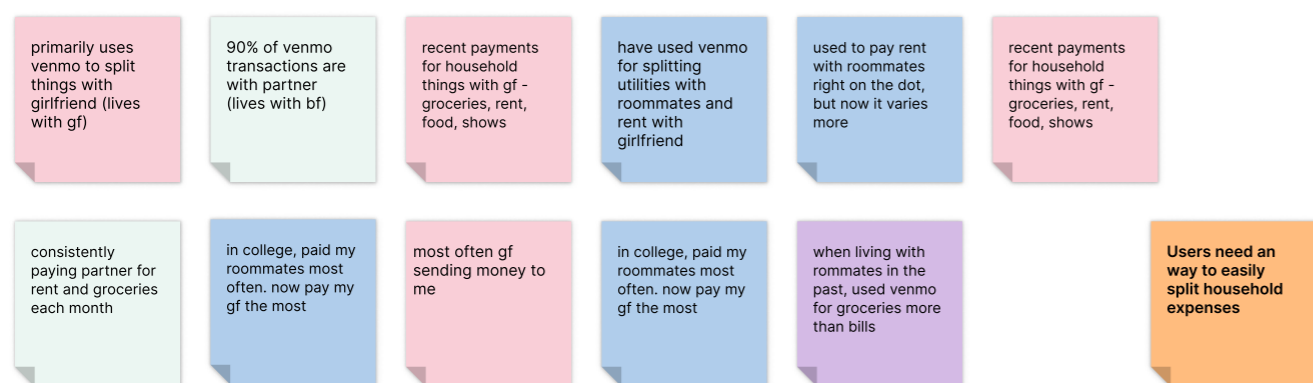


PRIORITY

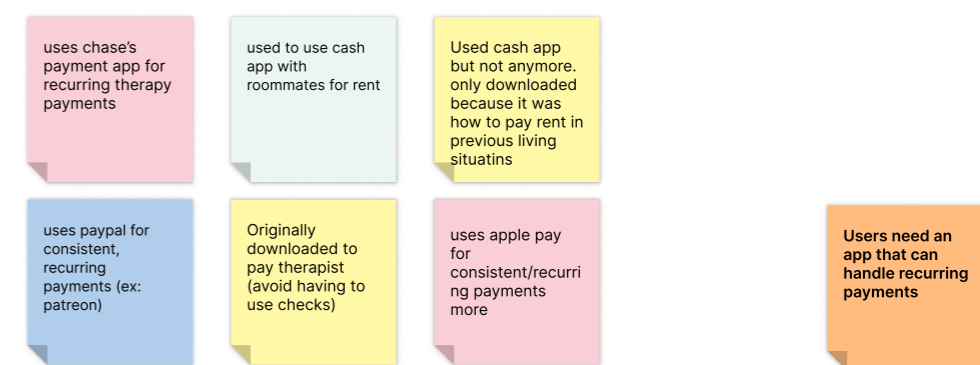
Paying roommates/partner

Participants use Venmo to split household expenses with roommates or partners.



