

**American Academy of Cosmetic Surgery
2009 December Public Opinion Survey Results**

Methodology:

The sample frame for the American Academy of Cosmetic Surgery's 2009 *December Public Opinion Survey* was Survey Sampling's SurveySpot panel of 1.2 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 December 8 to December 11, 2009. The results are based on 1,246 completed interviews obtained from the online survey.

Results were weighted by gender, age, education, household income and employment status. The weighted results were used to estimate responses of the U.S. population according to the U.S. Census Bureau's 2007 *American Community Survey*. A sample size of 1,246 has a margin of error of approximately +/- 2.8 percent.

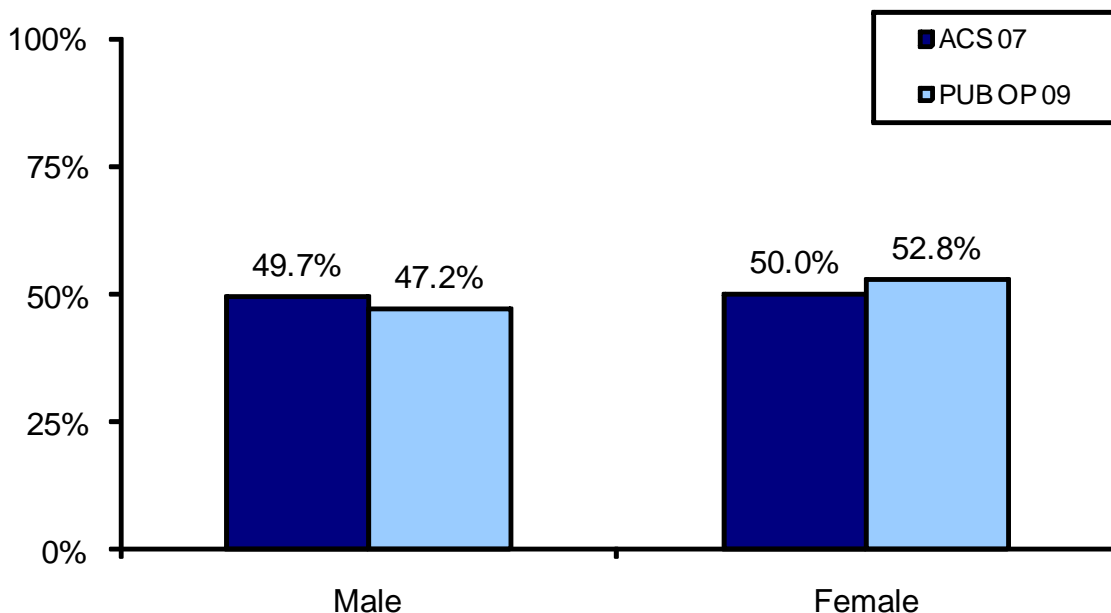
Purpose:

This purpose of the survey was to gather information about attitudes towards cosmetic surgery and society's acceptance of cosmetic surgery in general.

Demographics:

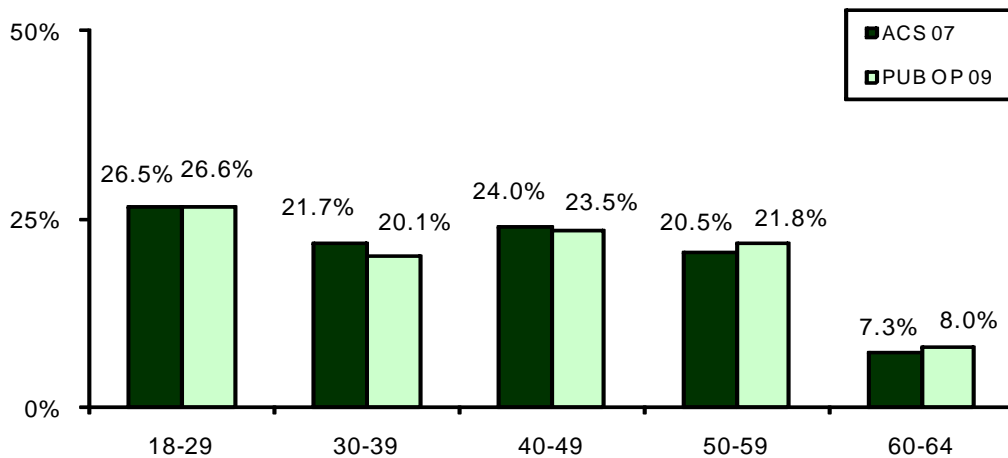
Respondent demographics collected in the 2009 *December Public Opinion Survey* (Pub Op 09) are presented alongside demographics from the 2007 *American Community Survey* (ACS 07) for comparisons purposes.

