

Depth. Focus. Service.

Trusted Advisor for
the Payments Industry Globally

Benefits of Membership in CustomerMonitor Survey Series

Our analysts' extensive industry knowledge provides clients with expert advice on key strategic and tactical marketing issues based on real customer feedback and opinions that provide the "voice of the customer" over time on the issues that are most relevant to payments and customer interaction channels.

Members receive access to:

- A series of 8 reports on payments and channel usage highlighting key market trends with opportunities for our clients
- Eight sets of cross-tabulation reports that provide greater detail on consumer subsegments
- PowerPoint presentations summarizing the survey findings by topic
- Access to full library of all published CustomerMonitor Survey Series reports since 2009
- Access to Primary Data Manager to address questions or issues that can be answered from the data

CustomerMonitor Survey Series

The CustomerMonitor Survey Series delivers annual survey data on trends in U.S. consumer behavior and attitudes with regard to payment products and channel usage. Eight annual Insight Summary Reports analyze the survey data and offer a method to monitor critical changes in customer behaviors and attitudes over time. The surveys reflect changes in consumer attitudes with changing economic times and infrastructure as the shift toward mobile platforms continues, new technology emerges, and creative loyalty programs and alternative payment tools and service offerings gain greater appeal. Besides tracking year-to-year changes in payment and channel use and attitudes, Mercator updates the survey with questions on the latest topics and issues to help clients identify new opportunities and better understand the disrupters to payments and channels.

Mercator Advisory Group draws on our broad industry expertise, clients, and extensive research capabilities to develop highly topical and relevant questions that have an impact on payments and channel delivery business strategy. It is Mercator's analysts' depth of experience in addressing strategic issues, its consistency of tracking year over-year trends, and the flexibility working with our members to answer custom data queries that differentiate this offering from other survey-based products.

Further, subscription to the CustomerMonitor Survey Series (CMSS) offers an exceptional value because of its business model, which permits access to the full catalog of published Insight Summary Reports in the series since its inception in 2009. Users have access to consumer data on the wide range of topics and issues we have covered over time.

The surveys are based on:

- A national online panel of 3,000 U.S. adult households reflective of U.S. Census consumer demographics
- Surveys conducted twice a year using the national research panel: The Payments survey is conducted in June and the Banking and Channels survey in November.
- A projectable U.S. national sample of statistically significant consumer data, even among subsegments.

Full year subscription to the CustomerMonitor Survey Series:

- Provides cross-tabulation data from the two annual surveys
- Provides eight Insight Summary Reports summarizing the survey findings by topic and presenting analysis and critical industry insight into the latest payment technologies and channel trends
- Identifies key shifts and year-over-year trends in consumer payment preferences
- Evaluates consumer use and interest in traditional and emerging banking products and services
- Pinpoints when and why consumers choose their payment method and banking preferences
- Highlights interest and use of new payment types, banking concepts, and tools

Production Notes

Mercator Advisory Group uses a recognized national research panel firm to perform online surveys of 3,000 U.S. adults weighted to reflect the U.S. household demographics based on the latest U.S. Bureau of the Census data. From 2009 to 2013, the sample size was 1,000, with a sampling error of +/- 3.1% at the 95% confidence level for questions reported for all respondents (subsegment analyses have higher sampling errors due to the reduced subsample size). Since 2014 an expanded panel of 3,000 or more responses supports a sampling error of +/- 3.1% at the 95% confidence level for questions at many subsegment levels. Mercator Advisory Group provides eight topically grouped reports (see below for coverage themes) at two data collection times during the year. Subscriptions run on a 12-month basis from time of signup and include access to all new program research published during that period, and the full catalog of past CMSS research.

The CustomerMonitor Survey Series on Payments is focused on Debit, Credit, Prepaid, and Mobile Payments based on the online survey of 3,000 U.S. adults fielded in June of each year. The CustomerMonitor Survey Series on Banking and Channels focuses on Branch and Omnichannel Banking, Self-service, ATMs, Mobile, Tablet, and Online Banking, and Personal Finance based on an online survey of 3,000 U.S. adults who have at least one relationship with a financial institution, and is fielded in early November of each year.

Prior to fielding the surveys, Mercator Advisory Group works with clients to refine the most useful and relevant topics in each of these areas. We maintain critical topics for year-over-year tracking and add several new topics each year. The four payment reports are typically delivered in Q3 and Q4, and the four banking and channel reports are typically delivered within Q1 and Q2 of the following year. A subscription is based upon 8 reports delivered within the year of membership.

Mercator Advisory Group

Mercator Advisory Group provides unparalleled independent and objective analysis that assists our members in uncovering new market opportunities and optimizing current strategic initiatives for maximum revenue generation and cost containment. Our commitment to and exclusive focus on the payments industry enables us to consistently provide highly relevant content and exceptional value for your research expenditure.

Our advisory services include Banking Channels, Credit, Commercial and Enterprise, Debit, Emerging Technologies, Fraud, Risk, and Analytics, International, and Prepaid. We also offer access to our CustomerMonitor Survey Series, custom consulting services and PaymentsJournal.com, a news aggregator and industry hub.

MERCATOR ADVISORY GROUP

Research Advisory Services

Custom Research and Consulting

CustomerMonitor Survey Series

PaymentsJournal.com

Our commitment to and exclusive focus on the payments industry enables Mercator to consistently provide highly relevant content and exceptional value for your research