

Breakthrough Research

SURVEY FINDINGS

JANUARY 2026 | FLORIDA SPECIFIER | PFAS

SachsMEDIA

METHODOLOGY

Sachs Media surveyed 1,100 Florida voters, December 5-7, 2025, via random sample of the Florida Voter File. Aggregate margin of error +/- 3.0% at the 95% confidence level. Results are representative by age, race, gender, political affiliation, and region.

ACTIONABLE INSIGHTS

1

Floridians could use a PFAS 101.

Fewer than half of Floridians know what PFAS are, only a third connect them to drinking water, and only a quarter believe that PFAS are already regulated. A consistent, plain-language definition paired with a Florida-specific example prepares audiences to engage on policy without triggering resistance.

2

Sequence the message rather than jumping to regulation.

When people understand what PFAS are, awareness that they can be present in drinking water nearly doubles. With this information, almost nobody believes that PFAS should go unregulated in drinking water. Lead with definition, then exposure, then what “limits” actually mean in practice.

3

Emphasizing Florida-led implementation within a joint state/federal approach.

Strong bipartisan majorities favor shared federal and state responsibility for setting limits for PFAS – about 6 in 10 or greater for both lakes and rivers, and drinking water. This suggests an opportunity to emphasize a Florida-led implementation for regulations within a shared approach to setting limits.

4

Educate on commonalities between groundwater and drinking water.

Many Floridians, particularly conservatives, see a greater role for state-only PFAS regulations for groundwaters versus drinking water. There may be a need to differentiate between the two in some cases, while educating the public about where their drinking water comes from.

KEY FINDINGS

Fewer than half of Floridians know what PFAS are

- From a list of 6 possible responses, fewer than half (45%) are able to identify that PFAS are man-made chemicals used in some products. Awareness is only slightly greater among those under age 45 (49%) compared with those ages 45 and older (42%).

1 in 3 are aware that PFAS can be present in drinking water

- Asked what items may sometimes contain PFAS, even fewer – 33% – believe that these may be present in drinking water. There are no differences in this response by age gender, or political affiliation. However, among respondents who were able to accurately identify what PFAS are, 63% express awareness that these are present in drinking water.

1 in 4 know that there are limits for PFAS in drinking water

- Respondents were told that PFAS are a group of man-made chemicals found in some products. Hearing this, just 25% said they believe the government sets limits for PFAS in drinking water. Another 18% believe that the government doesn't do so, but should, and 1% say that the government doesn't set limits and should not do so. The remaining 57% are unsure. Awareness about government limits on PFAS in drinking water is greater among:
 - Republicans (30%) compared with nonpartisans (23%) and Democrats (21%)
 - Those who accurately identified PFAS in the first question (31%) compared with those who were unaware (20%)

Floridians prefer joint federal/state regulation of PFAS

- Respondents were asked which level of government should set limits for PFAS in two areas: (A) in drinking water, and (B) in lakes and rivers. In both cases, a strong majority believe that both the U.S. government and Florida government should do so together.
- Regarding limits for PFAS in drinking water, 64% prefer joint state and federal rate setting, 17% would want the U.S. government to do so alone, 9% think Florida should set limits alone, and 9% are unsure.
- Regarding limits for PFAS in lakes and rivers, 59% prefer joint state and federal rate setting, 13% think the U.S. government should do so alone, 19% think Florida should set limits alone, and 9% are unsure.
- In both instances, the preference for “Florida only” regulation is expressed by significantly greater shares of Republicans (16% for drinking water, and 32% for lakes and rivers) compared with Democrats (5% for drinking water, and 11% for lakes and rivers). Similarly, Democrats are more inclined toward a “federal only” approach.

DATA TABLES

Take your best guess: which best describes what PFAS are?

	ALL	PARTY			GENDER		AGE	
	ALL	DEM	NPA	REP	F	M	<45	45+
A man-made chemical used in some products	45%	44%	51%	44%	44%	47%	49%	42%
A type of natural mineral found in Florida soil	1%	1%	2%	1%	2%	1%	2%	1%
A species of bacteria found in lakes and rivers	2%	2%	0%	4%	2%	2%	4%	1%
A fertilizer used on farms	2%	2%	1%	2%	2%	2%	1%	3%
Something else not listed here	6%	7%	6%	5%	7%	5%	4%	7%
Don't know	43%	45%	39%	44%	44%	43%	40%	46%

Which of these items do you think may sometimes contain PFAS? (Select all that apply)

	ALL	PARTY			GENDER		AGE		KNOWS PFAS	
	ALL	DEM	NPA	REP	F	M	<45	45+	Y	N
Drinking water	33%	32%	33%	34%	32%	34%	33%	34%	63%	0%
Food wrappers or packaging	57%	58%	64%	53%	60%	55%	66%	50%	73%	40%
Nonstick cookware	68%	73%	68%	60%	67%	68%	72%	63%	89%	44%
Water-resistant clothing	52%	54%	54%	47%	54%	49%	60%	44%	70%	31%
Firefighting foam	46%	47%	45%	45%	43%	49%	49%	43%	61%	28%
None of the above	21%	19%	20%	24%	19%	23%	15%	26%	1%	43%

PFAS are a group of man-made chemicals found in some products. Do you know if there are limits for PFAS in drinking water?										
	ALL	PARTY			GENDER		AGE		KNOWS PFAS	
	ALL	DEM	NPA	REP	F	M	<45	45+	Y	N
Yes – the government sets limits for PFAs	25%	21%	23%	30%	25%	25%	27%	23%	31%	20%
No – the government doesn't set limits, but should	18%	18%	19%	16%	14%	21%	20%	15%	23%	12%
No – the government doesn't set limits, and shouldn't	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%
Don't know	57%	61%	56%	53%	60%	54%	53%	61%	45%	67%

Should limits for PFAS in DRINKING WATER be set mostly by:										
	ALL	PARTY			GENDER		AGE		KNOWS PFAS	
	ALL	DEM	NPA	REP	F	M	<45	45+	Y	N
The U.S. government	17%	20%	18%	13%	13%	21%	12%	21%	18%	15%
Florida government	9%	5%	7%	16%	7%	12%	7%	12%	10%	9%
Both together	64%	62%	71%	63%	69%	60%	69%	60%	64%	64%
Not sure	9%	14%	4%	8%	11%	7%	13%	6%	8%	11%

Should limits for PFAS in LAKES, RIVERS, AND GROUNDWATER be set mostly by:										
	ALL	PARTY			GENDER		AGE		KNOWS PFAS	
	ALL	DEM	NPA	REP	F	M	<45	45+	Y	N
The U.S. government	13%	17%	14%	9%	11%	16%	12%	14%	19%	8%
Florida government	19%	11%	15%	32%	17%	22%	19%	20%	17%	21%
Both together	59%	60%	66%	53%	62%	56%	60%	58%	59%	59%
Not sure	9%	13%	5%	5%	10%	7%	9%	8%	5%	12%