)	62	18.1	20	22.7	79	17.2	26	15.9	187	17.7
Strongly Disagree(5)	15	4.4	7	8.0	22	4.8	8	4.9	52	4.9
Total Disagrees	77	22.5	27	30.7	101	21.9	34	20.8	239	22.6
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0

Mean 2.83 3.03 2.82 2.70 2.82

Statement A-10 If it is known that the MAS and attest functions are performed by different personnel in a CPA firm, then there should be less concern as to whether a conflict of interest exists.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	1	0.5	2	4.4	3	3.1	2	5.7	8	2.2
Agree(4)	42	21.8	20	44.5	47	49.5	17	48.6	126	34.2
Total Agrees	43	22.3	22	48.9	50	52.6	19	54.3	134	36.4
Undecided(3)	19	9.8	5	11.1	10	10.6	2	5.7	36	9.8
Disagree(2)	106	54.9	18	40.0	33	34.7	13	37.1	170	46.2
Strongly Disagree(1)	25	13.0	0	0.0	2	2.1	1	2.9	28	7.6
Total Disagrees	131	67.9	18	40.0	35	36.8	14	40.0	198	53.8
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.42		3.13		3.17		3.17		2.77	
<u>CPAs</u>										
Strongly Agree(5)	0	0.0	0	0.0	18	9.0	3	5.7	21	7.4
Agree(4)	3	12.5	4	50.0	90	45.5	21	39.6	118	41.7
Total Agrees	3	12.5	4	50.0	108	54.5	24	45.3	139	49.1
Undecided(3)	0	0.0	1	12.5	12	6.1	3	5.7	16	5.7
Disagree(2)	13	54.2	3	37.5	69	34.9	21	39.6	106	37.4
Strongly Disagree(1)	8	33.3	0	0.0	9	4.5	5	9.4	22	7.8
Total Disagrees	21	87.5	3	37.5	78	39.4	26	49.0	128	45.2
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	1.92		3.13		3.20		2.92		3.04	
<u>AAA Members</u>										
Strongly Agree(5)	2	1.6	0	0.0	20	11.8	4	5.3	26	6.4
Agree(4)	32	25.4	12	34.3	74	43.8	38	50.0	156	38.4
Total Agrees	34	27.0	12	34.3	94	55.6	42	55.3	182	44.8
Undecided(3)	10	7.9	7	20.0	11	6.5	7	9.2	35	8.6
Disagree(2)	62	49.2	14	40.0	55	32.6	22	28.9	153	37.7
Strongly Disagree(1)	20	15.9	2	5.7	9	5.3	5	6.6	36	8.9
Total Disagrees	82	65.1	16	45.7	64	37.9	27	35.5	189	46.6
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.48		2.83		3.24		3.18		2.96	
<u>All Groups</u>										
Strongly Agree(5)	3	0.9	2	2.3	41	8.9	9	5.5	55	5.2
Agree(4)	77	22.4	36	40.9	211	45.7	76	46.3	400	37.8
Total Agrees	80	23.3	38	43.2	252	54.6	85	51.8	455	43.0
Undecided(3)	29	8.5	13	14.8	33	7.1	12	7.3	87	8.3
Disagree(2)	181	52.7	35	39.7	157	34.0	56	34.2	429	40.6
Strongly Disagree(1)	53	15.5	2	2.3	20	4.3	11	6.7	86	8.1
Total Disagrees	234	68.2	37	42.0	177	38.3	67	40.9	515	48.7
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.41		3.01		3.21		3.10		2.91	

Statement A-11 It is the practicing CPAs who should be given the ultimate responsibility for deciding whether the rendition of MAS is compatible with the attest function.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
Financial Analysts										
Strongly Agree(5)	3	1.6	0	0.0	8	8.4	2	5.7	13	3.6
Agree(4)	12	6.2	11	24.4	29	30.6	14	40.0	66	17.9
Total Agrees	15	7.8	11	24.4	37	39.0	16	45.7	79	21.5
Undecided(3)	14	7.3	6	13.4	14	14.7	5	14.3	39	10.6
Disagree(2)	124	64.2	28	62.2	42	44.2	11	31.4	205	55.7
Strongly Disagree(1)	40	20.7	0	0.0	2	2.1	3	8.6	45	12.2
Total Disagrees	164	84.9	28	62.2	44	46.3	14	40.0	250	67.9
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.04		2.62		2.99		3.03		2.45	
CPAs										
Strongly Agree(5)	1	4.2	0	0.0	48	24.2	18	34.0	67	23.7
Agree(4)	11	45.8	4	50.0	109	55.1	29	54.7	153	54.0
Total Agrees	12	50.0	4	50.0	157	79.3	47	88.7	220	77.7
Undecided(3)	0	0.0	2	25.0	22	11.1	4	7.5	28	9.9
Disagree(2)	5	20.8	2	25.0	19	9.6	2	3.8	28	9.9
Strongly Disagree(1)	7	29.2	0	0.0	0	0.0	0	0.0	7	2.5
Total Disagrees	12	50.0	2	25.0	19	9.6	2	3.8	35	12.4
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.75		3.25		3.94		4.19		3.87	
AAA Members										
Strongly Agree(5)	0	0.0	1	2.9	16	9.5	14	18.4	31	7.6
Agree(4)	16	12.7	10	28.5	82	48.5	36	47.4	144	35.5
Total Agrees	16	12.7	11	31.4	98	58.0	50	65.8	175	43.1
Undecided(3)	14	11.1	8	22.9	25	14.8	8	10.5	55	13.5
Disagree(2)	61	48.4	13	37.1	37	21.9	14	18.4	125	30.8
Strongly Disagree(1)	35	27.8	3	8.6	9	5.3	4	5.3	51	12.6
Total Disagrees	96	76.2	16	45.7	46	27.2	18	23.7	176	43.4
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.09		2.80		3.35		3.55		2.95	
All Groups										
Strongly Agree(5)	4	1.2	1	1.1	72	15.6	34	20.7	111	10.5
Agree(4)	39	11.3	25	28.4	220	47.6	79	48.2	363	34.3
Total Agrees	43	12.5	26	29.5	292	63.2	113	68.9	474	44.8
Undecided(3)	28	8.2	16	18.2	61	13.2	17	10.4	122	11.6
Disagree(2)	190	55.4	43	48.9	98	21.2	27	16.4	358	33.9
Strongly Disagree(1)	82	23.9	3	3.4	11	2.4	7	4.3	103	9.7
Total Disagrees	272	79.3	46	52.3	109	23.6	34	20.7	461	43.6
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.10		2.75		3.53		3.65		3.02	

Statement A-12 The accounting profession should be considered as having achieved a remarkable reputation for integrity and independence.

Response	DET		NDV		HNE		BNH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	14	7.3	4	8.9	9	9.5	5	14.3	32	8.7
Agree(4)	49	25.3	16	35.6	37	38.9	16	45.7	118	32.1
Total Agrees	63	32.6	20	44.4	46	48.4	21	60.0	150	40.8
Undecided(3)	31	16.1	6	13.3	15	15.8	5	14.3	57	15.5
Disagree(2)	79	40.9	16	35.6	32	33.7	8	22.8	135	36.6
Strongly Disagree(1)	20	10.4	3	6.7	2	2.1	1	2.9	26	7.1
Total Disagrees	99	51.3	19	42.3	34	35.8	9	25.7	161	43.7
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.78		3.04		3.20		3.46		2.99	
<u>CPAs</u>										
Strongly Agree(5)	6	25.0	1	12.5	65	32.8	25	47.2	97	34.3
Agree(4)	13	54.2	5	62.5	112	56.6	20	37.8	150	53.0
Total Agrees	19	79.2	6	75.0	177	89.4	45	85.0	247	87.3
Undecided(3)	1	4.2	2	25.0	8	4.0	4	7.5	15	5.3
Disagree(2)	3	12.5	0	0.0	11	5.6	4	7.5	18	6.4
Strongly Disagree(1)	1	4.2	0	0.0	2	1.0	0	0.0	3	1.0
Total Disagrees	4	16.7	0	0.0	13	6.6	4	7.5	21	7.4
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	3.83		3.88		4.15		4.25		4.13	
<u>AAA Members</u>										
Strongly Agree(5)	21	16.7	8	22.9	32	19.0	25	32.9	86	21.2
Agree(4)	63	50.0	17	48.5	97	57.4	40	52.6	217	53.4
Total Agrees	84	66.7	25	71.4	129	76.4	65	85.5	303	74.6
Undecided(3)	5	3.9	2	5.7	20	11.8	5	6.6	32	7.9
Disagree(2)	31	24.6	7	20.0	18	10.6	6	7.9	62	15.3
Strongly Disagree(1)	6	4.8	1	2.9	2	1.2	0	0.0	9	2.2
Total Disagrees	37	29.4	8	22.9	20	11.8	6	7.9	71	17.5
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	3.49		3.69		3.82		4.11		3.76	
<u>All Groups</u>										
Strongly Agree(5)	41	12.0	13	14.8	106	22.9	55	33.5	215	20.3
Agree(4)	125	36.4	38	43.2	246	53.3	76	46.4	485	45.9
Total Agrees	166	48.4	51	58.0	352	76.2	131	79.9	700	66.2
Undecided(3)	37	10.8	10	11.4	43	9.3	14	8.5	104	9.9
Disagree(2)	113	32.9	23	26.1	61	13.2	18	11.0	215	20.3
Strongly Disagree(1)	27	7.9	4	4.5	6	1.3	1	0.6	38	3.6
Total Disagrees	140	40.8	27	30.6	67	14.5	19	11.6	253	23.9
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	3.12		3.38		3.83		4.01		3.59	

Statement A-13 The rendition of a MAS engagement involving a substantial fee would probably have an adverse effect on the CPA's objectivity during his performance of the attest function for the same client.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	31	16.1	0	0.0	1	1.1	1	2.9	33	9.0
Agree(2)	132	68.4	23	51.1	32	33.6	5	14.2	192	52.2
Total Agrees	163	84.5	23	51.1	33	34.7	6	17.1	225	61.2
Undecided(3)	21	10.9	21	46.7	17	17.9	3	8.6	62	16.8
Disagree(4)	9	4.6	1	2.2	42	44.2	24	68.6	76	20.7
Strongly Disagree(5)	0	0.0	0	0.0	3	3.2	2	5.7	5	1.3
Total Disagrees	9	4.6	1	2.2	45	47.4	26	74.3	81	22.0
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.04		2.51		3.15		3.60		2.53	
<u>CPAs</u>										
Strongly Agree(1)	7	29.2	0	0.0	4	2.0	0	0.0	11	3.9
Agree(2)	11	45.8	3	37.5	15	7.6	3	5.7	32	11.3
Total Agrees	18	75.0	3	37.5	19	9.6	3	5.7	43	15.2
Undecided(3)	3	12.5	2	25.0	10	5.0	3	5.7	18	6.4
Disagree(4)	3	12.5	2	25.0	116	58.6	27	50.9	148	52.3
Strongly Disagree(5)	0	0.0	1	12.5	53	26.8	20	37.7	74	26.1
Total Disagrees	3	12.5	3	37.5	169	85.4	47	88.6	222	78.4
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.08		3.13		4.01		4.21		3.86	
<u>AAA Members</u>										
Strongly Agree(1)	22	17.5	5	14.3	2	1.2	2	2.7	31	7.6
Agree(2)	75	59.5	9	25.7	22	13.0	9	11.8	115	28.3
Total Agrees	97	77.0	14	40.0	24	14.2	11	14.5	146	36.0
Undecided(3)	15	11.9	11	31.4	27	16.0	6	7.9	59	14.5
Disagree(4)	12	9.5	10	28.6	95	56.2	48	63.1	165	40.6
Strongly Disagree(5)	2	1.6	0	0.0	23	13.6	11	14.5	36	8.9
Total Disagrees	14	11.1	10	28.6	118	69.8	59	77.6	201	49.5
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.18		2.74		3.68		3.75		3.15	
<u>All Groups</u>										
Strongly Agree(1)	60	17.4	5	5.7	7	1.5	3	1.8	75	7.1
Agree(2)	218	63.6	35	39.8	69	14.9	17	10.4	339	32.1
Total Agrees	278	81.0	40	45.5	76	16.4	20	12.2	414	39.2
Undecided(3)	39	11.4	34	38.6	54	11.7	12	7.3	139	13.1
Disagree(4)	24	7.0	13	14.8	253	54.8	99	60.4	389	36.8
Strongly Disagree(5)	2	0.6	1	1.1	79	17.1	33	20.1	115	10.9
Total Disagrees	26	7.6	14	15.9	332	71.9	132	80.5	504	47.7
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.10		2.66		3.71		3.87		3.12	

Statement A-14 In general, members of the academic community of the accounting profession have tended to greatly exaggerate the problems that may arise from the attesting CPA's performance of MAS.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	1	0.5	1	2.2	4	4.2	2	5.7	8	2.2
Agree(4)	22	11.4	4	8.9	34	35.8	17	48.6	77	20.9
Total Agrees	23	11.9	5	11.1	38	40.0	19	54.3	85	23.1
Undecided(3)	73	37.8	30	66.7	40	42.1	9	25.7	152	41.3
Disagree(2)	88	45.6	10	22.2	17	17.9	6	17.1	121	32.9
Strongly Disagree(1)	9	4.7	0	0.0	0	0.0	1	2.9	10	2.7
Total Disagrees	97	50.3	10	22.2	17	17.9	7	20.0	131	35.6
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.58		2.91		3.26		3.37		2.87	
<u>CPAs</u>										
Strongly Agree(5)	0	0.0	0	0.0	37	18.7	16	30.2	53	18.7
Agree(4)	4	16.7	1	12.5	99	50.0	27	50.9	131	46.3
Total Agrees	4	16.7	1	12.5	136	68.7	43	81.1	184	65.0
Undecided(3)	6	25.0	7	87.5	47	23.7	9	17.0	69	24.4
Disagree(2)	11	45.8	0	0.0	14	7.1	1	1.9	26	9.2
Strongly Disagree(1)	3	12.5	0	0.0	1	0.5	0	0.0	4	1.4
Total Disagrees	14	58.3	0	0.0	15	7.6	1	1.9	30	10.6
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.46		3.13		3.79		4.09		3.72	
<u>AAA Members</u>										
Strongly Agree(5)	1	0.8	1	2.9	16	9.5	9	11.8	27	6.7
Agree(4)	6	4.8	6	17.1	65	38.4	40	52.6	117	28.8
Total Agrees	7	5.6	7	20.0	81	47.9	49	64.5	144	35.5
Undecided(3)	23	18.2	12	34.3	42	24.9	12	15.8	89	21.9
Disagree(2)	78	61.9	15	42.8	45	26.6	13	17.1	151	37.2
Strongly Disagree(1)	18	14.3	1	2.9	1	0.6	2	2.6	22	5.4
Total Disagrees	96	76.2	16	45.7	46	27.2	15	19.7	173	42.6
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.16		2.74		3.30		3.54		2.94	
<u>All Groups</u>										
Strongly Agree(5)	2	0.6	2	2.3	57	12.3	27	16.5	88	8.3
Agree(4)	32	9.3	11	12.5	198	42.9	84	51.2	325	30.8
Total Agrees	34	9.9	13	14.8	255	55.2	111	67.7	413	39.1
Undecided(3)	102	29.7	49	55.7	129	27.9	30	18.3	310	29.3
Disagree(2)	177	51.6	25	28.4	76	16.5	20	12.2	298	28.2
Strongly Disagree(1)	30	8.8	1	1.1	2	0.4	3	1.8	36	3.4
Total Disagrees	207	60.4	26	29.5	78	16.9	23	14.0	334	31.6
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.41		2.86		3.50		3.68		3.12	

Statement A-15 It is the individual practicing CPA who should be given the responsibility for deciding what kinds of MAS may be offered in a particular situation.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	0	0.0	1	2.2	4	4.2	1	2.9	6	1.6
Agree(4)	19	9.8	11	24.5	39	41.1	20	57.1	89	24.2
Total Agrees	19	9.8	12	26.7	43	45.3	21	60.0	95	25.8
Undecided(3)	25	13.0	12	26.7	14	14.7	2	5.7	53	14.4
Disagree(2)	127	65.8	20	44.4	36	37.9	12	34.3	195	53.0
Strongly Disagree(1)	22	11.4	1	2.2	2	2.1	0	0.0	25	6.8
Total Disagrees	149	77.2	21	46.6	38	40.0	12	34.3	220	59.8
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.21		2.80		3.07		3.29		2.61	
<u>CPAs</u>										
Strongly Agree(5)	3	12.5	0	0.0	32	16.1	13	24.5	48	17.0
Agree(4)	8	33.3	3	37.5	133	67.2	35	66.0	179	63.2
Total Agrees	11	45.8	3	37.5	165	83.3	48	90.5	227	80.2
Undecided(3)	3	12.5	3	37.5	13	6.6	2	3.8	21	7.4
Disagree(2)	6	25.0	2	25.0	18	9.1	2	3.8	28	9.9
Strongly Disagree(1)	4	16.7	0	0.0	2	1.0	1	1.9	7	2.5
Total Disagrees	10	41.7	2	25.0	20	10.1	3	5.7	35	12.4
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	3.00		3.13		3.88		4.08		3.82	
<u>AAA Members</u>										
Strongly Agree(5)	1	0.8	2	5.7	20	11.8	13	17.1	36	8.9
Agree(4)	30	23.8	15	42.9	104	61.5	47	61.9	196	48.3
Total Agrees	31	24.6	17	48.6	124	73.3	60	79.0	232	57.2
Undecided(3)	20	15.9	6	17.1	18	10.7	8	10.5	52	12.8
Disagree(2)	61	48.4	8	22.9	25	14.8	8	10.5	102	25.1
Strongly Disagree(1)	14	11.1	4	11.4	2	1.2	0	0.0	20	4.9
Total Disagrees	75	59.5	12	34.3	27	16.0	8	10.5	122	30.0
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.55		3.09		3.68		3.86		3.31	
<u>All Groups</u>										
Strongly Agree(5)	4	1.2	3	3.4	56	12.1	27	16.5	90	8.5
Agree(4)	57	16.6	29	33.0	276	59.8	102	62.2	464	43.9
Total Agrees	61	17.8	32	36.4	332	71.9	129	78.7	554	52.4
Undecided(3)	48	14.0	21	23.8	45	9.7	12	7.3	126	11.9
Disagree(2)	194	56.5	30	34.1	79	17.1	22	13.4	325	30.8
Strongly Disagree(1)	40	11.7	5	5.7	6	1.3	1	0.6	52	4.9
Total Disagrees	234	68.2	35	39.8	85	18.4	23	14.0	377	35.7
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.39		2.94		3.64		3.80		3.20	

Statement A-17 From an ethical point of view, the CPA's performance of professional services for clients in the area of MAS is incompatible with his simultaneous independent attest service to the same client.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
Financial Analysts										
Strongly Agree(1)	47	24.4	1	2.2	1	1.1	1	2.9	50	13.6
Agree(2)	116	60.1	10	22.2	20	21.0	5	14.2	151	41.0
Total Agrees	163	84.5	11	24.4	21	22.1	6	17.1	201	54.6
Undecided(3)	19	9.8	19	42.2	10	10.5	3	8.6	51	13.9
Disagree(4)	11	5.7	15	33.3	59	62.1	23	65.7	108	29.3
Strongly Disagree(5)	0	0.0	0	0.0	5	5.3	3	8.6	8	2.2
Total Disagrees	11	5.7	15	33.3	64	67.4	26	74.3	116	31.5
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	1.97		3.07		3.49		3.63		2.65	
CPAs										
Strongly Agree(1)	8	33.3	0	0.0	1	0.5	0	0.0	9	3.2
Agree(2)	10	41.7	0	0.0	7	3.5	0	0.0	17	6.0
Total Agrees	18	75.0	0	0.0	8	4.0	0	0.0	26	9.2
Undecided(3)	2	8.3	0	0.0	3	1.5	0	0.0	5	1.8
Disagree	4	16.7	7	87.5	111	56.1	28	52.8	150	53.0
Strongly Disagree(5)	0	0.0	1	12.5	76	38.4	25	47.2	102	36.0
Total Disagrees	4	16.7	8	100.0	187	94.5	53	100.0	252	89.0
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.08		4.13		4.28		4.47		4.13	
AAA Members										
Strongly Agree(1)	26	20.6	2	5.7	0	0.0	1	1.3	29	7.1
Agree(2)	73	58.0	5	14.3	12	7.1	3	4.0	93	22.9
Total Agrees	99	78.6	7	20.0	12	7.1	4	5.3	122	30.0
Undecided(3)	14	11.1	14	40.0	16	9.5	3	4.0	47	11.6
Disagree(4)	13	10.3	14	40.0	106	62.7	52	68.4	185	45.6
Strongly Disagree(5)	0	0.0	0	0.0	35	20.7	17	22.3	52	12.8
Total Disagrees	13	10.3	14	40.0	141	83.4	69	90.7	237	58.4
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.11		3.14		3.97		4.07		3.34	
All Groups										
Strongly Agree(1)	81	23.6	3	3.4	2	0.4	2	1.2	88	8.3
Agree(2)	199	58.0	15	17.1	39	8.4	8	4.9	261	24.7
Total Agrees	280	81.6	18	20.5	41	8.8	10	6.1	349	33.0
Undecided(3)	35	10.2	33	37.5	29	6.3	6	3.7	103	9.8
Disagree(4)	28	8.2	36	40.9	276	59.8	103	62.8	443	41.9
Strongly Disagree(5)	0	0.0	1	1.1	116	25.1	45	27.4	162	15.3
Total Disagrees	28	8.2	37	42.0	392	84.9	148	90.2	605	57.2
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.03		3.19		4.01		4.10		3.31	

Statement A-19 The CPA's performance of MAS is a fulfillment of an ethical obligation to his audit client.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	1	0.5	0	0.0	2	2.1	2	5.7	5	1.4
Agree(4)	2	1.1	9	20.0	22	23.2	18	51.4	51	13.8
Total Agrees	3	1.6	9	20.0	24	25.3	20	57.1	56	15.2
Undecided(3)	13	6.7	11	24.4	14	14.7	4	11.5	42	11.4
Disagree(2)	143	74.1	25	55.6	52	54.7	11	31.4	231	62.8
Strongly Disagree(1)	34	17.6	0	0.0	5	5.3	0	0.0	39	10.6
Total Disagrees	177	91.7	25	55.6	57	60.0	11	31.4	270	73.4
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	1.93		2.64		2.62		3.31		2.33	
<u>CPAs</u>										
Strongly Agree(5)	0	0.0	0	0.0	13	6.6	6	11.3	19	6.7
Agree(4)	3	12.5	1	12.5	77	38.9	28	52.9	109	38.5
Total Agrees	3	12.5	1	12.5	90	45.5	34	64.2	128	45.2
Undecided(3)	1	4.2	3	37.5	24	12.1	4	7.5	32	11.3
Disagree(2)	11	45.8	3	37.5	71	35.8	15	28.3	100	35.4
Strongly Disagree(1)	9	37.5	1	12.5	13	6.6	0	0.0	23	8.1
Total Disagrees	20	83.3	4	50.0	84	42.4	15	28.3	123	43.5
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	1.92		2.50		3.03		3.47		3.00	
<u>AAA Members</u>										
Strongly Agree(5)	2	1.6	2	5.7	8	4.7	10	13.2	22	5.4
Agree(4)	9	7.1	7	20.0	51	30.2	33	43.4	100	24.6
Total Agrees	11	8.7	9	25.7	59	34.9	43	56.6	122	30.0
Undecided(3)	11	8.7	14	40.0	32	18.9	12	15.8	69	17.0
Disagree(2)	73	58.0	10	28.6	63	37.3	20	26.3	166	40.9
Strongly Disagree(1)	31	24.6	2	5.7	15	8.9	1	1.3	49	12.1
Total Disagrees	104	82.6	12	34.3	78	46.2	21	27.6	215	53.0
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.03		2.91		2.85		3.41		2.70	
<u>All Groups</u>										
Strongly Agree(5)	3	0.9	2	2.3	23	5.0	18	11.0	46	4.4
Agree(4)	14	4.1	17	19.3	150	32.5	79	48.2	260	24.6
Total Agrees	17	5.0	19	21.6	173	37.5	97	59.2	306	29.0
Undecided(3)	25	7.2	28	31.8	70	15.1	20	12.2	143	13.5
Disagree(2)	227	66.2	38	43.2	186	40.3	46	28.0	497	47.0
Strongly Disagree	74	21.6	3	3.4	33	7.1	1	0.6	111	10.5
Total Disagrees	301	87.8	41	46.6	219	47.4	47	28.6	608	57.5
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	1.97		2.74		2.88		3.41		2.65	

Statement A-20 The attesting CPA should disclose the amount of fees received for MAS which he performed for the client during the period covered by the financial statements.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	54	28.0	8	17.8	17	17.9	7	20.0	86	23.4
Agree(2)	111	57.5	22	48.9	59	62.1	15	42.9	207	56.2
Total Agrees	165	85.5	30	66.7	76	80.0	22	62.9	293	79.6
Undecided(3)	19	9.8	8	17.8	10	10.5	6	17.1	43	11.7
Disagree(4)	8	4.2	7	15.5	8	8.4	6	17.1	29	7.9
Strongly Disagree(5)	1	0.5	0	0.0	1	1.1	1	2.9	3	0.8
Total Disagrees	9	4.7	7	15.5	9	9.5	7	20.0	32	8.7
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	1.92		2.31		2.13		2.40		2.07	
<u>CPAs</u>										
Strongly Agree(1)	6	25.0	0	0.0	1	0.5	0	0.0	7	2.5
Agree(2)	4	16.7	4	50.0	16	8.1	6	11.3	30	10.6
Total Agrees	10	41.7	4	50.0	17	8.6	6	11.3	37	13.1
Undecided(3)	6	25.0	2	25.0	26	13.1	10	18.9	44	15.5
Disagree(4)	7	29.2	2	25.0	112	56.6	26	49.0	147	52.0
Strongly Disagree(5)	1	4.2	0	0.0	43	21.7	11	20.8	55	19.4
Total Disagrees	8	33.3	2	25.0	155	78.3	37	69.8	202	71.4
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.71		2.75		3.91		3.79		3.75	
<u>AAA Members</u>										
Strongly Agree(1)	13	10.3	2	5.7	11	6.5	4	5.3	30	7.4
Agree(2)	55	43.7	10	28.6	34	20.1	22	28.9	121	29.8
Total Agrees	68	54.0	12	34.3	45	26.6	26	34.2	151	37.2
Undecided(3)	24	19.0	9	25.7	27	16.0	13	17.1	73	18.0
Disagree(4)	30	23.8	11	31.4	72	42.6	31	40.8	144	35.5
Strongly Disagree(5)	4	3.2	3	8.6	25	14.8	6	7.9	38	9.3
Total Disagrees	34	27.0	14	40.0	97	57.4	37	48.7	182	44.8
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.66		3.09		3.39		3.17		3.10	
<u>All Groups</u>										
Strongly Agree(1)	73	21.3	10	11.4	29	6.3	11	6.7	123	11.6
Agree(2)	170	49.5	36	40.9	109	23.6	43	26.2	358	33.9
Total Agrees	243	70.8	46	52.3	138	29.9	54	32.9	481	45.5
Undecided(3)	49	14.3	19	21.6	63	13.6	29	17.7	160	15.1
Disagree(4)	45	13.1	20	22.7	192	41.6	63	38.4	320	30.3
Strongly Disagree(5)	6	1.7	3	3.4	69	14.9	18	11.0	96	9.1
Total Disagrees	51	14.9	23	26.1	261	56.5	81	49.4	416	39.4
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.24		2.66		3.35		3.21		2.91	

