



Department of Health

Cosmetic Survey

METHODOLOGY NOTE

ComRes interviewed 1762 English adults online from 3rd – 5th August 2012. Data were weighted to be demographically representative of all English adults. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

Cosmetic Survey - England Only

ONLINE Fieldwork : 3rd - 5th August 2012

Absolutes/col percents

Table 1

Q1. Which of the following cosmetic procedures or treatments, if any, have you ever had and paid for privately (not via the NHS)?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1762	836	926	181	293	369	319	275	325	656	447	232	427	538	506	528	190	-
Weighted base	1762	863	899	194	335	335	317	229	352	423	493	370	476	546	529	511	176	-
Laser hair removal	39 2%	14 2%	25 3%	11 5%	15 5%	5 1%	2 1%	1 1%	5 1%	12 3%	10 2%	13 4%	4 1%	20 4%	10 2%	6 1%	2 1%	-
Botox injection	22 1%	8 1%	13 1%	7 4%	2 1%	5 1%	3 1%	1 1%	4 1%	7 2%	4 1%	5 1%	5 1%	8 2%	3 1%	8 2%	2 1%	-
Dermal filler	17 1%	9 1%	8 1%	5 2%	5 1%	5 1%	* *	2 1%	1 *	7 2%	4 1%	1 *	5 1%	5 1%	2 *	7 1%	4 2%	-
Nose job	17 1%	9 1%	8 1%	6 3%	2 1%	2 1%	5 1%	2 1%	- -	4 1%	3 1%	6 2%	3 1%	2 *	5 1%	8 1%	2 1%	-
Breast enlargement or breast reduction	17 1%	5 1%	11 1%	9 5%	2 1%	- -	4 1%	* *	1 *	3 1%	2 *	9 2%	3 1%	5 1%	4 1%	5 1%	1 1%	-
Liposuction	15 1%	8 1%	7 1%	5 3%	6 2%	- -	3 1%	- -	1 *	4 1%	3 1%	4 1%	4 1%	5 1%	3 1%	5 1%	2 1%	-
Chemical peel	14 1%	10 1%	4 *	4 2%	5 2%	4 1%	- -	- -	1 *	5 1%	2 *	3 1%	5 1%	2 *	6 1%	5 1%	1 1%	-
Facelift, necklift or eyelid lift	11 1%	7 1%	4 *	5 2%	1 *	1 *	- -	2 1%	3 1%	5 1%	* *	5 1%	1 *	3 1%	1 *	5 1%	1 1%	-
Tummy tuck	10 1%	4 *	6 1%	4 2%	3 1%	- -	2 1%	- -	1 *	2 *	3 1%	5 1%	- -	3 1%	3 *	2 *	2 1%	-
Other cosmetic procedure not listed above	34 2%	15 2%	19 2%	5 2%	7 2%	7 2%	4 1%	9 4%	3 1%	13 3%	9 2%	4 1%	8 2%	14 3%	9 2%	6 1%	4 3%	-
None of these	1637 93%	810 94%	826 92%	163 84%	304 91%	315 94%	299 94%	216 94%	340 96%	383 91%	464 94%	339 92%	451 95%	495 91%	500 95%	478 94%	164 93%	-

Cosmetic Survey - England Only

ONLINE Fieldwork : 3rd - 5th August 2012

Absolutes/col percents

Table 1

Q1. Which of the following cosmetic procedures or treatments, if any, have you ever had and paid for privately (not via the NHS)?

Base: All respondents

	Region											Cosmetic Procedures			
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Any procedure paid privately	Considered having a procedure	Considered but not had
Unweighted base	1762	-	90	253	185	177	-	176	250	288	190	153	121	521	424
Weighted base	1762	-	88	247	176	194	-	194	264	282	176	141	125	504	412
Laser hair removal	39 2%	-	-	3 1%	3 2%	4 2%	-	* *	13 5%	7 3%	2 1%	6 5%	39 31%	26 5%	-
Botox injection	22 1%	-	-	3 1%	5 3%	1 1%	-	1 1%	6 2%	2 1%	2 1%	* *	22 17%	18 4%	-
Dermal filler	17 1%	-	1 1%	2 1%	4 2%	-	-	1 *	5 2%	-	4 2%	1 1%	17 14%	16 3%	-
Nose job	17 1%	-	-	7 3%	* *	5 2%	-	1 *	1 1%	1 *	2 1%	-	17 14%	12 2%	-
Breast enlargement or breast reduction	17 1%	-	-	2 1%	3 2%	1 *	-	4 2%	4 1%	2 1%	1 1%	-	17 13%	11 2%	-
Liposuction	15 1%	-	-	3 1%	2 1%	2 1%	-	-	3 1%	2 1%	2 1%	1 1%	15 12%	11 2%	-
Chemical peel	14 1%	-	-	2 1%	2 1%	3 1%	-	2 1%	1 *	1 *	1 1%	1 1%	14 12%	12 2%	-
Facelift, necklift or eyelid lift	11 1%	-	-	4 2%	1 1%	-	-	1 *	1 *	2 1%	1 1%	1 *	11 9%	7 1%	-
Tummy tuck	10 1%	-	-	2 1%	-	1 1%	-	-	2 1%	1 *	2 1%	1 1%	10 8%	8 2%	-
Other cosmetic procedure not listed above	34 2%	-	1 1%	4 2%	1 1%	5 3%	-	3 1%	8 3%	7 2%	4 3%	2 1%	34 27%	19 4%	-
None of these	1637 93%	-	86 98%	231 94%	161 91%	181 94%	-	186 96%	232 88%	263 93%	164 93%	132 94%	-	412 82%	412 100%

