



2015 Dental Health and Hygiene Index by Question Full Questionnaire



Report Overview

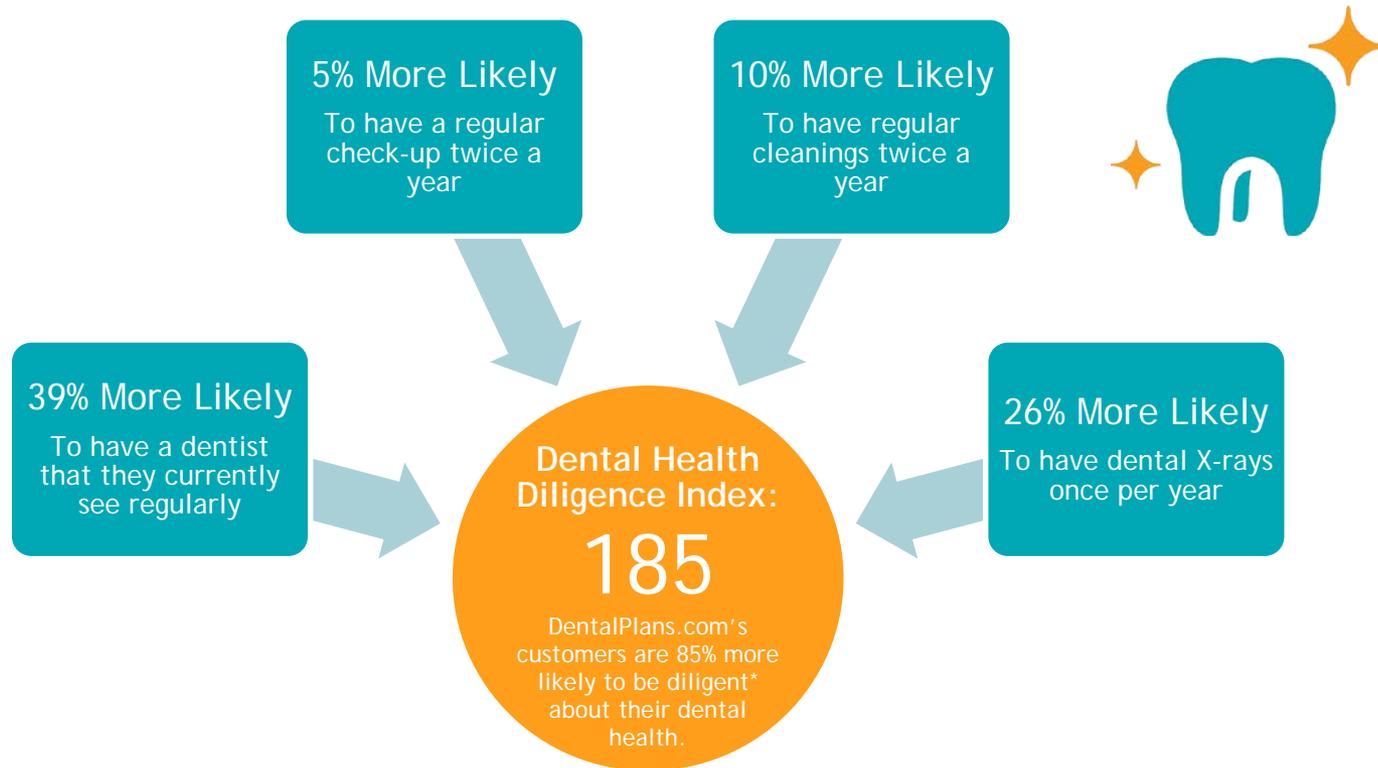
- An **Index** score is calculated for several variables in this report to compare responses from DentalPlans.com's customers to results from the national survey.
 - An index of greater than 100 indicates DentalPlans.com's customers are more likely to provide a desirable response, while an index less than 100 indicates customers are *less* likely to provide a desirable response.
 - The index also quantifies the magnitude of the difference (e.g. an index of 105 indicates customers respond 5% more favorably than the national sample, while an index of 90 indicates customers respond 10% less favorably than the national sample).
- Two aggregate indices are calculated to combine several factors:
 - ***Dental Health Diligence Index***: This index shows how much more diligent DentalPlans.com's customers are about dental health. A respondent who is considered to be diligent has a dentist they see regularly, goes twice a year for check-ups and cleanings, and has X-rays taken once a year.
 - ***Dental Hygiene Index***: This index shows how much more likely DentalPlans.com's customers are to take care of their teeth on a daily basis. A respondent who has good hygiene brushes at least twice a day for more than one minute at a time, flosses at least once a day, and replaces their toothbrush regularly.



Dental Health Diligence Index



Compared to the general population, DentalPlans.com's customers are...

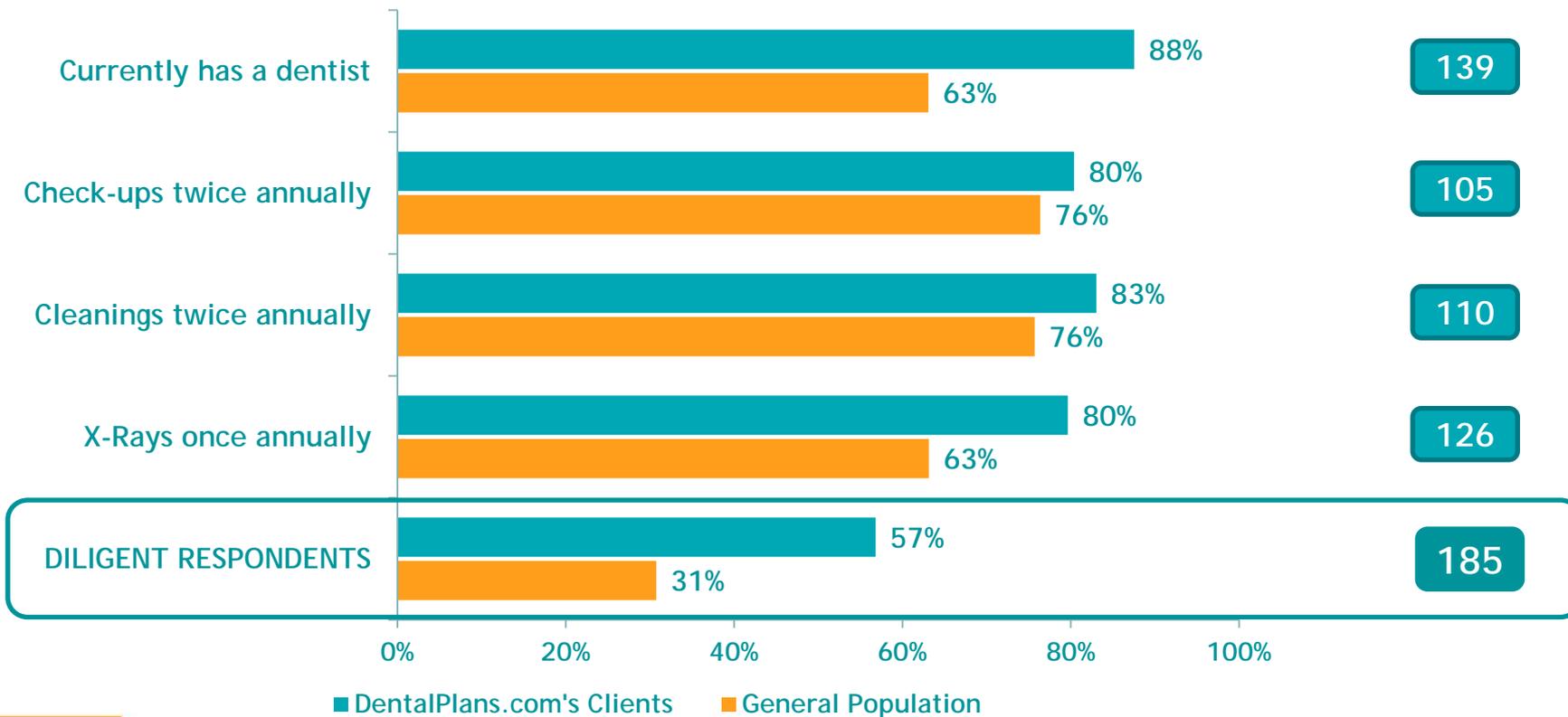


* A Diligent respondent has a regular dentist and has all three of the ADA recommended services (check-up, cleaning, and X-rays) each year.

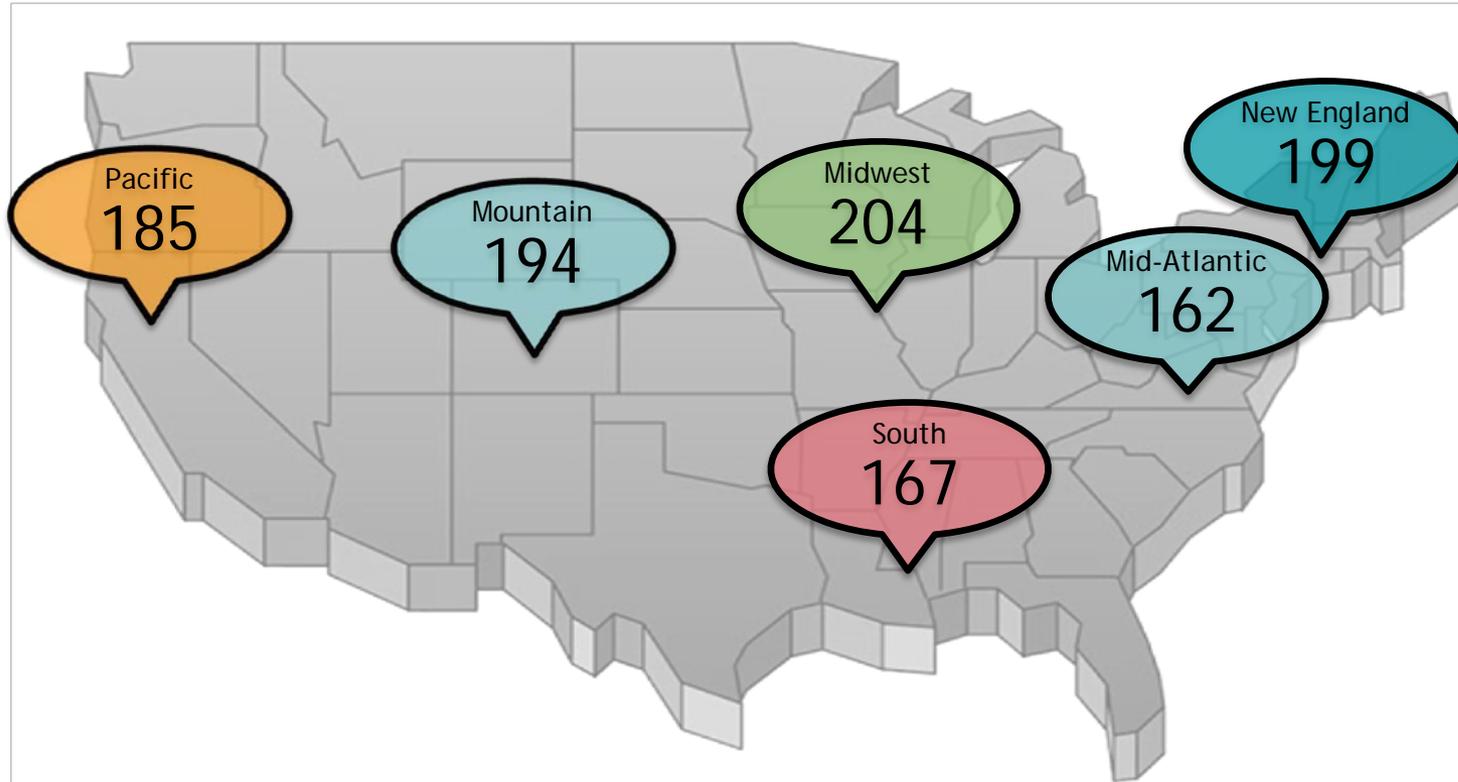


Dental Health Diligence Index Detail

Index



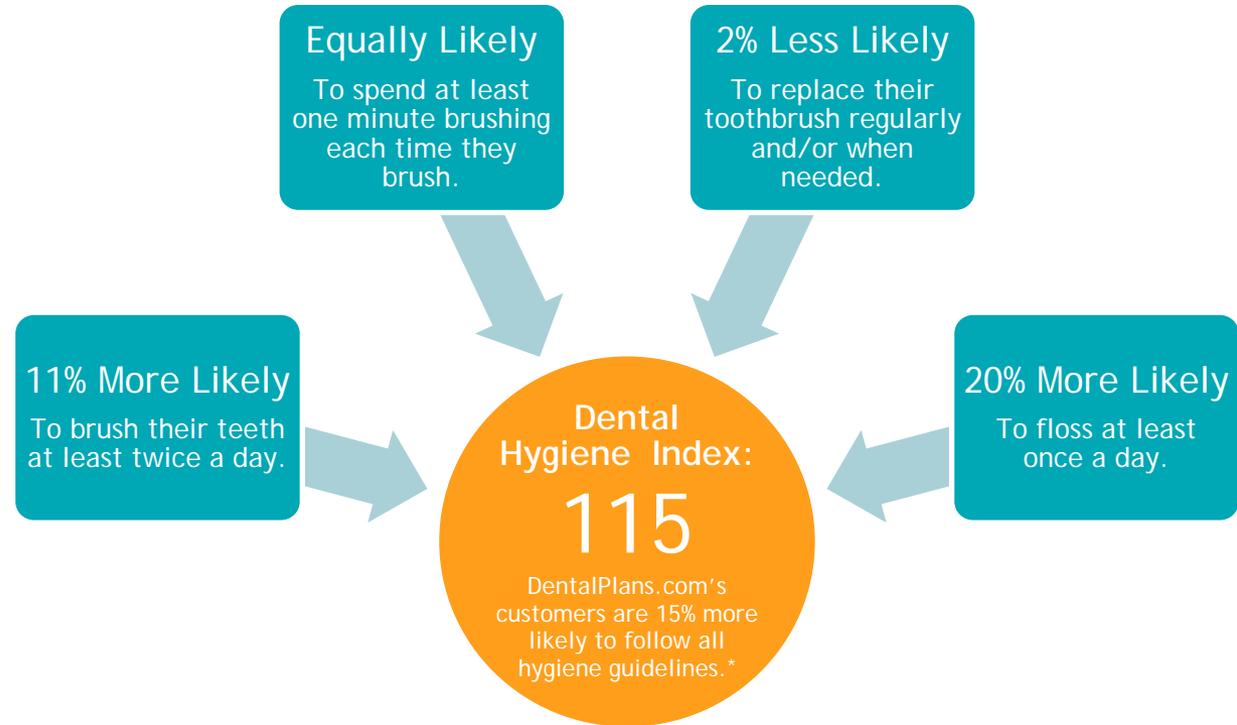
Dental Health Diligence Index - By Region



Dental Hygiene Index



Compared to the general population, DentalPlans.com's customers are...

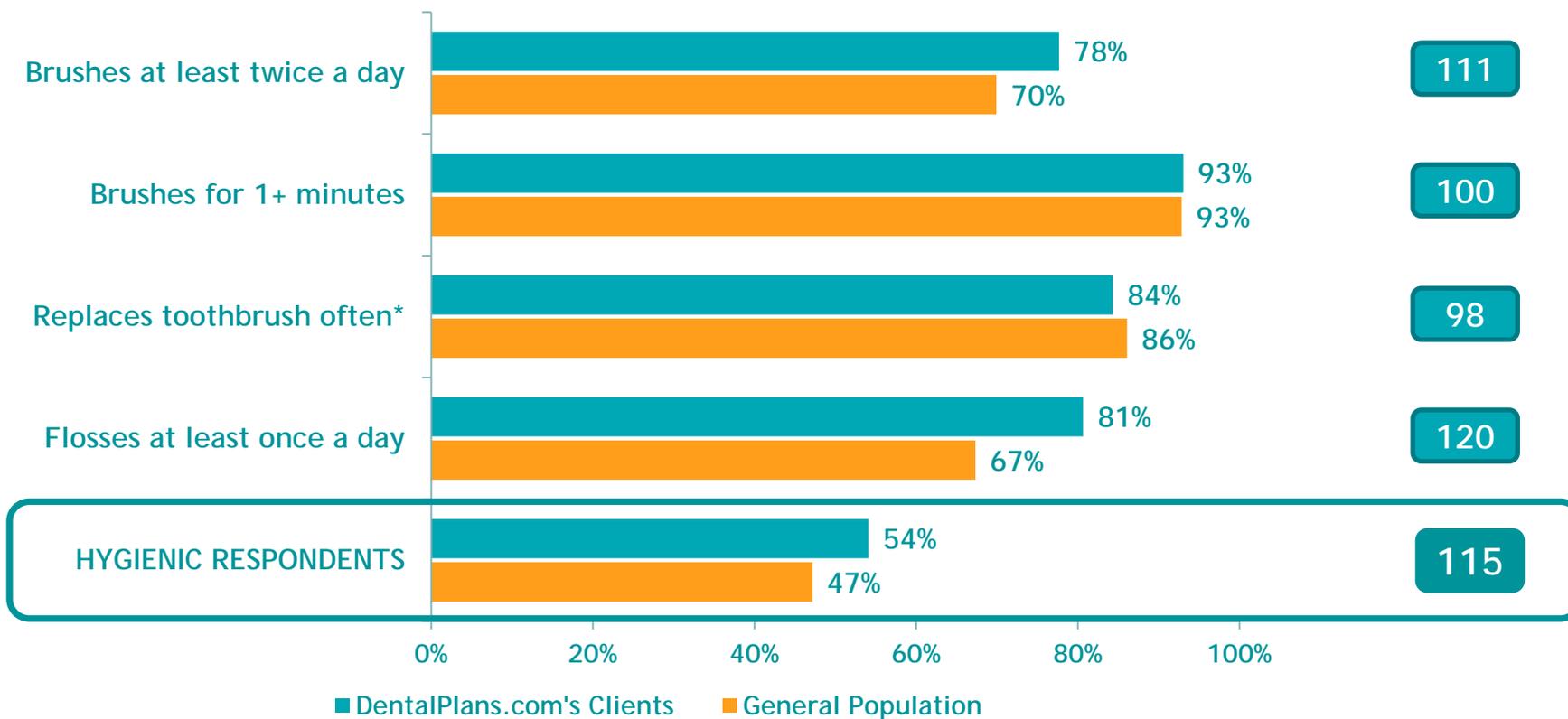


* Guidelines include brushing at least twice a day, flossing at least once a day, spending at least one minute or longer brushing each time they brush, and replacing a toothbrush at least every 3-4 months and/or when bristles become frayed.



Dental Hygiene Index Detail

Index



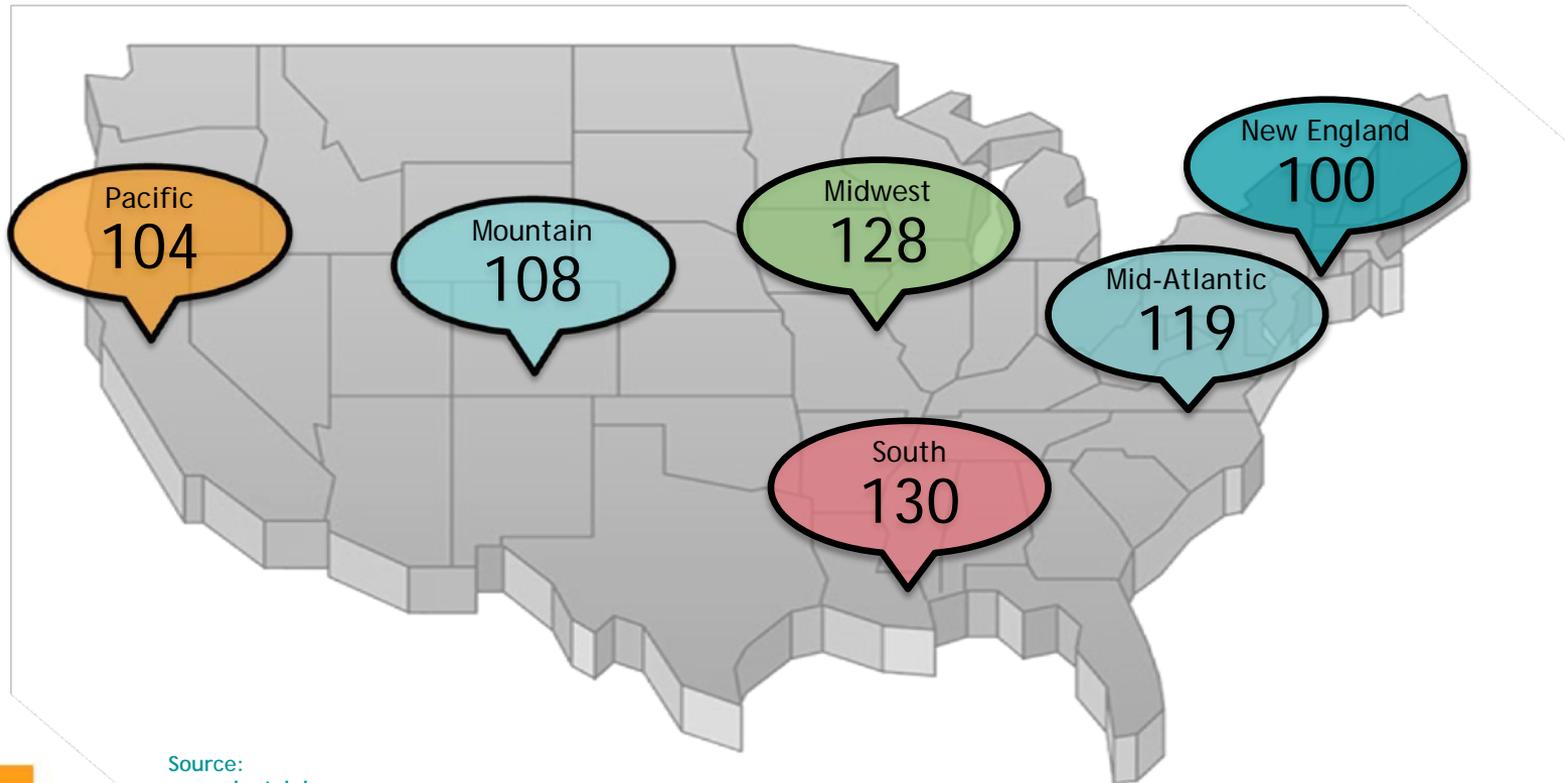
* Toothbrush is replaced at least once every 3-4 months OR when bristles become frayed



:DP SmileIndex™

by :DentalPlans.com

Dental Hygiene Index - By Region



Source:

www.dentalplans.com,

*A national study was conducted for DentalPlans.com between Jan. 1 and Jan. 7, 2015 by Infosur Research. A total of 1,200 national respondents were surveyed, yielding data with a margin of error of +/- 2.83%. And an independent study of its members was conducted for DentalPlans.com between Jan. 21 and Feb. 4, 2015 by Infosur Research. A total of 9,410 national customers were surveyed, yielding data with a margin of error of +/- .99%.



