



PayPal Australia

# eCommerce Trends Report 2021

**Trend 1: Buy Now Pay Later**

**Trend 2: Payments & Trust**

**Trend 3: Online Discounts & Sales**

August 2021

# Summary

## 1 Buy Now Pay Later

*BNPL use continues to grow, with take up by Australians across all age demographics*

45% of Australians\* have used BNPL, a payment option almost unheard of 5 years ago.

1-in-7 Australians\* (14%) make a BNPL purchase at least weekly.

\$74 average BNPL transaction value.

\$90/month average Australian consumer\* spend on BNPL purchases. Gen Y is double this at \$184/month

60% BNPL users would abandon a BNPL purchase over security concerns. And 50% if late fees were too high.

## 2 Payments & Trust

*PayPal is most trusted online shopping & payments brand*

PayPal is Australia's most trusted online payments brand.

81% trust PayPal to keep their payments secure.

71% trust PayPal to protect them if something goes wrong with a purchase.

## 3 Online Discounts & Sales

*Australians continue to be driven by sales, with Black Friday now #1 online sales event*

More than half of Australians\* (51%) prefer to shop sales events online. This jumps to 70% for Gen Y.

2-in-3 Australians\* are always looking for sales or discount codes.

58% consumers made impulse buys in the last 3 months because items were on sale

2-in-5 consumers check online prices on their mobiles when shopping physically in-store.

1-in-5 (22%) tried a new brand due to a sale.

\*Research conducted with 1,008 Australian consumers 18+ years who shop online and use a smartphone. This research has representatives from all Generations, including: Gen Z (18-26 years); Gen Y aka Millennials (27-38 years); Gen X (39-53 years); Baby Boomer (54-68 years); Older Australians (69+ years). The business survey was conducted with 417 decision makers within Australian SMBs that sell partially or wholly to consumers. The surveys were in field April-May 2021. Please see appendix for full methodology.

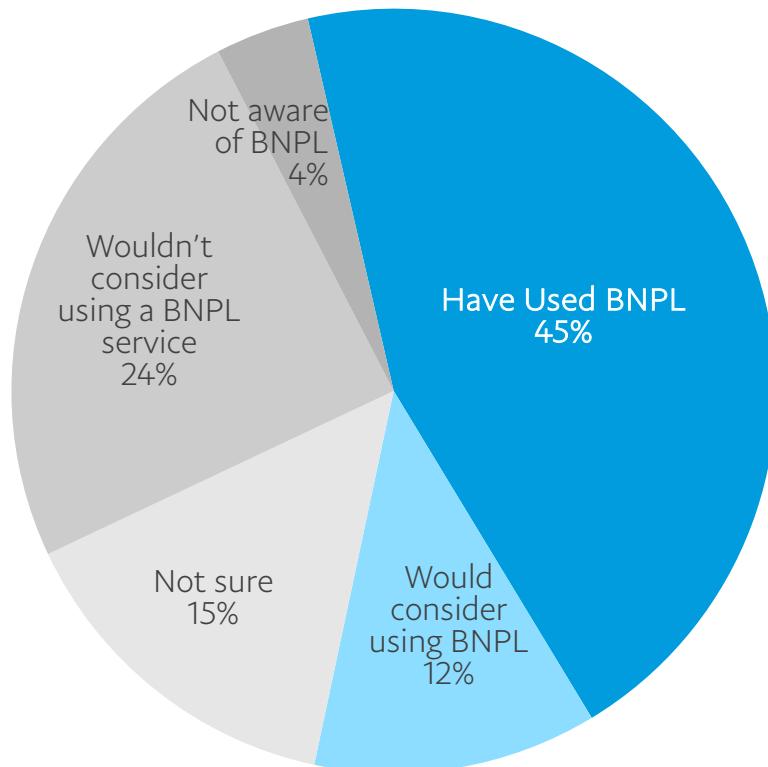


Trend 1

# Buy Now Pay Later

# BNPL Consumer Adoption

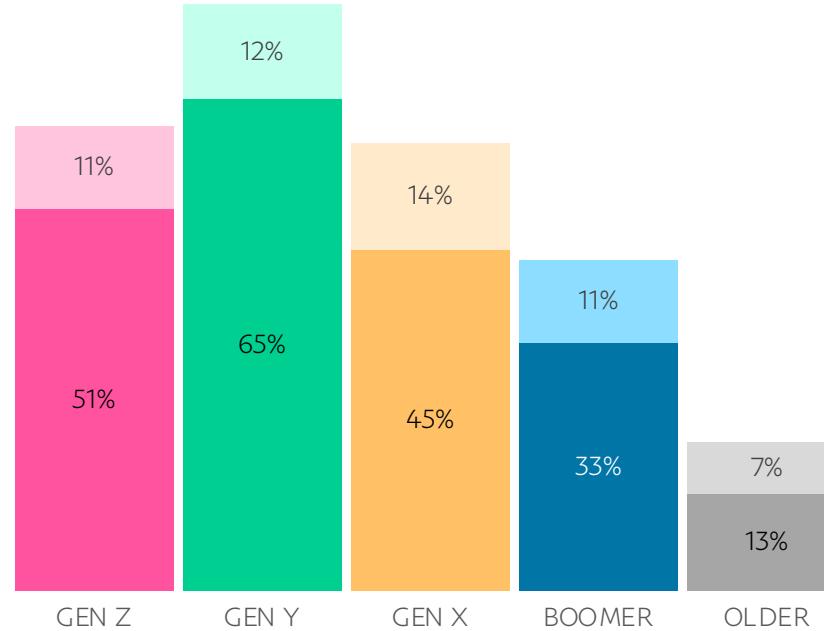
45% of Australians have used BNPL  
*(Australians 18+ who shop online)*



Almost unheard of five years ago, Buy Now Pay Later (BNPL) is now a popular payment option for close to half of Australian consumers

BNPL Consumer Adoption by Age  
*(Australians 18+ who shop online)*

Would Consider Using  
Have Used



Buy now pay later (BNPL) – the digital reverse 'layby' where goods are received up front, then paid off via instalments – was virtually unknown five years ago.

Today, almost half of adult Australian consumers who shop online (45%) have used BNPL, with only 4% unaware of BNPL. For consumers under 40 years, there is 99% awareness of BNPL.

Gen Y (aka Millennials) are the highest users of BNPL with two-thirds (65%) using BNPL for online purchases, with Gen Z (51%) and Gen X (45%) following.

Although BNPL is more popular with younger shoppers, a third of Baby Boomers (33%) have used BNPL.

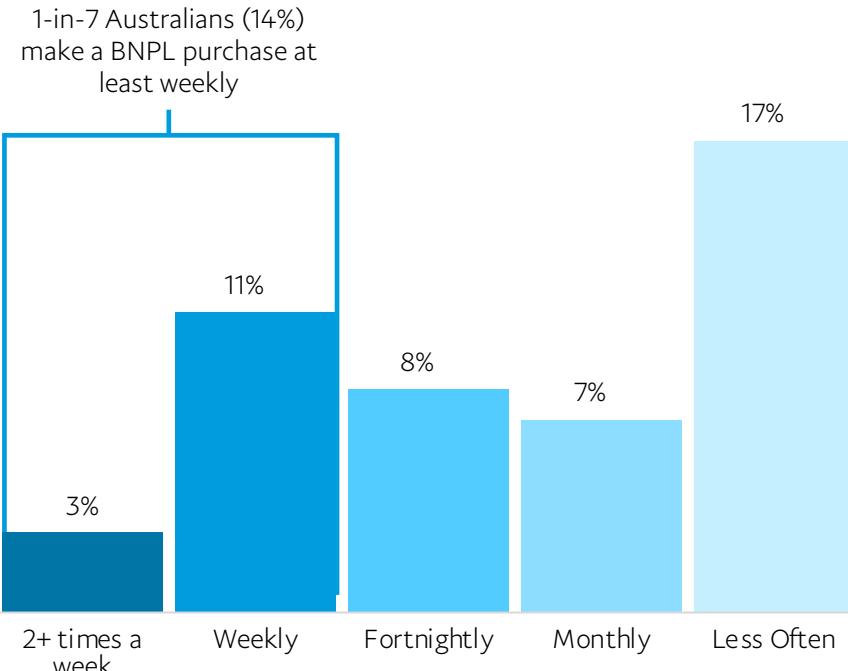
Notably, almost a quarter of Australians (24%) would not consider using BNPL.

# BNPL Frequency

BNPL is a regular payment option for many with the highest frequency of use by Millennials (Gen Y)

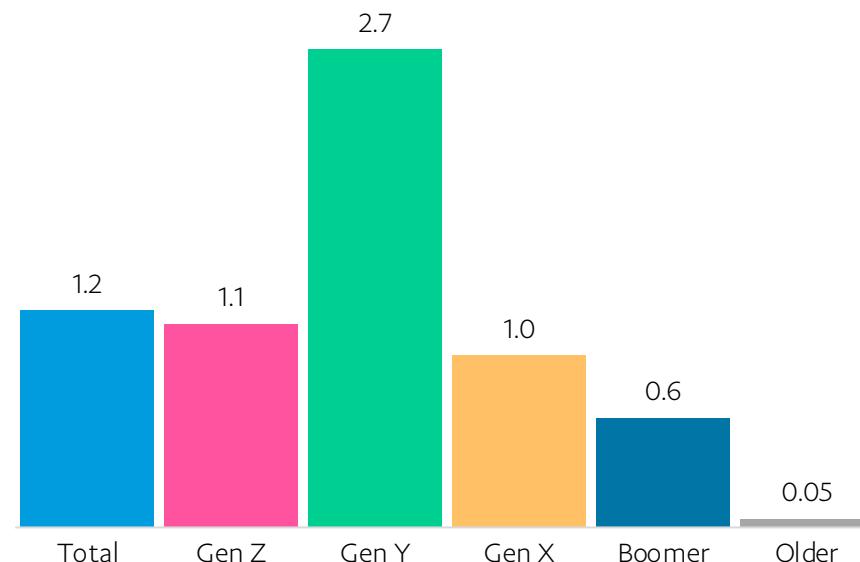
## BNPL Purchase Frequency

(*Australians 18+ who shop online*)



## Average Number of BNPL Purchases

(*Per month, Australians 18+ who shop online*)



