

**INTRO**

Thank you for your participation in this survey.

As a reminder, your responses are only ever used for research purposes only and will remain anonymous – results are reported only for groups, not for individuals. You can choose not to answer any question. Answering the questions means that you accept us collecting the data.

Thank you in advance for your participation.

**Base: All respondents**

S1. Which of the following best describes your current work arrangement?

1. Fully On-site
2. Hybrid
3. Remote / Work from home

First, we would like to ask you a few questions about your day-to-day life.

**Base: All respondents**

1. In a typical day, how often do you think about each of the following?

1. Your phone (e.g. battery, notifications)
  2. Your mouth / teeth / smile
  3. Your overall physical health
  4. Your sleep quality
- 
1. Never
  2. Often
  3. 2-3 times
  4. 4-6 times
  5. 7+ times

**Base: All respondents**

2. In a typical month, which of the following do you actively track? Select all that apply.

1. Bank balance / Spending
2. Phone battery
3. Weather app
4. Weight
5. Credit score
6. Steps
7. Water intake
8. Calories / Macros
9. Sleep score / Sleep duration
10. Heart rate
11. Plant watering schedule
12. Any mouth-related symptoms (e.g., sensitivity, bleeding)
13. Pet-walking schedule
14. Toothbrush app / Brushing timer
15. Other, please specify: \_\_\_\_\_
16. None of the above **[EXCLUSIVE]**

**Base: DOV\_WORKSFROMHOME=1**

3. You're working from home today and don't plan to leave the house. Before you consider your workday officially started, what's **one thing** you make sure happens? Select one.

1. Coffee or breakfast
2. Shower or skincare
3. Brushing my teeth
4. Checking messages / phone
5. A quick household task
6. A moment to mentally prepare
7. Other, please specify: \_\_\_\_\_
8. None of the above

**[INSERT OPT OUT OPTION: I do not ever work from home.]**

**Base: All respondents**

4. You're about to head out for a date (or to meet someone you want to impress). You have 5 minutes. Which TWO things would you do first to feel most confident? Please rank your top two.

1. Change or adjust my outfit
2. Fix my hair
3. Skincare/makeup
4. Freshen my breath (mint, gum, or quick rinse)
5. Brush my teeth
6. Check my phone or messages
7. Apply perfume/cologne/deodorant
8. None of the above **[EXCLUSIVE]**

**Base: All respondents**

5. When you're on video calls (for work or social), which parts of your appearance do you pay the most attention to? Select all that apply.

1. Hair
2. Skin
3. Teeth/smile
4. Outfit
5. Lighting/background
6. None of the above **[EXCLUSIVE]**

**Base: All respondents**

6. When you're on video calls or being photographed, which of the following, if any, do you ever do? Select all that apply.

1. Fix my hair / makeup
2. Keep camera off when possible
3. Adjust angle to show less of my face
4. Smile less / closed-mouth smile
5. Use filters
6. None of the above **[EXCLUSIVE]**

Now you'll be asked a few questions about your general health habits.

**Base: All respondents**

7. Which THREE of the following do you associate most with being 'healthy'? Select up to three.

1. Eating well
2. Exercising
3. Getting enough sleep
4. Managing stress
5. Taking care of my mental health
6. Brushing my teeth and caring for my gums
7. Going to the doctor regularly

**Base: All respondents**

8. Thinking about your health, when do you typically take action on each of the following:

1. Your overall health
  2. Your oral health
  3. Your nutrition & eating habits
  4. Your mental / emotional wellbeing
- 
1. I take action proactively, before there is a problem
  2. I take action when I notice a problem starting
  3. I take action only when a problem becomes serious

**Base: All respondents**

9. If you had 10 extra minutes each day for health habits, how would you most likely use it?

1. Exercise
2. Meal prep / eating healthier
3. Sleep or rest
4. Mental health / stress care
5. Oral care (e.g. brushing, flossing, mouth wash)
6. Other, please specify: \_\_\_\_\_

**Base: All respondents**

10. Right now, how motivated do you feel to actively work on each of the following?

1. Taking care of mouth, teeth, and gums
  2. Eating well
  3. Staying physically active
  4. Taking care of my skin / appearance
- 
1. Not at all motivated
  2. Not that motivated
  3. Very motivated
  4. Extremely motivated

Different people mean different things by ‘**whole-body health.**’ For the next questions, please think of **whole-body health** as: how different parts of your health and wellbeing can affect each other.

