

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

Annotated Questionnaire

N=2,000 (Millennials = 500, Gen X = 1,000, Boomers = 500)

Notes:

- Online survey conducted by W5 through AYTM – Ask Your Target Market online platform from August 31 – September 3, 2018. Data were weighted by age, region, income, and race/ethnicity to reflect U.S. women ages 21-72.
- Generation definitions: Millennials = Ages 21-37, Gen X = Ages 38-53, and Boomers = Ages 54-72.
- Percentages may not round to 100 percent due to rounding error.

Q1. Which of the following statements describe you and your day-to-day life?

	Total	Millennials	Gen X	Boomers
I eat fruits and vegetables daily	71%	69%	71%	73%
I get medical checkups at least once a year	64%	59%	66%	68%
I take vitamins/supplements to keep my body healthy and functioning well	62%	57%	62%	67%
I read/listen to books regularly	58%	60%	59%	56%
I exercise once a week or more	58%	59%	59%	57%
I give to charities at least once a year	51%	41%	51%	60%
I shop at physical mass retailer stores for beauty/personal care products	51%	50%	55%	47%
I shop online for beauty/personal care products	50%	55%	52%	43%
I use makeup items at least five days a week	48%	47%	52%	44%
I have purchased wrinkle-reducing creams	36%	25%	43%	39%
I shop at specialty stores for beauty/personal care products (Sephora, ULTA, etc.)	35%	42%	36%	27%
I shop at department stores for beauty/personal care products	35%	38%	37%	29%
I get manicures/pedicures	33%	36%	35%	27%
I use wrinkle-reducing creams	32%	22%	38%	35%
I have a tattoo	31%	43%	35%	15%
I frequently apply skin treatments (night creams, serums, etc.) with retinoid	28%	26%	32%	26%
I purchase makeup/fashion items I read about in magazines/online	28%	32%	32%	20%
I attend religious services at least once a month	26%	23%	26%	29%
I drink alcohol at least two times a week	25%	26%	24%	26%
I have a wearable device that tracks vital signs or exercise	22%	22%	26%	17%
I take vitamins/supplements for signs of aging (e.g., collagen supplements)	21%	19%	24%	21%
I smoke cigarettes or use other tobacco products	18%	17%	18%	20%
I get spa services (facials, massages, etc.)	17%	20%	20%	12%
I practice yoga	16%	21%	17%	10%
I have a body piercing (not traditional lower earlobe)	16%	29%	15%	4%
I have had skin treatments (microdermabrasion, dermaplaning, etc.)	9%	11%	9%	7%
I have had a cosmetic procedure	7%	6%	9%	6%
I have had cosmetic body procedures (CoolSculpting, laser hair removal, etc.)	6%	8%	7%	4%
I have used treatments, like fillers or injectables (e.g., Botox)	4%	3%	4%	4%

Q2. Which, if any, of the following beauty/personal care products do you use? Please select all that apply.

	Total	Millennials	Gen X	Boomers
Blush	50%	47%	51%	52%
Cleansing tool (brush, cloth)	37%	43%	37%	29%
Concealer or contour sticks	46%	53%	46%	39%
Eye cream	35%	36%	38%	32%
Eyebrow gel/pencil	40%	41%	39%	40%
Eyeliner, eyeshadow or mascara	67%	75%	70%	57%
Facial cleanser (foaming, lotion, oil)	64%	68%	69%	55%
Facial treatment (mask, at-home peel), weekly	35%	45%	36%	25%
Foundation or BB Cream	49%	51%	51%	44%
Hair color (at home)	38%	32%	41%	41%
Hair color (salon)	25%	22%	28%	24%
Hand cream	57%	49%	60%	63%
Lip liner or lipstick	55%	54%	56%	53%
Lip treatment	19%	23%	20%	15%
Moisturizing cream or moisturizing lotion	73%	75%	71%	73%
Nail polish (at home or salon)	61%	67%	63%	53%
Primer	23%	31%	23%	15%
Serum	22%	25%	24%	16%
Shampoo/conditioner (drugstore)	80%	81%	79%	78%
Shampoo/conditioner (salon)	29%	29%	31%	26%
Sunscreen (separate from moisturizer)	41%	47%	42%	34%
Toner, astringent	29%	34%	29%	23%
Other (please specify)	1%	1%	1%	1%
None of these	2%	2%	2%	2%

Q3. Which, if any, of the following beauty/personal care product brands do you use? Please select all that apply.

