Daily Survey: Cosmetic Dentistry

YouGov

Sample   1000 U.S. Adult Citizens
Conducted   September 20 - 25, 2023
Margin of Error   ±4%

1. When was the last time you visited a dentist?

In the past 6 months	39%
Between 6 and 12 months ago	14%
1 to 2 years ago	12%
3 to 4 years ago	9%
5 to 6 years ago	5%
7 to 8 years ago	2%
9 to 10 years ago	2%
More than 10 years ago	10%
Never	2%
Not sure	5%

2. When was the last time you visited an orthodontist?

In the past 6 months	4%
Between 6 and 12 months ago	4%
1 to 2 years ago	6%
3 to 4 years ago	3%
5 to 6 years ago	3%
7 to 8 years ago	1%
9 to 10 years ago	2%
More than 10 years ago	20%
Never	45%
Not sure	12%

3. Do you currently have dental insurance?

Yes	58%
No	37%
Not sure	4%

4. How do you feel about visiting the dentist?

Love it	7%
Like it	13%
Neutral	40%
Dislike it	20%
Hate it	17%
Not sure	2%

5. Would you say your teeth are currently. . . ?

Very straight 28%
Somewhat straight 46%
Not very straight 14%
Not straight at all 7%
Not sure 4%

6. Would you say your teeth are currently. . . ?

Very white 8%
Somewhat white 51%
Not very white 29%
Not white at all 8%
Not sure 4%

7. How attractive or unattractive do you think most other people would consider your teeth to be?

Very attractive 12%
Somewhat attractive 40%
Somewhat unattractive 23%
Very unattractive 9%
Not sure 15%

8. How much, if at all, does the appearance of your teeth influence your self-confidence?

A great deal 29%
Somewhat 34%
Not much 19%
Not at all 12%
Not sure 6%

9. How important is it for you personally to have teeth that are considered conventionally attractive?

Very important 29%
Somewhat important 41%
Not very important 17%
Not at all important 7%
Not sure 6%

10. How important do you think Americans in general consider it to be to have teeth that are considered conventionally attractive?

Very important 38%
Somewhat important 44%
Not very important 6%
Not at all important 2%
Not sure 10%

Daily Survey: Cosmetic Dentistry

11. Cosmetic dentistry focuses on improving the appearance of a person's teeth, mouth, and smile. Have you ever had a cosmetic dentistry procedure?

Yes, I have 17%
No, but I have considered it 30%
No, and I have not considered it 53%

12. How often do you think celebrities have cosmetic dentistry procedures?

Very often 59%
Somewhat often 27%
Not very often 3%
Not at all often 1%
Not sure 10%

13. Would you say that you are satisfied or dissatisfied overall with the outcome of cosmetic dentistry procedures you've had?
Among people who say they've had a cosmetic dentistry procedure

Very satisfied 42%
Somewhat satisfied 41%
Somewhat dissatisfied 7%
Very dissatisfied 7%
Not sure 2%

14. Which, if any, of the following have you ever had? Select all that apply.

Dental veneers 8%
Dental bonding 8%
Gum surgery or grafting 10%
Professional teeth whitening 19%
None of the above 66%

15. Which, if any, of the following have you ever had? Select all that apply.

Metal braces 19%
Clear aligners, such as Invisalign 6%
A removable acrylic retainer 8%
A plastic removable retainer 15%
A permanent retainer 5%
None of the above 68%

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Interviewing Dates	September 20 - 25, 2023
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 6.526, with a mean of one and a standard deviation of 0.834.
Number of respondents	1000
Margin of error	$\pm$ 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 questions not reported.

