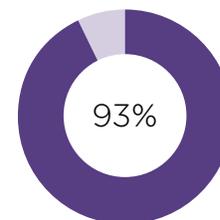
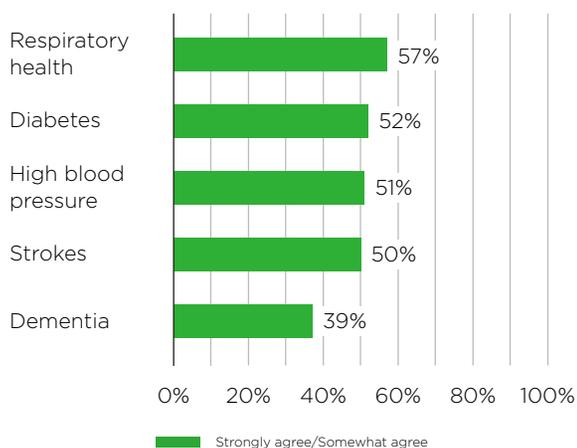


Oral health is critically important to overall health



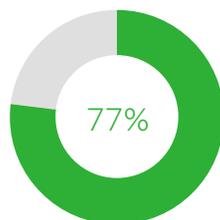
of Americans consider oral health to be very or extremely important to overall health.

About 1 in 2 Americans agree that there is a connection between oral health and conditions such as:



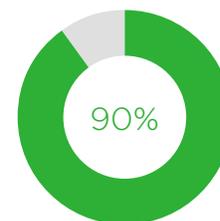
of Americans faced unwanted consequences when oral health issues arose, including lost sleep and missed work

Because of oral health issues, children missed 4.5 days of school over the last 12 months

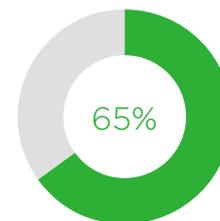


of parents worry that oral health issues will have a negative impact on their child's overall confidence

The pandemic has positively influenced the attention Americans are paying to their health and wellness:



of Americans believe that throughout this time, maintaining their oral health is essential to protecting their overall health



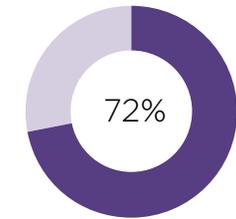
of Americans report oral health has become more of a priority as a result of the pandemic

Americans are not immune to dental issues:

Cavities	80%
Pain or toothache	67%
Teeth sensitivity	61%
Stained teeth	54%
Crooked/gapped/crowded teeth	46%
Halitosis (bad breath)	37%



Americans are practicing proper oral care habits at home



of Americans are paying closer attention to their oral care habits due to COVID-19.

In 2020, they followed recommended American Dental Association guidelines:

On average, they:



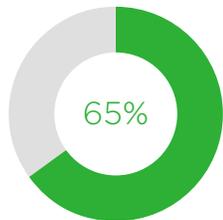
Brushed their teeth 2x/day



Flossed 1x/day

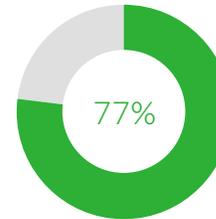


Used mouthwash 1x/day



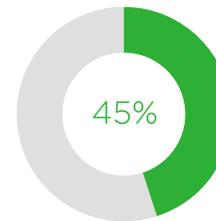
switch out their brush at least once every three months

However, parents, in particular, have a difficult time keeping their child's oral health in check:

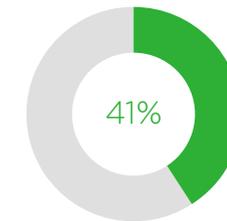


believe their child's oral health could be better

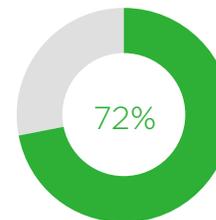
Parents believe children are:



