

2022 U.S. Bill Pay Market Size & Category Breakout

doxoINSIGHTS 2022 Report



A comprehensive market size analysis of the \$3.12 trillion U.S. consumer bill pay market – breaking out household spend across the 10 most common bill payment categories.

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About doxoINSIGHTS

doxoINSIGHTS leverages doxo's unique, aggregate, anonymized bill pay data comprised of actual bill payment activity to confirmed household service providers across the country.

6M+

Statistically significant, with over 6 million paying consumers.

97%

Geographically diverse, capturing payment activity across 97% of U.S. zip codes.

100,000

Covering 45 different biller service categories, with more than 100,000 unique billers.

All income brackets

Economically representative, with participation from all income brackets.

All payment funding sources

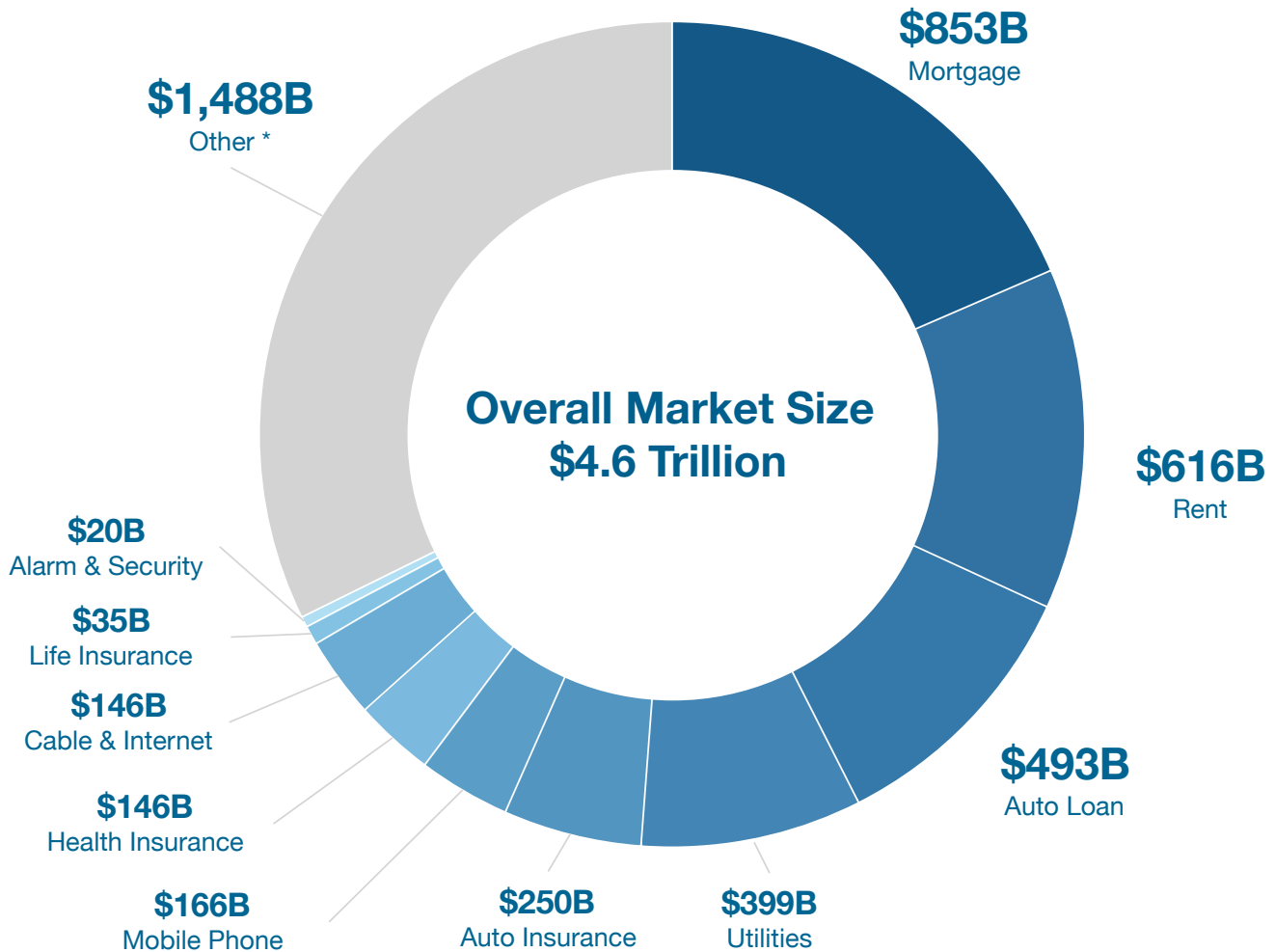
Capturing all payment funding sources, including bank accounts, credit cards, and debit cards.