Dental Health Findings: Index by Question



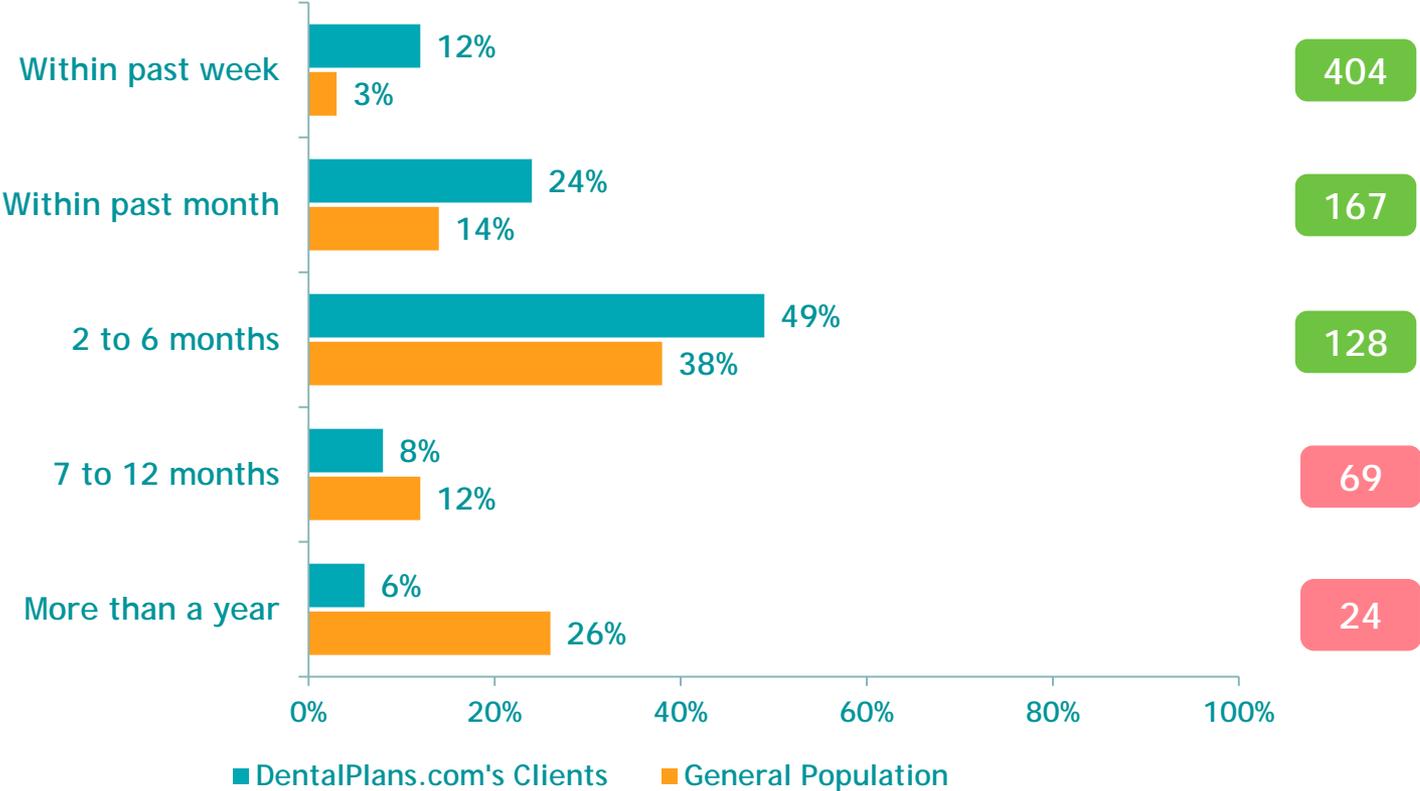
Report Overview

- An **Index** score is calculated for several variables in this report to compare responses from DentalPlans.com's customers to results from the national survey.
 - An index of greater than 100 indicates DentalPlans.com's customers are more likely to provide a desirable response, while an index less than 100 indicates customers are *less* likely to provide a desirable response.
 - The index also quantifies the magnitude of the difference (e.g. an index of 105 indicates customers respond 5% more favorably than the national sample, while an index of 90 indicates customers respond 10% less favorably than the national sample).
- The following color highlights are used to facilitate analysis:
 - *An index above 115 is highlighted in green* 
 - *An index between 85 and 115 is highlighted in grey* 
 - *An index below 85 is highlighted in red* 



