The Dental Divide in America
Survey Results

Embargoed Until May 15, 2013, 9:45 a.m. ET
Overview

• In April 2013, the American Dental Association sought to better understand parents’ attitudes, perceptions and behaviors related to dental care.

• To assist in this effort, the ADA conducted an online survey with Harris Interactive of 1,221 adults.

• The survey was fielded between April 24 and 29, 2013.

• Respondents were asked questions about how they perceived their current dental health, sources of information on dental health, choices they have made regarding dental health, and their personal dental hygiene habits.
  – Those with children under 18 were asked these same questions about their children’s habits.
The ADA Dental Divide in America Study was conducted online within the United States by Harris Interactive on behalf of the American Dental Association between April 24-29, 2013 among 1,221 US adults age 18+, of whom 310 had a household income of less than $30K and 911 had a household income of $30K or more. No estimates of theoretical sampling error can be calculated; a full methodology is available.

About Harris Interactive
Harris Interactive is one of the world’s leading market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll® and for pioneering innovative research methodologies, Harris offers proprietary solutions in the areas of market and customer insight, corporate brand and reputation strategy, and marketing, advertising, public relations and communications research. Harris possesses expertise in a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Additionally, Harris has a portfolio of multi-client offerings that complement our custom solutions while maximizing our client's research investment. Serving clients in more than 196 countries and territories through our North American and European offices, Harris specializes in delivering research solutions that help us - and our clients—stay ahead of what's next. For more information, please visit www.harrisinteractive.com.
Respondent Demographics

**Region**
- East: 22%
- Midwest: 22%
- South: 32%
- West: 24%

**Age**
- 18-34: 38%
- 35-44: 32%
- 45-54: 16%
- 55+: 14%

**Gender**
- Female: 48%
- Male: 52%

**Household Income**
- Less than $30K: 24%
- $30,000-49,999: 19%
- $50,000-74,999: 19%
- $75K or more: 38%

**Employment Status**
- Employed full time: 38%
- Employed part time: 11%
- Self-employed: 5%
- Not employed - self-employed: 7%
- Not employed: 1%
- Retired: 22%
- Not employed due to student: 5%
- Not employed due to stay-at-home spouse: 6%
- Not employed - not working: 5%

**Parent of child <18**
- Yes: 76%
- No: 24%
Overall Dental Health Behavior

- Nearly half (44%) of all respondents report that dental health is extremely important, but those with household incomes $30K or more are significantly more likely to answer this way than those with incomes less than $30K.

Q700: Overall, which of the following best describes your dental health behavior?

- Respondents ages 55+ are significantly more likely than those ages 18-44 to report that dental health is extremely important.
- Respondents with a college degree or higher are significantly more likely than those with some college or lower to report that dental health is extremely important.

- Dental health is extremely important to me and I never miss a dental appointment.
  - Total (n=1,221): 44%
  - Under $30K (n=310): 33%
  - Over $30K (n=911): 47%

- Dental health is important to me, but I have missed appointments in the past.
  - Total (n=1,221): 38%
  - Under $30K (n=310): 44%
  - Over $30K (n=911): 36%

- Dental health isn't a top priority.
  - Total (n=1,221): 14%
  - Under $30K (n=310): 18%
  - Over $30K (n=911): 13%

- Dental health is the least of my concerns.
  - Total (n=1,221): 4%
  - Under $30K (n=310): 5%
  - Over $30K (n=911): 4%
• Overall, respondents report in nearly equal numbers that they are very concerned (35%) or not very concerned (38%) about their dental health, but those with incomes $30K or more are significantly more likely to report being not very concerned.

Q705: How concerned would you say you are about the state of your dental health?

