



American Laser Centers January Health and Beauty Survey

Table	Question	Title
	1	Gender distribution
	2	How old are you
1	2a	When is the last time you visited American Laser Centers
2	3	Do you think you look older, younger or about your age
3	4	Do you want to look older, younger or about your age
4	5	How old do you think you look
5	6	As you've aged do you think you've
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8	9	How would you describe the level of stress you feel right now
9	10	Thinking about this time last year, do you feel more, less or about the same amount of stress
10	11	Which of the following factors are making you experience stress
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22	23	Which best describes your relationship status
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24	25	How many children live in your home

Table 1. When was the last time you visited American Laser Centers (American Laser Center customers only)

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		310	23	287	42	66	46	41	27	40	15	21	6
Within the last month	294	20	274	40	64	42	38	26	38	14	20	6	6
	94.80%	87.00%	95.50%	95.20%	97.00%	91.30%	92.70%	96.30%	95.00%	93.30%	95.20%	100.00%	100.00%
More than 1 month, but less than 1 year	13	3	10	1	2	3	2	1	2	1	1	0	0
	4.20%	13.00%	3.50%	2.40%	3.00%	6.50%	4.90%	3.70%	5.00%	6.70%	4.80%	0.00%	0.00%
More than 1 year	1	0	1	0	0	1	0	0	0	0	0	0	0
	0.30%	0.00%	0.30%	0.00%	0.00%	2.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Never	2	0	2	1	0	0	1	0	0	0	0	0	0
	0.60%	0.00%	0.70%	2.40%	0.00%	0.00%	2.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Table 2. Do you think you look older, younger or about your age?

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		576	143	433	88	104	80	81	69	105	16	21	6
Older than my actual age	53	21	32	18	7	8	3	6	8	1	2	0	0
	9.20%	14.69%	7.39%	20.45%	6.73%	10.00%	3.70%	8.70%	7.62%	6.25%	9.52%	0.00%	0.00%
Younger than my actual age	318	68	250	32	61	46	45	38	63	9	14	4	6
	55.21%	47.55%	57.74%	36.36%	58.65%	57.50%	55.56%	55.07%	60.00%	56.25%	66.67%	66.67%	100.00%
About the same as my actual age	205	54	151	38	36	26	33	25	34	6	5	2	0
	35.59%	37.76%	34.87%	43.18%	34.62%	32.50%	40.74%	36.23%	32.38%	37.50%	23.81%	33.33%	0.00%

Table 3. Do you want to look older, younger or about your age

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		572	142	430	88	105	80	81	67	104	16	21	5
Older than my actual age	3	0	3	1	0	1	0	0	0	0	1	0	0
	0.52%	0.00%	0.70%	1.14%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	4.76%	0.00%	0.00%

Younger than my actual age	347 60.66%	73 51.41%	274 63.72%	16 18.18%	54 51.43%	52 65.00%	59 72.84%	48 71.64%	79 75.96%	12 75.00%	17 80.95%	5 100.00%	5 100.00%
About the same as my actual age	207 36.19%	61 42.96%	146 33.95%	62 70.45%	49 46.67%	26 32.50%	21 25.93%	18 26.87%	24 23.08%	4 25.00%	3 14.29%	0 0.00%	0 0.00%

Table 4. How old do you think you look?

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		577	143	434	89	105	80	81	69	105	16	20	6
Teens	7 1.21%	0 0.00%	7 1.61%	5 5.62%	2 1.90%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
Early twenties	95 16.46%	20 13.99%	75 17.28%	46 51.69%	41 39.05%	6 7.50%	2 2.47%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
Mid twenties	73 12.65%	12 8.39%	61 14.06%	15 16.85%	39 37.14%	18 22.50%	1 1.23%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
Late twenties	63 10.92%	14 9.79%	49 11.29%	1 1.12%	11 10.48%	32 40.00%	18 22.22%	1 1.45%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
Early thirties	61 10.57%	14 9.79%	47 10.83%	0 0.00%	8 7.62%	15 18.75%	22 27.16%	8 11.59%	8 7.62%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
Mid thirties	53 9.19%	16 11.19%	37 8.53%	0 0.00%	0 0.00%	7 8.75%	22 27.16%	17 24.64%	7 6.67%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
Late thirties	59 10.23%	18 12.59%	41 9.45%	1 1.12%	0 0.00%	2 2.50%	11 13.58%	19 27.54%	25 23.81%	1 6.25%	0 0.00%	0 0.00%	0 0.00%
Early forties	43 7.45%	20 13.99%	23 5.30%	0 0.00%	0 0.00%	0 0.00%	4 4.94%	15 21.74%	23 21.90%	1 6.25%	0 0.00%	0 0.00%	0 0.00%
Mid forties	42 7.28%	11 7.69%	31 7.14%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	6 8.70%	23 21.90%	6 37.50%	6 30.00%	1 16.67%	0 0.00%
Late forties	23 3.99%	5 3.50%	18 4.15%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 4.35%	13 12.38%	2 12.50%	5 25.00%	0 0.00%	0 0.00%
Early fifties	14 2.43%	1 0.70%	13 3.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 2.86%	5 31.25%	4 20.00%	2 33.33%	0 0.00%
Mid fifties	5 0.87%	1 0.70%	4 0.92%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 0.95%	1 6.25%	1 5.00%	1 16.67%	1 16.67%
Late fifties	9 1.56%	3 2.10%	6 1.38%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 1.90%	0 0.00%	3 15.00%	0 0.00%	4 66.67%

Early sixties or older	4	0	4	0	0	0	0	0	0	0	1	2	1
	0.69%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.00%	33.33%	16.67%

Table 5. As you've aged do you think you've

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		578	143	435	89	105	80	81	69	105	16	21	6
Become better looking	163	37	126	47	44	21	19	10	16	2	2	2	0
	28.20%	25.87%	28.97%	52.81%	41.90%	26.25%	23.46%	14.49%	15.24%	12.50%	9.52%	33.33%	0.00%
Stayed the same	251	80	171	35	46	33	39	33	44	8	8	1	4
	43.43%	55.94%	39.31%	39.33%	43.81%	41.25%	48.15%	47.83%	41.90%	50.00%	38.10%	16.67%	66.67%
Become less physically attractive	164	26	138	7	15	26	23	26	45	6	11	3	2
	28.37%	18.18%	31.72%	7.87%	14.29%	32.50%	28.40%	37.68%	42.86%	37.50%	52.38%	50.00%	33.33%

Table 6. Which of the following are the reasons you think you've stayed/become better looking as you've aged?

