



2010 AMERICAN ACADEMY OF COSMETIC SURGERY

Cosmetic Surgery Attitudes Fact Sheet

This survey was conducted to gain insight about public opinions and attitudes regarding invasive and non-invasive cosmetic surgery procedures.

- An estimated 6.1% of respondents indicated ever having an invasive cosmetic surgery procedure and 6.7% indicated ever having a non-invasive cosmetic surgery procedure.
- When asked who, if anyone, respondents would tell about invasive cosmetic surgery, over half said they would tell family (52.0%) and less than one-quarter would tell friends (24.6%). For non-invasive cosmetic procedures the numbers were similar; 50.2% would tell family and 32.8% would tell friends. By sex, men were 5 to 6 times more likely to tell no one about having cosmetic surgery than women.
- Among respondents who have had or would have cosmetic surgery, about four in ten (44.6%) said that privacy would influence their decision on who to tell. A similar number said they preferred to be 'open and honest' about their look (41.5%).
- Women were more likely than men to be 'proud of their new look' or 'open and honest' about their surgery whereas respondents under the age of 30 were more likely to cite 'fear of judgment/discretion' as a concern.

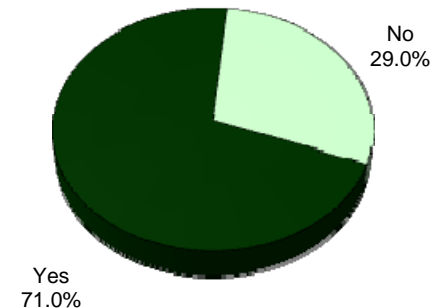
Seven in ten respondents (71%) thought society was less judgmental about cosmetic surgery than it was just five years ago.

- About 20.3% of respondents said they would consider getting cosmetic surgery in the future, another 22.1% were unsure if they would. Respondents under the age of 40 and women were almost twice as likely to indicate they would consider getting cosmetic surgery.

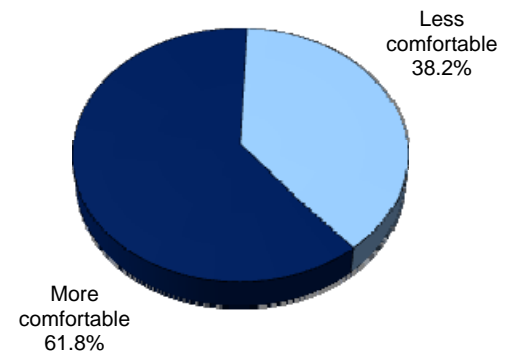
Six in ten respondents (61.8%) indicated society's attitude towards cosmetic surgery made them feel more comfortable about getting a procedure.

- When asked about the most accepted invasive cosmetic procedures, respondents were most likely to chose breast augmentation (42.4%), followed by facelift (32.2%) and tummy tuck (32.1%).
- Laser hair removal was the most accepted non-invasive cosmetic procedure (61.9%), followed by Botox® (61.6%) and collagen injections (29.4%).

Do you think society is less judgmental about cosmetic surgery than it was five years ago?



Does society's attitude towards cosmetic surgery make you feel more or less comfortable about getting a procedure?



METHODOLOGY: The sample frame for this 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 from the survey 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.

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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