

Trapped by Design

Payday Lending Traps 300,000 Ohioans per year

IS **391%**

TOO HIGH?

VOTE YES ON 5

Ohio law currently allows payday lenders to charge 391% APR. The payday lenders want to keep charging 391 annual percentage rate to Ohioans. Voting Yes on Issue 5 will lower interest rates to 28 percent, similar to rates charged by other lenders, while preserving access to small loans for those who need them.

Payday loans are designed to trap borrowers. Even the payday lenders admit that their high interest product, marketed as a quick fix for a financial emergency, is designed keep customers borrowing again and again to pay off previous loans.

The debt trap of 391 percent loans impacts us all. YES on Issue 5 is endorsed by many of Ohio's big city mayors who say that the excessive interest rates and the debt trap pushes many borrowers into bigger financial problems, such as bankruptcy and foreclosure, that result in higher costs to cities and taxpayers.

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Payday Lenders Charge 391% Annual Interest!
Vote YES to Lower Payday Lending Interest Rates

5 Reasons to Vote YES on 5

- Yes on 5** lowers interest rates on payday loans from 391% to 28% annual interest.
- Yes on 5** ensures that loans will still be available for people who need them, but the interest rate is reduced so that it is comparable to the rates charged by credit cards.
- Yes on 5** helps prevent Ohioans desperate for quick cash from falling into a cycle of high-cost loans that they can never pay off.
- Yes on 5** extends the same payday loan protections to all Ohioans that the federal government provides to military families.
- Yes on 5** approves the new laws endorsed by Governor Strickland and the Republican and Democratic leaders of the Ohio Legislature. They believe the state has a fundamental obligation to protect Ohioans from excessive interest rates and defective financial products.

Vote YES on Issue 5.

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IS 391% TOO HIGH? VOTE YES ON 5 COMMITTEE

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<http://www.yesonissue5.com>