

[Brush your own teeth]

How often do you do the following:

	Total	Gender		AGE			Owners		
		Male	Female	18-34	35-54	55+	Cat Owners	Dog Owners	Both
		A	B	C	D	E	J	K	L
Base: All Respondents	1000	338	662	116	198	686	602	592	194
Weighted	1000	342	658	118	202	680	604	591	195
Brush your own teeth									
More than once a day	679	183	497	87	152	440	409	405	135
	68%	53%	76%	74%	75%	65%	68%	69%	69%
Once a day	268	128	140	24	36	208	160	153	46
	27%	37%	21%	20%	18%	31%	26%	26%	23%
A few times a week	24	14	10	4	3	17	17	13	6
	2%	4%	2%	4%	2%	2%	3%	2%	3%
Once a week	6	2	3	2	3	1	5	4	3
	1%	1%	1%	1%	1%	*	1%	1%	2%
Once a month	2	1	1	-	2	-	2	2	2
	*	*	*	-	1%	-	*	*	1%
Rarely	6	5	1	1	1	4	4	3	1
	1%	1%	*	1%	1%	1%	1%	1%	1%
Never	15	10	5	-	4	11	8	10	2
	2%	3%	1%	-	2%	2%	1%	2%	1%

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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[Brush your cat's teeth]

How often do you do the following:

	Total	Gender		AGE			Owners		
		Male	Female	18-34	35-54	55+	Cat Owners	Dog Owners	Both
		A	B	C	D	E	J	K	L
Base: All Respondents	602	182	420	82	133	387	602	194	194
Weighted	604	184	420	83	135	386	604	195	195
Brush your cat's teeth									
More than once a day	7	4	4	3	4	1	7	2	2
	1%	2%	1%	3%	3%	*	1%	1%	1%
				E*	E				
Once a day	16	6	10	7	4	4	16	10	10
	3%	3%	2%	9%	3%	1%	3%	5%	5%
				E*					
A few times a week	17	4	13	4	4	9	17	7	7
	3%	2%	3%	5%	3%	2%	3%	3%	3%
				*					
Once a week	24	9	15	2	9	13	24	10	10
	4%	5%	4%	3%	6%	3%	4%	5%	5%
				*					
Once a month	14	3	11	6	4	3	14	9	9
	2%	2%	3%	8%	3%	1%	2%	5%	5%
				E*	E				
Rarely	86	23	64	15	22	49	86	24	24
	14%	12%	15%	18%	16%	13%	14%	12%	12%
				*					
Never	439	135	304	45	88	306	439	133	133
	73%	73%	72%	54%	65%	79%	73%	68%	68%
				*		CD			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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[Brush your dog's teeth]

How often do you do the following:

	Total	Gender		AGE			Owners		
		Male	Female	18-34	35-54	55+	Cat Owners	Dog Owners	Both
		A	B	C	D	E	J	K	L
Base: All Respondents	592	214	378	69	116	407	194	592	194
Weighted	591	217	374	70	119	401	195	591	195
Brush your dog's teeth									
More than once a day	5	3	2	2	1	2	2	5	2
	1%	1%	*	3%	1%	*	1%	1%	1%
				E*					
Once a day	39	11	28	9	7	22	11	39	11
	7%	5%	7%	13%	6%	6%	6%	7%	6%
				E*					
A few times a week	48	20	28	7	10	31	16	48	16
	8%	9%	7%	10%	9%	8%	8%	8%	8%
				*					
Once a week	60	20	40	10	14	36	17	60	17
	10%	9%	11%	14%	12%	9%	9%	10%	9%
				*					
Once a month	44	18	26	10	10	24	18	44	18
	7%	8%	7%	14%	9%	6%	9%	7%	9%
				E*					
Rarely	142	50	92	14	33	94	37	142	37
	24%	23%	25%	20%	28%	23%	19%	24%	19%
				*					
Never	253	95	158	18	43	193	95	253	95
	43%	44%	42%	25%	36%	48%	49%	43%	49%
				*		CD			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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[Give your cat dental chews or other non-diet products to help improve their oral health]

How often do you do the following:

