



# The CPA Business Barometer #3

## A Presentation of Quantitative Research Findings from the Accountancy Profession

**Amárach Consulting**

April 2007

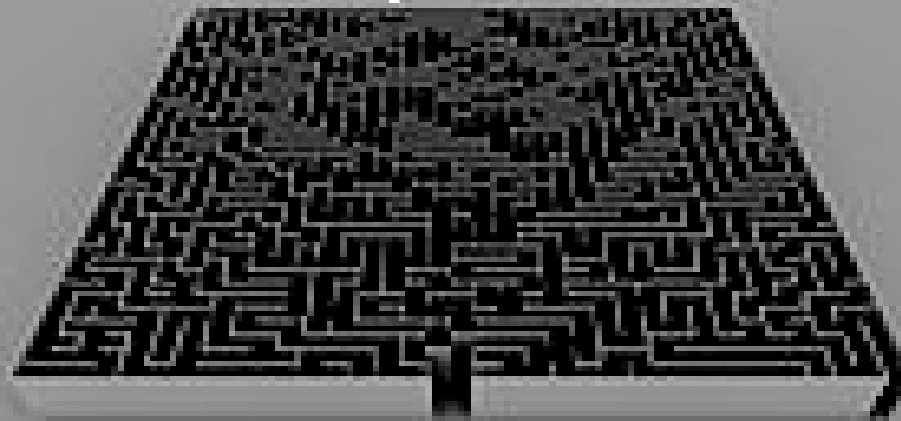
- The Institute of Certified Public Accountants in Ireland is a leading Accountancy Professional body, with over 5,000 members and students.
- With a membership base that is spread throughout all walks of business life, CPA is uniquely positioned to test the economic and commercial temperature. It has members who work in practice, in the private & public sectors, in small businesses and large ones.
- CPA commissioned Amárach Consulting to carry out research among its membership base on the state of the economy and the issues facing Irish business. This will be a tracking research programme – taking place every six months to test the temperature of Irish business environment as perceived by the Accountancy Profession.

- Amárach designed an online research methodology for the study among qualified members. The survey utilises online research methodologies to ensure speed of response. Online is useful because it is
  - Cost effective
  - Timely – the survey was completed and reported in April 2007
  - User friendly – the survey can be completed in a matter of minutes on-line.
  
- In total, 261 respondents completed the survey. This is an adequate number of responses for a self completion questionnaire of this nature.

- The table opposite shows the margin of error for a range of unweighted sample sizes
- If 20% of a total sample of 800 adults say they do something, you can be 95% certain that the figure for the population lies between 17% and 23% (i.e. there is a margin of error of 3%)
- As the sample size is reduced the margin of error increases

Percentage of respondents who said...	800	500	100
10%	+/-2%	+/-3%	+/-6%
20%	+/-3%	+/-4%	+/-8%
25%	+/-3%	+/-4%	+/-8%
40%	+/-3%	+/-5%	+/-10%
50%	+/-3%	+/-5%	+/-10%
60%	+/-3%	+/-5%	+/-10%
75%	+/-3%	+/-4%	+/-8%
80%	+/-3%	+/-4%	+/-8%
90%	+/-2%	+/-3%	+/-6%

# Participant Profile

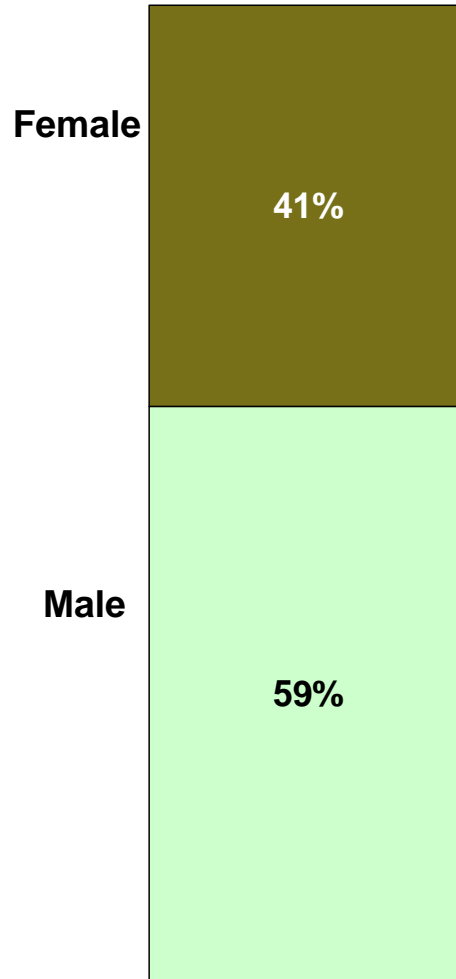


# Profile of Respondents

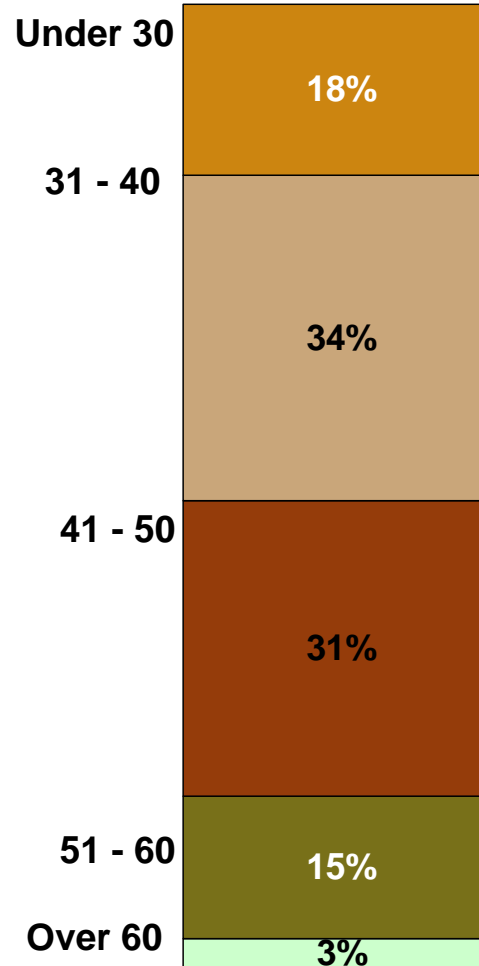
Base: All respondents N = 261



## GENDER

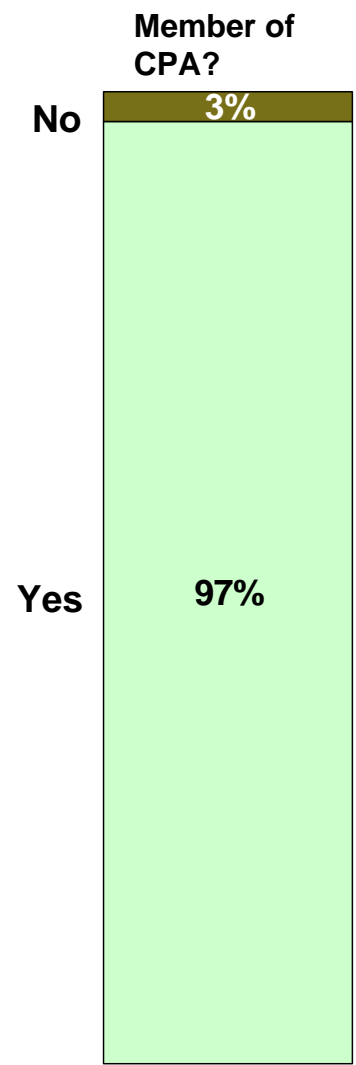


## AGE



# Profile of Respondents

Base: All respondents N = 261



**Qualified in what year?**

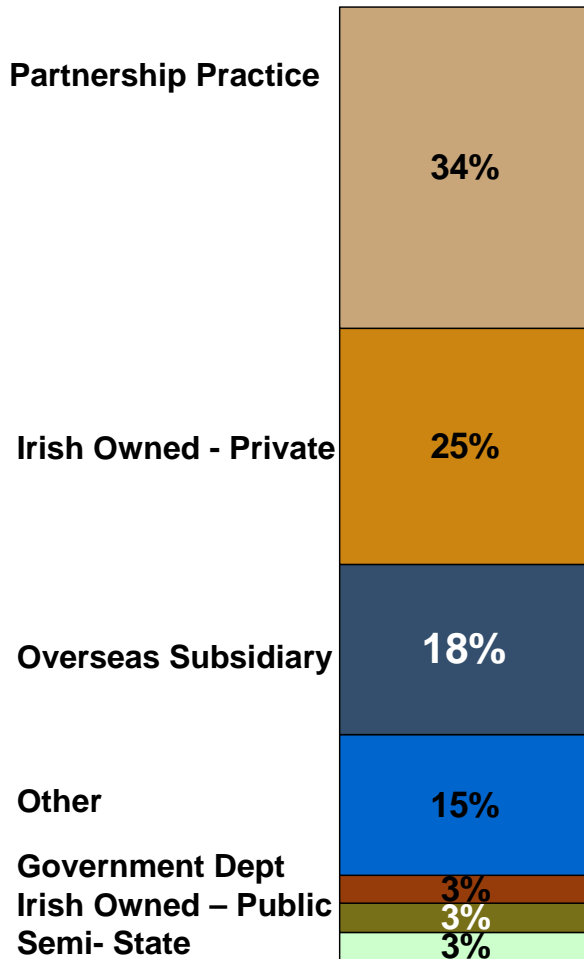
- 6% joined in the 1970's
- 25% joined in the 1980's
- 21% joined in the 1990's
- 45% joined in the 2000's



