# DEBT RELIEF

## Performance and Satisfaction Information Report

CAMBRIDGE
CREDIT
COUNSELING
CORP.

2011
Transparency
Project

Third Release

"When you do a thing, act as if the whole world were watching."
-Thomas Jefferson

www.cambridge-credit.org/transparency.html

# EXECUTIVE SUMMARY

This Performance and Satisfaction Information Report is the third release made in connection with Cambridge Credit Counseling's Transparency Project, which was designed to present and explain the services our agency provides to the public, and to openly display the various outcomes achieved. The agency has pledged to produce a new report each quarter.

This report is released during a period of great change in the debt relief profession, both in terms of the needs of the consumers who are seeking assistance and in the education that must be provided to them about securing and maintaining creditor benefits. Just as evident is the need for the industry itself to adapt.

Fortunately, some things haven't changed. The counseling process still begins with the identification of the consumer's financial difficulties and the various factors that may be affecting the situation, two focal points in this report. Among the growing concerns noted by Cambridge's counselors this quarter are the *Ability to keep pace with bills* (91.3%), *Anxiety about the rising cost of living* (56.1%) and *Lack of retirement planning/savings* (40.8%). The quarter also saw significant increases in *Lack of Planning* (70.8%), *Loss of Income* (65.1%), *Increasing costs* (23.9%), and *Unexpected expenses* (19.5%) as factors consumers often cited as contributing to their difficulties.

This third report also reveals that fewer consumers were able to meet their particular creditors' criteria for a debt management plan (DMP). Only 17.3% of consumers were able to enroll this quarter. At the same time, a greater percentage of consumers contacting Cambridge reported having income levels insufficient to repay their debts, regardless of creditor concessions (13.5%). All of these statistics are symptomatic of a weak economy and a general lack of financial literacy.

The report reinforces the importance of establishing accounts properly. Cambridge found that just under 93% of its enrollments were suitable for a debt management plan. Historical data shows that 55.05% of clients deemed suitable for a DMP will complete their enrollment, compared to only 9.92% of enrollees who fail to meet this suitability metric.

The value of keeping DMP clients engaged throughout their enrollment was demonstrated once again. Enrollees who participated in Cambridge's twice-annual Financial Check-ups remained in their debt management plan an average of 3 to 4 months longer, and they were 15% to 17% more likely to complete their program.

This installment of Cambridge's Performance and Satisfaction Information Report includes fewer descriptions of basic credit counseling processes than previous releases, instead focusing on the analysis of significant data. Cambridge believes that the unfiltered reporting of performance and satisfaction data is crucial to the health of the debt relief profession. Only through the presentation and examination of this data can the industry hope to improve its services, securing consumer and regulatory confidence in the process.

# SECTION I:

## THE INITIAL COUNSELING EXPERIENCE

### Reasons consumers seek credit counseling

Effective counseling begins with the identification of the consumer's concerns – what initially drove them to seek assistance. The shifts in this category are usually small, but with a tumultuous economy and the recent spike in natural disasters, the second quarter did see some large shifts in historically smaller categories.

For instance, *Anxiety about the rising cost of living* is directly affected by increases in energy prices. It is unsurprising that, since increases in these commodities are connected to the transportation and manufacturing costs of so many other products, particularly food, 18% more consumers cited this as a reason for seeking our agency's help.

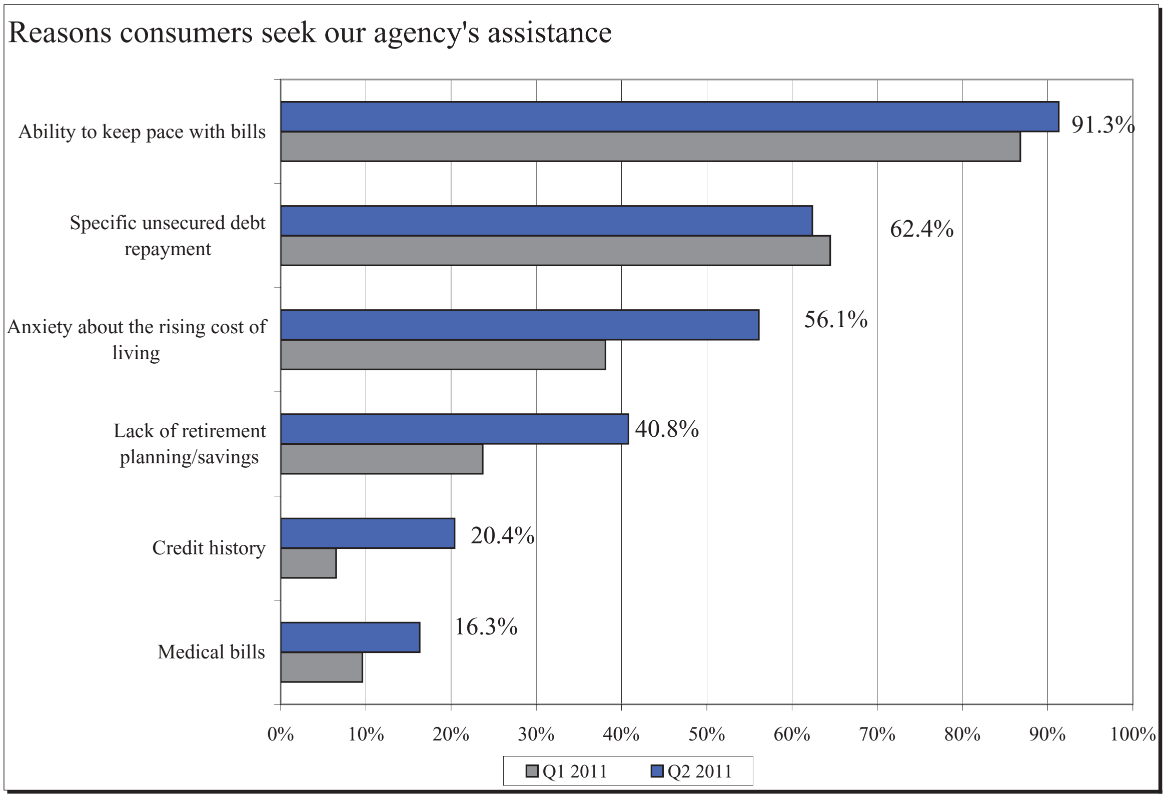


*Chart 1*

Similar increases in the *Lack of retirement planning/savings*, *Credit history*, and *Medical Bills* categories are sadly revealing about the financial condition of consumers seeking debt relief at this point in the economic downturn. More and more of these individuals have exhausted their financial resources, and many need more drastic help than counseling. The inability to pay medical expenses, the resulting damage to their credit standing, and, worst of all, the draining of savings and retirement plans to pay for necessary expenses are stories heard with increasing frequency by Cambridge's counselors. While each consumer receives an Action Plan presenting options appropriate to their circumstances, fewer of those individuals are able to take advantage of the monthly savings a debt management plan can provide.

### Root cause analysis of consumer's situation

In the last Performance and Satisfaction Information Report, the factor that experienced the most dramatic increase was *Loss of Income*. At the start of 2010, roughly 39% of individuals sought the agency's help because of diminished or lost wages. In fact, this factor has risen consistently over the last fifteen months and now contributes to the financial hardship of nearly two-thirds (65.1%) of all consumers seeking Cambridge's assistance.