Statement A-21 In general, the attesting CPA can determine for himself whether his particular role in a MAS engagement would be objectionable to an outside, reasonable observer.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
Financial Analysts										
Strongly Agree(5)	1	0.5	0	0.0	3	3.2	3	8.6	7	1.9
Agree(4)	17	8.8	9	20.0	45	47.3	21	60.0	92	25.0
Total Agrees	18	9.3	9	20.0	48	50.5	24	68.6	99	26.9
Undecided(3)	23	11.9	16	35.6	15	15.8	2	5.7	56	15.2
Disagree(2)	130	67.4	19	42.2	30	31.6	9	25.7	188	51.1
Strongly Disagree(1)	22	11.4	1	2.2	2	2.1	0	0.0	25	6.8
Total Disagrees	152	78.8	20	44.4	32	33.7	9	25.7	213	57.9
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.20		2.73		3.18		3.51		2.64	
CPAs										
Strongly Agree(5)	2	8.3	0	0.0	18	9.1	7	13.2	27	9.5
Agree(4)	6	25.0	3	37.5	147	74.2	36	68.0	192	67.8
Total Agrees	8	33.3	3	37.5	165	83.3	43	81.2	219	77.4
Undecided(3)	2	8.3	3	37.5	18	9.1	5	9.4	28	9.9
Disagree(2)	8	33.3	2	25.0	12	6.1	4	7.5	26	9.2
Strongly Disagree(1)	6	25.0	0	0.0	3	1.5	1	1.9	10	3.5
Total Disagrees	14	58.3	2	25.0	15	7.6	5	9.4	36	12.7
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.58		3.13		3.83		3.83		3.71	
AAA Members										
Strongly Agree(5)	0	0.0	0	0.0	13	7.7	8	10.6	21	5.2
Agree(4)	18	14.3	14	40.0	109	64.5	50	65.8	191	47.0
Total Agrees	18	14.3	14	40.0	122	72.2	58	76.4	212	52.2
Undecided(3)	14	11.1	11	31.4	20	11.8	9	11.8	54	13.3
Disagree(2)	75	59.5	7	20.0	23	13.6	8	10.5	113	27.8
Strongly Disagree(1)	19	15.1	3	8.6	4	2.4	1	1.3	27	6.7
Total Disagrees	94	74.6	10	28.6	27	16.0	9	11.8	140	34.5
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.25		3.03		3.62		3.74		3.16	
All Groups										
Strongly Agree(5)	3	0.9	0	0.0	34	7.4	18	11.0	55	5.2
Agree(4)	41	11.9	26	29.5	301	65.1	107	65.2	475	44.9
Total Agrees	44	12.8	26	29.5	335	72.5	125	76.2	530	50.1
Undecided(3)	39	11.4	30	34.1	53	11.5	16	9.8	138	13.1
Disagree(2)	213	62.1	28	31.8	65	14.1	21	12.8	327	30.9
Strongly Disagree(1)	47	13.7	4	4.6	9	1.9	2	1.2	62	5.9
Total Disagrees	260	75.8	32	36.4	74	16.0	23	14.0	389	36.8
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.24		2.89		3.62		3.72		3.13	

Statement A-22 There is a greater likelihood that the CPA who renders MAS to his audit clients would possess less personal integrity in his capacity as the attesting CPA when compared to the CPA who refrains from rendering MAS to his audit clients.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
Financial Analysts										
Strongly Agree(1)	17	8.8	0	0.0	0	0.0	0	0.0	17	4.6
Agree(2)	99	51.3	9	20.0	24	25.3	4	11.4	136	37.0
Total Agrees	116	60.1	9	20.0	24	25.3	4	11.4	153	41.6
Undecided(3)	40	20.7	16	35.6	13	13.7	6	17.2	75	20.4
Disagree(4)	33	17.1	19	42.2	42	44.2	20	57.1	114	30.9
Strongly Disagree(5)	4	2.1	1	2.2	16	16.8	5	14.3	26	7.1
Total Disagrees	37	19.2	20	44.4	58	61.0	25	71.4	140	38.0
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.52		3.27		3.53		3.74		2.99	
CPAs										
Strongly Agree(1)	4	16.7	0	0.0	2	1.0	0	0.0	6	2.1
Agree(2)	11	45.8	2	25.0	10	5.1	1	1.9	24	8.5
Total Agrees	15	62.5	2	25.0	12	6.1	1	1.9	30	10.6
Undecided(3)	2	8.3	1	12.5	2	1.0	0	0.0	5	1.8
Disagree(4)	5	20.8	4	50.0	92	46.5	28	52.8	129	45.6
Strongly Disagree(5)	2	8.3	1	12.5	92	46.5	24	45.3	119	42.0
Total Disagrees	7	29.2	5	62.5	184	92.9	52	98.1	248	87.6
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.58		3.50		4.32		4.42		4.17	
AAA Members										
Strongly Agree(1)	12	9.5	2	5.7	1	0.6	2	2.6	17	4.2
Agree(2)	55	43.7	7	20.0	17	10.1	1	1.3	80	19.7
Total Agrees	67	53.2	9	25.7	18	10.7	3	3.9	97	23.9
Undecided(3)	21	16.6	12	34.3	14	8.3	7	9.2	54	13.3
Disagree(4)	33	26.2	11	31.4	105	62.1	50	65.8	199	49.0
Strongly Disagree(5)	5	4.0	3	8.6	32	18.9	16	21.1	56	13.8
Total Disagrees	38	30.2	14	40.0	137	81.0	66	86.8	255	62.8
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.71		3.17		3.89		4.01		3.49	
All Groups										
Strongly Agree(1)	33	9.6	2	2.3	3	0.6	2	1.2	40	3.8
Agree(2)	165	48.1	18	20.4	51	11.1	6	3.7	240	22.7
Total Agrees	198	57.7	20	22.7	54	11.7	8	4.9	280	26.5
Undecided(3)	63	18.4	29	33.0	29	6.3	13	7.9	134	12.7
Disagree(4)	71	20.7	34	38.6	239	51.7	98	59.8	442	41.8
Strongly Disagree(5)	11	3.2	5	5.7	140	30.3	45	27.4	201	19.0
Total Disagrees	82	23.9	39	44.3	379	82.0	143	87.2	643	60.8
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.60		3.25		4.00		4.09		3.50	

Statement A-23 In general, the rendition of MAS should enable the CPA to do a better job in the attest function.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	1	0.5	0	0.0	3	3.2	3	8.6	7	1.9
Agree(4)	14	7.3	7	15.6	28	29.4	29	82.8	78	21.2
Total Agrees	15	7.8	7	15.6	31	32.6	32	91.4	85	23.1
Undecided(3)	32	16.6	22	48.9	20	21.1	0	0.0	74	20.1
Disagree(2)	122	63.2	16	35.6	37	38.9	3	8.6	178	48.4
Strongly Disagree(1)	24	12.4	0	0.0	7	7.4	0	0.0	31	8.4
Total Disagrees	146	75.6	16	35.6	44	46.3	3	8.6	209	56.8
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.20		2.80		2.82		3.91		2.60	
<u>CPAs</u>										
Strongly Agree(5)	0	0.0	0	0.0	10	5.1	16	30.2	26	9.2
Agree(4)	3	12.5	4	50.0	107	54.0	37	69.8	151	53.4
Total Agrees	3	12.5	4	50.0	117	59.1	53	100.0	177	62.5
Undecided(3)	1	4.2	2	25.0	32	16.2	0	0.0	35	12.4
Disagree(2)	14	58.3	1	12.5	44	22.2	0	0.0	59	20.8
Strongly Disagree(1)	6	25.0	1	12.5	5	2.5	0	0.0	12	4.2
Total Disagrees	20	83.3	2	25.0	49	24.7	0	0.0	71	25.1
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.04		3.13		3.37		4.30		3.42	
<u>AAA Members</u>										
Strongly Agree(5)	3	2.4	1	2.9	14	8.3	13	17.1	31	7.6
Agree(4)	15	11.9	12	34.3	82	48.5	50	65.8	159	39.2
Total Agrees	18	14.3	13	37.1	96	56.8	63	82.9	190	46.8
Undecided(3)	11	8.7	10	28.6	26	15.4	7	9.2	54	13.3
Disagree(2)	77	61.1	12	34.3	43	25.4	6	7.9	138	34.0
Strongly Disagree(1)	20	15.9	0	0.0	4	2.4	0	0.0	24	5.9
Total Disagrees	97	77.0	12	34.3	47	27.8	6	7.9	162	39.9
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.24		3.06		3.35		3.92		3.09	
<u>All Groups</u>										
Strongly Agree(5)	4	1.2	1	1.1	27	5.8	32	19.5	64	6.1
Agree(4)	32	9.3	23	26.2	217	47.0	116	70.7	388	36.7
Total Agrees	36	10.5	24	27.3	244	52.8	148	90.2	452	42.8
Undecided(3)	44	12.8	34	38.6	78	16.9	7	4.3	163	15.4
Disagree(2)	213	62.1	29	33.0	124	26.8	9	5.5	375	35.5
Strongly Disagree(1)	50	14.6	1	1.1	16	3.5	0	0.0	67	6.3
Total Disagrees	263	76.7	30	34.1	140	30.3	9	5.5	442	41.8
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.20		2.93		3.25		4.04		3.01	

Statement A-24 From an ethical point of view, a CPA should be prohibited from forming or becoming a member of a separate partnership with non-CPA specialists for the purpose of rendering MAS.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	23	11.9	1	2.2	3	3.2	5	14.3	32	8.7
Agree(2)	68	35.2	13	28.9	27	28.4	8	22.8	116	31.5
Total Agrees	91	47.1	14	31.1	30	31.6	13	37.1	148	40.2
Undecided(3)	37	19.2	11	24.4	20	21.1	5	14.3	73	19.8
Disagree(4)	60	31.1	20	44.4	41	43.2	14	40.0	135	36.7
Strongly Disagree(5)	5	2.6	0	0.0	4	4.2	3	8.6	12	3.3
Total Disagrees	65	33.7	20	44.4	45	47.4	17	48.6	147	40.0
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.77		3.11		3.17		3.06		2.94	
<u>CPAs</u>										
Strongly Agree(1)	11	45.8	0	0.0	47	23.7	12	22.6	70	24.7
Agree(2)	9	37.5	4	50.0	74	37.4	18	34.0	105	37.1
Total Agrees	20	83.3	4	50.0	121	61.1	30	56.6	175	61.8
Undecided(3)	1	4.2	1	12.5	16	8.1	6	11.3	24	8.5
Disagree(4)	2	8.3	3	37.5	44	22.2	16	30.2	65	23.0
Strongly Disagree(5)	1	4.2	0	0.0	17	8.6	1	1.9	19	6.7
Total Disagrees	3	12.5	3	37.5	61	30.8	17	32.1	84	29.7
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	1.88		2.88		2.55		2.55		2.50	
<u>AAA Members</u>										
Strongly Agree(1)	19	15.1	2	5.7	27	16.0	8	10.5	56	13.8
Agree(2)	43	34.1	13	37.1	49	29.0	24	31.6	129	31.8
Total Agrees	62	49.2	15	42.8	76	45.0	32	42.1	185	45.6
Undecided(3)	17	13.5	12	34.3	27	16.0	12	15.8	68	16.7
Disagree(4)	33	26.2	8	22.9	49	29.0	27	35.5	117	28.8
Strongly Disagree(5)	14	11.1	0	0.0	17	10.0	5	6.6	36	8.9
Total Disagrees	47	37.3	8	22.9	66	39.0	32	42.1	153	37.7
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.84		2.74		2.88		2.96		2.87	
<u>All Groups</u>										
Strongly Agree(1)	53	15.5	3	3.4	77	16.7	25	15.2	158	15.0
Agree(2)	120	35.0	30	34.1	150	32.5	50	30.5	350	33.1
Total Agrees	173	50.5	33	37.5	227	49.2	75	45.7	508	48.1
Undecided(3)	55	16.0	24	27.3	63	13.6	23	14.0	165	15.6
Disagree(4)	95	27.7	31	35.2	134	29.0	57	34.8	317	30.0
Strongly Disagree(5)	20	5.8	0	0.0	38	8.2	9	5.5	67	6.3
Total Disagrees	115	33.5	31	35.2	172	37.2	66	40.3	384	36.3
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.73		2.94		2.80		2.85		2.80	

Statement A-25 The evaluation of the competence of a CPA in the area of MAS is primarily a subjective one.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
Financial Analysts										
Strongly Agree(5)	15	7.8	1	2.2	10	10.5	2	5.7	28	7.6
Agree(4)	112	58.0	30	66.7	54	56.9	17	45.6	213	57.9
Total Agrees	127	65.8	31	68.9	64	67.4	19	54.3	241	65.5
Undecided(3)	29	15.0	6	13.3	14	14.7	9	25.7	58	15.8
Disagree(2)	33	17.1	8	17.8	17	17.9	7	20.0	65	17.7
Strongly Disagree(1)	4	2.1	0	0.0	0	0.0	0	0.0	4	1.1
Total Disagrees	37	19.2	8	17.8	17	17.9	7	20.0	69	18.8
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	3.52		3.53		3.60		3.40		3.53	
CPAs										
Strongly Agree(5)	6	25.0	1	12.5	5	2.5	2	3.8	14	4.9
Agree(4)	8	33.3	4	50.0	121	61.1	29	54.7	162	57.2
Total Agrees	14	58.3	5	62.5	126	63.6	31	58.5	176	62.2
Undecided(3)	5	20.8	1	12.5	25	12.6	12	22.6	43	15.2
Disagree(2)	5	20.8	2	25.0	44	22.2	8	15.1	59	20.8
Strongly Disagree(1)	0	0.0	0	0.0	3	1.5	2	3.8	5	1.8
Total Disagrees	5	20.8	2	25.0	47	23.7	10	18.9	64	22.6
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	3.62		3.50		3.41		3.40		3.43	
AAA Members										
Strongly Agree(5)	9	7.1	1	2.9	9	5.3	5	6.6	24	5.9
Agree(4)	69	54.8	23	65.7	97	57.4	32	42.1	221	54.4
Total Agrees	78	61.9	24	68.6	106	62.7	37	48.7	245	60.3
Undecided(3)	13	10.3	2	5.7	19	11.2	12	15.8	46	11.3
Disagree(2)	30	23.8	7	20.0	42	24.9	24	31.6	103	25.4
Strongly Disagree(1)	5	4.0	2	5.7	2	1.2	3	3.9	12	3.0
Total Disagrees	35	27.8	9	25.7	44	26.1	27	35.5	115	28.3
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	3.37		3.40		3.41		3.16		3.35	
All Groups										
Strongly Agree(5)	30	8.7	3	3.4	24	5.2	9	5.5	66	6.2
Agree(4)	189	55.1	57	64.8	272	58.9	78	47.6	596	56.4
Total Agrees	219	63.8	60	68.2	296	64.1	87	53.1	662	62.6
Undecided(3)	47	13.7	9	10.2	58	12.5	33	20.1	147	13.9
Disagree(2)	68	19.9	17	19.3	103	22.3	39	23.8	227	21.5
Strongly Disagree(1)	9	2.6	2	2.3	5	1.1	5	3.0	21	2.0
Total Disagrees	77	22.5	19	21.6	108	23.4	44	26.8	248	23.5
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	3.48		3.48		3.45		3.29		3.43	

Statement A-26 There is a greater likelihood that the CPA who renders MAS would possess less objectivity and impartiality in his capacity as the attesting CPA, when compared to the CPA who refrains from rendering MAS.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%

Financial Analysts

Strongly Agree(1)	33	17.1	1	2.2	0	0.0	1	2.9	35	9.5
Agree(2)	139	72.0	20	44.4	29	30.5	4	11.4	192	52.2
Total Agrees	172	89.1	21	46.7	29	30.5	5	14.3	227	61.7
Undecided(3)	15	7.8	13	28.9	14	14.7	5	14.3	47	12.8
Disagree(4)	6	3.1	11	24.4	47	49.5	23	65.7	87	23.6
Strongly Disagree(5)	0	0.0	0	0.0	5	5.3	2	5.7	7	1.9
Total Disagrees	6	3.1	11	24.4	52	54.8	25	71.4	94	25.5
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0

Mean 1.97 2.76 3.29 3.60 2.56

CPAs

Strongly Agree(1)	6	25.0	0	0.0	2	1.0	0	0.0	8	2.8
Agree(2)	16	66.7	3	37.5	16	8.1	2	3.8	37	13.1
Total Agrees	22	91.7	3	37.5	18	9.1	2	3.8	45	15.9
Undecided(3)	0	0.0	0	0.0	11	5.6	2	3.8	13	4.6
Disagree(4)	2	8.3	3	37.5	117	59.1	32	60.4	154	54.4
Strongly Disagree(5)	0	0.0	2	25.0	52	26.2	17	32.1	71	25.1
Total Disagrees	2	8.3	5	62.5	169	85.3	49	92.5	225	79.5
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0

Mean 1.92 3.50 4.02 4.21 3.86

AAA Members

Strongly Agree(1)	24	19.1	2	5.7	1	0.6	1	1.3	28	6.9
Agree(2)	75	59.5	14	40.0	33	19.6	5	6.6	127	31.3
Total Agrees	99	78.6	16	45.7	34	20.2	6	7.9	155	38.2
Undecided(3)	10	7.9	11	31.4	19	11.2	5	6.6	45	11.1
Disagree(4)	17	13.5	8	22.9	91	53.8	52	68.4	168	41.4
Strongly Disagree(5)	0	0.0	0	0.0	25	14.8	13	17.1	38	9.4
Total Disagrees	17	13.5	8	22.9	116	68.6	65	85.5	206	50.7
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0

Mean 2.16 2.71 3.63 3.93 3.15

All Groups

Strongly Agree(1)	63	18.4	3	3.4	3	0.6	2	1.2	71	6.7
Agree(2)	230	67.0	37	42.0	78	16.9	11	6.7	356	33.7
Total Agrees	293	85.4	40	45.4	81	17.5	13	7.9	427	40.4
Undecided(3)	25	7.3	24	27.3	44	9.5	12	7.3	105	9.9
Disagree(4)	25	7.3	22	25.0	255	55.2	107	65.3	409	38.7
Strongly Disagree(5)	0	0.0	2	2.3	82	17.8	32	19.5	116	11.0
Total Disagrees	25	7.3	24	27.3	337	73.0	139	84.8	525	49.7
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0

Mean 2.03 2.81 3.73 3.95 3.14

Statement A-27 The results of previous opinion surveys on the MAS question should be considered as having low validity.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	3	1.6	1	2.2	2	2.1	0	0.0	6	1.6
Agree(4)	7	3.6	3	6.7	8	8.4	4	11.4	22	6.0
Total Agrees	10	5.2	4	8.9	10	10.5	4	11.4	28	7.6
Undecided(3)	161	83.4	34	75.6	68	71.6	21	60.0	284	77.2
Disagree(2)	22	11.4	7	15.6	16	16.8	9	25.7	54	14.7
Strongly Disagree(1)	0	0.0	0	0.0	1	1.1	1	2.9	2	0.5
Total Disagrees	22	11.4	7	15.6	17	17.9	10	28.6	56	15.2
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.95		2.96		2.94		2.80		2.93	
<u>CPAs</u>										
Strongly Agree(5)	1	4.2	0	0.0	2	1.0	2	3.8	5	1.8
Agree(4)	2	8.3	1	12.5	13	6.6	7	13.2	23	8.1
Total Agrees	3	12.5	1	12.5	15	7.6	9	17.0	28	9.9
Undecided(3)	17	70.8	4	50.0	149	75.2	35	66.0	205	72.4
Disagree(2)	4	16.7	3	37.5	32	16.2	8	15.1	47	16.6
Strongly Disagree(1)	0	0.0	0	0.0	2	1.0	1	1.9	3	1.1
Total Disagrees	4	16.7	3	37.5	34	17.2	9	17.0	50	17.7
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	3.00		2.75		2.90		3.02		2.93	
<u>AAA Members</u>										
Strongly Agree(5)	4	3.2	1	2.9	6	3.6	1	1.3	12	3.0
Agree(4)	10	7.9	3	8.6	9	5.3	4	5.3	26	6.4
Total Agrees	14	11.1	4	11.5	15	8.9	5	6.6	38	9.4
Undecided(3)	90	71.4	25	71.4	118	69.8	56	73.7	289	71.2
Disagree(2)	19	15.1	6	17.1	34	20.1	12	15.8	71	17.5
Strongly Disagree(1)	3	2.4	0	0.0	2	1.2	3	3.9	8	2.0
Total Disagrees	22	17.5	6	17.1	36	21.3	15	19.7	79	19.5
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.94		2.97		2.90		2.84		2.91	
<u>All Groups</u>										
Strongly Agree(5)	8	2.3	2	2.3	10	2.2	3	1.8	23	2.2
Agree(4)	19	5.6	7	7.9	30	6.5	15	9.1	71	6.7
Total Agrees	27	7.9	9	10.2	40	8.7	18	11.0	94	8.9
Undecided(3)	268	78.1	63	71.6	335	72.5	112	68.3	778	73.6
Disagree(2)	45	13.1	16	18.2	82	17.7	29	17.7	172	16.3
Strongly Disagree(1)	3	0.9	0	0.0	5	1.1	5	3.0	13	1.2
Total Disagrees	48	14.0	16	18.2	87	18.8	34	20.7	185	17.5
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.95		2.94		2.91		2.89		2.92	

Statement A-28

In general, knowing the CPA's mode of involvement in a MAS engagement is much more important than knowing the type of service which was rendered.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	1	0.5	0	0.0	0	0.0	0	0.0	1	0.3
Agree(4)	59	30.6	8	17.8	32	33.7	12	34.3	111	30.2
Total Agrees	60	31.1	8	17.8	32	33.7	12	34.3	112	30.4
Undecided(3)	89	46.1	24	53.3	35	36.8	12	34.3	160	43.5
Disagree(2)	42	21.8	13	28.9	28	29.5	10	28.5	93	25.3
Strongly Disagree(1)	2	1.0	0	0.0	0	0.0	1	2.9	3	0.8
Total Disagrees	44	22.8	13	28.9	28	29.5	11	31.4	96	26.1
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0

Mean 3.08 2.89 3.04 3.00 3.04

CPAs

Strongly Agree(5)	0	0.0	0	0.0	8	4.0	3	5.7	11	3.9
Agree(4)	5	20.8	1	12.5	50	25.3	14	26.4	70	24.7
Total Agrees	5	20.8	1	12.5	58	29.3	17	32.1	81	28.6
Undecided(3)	8	33.3	1	12.5	63	31.8	21	39.6	93	32.9
Disagree(2)	11	45.8	5	62.5	71	35.9	15	28.3	102	36.0
Strongly Disagree(1)	0	0.0	1	12.5	6	3.0	0	0.0	7	2.5
Total Disagrees	11	45.8	6	75.0	77	38.9	15	28.3	109	38.5
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0

Mean 2.75 2.25 2.91 3.09 2.92

AAA Members

Strongly Agree(5)	3	2.4	0	0.0	5	3.0	4	5.3	12	3.0
Agree(4)	39	30.9	13	37.1	53	31.3	35	46.1	140	34.5
Total Agrees	42	33.3	13	37.1	58	34.3	39	51.3	152	37.5
Undecided(3)	43	34.1	17	48.6	47	27.8	19	25.0	126	31.0
Disagree(2)	36	28.6	5	14.3	55	32.6	17	22.4	113	27.8
Strongly Disagree(1)	5	4.0	0	0.0	9	5.3	1	1.3	15	3.7
Total Disagrees	41	32.6	5	14.3	64	37.9	18	23.7	128	31.5
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0

Mean 2.99 3.23 2.94 3.32 3.05

All Groups

Strongly Agree(5)	4	1.2	0	0.0	13	2.8	7	4.3	24	2.3
Agree(4)	103	30.0	22	25.0	135	29.2	61	37.2	321	30.3
Total Agrees	107	31.2	22	25.0	148	32.0	68	41.5	345	32.6
Undecided(3)	140	40.8	42	47.7	145	31.4	52	31.7	379	35.9
Disagree(2)	89	26.0	23	26.2	154	33.3	42	25.6	308	29.1
Strongly Disagree(1)	7	2.0	1	1.1	15	3.3	2	1.2	25	2.4
Total Disagrees	96	28.0	24	27.3	169	36.6	44	26.8	333	31.5
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0

Mean 3.02 2.97 2.95 3.18 3.01

Statement A-29 Economic forces of the market place should decide the optimum scope of MAS to be rendered by the CPA.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	0	0.0	0	0.0	2	2.1	3	8.6	5	1.4
Agree(4)	13	6.7	7	15.6	33	34.7	9	25.7	62	16.8
Total Agrees	13	6.7	7	15.6	35	36.8	12	34.3	67	18.2
Undecided(3)	36	18.7	9	20.0	19	20.0	5	14.3	69	18.8
Disagree(2)	115	59.6	28	62.2	40	42.1	17	48.5	200	54.3
Strongly Disagree(1)	29	15.0	1	2.2	1	1.1	1	2.9	32	8.7
Total Disagrees	144	74.6	29	64.4	41	43.2	18	51.4	232	63.0
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0

Mean 2.17 2.49 2.95 2.89 2.48

CPAs

Strongly Agree(5)	0	0.0	0	0.0	3	1.5	2	3.8	5	1.8
Agree(4)	3	12.5	0	0.0	36	18.2	12	22.6	51	18.0
Total Agrees	3	12.5	0	0.0	39	19.7	14	26.4	56	19.8
Undecided(3)	4	16.7	1	12.5	25	12.6	9	17.0	39	13.8
Disagree(2)	13	54.2	6	75.0	114	57.6	25	47.2	158	55.8
Strongly Disagree(1)	4	16.7	1	12.5	20	10.1	5	9.4	30	10.6
Total Disagrees	17	70.8	7	87.5	134	67.7	30	56.6	188	66.4
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0

Mean 2.25 2.00 2.43 2.64 2.45

AAA Members

Strongly Agree(5)	3	2.4	0	0.0	6	3.6	6	7.9	15	3.7
Agree(4)	20	15.9	4	11.4	40	23.6	16	21.1	80	19.7
Total Agrees	23	18.3	4	11.4	46	27.2	22	29.0	95	23.4
Undecided(3)	15	11.9	10	28.6	27	16.0	7	9.2	59	14.5
Disagree(2)	63	50.0	15	42.9	75	44.4	44	57.9	197	48.5
Strongly Disagree(1)	25	19.8	6	17.1	21	12.4	3	3.9	55	13.5
Total Disagrees	88	69.8	21	60.0	96	56.8	47	61.8	252	62.1
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0

Mean 2.31 2.34 2.62 2.71 2.51

All Groups

Strongly Agree(5)	3	0.9	0	0.0	11	2.4	11	6.7	25	2.4
Agree(4)	36	10.5	11	12.5	109	23.6	37	22.6	193	18.2
Total Agrees	39	11.4	11	12.5	120	26.0	48	29.3	218	20.6
Undecided(3)	55	16.0	20	22.7	71	15.3	21	12.8	167	15.8
Disagree(2)	191	55.7	49	55.7	229	49.6	86	52.4	555	52.5
Strongly Disagree(1)	58	16.9	8	9.1	42	9.1	9	5.5	117	11.1
Total Disagrees	249	72.6	57	64.8	271	58.7	95	57.9	672	63.6
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0

Mean 2.23 2.39 2.61 2.73 2.48

Statement A-30 A statutory approach, rather than a common law or case-by-case approach should be used for deciding whether a particular MAS may affect the attesting CPA's appearance of independence.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	11	5.7	0	0.0	1	1.1	1	2.9	13	3.5
Agree(2)	75	38.9	13	28.9	18	18.9	7	20.0	113	30.7
Total Agrees	86	44.6	13	28.9	19	20.0	8	22.9	126	34.2
Undecided(3)	63	32.6	19	42.2	22	23.2	11	31.4	115	31.3
Disagree(4)	40	20.7	13	28.9	44	46.3	13	37.1	110	29.9
Strongly Disagree(5)	4	2.1	0	0.0	10	10.5	3	8.6	17	4.6
Total Disagrees	44	22.8	13	28.9	54	56.8	16	45.7	127	34.5
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0

Mean 2.75 3.00 3.46 3.29 3.01

CPAs

Strongly Agree(1)	3	12.5	0	0.0	3	1.5	1	1.9	7	2.5
Agree(2)	4	16.7	2	25.0	18	9.1	5	9.4	29	10.2
Total Agrees	7	29.2	2	25.0	21	10.6	6	11.3	36	12.7
Undecided(3)	7	29.2	2	25.0	20	10.1	5	9.4	34	12.0
Disagree(4)	9	37.5	3	37.5	116	58.6	26	49.1	154	54.4
Strongly Disagree(5)	1	4.2	1	12.5	41	20.7	16	30.2	59	20.9
Total Disagrees	10	41.7	4	50.0	157	79.3	42	79.3	213	75.3
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0

Mean 3.04 3.38 3.88 3.96 3.81

AAA Members

Strongly Agree(1)	10	8.0	1	2.9	3	1.8	1	1.3	15	3.7
Agree(2)	42	33.3	4	11.4	16	9.4	6	7.9	68	16.7
Total Agrees	52	41.3	5	14.3	19	11.2	7	9.2	83	20.4
Undecided(3)	26	20.6	13	37.1	26	15.4	15	19.7	80	19.7
Disagree(4)	42	33.3	13	37.1	92	54.5	47	61.8	194	47.8
Strongly Disagree(5)	6	4.8	4	11.4	32	18.9	7	9.2	49	12.1
Total Disagrees	48	38.1	17	48.6	124	73.4	54	71.1	243	59.9
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0