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1. Last Dentist Visit
When was the last time you visited a dentist?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
In the past 6 months	39%	36%	41%	37%	32%	38%	48%	41%	30%	31%	45%
Between 6 and 12 months ago	14%	13%	14%	19%	15%	12%	10%	14%	17%	10%	13%
1 to 2 years ago	12%	12%	12%	10%	17%	12%	9%	12%	11%	19%	7%
3 to 4 years ago	9%	9%	10%	9%	10%	9%	8%	10%	7%	11%	2%
5 to 6 years ago	5%	5%	5%	3%	5%	6%	5%	5%	0%	10%	3%
7 to 8 years ago	2%	3%	1%	2%	3%	3%	1%	2%	4%	4%	1%
9 to 10 years ago	2%	2%	1%	3%	2%	2%	0%	1%	5%	0%	5%
More than 10 years ago	10%	11%	9%	4%	7%	13%	14%	11%	6%	5%	16%
Never	2%	4%	1%	5%	4%	1%	0%	1%	8%	6%	1%
Not sure	5%	4%	6%	7%	5%	5%	3%	4%	13%	3%	7%
Totals	100%	99%	100%	99%	100%	101%	98%	101%	101%	99%	100%
Unweighted N	(999)	(447)	(552)	(129)	(220)	(394)	(256)	(680)	(102)	(157)	(60)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
In the past 6 months	39%	40%	32%	45%	42%	46%	24%	46%	62%	38%	44%	36%	38%
Between 6 and 12 months ago	14%	15%	11%	14%	13%	14%	13%	12%	14%	16%	15%	10%	16%
1 to 2 years ago	12%	13%	12%	12%	15%	11%	15%	13%	8%	15%	10%	12%	13%
3 to 4 years ago	9%	9%	12%	6%	8%	8%	12%	8%	8%	13%	8%	9%	9%
5 to 6 years ago	5%	3%	6%	6%	4%	4%	5%	6%	3%	3%	6%	4%	6%
7 to 8 years ago	2%	3%	2%	2%	3%	3%	3%	3%	0%	2%	2%	3%	3%
9 to 10 years ago	2%	1%	4%	0%	1%	1%	3%	1%	0%	0%	1%	3%	1%
More than 10 years ago	10%	8%	13%	9%	6%	10%	16%	7%	1%	7%	8%	13%	10%
Never	2%	4%	1%	2%	2%	0%	3%	1%	1%	3%	2%	3%	1%
Not sure	5%	4%	8%	3%	4%	3%	6%	3%	2%	4%	4%	7%	4%
Totals	100%	100%	101%	99%	98%	100%	100%	100%	99%	101%	100%	100%	101%
Unweighted N	(999)	(347)	(375)	(277)	(346)	(340)	(438)	(253)	(213)	(191)	(235)	(384)	(189)

2. Last Orthodontist Visit
When was the last time you visited an orthodontist?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
In the past 6 months	4%	4%	4%	6%	4%	4%	2%	3%	7%	5%	1%
Between 6 and 12 months ago	4%	5%	3%	5%	4%	2%	4%	3%	7%	6%	1%
1 to 2 years ago	6%	7%	4%	10%	7%	2%	4%	5%	2%	11%	6%
3 to 4 years ago	3%	6%	1%	10%	2%	1%	2%	2%	7%	7%	2%
5 to 6 years ago	3%	3%	3%	9%	3%	1%	1%	3%	0%	10%	4%
7 to 8 years ago	1%	0%	1%	1%	1%	0%	0%	0%	1%	2%	0%
9 to 10 years ago	2%	2%	2%	4%	2%	1%	0%	1%	3%	3%	1%
More than 10 years ago	20%	18%	23%	9%	17%	33%	18%	24%	14%	11%	15%
Never	45%	43%	47%	26%	46%	46%	62%	49%	41%	33%	41%
Not sure	12%	12%	13%	20%	14%	10%	6%	9%	19%	14%	29%
Totals	100%	100%	101%	100%	100%	100%	99%	99%	101%	102%	100%
Unweighted N	(999)	(447)	(552)	(129)	(220)	(394)	(256)	(680)	(102)	(157)	(60)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
In the past 6 months	4%	5%	2%	4%	3%	4%	5%	1%	6%	2%	4%	3%	7%
Between 6 and 12 months ago	4%	5%	3%	3%	5%	3%	2%	4%	6%	10%	2%	4%	1%
1 to 2 years ago	6%	8%	3%	5%	6%	4%	3%	7%	9%	6%	6%	3%	9%
3 to 4 years ago	3%	5%	2%	2%	5%	1%	2%	7%	2%	5%	0%	3%	5%
5 to 6 years ago	3%	4%	3%	3%	4%	2%	5%	4%	2%	1%	5%	2%	6%
7 to 8 years ago	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	1%
9 to 10 years ago	2%	3%	1%	2%	2%	2%	2%	3%	1%	0%	2%	2%	2%
More than 10 years ago	20%	18%	21%	23%	24%	25%	21%	22%	25%	18%	25%	22%	15%
Never	45%	39%	49%	47%	40%	49%	46%	41%	41%	47%	40%	48%	44%
Not sure	12%	12%	15%	10%	10%	11%	14%	9%	8%	11%	15%	13%	10%
Totals	100%	100%	99%	99%	100%	101%	101%	99%	100%	100%	99%	101%	100%
Unweighted N	(999)	(348)	(374)	(277)	(347)	(340)	(437)	(253)	(213)	(190)	(235)	(385)	(189)

