

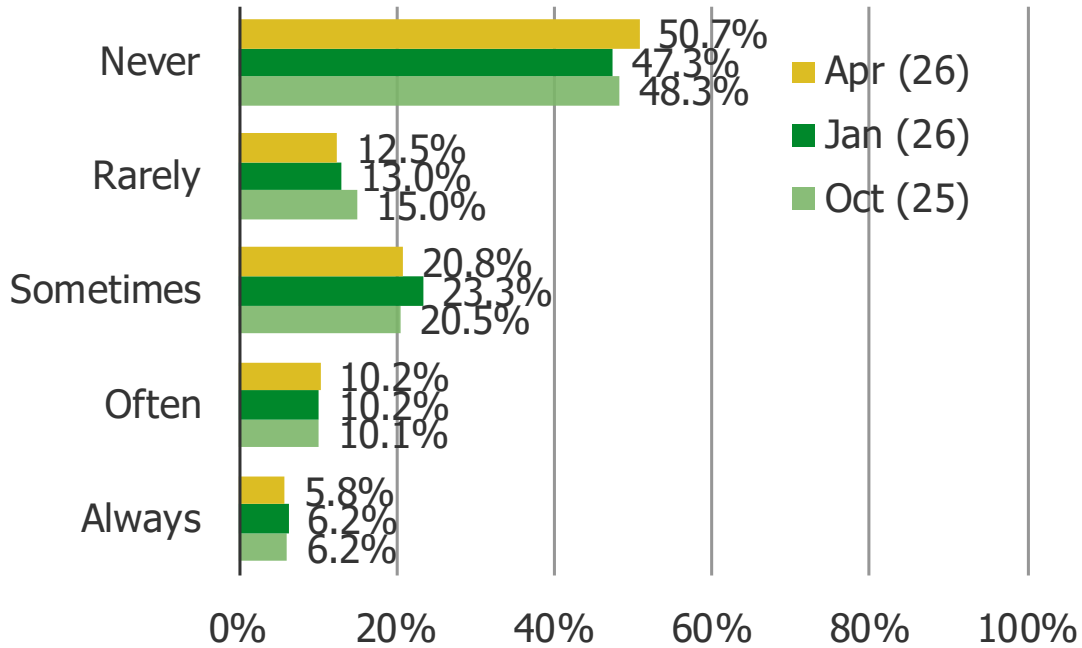
BESPOKE SURVEYS

BNPL, Vol 21

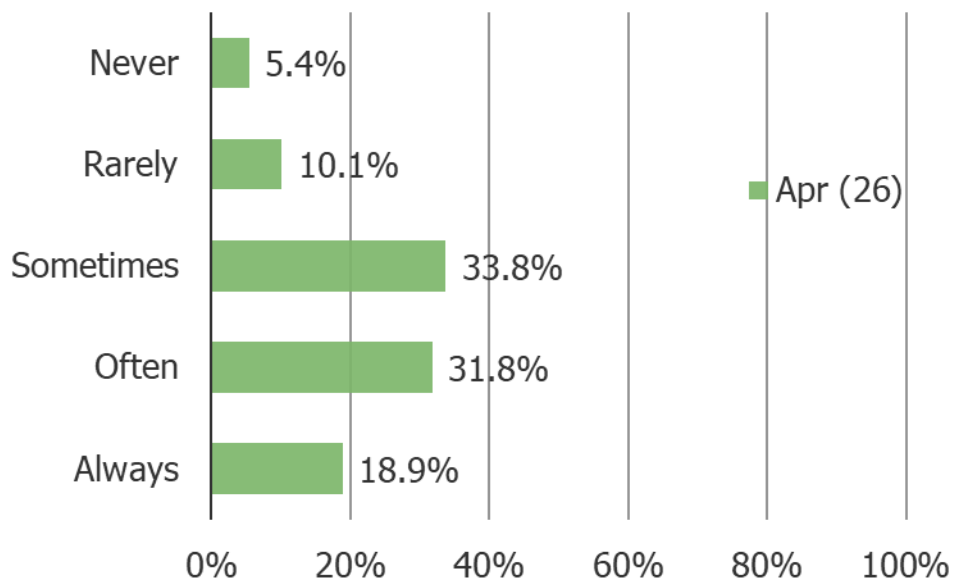
1,000+ US Consumers Each Quarter, Balanced to Census

HOW OFTEN DO YOU CHOOSE WHERE TO SHOP BASED ON WHETHER YOUR PREFERRED BNPL PROVIDER IS ACCEPTED?

Posed to all respondents.

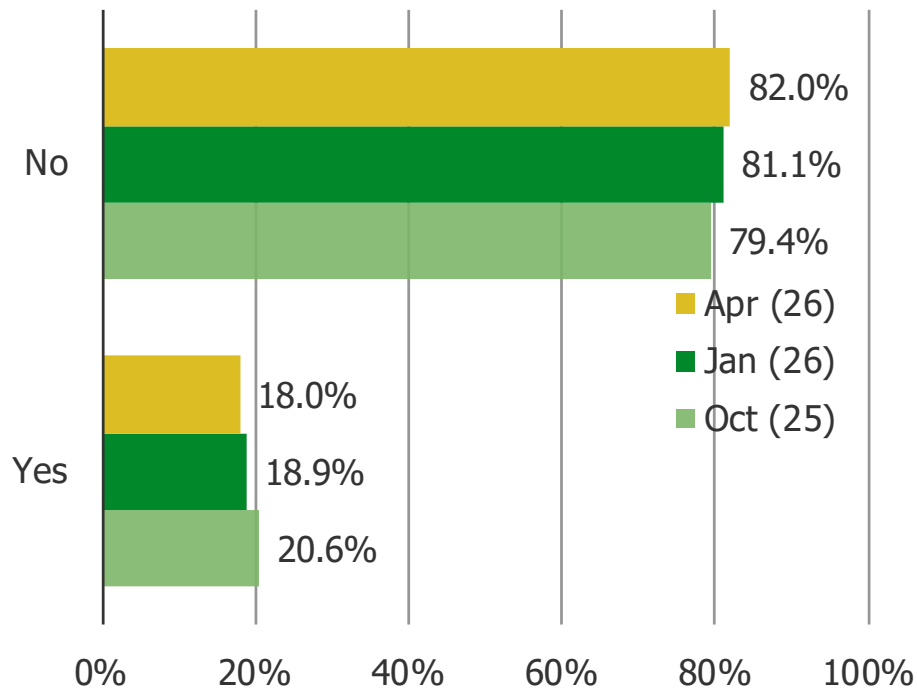


Posed to all respondents who have bought something with BNPL in the past 6 months (N = 148)

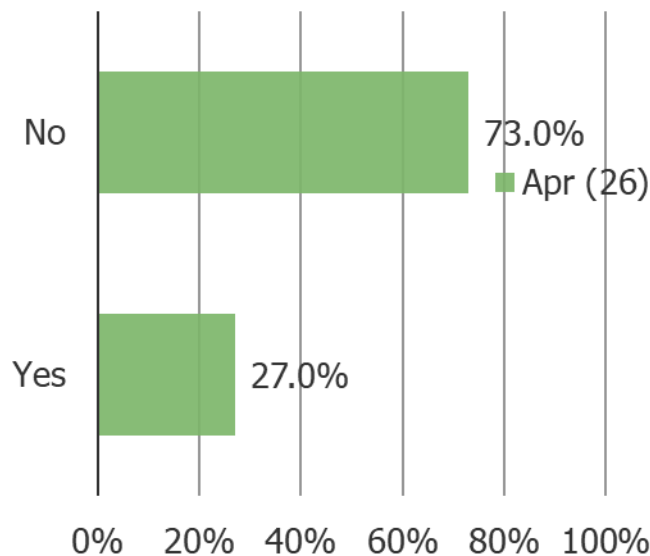


IN THE PAST MONTH, HAVE YOU FALLEN BEHIND ON, OR BEEN UNABLE TO PAY, ONE OR MORE OF YOUR REGULAR BILLS?

Posed to all respondents.

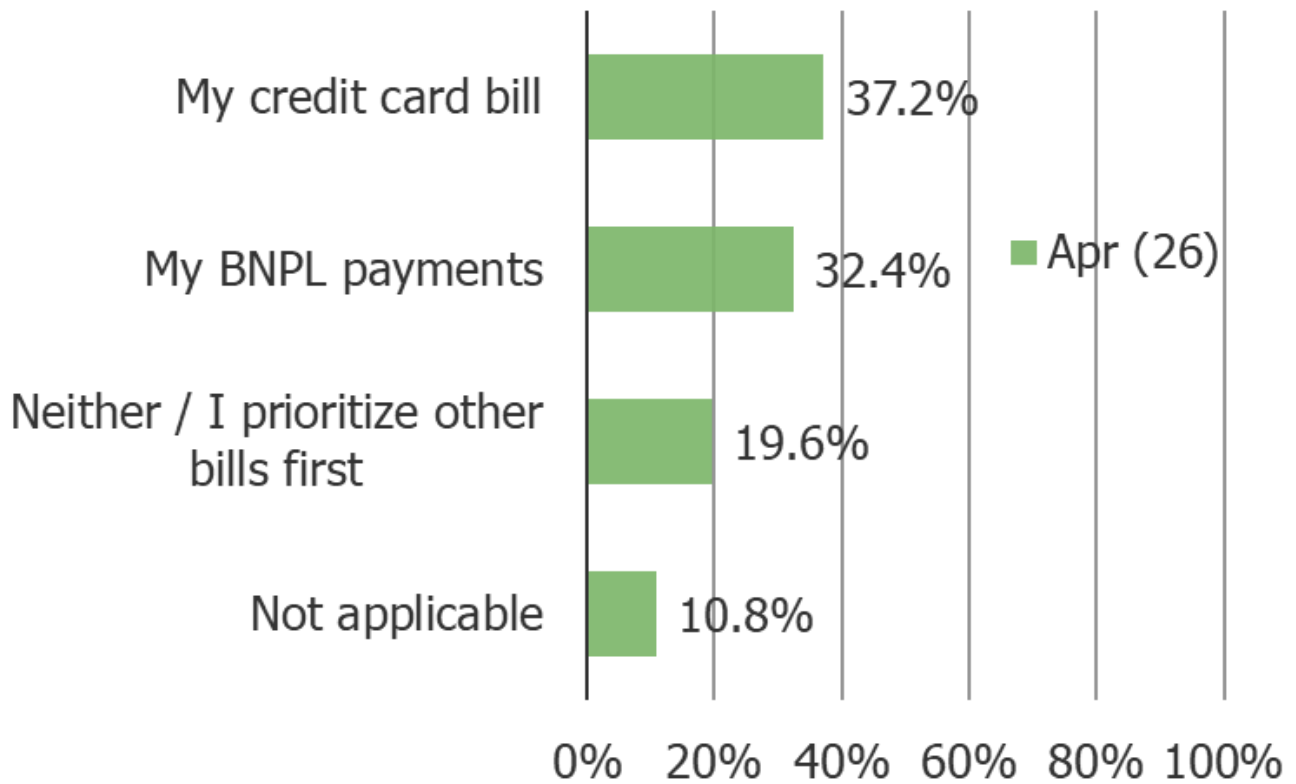


Posed to respondents who have bought something with BNPL in the past 6 months (N = 148)



WHEN YOU'RE TIGHT ON MONEY, WHICH PAYMENT IS MORE IMPORTANT FOR YOU TO MAKE ON TIME?

