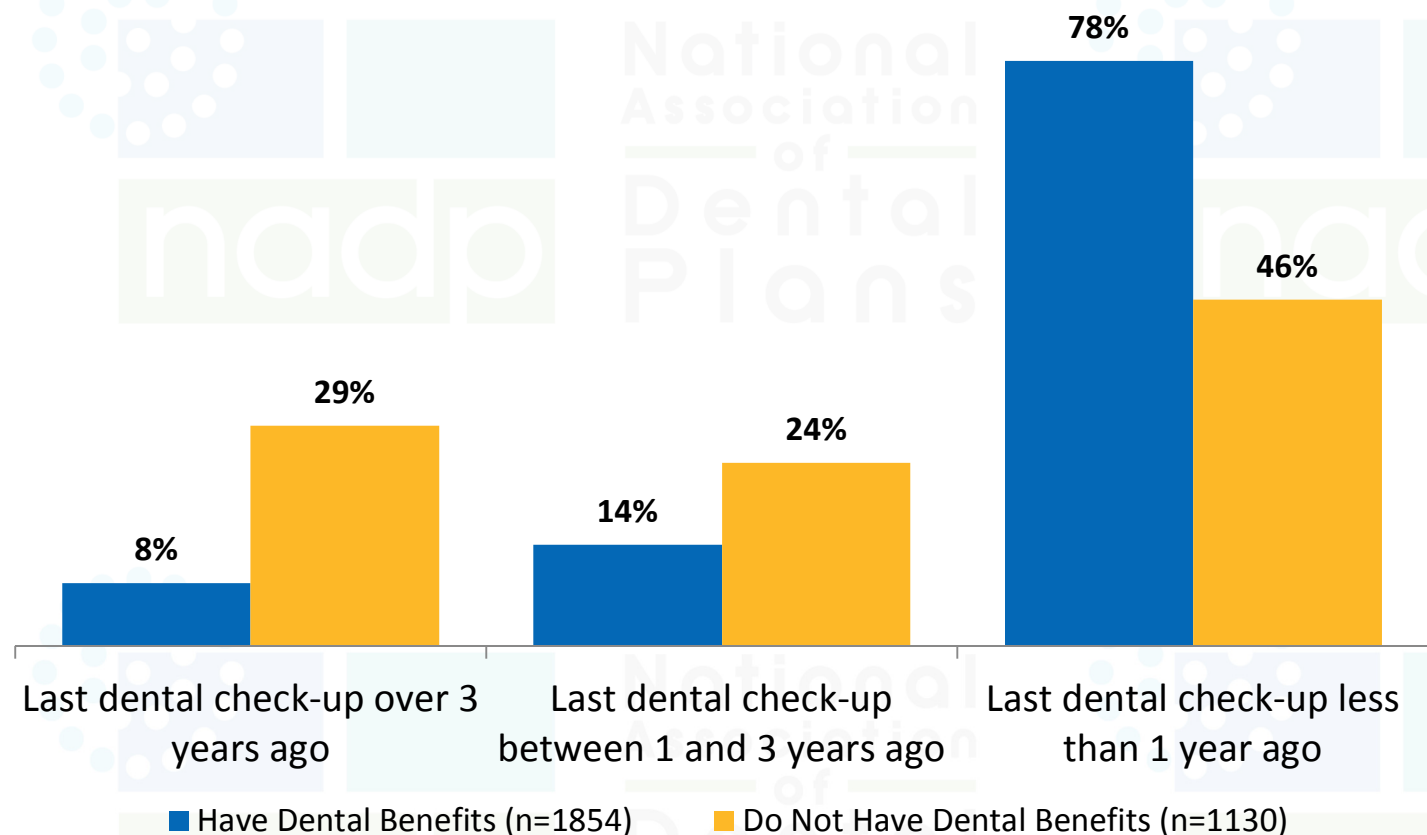


Dental Health Care Consumer Behaviors

Consumers with dental benefits are far more likely to have had a dental check-up in the past year compared to those without dental benefits

Consumers without dental benefits are nearly 4 times more likely to have not had a dental check-up in the past 3 years.