- **Extremely concerned**
  - Total (n=1,221): 12%
  - Under $30K (n=310): 15%
  - Over $30K (n=911): 11%

- **Very concerned**
  - Total (n=1,221): 35%
  - Under $30K (n=310): 38%
  - Over $30K (n=911): 34%

- **Not very concerned**
  - Total (n=1,221): 38%
  - Under $30K (n=310): 31%
  - Over $30K (n=911): 41%

- **Not concerned at all**
  - Total (n=1,221): 15%
  - Under $30K (n=310): 16%
  - Over $30K (n=911): 14%

• Respondents without children are significantly more likely (17%) than those with children (9%) to report that they are not concerned at all with the state of their dental health.
More than half of respondents (54%) believe their dental health is better than their parents’ dental health, but those with incomes $30K or more are significantly more likely to say this than those with incomes less than $30K.
Comparison to Children’s Dental Health

- More than half (52%) of respondents believe their children’s dental health will be better than theirs.

Q715 (for parents of children age <18): Do you believe the dental health for your child will be better, about the same or worse than your dental health?

- Better than my dental health: 52% (Total), 53% (Under $30K), 52% (Over $30K)
- About the same as my dental health: 38% (Total), 38% (Under $30K), 44% (Over $30K)
- Worse than my dental health: 1% (Total), 1% (Under $30K), 1% (Over $30K)
- Don't know: 4% (Total), 9% (Under $30K), 3% (Over $30K)
Effect of Health Care Reform

- Nearly three-quarters (70%) of respondents believe health care reform will not help them obtain dental care.
- However, 40% of respondents with less than $30K in income believe that health care reform will help them obtain dental care.

Q720: Do you believe the current health care reform will help you obtain dental care?

- Respondents ages 18-34 are significantly more likely than those ages 35+ to believe health care reform will help them obtain dental care.
- Respondents with children are significantly more likely than those without children to believe health care reform will help them obtain dental care.
Importance of Dental Health

- More than half (56%) of respondents report that dental health is very important to their overall health and well-being.
- Respondents with incomes less than $30K are significantly more likely to feel neutral.

Q725: How important is dental health to your overall health and well-being?

- Female respondents are significantly more likely (64%) than males (47%) to report that dental health is very important to overall health and well-being.
Overall Dental Health Quality

- More than half (54%) of respondents report that their health is excellent or very good.
- Respondents with incomes $30K or more are significantly more likely to report their dental health as excellent or very good.

Q730: Overall, how would you rate the quality of your dental health?

<table>
<thead>
<tr>
<th>Quality</th>
<th>Total (n=1,221)</th>
<th>Under $30K (n=310)</th>
<th>Over $30K (n=911)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>5%</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>Fair</td>
<td>14%</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>Good</td>
<td>27%</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Very good</td>
<td>35%</td>
<td>27%</td>
<td>37%</td>
</tr>
<tr>
<td>Excellent</td>
<td>19%</td>
<td>13%</td>
<td>21%</td>
</tr>
</tbody>
</table>

- Respondents living in the South are significantly less likely to report their dental health as excellent or very good than respondents living in the other three regions.
- Respondents with a college degree or higher are significantly more likely than those with some college or lower to report that their dental health is excellent.
Challenges with Impaired Dental Health

- More than one-third (32%) of respondents report that poor dental conditions are the result of having teeth they consider as less than very good.

Q735 (for those who chose dental health as “less than very good”): What are some challenges you’ve faced in your life as a result of your teeth being considered less than very good?

<table>
<thead>
<tr>
<th>Conditions (NET)</th>
<th>Daily life (NET)</th>
<th>Procedures (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pain/discomfort/Toothache – 9%</td>
<td>Cavities – 9%</td>
<td>Tooth loss/tooth fell out – 4%</td>
</tr>
<tr>
<td>Chipped/cracked tooth – 3%</td>
<td>Crooked teeth – 3%</td>
<td>Gum problems – 2%</td>
</tr>
<tr>
<td>Sensitive teeth – 1%</td>
<td>Decay/tooth decay – 1%</td>
<td>Bleeding/bleeding gums – 1%</td>
</tr>
<tr>
<td>Bad breath – 1%</td>
<td>Teeth grinding – 1%</td>
<td>Other conditions – 5%</td>
</tr>
</tbody>
</table>

