

March 2006

Payday Loans 2006 Study
Study #E1489

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 012 (continued)

	Orig- inal Web- site Total (Grn) (Vio)	Modi- fied Web- site
--	--	-------------------------------

Life Insurance Quotes (IntelliQuote.com)	1 0.3	1 0.6
--	----------	----------

INVESTools (investools.com)	1 0.3	1 0.6
--------------------------------	----------	----------

Compare Life Insurance (insurance.com)	1 0.3	1 0.6
--	----------	----------

Life Insurance: No Exams (americanlifeny. com)	1 0.3	1 0.6
---	----------	----------

Cash and Go (Payday-Loans- Easy.com)	1 0.3	1 0.6
--	----------	----------

\$500 No Fax Payday Loan (CashAdvanceExpert .com)	1 0.3	1 0.6
--	----------	----------

Cash Loans Up to \$1500 (123Online- Cash.com)	1 0.3	1 0.6
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(sig=.05) (n_k) columns tested BC

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TABLE 013

(*), 'Second'

	Orig- inal Web- site	Modi- fied Web- site	Total (Grn) (Vio)
Total	308	154	462
	100.0	100.0	100.0
	%	%	%
	(B)	(C)	
Any (Net)	164	87	251
*****	53.2	56.5	50.0
Non-Sponsored Links (Net)	122	57	179
	39.6	37.0	42.2
Cash Advance - Payday Loan - Fast Cash (checkngo. com)	43	23	66
	14.0	14.9	13.0
Check'n Go (careerbuilder. com)	55	29	84
	17.9	18.8	16.9
Jackson vs. Check'n Go of Il. (edcombs.com)	6	1	7
	1.9	0.6	3.2

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TABLE 013 (continued)

	Orig- inal	Modi- fied
	Web-	Web-
	site	site
Total	(Grn)	(Vio)
====	====	====
Check'n Go - Finance & Professional - Detroit MI, 48209-2117 (detroit. citysearch.com/ profile)	5 1.6	5 3.2 B
Check'n Go - Finance & Professional - Detroit MI, 48207-4220 (detroit. citysearch.com/ Profile)	4 1.3	1 0.6 1.9
All Check'n Go Jobs (indeed.com)	4 1.3	1 0.6 1.9
Job Search Results on CareerBuilder. com (careerbuilder. com)	2 0.6	1 0.6 0.6

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TABLE 013 (continued)

Orig- Modified
inal ified
Web- Web-
site site
Total (Grn) (Vio)

	2	-	2
Adele M. VanJackson, etc vs. Check'n Go of Illinois, Inc. (edcombs.com)	0.6	-	1.3
Wanted - Check'n Go Robbery 4/16/2003 (hcco.org)	1	1	-
Sponsored Links (Net)	42	30	12
	13.6	19.5	7.8
Payday Check to Go (247-Payday-Loan.com)	12	12	-
	3.9	7.8	
Check City Payday Loans (CheckCity.com)	8	8	-
	2.6	5.2	
New Penny Stock Soaring (PennyStockRadar.com)	5	1	4
	1.6	0.6	2.6

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Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 013 (continued)

	Orig- inal	Modi- fied
	Web- site	Web- site
Total (Grn) (Vio)	=====	=====
Payday Loans to \$1,500 Overnight (DiscountAdvances.com)	4 1.3	4 2.6
No Fax Cash Advance (PrettyGoodLoan.com)	4 1.3	4 2.6
Life Insurance Quotes (IntelliQuote.com)	2 0.6	2 1.3
Compare Life Insurance (insurance.com)	2 0.6	2 1.3
INVESTools (investools.com)	1 0.3	1 0.6
Life Insurance (InsWeb.com)	1 0.3	1 0.6
Search Bond Inventories (ZionsDirect.com)	1 0.3	1 0.6

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Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 013 (continued)

	Orig- inal	Modi- fied
Web-	1	1
site	0.3	0.6
Total (Grn) (Vio)		

Buying Life Insurance?	1	1
(Wholesaleinsuranc e.net)	0.3	0.6

Cash and Go (Payday-Loans- Easy.com)	1	1
	0.3	0.6

No Second listing mentioned	144	67
	46.8	43.5
		50.0

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TABLE 014

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

	Orig- inal	Modi- fied	Web- site	Web- site	Total (Grn) (Wio)
Total	308	154	154		
	100.0	100.0	100.0		
Any (Net)	54	30	24		
*****	17.5	19.5	15.6		
Non-Sponsored Links					
(Net)	38	20	18		
	12.3	13.0	11.7		
Cash Advance - Payday Loan - Fast Cash (checkngo. com)	3	-	3		
	1.0		1.9		
Check'n Go (careerbuilder. com)	15	12	3		
	4.9	7.8	1.9		
Check'n Go - Finance & Professional - Detroit MI, 48209-2117 (detroit. citysearch.com/ profile)	9	5	4		
	2.9	3.2	2.6		

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Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

Orig- Modl
 inal ified
 Web- Web-
 site site
 Total (Gm) (Vio)
 =====

Job Search Results on CareerBuilder.com	2	-	2
Careerbuilder.com	0.6		1.3
Check'n Go - Finance & Professional - Detroit MI, 48207-4220 (detroit.civsearch.com/profile)	2	-	2
All Check'n Go Jobs (indeed.com)	0.6	0.6	0.6
Wanted - Check'n Go Robbery 4/16/2003 (hcco.org)	2	-	2
Jackson vs. Check'n Go of IL (edcombs.com)	1	1	-
	0.3	0.6	

(sig=.05) (n_k) columns tested BC

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Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing of listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.
 (*) 'Third'

Base: Past Year purchasers/Next Year Intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 014 (continued)

