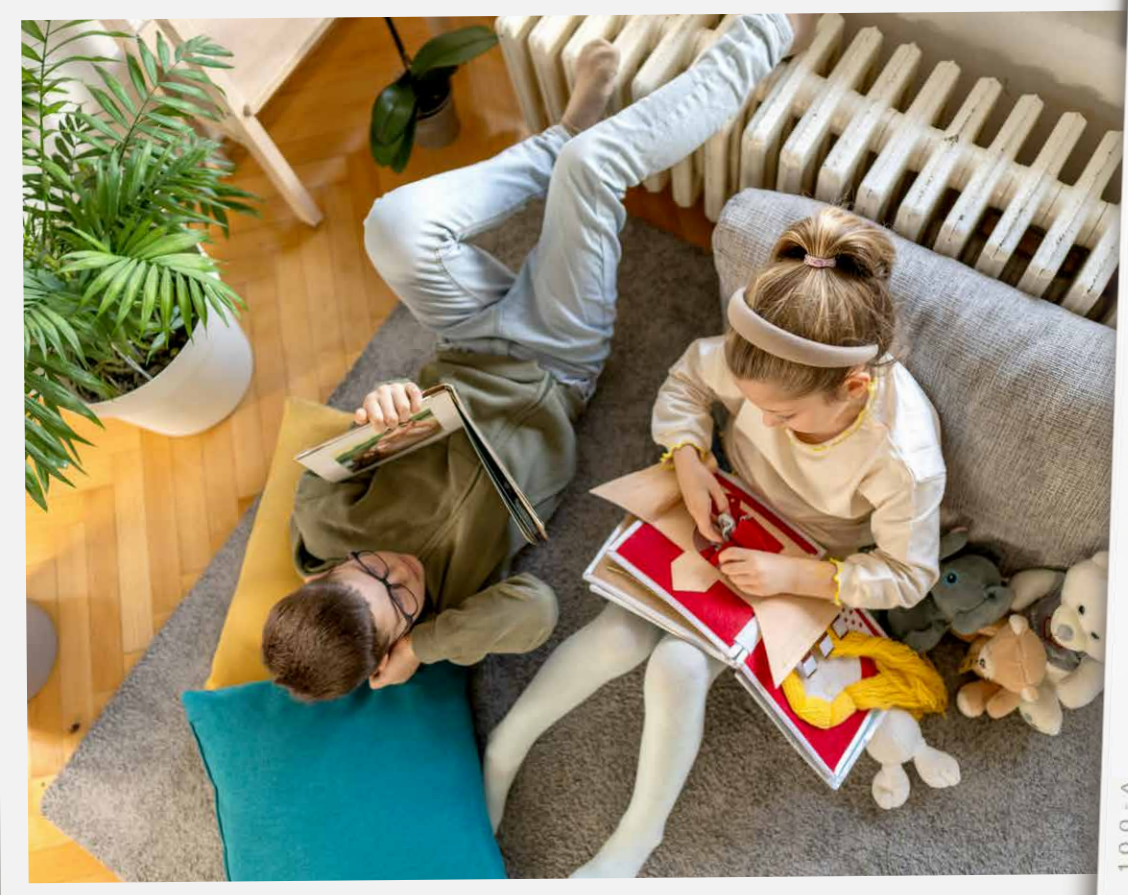
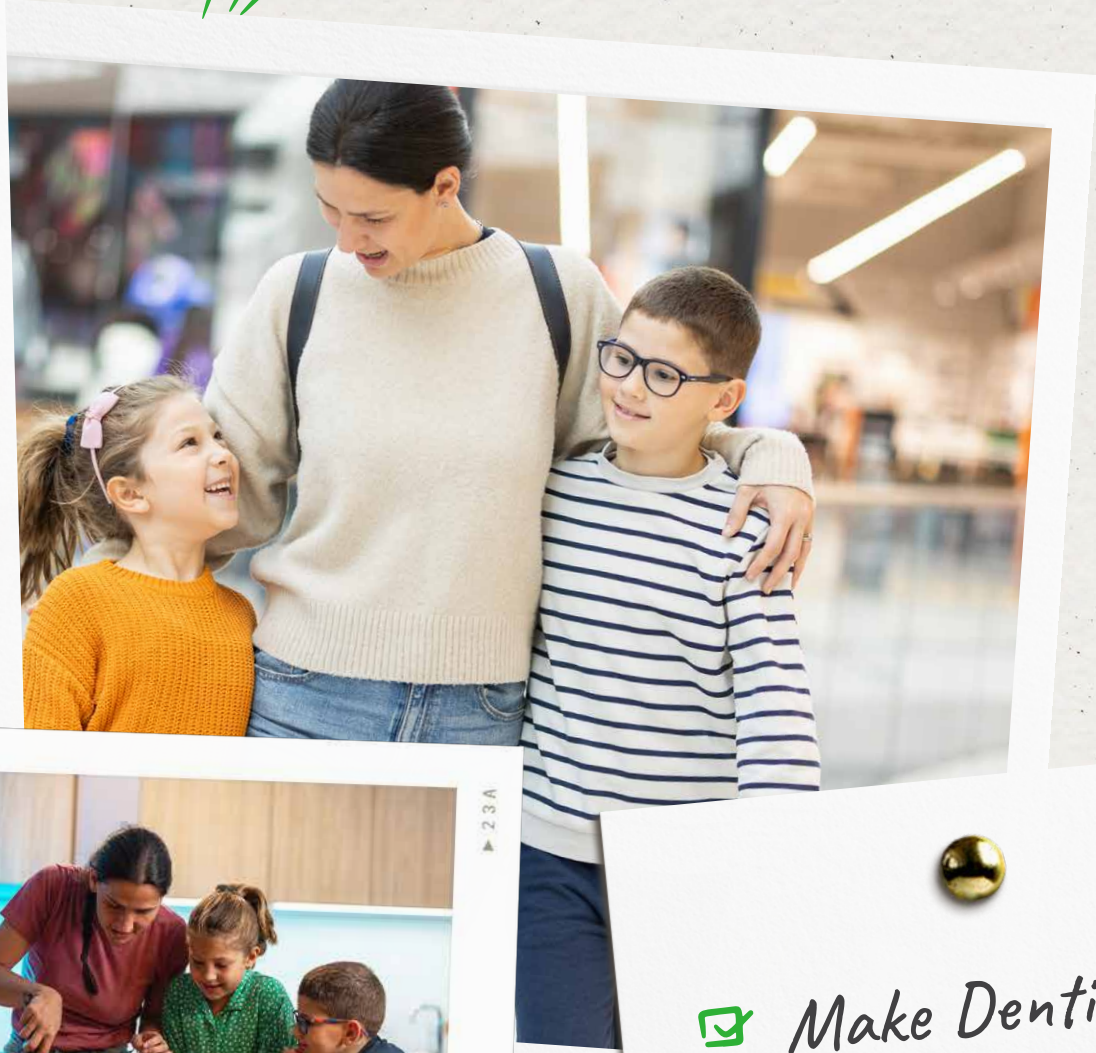