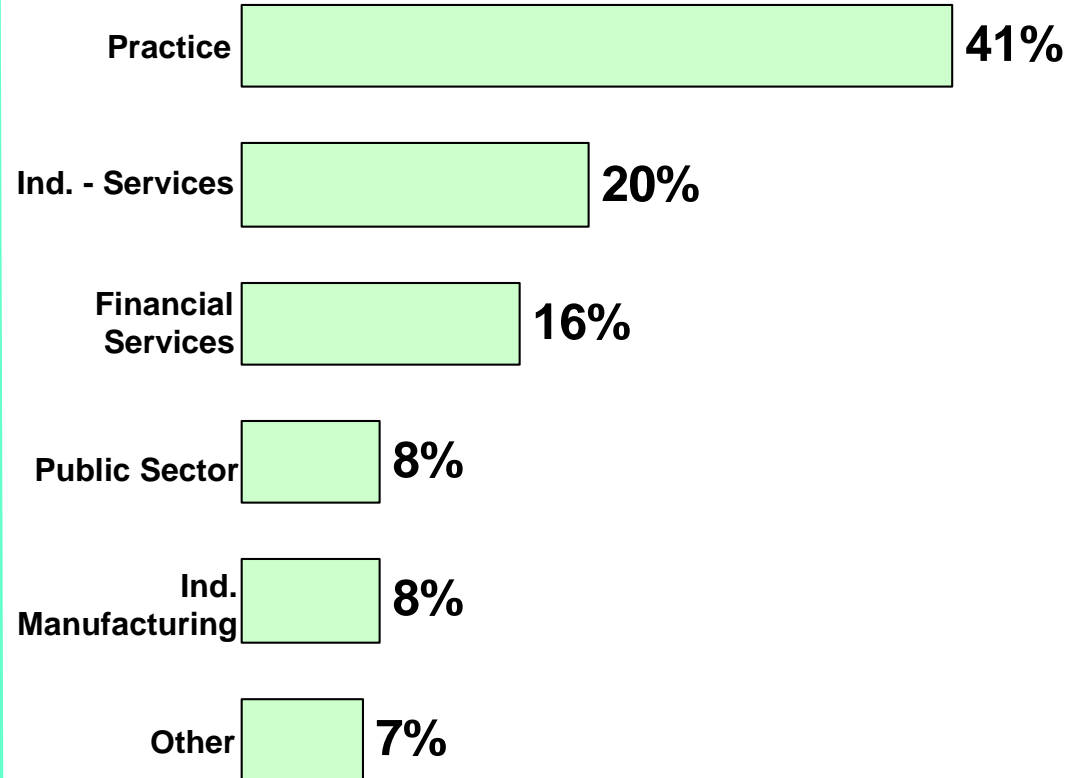
# Profile of Respondents

## Base: All respondents N = 261

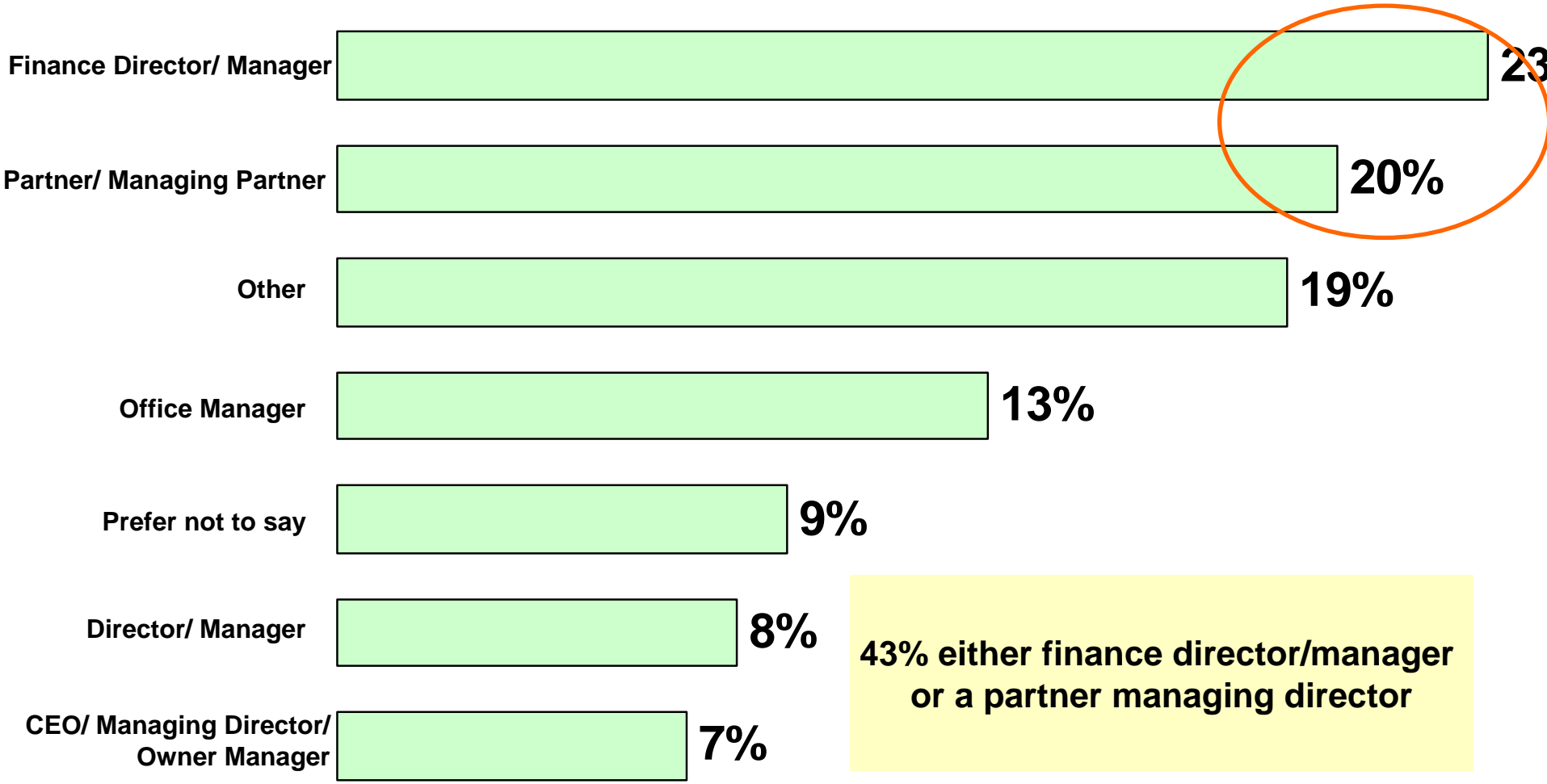
### OWNERSHIP TYPE



### WHAT AREA OF ACCOUNTING PROFESSION?

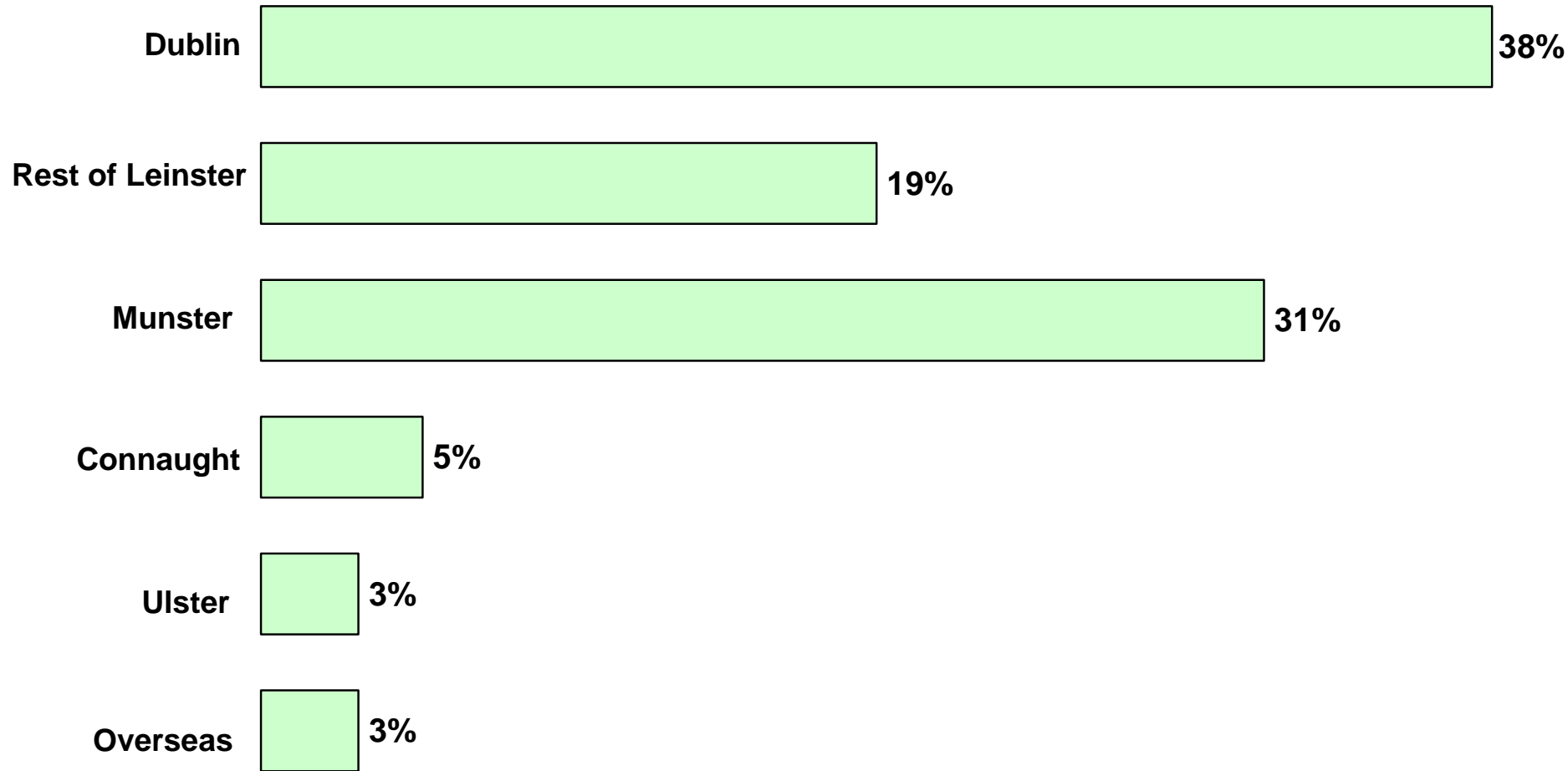


# Position held within company: Base: All respondents N = 261



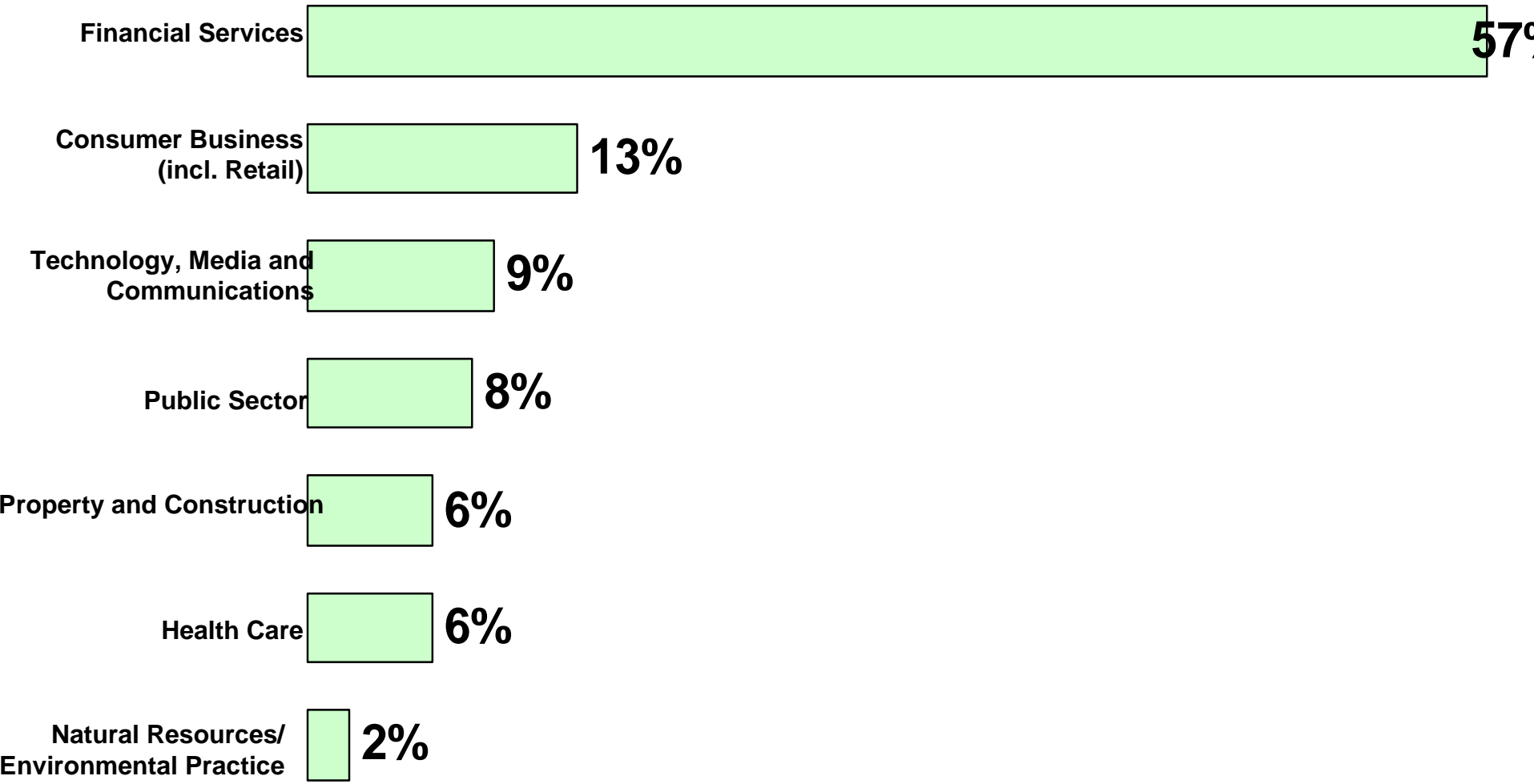