	Orig- inal Web- site	Modi- fied Web- site	
Adele M. VanJackson, etc vs. Check'n Go of Illinois, Inc. (edcombs.com)	1 0.3	1 0.6	-
Julie at Check'n Go in Petaluma (craigslist.org)	1 0.3	-	1 0.6
Sponsored Links (Net)	16 5.2	10 6.5	6 3.9
INVESTTOOLS (investools.com)	3 1.0	-	3 1.9
Check City Payday Loans (CheckCity. com)	3 1.0	3 1.9	-
Cash and Go (Payday-Loans- Easy.com)	3 1.0	3 1.9	-
Payday Check to Go (247-Payday-Loan. com)	2 0.6	2 1.3	-

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 (*), 'third',
 Base: Past year purchasers/Next year intendees who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 014 (continued)

	Orig- inal filed	Modi- fied
	Web- site	Web- site
	(Grn)	(Vio)
Total	(Grn)	(Vio)
New Penny Stock Soaring (PennyStockRadar. com)	1 0.3	- 0.6
Search Bond Inventories (ZionsDirect.com)	1 0.3	- 0.6
Get Rich on Penny Stocks (gopenystock.com)	1 0.3	- 0.6
Payday Loans to \$1,500 Overnight (DiscountAdvances. com)	1 0.3	1 0.6
Cash Loans Up to \$1500 (123online- Cash.com)	1 0.3	1 0.6
No Third listing mentioned	254 82.5	124 80.5
	130 84.4	

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Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.
 (*), 'Fourth',
 TABLE 015
 Base: Past year purchasers/Next year intendees who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

	Orig- Modl	Final	Modl
	Final	Modl	Modl
	Web-	Web-	Web-
	site	site	site
	Total (Grn)	Total (Vio)	Total (Vio)
	====	====	====
Total	308	154	154
====	100.0	100.0	100.0
	%	%	%
	(B)	(C)	(C)
Any (Net)	20	11	9
*****	6.5	7.1	5.8
Non-Sponsored Links			
(Net)	14	6	8
====	4.5	3.9	5.2
Cash Advance -			
Payday Loan - Fast			
Cash (checkngo.com)	3	-	3
	1.0		1.9
Jackson vs.			
Check'n Go of IL	3	2	1
(edcombs.com)	1.0	1.3	0.6
Job Search Results			
on CareerBuilder.com			
(careerbuilder.com)	2	1	1
	0.6	0.6	0.6
All Check'n Go	2	-	2
Jobs (indeed.com)	0.6		1.3

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Base: Past Year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search internet for payday loan or cash advance companies

Orig- Modl
 inal ified
 Web- Web-
 site site
 Total (Grn) (V10)
 =====

Check'n Go
 (careerbuilder.
 com) 1 - 1
 0.3 0.6

Check'n Go -
 Finance &
 Professional -
 Detroit MI,
 48209-2117
 (detroit.
 citysearch.com/
 profile) 1 1 -
 0.3 0.6

Julie at Check'n
 Go in Petaluma
 (craigslist.org) 1 1 -
 0.3 0.6

Wanted - Check'n
 Go Robbery 4/16/
 2003 (hcsso.org) 1 1 -
 0.3 0.6

Sponsored Links
 (Net)
 =====
 6 5 1
 1.9 3.2 0.6

Search Bond
 Inventories
 (ZionsDirect.com) 1 - 1
 0.3 0.6

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TABLE 015 (continued)
 (*) 'Fourth'

	Orig-	Modi
	inal	ified
	Web-	Web-
	site	site
	Total	Total
	(Grn)	(Vio)
	====	====

Payday Check to Go (247-Payday-Loan.com)	1	1	-
	0.3	0.6	

Payday Loans to \$1,500 Overnight (DiscountAdvances.com)	1	1	-
	0.3	0.6	

\$500 No Fax Payday Loan (CashAdvanceExpert.com)	1	1	-
	0.3	0.6	

Fast Payday Loans (InstantCashLoan111Payday.com)	1	1	-
	0.3	0.6	

Fast Payday Advance (webquart.com)	1	1	-
	0.3	0.6	

No Fourth listing mentioned	288	143	145
	93.5	92.9	94.2

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 (*), 'Fifth'
 Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 016

	Orig- inal	Modi- fied	Web- site	Web- site	Modi- fied
	(B)	(C)	(B)	(C)	(C)
Total	308	154	154	154	154
====	100.0	100.0	100.0	100.0	100.0
	%	%	%	%	%
Any (Net)	11	5	5	6	6
*****	3.6	3.2	3.2	3.9	3.9
Non-Sponsored Links (Net)	8	4	4	4	4
====	2.6	2.6	2.6	2.6	2.6
Cash Advance - Payday Loan - Fast Cash (checkngo. com)	1	1	1	-	-
	0.3	0.6	0.6		
All Check'n Go Jobs (indeed.com)	2	1	1	1	1
	0.6	0.6	0.6	0.6	0.6
Job Search Results on CareerBuilder. com (careerbuilder. com)	1	-	-	1	1
	0.3			0.6	0.6
Jackson vs. Check'n Go of IL. (edcombs.com)	1	1	1	-	-
	0.3	0.6	0.6		

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 Base: Past Year purchasers/Next year Intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 016 (continued)
 (*) 'Fifth'

	Orig- inal Web- site	Modi- fied Web- site
Total (Grn) (Vio)	0.3	0.6

Check'n Go - Finance & Professional - Detroit MI, 48207-4220 (detroit.citvsearch.com/profile)

0.3	1	1	-
0.3	0.6		

Julie at Check'n Go in Betaluma (craigslist.org)

1	-	1	
0.3		0.6	

Wanted - Check'n Go Robbery 4/16/2003 (hcsso.org)

1	-	1	
0.3		0.6	

Sponsored Links (Net)

3	1	2	
1.0	0.6	1.3	

New Penny Stock Soaring (PennyStockRadar.com)

1	-	1	
0.3		0.6	

Life Insurance Quotes (IntelliQuote.com)