Cosmetic Survey - England Only

ONLINE Fieldwork : 3rd - 5th August 2012

Absolutes/col percents

Table 2

Q2. Which of the following cosmetic procedures or treatments, if any, would you consider having for non-medical reasons?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1762	836	926	181	293	369	319	275	325	656	447	232	427	538	506	528	190	-
Weighted base	1762	863	899	194	335	335	317	229	352	423	493	370	476	546	529	511	176	-
Laser hair removal	179	30	149	29	56	45	23	13	12	52	65	38	25	66	51	50	12	-
	10%	3%	17%	15%	17%	14%	7%	6%	3%	12%	13%	10%	5%	12%	10%	10%	7%	-
Tummy tuck	136	34	102	16	39	26	22	13	20	30	34	32	39	42	45	36	13	-
	8%	4%	11%	8%	12%	8%	7%	6%	6%	7%	7%	9%	8%	8%	8%	7%	8%	-
Facelift, necklift or eyelid lift	117	34	82	12	16	20	14	28	28	27	29	33	27	34	38	37	8	-
	7%	4%	9%	6%	5%	6%	4%	12%	8%	6%	6%	9%	6%	6%	7%	7%	4%	-
Liposuction	111	31	80	19	27	24	15	12	15	26	24	32	30	27	39	36	9	-
	6%	4%	9%	10%	8%	7%	5%	5%	4%	6%	5%	9%	6%	5%	7%	7%	5%	-
Botox injection	93	23	69	18	25	17	12	10	11	27	24	21	22	30	21	39	4	-
	5%	3%	8%	9%	7%	5%	4%	4%	3%	6%	5%	6%	5%	5%	4%	8%	2%	-
Breast enlargement or breast reduction	89	9	80	18	31	18	6	5	11	26	18	21	24	27	34	22	7	-
	5%	1%	9%	9%	9%	5%	2%	2%	3%	6%	4%	6%	5%	5%	6%	4%	4%	-
Chemical peel	84	18	67	10	25	29	13	5	3	15	26	24	19	27	20	34	4	-
	5%	2%	7%	5%	7%	9%	4%	2%	1%	4%	5%	6%	4%	5%	4%	7%	3%	-
Nose job	72	33	39	15	21	11	15	6	3	18	25	8	20	22	26	20	4	-
	4%	4%	4%	8%	6%	3%	5%	3%	1%	4%	5%	2%	4%	4%	5%	4%	2%	-
Dermal filler	44	4	41	6	10	13	7	4	4	14	10	12	8	14	5	22	4	-
	3%	*	5%	3%	3%	4%	2%	2%	1%	3%	2%	3%	2%	3%	1%	4%	2%	-
Other cosmetic procedure not listed above	66	35	31	7	13	17	14	10	6	19	16	15	16	23	13	20	10	-
	4%	4%	4%	3%	4%	5%	4%	5%	2%	5%	3%	4%	3%	4%	2%	4%	6%	-
None of these	1258	701	557	123	212	224	234	169	296	288	339	264	366	379	382	368	130	-
	71%	81%	62%	63%	63%	67%	74%	74%	84%	68%	69%	71%	77%	69%	72%	72%	74%	-

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Table 2

Q2. Which of the following cosmetic procedures or treatments, if any, would you consider having for non-medical reasons?