Examining Oral Health and Wellness in Arizona

2025 ARIZONA ORAL HEALTH
AND WELLNESS REPORT

Commissioned by Delta Dental of Arizona



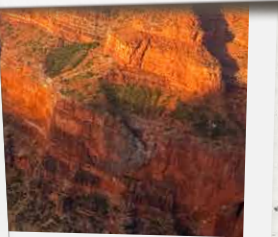
- ☒ Make Dentist Appointments
- ☒ Call Dad
- ☒ Buy Baby Shower Gift
- ☒ Grocery Store



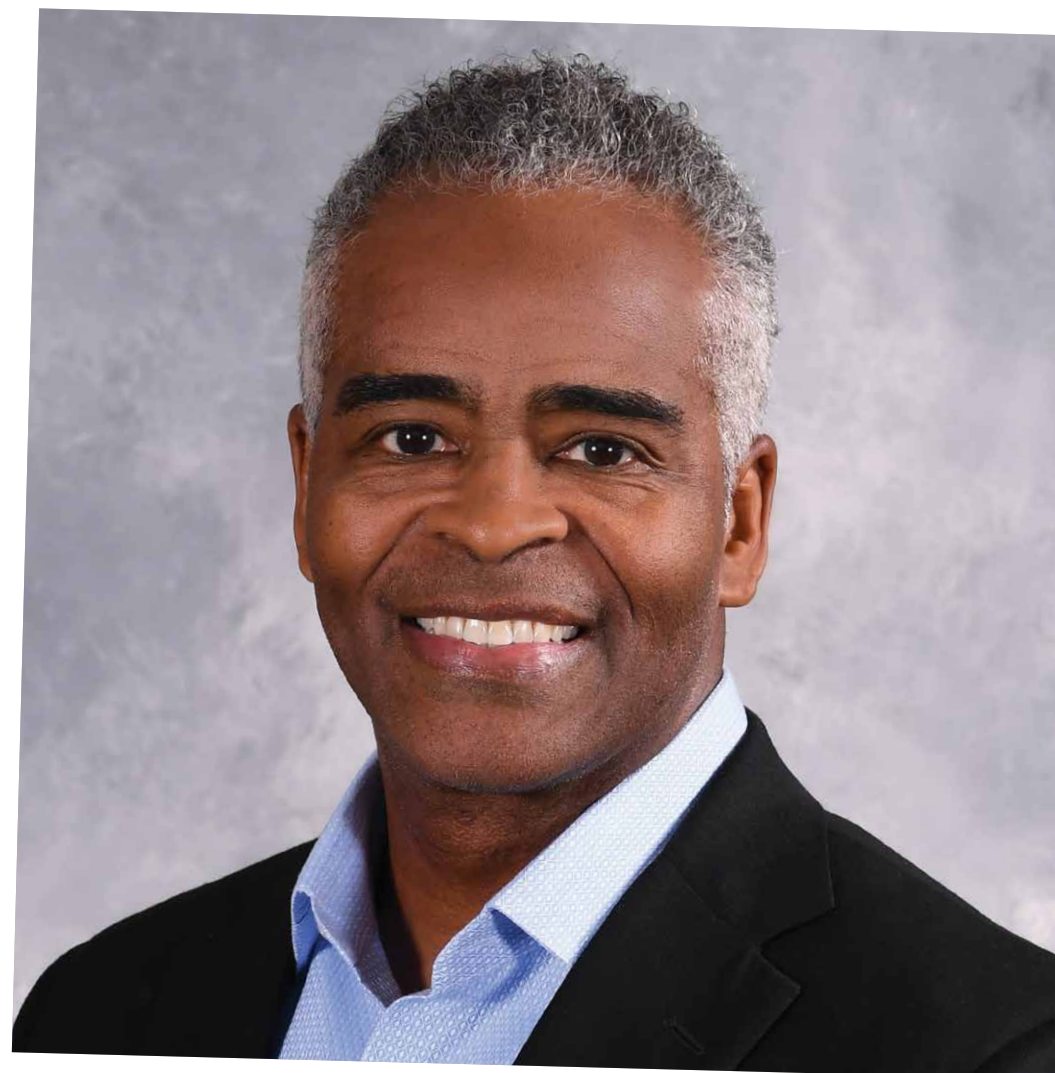
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Foreword



MICHAEL JONES

President & CEO
Delta Dental of Arizona

At Delta Dental of Arizona, we know that taking care of your teeth and mouth is important for your overall health. That's why we focus on preventive care and encourage everyone to see how oral health affects their whole well-being.

This year's Examining Oral Health and Wellness in Arizona Report shows our dedication to helping people make dental care a regular part of life. The data shows that with access to care and good information, people in Arizona take action:

