

Bespoke Survey Research

July 2023

Buy Now Pay Later

Volume 10 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: AFRM, SQ, Klarna.

KPIs and Key questions

1. The share of consumers who have used BNPL has gradually increased over time. The same is true of the % of all respondents who say they would use BNPL services in the future.
2. Among those who have used BNPL services in the past 6 months, the share who report being on time with payments has increased.
3. Consumers have a net positive and improving opinion of the BNPL concept.
4. Consumers have been increasingly likely to say that using BNPL services would allow them to spend/buy more things.

Noteworthy Stats:

31.3% Of respondents noted that they have used BNPL services in the past 6 months.

39.3% Of respondents have a positive to very positive view of BNPL concepts.

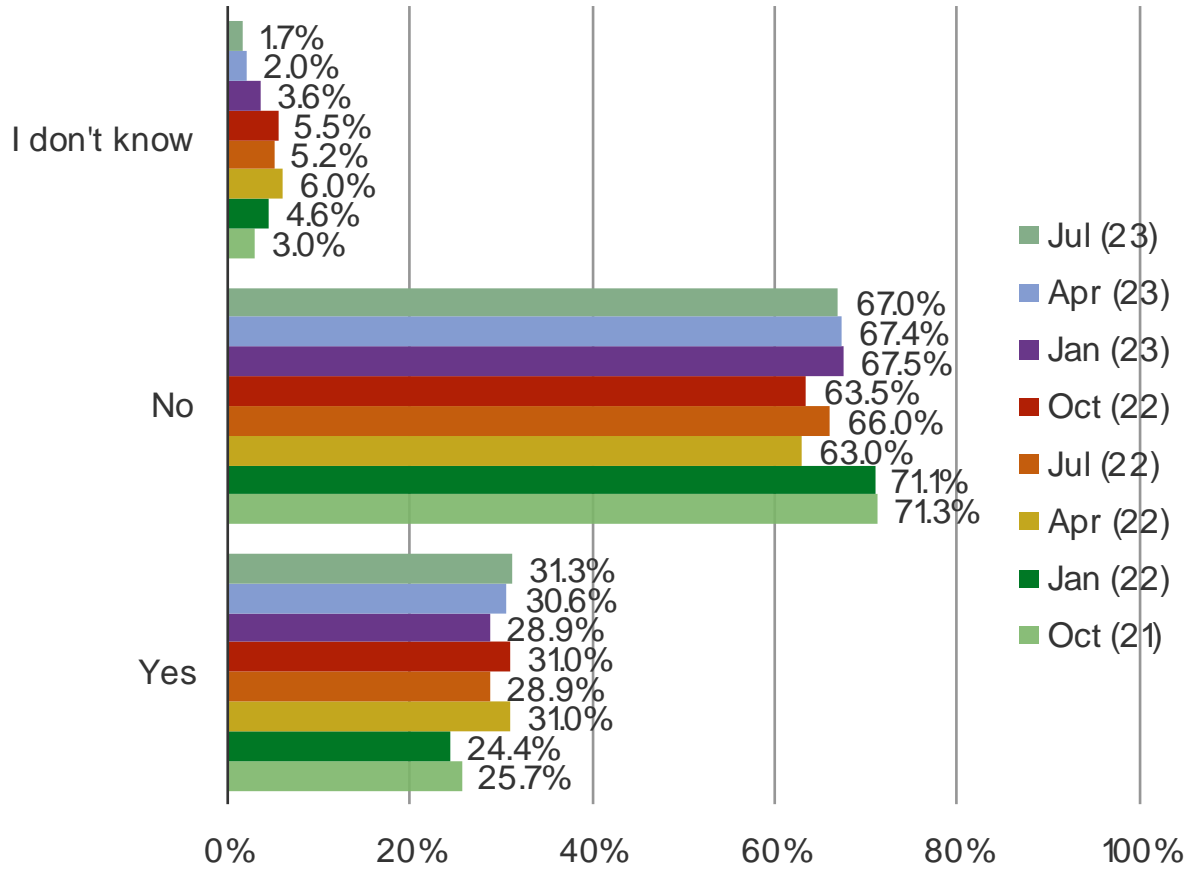
55.7% Of respondents note that they would use BNPL services because it would help them budget/manage their cash flow.

16.4% Of respondents who have used BNPL services in the last 6 months note that they are behind on at least one payment.

53.1% Of respondents indicated that BNPL usage would drive higher spend/volume of purchases vs. replacing purchases/volume.

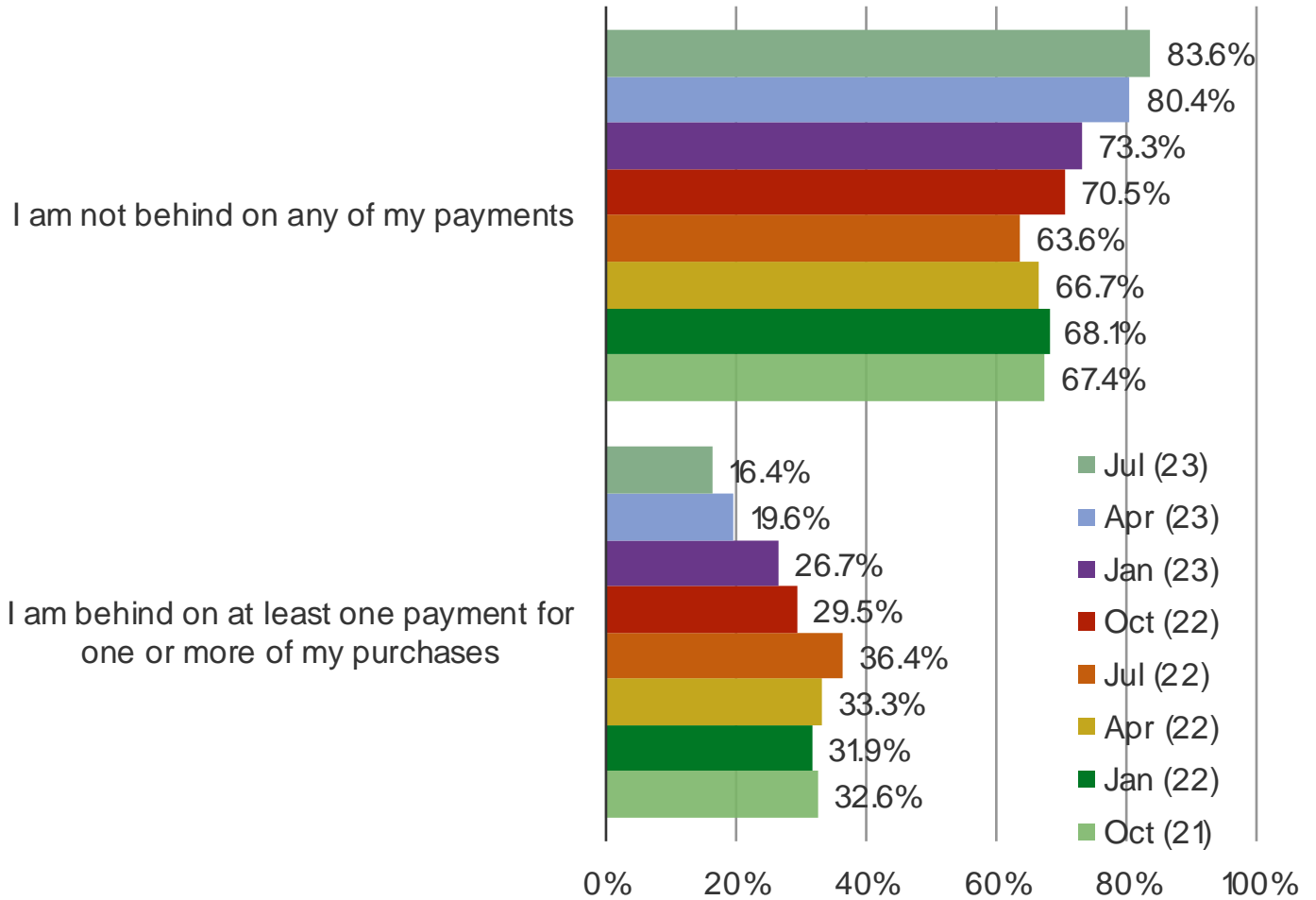
HAVE YOU USED BUY NOW PAY LATER OPTIONS (LIKE AFFIRM, AFTER PAY, KLARNA, ETC) TO BUY ANYTHING IN THE PAST 6 MONTHS?

Posed to all respondents.



