

dentalcompare™

User Survey July 2010



About the Survey

To learn more about our end-users, their online behavior, and how they stay up-to-date with the Dental industry, Dentalcompare conducted a survey.

Over 500 Dentalcompare users from the US participated in this survey. The following report summarizes the key findings.

If you'd like more information, please email info@dentalcompare.com.

Key Indicators

Participant Profile

- Well-established practitioners
- Highly qualified purchasers

Dentalcompare

- #1 rated online resource for product information
- Dentalcompare has the leading resources respondents are looking for on the Web

Trends

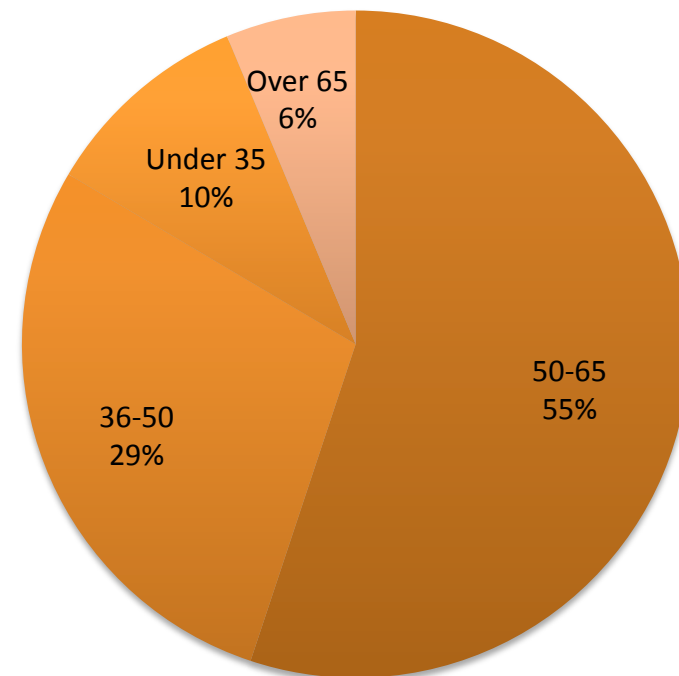
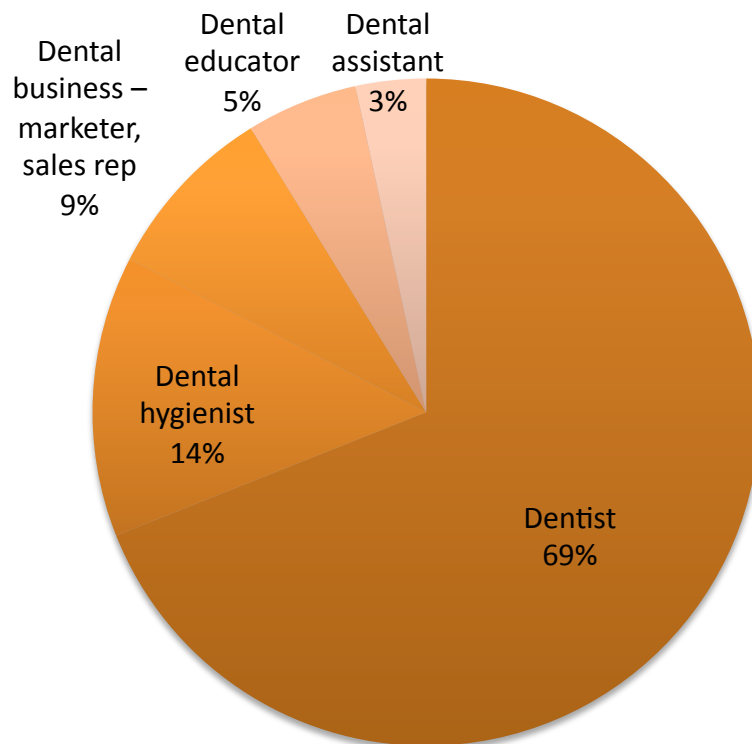
- Actively searching for dental information online

