

# FOREVER CHEMICALS THAT NEED RIGHT-NOW SOLUTIONS: CITIZEN PREFERENCES FOR ADDRESSING PFAS

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Images of Maine citizens impacted by PFAS: Courtesy of Portland Press Herald (Portland, Maine)



# Who are we?



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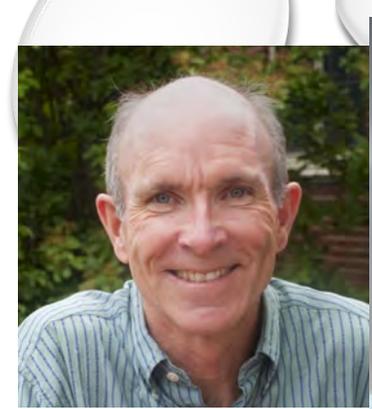
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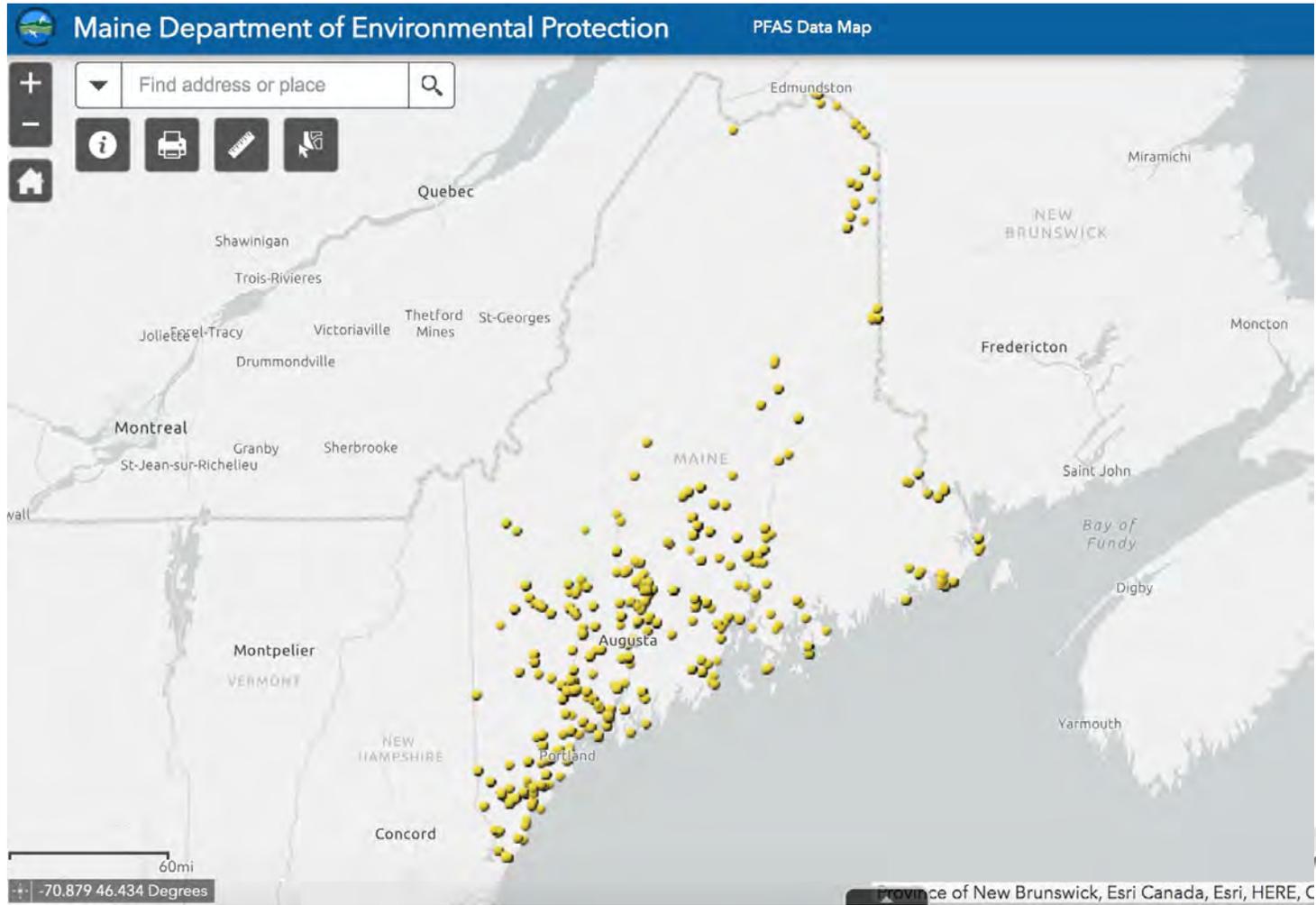


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Management

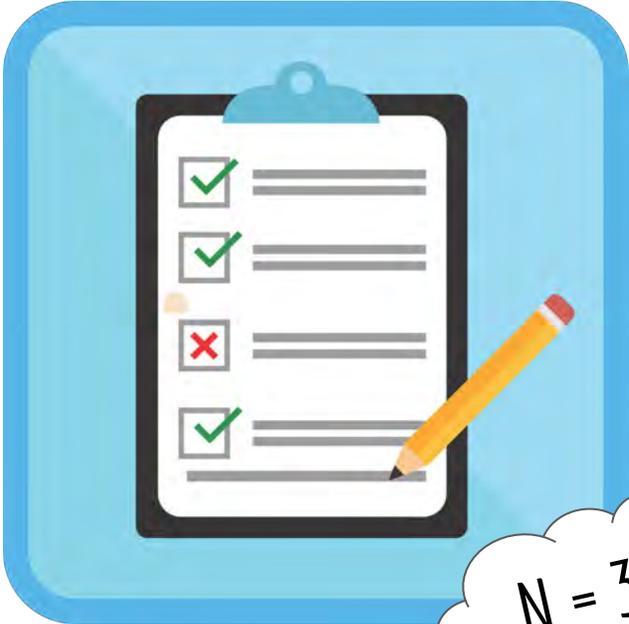


Summerman  
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What are we doing?

