

BUSINESS CARDSense™

WAVE XIV



MAKING SENSE OUT OF BUSINESS CREDIT CARDS AND REWARDS

- *Have the changes small business owners made to their day to day operations during the pandemic become permanent? Are virtual meetings here to stay or will business travel rebound?*
- *How optimistic are small business owners about the growth of their businesses this year? Will this translate into increased spend and use of business credit cards?*
- *Will the pandemic spurred increase in acceptance of credit cards and contactless payments continue?*
- *Has widespread vaccine rollout translated into an increased interest in travel and travel rewards? How will this impact the growing preference for cashback rewards?*
- *How is the revamped Aeroplan program performing during these challenging times? Has uptake of the new Aeroplan credit cards been successful?*
- *Affiliate websites are an influential source of awareness for new card acquisitions. Which affiliates are most widely visited?*
- *Will small business owners require vaccinations for employees and/or customers? Will they be implementing COVID testing as a regular practice?*

WHY THIS STUDY?

Small Business Owners face unique challenges with respect to cash flow and managing credit, particularly this year. Our study examines these issues along with the factors which drive the selection and use of credit cards. We 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 high among small business owners and operators. *Business CardSense™* examines the importance of rewards in the choice of credit card.

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

We also explore the mix of payment methods used and accepted including for cross border business.

Business CardSense™ delivers an in-depth exploration of reward programs and the attitudes motivating program participation. 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
 Trends 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
 Employee use of credit cards for business
 The most important issues facing business owners
 How card usage changes by life cycle stage
 Air Travel – Appetite for travel and destinations
 Economic Outlook and cross border business
 Full Business Profiling
 Analysis of changes driven by COVID-19

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? This module is included with the foundation report.

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 the selection and use of credit cards. 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.

Early subscribers have the opportunity to fine tune the base questionnaire content through suggestions for topics to be included. 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 fourteenth wave of Business CardSense™ – Canada’s most comprehensive assessment of the small business credit card and reward program market. This innovative research is designed and managed by senior consultants who partner with clients to develop 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 QuestionsNovember 9, 2021
Interviewing BeginsJanuary 2022
Interviewing ConcludesTwo-week window
Reports/PresentationBegin May 2022

DELIVERABLES

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

BUSINESS CARDSense™ WAVE XIV 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 _____

Table with 3 columns: BUSINESS CARDSense™ WAVE XIV, Price, Subscription. Rows include: The Foundation: Credit Cards and Reward Programs, Custom Analyses, Proprietary Questions, Business Travellers Report.

- 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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