Social Networking - An Industry Source

- Dental Forums & Communities are most used for product information

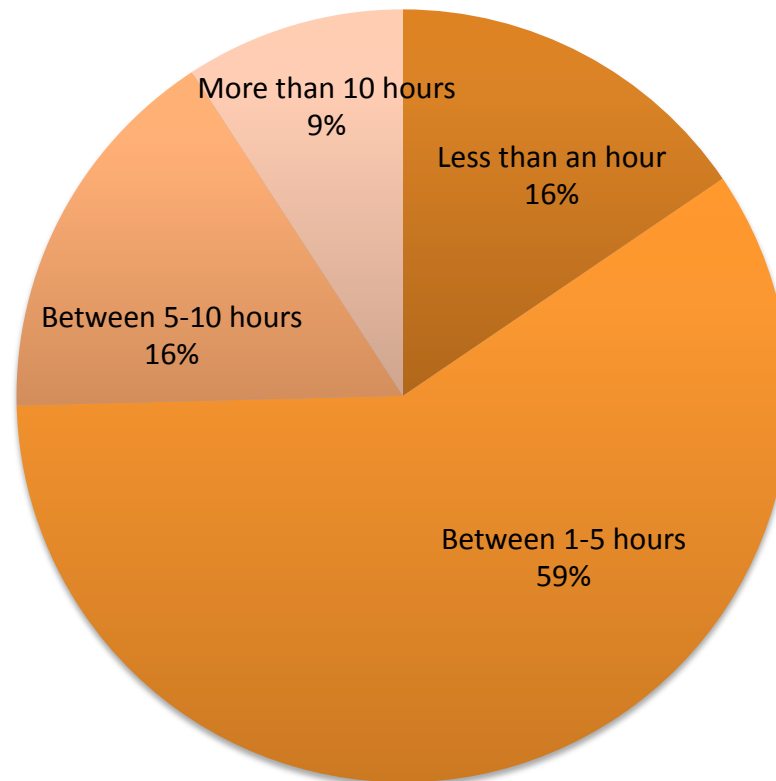
The Participants

Over 500 clinicians participated in this survey. The majority of participants are Dentists between 36 and 65 years old.



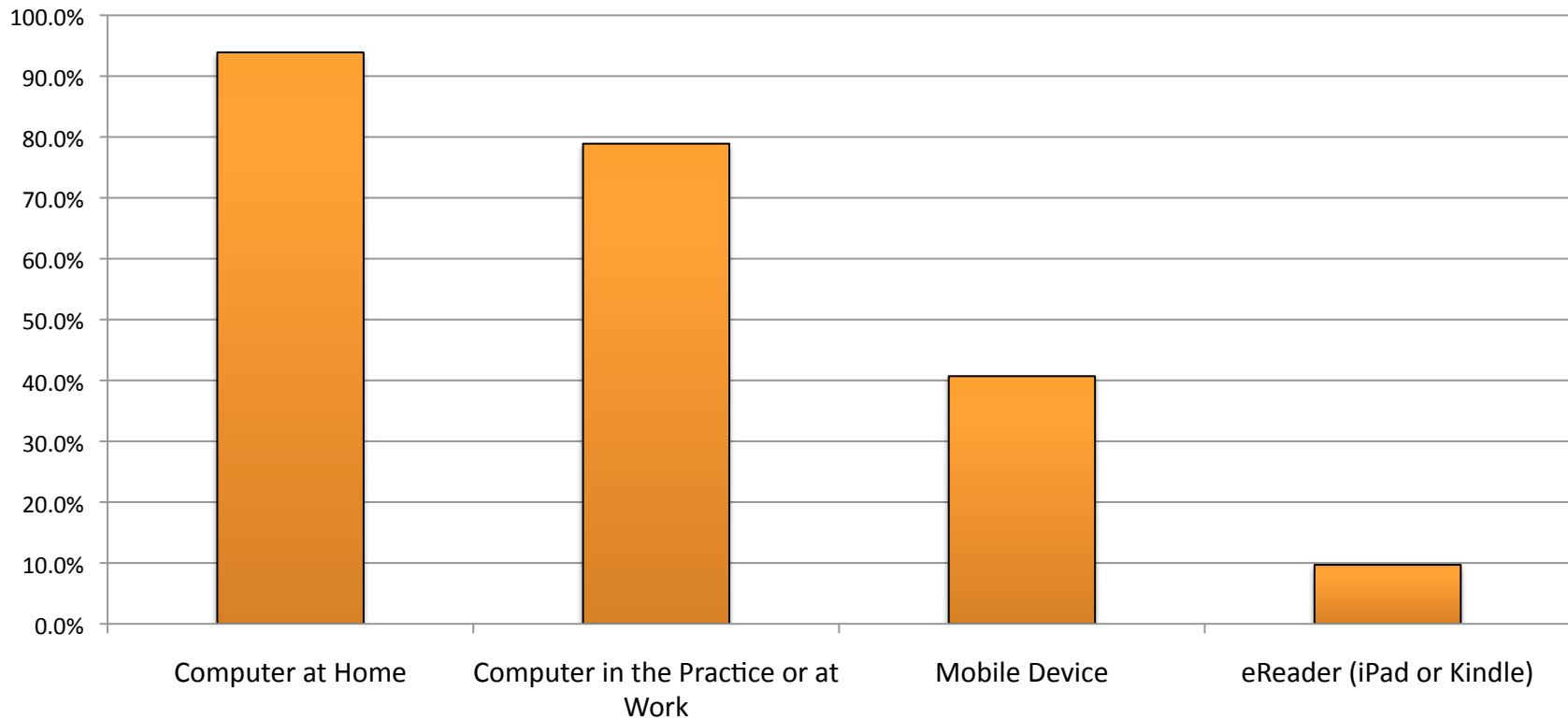
Online Usage

The majority of respondents spend between 1-5 hours online each week for dental-related information and communication.