	Total	Gender		AGE			Owners		
		Male	Female	18-34	35-54	55+	Cat Owners	Dog Owners	Both
		A	B	C	D	E	J	K	L
Base: All Respondents	602	182	420	82	133	387	602	194	194
Weighted	604	184	420	83	135	386	604	195	195
Give your cat dental chews or other non-diet products to help improve their oral health									
More than once a day	51	16	35	3	11	37	51	10	10
	9%	9%	8%	3%	8%	10%	9%	5%	5%
				*					
Once a day	103	20	83	12	21	70	103	36	36
	17%	11%	20%	15%	15%	18%	17%	18%	18%
			A	*					
A few times a week	98	32	65	15	19	64	98	39	39
	16%	18%	16%	18%	14%	16%	16%	20%	20%
				*					
Once a week	45	18	26	8	12	24	45	17	17
	7%	10%	6%	10%	9%	6%	7%	9%	9%
				*					
Once a month	37	10	27	11	12	14	37	19	19
	6%	5%	7%	14%	9%	4%	6%	10%	10%
				E*	E				
Rarely	79	24	55	16	18	45	79	30	30
	13%	13%	13%	20%	13%	12%	13%	15%	15%
				*					
Never	191	63	129	17	43	132	191	44	44
	32%	34%	31%	21%	32%	34%	32%	23%	23%
				*		C	KL		

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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[Give your dog dental chews or other non-diet products to help improve their oral health]

How often do you do the following:

	Total	Gender		AGE			Owners		
		Male	Female	18-34	35-54	55+	Cat Owners	Dog Owners	Both
		A	B	C	D	E	J	K	L
Base: All Respondents	592	214	378	69	116	407	194	592	194
Weighted	591	217	374	70	119	401	195	591	195
Give your dog dental chews or other non-diet products to help improve their oral health									
More than once a day	67	28	39	5	10	53	12	67	12
	11%	13%	10%	7%	8%	13%	6%	11%	6%
				*				JL	
Once a day	160	52	108	15	30	115	56	160	56
	27%	24%	29%	21%	25%	29%	29%	27%	29%
				*					
A few times a week	127	42	84	17	36	73	40	127	40
	21%	20%	23%	24%	30%	18%	20%	21%	20%
				*	E				
Once a week	79	34	45	12	13	54	25	79	25
	13%	16%	12%	17%	11%	13%	13%	13%	13%
				*					
Once a month	56	17	39	13	12	32	28	56	28
	9%	8%	10%	18%	10%	8%	15%	9%	15%
				E*					
Rarely	54	20	33	6	13	35	21	54	21
	9%	9%	9%	8%	11%	9%	11%	9%	11%
				*					
Never	48	22	26	3	6	39	12	48	12
	8%	10%	7%	5%	5%	10%	6%	8%	6%
				*					

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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[Brushing my pet's teeth can increase his/her lifespan]

To what extent do you agree or disagree with the following:

	Total	Gender		AGE			Owners		
		Male	Female	18-34	35-54	55+	Cat Owners	Dog Owners	Both
		A	B	C	D	E	J	K	L
Base: All Respondents	1000	338	662	116	198	686	602	592	194
Weighted	1000	342	658	118	202	680	604	591	195
Brushing my pet's teeth can increase his/her lifespan									
Strongly agree	222	54	168	25	52	146	114	164	56
	22%	16%	26%	21%	26%	21%	19%	28%	29%
Somewhat agree	536	192	344	65	102	370	331	316	110
	54%	56%	52%	55%	50%	54%	55%	53%	57%
Somewhat disagree	203	75	129	24	43	137	134	95	25
	20%	22%	20%	20%	21%	20%	22%	16%	13%
Strongly disagree	38	21	17	4	5	29	26	16	4
	4%	6%	3%	3%	2%	4%	4%	3%	2%
Summary									
Top2Box (Agree)	759	247	512	90	154	515	444	480	166
	76%	72%	78%	76%	76%	76%	74%	81%	85%
Low2Box (Disagree)	241	96	145	28	48	165	160	111	29
	24%	28%	22%	24%	24%	24%	26%	19%	15%

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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[Bad oral hygiene can cause my pet pain]

