

2009 OVERVIEW OF PAYDAY LENDING IN ALASKA

- In 2009, 6 new licenses were issued to conduct a payday loan business in Alaska and 12 licenses were surrendered
- There were a total of 37 licensees operating in 2009
- 14,751 Alaskans received payday loans totaling \$29,296,596.29.
- The average payday loan was \$391.15.
- On average, each customer entered into 5 payday loans in 2009
- The average payday loan customer borrowed \$1,993 in 2009.
- The geographic distribution of loans in the state in 2009 is as follows:

Location	Market Share %	Loan Volume
Anchorage/Eagle River	55.13%	\$16,265,797
Fairbanks	12.06%	\$3,558,101
Other Alaska	14.05%	\$4,146,635
Internet	18.76%	\$5,534,880