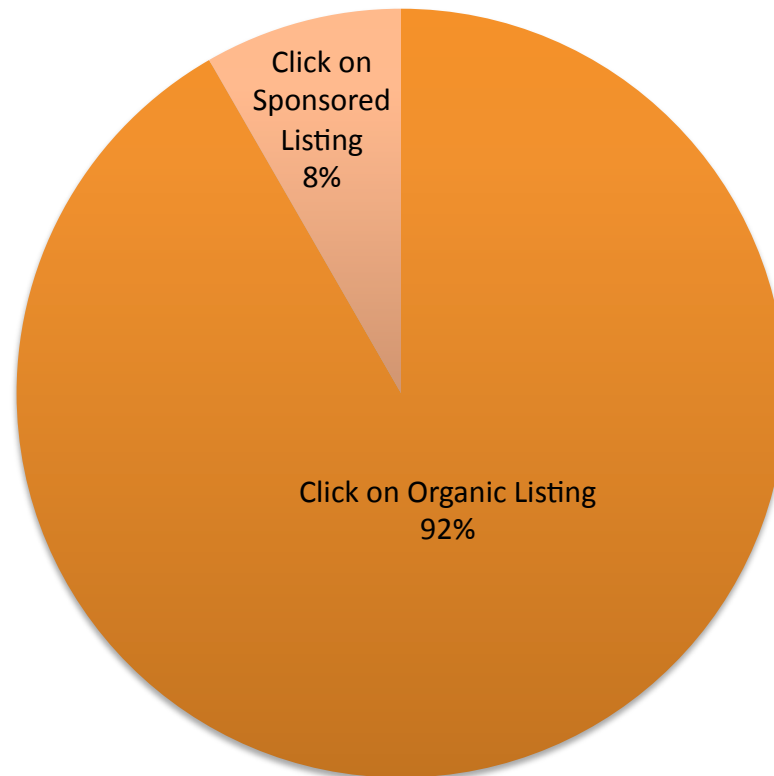
Online Access

The majority of participants go online on their computer at home or at work. 41% are also using mobile devices.



