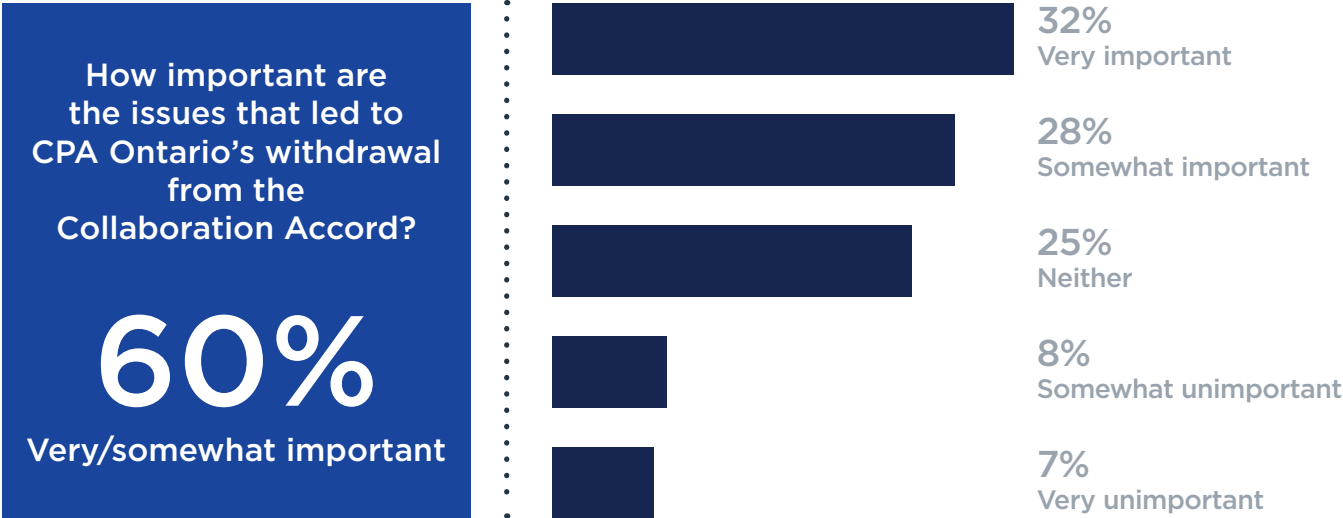


# Your Voice Matters

In November 2023, CPA Ontario reached out to a representative sample of 30,000 CPA Ontario members to understand their perspectives on matters important to the profession.

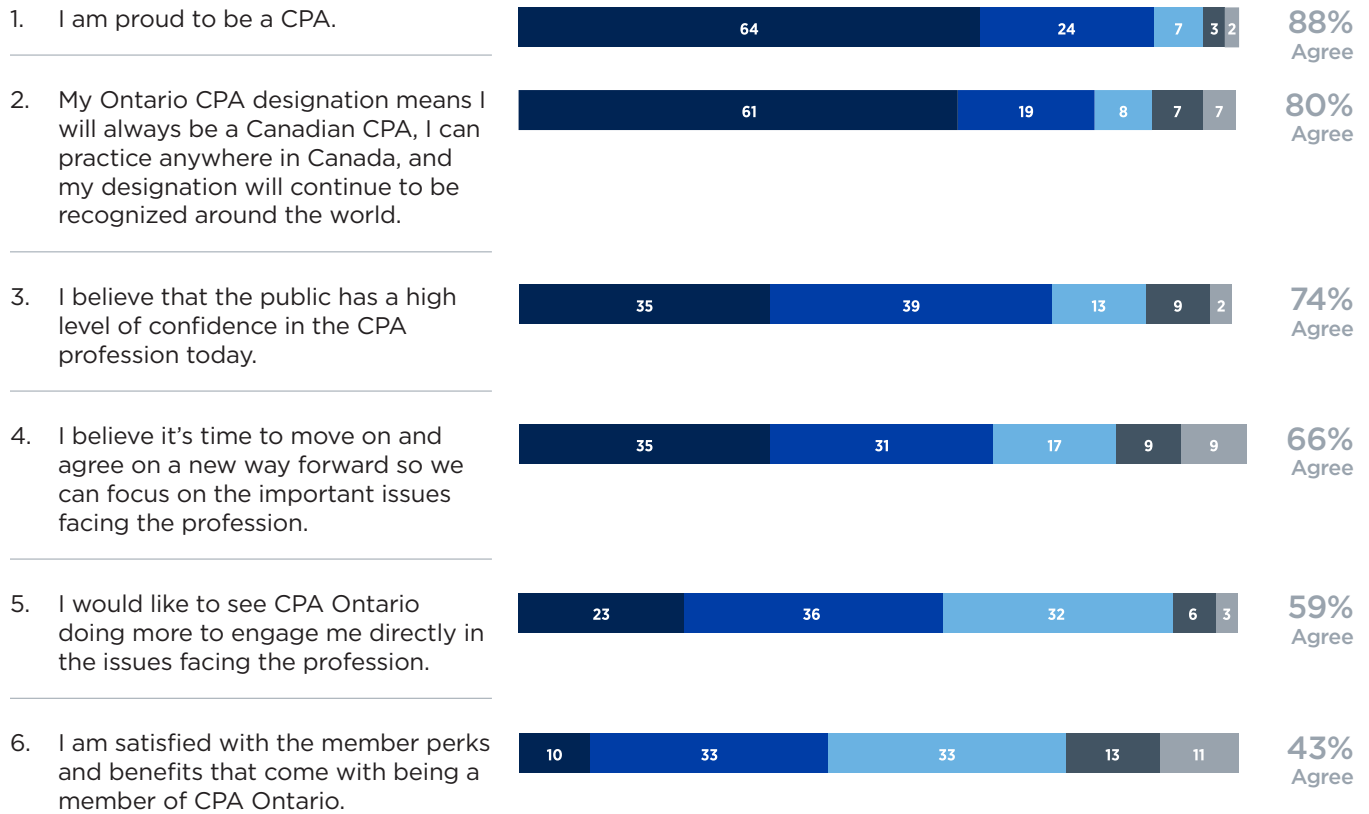
We asked a range of questions on CPA Ontario’s role and effectiveness, the future of the profession, impressions of the CPA designation, and key topics including CPA Ontario’s withdrawal from the Collaboration Accord.