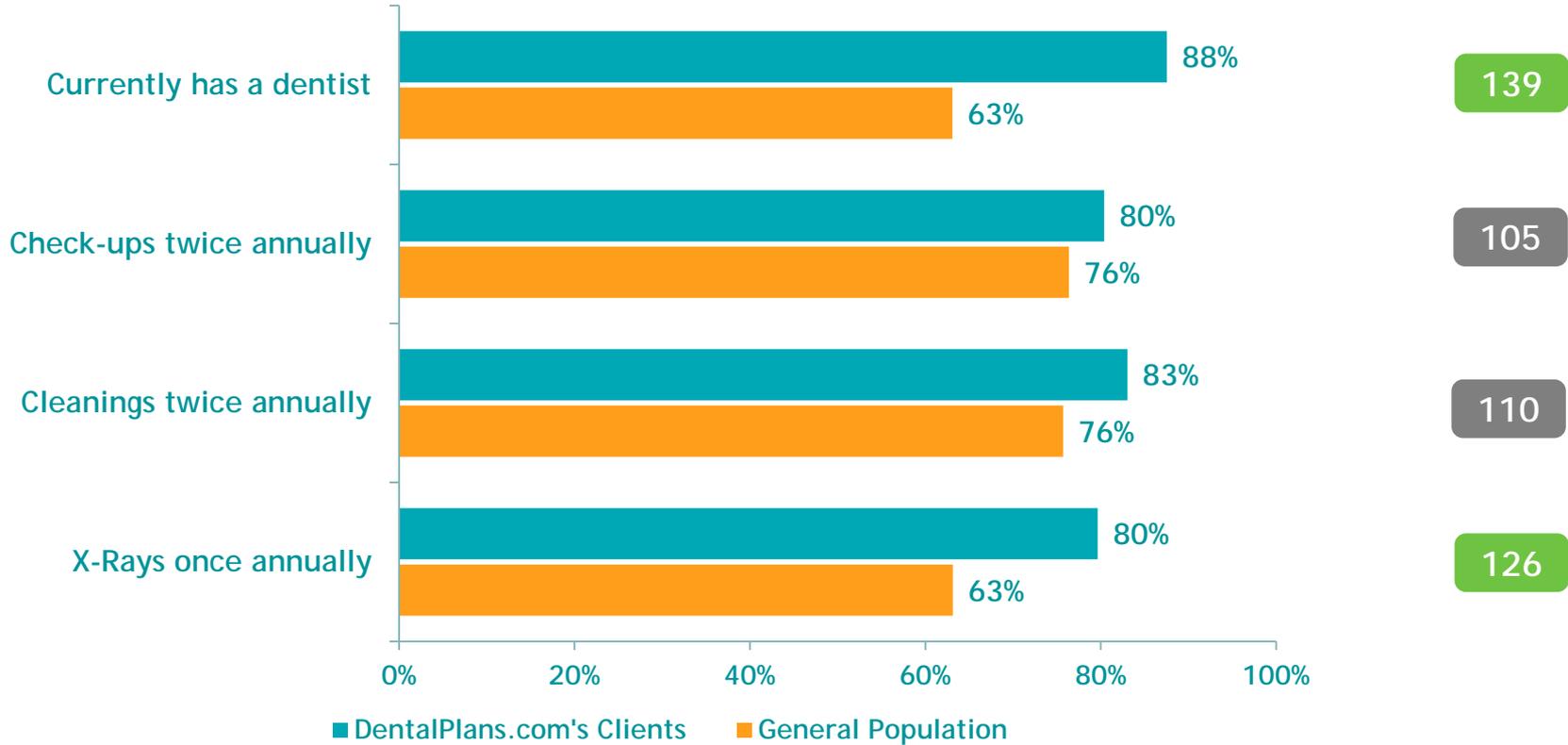
Last Dental Visit

Index

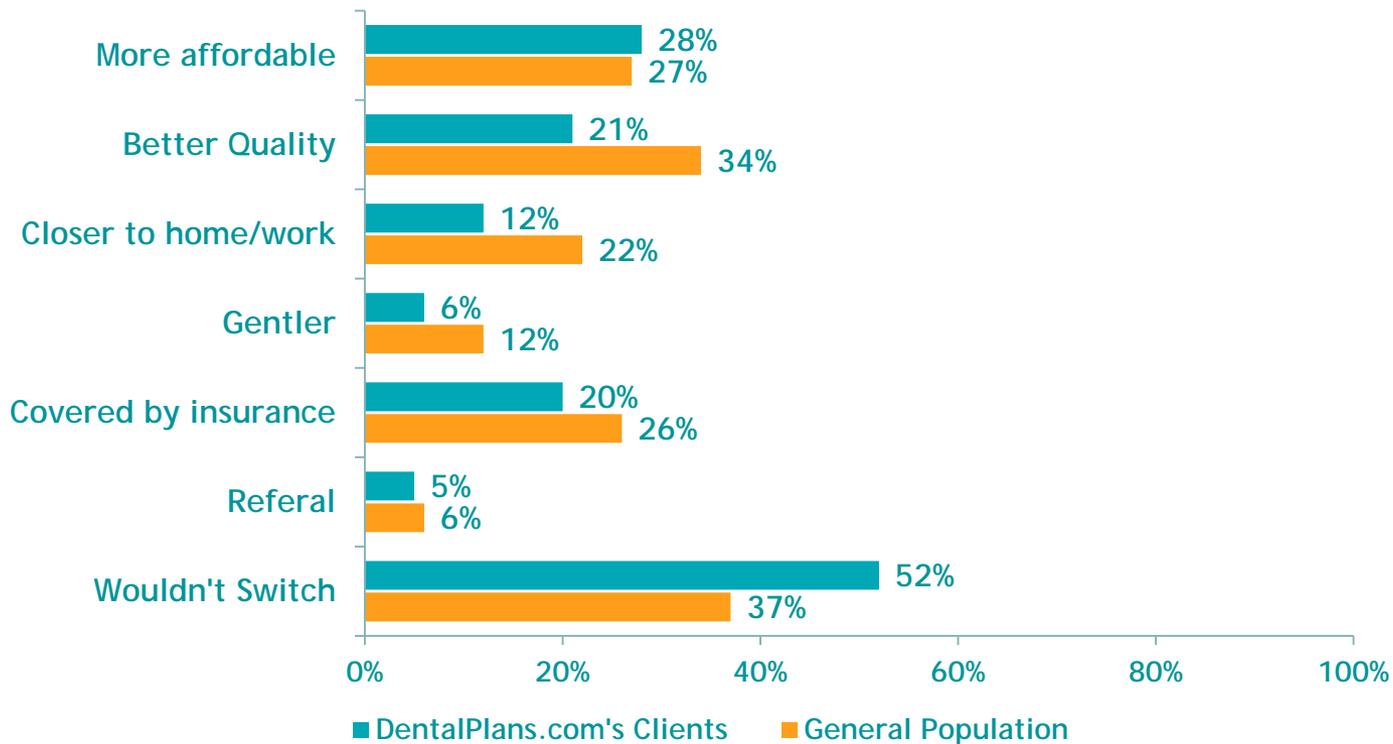


Dental Health Diligence

Index



Dental Health Reasons to Switch Dentists



Index

103

61

55

48

75

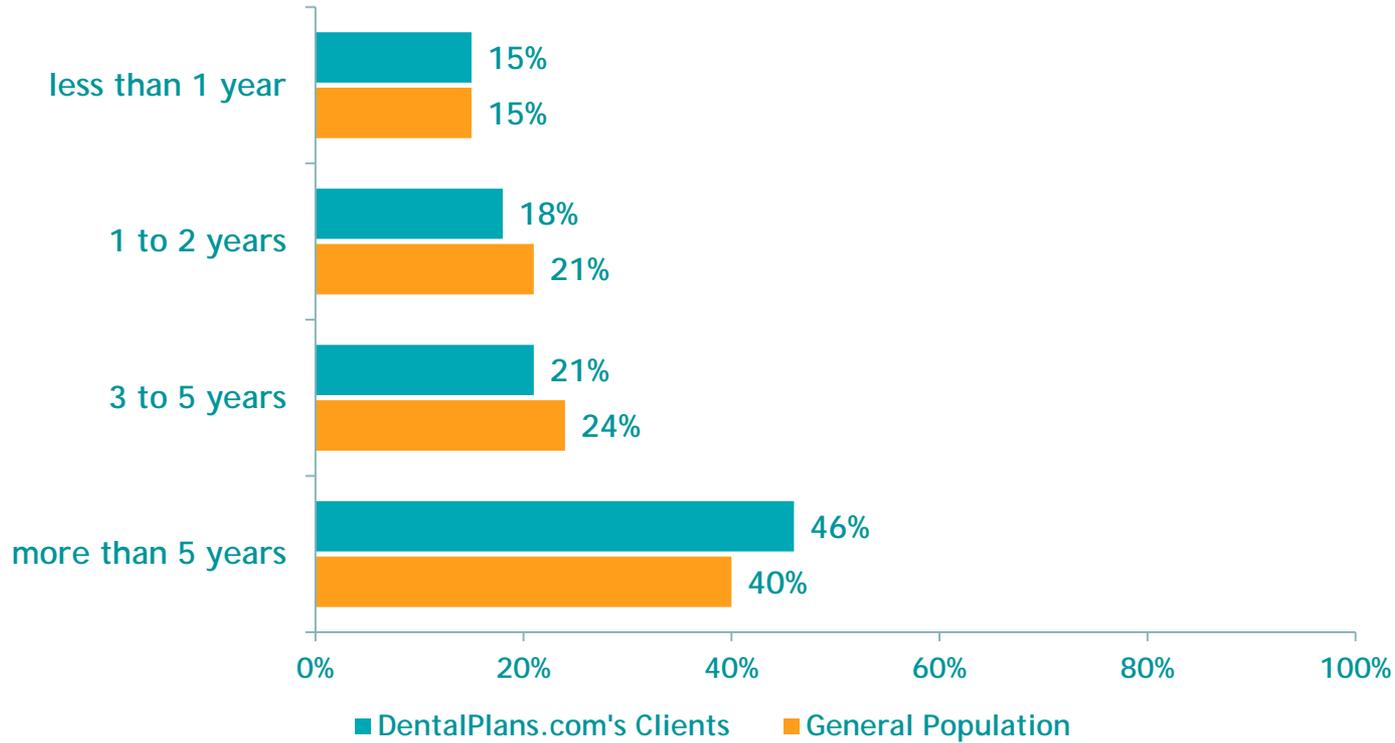
71

139



Dental Health Years Seeing Same Dentist

Index



103

85

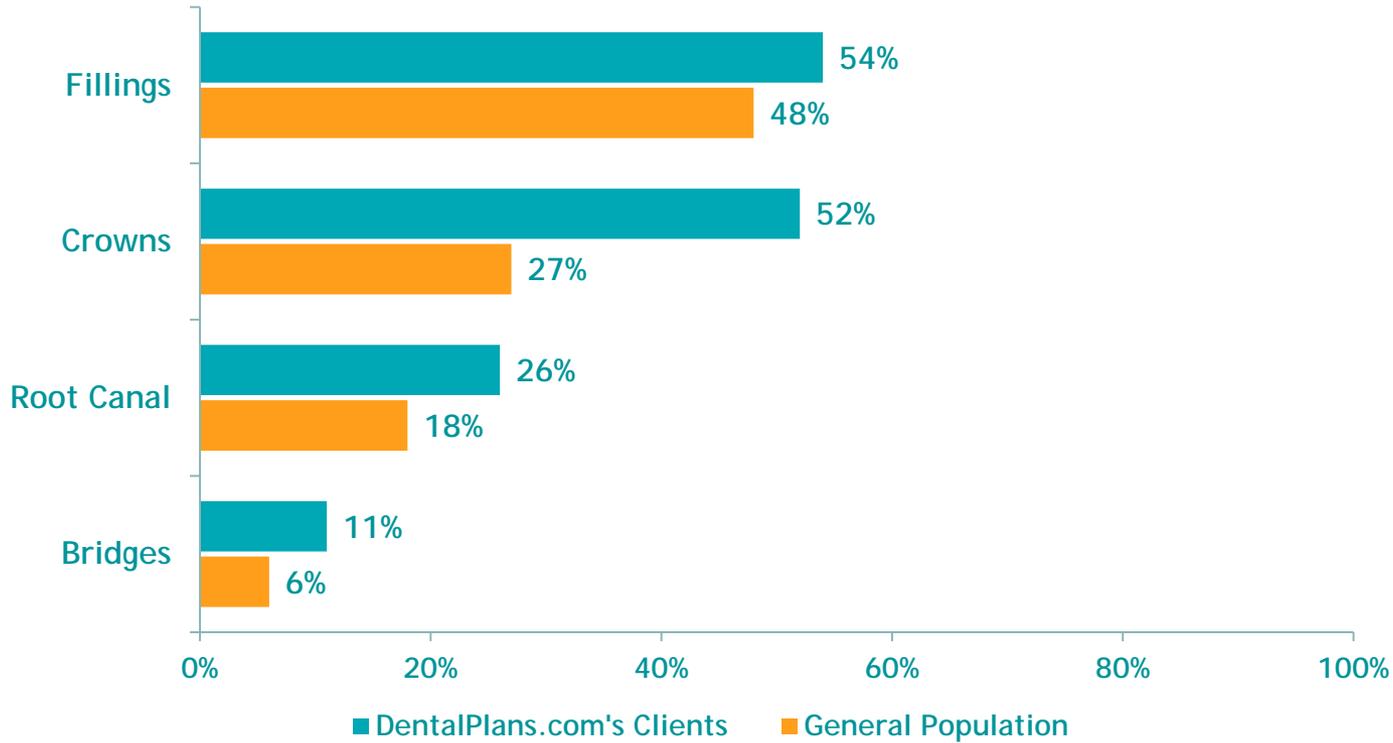
90

113



Dental Health Non-Routine Procedures

Index



113

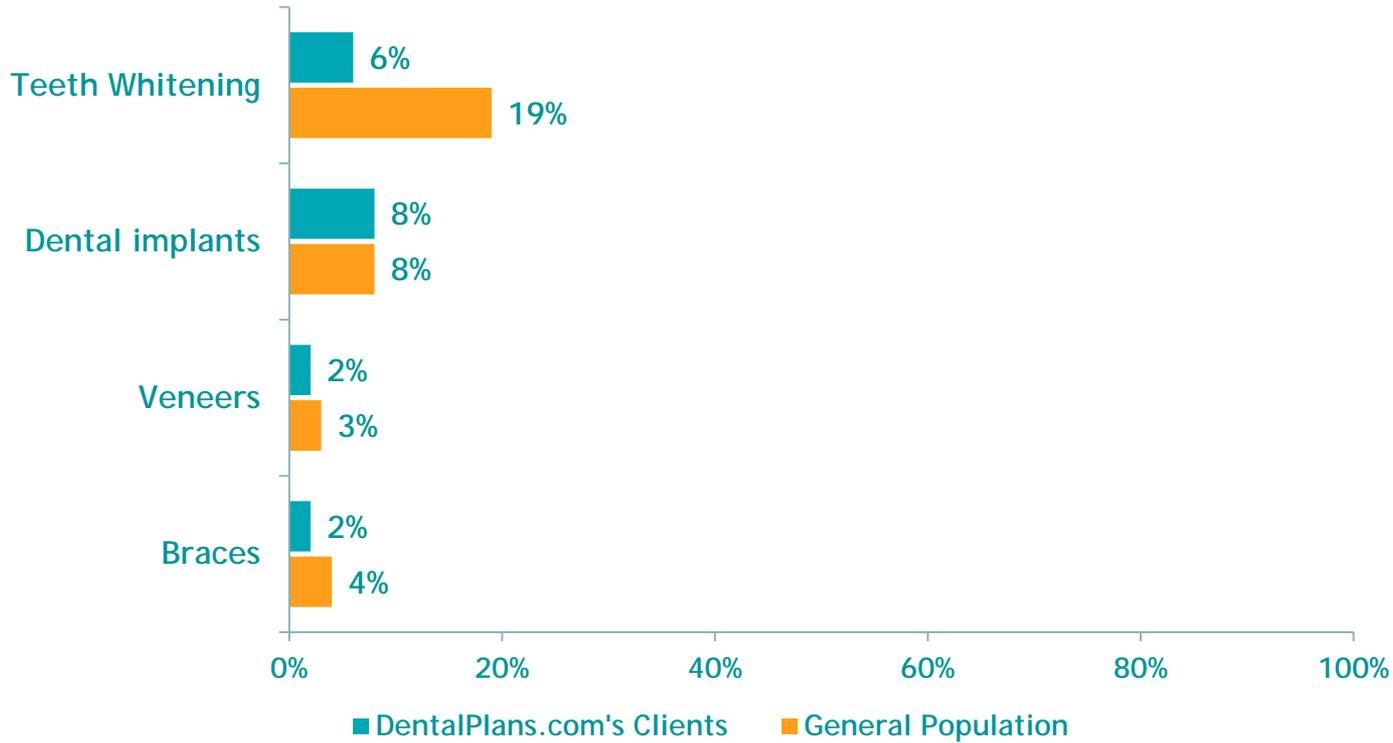
190

142

181



Dental Health Cosmetic Procedures



Index

30

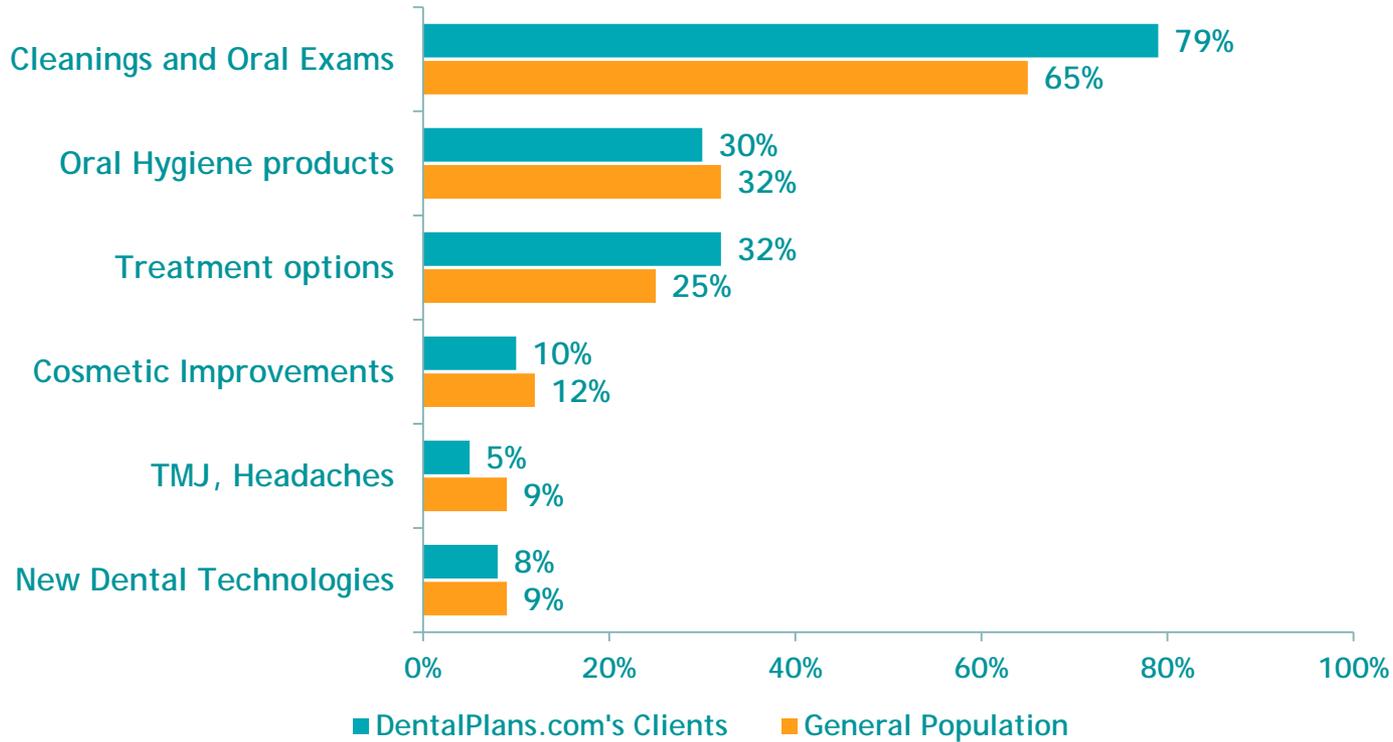
99

77

40



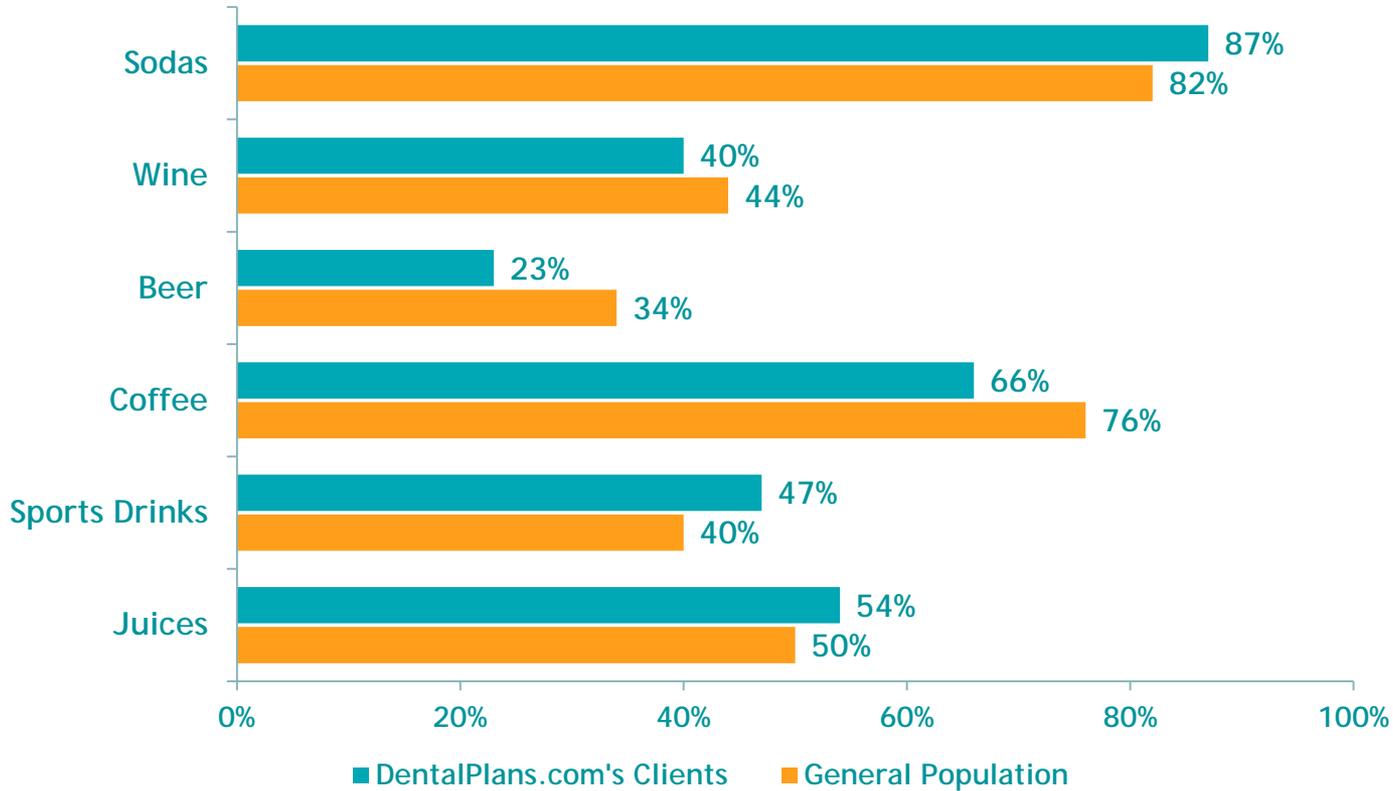
Dental Health Topics Discussed with Dentist



Index



Beverages Deemed Bad For Teeth

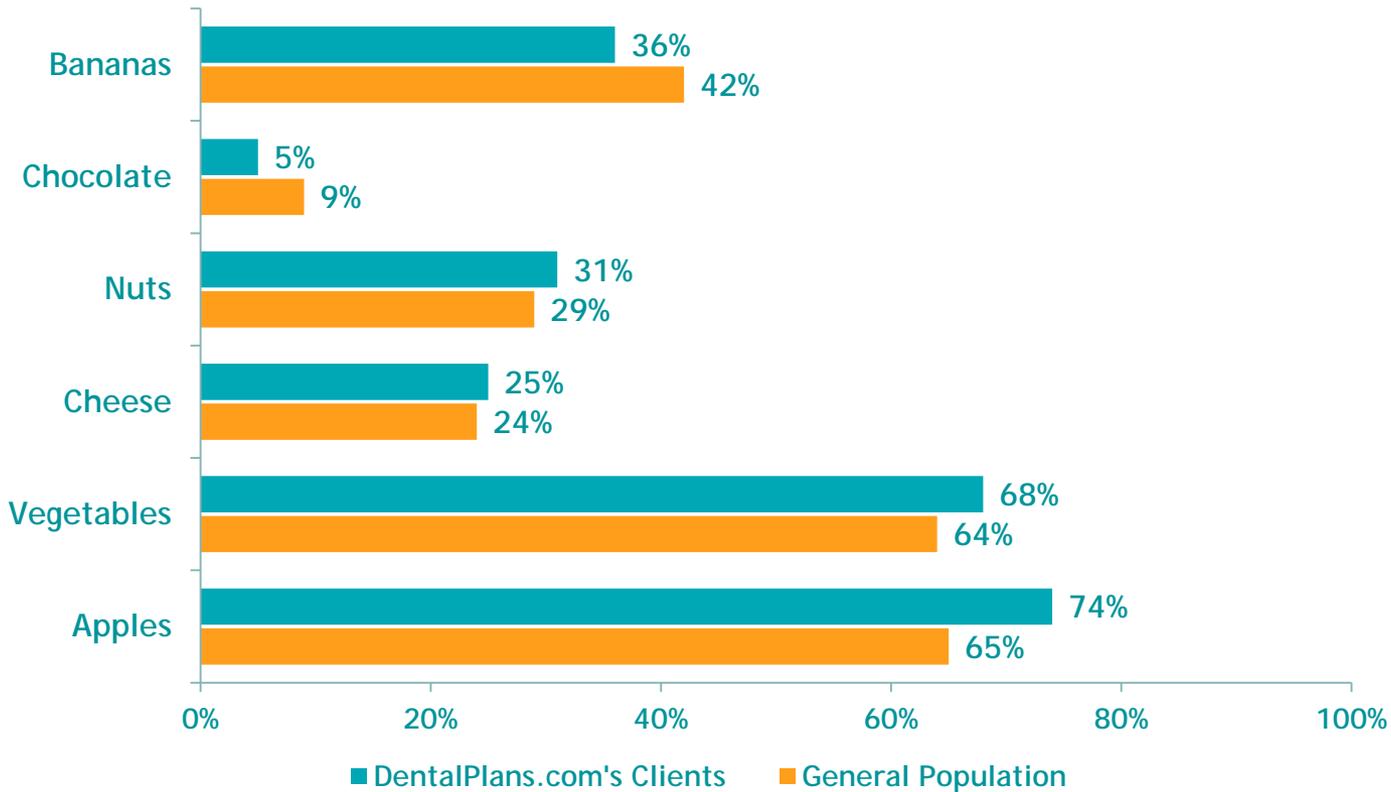


Index

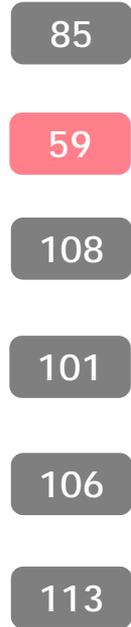
- 107
- 89
- 68
- 87
- 119
- 110



Snacks Perceived to be Good For Teeth



Index

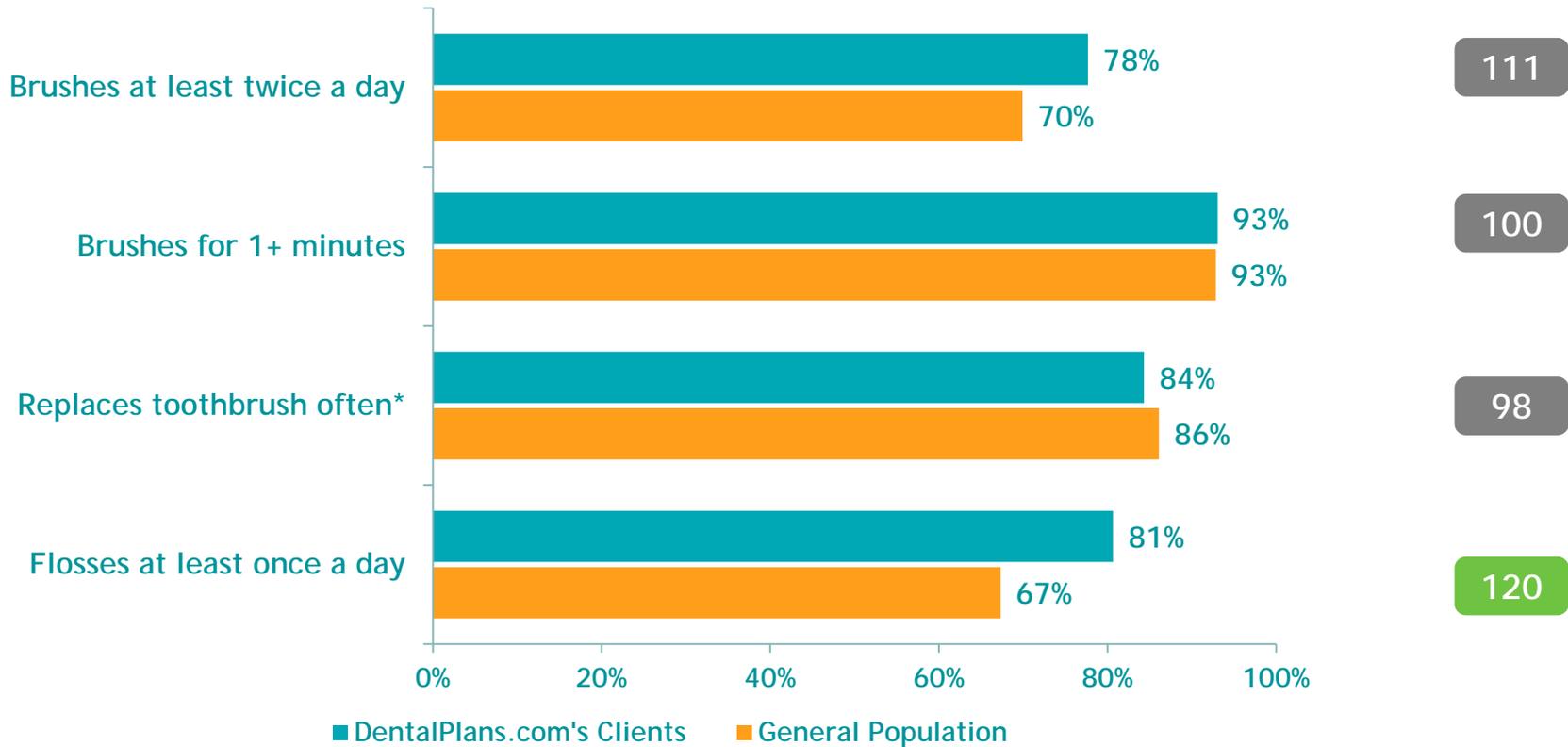


Index Findings: Dental Hygiene



Dental Hygiene

Index

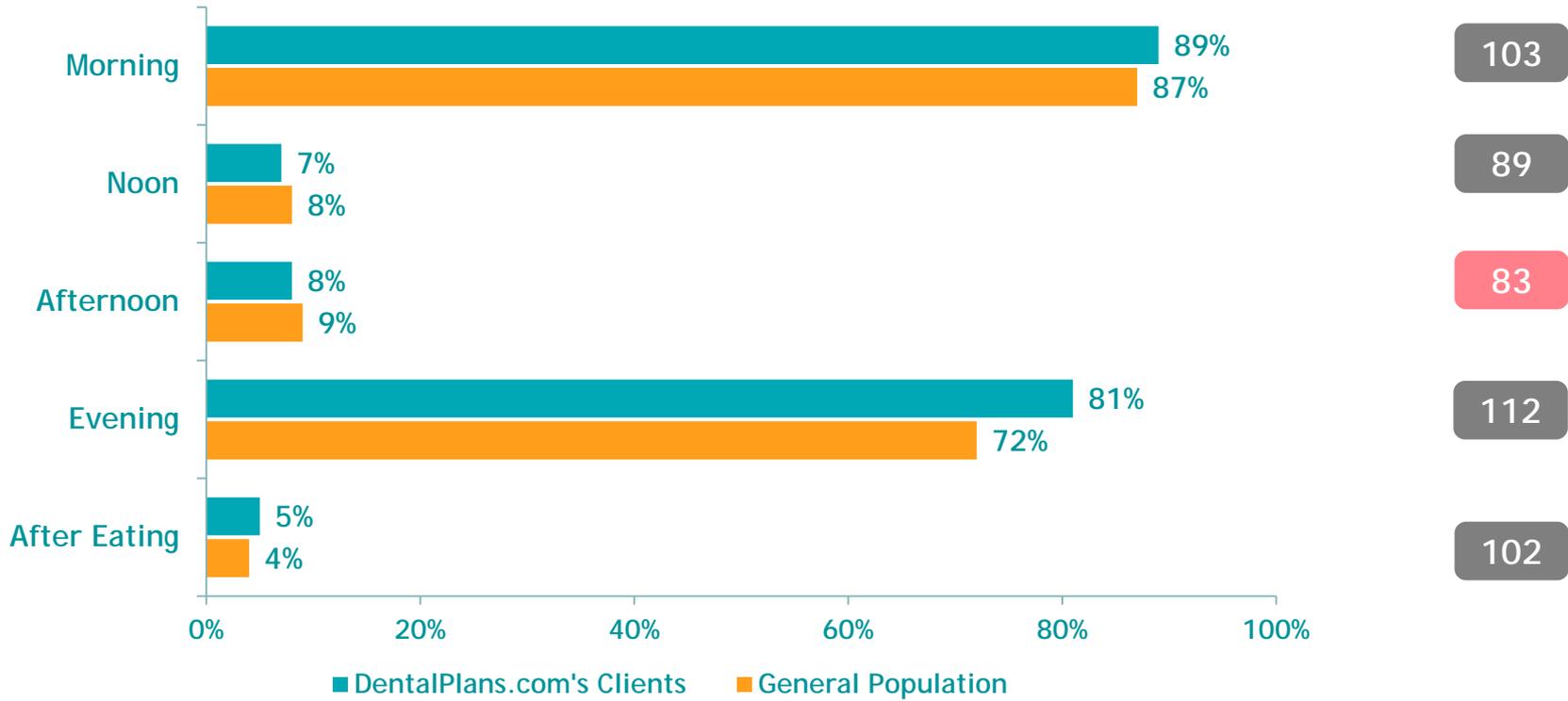


* Toothbrush is replaced either every couple of months OR at least once every 3-4 months OR when bristles become frayed



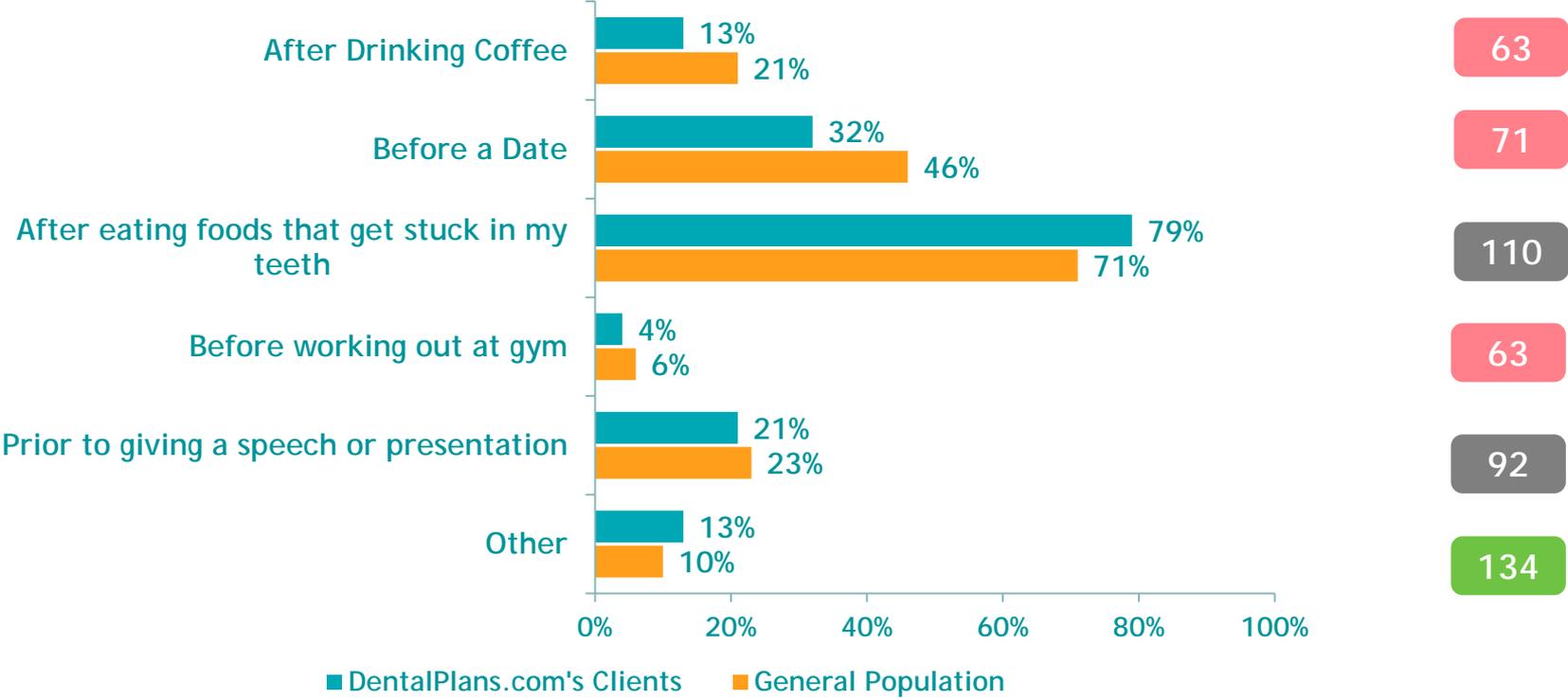
Dental Hygiene Times Brushing Teeth

Index



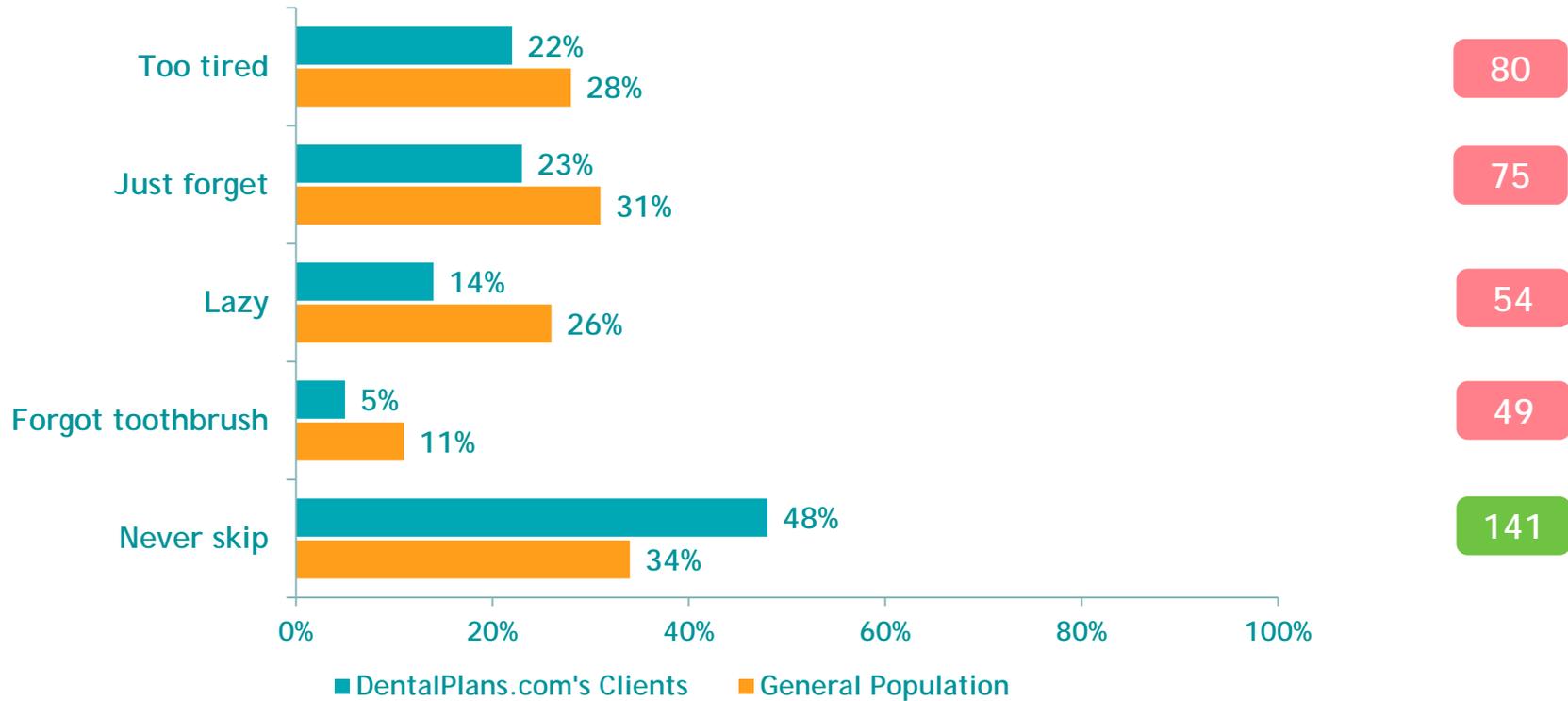
Dental Hygiene Other Reasons for Brushing Teeth

