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***DEPARTMENT OF HEALTH - WATER UNIT***  
***CARNARVON FLUORIDATION SURVEY 2012***

***PREPARED FOR:***

***DEPARTMENT OF HEALTH - WATER UNIT***

***DATE:***

***30<sup>TH</sup> OF MAY 2012***

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- Responsibilities to respondents
- Researchers' professional responsibilities
- Researchers' and clients' mutual rights and responsibilities

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## **Privacy Regulations and Confidentiality**

The telephone interviews for this project were conducted with randomly selected members of the public residing in Carnarvon. These individual responses were combined and the findings in this report are only discussed on an aggregate level.

Under the privacy principals of the market research industry, unless explicit permission has been given by individual respondents, respondent identity cannot be revealed to the research client or any other third party under any circumstance. Whilst records are kept for the purpose of validating survey results (10% of each interviewer's work is validated by means of a call back check interview) the data record is de-identified as soon as practical after the survey.

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## **1.0 INTRODUCTION**

Carnarvon is a coastal town situated approximately 900 kilometres north of Perth, Western Australia. It lies at the mouth of the Gascoyne River on the Indian Ocean. The popular Shark Bay world heritage area lies to the south of the town and the Ningaloo Reef lies to the north. At the 2006 census, Carnarvon had a population of 5,283. The estimated population in the Carnarvon area was 6,219 in 2010.

The Department of Health is considering fluoridating the public water supply in the Carnarvon area. The water already contains some natural fluoride. Most of Western Australia's drinking water is fluoridated to benefit teeth.

The Department of Health is looking for reliable and independent feedback from the community to inform any decision into whether Carnarvon's public water supply should be fluoridated.

The Water Unit of WA's Department of Health commissioned the Patterson Research Group, as an independent research consultancy, to complete a reliable community survey among residents in the Carnarvon area. The main aims of the research were to investigate the residents' awareness and attitudes regarding fluoridation of the water supply in the Carnarvon area. The research data found in this community survey will be used in the assessment on whether or not to add fluoride to the public water supply in Carnarvon.

In March 2012, a total of 357 telephone interviews were completed with residents within households in the Carnarvon area (post code area 6701). The project was originally designed to cover a sample of 400 completed interviews. However, in consultation with the Department of Health the target sample was revised to n=357. There were two factors in this decision. The first was due to sample exhaustion (running out of sufficient fresh sample, i.e. unused telephone numbers). The second issue, which emerged towards the end of the field work period, was the discovery that some residents were attempting to start a campaign to influence the research results among the research target group by encouraging other residents to provide specific 'desirable' answers.

This development introduced **the serious potential** for the survey results to be distorted by the influence campaign targeted at the general public, which could have a clear effect on the survey findings. Whilst the prospect of this campaign materially affecting the results at a very late stage of the program was limited, it was decided to remove any chance of contamination by curtailing the sample at 357 completed interviews.

Nevertheless, for an adult population of the size of Carnarvon, a sample of n=357 provides a maximum survey error of  $\pm 5.0\%$  at the 95% confidence level, which is sufficient for reliable statistical analysis. The reader should refer to Section 2 for full details of the research approach and sampling procedure.

## 2.0 RESEARCH APPROACH

### 2.1 RESEARCH OBJECTIVES

The Water Unit of WA's Department of Health commissioned the Patterson Research Group, as an independent research consultancy, to complete a reliable community survey among residents in the Carnarvon area. The main aims of the research were to investigate the residents' awareness and attitudes regarding fluoridation of the water supply in the Carnarvon area. The research data found in this community survey will be used in the assessment on whether or not to add fluoride to the public water supply in Carnarvon.

### 2.2 RESEARCH METHOD

#### 2.2.1 FIELDWORK DETAILS

Fieldwork was carried out by West Coast Field Services from the telephone room based in Applecross, WA. The data collection period was from the 12<sup>th</sup>– 23<sup>rd</sup> of March 2012.

All interviews were conducted by means of a random dial telephone survey. Prior to the commencement of interviewing, all team members were fully briefed as to the purpose of the survey along with any necessary question specific instructions. All calls were made using WCFS dedicated Computer Assisted Telephone Interviewing software; SurveyCraft.

#### 2.2.2 SAMPLE SELECTION

The survey was structured to provide an accurate and reliable assessment of the community sentiment among residents in the whole Carnarvon area (postal code area 6701).

The research was carried out as a quota controlled random dial telephone survey based on samples from the White Pages on CD-Rom. The research target group was the adult community (aged 18+) in the Carnarvon geographical area. In order to generate a representative spread soft quota were set on gender and age. To ensure respondents met the research requirements, each respondent was screened to ensure they were aged 18 or over and currently living in the target area.



**2.2.3 QUESTIONNAIRE**

The questionnaire used for the research was designed by the Water Unit of WA’s Department of Health and was used for similar research in other geographical areas previously. To be able to use questionnaire for the specific research purposes in the Carnarvon area, the previously used questionnaire was updated by Patterson Research Group personnel in consultation with key personnel from the Water Unit of WA’s Department of Health. A copy of the final questionnaire, as used for the data collection has been provided in Appendix A.

**2.2.4 SAMPLE SIZE AND SURVEY PRECISION**

As mentioned in section 1.0, in discussions between the Department of Health and Patterson Research Group during fieldwork, the originally planned target sample of n=400 was reduced to n=357 due to sample exhaustion and due to individual residents commencing a lobby campaign seeking to influence the survey results. Any influence of such a campaign was prevented by closing the fieldwork at n= 357 prior to the expected start of this campaign.

A sample of n=357 provides a maximum survey error of ± 5.0% at the 95% confidence level, which is sufficient for reliable statistical analysis. See also the survey precision table below.

<b>SURVEY PRECISION TABLE</b>	<b>SURVEY ERROR at 95% level of confidence</b>
n=357 Total sample (est. population – 6,219)	± 5.0%
<b>Gender sub-group</b>	
Male n=161 (est. population approx. 3,250)	± 7.5%
Female n= 196 (est. population approx. 3,000)	±6.8%
<b>Age sub-groups</b>	
18-39 years n= 91 (est. population approx. 2,500)	± 10.1%
40+ years n= 266 (est. population approx. 3,750)	± 5.8%

### *2.2.5 DATA PROCESSING AND ANALYSIS*

As a means of ensuring the highest quality of data, WCFS routinely validate a proportion of all data. Effectively this means random selections of respondents are re-contacted and their recorded responses are checked to ensure the most accurate recording of data is upheld by the field team at all times.

Following data collection, responses to open ended and "other specify" questions were coded (the process by which similar responses are assigned a numerical code) to allow for quantitative analysis. Again, a proportion of all coded data is verified to ensure quality throughout the data processing stage.

The final data set was analysed using The Patterson Research Group's dedicated survey analysis software; SurveyCraft, the result of which are quantitative data tables.

### *2.2.6 WEIGHTING OF THE DATA*

Post data collection, the data was weighted according to the latest census data available from the Australian Bureau of Statistics (ABS census 2006). The Patterson Research Group routinely weights data to ensure that the sample profile most closely represents to true profile of the WA community, in terms of age and gender.

Appendix B contains the weighted data tables which form the basis of this report. The weighted data tables have been used for the analysis on a total sample and subgroup level. The weighted results are representative for the socio demographic variables of the target area (post code area 6701).



**2.2.7 RESPONSE RATE**

The response rate is calculated as the number of interviews completed as a proportion of the total number of contact calls. The response rate was calculated at 36.8%. A response rate of 36.8% is considered high as in general expected response rates for similar projects are between 15% and 30%.

<b>Response Rate</b>		<b>N= 357</b>
<b>Interviews</b>		<b>357</b>
<b>Refusals</b>		<b>371</b>
<b>Answer machine</b>		<b>25</b>
<b>Call back</b>		<b>29</b>
<b>No reply/engaged (called up to 6 times)</b>		<b>24</b>
<b>Termination</b>		<b>0</b>
<b>Number called more than 6 times</b>		<b>165</b>
<b>Total Numbers called</b>		<b>971</b>
<b>Overall Response Rate:</b>		<b>36.8%</b>

**2.2.8 RESPONDENT PROFILE**

A total of n= 357 interviews were completed among the adult population within households of the Shire of Carnarvon (post code area 6701).

The table below provides a detailed breakdown of the key sub-groups included in this survey. Both the 'un-weighted' and the 'weighted' results are shown. Post data collection, the data was weighted according to the latest census data available from the Australian Bureau of Statistics (ABS).

**Respondent Profile Carnarvon Fluoride Survey**

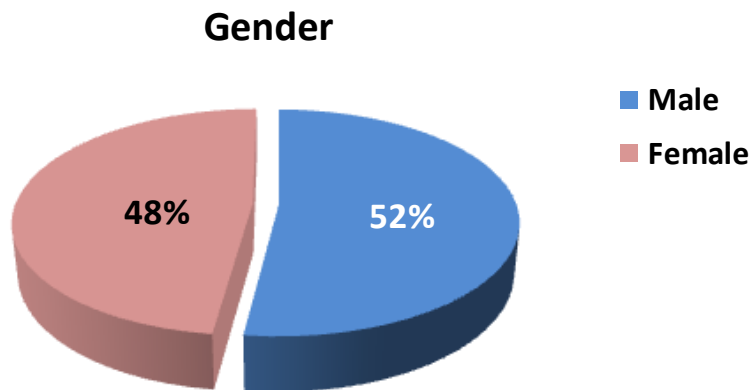
		Sample Size (not weighted)	TOTAL n= 357 %	Sample Size (weighted)	TOTAL n= 357 %
Gender	Male	161	45	186	52
	Female	196	55	171	48
Age	18 – 39 years	91	25	141	40
	40+ years	266	75	216	60
Life Stage	Single	41	11	50	14
	Young Couple	24	7	36	10
	Young Parents	67	19	84	24
	Mature Parents	60	17	53	15
	Empty Nest/Retiree	165	46	133	37
Household Income	Up to \$50K	133	37	126	35
	\$50 to \$100K	94	26	95	26
	\$100K+	82	23	85	24
	Not given	48	13	51	14
Connected to public water supply	Connected	317	89	317	89
	Not connected	38	11	38	11
Location	6701	357	100	357	100
	Not 6701	-	-	-	-
<b>TOTAL SAMPLE</b>		<b>357</b>	<b>100%</b>	<b>357</b>	<b>100%</b>

### 3.0 DETAILED FINDINGS

#### 3.1 DEMOGRAPHICS

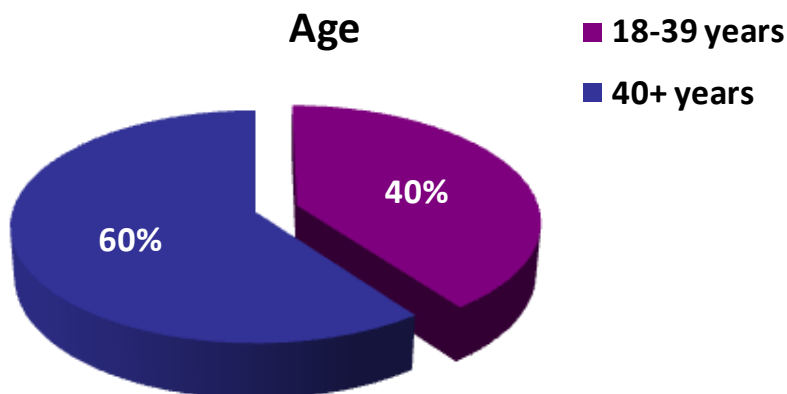
##### Gender

The sample is representatively split by gender. In the weighted sample 52% are males and 48% are females. This represents the population profile of Carnarvon.



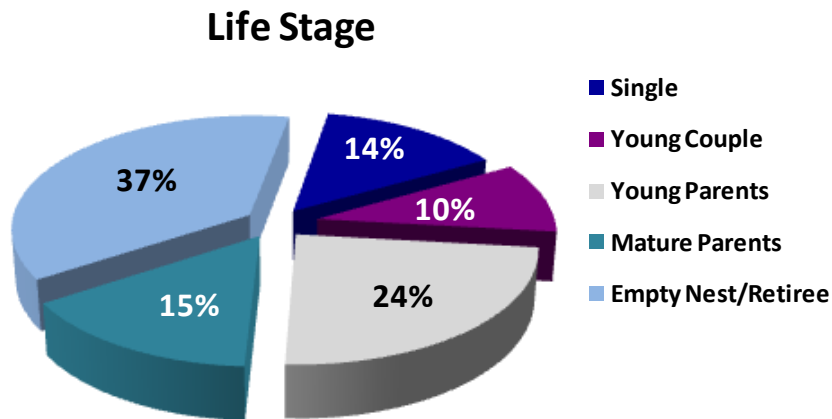
##### Age

The weighted sample is representative for the division in age groups in the Shire of Carnarvon. In the weighed sample 40% of the respondents are aged between 18 and 39 and 60% of the respondents are 40 years or over. People under 18 years old were not included as respondents under the age of 18 were not allowed to participate.



