

MIRROR / MIRROR:

AARP Survey of Women's Reflections on Beauty, Age, and Media™



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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%

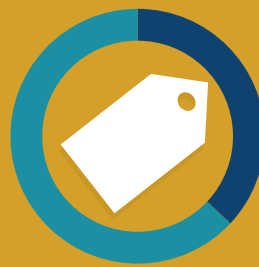
of women wish ads had more realistic images of women



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



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

60%

of women embrace it

74%

of women say that 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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