Index



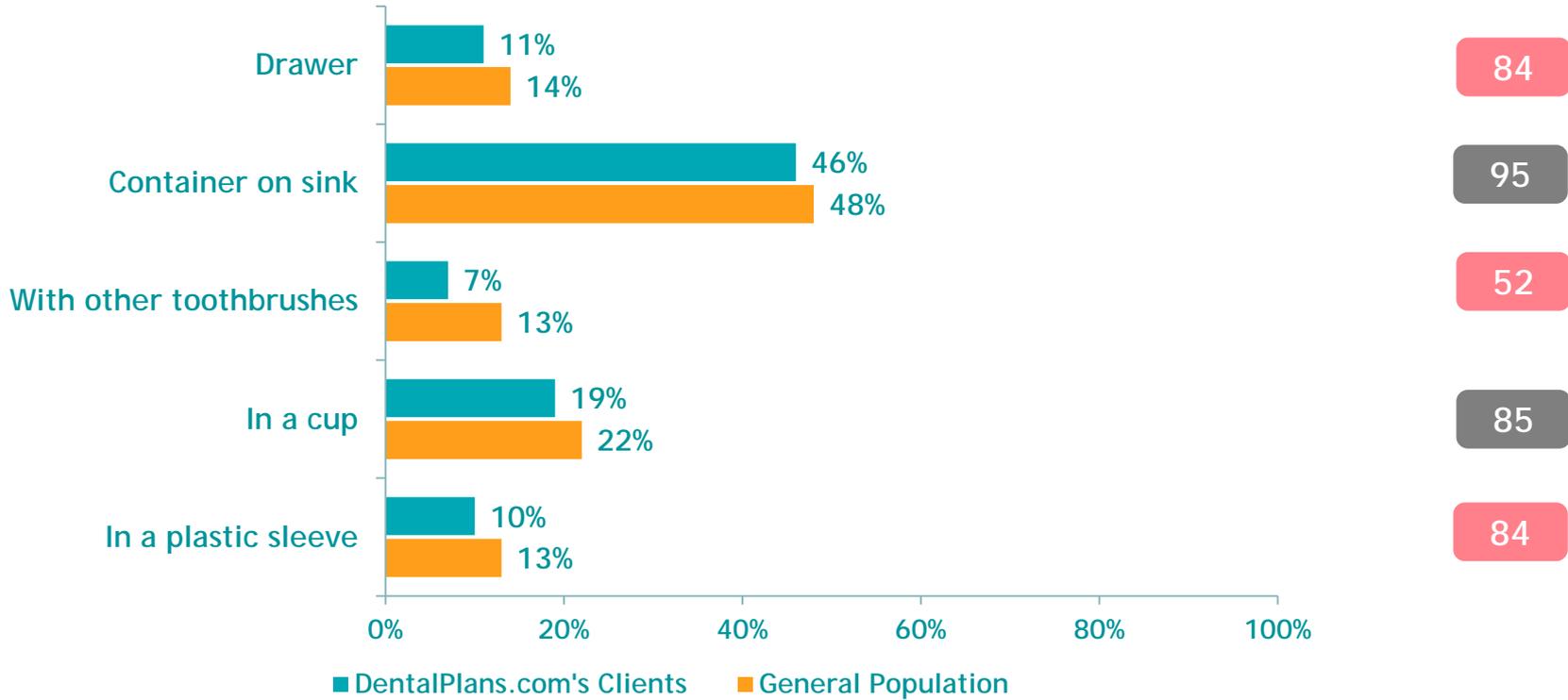
Dental Hygiene Reasons for Skipping Brushing Teeth

Index

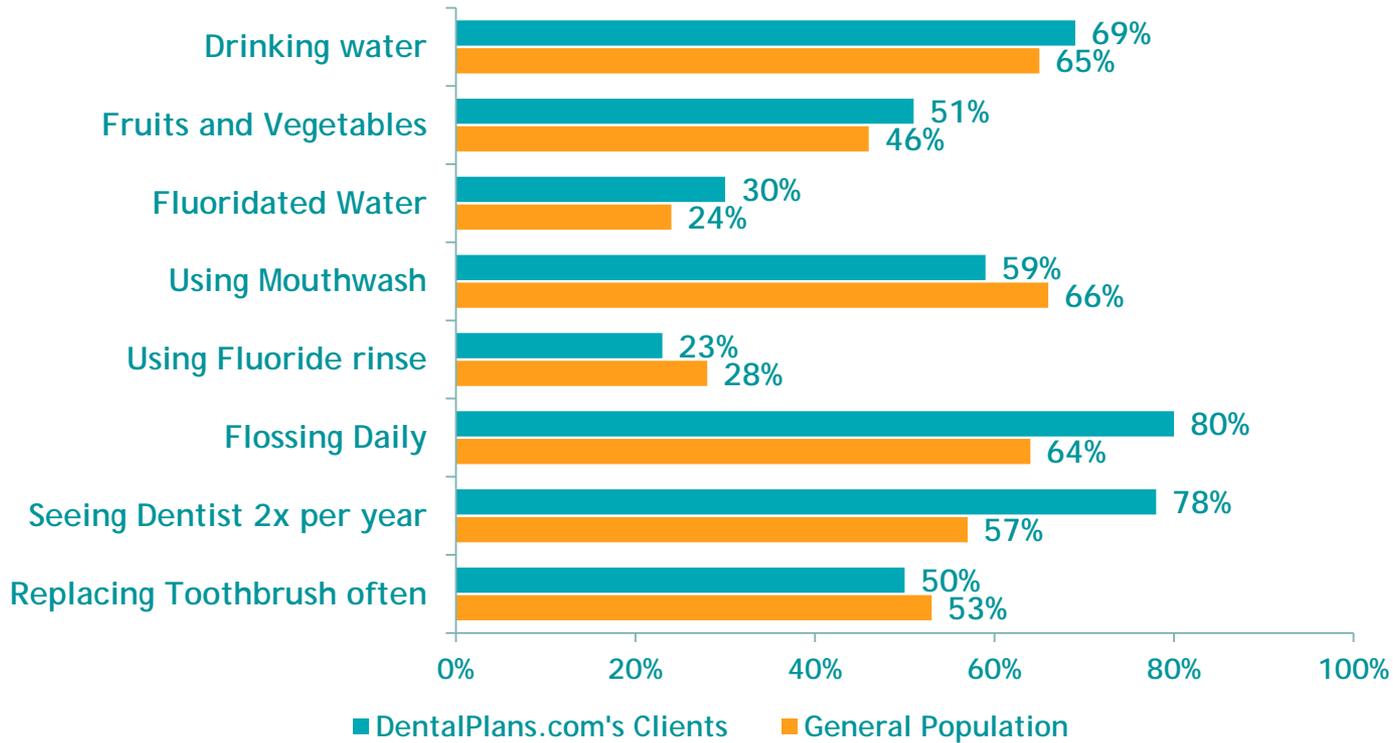


Dental Hygiene Toothbrush Storage

Index



Dental Hygiene Actions to Promote Good Oral Hygiene



Index

106

109

128

90

83

124

138

94

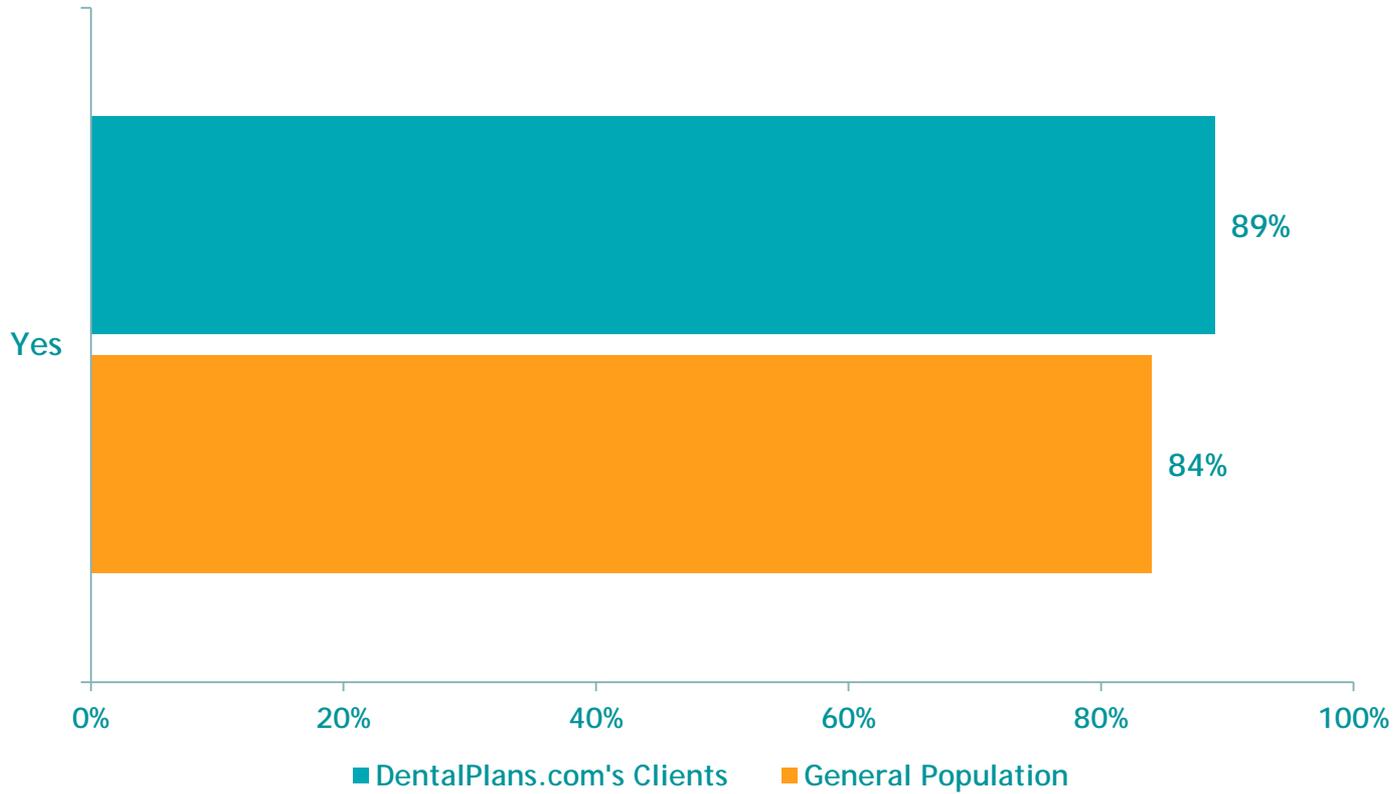


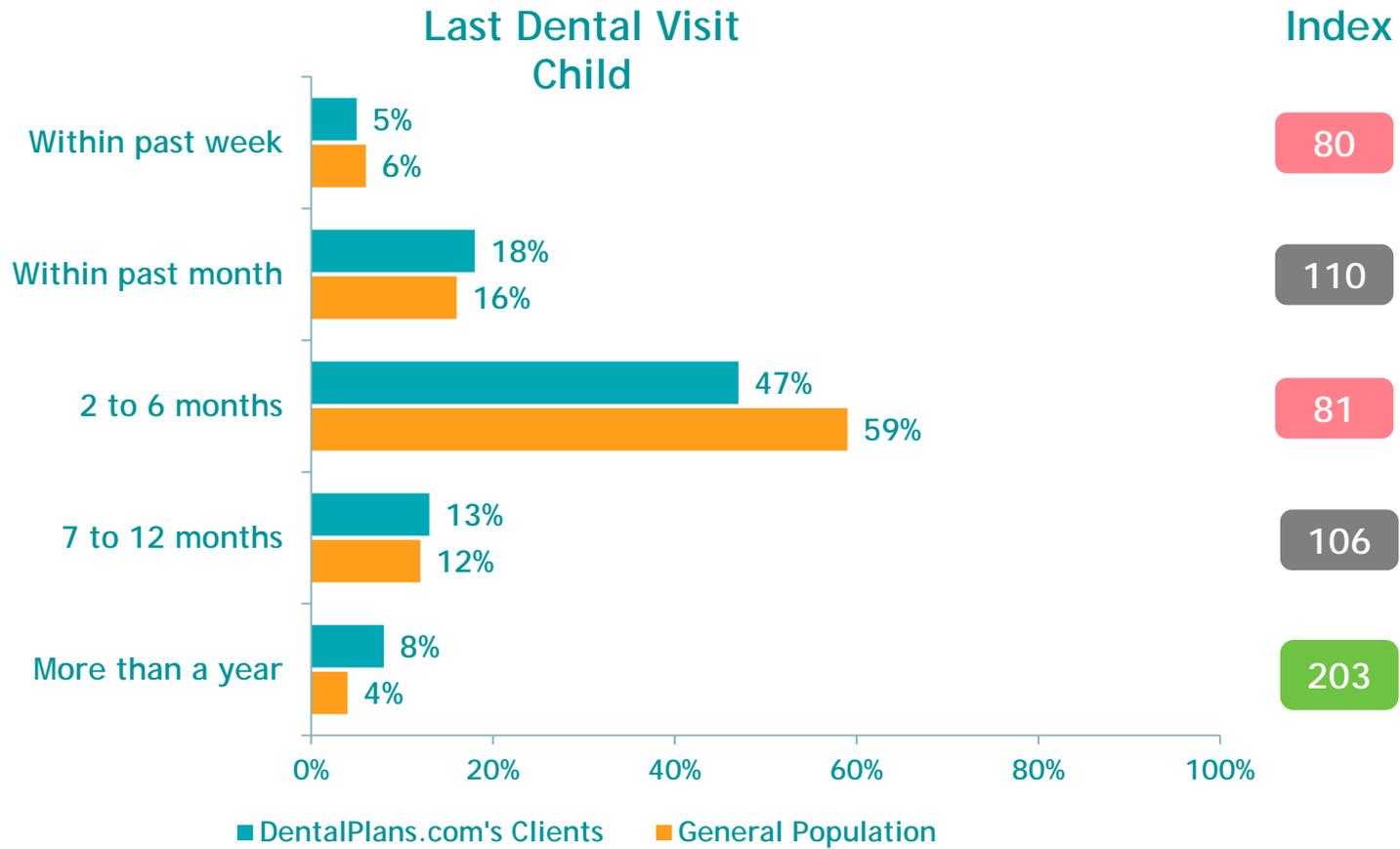
Index Findings: Children's Dental Health



