



Public Attitudes Toward Aging, Beauty, and Cosmetic Surgery

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Conducted by Roper Starch Worldwide Inc.

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AARP is the nation's leading organization for people age 50 and older. It serves their needs and interests through information and education, advocacy, and community services which are provided by a network of local chapters and experienced volunteers throughout the country. The organization also offers members a wide range of special benefits and services, including *Modern Maturity* magazine and the monthly *Bulletin*.

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Introduction

This report details the findings of a national telephone survey conducted by Roper Starch Worldwide on behalf of AARP to explore the constellation of feelings Americans have toward beauty, aging, and cosmetic surgery.

In the following pages, we will share findings regarding the extent to which maintaining an attractive and youthful appearance is important to Americans—and the lengths they will go to stay attractive. We will also explore common stereotypes about beauty, particularly with regard to aging and gender. This report also captures American attitudes toward cosmetic surgery and examines the attitudes of people who either have undergone or expect to undergo a procedure some time in the future.

Method Overview

Phase One—The General Public

Telephone interviews were conducted among a national cross-section of 2,008 Americans (age 18+) from September 11 – October 2, 2000.¹ Each interview lasted 25 minutes on average.

Sample was drawn from a national random digit dial (RDD) list. Data are projectible to Americans generally within a +/- 2 percentage point margin of error at the 95% confidence level.

Data were weighted to correct for slight demographic imbalances arising from sampling error. The margin of error for the entire sample is +/-2 percentage points at the 95% confidence level.

Phase Two—Persons Who Have Had Cosmetic Surgery

The general public interviews were supplemented with an additional 507 interviews among persons who have had cosmetic surgery.

Since this population has such a low incidence among the general public (5%), an RDD telephone method would have been exceedingly cost- and time-prohibitive. Interviews were therefore conducted online via DMS, an AOL property, which provides access to the 23 million-plus subscribers of AOL—the largest single online sampling frame currently available. It offers the closest approximation of a “mass market” available online today. Compared to other online services, it should be noted that America Online’s membership most closely mirrors the general population.

The exact same questionnaire was administered to both the general public and to persons who have had cosmetic surgery. All online interviews were conducted between September 11 and October 20, 2000.

¹ Cooperation rate of qualified respondents was 26%.

Summary Of Findings

Inner beauty is more important than physical beauty

When asked whether it is physical or inner beauty that “really counts” in the real world, over half (60%) agree that inner beauty trumps physical appearance. One in three (35%) say it is physical beauty that counts most.

Men and women age gracefully in equal measure

One attitude apparently not endorsed by the majority of Americans is that, as they age, men grow more distinguished looking whereas women just grow older looking. In fact, only three in ten (28% of men, 32% of women) believe this is the case. A mere 6% believes the opposite.

Rather, most—65% of men, 60% of women—believe men and women age gracefully, or just grow old-looking, in equal measure.

Maintaining youth and good looks is not as important as family and self-esteem

Compared to other key factors, relatively few women rate either “maintaining an attractive physical appearance” or “staying young looking” as essential to them personally (24% and 15%, respectively).

Top priorities instead include spending time with family (66%), a fulfilling relationship with spouse/significant other (62%) and feeling good about themselves (55%).

Men are even less likely than women to count as “essential” such factors as “maintaining an attractive physical appearance” (15%) and “staying young-looking” (9%). Staying young-looking is, in fact, the least important of the twelve factors rated. Rather, of utmost importance to men, like women, are family-oriented factors.

Americans are satisfied with how they look

Happily, almost all women are “completely” or “somewhat satisfied” with the way they look for their age (92%; 48% are “completely” satisfied). Most are also satisfied with their physical appearance (86%).

Men, too, are “completely” or “somewhat” satisfied with their appearance—94% with “the way I look for my age” and 91% with “my physical appearance.”

Average American thinks he/she is above average in physical attractiveness

Asked to rate their own physical appearance on a 0-10 point scale, men and women, on average, give themselves the same—and slightly above average—score (6.4). In fact, men and women are remarkably similar in their assessments of themselves, giving themselves in virtually equal measure specific point ratings, and offering some evidence that women, who may go to much further measures than men on maintaining their appearance, are not harder on themselves when it comes to rating their attractiveness.

Middle-age is the peak of attractiveness

Asked at what age they reached—or will reach—their peak of physical attractiveness, men and women alike say it is (or will be) not during their youth, but in their early middle age (38 years old, on average). Interestingly, as they get older, they think their peak of attractiveness is older, too.

Women take a number of steps to stay young-looking and attractive

Most women say they have kept to a healthful diet (88%) at some point in their lives and almost as many have maintained a regular exercise regimen (80%). These measures are, of course, the most important in maintaining physical attractiveness, as well as overall health.

About two-thirds (63%) have taken additional steps by going on a diet (though only about half—48%—of those 65+ claim to have ever done so), and over half of those 35+ have used hair coloring to hide grey (peaking among 45-54 year-olds—71%).

Looking to the future, women intend to keep on eating well (91%) and exercising (85%). Most (63%) also expect to use grey-hiding hair coloring, apply cosmetics to hide age marks (61%), go on a diet (60%), and get a facial (58%).

Men also take such steps, but to a lesser degree

Most men at some point in their lives say they have maintained a regular exercise routine (84%; this decreases slightly among older age groups) and a healthful diet (82%; this *increases* slightly among older age groups). Both behaviors contribute considerably to staying healthy and keeping up an attractive physical appearance.

Unlike women, however, fewer than half of men (43%) have ever gone on a diet (though the majority—57%—of 45-64 year-olds say they have).

Like women, in the future men intend to keep on eating well (90%) and exercising (87%), right up through the oldest age group studied. At least half also expect to go on a diet, particularly those between the ages of 45 and 64 (59%).

Americans have generally tolerant—but sometimes conflicting—views on cosmetic surgery

At first blush, Americans seem generally tolerant of cosmetic surgery, with six in ten (59%) agreeing that “in principle, if someone is not happy with how they look, there’s nothing wrong with their getting elective cosmetic surgery.”

But they also seem to believe it is more appropriate for some people than for others, irrespective of whether or not they are happy with the way they look—Indeed, eight in ten (82%) believe it is “more socially acceptable for a woman to get cosmetic surgery than for a man to get it,” a view held by large majorities across age and gender.

Americans also tend to believe there are “typical kinds of people” who get cosmetic surgery (65%), and their views of them are not always flattering. In fact, they believe such people are rich or upper class (34%), insecure or otherwise unhappy with themselves (32%), and/or vain or materialistic (27%).

Americans agree, however, that cosmetic surgery usually has its desired effect

Though only about 4% of Americans have ever had a cosmetic surgery procedure, fully half (50%) *know* someone who’s had it.

For them, cosmetic surgery does seem to be having its desired effect. Asked about the person they know who most recently had cosmetic surgery, over half (61%) agree the person looks better than they used to. (Few—6%—think they look worse.)

Moreover, most (80%) say their opinion of the person has not been affected. Few say they either think better (7%) or worse (10%) of them.

Women would use cosmetic surgery to reduce weight, men to replace their hair

If women had the opportunity to have a cosmetic surgery procedure done—safely, for free, and so that no-one could tell—how many would take advantage, and what would they do?

Over half (60%) would have *something* done, particularly procedures to reduce weight—tummy tucks (28%) and liposuction (20%). Older women are especially likely to mention surgeries which would help them look younger.

What would men fix? Despite the fact that they rate themselves as no more (or less) attractive than women, men are far less likely to say they would have anything done—perhaps reflecting the stigma against men having cosmetic surgery. In fact, over half (57%) would have *nothing* done.

But if they would have cosmetic surgery, they would most likely get a hair transplant (10%) or, like women, do something about their weight through a tummy tuck (8%) and liposuction (8%).

Primary reasons most Americans will not have cosmetic surgery

Most (86%) women say they probably or definitely will not undergo cosmetic surgery at any time in the future. Asked why they won't, they offer a range of reasons. Chief among them are they are satisfied with their appearance and therefore feel there is no need for it (39%), they are against it in principle (22%), the risks involved and fear that something could go wrong (20%), and cost (18%).

Most (94%) men as well say they probably or definitely will not undergo cosmetic surgery in the future. They offer the same reasons for this as women, but are in much greater agreement on the *primary* reason—they are satisfied with their appearance (54%).

Focus on Americans who intend to have a procedure done some time in the future

Among those who expect to have cosmetic surgery some time in the future, men and women have different priorities. Women have a wider range of things they want to do, including getting a face-lift (20%), eyelid surgery (19%), and a tummy tuck (18%). In contrast, men show a clear preference for one procedure—a hair transplant/implant (20%). About one in eight (13%) also expect to get a face lift.

Asked *why* they will undergo surgery, men and women agree they will do so simply to “look better” (22% and 24%, respectively). Beyond that, women are a bit more talkative than men, offering reasons having to do with aging such as trying to stay young-looking (11% and 6%, respectively) and to feel better about themselves (15% versus 6%).

Focus on Americans who have had cosmetic surgery

In a number of important ways, Americans who have had cosmetic surgery differ from the general public when it comes to their views of themselves, beauty, and aging.

Indeed, unlike most Americans, they believe that physical beauty—not inner beauty—is what counts in the real world (53%). They are also more inclined to believe that with age men grow distinguished looking while women just grow old looking (55%) and that there are professional advantages to getting cosmetic surgery for both women (84%) and men (59%).

Reflecting their belief that looks count, persons who have had cosmetic surgery are more than twice as likely as the general public to say “maintaining an attractive physical appearance” (46% versus 20%, respectively) and “staying young looking” (30% versus 12%) are “essential” to them personally. They are also more likely to take concrete steps—such as dieting, exercising, and using cosmetics—to stay looking their best.

But despite their efforts, they rate themselves as no more attractive than the general public rates itself (e.g., 69% give themselves a 5-7 rating versus 68% of people who have not had cosmetic surgery). Perhaps as a result of going to such efforts yet thinking they look only

average, they are less satisfied with their appearance than Americans generally.

Nevertheless, people who have had cosmetic surgery maintain that the surgery has had positive effects. Indeed, at least two in three concur that the surgery has allowed them to feel better about themselves (76%), be happy with the way they look (75%), and not feel self-conscious about their appearance (67%).

The most common procedures include nose reshaping (19%), eyelid surgery (17%), breast augmentation (12%), laser skin resurfacing/dermabrasion (11%), and liposuction (11%).

I. A Few Myths On Beauty And Aging Debunked

Americans generally believe that inner beauty is more important than physical beauty, that women age as gracefully as men, and that age—at least among celebrities—does not necessarily diminish attractiveness.

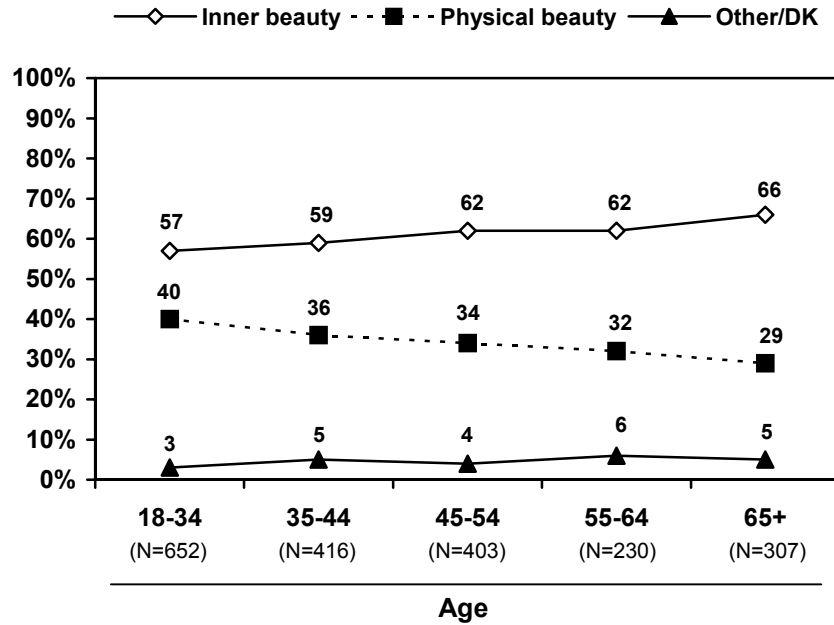
Physical vs. Inner Beauty

Despite all the attention paid to fashion and appearance, over half of Americans (60%), when asked whether it is physical or inner beauty that “really counts” in the real world, agree that inner beauty trumps physical appearance. One in three (35%) say it is physical beauty that counts most.

- Older Americans are particularly likely to believe inner beauty counts more. For example, whereas just over half (57%) of 18-34 year-olds say inner beauty “really counts,” two-thirds (66%) of those 65 years and older make the same claim.
- Perhaps as people grow older and wiser—and have more grey hair and a few extra pounds—they increasingly appreciate the spiritual and personal side of themselves and those around them. This is supported by the fact that 79% of 18-34 year-olds say a fulfilling spiritual or religious life is “essential” or “important” to them, while 85-89% of those 35-64 years old make the same claim.

Physical or Inner Beauty—What Counts In the Real World?

Base: Total respondents.



Q.6 - "I'm going to read two statements. When I have finished reading both, please tell me which one you agree with more. First...[ROTATE:] Inner beauty is nice, but in the real world, physical beauty is what really counts; [OR] Physical beauty is nice, but in the real world, inner beauty is what really counts."

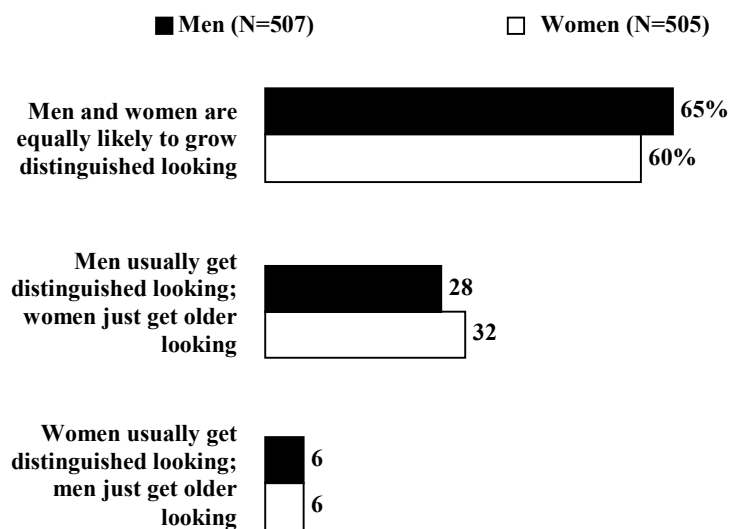
Distinguished Gentlemen—and Ladies

One attitude apparently not endorsed by the majority of Americans is that, as they age, men grow more distinguished looking whereas women just grow older looking. In fact, only three in ten (28% of men, 32% of women) believe this is the case. A mere 6% believe the opposite.

Rather, most—65% of men, 60% of women—believe men and women age gracefully, or just grow old-looking, in equal measure.

Men and Women Are Equally Likely to Grow Old Gracefully

Base: Total respondents (X version).



Q.7 - "I'm going to read three statements. When I have finished reading all three, please tell me which one you agree with most. First...

The Stars Shine—Both Young and Old

Not only do Americans *say* men and women age equally well, they reflect this belief in their ratings of the physical attractiveness of various celebrities.

Asked to rate the looks of various celebrities—as they appear *now*—on a 0-10 point scale (where 10 is “extremely attractive”), the ten celebrities the public rates as most attractive are split between young and old, men and women.

- Of the five top-rated women, two—Goldie Hawn (49% give her an 8-10 rating) and Tina Turner (43%)—are, despite their 50+ status, rated in the same class as current sex symbols Jennifer Lopez (53%), Britney Spears (48%), and Pamela Anderson (Lee) (39%).
- The same is true when it comes to rating men. Of the five top-rated men, three are middle-aged or mature—Sean Connery (57%), Richard Gere (48%), and Robert Redford (42%).

It is interesting to note that Americans age 65-plus are likely to find certain celebrities more attractive, or less attractive, than younger Americans—but not in any predictable way.

For example:

- Tiger Woods is particularly attractive to older Americans—indeed, 69% of those 65-plus give him a 8-10 rating; only 37% of those 18-34 do the same.
- But when rating other young celebrities, such as Britney Spears (52% versus 25%) and Will Smith (50% versus 22%), it is younger Americans who rate them more highly.

**Rating Celebrities:
Physical Attractiveness On a 0-10 Point Scale**

*Base: Have heard of and have seen recently.
(% Rating 8, 9, or 10)*

	<u>Total</u> %	Total N	Gender		Age				
			<u>Men</u> %	<u>Women</u> %	18- <u>34</u> %	35- <u>44</u> %	45- <u>54</u> %	55- <u>64</u> %	65+ <u>65+</u> %
Sean Connery	57	954	50	63	54	52	70	58	52
Tiger Woods	54	978	46	60	37	53	59	69	69
Jennifer Lopez	53	914	54	51	69	58	46	40	25
Goldie Hawn	49	943	45	53	41	54	54	54	47
Britney Spears	48	931	51	44	52	55	56	37	25
Richard Gere	48	939	36	58	44	52	51	52	42
Tina Turner	43	952	32	54	38	52	46	41	35
Will Smith	42	930	35	49	50	51	42	27	22
Robert Redford	42	927	29	55	29	48	46	45	53
Pamela Anderson Lee	39	902	48	31	47	41	41	32	17
Cybill Shepherd	34	903	33	36	23	45	36	33	43
Jimmy Smits	32	804	21	41	25	33	41	36	29
Cher	31	967	24	39	26	42	35	33	21
Bill Cosby	30	967	22	36	18	30	31	38	43
Connie Chung	30	934	20	39	18	31	38	37	39
Oprah Winfrey	27	975	15	39	20	22	25	33	45
Samuel L. Jackson	27	831	22	32	30	30	30	26	12
Tom Brokaw	27	924	20	32	10	20	31	38	52
Mary Tyler Moore	27	907	20	32	16	28	24	33	43
Barbra Streisand	26	958	19	32	13	24	35	39	32
Tony Bennett	23	870	19	26	13	17	22	31	43
Diane Keaton	22	852	19	24	13	27	28	23	24
Tommy Lee Jones	22	911	16	28	16	22	29	28	24

Q.4 - "You may have heard some people rate particularly good-looking women and men as a "Perfect 10." Using a scale from 0 to 10, where 10 is extremely attractive, 0 is extremely unattractive, and 5 is average, please rate the following celebrities and famous people on how you think they look today. If you've never heard of someone, or if you haven't seen them lately, just let me know. First..." [READ EACH ITEM.]

II. How Americans Really Feel About Physical Appearance

Essential Factors In the Lives of Women

Compared to other key factors, relatively few women rate either “maintaining an attractive physical appearance” or “staying young looking” as essential to them personally (24% and 15%, respectively). Moreover, the number who find appearance “essential” remains fairly steady across age groups.

Rather, perhaps reflecting their belief that “inner beauty” counts most, top priorities include:

- Spending time with family (66% say it is “essential”)
- A fulfilling relationship with spouse/significant other (62%)
- Feeling good about myself (55%)
- Staying healthy and physically fit (53%)
- A fulfilling spiritual or religious life (51%)

It should, however, be noted that women place more importance on physical appearance than on professional advancement. And more than half say that physical appearance is essential or at least important to them.