Sex (N=1,246)

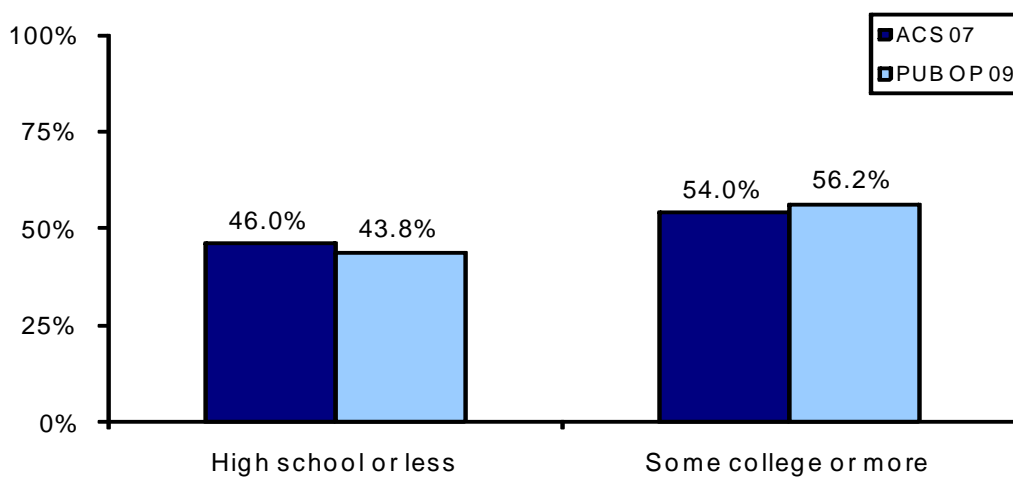


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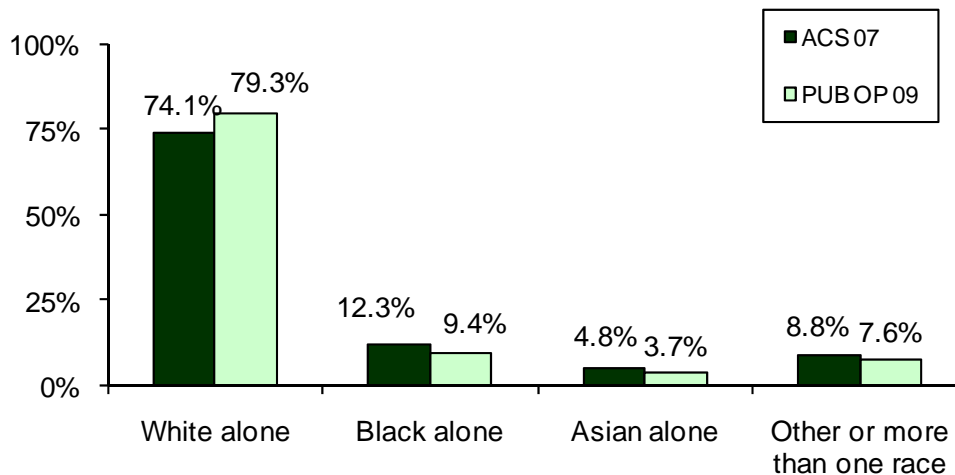
Age (N=1,246)



Education (N=1,246)

