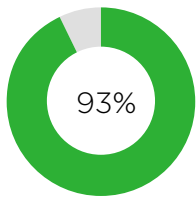


State of America's Oral Health



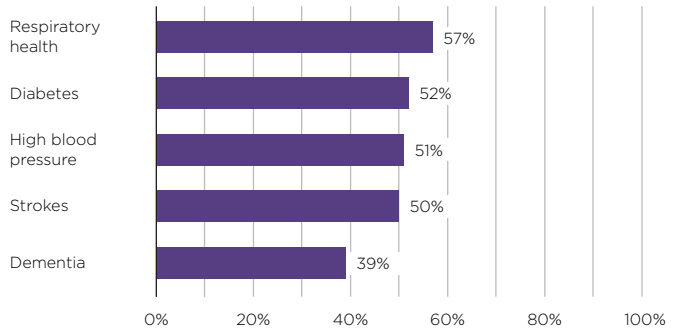
The inaugural "State of America's Oral Health Report" focuses on Americans' oral health journey, from maintaining overall health, to practicing good oral health habits at home, to visiting the dentist, and the role that dental insurance plays in driving optimal oral health.

Key findings in 2020 include:

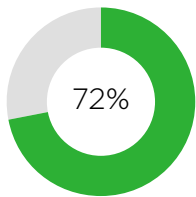


While most Americans (93%) report that oral health is important to overall health, the research suggests that many are unaware of how the two are actually connected.

Consumer agreement with oral health's connection to overall health



About half of Americans agree serious health issues are linked to poor oral health, such as dementia (39%) and strokes (50%). And most are not immune to dental issues, including cavities (80%), pain or toothache (67%), and teeth sensitivity (61%). These issues can impact not just physical health and comfort but also everyday life, resulting in lost sleep (41%) and missed work (23%).

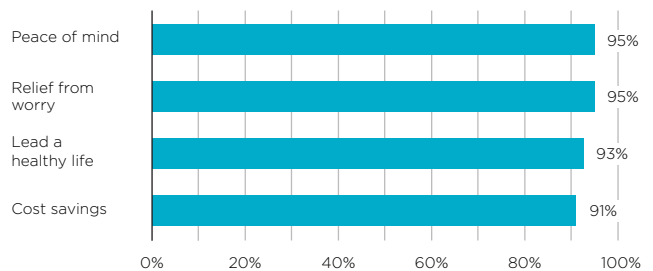


Good oral health starts at home, and 72% of Americans indicated they are paying closer attention to their oral care habits at home as a result of the pandemic.

Nearly all (96%) insured adults feel their coverage allows them to maintain good oral health. They recognize the peace of mind it offers (95%), the relief from having to worry about dental emergencies (95%), the opportunity to lead a healthy life (93%), and the cost savings in the long-run (91%).

The average American adult follows recommended guidelines for brushing (2x/day), flossing (1x/day), and using mouthwash (1x/day) at home.

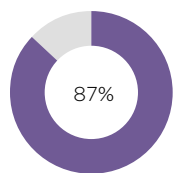
Percent of consumers that experience emotional and financial benefits of insurance coverage



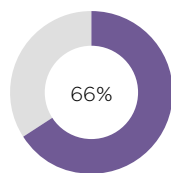
Dental insurance plays a key role in ensuring Americans get the dental care they need. Insured adults were more likely than those without coverage to have visited a dentist for preventive care in 2020 (87% vs. 66%).

However, dental insurance remains out of reach for nearly 99 million Americans who express concerns over the cost of coverage and out-of-pocket costs.

Adults who visited for preventive care



With coverage



Without coverage

Delta Dental's Oral Health Survey was conducted December 28, 2020, through January 8, 2021, among a nationally representative sample of 1,000+ Americans ages 18+, and 1,000+ parents with children 12 and under, with a margin of error of +/- 3%.