# Region in which usually based

Base: All respondents N = 261



# Type of Industry

Base: All respondents N = 261

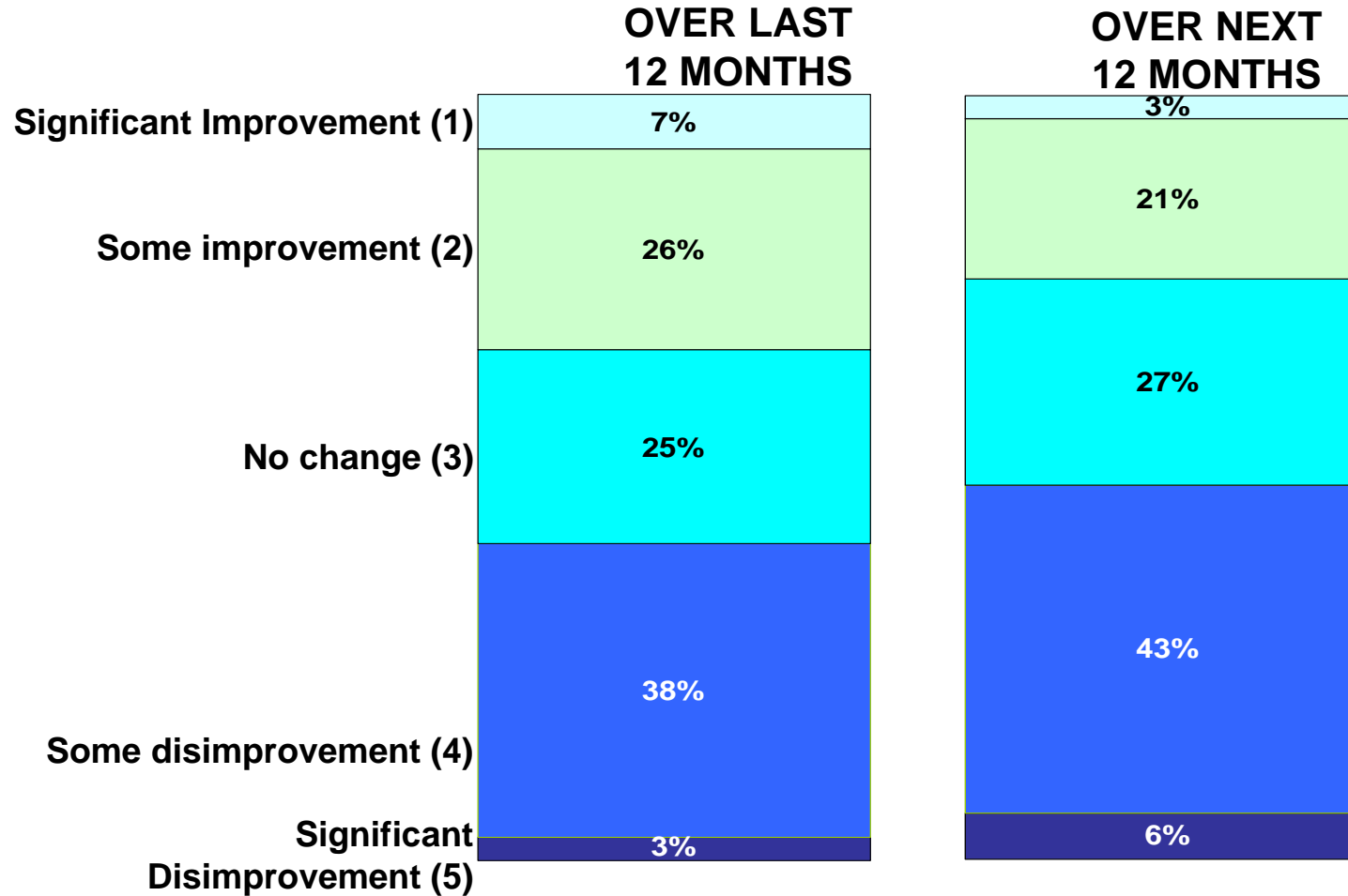


# Business Climate in Ireland



# Change in business climate

Base: All respondents N = 261



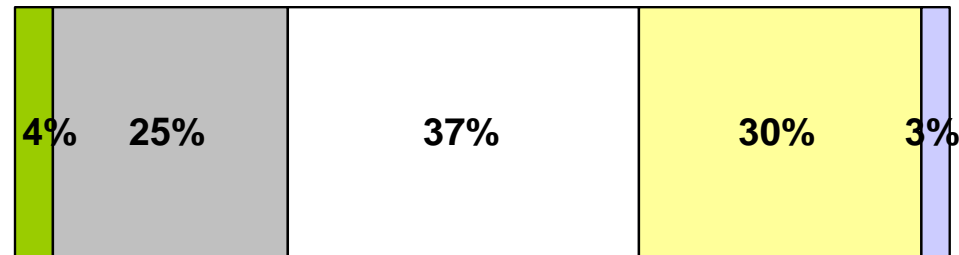
# Ireland as a place to do business

## Base: All Respondents N=261

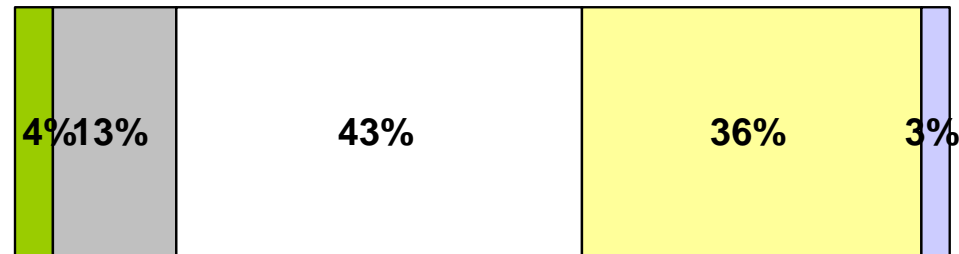


