

Demographics

Who uses PaydayPERX?

PaydayPERX™ is distributed on paychecks and direct deposit slips to a cross-section of working men and women. The variety of businesses which run their payroll on our check stock ensures your advertisement will reach your target audience at a cost of just pennies per impression.



We partner with staffing companies, payroll companies and businesses that run their own payroll in SIC categories that include retail, administrative, day-labor, restaurants, secretarial and service industries. Here are some facts of note about the end-users of *PaydayPERX*:

Ongoing User Survey Results

Age ranges of PaydayPERX check recipients

16-20:	19%
21-30:	44%
31-40:	21%
41-55:	9%
55+:	7%

Annual income of PaydayPERX check recipients

Less than \$20K:	18%
\$20K-\$30K:	27%
\$31K-\$40K:	29%
\$41K-\$50K:	17%
More than \$50K:	9%

Coupon use: 'Occasional' to 'Frequent': 67%

Discounts affect purchasing decisions: 88%

Save payroll stubs 4 months or more: 31%

Data reflects cumulative voluntary anonymous user survey results from regional subsamples of program participants, as well as data provided by employers in the program.

Note that persons holding more than one job are receiving multiple smaller checks rather than a single large check per pay period. Note also that tip wages can vary considerably from pay period to pay period and affect overall annual income percentages.

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