- Financial/dental expenses – 11%
- Self-conscious/insecure – 4%
- Difficulty to eat certain foods – 3%
- Appearance – 2%
- Employment/loss of employment – 2%
- Being teased – 2%
- Practicing proper preventive care – 1%

- Needing dentures – 4%
- Fillings/fill cavities – 3%
- Crowns – 3%
- Needing braces – 2%
- Other procedures – 2%

- Extractions – 4%
- Whitening/teeth stained – 3%
- Root canals – 2%
- Teeth cleaning issues – 1%
Children’s Overall Dental Health

- More than three-quarters (76%) of respondents rate the quality of their child’s dental health as being excellent or very good.

- Respondents with household incomes of $30K or more are significantly more likely than those with household incomes of less than $30K to rate their children’s overall quality of dental health as excellent or very good (82% NET versus 59% NET, respectively).

Q740 (for parents of children age <18): Overall, how would you rate the quality of your child’s dental health?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Total (n=342)</th>
<th>Under $30K (n=77)</th>
<th>Over $30K (n=265)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>39%</td>
<td>28%</td>
<td>42%</td>
</tr>
<tr>
<td>Very good</td>
<td>38%</td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>Good</td>
<td>29%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Fair</td>
<td>8%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Children’s Challenges with Impaired Dental Health

• More than one-third (36%) of respondents report that their children’s poor dental conditions are challenges their children face with having teeth considered less than very good.

Q742 (for parents of children age <18 who chose “less than very good” for child’s dental health): What are some challenges your child has faced in his/her life as a result of his/her teeth being considered less than very good?

Conditions (NET) 36%:
- Cavities – 21%
- Pain/discomfort/toothache – 8%
- Overcrowding – 3%
- Chipped/cracked tooth – 1%
- Difficult to eat certain foods – 1%
- Fear of the dentist – 1%
- Dental insurance – 1%
- Dislike smiling – 1%
- Self-conscious/insecure – 2%
- Difficult to eat certain foods – 1%
- Dental insurance – 1%
- Fear of the dentist – 1%
- Practicing proper preventive care – 12%
- Financial/dental expenses – 3%

Daily life (NET) 21%:
- Practicing proper preventive care – 12%
- Financial/dental expenses – 3%
- Dislike smiling – 1%
- Self-conscious/insecure – 2%

Procedures (NET) 9%:
- Needing braces – 3%
- Whitening/teeth stained – 2%
- Root canals – 1%
- Oral surgery – 3%
- Extractions – 1%
- Caps – 1%
Sources for Dental Health Information

- More than three-quarters (76%) of respondents report they receive from their dentist information on taking care of their dental health.
- Respondents with incomes of $30K or more are significantly more likely to report they learned about taking care of their dental health from their dentists.

Q745: Where did/do you learn about taking care of your dental health? Please select all that apply.

- **Dentist**: 69% (Total), 76% (Over $30K), 64% (Under $30K)
- **Parents**: 57% (Total), 55% (Over $30K), 64% (Under $30K)
- **School**: 30% (Total), 29% (Over $30K), 33% (Under $30K)
- **I taught myself**: 25% (Total), 24% (Over $30K), 30% (Under $30K)
- **Things I read or hear about in the news or online**: 25% (Total), 25% (Over $30K), 25% (Under $30K)
- **Friends**: 8% (Total), 6% (Over $30K), 12% (Under $30K)
- **Other**: 4% (Total), 5% (Over $30K), 4% (Under $30K)
- **I don't know about dental health care**: 2% (Total), 2% (Over $30K), 2% (Under $30K)
- **Don't know**: 2% (Total), 2% (Over $30K), 2% (Under $30K)
The majority (83%) of respondents report that their children receive from their parents information on taking care of their dental health.

Q750 (for parents of children age <18): Where did/does your child learn about taking care of his/her dental health? Please select all that apply.

