



DailyPay User Experience Research 2023

Research for DailyPay

Topline Report

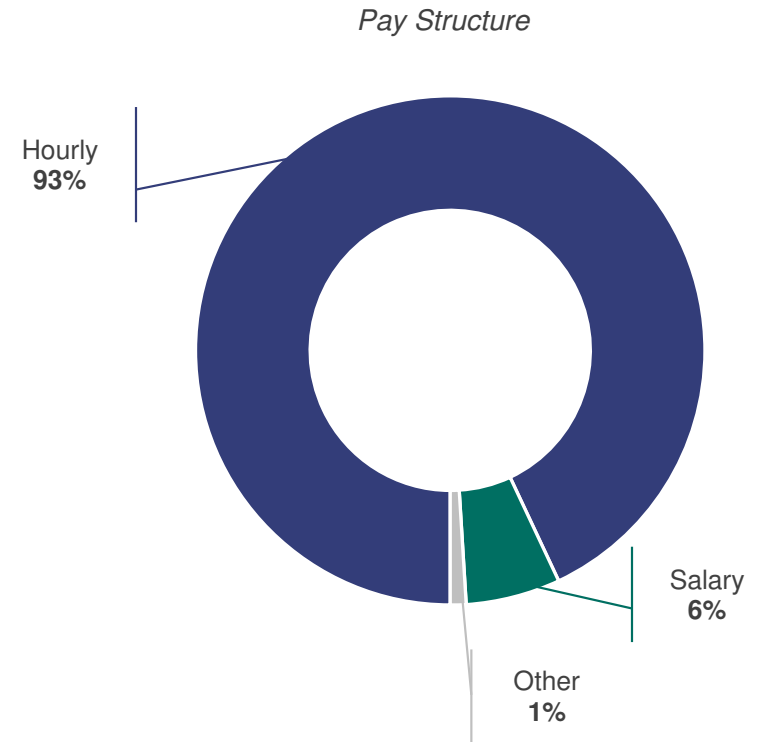
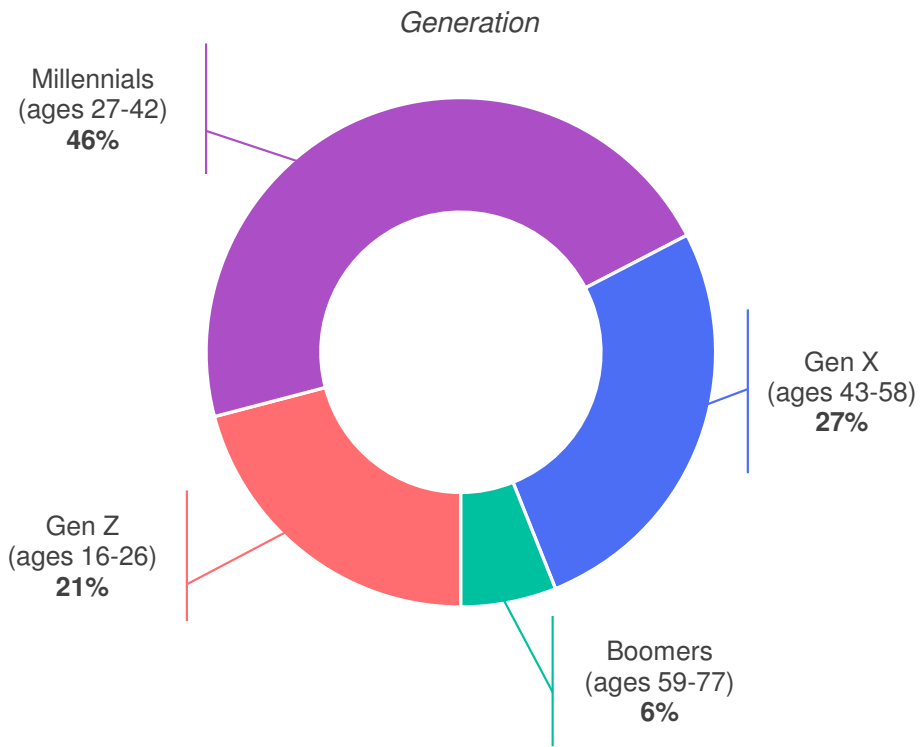
Research Overview

This research was conducted by Arizent and Employee Benefits News on behalf of DailyPay. The primary objective of the research is to understand how employees of companies who use DailyPay use the service and the impact this has on their behavior and relationship with their employer.

Methodology

- This research was conducted online during August 2023 among 10,283 employees. This survey was fielded by DailyPay to current users.
- DailyPay managed the distribution of the survey, guaranteeing the confidentiality of respondent identities (and data would only be displayed in aggregate, not uniquely identified).

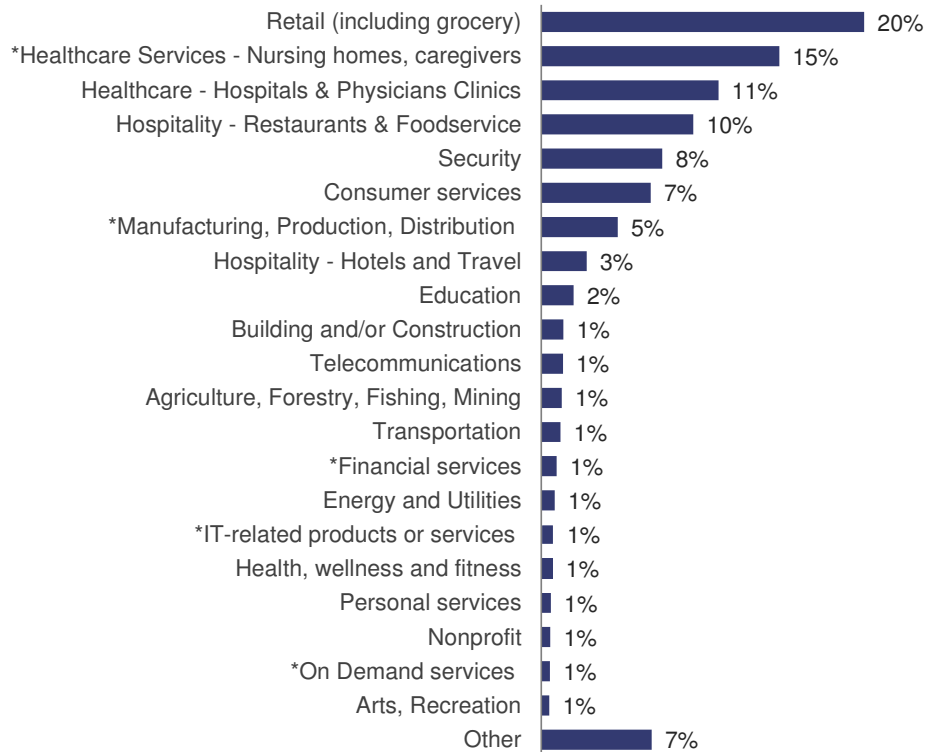
Employee Demographics



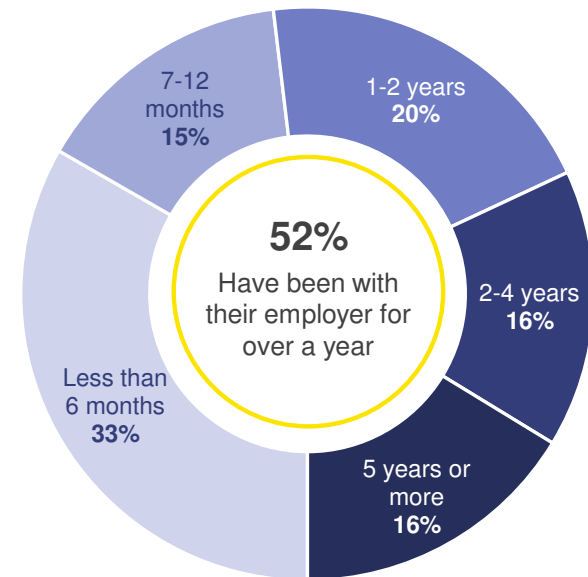
Base: Total Respondents: n=10,283

Employment Profile

Self-Identified Industry (as opposed to appended)