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		213	20	193	36	56	30	32	14	20	8	10	3
Weight loss	59	4	55	15	7	8	11	5	8	2	3	0	0
	27.70%	20.00%	28.50%	41.70%	12.50%	26.70%	34.40%	35.70%	40.00%	25.00%	30.00%	0.00%	0.00%
Weight gain	13	2	11	2	7	1	2	0	0	0	1	0	0
	6.10%	10.00%	5.70%	5.60%	12.50%	3.30%	6.30%	0.00%	0.00%	0.00%	10.00%	0.00%	0.00%
More stylish	106	8	98	25	26	14	18	6	10	1	4	2	0
	49.80%	40.00%	50.80%	69.40%	46.40%	46.70%	56.30%	42.90%	50.00%	12.50%	40.00%	66.70%	0.00%
Cosmetic procedure	31	4	27	5	2	4	7	3	4	1	4	0	1
	14.60%	20.00%	14.00%	13.90%	3.60%	13.30%	21.90%	21.40%	20.00%	12.50%	40.00%	0.00%	25.00%
Plastic surgery	13	0	13	2	0	2	3	2	0	1	2	0	1
	6.10%	0.00%	6.70%	5.60%	0.00%	6.70%	9.40%	14.30%	0.00%	12.50%	20.00%	0.00%	25.00%
Healthier self-image	141	10	131	22	33	22	20	13	14	5	6	3	3
	66.20%	50.00%	67.90%	61.10%	58.90%	73.30%	62.50%	92.90%	70.00%	62.50%	60.00%	100.00%	75.00%
Care less about what others think	98	8	90	17	27	19	14	5	4	5	6	0	1
	46.00%	40.00%	46.60%	47.20%	48.20%	63.30%	43.80%	35.70%	20.00%	62.50%	60.00%	0.00%	25.00%

Table 7. How old would you like to look?

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
	571	140	431	87	105	79	81	69	103	16	20	6	5
Teens	19	5	14	13	3	1	1	1	0	0	0	0	0
	3.33%	3.57%	3.25%	14.94%	2.86%	1.27%	1.23%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Early twenties	111	22	89	58	41	7	4	0	0	0	1	0	0
	19.44%	15.71%	20.65%	66.67%	39.05%	8.86%	4.94%	0.00%	0.00%	0.00%	5.00%	0.00%	0.00%
Mid twenties	91	12	79	14	45	25	4	3	0	0	0	0	0
	15.94%	8.57%	18.33%	16.09%	42.86%	31.65%	4.94%	4.35%	0.00%	0.00%	0.00%	0.00%	0.00%
Late twenties	83	20	63	1	16	33	28	3	2	0	0	0	0
	14.54%	14.29%	14.62%	1.15%	15.24%	41.77%	34.57%	4.35%	1.94%	0.00%	0.00%	0.00%	0.00%
Early thirties	72	19	53	0	0	12	26	21	13	0	0	0	0
	12.61%	13.57%	12.30%	0.00%	0.00%	15.19%	32.10%	30.43%	12.62%	0.00%	0.00%	0.00%	0.00%
Mid thirties	52	17	35	1	0	1	13	21	16	0	0	0	0
	9.11%	12.14%	8.12%	1.15%	0.00%	1.27%	16.05%	30.43%	15.53%	0.00%	0.00%	0.00%	0.00%
Late thirties	50	18	32	0	0	0	5	8	34	3	0	0	0
	8.76%	12.86%	7.42%	0.00%	0.00%	0.00%	6.17%	11.59%	33.01%	18.75%	0.00%	0.00%	0.00%
Early forties	40	14	26	0	0	0	0	10	21	5	3	1	0
	7.01%	10.00%	6.03%	0.00%	0.00%	0.00%	0.00%	14.49%	20.39%	31.25%	15.00%	16.67%	0.00%
Mid forties	23	8	15	0	0	0	0	1	11	5	6	0	0
	4.03%	5.71%	3.48%	0.00%	0.00%	0.00%	0.00%	1.45%	10.68%	31.25%	30.00%	0.00%	0.00%
Late forties	13	3	10	0	0	0	0	0	6	0	5	2	0
	2.28%	2.14%	2.32%	0.00%	0.00%	0.00%	0.00%	0.00%	5.83%	0.00%	25.00%	33.33%	0.00%
Early fifties	6	0	6	0	0	0	0	0	0	2	2	2	0
	1.05%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.50%	10.00%	33.33%	0.00%
Mid fifties	4	1	3	0	0	0	0	0	0	1	1	0	2
	0.70%	0.71%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.25%	5.00%	0.00%	40.00%
Late fifties	6	0	6	0	0	0	0	0	0	0	2	1	3
	1.05%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.00%	16.67%	60.00%
Early sixties or older	1	1	0	0	0	0	0	1	0	0	0	0	0
	0.18%	0.71%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%

Table 8. How would you describe the level of stress you feel right now?

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		557	137	420	86	101	76	77	66	102	16	21	6
A lot of stress	147	24	123	23	20	24	23	19	28	1	6	0	3
	26.39%	17.52%	29.29%	26.74%	19.80%	31.58%	29.87%	28.79%	27.45%	6.25%	28.57%	0.00%	50.00%
Some stress, but not a lot	270	62	208	38	62	33	34	29	50	12	6	5	1
	48.47%	45.26%	49.52%	44.19%	61.39%	43.42%	44.16%	43.94%	49.02%	75.00%	28.57%	83.33%	16.67%
A little stress, but not much	113	40	73	18	17	17	15	13	20	3	8	1	1
	20.29%	29.20%	17.38%	20.93%	16.83%	22.37%	19.48%	19.70%	19.61%	18.75%	38.10%	16.67%	16.67%
No stress	27	11	16	7	2	2	5	5	4	0	1	0	1
	4.85%	8.03%	3.81%	8.14%	1.98%	2.63%	6.49%	7.58%	3.92%	0.00%	4.76%	0.00%	16.67%

Table 9. Thinking about this time last year, do you feel more, less or about the same amount of stress?

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		576	142	434	89	105	80	81	69	104	16	20	6
More stress	201	44	157	30	38	31	30	25	32	4	7	3	1
	34.90%	30.99%	36.18%	33.71%	36.19%	38.75%	37.04%	36.23%	30.77%	25.00%	35.00%	50.00%	16.67%
Less stress	181	41	140	33	36	31	18	17	30	5	6	2	3
	31.42%	28.87%	32.26%	37.08%	34.29%	38.75%	22.22%	24.64%	28.85%	31.25%	30.00%	33.33%	50.00%
About the same	194	57	137	26	31	18	33	27	42	7	7	1	2
	33.68%	40.14%	31.57%	29.21%	29.52%	22.50%	40.74%	39.13%	40.38%	43.75%	35.00%	16.67%	33.33%

Table 10. Which of the following factors are making you experience stress

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		577	143	434	89	105	80	81	69	105	16	20	6
Family issues	267	58	209	42	48	34	32	35	56	6	8	3	3
	46.27%	40.56%	48.16%	47.19%	45.71%	42.50%	39.51%	50.72%	53.33%	37.50%	40.00%	50.00%	50.00%
Romantic relationship issues	183	39	144	40	41	21	23	21	30	2	3	1	1
	31.72%	27.27%	33.18%	44.94%	39.05%	26.25%	28.40%	30.43%	28.57%	12.50%	15.00%	16.67%	16.67%

