



Mail Order Orthodontics ~ Merged
Fieldwork Dates: 22nd November - 5th December 2019

Conducted by YouGov
YouGov RealTime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email uspress@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2620 adults. Fieldwork was undertaken between 22nd November - 5th December 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US_nat_int Sample: 22nd November - 5th December 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

rr0_q1. How much do you trust or distrust your current dentist?

Unweighted base	2620	1217	1403	66	804	671	915	162	2	-	439	538	990	653	1791
Base: All US Adults	2620	1274	1346	84	845	638	891	160	2	-	466	550	986	618	1674
Trust a lot	40%	40%	41%	43%	32%	38%	48%	54%	100%	-	46%	44%	36%	39%	45%
				*	D	D	D.E	D.E	**	**	L.M	L			O.P.Q
Trust a little	20%	20%	21%	21%	23%	24%	16%	14%	-	-	22%	19%	19%	22%	19%
				*	F.G	F.G			**	**					
Distrust a little	6%	6%	6%	7%	8%	5%	3%	3%	-	-	8%	4%	6%	6%	5%
				*	E.F.G				**	**	K				
Distrust a lot	3%	3%	3%	2%	4%	3%	2%	2%	-	-	3%	2%	2%	4%	2%
				*	F				**	**					
Don't know	5%	4%	5%	12%	6%	4%	3%	4%	-	-	5%	4%	5%	4%	4%
				E.F.G*	F				**	**					
Prefer not to say	2%	1%	3%	-	2%	2%	2%	1%	-	-	2%	2%	2%	3%	1%
				*					**	**					
Not applicable - I don't have a dentist	24%	26%	22%	15%	24%	23%	25%	21%	-	-	13%	24%	30%	22%	23%
		B		*					**	**	J	J	J.K.M	J	

rr0_q2. Orthodontics are dental appliances (such as braces) used to correct irregularities of the teeth. Have you ever considered purchasing orthodontics by mail for yourself or for a member of your immediate family? Please select all that apply.

Unweighted base	2620	1217	1403	66	804	671	915	162	2	-	439	538	990	653	1791
Base: All US Adults	2620	1274	1346	84	845	638	891	160	2	-	466	550	986	618	1674
Yes, I've considered purchasing them for myself	14%	13%	14%	14%	22%	17%	6%	0%	-	-	14%	12%	13%	16%	11%
				F.G*	E.F.G	F.G	G		**	**					
Yes, I've considered purchasing them for a member of my immediate family	9%	9%	10%	8%	14%	13%	4%	1%	-	-	9%	8%	9%	10%	9%
				G*	F.G	F.G			**	**					
No, I've never considered purchasing them for myself or a member of my immediate family	46%	45%	47%	47%	34%	42%	57%	55%	-	-	46%	47%	46%	43%	51%
				*		D	D.E	D.E	**	**					O.P.Q
Don't know	5%	5%	5%	8%	7%	4%	4%	2%	59%	-	5%	5%	5%	4%	5%
				*	E.F.G				**	**					
Prefer not to say	2%	2%	2%	2%	3%	1%	1%	1%	-	-	2%	2%	1%	2%	1%
				*	E.F				**	**					
Not applicable - I've never heard of mail-order orthodontics	28%	30%	26%	23%	25%	28%	29%	41%	41%	-	27%	28%	29%	28%	27%
		B		*		D	C.D.E.F		**	**					

rr0_q3. Which, if any, of the following orthodontics by mail companies have you heard of? Please select all that apply.