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3. Dental Insurance
Do you currently have dental insurance?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	58%	54%	63%	54%	53%	66%	58%	59%	54%	58%	57%
No	37%	42%	33%	39%	44%	30%	39%	38%	35%	38%	38%
Not sure	4%	4%	4%	7%	3%	4%	3%	3%	10%	5%	5%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(999)	(447)	(552)	(129)	(220)	(394)	(256)	(681)	(102)	(156)	(60)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	58%	63%	55%	56%	67%	60%	51%	60%	75%	51%	69%	54%	62%
No	37%	34%	38%	41%	29%	37%	42%	38%	24%	46%	28%	41%	34%
Not sure	4%	3%	7%	3%	4%	3%	7%	2%	1%	3%	3%	5%	4%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(348)	(374)	(277)	(346)	(340)	(438)	(253)	(213)	(190)	(235)	(385)	(189)

4. Feelings on Visiting the Dentist
How do you feel about visiting the dentist?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	7%	7%	6%	10%	11%	3%	3%	4%	16%	11%	7%
Like it	13%	13%	13%	18%	16%	10%	11%	13%	15%	15%	11%
Neutral	40%	47%	34%	40%	41%	35%	47%	40%	43%	36%	37%
Dislike it	20%	15%	25%	23%	12%	25%	20%	22%	12%	19%	20%
Hate it	17%	16%	18%	7%	14%	25%	18%	19%	10%	16%	16%
Not sure	2%	1%	4%	3%	5%	1%	1%	1%	4%	3%	8%
Totals	99%	99%	100%	101%	99%	99%	100%	99%	100%	100%	99%
Unweighted N	(998)	(446)	(552)	(128)	(220)	(394)	(256)	(680)	(102)	(157)	(59)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	7%	9%	5%	6%	7%	5%	8%	6%	8%	5%	4%	7%	11%
Like it	13%	19%	12%	9%	18%	9%	13%	12%	21%	16%	15%	12%	13%
Neutral	40%	38%	42%	41%	39%	42%	33%	47%	46%	46%	37%	42%	35%
Dislike it	20%	20%	19%	23%	20%	21%	19%	20%	18%	20%	27%	17%	20%
Hate it	17%	13%	20%	19%	15%	20%	22%	14%	7%	11%	17%	17%	21%
Not sure	2%	1%	4%	3%	1%	3%	5%	1%	0%	2%	0%	5%	0%
Totals	99%	100%	102%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(998)	(347)	(374)	(277)	(346)	(340)	(437)	(253)	(213)	(191)	(235)	(384)	(188)