Essential Factors In The Lives of American Women

*Base: Total women to whom item applies.
(% say item is “essential” to them)*

	<u>Total</u>	<u>Age</u>				
		<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
	(1210)	(367)	(243)	(250)	(147)	(203)
	%	%	%	%	%	%
Spending time with family	66	67	73	65	62	58
A fulfilling relationship with my spouse/significant other ¹	62	69	68	60	57	46
Feeling good about myself	55	63	61	51	53	42
Staying healthy and physically fit	53	49	57	54	54	53
A fulfilling spiritual or religious life ²	51	43	50	57	56	54
Having time to pursue personal interests	34	36	33	35	33	30
A fulfilling job or career ³	33	46	34	29	29	16
Spending time with friends	28	28	27	25	33	31
Maintaining an attractive physical appearance	24	27	22	20	27	23
Professional advancement ⁴	21	30	23	15	16	10
Staying young looking	15	15	13	13	19	14
Having a lot of money	12	16	13	9	11	9

Q.1 - “To begin, I am going to read some things that may not be important to you personally. For each one, please tell me whether it is essential, not very important, or not at all important to you. If something doesn’t apply, just let me know. First...”

¹N= 1103; ²N=1203; ³N=1112; ⁴N=1108.

Essential/important Factors In The Lives of American Women

*Base: Total women to whom item applies.
(% say item is “essential” or “important” to them)*

	<u>Total</u>	<u>Age</u>				
		<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
	(1210)	(367)	(243)	(250)	(147)	(203)
	%	%	%	%	%	%
Spending time with family	98	99	99	98	96	94
A fulfilling relationship with my spouse/significant other ¹	92	94	95	94	90	81
Feeling good about myself	98	99	100	97	98	96
Staying healthy and physically fit	98	97	99	99	99	96
A fulfilling spiritual or religious life ²	89	86	89	89	92	93
A fulfilling job or career ³	84	93	87	87	74	60
Having time to pursue personal interests	90	90	92	92	92	88
Spending time with friends	88	87	83	89	93	92
Maintaining an attractive physical appearance	83	83	80	81	85	88
Professional advancement ⁴	68	83	67	66	59	45
Staying young looking	57	57	57	53	58	59
Having a lot of money	52	58	52	53	52	41

Q.1 - “To begin, I am going to read some things that may not be important to you personally. For each one, please tell me whether it is essential, not very important, or not at all important to you. If something doesn’t apply, just let me know. First...”

¹N= 1103; ²N=1203; ³N=1112; ⁴N=1108.

Women's Satisfaction With Life's Essentials

To what extent are women happy with their physical appearance and other, more essential things in their lives?

No matter what their age, almost all are “completely” or “somewhat satisfied” with the way they look for their age (92%; 48% are completely satisfied and those 18-34 years old are more likely to be “completely satisfied than those 45-plus). Most are also satisfied with their physical appearance (86%), though those *least* satisfied are in their middle years (e.g., 79% of 45-54 years versus 88% of those 18-34 and 93% of those 65+). In fact, of the twelve aspects of their lives we asked about, satisfaction with “the way I look for my age” is second only to “feeling good about myself.”

Importantly, women are especially satisfied with those aspects of life that are most important to them:

- Feeling good about myself (94%)
- My spiritual or religious life (91%)
- The amount of time I get to spend with my family (83%)
- My relationship with my spouse/significant other (81%—though this declines among the older age groups—e.g., 85% of those 18-34, 63% of those 65+)

They are *least satisfied* with the amount of money they have (25% are “somewhat” or “completely dissatisfied”) and the amount of time they get to spend on personal interests (23%).

Satisfaction Among Women With Various Aspects of Their Lives

Base: Total women to whom item applies.
 (% say they are “completely” or “somewhat satisfied” with item)

	Total	Age				
		18-34	35-44	45-54	55-64	65+
	(1210)	(367)	(243)	(250)	(147)	(203)
	%	%	%	%	%	%
Feeling good about myself	94	96	92	92	96	96
The way I look for my age	92	95	90	90	93	92
My spiritual or religious life ¹	91	86	90	93	91	96
My physical appearance	86	88	86	79	82	93
The amount of time I get to spend with my family	83	82	83	77	84	88
My relationship with my spouse or significant other ²	81	85	87	85	83	63
My health and fitness	81	85	81	77	82	82
The amount of time I get to spend with my friends	80	79	74	75	84	91
The amount of time I get to spend on my personal interests	76	72	74	69	80	89
The amount of money I have	73	67	69	71	83	79
My career track ³	72	78	77	74	74	44
How fulfilling my job is ⁴	72	77	80	73	71	49

Q.2 - “For each of the following, please tell me whether you are completely satisfied with it, somewhat satisfied, somewhat dissatisfied, or completely dissatisfied with it. Again, if something doesn’t apply to you, just let me know. First...”

¹N= 1172; ²N=1087; ³N=1025; ⁴N=1023.

Essential Factors In the Lives of Men

Men are even less likely than women to count as “essential” such factors as “maintaining an attractive physical appearance” (15%) and “staying young-looking” (9%). Staying young-looking is, in fact, the least important of the twelve factors rated.

Rather, of utmost importance to men, like women, are family-oriented factors:

- A fulfilling relationship with my spouse/significant other (57%)
- Spending time with family (55%)

Essential Factors In The Lives of American Men

*Base: Total men to whom item applies.
(% say item is “essential” to them)*

	Total	Age				
		18-34	35-44	45-54	55-64	65+
	(798)	(285)	(173)	(153)	(83)	(104)
	%	%	%	%	%	%
A fulfilling relationship with my spouse/significant other ¹	57	58	62	57	54	51
Spending time with family	55	57	56	57	45	52
Staying healthy and physically fit	49	53	46	46	42	52
Feeling good about myself	46	56	44	41	40	35
A fulfilling spiritual or religious life ²	35	36	38	30	40	34
A fulfilling job or career ³	38	45	35	30	39	28
Having time to pursue personal interests	30	37	32	28	20	19
Spending time with friends	22	29	18	18	21	18
Professional advancement ⁴	21	30	18	14	11	13
Maintaining an attractive appearance	15	20	11	13	11	18
Having a lot of money	13	18	11	8	14	9
Staying young looking	9	11	6	8	9	12

Q.1 – “To begin, I am going to read some things that may or may not be important to you personally. For each one, please tell me whether it is essential to you, important but not essential, not very important, or not at important to you. If something doesn’t apply, just let me know. First...”

¹N=760; ²N=790; ³N=745; ⁴N=748.

Essential/Important Factors In The Lives of American Men

*Base: Total men to whom item applies.
(% say item is “essential” or “important” to them)*

	Total	Age				
		18-34	35-44	45-54	55-64	65+
	(798)	(285)	(173)	(153)	(83)	(104)
	%	%	%	%	%	%
A fulfilling relationship with my spouse/significant other ¹	94	95	96	92	97	91
Spending time with family	95	93	97	94	97	96
Staying healthy and physically fit	96	96	97	97	96	96
Feeling good about myself	97	97	96	99	99	95
A fulfilling spiritual or religious life ²	78	73	80	80	86	81
A fulfilling job or career ³	87	94	91	82	82	67
Having time to pursue personal interests	90	91	91	90	88	88
Spending time with friends	82	84	81	75	81	88
Professional advancement ⁴	70	85	72	63	55	43
Maintaining an attractive physical appearance	76	80	71	71	79	81
Having a lot of money	48	54	48	44	39	47
Staying young looking	44	46	39	38	44	50

Q.1 - “To begin, I am going to read some things that may or may not be important to you personally. For each one, please tell me whether it is essential to you, important but not essential, not very important, or not at important to you. If something doesn’t apply, just let me know. First...”

¹N=760; ²N=790; ³N=745; ⁴N=748.

Satisfaction Among Men With Life's Essentials

As with women, men, across ages, are generally satisfied not only with their appearance (94% with “the way I look for my age” and 91% with “my physical appearance”) but with the things that matter to them most:

- My relationship with my spouse/significant other (84%)
- The amount of time I get to spend with my family (79%)

Satisfaction Among Men With Various Aspects of Their Lives

*Base: Total men to whom item applies.
(% say they are “completely” or “somewhat satisfied” with item)*

	Total	Age				
		18-34	35-44	45-54	55-64	65+
	(798)	(285)	(173)	(153)	(83)	(104)
	%	%	%	%	%	%
Feeling good about myself	96	97	95	95	95	99
The way I look for my age	94	94	94	95	94	93
My physical appearance	91	93	90	86	93	94
My spiritual or religious life ¹	87	86	80	91	95	90
My health and fitness	86	87	89	80	84	89
My relationship with my spouse or significant other ²	84	83	83	84	84	91
The amount of time I get to spend with my friends	81	82	71	83	87	90
The amount of time I get to spend on my personal interests	80	77	74	78	85	93
The amount of time I get to spend with my family	79	79	76	77	84	86
My career track ³	76	80	82	77	76	49
How fulfilling my job is ⁴	75	76	81	81	78	44
The amount of money I have	73	66	75	76	78	82

Q.2 - “For each of the following, please tell me whether you are completely satisfied with it, somewhat satisfied, somewhat dissatisfied, or completely dissatisfied with it. Again, if something doesn’t apply to you, just let me know. First...”

¹N=738; ²N=716; ³N=748; ⁴N=716.

III. Americans Rate Their Own Appearance

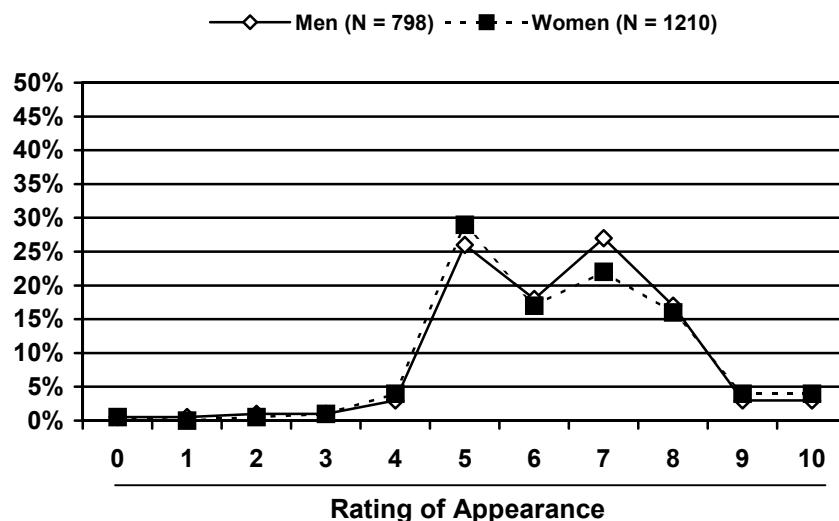
From 0 to a “Perfect 10”

Asked to rate their own physical appearance on a 0-10 point scale, men and women, on average, give themselves the same—and slightly above average—score (6.4).

In fact, men and women are remarkably similar in their assessments of themselves, giving themselves in virtually equal measure specific point ratings, and offering some evidence that women, who may go to much further measures than men on maintaining their appearance, are *not* harder on themselves when it comes to rating their attractiveness.

Americans Rate Their Physical Appearance on a 0-10 Point Scale

Base: Total respondents.



Q.8 - “Using the same 0-to-10 point scale we used a few questions back to rate celebrities, where a ‘perfect 10’ is extremely attractive, 0 is extremely unattractive, and 5 is average, how would you rate your own overall appearance?”

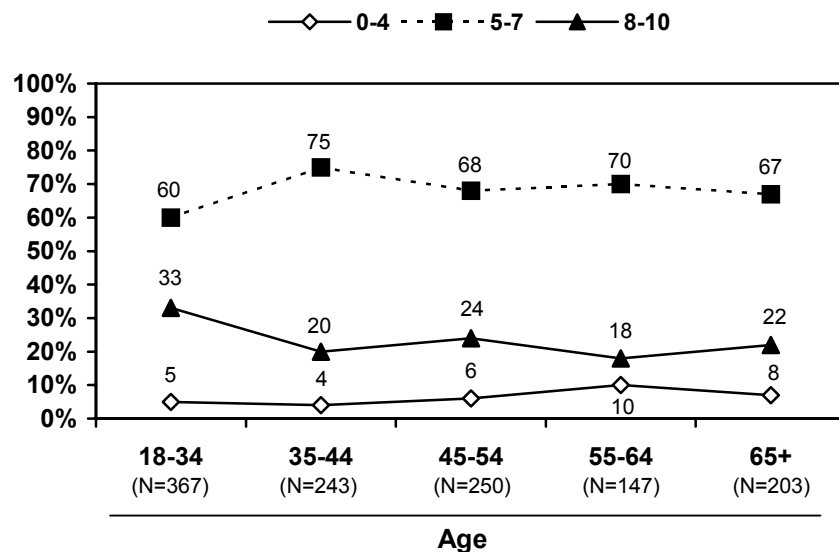
Women: From “0” to a “Perfect 10”

Taking a closer look, one factor that clearly influences how women rate themselves is how old they are.

- After they reach age 35, women become less likely to give themselves a top (8-10) rating—whereas 33% of 18-34 year-olds give themselves an 8, 9, or 10, by age 35 only 20% rate themselves as highly, staying in this range into old age.
- Such women, however, don’t feel they become unattractive. Rather, at age 35 they become more likely to give themselves an average (5-7) rating.

Women Rate Their Physical Appearance On a 0-10 Point Scale

Base: Total women.



Q.8 - “Using the same 0-to-10 point scale we used a few questions back to rate celebrities, where a ‘perfect 1’ is extremely attractive, 0 is extremely unattractive, and 5 is average, how would you rate your own overall appearance?”

Women: A Head-to-Toe Assessment

What causes this decline in self ratings? When we look, by age, at how satisfied women are with various parts of their bodies, we see that, for the most part, over half of women remain satisfied with their facial features (92%), neck (87%), hair (86%), skin (85%), and upper body (82%) well into old age. However, women 55-plus are less satisfied than those 18-34 with their neck and hair.

- The one exception is satisfaction with the lower body, which declines from 71% at ages 18-34 to 62% among 35-44 year-olds and to under 60% among those 45-plus. Perhaps it is the perception of the expanding waistband, thickening thighs and backsides in middle-age which cause women to increasingly rate themselves as average in physical appearance.

Women's Satisfaction With Parts of Body

Base: Total women.

(% "very" or "somewhat" satisfied with body part)

		Age				
	<u>Total</u>	<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
	(1210)	(367)	(243)	(250)	(147)	(203)
	%	%	%	%	%	%
Facial features	92	96	92	91	89	87
Neck	87	94	90	86	79	79
Hair	86	91	84	90	82	82
Skin	85	89	85	85	83	79
Upper body; that is, above the waist	82	83	82	76	83	85
Lower body; that is, below the waist	63	71	62	56	59	59

Q.13 - "I'm going to read the names of some general parts of your body. For each one, please tell me whether you are very satisfied with the way it looks, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. First..."

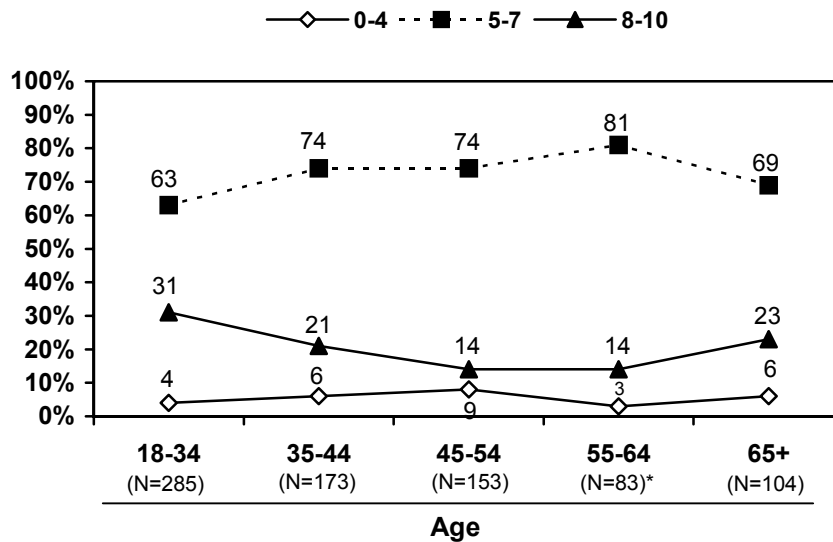
Men: From “0” to a “Perfect 10”

Men, like women, become less likely to give themselves a top (8-10) rating after they reach 35. Whereas 31% of 18-34 year-olds give themselves an 8, 9, or 10, by age 35 only two-thirds as many (21%) rate themselves so highly.

- By age 65-plus, the proportion of men who rate themselves as an 8, 9, or 10 is equal to the proportion of total men who rate themselves in the top category regardless of age (23%).
- Also like women, men don’t feel they become *unattractive*. Rather, at age 35 they become more likely to give themselves an average (5-7) rating.

Men Rate Their Physical Attractiveness On a 0-10 Point Scale

Base: Total men.



Q.8 - “Using the same 0-to-10 point scale we used a few questions back to rate celebrities, where a ‘perfect 1’ is extremely attractive, 0 is extremely unattractive, and 5 is average, how would you rate your own overall appearance?”

*Caution: Small base.

Men: A Head-to-Toe Self-Assessment

Also like women, the decline in ratings among men correlates to a (slight) decline in satisfaction with a specific part of the body—the hair.

- It is satisfaction with this body part that declines after the age of 34 (down 9 points, from 90% to 81%). Most men remain consistently satisfied with other parts of their body regardless of age.

Men's Satisfaction With Parts of Body

Base: Total men.

(% "very" or "somewhat" satisfied with body part)

		Age				
	<u>Total</u>	<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
	(798)	(285)	(173)	(153)	(83)	(104)
	%	%	%	%	%	%
Facial features	95	97	94	94	98	94
Neck	95	95	94	94	97	92
Skin	93	93	94	94	96	91
Lower body; that is, below the waist	91	95	92	86	90	83
Upper body; that is, above the waist	84	87	86	78	80	88
Hair	83	90	81	80	84	68

Q.13 - "I'm going to read the names of some general parts of your body. For each one, please tell me whether you are very satisfied with the way it looks, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. First..."

IV. Physical Appearance And Getting Older

Peak of Physical Attractiveness Is a Moving Target

Asked at what age they reached—or will reach—their peak of physical attractiveness, men and women alike say it is (or will be) not during their youth, but in their early middle age (38 years old, on average).

Interestingly, as they get older, they think their peak of attractiveness is older, too.

- For example, while 18-34 year-olds think their attractiveness peaked or will peak at about 30, those 65-plus think they reached their peak at age 46, indicating that, as people age, they may have different standards of attractiveness for themselves.

It should be noted that older men and women are remarkably similar in assessing their peak age, corroborating the finding cited earlier that women do not believe their beauty fades more quickly than it does among men (i.e., that men and women grow distinguished-looking, or just old-looking, in equal measure as they age).

Age Reached—Or Will Reach—Peak of Physical Attractiveness

Base: Total respondents. Mean age.

		Age				
	<u>Total</u>	<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
Women (N=1210)	38.1	30.1	36.1	40.6	45.1	45.7
Men (N=798)	37.8	30.9	37.5	41.8	43.7	46.2

Q.9 - "At what age do you think you reached—or will reach—your peak, in terms of physical attractiveness?"

When Do We Look Middle- and Old-Aged?

Men and women think they start looking middle-aged once they hit their forties, on average.

As with assessing their peak of attractiveness, older men and women tend to push back the age at which they feel they first started looking middle-aged compared to their somewhat younger counterparts.

- For example, whereas people age 45-54 say they started looking middle-aged in their early- to mid-forties, those 65+ say they became middle-aged in their mid-fifties.
- Women begin to feel they look middle-aged at a somewhat more advanced age than do men—47 versus 43, respectively.
- Women also feel they start looking older later—age 61, on average, versus 52, on average, among men.

