



# CARDSENSE

The 18<sup>th</sup> wave of CardSense™ Canada's most comprehensive assessment of credit cards, reward programs and payment methods is ready to launch. Understand your competitive position, develop meaningful strategies and improve market share.

Travel is set to rebound after several years of restrictions. However, today's economic environment of high interest rates and rising debt loads is driving increasing interest in cashback rewards and low rate cards. CardSense identifies groups more likely to gravitate to each value proposition.

Optimism surrounding one's financial situation is down dramatically. Issuers that can provide solutions that minimize interest payments, reduce fees and help manage cash flow will certainly be noticed by those looking for relief.



## OUR FINDINGS REFLECT A CHANGING CARD MARKET:

A decline in travel cards and growth in cashback reflects frustration with travel, impacts of COVID and the straightforward appeal of cashback.

The economy is impacting the market and driving growing interest in cashback cards and balance transfers. Offers to minimize interest payments, reduce fees or help cardholders manage cashflow will be noticed.

Travel rewards remain the most sought after, yet the numbers intending to acquire a travel card are down.

A growing group says they will be looking for a new card once they cash in their points. Higher intentions exist among attractive cardholder segments including Premium Plus, Infinite and Travel+ cardholders.

Expect to see continued increases in retailer rewards cards especially those focussed on everyday items.



## REWARD PROGRAMS

Reward programs continue to fuel cardholder choice and use of cards.

Growing participation in the revamped Aeroplan program was not met with increased Aeroplan card acquisitions. Will rebounding interest in travel increase Aeroplan card incidence and program membership?

AIR MILES clearly recognizes the need to reinvent itself under the new BMO ownership. Significant numbers of AIR MILES collectors could be up for grabs as they seek alternatives. Active participation rates continue to drop across all collector levels.

In the face of a challenging economy almost half of cardholders now say they are using program points to help stretch budgets.

## PAYMENT TRENDS

COVID-19 accelerated adoption of payment technologies – especially contactless – their use will likely remain the norm.

Decreasing preference for credit cards reflects those attempting to manage their debt loads by shifting away from credit to debit.

Interest in Buy Now Pay Later plans is growing and will continue to attract cardholders across a number of demographic groups.



## TOPICS



CREDIT CARD MARKET SHARE/BEST IN CLASS CARDS



ATTITUDES AND BEHAVIOURS



SPEND METRICS/SHARE OF WALLET



LOYALTY, CANCELLATIONS AND ACQUISITIONS



REWARD PROGRAM PARTICIPATION/ENGAGEMENT INDEX



REDEMPTION BEHAVIOUR AND EXPERIENCE



CONTACTLESS AND MOBILE TECHNOLOGY



PAYMENT TRENDS



GASOLINE AND GROCERY PURCHASES



AIR TRAVEL/OUTLOOK FOR TRAVEL



PROFILES: AEROPLAN, AIR MILES, GAMERS



ONLINE SHOPPING

# SUPPLEMENTAL REPORTS\*

**Attitudinal Segmentation:** A powerful tool to target segments with messaging and offers that resonate at an “emotional level”.

**Affluent Cardholders:** An in depth look at high income, high spending cardholders reveals how to effectively deliver on their preferences.

**Payments:** Understanding shifts in choice of payment methods will equip issuers to meet rapidly changing needs and behaviour. Payment trends are examined across gender, age, income, card network and card type.

**Life Stage:** Profiles cardholders across life stages to identify unique characteristics to help issuers deepen share of wallet and grow relationships beyond credit cards. [Boomers 55 plus, Gen X 39 to 54, Millennials 26 to 39, Gen Z up to 25]

**Chinese and South Asian Cardholders** exhibit dramatically different attitudes and behaviours. Understand products and services that will capture their attention.

\*Supplemental Reports costed separately

## STUDY DETAILS

5000 interviews among Canadian credit cardholders providing detailed results at the card level.

**FIELD DATE:** OCTOBER 2023

**DEADLINE FOR PROPRIETARY QUESTIONS:** SEPTEMBER 11, 2023

**TOPLINE DATA:** JANUARY 2024

**ANNUAL REPORT:** MARCH 2024

- Early subscribers are able to influence new content and have access to a limited number of proprietary questions.
- “Return to sample” and booster sample options are available.

### ONGOING SUPPORT AND CONSULTATIONS THROUGHOUT THE YEAR.

- One Presentation (in person or virtual) including tailored implications.
- Soft copies of annual report, presentation and computer tabulations
- SPSS files/hard copies of report at cost.

**ANNUAL REPORT  
\$35,000 + HST**

## TO LEARN MORE CONTACT

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