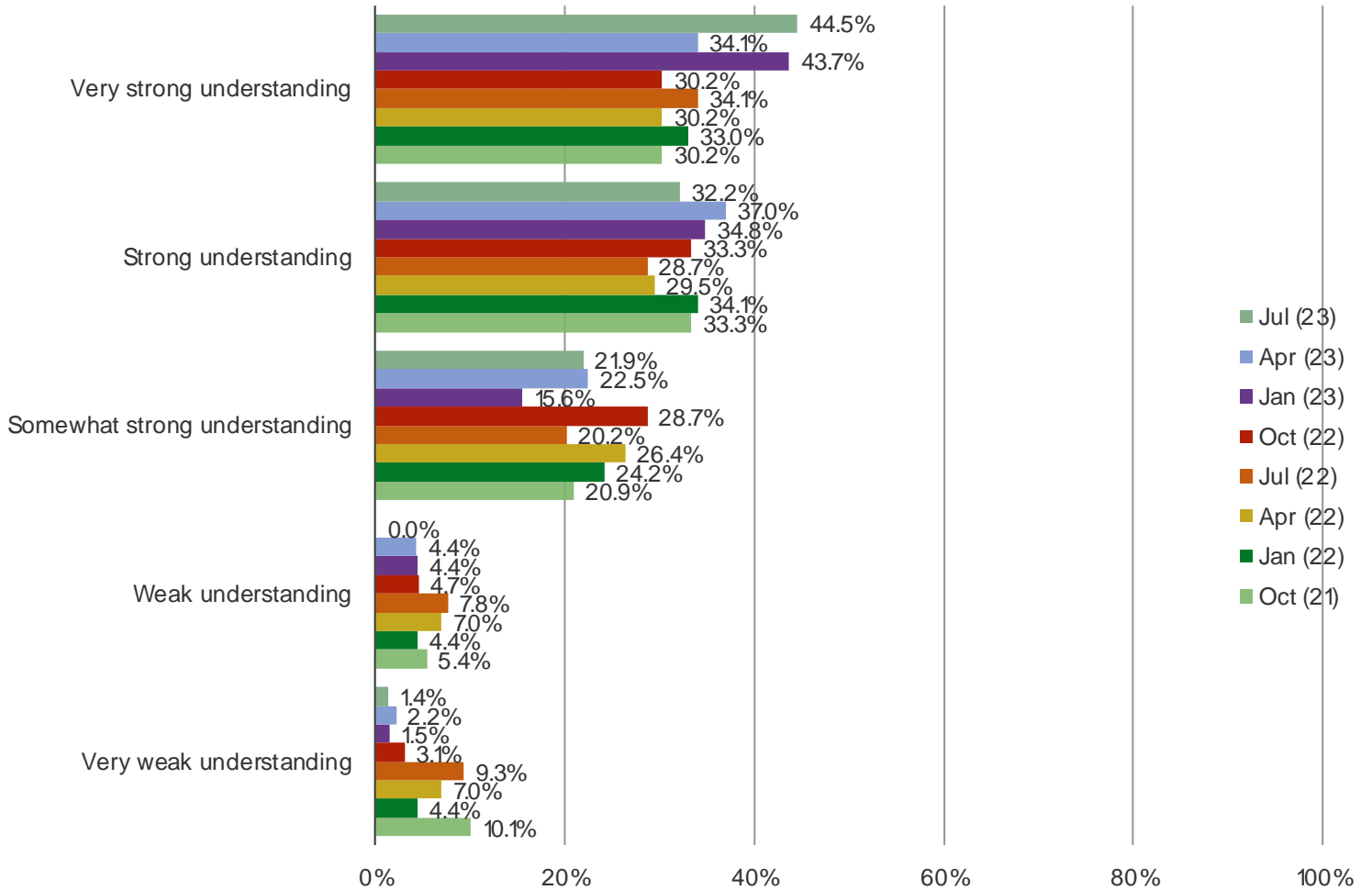
ARE YOU CURRENTLY BEHIND ON ANY OF YOUR BUY NOW PAY LATER PAYMENTS?

Posed to all respondents who have used BNPL services in the last 6 months.



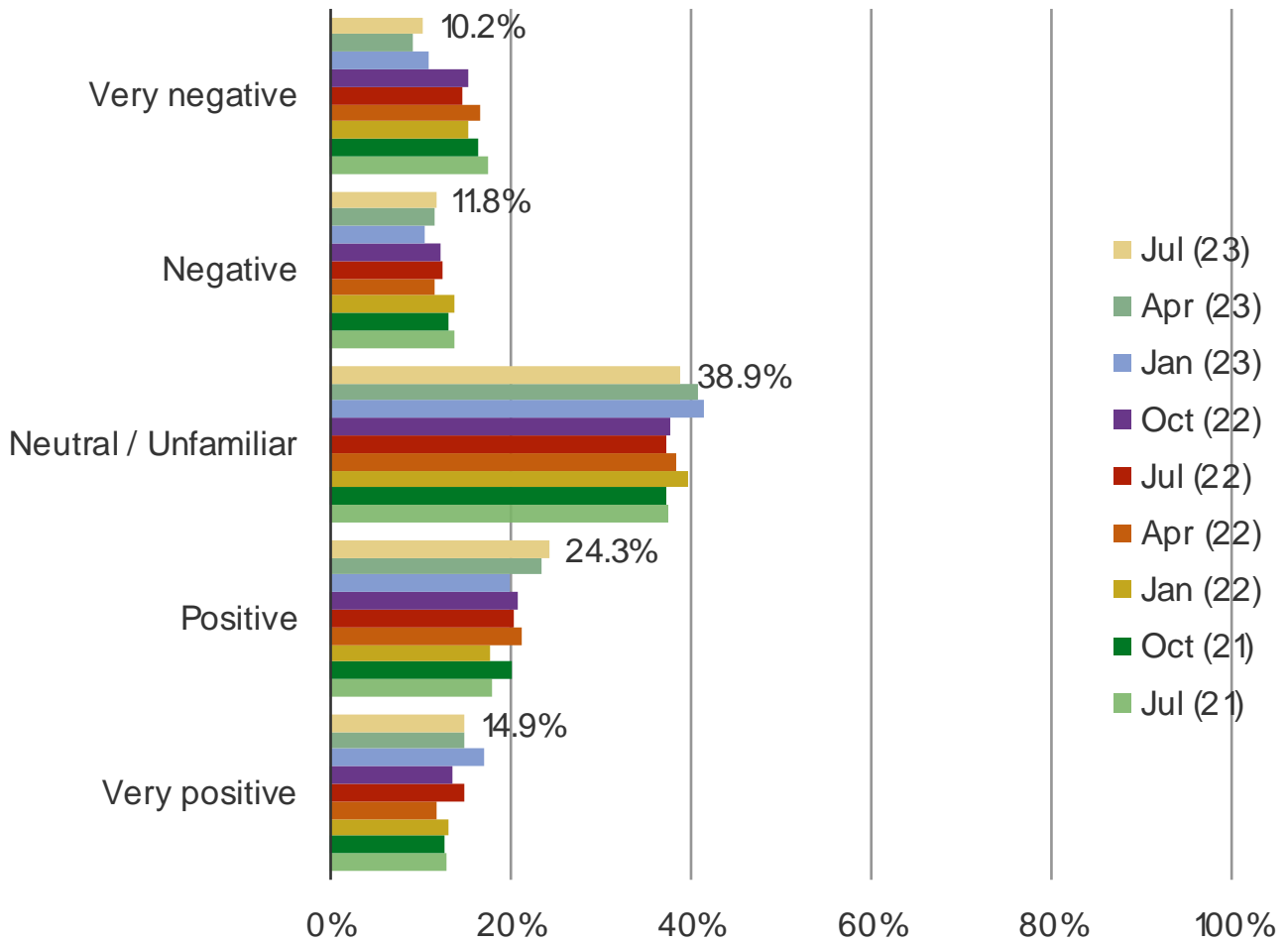
HOW WELL DO YOU FEEL YOU UNDERSTAND HOW THESE BUY NOW PAY LATER OFFERINGS WORK?

Posed to all respondents who have used BNPL services in the last 6 months.



