

BUPA – PUBLIC ORAL HEALTH SURVEY

ComRes surveyed 2,077 UK adults aged 18+ on 14th and 15th March 2018. Data were weighted to be nationally representative of UK adults aged 18+ by gender, age, region and social grade. ComRes is a member of the British Polling Council and abides by its rules.

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Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 1
Q.1 How long on average do you spend brushing your teeth?
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
30 seconds or less (20)	72 3%	43 4%	29 3%	4 2%	9 3%	8 2%	11 3%	15 5% ^c	24 5% ^{ce}	13 2%	20 3%	39 5% ^{IJ}	13 2%	18 3%	19 4%	22 4%	9 3%	29 3%
More than 30 seconds, up to 1 minute (45)	452 22%	236 23%	216 20%	22 10%	70 19% ^C	68 20% ^C	73 20% ^C	77 25% ^{Cd}	141 30% ^{CDEF}	92 16%	141 20% ⁱ	218 28% ^{IJ}	131 24% ^M	107 19%	93 22%	120 23% ^m	61 20%	193 22%
More than 1 minute, up to 1.5 minutes (90)	520 25%	226 22%	293 28% ^A	73 32% ^{dfH}	84 24%	87 26%	87 24%	77 25%	110 23%	158 27%	174 25%	188 24%	123 22%	154 27%	103 24%	140 27% ^l	79 26%	227 25%
More than 1.5 minutes, up to 2 minutes (105)	550 26%	274 27%	276 26%	74 32% ^G	100 28%	93 28%	94 25%	67 22%	122 25%	174 29% ^K	187 27%	189 24%	154 28% ^O	166 29% ^O	122 29% ^O	108 21%	85 28%	241 27%
More than 2 minutes, up to 2.5 minutes (135)	338 16%	153 15%	185 17%	46 20% ^H	63 18% ^H	62 18% ^H	60 16% ^h	53 17% ^H	54 11%	109 18% ^K	122 17% ^k	107 14%	99 18%	96 17%	58 14%	84 16%	55 18%	133 15%
More than 2.5 minutes (180)	130 6%	70 7%	60 6%	13 6%	31 9% ^{eGH}	16 5%	40 11% ^{cEGH}	12 4%	19 4%	43 7% ^K	56 8% ^K	30 4%	31 6%	37 6%	29 7%	33 6%	15 5%	63 7%
I don't brush my teeth	16 1%	12 1% ^b	4 *	- -	1 *	- -	4 1% ^e	4 1% ^e	7 2% ^{dE}	1 *	4 1%	11 1% ^l	3 1% ^m	- -	4 1% ^m	8 2% ^M	- -	6 1%
Mean (seconds)	94.76	93.69	95.77	103.15 ^{EGH}	99.26 ^{GH}	96.03 ^{gH}	99.83 ^{GH}	89.89	85.49	100.80 ^K	98.02 ^K	87.21	95.01	97.04	93.64	92.83	95.76	95.20
Standard deviation	38.68	40.12	37.26	32.04	39.47	36.54	41.69	38.58	38.16	36.74	39.33	38.36	38.24	37.48	39.32	39.93	36.88	38.95
Standard error	0.85	1.28	1.14	2.13	2.09	1.95	2.27	2.09	1.80	1.52	1.50	1.36	1.51	1.58	2.19	1.72	2.16	1.36
NET: 1.5 minutes or less	1043 50%	505 50%	538 51%	100 43%	163 46%	163 49%	172 46%	169 55% ^{CDF}	276 58% ^{CDEF}	263 45%	335 48%	445 57% ^{IJ}	268 48%	280 48%	214 50%	281 55% ^{Lm}	149 49%	448 50%
NET: More than 1.5 minutes	1018 49%	497 49%	521 49%	133 57% ^{GH}	193 54% ^{GH}	171 51% ^{gH}	194 52% ^{GH}	132 43%	195 41%	326 55% ^K	365 52% ^K	327 42%	285 51% ^O	299 52% ^O	209 49%	225 44%	155 51%	438 49%
NET: More than 2 minutes	468 23%	223 22%	245 23%	59 25% ^H	94 26% ^H	78 23% ^H	100 27% ^H	65 21% ^H	73 15%	152 26% ^K	178 25% ^K	138 18%	131 23%	134 23%	87 20%	117 23%	70 23%	196 22%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 2
Q.1 How long on average do you spend brushing your teeth?
Base: All respondents

	Total	Region													
		Scotland (a)	Wales (b)	North-ern Ire-land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192	
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177	
30 seconds or less (20)	72 3%	6 3%	3 3%	5 7%JKM	59 3%	5 6%KM	14 6%JKM	11 6%JKM	5 3%	6 4%k	3 2%	3 1%	10 3%	2 1%	
More than 30 seconds, up to 1 minute (45)	452 22%	41 23%	30 30%DKL	17 27%k	363 21%	19 22%	53 23%	39 23%	40 22%	32 21%	47 24%k	44 16%	49 17%	42 24%k	
More than 1 minute, up to 1.5 minutes (90)	520 25%	43 24%	21 21%	15 24%	440 25%	16 19%	63 27%	49 29%e	50 28%	38 25%	49 26%	68 25%	66 24%	41 23%	
More than 1.5 minutes, up to 2 minutes (105)	550 26%	46 26%	20 19%	14 23%	470 27%	20 24%	54 23%	36 21%	47 26%	40 27%	54 28%	78 29%bg	82 29%bg	58 33%BfG	
More than 2 minutes, up to 2.5 minutes (135)	338 16%	28 16%	19 19%	8 12%	283 16%	19 22%FM	28 12%	24 14%	30 16%	29 19%fm	27 14%	50 19%m	55 20%FM	21 12%	
More than 2.5 minutes (180)	130 6%	10 6%	7 7%	3 5%	109 6%	6 7%	18 8%	11 6%	8 4%	6 4%	9 5%	25 9%hil	14 5%	12 7%	
I don't brush my teeth	16 1%	3 2%k	-	1 1%	12 1%	1 1%	1 1%	1 *	1 *	-	3 2%k	-	4 2%k	1 1%	
Mean (seconds)	94.76	93.88	92.12	86.18	95.31	96.32	91.40	90.63	93.17	94.03	92.95	102.91ABCFGHI Jm		97.66cg	95.05
Standard deviation	38.68	38.68	42.18	40.87	38.38	42.43	41.31	40.45	36.47	37.24	36.50	37.65	36.91	37.43	
Standard error	0.85	2.86	4.08	5.32	0.93	4.55	2.89	2.98	2.78	2.86	2.67	2.54	2.13	2.71	
NET: 1.5 minutes or less	1043 50%	90 51%	55 54%k	37 59%kl	862 50%	39 46%	130 56%KL	98 58%eKLm	96 53%k	76 50%	99 51%	115 43%	125 45%	85 48%	
NET: More than 1.5 minutes	1018 49%	85 48%	46 46%	25 40%	863 50%	45 53%	100 43%	71 42%	85 47%	76 50%	91 47%	153 57%abCFGHj	151 54%cFG	91 52%g	
NET: More than 2 minutes	468 23%	39 22%	26 26%	11 18%	392 23%	25 29%jm	46 20%	35 21%	37 21%	35 23%	37 19%	75 28%fjm	69 25%	33 19%	

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 * small base

Prepared by ComRes



Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 3

Q.2 How long do you think you should spend brushing your teeth according to official guidance from dentists?**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
30 seconds or less (20)	8 *	5 *	4 *	- -	1 *	2 *	2 1%	1 *	3 1%	1 *	4 1%	3 *	2 *	3 *	2 *	2 *	- -	5 1%
More than 30 seconds, up to 1 minute (45)	90 4%	58 6%B	32 3%	4 2%	9 3%	15 5%	15 4%	17 6%cd	29 6%CD	14 2%	30 4%i	46 6%l	26 5%	29 5%	18 4%	17 3%	13 4%	43 5%
More than 1 minute, up to 1.5 minutes (90)	182 9%	91 9%	91 9%	15 6%	29 8%	33 10%	33 9%	27 9%	45 9%	44 7%	66 9%	72 9%	60 11%M	42 7%	35 8%	45 9%	24 8%	80 9%
More than 1.5 minutes, up to 2 minutes (105)	638 31%	328 32%	310 29%	76 33%	96 27%	94 28%	111 30%	105 35%d	156 33%	172 29%	205 29%	261 33%	180 32%	176 30%	129 30%	153 30%	89 29%	278 31%
More than 2 minutes, up to 2.5 minutes (135)	674 32%	295 29%	379 36%A	99 43%FGH	150 42%FGH	123 37%GH	113 31%gh	73 24%	114 24%	249 42%JK	237 34%K	187 24%	175 31%	192 33%	142 33%	165 32%	110 36%	278 31%
More than 2.5 minutes (180)	259 12%	106 10%	153 14%A	34 15%	50 14%	38 11%	54 15%h	36 12%	48 10%	84 14%k	92 13%	83 11%	64 12%	83 14%	46 11%	66 13%	50 17%	117 13%
Don't know	226 11%	130 13%B	95 9%	4 2%	21 6%C	29 9%C	42 11%CD	46 15%CDE	84 18%CDEF	25 4%	71 10%l	130 17%J	49 9%	54 9%	56 13%l	66 13%Lm	18 6%	90 10%P
Mean (seconds)	121.65	118.06	124.93A	127.08eGH	126.29eGH	121.39h	122.90H	118.09	116.06	126.61JK	122.17K	116.86	119.66	122.95	120.97	122.94	125.88q	121.05
Standard deviation	32.67	33.27	31.79	28.78	30.60	32.27	33.85	33.89	34.02	29.85	33.08	33.95	32.36	34.02	31.83	32.07	32.92	33.80
Standard error	0.76	1.13	1.01	1.94	1.66	1.79	1.94	1.97	1.75	1.26	1.32	1.31	1.33	1.50	1.89	1.47	1.99	1.23
NET: 1.5 minutes or less	280 13%	154 15%B	126 12%	19 8%	40 11%	50 15%C	50 13%c	45 15%C	77 16%Cd	59 10%	100 14%l	121 15%l	88 16%	73 13%	55 13%	64 12%	37 12%	129 14%
NET: More than 1.5 minutes	1571 76%	729 72%	842 79%A	209 90%DEFGH	297 83%EFGH	255 76%H	278 75%H	215 70%	317 66%	506 86%JK	533 76%K	532 68%	419 75%	451 78%	317 74%	384 75%	249 82%Q	674 75%
NET: More than 2 minutes	933 45%	401 40%	532 50%A	133 57%eFGH	200 56%eFGH	161 48%GH	167 45%GH	109 36%	162 34%	334 57%JK	328 47%K	271 35%	239 43%	275 48%	188 44%	231 45%	161 53%Q	395 44%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 4

Q.2 How long do you think you should spend brushing your teeth according to official guidance from dentists?

Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North-ern Ire-land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
30 seconds or less	(20) 8 *	1 1%	- -	- -	7 *	1 1%	- -	1 1%	- -	1 1%	1 1%	- -	2 1%	1 *
More than 30 seconds, up to 1 minute	(45) 90 4%	4 2%	6 6%i	6 10%dAfIKM	73 4%	4 5%	9 4%	9 6%	11 6%ai	3 2%	10 5%	7 3%	15 5%	5 3%
More than 1 minute, up to 1.5 minutes	(90) 182 9%	19 11%m	8 8%	7 11%	147 8%	8 10%	18 8%	19 11%M	15 8%	14 9%	21 11%m	23 9%	21 7%	9 5%
More than 1.5 minutes, up to 2 minutes	(105) 638 31%	41 23%	31 31%	17 27%	549 32%A	20 24%	79 34%A	59 35%A	50 28%	48 32%	52 27%	82 31%	101 36%AEhj	58 33%a
More than 2 minutes, up to 2.5 minutes	(135) 674 32%	62 35%	31 30%	24 39%	557 32%	30 35%	63 27%	50 29%	59 32%	53 35%	63 32%	105 39%FgL	78 28%	56 32%
More than 2.5 minutes	(180) 259 12%	26 14%hk	11 11%	5 9%	217 12%	15 18%HK	31 13%k	18 10%	14 8%	21 14%k	25 13%	21 8%	36 13%k	36 20%bcGHKI
Don't know	226 11%	24 14%cm	13 13%	3 4%	186 11%	6 7%	32 14%cim	14 8%	32 17%CEGIKLM	12 8%	22 11%	29 11%	27 10%	13 8%
Mean (seconds)	121.65	125.62cGhI	119.18	115.79	121.62	125.24	122.20	117.08	117.89	123.99g	121.23	121.48	119.55	128.72BCfGHJKL
Standard deviation	32.67	32.63	33.52	34.45	32.54	36.30	32.53	33.10	32.06	30.97	34.43	27.44	34.12	33.43
Standard error	0.76	2.56	3.46	4.56	0.83	4.08	2.43	2.55	2.70	2.49	2.64	1.94	2.05	2.50
NET: 1.5 minutes or less	280 13%	24 14%	15 15%	13 21%dfkM	227 13%	13 16%m	27 12%	29 17%M	26 15%m	18 12%	32 16%M	30 11%	37 13%m	14 8%
NET: More than 1.5 minutes	1571 76%	129 73%	73 73%	46 74%	1323 76%	65 77%	173 75%	126 75%	123 68%	121 80%H	140 72%	209 78%H	216 77%h	150 84%ABFGHJI
NET: More than 2 minutes	933 45%	88 49%gl	42 42%	30 47%	774 45%	45 53%fghI	94 41%	68 40%	73 40%	73 48%	88 46%	126 47%	114 41%	92 52%FGHL

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 5
Q.3 How often on average do you visit the dentist?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
Three or more times a year	148 7%	72 7%	76 7%	14 6%	12 3%	31 9%D	34 9%D	22 7% ^d	34 7%D	27 5%	66 9% ⁱ	56 7% ⁱ	41 7%	43 7%	27 6%	37 7%	21 7%	61 7%
Twice a year	902 43%	431 43%	471 44%	74 32%	139 39%	132 40%	158 43%C	147 48%CDE	252 53%CDEF	213 36%	290 41% ⁱ	399 51% ⁱ J	244 44%	261 45%	186 44%	210 41%	128 42%	346 39%
Once a year	426 20%	185 18%	241 23%A	55 24% ^h	88 25% ^g H	68 20%	78 21%	57 19%	80 17%	143 24% ^K	146 21%	137 17%	121 22% ^O	125 22% ^O	97 23% ^O	83 16%	74 24%	190 21%
Once every two years	99 5%	56 6%	43 4%	16 7% ^f GH	28 8% ^f GH	23 7% ^f GH	11 3%	7 2%	14 3%	44 7% ^j K	34 5% ^K	21 3%	34 6% ^O	31 5% ^o	19 4%	15 3%	21 7%	50 6%
Once every three years or less	67 3%	33 3%	34 3%	13 6% ^E GH	25 7% ^E FGH	4 1%	12 3% ^h	6 2%	6 1%	38 7% ^J K	16 2%	12 2%	20 4%	22 4% ⁿ	7 2%	18 3%	12 4%	33 4%
I don't go routinely, only when I have a problem	411 20%	220 22% ^b	191 18%	58 25% ^d H	62 17%	71 21%	74 20%	63 21%	83 17%	120 20%	145 21%	146 19%	93 17%	95 16%	82 19%	141 27% ^{LMN}	44 14%	205 23% ^P
I've never been to a dentist	24 1%	17 2% ^b	7 1%	1 1%	3 1%	4 1%	3 1%	4 1%	8 2%	4 1%	7 1%	13 2%	2 *	2 *	10 2% ^{LM}	11 2% ^{LM}	4 1%	7 1%
NET: At least twice a year	1050 51%	503 50%	547 51%	89 38%	151 42%	164 49%C	192 52% ^{CD}	169 55% ^{CD}	286 60% ^{CDEF}	240 41%	356 51% ⁱ	455 58% ⁱ J	286 51%	304 53%	213 50%	247 48%	149 49%	407 46%
NET: Less often than twice a year	591 28%	273 27%	318 30%	84 36% ^e FGH	141 39% ^E FGH	95 29% ^H	100 27% ^h	70 23%	101 21%	225 38% ^{JK}	196 28% ^K	170 22%	175 31% ^O	178 31% ^O	122 29% ^o	116 23%	107 35%	273 31%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 6
Q.3 How often on average do you visit the dentist?
Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
Three or more times a year	148 7%	20 11%DFHj	11 11%Fh	6 9%f	112 6%	6 7%f	6 3%	10 6%	8 4%	10 6%f	11 6%	24 9%F	21 7%F	16 9%F
Twice a year	902 43%	95 54%DeHjKIM	49 49%Km	43 70%DaBEFGHIJKLM	715 41%	34 41%	104 45%K	77 46%Km	69 38%	70 46%Km	83 43%k	90 34%	122 44%K	64 36%
Once a year	426 20%	28 16%	16 16%	10 16%	371 21%	17 20%	51 22%	31 18%	42 23%	33 22%	41 21%	57 21%	61 22%	39 22%
Once every two years	99 5%	7 4%	7 7%cm	- -	86 5%	6 7%cm	9 4%	4 2%	8 4%	8 5%	7 4%	28 10%ACFGHJLM	12 4%	4 2%
Once every three years or less	67 3%	3 1%	1 1%	2 3%	62 4%	1 2%	5 2%	8 5%abJ	11 6%ABfJ	5 3%	2 1%	17 6%AbfJ	9 3%	4 2%
I don't go routinely, only when I have a problem	411 20%	23 13%C	17 17%C	1 1%	370 21%AC	20 23%aC	54 23%AC	36 21%aC	41 23%AC	24 16%C	44 23%AC	51 19%C	55 20%aC	46 26%ACI
I've never been to a dentist	24 1%	2 1%	1 1%	1 2%l	21 1%	1 1%	3 1%l	4 2%L	2 1%	2 1%	5 3%kL	1 1%	-	3 2%L
NET: At least twice a year	1050 51%	115 65%DEFGHIJKLM	60 59%DfHKM	49 79%DaBEFGHIJKLM	827 48%	40 48%	110 48%	87 52%	77 43%	80 53%hk	94 49%	115 43%	143 51%k	81 45%
NET: Less often than twice a year	591 28%	38 21%	23 23%	12 19%	519 30%A	24 28%	65 28%	43 25%	61 34%Abc	46 30%a	50 26%	101 38%ABCFGJIM	82 29%a	48 27%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 7
Q.4 And how often do you think you should visit the dentist?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
Three or more times a year	167 8%	94 9%b	73 7%	24 10%gH	40 11%fGH	38 11%fGH	26 7%	18 6%	21 4%	64 11%K	64 9%K	39 5%	49 9%M	31 5%	45 10%M	42 8% <i>m</i>	23 8%	81 9%
Twice a year	1366 66%	632 62%	734 69%A	141 61%	229 64%	217 65%	260 70%C	205 67%	313 65%	370 63%	478 68%i	517 66%	347 62%	398 69%L	279 65%	342 66%	203 67%	576 65%
Once a year	429 21%	210 21%	219 21%	56 24%	74 21%	65 19%	66 18%	64 21%	103 22%	130 22%	131 19%	168 21%	134 24%nO	129 22%O	78 18%	87 17%	63 21%	192 21%
Once every two years	29 1%	18 2%	11 1%	3 1%	5 1%	4 1%	7 2%	4 1%	7 1%	8 1%	11 2%	11 1%	4 1%	6 1%	10 2%l	9 2%	4 1%	15 2%
Once every three years or less	9 *	6 1%	3 *	1 1%	2 1%	2 1%	1 *	- -	3 1%	4 1%	3 *	3 *	4 1%	1 *	1 *	3 1%	2 1%	3 *
Not routinely, only when I have a problem	31 1%	21 2%B	9 1%	2 1%	4 1%	1 *	6 2%e	5 2%E	12 2%E	7 1%	7 1%	17 2%j	12 2%M	2 *	5 1%	12 2%M	3 1%	13 1%
Never	7 *	3 *	4 *	2 1%	- -	1 *	- -	- -	3 1%	2 *	1 *	3 *	1 *	4 1%	1 *	1 *	- -	4 *
Don't know	40 2%	30 3%B	10 1%	2 1%	3 1%	7 2%	3 1%	9 3%DF	16 3%DF	5 1%	9 1%	25 3%J	5 1%	8 1%	7 2%	20 4%LMn	6 2%	8 1%
NET: At least twice a year	1532 74%	726 72%	806 76%a	166 71%	269 75%	255 76%h	286 78%H	223 73%	334 70%	434 74%	542 77%K	556 71%	397 71%	428 74%	324 76%	384 75%	227 75%	657 74%
NET: Less often than twice a year	467 23%	234 23%	233 22%	60 26%	81 23%	70 21%	74 20%	68 22%	114 24%	141 24%	145 21%	182 23%	142 26%O	137 24%	90 21%	99 19%	68 23%	210 24%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 8
Q.4 And how often do you think you should visit the dentist?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
Three or more times a year	167 8%	22 12%dfhjl	9 9%	2 4%	133 8%	10 12%ijl	15 6%	14 8%	11 6%	8 5%	11 6%	36 14%cFHIJLm	14 5%	13 7%
Twice a year	1366 66%	127 71%dEKM	67 67%	55 KLM	1116 88%DABEFGHIJ4%	49 57%	156 67%K	110 65%	127 70%eKm	99 65%	132 68%K	152 57%	185 66%k	107 60%
Once a year	429 21%	20 11%	24 24%AC	5 7%	380 22%AC	20 23%AC	40 17%c	40 24%AC	34 19%ac	33 22%AC	43 22%AC	62 23%AC	61 22%AC	49 27%ACFh
Once every two years	29 1%	- -	- -	- -	29 2%	2 2%ah	3 1%	2 1%	- -	3 2%ah	3 1%	6 2%ah	6 2%ah	4 2%ah
Once every three years or less	9 *	1 *	- -	- -	9 *	- -	5 2%gilm	- -	1 *	- -	- -	2 1%	1 *	- -
Not routinely, only when I have a problem	31 1%	2 1%	- -	- -	28 2%	3 4%bH	3 1%	1 1%	1 *	3 2%	2 1%	5 2%	7 3%	2 1%
Never	7 *	- -	- -	- -	7 *	- -	2 1%	1 1%	1 *	- -	2 1%	- -	1 *	- -
Don't know	40 2%	6 3%bJ	- -	* 1%	33 2%	1 1%	7 3%j	2 1%	8 4%bgJ	5 3%j	1 *	4 2%	4 2%	3 1%
NET: At least twice a year	1532 74%	148 84%DEFGIJKLM6%	77 6%	57 LM	1250 92%DBEFGHIJK2%	59 70%	171 74%	123 73%	138 76%m	107 71%	143 74%	189 70%	199 71%	120 67%
NET: Less often than twice a year	467 23%	21 12%	24 24%AC	5 7%	418 24%AC	21 25%AC	48 21%AC	42 25%AC	34 19%ac	36 24%AC	45 23%AC	70 26%AC	68 24%AC	53 30%ACFh

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 * small base

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 9

Q.5 At approximately what age do you think the average child should visit the dentist for the first time?

Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
1 year old or less	554 27%	172 17%	382 36%A	48 21%	114 32%CH	101 30%CH	107 29%cH	81 27%	103 22%	162 27%	208 29%K	185 24%	123 22%	149 26%	133 31%L	150 29%L	92 30%q	216 24%
2 years old	588 28%	255 25%	332 31%A	74 32%fg	99 28%	97 29%	89 24%	74 24%	155 32%FG	173 29%	186 26%	229 29%	162 29%	159 27%	125 29%	141 27%	100 33%q	239 27%
3 years old	362 17%	201 20%B	160 15%	40 17%	53 15%	56 17%	53 14%	68 22%DeF	91 19%	93 16%	109 16%	159 20%iJ	126 23%MNO	86 15%	66 16%	84 16%	46 15%	157 18%
4 years old	169 8%	112 11%B	56 5%	25 11%G	23 6%	23 7%	41 11%deG	17 5%	41 9%	48 8%	64 9%	57 7%	45 8%	53 9%	33 8%	38 7%	19 6%	77 9%
5 years old or older	(6) 152 7%	103 10%B	49 5%	7 3%	22 6%	22 6%c	33 9%C	24 8%C	44 9%C	29 5%	55 8%i	69 9%l	46 8%N	44 8%n	17 4%	45 9%N	20 6%	67 7%
Don't know	252 12%	169 17%B	84 8%	39 17%eH	46 13%	36 11%	47 13%	41 13%h	43 9%	85 14%k	83 12%	84 11%	54 10%	89 15%Lo	53 12%	56 11%	27 9%	137 15%P
Mean	2.41	2.79B	2.09	2.35	2.23	2.29	2.49d	2.45d	2.57DE	2.28	2.40	2.52l	2.55N	2.44N	2.18	2.42N	2.25	2.48P
Standard deviation	1.43	1.52	1.25	1.18	1.39	1.38	1.55	1.45	1.46	1.31	1.47	1.46	1.42	1.47	1.26	1.50	1.36	1.45
Standard error	0.03	0.05	0.04	0.08	0.08	0.08	0.09	0.08	0.07	0.06	0.06	0.05	0.06	0.07	0.07	0.07	0.08	0.05
NET: After they are one year old	1270 61%	672 66%B	598 56%	146 63%	197 55%	197 59%	216 58%	183 60%	331 69%DEFG	343 58%	413 59%	514 66%IJ	379 68%MNO	341 59%	241 56%	308 60%	184 61%	539 60%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 10
Q.5 At approximately what age do you think the average child should visit the dentist for the first time?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
1 year old or less	554 27%	70 40%DBeFHIJKL!5% m	25 26%	27 43%DBeFHIJKL!5% m	433 29%	22 27%	61 26%k	53 31%KL	48 26%k	36 24%	48 25%	50 19%	63 22%	52 29%K
2 years old	588 28%	46 26%	26 26%	17 27%	499 29%	27 32%K	81 35%agK	44 26%	52 29%K	54 35%agK	64 33%K	51 19%	79 28%K	48 27%k
3 years old	362 17%	18 10%	17 17%	11 17%	316 18%A	15 17%	31 14%	33 19%A	29 16%	20 13%	38 20%A	58 22%Afl	53 19%A	39 22%AFI
4 years old	169 8%	17 9% m	6 6%	5 8%	141 8%	6 7%	16 7%	16 9% m	12 7%	12 8%	12 6%	26 10% m	33 12% hjM	8 4%
5 years old or older	(6) 152 7%	13 7%	9 9% c	1 2%	129 7%	6 8%	13 6%	9 5%	18 10% cm	11 7%	12 6%	28 10% cgm	24 9% c	8 5%
Don't know	252 12%	14 8%	17 17% ACgl	2 3%	220 13% ac	8 10%	29 13% c	15 9%	23 13% c	19 13% c	19 10%	56 21% ACEFGHijL10% M	28 10%	22 13% c
Mean	2.41	2.21	2.49C	1.96	2.45aC	2.38	2.27	2.30	2.48C	2.39c	2.36c	2.81ACeFGhJ M	2.61ACFGJM	2.23
Standard deviation	1.43	1.49	1.52	1.11	1.42	1.41	1.32	1.34	1.54	1.40	1.33	1.57	1.47	1.26
Standard error	0.03	0.11	0.16	0.15	0.04	0.16	0.10	0.10	0.13	0.12	0.10	0.12	0.09	0.10
NET: After they are one year old	1270 61%	93 53%	59 59%	34 54%	1084 62%A	54 64%	141 61%	101 60%	111 61%	96 64% a	126 65%A	162 61%	189 68% Acm	103 58%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base

Dental Hygiene Survey
ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 11

Q.6 If you have ever avoided going to the dentist, which, if any, of the following best explain why?
You can select up to 3 reasons in order of relevance, with 1 being your main reason. If you have never avoided going to the dentist, please select this option for all three columns

Summary Table**Base: All respondents**

	Top 3 reasons (Net)	1 - Main reason	2 - Second reason	3 - Third reason
Unweighted base	2077	2077	2077	2077
Weighted base	2077	2077	2077	2077
NET: Avoided going to the dentist for any reason	1380 66%	1380 66%	1380 66%	1380 66%
Cost	964 46%	416 20%	331 16%	216 10%
No signs or symptoms of oral (dental) issues	731 35%	187 9%	297 14%	247 12%
Fear of the dentist	640 31%	389 19%	149 7%	102 5%
Finding the time	471 23%	106 5%	172 8%	193 9%
Work or family commitments	351 17%	76 4%	112 5%	163 8%
It's too hard to get an appointment	316 15%	74 4%	116 6%	126 6%
It's not a priority for me	278 13%	41 2%	93 4%	144 7%
Forgetting the appointment	251 12%	64 3%	90 4%	97 5%
Other	139 7%	27 1%	21 1%	90 4%
I have never avoided going to the dentist	697 34%	697 34%	697 34%	697 34%

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 12

Q.6 If you have ever avoided going to the dentist, which, if any, of the following best explain why?
You can select up to 3 reasons in order of relevance, with 1 being your main reason. If you have never avoided going to the dentist, please select this option for all three columns
Top 3 reasons (Net)
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri-vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
NET: Avoided going to the dentist for any reason	1380 66%	669 66%	711 67%	176 76%GH	287 80%eFGH	248 74%GH	257 70%gH	190 62%H	221 46%	463 79%JK	505 72%K	412 53%	351 63%	364 63%	304 71%LM	361 70%LM	233 77%q	632 71%
Cost	964 46%	462 46%	502 47%	113 48%H	197 55%GH	179 54%GH	187 51%H	136 45%H	151 32%	310 53%K	366 52%K	287 37%	237 43%	258 45%	228 53%LMo	240 47%	183 60%Q	450 50%
No signs or symptoms of oral (dental) issues	731 35%	363 36%	368 35%	92 40%H	155 43%FGH	123 37%h	118 32%	98 32%	146 30%	247 42%JK	241 34%	243 31%	204 37%	204 35%	138 32%	185 36%	100 33%	327 37%
Fear of the dentist	640 31%	255 25%	385 36%A	65 28%	102 28%	121 36%cdH	116 31%h	114 37%CDH	122 26%	167 28%	237 34%i	236 30%	134 24%	160 28%	141 33%L	205 40%LMn	105 34%q	247 28%
Finding the time	471 23%	242 24%	229 22%	87 37%EFGH	122 34%eFGH	92 28%GH	85 23%gH	51 17%H	34 7%	208 35%JK	177 25%K	86 11%	134 24%o	123 21%	114 27%O	100 19%	98 32%	250 28%
Work or family commitments	351 17%	174 17%	177 17%	38 16%H	79 22%H	70 21%H	72 19%H	52 17%H	41 9%	116 20%K	142 20%K	93 12%	97 17%	89 15%	90 21%mo	75 15%	61 20%	189 21%
It's too hard to get an appointment	316 15%	161 16%	156 15%	31 14%h	75 21%CgH	54 16%H	67 18%H	47 15%H	42 9%	107 18%K	121 17%K	89 11%	80 14%	72 12%	80 19%M	85 16%m	65 21%q	145 16%
It's not a priority for me	278 13%	168 17%B	110 10%	42 18%GH	57 16%gh	43 13%	50 13%	32 10%	55 11%	99 17%K	92 13%	87 11%	75 14%	81 14%	52 12%	70 14%	29 10%	141 16%P
Forgetting the appointment	251 12%	116 11%	135 13%	48 20%EfGH	58 16%GH	39 12%gH	50 14%GH	22 7%	34 7%	105 18%JK	89 13%K	56 7%	62 11%	70 12%	40 9%	78 15%IN	39 13%	99 11%
Other	139 7%	65 6%	73 7%	14 6%	16 5%	24 7%	28 7%	18 6%	39 8%d	30 5%	52 7%	57 7%	30 5%	35 6%	29 7%	45 9%L	19 6%	49 5%
I have never avoided going to the dentist	697 34%	345 34%	352 33%	56 24%	70 20%	86 26%d	112 30%D	115 38%CDEF	257 54%CDEF21%	127 28%I	198 28%I	372 47%IJ	205 37%NO	215 37%NO	124 29%	154 30%	71 23%	260 29%p

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 13

Q.6 If you have ever avoided going to the dentist, which, if any, of the following best explain why?
You can select up to 3 reasons in order of relevance, with 1 being your main reason. If you have never avoided going to the dentist, please select this option for all three columns

Top 3 reasons (Net)

Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
NET: Avoided going to the dentist for any reason	1380 66%	111 63%	63 62%	42 68%	1164 67%	58 69%	153 66%	102 60%	127 70%gl	99 65%	134 69%gl	194 72%abGL	170 61%	128 72%aGL
Cost	964 46%	72 40%	42 42%	26 42%	823 47%	37 44%	108 47%	65 38%	95 52%AG	67 45%	90 46%	141 53%AGI	122 44%	98 55%AbGiL
No signs or symptoms of oral (dental) issues	731 35%	56 31%	30 29%	23 37%	623 36%	33 40%	83 36%	52 31%	58 32%	57 38%	69 36%	110 41%abghl	91 33%	69 39%
Fear of the dentist	640 31%	54 30%	29 29%	18 28%	539 31%	29 35%k	76 33%k	49 29%	63 35%K	51 33%k	56 29%	64 24%	95 34%K	57 32%k
Finding the time	471 23%	44 25%lm	23 23%	17 27%	387 22%	14 16%	49 21%	32 19%	41 23%	37 25%	52 27%egLM	81 30%EfGLM	50 18%	30 17%
Work or family commitments	351 17%	32 18%l	20 20%l	18 29%DFGijKL	281 16%	17 20%l	29 12%	24 14%	38 21%FI	14 10%	34 17%i	45 17%i	46 16%i	34 19%fl
It's too hard to get an appointment	316 15%	20 11%	20 20%a	8 12%	269 15%	16 18%	35 15%	32 19%a	24 13%	22 15%	28 14%	40 15%	37 13%	35 20%Al
It's not a priority for me	278 13%	14 8%	9 9%	2 4%	253 15%AC	12 14%c	31 14%ac	23 13%ac	27 15%AC	22 15%ac	30 16%AC	50 19%ABCL	31 11%	25 14%ac
Forgetting the appointment	251 12%	32 18%DJLM	10 10%	13 21%DbJLM	196 11%	11 13%	32 14%L	20 12%	25 14%l	20 13%l	19 10%	34 13%l	21 7%	14 8%
Other	139 7%	11 6%	4 4%	1 2%	122 7%	5 6%	16 7%	8 5%	10 5%	5 4%	25 13%ABCfGHIKL6%	16 6%	15 5%	20 12%abcGhIKL
I have never avoided going to the dentist	697 34%	66 37%km	38 38%k	20 32%	573 33%	26 31%	79 34%	68 40%hjkM	55 30%	52 35%	59 31%	74 28%	110 39%hjkM	50 28%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base**

