The Cost of Not Knowing: Awareness and What Borrowers Pay

In states where fewer borrowers know about credit-union loans, the fees paid run higher.

44 states in the sample	**16** states where 65%+ did not know about credit-union loans	**82** their average fees paid, $
4 states where under 55% did not know	**103** their average fees paid, $	

The numbers

States with at least 30 respondents, ranked by how many had never heard of a credit-union loan.

State	Code	Respondents	Did not know about PAL, %	Median fees paid, $	Rollover share, %
New Hampshire	NH	30	78.0	60	37.5
Idaho	ID	104	73.1	75	54.3
Hawaii	HI	35	70.0	90	44.6
Oklahoma	OK	249	68.8	75	51.4
Georgia	GA	121	68.6	75	46.0
Massachusetts	MA	45	67.8	144	41.2
Kansas	KS	119	67.6	75	50.6
Maine	ME	39	67.4	68	61.3
Connecticut	CT	31	66.9	144	31.8
Nebraska	NE	81	66.8	75	49.8
Illinois	IL	202	66.6	68	48.0
Washington	WA	262	66.3	75	55.1
Colorado	CO	113	66.1	75	45.5
Missouri	MO	382	65.7	75	47.9
Arizona	AZ	165	65.3	75	53.7

How we counted

- PAL is a payday alternative loan offered by federal credit unions, capped at 28% APR.
- We compare fees actually paid in states where awareness is low against states where it is higher.

Data updated 2026-07-31. Full dataset in CSV at https://paykedge.com/research/cost-of-not-knowing/data.csv

How to cite

Paykedge, “The Cost of Not Knowing: Awareness and What Borrowers Pay”, 2026. Available at https://paykedge.com/research/cost-of-not-knowing/