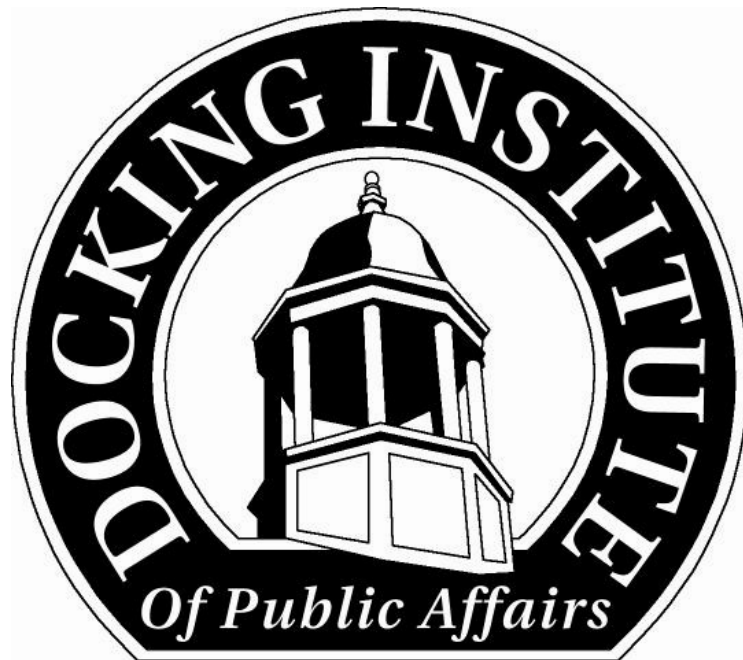


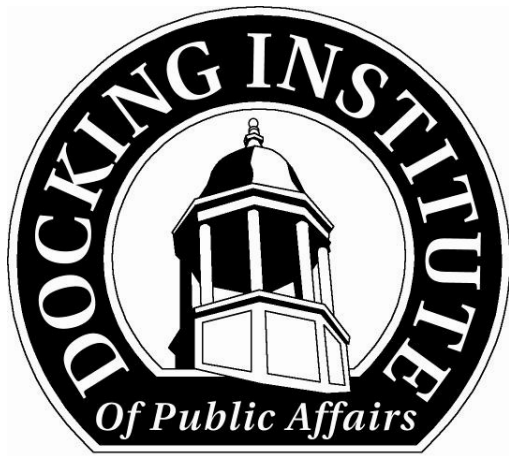
**KANSAS PUBLIC HEALTH  
ASSOCIATION FLUORIDE  
SURVEY**

**FINAL REPORT**



**Fort Hays State University  
600 Park Street  
Hays, Kansas 67601**

**February 2003**



**Fort Hays State University**  
**600 Park Street**  
**Hays, Kansas 67601-4099**  
**Telephone: (785) 628-4197**  
**FAX: (785) 628-4188**  
**[www.fhsu.edu/docking](http://www.fhsu.edu/docking)**

Brett A. Zollinger, Ph.D.  
Director

David Weiden, J.D.  
Assistant Director

Michael S. Walker, M.S.  
Research Scientist

Joyce Wolfe, M.S.  
Research Scientist/UCSR Manager

Casey Rackaway, M.A.  
Special Events Coordinator

Leslie Z. Paige, M.S., Ed.S.  
Grants Facilitator

Jean Walker  
Projects Manager

Jodie Wear-Leiker  
Administrative Assistant

The staff of the **Docking Institute of Public Affairs** and its  
**University Center for Survey Research** are dedicated to  
serving the people of Kansas and surrounding states.

Please do not hesitate to contact our staff with questions, comments or for assistance.

# **KANSAS PUBLIC HEALTH ASSOCIATION FLUORIDE SURVEY**

**Report Prepared by**

**Joyce Wolfe, M.S.  
Research Scientist**

**And**

**Brett Zollinger, Ph.D.  
Director**

**The Docking Institute of Public Affairs  
Fort Hays State University  
600 Park Street  
Hays, Kansas 67601**

**February 2004**

**This research is supported by the Kansas Public Health Association.**

## **Executive Summary**

The Docking Institute of Public Affairs at Fort Hays State University conducted a survey of residents in the following non-fluoridated communities in Kansas: Wichita, Hutchinson, McPherson, Winfield, Pratt, Kingman, and Great Bend. The primary purpose of this survey research is to measure support or opposition to the addition of fluoride to city water systems. The survey was conducted using a Computer Aided Telephone Interviewing (CATI) system. The CATI system allows interviewers to code survey information into a computer database as the interviewers administer a questionnaire to the respondent. The project was separated into two parts: a survey of Wichita residents and a survey of residents in Non-Wichita communities. For this reason, data in this report will be provided for Wichita, Non-Wichita, and Wichita and combined.

### **Wichita Survey**

Between January 20, 2004 and February 3, 2004, the Docking Institute of Public Affairs through its University Center for Survey Research conducted a telephone survey of randomly selected community members in Wichita. Interviews were completed with 206 Wichita respondents which offers a margin of error of +/-6.8% at a 95% confidence level, assuming no response bias. An actual total of 369 households were successfully contacted after up to 8 call attempts. Some (57) indicated that they were not currently receiving city water services, while others (106) indicated that they had an extreme opinion regarding the addition of fluoride to city water. Those not receiving city water were not interviewed, while those reporting extreme views on the first question of the survey were also asked one other question regarding registered voter status. The remaining respondents (206) comprised the eligible sample who completed a majority of the questions in the survey. The response rate for the Wichita survey was 54%.

### **Non-Wichita Survey**

Between January 26, 2004 and February 10, 2004, a survey was conducted of randomly selected community members of the remaining communities listed above. Interviews were completed with 405 Non-Wichita respondents which offers a margin of error of +/- 4.9% at a 95% confidence level, assuming no response bias. An actual total of 814 households were successfully contacted after up to 8 call attempts. Some (197) indicated that they were not currently receiving city water services, while others (212) indicated that they had an extreme opinion regarding the addition of fluoride to city water. Those not receiving city water were not interviewed, while those reporting extreme views on the first question of the survey were also asked one other question regarding registered voter status. The remaining respondents (405) comprised the eligible sample who completed a majority of the questions in the survey. The response rate for the Non-Wichita survey was 60%.

INTRODUCTION

Hi, I'm calling from the Center for Survey Research at Fort Hays State University. We are conducting a short survey for the Kansas Public Health Association about fluoride. I need to speak to the adult in the household with the most recent birthday. Is that you?

[REREAD INTRO IF RESP IS GIVEN THE PHONE]

Your answers will be strictly confidential. May I ask you a few questions?

Q: SCREEN

Since this survey will focus on the fluoridation of city water, I first need to know whether you get your water from the city of (city name here).

	Wichita	Non-Wichita	Combined
1 YES, GET CITY WATER	312	617	929
2 NO, DON'T KNOW, REFUSED	57	197	245

Q:QH2ONO

For the purpose of our study, we really need to speak with people on the (city name here) water system. Thank you for your time, and have a nice (day, morning, or evening).

	Wichita	Non-Wichita	Combined
NUMBER OF THOSE NOT ON CITY WATER SYSTEM	57	197	245

Q: Q1

Your city water supply is currently not fluoridated. That is, no fluoride is added to your city's water. At the present time, would you say that you are extremely in favor, somewhat in favor, neutral, somewhat opposed, or extremely opposed to adding fluoride to your city's water supply?

