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Texas statewide survey

May 6-11, 2017

Background

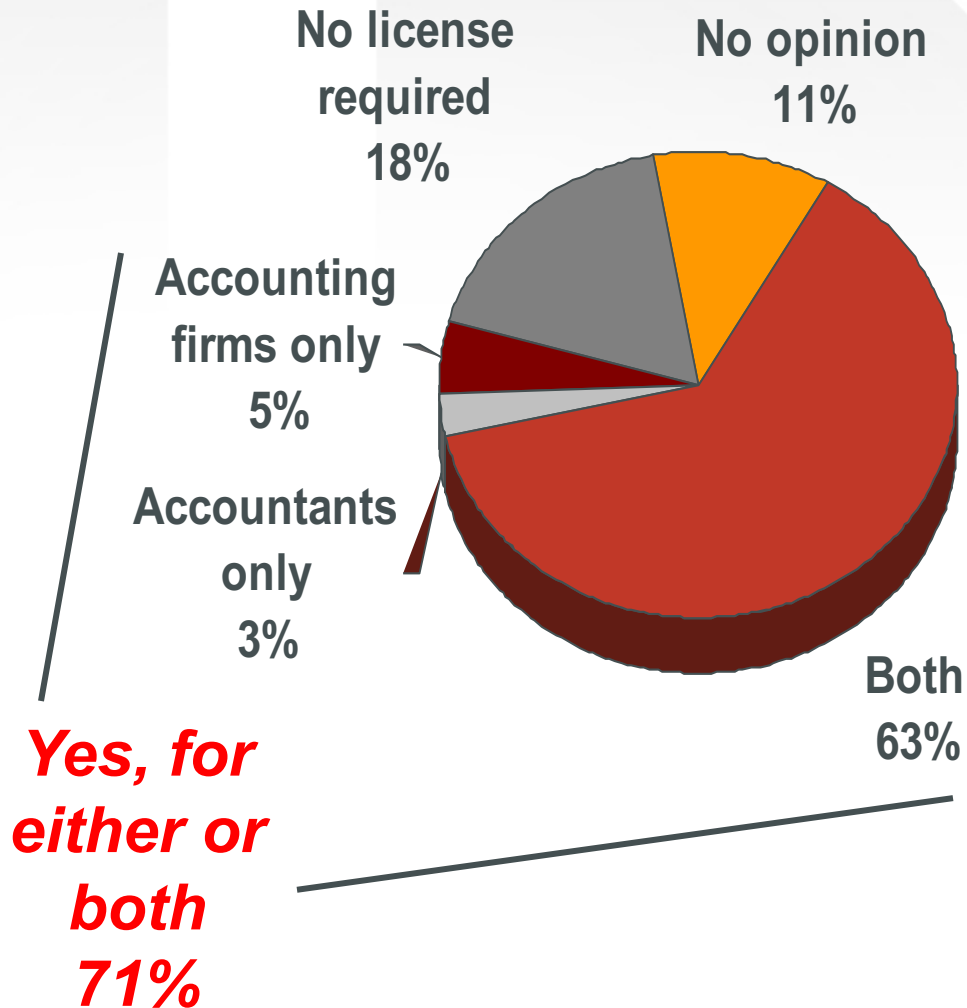
● Methodology

- Replicated 2006 study
- Sample of 803 adults (18+ years of age)
- Interviews conducted by telephone May 6-11, 2017
 - 50% on cell phones; 50% on land lines
 - Interviewing was bilingual, offering English or Spanish versions
- Margin of error of $\pm 3.5\%$ at 95% confidence level for 803 cases
- Typical interview was about 4-5 minutes

