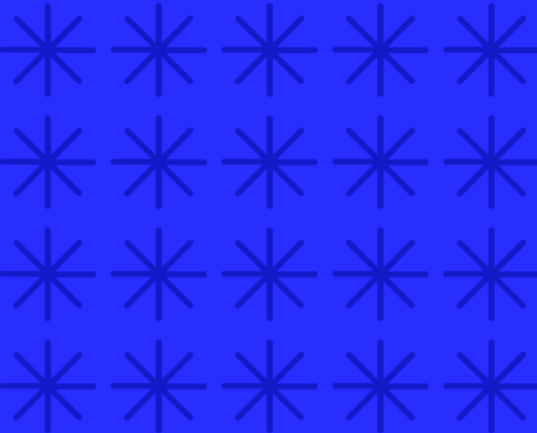




Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Using Audio to Raise Awareness & Interest in Cosmetic Dentistry

July 2026

Key Highlights from Study

- 78% of Adults 18+ are still spending on things that make them feel good, and 9 in 10 say even in uncertain economic times, personal well-being remains a priority.
- Although those not satisfied with their smile would be interested in cosmetic dentistry, there is still less familiarity with options and procedures.
- Additionally, not knowing a trusted provider is a top reason (aside from cost considerations) for hesitancy in pursuing a procedure.
- Radio and podcasts are key platforms for driving trust and familiarity with cosmetic dentistry practices.

Adults are still spending on things that make them feel good, and improve confidence or well-being

78% of Adults 18+ are **still spending on things that make them feel good** even in an uncertain economy

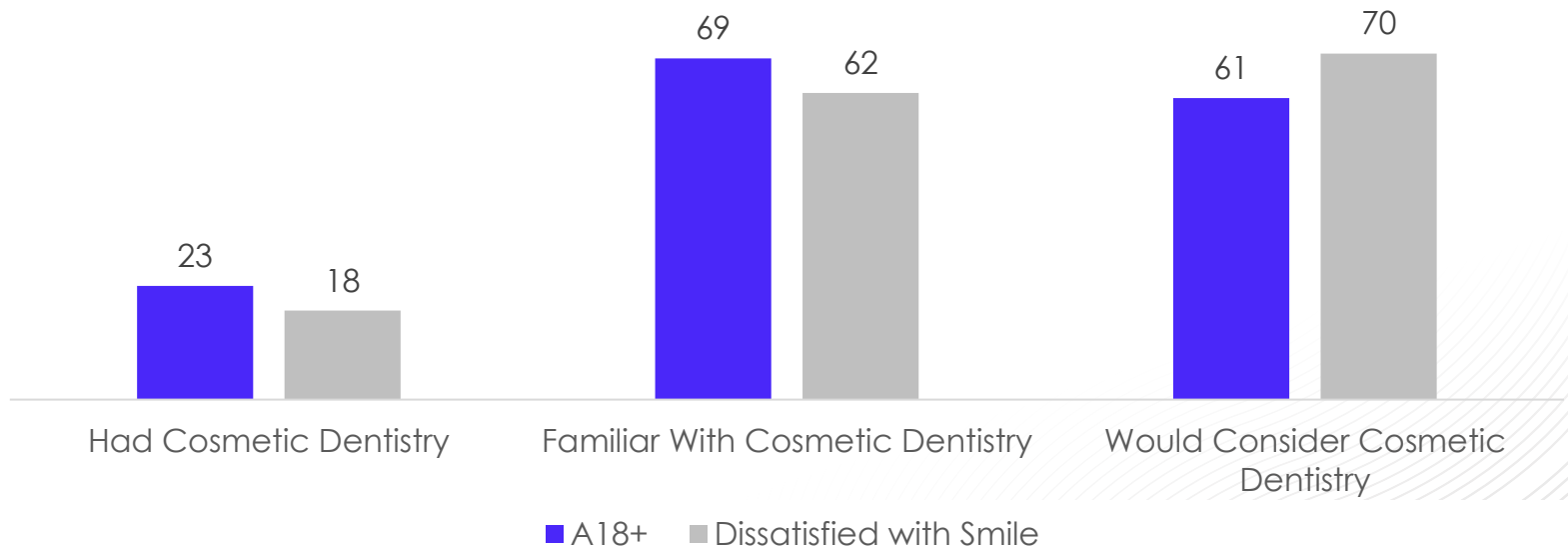
More than 3 in 4 consumers are **willing to spend on things that improve confidence** or well-being and **87% say taking care of their appearance is an important** part of overall well-being

