



PATHFINDERS

Buy Now Pay Later/Earned Wage Access Apps Survey

January, 2025

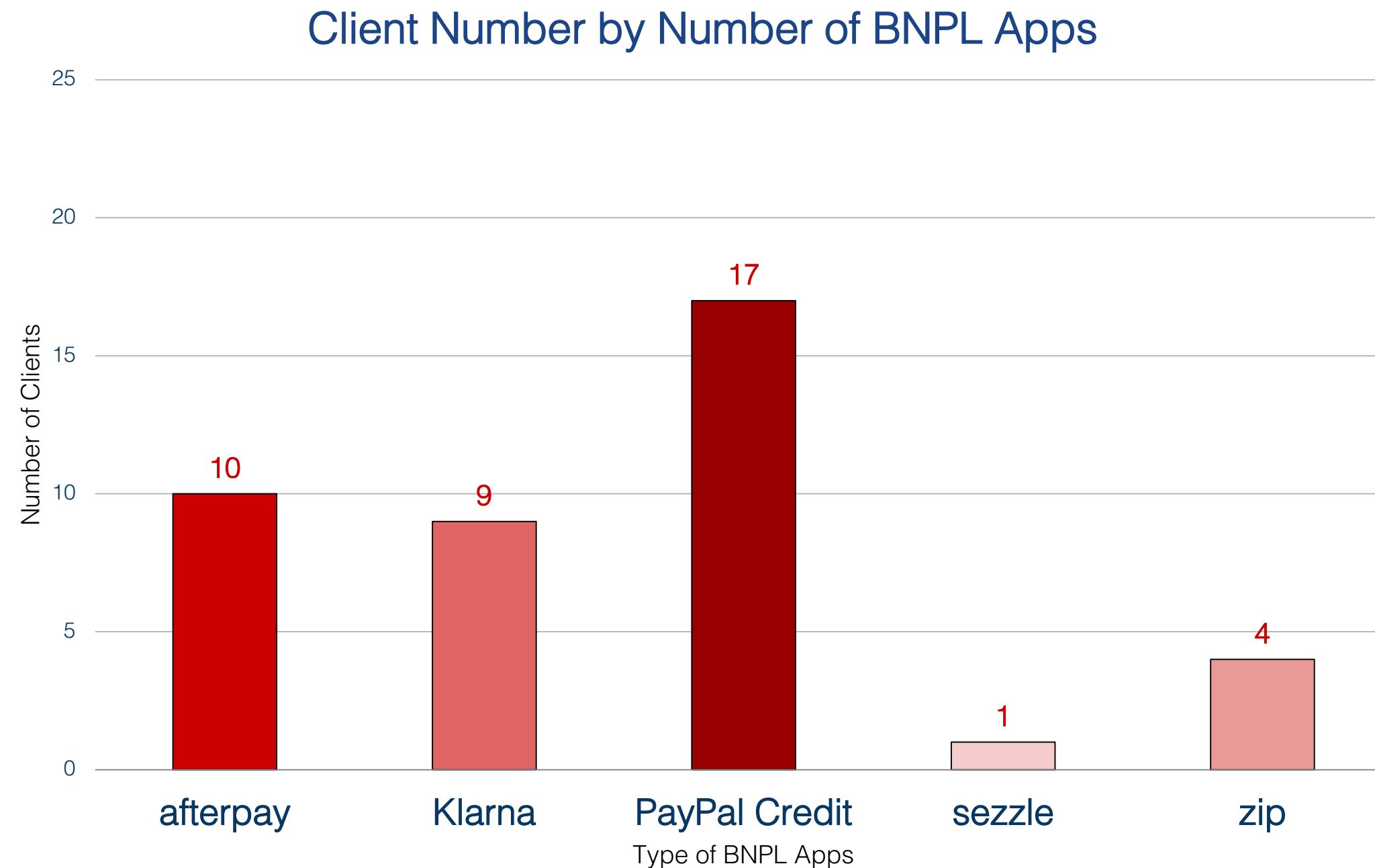
Presented at Raise Texas Panel

Eliminating poverty from our community by empowering individuals and families to find their path to social and financial well-being