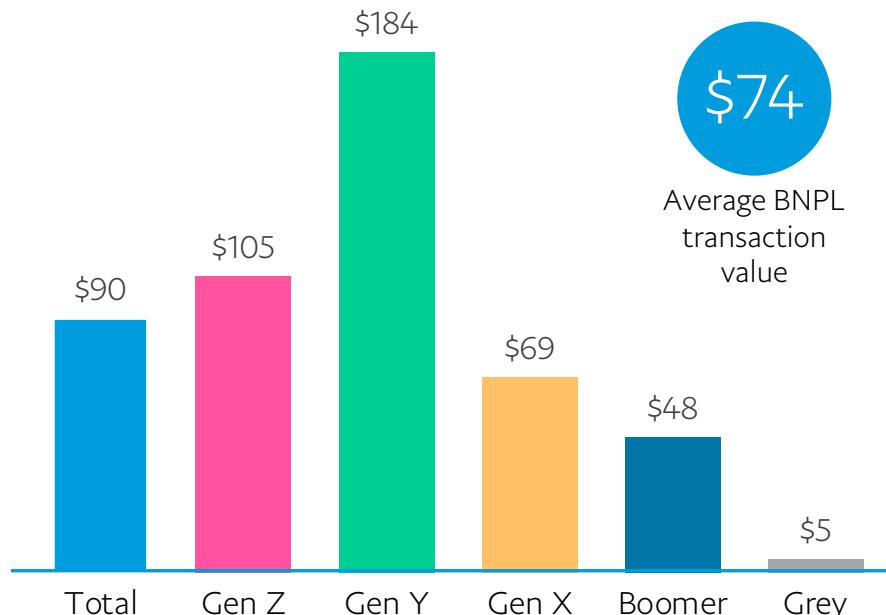
Australians make an average of 1.2 BNPL purchases per month. However, for some Australians, BNPL has become a regular way to pay with one-in-seven Australians (14%) making a BNPL purchase at least weekly.

For Gen Y, these figures are significantly higher, with a third (34%) making a BNPL purchase at least weekly. This cohort makes an average of 2.7 BNPL purchases per month, which is more than double the total average monthly purchase number.

Fewer Australian men use BNPL (42%) than women (48%). However, they make more purchases (men 1.3 vs women 1.1) and spend more (men \$94 vs women \$85) on average per month.

# BNPL Monthly Spend and Use by Category

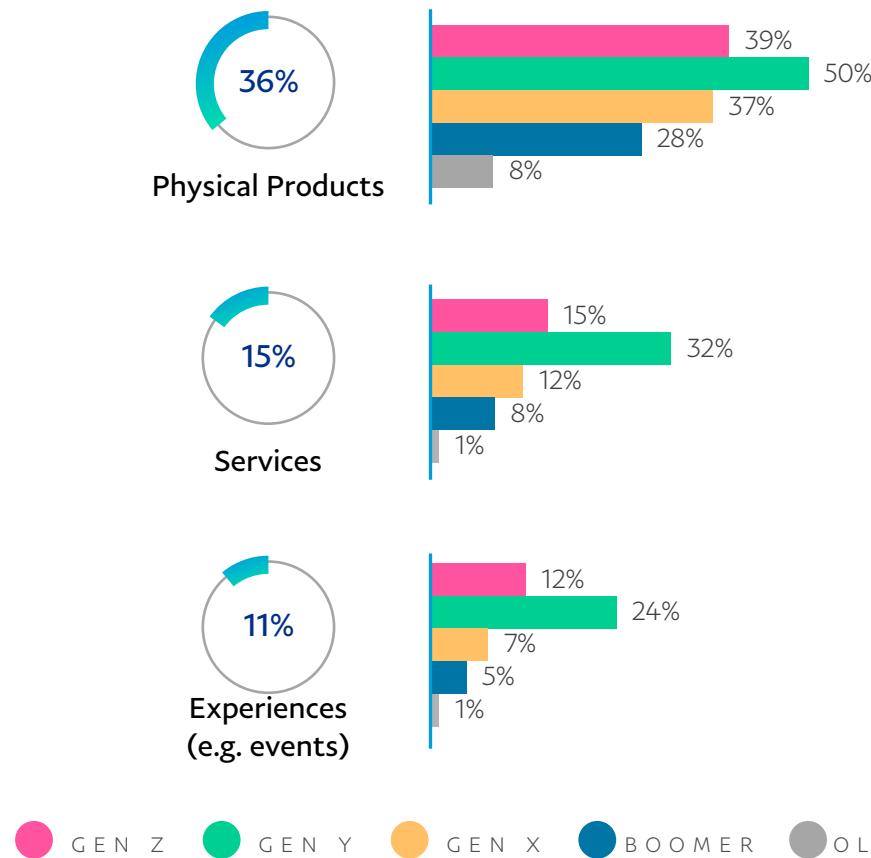
## Average Monthly BNPL Spend (*Australians 18+ who shop online*)



Average amount spent by Australian consumers on BNPL purchases per month

While BNPL is primarily used for purchasing physical products, results suggest that use may expand further across services and experiences

## BNPL Purchase Categories (% Have Purchased, *Australians 18+ who shop online*)



On average, Australians make BNPL purchases to the combined value of \$90 per month, with an average transaction value of \$74.

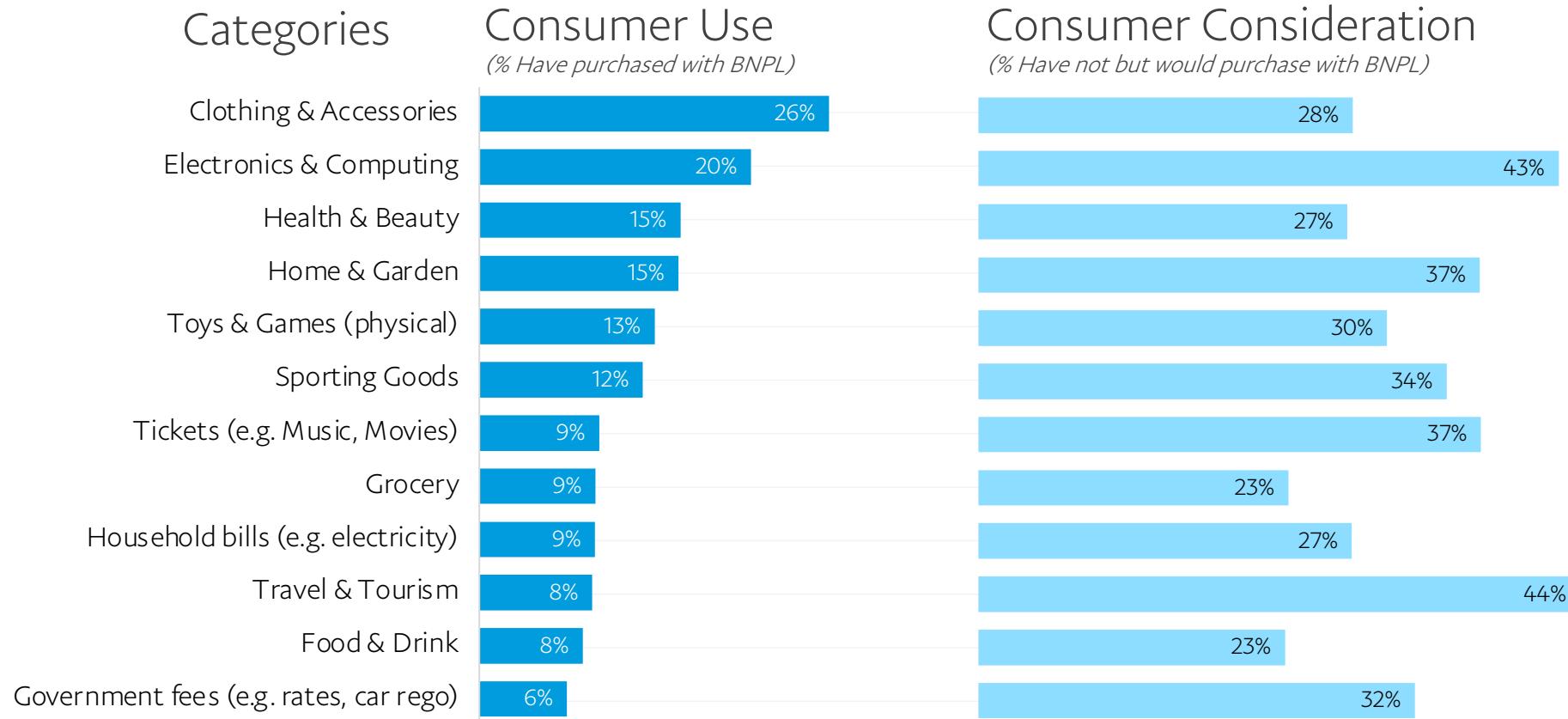
Again, Gen Y tops the BNPL list, spending \$184 on BNPL purchases per month. However, this is spread over a larger number of purchases, making the average Gen Y BNPL transaction value \$68 – lower than the national average.

Australians are using BNPL across a wide range of product types and categories, but purchasing clearly skews to physical products.

This likely reflects the early adoption of BNPL services by retailers in higher volume categories such as Fashion and Electronics.

# BNPL Purchasing by Category

Physical retail categories top the list for BNPL use however consumers are interested in using BNPL more for Travel & Tourism, Ticketed Experiences and Government fees



While Clothing & Accessories and Electronics & Computing are the top categories for BNPL use, Australians would use BNPL for a wider range of goods and services. This includes higher value categories such as Travel & Tourism, Ticketed Experiences, and Government fees.

Within current BNPL use categories, there are some generational differences. Gen X has a higher comparative BNPL purchase ratio for Toys & Games (likely reflecting their family composition), while Boomers have a higher BNPL purchase ratio for Home & Garden.

Regarding categories under consideration for BNPL use, Gen X finds Travel & Tourism particularly appealing and there's interest across the board for more BNPL purchases in Electronics and Computing.



CQ10. Which of the following types of products would you purchase using Buy Now Pay Later services?

CQ11. Which of the following categories would you purchase using BNPL?

