Question 01 of 19

This survey is sponsored by a consumer products company interested in your sentiments about what a healthy mouth means to you. These are no personal identification questions and it should take you just a few minutes to complete. Your responses will be combined with those of others responding to participate in this survey. No personal responses ever are shared.

What's your age?

18-35 · 36-50 · 51-65 · 66+

Pick your gender:

Male · Female

Please tell us your income range:

$ Less than $50k · $$ $50k to $75k · $$$ $75k to $100k · $$$$ $100k to $150k · $$$$$+ $150k or more

Next Question

Privacy · Disclaimer · Disclaimer

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Question 02 of 19

Click this box to mark question as done

Where are you right now?

Select your state

Next Question

Question 03 of 19

Click this box to mark question as done

Please drag three oral care products and drop them into the boxes below in the order that you use the most

Floss, dental tape, yarn · Toothpaste / tooth brush · Mouthwash / rinse · Toothpaste / tooth brush · Mouthwash / rinse · Floss, dental tape, yarn · Toothpaste / tooth brush · Mouthwash / rinse · Floss, dental tape, yarn

Next Question

Question 04 of 19

Click this box to mark question as done

Please click on what part of the day you would use each oral care product. You can click on more than one day part per item if applicable. Please only select the oral care products you use.

Toothpaste / tooth brush: ☐ Morning ☐ Noon ☐ Night

Mouthwash / rinse: ☐ Morning ☐ Noon ☐ Night

Floss / dental tape / yarn: ☐ Morning ☐ Noon ☐ Night

Toothpaste / tooth brush: ☐ Morning ☐ Noon ☐ Night

Floss / dental tape / yarn: ☐ Morning ☐ Noon ☐ Night

Mouthwash / rinse: ☐ Morning ☐ Noon ☐ Night

Next Question

Question 05 of 19

Click this box to mark question as done

What does a "healthy mouth" mean to you?

(Please answer in the box below)

Next Question

Question 06 of 19 27-13

Click this box to mark question as done

Please drag 3 dental products below that you use the most (order of importance).

Aquafresh · Colgate · Tom's · Pepsodent · Crest · Alim

Next Question

Question 07 of 19

Click this box to mark question as done

Why is Colgate the most important to you?

(Please answer in the box below)

Next Question

Question 08 of 19 28-13

Click this box to mark question as done

Of the top three you have selected what would motivate you to change from your current toothpaste?

(Please click on one or two below)

Colgate · Aquafresh · Mentadent

Price · Whitening · Cavity Protection · Taste · Fresh Breath · Tartar Control · Sensitivity · Gums · Kids · Dentist Recommended · Other

Next Question

Question 09 of 19

You chose New and care solution / flavor / texture as your number one reason for a change in toothpaste why.

(Please answer in the box below)

Next Question

Question 10 of 19

Please drag and drop the 3 most important oral care needs for you.

Cavity Fighter · Gum Health · Whitener · Breath Freshener · Tartar Control · Sensitivity Relieving

Next Question

Question 11 of 19

Click this box to mark question as done

Why did you select Gentle on Teeth as your most important?

(Please answer in the box below)

Next Question

Question 12 of 19

Click this box to mark question as done

Of the three important oral care needs that you have selected, please drag three of the most important occasions / situations (in order of importance) that you need your top oral care needs to be taken care of.

Gentle on Teeth
Cavity Fighter
Gum Health

After lunch
After meals
After work
Before a meal
Before bed
Before work
Before meeting
Before sleep
Before sex
Before kissing
After sex
After kissing
After work
After meeting
After sleep
Upon waking
Upon waking up
Upon waking up
Upon waking up