



Environmental Defence Canada PFAS Polling

February 2024

METHODOLOGY

The survey was conducted with 2,417 Canadian adults from February 1 to 7, 2024. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 1.99%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.



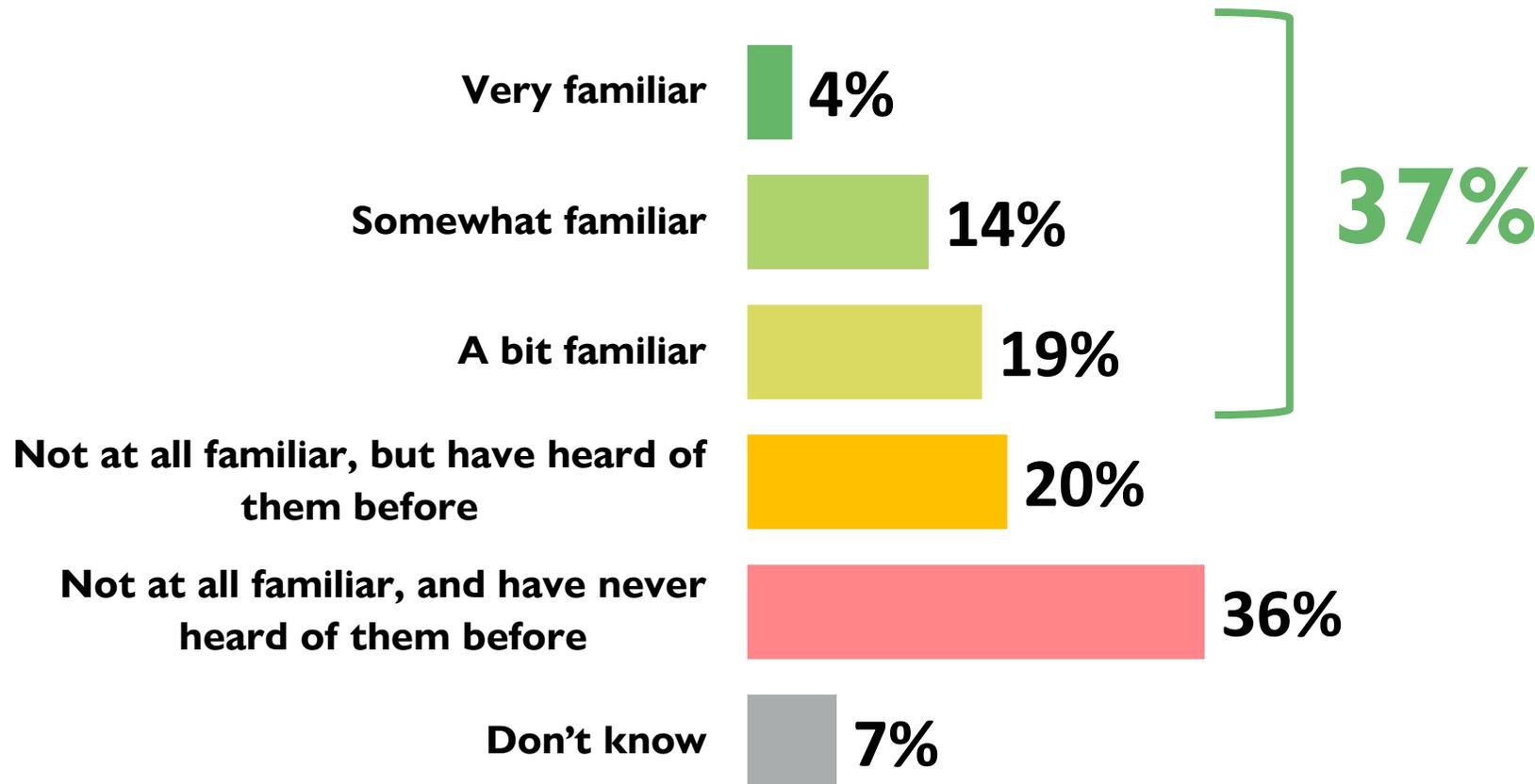
EXECUTIVE SUMMARY

- **Nearly 4 in 10 Canadians are familiar with PFAS.**
 - Familiarity with PFAS is highest among men (41%), those 18-29 (42%), and university-educated Canadians (41%).
 - Familiarity is lower among those with a high school education (27%) and those living in Quebec (27%).
- **Over three-quarters of Canadians (79%) support federal action to reduce exposure to PFAS in Canada.**
 - Trends with age, with those 60+ significantly more likely to support action than those between the ages of 18-29 (86% v. 74%).
 - 94% of those very familiar with PFAS are supportive of federal action to limit Canadians' exposure.