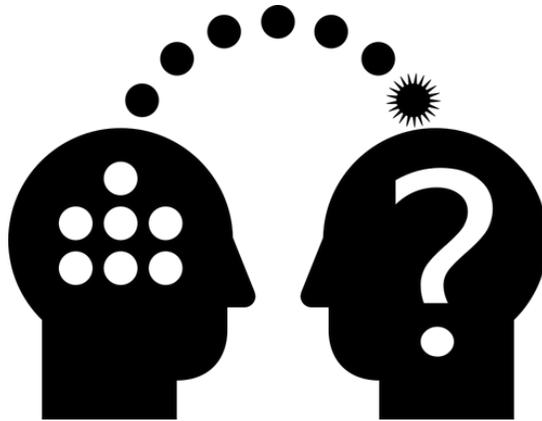


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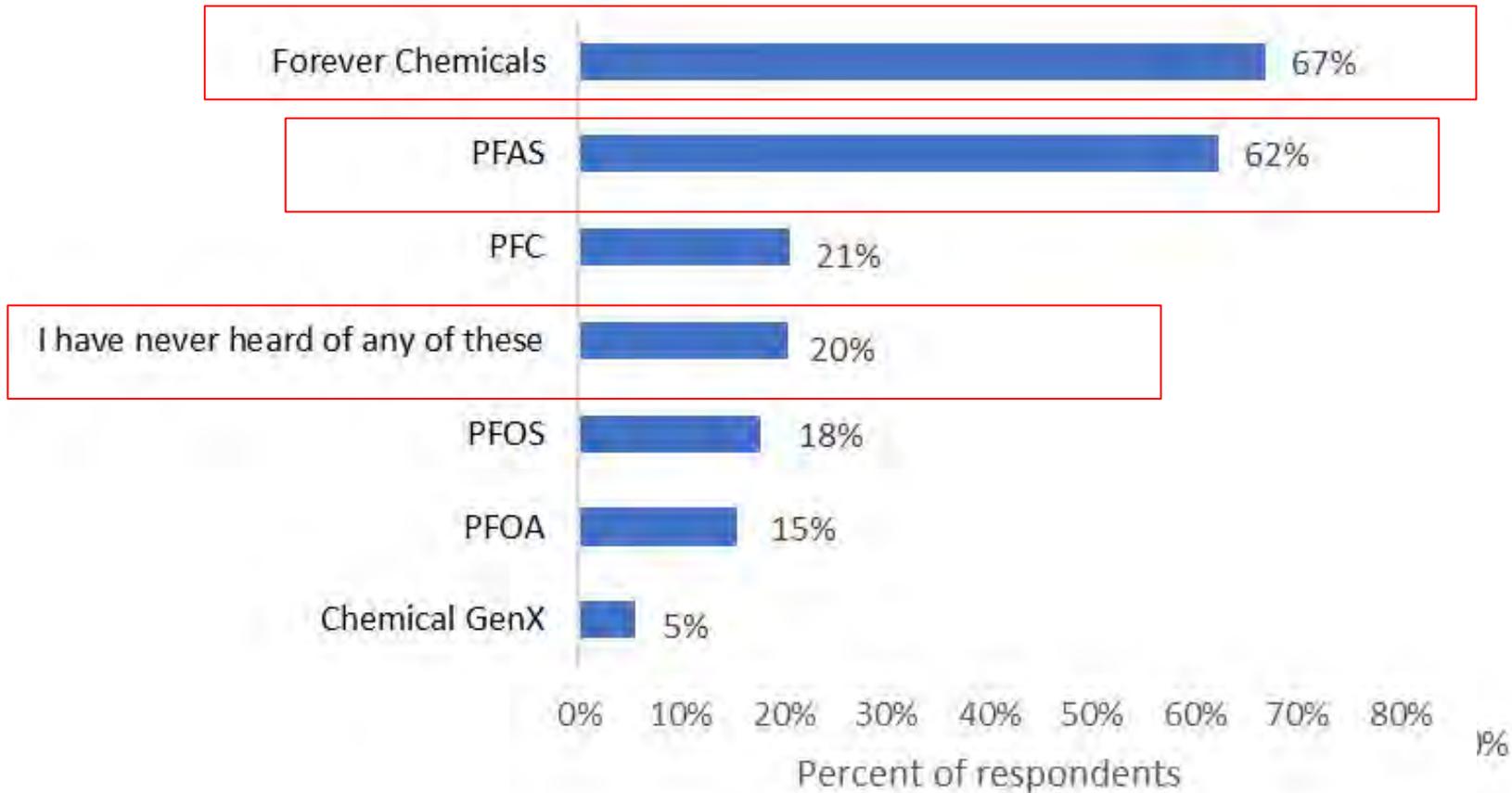


