

# Cosmetic Surgery Report

Prepared for:  
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# 1. Methodology

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# Methodology

- ▶ This study was conducted on the Galaxy Omnibus on the weekend of 27-29 July, 2007.
- ▶ The sample was 848 Australians aged 18-64, distributed throughout Australia, as follows:
  - NSW/ACT 249
  - Victoria/Tasmania 236
  - Queensland 155
  - South Australia 105
  - Western Australia 103
- ▶ Interviews were conducted using CATI (computer assisted telephone interviewing) with telephone numbers randomly selected from electronic White Pages. All interviewers were personally trained and briefed on the requirements of the study.
- ▶ Age, gender and region quotas were applied to the sample.
- ▶ Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.



## 2. Main Findings

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# Main Findings

- ▶ The vast majority (96%) of Australians aged 18-64 years believe cosmetic surgery should be recognised as a specialty with training and qualifications approved by appropriate medical authorities (81% strongly agree, 15% slightly agree, cf. 3% disagree). Women (85%) are more likely than men (77%) to strongly agree with this statement.
- ▶ Again, almost all (93%) Australians believe people have the right to choose to have cosmetic surgery to enhance their appearance (54% strongly agree, 38% slightly agree, 6% disagree). Australians aged 18-24 years (95% agree) and 25-34 years (97% agree) are more likely to hold this view than those aged 50-64 agree (89% agree).
- ▶ Almost unanimously, 97% of Australians believe that doctors should have to pass an exam and get a 'licence' in cosmetic surgery before they are allowed to practise in it (88% strongly agree, 9% slightly agree 2% disagree). This view is held consistently by Australians, regardless of gender, age, area income or education.
- ▶ Overall, 95% of Australians believe patients having a cosmetic surgery procedure have a right to know how many times the doctor has previously performed that procedure (76% strongly agree, 19% slightly agree, 4% disagree). Women (97%) are slightly more likely than men (93%) to hold this belief.
- ▶ Almost universally, 98% of Australians believe patients have the right to know if the doctor performing their cosmetic surgery procedure is trained specifically in cosmetic surgery (87% strongly agree, 11% slightly agree, 1% disagree). This view is held consistently by Australians, regardless of gender, age, area income or education.



## Main Findings .... *continued*

- ▶ Again, the vast majority (96%) of Australians believe patients have the right to see realistic, technically accurate before and after photos, for example on websites and in information brochures, before having cosmetic surgery (79% strongly agree, 16% slightly agree, 3% disagree).



# 3. Questionnaire

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**SECTION D – ASK RESPONDENTS AGED 18-64 IE CODE 02-10 IN Q1. OTHERS GO TO NEXT SECTION**

D1. Thinking now about cosmetic surgery, that is, surgery to enhance the appearance of a person such as face lifts, breast surgery and liposuction. Currently, cosmetic surgery is not recognised as a specialty by medical authorities in the same manner as other specialties, such as neurosurgery. This means that the public cannot be sure whether or not a doctor performing surgery is a cosmetic surgery specialist, or another sort of doctor.

Please say whether you agree or disagree with each of the following statements about cosmetic surgery. Firstly,..?  
**READ OUT AND ROTATE A-F**

**IF AGREE** Is that strongly agree or slightly agree?

**IF DISAGREE** Is that strongly disagree or slightly disagree?

	<u>STRONGLY AGREE</u>	<u>SLIGHTLY AGREE</u>	<u>SLIGHTLY DISAGREE</u>	<u>STRONGLY DISAGREE</u>	<u>NEITHER/ DON'T KNOW</u>
A. Cosmetic surgery should be recognised as a specialty with training and qualifications approved by appropriate medical authorities ....1		2	3	4	5
B. People have the right to choose to have cosmetic surgery to enhance their appearance ..1		2	3	4	5
C. Doctors should have to pass an exam and get a 'licence' in cosmetic surgery before they are allowed to practise in it.....1	1	2	3	4	5
D. Patients having a cosmetic surgery procedure have a right to know how many times the doctor has previously performed that procedure.....1		2	3	4	5
E. Patients have the right to know if the doctor performing their cosmetic surgery procedure is trained specifically in cosmetic surgery .....1		2	3	4	5
F. Patients have the right to see realistic, technically accurate before and after photos, for example on websites and in information brochures, before having cosmetic surgery .....1		2	3	4	5





