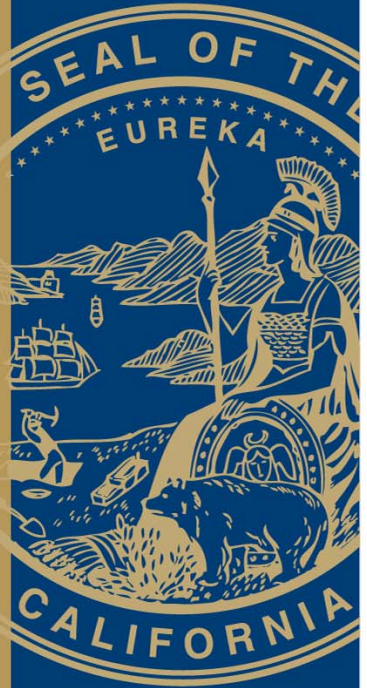


2010 Annual Report

Operation of Deferred
Deposit Originators
under the California
Deferred Deposit
Transaction Law

State of California
Business, Transportation
and Housing Agency

Department of
Corporations



STATE OF CALIFORNIA
EDMUND G. BROWN, Jr., Governor

BUSINESS, TRANSPORTATION AND HOUSING AGENCY

DEPARTMENT OF CORPORATIONS

Preston DuFauchard
California Corporations Commissioner

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California Department of Corporations
Toll-Free 1-866-ASK-CORP (or 275-2677)

TTY 1-800-735-2922
Online www.corp.ca.gov

This Report includes data submitted by deferred deposit originators licensed under the California Deferred Deposit Transaction Law.

This Report is based on unaudited data presented by licensees and submitted in a format prescribed by the Department of Corporations and licensing statistics. The reader should be aware that the data contained herein is primarily statistical in nature. Certain statistical data compilations required of licensees have been modified to provide more meaningful statistics. To assist in comparing data from prior years, certain statistical data is included in the charts on pages 7 through 13. Comparison of such data with prior years will be left to the reader.

AS OF	NUMBER OF LICENSEES
DECEMBER 31, 2010	2,144
DECEMBER 31, 2009	2,187
DECEMBER 31, 2008	2,385
DECEMBER 31, 2007	2,403
DECEMBER 31, 2006	2,493
DECEMBER 31, 2005	2,445

**California Deferred Deposit Transaction Law Consolidated Annual
Reports:
Calendar Years 2006, 2007, 2008, 2009 and 2010**

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Total Dollar Amount of Deferred Deposit Transactions Made	\$2,553,427,572	\$2,969,905,917	\$3,092,592,282	\$3,088,358,316	\$3,125,299,157
Total Number of Deferred Deposit Transactions Made	10,048,422	11,152,466	11,841,014	11,784,798	12,092,091
Total Number of Individual Customers Who Obtained Deferred Deposit Transactions (repeat customers counted once)	1,432,844	1,609,680	1,665,019	1,567,188	1,646,700

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Average Dollar Amount of Deferred Deposit Transactions Made	\$254	\$266	\$261	\$262	\$258
Minimum Dollar Amount of Deferred Deposit Transactions Made	\$10	\$10	\$6	\$8	\$4
Maximum Dollar Amount of Deferred Deposit Transactions Made	\$300	\$300	\$300	\$300	\$300
Average Annual Percentage Rate (APR)	429%	424%	416%	414%	414%
Average Number of Days of Deferred Deposit Transactions	16	16	17	17	17

