



International Society of Hair Restoration Surgery
2010 Hair Transplant Challenge Survey
Results Summary

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I. Key Findings:

- When respondents were asked ‘when do you think “hair cloning” will be available?’ more than one-quarter of respondents replied either ‘2-5 years’ (27.1%) or 6-10 years (29.2%). Respondents under 30 years of age were more likely than respondents over 30 to respond ‘2-5 years’ (34.2% and 23.8%, respectively).
- For best celebrity hair, most respondents (54.1%) thought Patrick Dempsey had the best male celebrity hair. More women (61.1%) than men (50.9%) chose Patrick Dempsey as having the best hair and more than twice as many men (14.0%) as women (6.0%) chose Tom Cruise as the celebrity with the best hair.
- For female celebrities, respondents were slightly more likely to choose Penelope Cruz (39.6%) over Jennifer Aniston (33.6%) as having the best hair. When results were analyzed by respondent sex, men were most likely to choose Penelope Cruz as having the best hair (42.5%) whereas women were most likely to choose Jennifer Aniston as having the best hair (36.8%).
- When respondents were asked to choose how hair loss made them feel, about one-quarter of respondents said either ‘less attractive’ or ‘self-conscious.’ Less than five percent of respondents replied ‘It doesn’t bother me.’ Women were slightly more likely to indicate hair loss made them feel ‘self-conscious’ and men were slightly more likely to indicate hair loss made them feel ‘less attractive’. Younger respondents were more likely to select ‘less attractive’ and ‘self-conscious’ as responses than older respondents.
- As many as seven in 10 respondents would trade a ‘treasured personal possession’ for more hair (73.1%). When analyzed by sex, more men (75.3%) than women (68.2%) would trade a ‘treasured personal possession’ for more hair.
- Just less than half of respondents chose ‘noticeable hair loss’ as the trait that made them feel the most self-conscious out of a series of four traits, including ‘noticeable hair loss,’ ‘overweight,’ ‘bad complexion’ and ‘crooked teeth.’ Respondents under 30 were concerned about ‘noticeable hair loss’ than older respondents (55.1% vs. 43.4%, respectively).
- When respondents were asked if they would rather have more hair, more money, or more friends, about two-fifths of respondents replied either ‘more hair’ (43.2%) or ‘more money’ (39.9%).
- Regarding hesitations about hair transplant surgery, the two biggest hesitations identified by respondents were ‘cost’ (33.8%) and ‘won’t look natural’ (26.1%). Men were more than twice as likely as women to choose ‘won’t look natural’ (31.0% compared to 15.3%, respectively).
- More than three in five respondents (61.9%) felt having more hair would help them be more successful in getting a job or advancing in their career. More than two-thirds of men (68.1%) and just less than half of women (48.6%) felt having more hair would help them in this regard. Over two-thirds of younger respondents (67.6%) and just about three-fifths of older respondents (59.3%) replied ‘Yes’ to this question.

- Almost all respondents (91.0%) felt that hair restoration was more accepted now than it was 10 years ago. When analyzed by sex and age, the majority (over 90%) of all respondents agreed with this statement.
- When asked to identify a male hair transplant recipient from a series of four photographs with only one hair transplant patient, over 65% of respondents were not able to correctly identify the male hair transplant recipient.
- When asked to identify a female hair transplant recipient from a series of four photographs with only one hair transplant patient, over 85% of respondents were not able to correctly identify the hair transplant recipient.
- When respondents were presented with a hair transplant patient before and after hair restoration surgery, over 65% indicated the patient looked 'younger', 'healthier' and 'more attractive' after hair restoration.

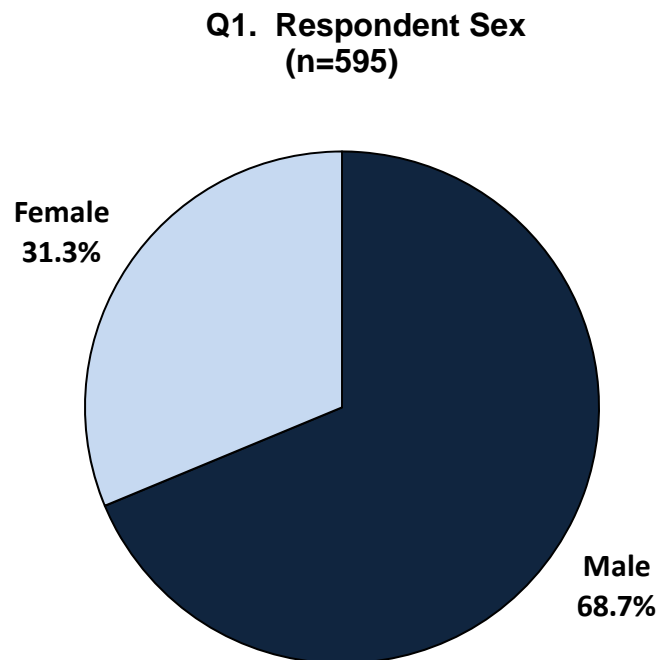
II. Study Background:

The purpose of the International Society of Hair Restoration Surgery's (ISHRS) *2010 Hair Transplant Challenge Survey* was to gather information on attitudes towards hair loss and hair restoration and to test respondents' ability to identify hair transplant patients.

The survey was made available on the ISHRS website to visitors interested in participating in the *Hair Transplant Challenge Survey*. Data collection began in late March and continued through August of 2010. As of August, **595 respondents** had participated in the survey and provided valid responses. A sample size of 595 has a margin of error of about +/- 4.0% at the 95% confidence level.