doxoINSIGHTS provides a comprehensive look into the household bill pay industry, with a deep dive into category size and average spend at the national, state, and regional level. doxoINSIGHTS aims to bring transparency to the U.S. bill pay market by bringing together the broadest available data set for analyzing actual household payment activity, and providing the foundation for bottoms-up market sizing for the 10 most common household bills. For more information about doxoINSIGHTS visit www.doxo.com/insights.

The 2022 U.S. Bill Pay Market Size & Category Breakout Report findings include breakouts by service category, household market penetration for each type of service, and household average spend per month by state.

Overall Bill Pay Market Size (in billions)

While the total market size for U.S. household bills is \$4.6 trillion per year, this report focuses on the ten most common household bills, which amount to \$3.12 trillion. These include Mortgage; Rent; Auto Loan; Utilities (electric, gas, water & sewer, and waste & recycling); Auto Insurance; Cable & Internet & Phone; Health Insurance; Mobile Phone; Alarm & Security; and Life Insurance.



U.S. Households spend **\$3.12 Trillion** annually on the ten most common household bills.

*Other includes credit card payments, taxes and non-recurring fees like health care lab expenses, and toll roads.

TO NOTE: Category specific data is sourced from actual bill payment activity via doxo's platform, with the exception of Rent and Mortgage, which is sourced from the U.S. Census Bureau.

US Households spend **\$3.12** trillion annually on 10 bill categories

Annual U.S. Bill Cost in Top 10 Categories

\$3.12T

Portion of U.S. Household Spending

22%*

Average Annual Cost Per U.S. Household

\$24,032

* Bureau of Economic Analysis, Q3 2021 Personal Consumption Expenditures = \$14.1 trillion.

The average U.S. household spends **\$24,032** annually on bills

Bill Category		Average Monthly Bill	% of Households with Bill	Average Annual Cost
Mortgage		\$1,368	40%	\$6,566
Rent		\$1,129	35%	\$4,742
Auto Loan		\$433	73%	\$3,793
Utilities		\$328	78%	\$3,070
Auto Insurance		\$196	82%	\$1,929
Health Insurance		\$123	76%	\$1,122
Cable & Internet		\$114	82%	\$1,122
Mobile Phone		\$113	94%	\$1,275
Alarm & Security		\$84	15%	\$151
Life Insurance		\$82	27%	\$266

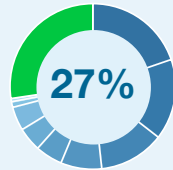
Mortgage: U.S Market Size & Household Spend

Mortgage Spend *

\$853B



% of Household Bill Pay Expense **



Average Monthly Bill Per Paying Household

1,368

Households with Bill

40%

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Average Monthly Bill By State

1	New Jersey	\$2,244
2	California	\$2,234
3	Hawaii	\$2,137
4	Massachusetts	\$2,065
5	New York	\$2,048
6	Connecticut	\$1,966
7	Maryland	\$1,852
8	New Hampshire	\$1,818
9	Virginia	\$1,696
10	Alaska	\$1,662
11	Washington	\$1,661
12	Rhode Island	\$1,657
13	Colorado	\$1,586
14	Illinois	\$1,566
15	Texas	\$1,509
16	Oregon	\$1,481
17	Minnesota	\$1,409
18	Vermont	\$1,403
19	Delaware	\$1,376
20	Florida	\$1,365
21	Utah	\$1,352
22	Nevada	\$1,345
23	Pennsylvania	\$1,326
24	Georgia	\$1,274
25	Wyoming	\$1,267



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26	Arizona	\$1,250
27	Montana	\$1,200
28	North Dakota	\$1,198
29	Wisconsin	\$1,195
30	Maine	\$1,192
31	Nebraska	\$1,182
32	North Carolina	\$1,178
33	Kansas	\$1,164
34	Michigan	\$1,124
35	Missouri	\$1,121
36	South Dakota	\$1,116
37	Louisiana	\$1,110
38	Tennessee	\$1,107
39	South Carolina	\$1,076
40	Ohio	\$1,062
41	Idaho	\$1,061
42	New Mexico	\$1,049
43	Iowa	\$1,044
44	Oklahoma	\$1,034
45	Indiana	\$966
46	Mississippi	\$961
47	Kentucky	\$953
48	Alabama	\$922
49	Arkansas	\$898
50	West Virginia	\$817



