



Edelman

DENTAL PERCEPTIONS IN THE WAKE OF COVID-19

RESEARCH FINDINGS

APRIL 2020 · EDELMAN



RESEARCH METHODOLOGY

Online Survey in partnership with
YouGov

n=1,270 total sample adults 18+ in the
United States

All fieldwork was conducted between
April 3-6, 2020

Margin of error
+/- 2.75% (N=1,270)



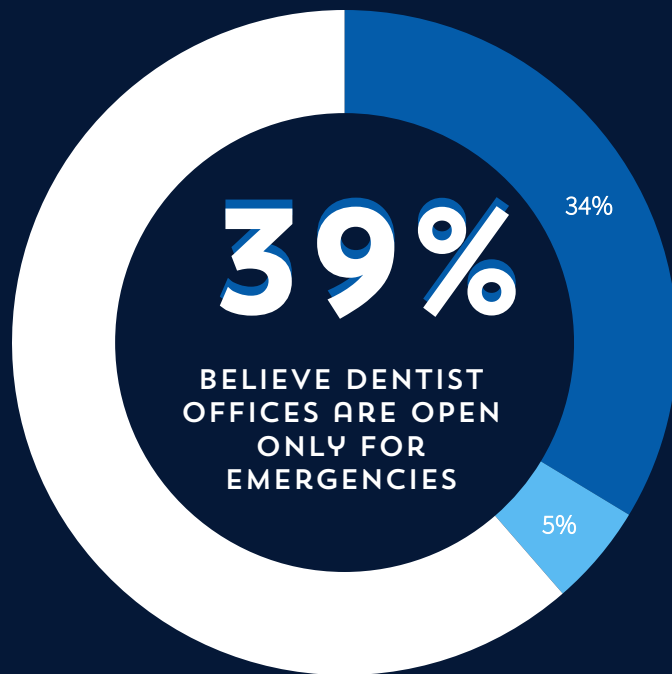


RESEARCH FINDINGS



AMERICANS ARE NOT SURE IF DENTIST OFFICES ARE OPEN DURING COVID-19

% WHO BELIEVE DENTIST OFFICES ARE OPEN DURING COVID-19



27%

BELIEVE THAT DENTIST OFFICES ARE CLOSED

5%

BELIEVE THAT DENTIST OFFICES ARE OPEN FOR ALL APPOINTMENTS

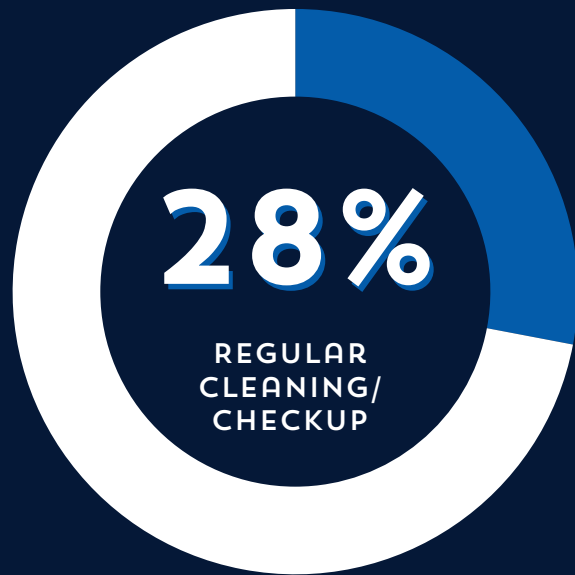
34%

AREN'T SURE

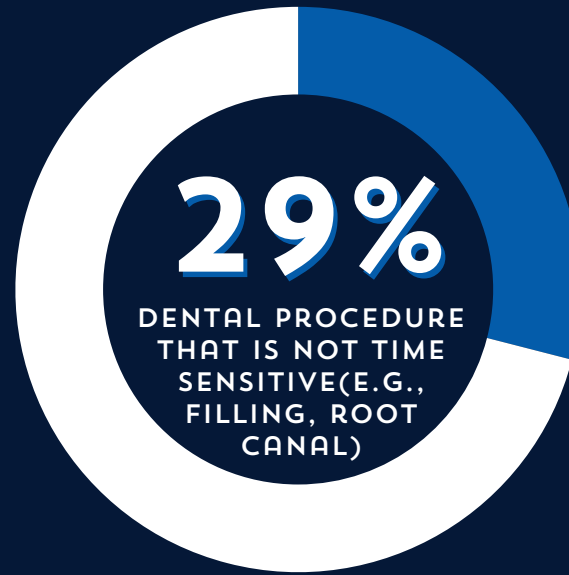


AND RELATIVELY FEW AMERICANS WOULD BE COMFORTABLE VISITING A DENTIST RIGHT NOW- EXCEPT IN AN EMERGENCY

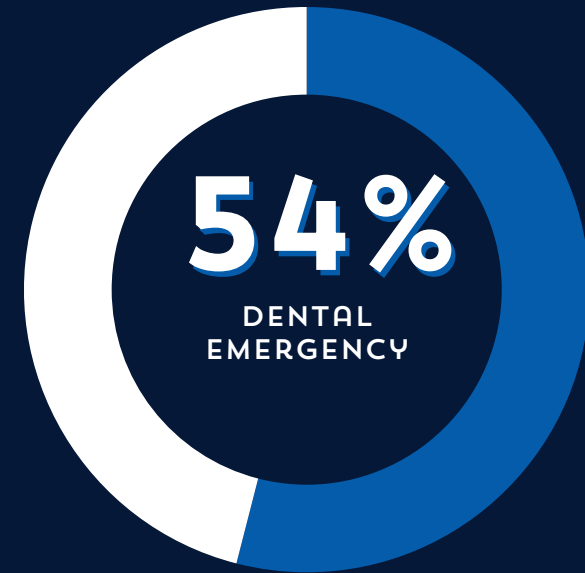
% WHO ARE COMFORTABLE VISITING THE DENTIST FOR EACH OF THE FOLLOWING