- Booking preventative visits
- Protecting their health
- Feeling better daily

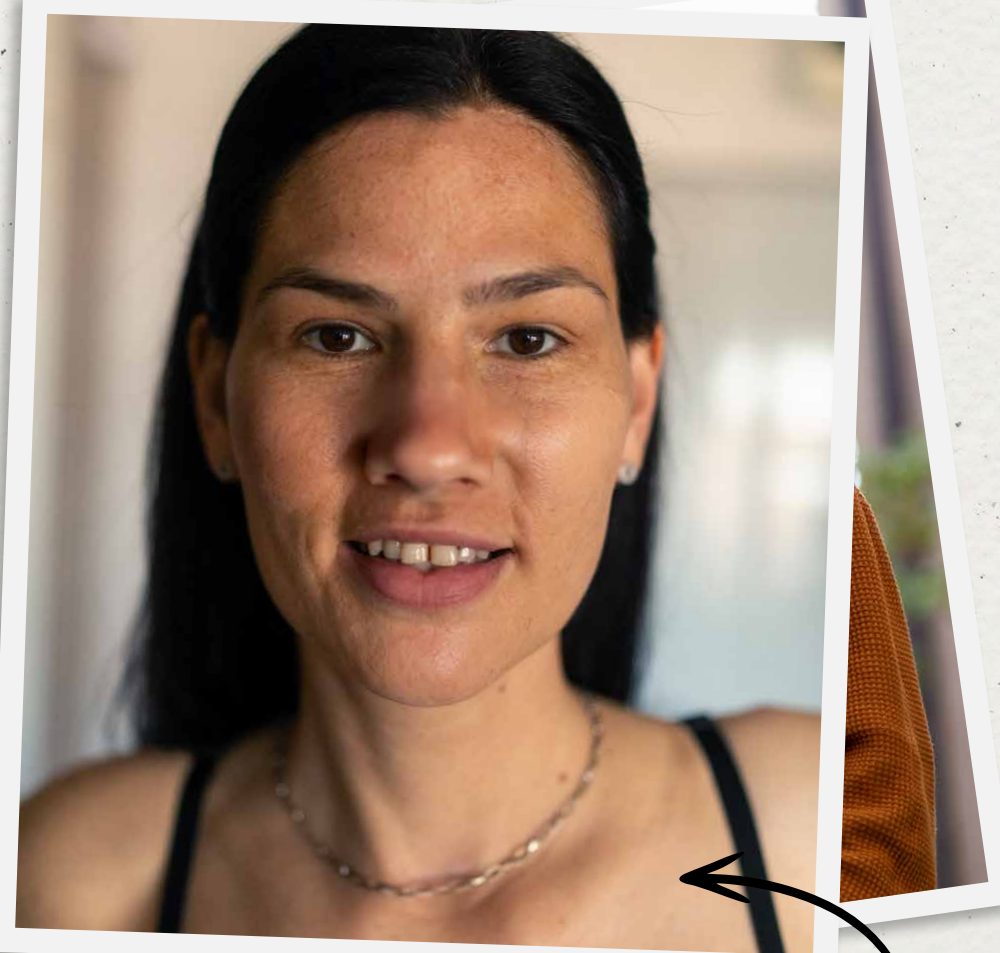
This report helps provide that essential data and insight to make informed decisions around oral health that impact overall wellness. With the right support, we can help everyone in Arizona enjoy strong, healthy lives for years to come.

Michael Jones
President & CEO,
Delta Dental of Arizona

*Delta Dental cares
about more than your
teeth and mouth;
we care about your
whole health.*

When life gets busy, oral care can get

OVERLOOKED



Meet Laura
(busy mom)

Meet Laura, a 38-year-old in Mesa. Every morning, she wakes up early to make breakfast for her two kids—Ethan, 9, and Mia, 6—and reminds them to brush their teeth.

Laura works full-time, and often finds herself wishing she had more hours in the day. Between work, her kids' activities and helping her aging father, sometimes routine dental visits get missed.

Laura's story isn't unique. In Arizona:

85% of millennials like her know that taking care of their teeth is important for their overall health, compared to **76%** of boomers

57% of millennials, like Laura, have dental insurance

It's recommended that most adults visit the dentist for a checkup and cleaning every six months. Yet one-third of adults in the state haven't been to the dentist in a year or more. Still, 90% of adults who went to the dentist in the last year did so for a regular check-up or cleaning.



GENERATIONAL PERSPECTIVE

Millennials and Gen X are more likely to be aware that oral health is closely connected to their overall health than younger and older generations, although awareness is high across all age groups.

COOL

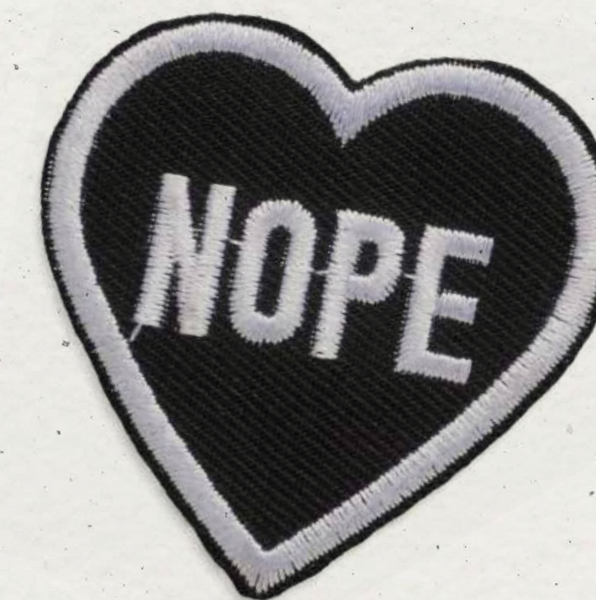
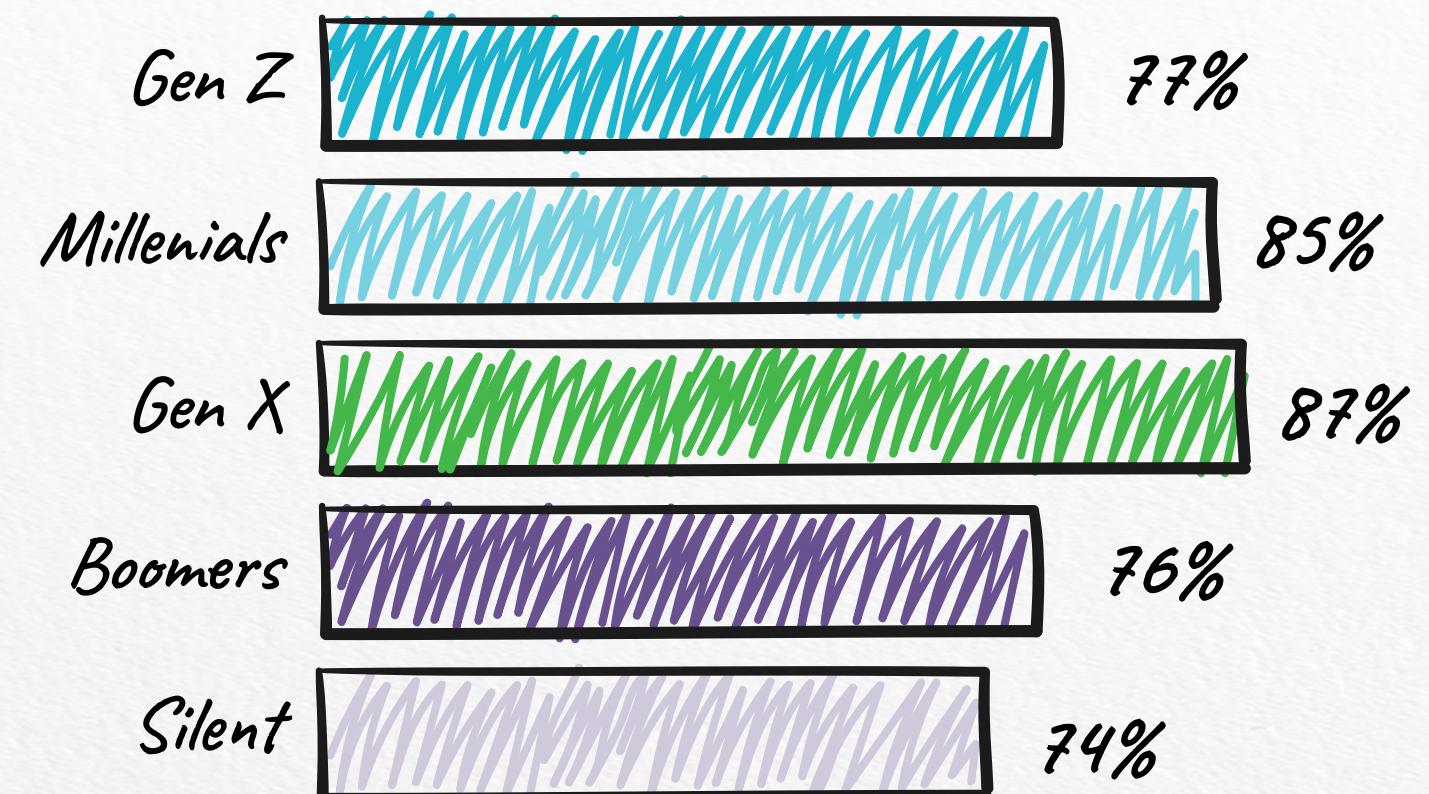