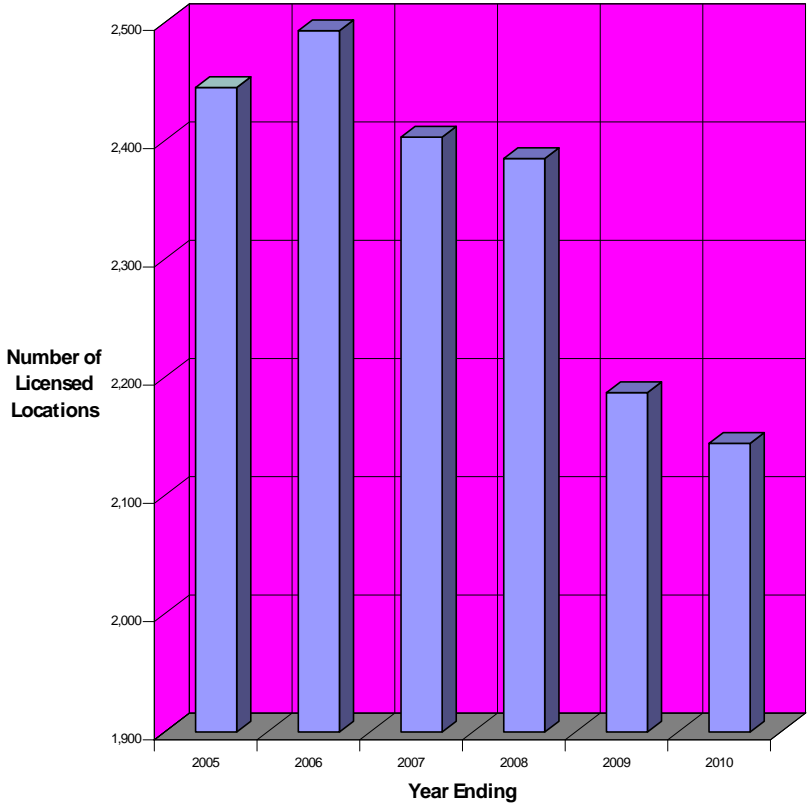
	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Total Number of Returned Checks from Deferred Deposit Transactions	751,117	823,594	816,605	677,616	931,735
Percentage of Total Number of Returned Checks to Total Number of Deferred Deposit Transactions Made	7.47%	7.38%	6.90%	5.75%	7.71%
Total Dollar Amount of Returned Checks from Deferred Deposit Transactions	\$186,031,613	\$213,050,882	\$214,887,020	\$178,369,234	\$239,593,849
Percentage of Total Dollar Amount of Returned Checks to Total Dollar Amount of Deferred Deposit Transactions Made	7.29%	7.17%	6.95%	5.78%	7.67%

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Total Number of Returned Checks from Deferred Deposit Transactions Recovered (includes partial recoveries)	520,756	492,405	522,157	432,284	674,470
Percentage of Total Number of Returned Checks from Deferred Deposit Transactions Recovered (includes partial recoveries) to Total Number of Deferred Deposit Transactions Made	5.18%	4.42%	4.41%	3.67%	5.58%
Total Dollar Amount of Returned Checks Recovered (includes partial recoveries)	\$106,441,869	\$115,002,061	\$120,316,378	\$98,998,954	\$164,196,162
Percentage of Total Dollar Amount of Returned Checks Recovered (including partial recoveries) to Total Dollar Amount of Deferred Deposit Transactions Made	4.17%	3.87%	3.89%	3.21%	5.25%

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Total Number of Checks Charged Off (includes partial balances charged off)	307,697	355,804	321,555	280,233	280,020
Percentage of Total Number of Checks Charged Off (including partial balances) to Total Number of Deferred Deposit Transactions Made	3.06%	3.19%	2.72%	2.38%	2.32%
Total Dollar Amount of Deferred Deposit Transactions Charged Off (includes partial balances charged off)	\$74,825,909	\$85,683,626	\$81,783,721	\$72,023,747	\$70,937,735
Percentage of Total Dollar Amount of Checks Charged Off (including partial balances charged off) to Total Dollar Amount of Deferred Deposit Transactions Made	2.93%	2.89%	2.64%	2.33%	2.27%

