Peer to Peer Payment Practices and Associated Risks: A Survey of Vermont Adults Ages 18+

April 2020
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BACKGROUND AND METHODOLOGY

A growing number of consumers are using peer-to-peer payment (P2P) platforms to send money to someone else’s account – a relatively quick and easy way to transfer money. Although it’s convenient, scammers have caught on to this method of payment.[1] Once money has left a person’s account, it’s very difficult to recover it if it falls into a scammer’s hands.

Some consumers are unaware that peer-to-peer payment platforms are meant to be used between people you know and trust. Venmo’s website specifically states, “Avoid payments to people you don’t know, especially if it involves a sale for goods and services (like event tickets and Craigslist items).”[2] Scammers have been known to place false classified ads for tickets to a sporting event, to buy goods or services, or even to buy a pet.

This report reflects results from a larger survey among 419 Vermont adults ages 18 and older which highlights people’s experiences with peer-to-peer payment platforms.* The survey has a sampling margin of error of ±5.9 percent. This survey was also conducted nationally and in three other states: Connecticut, Pennsylvania, and Washington. To view the national and state reports and/or the full study methodology for these studies, please go to www.aarp.org/p2prisks.

*The peer-to-peer payment questions were part of a larger survey, Season’s Cheatings: Beware of Holiday Scams, released in December 2019. The full annotated questionnaire may be found at www.aarp.org/seasonscheatings. The results of this report focus only on P2P questions.
KEY FINDINGS
Key Findings

➢ The majority of Vermont adults report using P2P payment platforms. And among those users, nearly half say that they sometimes or frequently use P2P while about half report rarely using them.

➢ More education is needed to raise awareness on how peer-to-peer (P2P) payment platforms operate. Over half of Vermont adults incorrectly answered a quiz question about being able to reclaim your money if you make an error sending money through a peer-to-peer payment system. (You typically cannot.)

➢ Vermont adults are using P2P payment platforms to send money to people they don’t know. When making a purchase through an online bidding site (i.e., eBay), over half send the money to a seller with whom they have previously never done business and nearly half send the money to a seller rated highly for fulfillment and delivery. (It is unsafe to use P2P payment platforms in this way.)
The majority (65%) report using P2P payment platforms.

Younger adults are more likely than older adults to use P2P payment platforms.

Q20. Have you used any of the following Peer-to-Peer payment platforms? Base: All respondents
Nearly three in five Vermont adults say that they use P2P payment platforms *sometimes* or *frequently*.

In fact, younger adults are more likely than older adults to say that they use it *sometimes* or *frequently*. And, older adults, are more likely to report that they *rarely* use it.

Q21. Again, only thinking of your experiences with individuals and not retailers, how often do you use the Peer-to-Peer payment platforms?

Base: Those who have used a Peer-to-Peer payment platform

<table>
<thead>
<tr>
<th>How Often Adults Use Peer-to-Peer Payment Platforms</th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Rarely</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL (n=283)</td>
<td>26%</td>
<td>35%</td>
<td>39%</td>
</tr>
<tr>
<td>&lt;50 (n=159)</td>
<td>26%</td>
<td>35%</td>
<td>39%</td>
</tr>
<tr>
<td>50+ (n=124)</td>
<td>9%</td>
<td>26%</td>
<td>65%</td>
</tr>
</tbody>
</table>

Q21. Again, only thinking of your experiences with individuals and not retailers, how often do you use the Peer-to-Peer payment platforms? Base: Those who have used a Peer-to-Peer payment platform.
Over half of Vermont adults incorrectly answered a quiz question about being able to reclaim your money if you make an error sending money through a peer-to-peer payment system.

QUIZ QUESTION: If you make an error when sending money through a Peer-to-Peer payment system, you will be able to reverse the transaction to reclaim your money.

FALSE (47% answered the question correctly)

TRUE (53% answered the question incorrectly)

Q28. If you make an error when sending money through a Peer-to-Peer payment system, you will be able to reverse the transaction to reclaim your money. Base: All respondents
The top three reasons for using P2P payments are purchasing an item through an online bidding site, sending money to a friend, and sending money to a family member.