- Parents: 83%
- Dentist: 67%
- School: 33%
- Things I read or hear about in the news or online: 10%
- Friends: 8%
- They taught themselves: 6%
- Other: 2%
- They don't know about dental health care: 2%
- Don't know: 2%

Total (n=342)
Under $30K (n=77)
Over $30K (n=265)
Nearly one-third (27%) of respondents report visiting a dentist within the last 3 months. Respondents with incomes of $30K or more are significantly more likely than those with household incomes of less than $30K to report they visited the dentist within the last 3 months (30% versus 15%, respectively) and within the last 3 to 6 months (24% versus 16%, respectively).

Q755: When is the last time you personally visited a dentist?

- 0 to less than 3 months: Total (27%), Under $30K (15%), Over $30K (22%)
- 3 months to less than 6 months: Total (24%), Under $30K (16%), Over $30K (22%)
- 6 months to less than 1 year: Total (18%), Under $30K (14%), Over $30K (15%)
- 1 year to less than 2 years: Total (13%), Under $30K (11%), Over $30K (14%)
- 2 years to less than 3 years: Total (9%), Under $30K (7%), Over $30K (10%)
- 3 years to less than 5 years: Total (6%), Under $30K (5%), Over $30K (5%)
- 5 years or more: Total (8%), Under $30K (1%), Over $30K (11%)
- Never: Total (1%), Under $30K (2%), Over $30K (8%)
- Don't remember: Total (2%), Under $30K (2%), Over $30K (1%)

Total (n=1,221)
Under $30K (n=310)
Over $30K (n=911)
More than one-third (36%) of respondents report their children visited the dentist within the last 3 months. Respondents with household incomes of $30K or more are significantly more likely to report their children visited the dentist within the last 3 to 6 months.

Q760 (for parents of children age <18): When is the last time your child visited a dentist?

- **0 to less than 3 months**: Total 27%, Under $30K 15%, Over $30K 30%
- **3 months to less than 6 months**: Total 22%, Under $30K 16%, Over $30K 24%
- **6 months to less than 1 year**: Total 18%, Under $30K 15%, Over $30K 24%
- **1 year to less than 2 years**: Total 13%, Under $30K 11%, Over $30K 13%
- **2 years to less than 3 years**: Total 9%, Under $30K 7%, Over $30K 9%
- **Never**: Total 2%, Under $30K 0%, Over $30K 2%
- **Don't remember**: Total 2%, Under $30K 1%, Over $30K 2%
Paying for Dental Services

- Nearly half (46%) of respondents report their dental insurance pays for some of the cost of dental services.
- Respondents with household incomes of $30K or more are significantly more likely than those with household incomes of less than $30K to report their insurance pays for some of the cost (47% versus 32%, respectively) or for all of the cost (20% versus 11%, respectively) of dental services.

Q765: When you go to the dentist, how do you pay for the services you receive?

- Respondents ages 55+ are significantly more likely than respondents ages 18-54 to pay all the costs out of pocket.
Level of Dental Health Knowledge

- More than half (57%) of respondents believe they are well informed about taking care of their dental health.
- Respondents with incomes of $30K or more are significantly more likely to report they are well informed about taking care of their dental health.

Q770: Which of the following best describes your level of knowledge about taking care of your dental health? By “dental health,” we mean the overall care of your mouth, including your teeth, gums, and tongue.

- I am well informed about taking care of my dental health. (57%, 60%)
- I know some things about taking care of my dental health. (38%, 41%)
- I don’t know very much about taking care of my dental health. (4%, 6%)
- I don’t know anything about taking care of my dental health. (1%, 5%)

- Respondents ages 35+ are significantly more likely than respondents ages 18-34 to report being well informed about taking care of their dental health.
- Female respondents are significantly more likely than males to report being well informed about taking care of their dental health.
Missed Dental Visits

- Respondents are nearly evenly split between those who have delayed or missed a dental visit (52%) and those who have never delayed or missed a dental visit (48%).

