

BUSINESS CARDSense™

WAVE XII



MAKING SENSE OUT OF BUSINESS CREDIT CARDS AND REWARDS

- *Use of business cards increased last year, will the trend continue?*
- *Will cashback rewards continue to grow or will we see a rebound in travel cards?*
- *Low rate cards are becoming more important to small business owners. How will the category perform this year?*
- *How are perceptions of the new Air Canada program changing among business owners?*
- *PayPal is a force to be reckoned with, capturing increased purchases and carving out a growing position as payment processor. What is the risk to card issuers?*
- *What channels most impact the choice of credit card when acquiring a new one?*
- *Is the mix of payments used and accepted by small businesses changing? Will cash decline?*
- *Are small business owners transitioning to newer lower cost payment processors?*

WHY THIS STUDY?

Small Business Owners face unique challenges with respect to cash flow and managing credit. This study will examine these issues along with the factors which drive the selection and use of credit cards. We will thoroughly investigate the use of business versus personal cards for business spending and uncover the reasons business owners choose one over the other.

Reward program participation is exceptionally high among small business owners and operators. *Business CardSense™* will examine the importance of rewards in the choice of credit card.

Our detailed analysis of the small business market provides our subscribers with insights to help them understand the key factors driving choice of card among small businesses.

Business CardSense™ delivers an in-depth exploration of reward programs and the attitudes motivating program participants. Specifically, this study will provide issuers with a picture of business cardholder attitudes and behaviours including the following:



THE FOUNDATION

Credit Card Market Share (personal and business)
 Attitudes and behaviours towards credit cards
 Spend patterns including revolve and transact behaviour
 Cardholder Loyalty
 Reward Program Participation
 Shifts in types of financing used for business
 Mobility and interest in new technologies
 Use of PayPal
 Point Ownership – Redemption Patterns
 Important features and controls on company cards
 Payment Method Mix
 Use of financing other than credit cards
 Employee use of credit cards for business
 The most important issues facing business owners
 How card usage changes by life cycle stage
 Air Travel – Domestic and International
 Economic Outlook and cross border business
 Full Business Profiling

CUSTOM ANALYSES

MarketSense provides customized analysis and strategic implications of the findings specific to each client. We will work with you to fully maximize the insights that can be derived from this research and examine your performance relative to your key competitors. This can include further drill downs undertaken on a request basis on specific segments, proprietary questions or return to sample.

BUSINESS TRAVELLERS REPORT

Business Travellers represent a very important target segment for both card issuers and program managers as they continue to generate high spend levels and demonstrate an educated approach to reward point accumulation. We will examine in depth the attitudes and behaviours of this group, including the cards they carry, spending habits, the programs they belong to and point redemption patterns to help you understand how to craft offers and messages which will resonate best with this segment. Our sample will be drawn from the business travellers within our core *Business CardSense*™ study.

ATTITUDINAL SEGMENTATION

Our segmentation was developed to assist product designers and marketers to craft retention and acquisition strategies and to inform effective communications messages. We profile cardholders and the beliefs that drive card usage and reward program behaviour. Which segments offer the most opportunity for issuers?

IN-DEPTH PROFILES

Low vs High Revenue Earners
 Transactors vs Revolvers
 Sole Proprietors vs 6-25 Employee Companies
 Business vs Personal Card Users

METHODOLOGY

An online survey among a minimum of 1,500 small business owners/operators responsible for making decisions with respect to financial services, including credit card selection. Respondents will report using at least one credit card or charge card for business spending and be the owner/operator of a business employing fewer than 25 employees. After careful consideration our fieldwork will be moved to a new data collection provider commencing with Wave XII.

Early subscribers will be given the opportunity to fine tune the base questionnaire content. Proprietary questions will be allocated on a first come, first served basis.

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

We also include a booster sample of companies with sales greater than \$1 million.





MARKETSENSE INC. is pleased to announce the twelfth wave of *Business CardSense™* – Canada’s most comprehensive assessment of the small business credit card and reward program market. This innovative market research is designed and managed by senior consultants who partner with clients to help them better understand the complexities of the marketplace and help them make more effective decisions. Our hands on approach will provide subscribers with the insights necessary to fully understand what is required to achieve their strategic goals.

FOR MORE INFORMATION ON THIS STUDY PLEASE CONTACT:

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TIMING

Proprietary Questions **November 1, 2019**
 Interviewing Begins **January 2020**
 Interviewing Concludes **Two-week window**
 Reports/Presentation **begin May 2020**

DELIVERABLES

- Detailed report of all research findings, including strategic insights and tailored recommendations.
- Key deliverables include: one hard copy of report, computer tabulations and any special analysis.
- One formal presentation of the study findings in Toronto (additional expenses for travel may be incurred for presentations outside Greater Toronto).

BUSINESS CARDSense™ WAVE XII SUBSCRIPTION

Complete and send to Mary-Anne Huestis or Lynda Lovett via email links above or mail to:
 14-30 Eglinton Avenue West, Suite 120, Mississauga, ON L5R 0C1

Name: _____
 Title: _____
 Company: _____
 Address: _____
 Province: _____
 Postal Code: _____
 Phone: _____
 Email: _____

Approval: _____

Signature

Title

BUSINESS CARDSense™ WAVE XI	Price	Subscription
The Foundation: Credit Cards and Reward Programs, including Attitudinal Segmentation	\$36,000	[]
Custom Analyses	TBD	[]
Proprietary Questions	TBD	[]
Business Travellers Report	\$7,500	[]

Terms:

- 50% of project costs due upon initiation of fieldwork.
- Balance due upon delivery of final report and/or presentation.
- HST is applicable

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