Posed to respondents who have bought something with BNPL in the past 6 months (N = 148)



**Reasons for preferring one BNPL provider over another...**

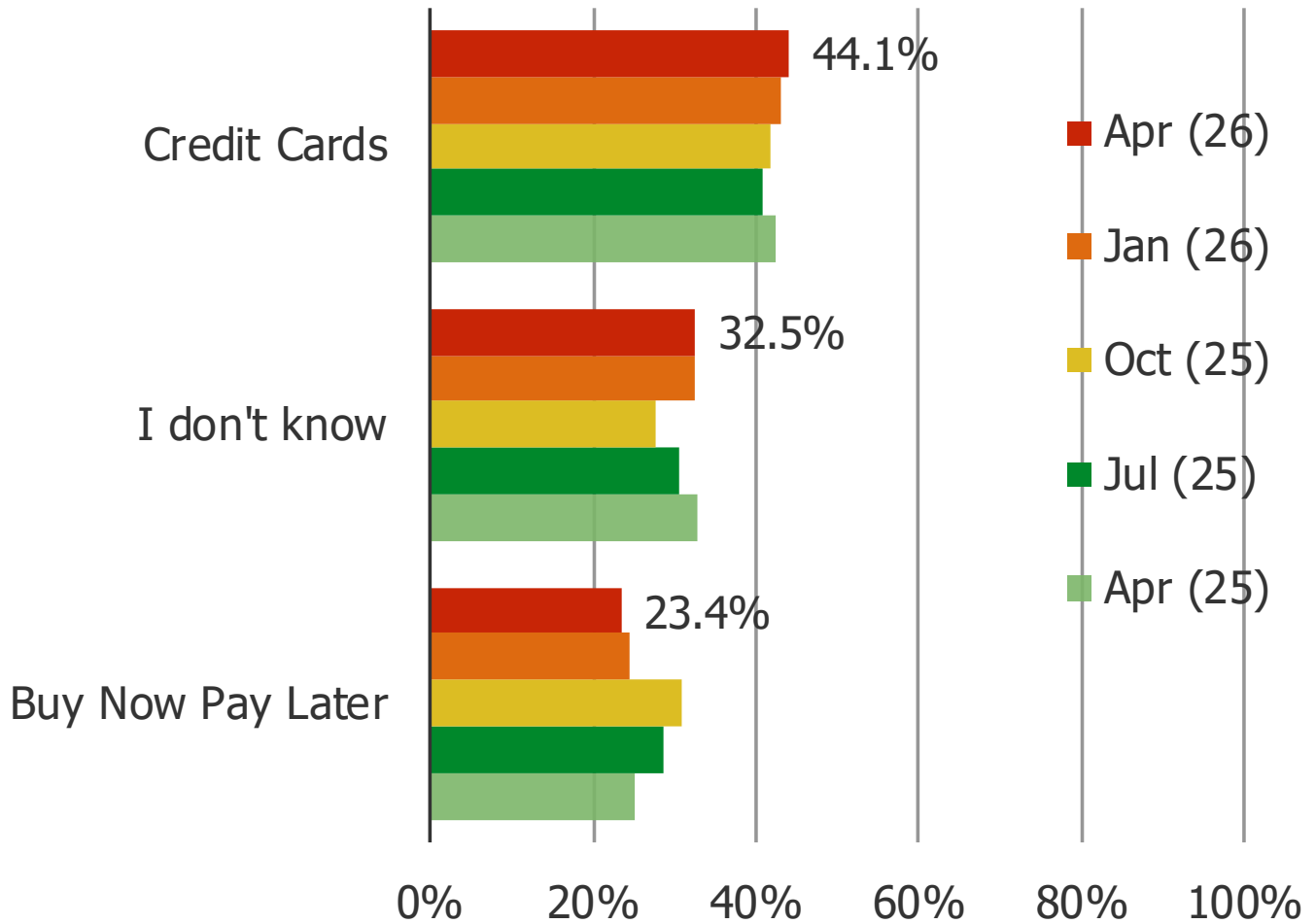
Posed to all respondents who have used the below.

These categories represent the percentage distribution of all respondents who left a valid comment:

- **Ease of Use / Convenience:** 33.27% (e.g., "easy", "convenient", "smooth", "accessible")
- **Familiarity / Trust / Prior Experience:** 20.79% (e.g., "only one I know", "used it before", "safe")
- **General Positive Preference:** 7.37% (e.g., "it's just good", "the best", "love it")
- **Flexible Payment Options:** 7.18% (e.g., "installment plans", "split payments")
- **Wide Acceptance / App Integration:** 5.67% (e.g., "accepted everywhere", "built into the app")
- **Brand Reputation / Service:** 1.89% (e.g., "good customer service", "brand reputation")
- **Favorable Terms (No/Low Interest & Fees):** 1.89% (e.g., "no interest", "cheap")
- **Higher Credit Limits / Spending Power:** 1.13%
- **No Reason / Blank / "Idk":** 1.13%
- **Unclassified / Other:** 19.66% (Highly unique or fragmented responses)

WHICH DO YOU THINK IS BETTER? AND WHY?

Posed to all respondents.



**WHICH DO YOU THINK IS BETTER? AND WHY?**

Posed to all respondents.

**Buy Now Pay Later (BNPL) Themes:**

- **BNPL: No / Low Interest:** 19.08%
- **BNPL: Installments / Pay Over Time:** 2.74%
- **BNPL: Better Rates / Lower Fees:** 1.06%
- **BNPL: Accessible without Credit:** 0.09%
- **BNPL: Other / Unclassified:** 9.98%

**Credit Card (CC) Themes:**

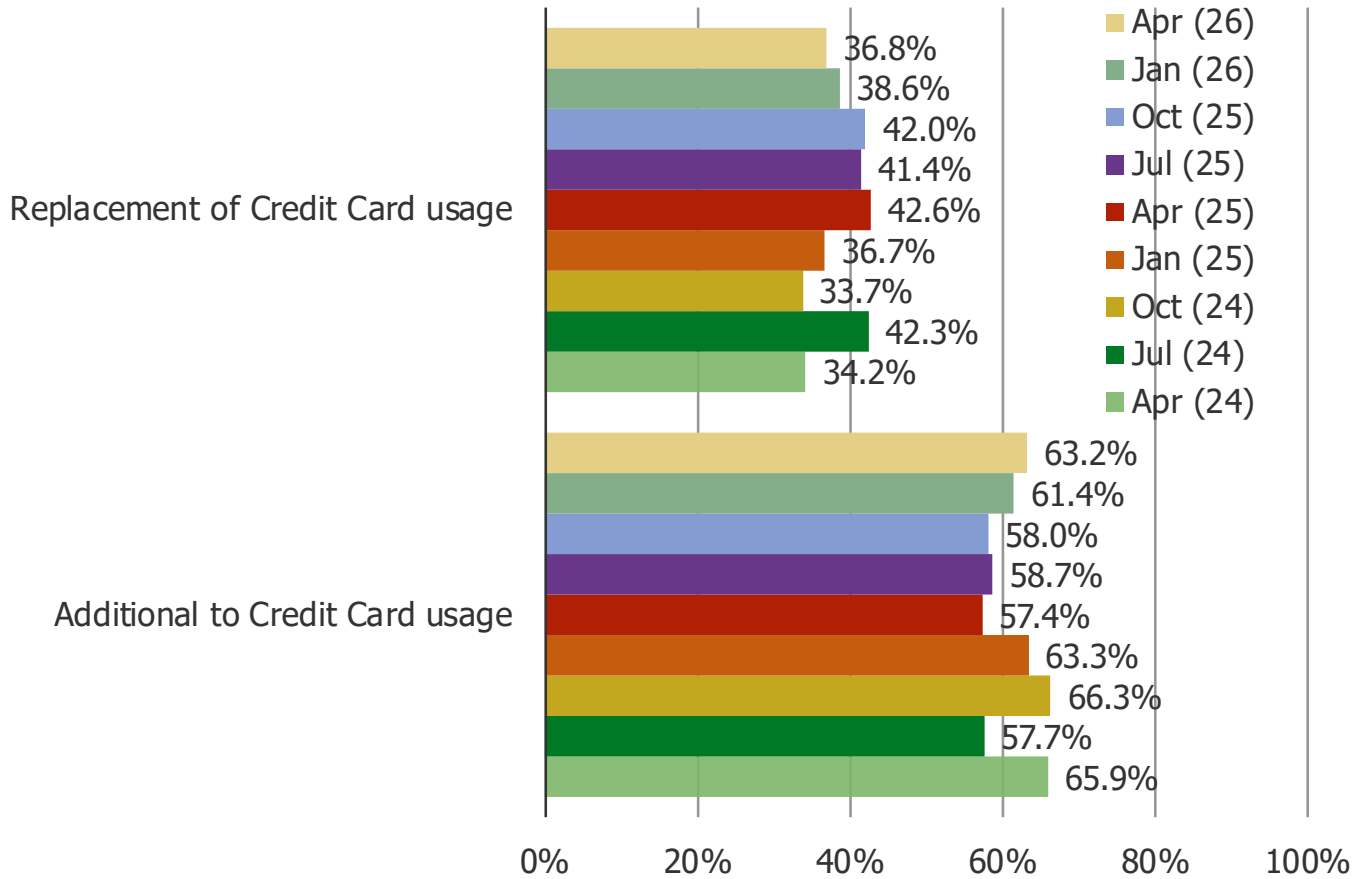
- **CC: Rewards / Cash Back / Points:** 13.69%
- **CC: Pay in Full Monthly:** 3.45%
- **CC: Building Credit Score:** 2.92%
- **CC: Security / Fraud Protection:** 1.41%
- **CC: Familiarity / Convenience:** 1.15%
- **CC: Other / Unclassified:** 15.28% (*Primarily general statements like "it's easier", "better stability", "more reliable"*)

