Of those who say that their New Year’s resolution relates to oral health, approximately two-thirds (66%) report their New Year’s resolution for 2022 will be to brush or floss their teeth more often.

More than half describe their oral health-related New Year’s resolution as changing what they eat or drink.

67% of Americans believe that their natural teeth contribute significantly to their good looks.

81% of American adults wish they had taken better care of their natural teeth.

Other benefits Americans feel would happen if they were to take better care of their teeth:

- 39% feel their self-esteem would improve
- 33% feel they would have more money due to needing fewer dental exams or procedures

More than 1 in 5 of Gen Z and 21% of Baby boomers do not believe their natural teeth contribute to their good looks, whereas 73% of Millennials and 63% of Gen Xers do believe their natural teeth contribute significantly to their good looks.

This year’s survey suggests that more American adults will have a New Year’s resolution relating to oral health compared to last year’s survey results: 60% of Americans say one of their New Year’s resolutions will relate to oral health; last year, less than half of Americans (48%) said one of their New Year’s resolutions will relate to oral health.

Indicate one of their New Year’s resolutions for 2022 will be to improve the appearance of their teeth.

Report that one of their New Year’s resolutions for 2022 will be to quit or reduce teeth grinding.

Say their New Year’s resolution related to oral health for 2022 will be to drink fewer sugary drinks, cut back on candy/sweets, or reduce coffee or tea consumption.

More than a quarter (25%) of Americans feel people would find them more attractive if they took better care of their teeth, and about 1 in 6 (16%) feel they would have a more active dating life if they took better care of their teeth.

Holiday Hygiene

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