Child Sees a Dentist

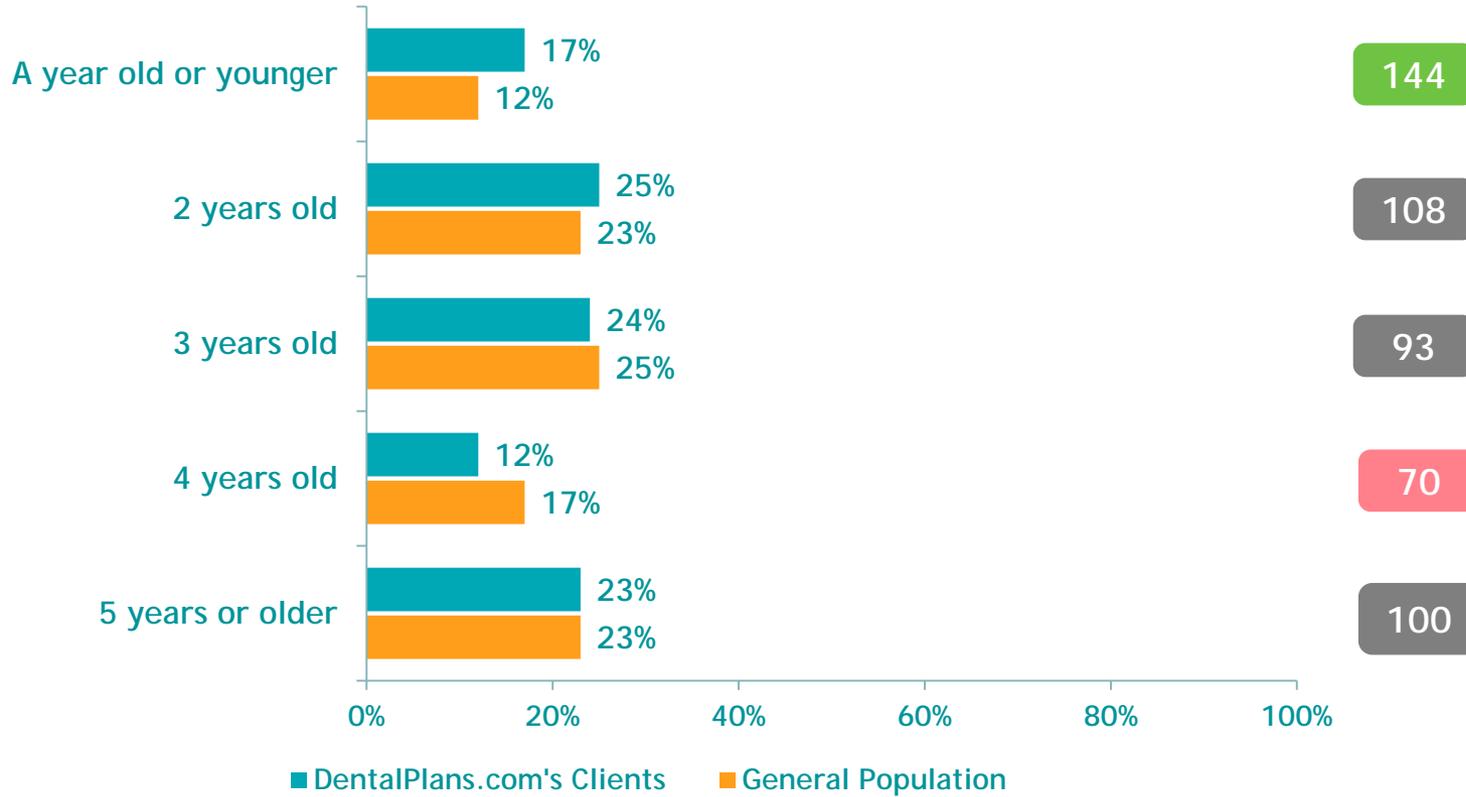
Index



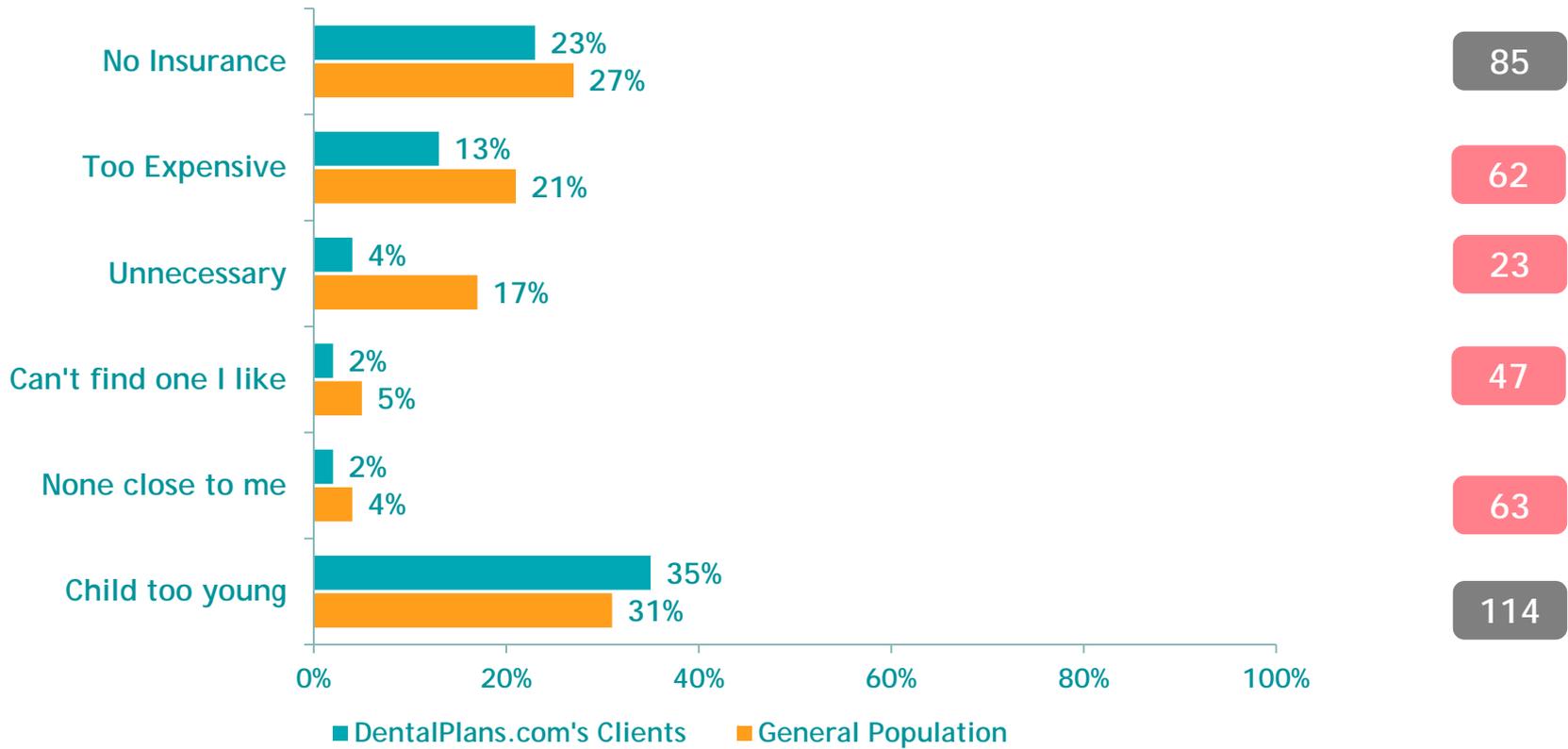


Age of First Dental Visit

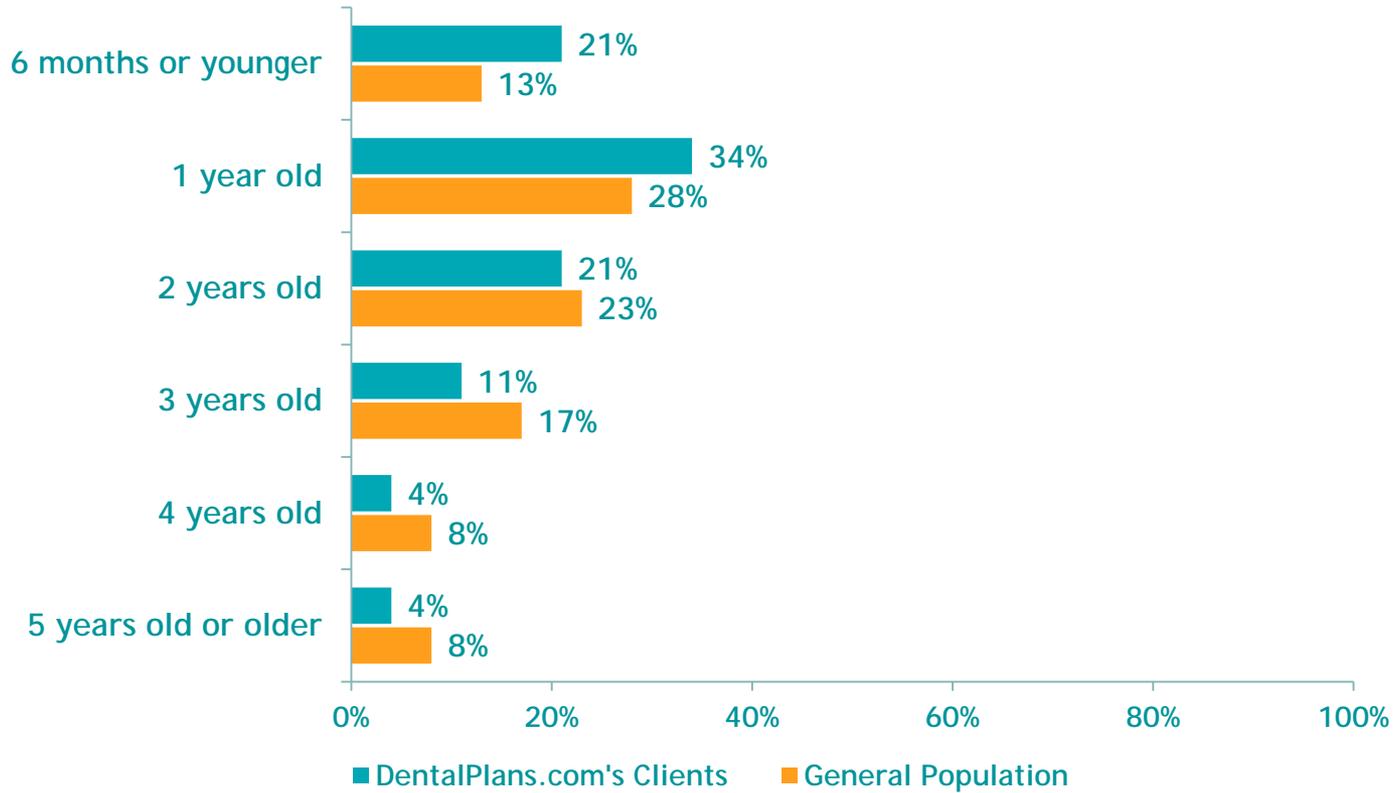
Index



Reasons Child Has Not Visited a Dentist



Age When Child Started Brushing Teeth

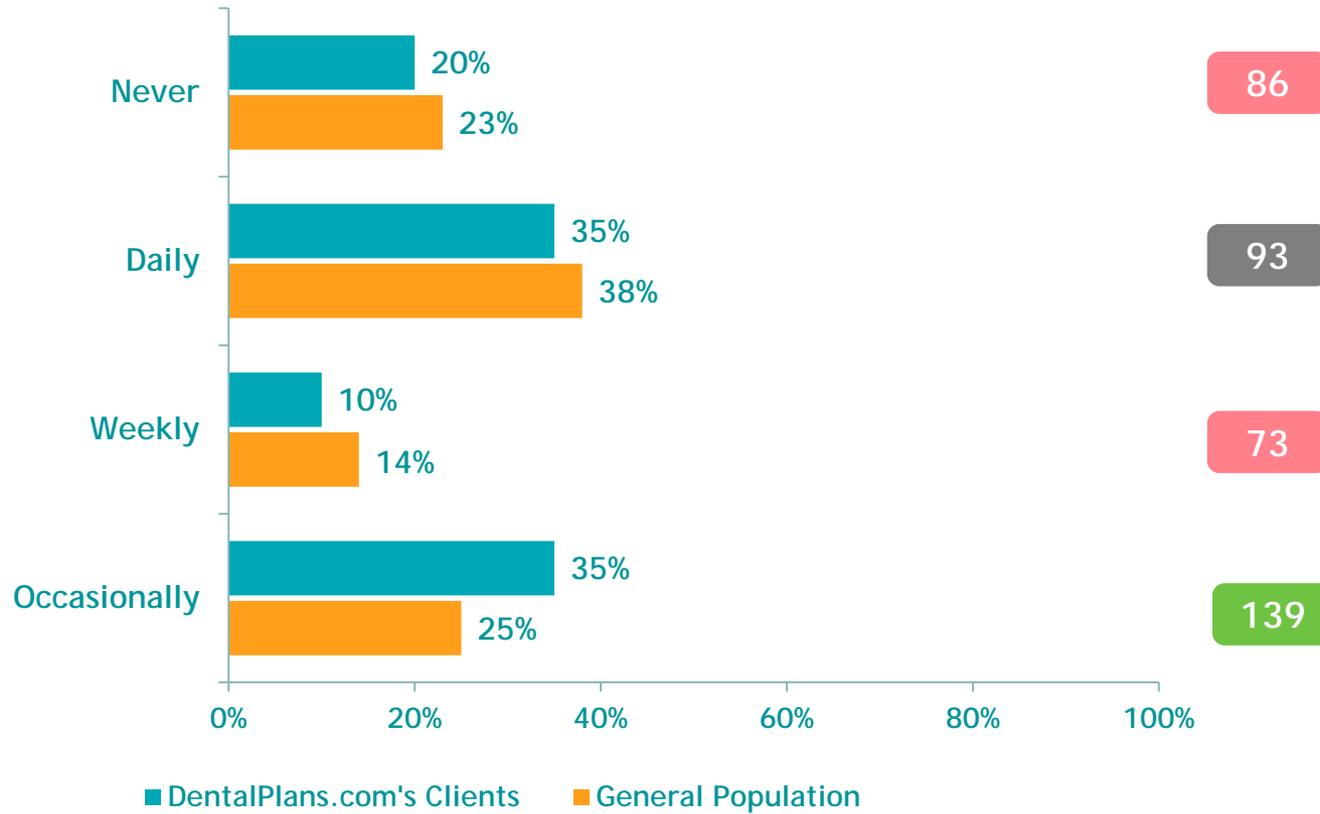


Index



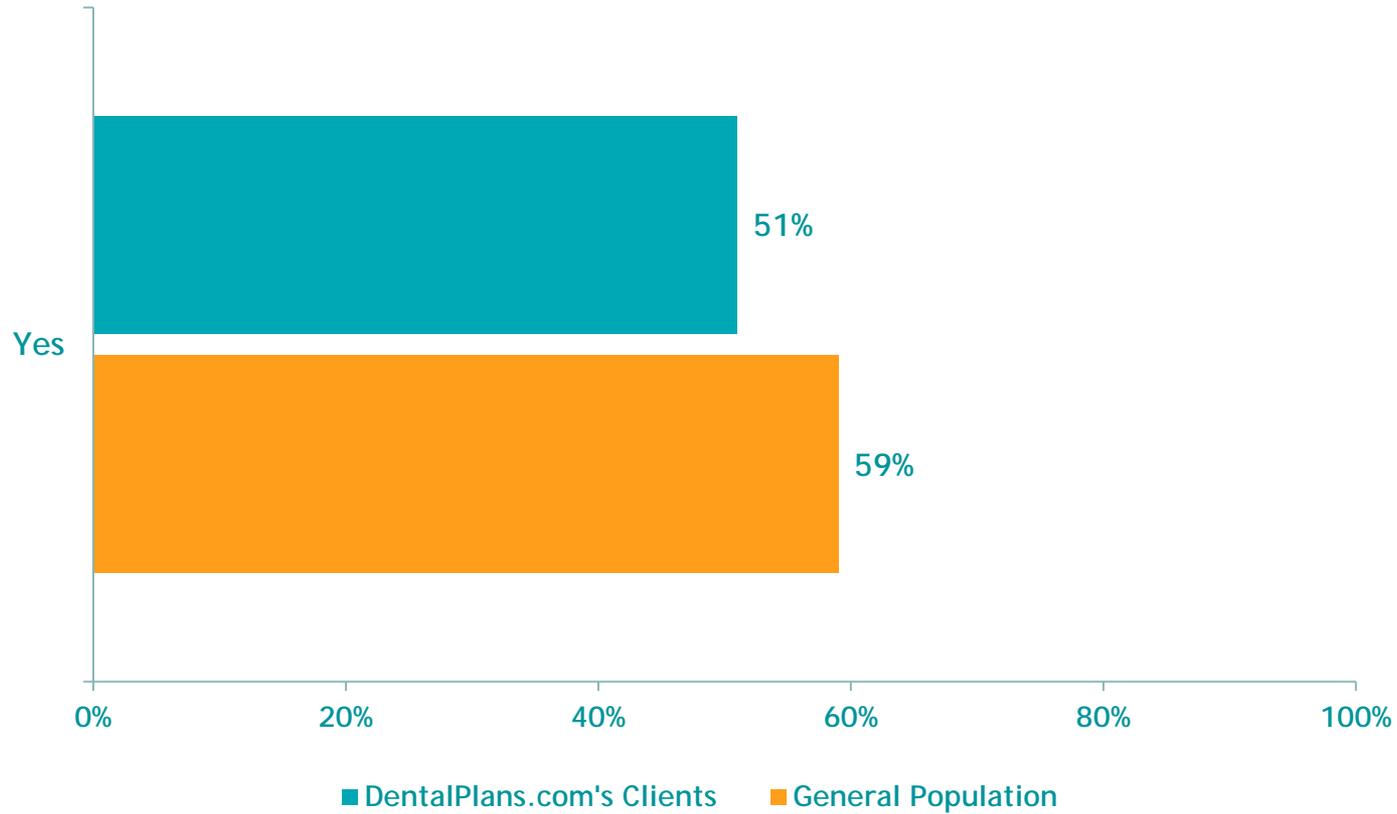
Child's Flossing Frequency

Index



Teens Brush without Being Told

Index

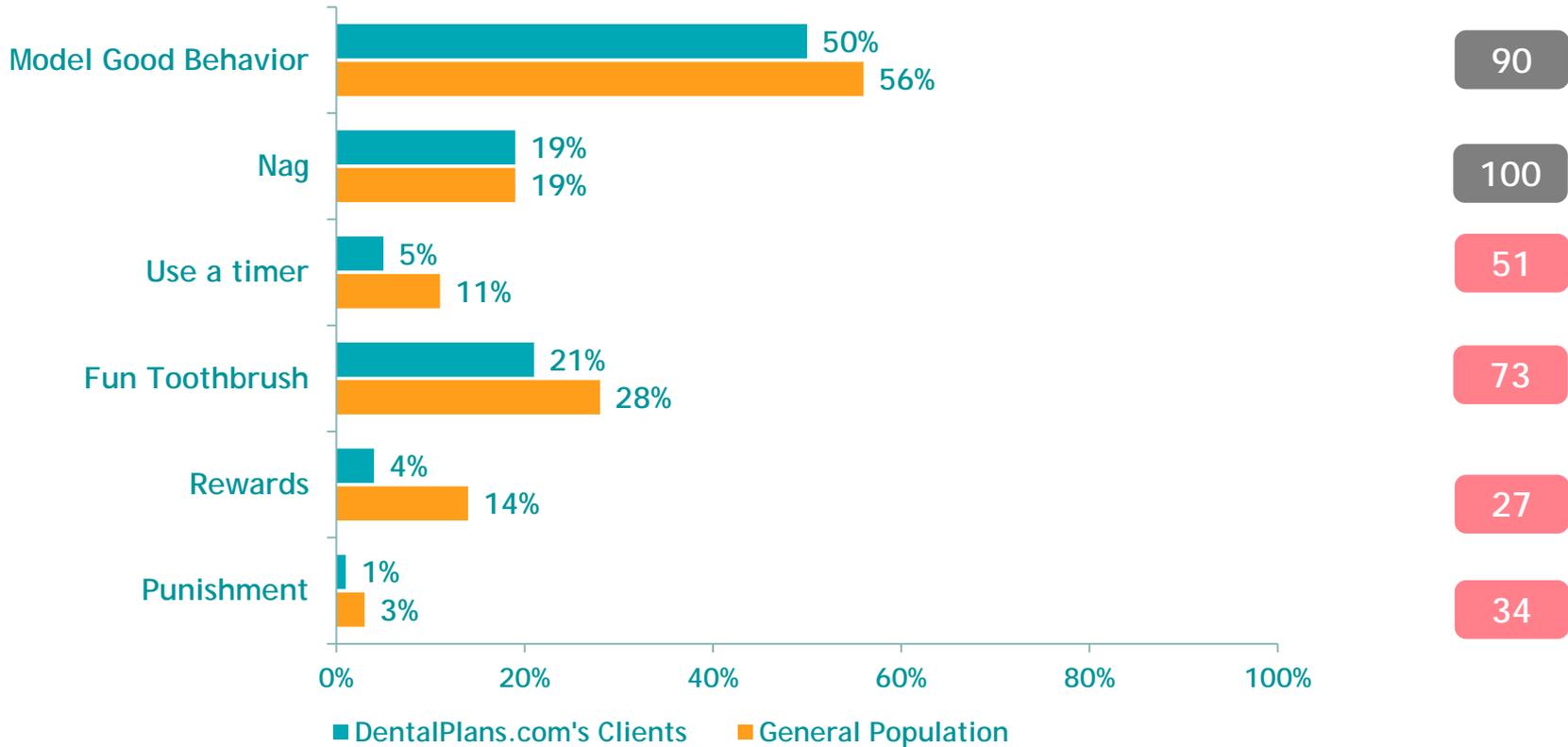


87



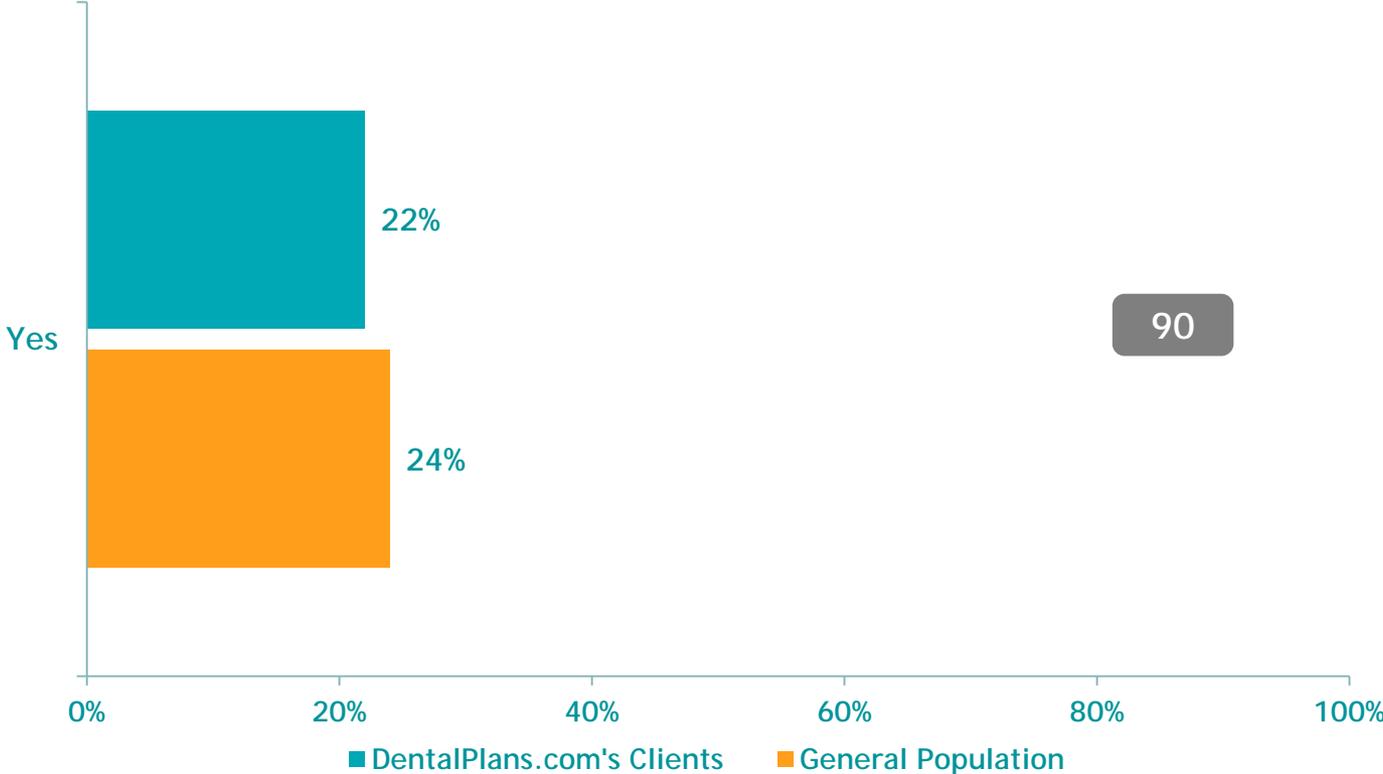
How Kids are "Encouraged" to Brush Teeth