 - 75% of those who have never heard of PFAS before today are still supportive of federal action.
- **The vast majority of Canadians (80%) support stronger government rules that phase PFAS out of our products.**
 - Those who are 60+ years old are significantly more likely to support stronger government rules than those between the ages of 18-29 (86% v. 74%).
 - Support is highest among those very familiar with PFAS (94%)
 - 78% of those who have never heard of PFAS before today are still supportive of stronger government rules.



How familiar are you with the group of chemicals known as PFAS, also known as “forever chemicals”, found in products such as non-stick cookware, waterproof clothing and cosmetics?

FAMILIARITY WITH PFAS



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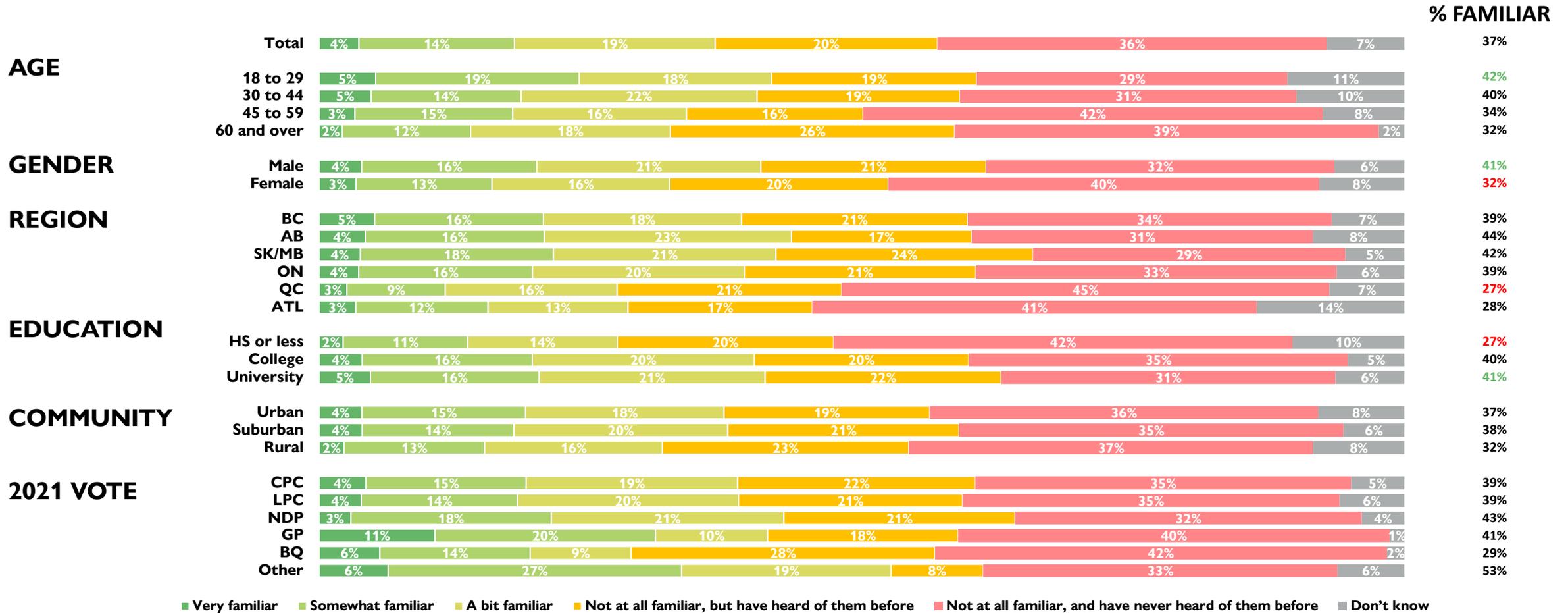
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N = 2,417