1	-	1	
0.3		0.6	

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 TABLE 016 (continued)
 Base: Past Year Purchasers/Next Year Intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies
 (*) 'Fifth'

	Orig-	Modi-
	inal	ified
	Web-	Web-
	site	site
	Total (Grn)	(Vio)
=====		
Fast Payday	1	1
Advance (webquart.	0.3	0.6
com)		
No Fifth listing	297	149
mentioned	96.4	96.8
		96.1

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Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 017

	Orig-	Modi	
	inal	ified	
	Web-	Web-	
	site	site	
	Total (Grn)	(Y10)	
Total	308	154	154
====	100.0	100.0	100.0
	%	%	%
	(B)	(C)	
Any (Net)	308	154	154
*****	100.0	100.0	100.0
Non-Sponsored Links	280	133	147
(Net)	90.9	86.4	95.5
=====			B
Cash Advance -			
Payday Loan - Fast	144	69	75
Cash (checkngo.com)	46.8	44.8	48.7
Check'n Go	198	90	108
(careerbuilder.com)	64.3	58.4	70.1
=====			B
Check'n Go -			
Finance &			
Professional -			
Detroit MI,			
48209-2117			
(detroit.com)			
citysearch.com/	10	2	8
profile)	3.2	1.3	5.2

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Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

	Orig- Inal	Modi- fied
	Web-	Web-
	site	site
Total (Grn) (Vio)		
====	====	====

Jackson vs. Check'n Go of IL (edcombs.com)	8	2	6
	2.6	1.3	3.9

Job Search Results on Careerbuilder.com (careerbuilder.com)	5	2	3
	1.6	1.3	1.9

Check'n Go - Finance & Professional - Detroit MI, 48207-4220 (detroit.citysearch.com/profile)	5	1	4
	1.6	0.6	2.6

All Check'n Go Jobs (indeed.com)	5	2	3
	1.6	1.3	1.9

Adele M. VanJackson, etc vs. Check'n Go of Illinois, Inc. (edcombs.com)	3	-	3
	1.0	-	1.9

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 (*) 'First Two'
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TABLE 017 (continued)

	Orig- final Web- site Total (Grn) (Vio)	Modi- fied Web- site Total (Grn) (Vio)
Wanted - Check'n Go Robbery 4/16/ 2003 (hcco.org)	1 0.3	1 0.6
Sponsored Links (Net)	77 25.0	61 39.6
Payday Check to Go (247-Payday-Loan. com)	41 13.3	41 26.6
Check City Payday Loans (CheckCity. com)	11 3.6	11 7.1
Payday Loans to \$1,500 Overnight (DiscountAdvances. com)	9 2.9	9 5.8
New Penny Stock Soaring (PennyStockRadar. com)	8 2.6	1 0.6
No Fax Cash Advance (PrettyGoodLoan. com)	4 1.3	4 2.6

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TABLE 017 (continued)

(*): First Two

	Orig- inal	Modi- fied
	Web- site	Web- site
Total (Grn) (Vio)	====	====
Life Insurance Quotes (IntelliQuote.com)	3 1.0	3 1.9
Compare Life Insurance (insurance.com)	3 1.0	3 1.9
INVESTools (investools.com)	2 0.6	2 1.3
Hot Penny Stocks Featured (UrgentStockPicks. com)	2 0.6	2 1.3
Cash and Go (Payday-Loans- Easy.com)	2 0.6	2 1.3
Get a \$500 Payday Loan (Fast-Funds- Online.com)	2 0.6	2 1.3
Life Insurance (Insweb.com)	1 0.3	1 0.6
Search Bond Inventories (ZionsDirect.com)	1 0.3	1 0.6

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TABLE 017 (continued)

	Orig- inal	Modi- fied
	Web-	Web-
	site	site
Total (Grn) (Vio)		
Buying Life Insurance? (Wholesaleinsuranc e.net)	1	1
	0.3	0.6
Life Insurance: No Exams (americanlifeny. com)	1	1
	0.3	0.6
\$500 No Fax Payday Loan (CashAdvanceExpert .com)	1	1
	0.3	0.6
Cash Loans Up to \$1500 (123Online- Cash.com)	1	1
	0.3	0.6

=====
(sig=.05) (n_k) columns tested BC

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TABLE 018

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intendees who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

	Orig- Modified	Web- site	Total (Grn) (Vio)	% (B)	% (C)
Total	308	154	154		
Any (Net)	308	154	154		
Non-Sponsored Links (Net)	284	135	149		
Cash Advance - Payday Loan - Fast Cash (checkngo.com)	147	69	78	47.7	50.6
Check'n Go (careerbuilder.com)	213	102	111	69.2	72.1
Check'n Go - Finance & Professional - Detroit MI, 48209-2117 (detroit.citysearch.com/profile)	19	7	12	6.2	7.8

(sig=.05) (n_k) columns tested BC

**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 018 (continued)

Original Modified
Web- Web-
site site
Total (Grn) (Vio)
=====

Jackson vs.
Check'n Go of IL. 9 3 6
(edcombs.com) 2.9 1.9 3.9

Job Search Results
on CareerBuilder.
com 7 2 5
(careerbuilder.
com) 2.3 1.3 3.2

Check'n Go -
Finance &
Professional -
Detroit MI,
48207-4220
(detroit.
citysearch.com/
profile) 7 1 6
2.3 0.6 3.9

All Check'n Go
Jobs (indeed.com) 7 3 4
2.3 1.9 2.6

Adele M.
VanJackson, etc
vs. Check'n Go of
Illinois, Inc.
(edcombs.com) 4 1 3
1.3 0.6 1.9

(sig=.05) (n_k) columns tested BC

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**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 018 (continued)

(*) 'First Three'