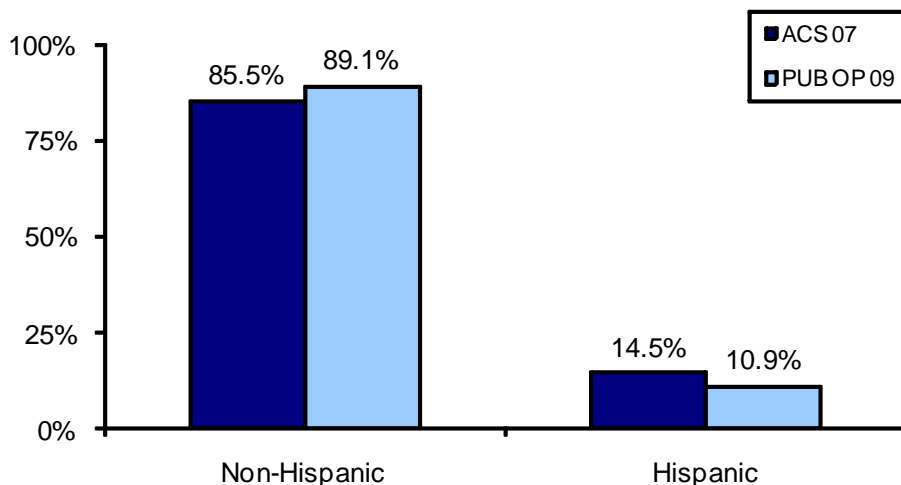


Race (N=1,246)

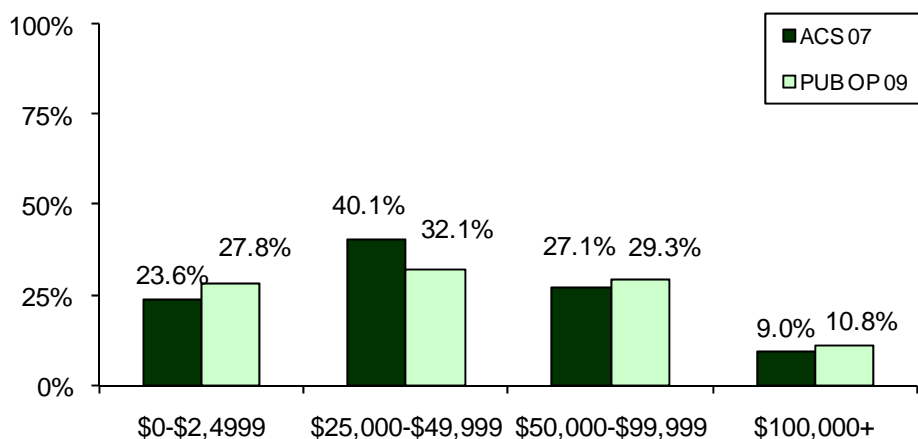


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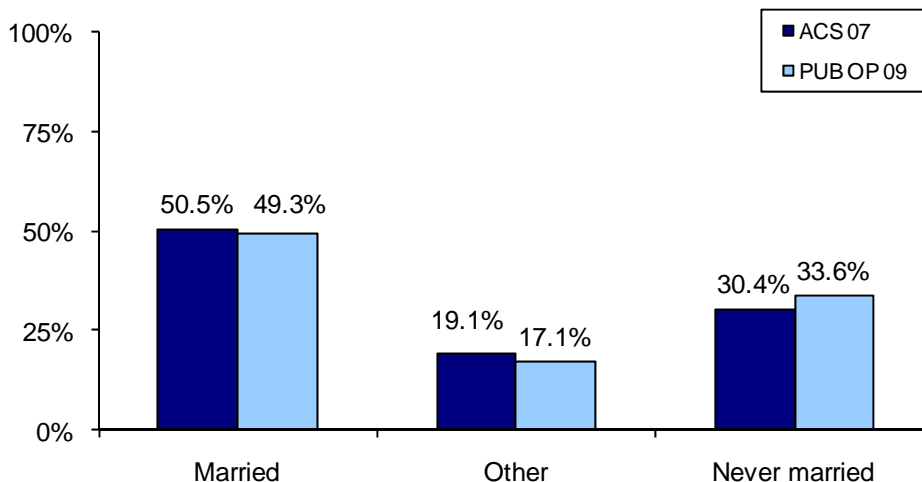
Ethnicity (N=1,246)