**Neutral / "I Don't Know" Themes:**

- **Neutral: Depends on Situation:** 6.80%
- **Neutral: Dislikes Both:** 4.51%
- **Neutral: Prefer Debit / Cash:** 4.42%
- **Neutral: Both Lead to Debt:** 2.39%
- **Neutral: Other / Unclassified:** 11.04%

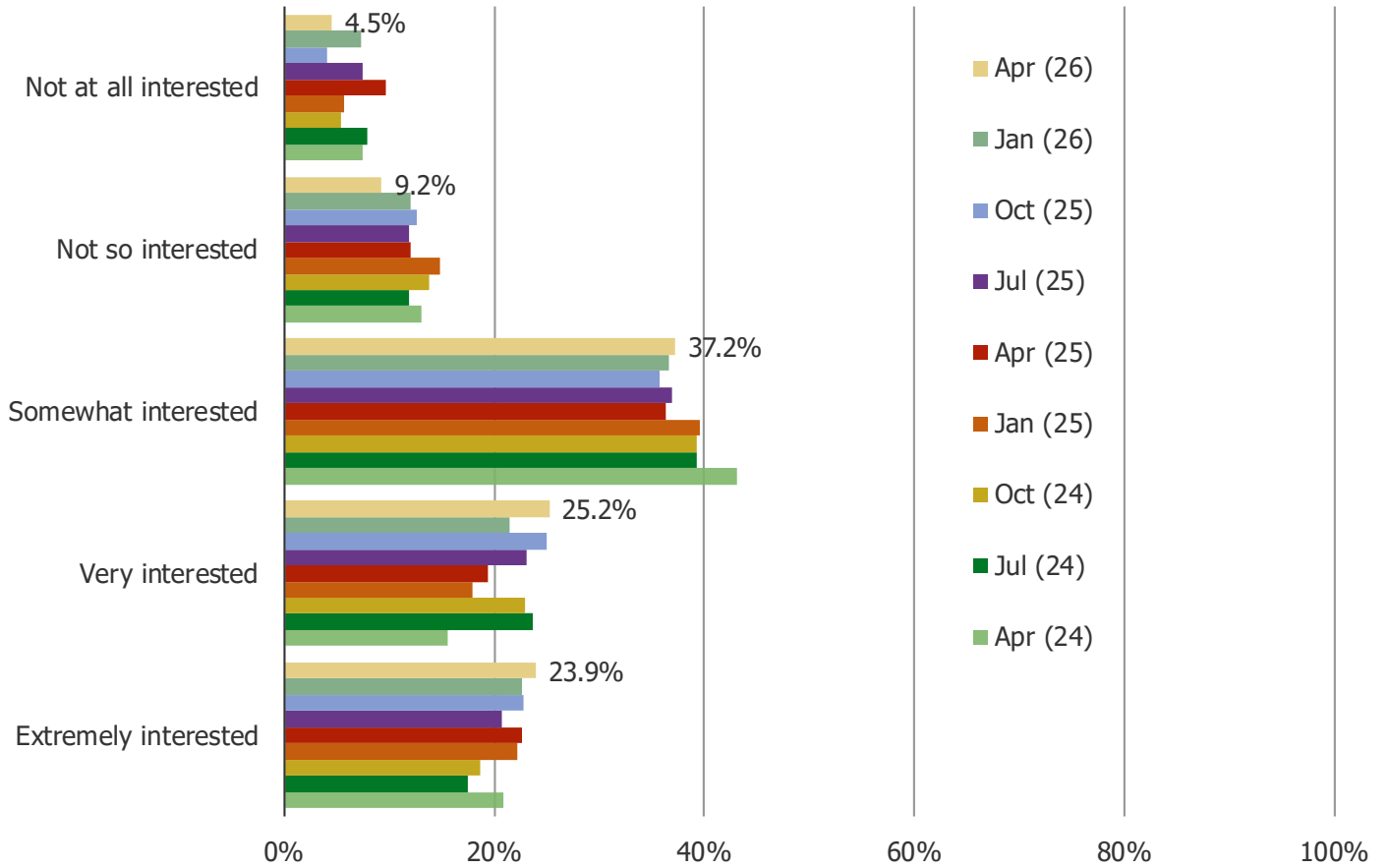
YOU MENTIONED IN THE PREVIOUS QUESTION THAT YOU USE BOTH CREDIT CARDS AND BNPL (BUY NOW, PAY LATER)...DO YOU VIEW YOUR USAGE OF BUY NOW LATER TO BE...

Posed to all respondents use both credit cards and BNPL (N = 228).



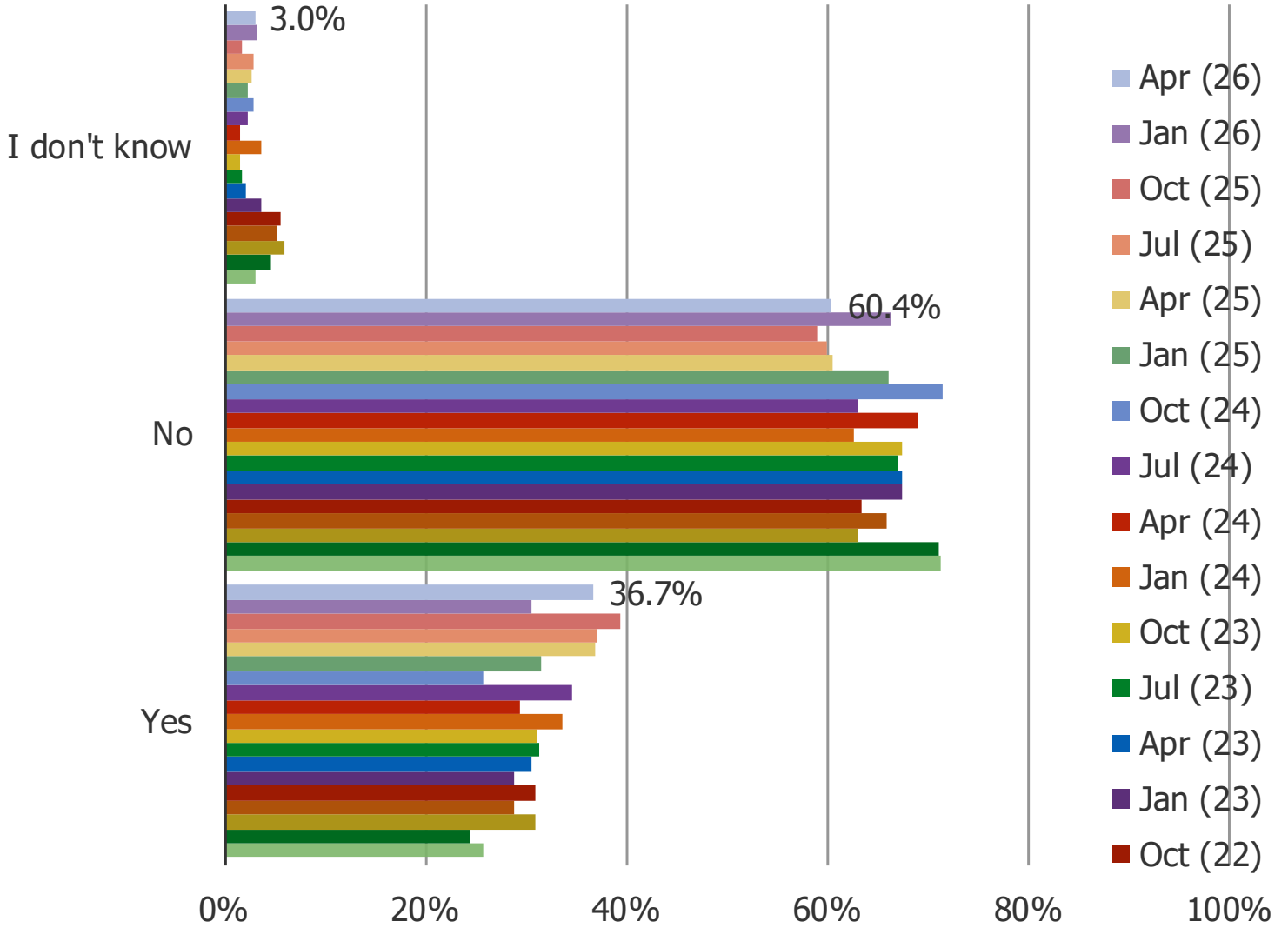
HOW MUCH INTEREST WOULD YOU HAVE IN BEING ABLE TO USE BNPL (BUY NOW, PAY LATER) OPTIONS WHEN SHOPPING IN-PERSON, IN-STORES?

Posed to all respondents who are open to using BNPL services (N = 401).