Orig- Modified
inal ified
Web- Web-
site site
Total (Grn) (Vio)
=====

Wanted - Check'n
Go Robbery 4/16/
2003 (hcco.org) 3 1 2
1.0 0.6 1.3

Julie at Check'n
Go in Petaluma
(craiglist.org) 1 - 1
0.3 0.6

Sponsored Links
(Net) =====
82 64 18
26.6 41.6 11.7 C

Payday Check to Go
(247-Payday-Loan.
com) 43 43 -
14.0 27.9 C

Check City Payday
Loans (CheckCity.
com) 14 14 -
4.5 9.1 C

Payday Loans to
\$1,500 Overnight
(DiscountAdvances.
com) 10 10 -
3.2 6.5 C

New Penny Stock
Soaring
(PennyStockRadar.
com) 9 1 8
2.9 0.6 5.2 B

(sig=.05) (n_k) columns tested BC

**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.
 Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 018 (continued)

	Original	Modified	Weighted
INVESTools (investools.com)	5	5	3.2
Cash and Go (Payday-Loans- Easy.com)	5	5	3.2
No Fax Cash Advance (PrettyGoodLoan. com)	4	4	2.6
Life Insurance Quotes (IntelliQuote.com)	3	3	1.9
Compare Life Insurance (insurance.com)	3	3	1.9
Hot Penny Stocks Featured (UrgentStockPicks. com)	2	2	1.3
Search Bond Inventories (ZionsDirect.com)	2	2	1.3

 (sig=.05) (n_k) columns tested BC

**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search internet for payday loan or cash advance companies

TABLE 018 (continued)

	Orig- inal	Modi- fied	Web- Site	Web- Site	Total
	(Grn)	(Vio)			
Get a \$500 Payday Loan (Fast-funds-Online.com)	2	2	0.6	1.3	
Cash Loans Up to \$1500 (123Online-Cash.com)	2	2	0.6	1.3	
Life Insurance (InsWeb.com)	1	1	0.3	0.6	
Get Rich on Penny Stocks (gopennystock.com)	1	1	0.3	0.6	
Buying Life Insurance? (Wholesaleinsuranc e.net)	1	1	0.3	0.6	
Life Insurance: No Exams (americanlifeny.com)	1	1	0.3	0.6	
\$500 No Fax Payday Loan (CashAdvanceExpert .com)	1	1	0.3	0.6	

(sig=.05) (n_k) columns tested BC

Payday Loans 2006 Study
Study #E1489

March 2006

TABLE 019

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

	Original	Modified	Web-site	Web-site
	(Grn)	(Vio)	(B)	(C)
Total	308	154	154	
	100.0	100.0	100.0	
Any (Net)	308	154	154	
*****	100.0	100.0	100.0	
Non-Sponsored Links (Net)	287	135	152	
	93.2	87.7	98.7	
Cash Advance - Payday Loan - Fast Cash (checkngo.com)	150	69	81	
	48.7	44.8	52.6	
Check'n Go (careerbuilder.com)	214	102	112	
	69.5	66.2	72.7	
Check'n Go - Finance & Professional - Detroit MI, 48209-2117 (detroit.citysearch.com/profile)	20	8	12	
	6.5	5.2	7.8	

 (sig=.05) (n_k) columns tested BC

**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 019 (continued)

	Orig- inal	Modi- fied	Web- site	Web- site	Total (Grn) (Vio)
Jackson vs. Check'n Go of Ill. (edcombs.com)	12	5	7	3.9	3.2 4.5
Job Search Results on CareerBuilder. com	9	3	6	2.9	1.9 3.9
All Check'n Go Jobs (indeed.com)	9	3	6	2.9	1.9 3.9
Check'n Go - Finance & Professional - Detroit MI, 48207-4220 (detroit. citysearch.com/ profile)	7	1	6	2.3	0.6 3.9
Adele M. VanJackson, etc vs. Check'n Go of Illinois, Inc. (edcombs.com)	4	1	3	1.3	0.6 1.9

(sig=.05) (n_k) columns tested BC

**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1. If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 019 (continued)

	Orig- inal	Modi- fied	Web- site	Web- site	Total (Grn) (Vio)
Wanted - Check'n Go Robbery 4/16/ 2003 (hcsa.org)	4	2	2	1.3	1.3
Julie at Check'n Go in Petaluma (craigslis.org)	2	1	1	0.6	0.6
Sponsored Links (Net)	83	64	19	26.9	41.6
Payday, Check to Go (247-Payday-Loan. com)	44	44	-	14.3	28.6
Check City Payday Loans (CheckCity. com)	14	14	-	4.5	9.1
Payday Loans to \$1,500 Overnight (DiscountAdvances. com)	11	11	-	3.6	7.1
New Penny Stock Soaring (PennyStockRadar. com)	9	1	8	2.9	0.6

(sig=.05) (n_k) columns tested BC

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**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 019 (continued)

	Total	Orig-inal Web-site (Grn)	Modified Web-site (Vio)
INVESTools (Investools.com)	5 1.6	5 3.2	5 3.2
Cash and Go (Payday-Loans-Easy.com)	5 1.6	5 3.2	-
No Fax Cash Advance (PrettyGoodLoan.com)	4 1.3	4 2.6	-
Life Insurance Quotes (IntelliQuote.com)	3 1.0	3 1.9	3 1.9
Compare Life Insurance (Insurance.com)	3 1.0	3 1.9	3 1.9
Search Bond Inventories (ZionsDirect.com)	3 1.0	3 1.9	3 1.9
Hot Penny Stocks Featured (UrgentStockPicks.com)	2 0.6	2 1.3	2 1.3

(sig=.05) (n_k) columns tested BC

**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1. If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 019 (continued)

(*) 'First Four'

Orig- Modi
inal ified
Web- Web-
site site
Total (Grn) (Wio)
=====

\$500 No Fax Payday Loan (CashAdvanceExpert.com)	2	2	-	0.6	1.3
Get a \$500 Payday Loan (Fast-Funds-Online.com)	2	2	-	0.6	1.3
Cash Loans Up to \$1500 (123Online-Cash.com)	2	2	-	0.6	1.3
Life Insurance (InsWeb.com)	1	-	1	0.3	0.6
Get Rich on Penny Stocks (gopennystock.com)	1	-	1	0.3	0.6
Buying Life Insurance? (Wholesaleinsuranc e.net)	1	-	1	0.3	0.6
Life Insurance: No Exams (americanlifeny.com)	1	-	1	0.3	0.6

