

Children's Dental Health Project

QuickRead Report

December 2015

METHODOLOGY

An online survey of 1,011 nationally representative U.S. adults ages 18+

QUESTIONS

1. Which of the following is the most common chronic health condition affecting U.S. children and teens?

Response	%
Obesity	80%*
Diabetes	9%
Tooth decay	7%
Asthma	5%

2. How much control, if any, do you feel you have over whether you get a cavity in a tooth?

Response	%
Total control	17%
A lot of control	40%
Some control	35%
No control	7%
QuickFacts[±]	
Significant control	57%
Not much control	43%

* 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%.

± Data under "QuickFacts" were derived from the responses, but were not included as response options that were read during fielding of the survey. QuickFacts are included to provide a helpful perspective to clients.



3. Which of the following statements, if any, are true? (Note: All true statements are shaded.)

Response	% who answered true	At least 40% answered incorrectly
If left untreated, tooth decay can cause health problems in other parts of the body.	76%	
Pregnant women should not receive a dental exam or get a cavity filled.	9%	
The sugar in natural fruit juice can cause childhood cavities.	54%	✓
A parent should begin brushing their child's teeth at age 3.	41%	✓
The bacteria that causes tooth decay can be transmitted from a parent to a child.	18%	✓
People who regularly brush with fluoride toothpaste don't benefit from drinking fluoridated water.	14%	
None of these are true	9%	
QuickFacts		
Answered ≥ 1 incorrectly	97%	
Answered ≥ 2 incorrectly	76%	
Answered ≥ 3 incorrectly	35%	



4. Over the last 12 months, about how much have you or your household paid for dental care that was not covered by insurance?

Response	%
\$0 – \$199	62%
\$200 – \$499	21%
\$500 – \$999	9%
\$1,000 or more	9%
QuickFacts	
Paid less than \$500	83%
Paid \$500 or more	17%

5. Has a pediatrician ever asked about your child's dental health or looked at his or her teeth?

Response	%
Yes	57%
No	43%

(Q-5 was asked only of the 338 survey respondents who were parents of a child living at home)

Methodological Notes:

The Children's Dental Health Project Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,011 nationally representative U.S. adults ages 18+ between December 7 and 11, 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.