AICPA Private Companies Practice Section

CPA.com

National MAP Survey

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National MAP Survey Frequently Asked Questions

Q. What is MAP?

A. MAP is 'Management of an Accounting Practice' and refers to the processes and resources that firms employ or use to run their CPA firms. PCPS and CPA.com have partnered to administer the National MAP survey.

Q. What is CPA.com?

A. CPA.com is committed to being the leading, trusted business resource for the CPA community. They do this by empowering CPA's with the right tools, training and technology to help grow their firms.

Q. Who should participate?

A. The survey should be completed by **Public Accounting Firms within the United States and Canada,** from sole practitioners all the way up to Top 100 firms.

Q. When will the survey be fielded?

A. The survey will be fielded from June 14th through August 31st. Be sure to complete the survey before the deadline.

Q. How often is the survey conducted?

A. The survey typically takes place every *other* year (2016, 2018, etc.). However, due to the coronavirus pandemic, the survey was postponed from 2020 until 2021.

Q. How much does it cost to participate in the survey?

A. $0! There is no cost to participate in the survey. All participants will receive a personalized report comparing your responses with defined net client fee tiers, regions, and top performing firms. While PCPS membership is not required to take the survey, PCPS member firms will receive more dynamic online reporting options including PowerPoint trend reports and ability to run customized filters and related reports.

Q. I noticed significant modifications from previous surveys – how will this impact comparisons and trends?

A. In 2018, the survey was greatly streamlined to include only the most important performance indicators based on practitioner feedback. Our team has worked to ensure all prior year data is appropriately mapped to the current year's data collection methodology. Comparisons from previous years' data and trend reporting will reflect appropriate data mapping.

Q. How are survey questions selected?

A. Survey content is determined by feedback from the previous survey's participants and from industry leaders. Usability, application and scope are closely considered by the PCPS Executive Committee; CPA.com; the survey vendor, Dynamic Benchmarking LLC; and the AICPA. Our goal is to provide firms with the type and level of data on their practices that is most meaningful, while offering a friendly and efficient user experience.

Q. What Information do I need to complete the survey?

A. We strongly recommend that you gather your income statement and staff hours report before commencing the online survey. We also suggest that you review the brief instructional video as well as the survey questions to gather your responses in advance. The survey questions can be downloaded as a PDF or excel file from the survey platform by using the download button.

Q. Can I complete the survey in more than one sitting?

A. Yes, the survey is designed to allow participants to save their results and return to complete other sections later. Once you're ready to exit, save the current page you are working on. When you return to the survey by using the provided login credentials, you can pick up where you left off.

Q. How do I submit my completed survey?

A. You do not need to formally submit your data this year. You may review your data in the "View Firm Results" section of the Home page to ensure your data was accurately entered. You may view and edit your data at any time until survey close. Please note that you must reach 50% completion and answer all required questions to receive access to comparison and report features once results are released.

Q. What is the difference between a personalized report and a customized filtered results report?

A. A personalized report is the basic report that any participant can receive. It consists of an Excel workbook that displays all results for the participating firm. The data is benchmarked against comparison groups that include firm size, region/state, and top performing firms.

A customized filtered report is an Excel workbook that displays your firm's responses compared to the 25th, median, and 75th percentile of responses based on selected filters. PCPS members have access to various filter options, from state to net client fees to number of CPAs, and more. This report automatically generates results based on the filters selected.

Q. When will the results be available?

A. Participant reports will be available in October. You will receive an email explaining how to access the results. National and regional reports will be available shortly after the participant reports are released.

Q. My state society is participating in the survey, but what does that mean to me?

A. The supporting state societies provide us with a means to achieve nationwide participation. Every participating state society will receive a customized state or regional report depending upon the number of participants from that state. The participating states are encouraged to share this report with their members but are not able to sell it. You can contact your state society to learn more about your state's report.

For any additional questions, please email pcps@aicpa.org.