Contactless payments are trending, but with so many options it’s hard to tell which ones are most popular among Millennials & Gen Z.

We surveyed the two groups and asked them how familiar they are with “Buy Now, Pay Later” & looked at their behavioral data to see which payment apps they used the most.

Millennials who have used “Buy Now, Pay Later” are 21% MORE LIKELY to have used PayPal compared to Gen Z.

Gen Z who have used “Buy Now, Pay Later” are 20% MORE LIKELY to use the Square app compared to Millennials.

Millennials who have used “Buy Now, Pay Later” use Credit Karma twice as much as Gen Z.

NEED RESEARCH?
Contact us now: solutions@mfour.com or call 714.754.1234.
Data witnessed April 2023