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5. Straightness of Teeth
Would you say your teeth are currently. . . ?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very straight	28%	29%	27%	33%	24%	28%	29%	31%	22%	17%	31%
Somewhat straight	46%	45%	48%	49%	49%	44%	43%	45%	46%	54%	45%
Not very straight	14%	16%	12%	13%	14%	14%	14%	12%	16%	19%	17%
Not straight at all	7%	6%	8%	3%	7%	9%	8%	6%	13%	7%	7%
Not sure	4%	4%	5%	2%	5%	5%	5%	5%	3%	2%	0%
Totals	99%	100%	100%	100%	99%	100%	99%	99%	100%	99%	100%
Unweighted N	(999)	(446)	(553)	(129)	(219)	(395)	(256)	(680)	(102)	(157)	(60)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very straight	28%	34%	20%	32%	30%	31%	20%	32%	45%	33%	28%	24%	33%
Somewhat straight	46%	42%	49%	48%	50%	50%	42%	51%	42%	46%	46%	46%	47%
Not very straight	14%	14%	16%	11%	11%	9%	18%	12%	9%	13%	14%	14%	14%
Not straight at all	7%	7%	10%	5%	7%	4%	12%	4%	2%	4%	8%	10%	5%
Not sure	4%	3%	5%	5%	2%	6%	7%	1%	2%	3%	4%	7%	1%
Totals	99%	100%	100%	101%	100%	100%	99%	100%	100%	99%	100%	101%	100%
Unweighted N	(999)	(347)	(375)	(277)	(346)	(340)	(438)	(252)	(213)	(191)	(235)	(384)	(189)

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6. Whiteness of Teeth
Would you say your teeth are currently. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very white	8%	8%	9%	16%	11%	5%	3%	10%	8%	6%	2%
Somewhat white	51%	53%	49%	49%	52%	47%	57%	52%	51%	48%	41%
Not very white	29%	31%	28%	31%	26%	32%	26%	27%	28%	38%	38%
Not white at all	8%	4%	11%	3%	6%	11%	10%	7%	9%	5%	18%
Not sure	4%	3%	4%	1%	5%	5%	4%	4%	4%	3%	0%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(996)	(443)	(553)	(129)	(219)	(395)	(253)	(678)	(102)	(157)	(59)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very white	8%	12%	7%	6%	9%	7%	7%	8%	11%	7%	10%	6%	12%
Somewhat white	51%	50%	45%	58%	59%	56%	43%	61%	58%	63%	51%	47%	50%
Not very white	29%	26%	33%	29%	23%	28%	31%	25%	28%	25%	30%	31%	29%
Not white at all	8%	9%	11%	3%	7%	5%	13%	6%	2%	2%	7%	11%	7%
Not sure	4%	3%	4%	3%	1%	4%	5%	0%	1%	3%	2%	5%	2%
Totals	100%	100%	100%	99%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(996)	(346)	(374)	(276)	(346)	(339)	(437)	(251)	(212)	(190)	(234)	(383)	(189)

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7. Attractiveness of Teeth
How attractive or unattractive do you think most other people would consider your teeth to be?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very attractive	12%	11%	13%	21%	13%	9%	7%	13%	17%	7%	7%
Somewhat attractive	40%	40%	40%	39%	42%	38%	42%	42%	38%	35%	38%
Somewhat unattractive	23%	27%	21%	24%	20%	25%	23%	22%	22%	29%	32%
Very unattractive	9%	6%	11%	7%	10%	9%	9%	7%	13%	11%	13%
Not sure	15%	17%	14%	9%	15%	19%	18%	17%	9%	18%	9%
Totals	99%	101%	99%	100%	100%	100%	99%	101%	99%	100%	99%
Unweighted N	(1,000)	(447)	(553)	(129)	(220)	(395)	(256)	(681)	(102)	(157)	(60)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very attractive	12%	16%	8%	12%	14%	10%	11%	15%	12%	13%	15%	8%	15%
Somewhat attractive	40%	43%	34%	44%	47%	42%	32%	47%	53%	50%	34%	41%	37%
Somewhat unattractive	23%	24%	27%	20%	21%	20%	25%	22%	22%	23%	23%	22%	27%
Very unattractive	9%	7%	11%	8%	6%	7%	17%	3%	3%	5%	7%	13%	6%
Not sure	15%	10%	20%	16%	12%	21%	16%	13%	10%	9%	20%	16%	14%
Totals	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,000)	(348)	(375)	(277)	(347)	(340)	(438)	(253)	(213)	(191)	(235)	(385)	(189)