not brushing enough



not flossing enough

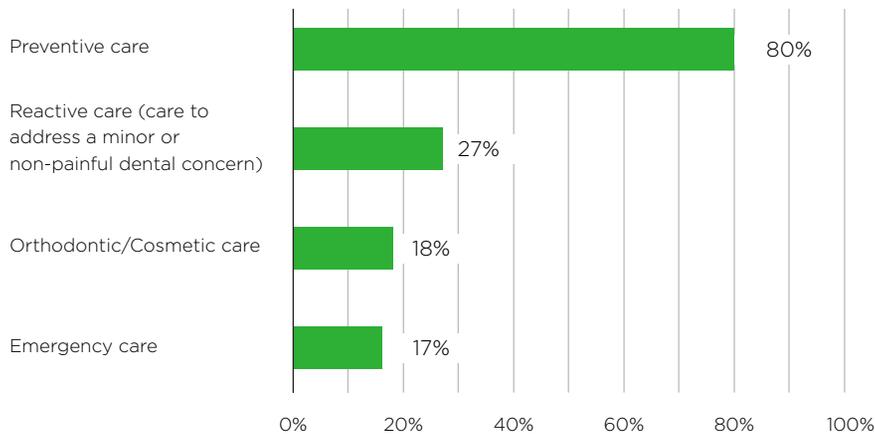


of moms and dads find it difficult to get their child to brush their teeth



Americans are prioritizing preventive visits to the dentist

74% of Americans saw their dentist in 2020 for:

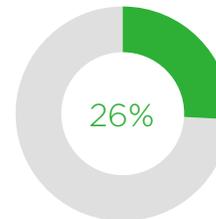


Dental visit behaviors in 2020 follow a similar trend line as those in 2019:

57% of adults received a cleaning in 2020, compared to the 59% who did the same in 2019.

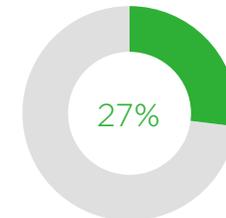


The top barriers Americans faced receiving care in 2020 centered around coverage and costs:



Preventive care:

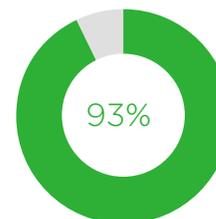
Lack of dental insurance



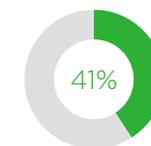
Reactive care:

Inability to afford out-of-pocket costs

Americans plan to prioritize dental visits in 2021:



will make a dentist visit



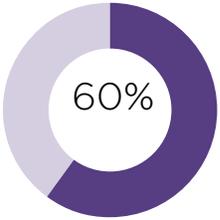
will seek preventive care in 2021 regardless of the state of the pandemic



will seek reactive care in 2021 regardless of the state of the pandemic



Dental insurance promotes optimal oral health

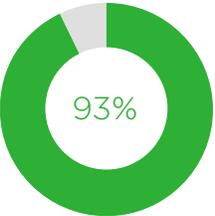


— or 125 million — of American adults have dental insurance.

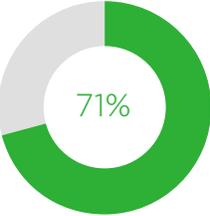
Americans recognize the importance of their insurance in helping them achieve optimal oral health:



with insurance feel having coverage gives them good oral health



believe it encourages better oral health habits



appreciate their dental insurance even more during COVID-19

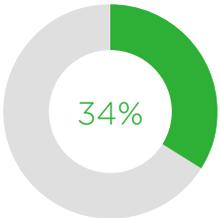


9 in 10 American adults who have dental insurance recognize at least one emotional or financial benefit of having coverage:

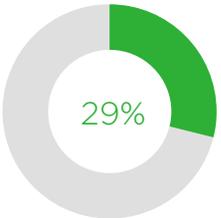
- Gives them peace of mind **95%**
- Saves them from worrying about what they would do in a dental emergency **95%**
- Allows them to lead a healthy life **93%**
- Is worth the cost **91%**
- Saves them money in the long-run **91%**



Dental insurance remains out of reach for nearly 99 million American adults (40%). Among them, cost is a key barrier:

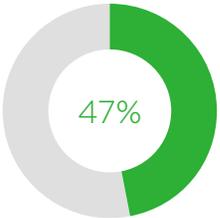


cannot afford the monthly premium payment



cannot afford to pay additional out-of-pocket costs

Their motivation to seek out coverage is in part due to COVID-19:



of uninsured adults admit the pandemic has motivated them to seek out dental insurance