Buy Now Pay Later (BNPL) Apps

Afterpay	Klarna	PayPal Credit	Sezzle	Zip
				

Buy Now Pay Later (BNPL) Apps Findings

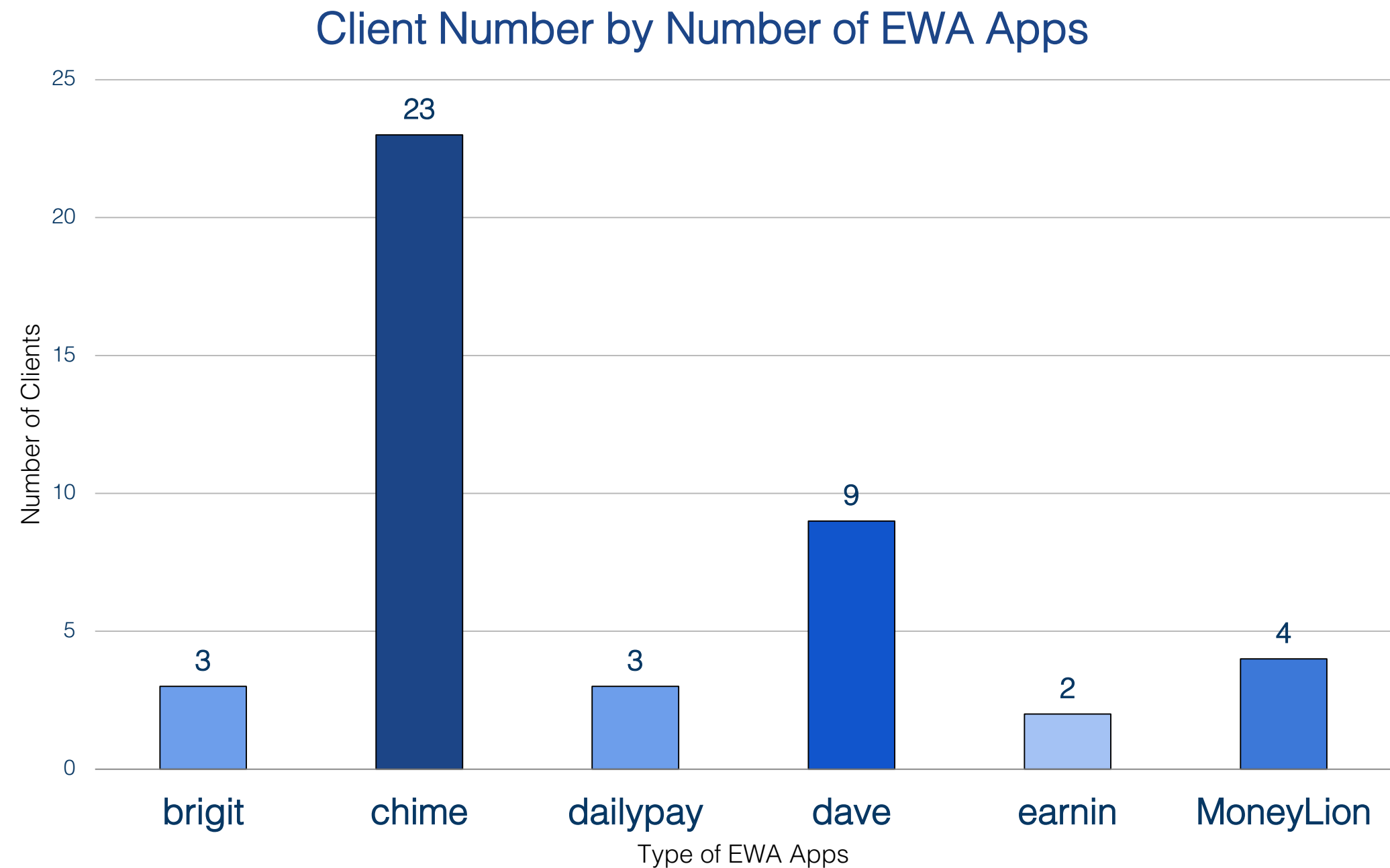


- **PayPal Credit** was the most popular BNPL app, with **65%** of clients that had engaged in BNPL apps reporting having prior use
- **Afterpay** and **Klarna** followed closely, which was used by **38%** and **35%** of clients respectively
- The **average number** of BNPL apps used per person was **1.6**, with some reporting as many as **3**

Earned Wages Access (EWA) Apps

Brigit	Chime	Dailypay	Dave	EarnIn	MoneyLion
 brigit	chime [®]	dailypay.	dave [®]	earn in	 MoneyLion [®]

Earned Wage Access (EWA) Apps Findings



- **Chime** was overwhelmingly the most popular EWA app with **96%** of clients that had used EWA's reporting having prior use
- The **average number** of EWA apps used per person was **1.8**, with some reporting as many as **5**

Reentry Clients vs. Agency-Wide Clients

Reentry Client	Agency-Wide Clients
<ul style="list-style-type: none">• 73% of reentry clients had engaged with at least one of BNPL/EWA apps• One reentry client reported using as many as 5 different BNPL or EWA apps• Reentry client who reported app usage indicated using 2.3 apps each on average• Reentry clients are more inclined to use EWA apps over BNPL apps	<ul style="list-style-type: none">• 41% of agency-wide client populations indicated prior use of at least one BNPL/EWA app• One agency-wide client reporting usage of as many as 7 different BNPL or EWA apps• On average, agency-wide clients who had used these apps reported using 2.6 apps each• Agency-wide clients are more likely to use BNPL apps than EWA apps