Self-Identified Length of Time Using DailyPay



Base: Total Respondents: n=10,283

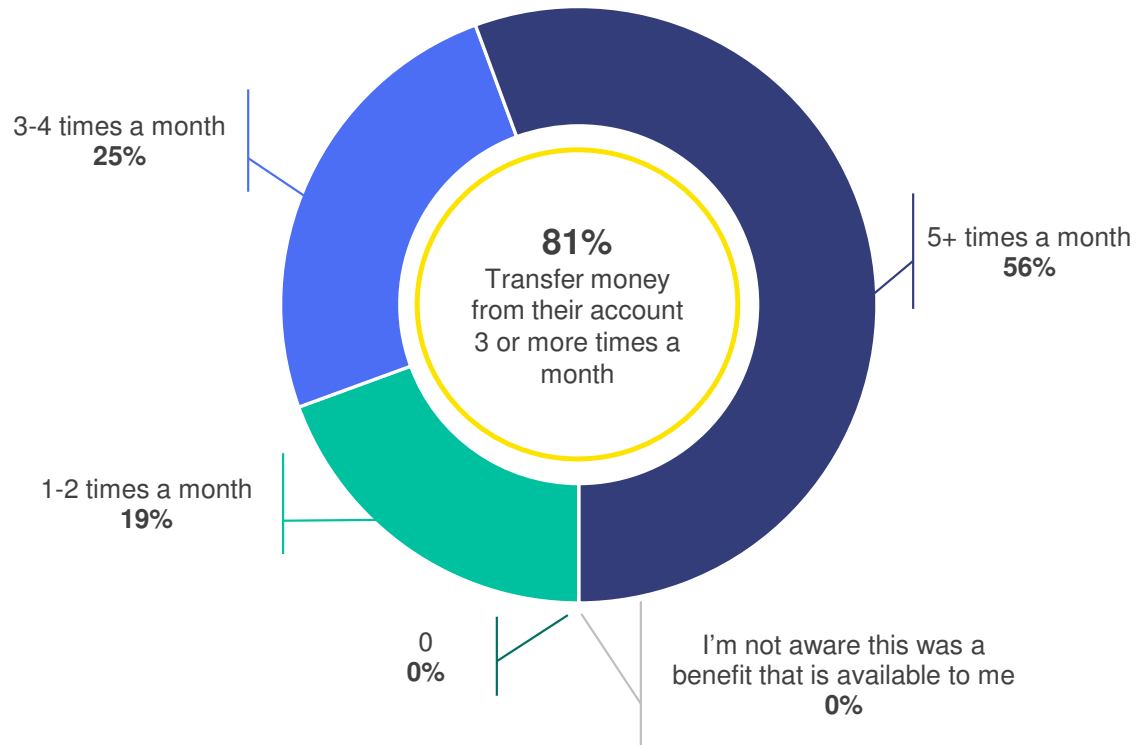
*Healthcare Services - Nursing homes, in-home care, caregivers; *Manufacturing, Production, Distribution (including warehousing); *Financial services (banking, accounting, tax, insurance etc.); *IT-related products or services (including software); *On Demand services (i.e. food delivery apps, shopping services, ride sharing apps, etc.)



Detailed Findings

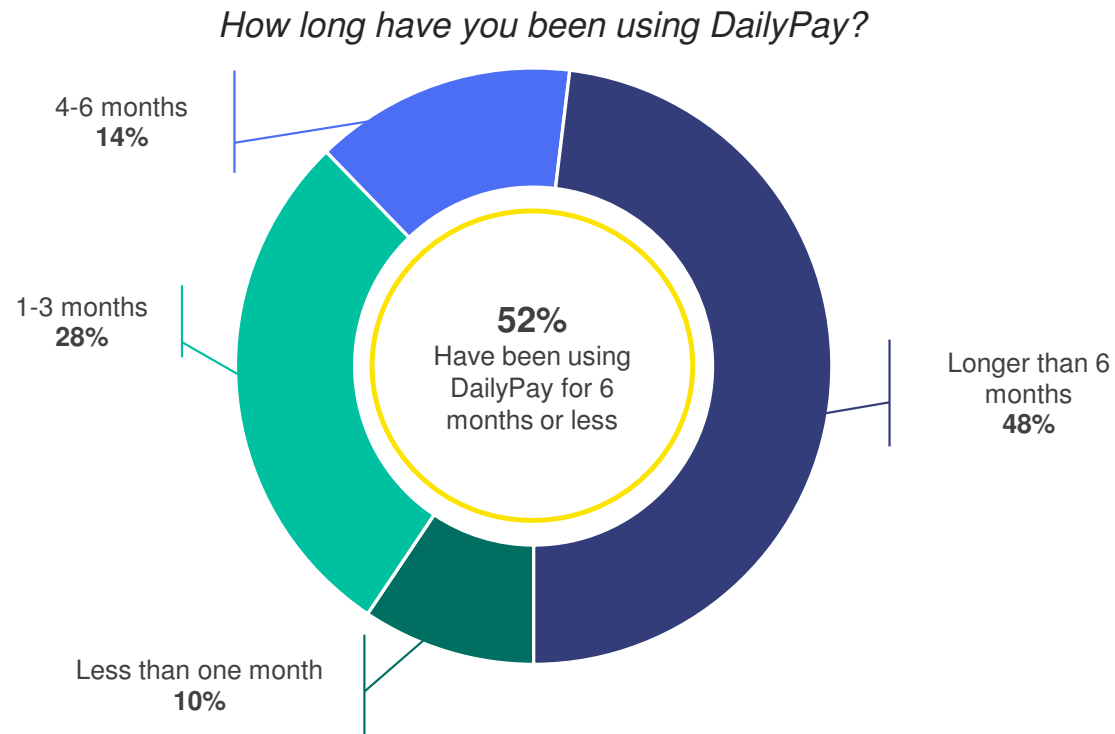
More than half of respondents transfer money from DailyPay to their account or paycard at least five times per month

Roughly how many times in a typical month do you transfer money from your DailyPay account (i.e. transfer money to your bank account or paycard before payday)?