Household Income (N=1,246)

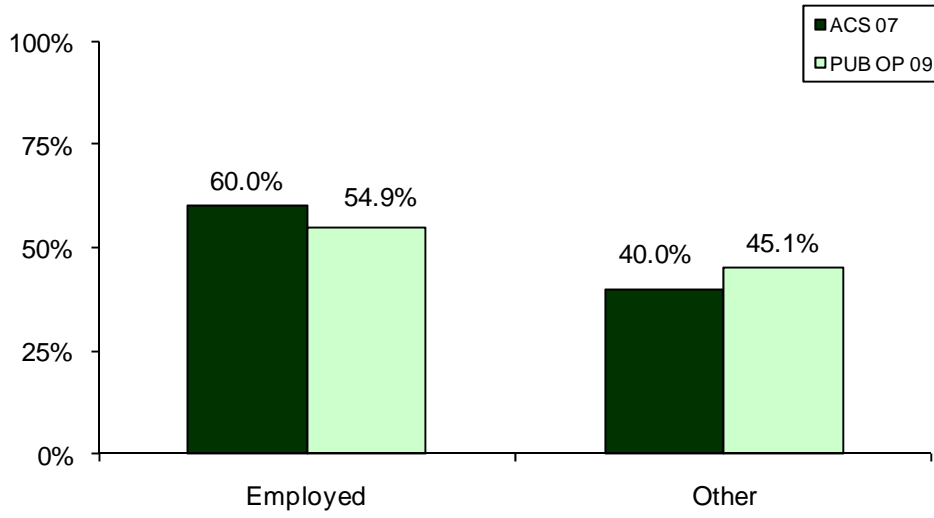


Marital Status (N=1,246)



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Employment Status (N=1,246)



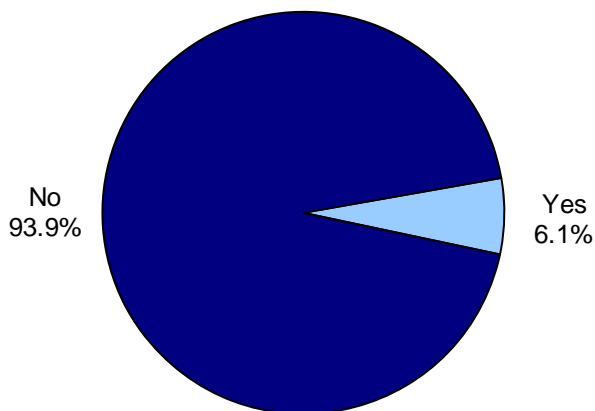
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Survey Results:

When asked about cosmetic surgery procedures, 6.1% of respondents reported ever having some kind of invasive cosmetic surgery procedure and 6.7% reported ever having some kind of non-invasive common cosmetic surgery procedure.

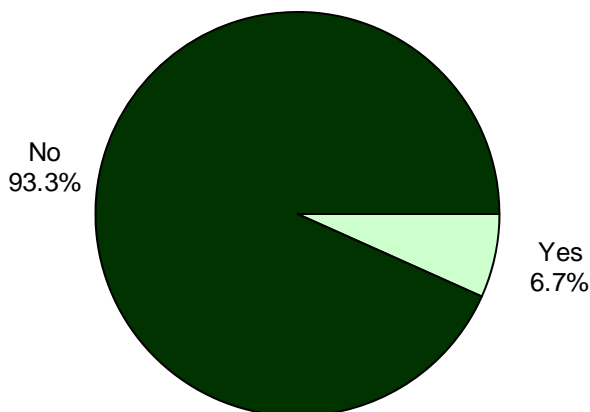
Have you ever had an invasive cosmetic surgery procedure? (N=1,246)

Examples of common invasive cosmetic procedures include: liposuction, face lift, tummy tuck, nose reshaping, breast augmentation and spider vein treatment.