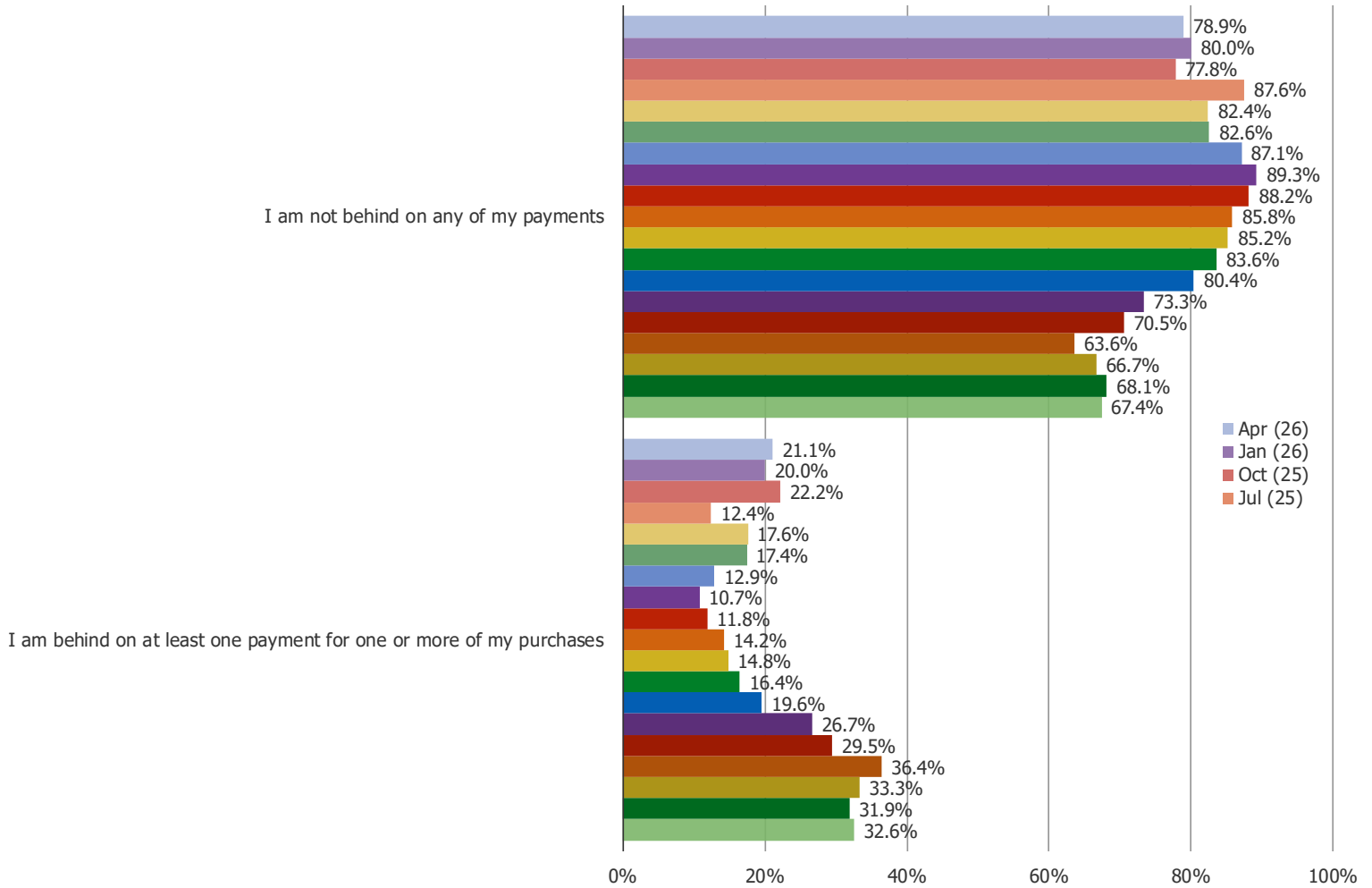
HAVE YOU USED BUY NOW PAY LATER OPTIONS (LIKE AFFIRM, AFTER PAY, KLARNA, ETC) TO BUY ANYTHING IN THE PAST 6 MONTHS?

Posed to all respondents who are open to using BNPL services (N = 401).



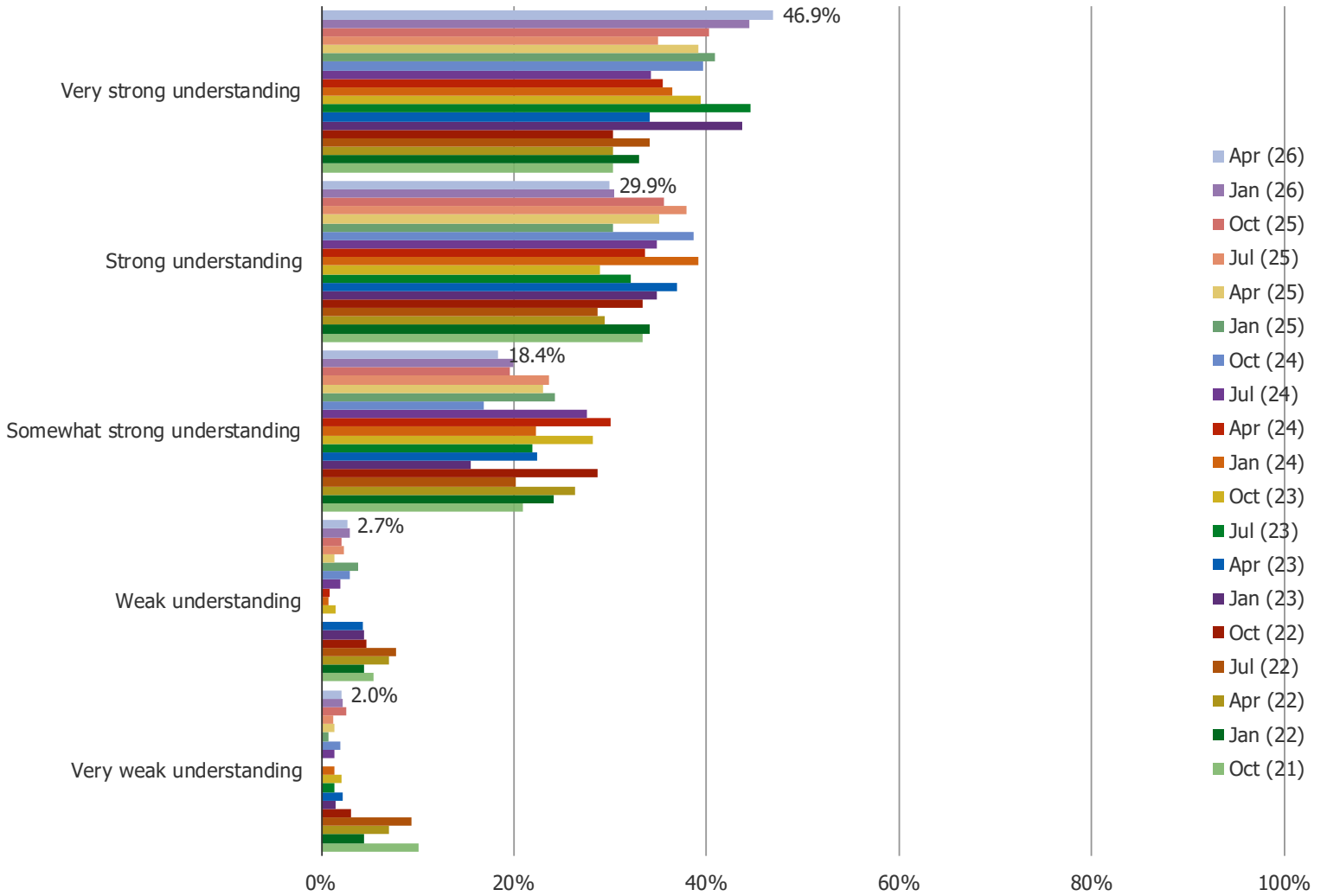
ARE YOU CURRENTLY BEHIND ON ANY OF YOUR BUY NOW PAY LATER PAYMENTS?

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 ( N = 147).

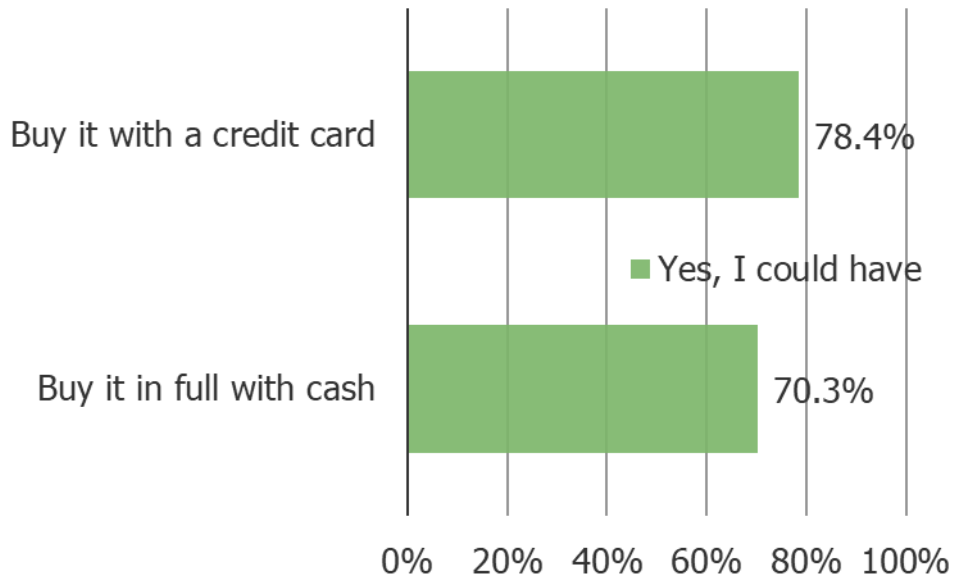


THINKING ABOUT THE ITEM YOU MOST RECENTLY BOUGHT WITH BUY NOW PAY LATER, WOULD YOU HAVE BEEN ABLE TO BUY IT IN THE FOLLOWING WAYS IF BUY NOW PAY LATER WAS NOT AVAILABLE?

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

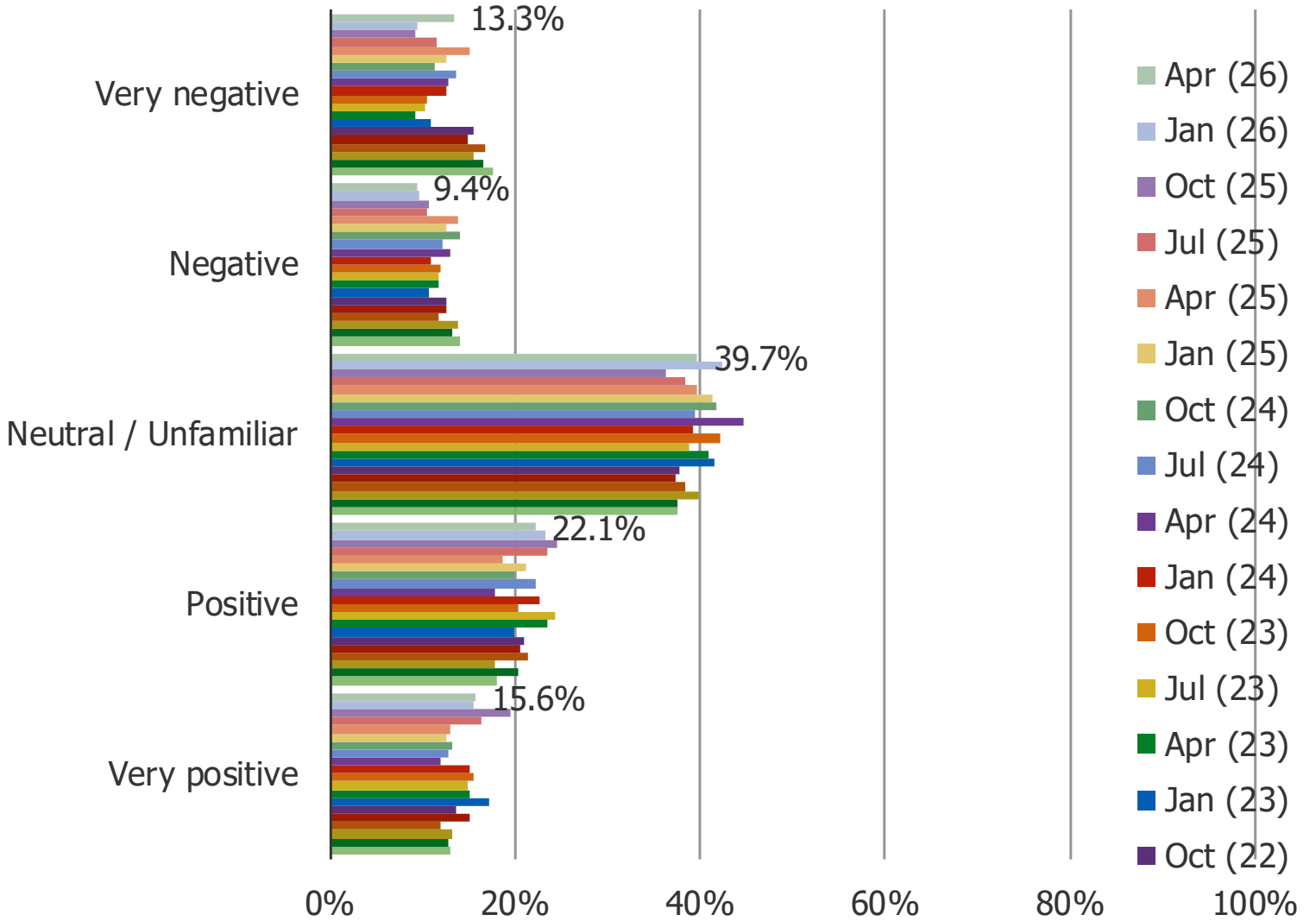
April 2026 (N = 148)