Base: Total Respondents: n=10,283

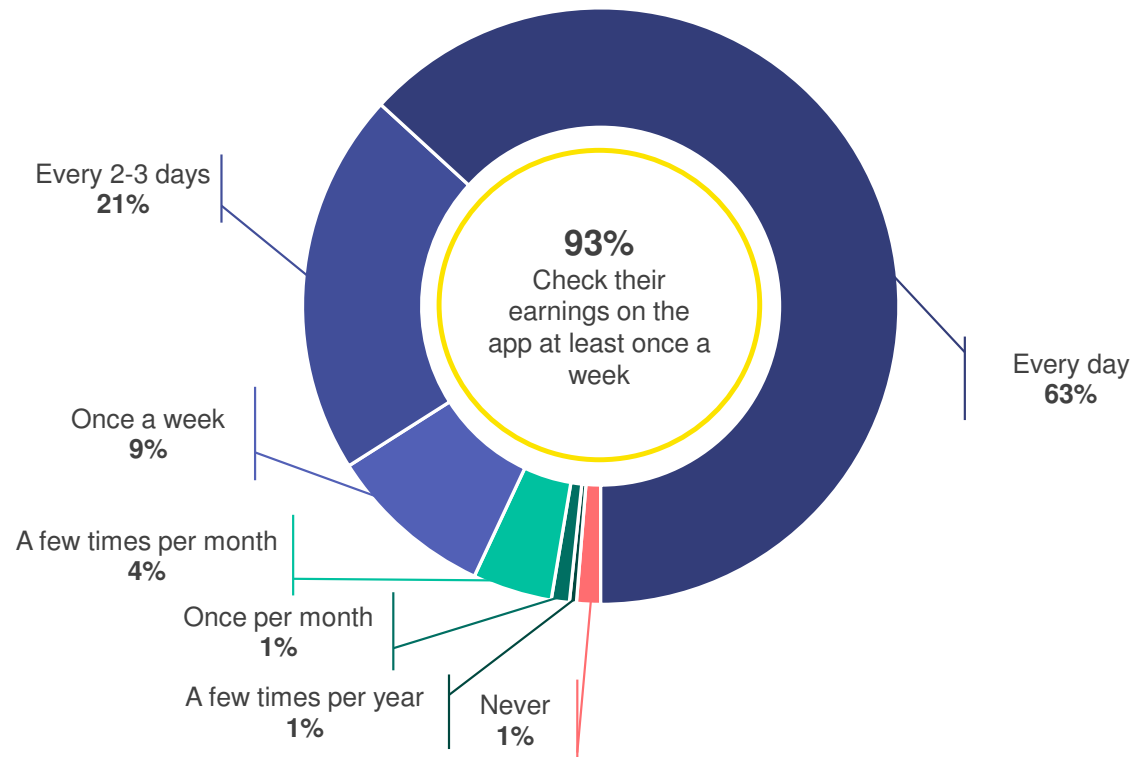
About half are new users, having used DailyPay for six months or less



Base: Total Respondents: n=10,283

6-in-10 users track their earnings daily

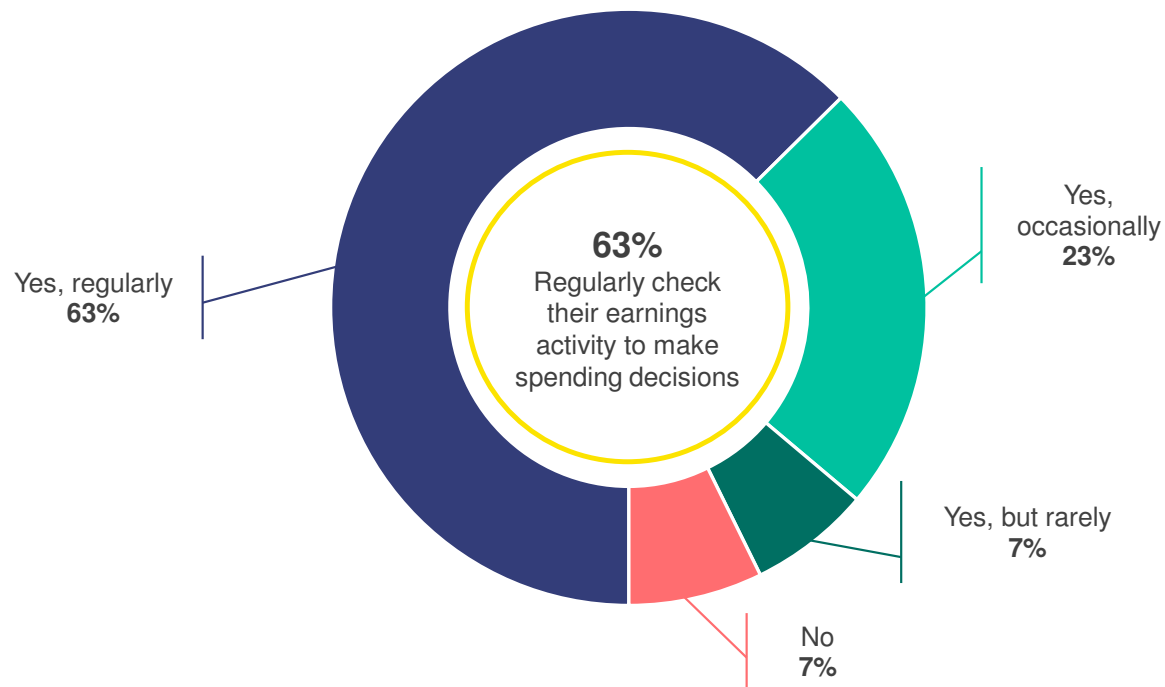
About how often do you check the DailyPay app to track your earnings?



Base: Total Respondents: n=10,283

9-in-10 users check their earnings activity to make spending and financial decisions