Have you ever had a non-invasive common cosmetic surgery procedure? (N=1,246)

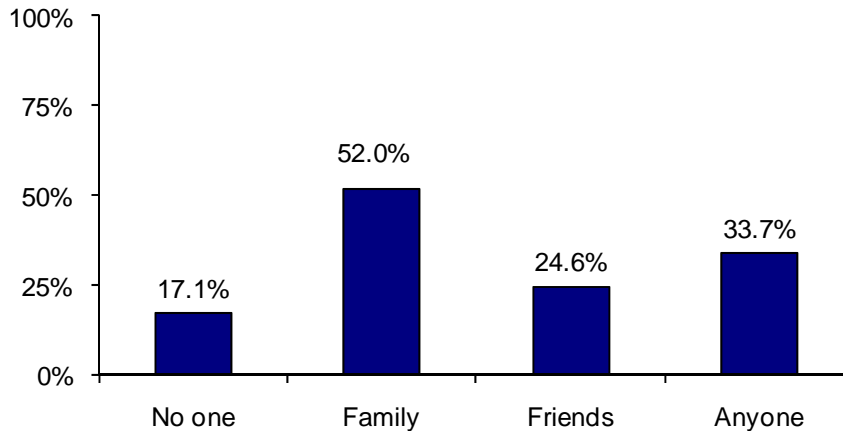
Examples of common non-invasive cosmetic procedures include: Botox®, collagen injection, chemical peel, laser hair removal, laser resurfacing and microdermabrasion.



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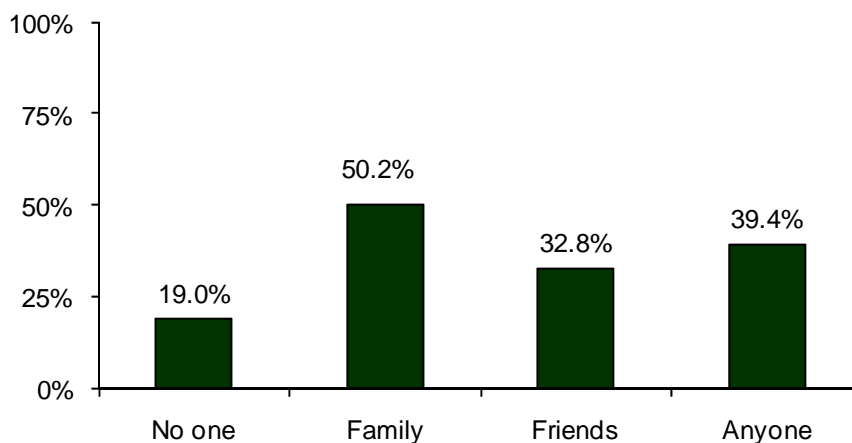
When respondents who reported having invasive cosmetic surgery were asked who they would tell they had invasive cosmetic surgery, over half indicated they would tell 'Family' and one-third indicated they would tell 'Anyone'.

If you had invasive cosmetic surgery who, if anyone, would you tell? (Select all that apply.) (N=75)



When respondents who reported having non-invasive cosmetic surgery were asked about who they would tell, over half indicated they would tell 'Family'. Respondents were more likely to tell 'Anyone' (39.4%) or 'Friends' (32.8%) when comparing responses to invasive cosmetic surgery.

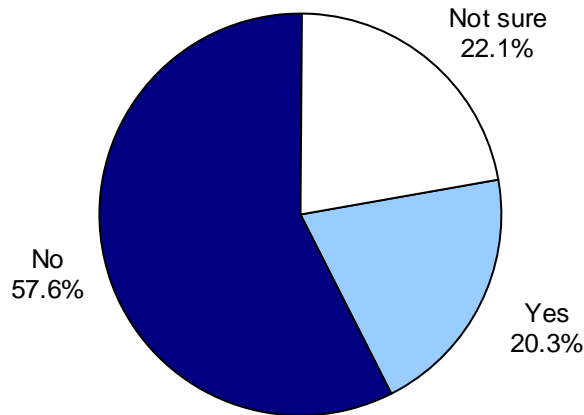
If you had non-invasive cosmetic surgery who, if anyone, would you tell? (Select all that apply.) (N=87)



