



2012 OVERVIEW OF PAYDAY LENDING IN ALASKA

- 1 new license was issued to conduct a payday loan business and 1 license was surrendered.
- There were a total of 28 licensees operating in 2012.
- 16,416 Alaskans received payday loans totaling \$36,793,159.65.
- The average payday loan was \$403.72.
- On average, each customer entered into 5.5 payday loans.
- The average payday loan customer borrowed \$2,241.30.
- The geographic distribution of payday loans is as follows:

Location	Market Share	Loan Volume
Anchorage/Eagle River	50.75%	\$18,670,889
Fairbanks	8.02%	\$2,949,865
Other Alaska	12.52%	\$4,607,293
Internet	28.71%	\$10,565,113

2012 Geographic Distribution of Payday Loans in Alaska

