



What things do Americans value most?

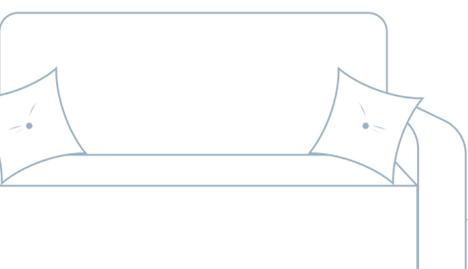
We live in a disposable, all-things-recyclable era. Yet, there are some things truly worth saving, preserving and revering. From the American Association of Endodontists, the specialists who save your natural teeth, we surveyed 800 adults to understand what people think is worth saving.

Despite today's "out-with-the-old" mentality,

74%

of Americans say photos/scrapbooks are among the top 5 things they would save.

When asking Americans what they cherish most:



38%

photos/scrapbooks

29%

family mementos/ keepsakes



~1%

awards/trophies

More than 95%

of people say it is important to save your natural teeth.

Americans rated their top 5 reasons:

66%

It's healthier

59%

Better appearance

58%

Consequences are expensive

56%

Feel better about yourself

44%

Better feel

24%

of Millennials

AND

23%

of Gen X

ranked teeth as the No. 1 thing they would save or maintain about their body when given the choices of eyesight, mental health, heart, teeth, weight, hair and skin.

What's the most important thing to save from a burning home?

Personal documents

30.5%

of Americans under 35

Photos and other memorabilia

21% 25%

of men overall

of women overall

Clothing, art and jewelry

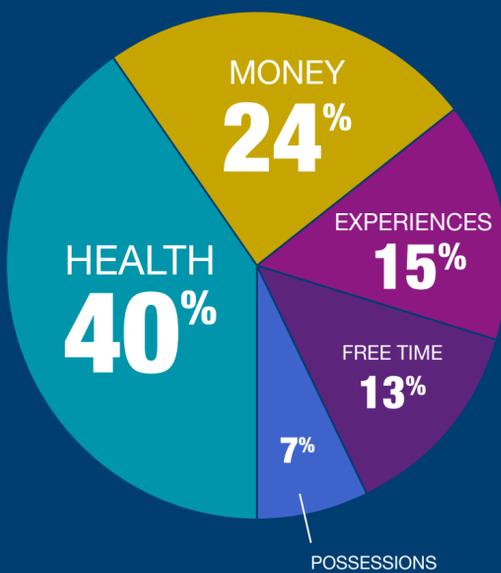
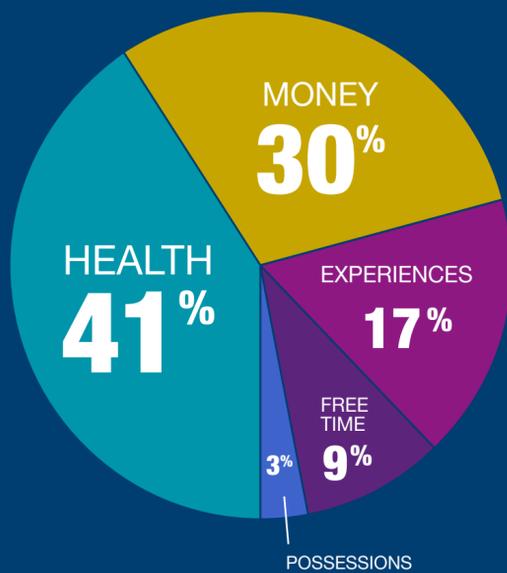
1%

of people overall

Gen Z and Millennials rate health as the most important thing to save out of free time, money, experiences and possessions...

GEN Z

MILLENNIALS



What is most difficult to save?

56%

of people overall say **money** is the most difficult thing to save

FOLLOWED BY

18%

of Men see **health** as the most difficult thing to save

VERSUS

63%

of women find saving their **money** to be the most difficult

VERSUS

17%

who rate **free time** as the most difficult

11%

of women who say the same

49%

of men who rate **money** as the most difficult thing to save