



Dental Health
Fieldwork Dates: 6th - 7th June 2018

Conducted by YouGov
On behalf of Editorial

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1108 adults. Fieldwork was undertaken between 6th - 7th June 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Editorial
Dental Health

US_nat Sample: 6th - 7th June 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

KED_q1. How important, if at all, is it to you to not have bad breath?

Unweighted base	1108	466	642	315	320	473	192	234	431	251	779	126	118	85	377
Base: All US adults	1092	544	549	347	318	427	189	230	429	244	710	133	162	88	456
Very important	69%	63%	75%	61%	66%	77%	70%	72%	68%	65%	69%	87%	59%	55%	68%
			A			C.D					M	J.L.M*	*	*	
Somewhat important	22%	26%	18%	24%	24%	18%	25%	18%	23%	22%	24%	4%	22%	32%	20%
		B									K	*	K*	K*	
Not very important	5%	6%	4%	7%	6%	3%	1%	5%	5%	8%	4%	7%	10%	2%	6%
		E									F	F	J*	*	Q
Not at all important	2%	3%	1%	3%	2%	1%	2%	3%	1%	2%	1%	0%	3%	7%	2%
											*	*	*	J.K*	
Don't know/not sure	3%	3%	2%	6%	2%	1%	1%	3%	2%	4%	2%	2%	6%	4%	4%
			D.E								*	J*	*	*	P.Q

KED_q2. How important or unimportant is it to you to have shiny, white teeth?

Unweighted base	1108	466	642	315	320	473	192	234	431	251	779	126	118	85	377
Base: All US adults	1092	544	549	347	318	427	189	230	429	244	710	133	162	88	456
Very important	35%	30%	41%	35%	37%	34%	26%	36%	41%	33%	30%	62%	41%	31%	40%
			A					F	F			J.L.M*	*	*	P.Q
Somewhat important	40%	40%	40%	36%	43%	42%	49%	41%	37%	37%	45%	22%	34%	36%	35%
							H.I				K	*	*	*	
Not very important	18%	21%	14%	19%	14%	20%	19%	16%	17%	21%	19%	10%	16%	23%	16%
		B				D					K	*	*	K*	
Not at all important	4%	5%	3%	4%	3%	3%	2%	4%	3%	5%	4%	2%	4%	5%	4%
											*	*	*	*	
Don't know/not sure	3%	4%	2%	6%	3%	1%	3%	3%	2%	4%	2%	3%	5%	5%	4%
			E	E							*	*	*	*	Q

KED_q3. Which, if any, of the following have you ever done to try and whiten your teeth? Please select all that apply.

Unweighted base	1108	466	642	315	320	473	192	234	431	251	779	126	118	85	377
Base: All US adults	1092	544	549	347	318	427	189	230	429	244	710	133	162	88	456
Used whitening toothpaste	58%	54%	63%	62%	60%	54%	55%	58%	61%	57%	60%	62%	53%	52%	53%
			A	E							*	*	*	*	
Used whitening mouthwash	27%	25%	29%	35%	29%	19%	25%	26%	30%	24%	27%	35%	25%	22%	24%
			E	E							*	*	*	*	
Used whitening strips	24%	14%	33%	27%	27%	19%	24%	20%	24%	27%	27%	19%	16%	17%	18%
			A	E	E						L	*	*	*	
Used whitening gels	12%	7%	16%	9%	16%	11%	11%	9%	14%	10%	12%	11%	9%	12%	11%
			A	C							*	*	*	*	
Used whitening rinse	14%	13%	16%	18%	17%	10%	11%	13%	17%	13%	14%	20%	12%	11%	13%
			E	E					F		*	*	*	*	
Used tray based whiteners	10%	6%	13%	7%	12%	11%	8%	10%	10%	11%	10%	8%	10%	7%	6%
			A								*	*	*	*	
Had an in-office bleaching/whitening	7%	6%	7%	8%	8%	4%	4%	9%	5%	8%	6%	6%	9%	9%	5%
			E					F			*	*	*	*	
Other	2%	1%	2%	1%	1%	2%	1%	2%	1%	3%	1%	1%	3%	2%	2%
											*	*	*	*	
Not applicable - I have never done anything to whiten my teeth	29%	35%	24%	23%	26%	37%	32%	27%	28%	32%	31%	27%	24%	32%	33%
		B			C.D						*	*	*	*	

KED_q4. When was the last time you visited a dentist? If you are unsure, please provide your best estimate.