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# MAINE BASELINE KNOWLEDGE



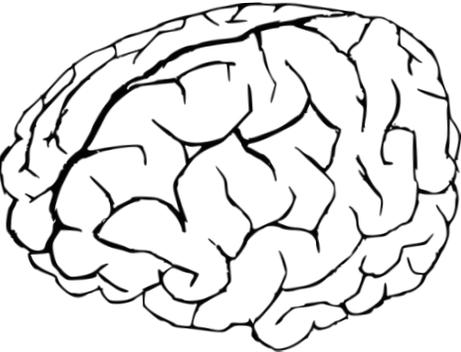
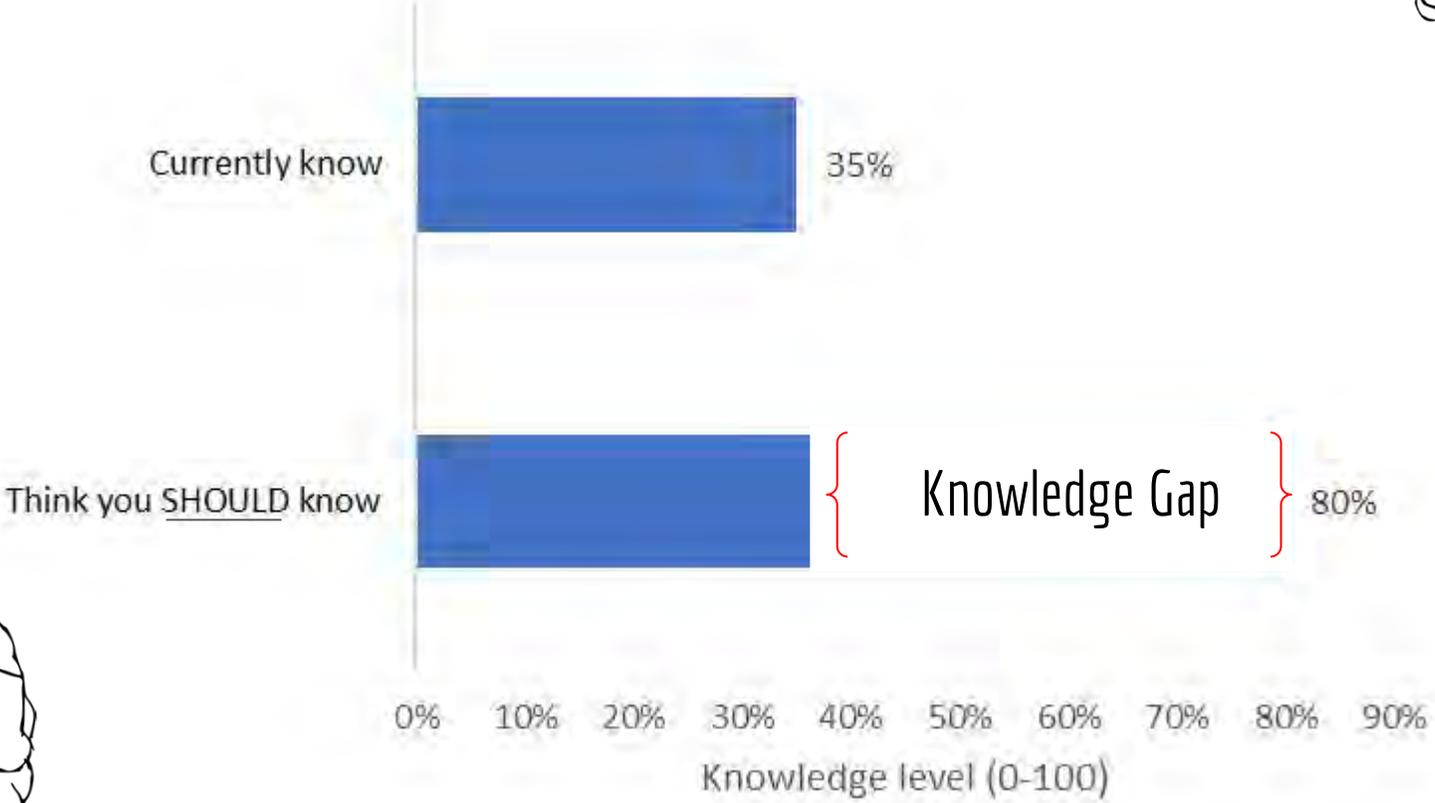
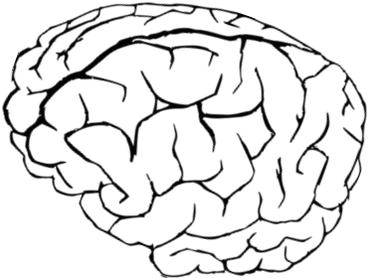
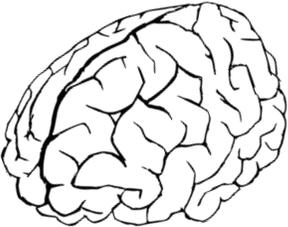
# What have Mainers heard of?



HOW SHOULD WE BE REFERRING TO PFAS?