■ Very Difficult ■ 2 ■ 3 ■ 4 ■ Very Supportive

How would you rate Ireland as a place to do business now

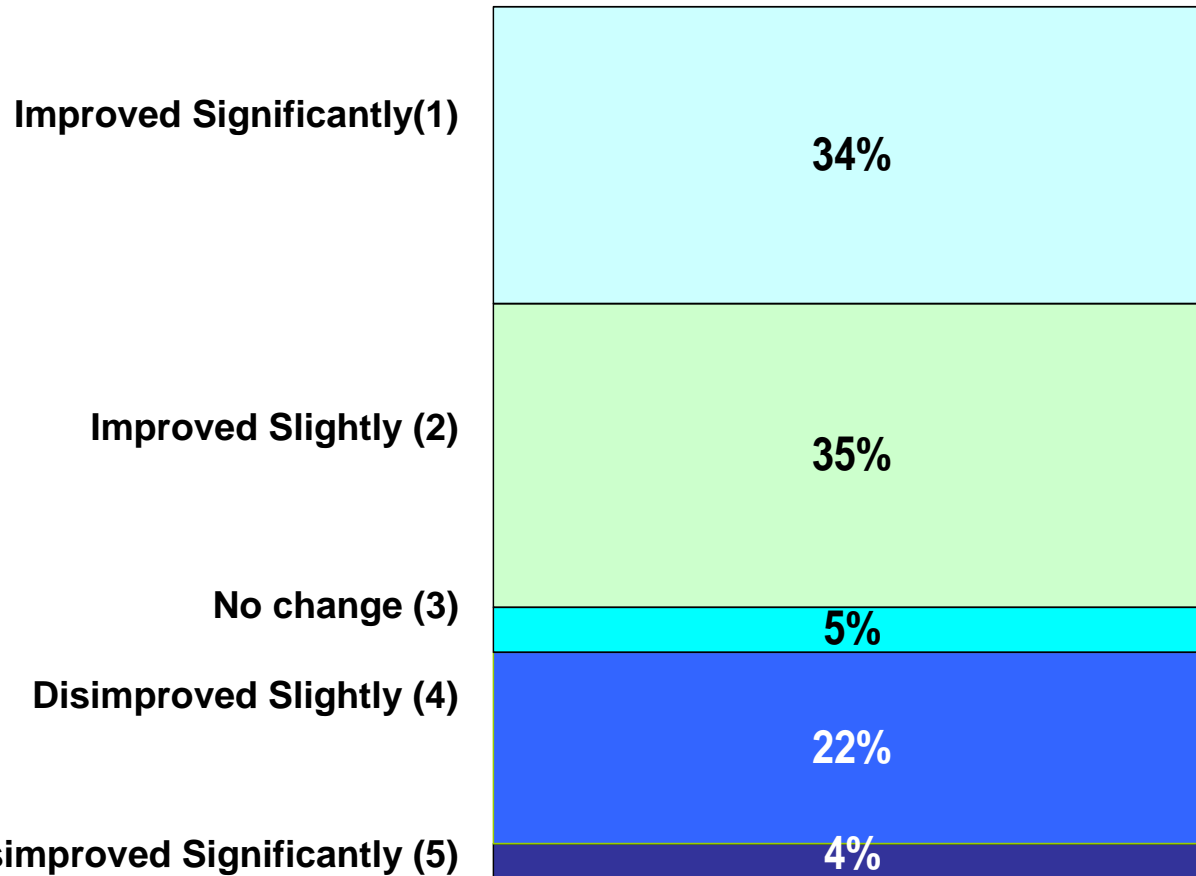


How would you rate Ireland as a place to do business in the future



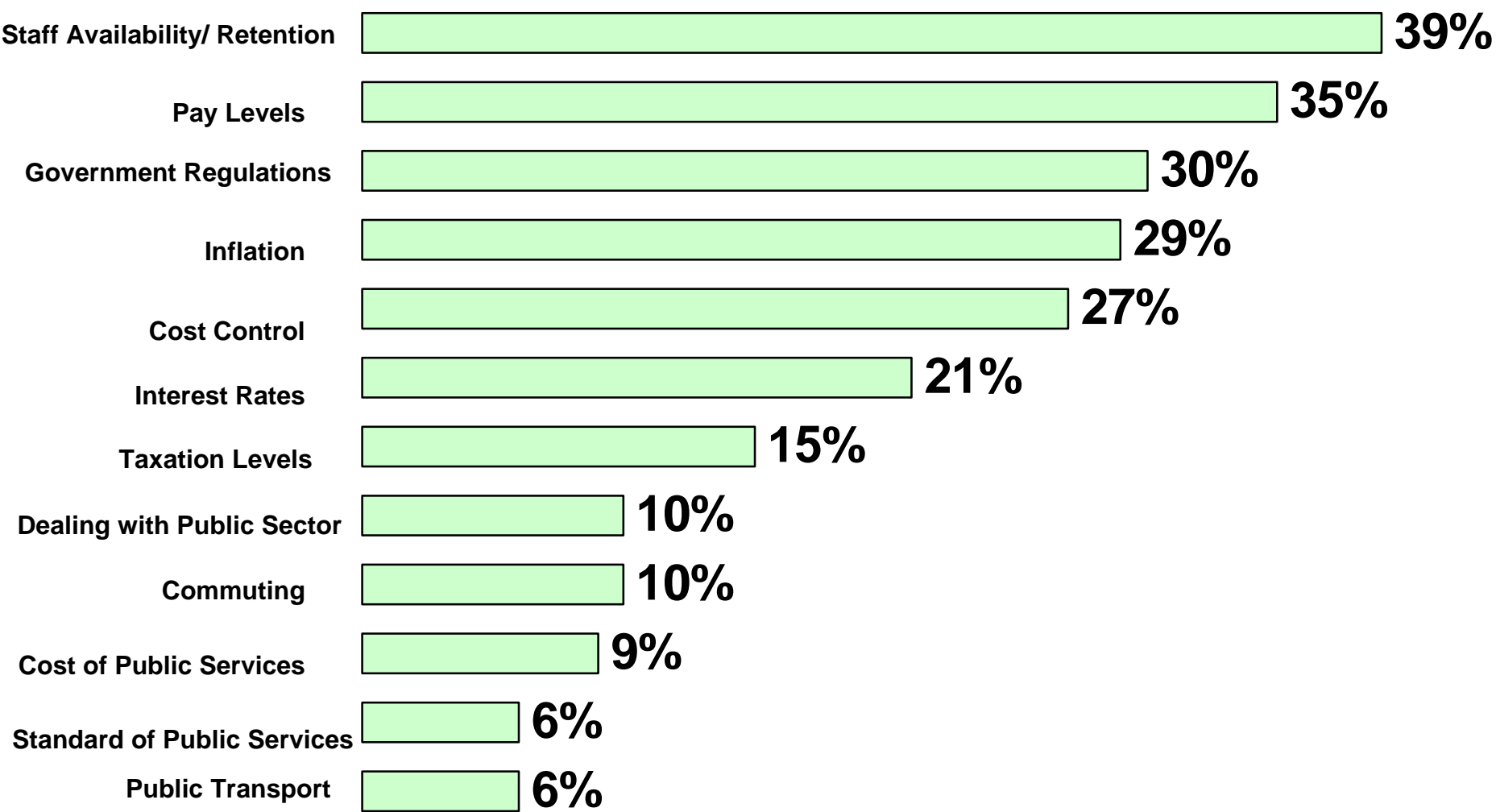
# Operating environment relative to five years ago