*of adults in Arizona visited
the dentist for preventive care*



*of adults in Arizona have
not visited the dentist
in a year or more*

*Adults who agree that oral health
is closely connected to overall health:*



Oral health issues can be a greater threat for older adults.



Meet Mark
(Laura's Dad)

Laura's father, Mark, is a 72-year-old retired truck driver. A few years ago, he noticed his gums were red, swollen and often bled when he brushed. He also dealt with dry mouth and bad breath. But with a fixed income and ongoing diabetes care, regular dental visits fell to the bottom of his list.

As a result, Mark's gingivitis developed into severe gum disease—called periodontitis—which he discovered during a diabetes checkup. Mark's doctor explained that harmful mouth bacteria can enter the bloodstream, making it harder to control blood sugar and increasing the risk of infections throughout the body.

Mark booked a dental checkup for the following week. He now understands these visits help lower the risk of serious health complications.

Mark's story reflects a larger pattern across Arizona: Putting off dental care can come with consequences, especially for the 68% of boomers in Arizona who have a chronic illness. While 83% of people say they understand that good oral health helps protect against chronic conditions, cost still gets in the way. Mark realized that skipping care doesn't always pay off, and 92% of Arizonans agree that catching oral health problems early saves money in the long run, especially when managing other health conditions.



Among adults with chronic illnesses:
64% say cost is the main reason they put off dental care
38% have gone more than a year without seeing a dentist



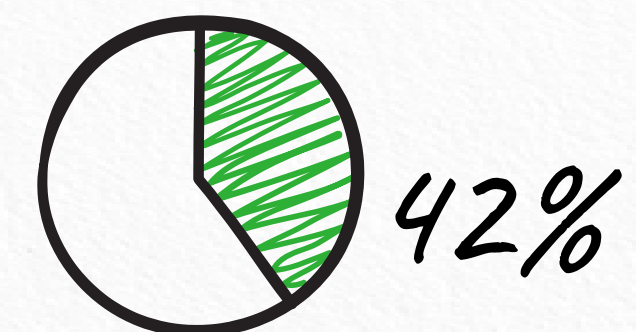
MOUTH-BODY

CONNECTION

This year more adults see how oral health is directly linked to certain health problems like:



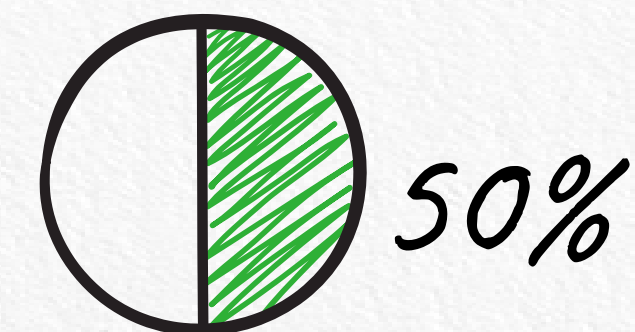
understand that high blood pressure is linked to oral health (vs 28% in 2024)



understand that diabetes is linked to oral health (vs 29% in 2024)



understand that respiratory illness is linked to oral health (vs 32% in 2024)



understand that heart disease is linked to oral health (vs 50% in 2024)



Prioritizing preventive care pays off over time.

After tucking the kids into bed, Laura heads to the bathroom, and brushes her teeth with a new toothbrush. She often flosses before bed too, slipping it in just before her nightly moisturizer.

Brushing and flossing is just the start—she also blocks time on her work calendar for two dental visits a year. These cleanings act like tune-ups. They prevent problems, reinforce healthy habits and catch issues early.

These habits pay off. Only 17% of adults reported needing an unexpected dental visit—less than half the rate from the year before. Preventive care is working.

Laura's not alone:

65% of adults in AZ believe regular checkups and cleanings lower the risk of serious dental problems

90% of adults in AZ made time for preventive visits in the past year

AT-HOME TRENDS

Many adults in Arizona follow the recommended oral health guidelines, but there is still room to improve.

