



The 2010 Study of Consumer Payment Preferences

SPECIAL FEATURES

This study will analyze consumers' current behavior and future payment behavior across three venues:

- > In-store
- > Internet
- > Bill Payments

The 2010 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 2010 Study will provide insights to enable organizations throughout the payments system to create more effective and targeted marketing and operational strategies.

The sixth in a series, expanding upon studies conducted from 1999 through 2008, the 2010 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 10 years?

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

- > Retail point-of-sale (in stores)
- > Internet purchases
- > Bill payments
- > Mobile payments
- > Peer-to-peer

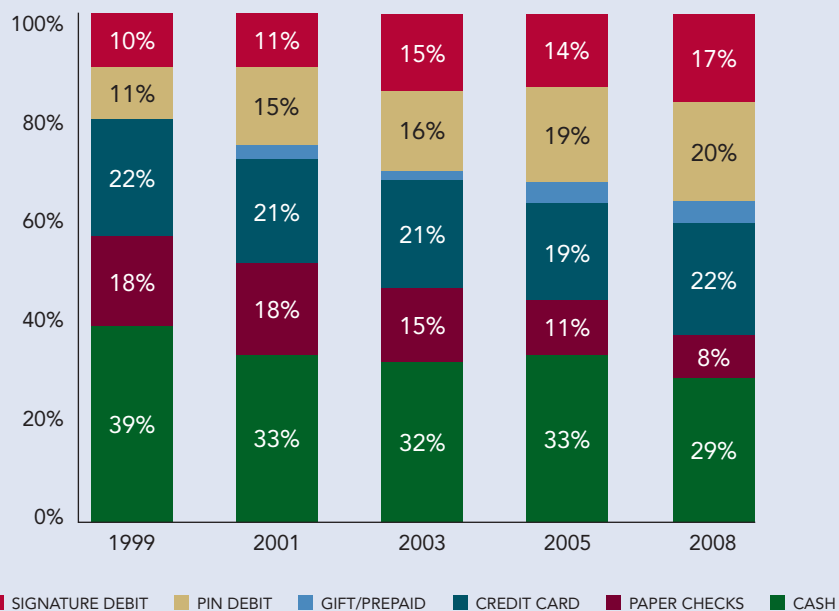
Anticipated payment instruments to be studied will include:

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

The most recent study found that credit card share has remained relatively constant, with an uptick in 2008 potentially due to current economic circumstances.

Card-based payments are increasingly replacing checks and cash at the retail point of sale.

In-Store Payments



Since 1999, debit's share of the in-store payment mix has increased from 21% to 37%; cash has declined from 39% to 29% and checks from 18% to 8%.

Sponsorship Opportunities

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.
- > **Sponsors:** They will be identified in the BAI Banking Strategies article that will be published upon completion, as well as in our press release(s).

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 2008 Study, has been featured in numerous publications, benefiting sponsors as well as the overall industry. And similar to 2008, this year's study will be showcased at the 2010 BAI Retail Delivery Conference & Expo in Las Vegas, NV.

Costs & Timing

Participation cost for each research sponsor is \$45,000 (all in). Sponsorship commitments are required by May 15, 2010.

Technology solutions providers may combine sponsorship of the 2010 Study with exposure opportunities at the 2010 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 2010 Study will commence in May, and final results are expected by the end of August.

Contact Information

For more information and to become a sponsor of the 2010 Study of Consumer Payment Preferences, please contact:

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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 in the U.S. 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.