PFAS Public Opinion: A National Survey

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Background

• Counsel clients investigating PFAS contamination

• B&T PFAS Regulatory Coalition engages and comments on federal and state regulatory (and sometimes legislative) initiatives

• Special thanks to ThemeVision LLC
  —B&T affiliate: Trial Consulting and Jury Research Firm

• Pre *Dark Waters* and follow-up delayed by COVID
Online Survey

- Average time about 10 minutes

National Sample

- 500+ respondents
- Diverse on key demographics

Two Step Survey Procedure

- Assess base knowledge
- Assess after education
Have you ever heard of ...?

140 people
- Yes: 16%
- No: 84%
Which of the following best describes your opinion about __________ chemicals?

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<thead>
<tr>
<th></th>
<th>Very Negative or Negative</th>
<th>Neutral</th>
<th>Positive or Very Positive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forever</td>
<td>47%</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>PFAS</td>
<td>36%</td>
<td>45%</td>
<td>19%</td>
</tr>
<tr>
<td>GenX</td>
<td>25%</td>
<td>34%</td>
<td>24%</td>
</tr>
</tbody>
</table>
In just a few words, describe what you have heard about any of these chemicals.
Next, we gave a neutral description of PFAS, including pros and cons...
How likely do you think it is that PFAS chemicals pose a serious risk to human health?

- **38%** Extremely/Very
- **51%** Somewhat/Moderately
- **11%** Not Very/Not at All
Overall, how big of a problem do you think PFAS use is in our products?

- Huge/Big Problem: 39%
- Moderate Problem: 38%
- Small/Not Problem: 24%
How much should each of the following be blamed for the use of PFAS in the US?

**Companies that use PFAS chemical in products they manufacture**
- A Lot of Blame: 61%
- A Little Blame: 32%
- No Blame: 7%

**Companies that manufacture PFAS chemicals**
- A Lot of Blame: 68%
- A Little Blame: 26%
- No Blame: 6%
Related Article Takes Deeper Dive

• Perceived Health Risks
  – Personal
  – Family
  – Community

• Magnitude of the Issue

• Emotional Responses