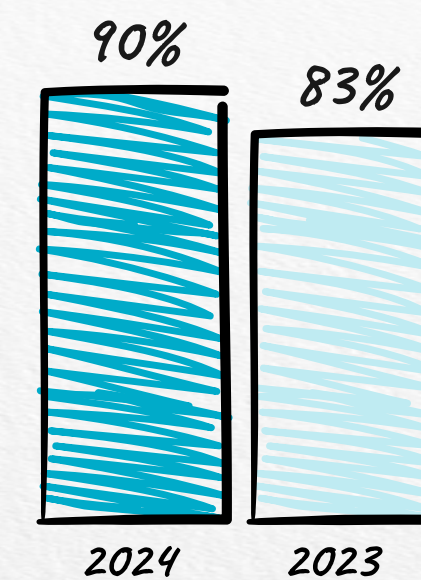
59% floss 1x per day

62% brush 2x per day

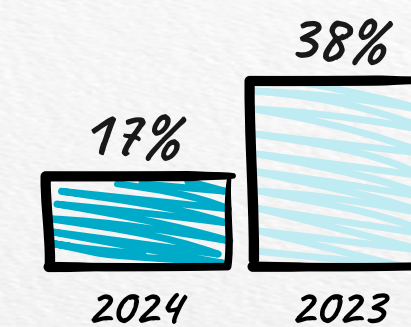
63% swap out their toothbrush every three months

Types of dental visits made by adults in Arizona

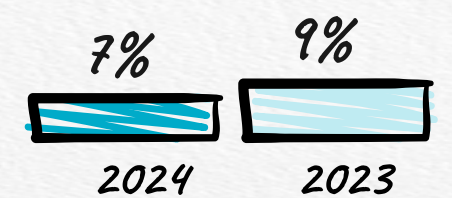
Preventive Visits



Unexpected Visits



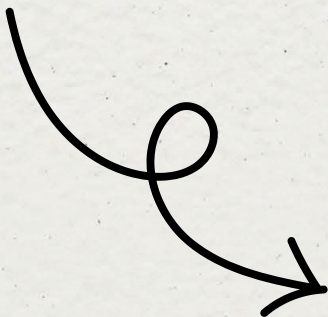
Cosmetic Visits



Oral health can impact confidence and mental health.

Laura knows keeping up with her dental care gives her more than a healthy smile, it gives her confidence. Just last week, her bright smile gave her the boost she needed to lead an executive meeting with ease. That confidence extends to her overall wellbeing. Laura isn't worried about pain, surprise dental bills or missing work for urgent care. She can focus on her job, her family and even carve out a little time for herself.

That confidence is contagious:



92% of AZ adults agree that caring for their teeth makes them more confident

77% of Arizonans see a link between taking care of their oral health and their mental health

63% of adults in AZ say dental problems rarely make life less satisfying

MOUTH-BODY

CONNECTION



77%

Say protecting their oral health is important to their mental health



96%

Say protecting their oral health enables them to live a healthier lifestyle



92%

Say protecting their oral health enables them to be more confident

DAILY PLANNER

DATE: Oct 5

TODAY'S SCHEDULE		TOP PRIORITIES
6-7 AM		<input type="checkbox"/> find sitter
7-8 AM		<input type="checkbox"/>
8-9 AM		<input type="checkbox"/>
9-10 AM	Dentist	<input type="checkbox"/>
10-11 AM	Teacher Conference	<input type="checkbox"/>
11-12 AM		
12-1 PM		
1-2 PM		
2-3 PM		
3-4 PM		
4-5 PM		

TODAY'S GOAL

Caring for teeth and gums is a must for pregnant moms.

Across the street, Laura's neighbor Sofia is expecting her first child. When Laura goes over to help Sofia put away the groceries, Sofia starts talking about her mouth. "My gums are so swollen and tender lately," she says. "Sometimes they even bleed when I brush."

Because her husband recently changed dental insurance and she doesn't have coverage, Sofia admits she hasn't been to the dentist since she became pregnant. Laura knows from her own experience that pregnancy can make gums and teeth more vulnerable. Hormonal changes, morning sickness and dehydration all increase the risk of gum inflammation and cavities.

Sofia is surprised when she hears this. Like many women, she didn't realize that oral health is part of prenatal care. She's even more startled to learn that periodontal (gum) disease may be linked to pregnancy complications like pre-term birth and low birth rate.

By the end of her chat with Laura, Sofia feels much more informed. She understands that caring for her teeth and gums is really part of caring for herself and her baby. Even without insurance, she books an appointment at a low-cost dental clinic for a check-up.



Sofia
(Laura's neighbor)

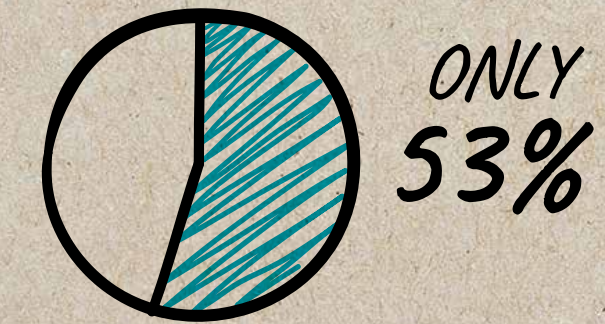
due Dec. 10!!!



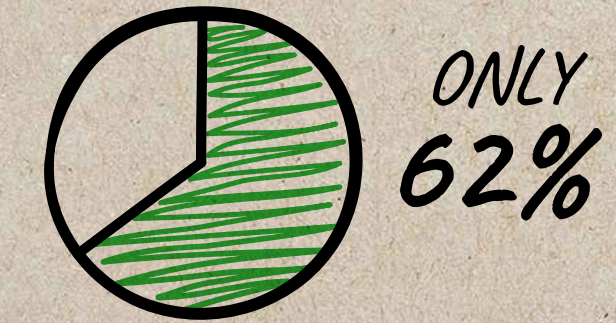
Pregnancy & Dental Care

BY THE NUMBERS

Only 39% of those in AZ who are or have been pregnant know that periodontal (gum) disease may be linked to pregnancy complications like pre-term birth and low birth rate.



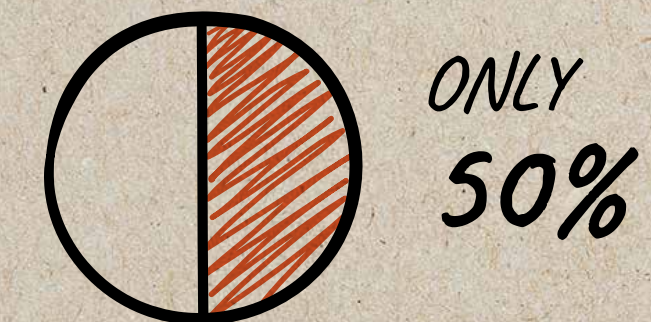
of pregnant people in AZ had dental insurance last year



of pregnant people visited the dentist in the past year



of people in AZ who are or have been pregnant realize that oral health is a part of prenatal care



of those in AZ who are or have been pregnant know that pregnant individuals are at a greater risk for periodontal (gum) disease

Help your kids build healthy habits while they're young.

Getting kids to brush their teeth isn't always easy. Most mornings in Laura's home, it feels like a race against the clock—Ethan rushing to find his homework, Mia refusing to put on her shoes—and she's pushing them several times to brush along the way.

