



# CARDSENSE™ – WAVE XVI



## MAKING SENSE OUT OF CREDIT CARDS and REWARDS

### WHY THIS STUDY?

CardSense provides actionable insight into the attitudes motivating cardholders including:

To what extent will a pent up desire for travel translate into increased acquisitions and spend?

Will high interest in the revamped Aeroplan program shake up the travel rewards space?

Will cashback rewards sustain their strong growth in the landscape?

Is a recovering economy encouraging cardholder spend and willingness to take on debt?

Reward program participation waned during the pandemic...can we expect a rebound and more active participation?

Covid-19 accelerated adoption of a number of payment technologies - is this permanent or will some revert to their former ways of doing things?

Credit cards continue to make inroads over cash and debit as most preferred payment method - how is this impacting credit card spend?

Our 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 more than 15 years 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 providing most issuers with detailed results at the card level.
- ✓ Early subscribers have the opportunity to fine tune the content 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.
- ✓ We offer 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.

### WHAT WE PROVIDE

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

### CUSTOM ANALYSES

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



## OUR REPORTS

CardSense will provide issuers and program managers with a picture of the Canadian credit card and reward program landscape, including:

### THE FOUNDATION REPORT

- Credit Card Market Share
- Attitudes and behaviours towards credit cards and rewards
- Share of Wallet based on average spend
- Wallet Profiles
- Cancellations/Acquisitions/Acquisition Intentions
- Cardholder Loyalty
- Best in Class Credit Cards
- Reward Program Participation including Hotel Programs
- Factors impacting reward program participation
- Reward Program Engagement Index
- Redemption behaviour and experience
- Contactless Technology
- Mobile Technology and Mobile Apps
- Payment Methods by category and price point
- 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 proportions 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?

### AFFLUENT CARDHOLDERS

An attractive segment, enjoying high levels of disposable income and displaying strong engagement with credit cards and reward programs. We 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 and shifts are being accelerated by COVID-19. Our payments module examines payment methods consumers use at different price points and in different retail categories.

Understanding shifts in choice of payment method and which cohorts gravitate to different methods will assist issuers in crafting offers and messages that will capture the attention of these consumers. Use of non traditional payment providers is also examined.

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

### YOUNG ADULTS

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

This module profiles 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

### 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).





MARKETSENSE INC. is pleased to announce the 16th wave of CardSense™ Canada's most comprehensive assessment of the combined credit card and reward card market.

- ✓ Innovative forward looking market research
- ✓ Designed and managed by senior consultants
- ✓ Partnering with clients to help them better understand the complexities of the marketplace and support effective decisions

FOR MORE INFORMATION ON THIS STUDY PLEASE CONTACT:

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## TIMING

Proprietary Questions ..... **September 10, 2021**  
 Interviewing Begins ..... **October 2021**  
 Key Measure Toplines ..... **January 2022**  
 Reports/Presentation ..... **begin March 2022**

## DELIVERABLES

Detailed report including strategic insights and tailored recommendations for each subscriber.

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

Hard copies of reports, tables or SPSS files requested will be provided at cost.

One virtual presentation of findings and ongoing support.

# CARDSENSE™ WAVE XVI SUBSCRIPTION FORM

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: _____	Approval: _____
Title: _____	
Company: _____	Signature _____
Address: _____	
Province: _____	Title _____
Postal Code: _____	Date _____
Phone: _____	
Mobil: _____	
Email: _____	

CARDSENSE™ WAVE XVI	Price	Subscription
The Foundation: Credit Cards and Reward Programs	\$33,500	[ ]
Attitudinal Segmentation *	\$12,500	[ ]
Payments Report *	\$9,500	[ ]
Chinese and South Asian Report *	\$7,500	[ ]
Young Adults Report *	\$7,500	[ ]
Affluent Cardholder Report *	\$7,500	[ ]
Proprietary Questions	TBD	[ ]
Printed Computer Tables or SPSS files on request	At Cost	[ ]

**Terms:**

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

\* Available to subscribers to The Foundation Report

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