# THE INITIAL COUNSELING EXPERIENCE

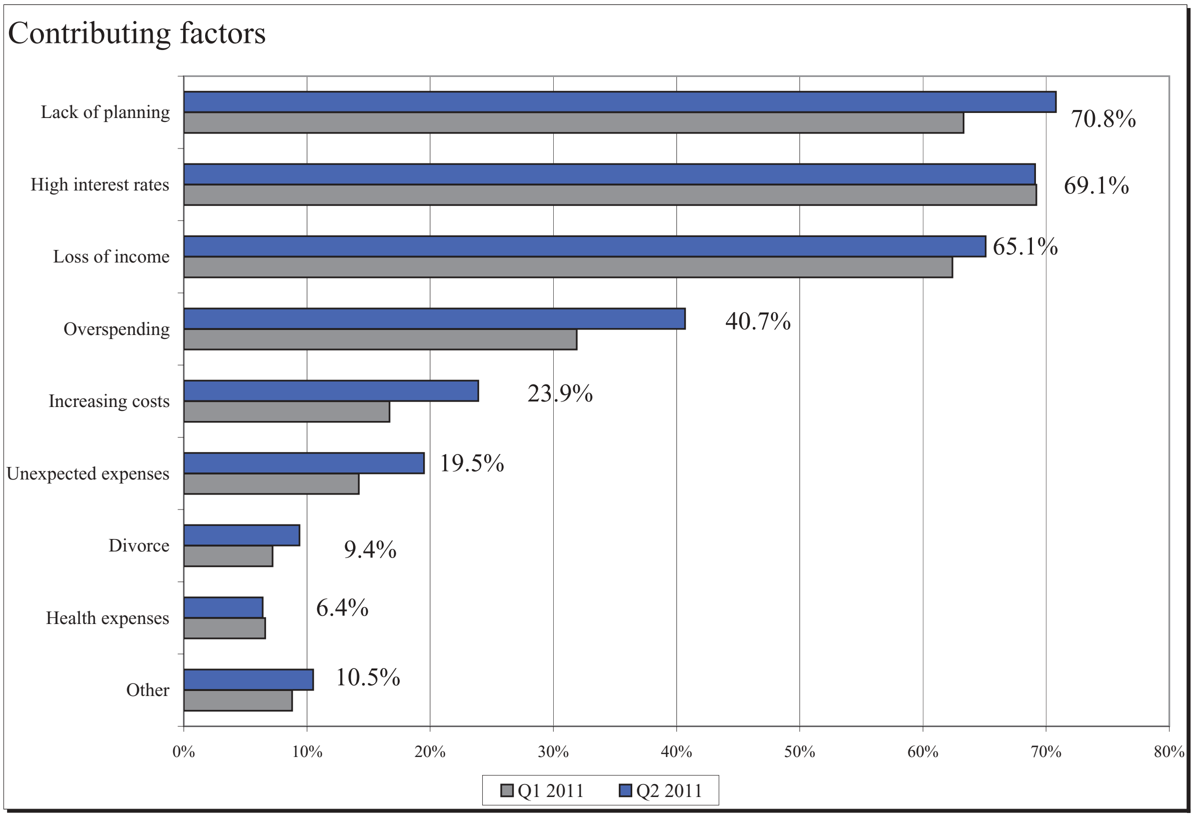


*Chart 2*

In the second quarter, two other factors grew even more rapidly than income loss. *Lack of planning* was cited by 70.8% of consumers, causing this factor to surpass *High interest rates* as the biggest contributor to financial misery. Whether the consumers had actually failed to plan or hadn't planned for the prolonged hardship of the current economy is uncertain. What is clear is the pressing need to help consumers recognize the importance of planning for potential problems.

The drastic increase in the *Overspending* category was somewhat surprising. This factor was cited 8.8% more often by consumers than in the first quarter of 2011. It is unexpected because, at first, it doesn't seem to fit the profile of consumers seeking help, at least not this far into the economic downturn. Media reports and Cambridge's data had shown that many consumers had reigned in spending as the recession deepened. The increase in this category may simply serve as a reminder that identifying *Lack of planning* or *Loss of income* as contributing factors does not preclude the presence of other contributors. In fact, the presence of multiple factors may simply be emblematic of a general lack of financial resources and inadequate preparation. In the face of diminished income or significant unexpected expenses, a lack of financial knowledge can lead to disaster.

All of these factors indicate that both reinforced financial education and a structured debt repayment plan (with or without creditor concessions) are essential to alleviating hardship and creating sound money management practices.

### DMP Qualification

Chart 3 illustrates the percentages of consumers contacting Cambridge who've agreed to participate in comprehensive budget counseling, of consumers recommended for enrollment in a debt management plan (DMP), and of consumers who've actually enrolled in a DMP.

The data is trending toward fewer consumers fitting the criteria of a debt management program. The percentage of situations in which a DMP was recommended decreased from 37.7% of consumers in the first quarter of 2011 to 32.3% this quarter. Likewise, the percentage of actual DMP enrollments versus the number of consumers seeking help decreased from 21.2% to 17.3% for the respective periods.

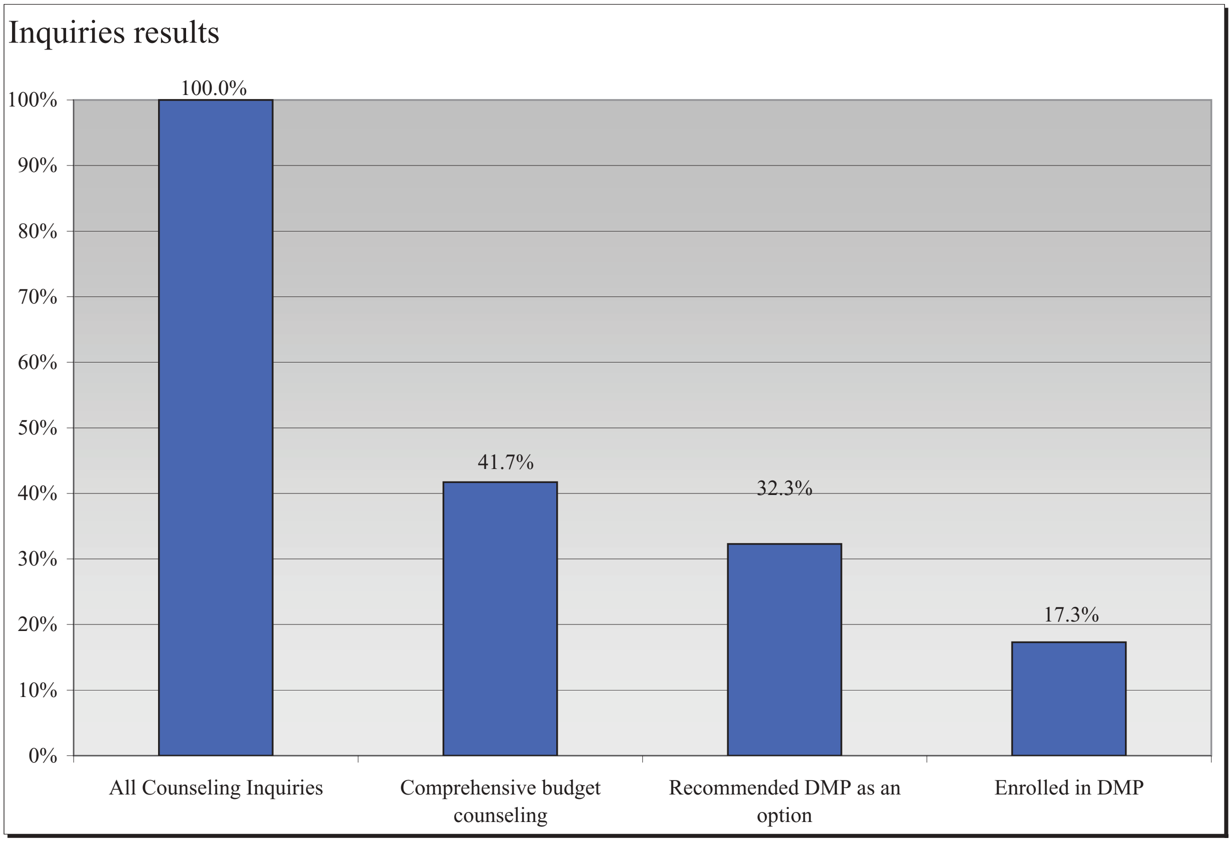


*Chart 3*

The most probable reason for this can be found in the first section of this report, where it was noted that many more consumers have already exhausted their financial resources and available options than has historically been typical among those contacting Cambridge for assistance. The unfortunate truth is that many of these consumers will need to consult with a bankruptcy attorney to explore that alternative.

Chart 3A further illustrates this trend. Taken from the Results of Financial Assessment section of Cambridge's consumer Action Plans, the graph indicates an increasing percentage of consumers with insufficient income to repay debts through a DMP.