**Base: All respondents**

11. What thoughts, words, or images come to mind when you hear the phrase “whole-body health”?

**[OPEN-ENDED]**

**Base: All respondents**

12. When you think about “whole-body health,” which THREE of the following come to mind first? Select up to three.

1. Mental health
2. Heart health
3. Gut or digestive health
4. Immune system
5. Sleep
6. Diet and nutrition
7. Physical fitness or exercise
8. Mouth, teeth, and gums
9. Skin, hair, and appearance (e.g., aging, appearance)
10. Other (please specify): \_\_\_\_
11. None of the above **[EXCLUSIVE]**

**Base: All respondents**

13. When you think about your health, how often does oral health (your mouth, teeth, and gums) come to mind?

1. Always
2. Often
3. Sometimes
4. Rarely
5. Never

**Base: All respondents**

14. How strongly do you agree or disagree with the statement: "Oral health is directly connected to overall health."?

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree

**Base: All respondents**

15. If you had clear proof that oral health directly affects whole-body health, how likely would you be to improve your own oral care routine (e.g., brushing twice a day, flossing more consistently, using therapeutic products)?

1. Extremely likely
2. Very likely
3. Somewhat likely
4. Not very likely
5. Not at all likely

Base: All respondents

16. Beyond oral care, if you had clear proof that oral health affects whole-body health, which of the following, if any, would you be more motivated to do? Select all that apply.

- Ask a doctor or dentist for advice
- Pay more attention to sugar intake
- Think differently about diet
- Think differently about sleep or rest
- None of these **[EXCLUSIVE]**

Base: All respondents

17. To what extent do you agree or disagree with each of the following:

*“If I noticed symptoms like bleeding gums or persistent bad breath lasting for several weeks...”*

1. ...I would think it's probably not serious
2. ...I would think it's a normal part of brushing or flossing
3. ...I would assume it's just an oral or dental issue
4. ...I would wonder if it could be connected to my overall health
5. ...I wouldn't be sure what it meant
6. ...I would schedule a dental appointment
7. ...I would think I had a bacterial infection
8. ...I would think it's potentially linked to body-wide inflammation

1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
6. Don't know / not sure

Base: All respondents

18. We all react to physical signs differently. Imagine you notice blood in each of the following places. Please rank them based on which would you prioritize stopping first.

1. Blood in your mouth
2. Blood on your arm
3. Blood in your eye
4. Blood on your leg

Base: All respondents

19. Do you feel you've received enough education on how oral health connects to overall health?

- Yes, absolutely

- Somewhat
- Not really
- Not at all

**Base: All respondents**

20. Growing up, how often did your parents or caregivers encourage or remind you to take care of your mouth and teeth?

- Very often
- Sometimes
- Rarely
- Never
- Don't Know / Can't remember

**Base: All respondents**

21. To what extent, if at all, have you personally heard about a connection between oral health and each of the following conditions?

1. Cardiovascular disease
2. Diabetes
3. Respiratory diseases
4. Alzheimer's disease
5. Pregnancy complications
6. Pancreatic cancer
7. Food allergies\*
8. Vision problems\*

1. I have never heard of a connection
2. I have heard of a possible connection
3. I know of a strong connection

\*Red herring options.

**Base: All respondents**

22. Which of the following have you heard discussed in connection with the microbiome? Select all that apply.

1. The gut
2. The mouth
3. The skin
4. The lungs\*
5. I've heard of the microbiome, but not how it connects to specific parts of the body **[EXCLUSIVE]**
6. I haven't really heard about the microbiome **[EXCLUSIVE]**

\*Red herring options.

**Base: All respondents**

23. If you learned that taking care of your oral health could help lower your risk for serious health issues (like heart disease or diabetes), how would that change how important oral care feels to you personally?

1. Much more important
2. Somewhat more important
3. It wouldn't change how important it feels
4. Somewhat less important
5. Much less important
6. Don't know / not sure

**Base: All respondents**

24. Which of the following would make you more likely to improve your oral care routine (e.g., brushing, flossing)? Select all that apply.

1. Learning it could strengthen my immune system
2. Learning it could reduce inflammation throughout my body
3. Learning it could lower risk of serious chronic disease
4. Learning it could improve my sleep quality
5. Learning it could improve mental wellness or stress levels
6. Learning it could improve my breath or smile
7. None of the above **[EXCLUSIVE]**

**Base: All respondents**

25. Thinking of the previous question, where have you seen or heard information about the benefits of your oral care routine before, if at all? Select all that apply.

1. My dentist
2. My doctor or healthcare provider
3. A health expert or scientist
4. A trusted brand
5. Media or news sources
6. Friends or family
7. Social media or influencers
8. AI tools or chatbots (e.g., ChatGPT, Claude, Gemini)
9. I have not seen or heard information like this **[EXCLUSIVE]**

This survey is about real-world health behaviors. Some questions may feel personal, but your answers are anonymous. Please answer based on what you truly do, not what you think you “should” do. Honest answers help us understand what support and information people really need.

**Base: All respondents**

26. Are you a smoker?

[SINGLE SELECT]

1. Yes
2. No

**Base: All respondents**

27. Everyone’s busy, and some habits get skipped. Thinking back over the last week, how often did you realistically skip each of the following?

1. Brush your teeth
  2. Floss your teeth
  3. Use mouthwash
  4. Clean your tongue
- 
1. Twice a day or more
  2. Once a day
  3. A few times per week
  4. A few times per month
  5. Rarely
  6. Never

**Base: All respondents**

28. Has the way you feel about your mouth, teeth, or breath ever led you to avoid or cancel any of the following? Select all that apply.