Q775: Have you ever delayed or missed a regular dental visit?

- Yes: 52% (Total n=1,221), 52% (Under $30K n=310), 51% (Over $30K n=911)
- No: 48% (Total n=1,221), 48% (Under $30K n=310), 49% (Over $30K n=911)
Reasons for Missed Dental Visits

- Nearly half (40%) of respondents report they delayed or missed a regular dental visit because they couldn’t afford it.
- Respondents with incomes less than $30K are significantly more likely to report they could not afford to go to the dentist.

Q780 (for those who chose “yes” for Q775): Why did you delay or miss a regular dental visit? Please select all that apply.

- I couldn't afford it.
- I didn't have the time.
- I forgot.
- I only go when I'm in pain or have a problem.
- I was afraid to go.
- I didn't think it was necessary.
- I don't have a dentist.
- I couldn't find transportation to the dentist.
- I didn't know I needed regular dental visits to keep my
  - There are no dentists near me.
  - Other.
  - Don't know.

Totals:

- Total (n=696)
- Under $30K (n=190)
- Over $30K (n=506)
More than half (66%) of respondents report brushing their teeth at least twice a day.

Respondents with household incomes of $30K or more are significantly more likely than those with household incomes of less than $30K to report they brush their teeth at least twice a day (68% NET versus 58% NET, respectively).

Q790: Approximately how often do you brush your teeth?

- More than twice a day:
  - Total (n=1,221): 14%
  - Under $30K (n=310): 11%
  - Over $30K (n=911): 15%
- Twice a day:
  - Total (n=1,221): 52%
  - Under $30K (n=310): 47%
  - Over $30K (n=911): 54%
- Once a day:
  - Total (n=1,221): 28%
  - Under $30K (n=310): 34%
  - Over $30K (n=911): 27%
- Less than once a day:
  - Total (n=1,221): 5%
  - Under $30K (n=310): 5%
  - Over $30K (n=911): 4%
- Never:
  - Total (n=1,221): 1%
  - Under $30K (n=310): 3%
  - Over $30K (n=911): 1%
• Three-quarters (75%) of respondents report their children brush their teeth at least twice a day.

Q795 (for parents of children age <18): Approximately how often does your child brush his/her teeth?

- More than twice a day: 13% (Total), 8% (Under $30K), 15% (Over $30K)
- Twice a day: 61% (Total), 61% (Under $30K), 61% (Over $30K)
- Once a day: 21% (Total), 19% (Under $30K), 26% (Over $30K)
- Less than once a day: 3% (Total), 1% (Under $30K), 4% (Over $30K)
- Never: 2% (Total), 5% (Under $30K), 1% (Over $30K)
Frequency of Flossing Teeth

- Nearly half (47%) of respondents report flossing their teeth at least once a day.

Q800: Approximately how often do you floss your teeth?

- Respondents with household incomes of $30K or more are significantly more likely than those with household incomes of less than $30K to report they floss their teeth at least once a day (50% NET versus 39% NET, respectively).
More than one-third (35%) of respondents report that their children floss less than once a day.

Q805 (for parents of children age <18): Approximately how often does your child floss his/her teeth?

- More than twice a day: 9% (Total), 10% (Under $30K), 8% (Over $30K)
- Twice a day: 11% (Total), 18% (Under $30K), 9% (Over $30K)
- Once a day: 22% (Total), 25% (Under $30K), 15% (Over $30K)
- Less than once a day: 35% (Total), 34% (Under $30K), 35% (Over $30K)
- Never: 23% (Total), 25% (Under $30K), 23% (Over $30K)
More than three-quarters (80%) of respondents report they have at least one filling.

- Respondents with household incomes of $30K or more are significantly more likely than those with household incomes of less than $30K to report they have at least one filling (84% NET versus 66% NET, respectively).

- Respondents ages 35+ are significantly more likely than respondents ages 18-34 to report they have at least one filling.