Prepared by ComRes



Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 14

Q.6 If you have ever avoided going to the dentist, which, if any, of the following best explain why?
You can select up to 3 reasons in order of relevance, with 1 being your main reason. If you have never avoided going to the dentist, please select this option for all three columns

1 - Main reason

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
NET: Avoided going to the dentist for any reason	1380 66%	669 66%	711 67%	176 76%GH	287 80%eFGH	248 74%GH	257 70%gH	190 62%H	221 46%	463 79%JK	505 72%K	412 53%	351 63%	364 63%	304 71%LM	361 70%LM	233 77%q	632 71%
Cost	416 20%	204 20%	212 20%	46 20%h	96 27%cfGH	73 22%H	77 21%H	58 19%h	67 14%	142 24%K	149 21%K	125 16%	89 16%	101 17%	111 26%LM	116 22%Lm	76 25%	194 22%
Fear of the dentist	389 19%	146 14%	243 23%A	39 17%	52 14%	73 22%Dh	74 20%d	72 24%cDH	79 17%	91 15%	147 21%l	151 19%i	88 16%	93 16%	80 19%	128 25%LMn	55 18%	157 18%
No signs or symptoms of oral (dental) issues	187 9%	103 10%b	84 8%	28 12%H	49 14%eFGH	29 9%	29 8%	23 8%	30 6%	76 13%JK	57 8%	53 7%	63 11%NO	57 10%	29 7%	38 7%	24 8%	92 10%
Finding the time	106 5%	63 6%b	43 4%	22 10%FGH	26 7%gH	22 7%H	18 5%H	11 4%H	6 1%	49 8%K	40 6%K	18 2%	35 6%O	31 5%O	28 6%O	13 3%	24 8%	59 7%
Work or family commitments	76 4%	49 5%B	27 3%	5 2%	14 4%	14 4%	19 5%h	13 4%	11 2%	19 3%	33 5%	24 3%	24 4%	19 3%	18 4%	14 3%	12 4%	38 4%
It's too hard to get an appointment	74 4%	33 3%	41 4%	12 5%h	18 5%gh	13 4%	14 4%	7 2%	11 2%	30 5%K	27 4%	18 2%	18 3%	20 4%	14 3%	23 4%	18 6%q	29 3%
Forgetting the appointment	64 3%	31 3%	33 3%	11 5%GH	21 6%GH	10 3%GH	16 4%GH	2 1%	4 1%	32 5%K	27 4%K	6 1%	18 3%o	23 4%O	16 4%o	8 1%	12 4%	32 4%
It's not a priority for me	41 2%	21 2%	20 2%	11 5%FGH	10 3%Gh	10 3%GH	4 1%	1 *	5 1%	21 4%K	14 2%K	6 1%	9 2%	15 3%n	4 1%	14 3%n	7 2%	22 2%
Other	27 1%	18 2%b	9 1%	3 1%	2 1%	4 1%	6 2%	3 1%	9 2%	5 1%	11 2%	12 2%	8 1%	5 1%	5 1%	9 2%	6 2%	7 1%
I have never avoided going to the dentist	697 34%	345 34%	352 33%	56 24%	70 20%	86 26%d	112 30%D	115 38%CDEF	257 54%CDEF	127 21%	198 28%l	372 47%IJ	205 37%NO	215 37%NO	124 29%	154 30%	71 23%	260 29%p

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 15

Q.6 If you have ever avoided going to the dentist, which, if any, of the following best explain why?
You can select up to 3 reasons in order of relevance, with 1 being your main reason. If you have never avoided going to the dentist, please select this option for all three columns

1 - Main reason

Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North-ern Ire-land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
NET: Avoided going to the dentist for any reason	1380 66%	111 63%	63 62%	42 68%	1164 67%	58 69%	153 66%	102 60%	127 70%gl	99 65%	134 69%gl	194 72%abGL	170 61%	128 72%aGL
Cost	416 20%	31 18%	18 18%	10 16%	357 21%	16 19%	37 16%	26 15%	43 24%fg	28 18%	42 22%	66 25%FG	53 19%	47 26%aFGI
Fear of the dentist	389 19%	34 19%	17 17%	12 19%	326 19%	16 18%	55 24%K	29 17%	36 20%	27 18%	38 20%	36 13%	59 21%K	30 17%
No signs or symptoms of oral (dental) issues	187 9%	9 5%	5 5%	8 12%a	166 10%a	8 9%	16 7%	13 8%	15 8%	14 9%	20 10%a	42 16%ABFGHiLM	23 8%	14 8%
Finding the time	106 5%	10 6%	11 11%DGHjL	3 4%	83 5%	6 7%	13 5%	6 3%	7 4%	7 5%	9 5%	17 6%	8 3%	10 6%
Work or family commitments	76 4%	8 4%G	4 4%	5 8%G	59 3%	4 5%g	6 3%	1 1%	7 4%g	5 3%	8 4%g	9 4%	9 3%	9 5%G
It's too hard to get an appointment	74 4%	6 4%	6 5%kL	1 2%	61 4%	6 7%jKL	14 6%jKL	14 8%aHJKLm	5 3%	5 4%	4 2%	4 1%	3 1%	6 3%
Forgetting the appointment	64 3%	7 4%	2 2%	4 7%e	50 3%	* 1%	6 2%	5 3%	7 4%	8 5%e	5 2%	9 3%	6 2%	5 3%
It's not a priority for me	41 2%	2 1%	- -	- -	39 2%	2 2%	5 2%	4 2%	6 3%	2 1%	3 2%	8 3%	5 2%	6 3%b
Other	27 1%	4 2%h	1 1%	- -	23 1%	2 2%h	3 1%	3 2%h	- -	2 1%	5 3%h	3 1%	3 1%	1 1%
I have never avoided going to the dentist	697 34%	66 37%km	38 38%k	20 32%	573 33%	26 31%	79 34%	68 40%hjKM	55 30%	52 35%	59 31%	74 28%	110 39%hjKM	50 28%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base**

Prepared by ComRes



Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 16

Q.6 If you have ever avoided going to the dentist, which, if any, of the following best explain why?
You can select up to 3 reasons in order of relevance, with 1 being your main reason. If you have never avoided going to the dentist, please select this option for all three columns

2 - Second reason**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
NET: Avoided going to the dentist for any reason	1380 66%	669 66%	711 67%	176 76%GH	287 80%eFGH	248 74%GH	257 70%gH	190 62%H	221 46%	463 79%JK	505 72%K	412 53%	351 63%	364 63%	304 71%LM	361 70%LM	233 77%q	632 71%
Cost	331 16%	154 15%	177 17%	43 19%h	51 14%	56 17%	72 20%dH	49 16%	60 13%	94 16%	128 18%K	109 14%	86 15%	92 16%	69 16%	84 16%	59 20%	148 17%
No signs or symptoms of oral (dental) issues	297 14%	147 14%	150 14%	35 15%	60 17%H	62 19%fGH	49 13%	38 12%	52 11%	95 16%K	111 16%K	90 12%	78 14%	83 14%	59 14%	77 15%	40 13%	138 15%
Finding the time	172 8%	86 9%	85 8%	27 12%GH	50 14%FGH	32 10%H	28 8%H	19 6%H	15 3%	77 13%JK	61 9%K	34 4%	49 9%	44 8%	34 8%	45 9%	35 11%	90 10%
Fear of the dentist	149 7%	52 5%	96 9%A	17 7%	24 7%	30 9%	25 7%	22 7%	31 6%	41 7%	55 8%	53 7%	28 5%	41 7%	33 8%	46 9%L	28 9%Q	50 6%
It's too hard to get an appointment	116 6%	66 6%	51 5%	10 4%	28 8%H	16 5%	26 7%h	18 6%	19 4%	38 7%	41 6%	37 5%	26 5%	18 3%	38 9%LM	34 7%M	19 6%	59 7%
Work or family commitments	112 5%	60 6%	52 5%	14 6%H	33 9%efH	18 5%H	20 5%H	18 6%H	10 2%	47 8%K	38 5%	28 4%	27 5%	31 5%	35 8%IO	19 4%	17 6%	65 7%
It's not a priority for me	93 4%	58 6%B	35 3%	8 4%	22 6%	11 3%	13 4%	15 5%	22 5%	31 5%	24 3%	38 5%	29 5%	30 5%	16 4%	17 3%	11 4%	46 5%
Forgetting the appointment	90 4%	35 3%	55 5%a	19 8%GH	17 5%H	18 5%H	20 5%H	9 3%	7 2%	36 6%K	38 5%K	16 2%	22 4%	21 4%	12 3%	35 7%LMN	16 5%	31 3%
Other	21 1%	11 1%	10 1%	3 1%	2 1%	5 1%	5 1%	1 *	5 1%	5 1%	9 1%	7 1%	6 1%	4 1%	7 2%	4 1%	7 2%Q	5 1%
I have never avoided going to the dentist	697 34%	345 34%	352 33%	56 24%	70 20%	86 26%d	112 30%D	115 38%CDEF	257 54%CDEFG21%	127 28%I	198 28%I	372 47%IJ	205 37%NO	215 37%NO	124 29%	154 30%	71 23%	260 29%p

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 17

Q.6 If you have ever avoided going to the dentist, which, if any, of the following best explain why?
You can select up to 3 reasons in order of relevance, with 1 being your main reason. If you have never avoided going to the dentist, please select this option for all three columns

2 - Second reason

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
NET: Avoided going to the dentist for any reason	1380 66%	111 63%	63 62%	42 68%	1164 67%	58 69%	153 66%	102 60%	127 70%gl	99 65%	134 69%gl	194 72%abGL	170 61%	128 72%aGL
Cost	331 16%	28 16%	9 9%	6 10%	288 17%b	15 17%	45 20%B	27 16%	31 17%b	27 18%b	25 13%	47 17%b	41 15%	29 16%b
No signs or symptoms of oral (dental) issues	297 14%	23 13%	15 14%	11 17%	248 14%	14 17%	37 16%	23 13%	23 13%	29 19%kL	26 13%	33 12%	33 12%	31 17%
Finding the time	172 8%	17 10%G	7 7%	10 17%DbEFGILM	138 8%	4 5%	16 7%	6 3%	20 11%Gm	12 8%	20 10%G	30 11%Gm	21 7%	10 6%
Fear of the dentist	149 7%	13 7%	9 9%	3 4%	124 7%	6 7%	16 7%	11 6%	16 9%	10 7%	14 7%	18 7%	21 8%	11 6%
It's too hard to get an appointment	116 6%	7 4%	9 8%ei	3 5%	98 6%	2 2%	9 4%	7 4%	9 5%	4 3%	12 6%	17 6%	17 6%	21 12%AEFGHIjkl
Work or family commitments	112 5%	11 6%	5 5%	3 4%	94 5%	6 7%	8 4%	14 8%fj	8 5%	7 4%	6 3%	18 7%	16 6%	12 7%
It's not a priority for me	93 4%	3 2%	5 5%	1 2%	84 5%a	5 6%a	9 4%	7 4%	9 5%	6 4%	17 9%AfL	15 6%a	9 3%	8 5%
Forgetting the appointment	90 4%	9 5%	5 5%	4 7%	72 4%	5 6%	10 4%	7 4%	9 5%	4 2%	11 6%	14 5%	9 3%	4 2%
Other	21 1%	1 1%	* *	- -	19 1%	1 1%	2 1%	1 *	2 1%	- -	4 2%i	3 1%	3 1%	3 2%
I have never avoided going to the dentist	697 34%	66 37%km	38 38%k	20 32%	573 33%	26 31%	79 34%	68 40%hjkM	55 30%	52 35%	59 31%	74 28%	110 39%hjkM	50 28%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base