Base: All respondents

	Region											Cosmetic Procedures			
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Any procedure paid privately	Considered having a procedure	Considered but not had
Unweighted base	1762	-	90	253	185	177	-	176	250	288	190	153	121	521	424
Weighted base	1762	-	88	247	176	194	-	194	264	282	176	141	125	504	412
Laser hair removal	179 10%	-	9 10%	16 7%	25 14%	16 8%	-	24 12%	34 13%	31 11%	12 7%	12 8%	35 28%	179 36%	144 35%
Tummy tuck	136 8%	-	3 3%	23 10%	10 6%	16 8%	-	20 10%	22 8%	20 7%	13 8%	9 7%	15 12%	136 27%	121 29%
Facelift, necklift or eyelid lift	117 7%	-	2 2%	18 7%	17 10%	12 6%	-	12 6%	23 9%	12 4%	8 4%	14 10%	28 22%	117 23%	89 22%
Liposuction	111 6%	-	7 8%	19 8%	9 5%	11 6%	-	20 10%	17 7%	10 4%	9 5%	8 6%	15 12%	111 22%	96 23%
Botox injection	93 5%	-	2 2%	20 8%	17 10%	10 5%	-	5 2%	22 8%	8 3%	4 2%	6 4%	37 30%	93 18%	55 13%
Breast enlargement or breast reduction	89 5%	-	2 2%	13 5%	7 4%	11 6%	-	11 6%	12 5%	15 5%	7 4%	11 8%	13 10%	89 18%	77 19%
Chemical peel	84 5%	-	1 1%	19 8%	14 8%	12 6%	-	2 1%	10 4%	16 6%	4 3%	6 4%	17 14%	84 17%	67 16%
Nose job	72 4%	-	-	11 4%	9 5%	11 6%	-	8 4%	10 4%	12 4%	4 2%	6 4%	16 13%	72 14%	56 14%
Dermal filler	44 3%	-	1 1%	13 5%	8 5%	3 2%	-	1 *	11 4%	2 1%	4 2%	* *	14 11%	44 9%	30 7%
Other cosmetic procedure not listed above	66 4%	-	2 3%	8 3%	9 5%	8 4%	-	5 2%	12 5%	11 4%	10 6%	1 *	19 15%	66 13%	48 12%
None of these	1258 71%	-	70 79%	175 71%	122 69%	137 71%	-	138 71%	175 66%	204 72%	130 74%	107 76%	33 26%	-	-

Cosmetic Survey - England Only

ONLINE Fieldwork : 3rd - 5th August 2012

Absolutes/col percents

Table 3

Q3. Which of the following cosmetic procedures or treatments, if any, have any of your friends or family had for non-medical reasons?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1762	836	926	181	293	369	319	275	325	656	447	232	427	538	506	528	190	-
Weighted base	1762	863	899	194	335	335	317	229	352	423	493	370	476	546	529	511	176	-
Breast enlargement or breast reduction	194 11%	72 8%	122 14%	23 12%	46 14%	47 14%	34 11%	21 9%	23 7%	43 10%	68 14%	47 13%	36 8%	58 11%	66 13%	57 11%	12 7%	-
Botox injection	85 5%	29 3%	56 6%	10 5%	22 7%	20 6%	8 3%	10 4%	14 4%	26 6%	22 5%	22 6%	16 3%	29 5%	15 3%	34 7%	8 4%	-
Nose job	80 5%	34 4%	46 5%	7 4%	22 7%	16 5%	18 6%	11 5%	5 2%	24 6%	18 4%	19 5%	18 4%	27 5%	29 6%	17 3%	7 4%	-
Laser hair removal	58 3%	18 2%	40 5%	13 7%	16 5%	14 4%	8 2%	6 3%	-	27 6%	17 3%	6 2%	9 2%	28 5%	16 3%	10 2%	5 3%	-
Facelift, necklift or eyelid lift	52 3%	21 2%	31 3%	3 1%	8 2%	7 2%	15 5%	8 4%	11 3%	16 4%	15 3%	8 2%	13 3%	23 4%	13 2%	11 2%	5 3%	-
Chemical peel	39 2%	14 2%	25 3%	11 6%	11 3%	7 2%	6 2%	4 2%	1 *	10 2%	11 2%	11 3%	7 1%	17 3%	10 2%	10 2%	1 1%	-
Tummy tuck	30 2%	15 2%	14 2%	7 4%	3 1%	6 2%	9 3%	3 1%	2 *	12 3%	5 1%	8 2%	5 1%	9 2%	14 3%	7 1%	1 *	-
Liposuction	24 1%	11 1%	14 2%	3 1%	11 3%	1 *	3 1%	5 2%	2 1%	10 2%	5 1%	5 1%	5 1%	10 2%	6 1%	7 1%	1 1%	-
Dermal filler	19 1%	9 1%	10 1%	3 1%	7 2%	5 1%	-	2 1%	2 1%	7 2%	5 1%	2 *	6 1%	6 1%	6 1%	4 1%	3 2%	-
Other cosmetic procedure not listed above	17 1%	7 1%	11 1%	2 1%	4 1%	7 2%	2 1%	1 *	1 *	5 1%	8 2%	5 1%	1 *	4 1%	4 1%	3 1%	6 3%	-
None of these	1392 79%	710 82%	681 76%	143 74%	253 76%	250 75%	253 80%	187 82%	306 87%	321 76%	376 76%	282 76%	412 87%	420 77%	421 80%	409 80%	141 80%	-