Q810: Approximately how many fillings do you have?

- None: Total (n=1,221) - 20%, Under $30K (n=310) - 16%, Over $30K (n=911) - 24%
- 1 - 2 fillings: Total (n=1,221) - 18%, Under $30K (n=310) - 18%, Over $30K (n=911) - 24%
- 3 - 5 fillings: Total (n=1,221) - 31%, Under $30K (n=310) - 29%, Over $30K (n=911) - 30%
- 6 - 9 fillings: Total (n=1,221) - 19%, Under $30K (n=310) - 14%, Over $30K (n=911) - 19%
- 10 or more: Total (n=1,221) - 10%, Under $30K (n=310) - 8%, Over $30K (n=911) - 12%
Cavities Not Filled

- More than three-quarters (77%) of respondents report they have never had a cavity they did not treat or have filled.
- Respondents with incomes of $30K or more are significantly more likely to report they have never had a cavity they have not treated or had filled.

Q815: Have you ever had a cavity that you haven’t treated/had filled?

- Respondents with children are significantly more likely (29%) than those without children (20%) to report having a cavity that they did not have treated or filled.
Waited to Have Cavity Filled

- More than three-quarters (77%) have never waited more than a year to have their cavities treated or filled.
- Respondents with incomes of $30K or more are significantly more likely to report they have never waited more than a year to have their cavity treated or filled.

Respondents ages 18-54 are significantly more likely than those ages 55+ to report having waited to have a cavity filled.

Respondents with children are significantly more likely than those without children to have waiting to have a cavity filled.

Q820 (for those who have at least one filling): Have you ever waited more than a year to have your cavity treated/filled?
Nearly three-quarters (74%) of respondents report no current problems with their teeth or gums.
Adult Teeth Extracted

- Nearly three-quarters (74%) of respondents have had at least one adult tooth extracted.
- Respondents with incomes of $30K or more are significantly more likely to report they have had some or all of their wisdom teeth removed.

Q830: Have you ever had any adult teeth extracted (pulled or removed)? Please select all that apply.

- Yes, some or all of my wisdom teeth
  - Total (n=1,221)
  - Under $30K (n=310)
  - Over $30K (n=911)

- Yes, other teeth aside from my wisdom teeth
  - 52% Total
  - 43% Under $30K
  - 55% Over $30K

- No
  - 26% Total
  - 32% Under $30K
  - 24% Over $30K

- Respondents ages 35+ are significantly more likely than those ages 18-34 to have had some or all of their wisdom teeth extracted.
Number of Adult Teeth Extracted

- Nearly one-quarter (21%) of respondents have had at least six adult teeth extracted.
- Respondents with incomes of less than $30K are significantly more likely to report having had all of their teeth removed.

Q835 (for those who had teeth extracted other than wisdom teeth): Not counting wisdom teeth, how many teeth have you had extracted (pulled or removed)?

- Total (n=496)
- Under $30K (n=143)
- Over $30K (n=353)
The majority (87%) of respondents report their children have never had any of their adult teeth extracted.

Q840 (for parents of children age <18): Has your child had any adult teeth extracted (pulled or removed)?

- **Yes**: 13% (Total n=342), 11% (Under $30K n=77), 14% (Over $30K n=265)
- **No**: 87% (Total n=342), 89% (Under $30K n=77), 86% (Over $30K n=265)
Experiencing Dental Health Issues

- More than half (60%) of respondents report experiencing cavities at some point in their lives.
- Respondents with incomes of $30K or more are significantly more likely to report they have experienced tooth decay.

