

Detailed Tables

In your opinion, how important is good oral health in maintaining good overall health ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
Very important	745 75%	95 72%	72 75%	49 73%	287 76%	185 75%	57 73%	199 68%	287 73%	244 83% GH	320 66%	426 82% J
Somewhat important	204 20%	33 25%	19 20%	16 23%	75 20%	46 19%	15 20%	71 24% I	88 22% I	42 14%	130 27% K	75 14%
Not very important	15 2%	1 1%	0 -	0 -	6 2%	7 3%	1 1%	3 1%	6 1%	6 2%	9 2%	6 1%
Are you unaware of any link between oral health and overall health	31 3%	3 2%	5 5%	2 3%	10 3%	7 3%	3 4%	19 6% HI	11 3% I	2 1%	21 4% K	10 2%
Don't know/Refused	4 0	1 1%	0 -	1 1%	1 0	1 0	1 1%	2 1%	1 0	1 0	3 1%	1 0
TOPBOX & LOWBOX SUMMARY												
Important (Top2Box)	950 95%	127 96%	92 95%	65 96%	362 95%	232 94%	72 93%	270 92%	375 96%	286 97% G	449 93%	500 97% J
Not important (Low2Box)	15 2%	1 1%	0 -	0 -	6 2%	7 3%	1 1%	3 1%	6 1%	6 2%	9 2%	6 1%

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In your opinion, how important is good oral health in maintaining good overall health ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
Very important	745 75%	597 75%	148 74%	93 74%	184 77%	271 75%	190 72%	169 71%	241 75%	243 73%
Somewhat important	204 20%	163 20%	41 21%	27 21%	40 17%	72 20%	64 24% D	52 22%	68 21%	73 22%
Not very important	15 2%	11 1%	4 2%	2 2%	6 3%	3 1%	4 2%	8 3%	4 1%	4 1%
Are you unaware of any link between oral health and overall health	31 3%	25 3%	6 3%	4 3%	6 2%	16 4%	5 2%	8 3%	7 2%	13 4%
Don't know/Refused	4 0	4 0	0 -	0 -	2 1%	1 0	1 1%	1 0	1 0	1 0
TOPBOX & LOWBOX SUMMARY										
Important (Top2Box)	950 95%	760 95%	190 95%	120 95%	224 94%	343 95%	254 96%	221 93%	308 96%	316 95%
Not important (Low2Box)	15 2%	11 1%	4 2%	2 2%	6 3%	3 1%	4 2%	8 3%	4 1%	4 1%

Detailed Tables

What activities do you conduct on a regular basis to maintain good oral health ?

Proportions/Mean: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

	REGION							AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
TOTAL MENTIONS												
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
Brush your teeth	921 92%	120 91%	85 88%	62 91%	356 94%	226 92%	71 91%	280 95%	356 91%	268 91%	449 93%	472 91%
Visit the dentist regularly for routine check-ups (at least once a year)	678 68%	99 75%	67 70%	41 60%	282 74%	136 55%	53 68%	190 65%	278 71%	199 68%	310 64%	368 71%
Eat a well-balanced diet	640 64%	97 74%	53 55%	41 61%	272 72%	125 51%	50 65%	170 58%	260 66%	197 67%	279 58%	360 70%
Floss	623 62%	92 70%	53 55%	43 64%	244 64%	134 54%	57 73%	197 67%	262 67%	154 52%	265 55%	358 69%
Brush your tongue	550 55%	85 64%	60 62%	34 50%	231 61%	97 39%	43 56%	188 64%	218 56%	132 45%	228 47%	322 62%
Check your gums regularly	531 53%	82 62%	52 54%	37 54%	209 55%	112 45%	40 52%	154 52%	208 53%	155 53%	235 49%	296 57%
Use mouthwash	513 51%	61 46%	54 55%	36 54%	199 53%	117 48%	45 58%	164 56%	195 50%	146 50%	236 49%	276 53%
Don't smoke	506 51%	77 58%	50 52%	33 49%	210 55%	94 38%	41 53%	149 51%	205 52%	140 48%	243 50%	262 51%
Do you not do anything on a regular basis to maintain good oral health	5 0	1 1%	1 1%	1 1%	2 0	0 -	0 -	2 1%	2 1%	1 0	3 1%	1 0
All of the above	6 1%	3 2%	0 -	1 2%	0 -	0 -	2 2%	1 0	3 1%	2 1%	2 0	4 1%
Other	48 5%	9 7%	4 4%	5 7%	17 4%	12 5%	2 2%	11 4%	19 5%	15 5%	20 4%	28 5%

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What activities do you conduct on a regular basis to maintain good oral health ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Nothing	5 0	1 1%	2 2% DE	0 -	1 0	0 -	1 1%	0 -	3 1%	2 1%	3 1%	2 0
Don't know/Refused	5 1%	0 -	1 1% D	1 1% D	0 -	2 1%	2 2% D	0 -	3 1%	1 0	2 0	3 1%

Detailed Tables

What activities do you conduct on a regular basis to maintain good oral health ?