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8. Teeth and Self-Confidence
How much, if at all, does the appearance of your teeth influence your self-confidence?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A great deal	29%	21%	37%	36%	33%	28%	22%	29%	41%	26%	21%
Somewhat	34%	37%	30%	35%	33%	34%	33%	36%	24%	31%	36%
Not much	19%	22%	17%	20%	17%	21%	18%	16%	20%	26%	33%
Not at all	12%	14%	9%	4%	9%	12%	20%	13%	7%	9%	11%
Not sure	6%	5%	7%	5%	7%	5%	7%	6%	9%	8%	0%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	101%	100%	101%
Unweighted N	(998)	(446)	(552)	(129)	(220)	(394)	(255)	(681)	(101)	(156)	(60)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A great deal	29%	37%	24%	27%	35%	28%	30%	30%	29%	26%	31%	27%	34%
Somewhat	34%	35%	31%	35%	33%	36%	31%	31%	41%	33%	35%	31%	37%
Not much	19%	15%	22%	21%	20%	18%	19%	21%	17%	18%	19%	22%	16%
Not at all	12%	7%	14%	14%	9%	14%	12%	14%	11%	15%	12%	11%	10%
Not sure	6%	5%	9%	4%	2%	5%	8%	4%	2%	7%	3%	9%	3%
Totals	100%	99%	100%	101%	99%	101%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(998)	(348)	(374)	(276)	(346)	(339)	(437)	(252)	(213)	(191)	(235)	(384)	(188)

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9. Personal Importance of Attractive Teeth

How important is it for you personally to have teeth that are considered conventionally attractive?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	29%	23%	35%	41%	38%	23%	17%	29%	43%	22%	17%
Somewhat important	41%	38%	43%	48%	38%	38%	42%	40%	43%	45%	42%
Not very important	17%	22%	12%	5%	12%	22%	26%	18%	5%	19%	27%
Not at all important	7%	11%	4%	4%	5%	9%	11%	8%	7%	5%	9%
Not sure	6%	7%	5%	2%	7%	8%	5%	6%	2%	9%	4%
Totals	100%	101%	99%	100%	100%	100%	101%	101%	100%	100%	99%
Unweighted N	(996)	(444)	(552)	(127)	(219)	(395)	(255)	(680)	(101)	(155)	(60)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	29%	37%	22%	28%	32%	24%	30%	26%	31%	29%	23%	31%	33%
Somewhat important	41%	44%	38%	41%	46%	41%	38%	45%	43%	38%	48%	41%	37%
Not very important	17%	11%	21%	19%	14%	22%	16%	16%	18%	25%	18%	12%	19%
Not at all important	7%	4%	12%	6%	5%	8%	9%	8%	5%	6%	7%	9%	6%
Not sure	6%	4%	7%	6%	3%	5%	6%	5%	3%	3%	4%	8%	6%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	101%	101%
Unweighted N	(996)	(345)	(374)	(277)	(346)	(340)	(434)	(253)	(213)	(191)	(234)	(383)	(188)

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10. Overall Importance of Attractive Teeth
How important do you think Americans in general consider it to be to have teeth that are considered conventionally attractive?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	38%	34%	41%	44%	47%	35%	27%	34%	54%	41%	35%
Somewhat important	44%	45%	43%	38%	36%	49%	52%	50%	28%	39%	32%
Not very important	6%	7%	5%	9%	2%	6%	6%	5%	4%	8%	12%
Not at all important	2%	3%	2%	2%	2%	2%	4%	2%	4%	4%	1%
Not sure	10%	10%	9%	7%	12%	9%	11%	9%	10%	9%	21%
Totals	100%	99%	100%	100%	99%	101%	100%	100%	100%	101%	101%
Unweighted N	(997)	(446)	(551)	(129)	(220)	(392)	(256)	(678)	(102)	(157)	(60)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	38%	37%	38%	38%	40%	37%	44%	34%	30%	29%	37%	40%	40%
Somewhat important	44%	49%	39%	46%	51%	45%	35%	52%	54%	57%	44%	38%	44%
Not very important	6%	5%	6%	7%	4%	7%	5%	7%	9%	5%	8%	5%	6%
Not at all important	2%	3%	2%	1%	1%	1%	4%	1%	1%	1%	1%	3%	3%
Not sure	10%	6%	15%	8%	4%	10%	12%	6%	6%	8%	9%	13%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	99%
Unweighted N	(997)	(347)	(374)	(276)	(346)	(339)	(437)	(253)	(212)	(191)	(233)	(384)	(189)

