2014 Study of Children's Toothpaste

Description: This report presents results from the 2014 Study of Children's Toothpaste, part of a continuing series of children's dental care studies offered by these surveys. This benchmark study examines:
- Toothbrushing habits
- Toothpaste preferences relative to form, flavor, type and packaging
- Brand awareness and use
- Ingredient and safety concerns
- Purchase drivers and outlets
- Awareness and use of infant/toddler toothpaste
- Oral health and dental visits

Deliverables include the following 4 volumes:
- Summary Volume (110 pages) includes a Key Findings section, followed by a detailed narrative and graphic Summary of Findings.
- Topline Volume Excel tables showing data among Total Mothers and Age of Child.
- 2 Volumes of Detailed Tabulations – computer-generated Excel tables cross-tabbing all questions by 50+ demographic and behavioral variables and the market segmentation.

Methodology:
Online interviews were conducted between July 10th and 18th, 2014, among a national sample of 600 mothers with a child age 2-12 years.

A Technical Appendix is included, which contains the questionnaire, composition of the sample and tables of recommended sampling tolerances.

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METHODOLOGY
KEY FINDINGS
SUMMARY OF FINDINGS
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   Toothbrushing Occasions
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Infants/Toddlers and Fluoride Toothpaste

MARKET SEGMENTATION
- Taste is Key
- Child Appeal
- Indifferent Mothers
- Natural Preferred

TECHNICAL APPENDIX
Composition of the Sample
- Sampling Tolerances
- The Questionnaire

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