



Attitudes about Fluoride: National Survey of US Adults (n=1,114)

Survey conducted online by [Marketing for Change Co.](#) between July 7 and July 9, 2025 among a sample of 1,114 adult Americans. The margin of error due to sampling is +/- 2.94%.

What is your age?

	<i>Frequency</i>	<i>Percent</i>
18-24	122	11.0
25-39	278	25.0
40-54	270	24.2
55-69	288	25.9
70+	156	14.0
Total	1114	100.0

What is your zip code?

{Not shown}

Do you currently have health and/or dental insurance?

	<i>Frequency</i>	<i>Percent</i>
Yes, both	788	70.7
Just health insurance	227	20.4
Just dental insurance	8	0.7
Neither	77	6.9
I don't know/not sure	14	1.3
Total	1114	100.0

How involved are you in local politics or civic activities, like volunteer organizations, clubs, or boards, in your community?

	<i>Frequency</i>	<i>Percent</i>
Extremely active	116	10.4
Very active	140	12.6
Somewhat active	242	21.7
Not usually involved	322	28.9
Not active at all	294	26.4
Total	1114	100.0

In general, do you think the federal government's current environmental regulations are too strict or too lenient?

	<i>Frequency</i>	<i>Percent</i>
Much too strict	120	10.8
Somewhat too strict	237	21.3
Just about right	367	32.9
Somewhat too lenient	237	21.3
Much too lenient	153	13.7
Total	1114	100.0

How do you feel about public schools requiring students to receive vaccinations against polio, measles, mumps, hepatitis and chickenpox before they enroll?

	<i>Frequency</i>	<i>Percent</i>
Strongly support	607	54.5
Somewhat support	291	26.1
Not sure	124	11.1
Somewhat oppose	55	4.9
Strongly oppose	37	3.3
Total	1114	100.0

How familiar are you, if at all, with the use of fluoride in US water supplies?

	<i>Frequency</i>	<i>Percent</i>
Very familiar	365	32.8
Somewhat familiar	455	40.8
Heard of but not familiar	215	19.3
Have not heard of	79	7.1
Total	1114	100.0

Do you know if the water in your community is fluoridated?

	<i>Frequency</i>	<i>Percent</i>
Yes, the water in my community is fluoridated	545	48.9
No, the water in my community is not fluoridated	93	8.3
No, I'm on a private well	60	5.4
I don't know/not sure	416	37.3
Total	1114	100.0

How familiar are you, if at all, with discussions about whether communities should remove fluoride from their drinking water?

	<i>Frequency</i>	<i>Percent</i>
Very familiar	250	22.4
Somewhat familiar	413	37.1
Heard of but not familiar	287	25.8
Have not heard of	164	14.7
Total	1114	100.0

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

	<i>Frequency</i>	<i>Percent</i>
Healthy or beneficial for the public	464	41.7
Has no real impact	156	14.0
Harmful or detrimental for the public	213	19.1
I don't know/not sure	281	25.2
Total	1114	100.0

Which of the following comes closest to your position?

	<i>Frequency</i>	<i>Percent</i>
I support fluoridation and think all communities should be required to fluoridate	291	26.1
I support fluoridation and think each community should decide whether it wants to fluoridate	286	25.7
I don't have an opinion on fluoridation	324	29.1
I oppose fluoridation and think each community should decide whether it wants to fluoridate	146	13.1
I oppose fluoridation and think all communities should be banned from fluoridating	67	6.0
Total	1114	100.0

Have you heard or seen anything recently about water fluoridation?

	<i>Frequency</i>	<i>Percent</i>
Yes	464	41.7
No	552	49.6
I don't know/not sure	98	8.8
Total	1114	100.0

**How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? -
Your family doctor or pediatrician**

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	410	36.8
Mostly trust	480	43.1
Trust a little	179	16.1
Don't trust at all	45	4.0
Total	1114	100.0

**How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? -
Most family doctors and pediatricians**

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	362	32.5
Mostly trust	475	42.6
Trust a little	219	19.7
Don't trust at all	58	5.2
Total	1114	100.0

**How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? -
Your dentist**

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	423	38.0
Mostly trust	416	37.3
Trust a little	213	19.1
Don't trust at all	62	5.6
Total	1114	100.0

**How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? -
Most dentists**

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	341	30.6
Mostly trust	450	40.4
Trust a little	250	22.4
Don't trust at all	73	6.6
Total	1114	100.0

**How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? -
Members of your state Legislature**

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	115	10.3
Mostly trust	264	23.7
Trust a little	418	37.5
Don't trust at all	317	28.5
Total	1114	100.0

**How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? -
Local water system officials**

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	215	19.3
Mostly trust	424	38.1
Trust a little	346	31.1
Don't trust at all	129	11.6
Total	1114	100.0

**How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? -
Public health experts**

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	316	28.4
Mostly trust	432	38.8
Trust a little	276	24.8
Don't trust at all	90	8.1
Total	1114	100.0

**How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? -
Water quality experts**

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	366	32.9
Mostly trust	457	41.0
Trust a little	230	20.6
Don't trust at all	61	5.5
Total	1114	100.0

How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? -
US Secretary of Health and Human Services

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	234	21.0
Mostly trust	336	30.2
Trust a little	284	25.5
Don't trust at all	260	23.3
Total	1114	100.0