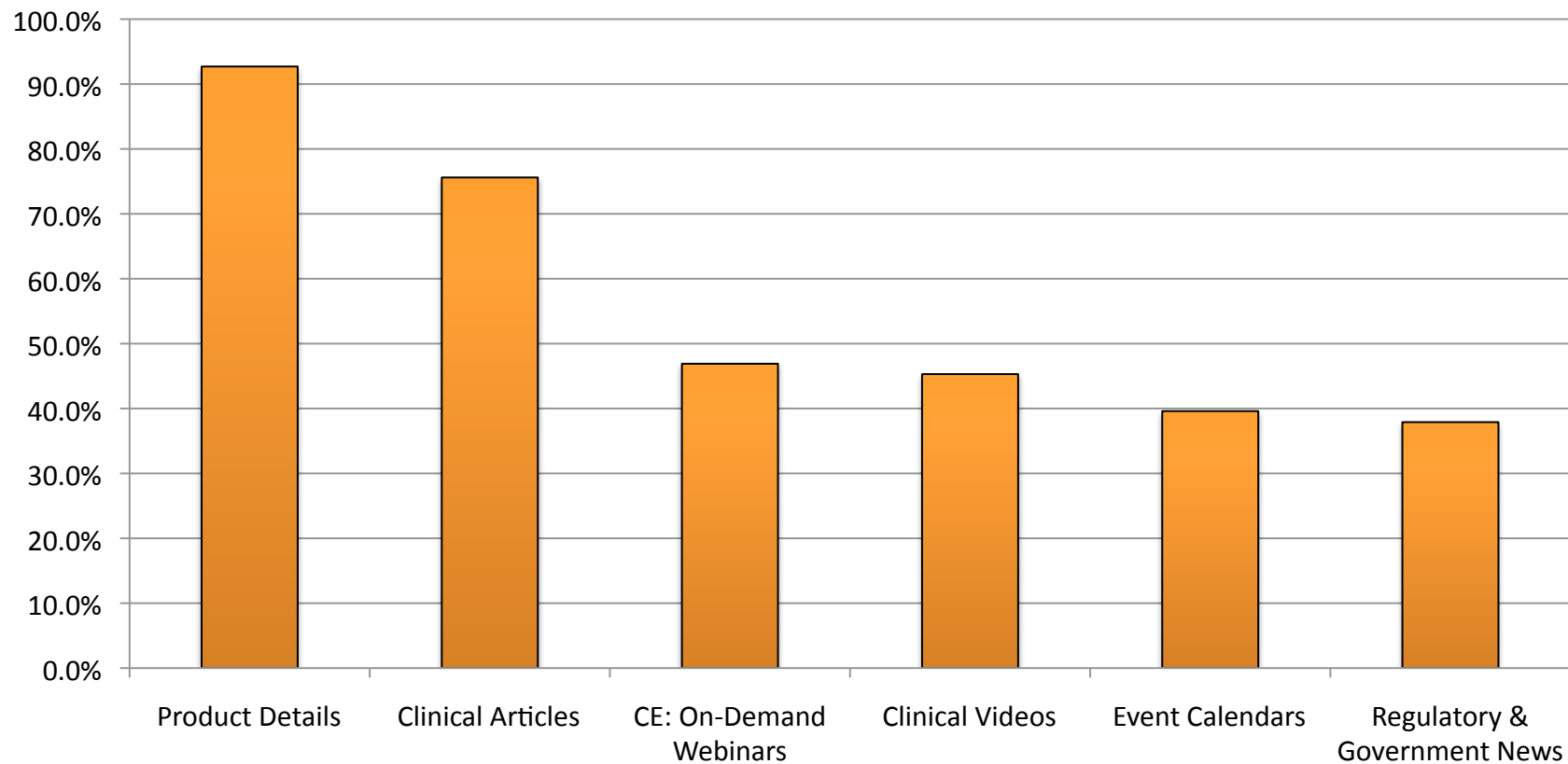
Search Engine Usage

Respondents click on organic Google results 84% more than sponsored listings.



