CARDSENSE™ – WAVE XIII

MAKING SENSE OUT OF CREDIT CARDS AND REWARDS

Will Aeroplan collectors hang on to their points while they wait for Air Canada to release the details of the new program? Which program members are most at risk of cashing in their points in fear of them being devalued?

What impact has the new PC Optimum program had on member loyalty of the two combined programs? Has this powerhouse strengthened its base even more?

Cashback rewards continue to gain attention and are raising the bar in terms of the rich rewards they deliver. Which cards will lead the category and where is cashback headed next?

Are cardholders willing to pay for enhanced or personalized loyalty program benefits? Which benefits have the most appeal and who is most likely to respond to them?

How will new payment providers and mobile wallet adoption reshape the way payments are made?

WHY THIS STUDY?

In-depth analysis provides subscribers with insights to help them understand their competitive positioning and develop meaningful strategies to improve market share.

A detailed exploration of reward program participation will help you understand why cardholders choose to belong to one program over another, why they choose multiple programs, and how they decide to use a specific card – or payment method - at the point of sale.

Mobile technologies will continue to influence cardholder behaviour and preferred payment method. CardSense will identify early adopter groups, attitudes and barriers to use to assist you in remaining competitive in this space.

Our specific focus on this market and over a decade of trending information provide a unique perspective on developments in the Canadian credit card and reward program landscape.

METHOD

An online survey among 5,000 adult Canadian credit cardholders means the data are robust enough to provide most issuers with detailed results at the card level.

Early subscribers have the opportunity to fine tune the base questionnaire and have access to a limited number of proprietary questions, allocated on a first come, first served basis. Booster samples for low incidence target groups can be accommodated.

A unique feature is the ability to conduct "return to sample" research in an easy affordable way should subscribers identify a group they wish to re-contact to collect additional information.

Specifically, this study will provide issuers with a picture of the Canadian credit card and reward program market, including the following:

THE FOUNDATION REPORT

Credit Card Market Share

Attitudes and behaviours towards credit cards and rewards

Share of Wallet based on average dollar spend

Wallet Profiles

Cancellations/Acquisitions/Acquisition Intentions

Cardholder Loyalty

Reward Program Participation including Hotel Programs

Factors impacting reward program participation

Reward Program Engagement Index

Redemption Behaviour

Contactless Technology

Mobile Technology and Mobile Banking Apps

Payment Methods by category and price point

Best in Class Credit Cards

Gasoline, grocery and air travel purchases

Detailed profiles of Aeroplan and AIR MILES members

Online shopping behaviours and payments

ATTITUDINAL SEGMENTATION

Our segmentation is an essential tool designed for product managers and marketers to understand the attitudes and beliefs that drive card usage and program participation.

What are the unique segments present in the Canadian market?

What are the defining characteristics of each segment?

What percentage of your cardholders and your competitors' cardholders fall into each segment?

Which segments are potentially the most profitable to your organization?

Which products hold most appeal by segment?

What are the key marketing messages that will resonate?

CUSTOM ANALYSES

We provide each subscriber with a custom analysis tailored to their card portfolio and position in the market. This can include further drill downs undertaken on a request basis on particular segments, proprietary questions or return to sample.

AFFLUENT CARDHOLDER REPORT

Affluent cardholders are an attractive segment, enjoying high levels of disposable income and displaying strong engagement with credit cards and reward programs. We will examine in detail the attitudes and behaviours of this group including the cards they carry and the financial institutions they use to help you attract and retain these cardholders.

PAYMENTS REPORT

Payment methods and devices continue to proliferate, challenging the spend traditionally captured by credit cards. Our payments module examines payment methods consumers use at different price points and in different retail categories. Understanding which cohorts gravitate to different payment methods will assist issuers in crafting offers and messages that will capture the attention of these consumers. We also examine the interest in using non traditional payment providers.

This analysis will provide breakdowns by a number of demographics including gender, age, income and type of card held.

CHINESE AND SOUTH ASIAN REPORT

Chinese and South Asian cardholders exhibit dramatically different attitudes and behaviours with respect to credit card ownership and reward program participation. This module will examine these differences in depth and identify the types of offers that will resonate best with these important and growing segments. Booster samples will be drawn to supplement the 5,000 interviews in the *CardSense*™ sample to provide readable bases for these segments (150 minimum for each).

YOUNG ADULTS REPORT

Young Adults provide a pipeline for future growth. Capturing the attention of the Millennials is an appealing proposition as issuers attempt to deepen their share of wallet and grow these relationships beyond credit cards and rewards.

This module will profile 18-28 year old cardholders in depth to help you understand the attitudes and behaviours of this segment including the cards they carry and the financial institutions they use.
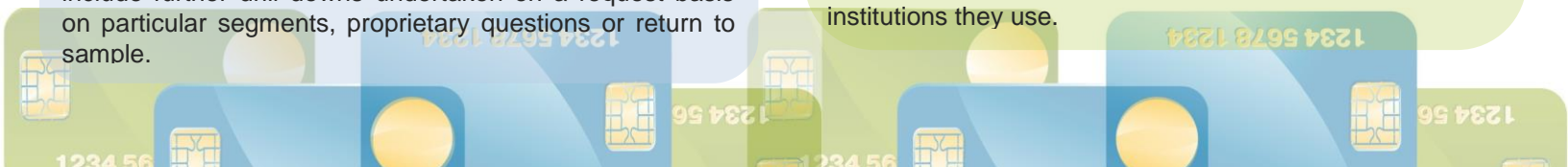
MARKETSENSE INC.

MARKETSENSE INC. is pleased to announce the thirteenth wave of *CardSense™* – Canada's most comprehensive assessment of the credit card and reward card market. This innovative market research is designed and managed by senior consultants who partner with their clients to help them better understand the complexities of the marketplace as they help them make more effective decisions.

FOR MORE INFORMATION ON THIS STUDY PLEASE CONTACT:

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TIMING

Proprietary Questions ....**September 12, 2018**

Interviewing Begins ....**October 2018**

Reports/Presentation .... **begin March 2019**

DELIVERABLES

Detailed report of all research findings, including strategic insights and tailored recommendations for each subscriber.

Key deliverables include soft copies of report(s), computer tabulations and any special analyses.

If hard copies of reports, tables or SPSS files are requested, they will be provided at cost.

One formal presentation of the study findings in Toronto (additional expenses for travel may be charged for presentations outside the Greater Toronto Area).