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Interview dates: April 20 – April 30, 2009  
Interviews: 1,000 women  
Sampling margin of error for a 50% statistic with 95%  
confidence is:  $\pm 3.7$  for all adults

THE ASSOCIATED PRESS-iVILLAGE POLL  
CONDUCTED BY KNOWLEDGE NETWORKS  
May 4, 2009

**NOTE: all results shown are weighted and are percentages unless otherwise labeled. Results represent all women unless otherwise indicated. Numbers may not add to 100 due to rounding.**

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**Q1.** Please tell me whether you have positive feelings, negative feelings or have no feelings one way or the other about each of the following...

Your physical condition

Strongly positive	15
Somewhat positive	35
Have no feeling one way or the other	14
Somewhat negative	29
Strongly negative	7
Refused	1

Your physical appearance

Strongly positive	16
Somewhat positive	34
Have no feeling one way or the other	13
Somewhat negative	30
Strongly negative	6
Refused	0

Your weight

Strongly positive	14
Somewhat positive	22
Have no feeling one way or the other	11
Somewhat negative	34
Strongly negative	19
Refused	0

Your figure or physique

Strongly positive	11
Somewhat positive	29
Have no feeling one way or the other	12
Somewhat negative	37
Strongly negative	11
Refused	0

**Q2.** How would you rate your overall physical fitness, that is, the kind of shape you are in – excellent, above average, average, below average, or poor?

Excellent	3
Above average	17
Average	46
Below average	24
Poor	9
Refused	0

**Q3.** How would your rate your overall health? Would you say you are in...

Excellent health	7
Above average	27
Average	45
Below average	16
In poor health	5
Refused	0

**Q4.** How often would you say you get the recommended FIVE daily servings of fruits and vegetables in your diet?

Every day	8
Almost every day	25
Two or three times a week	38
Once a week	13
Less than once a week	15
Refused	1

**Q5.** About how much time each week, if any, do you spend exercising? By exercising we mean engaging in physical activity that lasts at least 10 minutes at a time and raises your heart rate. Please don't include the time you spend getting ready to exercise, or showering and changing afterwards, just the actual workout time.

Hours + Minutes (Mean)	139 minutes
Hours + Minutes (Median)	80 minutes

**Q6.** Last month, that is in MARCH, about how much money if any did you spend on fitness activities or equipment, such as gym memberships, exercise classes, sports equipment, etc.?

Dollars (Mean)	17
Dollars (Median)	0

**Q7.** And compared to MARCH of LAST YEAR, would you say that you are spending more, less, or about the same amount on fitness activities or equipment?

More	8
Less	21
About the same amount	69
Refused	2

**Q8.** Are you currently on a diet, or are you not on a diet right now?

Yes, on a diet to lose weight	24
No, not on a diet to lose weight	75
Refused	0

[IF ANSWER "YES" TO Q8, ASK Q8A]

**Q8A.** What are the reasons you are dieting? (Mark all that apply)

<u>To lose weight to improve your appearance</u>	
No	35
Yes	65

<u>To lose weight to improve your general health</u>	
No	29
Yes	71

<u>To lose weight to manage a disease or condition</u>	
No	77
Yes	23

<u>Refused</u>	
No	100
Yes	0

**Q9.** How would you describe yourself? Are you...

A healthy weight	39
Overweight	57
Underweight	3
Refused	1

**Q10.** About how much time do you normally spend on your beauty routine (counting both morning and evening), including cleansing and cosmetic application?

Minutes (Mean)	27
Minutes (Median)	20

**Q11.** Last month, that is in MARCH, about how much money did you spend on beauty products and services, such as hair and skin care products, haircuts and styling, cosmetics, waxing, nail care, etc.?

Dollars (Mean)	50
Dollars (Median)	30

**Q12.** And compared to MARCH of LAST YEAR, would you say you spent more, less, or about the same amount on beauty products and services?

More	12
Less	15
About the same amount	72
Refused	1

**Q13.** Have you ever had dermatology treatments like Botox or a chemical skin peel to improve the appearance of your skin, or not?

Yes	3
No	96
Refused	1

[IF ANSWER "No" TO Q13, ASK Q14]

**Q14.** Would you ever consider having dermatology treatments like Botox or a chemical skin peel to improve the appearance of your skin, or not?

Yes	16
No	84
Refused	0

**Q15.** Would you ever consider elective cosmetic or plastic surgery to improve the appearance of some part of your body, or not?

Yes	25
No	71
Have already had cosmetic or plastic surgery	3
Refused	1

[IF ANSWER "YES" TO Q15, ASK Q16]

**Q16.** Which, if any, parts of your body would you consider having cosmetic surgery on? How about...

Face

Yes	38
No	48
Refused	14

Nose

Yes	15
No	69
Refused	16

Eyes

Yes	38
No	51
Refused	11

Chin

Yes	25
No	59
Refused	15

Stomach

Yes	73
No	21
Refused	6

Buttocks

Yes	26
No	59
Refused	15

Breasts

Yes	55
No	35
Refused	10

Other: specify

Yes	21
No	33
Refused	46

**D1. How tall are you?**

Feet + Inches (Mean)	5' 4" (64")
Feet + Inches (Median)	5' 4" (64")

**D2. When was the last time you weighed yourself, just your best recollection?**

Today	17
Within the last week	34
Within the last month	30
Longer ago than that	19
Refused	1

**D3. And about how much do you currently weigh in pounds?**

Pounds (Mean)	171
Pounds (Median)	160

**INVITE. Would you be willing to be contacted by an AP reporter?**

Yes	42
No	58
Refused	0

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**DEMOGRAPHICS**

**AGE**

18-29	21
30-44	26
45-59	28
60+	25

**GENDER**

Female	100
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**EDUCATION**

Less than high school	13
High school	31
Some college	29
Bachelors degree or higher	27

### **RACE / ETHNICITY**

White, Non-Hispanic	69
Black, Non-Hispanic	12
Other, Non-Hispanic	5
Hispanic	12
2+ Races, Non-Hispanic	1

### **CENSUS REGION**

Northeast	19
Midwest	22
South	37
West	22

### **MARITAL STATUS**

Married	51
Single (never married)	20
Divorced	14
Widowed	6
Separated	2
Living with Partner	8

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### **METHODOLOGY**

The survey was conducted using the web-enabled KnowledgePanel®, a probability-based Panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, Knowledge Networks provides at no cost an Internet appliance and Internet service connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails three to four times a month inviting them to participate in research. More technical information is available at <http://www.knowledgenetworks.com/ganp/reviewer-info.html>.

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