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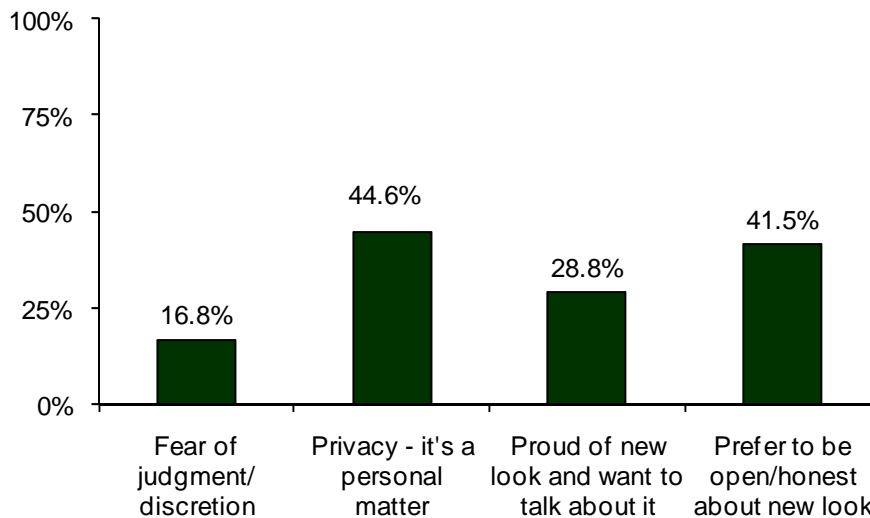
When respondents who had not had any cosmetic surgery were asked if they would consider getting having it in the future, 20.3% said 'Yes' while 22.1% said 'Not sure'.

Would you consider getting cosmetic surgery in the future? (N=1,119)



Among respondents who've had or would consider having cosmetic surgery, when asked what would influence their decision on who to tell, 44.6% selected 'privacy – it's a personal matter' while 41.5% indicated they'd 'prefer to be open/honest about new look'.

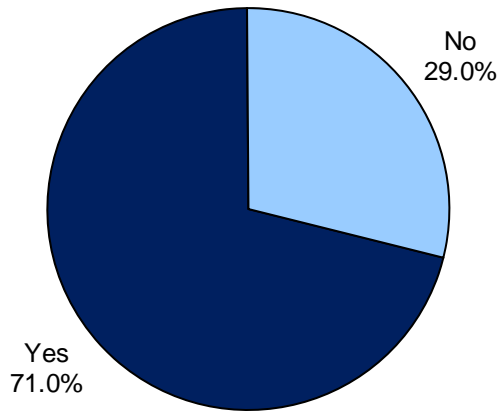
Which of the following would influence your decision on who to tell about your cosmetic surgery procedure(s)? (N=615)



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When respondents were asked if they thought society was less judgmental about cosmetic surgery than it was five and 10 years ago, the majority of respondents indicated society was less judgmental than it was five years ago (71.0%) and slightly more (74.4%) indicated society was less judgmental than it was 10 years ago.

**Do you think society is less judgmental about cosmetic surgery than it was 5 years ago?
(N=1,246)**



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When asked to select invasive cosmetic surgery procedures that respondents felt were most accepted in society, the most common responses were 'breast augmentation' (42.0%), followed by 'abdominoplasty (tummy tuck)' (32.1%) and 'facelift' (32.2%).

Of the following invasive cosmetic surgery procedures, which procedures do you think are most accepted in society? *Select up to three responses.*

(N=1,246)	Most Accepted (Percent)	2008 PC Rank (Total Number of Patients)
Abdominoplasty (tummy tuck)	32.1%	6
Blepharoplasty (eyelid surgery)	6.6	2
Breast augmentation	42.0	3
Breast lift	20.8	11
Breast reduction	22.4	13
Buttock implants	3.3	22
Buttock lift	2.0	17
Calf implants	0.5	23
Facelift	32.2	5
Forehead lift	2.1	10
Genioplasty (chin reshaping)	1.0	12
Gynecomastia (male breast reduction)	2.6	14
Hair transplant/restoration	26.2	7
Lip implant	1.7	9
Liposuction	25.1	1
Lower body lift	2.0	21
Malar augmentation (cheek implant)	0.5	15
Otoplasty (ear surgery)	2.6	16
Pectoral implants	0.2	24
Penile enlargement	2.2	25
Rhinoplasty	14.7	8
Sclerotherapy (spider vein treatment)	8.0	4
Thigh lift	1.7	20
Thread lift	0.4	19
Vaginal rejuvenation	3.0	18