Proportions/Mean: Columns Tested
(5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
Brush your teeth	921 92%	737 92%	183 92%	109 86%	220 92%	338 93%	248 93%	207 87%	298 93%	318 95%
Visit the dentist regularly for routine check-ups (at least once a year)	678	542	136	63	158	254	200	122	227	261
	68%	68%	68%	49%	66% C	70% C	75% CD	51%	71% G	78% GH
Eat a well-balanced diet	640	511	129	65	134	249	188	129	196	252
	64%	64%	64%	51%	56%	69% CD	71% CD	55%	61% G	75% GH
Floss	623	498	124	56	134	246	184	124	204	240
	62%	62%	62%	44%	56% C	68% CD	69% CD	52%	64% G	72% GH
Brush your tongue	550	439	112	55	127	225	139	123	170	204
	55%	55%	56%	44%	53%	62% CDF	52%	52%	53%	61% GH
Check your gums regularly	531	427	104	52	106	210	160	113	165	201
	53%	53%	52%	41%	45%	58% CD	60% CD	48%	52% G	60% GH
Use mouthwash	513	414	99	53	120	194	139	114	162	187
	51%	52%	50%	42%	51%	54% C	53%	48%	51% G	56% GH
Don't smoke	506	408	97	41	102	189	169	98	160	201
	51%	51%	49%	32%	43% C	52% CD	64% CDE	41%	50% G	60% GH
Do you not do anything on a regular basis to maintain good oral health	5	4	1	1	1	1	2	2	2	1
	0	0	1%	1%	0	0	1%	1%	1%	0
All of the above	6	5	1	0	2	2	2	1	1	3
	1%	1%	1%	-	1%	1%	1%	0	0	1%
Other	48	37	11	10	10	16	12	9	17	17
	5%	5%	5%	8%	4%	4%	5%	4%	5%	5%
Nothing	5	4	1	1	1	1	2	1	0	4
	0	0	0	1%	0	0	1%	0	-	1%
Don't know/Refused	5	4	2	1	1	1	2	2	1	0
	1%	0	1%	1%	0	0	1%	1%	0	-

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What activities do you conduct on a regular basis to maintain good oral health ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I

How often do you change your toothbrush ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
More often than every three months	189 19%	21 16%	19 20%	19 28% AE	74 19%	41 17%	15 19%	67 23% I	71 18%	46 16%	88 18%	101 19%
Every three months	456 46%	70 53% CF	49 51% C	24 35%	174 46%	108 44%	30 39%	148 51% I	179 46%	121 41%	200 41%	256 50% J
Every six months	269 27%	35 27%	22 23%	15 22%	108 28%	68 28%	20 26%	59 20%	115 29% G	90 31% G	140 29%	129 25%
Once a year	68 7%	5 4%	5 5%	9 13% AD	18 5%	24 10% D	6 8%	17 6%	23 6%	24 8%	47 10% K	21 4%
Every other year	4 0	1 1%	0 -	0 -	1 0	2 1%	0 -	2 1%	1 0	2 1%	2 0	2 0
Once every three years or less	8 1%	0 -	0 -	1 1%	2 1%	2 1%	4 6% ABDE	0 -	2 1%	6 2% G	5 1%	4 1%
Don't know/Refused	6 1%	0 -	1 1%	1 1%	2 1%	1 0	2 2%	0 -	1 0	5 2% G	2 0	4 1%

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How often do you change your toothbrush ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
More often than every three months	189 19%	158 20%	31 16%	18 15%	41 17%	78 22%	52 20%	48 20%	59 18%	71 21%
Every three months	456 46%	374 47%	82 41%	56 44%	111 47%	161 44%	125 47%	107 45%	137 43%	159 48%
Every six months	269 27%	210 26%	59 29%	30 24%	64 27%	98 27%	73 28%	57 24%	97 30%	85 26%
Once a year	68 7%	46 6%	22 11% A	14 11% F	18 8%	23 6%	11 4%	20 8%	24 8%	16 5%
Every other year	4 0	2 0	2 1%	0 -	1 0	2 1%	1 0	0 -	1 0	1 0
Once every three years or less	8 1%	5 1%	4 2%	6 5% DEF	1 1%	0 -	1 0	4 2%	2 1%	2 1%
Don't know/Refused	6 1%	5 1%	1 1%	2 2% E	2 1%	0 -	1 1%	2 1%	1 0	0 -

Detailed Tables

How often do you visit the dentist for a routine check-up ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
Every 6 months	454 45%	65 49%	39 41%	15 23%	205 54%	101 41%	28 36%	116 40%	197 50%	133 45%	208 43%	246 48%
Once a year	335 34%	41 31%	35 36%	35 52%	105 28%	85 34%	34 43%	113 38%	133 34%	83 28%	160 33%	176 34%
Every two to three years	99 10%	13 10%	14 14%	6 8%	36 9%	24 10%	7 9%	43 15%	31 8%	25 8%	54 11%	45 9%
Every five years	32 3%	5 4%	2 2%	7 10%	7 2%	9 4%	3 3%	8 3%	13 3%	9 3%	18 4%	15 3%
Less often than every five years	70 7%	7 5%	6 6%	4 6%	22 6%	26 11%	6 7%	13 5%	16 4%	38 13%	40 8%	31 6%
Don't know/Refused	9 1%	1 1%	1 1%	1 1%	4 1%	2 1%	1 1%	0 -	2 0	5 2%	5 1%	4 1%