Work-related issues	325 56.33%	72 50.35%	253 58.29%	43 48.31%	69 65.71%	48 60.00%	45 55.56%	40 57.97%	57 54.29%	8 50.00%	10 50.00%	2 33.33%	3 50.00%
Job loss	74 12.82%	24 16.78%	50 11.52%	11 12.36%	13 12.38%	10 12.50%	7 8.64%	7 10.14%	22 20.95%	2 12.50%	1 5.00%	1 16.67%	0 0.00%
Economic situation	297 51.47%	69 48.25%	228 52.53%	36 40.45%	53 50.48%	52 65.00%	41 50.62%	38 55.07%	60 57.14%	7 43.75%	4 20.00%	4 66.67%	2 33.33%
The way you look	133 23.05%	17 11.89%	116 26.73%	34 38.20%	22 20.95%	19 23.75%	12 14.81%	17 24.64%	20 19.05%	3 18.75%	5 25.00%	0 0.00%	1 16.67%
Holidays	74 12.82%	18 12.59%	56 12.90%	10 11.24%	16 15.24%	12 15.00%	5 6.17%	9 13.04%	18 17.14%	2 12.50%	2 10.00%	0 0.00%	0 0.00%
Personal health	157 27.21%	33 23.08%	124 28.57%	24 26.97%	27 25.71%	25 31.25%	21 25.93%	15 21.74%	33 31.43%	3 18.75%	5 25.00%	2 33.33%	2 33.33%
None of these	45 7.80%	20 13.99%	25 5.76%	10 11.24%	7 6.67%	1 1.25%	8 9.88%	9 13.04%	6 5.71%	1 6.25%	3 15.00%	0 0.00%	0 0.00%

Table 11. Which part of your body reacts to stress, if any													
	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		572	141	431	88	103	80	80	68	105	16	20	6
Abdomen or stomach	172 30.07%	39 27.66%	133 30.86%	24 27.27%	31 30.10%	23 28.75%	28 35.00%	18 26.47%	33 31.43%	4 25.00%	6 30.00%	2 33.33%	3 50.00%
Legs	13 2.27%	4 2.84%	9 2.09%	0 0.00%	2 1.94%	2 2.50%	2 2.50%	1 1.47%	2 1.90%	1 6.25%	2 10.00%	0 0.00%	1 16.67%
Breasts or chest	8 1.40%	5 3.55%	3 0.70%	1 1.14%	1 0.97%	1 1.25%	0 0.00%	1 1.47%	4 3.81%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
Buttocks	7 1.22%	0 0.00%	7 1.62%	1 1.14%	1 0.97%	2 2.50%	1 1.25%	1 1.47%	1 0.95%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
Arms	3 0.52%	2 1.42%	1 0.23%	0 0.00%	0 0.00%	2 2.50%	0 0.00%	1 1.47%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
Face	154 26.92%	25 17.73%	129 29.93%	32 36.36%	32 31.07%	24 30.00%	18 22.50%	11 16.18%	26 24.76%	5 31.25%	5 25.00%	1 16.67%	0 0.00%
Neck	84 14.69%	18 12.77%	66 15.31%	8 9.09%	17 16.50%	8 10.00%	15 18.75%	14 20.59%	18 17.14%	2 12.50%	2 10.00%	0 0.00%	0 0.00%
Other	51 8.92%	16 11.35%	35 8.12%	12 13.64%	4 3.88%	8 10.00%	6 7.50%	6 8.82%	8 7.62%	1 6.25%	2 10.00%	2 33.33%	2 33.33%

None	80	32	48	10	15	10	10	15	13	3	3	1	0
	13.99%	22.70%	11.14%	11.36%	14.56%	12.50%	12.50%	22.06%	12.38%	18.75%	15.00%	16.67%	0.00%

Table 12. How do you cope with stress

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		576	143	433	89	105	80	81	69	104	16	20	6
Sleep	263	52	211	48	61	41	30	27	41	5	6	2	2
	45.66%	36.36%	48.73%	53.93%	58.10%	51.25%	37.04%	39.13%	39.42%	31.25%	30.00%	33.33%	33.33%
Shop	131	11	120	26	33	15	19	13	18	2	3	1	1
	22.74%	7.69%	27.71%	29.21%	31.43%	18.75%	23.46%	18.84%	17.31%	12.50%	15.00%	16.67%	16.67%
Beauty treatments	76	2	74	12	18	9	9	9	11	2	5	0	1
	13.19%	1.40%	17.09%	13.48%	17.14%	11.25%	11.11%	13.04%	10.58%	12.50%	25.00%	0.00%	16.67%
Exercise	231	53	178	30	46	30	35	32	39	8	6	3	2
	40.10%	37.06%	41.11%	33.71%	43.81%	37.50%	43.21%	46.38%	37.50%	50.00%	30.00%	50.00%	33.33%
Stay home	185	35	150	25	36	34	23	15	40	4	6	2	0
	32.12%	24.48%	34.64%	28.09%	34.29%	42.50%	28.40%	21.74%	38.46%	25.00%	30.00%	33.33%	0.00%
Go out	113	29	84	28	25	12	16	9	16	2	3	1	1
	19.62%	20.28%	19.40%	31.46%	23.81%	15.00%	19.75%	13.04%	15.38%	12.50%	15.00%	16.67%	16.67%
Consume alcohol	116	33	83	18	24	15	13	19	22	3	2	0	0
	20.14%	23.08%	19.17%	20.22%	22.86%	18.75%	16.05%	27.54%	21.15%	18.75%	10.00%	0.00%	0.00%
Other	111	30	81	19	19	14	15	16	21	3	3	0	1
	19.27%	20.98%	18.71%	21.35%	18.10%	17.50%	18.52%	23.19%	20.19%	18.75%	15.00%	0.00%	16.67%
None of these	78	21	57	12	11	8	16	7	12	3	7	1	1
	13.54%	14.69%	13.16%	13.48%	10.48%	10.00%	19.75%	10.14%	11.54%	18.75%	35.00%	16.67%	16.67%

Table 13. What is the most stressful month of the year for you

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		575	142	433	89	104	79	81	69	105	16	20	6
January	63	16	47	12	7	6	10	13	13	0	2	0	0
	10.96%	11.27%	10.85%	13.48%	6.73%	7.59%	12.35%	18.84%	12.38%	0.00%	10.00%	0.00%	0.00%
February	16	4	12	2	3	1	5	3	1	0	1	0	0
	2.78%	2.82%	2.77%	2.25%	2.88%	1.27%	6.17%	4.35%	0.95%	0.00%	5.00%	0.00%	0.00%