% Yes



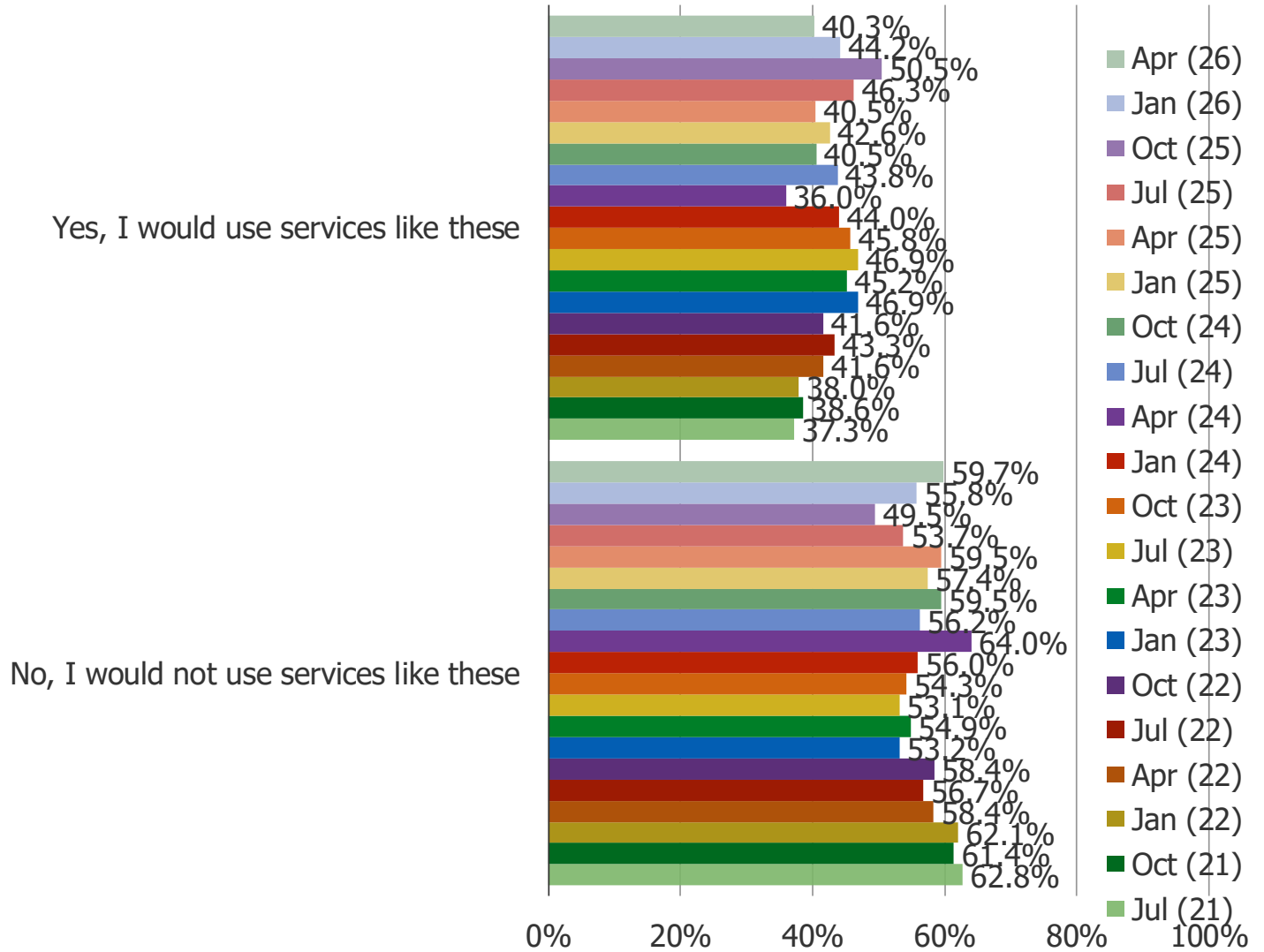
WHAT IS YOUR OPINION OF THE CONCEPT OF "BUY NOW AND PAY LATER" SERVICES IN WHICH YOU COULD BUY A PRODUCT FROM A RETAILER NOW AND PAY LATER WITHOUT THE NEED FOR TRADITIONAL CREDIT, UPFRONT FEES, OR INTEREST (UNLESS YOU ARE LATE ON A PAYMENT)?

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.



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.

## OPTIONAL COMMENTS, WHY?

These categories represent the percentage distribution of all respondents who left a valid comment explaining their reasoning:

### Among "Yes" Responses:

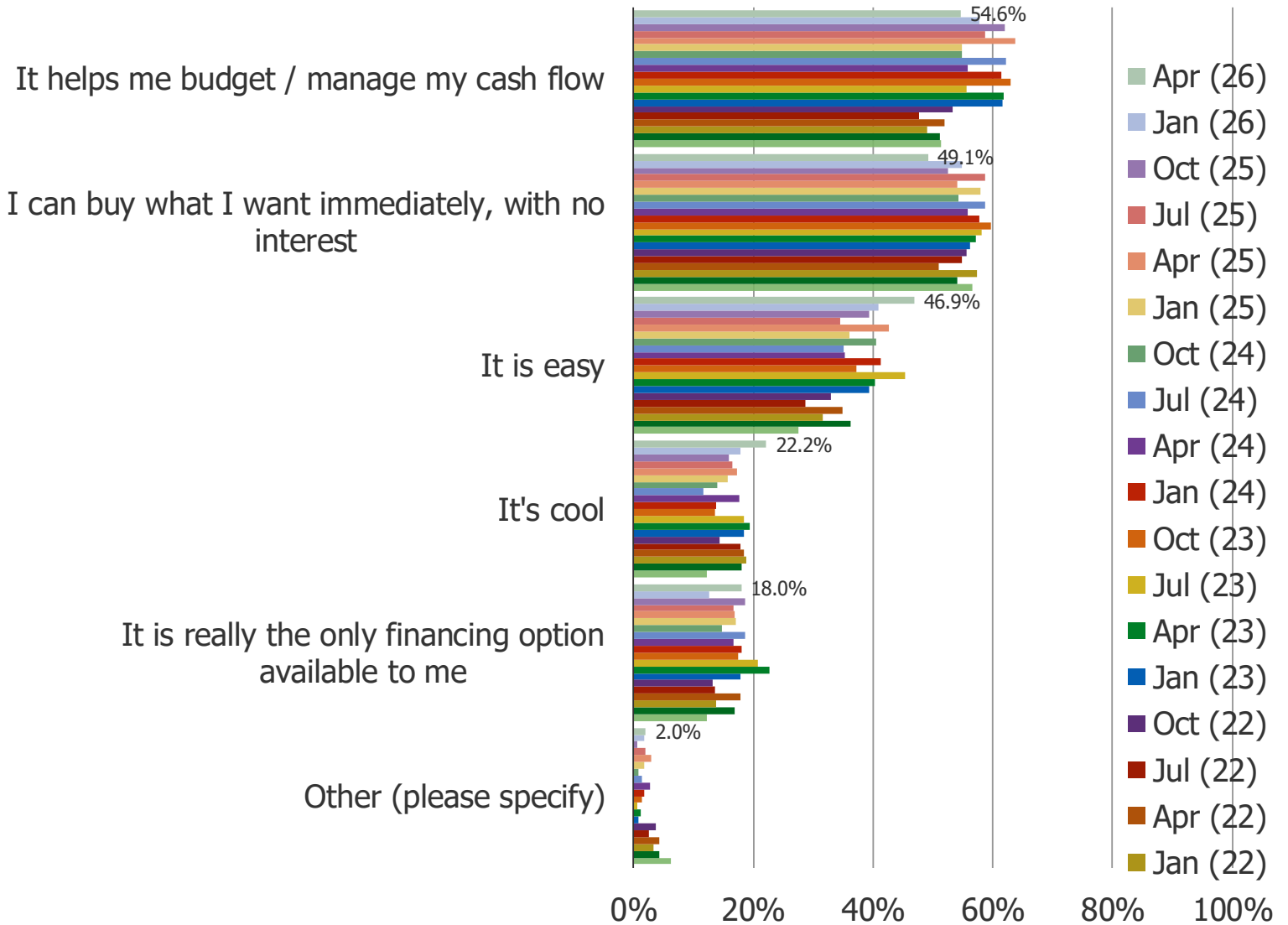
- **Yes: Financial Need / Emergency:** 9.14% (e.g., "tight on money", "if I need it in an emergency")
- **Yes: Convenience / Easy:** 5.98% (e.g., "convenient to use", "simple")
- **Yes: No Interest / Free:** 4.42% (e.g., "no interest", "no fees")
- **Yes: Spread Out Payments:** 4.04% (e.g., "split up payments", "pay over time")
- **Yes: Build Credit:** 1.23% (e.g., "helps build credit score")
- **Yes: Other / Unclassified:** 15.37%