At What Age Americans Think They Start Looking Middle-Aged and/or Old

*Base: Say they look middle-aged or old.
(Mean age)*

	<u>Total</u>	<u>Age</u>				
		<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
<u>Started looking middle-aged:</u>						
Women (N=517)	47.3	28.4	37.0	44.1	50.3	56.2
Men (N=505)	43.0	26.7	35.6	41.7	49.6	54.0
<u>Started looking old:</u>						
Women (N=60)*	60.9	**	**	**	**	**
Men (N=74)*	52.3	**	**	**	**	**

Q.11 – “At about what age do you think you started looking middle-aged?”

Q.12 – “At about what age do you think you started looking old?”

**Caution: small base.*

***Very small bases; data not shown.*

Women Reflect on Their Maturing Bodies

Asked whether or not certain words describe how they feel about their bodies as they mature, most women are positive about the aging process, agreeing, from age 18 through old age, that “accepting” (91%), “happy” (89%), and “pleased” (84%) describe their feelings “very” or “fairly” well.

Meanwhile, few say, even as they get older, that they feel either “disappointed” (27%), “afraid” (20%) or “depressed” (19%).

The physical also becomes less “physical” with age. Indeed, 77% of women 65-plus say they feel “philosophical” about their bodies as they mature, compared to 61% to 67% of those between 18 and 54 years old.

Older women are more likely than younger women to say they feel “resigned” (e.g., 65% of those 65-plus versus 39% of 18-34 year olds). Older women are also *less* “fascinated” with their bodies than are younger women (61% versus 45%, respectively).

Women's Feelings About Their Bodies As They Mature

Base: Total women.

(% say word describes how they feel "very" or "fairly well")

		Age				
	<u>Total</u>	<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
	(1210)	(367)	(243)	(250)	(147)	(203)
	%	%	%	%	%	%
Accepting	91	92	92	89	91	92
Happy	89	92	87	86	89	90
Pleased	84	88	83	81	80	85
Philosophical	68	61	65	67	75	77
Resigned	53	39	51	57	67	65
Fascinated	51	61	45	49	52	45
Disappointed	27	23	29	30	33	25
Afraid	20	24	19	21	20	13
Depressed	19	18	15	17	27	22

Q.14 - "Here are some words that may or may not describe the way you feel about your body as it matures. For each one, please tell me whether it describes the way you feel; very well, fairly well, not very well, or not at all. First..."

Men Assess Their Maturing Bodies

Men give responses similar to women when asked whether or not particular words describe how they feel about their maturing bodies. Most are positive about the process, agreeing, from age 18 through old age, that “happy” (94%), “accepting” (92%), and “pleased” (90%) describe them “very” or “fairly” well.

Also like women, few say, even as they get older, that they feel either “disappointed” (20%) or “afraid” (16%) about their bodies. At the same time, they are increasingly likely to become “resigned” (39% of 18-34 year-olds versus 46% of 35-44 year-olds, 65% of those 55-64, and 59% of those 65-plus.)

They differ from women, however, in a number of respects. Men get slightly more “depressed” about their bodies as they age (e.g., 14% of 18-34 year-olds and 13% of those 35-44 versus 22% of 45-54 year-olds, 21% of those 55-64, and 25% of those 65-plus). In addition, men do not become less (or more) “fascinated” with or “philosophical” about their bodies, suggesting that they spend less time than women pondering the subject.

Men's Feelings About Their Bodies As They Mature

Base: Total men.

(% say word describes how they feel; "very" or "fairly well")

		<u>Age</u>				
	<u>Total</u>	<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
	(798)	(285)	(173)	(153)	(83)	(104)
	%	%	%	%	%	%
Happy	94	95	94	90	94	96
Accepting	92	93	93	91	94	88
Pleased	90	91	89	90	90	91
Philosophical	74	75	71	77	74	75
Fascinated	61	64	58	59	57	63
Resigned	49	39	46	52	65	59
Disappointed	20	17	20	18	26	23
Depressed	17	14	13	22	21	25
Afraid	16	16	14	15	18	17

Q.14 - "Here are some words that may or may not describe the way you feel about your body as it matures. For each one, please tell me whether it describes the way you feel; very well, fairly well, not very well, or not at all. First..."

V. Steps Taken To Stay Attractive And Young-Looking

What Women Do to Stay Youthful and Attractive

American women take many steps to stay attractive and young-looking. If most seem to be satisfied with their physical appearance, it may be the result of proactive efforts to maintain their youthfulness.

Most women say they have kept to a healthful diet (88%) at some point in their lives. Almost as many have maintained a regular exercise regimen (80%). These measures are, of course, the most important in maintaining physical attractiveness, as well as overall health.

About two-thirds (63%) have taken additional steps by going on a diet (though only about half—48%—of those 65+ claim to have ever done so), and over half of those 35+ have used hair coloring to hide grey (peaking among 45-54 year-olds—71%).

In their efforts to stay attractive and young-looking, three in ten (30%) say they have used cosmetics to cover up age marks or other signs of aging. Not surprisingly, using cosmetics to combat the signs of aging is more common among older women (e.g., 14% of 18-24 year-olds versus 42% of those 55+).

Relatively few (5%) have had elective cosmetic surgery. However, it should be noted that 5% represents one woman in every twenty. Smaller numbers have had a chemical peel or dermabrasian (4%), used Monoxidil or Rogain (4%), or had a temporary cosmetic procedure such as collagen or botox injections (2%).

Tomorrow They Expect to Do More

Generally speaking, the proportion of women who anticipate taking steps to remain young and attractive looking is significantly higher than the proportion who say they have already done so.

Looking to the future, women intend to keep on eating well (91%) and exercising (85%). Younger women, however, are more likely to envision exercising in the future (e.g., 91% of 18-34 year-olds and 90% of those 35-44 versus 71% of those 65+).

Most (63%) also expect to use grey-hiding hair coloring, apply cosmetics to hide age marks (61%), go on a diet (60%), and get a facial (58%). Until they reach 65, that is, when fewer than half expect to engage in these activities. Perhaps once women reach a certain point, many prefer to simply look their age.

Women also reveal an openness to cosmetic surgery. A sizable proportion (15%) of women under 65 expect to have a cosmetic surgery procedure done which, if true, would represent a *three-fold increase in the number being performed today* (i.e., only 5% say they've ever such a procedure).

Efforts Women Take To Look Better/Younger

*Base: Total women.
(% have ever done item)*

	<u>Total</u>	<u>Age</u>				
		<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
	(1210)	(367)	(243)	(250)	(147)	(203)
	%	%	%	%	%	%
Maintained a healthful, well-balanced diet	88	81	89	91	92	91
Maintained a regular exercise routine	80	84	83	83	83	67
Gone on a weight-loss or weight-reduced diet	63	62	68	70	67	48
Used hair coloring to hide grey	45	18	50	71	61	47
Had a facial	39	42	42	41	35	32
Used cosmetics to cover up age marks or other signs of aging	30	14	32	36	44	40
Used skin products such as Retin-A to reduce or prevent wrinkles	22	16	23	22	29	23
Had elective cosmetic surgery of any kind, including facial, body, or hair transplant/implant surgery	5	4	5	5	9	4
Had a chemical peel or dermabrasian	4	4	4	2	5	5
Used hair replenishing lotions such as Monoxidil or Rogaine	4	3	3	3	6	3
Had a temporary cosmetic procedure, such as collagen or botox injections	2	2	1	2	3	5

Q.15 - "For each of the following, please tell me whether you are currently doing it, have done it in the past but aren't doing it now, or have never done it. First..."

Predict Will Do In the Future—Women

Base: Total women.

(% “probably” or “definitely will do” in the future)

	<u>Total</u> (1210)	<u>Age</u>				
		<u>18-34</u> (367)	<u>35-44</u> (243)	<u>45-54</u> (250)	<u>55-64</u> (147)	<u>65+</u> (203)
	%	%	%	%	%	%
Maintain a healthful, well-balanced diet	91	92	94	91	90	87
Maintain a regular exercise routine	85	91	90	86	83	71
Use hair coloring to hide grey	63	70	74	73	58	34
Use cosmetics to cover up age marks or other signs of aging	61	68	65	63	58	47
Go on a weight-loss or weight-reducing diet	60	67	68	68	52	39
Get a facial	58	74	63	62	50	31
Use skin products such as Retin-A to reduce or prevent wrinkles	40	48	49	37	36	24
Have elective cosmetic surgery of any kind, including facial, body, or hair transplant/implant surgery	13	16	15	14	16	4
Have a chemical peel or dermabrasian	11	14	13	11	13	2
Use hair replenishing lotions such as Monoxidil or Rogaine	11	11	10	12	10	9
Get a temporary cosmetic procedure, such as collagen or botox injections	6	6	6	6	11	3

Q.16 - “For each of the following, please tell me whether you think you definitely will do it in the future, probably will do it, probably will not do it, or definitely will not do it in the future. First...”

What Men Do to Stay Youthful and Attractive

Men to a lesser extent than women take a variety of steps to look good and stay youthful in appearance.

Most men at some point in their lives say they have maintained a regular exercise routine and a healthful diet (84% and 82%, respectively; exercise decreases and healthful diet increases slightly among older men). Both of these behaviors contribute considerably to staying healthy and keeping up an attractive physical appearance.

Unlike women, however, fewer than half of men (43%) have ever gone on a diet (though the majority—57%—of 45-64 year-olds say they have).

Fewer still have taken most other cosmetic steps for the sake of their appearance. Although hair loss is among their greatest worries, only 5% of men have used a hair-replenishing lotion—8% among those 35-54. Very few have had elective cosmetic surgery (3%).

Men Expect to Do More In the Future

Like women, in the future men of all ages intend to keep on eating well (90%) and exercising (87%). At least half also expect to go on a diet, particularly those between the ages of 45 and 64 (59%).

Some also expect to do a number of things not traditionally associated with men—such as getting a facial (16%), using Retin-A (10%), and getting cosmetic surgery (6%). If men do in fact take such measures, it will represent a sizable increase in the number who currently say they have done such things.

Efforts Men Take To Look Better/Younger

*Base: Total men.
(% have ever done item)*

	<u>Total</u> (798)	<u>Age</u>				
		<u>18-34</u> (285)	<u>35-44</u> (173)	<u>45-54</u> (153)	<u>55-64</u> (83)*	<u>65+</u> (104)
	%	%	%	%	%	%
Maintained a regular exercise routine	84	89	86	80	75	78
Maintained a healthful, well-balanced diet	82	78	82	82	88	87
Gone on a weight-loss or weight-reducing diet	43	31	46	54	62	41
Used hair coloring to hide grey	10	8	13	13	8	14
Had a facial	8	10	10	7	5	3
Used skin products such as Retin-A to reduce or prevent wrinkles	6	7	7	3	4	2
Used hair replenishing lotions such as Monoxidil or Rogaine	5	5	8	7	1	2
Used cosmetics to cover up age marks or other signs of aging	3	5	2	3	4	4
Had elective cosmetic surgery of any kind, including facial, body, or hair transplant/implant surgery	3	3	5	3	--	2
Had a chemical peel or dermabrasian	2	4	3	2	2	2
Had a temporary cosmetic procedure, such as collagen or botox injections	2	3	2	1	--	1

Q.15 - "For each of the following, please tell me whether you are currently doing it, have done it in the past but aren't doing it now, or have never done it. First..."

**Caution: small base.*

Predict Will Do In the Future—Men

Base: Total men.

(% “probably” or “definitely will do” in the future)

	Total (798)	Age				
		18-34 (285)	35-44 (173)	45-54 (153)	55-64 (83)*	65+ (104)
	%	%	%	%	%	%
Maintain a healthful, well-balanced diet	90	90	90	90	94	89
Maintain a regular exercise routine	87	90	87	84	83	86
Go on a weight-loss or weight-reducing diet	50	48	53	59	58	32
Get a facial	16	24	13	11	11	9
Use hair coloring to hide grey	16	20	20	12	9	11
Use hair replenishing lotions such as Monoxidil or Rogaine	11	16	15	10	5	2
Use skin products such as Retin- A to reduce or prevent wrinkles	10	14	10	8	7	5
Use cosmetics to cover up age marks or other signs of aging	7	11	7	3	5	4
Have elective cosmetic surgery of any kind, including facial, body, or hair transplant/implant surgery	6	8	7	5	2	1
Have a chemical peel or dermabrasian	4	8	4	4	1	--
Get a temporary cosmetic procedure, such as collagen or botox injections	3	5	5	1	1	--

Q.16 - “For each of the following, please tell me whether you think you definitely will do it in the future, probably will do it, probably will not do it, or definitely will not do it in the future. First...”

**Caution: small base.*

VI. Public Attitudes Toward Cosmetic Surgery

Cosmetic Surgery: Good Thing, or Bad Thing?

At first blush, Americans seem generally tolerant of cosmetic surgery, with six in ten (59%) agreeing that “in principle, if someone is not happy with how they look, there’s nothing wrong with their getting elective cosmetic surgery.”

They are particularly likely to hold this view between the ages of 45 and 64 (66%). On the flipside, people under the age of 45 are most apt to say that people should be happy with who they are and forego cosmetic surgery.

- Women are more likely than men to find nothing wrong with cosmetic surgery (65% versus 52% of men), perhaps reflecting the fact that they are more likely to have had it or expect to.
- Nearly half (45%) of men agree that “in principle, people should be happy with who they are and *not* get cosmetic surgery.”

Should People Get Cosmetic Surgery?

*Base: Total respondents (Y version).
(% agree)*

	<u>Total</u> (1008) %	<u>Gender</u>		<u>Age</u>				
		<u>Men</u> (380) %	<u>Wo-</u> <u>men</u> (628) %	<u>18-</u> <u>34</u> (331) %	<u>35-</u> <u>44</u> (193) %	<u>45-</u> <u>54</u> (215) %	<u>55-</u> <u>64</u> (123) %	<u>65+</u> (146) %
In principle, if someone is not happy with how they look, there's nothing wrong with their getting elective cosmetic surgery	59	52	65	55	56	64	69	58
In principle, people should be happy with who they are and not get elective cosmetic surgery	37	45	31	42	41	33	26	37
Don't know	4	3	4	3	3	3	5	4

Q.19 - "I am going to read two statements. After I have finished reading both, please tell me which one you agree with more. First..."

Support for Friends and Family

Not only do people generally believe there's nothing wrong with getting cosmetic surgery, majorities also say they would lend their support to people close to them if they ever wanted to have a procedure done. It should be noted, however, that they tend to be more supportive of friends than family:

- Best friend (66% of Americans would support their decision)
- Spouse/significant other (56%)
- Mother (55%)
- Adult daughter (55%)
- Adult son (54%)
- Father (51%)

Though women tend to be somewhat more supportive in most cases, men are generally supportive as well.

Support of Cosmetic Surgery For Family and Friends

Base: Item applies.

(% would “strongly” or “somewhat” support)

	<u>Total</u>	Total <u>N</u>	Gender		Age				
			<u>Men</u>	<u>Women</u>	18- <u>34</u>	35- <u>44</u>	45- <u>54</u>	55- <u>64</u>	65+ <u>65+</u>
	%		%	%	%	%	%	%	%
Best friend	66	1924	63	69	61	67	72	68	67
Spouse/significant other	56	1771	57	56	50	60	62	60	57
Mother	55	1634	52	57	54	58	58	53	46
Adult daughter	55	1742	51	58	48	52	62	64	61
Adult son	54	1728	50	57	49	50	59	61	58
Father	51	1495	47	55	51	52	55	49	45

Q.26 - “Imagine for a moment that, either now or some time in the future, someone close to you wanted to get elective cosmetic surgery. For each of the following, do you think you would, on balance, strongly support their getting the surgery, generally support it, generally oppose it, or strongly oppose it? If an item doesn’t apply to you, just let me know.”

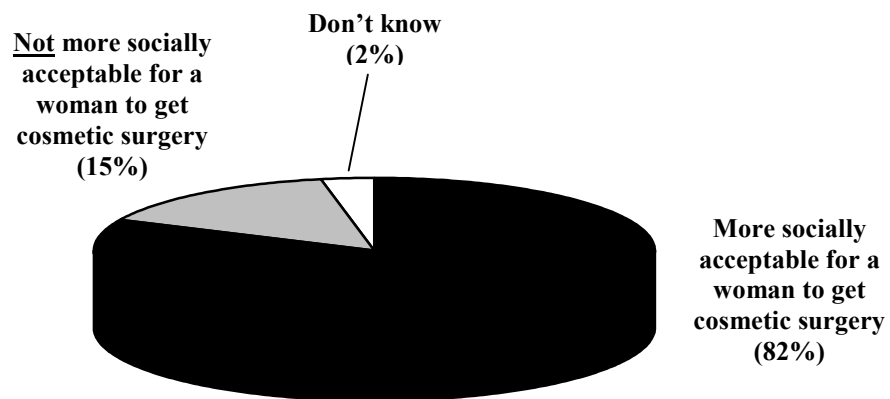
Cosmetic Surgery: OK For a Woman, But Not For a Man

Though over half of Americans agree there's nothing wrong with getting cosmetic surgery, they also seem to believe it is more appropriate for some people than for others, irrespective of whether or not they are happy with the way they look.

- For example, eight in ten (82%) believe it is “more socially acceptable for a woman to get cosmetic surgery than for a man to get it,” a view held by large majorities across age and gender.

Is It More Acceptable For a Woman Than A Man To Have Cosmetic Surgery?

Base: Total respondents (Y version; N=1008).



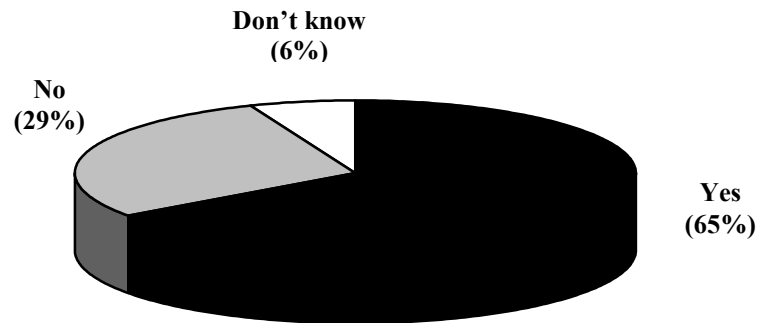
Q.20 - "Please tell me whether you strongly agree, generally agree, generally disagree, or strongly disagree with each of the following statements... In general, it is more socially acceptable for a woman to get cosmetic surgery than for a man to get it."

Cosmetic Surgery and Stereotypes

Americans—men and women from youth to old age—also tend to believe there are “typical kinds of people” who get cosmetic surgery (65%), and, as we shall see, their views of them are not always flattering.

Do “Typical Kinds” of People Get Cosmetic Surgery?

Base: Total respondents (N=2008).



Q.17 - “First, without meaning to stereotype, would you say there are typical kinds of people who get cosmetic surgery, or would you say there are not typical kinds of people who get it?”

Who Gets Cosmetic Surgery?

Asked to describe the “typical kinds of people” who get cosmetic surgery, Americans who believe there are such people say they tend to be:

- Rich or upper class (34%)
- Insecure or otherwise unhappy with themselves (32%)
- Vain or materialistic (27%)

Others mention women (21%), middle-aged people (15%) and celebrities or other people who need it for their work (13%).

These impressions generally hold across ages and gender, with two exceptions. As they get older, and perhaps more experienced with the subject, Americans are less likely to think people who get cosmetic surgery are either:

- Rich (e.g., 38% of 18-34 year olds versus 21% of those 65+) or
- Women (26% of 18-34 year olds versus 12% of those 65+).

Americans Describe “Typical Kinds” of People Who Get Cosmetic Surgery

Base: Believe there are “typical kinds of people” who get cosmetic surgery.

