

# Internal Brushing Teeth

GB Sample: 9th - 10th October 2017



Total	Gender		Age					Social Grade		Region						
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Thinking about a typical day... When, if ever, do you tend to brush your teeth? (Please select all that apply. If you do not tend to brush your teeth on a typical day, please select the "Not applicable" option)

Unweighted base	2035	915	1120	224	300	310	378	823	1248	787	493	336	200	261	486	85	174
<b>Base: All GB adults</b>	2035	987	1048	234	319	333	368	781	1160	875	490	334	190	272	469	101	177
In the morning (i.e. between 5am and 11am)	87%	84%	90%	87%	82%	84%	89%	89%	91%	82%	86%	88%	88%	85%	87%	88%	88%
In the evening (i.e. between 6pm and 12pm)	72%	69%	76%	78%	72%	70%	69%	74%	77%	67%	71%	74%	70%	74%	76%	67%	68%
Any other time in the day (i.e. between 11am and 6pm)	12%	10%	14%	11%	6%	13%	11%	14%	12%	12%	14%	11%	12%	10%	10%	12%	15%
Don't know	2%	2%	1%	3%	3%	1%	1%	1%	1%	2%	2%	1%	0%	2%	1%	1%	2%
Not applicable - I don't tend to brush my teeth on a typical day	2%	3%	1%	2%	2%	3%	2%	2%	1%	3%	2%	1%	2%	3%	2%	1%	2%
<b>Net: Do not brush teeth</b>	2%	3%	1%	2%	2%	3%	2%	2%	1%	3%	2%	1%	2%	3%	2%	1%	2%
<b>Net: Brush teeth once a day</b>	29%	33%	26%	23%	34%	32%	32%	28%	25%	35%	30%	30%	33%	27%	28%	34%	28%
<b>Net: Brush teeth twice a day (all combinations)</b>	59%	55%	62%	65%	58%	55%	58%	59%	63%	53%	55%	59%	57%	61%	62%	58%	59%
<b>Net: Brush teeth three time or more a day</b>	8%	6%	10%	7%	3%	9%	8%	11%	9%	7%	10%	9%	8%	7%	7%	6%	8%
<b>Net: Don't know</b>	2%	2%	1%	3%	3%	1%	1%	1%	1%	2%	2%	1%	0%	2%	1%	1%	2%

Still thinking about a typical day...Do you tend to floss your teeth (e.g. with dental floss)?

Unweighted base	2035	915	1120	224	300	310	378	823	1248	787	493	336	200	261	486	85	174
<b>Base: All GB adults</b>	2035	987	1048	234	319	333	368	781	1160	875	490	334	190	272	469	101	177
Yes, I do	31%	25%	36%	18%	26%	27%	33%	37%	32%	29%	28%	30%	32%	36%	32%	19%	35%
No, I don't	68%	74%	62%	78%	72%	72%	66%	63%	67%	69%	72%	69%	67%	62%	67%	80%	64%
Don't know	1%	1%	1%	4%	2%	0%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%

## Internal Brushing Teeth

GB Sample: 9th - 10th October 2017



Total	Number of times teeth are brushed					Flossing		
	Do not brush teeth	Brush teeth once a day	Brush teeth twice a day (all combinations)	Brush teeth three time or more a day	Don't know	Yes, I do	No, I don't	Don't know

Thinking about a typical day... When, if ever, do you tend to brush your teeth? (Please select all that apply. If you do not tend to brush your teeth on a typical day, please select the "Not applicable" option)

Unweighted base	2035	43	590	1206	171	25	636	1375	24
<b>Base: All GB adults</b>	2035	44	599	1195	166	31	624	1387	24
In the morning (i.e. between 5am and 11am)	87%	-	70%	99%	100%	-	91%	86%	41%
In the evening (i.e. between 6pm and 12pm)	72%	-	23%	98%	100%	-	82%	69%	27%
Any other time in the day (i.e. between 11am and 6pm)	12%	-	7%	3%	100%	-	17%	10%	20%
Don't know	2%	-	-	-	-	100%	0%	1%	42%
Not applicable - I don't tend to brush my teeth on a typical day	2%	100%	-	-	-	-	1%	3%	3%
<b>Net: Do not brush teeth</b>	2%	100%	-	-	-	-	1%	3%	3%
<b>Net: Brush teeth once a day</b>	29%	-	100%	-	-	-	23%	32%	29%
<b>Net: Brush teeth twice a day (all combinations)</b>	59%	-	-	100%	-	-	61%	58%	17%
<b>Net: Brush teeth three time or more a day</b>	8%	-	-	-	100%	-	15%	5%	8%
<b>Net: Don't know</b>	2%	-	-	-	-	100%	0%	1%	42%

Still thinking about a typical day...Do you tend to floss your teeth (e.g. with dental floss)?

Unweighted base	2035	43	590	1206	171	25	636	1375	24
<b>Base: All GB adults</b>	2035	44	599	1195	166	31	624	1387	24
Yes, I do	31%	12%	24%	32%	55%	3%	100%	-	-
No, I don't	68%	86%	75%	68%	44%	65%	-	100%	-
Don't know	1%	2%	1%	0%	1%	33%	-	-	100%