

Kelly Gullo  
585.214.7172

## A Closer Look at Cosmetic Treatments – What American Adults are Having Done and Why

Fourteen percent of American adults say they have had some type of cosmetic treatment or surgery, according to the results of a new Harris Interactive poll of 2,719 U.S. adults conducted online between September 9 and 13, 2004 for the Wall Street Journal Online's Health Industry Edition.

Non-invasive cosmetic treatments appear to be more popular with one in ten adults (9%) having teeth whitening, bonding or other cosmetic dental work, and smaller numbers (1%) having facial skin resurfacing treatments, laser treatments for veins, hair removal, etc., and/or injections for wrinkles.

With one exception, the majority of adults who have had invasive cosmetic treatments, including lasik eye surgery, liposuction, and various cosmetic surgeries, have done so electively rather than out of medical necessity. Only those having bariatric surgery for weight loss have had the procedure more so for medical than elective reasons (77% to 23%).

“While Americans seem increasingly concerned about the costs of health care, there is also a sector of the public that is willing to pay for a variety of elective cosmetic procedures, says Katherine Binns, senior vice president of health care at Harris Interactive. More than one in ten adults have received non-invasive cosmetic treatments such as laser treatments, skin resurfacing, injections for wrinkles and cosmetic dentistry; and men are just as likely as women to have these treatments.”

Non-invasive treatments and procedures are administered by a variety of providers including MDs, technicians and other types of medical professionals.

Of those receiving either invasive or non-invasive treatments, almost two-thirds (63%) were not very or were not at all concerned about the potential risks or complications before the procedure. Only seven percent of those receiving invasive or non-invasive treatments have had any medical problems that required follow-up as a result of any procedure they received.

# Health Care Poll

**TABLE 1**

**Experience With Cosmetic Treatments**

"Which of the following types of cosmetic surgery and other treatments, if any, have you yourself ever had." [Please select all that apply]

Base: All Adults

	All Adults	Male	Female
	%	%	%
<b>Non-invasive treatments (NET)</b>	<b>11</b>	<b>10</b>	<b>12</b>
Teeth whitening, bonding or other cosmetic dental work	9	9	9
Facial skin resurfacing treatments such as chemical peels, laser abrasion or other treatments	1	1	2
Laser treatments for veins, hair removal, etc.	1	1	2
Injections for wrinkles (such as collagen or Botox)	1	*	1
<b>Invasive treatments (NET)</b>	<b>5</b>	<b>3</b>	<b>6</b>
Lasik surgery for your eyes	2	2	2
Cosmetic surgery of any kind (such as face lift, chin implant, tummy tuck, nose job, etc.)	2	1	3
Bariatric surgery for weight loss (where the size of your stomach is surgically reduced)	*	*	1
Liposuction	*	*	1
None of these	84	86	83
Decline to answer	1	2	1

\* = Less than 0.5%.

**TABLE 2**

**Who Is Providing Non-Invasive Treatments**

"To the best of your knowledge, was/were the procedures performed by a medical doctor with a medical degree, some other kind of medical professional, or by a technician?"

Base: Adults Who Received Non-Invasive Treatment

		Treatment Provided by:			
		Medical Doctor	Other Medical Professional	Technician	Not Sure
Teeth whitening, bonding or other cosmetic dental work	%	49	33	14	4
Injections for wrinkles	%	100	-	-	-
Laser treatments	%	38	26	36	-
Facial skin resurfacing treatments	%	15	44	39	3

# Health Care Poll

**TABLE 3**

**Elective vs. Medically Necessary Invasive Treatments**

“Was/Were the [INVASIVE TREATMENT] you received medically necessary, or was it an elective procedure?”

Base: Adults Who Received Invasive Treatment

		Procedure was:	
		Elective	Medically Necessary
Cosmetic surgery	%	57	43
Liposuction	%	96	4
Lasik surgery	%	92	8
Bariatric surgery	%	23	77

Note: Given the very small sample size, data from this table should be viewed as directional only.

**TABLE 4**

**Concerns About Complications**

“Before receiving any of these treatments or procedures, how concerned were you about potential risks or complications?”

Base: Adults Who Received Invasive or Non-Invasive Treatments

	All Adults	Male	Female
	%	%	%
Very concerned	9	7	9
Somewhat concerned	28	17	35
Not very concerned	26	33	22
Not at all concerned	37	43	34

**TABLE 5**

**Experience With Medical Problems**

“Have you had any medical problems that required follow-up as a result of any of the cosmetic surgery or other treatments that you received?”