	<u>Total</u> (1300)	<u>Gender</u>		<u>Age</u>				
		<u>Men</u> (627)	<u>Wo-</u> <u>men</u> (673)	<u>18-</u> <u>34</u> (430)	<u>35-</u> <u>44</u> (296)	<u>45-</u> <u>54</u> (228)	<u>55-</u> <u>64</u> (155)	<u>65+</u> (191)
	%	%	%	%	%	%	%	%
Rich/upper class	34	34	34	38	38	37	24	21
Insecure/unhappy with themselves	32	30	34	30	31	34	37	30
Vain/materialistic	27	25	29	21	29	31	30	29
Women	21	21	21	26	21	20	19	12
Middle-aged people	15	16	14	17	18	13	10	11
Profession- related/celebrities	13	12	14	12	12	16	10	16

Q.18 - “And how would you describe the typical kinds of people who get cosmetic surgery, in terms of their age, gender, socio-economic status, personality, and so forth?... Is there any other way you would describe them?”

Cosmetic Surgery, Vanity, and Insecurity

Americans further reveal that though they think there's nothing wrong with getting cosmetic surgery, they also believe that:

Women (78%) and men (79%) who get cosmetic surgery to look younger are more insecure about themselves than average.

Women (75%) and men (76%) who get cosmetic surgery to look younger are more vain than average. Interestingly, this perception is somewhat more prevalent among those in older age groups.

Cosmetic Surgery, Vanity, and Insecurity

*Base: Total respondents (X version).
(% “strongly” or “somewhat” agree)*

	<u>Total</u> (1000) %	<u>Gender</u>		<u>Age</u>				
		<u>Men</u> (418) %	<u>Wo- men</u> (582) %	<u>18- 34</u> (321) %	<u>35- 44</u> (223) %	<u>45- 54</u> (188) %	<u>55- 64</u> (107) %	<u>65+</u> (161) %
Compared to the average <u>woman</u>:								
Most women who get cosmetic surgery to look younger are more insecure about themselves	78	80	77	80	78	77	75	80
Most women who get cosmetic surgery to look younger are more vain	75	75	75	71	72	76	83	80
Compared to the average <u>man</u>:								
Most men who get cosmetic surgery to look younger are more insecure about themselves	79	82	75	79	80	75	75	82
Most men who get cosmetic surgery to look younger are more insecure about themselves	76	79	73	69	74	81	84	80

Q.20 - “Please tell me whether you strongly agree, generally agree, generally disagree, or strongly disagree with each of the following statements. First...”

Professional Advantages Come With Cosmetic Surgery

Even if people who get cosmetic surgery are perceived as insecure and vain, they enjoy certain professional advantages as a result of the surgery, according to Americans. In fact:

- The majority (66%) agree that “all things being equal, women who get cosmetic surgery to look younger have professional advantages over women who just age naturally.”
- Close to half (43%) agree that men who get cosmetic surgery enjoy the same advantages. Interestingly, this perception grows as people age— e.g., 39% of 18-34 year-olds agree vs. 53% of those 65+.

Professional Advantages of Cosmetic Surgery

*Base: Total respondents (Y version).
 (% “strongly” or “somewhat” agree)*

	<u>Total</u> (1008) %	<u>Gender</u>		<u>Age</u>				
		<u>Men</u> (380) %	<u>Wo- men</u> (628) %	<u>18- 34</u> (331) %	<u>35- 44</u> (193) %	<u>45- 54</u> (215) %	<u>55- 64</u> (123) %	<u>65+</u> (146) %
All things being equal, women who get cosmetic surgery to look younger have professional advantages over women their age who just age naturally	66	70	63	66	64	69	67	65
All things being equal, men who get cosmetic surgery to look younger have professional advantages over men their age who just age naturally	43	40	46	39	37	45	51	53

Q.20 - “Please tell me whether you strongly agree, generally agree, generally disagree, or strongly disagree with each of the following statements. First...”

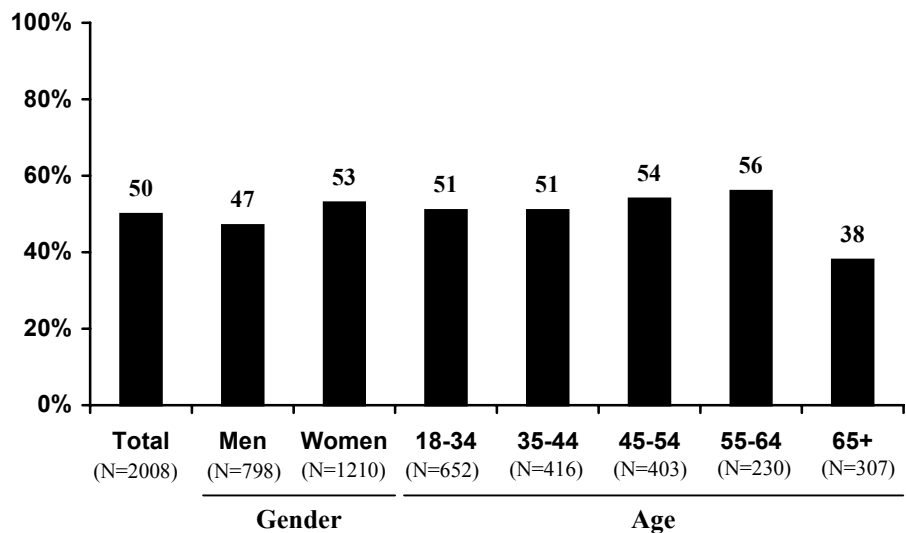
VII. Knowing People Who Have Had Cosmetic Surgery

Though only about 4% of Americans have ever had a cosmetic surgery procedure, fully half (50%) *know* someone who's had it.

- Perhaps as evidence that more people get it today than ever before, people 65-plus are least likely (38%) to know someone who has ever had cosmetic surgery.
- Women are slightly more likely than men to say they know someone who has had cosmetic surgery.

Know Someone Who Has Ever Had Cosmetic Surgery

Base: Total respondents.



Q.21 - "Do you know anyone who has ever had cosmetic surgery? He or she could be a family member, friend, or acquaintance."

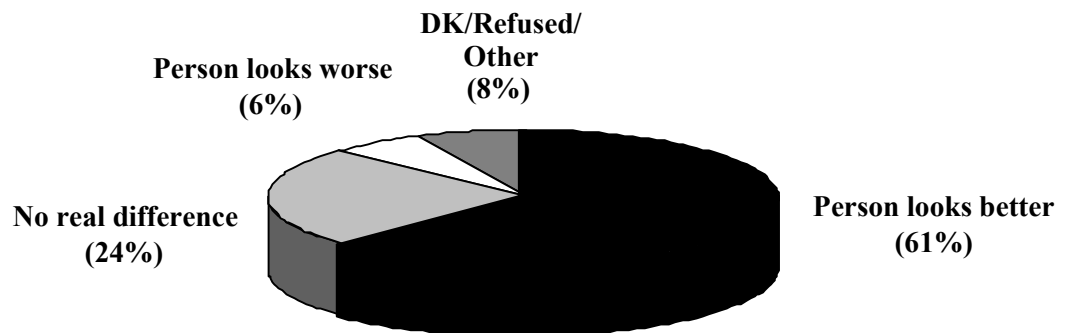
Despite Stereotypes, Most Agree: Cosmetic Surgery Works

Cosmetic surgery does seem to be having its desired effect. Asked about the person they know who most recently had cosmetic surgery, over half (61%) agree the person looks better than they used to. (Few—6%—think they look worse.)

It should also be noted that a sizable number—one in four (24%)—say the surgery produced no real difference.

Americans Agree That Cosmetic Surgery Makes People Look Better

Base: Know someone who has had plastic surgery (N=1014).



Q.23 - "Compared to before he or she had the surgery, would you say the surgery made this person look much better, somewhat better, somewhat worse, much worse, or did it make no real difference? If you didn't know them before the surgery, just let me know."

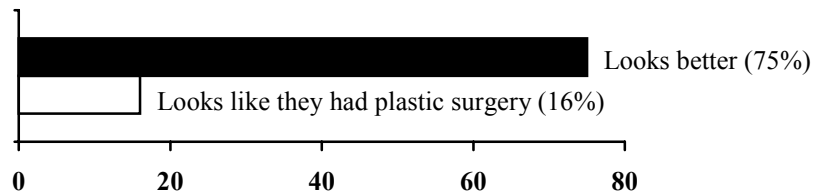
Moreover, Americans who think the person looks better after cosmetic surgery don't fixate on the fact that the person had it; rather, when they see the person, they are more likely to think "they look better" (75%) than "they look like they had cosmetic surgery" (16%).

The opposite is true if the person looks worse; in such cases, when respondents see the person, they are most likely pay attention to the surgery and think "they look like they had cosmetic surgery" (57%).

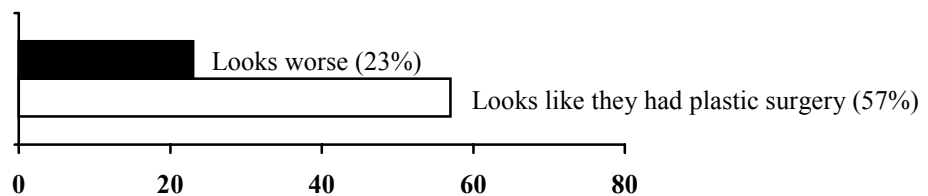
Do People Look Better, Worse, or Only Like They've Had Cosmetic Surgery

Base: Know someone who has had plastic surgery. Base sizes vary according to item.

If think person looks better...



If think person looks worse...



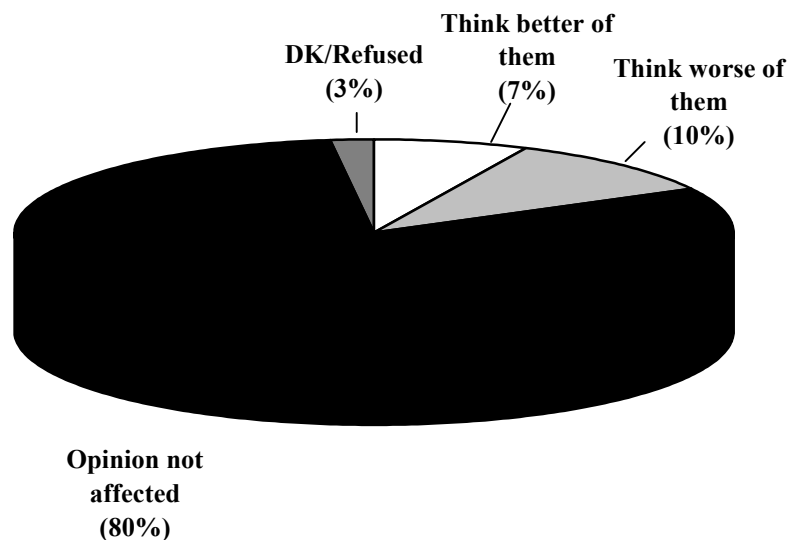
Q.24 - "Now when you see this person, are you more likely to think 'they look [INSERT RESPONSE FROM Q.23]' or to think 'they look like they had cosmetic surgery?'"

Cosmetic Surgery Doesn't Change Perceptions of the "Real Person"

In most cases, people who get cosmetic surgery needn't worry that doing so will cause people to think worse of them. Asked about the person they know who most recently had cosmetic surgery, most (80%) say their opinion of the person has not been affected. Few say they either think better (7%) or worse (10%) of them.

Whether Think Better or Worse of Person Who Had Cosmetic Surgery

Base: Know someone who has had plastic surgery (N=1,014).



Q.25 - "How has the cosmetic surgery affected your opinion of this person, if at all? Do you think much better of them as a person, somewhat better of them, somewhat worse of them, much worse of them, or has your opinion of them not been affected by their having had the surgery?"

VIII. Cosmetic Surgery For Oneself

The Cosmetic Surgery Offer of a Lifetime: Would Women Take It?

Only 5% of American women have actually had cosmetic surgery. Yet, if given the opportunity to have a cosmetic surgery procedure done *safely*, for *free*, and *so that no one could tell*, a majority would jump at the chance. Over half (60%) say they would have *something* done, although the likelihood of doing so declines as they get older (e.g., 67% of 18-34 year-olds versus 44% of those 65+). About one in three (35%) say they would have no procedure done.

The procedures that women would most like to have largely reflect their dissatisfaction with the lower body, waist and below, and their focus on weight loss. Procedures to reduce weight—tummy tucks (28%) and liposuction (20%)—are the most popular with most age groups.

Older women more often than younger women mention surgeries that would help them look younger. After the tummy tuck and liposuction, the face lift is particularly popular among women between 45 and 54 (22%). Moreover, it is the most desired procedure among women 55 to 64 (29%). Meanwhile, after the tummy tuck and liposuction, breast enlargement figures most prominently among younger women under 34.

**Cosmetic Surgery Procedures Women Would Get—
If Done Safely, For Free, and No One Could Tell**

Base: Total women.

	Age					
	<u>Total</u> (1210)	<u>18-34</u> (367)	<u>35-44</u> (243)	<u>45-54</u> (250)	<u>55-64</u> (147)	<u>65+</u> (203)
	%	%	%	%	%	%
<u>Any procedure (net)</u>	<u>60</u>	<u>67</u>	<u>64</u>	<u>64</u>	<u>55</u>	<u>44</u>
Tummy tuck	28	30	37	30	23	17
Liposuction	20	28	26	24	9	7
Face lift	15	9	12	22	29	13
Eyelid surgery	13	5	12	21	19	15
Laser/skin resurfacing/ dermabrasian	12	12	12	18	12	6
Breast augmentation	10	19	10	7	3	2
Nose reshaping	8	8	8	7	7	9
Breast reduction	8	11	8	10	8	4
Collagen injection	5	4	4	4	7	4
Hair transplant/implant	4	3	5	7	4	4
No procedure	35	29	32	32	39	48
Don't know/refused	5	4	4	4	6	8

Q.27 - "Regardless of whether or not you've ever done it, imagine for a moment that you could have any cosmetic surgery procedure done safely and for free—and that no one would know unless you told them. Please let me know which of the following procedures, if any, you would have done."

The Cosmetic Surgery Offer of a Lifetime: Would Men Take It?

Despite the fact that they rate themselves as no more (or less) attractive than women, men are far less likely to say they would have a cosmetic surgery procedure if it were done safely, for free, and so that no one could tell. This may reflect the stigma against men having cosmetic surgery discussed earlier.

- In fact, over half (57%) would have *nothing* done. About one in three (35%) say they would have any type of procedure, especially men between 35-44.

If they did have cosmetic surgery, they would most likely opt for a hair transplant (10%) or, like women, address their weight through a tummy tuck (8%) and liposuction (8%).

- These priorities change slightly among older men, but the key finding is that few men, no matter what their age, express interest in a particular cosmetic surgery procedure.

**Cosmetic Surgery Procedures Would Get—
If Done Safely, For Free, and No One Could Tell**

Base: Total men.

	<u>Total</u> (798)	<u>Age</u>				
		<u>18-34</u> (285)	<u>35-44</u> (173)	<u>45-54</u> (153)	<u>55-64</u> (83)*	<u>65+</u> (104)
	%	%	%	%	%	%
<u>Any procedure (net)</u>	<u>35</u>	<u>34</u>	<u>42</u>	<u>37</u>	<u>29</u>	<u>26</u>
Hair transplant/implant	10	8	14	9	9	8
Liposuction	8	9	9	9	6	3
Tummy tuck	8	7	11	14	6	2
Laser/skin resurfacing/ dermabrasian	7	7	8	6	8	4
Nose reshaping	6	7	5	7	8	3
Face lift	5	5	5	5	4	4
Eyelid surgery	4	1	2	7	8	8
Collagen injection	1	1	1	1	2	2
Breast reduction	1	1	--	3	1	2
No procedure	57	57	51	56	62	63
Don't know/refused	8	9	7	7	9	11

Q.27 - "Regardless of whether or not you've ever done it, imagine for a moment that you could have any cosmetic surgery procedure done safely and for free—and that no one would know unless you told them. Please let me know which of the following procedures, if any, you would have done."

**Caution: small base.*

Primary Reasons Women Will Not Undergo Cosmetic Surgery

Most (86%) women say they probably or definitely will not undergo cosmetic surgery at any time in the future. Asked why they would forgo cosmetic surgery, they offer a range of reasons. Chief among them are:

- They are satisfied with their appearance and feel there is no need for it (39%).
- They oppose it in principle (22%), particularly 35-44 year-olds (28%).
- The risks involved and fear that something could go wrong (20%).
- It's too expensive and/or their insurance won't cover it (18%—women 65+ are less concerned about this, 7%).

Primary Reasons Women Will Not Have Cosmetic Surgery In the Future

Base: Women who probably/definitely will not have cosmetic surgery in future.

	<u>Total</u> (1033)	<u>Age</u>				
		<u>18-34</u> (306)	<u>35-44</u> (204)	<u>45-54</u> (212)	<u>55-64</u> (120)	<u>65+</u> (191)
	%	%	%	%	%	%
Satisfied with appearance/no need	39	39	36	42	42	38
Against it in principle	22	23	28	18	19	22
Risks involved/fear	20	19	22	24	21	17
Too expensive/insurance doesn't cover it	18	20	23	21	17	7

Q.28 - "Earlier you said you definitely or probably will not have any kind of cosmetic surgery in the future. What are your primary reasons for saying this?... Are there any other primary reasons you can think of?"

Primary Reasons Men Will Not Undergo Cosmetic Surgery

Most (94%) men as well say they probably or definitely will not undergo cosmetic surgery in the future. They offer the same reasons for this as women, but are in much greater agreement on the *primary* reason—they are happy with their appearance. In fact, over half (54%) cite it as a reason, versus 39% of women. Other top reasons include:

- They oppose it in principle (23%)
- The risks involved and fear that something could wrong (9%)
- It's too expensive and/or their insurance won't cover it (9%)

Primary Reasons Men Will Not Have Cosmetic Surgery In the Future

Base: Men who probably/definitely will not have cosmetic surgery in future.

	Total (748)	Age				
		18-34 (260)	35-44 (160)	45-54 (145)	55-64 (80)*	65+ (103)
	%	%	%	%	%	%
Satisfied with appearance/no need	54	55	54	50	52	55
Against it in principle	23	24	22	22	26	22
Risks involved/fear	9	9	9	11	6	12
Too expensive/insurance doesn't cover it	9	8	13	13	6	4

Q.28 - "Earlier you said you definitely or probably will not have any kind of cosmetic surgery in the future. What are your primary reasons for saying this?... Are there any other primary reasons you can think of?"

**Caution: small base.*

Who Gets Cosmetic Surgery?

Americans who intend to undergo cosmetic surgery some time in the future differ from those who do not plan to have cosmetic surgery in certain important respects and, to some extent, reflect the stereotypes detailed earlier.

They place more importance on:

- Maintaining an attractive physical appearance (90% say it is “essential” or “important” versus 79% of people who will not have cosmetic surgery)
- Staying young-looking (73% versus 48%, respectively)
- Professional advancement (82% versus 68%)
- Having a lot of money (64% versus 49%)
- Fulfilling job or career (89% versus 77%)

They are more likely to describe themselves as:

- Stylish (74% say it describes them “very” or “fairly well” versus 61% of those who will not have cosmetic surgery)
- Flirtatious (61% versus 45%)
- Emotional (81% versus 75%)

They are also more likely to be:

- Women (71%)
- To live in a large city (40% versus 22% who won’t get cosmetic surgery)
- Slightly younger than average (39 years old versus the average age of 45)

People who get cosmetic surgery are also far more likely to take—and intend in the future to take—a wide variety of steps to stay younger-looking, such as exercising, using Retin-A, cosmetics to hide age spots, etc.

Profile of People Who Intend to Have Cosmetic Surgery

Base: Total respondents.