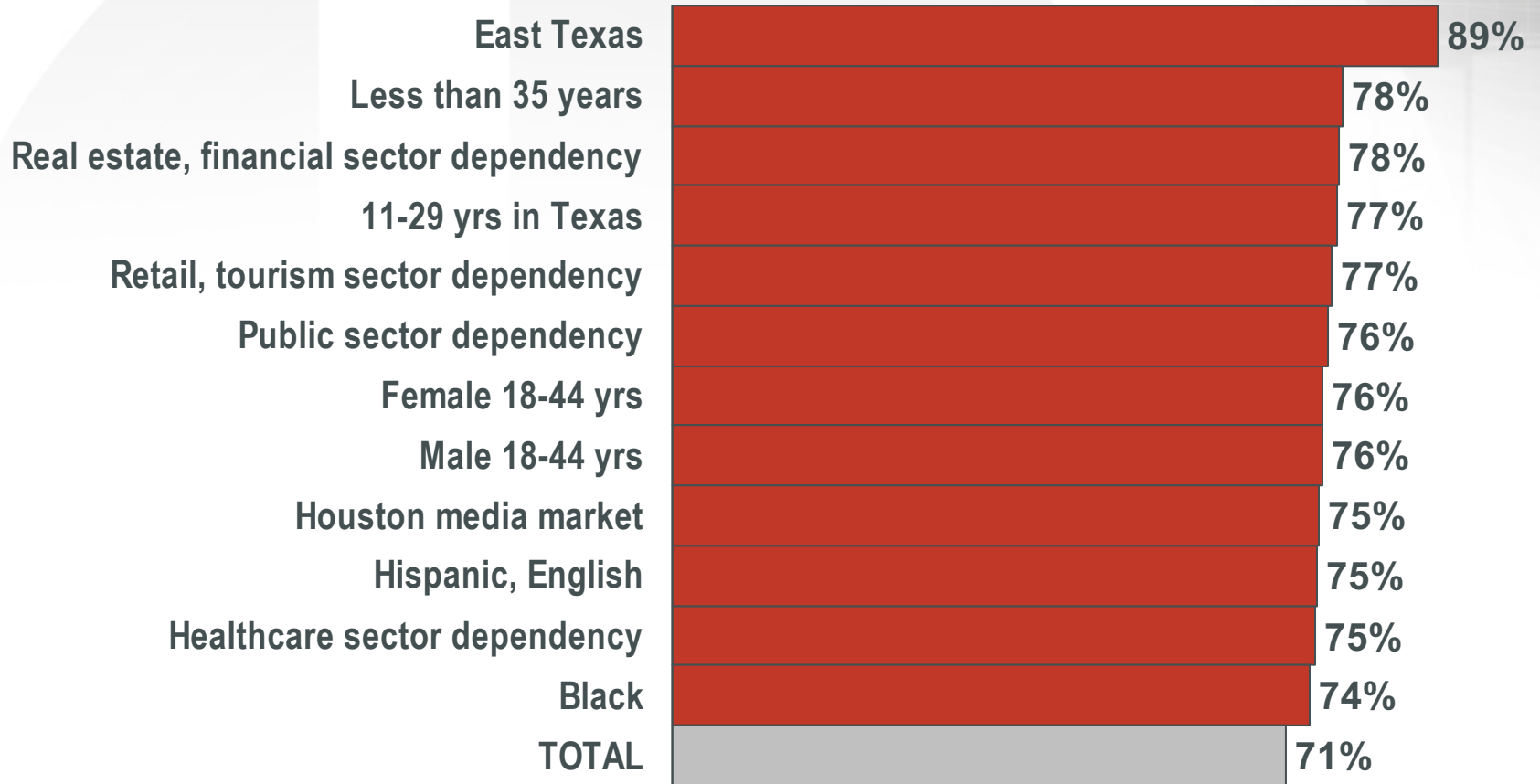
● Contributors

- Dr. David B. Hill, Director, Hill Research Consultants
- Dr. Stephen N. White, Assistant Director
- Jason Nemeck, Project Manager


Think that persons or firms that refer to themselves as accountants or accounting firms in advertising to the public are required to be licensed by the State of Texas