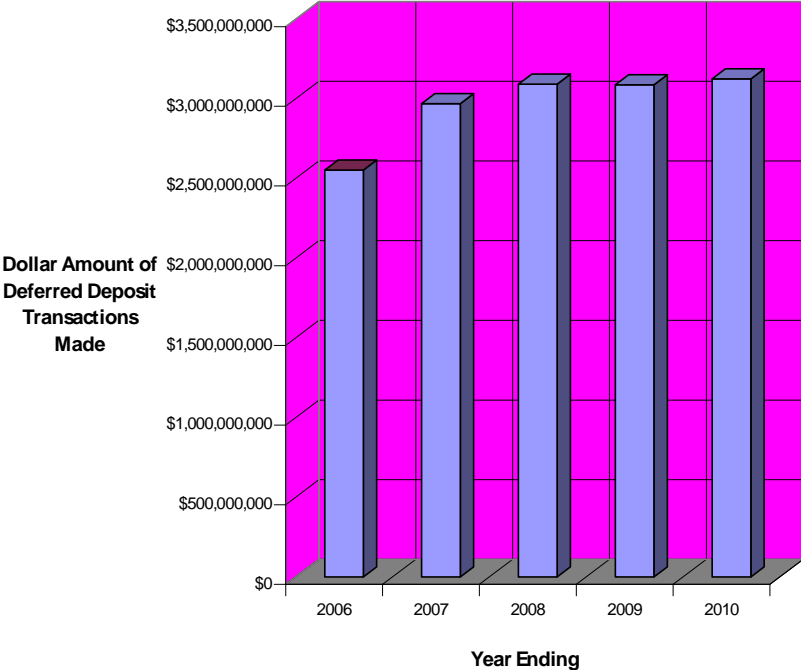
Change in Number of Licensed Locations

Chart 1



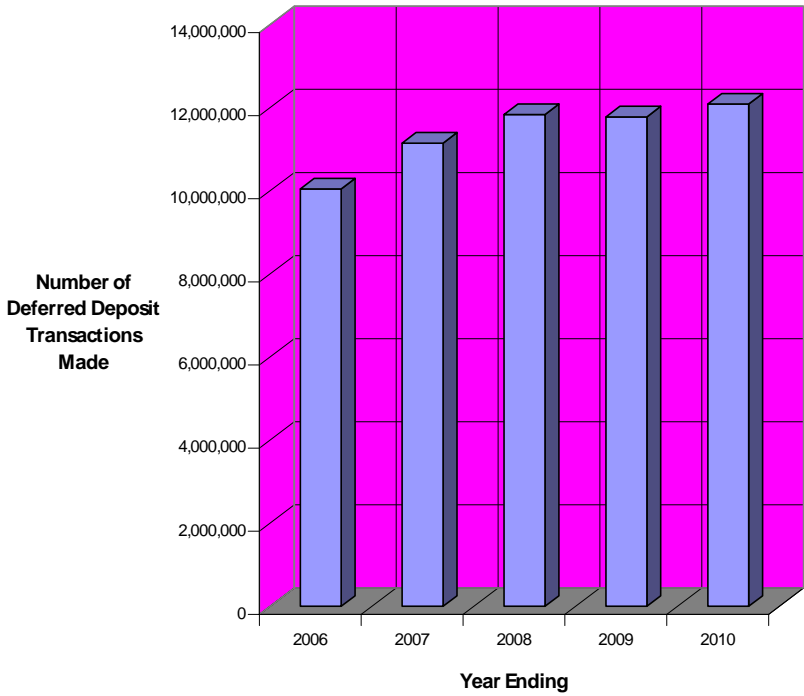
Change in Dollar Amount of Deferred Deposits Made

Chart 2



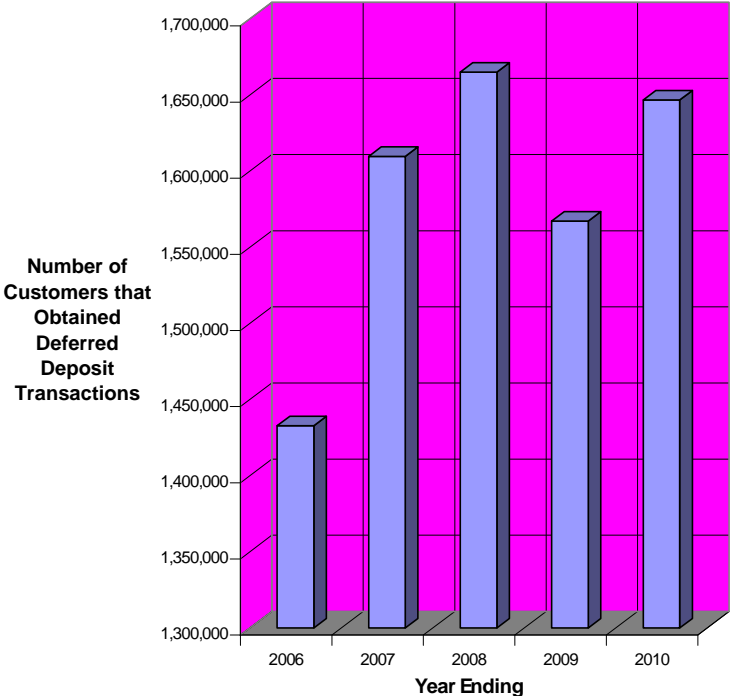
Change in Number of Deferred Deposits Made