Unweighted base	2620	1217	1403	66	804	671	915	162	2	-	439	538	990	653	1791
Base: All US Adults	2620	1274	1346	84	845	638	891	160	2	-	466	550	986	618	1674
Invisalign	50%	43%	57%	59%	43%	55%	56%	28%	-	-	46%	53%	50%	50%	54%
			A	D.G*	G	D.G	D.G		**	**					P
Smile Direct Club	35%	30%	40%	34%	37%	40%	33%	13%	59%	-	32%	37%	37%	32%	37%
				G*	G	F.G	G		**	**			M		P.Q
SureSmile	7%	8%	6%	9%	9%	7%	6%	4%	-	-	8%	6%	7%	7%	6%
				*	F.G				**	**					
SmileLove	4%	5%	4%	3%	8%	4%	2%	-	59%	-	5%	4%	4%	5%	3%
				G*	E.F.G	F.G			**	**					
ClearConnect	6%	6%	6%	10%	7%	8%	5%	2%	-	-	5%	6%	6%	6%	6%
				G*	G	F.G			**	**					
CandidCo	4%	4%	4%	7%	6%	5%	1%	-	-	-	4%	3%	3%	5%	3%
				F.G*	F.G	F.G			**	**					
SnapCorrect	3%	4%	3%	3%	6%	3%	1%	-	-	-	5%	3%	2%	4%	2%
				F.G*	E.F.G	F.G			**	**	L				

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Mail Order Orthodontics ~ Merged
 US_nat_int Sample: 22nd November - 5th December 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

ro_q1. How much do you trust or distrust your current dentist?

Unweighted base	2620	284	317	228	912	883	533	292	1224	54	162	80	1520	633	259
Base: All US Adults	2620	312	410	223	1056	812	476	276	1185	55	162	84	1487	677	247
Trust a lot	40%	33%	31%	37%	35%	39%	46%	57%	X.Y.Z.AA.AB.AF	*	26%	31%	43%	34%	39%
Trust a little	20%	23%	24%	20%	18%	21%	24%	20%	21%	27%	22%	34%	22%	20%	16%
Distrust a little	6%	8%	8%	8%	6%	7%	7%	4%	5%	4%	7%	5%	5%	8%	6%
Distrust a lot	3%	1%	5%	3%	3%	2%	3%	3%	3%	5%	3%	1%	3%	2%	1%
Don't know	5%	4%	6%	7%	5%	6%	4%	2%	3%	3%	7%	13%	4%	6%	5%
Prefer not to say	2%	3%	4%	3%	3%	2%	2%	1%	2%	-	1%	-	2%	2%	2%
Not applicable - I don't have a dentist	24%	28%	22%	23%	31%	23%	14%	13%	19%	26%	34%	16%	20%	27%	31%

ro_q2. Orthodontics are dental appliances (such as braces) used to correct irregularities of the teeth. Have you ever considered purchasing orthodontics by mail for yourself or for a member of your immediate family? Please select all that apply.

Unweighted base	2620	284	317	228	912	883	533	292	1224	54	162	80	1520	633	259
Base: All US Adults	2620	312	410	223	1056	812	476	276	1185	55	162	84	1487	677	247
Yes, I've considered purchasing them for myself	14%	19%	18%	21%	12%	13%	16%	20%	13%	16%	17%	23%	14%	17%	9%
Yes, I've considered purchasing them for a member of my immediate family	9%	9%	12%	9%	8%	8%	11%	14%	11%	18%	8%	9%	11%	8%	6%
No, I've never considered purchasing them for myself or a member of my immediate family	46%	34%	33%	43%	41%	47%	51%	49%	49%	39%	42%	45%	47%	40%	52%
Don't know	5%	4%	5%	7%	6%	5%	4%	2%	5%	3%	2%	3%	4%	6%	4%
Prefer not to say	2%	3%	2%	1%	2%	2%	1%	1%	1%	-	0%	-	1%	3%	2%
Not applicable - I've never heard of mail-order orthodontics	28%	34%	32%	22%	34%	27%	20%	21%	25%	2%	33%	21%	26%	29%	30%

ro_q3. Which, if any, of the following orthodontics by mail companies have you heard of? Please select all that apply.

