

The Debit and Payment Choices Study helps shape payments strategies

You know how important debit cards have become in the payments space. But do you have all the information you need about consumer preferences that affect usage in the real world—the kind of data-based insights it takes to shape a winning payments strategy?

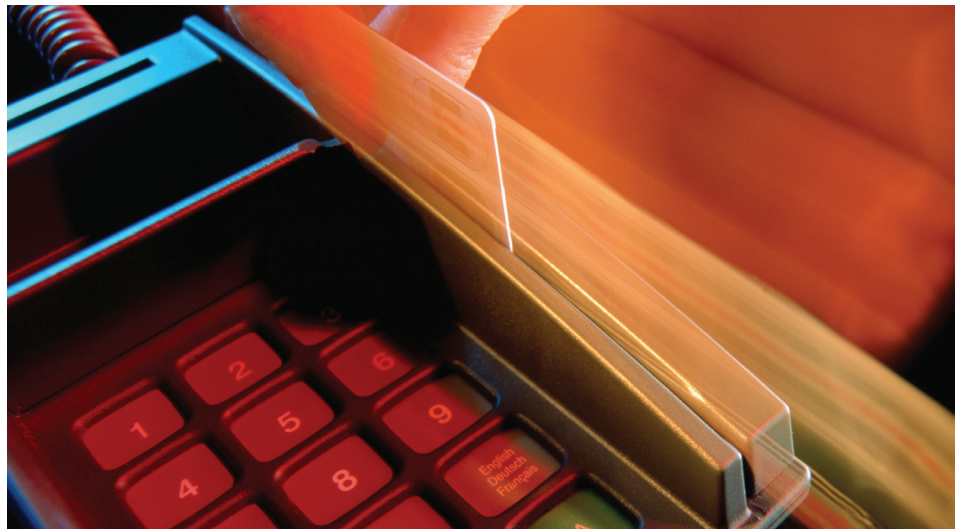
The *Debit and Payment Choices Study*, part of the **Comparative Cardholder Dynamics** suite of studies, provides just such insights. MasterCard Advisors starts with information drawn from a national representative panel of more than 40,000 consumers and then applies its proprietary research methodology to uncover the factors that affect cardholder behavior in the marketplace.

The results reveal, for example, the role that financial drivers such as insufficient balance in DDA or participation in a rewards program play on credit card usage. They also underscore the importance of less tangible psychographic and life-stage factors such as cardholders' perceptions about security and fraud, beliefs about the role of debt, and habits regarding the use of cash and payment alternatives.

The *Debit and Payment Choices Study* equips you to understand, from a single comprehensive source, how to attract and maintain the most profitable cardholders.

Answers to Critical Questions about the Debit Business

The *Debit and Payment Choices Study* tracks consumers' payment choices and



evaluates whether consumer psychographics and demographics can be leveraged.

Key questions the study addresses include:

- How do consumers' payment choices help shape a payments strategy for issuers?
- What are consumer preferences in terms of payment choices (debit, credit, cash, check, and pre-paid) in key merchant categories?
- Do higher cardholder satisfaction levels lead to more active usage of the debit card?
- Which merchant categories are experiencing debit growth?
- Do debit rewards programs drive usage?
- Which debit rewards features have the greatest impact?
- What are debit issuers doing to differentiate themselves from the competition?

Valuable Insights on Debit and Payment Choices

The *Debit and Payment Choices Study* reveals which debit card owners prefer their debit card to other payment methods and to other issuers' debit offerings. The study's rigorous analysis yields important insights into the factors that influence and hinder debit card usage and the impact satisfaction, life stage, and psychographics have. Study topics include:

