

2008 Study of Consumer Payment Preferences

**The 2008 Study of Consumer Payment Preferences**

The *2008 Study of Consumer Payment Preferences* is the definitive guide to how consumers pay in different venues, why, and how their payment habits are likely to evolve going forward.

This syndicated consumer research study will analyze the continuing shift from paper to electronic payments. With a sound fact base of primary data, the *2008 Study* will provide insights to enable organizations throughout the payments system to create more effective and targeted marketing and operational strategies.

The fifth in a series, expanding upon studies conducted from 1999 through 2005, the *2008 Study* will compare this year's results with historical baseline data to provide unparalleled opportunities to track consumer adoption and substitution of various payment methods. This year, we will also begin tracking the rise of some new payment vehicles, such as contactless and mobile payments.

The primary objectives of the study are to examine:

- How are consumers paying today?
- Why do they make these payment choices?
- How will consumers pay in the future?
- What payment methods will gain at the expense of others and why?
- How have consumer payment preferences changed over the past nine years?

This national study will provide actionable insights into consumer behavior and preferences across three important payment venues:

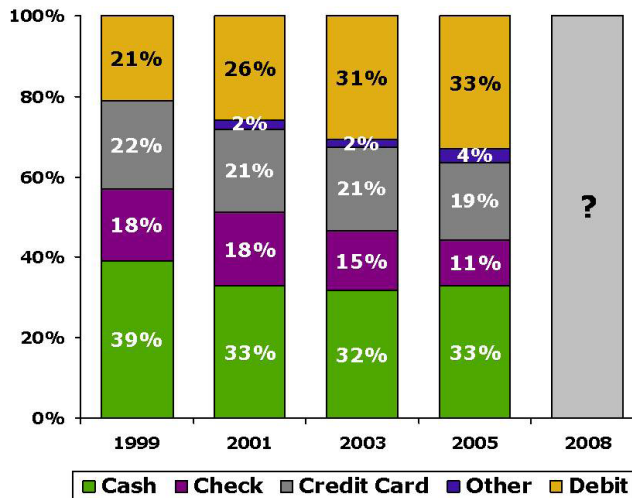
- Retail point-of-sale (in stores)
- Internet purchases
- Bill payments

Anticipated payment instruments to be studied will include:

- Cash
- Check
- Credit
- PIN Debit
- Signature Debit
- Prepaid
- ACH
- Contactless
- Mobile

This study will analyze consumers' current behavior and future payment behavior across three venues: in-store, Internet and bill payments.

**Payment Mix for In-Store Purchases**



Dove's fifth study in a series tracking consumer migration from paper to electronic payments.

## 2008 Study of Consumer Payment Preferences

### Sponsorship

We are currently seeking a select few research sponsors to help underwrite this study. Sponsorship provides the following key benefits:

- **Shape the questions:** Participate in the study design, providing input and guidance on specific areas of interest.
- **Branding privileges:** Your logo will be displayed on the front cover of the study and you will receive a page to describe your organization. This study will be highly publicized throughout the industry.
- **The full report:** Sponsors will receive multiple copies of the full report for distribution throughout their organization.
- **Exclusive data access:** Receive an electronic copy of the study data set for further analyses, together with the full findings.
- **Exclusive study review:** Participate in a private, sponsor-only forum to review and discuss study findings and implications.
- **Recognition:** Sponsors will be identified in the BAI Banking Strategies article that will be published upon completion, as well as in our press release(s).

### Costs & Timing

Participation cost for each research sponsor is \$37,500 (all in). Sponsorship commitments are required by April 1, 2008.

Technology solutions providers may combine sponsorship of the *2008 Study* with exposure opportunities at the 2008 BAI Retail Delivery Conference & Expo.

In addition, there are premier research sponsorship opportunities available that provide additional benefits. For instance, bank sponsors may opt to oversample customers to compare and contrast their customers' payment preferences versus the national results. Please contact us for details and pricing.

The design phase of the *2008 Study* will commence in April, and final results are expected by the end of August.

### About Dove Consulting

Dove Consulting, a division of Hitachi Consulting, specializes in strategy and organization consulting. Dove's Financial Services Group is a leader in developing retail payments, distribution, and customer strategies for leading banks, networks, processors, solution providers, and government entities. Dove's value proposition is clear—deep expertise for immediate value, sincere collaboration with our clients, and the delivery of compelling results.

### About BAI Research

BAI Research is highly-regarded for offering business intelligence and primary research to facilitate strategic decision making at many top financial institutions. With expertise in the areas of performance measurement, payments, customer engagement and retail banking, we are the financial services industry's leading source of objective measurements to help stimulate revenue growth.

### Study Visibility

The *Study of Consumer Payment Preferences* has become renowned in the industry as the benchmark study of how and why consumers pay the way they do.

The most recent study, the *2005 Study*, has been featured in numerous publications, benefiting sponsors as well as the overall industry. In addition, this year's study will be showcased at the 2008 BAI Retail Delivery Conference & Expo in Orlando, Florida.

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### Contact Information

For more information and to become a sponsor of the *2008 Study of Consumer Payment Preferences*, please contact:

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