How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? -
Environmentalists

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	211	18.9
Mostly trust	405	36.4
Trust a little	310	27.8
Don't trust at all	188	16.9
Total	1114	100.0

How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? -
Scientists

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	402	36.1
Mostly trust	403	36.2
Trust a little	248	22.3
Don't trust at all	61	5.5
Total	1114	100.0

How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? -
Opponents of fluoridation

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	106	9.5
Mostly trust	228	20.5
Trust a little	400	35.9
Don't trust at all	380	34.1
Total	1114	100.0

How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? - Supporters of fluoridation

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	169	15.2
Mostly trust	304	27.3
Trust a little	393	35.3
Don't trust at all	248	22.3
Total	1114	100.0

How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? - Your mayor or county executive

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	140	12.6
Mostly trust	290	26.0
Trust a little	405	36.4
Don't trust at all	279	25.0
Total	1114	100.0

How much would you trust each of the following types of people as a source to learn about fluoride in drinking water? - Your family members and friends

	<i>Frequency</i>	<i>Percent</i>
Trust a lot	292	26.2
Mostly trust	369	33.1
Trust a little	336	30.2
Don't trust at all	117	10.5
Total	1114	100.0

How, if at all, do you currently get fluoride? Select all that apply.

	<i>Frequency</i>	<i>Percent</i>
It's in the water I drink	546	49.0
It's in the water used to make other things I drink (e.g., juice)	199	17.9
My dentist applies it directly to my teeth	267	24.0
I use fluoridated toothpaste, mouthrinse, etc.	690	61.9
I don't know	113	10.1
I am not exposed to any fluoride	47	4.2

For your own personal water consumption, what do you mostly drink?

	<i>Frequency</i>	<i>Percent</i>
I mostly drink unfiltered tap water	251	22.5
I mostly drink filtered tap water	372	33.4
I mostly drink bottled water	428	38.4
I mostly drink well water	63	5.7
Total	1114	100.0

Which of the following comes closest to your belief?

	<i>Frequency</i>	<i>Percent</i>
I think the government should do what it can to protect and improve public health	951	85.4
I don't think the government should play a role in protecting and improving public health	163	14.6
Total	1114	100.0

Which of the following comes closest to your belief?

	<i>Frequency</i>	<i>Percent</i>
I think the government should do what it can to protect and improve oral health	881	79.1
I don't think the government should play a role in protecting and improving oral health	233	20.9
Total	1114	100.0

Thinking about the current US Secretary of Health and Human Services (Robert F. Kennedy Jr), as far as you know, what position has he taken on fluoride in drinking water?

	<i>Frequency</i>	<i>Percent</i>
He supports it	205	18.4
He opposes it	442	39.7
Don't know/not sure	467	41.9
Total	1114	100.0

If your community was deciding whether to remove fluoride from your drinking water, how involved do you think you would be?

	<i>Frequency</i>	<i>Percent</i>
I would actively support removing fluoride from the drinking water	172	15.4
I would quietly support removing fluoride from the drinking water	171	15.4
I would not be involved at all	413	37.1
I would quietly oppose removing fluoride from the drinking water	202	18.1
I would actively oppose removing fluoride from the drinking water	156	14.0
Total	1114	100.0

In general, would you say your health is:

	<i>Frequency</i>	<i>Percent</i>
Excellent	173	15.5
Very good	375	33.7
Good	384	34.5
Fair	159	14.3
Poor	23	2.1
Total	1114	100.0

Are there any minor children (aged 17 or younger) who live in your household? Select all that apply.

	<i>Frequency</i>	<i>Percent</i>
Yes, aged birth-5	138	12.4
Yes, aged 6-12	219	19.7
Yes, aged 13-17	196	17.6
No	718	64.5

What is your sex?

	<i>Frequency</i>	<i>Percent</i>
Male	536	48.1
Female	575	51.6
Prefer not to answer	3	0.3
Total	1114	100.0

What is the highest level of education you have completed?

	<i>Frequency</i>	<i>Percent</i>
Some high school/Less than high school graduate	25	2.2
High school graduate	244	21.9
Some college	205	18.4
Vocational, Technical, or Associate's degree	146	13.1
4-year College/University degree	276	24.8
Post graduate studies or degree	218	19.6
Total	1114	100.0

What is your race and/or ethnicity? Please select all that apply.

	<i>Frequency</i>	<i>Percent</i>
American Indian or Alaska Native	26	2.3
Asian	55	4.9
Black or African American	197	17.7
Hispanic or Latino	146	13.1
Middle Eastern or North African	4	0.4
Native Hawaiian or Pacific Islander	4	0.4
White	791	71.0

What candidate did you select in the 2024 Presidential Election? - Selected Choice

	<i>Frequency</i>	<i>Percent</i>
Donald Trump	449	40.3
Kamala Harris	463	41.6
Other	24	2.2
I did not vote	178	16.0
Total	1114	100.0

Which of the following ranges best describes what you expect your total, annual household income to be this year?

	<i>Frequency</i>	<i>Percent</i>
Under \$25,000	186	16.7
\$25,000 to \$49,999	231	20.7
\$50,000 to \$74,999	161	14.5
\$75,000 to \$99,999	195	17.5
\$100,000 to \$149,999	207	18.6
\$150,000 or more	134	12.0
Total	1114	100.0