



The Bill Pay Economy™: How Americans Pay Their Bills

doxoINSIGHTS 2025 Report



This report examines who the bill pay consumer is, and how and when they pay their household bills. When it comes to bill pay practices, the report shows, there is no normal.

www.doxo.com/w/insights/

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.

10M+

Statistically significant, with over 10 million paying consumers.

97%

Geographically diverse, capturing payment activity in all 97% U.S. zip codes

120,000

Covering 45 different biller service categories, with more than 120,000 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.

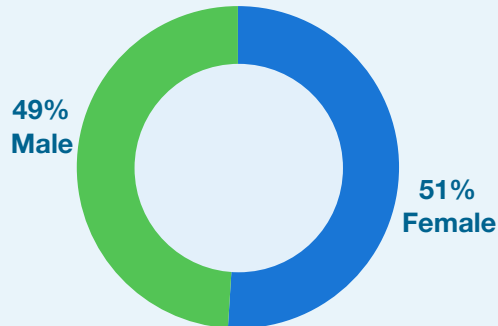
doxoINSIGHTS provides a comprehensive look into the household bill pay industry, with a deep dive into category size and average spend at the national, state, and regional level. doxoINSIGHTS aims to bring transparency to the U.S. bill pay market by bringing together the broadest available data set for 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 “**The Bill Pay Economy™: How Americans Pay Their Bills**” report breaks down doxoINSIGHTS’ key findings for 2025 related to how and when consumers pay the 13 most common household bills. These bills include Utilities, Mortgage, Rent, Auto Loan, Auto Insurance, Mobile Phone, Cable & Internet, Health Insurance, Life Insurance, and Alarm & Security. This report is an analysis of survey questions posed to doxo users (the results have a 3% margin of error based on 1,188 sampled households), doxo’s unique aggregate bill pay data set, and third party industry data (annotated throughout).

Who is the bill pay consumer?

Bill Pay Consumers: A Breakdown

(1)



Number of Most Common Bills ⁽¹⁾

13



Percentage of bills paid with cards
(credit, debit) ⁽¹⁾

71%



Percent of households with variable income ⁽²⁾

28%



Percent who delay one or more bills
each month ⁽²⁾

17%



⁽¹⁾ doxoINSIGHTS data

⁽²⁾ Board of Governors of the Federal Reserve System. (2025). 2024 Report on the Economic Well-Being of U.S. Households. Retrieved from <https://www.federalreserve.gov/publications/files/2024-report-economic-well-being-us-households-202505.pdf>

How much does the average consumer pay in household bills?

