



doxoINSIGHTS

Cost of Bills Index (COBI) 2026 Report

A comprehensive look at doxo's Cost of Bills Index (COBI) which is designed to illustrate how much it costs to live in one area as compared to another with a specific focus on household bills.

www.doxo.com/w/reports

doxo's Cost of Bills Index: Overview & Methodology

Understanding the Cost of Bills Index (COBI)

Cost of Living measures the expenses—such as housing, food, and taxes—required to maintain a lifestyle in a specific location. Using proprietary data, **doxo** provides a specialized look at this through the **Cost of Bills Index (COBI)**.

Unlike broad metrics, COBI focuses specifically on the **13 most essential household bill categories**, Gas, Electric, Waste & Recycling, Water & Sewer, Cable & Phone, Mobile Phone, Auto Loans, Auto Insurance, Life Insurance, Health Insurance, Alarm & Security, Rent, and Mortgage.

What is doxo's Cost of Bills Index (COBI)?

COBI compares local bill costs against the national average using a baseline of **100**. **Above 100**: Costs are higher than the national average (e.g., Seattle at **143** is 43% higher). **Below 100**: Costs are lower than the national average (e.g., Charleston at **57** is 43% lower)

By benchmarking the median cost of essential services, COBI offers a precise tool for consumers to evaluate affordability across different U.S. cities, counties, and states.

COBI offers three key ways to examine doxo's bill pay data for each state, county and city:

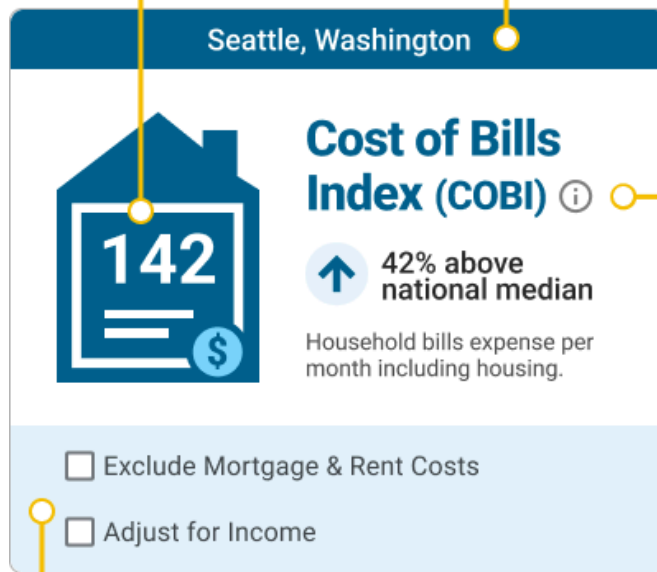
- **COBI Standard**: household bills expense per month, including housing. This version of the COBI is representative of the total amount spent on the thirteen most common household bills in a given area, inclusive of mortgage and rent, as it relates to the median national income.
- **Standard COBI w/o housing**: household bills expense per month, excluding housing. This version of the COBI is representative of the total amount spent on the thirteen most common household bills in a given area, excluding mortgage and rent, as it relates to the median national income.
- **Income-Adjusted COBI**: household bills as a percent of income, including housing. This version of the COBI is representative of the total amount spent on the thirteen most common household bills in a given area, including mortgage and rent, as it relates to the median income in the local (state, county, city) area.

How Cost of Bills Index (COBI) Works

The COBI is based on doxo's nationwide bill payment statistics for the thirteen most common household bill categories, and provides a standard comparison index for the most fundamental expenses that comprise the Cost of Living.

The index value of 100 represents the national median. The value for each state, county and city, relative to 100, is based on how they compare to the national median.

doxo uses its proprietary data set to create COBI scores for **every city, county and state in the U.S.** providing a deep look into the Cost of Bills for the ten most essential household bill payment categories.




