



Data in Support of World Smile Day

Prepared for:



September 2022





Approach and Methodology

Objective

Smile Train was interested in conducting research among the public to provide data driven insights and earned media attention for the organization during World Smile Day.

Approach

Since the potential responses to the question – what made you smile today – were so broad, The Harris Poll recommended a two-phased approach leveraging their quick turn, custom research solution, Harris On Demand. Wave 1 was essentially a mini qualitative phase asking the question in an open-ended fashion. The coded responses were then used to craft the question as a closed ended question in a second wave of research. The results of the second wave are reported and can be used publicly with the verbatim responses from the first wave used to humanize those findings.

Methodology

This survey was conducted online within the United States between September 13-15, 2022 among 2,076 adults (aged 18 and over) by The Harris Poll on behalf of Smile Train via its Harris On Demand omnibus product.

Data were weighted where necessary by age, gender, race/ethnicity, region, education, marital status, household size, household income, employment, and propensity to be online, to bring them in line with their actual proportions in the population.

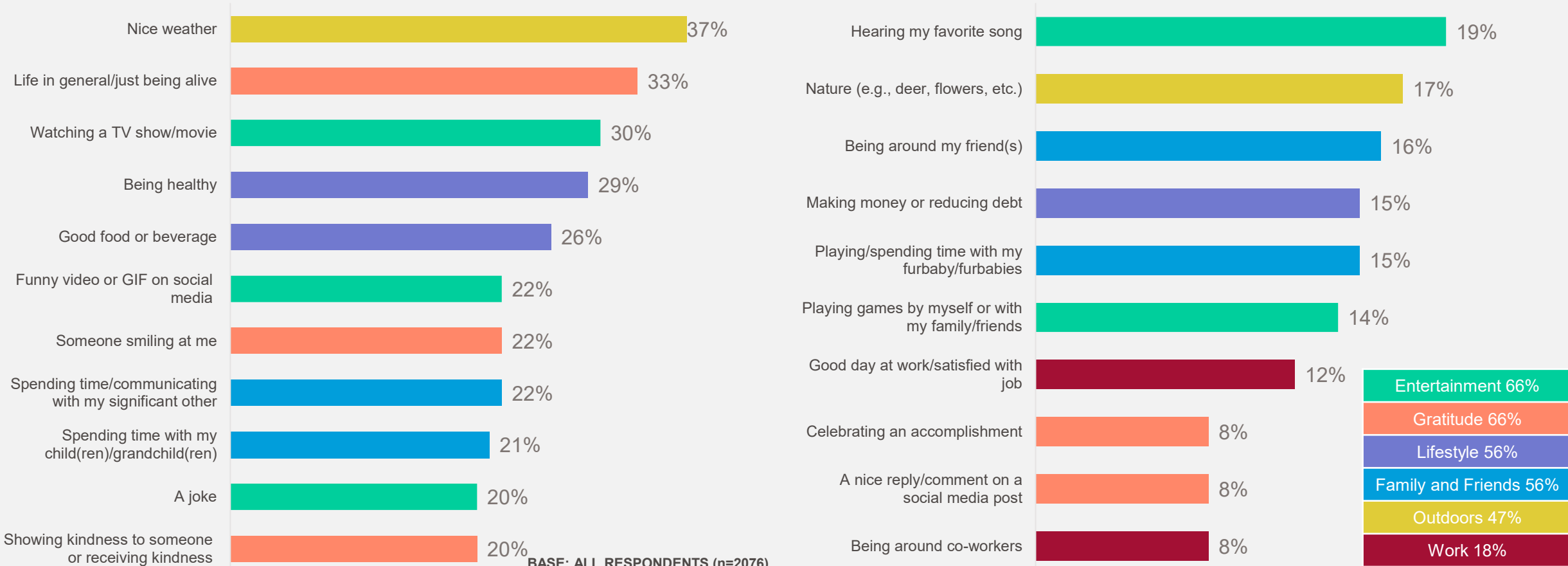
Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within + 2.8 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.

All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.



From nice weather to watching TV or movies to just being alive and healthy, many things made people smile today.

What made you smile today?

