FOR MOST OF Michigan’s history, state laws prevented payday lenders from operating, most recently by limiting interest on consumer loans at 25%. However, in 2005, Michigan became the last state to authorize payday lending when payday lenders pushed for a carve-out allowing them to charge rates of 340% APR or higher. Payday lenders drain over $103 million in fees from Michigan residents every year. Now, they want the ability to make longer-term loans at APRs as high as 200%. Michiganders do not want payday lending to expand. Instead, Michigan needs reform proven to stop the debt trap—a true rate cap on payday loans that restores a maximum rate of 36%.

POLLING QUESTION: “As you may know, the average annual interest rate on payday loans is 391%. Would you support or oppose a proposal to put a cap on the interest rates that payday lenders may charge at 36% annual interest?”

67% of Michigan voters support a 36% interest rate cap on payday lenders
49% strongly support the 36% rate cap

POLLING QUESTION: “Do you have a favorable or unfavorable impression of the following: Payday lenders”

57% of Michigan voters have an unfavorable opinion of payday lenders
40% of Michigan voters have a very unfavorable opinion of payday lenders

61% of the voters who oppose a 36% rate cap do so because they believe the rate should be lower than 36% annual interest.

49% of Michigan voters support the 36% rate cap
18% somewhat support
5% somewhat oppose
7% strongly oppose
21% don’t know/no opinion

57% of Michigan voters have an unfavorable opinion of payday lenders
17% somewhat favorable
8% very favorable
2% heard of, no opinion
10% never heard of
### Polling Question:

“As you may know, in some states, state law already prohibits payday lenders from charging more than 36% annual interest. Banks, however, are not subject to state interest rate limits. In states with interest rate limits, payday or other high-cost lenders sometimes avoid state rate limits by arranging high-cost loans to consumers through banks. These loans often have 100% annual interest rates or higher even in states with lower rate limits. How concerned are you about the ability of high-cost lenders to arrange loans through banks at rates higher than state laws allow?”

#### Michigan Voters Overwhelmingly Support 36% Rate Cap

<table>
<thead>
<tr>
<th>Prefer 36% annual interest rate including fees</th>
<th>Prefer 36% annual interest rate plus additional fees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>92%</strong></td>
<td><strong>8%</strong></td>
</tr>
</tbody>
</table>

#### 34% of Michigan Voters are Concerned About High-Cost Lenders Arranging Loans Through Banks at Rates Higher Than State Laws Allow

<table>
<thead>
<tr>
<th>Very concerned</th>
<th>Somewhat concerned</th>
<th>Not too concerned</th>
<th>Not at all concerned</th>
<th>Don’t know/ No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>66%</strong></td>
<td><strong>32%</strong></td>
<td><strong>13%</strong></td>
<td><strong>5%</strong></td>
<td><strong>17%</strong></td>
</tr>
</tbody>
</table>

### METHODOLOGY:

This poll was conducted between January 9–15, 2020 among a national sample of 9,962 registered voters. The interviews were conducted online, and the data were weighted to approximate a target sample of registered voters based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of +/- 1%. State results use a statistical technique called multilevel regression with post-stratification (MRP) to estimate state-level public opinion from the national survey data for a specific month. Responses to each survey question are modeled via multilevel regression as a function of both individual level and state-level variables. Morning Consult models use age, gender, education, and race as individual-level predictor variables. For state-level variables, Morning Consult chose variables that may influence state-level vote choice such as the percent change in state gross domestic product (GDP), state unemployment rates, state median household income, and state-level outcomes from the 2016 presidential election. Morning Consult obtained population parameters for registered voters from the November 2016 Current Population Survey. Morning Consult applied post-stratification weights at the state level based on gender, age, educational attainment, and race using the American Community Survey (ACS). Figures may not add to 100% due to rounding.