## Importance of issues leading to withdrawal from the Collaboration Accord



As a CPA, how important to you are the issues surrounding CPA Ontario’s decision to withdraw from the Collaboration Accord?  
Base: Total sample (n=1373)

# Level of agreement with various statements



Strongly agree
  Somewhat agree
  Neither
  Somewhat disagree
  Strongly disagree

Please indicate your level of agreement with the following statement: I am proud to be a CPA. Different people have made different statements about CPA Ontario, its role and the profession. Please indicate the extent to which you agree or disagree with each of the following statements.  
 Base: Among those with an opinion - base size varies

# How members feel the profession is perceived by Canadians



Very positively
  Somewhat positively
  Neither
  Somewhat negatively
  Very negatively

How do you think the CPA profession is perceived by Canadians today? Would you say it is perceived...  
 Base: Total sample (n=1373)



# What members view as the most important issues facing the profession

% who ranked issue as one of top three most important.

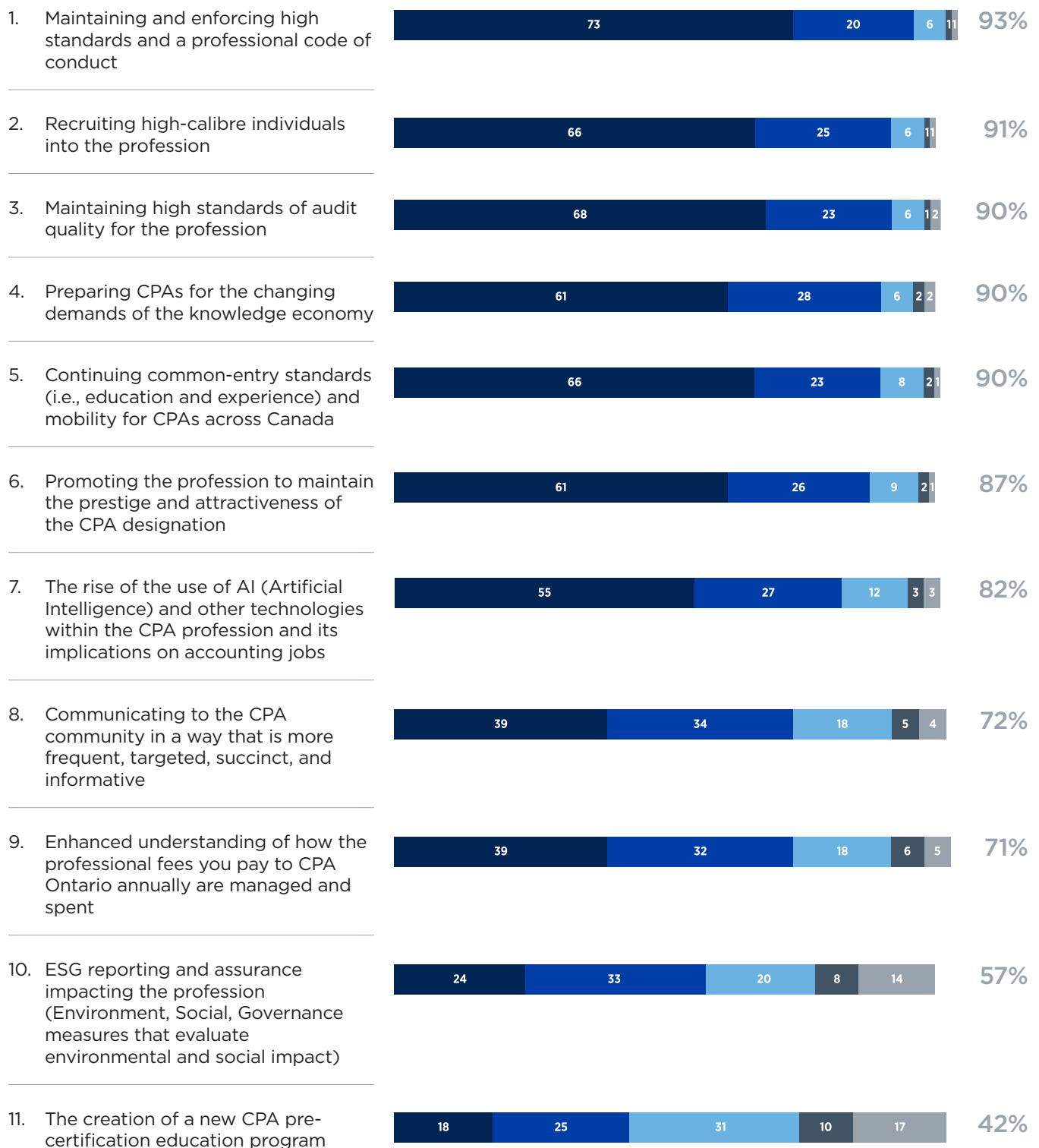


From the same list, please select the 3 that you feel are most important and rank them from most important to least important. Please place a "1" beside the most important issue, a "2" beside the second most important issue, and a "3" beside the third most important issue.  
 Base: Total sample (n=1373)



# How members perceive the various roles of CPA Ontario

% feel it's important (7-10)



Very important (10,9) (8,7) (6,5) (4,3) Not important at all (2,1)

Please indicate how important each of the following is to you as a CPA, by selecting a number between "1" and "10" where "1" means it is "not important at all" and "10" means it is "very important."  
Base: Total sample (n=1373)