Mean 2.94 3.43 3.79 3.70 3.48

All Groups

Strongly Agree(1)	24	7.0	1	1.1	7	1.5	3	1.8	35	3.3
Agree(2)	121	35.3	19	21.6	52	11.3	18	11.0	210	19.9
Total Agrees	145	42.3	20	22.7	59	12.8	21	12.8	245	23.2
Undecided(3)	96	28.0	34	38.6	68	14.7	31	18.9	229	21.7
Disagree(4)	91	26.5	29	33.0	252	54.5	86	52.5	458	43.3
Strongly Disagree(5)	11	3.2	5	5.6	83	18.0	26	15.8	125	11.8
Total Disagrees	102	29.7	34	38.6	335	72.5	112	68.3	583	55.1
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0

Mean 2.84 3.20 3.76 3.70 3.40

Statement A-31 There is a conflict between independence and the requirement that the attesting CPA should maintain a confidential relationship between himself and his client.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	16	8.3	1	2.2	3	3.2	2	5.7	22	6.0
Agree(2)	82	42.5	15	33.3	21	22.1	6	17.2	124	33.7
Total Agrees	98	50.8	16	35.6	24	25.3	8	22.9	146	39.7
Undecided(3)	26	13.4	6	13.3	12	12.6	2	5.7	46	12.5
Disagree(4)	61	31.7	22	48.9	54	56.8	21	60.0	158	42.9
Strongly Disagree(5)	8	4.1	1	2.2	5	5.3	4	11.4	18	4.9
Total Disagrees	69	35.8	23	51.1	59	62.1	25	71.4	176	47.8
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.81		3.16		3.39		3.54		3.07	
<u>CPAs</u>										
Strongly Agree(1)	3	12.5	0	0.0	3	1.5	2	3.8	8	2.8
Agree(2)	4	16.7	0	0.0	10	5.1	7	13.2	21	7.4
Total Agrees	7	29.2	0	0.0	13	6.6	9	17.0	29	10.2
Undecided(3)	2	8.3	0	0.0	9	4.5	1	1.9	12	4.2
Disagree(4)	12	50.0	7	87.5	128	64.7	26	49.1	173	61.1
Strongly Disagree(5)	3	12.5	1	12.5	48	24.2	17	32.1	69	24.4
Total Disagrees	15	62.5	8	100.0	176	88.9	43	81.1	242	85.5
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	3.33		4.13		4.05		3.92		3.97	
<u>AAA Members</u>										
Strongly Agree(1)	6	4.8	0	0.0	5	3.0	0	0.0	11	2.7
Agree(2)	35	27.8	8	22.9	27	15.9	9	11.8	79	19.5
Total Agrees	41	32.6	8	22.9	32	18.9	9	11.8	90	22.2
Undecided(3)	9	7.1	5	14.3	12	7.1	6	7.9	32	7.9
Disagree(4)	56	44.4	20	57.1	95	56.2	53	69.7	224	55.2
Strongly Disagree(5)	20	15.9	2	5.7	30	17.8	8	10.5	60	14.8
Total Disagrees	76	60.3	22	62.8	125	74.0	61	80.3	284	70.0
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	3.39		3.46		3.70		3.79		3.60	
<u>All Groups</u>										
Strongly Agree(1)	25	7.3	1	1.1	11	2.4	4	2.4	41	3.9
Agree(2)	121	35.3	23	26.2	58	12.5	22	13.4	224	21.2
Total Agrees	146	42.6	24	27.3	69	14.9	26	15.8	265	25.1
Undecided(3)	37	10.8	11	12.5	33	7.1	9	5.5	90	8.5
Disagree(4)	129	37.6	49	55.7	277	60.0	100	61.0	555	52.5
Strongly Disagree(5)	31	9.0	4	4.5	83	18.0	29	17.7	147	13.9
Total Disagrees	160	46.6	53	60.2	360	78.0	129	78.7	702	66.4
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	3.06		3.36		3.79		3.78		3.51	

Statement A-32 The attesting CPA should disclose the kinds of MAS which he performed for the client during the period covered by the financial statements.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	51	26.4	6	13.3	15	15.8	5	14.3	77	20.9
Agree(2)	126	65.3	27	60.0	59	62.1	22	62.8	234	63.6
Total Agrees	177	91.7	33	73.3	74	77.9	27	77.1	311	84.5
Undecided(3)	12	6.2	8	17.8	7	7.4	2	5.8	29	7.9
Disagree(4)	3	1.6	4	8.9	13	13.7	3	8.6	23	6.3
Strongly Disagree(5)	1	0.5	0	0.0	1	1.1	3	8.6	5	1.4
Total Disagrees	4	2.1	4	8.9	14	14.7	6	17.1	28	7.6
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	1.84		2.22		2.22		2.34		2.04	
<u>CPAs</u>										
Strongly Agree(1)	5	20.8	0	0.0	2	1.0	0	0.0	7	2.5
Agree(2)	11	45.8	6	75.0	28	14.2	10	18.9	55	19.4
Total Agrees	16	66.7	6	75.0	30	15.2	10	18.9	62	21.9
Undecided(3)	2	8.3	2	25.0	20	10.1	9	17.0	33	11.7
Disagree(4)	6	25.0	0	0.0	120	60.6	29	54.7	155	54.8
Strongly Disagree(5)	0	0.0	0	0.0	28	14.1	5	9.4	33	11.7
Total Disagrees	6	25.0	0	0.0	148	74.7	34	64.1	188	66.4
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.37		2.25		3.73		3.55		3.54	
<u>AAA Members</u>										
Strongly Agree(1)	23	18.3	4	11.4	11	6.5	8	10.5	46	11.3
Agree(2)	77	61.1	18	51.4	58	34.3	29	38.2	182	44.8
Total Agrees	100	79.4	22	62.8	69	40.8	37	48.7	228	56.2
Undecided(3)	11	8.7	7	20.0	24	14.2	12	15.8	54	13.3
Disagree(4)	15	11.9	6	17.1	66	39.1	23	30.3	110	27.1
Strongly Disagree(5)	0	0.0	0	0.0	10	5.9	4	5.3	14	3.4
Total Disagrees	15	11.9	6	17.1	76	45.0	27	35.5	124	30.5
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.14		2.43		3.04		2.82		2.67	
<u>All Groups</u>										
Strongly Agree(1)	79	23.0	10	11.4	28	6.1	13	7.9	130	12.3
Agree(2)	214	62.4	51	57.9	145	31.4	61	37.2	471	44.6
Total Agrees	293	85.4	61	69.3	173	37.4	74	45.1	601	56.9
Undecided(3)	25	7.3	17	19.3	51	11.1	23	14.0	116	11.0
Disagree(4)	24	7.0	10	11.4	199	43.1	55	33.6	288	27.2
Strongly Disagree(5)	1	0.3	0	0.0	39	8.4	12	7.3	52	4.9
Total Disagrees	25	7.3	10	11.4	238	51.5	67	40.9	340	32.1
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	1.99		2.31		3.16		2.95		2.68	

Statement A-33 The client's general economic welfare is substantially better served by allowing the attesting CPA to perform MAS for him.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
Financial Analysts										
Strongly Agree(5)	1	0.5	0	0.0	5	5.3	4	11.4	10	2.7
Agree(4)	15	7.8	10	22.2	30	31.6	14	40.0	69	18.8
Total Agrees	16	8.3	10	22.2	35	36.8	18	51.4	79	21.5
Undecided(3)	50	25.9	11	24.4	20	21.1	14	40.0	95	25.8
Disagree(2)	108	56.0	24	53.3	38	40.0	3	8.6	173	47.0
Strongly Disagree(1)	19	9.8	0	0.0	2	2.1	0	0.0	21	5.7
Total Disagrees	127	65.8	24	53.3	40	42.1	3	8.6	194	52.7
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.33		2.69		2.98		3.54		2.66	
CPAs										
Strongly Agree(5)	4	16.7	0	0.0	25	12.6	18	34.0	47	16.6
Agree(4)	4	16.7	4	50.0	108	54.5	30	56.6	146	51.6
Total Agrees	8	33.3	4	50.0	133	67.1	48	90.6	193	68.2
Undecided(3)	3	12.5	2	25.0	32	6.2	4	7.5	41	14.5
Disagree(2)	11	45.8	2	25.0	31	15.7	1	1.9	45	15.9
Strongly Disagree(1)	2	8.3	0	0.0	2	1.0	0	0.0	4	1.4
Total Disagrees	13	54.2	2	25.0	33	16.7	1	1.9	49	17.3
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.87		3.25		3.62		4.23		3.66	
AAA Members										
Strongly Agree(5)	4	3.2	1	2.9	24	14.2	13	17.1	42	10.3
Agree(4)	30	23.8	18	51.4	88	52.1	50	65.8	186	45.8
Total Agrees	34	27.0	19	54.3	112	66.3	63	82.9	228	56.2
Undecided(3)	21	16.7	10	28.6	30	17.7	8	10.5	69	17.0
Disagree(2)	61	48.4	4	11.4	25	14.8	5	6.6	95	23.4
Strongly Disagree(1)	10	7.9	2	5.7	2	1.2	0	0.0	14	3.4
Total Disagrees	71	56.3	6	17.1	27	16.0	5	6.6	109	26.8
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.66		3.34		3.63		3.93		3.36	
All Groups										
Strongly Agree(5)	9	2.6	1	1.1	54	11.7	35	21.4	99	9.4
Agree(4)	49	14.3	32	36.4	226	48.9	94	57.3	401	37.9
Total Agrees	58	16.9	33	37.5	280	60.6	129	78.7	500	47.3
Undecided(3)	74	21.6	23	26.1	82	17.8	26	15.8	205	19.4
Disagree(2)	180	52.5	30	34.1	94	20.3	9	5.5	313	29.6
Strongly Disagree(1)	31	9.0	2	2.3	6	1.3	0	0.0	39	3.7
Total Disagrees	211	61.5	32	36.4	100	21.6	9	5.5	352	33.3
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.49		3.00		3.49		3.95		3.20	

Statement A-34 The pervasive nature of accounting, the academic training and the examination requirement for the CPA certificate should be considered as providing a broad base on which to build a MAS practice.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	1	0.5	0	0.0	4	4.2	0	0.0	5	1.4
Agree(4)	49	25.4	10	22.2	26	27.4	23	65.7	108	29.3
Total Agrees	50	25.9	10	22.2	30	31.6	23	65.7	113	30.7
Undecided(3)	30	15.6	12	26.7	18	18.9	6	17.2	66	17.9
Disagree(2)	89	46.1	22	48.9	40	42.1	5	14.2	156	42.4
Strongly Disagree(1)	24	12.4	1	2.2	7	7.4	1	2.9	33	9.0
Total Disagrees	113	58.5	23	51.1	47	49.5	6	17.1	189	51.4
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.55		2.69		2.79		3.46		2.72	
<u>CPAs</u>										
Strongly Agree(5)	1	4.2	1	12.5	9	4.5	8	15.1	19	6.7
Agree(4)	6	25.0	3	37.5	107	54.1	30	56.6	146	51.6
Total Agrees	7	29.2	4	50.0	116	58.6	38	71.7	165	58.3
Undecided(3)	1	4.2	0	0.0	24	12.1	3	5.7	28	9.9
Disagree(2)	11	45.8	4	50.0	53	26.8	11	20.8	79	27.9
Strongly Disagree(1)	5	20.8	0	0.0	5	2.5	1	1.9	11	3.9
Total Disagrees	16	66.7	4	50.0	58	29.3	12	22.6	90	31.8
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.49		3.13		3.31		3.62		3.29	
<u>AAA Members</u>										
Strongly Agree(5)	3	2.4	1	2.9	15	8.9	11	14.5	30	7.4
Agree(4)	47	37.3	14	40.0	88	52.0	46	60.5	195	48.0
Total Agrees	50	39.7	15	42.9	103	60.9	57	75.0	225	55.4
Undecided(3)	16	12.7	4	11.4	16	9.5	4	5.3	40	9.9
Disagree(2)	45	35.7	14	40.0	42	24.9	14	18.4	115	28.3
Strongly Disagree(1)	15	11.9	2	5.7	8	4.7	1	1.3	26	6.4
Total Disagrees	60	47.6	16	45.7	50	29.6	15	19.7	141	34.7
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.83		2.94		3.36		3.68		3.22	
<u>All Groups</u>										
Strongly Agree(5)	5	1.5	2	2.3	28	6.1	19	11.6	54	5.1
Agree(4)	102	29.7	27	30.7	221	47.8	99	60.4	449	42.5
Total Agrees	107	31.2	29	33.0	249	53.9	118	72.0	503	47.6
Undecided(3)	47	13.7	16	18.1	58	12.6	13	7.9	134	12.7
Disagree(2)	145	42.3	40	45.5	135	29.2	30	18.3	350	33.1
Strongly Disagree(1)	44	12.8	3	3.4	20	4.3	3	1.8	70	6.6
Total Disagrees	189	55.1	43	48.9	155	33.5	33	20.1	420	39.7
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.65		2.83		3.22		3.62		3.06	

Statement A-35 Each CPA is unable to determine for himself whether the area in which he performs a particular MAS would be objectionable to an outside, reasonable observer.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	13	6.7	1	2.2	0	0.0	0	0.0	14	3.8
Agree(2)	111	57.5	13	28.9	30	31.6	6	17.1	160	43.5
Total Agrees	124	64.2	14	31.1	30	31.6	6	17.1	174	47.3
Undecided(3)	25	13.0	10	22.2	21	22.1	6	17.1	62	16.8
Disagree(4)	40	20.7	21	46.7	41	43.1	22	62.9	124	33.7
Strongly Disagree(5)	4	2.1	0	0.0	3	3.2	1	2.9	8	2.2
Total Disagrees	44	22.8	21	46.7	44	46.3	23	65.8	132	35.9
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.54		3.13		3.18		3.51		2.87	
<u>CPAs</u>										
Strongly Agree(1)	5	20.8	0	0.0	0	0.0	3	5.7	8	2.8
Agree(2)	8	33.3	1	12.5	23	11.6	6	11.3	38	13.4
Total Agrees	13	54.2	1	12.5	23	11.6	9	17.0	46	16.2
Undecided(3)	3	12.5	2	25.0	21	10.6	2	3.8	28	9.9
Disagree(4)	8	33.3	5	62.5	135	68.2	31	58.5	179	63.3
Strongly Disagree(5)	0	0.0	0	0.0	19	9.6	11	20.8	30	10.6
Total Disagrees	8	33.3	5	62.5	154	77.8	42	79.2	209	73.9
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.58		3.50		3.76		3.77		3.65	
<u>AAA Members</u>										
Strongly Agree(1)	9	7.1	1	2.9	0	0.0	2	2.6	12	3.0
Agree(2)	72	57.2	9	25.7	34	20.1	9	11.8	124	30.5
Total Agrees	81	64.3	10	28.6	34	20.1	11	14.5	136	33.5
Undecided(3)	14	11.1	12	34.3	20	11.8	11	14.5	57	14.0
Disagree(4)	30	23.8	11	31.4	103	61.0	44	57.9	188	46.3
Strongly Disagree(5)	1	0.8	2	5.7	12	7.1	10	13.2	25	6.2
Total Disagrees	31	24.6	13	37.1	115	68.1	54	71.1	213	52.5
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.54		3.11		3.55		3.67		3.22	
<u>All Groups</u>										
Strongly Agree(1)	27	7.9	2	2.3	0	0.0	5	3.0	34	3.2
Agree(2)	191	55.7	23	26.1	87	18.8	21	12.8	322	30.5
Total Agrees	218	63.6	25	28.4	87	18.8	26	15.8	356	33.7
Undecided(3)	42	12.2	24	27.3	62	13.4	19	11.6	147	13.9
Disagree(4)	78	22.7	37	42.0	279	60.4	97	59.2	491	46.4
Strongly Disagree(5)	5	1.5	2	2.3	34	7.4	22	13.4	63	6.0
Total Disagrees	83	24.2	39	44.3	313	67.8	119	72.6	554	52.4
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.54		3.16		3.56		3.67		3.21	

Statement A-36 Independence should be considered more as a relative,
rather than as an absolute of the CPA.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	4	2.1	1	2.2	3	3.2	0	0.0	8	2.2
Agree(4)	39	20.2	12	26.7	30	31.6	12	34.3	93	25.3
Total Agrees	43	22.3	13	28.9	33	34.7	12	34.3	101	27.4
Undecided(3)	18	9.3	8	17.8	15	15.8	1	2.8	42	11.4
Disagree(2)	104	53.9	23	51.1	36	37.9	18	51.5	181	49.2
Strongly Disagree(1)	28	14.5	1	2.2	11	11.6	4	11.4	44	12.0
Total Disagrees	132	68.4	24	53.3	47	49.5	22	62.9	225	61.2
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.41		2.76		2.77		2.60		2.57	
<u>CPAs</u>										
Strongly Agree(5)	0	0.0	0	0.0	6	3.0	5	9.4	11	3.9
Agree(4)	5	20.8	4	50.0	58	29.3	15	28.3	82	29.0
Total Agrees	5	20.8	4	50.0	64	32.3	20	37.7	93	32.9
Undecided(3)	2	8.3	1	12.5	14	7.1	4	7.5	21	7.4
Disagree(2)	11	45.8	2	25.0	86	43.4	20	37.7	119	42.0
Strongly Disagree(1)	6	25.0	1	12.5	34	17.2	9	17.0	50	17.7
Total Disagrees	17	70.8	3	37.5	120	60.6	29	54.7	169	59.7
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.25		3.00		2.58		2.75		2.59	
<u>AAA Members</u>										
Strongly Agree(5)	2	1.6	1	2.9	8	4.7	4	5.3	15	3.7
Agree(4)	40	31.7	15	42.9	72	42.6	36	47.4	163	40.1
Total Agrees	42	33.3	16	45.7	80	47.3	40	52.7	178	43.8
Undecided(3)	11	8.7	5	14.3	12	7.1	9	11.8	37	9.1
Disagree(2)	52	41.3	12	34.3	57	33.8	22	28.9	143	35.2
Strongly Disagree(1)	21	16.7	2	5.7	20	11.8	5	6.6	48	11.8
Total Disagrees	73	58.0	14	40.0	77	45.6	27	35.5	191	47.0
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.60		3.03		2.95		3.16		2.89	
<u>All Groups</u>										
Strongly Agree(5)	6	1.7	2	2.3	17	3.7	9	5.5	34	3.2
Agree(4)	84	24.5	31	35.2	160	34.6	63	38.4	338	32.0
Total Agrees	90	26.2	33	37.5	177	38.3	72	43.9	372	35.2
Undecided(3)	31	9.1	14	15.9	41	8.9	14	8.5	100	9.5
Disagree(2)	167	48.7	37	42.1	179	38.7	60	36.6	443	41.9
Strongly Disagree(1)	55	16.0	4	4.5	65	14.1	18	11.0	142	13.4
Total Disagrees	222	64.7	41	46.6	244	52.8	78	47.6	585	55.3
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.47		2.89		2.75		2.91		2.70	

Statement A-37 In the typical MAS engagement, it should be expected that the CPA would attempt to persuade his client to adopt the best course of action.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	24	12.4	1	2.2	16	16.8	7	20.0	48	13.0
Agree(2)	129	66.9	41	91.1	61	64.2	23	65.7	254	69.0
Total Agrees	153	79.3	42	93.3	77	81.1	30	85.7	302	82.0
Undecided(3)	22	11.4	2	4.4	6	6.3	0	0.0	30	8.2
Disagree(4)	16	8.3	1	2.2	11	11.6	5	14.3	33	9.0
Strongly Disagree(5)	2	1.0	0	0.0	1	1.1	0	0.0	3	0.8
Total Disagrees	18	9.3	1	2.2	12	12.6	5	14.3	36	9.8
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.19		2.07		2.16		2.09		2.15	
<u>CPAs</u>										
Strongly Agree(1)	5	20.8	0	0.0	29	14.7	10	18.9	44	15.5
Agree(2)	17	70.8	7	87.5	142	71.7	38	71.7	204	72.1
Total Agrees	22	91.7	7	87.5	171	86.4	48	90.6	248	87.6
Undecided(3)	0	0.0	1	12.5	7	3.5	0	0.0	8	2.8
Disagree(4)	2	8.3	0	0.0	17	8.6	4	7.5	23	8.1
Strongly Disagree(5)	0	0.0	0	0.0	3	1.5	1	1.9	4	1.4
Total Disagrees	2	8.3	0	0.0	20	10.1	5	9.4	27	9.5
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	1.96		2.13		2.11		2.02		2.08	
<u>AAA Members</u>										
Strongly Agree(1)	12	9.5	5	14.3	32	19.0	8	10.5	57	14.0
Agree(2)	82	65.1	23	65.7	92	54.4	48	63.2	245	60.3
Total Agrees	94	74.6	28	80.0	124	73.4	56	73.7	302	74.4
Undecided(3)	13	10.3	4	11.4	5	3.0	3	3.9	25	6.2
Disagree(4)	14	11.1	3	8.6	32	18.9	14	18.4	63	15.5
Strongly Disagree(5)	5	4.0	0	0.0	8	4.7	3	3.9	16	3.9
Total Disagrees	19	15.1	3	8.6	40	23.6	17	22.4	79	19.5
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.35		2.14		2.36		2.42		2.35	
<u>All Groups</u>										
Strongly Agree(1)	41	11.9	6	6.8	77	16.7	25	15.2	149	14.1
Agree(2)	228	66.5	71	80.7	295	63.8	109	66.5	703	66.5
Total Agrees	269	78.4	77	87.5	372	80.5	134	81.7	852	80.6
Undecided(3)	35	10.2	7	8.0	18	3.9	3	1.8	63	6.0
Disagree(4)	32	9.4	4	4.5	60	13.0	23	14.0	119	11.2
Strongly Disagree(5)	7	2.0	0	0.0	12	2.6	4	2.4	23	2.2
Total Disagrees	39	11.4	4	4.5	72	15.6	27	16.5	142	13.4
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.23		2.10		2.21		2.22		2.21	

Statement A-38 Entry into the MAS field tends to enhance the reputation of the attesting CPA.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	1	0.5	0	0.0	2	2.1	1	2.9	4	1.1
Agree(4)	37	19.2	11	24.4	28	29.5	25	71.4	101	27.4
Total Agrees	38	19.7	11	24.4	30	31.6	26	74.3	105	28.5
Undecided(3)	49	25.4	18	40.0	32	33.7	4	11.4	103	28.0
Disagree(2)	90	46.6	16	35.6	30	31.6	5	14.3	141	38.3
Strongly Disagree(1)	16	8.3	0	0.0	3	3.2	0	0.0	19	5.2
Total Disagrees	106	54.9	16	35.6	33	34.7	5	14.3	160	43.5
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.57		2.89		2.96		3.63		2.81	
<u>CPAs</u>										
Strongly Agree(5)	0	0.0	0	0.0	5	2.5	7	13.2	12	4.2
Agree(4)	5	20.8	4	50.0	103	52.0	39	73.6	151	53.4
Total Agrees	5	20.8	4	50.0	108	54.5	46	86.8	163	57.6
Undecided(3)	5	20.8	3	37.5	51	25.8	7	13.2	66	23.3
Disagree(2)	11	45.8	0	0.0	36	18.2	0	0.0	47	16.6
Strongly Disagree(1)	3	12.5	1	12.5	3	1.5	0	0.0	7	2.5
Total Disagrees	14	58.3	1	12.5	39	19.7	0	0.0	54	19.1
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.50		3.25		3.36		4.00		3.40	
<u>AAA Members</u>										
Strongly Agree(5)	3	2.4	1	2.9	11	6.5	9	11.8	24	5.9
Agree(4)	40	31.7	15	42.9	95	56.2	54	71.1	204	50.2
Total Agrees	43	34.1	16	45.7	106	62.7	63	82.9	228	56.2
Undecided(3)	34	27.0	13	37.1	33	19.5	10	13.2	90	22.2
Disagree(2)	42	33.3	6	17.1	28	16.6	3	3.9	79	19.5
Strongly Disagree(1)	7	5.6	0	0.0	2	1.2	0	0.0	9	2.2
Total Disagrees	49	38.9	6	17.1	30	17.8	3	3.9	88	21.7
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.92		3.31		3.50		3.91		3.38	
<u>All Groups</u>										
Strongly Agree(5)	4	1.2	1	1.1	18	3.9	17	10.4	40	3.8
Agree(4)	82	23.9	30	34.1	226	48.9	118	71.9	456	43.1
Total Agrees	86	25.1	31	35.2	244	52.8	135	82.3	496	46.9
Undecided(3)	88	25.6	34	38.7	116	25.1	21	12.8	259	24.5
Disagree(2)	143	41.7	22	25.0	94	20.4	8	4.9	267	25.3
Strongly Disagree(1)	26	7.6	1	1.1	8	1.7	0	0.0	35	3.3
Total Disagrees	169	49.3	23	26.1	102	22.1	8	4.9	302	28.6
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.69		3.09		3.33		3.88		3.19	

Statement A-39 If the primary purpose of the attest function is the reporting on past activities and, if the primary purpose of the MAS function is to improve the client's future use of its resources, then there is an inherent contradiction when the CPA performs both functions for the same client.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(1)	19	9.8	0	0.0	0	0.0	0	0.0	19	5.2
Agree(2)	86	44.6	6	13.3	8	8.4	2	5.7	102	27.7
Total Agrees	105	54.4	6	13.3	8	8.4	2	5.7	121	32.9
Undecided(3)	34	17.6	14	31.1	8	8.4	1	2.9	57	15.5
Disagree(4)	54	28.0	25	55.6	66	69.5	27	77.1	172	46.7
Strongly Disagree(5)	0	0.0	0	0.0	13	13.7	5	14.3	18	4.9
Total Disagrees	54	28.0	25	55.6	79	83.2	32	91.4	190	51.6
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.64		3.42		3.88		4.00		3.18	
<u>CPAs</u>										
Strongly Agree(1)	2	8.3	0	0.0	1	0.5	0	0.0	3	1.1
Agree(2)	9	37.5	0	0.0	1	0.5	0	0.0	10	3.5
Total Agrees	11	45.8	0	0.0	2	1.0	0	0.0	13	4.6
Undecided(3)	1	4.2	1	12.5	3	1.5	0	0.0	5	1.8
Disagree(4)	11	45.8	5	62.5	141	71.2	28	52.8	185	65.4
Strongly Disagree(5)	1	4.2	2	25.0	52	26.3	25	47.2	80	28.3
Total Disagrees	12	50.0	7	87.5	193	97.5	53	100.0	265	93.6
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	3.00		4.13		4.22		4.47		4.16	
<u>AAA Members</u>										
Strongly Agree(1)	8	6.4	0	0.0	2	1.2	2	2.6	12	3.0
Agree(2)	57	45.2	4	11.4	3	1.8	3	3.9	67	16.5
Total Agrees	65	51.6	4	11.4	5	3.0	5	6.6	79	19.5
Undecided(3)	12	9.5	10	28.6	8	4.7	1	1.3	31	7.6
Disagree(4)	43	34.1	19	54.3	109	64.5	50	65.8	221	54.4
Strongly Disagree(5)	6	4.8	2	5.7	47	27.8	20	26.3	75	18.5
Total Disagrees	49	38.9	21	60.0	156	92.3	70	92.1	296	72.9
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.86		3.54		4.16		4.09		3.69	
<u>All Groups</u>										
Strongly Agree(1)	29	8.5	0	0.0	3	0.6	2	1.2	34	3.2
Agree(2)	152	44.3	10	11.4	12	2.6	5	3.0	179	16.9
Total Agrees	181	52.8	10	11.4	15	3.2	7	4.3	213	20.1
Undecided(3)	47	13.7	25	28.4	19	4.1	2	1.2	93	8.8
Disagree(4)	108	31.5	49	55.7	316	68.4	105	64.0	578	54.7
Strongly Disagree(5)	7	2.0	4	4.5	112	24.3	50	30.5	173	16.4
Total Disagrees	115	33.5	53	60.2	428	92.7	155	94.5	751	71.1
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.74		3.53		4.13		4.20		3.64	