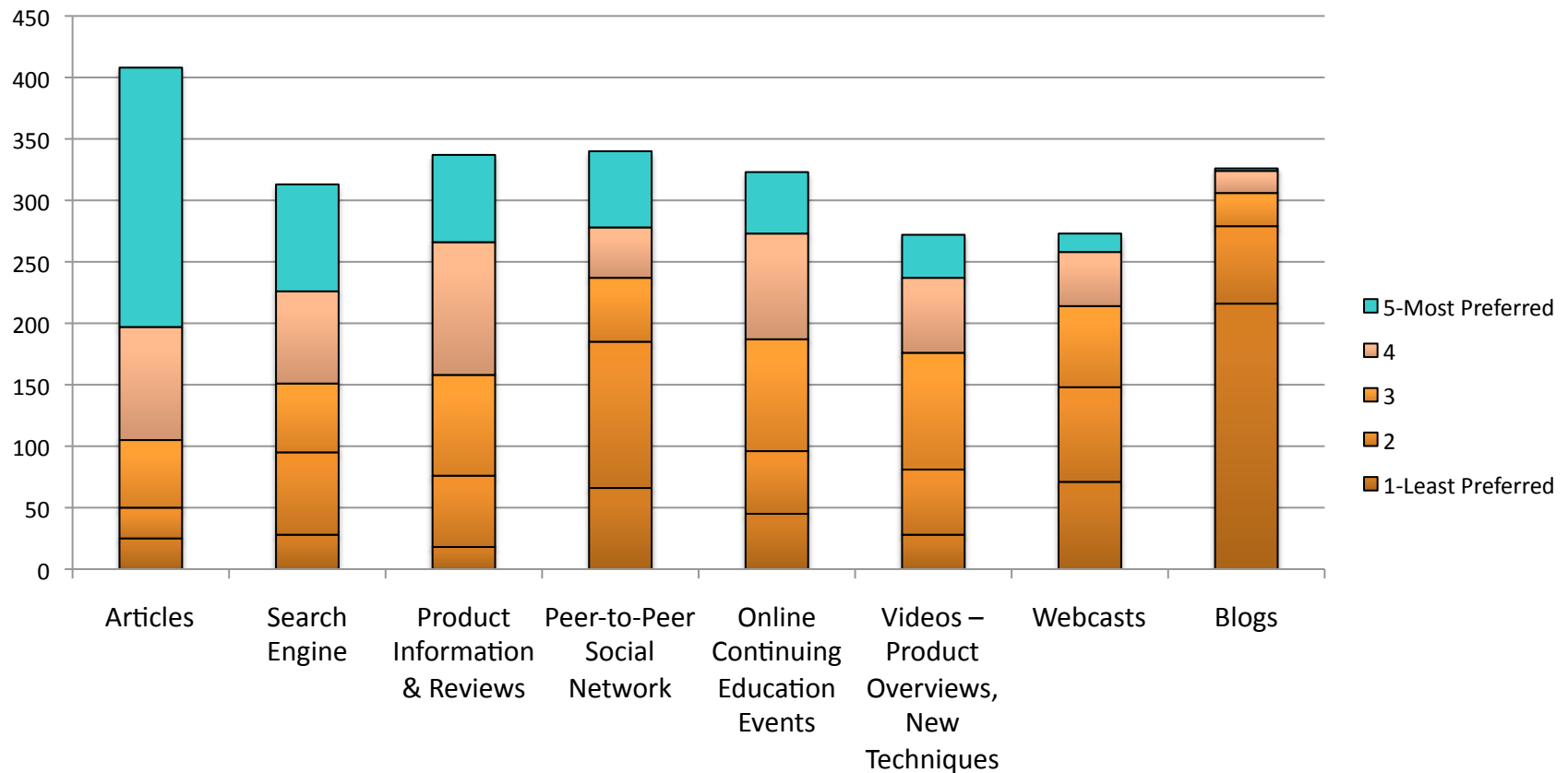
Dental Information

Product details, clinical articles and continuing education webinars are the top types of dental information respondents are looking for on the Web.



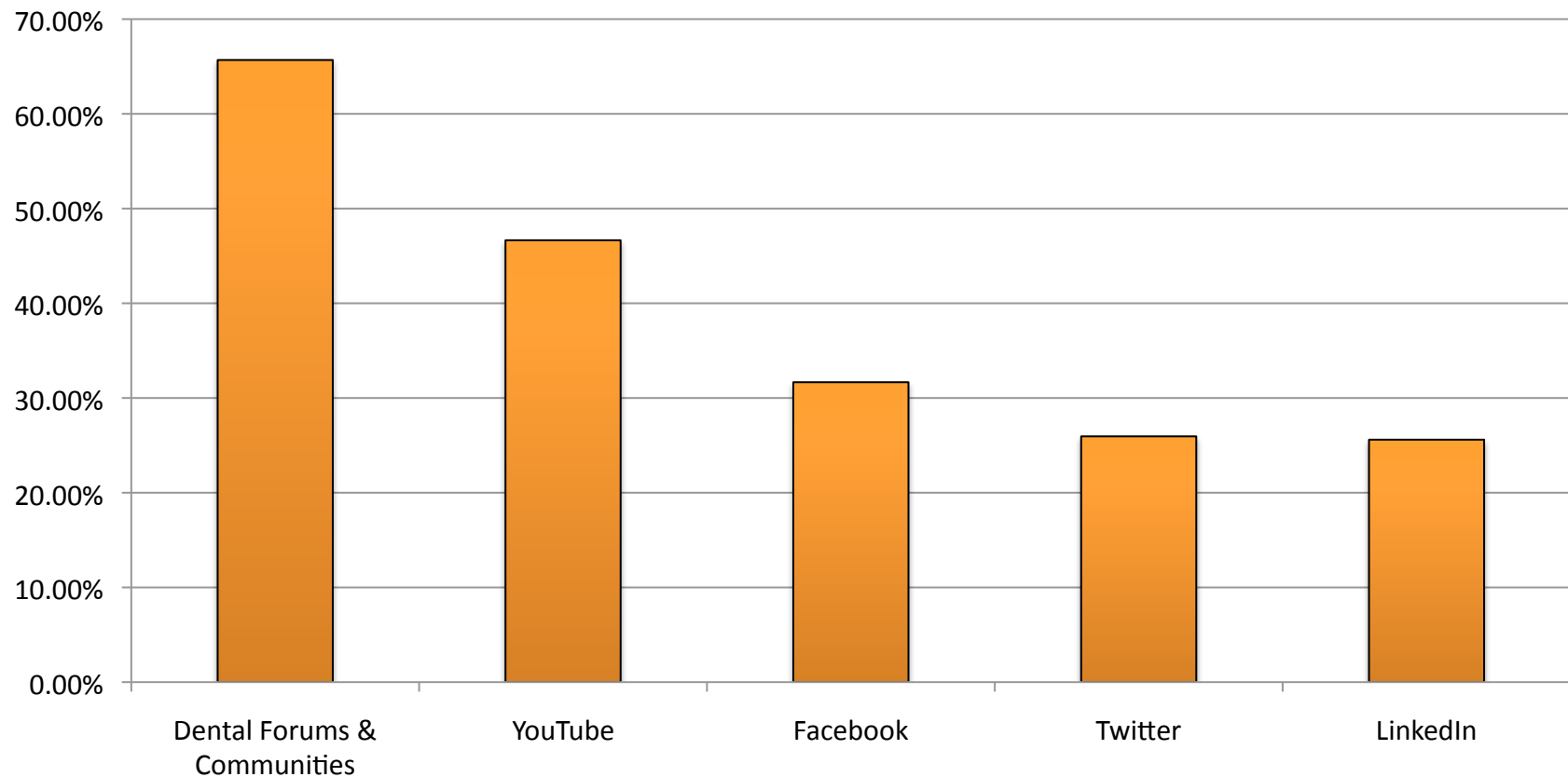
Top Online Resources

Articles, search engines, product details and reviews are the top resources respondents prefer for getting information about the dental industry.