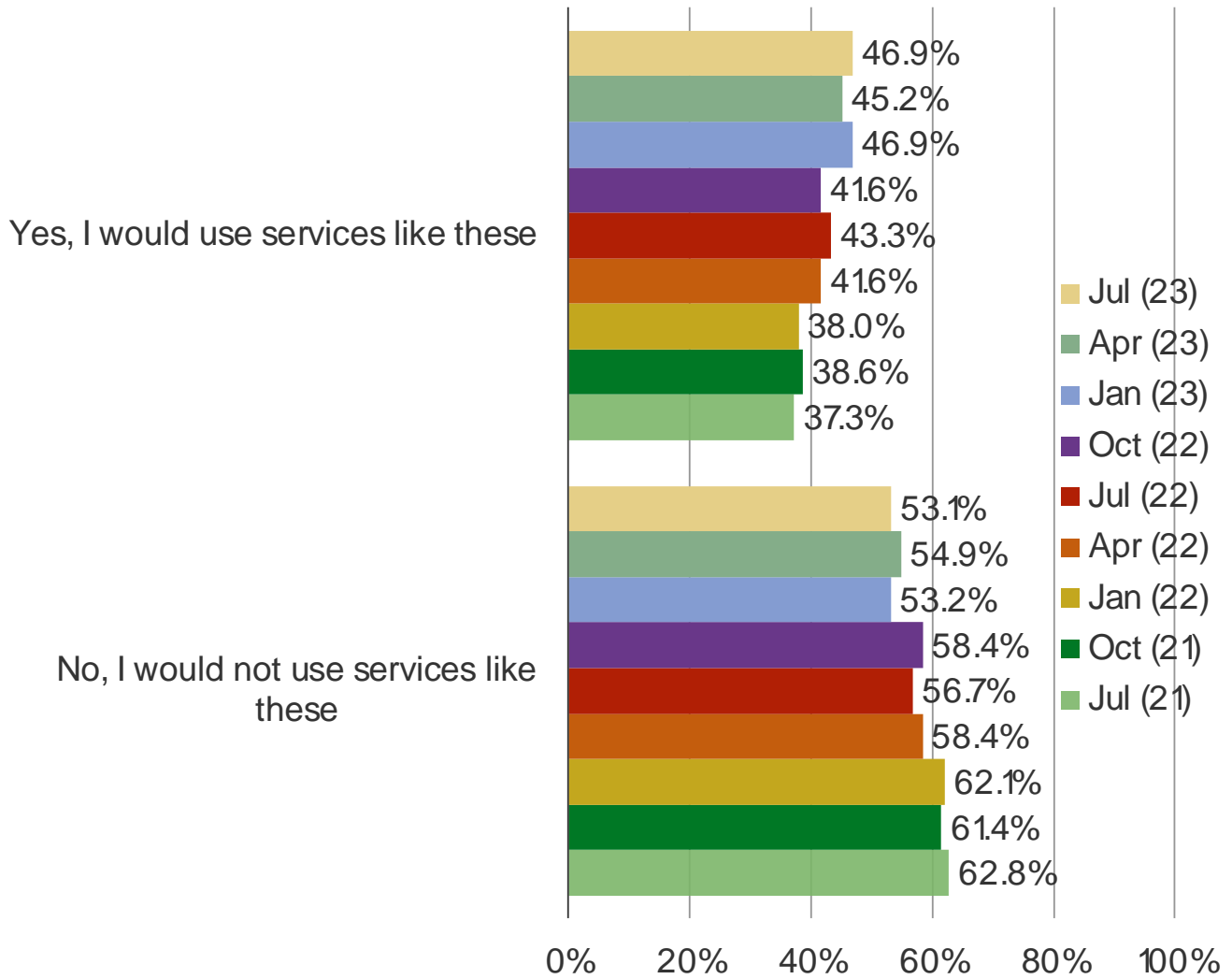
WHAT IS YOUR OPINION OF THE CONCEPT OF "BUY NOW AND PAY LATER" SERVICES IN WHICH YOU COULD BUY A PRODUCT FROM A RETAILER NOW AND PAY LATER WITHOUT THE NEED FOR TRADITIONAL CREDIT, UPFRONT FEES, OR INTEREST (UNLESS YOU ARE LATE ON A PAYMENT)?

Posed to all respondents.



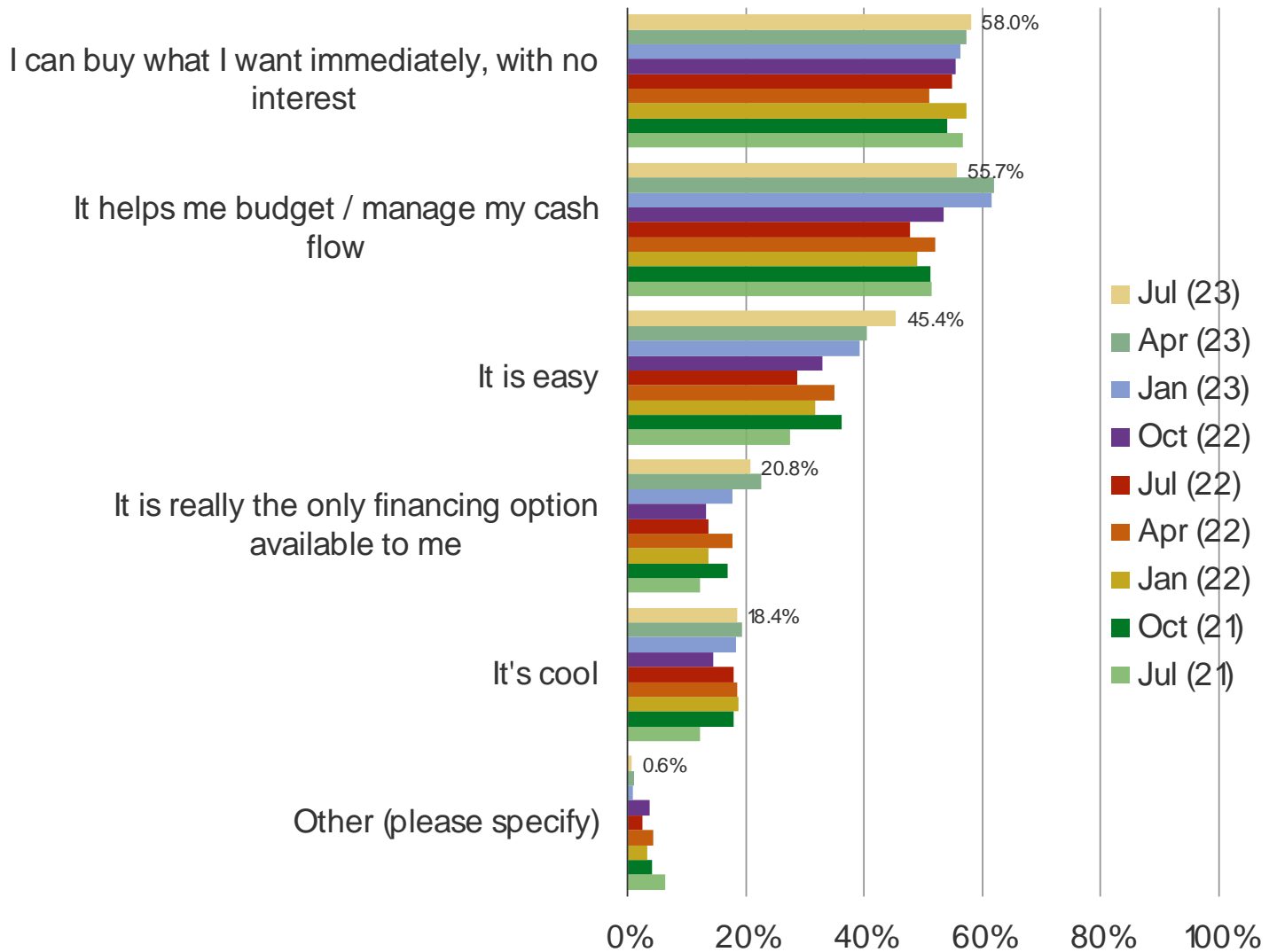
WOULD YOU USE "BUY NOW AND PAY LATER" SERVICES IN WHICH YOU COULD BUY A PRODUCT FROM A RETAILER NOW AND PAY LATER WITHOUT THE NEED FOR TRADITIONAL CREDIT, UPFRONT FEES, OR INTEREST (UNLESS YOU ARE LATE ON A PAYMENT)?

Posed to all respondents.



WHICH OF THE FOLLOWING BEST DESCRIBES WHY YOU WOULD USE "BUY NOW AND PAY LATER SERVICES"?

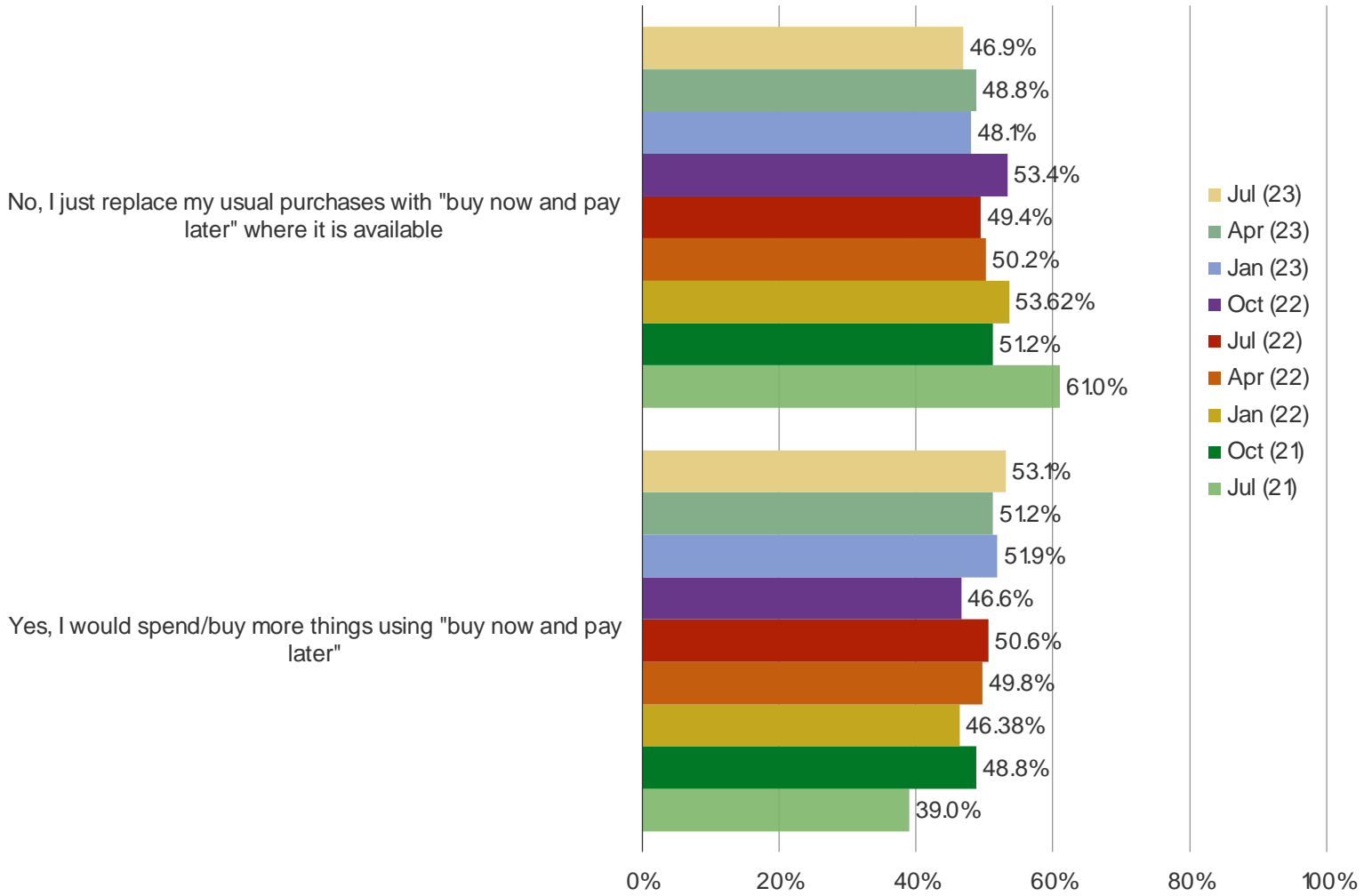
Posed to respondents who said they would use buy now and pay later services.