	Wichita %	Non-Wichita %	Combined %
1 EXTREMELY IN FAVOR	22.8	18.6	20.0
2 SOMEWHAT IN FAVOR	27.9	23.7	25.1
3 NEUTRAL	31.4	33.9	33.0
4 SOMEWHAT OPPOSED	6.7	8.1	7.6
5 EXTREMELY OPPOSED	11.2	15.7	14.2
	100%	100%	100%

("Extreme" responses skip to Q8a "Are you registered to vote", then exit the survey)

	Wichita	Non-Wichita	Combined
NUMBER OF "EXTREMES"	106	212	318
NUMBER OF VALID COMPLETIONS	206	405	611

Q: Q3a – Q3m

I am going to mention a number of possible information sources on fluoridation of city water. On a scale of 0 to 10 with 0 meaning you have no trust in the source to 10 meaning you have an extremely high level of trust in the source, please tell me how much trust you would place in the source for fluoride information.

The United States Surgeon General

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	6.8	7.1	7.0
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	3.9	2.7	3.1
1	0.0	.2	.2
2	1.0	.5	.7
3	3.4	2.0	2.5
4	2.4	3.0	2.8
5	22.3	19.8	20.6
6	6.3	5.2	5.6
7	18.0	15.1	16.0
8	17.0	22.2	20.5
9	4.9	6.7	6.1
10 EXTREMELY HIGH LEVEL OF TRUST	18.0	21.0	20.0
88 DON'T KNOW	2.9	1.7	2.1
TOTAL	100%	100%	100%

Q: Q3b

The Center for Disease Control (the CDC)

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>  (The mean was calculated with data from those respondents who provided a rating.)	7.2	7.6	7.4

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	2.9	1.0	1.6
1	1.0	1.0	1.0
2	1.0	1.2	1.1
3	1.5	.7	1.0
4	3.4	1.7	2.3
5	17.0	12.6	14.1
6	6.3	8.6	7.9
7	12.6	11.6	11.9
8	21.8	24.9	23.9
9	9.2	12.1	11.1
10 EXTREMELY HIGH LEVEL OF TRUST	21.8	22.2	22.1
88 DON'T KNOW	1.5	2.2	2.0
TOTAL	100%	100%	100%

Q: Q3c

The American Dental Association

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	7.4	7.2	7.2
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	1.5	1.0	1.1
1	.5	1.0	.8
2	1.0	1.0	1.0
3	4.4	1.7	2.6
4	1.9	3.2	2.8
5	15.5	18.8	17.7
6	4.4	10.4	8.3
7	10.7	11.1	11.0
8	24.8	22.7	23.4
9	12.1	7.2	8.8
10 EXTREMELY HIGH LEVEL OF TRUST	21.4	20.5	20.8
88 DON'T KNOW	1.9	1.5	1.6
TOTAL	100%	100%	100%



Q: Q3d

The World Health Organization

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.9	6.1	6.0
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	5.8	2.0	3.3
1	.5	2.7	2.0
2	1.5	4.0	3.1
3	3.9	2.2	2.8
4	5.3	6.7	6.2
5	30.6	21.7	24.7
6	6.8	9.6	8.7
7	9.2	12.1	11.1
8	9.2	14.8	12.9
9	5.8	4.2	4.7
10 EXTREMELY HIGH LEVEL OF TRUST	10.7	9.4	9.8
88 DON'T KNOW	10.7	10.6	10.6
TOTAL	100%	100%	100%

Q: Q3e

The Kansas Dental Association

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	6.9	6.8	6.8
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	1.9	1.7	1.8
1	.5	.7	.7
2	1.0	1.0	1.0
3	3.9	2.5	2.9
4	1.9	4.0	3.3
5	17.0	19.8	18.8
6	11.2	11.9	11.6
7	16.5	15.6	15.9
8	21.4	20.2	20.6
9	8.7	5.9	6.9
10 EXTREMELY HIGH LEVEL OF TRUST	11.7	13.3	12.8
88 DON'T KNOW	4.4	3.5	3.8
TOTAL	100%	100%	100%

Q: Q3f

Your Dentist or another local dentist

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	7.7	7.5	7.6
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	2.4	1.2	1.6
1	0.0	.7	.5
2	.5	.7	.7
3	3.4	3.0	3.1
4	1.0	3.0	2.3
5	12.1	11.1	11.5
6	3.4	8.1	6.5
7	9.7	13.3	12.1
8	24.8	20.0	21.6
9	15.0	10.9	12.3
10 EXTREMELY HIGH LEVEL OF TRUST	25.7	25.2	25.4
88 DON'T KNOW	1.9	2.5	2.3
99 REFUSED	0.0	.2	.2
<b>TOTAL</b>	100%	100%	100%

Q: Q3g

Medical doctors

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	7.2	7.1	7.2
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	2.4	.5	1.1
1	1.0	1.0	1.0
2	1.0	1.2	1.1
3	1.5	2.5	2.1
4	3.4	4.0	3.8
5	12.6	18.0	16.2
6	10.2	9.9	10.0
7	15.0	12.8	13.6
8	21.8	22.5	22.3
9	13.6	7.4	9.5
10 EXTREMELY HIGH LEVEL OF TRUST	16.5	19.3	18.3
88 DON'T KNOW	1.0	1.0	1.0
TOTAL	100%	100%	100%

Q: Q3g2

Pediatricians [Doctors for children]

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	7.0	7.2	7.1
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	2.9	1.0	1.6
1	.5	.2	.3
2	.5	2.0	1.5
3	2.4	1.5	1.8
4	2.9	3.5	3.3
5	13.6	16.5	15.5
6	8.7	8.1	8.3
7	10.7	9.9	10.1
8	19.9	20.2	20.1
9	11.7	9.1	10.0
10 EXTREMELY HIGH LEVEL OF TRUST	13.1	17.8	16.2
88 DON'T KNOW	13.1	10.1	11.1
TOTAL	100%	100%	100%

Q: Q3h

Scientists

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	6.6	6.8	6.7
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	2.4	1.2	1.6
1	.5	.7	.7
2	1.9	1.0	1.3
3	2.9	2.5	2.6
4	1.9	3.5	2.9
5	23.8	20.5	21.6
6	10.2	11.6	11.1
7	13.1	17.3	15.9
8	19.9	17.3	18.2
9	10.2	7.7	8.5
10 EXTREMELY HIGH LEVEL OF TRUST	9.2	12.3	11.3
88 DON'T KNOW	3.9	4.4	4.3
TOTAL	100%	100%	100%

Q: Q3i

Teachers and educators

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.9	6.2	6.1
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	2.4	2.0	2.1
1	1.0	.5	.7
2	3.9	2.5	2.9
3	7.8	2.7	4.4
4	6.3	7.9	7.4
5	28.6	25.4	26.5
6	8.7	13.1	11.6
7	12.1	14.1	13.4
8	12.1	16.5	15.1
9	6.3	5.7	5.9
10 EXTREMELY HIGH LEVEL OF TRUST	8.3	7.9	8.0
88 DON'T KNOW	2.4	1.7	2.0
TOTAL	100%	100%	100%

Q: Q3j

Parents

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.7	5.7	5.7
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	2.4	1.5	1.8
1	1.5	1.0	1.1
2	2.9	5.2	4.4
3	7.8	5.4	6.2
4	10.7	10.4	10.5
5	30.6	32.8	32.1
6	8.7	8.6	8.7
7	9.7	10.6	10.3
8	9.2	6.4	7.4
9	2.9	4.4	3.9
10 EXTREMELY HIGH LEVEL OF TRUST	11.7	10.4	10.8
88 DON'T KNOW	1.9	3.2	2.8
TOTAL	100%	100%	100%