The COBI standard index value includes cost of housing and is measured as relative household spending in dollars. The COBI widget allows the index to be filtered to **exclude housing**; or to compare expense **adjusted for median regional income**.

The composite index is based on the median cost of the following in a given area: Utilities, Cable & Phone, Mobile Phone, Auto Loans, Auto Insurance, Life Insurance, Health Insurance, Alarm & Security, Rent, and Mortgage.

Three Key Ways to View the Cost of Bills Index (COBI)

Through the easy-to-navigate tool COBI offers three key ways to examine doxo's bill pay data for each state, county, and city:

Seattle, Washington



Cost of Bills Index (COBI) ⓘ

↑ 42% above national median


Household bills expense per month including housing.

Exclude Mortgage & Rent Costs
 Adjust for Income

COBI Standard

Household bills expense per month, including housing. This version of the COBI is representative of the total amount spent on the ten most common household bills in a given area, inclusive of mortgage and rent, as it relates to the median national income.

Seattle, Washington



Cost of Bills Index (COBI) ⓘ

↑ 9% above national median


Household bills expense per month excluding housing.

Exclude Mortgage & Rent Costs
 Adjust for Income

COBI Standard Without Housing

Household bills expense per month, excluding housing. This version of the COBI is representative of the total amount spent on the ten most common household bills in a given area, excluding mortgage and rent, as it relates to the median national income.

Seattle, Washington



Cost of Bills Index (COBI) ⓘ

↑ 2% above national median

Household bills percent of income including housing.

Exclude Mortgage & Rent Costs
 Adjust for Income

COBI Income-Adjusted

Household bills as a percent of income, including housing. This version of the COBI is representative of the total amount spent on the ten most common household bills in a given area, including mortgage and rent, as it relates to the median income in the local (state, county, metro area, city, and zipcode).

Most & Least Expensive U.S. States & Largest Cities Based on Cost of Bills Index (COBI)

Most Expensive U.S. States Based on COBI

State	COBI	% +/- National Median
California 	138 	↑ 38% Higher than National
Hawaii 	131 	↑ 31% Higher than National
Massachusetts 	128 	↑ 28% Higher than National
New Jersey 	127 	↑ 27% Higher than National
Maryland 	122 	↑ 22% Higher than National

Most Expensive Largest Cities Based on COBI

City	COBI	% +/- National Median
San Jose, CA 	176 	↑ 76% Higher than National
New York, NY 	163 	↑ 63% Higher than National
San Francisco, CA 	161 	↑ 61% Higher than National
San Diego, CA 	155 	↑ 55% Higher than National
Boston, MA 	152 	↑ 52% Higher than National

Least Expensive U.S. States Based on COBI

West Virginia 	53 	↓ 47% Lower than National
Mississippi 	74 	↓ 26% Lower than National
Arkansas 	76 	↓ 24% Lower than National
Alabama 	77 	↓ 23% Lower than National
Oklahoma 	77 	↓ 23% Lower than National

Least Expensive Largest Cities Based on COBI

El Paso, TX 	79 	↓ 21% Lower than National
Cleveland, OH 	80 	↓ 20% Lower than National
Detroit, MI 	81 	↓ 19% Lower than National
Dayton, OH 	82 	↓ 18% Lower than National
Pittsburgh, PA 	84 	↓ 16% Lower than National