Prepared by ComRes



Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 18

Q.6 If you have ever avoided going to the dentist, which, if any, of the following best explain why?
You can select up to 3 reasons in order of relevance, with 1 being your main reason. If you have never avoided going to the dentist, please select this option for all three columns

3 - Third reason**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri-vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
NET: Avoided going to the dentist for any reason	1380 66%	669 66%	711 67%	176 76%GH	287 80%eFGH	248 74%GH	257 70%gH	190 62%H	221 46%	463 79%JK	505 72%K	412 53%	351 63%	364 63%	304 71%LM	361 70%LM	233 77%q	632 71%
No signs or symptoms of oral (dental) issues	247 12%	113 11%	135 13%	29 13%	46 13%	32 10%	40 11%	36 12%	64 13%	75 13%	72 10%	100 13%	63 11%	65 11%	50 12%	70 14%	36 12%	97 11%
Cost	216 10%	104 10%	112 11%	24 10%H	51 14%gH	50 15%GH	39 10%H	29 9%H	24 5%	74 13%K	89 13%K	53 7%	63 11%o	65 11%o	48 11%	41 8%	48 16%	107 12%
Finding the time	193 9%	93 9%	101 9%	37 16%fGH	46 13%GH	37 11%gH	39 11%H	21 7%H	13 3%	83 14%K	76 11%K	34 4%	51 9%	49 8%	52 12%mo	42 8%	39 13%	101 11%
Work or family commitments	163 8%	66 6%	98 9%A	19 8%h	32 9%H	37 11%gH	34 9%H	22 7%h	20 4%	51 9%K	71 10%K	41 5%	45 8%	39 7%	37 9%	42 8%	31 10%	85 10%
It's not a priority for me	144 7%	89 9%B	55 5%	22 10%g	24 7%	22 6%	32 9%g	16 5%	28 6%	47 8%	54 8%	43 6%	37 7%	36 6%	32 7%	39 8%	11 4%	73 8%P
It's too hard to get an appointment	126 6%	62 6%	64 6%	9 4%	30 8%cH	25 8%H	27 7%H	22 7%H	13 3%	39 7%	52 7%K	35 4%	36 7%	33 6%	29 7%	28 5%	28 9%	57 6%
Fear of the dentist	102 5%	56 6%	46 4%	10 4%	26 7%H	18 5%h	17 4%	20 7%H	12 3%	35 6%	35 5%	32 4%	18 3%	26 4%	28 7%L	31 6%L	22 7%	40 4%
Forgetting the appointment	97 5%	50 5%	47 4%	18 8%Efg	20 6%	11 3%	14 4%	11 4%	23 5%	38 6%J	25 4%	34 4%	23 4%	27 5%	11 3%	36 7%IN	11 4%	36 4%
Other	90 4%	36 4%	55 5%	8 4%	12 3%	15 5%	17 4%	14 4%	24 5%	21 4%	32 5%	38 5%	16 3%	25 4%	17 4%	32 6%L	7 2%	36 4%
I have never avoided going to the dentist	697 34%	345 34%	352 33%	56 24%	70 20%	86 26%d	112 30%D	115 38%CDEF	257 54%CDEFG21%	127 28%I	198 28%I	372 47%IJ	205 37%NO	215 37%NO	124 29%	154 30%	71 23%	260 29%p

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 19

Q.6 If you have ever avoided going to the dentist, which, if any, of the following best explain why?
You can select up to 3 reasons in order of relevance, with 1 being your main reason. If you have never avoided going to the dentist, please select this option for all three columns

3 - Third reason**Base: All respondents**

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
NET: Avoided going to the dentist for any reason	1380 66%	111 63%	63 62%	42 68%	1164 67%	58 69%	153 66%	102 60%	127 70%gl	99 65%	134 69%gl	194 72%abGL	170 61%	128 72%aGL
No signs or symptoms of oral (dental) issues	247 12%	24 13%	10 10%	5 8%	209 12%	11 14%	30 13%	16 10%	20 11%	14 9%	23 12%	35 13%	36 13%	24 13%
Cost	216 10%	12 7%	16 15%AGi	10 16%ag	179 10%	7 8%	26 11%	12 7%	20 11%	12 8%	22 12%	29 11%	28 10%	22 12%
Finding the time	193 9%	18 10%	5 5%	4 6%	166 10%	4 5%	21 9%	20 12%em	14 8%	18 12%bem	23 12%em	34 13%belM	21 8%	11 6%
Work or family commitments	163 8%	13 8%l	12 11%gl	10 17%DaFGIKlm	128 7%	7 8%l	14 6%i	9 5%	23 13%fGik	3 2%	19 10%l	17 7%i	21 8%l	14 8%l
It's not a priority for me	144 7%	9 5%	5 4%	1 2%	129 7%	5 6%	18 8%	12 7%	13 7%	14 9%	11 5%	28 10%ac	18 6%	11 6%
It's too hard to get an appointment	126 6%	7 4%	6 6%	3 4%	110 6%	8 10%a	13 5%	10 6%	10 5%	12 8%	12 6%	20 7%	17 6%	8 5%
Fear of the dentist	102 5%	6 4%	3 3%	3 5%	90 5%	8 9%abFJk	5 2%	8 5%	10 6%	13 9%abFJk	5 2%	10 4%	15 5%	16 9%AbFJK
Forgetting the appointment	97 5%	16 9%DJKLM	4 4%	4 7%jl	73 4%	5 6%jl	16 7%JLm	9 5%l	9 5%	9 6%jL	3 2%	12 4%	6 2%	5 3%
Other	90 4%	6 3%	3 3%	1 2%	80 5%	3 3%	11 5%	4 3%	8 4%	3 2%	16 8%aGikL	10 4%	9 3%	17 9%AbeGhIKL
I have never avoided going to the dentist	697 34%	66 37%km	38 38%k	20 32%	573 33%	26 31%	79 34%	68 40%hJKM	55 30%	52 35%	59 31%	74 28%	110 39%hJKM	50 28%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base

Prepared by ComRes



Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 20
Q.7 Which, if any, of the following conditions do you think are associated with poor oral hygiene?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
Gum disease	1920 92%	923 91%	997 94%A	216 93%	317 89%	302 90%	345 93%d	290 95%DE	451 94%DE	533 90%	646 92%	741 95%lj	524 94%o	537 93%	390 91%	469 91%	284 93%	812 91%
Tooth decay	1918 92%	919 91%	999 94%A	222 95%DEF	318 89%	302 90%	337 91%	287 94%d	452 94%DE	541 92%	639 91%	738 94%ij	525 94%nO	539 93%	388 91%	465 90%	287 94%Q	803 90%
Acid erosion	1412 68%	686 68%	726 68%	159 68%d	215 60%	215 64%	240 65%	226 74%DEF	357 75%DEF	374 63%	455 65%	583 74%IJ	377 68%	420 73%NO	278 65%	337 65%	212 70%	573 64%
Heart disease	422 20%	186 18%	236 22%A	19 8%	45 13%	58 17%C	90 24%CDE	81 27%CDE	127 27%CDE	65 11%	149 21%l	208 27%IJ	118 21%	131 23%	78 18%	94 18%	61 20%	162 18%
Cancer	409 20%	200 20%	209 20%	49 21%e	56 16%	49 15%	84 23%DE	66 22%dE	105 22%DE	105 18%	133 19%	171 22%i	115 21%	105 18%	95 22%	94 18%	71 23%q	158 18%
Thrush	358 17%	134 13%	224 21%A	34 15%	61 17%e	40 12%	70 19%Eg	40 13%	113 24%CDEG	95 16%	110 16%	152 19%j	72 13%	115 20%L	74 17%	98 19%L	58 19%q	130 15%
Diabetes	208 10%	93 9%	115 11%	25 11%	38 11%	35 11%	36 10%	27 9%	46 10%	64 11%	72 10%	73 9%	51 9%	54 9%	39 9%	65 13%l	28 9%	93 10%
Complications in pregnancy	175 8%	63 6%	112 11%A	17 7%	33 9%	28 8%	27 7%	23 8%	47 10%	50 8%	55 8%	71 9%	47 8%	48 8%	39 9%	42 8%	31 10%	65 7%
Stroke	98 5%	46 5%	52 5%	4 2%	11 3%	15 4%	20 5%C	13 4%c	36 7%CD	14 2%	34 5%l	49 6%l	30 5%	34 6%	14 3%	19 4%	13 4%	42 5%
Arthritis	53 3%	34 3%B	19 2%	6 3%	10 3%	7 2%	6 2%	5 2%	18 4%	16 3%	14 2%	23 3%	17 3%	9 2%	12 3%	15 3%	5 2%	31 3%
None of these	33 2%	23 2%B	10 1%	2 1%	9 2%G	12 3%cFGH	4 1%	1 *	6 1%	10 2%	15 2%k	7 1%	8 1%	7 1%	10 2%	9 2%	3 1%	21 2%
Don't know	42 2%	24 2%	18 2%	2 1%	11 3%	5 2%	8 2%	7 2%	9 2%	12 2%	13 2%	17 2%	5 1%	13 2%	5 1%	19 4%LN	3 1%	19 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 21
Q.7 Which, if any, of the following conditions do you think are associated with poor oral hygiene?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
Gum disease	1920 92%	168 95%Bk	88 87%	60 97%bk	1604 92%b	83 98%BfHJK	213 92%	158 93%	163 90%	140 93%	179 92%	237 89%	261 93%b	170 96%BHK
Tooth decay	1918 92%	167 94%k	89 89%	60 96%	1602 92%	80 95%	213 92%	156 92%	163 90%	142 94%	177 92%	237 89%	264 94%bK	169 95%bK
Acid erosion	1412 68%	129 73%hK	63 63%	38 61%	1182 68%	57 68%	172 74%bcHK	122 72%K	115 63%	108 72%K	129 67%	162 60%	197 70%K	120 68%
Heart disease	422 20%	36 20%	26 26%h	9 15%	351 20%	14 16%	42 18%	29 17%	29 16%	30 20%	47 24%h	57 21%	54 19%	49 28%ceFGHL
Cancer	409 20%	42 23%gj	22 22%	19 31%DEFGHJ	327 19%	13 15%	39 17%	25 15%	30 17%	35 23%g	30 16%	54 20%	60 21%	41 23%gj
Thrush	358 17%	41 23%dGKI	17 17%	11 18%	288 17%	15 18%	42 18%k	21 13%	35 19%K	31 20%gK	35 18%k	30 11%	45 16%	34 19%K
Diabetes	208 10%	13 7%	11 11%	8 13%	176 10%	6 7%	19 8%	17 10%	21 12%	23 15%AefLm	24 12%	28 10%	24 8%	15 8%
Complications in pregnancy	175 8%	16 9%	7 7%	7 11%g	146 8%	5 6%	19 8%	7 4%	13 7%	12 8%	21 11%G	27 10%G	23 8%	18 10%G
Stroke	98 5%	4 2%	9 9%dAGKL	3 6%	81 5%	6 7%a	11 5%	5 3%	13 7%AgI	7 5%	12 6%a	10 4%	10 4%	8 4%
Arthritis	53 3%	3 2%	3 3%	2 4%g	44 3%	1 1%	7 3%g	1 *	7 4%G	3 2%	7 4%g	5 2%	10 3%g	4 2%
None of these	33 2%	2 1%	2 2%	* 1%	29 2%	- -	2 1%	4 2%	2 1%	2 1%	3 1%	8 3%	7 3%	1 1%
Don't know	42 2%	2 1%	5 5%DaeGIL	1 2%	33 2%	1 1%	4 2%	1 1%	8 4%gil	1 1%	6 3%	6 2%	4 1%	3 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 22
Q.7 Summary: Conditions NOT associated with poor oral hygiene
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
NET: Not Arthritis	2024 97%	980 97%	1044 98%A	226 97%	347 97%	327 98%	363 98%	300 98%	460 96%	573 97%	690 98%	761 97%	539 97%	570 98%	415 97%	500 97%	299 98%	861 97%
NET: Not Stroke	1979 95%	968 95%	1012 95%	229 98%FgH	347 97%H	320 96%h	350 95%	292 96%	442 93%	576 98%JK	670 95%	734 94%	526 95%	545 94%	413 97%	495 96%	291 96%	851 95%
NET: Not Complications in pregnancy	1902 92%	951 94%B	951 89%	215 93%	325 91%	306 92%	343 93%	282 92%	431 90%	540 92%	649 92%	713 91%	509 92%	531 92%	389 91%	473 92%	273 90%	828 93%
NET: Not Diabetes	1869 90%	920 91%	949 89%	208 89%	319 89%	299 89%	333 90%	279 91%	432 90%	526 89%	632 90%	711 91%	505 91%o	525 91%	389 91%	450 87%	276 91%	799 90%
NET: Not Thrush	1719 83%	880 87%B	840 79%	198 85%H	296 83%H	294 88%dFH	300 81%	266 87%fH	365 76%	494 84%	594 84%k	631 81%	484 87%MO	464 80%	354 83%	417 81%	246 81%	762 85%p
NET: Not Cancer	1668 80%	814 80%	854 80%	184 79%	301 84%FgH	285 85%cFGH	286 77%	239 78%	373 78%	485 82%k	571 81%	612 78%	440 79%	473 82%	333 78%	421 82%	233 77%	734 82%p
NET: Not Heart disease	1655 80%	828 82%B	827 78%	213 92%EFGH	312 87%FGH	276 83%FGH	279 76%	224 73%	351 73%	525 89%JK	555 79%K	575 73%	438 79%	447 77%	349 82%	420 82%	243 80%	730 82%
NET: Not Acid erosion	665 32%	327 32%	338 32%	74 32%	142 40%cGH	119 36%GH	129 35%GH	80 26%	121 25%	216 37%K	249 35%K	200 26%	179 32%	159 27%	149 35%M	178 35%M	92 30%	319 36%
NET: Not Tooth decay	159 8%	95 9%B	65 6%	10 5%	39 11%CgH	33 10%CH	32 9%c	19 6%	26 6%	49 8%k	65 9%K	45 6%	31 6%	40 7%	39 9%l	49 10%L	17 6%	89 10%P
NET: Not Gum disease	157 8%	90 9%B	67 6%	17 7%	40 11%fGH	33 10%GH	25 7%	15 5%	27 6%	57 10%K	57 8%k	43 5%	32 6%	41 7%	37 9%	46 9%l	20 7%	81 9%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 23
Q.7 Summary: Conditions NOT associated with poor oral hygiene
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
NET: Not Arthritis	2024 97%	174 98%	98 97%	60 96%	1692 97%	84 99%	225 97%	169 100%cfHjI	174 96%	149 98%	186 96%	263 98%	270 97%	174 98%
NET: Not Stroke	1979 95%	174 98%BeHj	91 91%	59 94%	1655 95%b	79 93%	221 95%	164 97%Bh	168 93%	144 95%	182 94%	258 96%b	270 96%Bh	169 96%
NET: Not Complications in pregnancy	1902 92%	161 91%	94 93%	55 89%	1591 92%	79 94%	213 92%	162 96%cJKM	169 93%	139 92%	173 89%	241 90%	257 92%	159 90%
NET: Not Diabetes	1869 90%	165 93%l	89 89%	54 87%	1561 90%	79 93%i	213 92%i	152 90%	160 88%	128 85%	169 88%	240 90%	256 92%l	162 92%i
NET: Not Thrush	1719 83%	137 77%	83 83%	51 82%	1448 83%a	69 82%	190 82%	148 87%Ai	146 81%	120 80%	158 82%	238 89%AfHjIjM	235 84%a	143 81%
NET: Not Cancer	1668 80%	136 77%	79 78%	43 69%	1410 81%C	72 85%C	193 83%C	144 85%aCim	151 83%C	116 77%	163 84%aCm	214 80%	220 79%	136 77%
NET: Not Heart disease	1655 80%	142 80%	75 74%	53 85%m	1385 80%	71 84%m	190 82%M	140 83%M	153 84%bjM	121 80%	146 76%	211 79%	226 81%M	128 72%
NET: Not Acid erosion	665 32%	49 27%	38 37%f	24 39%f	554 32%	27 32%	60 26%	47 28%	67 37%aF	43 28%	65 33%	106 40%AFGIL	83 30%	57 32%
NET: Not Tooth decay	159 8%	11 6%	11 11%lm	2 4%	135 8%	5 5%	18 8%	13 8%	19 10%m	9 6%	16 8%	31 11%aLM	16 6%	8 5%
NET: Not Gum disease	157 8%	10 5%	13 13%dAcEIM	2 3%	133 8%	2 2%	18 8%e	11 7%	18 10%EM	11 7%	15 8%e	31 11%acEM	19 7%	7 4%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 * small base