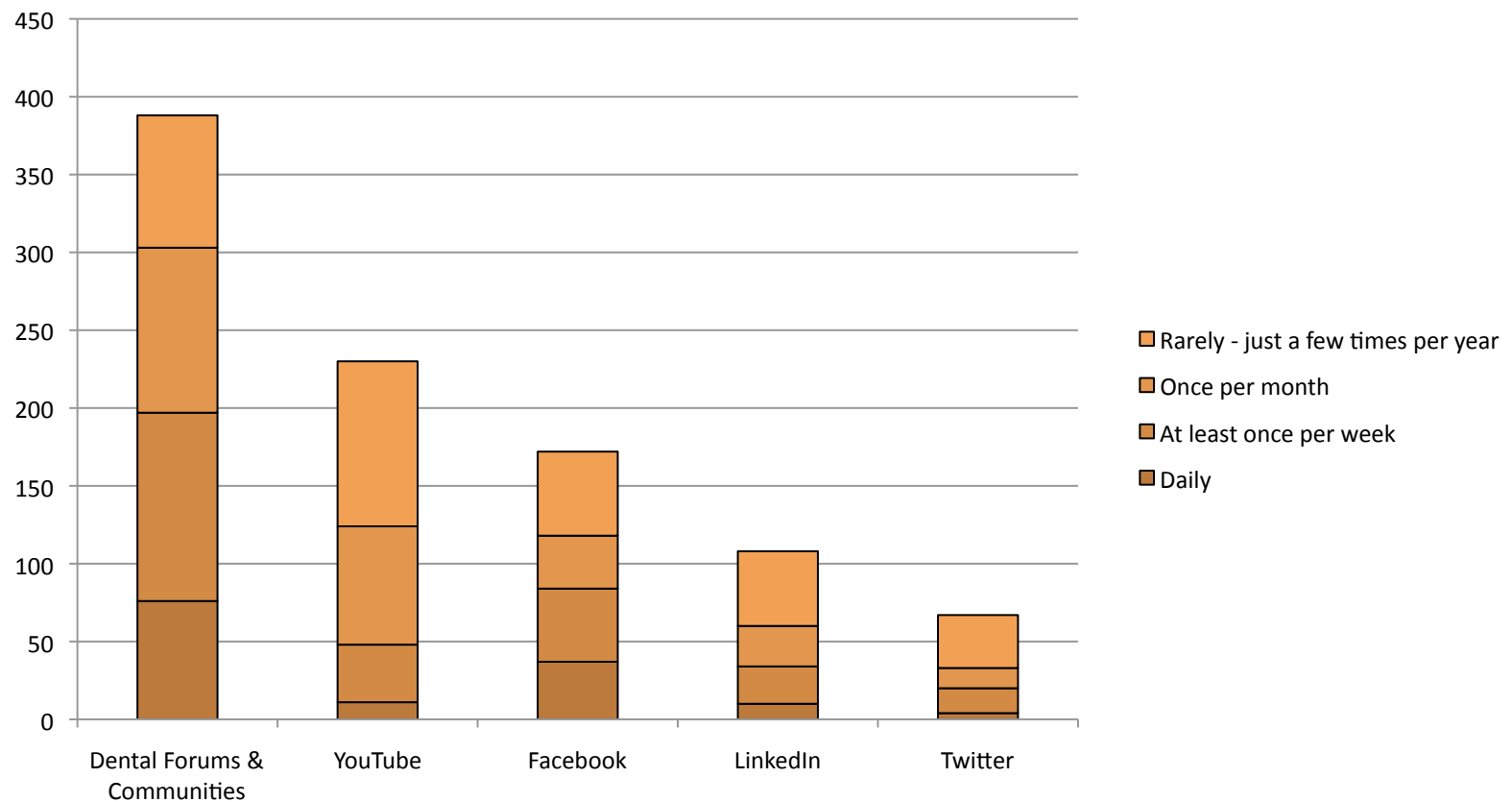
Social Networking Services Adoption

On average, 39% of participants have adopted social networking. The top social networking services used are dental forums and communities, YouTube and Facebook.



