



15%

of patients **visit a dental practice** for the first time as a **walk-in**



77%

say **cleanliness** is a factor of their **first impression** of a practice



28%

say **office décor** is their first impression of a practice

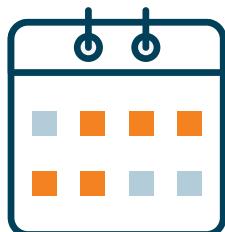


72%

first contact an office **over the phone**

24%

say **schedule flexibility** is the most important factor when first contacting a practice **over the phone**



56%

say the **waiting time** is their first impression of a practice



41%

find a dentist through a **search engine**



76%

say the **greeting and friendliness of staff** is their first impression of a practice

81%

find a dentist through **word-of-mouth**



In late October and early November, 2018, Bramm Research, a third-party independent research consulting firm, conducted an online survey on behalf of Oral Health. The study was conducted in English Canada, amongst a national sample of 1,000 men and women, 18 years of age and older, who had been to a dentist at least once in the past 24 months. All participants in the survey had a minimum annual household income of \$40,000. Based on a sample of 1,000, the margin of error is +/- 3.2%. This means that if 50% of the respondents said that they had referred a dentist to a friend, we can say that the true value amongst the entire population in Canada will be between 53.2% and 46.8% at the 95% level of confidence.

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