(sig=.05) (n_k) columns tested BC

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**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 019 (continued)

(*) 'First Four'

	Orig- inal	Modi- fied
	Web-	Web-
	site	site
Total (Grn) (Vio)	====	====
Fast Payday Loans (InstantCashLoanTi llPayday.com)	1 0.3	1 0.6
Fast Payday Advance (webquart. com)	1 0.3	1 0.6

(sig=.05) (n_k) columns tested BC

Payday Loans 2006 Study
Study #E1489
 March 2006

TABLE 020

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

(*) Total Websites Selected

	Total	Original	Modified	Web-site	Total (Grn) (Vio)
	308	154	154		
	100.0	100.0	100.0		
		(B)	(C)		
Any (Net)	308	154	154		
*****	100.0	100.0	100.0		
Non-Sponsored Links (Net)	287	135	152		
	93.2	87.7	98.7		
Cash Advance - Payday Loan - Fast Cash (checkngo.com)	151	70	81		
	49.0	45.5	52.6		
Check'n Go (careerbuilder.com)	214	102	112		
	69.5	66.2	72.7		
Check'n Go - Finance & Professional - Detroit MI, 48209-2117 (detroit.citysearch.com/profile)	20	8	12		
	6.5	5.2	7.8		

(sig=.05) (n_k) columns tested BC

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**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 020 (continued)

	Orig- inal	Modi- fied
	Web- site	Web- site
Total (Grn) (Vio)	====	====
Jackson vs. Check'n Go of IL. (edcombs.com)	13 4.2	6 3.9
All Check'n Go Jobs (indeed.com)	11 3.6	4 2.6
Job Search Results on CareerBuilder. com (careerbuilder. com)	10 3.2	3 1.9
Check'n Go - Finance & Professional - Detroit MI, 48207-4220 (detroit. citysearch.com/ profile)	8 2.6	2 1.3
Wanted - Check'n Go Robbery 4/16/ 2003 (hcsso.org)	5 1.6	2 1.3

(sig=.05) (n_k) columns tested BC

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**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 020 (continued)

	Orig- inal Web- site Total (Grn) (Y10)	Modi- fied Web- site (Y10)
Adèle M. VanJackson, etc vs. Check'n Go of Illinois, Inc. (edcombs.com)	4 1.3	1 3 0.6 1.9
Julie at Check'n Go in Petaluma (craigslst.org)	3 1.0	1 2 0.6 1.3
Sponsored Links (Net)	83 26.9	64 19 41.6 12.3
Payday Check to Go (247-Payday-Loan. com)	44 14.3	44 28.6
Check City Payday Loans (CheckCity. com)	14 4.5	14 9.1
Payday Loans to \$1,500 Overnight (DiscountAdvances. com)	11 3.6	11 7.1

(sig=.05) (n_k) columns tested BC

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**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 020 (continued)

(*) 'Total Websites Selected'

	Orig- inal	Modi- fied
	Web- site	Web- site
Total (Grn) (Vio)	=====	

New Penny Stock Soaring (PennyStockRadar.com)	10 3.2	1 0.6	9 5.8
INVESTools (investools.com)	5 1.6	-	5 3.2
Cash and Go (Payday-Loans-Easy.com)	5 1.6	5 3.2	- C
Life Insurance Quotes (IntelliQuote.com)	4 1.3	-	4 2.6
No Fax Cash Advance (PrettyGoodLoan.com)	4 1.3	4 2.6	- C
Compare Life Insurance (insurance.com)	3 1.0	-	3 1.9
Search Bond Inventories (ZionsDirect.com)	3 1.0	-	3 1.9

(sig=.05) (n_k) columns tested BC

**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.
 (*) 'Total Websites Selected'
 Base: Past year purchasers/Next year intendees who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 020 (continued)

	Orig- inal Web- site Total (Grn) (Vio)	Modi- fied Web- site
Hot Penny Stocks Featured (UrgentStockPicks.com)	2 0.6	2 1.3
\$500 No Fax Payday Loan (CashAdvanceExpert.com)	2 0.6	2 1.3
Get a \$500 Payday Loan (Fast-Funds- Online.com)	2 0.6	2 1.3
Cash Loans Up to \$1500 (123Online- Cash.com)	2 0.6	2 1.3
Fast Payday Advance (webquart.com)	2 0.6	2 1.3
Life Insurance (InsWeb.com)	1 0.3	1 0.6
Get Rich on Penny Stocks (gopennystock.com)	1 0.3	1 0.6

 (sig=.05) (n_k) columns tested BC

**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 1 If you wanted to apply for a payday loan or a cash advance from Check'n Go, which listing or listings on this page would you be most likely to click on first. Please point to the listing or listings you would be most likely to click on first.