Chart 3



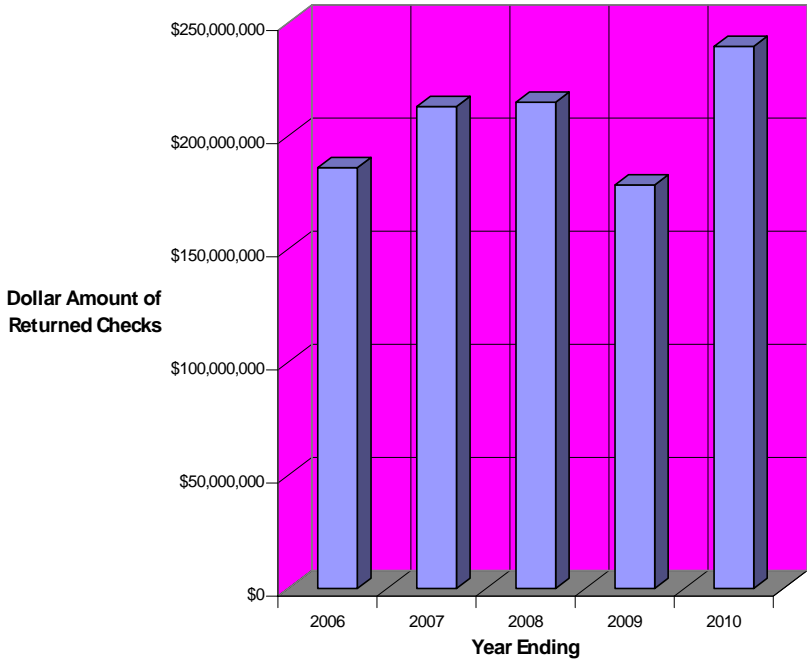
Change in Number of Customers that Obtained Deferred Deposit Transactions

Chart 4



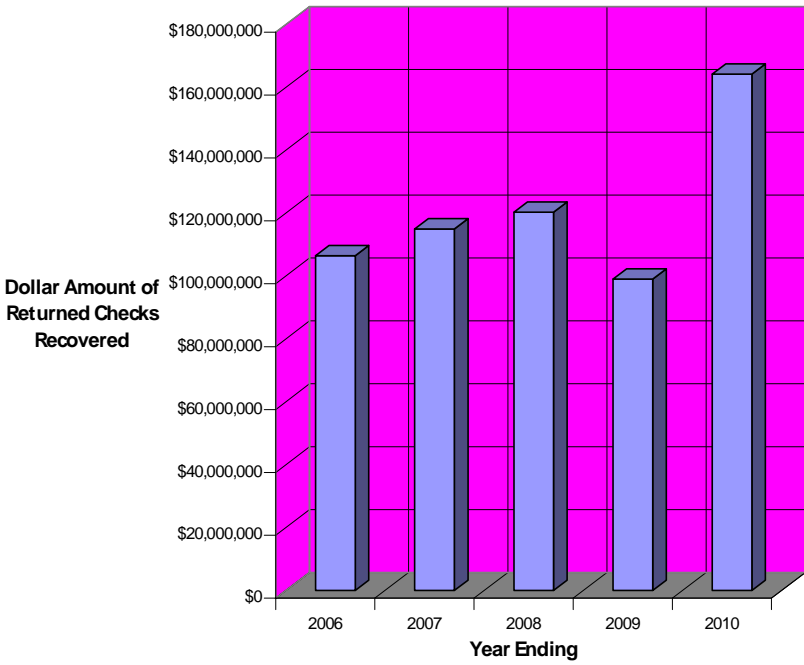
Change in Dollar Amount of Returned Checks

