



# SMILES!

They can brighten a day, boost your mood, and even relieve stress!

In celebration of World Smile Day on October 2nd, :DentalPlans asked people what makes them smile.

## 1

### Who loves their



### the most?

**45%**

of women are very confident in their smiles as opposed to 30% of men.

**59%**

of African Americans say their smile has megawatt star power!

## 2

### What's your go-to for making someone smile?



**MAKE A FRIEND**

**21%**

say they smile at people on the street to brighten their day.



**SHOWING LOVE**

**18%**

Say they make someone smile by saying "I love you."



**PERSONAL SPACE**

**6%**

Say they give out hugs to make their friends and family grin.

### What's your favorite kind of smile?

## 3



**BABIES!**

24% of people prefer baby smiles over all others.

**HYSTERICALLY LAUGHING**

22% of people would say nothing is better than hysterically laughing!

## 4

### What turns your smile into a frown?

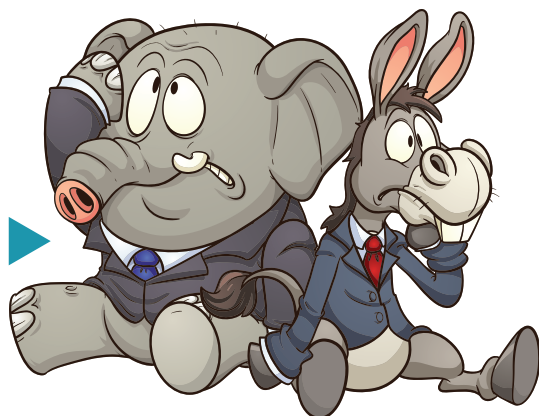


**How RUDE!**

Rude people don't always win, but they came out on top when asked what makes someone smile the least.

**Donkeys and Elephants?**

23% of people find it hard to smile about politics and the upcoming presidential election.



## 5

### Smiles in Entertainment

From the Eerie to the Radiant

#### The Joker

He may have a permanent smile on his face, but 29% of people think it's a pretty creepy one. The Joker claims the title of Creepiest Smile.

#### Jimmy Fallon

Jimmy Fallon makes us laugh, he can sing, he can dance, and now he can say he has the best smile of all the late night TV show hosts!

[www.dentalplans.com](http://www.dentalplans.com)

Sources:

\*A national study was conducted for :DentalPlans between Sept 8th and 10th, 2015 by Infosur Research. A total of 1,227 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.

:DP SmileMeter™