

KEY FINDINGS

- In the past 12 months, nearly 1 in 3 Florida voters (31%) have put off a dental procedure due to cost. These procedures include crowns and bridges (14%), fillings (13%), implants (8%), root canal (7%), braces (6%), wisdom tooth removal (5%), gum surgery or grafting (4%), cosmetic veneers or bonding (3%), or dentures (2%). Putting off a dental procedure due to cost is reported by greater portions of women (39%) compared with men (24%), and those ages 18-34 (45%) compared with those ages 35 and older (28%).
- When Florida voters are confronted with a dental expense that insurance doesn't cover, or has a high deductible, the greatest portion (52%) say they would use a personal credit card to pay for it. This is followed by dipping into savings (35%), not having the procedure done (31%), using a medical credit card (12%), borrowing money from a friend or family member (4%), or taking out a loan (3%). The use of a medical credit card is reported by greater portions of those ages 18-35 (18%) compared with younger and older Floridians.
- That said, three-quarters (75%) say that if their dentist or periodontist offered an alternative to a credit card or loan with no interest, and no fees, they'd be either "very" (40%) or "somewhat" (35%) likely to have that procedure.
- Just 18% of Florida voters believe that their dentist or periodontist currently offer "third financial payment solutions" to assist with financial help for procedures. Another 19% say they believe this is not the case, with the remaining 63% saying they're not sure.
- Finally, about half (53%) say that they'd be "very" (23%) or "somewhat" (30%) likely to consider switching to a new dentist or periodontist who does offer this type of financial payment solution. Willingness to switch is greatest among those ages 35-54 (64%) and ages 18-34 (58%).

DATA TABLES

In the past 12 months, have you had to put off any of the following dental procedures because of cost? Select all that apply						
	ALL	GENDER		AGE		
	ALL	F	M	18-34	35-54	55+
At least one of these	31%	39%	24%	45%	29%	26%
None of these	69%	61%	76%	55%	71%	74%
Crowns & bridges	14%	17%	10%	14%	16%	12%
Fillings	13%	18%	8%	28%	10%	7%
Implants	8%	9%	6%	2%	8%	11%
Root Canal	7%	9%	5%	8%	7%	6%
Braces	6%	9%	4%	10%	8%	3%
Wisdom tooth removal	5%	7%	3%	12%	3%	2%
Gum surgery or grafting	4%	2%	5%	4%	4%	4%
Cosmetic veneers or bonding	3%	2%	4%	3%	2%	3%
Dentures	2%	2%	2%	0%	2%	4%

If you have a dental expense that insurance doesn't cover, or have a high deductible, how would you pay for it? Select all that apply						
	ALL	GENDER		AGE		
	ALL	F	M	18-34	35-54	55+
Personal credit card	52%	56%	47%	41%	53%	57%
Dip into savings	35%	31%	39%	33%	41%	31%
Not have the procedure	31%	36%	26%	48%	28%	22%
Use a medical credit card	12%	11%	12%	4%	18%	10%
Borrow money from a friend or family member	4%	5%	3%	11%	1%	2%
Take out a loan	3%	4%	1%	1%	6%	1%

If your dentist or periodontist offered an alternative to a credit card or loan with no interest/no fees, how likely would you be to have that procedure?						
	ALL	GENDER		AGE		
	ALL	F	M	18-34	35-54	55+
Very likely or Somewhat likely (NET)	75%	76%	73%	73%	79%	71%
<i>Very likely</i>	40%	38%	42%	23%	52%	39%
<i>Somewhat likely</i>	35%	39%	31%	50%	27%	32%
Somewhat unlikely	6%	5%	7%	12%	5%	3%
Not at all	20%	18%	20%	15%	15%	26%

Does your dentist or periodontist offer third financial payment solutions to assist with financial help for procedures?						
	ALL	GENDER		AGE		
	ALL	F	M	18-34	35-54	55+
Yes	18%	16%	19%	10%	26%	15%
No	19%	18%	21%	13%	21%	22%
I don't know	63%	67%	60%	77%	53%	64%

If your dentist or periodontist does not provide a financial payment solution, how likely would you consider switching to one who does?						
	ALL	GENDER		AGE		
	ALL	F	M	18-34	35-54	55+
Very likely or Somewhat likely (NET)	53%	55%	52%	58%	64%	41%
<i>Very likely</i>	23%	27%	20%	17%	35%	16%
<i>Somewhat likely</i>	30%	28%	32%	41%	28%	25%
Somewhat unlikely	15%	15%	16%	16%	13%	17%
Not at all	31%	30%	32%	26%	24%	42%