




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

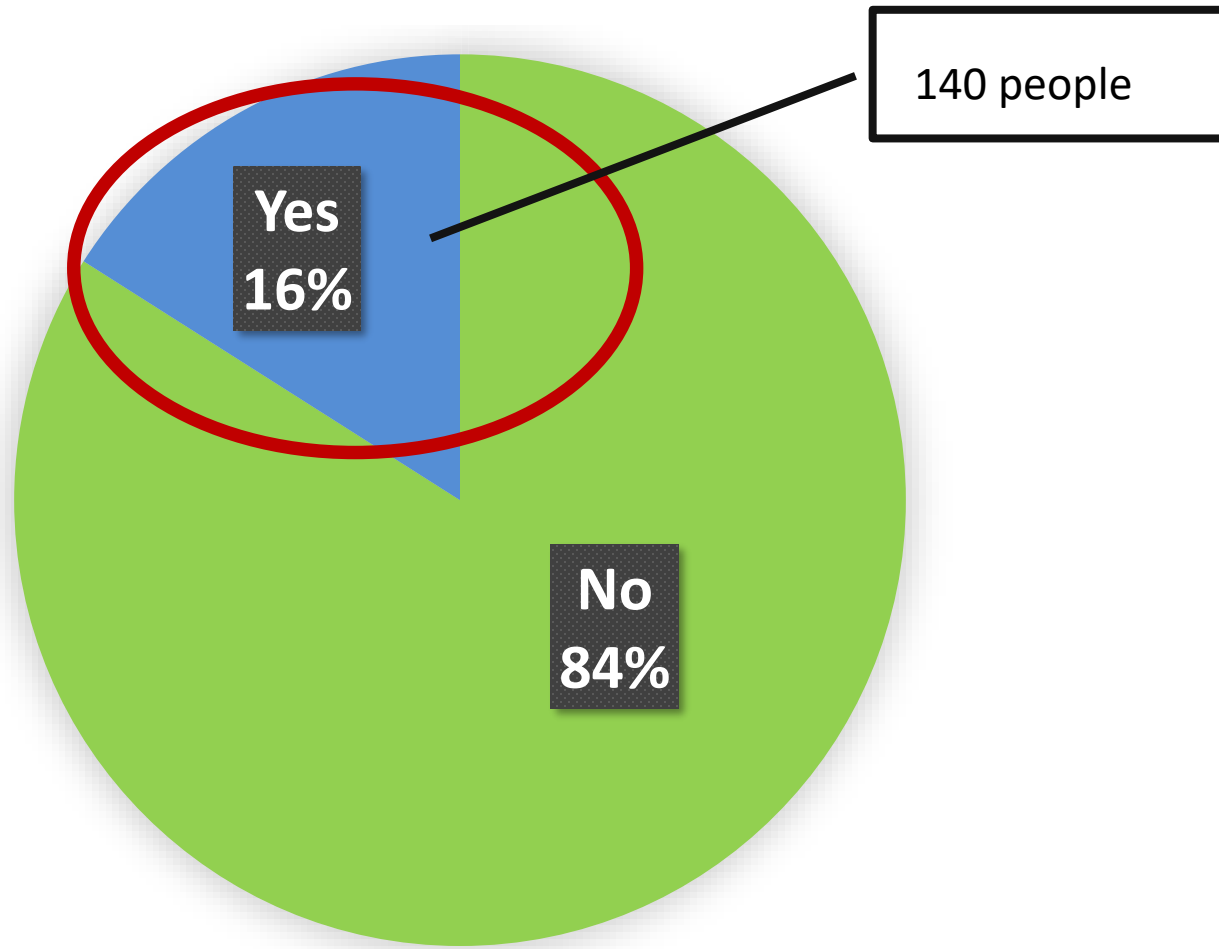
National Sample

- 500+ respondents
- Diverse on key demographics

Two Step Survey Procedure

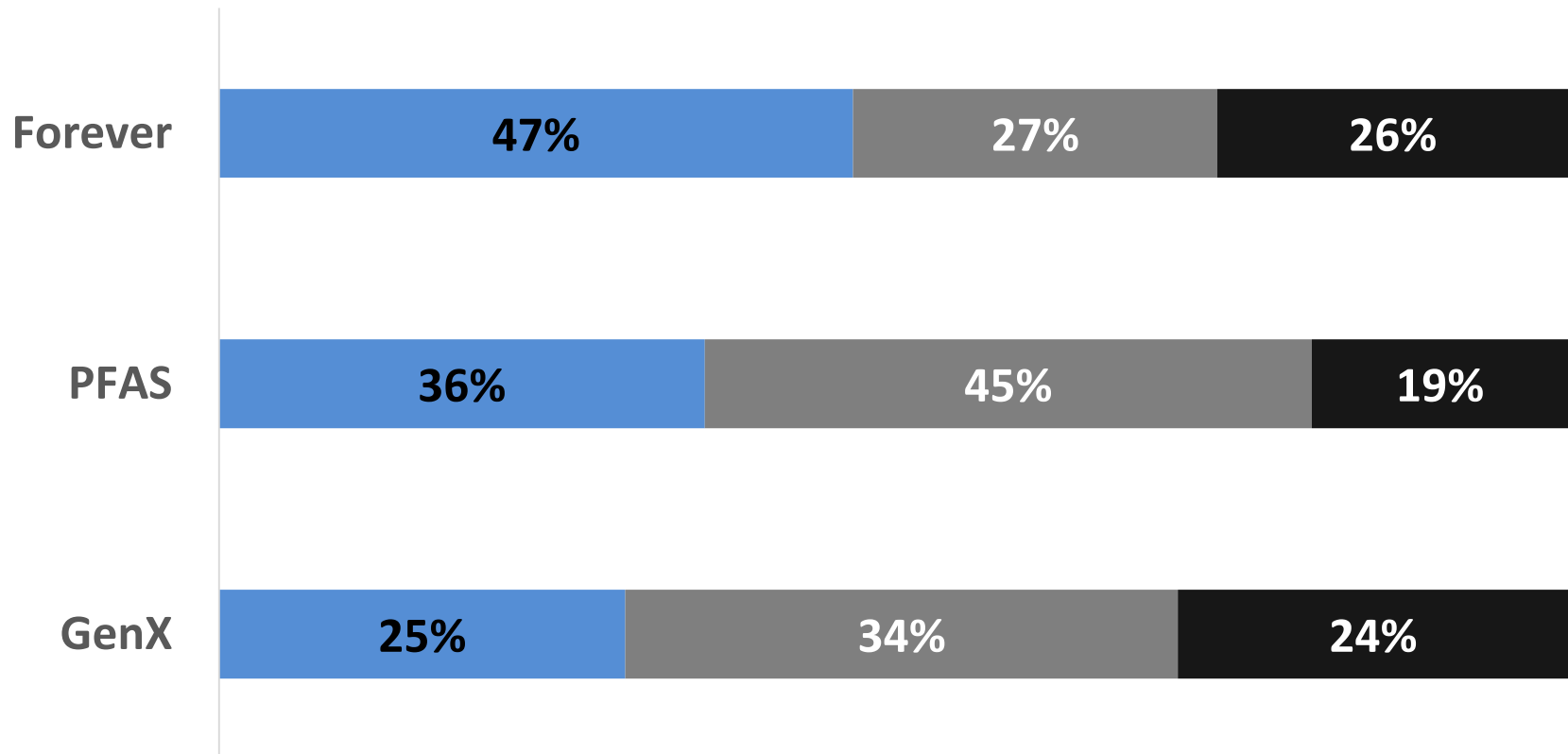
- Assess base knowledge
- Assess after education

Have you ever heard of ...?



Which of the following best describes your opinion about _____ chemicals?

■ Very Negative or Negative ■ Neutral ■ Positive or Very Positive



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?