Statement A-40

In certain kinds of special MAS engagements, the attesting CPA should be allowed to make an impartial, objective opinion (either confirmation or denial) on a judgment that the client has already tentatively reached.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	3	1.6	0	0.0	5	5.3	3	8.6	11	3.0
Agree(4)	86	44.5	26	57.8	68	71.6	26	74.3	206	56.0
Total Agrees	89	46.1	26	57.8	73	76.9	29	82.9	217	59.0
Undecided(3)	66	34.2	15	33.3	14	14.7	4	11.4	99	26.9
Disagree(2)	35	18.1	3	6.7	7	7.4	2	5.7	47	12.8
Strongly Disagree(1)	3	1.6	1	2.2	1	1.1	0	0.0	5	1.3
Total Disagrees	38	19.7	4	8.9	8	8.4	2	5.7	52	14.1
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	3.26		3.47		3.73		3.86		3.46	
<u>CPAs</u>										
Strongly Agree(5)	2	8.3	0	0.0	9	4.5	3	5.7	14	4.9
Agree(4)	9	37.5	4	50.0	107	54.1	38	71.7	158	55.8
Total Agrees	11	45.8	4	50.0	116	58.6	41	77.4	172	60.8
Undecided(3)	6	25.0	4	50.0	47	23.7	8	15.1	65	23.0
Disagree(2)	7	29.2	0	0.0	32	16.2	4	7.5	43	15.2
Strongly Disagree(1)	0	0.0	0	0.0	3	1.5	0	0.0	3	1.1
Total Disagrees	7	29.2	0	0.0	35	17.7	4	7.5	46	16.3
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	3.25		3.50		3.44		3.75		3.48	
<u>AAA Members</u>										
Strongly Agree(5)	3	2.4	0	0.0	12	7.1	9	11.8	24	5.9
Agree(4)	47	37.3	17	48.6	80	47.3	48	63.2	192	47.3
Total Agrees	50	39.7	17	48.6	92	54.4	57	75.0	216	53.2
Undecided(3)	43	34.1	18	51.4	47	27.8	11	14.5	119	29.3
Disagree(2)	26	20.6	0	0.0	26	15.4	8	10.5	60	14.8
Strongly Disagree(1)	7	5.6	0	0.0	4	2.4	0	0.0	11	2.7
Total Disagrees	33	26.2	0	0.0	30	17.8	8	10.5	71	17.5
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	3.10		3.49		3.41		3.76		3.39	
<u>All Groups</u>										
Strongly Agree(5)	8	2.3	0	0.0	26	5.6	15	9.1	49	4.6
Agree(4)	142	41.4	47	53.4	255	55.2	112	68.3	556	52.6
Total Agrees	150	43.7	47	53.4	281	60.8	127	77.4	605	57.2
Undecided(3)	115	33.6	37	42.1	108	23.4	23	14.0	283	26.8
Disagree(2)	68	19.8	3	3.4	65	14.1	14	8.5	150	14.2
Strongly Disagree(1)	10	2.9	1	1.1	8	1.7	0	0.0	19	1.8
Total Disagrees	78	22.7	4	4.5	73	15.8	14	8.5	169	16.0
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	3.20		3.48		3.49		3.78		3.44	

Statement A-41 In a typical MAS engagement, the CPA enters into a formal, structured relationship with his client in which the roles and objectives of each party are clearly identified.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	2	1.0	0	0.0	2	2.1	2	5.7	6	1.6
Agree(4)	46	23.9	9	20.0	38	40.0	15	42.9	108	29.4
Total Agrees	48	24.9	9	20.0	40	42.1	17	48.6	114	31.0
Undecided(3)	81	41.9	26	57.8	31	32.6	9	25.7	147	39.9
Disagree(2)	60	31.1	10	22.2	24	25.3	9	25.7	103	28.0
Strongly Disagree(1)	4	2.1	0	0.0	0	0.0	0	0.0	4	1.1
Total Disagrees	64	33.2	10	22.2	24	25.3	9	25.7	107	29.1
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	2.91		2.98		3.19		3.29		3.02	
<u>CPAs</u>										
Strongly Agree(5)	1	4.2	0	0.0	10	5.1	7	13.2	18	6.4
Agree(4)	3	12.5	3	37.5	116	58.6	27	50.9	149	52.7
Total Agrees	4	16.7	3	37.5	126	63.7	34	64.2	167	59.0
Undecided(3)	4	16.7	2	25.0	26	13.1	5	9.4	37	13.1
Disagree(2)	14	58.3	3	37.5	44	22.2	13	24.5	74	26.1
Strongly Disagree(1)	2	8.3	0	0.0	2	1.0	1	1.9	5	1.8
Total Disagrees	16	66.7	3	37.5	46	23.2	14	26.4	79	27.9
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	2.46		3.00		3.44		3.49		3.36	
<u>AAA Members</u>										
Strongly Agree(5)	3	2.4	0	0.0	8	4.7	6	7.9	17	4.2
Agree(4)	22	17.5	8	22.9	60	35.5	30	39.5	120	29.6
Total Agrees	25	19.9	8	22.9	68	40.2	36	47.4	137	33.7
Undecided(3)	37	29.3	16	45.7	35	20.7	13	17.1	101	24.9
Disagree(2)	59	46.8	11	31.4	64	37.9	26	34.2	160	39.4
Strongly Disagree(1)	5	4.0	0	0.0	2	1.2	1	1.3	8	2.0
Total Disagrees	64	50.8	11	31.4	66	39.1	27	35.5	168	41.4
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	2.67		2.91		3.05		3.18		2.95	
<u>All Groups</u>										
Strongly Agree(5)	6	1.7	0	0.0	20	4.3	15	9.1	41	3.9
Agree(4)	71	20.7	20	22.7	214	46.3	72	43.9	377	35.6
Total Agrees	77	22.4	20	22.7	234	50.6	87	53.0	418	39.5
Undecided(3)	122	35.6	44	50.0	92	19.9	27	16.5	285	27.0
Disagree(2)	133	38.8	24	27.3	132	28.6	48	29.3	337	31.9
Strongly Disagree(1)	11	3.2	0	0.0	4	0.9	2	1.2	17	1.6
Total Disagrees	144	42.0	24	27.3	136	29.5	50	30.5	354	33.5
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	2.79		2.95		3.25		3.30		3.08	

Statement A-42 Practically speaking, in the typical MAS engagement the CPA has no authority to marshall client resources to implement his advisory decisions.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
Strongly Agree(5)	6	3.1	3	6.7	11	11.6	2	5.7	22	6.0
Agree(4)	111	57.5	26	57.8	60	63.2	26	74.3	223	60.6
Total Agrees	117	60.6	29	64.5	71	74.8	28	80.0	245	66.6
Undecided(3)	58	30.1	11	24.4	16	16.8	5	14.3	90	24.5
Disagree(2)	17	8.8	5	11.1	8	8.4	2	5.7	32	8.7
Strongly Disagree(1)	1	0.5	0	0.0	0	0.0	0	0.0	1	0.3
Total Disagrees	18	9.3	5	11.1	8	8.4	2	5.7	33	9.0
Total Responses	193	100.0	45	100.0	95	100.0	35	100.0	368	100.0
Mean	3.54		3.60		3.78		3.80		3.63	
<u>CPAs</u>										
Strongly Agree(5)	2	8.3	1	12.5	25	12.6	12	22.6	40	14.1
Agree(4)	15	62.5	4	50.0	141	71.3	29	54.7	189	66.8
Total Agrees	17	70.8	5	62.5	166	83.9	41	77.4	229	80.9
Undecided(3)	5	20.8	0	0.0	8	4.0	5	9.4	18	6.4
Disagree(2)	2	8.3	3	37.5	22	11.1	6	11.3	33	11.7
Strongly Disagree(1)	0	0.0	0	0.0	2	1.0	1	1.9	3	1.1
Total Disagrees	2	8.3	3	37.5	24	12.1	7	13.2	36	12.7
Total Responses	24	100.0	8	100.0	198	100.0	53	100.0	283	100.0
Mean	3.71		3.38		3.83		3.85		3.81	
<u>AAA Members</u>										
Strongly Agree(5)	11	8.8	2	5.7	30	17.8	11	14.5	54	13.3
Agree(4)	72	57.1	14	40.0	106	62.7	51	67.1	243	59.9
Total Agrees	83	65.9	16	45.7	136	80.5	62	81.6	297	73.2
Undecided(3)	25	19.8	13	37.1	18	10.6	5	6.6	61	15.0
Disagree(2)	18	14.3	5	14.3	15	8.9	8	10.5	46	11.3
Strongly Disagree(1)	0	0.0	1	2.9	0	0.0	1	1.3	2	0.5
Total Disagrees	18	14.3	6	17.1	15	8.9	9	11.8	48	11.8
Total Responses	126	100.0	35	100.0	169	100.0	76	100.0	406	100.0
Mean	3.60		3.31		3.89		3.83		3.74	
<u>All Groups</u>										
Strongly Agree(5)	19	5.5	6	6.8	66	14.3	25	15.2	116	11.0
Agree(4)	198	57.7	44	50.0	307	66.4	106	64.7	655	61.9
Total Agrees	217	63.2	50	56.8	373	80.7	131	79.9	771	72.9
Undecided(3)	88	25.7	24	27.3	42	9.1	15	9.1	169	16.0
Disagree(2)	37	10.8	13	14.8	45	9.8	16	9.8	111	10.5
Strongly Disagree(1)	1	0.3	1	1.1	2	0.4	2	1.2	6	0.6
Total Disagrees	38	11.1	14	15.9	47	10.2	18	11.0	117	11.1
Total Responses	343	100.0	88	100.0	462	100.0	164	100.0	1057	100.0
Mean	3.57		3.47		3.84		3.83		3.72	

APPENDIX H

DISTRIBUTION OF RESPONSES TO MAS AREAS OF PART "B"

**Summary of Respondents' Responses to the MAS Areas
Of Part "B" Given Their Responses to Question C-6**

Response*	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
Financial Analysts										
No MAS in this Area(1)	2865	62.0	457	45.9	965	41.2	270	32.9	4557	51.9
Fact-Gatherer(FG)	875	18.9	250	25.1	370	15.8	136	16.6	1631	18.6
Recommender(REC)	233	5.0	80	8.0	206	8.8	80	9.7	599	6.8
Technical Implementor(TI)	51	1.1	8	0.8	26	1.1	34	4.1	119	1.4
Total One Role Resp.(2)	1159	25.1	338	34.0	602	25.7	250	30.5	2349	26.7
FG & REC	389	8.4	120	12.1	462	19.7	156	19.0	1127	12.8
FG & TI	42	0.9	3	0.3	0	0.0	25	3.0	70	0.8
REC & TI	4	0.1	2	0.2	6	0.3	3	0.4	15	0.2
Total Two Role Resp.(3)	435	9.4	125	12.6	468	20.0	184	22.4	1212	13.8
Three Role Resp.(4)	162	3.5	75	7.5	310	13.2	117	14.3	664	7.6
Total Responses	4621	100.0	995	100.0	2345	100.0	821	100.0	8782	100.0
Unanswered	4		5		5		4		18	
Mean	1.54		1.82		2.05		2.18		1.77	
CPAs										
No MAS in this Area(1)	260	43.4	59	29.5	997	20.3	229	17.6	1545	22.0
Fact-Gatherer(FG)	137	22.9	29	14.5	892	18.2	173	13.3	1231	17.6
Recommender(REC)	37	6.2	8	4.0	519	10.6	142	10.9	706	10.1
Technical Implementor(TI)	11	1.8	14	7.0	131	2.7	38	2.9	194	2.8
Total One Role Resp.(2)	185	30.9	51	25.5	1542	31.4	353	27.2	2131	30.4
FG & REC	83	13.9	63	31.5	1094	22.3	289	22.2	1529	21.8
FG & TI	17	2.8	3	1.5	72	1.5	16	1.2	108	1.5
REC & TI	0	0.0	1	0.5	15	0.3	4	0.3	20	0.3
Total Two Role Resp.(3)	100	16.7	67	33.5	1181	24.0	309	23.8	1657	23.6
Three Role Resp.(4)	53	8.9	23	11.5	1192	24.3	408	31.4	1676	23.9
Total Responses	598	100.0	200	100.0	4912	100.0	1299	100.0	7009	100.0
Unanswered	2		0		13		1		16	
Mean	1.91		2.27		2.52		2.69		2.49	
AAA Members										
No MAS in this Area(1)	1553	50.1	277	34.7	957	22.8	477	25.2	3264	32.7
Fact-Gatherer(FG)	730	23.6	106	13.3	890	21.2	352	18.6	2078	20.8
Recommender (REC)	183	5.9	130	16.3	472	11.3	210	11.1	995	10.0
Technical Implementor(TI)	84	2.7	58	7.3	90	2.1	56	3.0	288	2.9
Total One Role Resp.(2)	997	32.2	294	36.8	1452	34.7	618	32.6	3361	33.7
FG & REC	375	12.1	192	24.1	1038	24.8	438	23.1	2043	20.5
FG & TI	12	0.4	13	1.6	17	0.4	10	0.5	52	0.5
REC & TI	11	0.4	2	0.3	12	0.3	25	1.3	50	0.5
Total Two Role Resp.(3)	398	12.9	207	25.9	1067	25.5	473	24.9	2145	21.5
Three Role Resp.(4)	149	4.8	20	2.5	714	17.0	328	17.3	1211	12.1
Total Responses	3097	100.0	798	100.0	4190	100.0	1896	100.0	9981	100.0
Unanswered	3		2		10		4		19	
Mean	1.72		1.96		2.37		2.34		2.13	
All Groups										
No MAS in this Area(1)	4678	56.3	793	39.8	2919	25.5	976	24.3	9366	36.3
Fact-Gatherer(FG)	1742	20.9	385	19.3	2152	18.8	661	16.5	4940	19.2
Recommender(REC)	453	5.4	218	10.9	1197	10.5	432	10.8	2300	8.9
Technical Implementor(TI)	146	1.8	80	4.0	247	2.2	128	3.2	601	2.3
Total One Role Resp.(2)	2341	28.2	683	34.3	3596	31.4	1221	30.4	7841	30.4
FG & REC	847	10.2	375	18.8	2594	22.7	883	22.0	4699	18.2
FG & TI	71	0.9	19	1.0	89	0.8	51	1.3	230	0.9
REC & TI	15	0.2	5	0.3	33	0.3	32	0.8	85	0.4
Total Two Role Resp.(3)	933	11.2	399	20.0	2716	23.7	966	24.1	5014	19.5
Three Role Resp.(4)	364	4.4	118	5.9	2216	19.4	853	21.2	3551	13.8
Total Responses	8316	100.0	1993	100.0	11447	100.0	4016	100.0	25772	100.0
Unanswered	9		7		28		9		53	
Mean	1.64		1.92		2.37		2.42		2.11	

* Throughout Appendix H the Mean Response can range from 1 to 4. The higher the value the more favorable the responses are to the attesting CPA's involvement in MAS. The responses are scored according to the numbers in the parentheses.

Area B-1 Accounting Machine and Office Equipment Studies

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
Financial Analysts										
No MAS in this Area(1)	54	29.2	4	10.0	13	13.8	6	18.2	77	21.9
Fact-Gatherer(FG)	45	24.3	9	22.5	11	11.7	3	9.1	68	19.3
Recommender(REC)	27	14.6	7	17.5	16	17.0	2	6.1	52	14.8
Technical Implementor(TI)	5	2.7	1	2.5	0	0.0	5	15.2	11	3.1
Total One Role Resp.(2)	77	41.6	17	42.5	27	28.7	10	30.3	131	37.2
FG & REC	36	19.5	6	15.0	26	27.7	6	18.2	74	21.0
FG & TI	3	1.6	2	5.0	0	0.0	1	3.0	6	1.7
REC & TI	1	0.5	0	0.0	2	2.1	0	0.0	3	0.9
Total Two Role Resp.(3)	40	21.6	8	20.0	28	29.8	7	21.2	83	23.6
Three Role Resp.(4)	14	7.6	11	27.5	26	27.7	10	30.3	61	17.3
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	2.08		2.65		2.71		2.64		2.36	
CPAs										
No MAS in this Area(1)	3	12.5	0	0.0	6	3.0	0	0.0	9	3.2
Fact-Gatherer(FG)	3	12.5	0	0.0	10	5.1	3	5.8	16	5.7
Recommender(REC)	3	12.5	0	0.0	27	13.7	9	17.3	39	13.9
Technical Implementor(TI)	2	8.3	1	12.5	11	5.6	3	5.8	17	6.0
Total One Role Resp.(2)	8	33.3	1	12.5	48	24.4	15	28.8	72	25.6
FG & REC	7	29.2	6	75.0	40	20.3	7	13.5	60	21.4
FG & TI	0	0.0	0	0.0	2	1.0	1	1.9	3	1.1
REC & TI	0	0.0	0	0.0	2	1.0	0	0.0	2	0.7
Total Two Role Resp.(3)	7	29.2	6	75.0	44	22.3	8	15.4	65	23.1
Three Role Resp.(4)	6	25.0	1	12.5	99	50.3	29	55.8	135	48.0
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	2.67		3.00		3.20		3.27		3.16	
AAA Members										
No MAS in this Area(1)	31	25.0	3	9.4	8	4.8	7	9.2	49	12.3
Fact-Gatherer(FG)	30	24.2	4	12.5	16	9.5	12	15.8	62	15.5
Recommender(REC)	16	12.9	7	21.9	31	18.5	12	15.8	66	16.5
Technical Implementor(TI)	7	5.6	4	12.5	7	4.2	2	2.6	20	5.0
Total One Role Resp.(2)	53	42.7	15	46.9	54	32.1	26	34.2	148	37.0
FG & REC	27	21.8	9	28.1	40	23.8	16	21.1	92	23.0
FG & TI	0	0.0	1	3.1	2	1.2	1	1.3	4	1.0
REC & TI	0	0.0	1	3.1	1	0.6	2	2.6	4	1.0
Total Two Role Resp.(3)	27	21.8	11	34.4	43	25.6	19	25.0	100	25.0
Three Role Resp.(4)	13	10.5	3	9.4	63	37.5	24	31.6	103	25.8
Total Responses	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
Mean	2.18		2.44		2.96		2.79		2.64	
All Groups										
No MAS in this Area(1)	88	26.4	7	8.8	27	5.9	13	8.1	135	13.1
Fact-Gatherer(FG)	78	23.4	13	16.3	37	8.1	18	11.2	146	14.1
Recommender(REC)	46	13.8	14	17.5	74	16.1	23	14.3	157	15.2
Technical Implementor(TI)	14	4.2	6	7.5	18	3.9	10	6.2	48	4.7
Total One Role Resp.(2)	138	41.4	33	41.3	129	28.1	51	31.7	351	34.0
FG & REC	70	21.0	21	26.3	106	23.1	29	18.0	226	21.9
FG & TI	3	0.9	3	3.8	4	0.9	3	1.9	13	1.2
REC & TI	1	0.3	1	1.3	5	1.1	2	1.2	9	0.9
Total Two Role Resp.(3)	74	22.2	25	31.3	115	25.1	34	21.1	248	24.0
Three Role Resp.(4)	33	9.9	15	18.8	188	41.0	63	39.1	299	28.9
Total Responses	333	100.0	80	100.0	459	100.0	161	100.0	1033	100.0
Mean	2.16		2.60		3.01		2.91		2.69	

Area B-2 Arbitration (Commercial or Labor)

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	172	93.5	30	75.0	83	88.3	23	71.9	308	88.0
Fact-Gatherer(FG)	6	3.3	8	20.0	4	4.3	4	12.5	22	6.3
Recommender(REC)	1	0.5	0	0.0	1	1.1	0	0.0	2	0.6
Technical Implementor(TI)	1	0.5	0	0.0	0	0.0	1	3.1	2	0.6
Total One Role Resp.(2)	8	4.3	8	20.0	5	5.3	5	15.6	26	7.4
FG & REC	3	1.6	2	5.0	2	2.1	2	6.3	9	2.6
FG & TI	1	0.5	0	0.0	0	0.0	0	0.0	1	0.3
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	4	2.2	2	5.0	2	2.1	2	6.3	10	2.9
Three Role Resp.(4)	0	0.0	0	0.0	4	4.3	2	6.3	6	1.7
Total Responses	184	100.0	40	100.0	94	100.0	32	100.0	350	100.0
Mean	1.09		1.30		1.22		1.47		1.18	
<u>CPAs</u>										
No MAS in this Area(1)	20	83.3	7	87.5	147	75.0	30	57.7	204	72.9
Fact-Gatherer(FG)	3	12.5	0	0.0	27	13.8	8	15.4	38	13.6
Recommender(REC)	0	0.0	0	0.0	6	3.1	0	0.0	6	2.1
Technical Implementor(TI)	0	0.0	0	0.0	1	0.5	1	1.9	2	0.7
Total One Role Resp.(2)	3	12.5	0	0.0	34	17.3	9	17.3	46	16.4
FG & REC	0	0.0	1	12.5	9	4.6	8	15.4	18	6.4
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	0	0.0	1	12.5	9	4.6	8	15.4	18	6.4
Three Role Resp.(4)	1	4.2	0	0.0	6	3.1	5	9.6	12	4.3
Total Responses	24	100.0	8	100.0	196	100.0	52	100.0	280	100.0
Mean	1.25		1.25		1.36		1.77		1.42	
<u>AAA Members</u>										
No MAS in this Area(1)	101	81.5	22	68.8	118	70.2	60	78.9	301	75.3
Fact-Gatherer(FG)	20	16.1	3	9.4	35	20.8	8	10.5	66	16.5
Recommender(REC)	3	2.4	3	9.4	5	3.0	1	1.3	12	3.0
Technical Implementor(TI)	0	0.0	1	3.1	1	0.6	1	1.3	3	0.8
Total One Role Resp.(2)	23	18.5	7	21.9	41	24.4	10	13.2	81	20.3
FG & REC	0	0.0	3	9.4	4	2.4	4	5.3	11	2.8
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	0	0.0	3	9.4	4	2.4	4	5.3	11	2.8
Three Role Resp.(4)	0	0.0	0	0.0	5	3.0	2	2.6	7	1.8
Total Responses	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
Mean	1.19		1.41		1.38		1.32		1.31	
<u>All Groups</u>										
No MAS in this Area(1)	293	88.3	59	73.8	348	76.0	113	70.6	813	78.9
Fact-Gatherer(FG)	29	8.7	11	13.8	66	14.4	20	12.5	126	12.2
Recommender(REC)	4	1.2	3	3.8	12	2.6	1	0.6	20	2.0
Technical Implementor(TI)	1	0.3	1	1.3	2	0.4	3	1.9	7	0.7
Total One Role Resp.(2)	34	10.2	15	18.8	80	17.5	24	15.0	153	14.9
FG & REC	3	0.9	6	7.5	15	3.3	14	8.8	38	3.7
FG & TI	1	0.3	0	0.0	0	0.0	0	0.0	1	0.1
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	4	1.2	6	7.5	15	3.3	14	8.8	39	3.8
Three Role Resp.(4)	1	0.3	0	0.0	15	3.3	9	5.6	25	2.4
Total Responses	332	100.0	80	100.0	458	100.0	160	100.0	1030	100.0
Mean	1.14		1.34		1.34		1.49		1.30	

Area B-3 Business Acquisitions (Purchase Investigations)

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	71	38.4	7	17.9	12	12.8	3	9.1	93	26.5
Fact-Gatherer(FG)	78	42.2	22	56.4	35	37.2	7	21.2	142	40.4
Recommender(REC)	7	3.8	3	7.7	9	9.6	7	21.2	26	7.4
Technical Implementor(TI)	3	1.6	0	0.0	1	1.1	0	0.0	4	1.1
Total One Role Resp.(2)	88	47.6	25	64.1	45	47.9	14	42.4	172	49.0
FG & REC	14	7.6	5	12.8	26	27.7	8	24.2	53	15.1
FG & TI	6	3.2	0	0.0	0	0.0	3	9.1	9	2.6
REC & TI	0	0.0	0	0.0	1	1.1	1	3.0	2	0.6
Total Two Role Resp.(3)	20	10.8	5	12.8	27	28.7	12	36.4	64	18.2
Three Role Resp.(4)	6	3.2	2	5.1	10	10.6	4	12.1	22	6.3
Total Responses	185	100.0	39	100.0	94	100.0	33	100.0	351	100.0
Mean	1.79		2.05		2.37		2.52		2.04	
<u>CPAs</u>										
No MAS in this Area(1)	4	16.7	0	0.0	2	1.0	0	0.0	6	2.1
Fact-Gatherer(FG)	11	45.8	4	50.0	68	34.5	11	21.2	94	33.5
Recommender(REC)	3	12.5	1	12.5	16	8.1	7	13.5	27	9.6
Technical Implementor(TI)	0	0.0	0	0.0	3	1.5	2	3.8	5	1.8
Total One Role Resp.(2)	14	58.3	5	62.5	87	44.2	20	38.5	126	44.8
FG & REC	3	12.5	1	12.5	53	26.9	14	26.9	71	25.3
FG & TI	2	8.3	2	25.0	15	7.6	0	0.0	19	6.8
REC & TI	0	0.0	0	0.0	1	0.5	1	1.9	2	0.7
Total Two Role Resp.(3)	5	20.8	3	37.5	69	35.0	15	28.8	92	32.7
Three Role Resp.(4)	1	4.2	0	0.0	39	19.8	17	32.7	57	20.3
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	2.13		2.38		2.74		2.94		2.71	
<u>AAA Members</u>										
No MAS in this Area(1)	43	34.7	4	12.9	11	6.5	3	3.9	61	15.3
Fact-Gatherer(FG)	46	37.1	8	25.8	53	31.5	18	23.7	125	31.3
Recommender(REC)	7	5.6	6	19.4	19	11.3	13	17.1	45	11.3
Technical Implementor(TI)	2	1.6	2	6.5	2	1.2	3	3.9	9	2.3
Total One Role Resp.(2)	55	44.4	16	51.6	74	44.0	34	44.7	179	44.9
FG & REC	16	12.9	9	29.0	50	29.8	22	28.9	97	24.3
FG & TI	4	3.2	2	6.5	0	0.0	1	1.3	7	1.8
REC & TI	1	0.8	0	0.0	1	0.6	2	2.6	4	1.0
Total Two Role Resp.(3)	21	16.9	11	35.5	51	30.4	25	32.9	108	27.1
Three Role Resp.(4)	5	4.0	0	0.0	32	19.0	14	18.4	51	12.8
Total Responses	124	100.0	31	100.0	168	100.0	76	100.0	399	100.0
Mean	1.90		2.23		2.62		2.66		2.37	
<u>All Groups</u>										
No MAS in this Area(1)	118	35.4	11	14.1	25	5.4	6	3.7	160	15.5
Fact-Gatherer(FG)	135	40.5	34	43.6	156	34.0	36	22.4	361	35.0
Recommender(REC)	17	5.1	10	12.8	44	9.6	27	16.8	98	9.5
Technical Implementor(TI)	5	1.5	2	2.6	6	1.3	5	3.1	18	1.8
Total One Role Resp.(2)	157	47.1	46	59.0	206	44.9	68	42.2	477	46.3
FG & REC	33	9.9	15	19.2	129	28.1	44	27.3	221	21.4
FG & TI	12	3.6	4	5.1	15	3.3	4	2.5	35	3.4
REC & TI	1	0.3	0	0.0	3	0.7	4	2.5	8	0.8
Total Two Role Resp.(3)	46	13.8	19	24.4	147	32.0	52	32.3	264	25.6
Three Role Resp.(4)	12	3.6	2	2.6	81	17.6	35	21.7	130	12.6
Total Responses	333	100.0	78	100.0	459	100.0	161	100.0	1031	100.0
Mean	1.86		2.15		2.62		2.72		2.35	