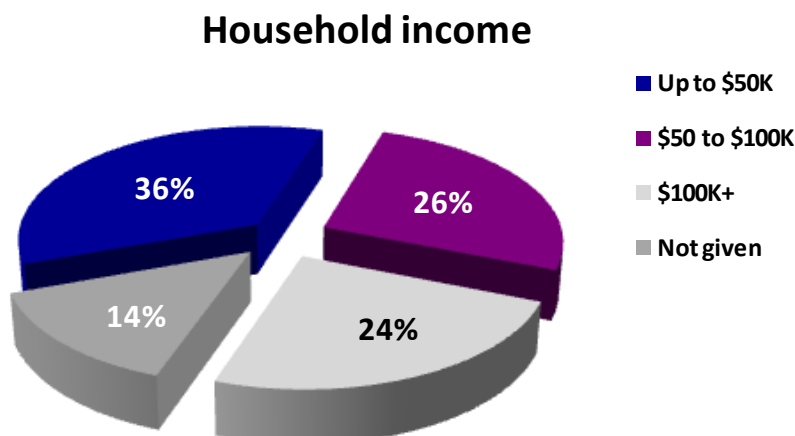
**Life stage**

Based on the weighting on gender and age; the weighted life-stage sample is shown below. The proportions of the different life-stages of the respondents are generally in line with the results on age. A large proportion of the Carnarvon population is 40 years or over.



**Household income (response based)**

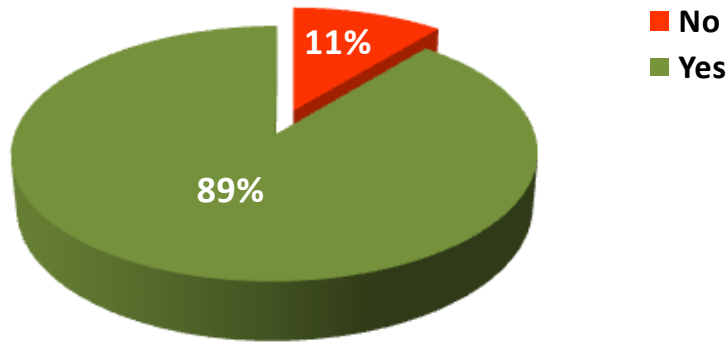
Based on the weighting on gender and age; the weighted household income of the sample is shown below. The three standard household income groups show quite an even division in the Carnarvon area. 14% of all respondents (weighted) preferred not to provide any details about their household income.



### 3.2 CONNECTED TO THE PUBLIC WATER SUPPLY

Question 1 of the survey was 'Is your residence connected to the public water supply?' The results are shown in graph 3.2 below.

**Graph 3.2 Connected to the public water supply (n= 357)**



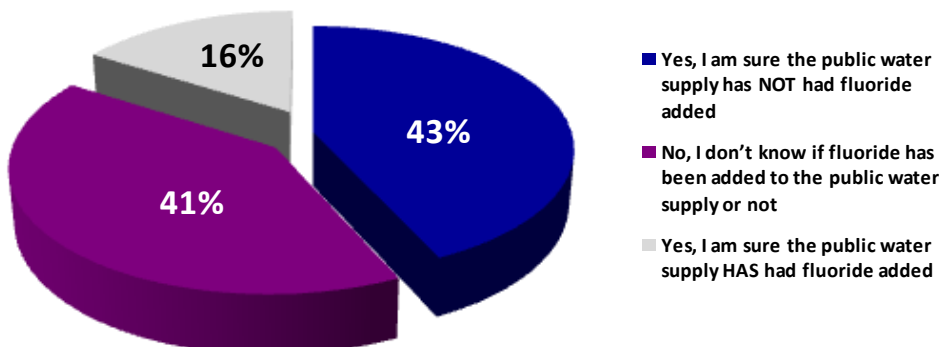
89% of all the households included in the survey were connected to the public water supply, whereas 11% were not connected to the public water supply.

Respondents in the household income group \$50K to \$100K were significantly less often connected to the public water supply (82%) than the respondents in other income groups (94% for both other groups).

### 3.3 FLUORIDE IN THE PUBLIC WATER SUPPLY

Question 2 of the survey was 'Do you know whether fluoride has or has not been added to your public water supply?' This question was only asked from respondents who are connected to the public water supply. The results are shown in graph 3.3 below.

**Graph 3.3 Awareness fluoride added to water supply or not (n= 319)**



43% of all respondents were sure that no fluoride had been added to the public water supply, whereas 41% of all respondents didn't know whether fluoride had been added to the public water supply or not. 16% of all respondents were convinced that fluoride had been added to the public water supply in Carnarvon.

Females (49%) significantly more often than males (37%) reported that they were convinced that no fluoride had been added to the public water supply, whereas males slightly (though not significantly) more often reported either that they didn't know whether fluoride had been added to the public water supply or not (43% vs. 39%). Males also slightly more often (not significantly) reported that they thought that fluoride had actually been added to the public water supply (20% vs. 12% for females).

Respondents in the household income group up to \$50K (34%) significantly less often than respondents in the other income groups reported that they were convinced that no fluoride had been added to the public water supply. With 50%, these respondents in the household income group up to \$50K significantly more often than respondents in the other income groups indicated that they didn't know whether fluoride had been added to the public water supply or not.

49% of all respondents who later in the questionnaire didn't agree with the addition of fluoride to the water supply (for details see section 3.4 on next page) reported that they were aware that no fluoride had been added to the public water supply, whereas significantly less respondents who later in the questionnaire did agree with the addition of fluoride to the water supply reported that they were aware that no fluoride had been added to the public water supply (30%).

28% of the respondents who later did agree with the addition of fluoride were convinced that fluoride had already been added to the public water supply. With 14%, this was significantly less among respondents who didn't turn out to agree with the addition of fluoride.

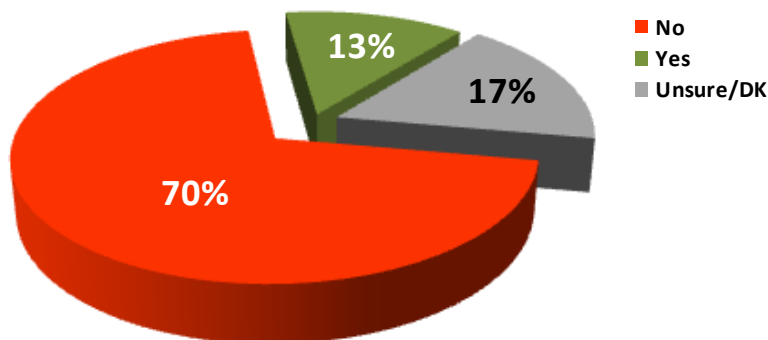
### 3.4 ATTITUDE TOWARDS FLUORIDATION

A series of questions was asked about the notion of adding fluoride to the town water supplies. It revealed quite strong opinions.

#### 3.4.1 SHOULD FLUORIDE BE ADDED TO THE TOWN WATER?

Question 3 of the survey was **'Do you agree with the addition of fluoride to the public drinking water supply?'** The results are shown in graph 3.4.1 below.

**Graph 3.4.1 Agree with addition of fluoride to the water supply or not (n= 357)**



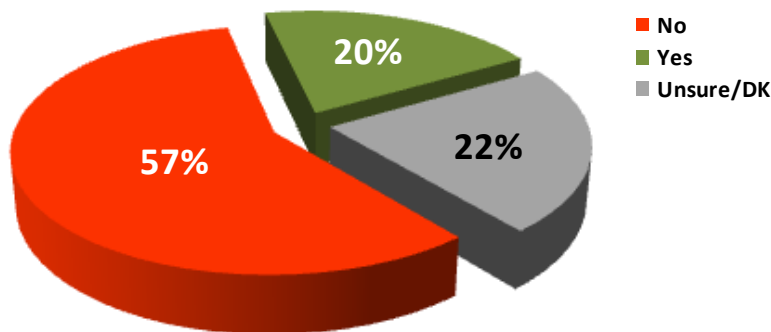
**A vast majority of all respondents (70%) did not agree with the addition of fluoride to the public drinking water supply in Carnarvon.** This majority of 70% is significant. 13% of the respondents were in favour of adding fluoride to the drinking water supply and 17% of the respondents were indecisive.

The results were quite evenly spread over the different socio-demographic groups. The scores were exactly the same for males and females. No clear differences in results were found based on household incomes. Mature respondents (aged 40+) slightly more often than younger respondents (18 to 39 years) both agreed (16% vs. 8%) and disagreed with the addition of fluoride to the water supply (73% vs. 66%). The younger respondents significantly more often than the mature respondents indicated that they were unsure about whether to agree or not (26% vs. 11%).

3.4.2 MOST BELIEVE IT NOT SAFE TO ADD FLUORIDE TO WATER SUPPLIES

Question 4 of the survey was 'Do you believe that the addition of fluoride to the public drinking water supply is safe?' The results are shown in graph 3.4.2 below.

**Graph 3.4.2 Opinion whether the addition of fluoride to the water supply is safe or not (n= 357)**



**A vast majority of all respondents (57%) was convinced that the addition of fluoride to the public drinking water is not safe.** This majority of 57% is significant. 20% of the respondents indicated that they think it is safe to add fluoride to the public drinking water and 20% were indecisive.

The results were quite evenly spread over the different socio-demographic groups. The scores for males and females were comparable. No clear differences in results were found based on household income either. Younger respondents slightly more often than more mature respondents indicated that they were unsure about whether to agree or not, however the difference was not significant.

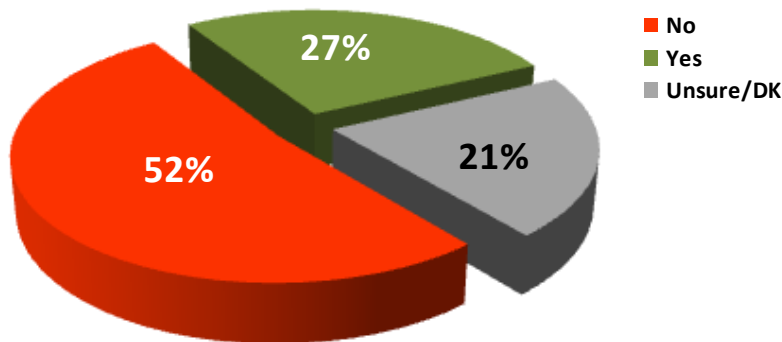
95% of the respondents who agreed with addition of fluoride to the water supply (13% of total number of respondents) reported that they think it is safe to add fluoride to the water supply, whereas 78% of the respondents who did not agree with addition of fluoride to the water supply (70% of total number of respondents) indicated that they think it is not safe to add fluoride to the water supply. There is a high correlation between the respondents' beliefs whether it is safe or not to add fluoride to the water supply and the respondents' opinions in being in favour or against doing so.



3.4.3 LITTLE ACCEPTANCE THAT FLUORIDATION IMPROVES DENTAL HEALTH

Question 5 of the survey was 'Do you believe that the addition of fluoride to public drinking water supplies can help prevent tooth decay?' The results are shown in graph 3.4.3 below.

**Graph 3.4.3 Belief whether the addition of fluoride to the water supply can help prevent tooth decay (n= 357)**



**52% of all respondents did not believe that the addition of fluoride to the water supply can help prevent tooth decay.** This majority of 52% is significant. 27% of the respondents indicated that they do believe that addition of fluoride to the water supply can help prevent tooth decay. 21% of all respondents were unsure.

The results were quite evenly spread over the different socio-demographic groups. The scores for males and females were comparable. Though younger respondents (31%) slightly more often than more mature respondents (24%) indicated that they do believe that addition of fluoride to the water supply can help prevent tooth decay, this difference is not significant. Respondents in the '\$100K and over' income group significantly more often than respondents within the 'up to \$50K' income group indicated that they believe that addition of fluoride to the water supply can help prevent tooth decay (36% vs. 21%).

84% of the respondents who agreed with addition of fluoride to the water supply (13% of total number of respondents) reported that they think that addition of fluoride to the water supply can help prevent tooth decay. 66% of the respondents who did not agree with addition of fluoride to the water supply (70% of total number of respondents) indicated that they don't think that addition of fluoride to the water supply can help prevent tooth decay. There seems to be a high correlation between the respondents' beliefs whether the addition of fluoride to the water supply can help prevent tooth decay and the respondents' opinions in being in favour or against actually adding fluoride to the water supply.