# DMP ENROLLMENT

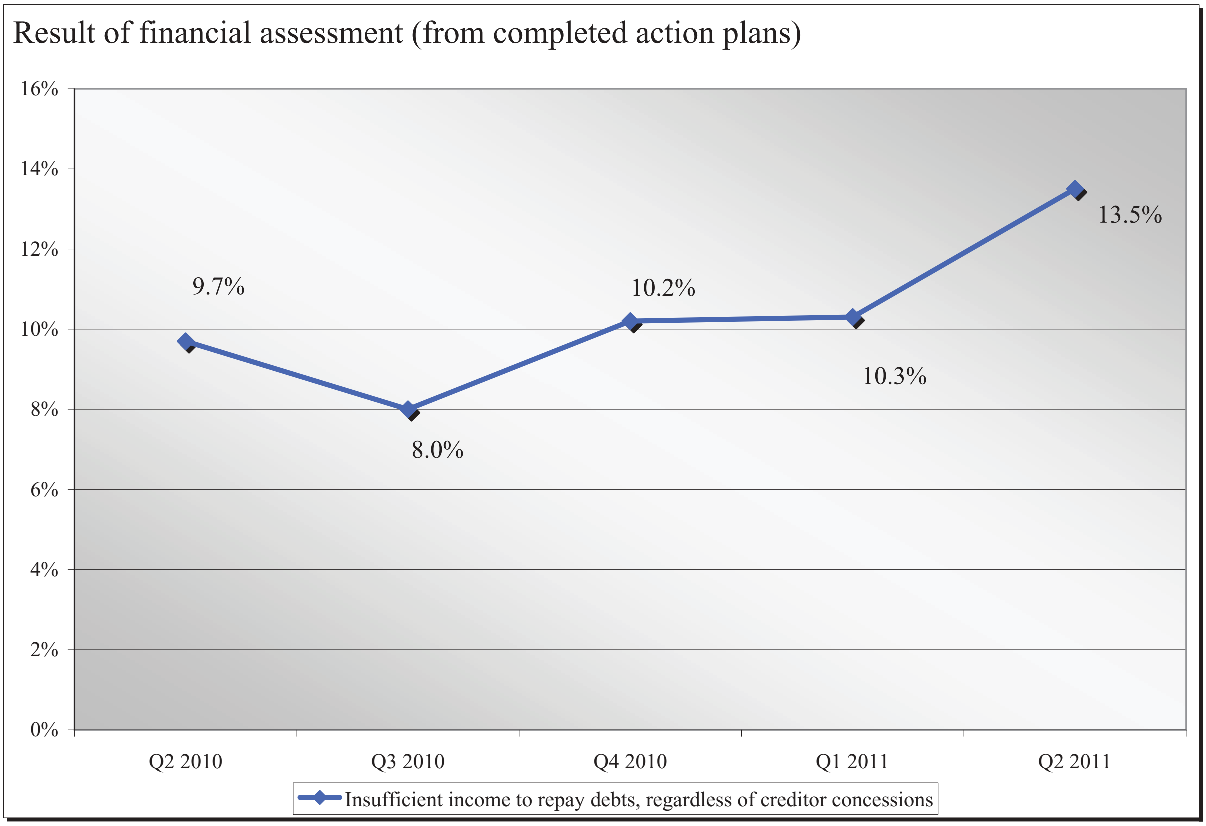


*Chart 3A*

**DMP Suitability**

Cambridge employs several different metrics to determine whether a debt management plan was an appropriate recommendation. The first indicator of DMP suitability is demonstrated when the enrollee makes the first three payments through the program. For clients who reached this threshold during the second quarter (those who enrolled three months earlier, or during the first quarter) the percentage is 92.64%.

This is down slightly from the last quarter (93.60%), and from the year-long mark recorded in 2010 (94.87%). Once again, this decrease is likely indicative of the more encompassing difficulties consumers are facing in the current economic environment. As shown earlier, an increasing number of these enrollees have exhausted their savings - and some, their retirement plans - leaving them more vulnerable to even minor financial emergencies. Invariably, some of these enrollees will also be permanently disqualified from receiving creditor concessions due to their compromised payment histories.

During the quarter, more than one out of every twenty clients experienced a misstep during the crucial early stages of DMP establishment. Though this only represents a small fraction, Cambridge considers this statistic significant. (Historically, clients who fail this portion of the suitability test are far less likely to complete the terms of their DMP. A review of all enrollees from 2005 and the first two quarters of 2006 shows that 55.05% of suitable clients completed their enrollment, versus just 9.92% of those deemed unsuitable.) The cause is also fairly obvious. At the third month of enrollment, it is usually far too early for the client to have developed savings to counter unexpected expenses. Any minor financial setback can be enough to cause a missed program payment.

## Creditor proposal acceptance

The second indicator of DMP suitability is initial proposal acceptance. (A proposal is the formal request made by an agency to a consumer's creditors, asking that they extend appropriate account benefits to the consumer.) Chart 4 displays the performance of first proposals for common creditors during the second quarter of 2011.

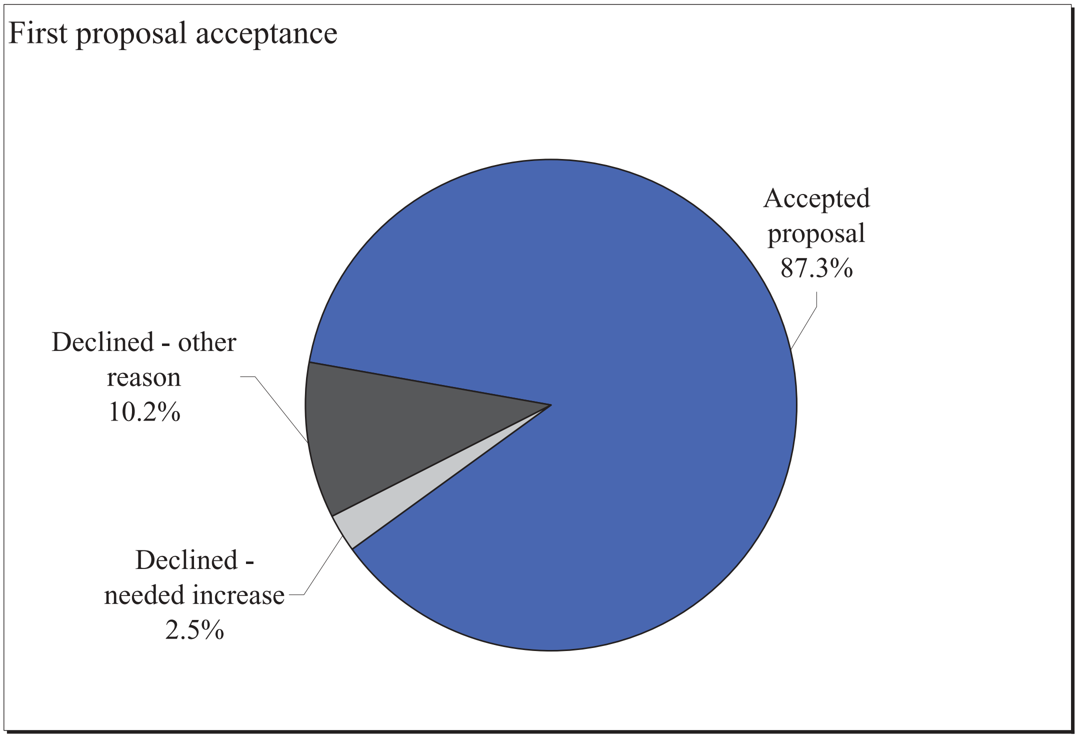


*Chart 4*

This is the second consecutive quarter in which Cambridge has experienced an overall decrease in this metric. In the first quarter of 2011, the agency recorded an acceptance percentage of 88.4%; for all of 2010 the mark was 91.1%. The obvious conclusion is that fewer consumers are able to satisfy their creditors' criteria for program enrollment. The question then becomes, which specific areas are responsible for this decline? Table 1 presents the most common reasons cited by creditors in their proposal denials, and indicates how that metric has changed since 2010.

| Denial Reason | 2010 | Q1 2011 | Q2 2011 | Difference since 2010 |
|---|---|---|---|---|
| **Creditor needs increase** | 4.03% | 3.16% | 2.50% | **-1.53%** |
| **Previously extended benefits** | 2.00% | 2.73% | 2.25% | **0.25%** |
| **Account set up on promo plan** | 0.58% | 1.28% | 1.59% | **1.01%** |
| **Account previously on another DMP/In-House Plan** | 0.26% | 1.14% | 0.63% | **0.37%** |
| **Short-term benefits previously granted, more review needed** | 0.00% | 0.98% | 1.09% | **1.09%** |
| **Account is in legal status** | 0.50% | 0.60% | 1.34% | **0.84%** |
| **Various** | 1.46% | 2.40% | 3.34% | **1.88%** |

*Table 1*

The overall increase seems to be related to changing creditor policies. Some denials are undoubtedly the result of simple delays in establishing DMP benefits. Account set up on promo plan, for instance, means the enrollee is already receiving a temporary (usually 6 – 12 months) interest rate reduction and, while it is in place, they are ineligible for a DMP. Many creditors will allow proposals to be resubmitted when the promotional rate expires.

Other denials carry more serious consequences for the enrollee. The denial reasons Previously extended benefits, Account Previously on another DMP/In-House Plan, and Short-term benefits previously granted, each represent scenarios in which the client has already been granted account concessions, either through a DMP or directly by the creditor, but failed to complete the terms of the arrangement. Although some creditors will always consider such accounts ineligible for a plan, Cambridge is occasionally able to secure concessions. If benefits can be established, the agency performs follow-up audits at the appropriate time. If benefits cannot be established, a Cambridge representative will contact the client to discuss their options. In some of these cases, the client may qualify for a creditor's internal program, or they may opt to handle the account on their own.

It is also important to note that the denial reason Creditor needs increase continues to decline. This is significant because it means fewer clients will experience an unexpected and potentially budget-disrupting payment increase early in their plan.

### Benefits verification

Four months after enrollment, each Cambridge client's account is audited to ensure they are receiving the appropriate benefits from their various creditors. These reviews include the determination or confirmation of proposal acceptance, as well as possible changes in each account's past-due status and the waiver of any late or over-limit fees.

The results for audits conducted during the second quarter of 2011 indicated that:

- 96.82% of common creditor accounts are properly enrolled
- 98.7% are no longer receiving fees
- 37.9% of accounts are still, at some level, considered past due.

In 2010, common creditors' acceptance was over 98%. Though the drop-off isn't alarming, an examination reveals that several factors are responsible. The primary cause is the condition of the accounts. In 2011, more enrolled accounts were further behind than those enrolled in 2010. As noted previously, changes in creditor policies (for instance the increases in promo plan and previously extended rejections shown above) are also impacting this metric. Finally, the timeframe of the audits also plays a role. The fourth month was chosen because most participating creditors will have granted concessions by that point. Unfortunately, changes in creditor requirements have made this less likely to be the case.