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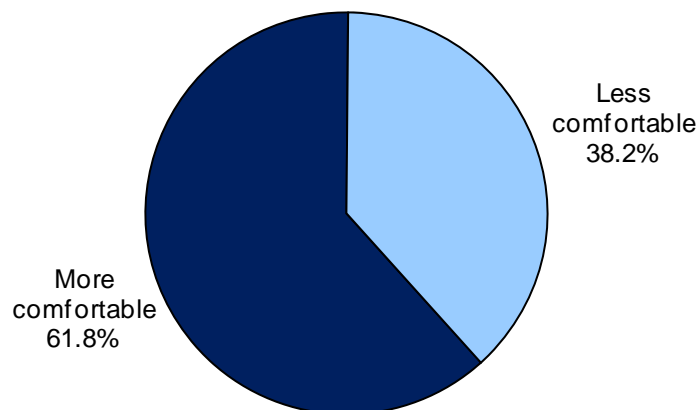
When asked to identify non-invasive cosmetic surgery procedures that respondents felt were most accepted in society, 'Botox' and 'Laser hair removal' were both selected by over three-fifths of respondents (61.6% and 61.9%, respectively). Other common responses included 'collagen injections' (29.4%), 'chemical peel' (26.6%) and 'microdermabrasion' (22.2%).

Of the following non-invasive cosmetic surgery procedures, which procedures do you think are most accepted in society? *Select up to three responses.*

(N=1,246)	Most Accepted (Percent)	2008 PC Rank (Total Number of Patients)
Botox® (price per unit)	61.6%	1
Chemical peels (TCA, medium peel)	26.6	5
Collagen injections	29.4	9
Dermabrasion (full face)	17.8	12
Fat injections	8.7	8
Hyaluronic acid (Restylane®/Hylaform®)	2.2	3
Laser hair removal (per session)	61.9	2
Laser resurfacing (full face)	10.6	7
Microdermabrasion	22.2	4
Radiesse®/Radiance® (1.3 cc syringe)	1.7	6
Sculptra®	1.5	10
Thermage® (full face)	3.1	11

When asked if society's attitude towards cosmetic surgery made respondents feel more or less comfortable about getting a cosmetic surgery procedure, over three-fifths of respondents (61.8%) said 'More comfortable'.

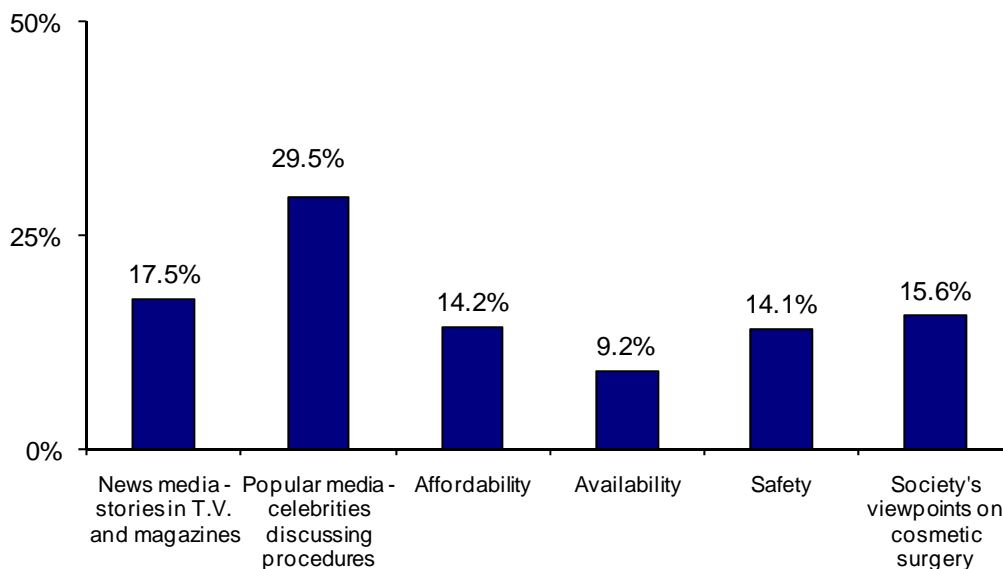
Does society's attitude towards cosmetic surgery make you feel more or less comfortable about getting a procedure? (N=1,246)