### Among "No" Responses:

- **No: Prefer Paying in Full / Upfront:** 10.59% (e.g., "pay upfront", "lump sum", "outright")
- **No: If I Can't Afford It, I Don't Buy It:** 10.44% (e.g., "don't have the money in the moment", "can't afford it")
- **No: Avoid Debt / Stress:** 7.83% (e.g., "avoid debt trap", "don't like owing money")
- **No: No Need / Not Interested:** 7.56% (e.g., "no need", "useless", "no desire")
- **No: Avoid Fees / Interest / Missing Payments:** 4.27% (e.g., "late fees", "fear of missing payments")
- **No: Prefer Credit Cards:** 1.62% (e.g., "prefer traditional credit cards")
- **No: Lack of Trust / Security:** 1.55% (e.g., "scam", "sketchy", "security concerns")
- **No: Other / Unclassified:** 15.93%

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

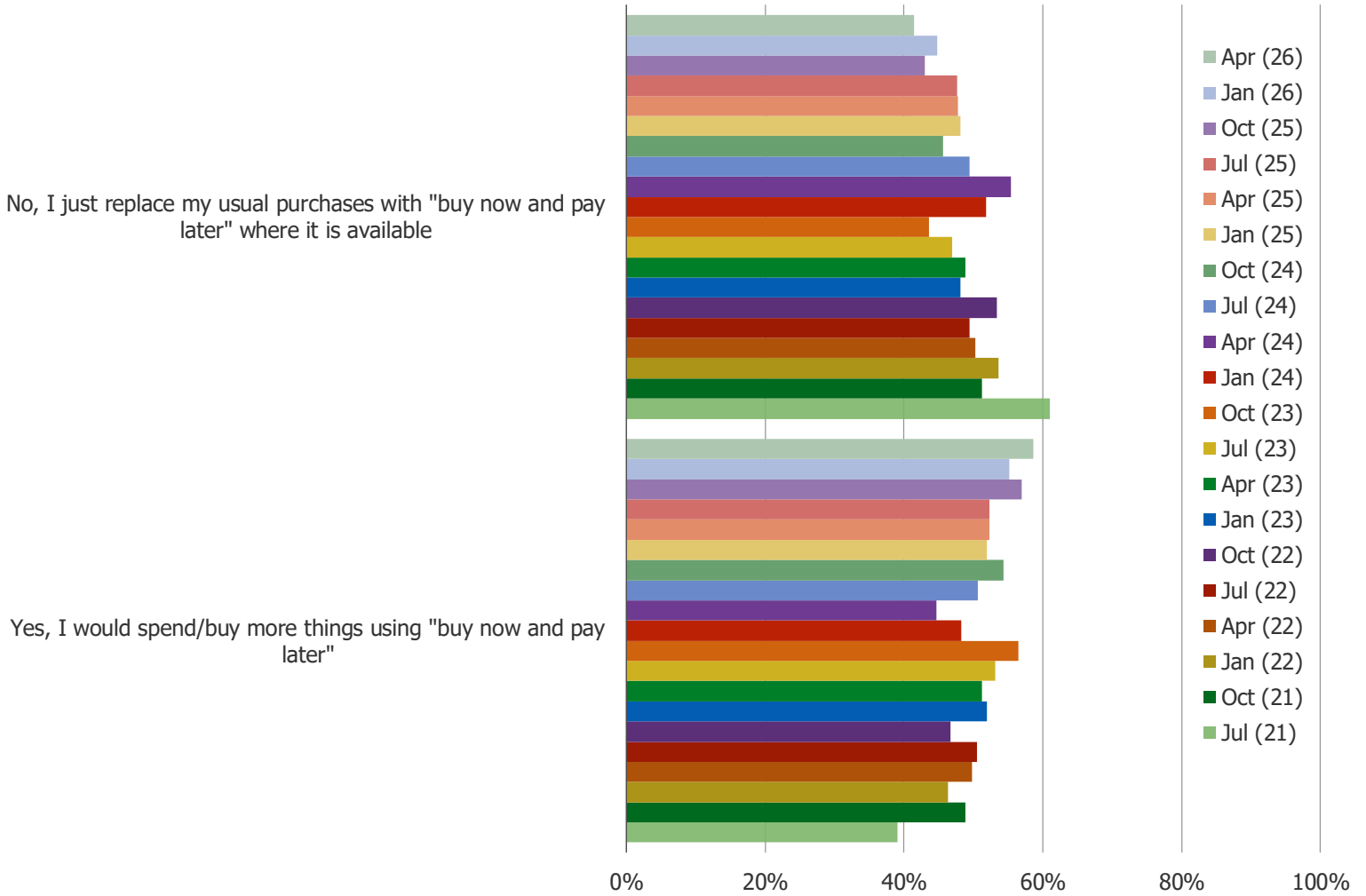
Posed to respondents who said they would use buy now and pay later services.



N = 401

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

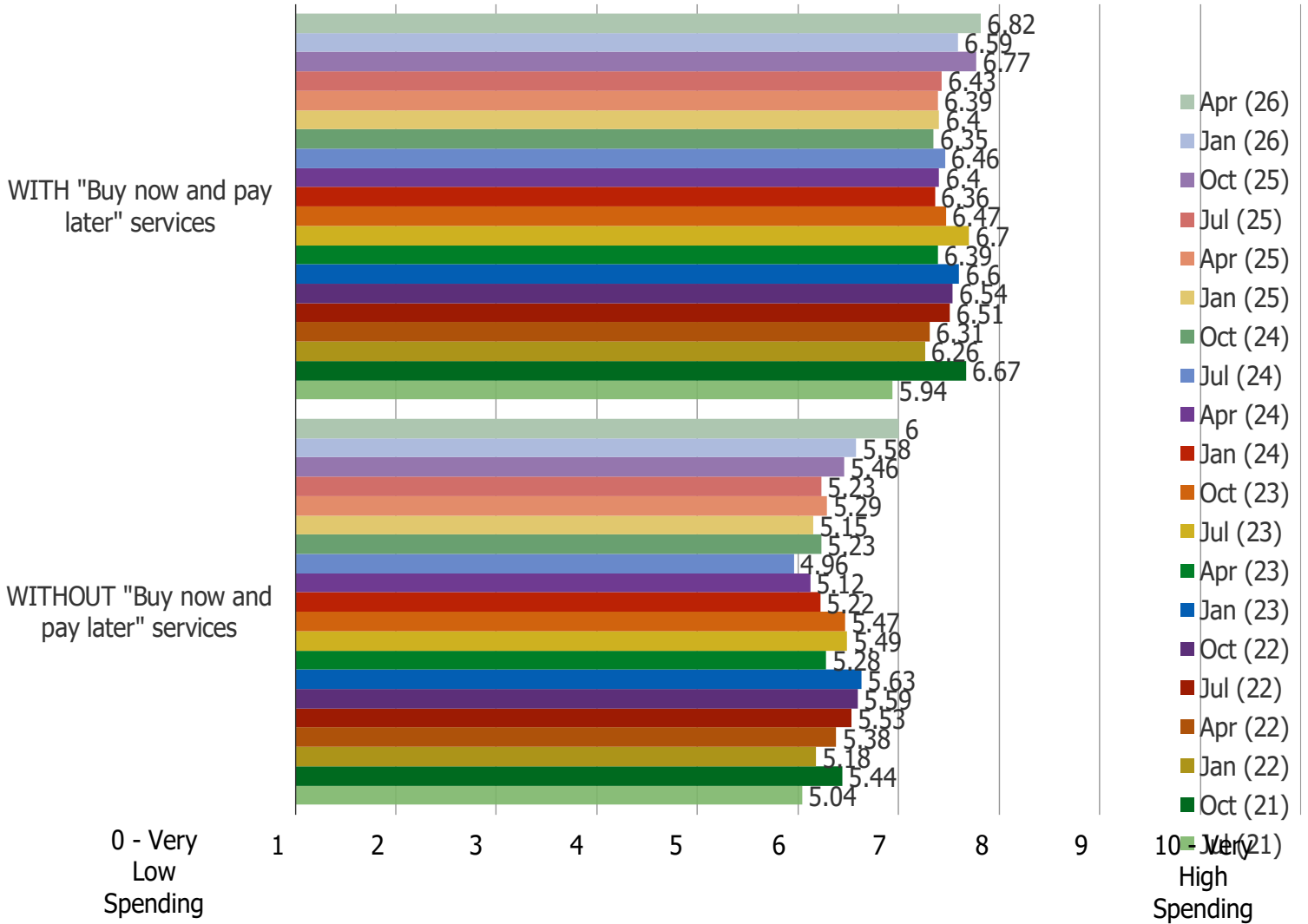
Posed to respondents who said they would use buy now and pay later services.



N = 401

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

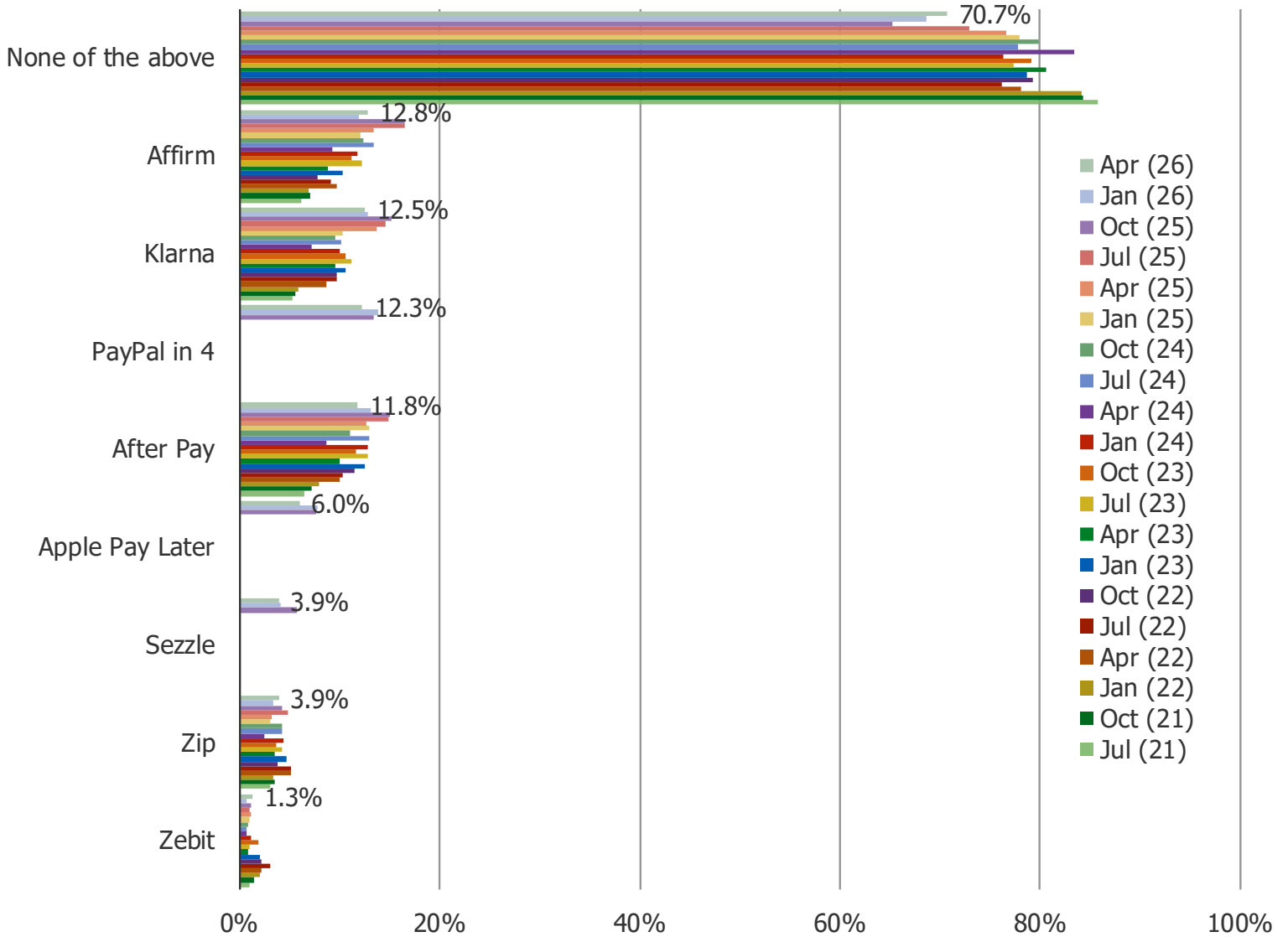
Posed to respondents who said they would use buy now and pay later services.