March	6 1.04%	1 0.70%	5 1.15%	0 0.00%	2 1.92%	0 0.00%	0 0.00%	0 0.00%	1 0.95%	0 0.00%	3 15.00%	0 0.00%	0 0.00%
April	15 2.61%	7 4.93%	8 1.85%	3 3.37%	3 2.88%	2 2.53%	2 2.47%	1 1.45%	4 3.81%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
May	11 1.91%	3 2.11%	8 1.85%	3 3.37%	2 1.92%	1 1.27%	2 2.47%	2 2.90%	0 0.00%	1 6.25%	0 0.00%	0 0.00%	0 0.00%
June	7 1.22%	2 1.41%	5 1.15%	2 2.25%	0 0.00%	0 0.00%	2 2.47%	0 0.00%	1 0.95%	1 6.25%	0 0.00%	0 0.00%	1 16.67%
July	9 1.57%	2 1.41%	7 1.62%	0 0.00%	2 1.92%	2 2.53%	0 0.00%	1 1.45%	1 0.95%	1 6.25%	0 0.00%	1 16.67%	1 16.67%
August	16 2.78%	5 3.52%	11 2.54%	5 5.62%	2 1.92%	2 2.53%	1 1.23%	1 1.45%	3 2.86%	2 12.50%	0 0.00%	0 0.00%	0 0.00%
September	8 1.39%	2 1.41%	6 1.39%	1 1.12%	3 2.88%	1 1.27%	2 2.47%	0 0.00%	1 0.95%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
October	8 1.39%	2 1.41%	6 1.39%	0 0.00%	2 1.92%	0 0.00%	3 3.70%	2 2.90%	1 0.95%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
November	25 4.35%	4 2.82%	21 4.85%	5 5.62%	3 2.88%	4 5.06%	2 2.47%	4 5.80%	3 2.86%	2 12.50%	0 0.00%	1 16.67%	1 16.67%
December	250 43.48%	57 40.14%	193 44.57%	33 37.08%	46 44.23%	43 54.43%	33 40.74%	25 36.23%	55 52.38%	5 31.25%	7 35.00%	3 50.00%	0 0.00%
None of these	141 24.52%	37 26.06%	104 24.02%	23 25.84%	29 27.88%	17 21.52%	19 23.46%	17 24.64%	21 20.00%	4 25.00%	7 35.00%	1 16.67%	3 50.00%

Table 14. Which of the following is your favorite body part

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		573	141	432	87	105	80	81	68	104	16	20	6
Abdomen or stomach	26 4.54%	4 2.84%	22 5.09%	6 6.90%	5 4.76%	3 3.75%	5 6.17%	2 2.94%	4 3.85%	1 6.25%	0 0.00%	0 0.00%	0 0.00%
Legs	81 14.14%	17 12.06%	64 14.81%	13 14.94%	20 19.05%	11 13.75%	8 9.88%	10 14.71%	15 14.42%	1 6.25%	1 5.00%	2 33.33%	0 0.00%
Breasts or chest	76 13.26%	10 7.09%	66 15.28%	16 18.39%	16 15.24%	10 12.50%	8 9.88%	11 16.18%	10 9.62%	1 6.25%	2 10.00%	1 16.67%	1 16.67%
Buttocks	34 5.93%	8 5.67%	26 6.02%	4 4.60%	9 8.57%	3 3.75%	6 7.41%	5 7.35%	6 5.77%	0 0.00%	1 5.00%	0 0.00%	0 0.00%

Arms	41	19	22	4	6	4	7	6	14	0	0	0	0
	7.16%	13.48%	5.09%	4.60%	5.71%	5.00%	8.64%	8.82%	13.46%	0.00%	0.00%	0.00%	0.00%
Face	135	34	101	20	17	21	24	13	22	4	9	2	3
	23.56%	24.11%	23.38%	22.99%	16.19%	26.25%	29.63%	19.12%	21.15%	25.00%	45.00%	33.33%	50.00%
Neck	8	1	7	2	0	2	2	1	0	1	0	0	0
	1.40%	0.71%	1.62%	2.30%	0.00%	2.50%	2.47%	1.47%	0.00%	6.25%	0.00%	0.00%	0.00%
Other	44	17	27	9	8	2	9	2	7	3	2	0	2
	7.68%	12.06%	6.25%	10.34%	7.62%	2.50%	11.11%	2.94%	6.73%	18.75%	10.00%	0.00%	33.33%
None	128	31	97	13	24	24	12	18	26	5	5	1	0
	22.34%	21.99%	22.45%	14.94%	22.86%	30.00%	14.81%	26.47%	25.00%	31.25%	25.00%	16.67%	0.00%

Table 15. Which body part do you like least

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		575	142	433	88	105	80	81	69	104	16	20	6
Abdomen or stomach	141	46	95	21	21	22	27	21	27	2	0	0	0
	24.52%	32.39%	21.94%	23.86%	20.00%	27.50%	33.33%	30.43%	25.96%	12.50%	0.00%	0.00%	0.00%
Legs	69	9	60	14	16	8	7	7	13	1	1	2	0
	12.00%	6.34%	13.86%	15.91%	15.24%	10.00%	8.64%	10.14%	12.50%	6.25%	5.00%	33.33%	0.00%
Breasts or chest	62	5	57	10	16	9	6	11	5	1	2	1	1
	10.78%	3.52%	13.16%	11.36%	15.24%	11.25%	7.41%	15.94%	4.81%	6.25%	10.00%	16.67%	16.67%
Buttocks	43	11	32	4	10	7	5	3	13	0	1	0	0
	7.48%	7.75%	7.39%	4.55%	9.52%	8.75%	6.17%	4.35%	12.50%	0.00%	5.00%	0.00%	0.00%
Arms	24	7	17	3	4	4	6	2	5	0	0	0	0
	4.17%	4.93%	3.93%	3.41%	3.81%	5.00%	7.41%	2.90%	4.81%	0.00%	0.00%	0.00%	0.00%
Face	84	9	75	10	11	14	14	8	10	3	9	2	3
	14.61%	6.34%	17.32%	11.36%	10.48%	17.50%	17.28%	11.59%	9.62%	18.75%	45.00%	33.33%	50.00%
Neck	12	4	8	4	0	1	2	1	3	1	0	0	0
	2.09%	2.82%	1.85%	4.55%	0.00%	1.25%	2.47%	1.45%	2.88%	6.25%	0.00%	0.00%	0.00%
Other	35	14	21	7	6	1	6	1	7	3	2	0	2
	6.09%	9.86%	4.85%	7.95%	5.71%	1.25%	7.41%	1.45%	6.73%	18.75%	10.00%	0.00%	33.33%
None	105	37	68	15	21	14	8	15	21	5	5	1	0
	18.26%	26.06%	15.70%	17.05%	20.00%	17.50%	9.88%	21.74%	20.19%	31.25%	25.00%	16.67%	0.00%

Table 16. Did you make a New Year's resolution to improve your body

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		578	143	435	89	105	80	81	69	105	16	21	6
Yes	270	49	221	42	56	51	36	30	38	2	13	1	1
	46.71%	34.27%	50.80%	47.19%	53.33%	63.75%	44.44%	43.48%	36.19%	12.50%	61.90%	16.67%	16.67%
No	308	94	214	47	49	29	45	39	67	14	8	5	5
	53.29%	65.73%	49.20%	52.81%	46.67%	36.25%	55.56%	56.52%	63.81%	87.50%	38.10%	83.33%	83.33%

Table 17. In keeping with your New Year's resolution, which methods will you choose to improve your body

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		270	49	221	42	56	51	36	30	38	2	13	1
Cosmetic treatments	76	5	71	10	10	13	12	10	11	2	6	1	1
	28.15%	10.20%	32.13%	23.81%	17.86%	25.49%	33.33%	33.33%	28.95%	100.00%	46.15%	100.00%	100.00%
Exercise	252	46	206	41	50	46	34	27	38	2	12	1	1
	93.33%	93.88%	93.21%	97.62%	89.29%	90.20%	94.44%	90.00%	100.00%	100.00%	92.31%	100.00%	100.00%
Diet	216	30	186	27	46	41	31	26	29	2	12	1	1
	80.00%	61.22%	84.16%	64.29%	82.14%	80.39%	86.11%	86.67%	76.32%	100.00%	92.31%	100.00%	100.00%
Surgery (such as liposuction, rhinoplasty, face lift, breast augmentation)	16	3	13	3	1	3	3	0	3	1	2	0	0
	5.93%	6.12%	5.88%	7.14%	1.79%	5.88%	8.33%	0.00%	7.89%	50.00%	15.38%	0.00%	0.00%
Other, please specify*	10	1	9	4	1	1	2	1	1	0	0	0	0
	3.70%	2.04%	4.07%	9.52%	1.79%	1.96%	5.56%	3.33%	2.63%	0.00%	0.00%	0.00%	0.00%

