

EXHIBIT 1
Relative Rankings of Work Values

Value Is Provided by Accounting	Average Response*	Importance in Choosing a Career	Average Response†
High income	5.87	Enjoyment of job	6.57
Long-term career advancement	5.62	Personal growth and development	6.33
Good work environment	5.44	Contribution to society	6.28
Personal growth and development	5.13	Give back to community	6.25
Availability of jobs	5.12	High income	6.22
Prestige/social status	5.10	Long-term career advancement	6.17
Be your own boss	5.07	Good work environment	6.03
Give back to community	4.90	Availability of jobs	6.03
Contribution to society	4.87	Sufficient leisure time	5.88
Enjoyment of job	4.59	Prestige/social status	5.39
Sufficient leisure time	4.32	Be your own boss	5.26
* Response to: "How much do you believe accounting has this characteristic?" on a scale from 1 to 7 (maximum).		† Responses to: "How important is this characteristic to you?" on a scale from 1 to 7 (maximum).	