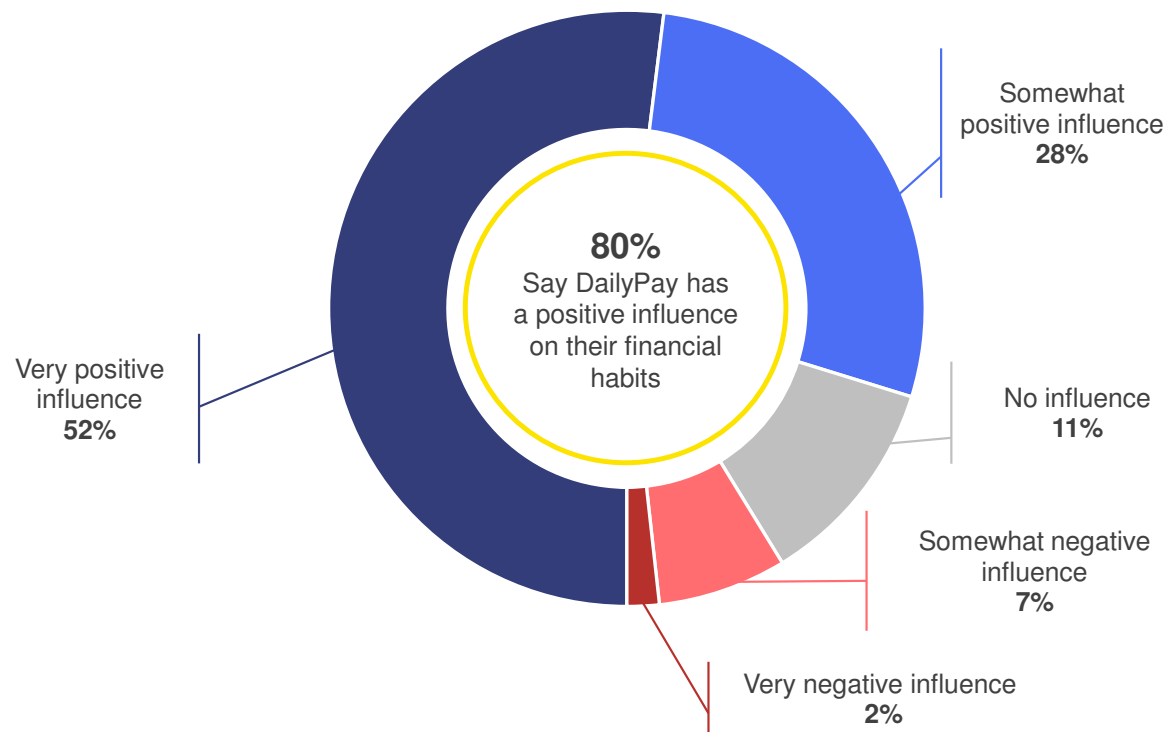
Do you check your earnings activity in DailyPay to help you make spending and financial decisions?



Base: Total Respondents: n=10,283

DailyPay has a positive influence on the financial habits of 8-in-10 users

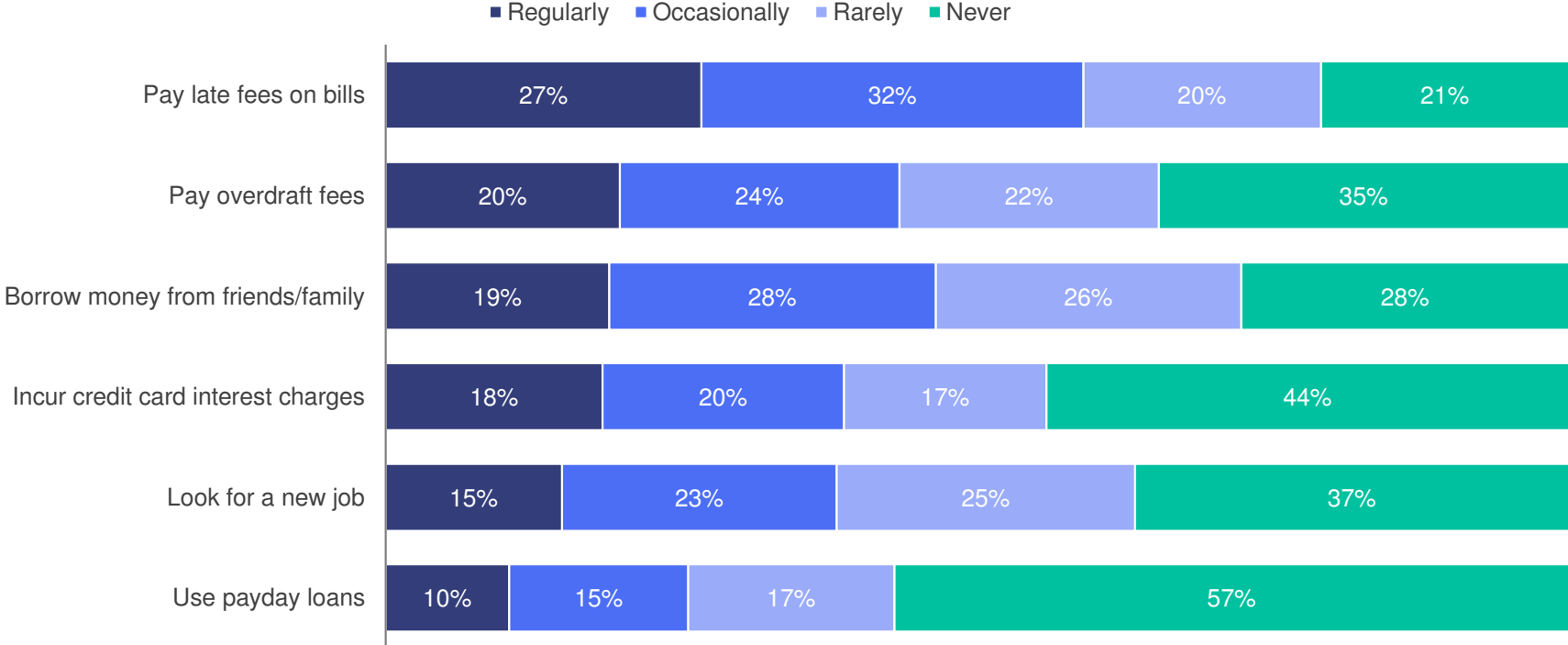
What kind of influence has DailyPay had on your financial habits?



Base: Total Respondents: n=10,283

Before using DailyPay, nearly a third of users were regularly paying late fees on bills and 2-in-10 were regularly paying overdraft fees

Before you had DailyPay, how often would you say that you did the following things?

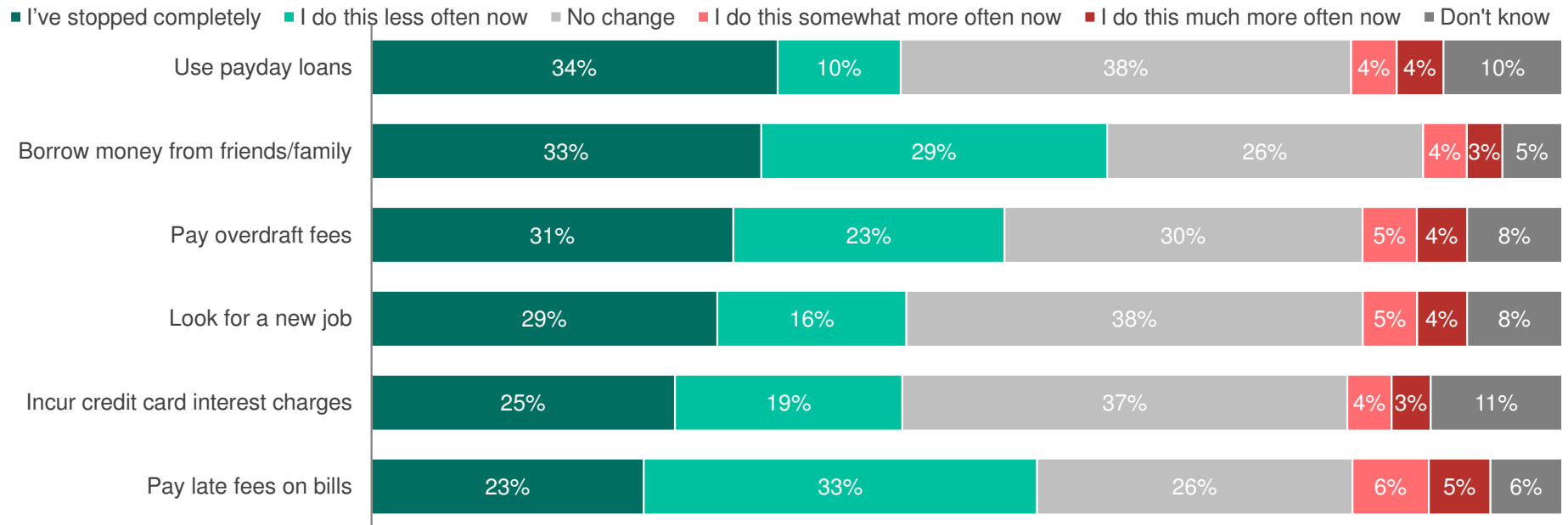


Base: Total Respondents: n=10,283



4-in-10 DailyPay users have decreased their use of payday loans since becoming users; 3-in-10 have stopped all together