Table 18. Which cosmetic treatments options are you interested in

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		74	5	69	9	10	13	11	10	11	2	6	1
Cellulite reduction treatment	32	1	31	5	3	7	3	4	4	1	4	1	0
	43.24%	20.00%	44.93%	55.56%	30.00%	53.85%	27.27%	40.00%	36.36%	50.00%	66.67%	100.00%	0.00%

Body shaping treatment	26	3	23	3	4	6	1	5	3	1	3	0	0
	35.14%	60.00%	33.33%	33.33%	40.00%	46.15%	9.09%	50.00%	27.27%	50.00%	50.00%	0.00%	0.00%
Microdermabrasion	40	1	39	7	5	8	4	5	5	2	4	0	0
	54.05%	20.00%	56.52%	77.78%	50.00%	61.54%	36.36%	50.00%	45.45%	100.00%	66.67%	0.00%	0.00%
Chemical peel	20	1	19	3	2	5	1	5	2	1	1	0	0
	27.03%	20.00%	27.54%	33.33%	20.00%	38.46%	9.09%	50.00%	18.18%	50.00%	16.67%	0.00%	0.00%
Facial	36	2	34	3	5	7	6	4	7	1	3	0	0
	48.65%	40.00%	49.28%	33.33%	50.00%	53.85%	54.55%	40.00%	63.64%	50.00%	50.00%	0.00%	0.00%
Vascular lesion removal	7	0	7	0	0	2	0	2	2	1	0	0	0
	9.46%	0.00%	10.14%	0.00%	0.00%	15.38%	0.00%	20.00%	18.18%	50.00%	0.00%	0.00%	0.00%
Tattoo removal	7	0	7	0	1	3	2	0	1	0	0	0	0
	9.46%	0.00%	10.14%	0.00%	10.00%	23.08%	18.18%	0.00%	9.09%	0.00%	0.00%	0.00%	0.00%
Injectables and fillers (Botox(R), Restylane(R), Sculptra(R), fat, etc.)	20	0	20	0	2	4	3	5	3	2	1	0	0
	27.03%	0.00%	28.99%	0.00%	20.00%	30.77%	27.27%	50.00%	27.27%	100.00%	16.67%	0.00%	0.00%
Laser skin resurfacing	17	1	16	2	2	3	0	5	2	2	1	0	0
	22.97%	20.00%	23.19%	22.22%	20.00%	23.08%	0.00%	50.00%	18.18%	100.00%	16.67%	0.00%	0.00%
Laser skin rejuvenation	22	2	20	3	1	7	0	4	1	2	2	1	1
	29.73%	40.00%	28.99%	33.33%	10.00%	53.85%	0.00%	40.00%	9.09%	100.00%	33.33%	100.00%	100.00%
Laser hair removal	42	2	40	6	4	10	6	7	5	1	3	0	0
	56.76%	40.00%	57.97%	66.67%	40.00%	76.92%	54.55%	70.00%	45.45%	50.00%	50.00%	0.00%	0.00%
Laser skin tightening	20	1	19	1	1	4	1	4	3	1	3	1	1
	27.03%	20.00%	27.54%	11.11%	10.00%	30.77%	9.09%	40.00%	27.27%	50.00%	50.00%	100.00%	100.00%
Laser wrinkle reduction	19	0	19	0	0	2	2	6	3	2	3	0	1
	25.68%	0.00%	27.54%	0.00%	0.00%	15.38%	18.18%	60.00%	27.27%	100.00%	50.00%	0.00%	100.00%
Laser acne treatment	9	0	9	4	1	1	1	2	0	0	0	0	0
	12.16%	0.00%	13.04%	44.44%	10.00%	7.69%	9.09%	20.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scar treatment	11	1	10	1	1	2	3	1	2	1	0	0	0
	14.86%	20.00%	14.49%	11.11%	10.00%	15.38%	27.27%	10.00%	18.18%	50.00%	0.00%	0.00%	0.00%
Spider vein treatment	13	1	12	0	0	2	2	5	2	1	1	0	0
	17.57%	20.00%	17.39%	0.00%	0.00%	15.38%	18.18%	50.00%	18.18%	50.00%	16.67%	0.00%	0.00%
Mesotherapy	5	0	5	0	0	1	0	2	1	1	0	0	0
	6.76%	0.00%	7.25%	0.00%	0.00%	7.69%	0.00%	20.00%	9.09%	50.00%	0.00%	0.00%	0.00%
Other cosmetic treatment*	7	1	6	2	0	0	0	1	4	0	0	0	0
	9.46%	20.00%	8.70%	22.22%	0.00%	0.00%	0.00%	10.00%	36.36%	0.00%	0.00%	0.00%	0.00%

Table 19. How long do you think it will take before you see results using the methods you selected?

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		268	49	219	41	56	51	35	30	38	2	13	1
Immediately	18	3	15	4	5	1	2	2	3	0	1	0	0
	6.72%	6.12%	6.85%	9.76%	8.93%	1.96%	5.71%	6.67%	7.89%	0.00%	7.69%	0.00%	0.00%
Within a month	79	21	58	16	16	19	8	8	9	1	2	0	0
	29.48%	42.86%	26.48%	39.02%	28.57%	37.25%	22.86%	26.67%	23.68%	50.00%	15.38%	0.00%	0.00%
Within a few months	155	22	133	20	31	26	24	20	24	1	8	0	1
	57.84%	44.90%	60.73%	48.78%	55.36%	50.98%	68.57%	66.67%	63.16%	50.00%	61.54%	0.00%	100.00%
Within a few years	13	2	11	1	2	4	1	0	2	0	2	1	0
	4.85%	4.08%	5.02%	2.44%	3.57%	7.84%	2.86%	0.00%	5.26%	0.00%	15.38%	100.00%	0.00%
Never	3	1	2	0	2	1	0	0	0	0	0	0	0
	1.12%	2.04%	0.91%	0.00%	3.57%	1.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Table 20. Which best describes your employment status?

