# Understanding Installment Financing Preferences

Survey Objective  
This survey aims to assess the viability, appeal, and trade-offs associated with installment financing models for consumer tech products. The information collected will help design financing options that balance customer needs with business profitability.  
  
All responses are anonymous and confidential. Your participation is voluntary, and you may skip any question or exit the survey at any time.

## Section 1: Demographic Information

1. What is your age range?  
❑ Under 18 ❑ 18–24 ❑ 25–34 ❑ 35–44 ❑ 45–54 ❑ 55+

2. What is your current employment status?  
❑ Employed full-time ❑ Employed part-time ❑ Student ❑ Unemployed ❑ Retired

3. What is your approximate annual income?  
❑ Under $20,000 ❑ $20,000–$39,999 ❑ $40,000–$59,999 ❑ $60,000–$79,999 ❑ $80,000+

4. What type of tech products do you typically purchase?  
❑ Smartphones ❑ Tablets ❑ Laptops ❑ Smartwatches ❑ Other: \_\_\_\_\_\_\_\_\_\_\_

## Section 2: Interest in Installment Financing

5. Have you ever used installment financing to purchase a tech product?  
❑ Yes ❑ No

6. How appealing is the option to pay for devices in monthly installments?  
❑ Very appealing ❑ Somewhat appealing ❑ Neutral ❑ Not very appealing ❑ Not at all appealing

7. If offered, would you be more likely to purchase a product using an installment plan?  
❑ Definitely yes ❑ Probably yes ❑ Not sure ❑ Probably not ❑ Definitely not

8. What would make you most interested in an installment plan? (Select up to 2)  
❑ 0% interest ❑ No down payment ❑ Lower monthly cost ❑ Flexible terms ❑ Better devices made affordable

## Section 3: Trade-Off Preferences

9. Which would you prefer?  
❑ 12-month plan with 0% interest  
❑ 24-month plan with 2% interest

10. If you had to choose one, what is more important?  
❑ Lower monthly payment  
❑ Paying off the device sooner

11. Would you be willing to pay a small amount of interest in exchange for a longer-term plan?  
❑ Yes ❑ No ❑ Depends on the rate

12. How much interest would you consider acceptable on a 12–24 month plan?  
❑ 0% ❑ Up to 2% ❑ 3–5% ❑ More than 5%

## Section 4: Feedback and Follow-Up

13. Would you be open to combining your device and service plan into a single monthly payment?  
❑ Yes ❑ No ❑ Maybe

14. What concerns do you have about installment financing? (Select all that apply)  
❑ Total cost is higher over time ❑ Getting locked into a contract ❑ Forgetting monthly payments ❑ Poor customer service ❑ None

15. Is there anything else you would like us to consider when designing installment plans?  
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