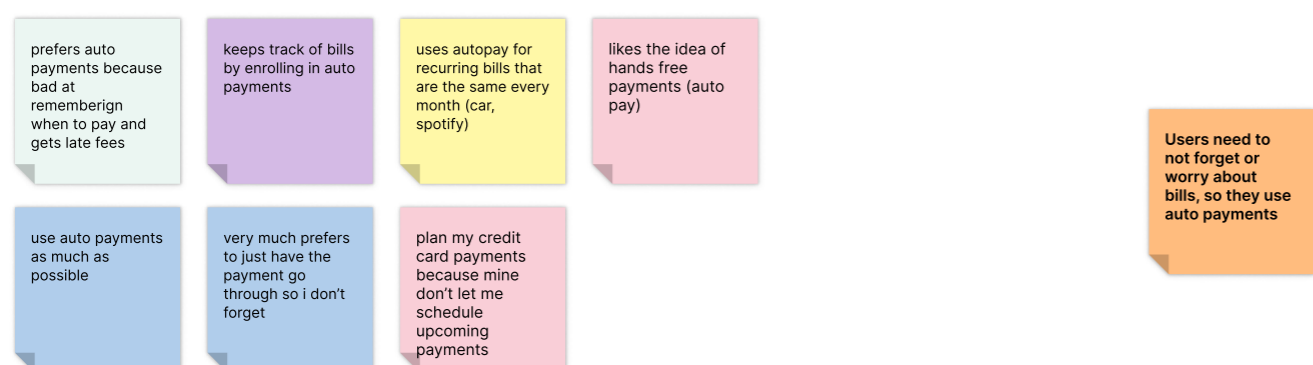
Other app usage

Participants use other apps that offer recurring payments

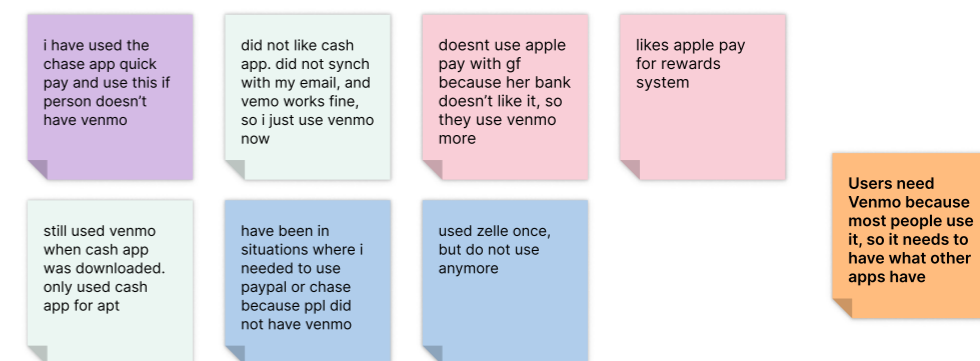


Auto pay

Participants prefer auto payment

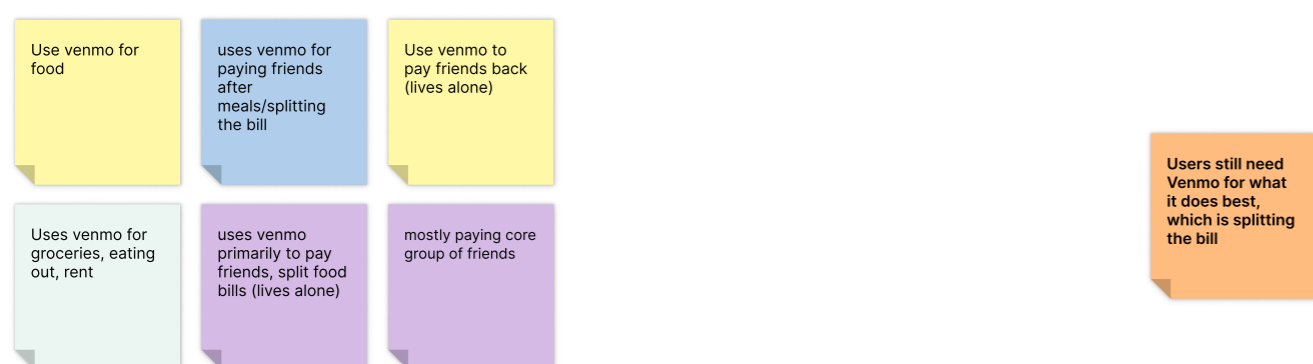


Participants use other apps if "person does not have Venmo", and often delete the app afterwards