The 52% of respondents who indicated that they DON'T think that the addition of fluoride to public drinking water supplies can help prevent tooth decay (52% of total number of respondents, n= 187) were asked to further explain their response in their own words. The following pattern in responses was found after coding of the verbatim responses;

- **28% have enough fluoride in water/water is fine as it is/ never had tooth problems;**
- **28% based on information about poisonous effects/ based on research against it/ negative word-of-mouth;**
- **17% fluoride doesn't impact teeth / teeth still decay/ fluoride in water doesn't help against tooth decay;**
- **16% I can get fluoride from other sources (toothpaste, certain foods);**
- **12% (most) tooth decay is from other problems (sugar, soft drinks);**
- **9% other;**
- **4% unsure / don't know;**
- **1% refused.**

The verbatim responses are provided in Appendix C.

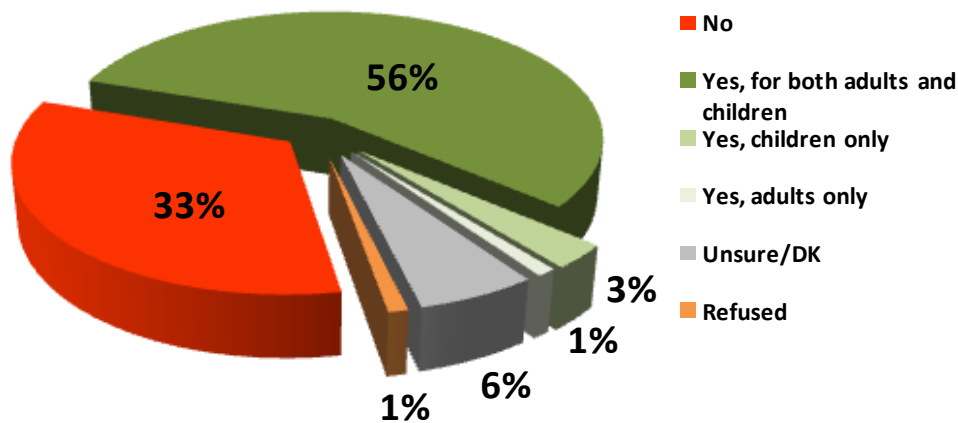
The 27% of respondents who indicated that they DO think that the addition of fluoride to public drinking water supplies can help prevent tooth decay (27% of total number of respondents, n= 92) were also asked to further explain their response in their own words. The following pattern in responses was found after coding of the verbatim responses;

- **44% fluoride is used in toothpaste/ it is good for teeth;**
- **29% research related/ positive effect proven in the past;**
- **24% brought up with fluoride in water/ always had it;**
- **9% Other;**
- **4% unsure / don't know.**

The verbatim responses are provided in Appendix C.

The 27% of respondents who indicated that they DO think that the addition of fluoride to public drinking water supplies can help prevent tooth decay (27% of total number of respondents, n= 92) were asked (question 6) whether they agree with addition of fluoride to the water supply to assist in the prevention of tooth decay or not. This question was not asked of other respondents. The results are shown in graph 3.4.4 below.

**Graph 3.4.4 Agree with addition of fluoride to the water supply to assist in the prevention of tooth decay or not (n= 92)**

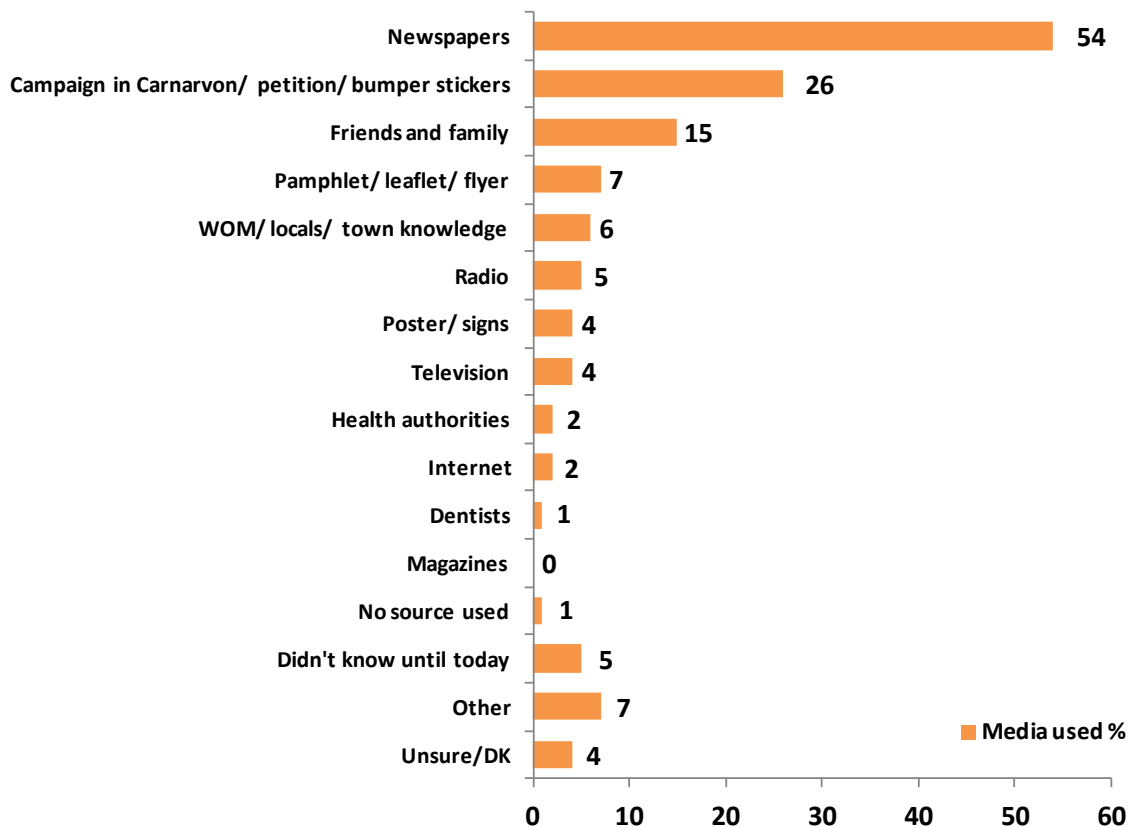


**In total, 60% of the respondents who indicated that they DO think that the addition of fluoride to public drinking water supplies can help prevent tooth decay were in favour of adding fluoride to the water supply to assist in the prevention of tooth decay.** 56% thought it was good for both adults and children, whereas 3% indicated that they thought it was good for children only and 1% indicated that they thought it was good for adults only. 33% of these respondents indicated that they were against the addition of fluoride to public drinking water supplies even while they reported to believe that the addition of fluoride to public drinking water supplies can help prevent tooth decay. 6% of these respondents were unsure and 1% refused to answer the question. The sample sizes on subgroup level at this question are too small for further analysis on subgroup level.

### 3.5 INFORMATION RECEIVED ON FLUORIDATION

In question 7, all respondents were asked to indicate how they found out about the subject of addition of fluoride to the public drinking water supplies. The media that were reported to be used by the respondents are shown in graph 3.5 below.

**Graph 3.5 Media used to find out about the addition of fluoride to the public drinking water supplies (n= 357)**



Most respondents (54%) obtained their information about the addition of fluoride to the public drinking water supplies from newspapers. 26% indicated that they knew about the subject through campaigns organised in Carnarvon which (amongst others) included petitions and the use of bumper stickers. 15% found out through friends and family. A variety of other media types were also used, all generating a 7% response or less.

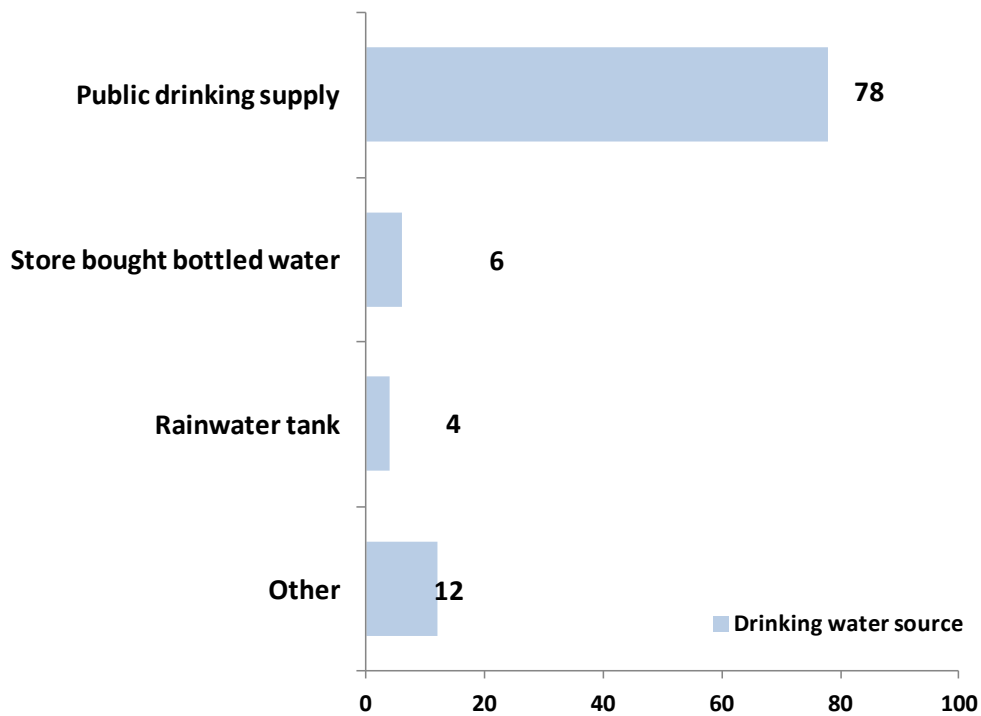
Respondents in the '\$100K and over' income group significantly more often than respondents within the 'up to \$50K' income group indicated that they found out through newspapers (64% vs. 46%) or through the campaign in Carnarvon (37% vs. 16%).

Males (20%) significantly more often than females (10%) found out through friends and family, whereas females tended to use most other media types more often than men, though not significantly more often. No clear differences were found between age groups.

### 3.6 DRINKING WATER SOURCE

Question 8 of the survey was 'What is your most commonly used source of drinking water at home?' The results are shown in graph 3.6 below.

**Graph 3.6 Most commonly used source of drinking water at home (n= 357)**



With 78%, most respondents reported use of tap water from the public drinking supply, whereas 6% mostly use bottled water bought in a store and 4% mostly use rainwater from a tank. 12% reported other sources, which generally mostly included (self-) filtered tap water, water from the river and bore water.

***APPENDIX A – QUESTIONNAIRE***

**Department of Health – Water Unit**  
**Health and Wellbeing Survey Water Fluoridation - Carnarvon 2012**

**Introduction**

Hello, my name is (...) from Patterson Research Group. We are calling on behalf of the WA Department of Health. We are conducting a very brief survey in the Carnarvon area to ask you and your neighbours about your attitude towards the addition of fluoride to public drinking water.

Could I please speak to the person in your household aged 18 years or over who will be having the next birthday?

Your responses will form part of a picture of your local community. The results of the survey will be used to help us obtain a good community view on the addition of fluoride to public drinking water supplies.

The survey will take approximately 5 minutes and all responses will be held in the strictest confidence.

**Federal Privacy laws protect the confidentiality of any comments you make in relation to this survey. Your responses will be used solely for research purposes and while we prefer you to answer all questions in the survey, you do not have to.**

**SCREENER**

S1. As we are focusing on the Carnarvon area in this survey could you please let me know what postcode you live in?

6701	1	
Not 6701	89	<b>Screen out</b>
Unsure / Don't know / Can't remember (screen out)	90	<b>Screen out</b>

**Department of Health – Water Unit**  
**Health and Wellbeing Survey Water Fluoridation - Carnarvon 2012**

S2. Could you please let me know what suburb or location you live in?

Carnarvon	1	
East Carnarvon	2	
South Carnarvon	3	
Kingsford	4	
Morgantown	5	
Babbage Island	6	
Bernier Island	7	
Brockman	8	
Brown Range	9	
Carbla	10	
Coral Bay	11	
Dorre Island	12	
Gilroyd	13	
Greys Plain	14	
Inggarda	15	
Kennedy Range	16	
Lyndon	17	
Macleod	18	
Massey Bay	19	
Mauds Landing	20	
Minilya	21	
Ningaloo	22	
North Plantations	23	
South Plantations	24	
Talisker	25	
Woodleigh	26	
Wooramel	27	
Yalardy	28	
Yandoo Creek	29	
Other specify _____	87	
Unsure / Don't know / Can't remember (screen out)	90	

S3. Could you please tell me your age?

