

BUSINESS CARDSENSE™

WAVE VI



MAKING SENSE OUT OF BUSINESS CREDIT CARDS AND REWARDS

- *How are small business owners responding to the unprecedented pace of change in the payments space?*
- *Will the increase in use of business credit cards witnessed last year continue?*
- *To what extent are small business owners embracing social media to engage their customers or promote their business?*
- *How will the shake up in the travel rewards market play out among business owners?*
- *What strategies would compel small business owners to acquire a business credit card?*

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 will provide 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:



1. THE FOUNDATION

Credit Card Market Share (personal and business cards)

- 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
- Use of PayPal
- Point Ownership – Redemption Patterns
- Statements and Reporting Requirements
- Payment Methods
- Usage of credit vehicles other than cards
- Employee use of credit cards for business spending
- The most important issues facing business owners
- How card usage changes by life cycle stage
- Air Travel – Domestic & International
- Economic Outlook
- Full Business Profiling

2. ATTITUDINAL SEGMENTATION

Our segmentation is a great tool for development of effective retention and acquisition strategies and for informing communications messages.

Profile cardholders and the beliefs that drive card usage (Personal and Business cards)

3. IN-DEPTH PROFILES

- Larger Companies
- Start-ups
- Sole Proprietors
- Fast Growth Companies
- Business vs Personal Card users

4. 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 your performance relative to your key competitors. This can include further drill downs undertaken on a request basis on particular segments, proprietary questions or return to sample surveys.

5. 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 detail the attitudes and behaviours of this group, including the cards they carry, spending habits, the programs they belong to and redemption patterns in an effort 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.

METHOD

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 will include a booster sample (n=100) of companies with sales greater than \$1 million.





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

FOR MORE INFORMATION ON THIS STUDY PLEASE CONTACT:

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TIMING

Proprietary Questions**October 10, 2013**
Interviewing Begins**November 2013**
Interviewing Concludes **Two-week Window**
Reports/Presentation**begin May 2014**

DELIVERABLES

- Detailed report of all research findings, including strategic insights and tailored recommendations.
- All key deliverables on CD-Rom: 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).