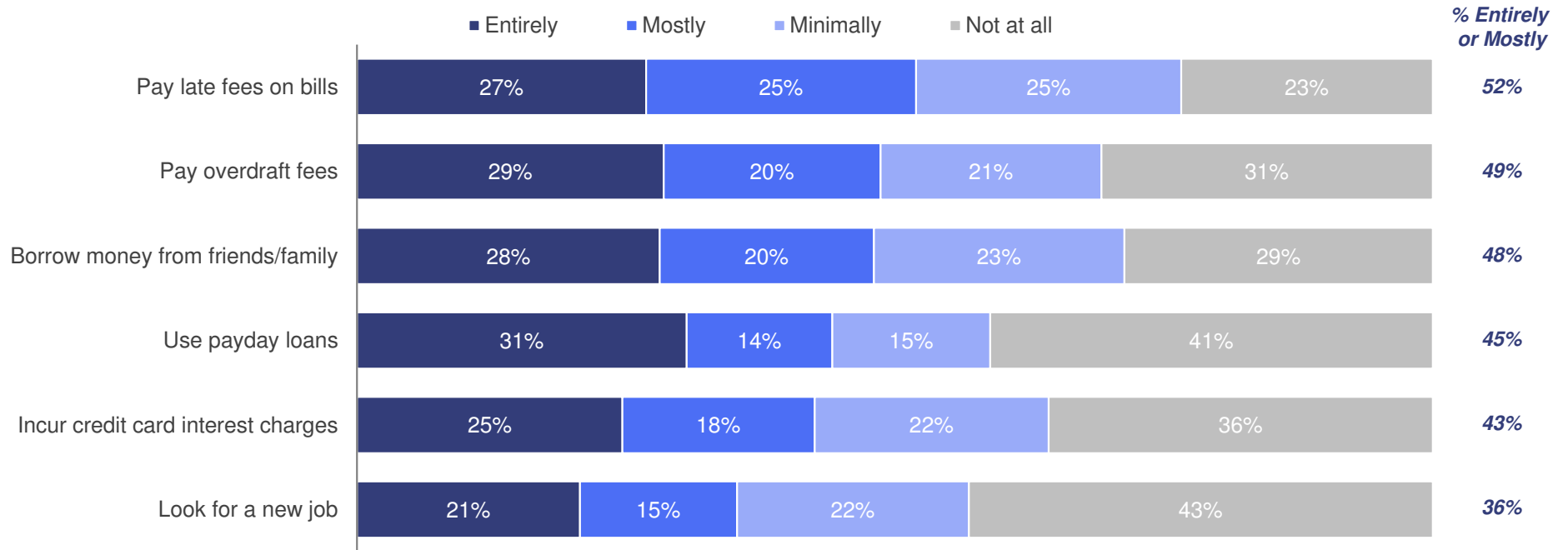
Since you started using DailyPay, how, if at all, has the frequency that you take the following actions changed?



Base: Total Respondents: n=10,283

Over half of users who pay less late fees on bills since becoming DailyPay users attribute most or all of that improvement to the app

You said you do the following things less now that you started using DailyPay. To what extent is that due to using DailyPay?

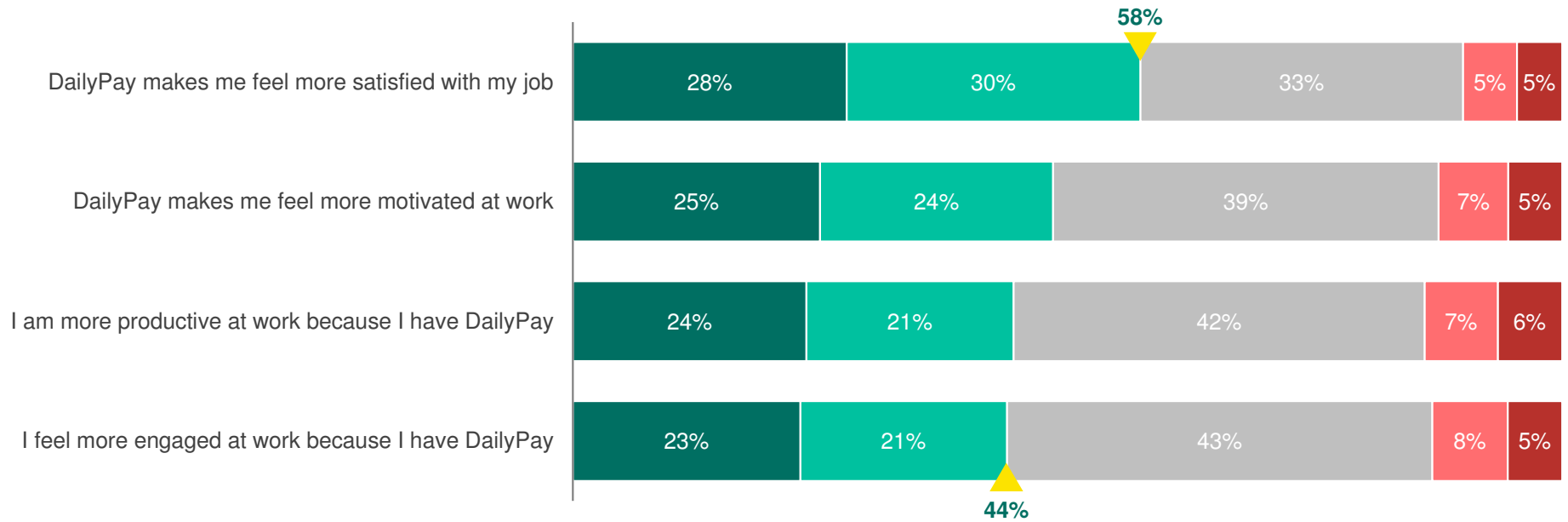


Base: Among those who engage in less of the items listed; Base varies by line item

Nearly 6-in-10 users are more satisfied with their job due to DailyPay, nearly half are more motivated, and 4-in-10 are more productive

To what extent do you agree or disagree with the following statements?