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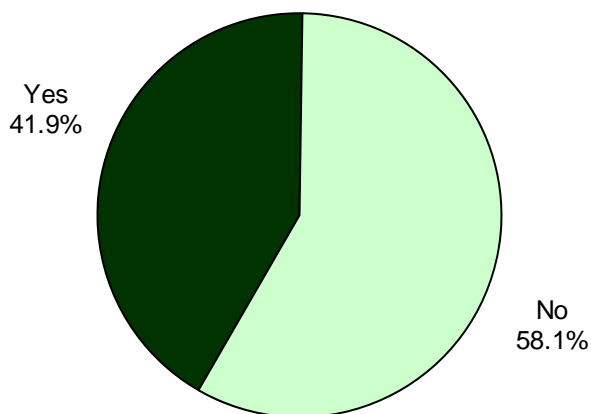
When respondents were asked to select the primary factor influencing society's acceptance of cosmetic surgery from a list of options, the most common response was 'Popular media – celebrities discussing procedures' (29.5%), followed by 'News media – stories in T.V. and magazines' (17.5%).

What is the primary factor influencing society's acceptance of cosmetic surgery? (N=1,246)



When asked if respondents knew the difference between a plastic surgeon and a cosmetic surgeon, two-fifths indicated they knew the difference, while the remaining three-fifths did not.

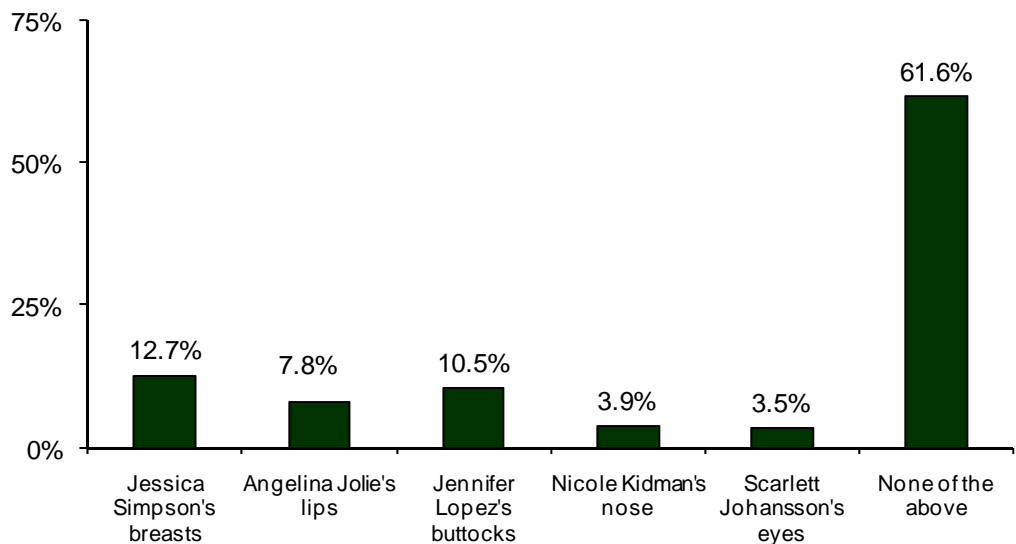
Do you know the difference between a plastic surgeon and cosmetic surgeon?



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When women were asked which celebrity body part they most desired for themselves, the most common response was 'Jessica Simpson's breasts' (12.7%) followed by 'Jennifer Lopez's buttocks' (10.5%).

(Women) Which celebrity body part, if any, do you most desire for yourself? (N=567)



Among men, the celebrity body part they most desired for themselves was Matthew McConaughey's abs (21.6%) followed by 'The Rock's arms' (12.3%).

(Men) Which celebrity body part, if any, do you most desire for yourself? (N=697)