Q: Q3k

The U.S. Military

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.2	5.5	5.4
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	6.8	4.4	5.2
1	4.4	3.2	3.6
2	5.3	5.7	5.6
3	8.7	6.7	7.4
4	8.3	9.4	9.0
5	26.7	24.4	25.2
6	6.3	9.6	8.5
7	7.3	9.4	8.7
8	6.3	9.9	8.7
9	4.9	4.9	4.9
10 EXTREMELY HIGH LEVEL OF TRUST	11.2	8.6	9.5
88 DON'T KNOW	3.9	3.2	3.4
99 REFUSED	0.0	.5	.3
<b>TOTAL</b>	100%	100%	100%

Q: Q3L

Religious leaders

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	4.7	4.7	4.6
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	11.7	10.1	10.6
1	7.8	5.4	6.2
2	10.7	8.4	9.2
3	11.2	10.1	10.5
4	5.8	7.7	7.0
5	18.0	24.0	21.9
6	5.3	6.4	6.1
7	5.8	5.9	5.9
8	5.8	9.9	8.5
9	4.9	4.2	4.4
10 EXTREMELY HIGH LEVEL OF TRUST	8.7	5.4	6.5
88 DON'T KNOW	4.4	2.0	2.8
99 REFUSED	0.0	.5	.3
<b>TOTAL</b>	100%	100%	100%

Q: Q3m

And finally, friends or family members

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.5	5.8	5.7
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 NO TRUST	4.9	2.7	3.4
1	2.4	2.0	2.1
2	7.3	6.2	6.5
3	10.7	8.4	9.2
4	4.9	8.1	7.0
5	26.2	25.9	26.0
6	7.8	6.7	7.0
7	6.3	9.6	8.5
8	10.2	11.9	11.3
9	2.9	4.9	4.3
10 EXTREMELY HIGH LEVEL OF TRUST	14.6	12.1	12.9
88 DON'T KNOW	1.9	1.5	1.6
TOTAL	100%	100%	100%

**MEAN RATINGS TABLE FOR TRUST ITEMS  
ALL RESPONDENTS**

	WICHITA		NON-WICHITA	
	RANK	MEAN	RANK	MEAN
<b>MEANS FOR 0 TO 10 TRUST RATINGS</b>				
Your dentist/another local dentist	<b>1</b>	7.7	<b>2</b>	7.5
American Dental Association	<b>2</b>	7.4	<b>3*</b>	7.2
Center for Disease Control	<b>3*</b>	7.2	<b>1</b>	7.6
Medical doctors	<b>3*</b>	7.2	<b>5*</b>	7.1
Pediatricians	<b>5</b>	7.0	<b>3*</b>	7.2
Kansas Dental Association	<b>6</b>	6.9	<b>7*</b>	6.8
United States Surgeon General	<b>7</b>	6.8	<b>5*</b>	7.1
Scientists	<b>8</b>	6.6	<b>7*</b>	6.8
World Health Organization	<b>9</b>	5.9	<b>10</b>	6.1
Teachers and educators	<b>9</b>	5.9	<b>9</b>	6.2
Parents	<b>11</b>	5.7	<b>12</b>	5.7
Friends or family members	<b>12</b>	5.5	<b>11</b>	5.8
US Military	<b>13</b>	5.2	<b>13</b>	5.5
Religious leaders	<b>14</b>	4.5	<b>14</b>	4.7

**MEAN RATINGS TABLE FOR TRUST ITEMS  
REGISTERED VOTERS ONLY**

	WICHITA		NON-WICHITA	
	RANK	MEAN	RANK	MEAN
<b>MEANS FOR 0 TO 10 TRUST RATINGS</b>				
Your dentist/another local dentist	<b>1</b>	7.8	<b>1</b>	7.7
American Dental Association	<b>2</b>	7.5	<b>4*</b>	7.2
Center for Disease Control	<b>3*</b>	7.3	<b>2</b>	7.6
Medical doctors	<b>3*</b>	7.3	<b>4*</b>	7.2
Pediatricians	<b>5</b>	7.2	<b>3</b>	7.3
United States Surgeon General	<b>6</b>	6.9	<b>4*</b>	7.2
Kansas Dental Association	<b>7</b>	6.8	<b>7*</b>	6.8
Scientists	<b>8</b>	6.6	<b>7*</b>	6.8
Teachers and educators	<b>9</b>	6.0	<b>9</b>	6.2
World Health Organization	<b>10</b>	5.8	<b>10</b>	6.0
Parents	<b>11</b>	5.7	<b>12</b>	5.7
Friends or family members	<b>12</b>	5.5	<b>11</b>	5.8
US Military	<b>13</b>	5.2	<b>13</b>	5.5
Religious leaders	<b>14</b>	4.5	<b>14</b>	4.6

\*Shares same rank with another item

Q:Q4a

Now I'm going to mention several statements concerning fluoride that are often used by people in favor of fluoridating city water. First you will tell me whether you believe the statement at all. If you do believe the statement, you will rate whether the statement affects your willingness to have fluoride added to city water.

First, do you believe that more than 100 medical, dental, and public health groups have endorsed fluoride as safe and effective?

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not change your willingness at all to have fluoride added and 10 meaning the statement makes you much more willing to have fluoride added.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.9	6.3	6.1
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT CHANGE WILLINGNESS AT ALL	9.7	5.4	6.9
1	.5	.2	.3
2	1.0	1.2	1.1
3	1.0	1.5	1.3
4	1.0	1.7	1.5
5	21.8	25.2	24.1
6	6.3	6.9	6.7
7	11.2	11.1	11.1
8	15.5	16.3	16.0
9	2.4	4.2	3.6
10 MAKES YOU MUCH MORE WILLING	7.8	9.6	9.0
77 DOES NOT BELIEVE STATEMENT	16.5	12.1	13.6
88 WHEN ASKED COULD NOT RATE STATEMENT	5.3	4.2	4.6
99 REFUSED	0	.2	.2
TOTAL	100%	100%	100%

Q:Q4b

How about "Fluoride became common in city water supplies just after World War II. Since that time, Americans have reduced tooth decay by 50 to 60 percent." Do you believe that statement?

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not change your willingness at all to have fluoride added and 10 meaning the statement makes you much more willing to have fluoride added.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	6.0	6.5	6.4
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT CHANGE WILLINGNESS AT ALL	4.9	3.2	3.8
1	.5	1.0	.8
2	1.0	.2	.5
3	1.5	1.5	1.5
4	3.4	2.0	2.5
5	18.0	17.5	17.7
6	7.3	7.7	7.5
7	11.2	11.9	11.6
8	15.0	16.0	15.7
9	1.0	5.2	3.8
10 MAKES YOU MUCH MORE WILLING	5.8	7.2	6.7
77 DOES NOT BELIEVE STATEMENT	24.8	22.7	23.4
88 WHEN ASKED COULD NOT RATE STATEMENT	5.3	4.0	4.4
99 REFUSED	.5	0	.2
<b>TOTAL</b>	100%	100%	100%

Q:Q4c

Do you believe that fluoride is safe, effective, and saves money?

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not change your willingness at all to have fluoride added and 10 meaning the statement makes you much more willing to have fluoride added.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	6.3	6.6	6.5
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT CHANGE WILLINGNESS AT ALL	3.9	2.0	2.6
1	1.0	.5	.7
2	1.9	.7	1.1
3	1.5	1.0	1.1
4	1.5	2.7	2.3
5	17.0	20.2	19.1
6	8.7	6.9	7.5
7	9.7	11.6	11.0
8	15.5	16.0	15.9
9	3.9	4.7	4.4
10 MAKES YOU MUCH MORE WILLING	7.8	9.1	8.7
77 DOES NOT BELIEVE STATEMENT	19.4	21.2	20.6
88 WHEN ASKED COULD NOT RATE STATEMENT	8.3	3.2	4.9
TOTAL	100%	100%	100%

Q:Q4d

Pediatricians say fluoride is the best way to help children have fewer cavities. Do you believe that statement?