	Total	Millennials	Gen X	Boomers
Amore Pacific	1%	3%	1%	0%
Aveeno	34%	40%	35%	27%
Clinique	25%	28%	26%	21%
Elizabeth Arden	6%	6%	6%	5%
Estée Lauder	16%	18%	15%	15%
La Prairie	2%	3%	1%	1%
Lancôme	16%	18%	18%	13%
L'Oreal Paris	31%	33%	31%	28%
Neutrogena	41%	49%	40%	33%
No7	5%	6%	6%	3%
Olay	39%	34%	40%	44%
Shiseido	5%	7%	6%	2%
SK-II	2%	4%	2%	0%
Other (please specify)	19%	15%	22%	22%
None of these	16%	16%	15%	18%

Q4. Which of the following, if any, do you ever wear in public? Please select all that apply.

	Total	Millennials	Gen X	Boomers
Sleeveless shirt	59%	70%	59%	46%
Fashion sneakers	43%	50%	46%	34%
Designer jeans	35%	38%	42%	26%
Short skirt (above your knees)	29%	39%	32%	17%
Bikini	17%	30%	16%	4%
None of these	23%	15%	21%	35%

Q5. On a scale of 1 to 5 where 1 means “Do not agree at all” and 5 means “Agree completely,” how much do you agree with each of the following statements about your age?

NET: Top 2 (4+5 on scale)	Total	Millennials	Gen X	Boomers
I accept my age	76%	78%	71%	80%
Wisdom comes with age	74%	67%	76%	81%
I believe I am only as old as I feel	65%	59%	63%	74%
I have an idea of what “old” is/looks like	63%	61%	63%	64%
It does/would bother me to be referred to as elderly	63%	63%	69%	56%
I believe I am beautiful at any age	61%	63%	60%	60%
My looks do NOT determine how old I feel	60%	57%	56%	68%
I embrace my age	60%	63%	55%	61%
I am happy to be my age	58%	64%	52%	58%
I do not use the term middle age	48%	45%	50%	49%
I feel as productive as I did ten years ago	45%	44%	44%	48%
Sometimes I forget my age	43%	44%	42%	44%
My age influences activities/actions in my life	38%	37%	35%	43%
I feel as healthy as I did ten years ago	37%	35%	33%	42%
It does/would bother me to be referred to as middle age	34%	44%	35%	24%
I dress young for my age	33%	31%	34%	33%
I think about my age everyday	24%	20%	25%	27%
My age is a defining factor in my life	24%	21%	21%	29%
When I have an injury/pain, I automatically attribute it to age	22%	17%	27%	22%
I hesitate before answering when asked my age	17%	17%	20%	16%
It does/would bother me to be referred to as young	15%	16%	13%	16%

Q6. How often do you lie about your age?

	Total	Millennials	Gen X	Boomers
I almost always lie about my age	1%	1%	2%	1%
I sometimes lie about my age	4%	3%	6%	3%
I don't currently lie about my age, but I have lied about it in the past	14%	19%	13%	9%
I don't currently lie about my age and I have never lied about it	81%	77%	79%	88%

Q7. In instances where you have lied about your age, which situations were involved? Please select all that apply.

	Total	Millennials	Gen X	Boomers
Unweighted Sample Size	381	114	206	61
I indicated I was younger than my current age	60%	41%	71%	79%
I indicated I was older than my current age	47%	68%	38%	21%

Q8. On a scale of 1 to 5 where 1 means “Do not agree at all” and 5 means “Agree completely,” how much do you agree with each of the following statements about body image?

NET: Top 2 (4+5 on scale)	Total	Millennials	Gen X	Boomers
I feel free to dress how I want	64%	61%	61%	72%
I would rather be healthy/strong than a desired size/weight	64%	57%	63%	72%
I have personal care/beauty items that are essential for me	52%	52%	55%	49%
Other women I know have poor body images	48%	49%	53%	43%
I am happy with my looks	44%	43%	42%	47%
I am satisfied with my looks	42%	42%	40%	45%
My perception of my imperfections is magnified when I compare myself to images of women in media	41%	46%	43%	35%
I am more self-conscious of my weight after seeing beauty/personal care ads	38%	40%	40%	33%
I associate aging with gaining weight over time	34%	30%	39%	32%
I have a negative body image	31%	33%	34%	27%
I celebrate the shape and size of my body	31%	34%	27%	31%
I have personal care/beauty items that make me look younger	30%	28%	33%	29%
I am satisfied with my body weight	28%	29%	24%	31%
Outside opinions shape how I view myself	26%	30%	26%	23%
My religion/belief system helps with my body image	24%	21%	23%	27%
I may have a cosmetic procedure (body contouring, facelift, etc.) in the future	20%	21%	24%	15%
I feel represented by the imagery of women in media	13%	16%	14%	10%

Q9. On a scale of 1 to 5 where 1 means “Do not agree at all” and 5 means “Agree completely,” how much do you agree with each of the following statements about body image?

