

# 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 ♀

Smooching  
STATS

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%

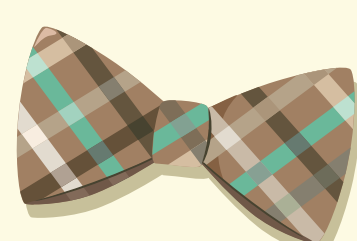
Men ♂

I LOOK Fabulous!



78% of women vs 63% of men consider themselves well groomed

Women ♀



Your DENTIST is Crying

Only

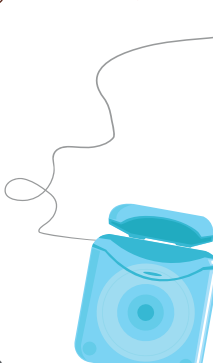
41% of women vs 32% of men floss every day

Women ♀

TEETH Love the Ladies

6 in 10

people think women take better care of their teeth than men do.



71% vs 55%

of women of men brush their teeth twice a day

Women ♀

WHERE Are you?

The real world beats cyberspace for those seeking a relationship



38%

socialize at events

40% vs 35%

Women ♀

58%

meet people through friends

62% vs 52%

Women ♀



11%

meet people at church

12% vs 10%

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 ♀



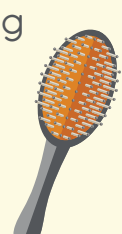
Honey, HOW DO I LOOK?

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 Infosurv 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.

:DentalPlans™  
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