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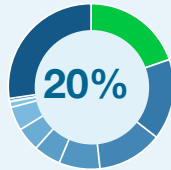
Rent: U.S Market Size & Household Spend

Rent Spend *

\$616B



% of Household Bill Pay Expense **



Average Monthly Bill Per Paying Household

\$1,129

Households with Bill

35%

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Average Monthly Bill By State

1	Hawaii	\$1,712
2	California	\$1,570
3	Maryland	\$1,396
4	New York	\$1,384
5	New Jersey	\$1,380
6	Massachusetts	\$1,372
7	Washington	\$1,295
8	Virginia	\$1,280
9	Colorado	\$1,273
10	Alaska	\$1,269
11	Connecticut	\$1,244
12	Florida	\$1,204
13	Delaware	\$1,129
14	New Hampshire	\$1,115
15	Oregon	\$1,113
16	Nevada	\$1,112
17	Illinois	\$1,065
18	Texas	\$1,063
19	Arizona	\$1,058
20	Utah	\$1,043
21	Rhode Island	\$1,036
22	Georgia	\$1,014
23	Vermont	\$1,010
24	Minnesota	\$989
25	Pennsylvania	\$964



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26	North Carolina	\$916
27	South Carolina	\$910
28	Tennessee	\$887
29	Michigan	\$885
30	Wisconsin	\$867
31	Maine	\$866
32	Louisiana	\$862
33	Wyoming	\$860
34	Kansas	\$859
35	Idaho	\$855
36	New Mexico	\$836
37	Missouri	\$834
38	Indiana	\$830
39	Nebraska	\$830
40	Ohio	\$818
41	North Dakota	\$817
42	Oklahoma	\$816
43	Montana	\$812
44	Alabama	\$790
45	Iowa	\$786
46	Mississippi	\$771
47	Kentucky	\$759
48	Arkansas	\$736
49	South Dakota	\$727
50	West Virginia	\$695



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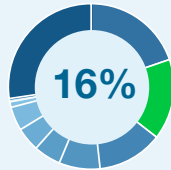
Auto Loans: U.S Market Size & Household Spend

Auto Loan Spend

\$493B



% of Household Bill Pay Expense *



Average Monthly Bill Per Paying Household

\$433

Households with Bill

73%

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Average Monthly Bill By State

1	Wyoming	\$511
2	Alaska	\$501
3	Nevada	\$481
4	Delaware	\$476
5	Texas	\$475
6	New Mexico	\$474
7	California	\$474
8	Colorado	\$467
9	Washington	\$466
10	Massachusetts	\$461
11	North Dakota	\$460
12	Hawaii	\$459
13	Arizona	\$459
14	Louisiana	\$458
15	Georgia	\$455
16	New Jersey	\$452
17	Florida	\$442
18	Illinois	\$440
19	New Hampshire	\$440
20	Wisconsin	\$440
21	Kansas	\$437
22	Minnesota	\$434
23	Utah	\$433
24	Virginia	\$433
25	Idaho	\$432



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26	Vermont	\$429
27	Tennessee	\$429
28	Oklahoma	\$428
29	New York	\$426
30	Maine	\$426
31	Iowa	\$425
32	Nebraska	\$421
33	Alabama	\$420
34	South Carolina	\$412
35	North Carolina	\$412
36	Michigan	\$410
37	Arkansas	\$409
38	South Dakota	\$409
39	Maryland	\$407
40	Oregon	\$406
41	Kentucky	\$399
42	Indiana	\$399
43	Mississippi	\$398
44	Rhode Island	\$397
45	Missouri	\$395
46	Montana	\$392
47	Connecticut	\$390
48	Ohio	\$386
49	West Virginia	\$385
50	Pennsylvania	\$377



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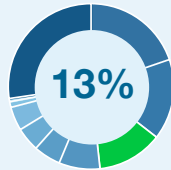
Utilities: U.S Market Size & Household Spend

Utilities Spend

\$399B



% of Household Bill
Pay Expense *



Average Monthly Bill
Per Paying Household

\$328

Households
with Bill

78%

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Average Monthly Bill By State