Base: All respondents N = 261



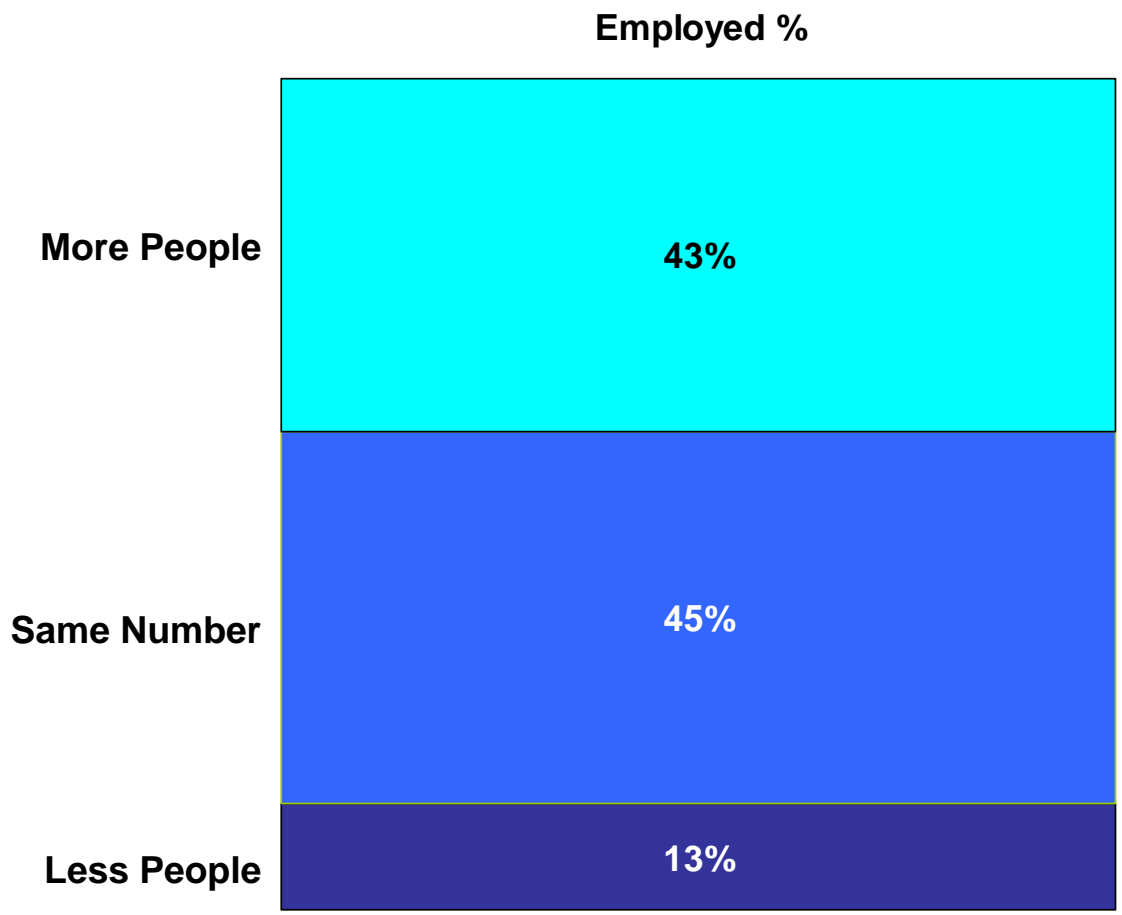
# Concerns in relation to own business

Base: All respondents N = 261

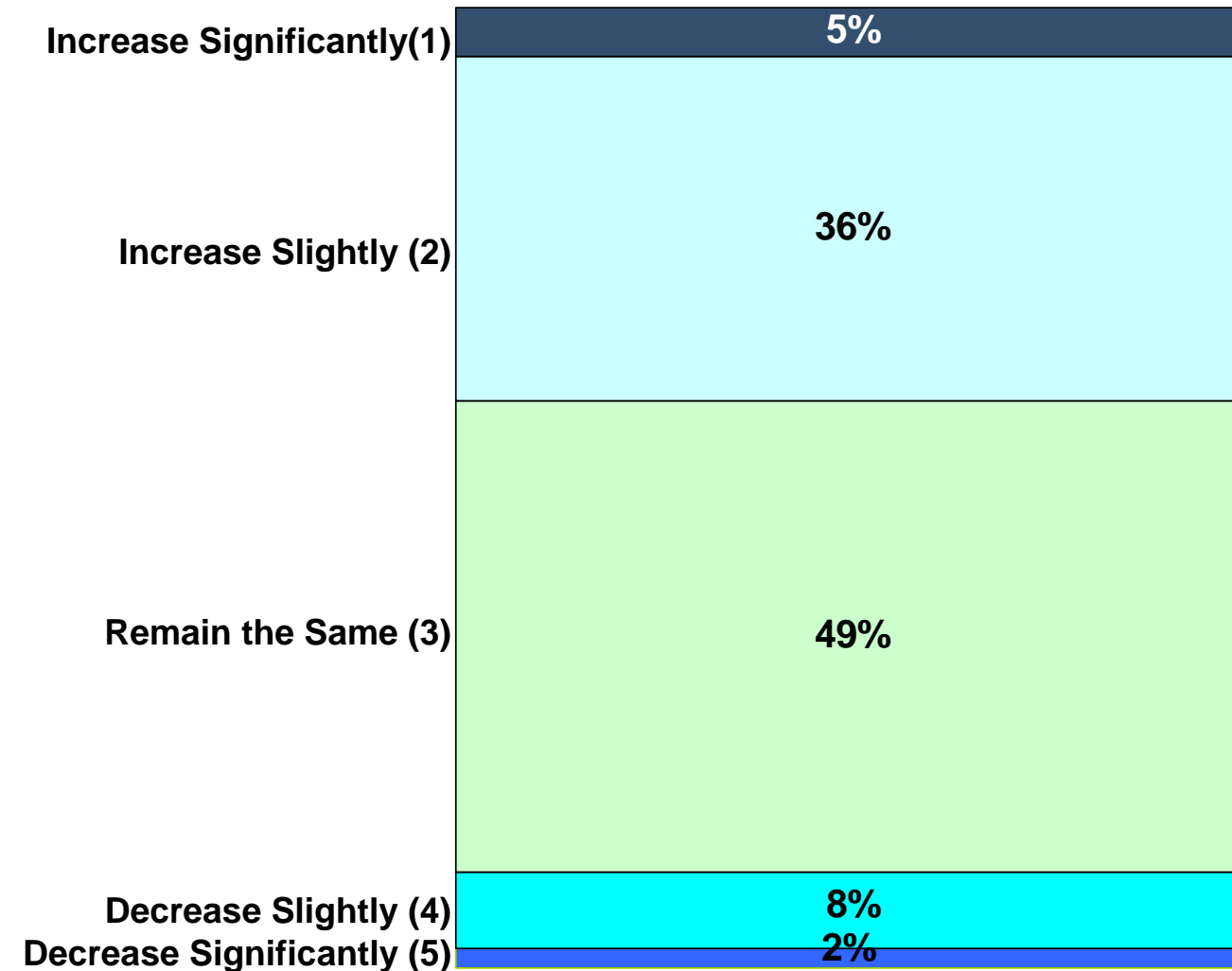


# Numbers employed compared to six months ago

Base: All respondents N = 261

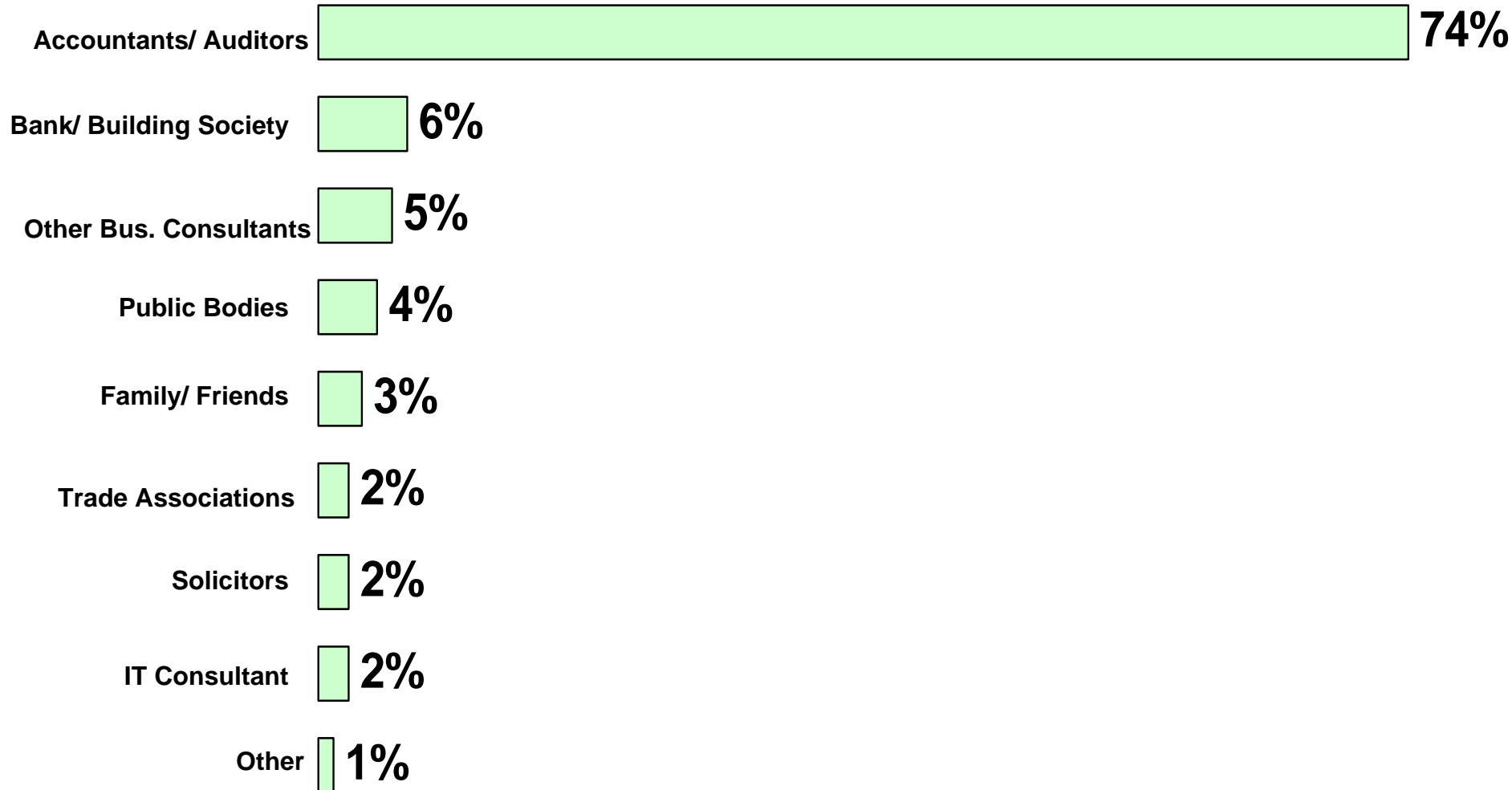


# Employee numbers in the next six months: Base: All respondents N = 261



# Preferred source of advice for businesses

Base: All respondents N = 261

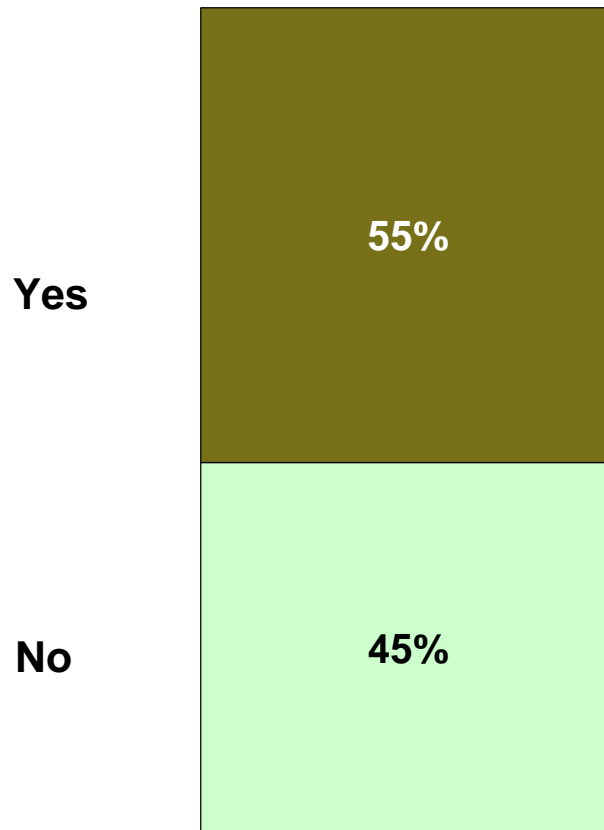


- Just over 40% of CPA members surveyed have seen a disimprovement in the business climate in Ireland over the past 12 months. Nearly half (49%) believe that this disimprovement will continue into 2008.