Unweighted base	1108	466	642	315	320	473	192	234	431	251	779	126	118	85	377
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**Editorial
Dental Health**

US_nat Sample: 6th - 7th June 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

KED_q1. How important, if at all, is it to you to not have bad breath?

Unweighted base	1108	392	211	128	508	16	129	50	349	56	279	829	399	329	244
Base: All US adults	1092	348	185	104	465	21	126	44	382	55	276	816	429	303	219
Very important	69%	69%	67%	74%	70%	47%	70%	81%	66%	72%	68%	69%	64%	74%	72%
						**	*	V*	*	*			Z		
Somewhat important	22%	21%	26%	25%	24%	22%	18%	10%	23%	15%	22%	22%	21%	21%	25%
					U	**	*	*	U	*					
Not very important	5%	6%	3%	1%	3%	28%	6%	7%	6%	6%	4%	5%	9%	4%	1%
		Q			**	**	*	*	R	*			AA,AB		
Not at all important	2%	2%	3%	-	1%	3%	4%	2%	1%	5%	3%	2%	3%	1%	2%
					**	**	*	*	V*	*					
Don't know/not sure	3%	2%	1%	-	2%	-	2%	-	4%	2%	3%	2%	3%	1%	0%
					**	**	*	*	*	*			AB		

KED_q2. How important or unimportant is it to you to have shiny, white teeth?

Unweighted base	1108	392	211	128	508	16	129	50	349	56	279	829	399	329	244
Base: All US adults	1092	348	185	104	465	21	126	44	382	55	276	816	429	303	219
Very important	35%	36%	26%	26%	33%	21%	43%	29%	36%	41%	41%	33%	36%	39%	31%
		P,Q			**	**	*	*	*	*	Y				
Somewhat important	40%	39%	47%	54%	44%	38%	34%	40%	37%	36%	40%	40%	37%	39%	47%
			N	N,O	**	**	*	*	*	*					Z
Not very important	18%	18%	21%	19%	17%	10%	18%	24%	19%	14%	14%	19%	17%	19%	18%
					**	**	*	*	*	*					
Not at all important	4%	3%	4%	1%	3%	31%	3%	3%	3%	5%	1%	4%	6%	1%	2%
					**	**	*	*	*	*	X		AA,AB		
Don't know/not sure	3%	3%	1%	-	3%	-	2%	4%	3%	5%	4%	3%	4%	2%	1%
					**	**	*	*	*	*					

KED_q3. Which, if any, of the following have you ever done to try and whiten your teeth? Please select all that apply.