	<u>Total</u> (2008)	<u>Def/Prob</u> <u>Will Get CS</u>	
		<u>Yes</u> (206)	<u>No</u> (1781)
	%	%	%
<u>Essential/Important:</u>			
Fulfilling career	85	92	85
Maintaining an attractive physical appearance	80	90	79
Professional advancement	69	82	68
Staying young-looking	51	73	48
Having a lot of money	50	64	49
<u>Describes very/fairly well:</u>			
Intellectual	90	95	90
Emotional	75	81	74
Stylish	62	74	61
Flirtatious	46	61	45
<u>Demography</u>			
Live in large city	24	40	22
Male	48	29	50
Female	52	71	50
Mean age (years old)	45	39	45

Procedures They Are Willing To Receive

Among those who expect to have cosmetic surgery some time in the future, men and women have different priorities.

Women have a much wider range of things they want to do, including:

- Face lift (20%)
- Eyelid surgery (19%)
- Tummy tuck (18%)
- Breast augmentation (16%)
- Liposuction (15%)
- Laser skin resurfacing/dermabrasian (14%)

In contrast, men show a clear preference for one procedure—a hair transplant/implant (20%). About one in eight (13%) also expect to get a face lift. This preference clearly reflects men’s relative insecurity about their hair, as discussed earlier.

Cosmetic Surgery Procedures Will Have Done in Future

Base: Definitely/probably will have cosmetic surgery in future.
 Most common mentions.

	<u>Gender</u>		
	<u>Total</u> (206)	<u>Men</u> (46)*	<u>Women</u> (160)
	%	%	%
Face lift	18	13	20
Eyelid surgery	15	6	19
Tummy tuck	15	6	18
Laser skin resurfacing/ dermabrasian	12	9	14
Liposuction	12	4	15
Breast augmentation	12	--	16
Breast reduction	8	5	9
Nose reshaping	7	8	7
Hair transplant/implant	6	20	1
Collagen injection	2	4	1

Q.29 - "Earlier you said you definitely or probably will have some kind of cosmetic surgery in the future. What procedure or procedures do you intend to have done?"

*Caution: small base.

Primary Reasons People Choose to Undergo Cosmetic Surgery

Asked why they will undergo surgery, men and women who intend to get it agree they will do so simply to “look better” (22% and 24%, respectively).

Beyond that, women are a bit more loquacious than men, offering reasons having to do with trying to stay young-looking (11% versus 6%) and to feel better about themselves (15% versus 6%).

Primary Reasons Will Have Cosmetic Surgery Procedures in Future

*Base: Definitely/probably will have cosmetic surgery in future.
Most common mentions.*

	Gender		
	Total (206)	Men (46)*	Women (160)
	%	%	%
To look better/younger	32	28	34
<u>Aging-related (net)</u>	<u>19</u>	<u>11</u>	<u>22</u>
To stay young looking/to look young	9	6	11
To remove wrinkles	7	5	7
To remove bags under eyes	3	--	4
<u>To feel better about self (net)</u>	<u>15</u>	<u>11</u>	<u>17</u>
To feel better about myself	12	6	15
For self confidence	4	7	3

Q.29 - "What are the primary reasons you probably or definitely will have cosmetic surgery some time in the future?"

**Caution: small base.*

IX. Focus On Persons Who Have Had Cosmetic Surgery

The data reported in this chapter come from 507 interviews conducted online with America Online (AOL) subscribers who have had cosmetic surgery. Unlike the data reported in earlier chapters, these data are not nationally representative. However, given the hard-to-reach nature of people who have had cosmetic surgery, this approach to locating a sample is both reasonable and cost-effective. For additional details, see the methods section at the beginning of this report.

More Intense In Values, Less Satisfied

Essential Aspects of Life

Majorities of Americans who have had cosmetic surgery say a range of aspects of life are “essential” to them personally—feeling good about themselves (80%), spending time with family (76%), a fulfilling relationship with their spouse/significant other (76%), and having time to pursue personal interests (63%).

Interestingly, in *all* respects except having a “fulfilling spiritual or religious life,” Americans who have had cosmetic surgery are more likely than Americans generally to say key aspects of their lives are “essential” to them personally.

This is perhaps most true when it comes to maintaining physical appearance and staying young-looking—they are more than twice as likely as average Americans to say the following are “essential:”

- Maintaining an attractive physical appearance (46% versus 20% of all Americans)
- Staying young looking (30% versus 12%, respectively)

But like Americans generally, those who have had cosmetic surgery are most likely to say “feeling good about myself” (80%), “spending time with family” (76%), and “a fulfilling relationship with my spouse/partner” (76%) are “essential” to them.

Satisfaction With Aspects of Life

Americans who have had cosmetic surgery are generally satisfied with the way things are going. Compared to other aspects of their lives, they are *relatively* likely to say they are “completely” or “somewhat” satisfied with the way they look for their age (87%), followed by more “essential” aspects such as feeling good about themselves (83%) and their relationship with their spouse/significant other (79%).

But a comparison with the general public reveals that Americans who have had cosmetic surgery are more demanding and less satisfied with key aspects of their lives than are Americans overall.

When it comes to their physical appearance, despite the fact that they have had cosmetic surgery, these people are less likely than average Americans to say they are satisfied with the way they look for their age (87% versus 93%, respectively) and with their overall physical appearance (70% versus 88%, respectively). Nevertheless, it should be noted that solid majorities *are* satisfied with their appearance—just not to same extent as other Americans.

Essential Factors In The Lives of Americans

*Base: Total respondents to whom item applies. Base sizes vary by item.
(% say item is “essential” to them)*

	<u>Have Had Cosmetic Surgery</u>				<u>General Public</u>			
	<u>Total</u>	<u>18-</u>	<u>45-</u>	<u>55+</u>	<u>Total</u>	<u>18-</u>	<u>45-</u>	<u>55+</u>
	(507)	(273)	(112)	(122)	(2008)	(1068)	(403)	(516)
	%	%	%	%	%	%	%	%
Feeling good about myself	80	83	79	77	51	56	46	42
Spending time with family	76	79	73	73	60	63	61	55
A fulfilling relationship with my spouse/significant other ¹	76	79	72	71	60	64	59	52
Having time to pursue personal interests	63	60	63	70	32	35	32	26
Staying healthy and physically fit	62	56	62	75	51	51	50	51
Spending time with friends	47	44	42	58	25	26	21	27
Maintaining an attractive physical appearance	46	44	49	47	20	20	17	20
A fulfilling job or career ²	45	51	37	32	35	41	29	27
A fulfilling spiritual or religious life ³	41	38	41	48	43	41	45	47
Staying young looking	30	29	35	26	12	12	11	13
Professional advancement ⁴	28	36	19	13	21	26	15	12
Having a lot of money	18	18	21	14	12	15	9	10

Q.1 - “To begin, I am going to read some things that may or may not be important to you personally. For each one, please tell me whether it is essential, not very important, or not at all important to you. If something doesn’t apply, just let me know. First...”

¹CS=468/GP=1863; ²CS=451/GP=1857; ³CS=481/GP=1993; ⁴CS=440/GP=1856.

Satisfaction Among Americans With Various Aspects of Their Lives

*Base: Total respondents to whom item applies. Base sizes vary per item.
(% say they are “completely” or “somewhat satisfied” with item)*

	<u>Have Had Cosmetic Surgery</u>				<u>General Public</u>			
	<u>Total</u>	18- <u>44</u>	45- <u>54</u>	55+ <u>55+</u>	<u>Total</u>	18- <u>44</u>	45- <u>54</u>	55+ <u>55+</u>
	(507)	(273)	(112)	(122)	(2008)	(1068)	(403)	(516)
	%	%	%	%	%	%	%	%
The way I look for my age	87	88	85	88	93	94	92	93
Feeling good about myself	83	81	83	86	95	95	93	97
My relationship with my spouse or significant other ¹	79	77	74	88	83	84	84	78
My spiritual or religious life ²	78	70	83	90	89	86	92	93
The amount of time I get to spend with my family	75	75	78	74	81	80	77	86
The amount of time I get to spend on my personal interests	72	66	75	82	78	74	73	87
My physical appearance	70	68	70	75	88	89	82	91
The amount of time I get to spend with my friends	69	61	75	80	81	77	78	89
My career track ³	68	63	74	81	74	79	76	58
How fulfilling my job is ⁴	68	66	67	78	74	78	77	59
My health and fitness	65	60	63	76	84	86	78	84
The amount of money I have	65	55	71	83	73	69	73	81

Q.2 - “For each of the following, please tell me whether you are completely satisfied with it, somewhat satisfied, somewhat dissatisfied, or completely dissatisfied with it. Again, if something doesn’t apply to you, just let me know. First...”

¹CS=411/GP=1803; ²CS=432/GP=1910; ³CS=411/GP=1773; ⁴CS=409/GP=1739.

Rating Physical Appearance

Most (69%) Americans who have had cosmetic surgery consider themselves to be about average, or slightly above average, when it comes to their physical attractiveness.

Asked to rate their physical appearance on a 0-10 point scale, Americans who have had cosmetic surgery are, like the general public, most likely to give themselves a middling, 5-7 point rating (69% versus 68% of the general public). Moreover, they are *not* more likely to give themselves a top, 8-10 point rating (22% versus 24%, respectively).

It appears that, despite having undergone a cosmetic surgery procedure, these Americans do not feel that they are more attractive than average Americans because of it.

Americans Rate Their Physical Appearance On a 0-10 Point Scale

Base: Total respondents.

	<u>Have Had Cosmetic Surgery</u>				<u>General Public</u>			
	<u>Total</u>	18-	45-	<u>55+</u>	<u>Total</u>	18-	45-	<u>55+</u>
	(507)	(273)	(112)	(122)	(2008)	(1068)	(403)	(516)
	%	%	%	%	%	%	%	%
8-10	22	21	22	24	24	27	19	20
5-7	69	68	69	72	68	68	71	72
0-4	9	9	11	5	5	5	8	7

Q.8 - "Using the same 0-to-10 point scale we used a few questions back where a "Perfect 10" is extremely attractive, 0 is extremely unattractive, and 5 is average, how would you rate your own appearance?"

Taking More Steps To Look Better and/or Younger

Measures Have Taken

Americans who have had cosmetic surgery work hard to maintain their appearance in other ways as well. In fact, over half have at some time maintained a healthful diet, exercised regularly, gone on a diet, had a facial, used hair coloring to hide grey, and used cosmetics to hide signs of aging.

Indeed, Americans who have had cosmetic surgery work *harder* than average Americans to maintain their appearance—fewer than three in ten Americans in general have ever used hair coloring to hide grey, had a facial, or used cosmetics to cover up age marks or other signs of aging.

Those who have had cosmetic surgery are also far more likely than the average American to have:

- Gone on a diet (83% versus 54% of the general public)
- Used skin products such as Retin-A to reduce or prevent wrinkles (47% versus 14%, respectively)
- Had a chemical peel/dermabrasion (18% versus 3%)
- Used hair replenishing lotions (16% versus 4%)
- Had a temporary cosmetic procedure (15% versus 2%)

Measures Will Take In the Future

Americans who have had cosmetic surgery not only are more likely than the general public to have already taken certain steps to maintain their appearance, they also are more likely to continue doing so in the future.

It is striking to note that the majority (57%) of people who have already undergone a cosmetic surgery procedure intend to do so again. Indeed, they are six times more likely than the general public to say they will do so. They are also five times more likely to say they will undergo a temporary cosmetic procedure (27% versus 5% of Americans generally).

Efforts Taken To Look Better/Younger

*Base: Total respondents.
(% have ever done.)*

	<u>Have Had Cosmetic Surgery</u>				<u>General Public</u>			
	<u>Total</u>	<u>18-44</u>	<u>45-54</u>	<u>55+</u>	<u>Total</u>	<u>18-44</u>	<u>45-54</u>	<u>55+</u>
	(507)	(273)	(112)	(122)	(2008)	(1068)	(403)	(516)
	%	%	%	%	%	%	%	%
Had elective cosmetic surgery of any kind, including facial, body, or hair transplant/implant surgery	100	100	100	100	4	4	4	3
Maintained a healthful, well-balanced diet	96	94	97	96	85	82	87	90
Maintained a regular exercise routine	91	90	94	91	82	86	81	75
Gone on a weight-loss or weight-reduced diet	83	81	84	87	54	50	63	53
Had a facial	62	63	67	58	24	25	25	20
Used hair coloring to hide grey	55	44	64	71	28	20	44	34
Used cosmetics to cover up age marks or other signs of aging	53	46	60	66	18	12	21	26
Used skin products such as Retin-A to reduce or prevent wrinkles	47	47	50	49	14	13	13	16
Had a chemical peel or dermabrasian	18	16	22	18	3	3	3	3
Used hair replenishing lotions such as Monoxidil or Rogaine	16	17	16	11	4	5	5	3
Had a temporary cosmetic procedure, such as collagen or botox injections	15	11	19	22	2	2	1	2

Q.15 - "For each of the following, please tell me whether you are currently doing it, have done it in the past but aren't doing it now, or have never done it. First..."

Predict Will Do In the Future

Base: Total respondents.

(% “probably” or “definitely will do” in the future)

	<u>Have Had Cosmetic Surgery</u>				<u>General Public</u>			
	<u>Total</u> (507)	<u>18-44</u> (273)	<u>45-54</u> (112)	<u>55+</u> (122)	<u>Total</u> (2008)	<u>18-44</u> (1068)	<u>45-54</u> (403)	<u>55+</u> (516)
	%	%	%	%	%	%	%	%
Maintain a healthful, well-balanced diet	91	90	93	91	91	91	90	90
Maintain a regular exercise routine	85	85	86	83	86	90	85	79
Go on a weight-loss or weight-reducing diet	79	82	79	71	55	58	64	43
Use hair coloring to hide Grey	74	77	76	64	40	45	45	28
Use cosmetics to cover up age marks or other signs of aging	73	73	72	76	35	37	35	31
Get a facial	71	78	67	58	38	44	38	26
Use skin products such as Retin-A to reduce or prevent wrinkles	59	61	64	48	26	30	24	19
Have elective cosmetic surgery of any kind, including facial, body, or hair transplant/implant surgery	57	59	61	47	9	11	10	6
Have a chemical peel or dermabrasian	35	40	34	25	8	10	8	4
Use hair replenishing lotions such as Monoxidil or Rogaine	18	21	17	11	11	13	11	6
Get a temporary cosmetic procedure, such as collagen or botox injections	27	27	29	26	5	5	3	4

Q.16 - “For each of the following, please tell me whether you think you definitely will do it in the future, probably will do it, probably will not do it, or definitely will not do it in the future. First...”

Procedures Undergone

Americans who have had cosmetic surgery are most likely to have undergone the following procedures:

- Nose reshaping (19%)
- Eyelid surgery (17%), especially among mature Americans (e.g., 43% of those age 55+ versus 3% of those 18-44)
- Breast augmentation (12%)
- Laser skin resurfacing/dermabrasian (11%)
- Liposuction (11%)
- Breast reduction (8%)
- Face lift (8%), especially among mature Americans (e.g., 25% of those age 55+ versus less than 1% of those 18-44)
- Removal of blemishes/scars (8%)

Cosmetic Surgery Procedures Have Undergone

Base: Have had cosmetic surgery.
Most common procedures.

	<u>Have Had Cosmetic Surgery</u>			
	<u>Total</u> (507)	18- <u>44</u> (273)	45- <u>54</u> (112)	<u>55+</u> (122)
	%	%	%	%
Nose reshaping	19	19	23	16
Eyelid surgery	17	3	21	43
Breast augmentation	12	13	13	11
Laser skin resurfacing/dermabrasian	11	12	11	11
Liposuction	11	10	14	10
Breast reduction	8	8	8	8
Face lift	8	*	8	25
Remove/correct blemishes/scars	8	11	6	2

Q.31 - "Earlier you indicated you at one time had cosmetic surgery. What procedure or procedures did you have done?"

Cosmetic Surgery Has Positive Effects

Though they do not rate themselves as more attractive than average Americans, persons who have had cosmetic surgery say the procedure(s) had numerous positive, intended effects. In fact, half or more say that, as a result of the surgery:

- I feel better about myself (76%)
- I am happy with the way I look (75%)
- I don't feel self-conscious about my appearance (67%)
- I feel more desirable (53%)
- I look the way I've always wanted to look (53%)

Nearly half (49%) of those 55+ say the surgery has made them look younger than they used to.

Positive Effects of Cosmetic Surgery

Base: Have had cosmetic surgery.
 (% describes “very” or “fairly” well)

	<u>Have Had Cosmetic Surgery</u>			
	<u>Total</u>	<u>18-</u>	<u>45-</u>	<u>55+</u>
	(507)	(273)	(112)	(122)
	%	%	%	%
I feel better about myself	76	75	79	76
I am happy with the way I look	75	73	79	76
I don't feel self-conscious about my appearance	67	66	70	66
I feel more desirable	53	60	50	41
I look the way I've always wanted to look	53	55	58	44
I look sexier than I used to	47	55	39	35
I look younger than I used to	35	26	42	49

Q.35 - “For each of the statements below, please type in whether, as a result of your cosmetic surgery, it describes you very well, fairly well, not very well, not at all, or doesn't apply.”

Other Observations

Not only do people feel better about themselves due to their cosmetic surgery, but they observe other beneficial effects as well.

For example, majorities say they received positive feedback from others:

- “Among those who knew I was going to have the surgery done, most said I ‘looked great’ when they saw me after the procedure” (75%)
- “Of those who did not know I was going to have the surgery done, most said I ‘looked great’ even though they might not have known why.” (62%)

Moreover, few believe the effects of the surgery are obvious, with only 7% saying “most people, when they meet me for the first time, can probably tell I had some cosmetic surgery.”

One additional interesting finding: About one in five (18%) people who have had cosmetic surgery fibbed a bit and told people they had it done for medical—not cosmetic—reasons.

Other Observations

*Base: Have had cosmetic surgery.
(% say statement is "generally true")*

	<u>Have Had Cosmetic Surgery</u>			
	<u>Total</u>	18-	45-	<u>55+</u>
	(507)	(273)	(112)	(122)
	%	%	%	%
Among those who knew I was going to have the surgery done, most said I "looked great" when they saw me after the procedure.	75	77	79	70
Of those people who did <u>not</u> know I was going to have the surgery done, most said I "looked great" even though they might not have known why.	62	62	61	63
After the surgery, I fibbed a little bit and told people I had it done for medical reasons.	18	22	16	13
Most people, when they meet me for the first time, can probably tell I had some cosmetic surgery.	7	8	9	2

Q.36 - "For each of the statements below, please type in whether it is generally true, or generally not true."

Differing Views of Beauty

A majority of Americans who have had cosmetic surgery believe physical beauty is more important than inner beauty. They are also inclined to believe that men get distinguished looking as they age whereas women just get old looking.

These views are strikingly different from those of average Americans:

- Whereas 53% believe “Inner beauty is nice, but in the real world, physical beauty is what really counts,” only 35% of average Americans agree, believing instead that inner beauty is what really counts (60%).
- Over half (55%) of Americans who have had cosmetic surgery agree that “As they age, men usually get distinguished looking; women just get old looking.” Only three in ten (30%) of the general public agrees.

Physical or Inner Beauty—What Counts In the Real World?

Base: Total respondents.

	<u>Have Had Cosmetic Surgery</u>				<u>General Public</u>			
	<u>Total</u>	18- <u>44</u>	45- <u>54</u>	<u>55+</u>	<u>Total</u>	18- <u>44</u>	45- <u>54</u>	<u>55+</u>
	(507)	(273)	(112)	(122)	(2008)	(1068)	(403)	(516)
	%	%	%	%	%	%	%	%
Inner beauty is nice, but in the real world, physical beauty is what really counts	53	55	56	48	35	38	34	31
Physical beauty is nice, but in the real world, inner beauty is what really counts	47	45	44	52	60	58	62	65

Q.6 - "I'm going to read two statements. When I have finished reading both, please tell me which one you agree with more. First...[ROTATE:] Inner beauty is nice, but in the real world, physical beauty is what really counts; [OR] Physical beauty is nice, but in the real world, inner beauty is what really counts."

