

2010 OVERVIEW OF PAYDAY LENDING IN ALASKA

- In 2010, 4 new licenses were issued to conduct a payday loan business in Alaska and 4 licenses were surrendered.
- There were a total of 32 licensees operating in 2010.
- 15,917 Alaskans received payday loans totaling \$33,091,124.35.
- The average payday loan was \$428.66.
- On average, each customer entered into 5 payday loans in 2010.
- The average payday loan customer borrowed \$2,079 in 2010.
- The geographic distribution of loans in the state in 2010 is as follows:

| Location | Market Share \$ | Loan Volume |
|-----------------------|-----------------|--------------|
| Anchorage/Eagle River | 52.23% | \$17,337,328 |
| Fairbanks | 9.60% | \$3,187,393 |
| Other Alaska | 13.96% | \$4,633,747 |
| Internet | 24.21% | \$8,035,866 |

