

# Americans and their Gums: A Relationship on the Rocks

**MORE THAN  
A QUARTER**  
OF U.S. ADULTS ARE

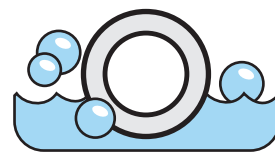


**DISHONEST  
WITH DENTISTS**  
ABOUT HOW OFTEN THEY  
FLOSS THEIR TEETH

**MORE THAN A THIRD**  
OF AMERICANS WOULD RATHER DO AN  
**UNPLEASANT ACTIVITY**  
OVER DAILY FLOSSING

INSTEAD OF FLOSSING, AMERICANS WOULD RATHER:

**18%** Wash a sink  
full of dirty  
dishes



**14%** Wait in a long  
check-out line



**14%** Clean  
the  
toilet



**9%** Sit in gridlock  
traffic



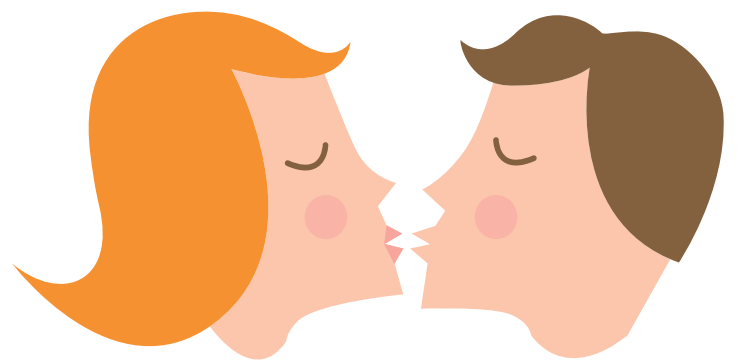
**MORE  
THAN  
A THIRD**





**SAY A SMILE IS THE FIRST  
THING THEY NOTICE**  
WHEN MEETING SOMEONE THEY ARE ATTRACTED TO

**THREE IN FIVE**

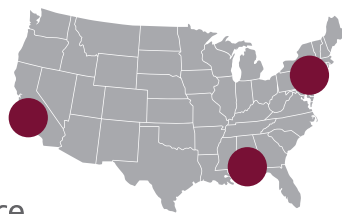
(60%) SAY THEIR PARTNER'S ORAL HEALTH  
(E.G., TEETH, GUMS, BREATH) HAS AN  
**EFFECT ON THEIR INTIMACY**



Women are more likely than  
men to say smile is the first  
thing they notice

**41%**  **31%** 

Those in Los Angeles (45%), Boston (44%)  
and Atlanta (45%) areas are more likely  
than those who live  
in the Chicago  
(32%) or Houston  
(30%) areas to  
say a smile is the  
first thing they notice



This research was conducted by Harris Poll  
on behalf of the American Academy of  
Periodontology from March 20-24, 2015,  
among 2,021 adults ages 18+

*There's good news —  
your relationship can be saved.*

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