NET: Top 2 (4+5 on scale)	Total	Millennials	Gen X	Boomers
My confidence is boosted by getting “likes” on social media	N=1812 22%	N=652 29%	N=606 21%	N=553 14%
Selfies with filters make me feel better about my looks	N=1693 24%	N=631 31%	N=569 24%	N=493 13%
Social media makes me feel insecure about my appearance	N=1837 20%	N=656 27%	N=620 21%	N=560 11%

Q10. On a scale of 1 to 5 where 1 means “Do not agree at all” and 5 means “Agree completely,” how much do you agree with each of the following statements about aging?

NET: Top 2 (4+5 on scale)	Total	Millennials	Gen X	Boomers
I am concerned with staying healthy as I age	74%	70%	73%	78%
I believe in the concept of “healthy aging”	68%	64%	64%	75%
My strongest anxiety about aging is health issues	65%	58%	65%	72%
I fear declining health	61%	62%	61%	59%
Parts of my body feel worse than they did ten years ago	59%	49%	65%	64%
I plan on retiring/have retired by 70	59%	58%	56%	62%
I will be able to contribute to society as I age	58%	54%	58%	63%
My strongest anxiety about aging is financial issues	51%	49%	53%	51%
I am kinder to myself about my body image as I age	43%	38%	41%	52%
Medical advances give me hope about aging	43%	39%	41%	50%
I dread getting older	42%	45%	43%	38%
My life is at a point of transition	41%	42%	43%	40%
I fear death	38%	45%	39%	30%
I am proud of how my body has evolved as I age	35%	32%	32%	39%
I celebrate my body as I age	33%	31%	28%	39%
I look forward to turning 80	31%	25%	28%	39%
I feel my body deteriorating	30%	23%	32%	35%
My strongest anxiety about aging is about my appearance	29%	29%	31%	28%
I will be seen as a burden on society as I age	22%	21%	23%	22%

Q11. In your opinion, at what age does middle-age begin?

	Total	Millennials	Gen X	Boomers
Under 30	0%	1%	0%	0%
30 to 39	8%	15%	5%	3%
40 to 49	41%	52%	43%	29%
50 to 59	38%	28%	42%	46%
60 to 69	10%	4%	9%	18%
70 to 79	1%	0%	1%	3%
80 or older	1%	0%	0%	1%
Mean	47	44	47	51

Q12. In your opinion, at what age does old-age begin?

	Total	Millennials	Gen X	Boomers
40 to 49	1%	3%	1%	0%
50 to 59	5%	8%	6%	3%
60 to 69	29%	39%	28%	18%
70 to 79	41%	38%	43%	42%
80 or older	24%	12%	23%	37%
Mean	70	67	70	74

Q13. On a scale of 1 to 5 where 1 means “Do not agree at all” and 5 means “Agree completely,” how much do you agree with each of the following statements about how women are depicted in media/advertising?

NET: Top 2 (4+5 on scale)	Total	Millennials	Gen X	Boomers
I wish ads had more realistic images of women	76%	77%	76%	75%
I like ads that feature and celebrate women of various ages	73%	72%	71%	76%
My loyalty to brands can change	69%	69%	67%	71%
I appreciate ads with age-appropriate spokespeople	62%	57%	62%	69%
I like advertisements with celebrities older than 40	54%	43%	60%	60%
Marketers assume my lifestyle based on my age	52%	49%	50%	58%
I like advertisements with celebrities my age	48%	40%	50%	53%
Marketers assume my beauty/personal care based on my age	47%	43%	49%	50%
Media images portray ageist attitudes toward women over 65	46%	46%	46%	47%
I wish ads had more women my age	43%	27%	50%	53%
Media images portray ageist attitudes toward women over 40	43%	42%	43%	43%
I like advertisements that address my age	37%	28%	37%	47%
Media images of women make me feel I am not doing enough with my life	36%	41%	36%	32%
Media images of women inspire me to believe I can achieve my goals and dreams	32%	28%	32%	36%
I like advertisements to NOT mention age	30%	28%	30%	31%
Media images of women make me feel that I have the ability to do everything	29%	27%	29%	32%
Media images of women make me feel like I am failing	29%	35%	31%	22%
Media images of women have positive portrayals of varied body shapes and ethnicities	29%	29%	28%	29%
Media images with women my age motivates me to buy their products	28%	25%	30%	30%
Media images of women inspire me to change unfulfilled/unhappy life situations	26%	28%	26%	25%
My generation is ignored by beauty/personal care companies	24%	16%	24%	30%
I am bothered by the phrase “ageless” in advertising	22%	22%	20%	24%
I dislike that marketers create ads based on my age	22%	20%	21%	24%
I am bothered by the phrase “anti-aging” in advertising	21%	22%	18%	24%

Q14. How do magazine covers with heavily airbrushed photographs of women make you feel?