As noted in earlier releases of this report, the majority of past-due accounts still receive concessions and are not being charged fees. There are two concerns about this, however. The past-due status may continue to appear on the enrollee's credit report and monthly creditor statements. (The reporting of a past-due status depends on the severity of the delinquency and established creditor guidelines.) This can easily result in confusion and uncertainty in the client's mind. Cambridge explains to its clients that the past-due status does not mean their plan is not working. In the vast majority of cases, benefits have been granted and fees are not being assessed. Because of these two concerns, Cambridge will work with the client to return such accounts to a current status, provided they have the means to accomplish this safely

# SECTION III:
## ACCOUNT BENEFITS

### Savings through a DMP

Debt management plans succeed as a result of the concessions obtained from the client's creditors. These benefits typically include a waiver of fees and a reduction in interest rates. Table 2 indicates the typical savings of the agency's DMP clients.

| Category | On own | Through DMP | Reduction/Savings |
|---|---|---|---|
| **Annual Percentage Rate** | 21.57% | 8.96% | 12.61% |
| **Average monthly debt payments*** | $762.89 | $572.33 | $190.56 |
| **Average monthly interest charged** | $443.24 | $184.10 | $259.14 |
| *Note: Average Monthly debt payment through DMP includes average monthly fee | | | |

*Table 2*

The savings experienced by the enrollee allows them to catch up on their other, non-DMP obligations and to build savings as a buffer against emergencies. It also simplifies the payment of enrolled accounts. Instead of remembering numerous due dates (on average a client enrolls 5.45 accounts) and changing amounts, they can simply budget for a fixed payment for the term of the program.

The timeframe for a debt management plan (51.32 months was the average estimate for second quarter enrollees) allows our agency's counselors to reinforce sound financial practices and to provide additional counseling whenever necessary. For many clients, however, the chief benefit is the increased sense of discipline and accomplishment they gain simply by following the structure of their plan.

As noted in Table 2, the average monthly debt payment through a DMP includes Cambridge's average monthly fee. Cambridge's fee structure is compliant with the laws of each state where the agency operates and is capped at $75.00 for the (one-time) initial fee and at $50.00 for the monthly maintenance fee. In almost all cases, the fee is less than that. In fact, for consumers who enrolled in the second quarter of 2011:

- Cambridge's initial fee was $39.86
- Cambridge's average monthly fee was $25.20

In addition, Cambridge reduces or eliminates the fees of many of its clients based on their financial situation. For clients who enrolled in the second quarter of 2011:

- Cambridge waived or reduced 32.93% of initial fees
- Cambridge waived or reduced 31.36% of monthly fees

### Fair Share funding

Like most of its peers in the non-profit credit counseling profession, Cambridge's community education and counseling efforts are, in part, supported by "fair share" donations from creditors. For every monthly client payment disbursed in the second quarter of 2011, an average fair share contribution of $13.88 was received.

# SECTION IV:

## CHANGING CONSUMER SPENDING & SAVINGS HABITS

**Newly enrolled clients**

As mentioned earlier, one of the most important benefits of a DMP is that it allows time for the agency to provide the financial education that is at the core of its mission. This process begins during the initial counseling session and continues at regular intervals throughout the post-counseling period.

Each measurement of fundamental consumer behavior declined during the quarter, an alarming trend if it continues. In the course of our analysis, Cambridge examined the average results for 2010 to determine whether there were any similar results in any quarter. That research indicates that the 2011 first-quarter numbers were slightly anomalous, but, in light of other data presented in this report, that probably doesn't tell the whole story. The results may also reflect an unwholesome change in consumer attitudes that is proportional to the severity of their problems. Consumers who have grown despondent over their situation may be less likely to adopt the financial behaviors that will help lift them out of their difficulties.

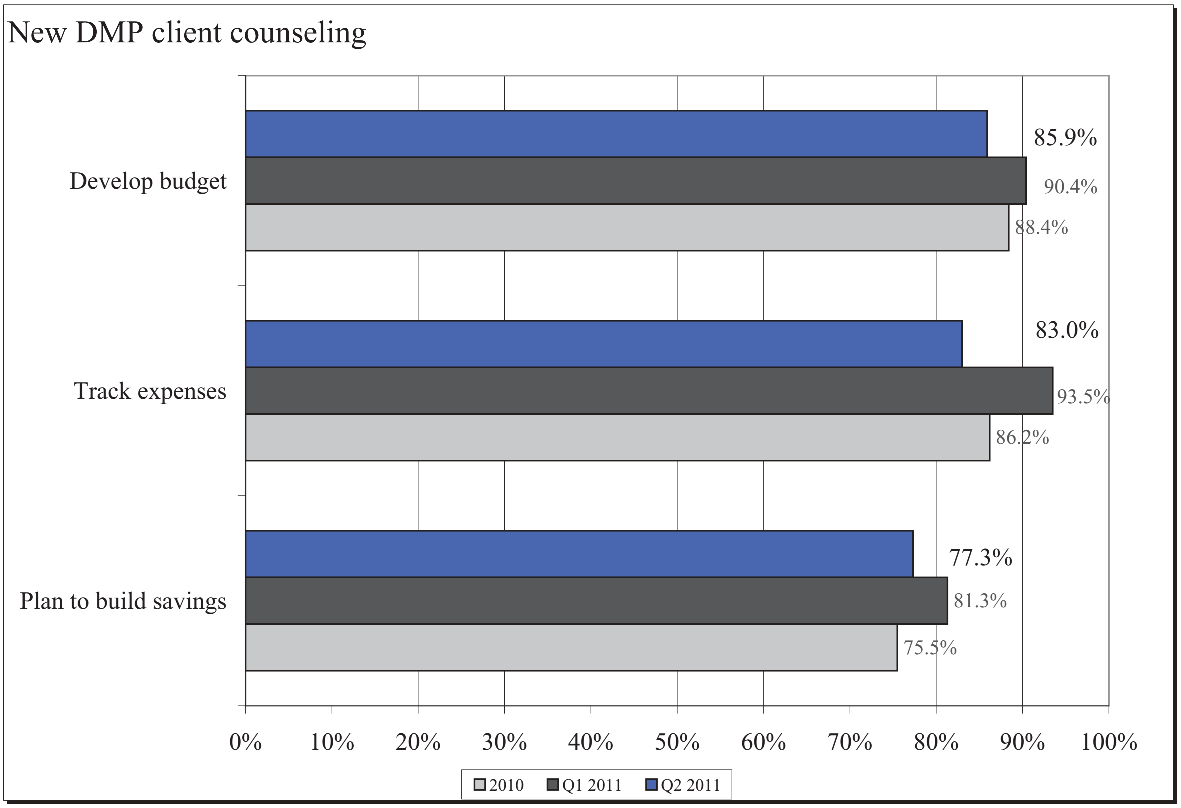


*Chart 5*

Cambridge does not consider these numbers acceptable. Using data gathered throughout the counseling process, the agency is in the process of enhancing its post-counseling program to promote the benefits of these important financial practices. By examining the entries made in the Areas of Concern and Contributing Factors sections of our Action Plans, and by digging deeper into the goals that consumers wish to accomplish, Cambridge intends to develop a dynamic reinforcement process that will not only improve these particular metrics, but will also encourage enrollees to enact more of their counselor's recommendations.

### Long-term DMP enrollments

The decrease in budgeting behaviors didn't appear to carry over to those clients who responded to Cambridge's financial check-up and offer of additional counseling. All Cambridge clients receive this check-up every six months throughout their enrollment, making these numbers more representative of long-term performance.