Men Get Distinguished Looking - Women Just Grow Old Looking

*Base: Total respondents.
(% agree with statement)*

	<u>Have Had Cosmetic Surgery</u>				<u>General Public</u>			
	<u>Total</u> (507)	18- <u>44</u> (273)	45- <u>54</u> (112)	<u>55+</u> (122)	<u>Total</u> (2008)	18- <u>44</u> (1068)	45- <u>54</u> (403)	<u>55+</u> (516)
	%	%	%	%	%	%	%	%
<u>As they age...</u>								
Men usually get distinguished looking; women just get older looking	55	57	62	44	30	30	29	30
Men and women are equally likely to grow distinguished looking	41	40	33	51	62	64	65	57
Women usually get distinguished looking; men just get older looking	4	3	5	5	6	5	6	8

Q.7 - "I'm going to read three statements. When I have finished reading all three, please tell me which one you agree with most. First..."

Differing Views of the Benefits of Cosmetic Surgery

Though over half (61%) of Americans who know someone who has had cosmetic surgery agree that it has made the person “look better,” those who have actually had it are more inclined to agree (82%) that such people improved their appearance.

Americans who have had cosmetic surgery are also especially inclined to agree that cosmetic surgery can help a person professionally:

- “All things being equal, women who get cosmetic surgery to look younger have professional advantages over women their age who just age naturally” (84% agree versus 66% of the general public)
- “All things being equal, men who get cosmetic surgery to look younger have professional advantages over men their age who just age naturally” (59% agree versus 43%, respectively)

Americans Agree That Cosmetic Surgery Makes People Look Better

Base: Know someone who has had plastic surgery.

	<u>Have Had Cosmetic Surgery</u>				<u>General Public</u>			
	<u>Total</u> (432)	<u>18-</u> <u>44</u> (228)	<u>45-</u> <u>54</u> (95)	<u>55+</u> <u>109</u> (109)	<u>Total</u> (1014)	<u>18-</u> <u>44</u> (546)	<u>45-</u> <u>54</u> (222)	<u>55+</u> <u>236</u> (236)
	%	%	%	%	%	%	%	%
Person looks better	82	79	82	90	61	58	62	66
Person looks worse	5	7	3	1	6	5	6	8
No real difference	9	10	12	7	24	26	28	19
DK/Refused	1	1	--	2	6	9	4	7

Q.23 - "Compared to before he or she had the surgery, would you say the surgery made this person look much better, somewhat better, somewhat worse, much worse, or did it make no real difference? If you didn't know them before the surgery, just let me know."

Professional Advantages of Cosmetic Surgery

*Base: Total respondents (Y version).
(% “strongly” or “somewhat” agree)*

	<u>Have Had Cosmetic Surgery</u>				<u>General Public</u>			
	<u>Total</u> (253)	18- <u>44</u> (141)	45- <u>54</u> (55)	<u>55+</u> (57)	<u>Total</u> (1008)	18- <u>44</u> (524)	45- <u>54</u> (215)	<u>55+</u> (261)
	%	%	%	%	%	%	%	%
All things being equal, women who get cosmetic surgery to look younger have professional advantages over women their age who just age naturally	84	82	84	89	66	65	69	66
All things being equal, men who get cosmetic surgery to look younger have professional advantages over men their age who just age naturally	59	50	65	72	43	38	45	53

Q.20 - “Please tell me whether you strongly agree, generally agree, generally disagree, or strongly disagree with each of the following statements. First...”

Differing Views on the Kinds of People Who Get Cosmetic Surgery

Asked to describe “typical” kinds of people who get cosmetic surgery, those who have had it are most likely to say such people are average and normal.

It is perhaps not surprising to observe that persons who have had cosmetic surgery are less likely than the general public to hold negative opinions of such people.

- In fact, though the majority (56%) of people who have had cosmetic surgery believe “typical kinds” of people get it, they are less inclined to believe so than Americans generally (65%).
- And, when asked to describe who gets cosmetic surgery, persons who have had it are far less likely to say they are “rich/upper class” (12% versus 34% of the general public), “insecure/unhappy with themselves” (6% versus 32%, respectively), and/or “vain/materialistic” (5% versus 27%). Rather, they say such people “could be anyone” (27% versus 2% of the general public).

Do “Typical Kinds” of People Get Cosmetic Surgery?

Base: Total respondents.

	<u>Have Had Cosmetic Surgery</u>				<u>General Public</u>			
	<u>Total</u> (507)	18- <u>44</u> (273)	45- <u>54</u> (112)	<u>55+</u> (122)	<u>Total</u> (2008)	18- <u>44</u> (1068)	45- <u>54</u> (403)	<u>55+</u> (516)
	%	%	%	%	%	%	%	%
There are typical kinds of people who get cosmetic surgery	56	60	43	61	65	67	64	61
There are <u>not</u> typical kinds of people who get cosmetic surgery	44	40	57	39	29	29	33	28
Other/Don't know	--	--	--	--	6	3	4	12

Q.17 - “First, without meaning to stereotype, would you say there are typical kinds of people who get cosmetic surgery, or would you say there are not typical kinds of people who get it?”

Americans Describe “Typical Kinds” of People Who Get Cosmetic Surgery

Base: Believe there are “typical kinds of people” who get cosmetic surgery.

	<u>Have Had Cosmetic Surgery</u>				<u>General Public</u>			
	<u>Total</u> (286)	18- <u>44</u> (164)	45- <u>54</u> (48)	<u>55+</u> (74)	<u>Total</u> (1300)	18- <u>44</u> (725)	45- <u>54</u> (228)	<u>55+</u> (337)
	%	%	%	%	%	%	%	%
Could be anyone/average normal person	27	27	21	32	2	2	3	3
Profession-related/celebrities	17	18	21	15	13	12	16	14
Rich/upper class	12	11	13	12	34	38	37	22
Insecure/unhappy with themselves	6	6	6	4	32	30	34	33
Vain/materialistic	5	5	--	8	27	25	31	29

Q.18 - “And how would you describe the typical kinds of people who get cosmetic surgery, in terms of their age, gender, socio-economic status, personality, and so forth?... Is there any other way you would describe them?”

Appendix – Annotated Questionnaires

Note: In the report, data for questions 1, 2, 4, and 26 were re-based for analytic purposes. Percentages for those questions recorded in the following posted questionnaires, therefore, do not always match those in the report.

COSMETIC SURGERY SURVEY—ONLINE
Posted Survey Results (Total N = 507)

The following survey is being conducted for a major magazine. All answers you provide will remain strictly anonymous and will be used only in combination with other respondents. We very much appreciate your participation.

1. Below are some things that may or may not be important to you personally. For each one, please indicate whether it is essential to you, important but not essential, not very important, or not at all important to you.

	<u>Essential</u> %	Important but not <u>essential</u> %	Not very <u>important</u> %	Not at all <u>important</u> %	Doesn't apply <u>to me</u> %
a. Spending time with family .. 76		18	4	1	1
b. Maintaining an attractive physical appearance..... 46		47	6	2	-
c. Professional advancement... 24		43	16	3	13
d. Staying healthy and physically fit 62		33	4	1	1
e. Having time to pursue personal interests 63		33	3	1	*
f. Spending time with friends . 47		43	9	1	-
g. Having a lot of money 18		65	14	2	1
h. Staying young looking..... 30		52	13	4	*
i. A fulfilling job or career..... 40		37	10	2	11
j. A fulfilling relationship with my spouse or significant other..... 70		17	4	1	8
k. A fulfilling spiritual or religious life..... 39		32	16	8	5
l. Feeling good about myself .. 80		17	1	1	*

2. For each of the following, please indicate whether you are completely satisfied with it, somewhat satisfied, somewhat dissatisfied, or completely dissatisfied with it.

	Completely <u>Satisfied</u> %	Some- what <u>Satisfied</u> %	Some- what <u>Dissatisfied</u> %	Completely <u>Dissatisfied</u> %	Doesn't apply <u>to me</u> %
a. The amount of time I get to spend with my family.....	26	49	20	4	2
b. My physical appearance.....	11	60	23	6	*
c. My career track	18	37	21	5	19
d. My health and fitness.....	10	54	26	7	1
e. The amount of time I get to spend on my personal interests	20	52	22	5	1
f. The amount of time I get to spend with my friends.....	18	50	26	4	1
g. The amount of money I have	15	50	24	9	2
h. The way I look for my age	31	57	10	1	1
i. How fulfilling my job is.....	18	37	20	6	19
j. My relationship with my spouse or significant other	31	33	13	5	19
k. My spiritual or religious life .	23	43	17	2	15
l. Feeling good about myself....	24	59	14	3	1

3. Please indicate whether each of the following words describes you very well, fairly well, not very well, or not at all.

	Describes me very <u>well</u> %	Describes me fairly <u>well</u> %	Describes me not <u>very well</u> %	Describes me not <u>at all</u> %
a. Content.....	21	59	18	2
b. Outgoing	38	41	18	2
c. Ambitious	33	46	19	2
d. Laid-back	20	43	28	10
e. Culturally refined.....	22	52	21	5
f. Intellectual	42	49	8	1
g. Popular.....	18	61	18	3
h. Private.....	35	41	20	4
i. Impatient.....	25	44	23	8
j. Athletic	11	35	35	19
k. Flirtatious.....	17	36	32	15
l. Fun-loving.....	47	48	5	1
m. Independent.....	63	31	5	*
n. Emotional.....	33	44	20	4
o. Stylish	22	46	26	6

4. You may have heard some people rate particularly good-looking women and men as a “Perfect 10.” Using a scale from 0 to 10, where 10 is extremely attractive, 0 is extremely unattractive, and 5 is average, please rate the following celebrities and famous people on how you think they look today.

	<u>Extremely unattractive</u>										<u>Extremely attractive</u>		<u>Never heard of/ Haven't seen them lately</u>
	0	1	2	3	4	5	6	7	8	9	10		
(X VERSION)													
a. Will Smith	2	2	2	3	2	14	12	20	22	10	6	5	
b. Martha Stewart	5	4	4	11	12	28	11	11	6	3	1	3	
c. Jennifer Lopez	-	2	3	3	4	9	12	14	15	14	16	7	
d. Bruce Springsteen.....	3	1	9	6	9	23	14	13	9	2	2	9	
e. Diane Keaton.....	1	2	4	7	6	20	15	21	8	6	3	8	
f. Barbra Streisand	6	3	6	10	8	19	14	13	12	6	4	1	
g. Tommy Lee Jones	5	1	6	6	8	20	13	14	12	6	4	6	
h. Oprah Winfrey.....	2	4	4	6	9	21	18	11	16	6	3	1	
i. Cher	2	3	4	6	9	13	11	19	16	6	9	1	
j. Robert Redford.....	2	2	*	2	4	13	12	18	19	13	12	2	
k. Britney Spears	1	1	3	3	5	13	11	11	19	14	15	4	
l. Tina Turner.....	2	3	6	5	7	11	12	15	17	9	11	2	
m. Samuel L. Jackson.....	4	2	4	8	8	19	13	14	9	3	2	14	
n. Tony Bennett	4	4	7	8	8	24	12	13	9	2	2	9	
(Y VERSION)													
o. Joan Rivers	7	11	8	15	15	20	9	5	5	1	1	2	
p. Jimmy Smits.....	2	1	2	3	4	19	11	15	12	10	8	14	
q. Pamela Anderson Lee.....	1	4	3	5	7	14	8	17	16	7	11	7	
r. Bill Cosby.....	3	5	6	6	7	25	15	17	9	5	1	2	
s. Goldie Hawn	-	1	3	3	2	8	9	18	28	16	10	2	
t. Tom Brokaw.....	2	2	3	5	7	17	12	18	13	9	7	5	
u. Roseanne Arnold.....	13	13	15	13	13	19	6	4	1	2	-	2	
v. Connie Chung.....	2	1	2	6	6	19	16	13	17	10	5	3	
w. Sean Connery	1	*	1	1	4	9	10	14	21	19	18	2	
x. Cybill Shephard.....	-	2	3	3	6	13	18	18	19	9	4	5	
y. Mary Tyler Moore	1	3	2	7	9	22	19	14	9	6	3	4	
z. Tiger Woods.....	3	2	1	2	5	10	12	19	23	13	10	*	
aa. Richard Gere	*	-	1	3	2	7	7	18	19	20	21	2	

5. For each of the statements below, please type in whether you:

	<u>Strongly</u> <u>Agree</u> %	<u>Generally</u> <u>Agree</u> %	<u>Generally</u> <u>Disagree</u> %	<u>Strongly</u> <u>Disagree</u> %
a. There is a great deal of pressure on women to stay youthful looking as they age.....	83	15	2	1
b. There is a great deal of pressure on men to stay youthful looking as they age	14	37	36	13

6. Below are two statements. When you have finished reading both, please type in the number which corresponds to the one you agree with more.

Inner beauty is nice, but in the real world, physical beauty is what really counts53%

OR

Physical beauty is nice, but in the real world, inner beauty is what really counts47%

7. Below are three statements. When you have finished reading all three, please type in the number which corresponds to the one you agree with most.

As men age, they usually get more distinguished looking. But as women age, they usually just get older looking 55%

OR

As women age, they usually get more distinguished looking. But as men age, they usually just get old looking 41%

OR

Men and women are equally likely to grow distinguished looking as they age; they are also equally likely to just get old looking 4%

8. Using the same 0-to-10 point scale you used a few questions back to rate celebrities, where a “perfect 10” is extremely attractive, 0 is extremely unattractive, and 5 is average, how would you rate your own overall appearance?

0.....	*
1.....	*
2.....	1%
3.....	2%
4.....	6%
5.....	21%
6.....	22%
7.....	26%
8.....	17%
9.....	3%
10.....	2%

9. At what age do you think you reached—or will reach—your peak, in terms of physical attractiveness?

18-24.....	9%
25-34.....	33%
35-44.....	32%
45-54.....	14%
55-64.....	6%
65+.....	4%

10. On an average day, do you think you look young, middle-aged, or old?

Young..... 50%
 Middle-aged 48%
 Old..... 2%

11. At about what age do you think you started looking middle-aged?

18-24..... *
 25-34..... 8%
 35-44..... 30%
 45-54..... 41%
 55-64..... 18%
 65+..... 2%

12. At about what age do you think you started looking old?

18-24..... --
 25-34..... --
 35-44..... 9%
 45-54..... 18%
 55-64..... 36%
 65+..... 36%

13. Below are the names of some general parts of your body. For each one, please indicate whether you are very satisfied with the way it looks, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

	Very satisfied	Some- what satisfied	Some- what dissatisfied	Very dissatisfied
	%	%	%	%
a. Hair	36	45	15	5
b. Facial features	24	58	16	2
c. Neck.....	30	48	19	4
d. Skin.....	27	52	18	4
e. Upper body; that is, above the waist.....	21	50	23	6
f. Lower body; that is, the waist and below	12	33	37	18

14. Below are some words that may or may not describe the way you feel about your body as it matures. For each one, please indicate whether it describes the way you feel very well, fairly well, not very well, or not at all.

	Describes my feelings <u>very well</u> %	Describes my feelings <u>well</u> %	Describes my feelings <u>not very well</u> %	Describes my feelings <u>not at all</u> %
a. Philosophical.....	15	44	26	15
b. Happy.....	16	47	29	8
c. Disappointed.....	7	29	39	24
d. Pleased.....	12	48	31	9
e. Resigned.....	5	40	33	22
f. Fascinated.....	9	27	34	30
g. Depressed.....	6	20	39	35
h. Accepting.....	21	58	17	4
i. Afraid.....	7	19	35	38

15. For each of the following, please indicate whether you are currently doing it, have done it in the past but aren't doing it now, or have never done it.

	Are currently <u>doing it</u> %	Did in past, but <u>not now</u> %	Have never <u>done it</u> %
a. Maintained a regular exercise routine.....	54	37	9
b. Used hair coloring to hide gray .	42	13	45
c. Used cosmetics to cover up age marks or other signs of aging	40	13	46
d. Used skin products such as Retin-A to reduce or prevent wrinkles	22	25	52
e. Gone an a weight-loss or weight-reducing diet.....	34	49	17
f. Used hair replenishing lotions such as Monoxidil or Rogain	5	11	84
g. Had elective cosmetic surgery of any kind, including facial, body, or hair transplant/implant surgery	--	100	--
h. Maintained a healthful, well-balanced diet	71	25	5
i. Had a facial.....	16	46	37
j. Had a chemical peel or dermabrasian	3	15	82
k. Had a temporary cosmetic procedure, such as collagen or botox injections.....	2	13	85

16. For each of the following, please indicate whether you think you definitely will do it in the future, probably will do it, probably will not do it, or definitely will not do it in the future.

	<u>Definitely will do it</u> %	<u>Probably will do it</u> %	<u>Probably will not do it</u> %	<u>Definitely will not do it</u> %
a. Maintain a regular exercise routine.....	47	37	13	2
b. Use hair coloring to hide gray ...	51	22	15	11
c. Use cosmetics to cover up age marks or other signs of aging	39	35	17	10
d. Use skin products such as Retin-A to reduce or prevent wrinkles	26	33	25	16
e. Go on a weight-loss or weight-reducing diet.....	39	40	15	6
f. Use hair-replenishing lotions such as Monoxidil or Rogain	9	9	33	49
g. Have elective cosmetic surgery of any kind, including facial, body, or hair transplant/implant surgery.....	22	35	25	18
h. Maintain a healthful, well-balanced diet	52	39	8	1
i. Get a facial	35	35	21	8
j. Get a chemical peel or dermabrasian	11	24	35	30
k. Have a temporary cosmetic procedure, such as collagen or botox injections.....	10	17	34	39

These next questions focus on elective cosmetic surgery. Before we start, please read this brief description of what we mean by cosmetic surgery, just to make sure we are talking about the same thing.

Elective cosmetic surgery is performed when a person wants to change or enhance his or her physical appearance. It is not usually paid for by insurance because it is not done for medical reasons.

These surgeries can be performed on the body or the face. They include such things as liposuction, tummy tucks, face lifts, “nose jobs,” and breast implants, among others. For our purposes, hair transplants are also considered an elective cosmetic surgery procedure.

We are not asking about plastic surgery that is done for medical purposes to restore form or function to a body part that is abnormal or disfigured due to trauma, cancer, birth defects, or surgery.

17. First, without meaning to stereotype, would you say there are typical kinds of people who get cosmetic surgery, or would you say there are not typical kinds of people who get it?

Yes, there are.....56%
No, there are not.....44%

18. And how would you describe the typical kinds of people who get cosmetic surgery, in terms of their age, gender, socio-economic status, personality, and so forth?

(PLEASE TYPE YOUR ANSWER IN BELOW, BEING AS SPECIFIC AS POSSIBLE)

[_____]

19. Below are two statements. When you have finished reading both, please type in the number which corresponds to the one you agree with more.

In principle, people should be happy with who they are and not get elective cosmetic surgery 13%

OR

In principle, if someone is not happy with how they look, there's nothing wrong with their getting elective cosmetic surgery 87%

20x. For each of the statements below, please type in whether you:

	<u>Strongly Agree</u>	<u>Generally Agree</u>	<u>Generally Disagree</u>	<u>Strongly Disagree</u>
a. Most women who get cosmetic surgery to look younger are more vain than the average woman	25	38	31	6
b. Most women who get cosmetic surgery to look younger are more insecure about themselves than the average woman	23	32	32	12
c. Most men who get cosmetic surgery to look younger are more vain than the average man	33	40	21	6
d. Most men who get cosmetic surgery to look younger are more insecure about themselves than the average man	31	32	29	8

20y. For each of the statements below, please type in whether you:

	<u>Strongly</u> <u>Agree</u>	<u>Generally</u> <u>Agree</u>	<u>Generally</u> <u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
e. All things being equal, women who get cosmetic surgery to look younger have professional advantages over women their age who just age naturally	36	48	13	3
f. All things being equal, men who get cosmetic surgery to look younger have professional advantages over men their age who just age naturally	17	42	35	6
g. In general, it is more socially acceptable for a woman to get cosmetic surgery than for a man to get it	35	42	17	7

21. Do you know anyone who has ever had cosmetic surgery, not including yourself? He or she could be a family member, friend, or acquaintance.