- However, it is not all doom and gloom. A third (33%) of CPA members surveyed believe that Ireland is a supportive place to do business now, a rise of 5% compared to the last wave of this research which took place in October 2006.
- A key concern to CPA members in relation to their business is the availability of skilled staff and the retention of current staff (39%). Linked to this is the concern over rising wage costs to Irish businesses (35%).

# Attitudes to E-Commerce & IT

# Purchase of online goods and services

Base = All respondents N = 261

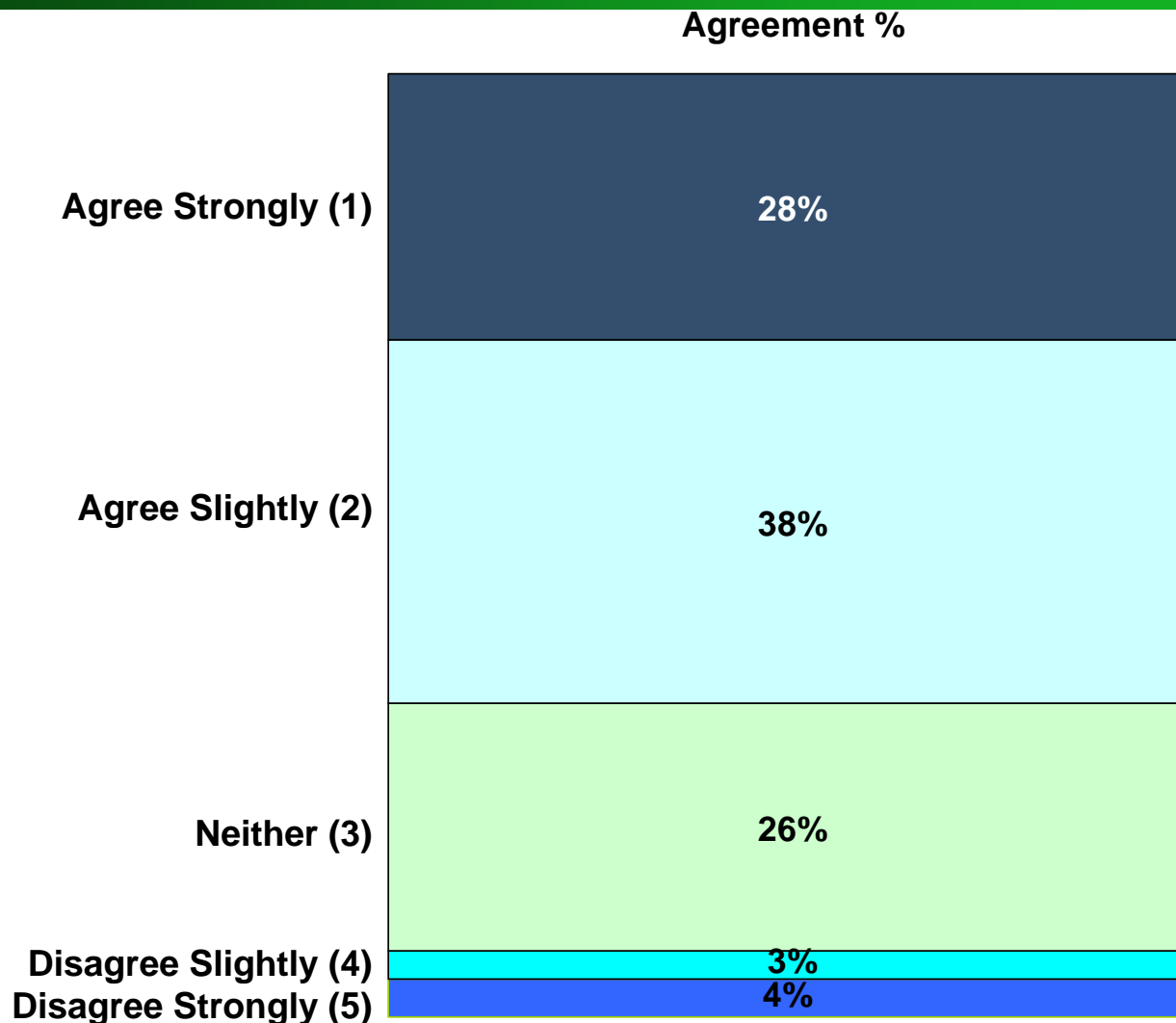


**29% of all home internet users rate shopping as the main activity that they use the internet for.**

**(Amárach/Comreg, Q4 2006)**

# Level of IT investment

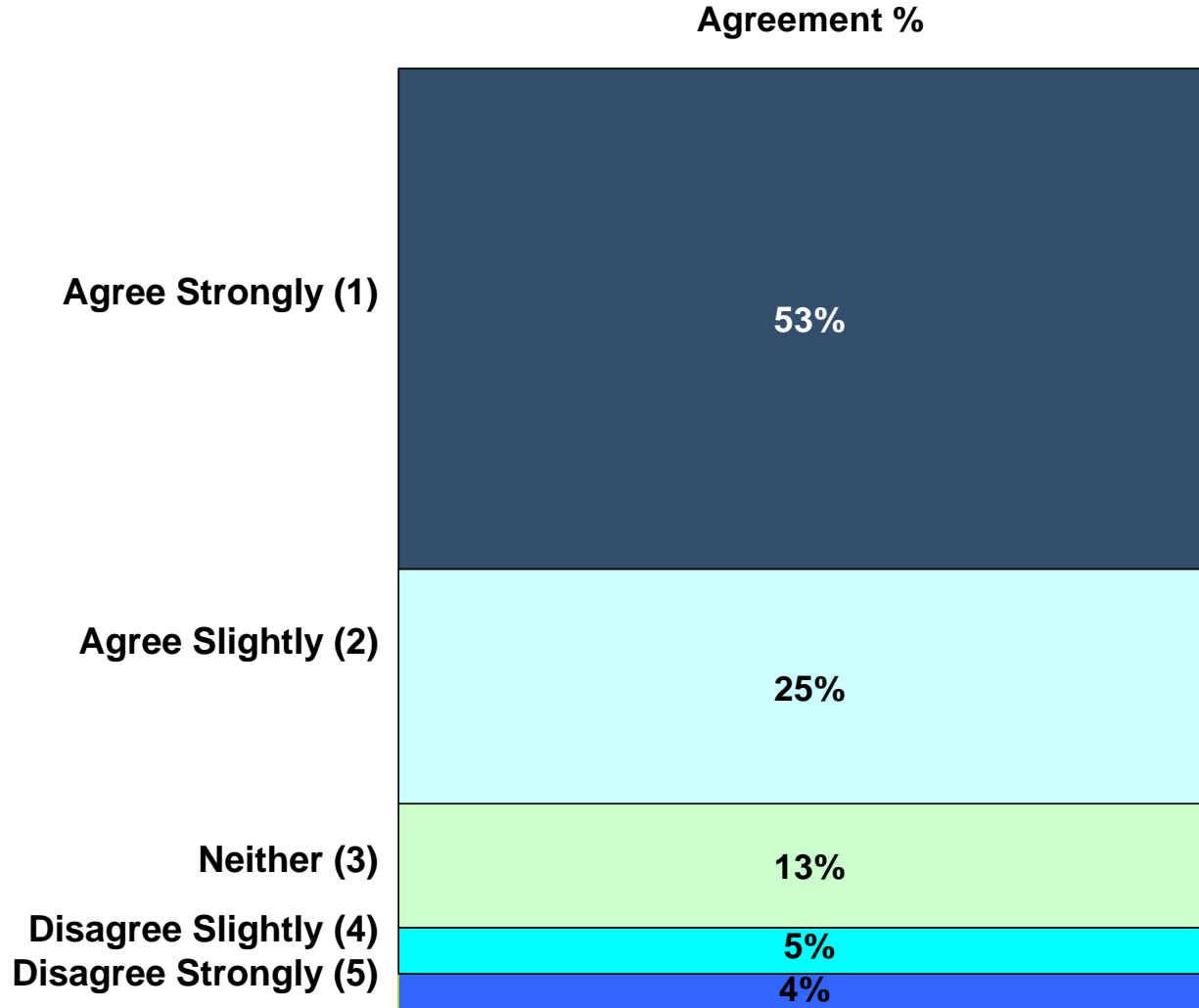
Base: All respondents (N = 261)