**Q845: Have you ever experienced any of the following? Please select all that apply.**

- **Tooth decay (cavities)**
  - Total (n=1,221): 60%
  - Under $30K (n=310): 50%
  - Over $30K (n=911): 63%

- **Toothache or pain**
  - Total (n=1,221): 54%
  - Under $30K (n=310): 54%
  - Over $30K (n=911): 54%

- **Sensitive teeth**
  - Total (n=1,221): 45%
  - Under $30K (n=310): 47%
  - Over $30K (n=911): 45%

- **Bleeding gums**
  - Total (n=1,221): 38%
  - Under $30K (n=310): 36%
  - Over $30K (n=911): 43%

- **An infection in your mouth**
  - Total (n=1,221): 19%
  - Under $30K (n=310): 14%
  - Over $30K (n=911): 15%

- **None of these**
  - Total (n=1,221): 20%
  - Under $30K (n=310): 14%
  - Over $30K (n=911): 15%

- Respondents ages 35+ are significantly more likely than those ages 18-34 to have experienced tooth decay.
- Respondents without children are significantly more likely than those with children to have experienced tooth decay.
Three-quarters (74%) of parents report that they have NOT had to choose between seeing a dentist themselves or having their children see a dentist.

Q850 (for parents of children age <18): Have you ever had to choose between seeing a dentist for yourself and having your child see a dentist?

- **Yes**: 27% (Total), 24% (Under $30K), 23% (Over $30K)
- **No**: 74% (Total), 71% (Under $30K), 75% (Over $30K)
Choosing Between Self and Child

- For parents who indicated they have chosen between themselves and their children, most (71%) report choosing to have their children see a dentist instead of themselves.

Q855 (for parents who have had to choose): Did you choose to see a dentist yourself or did you choose to have your child see a dentist instead?

- **Chose to have my child see a dentist instead**
  - Total (n=75): 71%
  - Under $30K (n=25): 76%
  - Over $30K (n=50): 70%

- **Saw a dentist myself**
  - Total (n=75): 29%
  - Under $30K (n=25): 24%
  - Over $30K (n=50): 30%
Choice Between Dentist and Other Expenses

- Nearly three-quarters (71%) of respondents report that they have NOT had to choose between a dentist and other expenses.
- Respondents with incomes of less than $30K are significantly more likely to report choosing between a dentist and other expenses.

Q860: Have you ever had to choose between seeing a dentist and paying for other necessary expenses?

- Female respondents are significantly more likely (35%) than males (22%) to report choosing between a dentist and other expenses.
Slightly more than half (54%) of respondents report that they have NOT waited to experience pain before seeking help from a professional for mouth or teeth pain. Respondents with incomes of less than $30K are significantly more likely to wait until they experience pain to seek help.

Q865: Have you ever waited until you experience pain in your mouth or teeth before seeking help from a health care professional (including non-dental)?

- Yes: 46% (Total: 60%, Under $30K: 42%, Over $30K: 54%)
- No: 54% (Total: 40%, Under $30K: 40%, Over $30K: 58%)
Emergency Room for Dental Health

- Respondents with incomes of less than $30K are significantly more likely to report visiting the emergency room for their own or a family member’s dental health issues.

Q870: Have you or anyone in your family ever visited the emergency room for a dental health issue (e.g., a toothache)?

- Yes: 10% (Total n=1,221), 18% (Under $30K n=310), 7% (Over $30K n=911)
- No: 90% (Total n=1,221), 82% (Under $30K n=310), 93% (Over $30K n=911)
One-third (33%) of respondents report that emergency room visits for dental health issues resulted in treatment of the pain, but not the actual issue.

Q875 (for those who have visited the ER): Please think about your most recent visit to the ER for a dental health issue. What was the result of the visit to the emergency room?

<table>
<thead>
<tr>
<th>Result</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>They treated the pain, but not the actual problem</td>
<td>33%</td>
</tr>
<tr>
<td>Went to a dentist who solved the problem</td>
<td>25%</td>
</tr>
<tr>
<td>The problem was solved</td>
<td>22%</td>
</tr>
<tr>
<td>Received advice to see a dentist to solve the problem</td>
<td>14%</td>
</tr>
<tr>
<td>The problem was not solved</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

n=101
Family Dentist

- Over two-thirds (69%) of respondents report that they have a family dentist.
- Respondents with incomes of $30K or more are significantly more likely to have a family dentist.
- Respondents ages 35+ are significantly more likely than those ages 18-34 to have a family dentist.
- Respondents with children are significantly more likely than those without children to have a family dentist.

