

## 2011 OVERVIEW OF PAYDAY LENDING IN ALASKA

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- In 2011, 4 new licenses were issued to conduct a payday loan business in Alaska and 6 licenses were surrendered.
- There were a total of 34 licensees operating in 2011.
- 17,883 Alaskans received payday loans totaling \$34,900,146.34.
- The average payday loan was \$402.53
- On average, each customer entered into 5 payday loans in 2011.
- The average payday loan customer borrowed \$1,951.58 in 2011.
- The geographic distribution of loans in the state in 2011 is as follows:

Location	Market Share \$	Loan Volume
Anchorage/Eagle River	52.55%	\$18,341,490
Fairbanks	8.95%	\$3,123,490
Other Alaska	12.34%	\$4,307,899
Internet	26.15%	\$9,127,268