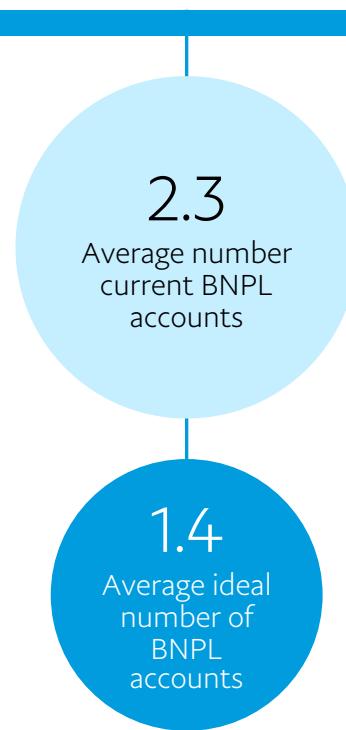
Base: Australians who shop online (n=1008)

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# BNPL Consumer Account Numbers

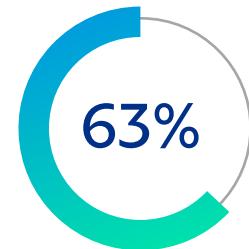
Half of BNPL users have 2 or more BNPL accounts, however most BNPL users (~60%) want only 1 account

## Number of Accounts (Of BNPL Users)

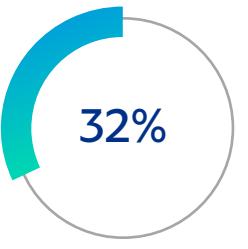


## Reasons for Multiple Accounts

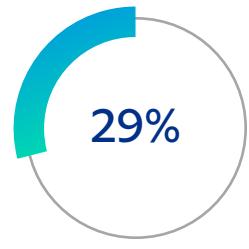
(Of people with more than 1 BNPL Account)



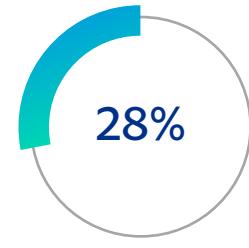
"I wanted to buy something from a website/store that didn't offer my existing service"



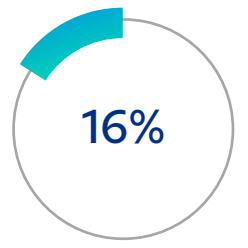
"I wanted to take part in a specific promotion or sales event"



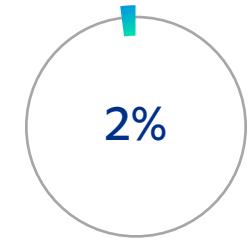
"I wanted to compare each BNPL offering"



"I got a sign-up offer or bonus (e.g. discount code)"



"Late fees were too high on one service, so I switched to another"



"I needed an account with a higher purchase limit/more credit"

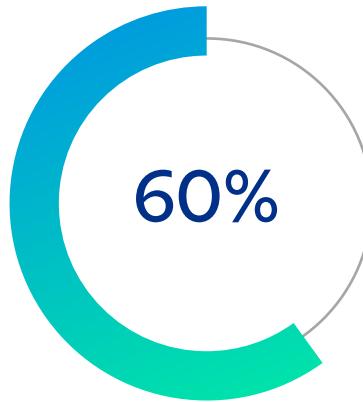
The proliferation of BNPL providers has led to consumers setting up additional accounts to use BNPL with retailers that don't offer their current providers.

Just over half of Australian BNPL users (51%) have 2 or more BNPL accounts and one-in-ten has 5 or more BNPL accounts. Gen Y BNPL users have an average of 3.1 accounts, followed by Gen X with 1.9.

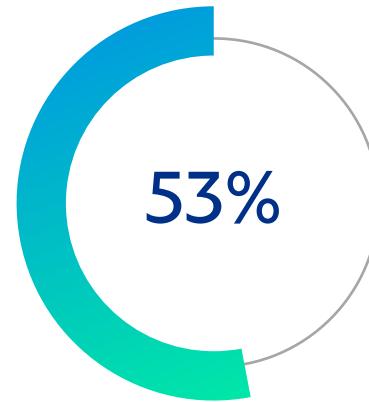
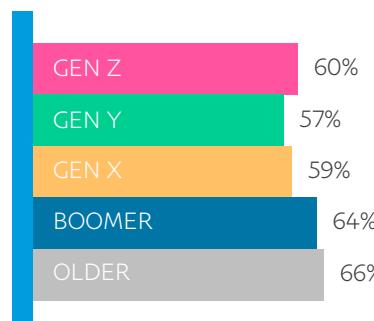
Most BNPL users want to reduce the number of accounts they have, likely to streamline their personal admin. Almost three –in-five BNPL users (59%) want one account at most (1.4 is the average ideal number of BNPL accounts consumers cited).

# BNPL Consumer Challenges

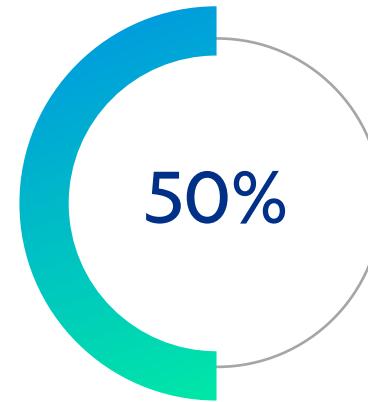
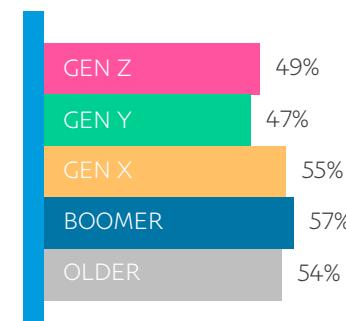
Customer experience will become increasingly important as BNPL providers compete – with security, ease of use, speed and fees being important factors



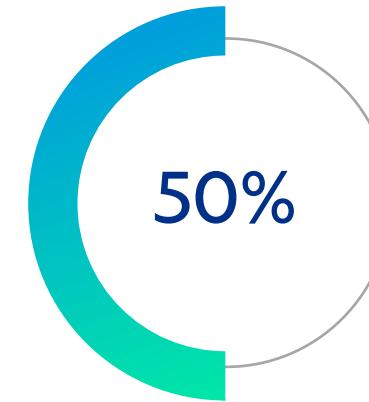
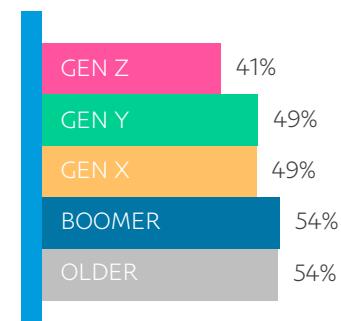
"I would abandon a Buy Now Pay Later purchase if I had security concerns"



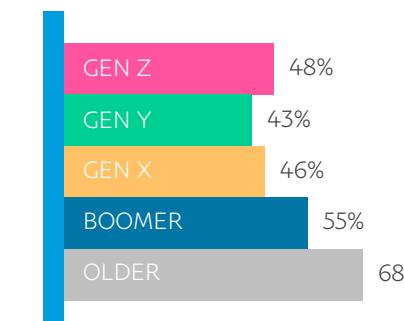
"I would abandon a Buy Now Pay Later purchase if it was too difficult"



"I would abandon a BNPL purchase if the initial account sign up process took too long or was too extensive"



"I would not use a Buy Now Pay Later service with high late fees"



One by-product of an increasing number of BNPL products in the market is the increased choice it gives consumers, empowering them to select the providers they want to use, as opposed to those they have to use.

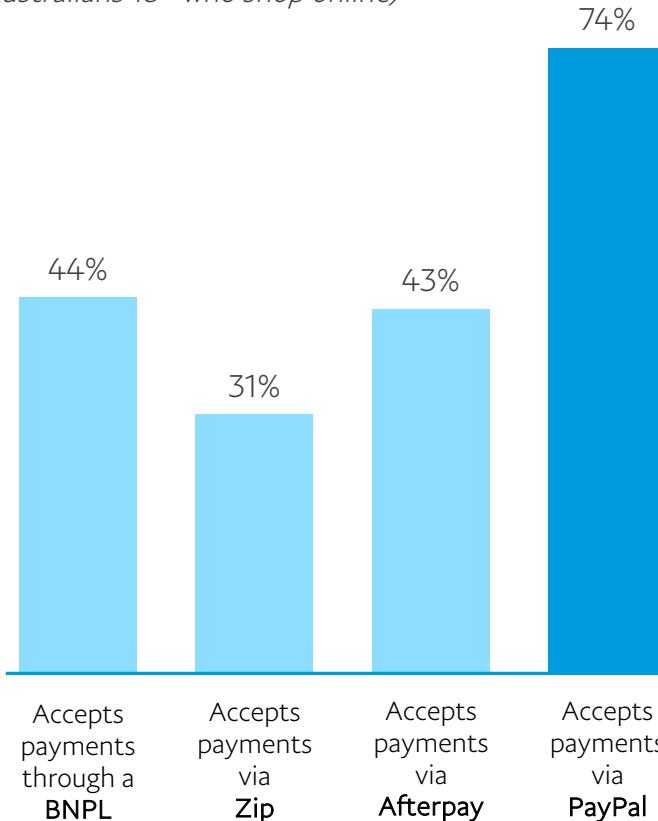
Reflecting this, three-in-five Australians (60%) would abandon a provider if they have security concerns, while half would abandon if the experience is too difficult, or the sign-up process is too complex.

We can also see a level of price sensitivity among older consumers, with Boomers and Older Australians particularly unlikely to consider providers with high late fees.

