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MEDIA RELEASE

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Fair Go for Australians

Roy Morgan Research has found, following polling and community consultation, that 91% of Australians think "a fair go" for Australians is an important Australian value.

This survey was based on 672 Australians. The findings were later confirmed by an Australian Council of Social Services survey of 1,600 people.

In other words, 0.00336% of Australia's population was surveyed to achieve a result which has been accepted.

The Area Health survey of our community's wishes in relation to fluoride actually involved 0.11764% of our population.

That is 3501% over the Roy Morgan Research group and yet no one doubts the validity of the Roy Morgan Research.

For those who have an understanding of statistics and surveys, the validity of the findings are more associated with the methodology rather than the raw numbers of people surveyed.

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