Dental Hygiene Survey
ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 24

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Summary Table**Base: All respondents**

	Factors					
	Making sure I have no fillings or tooth decay	Having straight and well- aligned teeth	Having white teeth	Avoiding acid erosion of my teeth	Maintaining healthy teeth and gums	Not having bad breath
Unweighted base	2077	2077	2077	2077	2077	2077
Weighted base	2077	2077	2077	2077	2077	2077
NET: Top 3 most important	1266 61%	399 19%	461 22%	1190 57%	1793 86%	1123 54%
1 - Most important	272 13%	77 4%	112 5%	107 5%	1226 59%	283 14%
2	523 25%	127 6%	151 7%	487 23%	388 19%	401 19%
3	472 23%	194 9%	198 10%	596 29%	179 9%	439 21%
4	389 19%	337 16%	234 11%	442 21%	143 7%	531 26%
5	215 10%	695 33%	585 28%	258 12%	78 4%	247 12%
6 - Least important	207 10%	646 31%	796 38%	188 9%	64 3%	176 8%
Mean	3.18	4.63	4.65	3.39	1.87	3.28
Standard deviation	1.50	1.36	1.51	1.34	1.33	1.47
Standard error	0.03	0.03	0.03	0.03	0.03	0.03

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 25

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Making sure I have no fillings or tooth decay

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
NET: Top 3 most important	1266 61%	620 61%	646 61%	122 53%	217 61% ^c	196 59%	234 63% ^C	199 65% ^C	298 62% ^C	339 58%	431 61%	496 63% ⁱ	362 65% ^{nO}	372 64% ^O	249 58%	283 55%	194 64%	538 60%
1 - Most important	272 13%	118 12%	154 14% ^a	27 12%	77 22% ^{CEFGH}	49 15% ^{fH}	37 10%	45 15% ^{fH}	38 8%	104 18% ^{JK}	86 12%	82 10%	77 14%	93 16% ^{NO}	44 10%	57 11%	56 18%	136 15%
2	523 25%	279 28% ^B	244 23%	57 25%	68 19%	78 23%	104 28% ^D	80 26% ^D	136 28% ^D	125 21%	182 26% ⁱ	216 28% ^l	164 29% ^{mnO}	142 25%	99 23%	118 23%	66 22%	209 23%
3	472 23%	222 22%	249 23%	38 16%	72 20%	70 21%	93 25% ^C	74 24% ^C	125 26% ^{Cd}	110 19%	163 23% ⁱ	199 25% ^l	121 22%	137 24%	106 25%	108 21%	72 24%	193 22%
4	389 19%	173 17%	217 20% ^a	40 17%	48 13%	60 18%	72 20% ^d	54 18%	115 24% ^{cDeg}	88 15%	132 19%	169 22% ^l	105 19%	103 18%	66 15%	115 22% ^{mN}	47 15%	144 16%
5	215 10%	101 10%	113 11%	37 16% ^{dFgH}	38 11%	41 12% ^H	33 9%	31 10%	36 7%	75 13% ^K	74 10%	66 8%	48 9%	53 9%	50 12%	65 13% ^{Lm}	21 7%	113 13% ^P
6 - Least important	207 10%	120 12% ^B	87 8%	33 14% ^{FGH}	54 15% ^{FGH}	37 11% ^H	30 8%	22 7%	30 6%	87 15% ^{JK}	67 10% ^k	52 7%	42 7%	51 9%	63 15% ^{LMo}	52 10%	41 14%	98 11%
Mean	3.18	3.22	3.14	3.44 ^{FGH}	3.18	3.23	3.14	3.04	3.14	3.28 ^K	3.18	3.10	3.01	3.05	3.39 ^{LM}	3.32 ^{LM}	3.12	3.20
Standard deviation	1.50	1.53	1.47	1.62	1.72	1.56	1.40	1.44	1.30	1.68	1.48	1.36	1.43	1.49	1.56	1.48	1.62	1.57
Standard error	0.03	0.05	0.04	0.11	0.09	0.08	0.08	0.08	0.06	0.07	0.06	0.05	0.06	0.06	0.09	0.06	0.09	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 26

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Making sure I have no fillings or tooth decay

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
NET: Top 3 most important	1266 61%	95 53%	64 64%i	36 58%	1071 62%A	52 61%	159 69%AGHI	94 56%	103 57%	79 53%	124 64%al	164 61%	187 67%AGHI	109 61%
1 - Most important	272 13%	11 6%	10 10%	9 14%a	243 14%A	10 12%	35 15%A	30 18%Abl	25 14%A	15 10%	26 13%A	38 14%A	39 14%A	24 14%A
2	523 25%	51 29%G	25 24%	18 30%g	429 25%	22 26%	75 32%GHij	30 18%	37 21%	35 23%	43 22%	69 26%g	70 25%g	48 27%g
3	472 23%	33 19%	30 30%acg	9 15%	399 23%	20 23%	49 21%	33 20%	41 22%	30 20%	56 29%Acgim	57 21%	78 28%Acgim	36 20%
4	389 19%	45 25%DFhJL	21 21%f	11 17%	313 18%	20 24%FI	27 12%	30 18%	31 17%	40 27%FghJKL	30 16%	49 18%f	43 15%	42 24%FJL
5	215 10%	16 9%	4 4%	6 10%	188 11%b	8 9%	19 8%	21 13%B	26 14%Bfm	15 10%	24 12%B	35 13%B	25 9%	13 8%
6 - Least important	207 10%	22 12%	11 11%	9 15%e	165 9%	4 5%	27 12%	24 14%EjKlm	21 12%	17 11%	15 8%	20 7%	25 9%	13 7%
Mean	3.18	3.40dFKLM	3.18	3.24	3.15	3.09	3.00	3.31f	3.33fl	3.37Flm	3.14	3.13	3.07	3.06
Standard deviation	1.50	1.45	1.41	1.66	1.50	1.36	1.56	1.66	1.57	1.46	1.44	1.48	1.46	1.42
Standard error	0.03	0.11	0.14	0.21	0.04	0.14	0.11	0.12	0.12	0.11	0.10	0.10	0.08	0.10

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base**

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 27

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Having straight and well-aligned teeth