13% EXTREMELY COMFORTABLE



14% EXTREMELY COMFORTABLE



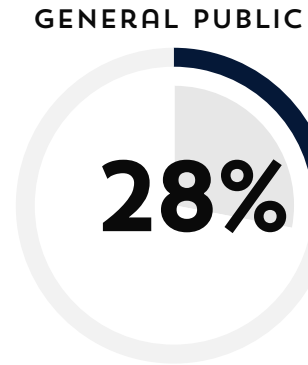
26% EXTREMELY COMFORTABLE



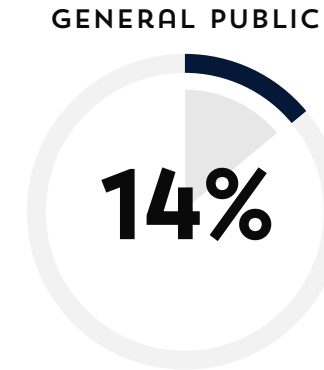
IN FACT, OVER A QUARTER OF AMERICANS HAVE DECIDED TO DELAY THEIR REGULAR DENTAL CHECK-UPS BECAUSE OF COVID-19

And 1 in 10 are not seeking treatment for a new dental issue because of the virus.

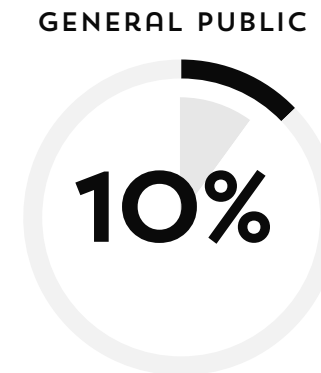
I have **decided to delay my regular dental check-up** because of COVID-19



I have **decided to delay a needed dental procedure** (e.g. root canal, filling) because of COVID-19



I have **developed a new dental issue** but am delaying seeing a dentist because of COVID-19

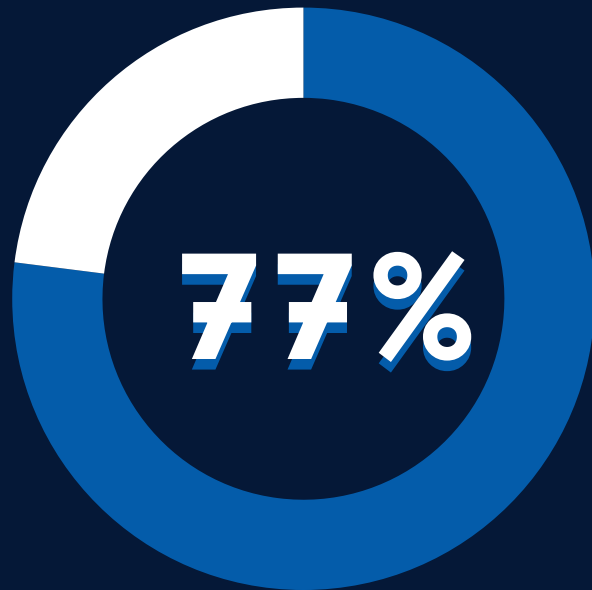




AMERICANS ARE SIMPLY CONCERNED ABOUT PERSONAL HEALTH AND SAFETY DURING COVID-19

And concern about personal health during COVID-19 increases with age.