Enter age \_\_\_\_\_ (two decimals)

S4. Record the sex

MALE                    1  
 FEMALE                2



**Department of Health – Water Unit**  
**Health and Wellbeing Survey Water Fluoridation - Carnarvon 2012**

**QUESTIONNAIRE Water Fluoridation**

Q1. Is your residence connected to the public water supply? (Single response)

No	1	<b>Go to Q3</b>
Yes	2	<b>Go to Q2</b>
Unsure / Don't know / Can't remember	90	<b>Go to Q2</b>
Refused	99	<b>Go to Q2</b>

Q2. Do you know whether fluoride has or has not been added to your public water supply? (Single response)

No, I don't know if fluoride has been added to the public water supply or not	1
Yes, I am sure the public water supply <b>HAS</b> had fluoride added	2
Yes, I am sure the public water supply has <b>NOT</b> had fluoride added	3
Refused	99

Q3. Do you agree with the addition of fluoride to the public drinking water supply? (Single response)

No	1
Yes	2
Unsure / Don't know	90
Refused	99

Q4. Do you believe that the addition of fluoride to the public drinking water supply is safe? (Single response)

No	1
Yes	2
Unsure / Don't know	90
Refused	99

Q5. Do you believe that the addition of fluoride to public drinking water supplies can help prevent tooth decay? (Single response)

No	1	<b>Go to Q5a1</b>
Yes	2	<b>Go to Q5a2</b>
Unsure / Don't know	90	<b>Go to Q6</b>
Refused	99	<b>Go to Q7</b>

**Department of Health – Water Unit**  
**Health and Wellbeing Survey Water Fluoridation - Carnarvon 2012**

**(Q5a1 ONLY IF 'NO' at Q5)**

Q5a1. Can you please further explain why you gave this response; why you **DON'T** think that the addition of fluoride to public drinking water supplies can help prevent tooth decay? (Probe fully)

_____	1
Unsure / Don't know / Can't remember	90
Refused	99

**(Q5a2 ONLY IF 'YES' at Q5)**

Q5a2. Can you please further explain why you gave this response; why you **DO** think that the addition of fluoride to public drinking water supplies can help prevent tooth decay? (Probe fully)

_____	1
Unsure / Don't know / Can't remember	90
Refused	99

**(Q6a ONLY IF 'YES' at Q5)**

Q6a. Would you be in favour of adding fluoride to the public drinking water supply to assist in the prevention of tooth decay? (Single response).

**(Interviewer note: if respondent says "yes", clarify which yes option: "would this be for children only, for adults only or for both adults and children?" – please code options 2, 3 or 4)**

No	1
Yes, for children only	2
Yes, for adults only	3
Yes, for both adults and children	4
Unsure / Don't know	90
Refused	99

**Department of Health – Water Unit**  
**Health and Wellbeing Survey Water Fluoridation - Carnarvon 2012**

Q7. How did you find out about the addition of fluoride to public drinking water supplies?  
**(Multiple responses possible).**

Newspapers	1
Magazines	2
Television	3
Radio	4
Advertisements for dental products	5
Health authorities	6
Dentists	7
Friends and family	8
Internet (if possible specify, which websites) _____ website	9
Other _____ (specify)	87
No information / source (used)	88
Didn't know about it before (now)	89
Unsure / Don't know / Can't remember	90
Refused	99

Q8. What is your most commonly used source of drinking water at home? (Single response)

Tap water from public drinking water supply	1
Store bought bottled water	2
Rainwater tank	3
Other _____ (specify)	87
Unsure / Don't know	90
Refused	99

**Department of Health – Water Unit**  
**Health and Wellbeing Survey Water Fluoridation - Carnarvon 2012**

- D1 Which of the following best describes your personal circumstance: READ OUT  
 SR
- |  |    |
|--|----|
| Young single (17-24 yrs)   | 1  |
| Middle single (25-44 yrs)  | 2  |
| Mature single (45-64 yrs)  | 3  |
| Young Couple (<45yrs)  | 4  |
| Young Family (singles or couples with dependents, where oldest <13 yrs)  | 5  |
| Mature Family (singles or couples with dependents, where oldest >13 yrs) | 6  |
| Empty Nester (couples 45-64 yrs with no dependents at home)              | 7  |
| Retirees (singles or couples 65+ yrs with no dependents at home)         | 8  |
| REFUSED  | 99 |

D2 Lastly what is your combined household income before tax?

Up to \$40K	1
\$41k - \$50K	2
\$51K - \$60K	3
\$61K - \$70K	4
\$71K- \$80K	5
\$81K- \$100K	6
\$101K - \$120K	7
\$121K-\$150K	8
\$151K+	9
Unsure / Don't know / Can't remember	90
REF	99

Thank you for your time. That completes the actual survey, but in case my supervisor needs to check my work could I please have your name and a contact number. **These details are only for our checking procedures. Apart from the checking process, you will not be contacted again after this survey, nor will your name be recorded on any database.**

NAME \_\_\_\_\_ TELEPHONE NO \_\_\_\_\_

INTERVIEWER NAME \_\_\_\_\_ INT NO \_\_\_\_\_

I hereby certify that these interviews are accurate and complete, taken in accordance with my instructions and the ICC/ESOMAR international code.

INTERVIEWERS SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

***APPENDIX B – DATA ANALYSIS TABLES***

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TABLE 1 STANDARD BANNER \*BY\* STANDARD BANNER  
PAGE 1

BASE: WTD. RESP.  
WEIGHTS: CARNARVON Weights Matrix

TABLE 2 STANDARD BANNER \*BY\* Q1. Is your residence connected to the public water supply?  
PAGE 3

BASE: WTD. RESP.  
WEIGHTS: CARNARVON Weights Matrix

TABLE 3 STANDARD BANNER \*BY\* Q2. Do you know whether fluoride has or has not been added to your public water supply?  
PAGE 4

BASE: WTD. RESP.  
WEIGHTS: CARNARVON Weights Matrix  
FILTERS: Q1. Is your residence connected to the public water supply?( \*NOT\* No)

TABLE 4 STANDARD BANNER \*BY\* Q3. Do you agree with the addition of fluoride to the public drinking water supply?  
PAGE 5

BASE: WTD. RESP.  
WEIGHTS: CARNARVON Weights Matrix

TABLE 5 STANDARD BANNER \*BY\* Q4. Do you believe that the addition of fluoride to the public drinking water supply is safe?  
PAGE 6

BASE: WTD. RESP.  
WEIGHTS: CARNARVON Weights Matrix

TABLE 6 STANDARD BANNER \*BY\* Q5. Do you believe that the addition of fluoride to the public drinking water supply can help prevent tooth decay?  
PAGE 7

BASE: WTD. RESP.  
WEIGHTS: CARNARVON Weights Matrix

TABLE 7 STANDARD BANNER \*BY\* Q5a1. Can you further explain why you gave this response?  
PAGE 8

BASE: WTD. RESP.  
WEIGHTS: CARNARVON Weights Matrix  
FILTERS: Q5. Do you believe that the addition of fluoride to the public drinking water supply can help prevent tooth decay?(No)

TABLE 8 STANDARD BANNER \*BY\* Q5a2. Can you further explain why you gave this response?  
PAGE 10

BASE: WTD. RESP.  
WEIGHTS: CARNARVON Weights Matrix  
FILTERS: Q5. Do you believe that the addition of fluoride to the public drinking water supply can help prevent tooth decay?(Yes)

TABLE 9 STANDARD BANNER \*BY\* Q6a. Would you be in favour of adding fluoride to the public drinking water supply to assist in the prevention of tooth decay?  
PAGE 11

BASE: WTD. RESP.  
WEIGHTS: CARNARVON Weights Matrix  
FILTERS: Q5. Do you believe that the addition of fluoride to the public drinking water supply can help prevent tooth decay?(Yes)

TABLE 10 STANDARD BANNER \*BY\* Q7. How did you find out about the addition of fluoride to public drinking water supplies?  
PAGE 12

BASE: WTD. RESP.  
WEIGHTS: CARNARVON Weights Matrix

TABLE 11 STANDARD BANNER \*BY\* Q8. What is your most commonly used source of drinking water at home?  
PAGE 14

BASE: WTD. RESP.  
WEIGHTS: CARNARVON Weights Matrix

TABLE 12 STANDARD BANNER \*BY\* QS2. Could you please let me know what suburb or location you live in?  
PAGE 15

BASE: WTD. RESP.  
WEIGHTS: CARNARVON Weights Matrix

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 TABLE 1  
 PAGE 1

STANDARD BANNER \*BY\* STANDARD BANNER

BASE: WTD. RESP.  
 WEIGHTS: CARNARVON Weights Matrix

	AGE		GENDER		LIFESTAGE					HH INCOME			PUBL WATER SUPPLY		AGREE FLUOR ADD		
	TOTAL	18 TO 39 YRS	40 PLUS YRS	MALE	FEMALE	SING -LE	YNG CPPL -E	YNG PARN -T	MAT PARE -NT	MT NEST	UP TO \$50K	\$51-100 -K	\$100 -K PLUS	CONN -ECT	NOT CONN	AGRE -E	NOT AGRE -E
RESPONDENTS	357	91	266	161	196	41	24	67	60	165	133	94	82	317	38	49	254
WTD. RESP.	357	141	216	186	171	50	36	84	53	133	126	95	85	317	38	46	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
STANDARD BANNER																	
TOTAL	357	141	216	186	171	50	36	84	53	133	126	95	85	317	38	46	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AGE																	
18 TO 39 YRS	141	141		69	72	30	34	68	10		37	40	39	123	16	12	93
	40%	100%		37%	42%	59%	92%	80%	20%		29%	42%	45%	39%	43%	26%	37%
40 YRS PLUS	216		216	117	99	21	3	17	42	133	89	55	47	194	22	34	157
	60%		100%	63%	58%	41%	8%	20%	80%	100%	71%	58%	55%	61%	57%	74%	63%
GENDER																	
MALE	186	69	117	186		41	23	29	24	70	70	43	46	166	19	25	130
	52%	49%	54%	100%		81%	63%	34%	45%	53%	56%	46%	53%	52%	51%	53%	52%
FEMALE	171	72	99		171	10	14	56	29	63	56	51	40	151	19	21	120
	48%	51%	46%		100%	19%	37%	66%	55%	47%	44%	54%	47%	48%	49%	47%	48%
LIFESTAGE																	
SINGLE	50	30	21	41	10	50					22	12	7	46	5	8	29
	14%	21%	10%	22%	6%	100%					17%	13%	8%	14%	12%	17%	12%
YNG CPPL	36	34	3	23	14		36				11	7	15	36		5	22
	10%	24%	1%	12%	8%		100%				9%	7%	18%	11%		10%	9%
YNG PARNT	84	68	17	29	56			84			10	34	27	68	15	8	62
	24%	48%	8%	15%	33%			100%			8%	36%	32%	22%	39%	18%	25%
MAT PARENT	53	10	42	24	29				53		8	17	17	46	6	6	37
	15%	7%	20%	13%	17%				100%		7%	18%	20%	14%	16%	12%	15%
MT NEST	133		133	70	63					133	76	24	19	121	13	20	100
	37%		62%	38%	37%					100%	60%	26%	22%	38%	33%	44%	40%