Yes.....85%
No.....15%

22a. Thinking about the person you know who most recently had cosmetic surgery, to the best of your knowledge, what procedure or procedures did they have done? (SELECT ALL THAT APPLY)

N=432

Breast augmentation.....	35%
Breast reduction.....	18%
Collagen injection	12%
Eyelid surgery.....	32%
Face Lift	35%
Hair transplant/implant.....	6%
Laser skin resurfacing/dermabrasian	15%
Liposuction.....	26%
Nose reshaping	20%
Tummy tuck	12%
Remove/correct blemishes/scars	1%
Other	6%

22b. What other cosmetic surgery procedure(s) did this person have done?

23. Compared to before he or she had the surgery, would you say the surgery made this person look...

Much better	39%
Somewhat better.....	44%
Somewhat worse	4%
Much worse.....	1%
It made no real difference.....	9%
Didn't know them before the surgery.....	2%
Too early to tell	1%

24. Now when you see this person, are you more likely to think “they look **[INSERT RESPONSE FROM Q.23]**” or to think “they look like they had cosmetic surgery?”

“They look **different**87%
 “They look like they had cosmetic surgery”13%

“They look **much better**”97%
 “They look like they had cosmetic surgery”3%

“They look **somewhat better**”85%
 “They look like they had cosmetic surgery”15%

“They look **somewhat worse**”35%
 “They look like they had cosmetic surgery”65%

25. How has the cosmetic surgery affected your opinion of this person, if at all? Do you think much better of them as a person, somewhat better of them, somewhat worse of them, much worse of them, or has your opinion of them not been affected by their having had the surgery?

Much better6%
 Somewhat better8%
 Somewhat worse6%
 Much worse1%
 Opinion not affected78%

26. Imagine for a moment that, either now or some time in the future, someone close to you wanted to get elective cosmetic surgery. For each of the following, do you think you would, on balance, strongly support their getting the surgery, generally support it, generally oppose it, or strongly oppose it?

	Would strongly <u>support</u> %	Would generally <u>support</u> %	Would generally <u>oppose</u> %	Would strongly <u>oppose</u> %	Doesn't apply <u>to me</u> %
a. Your mother.....	28	36	11	7	18
b. Your father.....	21	31	13	7	28
c. Your spouse or significant other	31	41	12	6	10
d. Your best friend	42	47	8	2	1
e. An adult son.....	26	36	13	5	20
f. An adult daughter.....	30	38	9	4	19

27a. Imagine for a moment that you could have any cosmetic surgery procedure done safely and for free—and that no one would know unless you told them. Please indicate which of the following procedures, if any, you would have done. (SELECT ALL THAT APPLY)

Breast augmentation.....	17%
Breast reduction.....	9%
Collagen injection	15%
Eyelid surgery.....	27%
Face Lift	32%
Hair transplant/implant.....	8%
Laser skin resurfacing/dermabrasian	29%
Liposuction.....	47%
Nose reshaping	17%
Tummy tuck	41%
Other.....	8%
None. I would have no procedure done.....	*
Don't know.....	9%

27b. **[ASK IF Q.27a=11, ELSE SKIP TO Q28]** What other cosmetic surgery procedure(s) would you have done?
[_____]

28. **[ASK IF Q16g=3 OR 4, ELSE SKIP TO Q29]** Earlier you indicated you definitely or probably will not have any kind of cosmetic surgery in the future. What are your primary reasons for saying this?

(PLEASE TYPE YOUR ANSWER IN BELOW, BEING AS SPECIFIC AS POSSIBLE)

[_____]

29a. Earlier you indicated you definitely or probably will have some kind of cosmetic surgery in the future. What procedure or procedures do you intend to have done? (SELECT ALL THAT APPLY)

Breast augmentation.....	12%
Breast reduction.....	6%
Collagen injection.....	10%
Eyelid surgery.....	22%
Face Lift.....	34%
Hair transplant/implant.....	6%
Laser skin resurfacing/dermabrasian.....	26%
Liposuction.....	26%
Nose reshaping.....	7%
Tummy tuck.....	15%
Other.....	10%

29b. [ASK IF Q.29a=11, ELSE SKIP TO Q30] What other cosmetic surgery procedure(s) do you intend to have done?

[_____]

30. [ASK IF Q16g=1 OR 2] What are the primary reasons you probably or definitely will have cosmetic surgery some time in the future?

(PLEASE TYPE YOUR ANSWER IN BELOW, BEING AS SPECIFIC AS POSSIBLE)

[_____]

31a. Earlier you indicated you at one time had cosmetic surgery. What procedure or procedures did you have done? (SELECT ALL THAT APPLY)

Breast augmentation.....	12%
Breast reduction.....	8%
Collagen injection.....	5%
Eyelid surgery.....	17%
Face Lift.....	8%
Hair transplant/implant.....	4%
Laser skin resurfacing/dermabrasian.....	11%
Liposuction.....	11%
Nose reshaping.....	19%
Tummy tuck.....	5%
Other.....	33%

31b. [ASK IF Q.31a=11, ELSE SKIP TO Q32] What other cosmetic surgery procedure(s) have you had done?
 [_____]

32. At what age did you have the **PROCEDURE(S)** done?

Under 20 11%
 20-29.....29%
 30-39.....21%
 40-49.....18%
 50-59.....11%
 60-69.....3%
 70+.....*

33. What are the primary reasons you had the cosmetic surgery?

(PLEASE TYPE YOUR ANSWER IN BELOW, BEING AS SPECIFIC AS POSSIBLE)

[_____]

34. Please indicate if you ever had a cosmetic surgery procedure that coincided with each of the following life events.

	<u>Yes</u>	<u>No</u>	Never happened <u>to me</u>
	%	%	%
a. A divorce	3	49	48
b. A breakup with a girlfriend or boyfriend.....	4	64	33
c. Death of a spouse or significant other	1	47	52
d. Job search.....	3	63	34
e. Birth of a child	5	52	43
f. Wedding of your son or daughter	2	46	52
g. School reunion	3	60	37
h. Death of a parent.....	2	54	44

35. For each of the statements below, please type in whether, as a result of your cosmetic surgery, it describes you:

	<u>Very Well</u> %	<u>Fairly Well</u> %	<u>Not very Well</u> %	<u>Not at All</u> %	<u>Doesn't Apply</u> %
a. I am happy with the way I look...	35	40	11	4	10
b. I look younger than I used to	16	19	15	18	32
c. I look sexier than I used to.....	20	26	17	14	22
d. My spouse or partner is happier with my appearance	17	19	10	11	42
e. I don't feel self conscious about my appearance.....	33	34	14	7	12
f. My chances for professional advancement have improved	10	11	14	20	45
g. I feel more desirable.....	24	30	15	13	19
h. I look the way I've always wanted to look.....	17	36	18	14	16
i. I feel better about myself	44	32	7	5	12

36. For each of the statements below, please type in whether it is:

	<u>Generally True</u> %	<u>Generally Not True</u> %
a. Among those people who knew I was going to have the surgery done, most said I "looked great" when they saw me after the procedure	75	25
b. Of those people who did <u>not</u> know I was going to have the surgery done, most said I "looked great" even though they might not have known why.....	62	38
c. Most people, when they meet me for the first time, can probably tell I had some cosmetic surgery	7	93
d. After I had the surgery, I fibbed a little bit and told people I had it done for medical reasons	18	82

D1. Now, we just a few questions for statistical purposes...

What is your age?

18-24.....	8%
25-29.....	10%
30-34.....	11%
35-39.....	11%
40-44.....	13%
45-49.....	13%
50-54.....	9%
55-59.....	12%
60-64.....	4%
65-69.....	5%
70+.....	3%

D2. What was the last level of education you completed?

Less than high school	*
High school graduate.....	8%
Post high-school vocational training.....	2%
Some college	34%
College graduate.....	28%
Some post-graduate work.....	7%
Post-graduate degree	20%
Prefer not to answer.....	1%

D3. Which one of the following best describes your employment status?

Work full-time.....	54%
Work part-time.....	17%
Full-time homemaker	7%
Unemployed, laid off, or looking for work.....	4%
Retired	13%

D4. [ASK IF D3=1 OR 2] Are you in a senior, mid-level, or junior position at your place of work?

N=357

Senior	36%
Mid-level	46%
Junior	18%

D5. Which one of the following best describes where you live?

In a large city	33%
In a suburban area or town near a larger city.....	49%
In a smaller town not associated with a larger city	12%
In a rural area.....	6%

D6. Which one of the following best describes you?

Married	49%
Living with a steady partner, but not married	11%
Have a steady partner, but don't live with him/her	11%
Single without a steady partner	29%

D7. Have you ever been... (SELECT ALL THAT APPLY)

Divorced	39%
Separated	8%
Widowed	6%
None of the above	-
Refused/no answer	56%

D8. What do you consider to be your racial or ethnic background?

White/Caucasian.....	86%
Black /African American.....	2%
Asian/Pacific Islander.....	3%
Hispanic.....	5%
Other.....	-

D9. Do you consider yourself Hispanic or Latino?

Yes.....	6%
No.....	90%
Prefer not to answer.....	4%

D10. Below is a list of income ranges. Please indicate which range contains your current annual pre-tax household income. We need this information for statistical purposes only.

Less than \$10,000.....	1%
\$10,000 to \$19,999.....	2%
\$20,000 to \$29,999.....	5%
\$30,000 to \$39,999.....	8%
\$40,000 to \$49,999.....	10%
\$50,000 to \$74,999.....	20%
\$75,000 to \$99,999.....	11%
\$100,000 to \$149,000.....	11%
\$150,000 to \$199,999.....	4%
\$200,000 or more.....	4%
Prefer not to answer.....	23%

COSMETIC SURGERY SURVEY—GENERAL PUBLIC
Posted Survey Results (Total N = 2008)

Respondent Name: _____	
Interviewer Name: _____	
Phone #: _____	
Date: _____	Time Started: _____
	Time Ended: _____

1. To begin, I am going to read some things that may or may not be important to you personally. For each one, please tell me whether it is essential to you, important but not essential, not very important, or not at all important to you. If something doesn't apply, just let me know. First...

	<u>Essential</u>	<u>Imp.</u>	<u>Not</u>	<u>Not at</u>	<u>Doesn't</u>	<u>DK/</u>
	<u>%</u>	<u>%</u>	<u>Very</u>	<u>all</u>	<u>Apply</u>	<u>Ref.</u>
			<u>Imp.</u>	<u>Imp.</u>	<u>%</u>	<u>%</u>
			<u>%</u>	<u>%</u>		
a. Spending time with family ...	60	36	2	1	1	*
b. Maintaining an attractive physical appearance.....	20	60	18	2	*	*
c. Professional advancement....	19	44	22	6	8	1
d. Staying healthy and physically fit	51	46	2	*	*	*
e. Having time to pursue personal interests	32	58	8	2	*	*
f. Spending time with friends ..	25	60	13	1	*	*
g. Having a lot of money	12	38	45	5	*	*
h. Staying young looking.....	12	38	42	7	1	*
i. A fulfilling job or career.....	33	46	9	4	8	*
j. A fulfilling relationship with my spouse or significant other.....	55	31	4	2	7	*
k. A fulfilling spiritual or religious life.....	43	40	12	4	1	*
l. Feeling good about myself ...	51	47	2	1	*	*

2. For each of the following, please tell me whether you are completely satisfied with it, somewhat satisfied, somewhat dissatisfied, or completely dissatisfied with it. Again, if something doesn't apply to you, just let me know. First...

	Completely <u>Satis.</u> %	Some- what <u>Satis.</u> %	Some- what <u>Dissatis.</u> %	Completely <u>Dissatis.</u> %	Doesn't <u>Apply</u> %	DK/ <u>Ref.</u> %
a. The amount of time I get to spend with my family.....	36	45	14	3	1	1
b. My physical appearance.....	29	59	9	1	*	*
c. My career track	26	39	11	4	12	8
d. My health and fitness.....	29	55	13	2	*	*
e. The amount of time I get to spend on my personal interests	27	50	18	4	*	*
f. The amount of time I get to spend with my friends.....	30	51	15	3	1	*
g. The amount of money I have ..	21	52	17	8	1	1
h. The way I look for my age	50	44	4	1	1	1
i. How fulfilling my job is.....	25	39	10	4	14	8
j. My relationship with my spouse or significant other	50	25	5	3	10	7
k. My spiritual or religious life ...	41	44	8	1	5	1
l. Feeling good about myself.....	47	49	4	1	*	*

3. Please tell me whether each of the following words describes you very well, fairly well, not very well, or not at all. First...

	<u>Very</u> <u>Well</u> %	<u>Fairly</u> <u>Well</u> %	<u>Not</u> <u>Very</u> <u>Well</u> %	<u>Not at</u> <u>all</u> %	<u>DK</u> %
a. Content.....	45	45	7	3	1
b. Outgoing	46	38	12	3	*
c. Ambitious	38	41	13	6	1
d. Laid-back	38	39	15	7	1
e. Culturally refined.....	26	47	18	6	3
f. Intellectual	37	54	7	2	1
g. Popular.....	25	56	12	4	3
h. Private.....	43	39	13	4	1
i. Impatient.....	27	30	25	17	1
j. Athletic	21	36	25	17	1
k. Flirtatious.....	20	26	26	25	2
l. Fun-loving.....	59	36	4	1	*
m. Independent.....	67	29	3	1	*
n. Emotional.....	34	41	19	5	1
o. Stylish	22	40	26	11	1

4. You may have heard some people rate particularly good-looking women and men as a “Perfect 10.” Using a scale from 0 to 10, where 10 is extremely attractive, 0 is extremely unattractive, and 5 is average, please rate the following celebrities and famous people on how you think they look today. If you’ve never heard of someone, or if you haven’t seen them lately, just let me know. First...

	Extremely Unattractive							Extremely Attractive			Not heard of/seen DK/		
	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>Lately</u>	<u>Ref.</u>
	%	%	%	%	%	%	%	%	%	%	%	%	%
(X VERSION)													
a. Will Smith.....	2	1	1	1	2	12	7	15	18	9	11	8	12
b. Martha Stewart.....	3	3	4	6	8	26	11	11	7	3	3	6	9
c. Jennifer Lopez.....	*	1	1	2	2	8	6	12	18	14	16	9	13
d. Bruce Springsteen.....	2	2	3	6	8	23	11	9	6	3	3	14	11
e. Diane Keaton.....	1	*	1	2	4	17	11	16	11	4	4	15	14
f. Barbra Streisand.....	5	3	4	6	8	19	12	11	13	4	8	4	2
g. Tommy Lee Jones.....	2	1	3	4	6	18	12	15	10	4	6	9	10
h. Oprah Winfrey.....	3	2	3	5	7	21	13	15	12	5	9	3	2
i. Cher.....	3	2	4	6	9	17	11	13	13	8	10	3	2
j. Robert Redford.....	1	1	1	1	3	14	9	16	18	9	12	8	7
k. Britney Spears.....	1	*	2	2	3	10	7	13	17	13	14	7	11
l. Tina Turner.....	2	2	2	4	5	15	9	13	18	10	13	5	3
m. Samuel L. Jackson.....	2	1	2	1	3	12	9	11	12	6	5	17	20
n. Tony Bennett.....	2	1	2	4	4	17	12	12	10	4	5	13	13
(Y VERSION)													
o. Joan Rivers.....	5	5	7	12	13	23	9	6	5	2	1	8	4
p. Jimmy Smits.....	1	*	1	1	2	9	6	10	13	6	7	20	23
q. Pamela Anderson Lee.....	2	1	3	4	4	11	8	12	13	10	12	11	10
r. Bill Cosby.....	1	1	2	3	6	22	13	16	13	5	10	4	2
s. Goldie Hawn.....	1	1	1	1	3	12	8	18	21	11	13	7	2
t. Tom Brokaw.....	2	1	2	3	5	18	13	15	14	5	5	8	7
u. Roseanne Arnold.....	14	9	10	13	13	18	5	4	2	1	1	6	3
v. Connie Chung.....	1	1	2	2	4	19	14	18	16	6	6	7	3
w. Sean Connery.....	*	1	1	1	1	9	8	14	22	12	20	5	4
x. Cybill Shephard.....	1	1	1	2	3	15	11	19	19	7	5	11	6
y. Mary Tyler Moore.....	2	1	2	2	5	20	15	15	13	5	5	10	4
z. Tiger Woods.....	*	1	2	2	2	12	9	16	21	15	16	3	3
aa. Richard Gere.....	1	*	1	1	2	11	10	16	20	10	14	7	6

5. Please tell me whether you strongly agree, generally agree, generally disagree, or strongly disagree with each of the following statements. First...

	<u>Strongly</u> <u>Agree</u> %	<u>Generally</u> <u>Agree</u> %	<u>Generally</u> <u>Disagree</u> %	<u>Strongly</u> <u>Disagree</u> %	<u>DK</u> %
a. There is a great deal of pressure on women to stay youthful looking as they age.....	74	22	3	1	*
b. There is a great deal of pressure on men to stay youthful looking as they age	24	43	25	7	1

6. I am going to read two statements. When I have finished reading both, please tell me which one you agree with more. First...

Inner beauty is nice, but in the real world, physical beauty is what really counts35%

OR

Physical beauty is nice, but in the real world, inner beauty is what really counts60%

Both count equally (vol.).....2%

Neither count at all (vol.)1%

Don't know (vol.).....1%

ASK Q.7 IN VERSION X ONLY:

7. I am going to read three statements. When I have finished reading all three, please tell me which one you agree with most. First...

As men age, they usually get more distinguished looking. But
as women age, they usually just get older looking30%

OR

As women age, they usually get more distinguished looking.
But as men age, they usually just get old looking6%

OR

Men and women are equally likely to grow distinguished
looking as they age; they are also equally likely to just get old
looking.....62%

Don't know (vol.).....2%

ASK EVERYONE (QS. 8-10):

8. Using the same 0-to-10 point scale we used a few questions back to rate celebrities, where a “perfect 10” is extremely attractive, 0 is extremely unattractive, and 5 is average, how would you rate your own overall appearance?

0.....	*
1.....	*
2.....	1%
3.....	1%
4.....	3%
5.....	27%
6.....	17%
7.....	24%
8.....	17%
9.....	4%
10.....	3%
Don't know.....	2%

9. At what age do you think you reached—or will reach—your peak, in terms of physical attractiveness?

18-24.....	11%
25-34.....	29%
35-44.....	25%
45-54.....	14%
55-64.....	7%
65+.....	5%
Refused.....	8%

10. On an average day, do you think you look young, middle-aged, or old?

Young.....	48%	[SKIP TO Q.13]
Middle-aged.....	44%	[ASK Q.11, THEN SKIP TO Q.13]
Old.....	7%	[ASK Q.11 <u>AND</u> Q.12]
Don't know.....	1%	[SKIP TO Q.13]

ASK Q.11 IF LOOK “MIDDLE-AGED” (2) OR “OLD” (3) IN Q.10:

11. At about what age do you think you started looking middle-aged?

18-24.....	4%
25-34.....	10%
35-44.....	29%
45-54.....	34%
55-64.....	17%
65+.....	5%
Refused.....	2%

ASK Q.12 IF LOOK “OLD” (3) IN Q.10:

12. At about what age do you think you started looking old?

18-24.....	4%
25-34.....	3%
35-44.....	11%
45-54.....	12%
55-64.....	25%
65+.....	36%
Refused.....	9%

ASK EVERYONE (QS. 13-17):

13. I'm going to read the names of some general parts of your body. For each one, please tell me whether you are very satisfied with the way it looks, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. First...