1. A date or romantic situation
2. A social event with friends or family
3. A work meeting or networking event
4. Speaking up in a group or on a video call
5. Having your photo taken or posted
6. Other, please specify: \_\_\_\_\_
7. None of the above **[EXCLUSIVE]**

Base: All respondents

29. When talking with your dentist or dental hygienist about brushing, which best describes what you usually do?

1. I describe my habits exactly as they are
2. I sometimes round up (say I do it a bit more often than I actually do)
3. I often round up
4. I'm not sure / don't remember

Base: All respondents

30. If both you and your dog had noticeable bad breath, which would you be more likely to fix first?

1. My dog's breath
2. My own breath
3. Both at the same time
4. I do not own a dog

Next, we'll ask about factors that might affect your oral care routine.

**Base: All respondents**

31. How often do the following situations interfere with your usual oral care routine (e.g., brushing, flossing)?

1. Being very tired at the end of the day
  2. Being busy or rushed
  3. Being sick
  4. Feeling stressed or mentally overloaded
  5. What or when I eat or drink
  6. Routine changes (e.g., travel, late nights, special events)
1. Never
  2. Rarely
  3. Sometimes
  4. Often
  5. Always

**Base: All respondents**

32. People's oral care routines can change depending on the occasion. On each of the following occasions, do you brush your teeth before going to sleep?

1. Super Bowl Sunday
  2. A late-night concert or sporting event
  3. A wedding or big celebration (reception night)
  4. Red-eye flight / very early flight
  5. Finals week / all-nighter
  6. A late work night
  7. A late night out (dinner / drinks)
  8. A late night at home (e.g., screens, TV, scrolling)
  9. When I fall asleep on the couch
  10. When I've been drinking alcohol
  11. When I'm staying somewhere that isn't my home
  12. When I have a snack late at night
  13. Bachelor / Bachelorette party
1. Never
  2. Rarely
  3. Sometimes
  4. Often
  5. Always
  6. Not applicable

**Base: All respondents**

33. During holidays / big events, which of the following have you ever done? Select all that apply.

1. Skipped brushing your teeth entirely
2. Brushed your teeth, but rushed/shorter than usual
3. Skipped flossing
4. Fell asleep before doing any oral care
5. Used mouthwash, gum, or mints instead of brushing your teeth
6. Put off brushing your teeth until the morning
7. Other, please specify: \_\_\_\_\_
8. None of the above **[EXCLUSIVE]**

**Base: All respondents**

34. Have you ever wished you had taken better care of your oral health earlier in life?

1. Yes, definitely
2. Yes, somewhat
3. No
4. Don't know / not sure

**Base: All respondents**

35. Thinking specifically about the night of the Super Bowl – compared to a typical night – how often do you do the following before going to bed after watching the Super Bowl?

1. Brush my teeth
  2. Floss
  3. Shower
  4. Check social media
  5. Wash my face / skincare
  6. Clean up the house
  7. Take vitamins
  8. Charge my phone
1. Never
  2. Rarely
  3. Sometimes
  4. Often
  5. Always
  6. Not applicable **[ANCHOR]**

**[INSERT OPT OUT OPTION: I do not typically watch the Superbowl.]**

Now we will ask a few questions for statistical purposes only.

**Base: All respondents**

D1. Which type of toothbrush do you use most often?

1. Manual (non-electric) toothbrush

2. Power / electric toothbrush (rechargeable or battery-powered)
3. I use both manual and power / electric toothbrushes about equally
4. I do not brush my teeth regularly
5. Don't know / not sure

**Base: All respondents**

D2. Which type of toothpaste do you use most often?

1. Fluoride toothpaste (standard cavity-fighting fluoride)
2. Stannous fluoride toothpaste (a type of fluoride often marketed for gum health, plaque, or sensitivity)
3. Non-fluoride toothpaste (e.g. herbal, natural)
4. I switch between multiple types regularly
5. Don't know / not sure

**Base: All respondents**

D3. Thinking about oral care products (e.g. toothpaste, floss, toothbrushes, mouth wash) you use most often, which brands do you personally buy most frequently? Select all that apply.

1. Crest
2. Colgate
3. Oral-B
4. Sensodyne
5. Parodontax
6. Pronamel
7. Arm & Hammer
8. Listerine
9. TheraBreath
10. Tom's of Maine
11. Hello
12. Native
13. Boka
14. Quip
15. Philips Sonicare
16. Cocofloss
17. Store / private label (e.g., CVS, Walgreens, Target, Walmart)
18. Other, please specify: \_\_\_\_\_
19. I don't have a usual brand / I switch brands often **[EXCLUSIVE]**

Base: All respondents

D4. When was the last time you visited a dentist or dental hygienist?

1. Within the past 6 months
2. 7–12 months ago
3. 1–2 years ago
4. More than 2 years ago
5. I have never been to a dentist