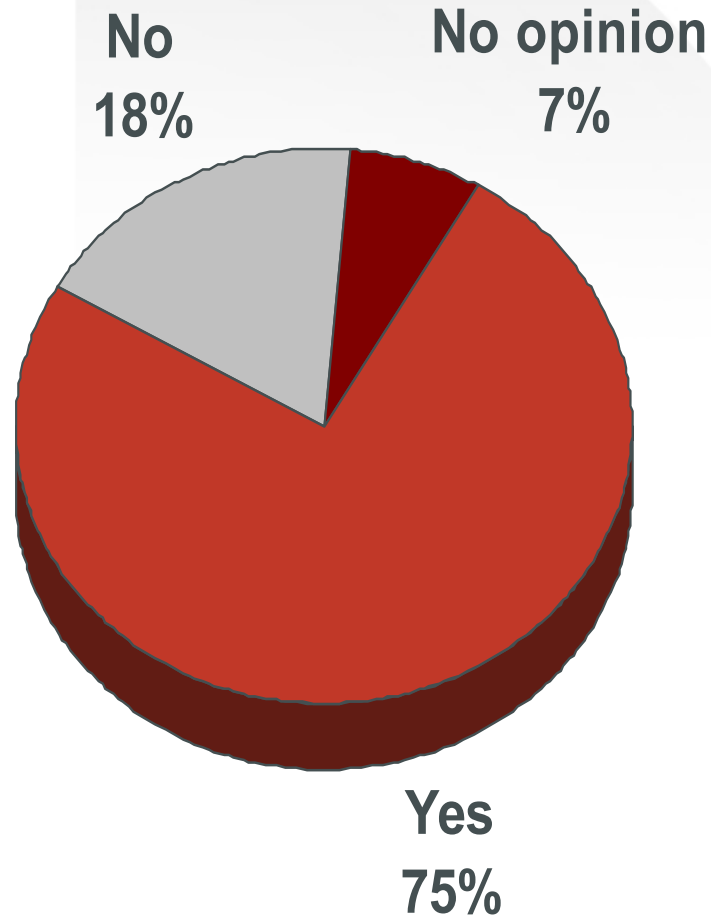
Think that persons or firms that refer to themselves as accountants or accounting firms in advertising to the public are required to be licensed . . .
profile of selected categories with the highest percentages of “yes for either or both”



Think that persons or firms that refer to themselves as accountants or accounting firms in advertising to the public are required to be licensed by the State of Texas
(time series)

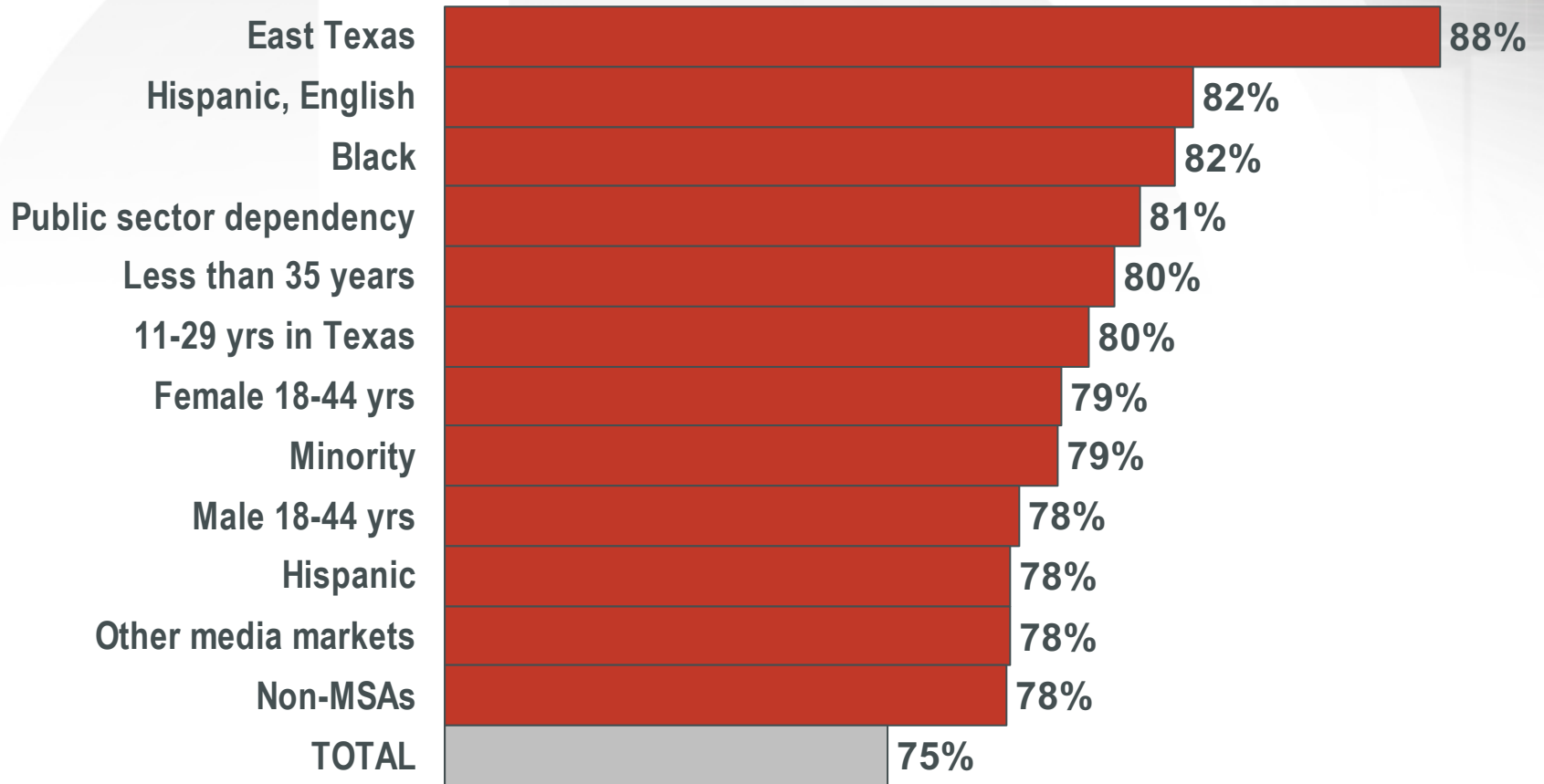
	Oct '06	May '17
Yes for either or both	65%	 71%
<i>Both</i>	<i>57%</i>	<i>63%</i>
<i>Accountants only</i>	<i>4%</i>	<i>3%</i>
<i>Accounting firms only</i>	<i>4%</i>	<i>5%</i>
No license required	19%	18%
No opinion	16%	11%