N = 401

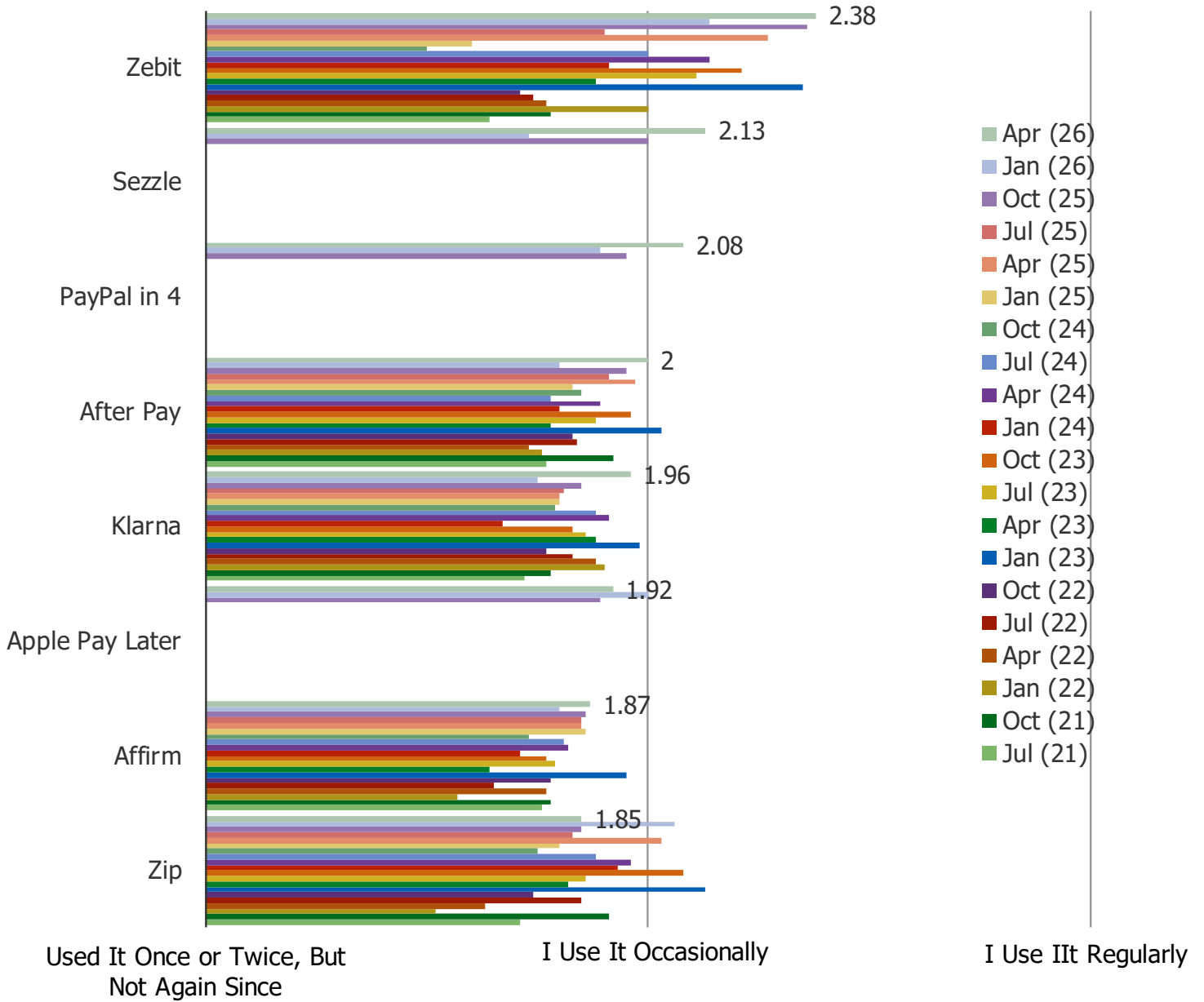
HAVE YOU EVER USED ANY OF THE FOLLOWING?

Posed to all respondents.



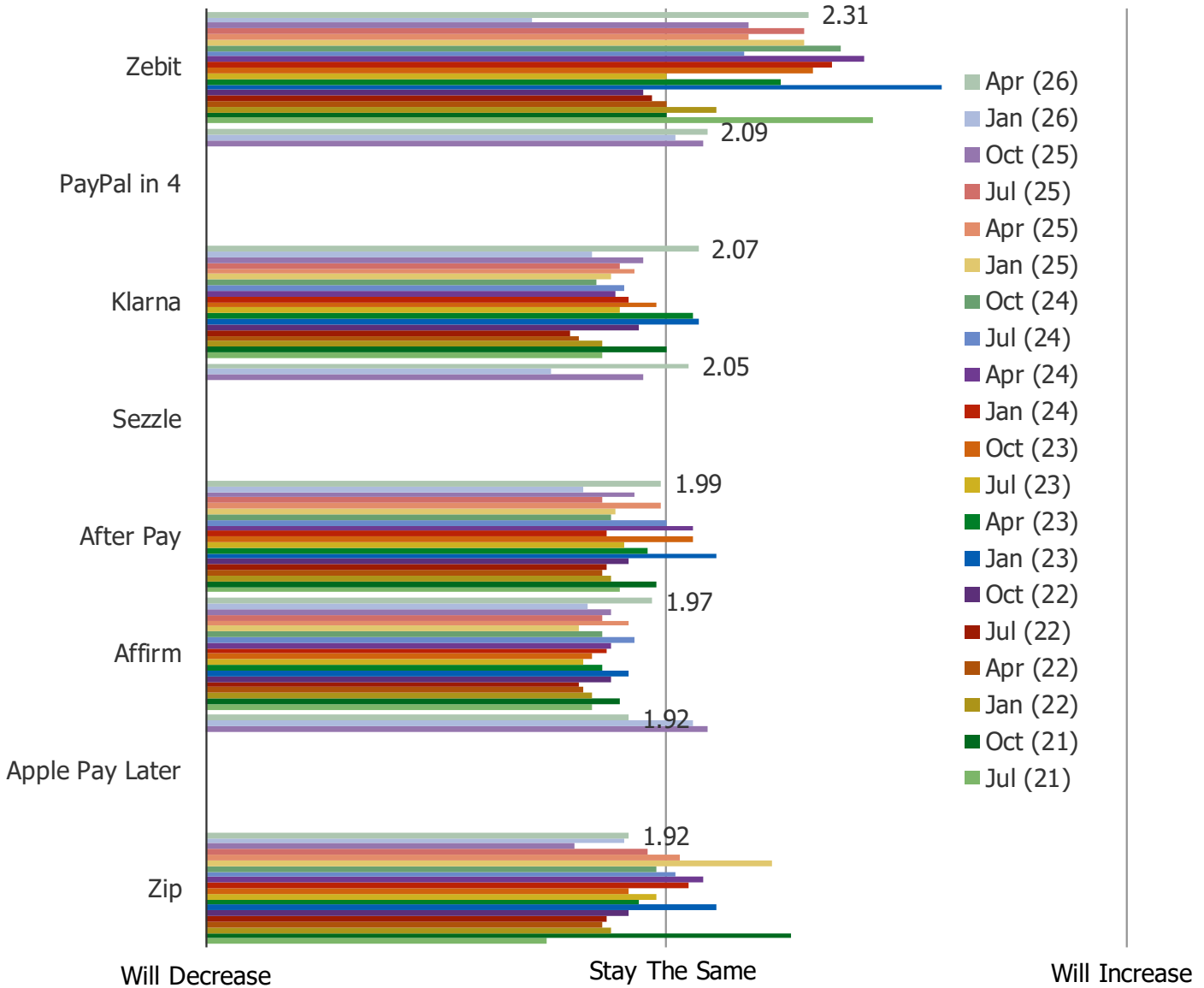
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH THE FOLLOWING:

Posed to all respondents who have used the below.



