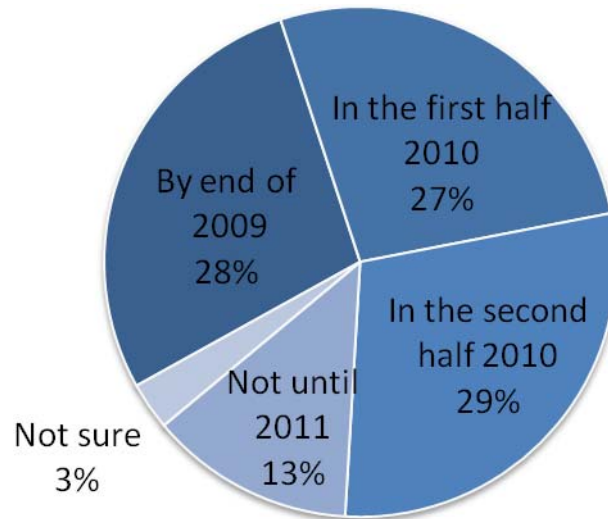


CCH Survey: The Economy and Accounting Firms

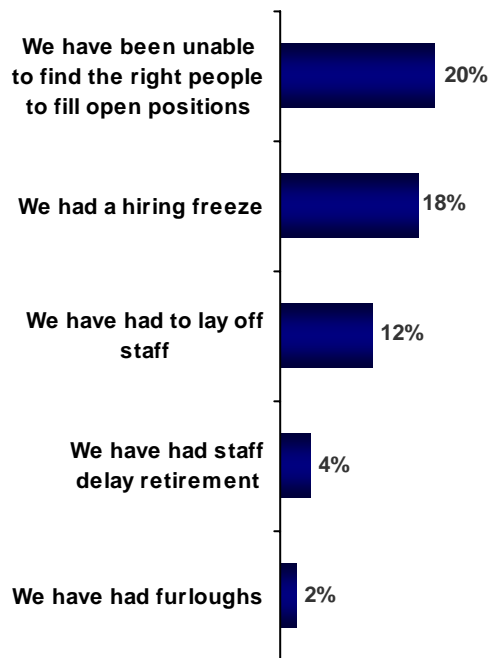
Expectations for economic recovery.

Most firms expect to see an economic recovery begin in the next 6-8 months.



Staffing challenges.

More firms reported being unable to fill open positions than having to lay off staff over the past year.



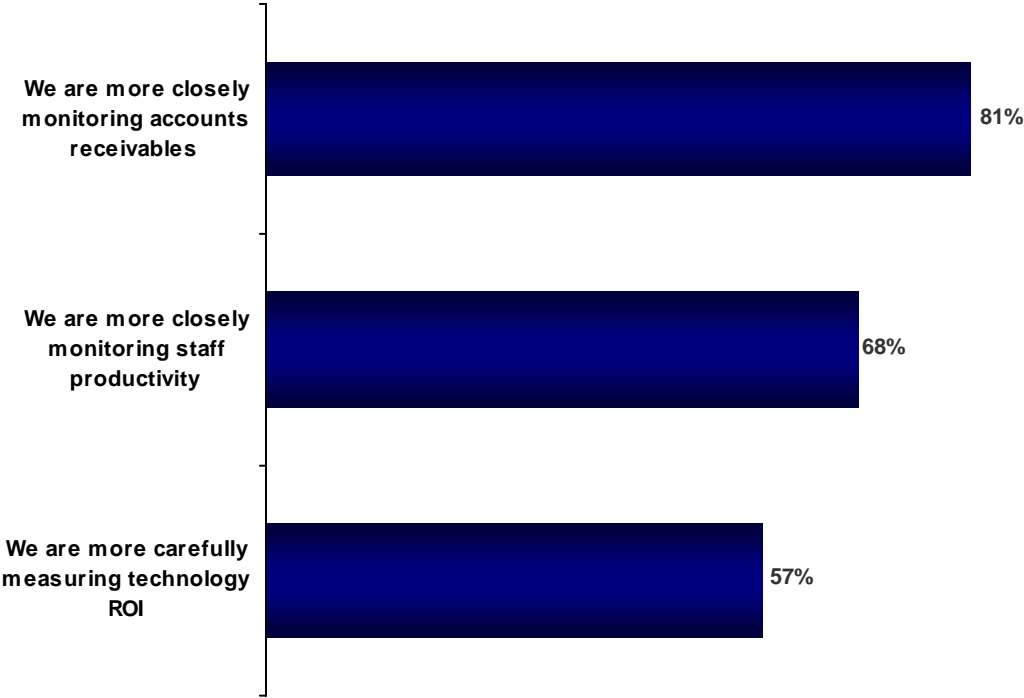
Holding rates steady.

Most firms froze rates, however, nearly as many raised rates over the past year. No firms reported cutting rates.



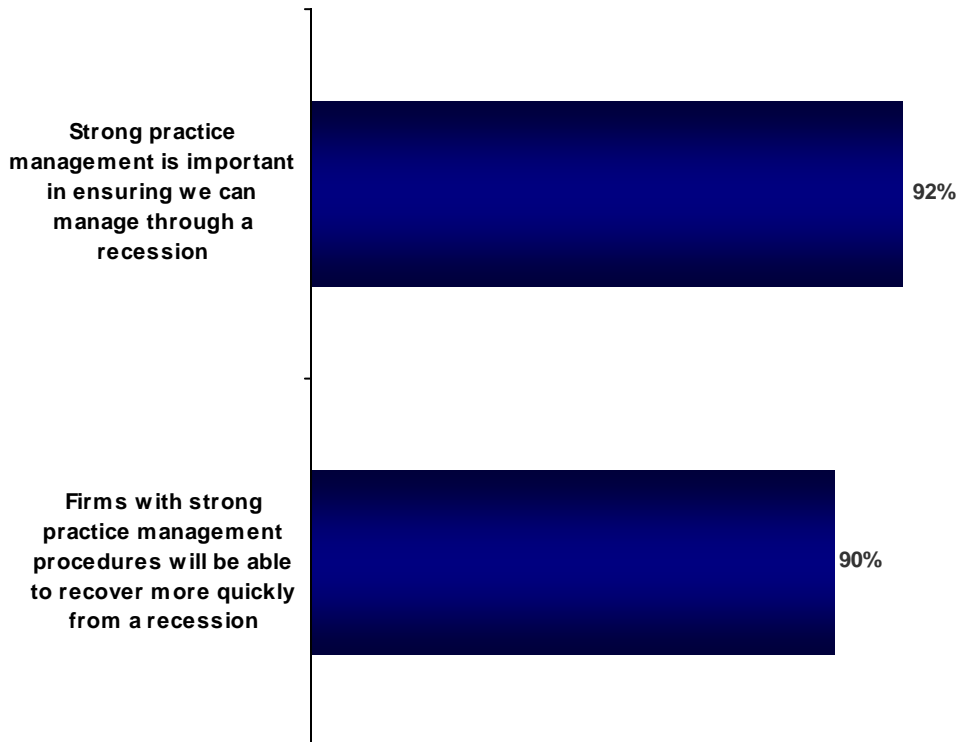
Watching the bottom line.

During tough economic times, firms reported they are more closely watching accounts receivables, productivity and technology investments.



Practice management and the economy.

Good practice management practices are important in managing firm performance through difficult times.



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Survey Methodology

The survey was conducted by phone for CCH by Opinion Research Corporation (ORC) from August 6-24, 2009 and included in-depth interviews with 100 partners in U.S. accounting firms. The survey reflects experiences of randomly polled accounting firms ranging in size from firms with five to more than 100 employees.

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