● GEN Z ● GEN Y ● GEN X ● BOOMER ● OLDER

# BNPL Likelihood to Purchase

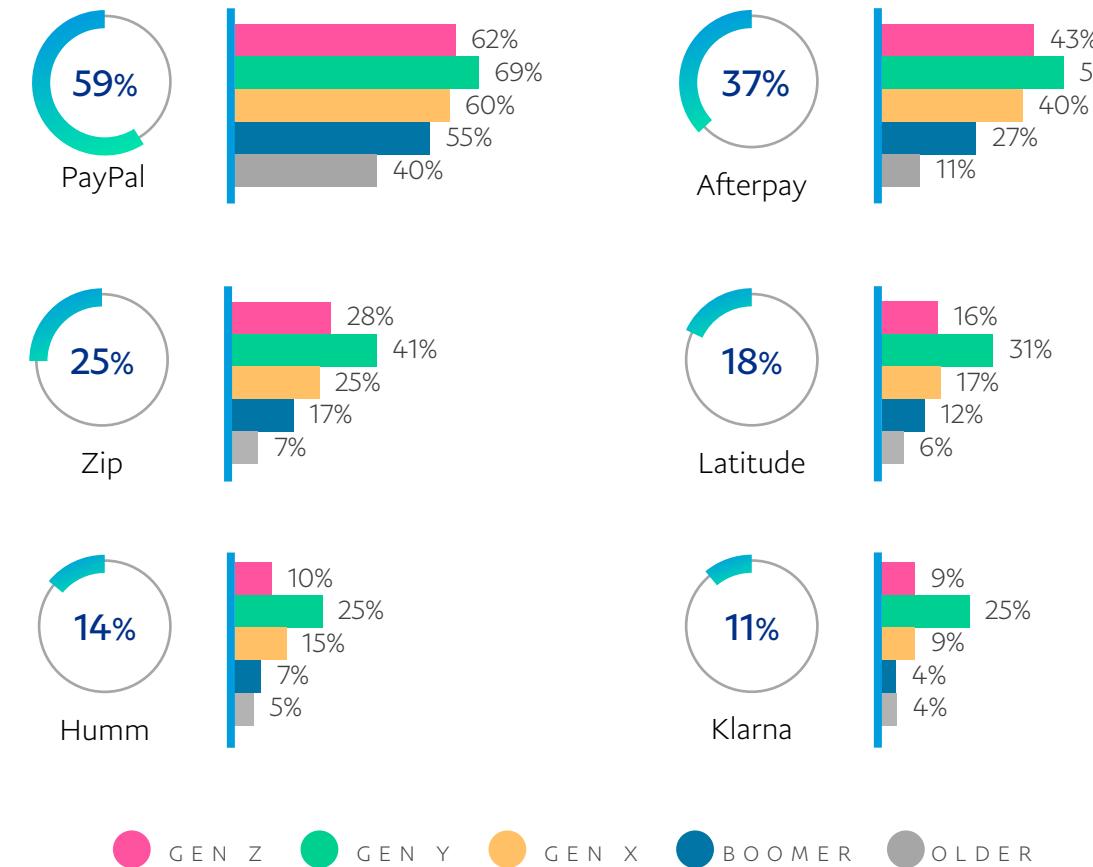
Likelihood to purchase on a site that:  
(Australians 18+ who shop online)



Offering BNPL increases likelihood to purchase, but not as much as offering consumers the most trusted online payment method, PayPal\*

\*Payment brand trust scores in Trend 2 section of this report

Likelihood to use a BNPL Service from:  
(Australians 18+ who shop online)



Almost three quarters of Australians (74%) are likely to buy from a site that offers PayPal, versus less than half (44%) from a site offering BNPL. This indicates consumer preference for PayPal is more impactful than offering BNPL for uplifting purchase likelihood.

The data also indicates Australian consumers are more likely to use a BNPL service from PayPal (59%) than the nearest competitor (37%). Although PayPal is a new entrant to the BNPL market, it appears preferred across all age groups.

These results highlight the business impact of building PayPal into an eCommerce offering, and stand in contrast to existing BNPL providers which record a more modest impact on purchase likelihood.

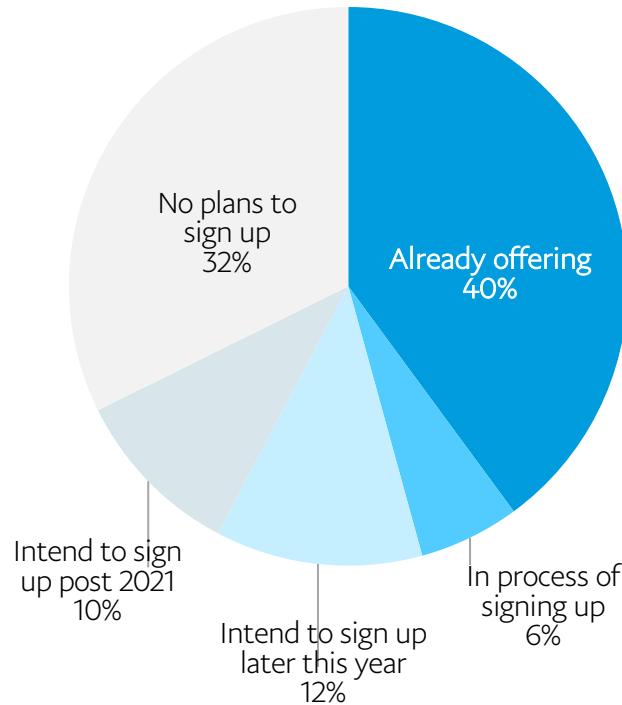


CQ16 - If you find a product that you want on two separate sites, both of which are offering it for the same price (including any shipping costs), how likely would you be to buy the product if it...?  
CQ17. How likely would you be to use a Buy Now Pay Later service from one of the following organisations?  
Base: Australians who shop online (n=1008)

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# BNPL Business Adoption

58% of online businesses have or plan to offer BNPL by the end of 2021



MQ3. Which of the following online payment options do you offer your customers?

MQ6. Thinking about Buy Now Pay Later services, which of the following apply to your business?

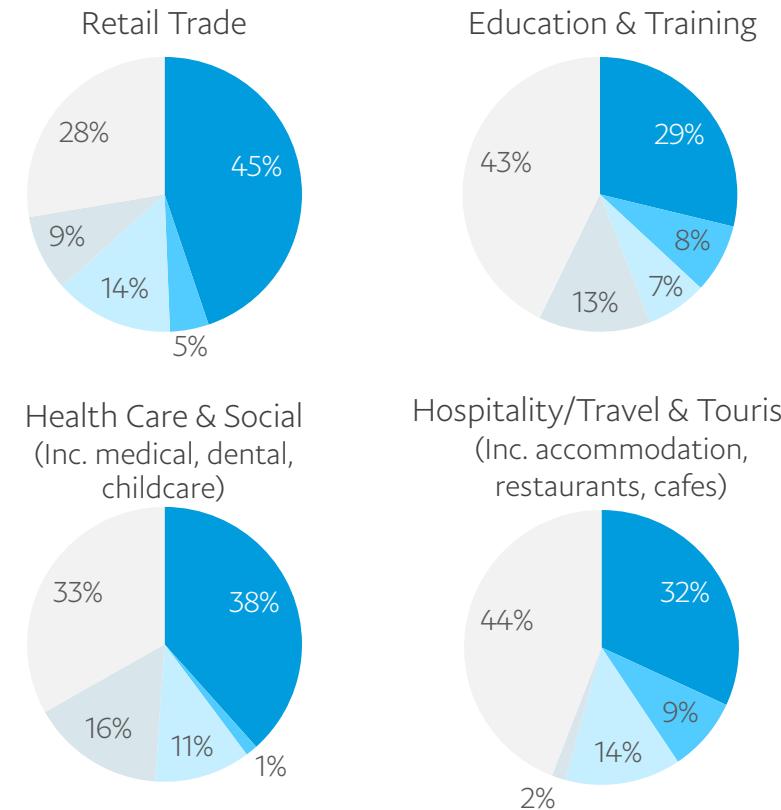
MQ8. Which of the following statements regarding Buy Now Pay Later services do you agree with?

Base: Online Businesses (n=321), Online Businesses offering BNPL (n=136)

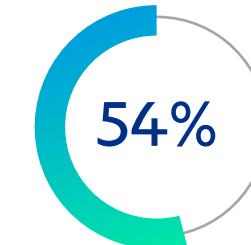
More than half of Australian online businesses (58%) have or plan to offer a BNPL service by the end of 2021

## BNPL Adoption by Industry

(*Online Businesses*)



## Key Adoption Driver



Of businesses who offer BNPL do so to meet their customers' expectations

The number of businesses offering BNPL is set to increase by ~50% through the rest of 2021, with almost three-in-five online businesses (58%) likely to have implemented at least one BNPL service by the end of the year.

As well as looking to achieve bottom line benefits, more than half of online businesses that offer BNPL say they feel they have to because their customers expect it.

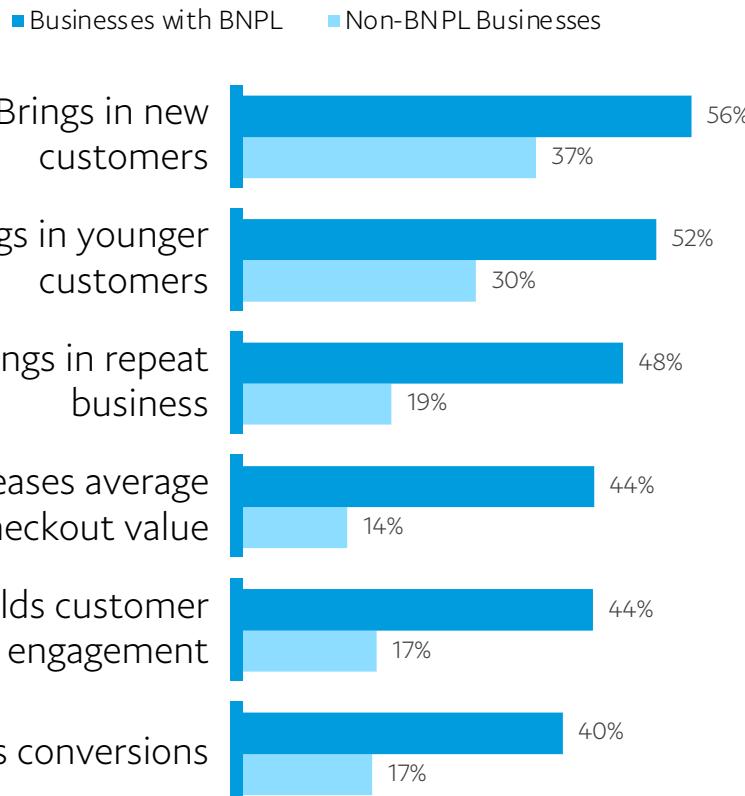
Not surprisingly, the retail industry has the highest adoption of BNPL.

Business size by revenue is also a factor in adoption of BNPL. While a third of businesses (32%) with revenues of \$200K p.a. or below offer BNPL, half the businesses (51%) with revenues above \$2M p.a. offer a BNPL option.