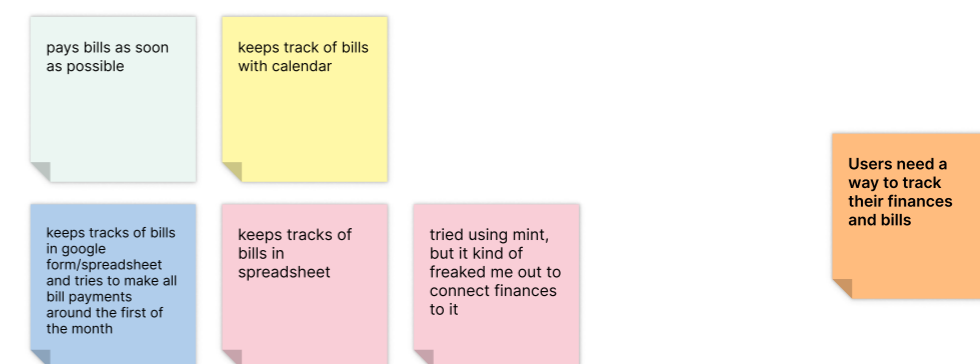
Food/splitting bills

Participants use Venmo for food and splitting bills



Bills

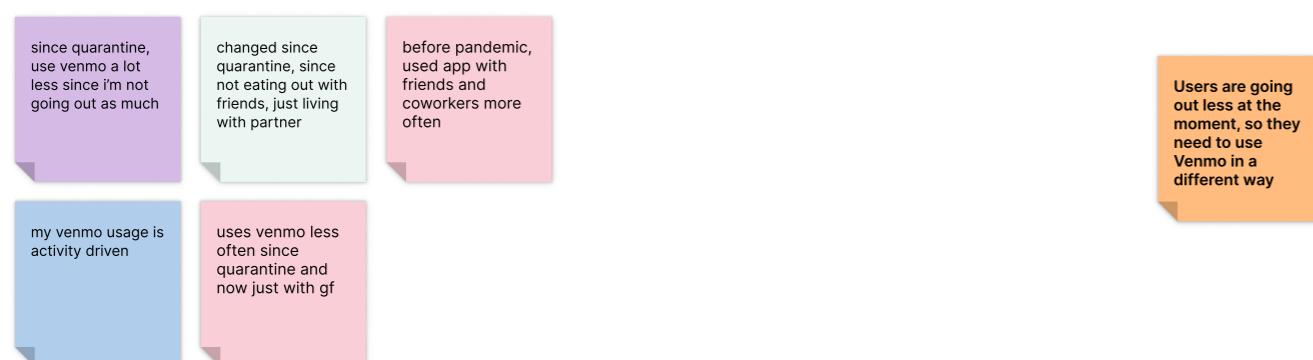
Participants use calendars and spreadsheets to keep track of bills



SECONDARY

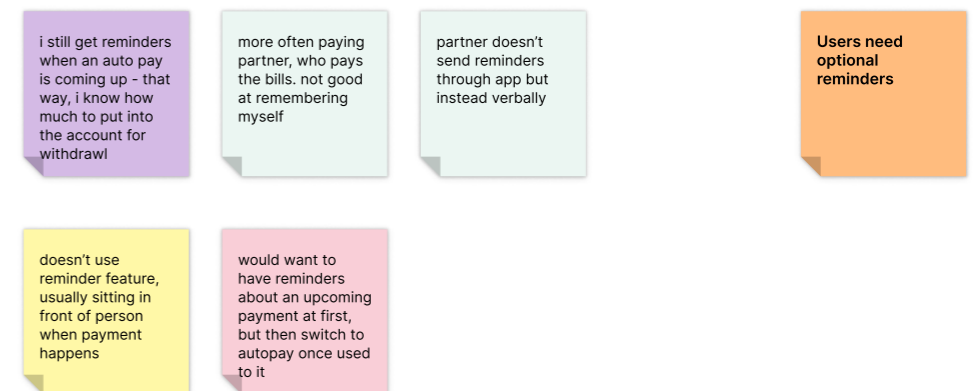
Quarantine

Participants are going out less and using the app with friends less



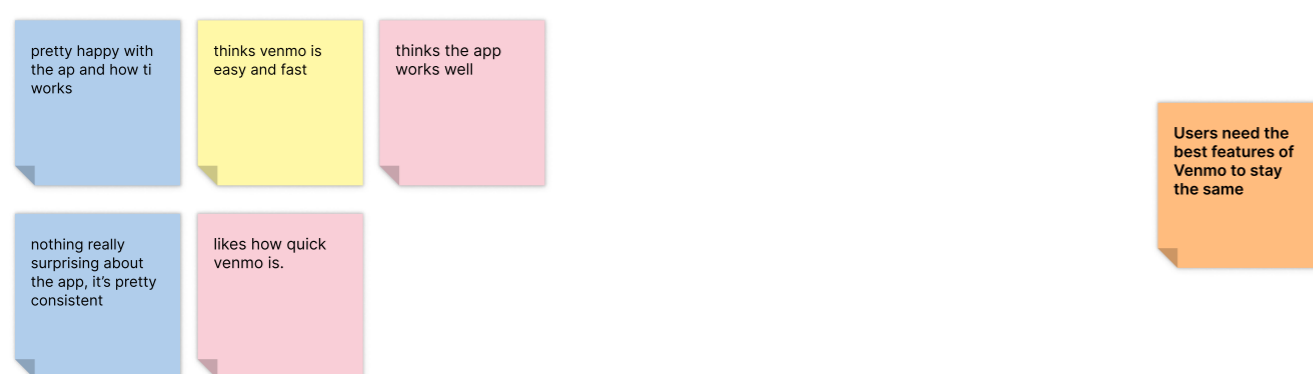
Reminders

Participants don't use reminders in the app, but like to have reminders before payments go through