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TABLE 1 (CONT.) STANDARD BANNER \*BY\* STANDARD BANNER

PAGE 2

TOTAL -L	AGE		GENDER		LIFESTAGE					HH INCOME			PUBL WATER SUPPLY		AGREE FLUOR ADD	
	18 TO 39 YRS	40 YRS PLUS	MALE	FEMA -LE	SING -LE	YNG CPPL	YNG PARN	MAT PARE	MT NEST	UP TO \$50K	\$51- 100 -K	\$100 PLUS	CONN -ECT	NOT CONN	AGRE -E	NOT AGRE -E
RESPONDENTS	357	91 266	161	196	41	24	67	60	165	133	94	82	317	38	49	254
WTD. RESP.	357	141 216	186	171	50	36	84	53	133	126	95	85	317	38	46	250
	100%	100% 100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
STANDARD BANNER																
HH INCOME																
UP TO \$50K	126	37 89	70	56	22	11	10	8	76	126			118	8	15	90
	35%	26% 41%	38%	33%	43%	30%	11%	16%	57%	100%			37%	20%	34%	36%
\$51-100K	95	40 55	43	51	12	7	34	17	24		95		78	15	11	71
	26%	28% 25%	23%	30%	24%	19%	40%	33%	18%		100%		25%	38%	24%	29%
\$100K PLUS	85	39 47	46	40	7	15	27	17	19			85	80	6	16	57
	24%	27% 22%	25%	23%	14%	42%	32%	33%	14%			100%	25%	15%	34%	23%
PUBL WATER SUPPLY																
CONNECT	317	123 194	166	151	46	36	68	46	121	118	78	80	317		42	224
	89%	87% 90%	90%	88%	91%	100%	81%	87%	91%	94%	82%	94%	100%		91%	89%
NOT CONN	38	16 22	19	19	5		15	6	13	8	15	6		38	4	24
	11%	12% 10%	10%	11%	9%		18%	12%	9%	6%	15%	6%		100%	9%	10%
AGREE FLUOR ADD																
AGREE	46	12 34	25	21	8	5	8	6	20	15	11	16	42	4	46	
	13%	8% 16%	13%	12%	15%	12%	10%	11%	15%	12%	12%	18%	13%	10%	100%	
NOT AGREE	250	93 157	130	120	29	22	62	37	100	90	71	57	224	24		250
	70%	66% 73%	70%	70%	57%	61%	74%	70%	75%	72%	76%	67%	71%	64%		100%
TOTALS	2385	924 1461	1242	1143	329	242	562	347	906	862	648	586	2126	246	317	1719
	668%	655% 677%	669%	668%	654%	665%	665%	660%	679%	684%	685%	685%	671%	648%	692%	687%





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TABLE 3 STANDARD BANNER \*BY\* Q2. Do you know whether fluoride has or has not been added to your public water supply?  
 PAGE 4

BASE: WTD. RESP.  
 WEIGHTS: CARNARVON Weights Matrix  
 FILTERS: Q1. Is your residence connected to the public water supply?( \*NOT\* No)

TOTAL	AGE		GENDER		LIFESTAGE					HH INCOME			PUBL W ATER SU PPLY CONN -ECT	AGREE	
	18 TO 39 YRS	40 PLUS YRS	MALE	FEMA -LE	SING -LE	YNG CPPL -E	YNG PARN -T	MAT PARE -NT	MT	UP TO \$50K	\$51-100K	\$100K PLUS		FLUOR	ADD
RESPONDENTS	319	81 238	146	173	38	24	56	52	149	125	79	76	317	45	229
WTD. RESP.	319	125 194	166	153	46	36	70	47	121	118	80	80	317	42	226
	100%	100% 100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q2. Do you know whether fluoride has or has not been added to your public water supply?															
Yes, I am sure the public water supply has NOT had fluoride added	137 43%	58 79 47% 41%	62 76 37% 49%		14 16 31% 44%	41 59% 25 34%	25 34%	41 34%		41 34% 41 51%	41 50%	40 43%	135 43%	12 30%	111 49%
No, I don't know if fluoride has been added to the public water supply or not	131 41%	50 81 40% 42%	72 59 43% 39%		24 16 53% 44%	17 25% 16 35%	16 48%	57 48%		59 50% 27 34%	29 36%	131 41%	17 42%	82 36%	
Yes, I am sure the public water supply HAS had fluoride added	51 16%	17 34 13% 17%	33 18 20% 12%		7 16% 5 13%	11 16% 5 11%	22 19%			19 16% 12 15%	11 13%	51 16%	12 28%	33 14%	
TOTALS	319 100%	125 194 100% 100%	166 153 100% 100%		46 100% 36 100%	70 100% 47 100%	121 100%			118 100% 80 100%	80 100%	317 100%	42 100%	226 100%	



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TABLE 5 STANDARD BANNER \*BY\* Q4. Do you believe that the addition of fluoride to the public drinking water supply is safe? PAGE 6

BASE: WTD. RESP.

WEIGHTS: CARNARVON Weights Matrix

	AGE		GENDER		LIFESTAGE					HH INCOME			PUBL WATER SUPPLY		AGREE FLUOR ADD																
	18 TO 39 YRS	40 PLUS YRS	MALE	FEMALE	SING -LE	YNG CPPL -E	YNG PARN -T	MAT PARE -NT	MT NEST	UP TO \$50K	\$51-100 -K	\$100 -K PLUS	CONN -ECT	NOT CONN	AGRE -E	NOT AGRE -E															
TOTAL	186	216	186	171	50	36	84	53	133	126	95	85	317	38	46	250															
RESPONDENTS	357	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%															
WTD. RESP.	357	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%															
Q4. Do you believe that the addition of fluoride to the public drinking water supply is safe?																															
No	204	57%	57%	57%	108	58%	96	56%	26	51%	20	55%	50	59%	33	62%	76	57%	75	60%	57	49%	42	183	58%	21	55%	2	4%	196	78%
Yes	73	20%	16%	23%	38	20%	35	20%	10	20%	9	25%	16	19%	9	17%	29	22%	22	18%	19	28%	24	61	19%	11	30%	43	95%	18	7%
Unsure/Don't Know	80	22%	26%	20%	40	22%	40	23%	15	30%	7	20%	18	21%	11	21%	29	22%	29	23%	19	23%	20	72	23%	6	15%	1	2%	36	14%
TOTALS	357	100%	100%	100%	186	100%	171	100%	50	100%	36	100%	84	100%	53	100%	133	100%	126	100%	95	100%	85	317	100%	38	100%	46	100%	250	100%



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 TABLE 7  
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STANDARD BANNER \*BY\* Q5a1. Can you further explain why you gave this response?

BASE: WTD. RESP.

WEIGHTS: CARNARVON Weights Matrix

FILTERS: Q5. Do you believe that the addition of fluoride to the public drinking water supply can help prevent tooth decay?(No)

TOTAL	AGE		GENDER		LIFESTAGE					HH INCOME			PUBL WATER SUPPLY		AGREE FLUOR ADD		
	18 TO 39 YRS	40 YRS PLUS	MALE	FEMALE	SING -LE	YNG CPPL -E	YNG PARN -T	MAT PARE -NT	MT NEST	UP TO \$50K	\$51-100K	\$100-K PLUS	CONN -ECT	NOT CONN	AGRE -E	NOT AGRE -E	
187	46	141	80	107	17	11	37	32	90	71	51	37	171	14	1	172	
185	72	113	93	92	22	17	47	28	71	67	50	38	170	12	2	165	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q5a1. Can you further explain why you gave this response?																	
Have enough flouride in water/ water fine as is/ never had tooth problems	53 28%	15 20%	38 34%	32 23%	21 21%	5 33%	5 16%	8 32%	9 36%	26 25%	16 25%	13 26%	16 41%	49 29%	4 30%	53 32%	
Information about poisonous effects/ research against/ WOM	52 28%	23 32%	29 25%	25 29%	5 21%	5 27%	16 34%	9 33%	17 24%	17 23%	15 23%	14 28%	11 28%	48 28%	4 33%	48 29%	
Flouride doesn't impact teeth (still decayed with/ doesn't help)	32 17%	9 13%	23 20%	15 16%	17 19%	5 25%	1 8%	7 15%	7 26%	11 16%	12 18%	11 22%	8 21%	29 17%	2 17%	2 100%	27 16%
Can get flouride from other sources (toothpaste, certain foods)	29 16%	10 13%	20 18%	15 16%	14 16%		2 11%	10 22%	5 17%	13 18%	9 14%	8 17%	4 10%	26 15%	3 26%	27 17%	
Tooth decay is from other problems (sugar, coke)	22 12%	11 15%	11 10%	7 8%	14 16%	3 12%	4 22%	4 9%	6 20%	6 9%	8 13%	9 18%	3 7%	19 11%	1 6%	20 12%	
Specify	16 9%	8 11%	9 8%	7 8%	9 10%	4 20%		4 9%	4 14%	4 5%	7 11%	2 3%	4 12%	16 10%		12 7%	
Unsure/Don't Know/ Can't Remember	8 4%	3 4%	4 4%	6 6%	2 2%	1 4%		3 7%	4 5%	4 5%	4 5%		1 4%	6 3%	2 15%	5 3%	
Refused	1 1%		1 1%	1 1%					1 1%	1 1%	1 1%		1 1%	1 1%		1 1%	

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TABLE 7 (CONT.) STANDARD BANNER \*BY\* Q5a1. Can you further explain why you gave this response?

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TOTAL -L	AGE		GENDER		LIFESTAGE					HH INCOME			PUBL WATER SUPPLY		AGREE FLUOR ADD	
	18 TO 39 YRS	40 YRS PLUS	MALE	FEMA -LE	SING -LE	YNG CPPL -E	YNG PARN -T	MAT PARE -NT	MT NEST	UP TO \$50K	\$51- 100 -K	\$100 -K PLUS	CONN -ECT	NOT CONN	AGRE -E	NOT AGRE -E
RESPONDENTS	187	46 141	80	107	17	11	37	32	90	71	51	37	171	14	1	172
WTD. RESP.	185	72 113	93	92	22	17	47	28	71	67	50	38	170	12	2	165
	100%	100% 100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q5a1. Can you further explain why you gave this response?																
TOTALS	213	78 135	108	105	22	17	53	40	81	73	57	46	195	16	2	194
	115%	109% 119%	116%	114%	103%	100%	112%	142%	114%	109%	113%	122%	114%	126%	100%	117%

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 TABLE 8  
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STANDARD BANNER \*BY\* Q5a2. Can you further explain why you gave this response?

BASE: WTD. RESP.

WEIGHTS: CARNARVON Weights Matrix

FILTERS: Q5. Do you believe that the addition of fluoride to the public drinking water supply can help prevent tooth decay?(Yes)

	AGE		GENDER		LIFESTAGE					HH INCOME			PUBL WATER SUPPLY		AGREE FLUOR ADD	
	18 TO 39 YRS	40 YRS PLUS	MALE	FEMA -LE	SING -LE	YNG CPPL -E	YNG PARN -T	MAT PARE -NT	MT NEST	UP TO \$50K	\$51-100K	\$100-K PLUS	CONN -ECT	NOT CONN	AGRE -E	NOT AGRE -E
TOTAL	92	96	42	50	16	8	18	9	41	28	28	28	82	10	42	32
WTD. RESP.	96	100%	50	45	19	13	22	8	34	26	30	31	84	12	39	36
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q5a2. Can you further explain why you gave this response?																
Used in toothpaste/ good for teeth	42	19	24	24	8	3	11	6	14	10	13	12	37	5	15	18
	44%	43%	45%	48%	42%	21%	50%	72%	43%	37%	45%	40%	44%	42%	38%	48%
Research related/ proven in the past	28	14	14	19	7	9	3		9	7	6	12	23	5	10	12
	29%	31%	27%	39%	37%	68%	12%		28%	28%	20%	39%	27%	42%	27%	34%
Brought up with flouride in water/ always had it	23	9	14	10	3		7	2	10	8	9	7	21	2	11	6
	24%	21%	27%	20%	19%		32%	28%	31%	30%	29%	22%	26%	16%	29%	16%
Specify	9	5	4	4	2		4		3	2	4	1	9		3	5
	9%	10%	8%	7%	10%		16%		9%	6%	14%	3%	10%		7%	13%
Unsure/Don't Know/ Can't Remember	4	3	1		1	1	1		1	2	2		4		1	2
	4%	6%	3%		7%	11%	3%		2%	8%	7%		5%		4%	6%
TOTALS	106	49	57	58	21	13	26	8	38	29	34	32	94	12	40	43
	111%	111%	110%	115%	115%	100%	114%	100%	113%	110%	115%	104%	112%	100%	105%	117%



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TABLE 9 STANDARD BANNER \*BY\* Q6a. Would you be in favour of adding fluoride to the public drinking water supply to assist in the prevention of tooth decay? PAGE 11

BASE: WTD. RESP.

WEIGHTS: CARNARVON Weights Matrix

FILTERS: Q5. Do you believe that the addition of fluoride to the public drinking water supply can help prevent tooth decay?(Yes)

TOTAL -L	AGE		GENDER		LIFESTAGE					HH INCOME			PUBL WATER SUPPLY		AGREE FLUOR ADD	
	18 TO 39 YRS	40 PLUS YRS	MALE	FEMA -LE	SING -LE	YNG CPPL -E	YNG PARN -T	MAT PARE -NT	MT NEST	UP TO \$50K	\$51- 100 -K	\$100 -K PLUS	CONN -ECT	NOT CONN	AGRE -E	NOT AGRE -E
RESPONDENTS	92	28 64	42	50	16	8	18	9	41	28	28	28	82	10	42	32
WTD. RESP.	96	44 52	50	45	19	13	22	8	34	26	30	31	84	12	39	36
	100%	100% 100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q6a. Would you be in favour of adding fluoride to the public drinking water supply to assist in the prevention of tooth decay?