N = 467

IN YOUR OPINION, WOULD "BUY NOW AND PAY LATER" CHANGE HOW MUCH YOU SPEND/BUY?

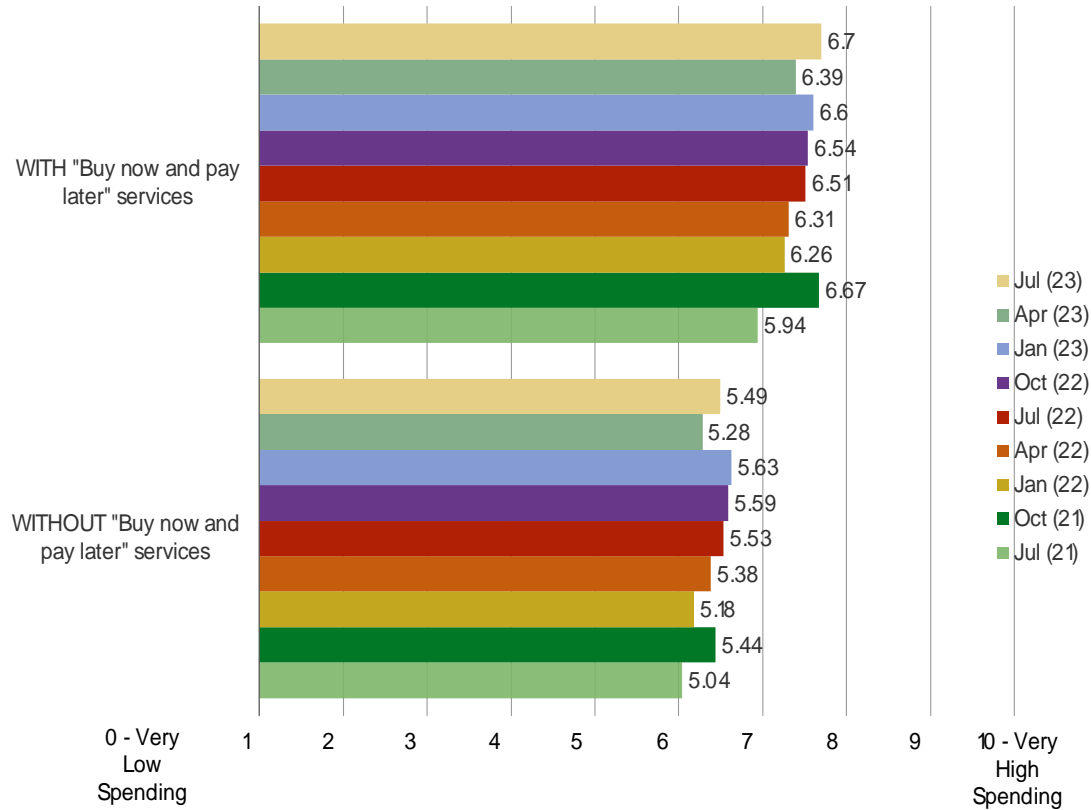
Posed to respondents who said they would use buy now and pay later services.



N = 467

HOW MUCH MONEY WOULD YOU SPEND ON DISCRETIONARY (IE, NON-ESSENTIAL) ITEMS IF...

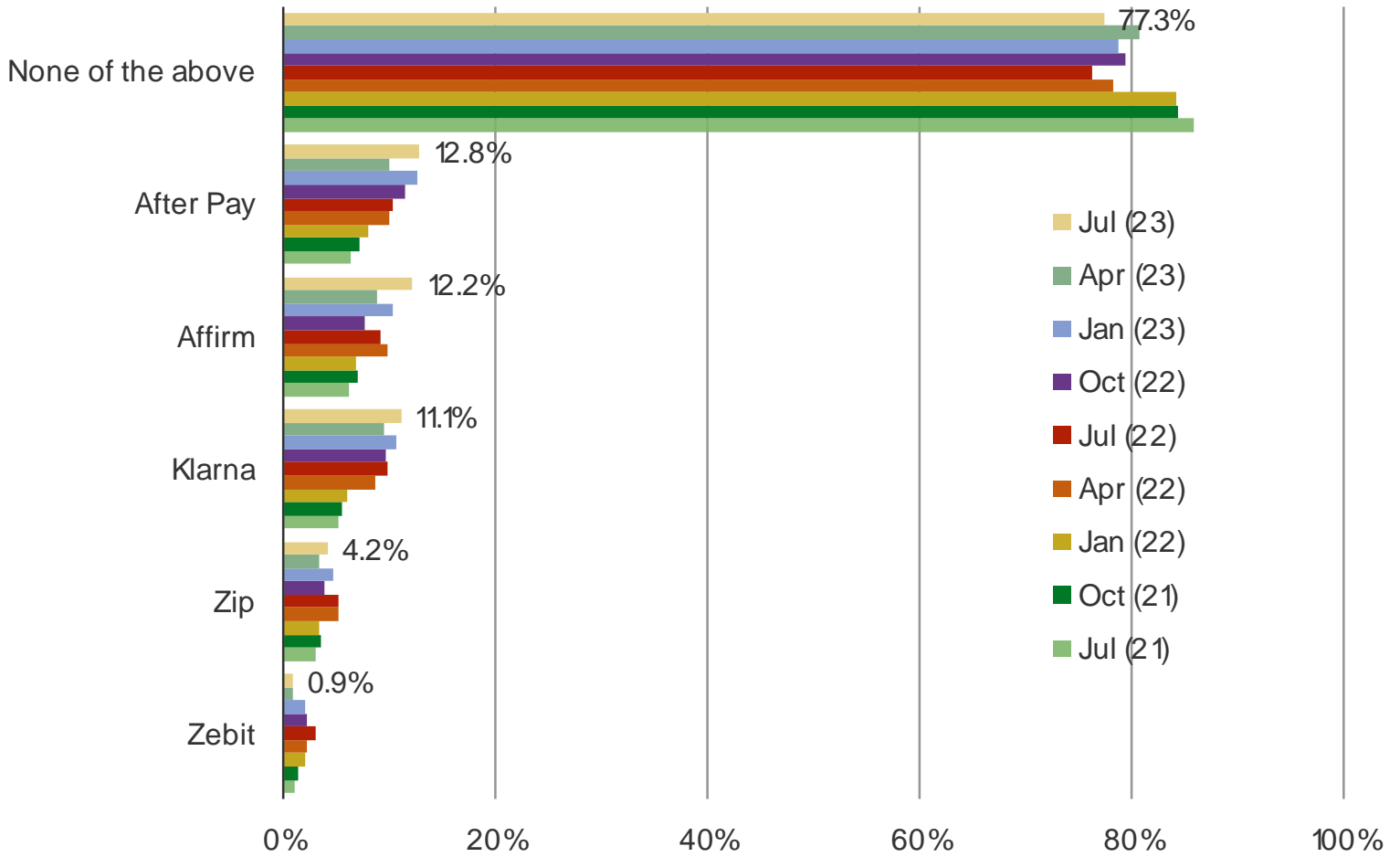
Posed to respondents who said they would use buy now and pay later services.



