

**NEW TIMING**

# BUSINESS CARDSense™

## WAVE XI



# MAKING SENSE OUT OF BUSINESS CREDIT CARDS AND REWARDS

- *How will the small business market respond to Air Canada's new reward program given their high participation rates in the current Aeroplan program?*
- *To what extent are small businesses integrating new mobile technologies into their operations, for their own use and as merchants?*
- *Will cashback rewards continue to grow in the small business market or will we see a rebound in travel cards?*
- *Are the trade issues with the U.S. impacting optimism for future growth?*
- *Are small businesses changing the mix of payments they accept?*
- *Will the desire for control over employee use of credit cards continue to grow?*
- *How successful are newer lower cost payment processors among small business owners?*

### 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 Methods  
 Usage 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.

## IN-DEPTH PROFILES

Larger Companies – Revenue and Employee Size  
 Transactors vs Revolvers  
 Sole Proprietors  
 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.

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 (n=100) of companies with sales greater than \$1 million.**





MARKETSENSE INC. is pleased to announce the eleventh 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:

**Lynda Lovett**  
**(416) 357-5583**

[lyndalovett@marketsenseinc.ca](mailto:lyndalovett@marketsenseinc.ca)

**Mary-Anne Huestis**  
**(613) 382-0421**

[mahuestis@marketsenseinc.ca](mailto:mahuestis@marketsenseinc.ca)

**TIMING**

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|------------------------------|---------------------------|
| Proprietary Questions .....  | <b>September 28, 2018</b> |
| Interviewing Begins .....    | <b>January 2019</b>       |
| Interviewing Concludes ..... | <b>Two-week window</b>    |
| Reports/Presentation .....   | <b>begin May 2019</b>     |

**DELIVERABLES**

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- 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).

