



# Internet Survey

April 26, 2011

This survey was conducted online with a random sample of 1085 mothers, aged 18+ -- all members of the Impulse Research proprietary online panel.

The Impulse Research proprietary online panel has been carefully selected to closely match US population demographics and the respondents are representative of American mothers, aged 18+.

Research was conducted April 2011.

The overall sampling error rate for this survey is +/-3% at the 95% level of confidence

1) If cost were not an issue, would you consider getting a "Mommy Makeover?"...By "Mommy Makeover", we mean one or more plastic surgery procedures, such as breast augmentation, breast lift and/or tummy tuck, intended to restore or improve a woman's post-pregnancy body.

		Mother's age					Years since last pregnancy				Geographical region				
		<u>18 to 24</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 to 64</u>	<u>1-2 Years</u>	<u>2-4 Years</u>	<u>4-6 Years</u>	<u>More than 6 Years</u>	<u>N-East</u>	<u>S-Atl</u>	<u>N-Cen</u>	<u>S-Cen</u>	<u>West</u>
BASE: Total	1085	85	247	299	258	196	239	266	243	337	221	189	243	219	213
<b>Would not</b> consider at all	37%	35%	34%	38%	38%	44%	35%	31%	30%	39%	41%	35%	37%	35%	36%
<b>Would possibly</b> consider	20%	35%	15%	17%	26%	19%	21%	17%	19%	15%	13%	11%	14%	18%	27%
<b>Would probably</b> consider	12%	18%	9%	10%	11%	10%	13%	17%	14%	13%	14%	18%	18%	13%	10%
<b>Would definitely</b> consider	30%	12%	39%	32%	25%	27%	31%	31%	34%	30%	31%	32%	29%	34%	27%
I have already had a mommy makeover.	1%	0%	3%	3%	0%	0%	0%	4%	3%	3%	1%	4%	2%	0%	0%