**MIRROR / MIRROR:**
AARP Survey of Women’s Reflections on Beauty, Age, and Media™

**A STRIKING NUMBER OF WOMEN FEEL MISREPRESENTED IN MEDIA IMAGES...**

- **61%** of women do not feel represented by images of women in media
- **29%** of women believe that media images of women have positive portrayals of varied body shapes and ethnicities
- **76%** of women wish ads had more realistic images of women
- **50%** of women are annoyed by heavily airbrushed models on magazine covers

**...AND IT’S AFFECTING THEIR BUYING CHOICES.**

- **58%** of women are more likely to purchase products from brands that use women who look like them in their advertising
- **55%** are more likely to recommend a brand that uses women like me in their advertising

3 in 4 women like ads that feature and celebrate women of various ages

**WOMEN GENERALLY FEEL GOOD ABOUT THEMSELVES AS THEY AGE...**

- **60%** of women embrace it
- **74%** say their wisdom comes with age
- **61%** agree with the statement, “I am beautiful at any age”
- **60%** say their looks do NOT determine how old they feel

**...BUT SOME WOMEN STILL HOLD ENTRENCHED NEGATIVE BELIEFS ABOUT AGE THAT NEED TO BE CHALLENGED.**

- **42%** of women say they dread getting older
- **34%** of women associate aging with gaining weight over time
- **29%** of women say their strongest anxiety about aging is their appearance
- **22%** of women say that “when I have an injury/pain, I automatically attribute it to age”

**Source:** Mirror/Mirror: AARP Survey of Women’s Reflections on Beauty, Age, and Media™ fielded August 31–September 3, 2018 among 2,000 women ages 21 to 72 by W5 through AYTM – Ask Your Target Market online research platform.

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For more information: www.aarp.org/womenonbeauty

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