

## U.S. Consumer Survey on Cosmetic Surgery

### Female Fact Sheet

#### METHODOLOGY:

Synovate Inc.'s online Global Opinion Panel was used as the sample source for this study. This is a national household database consisting of over 1.4 million households that have agreed to participate in survey research. Interviews were completed July 11-16, 2006. The study included 1,010 representative interviews among adults ages 18 to 65, split evenly on gender. An over sample of 'category acceptors' was collected to bring the total to 500 interviews. A category acceptor is defined as people who have had any type of cosmetic surgery or who thinks they will have cosmetic surgery at some point in their life.

#### Cosmetic surgery on the rise

- When asked if they've ever had a cosmetic surgery procedure, 8% of women said yes.
- However, when asked if they plan to have cosmetic surgery in the future, a surprising 25% of women said yes.

#### Consumer influence and decision making

- 83% of women say that no one influences their decisions on appearance other than themselves.
- With that said, 9% of women said that a significant other would influence their decisions on appearance.
- 86% of women believe that personal appearance affects their ability to succeed professionally or get promoted.

#### Consumer confusion about practitioners and qualifications

- 50% of women say they don't know the difference between a cosmetic surgeon and a plastic surgeon.

#### Only your doctor knows for sure...or does he?

- When asked how open they'd be about whether or not they've had cosmetic surgery, only 14% of women say they'd tell anyone and everyone. 31% say they'd tell only those who asked and 17% say they'd only tell close family members and friends. 3% of women said it would be "their secret to keep."
- Despite the rise in "medical tourism" only 3% of women say they would leave the country to have cosmetic surgery.

#### No pain, no gain

- Only 4% of women cited fear of pain as a reason for foregoing cosmetic surgery. Instead, the cost is what would discourage 37% of those surveyed from having a procedure. Looking unnatural or fake comes in a strong second with 27% of the vote, while fear of not liking the outcome comes in at 9%.
- Yet, if there was disposable income to be had, 27% of women say they would forego an expensive vacation or luxury car to pay for cosmetic surgery.

#### Getting the "star" treatment

- When asked which celebrity feature they would choose as their own, 46% of women said they would choose Jennifer Aniston's eyes. Kim Basinger's cheekbones came in second with 19%. Beyonce's "booty" received 15% of the vote. Angelina Jolie's lips (11%) and Pamela Anderson's breasts (9%).
- 31% of women say if they could choose one television doctor to perform their cosmetic surgery, they would choose Dr. Doug Ross from "E.R." (George Clooney), while 28% say they would choose Dr. Sean McNamara from "Nip/Tuck" (Dylan Walsh). Surprisingly, Dr. McDreamy of "Grey's Anatomy" (Patrick Dempsey) came in third with only 21% of the vote.