

# BATTLE OF THE SEXES

Who Wins When Dental Health Meets Dating?



Most likely to initiate an in-bed early morning kiss?  
**29% vs 20%**  
**Women ♀**

Most likely to grab their sweetie before reaching for their toothbrush?  
**9% vs 13%**  
**Men ♂**

**24%**  
 pucker up and kiss their partner before rolling out of bed in the morning  
**29% vs 20%**  
**Women ♀**

**24%**  
 don't share a morning kiss until they've brushed their teeth  
**23% vs 25%**  
**Men ♂**

**15%**  
 hold off on the mushy stuff till later in the day  
**13% vs 17%**  
**Men ♂**

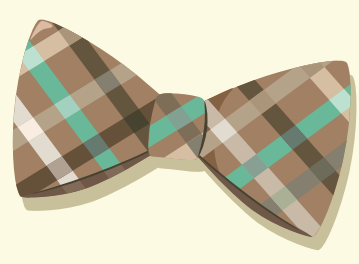
**11%**  
 kiss after they get out of bed, but before brushing  
**9% vs 13%**  
**Men ♂**

**5%**  
 confessed that they don't remember  
**5% vs 6%**  
**Men ♂**

**I LOOK Fabulous!**



**78% of women vs 63% of men** consider themselves well groomed  
**Women ♀**



**Your DENTIST is Crying**  
 Only **41% of women vs 32% of men** floss every day  
**Women ♀**

**6 in 10** people think women take better care of their teeth than men do.

**TEETH Love the Ladies**  
**71% of women vs 55% of men** brush their teeth twice a day  
**Women ♀**

**58%** meet people through friends  
**62% vs 52%**  
**Women ♀**

**WHERE Are you?**  
 The real world beats cyberspace for those seeking a relationship

**11%** meet people at church  
**12% vs 10%**  
**Women ♀**

**38%** socialize at events  
**40% vs 35%**  
**Women ♀**

**15%** are mingling on Facebook  
**16% vs 13%**  
**Women ♀**

**30%** use online dating sites  
**28% vs 33%**  
**Men ♂**

**18%** get social at school  
**25% vs 9%**  
**Women ♀**

**24%** are on the prowl at work  
**26% vs 22%**  
**Women ♀**

**Here's LOOKING At You, Kid**  
 Preferred facial feature

**34%** Eyes  
**36% vs 33%**  
**Women ♀**

**31%** Smile  
**32% vs 30%**  
**Women ♀**

**10%** Skin  
**9% vs 10%**  
**Men ♂**

**6%** Hair  
**5% vs 6%**  
**Men ♂**

**3%** Nose  
**3% vs 3%**  
**Tied ♂**

**79%** will alert a partner when something is stuck in their teeth  
**83% vs 74%**  
**Women ♀**

**63%** will tell a partner when he/she has bad breath  
**65% vs 61%**  
**Women ♀**

**34%** will warn a partner that it's time to go on a diet  
**10% vs 17%**  
**Women ♀**

**Honey, HOW DO I LOOK?**

**32%** will point out that a partner is losing their hair  
**38% vs 27%**  
**Women ♀**

**25%** will suggest their partners should whiten their teeth  
**30% vs 20%**  
**Women ♀**

**23%** will encourage partners to get cosmetic dental work  
**26% vs 20%**  
**Women ♀**

**13%** wouldn't feel comfortable sharing any of this information  
**10% vs 17%**  
**Men ♂**

**Women ♀** are much more comfortable giving harsh appearance feedback than men  
 Both **Men ♂** and **Women ♀** feel equally comfortable telling their partners that they have bad breath

**We Have To TALK**

The top dating deal-breakers for men and women

**59%** Jealous stalker exes  
**61% vs 55%**  
**Women ♀**

**55%** Unemployment  
**66% vs 40%**  
**Women ♀**

**50%** Chronic bad breath  
**48% vs 52%**  
**Men ♂**

\*A national study was conducted for :DentalPlans between Jan. 5th and 7th, 2015 by Infosur Research. A total of 1,233 consumers were surveyed, yielding data with a margin of error of +/- 2.7%. The :DP SmileMeter™ is an ongoing national survey conducted for :DentalPlans designed to gauge consumer thoughts and perceptions on oral health.