Chart 5



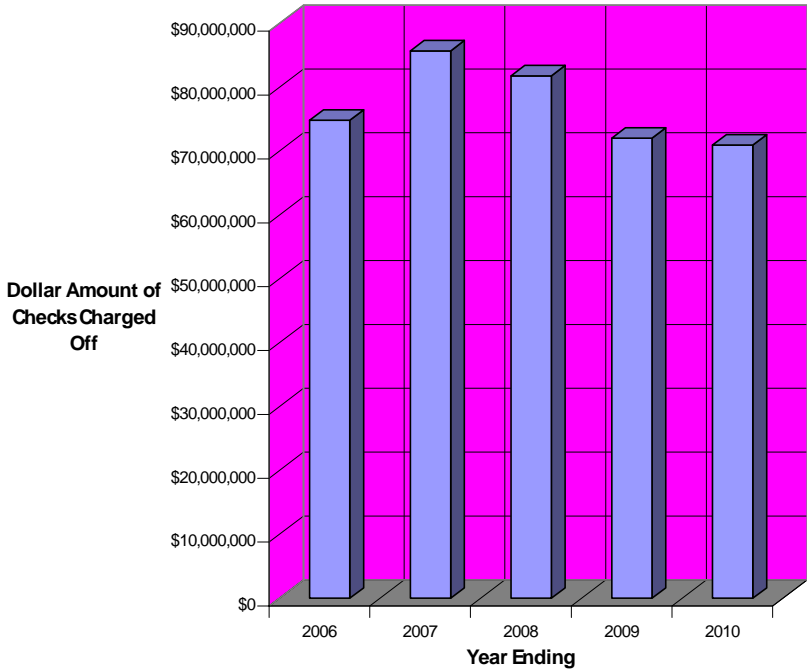
Change in Dollar Amount of Returned Checks Recovered

Chart 6



Change in Total Dollar Amount of Checks Charged Off

Chart 7



The information below reflects the licensing activity for the calendar years 2006, 2007, 2008, 2009 and 2010. The long form application refers to the first license a person applies for under the California Deferred Deposit Transaction Law and the short form application refers to a license for an additional business location. Applications are subject to abandonment if a deficiency is not corrected within 90 days of notification. Applications are withdrawn at the request of the applicant. To assist in comparing the licensing data from prior years, the total license applications filed, total number of licenses surrendered and total number of licenses issued are included in the charts on pages 17 through 19.

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Long Form Applications Filed	116	69	56	53	33
Short Form Applications Filed	256	251	197	47	123
Total Applications Filed	372	320	253	100	156
Long Form Applications Denied	2	0	0	0	0
Short Form Applications Denied	0	2	3	1	0
Total Applications Denied	2	2	3	1	0

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Long Form Applications Abandoned	8	8	3	3	2
Short Form Applications Abandoned	1	0	20	0	1
Total Applications Abandoned	9	8	23	3	3
Long Form Applications Withdrawn	3	1	6	3	1
Short Form Applications Withdrawn	4	15	10	1	5
Total Applications Withdrawn	7	16	16	4	6
Long Form Licenses Surrendered	79	93	68	64	54
Short Form Licenses Surrendered	188	272	154	216	104
Total Licenses Surrendered	267	365	222	280	158

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Long Form Licenses Revoked	14	26	12	19	16
Short Form Licenses Revoked	8	6	6	6	6
Total Licenses Revoked	22	32	18	25	22
Long Form Licenses Issued	96	72	56	50	29
Short Form Licenses Issued	241	236	165	57	111
Total Licenses Issued	337	308	221	107	140