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		575	142	433	88	105	80	79	69	105	16	21	6
Employed full-time	313	82	231	35	61	50	41	49	52	12	9	2	2
	54.43%	57.75%	53.35%	39.77%	58.10%	62.50%	51.90%	71.01%	49.52%	75.00%	42.86%	33.33%	33.33%
Employed part-time	78	17	61	27	9	10	10	5	12	0	3	1	1
	13.57%	11.97%	14.09%	30.68%	8.57%	12.50%	12.66%	7.25%	11.43%	0.00%	14.29%	16.67%	16.67%
Unemployed (for less than 3 months), but looking for a job	29	6	23	5	9	2	1	3	8	0	0	1	0
	5.04%	4.23%	5.31%	5.68%	8.57%	2.50%	1.27%	4.35%	7.62%	0.00%	0.00%	16.67%	0.00%
Unemployed (for more than 3 months), but looking for a job	30	15	15	8	7	1	3	4	7	0	0	0	0
	5.22%	10.56%	3.46%	9.09%	6.67%	1.25%	3.80%	5.80%	6.67%	0.00%	0.00%	0.00%	0.00%
Unemployed, and not looking for a job	31	13	18	8	3	1	2	4	6	2	3	1	1
	5.39%	9.15%	4.16%	9.09%	2.86%	1.25%	2.53%	5.80%	5.71%	12.50%	14.29%	16.67%	16.67%
Homemaker	54	1	53	3	11	11	14	2	7	2	2	1	1
	9.39%	0.70%	12.24%	3.41%	10.48%	13.75%	17.72%	2.90%	6.67%	12.50%	9.52%	16.67%	16.67%

Self-employed	40	8	32	2	5	5	8	2	13	0	4	0	1
	6.96%	5.63%	7.39%	2.27%	4.76%	6.25%	10.13%	2.90%	12.38%	0.00%	19.05%	0.00%	16.67%

Table 21. Which state do you live in													
	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		578	143	435	89	105	80	81	69	105	16	21	6
Alabama	6	0	6	1	1	0	1	2	1	0	0	0	0
	1.04%	0.00%	1.38%	1.12%	0.95%	0.00%	1.23%	2.90%	0.95%	0.00%	0.00%	0.00%	0.00%
Alaska	1	0	1	1	0	0	0	0	0	0	0	0	0
	0.17%	0.00%	0.23%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Arizona	9	3	6	1	4	3	0	0	1	0	0	0	0
	1.56%	2.10%	1.38%	1.12%	3.81%	3.75%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%
Arkansas	2	1	1	1	0	1	0	0	0	0	0	0	0
	0.35%	0.70%	0.23%	1.12%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
California	75	16	59	8	23	12	7	8	11	2	3	0	1
	12.98%	11.19%	13.56%	8.99%	21.90%	15.00%	8.64%	11.59%	10.48%	12.50%	14.29%	0.00%	16.67%
Colorado	20	5	15	0	4	3	1	1	6	1	2	1	1
	3.46%	3.50%	3.45%	0.00%	3.81%	3.75%	1.23%	1.45%	5.71%	6.25%	9.52%	16.67%	16.67%
Connecticut	8	0	8	2	1	2	1	0	2	0	0	0	0
	1.38%	0.00%	1.84%	2.25%	0.95%	2.50%	1.23%	0.00%	1.90%	0.00%	0.00%	0.00%	0.00%
Delaware	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
District of Columbia	1	1	0	0	0	1	0	0	0	0	0	0	0
	0.17%	0.70%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Florida	31	5	26	7	4	5	3	2	7	2	1	0	0
	5.36%	3.50%	5.98%	7.87%	3.81%	6.25%	3.70%	2.90%	6.67%	12.50%	4.76%	0.00%	0.00%
Georgia	11	4	7	2	2	1	1	2	1	0	1	0	1
	1.90%	2.80%	1.61%	2.25%	1.90%	1.25%	1.23%	2.90%	0.95%	0.00%	4.76%	0.00%	16.67%
Hawaii	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Idaho	1	0	1	0	0	0	0	0	1	0	0	0	0
	0.17%	0.00%	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%
Illinois	33	9	24	5	6	3	7	5	5	1	0	1	0
	5.71%	6.29%	5.52%	5.62%	5.71%	3.75%	8.64%	7.25%	4.76%	6.25%	0.00%	16.67%	0.00%

Indiana	8	5	3	1	1	0	2	1	3	0	0	0	0
	1.38%	3.50%	0.69%	1.12%	0.95%	0.00%	2.47%	1.45%	2.86%	0.00%	0.00%	0.00%	0.00%
Iowa	10	0	10	2	2	3	2	0	0	0	0	1	0
	1.73%	0.00%	2.30%	2.25%	1.90%	3.75%	2.47%	0.00%	0.00%	0.00%	0.00%	16.67%	0.00%
Kansas	2	0	2	0	0	0	1	0	1	0	0	0	0
	0.35%	0.00%	0.46%	0.00%	0.00%	0.00%	1.23%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%
Kentucky	8	4	4	0	2	1	2	2	1	0	0	0	0
	1.38%	2.80%	0.92%	0.00%	1.90%	1.25%	2.47%	2.90%	0.95%	0.00%	0.00%	0.00%	0.00%
Louisiana	4	1	3	0	2	0	0	1	0	1	0	0	0
	0.69%	0.70%	0.69%	0.00%	1.90%	0.00%	0.00%	1.45%	0.00%	6.25%	0.00%	0.00%	0.00%
Maine	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Maryland	3	0	3	0	1	0	1	0	1	0	0	0	0
	0.52%	0.00%	0.69%	0.00%	0.95%	0.00%	1.23%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%
Massachusetts	20	3	17	5	4	0	0	4	5	2	0	0	0
	3.46%	2.10%	3.91%	5.62%	3.81%	0.00%	0.00%	5.80%	4.76%	12.50%	0.00%	0.00%	0.00%
Michigan	41	9	32	12	5	5	2	6	6	2	3	0	0
	7.09%	6.29%	7.36%	13.48%	4.76%	6.25%	2.47%	8.70%	5.71%	12.50%	14.29%	0.00%	0.00%
Minnesota	12	2	10	1	2	3	2	1	2	0	1	0	0
	2.08%	1.40%	2.30%	1.12%	1.90%	3.75%	2.47%	1.45%	1.90%	0.00%	4.76%	0.00%	0.00%
Mississippi	1	0	1	0	0	0	1	0	0	0	0	0	0
	0.17%	0.00%	0.23%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Missouri	12	3	9	3	0	0	4	2	2	0	1	0	0
	2.08%	2.10%	2.07%	3.37%	0.00%	0.00%	4.94%	2.90%	1.90%	0.00%	4.76%	0.00%	0.00%
Montana	2	0	2	0	1	1	0	0	0	0	0	0	0
	0.35%	0.00%	0.46%	0.00%	0.95%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Nebraska	1	1	0	0	0	0	0	1	0	0	0	0	0
	0.17%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Nevada	7	3	4	1	0	0	2	1	3	0	0	0	0
	1.21%	2.10%	0.92%	1.12%	0.00%	0.00%	2.47%	1.45%	2.86%	0.00%	0.00%	0.00%	0.00%
New Hampshire	1	0	1	0	0	0	0	0	1	0	0	0	0
	0.17%	0.00%	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%
New Jersey	1	1	0	0	0	0	0	1	0	0	0	0	0
	0.17%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
New Mexico	2	1	1	0	1	0	0	0	1	0	0	0	0
	0.35%	0.70%	0.23%	0.00%	0.95%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%