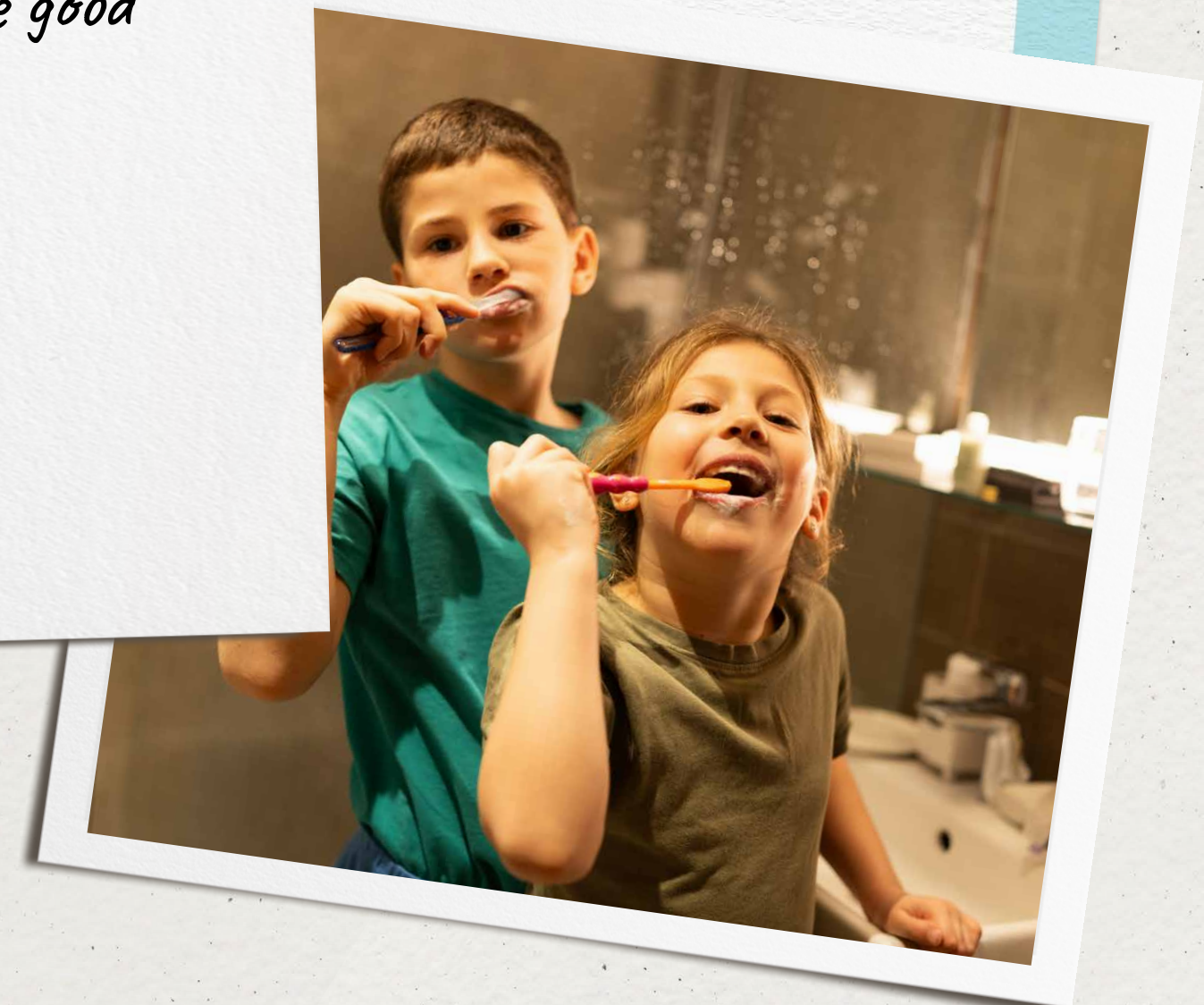
Laura encourages a morning and nighttime routine. Still, Ethan and Mia aren't perfect. Like many kids, they've had cavities. One thing Laura tries not to miss are their dental visits; she managed to get both Ethan and Mia in the dentist's chair two times last year.

The good news is that Ethan and Mia are getting the care they need, and Laura knows every effort matters. By making dental care a family habit, Laura is teaching her kids that caring for their teeth is really about caring for themselves.



The Tooth Fairy is more than just fun and magic—it's a helpful way for caregivers to ease kids' worries about losing baby teeth. It also gets kids interested in taking care of their teeth. A note from the Tooth Fairy is a great opportunity to encourage good brushing and flossing habits.

*Heather Schneider, DMD
Dental Director,
Delta Dental of Arizona*

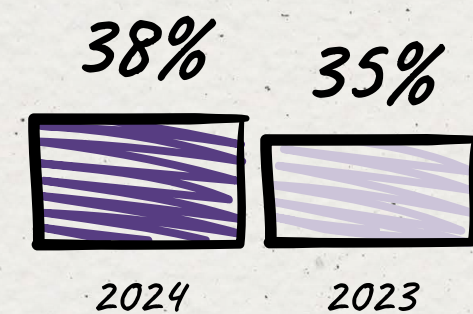


MOUTH-BODY

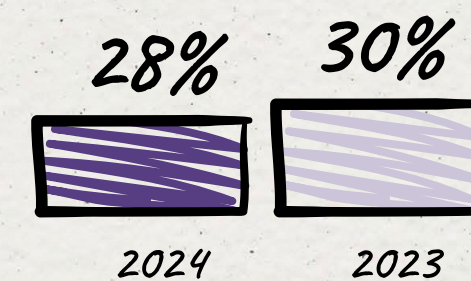
CONNECTION

While there are some improvements, parents still report the following issues to be the biggest culprits in their child's oral health.

