



2013 OVERVIEW OF PAYDAY LENDING IN ALASKA

- 2 new licenses were issued to conduct a payday loan business and 4 licenses were surrendered.
- There were a total of 29 licensees operating in 2013.
- 17,968 Alaskans received payday loans totaling \$35,993,591.95.
- The average payday loan was \$412.16.
- On average, each customer entered into 4.86 payday loans.
- The average payday loan customer borrowed \$2,003.
- The geographic distribution of payday loans is as follows:

Location	Market Share	Loan Volume
Anchorage/Eagle River	54.16%	\$19,494,511
Fairbanks	3.55%	\$1,276,890
Other Alaska	9.53%	\$3,431,801
Internet	32.76%	\$11,790,390

State of Alaska 2013
Market Share Licensed Payday Lenders