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FAMILIARITY WITH PFAS



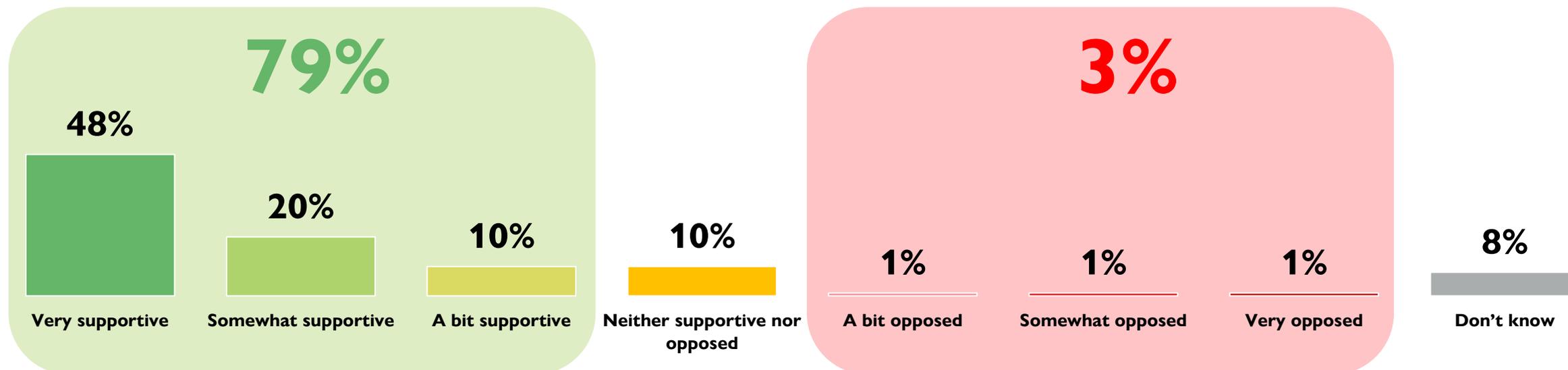
■ Very familiar ■ Somewhat familiar ■ A bit familiar ■ Not at all familiar, but have heard of them before ■ Not at all familiar, and have never heard of them before ■ Don't know

N = 2,417



PFAS (forever chemicals) are found in a range of everyday consumer products. When we use or touch products that contain PFAS, breathe PFAS-contaminated air, or drink PFAS-contaminated water, these chemicals enter our bodies and accumulate. 98.5 per cent of Canadians have PFAS in their blood. PFAS have been linked to a range of human health harms including, cancers, diabetes, reproductive harms, kidney and liver damage, and high cholesterol. The chemicals industry has known about the health harms of PFAS for decades, but did not disclose this or switch to safer chemicals. The government is considering taking action on PFAS to protect Canadians' health. This could include banning PFAS in consumer and industrial products. How supportive are you of federal action to reduce Canadians' exposure to PFAS (forever chemicals)?

SUPPORT FOR FEDERAL ACTION TO REDUCE EXPOSURE TO PFAS



Support for federal action to reduce exposure to PFAS in Canada tends to trend higher with age, as those 60+ are significantly more likely to support this than their younger peers (86% v. 74%). Furthermore, the more familiar one is with PFAS, the more likely they are to support federal action. Nearly everyone who is very familiar with PFAS is supportive of federal action to limit Canadians' exposure to them (94%).