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
NET: Top 3 most important	399 19%	197 19%	202 19%	91 39% DEFGH	90 25% FGH	71 21% FGH	47 13%	41 14%	57 12%	182 31% JK	119 17% K	99 13%	101 18%	107 19%	91 21%	99 19%	52 17%	196 22%
1 - Most important	77 4%	37 4%	41 4%	22 10% DFGH	11 3% GH	20 6% GH	11 3%	5 2%	7 2%	33 6% K	31 4% K	13 2%	22 4%	15 3%	25 6% Mo	15 3%	7 2%	37 4%
2	127 6%	57 6%	70 7%	34 14% DEFGH	29 8% fGH	23 7% gH	16 4%	11 4%	15 3%	63 11% JK	38 5% k	26 3%	24 4%	41 7% l	30 7%	33 6%	25 8%	58 7%
3	194 9%	103 10%	91 9%	36 15% EFGH	50 14% EFGH	29 9%	20 5%	25 8%	34 7%	85 14% JK	49 7%	60 8%	56 10%	51 9%	36 8%	51 10%	20 7%	101 11% P
4	337 16%	184 18% B	153 14%	36 15%	75 21% EGH	46 14%	67 18%	44 14%	70 15%	110 19% k	113 16%	113 14%	87 16%	85 15%	89 21% IMO	76 15%	57 19%	148 17%
5	695 33%	333 33%	361 34%	61 26%	77 22%	101 30% D	120 32% D	133 43% CDEF	203 42% CDEF	138 23%	221 31% l	336 43% IJ	187 34% n	209 36% N	115 27%	184 36% N	88 29%	270 30%
6 - Least important	646 31%	299 29%	348 33%	45 19%	115 32% C	116 35% C	135 37% Cg	88 29% C	148 31% C	160 27%	251 36% IK	236 30%	180 32%	177 31%	133 31%	156 30%	107 35%	278 31%
Mean	4.63	4.60	4.66	3.92	4.46 C	4.59 C	4.82 CDE	4.80 CDe	4.86 CDE	4.25	4.71 l	4.84 lj	4.68 n	4.66	4.49	4.65	4.69	4.56
Standard deviation	1.36	1.35	1.38	1.62	1.43	1.49	1.27	1.15	1.12	1.53	1.38	1.13	1.34	1.33	1.47	1.33	1.35	1.41
Standard error	0.03	0.04	0.04	0.11	0.08	0.08	0.07	0.06	0.05	0.06	0.05	0.04	0.05	0.06	0.08	0.06	0.08	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 28

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Having straight and well-aligned teeth

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
NET: Top 3 most important	399 19%	37 21%lm	16 16%	8 13%	338 19%	19 23%lm	43 18%	41 24%cLM	37 20%l	35 23%LM	46 24%LM	55 21%lm	38 13%	24 14%
1 - Most important	77 4%	4 2%	6 6%LM	1 2%	66 4%	7 8%aLM	8 4%m	5 3%	11 6%LM	9 6%LM	11 5%LM	9 3%m	4 2%	1 1%
2	127 6%	12 7%	6 6%	3 4%	106 6%	6 7%	13 5%	17 10%L	15 8%L	11 7%l	11 5%	15 6%	10 3%	10 5%
3	194 9%	20 11%B	4 4%	4 6%	166 10%b	7 8%	22 9%	19 11%B	11 6%	15 10%b	25 13%BH	31 12%Bh	24 8%	13 7%
4	337 16%	21 12%	14 14%	9 15%	293 17%	9 11%	46 20%aeJ	36 21%AeJl	28 16%	23 15%	19 10%	64 24%AbEhiJLm	41 14%	27 15%
5	695 33%	60 34%	29 29%	20 32%	586 34%	31 37%	68 29%	49 29%	61 34%	63 42%bFGK	71 37%k	72 27%	102 37%K	67 38%gK
6 - Least important	646 31%	60 34%l	41 41%DGHjK	25 41%gl	520 30%	25 30%	75 32%l	43 26%	55 30%i	31 20%	57 29%i	77 29%i	99 36%GI	59 33%l
Mean	4.63	4.69gi	4.78Gi	4.92GIk	4.60	4.51	4.63	4.40	4.53	4.40	4.55	4.51	4.87EFGHIJK	4.84eGHjK
Standard deviation	1.36	1.36	1.47	1.24	1.36	1.54	1.36	1.40	1.49	1.41	1.44	1.35	1.18	1.17
Standard error	0.03	0.10	0.14	0.16	0.03	0.16	0.09	0.10	0.11	0.11	0.11	0.09	0.07	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base**

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 29

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Having white teeth

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
NET: Top 3 most important	461 22%	242 24%	219 21%	100 43%DEFGH	105 30%FGH	97 29%FGH	77 21%GH	36 12%	46 10%	205 35%JK	174 25%K	82 10%	123 22%	119 21%	103 24%	117 23%	79 26%	231 26%
1 - Most important	112 5%	54 5%	58 5%	28 12%EFGH	31 9%FGH	18 6%GH	17 5%g	6 2%	12 2%	58 10%JK	36 5%K	18 2%	35 6%	25 4%	22 5%	30 6%	15 5%	65 7%
2	151 7%	85 8%b	66 6%	37 16%DeFGH	29 8%H	34 10%fgH	22 6%H	18 6%H	10 2%	67 11%jK	56 8%K	29 4%	36 7%	37 6%	44 10%lmo	34 7%	24 8%	72 8%
3	198 10%	103 10%	95 9%	35 15%GH	45 13%GH	45 13%GH	37 10%GH	12 4%	24 5%	80 14%K	82 12%K	36 5%	51 9%	57 10%	37 9%	52 10%	40 13%	93 10%
4	234 11%	119 12%	115 11%	33 14%H	49 14%H	46 14%H	37 10%	33 11%	35 7%	82 14%K	84 12%k	68 9%	54 10%	71 12%	52 12%	58 11%	39 13%	108 12%
5	585 28%	288 28%	297 28%	43 19%	102 29%C	85 25%c	123 33%CEg	81 27%c	150 31%Ce	146 25%	208 30%i	232 30%i	157 28%	159 27%	127 30%	142 28%	91 30%	243 27%
6 - Least important	796 38%	364 36%	432 41%A	57 24%	100 28%	106 32%	133 36%CD	155 51%CDEF	246 52%CDEF	157 27%	238 34%l	401 51%lJ	222 40%n	230 40%	145 34%	198 39%	95 31%	311 35%
Mean	4.65	4.57	4.71a	3.85	4.30C	4.39C	4.69CDE	5.06CDEF	5.18CDEF	4.12	4.54l	5.13lJ	4.67	4.72	4.53	4.64	4.48	4.48
Standard deviation	1.51	1.52	1.49	1.73	1.60	1.55	1.44	1.28	1.16	1.67	1.50	1.21	1.54	1.45	1.53	1.52	1.49	1.59
Standard error	0.03	0.05	0.05	0.12	0.08	0.08	0.08	0.07	0.05	0.07	0.06	0.04	0.06	0.06	0.09	0.07	0.09	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 30

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Having white teeth

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
NET: Top 3 most important	461 22%	48 27%BLM	14 14%	14 23%	384 22%b	16 18%	57 24%bm	46 27%BLM	42 23%	34 22%	42 22%	70 26%BLM	50 18%	28 16%
1 - Most important	112 5%	8 4%b	* *	2 4%	101 6%B	6 7%BI	17 7%BL	16 9%aBhLm	8 4%b	10 7%BL	10 5%b	19 7%BL	7 3%	8 5%b
2	151 7%	13 7%	7 7%	5 9%	126 7%	3 4%	14 6%	14 8%	20 11%eIM	12 8%	18 9% <i>m</i>	24 9% <i>m</i>	15 5%	7 4%
3	198 10%	27 15%DbhIJM	7 7%	7 11%	157 9%	6 7%	26 11%	16 10%	14 8%	11 7%	15 8%	27 10%	28 10%	13 7%
4	234 11%	13 7%	12 12%	6 10%	203 12%	11 13%	36 15%AKI	24 14%ak	28 15%AKI	19 12%	20 10%	23 8%	25 9%	17 10%
5	585 28%	46 26%	38 38%DafGHij	22 36%gl	480 28%	29 34%GI	60 26%	36 21%	44 24%	31 20%	52 27%	79 30%gi	94 34%Ghl	54 30%gi
6 - Least important	796 38%	71 40%	36 36%	19 31%	670 39%	29 34%	79 34%	63 37%	68 37%	68 45%f	79 41%	96 36%	110 39%	78 44%f
Mean	4.65	4.62	4.88FGk	4.59	4.64	4.66	4.50	4.42	4.57	4.66	4.67	4.52	4.84FGhK	4.89FGhK
Standard deviation	1.51	1.52	1.19	1.44	1.52	1.48	1.55	1.68	1.53	1.61	1.54	1.60	1.33	1.39
Standard error	0.03	0.11	0.12	0.19	0.04	0.16	0.11	0.12	0.12	0.12	0.11	0.11	0.08	0.10

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 31

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Avoiding acid erosion of my teeth

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
NET: Top 3 most important	1190 57%	583 57%	607 57%	95 41%	186 52%C	174 52%C	225 61%CDE	193 63%CDE	318 67%CDE	281 48%	398 57%l	511 65%lJ	304 55%	340 59%	247 58%	298 58%	169 56%	472 53%
1 - Most important	107 5%	57 6%	50 5%	11 5%	19 5%	20 6%	19 5%	14 5%	24 5%	30 5%	39 6%	38 5%	23 4%	27 5%	19 5%	37 7%L	15 5%	39 4%
2	487 23%	230 23%	257 24%	36 15%	89 25%C	70 21%	74 20%	78 25%C	141 30%CEF	125 21%	144 20%	219 28%lJ	128 23%	139 24%	105 25%	114 22%	69 23%	193 22%
3	596 29%	296 29%	300 28%	48 21%	78 22%	84 25%	131 35%CDE	101 33%CDE	154 32%CD	126 21%	215 31%l	254 32%l	153 28%	174 30%	123 29%	146 28%	85 28%	240 27%
4	442 21%	204 20%	238 22%	45 19%	61 17%	71 21%	90 24%D	68 22%	106 22%	107 18%	161 23%i	174 22%i	122 22%	126 22%	83 19%	111 22%	66 22%	201 23%
5	258 12%	131 13%	127 12%	43 18%FGH	69 19%FGH	56 17%FGH	28 8%	30 10%	31 7%	112 19%JK	84 12%K	61 8%	81 15%M	60 10%	60 14%	58 11%	49 16%	120 13%
6 - Least important	188 9%	96 9%	91 9%	49 21%DEFGH	41 11%fGH	34 10%GH	27 7%	14 5%	23 5%	90 15%JK	61 9%K	37 5%	49 9%	53 9%	37 9%	48 9%	20 7%	99 11%p
Mean	3.39	3.41	3.38	3.95DEFGH	3.55FGH	3.53fGH	3.31H	3.22	3.10	3.71JK	3.41K	3.15	3.46	3.36	3.40	3.35	3.41	3.52
Standard deviation	1.34	1.36	1.33	1.51	1.47	1.40	1.23	1.20	1.18	1.50	1.32	1.19	1.33	1.33	1.35	1.38	1.31	1.37
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.07	0.06	0.08	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 32

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Avoiding acid erosion of my teeth

