

2017 MEMBER CENSUS: THANK YOU FOR YOUR VOTE OF CONFIDENCE!

The results are in. And they are even better than the last time we surveyed you! Thank you to the more than 6,700 members who took the time to share your feedback for this year's census. It's clear that you, our members, are as committed as ever to the Canadian Payroll Association's (CPA's) core purpose of payroll compliance through education and advocacy, our values of community, professionalism and authoritative compliance knowledge.

These results are particularly encouraging given that the CPA made two major education policy changes over the past few years to increase the job-readiness of payroll practitioners and to raise the bar of the payroll profession. You are more positive than ever about the value of your CPA membership and the usefulness of the payroll compliance information and support you receive from the Association.

We asked you: **If you could use one word to describe the Canadian Payroll Association, what would that one word be?**



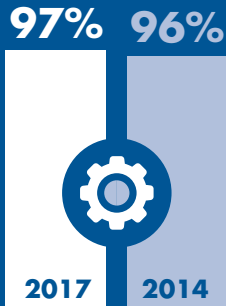
This Word Cloud represents the top 50 unaided responses to that question, emphasizing that the majority of you believe the Association to be **PROFESSIONAL, HELPFUL** and **INFORMATIVE**.

SURVEY HIGHLIGHTS

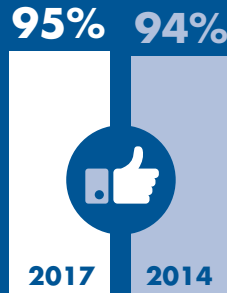
- ▶ RESPONDENTS 6,722
- ▶ MEMBER CENSUS COMPLETED EVERY 3 YEARS

0%
of members think the CPA's service is poor

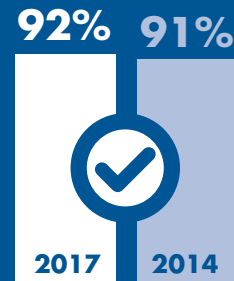
94%
would renew membership



Think CPA is service oriented



Satisfied with CPA services



Would recommend the CPA to others



See membership fee as good value



Top Compliance Challenge: Legislative complexity



When evaluated against a host of other Canadian associations, the CPA consistently outperforms the member satisfaction scores of all but one association over that last ten years.

"THANKS FOR ADVOCATING FOR THE PROFESSION. PAYROLL PROFESSIONALS ARE STILL NOT ACCORDED THE VALUE AND WORTH THEY'RE DUE IN TERMS OF SALARY AND RESPECT."

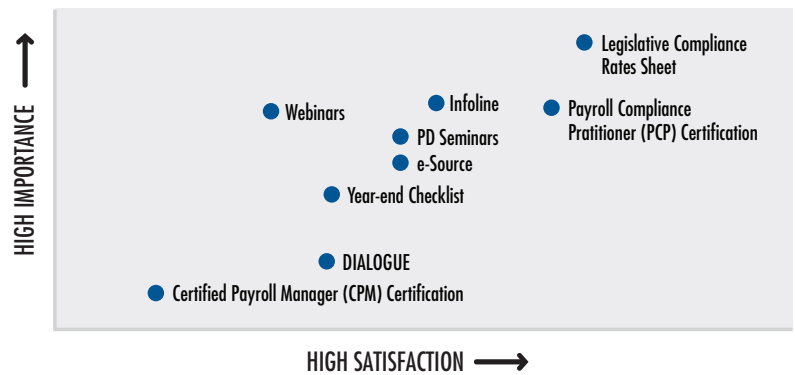
TOP MARKS GO TO:



WHAT YOU THINK ABOUT OUR PRODUCTS AND SERVICES:

Every one of our educational offerings (professional development seminars, webinars, and both the Payroll Compliance Practitioner and Certified Payroll Manager certification programs) received top scores for member importance and satisfaction. Our major publications also scored high, including our *Legislative Compliance Rates Sheet*, *Year-End Checklist*, *e-Source* legislative compliance newsletter, *DIALOGUE* Magazine and many *Payroll Best Practices Guidelines*. Clearly, CPA members are information seekers, and our publications are giving you what you need.