U.S. States Ranked by Most to Least Expensive

Rank	State	Median Household Income	Median Monthly Bill	COBI	COBI w/o Housing	COBI Income Adj.	% vs National
1	California	\$104,029	\$2,892	138	113	112	38% Higher
2	Hawaii	\$99,866	\$2,735	131	113	111	31% Higher
3	Massachusetts	\$108,372	\$2,668	128	115	100	28% Higher
4	New Jersey	\$108,982	\$2,647	127	112	98	27% Higher
5	Maryland	\$107,081	\$2,544	122	122	96	22% Higher
6	Washington	\$100,779	\$2,463	118	109	99	18% Higher
7	New York	\$92,728	\$2,450	117	107	107	17% Higher
8	Connecticut	\$102,662	\$2,392	114	109	94	14% Higher
9	Colorado	\$96,459	\$2,367	113	97	99	13% Higher
10	New Hampshire	\$99,127	\$2,321	111	113	95	11% Higher
11	Rhode Island	\$89,064	\$2,290	110	115	104	10% Higher
12	Virginia	\$99,208	\$2,258	108	101	92	8% Higher
13	Alaska	\$91,566	\$2,197	105	115	97	5% Higher
14	Oregon	\$83,403	\$2,133	102	94	103	2% Higher
15	Texas	\$81,943	\$2,114	101	108	104	1% Higher
16	Nevada	\$78,925	\$2,111	101	95	108	1% Higher
17	Delaware	\$86,001	\$2,103	101	116	99	1% Higher
18	Utah	\$93,894	\$2,100	100	95	90	0% Equal
19	Florida	\$75,161	\$2,071	99	104	111	1% Lower
20	Minnesota	\$91,252	\$2,033	97	103	90	3% Lower
21	Illinois	\$86,802	\$2,022	97	97	94	3% Lower
22	Vermont	\$80,046	\$2,020	97	114	102	3% Lower
23	Georgia	\$79,042	\$2,009	96	105	103	4% Lower
24	Arizona	\$80,709	\$2,008	96	100	101	4% Lower
25	North Carolina	\$73,592	\$1,968	94	116	108	6% Lower

U.S. States Ranked by Most to Least Expensive

Rank	State	Median Household Income	Median Monthly Bill	COBI	COBI w/o Housing	COBI Income Adj.	% vs National
26	Maine	\$74,829	\$1,864	89	110	101	11% Lower
27	Wisconsin	\$77,970	\$1,843	88	106	96	12% Lower
28	Pennsylvania	\$80,878	\$1,816	87	94	91	13% Lower
29	Nebraska	\$78,233	\$1,809	87	104	94	13% Lower
30	South Carolina	\$69,335	\$1,788	86	106	104	14% Lower
31	Michigan	\$75,245	\$1,771	85	104	95	15% Lower
32	Wyoming	\$76,594	\$1,755	84	102	93	16% Lower
33	Tennessee	\$70,757	\$1,747	84	97	100	16% Lower
34	Idaho	\$76,248	\$1,737	83	87	92	17% Lower
35	Montana	\$71,086	\$1,727	83	96	98	17% Lower
36	Ohio	\$73,149	\$1,717	82	97	95	18% Lower
37	Louisiana	\$62,537	\$1,694	81	101	110	19% Lower
38	Missouri	\$72,962	\$1,687	81	94	94	19% Lower
39	Kansas	\$77,422	\$1,647	79	85	86	21% Lower
40	Indiana	\$72,599	\$1,641	78	92	91	22% Lower
41	Iowa	\$75,393	\$1,640	78	95	88	22% Lower
42	South Dakota	\$73,254	\$1,640	78	94	91	22% Lower
43	North Dakota	\$76,962	\$1,631	78	91	86	22% Lower
44	New Mexico	\$64,715	\$1,630	78	95	102	22% Lower
45	Kentucky	\$64,878	\$1,624	78	98	101	22% Lower
46	Oklahoma	\$66,407	\$1,605	77	95	98	23% Lower
47	Alabama	\$65,346	\$1,603	77	101	99	23% Lower
48	Arkansas	\$60,807	\$1,580	76	101	105	24% Lower
49	Mississippi	\$56,799	\$1,547	74	101	110	26% Lower
50	West Virginia	\$59,859	\$1,116	53	63	75	47% Lower