Unweighted base	2620	284	317	228	912	883	533	292	1224	54	162	80	1520	633	259
Base: All US Adults	2620	312	410	223	1056	812	476	276	1185	55	162	84	1487	677	247
Invisalign	50%	48%	35%	48%	41%	56%	58%	57%	52%	43%	54%	52%	52%	45%	57%
Smile Direct Club	35%	39%	28%	28%	29%	41%	38%	35%	34%	46%	44%	36%	35%	36%	39%
SureSmile	7%	9%	9%	7%	7%	6%	6%	9%	8%	13%	6%	9%	8%	6%	3%
SmileLove	4%	7%	6%	4%	4%	3%	4%	8%	5%	12%	4%	1%	5%	4%	3%
ClearConnect	6%	7%	7%	7%	5%	7%	6%	6%	6%	12%	5%	13%	7%	5%	7%
CandidCo	4%	6%	4%	6%	4%	3%	4%	5%	4%	6%	4%	4%	4%	5%	2%
SnapCorrect	3%	3%	5%	7%	4%	1%	2%	7%	3%	6%	-	-	3%	4%	2%

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US_nat_int Sample: 22nd November - 5th December 2019



Total	Parent or guardian of any children									Income				
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

rr0_q1. How much do you trust or distrust your current dentist?

Unweighted base	2620	117	43	8	40	625	933	1465	1069	86	883	749	628	360	786
Base: All US Adults	2620	116	42	10	42	614	894	1420	1104	96	921	742	587	370	806
Trust a lot	40%	X.Y.AA.AF	46%	27%	24%	39%	47%	43%	38%	22%	30%	43%	55%	39%	40%
Trust a little	20%	11%	12%	-	22%	26%	18%	21%	19%	20%	21%	21%	23%	14%	21%
Distrust a little	6%	6%	7%	-	-	7%	5%	6%	6%	11%	6%	7%	5%	5%	6%
Distrust a lot	3%	2%	5%	-	8%	4%	2%	3%	3%	2%	3%	3%	2%	2%	3%
Don't know	5%	4%	2%	9%	7%	6%	3%	4%	5%	7%	5%	3%	3%	10%	4%
Prefer not to say	2%	1%	5%	-	14%	2%	1%	2%	2%	12%	2%	1%	1%	6%	2%
Not applicable - I don't have a dentist	24%	28%	24%	64%	25%	17%	23%	21%	27%	26%	32%	22%	11%	25%	23%

rr0_q2. Orthodontics are dental appliances (such as braces) used to correct irregularities of the teeth. Have you ever considered purchasing orthodontics by mail for yourself or for a member of your immediate family? Please select all that apply.

Unweighted base	2620	117	43	8	40	625	933	1465	1069	86	883	749	628	360	786
Base: All US Adults	2620	116	42	10	42	614	894	1420	1104	96	921	742	587	370	806
Yes, I've considered purchasing them for myself	14%	3%	14%	-	8%	26%	7%	15%	13%	14%	14%	13%	17%	8%	19%
Yes, I've considered purchasing them for a member of my immediate family	9%	4%	8%	-	4%	22%	8%	13%	5%	7%	7%	11%	12%	5%	11%
No, I've never considered purchasing them for myself or a member of my immediate family	46%	55%	38%	26%	32%	32%	56%	47%	47%	16%	43%	46%	51%	42%	37%
Don't know	5%	3%	12%	9%	10%	5%	3%	4%	5%	21%	4%	4%	3%	11%	5%
Prefer not to say	2%	-	-	-	12%	1%	1%	1%	2%	6%	2%	1%	1%	5%	2%
Not applicable - I've never heard of mail-order orthodontics	28%	35%	32%	65%	38%	22%	28%	26%	30%	35%	32%	27%	21%	31%	29%

rr0_q3. Which, if any, of the following orthodontics by mail companies have you heard of? Please select all that apply.