Q. Please indicate your level of agreement with the following statement: "The level of IT investment being made by my organisation will increase in 2007 relative to 2006"

# Availability of broadband as a major issue

Base: All respondents N = 261

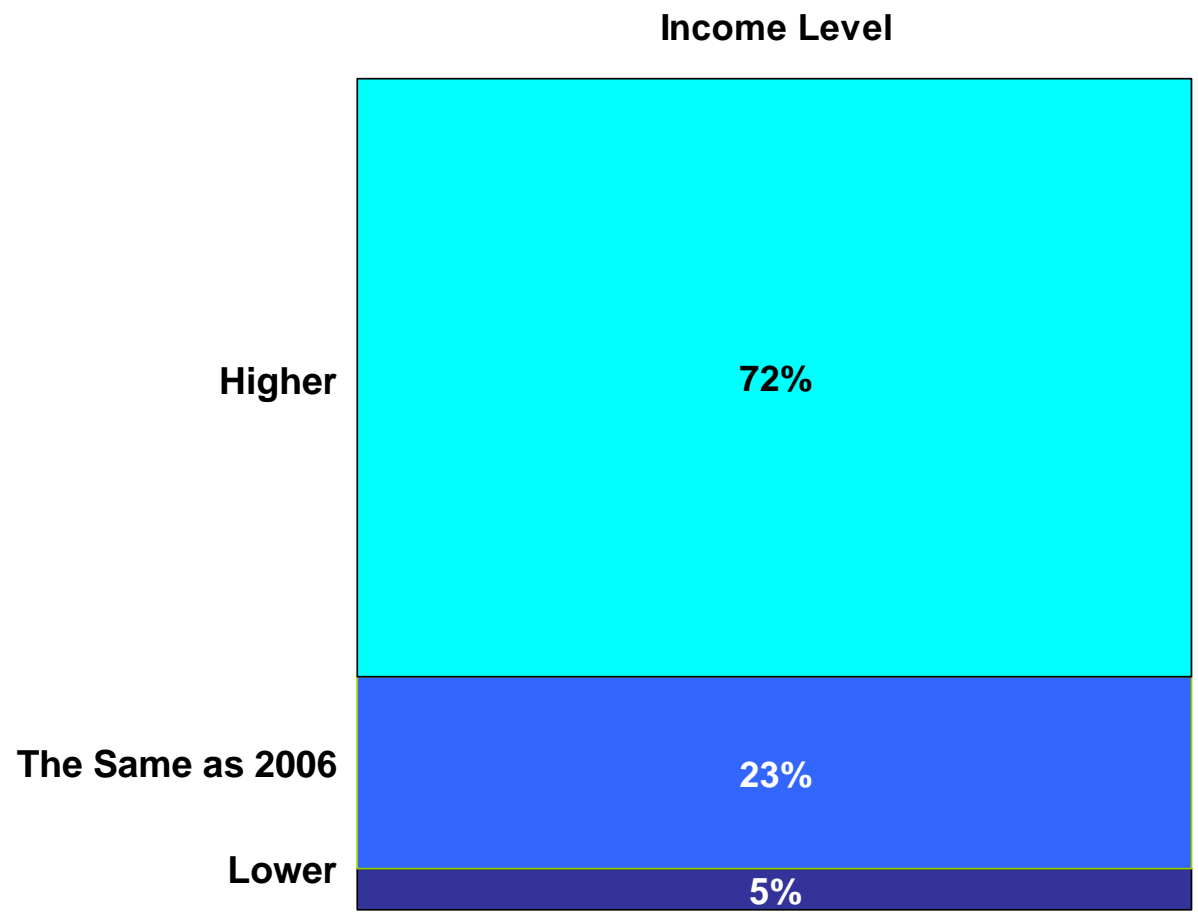


Q. Please indicate your level of agreement with the following statement: “The lack of availability of broadband is a major issue for Irish business ”



