FM3 | OPINION RESEARCH & STRATEGY

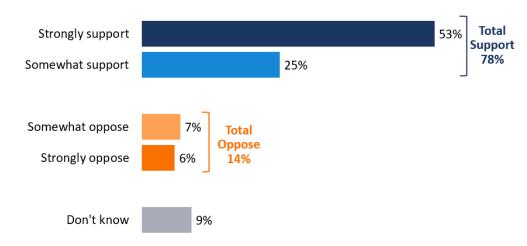|	
TO	Interested Parties
FROM	Dave Metz, Miranda Everitt, and Denny Han FM3 Research
RE:	Californian Views of Banning PFAS
DATE	July 15, 2022

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently surveyed 906 Californians[i] to assess views of a potential policy to ban polyfluoroalkyl substances (PFAS), which are toxic man-made chemical pollutants found in textiles. The data show that **nearly four in five Californians (78%) are in favor of banning PFAS in clothing and textiles, with more than half (53%) saying they "strongly support" banning it.**

Figure 1: Support for Banning PFAS

I am going to read you a list of some potential state policies dealing with the environment. Please tell me whether each sounds like something you would support or oppose: Banning PFAS, man-made toxic "forever chemicals" from clothes and textiles because PFAS builds up in our drinking water, our environment, and our bodies.

Support cuts across nearly all major demographic and geographic groups, including:

- 85% of Democrats, 77% of independents, and 63% of Republicans;
- 80% of LA County residents, 77% of residents in counties surrounding Los Angeles, 83% of Bay Area residents, 70% of San Diego County residents, 76% of residents in Sacramento County and the far north, and 73% of residents in the Central Valley and the Central Coast;
- 82% of women and 74% of men;

- 78% of voters age 18-49, 74% of voters age 50-64, and 79% of voters 65 and older; and
- 81% of white voters, 77% of Latino voters, 82% of Asian American voters, and 77% of voters of color overall.

In sum, **banning PFAS in clothing and textiles in California has broad and strong support, cutting across partisan and geographic lines within the state's electorate.**

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[i] **Methodology:** From June 15-29, 2022, FM3 completed 906 online and telephone (landline and wireless) interviews with likely November 2022 voters in California. The margin of sampling error for the study is +/-3.5% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.