To what extent do you agree or disagree with the following:

	Total	Gender		AGE			Owners		
		Male	Female	18-34	35-54	55+	Cat Owners	Dog Owners	Both
		A	B	C	D	E	J	K	L
Base: All Respondents	1000	338	662	116	198	686	602	592	194
Weighted	1000	342	658	118	202	680	604	591	195
Bad oral hygiene can cause my pet pain									
Strongly agree	400	97	303	44	87	270	238	260	98
	40%	28%	46%	37%	43%	40%	39%	44%	50%
			A						J
Somewhat agree	502	203	300	60	92	350	301	283	82
	50%	59%	46%	51%	46%	51%	50%	48%	42%
			B						
Somewhat disagree	80	36	43	11	17	51	52	39	12
	8%	11%	7%	9%	9%	8%	9%	7%	6%
			B						
Strongly disagree	18	7	11	3	5	10	13	8	3
	2%	2%	2%	3%	3%	1%	2%	1%	2%
Summary									
Top2Box (Agree)	902	299	603	104	179	619	539	543	180
	90%	87%	92%	88%	89%	91%	89%	92%	92%
			A						
Low2Box (Disagree)	98	43	55	14	23	61	65	48	15
	10%	13%	8%	12%	11%	9%	11%	8%	8%
			B						

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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[I should brush my pet's teeth to help keep his/her teeth healthy]

To what extent do you agree or disagree with the following:

	Total	Gender		AGE			Owners		
		Male	Female	18-34	35-54	55+	Cat Owners	Dog Owners	Both
		A	B	C	D	E	J	K	L
Base: All Respondents	1000	338	662	116	198	686	602	592	194
Weighted	1000	342	658	118	202	680	604	591	195
I should brush my pet's teeth to help keep his/her teeth healthy									
Strongly agree	265	68	197	43	60	162	135	196	66
	27%	20%	30%	36%	30%	24%	22%	33%	34%
Somewhat agree	493	170	323	61	98	334	302	292	100
	49%	50%	49%	52%	49%	49%	50%	49%	52%
Somewhat disagree	195	79	116	10	37	149	131	90	25
	20%	23%	18%	8%	18%	22%	22%	15%	13%
Strongly disagree	47	25	22	4	7	36	36	13	3
	5%	7%	3%	4%	3%	5%	6%	2%	2%
Summary									
Top2Box (Agree)	758	238	520	104	158	496	437	487	166
	76%	70%	79%	88%	79%	73%	72%	83%	85%
Low2Box (Disagree)	242	104	138	14	43	185	167	103	29
	24%	30%	21%	12%	21%	27%	28%	17%	15%

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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[Brushing my pet's teeth is difficult and an inconvenience for me and my pet]

To what extent do you agree or disagree with the following:

	Total	Gender		AGE			Owners		
		Male	Female	18-34	35-54	55+	Cat Owners	Dog Owners	Both
		A	B	C	D	E	J	K	L
Base: All Respondents	1000	338	662	116	198	686	602	592	194
Weighted	1000	342	658	118	202	680	604	591	195
Brushing my pet's teeth is difficult and an inconvenience for me and my pet									
Strongly agree	391	121	270	51	79	261	278	182	69
	39%	35%	41%	43%	39%	38%	46%	31%	35%
							KL		
Somewhat agree	426	152	275	45	82	300	241	276	91
	43%	44%	42%	38%	41%	44%	40%	47%	47%
								J	
Somewhat disagree	115	49	66	19	22	74	51	84	20
	11%	14%	10%	16%	11%	11%	8%	14%	10%
		B						J	
Strongly disagree	67	20	47	4	18	45	33	48	14
	7%	6%	7%	3%	9%	7%	5%	8%	7%
Summary									
Top2Box (Agree)	818	273	545	95	161	561	519	458	160
	82%	80%	83%	81%	80%	82%	86%	78%	82%
							K		
Low2Box (Disagree)	182	69	113	23	40	119	84	132	35
	18%	20%	17%	19%	20%	18%	14%	22%	18%
								J	

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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[Brushing my pet's teeth is an important way for me to contribute to the good oral health of my pet]

To what extent do you agree or disagree with the following:

	Total	Gender		AGE			Owners		
		Male	Female	18-34	35-54	55+	Cat Owners	Dog Owners	Both
		A	B	C	D	E	J	K	L
Base: All Respondents	1000	338	662	116	198	686	602	592	194
Weighted	1000	342	658	118	202	680	604	591	195
Brushing my pet's teeth is an important way for me to contribute to the good oral health of my pet									
Strongly agree	247	65	182	32	59	156	132	178	63
	25%	19%	28%	27%	29%	23%	22%	30%	32%
Somewhat agree	502	170	332	69	96	337	307	296	101
	50%	50%	50%	59%	48%	50%	51%	50%	52%
Somewhat disagree	199	83	116	14	35	151	130	95	25
	20%	24%	18%	12%	17%	22%	22%	16%	13%
Strongly disagree	52	24	28	3	13	36	35	22	5
	5%	7%	4%	2%	6%	5%	6%	4%	3%
Summary									
Top2Box (Agree)	749	235	514	101	154	493	439	474	164
	75%	69%	78%	86%	77%	72%	73%	80%	84%
Low2Box (Disagree)	251	107	144	17	47	187	165	117	31
	25%	31%	22%	14%	23%	28%	27%	20%	16%

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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[I am aware that bad breath in my pet could be a sign of dental disease]

To what extent do you agree or disagree with the following:

	Total	Gender		AGE			Owners		
		Male	Female	18-34	35-54	55+	Cat Owners	Dog Owners	Both
		A	B	C	D	E	J	K	L
Base: All Respondents	1000	338	662	116	198	686	602	592	194
Weighted	1000	342	658	118	202	680	604	591	195
I am aware that bad breath in my pet could be a sign of dental disease									
Strongly agree	384	87	297	40	73	270	229	237	82
	38%	25%	45%	34%	36%	40%	38%	40%	42%
Somewhat agree	526	222	304	58	104	363	316	310	100
	53%	65%	46%	49%	52%	53%	52%	52%	51%
Somewhat disagree	72	25	47	16	21	35	49	36	13
	7%	7%	7%	14%	10%	5%	8%	6%	7%
Strongly disagree	18	8	10	3	3	12	10	8	-
	2%	2%	2%	3%	1%	2%	2%	1%	-
Summary									
Top2Box (Agree)	910	309	601	99	178	633	544	547	182
	91%	90%	91%	84%	88%	93%	90%	93%	93%
Low2Box (Disagree)	90	34	57	19	24	47	60	44	13
	9%	10%	9%	16%	12%	7%	10%	7%	7%

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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[SUMMARY - TOP2BOX (AGREE)]

To what extent do you agree or disagree with the following:

	Total	Gender		AGE			Owners		
		Male	Female	18-34	35-54	55+	Cat Owners	Dog Owners	Both
		A	B	C	D	E	J	K	L
Base: All Respondents	1000	338	662	116	198	686	602	592	194
Weighted	1000	342	658	118	202	680	604	591	195
I am aware that bad breath in my pet could be a sign of dental disease	910	309	601	99	178	633	544	547	182
	91%	90%	91%	84%	88%	93%	90%	93%	93%
						CD			
Bad oral hygiene can cause my pet pain	902	299	603	104	179	619	539	543	180
	90%	87%	92%	88%	89%	91%	89%	92%	92%
			A						
Brushing my pet's teeth is difficult and an inconvenience for me and my pet	818	273	545	95	161	561	519	458	160
	82%	80%	83%	81%	80%	82%	86%	78%	82%
							K		
Brushing my pet's teeth can increase his/her lifespan	759	247	512	90	154	515	444	480	166
	76%	72%	78%	76%	76%	76%	74%	81%	85%
			A					J	J
I should brush my pet's teeth to help keep his/her teeth healthy	758	238	520	104	158	496	437	487	166
	76%	70%	79%	88%	79%	73%	72%	83%	85%
			A	DE				J	J
Brushing my pet's teeth is an important way for me to contribute to the good oral health of my pet	749	235	514	101	154	493	439	474	164
	75%	69%	78%	86%	77%	72%	73%	80%	84%
			A	E				J	J

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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