# BNPL Business Benefits

Businesses recognise BNPL's ability to attract new customers and drive increased checkout value and conversion

## Benefits of a BNPL option



## BNPL Revenue

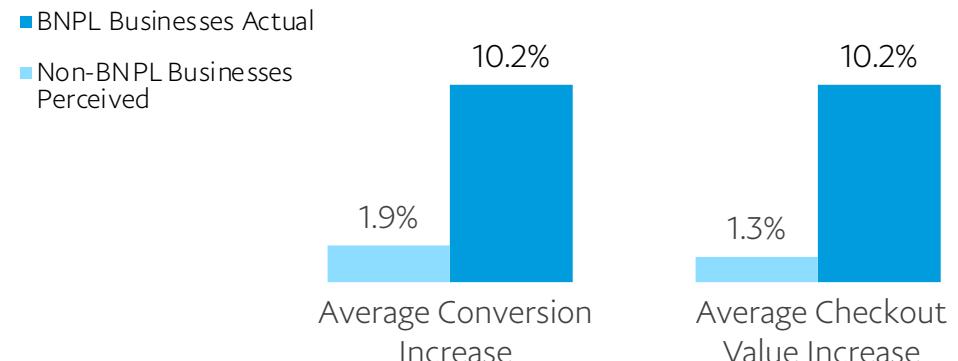
(Online Businesses with BNPL)



Businesses offering BNPL see 31% of sales revenue, on average, come from BNPL purchases

## Impact of offering a BNPL option

(BNPL Businesses actual uplift vs Non-BNPL Businesses perceived uplift)



From a business perspective, BNPL is seen as a customer acquisition tool, particularly to attract younger customers. Other benefits experienced are repeat business, increased average checkout value, building customer engagement and increased average conversion.

Businesses with BNPL as a purchase option report on average 31% of their sales revenue coming from BNPL purchases.

Businesses offering BNPL reported double digit growth (10.2%) in terms of both average checkout value and conversion rate as a result of offering BNPL.

The actual uplift is greater than the expectations of businesses without BNPL, suggesting the value delivered by BNPL is underestimated.

MQ7. What are the benefits for your business of implementing Buy Now Pay Later services?

MQ5. Approximately what percentage of your online sales revenue, on average, results from sales using a Buy Now Pay Later service?

MQ9. What impact <has implementing Buy Now Pay Later had / do you think implementing Buy Now Pay Later would have> on the following...? AVE CHECKOUT VALUE/CONVERSION%

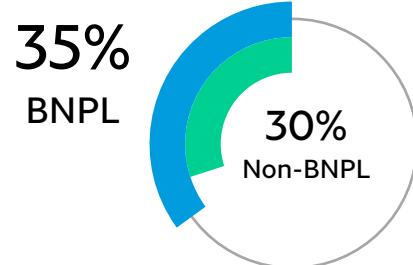
Base: Online Businesses (n=321), Online Businesses offering BNPL (n=136), Online Businesses not offering BNPL (n=185)

# BNPL Business Challenges

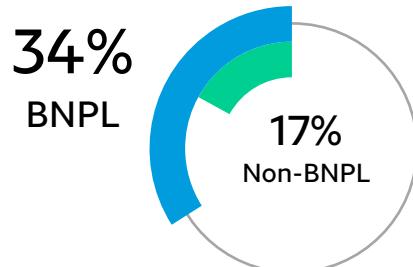
Businesses with BNPL are looking to offer more BNPL options to meet consumer expectations, despite concerns about the additional complexity and costs this may bring

## Challenges

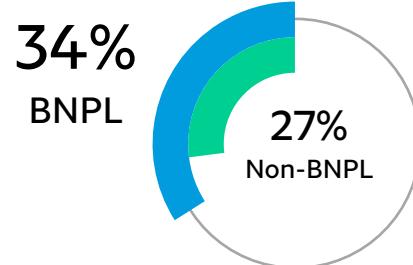
(Businesses offering BNPL, Businesses not offering BNPL)



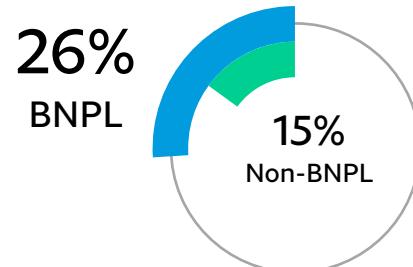
"I'd rather deal with one provider for all my payment needs rather than multiple providers"



"Offering multiple BNPL services makes back-end operations more complex/difficult to manage"



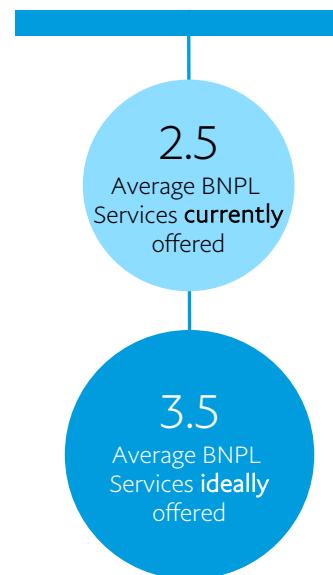
"BNPL Merchant fees are too high"



"BNPL solutions are not easy to integrate"

## Businesses with BNPL

want to introduce an additional BNPL service to cater to customer demands



More than a quarter of businesses (27%) offering an online BNPL option offer 3 or more BNPL services, with one-in-eight (12%) offering 6 or more BNPL options for their customers.

On average, businesses with BNPL offer 2.5 services, but ideally would like to offer one more (3.5) to fulfil customer expectations.

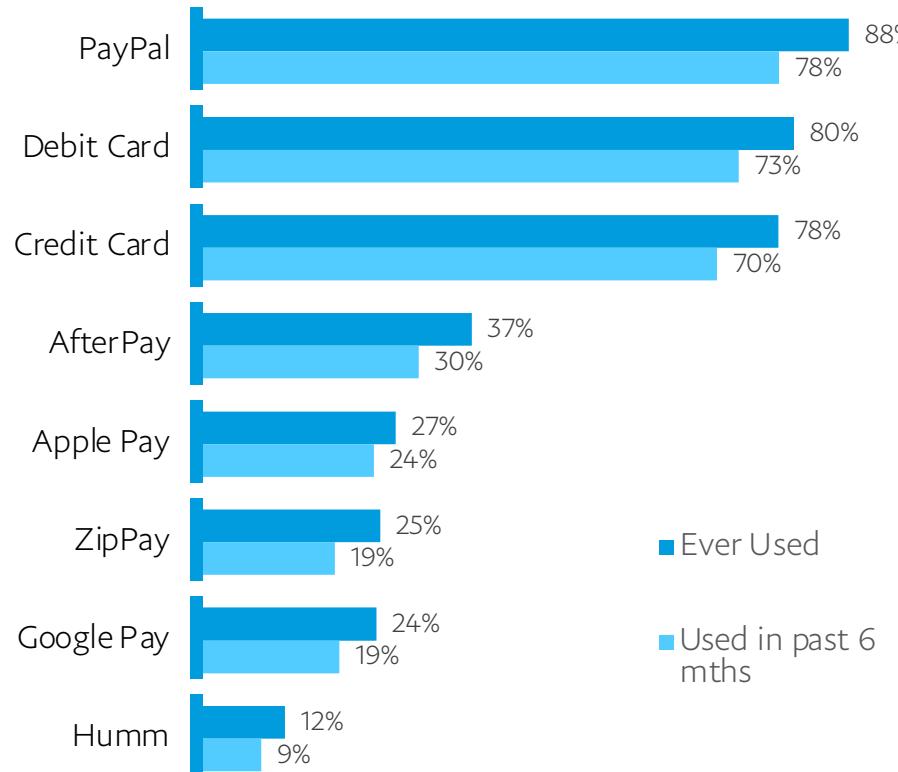
Integrating new BNPL payment solutions does however introduce a greater level of complexity for some businesses' back-end systems. This may add administrative overheads for those businesses aiming to offer consumers access to multiple BNPL providers.

# Trend 2 **Payments & Trust**

# Consumer Online Payments Use & Trust

## Payment Method Usage

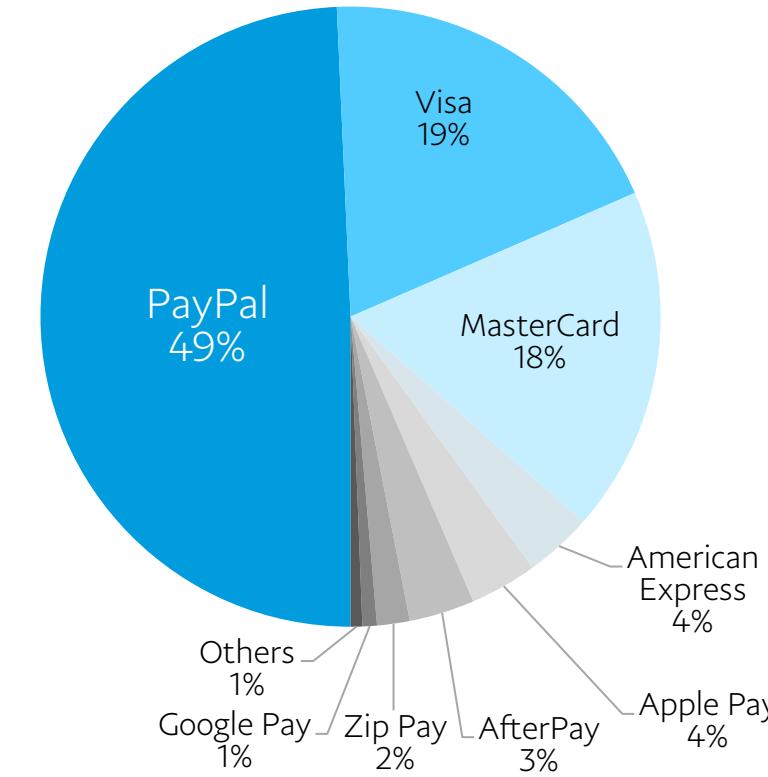
(Australians 18+ who shop online)



When it comes to online payments, PayPal leads all other methods in terms of use and consumer trust

## Most Trusted Payment Brand

(Australians 18+ who shop online)



Results show almost nine-in-ten Australian consumers (88%) have used PayPal for online payments, ahead of both credit and debit cards.

Despite the growth of BNPL, Afterpay (37%) and ZipPay (25%) remain well behind in terms of overall use for online payments.

When we asked consumers to select the one brand they most trusted for online purchases, the data indicates PayPal is the brand that Australians trust the most.

The 30% gap in trust between PayPal and its nearest contender may reflect the secure service offered by PayPal and the protections, ease and convenience the PayPal service offers to Australian consumers.