DO WE NEED A CONSENSUS ON WHAT LANGUAGE WE USE PUBLICLY TO EASE CONFUSION?

# Citizen PFAS Knowledge



PERCEPTIONS OF RISK – ARE MAINERS WORRIED?



# Perceptions of Food Safety



Organic Food from Maine farmers is safe.



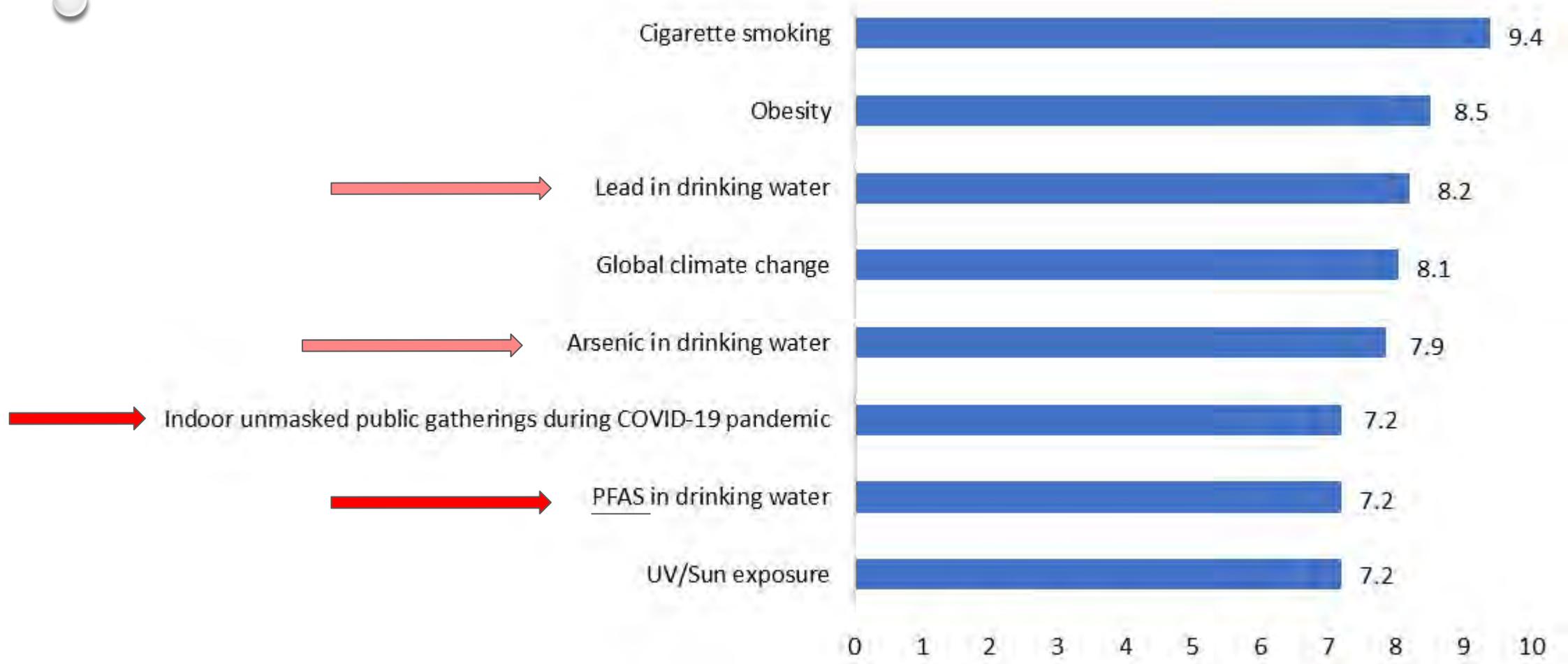
Milk from Maine farmers is safe.



