

2008 OVERVIEW OF PAYDAY LENDING IN ALASKA

- In 2008, 5 new licenses were issued to conduct a payday loan business in Alaska.
- These 5 new licensees bring the total Alaska licensed payday lenders to 36.
- 15,612 Alaskans received payday loans totaling \$28,624,990.37.
- The average payday loan was \$385.78.
- On average, each customer entered into 5 payday loans in 2008.
- The average payday loan customer borrowed \$1,834 in 2008.
- The geographic distribution of loans in the state in 2008 is as follows:

Location	Market Share	Loan Volume
Anchorage/Eagle River	53.16%	\$15,068,899
Fairbanks	12.13%	\$3,439,837
Other Alaska	15.81%	\$4,482,565
Internet	18.90%	\$5,357,181

