



2010 AMERICAN ACADEMY OF COSMETIC SURGERY

Patient Diversity Fact Sheet

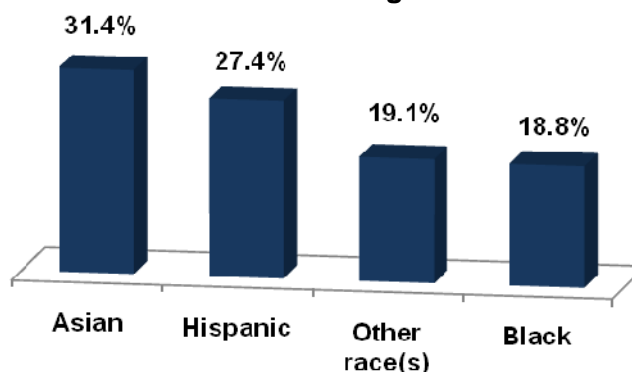
This survey was conducted to gain insight about opinions and attitudes regarding invasive and non-invasive cosmetic surgery procedures among Blacks or African Americans, Hispanics or Latinos, Asians and all other races (American Indians/Alaskan Natives, Hawaiian Natives/ Pacific Islanders, other races/more than one race).

- **Over half of respondents felt the popularity of cosmetic surgery has grown among members of their racial/ethnic group in the last five years (51.5%).** Blacks and Hispanics were more likely to indicate growth in popularity in the last five years when compared to other racial/ethnic groups.

- Overall, an estimated 6.9% of all minority respondents and 9.9% of whites* indicated ever having an invasive or non-invasive cosmetic surgery procedure. By race/ethnicity, Asians were most likely to report having had cosmetic surgery (11.1%), followed by Blacks (7.1%), Hispanics (4.6%) and other races (6.2%).

- Asian and Hispanic respondents were more likely to indicate cosmetic surgery was popular among members of their racial/ethnic background (31.4% and 27.4%, respectively) when compared to Blacks and all other races (18.8% and 19.1%, respectively).

Percent who reported cosmetic surgery is popular among members of the same racial/ethnic background



- About one-quarter of all respondents surveyed indicated they knew someone of the same racial/ethnic background who has had cosmetic surgery (24.7%).

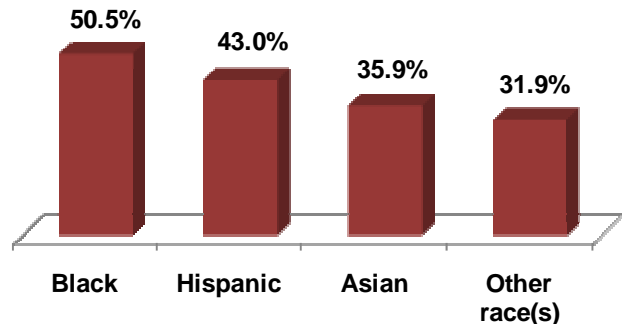
- When minority respondents were asked to identify reasons that would affect their decision to have cosmetic surgery, Hispanics were more likely to select 'cost' as a reason affecting their decision to have cosmetic surgery, Asians were more likely to select 'stigma' or 'not interested' as a reason and Blacks were more likely to select 'don't need it' as a reason.

For invasive cosmetic surgery procedures, the most common procedures Asian respondents reported having were facelift, eyelid surgery and ear surgery. Among Black respondents, the top procedures were liposuction, breast reduction and forehead lift. Among Hispanic respondents the top procedures were abdominoplasty, thigh lift and breast augmentation.

**Data from the American Academy of Cosmetic Surgery's 2009 Public Opinion Survey.*

- Over thirty percent of respondents would seek out a cosmetic surgeon of the same race/ethnicity as themselves. Over half of respondents agreed that if they had cosmetic surgery it would be difficult to find a cosmetic surgeon of the same race/ethnicity (56.6%). Blacks were almost twice as likely to report having difficulty finding a cosmetic surgeon of the same race/ethnicity when compared to Asians (59.8% compared to 32.6%, respectively).

Percent who reported there should be more minority cosmetic surgeons available



- When respondents were asked if there should be more minority cosmetic surgeons available to treat them, more than half of Blacks agreed with this comment (50.5%), followed by 43.0% of Latinos, 35.9% of Asians and 31.9% of all other races.

For non-invasive cosmetic surgery procedures, the most common procedures Asian respondents reported having were fat injections, dermabrasion and Botox®. Among Black respondents the most common procedures reported were laser hair removal, Botox® and chemical peels. Among Hispanic respondents the most common procedures were Botox®, laser hair removal and chemical peels.

- Among minority respondents who've had cosmetic surgery, over two-fifths of respondents chose a cosmetic surgeon who was of the same race/ethnicity (41.9%). Asian respondents were more likely to choose a cosmetic surgeon who was of the same race/ethnicity (60.5%) compared to other races/ethnicities.
- Over two-fifths felt it was difficult to find a cosmetic surgeon who was of the same race/ethnicity (43.1%). Blacks were more likely to reporting having difficulty finding a cosmetic surgeon of the same race/ethnicity as themselves (62.6%) when compared to other races/ethnicities.

METHODOLOGY: The sample frame for this survey was Survey Sampling's SurveySpot panel of 1.7 million Americans who have agreed to participate in survey research. The panel is representative of the United States online population between the ages of 18 and 64 years old. The survey was conducted from June 10 to June 14, 2010. The results are based on 1,331 completed interviews obtained from the online survey. Results from the survey were weighted by gender and age. The weighted results were used to estimate responses of the U.S. population according to the U.S. Census Bureau's 2008 American Community Survey. A sample size of 1,331 has a margin of error of approximately +/- 2.7 percent.

About the AACS

The American Academy of Cosmetic Surgery is a professional medical society whose members are dedicated to patient safety and physician education in cosmetic surgery. For more information, visit www.cosmeticsurgery.org.

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