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not change your willingness at all to have fluoride added and 10 meaning the statement makes you much more willing to have fluoride added.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	6.7	7.1	7.0
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT CHANGE WILLINGNESS AT ALL	4.9	1.0	2.3
1	0.0	1.2	.8
2	2.9	.2	1.1
3	1.5	1.0	1.1
4	1.5	1.7	1.6
5	10.2	11.6	11.1
6	7.8	8.6	8.3
7	9.7	12.6	11.6
8	22.8	16.8	18.6
9	6.8	5.7	6.1
10 MAKES YOU MUCH MORE WILLING	9.7	12.6	11.6
77 DOES NOT BELIEVE STATEMENT	19.9	24.7	23.1
88 WHEN ASKED COULD NOT RATE STATEMENT	2.4	2.2	2.3
<b>TOTAL</b>	100%	100%	100%



Q:Q4e

Do you believe that every \$1 invested in fluoride saves \$72 in treatment costs of cavities and dental problems?

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not change your willingness at all to have fluoride added and 10 meaning the statement makes you much more willing to have fluoride added.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	6.2	6.8	6.6
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT CHANGE WILLINGNESS AT ALL	4.4	1.5	2.5
1	.5	.2	.3
2	1.5	.2	.7
3	1.0	2.0	1.6
4	0.0	1.5	1.0
5	14.1	11.6	12.4
6	10.2	7.2	8.2
7	8.7	9.1	9.0
8	13.1	11.6	12.1
9	3.4	3.7	3.6
10 MAKES YOU MUCH MORE WILLING	5.3	8.6	7.5
77 DOES NOT BELIEVE STATEMENT	30.6	35.8	34.0
88 WHEN ASKED COULD NOT RATE STATEMENT	7.3	6.9	7.0
TOTAL	100%	100%	100%

Q:Q4f

Colby, Dodge City, and many other Western Kansas cities have more fluoride occurring naturally in their water than would be added to city water. Do you believe that?

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not change your willingness at all to have fluoride added and 10 meaning the statement makes you much more willing to have fluoride added.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.3	5.6	5.5
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT CHANGE WILLINGNESS AT ALL	4.4	3.7	3.9
1	0.0	1.2	.8
2	1.0	1.5	1.3
3	4.4	2.7	3.3
4	3.9	2.2	2.8
5	19.4	18.3	18.7
6	4.9	5.4	5.2
7	5.8	6.9	6.5
8	4.9	5.9	5.6
9	1.0	1.2	1.1
10 MAKES YOU MUCH MORE WILLING	3.9	4.7	4.4
77 DOES NOT BELIEVE STATEMENT	31.6	31.6	31.6
88 WHEN ASKED COULD NOT RATE STATEMENT	15.0	14.6	14.7
TOTAL	100%	100%	100%

Q:Q4g

How about "The Center for Disease Control says fluoridating water is one of the 10 greatest public health achievements of the 20th century".

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not change your willingness at all to have fluoride added and 10 meaning the statement makes you much more willing to have fluoride added.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	6.5	6.7	6.7
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT CHANGE WILLINGNESS AT ALL	3.4	1.7	2.3
1	0.0	.5	.3
2	1.0	1.0	1.0
3	.5	1.0	.8
4	1.5	2.0	1.8
5	11.2	12.6	12.1
6	8.7	7.2	7.7
7	10.7	11.9	11.5
8	13.1	12.3	12.6
9	2.4	4.2	3.6
10 MAKES YOU MUCH MORE WILLING	6.3	7.9	7.4
77 DOES NOT BELIEVE STATEMENT	34.5	31.9	32.7
88 WHEN ASKED COULD NOT RATE STATEMENT	6.8	5.9	6.2
TOTAL	100%	100%	100%

Q:Q4h

The U.S. Military provides fluoridated water on all military bases. Do you believe that statement?

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not change your willingness at all to have fluoride added and 10 meaning the statement makes you much more willing to have fluoride added.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.7	5.8	5.7
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT CHANGE WILLINGNESS AT ALL	4.9	2.2	3.1
1	.5	1.2	1.0
2	.5	2.0	1.5
3	1.9	3.2	2.8
4	2.9	2.0	2.3
5	12.1	14.8	13.9
6	6.3	4.7	5.2
7	7.3	7.2	7.2
8	8.3	4.2	5.6
9	2.4	2.2	2.3
10 MAKES YOU MUCH MORE WILLING	2.4	5.4	4.4
77 DOES NOT BELIEVE STATEMENT	41.3	42.2	41.9
88 WHEN ASKED COULD NOT RATE STATEMENT	9.2	8.6	8.8
TOTAL	100%	100%	100%

Q:Q4i

How about "Brushing teeth alone isn't enough to prevent cavities, and using fluoride supplements are expensive and hard to use."

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not change your willingness at all to have fluoride added and 10 meaning the statement makes you much more willing to have fluoride added.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.9	6.2	6.1
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT CHANGE WILLINGNESS AT ALL	3.4	2.5	2.8
1	.5	.5	.5
2	1.5	1.7	1.6
3	2.9	1.7	2.1
4	1.0	1.0	1.0
5	13.1	16.3	15.2
6	7.3	7.7	7.5
7	7.3	7.9	7.7
8	7.8	7.7	7.7
9	2.9	3.0	2.9
10 MAKES YOU MUCH MORE WILLING	4.4	6.7	5.9
77 DOES NOT BELIEVE STATEMENT	45.1	39.3	41.2
88 WHEN ASKED COULD NOT RATE STATEMENT	2.4	3.7	3.3
99 REFUSED	.5	.5	.5
<b>TOTAL</b>	100%	100%	100%

Q:Q4j

Fluoride reduces cavities in older people too, helping us all keep our teeth.

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not change your willingness at all to have fluoride added and 10 meaning the statement makes you much more willing to have fluoride added.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	6.0	6.7	6.5
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT CHANGE WILLINGNESS AT ALL	4.4	1.5	2.5
1	0.0	.5	.3
2	.5	1.5	1.1
3	3.9	1.0	2.0
4	3.4	2.0	2.5
5	15.5	14.6	14.9
6	10.7	11.4	11.1
7	11.2	10.9	11.0
8	12.6	13.6	13.3
9	1.5	2.0	1.8
10 MAKES YOU MUCH MORE WILLING	5.8	10.4	8.8
77 DOES NOT BELIEVE STATEMENT	25.7	24.9	25.2
88 WHEN ASKED COULD NOT RATE STATEMENT	4.9	5.9	5.6
TOTAL	100%	100%	100%

Q:Q4k

Many Kansas communities have added fluoride since the 1940's and 1950's.

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not change your willingness at all to have fluoride added and 10 meaning the statement makes you much more willing to have fluoride added.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.7	6.2	6.1
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT CHANGE WILLINGNESS AT ALL	7.8	3.0	4.6
1	1.0	.7	.8
2	.5	1.7	1.3
3	2.9	2.7	2.8
4	2.9	4.7	4.1
5	15.0	15.8	15.5
6	14.1	9.9	11.3
7	10.7	10.9	10.8
8	13.6	10.4	11.5
9	1.9	3.0	2.6
10 MAKES YOU MUCH MORE WILLING	4.9	9.6	8.0
77 DOES NOT BELIEVE STATEMENT	18.0	21.0	20.0
88 WHEN ASKED COULD NOT RATE STATEMENT	6.8	6.7	6.7
TOTAL	100%	100%	100%

Q:Q4L

**WICHITA SURVEY**

Wichita is the third largest city in the United States without fluoride.

