



# Research Findings

## Most Adults Who Are Open to Going to a Professional to Improve Their Appearance Say Looking Their Best is Important for Daily Activities

### Overall Looks, Body Image, and Being on Trend with Fashion and Beauty Are Seen to Contribute to Success and Confidence

**Washington, DC, April 18, 2019** — According to a recent online survey conducted by Ipsos on behalf of Allergan, which interviewed over 14,000 adults globally who are open to going to a professional to improve their appearance, 69% say that looking their best is important for daily activities (e.g. career, school, volunteering, errands) and more than half further believe that the way they look (57%) contributes to how successful they can be in all aspects of their lives. Two thirds also say that looking fit and healthy and being on trend with fashion and beauty contributes to their confidence (64%).

Nearly six in ten believe that there are solutions that exist to solve the problems they have with their body (57%) – and 54% say that they won't give up trying to achieve the vision they have for their body. However, nearly a third (32%) feel as though no matter what they do, it's impossible for them to get the body shape they would like to have with their given resources. To view or download the full Allergan 360 Aesthetics Report, click [here](#).

#### About the Study

These are the findings from an Ipsos poll conducted October 25 – December 17, 2018 on behalf of Allergan. For the survey, a sample of 14,584 adults ages 21 to 65 (US) / 75 (OUS) from eighteen countries (US, Canada, Mexico, Brazil, UK, Spain, France, Germany, Italy, Turkey, Russia, Saudi Arabia, India, China, Japan, South Korea, Taiwan, Australia) was interviewed online, in the language appropriate for each country. In order to qualify for the survey, respondents had to strongly agree/agree that looking good at any age is important to them, at least slightly agree that they are open to going to a professional to improve their appearance, and strongly agree/agree with at least one more statement about caring about overall appearance, willing to invest money in their appearance or prepared to invest money in their appearance. A separate survey among physicians was also conducted. In order to qualify for the survey, physicians had to have a primary medical specialty of plastic surgeon, dermatologist, or non-core physicians and see aesthetic patients in a private setting. A total of 1,315 Physicians were surveyed. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of  $\pm 0.9$  percentage points for all respondents.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ( $n=14,584$ ,  $DEFF=1.5$ , adjusted Confidence Interval=2.4).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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## About Ipsos

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With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

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