CQ1a. Thinking about when you make a purchase online, which of the following payment options, if any, have you used - EVER USED

CQ15. Which brand do you trust the most when purchasing or transacting online?

Base: Australians who shop online (n=1008)

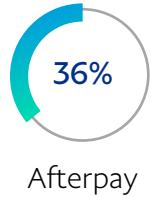
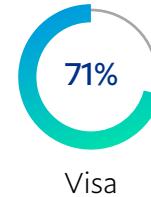
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# Trust in Online Payment Platforms: Security

PayPal also has a clear advantage as the brand consumers trust to deliver payments securely

## Brands Trusted to: Keep your payments secure

(Australians 18+ who shop online)



● GEN Z ● GEN Y ● GEN X ● BOOMER ● OLDER

CQ13. Which of the following online payment brands would you trust to keep your payment secure?  
Base: Australians who shop online (n=1008)

PayPal's strong brand presence is underpinned by the significant level of trust it has built with Australians of all ages.

This is evident in the data, with a high level of agreement that PayPal is a brand consumers trust to keep their payments secure.

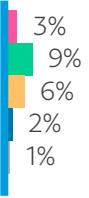
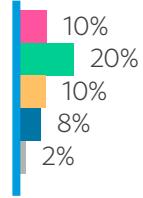
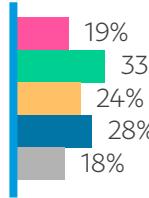
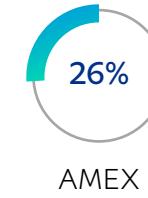
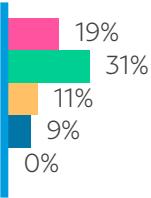
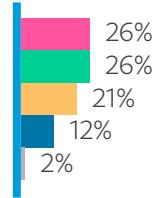
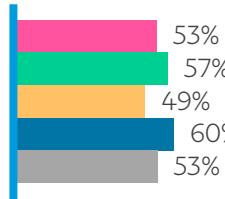
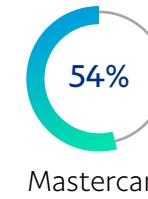
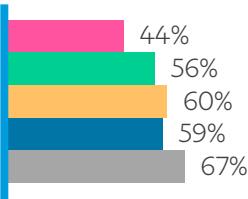
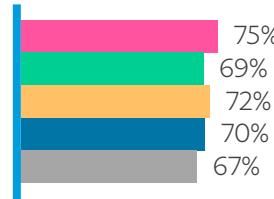
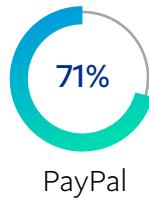
While trust in PayPal's payment security is high across all demographics, younger consumers trust PayPal's security the most (Gen Z and Gen Y 83%).

In comparison, BNPL brands perform most strongly within the Gen Y heartland. But even so, the level of trust Gen Y has in PayPal is higher than the level of trust they have for BNPL brands in regards to payment security.

# Trust in Online Payment Platforms: Protection

PayPal is also most trusted by consumers to protect them should something go wrong with an online purchase

## Brands Trusted to: Cover you should something go wrong (*Australians 18+ who shop online*)



Q14. Which of the following online payment brands would you trust to cover you should something go wrong with the purchase?

Base: Australians who shop online (n=1008)

Australian consumers also have more confidence in PayPal to look after them if something goes wrong with an online purchase.

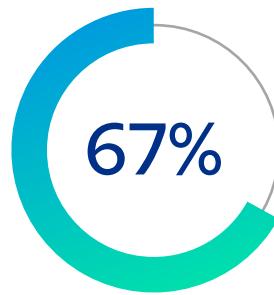
The data indicates that PayPal's Buyer Protection is well known and understood by online shoppers, particularly our youngest consumers (Gen Z 75%).

PayPal's Buyer Protection offers consumers comprehensive protection if their eligible transaction has a problem, such as if an item doesn't arrive, is significantly different to the seller's description, is defective, damaged or counterfeit.

Pure-play BNPL providers, by comparison, did not score highly on this trust metric.

# Trend 3 **Online Discounts & Sales Events**

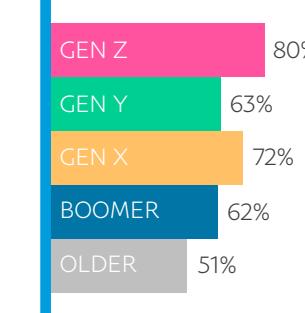
# Sales Events



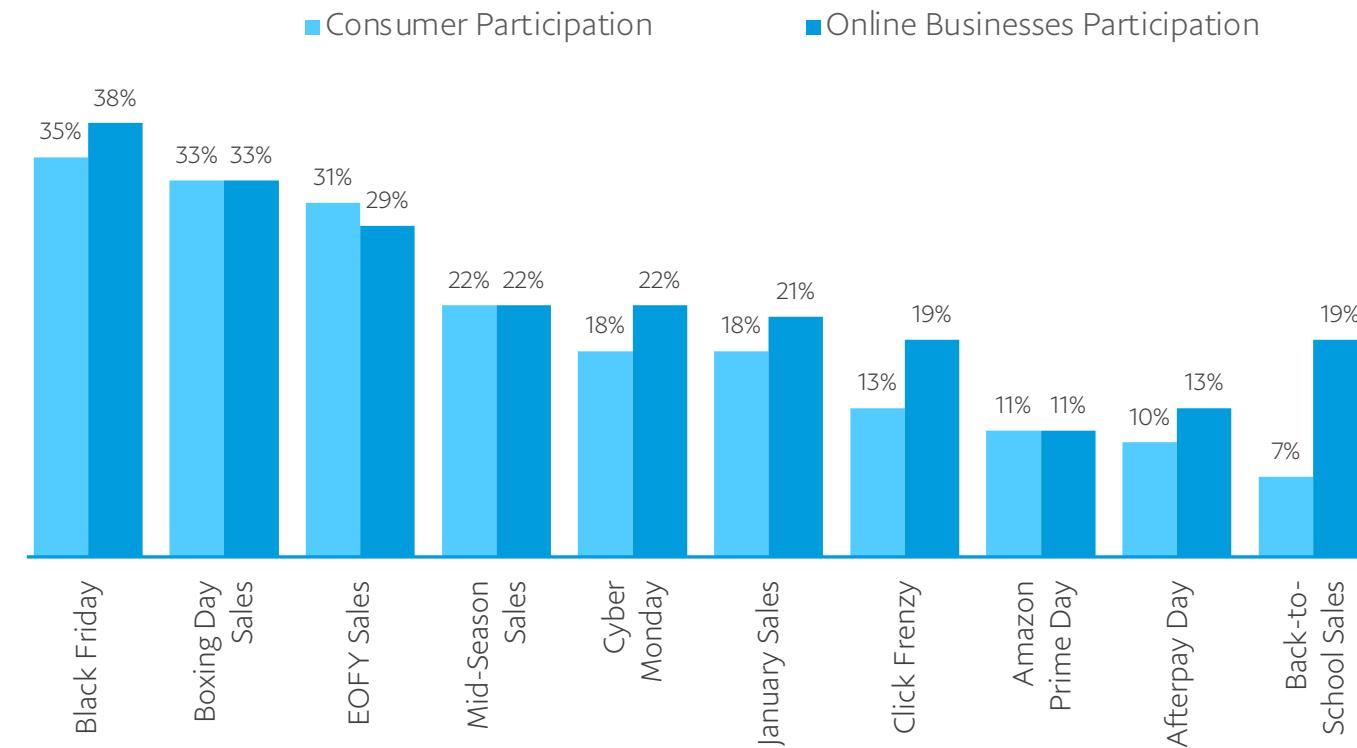
Australian consumers are always looking for sales or discount codes



1-in-6 consumers (16%) only shop online when items are on sale. This jumps to one-in-four for Gen Y



## Online Sales Events: Consumer and Business Participation



Australians love a discount, with Black Friday overtaking Boxing Day as the nation's favourite online sales event

Australians are increasingly viewing sales as the norm, with two-in-three (67%) always looking for sales or discount codes.

There is also a small but significant cohort (16%) that report only shopping online when items are on sale.

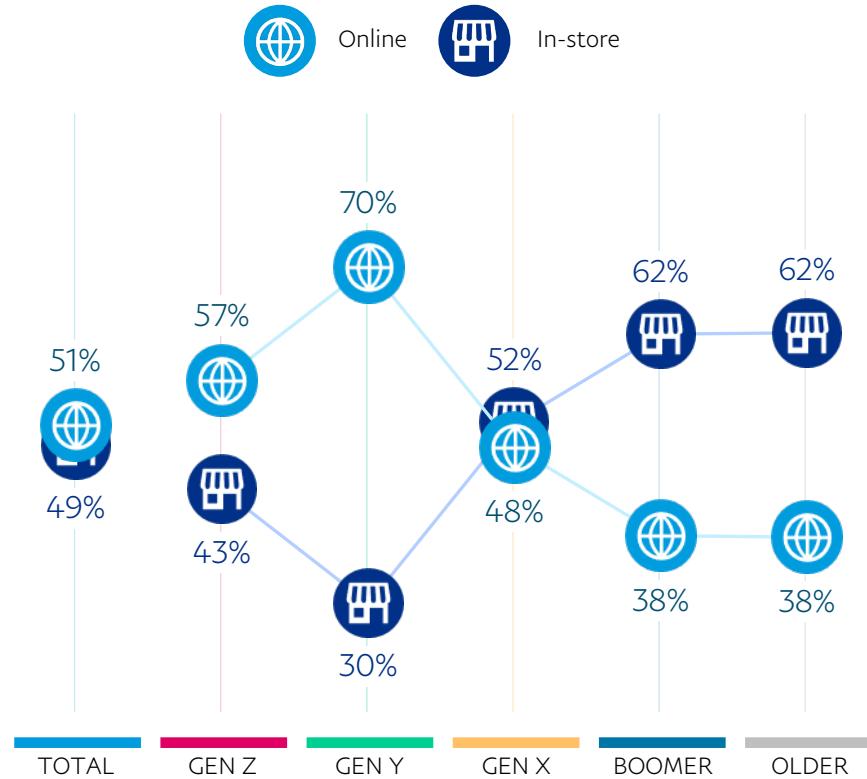
In 2019 when this survey was last done, Boxing Day and EOFYS were equal top of the list for Australian consumer online sales events.