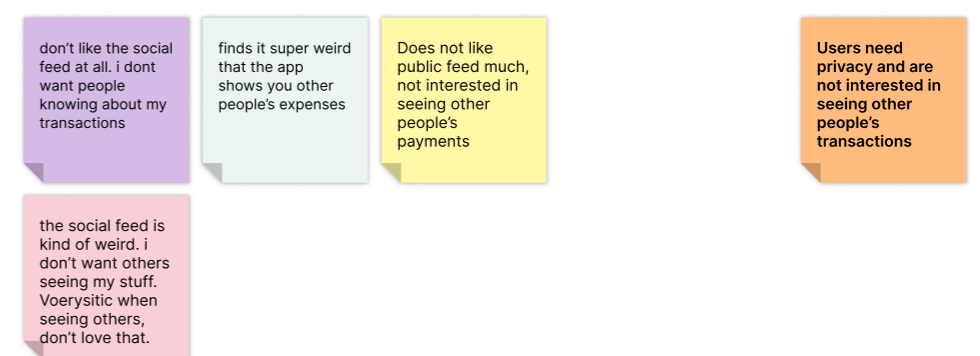
Likes

Participants are happy with Venmo



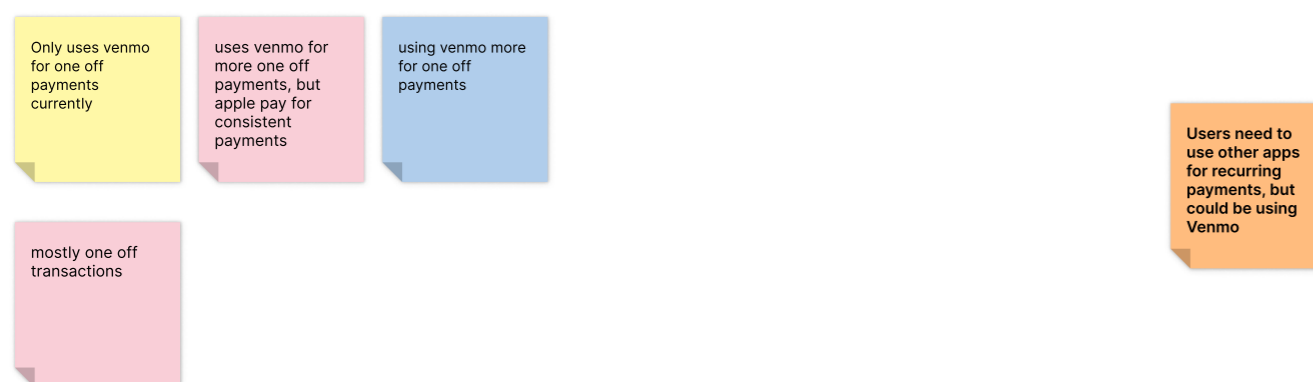
Social Feed

Participants do not enjoy the social feed



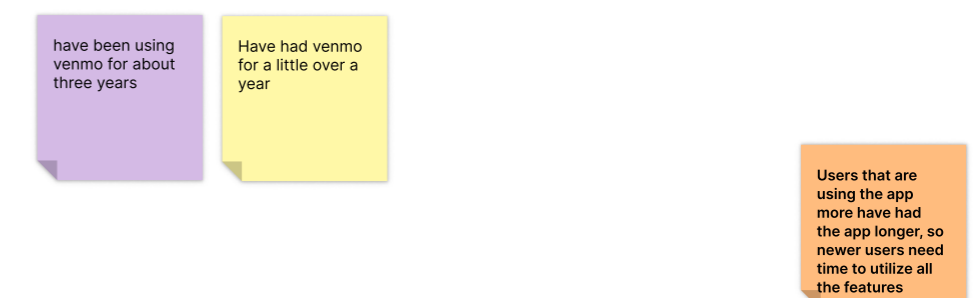
One-off

Participants are currently using Venmo mostly for one off payments

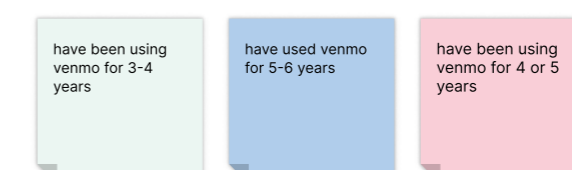


Length of app usage

Participants have used the app for less than 3 years



Participants have used the app for more than 3 years



Uses < 4x a month

Participants are currently using Venmo on average less than 4 times per month