Unweighted base	1108	392	211	128	508	16	129	50	349	56	279	829	399	329	244
Base: All US adults	1092	348	185	104	465	21	126	44	382	55	276	816	429	303	219
Used whitening toothpaste	58%	60%	64%	66%	60%	19%	50%	37%	64%	57%	60%	58%	53%	64%	63%
		N	N	U	**	**	*	*	T,U	*			Z	Z	
Used whitening mouthwash	27%	29%	31%	24%	23%	16%	19%	9%	35%	41%	29%	26%	29%	30%	26%
				U	**	**	*	*	R,T,U	R,T,U*			AC	AC	
Used whitening strips	24%	26%	26%	35%	23%	15%	21%	20%	26%	26%	26%	23%	19%	28%	28%
		N	N	N	**	**	*	*	*	*			Z	Z	
Used whitening gels	12%	12%	11%	13%	12%	11%	12%	6%	12%	13%	16%	10%	11%	15%	14%
					**	**	*	*	*	*	Y		AC	AC	AC
Used whitening rinse	14%	16%	13%	15%	14%	12%	9%	5%	18%	16%	19%	13%	16%	16%	16%
					**	**	*	*	T,U	*	Y		AC	AC	AC
Used tray based whiteners	10%	13%	11%	15%	10%	4%	11%	17%	9%	11%	11%	9%	7%	10%	16%
		N	N	N	**	**	*	*	*	*			Z,AC		
Had an in-office bleaching/whitening	7%	9%	6%	6%	5%	9%	5%	10%	8%	11%	9%	6%	7%	7%	8%
		N			**	**	*	*	*	*	Y				
Other	2%	2%	1%	2%	2%	-	2%	5%	1%	2%	2%	1%	1%	2%	1%
					**	**	*	V*	*	*					
Not applicable - I have never done anything to whiten my teeth	29%	27%	27%	25%	29%	59%	36%	46%	24%	23%	24%	31%	31%	23%	29%
					**	**	V*	R,V,W*	*	*	X		AA		

KED_q4. When was the last time you visited a dentist? If you are unsure, please provide your best estimate.

Unweighted base	1108	392	211	128	508	16	129	50	349	56	279	829	399	329	244
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US_nat Sample: 6th - 7th June 2018



Total	
	Prefer not to say
	AC

KED_q1. How important, if at all, is it to you to not have bad breath?

Unweighted base	1108	136
Base: All US adults	1092	140
Very important	69%	67%
		*
Somewhat important	22%	21%
		*
Not very important	5%	4%
		*
Not at all important	2%	1%
		*
Don't know/not sure	3%	7%
		AA,AB*

KED_q2. How important or unimportant is it to you to have shiny, white teeth?

Unweighted base	1108	136
Base: All US adults	1092	140
Very important	35%	30%
		*
Somewhat important	40%	42%
		*
Not very important	18%	18%
		*
Not at all important	4%	3%
		*
Don't know/not sure	3%	7%
		AA,AB*

KED_q3. Which, if any, of the following have you ever done to try and whiten your teeth? Please select all that apply.

Unweighted base	1108	136
Base: All US adults	1092	140
Used whitening toothpaste	58%	55%
		*
Used whitening mouthwash	27%	17%
		*
Used whitening strips	24%	20%
		*
Used whitening gels	12%	5%
		*
Used whitening rinse	14%	4%
		*
Used tray based whiteners	10%	7%
		*
Had an in-office bleaching/whitening	7%	3%
		*
Other	2%	1%
		*
Not applicable - I have never done anything to whiten my teeth	29%	38%
		AA*

KED_q4. When was the last time you visited a dentist? If you are unsure, please provide your best estimate.

Unweighted base	1108	136
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US_nat Sample: 6th - 7th June 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Base: All US adults	1092	544	549	347	318	427	189	230	429	244	710	133	162	88	456
Within the past month	14%	13%	15%	11%	14%	17%	13%	11%	15%	16%	15%	13%	10%	20%	11%
Within the past year, but not within the past month	38%	37%	39%	37%	35%	42%	40%	37%	35%	43%	42%	33%	31%	30%	29%
Within the past two years, but not within the past year	14%	12%	16%	18%	15%	11%	14%	21%	13%	9%	12%	20%	20%	13%	17%
Within the past five years, but not within the past two years	10%	9%	12%	13%	11%	8%	11%	9%	12%	10%	11%	6%	12%	14%	11%
Over five years ago	15%	18%	11%	10%	16%	17%	17%	15%	14%	15%	16%	11%	13%	16%	19%
I have never visited a dentist	2%	3%	1%	2%	4%	1%	1%	1%	4%	1%	1%	3%	5%	1%	3%
Don't know/not sure	6%	7%	6%	10%	4%	5%	5%	7%	8%	5%	4%	14%	9%	7%	10%

KED_q5. To what extent, if at all, are you scared of going to the dentist?

