TO Interested Parties

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FM3 Research

RE: Californian Views of Banning PFAS

DATE July 15, 2022

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently surveyed 906 Californians\(^1\) 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](image)

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.

- **Strongly support**
  - 53% [Total Support 78%]
- **Somewhat support**
  - 25%
- **Somewhat oppose**
  - 7% [Total Oppose 14%]
- **Strongly oppose**
  - 6%
- **Don't know**
  - 9%

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.

1 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%.