However, the US pre-Christmas Black Friday sale has successfully achieved a pan-Pacific takeover to become the number one online sales event to give Australians a discount retail fix.

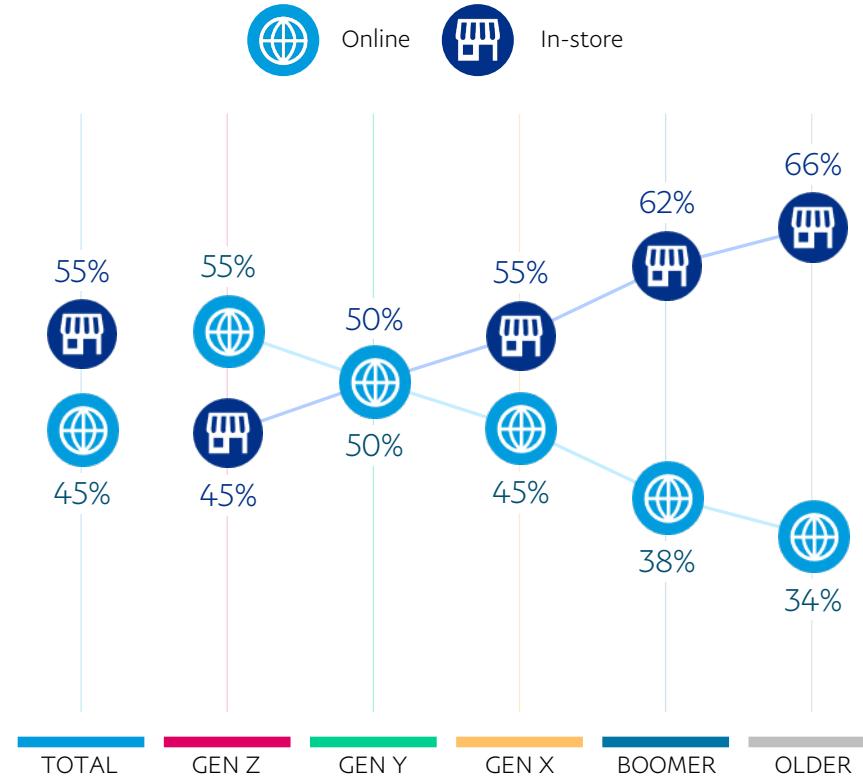
# Sales Events

Australians prefer to shop sales events online, however, find themselves still doing most of their sales event shopping in person, except for younger cohorts

## Preferred way to shop the sales



## Most used way to shop the sales



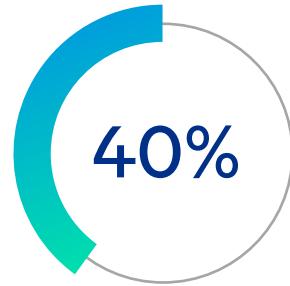
Just over half of Australians (51%) *prefer* to shop sales events online with that preference strongest for Gen Y (70% preference to shop sales online).

However, even in these COVID times, 55% of Australians report that in-store (55%) rather than online (45%) is the way they usually shop sales events. The exception is younger shoppers Gen Z (55% online) and Gen Y (equal online and in-store), indicating that online may become the usual way to shop sales events in the near future.

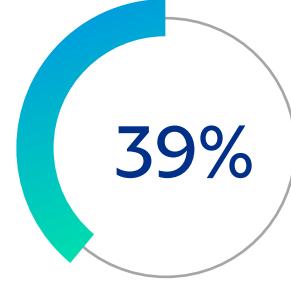
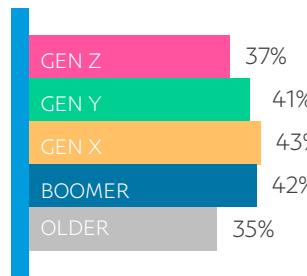
Men are far more likely to shop the sales in-store (61%) compared to women (49%) although that gap narrows for preferred way to shop the sales (In-store Men 51%, Women 47%)

# Online Shopping Perceptions

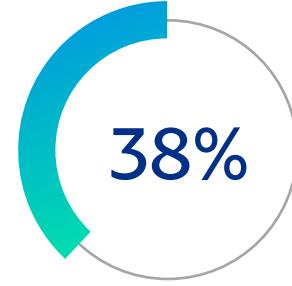
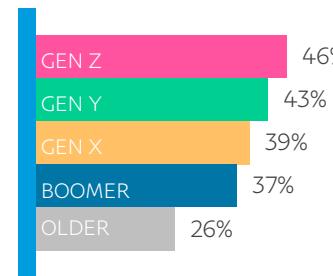
Online sales event shopping is preferred with many consumers citing greater convenience, speed, product choice and ease



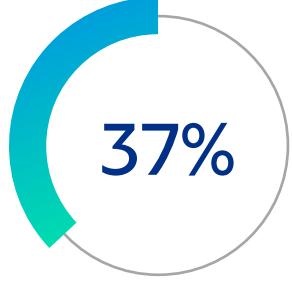
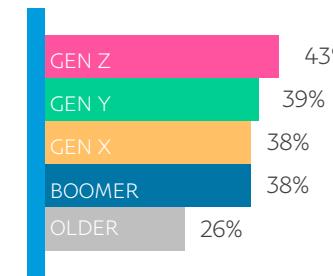
I check online prices when I am shopping physically in a store to compare item costs and get the best deal



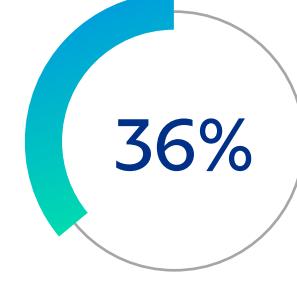
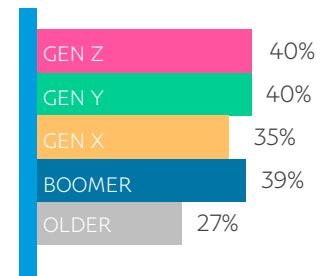
It is faster and more convenient to shop sales events online



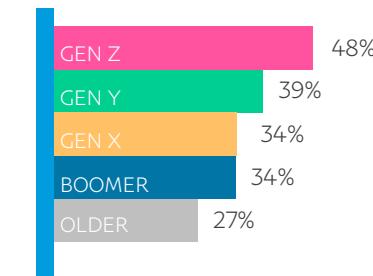
Shopping sales events online lets me **avoid the crowds**



There is **more product choice** online



I feel I get **better deals** online



When it comes to shopping the sales, many Australians will choose to do this digitally, preferring the online experience to fighting the crowds in the local high street.

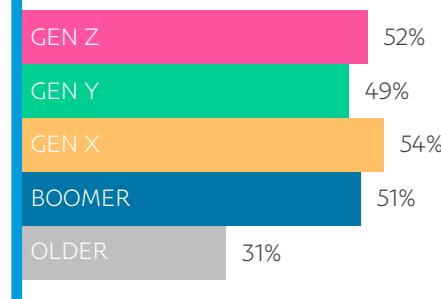
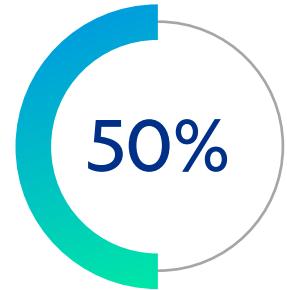
Additionally, more than one-in-three agree there is more product choice, and they get better deals online. Even if they do choose to go in-store, two-in-five will compare item costs on their mobiles to ensure they're not overpaying.

This behaviour (mobile price comparison while in-store) shows how channels are overlapping and digital experiences and online content now impact all consumer touchpoints.

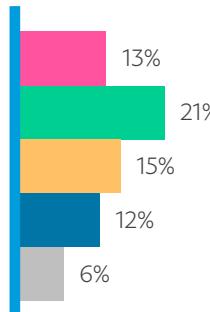
# Purchasing Behaviour

When there are sales and discounts, consumers use a number of strategies to ensure they get the best price possible

Australians hate buying at full price

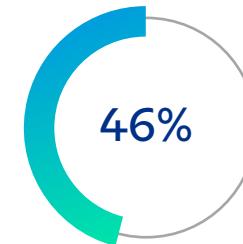


Discount FOMO

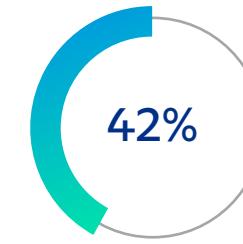


1-in-7 Australians (14%) feel like they're losing money if they miss out on a sale item

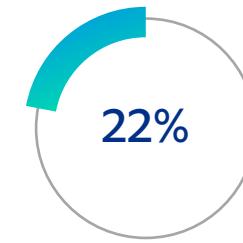
Online Purchase Situations



Waited until an item was on sale to buy it (e.g. Black Friday, Boxing Day Sales)



Bought an item using a personalised discount (e.g. 10% off on your birthday)



Bought a brand I wouldn't usually buy because it was on sale



Bought an item, returned it and re-purchased it at a lower price when it went on sale

While the physical stampede for a great deal doesn't happen online, Australian shoppers still have strategies they use to help them get the best deals in digital environments.

This ranges from waiting until products go on sale before purchasing (46%) through to returning pre-sale purchases and buying again when the item is on sale (10%).

Sales also drive brand consideration with one-in-five consumers (22%) trying new brands because items were on sale.

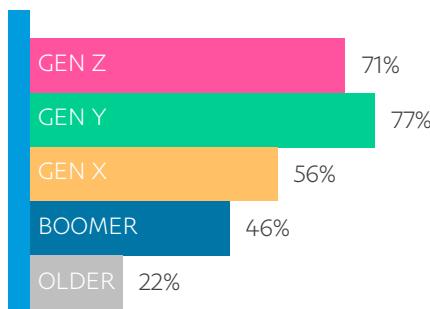
Half of Australian consumers agreed that they hated buying at full price, while one-in-seven (14%) feel they are losing money if they miss out on a sale item.