1	Hawaii	\$550
2	Maine	\$452
3	New Jersey	\$450
4	Alaska	\$413
5	Connecticut	\$411
6	North Dakota	\$392
7	Massachusetts	\$391
8	Washington	\$390
9	Alabama	\$369
10	Rhode Island	\$369
11	Maryland	\$368
12	Wisconsin	\$361
13	New York	\$355
14	Montana	\$348
15	Oregon	\$348
16	California	\$347
17	New Mexico	\$342
18	Vermont	\$341
19	Arizona	\$332
20	Ohio	\$332
21	Kansas	\$325
22	Delaware	\$322
23	New Hampshire	\$322
24	Pennsylvania	\$318
25	Iowa	\$312



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26	Michigan	\$310
27	Kentucky	\$310
28	Florida	\$308
29	Illinois	\$305
30	Nebraska	\$305
31	South Dakota	\$304
32	West Virginia	\$303
33	Idaho	\$301
34	Virginia	\$299
35	Oklahoma	\$297
36	South Carolina	\$295
37	Colorado	\$295
38	Minnesota	\$293
39	Louisiana	\$288
40	Georgia	\$280
41	Utah	\$275
42	Nevada	\$275
43	North Carolina	\$271
44	Indiana	\$269
45	Tennessee	\$269
46	Arkansas	\$268
47	Missouri	\$267
48	Texas	\$263
49	Wyoming	\$248
50	Mississippi	\$243



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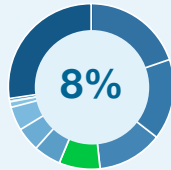
Auto Insurance: U.S Market Size & Household Spend

Auto Insurance Spend

\$250B



% of Household Bill Pay Expense *



Average Monthly Bill Per Paying Household

\$196

Households with Bill

82%

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Average Monthly Bill By State

1	Wyoming	\$307
2	North Dakota	\$307
3	Maryland	\$266
4	Delaware	\$238
5	Florida	\$236
6	Massachusetts	\$229
7	Hawaii	\$228
8	New Jersey	\$226
9	Rhode Island	\$223
10	Connecticut	\$214
11	South Carolina	\$212
12	New York	\$212
13	Pennsylvania	\$211
14	Virginia	\$206
15	Washington	\$204
16	Illinois	\$200
17	Tennessee	\$196
18	Nebraska	\$196
19	New Hampshire	\$196
20	Montana	\$195
21	Louisiana	\$195
22	North Carolina	\$195
23	Colorado	\$194
24	Idaho	\$189
25	Iowa	\$189



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26	Maine	\$188
27	South Dakota	\$188
28	Kentucky	\$188
29	Wisconsin	\$187
30	Michigan	\$185
31	Oregon	\$182
32	Arizona	\$182
33	Utah	\$181
34	Alaska	\$180
35	Georgia	\$178
36	New Mexico	\$177
37	Arkansas	\$177
38	Oklahoma	\$176
39	Mississippi	\$176
40	Indiana	\$173
41	Kansas	\$173
42	Ohio	\$170
43	Texas	\$167
44	California	\$163
45	Vermont	\$157
46	Nevada	\$156
47	West Virginia	\$155
48	Missouri	\$155
49	Minnesota	\$152
50	Alabama	\$151



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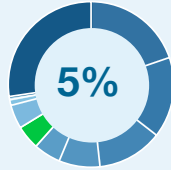
Cable & Internet: U.S Market Size & Household Spend

Cable & Internet Spend

\$146B



% of Household Bill Pay Expense *



Average Monthly Bill Per Paying Household

\$114

Households with Bill

82%

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Average Monthly Bill By State

1	New Hampshire	\$140
2	Maine	\$134
3	Alaska	\$130
4	Delaware	\$129
5	Maryland	\$126
6	New York	\$124
7	Louisiana	\$124
8	Hawaii	\$122
9	Rhode Island	\$122
10	New Jersey	\$122
11	Tennessee	\$121
12	Virginia	\$121
13	Connecticut	\$121
14	South Carolina	\$120
15	Massachusetts	\$119
16	Wyoming	\$119
17	West Virginia	\$118
18	Ohio	\$117
19	California	\$117
20	Wisconsin	\$116
21	Mississippi	\$115
22	Texas	\$114
23	Alabama	\$114
24	Michigan	\$114
25	Nevada	\$114