NET YES	57 60%	21 36 48% 69%	28 29 56% 64%	10 6 11 8 21 55% 50% 51% 92% 64%	15 17 20 56% 57% 64%	50 7 60% 56%	37 4 95% 10%	
Yes, for both adults and children	53 56%	19 34 45% 65%	27 26 54% 58%	9 6 10 7 21 50% 50% 45% 83% 62%	13 17 19 49% 57% 62%	48 5 57% 45%	37 4 95% 10%	
No	32 33%	20 12 45% 23%	19 12 39% 27%	8 5 9 45% 36% 40%	11 12 7 42% 40% 23%	27 4 33% 38%	1 31 2% 85%	
Yes, for children only	3 3%	1 1 3% 3%	3 6%	1 1 1 6% 8% 2%	1 1 3% 2%	1 1 2% 12%		
Yes, for adults only	1 1%	1 2%	1 2%	1 5%	1 4%	1 1%		
Unsure/Don't Know	6 6%	3 3 7% 6%	3 3 6% 8%	2 2 14% 9%	2 7%	1 1 3 3% 3% 10%	6 7%	1 2 2% 5%
Refused	1 1%	1 1%	1 2%	1 8%	1 2%	1 6%	1 2%	
TOTALS	96 100%	44 52 100% 100%	50 45 100% 100%	19 13 22 8 34 100% 100% 100% 100% 100%	26 30 31 100% 100% 100%	84 12 100% 100%	39 36 100% 100%	

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TABLE 10 STANDARD BANNER \*BY\* Q7. How did you find out about the addition of fluoride to public drinking water supplies? PAGE 12

BASE: WTD. RESP.

WEIGHTS: CARNARVON Weights Matrix

	AGE		GENDER		LIFESTAGE					HH INCOME			PUBL WATER SUPPLY		AGREE FLUOR ADD		
	TOTAL	18-39 YRS	40-64 YRS	MALE	FEMALE	SING-LE	YNG CPPL-E	YNG PARN-T	MAT PARE-NT	MT NEST	UP TO \$50K	\$51-100K	\$100-K PLUS	CONN-ECT	NOT CONN	AGRE-E	NOT AGRE-E
RESPONDENTS	357	91	266	161	196	41	24	67	60	165	133	94	82	317	38	49	254
WTD. RESP.	357	141	216	186	171	50	36	84	53	133	126	95	85	317	38	46	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q7. How did you find out about the addition of fluoride to public drinking water supplies?																	
Newspapers	194	75	119	94	100	22	23	49	23	77	59	53	55	174	18	26	135
	54%	53%	55%	51%	58%	44%	64%	58%	44%	58%	46%	56%	64%	55%	47%	57%	54%
Campaign in Carnarvon/petition/bumper stickers	92	37	55	42	49	7	11	30	17	27	21	29	31	85	5	12	73
	26%	26%	25%	23%	29%	13%	30%	36%	32%	20%	16%	31%	37%	27%	13%	27%	29%
Friends and family	55	27	28	38	17	9	6	16	4	19	17	13	18	47	7	2	43
	15%	19%	13%	20%	10%	17%	18%	19%	8%	14%	14%	14%	21%	15%	19%	5%	17%
Pamphlet/leaflet/flyer	26	10	16	8	18	4	2	7	4	10	10	8	5	25	1	1	23
	7%	7%	7%	5%	10%	7%	6%	8%	8%	7%	8%	9%	6%	8%	4%	3%	9%
Other	25	8	17	10	14	2	3	6	6	9	13	4	4	23		2	20
	7%	6%	8%	6%	8%	4%	7%	7%	11%	7%	10%	4%	5%	7%		5%	8%
WOM/locals/town knowledge	20	9	11	17	3	4	2	5	3	7	9	4	5	16	4	3	14
	6%	6%	5%	9%	2%	7%	5%	5%	5%	5%	7%	5%	6%	5%	12%	6%	6%
Radio	18	3	15	12	6	5	1	1	2	9	8	2	7	17	2	3	14
	5%	2%	7%	7%	4%	9%	4%	1%	4%	7%	6%	2%	8%	5%	4%	7%	5%
Posters/signs	15	8	8	6	9	1	3	6	2	3	4	7	3	11	4	2	11
	4%	5%	4%	3%	5%	2%	7%	8%	4%	2%	3%	7%	4%	4%	11%	5%	4%
Didn't Know about it before (now)	17	14	3	8	9	4	1	6	4	2	5	6		12	5	3	5
	5%	10%	1%	4%	5%	7%	4%	7%	8%	2%	4%	7%		4%	14%	6%	2%
Television	13	3	10	5	8	1	3	1	1	8	6	5	1	11	2	1	5
	4%	2%	5%	3%	5%	1%	7%	1%	3%	6%	5%	6%	1%	3%	6%	3%	2%
Health authorities	6	1	4	4	2	1		1	1	3	2	3	1	6		3	3
	2%	1%	2%	2%	1%	1%		2%	2%	2%	2%	3%	1%	2%		7%	1%

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TABLE 10 (CONT.) STANDARD BANNER \*BY\* Q7. How did you find out about the addition of fluoride to public drinking water supplies?  
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TOTAL -L	AGE		GENDER		LIFESTAGE					HH INCOME			PUBL WATER SUPPLY		AGREE FLUOR ADD	
	18 TO 39 YRS	40 YRS PLUS	MALE	FEMA -LE	SING -LE	YNG CPPL -E	YNG PARN -T	MAT PARE -NT	MT NEST	UP TO \$50K	\$51- -100 -K	\$100 -K PLUS	CONN -ECT	NOT CONN	AGRE -E	NOT AGRE -E
RESPONDENTS	357	91 266	161	196	41	24	67	60	165	133	94	82	317	38	49	254
WTD. RESP.	357	141 216	186	171	50	36	84	53	133	126	95	85	317	38	46	250
	100%	100% 100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q7. How did you find out about the addition of fluoride to public drinking water supplies?																
Internet	6 2%	3 3 2% 1%	5 1 3% 1%		3 1 1 1 6% 4% 1% 2%					1 3 1% 3%			6 2%			2 1%
Dentists	3 1%	3 1%	1 2 1% 1%				1 2 1% 2%			2 1 2% 1%			2 1 1% 4%		1 2 2% 1%	
Magazines	1 0%	1 0%	1 1%				1 1%			1 1%			1 0%			1 0%
No information/ source (used)	2 1%	2 1%	2 1%				2 1%			2 2%			1 1 0% 2%		1 1 2% 0%	
Unsure/Don't Know/ Can't remember	14 4%	8 7 5% 3%	6 9 3% 5%		7 1 2 4 15% 1% 4% 3%					9 2 1 7% 2% 2%			12 3 4% 7%		2 7 5% 3%	
TOTALS	508 142%	206 301 146% 140%	259 248 140% 145%		67 57 129 71 183 134% 156% 152% 136% 138%					165 143 132 131% 151% 155%			448 55 141% 144%		64 359 139% 143%	



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TABLE 12

STANDARD BANNER \*BY\* QS2. Could you please let me know what suburb or location you live in?

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BASE: WTD. RESP.

WEIGHTS: CARNARVON Weights Matrix

	AGE		GENDER		LIFESTAGE					HH INCOME			PUBL WATER SUPPLY		AGREE FLUOR ADD		
	TOTAL	18 TO 39 YRS	40 YRS PLUS	MALE	FEMALE	SING -LE	YNG CPPL -E	YNG PARN -T	MAT PARE -NT	MT NEST	UP TO \$50K	\$51-100 -K	\$100 -K PLUS	CONN -ECT	NOT CONN	AGRE -E	NOT AGRE -E
RESPONDENTS	357	91	266	161	196	41	24	67	60	165	133	94	82	317	38	49	254
WTD. RESP.	357	141	216	186	171	50	36	84	53	133	126	95	85	317	38	46	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
QS2. Could you please let me know what suburb or location you live in?																	
Carnarvon	96 27%	35 25%	61 28%	47 25%	49 29%	14 28%	11 30%	15 18%	15 29%	40 30%	40 32%	18 19%	17 20%	87 27%	8 22%	13 28%	65 26%
Brockman	57 16%	24 17%	33 15%	35 19%	22 13%	10 19%	6 18%	18 22%	4 8%	18 13%	16 13%	17 17%	22 25%	57 18%		11 24%	35 14%
East Carnarvon	51 14%	24 17%	27 12%	23 13%	27 16%	8 15%	5 12%	12 15%	6 12%	20 15%	13 10%	16 17%	16 19%	50 16%	1 2%	7 15%	35 14%
South Carnarvon	47 13%	20 14%	27 12%	23 13%	23 14%	4 9%	6 16%	12 14%	11 21%	13 10%	21 17%	13 14%	11 12%	46 15%	1 2%	3 6%	38 15%
Morgantown	39 11%	14 10%	24 11%	23 13%	15 9%	8 16%	3 9%	6 7%	8 15%	14 10%	16 12%	7 8%	9 10%	39 12%		5 11%	26 11%
North Plantations	16 4%	8 6%	8 4%	8 4%	8 4%		2 6%	9 11%	1 3%	3 2%	4 3%	7 7%	1 2%	4 1%	10 27%		12 5%
Kingsford	14 4%	3 2%	11 5%	7 4%	8 4%	1 2%		3 3%		11 8%	4 3%	4 4%	4 4%	13 4%	2 4%	2 5%	11 4%
Brown Range	10 3%	5 3%	5 2%	6 3%	4 2%	2 4%		3 3%	2 3%	4 3%	3 3%	1 1%	3 3%	10 3%			10 4%
South Plantations	9 3%	2 1%	7 3%	4 2%	6 3%		2 5%	2 3%	3 5%	2 2%	1 1%	5 5%	3 4%	5 2%	4 12%	2 5%	7 3%
Other	7 2%	2 1%	5 2%	7 4%		2 4%			1 2%	4 3%	5 4%	1 1%		2 1%	5 12%	2 4%	4 1%
Coral Bay	5 1%	4 3%	1 0%	1 1%	4 2%	1 2%	1 4%	3 3%			2 2%	3 3%		2 1%	3 7%	1 3%	3 1%
Babbage Island	2 1%		2 1%		2 1%	1 1%				1 1%	1 1%	1 1%		2 1%			1 0%

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TABLE 12 (CONT.) STANDARD BANNER \*BY\* QS2. Could you please let me know what suburb or location you live in?

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TOTAL -L	AGE		GENDER		LIFESTAGE					HH INCOME			PUBL WATER SUPPLY		AGREE FLUOR ADD	
	18 TO 39 YRS	40 YRS PLUS	MALE	FEMA -LE	SING -LE	YNG CPPL -E	YNG PARN -T	MAT PARE -NT	MT NEST	UP TO \$50K	\$51- -100 -K	\$100 -K PLUS	CONN -ECT	NOT CONN	AGRE -E	NOT AGRE -E
RESPONDENTS	357	91 266	161	196	41	24	67	60	165	133	94	82	317	38	49	254
WTD. RESP.	357	141 216	186	171	50	36	84	53	133	126	95	85	317	38	46	250
	100%	100% 100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
QS2. Could you please let me know what suburb or location you live in?																
Inggarda	2 0%	2 1%	1 1%	1 0%					2 1%	1 1%	1 1%		2 4%		2 1%	
Greys Plain	1 0%	1 0%	1 1%						1 1%		1 1%		1 0%		1 0%	
Carbla	1 0%	1 0%		1 0%					1 1%	1 1%			1 0%		1 0%	
Lyndon	1 0%	1 0%		1 0%					1 1%					1 2%	1 0%	
Unsure/Don't Know/ Can't remember	2 1%	1 1% 0%	1 1%	1 1%			1 2%	1 2%			1 1%		2 6%			
TOTALS	357 100%	141 216 100% 100%	186 100%	171 100%	50 100%	36 100%	84 100%	53 100%	133 100%	126 100%	95 100%	85 100%	317 100%	38 100%	46 100%	250 100%

***APPENDIX C – VERBATIM COMMENTS***

Q5a1 Can you please further explain why you gave this response; why you DON'T think that the addition of fluoride to public drinking water supplies can help prevent tooth decay? (Probe fully)