Area B-4 Clerical Work Simplification, Methods, Forms

Response	DET		NDV		HNS		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	62	33.5	6	15.0	11	11.7	3	9.1	82	23.3
Fact-Gatherer(FG)	21	11.4	3	7.5	7	7.4	2	6.1	33	9.4
Recommender(REC)	37	20.0	8	20.0	17	18.1	6	18.2	68	19.3
Technical Implementor(TI)	8	4.3	2	5.0	3	3.2	4	12.1	17	4.8
Total One Role Resp.(2)	66	35.7	13	32.5	27	28.7	12	36.4	118	33.5
FG & REC	32	17.3	7	17.5	24	25.5	10	30.3	73	20.7
FG & TI	4	2.2	0	0.0	0	0.0	1	3.0	5	1.4
REC & TI	1	0.5	0	0.0	2	2.1	0	0.0	3	0.9
Total Two Role Resp.(3)	37	20.0	7	17.5	26	27.7	11	33.3	81	23.0
Three Role Resp.(4)	20	10.8	14	35.0	30	31.9	7	21.2	71	20.2
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	2.08		2.73		2.80		2.67		2.40	
<u>CPAs</u>										
No MAS in this Area(1)	2	8.3	0	0.0	0	0.0	2	3.8	4	1.4
Fact-Gatherer(FG)	3	12.5	1	12.5	5	2.5	1	1.9	10	3.6
Recommender(REC)	5	20.8	0	0.0	26	13.2	8	15.4	39	13.9
Technical Implementor(TI)	0	0.0	1	12.5	15	7.6	5	9.6	21	7.5
Total One Role Resp.(2)	8	33.3	2	25.0	46	23.4	14	26.9	70	24.9
FG & REC	4	16.7	1	12.5	38	19.3	5	9.6	48	17.1
FG & TI	1	4.2	0	0.0	1	0.5	1	1.9	3	1.1
REC & TI	0	0.0	1	12.5	2	1.0	0	0.0	3	1.1
Total Two Role Resp.(3)	5	20.8	2	25.0	41	20.8	6	11.5	54	19.2
Three Role Resp.(4)	9	37.5	4	50.0	110	55.8	30	57.7	153	54.4
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	2.88		3.25		3.32		3.23		3.27	
<u>AAA Members</u>										
No MAS in this Area(1)	35	28.2	2	6.3	5	3.0	5	6.6	47	11.8
Fact-Gatherer(FG)	18	14.5	1	3.1	15	8.9	6	7.9	40	10.0
Recommender(REC)	19	15.3	10	31.3	30	17.9	13	17.1	72	18.0
Technical Implementor(TI)	8	6.5	2	6.3	11	6.5	5	6.6	26	6.5
Total One Role Resp.(2)	45	36.3	13	40.6	56	33.3	24	31.6	138	34.5
FG & REC	25	20.2	11	34.4	36	21.4	18	23.7	90	22.5
FG & TI	1	0.8	0	0.0	2	1.2	0	0.0	3	0.8
REC & TI	0	0.0	0	0.0	3	1.8	2	2.6	5	1.3
Total Two Role Resp.(3)	26	21.0	11	34.4	41	24.4	20	26.3	98	24.5
Three Role Resp.(4)	18	14.5	6	18.8	66	39.3	27	35.5	117	29.3
Total Responses	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
Mean	2.22		2.66		3.00		2.91		2.71	
<u>All Groups</u>										
No MAS in this Area(1)	99	29.7	8	10.0	16	3.5	10	6.2	133	12.9
Fact-Gatherer(FG)	42	12.6	5	6.3	27	5.9	9	5.6	83	8.0
Recommender(REC)	61	18.3	18	22.4	73	15.9	27	16.8	179	17.3
Technical Implementor(TI)	16	4.8	5	6.3	29	6.3	14	8.7	64	6.2
Total One Role Resp.(2)	119	35.7	28	35.0	129	28.1	50	31.1	326	31.5
FG & REC	61	18.3	19	23.8	98	21.4	33	20.5	211	20.4
FG & TI	6	1.8	0	0.0	3	0.7	2	1.2	11	1.1
REC & TI	1	0.3	1	1.3	7	1.5	2	1.2	11	1.1
Total Two Role Resp.(3)	68	20.4	20	25.0	108	23.5	37	23.0	233	22.6
Three Role Resp.(4)	47	14.1	24	30.0	206	44.9	64	39.8	341	33.0
Total Responses	333	100.0	80	100.0	459	100.0	161	100.0	1033	100.0
Mean	2.19		2.75		3.10		2.96		2.76	

Area B-5 Collective Bargaining, Labor Negotiation Studies

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	155	83.8	30	75.0	74	78.7	21	63.6	280	79.5
Fact-Gatherer(FG)	24	13.0	8	20.0	12	12.8	8	24.2	52	14.8
Recommender(REC)	2	1.1	1	2.5	1	1.1	1	3.0	5	1.4
Technical Implementor(TI)	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total One Role Resp.(2)	26	14.1	9	22.5	13	13.8	9	27.3	57	16.2
FG & REC	4	2.2	1	2.5	4	4.3	2	6.1	11	3.1
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	4	2.2	1	2.5	4	4.3	2	6.1	11	3.1
Three Role Resp.(4)	0	0.0	0	0.0	3	3.2	1	3.0	4	1.1
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	1.18		1.28		1.32		1.48		1.26	
<u>CPAs</u>										
No MAS in this Area(1)	22	91.7	6	75.0	127	64.5	29	55.8	184	65.5
Fact-Gatherer(FG)	1	4.2	1	12.5	46	23.4	9	17.3	57	20.3
Recommender(REC)	0	0.0	0	0.0	4	2.0	1	1.9	5	1.8
Technical Implementor(TI)	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total One Role Resp.(2)	1	4.2	1	12.5	50	25.4	10	19.2	62	22.1
FG & REC	0	0.0	1	12.5	13	6.6	9	17.3	23	8.2
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	0	0.0	1	12.5	13	6.6	9	17.3	23	8.2
Three Role Resp.(4)	1	4.2	0	0.0	7	3.6	4	7.7	12	4.3
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	1.17		1.38		1.49		1.77		1.51	
<u>AAA Members</u>										
No MAS in this Area(1)	94	75.8	22	68.8	103	61.3	52	68.4	271	67.8
Fact-Gatherer(FG)	25	20.2	4	12.5	41	24.4	12	15.8	82	20.5
Recommender(REC)	2	1.6	2	6.3	7	4.2	1	1.3	12	3.0
Technical Implementor(TI)	0	0.0	2	6.3	1	0.6	0	0.0	3	0.8
Total One Role Resp.(2)	27	21.8	8	25.0	49	29.2	13	17.1	97	24.3
FG & REC	3	2.4	2	6.3	12	7.1	8	10.5	25	6.3
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	3	2.4	2	6.3	12	7.1	8	10.5	25	6.3
Three Role Resp.(4)	0	0.0	0	0.0	4	2.4	3	3.9	7	1.8
Total Responses	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
Mean	1.27		1.38		1.51		1.50		1.42	
<u>All Groups</u>										
No MAS in this Area(1)	271	81.4	58	72.5	304	66.2	102	63.4	735	71.2
Fact-Gatherer(FG)	50	15.0	13	16.3	99	21.6	29	18.0	191	18.5
Recommender(REC)	4	1.2	3	3.8	12	2.6	3	1.9	22	2.1
Technical Implementor(TI)	0	0.0	2	2.5	1	0.2	0	0.0	3	0.3
Total One Role Resp.(2)	54	16.2	18	22.5	112	24.4	32	19.9	216	20.9
FG & REC	7	2.1	4	5.0	29	6.3	19	11.8	59	5.7
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	7	2.1	4	5.0	29	6.3	19	11.8	59	5.7
Three Role Resp.(4)	1	0.3	0	0.0	14	3.1	8	5.0	23	2.2
Total Responses	333	100.0	80	100.0	459	100.0	161	100.0	1033	100.0
Mean	1.21		1.33		1.46		1.58		1.39	

Area B-6 Computer Systems and Applications

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	70	37.8	4	10.3	17	18.1	0	0.0	91	25.9
Fact-Gatherer(FG)	39	21.1	7	17.9	9	9.6	4	12.1	59	16.8
Recommender(REC)	21	11.4	7	17.9	15	16.0	6	18.2	49	14.0
Technical Implementor(TI)	5	2.7	1	2.6	2	2.1	4	12.1	12	3.4
Total One Role Resp.(2)	65	35.1	15	38.5	26	27.7	14	42.4	120	34.2
FG & REC	35	18.9	7	17.9	29	30.9	6	18.2	77	21.9
FG & TI	2	1.1	1	2.6	0	0.0	4	12.1	7	2.0
REC & TI	1	0.5	0	0.0	0	0.0	0	0.0	1	0.3
Total Two Role Resp.(3)	38	20.5	8	20.5	29	30.9	10	30.3	85	24.2
Three Role Resp.(4)	12	6.5	12	30.8	22	23.4	9	27.3	55	15.7
Total Responses	185	100.0	39	100.0	94	100.0	33	100.0	351	100.0
Mean	1.96		2.72		2.60		2.85		2.30	
<u>CPAs</u>										
No MAS in this Area(1)	4	16.7	0	0.0	2	1.0	1	1.9	7	2.5
Fact-Gatherer(FG)	6	25.0	1	12.5	12	6.1	6	11.5	25	8.9
Recommender(REC)	3	12.5	0	0.0	27	13.7	9	17.3	39	13.9
Technical Implementor(TI)	1	4.2	0	0.0	14	7.1	1	1.9	16	5.7
Total One Role Resp.(2)	10	41.7	1	12.5	53	26.9	16	30.8	80	28.5
FG & REC	5	20.8	5	62.5	30	15.2	4	7.7	44	15.7
FG & TI	0	0.0	0	0.0	2	1.0	1	1.9	3	1.1
REC & TI	0	0.0	0	0.0	3	1.5	0	0.0	3	1.1
Total Two Role Resp.(3)	5	20.8	5	62.5	35	17.8	5	9.6	50	17.8
Three Role Resp.(4)	5	20.8	2	25.0	107	54.3	30	57.7	144	51.2
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	2.46		3.13		3.25		3.23		3.18	
<u>AAA Members</u>										
No MAS in this Area(1)	38	30.9	2	6.3	2	1.2	3	3.9	45	11.3
Fact-Gatherer(FG)	25	20.3	3	9.4	19	11.3	7	9.2	54	13.5
Recommender(REC)	16	13.0	9	28.1	30	17.9	12	15.8	67	16.8
Technical Implementor(TI)	4	3.3	3	9.4	11	6.5	4	5.3	22	5.5
Total One Role Resp.(2)	45	36.6	15	46.9	60	35.7	23	30.3	143	35.8
FG & REC	21	17.1	12	37.5	43	25.6	18	23.7	94	23.6
FG & TI	1	0.8	1	3.1	3	1.8	2	2.6	7	1.8
REC & TI	1	0.8	0	0.0	0	0.0	0	0.0	1	0.3
Total Two Role Resp.(3)	23	18.7	13	40.6	46	27.4	20	26.3	102	25.6
Three Role Resp.(4)	17	13.8	2	6.3	60	35.7	30	39.5	109	27.3
Total Responses	123	100.0	32	100.0	168	100.0	76	100.0	399	100.0
Mean	2.15		2.47		2.98		3.01		2.69	
<u>All Groups</u>										
No MAS in this Area(1)	112	33.7	6	7.6	21	4.6	4	2.5	143	13.9
Fact-Gatherer(FG)	70	21.1	11	13.9	40	8.7	17	10.6	138	13.4
Recommender(REC)	40	12.0	16	20.2	72	15.7	27	16.8	155	15.0
Technical Implementor(TI)	10	3.0	4	5.1	27	5.9	9	5.6	50	4.9
Total One Role Resp.(2)	120	36.1	31	39.2	139	30.3	53	32.9	343	33.3
FG & REC	61	18.4	24	30.4	102	22.2	28	17.4	215	20.9
FG & TI	3	0.9	2	2.5	5	1.1	7	4.3	17	1.6
REC & TI	2	0.6	0	0.0	3	0.7	0	0.0	5	0.5
Total Two Role Resp.(3)	66	19.9	26	32.9	110	24.0	35	21.7	237	23.0
Three Role Resp.(4)	34	10.2	16	20.2	189	41.2	69	42.9	308	29.8
Total Responses	332	100.0	79	100.0	459	100.0	161	100.0	1031	100.0
Mean	2.07		2.66		3.02		3.05		2.69	

Area B-7 Cost Allocation Studies

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	52	28.1	3	7.5	4	4.3	0	0.0	59	16.8
Fact-Gatherer(FG)	56	30.3	13	32.5	15	15.9	4	12.1	88	25.0
Recommender(REC)	18	9.7	6	15.0	14	14.9	5	15.2	43	12.2
Technical Implementor(TI)	2	1.1	1	2.5	3	3.2	3	9.1	9	2.6
Total One Role Resp.(2)	76	41.1	20	50.0	32	34.0	12	36.4	140	39.8
FG & REC	37	20.0	7	17.5	24	25.5	11	33.3	79	22.4
FG & TI	2	1.1	0	0.0	0	0.0	0	0.0	2	0.6
REC & TI	0	0.0	1	2.5	0	0.0	0	0.0	1	0.3
Total Two Role Resp.(3)	39	21.1	8	20.0	24	25.5	11	33.3	82	23.3
Three Role Resp.(4)	18	9.7	9	22.5	34	36.2	10	30.3	71	20.2
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	2.12		2.56		2.94		2.94		2.47	
<u>CPAs</u>										
No MAS in this Area(1)	5	20.8	0	0.0	2	1.0	0	0.0	7	2.5
Fact-Gatherer(FG)	6	25.0	1	12.5	29	14.7	6	11.5	42	14.9
Recommender(REC)	3	12.5	0	0.0	18	9.1	5	9.6	26	9.3
Technical Implementor(TI)	1	4.2	1	12.5	10	5.1	4	7.7	16	5.7
Total One Role Resp.(2)	10	41.7	2	25.0	57	28.9	15	28.8	84	29.9
FG & REC	4	16.7	2	25.0	58	29.4	9	17.3	73	26.0
FG & TI	0	0.0	0	0.0	2	1.0	2	3.8	4	1.4
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	4	16.7	2	25.0	60	30.5	11	21.2	77	27.4
Three Role Resp.(4)	5	20.8	4	50.0	78	39.6	26	50.0	113	40.2
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	2.38		3.25		3.09		3.21		3.05	
<u>AAA Members</u>										
No MAS in this Area(1)	38	30.6	3	9.4	4	2.4	2	2.6	47	11.8
Fact-Gatherer(FG)	31	25.0	6	18.8	24	14.3	14	18.4	75	18.8
Recommender(REC)	9	7.3	6	18.8	24	14.3	9	11.8	48	12.0
Technical Implementor(TI)	7	5.6	3	9.4	8	4.8	8	10.5	26	6.5
Total One Role Resp.(2)	47	37.9	15	46.9	56	33.3	31	40.8	149	37.3
FG & REC	22	17.7	12	37.5	52	30.9	19	25.0	105	26.3
FG & TI	0	0.0	1	3.1	1	0.6	1	1.3	3	0.8
REC & TI	1	0.8	0	0.0	1	0.6	1	1.3	3	0.8
Total Two Role Resp.(3)	23	18.5	13	40.6	54	32.1	21	27.6	111	27.8
Three Role Resp.(4)	16	12.9	1	3.1	54	32.1	22	28.9	93	23.3
Total Responses	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
Mean	2.14		2.38		2.94		2.83		2.63	
<u>All Groups</u>										
No MAS in this Area(1)	95	28.5	6	7.5	10	2.2	2	1.2	113	10.9
Fact-Gatherer(FG)	93	27.9	20	25.0	68	14.8	24	14.9	205	19.9
Recommender(REC)	30	9.0	12	15.0	56	12.2	19	11.8	117	11.3
Technical Implementor(TI)	10	3.0	5	6.3	21	4.6	15	9.3	51	4.9
Total One Role Resp.(2)	133	39.9	37	46.3	145	31.6	58	36.0	373	36.1
FG & REC	63	18.9	21	26.3	134	29.2	39	24.2	257	24.9
FG & TI	2	0.6	1	1.3	3	0.7	3	1.9	9	0.9
REC & TI	1	0.3	1	1.3	1	0.2	1	0.6	4	0.4
Total Two Role Resp.(3)	66	19.8	23	28.8	138	30.1	43	26.7	270	26.2
Three Role Resp.(4)	39	11.7	14	17.5	166	36.2	58	36.0	277	26.8
Total Responses	333	100.0	80	100.0	459	100.0	161	100.0	1033	100.0
Mean	2.15		2.56		3.00		2.98		2.69	

Area B-8 Distribution Cost Studies

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	55	30.0	4	10.3	4	4.3	1	3.0	64	18.4
Fact-Gatherer(FG)	62	33.9	12	30.8	25	27.2	4	12.1	103	29.7
Recommender(REC)	19	10.4	4	10.3	11	12.0	5	15.2	39	11.2
Technical Implementor(TI)	2	1.1	2	5.1	2	2.2	4	12.1	10	2.9
Total One Role Resp.(2)	83	45.4	18	46.2	38	41.3	13	39.4	152	43.8
FG & REC	30	16.4	8	20.5	26	28.3	11	33.3	75	21.6
FG & TI	2	1.1	0	0.0	0	0.0	0	0.0	2	0.6
REC & TI	0	0.0	1	2.6	0	0.0	0	0.0	1	0.3
Total Two Role Resp.(3)	32	17.5	9	23.1	26	28.3	11	33.3	78	22.5
Three Role Resp.(4)	13	7.1	8	20.5	24	26.1	8	24.2	53	15.3
Total Responses	183	100.0	39	100.0	92	100.0	33	100.0	347	100.0
Mean	2.02		2.54		2.76		2.79		2.35	
<u>CPAs</u>										
No MAS in this Area(1)	7	29.2	0	0.0	2	1.0	0	0.0	9	3.2
Fact-Gatherer(FG)	5	20.8	1	12.5	33	16.8	7	13.5	46	16.4
Recommender(REC)	3	12.5	0	0.0	19	9.6	7	13.5	29	10.3
Technical Implementor(TI)	1	4.2	1	12.5	10	5.1	3	5.8	15	5.3
Total One Role Resp.(2)	9	37.5	2	25.0	62	31.5	17	32.7	90	32.0
FG & REC	3	12.5	3	37.5	57	28.9	7	13.5	70	24.9
FG & TI	1	4.2	0	0.0	2	1.0	2	3.8	5	1.8
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	4	16.7	3	37.5	59	29.9	9	17.3	75	26.7
Three Role Resp.(4)	4	16.7	3	37.5	74	37.6	86	50.0	107	38.1
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	2.21		3.13		3.04		3.17		3.00	
<u>AAA Members</u>										
No MAS in this Area(1)	36	29.0	3	9.4	4	2.4	4	5.3	47	11.8
Fact-Gatherer(FG)	32	25.8	7	21.9	27	16.1	14	18.7	80	20.1
Recommender(REC)	7	5.6	4	12.5	23	13.7	8	10.7	42	10.5
Technical Implementor(TI)	8	6.5	4	12.5	9	5.4	7	9.3	28	7.0
Total One Role Resp.(2)	47	37.9	15	46.9	59	35.1	29	38.7	150	37.6
FG & REC	22	17.7	12	37.5	54	32.1	19	25.3	107	26.8
FG & TI	0	0.0	1	3.1	1	0.6	1	1.3	3	0.8
REC & TI	1	0.8	0	0.0	1	0.6	1	1.3	3	0.8
Total Two Role Resp.(3)	23	18.5	13	40.6	56	33.3	21	28.0	113	28.3
Three Role Resp.(4)	18	14.5	1	3.1	49	29.2	21	28.0	89	22.3
Total Responses	124	100.0	32	100.0	168	100.0	75	100.0	399	100.0
Mean	2.19		2.38		2.89		2.79		2.61	
<u>All Groups</u>										
No MAS in this Area(1)	98	29.6	7	8.9	10	2.2	5	3.1	120	11.7
Fact-Gatherer(FG)	99	29.9	20	25.3	85	18.6	25	15.6	229	22.3
Recommender(REC)	29	8.8	8	10.1	53	11.6	20	12.5	110	10.7
Technical Implementor(TI)	11	3.3	7	8.9	21	4.6	14	8.8	53	5.2
Total One Role Resp.(2)	139	42.0	35	44.3	159	34.8	59	36.9	392	38.2
FG & REC	55	16.6	23	29.1	137	30.0	37	23.1	252	24.4
FG & TI	3	0.9	1	1.3	3	0.7	3	1.9	10	0.1
REC & TI	1	0.3	1	1.3	1	0.2	1	0.6	4	0.4
Total Two Role Resp.(3)	59	17.8	25	31.6	141	30.9	41	25.6	266	25.9
Three Role Resp.(4)	35	10.6	12	15.2	147	32.2	55	34.4	249	24.2
Total Responses	331	100.0	79	100.0	457	100.0	160	100.0	1027	100.0
Mean	2.09		2.53		2.93		2.91		2.63	

Area B-9 Evaluation of Management, Management Audit

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	145	78.4	27	69.2	57	60.6	9	27.3	238	67.8
Fact-Gatherer(FG)	21	11.4	9	23.1	10	10.6	7	21.2	47	13.4
Recommender(REC)	3	1.6	2	5.1	5	5.3	5	15.2	15	4.3
Technical Implementor(TI)	3	1.6	0	0.0	1	1.1	0	0.0	4	1.1
Total One Role Resp.(2)	27	14.6	11	28.2	16	17.0	12	36.4	66	18.8
FG & REC	12	6.5	1	2.6	16	17.0	9	27.3	38	10.8
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	12	6.5	1	2.6	16	17.0	9	27.3	38	10.8
Three Role Resp.(4)	1	0.5	0	0.0	5	5.3	3	9.1	9	2.6
Total Responses	185	100.0	39	100.0	94	100.0	33	100.0	351	100.0
Mean	1.29		1.33		1.67		2.18		1.48	
<u>CPAs</u>										
No MAS in this Area(1)	16	66.7	5	62.5	50	25.8	7	13.5	78	28.1
Fact-Gatherer(FG)	6	25.0	1	12.5	32	16.5	9	17.3	48	17.3
Recommender(REC)	0	0.0	1	12.5	22	11.3	10	19.2	33	11.9
Technical Implementor(TI)	0	0.0	0	0.0	4	2.1	1	1.9	5	1.8
Total One Role Resp.(2)	6	25.0	2	25.0	58	29.9	20	38.5	86	30.9
FG & REC	2	8.3	1	12.5	54	27.8	16	30.8	73	26.3
FG & TI	0	0.0	0	0.0	1	0.5	1	1.9	2	0.7
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	2	8.3	1	12.5	55	28.4	17	32.7	75	27.0
Three Role Resp.(4)	0	0.0	0	0.0	31	16.0	8	15.4	39	14.0
Total Responses	24	100.0	8	100.0	194	100.0	52	100.0	278	100.0
Mean	1.42		1.50		2.35		2.50		2.27	
<u>AAA Members</u>										
No MAS in this Area(1)	65	52.4	12	37.5	29	17.5	11	14.5	117	29.4
Fact-Gatherer(FG)	31	25.0	5	15.6	33	19.9	13	17.1	82	20.6
Recommender(REC)	7	5.6	7	21.9	27	16.3	14	18.4	55	13.8
Technical Implementor(TI)	2	1.6	1	3.1	4	2.4	2	2.6	9	2.3
Total One Role Resp.(2)	40	32.3	13	40.6	64	38.6	29	38.2	146	36.7
FG & REC	16	12.9	6	18.8	53	31.9	23	30.3	98	24.6
FG & TI	0	0.0	1	3.1	0	0.0	0	0.0	1	0.3
REC & TI	0	0.0	0	0.0	1	0.6	1	1.3	2	0.5
Total Two Role Resp.(3)	16	12.9	7	21.9	54	32.5	24	31.6	101	25.4
Three Role Resp.(4)	3	2.4	0	0.0	19	11.4	12	15.8	34	8.5
Total Responses	124	100.0	32	100.0	166	100.0	76	100.0	398	100.0
Mean	1.65		1.84		2.38		2.49		2.13	
<u>All Groups</u>										
No MAS in this Area(1)	226	67.9	44	55.7	136	30.0	27	16.8	433	42.2
Fact-Gatherer(FG)	58	17.4	15	19.0	75	16.5	29	18.0	177	17.2
Recommender(REC)	10	3.0	10	12.7	54	11.9	29	18.0	103	10.0
Technical Implementor(TI)	5	1.5	1	1.3	9	2.0	3	1.9	18	1.8
Total One Role Resp.(2)	73	21.9	26	32.9	138	30.4	61	37.9	298	29.0
FG & REC	30	9.0	8	10.1	123	27.1	48	29.8	209	20.3
FG & TI	0	0.0	1	1.3	1	0.2	1	0.6	3	0.3
REC & TI	0	0.0	0	0.0	1	0.2	1	0.6	2	0.2
Total Two Role Resp.(3)	30	9.0	9	11.4	125	27.5	50	31.1	214	20.8
Three Role Resp.(4)	4	1.2	0	0.0	55	12.1	23	14.3	82	8.0
Total Responses	333	100.0	79	100.0	454	100.0	161	100.0	1027	100.0
Mean	1.44		1.56		2.22		2.43		1.95	

Area B-10 Financing, Selection of Sources of Capital

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	140	75.7	22	55.0	45	47.9	7	21.2	214	60.8
Fact-Gatherer(FG)	25	13.5	9	22.5	13	13.8	4	12.1	51	14.5
Recommender(REC)	4	2.2	4	10.0	8	8.5	6	18.2	22	6.3
Technical Implementor(TI)	1	0.5	0	0.0	1	1.1	0	0.0	2	0.6
Total One Role Resp.(2)	30	16.2	13	32.5	22	23.4	10	30.3	75	21.3
FG & REC	10	5.4	5	12.5	21	22.3	10	30.3	46	13.1
FG & TI	1	0.5	0	0.0	0	0.0	1	3.0	2	0.6
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	11	5.9	5	12.5	21	22.3	11	33.3	48	13.6
Three Role Resp.(4)	4	2.2	0	0.0	6	6.4	5	15.2	15	4.3
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	1.35		1.58		1.87		2.42		1.61	
<u>CPAs</u>										
No MAS in this Area(1)	11	45.8	0	0.0	25	12.7	2	3.8	38	13.5
Fact-Gatherer(FG)	4	16.7	1	12.5	44	22.3	10	19.2	59	21.0
Recommender(REC)	1	4.2	0	0.0	32	16.2	9	17.3	42	14.9
Technical Implementor(TI)	1	4.2	0	0.0	0	0.0	0	0.0	1	0.4
Total One Role Resp.(2)	6	25.0	1	12.5	76	38.6	19	36.5	102	36.3
FG & REC	5	20.8	7	87.5	63	32.0	16	30.8	91	32.4
FG & TI	1	4.2	0	0.0	1	0.5	0	0.0	2	0.7
REC & TI	0	0.0	0	0.0	1	0.5	1	1.9	2	0.7
Total Two Role Resp.(3)	6	25.0	7	87.5	65	33.0	17	32.7	95	33.8
Three Role Resp.(4)	1	4.2	0	0.0	31	15.7	14	26.9	46	16.4
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	1.88		2.88		2.52		2.83		2.53	
<u>AAA Members</u>										
No MAS in this Area(1)	57	46.0	10	31.3	19	11.3	9	11.8	95	23.8
Fact-Gatherer(FG)	36	29.0	4	12.5	38	22.6	20	26.3	98	24.5
Recommender(REC)	11	8.9	7	21.9	22	13.1	10	13.2	50	12.5
Technical Implementor(TI)	2	1.6	1	3.1	1	0.6	1	1.3	5	1.3
Total One Role Resp.(2)	49	39.5	12	37.5	61	36.3	31	40.8	153	38.3
FG & REC	14	11.3	8	25.0	65	38.7	21	27.6	108	27.0
FG & TI	0	0.0	0	0.0	0	0.0	1	1.3	1	0.3
REC & TI	1	0.8	0	0.0	0	0.0	1	1.3	2	0.5
Total Two Role Resp.(3)	15	12.1	8	25.0	65	38.7	23	30.3	111	27.8
Three Role Resp.(4)	3	2.4	2	6.3	23	13.7	13	17.1	41	10.3
Total Responses	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
Mean	1.71		2.06		2.55		2.53		2.25	
<u>All Groups</u>										
No MAS in this Area(1)	208	62.5	32	40.0	89	19.4	18	11.2	347	33.6
Fact-Gatherer(FG)	65	19.5	14	17.5	95	20.7	34	21.1	208	20.1
Recommender(REC)	16	4.8	11	13.8	62	13.5	25	15.5	114	11.0
Technical Implementor(TI)	4	1.2	1	1.3	2	0.4	1	0.6	8	0.8
Total One Role Resp.(2)	85	25.5	26	32.5	159	34.6	60	37.3	330	31.9
FG & REC	29	8.7	20	25.0	149	32.5	47	29.2	245	23.7
FG & TI	2	0.6	0	0.0	1	0.2	2	1.2	5	0.5
REC & TI	1	0.3	0	0.0	1	0.2	2	1.2	4	0.4
Total Two Role Resp.(3)	32	9.6	20	25.0	151	32.9	51	31.7	254	24.6
Three Role Resp.(4)	8	2.4	2	2.5	60	13.1	32	19.9	102	9.9
Total Responses	333	100.0	80	100.0	459	100.0	161	100.0	1033	100.0
Mean	1.52		1.90		2.40		2.60		2.11	

