

# Finance & Accounting Trend Watch Survey Results Summary



Hunter Hamilton recently polled our customers in a Twin Cities area survey to identify past, present and future challenges within the finance and accounting areas and have uncovered that over 73% plan to increase finance and accounting salaries during 2011. In addition, 34% project the highest demand for finance and accounting

professionals will be within the financial planning and analysis area. We invite you to take a moment to glance over some local hiring trends and see what steps are being taken by other Minneapolis-St. Paul finance accounting departments as our local market continues to advance through the economic recovery.

## Results Summary

### Approximately how many employees work for your company or organization?

Number of Employees	Percent
0-99	48.30%
100-499	15.60%
500-999	6.80%
1000+	29.30%

### What was the most significant change your company experienced in 2010?

Significant Changes	Percent
Merger, acquisition and/or divestiture	6.90%
Revenue growth	36.30%
Revenue decline	25.80%
Turnover and/or loss of key personnel	5.20%
No significant changes	15.50%
Other	10.30%

### As it pertains to employee 2011 salaries, please select one of the following:

Salaries	Percent
We have or intend to increase employee salaries by 1-3% in 2011.	63.16%
We have or intend to increase employee salaries by 4-6% in 2011.	10.53%
We will not be increasing employee salaries in 2011.	22.81%
We have or intend to decrease employee salaries in 2011.	3.51%

### In which area do you anticipate the highest demand for finance and accounting professionals within the next two years?

Areas of Highest demand	Percent
Audit	1.80%
Financial Planning & Analysis	34.40%
Financial Reporting	18.90%
General Accounting	32.70%
Tax	8.70%
Other	3.50%

### What key finance and accounting initiatives are you focusing on in 2011? Please select all that apply.

Key Initiatives	Percent
Accounts Payable Process	3.98%
Adequacy of ERP Systems/GL Systems	7.95%
Adequacy of Existing Staff/Staff Assessment	7.95%
Cash Management Optimization	10.23%
Forecasting/Variance Analysis Process	11.93%
IFRS/"Little GAAP"	1.14%
Management/Dashboard Reporting	14.77%
Mergers, Acquisitions and/or Divestitures	7.95%
Order-to-Cash	2.84%
Process Improvement and/or Reengineering	13.07%
Reporting (SEC, XBRL)	3.41%
Risk Management	1.70%
Strategic Planning Process	7.95%
No Current Initiatives for 2011	3.41%
Other	1.70%

To receive a complete, detailed report including all results from this survey, please contact:

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