Detailed Tables

How often do you visit the dentist for a routine check-up ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
Every 6 months	454 45%	374 47%	80 40%	42 33%	105 44%	167 46%	139 53%	73 31%	131 41%	205 61%
Once a year	335 34%	261 33%	74 37%	36 29%	84 35%	127 35%	85 32%	86 36%	123 38%	90 27%
Every two to three years	99 10%	83 10%	16 8%	15 12%	21 9%	36 10%	28 11%	35 15%	34 11%	22 7%
Every five years	32 3%	22 3%	11 5%	11 9%	11 5%	6 2%	3 1%	14 6%	10 3%	5 2%
Less often than every five years	70 7%	55 7%	16 8%	21 16%	17 7%	23 6%	8 3%	29 12%	19 6%	10 3%
Don't know/Refused	9 1%	6 1%	4 2%	2 2%	1 0	4 1%	2 1%	1 0	3 1%	1 0

Detailed Tables

What is your PRIMARY reason for not visiting the dentist more often ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
TOTAL MENTIONS												
Base: Respondents who don't visit dentist every 6 months or Once a year												
Unweighted Base	223	25	23	27	71	56	21	71	67	77	118	105
Weighted Base	211	25**	23**	17**	68*	61*	16**	64*	62*	77*	116	95*
The financial cost of visit and/or treatment	68 32%	7 26%	12 52%	8 49%	18 27%	17 28%	6 37%	33 51% I	22 36% I	12 15%	36 31%	32 34%
I feel there is no need to go more often	62 29%	7 29%	3 13%	6 33%	20 30%	21 34%	4 28%	14 21%	18 29%	28 36%	40 35%	22 23%
It's not covered in my health plan	33 16%	2 9%	2 8%	2 13%	17 25%	8 13%	2 11%	15 23%	8 12%	10 13%	14 12%	19 20%
Have dentures/ no teeth	29 14%	4 15%	3 13%	2 9%	3 5%	15 24% D	3 17%	0 -	3 5%	26 34% GH	13 11%	16 17%
Lack of time	23 11%	1 3%	0 -	1 7%	13 19%	7 12%	1 7%	16 24% HI	5 7%	3 4%	19 17% K	4 4%
Fear of pain, needles etc.	19 9%	3 10%	0 -	3 17%	10 14%	3 5%	1 7%	7 11%	10 15% I	3 4%	9 8%	10 10%
Other	15 7%	2 10%	3 14%	1 3%	5 7%	4 7%	0 -	6 10%	7 12% I	2 2%	14 12% K	2 2%
No reason	3 1%	1 5%	1 4%	0 -	0 -	0 -	1 6%	1 1%	0 -	2 3%	2 2%	1 1%
Don't know/Refused	9 4%	1 3%	1 4%	1 3%	4 6%	2 3%	1 5%	0 -	2 3%	5 6% G	5 4%	4 5%

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What is your PRIMARY reason for not visiting the dentist more often ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I
 * small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: Respondents who don't visit dentist every 6 months or Once a year										
Unweighted Base	223	171	52	51	55	70	43	81	72	41
Weighted Base	211	165	46*	48*	49*	69*	41*	79*	66*	39*
The financial cost of visit and/or treatment	68 32%	53 32%	15 33%	14 30%	17 34%	24 35%	13 32%	33 42% I	24 36%	8 21%
I feel there is no need to go more often	62 29%	51 31%	11 24%	17 35%	13 27%	19 27%	11 26%	21 27%	20 29%	9 22%
It's not covered in my health plan	33 16%	28 17%	5 12%	4 9%	8 15%	12 18%	9 22%	14 18%	11 17%	4 11%
Have dentures/ no teeth	29 14%	20 12%	9 20%	15 31% DEF	5 11%	8 12% F	1 1%	14 17% I	11 17% I	1 4%
Lack of time	23 11%	19 11%	4 9%	3 7%	6 12%	7 10%	7 17%	5 7%	13 19% G	3 9%
Fear of pain, needles etc.	19 9%	15 9%	4 10%	1 2%	7 14% C	8 12%	2 6%	6 7%	5 8%	7 17%
Other	15 7%	13 8%	2 4%	2 4%	3 5%	3 4%	8 19% CE	4 5%	2 4%	9 23% GH
No reason	3 1%	2 1%	1 2%	3 6% E	0 -	0 -	0 -	0 -	2 3%	1 2%
Don't know/Refused	9 4%	6 3%	4 8%	2 4%	1 1%	4 6%	2 4%	1 1%	3 5%	1 3%