Almost **9 in 10 say** “Even in uncertain economic times, **personal well-being remains a priority**”



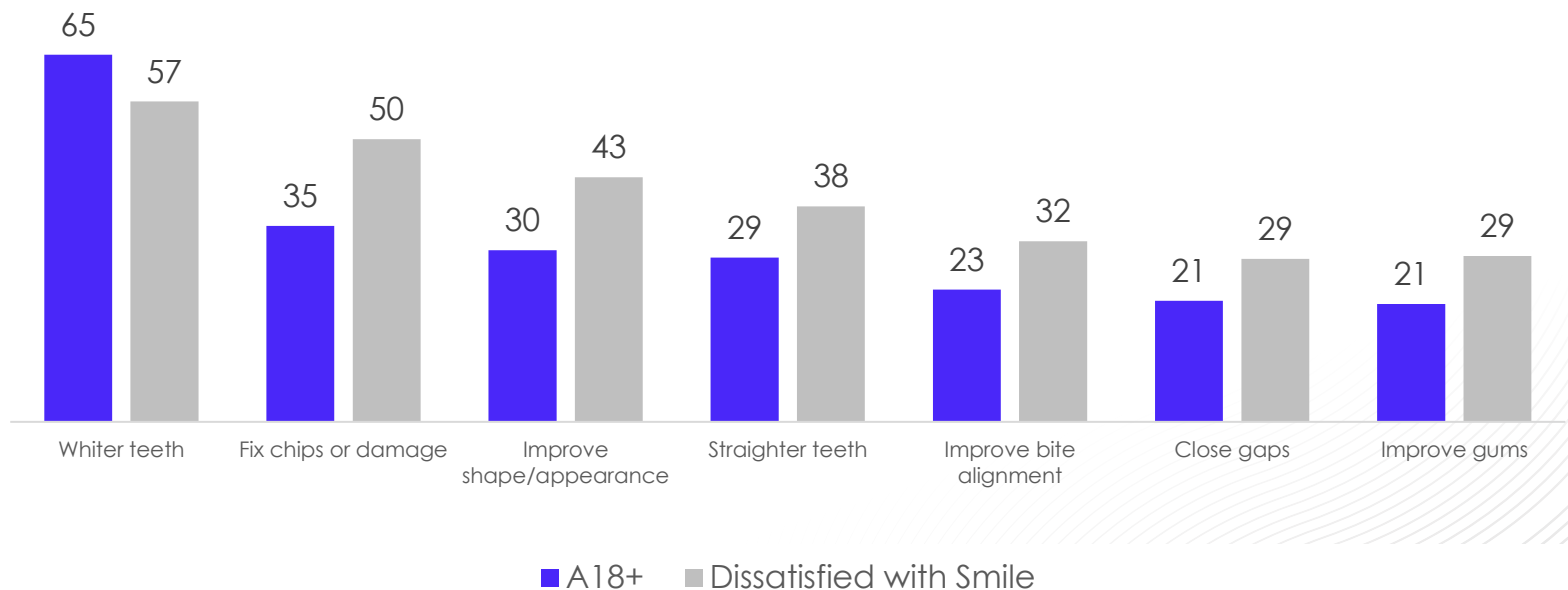
While those not satisfied with their smile are more likely to consider cosmetic dentistry, they are less familiar with the offerings