New York	45	9	36	5	10	7	6	5	8	1	3	0	0
	7.79%	6.29%	8.28%	5.62%	9.52%	8.75%	7.41%	7.25%	7.62%	6.25%	14.29%	0.00%	0.00%
North Carolina	24	6	18	2	5	2	2	3	10	0	0	0	0
	4.15%	4.20%	4.14%	2.25%	4.76%	2.50%	2.47%	4.35%	9.52%	0.00%	0.00%	0.00%	0.00%
North Dakota	1	0	1	0	0	0	0	1	0	0	0	0	0
	0.17%	0.00%	0.23%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Ohio	13	9	4	3	0	1	3	3	3	0	0	0	0
	2.25%	6.29%	0.92%	3.37%	0.00%	1.25%	3.70%	4.35%	2.86%	0.00%	0.00%	0.00%	0.00%
Oklahoma	2	0	2	0	1	0	0	1	0	0	0	0	0
	0.35%	0.00%	0.46%	0.00%	0.95%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Oregon	5	4	1	2	0	1	0	2	0	0	0	0	0
	0.87%	2.80%	0.23%	2.25%	0.00%	1.25%	0.00%	2.90%	0.00%	0.00%	0.00%	0.00%	0.00%
Pennsylvania	21	10	11	3	3	2	4	4	4	0	1	0	0
	3.63%	6.99%	2.53%	3.37%	2.86%	2.50%	4.94%	5.80%	3.81%	0.00%	4.76%	0.00%	0.00%
Rhode Island	1	0	1	0	0	0	1	0	0	0	0	0	0
	0.17%	0.00%	0.23%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
South Carolina	8	2	6	1	1	0	3	0	3	0	0	0	0
	1.38%	1.40%	1.38%	1.12%	0.95%	0.00%	3.70%	0.00%	2.86%	0.00%	0.00%	0.00%	0.00%
South Dakota	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tennessee	18	6	12	1	8	3	1	2	2	1	0	0	0
	3.11%	4.20%	2.76%	1.12%	7.62%	3.75%	1.23%	2.90%	1.90%	6.25%	0.00%	0.00%	0.00%
Texas	50	9	41	10	8	12	5	1	8	1	2	2	1
	8.65%	6.29%	9.43%	11.24%	7.62%	15.00%	6.17%	1.45%	7.62%	6.25%	9.52%	33.33%	16.67%
Utah	6	2	4	1	1	0	0	0	1	1	1	0	1
	1.04%	1.40%	0.92%	1.12%	0.95%	0.00%	0.00%	0.00%	0.95%	6.25%	4.76%	0.00%	16.67%
Vermont	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Virginia	16	2	14	2	0	5	6	1	0	0	0	1	1
	2.77%	1.40%	3.22%	2.25%	0.00%	6.25%	7.41%	1.45%	0.00%	0.00%	0.00%	16.67%	16.67%
Washington	16	2	14	0	1	2	7	2	4	0	0	0	0
	2.77%	1.40%	3.22%	0.00%	0.95%	2.50%	8.64%	2.90%	3.81%	0.00%	0.00%	0.00%	0.00%
West Virginia	5	1	4	1	0	1	1	1	1	0	0	0	0
	0.87%	0.70%	0.92%	1.12%	0.00%	1.25%	1.23%	1.45%	0.95%	0.00%	0.00%	0.00%	0.00%
Wisconsin	13	3	10	5	1	0	2	2	0	1	2	0	0
	2.25%	2.10%	2.30%	5.62%	0.95%	0.00%	2.47%	2.90%	0.00%	6.25%	9.52%	0.00%	0.00%

Wyoming	1	1	0	0	0	0	0	1	0	0	0	0	0
	0.17%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%

Table 22. Which best describes your relationship status?

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		576	142	434	88	105	80	80	69	105	16	21	6
Married	261	59	202	12	34	43	45	35	63	7	15	3	4
	45.31%	41.55%	46.54%	13.64%	32.38%	53.75%	56.25%	50.72%	60.00%	43.75%	71.43%	50.00%	66.67%
Single, living alone	160	52	108	33	24	22	21	20	24	6	5	3	2
	27.78%	36.62%	24.88%	37.50%	22.86%	27.50%	26.25%	28.99%	22.86%	37.50%	23.81%	50.00%	33.33%
Single, but living with a significant other	77	14	63	20	24	12	7	8	6	0	0	0	0
	13.37%	9.86%	14.52%	22.73%	22.86%	15.00%	8.75%	11.59%	5.71%	0.00%	0.00%	0.00%	0.00%
Single, but living with a roommate	78	17	61	23	23	3	7	6	12	3	1	0	0
	13.54%	11.97%	14.06%	26.14%	21.90%	3.75%	8.75%	8.70%	11.43%	18.75%	4.76%	0.00%	0.00%

Table 23. Do you have children?

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		578	143	435	89	105	80	81	69	105	16	21	6
Yes	258	56	202	4	25	36	47	40	68	8	19	5	6
	44.64%	39.16%	46.44%	4.49%	23.81%	45.00%	58.02%	57.97%	64.76%	50.00%	90.48%	83.33%	100.00%
No	320	87	233	85	80	44	34	29	37	8	2	1	0
	55.36%	60.84%	53.56%	95.51%	76.19%	55.00%	41.98%	42.03%	35.24%	50.00%	9.52%	16.67%	0.00%

Table 24. How many children live in your home?

	Total*	Are you		Gen Y		Gen X			Baby Boomer				Silent Gen
		Male	Female	18-24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-50 years old	51-54 years old	55-60 years old	61-63 years old	64 or older
		257	56	201	4	25	36	47	40	67	8	19	5
None	55	19	36	1	1	1	3	6	19	5	13	1	5
	21.40%	33.93%	17.91%	25.00%	4.00%	2.78%	6.38%	15.00%	28.36%	62.50%	68.42%	20.00%	83.33%

1	77 29.96%	14 25.00%	63 31.34%	0 0.00%	11 44.00%	15 41.67%	8 17.02%	14 35.00%	22 32.84%	2 25.00%	3 15.79%	1 20.00%	1 16.67%
2	68 26.46%	9 16.07%	59 29.35%	3 75.00%	8 32.00%	10 27.78%	20 42.55%	11 27.50%	13 19.40%	0 0.00%	2 10.53%	1 20.00%	0 0.00%
3	43 16.73%	11 19.64%	32 15.92%	0 0.00%	4 16.00%	9 25.00%	10 21.28%	7 17.50%	10 14.93%	1 12.50%	1 5.26%	1 20.00%	0 0.00%
4 or more	14 5.45%	3 5.36%	11 5.47%	0 0.00%	1 4.00%	1 2.78%	6 12.77%	2 5.00%	3 4.48%	0 0.00%	0 0.00%	1 20.00%	0 0.00%

Summary Totals

1. Are you		
Male	145	25%
Female	441	75%
Total	586	100%

2. How old are you?		
17 years old or younger	6	1%
18-24 years old	90	15%
25-29 years old	105	18%
30-34 years old	80	14%
35-39 years old	82	14%
40-44 years old	69	12%
45-50 years old	105	18%
51-54 years old	16	3%
55-60 years old	21	4%
61-63 years old	6	1%
64 or older	6	1%
Total	586	100%

3. When was the last time you visited American Laser Centers?		
Within the last month	294	95%

More than 1 month, but less than 1 year	13	4%
More than 1 year	1	0%
Never	2	1%
Total	310	100%

