



2014 OVERVIEW OF PAYDAY LENDING IN ALASKA

- Two (2) new licenses were issued to conduct payday loan business in Alaska and one (1) license was surrendered.
- There were a total of 27 licensees operating.
- 17,963 Alaskans received payday loans totaling \$36,713,619.51
- The average payday loan was \$415.64
- On average, each customer entered into 4.92 payday loans.
- The average payday loan customer borrowed \$2,044.
- The geographic distribution of loans in the state is as follows:

Location	Market Share %	Loan Volume
Anchorage/Eagle River	51.01%	\$18,725,793
Fairbanks	3.25%	\$1,192,387
Other Alaska	6.54%	\$2,401,070
Internet	39.21%	\$14,394,369