Monthly Median Household Bill Spend ⁽¹⁾

\$2,058



Annual Median Household Bill Spend ⁽¹⁾

\$24,695



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Median Household Income ⁽¹⁾

\$80,610



Percent of Household Income Spent on Bills ⁽¹⁾

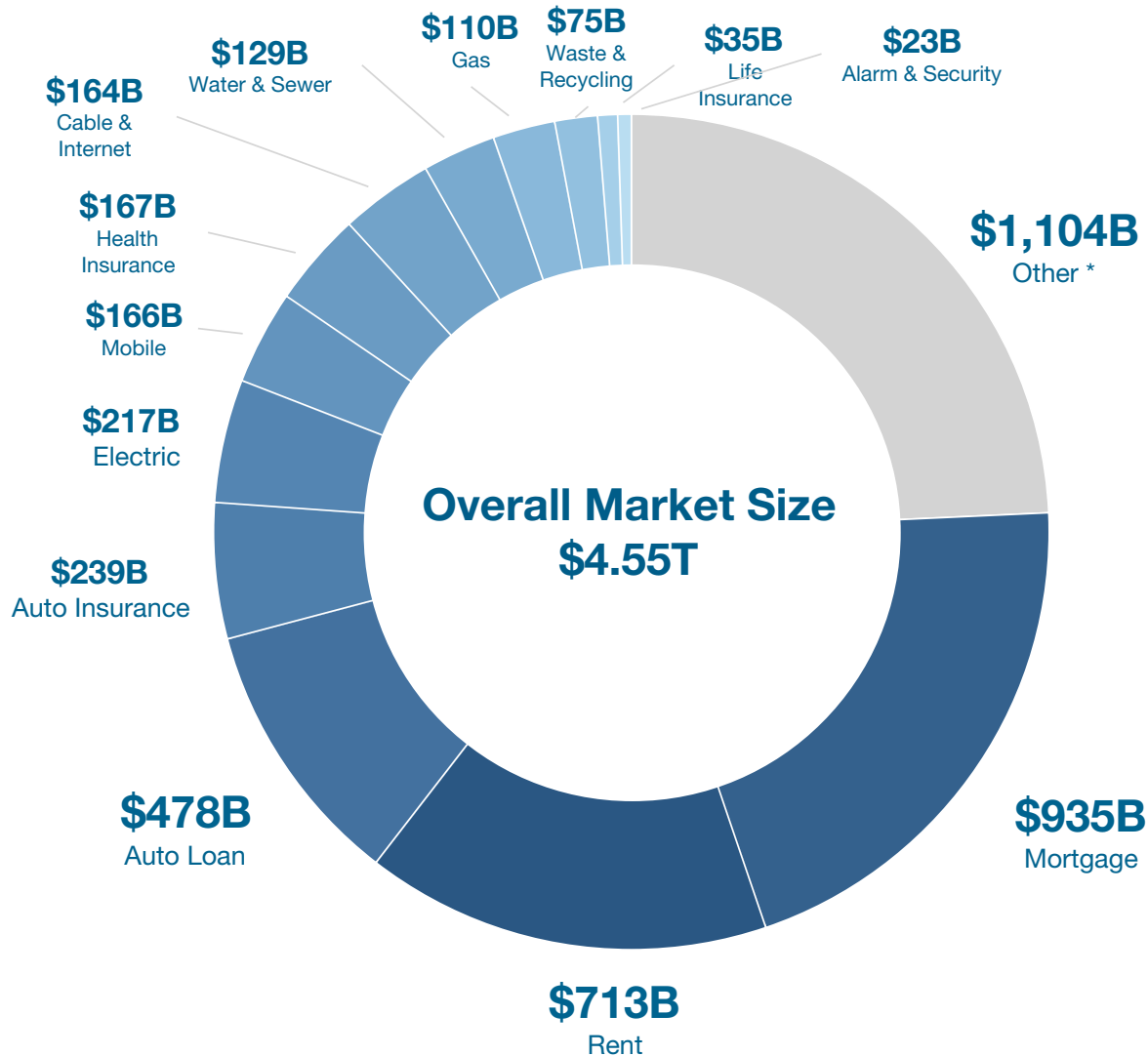
31%



How much do consumers spend on household bills?

Overall Bill Pay Market Size (in billions)

While the total market size for U.S. household bills is \$4.55 trillion per year, this report focuses on the thirteen most common household bills, which amount to \$3.45 trillion. These include Mortgage; Rent; Auto Loan; Gas; Electric, Water & Sewer, Waste & Recycling; Auto Insurance; Cable & Internet & Phone; Health Insurance; Mobile Phone; Alarm & Security; and Life Insurance.



U.S. Households spend **\$3.45** Trillion annually on the thirteen most common household bills.

*Other includes 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.

U.S. Households spend **\$3.45T** annually on the 13 essential household bills

Annual U.S. Bill Cost in Top 13 Categories

\$3.45T

Portion of U.S. Household Spending


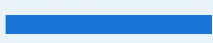


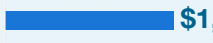


































26%*

Median Annual Cost Per U.S. Household

\$24,695

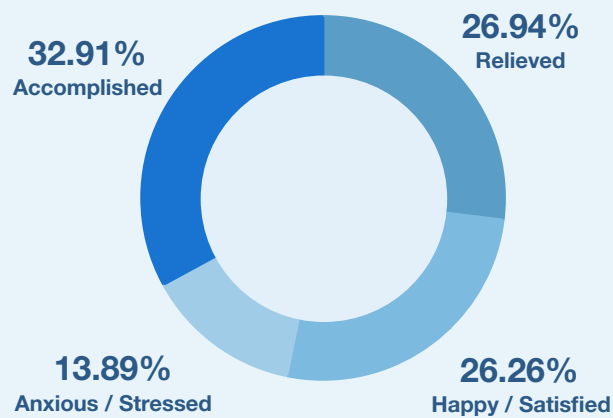
* Bureau of Economic Analysis, 2024 Personal Consumption Expenditures = \$17.7 trillion.

The typical U.S. household spends **\$24,695** annually on the 13 essential household bills

Bill Category		Median Monthly Bill	% of Households with Bill	Median Annual Cost
Mortgage		 \$1,775	 40%	\$21,300
Rent		 \$1,453	 33%	\$17,436
Auto Loan		 \$470	 61%	\$5,640
Cable & Internet		 \$121	 73%	\$1,452
Electric		 \$120	 90%	\$1,440
Auto Insurance		 \$105	 80%	\$1,260
Mobile Phone		 \$96	 88%	\$1,152
Water & Sewer		 \$86	 72%	\$1,032
Alarm & Security		 \$74	 13%	\$888
Health Insurance		 \$72	 66%	\$864
Gas		 \$71	 65%	\$852
Waste & Recycling		 \$70	 53%	\$840
Life Insurance		 \$60	 21%	\$720

What do consumers want from bill pay?

How do consumers feel after they have paid their bills?



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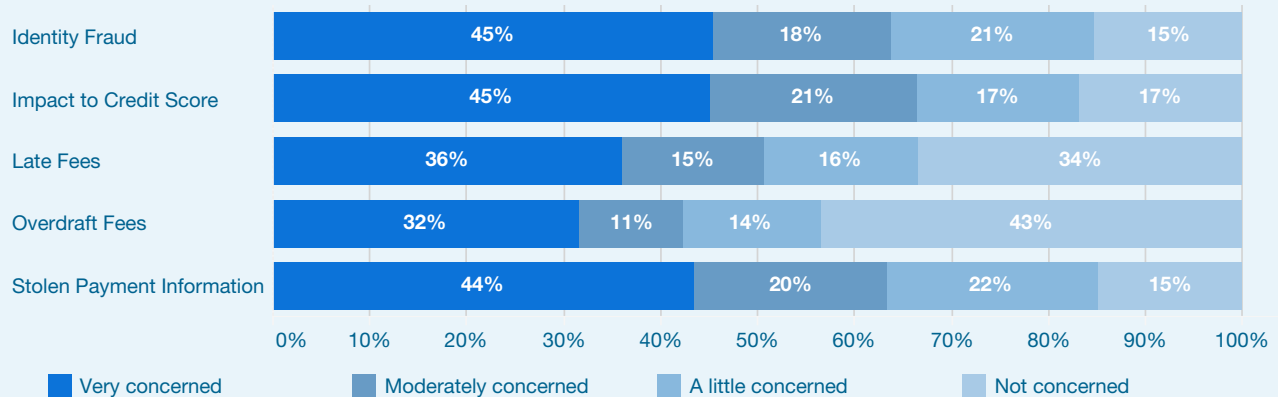
How do consumers want to improve their bill pay experience?