■ Extremely/Very

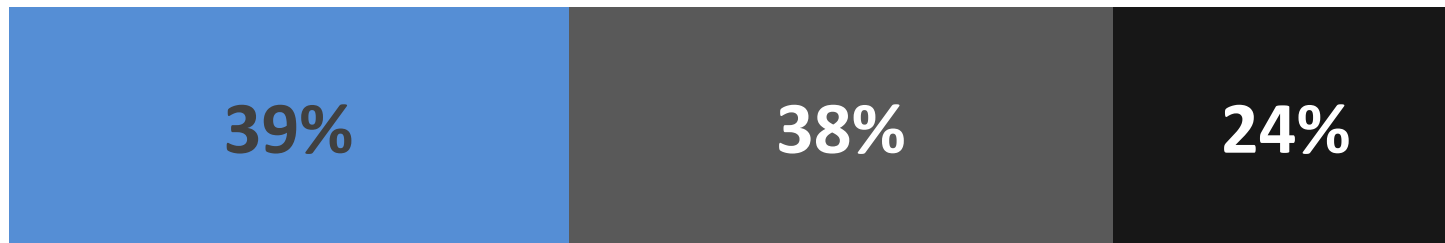
■ Somewhat/Moderately

■ Not Very/Not at All

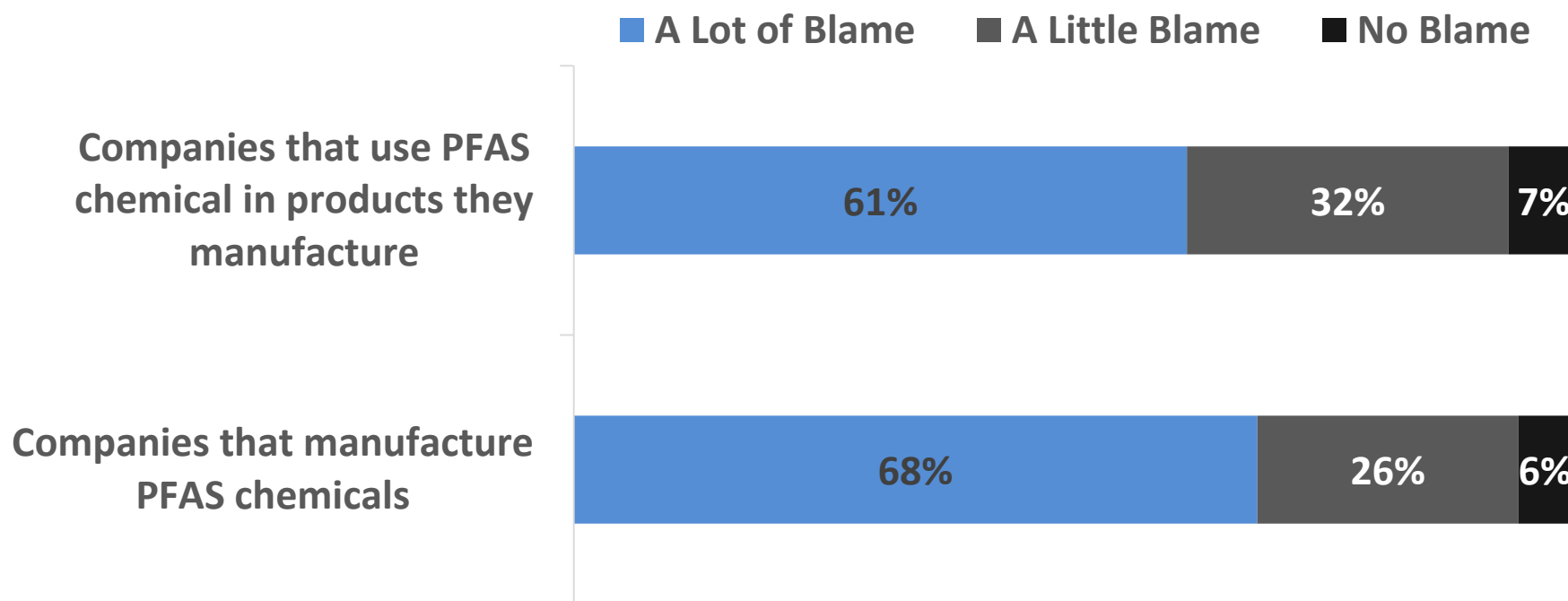


Overall, how big of a problem do you think PFAS use is in our products?

■ Huge/Big Problem ■ Moderate Problem ■ Small/Not Problem



How much should each of the following be blamed for the use of PFAS in the US?



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- Perceived Health Risks
 - Personal
 - Family
 - Community
- Magnitude of the Issue
- Emotional Responses



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