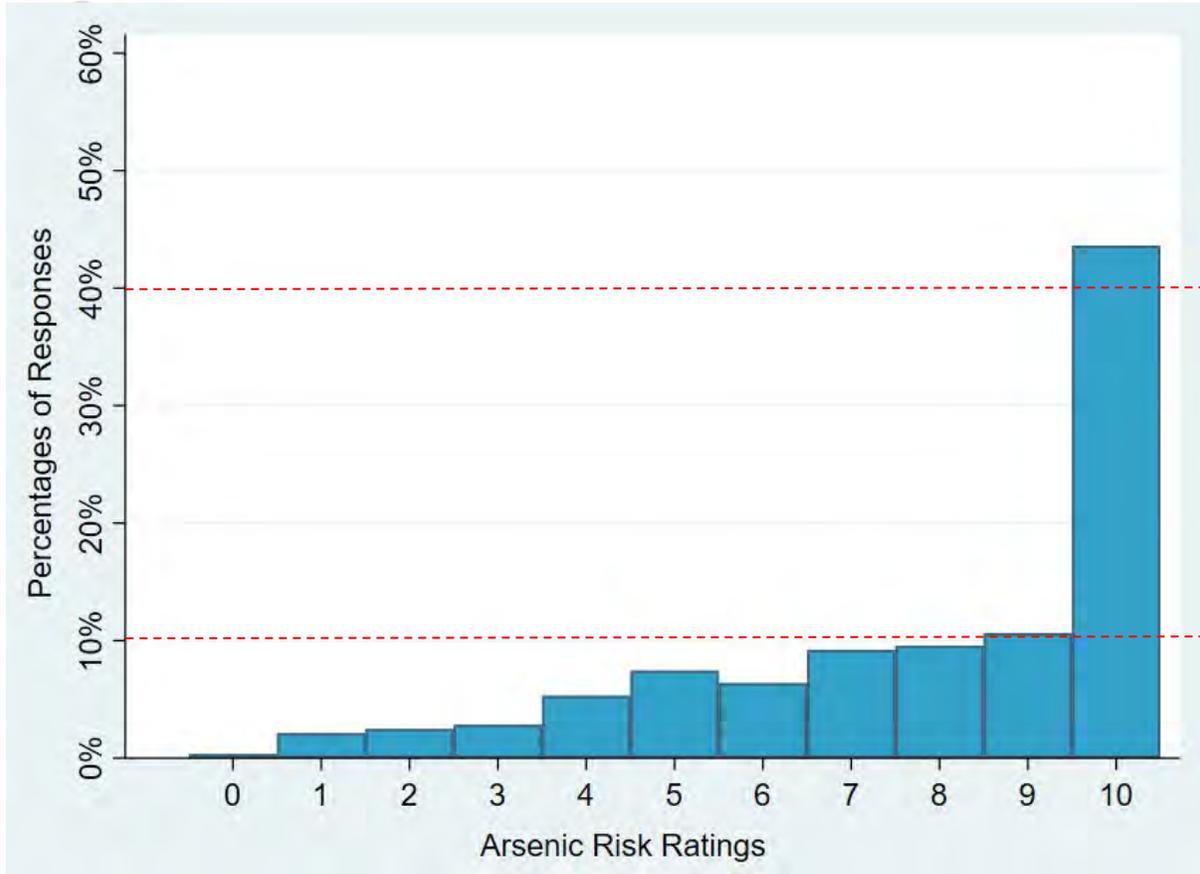
Food from Maine farmers is safe.