Detailed Tables

In your opinion, how important are the following healthcare professionals to maintaining overall health: 1) Chiropractors ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
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Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
Very important	221 22%	31 23%	31 32% CD	12 18%	66 17%	58 23%	24 32% CD	51 17%	82 21%	78 27% G	87 18%	134 26% J
Somewhat important	469 47%	63 48%	40 41%	35 51%	183 48%	109 44%	40 51%	142 48%	189 48%	132 45%	234 48%	234 45%
Not very important	197 20%	26 20%	15 15%	11 17%	83 22% F	52 21%	10 12%	71 24% H	67 17%	56 19%	103 21%	94 18%
Not at all important	98 10%	11 9%	12 12% F	8 12% F	41 11% F	24 10%	3 3%	26 9%	52 13% I	19 7%	53 11%	45 9%
Don't know/Refused	15 1%	1 1%	0 -	2 3%	7 2%	4 2%	1 1%	4 1%	3 1%	8 3% H	6 1%	9 2%
TOPBOX & LOWBOX SUMMARY												
Important (Top2Box)	690 69%	93 71%	70 73%	47 69%	248 66%	167 67%	64 83% ACDE	193 66%	271 69%	210 72%	321 67%	368 71%
Not important (Low2Box)	295 30%	37 28% F	26 27%	20 29% F	124 33% F	76 31% F	12 16%	97 33%	119 30%	75 26%	155 32%	140 27%

Detailed Tables

. In your opinion, how important are the following healthcare professionals to maintaining overall health: 1) Chiropractors ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
Very important	221	162	59	44	59	78	38	54	70	62
	22%	20%	29%	35%	25%	22%	14%	23%	22%	18%
Somewhat important	469	378	91	54	112	181	119	122	155	146
	47%	47%	45%	43%	47%	50%	45%	51%	48%	44%
Not very important	197	165	32	13	47	66	70	39	63	83
	20%	21%	16%	10%	20%	18%	26%	16%	20%	25%
Not at all important	98	82	16	11	17	34	36	15	30	43
	10%	10%	8%	9%	7%	9%	13%	6%	9%	13%
Don't know/Refused	15	13	2	4	4	3	3	7	3	1
	1%	2%	1%	3%	2%	1%	1%	3%	1%	0
TOPBOX & LOWBOX SUMMARY										
Important (Top2Box)	690	540	150	98	171	259	157	176	224	207
	69%	68%	75%	78%	72%	72%	59%	74%	70%	62%
Not important (Low2Box)	295	246	49	24	63	100	105	54	94	126
	30%	31%	24%	19%	27%	28%	40%	23%	29%	38%
							CDE			GH

Detailed Tables

In your opinion, how important are the following healthcare professionals to maintaining overall health: 2) Dental hygienists ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
Very important	580 58%	79 60%	64 66% C	34 50%	216 57%	137 55%	49 64%	170 58%	219 56%	178 61%	257 53%	323 62% J
Somewhat important	374 37%	48 36%	29 30%	30 45% B	148 39%	93 38%	26 34%	116 40%	154 39%	100 34%	201 42% K	173 33%
Not very important	34 3%	3 2%	3 3%	2 3%	9 2%	16 7% D	2 2%	6 2%	16 4%	10 3%	21 4%	14 3%
Not at all important	9 1%	2 1%	0 -	2 3% E	5 1%	0 -	0 -	2 1%	2 0	5 2%	3 1%	6 1%
Don't know/Refused	2 0	0 -	0 -	0 -	1 0	1 1%	0 -	0 -	1 0	1 0	1 0	1 0
TOPBOX & LOWBOX SUMMARY												
Important (Top2Box)	954 95%	127 96%	93 97%	64 95%	364 96%	229 93%	76 98%	286 97%	373 95%	278 95%	459 95%	496 96%
Not important (Low2Box)	43 4%	5 4%	3 3%	4 5%	14 4%	16 7%	2 2%	8 3%	18 5%	15 5%	24 5%	20 4%

Detailed Tables

. In your opinion, how important are the following healthcare professionals to maintaining overall health: 2) Dental hygienists ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
Very important	580 58%	463 58%	117 59%	81 64%	139 58%	213 59%	141 53%	133 56%	179 56%	200 60%
Somewhat important	374 37%	299 37%	76 38%	37 29%	87 37%	137 38%	112 42% C	88 37%	129 40%	123 37%
Not very important	34 3%	30 4%	5 2%	8 7% E	9 4%	7 2%	9 3%	11 5%	9 3%	11 3%
Not at all important	9 1%	7 1%	2 1%	1 0	2 1%	5 1%	2 1%	4 2% I	4 1%	1 0
Don't know/Refused	2 0	2 0	0 -	0 -	1 0	0 -	1 0	1 1%	0 -	0 -
TOPBOX & LOWBOX SUMMARY										
Important (Top2Box)	954 95%	761 95%	193 97%	117 93%	227 95%	350 97%	253 96%	221 93%	308 96%	323 97%
Not important (Low2Box)	43 4%	37 5%	7 3%	9 7%	11 4%	12 3%	11 4%	15 6%	12 4%	11 3%

Detailed Tables

In your opinion, how important are the following healthcare professionals to maintaining overall health: 3) Dentists ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
Very important	772 77%	100 76%	73 76%	50 74%	302 80%	185 75%	62 80%	218 74%	291 74%	248 84% GH	344 71%	428 83% J
Somewhat important	206 21%	29 22%	19 20%	17 25%	71 19%	54 22%	16 20%	72 25% I	93 24% I	38 13%	124 26% K	82 16%
Not very important	16 2%	2 1%	3 3%	0 -	4 1%	7 3%	0 -	3 1%	7 2%	5 2%	10 2%	6 1%
Not at all important	5 1%	1 1%	1 1%	1 1%	2 1%	0 -	0 -	1 0	1 0	3 1%	4 1%	1 0
Don't know/Refused	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 0	0 -	1 0	0 -
TOPBOX & LOWBOX SUMMARY												
Important (Top2Box)	978 98%	129 98%	93 96%	67 99%	373 98%	239 97%	77 100%	290 99%	383 98%	285 97%	468 97%	510 99% J
Not important (Low2Box)	21 2%	3 2%	4 4%	1 1%	6 2%	7 3%	0 -	4 1%	8 2%	8 3%	14 3%	7 1%