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What are consumers' top bill pay concerns?

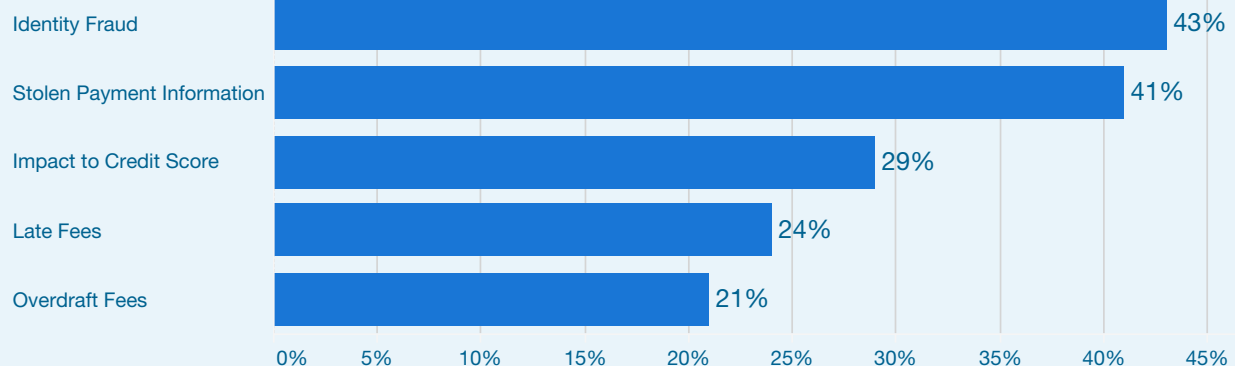
Americans are increasingly anxious not just about making ends meet, but also about the risks tied to paying bills. Most worry about identity fraud (84%, with 45% “very concerned”), stolen payment information (86%), and the impact on credit scores (83%). Many also fear late fees (66%) and overdraft fees (57%). Concerns are rising, with 43% of households more worried about identity fraud this year than last, making it one of the fastest-growing threats for bill payers.



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How do consumers' bill pay concerns compare to last year?

For many households, concerns about bill payments have only mounted during the past year. The largest spike in concern was Identity Fraud: 43% of surveyed households were more concerned about this than they were last year. Other mounting concerns were Stolen Payment Information (41%), Impact to Credit Score (29%), Paying Late Fees (24%) and Paying Overdraft Fees (21%).

