The Dental Divide in America



ADA American Dental Association®

The nation's leading organization of dentists announced a nationwide campaign aimed at boldly addressing the dental health crisis in the U.S. The American Dental Association (ADA) campaign – Action for Dental Health: Dentists Making a Difference – aims to reduce the numbers of adults and children with untreated dental disease, through oral health education, prevention and providing treatment now to people in need of care. The need is clear, according to new Harris Interactive data released by the ADA. The study, conducted online in April among over 1200 U.S. adults, confirmed a disturbing dental divide in America.



About the Harris Interactive Survey | The ADA Dental Divide in America Study was conducted online within the United States by Harris Interactive on behalf of the American Dental Association, between April 24-29, 2013 among 1,221 US adults age 18+, of whom 310 had a household income of less than \$30K and 911 had a household income of \$30K or more.