Detailed Tables

In your opinion, how important are the following healthcare professionals to maintaining overall health: 3) Dentists ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
Very important	772 77%	615 77%	157 78%	94 75%	187 78%	283 78%	203 77%	175 74%	248 77%	259 77%
Somewhat important	206 21%	164 21%	42 21%	26 21%	47 20%	74 20%	57 22%	54 23%	69 22%	69 21%
Not very important	16 2%	14 2%	2 1%	5 4% F	3 1%	5 1%	2 1%	6 2%	3 1%	4 1%
Not at all important	5 1%	5 1%	0 -	1 1%	0 -	1 0	3 1%	2 1%	0 -	3 1%
Don't know/Refused	1 0	1 0	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY										
Important (Top2Box)	978 98%	780 97%	198 99%	121 95%	234 98%	356 98%	260 98%	229 97%	317 99%	328 98%
Not important (Low2Box)	21 2%	19 2%	2 1%	6 5%	3 1%	6 2%	5 2%	8 3%	3 1%	6 2%

Detailed Tables

In your opinion, how important are the following healthcare professionals to maintaining overall health: 4) Optometrists ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
Very important	653 65%	93 70%	70 72%	44 64%	236 62%	157 64%	54 70%	177 60%	247 63%	215 73% GH	281 58%	372 72% J
Somewhat important	299 30%	33 25%	23 24%	22 33%	126 33%	73 29%	22 28%	100 34% I	127 32% I	67 23%	169 35% K	130 25%
Not very important	28 3%	5 4%	1 1%	2 3%	9 2%	11 4% F	0 -	10 4%	11 3%	6 2%	22 4% K	7 1%
Not at all important	11 1%	0 -	2 2%	0 -	5 1%	4 2%	1 1%	4 1%	4 1%	3 1%	5 1%	6 1%
Don't know/Refused	8 1%	1 1%	1 1%	0 -	3 1%	2 1%	1 1%	2 1%	3 1%	3 1%	7 1% K	1 0
TOPBOX & LOWBOX SUMMARY												
Important (Top2Box)	952 95%	126 95%	93 96%	66 97%	362 95%	230 93%	76 98%	277 94%	374 95%	281 96%	450 93%	502 97% J
Not important (Low2Box)	40 4%	5 4%	3 3%	2 3%	14 4%	15 6% F	1 1%	14 5%	15 4%	9 3%	26 5% K	13 3%

Detailed Tables

. In your opinion, how important are the following healthcare professionals to maintaining overall health: 4) Optometrists ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
Very important	653 65%	521 65%	132 66%	90 71% F	157 66%	247 68% F	155 59%	158 67%	212 66%	209 63%
Somewhat important	299 30%	246 31%	53 26%	29 23%	73 31%	100 28%	94 36% CE	68 29%	89 28%	113 34%
Not very important	28 3%	20 2%	8 4%	3 3%	4 2%	8 2%	12 4%	6 3%	12 4%	5 2%
Not at all important	11 1%	7 1%	4 2%	2 1%	1 1%	5 1%	4 1%	2 1%	4 1%	5 2%
Don't know/Refused	8 1%	6 1%	2 1%	3 2% F	3 1%	2 0	0 -	2 1%	3 1%	2 1%
TOPBOX & LOWBOX SUMMARY										
Important (Top2Box)	952 95%	767 96% B	185 93%	118 94%	230 96%	348 96%	250 94%	227 95%	301 94%	322 96%
Not important (Low2Box)	40 4%	27 3%	13 6%	5 4%	5 2%	13 4%	15 6% D	9 4%	16 5%	11 3%

Detailed Tables

In your opinion, how important are the following healthcare professionals to maintaining overall health: 5) Pharmacists ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
Very important	663 66%	84 64%	68 70%	44 64%	248 65%	161 65%	59 76% AD	179 61%	245 62%	227 77% GH	285 59%	378 73% J
Somewhat important	283 28%	44 33% F	22 23%	23 33%	106 28%	72 29%	16 21%	95 32% I	123 31% I	58 20%	167 34% K	117 23%
Not very important	48 5%	4 3%	5 5%	2 3%	23 6%	13 5%	2 2%	15 5%	24 6% I	8 3%	30 6%	18 4%
Not at all important	6 1%	0 -	1 1%	0 -	3 1%	2 1%	1 1%	4 2% H	1 0	1 0	2 0	4 1%
TOPBOX & LOWBOX SUMMARY												
Important (Top2Box)	946 95%	128 97%	90 94%	66 97%	354 93%	232 94%	75 97%	274 93%	367 94%	285 97% GH	452 93%	494 96%
Not important (Low2Box)	54 5%	4 3%	6 6%	2 3%	25 7%	14 6%	2 3%	19 7% I	25 6% I	9 3%	31 7%	22 4%