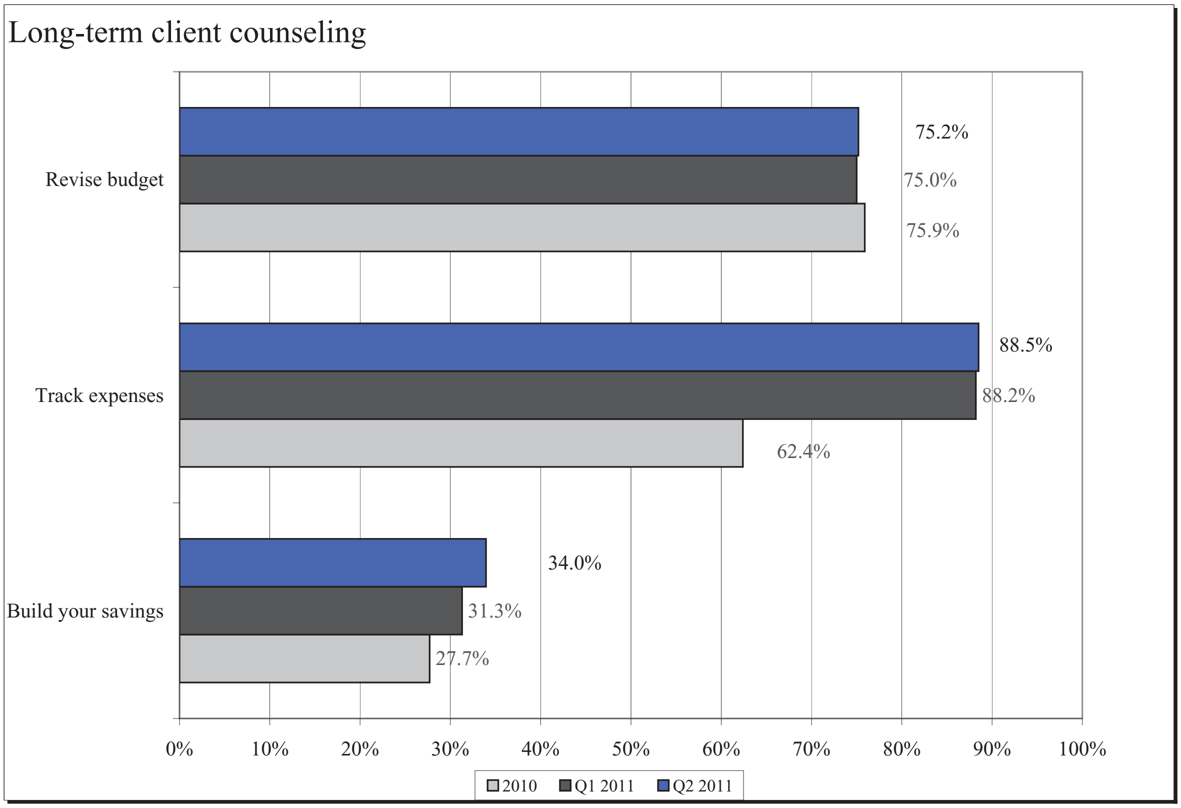


*Chart 6*

Chart 6 shows improvement in each of these areas. Budgeting and Expense tracking increased incrementally, while Savings rose somewhat dramatically. Though only slightly more than one-third of the respondents reported building savings during the quarter, this figure represents a 6.3% increase in the number of clients who were able to build savings compared with 2010. In light of the difficult economic conditions, this is a fairly remarkable achievement for these individuals.

**Benefits of Participation**

Cambridge provides ongoing counseling for two important reasons. First, because the mission of all 501(c)(3) credit counseling agencies is to educate consumers, it is our responsibility to do so, and the continued participation required of DMP enrollees presents a tremendous opportunity to provide this education.

Second, the education we deliver translates into greater successes for our clients. As the data indicate, those clients who ignore the advice provided during their enrollment are more likely to repeat the mistakes that helped produce their financial difficulty. Charts 7 and 8 provide evidence of the link between ongoing participation in counseling and program success.

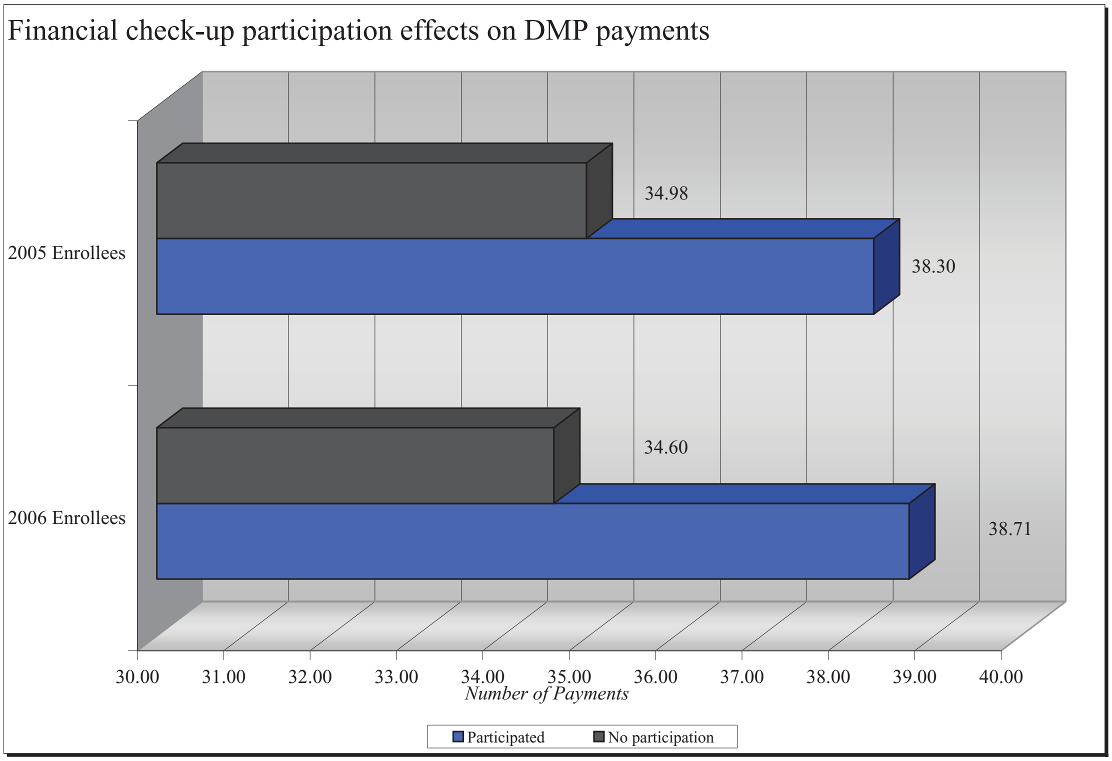


*Chart 7*

Chart 7 displays the results for clients who participated in at least one financial check-up session with their counselor. For clients who enrolled in 2005 and made at least 6 payments (excluding enrollees who never reached the first financial check-up) participants made, on average, three payments more than those who did not participate. For 2006 enrollees the data shows continued improvement; clients who participated made an additional four payments.

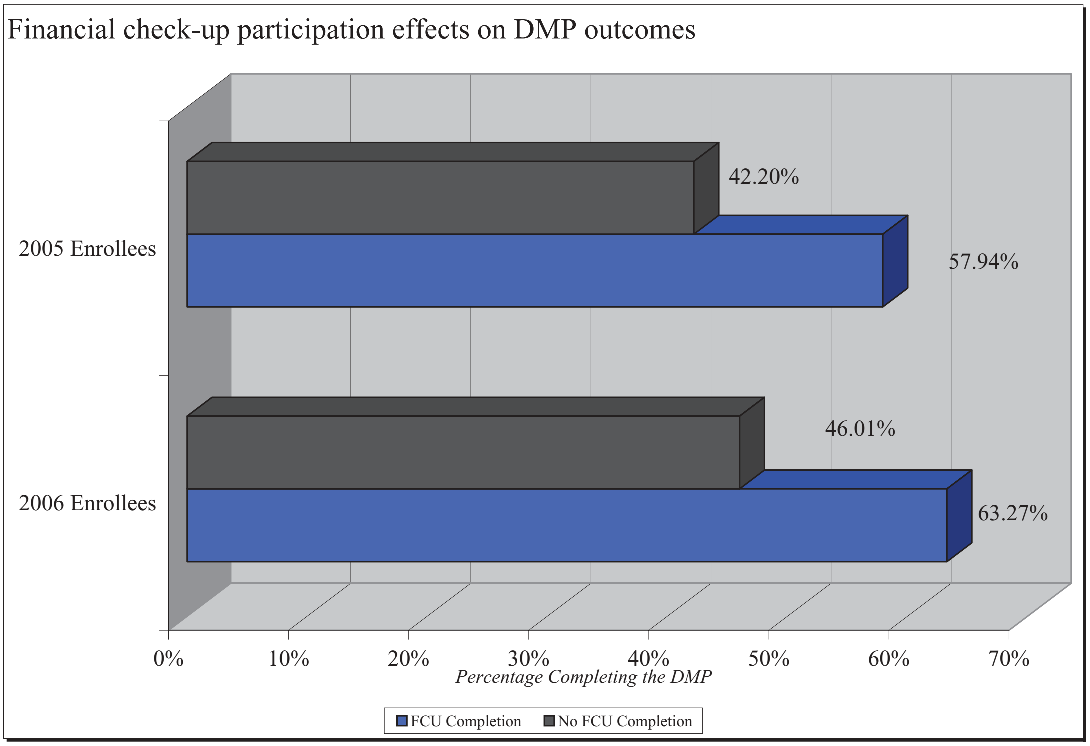


*Chart 8*

For the actual effect on the likelihood of a client completing their DMP, the numbers are also positive. In 2005, enrollees were 15.74% more likely to graduate when they actively participated in their financial check-ups. Once again, in 2006 the numbers were even better – participation in financial check-ups improved a client's chances of completing their debt management plan by 17.26%.

# SECTION V:
## LONG-TERM DMP PERFORMANCE

### Length of DMP enrollment

For the average client who enrolled during the second quarter of 2011, Cambridge calculated that their enrolled accounts would be paid in full within 51.32 months. This can seem like an eternity for some consumers, many of whom expect faster results, but it is a much shorter timeframe than they'd experience if they were to pay off the same accounts on their own.