Unweighted base	2620	117	43	8	40	625	933	1465	1069	86	883	749	628	360	786
Base: All US Adults	2620	116	42	10	42	614	894	1420	1104	96	921	742	587	370	806
Invisalign	50%	40%	52%	27%	33%	49%	56%	53%	49%	15%	44%	54%	59%	43%	43%
Smile Direct Club	35%	27%	24%	9%	17%	41%	36%	37%	34%	13%	31%	39%	38%	29%	36%
SureSmile	7%	4%	8%	-	4%	12%	6%	8%	6%	10%	8%	7%	7%	4%	9%
SmileLove	4%	2%	5%	-	4%	10%	3%	6%	3%	4%	5%	3%	7%	2%	7%
ClearConnect	6%	5%	7%	-	4%	10%	6%	7%	5%	8%	6%	8%	7%	1%	8%
CandidCo	4%	2%	2%	-	11%	7%	3%	4%	3%	5%	5%	3%	4%	3%	4%
SnapCorrect	3%	2%	3%	-	7%	7%	2%	4%	2%	3%	4%	3%	4%	1%	6%

YouGov RealTime
Mail Order Orthodontics ~ Merged

US_nat_int Sample: 22nd November - 5th December 2019



Total	Type of Area Lived in			Wave	
	Suburban/ Town	Rural	Other	Wave 1	Wave 2
	AQ	AR	AS	AT	AU

rr_o_q1. How much do you trust or distrust your current dentist?

	2620	1340	481	13	1329	1291
Unweighted base	2620	1325	474	14	1349	1271
Base: All US Adults	2620	1325	474	14	1349	1271
Trust a lot	40%	42%	38%	12%	41%	40%
				**		
Trust a little	20%	20%	19%	45%	22%	18%
				**	AU	
Distrust a little	6%	6%	6%	6%	7%	5%
				**		
Distrust a lot	3%	2%	3%	6%	3%	3%
				**		
Don't know	5%	5%	4%	17%	4%	5%
				**		
Prefer not to say	2%	2%	2%	7%	1%	3%
				**		AT
Not applicable – I don't have a dentist	24%	22%	29%	7%	21%	26%
			AP-AQ	**		AT

rr_o_q2. Orthodontics are dental appliances (such as braces) used to correct irregularities of the teeth. Have you ever considered purchasing orthodontics by mail for yourself or for a member of your immediate family? Please select all that apply.

	2620	1340	481	13	1329	1291
Unweighted base	2620	1325	474	14	1349	1271
Base: All US Adults	2620	1325	474	14	1349	1271
Yes, I've considered purchasing them for myself	14%	11%	12%	7%	13%	14%
				**		
Yes, I've considered purchasing them for a member of my immediate family	9%	8%	7%	6%	10%	9%
				**		
No, I've never considered purchasing them for myself or a member of my immediate family	46%	50%	48%	37%	47%	44%
		AP	AP	**		
Don't know	5%	5%	4%	-	5%	5%
				**		
Prefer not to say	2%	1%	1%	12%	2%	1%
				**		
Not applicable - I've never heard of mail-order orthodontics	28%	27%	30%	38%	26%	30%
				**		AT

rr_o_q3. Which, if any, of the following orthodontics by mail companies have you heard of? Please select all that apply.

	2620	1340	481	13	1329	1291
Unweighted base	2620	1325	474	14	1349	1271
Base: All US Adults	2620	1325	474	14	1349	1271
Invisalign	50%	54%	50%	25%	48%	52%
		AP	AP	**		
Smile Direct Club	35%	35%	34%	30%	33%	36%
				**		
SureSmile	7%	7%	4%	-	7%	7%
				**		
SmileLove	4%	3%	3%	6%	5%	4%
				**		
ClearConnect	6%	6%	5%	-	6%	6%
				**		
CandidCo	4%	4%	4%	-	4%	3%
				**		
SnapCorrect	3%	2%	1%	-	4%	3%
				**		

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 US_nat_int Sample: 22nd November - 5th December 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Other	0%	0%	0%	-	0%	0%	0%	-	-	-	0%	-	0%	0%	0%
None of these	36%	42% B	31%	25% *	33%	32%	38% C.D.E	66% C.D.E.F	41% **	**	38%	34%	37%	37%	36%

rr0_q4. Have you or anyone in your immediate family ever used mail-order orthodontics to straighten teeth? Please select all that apply.