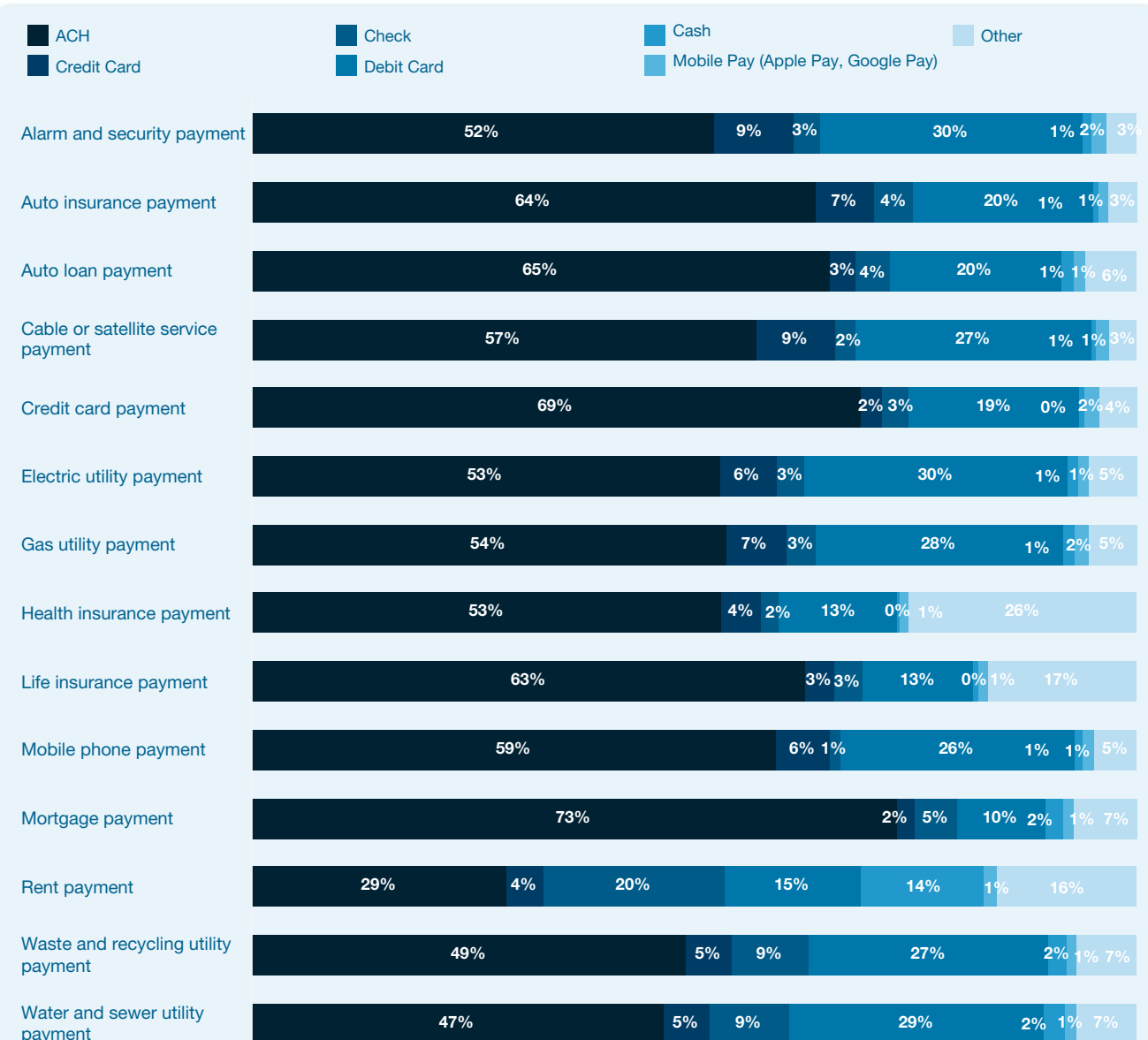


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How and when do consumers pay their bills?

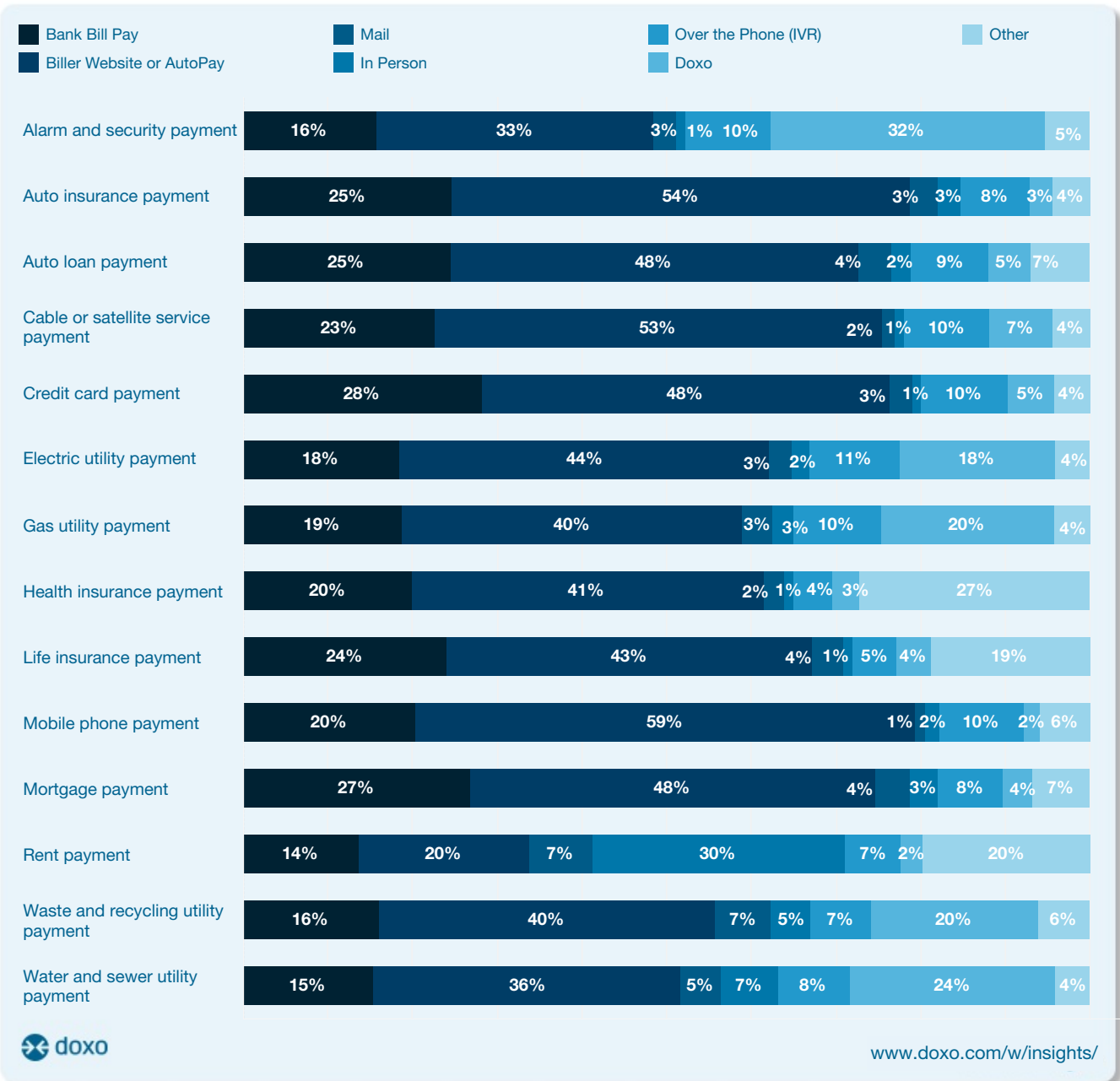
What payment instruments do consumers use to pay bills?

doxo's survey results reveals that consumers choose different payment methods depending on the type of bill. For instance, more than 70% of consumers use ACH (direct bank account transfer) to pay their Mortgage, but when it comes to Rent payments, Under 30% of consumers do so. Cash is also disproportionately used to pay Rent with 14% of consumers paying with cash. Other bills are paid using cash only between 1% and 2% of the time.