Cosmetic Survey - England Only

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Absolutes/col percents

Table 3

Q3. Which of the following cosmetic procedures or treatments, if any, have any of your friends or family had for non-medical reasons?

Base: All respondents

	Region											Cosmetic Procedures			
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Any procedure paid privately	Considered having a procedure	Considered but not had
Unweighted base	1762	-	90	253	185	177	-	176	250	288	190	153	121	521	424
Weighted base	1762	-	88	247	176	194	-	194	264	282	176	141	125	504	412
Breast enlargement or breast reduction	194 11%	-	3 4%	38 16%	15 9%	24 12%	-	31 16%	23 9%	35 12%	12 7%	11 8%	32 26%	101 20%	75 18%
Botox injection	85 5%	-	3 3%	20 8%	11 6%	6 3%	-	6 3%	17 6%	12 4%	8 4%	3 2%	25 20%	58 11%	33 8%
Nose job	80 5%	-	2 2%	10 4%	5 3%	14 7%	-	9 5%	15 6%	12 4%	7 4%	7 5%	17 14%	53 11%	39 9%
Laser hair removal	58 3%	-	-	6 2%	4 3%	6 3%	-	6 3%	15 6%	13 5%	5 3%	4 3%	20 16%	41 8%	25 6%
Facelift, necklift or eyelid lift	52 3%	-	3 4%	5 2%	3 2%	7 3%	-	4 2%	12 4%	12 4%	5 3%	2 1%	12 9%	27 5%	16 4%
Chemical peel	39 2%	-	3 4%	2 1%	5 3%	6 3%	-	3 2%	9 3%	9 3%	1 1%	2 1%	20 16%	30 6%	13 3%
Tummy tuck	30 2%	-	1 1%	3 1%	3 2%	5 2%	-	2 1%	6 2%	2 1%	1 *	6 5%	9 8%	14 3%	9 2%
Liposuction	24 1%	-	1 1%	4 1%	2 1%	1 1%	-	3 2%	4 2%	6 2%	1 1%	2 1%	11 9%	15 3%	6 2%
Dermal filler	19 1%	-	1 1%	2 1%	2 1%	2 1%	-	2 1%	4 2%	2 1%	3 2%	2 1%	9 7%	15 3%	6 2%
Other cosmetic procedure not listed above	17 1%	-	2 2%	1 1%	* *	1 1%	-	1 *	1 *	3 1%	6 3%	3 2%	5 4%	12 2%	8 2%
None of these	1392 79%	-	78 88%	187 76%	144 82%	155 80%	-	154 79%	199 75%	222 79%	141 80%	111 79%	40 32%	291 58%	266 65%

Cosmetic Survey - England Only

ONLINE Fieldwork : 3rd - 5th August 2012

Absolutes/col percents

Table 4

Q4. Generally speaking, which of the following, if any, has prompted, or would prompt you to consider having private cosmetic procedures or treatments?

Base: All respondents who have had or would consider having any cosmetic procedures or treatments