Q880: Do you currently have a family dentist?

- **Yes**
  - Total: 69%
  - Under $30K: 47%
  - Over $30K: 69%

- **No**
  - Total: 29%
  - Under $30K: 24%
  - Over $30K: 46%

- **Don't know**
  - Total: 2%
  - Under $30K: 7%
  - Over $30K: 1%
Tooth Problems due to Skipped Appointments

- More than three-quarters (80%) of respondents report that they have NOT experienced problems with their teeth due to missed appointments.
- Respondents with incomes of $30K or more are significantly more likely to report that they have not experienced any teeth problems due to missed appointments.
- Respondents ages 18-54 are significantly more likely than those ages 55+ to report having experienced teeth problems due to missed appointments.
- Female respondents are significantly more likely than males to report having experienced teeth problems due to missed appointments.

Q885: Have you personally ever experienced any problems with your teeth as an outcome of missing a regularly scheduled dental visit?

<table>
<thead>
<tr>
<th></th>
<th>Total (n=1,221)</th>
<th>Under $30K (n=310)</th>
<th>Over $30K (n=911)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>13%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>No</td>
<td>80%</td>
<td>80%</td>
<td>74%</td>
</tr>
<tr>
<td>Don't know</td>
<td>8%</td>
<td>10%</td>
<td>7%</td>
</tr>
</tbody>
</table>
The vast majority (91%) of respondents with children under 18 report that their children have NOT experienced any teeth problems due to missing regularly scheduled appointments.
Preventable Dental Health Issues

- Over three-quarters (77%) of respondents believe most dental health issues are preventable.

Q895: Do you believe most dental health issues are preventable?

- Yes: 77% (Total n=1,221), 72% (Under $30K n=310), 79% (Over $30K n=911)
- No: 11% (Total n=1,221), 14% (Under $30K n=310), 9% (Over $30K n=911)
- Don't know: 12% (Total n=1,221), 12% (Under $30K n=310), 14% (Over $30K n=911)
Dental Health Issues are Not Preventable

- The most frequently cited reasons for believing dental health issue are NOT preventable include genetics/heredity (19%), issues can occur even with preventive care (14%), and accidents/injuries happen (12%).

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Due to genetics/heredity</td>
<td>19%</td>
</tr>
<tr>
<td>Dental issues can occur even though there is preventive care</td>
<td>14%</td>
</tr>
<tr>
<td>Accidents/injuries happen</td>
<td>12%</td>
</tr>
<tr>
<td>Cavities still occur regardless of preventive care</td>
<td>7%</td>
</tr>
<tr>
<td>Natural/part of aging</td>
<td>7%</td>
</tr>
<tr>
<td>Due to health problems/medications</td>
<td>4%</td>
</tr>
<tr>
<td>Other condition mentions</td>
<td>3%</td>
</tr>
<tr>
<td>Due to food/drink</td>
<td>3%</td>
</tr>
<tr>
<td>Teeth crack/get cracked</td>
<td>1%</td>
</tr>
<tr>
<td>Other mentions</td>
<td>10%</td>
</tr>
<tr>
<td>Declined to answer</td>
<td>13%</td>
</tr>
<tr>
<td>None</td>
<td>11%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>6%</td>
</tr>
<tr>
<td>Other condition mentions</td>
<td>3%</td>
</tr>
</tbody>
</table>

Q900 (for those who chose “no” in Q895): Why do you not believe that most dental health issues are preventable?

- “The state of your teeth can also be hereditary”
- “Genetics come into play”
- “Genetics and other issues will cause dental problems regardless of how well people try to prevent them”
- “I don't know anyone who was able to go through until adulthood without a cavity”
- “Accidents happen”

n=117