# Personal Income for 2007 Vs 2006

Base: All respondents N = 261

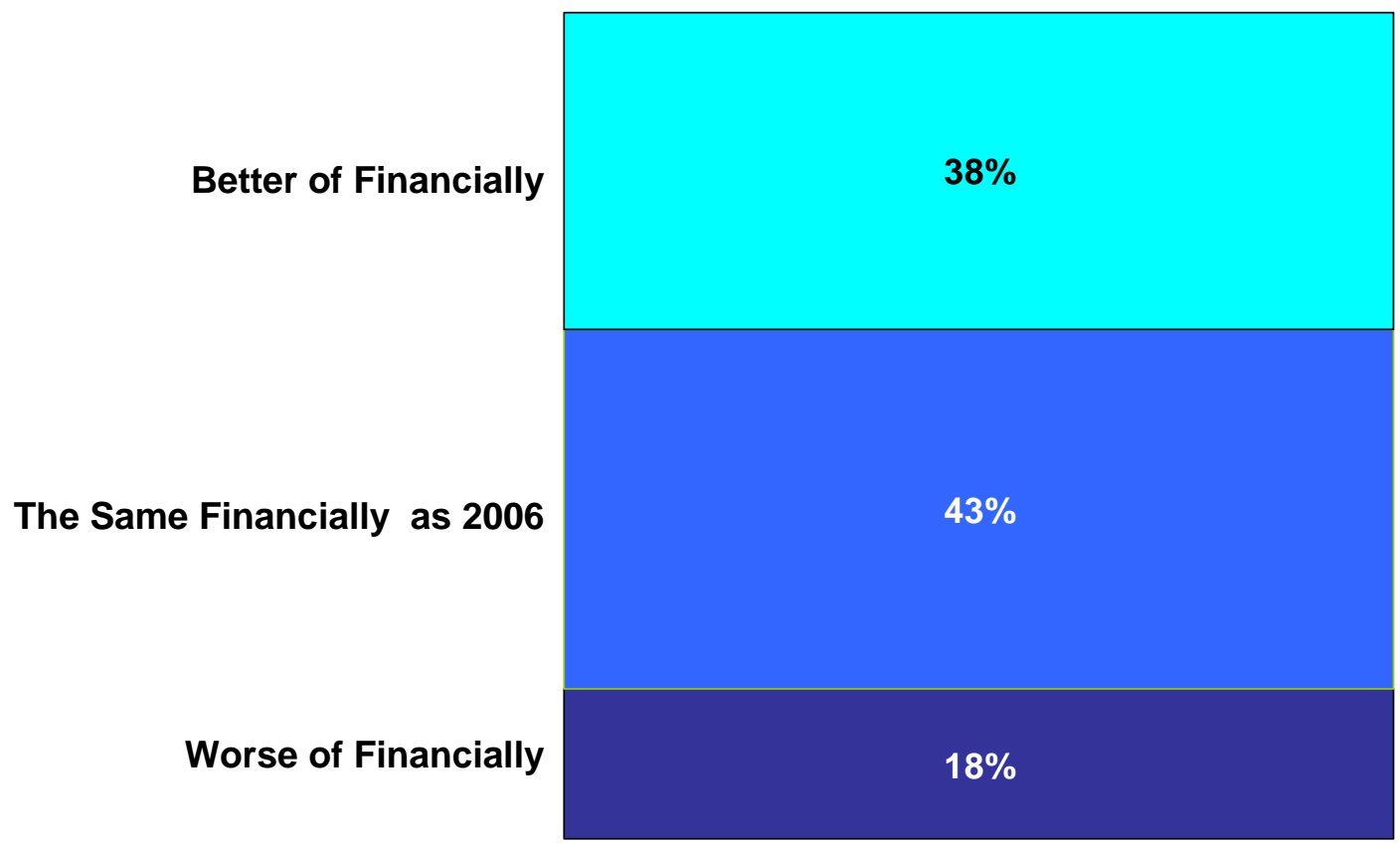


# Financial Health in 2007 Vs 2006

Base: All respondents N = 261



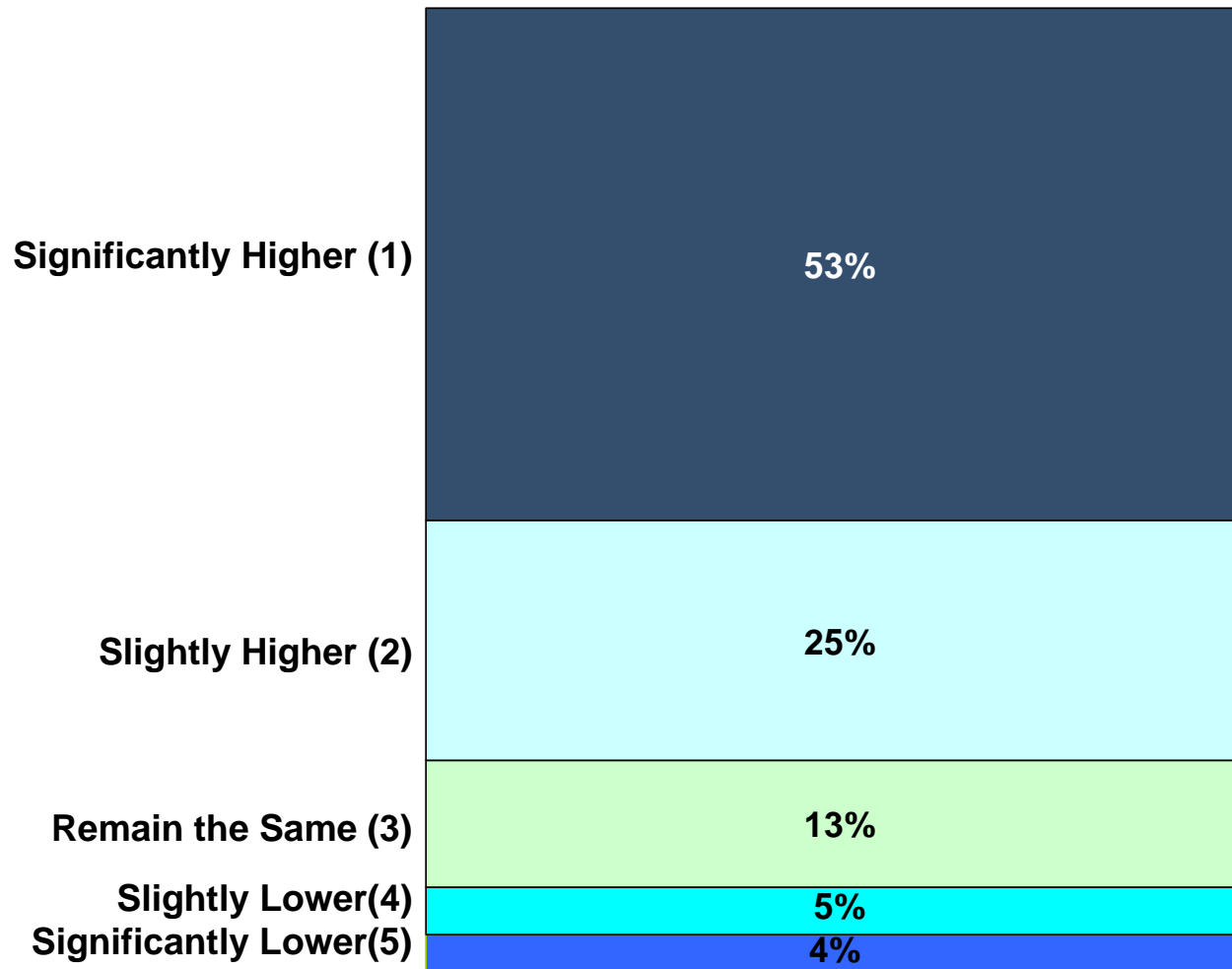
## Finances



# Personal Assets for 2007 Vs 2006

Base: All respondents N = 261

Agreement %



- Despite a disimprovement in the business climate in Ireland over the past 12 months, the large majority (72%) of accounting professionals surveyed have seen their personal income rise compared to 2007.
- 81% of participants feel that they are either better off financially or are at the same level financially compared to 2006.
- One quarter (25%) of participants believe that their personal assets have improved slightly and over half (53%) believe that their personal assets have significantly improved in the past 12 months.

## General Election 2007



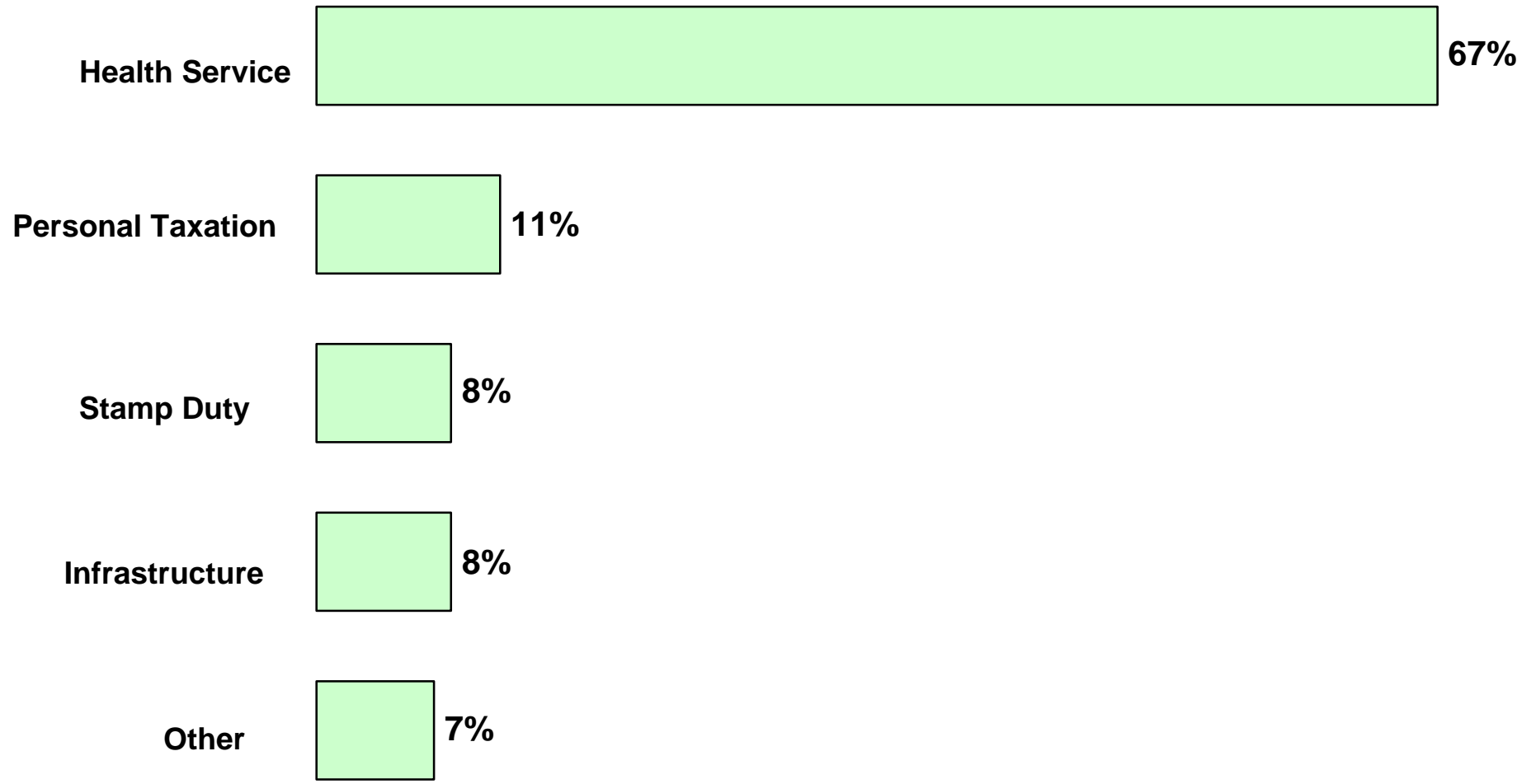
# First Preference Vote for 2007 General Election

Base: All Respondents who Answered N= 259



# Main issue for 2007 General Election 2007

Base: All respondents N = 261



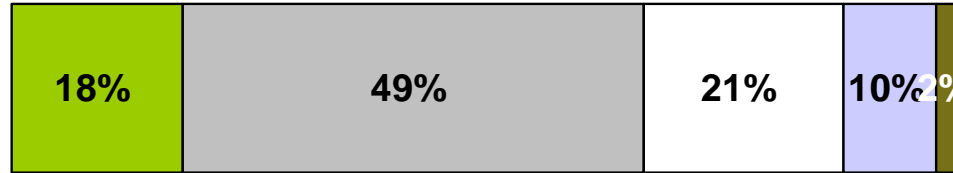
# Business Statements

Base: All respondents N = 261

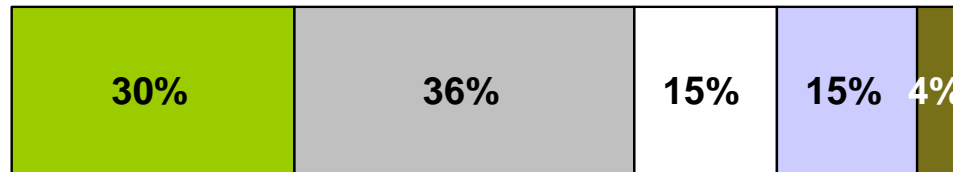


- Strongly Agree
- Slightly Agree
- Neither
- Slightly Disagree
- Strongly Disagree

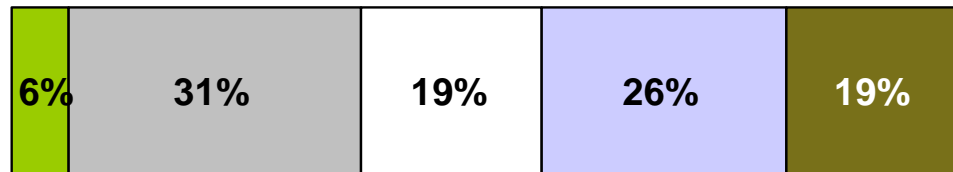
The current government will successfully manage expenditure involved in the NDP



Personal taxation should be lowered



The current Government is pro business



- Fianna Fáil will receive the first preference vote from 29% of those surveyed with Fine Gael due to receive 17%. However, over a third of Accounting Professionals (36%) have yet to decide who they will vote for in the forthcoming election.
- Just over two thirds of CPA members surveyed (67%) believe that the Health Service will be the main issue on which the 2007 General Election will be fought.
- Two thirds (66%) of Accounting Professionals that took part in the survey believe that personal taxation should be lowered with 11% believing that personal taxation will in fact be the main issue for the 2007 General Election.

**Thank You**

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