	<u>Very Satisfied</u> %	Some- what Satisfied %	Some- what Dissatis %	Very Dissatis %	DK/ Refused %
a. Hair	46	38	9	5	1
b. Facial features	45	49	5	*	1
c. Neck	48	43	6	2	2
d. Skin	49	40	8	2	1
e. Upper body; that is, above the waist	32	51	13	3	1
f. Lower body; that is, the waist and below	32	44	17	6	1

14. Here are some words that may or may not describe the way you feel about your body as it matures. For each one, please tell me whether it describes the way you feel very well, fairly well, not very well, or not at all. First...

	<u>Very Well</u> %	Fairly <u>Well</u> %	Not Very <u>Well</u> %	Not at <u>all</u> %	DK/ Refused %
a. Philosophical.....	30	41	12	12	6
b. Happy.....	51	40	5	2	1
c. Disappointed.....	6	18	31	44	1
d. Pleased	40	48	9	3	1
e. Resigned	18	33	18	25	6
f. Fascinated	24	32	20	20	3
g. Depressed.....	6	12	26	55	1
h. Accepting.....	50	42	6	2	1
i. Afraid.....	5	13	27	54	1

15. For each of the following, please tell me whether you are currently doing it, have done it in the past but aren't doing it now, or have never done it. First...

	<u>Currently</u> %	<u>Past</u> %	<u>Never</u> %	<u>DK/Ref.</u> %
a. Maintained a regular exercise routine.....	49	33	18	*
b. Used hair coloring to hide gray .	19	9	71	*
c. Used cosmetics to cover up age marks or other signs of aging	13	5	82	*
d. Used skin products such as Retin-A to reduce or prevent wrinkles	8	6	86	*
e. Gone an a weight-loss or weight-reducing diet.....	17	37	47	*
f. Used hair replenishing lotions such as Monoxidil or Rogain	2	2	96	*
g. Had elective cosmetic surgery of any kind, including facial, body, or hair transplant/implant surgery	1	3	96	*
h. Maintained a healthful, well-balanced diet	64	21	15	*
i. Had a facial.....	6	18	76	*
j. Had a chemical peel or dermabrasian	1	2	95	1
k. Had a temporary cosmetic procedure, such as collagen or botox injections.....	1	1	98	*

16. For each of the following, please tell me whether you think you definitely will do it in the future, probably will do it, probably will not do it, or definitely will not do it in the future. First...

	Def. <u>Will</u> %	Probably <u>Will</u> %	Probably <u>Will Not</u> %	Def. <u>Will Not</u> %	<u>DK</u> %
a. Maintain a regular exercise routine.....	46	40	9	5	1
b. Use hair coloring to hide gray ...	20	20	17	41	1
c. Use cosmetics to cover up age marks or other signs of aging	13	22	19	45	1
d. Use skin products such as Retin-A to reduce or prevent wrinkles	7	19	26	47	1
e. Go on a weight-loss or weight-reducing diet.....	16	39	21	23	1
f. Use hair-replenishing lotions such as Monoxidil or Rogain	3	8	27	61	1
g. Have elective cosmetic surgery of any kind, including facial, body, or hair transplant/implant surgery.....	3	7	22	68	1
h. Maintain a healthful, well-balanced diet	56	35	5	3	1
i. Get a facial	12	25	19	42	1
j. Get a chemical peel or dermabrasian	2	6	24	67	2
k. Have a temporary cosmetic procedure, such as collagen or botox injections.....	2	3	20	75	1

These next questions focus on elective cosmetic surgery. Before we start, let me read a brief description of what I mean by cosmetic surgery, just to make sure we are talking about the same thing.

Elective cosmetic surgery is performed when a person wants to change or enhance his or her physical appearance. It is not usually paid for by insurance because it is not done for medical reasons.

These surgeries can be performed on the body or the face. They include such things as liposuction, tummy tucks, face lifts, “nose jobs,” and breast implants, among others. For our purposes, hair transplants are also considered an elective cosmetic surgery procedure.

We are not asking about plastic surgery that is done for medical purposes to restore form or function to a body part that is abnormal or disfigured due to trauma, cancer, birth defects, or surgery.

17. First, without meaning to stereotype, would you say there are typical kinds of people who get cosmetic surgery, or would you say there are not typical kinds of people who get it?

Yes, there are.....65%

No, there are not.....29%

Don't know.....6%

**IF “YES” IN Q.17(1), ASK 18. ALL OTHERS SKIP TO
INSTRUCTION BEFORE Q.19:**

18. And how would you describe the typical kinds of people who get cosmetic surgery, in terms of their age, gender, socio-economic status, personality, and so forth? Is there any other way you would describe them?

Refused..... X

Don't know..... Y

ASK Q.19 IN VERSION Y ONLY:

19. I am going to read two statements. After I have finished reading both, please tell me which one you agree with more. First...

In principle, people should be happy with who they are and not get elective cosmetic surgery37%

OR

In principle, if someone is not happy with how they look, there's nothing wrong with their getting elective cosmetic surgery59%

Don't know.....4%

ASK EVERYONE (QS. 20-21):

20. Please tell me whether you strongly agree, generally agree, generally disagree, or strongly disagree with each of the following statements. First...

	<u>Strongly</u> <u>Agree</u> %	<u>Generally</u> <u>Agree</u> %	<u>Generally</u> <u>Disagree</u> %	<u>Strongly</u> <u>Disagree</u> %	<u>DK</u> %
a. Most women who get cosmetic surgery to look younger are more vain than the average woman	39	36	16	5	4
b. Most women who get cosmetic surgery to look younger are more insecure about themselves than the average woman	45	34	13	5	3
c. Most men who get cosmetic surgery to look younger are more vain than the average man	43	33	13	7	4
d. Most men who get cosmetic surgery to look younger are more insecure about themselves than the average man	46	32	12	6	3
e. All things being equal, women who get cosmetic surgery to look younger have professional advantages over women their age who just age naturally	28	38	21	10	3
f. All things being equal, men who get cosmetic surgery to look younger have professional advantages over men their age who just age naturally	14	30	31	21	4
g. In general, it is more socially acceptable for a woman to get cosmetic surgery than for a man to get it	42	41	10	5	2

21. Do you know anyone who has ever had cosmetic surgery? He or she could be a family member, friend, or acquaintance.

Yes.....50%
No.....49%
Don't know.....1%

**ASK QS. 21-24 IF KNOW SOMEONE WHO HAS HAD
COSMETIC SURGERY IN Q.21(1).**

ALL OTHERS, SKIP TO Q.26.

22. Thinking about the person you know who most recently had cosmetic surgery, to the best of your knowledge, what procedure or procedures did they have done?

Breast augmentation.....35%
Breast reduction.....6%
Collagen injection.....2%
Eyelid surgery.....11%
Face Lift.....25%
Hair transplant/implant.....2%
Laser skin resurfacing/dermabrasian.....3%
Liposuction.....9%
Nose reshaping.....14%
Tummy tuck.....9%
Other.....1%
Don't know.....5%

23. Compared to before he or she had the surgery, would you say the surgery made this person look much better, somewhat better, somewhat worse, much worse, or did it make no real difference? If you didn't know them before the surgery, just let me know.

Much better	21%
Somewhat better	40%
Somewhat worse	4%
Much worse	2%
No real difference	24% [SKIP TO Q.25]
Didn't know them before the surgery	6% [SKIP TO Q.25]
Too early to tell (vol.)	1% [SKIP TO Q.25]
Don't know	2% [SKIP TO Q.24]

**ASK Q.24 IF "MUCH BETTER" (1) "SOMEWHAT BETTER" (2), "SOMEWHAT WORSE" (3) OR "MUCH WORSE" (4) IN Q.23.
ALL OTHERS SKIP TO Q.25.**

24. Now when you see this person, are you more likely to think "they look [INSERT RESPONSE FROM Q.23]" or to think "they look like they had cosmetic surgery?"

Made person look different	71%
Look like they had cosmetic surgery	20%
Both (vol.)	3%
Neither (vol.)	4%
Don't know	2%

Made person look much better	82%
Look like they had cosmetic surgery	10%
Both (vol.)	2%
Neither (vol.)	3%
Don't know	3%

Made person look somewhat better	72%
Look like they had cosmetic surgery	19%
Both (vol.)	3%
Neither (vol.)	4%
Don't know	2%

Made person look somewhat worse	23%
Look like they had cosmetic surgery	57%
Both (vol.)	5%
Neither (vol.)	13%
Don't know	2%

25. How has the cosmetic surgery affected your opinion of this person, if at all? Do you think much better of them as a person, somewhat better of them, somewhat worse of them, much worse of them, or has your opinion of them not been affected by their having had the surgery?

Much better3%
 Somewhat better4%
 Somewhat worse8%
 Much worse2%
 Opinion not affected80%
 Don't know2%

ASK EVERYONE (QS. 26-27):

26. Imagine for a moment that, either now or some time in the future, someone close to you wanted to get elective cosmetic surgery. For each of the following, do you think you would, on balance, strongly support their getting the surgery, generally support it, generally oppose it, or strongly oppose it? If an item doesn't apply to you, just let me know.

	<u>Strongly</u> <u>Support</u> %	<u>Gen.</u> <u>Support</u> %	<u>Gen.</u> <u>Oppose</u> %	<u>Strongly</u> <u>Oppose</u> %	<u>Doesn't</u> <u>Apply</u> %	<u>DK</u> %
a. Your mother.....	15	30	15	18	19	3
b. Your father.....	11	26	15	18	26	3
c. Your spouse or significant other	16	34	16	19	12	3
d. Your best friend	18	45	16	12	4	4
e. An adult son.....	13	33	18	19	14	3
f. An adult daughter.....	14	34	17	19	13	3

27. Regardless of whether or not you've ever done it, imagine for a moment that you could have any cosmetic surgery procedure done safely and for free—and that no one would know unless you told them. Please let me know which of the following procedures, if any, you would have done.

- [ASK WOMEN ONLY:] Breast augmentation....10%
- Breast reduction.....5%
- Collagen injection3%
- Eyelid surgery.....9%
- Face Lift10%
- Hair transplant/implant.....7%
- Laser skin resurfacing/dermabrasian10%
- Liposuction.....14%
- Nose reshaping7%
- Tummy tuck19%
- Some other procedure?1%
- Or would you have no procedure done?.....46%
- Don't know (vol.).....7%

ASK Q.28 IF “PROBABLY/DEFINITELY WILL NOT” HAVE COSMETIC SURGERY IN THE FUTURE—Q.16g (3 OR 4).

ALL OTHERS SKIP TO INSTRUCTION BEFORE Q.29.

28. Earlier you said you definitely or probably will not have any kind of cosmetic surgery in the future. What are your primary reasons for saying this? Are there any other primary reasons you can think of?

- Refused..... X
- Don't know..... Y

ASK QS. 29 AND 30 IF “PROBABLY/DEFINITELY WILL” HAVE COSMETIC SURGERY IN THE FUTURE—Q.16g (1 OR 2).

ALL OTHERS SKIP TO INSTRUCTION BEFORE Q.31.

29. Earlier you said you definitely or probably will have some kind of cosmetic surgery in the future. What procedure or procedures do you intend to have done? **[ACCEPT MULTIPLE RESPONSES.]**

Breast augmentation.....	12%
Breast reduction.....	8%
Collagen injection	2%
Eyelid surgery.....	15%
Face Lift	18%
Hair transplant/implant.....	6%
Laser skin resurfacing/dermabrasian	12%
Liposuction.....	12%
Nose reshaping	7%
Tummy tuck	15%
Remove unwanted hair.....	1%
Remove/correct blemishes/scars	2%
Penis enlargement	1%
Treatment for varicose/spider veins	1%
Breast lift.....	1%
Neck lift.....	1%
Other	*
Don't know.....	20%

30. What are the primary reasons you probably or definitely will have cosmetic surgery some time in the future?

Refused.....	X
Don't know.....	Y

ASK QS. 31-36 IF HAVE HAD COSMETIC SURGERY IN THE “PAST”—Q15g (2).

ALL OTHERS SKIP TO D1.

31. Earlier you said you at one time had cosmetic surgery. What procedure or procedures did you have done? **[ACCEPT MULTIPLE RESPONSES.]**

Breast augmentation	17%
Breast reduction.....	8%
Collagen injection	2%
Eyelid surgery.....	19%
Face Lift	10%
Hair transplant/implant.....	3%
Laser skin resurfacing/dermabrasian	11%
Liposuction.....	*
Nose reshaping	15%
Tummy tuck	8%
Remove unwanted hair.....	4%
Remove/correct blemishes/scars	3%
Ears tucked	2%
Chin lift/tuck	1%
Other.....	3%
Don't know.....	11%

32. At what age did you have the **[INSERT PROCEDURE(S) FROM Q.34]** done?

Under 20	11%
20-29.....	24%
30-39.....	21%
40-49.....	18%
50-59.....	5%
60-69.....	2%
70+.....	2%
Refused.....	18%

33. What are the primary reasons you had the cosmetic surgery? Are there any other primary reasons you can think of?

To feel better about myself/ give myself self confidence	12%
Medical reasons	10%
To look better	16%
Puffy/droopy eyes	8%
To fix nose	6%
Other	32%
Don't know	17%

34. Please tell me if you ever had a cosmetic surgery procedure that coincided with each of the following life events. If any of the following never happened to you, just let me know. First...

	<u>Yes</u> %	<u>No</u> %	<u>Never Happened</u> %	<u>DK</u> %
a. A divorce	12	77	11	-
b. A breakup with a girlfriend or boyfriend	20	72	8	-
c. Death of a spouse or significant other	13	77	6	3
d. Job search	17	74	9	-
e. Birth of a child	11	79	9	-
f. Wedding of your son or daughter	7	78	15	-
g. School reunion	15	78	7	-
h. Death of a parent	8	81	10	-

35. Now please tell me whether, as a result of your cosmetic surgery, each of the following statements describes you very well, fairly well, not very well, or not at all. If an item doesn't apply to you, just let me know. First...

	<u>Very Well</u> %	<u>Fairly Well</u> %	<u>Not very Well</u> %	<u>Not at All</u> %	<u>Doesn't Apply</u> %	<u>DK</u> %
a. I am happy with the way I look...	62	26	5	-	5	2
b. I look younger than I used to	23	25	11	25	15	2
c. I look sexier than I used to.....	31	21	17	17	11	4
d. My spouse or partner is happier with my appearance	37	23	4	8	26	2
e. I don't feel self conscious about my appearance.....	47	24	7	12	10	-
f. My chances for professional advancement have improved	19	21	8	26	26	-
g. I feel more desirable.....	37	33	7	14	9	-
h. I look the way I've always wanted to look.....	27	42	14	8	7	2
i. I feel better about myself	62	21	6	4	4	2

36. Please tell me whether each of the following statements is generally true or generally not true. First...

	<u>Not True</u> %	<u>True</u> %	<u>DK</u> %
a. Among those people who knew I was going to have the surgery done, most said I “looked great” when they saw me after the procedure	61	31	8
b. Of those people who did <u>not</u> know I was going to have the surgery done, most said I “looked great” even though they might not have known why.....	53	37	10
c. Most people, when they meet me for the first time, can probably tell I had some cosmetic surgery	9	88	3
d. After I had the surgery, I fibbed a little bit and told people I had it done for medical reasons	23	67	10

ASK EVERYONE (D1-D3):

Now, I have just a few questions for statistical purposes...

D1. What is your age?

18-24.....	14%
25-29.....	9%
30-34.....	8%
35-39.....	10%
40-44.....	12%
45-49.....	10%
50-54.....	8%
55-59.....	7%
60-64.....	5%
65-69.....	5%
70+.....	11%
Refused.....	1%

D2. What was the last level of education you completed?

Less than high school.....	6%
High school graduate.....	25%
Post high-school vocational training.....	4%
Some college.....	27%
College graduate.....	26%
Some post-graduate work.....	4%
Post-graduate degree.....	9%
Refused (vol.).....	*

D3. Which of the following best describes your employment status?

Work full-time.....	55%	[ASK D4]
Work part-time.....	13%	[ASK D4]
Full-time homemaker.....	6%	[SKIP TO D5]
Unemployed, laid off, or looking for work.....	6%	[SKIP TO D5]
Retired.....	19%	[SKIP TO D5]
Refused (vol.).....	1%	

**ASK IF WORK FULL- OR PART-TIME IN D3 (1 OR 2).
ALL OTHERS SKIP TO D5.**

D4. Are you in a senior, mid-level, or junior position at your place of work?

Senior	32%
Mid-level	38%
Junior	22%
Refused	8%

ASK EVERYONE (D5-D12):

D5. Which one of the following best describes where you live?

In a large city	24%
In a suburban area or town near a larger city	33%
In a smaller town not associated with a larger city	24%
In a rural area	19%
Refused (vol.)	1%

D6. Which one of the following best describes you?

Married	53%
Living with a steady partner, but not married	8%
Have a steady partner, but don't live with him/her	11%
Single without a steady partner	27%
Refused (vol.)	1%

D7. Have you ever been...

Divorced.....	25%
Separated.....	3%
Widowed.....	9%
None of the above (vol.).....	64%
Refused (vol.).....	1%

D8. What do you consider to be your racial or ethnic background?

White/Caucasian.....	80%
Black /African American.....	9%
Asian/Pacific Islander.....	2%
Hispanic.....	4%
Native American.....	2%
Multi-racial.....	1%
Other:.....	*
Refused (vol.).....	2%

D9. Do you consider yourself Hispanic or Latino?

Yes.....	7%
No.....	92%
Refused.....	1%

D10. I am going to read a list of income ranges. Please stop me when I reach the category that contains your current annual pre-tax household income. We need this information for statistical purposes only.

Less than \$10,000.....	7%
\$10,000 to \$19,999.....	11%
\$20,000 to \$29,999.....	13%
\$30,000 to \$39,999.....	13%
\$40,000 to \$49,999.....	12%
\$50,000 to \$74,999.....	17%
\$75,000 to \$99,999.....	9%
\$100,000 to \$149,000.....	5%
\$150,000 to \$199,999.....	1%
\$200,000 or more	2%
Refused (vol.).....	11%

D11. How many telephone numbers are there in this household where YOU can be reached? Please do not include cell phones or lines that are used ONLY for a computer or modem, or those that are used ONLY by some other household member.

One line.....	79%
Two lines.....	15%
Three lines.....	3%
Four lines.....	1%
Five lines.....	*
More than 5 lines.....	*
Refused.....	1%

D12. At the beginning of the survey, I mentioned that it is being conducted for a major magazine. The people who are writing the article based on the survey results would welcome the opportunity to talk more in depth with some of the people taking this survey. Your participation would be completely voluntary. Would you be willing to talk to one of the writers?

[IF ASKED ABOUT CONFIDENTIALITY, READ:]

If you agree to be further interviewed, please remember that this survey is being conducted by Roper Starch Worldwide, which is not in any way associated with the magazine. All answers you provided today will be held strictly confidential by Roper Starch Worldwide, and will not even be seen by any writer who would call you, if you consent. Again, would you be willing to talk to one of the writers?

Yes..... 1 **[RECORD INFO. BELOW]**
No..... 2 **[READ SIGN-OFF]**

[READ SIGN-OFF:]

Those are all of my questions. Thanks very much for your time and participation—it is greatly appreciated.

[INTERVIEWER ADD:]

STATE: ___ ___

<p>Respondent Name: _____</p> <p>Best time to be reached: _____</p> <p>Phone #: _____</p>
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