Base: Adults Who Received Invasive or Non-Invasive Treatment

	All Adults	Male	Female
	%	%	%
Yes, experienced problems	7	5	8
No, did not	93	95	92

Downloadable PDFs of Wall Street Journal Online/Harris Interactive Health-Care Polls are posted at [http://www.harrisinteractive.com/news/newsletters\\_wsj.asp](http://www.harrisinteractive.com/news/newsletters_wsj.asp).

# Health Care Poll

## Methodology

This poll was conducted online in the U.S. between September 9 and 13, 2004 among a nationwide cross section of 2,719 adults. Figures for age, sex, race/ethnicity, education, income and region were weighted where necessary to align with population proportions. Propensity score weighting was also used to adjust for respondents' propensity to be online.

In theory, with probability samples of this size, one could say with 95 percent certainty that the results (for the overall sample) have a sampling error of plus or minus 3 percentage points of what they would be if the entire U.S. adult population had been polled with complete accuracy. The sampling error for the "invasive treatment" sample results is plus or minus 12 percentage points and the sampling error for the "non-invasive treatment" sample results is plus or minus 8 percentage points. The sampling error for the sample of those who have had "invasive or non-invasive treatments" is plus or minus 7 percentage points. Unfortunately, there are several other possible sources of error in all polls or surveys that are probably more serious than theoretical calculations of sampling error. They include refusals to be interviewed (nonresponse), question wording and question order, interviewer bias, weighting by demographic control data and screening (e.g., for likely voters). It is impossible to quantify the errors that may result from these factors. This online sample was not a probability sample.

*These statements conform to the principles of disclosure of the National Council on Public Polls.*

## About the Survey

The Wall Street Journal Online/Harris Interactive Health-Care Poll is an exclusive poll that is published in the award-winning Health Industry Edition of The Wall Street Journal Online at [www.wsj.com/health](http://www.wsj.com/health).

## About The Wall Street Journal Online

The Wall Street Journal Online at [WSJ.com](http://WSJ.com), published by Dow Jones & Company (NYSE: DJ; [www.dowjones.com](http://www.dowjones.com)), offers authoritative analysis, breaking news and commentary from top industry journalists. Launched in 1996, the Online Journal is the largest paid subscription news site on the Web, with more than 689,000 subscribers world-wide. The Online Journal provides in-depth business news and financial information 24 hours a day, seven days a week, with insight and analysis, including breaking business and technology news and analysis from around the world. It draws on the Dow Jones network of more than 1,500 reporters and editors – the largest staff of business and financial journalists in the world. For the second consecutive year in 2003, the Online Journal received a WebAward for the "Best Newspaper Web Site" and was also cited by Yahoo! Internet Life magazine as the "Best Business News" site (2002 & 2001).

## About Dow Jones & Company

In addition to The Wall Street Journal and its international and online editions, Dow Jones & Company (NYSE: DJ; [dowjones.com](http://dowjones.com)) also publishes Barron's and the Far Eastern Economic Review, Dow Jones Newswires, Dow Jones Indexes and the Ottaway group of community newspapers. Dow Jones is co-owner with Reuters Group of Factiva, with Hearst of SmartMoney and with NBC of the CNBC television operations in Asia and Europe. Dow Jones also provides news content to CNBC and radio stations in the U.S.



THE  
WALL  
STREET  
JOURNAL.  
ONLINE

# Health Care Poll

3 Volume

18 Issue

2004  
September 21

## About Harris Interactive

Harris Interactive ([www.harrisinteractive.com](http://www.harrisinteractive.com)) is a global research firm that blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application. Well known for *The Harris Poll*® and for pioneering Internet-based research methods, Rochester, New York-based Harris Interactive conducts proprietary and public research to help its clients around the world achieve clear, material and enduring results.

Harris Interactive combines its intellectual capital, databases and technology to advance market leadership through its U.S. offices and wholly owned subsidiaries: London-based **HI Europe** ([www.hieurope.com](http://www.hieurope.com)), Paris-based **Novatris** ([www.novatris.com](http://www.novatris.com)), Tokyo-based **Harris Interactive Japan**, recently acquired U.S.-based **WirthlinWorldwide** ([www.wirthlinworldwide.com](http://www.wirthlinworldwide.com)) and through a global network of affiliate firms. EOE M/F/D/V  
To become a member of the Harris Poll Online<sup>SM</sup> and be invited to participate in future online surveys, visit [www.harrispollonline.com](http://www.harrispollonline.com).

For more information, please  
contact us at:

**877.919.4765**

or visit our website at

[www.harrisinteractive.com](http://www.harrisinteractive.com)

### Media inquiries, contact:

Kelly Gullo 585.214.7172

Nancy Wong 585.214.7316

©2004, Harris Interactive Inc. All rights reserved.  
Other product and/or company names used herein  
are trademarks of their respective owners.

Harris Heritage. 5 Interactive Power.