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11. Ever Had Cosmetic Dentistry
Cosmetic dentistry focuses on improving the appearance of a person's teeth, mouth, and smile. Have you ever had a cosmetic dentistry procedure?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	17%	19%	16%	17%	24%	14%	14%	17%	15%	19%	19%
No, but I have considered it	30%	27%	33%	37%	34%	29%	19%	24%	45%	43%	35%
No, and I have not considered it	53%	54%	52%	45%	42%	57%	67%	59%	40%	38%	47%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(995)	(442)	(553)	(128)	(220)	(392)	(255)	(677)	(102)	(156)	(60)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, I have	17%	22%	14%	16%	23%	16%	14%	19%	24%	23%	13%	18%	16%
No, but I have considered it	30%	33%	27%	29%	33%	27%	33%	30%	28%	22%	25%	31%	39%
No, and I have not considered it	53%	45%	58%	55%	44%	57%	53%	51%	48%	55%	62%	52%	45%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(995)	(347)	(372)	(276)	(346)	(338)	(435)	(252)	(213)	(191)	(233)	(383)	(188)

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12. Celebrity Cosmetic Dentistry
How often do you think celebrities have cosmetic dentistry procedures?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	59%	56%	63%	53%	58%	65%	60%	61%	60%	56%	53%
Somewhat often	27%	30%	24%	39%	24%	22%	25%	26%	24%	31%	36%
Not very often	3%	4%	2%	2%	6%	3%	1%	2%	4%	3%	7%
Not at all often	1%	0%	1%	0%	1%	0%	1%	1%	1%	0%	0%
Not sure	10%	10%	10%	6%	12%	10%	13%	11%	12%	11%	3%
Totals	100%	100%	100%	100%	101%	100%	100%	101%	101%	101%	99%
Unweighted N	(1,000)	(447)	(553)	(129)	(220)	(395)	(256)	(681)	(102)	(157)	(60)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very often	59%	59%	56%	64%	60%	68%	58%	58%	67%	52%	62%	63%	57%
Somewhat often	27%	30%	26%	24%	30%	21%	25%	32%	23%	36%	24%	20%	34%
Not very often	3%	3%	4%	2%	2%	1%	3%	4%	2%	3%	2%	3%	4%
Not at all often	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%
Not sure	10%	7%	14%	9%	7%	8%	12%	6%	8%	9%	11%	14%	4%
Totals	100%	100%	100%	100%	99%	99%	99%	101%	100%	100%	99%	101%	100%
Unweighted N	(1,000)	(348)	(375)	(277)	(347)	(340)	(438)	(253)	(213)	(191)	(235)	(385)	(189)

13. Satisfaction with Cosmetic Dentistry

Would you say that you are satisfied or dissatisfied overall with the outcome of cosmetic dentistry procedures you've had?

Among people who say they've had a cosmetic dentistry procedure

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very satisfied	42%	41%	44%	*	40%	40%	42%	48%	*	39%	*
Somewhat satisfied	41%	48%	35%	*	49%	38%	39%	35%	*	52%	*
Somewhat dissatisfied	7%	6%	7%	*	1%	9%	9%	8%	*	8%	*
Very dissatisfied	7%	5%	10%	*	9%	10%	7%	8%	*	2%	*
Not sure	2%	1%	4%	*	1%	4%	3%	2%	*	0%	*
Totals	99%	101%	100%	*	100%	101%	100%	101%	*	101%	*
Unweighted N	(172)	(82)	(90)	(27)	(47)	(62)	(36)	(113)	(20)	(30)	(9)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very satisfied	42%	44%	49%	33%	45%	44%	48%	34%	51%	50%	48%	31%	*
Somewhat satisfied	41%	39%	43%	44%	39%	38%	30%	46%	43%	47%	20%	52%	*
Somewhat dissatisfied	7%	11%	2%	4%	9%	5%	7%	12%	3%	1%	13%	6%	*
Very dissatisfied	7%	4%	6%	14%	5%	13%	12%	7%	4%	2%	10%	9%	*
Not sure	2%	2%	0%	5%	1%	0%	3%	1%	0%	0%	8%	2%	*
Totals	99%	100%	100%	100%	99%	100%	100%	100%	101%	100%	99%	100%	*
Unweighted N	(172)	(75)	(52)	(45)	(72)	(53)	(59)	(48)	(50)	(46)	(31)	(69)	(26)