Think that persons or firms that advertise accounting services to the public are required to be licensed by the State of Texas




Think that persons or firms that advertise accounting services to the public are required to be licensed by the State of Texas

profile of selected categories with the highest percentages of “yes”

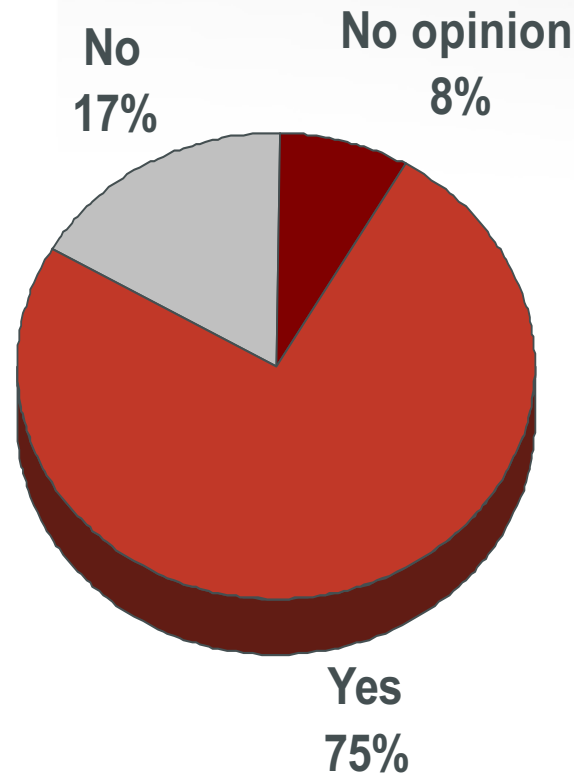


Think that persons or firms that advertise accounting services to the public are required to be licensed by the State of Texas

(time series)