% WHO ARE CONCERNED ABOUT PERSONAL HEALTH AND SAFETY DURING COVID-19



33% EXTREMELY CONCERNED

65%
AGES 18-34

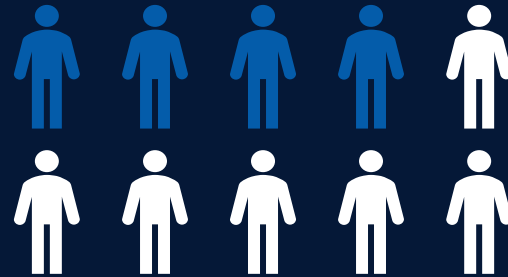
77%
AGES 35-54

86%
AGES 55+



AMERICANS DO NOT FEEL THAT THEIR DENTIST IS PREPARED TO PREVENT THE SPREAD OF COVID-19 AT HIS OR HER OFFICE

ONLY



4 IN 10

AGREE THAT MY DENTIST KNOWS HOW TO PREVENT THE SPREAD OF COVID-19 AT HIS/HER OFFICE



AND THE MAJORITY ARE NOT SURE IF HEALTH ORGANIZATIONS HAVE ISSUED PROTOCOLS TO PREVENT THE SPREAD OF COVID-19 AT DENTAL OFFICES

% THAT BELIEVES AN ORGANIZATION HAS ISSUED PROTOCOLS TO PREVENT THE SPREAD OF COVID-19

YES, CENTERS FOR DISEASE CONTROL (CDC)

20%

NO PROTOCOLS HAVE BEEN ISSUED

5%

YES, AMERICAN DENTAL ASSOCIATION (ADA)

5%

NOT SURE

56%

YES, BOTH THE CDC AND ADA

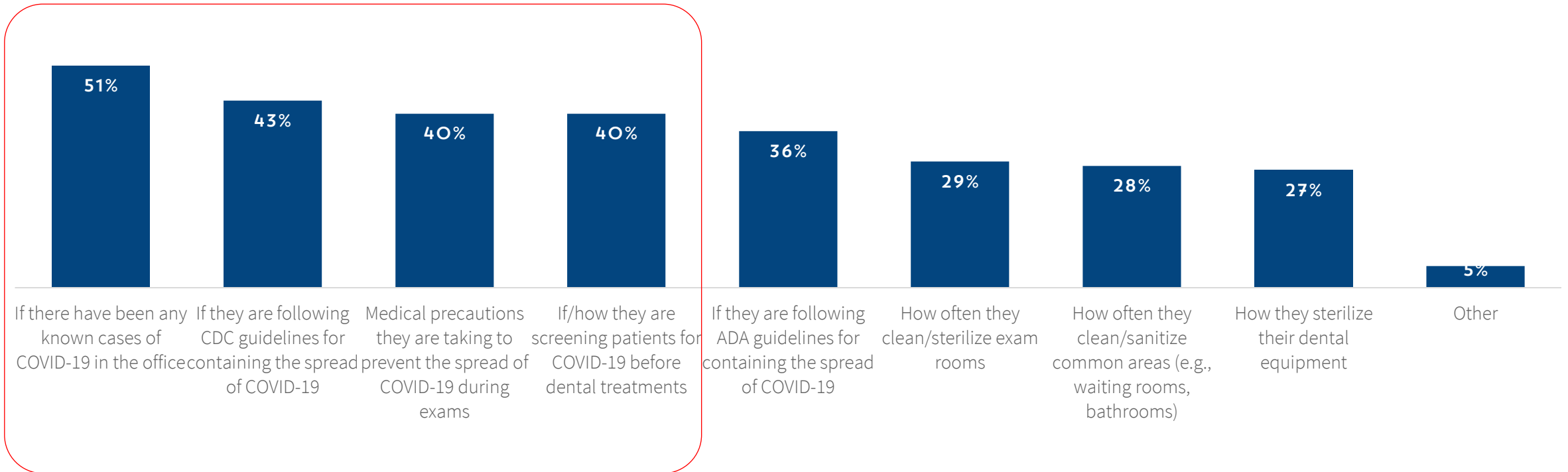
14%



TO REASSURE PATIENTS, IT'S MOST IMPORTANT TO ESTABLISH IF THERE HAVE BEEN KNOWN COVID-19 CASES IN THE OFFICE

Americans also want to know that their dentist is following CDC guidelines, what medical precautions they are taking, and how/if they are screening patients for COVID-19.

IMPORTANCE OF THINGS TO KNOW ABOUT A DENTIST'S OFFICE DURING COVID-19 (SHOWING % RANKED IN TOP 3)





DEMOGRAPHICS GENERAL PUBLIC

GENDER

Male	50%
Female	50%

AGE

18-34	29%
35-54	31%
55+	40%

REGION

Northeast	18%
Midwest	21%
South	38%
West	24%

EDUCATION LEVEL

No HS, High school graduate	40%
Some college, 2-year	31%
4-year	18%
Post Grad	10%

PARENT STATUS

Yes	54%
No	43%
Prefer not to say	3%

ETHNICITY

White	68%
Black	12%
Hispanic	16%
Other	5%

INCOME

Under \$40K	34%
\$40k-\$80K	30%
\$80K+	24%
Don't know/prefer not to say	12%

CURRENTLY HAS A REGULAR DENTIST

Yes	62%
No	35%
Don't know/not sure	3%

WHEN WAS THE LAST TIME YOU VISITED YOUR DENTIST FOR A CLEANING OR OTHER PROCEDURE?

Within the last 6 months	43%
6-12 months ago	23%
More than 1 year ago	34%

THANK YOU