Unweighted base	1108	466	642	315	320	473	192	234	431	251	779	126	118	85	377
Base: All US adults	1092	544	549	347	318	427	189	230	429	244	710	133	162	88	456
Very scared	11%	7%	16%	13%	12%	10%	11%	10%	13%	11%	11%	13%	11%	10%	11%
Somewhat scared	21%	19%	23%	22%	27%	17%	20%	21%	22%	21%	19%	20%	28%	23%	24%
Not very scared	22%	23%	21%	26%	20%	21%	22%	19%	24%	20%	21%	20%	26%	25%	21%
Not scared at all	41%	46%	36%	32%	37%	51%	44%	43%	36%	44%	45%	37%	29%	38%	36%
Don't know/not sure	5%	6%	4%	8%	5%	2%	3%	6%	5%	4%	4%	10%	5%	4%	7%

KED_q6. Have you ever had a nightmare where you lose all your teeth or your teeth are rotting?

Unweighted base	1108	466	642	315	320	473	192	234	431	251	779	126	118	85	377
Base: All US adults	1092	544	549	347	318	427	189	230	429	244	710	133	162	88	456
Yes, I have	25%	18%	32%	32%	30%	15%	19%	26%	26%	27%	24%	23%	34%	23%	23%
No, I haven't	66%	71%	61%	53%	61%	81%	74%	66%	64%	63%	70%	68%	50%	62%	66%
Don't know/not sure	9%	10%	8%	15%	10%	4%	7%	8%	10%	9%	7%	10%	16%	15%	11%

KED_q7. Have you ever decided not to socialize with someone because they have bad breath?

Unweighted base	1108	466	642	315	320	473	192	234	431	251	779	126	118	85	377
Base: All US adults	1092	544	549	347	318	427	189	230	429	244	710	133	162	88	456
Yes, I have	26%	27%	26%	30%	30%	21%	24%	27%	26%	28%	24%	36%	27%	32%	22%
No, I have not	59%	58%	61%	54%	54%	68%	63%	59%	60%	56%	63%	49%	55%	55%	62%
Don't know/not sure	14%	15%	13%	17%	16%	11%	13%	14%	14%	16%	14%	16%	18%	13%	16%

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US_nat Sample: 6th - 7th June 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Base: All US adults	1092	348	185	104	465	21	126	44	382	55	276	816	429	303	219
Within the past month	14%	13%	19%	21%	18%	6%	11%	11%	12%	15%	16%	13%	8%	17%	19%
			N	N.O	V	**	*	*	*	*	*	*	Z	Z	Z
Within the past year, but not within the past month	38%	40%	47%	59%	42%	19%	31%	29%	37%	43%	33%	40%	27%	42%	57%
		N	N	N.O,P	T	**	*	*	*	*	*	*	Z	Z	Z,AA,AC
Within the past two years, but not within the past year	14%	15%	7%	11%	12%	31%	14%	18%	15%	14%	18%	13%	19%	12%	8%
		P				**	*	*	*	*	*	*	AA,AB		
Within the past five years, but not within the past two years	10%	11%	9%	6%	10%	9%	12%	20%	10%	8%	15%	9%	15%	10%	5%
						**	*	R*	*	*	Y	*	AB	AB	
Over five years ago	15%	14%	12%	3%	13%	36%	22%	15%	14%	14%	12%	16%	21%	13%	8%
		Q	Q			**	R*	*	*	*	*	*	AA,AB,AC		
I have never visited a dentist	2%	2%	1%	-	1%	-	3%	-	4%	-	1%	2%	3%	1%	2%
						**	R*	*	R	*	*	*			
Don't know/not sure	6%	4%	5%	-	5%	-	6%	6%	8%	7%	6%	7%	8%	5%	2%
		Q	Q			**	*	*	*	*	*	*	AB		

KED_q5. To what extent, if at all, are you scared of going to the dentist?