## 4. Detailed Tabular Findings

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# Tables

▶ **The tables of findings are set out such that they include the following details:**

**1 BASE: Wght Sample (000's):**

The number of completed interviews has been weighted to reflect the latest ABS population estimates. These estimates are shown in thousands (000's). The percentages in the table are based on these weighted figures.

**2 WEIGHTS:**

This indicates that in order to reflect the latest ABS population estimates the data has been weighted by age, gender and area.

**3 FILTERS (Where applicable):**

If the table is based on a subset of respondents then this will be titled as a Filter and accompanied by a description of the sample upon which the table is based.

**4 RESPONDENTS:**

These figures show the actual sample size, indicating the total number of respondents who were asked the relevant question.



▶ **Each question has been analysed by a series of demographic variables as follows:**

→ **SEX:**

- Male
- Female

→ **AGE:**

- 18-24 years
- 25-34 years
- 35-49 years
- 50-64 years

→ **MARITAL STATUS:**

- Married (married/de facto/living together)
- Not married (never married/separated/divorced/widowed)

→ **MAIN GROCERY BUYER:**

- Yes/Shared
- No

→ **CHILDREN AT HOME:**

- Children under 18 living in the household
- No children under 18 living in the household



# Tables ... continued

## → WORK STATUS:

- Working full-time
- Working part-time
- Not working

## → SOCIO-ECONOMIC STATUS:

- *Occupation of the main income earner of the household:*
  - White collar (professional/senior management, upper white collar, lower white collar)
  - Blue collar (upper blue collar, lower blue collar)

## → LOCATION:

- NSW / ACT
- Victoria / Tasmania
- Queensland
- South Australia
- Western Australia

## → CAPITAL CITY:

- Sydney, Melbourne, Brisbane, Adelaide or Perth
- Rest of Australia



# Tables ... *continued*

→ **HOUSEHOLD INCOME:**

- Under \$40,000
- \$40,000 - \$69,999
- \$70,000 plus

→ **HIGHEST LEVEL OF SCHOOLING:**

- Below Year 12
- Year 12

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TABLE 1 Statement \*BY\* D1 Agree/ disagree with statement  
 BASE: WGHT SAMPLE (000s)  
 WEIGHTS: Age/Sex/Area

D1: Agree/Disagree with statement

	Statement					
	Cosmetic surgery should be recognised as a specialty	People have the right to choose to have cosmetic surgery	Doctors should have to get a 'licence' in cosmetic surgery	Patients have a right to know how many times the doctor has performed procedure	Patients have the right to know if the doctor is trained in cosmetic surgery	Patients have the right to see before and after photos on websites in information brochures
RESPONDENTS	848	848	848	848	848	848
WGHT SAMPLE (000s)	12359	12359	12359	12359	12359	12359
	100%	100%	100%	100%	100%	100%
TOTAL AGREE						
Strongly agree	10053	6732	10909	9413	10703	9813
	81%	54%	88%	76%	87%	79%
Slightly agree	1816	4711	1077	2312	1353	2030
	15%	38%	9%	19%	11%	16%
**SUBTOTALS	11869	11443	11987	11726	12056	11844
	96%	93%	97%	95%	98%	96%
TOTAL DISAGREE						
Slightly disagree	169	549	169	329	129	205
	1%	4%	1%	3%	1%	2%
Strongly disagree	163	200	48	109	39	135
	1%	2%	0%	1%	0%	1%
**SUBTOTALS	332	749	217	438	168	341
	3%	6%	2%	4%	1%	3%
Neither/ Don't know	158	168	155	196	135	175
	1%	1%	1%	2%	1%	1%































**RESEARCH & STRATEGIC PLANNING**

For any questions  
or comments, please contact  
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