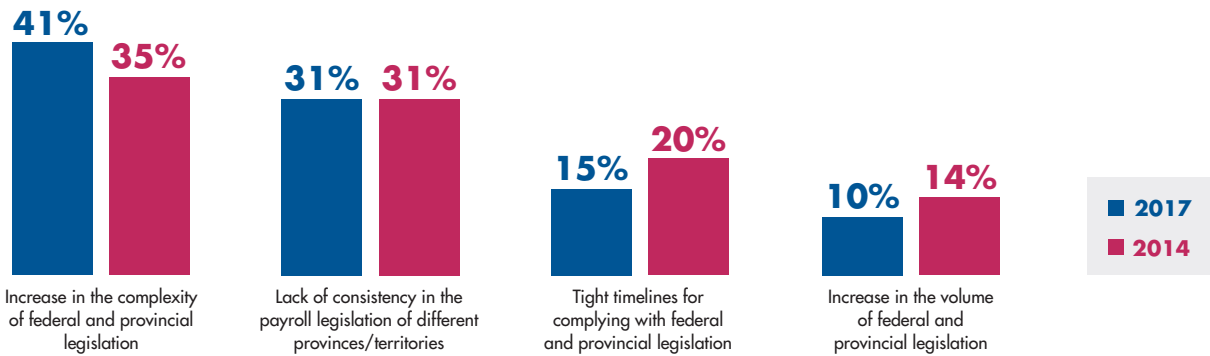
CPA'S TOP SERVICES AND RESOURCES



YOUR PROFESSIONAL PERSPECTIVE:

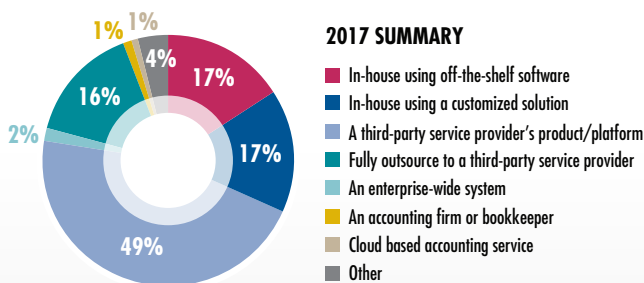
LEGISLATIVE CHALLENGES

Complexity of legislation took top spot as the biggest issue (even more so than in 2014) while the challenges of tight compliance timelines and legislative volume decreased slightly over the past three years. We are pleased our tools and information help you stay on top of legislative complexity, and we are confident that our advocacy efforts continue to help make payroll legislation and administration more efficient and effective for everyone.



HOW YOU PROCESS PAYROLL

Almost half of you use an external provider's product to process payroll, while a third of you use in-house off-the-shelf software or an in-house customized solution. It is important for employers to know that responsibility for payroll compliance lies with their organization, regardless of whether they outsource to a payroll service provider or use a third-party platform. The CPA sees how seriously you take your payroll compliance duties. And we are here to help whenever, wherever and however you need us.



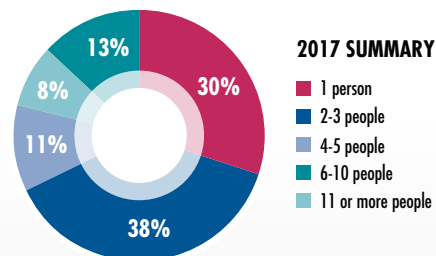
2017 SUMMARY

- In-house using off-the-shelf software
- In-house using a customized solution
- A third-party service provider's product/platform
- Fully outsource to a third-party service provider
- An enterprise-wide system
- An accounting firm or bookkeeper
- Cloud based accounting service
- Other

Note: Respondents selected all that apply.

SIZE OF PAYROLL DEPARTMENT

Research continues to show that over two-thirds of you work in a department of just 1 to 3 people. That's a big payroll compliance burden to bear, with relatively few resources. That's why the CPA offers so many opportunities to connect and learn – providing valued services like Payroll InfoLine, self-services tools on our website payroll.ca, and bringing you together with other like-minded professionals who understand your challenges and can share insights and experiences at CPA events.