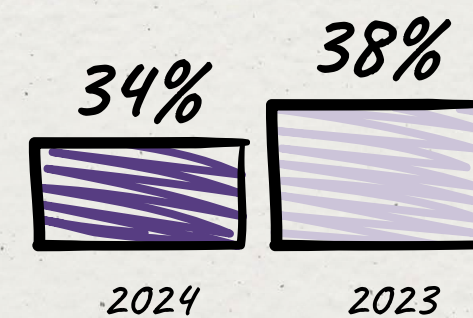
Too Many Sweets



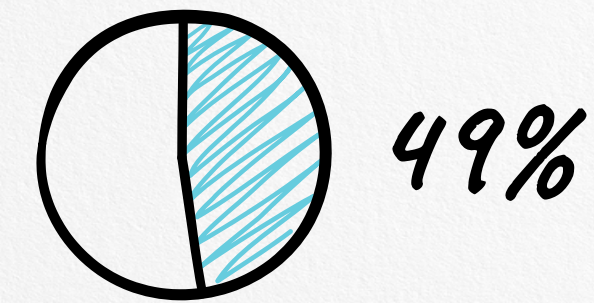
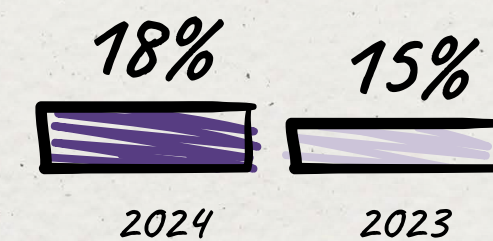
Not Brushing Enough



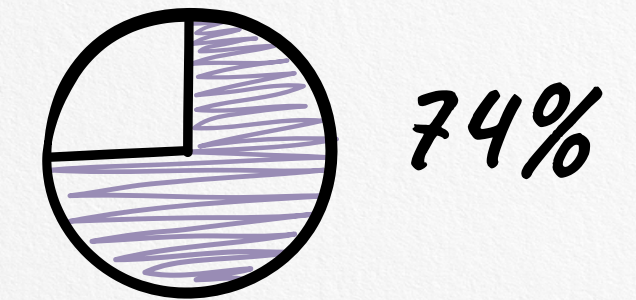
Not Flossing Enough



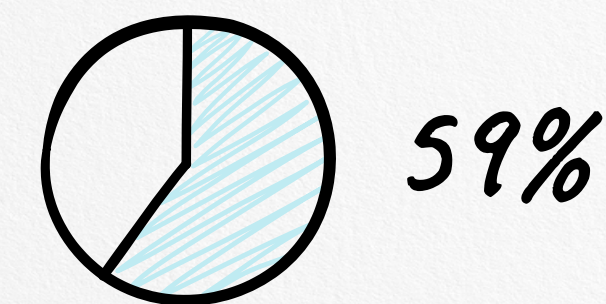
Too Much Soda



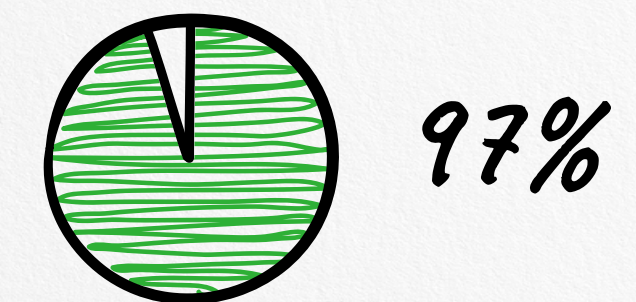
of AZ parents say they struggle to get their children to brush their teeth regularly



of parents in AZ admit their kids' oral health could be better



of children in AZ have had at least one cavity, with an average of more than two each



of parents in AZ made sure their kids visited the dentist last year, most often for regular checkups

Of all children's dental visits in AZ last year, 86% of them were for preventive care

Dental insurance makes getting care easier.

Laura knows it is much easier to take care of her family when they have dental coverage. Laura relies on preventive care, and insurance makes it possible. It allows her to schedule regular checkups for her kids, keep up with her own cleanings and make sure her father gets the care he needs without worrying about unexpected bills.

Most dental plans include pre-negotiated discounts with providers, which makes getting care more affordable. Insurance also encourages healthy habits, reduces worry if dental problems come up and helps people maintain good oral health.

Laura's neighbor Sofia learned the hard way how tough it can be to go without coverage. During her pregnancy, a change in her husband's job left her without dental insurance. With Laura's help, she found a low-cost clinic and booked a checkup to protect her and her baby's health.

For Laura, her family and her friends, dental insurance is more than paperwork. It is what makes it possible to keep up with checkups, avoid surprise bills and stay healthy and confident.

AT-HOME TRENDS

Having dental insurance has significant, positive impacts on oral health and wellness.

87% say it encourages better oral health habits

87% say it reduces worry when dental issues arise

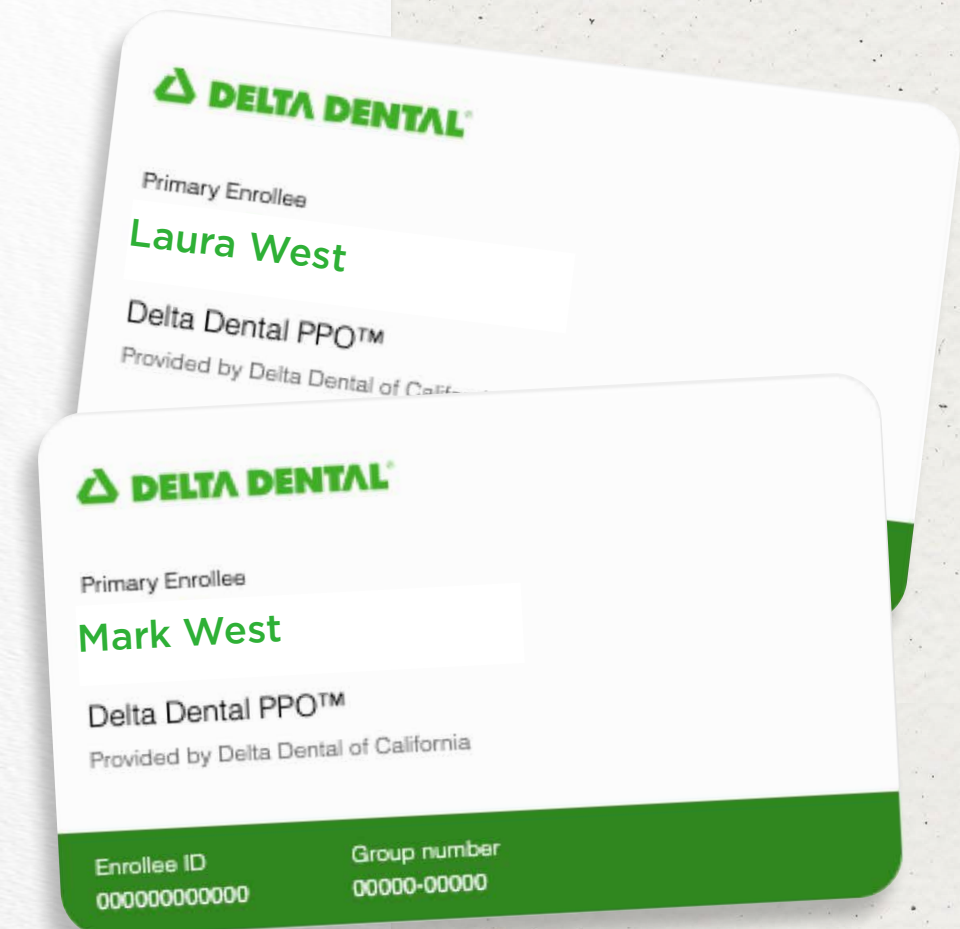
88% say it helps maintain good oral health

Dental insurance across AZ by the numbers:

84% of adults in AZ who say dental plans make getting care more affordable

31% of AZ adults without coverage say they plan to enroll in the next year

73% of AZ parents without coverage hope to get dental benefits for their kids



Use this data to build healthy habits for a brighter future.