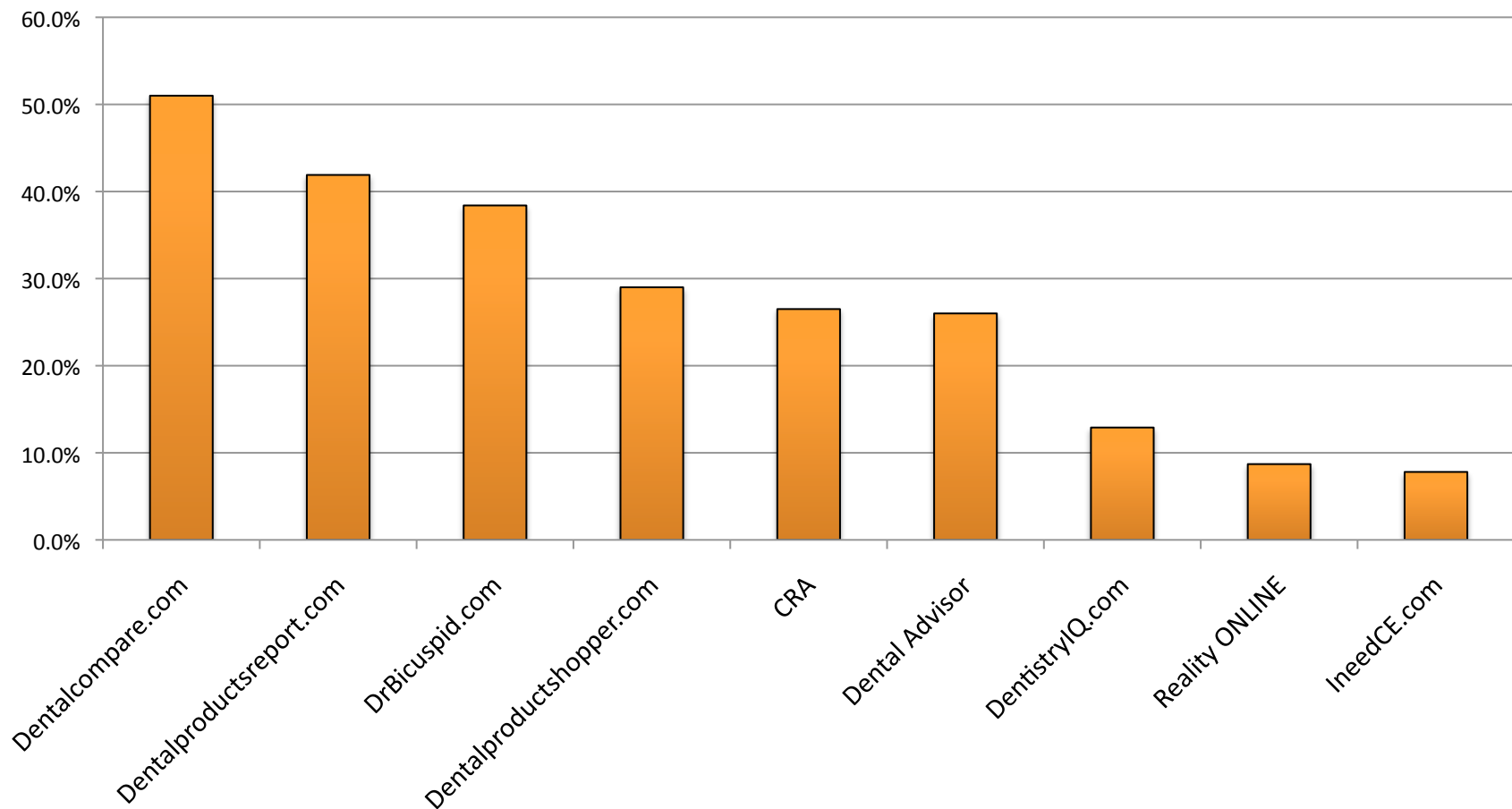
Social Networking Services Usage

Responses showed Dental Forums and Communities are most frequently used. Facebook is also popular, being used on average at least once per week.