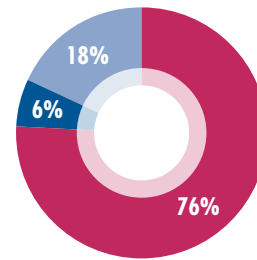


2017 SUMMARY

- 1 person
- 2-3 people
- 4-5 people
- 6-10 people
- 11 or more people

AWARENESS OF CPA'S ROLE IN MAKING E-T4S A REALITY

Only 76% of you were aware of the Canadian Payroll Association's advocacy activities that now enable employers to save over \$100 million annually by issuing electronic T4s as the standard delivery method (unless a paper copy is requested by the employee). We thought this number would be higher. The CPA advocated on behalf of employers to the Federal Government to eliminate the need for employees' express consent for electronic T4 delivery, removing this onerous administrative burden from workflow for payroll practitioners across the country. This is a big win for employers, payroll practitioners and employees. The CPA is committed to keeping you apprised of our advocacy wins on your behalf, so that you can continue to enhance the efficiency and effectiveness of payroll administration in your own organization.

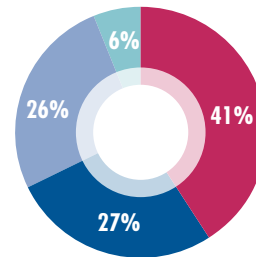


2017 SUMMARY

- Aware
- Neither
- Unaware

PREFERRED LEARNING FORMAT

41% of you prefer online learning, and we know that number is growing (see chart to right). As well, more than three-quarters of you (78%) look to the CPA as your preferred professional development provider. That's well above the next source of professional development that you utilized—internal employer training (also used by 29%). That's why the CPA continues to grow and enhance our education offerings, particularly the virtual ones. Look for our *Year-end and New Year Requirements* seminar to be offered virtually this year, along with our ever-growing list of webinars covering critical payroll-related topics, as well as our new Workers Compensation online seminar (open for registration soon!).



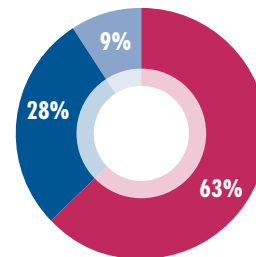
2017 SUMMARY

- CPA Online
- CPA In-class
- Self-Service Resources on the CPA website
- Other

MEMBER PROFILE

Like payroll, our member profile is constantly evolving. While our overall membership is aging slightly and your length of time in payroll has been increasing, we have a notable number of younger members and those new to payroll, which bodes well for future growth of the payroll profession. Regardless of age, years in payroll, region or title, our members overwhelmingly identify as 'information seekers' and 'professionals', and it's no wonder, given all that you do.

Among our members, 63% work directly in payroll, but many of you also have occupational titles in human resources and accounting (9% and 28% of respondents, respectively). We also know that even if you don't have HR or accounting in your job title, you often serve as a conduit between these job functions and work well beyond the title assigned to your role. ■



2017 SUMMARY

- Payroll related
- Accounting-related
- HR-related

A Note about Methodology: The Association's Member Census uses a 7-point measurement scale. Top three results are used to analyze respondents' most important and satisfying services, while bottom three results indicate a level of dissatisfaction and diminished importance. Results revealing neutral importance and satisfaction fall in the middle of the 7-point scale.

"I BELIEVE THAT THE CPA HELPS ME NOT ONLY SUCCEED AT MY POSITION BUT ALSO HELPED ME TO GET THE AMAZINGLY SUCCESSFUL CAREER THAT I HAVE."

"AS A PAYROLL PROFESSIONAL I JUST CAN'T IMAGINE NOT HAVING A MEMBERSHIP. THE CPA KEEPS US UP TO DATE ON LEGISLATIVE CHANGES AND I ENJOY TAKING COURSES THROUGHOUT THE YEAR TO KEEP CURRENT AND KEEP MY LEARNING UP TO DATE."

