What Borrowers Wish They Had Known: The Cheaper Options They Found Too Late

Most borrowers learn about cheaper options only after they have already overpaid.

44 states in the sample	**63.1** did not know about credit-union loans, %	**55.2** did not know about payment plans, %
28.0 had used a cheaper option before, %		

The numbers

States with at least 30 respondents. The 15 where most borrowers say they wish they had known.

State	Code	Respondents	Credit-union loan (PAL), %	Extended payment plan, %	Earned-wage access, %	Used an alternative before, %
New Hampshire	NH	30	78.0	58.3	50.5	22.8
Alaska	AK	34	61.8	69.6	45.9	44.8
Hawaii	HI	35	70.0	58.7	56.5	26.3
Idaho	ID	104	73.1	53.5	55.6	22.6
Oklahoma	OK	249	68.8	57.7	48.0	23.6
Washington	WA	262	66.3	59.1	46.2	25.7
Massachusetts	MA	45	67.8	57.0	54.5	37.4
Louisiana	LA	247	64.2	59.1	53.1	25.9
Arizona	AZ	165	65.3	57.6	48.7	26.9
North Carolina	NC	80	64.2	58.1	52.4	29.6
Nebraska	NE	81	66.8	55.5	45.8	30.8
Illinois	IL	202	66.6	55.1	51.0	25.0
New Mexico	NM	109	62.3	59.4	52.8	35.8
New York	NY	148	63.4	58.3	52.1	29.5
Georgia	GA	121	68.6	52.0	53.8	24.1

How we counted

- The question asked what borrowers wish they had known before taking the loan.

• Three alternatives: a credit-union payday alternative loan, an extended payment plan from the lender, and earned-wage access.

Data updated 2026-07-31. Full dataset in CSV at https://paykedge.com/research/what-borrowers-wish-they-knew/data.csv

How to cite

Paykedge, “What Borrowers Wish They Had Known: The Cheaper Options They Found Too Late”, 2026. Available at https://paykedge.com/research/what-borrowers-wish-they-knew/

Free to cite, quote and chart with attribution to the source page.