4. Do you think you look older, younger or about your age?		
Older than my actual age	53	9%
Younger than my actual age	318	55%
About the same as my actual age	205	36%
Total	576	100%

5. Do you want to look older, younger or about your age?		
Older than my actual age	18	3%
Younger than my actual age	347	61%
About the same as my actual age	207	36%
Total	572	100%

6. How old do you think you look?		
Teens	33	6%
Early twenties	95	16%
Mid twenties	73	13%
Late twenties	63	11%
Early thirties	61	11%
Mid thirties	53	9%
Late thirties	59	10%
Early forties	43	7%
Mid forties	42	7%
Late forties	23	4%
Early fifties	14	2%
Mid fifties	5	1%

Late fifties	9	2%
Early sixties or older	4	1%
Total	577	100%

7. As you've aged do you think you've:		
Become better looking	163	28%
Stayed the same	251	43%
Become less physically attractive	164	28%
Total	578	100%

8. Which of the following are reasons you think you've stayed the		
Weight loss	105	13%
Weight gain	44	6%
More stylish	162	25%
Cosmetic procedure	37	8%
Plastic surgery	15	3%
Healthier self-image	224	40%
Care less about what others think	211	49%

9. How old would you like to look?		
Teens	19	3%
Early twenties	111	19%
Mid twenties	91	16%
Late twenties	83	15%
Early thirties	72	13%
Mid thirties	52	9%
Late thirties	50	9%
Early forties	40	7%
Mid forties	23	4%
Late forties	13	2%
Early fifties	6	1%

Mid fifties	4	1%
Late fifties	6	1%
Early sixties or older	1	0%
Total	571	100%

10. How would you describe the level of stress you feel right now?		
A lot of stress	147	26%
Some stress, but not a lot	270	48%
A little stress, but not much	113	20%
No stress	27	5%
Total	557	100%

11. Thinking about this time last year, do you feel more, less or		
More stress	201	35%
Less stress	181	31%
About the same	194	34%
Total	576	100%

12. Which of the following factors are making you experience		
Family issues	267	17%
Romantic relationship issues	183	12%
Work-related issues	325	21%
Job loss	74	5%
Economic situation	297	19%
The way you look	133	9%
Holidays	74	5%
Personal health	157	10%
None of these	45	3%

13. Which part of your body reacts to stress, if any? (Choose one)		
Abdomen or stomach	172	30%

Legs	13	2%
Breasts or chest	8	1%
Buttocks	7	1%
Arms	3	1%
Face	154	27%
Neck	84	15%
Other	51	9%
None	80	14%
Total	572	100%

14. How do you copy with stress? (Choose all that apply)		
Sleep	263	20%
Shop	131	10%
Beauty treatments	76	6%
Exercise	231	18%
Stay home	185	14%
Go out	113	9%
Consume alcohol	116	9%
Other	111	9%
None of these	78	6%

15. What is the most stressful month of the year for you?		
January	63	11%
February	16	3%
March	6	1%
April	15	3%
May	11	2%
June	7	1%
July	9	2%
August	16	3%
September	8	1%
October	8	1%
November	25	4%
December	250	43%

None of these	141	25%
Total	575	100%

16. Which of the following is your favorite body part? (Choose one)		
Abdomen or stomach	26	5%
Legs	81	14%
Breasts or chest	76	13%
Buttocks	34	6%
Arms	41	7%
Face	135	24%
Neck	8	1%
Other	44	8%
None	128	22%
Total	573	100%

17. Which body part do you like least? (Choose one)		
Abdomen or stomach	271	47%
Legs	60	10%
Breasts or chest	32	6%
Buttocks	66	11%
Arms	29	5%
Face	21	4%
Neck	12	2%
Other	20	3%
None	64	11%
Total	575	100%

18. Did you make a New Year's resolution to improve your body?		
Yes	270	47%
No	308	53%
Total	578	100%

19. In keeping with your New Year's resolution, which methods will

Cosmetic treatments	76	13%
Exercise	252	44%
Diet	216	38%
Surgery (such as liposuction, rhinoplasty, face lift, breast augmentation)	16	3%
Other, please specify	10	2%

20. Which cosmetic treatment options are you interested in? (Please

Cellulite reduction treatment	32	9%
Body shaping treatment	26	7%
Microdermabrasion	40	11%
Chemical peel	20	6%
Facial	36	10%
Vascular lesion removal	7	2%
Tattoo removal	7	2%
Injectables and fillers (Botox(R), Restylane(R), Sculptra(R), fat, etc.)	20	6%
Laser skin resurfacing	17	5%
Laser skin rejuvenation	22	6%
Laser hair removal	42	12%
Laser skin tightening	20	6%
Laser wrinkle reduction	19	5%
Laser acne treatment	9	3%
Scar treatment	11	3%
Spider vein treatment	13	4%
Mesotherapy	5	1%
Other cosmetic treatment	4	1%

21. How long do you think it will take before you see results using

Immediately	18	7%
Within a month	79	29%
Within a few months	155	58%
Within a few years	13	5%
Never	3	1%
Total	268	100%

22. Which best describes your employment status?		
Employed full-time	313	54%
Employed part-time	78	14%
Unemployed (for less than 3 months), but looking for a job	29	5%
Unemployed (for more than 3 months), but looking for a job	30	5%
Unemployed, and not looking for a job	31	5%
Homemaker	54	9%
Self-employed	40	7%
Total	575	100%

23. Which state do you live in?		
Alabama	6	1%
Alaska	1	0%
Arizona	9	2%
Arkansas	2	0%
California	75	13%
Colorado	20	3%
Connecticut	8	1%
Delaware	0	0%
District of Columbia	1	0%
Florida	31	5%
Georgia	11	2%
Hawaii	0	0%

Idaho	1	0%
Illinois	33	6%
Indiana	8	1%
Iowa	10	2%
Kansas	2	0%
Kentucky	8	1%
Louisiana	4	1%
Maine	0	0%
Maryland	3	1%
Massachusetts	20	3%
Michigan	41	7%
Minnesota	12	2%
Mississippi	1	0%
Missouri	12	2%
Montana	2	0%
Nebraska	1	0%
Nevada	7	1%
New Hampshire	1	0%
New Jersey	1	0%
New Mexico	2	0%
New York	45	8%
North Carolina	24	4%
North Dakota	1	0%
Ohio	13	2%
Oklahoma	2	0%
Oregon	5	1%
Pennsylvania	21	4%
Rhode Island	1	0%
South Carolina	8	1%
South Dakota	0	0%
Tennessee	18	3%
Texas	50	9%
Utah	6	1%
Vermont	0	0%
Virginia	16	3%
Washington	16	3%

West Virginia	5	1%
Wisconsin	13	2%
Wyoming	1	0%
Total	578	100%

24. Which best describes your relationship status?		
Married	261	45%
Single, living alone	160	28%
Single, but living with a significant other	77	13%
Single, but living with a roommate	78	14%
Total	576	100%

25. Do you have children?		
Yes	258	45%
No	320	55%
Total	578	100%

26. How many children live in your home?		
None	55	21%
1	77	30%
2	68	26%
3	43	17%
4 or more	14	5%
Total	257	100%