N = 467

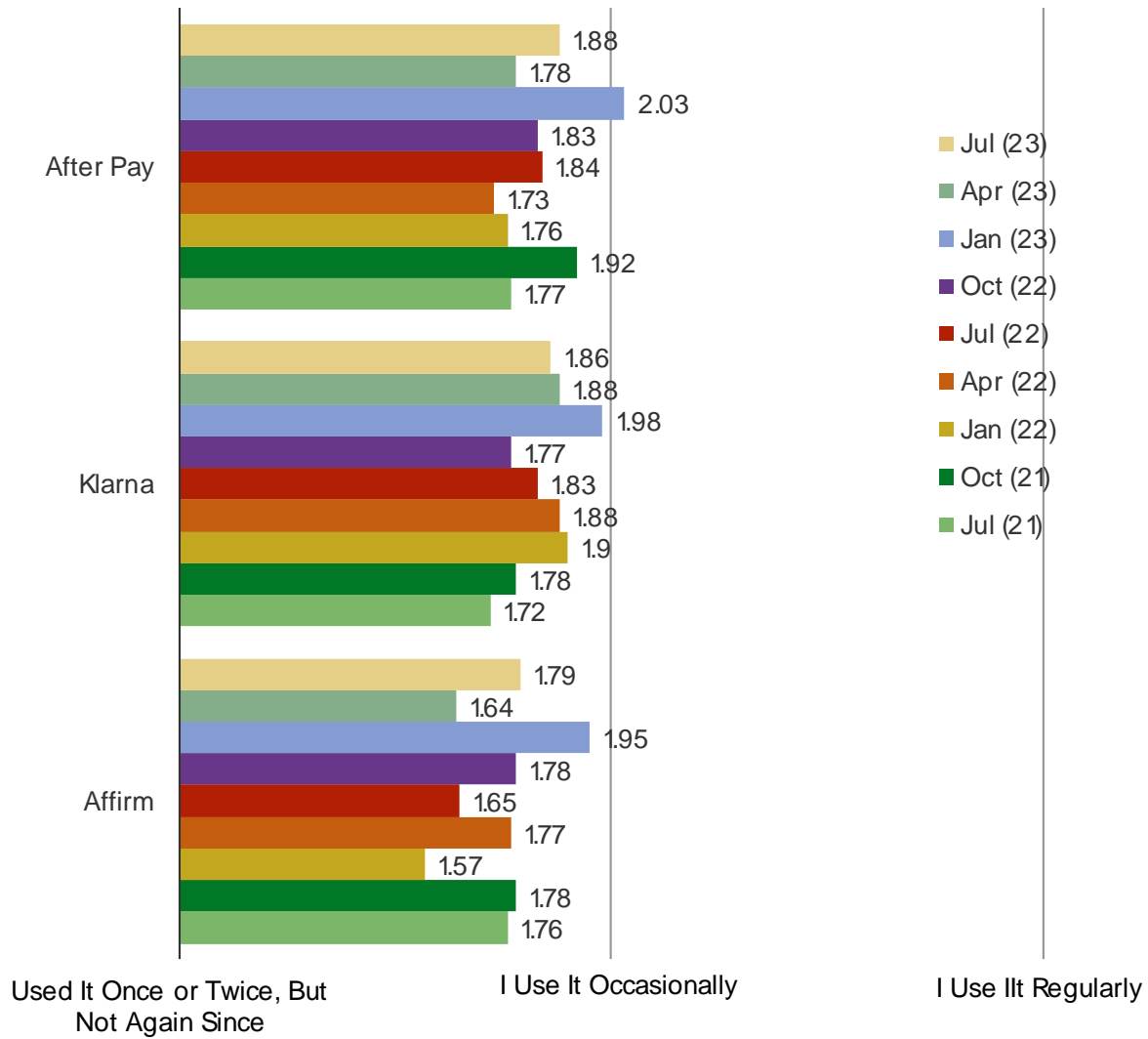
HAVE YOU EVER USED ANY OF THE FOLLOWING?

Posed to all respondents.



WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH THE FOLLOWING:

Posed to all respondents who have used the below.



OVER THE NEXT 6 MONTHS, HOW DO YOU EXPECT YOUR USAGE OF THE FOLLOWING TO CHANGE AS A % OF YOUR TOTAL PURCHASES?

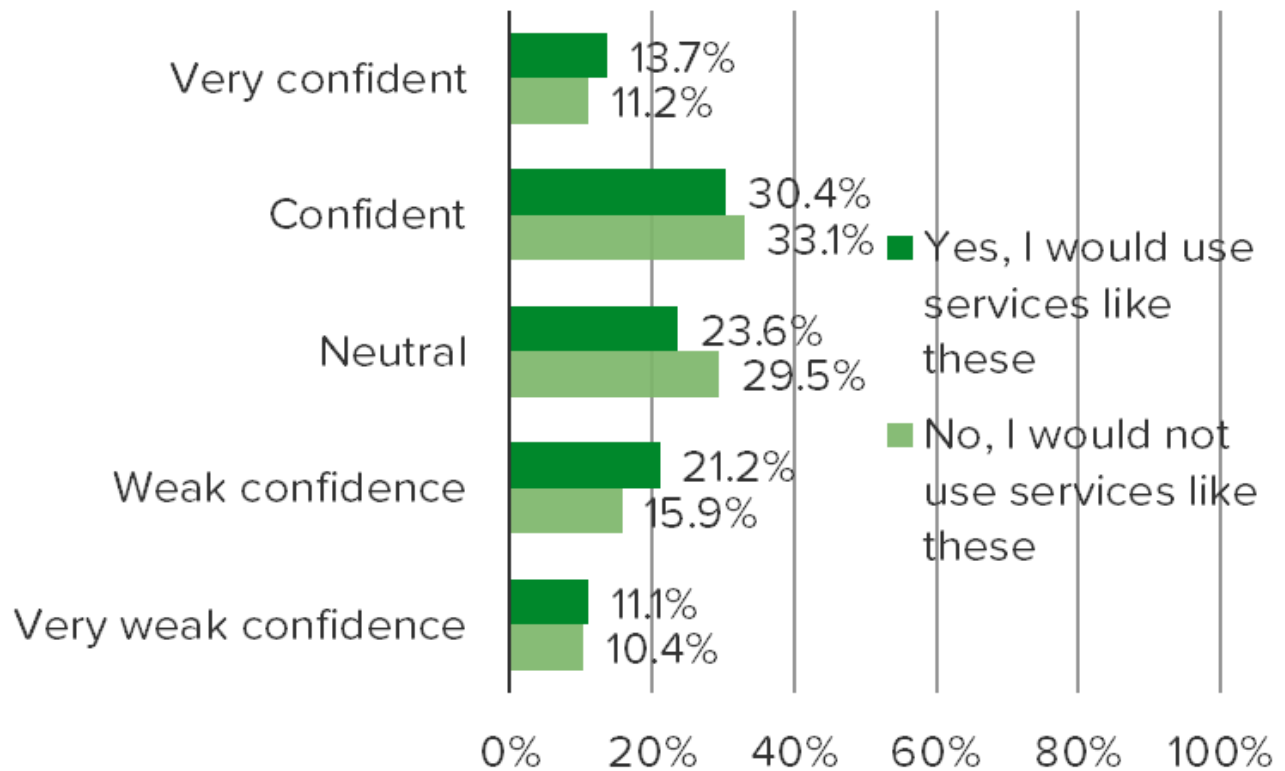
Posed to all respondents who have used the below.



SPENDING CONFIDENCE CURRENTLY:

Posed to all respondents, cross-tabbed by whether they would or would not use BNPL services.

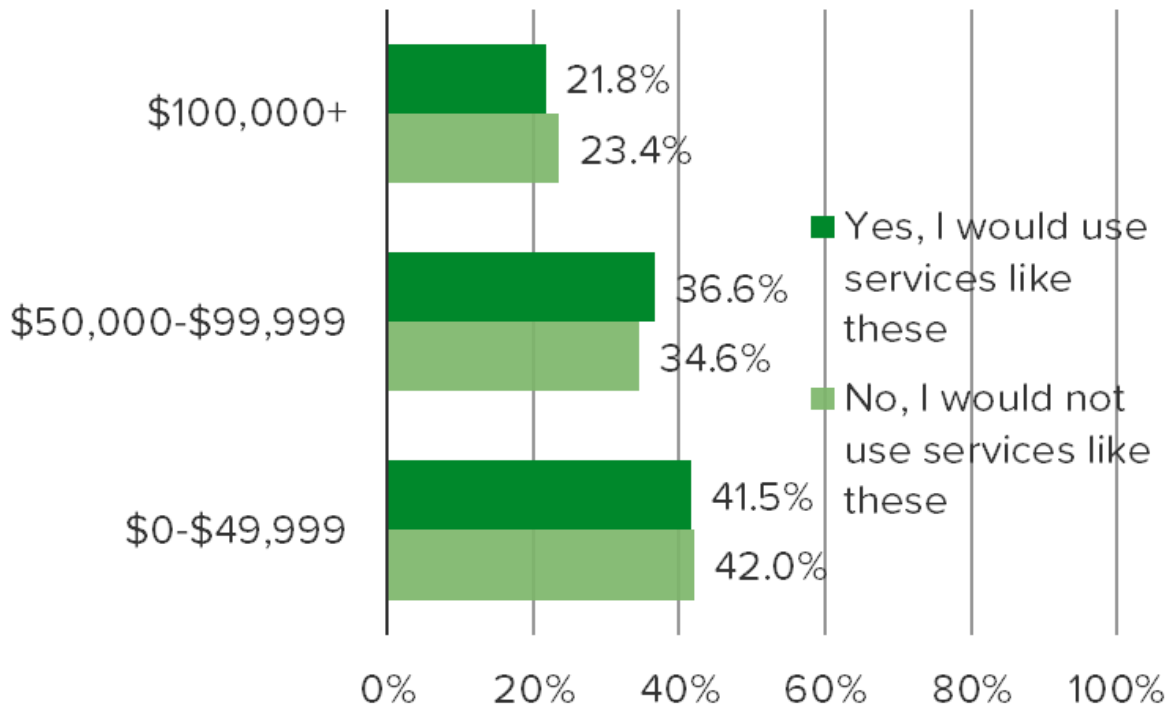
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INCOME:

Posed to all respondents, cross-tabbed by whether they would or would not use BNPL services.