Detailed Tables

. In your opinion, how important are the following healthcare professionals to maintaining overall health: 5) Pharmacists ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
Very important	663 66%	523 65%	140 70%	98 78% EF	164 69% F	243 67% F	154 58%	176 74% I	217 68% I	200 60%
Somewhat important	283 28%	232 29%	52 26%	20 16%	66 28% C	100 28% C	95 36% CDE	50 21%	81 25%	117 35% GH
Not very important	48 5%	40 5%	8 4%	8 7%	7 3%	17 5%	14 5%	11 5%	20 6%	15 4%
Not at all important	6 1%	5 1%	1 0	0 -	2 1%	2 0	2 1%	0 -	3 1%	3 1%
TOPBOX & LOWBOX SUMMARY										
Important (Top2Box)	946 95%	755 94%	191 96%	118 93%	229 96%	344 95%	249 94%	226 95%	298 93%	317 95%
Not important (Low2Box)	54 5%	45 6%	9 4%	8 7%	9 4%	19 5%	16 6%	11 5%	23 7%	18 5%

Detailed Tables

. In your opinion, how important are the following healthcare professionals to maintaining overall health: 6) Physicians ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
Very important	847 85%	115 87%	82 84%	53 77%	319 84%	211 86%	68 88%	240 82%	322 82%	270 92% GH	391 81%	457 88% J
Somewhat important	130 13%	14 11%	13 14%	15 23% ADEF	51 13%	28 11%	8 10%	43 15% I	63 16% I	18 6%	76 16% K	53 10%
Not very important	20 2%	2 2%	2 2%	0 -	10 3%	6 2%	1 1%	8 3%	7 2%	5 2%	15 3% K	5 1%
Not at all important	2 0	0 -	0 -	0 -	0 -	2 1%	1 1%	2 1%	0 -	1 0	1 0	1 0
Don't know/Refused	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -
TOPBOX & LOWBOX SUMMARY												
Important (Top2Box)	977 98%	129 98%	95 98%	68 100%	369 97%	239 97%	76 98%	284 97%	385 98%	288 98%	467 97%	510 99% J
Not important (Low2Box)	22 2%	2 2%	2 2%	0 -	10 3%	7 3%	1 2%	10 3%	7 2%	5 2%	16 3% K	6 1%

Detailed Tables

In your opinion, how important are the following healthcare professionals to maintaining overall health: 6) Physicians ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
Very important	847 85%	685 86%	163 81%	102 80%	200 84%	311 86%	227 86%	203 86%	264 82%	287 86%
Somewhat important	130 13%	96 12%	34 17%	22 17%	36 15%	41 11%	31 12%	28 12%	47 15%	43 13%
Not very important	20 2%	17 2%	3 1%	3 2%	1 0	9 2%	6 2%	5 2%	10 3%	4 1%
Not at all important	2 0	2 0	1 0	0 -	1 1%	0 -	1 0	1 0	1 0	1 0
Don't know/Refused	1 0	1 0	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY										
Important (Top2Box)	977 98%	780 98%	197 98%	123 98%	236 99%	352 97%	258 97%	231 97%	310 97%	330 99%
Not important (Low2Box)	22 2%	19 2%	3 2%	3 2%	2 1%	9 2%	7 3%	5 2%	11 3%	4 1%

Detailed Tables

Which of the following statements best applies to you ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
I have no cavities	455 46%	54 41%	40 41%	27 40%	163 43%	131 53% ABCD	40 52%	123 42%	155 39%	168 57% GH	214 44%	241 47%
I have some cavities	374 37%	44 33%	43 45%	30 45%	150 40%	82 33%	24 32%	142 48% I	162 41% I	61 21%	198 41% K	176 34%
I have a lot of cavities but have had no major dental treatment, excluding cosmetic procedures	50 5%	13 10% BE	1 1%	3 4%	20 5%	9 4%	4 5%	9 3%	24 6%	15 5%	17 3%	33 6% J
I have a lot of cavities and have had major corrective dental treatment, excluding cosmetic procedures	102 10%	18 13%	12 13%	6 9%	41 11%	20 8%	6 7%	18 6%	48 12% G	36 12% G	48 10%	54 10%
Don't know/Refused	19 2%	5 3%	1 1%	2 2%	5 1%	4 2%	3 3%	1 0	4 1%	14 5% GH	6 1%	13 2%

Detailed Tables

Which of the following statements best applies to you ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
I have no cavities	455	363	92	71	100	153	125	121	126	148
	46%	45%	46%	56% DE	42%	42%	47%	51% H	39%	44%
I have some cavities	374	294	80	36	98	143	96	78	135	131
	37%	37%	40%	29% C	41% C	39% C	36%	33% G	42% G	39%
I have a lot of cavities but have had no major dental treatment, excluding cosmetic procedures	50	42	8	2	17	13	18	11	16	18
	5%	5%	4%	1% C	7% C	3%	7% C	4%	5%	5%
I have a lot of cavities and have had major corrective dental treatment, excluding cosmetic procedures	102	87	16	12	18	49	23	19	38	36
	10%	11%	8%	10%	8%	13% D	9%	8%	12%	11%
Don't know/Refused	19	14	4	5	5	5	4	9	6	3
	2%	2%	2%	4%	2%	1%	2%	4% I	2%	1%