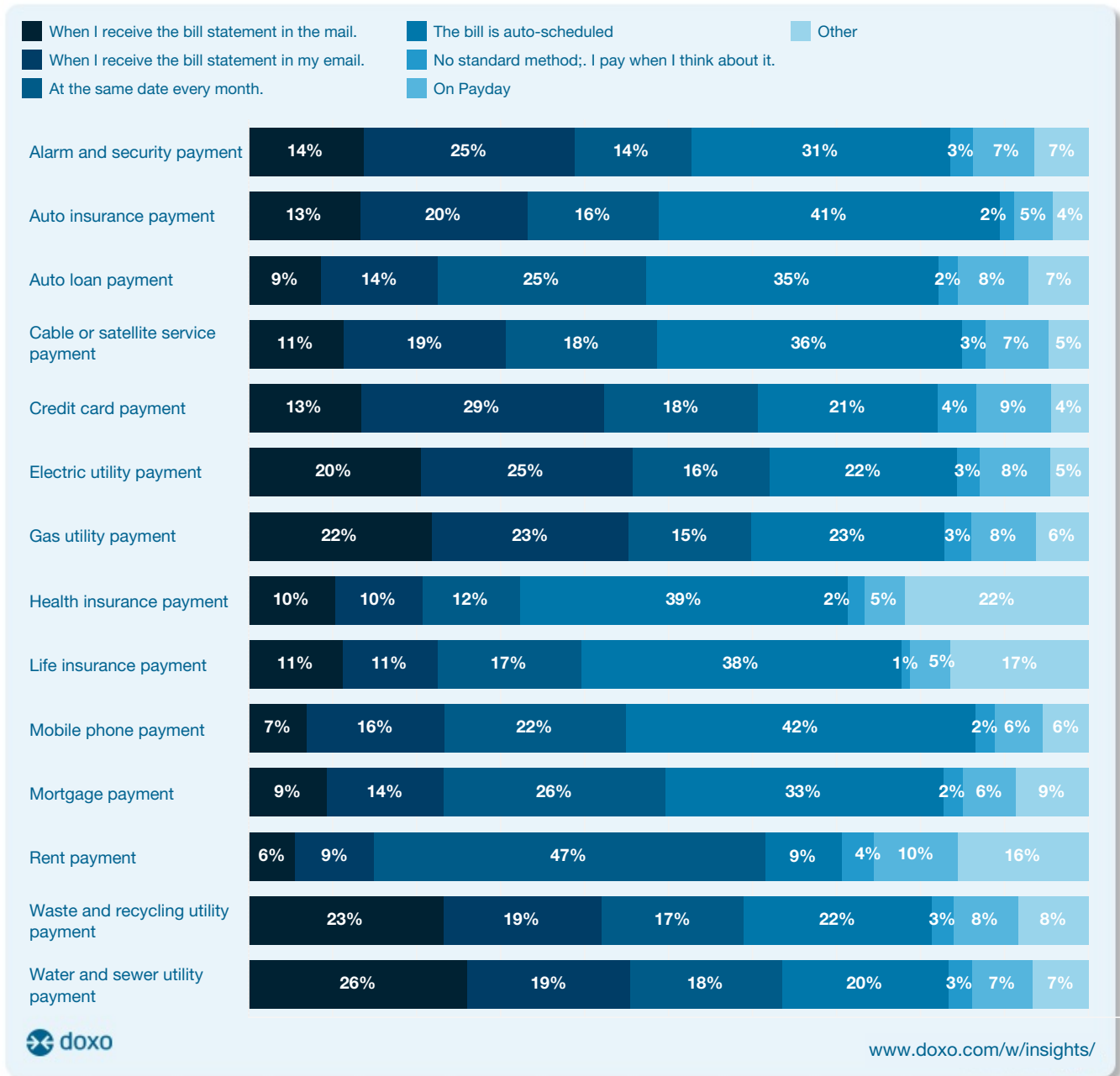
What channels do consumers use to pay bills?

Consumers are signaling that bill pay solutions must go beyond simple transactions to help reduce stress and improve organization. Survey results show that the most common method is through biller websites, followed by payments made through banks. Still, a notable portion of consumers continue to pay by phone or through the mail.



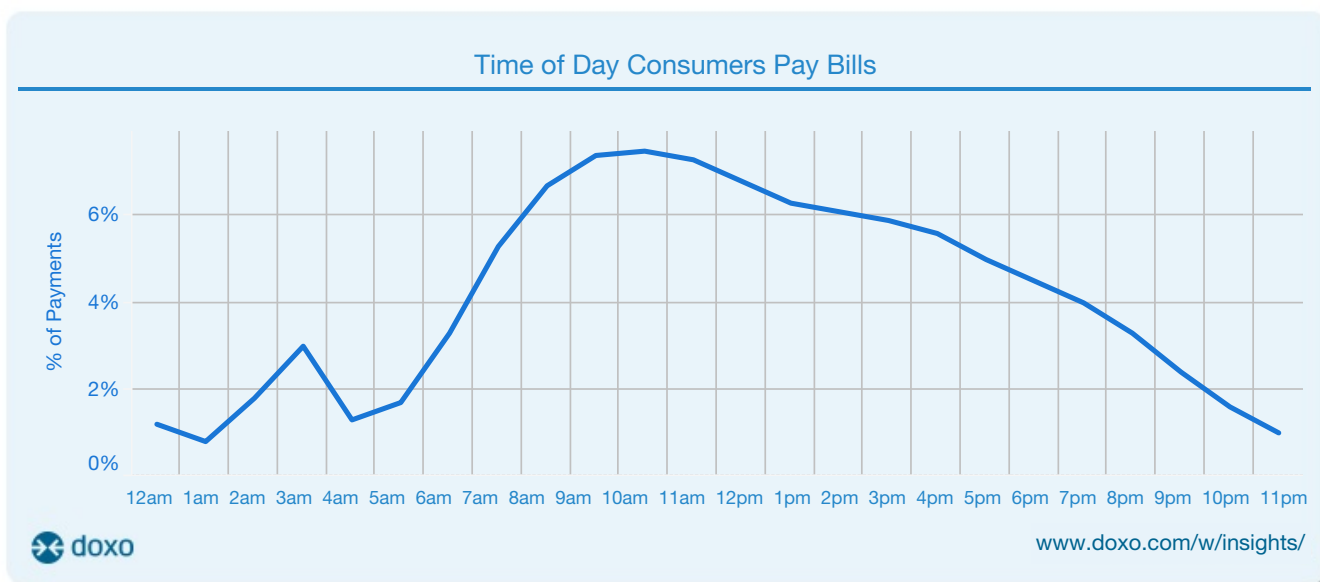
How do consumers remember to pay their bills?

