

Everyday Americans Rely on Zelle®

Today, it's hard to find an alternative in the market that is comparable to Zelle®. Zelle® is fast, safe and easy for consumers and small businesses. It's an often invisible but critical part of how Americans do business every day, in every community.



Did you know?

- Zelle® is **free for consumers**¹
- With Zelle®, users can receive or send money, **typically in minutes**²
- Money travels between federally-insured accounts, meaning money goes **directly from bank account to bank account**



Zelle® Adoption by the Numbers

- Of the more than 2,200 financial institutions providing Zelle®, **95% are community banks and credit unions**
- Of all the Minority Depository Institution banks in America, **almost 50% offer Zelle®**

Community financial institutions, their customers and small businesses are using Zelle® **every day**.



Zelle® users sent an average of **\$2.6 billion per day** in the first half of 2024



Small businesses using Zelle® conducted **243.9 million transactions**, moving **\$129.5 billion** in the first half of 2024

¹Based on a Q4 2023 survey of financial institutions offering Zelle® to their customers, 99.44% of consumer saving and checking accounts linked to Zelle® do not charge a fee to send, receive, or request money.

²Participating U.S. checking or savings account required to use Zelle®. Transactions between enrolled consumers typically occur in minutes. Check with your financial institution.

Source:
Early Warning internal statistics September 2024 momentum release