Detailed Tables

Which of the following dental procedures have you received ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
TOTAL MENTIONS												
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
Fillings	593	102	62	49	255	74	52	151	266	165	281	313
	59%	77%	64%	72%	67%	30%	67%	52%	68%	56%	58%	61%
Extractions	456	67	48	36	165	101	39	100	190	159	223	233
	46%	51%	50%	53%	44%	41%	50%	34%	48%	54%	46%	45%
Crowns	236	49	26	16	94	40	12	36	96	100	113	123
	24%	37%	27%	24%	25%	16%	15%	12%	25%	34%	23%	24%
Removable dentures, partial or complete	196	22	16	11	64	67	16	10	50	134	82	114
	20%	17%	16%	16%	17%	27%	21%	3%	13%	46%	17%	22%
Braces	134	26	13	7	55	29	5	65	45	21	60	74
	13%	19%	13%	10%	14%	12%	6%	22%	12%	7%	12%	14%
Professional whitening	88	14	2	4	34	27	7	31	34	22	43	45
	9%	10%	2%	6%	9%	11%	9%	10%	9%	8%	9%	9%
Veneers	52	6	2	3	9	31	1	11	19	22	26	26
	5%	5%	2%	5%	2%	13%	1%	4%	5%	7%	5%	5%
Implants	30	4	3	0	11	10	2	3	9	18	20	10
	3%	3%	3%	-	3%	4%	3%	1%	2%	6%	4%	2%
None	118	7	8	7	32	58	4	57	42	14	57	60
	12%	5%	9%	11%	9%	24%	5%	19%	11%	5%	12%	12%
Don't know/Refused	3	0	0	0	2	0	1	1	1	0	2	1
	0	-	-	-	0	-	1%	0	0	-	0	0

Detailed Tables

Which of the following dental procedures have you received ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
Fillings	593 59%	472 59%	121 61%	51 40%	143 60%	229 63%	169 64%	109 46%	202 63%	224 67%
Extractions	456 46%	362 45%	94 47%	52 41%	102 43%	172 47%	127 48%	98 41%	140 44%	171 51%
Crowns	236 24%	207 26%	29 14%	12 9%	43 18%	87 24%	93 35%	35 15%	71 22%	102 30%
Removable dentures, partial or complete	196 20%	146 18%	50 25%	57 45%	51 22%	54 15%	31 12%	64 27%	73 23%	38 11%
Braces	134 13%	117 15%	17 8%	5 4%	27 11%	52 14%	49 19%	27 11%	34 11%	60 18%
Professional whitening	88 9%	67 8%	21 11%	13 10%	22 9%	21 6%	32 12%	22 9%	23 7%	38 11%
Veneers	52 5%	42 5%	10 5%	5 4%	9 4%	17 5%	21 8%	8 3%	23 7%	17 5%
Implants	30 3%	23 3%	7 4%	4 4%	5 2%	7 2%	13 5%	2 1%	9 3%	15 5%
None	118 12%	98 12%	20 10%	15 12%	24 10%	45 12%	31 12%	32 13%	35 11%	40 12%
Don't know/Refused	3 0	3 0	0 -	0 -	1 0	1 0	1 0	0 -	1 0	1 0

Detailed Tables

In your opinion, how serious of a problem is gingivitis ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
Very serious	350 35%	46 35%	33 35%	25 37%	148 39%	71 29%	26 34%	85 29%	126 32%	131 45%	136 28%	214 41%
Somewhat serious	407 41%	57 43%	43 44%	25 36%	148 39%	106 43%	30 39%	147 50%	177 45%	79 27%	202 42%	205 40%
Not very serious	107 11%	8 6%	11 11%	8 12%	44 11%	26 10%	11 14%	37 13%	44 11%	22 7%	58 12%	49 9%
Not at all serious	26 3%	7 5%	3 3%	1 2%	3 1%	11 4%	1 2%	8 3%	8 2%	10 4%	17 4%	9 2%
Do you not know what gingivitis is	91 9%	12 9%	5 5%	8 11%	31 8%	27 11%	8 10%	16 6%	36 9%	36 12%	60 12%	31 6%
Don't know/Refused	19 2%	2 2%	1 1%	1 2%	5 1%	7 3%	2 2%	0 -	2 0	15 5%	10 2%	9 2%
TOPBOX & LOWBOX SUMMARY												
Serious (Top2Box)	757 76%	103 78%	76 79%	50 73%	296 78%	176 71%	56 72%	232 79%	303 77%	210 72%	338 70%	419 81%
Not serious (Low2Box)	133 13%	15 11%	14 15%	9 14%	46 12%	37 15%	12 15%	45 15%	52 13%	32 11%	76 16%	58 11%