Largest 50 Cities Ranked by Most to Least Expensive

Rank	City	Median Household Income	Median Monthly Bill	COBI	COBI w/o Housing	COBI Income Adj.	% vs National
1	San Jose, CA	\$145,021	\$3,680	176	143	103	76% Higher
2	New York, NY	\$116,156	\$3,410	163	147	119	63% Higher
3	San Francisco, CA	\$144,107	\$3,364	161	114	94	61% Higher
4	San Diego, CA	\$109,597	\$3,241	155	125	120	55% Higher
5	Boston, MA	\$105,971	\$3,184	152	95	122	52% Higher
6	Seattle, WA	\$117,752	\$2,972	142	109	102	42% Higher
7	Los Angeles, CA	\$77,103	\$2,919	140	116	153	40% Higher
8	Washington,	\$113,065	\$2,911	139	100	104	39% Higher
9	Austin, TX	\$102,752	\$2,684	128	112	106	28% Higher
10	Denver, CO	\$91,564	\$2,628	126	117	116	26% Higher
11	Miami, FL	\$74,163	\$2,619	125	122	143	25% Higher
12	Portland, OR	\$95,277	\$2,552	122	104	108	22% Higher
13	Fort Lauderdale, FL	\$81,308	\$2,507	120	114	125	20% Higher
14	Atlanta, GA	\$89,235	\$2,413	115	97	109	15% Higher
15	Chicago, IL	\$79,804	\$2,412	115	112	122	15% Higher
16	Dallas, TX	\$75,910	\$2,407	115	121	128	15% Higher
17	Fort Worth, TX	\$76,106	\$2,354	113	131	125	13% Higher
18	Baltimore, MD	\$65,502	\$2,346	112	134	145	12% Higher
19	Minneapolis, MN	\$92,745	\$2,336	112	113	102	12% Higher
20	Charlotte, NC	\$85,678	\$2,328	111	111	110	11% Higher
21	Colorado Springs, CO	\$87,509	\$2,314	111	107	107	11% Higher
22	Sacramento, CA	\$81,366	\$2,305	110	88	115	10% Higher
23	Phoenix, AZ	\$77,356	\$2,248	108	116	118	8% Higher
24	Tampa, FL	\$74,575	\$2,236	107	103	121	7% Higher
25	Orlando, FL	\$75,642	\$2,228	107	95	119	7% Higher

Largest 50 Cities Ranked by Most to Least Expensive

Rank	City	Median Household Income	Median Monthly Bill	COBI	COBI w/o Housing	COBI Income Adj.	% vs National
26	San Antonio, TX	\$72,984	\$2,220	106	125	123	6% Higher
27	Houston, TX	\$71,760	\$2,189	105	112	123	5% Higher
28	Omaha, NE	\$81,312	\$2,163	103	124	108	3% Higher
29	Birmingham, AL	\$76,602	\$2,160	103	126	114	3% Higher
30	Las Vegas, NV	\$74,282	\$2,153	103	97	117	3% Higher
31	Saint Paul, MN	\$91,492	\$2,143	103	101	95	3% Higher
32	Cincinnati, OH	\$73,589	\$2,079	99	130	114	1% Lower
33	Jacksonville, FL	\$68,264	\$2,077	99	110	123	1% Lower
34	Milwaukee, WI	\$62,440	\$2,074	99	125	134	1% Lower
35	Louisville, KY	\$70,040	\$2,053	98	127	119	2% Lower
36	Columbus, OH	\$68,347	\$2,010	96	104	119	4% Lower
37	Memphis, TN	\$56,170	\$1,996	95	125	144	5% Lower
38	Rochester, NY	\$66,339	\$1,955	94	120	119	6% Lower
39	Kansas City, MO	\$73,242	\$1,938	93	106	107	7% Lower
40	Philadelphia, PA	\$64,022	\$1,931	92	96	122	8% Lower
41	Indianapolis, IN	\$67,061	\$1,869	89	103	113	11% Lower
42	Albuquerque, NM	\$68,067	\$1,844	88	100	110	12% Lower
43	Saint Louis, MO	\$74,209	\$1,816	87	91	99	13% Lower
44	Oklahoma City, OK	\$63,223	\$1,796	86	104	115	14% Lower
45	Tucson, AZ	\$68,636	\$1,788	86	96	105	14% Lower
46	Pittsburgh, PA	\$77,442	\$1,756	84	90	92	16% Lower
47	Dayton, OH	\$69,499	\$1,711	82	98	100	18% Lower
48	Detroit, MI	\$39,514	\$1,699	81	117	174	19% Lower
49	Cleveland, OH	\$54,192	\$1,669	80	98	125	20% Lower
50	El Paso, TX	\$59,950	\$1,652	79	90	111	21% Lower

