



# Research Highlights

## 1: Awareness of PayID drives registration and usage.



**PayID awareness is growing and conversion remains high**

**49%**

of people who didn't know about PayID said they would 'definitely' or 'probably' use it.

**66%**

of people who have heard of PayID have registered one.

+

**82%**

went on to use it.



**PayID users are highly engaged.**

**47%**

use it at least once a week to both send and receive payments.



use increases over time.

**Users like PayID for its speed, simplicity, ease of use and security.**

**The most common scenarios where PayID is used:**

- splitting bills at dinner
- buying and selling second-hand goods
- splitting bills in shared houses
- repaying people for purchases made on their behalf
- organising group activities like concerts or nights out

## 2: Protecting customers against mistaken payments and fraud.



**47% of people worry about making a mistake when using an account number and BSB when making a payment.**

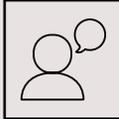
**37%**

of people worry about other people making a mistake using an account number and BSB when making a payment to them.

**1 in 4**

users say they have stopped or edited a payment where they noticed the recipient's details were wrong.

### 3: PayID advocacy is strong.



**Users like to 'pay it forward'.  
Hearing about PayID  
from someone else is key  
to driving take-up.**

**78%**

of users had recommended  
PayID to another person.

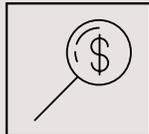
**58%**

took that extra step to  
explain how it works.

Advocacy mostly happens in the moment when people need to make a fast and simple payment. It gives non-users the reassurance they need: "It's fine! I use it all the time!"

### 4: PayID use for business payments can be further encouraged.

**68%** of PayID users would use PayID more often if it was offered by more businesses as a payment option



**22%** of users  
have paid  
a business  
with PayID.

**31%** of business banking customers  
said they had used PayID to pay  
another business.

**37%** of business banking customers  
have received a payment  
via PayID.

### 5: Banks have a role to play in driving awareness and usage.

**Increasing the visibility of PayID within a bank's online  
and mobile banking will make PayID easier to find.**



**60% of people prefer to hear about new payment  
services like PayID and PayTo from their bank.**

#### OUR RESEARCH:

More than 2,550 people answered an in-depth online survey (nationally representative sample between the ages 18 and 64 who use mobile and online banking at least once a month).

For more information, email [info@nppa.com.au](mailto:info@nppa.com.au)

The research referred to in this document was conducted during the period April-May 2022. PayID is a registered trademark of NPP Australia Limited.

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