# Perceptions of Other Risks

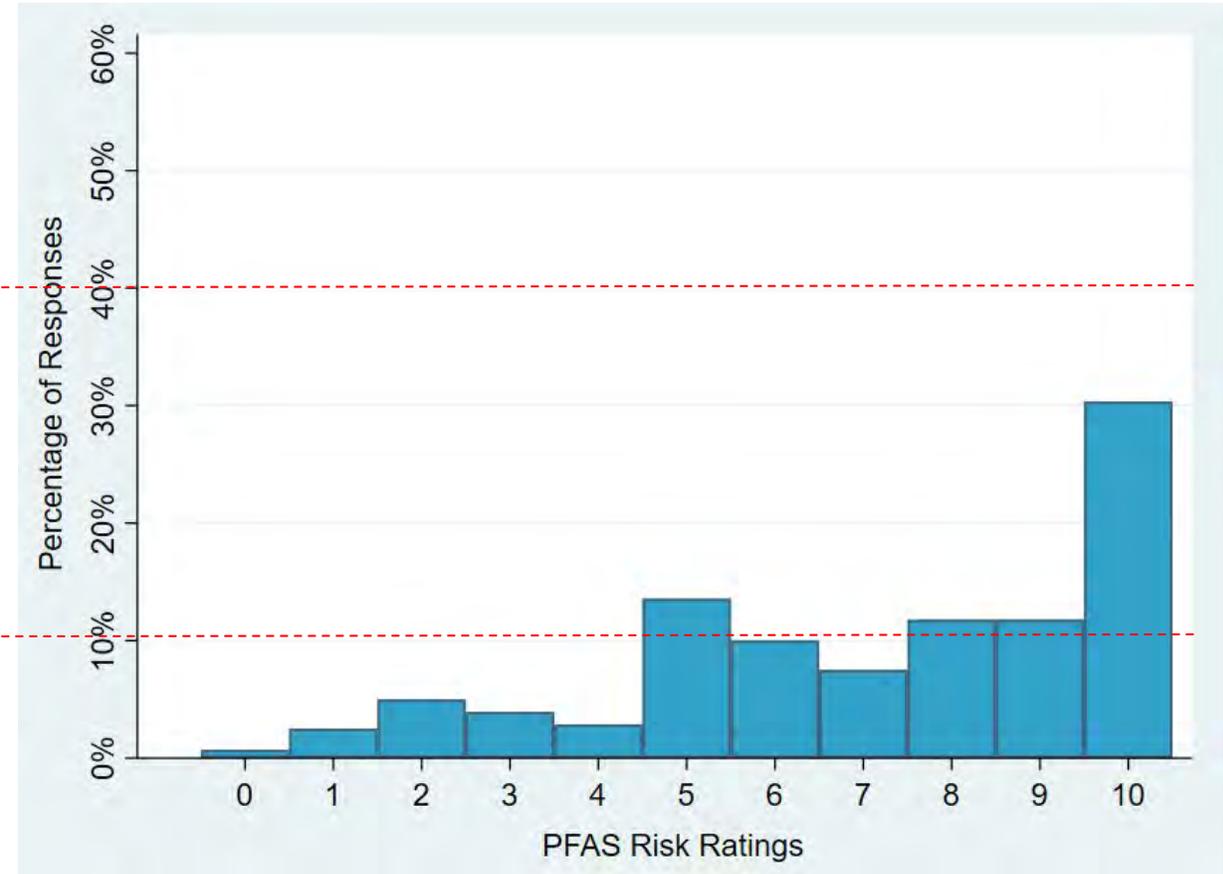


# Response break down - low risk or high risk?



Low Risk

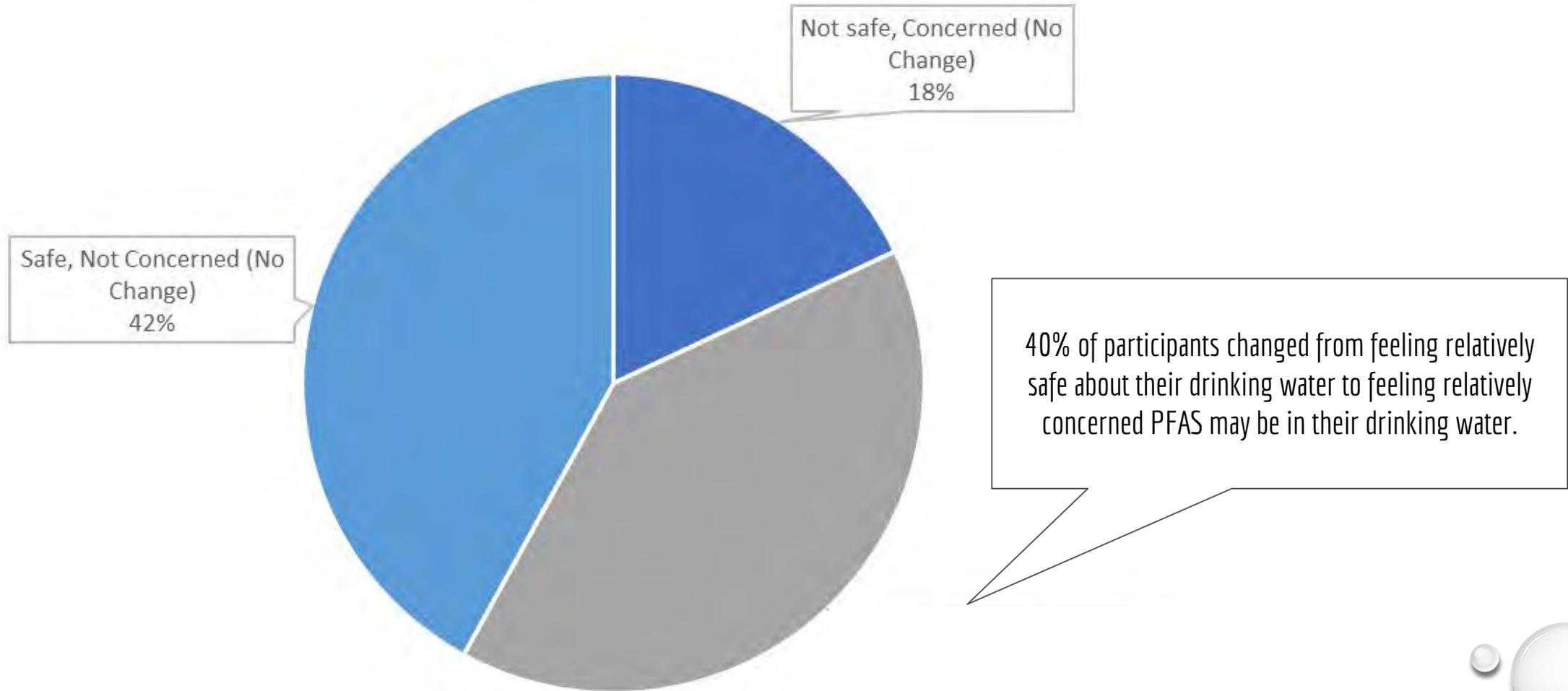
High Risk



Low Risk

High Risk

# DRINKING WATER RISK PERCEPTIONS





PFAS PATHWAYS - DO MAINERS KNOW HOW THEY CAN BE EXPOSED?