	Unweighted base	2620	1217	1403	66	804	671	915	162	2	-	439	538	990	653	1791
Base: All US Adults	2620	1274	1346	84	845	638	891	160	2	-	-	466	550	986	618	1674
Yes, I have	5%	6%	4%	15% E.F.G*	10% E.F.G	6% F.G	0%	1%	-	**	**	6%	4%	4%	7%	4%
Yes, a member of my family has	7%	8%	6%	10% F.G*	13% E.F.G	7% F.G	2%	-	-	**	**	9%	5%	7%	8%	5%
No, neither I nor anyone in my family has	78%	76%	80%	70% A	61% *	80% D	90% C.D.E	93% C.D.E	100% **	-	**	76%	81% M	78%	76%	84% O.P.Q
Don't know	12%	13%	11%	13% *	19% E.F.G	9%	7%	7%	-	-	-	11%	11%	13%	10%	8%

rr0_q5. In general, how effective do you think your mail-order orthodontics have been in straightening your teeth?

	Unweighted base	133	67	57	9	76	35	3	1	-	-	24	20	35	45	67
Base: All US Adults	133	76	58	12	81	36	2	1	-	-	-	29	22	37	46	65
Very effective	62%	68% *	55% *	32% **	63% *	73% *	67% **	-	**	**	**	73% **	63% **	68% *	51% *	66% *
Somewhat effective	24%	19% *	31% *	22% **	25% *	24% *	-	**	**	**	**	16% **	8% **	21% *	38% *	20% *
Not very effective	8%	6% *	11% *	30% **	9% *	-	-	-	-	-	-	8% **	14% **	6% *	7% *	6% *
Not at all effective	1%	2% *	-	-	2% *	-	-	-	-	-	-	-	4% **	2% *	-	1% *
Don't know	4%	5% *	3% *	16% **	1% *	2% *	33% **	100% **	-	**	**	3% **	11% **	2% *	4% *	7% *

rr0_q6. In general, how effective do you think your family member's mail-order orthodontics have been in straightening their teeth?

	Unweighted base	185	93	89	6	103	50	23	-	-	-	36	27	67	52	99
Base: All US Adults	185	99	86	8	110	46	21	-	-	-	-	41	27	70	47	91
Very effective	34%	37% *	31% *	75% **	33% *	30% *	31% **	-	**	**	**	31% *	43% **	36% *	29% *	41% *
Somewhat effective	38%	33% *	43% *	14% **	36% *	48% *	33% **	-	**	**	**	42% *	42% **	37% *	33% *	39% *
Not very effective	18%	22% *	13% *	-	23% *	13% *	8% **	-	**	**	**	15% *	11% **	19% *	22% *	10% *
Not at all effective	5%	4% *	6% *	-	5% *	6% *	-	-	-	-	-	8% *	-	2% *	8% *	2% *
Don't know	6%	5% *	7% *	10% **	2% *	4% *	28% **	-	**	**	**	4% *	4% **	6% *	9% *	9% *

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, AT/AU, Minimum Base: 30 (**), Small Base: 100 (*).

YouGov RealTime
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 US_nat_int Sample: 22nd November - 5th December 2019



Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
Other	0%	-	-	0%	0%	0%	-	0%	2%	-	-	0%	0%	-	
None of these	36%	32%	46% N.O.Q	32%	44% S.T.U	31%	31%	30%	35%	29% V.Z*	36%	27% *	35%	38%	32%

rr0_q4. Have you or anyone in your immediate family ever used mail-order orthodontics to straighten teeth? Please select all that apply.

Unweighted base	2620	284	317	228	912	883	533	292	1224	54	162	80	1520	633	259
Base: All US Adults	2620	312	410	223	1056	812	476	276	1185	55	162	84	1487	677	247
Yes, I have	5%	6%	8%	8%	5%	4%	5%	10%	6%	16%	1%	4%	6%	6%	1%
Yes, a member of my family has	7%	9%	10%	11%	6%	7%	8%	7%	6%	14%	9%	6%	7%	10%	3%
No, neither I nor anyone in my family has	78%	68%	65%	71%	75%	79%	80%	80%	82%	67%	81%	77%	81%	68%	86%
Don't know	12%	18%	18%	14%	15%	11%	9%	5%	8%	6%	9%	14%	8%	18%	11%
		N	N	N	S.T.U	U			W_AA,AF	*	W_AA,AF	AF*	W_AA,AF	V.W_X.Z,AB,AC	

rr0_q5. In general, how effective do you think your mail-order orthodontics have been in straightening your teeth?