Index



Children Needing Braces

Index

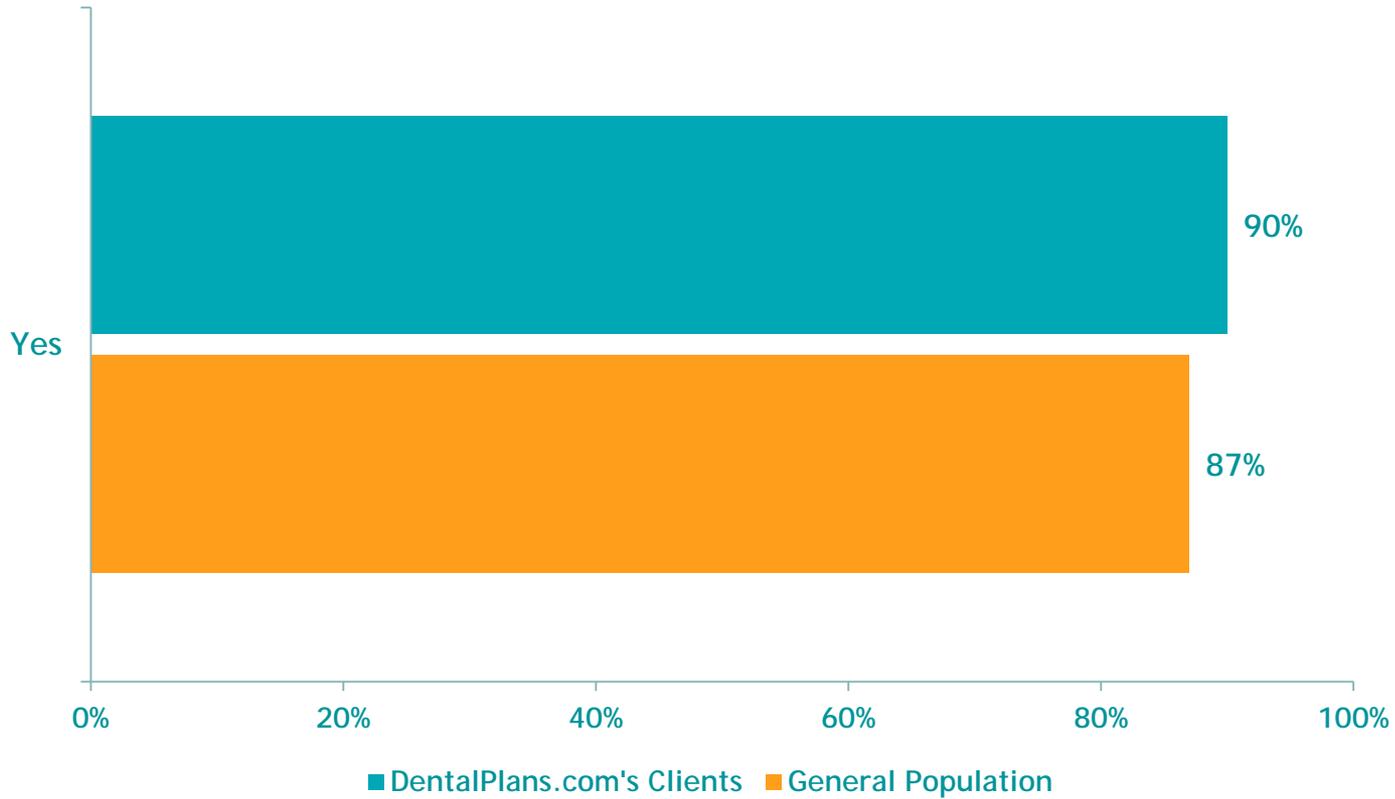


Index Findings: Healthcare Coverage



Currently Have Health Insurance

Index

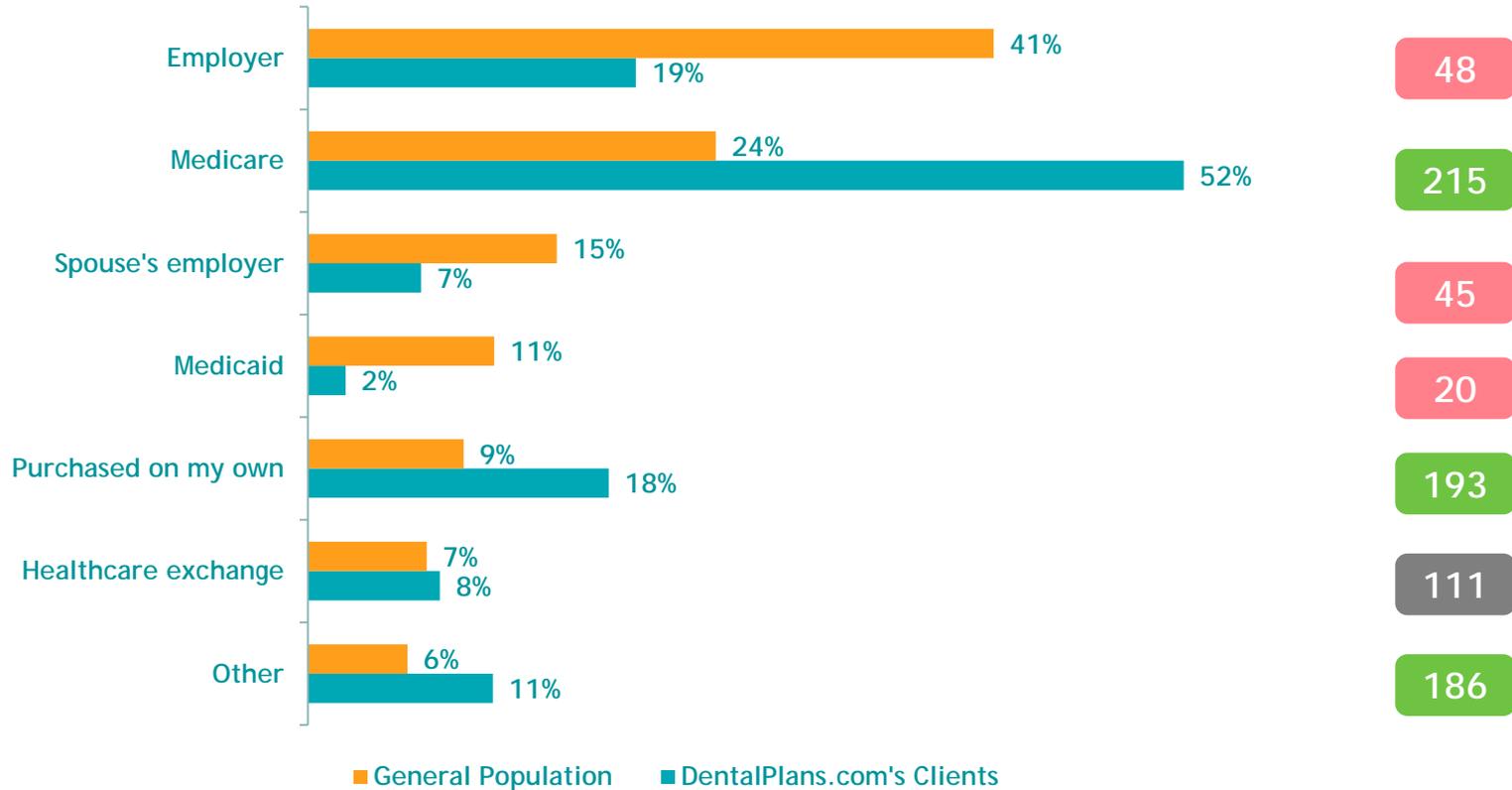


103



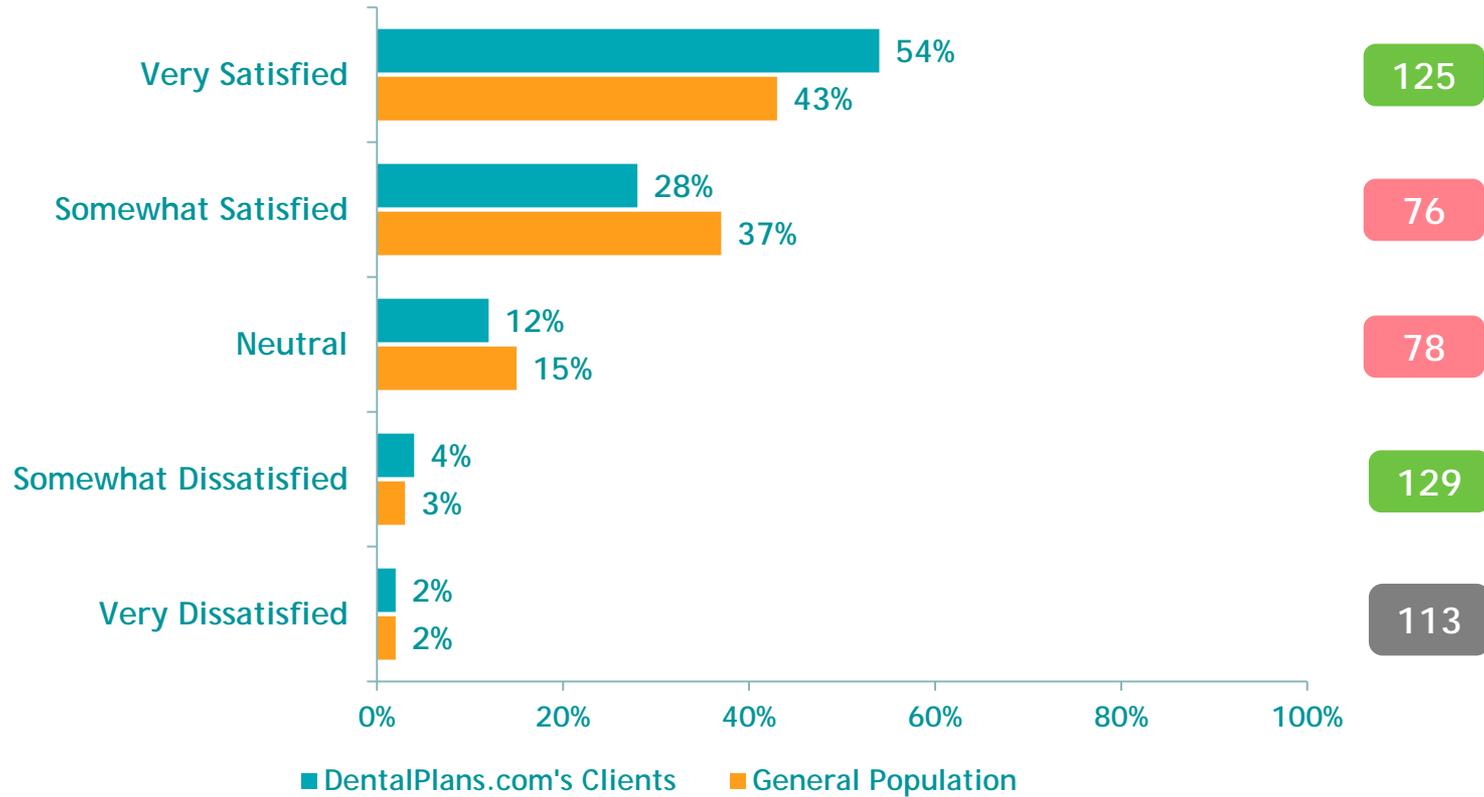
Index

How do you currently get your health insurance coverage?



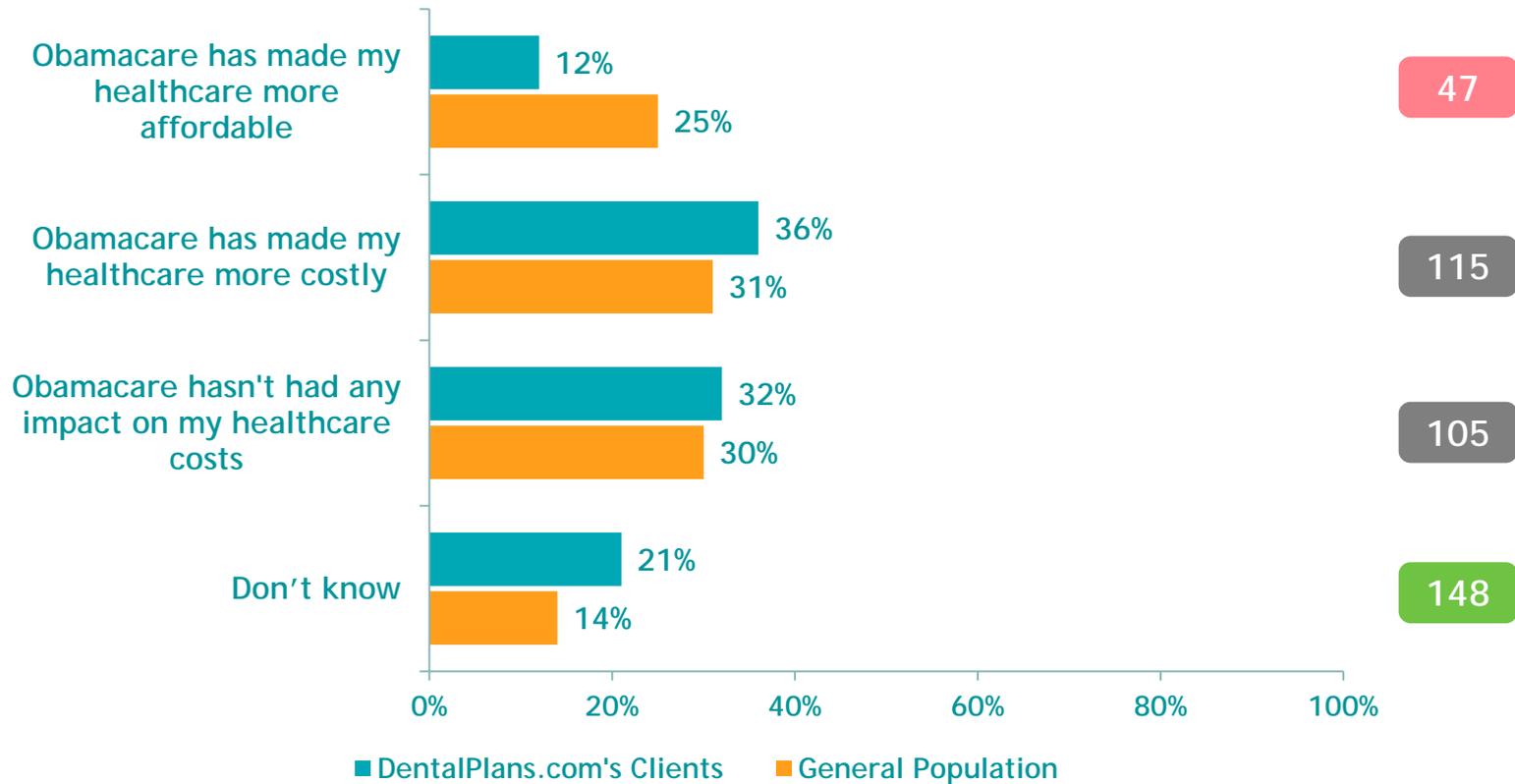
Satisfaction with Health Insurance

Index



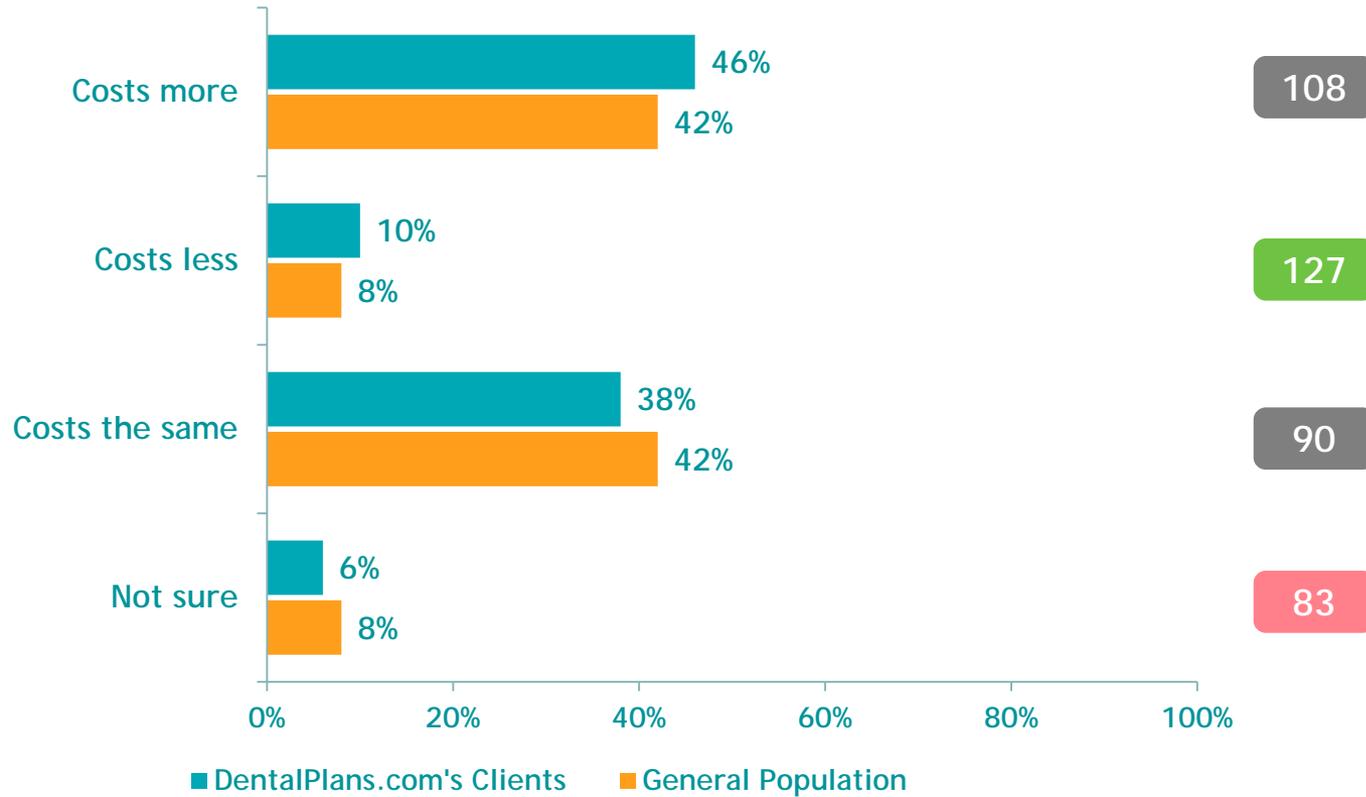
Attitudes About Obamacare

Index



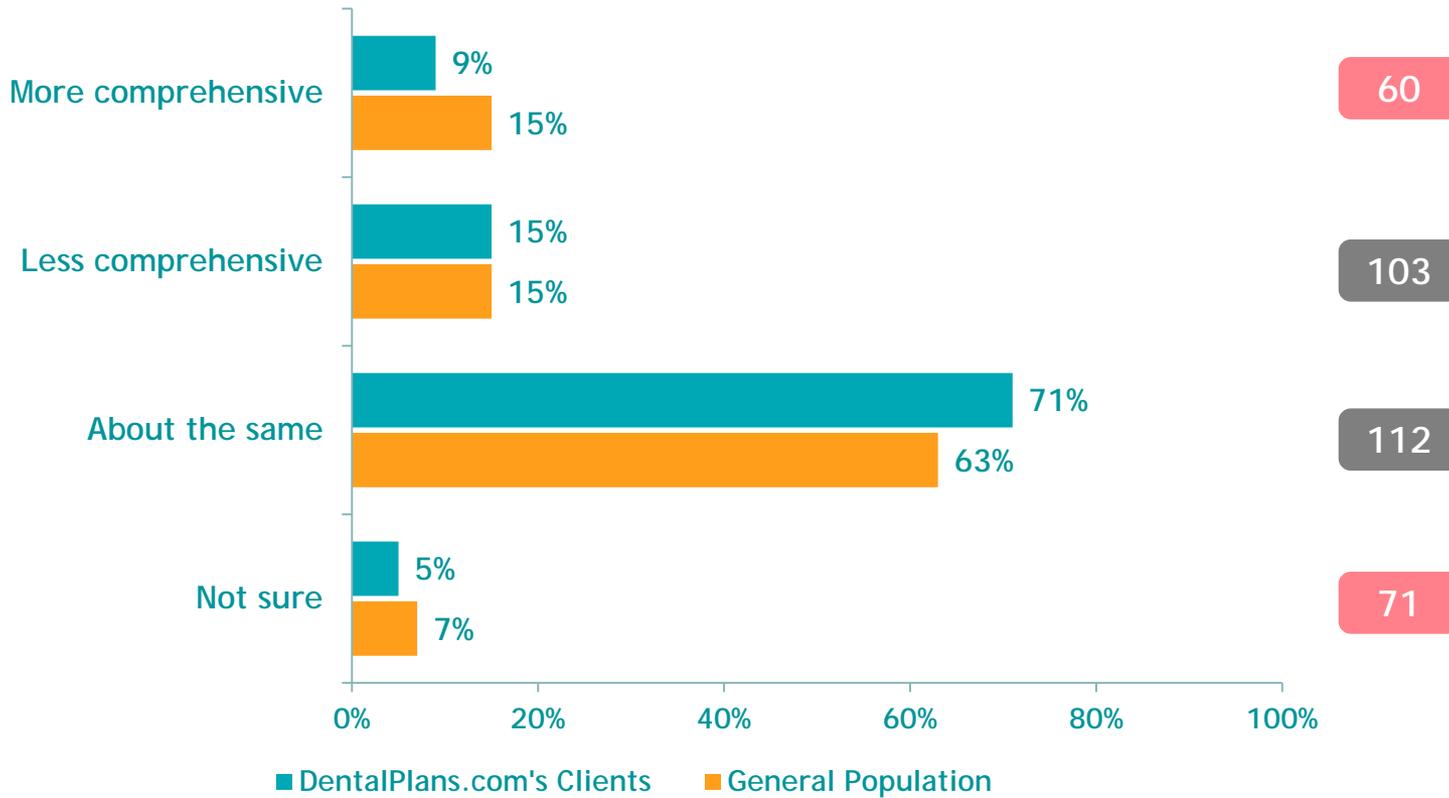
Health Insurance Costs Relative to Last Year