Detailed Tables

In your opinion, how serious of a problem is gingivitis ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
Very serious	350 35%	291 36%	59 29%	44 35%	95 40%	119 33%	88 33%	73 31%	109 34%	123 37%
Somewhat serious	407 41%	320 40%	87 44%	35 28%	96 40%	159 44%	115 44%	100 42%	119 37%	148 44%
Not very serious	107 11%	88 11%	20 10%	13 10%	22 9%	42 12%	29 11%	22 9%	44 14%	37 11%
Not at all serious	26 3%	20 3%	6 3%	6 5%	6 2%	9 2%	6 2%	11 5%	9 3%	5 1%
Do you not know what gingivitis is	91 9%	65 8%	26 13% A	24 19% DEF	15 6%	29 8%	22 8%	26 11% I	32 10% I	19 6%
Don't know/Refused	19 2%	16 2%	3 1%	4 3%	4 2%	4 1%	6 2%	5 2%	7 2%	2 1%
TOPBOX & LOWBOX SUMMARY										
Serious (Top2Box)	757 76%	611 76%	146 73%	79 63%	191 80% C	278 77% C	203 77% C	173 73%	229 71%	271 81% GH
Not serious (Low2Box)	133 13%	108 14%	25 13%	19 15%	28 12%	51 14%	34 13%	33 14%	53 17%	42 12%

Detailed Tables

Which of the following ailments do you believe can result from a case of gingivitis ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
TOTAL MENTIONS												
Base: All Respondents												
Unweighted Base	1062	133	100	100	389	240	100	328	423	288	496	566
Weighted Base	1000	132	97*	68*	379	247	77*	293	392	294	483	517
Bleeding gums	698 70%	94 71%	59 61%	45 66%	277 73% B	165 67%	58 75% B	220 75% I	284 72% I	184 63%	342 71%	356 69%
More serious dental diseases such as periodontal disease	501 50%	70 53% E	55 57% E	38 56% E	237 63% EF	64 26%	37 47% E	141 48%	203 52%	148 50%	217 45%	283 55% J
Mouth pain	446 45%	63 48% E	43 44% E	27 40%	188 50% E	81 33%	43 55% CE	140 48% I	178 45%	116 39%	205 42%	241 47%
No ailments can result from a case of gingivitis	21 2%	2 2%	2 2%	2 3%	5 1%	9 4% D	2 2%	7 2%	8 2%	7 2%	11 2%	10 2%
Bad breath	14 1%	1 1%	1 1%	1 1%	6 2%	5 2%	1 1%	2 1%	6 2%	5 2%	4 1%	9 2%
Loss of teeth	13 1%	1 1%	2 2%	2 3%	5 1%	3 1%	0 -	2 1%	6 2%	5 2%	3 1%	10 2%
Heart problems/ heart disease	12 1%	2 2% E	1 1%	1 2% E	6 2% E	0 -	1 1%	1 0	6 2%	5 2%	1 0	11 2% J
Stomach/ intestinal problems	5 0	1 1%	0 -	0 -	1 0	2 1%	0 -	0 -	2 1%	3 1%	0 -	5 1% J
Gum disease	3 0	1 1%	0 -	0 -	2 0	0 -	0 -	3 1% H	0 -	0 -	2 0	1 0
Other	34 3%	5 4%	3 3%	3 4%	12 3%	10 4%	2 3%	11 4%	15 4%	8 3%	8 2%	26 5% J
Don't know/Refused	121 12%	16 12%	12 12%	8 12%	35 9%	41 17% D	10 12%	24 8%	40 10%	52 18% GH	70 14% K	51 10%

Detailed Tables

Which of the following ailments do you believe can result from a case of gingivitis ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: All Respondents										
Unweighted Base	1062	842	220	132	256	386	279	252	344	351
Weighted Base	1000	800	200	126	238	362	265	237	321	334
Bleeding gums	698 70%	562 70%	137 68%	73 58%	167 70%	264 73%	190 72%	153 64%	232 72%	254 76%
More serious dental diseases such as periodontal disease	501	408	92	35	106	199	160	99	146	206
	50%	51%	46%	27%	44%	55%	60%	42%	46%	62%
Mouth pain	446	363	83	46	98	168	133	95	139	174
	45%	45%	41%	36%	41%	46%	50%	40%	43%	52%
No ailments can result from a case of gingivitis	21	14	7	7	5	5	4	8	7	5
	2%	2%	4%	5%	2%	1%	1%	3%	2%	2%
Bad breath	14	12	1	0	3	4	7	5	1	6
	1%	2%	1%	-	1%	1%	3%	2%	0	2%
Loss of teeth	13	12	1	2	1	6	4	1	2	7
	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
Heart problems/ heart disease	12	9	3	0	2	7	2	1	5	4
	1%	1%	1%	-	1%	2%	1%	1%	2%	1%
Stomach/ intestinal problems	5	5	0	1	0	3	1	1	1	1
	0	1%	-	1%	-	1%	1%	0	0	0
Gum disease	3	2	1	0	0	3	0	0	2	1
	0	0	0	-	-	1%	-	-	1%	0
Other	34	30	5	3	8	11	12	9	7	13
	3%	4%	2%	3%	3%	3%	4%	4%	2%	4%
Don't know/Refused	121	93	28	34	32	33	20	38	37	20
	12%	12%	14%	27%	13%	9%	7%	16%	11%	6%