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	545	169	376	76	122	136	89	71	51	214	146	75	110	188	147	161	49	-
Weighted base	537	175	362	81	132	114	87	63	60	140	159	120	119	177	161	152	48	-
Being unhappy with certain parts of my body	330 61%	93 53%	237 65%	47 59%	95 72%	66 58%	56 64%	35 55%	31 52%	85 61%	99 62%	72 60%	74 62%	106 60%	105 65%	91 60%	28 59%	-
Seeing photos of myself in which I do not look good	184 34%	62 36%	121 34%	25 31%	47 35%	48 42%	22 25%	25 40%	17 29%	48 34%	57 36%	39 32%	41 34%	58 33%	65 40%	53 35%	8 17%	-
Knowing someone who has had it done themselves	104 19%	27 15%	77 21%	14 18%	32 24%	23 20%	13 15%	11 17%	11 19%	28 20%	33 21%	27 23%	16 13%	44 25%	22 14%	30 19%	8 17%	-
Receiving remarks by family or friends about parts of my body	72 13%	24 14%	48 13%	20 25%	24 18%	10 9%	8 9%	6 9%	4 7%	22 16%	22 14%	15 13%	12 10%	26 15%	20 13%	19 13%	6 12%	-
Seeing articles or adverts in magazines or newspapers	43 8%	12 7%	31 8%	18 22%	10 7%	6 5%	6 7%	* 1%	2 4%	10 7%	16 10%	10 8%	8 6%	11 6%	10 6%	17 11%	5 11%	-
Seeing TV programmes about body shapes	40 8%	18 10%	23 6%	15 18%	11 9%	3 2%	4 5%	4 7%	3 5%	12 9%	7 4%	16 13%	6 5%	14 8%	12 7%	9 6%	6 13%	-
Other	25 5%	11 7%	14 4%	5 6%	3 2%	6 5%	4 4%	6 9%	2 3%	9 7%	6 4%	6 5%	4 4%	11 6%	8 5%	6 4%	1 2%	-
None of these	75 14%	18 11%	56 16%	8 10%	17 13%	15 13%	16 18%	9 14%	10 17%	15 10%	22 14%	20 17%	18 15%	26 14%	21 13%	19 13%	9 19%	-
Don't know	28 5%	15 9%	14 4%	5 6%	3 2%	6 6%	4 4%	4 6%	7 11%	3 2%	11 7%	5 4%	9 8%	7 4%	10 6%	10 6%	2 4%	-

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Table 4

Q4. Generally speaking, which of the following, if any, has prompted, or would prompt you to consider having private cosmetic procedures or treatments?

Base: All respondents who have had or would consider having any cosmetic procedures or treatments

	Region												Cosmetic Procedures		
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Any procedure paid privately	Considered having a procedure	Considered but not had
Unweighted base	545	-	20	84	57	53	-	54	93	95	49	40	121	521	424
Weighted base	537	-	18	77	56	61	-	61	93	84	48	39	125	504	412
Being unhappy with certain parts of my body	330 61%	-	10 56%	46 60%	34 61%	35 57%	-	46 76%	47 51%	59 70%	28 59%	24 61%	59 47%	319 63%	271 66%
Seeing photos of myself in which I do not look good	184 34%	-	7 40%	29 37%	17 30%	24 40%	-	23 37%	31 33%	27 32%	8 17%	18 46%	37 29%	179 35%	147 36%
Knowing someone who has had it done themselves	104 19%	-	3 15%	16 20%	11 20%	9 15%	-	7 12%	20 22%	24 28%	8 17%	6 15%	26 20%	102 20%	78 19%
Receiving remarks by family or friends about parts of my body	72 13%	-	3 14%	10 13%	7 12%	8 13%	-	10 16%	13 14%	14 16%	6 12%	3 7%	19 15%	69 14%	53 13%
Seeing articles or adverts in magazines or newspapers	43 8%	-	1 4%	10 12%	7 12%	4 7%	-	2 4%	8 9%	2 3%	5 11%	3 9%	20 16%	43 8%	23 6%
Seeing TV programmes about body shapes	40 8%	-	-	3 3%	6 11%	6 10%	-	3 4%	12 13%	2 2%	6 13%	3 7%	19 15%	40 8%	21 5%
Other	25 5%	-	-	4 5%	2 4%	5 8%	-	1 1%	7 8%	3 4%	1 2%	2 5%	7 6%	25 5%	18 4%
None of these	75 14%	-	5 25%	10 13%	5 8%	12 19%	-	3 5%	15 16%	10 13%	9 19%	6 16%	24 19%	60 12%	51 12%
Don't know	28 5%	-	2 11%	2 3%	5 9%	4 7%	-	4 7%	6 7%	* *	2 4%	2 4%	4 3%	27 5%	25 6%

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Absolutes/col percents

Table 5

Q5. Thinking of cosmetic surgery , such as a nose job, breast enlargement or reduction, facelift, eyelid lift, tummy tuck or liposuction, which three of the following, if any, would be the factors in your decision about whether or not to have the surgery? Please select up to 3 answers from the list below.

