



## TOPLINE & METHODOLOGY

### Ipsos Fluoride Poll

Conducted by Ipsos using KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
 Interview dates: January 2-5, 2025  
 Number of interviews: 1,016

Margin of error: +/- 3.3 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents, N/A = not applicable

#### Annotated Questionnaire:

Q1\_1. How familiar are you, if at all, with the following? The use of fluoride in U.S. water supplies

	Total (N=1,016)	Urban (N=378)	Suburban (N=452)	Rural (N=186)	White, Non- Hispanic (N=680)	Black, Non- Hispanic (N=101)	Hispanic (N=146)
Very familiar	18%	21%	15%	17%	18%	20%	14%
Somewhat familiar	39%	36%	41%	40%	43%	26%	35%
Heard of but not familiar	30%	30%	30%	29%	30%	31%	30%
Have not heard of	13%	13%	13%	12%	8%	22%	21%
Skipped	1%	1%	1%	*	*	1%	-
<b>Familiar (Net)</b>	<b>57%</b>	<b>57%</b>	<b>56%</b>	<b>58%</b>	<b>61%</b>	<b>46%</b>	<b>49%</b>

Q1\_2. How familiar are you, if at all, with the following? Discussion of banning the use of fluoride in U.S. public water supplies

	Total (N=1,016)	Urban (N=378)	Suburban (N=452)	Rural (N=186)	White, Non- Hispanic (N=680)	Black, Non- Hispanic (N=101)	Hispanic (N=146)
Very familiar	10%	10%	10%	13%	11%	10%	10%
Somewhat familiar	30%	30%	31%	26%	31%	27%	30%
Heard of but not familiar	33%	34%	34%	30%	34%	28%	30%
Have not heard of	26%	26%	25%	31%	24%	33%	31%
Skipped	1%	1%	1%	*	*	1%	-
<b>Familiar (Net)</b>	<b>40%</b>	<b>40%</b>	<b>41%</b>	<b>38%</b>	<b>42%</b>	<b>37%</b>	<b>40%</b>



## TOPLINE & METHODOLOGY

Q2. As you may know, the chemical fluoride is added by some, but not all, U.S. water authorities and utility districts. To the best of your knowledge, is fluoride currently being added to water supplying your home?

	<b>Total (N=1,016)</b>	<b>Urban (N=378)</b>	<b>Suburban (N=452)</b>	<b>Rural (N=186)</b>	<b>White, Non- Hispanic (N=680)</b>	<b>Black, Non- Hispanic (N=101)</b>	<b>Hispanic (N=146)</b>
Yes	34%	40%	37%	15%	36%	29%	27%
No	17%	6%	15%	44%	20%	11%	11%
Don't know	48%	54%	47%	41%	44%	59%	62%
Skipped	*	-	1%	-	-	2%	-

Q3. In your opinion, is the current use of fluoride in public water supplies...?

	<b>Total (N=1,016)</b>	<b>Urban (N=378)</b>	<b>Suburban (N=452)</b>	<b>Rural (N=186)</b>	<b>White, Non- Hispanic (N=680)</b>	<b>Black, Non- Hispanic (N=101)</b>	<b>Hispanic (N=146)</b>
Healthy or beneficial for the public	34%	37%	34%	28%	38%	24%	26%
Has no real impact	9%	10%	9%	9%	8%	13%	11%
Harmful or detrimental for the public	15%	13%	15%	16%	14%	14%	14%
Don't know	41%	40%	41%	47%	40%	48%	48%
Skipped	1%	*	1%	*	*	2%	-



## TOPLINE & METHODOLOGY

### About the Study

This Ipsos poll was conducted from January 2 to January 5, 2025, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,016 adults age 18 or older. The sample includes 378 Urban respondents, 452 Suburban respondents, and 186 Rural respondents. The sample also includes 680 White, non-Hispanic respondents; 101 Black, non-Hispanic respondents; and 146 Hispanic respondents; 89 respondents who did not fit into these categories were not shown on this document due to insufficient sample size (N<100).

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. Party ID benchmarks are from the 2024 NPORS annual survey. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000–\$49,999, \$50,000–\$74,999, \$75,000–\$99,999, \$100,000–\$149,999, \$150,000+)
- Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.14.

The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.





## TOPLINE & METHODOLOGY

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## TOPLINE & METHODOLOGY

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