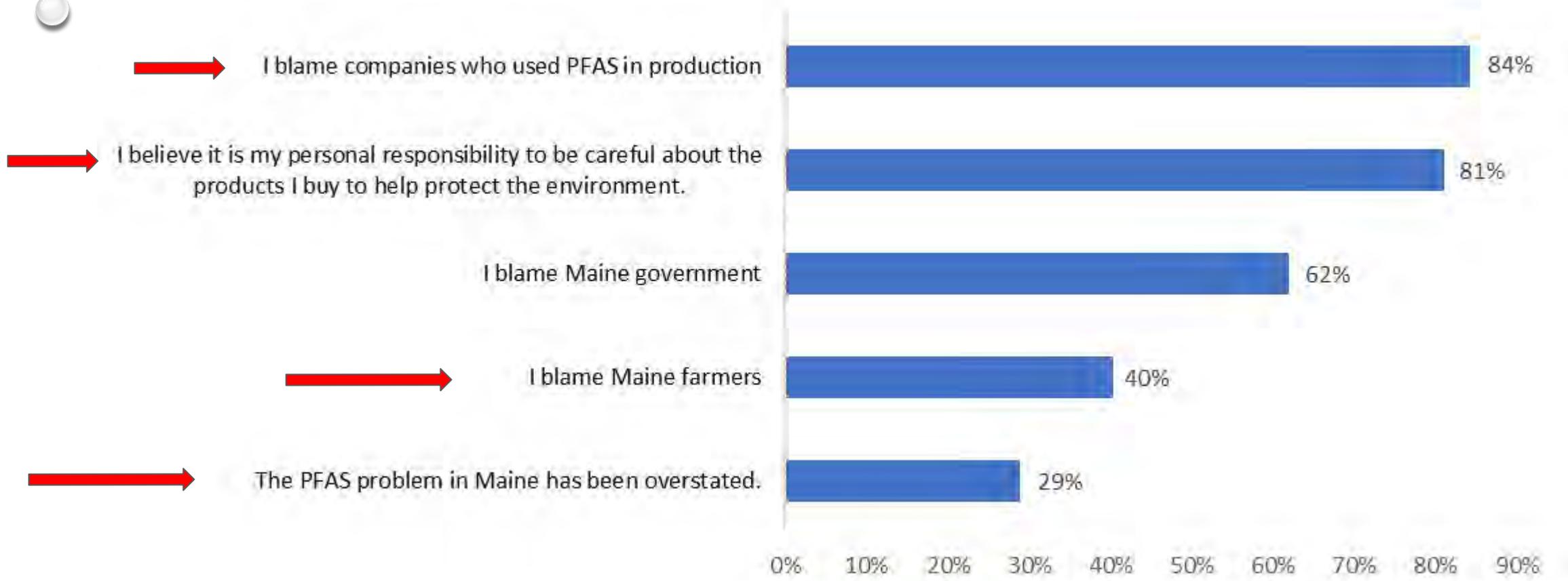
# Where Do Maine Citizens Think PFAS Is A Problem?





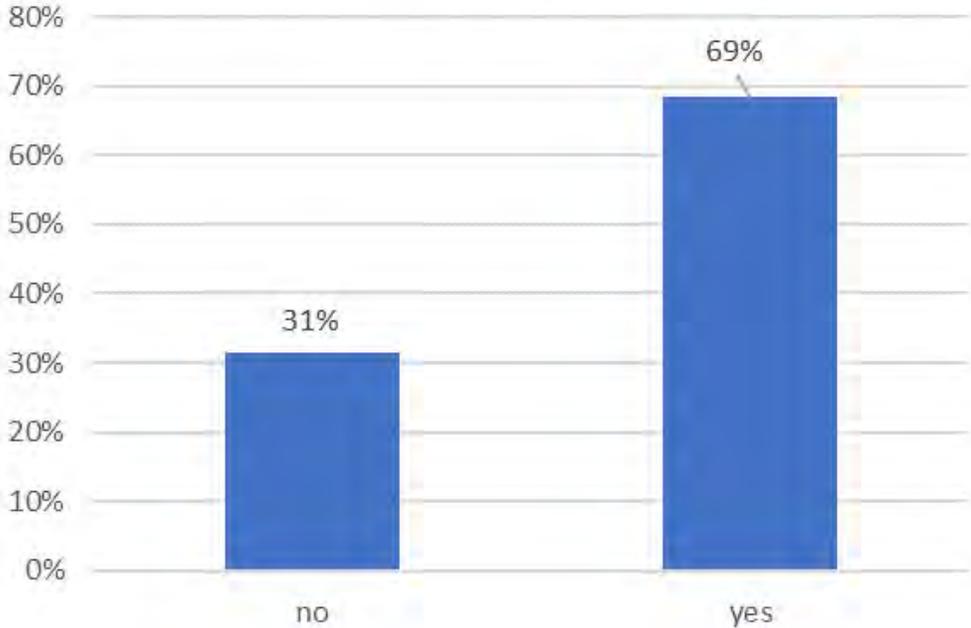
# SO WHAT DO MAINERS WANT TO DO ABOUT PFAS?

# The Blame Game

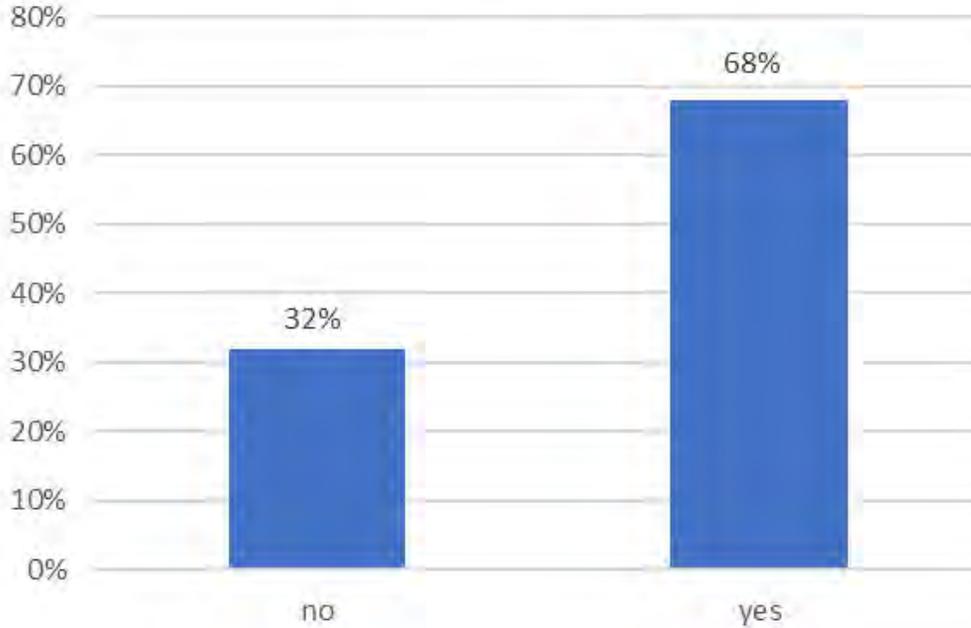


# Are Mainers too willing to contribute to programs to address PFAS contamination?

### WTP - Property Tax



### WTP - Sales Tax



**YES!**

# Citizen Tax Quotes

## Property tax - Support

“Every Mainer (really, every person in the world) should have access to clean water. We have created many problems that threaten clean water, and unfortunately, to address them costs money. We all have to contribute to the solution.”