Base: All respondents who have had or would consider having any cosmetic procedures or treatments

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	545	169	376	76	122	136	89	71	51	214	146	75	110	188	147	161	49	-
Weighted base	537	175	362	81	132	114	87	63	60	140	159	120	119	177	161	152	48	-
Cost	360 67%	118 67%	242 67%	55 68%	95 72%	79 69%	56 64%	39 62%	36 60%	93 67%	99 62%	86 72%	82 69%	115 65%	117 73%	93 62%	35 73%	-
Qualifications of practitioner	291 54%	88 50%	203 56%	47 59%	61 46%	56 49%	47 54%	39 62%	41 68%	75 54%	86 54%	58 48%	73 61%	98 55%	92 57%	78 52%	23 48%	-
Quality of aftercare	234 44%	79 45%	155 43%	35 43%	58 44%	46 40%	39 45%	30 47%	26 44%	65 47%	68 43%	44 37%	57 48%	78 44%	73 46%	58 38%	25 52%	-
Patient testimonials or recommendations	151 28%	47 27%	103 29%	18 22%	50 38%	25 22%	27 31%	15 23%	17 27%	42 30%	44 28%	37 31%	27 23%	53 30%	40 25%	46 30%	13 26%	-
Recommendations from friends or family	104 19%	30 17%	73 20%	13 17%	26 20%	20 18%	22 25%	13 21%	10 16%	18 13%	38 24%	26 22%	23 19%	38 22%	34 21%	23 15%	9 19%	-
Convenience (location or waiting times)	62 12%	23 13%	39 11%	8 10%	16 12%	13 11%	11 13%	10 16%	4 7%	12 9%	16 10%	19 16%	15 12%	19 11%	24 15%	18 12%	1 3%	-
Advertising of a cosmetic clinic or procedure	16 3%	8 4%	8 2%	4 5%	6 4%	1 1%	3 4%	1 2%	1 1%	3 2%	5 3%	6 5%	1 1%	3 2%	6 3%	5 3%	3 6%	-
Celebrity endorsement	6 1%	4 2%	3 1%	3 3%	1 1%	1 1%	1 2%	* 1%	* 1%	3 2%	2 1%	1 1%	* 1%	1 1%	5 3%	* 1%	* 1%	-
Something else	21 4%	8 5%	12 3%	6 7%	6 5%	2 2%	3 3%	2 3%	2 3%	8 6%	4 3%	6 5%	3 2%	8 4%	7 5%	5 3%	1 2%	-
None of these	70 13%	13 7%	57 16%	4 5%	15 11%	19 17%	10 11%	9 15%	12 21%	14 10%	28 18%	13 11%	14 12%	24 13%	16 10%	25 16%	5 11%	-

Cosmetic Survey - England Only

ONLINE Fieldwork : 3rd - 5th August 2012

Absolutes/col percents

Table 5

Q5. Thinking of cosmetic surgery , such as a nose job, breast enlargement or reduction, facelift, eyelid lift, tummy tuck or liposuction, which three of the following, if any, would be the factors in your decision about whether or not to have the surgery? Please select up to 3 answers from the list below.

Base: All respondents who have had or would consider having any cosmetic procedures or treatments

	Region												Cosmetic Procedures		
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Any proce-dure paid pri-vately	Consid-ered having a proce-dure	Consid-ered but not had
Unweighted base	545	-	20	84	57	53	-	54	93	95	49	40	121	521	424
Weighted base	537	-	18	77	56	61	-	61	93	84	48	39	125	504	412
Cost	360 67%	-	10 56%	53 69%	30 53%	50 82%	-	40 67%	58 63%	57 68%	35 73%	26 67%	68 54%	344 68%	292 71%
Qualifications of practitioner	291 54%	-	11 61%	41 53%	26 47%	32 52%	-	40 66%	49 53%	49 58%	23 48%	21 53%	52 41%	284 56%	239 58%
Quality of aftercare	234 44%	-	9 50%	27 35%	22 38%	27 44%	-	31 51%	35 38%	43 51%	25 52%	15 39%	49 39%	217 43%	185 45%
Patient testimonials or recommendations	151 28%	-	4 23%	27 36%	14 25%	16 25%	-	19 31%	31 33%	22 26%	13 26%	5 13%	31 25%	149 29%	120 29%
Recommendations from friends or family	104 19%	-	* 2%	11 14%	12 22%	9 14%	-	19 32%	16 17%	23 27%	9 19%	6 14%	14 11%	99 20%	90 22%
Convenience (location or waiting times)	62 12%	-	3 18%	6 7%	9 15%	12 20%	-	6 9%	11 12%	8 10%	1 3%	6 16%	19 15%	62 12%	44 11%
Advertising of a cosmetic clinic or procedure	16 3%	-	-	-	5 8%	3 6%	-	1 1%	2 2%	1 1%	3 6%	1 4%	8 7%	16 3%	8 2%
Celebrity endorsement	6 1%	-	-	-	* 1%	1 2%	-	1 1%	1 1%	-	* 1%	3 6%	4 3%	6 1%	2 1%
Something else	21 4%	-	-	3 4%	2 3%	4 6%	-	4 6%	3 3%	5 6%	1 2%	-	6 5%	19 4%	14 4%
None of these	70 13%	-	5 25%	9 11%	11 20%	6 10%	-	3 5%	16 17%	8 9%	5 11%	7 19%	22 17%	58 11%	48 12%

Cosmetic Survey - England Only

ONLINE Fieldwork : 3rd - 5th August 2012

Absolutes/col percents

Table 6

Q6. Thinking of cosmetic treatments , such as botox injection, dermal filler, chemical peel or laser hair removal, which three of the following, if any, would be the factors in your decision about whether or not to have the treatment?

