

# Children's Dental Health Project

## QuickRead Report

February 2015

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### METHODOLOGY

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An online survey of 1,000 nationally representative U.S. adults ages 18+

### QUESTIONS

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1. Do you or a family member have a toothache or other problem with your teeth or gums that needs to be addressed?

Response	%
No	68%*
Yes	32%
<b>QuickFacts<sup>±</sup></b>	
Yes (among those who were parents)	38%
Yes (among Hispanics)	42%
Yes (among non-college grads)	37%

2. Over the past 12 months, have you or another member of your family delayed seeing a dentist because of the out-of-pocket costs you would have to pay?

Response	%
No	63%
Yes	37%
<b>QuickFacts</b>	
Yes (among those with annual incomes less than \$35,000)	46%
Yes (among those with annual incomes \$35,000–\$74,999)	38%
Yes (among Hispanics)	42%

(continued)

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\* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

<sup>±</sup> Data under "QuickFacts" were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will provide a helpful perspective to clients.



3. Is it safe for a woman to have her teeth cleaned or filled while she is pregnant?

Response	%
Yes	38%
No	14%
I don't know	49%
<b>QuickFacts</b>	
Yes (among women)	42%
No (among those ages 18-39)	20%
No (among those ages 55+)	7%
<b>Replied "No" or "Don't Know"</b>	
College graduates	56%
Non-college graduates	67%

4. Do you sometimes avoid smiling or do other things that make it harder for people to see what your teeth look like?

Response	%
No	73% <sup>1</sup>
Yes	28%
<b>QuickFacts</b>	
Yes (among Hispanics)	36%
Yes (among Blacks/Non-White) <sup>2</sup>	34%
Yes (among those with incomes less than \$35,000)	30%
Yes (among those with incomes \$35,000–\$74,999)	33%
Yes (among those with incomes \$75,000+)	21%

<sup>1</sup> All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

<sup>2</sup> In addition to blacks, this includes some others who identified themselves as non-white, but not Hispanic.

**Methodological Notes:**

The Children's Dental Health Project Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 1,000 nationally representative U.S. adults ages 18+ between January 27 and February 3, 2015, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population 18+.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.