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# FLUORIDE PLEBISCITE IN CALGARY LIKELY TO PASS BY COMFORTABLE MARGIN

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Media Release  
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# Fluoride Plebiscite in Calgary Likely to Pass by Comfortable Margin

*September 29, 2021*

*For Immediate Release*

(CALGARY) After almost a decade without a fluoridated water supply, Calgarians appear ready to re-introduce the cavity fighting agent in this October's plebiscite on the issue according to a recent ThinkHQ Public Affairs survey. The plebiscite measure is likely to pass by a comfortable margin later this month, with almost seven-in-ten (68%) Calgary voters saying they plan to vote in favour of the measure, compared to only 21% saying they will vote "No" and 11% who are still undecided. On a decided vote basis, the results are 76% in favour of re-introducing fluoride to the water vs. 24% opposed.

- Substantial majorities support the measure across demographic categories, though it is somewhat lower among more conservative voters and those who believe the City is on the "Wrong Track" today
- The measure receives slightly higher support among those with kids at home

## Commentary

*ThinkHQ Public Affairs Inc. President Marc Henry notes the following on these survey results:*

“Putting aside the public health debate, fluoridation is the ‘Bad Penny’ of Calgary municipal politics – this issue just seems to constantly reappear. We’ve held six plebiscites on the matter since the 1950s, and a decade after Council chose to remove fluoride, its back again.

It’s a popular measure with Calgary voters. The plebiscite should pass by a very healthy margin, with support 3:1 over opposition. If it does pass by that wide a margin, perhaps Calgary voters can have some solace in knowing they may not have to deal with the issue again for a decade or two.”

# Research Methodology

## Approach

- Online survey of Adult Calgarians
- Region: Calgary proper
- **Field dates:** Sept. 13 - 16, 2021
- **Sample size:** 2021 n=1,109
- **Panel source:** Angus Reid Forum
- Weighted to reflect gender, age and region of Calgary population according to Stats Canada
- A random stratified sample of panelists was invited to complete the survey from the Angus Reid Forum. The margin of error for a comparable probability-based random sample of this size is ***+/- 2.9 percentage points, 19 times out of 20***
- Accuracy of sub-samples of the data decline based on sample sizes

Regional sample sizes: 2021	Total interviews		Margin of error*
	Unweighted	Weighted	
<b>Calgary total</b>	<b>n=1,109</b>	<b>n=1,109</b>	<b>+/- 2.9</b>
Northwest	n=299	n=307	+/- 5.7
Southwest	n=372	n=314	+/- 5.1
Southeast	n=287	n=283	+/- 5.8
Northeast	n=151	n=204	+/- 8.0
New/suburb	n=372	n=391	+/- 5.1
Established community	n=469	n=452	+/- 4.5
Inner city	n=253	n=249	+/- 6.2

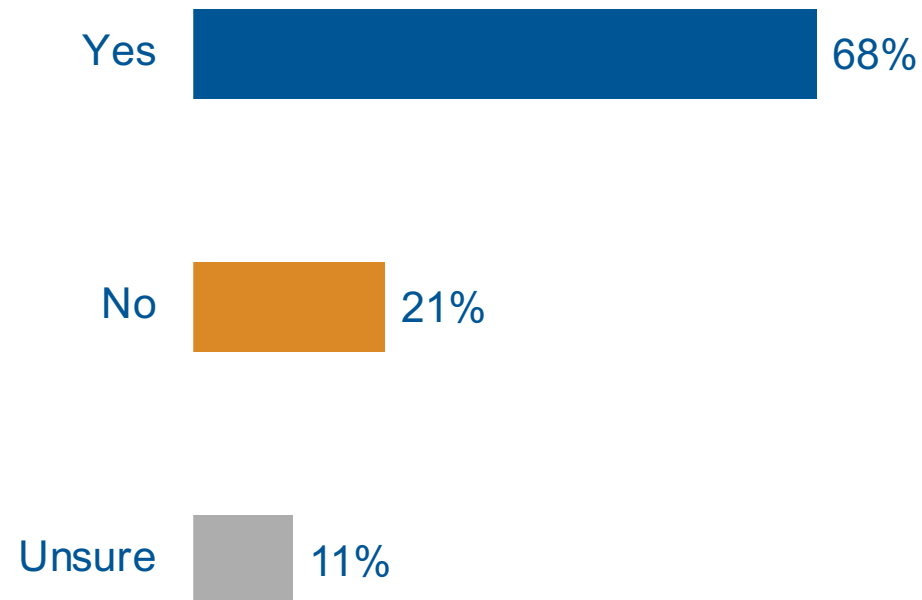
\*Note: Percentage points. The margin of error is associated with a probability sample of this size

# Mock Ballot - Fluoridation Plebiscite

*In next month's municipal election, Calgarians will also be asked to vote in a plebiscite about fluoridation of the water supply. If the plebiscite were being held tomorrow, how would you personally vote on the following question:*

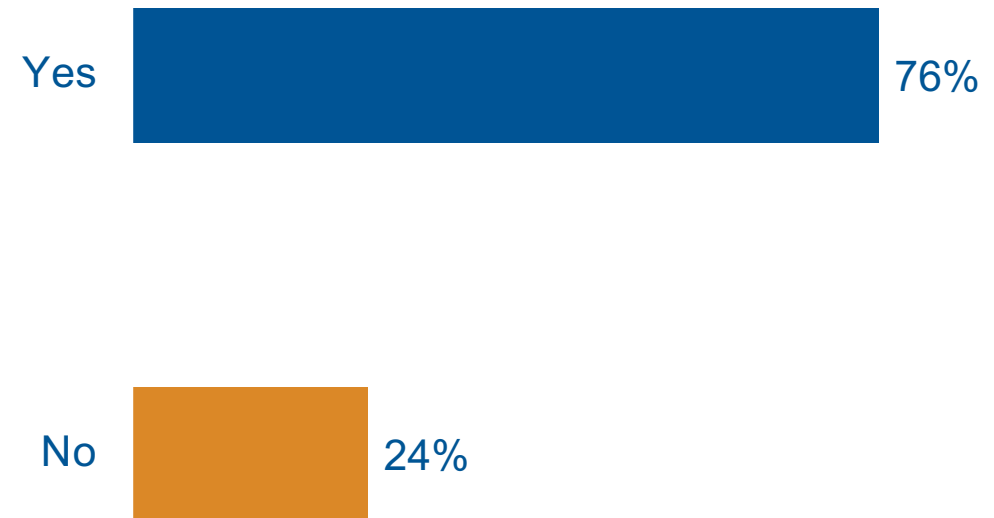
***“Are you in favour of re-introducing fluoridation of the municipal water supply?”***

## INITIAL VOTE



Base: All respondents (n=1,109)

## DECIDED VOTE



Base: Decided voters (n=981)



# Mock Ballot - Fluoridation Plebiscite

## - By key demographics



■ Yes ■ No

Supports fluoridation of water supply



*% saying "yes"*

Gender		Home		Kids at home	
Male	77%	Owner	78%	Yes	80%
Female	76%	Renter	72%	No	74%
Age		City direction		Provincial vote	
Under 35	81%	Right track	88%	UCP	71%
55+	71%	Wrong track	67%	NDP	87%
Education		Community		Vote spectrum	
High school	72%	New/Suburb	77%	Progressive	87%
Some PS	71%	Established	74%	Centrist	76%
University+	78%	Inner	81%	Conservative	63%

Base: Decided voters (n=981)



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