- "From what I have read in the local paper and another two I definitely agree that what they are saying about the poisonous affects of fluoride is correct"
- "We've got enough naturally occurring fluoride in our water. To prevent tooth decay they need to provide better dental care to everybody through the dentist not mass produce it"
- "Because of the information I've read and I believe the general levels of hygiene has improved and that's the reason why there's not so many cavities"
- "Because we have been drinking fluoride water for years and we still get tooth decay"
- "Just don't believe it"
- "Saw the ads where it is bad for one's teeth in the local paper and on bumper stickers"
- "Because there is a campaign here and I have seen some documentaries on TV which show that it is basically a poison"
- "We haven't had fluoride for ages and can't see why we have it"
- "I've read about it and that the person opposing it knows what he's talking about"
- "Carnarvon has got good water with lots of calcium in it anyway and I don't believe we need it"
- "Because it depends on how much water you drink and if you drink it from the town"
- "I think there are alternative ways to keep your teeth good"
- "If it did they would have had it in here years ago"
- "It's all the extra side effects; other health issues connected to fluoride; our water doesn't require anything extra"
- "My grandchildren that live in fluoridated area have rotten teeth, but my other grandchildren that live in unfluoridated area have very good teeth; their tooth hygiene is worse for the unfluoridated area than the fluoridated area so it isn't do to that"
- "read all the information that came out and I'm anti fluoride"
- "It doesn't make enough difference"
- "just because you add fluoride to the water doesn't mean people won't brush their teeth as often or properly"
- "People in town explained that it can protect the teeth, but bad for everything"
- "In Europe they don't have fluoride in the water and they have the lowest rate of cancer"
- "I lived in a remote area for 5 years - my children were aged 0 to 5 and we lived on bottled water which did not have additives such as fluoride and we had no problems with tooth decay. I have also read up on the pros and cons of putting fluoride in drinking water and I am against it"
- "Has been a survey in Carnarvon which has demonstrated that fluoride could be carcinogenic and I am not interested in that sort of thing"
- "I don't really know"
- "Because we've been getting heaps of things about it not being safe and the excess of it is no good"
- "Tooth decay is a problem with regard to people eating too much sweet stuff and not looking after their teeth - teeth should be rinsed after eating sweets or acid products"
- "I don't agree with adding more chemicals to the water supply"
- "Because it has been trialed in the past - I came from the Eastern States"



**DEPARTMENT OF HEALTH - WATER UNIT - CARNARVON FLUORIDATION SURVEY - 2012**

- "Because it's not solely the water supply which would prevent cavities in the teeth"
- "Just from our own experience and the river water and my own children who haven't had fillings. I grew up in the city drinking water with fluoride in and I have lots of fillings"
- "Because there's a lot of things causing tooth decay, drinking more cool drinks and sweeter things. I was over east and the fluoride was put in and it was taking enamel off their teeth"
- "Cool drink and sweets cause tooth decay"
- "My dentist said there is enough fluoride in toothpaste and we have enough naturally occurring fluoride in the normal Carnarvon drinking water which has a high concentration"
- "It comes down to dental hygiene - I don't think fluoride will make any difference if people are going to eat all the junk under the sun"
- "There would not be enough fluoride to change tooth decay"
- "Toothpaste prevents cavity decay, not fluoride"
- "I think it is a little bit of a fallacy - I think the chemical itself, built up in the body would do more damage"
- "We had fluoride put in our water when we were kids and it did not make any difference to the state of our teeth"
- "Tooth decay is basically a hygiene problem and general diet and stress"
- "Brush your teeth to get fluoride or take fluoride tablets"
- "I don't know why it would prevent tooth decay"
- "Because I have lived in areas in the past where fluoridation has occurred and there is still plenty of tooth decay"
- "There is fluoride already in the water supply and I have got good teeth - we don't need any extra added"
- "Because I have read literature from people that have done a lot of research and I am quite convinced that this is not a good idea"
- "If it goes into your mouth it is bound to do some damage"
- "get enough as it is in everything we consume eg toothpaste & food"
- "Because my daughter had teeth problems when she was younger - had to take her to Perth. At the dental surgery it was noted that antibiotics taken before their teeth come through and a diet of acidic fruit can do damage that fluoride will not protect other parents"
- "We lived in the bush for many years without fluoride in the drinking water and there is nothing wrong with any of our teeth, children included"
- "Carnarvon has own natural fluoride in the water"
- "Carnarvon has natural fluoride in the water"
- "haven't had water with fluoride previously & always had good teeth"
- "I have read articles on fluoride and I am not happy with what I have read"
- "There is enough natural fluoride in Carnarvon's water supply and if they want people to have less tooth decay they should provide tooth brushes"
- "have fluoride in the water already & is a poison. Authorities say it doesn't help tooth decay"
- "Teeth problems have been around forever regardless of fluoride in the water"
- "Carnarvon hasn't had any worse tooth problems than anywhere else"
- "brushing teeth alone tooth decay can be prevented"

## **DEPARTMENT OF HEALTH - WATER UNIT - CARNARVON FLUORIDATION SURVEY - 2012**

- "The simple reason that there is fluoride in everything we drink from cool drink to bread making etc and then it is used in toothpaste so we have already got enough"
- "dental health & eating good food is a prevention; water has its own natural fluoride"
- "I have spoken to various people - I think perhaps in children it might help but when you are older it does not make any difference. I have read some research that says the benefits are minimal compared with the risks of hurting the body"
- "We don't have enough scientific evidence to support that"
- "I think tooth decay is something that happens when you don't look after your teeth and fluoride I believe helps to deteriorate your teeth"
- "Kids dental problems extend from their diet. My kids all grew up on this water and have no problems with cavities etc"
- "It might help with the decay but it causes other problems such as very brown teeth with white spots as evidenced by a cousin who lives in Perth where the water is fluoridated"
- "You just have to brush your teeth; you get fluoride in toothpaste it doesn't have to be in the water"
- "No, because if it is right that we have got natural fluoride in our water I don't believe it is necessary to add to it as my family and I have already got very good teeth and I have lived here all my life"
- "toothpaste has fluoride"
- "We have plenty our toothpaste and stuff; the dentist will keep an eye on your teeth; if you go to the dentist you don't need fluoride in the water"
- "Because there is enough natural fluoride already in the water supply"
- "Because they've proven it doesn't make that much difference and it can cause other problems too"
- "I get enough out of my toothpaste & other minerals"
- "There is a reasonable level of fluoride in Carnarvon's water/ it's a case of mass medication/if you compare overseas populations between areas that are fluoridated and those that aren't, it makes no difference to the trends in dental caries/ it's not the fluoride that is making the difference it is dental hygiene"
- "Quite a proven cases where it has produced decay rather than prevented it"
- "if you brush your teeth/toothpaste should be ok"
- "not the same fluoride used in toothpaste/fluoride that will be used in water will be more toxic"
- "I have a daughter who is now 46, and has always drank the water supply in Carnarvon and she sustained damage from fluoride"
- "Because the amount of metal in fluoride is toxic to our bodies. I know that it is waste from mine sites and the G'vt is just trying to find somewhere to put it to make money and they will tell us anything they need to get us to buy it in the water rates"
- "High intake of sugar in everyone's dies causes tooth decay and not the lack of fluoride"
- "Anything added to the water supply is not good"
- "Too much fluoride is not good for anybody - if you want it you can get it from other sources"
- "I don't believe in taking any form of drug either forcefully or voluntarily and I think you can deal with it by eating fresh fruit and vegetables"
- "There is enough product around without adding any extra"
- "Historical research that I have done on the inet and I also think that it is mass medication and it is unconstitutional to make people have it when they don't want it and it is costly to remove it once added to the water"

## **DEPARTMENT OF HEALTH - WATER UNIT - CARNARVON FLUORIDATION SURVEY - 2012**

- "If people want fluoride they can buy tablets - fluoride does stop tooth decay but it should not be foisted on the public"
- "I don't believe so. Before retiring to Carnarvon from the plantation I had been drinking water from the Gascoigne River via our own wells for the past 50 years which is filtered by the sand and I have only had one tooth taken out so far"
- " I am a farmer and I specialise in chemical use and fluoride is a byproduct of our chemical manufacturing and should not be use for human consumption"
- "I have heard that fluoride can cause cancer and also make ones teeth worse"
- "It's poison. Read in the press"
- "You only have to see the amount of coca cola that's drunk"
- "if you got a good oral hygiene, you should be getting enough fluoride from your toothpaste/ with enough fluoride residual, it wouldn't change much"
- "I had fluoride in my water as a kid and i ended up having heaps of tooth decay and my dentist said it was due to too much fluoride in my drinking water"
- "You get fluoride from vegetables etc and one does not any more in one's body"
- "because I know nothing about it"
- "there are other ways to handle tooth decay"
- "you don't see too many kids today with bad teeth"
- "fluoride can be a poison/ adding fluoride should not be forced on you/ use toothpaste that has high fluoride in it"
- "it's something I read/ it wouldn't really prevent it"
- "There are other things that can prevent tooth decay and I don't think it should be added to the water"
- "because it's proven in Perth the kids teeth are falling out/ and it's a poison"
- "The stuff in the fluoride could rot the teeth. Too many lollies etc are eaten"
- "there's no proof/ it's fraudulent science/ lots of material out there that say it's not/ our drinking water should be left alone"
- "it's already got enough natural fluoride"
- "I've been drinking fluoridated water all my life in Perth and I've got dental problems"
- "too much fluoride has been known to cause illnesses in people and tooth decay/toothpaste with fluoride in it is better"
- "I've got my doubts in that regard/ they say it does/ I've come from a town in NSW and my family's a lot better off health-wise/ as far as I know it's a nasty chemical"
- "I don't really drink tap water so it is pointless to me"
- "I think if people want fluoride in their water they should buy tablets or use toothpaste. I think it is wrong to add it to everyone's water because not all of us need it"
- "Just what I've been reading and talking to people we don't need fluoride"
- "because it's chlorine/ the chlorine deposit in the water/ you know/ the decay is not good for us for the body as well"
- "The water has a naturally occurring fluoride at about 8 parts per million/they want to increase that by adding extra fluoride from an external source/I don't think it is necessary and will cause further harm"
- "I am 67 I have lived without fluoride water and my teeth are excellent"
- "my wife and I have done a lot of research on fluoride and the information that is put out is not correct/ scientific evidence does not support the addition of fluoride in drinking"

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water/ if you digest the fluoride it will not help your tooth if you put fluoride on the teeth it will prevent tooth decay"

- "cause there is enough fluoride in what you eat and natural fluoride in water"
- "I'm 58 and I've still got all me own teeth"
- "because I think it is all to do with the brushing of the teeth it does not matter how much water you drink with fluoride in it/ it is all to do with brushing of the teeth"
- "After what I've read, I don't believe it's a fact. It's a derivative of another substance"
- "not good for your teeth"
- "Our water is very pure; it comes from the river so I don't believe we need to have any fluoride in the water"
- "buy toothpaste and clean your teeth regularly rather than adding poison to the water supply"
- "We have naturally occurring fluoride in our water supply and we don't any additional added/it won't help"
- "Wouldn't make any difference"
- "just things' I've read/ there was a thing sent out"
- "Because I think it's more to do with diet"
- "Just from what I have heard around town in Carnarvon in the last couple of years (word of mouth)"
- "Previous surveys say that it does not prevent tooth decay/fluoride is a poison that we don't want in our water/other countries have banned it and they don't add it to their water/it has side effects/you shouldn't drink it/we pay for our water and we should have a say in what goes into our water"
- "it is a industrial chemical by-product I don't like any additional unsafe chemicals added to my food or water/ we all have a level hygiene to do with a teeth and we have a good public health dental system"
- "I think that the sugar in most of the drinks the fluoride won't do much good to the teeth"
- "Research has shown it doesn't make any difference"
- "Too much consumption of junk, doubt it would make any different. Just get into the dentist"
- "read somewhere recently saying that the amount of fluoride put in the water wouldn't help that much"
- "Because in my family our teeth are fine"
- "Because I was brought up in the bush and the black fellas have got better teeth than anyone in the city on treated fluoride"
- "we've been living out here for years and we don't have fillings"
- "because my children drink filtered water I don't think it will make any difference because the filter will take the fluoride out of the water"
- "Because we already have natural fluoride in our water"
- "it's unnecessary to add it to public drinking water"
- "because its already naturally occurring in our water"
- "I've lived here all my life and I've still got my own teeth"
- "We've done a lot of reading and it does not prevent tooth decay"
- "Because I think it is a poisonous substance. I think it's quite dangerous"
- "It comes down to what they drink. that's what decays their teeth, coke"
- "There is too much calcium to start with"