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 020 (continued)

(*) Total Websites Selected

	Orig- inal	Modi- fied
Web- site	1	1
site	-	-
Total (Grn) (Vio)	0.3	0.6

Buying Life Insurance? (Wholesaleinsurance.net) 1 - 1 0.3 0.6

Life Insurance: No Exams (americanlifeny.com) 1 - 1 0.3 0.6

Fast Payday Loans (InstantCashLoan111payday.com) 1 1 - 0.3 0.6

(sig=.05) (n_k) columns tested BC

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**Payday Loans 2006 Study
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March 2006

2. 3 If you have an opinion, do you or don't you think there are other listings on this screen that you would be likely to click on if you wanted to submit an application to?
 Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 021

	Orig- inal	Modi- fied
Total	308	154
Do think there are other listings would click on	83	45
Don't think there are other listings would click on	126	59
Don't know or No opinion	99	50
	26.9	29.2
	40.9	38.3
	32.1	32.5
	24.7	31.8

(sig=.05) (n_k) columns tested BC

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**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 4 What other listing or listings on this screen would you be likely to click on if you wanted to submit an application to Check'n Go. Please point to the listing or listings you would be most likely to click on.
 Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 022

	Orig- inal	Modi- fied	Web- Site	(B)	(C)
Total	308	154	154		
Total (Grn) (Vio)	100.0	100.0	100.0		
Non-Sponsored Links (Net)	62	29	33		
Cash Advance - Payday Loan - Fast Cash (checkngo.com)	24	13	11	7.8	8.4 7.1
Check'n Go (careerbuilder.com)	12	3	9	3.9	1.9 5.8
All Check'n Go Jobs (indeed.com)	8	4	4	2.6	2.6 2.6
Jackson vs. Check'n Go of Il. (edcombs.com)	7	4	3	2.3	2.6 1.9

 (sig=.05) (n_k) columns tested BC

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**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 4 What other listing or listings on this screen would you be likely to click on if you wanted to submit an application to Check'n Go. Please point to the listing or listings you would be most likely to click on.

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 022 (continued)

	Orig- inal Web- site Total (Grn) (Vlo)	Modi- fied Web- site (Vlo)
Check'n Go - Finance & Professional - Detroit MI, 48209-2117 (detroit. citysearch.com/ profile)	5 1.6	3 2 1.9 1.3
Job Search Results on CareerBuilder. com (careerbuilder. com)	3 1.0	- 3 - 1.9
Wanted - Check'n Go Robbery 4/16/ 2003 (hcsso.org)	2 0.6	2 1.3 -
Check'n Go - Finance & Professional - Detroit MI, 48207-4220 (detroit. citysearch.com/ profile)	1 0.3	- 1 - 0.6

(sig=.05) (n_k) columns tested BC

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**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 4. What other listing or listings on this screen would you be likely to click on if you wanted to submit an application to Check'n Go. Please point to the listing or listings you would be most likely to click on.

Base: Past year purchasers/Next year intendees who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 022 (continued)

(*) 'First Website Selected'

	Original	Modified	Web-site	Total (Grn) (Vio)
Sponsored Links (Net)	21	16	5	6.8 10.4 3.2
Payday Check to Go (247-Payday-Loan.com)	4	4	-	1.3 2.6
Cash and Go (Payday-Loans-Easy.com)	3	3	-	1.0 1.9
Fast Payday Loans (InstantCashLoan11Payday.com)	3	3	-	1.0 1.9
\$500 No Fax Payday Loan (CashAdvanceExpert.com)	2	2	-	0.6 1.3
Get a \$500 Payday Loan (Fast-Funds-Online.com)	2	2	-	0.6 1.3
Life Insurance Quotes (IntelliQuote.com)	1	-	1	0.3 0.6

(sig=.05) (n_k) columns tested BC



**Payday Loans 2006 Study
Study #E1489**

March 2006

Q. 4 What other listing or listings on this screen would you be likely to click on if you wanted to submit an application to Check'n Go. Please point to the listing or listings you would be most likely to click on.

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 022 (continued)

	Total (Grn)	Orig- inal Web- site	Modi- fied Web- site
INVESTools (investools.com)	1 0.3	1 0.6	1 0.6
Hot Penny Stocks Featured (UrgentStockPicks. com)	1 0.3	1 0.6	1 0.6
Compare Life Insurance (insurance.com)	1 0.3	1 0.6	1 0.6
Buying Life Insurance? (Wholesaleinsuranc e.net)	1 0.3	1 0.6	1 0.6
Payday Loans to \$1,500 Overnight (DiscountAdvances. com)	1 0.3	1 0.6	1 0.6
More sponsored links	1 0.3	1 0.6	1 0.6
Don't think there are others would click on	126 40.9	59 38.3	67 43.5

(sig= 05) (n_k) columns tested BC

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**Payday Loans 2006 Study
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March 2006

Q. 4 What other listing or listings on this screen would you be likely to click on if you wanted to submit an application to Check'n Go. Please point to the listing or listings you would be most likely to click on.

Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 022 (continued)

	Orig-inal	Modi-fied
Don't Know/No opinion	99	50
	32.1	32.5
	31.8	

(sig=.05) (n_k) columns tested BC

Payday Loans 2006 Study
Study #E1489

March 2006

Q. 4 What other listing or listings on this screen would you be likely to click on if you wanted to submit an application to Check'n Go. Please point to the listing or listings you would be most likely to click on.

TABLE 023

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

	Orig- inal	Modi- fied
	Web- site	Web- site
Total (Grn) (Vio)	(B)	(C)
Total	308	154
-----	100.0	100.0
	%	%

Non-Sponsored Links	(B)	(C)
(Net)	64	30
-----	20.8	19.5
	22.1	

Cash Advance - Payday Loan - Fast Cash (checkngo. com)	25	14	11
	8.1	9.1	7.1
Check'n Go (careerbuilder. com)	15	5	10
	4.9	3.2	6.5

Jackson vs. Check'n Go of Il. (edcombs.com)	9	5	4
	2.9	3.2	2.6

All Check'n Go Jobs (indeed.com)	9	5	4
	2.9	3.2	2.6

 (sig=.05) (n_k) columns tested BC

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Q. 4 What other listing or listings on this screen would you be likely to click on if you wanted to submit an application to Check'n Go. Please point to the listing or listings you would be most likely to click on.

Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 023 (continued)

	Orig- inal	Modi- fied
Total (Grn) (Vio)	Web- Site	Web- Site
==== =====	====	====

Check'n Go - Finance & Professional - Detroit MI, 48209-2117 (detroit. citysearch.com/ profile)	7 2.3	5 3.2	2 1.3
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Job Search Results on CareerBuilder. com (careerbuilder. com)	6 1.9	3 1.9	3 1.9
---	----------	----------	----------

Adele M. VanJackson, etc vs. Check'n Go of Illinois, Inc. (edcombs.com)	2 0.6	-	2 1.3
---	----------	---	----------

Check'n Go - Finance & Professional - Detroit MI, 48207-4220 (detroit. citysearch.com/ profile)	2 0.6	1 0.6	1 0.6
--	----------	----------	----------

(sig=.05) (n_k) columns tested BC

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Q. 4 What other listing or listings on this screen would you be likely to click on if you wanted to submit an application to Check'n Go. Please point to the listing or listings you would be most likely to click on.

Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 023 (continued)

(*) 'Total Websites Selected'

	Orig- inal	Modi- fied
	Web- site	Web- site
Total (Grn) (Vio)		
Wanted - Check'n Go Robbery 4/16/ 2003 (hcco.org)	2 0.6	2 1.3
Sponsored Links (Net)	23 7.5	18 11.7
		5 3.2
Fast Payday Loans (InstantCashLoanTi llPayday.com)	5 1.6	5 3.2
Payday Check to Go (247-Payday-Loan. com)	4 1.3	4 2.6
Cash and Go (Payday-Loans- Easy.com)	3 1.0	3 1.9
Get a \$500 Payday Loan (Fast-Funds- Online.com)	3 1.0	3 1.9
\$500 No Fax Payday Loan (CashAdvanceExpert .com)	2 0.6	2 1.3

(sig=.05) (n_k) columns tested BC

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Q. 4 What other listing or listings on this screen would you be likely to click on if you wanted to submit an application to Check'n Go. Please point to the listing or listings you would be most likely to click on.

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 023 (continued)

(*) 'Total Websites Selected'

	Total (Grn)	(Vio)	Orig- inal Web- site	Modi- fied
New Penny Stock Soaring (PennyStockRadar.com)	1 0.3	1 0.6	-	-
Life Insurance Quotes (IntelliQuote.com)	1 0.3	-	1 0.6	-
INVESTools (investools.com)	1 0.3	-	1 0.6	-
Hot Penny Stocks Featured (UrgentStockPicks.com)	1 0.3	-	1 0.6	-
Compare Life Insurance (insurance.com)	1 0.3	-	1 0.6	-
Buying Life Insurance? (Wholesaleinsuranc e.net)	1 0.3	-	1 0.6	-
Life Insurance: No Exams (americanlifeny.com)	1 0.3	-	1 0.6	-

(sig=.05) (n_k) columns tested BC



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Q. 4 What other listing or listings on this screen would you be likely to click on if you wanted to submit an application to Check'n Go. Please point to the listing or listings you would be most likely to click on.

Base: Past year purchasers/Next year intendders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

TABLE 023 (continued)

	Orig- inal	Modi- fied
Web-	1	1
Web-	0.3	0.6
site		
site		
====		
Total (Grn) (Vlo)		
====		

Payday Loans to \$1,500 Overnight (DiscountAdvances. com)	1	1	-
	0.3	0.6	
Fast Payday Advance (webquart. com)	1	1	-
	0.3	0.6	
More sponsored links	1	1	-
	0.3	0.6	
Don't think there are others would click on	126	59	67
	40.9	38.3	43.5
Don't Know/No Opinion	99	50	49
	32.1	32.5	31.8

(sig=.05) (n_k) columns tested BC

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TABLE 024
Q. 1/4 Combination Table
(*): Total Websites Selected (Q1/4)

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

	Orig- inal	Modi- fied
	Web- site	Web- site
Total (Grn) (Vio)	(B)	(C)
Total	308	154
	100.0	100.0
	%	%
Non-Sponsored Links (Net)	296	142
	96.1	92.2
	%	%
Cash Advance - Payday Loan - Fast Cash (checkngo.com)	176	84
	57.1	54.5
	%	%
Check'n Go (careerbuilder.com)	229	107
	74.4	69.5
	%	%
Check'n Go - Finance & Professional - Detroit MI, 48209-2117 (detroit.citysearch.com/profile)	27	13
	8.8	8.4
	%	%
Jackson vs. Check'n Go of Ill. (edcombs.com)	22	11
	7.1	7.1
	%	%

(sig=.05) (n_k) columns tested BC

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TABLE 024 (continued)
Q. 1/4 Combination Table

(*) Total Websites Selected (Q1/4)
Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

	Orig- inal	Modi- fied
	Web- site	Web- site
Total (Grn) (Vio)	====	====
All Check'n Go Jobs (indeed.com)	20 6.5	9 5.8
Job Search Results on CareerBuilder.com	16 5.2	6 3.9
Check'n Go - Finance & Professional - Detroit MI, 48207-4220 (detroit.citysearch.com/profile)	10 3.2	3 1.9
Wanted - Check'n Go Robbery 4/16/2003 (hcso.org)	7 2.3	4 2.6
Adele M. VanJackson, etc vs. Check'n Go of Illinois, Inc. (edcombs.com)	6 1.9	1 0.6
Julie at Check'n Go in Petaluma (craigslislist.org)	3 1.0	1 0.6
	11 7.1	2 1.3

(sig=.05) (n_k) columns tested BC

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Payday Loans 2006 Study
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TABLE 024 (continued)
Q. 1/4 Combination Table
(*). Total Websites Selected (Q1/4)

Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

	Orig- inal	Modi- fied
	Web- site	Web- site
	(Grn)	(Vio)
	====	====
Sponsored Links (Net)	97 75 22 31.5 48.7 14.3	C
Payday Check to Go (247-Payday-Loan.com)	48 48 15.6 31.2	C
Check City Payday Loans (CheckCity.com)	14 14 4.5 9.1	C
Payday Loans to \$1,500 Overnight (DiscountAdvances.com)	12 12 3.9 7.8	C
New Penny Stock Soaring (PennyStockRadar.com)	11 2 9 3.6 1.3 5.8	B
Cash and Go (Payday-Loans-Easy.com)	8 8 2.6 5.2	C
INVESTools (investools.com)	6 - 6 1.9 - 3.9	B