The actual term of enrollment is a number that varies with the changing economic situation of the consumer. In today's economy, for instance, if a consumer is significantly behind on his or her payments at the time they contact us for assistance, some of their accounts may require a few extra payments to make up for the past-due charges that have accumulated. For those accounts that have already gone to collection agencies, there is less likelihood that the collectors will be willing to work with a credit counselor, in turn making it more difficult to calculate an accurate repayment term. In most cases, Cambridge will estimate conservatively, using a high A.P.R to create the estimate.

When examining actual timeframes for clients remaining on the program, once again the second quarter of 2006 will stand as the dataset for long-term performance. Results indicate that:

- The average client who completes their DMP does so in 40.39 months
- The average client remains on their DMP for 29.31 months.

Both of these figures are down from the first quarter numbers of 41 months and 33 months, respectively. The fact that this particular group of clients completed their debt management plans slightly faster is likely due to two key factors: the clients maintained a better payment history throughout their enrollment, and/or their projected repayment period was shorter.

The reasons for the 4-month decline in the average length of enrollment are a little less obvious. These clients certainly experienced a weakened economy a little earlier in their program than clients who enrolled before this quarter. This group also had a slightly higher percentage (13.14% compared to 10.88%) of non-common creditors (collection agencies, medical bills) - accounts for which it is historically harder to attain benefits. Without the interest rate relief and fee waivers that are such significant factors in program success, and which help provide enrollees with a degree of confidence as their plan unfolds month after month, many of these clients likely encountered another financial obstacle or lost interest in their DMP and fell inactive. Other causative factors will be discussed in the next section.

### Completing the DMP

The data indicate that there was also a slight decrease in the percentage of 2006 enrollees who completed the program. Chart 9 shows that roughly 3% fewer of that quarter's clients completed the program in full. At the same time, approximately the same percentage of clients left near completion (13.7% for Q1 2006, 14.36% for Q2). Near-completion clients are those who are more than halfway toward completing the program when leaving or who are still enrolled after adding additional creditors to their plan.

Once again, the decline in this metric warrants examination. As noted in the preceding section, these clients enrolled in April, May and June of 2006. Their average 29-month enrollment would mean that many discontinued their DMP during September, October and November of 2008 – the most tumultuous months of the Great Recession.

# LONG-TERM DMP PERFORMANCE

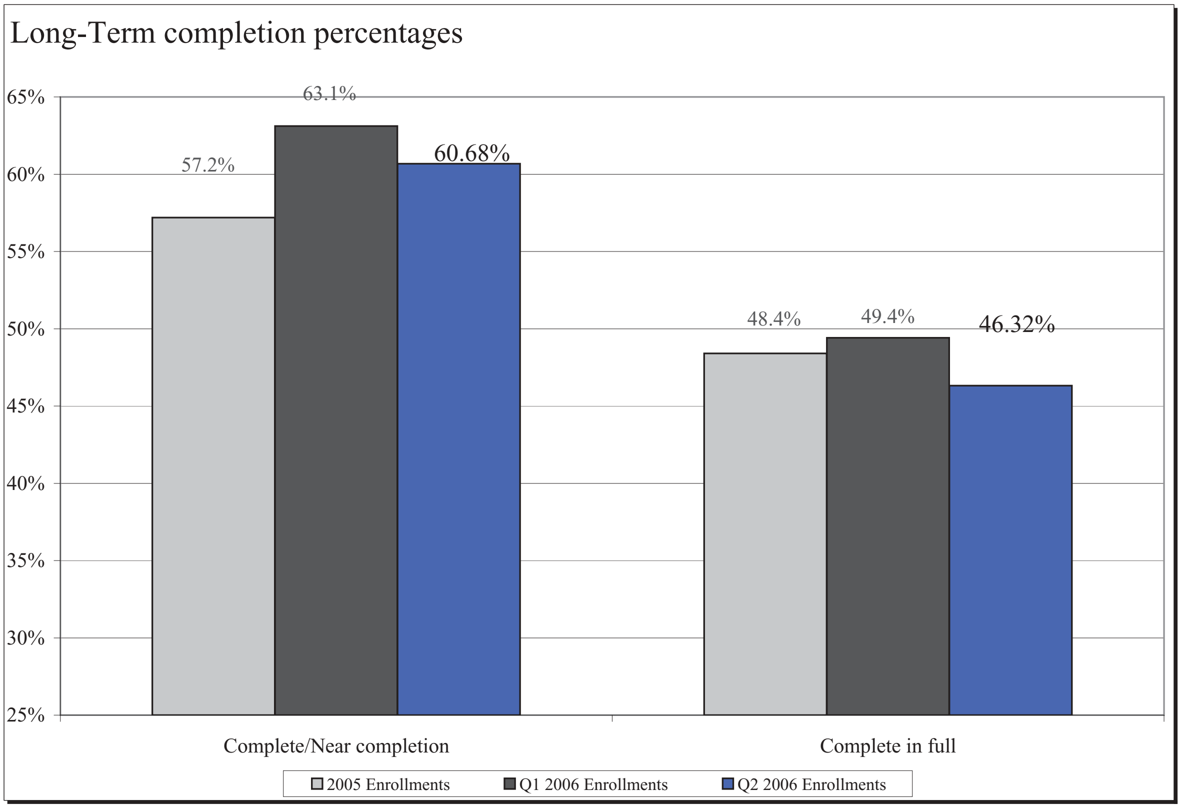


*Chart 9*

Furthermore, the second quarter found more clients re-enrolling with Cambridge after falling off previously. During the first quarter, 14.08% of all new clients were re-enrollments. For the second quarter, re-enrollments swelled to 16.18%. These clients face a steeper climb than the average new enrollee because, in many cases, the account benefits received from their creditors won't be as generous, and because the required payments will be higher. For these two quarters, rejoining clients completed their DMP at a 38.90% rate, 7.4% lower than regular clients.

## Clients leaving incomplete

Unfortunately, not all clients take full advantage of the concessions received through their debt management plan. Each quarter, Cambridge monitors the reasons clients leave before completing their program.

Chart 9A displays the reasons cited by clients who abandoned their DMP during the second quarter of 2011.

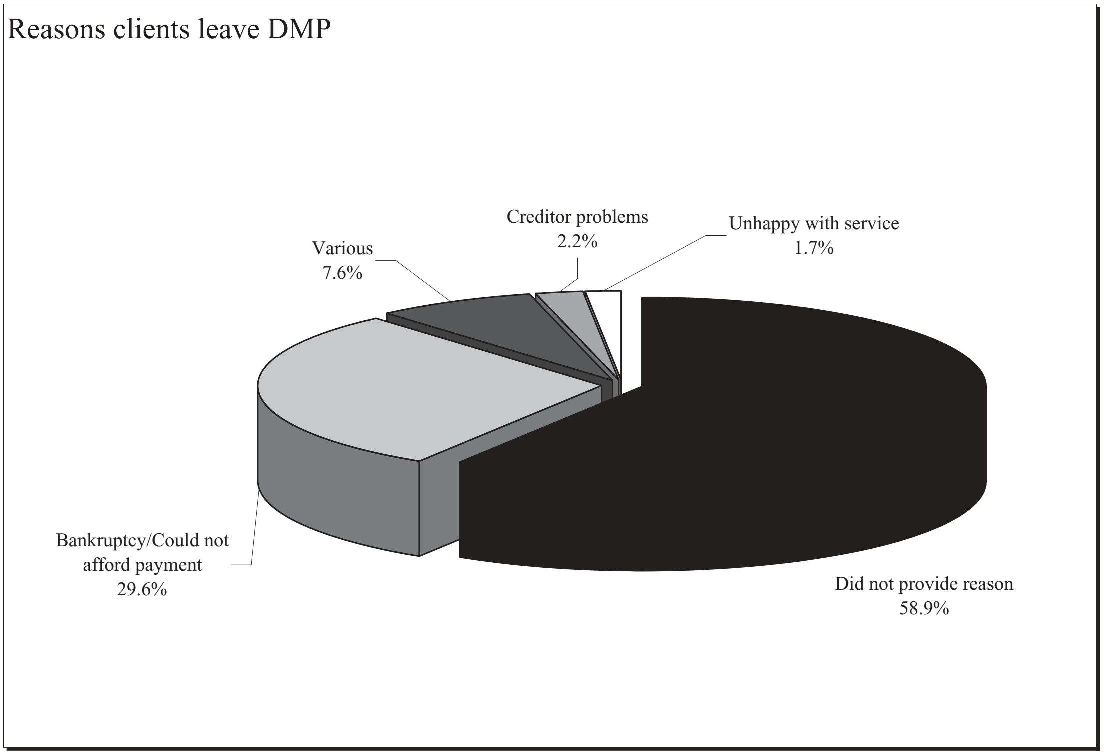


*Chart 9A*

Unfortunately, most clients fail to inform us why they are abandoning their program. While some of these clients request that we not contact them about their cancellation, most simply discontinue making payments to our organization and fall inactive. Typically, these clients will not answer the phone or respond to messages when follow-up is attempted.

| Reasons clients leave DMP | Q1 2010 | Q2 2010 | Difference |
|---|---|---|---|
| **Unhappy with service** | 2.6% | 1.7% | **-0.9%** |
| **Creditor problems** | 4.1% | 2.2% | **-1.9%** |
| **Bankruptcy/Could not afford payment** | 24.6% | 29.6% | **5.0%** |
| **Various** | 5.6% | 7.6% | **2.0%** |
| **Did not provide reason** | 63.1% | 58.9% | **-4.2%** |

*Table 3*

Exit surveys are sent to these clients in an effort to ascertain why they left, but the response rate is too small to be statistically valid. The only positive marks can be found in Table 3, which shows Cambridge doing a better job capturing the reason for clients leaving. When comparing the second quarter of 2010 to the first.