Unweighted base	124	14	27	16	38	31	25	30	70	8	1	3	82	34	3
Base: All US Adults	133	18	33	17	51	31	22	29	70	9	1	3	83	41	3
Very effective	62%	58%	72%	37%	64%	44%	47%	91%	72%	50%	100%	-	67%	56%	-
Somewhat effective	24%	34%	21%	35%	24%	36%	29%	7%	20%	50%	-	28%	23%	28%	32%
Not very effective	8%	9%	7%	18%	9%	11%	12%	-	6%	-	-	38%	6%	9%	28%
Not at all effective	1%	-	-	5%	-	-	8%	-	-	-	-	-	-	4%	-
Don't know	4%	-	-	5%	2%	9%	4%	3%	2%	-	-	34%	3%	2%	40%
		**	**	**	*	**	**	**	*	**	**	**	*	**	**

rr0_q6. In general, how effective do you think your family member's mail-order orthodontics have been in straightening their teeth?

Unweighted base	182	23	38	22	56	60	44	22	79	7	16	4	106	60	7
Base: All US Adults	185	27	43	24	68	58	39	20	75	7	15	5	102	66	7
Very effective	34%	38%	24%	22%	35%	32%	25%	56%	39%	-	44%	23%	36%	31%	13%
Somewhat effective	38%	40%	34%	38%	37%	40%	43%	26%	39%	62%	22%	46%	38%	39%	51%
Not very effective	18%	19%	25%	33%	20%	19%	18%	6%	14%	22%	24%	31%	17%	24%	-
Not at all effective	5%	-	14%	4%	7%	2%	6%	-	3%	16%	5%	-	4%	3%	17%
Don't know	6%	3%	3%	4%	2%	7%	8%	12%	5%	-	6%	-	5%	4%	19%
		**	*	**	*	*	*	**	*	**	**	**	*	**	**

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Total	Parent or guardian of any children					Income					Urban				
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k		\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
Other	0%	-	-	-	-	0%	0%	0%	-	0%	0%	-	0%	0%	
None of these	36%	50%	33%	73%	65%	26%	36%	33%	39%	67%	40%	33%	28%	48%	37%
	V.W.X.Y.Z.AA.AB	*	**	**	W.X.Y.Z.AA.AB.AD*		AG.AI	AG	AG.AI	AG.AH.AI.AJ*	AM.AN			AL.AM.AN	

rr0_q4. Have you or anyone in your immediate family ever used mail-order orthodontics to straighten teeth? Please select all that apply.

Unweighted base	2620	117	43	8	40	625	933	1465	1069	86	883	749	628	360	786
Base: All US Adults	2620	116	42	10	42	614	894	1420	1104	96	921	742	587	370	806
Yes, I have	5%	1%	3%	9%	6%	14%	7%	3%	4%	4%	4%	4%	9%	3%	10%
Yes, a member of my family has	7%	2%	8%	9%	9%	13%	4%	7%	7%	6%	7%	6%	9%	5%	11%
No, neither I nor anyone in my family has	78%	93%	76%	27%	56%	66%	87%	79%	80%	32%	75%	82%	77%	75%	69%
Don't know	12%	5%	16%	64%	33%	11%	7%	9%	11%	58%	14%	9%	7%	18%	13%
		W.X.Y.Z.AA.AD.A	*	**	*	AK	AG.AI.AJ.AK	AG.AK	AG.AK	*		AL.AN.AO			
			AC*	**	W.X.Y.Z.AA.AB.AC	AH.AI		AH	AH.AI	AG.AH.AI.AJ*	AM.AN			AM.AN	

rr0_q5. In general, how effective do you think your mail-order orthodontics have been in straightening your teeth?