Area B-11 Insurance Coverage

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	132	71.4	20	50.0	47	50.0	9	27.3	208	59.1
Fact-Gatherer(FG)	32	17.3	9	22.5	11	11.7	8	24.2	60	17.0
Recommender(REC)	7	3.8	3	7.5	14	14.9	4	12.1	28	8.0
Technical Implementor(TI)	0	0.0	0	0.0	1	1.1	1	3.0	2	0.6
Total One Role Resp.(2)	39	21.1	12	30.0	26	27.7	13	39.4	90	25.6
FG & REC	11	5.9	8	20.0	16	17.0	9	27.3	44	12.5
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	11	5.9	8	20.0	16	17.0	9	27.3	44	12.5
Three Role Resp.(4)	3	1.6	0	0.0	5	5.3	2	6.1	10	2.8
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	1.38		1.70		1.78		2.12		1.59	
<u>CPAs</u>										
No MAS in this Area(1)	12	50.0	3	37.5	75	38.3	14	26.9	104	37.1
Fact-Gatherer(FG)	4	16.7	2	25.0	40	20.4	9	17.3	55	19.6
Recommender(REC)	2	8.3	0	0.0	29	14.8	8	15.4	39	13.9
Technical Implementor(TI)	0	0.0	0	0.0	2	1.0	0	0.0	2	0.7
Total One Role Resp.(2)	6	25.0	2	25.0	71	36.2	17	32.7	96	34.3
FG & REC	5	20.8	3	37.5	37	18.9	11	21.2	56	20.0
FG & TI	0	0.0	0	0.0	2	1.0	0	0.0	2	0.7
REC & TI	0	0.0	0	0.0	1	0.5	0	0.0	1	0.4
Total Two Role Resp.(3)	5	20.8	3	37.5	40	20.4	11	21.2	59	21.1
Three Role Resp.(4)	1	4.2	0	0.0	10	5.1	10	19.2	21	7.5
Total Responses	24	100.0	8	100.0	196	100.0	52	100.0	280	100.0
Mean	1.79		2.00		1.92		2.33		1.99	
<u>AAA Members</u>										
No MAS in this Area(1)	54	43.5	10	31.3	33	19.9	15	19.7	112	28.1
Fact-Gatherer(FG)	38	30.6	2	6.3	51	30.7	22	28.9	113	28.4
Recommender(REC)	9	7.3	10	31.3	21	12.7	9	11.8	49	12.3
Technical Implementor(TI)	4	3.2	1	3.1	2	1.2	0	0.0	7	1.8
Total One Role Resp.(2)	51	41.1	13	40.6	74	44.6	31	40.8	169	42.5
FG & REC	15	12.1	9	28.1	48	28.9	21	27.6	93	23.4
FG & TI	0	0.0	0	0.0	0	0.0	1	1.3	1	0.3
REC & TI	0	0.0	0	0.0	0	0.0	1	1.3	1	0.3
Total Two Role Resp.(3)	15	12.1	9	28.1	48	28.9	23	30.3	95	23.9
Three Role Resp.(4)	4	3.2	0	0.0	11	6.6	7	9.2	22	5.5
Total Responses	124	100.0	32	100.0	166	100.0	76	100.0	398	100.0
Mean	1.75		1.97		2.22		2.29		2.07	
<u>All Groups</u>										
No MAS in this Area(1)	198	59.5	33	41.3	155	34.0	38	23.6	424	41.2
Fact-Gatherer(FG)	74	22.2	13	16.3	102	22.4	39	24.2	228	22.1
Recommender(REC)	18	5.4	13	16.3	64	14.0	21	13.0	116	11.3
Technical Implementor(TI)	4	1.2	1	1.3	5	1.1	1	0.6	11	1.1
Total One Role Resp.(2)	96	28.8	27	33.8	171	37.5	61	37.9	355	34.5
FG & REC	31	9.3	20	25.0	101	22.1	41	25.5	193	18.7
FG & TI	0	0.0	0	0.0	2	0.4	1	0.6	3	0.3
REC & TI	0	0.0	0	0.0	1	0.2	1	0.6	2	0.2
Total Two Role Resp.(3)	31	9.3	20	25.0	104	22.8	43	26.7	198	19.2
Three Role Resp.(4)	8	2.4	0	0.0	26	5.7	19	11.8	53	5.1
Total Responses	333	100.0	80	100.0	456	100.0	161	100.0	1030	100.0
Mean	1.55		1.84		2.00		2.27		1.88	

Area B-12 Inventory Control

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	51	27.6	5	12.5	4	4.3	1	3.0	61	17.3
Fact-Gatherer(FG)	43	23.2	5	12.5	11	11.7	1	3.0	60	17.0
Recommender(REC)	29	15.7	10	25.0	18	19.1	6	11.5	63	17.9
Technical Implementor(TI)	8	4.3	0	0.0	2	2.1	3	5.8	13	3.7
Total One Role Resp.(2)	80	43.2	15	37.5	31	33.0	10	30.3	136	38.6
FG & REC	31	16.8	10	25.0	26	27.7	10	30.3	77	21.9
FG & TI	5	2.7	0	0.0	0	0.0	1	3.0	6	1.7
REC & TI	0	0.0	0	0.0	1	1.1	1	3.0	2	0.6
Total Two Role Resp.(3)	36	19.5	10	25.0	27	28.7	12	36.4	85	24.1
Three Role Resp.(4)	18	9.7	10	25.0	32	34.0	10	30.3	70	19.9
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	2.11		2.63		2.93		2.94		2.47	
<u>CPAs</u>										
No MAS in this Area(1)	5	20.8	0	0.0	0	0.0	0	0.0	5	1.8
Fact-Gatherer(FG)	5	20.8	1	12.5	5	2.5	4	7.7	15	5.3
Recommender(REC)	3	12.5	0	0.0	31	15.7	6	11.5	40	14.2
Technical Implementor(TI)	1	4.2	0	0.0	14	7.1	3	5.8	18	6.4
Total One Role Resp.(2)	9	37.5	1	12.5	50	25.4	13	25.0	73	26.0
FG & REC	4	16.7	3	37.5	37	18.8	8	15.4	52	18.5
FG & TI	0	0.0	0	0.0	4	2.0	2	3.8	6	2.1
REC & TI	0	0.0	0	0.0	1	0.5	0	0.0	1	0.4
Total Two Role Resp.(3)	4	16.7	3	37.5	42	21.3	10	19.2	59	21.0
Three Role Resp.(4)	6	25.0	4	50.0	105	53.3	29	55.8	144	51.2
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	2.46		3.34		3.28		3.31		3.22	
<u>AAA Members</u>										
No MAS in this Area(1)	31	25.2	2	6.3	0	0.0	0	0.0	33	8.3
Fact-Gatherer(FG)	27	22.0	3	9.4	22	13.1	6	7.9	58	14.5
Recommender(REC)	13	10.6	4	12.5	33	19.6	13	17.1	63	15.8
Technical Implementor(TI)	8	6.5	6	18.8	4	2.4	5	6.6	23	5.8
Total One Role Resp.(2)	48	39.0	13	40.6	59	35.1	24	31.6	144	36.1
FG & REC	22	17.9	14	43.8	50	29.8	19	25.0	105	26.3
FG & TI	0	0.0	0	0.0	2	1.2	1	1.3	3	0.8
REC & TI	1	0.8	0	0.0	0	0.0	2	2.6	3	0.8
Total Two Role Resp.(3)	23	18.7	14	43.8	52	31.0	22	28.9	111	27.8
Three Role Resp.(4)	21	17.1	3	9.4	57	33.9	30	39.5	111	27.8
Total Responses	123	100.0	32	100.0	168	100.0	76	100.0	399	100.0
Mean	2.28		2.56		2.99		3.08		2.75	
<u>All Groups</u>										
No MAS in this Area(1)	87	26.2	7	8.8	4	0.9	1	0.6	99	9.6
Fact-Gatherer(FG)	75	22.6	9	11.3	38	8.3	11	6.8	133	12.9
Recommender(REC)	45	13.6	14	17.5	82	17.9	25	15.5	166	16.1
Technical Implementor(TI)	17	5.1	6	7.5	20	4.4	11	6.8	54	5.2
Total One Role Resp.(2)	137	41.3	29	36.3	140	30.5	47	29.2	353	34.2
FG & REC	57	17.2	27	33.8	113	24.6	37	23.0	234	22.7
FG & TI	5	1.5	0	0.0	6	1.3	4	2.5	15	1.4
REC & TI	1	0.3	0	0.0	2	0.4	3	1.9	6	0.6
Total Two Role Resp.(3)	63	19.0	27	33.8	121	26.4	44	27.3	255	24.7
Three Role Resp.(4)	45	13.6	17	21.3	194	42.3	69	42.9	325	31.5
Total Responses	332	100.0	80	100.0	459	100.0	161	100.0	1032	100.0
Mean	2.20		2.68		3.10		3.12		2.78	

Area B-13 Job Description and Evaluation

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	155	83.8	32	80.0	68	72.3	21	63.6	276	78.4
Fact-Gatherer(FG)	16	8.6	3	7.5	5	5.3	2	6.1	26	7.4
Recommender(REC)	3	1.6	0	0.0	5	5.3	3	9.1	11	3.1
Technical Implementor(TI)	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total One Role Resp.(2)	19	10.3	3	7.5	10	10.6	5	15.2	37	10.5
FG & REC	7	3.8	5	12.5	7	7.4	4	12.1	23	6.5
FG & TI	1	0.5	0	0.0	0	0.0	1	3.0	2	0.6
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	8	4.3	5	12.5	7	7.4	5	15.2	25	7.1
Three Role Resp.(4)	3	1.6	0	0.0	9	9.6	2	6.1	14	4.0
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	1.24		1.33		1.54		1.64		1.37	
<u>CPAs</u>										
No MAS in this Area(1)	13	54.2	5	62.5	47	23.9	16	30.7	81	28.8
Fact-Gatherer(FG)	5	20.8	2	25.0	37	18.8	4	7.7	48	17.1
Recommender(REC)	2	8.3	0	0.0	16	8.1	5	9.6	23	8.2
Technical Implementor(TI)	0	0.0	0	0.0	3	1.5	1	1.9	4	1.4
Total One Role Resp.(2)	7	29.2	2	25.0	56	28.4	10	19.2	75	26.7
FG & REC	2	8.3	1	12.5	47	23.9	8	15.4	58	20.6
FG & TI	0	0.0	0	0.0	2	1.0	1	1.9	3	1.1
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	2	8.3	1	12.5	49	24.9	9	17.3	61	21.7
Three Role Resp.(4)	2	8.3	0	0.0	45	22.8	17	32.7	64	22.8
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	1.71		1.50		2.47		2.52		2.38	
<u>AAA Members</u>										
No MAS in this Area(1)	95	76.6	20	64.5	74	44.0	40	52.6	229	57.4
Fact-Gatherer(FG)	19	15.3	2	6.5	34	20.2	10	13.2	65	16.3
Recommender(REC)	4	3.2	1	3.2	14	8.3	7	9.2	26	6.5
Technical Implementor(TI)	1	0.8	2	6.5	1	0.6	0	0.0	4	1.0
Total One Role Resp.(2)	24	19.4	5	16.1	49	29.2	17	22.4	95	23.8
FG & REC	4	3.2	5	16.1	26	15.5	12	15.8	47	11.8
FG & TI	0	0.0	1	3.2	0	0.0	0	0.0	1	0.3
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	4	3.2	6	19.4	26	15.5	12	15.8	48	12.0
Three Role Resp.(4)	1	0.8	0	0.0	19	11.3	7	9.2	27	6.8
Total Responses	124	100.0	31	100.0	168	100.0	76	100.0	399	100.0
Mean	1.28		1.55		1.94		1.82		1.68	
<u>All Groups</u>										
No MAS in this Area(1)	263	79.0	57	72.2	189	41.2	77	47.8	586	56.8
Fact-Gatherer(FG)	40	12.0	7	8.9	76	16.6	16	9.9	139	13.5
Recommender(REC)	9	2.7	1	1.3	35	7.6	15	9.3	60	5.8
Technical Implementor(TI)	1	0.3	2	2.5	4	0.9	1	0.6	8	0.8
Total One Role Resp.(2)	50	15.0	10	12.7	115	25.1	32	19.9	207	20.1
FG & REC	13	3.9	11	13.9	80	17.4	24	14.9	128	12.4
FG & TI	1	0.3	1	1.3	2	0.4	2	1.2	6	0.6
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	14	4.2	12	15.2	82	17.9	26	16.1	134	13.0
Three Role Resp.(4)	6	1.8	0	0.0	73	15.9	26	16.1	105	10.2
Total Responses	333	100.0	79	100.0	459	100.0	161	100.0	1032	100.0
Mean	1.29		1.43		2.08		2.01		1.77	

Area B-14 Lease or Buy Analysis

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	81	43.8	10	25.0	20	21.3	3	9.1	114	32.4
Fact-Gatherer(FG)	50	27.0	15	37.5	20	21.3	11	33.3	96	27.3
Recommender(REC)	13	7.0	3	7.5	11	11.7	4	12.1	31	8.8
Technical Implementor(TI)	2	1.1	0	0.0	0	0.0	2	6.1	4	1.1
Total One Role Resp.(2)	65	35.1	18	45.0	31	33.0	17	51.5	131	37.2
FG & REC	28	15.1	11	27.5	33	35.1	9	27.3	81	23.0
FG & TI	2	1.1	0	0.0	0	0.0	1	3.0	3	0.9
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	30	16.2	11	27.5	33	35.1	10	30.3	84	23.9
Three Role Resp.(4)	9	4.9	1	2.5	10	10.6	3	9.1	23	6.5
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	1.82		2.08		2.35		2.39		2.05	
<u>CPAs</u>										
No MAS in this Area(1)	5	21.7	0	0.0	2	1.0	2	3.8	9	3.2
Fact-Gatherer(FG)	9	39.1	0	0.0	52	26.4	4	7.7	65	23.2
Recommender(REC)	2	8.7	1	12.5	29	14.7	7	13.5	39	13.9
Technical Implementor(TI)	0	0.0	0	0.0	4	2.0	1	1.9	5	1.8
Total One Role Resp.(2)	11	47.8	1	12.5	85	43.1	12	23.1	109	38.9
FG & REC	4	17.4	7	87.5	67	34.0	19	36.5	97	34.6
FG & TI	1	4.3	0	0.0	4	2.0	1	1.9	6	2.1
REC & TI	0	0.0	0	0.0	0	0.0	1	1.9	1	0.4
Total Two Role Resp.(3)	5	21.7	7	87.5	71	36.0	21	40.4	104	37.1
Three Role Resp.(4)	2	8.7	0	0.0	39	19.8	17	32.7	58	20.7
Total Responses	23	100.0	8	100.0	197	100.0	52	100.0	280	100.0
Mean	2.17		2.88		2.75		3.02		2.75	
<u>AAA Members</u>										
No MAS in this Area(1)	43	34.7	3	9.4	3	1.8	3	3.9	52	13.0
Fact-Gatherer(FG)	37	29.8	5	15.6	35	20.8	17	22.4	94	23.5
Recommender(REC)	9	7.3	8	25.0	26	15.5	11	14.5	54	13.5
Technical Implementor(TI)	2	1.6	1	3.1	1	0.6	1	1.3	5	1.3
Total One Role Resp.(2)	48	38.7	14	43.8	62	36.9	29	38.1	153	38.3
FG & REC	28	22.6	13	40.6	74	44.0	30	39.5	145	36.3
FG & TI	0	0.0	1	3.1	1	0.6	0	0.0	2	0.5
REC & TI	1	0.8	0	0.0	1	0.6	1	1.3	3	0.8
Total Two Role Resp.(3)	29	23.4	14	43.8	76	45.2	31	40.8	150	37.5
Three Role Resp.(4)	4	3.2	1	3.1	27	16.1	13	17.1	45	11.3
Total Responses	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
Mean	1.95		2.41		2.76		2.71		2.47	
<u>All Groups</u>										
No MAS in this Area(1)	129	38.9	13	16.3	25	5.4	8	5.0	175	17.0
Fact-Gatherer(FG)	96	28.9	20	25.0	107	23.3	32	19.9	255	24.7
Recommender(REC)	24	7.2	12	15.0	66	14.4	22	13.7	124	12.0
Technical Implementor(TI)	4	1.2	1	1.3	5	1.1	4	2.5	14	1.4
Total One Role Resp.(2)	124	37.3	33	41.3	178	38.8	58	36.0	393	38.1
FG & REC	60	18.1	31	38.8	174	37.9	58	36.0	323	31.3
FG & TI	3	0.9	1	1.3	5	1.1	2	1.2	11	1.1
REC & TI	1	0.3	0	0.0	1	0.2	2	1.2	4	0.4
Total Two Role Resp.(3)	64	19.3	32	40.0	180	39.2	62	38.5	338	32.8
Three Role Resp.(4)	15	4.5	2	2.5	76	16.6	33	20.5	126	12.2
Total Responses	332	100.0	80	100.0	459	100.0	161	100.0	1032	100.0
Mean	1.89		2.29		2.67		2.75		2.40	

Area B-15 Mergers

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	81	43.8	11	27.5	17	18.1	4	12.1	113	32.1
Fact-Gatherer(FG)	74	40.0	21	52.5	31	33.0	12	36.4	138	39.2
Recommender(REC)	4	2.2	1	2.5	9	9.6	1	3.0	15	4.3
Technical Implementor(TI)	4	2.2	0	0.0	1	1.1	1	3.0	6	1.7
Total One Role Resp.(2)	82	44.3	22	55.0	41	43.6	14	42.4	159	45.2
FG & REC	14	7.6	6	15.0	26	27.7	6	18.2	52	14.8
FG & TI	1	0.5	0	0.0	0	0.0	3	9.1	4	1.1
REC & TI	1	0.5	0	0.0	0	0.0	1	3.0	2	0.6
Total Two Role Resp.(3)	16	8.6	6	15.0	26	27.7	10	30.3	58	16.5
Three Role Resp.(4)	6	3.2	1	2.5	10	10.6	5	15.2	22	6.3
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	1.71		1.93		2.31		2.48		1.97	
<u>CPAs</u>										
No MAS in this Area(1)	4	16.7	0	0.0	1	0.5	1	1.9	6	2.2
Fact-Gatherer(FG)	11	45.8	3	37.5	67	34.4	11	21.2	92	33.0
Recommender(REC)	0	0.0	0	0.0	18	9.2	6	11.5	24	8.6
Technical Implementor(TI)	1	4.2	1	12.5	4	2.1	4	7.7	10	3.6
Total One Role Resp.(2)	12	50.0	4	50.0	89	45.6	21	40.4	126	45.2
FG & REC	5	20.8	1	12.5	52	26.7	13	25.0	71	25.4
FG & TI	2	8.3	1	12.5	4	2.1	0	0.0	7	2.5
REC & TI	0	0.0	0	0.0	2	1.0	1	1.9	3	1.1
Total Two Role Resp.(3)	7	29.2	2	25.0	58	29.7	14	26.9	81	29.0
Three Role Resp.(4)	1	4.2	2	25.0	47	24.1	16	30.8	66	23.7
Total Responses	24	100.0	8	100.0	195	100.0	52	100.0	279	100.0
Mean	2.21		2.75		2.77		2.87		2.74	
<u>AAA Members</u>										
No MAS in this Area(1)	43	34.7	4	12.5	9	5.4	2	2.6	58	14.5
Fact-Gatherer(FG)	49	39.5	8	25.0	48	28.6	23	30.3	128	32.0
Recommender(REC)	6	4.8	6	18.8	19	11.3	9	11.8	40	10.0
Technical Implementor(TI)	3	2.4	2	6.3	3	1.8	1	1.3	9	2.3
Total One Role Resp.(2)	58	46.8	16	50.0	70	41.7	33	43.4	177	44.3
FG & REC	15	12.1	9	28.1	51	30.4	22	28.9	97	24.3
FG & TI	2	1.6	2	6.3	0	0.0	0	0.0	4	1.0
REC & TI	2	1.6	0	0.0	1	0.6	3	3.9	6	1.5
Total Two Role Resp.(3)	19	15.3	11	34.4	52	31.0	25	32.9	107	26.8
Three Role Resp.(4)	4	3.2	1	3.1	37	22.0	16	21.1	58	14.5
Total Responses	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
Mean	1.87		2.28		2.70		2.72		2.41	
<u>All Groups</u>										
No MAS in this Area(1)	128	38.4	15	18.8	27	5.9	7	4.3	177	17.2
Fact-Gatherer(FG)	134	40.2	32	40.0	146	31.9	46	28.6	358	34.7
Recommender(REC)	10	3.0	7	8.8	46	10.1	16	9.9	79	7.7
Technical Implementor(TI)	8	2.4	3	3.8	8	1.8	6	3.7	25	2.4
Total One Role Resp.(2)	152	45.6	42	52.5	200	43.8	68	42.2	462	44.8
FG & REC	34	10.2	16	20.0	129	28.2	41	25.5	220	21.3
FG & TI	5	1.5	3	3.8	4	0.9	3	1.9	15	1.5
REC & TI	3	0.9	0	0.0	3	0.7	5	3.1	11	1.1
Total Two Role Resp.(3)	42	12.6	19	23.8	136	29.8	49	30.4	246	23.9
Three Role Resp.(4)	11	3.3	4	5.0	94	20.6	37	23.0	146	14.2
Total Responses	333	100.0	80	100.0	457	100.0	161	100.0	1031	100.0
Mean	1.81		2.15		2.65		2.72		2.35	

Area B-16 Operations Budgeting

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	93	50.3	10	25.6	10	10.8	3	9.1	116	33.1
Fact-Gatherer(FG)	44	23.8	11	28.2	17	18.3	7	21.2	79	22.6
Recommender(REC)	13	7.0	7	17.9	9	9.7	3	9.1	32	9.1
Technical Implementor(TI)	3	1.6	0	0.0	3	3.2	2	6.1	8	2.3
Total One Role Resp.(2)	60	32.4	18	46.2	29	31.2	12	36.4	119	34.0
FG & REC	17	9.2	6	15.4	37	39.8	10	30.3	70	20.0
FG & TI	3	1.6	0	0.0	0	0.0	1	3.0	4	1.1
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	20	10.8	6	15.4	37	39.8	11	33.3	74	21.1
Three Role Resp.(4)	12	6.5	5	12.8	17	18.3	7	21.2	41	11.7
Total Responses	185	100.0	39	100.0	93	100.0	33	100.0	350	100.0
Mean	1.74		2.15		2.66		2.67		2.11	
<u>CPAs</u>										
No MAS in this Area(1)	5	20.8	0	0.0	12	6.1	3	5.8	20	7.1
Fact-Gatherer(FG)	9	37.5	1	12.5	32	16.2	9	17.3	51	18.1
Recommender(REC)	0	0.0	1	12.5	22	11.2	6	11.5	29	10.3
Technical Implementor(TI)	1	4.2	1	12.5	11	5.6	2	3.8	15	5.3
Total One Role Resp.(2)	10	41.7	3	37.5	65	33.0	17	32.7	95	33.8
FG & REC	5	20.8	4	50.0	47	23.9	11	21.2	67	23.8
FG & TI	3	12.5	0	0.0	9	4.6	1	1.9	13	4.6
REC & TI	0	0.0	0	0.0	1	0.5	0	0.0	1	0.4
Total Two Role Resp.(3)	8	33.3	4	50.0	57	28.9	12	23.1	81	28.8
Three Role Resp.(4)	1	4.2	1	12.5	63	32.0	20	38.5	85	30.2
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	2.21		2.75		2.87		2.94		2.82	
<u>AAA Members</u>										
No MAS in this Area(1)	43	34.7	5	15.6	8	4.8	6	7.9	62	15.5
Fact-Gatherer(FG)	32	25.8	6	18.8	42	25.0	16	21.1	96	24.0
Recommender(REC)	12	9.7	5	15.6	21	12.5	8	10.5	46	11.5
Technical Implementor(TI)	8	6.5	4	12.5	5	3.0	5	6.6	22	5.5
Total One Role Resp.(2)	52	41.9	15	46.9	68	40.5	29	38.2	164	41.0
FG & REC	20	16.1	12	37.5	50	29.8	18	23.7	100	25.0
FG & TI	0	0.0	0	0.0	3	1.8	1	1.3	4	1.0
REC & TI	0	0.0	0	0.0	1	0.6	0	0.0	1	0.3
Total Two Role Resp.(3)	20	16.1	12	37.5	54	32.1	19	25.0	105	26.3
Three Role Resp.(4)	9	7.3	0	0.0	38	22.6	22	28.9	69	17.3
Total Responses	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
Mean	1.96		2.22		2.73		2.75		2.45	
<u>All Groups</u>										
No MAS in this Area(1)	141	42.3	15	19.0	30	6.6	12	7.5	198	19.2
Fact-Gatherer(FG)	85	25.5	18	22.8	91	19.9	32	19.9	226	21.9
Recommender(REC)	25	7.5	13	16.5	52	11.4	17	10.6	107	10.4
Technical Implementor(TI)	12	3.6	5	6.3	19	4.1	9	5.6	45	4.4
Total One Role Resp.(2)	122	36.6	36	45.6	162	35.4	58	36.0	378	36.7
FG & REC	42	12.6	22	27.8	134	29.3	39	24.2	237	23.0
FG & TI	6	1.8	0	0.0	12	2.6	3	1.9	21	2.0
REC & TI	0	0.0	0	0.0	2	0.4	0	0.0	2	0.2
Total Two Role Resp.(3)	48	14.4	22	27.8	148	32.3	42	26.1	260	25.2
Three Role Resp.(4)	22	6.6	6	7.6	118	25.8	49	30.4	195	18.9
Total Responses	333	100.0	79	100.0	458	100.0	161	100.0	1031	100.0
Mean	1.85		2.24		2.77		2.80		2.44	

Area B-17 Organization Design, Fixing Responsibility, Flow of Authority, etc.