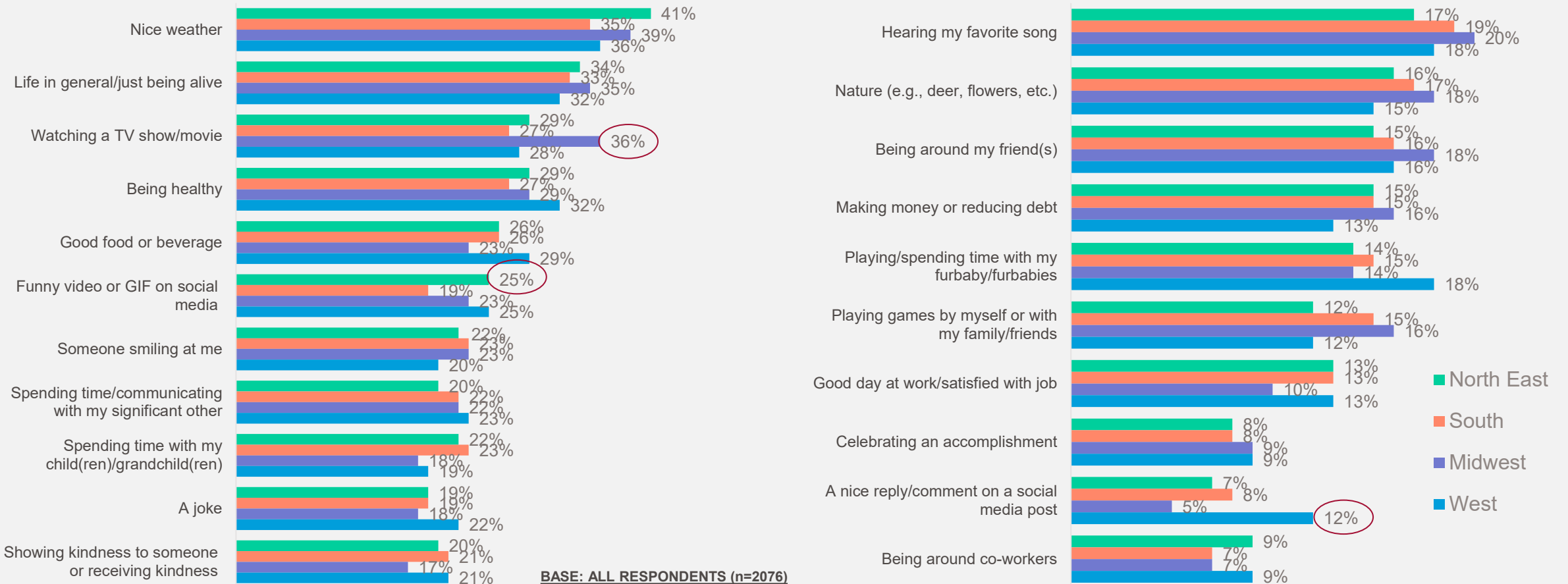


BASE: ALL RESPONDENTS (n=2076)
What made you smile today? Up to 5 responses allowed.



Catalysts for smiles are similar across the regions of the U.S.

What made you smile today?



BASE: ALL RESPONDENTS (n=2076)

What made you smile today? Up to 5 responses allowed.

○ Indicates significantly higher than another region



There are so many things for people to smile about today.

Nice weather

“The bright beautiful sunshine.”

“We got rain and a lot of it. Been so dry for the growing season and for my town, that is unusual.”

“The sun is out and the weather is perfect, not too hot or too humid.”

“The sun made me smile today it was breaking through some clouds and I thought it was beautiful.”

“The sun is shining and it is a perfect September day.”

Life in general/just being alive

“Just waking up and loving life.”

“Every day I wake up is a reason to smile.”

“Waking up and being blessed with another day!”

“Life and waking up is a great start.”

“Waking up, it’s a joy to be alive.”

“Being just able to open up my eyes this lovely morning.”

Watching a TV show/movie

“Watching a comedy show before going to work.”

“Watching my favorite movie made me smile today.”

“A show I was watching made me laugh. Been really stressed lately so that was kind of nice.”

“Seeing a funny sports highlight.”

“I saw a humorous commercial on TV today and it made me smile.”

Being healthy

“When I feel Mentally & Physically good.”

“I’m happy I’m changing my new healthy life.”

“That I was able to get out of bed pain free.”

“I saw my Primary Doctor and my blood work was positive. I am still in remission.”

“The ultrasound I received today made me smile.”