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26	Washington	\$113
27	Indiana	\$113
28	Oregon	\$112
29	North Carolina	\$112
30	Illinois	\$111
31	Missouri	\$111
32	Florida	\$111
33	Vermont	\$110
34	Colorado	\$110
35	Iowa	\$110
36	Minnesota	\$110
37	Kansas	\$109
38	Pennsylvania	\$108
39	Arizona	\$108
40	Georgia	\$108
41	Oklahoma	\$107
42	Montana	\$106
43	Arkansas	\$105
44	New Mexico	\$104
45	Kentucky	\$102
46	North Dakota	\$101
47	Nebraska	\$99
48	Idaho	\$97
49	Utah	\$97
50	South Dakota	\$96



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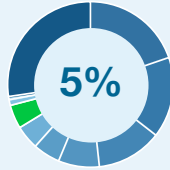
Health Insurance: U.S Market Size & Household Spend

Health Insurance Spend

\$146B



% of Household Bill Pay Expense *



Average Monthly Bill Per Paying Household

\$123

Households with Bill

76%

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Average Monthly Bill By State

1	North Dakota	\$259
2	Hawaii	\$250
3	Louisiana	\$217
4	New Hampshire	\$184
5	Colorado	\$179
6	Iowa	\$176
7	Minnesota	\$162
8	West Virginia	\$160
9	Oregon	\$153
10	South Dakota	\$150
11	Pennsylvania	\$145
12	Nebraska	\$142
13	Idaho	\$140
14	Arizona	\$139
15	Missouri	\$131
16	Mississippi	\$125
17	Wisconsin	\$124
18	Michigan	\$122
19	Delaware	\$122
20	California	\$122
21	South Carolina	\$120
22	Florida	\$116
23	Rhode Island	\$115
24	Montana	\$114
25	Utah	\$113



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26	Illinois	\$112
27	Maine	\$111
28	Washington	\$110
29	Massachusetts	\$109
30	Ohio	\$107
31	Kentucky	\$106
32	Maryland	\$104
33	Oklahoma	\$102
34	Virginia	\$100
35	Tennessee	\$98
36	Texas	\$97
37	North Carolina	\$96
38	Vermont	\$96
39	Connecticut	\$95
40	Wyoming	\$94
41	New Jersey	\$93
42	Alabama	\$90
43	Kansas	\$89
44	New York	\$87
45	Arkansas	\$87
46	New Mexico	\$80
47	Georgia	\$76
48	Indiana	\$75
49	Nevada	\$74
50	Alaska	\$74



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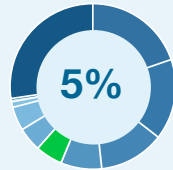
Mobile Phone: U.S Market Size & Household Spend

Mobile Phone Spend

\$166B



% of Household Bill Pay Expense *



Average Monthly Bill Per Paying Household

\$113

Households with Bill

94%

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Average Monthly Bill By State

1	Alaska	\$174
2	Hawaii	\$146
3	West Virginia	\$144
4	Maine	\$139
5	Wyoming	\$121
6	Delaware	\$121
7	New York	\$120
8	Connecticut	\$118
9	Colorado	\$118
10	Rhode Island	\$117
11	Wisconsin	\$117
12	New Jersey	\$117
13	Nevada	\$117
14	Virginia	\$116
15	Massachusetts	\$116
16	Iowa	\$115
17	Louisiana	\$115
18	Kentucky	\$115
19	Alabama	\$115
20	Maryland	\$115
21	New Hampshire	\$115
22	Vermont	\$113
23	Washington	\$113
24	California	\$113
25	Montana	\$113



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26	Indiana	\$112
27	Texas	\$111
28	Ohio	\$111
29	North Carolina	\$110
30	Utah	\$110
31	South Carolina	\$109
32	Oregon	\$109
33	Minnesota	\$109
34	Kansas	\$109
35	Tennessee	\$108
36	Illinois	\$107
37	Idaho	\$107
38	Missouri	\$105
39	Arizona	\$105
40	Pennsylvania	\$104
41	Oklahoma	\$103
42	Nebraska	\$103
43	Florida	\$102
44	Georgia	\$102
45	Mississippi	\$101
46	Michigan	\$100
47	South Dakota	\$100
48	Arkansas	\$99
49	New Mexico	\$97
50	North Dakota	\$88



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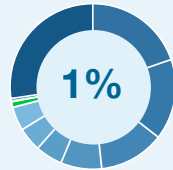
Life Insurance: U.S Market Size & Household Spend