**NON-WICHITA SURVEY**

80% of the cities in the United States have fluoridated water, but yours is one of the few that does not have fluoride.

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not change your willingness at all to have fluoride added and 10 meaning the statement makes you much more willing to have fluoride added.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.8	6.0	6.0
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT CHANGE WILLINGNESS AT ALL	5.8	4.0	4.6
1	0.0	1.0	.7
2	1.0	1.5	1.3
3	1.5	3.2	2.6
4	3.9	2.5	2.9
5	12.1	16.5	15.1
6	5.3	5.4	5.4
7	4.9	9.1	7.7
8	7.8	9.4	8.8
9	4.9	3.2	3.8
10 MAKES YOU MUCH MORE WILLING	4.4	6.9	6.1
77 DOES NOT BELIEVE STATEMENT	37.9	30.1	32.7
88 WHEN ASKED COULD NOT RATE STATEMENT	10.7	7.2	8.3
TOTAL	100%	100%	100%



	WICHITA		NON-WICHITA	
	RANK	MEAN	RANK	MEAN
<b>MEANS OF 0 TO 10 “CHANGE WILLINGNESS TO HAVE FLUORIDE ADDED” RATINGS –</b>				
<b>ALL RESPONDENTS</b>				
Pediatricians say fluoride best way	<b>1</b>	6.7	<b>1</b>	7.1
CDC says fluoridating water one of 10 greatest achievements	<b>2</b>	6.5	<b>3</b>	6.7
Fluoride is safe, effective, saves money	<b>3</b>	6.3	<b>5</b>	6.6
Every \$1 saves \$72 in treatment costs	<b>4</b>	6.2	<b>2</b>	6.8
More fluoride after WWII, reduced decay	<b>5</b>	6.0	<b>6</b>	6.5
Fluoride reduces cavities in seniors too	<b>6</b>	6.0	<b>3</b>	6.7
More than 100 groups endorse fluoride	<b>7</b>	5.9	<b>7</b>	6.3
Brushing teeth alone not enough, supplements hard to use, expensive	<b>8</b>	5.9	<b>9*</b>	6.2
One of few cities without fluoride	<b>9</b>	5.8	<b>10</b>	6.0
US Military provides fluoridated water on all bases	<b>10</b>	5.7	<b>11</b>	5.8
Many KS communities added fluoride	<b>11</b>	5.7	<b>9*</b>	6.2
Western KS cities more natural fluoride	<b>12</b>	5.3	<b>12</b>	5.6

	WICHITA		NON-WICHITA	
	RANK	%	RANK	%
<b>DOES NOT BELIEVE “IN FAVOR” STATEMENTS</b>				
<b>ALL RESPONDENTS</b>				
Brushing teeth alone not enough, supplements hard to use, expensive	<b>1</b>	45.1	<b>2</b>	39.3
US Military provides fluoridated water on all bases	<b>2</b>	41.3	<b>1</b>	42.2
One of few cities without fluoride	<b>3</b>	37.9	<b>6</b>	30.1
CDC says fluoridating water one of 10 greatest achievements	<b>4</b>	34.5	<b>4</b>	31.9
Western KS cities more natural fluoride	<b>5</b>	31.6	<b>5</b>	31.6
Every \$1 saves \$72 in treatment costs	<b>6</b>	30.6	<b>3</b>	35.8
Fluoride reduces cavities in seniors too	<b>7</b>	25.7	<b>7</b>	24.9
More fluoride after WWII, reduced decay	<b>8</b>	24.8	<b>9</b>	22.7
Pediatricians say fluoride best way	<b>9</b>	19.9	<b>8</b>	24.7
Fluoride is safe, effective, saves money	<b>10</b>	19.4	<b>10</b>	21.2
Many KS communities added fluoride	<b>11</b>	18.0	<b>11</b>	21.0
More than 100 groups endorse fluoride	<b>12</b>	16.5	<b>12</b>	12.1

\*Shares same rank with another item

	WICHITA		NON-WICHITA	
	RANK	MEAN	RANK	MEAN
<b>MEANS OF 0 TO 10 “CHANGE WILLINGNESS TO HAVE FLUORIDE ADDED” RATINGS – REGISTERED VOTERS ONLY</b>				
Pediatricians say fluoride best way	<b>1</b>	6.8	<b>1</b>	7.1
CDC says fluoridating water one of 10 greatest achievements	<b>2</b>	6.5	<b>4*</b>	6.6
Fluoride is safe, effective, saves money	<b>3</b>	6.4	<b>2*</b>	6.7
Every \$1 saves \$72 in treatment costs	<b>4*</b>	6.3	<b>2*</b>	6.7
More fluoride after WWII, reduced decay	<b>4*</b>	6.3	<b>6</b>	6.5
Brushing teeth alone not enough, supplements hard to use, expensive	<b>6</b>	6.1	<b>8*</b>	6.2
Fluoride reduces cavities in seniors too	<b>7*</b>	6.0	<b>4*</b>	6.6
More than 100 groups endorse fluoride	<b>7*</b>	6.0	<b>7</b>	6.3
One of few cities without fluoride	<b>9</b>	5.9	<b>10</b>	5.9
Many KS communities added fluoride	<b>10</b>	5.8	<b>8*</b>	6.2
US Military provides fluoridated water on all bases	<b>11</b>	5.7	<b>11</b>	5.7
Western KS cities more natural fluoride	<b>12</b>	5.3	<b>12</b>	5.4

	WICHITA		NON-WICHITA	
	RANK	%	RANK	%
<b>DOES NOT BELIEVE “IN FAVOR” STATEMENTS REGISTERED VOTERS ONLY</b>				
Brushing teeth alone not enough, supplements hard to use, expensive	<b>1</b>	44.0	<b>2</b>	39.8
US Military provides fluoridated water on all bases	<b>2</b>	42.9	<b>1</b>	40.7
One of few cities without fluoride	<b>3</b>	38.1	<b>5</b>	31.0
CDC says fluoridating water one of 10 greatest achievements	<b>4</b>	35.7	<b>4</b>	33.0
Western KS cities more natural fluoride	<b>5</b>	30.4	<b>6</b>	30.4
Every \$1 saves \$72 in treatment costs	<b>6</b>	29.8	<b>3</b>	34.5
Fluoride reduces cavities in seniors too	<b>7</b>	26.2	<b>7</b>	26.3
More fluoride after WWII, reduced decay	<b>8</b>	24.4	<b>9</b>	21.2
Pediatricians say fluoride best way	<b>9</b>	21.4	<b>8</b>	25.1
Fluoride is safe, effective, saves money	<b>10</b>	18.5	<b>11</b>	19.8
More than 100 groups endorse fluoride	<b>11</b>	17.3	<b>12</b>	11.2
Many KS communities added fluoride	<b>12</b>	16.1	<b>10</b>	20.6

\*Shares same rank with another item

Q: Q5

After hearing the previous statements, we would like to ask you again, "would you say that you are extremely in favor, somewhat in favor, neutral, somewhat opposed, or extremely opposed to adding fluoride to your city's water supply"?