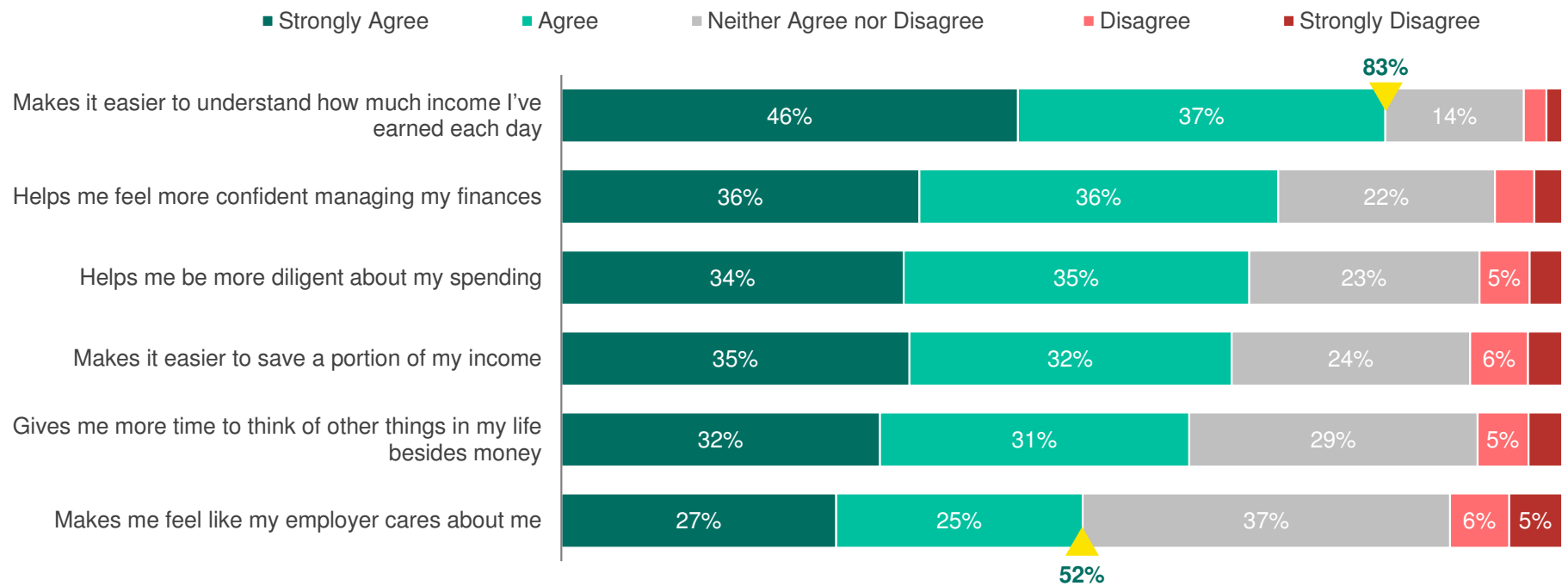
■ Strongly Agree
 ■ Agree
 ■ Neither Agree nor Disagree
 ■ Disagree
 ■ Strongly Disagree



Base: Total Respondents: n=10,283

8-in-10 agree DailyPay helps them understand how much they earn daily; over half say DailyPay makes them feel like their employer cares about them

To what extent do you agree or disagree that DailyPay is helping you with the following things?



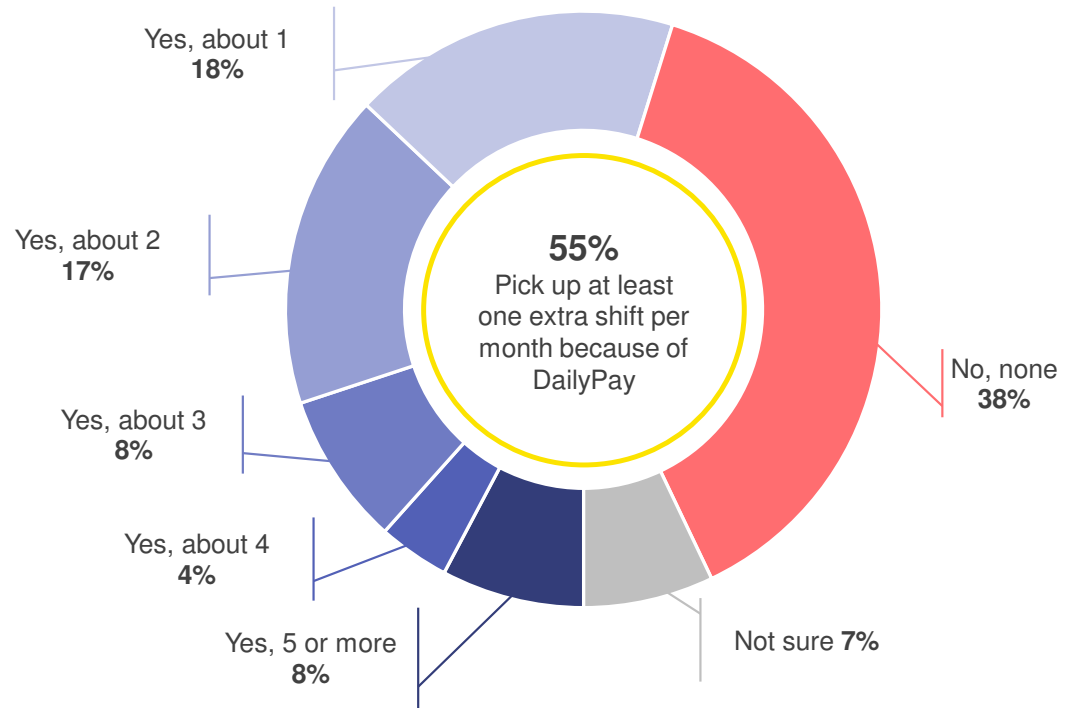
Data labels not shown for values less than 5%

Base: Total Respondents: n=10,283

Over half of DailyPay users pick up at least one extra shift per week because they know they can access earned pay ahead of payday

In a typical month, do you take any extra shifts based on knowing that you can access your earned pay ahead of scheduled paydays?