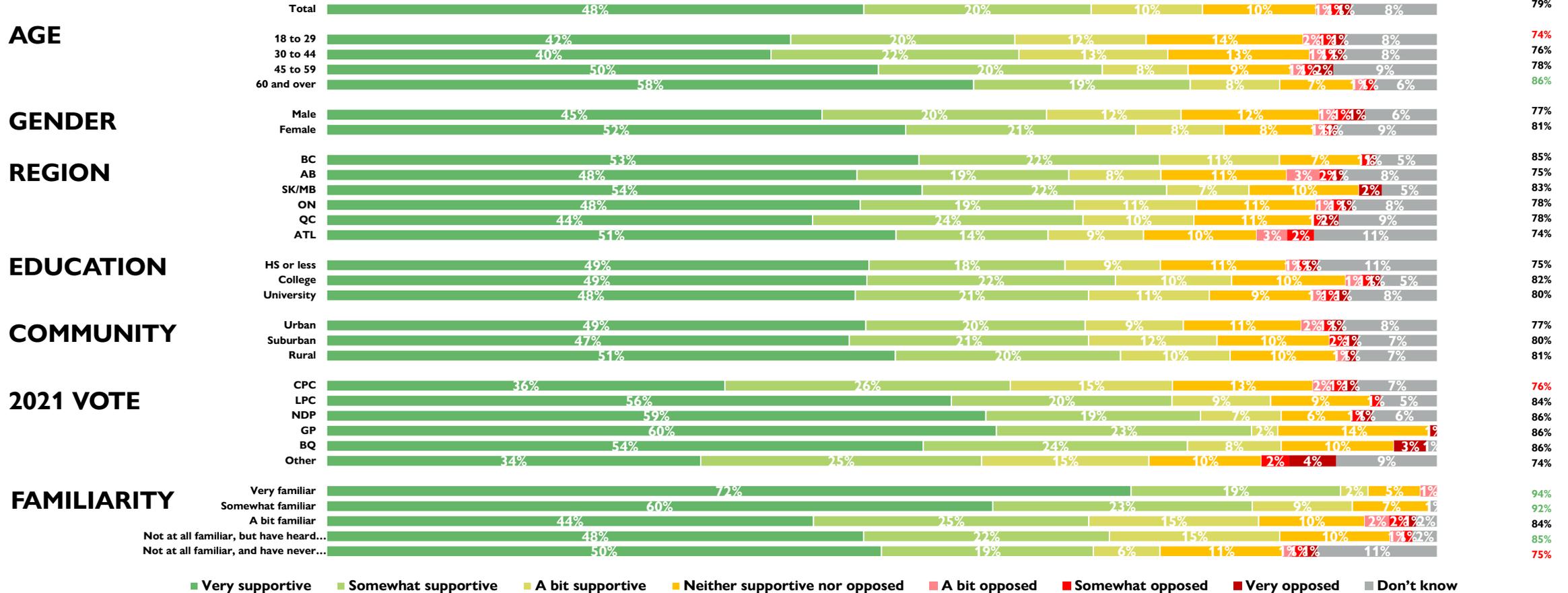
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SUPPORT FOR FEDERAL ACTION TO REDUCE EXPOSURE TO PFAS