Unfortunately, among those clients who did provide a reason for their inactivity, Bankruptcy / Cannot afford payment was most often cited for their departure. And as Table 3 shows, this category has grown since the first quarter. Nearly 3 in 10 clients who fell inactive did so because their situation worsened, leaving them unable to meet their obligations. More than half of these clients reported that they are filing for bankruptcy protection.

# SECTION VI:

## CREDIT COUNSELING AND DMP SUPPORT SATISFACTION

### Counseling satisfaction

Cambridge surveys new enrollees after four months to review the effectiveness of our initial counseling and post-counseling efforts. As Chart 10 illustrates, the satisfaction rate remains high. While overall satisfaction dipped slightly, the variation was well within the confidence level of 4.5% established for these surveys. In addition, the percentage of new clients rating their counseling experience as excellent increased over the previous quarter.

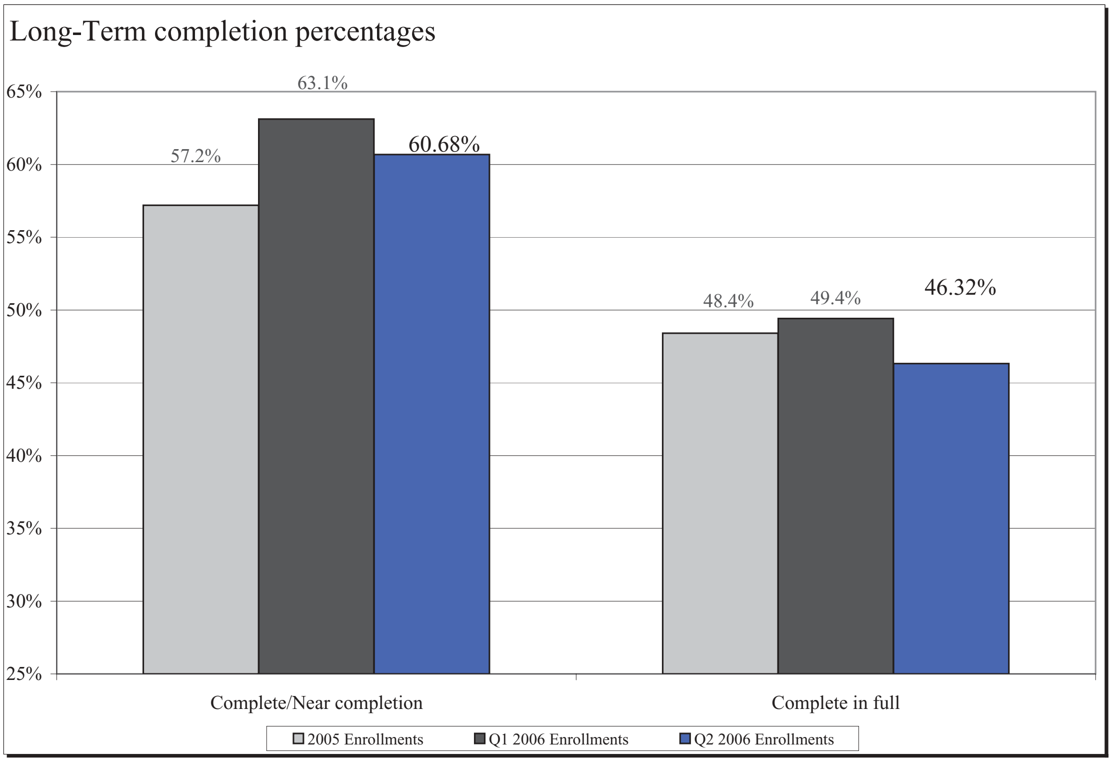


*Chart 9*

### Client Services satisfaction

Cambridge also performs quarterly surveys of a random sample of its entire client population. Chart 11 indicates an overall satisfaction level slightly higher than was recorded in the first quarter, but with a 4.2% decline in the excellence score. The confidence interval for these surveys was also determined to be plus or minus 4.5% (at a confidence level of 97%), making these results fall within our statistical norm.

# CREDIT COUNSELING AND DMP SUPPORT SATISFACTION

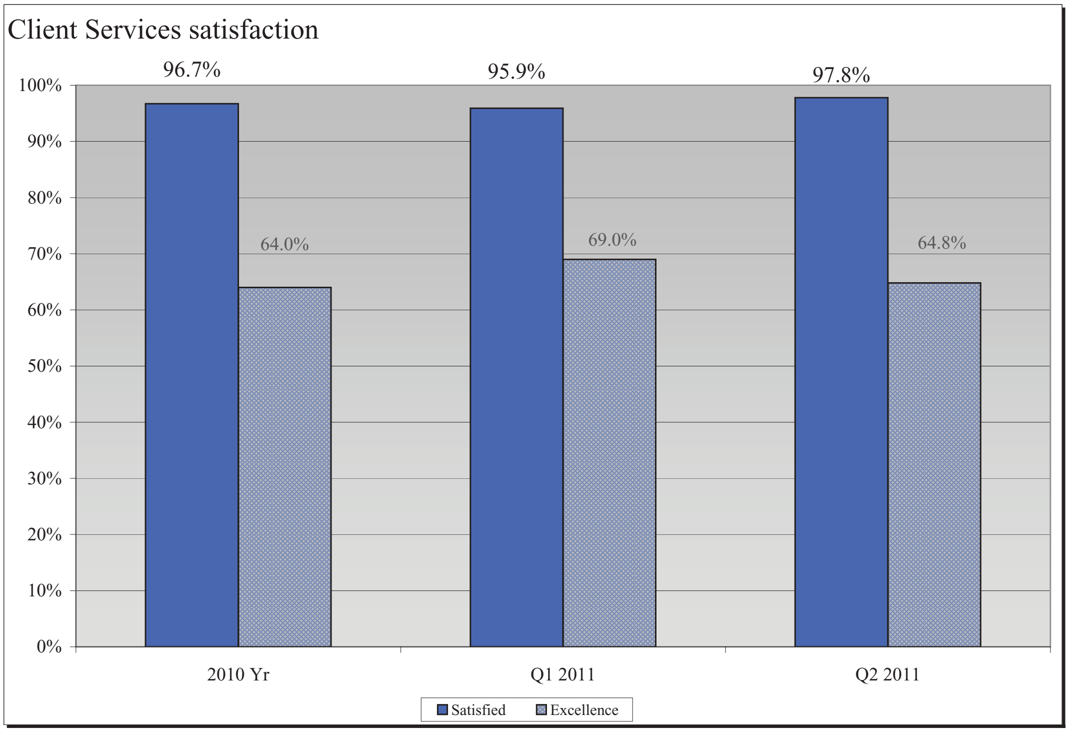


*Chart 11*

Cambridge recognizes that there is a direct relationship between a client's perception of the services they are being provided and their willingness to promote the agency. Starting in the second quarter of 2011, Cambridge added a question to their client survey, asking "Would you refer people to our agency for help with their debt?" The client's answers are illustrated in Chart 12.

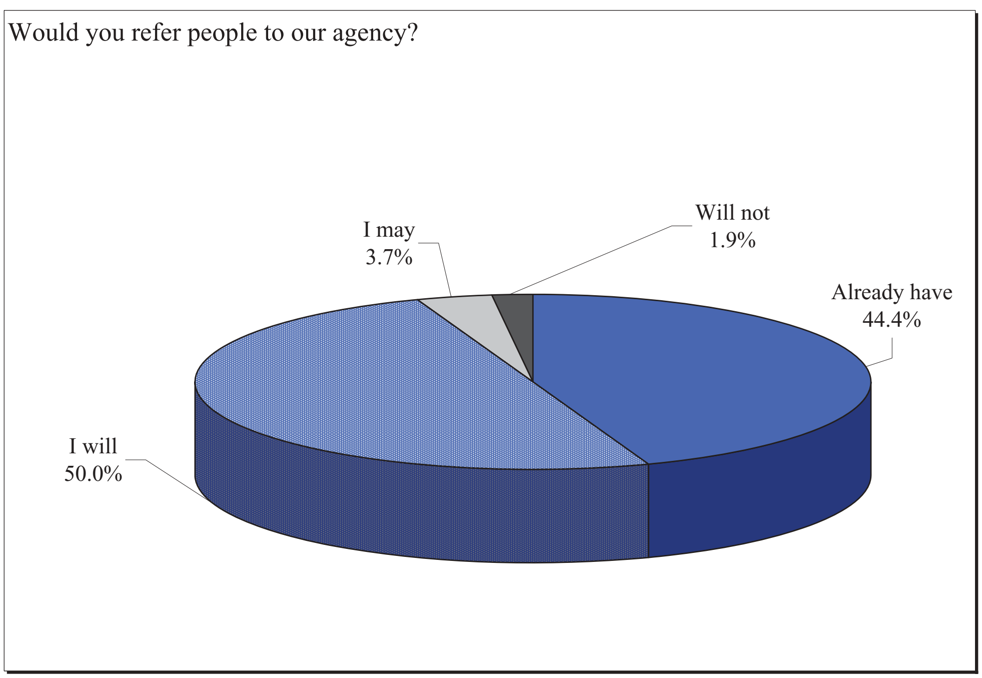


*Chart 12*

Cambridge uses a third-party website to store the response data to ensure impartiality. If responses are sent directly to Cambridge, they are logged into this site and a copy is kept in locked storage at Cambridge's offices.