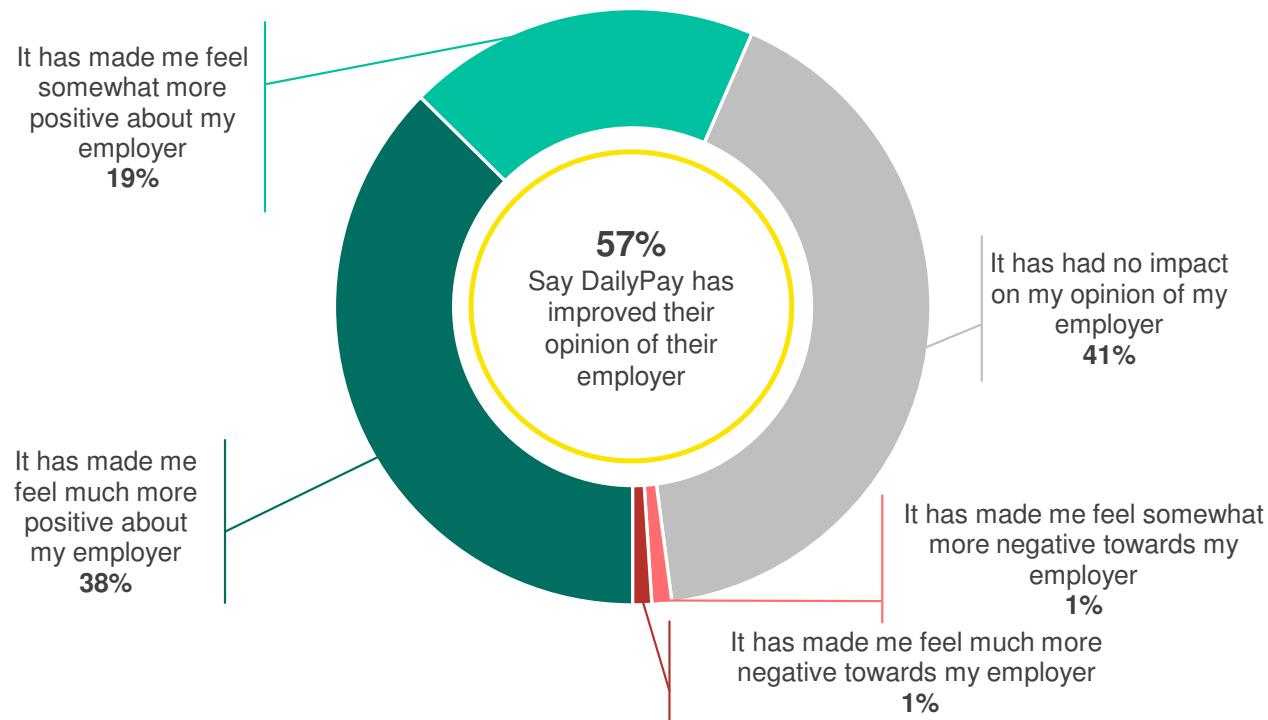
On average, users who pick up extra shifts per week because of DailyPay pick up **2.4** extra shifts per month



Base: Total Respondents: n=10,283

Over half say having earned wage access has improved their opinion of their employer

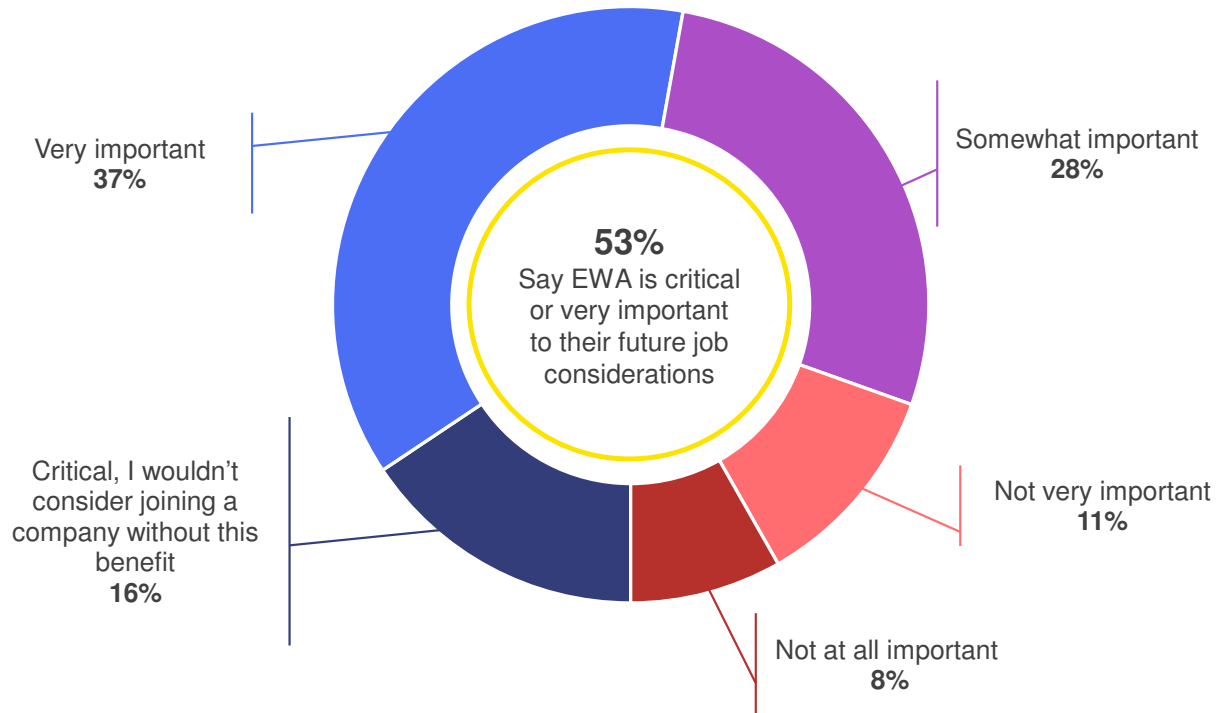
How, if at all, has having access to your earned pay before scheduled paydays changed your opinion of your employer?



Base: Total Respondents: n=10,283

Earned wage access is critical or very important to their future job considerations for over half

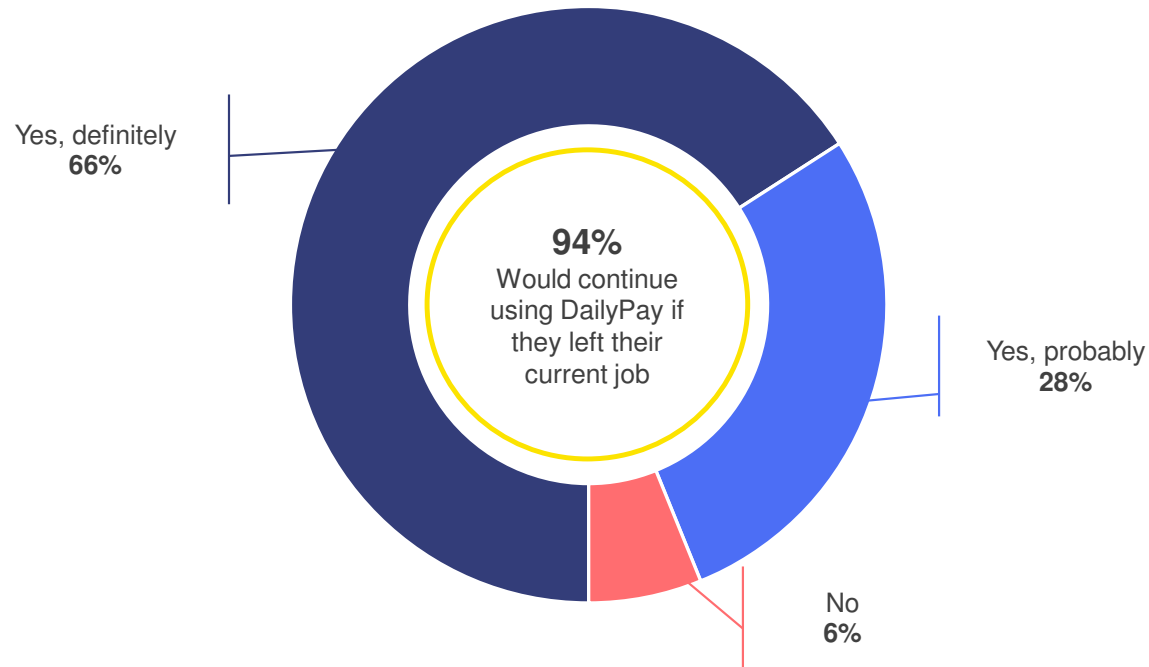
If you were looking for a new job, how important would it be to you that a new employer offered the ability to access your earned pay ahead of scheduled paydays?