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.

INSIGHTS
10M+

Statistically significant, with 10M+ paying consumers and 120K+ unique billers

97%

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

All Payment Sources



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

Background and Methodology

doxoINSIGHTS provides a comprehensive view of the Bill Pay Economy™, offering a detailed analysis of category size and median household spending at the national, state, and regional levels. By aggregating the broadest available dataset of real household payment activity, doxoINSIGHTS brings greater transparency to the U.S. bill pay market and establishes a reliable foundation for bottom-up market sizing of the thirteen most common household bills.

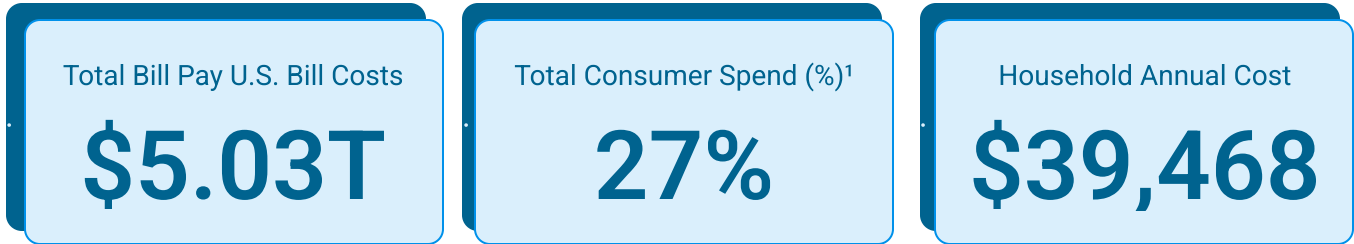
doxo's proprietary dataset underpins doxo's bottom-up market sizing of the thirteen most common household bills, delivering transparent insights into category size and median household spend at the national, state, and regional levels. Unlike industry sources that blend household bills with employer-paid, withheld, or discretionary expenses, doxo's nationwide bill pay data isolates the true consumer portion of recurring household bill spend, enabling accurate measurement of market size and household penetration by category.

Powered by doxoINSIGHTS and doxoBILLS, the 2026 U.S. Household Bill Pay Report reflects **tens of millions of real bill payments across 120,000+ providers, 45 service categories, and 97% of U.S. ZIP codes**—representing what Americans actually pay on their household bills over the past 12 months.

The report includes detailed breakouts by service category, household market costs, and median monthly household spend by state, providing a clear and data-driven view of U.S. bill pay behavior.