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- "They put too much in"
- "50 years I lived in the Plantation area and drank river water and I still have most of my teeth"
- "there is natural fluoride in the Carnarvon that water that comes from aquifer/ this town has been doing without fluoride in the water for so long why ruin the taste of water/ the tooth decay in Carnarvon is no higher than anywhere else that are on fluoride in the water"
- "when I was lecturing at tafe last year we did a project on fluoridation and we looked at the positives and negatives and the outcome was there are more negatives"
- "I presume there is some fluoride in the water already and they want to add more to the water and I do not think it is necessary/ why make double the fluoride and have the water taste fowl and there is already enough in toothpaste/ anything in moderation is fine"
- "I have read about it"
- "I wouldn't want in the water"
- "It hasn't been proven"
- "there is insufficient proof either whether it does or does not prevent tooth decay"
- "tooth decay what has that got to do with fluoride/ don't know anything about this"
- "our water has a natural fluoride/and our water is beautiful the way it is"
- "Because we already have enough fluoride naturally occurring"
- "I don't think it should be forced upon people/people should have a choice on their water needs"
- "there is not information to say that it prevents tooth decay"
- "I am not interested in tooth decay/there are other issues regarding fluoride chemicals that I am concerned about being put in the water supply"
- "I am 69 and always had rain or bore water and I still have most of my teeth in good condition"
- "Never done anything for my teeth"
- "because I grew up in England where I grew up with the fluoride in the water and I have had a set of false teeth since I was 18yrs old"
- "There is a lot of fluoride in toothpaste etc/we don't need to add it to the water/I read an article about 20 years ago in a popular magazine that said that Carnarvon and another area had naturally occurring fluoride in the water"
- "because I have heard fluoride is unsafe"
- "I've done a lot of research"
- "Research doesn't support the addition to water supply"
- "I think we have enough chemicals in our lives as it is"
- "the majority of kids in this town have teeth problems/they do not drink water/and have crap diets/so fluoride water would not be a benefit to the community/it is a poison"
- "because I had all my top teeth out at 18 yrs of age 1958"
- "we don't need more fluoride it has been added to our water already"
- "It's up to the people out there to look after their teeth really"
- "Because I have been drinking from the tap since I was 3 and I have really healthy teeth"
- "I was born in Carnarvon in 1955/and I have only had 2 decays in my lifetime/3 dentists have said that Carnarvon people have the hardest teeth they have ever seen because we have natural fluoride in the water"

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- "There has been no fluoride in the water and I have lived here all my life and my teeth are pretty good"
- "Our water is already filtered naturally and contains fluoride"
- "There is enough fluoride in the water supply/we do not need other countries fluoride dumped into our water"
- "you don't need the amount that they put in the water/ the biggest there will be way to much fluoride in the water"
- "Because my father has had fluoride in his water and he has had tooth decay and my mum has never had fluoride in her water and she has not had tooth decay"
- "I have read that the data is not clear/not enough proof/we have managed for years without it"
- "I have been in Carnarvon since 1948 and they say that there is enough fluoride in water here already/ the dentists in Perth and Carnarvon use to pick where the people come from by their teeth/ there is a natural fluoride in the water"
- "because people are still going to the dentist"
- "I don't think anything can prevent tooth decay"
- "because of what I have read in the local newspaper and on the local radio"
- "I have not done any study it is just what people say"
- "I am not sure but just think there is enough natural fluoride in the water"

Q5a2. Can you please further explain why you gave this response; why you **DO** think that the addition of fluoride to public drinking water supplies can help prevent tooth decay? (Probe fully)

- "Just what I've always since I was a kid"
- "I've heard that it prevents it"
- "It tells you that it prevents tooth decay and makes the teeth more resistant"
- "Because fluoride helps prevent tooth decay"
- "used by dentists"
- "What I have been brought up to believe"
- "fluoride's in toothpaste"
- "it's been drilled into me/ it's been researched as good by the relevant health authorities"
- "Because I work in the health system"
- "We always had fluoride when we were kids in the water"
- "In school we studied the addition of fluoride and since then there has been occasional articles I have read with regard to the benefits of fluoride in third world countries"
- "As far as I am lead to believe it has been used in other areas for that reasons the Government said it would improve public dental health"
- "it is safe it is in all toothpaste"
- "Have got 4 children and I think the amount of bottled water people drink these days (especially children) is inferior to fluoride added to drinking water"
- "have read things about it that appears to be the case"
- "demographic in area it is known that there is not a lot of tooth brushing going on"
- "Have heard that fluoride is a good thing"
- "children haven't had tooth decay because have drunk fluoride when we lived elsewhere"

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- "Whilst I agree with fluoride being put in water supplies, we don't need it in Carnarvon because the water has natural fluoride in it already"
- "a lot of scientific research done on it & its conclusion"
- "have fluoride in toothpaste/has always been there"
- "I don't think they would be doing that if it would harm people in any way"
- "Because I had 5 children and they have all had pretty good teeth and there was not any fluoride in the water except the natural fluoride"
- "I have never heard any different"
- "Whilst I say yes I am concerned about what are the consequences it can cause"
- "Just growing up being told that fluoride prevents tooth decay. Natural fluoride in the water is sufficient in Carnarvon"
- "As a child everyone had tooth decay in Carnarvon until they had fluoride and that has all stopped"
- "Basically I have used fluoride tooth paste for years and at 72 I haven't got false teeth"
- "Research shows that it does"
- "Read a few pamphlets on it"
- "I'm 34 and I don't have a filling and that is because my mother gave me fluoride tablets as a child so I believe that by adding it to water it will prevent tooth decay in children who don't have good teeth cleaning habits and whose families don't go that extra step"
- "I'm not a scientist. From what you read it's supposed to be good for your teeth"
- "it may help some people/ the majority should be brushing their teeth regularly and consulting a dentist for a regular six monthly check"
- "I spent 40 years living in Geraldton and they have fluoride in their water"
- "The fluoride good for teeth"
- "because a lot of people do not have a good diet/ lots of people do not look after their teeth up here"
- "Drinking it for years and years and the water in Carnarvon is the best I have ever tasted"
- "all the dentist say yes it is good for our teeth but the newspaper says no/ we can only believe what we read/ assured the water has all the natural minerals and ingredients in it now"
- "I think they added it because it helps strengthen children's teeth"
- "there was talk about fluoride from where I come from/ we had rainwater and did not have any fluoride we may have some minerals in it/ I think it prevents tooth decay"
- "I was under the belief that it was good for your teeth"
- "diet of today would help prevent decay/ I don't really know much about fluoride but my father worked in the water supply in the Murchison area and he said fluoride was natural in the water in that area and the people of Cue where he lived had very good teeth"
- "I understand it prevents tooth decay because it's in tooth paste"
- "It works topically only on the teeth"
- "because it puts coating and cleans your teeth better"
- "I has been in the water for so long, that I haven't seen any bad effects"
- "People are not getting the necessary fluoride they need"
- "The generations since fluoride has been added in the city have much better teeth"

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- "it's meant to help"
- "From what I have read it prevents tooth decay"
- "there is some scientific data that supports that fluoride does prevent tooth decay but there is also data to do with the long term health effects of fluoride/ in the Carnarvon area there is a natural fluoride existing in Carnarvon's drinking water so we do not need added fluoride"
- "I am a child health nurse"
- "because I've lived in countries where they've had fluoride in the water and the rate of tooth decay went down"
- "My experience in N.Z and in Australia's health industry is what I base my opinions on as well as I have a number of friends who are dentists and they say the addition of fluoride has lead to a significant improvement in children's dental health. Most of the information put out by the anti fluoride groups is pseudo science and not to be treated with any degree of scientific accuracy. Places in the world where fluoride has been removed has been the result of uninformed public opinion"
- "I think that there's been a significant amount of research showing that people's teeth post fluoridisation was worse than now"
- "Just because of the advertising you see regarding the addition of fluoride to toothpaste etc"
- "Im lucky to have grown up in Katanning (who were one of the first towns to have fluoride added to the water supply). I have great teeth and I think it would be a positive thing for the children in the town. Especially the poorer children who don't have dental plans or even access to toothpaste on a regular basis"
- "Because my first hand information when I arrived here it was already in the drinking water. Nobody had bad teeth and nobody got sick from it"
- "that's what they reckon/ just public opinion"
- "because it is already in the toothpaste"
- "we're from over east and we've had it for years"
- "Because its been proven that it does"
- "I think it does because it's been tested for quite a few years"
- "there has been studies that fluoride in the water helps prevents tooth decay"
- "just based on what I have heard"
- "because it's in toothpaste"
- "fluoride is good for the teeth but I would prefer using toothpaste with fluoride than fluoride in our drinking water/ we double up with fluoride in the water and with toothpaste with fluoride as well"
- "Fluoride is good to help prevent tooth decay and strengthen enamel, but not sure if there are any other health implications"
- "that is what bureaucrats and what we bought up with"
- "there has been scientific proof in the past that fluoride prevents tooth decay/ but it needs to be used at correct levels in the water"
- "on literature I have read I pretty sure they would not put in the water if it was not safe"
- "I still have all my teeth/I go 2x/year to the dentist and I've had fluoride all my life"
- "I understand thats what it does but I don't think it's necessary"
- "because of information I have read over the years about fluoride being in the water here and other countries"
- "You can do that with toothpaste"
- "it has been proven to do so"



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- "bottled water is no good for your teeth/so fluoride in the water supply should be good"
- "Because we have been told by dentists from when I went to school"
- "I have still got most of my teeth. When I grew up fluoride was not in the water and everyone had rotten teeth and since it has been fluoridated (I lived in Perth till 10 years ago) I have not had as much decay"
- "I have heard some reports on the radio about it/720 ABC local radio"
- "I am always taking my daughter to the dentist because we don't have fluoride in the water/ there is fluoride in the toothpaste and people should brush their teeth more often"
- "because I have a child with bad teeth and I think some fluoride in the water would not have gone astray"
- "It has been proven in studies"
- "I have grown up thinking that fluoride is good for your teeth but I don't have evidence or information to prove it/ the reason that they want fluoride in the Carnarvon water is because there is a large amount of aboriginal children with tooth decay/ I don't believe in mass medication"
- "Having had a child have 3 teeth removed because of decay and 4 had to have stainless crowns I am convinced fluoride might have helped"
- "particular with dentists they use fluoride to do with dental health/ I don't see any evidence to support the need for fluoride in water"
- "statistics say it does prevent tooth decay/ but I don't know enough about the fluoride itself/ I don't have a personal opinion on it"
- "Because, going over what has been said since I was a little kid on TV, magazines etc. -across the world fluoride has been added to improve dental health"

### **Q7. How did you find out about the addition of fluoride to public drinking water supplies?**

- "walked past local MP's office"
- "used to use it has a spray on plantation & know it is poisonous/"
- "Campaign and own research and Carnarvon's water has a high enough fluoride level already"
- "notice when I drink the water/can smell it in the water"
- "People said quite some time ago that there was natural fluoride in the water"
- "you can taste it"
- "30 years working for the Water Corporation etc"
- "It's how they make the water clear"
- "Asked my mum when I was little why the water was cloudy and she said it is fluoride and it is good for your teeth"
- "Research myself on the fluoride"
- "Door knocking"
- "forum"
- "I also work for the Shire"
- "Meeting in town"
- "Meetings, flyers"
- "Market stands"

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- "you can smell it in the water/there is too much being put in"
- "information desks"
- "used to live in Albany/ moved to Carnarvon and we found out then"
- "local shire & notices around town"
- "local minister's office, petition"
- "I don't like the fluoride water in Perth"
- "local government newsletter"
- "When you turn the tap on the water turns white"
- "In Europe"
- "You can taste it"

**Q7. How did you find out about the addition of fluoride to public drinking water supplies?  
(websites)**

- "nine msn/Google"
- "letter in the mail"
- "Link through Yahoo"
- "Googled"
- "letterbox drops"

**Q8. What is your most commonly used source of drinking water at home?**

- "Under the sand from the Gascoyne River"
- "River water"
- "filtered tap water"
- "Bore Water"
- "Filtered tap water"
- "We drink river water"
- "Tap water but I filter it"
- "Scheme supply from the bore fields but it is not treated water"
- "We don't have any additives in the water supply because we get it before it reaches the town where additives are put in"
- "We get it from the river before it flows into town"
- "Filter it ourselves from the public drinking supply"
- "bore water"
- "pump it privately from the river"
- "river water"
- "bore fields from river water"

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- "Bore water"
- "Filtered water bottles now"
- "Filtered water"
- "Filtered water"
- "Filtered water"
- "River water which is purified as it goes through the sand"
- "Filtered water from the tap supply"
- "bore water"
- "filtered tap water"
- "From the river"
- "Filtered from tap water/it doesn't remove fluoride"
- "river"
- "filtered water through my fridge"
- "Bore water filtered by the river sands"
- "filtered water through the fridge"
- "filter attached to the main drinking supply"
- "Farm water from the boars"
- "We get the water before it gets treated"
- "scheme water"
- "bore water from the aquafer and is treated as far as we know"
- "bore water that goes through desalination process"
- "underground aquafer"
- "filtered tap water"