

**PEW FINANCIAL REFORM PROJECT**  
**NATIONAL POLL**  
**MAJOR FINDINGS**



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*A poll of 1,000 likely 2010 general election voters was conducted on March 4-8, 2010 by the bipartisan polling team of The Mellman Group and Ayres, McHenry & Associates. The poll has a margin of error of  $\pm 3\%$ . Here are some key results.*

**THE FINANCIAL CRISIS AFFECTED AN EXCEPTIONAL NUMBER OF AMERICANS**

- 46% have either lost their job, or they have had a family member, a household member or a close friend lose a job due to the financial crisis; 53% have lost some, most or all of their savings.

**FINANCIAL REFORM IS A HIGH NATIONAL PRIORITY**

- 74% of voters believe that the chances are 50-50 or better that the U.S. will experience another financial crisis in the next three years.
- Most Americans believe that reforming the financial sector is a top priority for the nation, even in the face of other pressing issues such as health care, education and immigration reform, and the war in Afghanistan.
- 59% of voters felt Congress and the administration should support financial reform now, over other priorities.

**INACTION WILL HURT INCUMBENTS**

- 50% of voters say they would view their member of Congress more favorably if reform is enacted this year, while only 18% would view them less favorably.

**Key Elements of Reform:**

- An early warning system to address signs of trouble in the system
- End “Too Big to Fail” and bailouts
- Increase market transparency to protect investors and families
- Give consumers better information about business practices

**ALL KEY ELEMENTS OF REFORM MATTER**

- Each of the major elements of reform listed at left was supported by over 80% of voters.

**AFTER HEARING THE ARGUMENTS FOR AND AGAINST THE PROPOSED REFORMS, VOTER SUPPORT FOR LEGISLATION INCREASED**

- At the start of the survey, 29% opposed reform, and 40% supported it.
- After details were explained and arguments for and against reform described, opposition stayed at 29% but support rose to over 60%.