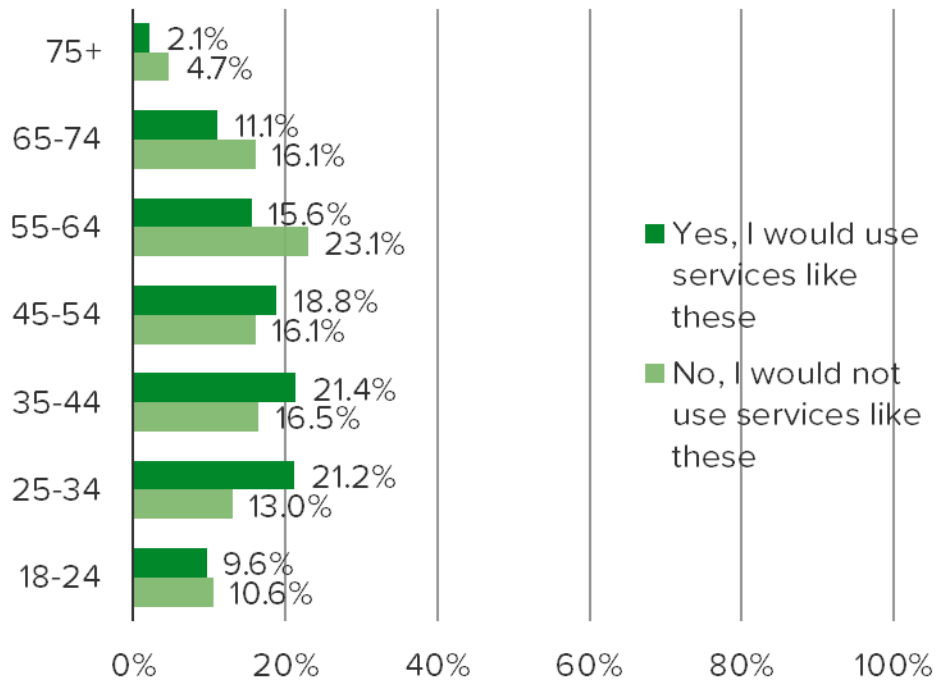
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AGE:

Posed to all respondents, cross-tabbed by whether they would or would not use BNPL services.

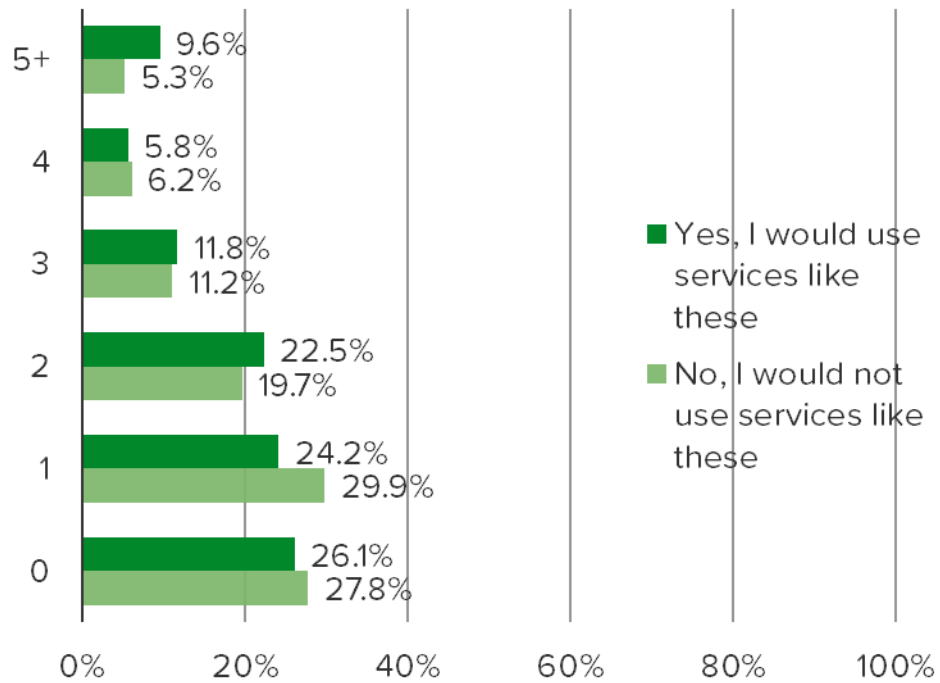
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NUMBER OF CREDIT CARDS RESPONDENTS HAVE:

Posed to all respondents, cross-tabbed by whether they would or would not use BNPL services.

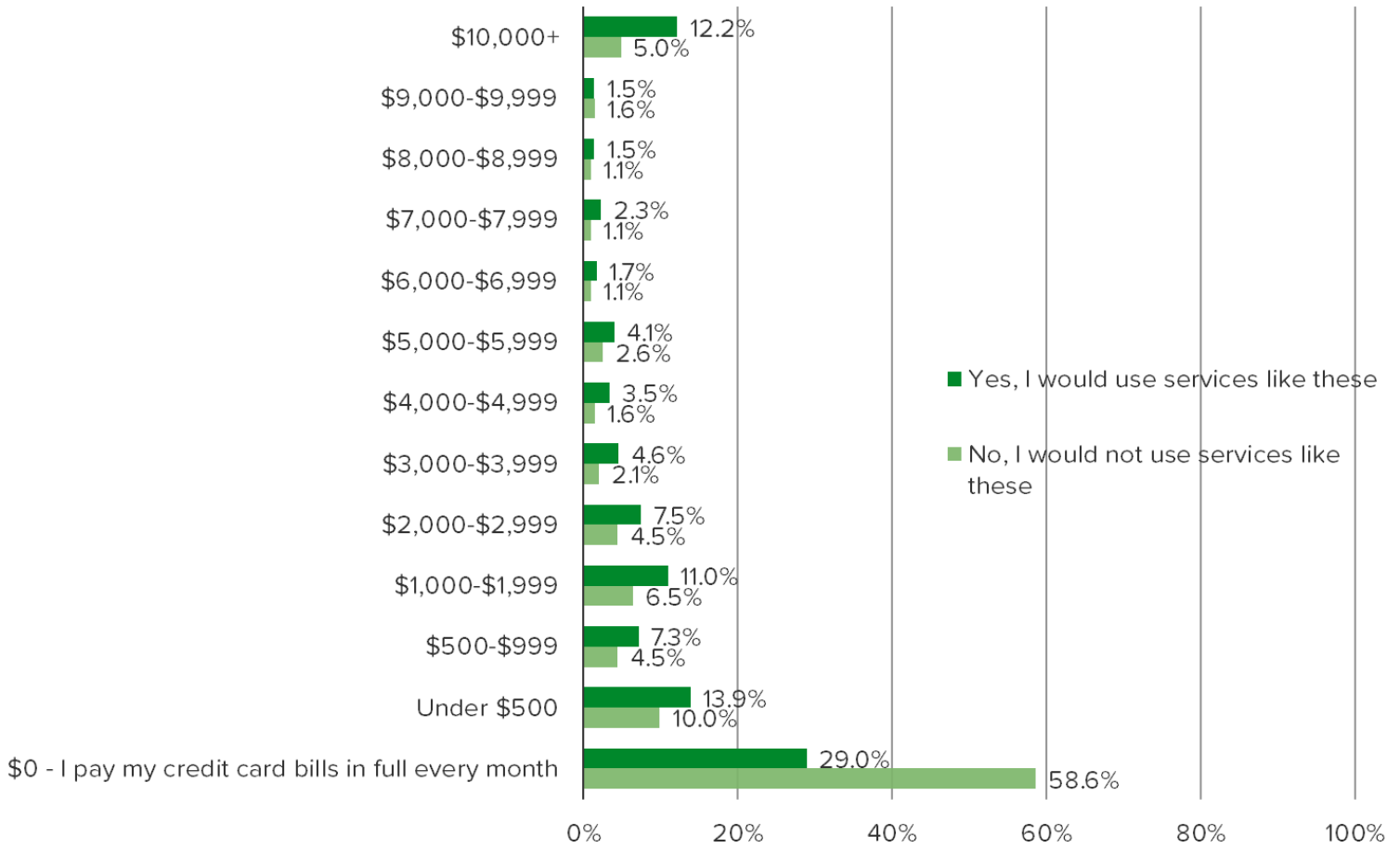
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AMOUNT OF CREDIT CARD DEBT THEY CARRY OVER MONTH/MONTH

Posed to all respondents, cross-tabbed by whether they would or would not use BNPL services.