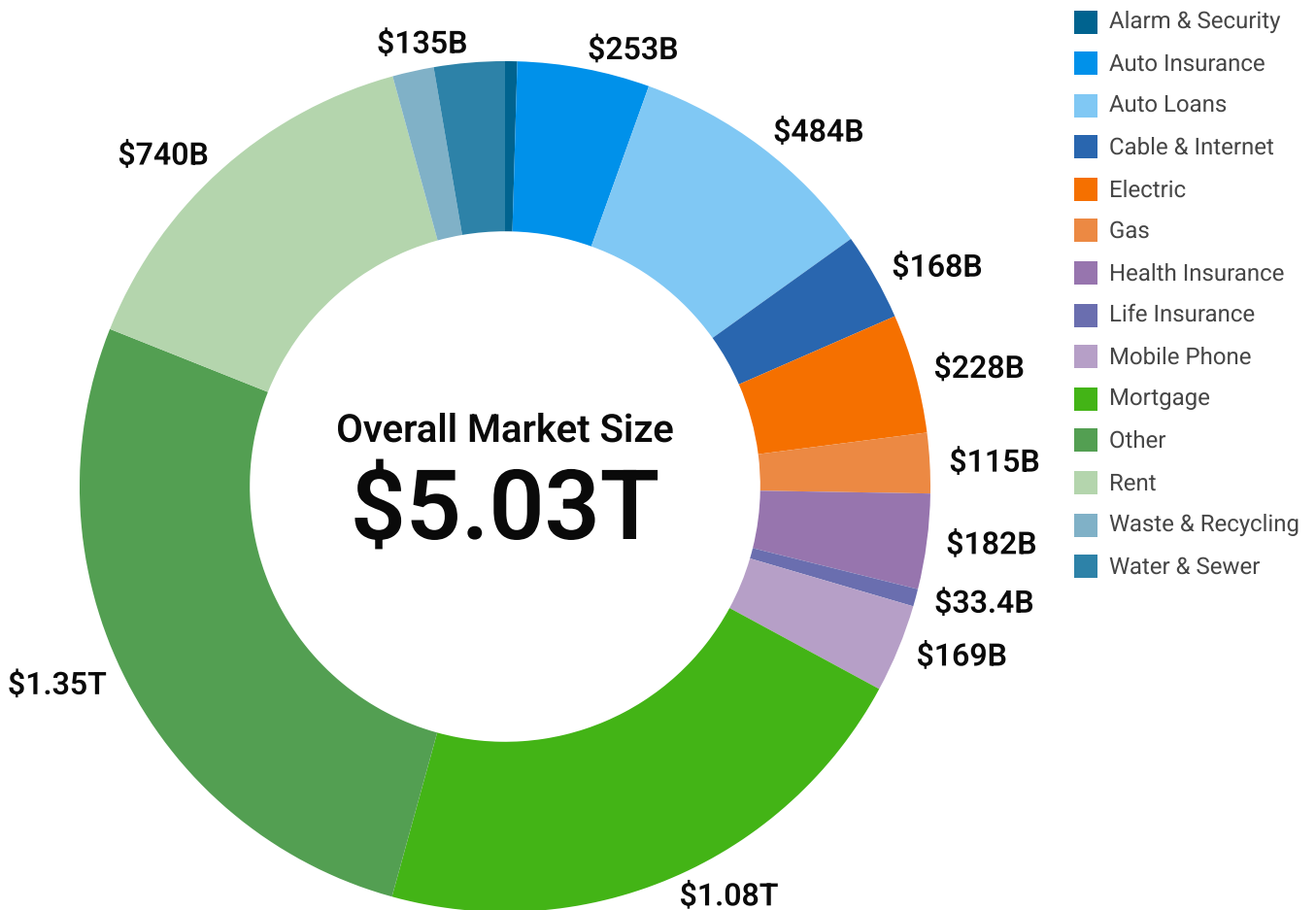
Overall Bill Pay Market Size (in billions)

In 2026 the Bill Pay Economy™ totals \$5.03 trillion, 27% of total consumer spending¹. Costing households an estimated \$39,468 per year (47% of income).



¹Total Consumer Spend (%) reflects \$5.03T in annual U.S. household bills relative to \$18.82T 2025 BEA Personal Consumption Expenditures

U.S. Households spend \$5.03 trillion annually on household bills.

