

New data from payment app reveals how Aussies are splitting their shared expenses

From guys' nights out, group holidays and housemate bills, Beem It lifts the lid on Australians' group spending habits

XX SEPTEMBER 2019: With more Australians doing away with cash and using apps instead of instantly transfer money and split bills, [Beem It](#) recently launched a new Split Expenses feature in a bid to help Aussies keep their friends, family and colleagues accountable for their spending.

Beem It has seen a more than 230% increase since January in the dollar amount Aussies are sending to each other each day. With new group splitting features, an influx of users are now championing it to take the hassle out of getting paid back for travel and shared house bills.

With almost half of Beem It users saying they use the app for group travel and shared house expenses** (46% and 45% respectively), and over half* (54%) saying their phone is essential to helping them organise their life, the payments app developed this new feature to make the splitting expenses process even more streamlined. Users can now opt to create a group and add people to it via text message, plot in the amount owing (and to who), and keep a tally of spending. They can then settle up when it suits.

To celebrate the launch, Beem It unveils what Aussies have been using it for - uncovering some surprising details about bill splitting, attitudes towards household bills and the cities that are most responsible.

The most organised city

When it comes to the city championing keeping track of group expenses, Sydney came out on top with two in five (43%) creating groups and splitting expenses with their roommates, family groups and friend groups. This is followed by Melbourne (29%), Brisbane (18%), Perth (6%) and Adelaide (6%)***.

Battle of the sexes

While some may think females would be more likely to split group expenses with their girlfriends, this is surprisingly not the case. Beem It found that males (61%) are more likely to keep track of their group expenses over females (39%) pondering the question; are men better at being more assertive when it comes to asking their mates to pay them back?

What are these groups used for?

The types of groups say a lot about how and why Aussies keep track of different shared expenses. One in four (26%) groups are used for shared household expenses crowning this the most popular use of the feature, followed by holidays (18%), social groups (18%) and sporting

groups (7%)***.

Surprisingly only 4%*** of these groups are related to food and dining out, which could be due to the Split Expenses feature being predominantly used for activities other than dining out.

True to the findings, the names of the social groups were found to be skewed towards families, and then guys and their social groups:

- 40% were related to family groups
- One in six (15%) are named 'Boys Trip' or 'Lads Nights'***
- One in ten (10%) are named 'Ladies Lunches' or 'Girls' weekends away'***

The future of Beem It

When asked about the findings, CEO of Beem It, Angela Clark, said the company was responding to customers requests to make it even easier to settle up between whether it be for housemates, sporting groups, friends on a group trip away or simply friends or family that have ongoing expenses they want to keep track of.

“Australians love their group activities but they don’t want the stress of chasing other people for the costs so now anyone can create a group through the Beem It app and then Beem It does the maths for you and tallies each expense and who they were paid by,” said Clark.

“We just want to make it easier for Australians to pay and get paid, and it’s clearly resonating since February 2019 this year we have doubled our app install numbers, and with more 800,000 downloads since our launch we look forward to adding even more of the features our customers have asked for in the coming months.”

For more information regarding Beem It, visit www.beemit.com.au.

-ends-

Notes to editor

**Identify customer study , representative 1200 sample 1,200 June 2019*

***Beem It customer survey of > 3,500 users July 2019*

****Beem It usage data September 2019.*

About Beem It

Beem It is a secure, free payments app which provides pay, split, request and transfer features. Instant person to person payments are processed direct to users bank accounts. The intuitive interface links to smartphone contacts allowing customers to send, request or split payments in a few taps, with no BSB, account details or PayID required. Beem It is one of the highest-ranked financial apps in both the App Store for iOS and Google Play for Android, with more than a 4.8 star rating. Digital Wallet Pty Ltd (trading as Beem It) is a joint venture of National Australia Bank, Westpac and Commonwealth Bank.

For media requests, contact:

Cassie Geselle

Media & Capital Partners

0413 358 948

cassie.geselle@mcpartners.com.au