Unweighted base	124	1	1	1	2	81	22	90	30	4	35	27	52	10	74
Base: All US Adults	133	1	1	1	3	84	23	93	36	4	41	30	51	12	77
Very effective	62%	-	100%	-	100%	69%	67%	67%	54%	22%	41%	66%	76%	68%	68%
Somewhat effective	24%	-	-	-	-	27%	14%	26%	17%	47%	37%	24%	19%	-	27%
Not very effective	8%	100%	-	-	-	3%	15%	5%	13%	31%	17%	7%	2%	11%	3%
Not at all effective	1%	-	-	-	-	-	-	-	5%	-	-	3%	2%	-	1%
Don't know	4%	-	-	100%	-	1%	4%	2%	11%	-	6%	-	2%	21%	2%
		**	**	**	**	*	**	AG*	**	**	AN*	**	*	**	*

rr0_q6. In general, how effective do you think your family member's mail-order orthodontics have been in straightening their teeth?

Unweighted base	182	2	3	1	3	80	41	106	70	6	63	44	57	18	86
Base: All US Adults	185	2	3	1	4	78	38	102	78	5	67	44	56	18	86
Very effective	34%	50%	67%	-	45%	37%	35%	33%	36%	16%	25%	34%	47%	27%	40%
Somewhat effective	38%	50%	-	-	25%	42%	39%	44%	30%	40%	42%	45%	30%	31%	34%
Not very effective	18%	-	-	-	-	16%	10%	14%	23%	16%	22%	15%	14%	18%	14%
Not at all effective	5%	-	-	-	30%	4%	7%	5%	5%	-	5%	4%	4%	5%	5%
Don't know	6%	-	33%	100%	-	1%	9%	4%	7%	29%	6%	2%	4%	19%	7%
		**	**	**	**	*	AG*	AG	*	**	*	*	*	**	*

Cell Contents (Col

YouGov RealTime
Mail Order Orthodontics ~ Merged

US_nat_int Sample: 22nd November - 5th December 2019



	Total	Type of Area Lived in			Wave	
		Suburban/ Town	Rural	Other	Wave 1	Wave 2
Other	0%	0%	0%	- **	0%	0%
None of these	36%	35%	40% AQ	64% **	38%	35%

rrro_q4. Have you or anyone in your immediate family ever used mail-order orthodontics to straighten teeth? Please select all that apply.

	Unweighted base	1340	481	13	1329	1291
Base: All US Adults	2620	1325	474	14	1349	1271
Yes, I have	5%	3%	2%	- **	6% AU	4%
Yes, a member of my family has	7%	6% AR	3%	- **	7%	7%
No, neither I nor anyone in my family has	78%	81% AP	84% AP	62% **	78%	78%
Don't know	12%	10%	12%	38% **	10%	13% AT

rrro_q5. In general, how effective do you think your mail-order orthodontics have been in straightening your teeth?

	Unweighted base	40	10	-	78	46
Base: All US Adults	133	44	11	-	85	48
Very effective	62%	50% *	73% **	- **	58% *	70% *
Somewhat effective	24%	22% *	9% **	- **	27% *	18% *
Not very effective	8%	18% AP*	9% **	- **	10% *	6% *
Not at all effective	1%	2% *	- **	- **	- *	4% *
Don't know	4%	8% *	8% **	- **	5% *	2% *

rrro_q6. In general, how effective do you think your family member's mail-order orthodontics have been in straightening their teeth?

	Unweighted base	82	14	-	96	86
Base: All US Adults	185	85	14	-	100	85
Very effective	34%	28% *	29% **	- **	36% *	32% *
Somewhat effective	38%	42% *	38% **	- **	35% *	41% *
Not very effective	18%	21% *	20% **	- **	17% *	19% *
Not at all effective	5%	5% *	- **	- **	4% *	5% *
Don't know	6%	4% *	13% **	- **	9% *	2% *

Cell Contents (Col