



## Philips Sonicare - Australian oral health habits key research findings

Oral health has seen a decline in Australia over the past few years. Aussies appear to be visiting the dentist less often due to barriers like cost-of-living pressures and accessibility - at the expense of their oral health.

Ahead of Dental Health Week, Sonicare has conducted research to explore current and evolving oral health habits, attitudes and behaviours amongst Australians and better identify the oral health issues that directly impact our physical and mental wellbeing on a daily basis.

### HIGHLIGHT STATS:

- 1 in 5 Australians admit that they are dissatisfied with the health of their teeth and gums
- 79% of Australians say that having good oral health has an impact on their overall mental wellbeing
- Two-thirds (67%) of Australians are concerned about the cost of visiting the dentist and/or dental procedures
- 2 in 5 Aussies (38%) find daily oral health practices to be a chore
- 57% of Aussies aged 18-24 are concerned about the effects of vaping/smoking on their oral health

### Links to overall physical & mental wellbeing

- Oral health is linked to physical wellbeing, but 4 in 5 Australians (79%) also say that having good oral health has an impact on their overall mental wellbeing
- Similarly, two-thirds of Australians (66%) say that their oral health directly impacts their self-esteem
- Vaping is on the rise amongst young Australians and many are unaware of the emerging health impacts. However, 57% of Aussies aged 18-24 are concerned about the effects of vaping/smoking on their oral health

### The impact of rising cost-of-living

- Cost-of-living issues continue to be a pain point, with two-thirds of Australians (67%) concerned about the cost of visiting the dentist and/or dental procedures and 39% believe that visiting the dentist is too expensive
- When it comes to how it directly impacts their oral health care:
  - Half (49%) of Aussies choose a toothbrush based on their budget
  - 51% do not visit the dentist as frequently as recommended due to the cost
  - 16% of Australians have even considered cheaper alternatives to dental procedures like filing down their teeth, DIY fillings, DIY dentures because of budget

### Accessibility to dental care

- Although this may differ for everyone, the ADA recommends visiting a dentist at least once a year for a check up. However:
  - A quarter of Australians (28%) do not visit the dentist every 6-12 months
  - Over a third only visit the dentist in case of an emergency or if they feel pain
- There may be many external factors that impact your ability to visit a dentist:



- 1 in 5 Aussies (20%) say they struggle to access dental health care near them with almost a third (28%) claiming they find it difficult to schedule a dental appointment
- Over a third of respondents (35%) say they are afraid of going to the dentist
- 1 in 5 feel visiting the dentist takes too much time

### Oral health behaviours

- Although the Australian Dental Association (ADA) recommends brushing your teeth for at least two minute morning and night, and flossing at least once per day:
  - Only half of Australians (51%) brush for the recommended two minutes
  - Only 37% of Aussies floss daily, with 44% claiming flossing is too time-consuming and 39% only flossing when necessary
  - Over a third (37%) of Australians admit to skipping brushing their teeth if they are too tired and/or in a rush
- Our diet can have an affect on both the health and look of our teeth, affecting food and xfbverage consumption behaviours
  - 1 in 5 Aussies avoid consuming foods/drinks that may stain their teeth (eg. coffee, red wine, dark berries)
  - Just under a third (30%) avoid including sugary foods in their family's diet because they're concerned about long-term oral diseases
  - 17% avoid drinking alcohol because they fear it will harm their teeth/gums
- Oral health routines can vary from person to person:
  - Just under half of Aussies (44%) prefer to brush with a manual toothbrush because they believe it's gentler on their teeth and gums
  - Two thirds of Aussies (66%) wet their toothbrush before brushing
  - 58% brush their teeth after eating breakfast while 28% brush their teeth before eating breakfast
  - Only a third of Aussies believe that electric toothbrushes are more effective than manual
  - Half of Australians believe they should visit the dentist at least once every 6 months
  - 37% rinse their mouths with water after brushing their teeth with toothpaste

*\*Research conducted in June 2023 by Pureprofile on behalf of Philips Sonicare on a sample of over 1000 Australians.*