Base: Total Respondents: n=10,283

9-in-10 users would still likely use DailyPay after leaving their current job if they had the option

If you had the option to continue using DailyPay, would you still use it if you left your current job/company?



Base: Total Respondents: n=10,283

#leadtheway

For more detail, please contact:

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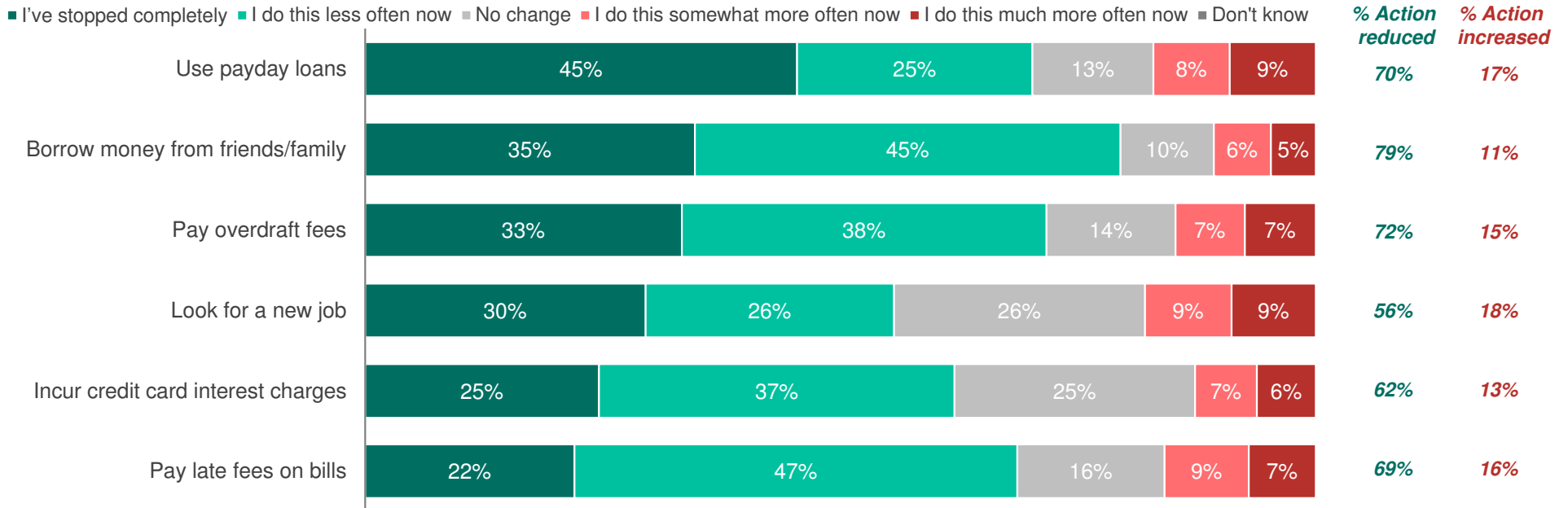


APPENDIX

Q7 Rebased

Since you started using DailyPay, how, if at all, has the frequency that you take the following actions changed?

Among those who regularly or occasionally did the following before using DailyPay

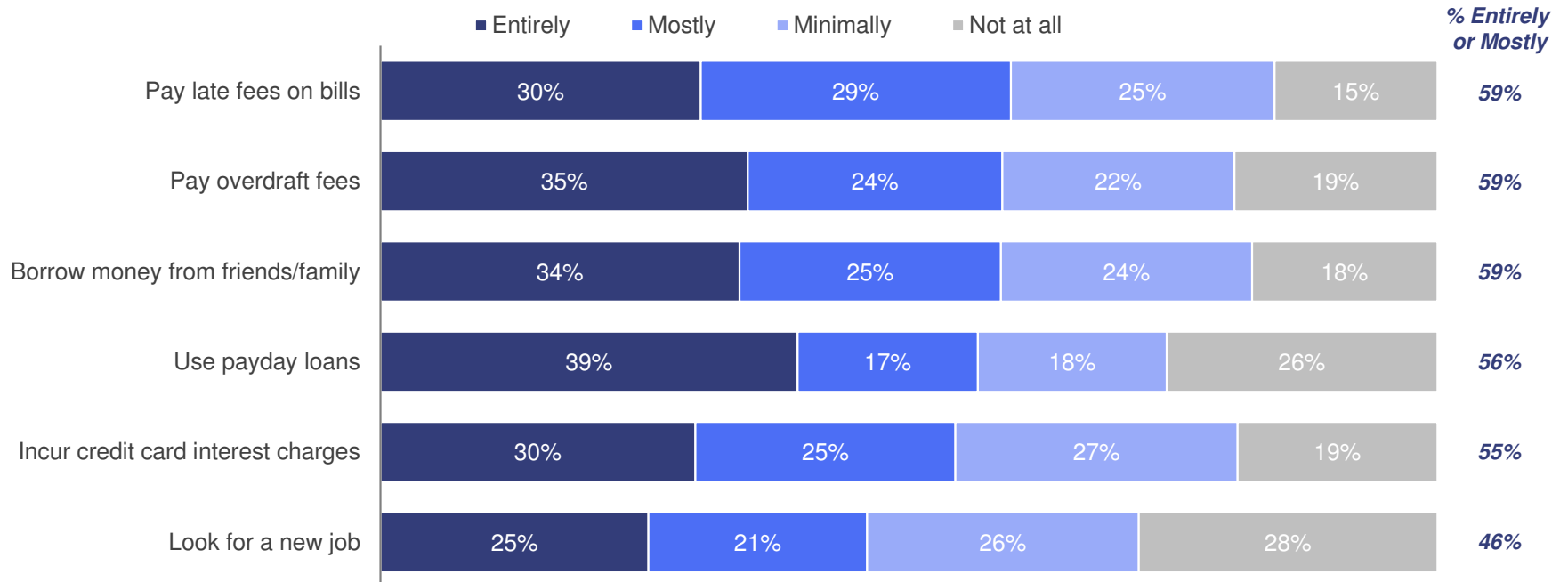


Base: Among those who responded "Regularly" or "Occasionally" to each line item in the following question: "Before you had DailyPay, how often would you say that you did the following things?"; base size varies by line item

Q7b Rebased

You said you do the following things less now that you started using DailyPay. To what extent is that due to using DailyPay?

Among those do the following things less since starting to use DailyPay



Base: Among those who engage in less of the items listed and responded "Regularly" or "Occasionally" to each line item in the following question: "Before you had DailyPay, how often would you say that you did the following things?"; Base varies by line item