Index



Health Insurance Coverage Relative to Last Year

Index

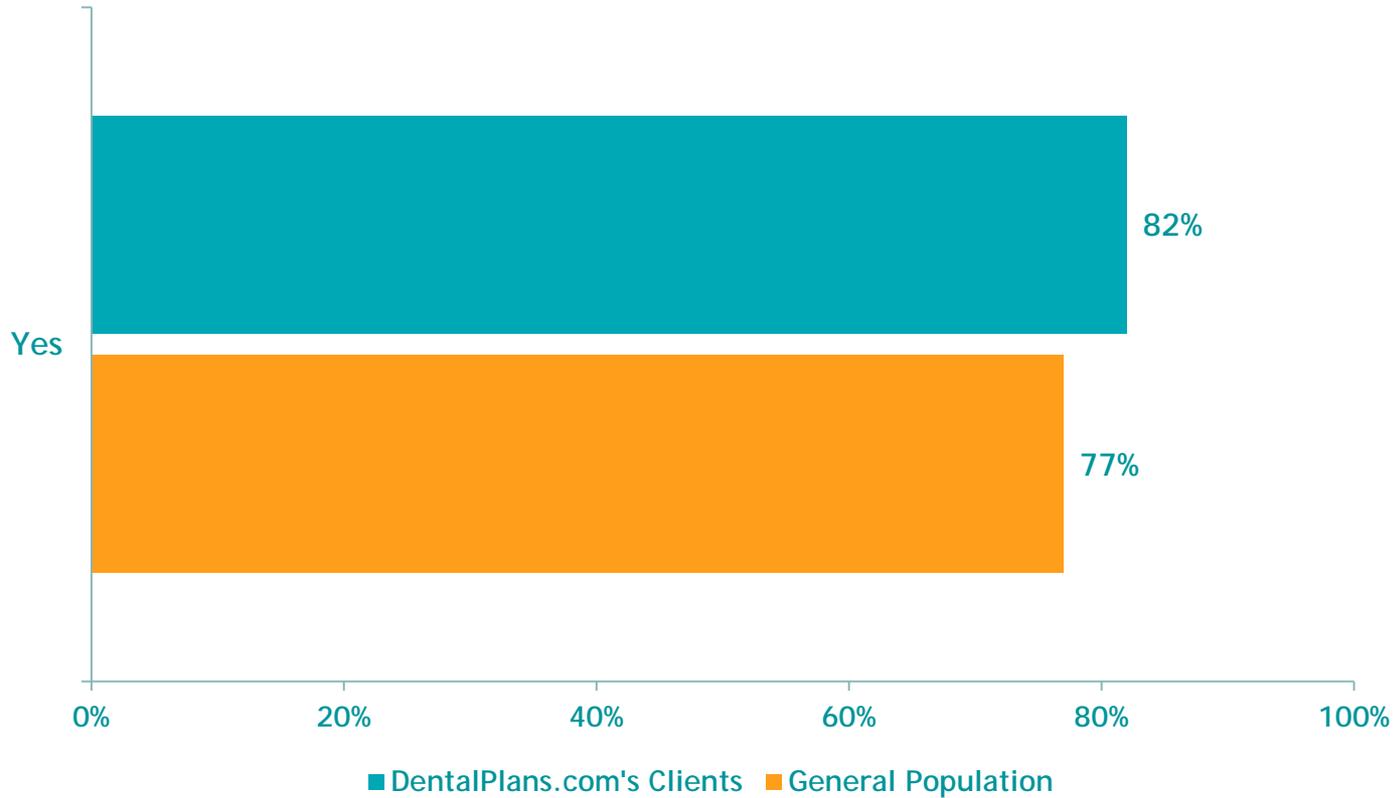


Index Findings: Dental Coverage



Preferred Dentist Covered Under Plan

Index

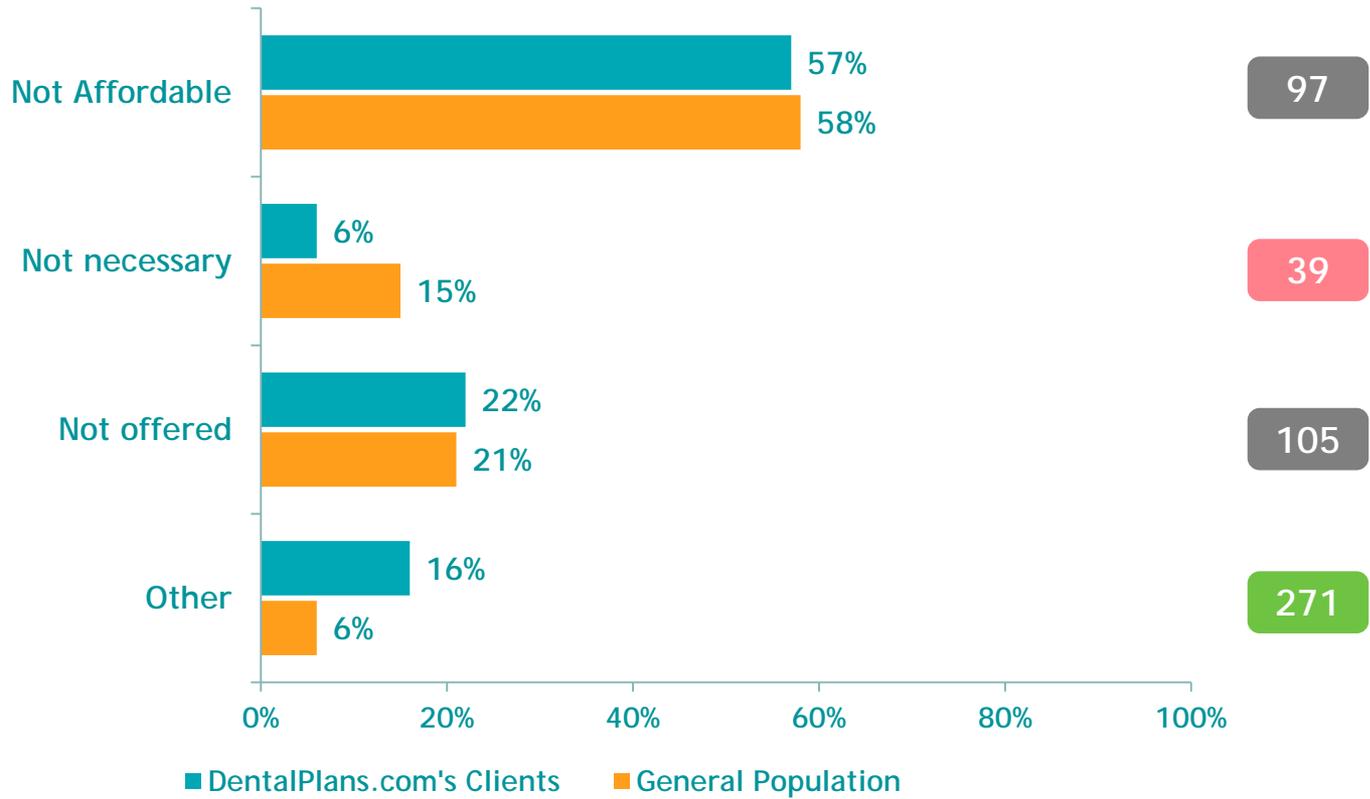


107



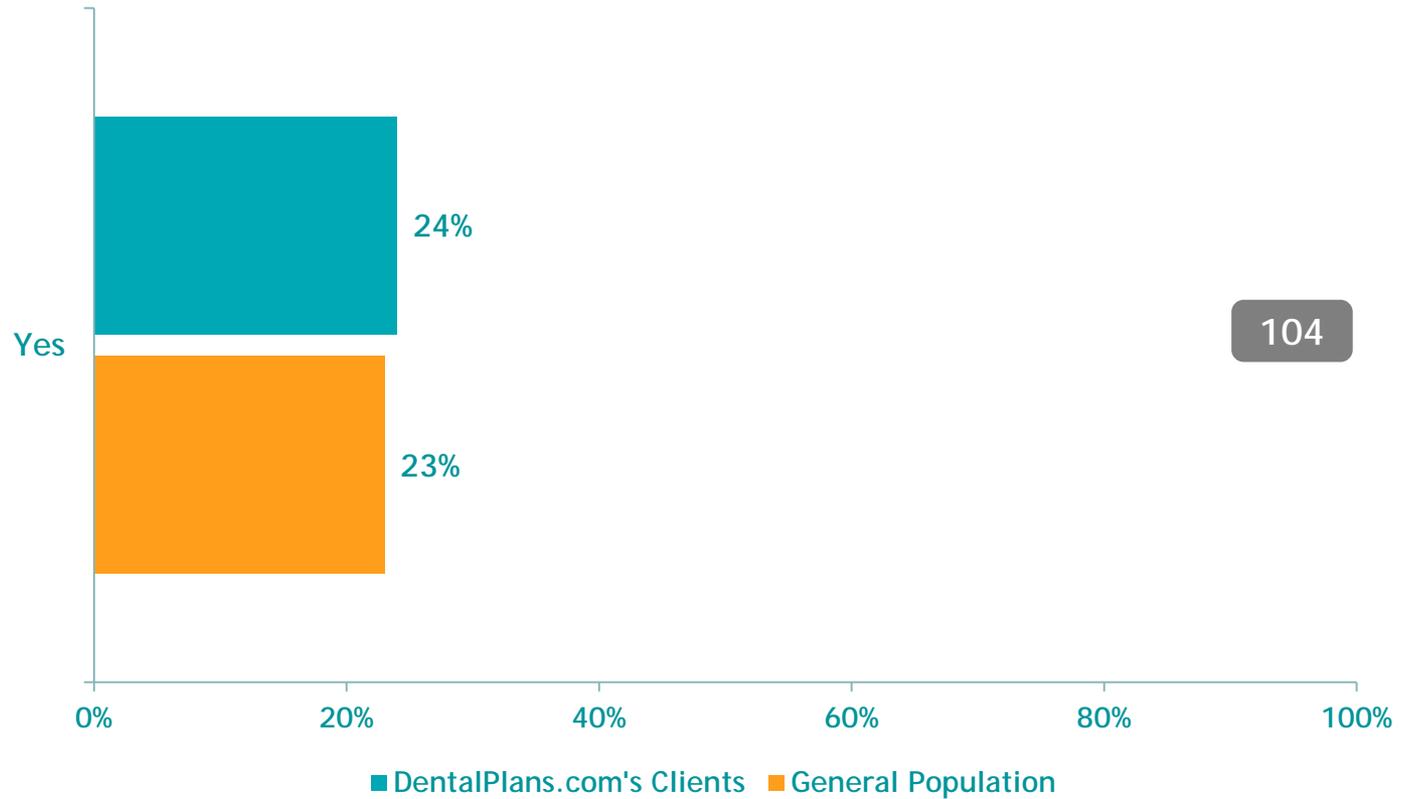
Reasons for NOT Having Dental Insurance

Index



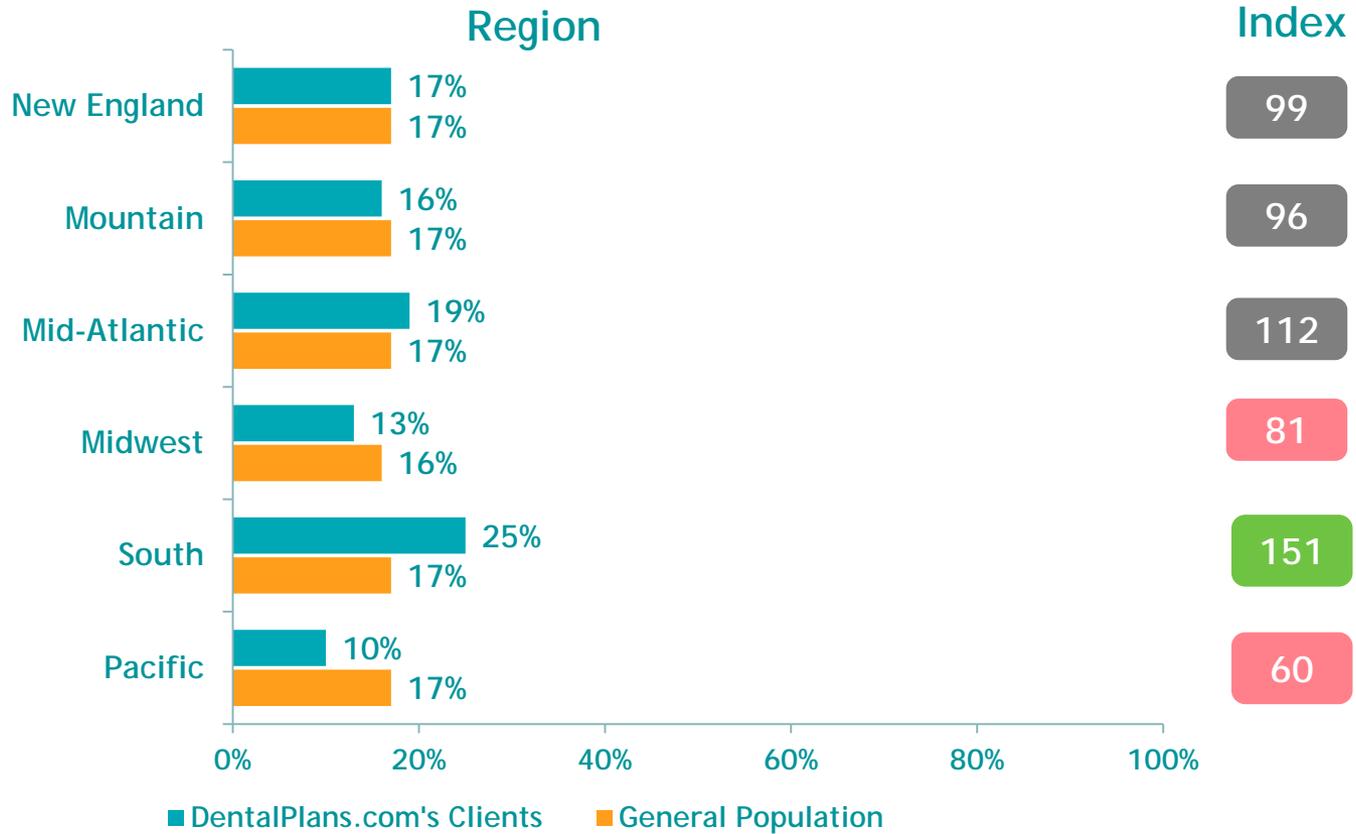
Search Online for Low Cost Dental Care

Index



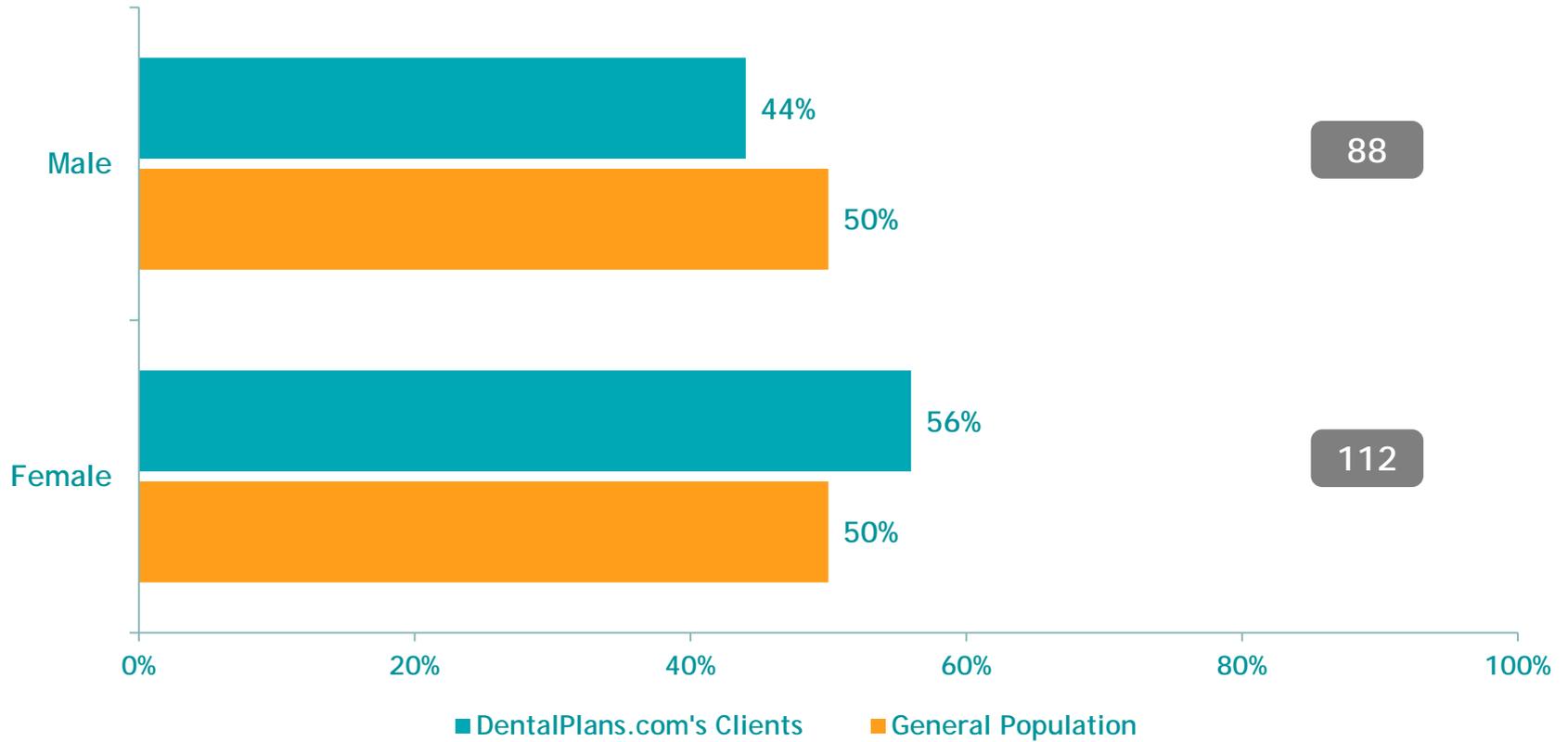
Index Findings: Demographics





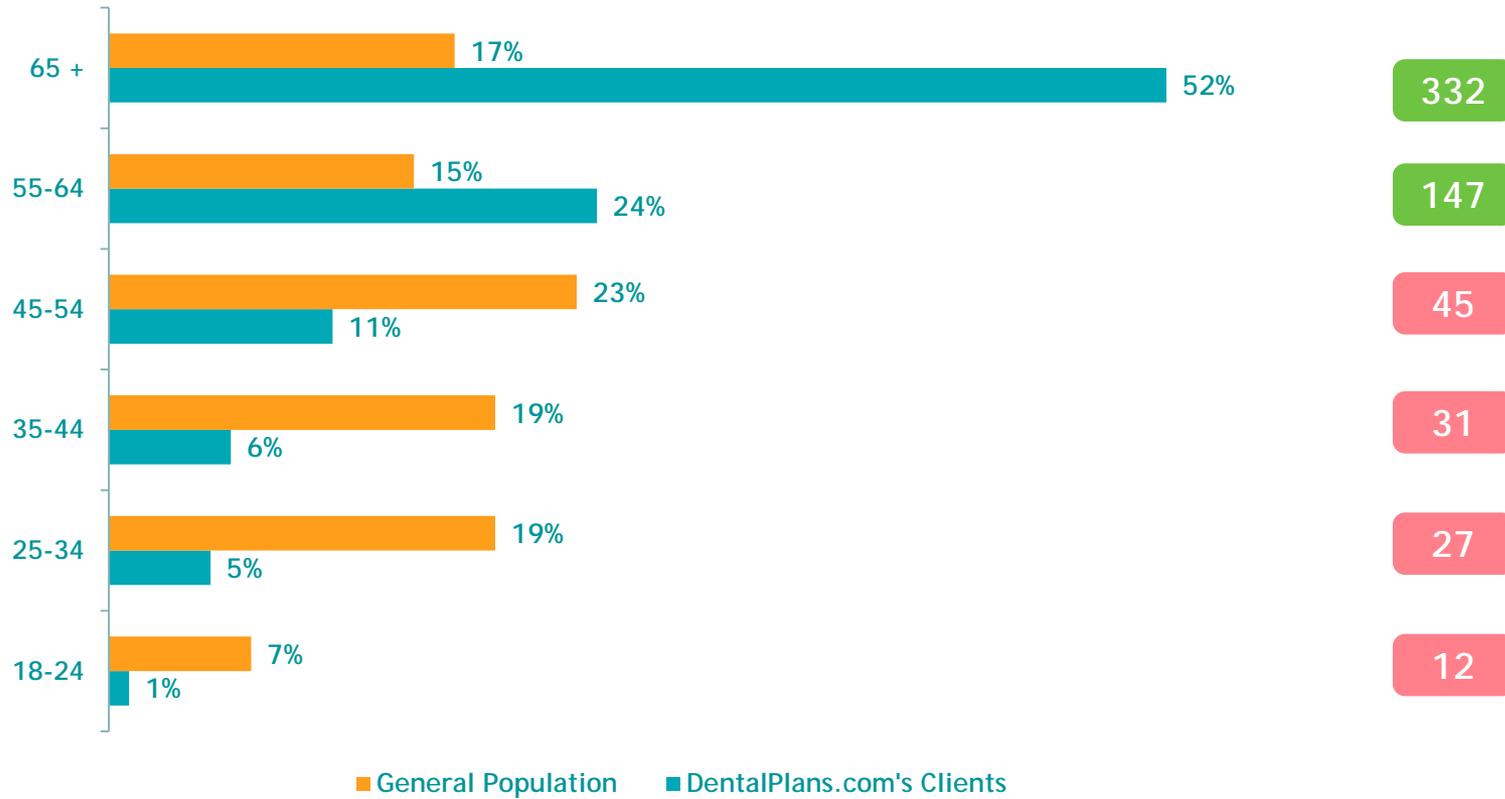
Gender

Index



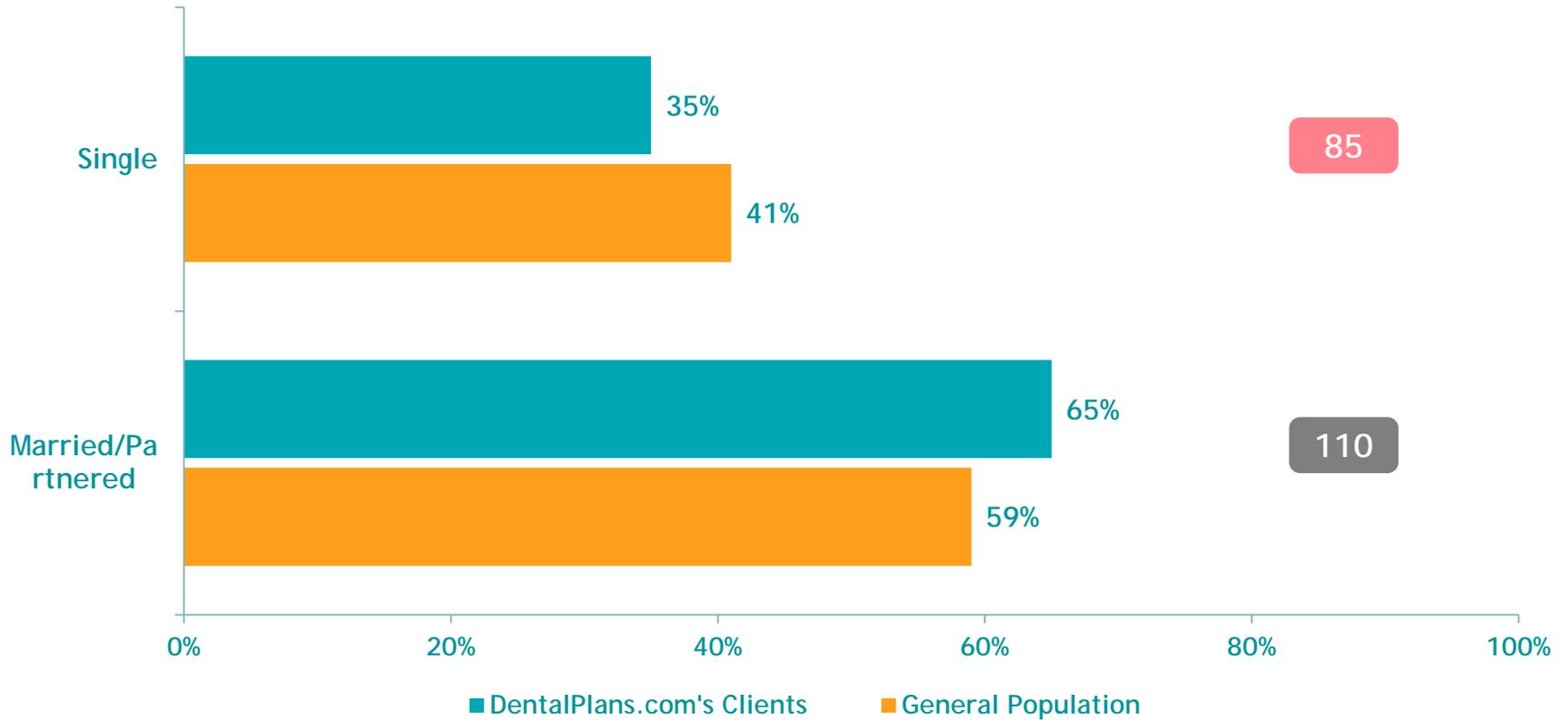
Age

Index



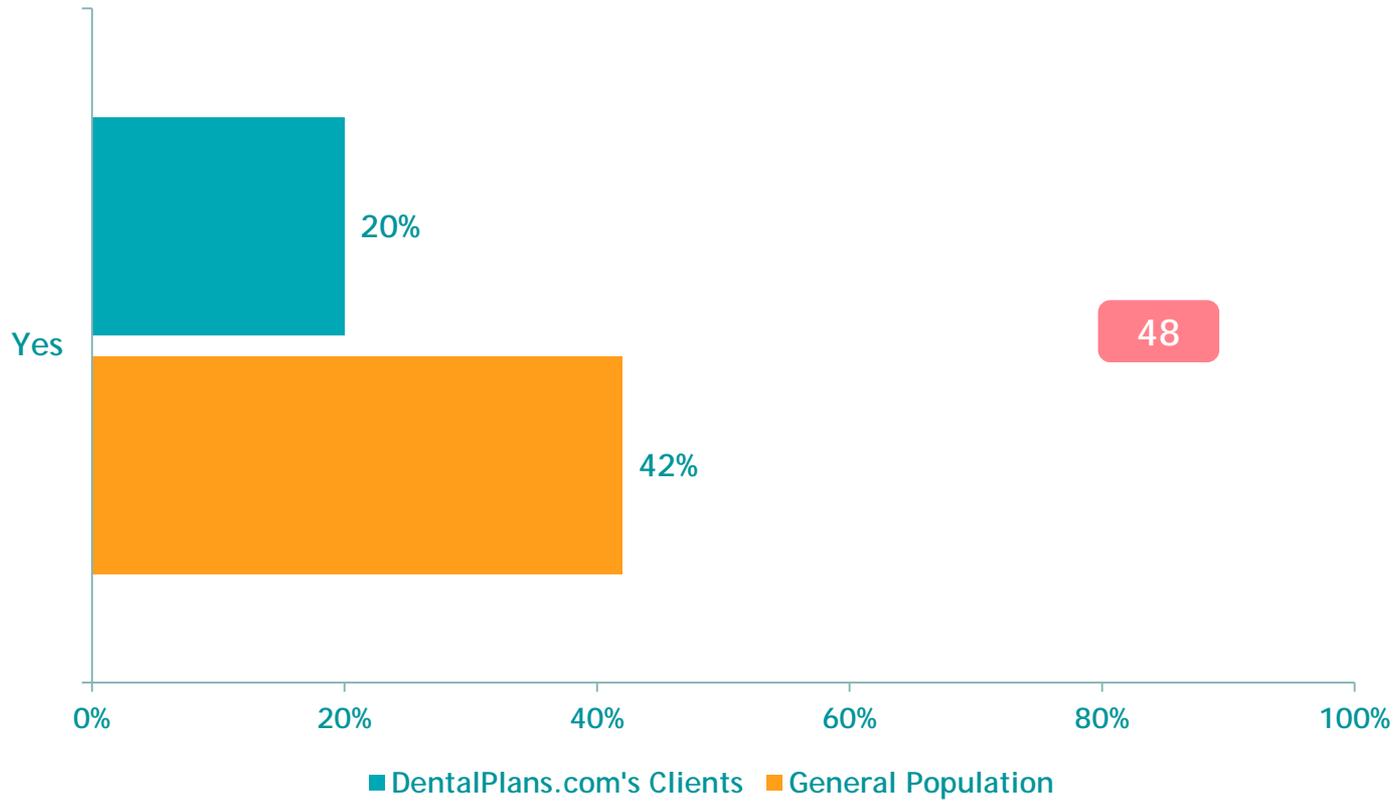
Marital Status

Index



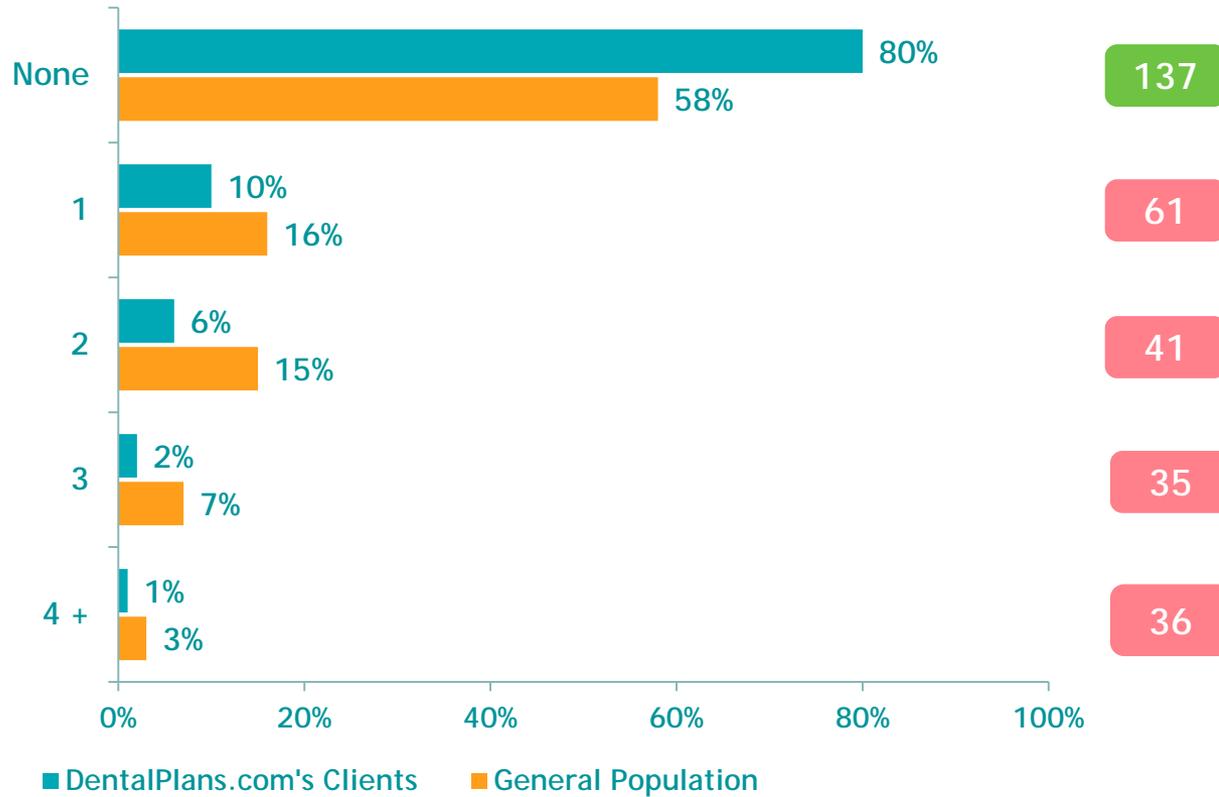
Presence of Children

Index



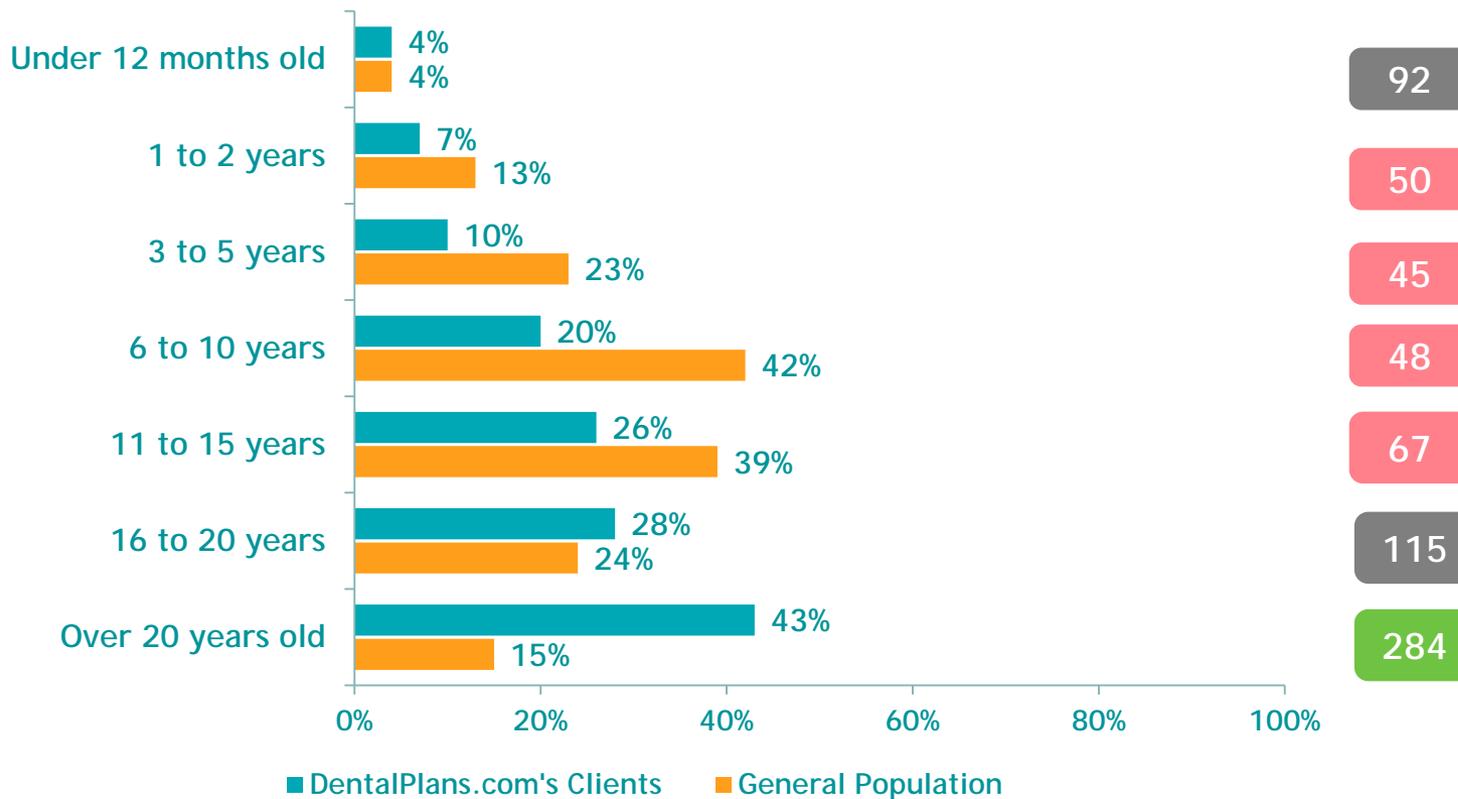
Number of Children

Index



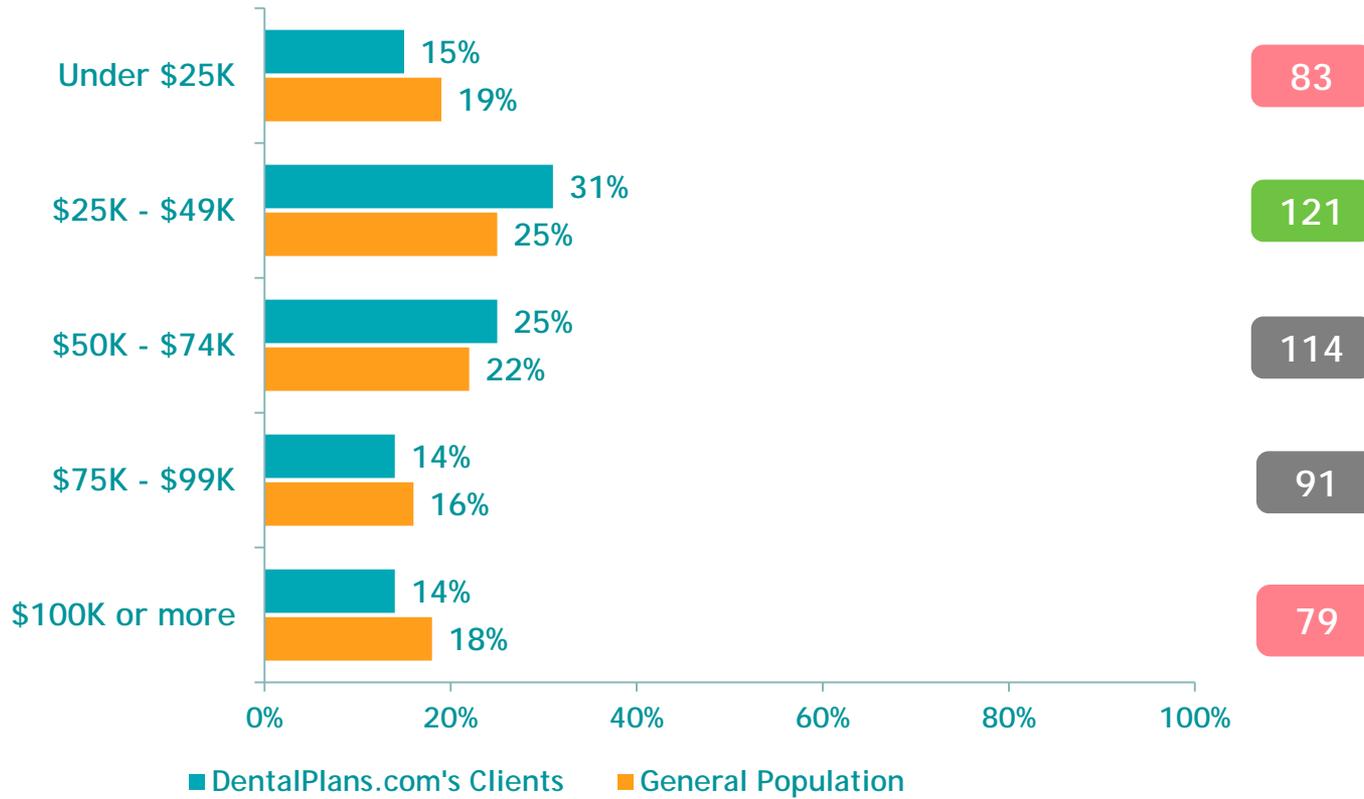
Ages of Children

Index