Chart 8
Number of License Applications Filed

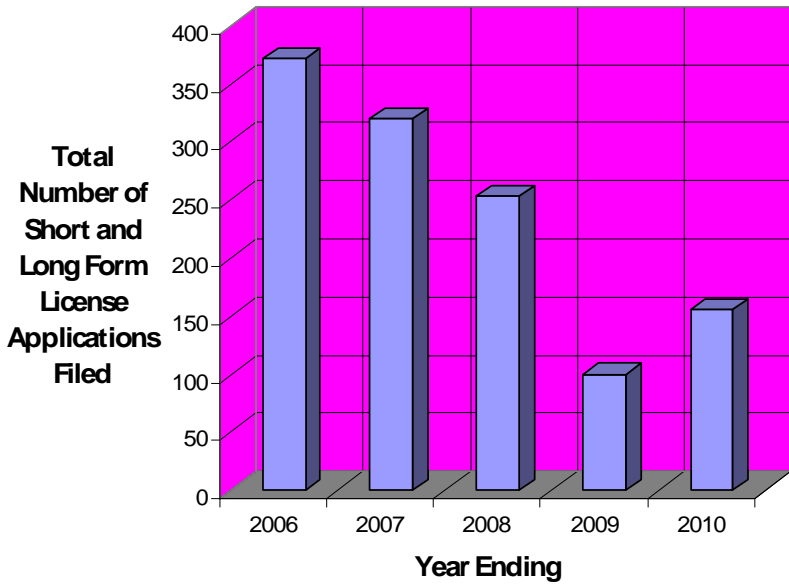


Chart 9
Number of Licenses Surrendered

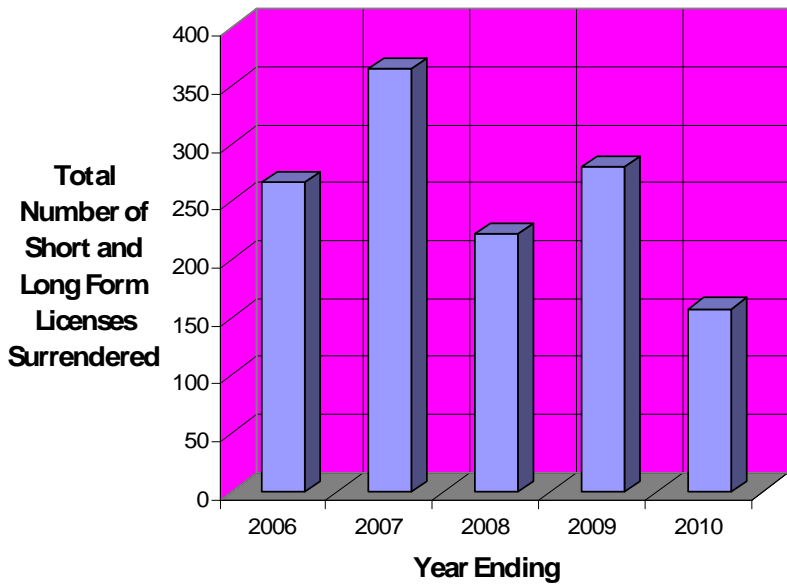
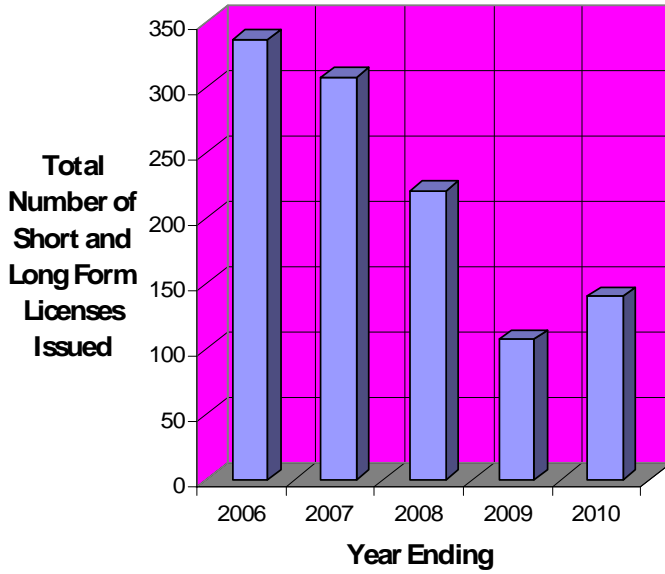


Chart 10
Number of Licenses Issued





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staff of the California Department of Corporations.