Unweighted base	1108	392	211	128	508	16	129	50	349	56	279	829	399	329	244
Base: All US adults	1092	348	185	104	465	21	126	44	382	55	276	816	429	303	219
Very scared	11%	12%	12%	8%	11%	12%	8%	8%	13%	15%	15%	10%	13%	10%	11%
						**	*	*	*	*	*	*			
Somewhat scared	21%	20%	17%	18%	19%	30%	21%	21%	22%	28%	26%	19%	22%	23%	16%
						**	*	*	*	Y	*	*			
Not very scared	22%	21%	26%	22%	23%	14%	17%	14%	24%	19%	23%	22%	23%	21%	24%
						**	*	*	*	*	*	*			
Not scared at all	41%	42%	43%	52%	43%	44%	48%	50%	36%	27%	32%	44%	37%	44%	46%
			N	W	**	V,W*	W*	*	*	*	X	*	Z	Z	Z
Don't know/not sure	5%	4%	2%	-	3%	-	6%	7%	5%	11%	4%	5%	6%	2%	2%
		Q				**	*	*	*	R*	*	*			

KED_q6. Have you ever had a nightmare where you lose all your teeth or your teeth are rotting?

Unweighted base	1108	392	211	128	508	16	129	50	349	56	279	829	399	329	244
Base: All US adults	1092	348	185	104	465	21	126	44	382	55	276	816	429	303	219
Yes, I have	25%	26%	28%	28%	22%	30%	13%	21%	32%	28%	31%	23%	26%	27%	25%
					T	**	*	*	R,T	T*	Y	*			
No, I haven't	66%	66%	64%	69%	70%	62%	79%	72%	56%	61%	59%	68%	64%	66%	67%
					V	**	V,W*	*	*	*	X	*			
Don't know/not sure	9%	8%	8%	3%	7%	9%	9%	7%	11%	11%	10%	9%	10%	7%	7%
		Q				**	*	*	*	*	*	*			

KED_q7. Have you ever decided not to socialize with someone because they have bad breath?

Unweighted base	1108	392	211	128	508	16	129	50	349	56	279	829	399	329	244
Base: All US adults	1092	348	185	104	465	21	126	44	382	55	276	816	429	303	219
Yes, I have	26%	29%	29%	30%	25%	19%	22%	18%	30%	31%	30%	25%	30%	25%	23%
						**	*	*	*	*	*	*			
No, I have not	59%	59%	56%	58%	63%	57%	67%	68%	52%	52%	59%	60%	58%	62%	62%
					V	**	V*	*	*	*	*	*			
Don't know/not sure	14%	12%	15%	12%	12%	24%	11%	14%	17%	18%	11%	15%	12%	13%	14%
						**	*	*	*	*	*	*			

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US_nat Sample: 6th - 7th June 2018



	Total	Prefer not to say
Base: All US adults	1092	140
Within the past month	14%	19% Z*
Within the past year, but not within the past month	38%	35% *
Within the past two years, but not within the past year	14%	13% *
Within the past five years, but not within the past two years	10%	9% *
Over five years ago	15%	10% *
I have never visited a dentist	2%	4% AA*
Don't know/not sure	6%	11% AB*

KED_q5. To what extent, if at all, are you scared of going to the dentist?

Unweighted base	1108	136
Base: All US adults	1092	140
Very scared	11%	11% *
Somewhat scared	21%	23% *
Not very scared	22%	18% *
Not scared at all	41%	38% *
Don't know/not sure	5%	11% AA,AB*

KED_q6. Have you ever had a nightmare where you lose all your teeth or your teeth are rotting?

Unweighted base	1108	136
Base: All US adults	1092	140
Yes, I have	25%	19% *
No, I haven't	66%	69% *
Don't know/not sure	9%	12% *

KED_q7. Have you ever decided not to socialize with someone because they have bad breath?

Unweighted base	1108	136
Base: All US adults	1092	140
Yes, I have	26%	22% *
No, I have not	59%	52% *
Don't know/not sure	14%	25% Z,AA,AB*