# Top 5 Challenges Facing the CPA Profession

- 1. Rapidly changing AI/other technologies and implications for the profession (impact on jobs, etc.)  
 cited by **20%**

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- 2. Attract and retain talent/future generations  
 cited by **11%**

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- 3. General concerns related to split with CPA Canada  
 cited by **7%**

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- 4. Need for national unity and collaboration in the profession  
 cited by **5%**

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- 5. Ensure that the designation remains relevant  
 cited by **4%**

Think specifically about the challenges facing the CPA profession today. What would you identify as the most important challenges that should be priorities for CPA Ontario? (unaided)  
 Base: Total sample (n=1373)  
 Note: Percentages do not add to 100% as a portion of the total sample did not provide a response.

# Top 5 Opportunities Facing the CPA Profession

- 1. Leverage/develop expertise in AI and other technologies  
 cited by **21%**

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- 2. Promote financial literacy; public education  
 cited by **6%**

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- 3. Play leadership and advisory role to businesses; become financial/business leaders  
 cited by **4%**

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- 4. Maintaining cohesion with CPA Canada  
 cited by **4%**

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- 5. Take on a larger role in sustainability reporting and ESG  
 cited by **3%**

Think specifically about the opportunities facing the CPA profession today. What would you identify as the most important opportunities that should be priorities for CPA Ontario? (unaided)  
 Base: Total sample (n=1373)  
 Note: Percentages do not add to 100% as a portion of the total sample did not provide a response.