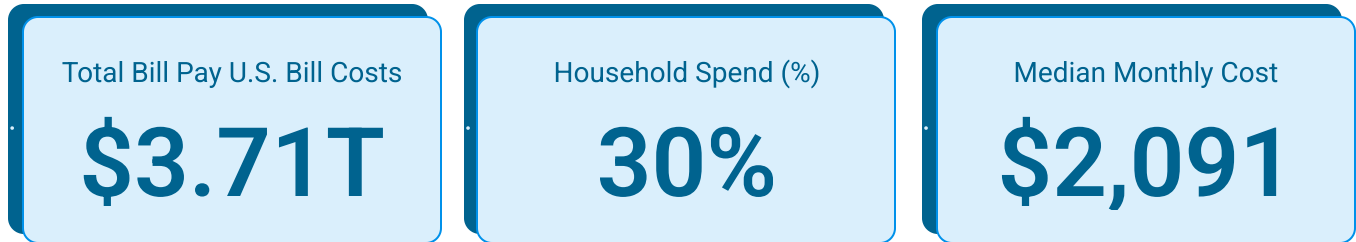


Data reflects direct consumer-to-biller payments for recurring household bills, excluding employer-paid costs and discretionary spending. doxo data captures only the true consumer share of household bill spend. The overall doxo addressable household bill market also includes additional consumer out-of-pocket categories—such as taxes & fees, tuition, and student loans—which are reflected in total market figures but excluded from recurring household bill breakouts.²

U.S. Households spend \$3.69T on 13 Most Common household bills

While the total market size for U.S. household bills is \$5.03 trillion per year, this report breaks down the thirteen most common household bills, which amount to \$3.69 trillion, \$2,083 per month, roughly 30% of annual income (\$84,583).

These include: Mortgage, Rent, Auto Loan, Gas; Electric, Water & Sewer, Waste & Recycling, Auto Insurance, Cable & Satellite, Health Insurance, Mobile Phone, Alarm & Security, and Life Insurance.



Median Monthly & Annual Cost by Bill Category

* Bill Category	Median Monthly Bill	Median Annual Cost	% Households with Bill
Mortgage	\$1,766	\$21,192	40%
Rent	\$1,453	\$17,436	33%
Auto Loan	\$482	\$5,784	62%
Electric	\$126	\$1,506	90%
Cable & Satellite	\$125	\$1,495	74%
Auto Insurance	\$108	\$1,301	80%
Mobile Phone	\$100	\$1,197	88%
Water & Sewer	\$88	\$1,050	72%
Health Insurance	\$83	\$993	66%
Alarm & Security	\$78	\$932	13%
Gas	\$73	\$876	67%
Waste & Recycling	\$72	\$861	54%
Life Insurance	\$60	\$720	20%

Powered by Actual Consumer Payment Data at National Scale

doxo's bill pay network enables all-in-one payments to more than 120,000 providers across 45+ service categories nationwide. Leveraging tens of millions of real bill payments across 97% of U.S. ZIP codes—and spanning all income brackets and regional demographics—the 2026 U.S. Household Bill Pay Report reflects what Americans are actually paying for their essential bills today.

Unlike traditional industry estimates, which often combine household bills with employer-paid expenses (such as health insurance and taxes) or include discretionary spending like credit card balances, doxoINSIGHTS isolates true consumer-paid, recurring household obligations. This approach delivers one of the most accurate and comprehensive views of bill payment behavior, category spend, and household penetration rates available in the market.

About doxoINSIGHTS

doxoINSIGHTS provides direct insight into The Bill Pay Economy™ by leveraging consumer surveys and doxo's unique aggregate bill pay data set, comprising actual bill payment activity to confirmed household service providers across the country. doxo data brings together the broadest available data set for analyzing actual household bill payment activity, pulling from over 10 million paying consumers across over 97% of U.S. zip codes. doxo's payment network covers over 120,000 billers in 45 different service categories and enables payments using bank accounts, credit cards or debit cards. This uniquely broad statistical foundation powers doxoINSIGHTS reports – uncovering key trends for household financial health and bill payment behavior.

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 5,000 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 \$5T of US Household spend. To learn more about America's leading bill pay network, visit doxo.com.