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
NET: Top 3 most important	1190 57%	98 55%	65 65%J	44 70%daefJkl	983 57%	46 54%	128 55%	97 57%j	110 61%J	90 60%J	92 48%	146 54%	160 57%j	114 65%fJk
1 - Most important	107 5%	14 8%dlJM	7 6%Jm	5 9%iJM	81 5%	3 4%	9 4%	12 7%iJM	13 7%iJM	4 2%	3 1%	14 5%j	20 7%iJM	3 2%
2	487 23%	34 19%	26 26%	18 28%	410 24%	17 20%	43 19%	43 25%	46 25%	50 33%AEFJKL	41 21%	59 22%	66 24%	46 26%
3	596 29%	50 28%	33 33%	21 33%	492 28%	26 31%	76 33%	42 25%	51 28%	37 24%	49 25%	73 27%	74 26%	65 37%GIJKL
4	442 21%	40 22%cg	18 18%	7 11%	378 22%c	18 22%	45 19%	24 14%	36 20%	29 19%	61 31%aBCFGHIKM1%	57 26%bCfG	74 26%bCfG	34 19%
5	258 12%	24 14%L	13 13%l	7 11%	213 12%	8 9%	38 17%L	32 19%eijKL	24 13%L	17 11%	22 11%	29 11%	19 7%	24 13%L
6 - Least important	188 9%	15 9%M	5 5%	4 7%	163 9%	12 15%BHM	21 9%M	16 9%M	11 6%	16 10%M	18 10%M	36 14%BHM	27 10%M	5 3%
Mean	3.39	3.41	3.19	3.10	3.42	3.57bcm	3.53bchM	3.41	3.26	3.34	3.59BCHLM	3.51bchm	3.31	3.25
Standard deviation	1.34	1.38	1.27	1.37	1.34	1.40	1.32	1.46	1.33	1.37	1.25	1.43	1.36	1.12
Standard error	0.03	0.10	0.12	0.18	0.03	0.15	0.09	0.11	0.10	0.11	0.09	0.10	0.08	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base**

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 33

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Maintaining healthy teeth and gums

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
NET: Top 3 most important	1793 86%	862 85%	931 88%	168 72%	283 79% ^c	284 85% ^{Cd}	317 86% ^{CD}	286 94% ^{CDEF}	454 95% ^{CDEF}	451 76%	601 85% ^l	740 95% ^{lJ}	494 89% ^{mn}	491 85%	360 84%	448 87%	244 80%	753 84%
1 - Most important	1226 59%	586 58%	640 60%	105 45%	167 47%	180 54% ^{cd}	240 65% ^{CDE}	195 64% ^{CDE}	339 71% ^{CDEG}	272 46%	421 60% ^l	534 68% ^{lJ}	338 61%	337 58%	246 57%	305 59%	164 54%	483 54%
2	388 19%	189 19%	199 19%	38 16%	77 22% ^f	70 21% ^f	57 15%	61 20%	85 18%	115 20%	127 18%	146 19%	107 19%	107 19%	73 17%	101 20%	56 19%	188 21%
3	179 9%	87 9%	91 9%	25 11% ^{Fh}	39 11% ^{FH}	34 10% ^{Fh}	20 5%	30 10% ^{Fh}	30 6%	64 11% ^{jk}	54 8%	60 8%	49 9%	47 8%	41 10%	42 8%	24 8%	81 9%
4	143 7%	80 8%	64 6%	35 15% ^{EFGH}	44 12% ^{EFGH}	24 7% ^{gH}	17 4%	12 4%	12 3%	79 13% ^{JK}	41 6% ^K	24 3%	33 6%	52 9% ^{IO}	32 8%	26 5%	32 10%	77 9%
5	78 4%	37 4%	40 4%	17 7% ^{GH}	19 5% ^{GH}	15 4% ^{GH}	18 5% ^{GH}	2 1%	7 1%	36 6% ^K	33 5% ^K	8 1%	13 2%	20 3%	23 5% ^L	22 4% ^l	13 4%	34 4%
6 - Least important	64 3%	34 3%	29 3%	13 5% ^{GH}	11 3% ^h	11 3% ^H	18 5% ^{gH}	6 2%	5 1%	24 4% ^K	29 4% ^K	11 1%	16 3%	17 3%	12 3%	18 4%	15 5%	29 3%
Mean	1.87	1.91	1.83	2.40 ^{EFGH}	2.17 ^{eFGH}	1.98 ^{GH}	1.83 ^{gH}	1.63 ^h	1.49	2.26 ^{JK}	1.90 ^K	1.54	1.78	1.90	1.95 ^l	1.86	2.08	1.96
Standard deviation	1.33	1.36	1.30	1.60	1.42	1.37	1.44	1.05	0.95	1.50	1.41	0.99	1.25	1.34	1.38	1.35	1.49	1.35
Standard error	0.03	0.04	0.04	0.11	0.08	0.07	0.08	0.06	0.04	0.06	0.05	0.04	0.05	0.06	0.08	0.06	0.09	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 34

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Maintaining healthy teeth and gums

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
NET: Top 3 most important	1793 86%	158 89%g	90 89%	58 94%gik	1486 86%	72 86%	200 86%	139 82%	153 84%	125 83%	163 84%	225 84%	245 88%	165 93%efGHIJKI
1 - Most important	1226 59%	116 65%deG	65 65%G	43 69%G	1002 58%	45 54%	132 57%	84 50%	104 57%	93 61%g	113 59%	153 57%	161 58%	117 66%efGkl
2	388 19%	28 16%	13 13%	14 23%i	333 19%	21 24%bl	43 19%	31 18%	33 18%	18 12%	37 19%i	50 19%	64 23%aBI	35 19%i
3	179 9%	14 8%	12 11%c	1 2%	152 9%	6 8%	24 11%c	23 14%CJkLm	16 9%	15 10%c	13 7%	22 8%	20 7%	13 7%
4	143 7%	12 7%M	7 7%M	3 6%m	121 7%	5 6%M	18 8%M	15 9%M	10 6%M	14 9%M	17 9%M	22 8%M	19 7%M	2 1%
5	78 4%	6 3%	4 4%	* 1%	67 4%	3 3%	10 4%m	10 6%M	7 4%	5 3%	10 5%m	12 4%m	9 3%	2 1%
6 - Least important	64 3%	2 1%	* *	- -	62 4%a	4 5%ab	4 2%	6 4%	11 6%ABcfjI	7 5%Ab	4 2%	10 4%	6 2%	9 5%Ab
Mean	1.87	1.70	1.73	1.47	1.91aC	1.95C	1.89C	2.13ABCLM	1.99aCM	1.95Cm	1.89C	1.95aCM	1.82c	1.66
Standard deviation	1.33	1.17	1.17	0.85	1.36	1.39	1.29	1.44	1.49	1.46	1.34	1.40	1.25	1.24
Standard error	0.03	0.09	0.11	0.11	0.03	0.15	0.09	0.11	0.11	0.11	0.10	0.09	0.07	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 35

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Not having bad breath

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2077	997	1080	226	356	351	340	345	459	582	691	804	643	566	323	545	292	827
Weighted base	2077	1013	1064	233	357	334	370	305	478	590	704	783	556	579	427	515	304	892
NET: Top 3 most important	1123 54%	537 53%	585 55%	121 52%	190 53%	180 54%	209 56%	161 53%	261 55%	311 53%	389 55%	422 54%	284 51%	307 53%	232 54%	299 58%L	173 57%	487 55%
1 - Most important	283 14%	162 16%B	121 11%	40 17%	52 15%	47 14%	44 12%	41 13%	59 12%	92 16%	91 13%	99 13%	61 11%	81 14%	71 17%L	69 13%	47 16%	132 15%
2	401 19%	173 17%	228 21%A	31 13%	65 18%	61 18%	97 26% CDE	57 19%	91 19%	96 16%	157 22% I	148 19%	97 18%	112 19%	76 18%	115 22% I	63 21%	171 19%
3	439 21%	203 20%	236 22%	50 22%	73 20%	73 22%	68 18%	64 21%	111 23%	123 21%	141 20%	175 22%	126 23%	114 20%	84 20%	115 22%	63 21%	184 21%
4	531 26%	254 25%	277 26%	44 19%	80 22%	87 26% c	86 23%	94 31% CDF	140 29% CDf	124 21%	173 25%	234 30% IJ	155 28%	143 25%	105 25%	128 25%	63 21%	214 24%
5	247 12%	122 12%	125 12%	31 14%	51 14% g	37 11%	48 13%	29 9%	51 11%	83 14% k	85 12%	80 10%	71 13% O	79 14% O	53 12%	45 9%	42 14%	113 13%
6 - Least important	176 8%	100 10%B	76 7%	36 16% dEFGH	36 10% H	30 9% h	27 7%	21 7%	26 5%	72 12% JK	57 8%	47 6%	46 8%	50 9%	38 9%	42 8%	25 8%	78 9%
Mean	3.28	3.30	3.27	3.45	3.34	3.29	3.21	3.25	3.24	3.38	3.25	3.24	3.39 O	3.31	3.24	3.18	3.22	3.27
Standard deviation	1.47	1.53	1.40	1.66	1.54	1.48	1.45	1.40	1.36	1.59	1.46	1.37	1.42	1.50	1.52	1.44	1.52	1.50
Standard error	0.03	0.05	0.04	0.11	0.08	0.08	0.08	0.08	0.06	0.07	0.06	0.05	0.06	0.06	0.08	0.06	0.09	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Dental Hygiene Survey

ONLINE Fieldwork: 14th-15th March 2018

Absolutes/col percents

Table 36

Q.8 What is most important to you when you consider your own dental hygiene? Please rank the following factors from 1 to 6 in order of importance, with 1 representing what is most important and 6 representing what is least important in terms of your dental hygiene.

Not having bad breath

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2077	186	107	60	1724	88	205	185	173	169	189	220	303	192
Weighted base	2077	177	101*	62*	1737	85*	232	169	181	151	193	268	280	177
NET: Top 3 most important	1123 54%	97 55%	53 53%	26 42%	946 54% ^c	49 58%	109 47%	91 54%	99 55%	90 60% ^{CF}	112 58% ^{cf}	144 54%	159 57% ^{cf}	92 52%
1 - Most important	283 14%	25 14% ^C	13 13% ^c	2 3%	244 14% ^C	13 15% ^C	30 13% ^c	21 13% ^c	21 11% ^c	21 14% ^C	31 16% ^C	35 13% ^c	48 17% ^C	23 13% ^c
2	401 19%	40 22% ^C	25 25% ^C	4 6%	332 19% ^C	16 19% ^C	44 19% ^C	34 20% ^C	31 17% ^c	26 17% ^c	44 23% ^C	50 19% ^C	55 20% ^C	32 18% ^c
3	439 21%	32 18%	16 15%	20 33% ^d ABFJlm	370 21%	19 23%	35 15%	36 21%	48 27% ^{abF}	43 29% ^{ABFj}	37 19%	59 22%	56 20%	37 21%
4	531 26%	47 27% ⁱ	28 28% ⁱ	26 41% ^{Dae} FGHJK I	430 25%	20 24%	61 26%	41 24%	47 26%	27 18%	47 24%	54 20%	79 28% ^{Ik}	54 30% ^{IK}
5	247 12%	25 14% ^J	12 12%	7 10%	203 12%	6 7%	36 16% ^{eJ}	20 12%	19 10%	20 14% ^j	14 7%	41 15% ^{eJ}	30 11%	17 9%
6 - Least important	176 8%	8 5%	7 7%	4 6%	157 9% ^a	9 11% ^{aL}	26 11% ^{AL}	17 10% ^{aL}	15 9% ^l	13 9% ^l	21 11% ^{AL}	29 11% ^{AL}	12 4%	15 8%
Mean	3.28	3.18	3.24	3.68 ^d AbeijLm	3.28	3.21	3.46 ^j L	3.33	3.33 ^l	3.27	3.15	3.38 ^L	3.09	3.30
Standard deviation	1.47	1.42	1.45	1.05	1.48	1.52	1.55	1.49	1.41	1.47	1.54	1.54	1.41	1.43
Standard error	0.03	0.10	0.14	0.14	0.04	0.16	0.11	0.11	0.11	0.11	0.11	0.10	0.08	0.10

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base**