(sig=.05) (n_k) columns tested BC

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TABLE 024 (continued)
Q. 1/4 Combination Table

(*) Total Websites Selected (Q1/4)
Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

	Orig- inal	Modi- fied
	Web- site	Web- site
Total (Grn) (Vio)		
Fast Payday Loans (InstantCashLoanTi llPayday.com)	6 1.9	6 3.9
Life Insurance Quotes (IntelliQuote.com)	5 1.6	5 3.2
Get a \$500 Payday Loan (Fast-Funds- Online.com)	5 1.6	5 3.2
Compare Life Insurance (insurance.com)	4 1.3	4 2.6
No Fax Cash Advance (PrettyGoodLoan. com)	4 1.3	4 2.6
\$500 No Fax Payday Loan (CashAdvanceExpert .com)	4 1.3	4 2.6
Hot Penny Stocks Featured (UrgentStockPicks. com)	3 1.0	3 1.9

(sig=.05) (n_k) columns tested BC

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TABLE 024 (continued)
 Q. 1/4 Combination Table

(*) Total Websites Selected (Q1/4)
 Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

	Orig-inal	Modified
Search Bond Inventories (ZionsDirect.com)	3	3
Fast Payday Advance (webquart.com)	3	3
Buying Life Insurance? (Wholesaleinsurance.net)	2	2
Life Insurance: No Exams (americanlifeny.com)	2	2
Cash Loans Up to \$1500 (123online-cash.com)	2	2
Life Insurance (InsWeb.com)	1	1
Get Rich on Penny Stocks (gopennystock.com)	1	1
More sponsored links	1	1
Total (Grn) (Vio)	1.0	1.9

Search Bond Inventories (ZionsDirect.com)	1.0	1.9
Fast Payday Advance (webquart.com)	1.0	1.9
Buying Life Insurance? (Wholesaleinsurance.net)	0.6	1.3
Life Insurance: No Exams (americanlifeny.com)	0.6	1.3
Cash Loans Up to \$1500 (123online-cash.com)	0.6	1.3
Life Insurance (InsWeb.com)	0.3	0.6
Get Rich on Penny Stocks (gopennystock.com)	0.3	0.6
More sponsored links	0.3	0.6

(sig=.05) (n_k) columns tested BC

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Q. 6 Now, if you clicked on this listing 'Payday Check to Go/Payday Loans to \$1,500/New Penny Stock Soaring/INVESTools', what company or companies' websites would you expect to go to?
 TABLE 025
 (*) 'Total Websites Selected'
 Base: Qualified respondents who did not select the given sponsored link at Q.1/4

	Total	Original	Modified	Web-site	Total (Grn) (Vio)
	%	(B)	(C)	%	%
Total	266	120	146		
	100.0	100.0	100.0		
Any (Net)	171	86	85		
*****	64.3	71.7	58.2		
Check'n Go	51	33	18		
	19.2	27.5	12.3		
Other than Check'n Go	139	62	77		
	52.3	51.7	52.7		
Don't Know/No Opinion	95	34	61		
	35.7	28.3	41.8		

(sig=.05) (n_k) columns tested BC

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TABLE 026
Q. 8 What company or companies do you think it is associated or connected with?
Base: Qualified respondents who gave response of a company's website link (q.6) and said that website was associated or connected with another company(ies) (q.7)

	Orig- inal	Modi- fied	Web- site	Web- site
Total	51	27	24	
-----	100.0	100.0	100.0	
	%	%	%	
	(B)	(C)		
Any (Net)	46	25	21	
*****	90.2	92.6	87.5	
Check'n Go	14	9	5	
	27.5	33.3	20.8	
Other than Check'n Go	34	18	16	
	66.7	66.7	66.7	
Don't Know/No Opinion	5	2	3	
	9.8	7.4	12.5	

(sig=.05) (n_k) columns tested BC

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Study #E1489

TABLE 027
Q. 6/8 Combination Table
Base: Qualified respondents who did not select the given sponsored link at Q.1/4

	Orig- inal	Modi- fied	Web- site	Web- site
Total	(Grn)	(Vio)	(B)	(C)
266	120	146		
100.0	100.0	100.0		
	%	%		
Mentioned Check'n Go (Net)	62	40	22	
	23.3	33.3	15.1	
Mentioned Check'n Go at Q.6	51	33	18	
	19.2	27.5	12.3	
Mentioned Check'n Go at Q.8	14	9	5	
	5.3	7.5	3.4	

(sig=.05) (n_k) columns tested BC

March 2006

Payday Loans 2006 Study
Study #E1489

TABLE 028
Q. 1/4/6/8 Combination Table
Base: Past year purchasers/Next year intenders who would consider Check'n Go for payday loan or cash advance, used Google in past 6 months, and would search Internet for payday loan or cash advance companies

	Orig- inal	Modi- fied	Web- site	Web- site	Total (Grn) (Vio)
Total	308	154	154		
****	100.0	100.0	100.0		
	%	%	%		
	(B)	(C)			
Any (Net)	146	102	44		
*****	47.4	66.2	28.6		
Sponsored Link	97	75	22		
(Subnet)	31.5	48.7	14.3		
Selected Paid Ad	83	64	19		
at Q.1	26.9	41.6	12.3		
Selected Paid Ad	23	18	5		
at Q.4	7.5	11.7	3.2		
Mentioned Check'n	62	40	22		
Go (Subnet)	20.1	26.0	14.3		
Mentioned	51	33	18		
Check'n Go at Q	16.6	21.4	11.7		
.6					
Mentioned	14	9	5		
Check'n Go at Q	4.5	5.8	3.2		
.8					

(sig=.05) (n_k) columns tested BC