



Ipsos Reid



Chip Cards in Canada Study

A Syndicated Consumer Research Survey by Ipsos Reid and the Advanced Card Technology Association of Canada

A Syndicated Study Prospectus

Key benefits to subscribers:

1

Timely learning for strategic planning and program implementation

2

Comprehensive and in-depth information and analysis

3

A project team with experienced researchers and industry experts

4

Data accuracy and quality ensured by Ipsos Reid's professional project management

5

Cost effective consumer research

Key Consumer Learning

The *Chip Cards in Canada* syndicated market research survey provides a benchmark base of learning about consumers for decision-makers and stakeholders in the chip card arena. This consumer survey is the first Canadian deliverable in a longer term market research program initiated by Ipsos Reid and ACT in conjunction with key industry players.

The survey uses a comprehensive questionnaire prepared by the researchers at Ipsos Reid, with expert subject matter input from ACT and early subscribers to this study. The research will benefit decision-makers and strategists working on corporate strategy, branding and communications and business development.

Topics Researched

The survey explores topics such as:

- Consumers' awareness and perceptions of chip cards, perceived benefits
- Perceptions of card vulnerability to fraudulent attacks: debit and credit, mag. stripe vs. chip
- Adoption expectations, profiles of adopters, rejecters and reasons why. Transaction migration expectations due to chip card

- Preferences for chip card: PIN vs. signature vs. biometrics and reasons why
- Awareness and perceptions about contactless, adoption expectations
- Card functionality expectations for payments and other uses (ID, license, transit, health card, other services)
- Perceptions and expectations about loyalty programs included with card
- Card pricing expectations and reactions
- Reactions to in-home card reader and functionality
- Perceptions of added security and impact on payments, buying patterns and consumer perceptions

Ipsos UK has completed similar market research in the United Kingdom. Responses to select questions from this Canadian research study are compared with corresponding findings from the UK.

A more detailed listing of the topic areas and questions asked is available upon request. To request a copy, please contact: ray.kong@ipsos.com

Deliverables

Deliverables for the study are:

- A written report incorporating strategic implications with support charts and tables
- One formal presentation of findings to all subscribers in Toronto (additional charges could apply for travel outside Toronto and/or for multiple presentations)
- A CD-ROM containing an electronic version of the report and detailed computer tables

Methodology

A sample of 2,102 Canadian adults were surveyed via the Ipsos Reid Canadian Consumer Research Panel. This consumer panel is comprised of over 170,000 Canadians selected to be representative of the online population in Canada.

This sample was divided into two parts:

- 1) a random cross-section of Canadian adults who make financial decisions and have used either credit cards or debit cards for payments during the past year, and
- 2) a random sample, as above, selected from residents in the Kitchener-Waterloo metropolitan area.



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Study Schedule

Interviewing completed: End 2006

Report released Now available

Presentations and other deliverables Now available

Subscription Cost

Costs shown below are in \$CDN and exclude any applicable taxes. Invoicing will be upon receipt of subscription request.

ACT members: \$5,000

Non-members: \$6,250

About Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and a leading provider of marketing and public opinion research. With operations in eight Canadian cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. Ipsos Reid is an Ipsos company, Ipsos is a leading global survey-based market research group. To learn more, visit www.ipsos.ca.

About ACT Canada

ACT Canada members, both domestic and international, benefit from access to information, networking and market analysis. We provide a neutral forum for stakeholders to learn, share information and pursue their goals. Founded in 1989, we are internationally recognized as a reliable source of information on advanced cards and the Canadian marketplace.

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Fax-back Subscription Form

Please return this fax-back form to confirm your subscription:

Ipsos Reid Corporation • Attention: Ray Kong • Fax: 416.324.2865

Study subscription ACT Member: \$5,000 Study subscription Non-member \$6,250

Name: _____

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Company: _____

Mailing Address: _____

Postal/Zip Code: _____

Phone: _____

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Approval Signature: _____

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