- Purchase an item through an online bidding site (i.e., eBay) - 49%
- Send money to a friend - 30%
- Send money to a family member - 29%
- Purchase a ticket to an event - 16%
- Pay someone for services (i.e., housekeeping, babysitting) - 12%
- Reimburse someone for tickets to a movie, for your share of a restaurant tab, etc. - 12%
- Purchase an item through classified ads (i.e., Craigslist) - 9%
- Send money to a neighbor - 3%
- Send money to someone you met online - 3%
- Make a payment for a new pet - 3%
- Other, please specify - 15%

Q22. Have you ever used a Peer-to-Peer payment platform to do any of the following? Select all that apply. Please do not include your experiences with retailers.

Base: Those who have used a Peer-to-Peer payment platform
Age differences were found among those who say they used P2P payment platforms.

Younger adults are more likely than older adults to use P2P payment platforms to send money to a friend or family member.

Top Three Reasons Adults Use Peer-to-Peer Payment Platforms

- Purchase an item through an online bidding site
- Send money to a friend
- Send money to a family member

Q22. Have you ever used a Peer-to-Peer payment platform to do any of the following? Select all that apply. Please do not include your experiences with retailers.

Base: Those who have used a Peer-to-Peer payment platform

<table>
<thead>
<tr>
<th>Reason</th>
<th>TOTAL (n=283)</th>
<th>&lt;50 (n=159)</th>
<th>50+ (n=124)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase an item through an online bidding site</td>
<td>49%</td>
<td>53%</td>
<td>44%</td>
</tr>
<tr>
<td>Send money to a friend</td>
<td>30%</td>
<td>45%</td>
<td>15%</td>
</tr>
<tr>
<td>Send money to a family member</td>
<td>29%</td>
<td>37%</td>
<td>21%</td>
</tr>
</tbody>
</table>

49% TOTAL (n=283)
30% <50 (n=159)
29% 50+ (n=124)
About half of Vermont adults send P2P payments to make purchases from sellers* they have never done business with before or highly rated sellers.

<table>
<thead>
<tr>
<th>Reasons for Using P2P Payment Platforms</th>
<th>Family member</th>
<th>Friend</th>
<th>Neighbor</th>
<th>Co-worker</th>
<th>Stranger</th>
<th>Seller never done business with before</th>
<th>Seller did business with before</th>
<th>Highly rated seller</th>
<th>Acquaintance</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase an item through an online bidding site (i.e, eBay) (n=135)</td>
<td>9%</td>
<td>6%</td>
<td>--</td>
<td>2%</td>
<td>27%</td>
<td>55%</td>
<td>32%</td>
<td>48%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Q23. When you used the Peer-to-Peer payment platform to [INSERT RESPONSE FROM Q22], who did you send money to? Base: Those who have used a Peer-to-Peer payment platform.

*Through an online bidding site, through classified ads, or for a ticket to an event. (Note: The following response options were excluded due to a small base: purchase an item through classified ads, purchase a ticket to an event, reimburse someone for tickets to a movie, for your share of a restaurant tab, etc., pay someone for services (i.e., housekeeping, babysitting), make a payment for a new pet, send money to someone you met online, and other.)
Methodology

- **Objectives**: To understand Vermont consumer experiences and reasons for using P2P payment platforms.

- **Methodology**: Online survey via NORC’s AmeriSpeak® Panel, a probability-based panel, and from Dynata’s non-probability online opt-in panel, with sample targeting Vermont adults ages 18 and older. The AmeriSpeak panel is designed to be representative of national general household population, with the Vermont AmeriSpeak cases being a subsample from a national general population survey.

- **Qualifications**: Ages 18 or older; resides in Vermont; goes online or accesses the Internet (e.g., sending or receiving email)

- **Sample**: NORC’s AmeriSpeak online probability panel, n=419 adults ages 18 and over

- **Interviewing Dates**: November 4-8, 2019

- **Weighting**: Sample were weighted to the population by age, gender, and race/ethnicity.

- **Margin of error**: ±5.9 percent at the 95 percent confidence level
APPENDIX
About AARP

AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation’s largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.
CITATIONS


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This research was designed and executed by AARP Research