



American Academy of Cosmetic Surgery

U.S. Consumer Survey on Cosmetic Surgery

Male 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: Not just for women

- When asked if they've ever had a cosmetic surgery procedure, 4% of men said yes.
- 12% of men said yes when asked if they planned to have cosmetic surgery in the future.

Consumer influence and decision making

- 70% of men say that no one influences their decisions on appearance other than themselves.
- However, one in four men are influenced by significant others regarding their appearance.
- 83% of men believe that personal appearance affects their ability to succeed professionally or get promoted.

Consumer confusion about practitioners and qualifications

- A startling 56% of men 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 11% of men say they'd tell anyone and everyone. 44% say they'd tell only those who asked and 14% say they'd only tell close family members and friends. 6% of men feel it's nobody else's business.
- Despite the rise in "medical tourism" only 1% of men say they would leave the country to have cosmetic surgery.

No pain, no gain

- Only 3% of men cited fear of pain as a reason for foregoing cosmetic surgery. Instead, the cost is what would discourage 39% of those men surveyed from having a procedure. Looking unnatural or fake comes in at a strong second with 32% of the vote, while fear of not liking the outcome comes in at 7%.
- Yet, if there was disposable income to be had, 18% of men say they would forego a luxury car to pay for cosmetic surgery.

Getting the "star" treatment

- Nick Lachey has the most coveted abs in Hollywood. When asked what celeb feature they'd most like to have, 51% of men said they would choose Nick Lachey's abs. Matthew McConaughey's teeth came in at second with 18%.
- Patrick Dempsey's hair received 15% of the votes. Brad Pitt's eyes received 14% and Ben Affleck's chin came in last with 3% of the vote.
- 31% of men say if they could choose one television doctor to perform their cosmetic surgery, they would choose Dr. Meredith Grey from "Grey's Anatomy" (Ellen Pompeo), while 28% say they would choose Dr. Lisa Cuddy from "House" (Lisa Edelstein). Dr. Isobel "Izzie" Stevens came in third with 15% of the vote.