Are Millennials Interested in Receiving Dental Care in a Retail Setting?

A survey conducted in June 2016 asked millennial adults ages 18-35, “Would you be interested in getting dental care in a retail setting such as CVS, Walgreens or Target?”

Overall, nearly 4 in 10 respondents indicated that they were somewhat or very interested in obtaining dental care services in a retail setting.

**Race**
Results vary by self-reported race/ethnicity. About a third (33%) of white (non-Hispanic) millennials indicated they were somewhat or very interested, whereas 45% of black (non-Hispanic) and 47% of Hispanic millennials were somewhat or very interested.

**Other Factors**
There were no significant differences when results were broken down by gender, age, educational level, income and region.

**Source:** Millennial Dental Attitudes Survey, conducted for the ADA Health Policy Institute via telephone by SSRS, an independent research company. Interviews were conducted from June 1 – June 15, 2016 among a nationally representative sample of 1,005 respondents aged 18 to 35. The margin of error for total respondents is +/-3.4% at the 95% confidence level. Design effect is 1.2. All estimates apply SSRS sampling weights.

More information about SSRS can be obtained by visiting www.ssrs.com. For more information about this and other HPI studies, visit ADA.org/HPI.