	Wichita	Non-Wichita	Combined
1 EXTREMELY IN FAVOR	10.2	8.6	9.2
2 SOMEWHAT IN FAVOR	51.0	42.2	45.2
3 NEUTRAL	29.1	37.5	34.7
4 SOMEWHAT OPPOSED	8.7	9.4	9.2
5 EXTREMELY OPPOSED	1.0	2.2	1.8
	100%	100%	100%

Q1 NONEXTREMES RESPONSE TO Q5 (WICHITA)

QUESTION 1 Extremely or somewhat in favor, neutral, or somewhat or extremely opposed to adding fluoride to city water?	QUESTION 5				
	After hearing statements, in favor or opposed to adding fluoride?				
	Extremely in favor	Somewhat in favor	Neutral	Somewhat opposed	Extremely opposed
Somewhat In Favor	16.1	75.9	6.9	1.1	0.0
Neutral	6.1	37.8	52.0	3.1	1.0
Somewhat Opposed	4.8	9.5	14.3	66.7	4.8

The percentages to the left of the highlighted diagonal represent movement towards favoring, while percentages to the right of the highlighted diagonal represent movement toward opposing. It is apparent that there is substantial movement towards favoring, and little movement towards opposing.

Q1 NONEXTREMES RESPONSE TO Q5 (NONWICHITA)

QUESTION 1 Extremely or somewhat in favor, neutral, or somewhat or extremely opposed to adding fluoride to city water?	QUESTION 5				
	After hearing statements, in favor or opposed to adding fluoride?				
	Extremely in favor	Somewhat in favor	Neutral	Somewhat opposed	Extremely opposed
Somewhat In Favor	19.2	74.0	5.5	1.4	0.0
Neutral	3.3	27.3	64.1	3.8	1.4
Somewhat Opposed	0.0	12.0	20.0	56.0	12.0

The percentages to the left of the highlighted diagonal represent movement towards favoring, while percentages to the right of the highlighted diagonal represent movement toward opposing. It is apparent that there is substantial movement towards favoring, and slight movement towards opposing, especially for those originally somewhat opposed.

Q: Q6a

Now I'm going to mention six statements concerning fluoride that are often used by people opposed to fluoridating city water. First you will tell me whether you believe the statement at all. If you do believe the statement, you will rate how much it worries you.

First, do you believe the statement "Too much fluoride causes fluorosis, a discoloring of the teeth?"

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not worry you at all and 10 meaning the statement is extremely alarming.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.7	5.5	5.6
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT WORRY YOU AT ALL	4.4	3.3	3.6
1	1.0	1.8	1.5
2	1.0	2.5	2.0
3	2.4	2.3	2.3
4	4.9	3.3	3.8
5	11.7	11.3	11.4
6	3.9	4.0	4.0
7	7.3	4.8	5.6
8	8.3	3.5	5.1
9	1.5	2.5	2.1
10 IS EXTREMELY ALARMING	5.4	5.0	5.1
77 DOES NOT BELIEVE STATEMENT	41.5	45.8	44.3
88 WHEN ASKED COULD NOT RATE STATEMENT	6.8	10.0	8.9
99 REFUSED		.3	.2
<b>TOTAL</b>	100%	100%	100%

Q:Q6b

Do you believe that fluoride causes cancer?

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not worry you at all and 10 meaning the statement is extremely alarming.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.6	4.9	5.1
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT WORRY YOU AT ALL	2.9	3.0	3.0
1	1.5	2.0	1.8
2	.5	2.3	1.7
3	.5	1.0	.8
4	2.0	.8	1.2
5	6.3	5.3	5.6
6	2.4	1.5	1.8
7	.5	2.5	1.8
8	1.0	2.0	1.7
9	1.5	.8	1.0
10 IS EXTREMELY ALARMING	5.4	3.0	3.8
77 DOES NOT BELIEVE STATEMENT	70.2	69.5	69.8
88 WHEN ASKED COULD NOT RATE STATEMENT	5.4	6.5	6.1
TOTAL	100%	100%	100%

Q:Q6c

How about "Fluoride harms our long-term health because it stays in the system causing health problems like osteoporosis."

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not worry you at all and 10 meaning the statement is extremely alarming.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.9	5.7	5.8
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT WORRY YOU AT ALL	1.5	3.0	2.5
1	0.0	.8	.5
2	2.4	.5	1.2
3	1.5	2.0	1.8
4	.5	1.0	.8
5	8.3	8.3	8.3
6	3.4	2.8	3.0
7	2.9	3.5	3.3
8	3.4	3.5	3.5
9	1.0	1.0	1.0
10 IS EXTREMELY ALARMING	3.9	4.5	4.3
77 DOES NOT BELIEVE STATEMENT	60.5	58.5	59.2
88 WHEN ASKED COULD NOT RATE STATEMENT	10.7	10.8	10.7
TOTAL	100%	100%	100%

Q:Q6d

Do you believe the statement "Fluoride is a poison?"

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not worry you at all and 10 meaning the statement is extremely alarming.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	4.8	4.4	4.5
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT WORRY YOU AT ALL	3.9	5.3	4.8
1	1.5	2.0	1.8
2	3.4	2.5	2.8
3	1.5	2.5	2.1
4	1.5	2.8	2.3
5	7.3	8.0	7.8
6	2.0	2.0	2.0
7	2.9	3.5	3.3
8	2.4	1.5	1.8
9	2.0	.8	1.2
10 IS EXTREMELY ALARMING	2.0	2.8	2.5
77 DOES NOT BELIEVE STATEMENT	65.9	64.0	64.6
88 WHEN ASKED COULD NOT RATE STATEMENT	3.9	2.5	3.0
<b>TOTAL</b>	100%	100%	100%



Q:Q6e

How about... "If they fluoridate our water, they'll use industrial strength fluoride, not the naturally occurring kind"?

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not worry you at all and 10 meaning the statement is extremely alarming.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.7	5.4	5.5
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT WORRY YOU AT ALL	3.4	4.3	4.0
1	1.0	1.3	1.2
2	2.4	1.8	2.0
3	2.4	2.5	2.5
4	2.0	2.5	2.3
5	11.2	12.3	11.9
6	3.4	5.5	4.8
7	5.4	4.0	4.5
8	7.3	3.8	5.0
9	.5	1.5	1.2
10 IS EXTREMELY ALARMING	5.4	5.5	5.5
77 DOES NOT BELIEVE STATEMENT	45.9	44.1	44.7
88 WHEN ASKED COULD NOT RATE STATEMENT	9.8	10.8	10.4
99 REFUSED	0.0	.3	.2
<b>TOTAL</b>	100%	100%	100%

Q:Q6f

Do you believe that "much of the fluoridated water runs off and puts more fluoride into lakes and rivers"?

DOES NOT BELIEVE - ENTER 77

DK or REF "Assuming it was true..."

BELIEVES - Ok. Now rate the statement on a scale of 0 to 10, with 0 meaning it does not worry you at all and 10 meaning the statement is extremely alarming.

	Wichita	Non-Wichita	Combined
<b>MEAN RATING ON 0 TO 10 SCALE</b>	5.5	5.5	5.5
(The mean was calculated with data from those respondents who provided a rating.)			