% SUPPORTIVE



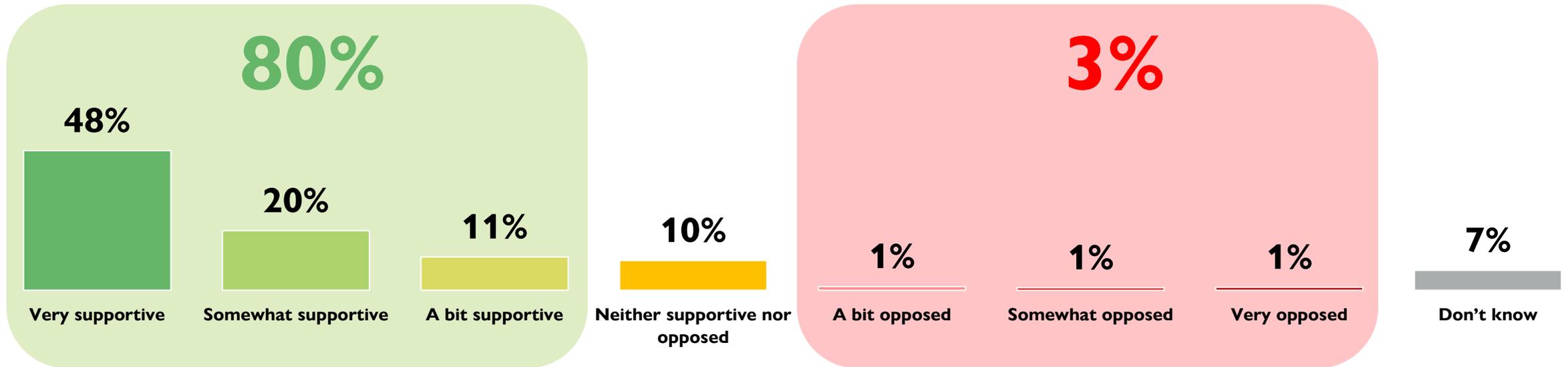
■ Very supportive ■ Somewhat supportive ■ A bit supportive ■ Neither supportive nor opposed ■ A bit opposed ■ Somewhat opposed ■ Very opposed ■ Don't know

N = 2,417



Some companies have already started to change their formulas and get PFAS (forever chemicals) out of their products, but it's only on a voluntary basis. How supportive would you be of stronger government rules that phase PFAS out of consumer products?

SUPPORT FOR GOVERNMENT RULES THAT PHASE PFAS OUT OF OUR PRODUCTS



Canadians who are 60+ years of age are significantly more likely to support stronger government rules that phase PFAS out of consumer products than those between the ages of 18-29 (86% v. 74%). The more familiar one is with PFAS, the more likely they are to support stronger government rules to phase out PFAS from products, with nearly everyone who is very familiar with PFAS being supportive of stronger government rules (94%).

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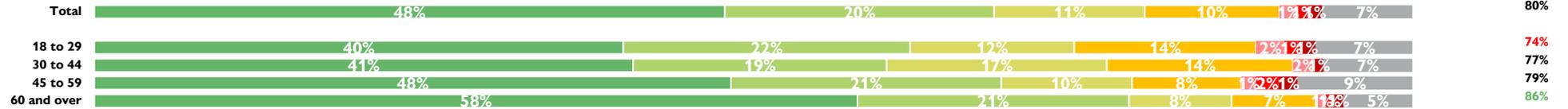


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SUPPORT FOR GOVERNMENT RULES THAT PHASE PFAS OUT OF OUR PRODUCTS

% SUPPORTIVE

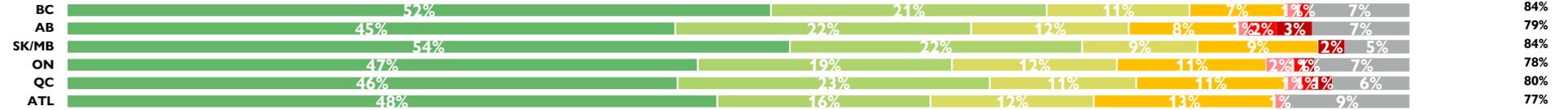
AGE



GENDER



REGION



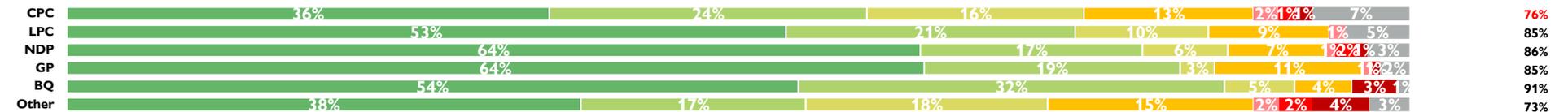
EDUCATION



COMMUNITY



2021 VOTE



FAMILIARITY



Very supportive Somewhat supportive A bit supportive Neither supportive nor opposed A bit opposed Somewhat opposed Very opposed Don't know

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