Please select up to 3 answers from the list below.

Base: All respondents who have had or would consider having any cosmetic procedures or treatments

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	545	169	376	76	122	136	89	71	51	214	146	75	110	188	147	161	49	-
Weighted base	537	175	362	81	132	114	87	63	60	140	159	120	119	177	161	152	48	-
Cost	354 66%	101 58%	253 70%	56 69%	93 71%	83 73%	50 57%	43 67%	29 49%	91 65%	105 66%	85 71%	74 62%	119 67%	117 73%	86 56%	32 68%	-
Qualifications of practitioner	271 50%	79 45%	192 53%	40 49%	60 45%	56 49%	44 50%	39 61%	33 55%	73 52%	83 52%	51 43%	64 54%	87 49%	81 50%	78 51%	25 52%	-
Quality of aftercare	192 36%	65 37%	127 35%	35 44%	50 38%	32 28%	33 38%	25 40%	17 28%	63 45%	44 28%	43 36%	42 35%	57 32%	70 43%	44 29%	22 45%	-
Patient testimonials or recommendations	141 26%	40 23%	102 28%	13 17%	40 30%	30 26%	26 30%	16 30%	16 27%	31 23%	50 32%	39 33%	21 17%	52 30%	37 23%	39 26%	12 26%	-
Recommendations from friends or family	124 23%	36 21%	87 24%	11 13%	35 26%	25 22%	26 30%	14 22%	13 22%	32 23%	36 23%	31 26%	25 21%	46 26%	33 21%	33 22%	12 25%	-
Convenience (location or waiting times)	92 17%	28 16%	64 18%	14 17%	25 19%	20 17%	12 13%	14 22%	7 12%	19 13%	24 15%	24 20%	26 21%	27 15%	34 21%	26 17%	5 11%	-
Advertising of a cosmetic clinic or procedure	15 3%	7 4%	8 2%	4 5%	5 4%	3 3%	1 1%	1 2%	1 1%	6 4%	4 2%	2 2%	3 2%	6 4%	7 4%	1 1%	1 2%	-
Celebrity endorsement	13 2%	9 5%	4 1%	6 7%	3 2%	1 1%	3 3%	- -	- -	3 2%	6 4%	4 3%	* *	3 2%	4 3%	3 2%	3 5%	-
Something else	19 4%	8 4%	12 3%	6 8%	4 3%	2 2%	4 5%	2 3%	1 1%	6 4%	4 3%	6 5%	3 3%	7 4%	6 4%	4 3%	1 2%	-
None of these	78 14%	25 14%	53 15%	7 8%	14 10%	17 15%	13 15%	9 14%	19 31%	14 10%	29 18%	13 11%	23 19%	23 13%	20 13%	27 18%	8 16%	-

Cosmetic Survey - England Only

ONLINE Fieldwork : 3rd - 5th August 2012

Absolutes/col percents

Table 6

Q6. Thinking of cosmetic treatments , such as botox injection, dermal filler, chemical peel or laser hair removal, which three of the following, if any, would be the factors in your decision about whether or not to have the treatment?

Please select up to 3 answers from the list below.

Base: All respondents who have had or would consider having any cosmetic procedures or treatments