<b>0 TO 10 RATINGS</b>	Wichita	Non-Wichita	Combined
0 DOES NOT WORRY YOU AT ALL	4.4	5.0	4.8
1	.5	1.0	.8
2	2.9	3.3	3.1
3	2.9	3.5	3.3
4	3.9	1.5	2.3
5	14.6	12.0	12.9
6	4.9	5.5	5.3
7	9.3	5.5	6.8
8	7.3	8.8	8.3
9	2.4	1.8	2.0
10 IS EXTREMELY ALARMING	2.4	4.8	4.0
77 DOES NOT BELIEVE STATEMENT	37.6	40.1	39.2
88 WHEN ASKED COULD NOT RATE STATEMENT	6.8	7.3	7.1
TOTAL	100%	100%	100%

	WICHITA		NON-WICHITA	
	RANK	MEAN	RANK	MEAN
<b>MEAN 0 TO 10 RATINGS OF WORRY “NOT AT ALL TO EXTREMELY ALARMING”  ALL RESPONDENTS</b>				
Fluoride harms long term health, like causing osteoporosis	<b>1</b>	5.9	<b>1</b>	5.7
Too much fluoride causes fluorosis	<b>2</b>	5.7	<b>2*</b>	5.5
They’ll use industrial strength fluoride, not naturally occurring kind	<b>3</b>	5.7	<b>4</b>	5.4
Fluoride causes cancer	<b>4</b>	5.6	<b>5</b>	4.9
Fluoridated water runs off into lakes and rivers	<b>5</b>	5.5	<b>2*</b>	5.5
FLUORIDE IS A POISON	<b>6</b>	4.8	<b>6</b>	4.4

	WICHITA		NON-WICHITA	
	RANK	%	RANK	%
<b>DOES NOT BELIEVE “OPPOSED” STATEMENTS  ALL RESPONDENTS</b>				
Fluoride causes cancer	<b>1</b>	70.2	<b>1</b>	69.5
Fluoride is a poison	<b>2</b>	65.9	<b>2</b>	64.0
Fluoride harms long term health, like causing osteoporosis	<b>3</b>	60.5	<b>3</b>	58.5
They’ll use industrial strength fluoride, not naturally occurring kind	<b>4</b>	45.9	<b>4</b>	44.1
Too much fluoride causes fluorosis	<b>5</b>	41.5	<b>5</b>	45.8
Fluoridated water runs off into lakes and rivers	<b>6</b>	37.6	<b>6</b>	40.1

\*Shares same rank with another item

	WICHITA		NON-WICHITA	
	RANK	MEAN	RANK	MEAN
<b>MEAN 0 TO 10 RATINGS OF WORRY “NOT AT ALL TO EXTREMELY ALARMING”  REGISTERED VOTERS ONLY</b>				
Fluoride harms long term health, like causing osteoporosis	<b>1</b>	5.9	<b>1</b>	5.7
Too much fluoride causes fluorosis	<b>2*</b>	5.7	<b>3*</b>	5.4
Fluoride causes cancer	<b>2*</b>	5.7	<b>5</b>	5.0
They’ll use industrial strength fluoride, not naturally occurring kind	<b>2*</b>	5.7	<b>3*</b>	5.4
Fluoridated water runs off into lakes and rivers	<b>5</b>	5.6	<b>2</b>	5.5
Fluoride is a poison	<b>6</b>	4.8	<b>6</b>	4.5

	WICHITA		NON-WICHITA	
	RANK	%	RANK	%
<b>DOES NOT BELIEVE “OPPOSED” STATEMENTS  REGISTERED VOTERS ONLY</b>				
Fluoride causes cancer	<b>1</b>	72.6	<b>1</b>	69.3
Fluoride is a poison	<b>2</b>	64.3	<b>2</b>	65.2
Fluoride harms long term health, like causing osteoporosis	<b>3</b>	60.7	<b>3</b>	59.3
They’ll use industrial strength fluoride, not naturally occurring kind	<b>4</b>	47.0	<b>4</b>	44.5
Too much fluoride causes fluorosis	<b>5</b>	39.3	<b>5</b>	43.7
Fluoridated water runs off into lakes and rivers	<b>6</b>	36.3	<b>6</b>	39.8

\*Shares same rank with another item

Q:Q7a

Now I am going to read three statements and ask about your agreement with them. The first statement is "fluoride makes the water taste and smell bad". Do you...

	Wichita	Non-Wichita	Combined
1 STRONGLY AGREE	2.5	1.8	2.0
2 AGREE	14.7	13.8	14.1
3 DISAGREE	54.4	46.9	49.4
4 STRONGLY DISAGREE	7.8	9.5	9.0
8 DON'T KNOW	20.6	28.1	25.5
	100%	100%	100%

Q:Q7b

How about "Other fluoride alternatives are better such as sealants or fluoride tablets".

	Wichita	Non-Wichita	Combined
1 STRONGLY AGREE	4.9	3.5	4.0
2 AGREE	31.4	27.3	28.7
3 DISAGREE	40.7	36.8	38.1
4 STRONGLY DISAGREE	4.4	4.3	4.3
8 DON'T KNOW	18.6	28.1	24.9
	100%	100%	100%

Q: Q7c

How about "Fluoride does NOT prevent cavities"?

	Wichita	Non-Wichita	Combined
1 STRONGLY AGREE	1.0	2.0	1.7
2 AGREE	15.2	15.8	15.6
3 DISAGREE	64.2	59.8	61.3
4 STRONGLY DISAGREE	13.7	14.3	14.1
8 DON'T KNOW	5.9	8.3	7.5
	100%	100%	100%

Q: Q8a

Are you a registered voter?

	Wichita	Non-Wichita	Combined
1 YES	82.9	84.8	84.1
2 NO	17.1	14.2	15.2
8 DON'T KNOW	0.0	.8	.5
9 REFUSED	0.0	.2	.1
	100%	100%	100%

“EXTREMES” FROM Q1 RECEIVED THIS QUESTION AND EXITED THE SURVEY.

IF NOT REGISTERED TO VOTE, RESPONDENTS WERE SKIPPED TO Q8e.

OPINION REGARDING ADDITION OF FLUORIDE BY REGISTERED VOTER STATUS

QUESTION 1 Extremely or somewhat in favor, neutral, or somewhat or extremely opposed to adding fluoride to city water?	QUESTION 8 Are you a registered voter?					
	Wichita		Non- Wichita		Combined	
	YES	NO	YES	NO	YES	NO
Extremely In Favor	78.9	21.1	82.5	17.5	81.1	18.9
Somewhat In Favor	82.6	17.4	86.8	13.2	85.2	14.8
Neutral	81.4	18.6	83.3	16.7	82.7	17.3
Somewhat Opposed	85.7	14.3	89.8	10.2	88.6	11.4
Extremely Opposed	94.3	5.7	90.4	9.6	91.5	8.5

Figures represent the distribution of registered voters and non-registered voters according to support for fluoridation. Note that those who are opposed are registered to vote in slightly greater numbers than those who are in favor (for all three groups).

Q: Q8b

Are you registered to vote as a Republican, Democrat, Independent, or some other party?

	Wichita	Non-Wichita	Combined
1 REPUBLICAN	43.5	48.7	46.9
2 DEMOCRAT	30.4	23.0	25.4
3 INDEPENDENT	15.5	15.9	15.8
4 OTHER	4.2	3.2	3.6
8 DON'T KNOW	2.4	3.5	3.2
9 REFUSED	4.2	5.6	5.1
	100%	100%	100%

Q: Q8c

Did you vote in the last city election?

	Wichita	Non-Wichita	Combined
1 YES	69.0	70.5	70.0
2 NO	26.8	27.4	27.2
8 DON'T KNOW	3.6	1.8	2.4
9 REFUSED	.6	.3	.4
	100%	100%	100%

Q: Q8d

Do you intend to vote in the next city election?

	Wichita	Non-Wichita	Combined
1 YES	91.1	89.4	89.9
2 NO	6.5	5.3	5.7
8 DON'T KNOW	2.4	5.0	4.1
9 REFUSED	0.0	.3	.2
	100%	100%	100%

Q: Q8e

Generally speaking, would you describe your political views as very conservative, conservative, moderate, liberal, or very liberal?

	Wichita	Non-Wichita	Combined
1 VERY CONSERVATIVE	8.3	4.0	5.5
2 CONSERVATIVE	33.8	30.6	32.0
3 MODERATE	37.7	49.9	45.8
4 LIBERAL	14.2	7.5	9.8
5 VERY LIBERAL	1.0	2.0	1.7
8 DON'T KNOW	2.9	4.3	3.8
9 REFUSED	2.0	1.8	1.8
	100%	100%	100%

Q: Q9

Are there any children under 18 living in the home?