## Property Tax- Not support

“Property taxes are already unmanageable for many Mainers, including several in my community. A more targeted tax program -including focusing on businesses that are the major polluters - is a better solution.”

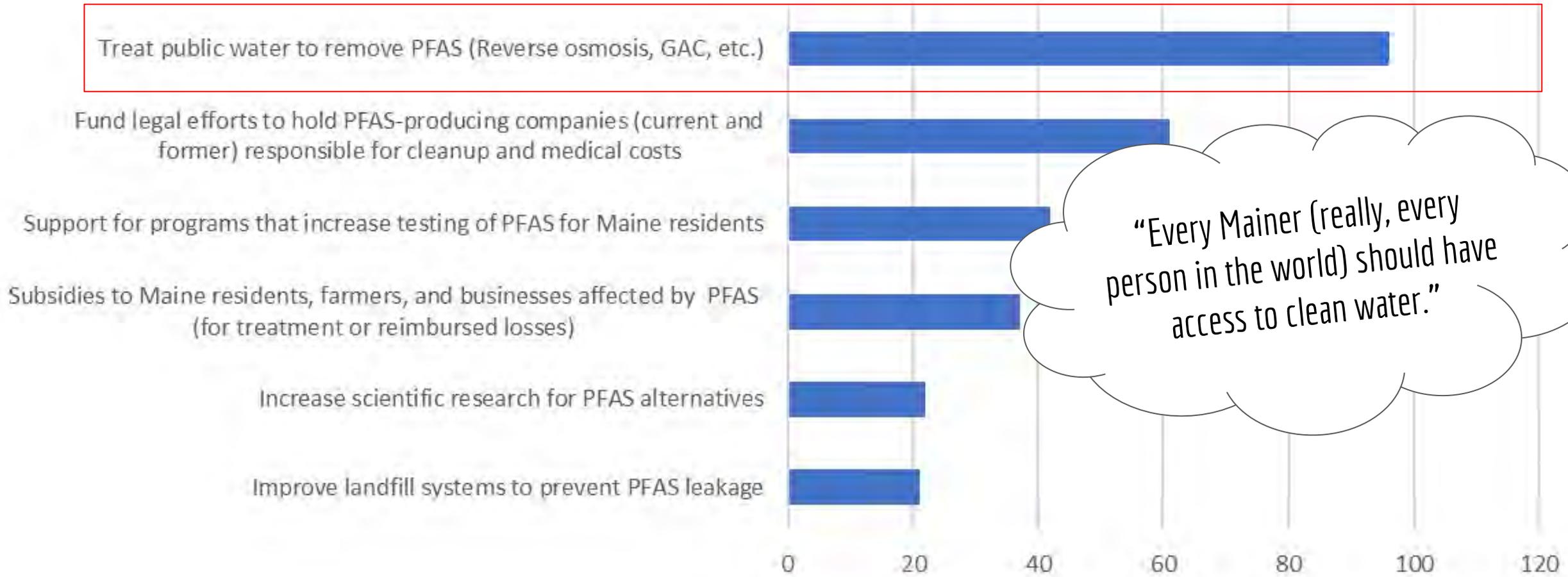
## Sales tax - Support

“This sounds like a good idea because an increased price on certain products might motivate people to buy PFAS-free alternatives and create market pressure for companies to stop using these chemicals altogether. But before increasing the tax, I would want to make sure alternatives were accessible for everyone.”

## Sales tax - Not support

“I think the companies that produce or use these products should be expected to pay the costs of removal or remediation, not the ignorant taxpayers who have never even heard of these products.”

# Preferred Spending Priorities



*“Every Mainer (really, every person in the world) should have access to clean water.”*

# KEY TAKEAWAYS

Room for citizen education - exposure pathways

Maine citizens are concerned and are willing to contribute to solutions

Everyone is affected by PFAS, not just Maine!

- Maine is a leader in PFAS research and testing and is tackling this issue head on

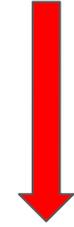


# NEXT STEPS

- Analysis:
  - How does the willingness to contribute change based on different information?
- Further Research:
  - Farmers and rural communities
  - Consumer confidence in Maine food
- Where are the gaps in knowledge? What else do we need to know?



**TAKE OUR SURVEY!**





# ACKNOWLEDGEMENTS

Dr. Caroline Noblet

PFAS Interdisciplinary Team

Reviewers at the Maine DEP, Maine CDC, Institute for Agriculture and  
Trade Policy, UMaine Cooperative Extension, and MOFGA

Mitchell Center



# THANK YOU!