Consumers use a variety of methods to remember and manage bill payments, with patterns varying widely by bill type. Auto-scheduled payments are most common for mobile phone bills (42%) but far less common for rent (9%). Meanwhile, 26% of consumers pay water and sewer bills upon receiving a paper statement in the mail, compared to just 9% who pay auto loans this way.

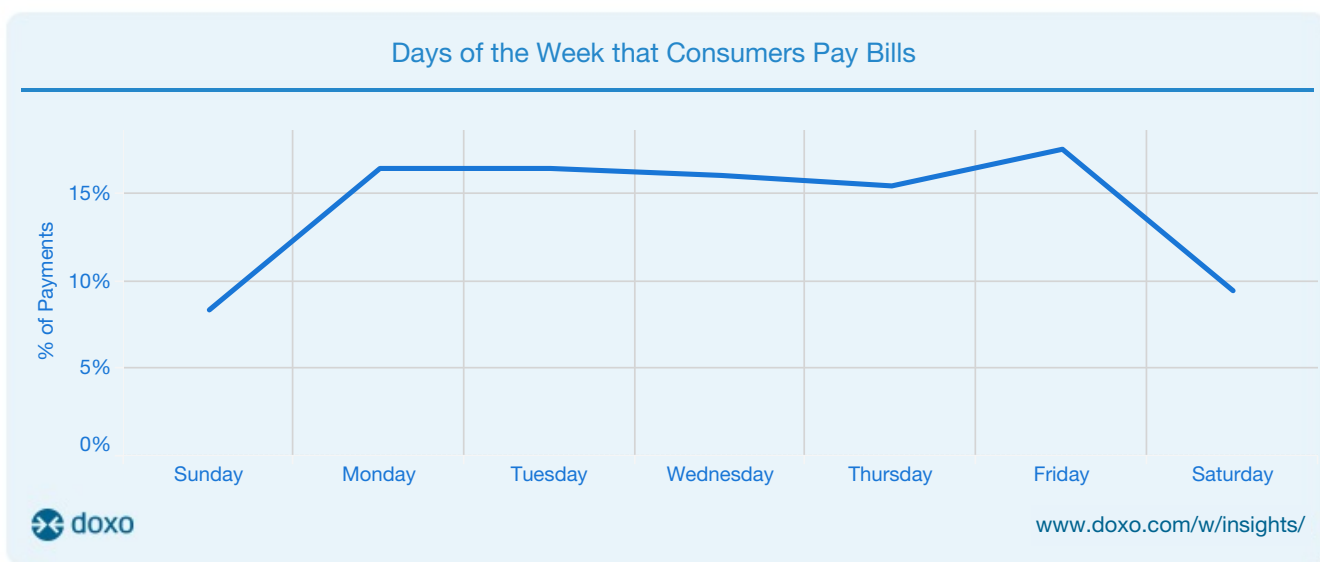


When do consumers pay their bills?

Consumers are most likely to pay their bills right before lunchtime, with the period between 9am and 12pm being the time window in which they are most likely to make bill payments. To see individualized time-of-day graphs for different locations in the US, consult doxoINSIGHTS to browse over 4000 cities and towns across the country.



Across the seven days of the week, Monday, Tuesday and Friday are the most common days for consumers to pay their bills, with more than 50% of payments being made on one of those three days. The weekend, meanwhile, is the least common time for consumers to pay their bills.



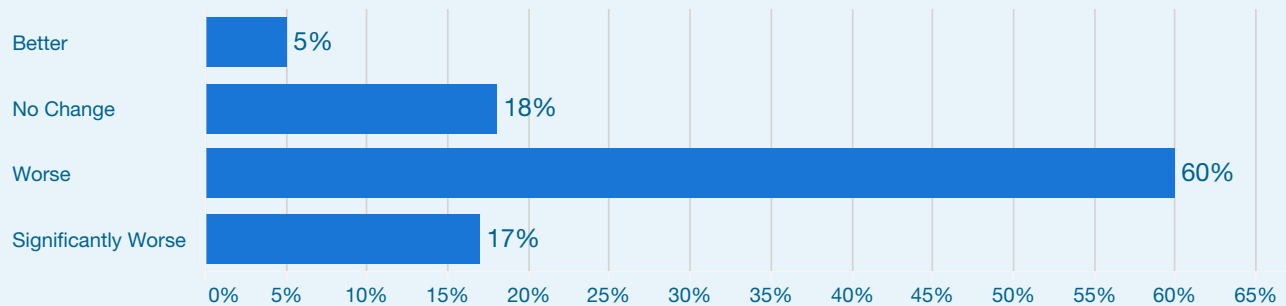
How Inflation is Impacting Consumer Bill Pay

Financial Health in 2025⁽¹⁾

77% of adults reported their financial situation worse or significantly worse due to inflation and cost of goods (groceries) compared to prior year.