Cosmetic Dentistry Use, Familiarity & Consideration



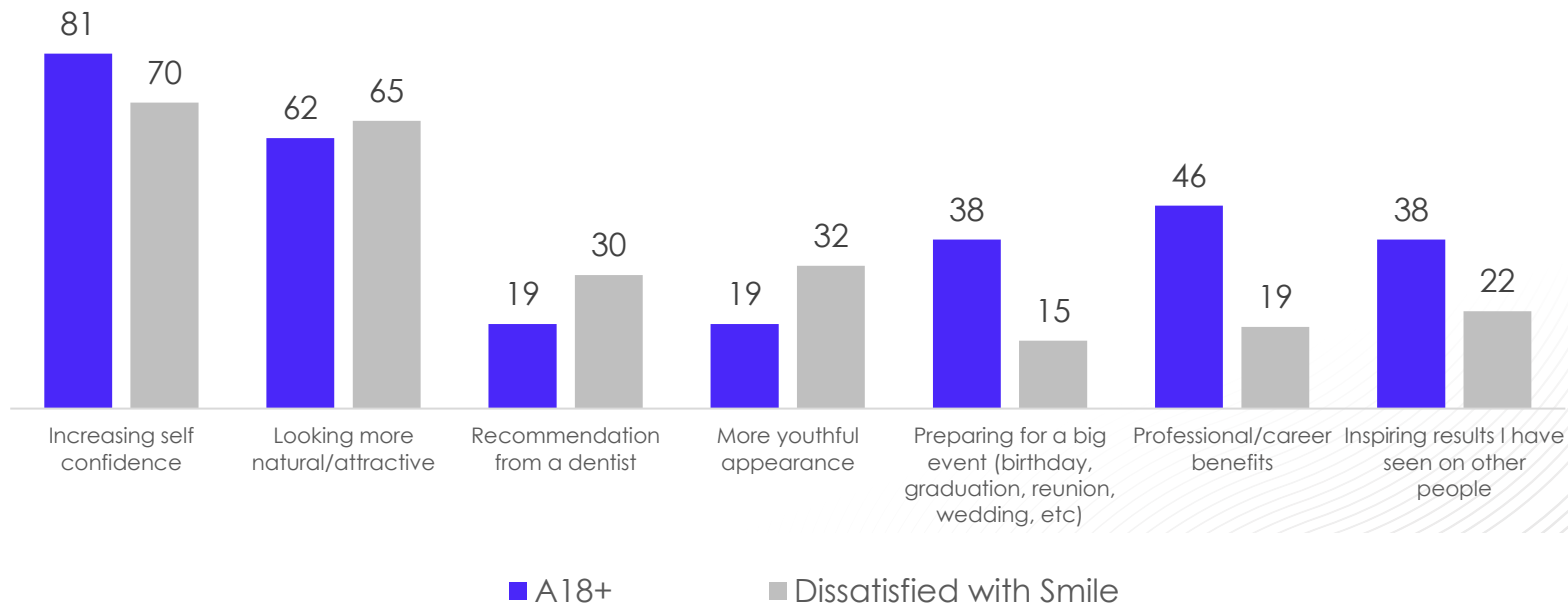
Those dissatisfied with their smile are interested in improvements that require a dental procedure and cannot be replaced with OTC products