	Total	Millennials	Gen X	Boomers
Annoyed	50%	55%	49%	46%
Disappointed	40%	46%	40%	33%
Discouraged	31%	40%	31%	22%
Unattractive	26%	35%	24%	16%
Inspired	5%	5%	6%	5%
Attractive	5%	6%	4%	5%
Appreciated	4%	4%	4%	5%
Happy	4%	5%	3%	3%
Comforted	3%	4%	4%	2%
None of these	20%	13%	20%	29%

Q15. How do media images of women who do not look perfect make you feel?

	Total	Millennials	Gen X	Boomers
Comforted	40%	46%	43%	30%
Inspired	36%	39%	36%	33%
Appreciated	29%	31%	30%	27%
Happy	26%	33%	25%	20%
Attractive	13%	14%	16%	9%
Annoyed	4%	6%	3%	4%
Disappointed	4%	6%	3%	3%
Unattractive	3%	4%	3%	3%
Discouraged	3%	5%	3%	2%
None of these	21%	15%	20%	28%

Q16. Can you think of ways in which women are portrayed differently in media images today compared to ten years ago? Please explain. If nothing comes to mind, please write "N/A."

Q17. On a scale of 1 to 5 where 1 means "Do not agree at all" and 5 means "Agree completely," please rate the following statements:

NET: Top 2 (4+5 on scale)	Total	Millennials	Gen X	Boomers
I am more likely to purchase products from brands that use women who look like me in their advertising	58%	58%	60%	55%
I am more likely to recommend a brand that uses women who look like me in their advertising	55%	54%	58%	53%

Q18. Which of the following magazines/publications do you read – either in print or online? Please select all that apply.

	Total	Millennials	Gen X	Boomers
AARP Bulletin	8%	0%	4%	20%
AARP Magazine	11%	2%	6%	26%
Allure	11%	14%	12%	7%
Better Homes and Gardens	25%	17%	28%	29%
Cosmopolitan	19%	30%	20%	9%
Ebony	6%	6%	7%	5%
Entertainment Weekly	14%	14%	16%	12%
Essence	7%	7%	7%	6%
Glamour	16%	21%	18%	10%
InStyle	14%	16%	16%	10%
Jet	3%	4%	3%	3%
Latina	3%	4%	2%	1%
New Yorker	6%	7%	6%	4%
O magazine	10%	5%	13%	11%
People	30%	30%	32%	28%
People en Espanol	2%	3%	2%	2%
Reader's Digest	9%	6%	10%	11%
Real Simple	14%	8%	17%	18%
Redbook	11%	6%	15%	12%
Shape	11%	10%	16%	7%
The New York Times	10%	13%	9%	9%
TIME	12%	16%	10%	10%
US Weekly	13%	16%	15%	9%
Other (please specify)	6%	2%	7%	8%
None of these	31%	36%	29%	28%

Q19. On average, how frequently do you discuss the following topics with other people, either online or in person? [Scale: Never, Rarely, Sometimes, Often, Always. Excludes “Prefer not to answer.”]

NET: Top 2 (Always+Often)	Total	Millennials	Gen X	Boomers
Politics	(n=1989) 30%	(n=683) 27%	(n=659) 30%	(n=647) 34%
Ageism	(n=1987) 10%	(n=682) 10%	(n=657) 10%	(n=648) 11%
Sexism	(n=1982) 18%	(n=682) 25%	(n=658) 16%	(n=642) 12%
Racism	(n=1981) 25%	(n=678) 31%	(n=654) 24%	(n=649) 21%
Religious Freedom	(n=1981) 18%	(n=679) 17%	(n=654) 20%	(n=648) 19%
Body Image	(n=1990) 23%	(n=682) 32%	(n=657) 23%	(n=650) 12%
Gender Identity/Sexual Orientation	(n=1988) 16%	(n=682) 24%	(n=658) 13%	(n=648) 11%

Q20. How much do the following topics affect your life? [Scale from 1 “Have no impact” to 7 “Extremely impactful”]

NET: Top 2 (6+7 on scale)	Total	Millennials	Gen X	Boomers
Politics	(n=1989) 27%	(n=683) 28%	(n=659) 24%	(n=647) 29%
Ageism	(n=1987) 12%	(n=682) 9%	(n=657) 12%	(n=648) 15%
Sexism	(n=1982) 17%	(n=682) 26%	(n=658) 16%	(n=642) 10%
Racism	(n=1981) 17%	(n=678) 19%	(n=654) 18%	(n=649) 15%
Religious Freedom	(n=1981) 19%	(n=679) 16%	(n=654) 19%	(n=648) 21%
Body Image	(n=1990) 26%	(n=682) 36%	(n=657) 26%	(n=650) 17%
Gender Identity/Sexual Orientation	(n=1988) 8%	(n=682) 11%	(n=658) 7%	(n=648) 7%