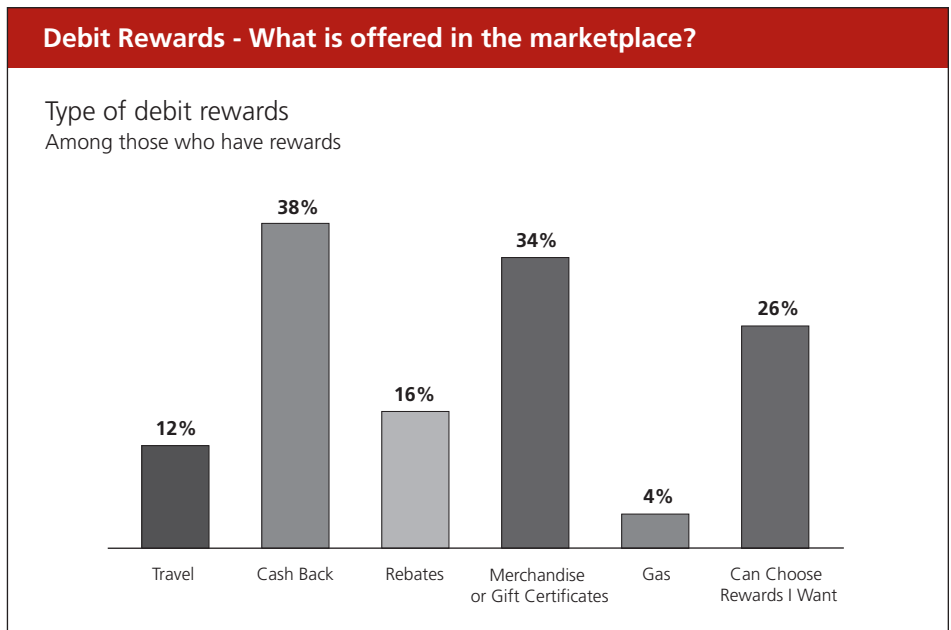
- Evaluation of payment choices (credit, debit, cash, and check) made by consumers in major merchant categories
- The role of retention and loyalty programs
- Trends in debit and payment choices that are critical to your business strategy
- How to adapt marketing strategies to the changing psychographics and demographics of debit customers
- Benchmarking of the top debit card issuers in the U.S.

The *Debit and Payment Choices Study* provides you with unique and powerful perspectives on consumer payment choices and behavior related to debit card usage. The ability to benchmark against competitors and better understand cardholder preferences will make it possible for you to develop strategies for success in the marketplace.

To learn more about the *Debit and Payment Choices Study* in the **Comparative Cardholder Dynamics** suite of studies, please contact your MasterCard Advisors representative or visit the MasterCard Advisors website www.mastercardadvisors.com.

About the Advisors Payments Panel

The Advisors Payments Panel is a U.S.-based panel of more than 40,000 consumers of credit and debit cards. The panel is sourced from an existing nationally representative panel maintained by Ipsos, a leading provider of market research services. The information collected provides a powerful and comprehensive perspective, not only across all cards in the wallet, but also across all forms of consumer payment.



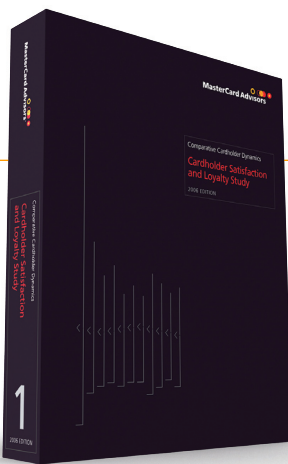
About MasterCard Advisors

MasterCard Advisors, LLC, the professional services arm of MasterCard Worldwide, provides payments-focused consulting, information, and outsourcing services to financial institutions and merchants worldwide. With its unparalleled category expertise, deep understanding of customer needs, and successful track record in addressing complex challenges throughout

the payments lifecycle, MasterCard Advisors delivers customized end-to-end solutions that maximize the value of clients' cards and payments businesses. MasterCard Advisors shares the goals and vision of its clients, and works in partnership with them to deliver actionable insights that drive tangible impact and financial gain. For more information, go to www.mastercardadvisors.com.

Comparative Cardholder Dynamics

studies offer a broad and deep understanding of payment behaviors and consumer attitudes toward credit and debit cards. Issuers gain powerful competitive intelligence and marketplace insights for developing strategies to improve performance.



MasterCard Advisors™

© 2007 MasterCard Advisors, LLC
A MasterCard Worldwide Business