Life Insurance Spend

\$35B



% of Household Bill Pay Expense *



Average Monthly Bill Per Paying Household

\$82

Households with Bill

27%

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Average Monthly Bill By State

1	Rhode Island	\$153
2	Wyoming	\$128
3	Hawaii	\$123
4	Minnesota	\$106
5	Colorado	\$106
6	New York	\$104
7	California	\$100
8	New Jersey	\$99
9	Connecticut	\$98
10	Florida	\$93
11	Kansas	\$93
12	New Hampshire	\$91
13	Oregon	\$90
14	Massachusetts	\$90
15	South Carolina	\$89
16	Iowa	\$88
17	Illinois	\$86
18	Idaho	\$86
19	Arizona	\$84
20	Georgia	\$84
21	Washington	\$84
22	Ohio	\$83
23	North Dakota	\$82
24	Nevada	\$82
25	Michigan	\$82



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26	Missouri	\$78
27	Wisconsin	\$77
28	Mississippi	\$75
29	Nebraska	\$74
30	Tennessee	\$73
31	Pennsylvania	\$73
32	Texas	\$72
33	Louisiana	\$72
34	Indiana	\$71
35	New Mexico	\$71
36	Maryland	\$71
37	Montana	\$70
38	Utah	\$70
39	Oklahoma	\$69
40	North Carolina	\$69
41	South Dakota	\$69
42	Virginia	\$69
43	Maine	\$68
44	Delaware	\$66
45	Arkansas	\$65
46	Alabama	\$65
47	Kentucky	\$61
48	West Virginia	\$55
49	Vermont	\$54
50	Alaska	\$45



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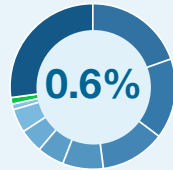
Alarm & Security: U.S Market Size & Household Spend

Alarm & Security Spend

\$20B



% of Household Bill Pay Expense *



Average Monthly Bill Per Paying Household

\$84

Households with Bill

15%

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Average Monthly Bill By State

1	Kansas	\$149
2	Hawaii	\$144
3	Connecticut	\$122
4	Michigan	\$100
5	California	\$94
6	New York	\$93
7	Nevada	\$91
8	New Jersey	\$91
9	Tennessee	\$90
10	Colorado	\$89
11	Virginia	\$87
12	Wisconsin	\$87
13	Illinois	\$87
14	North Carolina	\$85
15	Indiana	\$85
16	Pennsylvania	\$85
17	Missouri	\$84
18	Minnesota	\$84
19	Maryland	\$84
20	Texas	\$83
21	Iowa	\$83
22	Wyoming	\$82
23	Vermont	\$82
24	South Dakota	\$82
25	Rhode Island	\$82



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26	North Dakota	\$82
27	New Hampshire	\$82
28	Montana	\$82
29	Maine	\$82
30	Idaho	\$82
31	Alaska	\$82
32	Delaware	\$82
33	Ohio	\$81
34	Arkansas	\$80
35	Oregon	\$78
36	Washington	\$78
37	Mississippi	\$77
38	Arizona	\$76
39	Louisiana	\$73
40	Kentucky	\$73
41	West Virginia	\$72
42	Georgia	\$72
43	Florida	\$72
44	Alabama	\$71
45	South Carolina	\$70
46	Massachusetts	\$69
47	New Mexico	\$69
48	Oklahoma	\$66
49	Utah	\$63
50	Nebraska	\$58



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About doxo

Each year U.S. households spend over \$4.6 trillion on recurring bill payments. While staying on top of these bills is the single largest determinant for consumer financial health, organizing and paying them can be a time-consuming and frustrating chore. Since its inception, doxo has been on a mission to simplify and reduce the anxiety of staying on top of bills, empowering consumers to improve their financial health. Our company was founded on the simple idea that there should be an easy and more secure way for consumers to pay all of their bills through a single account, with any payment method, on any device.

As consumers shift more bill payments online and to mobile, doxo continues to experience rapid growth. To date, over six million doxo users across 97% of U.S. zip codes have paid bills through the payment network, across more than 45 different service categories. With more than 100,000 payable billers, doxo's proprietary, crowd sourced provider directory is the largest in the nation.

In 2021, doxo was named by both BuiltIn and Comparably as a best place to work in Seattle, and was also recognized by both Inc. Magazine and Deloitte as one of the fastest-growing companies in North America. Come join us as we grow the team to further accelerate growth, forever changing the bill pay landscape to focus on the customer.

For more information visit www.doxo.com.