Desired Cosmetic Dentistry Improvements



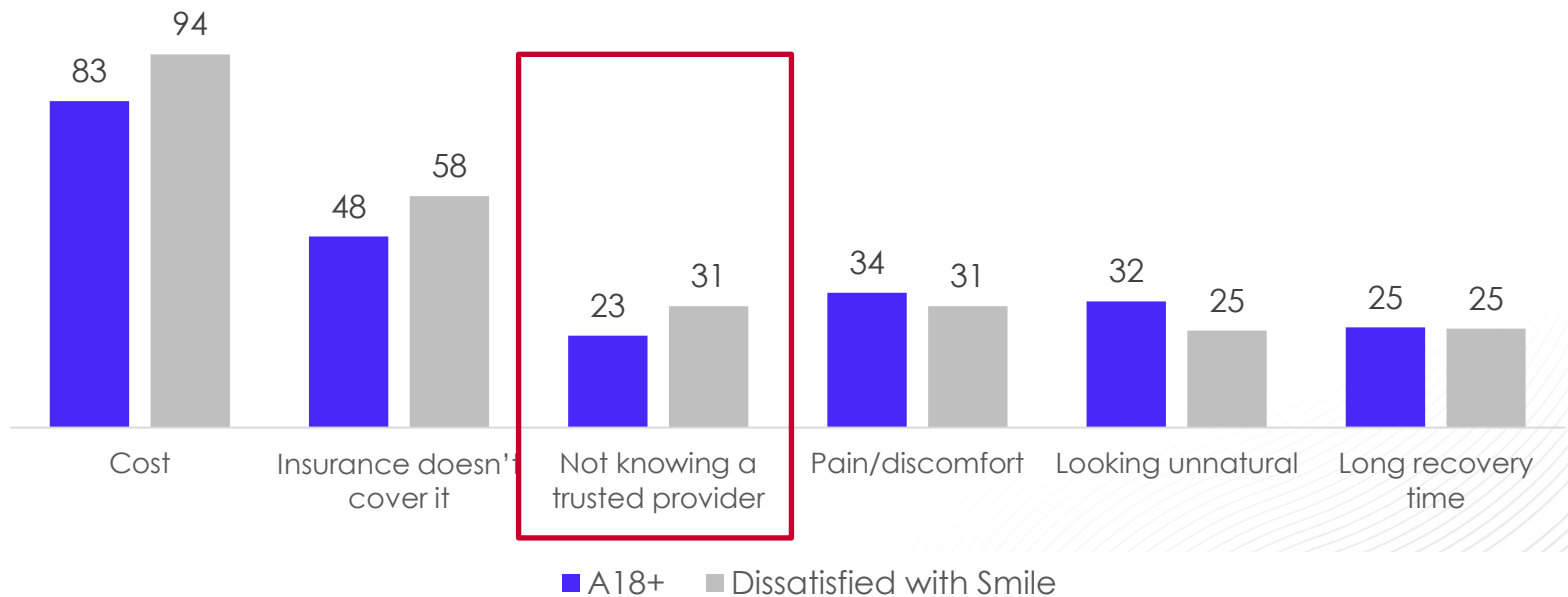
Driving factors for cosmetic dentistry are increased self confidence and looking for natural/attractive

Cosmetic Dentistry Motivation Factors



Aside from cost considerations, those not satisfied with their smile are more concerned about not knowing a trusted provider

Factors Affecting Cosmetic Dentistry Consideration



With significant reach and trust, radio can deliver trust and familiarity for cosmetic dentistry practices

7 in10 A18+ listeners say “Hearing someone talk about cosmetic dentistry makes it feel more approachable.”

More than half of A18+ listeners say “**I am more likely to search for information about cosmetic dentistry if I heard about it on a radio or podcast first.**”

Nearly 7 in 10 of A18+ listeners say “**Podcasts are a good way to learn about new health or wellness options.**”

Radio Reaches Cosmetic Dentistry Patients; Urban, Adult Hits, and Sports, Plus Music, Sports, Business Top Podcast Formats

Radio Reaches Over
86%
of those planning a
Cosmetic Dentistry
procedure

Top Radio Formats

Urban AC (133i)

Adult Hits (133i)

Hispanic (130i)

Sports (121i)

News/Talk (119i)

Top Podcast Topics

Music (152i)

Sports (136i)

Business (134i)

News (130i)

Society & Culture (129i)

THANKS FOR WORKING WITH



For additional insights and information, please contact:

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METHODOLOGY

DATES OF FIELDING: June 2026
N=1000 Adults 18+ Radio Listeners

Demos:

- 32% Men; 68% Women
- 39% had HHI of \$75K+