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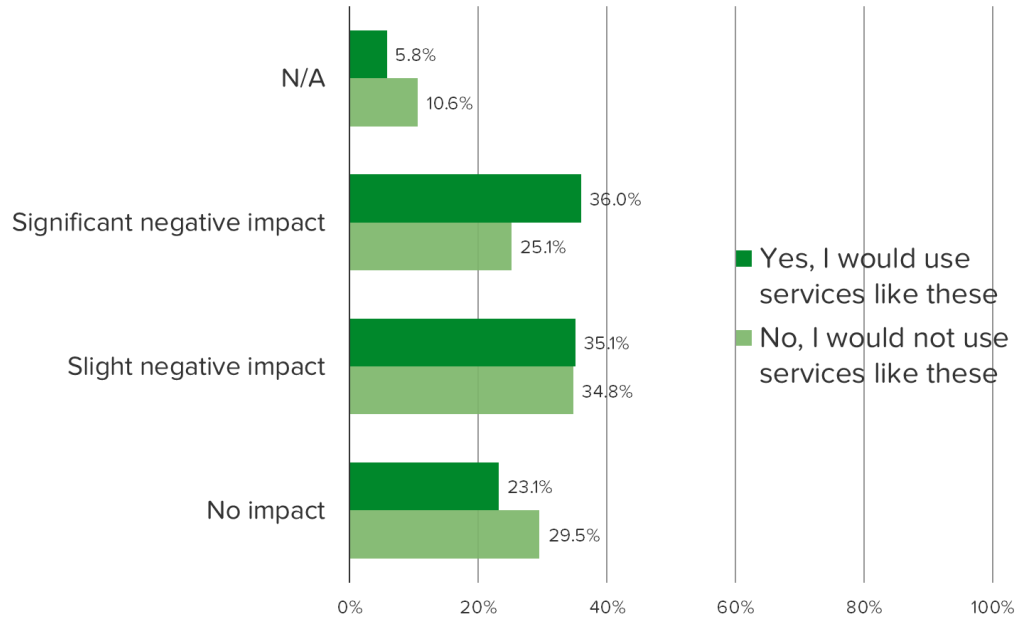


IF YOUR HOUSEHOLD INCOME DECLINED BY 5-10%, WHICH OF THE FOLLOWING WOULD BEST DESCRIBE HOW IT WOULD IMPACT YOUR...

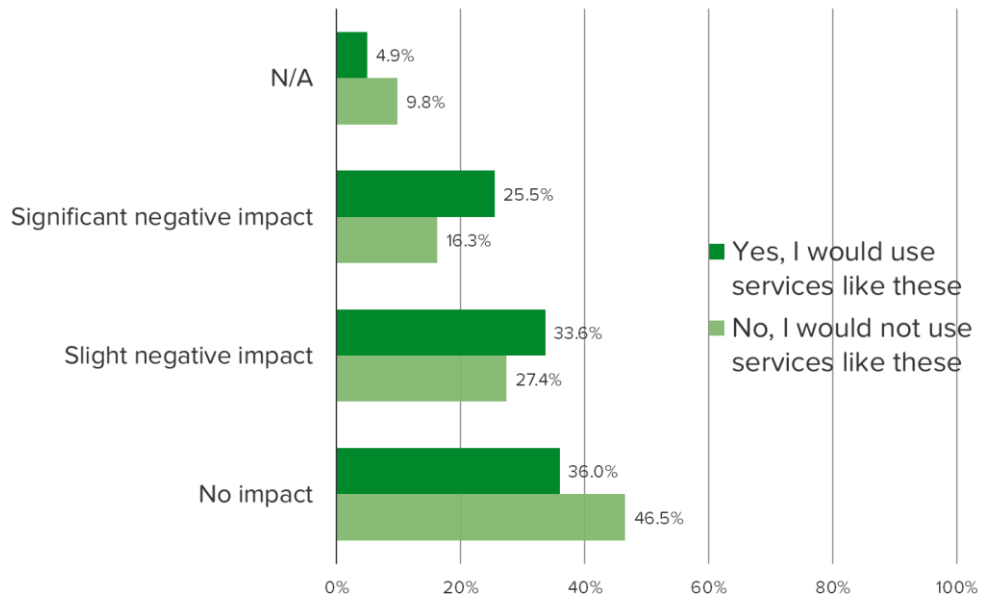
Posed to all respondents, cross-tabbed by whether they would or would not use BNPL services.

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Ability to spend on discretionary items



Ability to spend pay my monthly bills

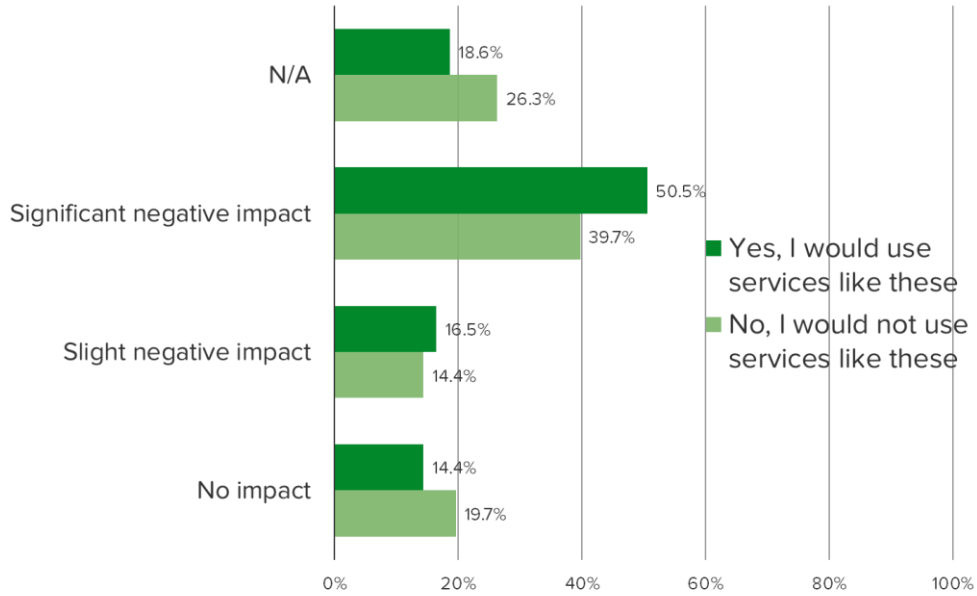


IF YOU LOSE YOUR JOB, WHICH OF THE FOLLOWING WOULD BEST DESCRIBE HOW IT WOULD IMPACT YOUR...

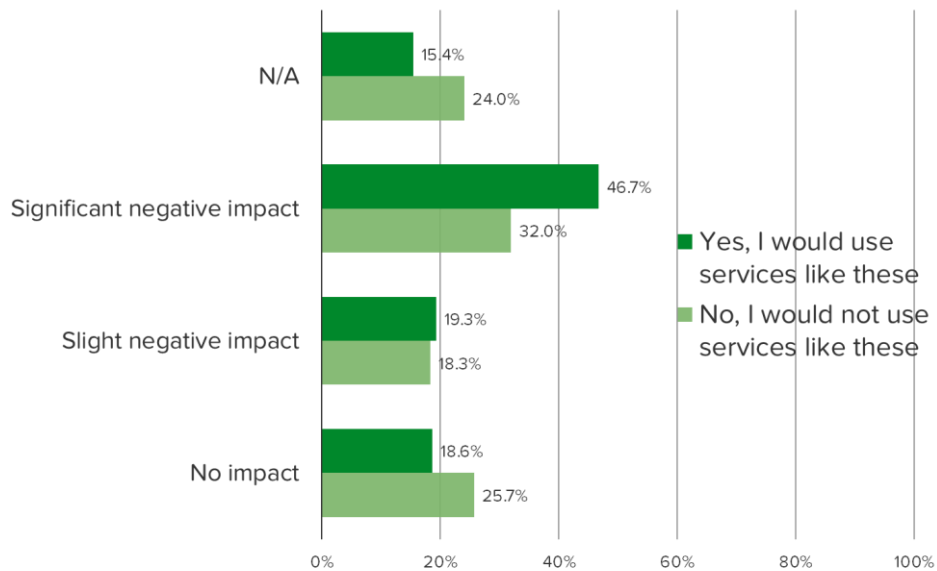
Posed to all respondents, cross-tabbed by whether they would or would not use BNPL services.

