

U.S. Consumer Survey on Cosmetic Surgery

African American 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 among African Americans

- When asked if they've ever had a cosmetic surgery procedure, 3% of African American respondents surveyed said yes.
- However, when asked if they plan to have cosmetic surgery in the future, 21% said yes. (An 18% increase among African Americans who have had cosmetic surgery and those who will seek it in the future).

Consumer influence and decision making

- 91% of African American respondents surveyed believe that personal appearance affects their ability to succeed professionally or get promoted.
- 70% of respondents in this category say that no one influences their decisions on appearance other than themselves.
- 18% said that a significant other would influence their decisions on appearance.

Consumer confusion around practitioners and qualifications

- 58% of African American respondents surveyed say that they don't know the difference between a cosmetic surgeon and a plastic surgeon.
- However, patient referrals (86%) and a physician's reputation in the community (71%) rank high among this group when selecting a cosmetic surgeon. Board certification and procedural price tied for second at 57%.

No pain, no gain

- 12% of African American respondents cited fear of pain as a reason for foregoing cosmetic surgery. Instead, cost and looking unnatural or fake tied for first receiving 36% of the vote. Fear of not liking the outcome came in second at 24%.
- If there was disposable income to be had, 29% of the respondents in this group say they would forego an expensive vacation to pay for cosmetic surgery.

Getting the "star" treatment

- When asked which celebrity feature they would choose as their own, 45% of African American women surveyed said they would prefer to have Beyonce's "booty." Jennifer Aniston's eyes and Kim Basinger's cheeks tied for second with 23% of the vote.
- Among the same respondents, 50% of the women surveyed say that if they could choose one television doctor to perform their cosmetic surgery, they would choose Dr. Doug Ross from "E.R." (George Clooney).

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, 14% of African American respondents surveyed say they'd tell anyone and everyone. 29% say they'd tell only those who asked.