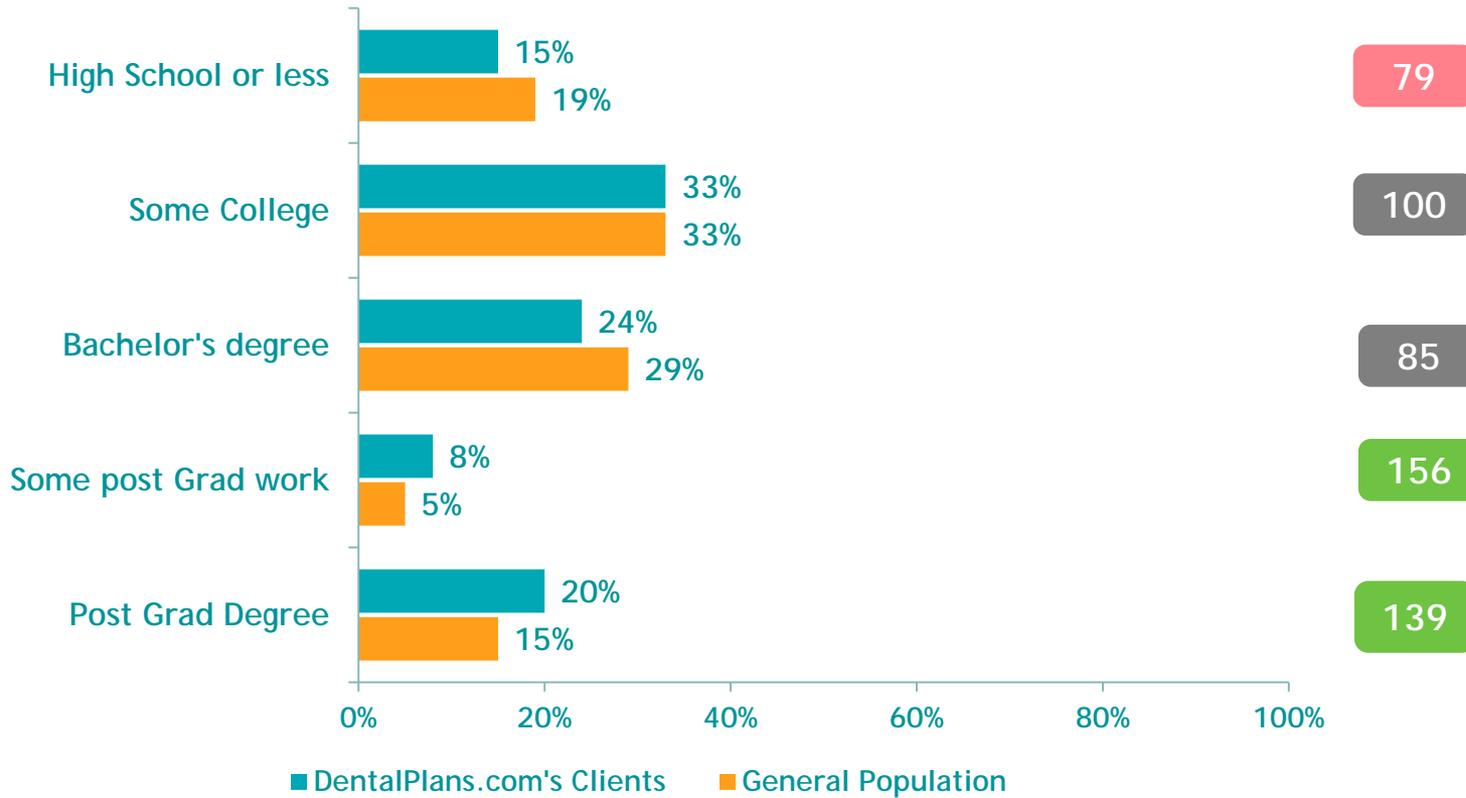
Household Income

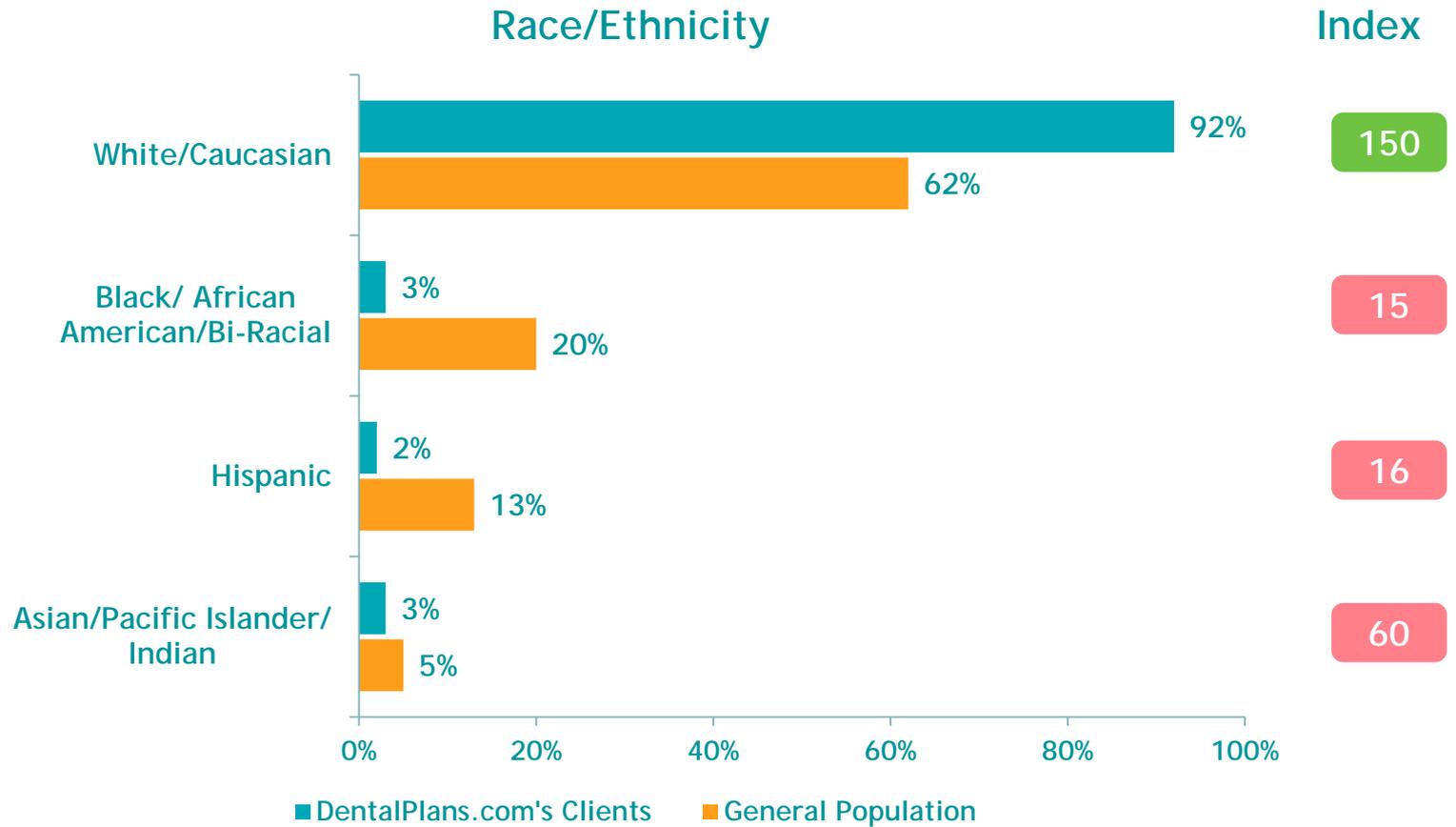
Index



Educational Attainment

Index





:DP SmileIndex™

by :DentalPlans.com™

Want to know more about dental savings plans?
Please contact us for more information.

Join a Plan	Media Inquiries
:DP AtYourService™ Team	Nicole Fry
<i>DentalPlans.com's Customer Care</i>	<i>Communications Manager</i>
866.763.5221	(954) 668-2118
www.dentalplans.com	nicole.fry@dentalplans.com

**A national study was conducted for DentalPlans.com between Jan. 1 and Jan. 7, 2015 by Infosurv Research. A total of 1,200 national respondents were surveyed, yielding data with a margin of error of +/- 2.83%.*

An independent study of its members was conducted for DentalPlans.com between Jan. 21 and Feb. 4, 2015 by Infosurv Research. A total of 9,410 national customers were surveyed, yielding data with a margin of error of +/- .99%.