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Ability to spend on discretionary items



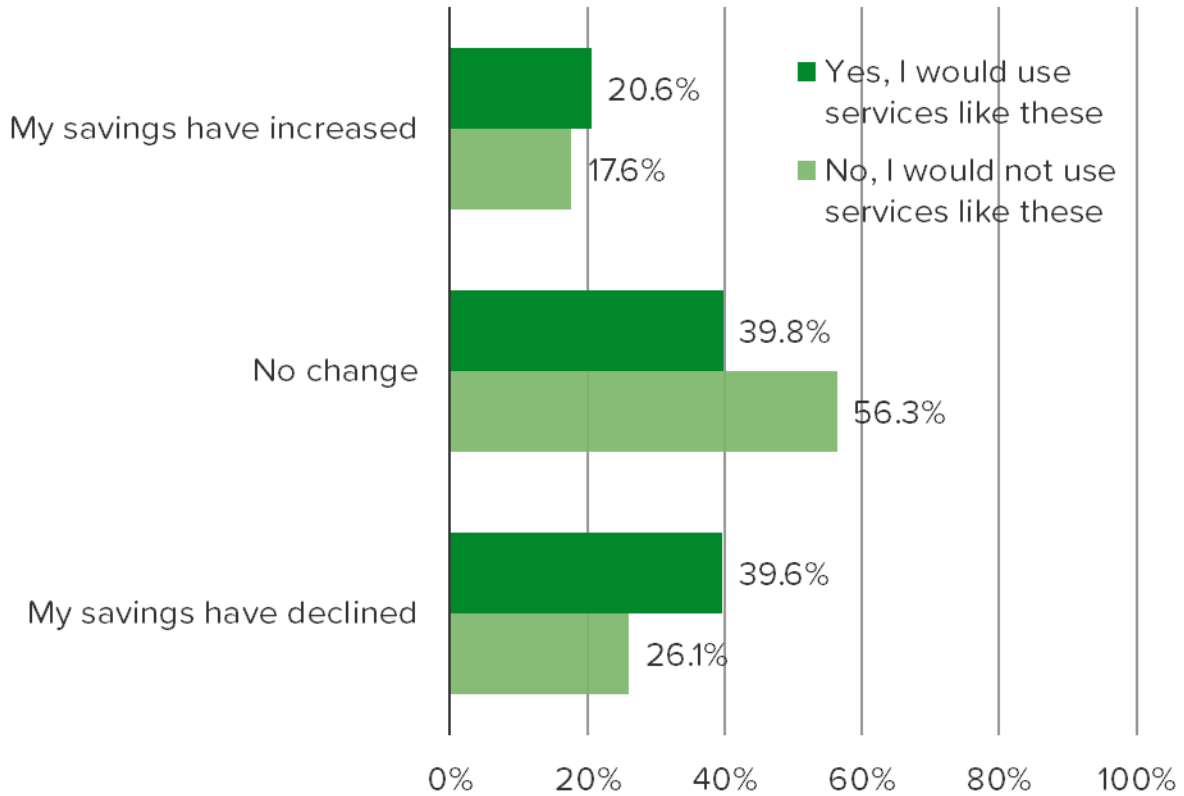
Ability to spend pay my monthly bills



TO THE BEST OF YOUR ESTIMATION, DID THE AMOUNT OF MONEY YOU HAVE SAVED CHANGE SINCE THE START OF THE COVID-19 PANDEMIC?

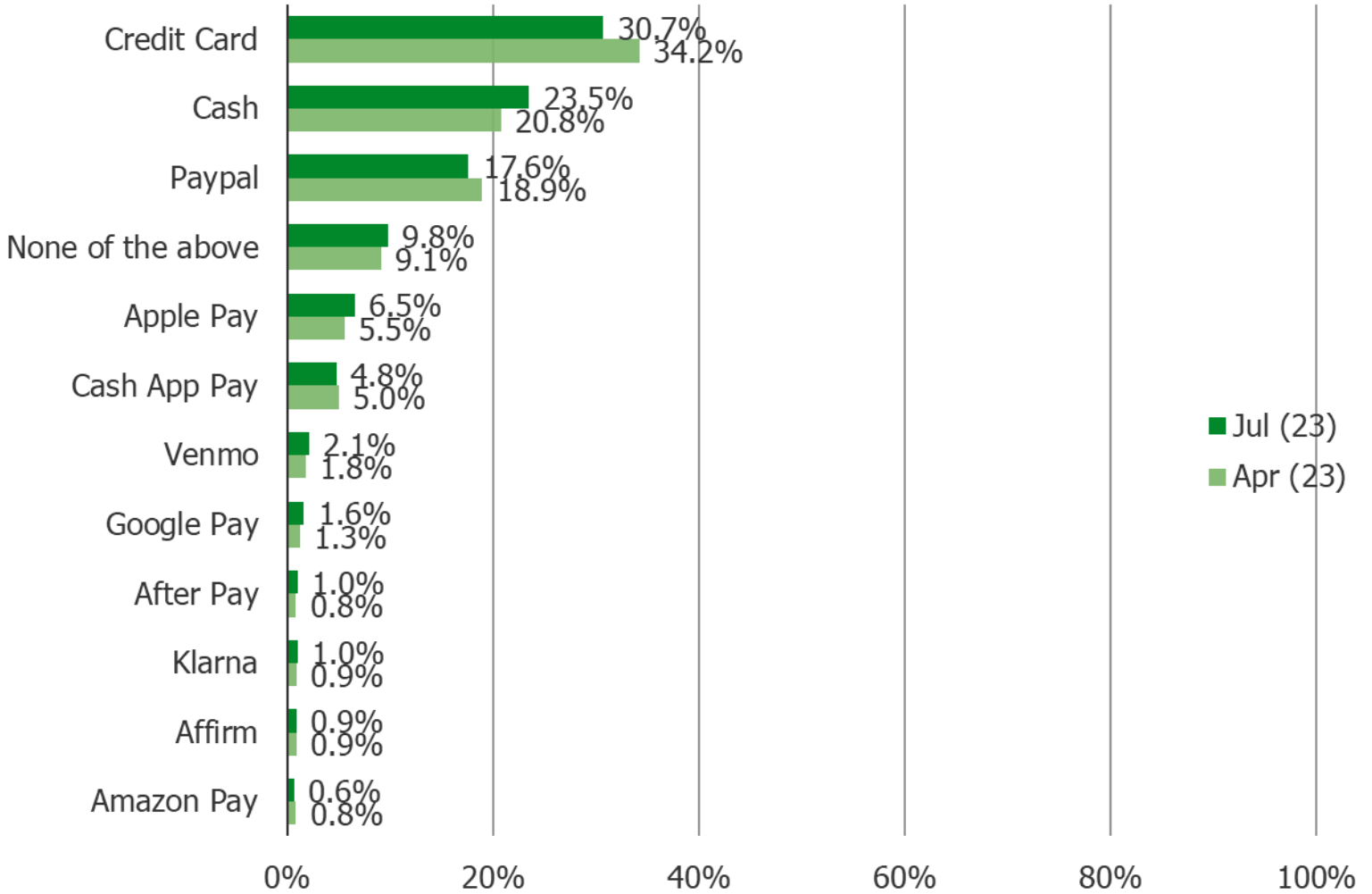
Posed to all respondents, cross-tabbed by whether they would or would not use BNPL services.

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WHICH OF THE FOLLOWING IS YOUR FAVORITE METHOD OF PAYMENT?

Posed to all respondents.



WHICH OF THE FOLLOWING IS YOUR FAVORITE METHOD OF PAYMENT?

Posed to all respondents, cross-tabbed by age.

	Age: 18 to 24	Age: 25 to 34	Age: 35 to 44	Age: 45 to 54	Age: 55 to 64	Age: 65 to 74	Age: 75 or older
Credit Card	21.2%	24.6%	23.7%	29.6%	38.6%	50.7%	63.9%
Cash	19.8%	20.9%	16.9%	23.8%	28.0%	23.4%	19.7%
Paypal	17.5%	20.6%	21.7%	22.4%	16.1%	10.6%	6.6%
None of these	8.3%	5.1%	8.6%	12.4%	10.4%	12.4%	8.2%
Apple Pay	12.4%	11.0%	9.6%	3.0%	1.7%	1.1%	1.6%
Cash App Pay	12.4%	7.6%	7.1%	3.9%	1.2%	0.4%	0.0%
Venmo	3.2%	3.1%	2.5%	1.4%	1.5%	0.4%	0.0%
Google Pay	0.9%	1.4%	4.3%	0.6%	1.0%	0.0%	0.0%
Klarna	2.3%	2.0%	1.5%	0.3%	0.2%	0.0%	0.0%
After Pay	0.9%	2.0%	1.5%	0.6%	0.5%	0.0%	0.0%
Affirm	0.0%	0.6%	1.5%	2.2%	0.5%	0.4%	0.0%
Amazon Pay	0.9%	1.1%	1.3%	0.0%	0.5%	0.7%	0.0%

WHAT DO YOU TYPICALLY USE THE FOLLOWING FORMS OF PAYMENT FOR?

Posed to respondents who have used **Apple Pay** in the past 12 months (N = 275)



WHAT DO YOU TYPICALLY USE THE FOLLOWING FORMS OF PAYMENT FOR?

Posed to respondents who have used Klarna in the past 12 months (N = 105)



WHAT DO YOU TYPICALLY USE THE FOLLOWING FORMS OF PAYMENT FOR?

Posed to respondents who have used **Credit Card** in the past 12 months (N = 1035)



WHAT DO YOU TYPICALLY USE THE FOLLOWING FORMS OF PAYMENT FOR?

Posed to respondents who have used Cash in the past 12 months (N = 894)