Inflation and prices continued to be the top financial concern, particularly the prices of food and groceries. Six in ten reported feeling worse off compared to the prior year, including 17% who said price changes made their situation much worse.

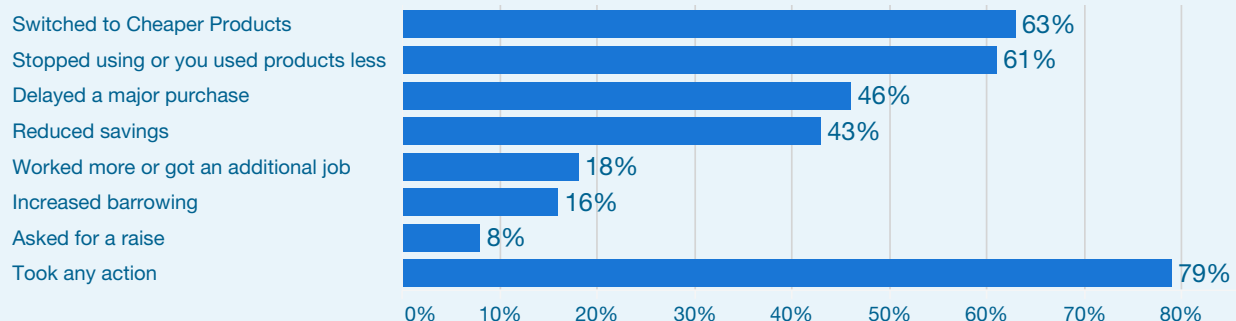
The impact the rising cost of goods has had on households



The percentage of adults who reduced their savings and delayed a major purchase in response to higher prices.

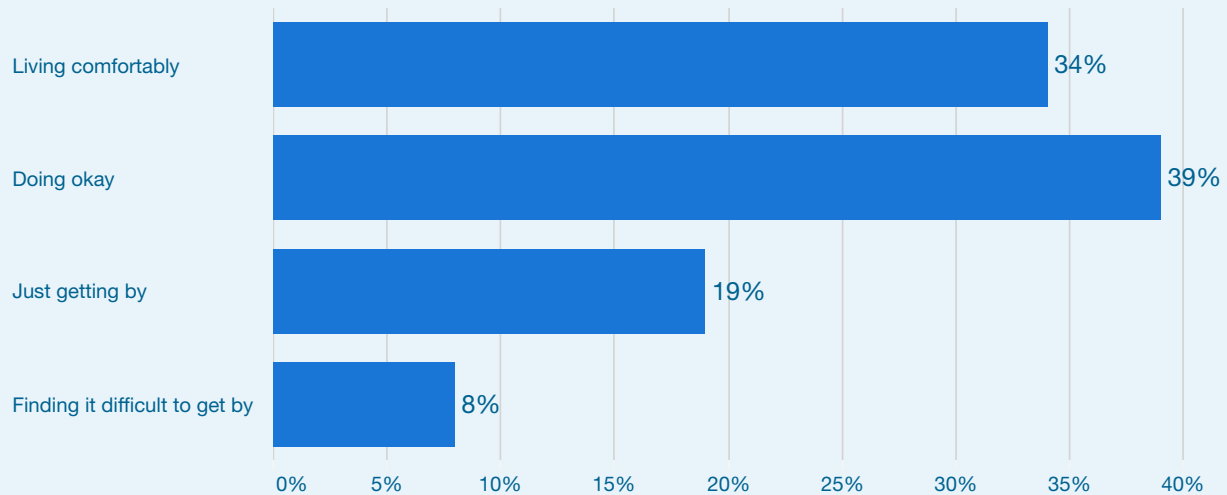
In the past year, 79% of adults adjusted their behavior in response to higher prices, most often through changes in spending. Common actions included switching to cheaper products (63%), using less or stopping use of a product (61%), and delaying major purchases (46%). Additionally, 43% reported reducing their savings.

Percentage of adults who reduced savings and delayed a major purchase in response to higher prices.