When was your last dental check-up?



Source: NADP 2012 Consumer Survey, July 2012.

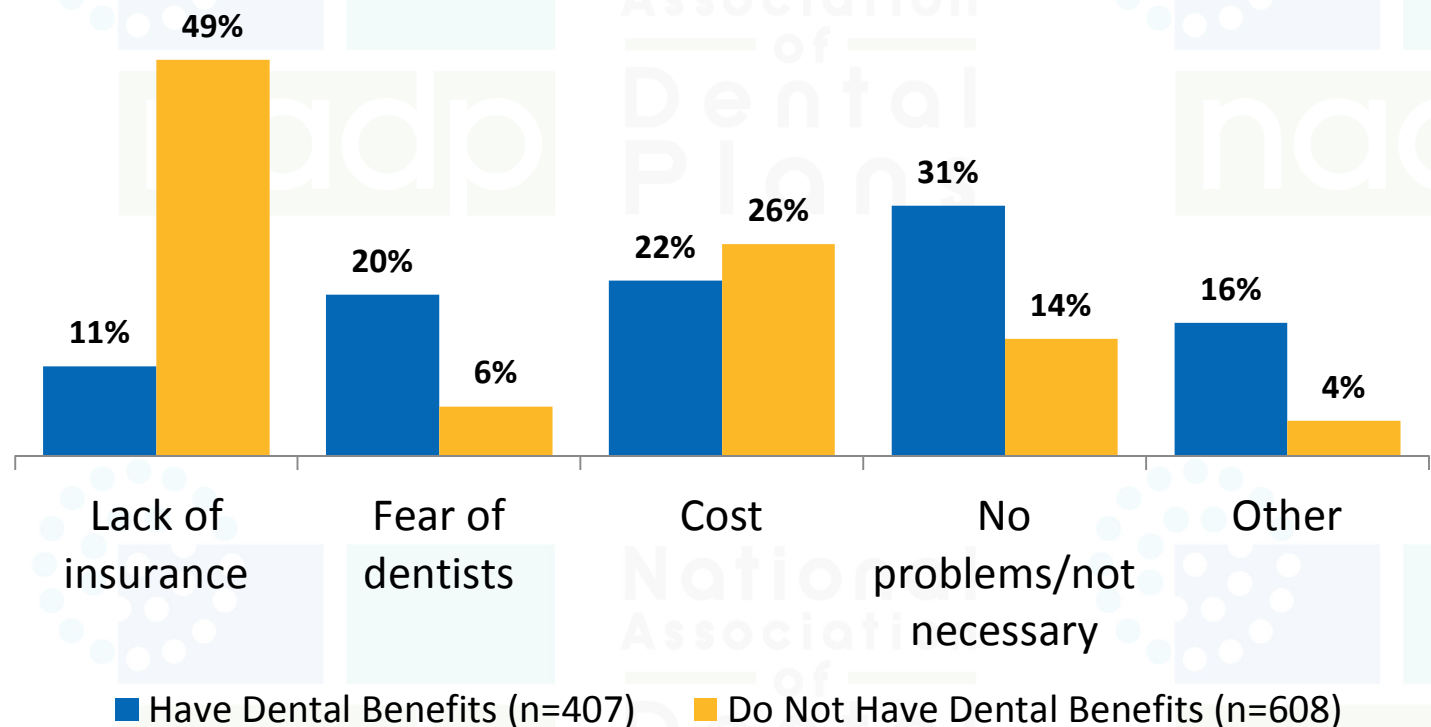
Dental Health Care Consumer Behaviors

About half of consumers without dental benefits have not been to the dentist on 3 years or more because they lack dental benefits

Cost is the second most cited reason for not visiting the dentist.

Please provide the main reason you have not visited the dentist more recently

(only asked if have not visited dentist in 3 years or more)



Source: NADP 2012 Consumer Survey, July 2012.