# Impulse Purchasing

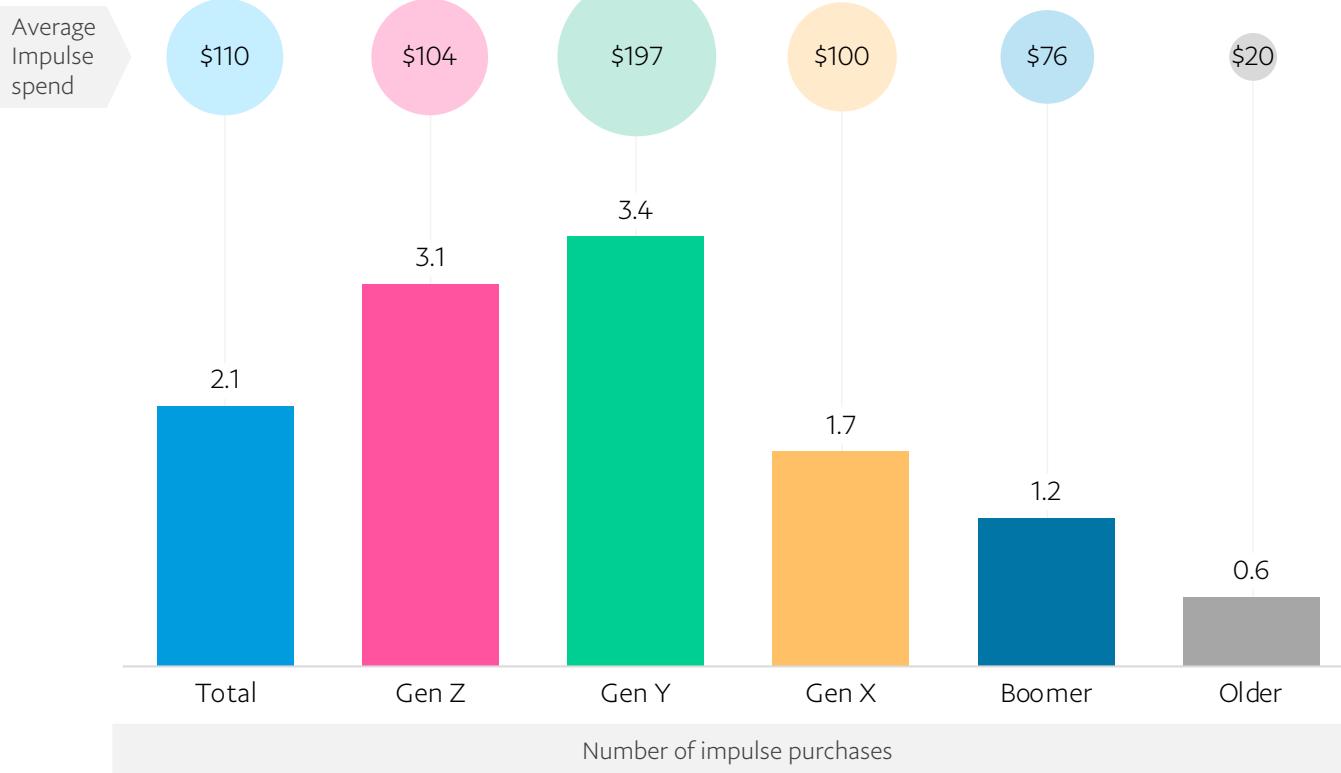
Sales and discount offers drive additional purchasing with more than half of Australians admitting to impulse buying items because they were on sale during the last 3 months



Consumers have bought an item on impulse because it was on sale, in the last 3 months



**Impulse Purchasing**  
(Number of impulse purchases in the past 3 months)

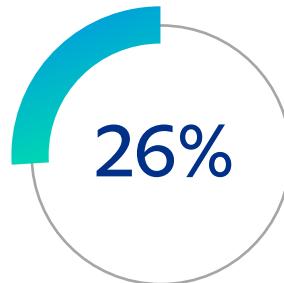


More than half of Australians (58%) have made an impulse purchase because items were on sale, indicating that online sale events and discount offers drive unplanned and potentially additional purchases.

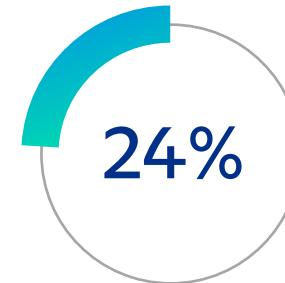
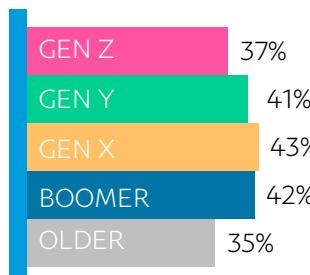
The average shopper bought 2.1 items and spent \$110 on unplanned purchases when presented with discounts. Gen Y are the biggest sale-driven impulse spenders with 3.4 items costing \$197 over the last 3 months.

# Sale Shopping Pitfalls

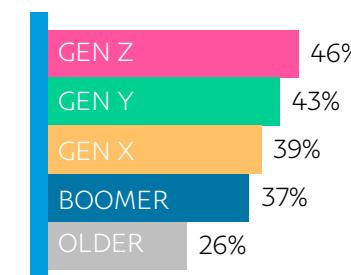
## Online Purchase Situations



Bought an item that wasn't needed because it was on sale

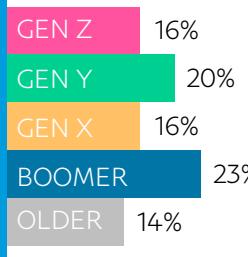
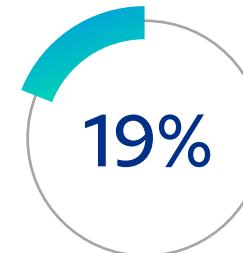


Bought something because it was on sale and regretted it later



Online sales drive impulse purchasing and brand experimentation, and for consumers, there are some risks associated with these buying behaviours

One-in-five Australians feel continual discounting drives over-consumption and waste



It's clear that consumers love a good sale, however the shopping behaviours driven by online sales and discounts are not without risk.

One-in-four consumers (26%) bought something they didn't need or something they later regretted (24%) because those items were on sale.

One-in-five consumers (19%) feel that discounting drives over consumption, potentially highlighting a disconnect for some between the desire for a deal and other personal values.

# Appendix

# PayPal eCommerce Index 2021 Trend Report Overview



## Research Objective

To help PayPal develop engaging content on current trends within the Australian eCommerce landscape that will further cement its position of leadership and innovation



## Audience

1,008 Australians aged 18+ who shop online and use a smartphone & 417 business decision makers within Australia



## Objectives



### Consumers

Evaluate the changing payments landscape

Identify consumer experiences and attitudes towards online shopping

Explore current and future usage of Buy Now Pay Later, including the brands that consumers trust to deliver these services

Understand the role discount shopping has to play in a post COVID-19 world



### Businesses

Explore the current merchant payment landscape

Assess current levels of usage of Buy Now Pay Later services in the merchant community

Unpack attitudes towards Buy Now Pay Later services, and how they will impact future take-up

Investigate the perpetual sales cycle, to understand the delivery of sales by Australian merchants

# About the research

**OVERVIEW:** This research report was produced by PayPal Australia Pty Limited, based on a study conducted by ACA Research with n=1,008 Australian consumers and n=417 businesses. It contains general observations about trends in eCommerce, and does not take into account the objectives, situation or needs of any specific business or individual.

The consumer research conducted by ACA Research consisted of a 10-minute online survey of n=1,008 Australians aged 18 and older, who shop online and use a smartphone, exploring adoption, usage, and sentiment towards eCommerce, Buy Now Pay Later, and online sales. In addition, ACA Research conducted a 5-minute online survey of n=417 business decision makers within Australian small and medium B2C retailers and merchants, exploring their attitudes and behaviours around eCommerce, Buy Now Pay Later, and online sales. Numbers may not add to 100% due to rounding.

**CONSUMER SAMPLING:** The consumer research consisted of a sample of n = 1,008 Australians aged 18+ who shop online and use a smartphone (which represents approximately 82% of total Australian population 18+). The sample was weighted by age, gender and location to ensure data was nationally representative. Significance testing was conducted at a 95% confidence interval, with a potential sampling error of 3.1%.

A cohort of Buy Now Pay Later (BNPL) users were also included in the research, with the 'BNPL Boost' consisting of n=761 Australian smartphone users 18+ who have used a BNPL service. This consists of the n=445 BNPL users from the nationally representative sample, and an additional n=316 BNPL users sampled to improve the statistical reliability of this cohort. The BNPL Boost sample was weighted in line with the characteristics of this audience within the nationally representative sample, and analysis of the BNPL Boost has a potential sampling error of 3.5%.

**BUSINESS SAMPLING:** The business research consisted of a sample of n = 417 decision makers within Australian small and medium businesses. All businesses had to sell partially or wholly to consumers. Quotas were set on turnover and location, and the sample was weighted by business size and industry to ensure the data was a reliable cross section of Australian businesses. The key subgroup within this sample is a cohort of n = 321 business that sell or take payments online. Significance testing was conducted at a 95% confidence interval, with a potential sampling error of 5.5%.

**METHODOLOGY:** Online self-completion survey. The research was carried out in compliance with the AMSRS Guidelines and Australian Privacy Principles. Sample was sourced through consumer and business research panels, with participants incentivised for completing the survey.

**TIMING:** The research was in field from Wednesday 21<sup>st</sup> April to Monday 3<sup>rd</sup> May 2021.

**GENERATIONAL AGES:** Generational Ages as at 2021: Gen Z (18-26 years); Gen Y (27-38 years); Gen X (39-53 years); Baby Boomer (54-68 years); Older Australians (69+ years).

## About PayPal

PayPal has remained at the forefront of the digital payment revolution for more than 20 years. By leveraging technology to make financial services and commerce more convenient, affordable, and secure, the PayPal platform is empowering more than 300 million consumers and merchants in more than 200 markets to join and thrive in the global economy. For more information, visit [paypal.com](https://paypal.com) or the PayPal Newsroom.

## About PayPal Australia

PayPal has been operating in Australia since 2005 and has more than 9.1 million active customer accounts. PayPal enables Australian businesses to transact online and off-line, from sole proprietors and developers to established large merchants. The PayPal service is provided by PayPal Australia Pty Limited (ABN 93 111 195 389) which holds an Australian Financial Services Licence number 304962. Visit PayPal Australia Newsroom for more information and follow us on Twitter, Instagram.

PayPal's BNPL solution in Australia, PayPal Pay in 4, is issued by PayPal Credit Pty Limited, ACN 600 629 258.

**Media Contact:** [paypal@edelman.com](mailto:paypal@edelman.com)

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