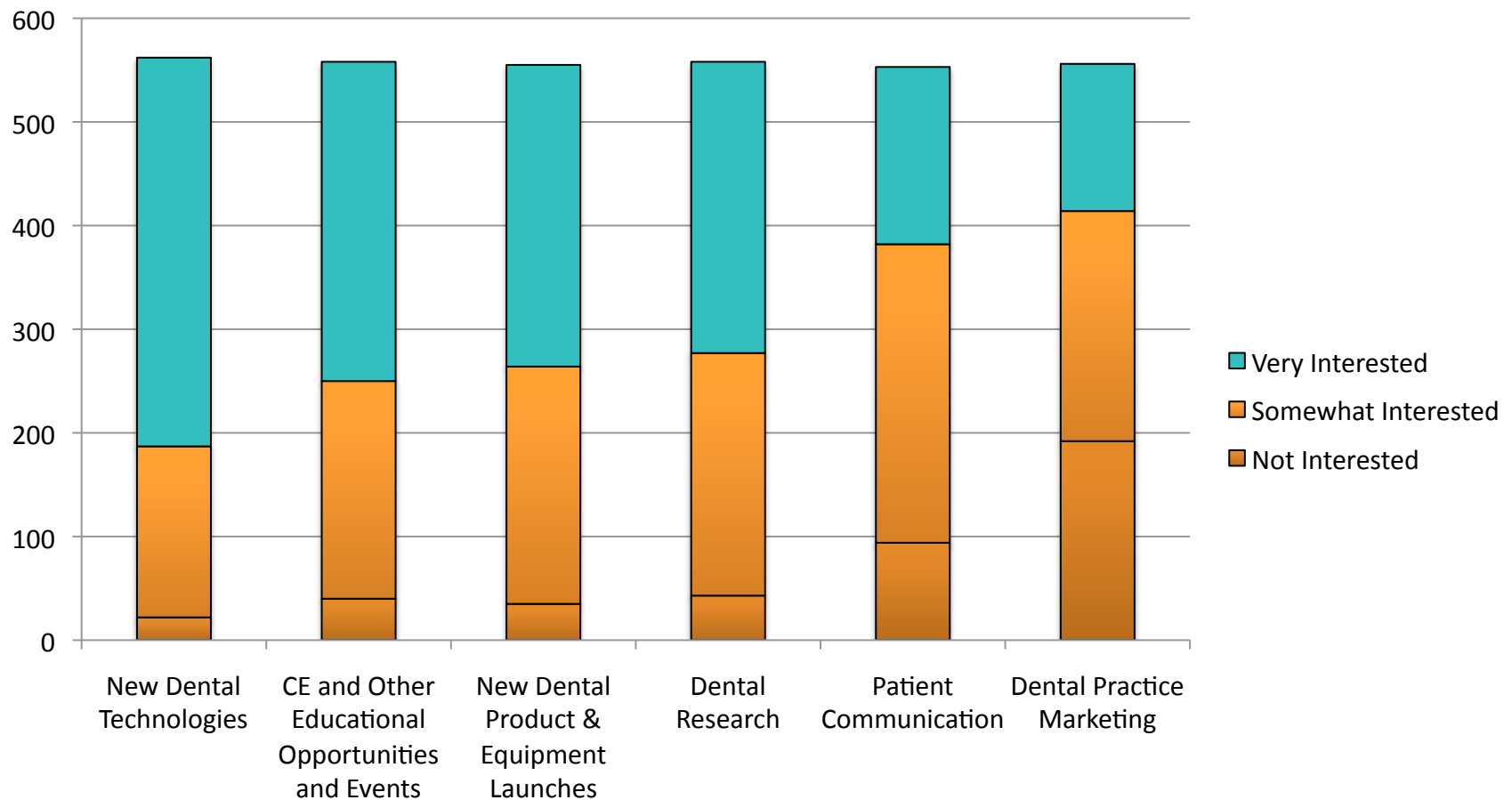
Top Product Information Websites

Dentalcompare.com, Dentalproductsreport.com, and DrBicuspid.com are the most regularly used product information websites by respondents.



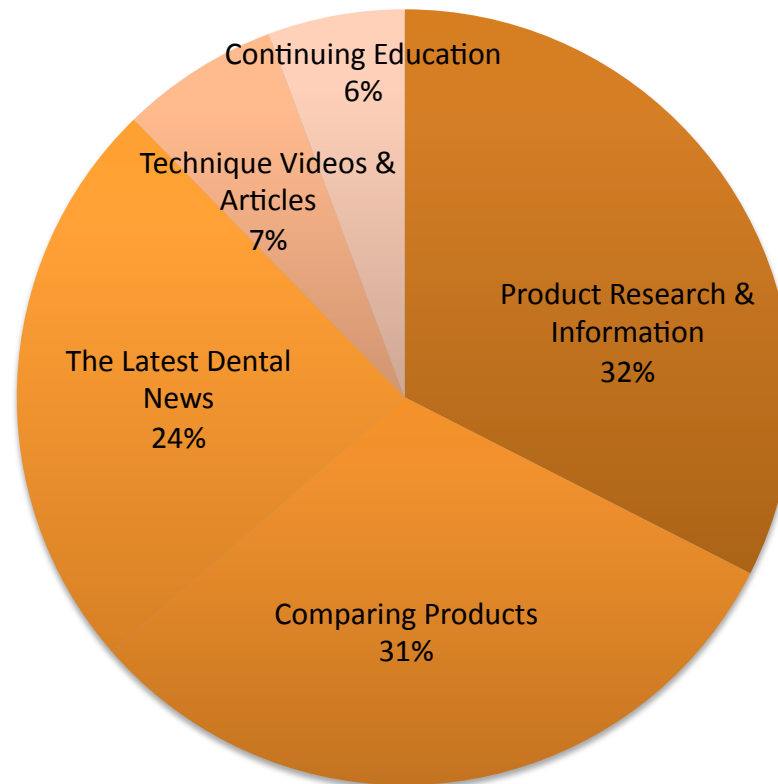
Top Dental Topics

Participants are most interested in receiving information on the latest products and CE opportunities.



Dentalcompare Usage

The majority of participants use Dentalcompare for product research, comparing products across manufacturers, and staying up-to-date with the latest technologies.



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Thank You!

For more information, please email info@dentalcompare.com.