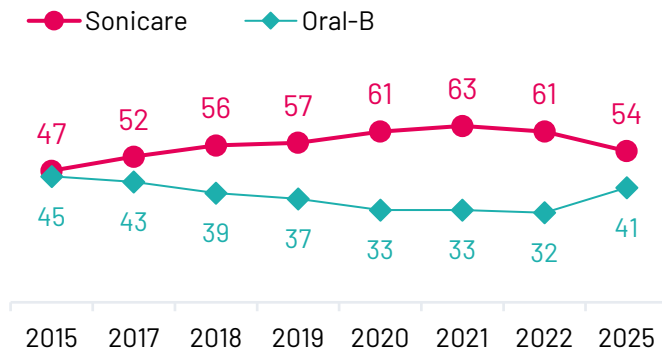


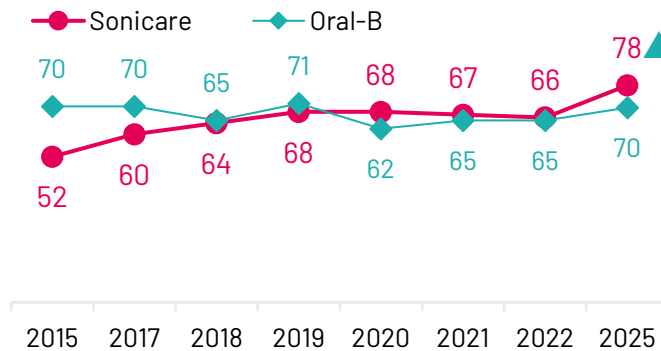
Comparable Key Performance Indicators in PTB category

Sonicare remains the most frequently recommended leader. Both main brands have stable results over time in the share of recommending DPs while average number of patients is still growing.

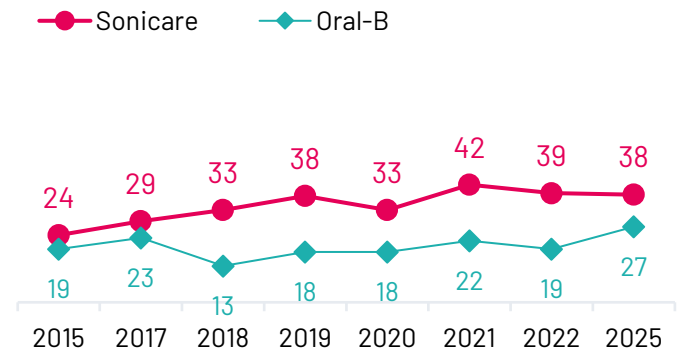
Top of Mind brand awareness



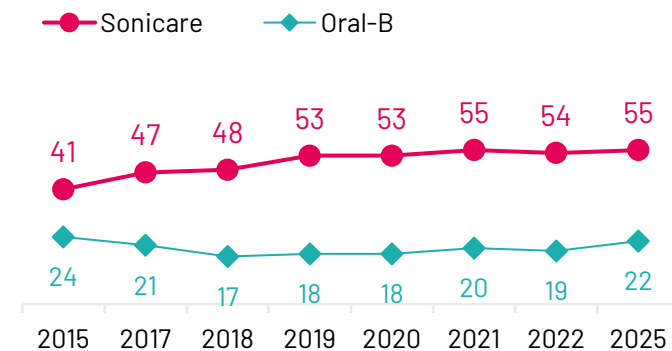
Trial (ever tried)



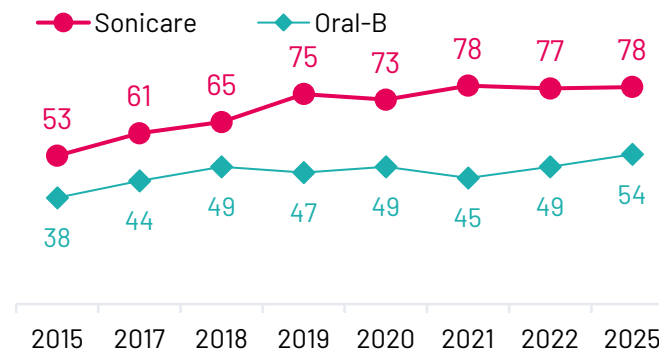
Personal usage (regularly use)



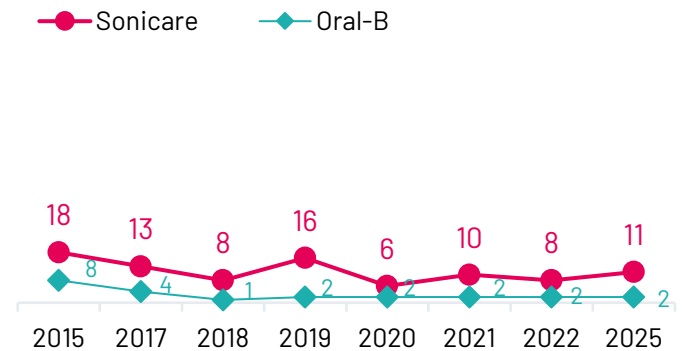
Recommended most often (to patients)



Total recommendation (to patients)



Dispensing (in the office)



R9a: Which brand of power toothbrush do you recommend most often to your dental patients?

Research methodology – Quantitative Research

Methodology

CATI recruitment & Online structured interviews

Telephone recruitment of dental professionals (contacting a respondent, survey presentation, preferred method etc.) was followed by sending a unique link for filling the questionnaire on-line

Questionnaire

Structured quantitative compensated on-line questionnaire.

The length of completing the questionnaire was 19 minutes on average.

Sample size

Czech Republic – N=200

Mix of **DENTISTS AND DENTAL HYGIENISTS:**

n=140 dentists

n=60 dental hygienists

Main specialty of all DPs was restorative dentistry.

Analysis

All numbers in graphs / tables represent share of respondents in % on the scale 0 – 100% unless otherwise stated.

For better clarity, the results from 2015 are shown (or later, if the given questions were not asked before). Older data is available in the graph data sheet (need to click on the relevant graph).

Target group

Czech Republic

Dental professionals were chosen from internal Ipsos list of contacts.

No other screening criteria except locality (detail on the next slide), SPEC and type of praxis (private praxis only).

Fieldwork

March – April 2025