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	159	85.9	33	82.5	65	69.9	18	54.5	275	78.3
Fact-Gatherer(FG)	12	6.5	3	7.5	7	7.5	5	15.2	27	7.7
Recommender(REC)	4	2.2	2	5.0	4	4.3	3	9.1	13	3.7
Technical Implementor(TI)	1	0.5	0	0.0	0	0.0	1	3.0	2	0.6
Total One Role Resp.(2)	17	9.2	5	12.5	11	11.8	9	27.3	42	12.0
FG & REC	6	3.2	2	5.0	11	11.8	4	12.1	23	6.6
FG & TI	1	0.5	0	0.0	0	0.0	0	0.0	1	0.3
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	7	3.8	2	5.0	11	11.8	4	12.1	24	6.8
Three Role Resp.(4)	2	1.1	0	0.0	6	6.5	2	6.1	10	2.8
Total Responses	185	100.0	40	100.0	93	100.0	33	100.0	351	100.0
Mean	1.20		1.23		1.55		1.70		1.34	
<u>CPAs</u>										
No MAS in this Area(1)	12	50.0	2	25.0	32	16.2	8	15.4	54	19.2
Fact-Gatherer(FG)	7	29.2	1	12.5	31	15.7	7	13.5	46	16.4
Recommender(REC)	1	4.2	1	12.5	30	15.2	7	13.5	39	13.9
Technical Implementor(TI)	0	0.0	1	12.5	3	1.5	0	0.0	4	1.4
Total One Role Resp.(2)	8	33.3	3	37.5	64	32.5	14	26.9	89	31.7
FG & REC	2	8.3	2	25.0	55	27.9	16	30.8	75	26.7
FG & TI	0	0.0	0	0.0	1	0.5	0	0.0	1	0.4
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	2	8.3	2	25.0	56	28.4	16	30.8	76	27.0
Three Role Resp.(4)	2	8.3	1	12.5	45	22.8	14	26.9	62	22.1
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	1.75		2.25		2.58		2.69		2.52	
<u>AAA Members</u>										
No MAS in this Area(1)	79	63.7	17	53.1	38	22.6	23	30.7	157	39.3
Fact-Gatherer(FG)	23	18.5	0	0.0	30	17.9	12	16.0	65	16.3
Recommender(REC)	5	4.0	6	18.8	24	14.3	9	12.0	44	11.0
Technical Implementor(TI)	2	1.6	3	9.4	3	1.8	1	1.3	9	2.3
Total One Role Resp.(2)	30	24.2	9	28.1	57	33.9	22	29.3	118	29.6
FG & REC	14	11.3	6	18.8	51	30.4	24	32.0	95	23.8
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	0	0.0	0	0.0	1	1.3	1	0.3
Total Two Role Resp.(3)	14	11.3	6	18.8	51	30.4	25	33.3	96	24.1
Three Role Resp.(4)	1	0.8	0	0.0	22	13.1	5	6.7	28	7.0
Total Responses	124	100.0	32	100.0	168	100.0	75	100.0	399	100.0
Mean	1.49		1.66		2.34		2.16		1.99	
<u>All Groups</u>										
No MAS in this Area(1)	250	75.1	52	65.0	135	29.5	49	30.6	486	47.1
Fact-Gatherer(FG)	42	12.6	4	5.0	68	14.8	24	15.0	138	13.4
Recommender(REC)	10	3.0	9	11.3	58	12.7	19	11.9	96	9.3
Technical Implementor(TI)	3	0.9	4	5.0	6	1.3	2	1.3	15	1.5
Total One Role Resp.(2)	55	16.5	17	21.3	132	28.8	45	28.1	249	24.2
FG & REC	22	6.6	10	12.5	117	25.5	44	27.5	193	18.7
FG & TI	1	0.3	0	0.0	1	0.2	0	0.0	2	0.2
REC & TI	0	0.0	0	0.0	0	0.0	1	0.6	1	0.1
Total Two Role Resp.(3)	23	6.9	10	12.5	118	25.8	45	28.1	196	19.0
Three Role Resp.(4)	5	1.5	1	1.3	73	15.9	21	13.1	100	9.7
Total Responses	333	100.0	80	100.0	458	100.0	160	100.0	1031	100.0
Mean	1.35		1.50		2.28		2.24		1.91	

Area B-18 Personnel Compensation

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	156	84.8	28	70.0	59	62.8	21	63.6	264	75.2
Fact-Gatherer(FG)	20	10.9	9	22.5	19	20.2	6	18.2	54	15.4
Recommender(REC)	1	0.5	0	0.0	3	3.2	1	3.0	5	1.4
Technical Implementor(TI)	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total One Role Resp.(2)	21	11.4	9	22.5	22	23.4	7	21.2	59	16.8
FG & REC	4	2.2	3	7.5	8	8.5	3	9.1	18	5.1
FG & TI	1	0.5	0	0.0	0	0.0	0	0.0	1	0.3
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	5	2.7	3	7.5	8	8.5	3	9.1	19	5.4
Three Role Resp.(4)	2	1.1	0	0.0	5	5.3	2	6.1	9	2.6
Total Responses	184	100.0	40	100.0	94	100.0	33	100.0	351	100.0
Mean	1.20		1.38		1.56		1.58		1.35	
<u>CPAs</u>										
No MAS in this Area(1)	17	70.8	4	50.0	54	27.6	15	28.8	90	32.1
Fact-Gatherer(FG)	4	16.7	2	25.0	47	24.0	8	15.4	61	21.8
Recommender(REC)	0	0.0	0	0.0	21	10.7	5	9.6	26	9.3
Technical Implementor(TI)	0	0.0	1	12.5	1	0.5	0	0.0	2	0.7
Total One Role Resp.(2)	4	16.7	3	37.5	69	35.2	13	25.0	89	31.8
FG & REC	3	12.5	1	12.5	43	21.9	12	23.1	59	21.1
FG & TI	0	0.0	0	0.0	2	1.0	1	1.9	3	1.1
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	3	12.5	1	12.5	45	23.0	13	25.0	62	22.1
Three Role Resp.(4)	0	0.0	0	0.0	28	14.3	11	21.2	39	13.9
Total Responses	24	100.0	8	100.0	196	100.0	52	100.0	280	100.0
Mean	1.42		1.63		2.24		2.38		2.18	
<u>AAA Members</u>										
No MAS in this Area(1)	91	74.0	24	75.0	77	45.8	36	48.0	228	57.3
Fact-Gatherer(FG)	21	17.1	1	3.1	47	28.0	16	21.3	85	21.4
Recommender(REC)	1	0.8	3	9.4	6	3.6	4	5.3	14	3.5
Technical Implementor(TI)	1	0.8	1	3.1	0	0.0	0	0.0	2	0.5
Total One Role Resp.(2)	23	18.7	5	15.6	53	31.5	20	26.7	101	25.4
FG & REC	8	6.5	3	9.4	28	16.7	14	18.7	53	13.3
FG & TI	0	0.0	0	0.0	0	0.0	1	1.3	1	0.3
REC & TI	0	0.0	0	0.0	0	0.0	1	1.3	1	0.3
Total Two Role Resp.(3)	8	6.5	3	9.4	28	16.7	16	21.3	55	13.8
Three Role Resp.(4)	1	0.8	0	0.0	10	6.0	3	4.0	14	3.5
Total Responses	123	100.0	32	100.0	168	100.0	75	100.0	398	100.0
Mean	1.34		1.34		1.83		1.81		1.64	
<u>All Groups</u>										
No MAS in this Area(1)	264	79.8	56	70.0	190	41.5	72	45.0	582	56.6
Fact-Gatherer(FG)	45	13.6	12	15.0	113	24.7	30	18.8	200	19.4
Recommender(REC)	2	0.6	3	3.8	30	6.6	10	6.3	45	4.4
Technical Implementor(TI)	1	0.3	2	2.5	1	0.2	0	0.0	4	0.4
Total One Role Resp.(2)	48	14.5	17	21.3	144	31.4	40	25.0	249	24.2
FG & REC	15	4.5	7	8.8	79	17.2	29	18.1	130	12.6
FG & TI	1	0.3	0	0.0	2	0.4	2	1.3	5	0.5
REC & TI	0	0.0	0	0.0	0	0.0	1	0.6	1	0.1
Total Two Role Resp.(3)	16	4.8	7	8.8	81	17.7	32	20.0	136	13.2
Three Role Resp.(4)	3	0.9	0	0.0	43	9.4	16	10.0	62	6.0
Total Responses	331	100.0	80	100.0	458	100.0	160	100.0	1029	100.0
Mean	1.27		1.39		1.95		1.95		1.69	

Area B-19 Personnel Evaluation

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	170	91.9	35	87.5	75	79.8	27	81.8	307	87.2
Fact-Gatherer(FG)	11	5.9	5	12.5	8	8.5	2	6.1	26	7.4
Recommender(REC)	0	0.0	0	0.0	2	2.1	0	0.0	2	0.6
Technical Implementor(TI)	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total One Role Resp.(2)	11	5.9	5	12.5	10	10.6	2	6.1	28	8.0
FG & REC	4	2.2	0	0.0	5	5.3	3	9.1	12	3.4
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	4	2.2	0	0.0	5	5.3	3	9.1	12	3.4
Three Role Resp.(4)	0	0.0	0	0.0	4	4.3	1	3.0	5	1.4
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	1.10		1.13		1.34		1.33		1.19	
<u>CPAs</u>										
No MAS in this Area(1)	19	79.2	6	75.0	94	47.7	28	53.8	147	52.3
Fact-Gatherer(FG)	3	12.5	0	0.0	26	13.2	4	7.7	33	11.7
Recommender(REC)	0	0.0	0	0.0	16	8.1	1	1.9	17	6.0
Technical Implementor(TI)	0	0.0	1	12.5	1	0.5	0	0.0	2	0.7
Total One Role Resp.(2)	3	12.5	1	12.5	43	21.8	5	9.6	52	18.5
FG & REC	2	8.3	1	12.5	38	19.3	11	21.2	52	18.5
FG & TI	0	0.0	0	0.0	1	0.5	0	0.0	1	0.4
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	2	8.3	1	12.5	39	19.8	11	21.2	53	18.9
Three Role Resp.(4)	0	0.0	0	0.0	21	10.7	8	15.4	29	10.3
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	1.29		1.38		1.93		1.98		1.87	
<u>AAA Members</u>										
No MAS in this Area(1)	99	79.8	26	81.3	96	57.5	45	59.2	266	66.7
Fact-Gatherer(FG)	13	10.5	3	9.4	31	18.6	12	15.8	59	14.8
Recommender(REC)	2	1.6	1	3.1	11	6.6	5	6.6	18	4.8
Technical Implementor(TI)	1	0.8	1	3.1	0	0.0	0	0.0	2	0.5
Total One Role Resp.(2)	16	12.9	5	15.6	42	25.1	17	22.4	80	20.1
FG & REC	9	7.3	0	0.0	18	10.8	11	14.5	38	9.5
FG & TI	0	0.0	1	3.1	0	0.0	1	1.3	2	0.5
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	9	7.3	1	3.1	18	10.8	12	15.8	40	10.0
Three Role Resp.(4)	0	0.0	0	0.0	11	6.6	2	2.6	13	3.3
Total Responses	124	100.0	32	100.0	167	100.0	76	100.0	399	100.0
Mean	1.27		1.22		1.66		1.62		1.50	
<u>All Groups</u>										
No MAS in this Area(1)	288	86.5	67	83.8	265	57.9	100	62.1	720	69.8
Fact-Gatherer(FG)	27	8.1	8	10.0	65	14.2	18	11.2	118	11.4
Recommender(REC)	2	0.6	1	1.3	29	6.3	6	3.7	38	3.7
Technical Implementor(TI)	1	0.3	2	2.5	1	0.2	0	0.0	4	0.4
Total One Role Resp.(2)	30	9.0	11	13.8	95	20.7	24	14.9	160	15.5
FG & REC	15	4.5	1	1.3	61	13.3	25	15.5	102	9.9
FG & TI	0	0.0	1	1.3	1	0.2	1	0.6	3	0.3
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	15	4.5	2	2.5	62	13.5	26	16.1	105	10.2
Three Role Resp.(4)	0	0.0	0	0.0	36	7.9	11	6.8	47	4.5
Total Responses	333	100.0	80	100.0	458	100.0	161	100.0	1032	100.0
Mean	1.18		1.19		1.71		1.68		1.50	

Area B-20 Personnel Recruitment

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	169	91.4	35	87.5	67	71.3	26	78.8	297	84.4
Fact-Gatherer(FG)	10	5.4	2	5.0	14	14.9	0	0.0	26	7.4
Recommender(REC)	2	1.1	0	0.0	4	4.3	1	3.0	7	2.0
Technical Implementor(TI)	1	0.5	0	0.0	0	0.0	0	0.0	1	0.3
Total One Role Resp.(2)	13	7.0	2	5.0	18	19.1	1	3.0	34	9.7
FG & REC	2	1.1	3	7.5	4	4.3	3	9.1	12	3.4
FG & TI	1	0.5	0	0.0	0	0.0	1	3.0	2	0.6
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	3	1.6	3	7.5	4	4.3	4	12.1	14	4.0
Three Role Resp.(4)	0	0.0	0	0.0	5	5.3	2	6.1	7	2.0
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	1.10		1.20		1.44		1.45		1.24	
<u>CPAs</u>										
No MAS in this Area(1)	18	75.0	6	75.0	88	44.9	22	42.3	134	47.9
Fact-Gatherer(FG)	2	8.3	0	0.0	27	13.8	5	9.6	34	12.1
Recommender(REC)	0	0.0	0	0.0	19	9.7	3	5.8	22	7.9
Technical Implementor(TI)	0	0.0	1	12.5	0	0.0	0	0.0	1	0.4
Total One Role Resp.(2)	2	8.3	1	12.5	46	23.5	8	15.4	57	20.4
FG & REC	3	12.5	1	12.5	34	17.3	12	23.1	50	17.9
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	3	12.5	1	12.5	34	17.3	12	23.1	50	17.9
Three Role Resp.(4)	1	4.2	0	0.0	28	14.3	10	19.2	39	13.9
Total Responses	24	100.0	8	100.0	196	100.0	52	100.0	280	100.0
Mean	1.46		1.38		2.01		2.19		1.98	
<u>AAA Members</u>										
No MAS in this Area(1)	103	83.1	26	81.3	106	63.9	51	67.1	286	71.9
Fact-Gatherer(FG)	12	9.7	3	9.4	26	15.7	8	10.5	49	12.3
Recommender(REC)	3	2.4	1	3.1	5	3.0	3	3.9	12	3.0
Technical Implementor(TI)	1	0.8	1	3.1	1	0.6	0	0.0	3	0.8
Total One Role Resp.(3)	16	12.9	5	15.6	32	19.3	11	14.5	64	16.1
FG & REC	5	4.0	0	0.0	19	11.4	11	14.5	35	8.8
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	1	3.1	0	0.0	0	0.0	1	0.3
Total Two Role Resp.(3)	5	4.0	1	3.1	19	11.4	11	14.5	36	9.0
Three Role Resp.(4)	0	0.0	0	0.0	9	5.4	3	3.9	12	3.0
Total Responses	124	100.0	32	100.0	166	100.0	76	100.0	398	100.0
Mean	1.21		1.22		1.58		1.55		1.43	
<u>All Groups</u>										
No MAS in this Area(1)	290	87.1	67	83.8	261	57.2	99	61.5	717	69.6
Fact-Gatherer(FG)	24	7.2	5	6.3	67	14.7	13	8.1	109	10.6
Recommender(REC)	5	1.5	1	1.3	28	6.1	7	4.3	41	4.0
Technical Implementor(TI)	2	0.6	2	2.5	1	0.2	0	0.0	5	0.5
Total One Role Resp.(2)	31	9.3	8	10.0	96	21.1	20	12.4	155	15.1
FG & REC	10	3.0	4	5.0	57	12.5	26	16.1	97	9.4
FG & TI	1	0.3	0	0.0	0	0.0	1	0.6	2	0.2
REC & TI	0	0.0	1	1.3	0	0.0	0	0.0	1	0.1
Total Two Role Resp.(3)	11	3.3	5	6.3	57	12.5	27	16.8	100	9.7
Three Role Resp.(4)	1	0.3	0	0.0	42	9.2	15	9.3	58	5.6
Total Responses	333	100.0	80	100.0	456	100.0	161	100.0	1030	100.0
Mean	1.17		1.23		1.74		1.74		1.51	

Area B-21 Personnel Selection, Testing

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	172	93.0	33	82.5	77	81.9	23	71.9	305	86.9
Fact-Gatherer(FG)	10	5.4	5	12.5	5	5.3	1	3.1	21	6.0
Recommender(REC)	1	0.5	1	2.5	5	5.3	2	6.3	9	2.6
Technical Implementor(TI)	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total One Role Resp.(2)	11	5.9	6	15.0	10	10.6	3	9.4	30	8.5
FG & REC	1	0.5	1	2.5	2	2.1	1	3.1	5	1.4
FG & TI	1	0.5	0	0.0	0	0.0	1	3.1	2	0.6
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	2	1.1	1	2.5	2	2.1	2	6.3	7	2.0
Three Role Resp.(4)	0	0.0	0	0.0	5	5.3	4	12.5	9	2.6
Total Responses	185	100.0	40	100.0	94	100.0	32	100.0	351	100.0
Mean	1.08		1.20		1.31		1.59		1.20	
<u>CPAs</u>										
No MAS in this Area(1)	21	91.3	7	87.5	103	52.3	25	49.0	156	55.9
Fact-Gatherer(FG)	1	4.3	0	0.0	28	14.2	4	7.8	33	11.8
Recommender(REC)	0	0.0	0	0.0	15	7.6	3	5.9	18	6.5
Technical Implementor(TI)	0	0.0	1	12.5	2	1.0	1	2.0	4	1.4
Total One Role Resp.(2)	1	4.3	1	12.5	45	22.8	8	15.7	55	19.7
FG & REC	1	4.3	0	0.0	25	12.7	9	17.6	35	12.5
FG & TI	0	0.0	0	0.0	1	0.5	0	0.0	1	0.4
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	1	4.3	0	0.0	26	13.2	9	17.6	36	12.9
Three Role Resp.(4)	0	0.0	0	0.0	23	11.7	9	17.6	32	11.5
Total Responses	23	100.0	8	100.0	197	100.0	51	100.0	279	100.0
Mean	1.13		1.13		1.84		2.04		1.80	
<u>AAA Members</u>										
No MAS in this Area(1)	104	83.9	27	84.4	116	69.9	54	71.1	301	75.6
Fact-Gatherer(FG)	8	6.5	1	3.1	28	16.9	9	11.8	46	11.6
Recommender(REC)	3	2.4	1	3.1	3	1.8	1	1.3	8	2.0
Technical Implementor(TI)	2	1.6	1	3.1	1	0.6	1	1.3	5	1.3
Total One Role Resp.(2)	13	10.5	3	9.4	32	19.3	11	14.5	59	14.8
FG & REC	6	4.8	2	6.3	10	6.0	7	9.2	25	6.3
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	6	4.8	2	6.3	10	6.0	7	9.2	25	6.3
Three Role Resp.(4)	1	0.8	0	0.0	8	4.8	4	5.3	13	3.3
Total Responses	124	100.0	32	100.0	166	100.0	76	100.0	398	100.0
Mean	1.23		1.22		1.46		1.49		1.37	
<u>All Groups</u>										
No MAS in this Area(1)	297	89.5	67	83.8	296	64.8	102	64.2	762	74.1
Fact-Gatherer(FG)	19	5.7	6	7.5	61	13.3	14	8.8	100	9.7
Recommender(REC)	4	1.2	2	2.5	23	5.0	6	3.8	35	3.4
Technical Implementor(TI)	2	0.6	2	2.5	3	0.7	2	1.3	9	0.9
Total One Role Resp.(2)	25	7.5	10	12.5	87	19.0	22	13.8	144	14.0
FG & REC	8	2.4	3	3.8	37	8.1	17	10.7	65	6.3
FG & TI	1	0.3	0	0.0	1	0.2	1	0.6	3	0.3
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	9	2.7	3	3.8	38	8.3	18	11.3	68	6.6
Three Role Resp.(4)	1	0.3	0	0.0	36	7.9	17	10.7	54	5.3
Total Responses	332	100.0	80	100.0	457	100.0	159	100.0	1028	100.0
Mean	1.14		1.20		1.59		1.69		1.43	

Area B-22 Product Price Determination

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	128	69.2	20	50.0	38	40.9	10	31.3	196	56.0
Fact-Gatherer(FG)	46	21.6	12	30.0	22	23.7	8	25.0	82	23.4
Recommender(REC)	5	2.7	4	10.0	6	6.5	3	9.4	18	5.1
Technical Implementor(TI)	0	0.0	0	0.0	1	1.1	0	0.0	1	0.3
Total One Role Resp.(2)	45	24.3	16	40.0	29	31.2	11	34.4	101	28.9
FG & REC	8	4.3	4	10.0	18	19.4	8	25.0	38	10.9
FG & TI	0	0.0	0	0.0	0	0.0	1	3.1	1	0.3
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	8	4.3	4	10.0	18	19.4	9	28.1	39	11.1
Three Role Resp.(4)	4	2.2	0	0.0	8	8.6	2	6.3	14	4.0
Total Responses	185	100.0	40	100.0	93	100.0	32	100.0	350	100.0
Mean	1.39		1.60		1.96		2.09		1.63	
<u>CPAs</u>										
No MAS in this Area(1)	7	29.2	3	37.5	42	21.3	7	13.5	59	21.0
Fact-Gatherer(FG)	7	29.2	1	12.5	59	29.9	10	19.2	77	27.4
Recommender(REC)	2	8.3	2	25.0	17	8.6	5	9.6	26	9.3
Technical Implementor(TI)	0	0.0	0	0.0	2	1.0	1	1.9	3	1.1
Total One Role Resp.(2)	9	37.5	3	37.5	78	39.6	16	30.8	106	37.7
FG & REC	5	20.8	2	25.0	42	21.3	18	34.6	67	23.8
FG & TI	1	4.2	0	0.0	3	1.5	0	0.0	4	1.4
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	6	25.0	2	25.0	45	22.8	18	34.6	71	25.3
Three Role Resp.(4)	2	8.3	0	0.0	32	16.2	11	21.2	45	16.0
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	2.13		1.88		2.34		2.63		2.36	
<u>AAA Members</u>										
No MAS in this Area(1)	70	56.5	7	21.9	33	19.6	13	17.1	123	30.8
Fact-Gatherer(FG)	36	29.0	9	28.1	48	28.6	21	27.6	114	28.5
Recommender(REC)	5	4.0	7	21.9	15	8.9	11	14.5	38	9.5
Technical Implementor(TI)	0	0.0	2	6.3	2	1.2	0	0.0	4	1.0
Total One Role Resp.(2)	41	33.1	18	56.3	65	38.7	32	42.1	156	39.0
FG & REC	12	9.7	7	21.9	57	33.9	25	32.9	101	25.3
FG & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
REC & TI	1	0.8	0	0.0	0	0.0	0	0.0	1	0.3
Total Two Role Resp.(3)	13	10.5	7	21.9	57	33.9	25	32.9	102	25.5
Three Role Resp.(4)	0	0.0	0	0.0	13	7.7	6	7.9	19	4.8
Total Responses	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
Mean	1.54		2.00		2.30		2.32		2.04	
<u>All Groups</u>										
No MAS in this Area(1)	205	61.6	30	37.5	113	24.7	30	18.8	378	36.7
Fact-Gatherer(FG)	83	24.9	22	27.5	129	28.2	39	24.4	273	26.5
Recommender(REC)	12	3.6	13	16.3	38	8.3	19	11.9	82	8.0
Technical Implementor(TI)	0	0.0	2	2.5	5	1.1	1	0.6	8	0.8
Total One Role Resp.(2)	95	28.5	37	46.3	172	37.6	59	36.9	363	35.3
FG & REC	25	7.5	13	16.3	117	25.5	51	31.9	206	20.0
FG & TI	1	0.3	0	0.0	3	0.7	1	0.6	5	0.5
REC & TI	1	0.3	0	0.0	0	0.0	0	0.0	1	0.1
Total Two Role Resp.(3)	27	8.1	13	16.3	120	26.2	52	32.5	212	20.6
Three Role Resp.(4)	6	1.8	0	0.0	53	11.6	19	11.9	78	7.5
Total Responses	333	100.0	80	100.0	458	100.0	160	100.0	1031	100.0
Mean	1.50		1.79		2.25		2.38		1.99	

Area B-23 Reorganizations

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	106	57.3	15	37.5	28	29.8	5	15.2	154	43.8
Fact-Gatherer(FG)	43	23.2	16	40.0	18	19.1	10	30.3	87	24.7
Recommender(REC)	5	2.7	3	7.5	6	6.4	1	3.0	15	4.3
Technical Implementor(TI)	2	1.1	1	2.5	2	2.1	2	6.1	7	2.0
Total One Role Resp.(2)	50	27.0	20	50.0	26	27.7	13	39.4	109	31.0
FG & REC	20	10.8	5	12.5	28	29.8	4	12.1	57	16.2
FG & TI	4	2.2	0	0.0	0	0.0	3	9.1	7	2.0
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	24	13.0	5	12.5	28	29.8	7	21.2	64	18.2
Three Role Resp.(4)	5	2.7	0	0.0	12	12.8	8	24.2	25	7.1
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	1.61		1.75		2.26		2.55		1.89	
<u>CPAs</u>										
No MAS in this Area(1)	6	25.0	1	12.5	9	4.7	3	5.8	19	6.9
Fact-Gatherer(FG)	7	29.2	1	12.5	35	18.1	2	3.8	45	16.2
Recommender(REC)	2	8.3	0	0.0	25	13.0	7	13.5	34	12.3
Technical Implementor(TI)	1	4.2	1	12.5	10	5.2	3	5.8	15	5.4
Total One Role Resp.(2)	10	41.7	2	25.0	70	36.3	12	23.1	94	33.9
FG & REC	5	20.8	5	62.5	56	29.0	14	26.9	80	28.9
FG & TI	2	8.3	0	0.0	3	1.6	0	0.0	5	1.8
REC & TI	0	0.0	0	0.0	1	0.5	0	0.0	1	0.4
Total Two Role Resp.(3)	7	29.2	5	62.5	60	31.1	14	26.9	86	31.0
Three Role Resp.(4)	1	4.2	0	0.0	54	28.0	23	44.2	78	28.2
Total Responses	24	100.0	8	100.0	193	100.0	52	100.0	277	100.0
Mean	2.13		2.50		2.82		3.10		2.81	
<u>AAA Members</u>										
No MAS in this Area(1)	49	39.5	6	18.8	12	7.2	6	8.0	73	18.3
Fact-Gatherer(FG)	41	33.1	4	12.5	42	25.1	17	22.7	104	26.1
Recommender(REC)	6	4.8	8	25.0	23	13.8	10	13.3	47	11.8
Technical Implementor(TI)	4	3.2	2	6.3	3	1.8	3	4.0	12	3.0
Total One Role Resp.(2)	51	41.1	14	43.8	68	40.7	30	40.0	163	41.0
FG & REC	17	13.7	11	34.4	52	31.1	22	29.3	102	25.6
FG & TI	3	2.4	1	3.1	1	0.6	0	0.0	5	1.3
REC & TI	1	0.8	0	0.0	1	0.6	1	1.3	3	0.8
Total Two Role Resp.(3)	21	16.9	12	37.5	54	32.3	23	30.7	110	27.6
Three Role Resp.(4)	3	2.4	0	0.0	33	19.8	16	21.3	52	13.1
Total Responses	124	100.0	32	100.0	167	100.0	75	100.0	398	100.0
Mean	1.82		2.19		2.65		2.65		2.35	
<u>All Groups</u>										
No MAS in this Area(1)	161	48.3	22	27.5	49	10.8	14	8.8	246	24.0
Fact-Gatherer(FG)	91	27.3	21	26.3	95	20.9	29	18.1	236	23.0
Recommender(REC)	13	3.9	11	13.8	54	11.9	18	11.3	96	9.3
Technical Implementor(TI)	7	2.1	4	5.0	15	3.3	8	5.0	34	3.3
Total One Role Resp.(2)	111	33.3	36	45.0	164	36.1	55	34.4	366	35.6
FG & REC	42	12.6	21	26.3	136	30.0	40	25.0	239	23.3
FG & TI	9	2.7	1	1.3	4	0.9	3	1.9	17	1.6
REC & TI	1	0.3	0	0.0	2	0.4	1	0.6	4	0.4
Total Two Role Resp.(3)	52	15.6	22	27.5	142	31.3	44	27.5	260	25.3
Three Role Resp.(4)	9	2.7	0	0.0	99	21.8	47	29.4	155	15.1
Total Responses	333	100.0	80	100.0	454	100.0	160	100.0	1027	100.0
Mean	1.73		2.00		2.64		2.78		2.31	

Area B-24 Return on Investment Studies

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	75	40.5	8	20.0	12	12.8	4	12.5	99	28.2
Fact-Gatherer(FG)	76	41.1	23	57.5	25	26.6	11	34.4	135	38.5
Recommender(REC)	7	3.8	3	7.5	7	7.4	4	12.5	21	6.0
Technical Implementor(TI)	0	0.0	0	0.0	3	3.2	1	3.1	4	1.1
Total One Role Resp.(2)	83	44.9	26	65.0	35	37.2	16	50.0	160	45.6
FG & REC	20	10.8	4	10.0	34	36.1	6	18.8	64	18.2
FG & TI	1	0.5	0	0.0	0	0.0	1	3.1	2	0.6
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	21	11.4	4	10.0	34	36.1	7	21.9	66	18.8
Three Role Resp.(4)	6	3.2	2	5.0	13	13.8	5	15.6	26	7.4
Total Responses	185	100.0	40	100.0	94	100.0	32	100.0	351	100.0
Mean	1.77		2.00		2.51		2.41		2.05	
<u>CPAs</u>										
No MAS in this Area(1)	5	20.8	0	0.0	7	3.6	0	0.0	12	4.3
Fact-Gatherer(FG)	11	45.8	3	37.5	58	29.4	11	21.2	83	29.5
Recommender(REC)	2	8.3	0	0.0	21	10.7	5	9.6	28	10.0
Technical Implementor(TI)	0	0.0	1	12.5	3	1.5	1	1.9	5	1.8
Total One Role Resp.(2)	13	54.2	4	50.0	82	41.6	17	32.7	116	41.3
FG & REC	3	12.5	3	37.5	59	29.9	21	40.4	86	30.6
FG & TI	2	8.3	0	0.0	4	2.0	0	0.0	6	2.1
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	5	20.8	3	37.5	63	32.0	21	40.4	92	32.7
Three Role Resp.(4)	1	4.2	1	12.5	45	22.8	14	26.9	61	21.7
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	2.08		2.63		2.74		2.94		2.72	
<u>AAA Members</u>										
No MAS in this Area(1)	36	29.0	4	12.5	7	4.2	5	6.6	52	13.0
Fact-Gatherer(FG)	50	40.3	8	25.0	49	29.2	22	28.9	129	32.3
Recommender(REC)	7	5.6	6	18.8	20	11.9	8	10.5	41	10.3
Technical Implementor(TI)	5	4.0	4	12.5	6	3.6	4	5.3	19	4.8
Total One Role Resp.(2)	62	50.0	18	56.3	75	44.6	34	44.7	189	47.3
FG & REC	20	16.1	10	31.3	61	36.3	21	27.6	112	28.0
FG & TI	1	0.8	0	0.0	0	0.0	0	0.0	1	0.3
REC & TI	0	0.0	0	0.0	0	0.0	2	2.6	2	0.5
Total Two Role Resp.(3)	21	16.9	10	31.3	61	36.3	23	30.3	115	28.8
Three Role Resp.(4)	5	4.0	0	0.0	25	14.9	14	18.4	44	11.0
Total Responses	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
Mean	1.96		2.19		2.62		2.61		2.38	
<u>All Groups</u>										
No MAS in this Area(1)	116	34.8	12	15.0	26	5.7	9	5.6	163	15.8
Fact-Gatherer(FG)	137	41.1	34	42.5	132	28.8	44	27.5	347	33.6
Recommender(REC)	16	4.8	9	11.3	48	10.5	17	10.6	90	8.7
Technical Implementor(TI)	5	1.5	5	6.3	12	2.6	6	3.8	28	2.7
Total One Role Resp.(2)	158	47.4	48	60.0	192	41.8	67	41.9	465	45.0
FG & REC	43	12.9	17	21.3	154	33.6	48	30.0	262	25.4
FG & TI	4	1.2	0	0.0	4	0.9	1	0.6	9	0.9
REC & TI	0	0.0	0	0.0	0	0.0	2	1.3	2	0.2
Total Two Role Resp.(3)	47	14.1	17	21.3	158	34.4	51	31.9	273	26.5
Three Role Resp.(4)	12	3.6	3	3.8	83	18.1	33	20.6	131	12.7
Total Responses	333	100.0	80	100.0	459	100.0	160	100.0	1032	100.0
Mean	1.86		2.14		2.65		2.68		2.36	