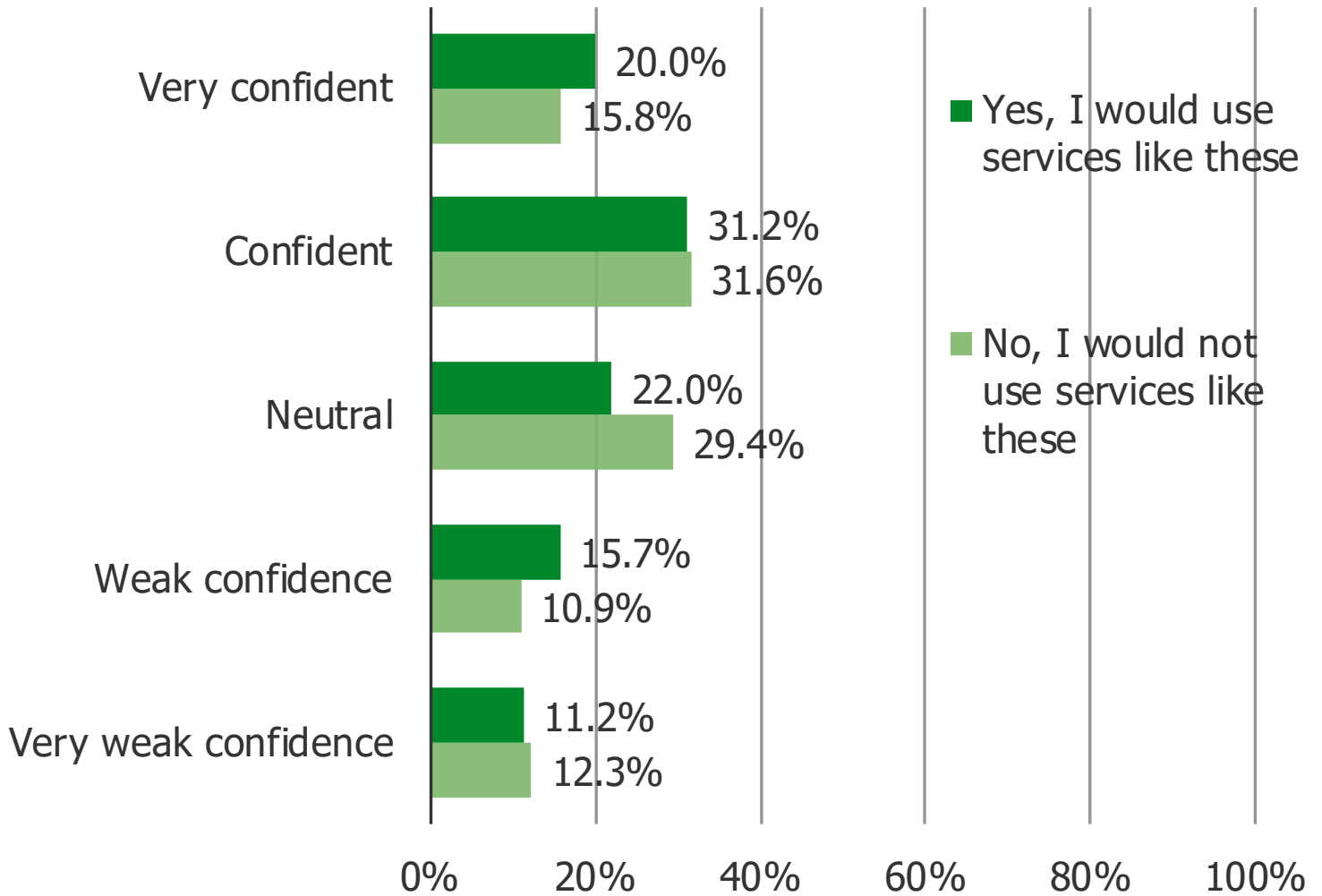
OVER THE NEXT 6 MONTHS, HOW DO YOU EXPECT YOUR USAGE OF THE FOLLOWING TO CHANGE AS A % OF YOUR TOTAL PURCHASES?

Posed to all respondents who have used the below.



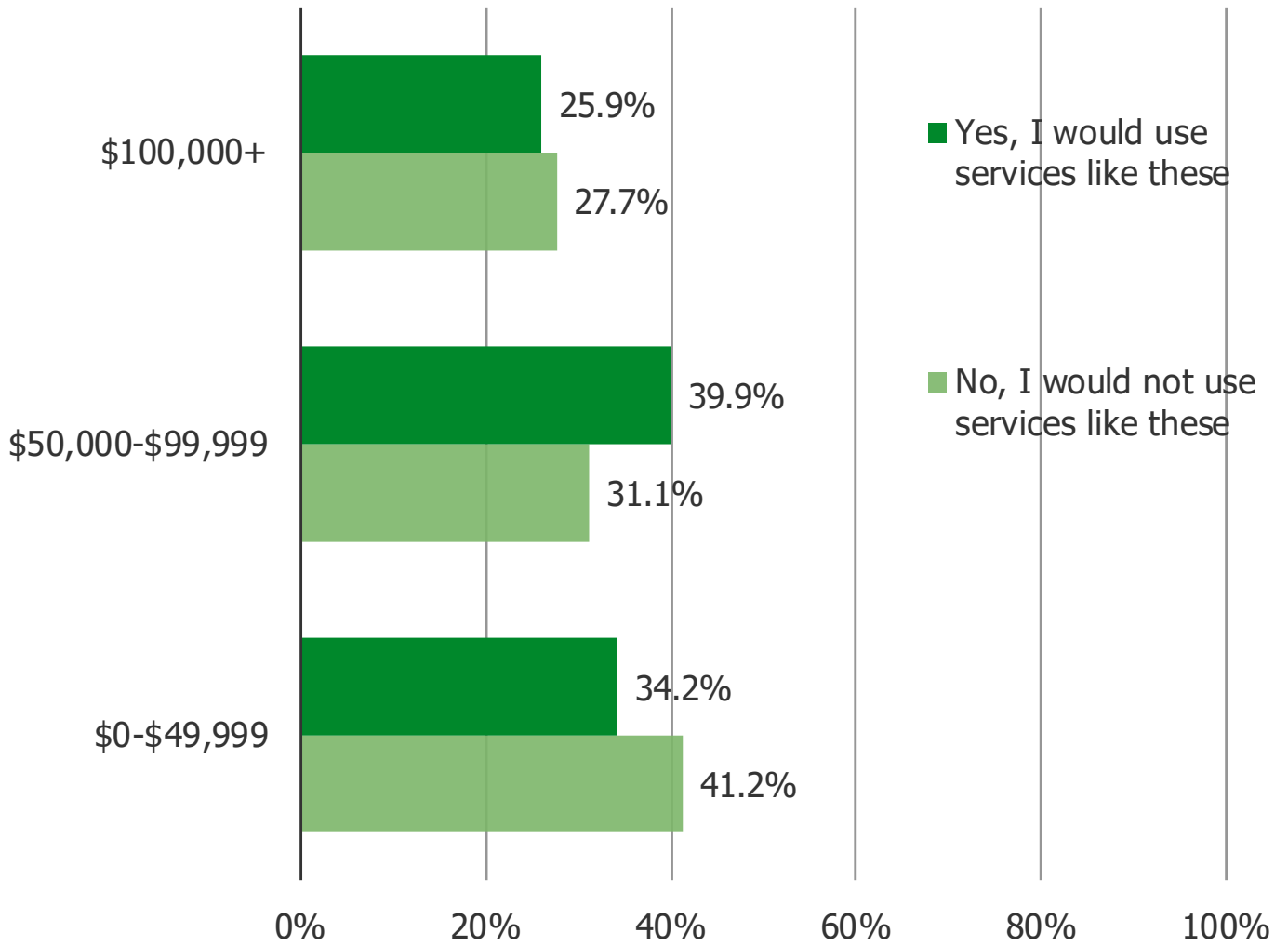
SPENDING CONFIDENCE CURRENTLY:

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



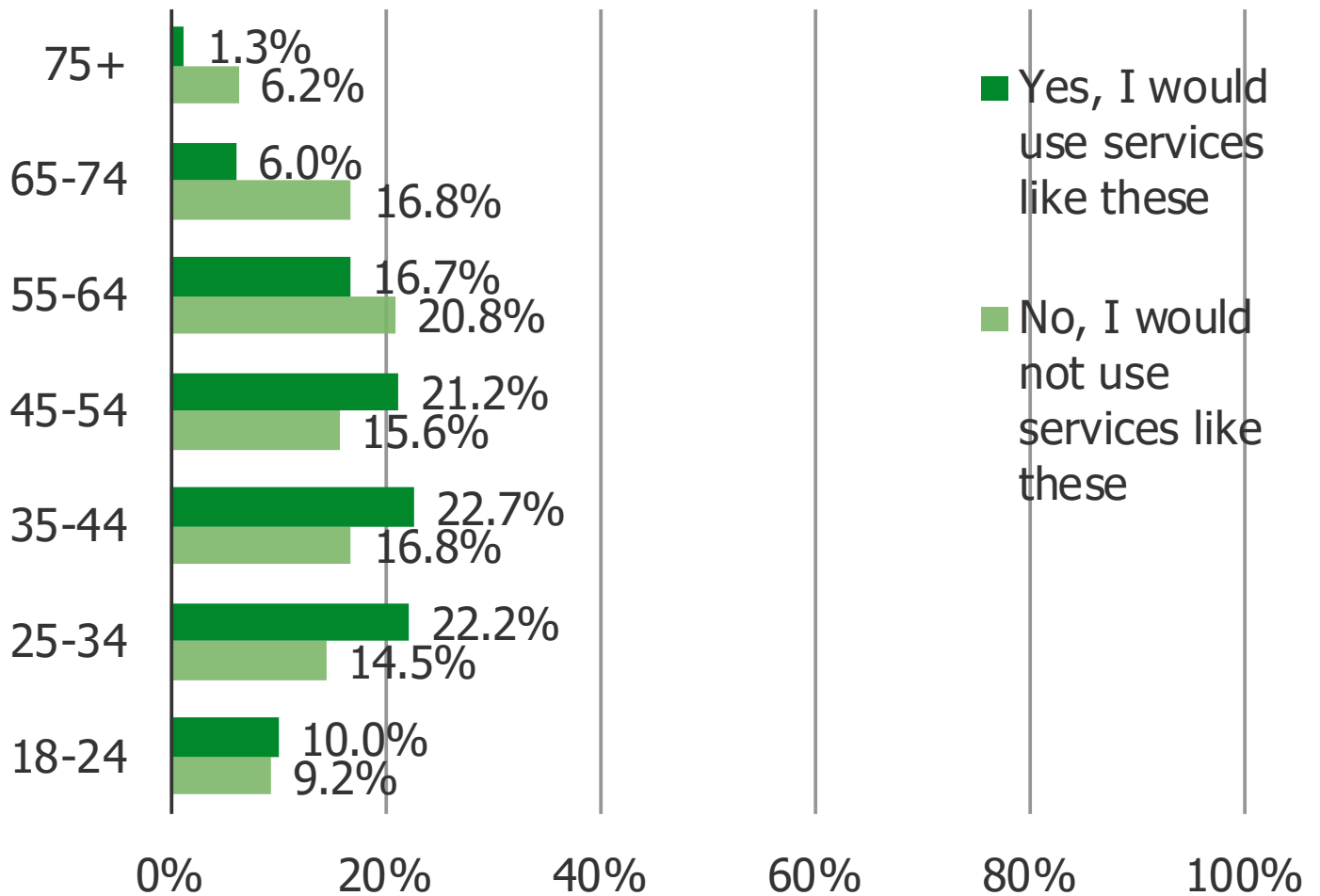
INCOME:

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



AGE:

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



NUMBER OF CREDIT CARDS RESPONDENTS HAVE:

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