	Region												Cosmetic Procedures		
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Any procedure paid privately	Consid-ered having a procedure	Consid-ered but not had
Unweighted base	545	-	20	84	57	53	-	54	93	95	49	40	121	521	424
Weighted base	537	-	18	77	56	61	-	61	93	84	48	39	125	504	412
Cost	354 66%	-	11 61%	43 56%	31 55%	48 77%	-	45 74%	63 68%	56 67%	32 68%	25 64%	63 50%	343 68%	292 71%
Qualifications of practitioner	271 50%	-	13 72%	44 57%	20 36%	32 52%	-	31 51%	41 44%	46 55%	25 52%	18 47%	43 34%	267 53%	228 55%
Quality of aftercare	192 36%	-	9 50%	20 26%	16 28%	26 42%	-	27 45%	27 29%	30 36%	22 45%	16 42%	37 30%	179 35%	155 38%
Patient testimonials or recommendations	141 26%	-	6 32%	18 23%	15 28%	14 23%	-	20 33%	30 32%	23 27%	12 26%	3 8%	22 17%	138 27%	119 29%
Recommendations from friends or family	124 23%	-	2 10%	15 19%	16 28%	11 18%	-	14 24%	25 27%	21 25%	12 25%	8 20%	32 26%	116 23%	91 22%
Convenience (location or waiting times)	92 17%	-	2 13%	11 15%	12 21%	18 29%	-	9 15%	15 16%	12 14%	5 11%	7 18%	28 23%	88 18%	63 15%
Advertising of a cosmetic clinic or procedure	15 3%	-	-	1 1%	1 1%	3 5%	-	1 1%	5 5%	2 2%	1 2%	3 7%	10 8%	15 3%	5 1%
Celebrity endorsement	13 2%	-	-	3 4%	-	2 3%	-	1 1%	3 3%	* 1%	3 5%	2 4%	8 6%	12 2%	5 1%
Something else	19 4%	-	-	4 5%	1 1%	3 4%	-	4 6%	2 2%	6 7%	1 2%	-	5 4%	17 3%	14 3%
None of these	78 14%	-	3 14%	11 14%	13 23%	6 9%	-	7 12%	12 13%	11 13%	8 16%	8 19%	23 18%	66 13%	55 13%

Cosmetic Survey - England Only

ONLINE Fieldwork : 3rd - 5th August 2012

Absolutes/col percents

Table 7

Q7. Would the recent issues surrounding Poly Implant Prothese (PIP) breast implants make you more or less likely to have cosmetic surgery, or would it make no difference?

Base: All respondents who have had or would consider having any cosmetic procedures or treatments

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	545	169	376	76	122	136	89	71	51	214	146	75	110	188	147	161	49	-
Weighted base	537	175	362	81	132	114	87	63	60	140	159	120	119	177	161	152	48	-
More likely	27 5%	21 12%	6 2%	14 17%	5 4%	2 2%	2 3%	2 4%	- -	11 8%	3 2%	11 9%	2 1%	12 7%	10 6%	4 2%	1 2%	-
It would make no difference	234 44%	91 52%	143 40%	18 22%	64 49%	62 54%	45 52%	25 40%	21 35%	57 41%	79 50%	51 42%	48 40%	72 41%	75 47%	60 40%	26 55%	-
Less likely	205 38%	41 24%	164 45%	42 52%	46 35%	36 31%	25 28%	25 39%	33 54%	55 39%	59 37%	46 38%	46 38%	65 37%	58 36%	68 45%	15 31%	-
I have not heard of PIP breast implants	29 5%	7 4%	22 6%	4 5%	9 7%	6 5%	4 5%	4 6%	2 3%	9 7%	5 3%	8 6%	7 6%	11 6%	11 7%	3 2%	4 9%	-
Don't know	42 8%	15 9%	27 7%	3 3%	7 5%	9 8%	11 13%	7 12%	5 8%	7 5%	13 8%	5 4%	17 14%	17 10%	7 5%	16 11%	1 3%	-

Cosmetic Survey - England Only

ONLINE Fieldwork : 3rd - 5th August 2012

Absolutes/col percents

Table 7

Q7. Would the recent issues surrounding Poly Implant Prothese (PIP) breast implants make you more or less likely to have cosmetic surgery or would it make no difference?

Base: All respondents who have had or would consider having any cosmetic procedures or treatments

	Region											Cosmetic Procedures			
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Any procedure paid privately	Considered having a procedure	Considered but not had
Unweighted base	545	-	20	84	57	53	-	54	93	95	49	40	121	521	424
Weighted base	537	-	18	77	56	61	-	61	93	84	48	39	125	504	412
More likely	27 5%	-	-	3 3%	1 2%	4 7%	-	1 1%	10 11%	2 2%	1 2%	5 13%	24 19%	20 4%	3 1%
It would make no difference	234 44%	-	8 45%	28 36%	24 43%	33 54%	-	26 43%	37 40%	36 43%	26 55%	16 40%	43 34%	225 45%	191 46%
Less likely	205 38%	-	8 44%	38 49%	22 40%	21 34%	-	24 40%	30 33%	35 41%	15 31%	13 33%	45 36%	193 38%	160 39%
I have not heard of PIP breast implants	29 5%	-	-	2 3%	1 3%	2 3%	-	6 10%	9 9%	2 3%	4 9%	3 7%	4 3%	29 6%	26 6%
Don't know	42 8%	-	2 11%	7 9%	7 13%	2 3%	-	3 5%	7 8%	10 12%	1 3%	3 7%	10 8%	38 7%	32 8%