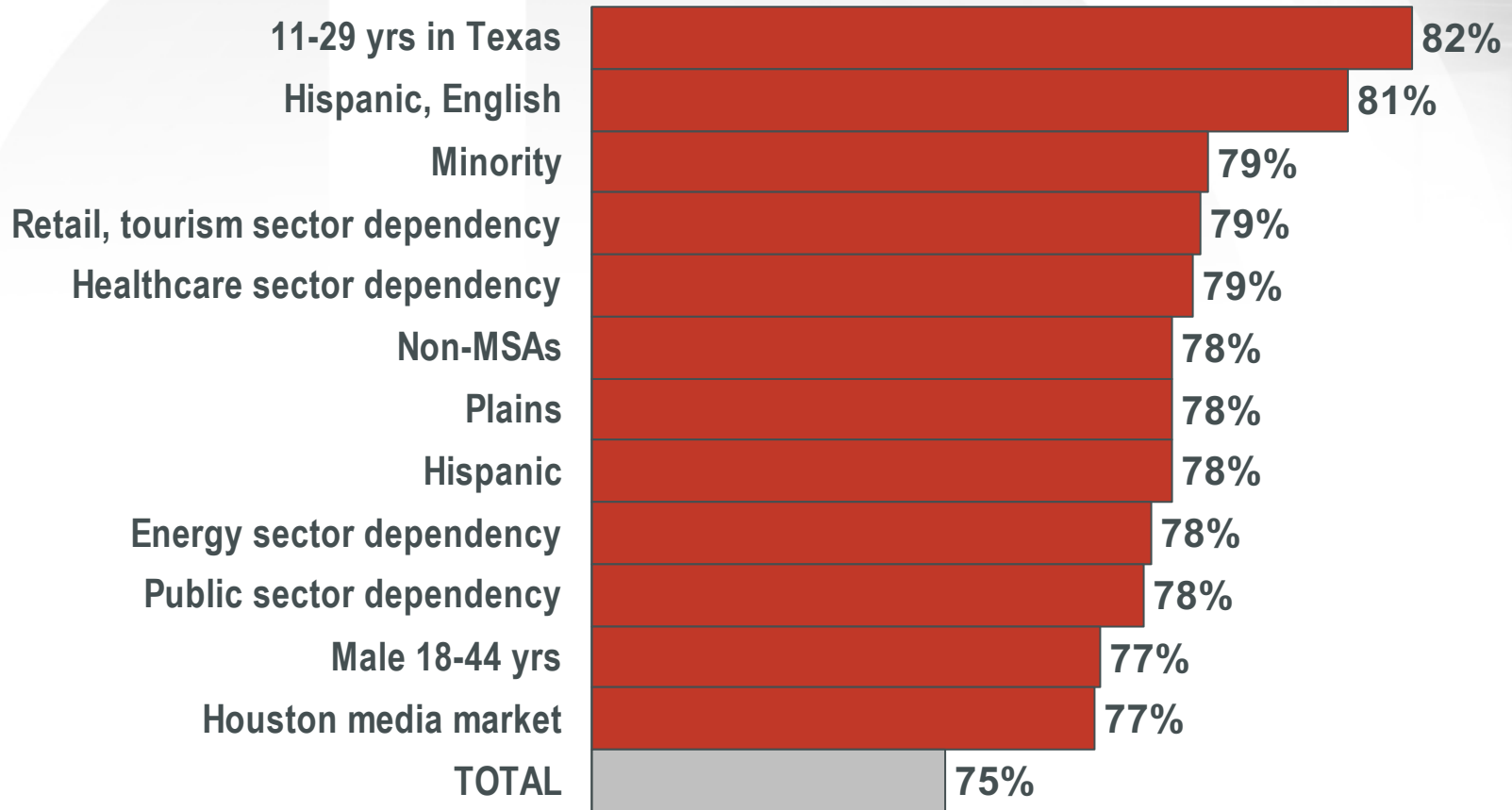
	Oct '06	May '17
Yes	70% 	75%
No	18%	18%
No opinion	11%	7%

Think that persons or firms that advertise auditing services to the public are required to be licensed by the State of Texas



Think that persons or firms that advertise auditing services to the public are required to be licensed by the State of Texas

profile of selected categories with the highest percentages of “yes”



Think that persons or firms that advertise auditing services to the public are required to be licensed by the State of Texas

(time series)

	Oct '06	May '17
Yes	76%	75%
No	15%	17%
No opinion	9%	8%