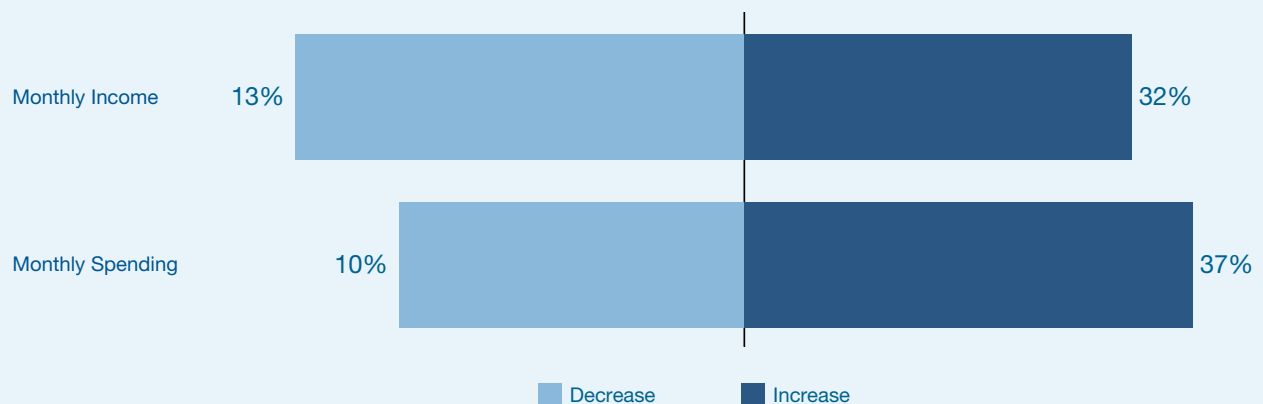


Financial Health in 2025

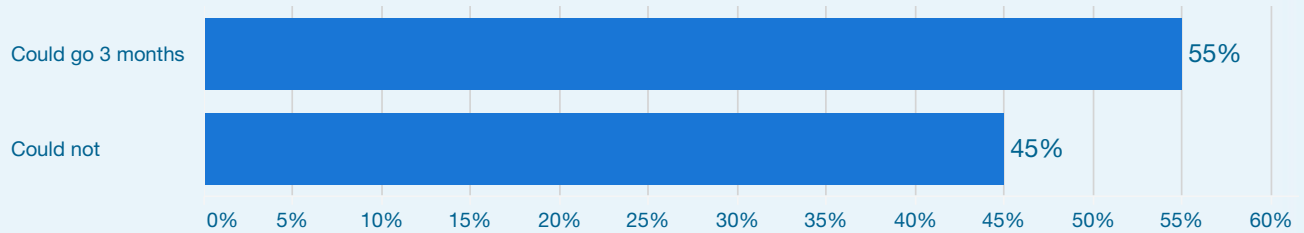
The percentage of adults who reported being "just getting by" or "finding it difficult to get by" financially.



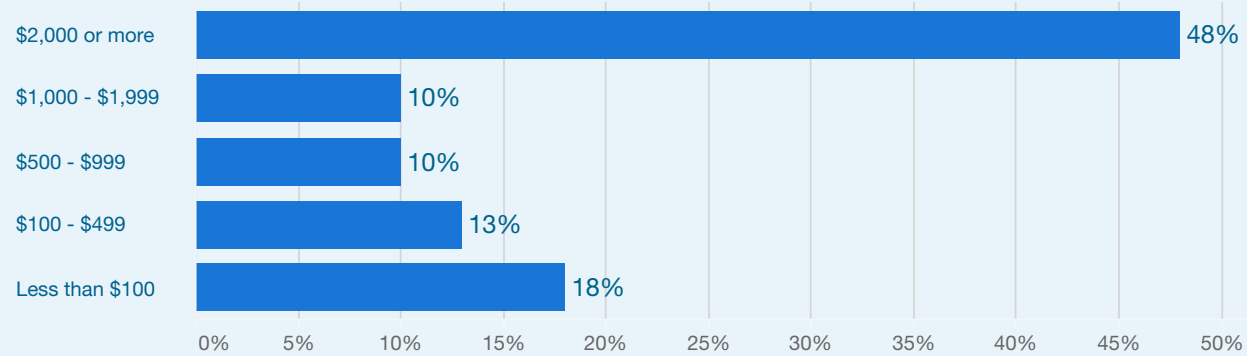
The share of adults whose monthly income and spending increased and decreased over the past 12 months.



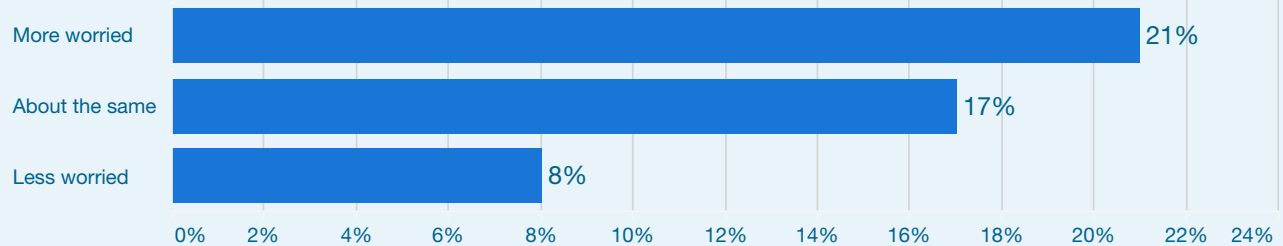
How long individuals could handle their largest expenses right now using only savings ⁽¹⁾



Expectations for how long household bills could be paid without primary source of income ⁽¹⁾



Percentage worried about ability to pay households bills, as compared to last year



About doxo

doxo delivers innovation that transforms the bill pay experience for consumers, billers and financial technology providers. For over 10M consumers, doxo's all-in-one bill pay makes it simple to organize and pay any bill on any device through a secure checkout. For billers, doxo's network-driven platform enables online and mobile payments with a ridiculously simple integration, radically lower costs, and game-changing features that are unavailable with legacy bill pay vendors. For fintech partners, doxo delivers financial innovations to consumers across 97% of US Zip Codes, paying from more than 8,000 financial institutions to over 120,000 billers in 45+ service categories. For employees, doxo is a creative, ever-learning team that is passionate about building fintech tools that dramatically improve the bill pay experience. For investors, doxo provides an extraordinary opportunity to invest alongside Jackson Square Ventures, MDV, and Bezos Expeditions to disrupt a market that accounts for over \$4T of US Household spend.

To learn more visit doxo.com.