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14. Cosmetic Dentistry Interventions
Which, if any, of the following have you ever had? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Dental veneers	8%	7%	8%	5%	7%	9%	9%	8%	8%	7%	9%
Dental bonding	8%	9%	7%	9%	8%	7%	9%	10%	4%	2%	5%
Gum surgery or grafting	10%	11%	10%	12%	7%	10%	13%	11%	6%	13%	7%
Professional teeth whitening	19%	23%	16%	28%	25%	16%	10%	18%	23%	19%	29%
None of the above	66%	64%	68%	52%	65%	70%	72%	66%	68%	66%	59%
Unweighted N	(1,000)	(447)	(553)	(129)	(220)	(395)	(256)	(681)	(102)	(157)	(60)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Dental veneers	8%	11%	5%	7%	10%	8%	6%	10%	8%	9%	5%	6%	11%
Dental bonding	8%	8%	5%	11%	9%	11%	6%	10%	10%	14%	9%	7%	6%
Gum surgery or grafting	10%	14%	8%	10%	10%	12%	9%	8%	15%	12%	7%	11%	11%
Professional teeth whitening	19%	26%	16%	17%	27%	15%	14%	29%	23%	23%	15%	17%	26%
None of the above	66%	57%	74%	66%	58%	68%	70%	60%	63%	57%	72%	69%	62%
Unweighted N	(1,000)	(348)	(375)	(277)	(347)	(340)	(438)	(253)	(213)	(191)	(235)	(385)	(189)

15. Orthodontic Interventions

Which, if any, of the following have you ever had? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Metal braces	19%	17%	22%	21%	19%	23%	12%	22%	10%	17%	15%
Clear aligners, such as Invisalign	6%	7%	5%	10%	11%	2%	3%	6%	2%	10%	8%
A removable acrylic retainer	8%	8%	7%	13%	9%	4%	5%	8%	1%	10%	10%
A plastic removable retainer	15%	13%	15%	14%	18%	15%	11%	15%	7%	24%	11%
A permanent retainer	5%	5%	5%	8%	8%	3%	2%	6%	4%	4%	3%
None of the above	68%	68%	67%	56%	65%	71%	77%	67%	78%	59%	74%
Unweighted N	(1,000)	(447)	(553)	(129)	(220)	(395)	(256)	(681)	(102)	(157)	(60)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Metal braces	19%	19%	19%	20%	21%	21%	20%	21%	23%	18%	24%	15%	23%
Clear aligners, such as Invisalign	6%	8%	3%	6%	9%	5%	3%	8%	11%	10%	2%	4%	10%
A removable acrylic retainer	8%	9%	7%	7%	9%	8%	6%	12%	10%	9%	8%	4%	12%
A plastic removable retainer	15%	14%	13%	17%	16%	15%	13%	15%	21%	19%	19%	11%	12%
A permanent retainer	5%	8%	2%	5%	8%	5%	3%	8%	7%	6%	9%	3%	4%
None of the above	68%	63%	73%	68%	60%	70%	71%	59%	62%	63%	63%	76%	61%
Unweighted N	(1,000)	(348)	(375)	(277)	(347)	(340)	(438)	(253)	(213)	(191)	(235)	(385)	(189)

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Interviewing Dates	September 20 - 25, 2023
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 6.526, with a mean of one and a standard deviation of 0.834.
Number of respondents	1000
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 questions not reported.