Area B-25 Sales Forecasting

Response	DET		NDV		HNE		ENH		TOTAL	
	N	%	N	%	N	%	N	%	N	%
<u>Financial Analysts</u>										
No MAS in this Area(1)	161	87.0	25	62.5	58	61.7	22	66.7	266	75.6
Fact-Gatherer(FG)	17	9.2	11	27.5	16	17.0	5	15.2	49	13.9
Recommender(REC)	0	0.0	1	2.5	6	6.4	1	3.0	8	2.2
Technical Implementor(TI)	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total One Role Resp.(2)	17	9.2	12	30.0	22	23.4	6	18.2	57	16.2
FG & REC	3	1.6	3	7.5	9	9.6	1	3.0	16	4.5
FG & TI	0	0.0	0	0.0	0	0.0	1	3.0	1	0.3
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	3	1.6	3	7.5	9	9.6	2	6.1	17	4.8
Three Role Resp.(4)	4	2.2	0	0.0	5	5.3	3	9.1	12	3.4
Total Responses	185	100.0	40	100.0	94	100.0	33	100.0	352	100.0
Mean	1.19		1.45		1.59		1.58		1.36	
<u>CPAs</u>										
No MAS in this Area(1)	17	70.8	4	50.0	68	34.5	14	26.9	103	36.7
Fact-Gatherer(FG)	4	16.7	1	12.5	42	21.3	11	21.2	58	20.6
Recommender(REC)	0	0.0	1	12.5	13	6.6	3	5.8	17	6.0
Technical Implementor(TI)	1	4.2	1	12.5	3	1.5	1	1.9	6	2.1
Total One Role Resp.(2)	5	20.8	3	37.5	58	29.4	15	28.8	81	28.8
FG & REC	1	4.2	1	12.5	40	20.3	11	21.2	53	18.9
FG & TI	1	4.2	0	0.0	6	3.0	2	3.8	9	3.2
REC & TI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Two Role Resp.(3)	2	8.3	1	12.5	46	23.4	13	25.0	62	22.1
Three Role Resp.(4)	0	0.0	0	0.0	25	12.7	10	19.2	35	12.5
Total Responses	24	100.0	8	100.0	197	100.0	52	100.0	281	100.0
Mean	1.38		1.63		2.14		2.37		2.10	
<u>AAA Members</u>										
No MAS in this Area(1)	75	60.5	13	40.7	42	25.0	22	28.9	152	38.0
Fact-Gatherer(FG)	30	24.2	6	18.8	56	33.3	17	22.4	109	27.3
Recommender(REC)	1	0.8	2	6.3	13	7.7	9	11.8	25	6.3
Technical Implementor(TI)	2	1.6	4	12.5	3	1.8	2	2.6	11	2.8
Total One Role Resp.(2)	33	26.6	12	37.5	72	42.9	28	36.8	145	36.3
FG & REC	14	11.3	7	21.9	34	20.2	13	17.1	68	17.0
FG & TI	0	0.0	0	0.0	1	0.6	0	0.0	1	0.3
REC & TI	0	0.0	0	0.0	0	0.0	1	1.3	1	0.3
Total Two Role Resp.(3)	14	11.3	7	21.9	35	20.8	14	18.4	70	17.5
Three Role Resp.(4)	2	1.6	0	0.0	19	11.3	12	15.8	33	8.3
Total Responses	124	100.0	32	100.0	168	100.0	76	100.0	400	100.0
Mean	1.54		1.81		2.18		2.21		1.96	
<u>All Groups</u>										
No MAS in this Area(1)	253	76.0	42	52.5	168	36.6	58	36.0	521	50.4
Fact-Gatherer(FG)	51	15.3	18	22.5	114	24.8	33	20.5	216	20.9
Recommender(REC)	1	0.3	4	5.0	32	7.0	13	8.1	50	4.8
Technical Implementor(TI)	3	0.9	5	6.3	6	1.3	3	1.9	17	1.6
Total One Role Resp.(2)	55	16.5	27	33.8	152	33.1	49	30.4	283	27.4
FG & REC	18	5.4	11	13.8	83	18.0	25	15.5	137	13.3
FG & TI	1	0.3	0	0.0	7	1.5	3	1.9	11	1.1
REC & TI	0	0.0	0	0.0	0	0.0	1	0.6	1	0.1
Total Two Role Resp.(3)	19	5.7	11	13.8	90	19.6	29	18.0	149	14.5
Three Role Resp.(4)	6	1.8	0	0.0	49	10.7	25	15.5	80	7.7
Total Responses	333	100.0	80	100.0	459	100.0	161	100.0	1033	100.0
Mean	1.33		1.61		2.04		2.13		1.79	

APPENDIX I

INTERRELATIONSHIP OF SCORES ON PART "A" AND PART "B" TESTS

Interrelationship of Respondents' Scores
On Part "A" and Part "B" Tests

Financial Analysts (n=352)

		Score on Part "A"																							
		61	62	..	68	69	70	71	72	..	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90
25															1	2			1						
26																		1							
27								1											1			1			
28																						1			1
29																	1								
30															1										
31					1														1					1	
32		1							1												1				1
33																							1		
34							1						1										1		1
35														1											1
36		1										1							1						
37															1						1		1		
38																					1				
39									1													1			
40																									1
41																							1		
42																								1	
43																						1			
44																									
45																									
46																									
47																									
48																									
49																									
50																									
51																									
52																							1		
53																									
54																									
55																									
56																									
57																									
58																				1					
59																									
60																									
61																						1			
62																									
63																									
64																									
65																									
66																									
67																									
68																									
69																									
70																									
71																									
72																									
73																									
74																									
75																									
81																									
84																									
85																									
86																									
87																									
...																									
100																									
TOTALS		1	1	0	1	0	1	2	1	0	1	0	1	0	3	2	1	2	2	1	2	5	4	3	4

(Continued On Next Page)

344

Score on Part "A"

(Continued On Next Page)

Financial Analysts(n=352) (Continued)

Score on Part "A"

	100's																							
	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38
25																								
26																								
27																								
28																								
29																								
30													1											
31				1																				
32	1																							
33																								
34						1																		
35							2																	
36	1	1														1								
37			1				1								1					1			1	
38	1										1													
39		1																1		1				
40			2	1							1				1	1								
41								1		1				1					1					1
42			1										1		1							1		
43						1		1												2				
44							1	1																
45								1																
46					1																			
47		1																1						
48											1							1						
49	1							1								1								
50	1					1		2											1					
51	1	1	1		1						1			1										
52	2			1																				
53				1																1				
54						1		1						1										
55	2											1	1											
56																								
57														1					2		1		1	
58													1					1						
59								1																
60													1											
61									1															
62	1		1													1								
63	1																		1	1				
64																						1		
65																								1
66																				1	1			
67																								
68														1								1		
69																								
70																			1					
71																								
72			1																					
73																								
74																								1
75																								
81															1		1							
84																								
85																								
86																								
87																								
100																								
TOTALS	12	4	7	4	2	4	4	9	1	6	2	2	4	5	3	4	2	5	3	9	2	5	3	2

(Continued On Next Page)

Financial Analysts(n=352) (Continued)

Score on Part "A"

		100's																								TOTALS	
		39	40	41	42	43	44	45	46	47	48	49	..	52	53	54	..	57	58	59	60	..	65	TOTALS			
Score on Part "B"	25																							18			
	26																							1			
	27																							3			
	28																							4			
	29																							1			
	30																							4			
	31																							10			
	32																							13			
	33																							13			
	34																							12			
	35																				1			13			
	36																							16			
	37																							18			
	38																							10			
	39																							13			
	40																							13			
	41				1																				15		
	42																							9			
	43					1										1									15		
	44												1												9		
	45																								6		
	46									1										1					6		
	47	1					1																		9		
	48																								4		
	49												1												12		
	50			1									1							1					14		
	51									1	1														11		
	52																								4		
	53																								3		
	54								1																6		
	55																								7		
	56																1								4		
	57																						1		8		
	58																								5		
	59												1												2		
	60																								1		
	61																								4		
	62	1																							5		
	63								1																4		
	64																					1			2		
	65																								1		
	66						1										1								4		
	67																								1		
	68																								3		
	69																								0		
	70																								2		
	71			1																					1		
72																								1			
73																								0			
74																								1			
75																								1			
...																								0			
81																								3			
...																								0			
84																								1			
85																								0			
86																								1			
87																								1			
...																								0			
100			1	1										1										4			
TOTALS		2	0	3	2	2	1	2	2	1	2	2	0	2	0	2	0	1	2	0	1	0	1	352			

Interrelationship of Respondents' Scores
On Part "A" and Part "B" Tests

CPAs (n=280)

Score on Part "A"

	100's												
	67	78	89	93	96	97	98	99	00	01	04	05	06
Score on Part "B"	67	78	89	93	96	97	98	99	00	01	04	05	06
25													
26			1										1
...													
31												1	
...													
35													
36				1									
37													
38													
39		1											
40													1
41			1			1							
42	1						1						
43													
44									1			1	
45							1						
46													
47													
48													
49													
50													
51													
52													
53													
54													
55								1					
56													1
57													
58													
59													
60													
61											1		
62													
63													
64													
65													
66													
67												1	
68													
69													
70													

(Continued On Next Page)

CPAs (n=280) (Continued)

Score on Part "A"

		100's																							
		67	..	78	..	89	..	93	..	96	97	98	99	00	01	..	04	05	06	..	09	..	12	13	
Score on Part "B"	70																								
	71																								
	72																								
	73																								
	74																								
	75																								
	76																								
	77																								
	78									1															
	79																								
	80																								
	81																								
	82																								
	83																								
	84																								
	85																								
	86																								
	87																								
	88																								
	89																								
	90																								
91																									
92																									
93																									
94																									
95																									
96																									
97																									
98																									
99																									
100																									
TOTALS		1	0	1	0	2	0	1	0	1	1	2	1	0	1	0	1	1	2	0	1	0	1	2	

(Continued On Next Page)

CPAs(n=280) (Continued)

Score on Part "A"

		100's																								
		14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		
25																										
26																										
...																										
31																										
...																										
35											1															
36																										
37																										
38																									1	
39																		1								
40																									1	
41																						2				
42																							1			
43										1					1										1	
44												1			1					1	1		1			
45														1		1										
46			1																							
47																										
48														1												
49			1												2			1								
50																	1				1					
51														1												
52										1										1						
53																										
54																1				1			1			
55			1						1																	
56					1																		1	1		
57			1			1												1								
58											1										1	1			1	
59															1							1				
60		1																	1							
61															1								1			
62																										
63																										
64		1			1																					
65																										
66																									1	
67																		1			1					
68																										
69																										
70																					1		1			

(Continued On Next Page)

Score on Part "A"

(Continued On Next Page)

CPAs(n=280) (Continued)

Score on Part "A"

		100's																						
		37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59
25																								
26																								
...																								
31																								
...																								
35																								
36																								
37																								
38																								
39	1																							
40		1	1									1												
41																			1					
42								1				1												
43	2						1				1	1				2								
44			1					2					1											
45					1									1	1				1		1			
46				1					1						1	1		1						
47						1			1	1		1			1	1				1				
48		1										1		1										
49				1			1			1							1							
50				1	1				1		2													
51	1		1																					
52		1											1											
53			1			1			1															
54					1														1					
55	1	1			1											1		1	1					
56																								
57														1		1		1		1		1		
58		1										1	1											
59				1											1									1
60			1								1	1				1								
61				1								1							1					
62						1				1														1
63			1									1										1		
64			1		1					1	1		1											
65																								
66																								
67	1							1		1	1											1		
68								1										2						
69			1	1													1	1						
70						1				1	1													

(Continued On Next Page)

CPAs(n=280) (Continued)

Score on Part "A"

	100's																						
	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59
71				1							1			1			1	1	1				
72			1						2							1							
73										1												1	
74								1			1												
75	1	1						1							1	1							
76																			1			1	
77									1								1	1				1	
78	1											1											
79							1					1										1	
80		1						1								2							
81					1							1						1					
82												1		1					1	1			
83												1											
84									1	1									1				
85																				1			
86													1										
87																						2	
88																							
89		1						1		3													
90																							
91																							
92															1							2	
93																							
94									1														
95				1																			
96																							
97																							
98																							
99																							
100						1		1			2												
TOTALS	8	8	9	8	6	6	6	10	9	13	12	9	7	6	9	9	7	5	6	5	0	5	5

(Continued On Next Page)

CPAs (n=280) (Continued)

Score on Part "A"

	100's																			TOTALS	
	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	
25																					1
26																					1
...																					0
31																					1
...																					0
35																					1
36																					1
37																					0
38																					1
39																					3
40																					5
41																					5
42																					5
43																					10
44																					12
45														1							9
46																					5
47																					7
48																					4
49																					8
50																					7
51																					3
52																					4
53																					3
54																					5
55																					9
56																					4
57										1											8
58				1																	8
59				1																	6
60																					6
61																					6
62																					3
63																					3
64																					7
65																					1
66										1											2
67																					8
68				1																	4
69																		1			5
70																					5

(Continued On Next Page)

CPAs (n=280) (Continued)

Score on Part "A"

	100's																				TOTALS
	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	
71																					7
72				1																	6
73		1																			3
74														1							4
75																					6
76																					2
77										1											7
78				1							1			1							7
79			1																		5
80																					4
81										1											4
82																					5
83					1																2
84							1														4
85																					3
86	1																				2
87																					2
88			1																		1
89																					5
90																					0
91						1															2
92																					3
93																					0
94																					1
95																					1
96																					0
97							1														1
98																					0
99																					0
100			1								1								1		7
TOTALS	1	1	3	5	1	1	2	0	2	2	1	1	1	2	0	0	0	1	0	1	280

Interrelationship of Respondents' Scores
On Part "A" and Part "B" Tests

AAA Members (n=400)

		Score on Part "A"																												
		67	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94							
Score on Part "B"	25		1						1			1											1							
	26																													
	27																						1							
	28																													
	29																			1										
	30																													
	31																													
	32				1											1														
	33																					1								
	34					1																								
	35																			1										
	36																													
	37																			1										
	38			1								1											1							
	39	1																												
	40																													
	41												2							1										
	42																			1										
	43																													
	44																													
	45																			1										
	46																					1								
	47																													
	48																													
	49																													
	50																						1							
	51																													
	52																													
	53							1						1																
	54																													
	55																													
	56																													
	57															1														
	58																													
	59																													
	60																			1										
	61																													
	62																						1							
	63																													
	64																													
	65																													
	66																													
	67																													
	68																													
	69																													
	70																													

(Continued On Next Page)

AAA Members (n=400) (Continued)

Score on Part "A"

	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94
71																												
72																												
73																												
74																												
75																												
76																												
77																												
78																												
79																												
80																												
81																												
82																												
83																												
84																												
85																												
86																												
87																												
88																												
89																												
90																												
91																												
92																												
93																												
94																												
95																												
96																												
97																												
98																												
99																												
100																												
TOTALS	1	0	1	1	1	1	0	1	1	0	0	2	2	1	1	1	0	4	2	1	1	2	4					

(Continued On Next Page)

AAA Members (n=400) (Continued)

Score on Part "A"

	100's																						
	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17
25		1								1	1	1						1					
26		2				1																	
27																							
28																							
29		1	1		1																		
30																							
31																							
32								1												1			
33		1	1			2		1		1		1										1	1
34										1												1	1
35										1	1	1						1					
36													1								1		
37					1						1		1				3				1		
38											1									1	1		
39					1		1																
40				1		1									1								
41									1									1					
42												1					2			1			
43																							
44			1							1										1			
45				1													1			1			
46																		1					
47																			1				
48										1		1											
49												1						1					
50	1							1								1	1			1			
51																							
52																1				1			
53													1				1						
54						1		1					1		1								
55																							
56						1																1	
57																							
58														1					1				
59																							
60																		1					
61								1									1						
62																	1						
63												1						1					
64												1								1			
65													1								1		
66																							
67																							
68																							
69																							
70																	2						

(Continued On Next Page)

AAA Members (n=400) (Continued)

Score on Part "A"

	100's																										
	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17				
71																											
72																											
73																											
74							1																1				
75																											
76																											
77																											
78																											
79											1																
80																											
81																											
82																											
83																											
84																											
85																											
86																											
87																											
88																											
89																											
90																											
91																											
92																											
93																											
94																											
95																											
96																											
97																											
98																											
99																											
100																				1							
TOTALS	1	5	3	2	3	2	6	3	3	5	6	7	4	1	2	2	12	7	2	9	4	2	3				

(Continued On Next Page)

Score on Part "A"

		100's																						
		18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
25					1	1																		
26																								
27																								
28																								
29																								
30																								
31								1																
32																								
33																			1					
34																								
35						1																		
36												1												
37																					1	1		
38					1														1		1			
39	1														1									
40					2			1																
41	1	1													1							1	1	2
42										2											2			
43	1		1	1				1							1				1					1
44		1										1			1		1			1			1	
45				1				1								1	1						1	
46	2																						1	
47								1								1			1	1		1		
48		1			1						1													
49					1			1								1			2		1			
50		1	1				2				1	1	1			2		1	1				1	
51		1															1							
52				1						2		1				1			1					
53																	2					1		1
54							1								1									
55																			1					
56					1						1				2			1						1
57						2																		
58															1		1							
59						1						2	1				1					1		
60					1										1							1		
61		1																1						
62								1			1											1		1
63			1							1					2				1					
64					1					1		1												
65		1																				1		1
66												1								1				1
67								1				1												
68											1		1				1		1		1			1
69												1	1							1		1		
70																					1		1	

(Continued On Next Page)

Score on Part "A"

(Continued On Next Page)

AAA Members(n=400) (Continued)

Score on Part "A"

		100's																							
		41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	
25																									
26																									
27																									
28																									
29																									
30																									
31																									
32																									
33																									
34																									
35																									
36																									
37																									
38	1																								
39	1						1																		
40					2		1	1									1								
41	2		1																						
42		1							1								1								
43	1						1								1										
44																	1								
45				1	1				1																
46	1			1	1		1																		
47				1													1								
48									1																
49															1										
50	1					1		1				1					1	1							
51							1																		
52															1										
53			1											1											
54											1														
55																									
56			2				1			1										1					
57			1														1								
58					1	1	1		2										1						
59			1	1		2																			
60	1						1					1													
61							1								1										
62							1																		
63			1	1	1		1																		
64																								1	
65											1														
66				1																					
67	1								1				1							1					
68	1																								
69												1													
70														1		1						1			

(Continued On Next Page)

AAA Members(n=400) (Continued)

Score on Part "A"

		100's																									
		41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63			
71	Score on Part "B"	2																									
72																											
73		1		1	1									1													
74																											
75																								1			
76			1											1													
77																											
78									1																		
79																			1								
80																											
81											1																
82			1																								
83																											
84																1											
85									1																		
86																											
87							1																				
88					1																						
89																											
90																											
91																											
92																											
93											1																
94				1																							
95																											
96																			1					1			
97																											
98																											
99																											
100																		1									
TOTALS		13	9	9	8	4	12	5	5	1	4	3	2	4	3	5	3	2	3	1	1	1	2	0			

(Continued On Next Page)

AAA Members (n=400) (Continued)

Score on Part "A"

	100's										TOTALS
	64	65	66	67	68	..	72	73	74	75	
25											11
26											3
27											1
28											0
29											4
30											0
31											1
32											4
33											9
34											4
35											6
36											3
37											10
38											10
39											7
40											11
41											15
42											12
43											10
44											10
45											11
46											9
47											8
48											6
49											9
50											24
51											2
52									1		10
53											10
54											7
55								1			2
56					1						14
57											5
58											11
59											10
60											8
61				1							8
62											8
63											11
64											6
65											5
66											4
67											6
68											7
69									1		6
70		1									7

(Continued On Next Page)

AAA Members (n=400) (Continued)

Score on Part "A"

	100's										TOTALS
	64	65	66	67	68	..	72	73	74	75	
71											5
72											3
73											6
74											5
75											5
76											2
77											0
78											1
79											5
80											0
81											3
82			1								2
83											1
84											1
85											1
86											0
87					1						3
88					1						2
89											2
90											0
91									1		1
92											0
93											1
94											1
95											0
96											2
97											1
98											0
99											0
100											2
TOTALS	0	0	2	3	1	0	1	0	2	1	400

Interrelationship of Respondents' Scores
On Part "A" and Part "B" Tests

All Groups (n=1032)

		Score on Part "A"																													
		61	62	..	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87						
Score on Part "B"	25										1							2	2		1	1									
	26																				1										
	27								1																		1				
	28																											1			
	29																			1											
	30																	1													
	31					1																1									
	32		1							1				1									1			1	1				
	33																														
	34							1								1	1														
	35																														
	36	1												1							1										
	37																	1						1							
	38												1								1										
	39				1				1								1										1				
	40																														
	41																														
	42				1																		2								
	43																														
	44																													1	
	45																														
	46																														
	47																														
	49																														
	50																														
	51																														
	52																														
	53																	1						1							
	54																														
	55																														
	56																														
	57																												1		
	58																											1			
	59																														
	60																														
	61																														1
	62																														
	63																														
	64																														
	65																														
	66																														
	67																														
	68																														
	69																														
	70																														

(Continued On Next Page)

All Groups (n=1032) (Continued)

Score on Part "A"

	61	62	..	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87
71																								
72																								
73																								
74																								
75																								
76																								
77																								
78																								
79																								
80																								
81																								
82																								
83																								
84																								
85																								
86																								
87																								
88																								
89																								
90																								
91																								
92																								
93																								
94																								
95																								
96																								
97																								
98																								
99																								
100																								
TOTALS	1	1	0	2	1	0	1	2	1	0	1	1	2	1	2	1	4	2	1	4	4	2	3	6

(Continued On Next Page)

All Groups(n=1032) (Continued)

Score on Part "A"

												100's												
	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11
25				1			3	1	2	1			1	1	2		2	1	1		1	2		
26		1							2				1											
27							1							1										
28			1				1									1								
29				1					1	1		1												
30															1			1						
31		1						1	1	1								2	1					
32			1				3	1	1						2		1					1		
33	1					2	2	1	2	1				5	1	1		2			1			1
34			1	1				1					2		1		2		1					
35			1			1			1	1				2			1	2	2		1			1
36						2					1		2	2	1				2	1	1			
37	1		1		2	1						2			1	1	1	3		1			1	3
38							1			1			1		1	1	1	1		2				
39											1	2	1	1	1						1			1
40			1								1		1		1				1		1	3		
41	1	2			1				1	1			1				1						1	1
42		2						1			1						1		1					4
43					1							1			1	1		1		1				
44										1	1			2		2	1		2		1			
45		1									2	1				1							1	1
46				1					1									1		1				
47														1					1		1	1		
48										1							1		1					
49						1				2				1					3		1			
50						1	1	1					1		1		1	1					2	1
51														1									1	
52	1																						1	
53																				1				1
54														1		1				1	1	1		
55									1			1												
56				1										1			1							
57																		2						
58							1														1			
59																								
60		1																						
61															1		1	1					1	1
62						1																		2
63																								
64																								
65																								
66																								
67										1											1			
68		1																						
69																								
70									1															2

(Continued On Next Page)

All Groups (n=1032) (Continued)

Score on Part "A"

	100's										
	88	89	90	91	92	93	94	95	96	97	98
71											
72											
73											
74										1	
75											
76											
77											
78									1		
79											
80										1	
81											
82											
83											1
84											
85											
86											
87											
88											
89											
90											
91											
92											
93											
94											
95											
96											
97											
98											
99											
100											
TOTALS	4	9	6	4	5	9	13	8	14	12	7
	8	11	20	15	11	13	19	19	9	11	8
	8	19									

(Continued On Next Page)

Score on Part "A"

(Continued On Next Page)

All Groups(n=1032) (Continued)

Score on Part "A"

		100's																																		
		12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35											
Score on Part "B"	71																					1	1													
	72						1	1													1															
	73															1		1																		
	74						1				1									1													1			
	75										1									1		1	1			1										
	76																																			
	77																			1	1															
	78																																1			
	79																				1															
	80																																			
	81																			1		1		1									1			
	82																						1													
	83																																	1		
	84																																	1		
	85																																			
	86																					1														
	87														1																					
	88																																			
	89																			1												1				
	90																																			
	91																																			
	92																																			
	93																																			
	94																																			
	95																																			
	96																																			
	97																																			
	98																																			
	99																																			
	100					1						1																								
TOTALS		18	16	13	18	10	10	12	10	7	14	18	6	14	6	12	14	19	10	12	17	17	17	19	21											

(Continued On Next Page)

All Groups(n=1032) (Continued)

Score on Part "A"

100's

	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59
25																								
26																								
27																								
28																								
29																								
30																								
31																								
32																								
33																								
34																								
35																								
36																								
37	1	2																						
38	1	1				1																		
39		1				1					1													
40	1		1	1					2		1	2										1		
41		1	2		2	2	1	1											1					
42	1	2					1	1				2								1				
43	1	2			1	1	1	1			2	1				2	1		1					
44	1			2				2					1	1						1				
45				1		1		1	1			1		1	1			1		1				
46				1	1	1		1	2		2				1	1		1						1
47	1		1	1			1	1	2	1		1			1	1			1	1				
48			1									2		1										
49	2		1		1			1			1		1			1			1					
50				1	1	3			1	1	2	1	1			1					1	2		
51		1		1							1	1												
52			1								1		1											
53			1	1	1		2		1								1							
54						1				1						1		1						
55		1	1			1										1		1	1					
56	1				1		2			1				1					1					1
57	1						1							1		1		1	1	1				
58	1	1	1					1	1	1	1	1	3						1			1		
59			1		1		1	1		2				2										1
60			1	1		1					2	1				2								
61		1			1						1	1						2						
62		1		2	1		1			1	1													1
63				1			1	1	1	1	1	1									1			
64	1			1		1				1	1			1									1	
65			2		1											1					1			
66	2				1			2											1					
67		1				1			1		1	1	1				1				1			1
68	1	1			1	1		1									2							
69	1		1	1	1											2	1							
70		1		1			1			1	1							1						

(Continued On Next Page)

Score on Part "A"

		100's																											
		36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59				
71		1			1	1	3						1			1			1	1	1								
72		1			2						2							1											
73						1			1	1		1							1					1					
74		1			1					1			1																
75	1	1	1							1							1	1											
76							1												1		1			1					
77											1								1	1					1				
78		1											1	1															
79				1	2				1						1									1	1				
80			1							1								2											
81						1								1		1				1									
82							1							1		1					1	1							
83														1															
84										1	1										2								
85	1													1								1							
86															1														
87		1										1													2				
88										1																			
89			1							1		3																	
90																													
91																													
92																		1						2					
93																1													
94									1		1																		
95					1																								
96																								1					
97			1																										
98																													
99																													
100						1	2			1				2				1				1							
TOTALS		19	23	20	21	18	22	17	17	19	15	27	18	16	10	10	12	13	11	10	11	8	3	10	6				

(Continued On Next Page)

All Groups(n=1032) (Continued)

Score on Part "A"

	100's																			TOTALS	
	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78		79
25																					30
26																					5
27																					4
28																					4
29																					5
30																					4
31																					12
32																					17
33																					22
34																					16
35	1																				20
36																					20
37																					28
38																					21
39																					23
40																					29
41																					35
42																					26
43																					35
44																					31
45													1								26
46																					20
47																					24
48																					14
49																					29
50																					45
51																					16
52															1						18
53																					16
54																					18
55													1								18
56										1											22
57						1				1											21
58					1																24
59				1																	18
60																					15
61									1												18
62																					16
63																					18
64		1																			15
65																					7
66										1											10
67																					15
68					1																14
69															1			1			11
70	1							1													14

(Continued On Next Page)

All Groups (n=1032) (Continued)

Score on Part "A"

		100's																			TOTALS	
		60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	
Score on Part "B"	71																					13
	72				1																	10
	73		1																			9
	74														1							10
	75			1																		12
	76																					4
	77									1												7
	78				1						1				1							8
	79			1																		10
	80																					4
	81										1											10
	82							1														7
	83					1																3
	84							1														6
	85																					4
	86	1																				3
	87									1												6
	88			1					1													3
	89																					7
	90																					0
91						1										1					3	
92																					3	
93																					1	
94																					2	
95																					1	
96			1																		2	
97							1														2	
98																					0	
99																					0	
100			1									1								1	13	
TOTALS	3	2	5	5	1	2	4	3	3	2	1	1	2	2	2	1	0	1	0	1	1032	

Score on Part "B"