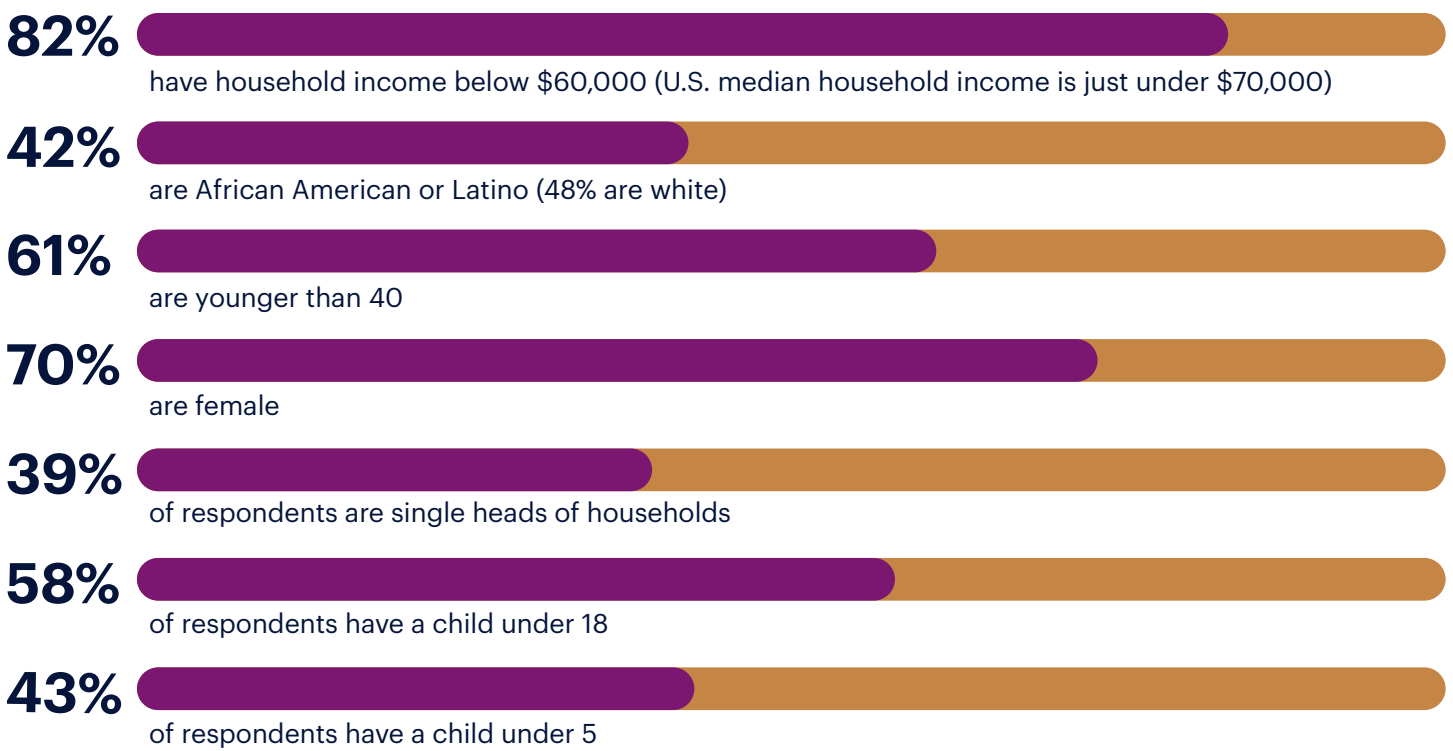


# DailyPay is a Payday Loan Killer and an Overdraft Eliminator

DailyPay, the gold standard in on-demand pay, recently partnered with the Aite-Novarica Group to survey on-demand users and evaluate the impact this technology has on their financial wellness.

Aite-Novarica Group is a well-respected advisory firm that provides mission-critical insights on technology, regulations, strategy and operations to hundreds of banks, insurers, payments providers and investment firms.

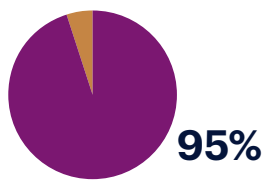
## Demographics of survey respondents:



## The results of this survey are as follows:

### Technology Powerful Enough to Disrupt the Payday Loan Industry

While naysayers may argue that on-demand pay is akin to a payday loan, using DailyPay regularly is only 17%, or less, of the cost of regular payday loan use. A user would have to use DailyPay 4.1x per week for a whole year to incur the same cost as the average payday loan.



95% of DailyPay users stopped using payday loans (81%) or reduced use (15%), and 88% credit DailyPay for this change

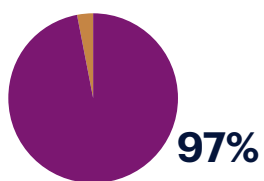


**\$624-\$930**

Aite-Novarica Group conservatively estimates that frequent payday loan users save between \$624-\$930 annually using DailyPay

### DailyPay Users are Escaping Predatory Overdraft Fees

According to the Consumer Financial Protection Bureau, approximately 30% of general U.S. consumers overdraw their account at least once annually and 8% regularly overdraft. With DailyPay:



97% of users overdraw their account rarely/never (79%) or less (18%), and 75% credit DailyPay for this change

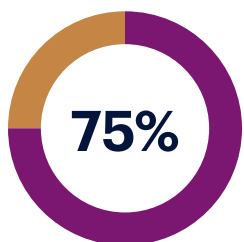


**\$660**

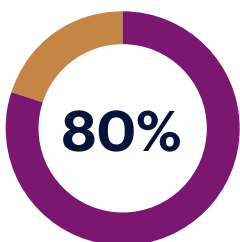
Aite-Novarica Group conservatively estimates that frequent overdrafters save \$660 annually using DailyPay

### Unprecedented Improvements to Employee Financial Wellness

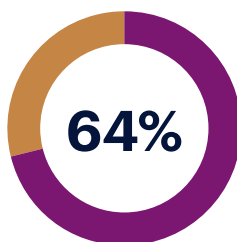
Before DailyPay, one in seven survey respondents used both payday loans and overdraft as a way to make ends meet. With access to this technology:



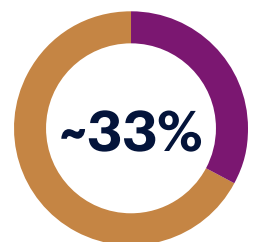
of survey respondents report worrying less about money and being better able to plan and budget



of previous overdrafters and payday loan users report never having to resort to payday loans or overdraft again



of previous overdrafters and payday loan users report never having to resort to payday loans or overdraft again



of users report an improvement in their credit score

Want to learn more about DailyPay's powerful financial technology? Book a free demo at [dailypay.com/demo](https://dailypay.com/demo) to learn more about how on-demand pay can change your employees' financial futures for the better.

[Book a Demo](#)

**dailypay.**