# SECTION VII:
## COMMUNITY OUTREACH

**Community seminars**

Educating consumers through one-on-one counseling fulfills only one-half of Cambridge's mission. Providing educational seminars and other forms of outreach in our community is the other key element. Cambridge provides fundamental financial literacy seminars to a variety of local audiences, including veterans living in transitional housing, high school and college students, and inmates preparing to re-enter society. These seminars are always provided free of charge and are usually tailored to meet the specific interests of participants.

During the second quarter of 2011, Cambridge conducted 84 seminars on financial topics. These seminars reached 1,141 members of our community. This brings the total of seminar participants for our agency to 2,982 for the year, putting he agency on pace to exceed the number of individuals reached during 2010 (5,214).

Cambridge determines the effectiveness of these seminars by administering unique entrance and exit quizzes whenever appropriate. For the second quarter, the average exit score reflected an improvement of 27.8 points.

***Financial Wellness Center***

Cambridge maintains a separate educational website, www.Goodpayer.com, for consumers to use as a free online resource. The goodpayer site was visited by 5,265 unique visitors during the second quarter of 2011. These consumers would have access to financial calculators, lesson plans for a financial literacy curriculum ("Net Gain"), downloadable worksheets for budgeting and journalizing, and scores of articles on a wide range of financial topics.

Chart 13 shows the most popular downloaded items during the second quarter.

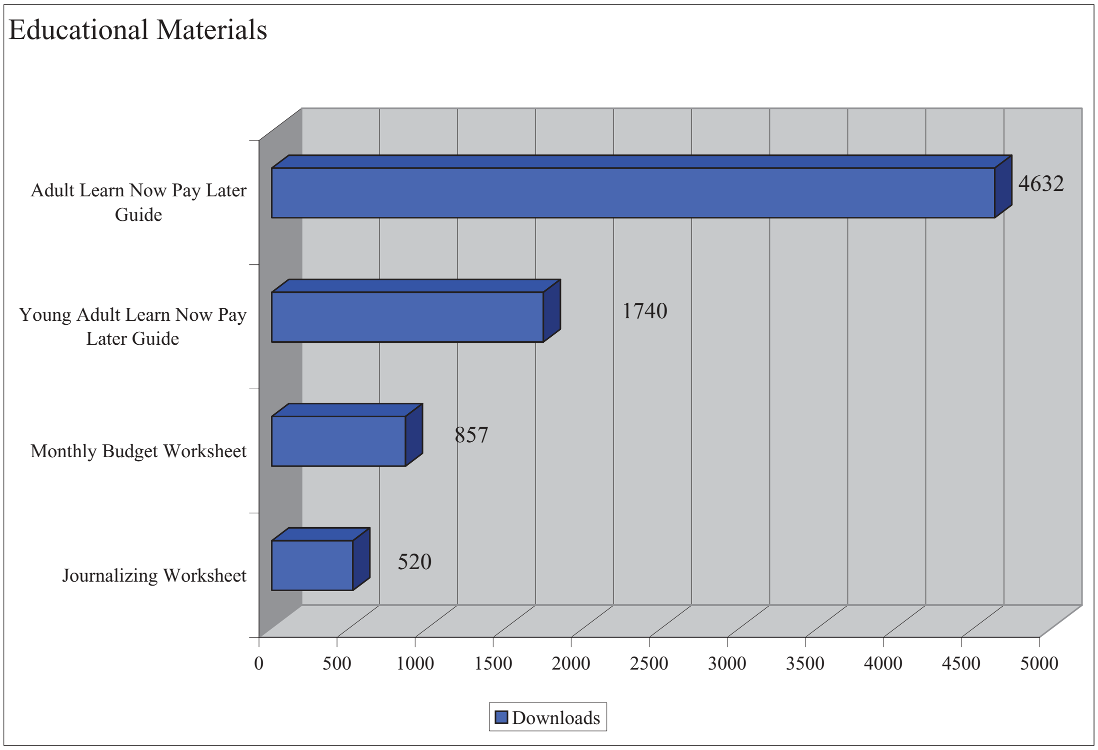


*Chart 13*

***Your Money 2.0***

To reach consumers who prefer visual media, Cambridge produces a weekly video series called Your Money 2.0. The videos from this series often focus on current financial issues and are viewable for free at www.youtube.com\CambridgeCredit.

Chart 14 shows the most popular videos released during the second quarter of 2011.

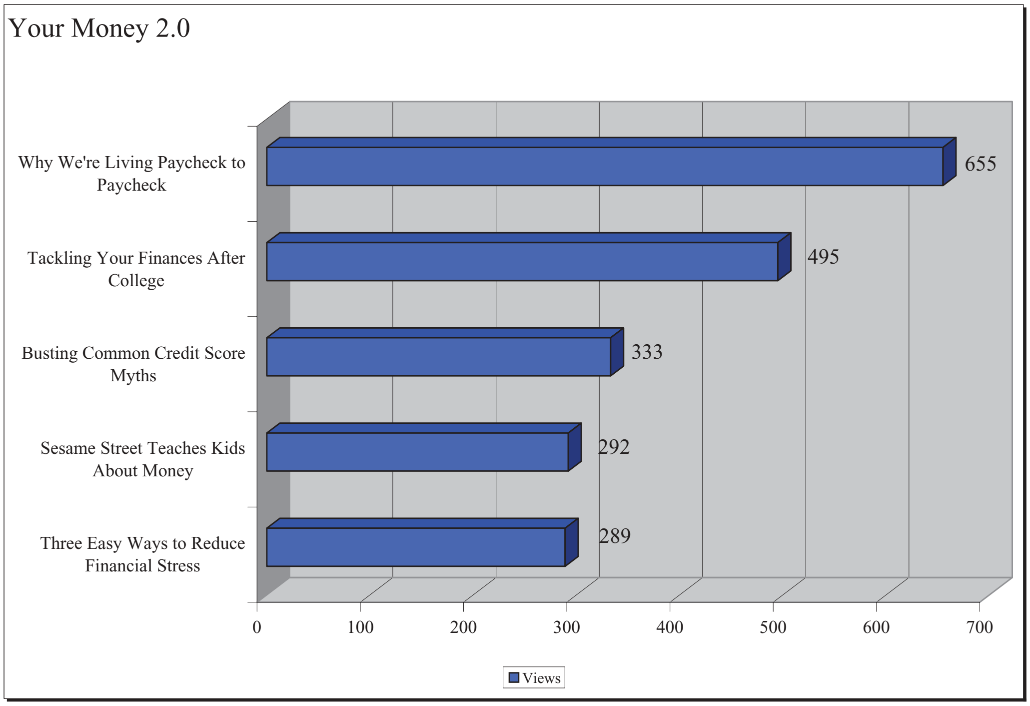


*Chart 14*

# CONCLUSIONS

Cambridge's Performance and Satisfaction Information Report was assembled to present the agency's most recent statistical data. It is intended to explain how Cambridge educates the community on basic financial matters and provides personalized and comprehensive counseling to individual consumers.

Cambridge collects and analyzes this data to continuously improve its performance and to adapt to the changing needs of the consumer. Because individual measures are expected to experience fluctuations, both positive and negative, the agency's quality infrastructure is designed to recognize and investigate these metrics. Only through the processes of detailed analysis and continual improvement can an agency succeed in providing an effective service to its community.

As noted throughout this report, Cambridge recorded slight decreases in several important performance measures. The results of preliminary investigations into the root causes of these figures have been included, and these efforts will continue well after the publication of this report. Though such statistics may reflect negatively on the agency, we feel it necessary to give equal treatment to the positive and negative data we gather.

Finally, Cambridge sincerely hopes that more agencies will release similar performance and satisfaction data. Presenting the truth about the beneficial role we play, as well as our various shortcomings, will provide the measure of confidence that consumers, regulators and legislators must have when making decisions about our profession. Cambridge once again invites any agency with questions about this initiative to contact us at (888) 694-7491, or at transparency@cambridgecredit.org.