	Wichita	Non-Wichita	Combined
1 YES	28.4	33.1	31.5
2 NO	71.6	66.7	68.3
9 REFUSED	0.0	.3	.2
	100%	100%	100%

Q: Q10

Have you ever lived in a city with a fluoridated water supply?

	Wichita	Non-Wichita	Combined
1 YES	24.0	31.3	28.9
2 NO	57.4	54.4	55.4
8 DON'T KNOW	18.6	14.0	15.6
9 REFUSED	0.0	.3	.2
	100%	100%	100%



Q: Q11

How many years have you lived in this community?

[IF RESP HAS LEFT AND RETURNED, ADD ALL YEARS]

	Wichita	Non- Wichita	Combined
MEAN NUMBER OF YEARS	32.3	28.3	29.6
LESS THAN ONE YEAR	3.4	3.3	3.3
DON'T KNOW	.5	0.0	.2
REFUSED	.5	.5	.5

Q:Q12

What is the primary source of drinking water in the home?

	Wichita	Non- Wichita	Combined
1 MOSTLY CITY WATER FROM TAP	65.2	67.7	66.8
2 MOSTLY BOTTLED WATER	15.2	16.5	16.1
3 BOTH EQUALLY	18.6	15.3	16.4
8 DON'T KNOW	.5	.3	.3
9 REFUSED	.5	.3	.3
	100%	100%	100%

Q:Q13

Now we have a few questions about yourself. What year were you born?

	Wichita	Non- Wichita	Combined
AGE RANGE	19-90	19-92	19-92
AVERAGE AGE	54	51	52

Q:Q14

What is the highest level of education you completed?

	Wichita	Non-Wichita	Combined
1 LESS THAN H.S. DIPLOMA	3.5	4.3	4.0
2 COMPLETED HIGH SCHOOL	33.7	26.0	28.6
3 SOME COLLEGE	24.6	26.3	25.7
4 ASSOCIATES OR TECHNICAL DEGREE	6.5	14.1	11.6
5 COMPLETED COLLEGE (BACHELOR'S)	20.1	20.5	20.3
6 COMPLETED MASTER'S OR LAW DEGREE	11.1	7.6	8.7
7 DOCTORAL DEGREE	.5	1.3	1.0
	100%	100%	100%

Q: Q15

Was your total family income for the last year above or below \$40,000?

	Wichita	Non-Wichita	Combined
1 WAS IT LESS THAN \$10,000	4.1	5.7	5.2
2 BETWEEN \$10,000 AND \$20,000	12.9	10.9	11.6
3 BETWEEN \$20,000 AND \$30,000	13.5	14.5	14.1
4 BETWEEN \$30,000 AND \$40,000	9.9	14.5	12.9
5 BETWEEN \$40,000 AND \$50,000	18.1	19.0	18.7
6 BETWEEN \$50,000 AND \$60,000	11.1	13.3	12.5
7 BETWEEN \$60,000 AND \$70,000	8.2	6.9	7.4
8 BETWEEN \$70,000 AND \$80,000	4.1	4.2	4.2
9 OR WAS IT OVER \$80,000	18.1	10.9	13.3
	100%	100%	100%

Q:Q16

Are you of Mexican or some other Hispanic origin?

	Wichita	Non-Wichita	Combined
1 YES	4.4	2.3	3.0
2 NO	92.6	96.2	95.0
8 DON'T KNOW	.5	0.0	.2
9 REFUSED	2.5	1.5	1.8
	100%	100%	100%

Q:Q17

Do you consider yourself:

	Wichita	Non-Wichita	Combined
1 WHITE	87.2	94.5	92.0
2 BLACK/AFRICAN AMERICAN	4.9	.3	1.8
3 BIRACIAL	2.5	.3	1.0
4 AMERICAN INDIAN OR ALASKAN NATIVE	1.0	1.8	1.5
5 ASIAN	1.0	.3	.5
6 NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	0.0	0.0	0.0
7 SOME OTHER RACE	.5	1.3	1.0
8 DON'T KNOW	.5	0.0	.2
9 REFUSED	2.5	1.8	2.0
	100%	100%	100%

Q: GENDER

That's all that I have. Thank you very much for your time.

SURVEYOR: WAS THE RESPONDENT...

	Wichita	Non-Wichita	Combined
1 FEMALE	60.0	53	56
2 MALE	40.0	47	44
	100%	100%	100%

## Support For Addition Of Fluoride To City Water By Respondent Type (All Respondents)

S=EXTREMELY OR SOMEWHAT SUPPORT N=NEUTRAL O=EXTREMELY OR SOMEWHAT OPPOSE

	WICHITA			NON-WICHITA			COMBINED		
	S	N	O	S	N	O	S	N	O
Registered voters	49.4	30.7	19.8	42.3	32.8	24.9	44.6	32.1	23.2
Non-registered voters	56.6	34.0	9.4	44.8	39.1	16.1	49.3	37.1	13.6
Intend to vote	44.4	44.4	11.1	38.6	47.5	13.9	40.6	46.5	12.9
Females	51.1	26.3	22.6	46.9	34.0	19.0	48.4	31.3	20.3
Males	50.0	38.5	11.5	37.5	33.2	29.3	41.2	34.8	24.0
Over 55	46.0	40.2	13.8	34.6	51.6	13.7	38.8	47.5	13.8
40-54	35.6	55.9	8.5	38.1	48.4	13.5	37.3	50.8	11.9
30-39	52.0	40.0	8.0	36.9	58.5	4.6	41.1	53.3	5.6
Under 30	30.4	65.2	4.3	30.0	52.5	17.5	30.2	57.1	12.7
Income 40,000+	43.5	43.5	13.0	37.2	50.6	12.2	39.0	50.4	10.6
Income under 40,000	42.2	50.0	7.8	37.1	51.7	11.3	39.1	49.1	11.8
AA/tech degree or higher	40.7	48.0	11.4	33.0	55.4	11.6	35.7	52.7	11.5
Less than AA/tech degree	46.1	46.1	7.9	40.1	45.9	14.0	41.9	46.0	12.1
Mostly city water	39.1	50.4	10.5	37.8	49.3	13.0	38.2	49.6	12.2
Mostly bottled water	45.2	35.5	19.4	31.8	54.5	13.6	36.1	48.5	15.5
Both equally	52.6	44.7	2.6	32.8	57.4	9.8	40.4	52.5	7.1
Children under 18 in home	46.6	41.4	12.1	35.6	52.3	12.1	38.9	48.9	12.1
No children under 18	40.4	50.0	9.6	36.5	50.8	12.8	37.9	50.5	11.7
Republican	41.1	46.6	12.3	39.4	46.1	14.5	39.9	46.2	13.9
Democrat	45.1	41.2	13.7	34.6	51.3	14.1	38.8	47.3	14.0
Independent	50.0	50.0	0.0	33.3	51.9	14.8	38.8	51.3	10.0

While there are differences between Wichita and Non-Wichita data which can be explored, here are some general comments regarding the combined data. For all groups, non-registered voters tend to show more support than registered voters. Opposed respondents are more likely to be registered voters than respondents in favor. Of those respondents who intend to vote, the highest number are neutral (46.5%). Females are more likely to be in support of fluoridation, and males are more likely to be opposed. The Under 30 age bracket is most likely to be neutral and least likely to be in favor of fluoridation. Income, education, the existence of children in the home, and political affiliation all demonstrated very little support variation in the combined data set.