For Laura, caring for oral health is part of caring for her family's future. Prevention keeps small issues from becoming big problems, and she knows that coverage and education make all the difference.

Her dad has learned how oral health connects to managing chronic conditions. Her neighbor discovered during pregnancy how important it is to protect her smile for both her own health and the health of her baby. And her kids are learning that taking care of their teeth is part of taking care of themselves.

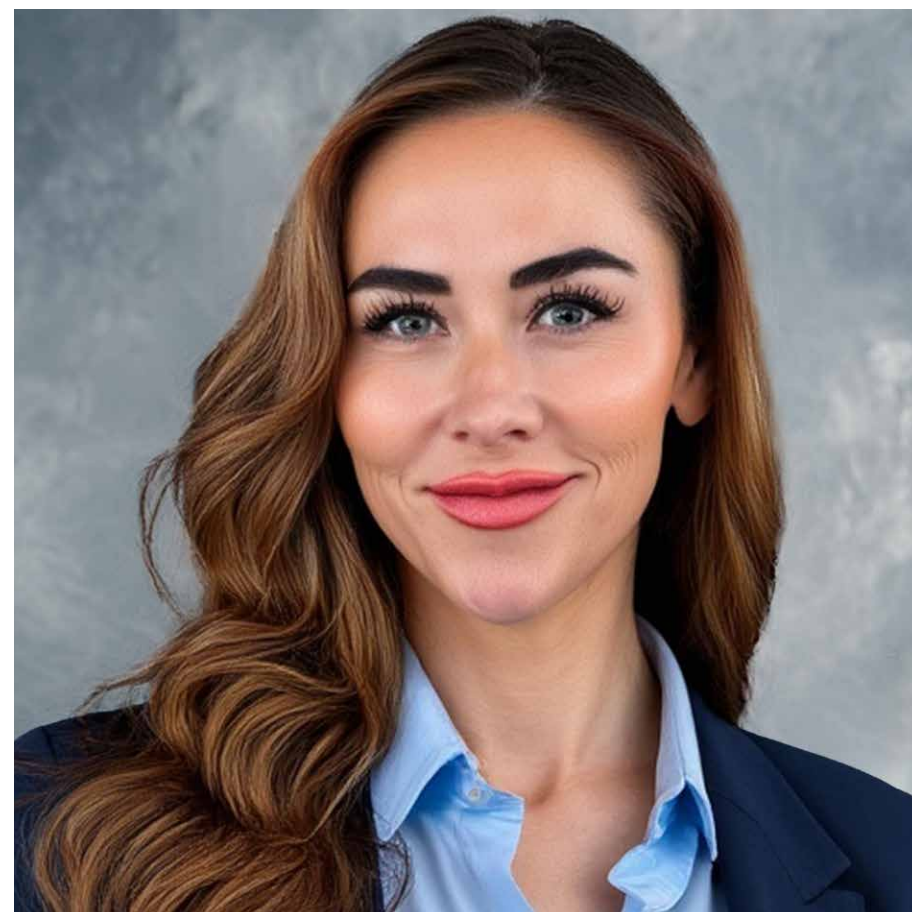
Their experiences reflect what many Arizonans believe: Almost all adults (95%) say oral health is important to overall health, and nearly every parent (98%) says it matters to their children.

Turning awareness into lasting habits takes access, support and the right resources. By focusing on prevention and making oral health a priority, families like Laura's—and families across Arizona—are protecting their overall health today and for years to come.

For eight out of 10 adults (83%) in Arizona, taking action to protect their oral health is important to managing a chronic condition.



A word from our Dental Director



DR. HEATHER

SCHNEIDER

*Dental Director,
Delta Dental of Arizona*

*Delta Dental is here
to support you on your
journey to consistent,
preventive oral care.*

Laura's story reflects the challenge many Arizonans face in balancing work, family and daily life while keeping up with dental care. Small, consistent habits like brushing, flossing and scheduling regular checkups make a big difference. The data tells us that preventive care supports overall health, reduces risks of serious complications and builds confidence.

Whether it's through resources like this report or dependable, quality dental insurance solutions, we're here to help. With the right support and resources, every family can make preventive care a regular part of life.

Heather Schneider, DMD
Dental Director,
Delta Dental of Arizona



About the research

Delta Dental of Arizona commissioned a third-party market research firm, Material Holdings, LLC (Material), to undertake research that formed the basis for this report. Material conducted its research between June 26 and July 16, 2025, using an email invitation and online surveys of two audiences recruited through an opt-in panel:

- 300 Arizona adults ages 18+
- 300 Arizona parents of children ages 12 and under

Geographic distribution quotas were set to ensure a reliable and accurate representation of the U.S. population of adults and parents with children ages 12 and under. Research in this report has a margin of error of +/- 3%.

The generational categories referred to in this report are defined by the following:

- Gen Z: individuals born between 1997 and 2007
- Millennials: individuals born between 1981 and 1996
- Gen X: individuals born between 1965 and 1980
- Boomers: individuals born between 1946 and 1964

Survey Audiences

→ 300 Arizona
adults ages 18+

→ 300 Arizona parents of
children ages 12 and
under

Generational Categories

Gen Z: born between
1997 and 2007

Millennials: born
between 1981 and 1996

Gen X: born between
1965 and 1980

Boomers: born
between 1946
and 1964

About Delta Dental of Arizona

Delta Dental of Arizona (Delta Dental) is a health and wellness company providing affordable dental and vision benefits to individuals, families and businesses throughout the state. Building on its reputation as the state's largest and most experienced dental insurance provider, Delta Dental's mission is to create a path to better health and wellness. Since 2010, Delta Dental of Arizona, through its Foundation, has given over \$20 million to support oral health education, disease prevention and food assistance programs for underserved and uninsured communities across the state. For more information about Delta Dental of Arizona, visit deltadentalaz.com.