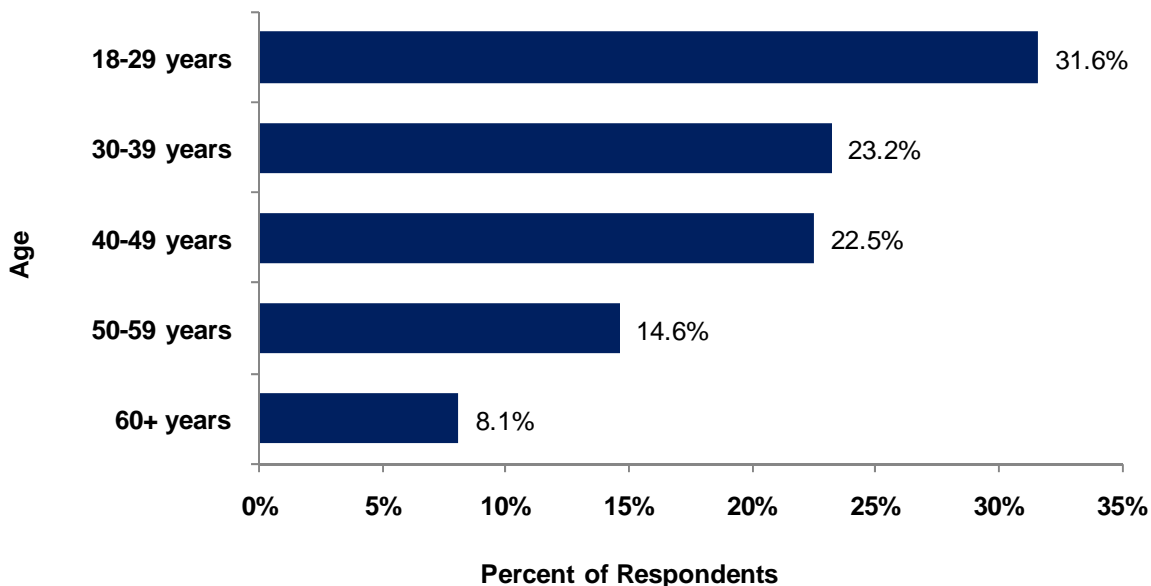
III. Demographics:

Respondents were asked to provide their sex and age prior to answering questions about hair loss and restoration. The majority of respondents were male (68.7%).



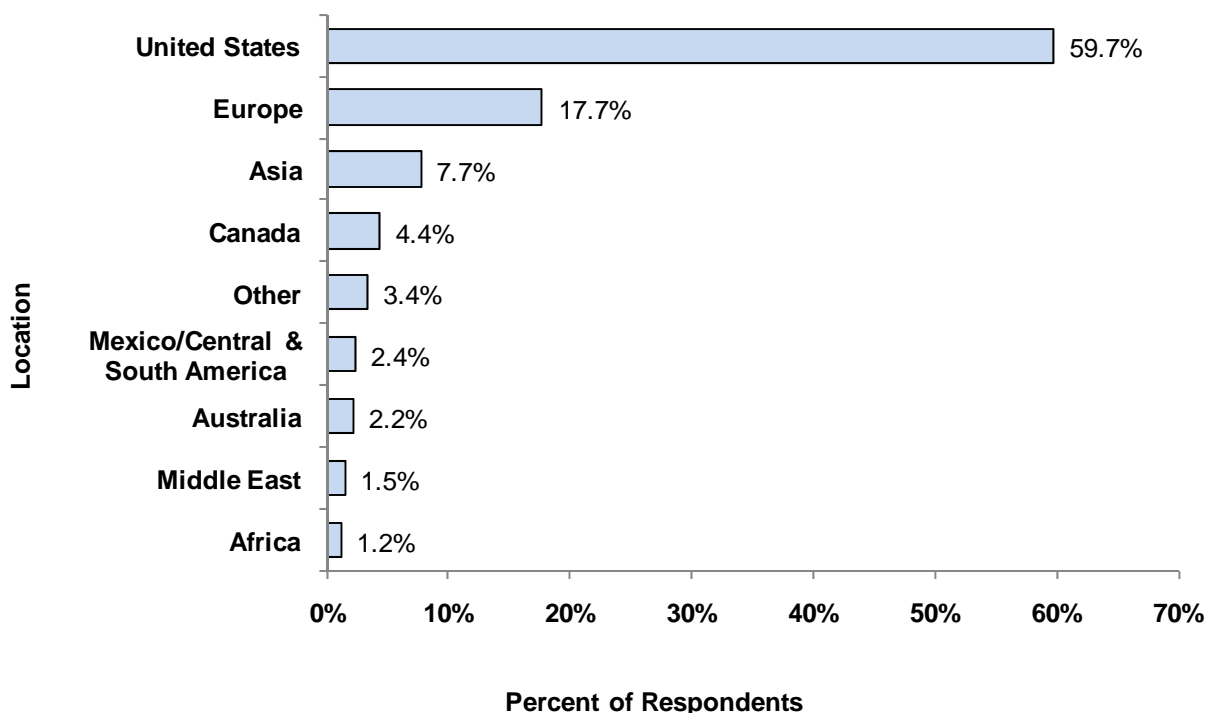
Respondents were most likely to be between 18 to 29 years of age (31.6%) or 30 to 39 years of age (23.2%). Over three-quarters of respondents (77.3%) were between 21 and 50 years of age.

**Q2. Respondent Age Distribution
(n=595)**



The majority of respondents were from the United States (59.7%), Europe (17.7%) or Asia (7.7%).

**Q3. Respondent Location
(n=595)**

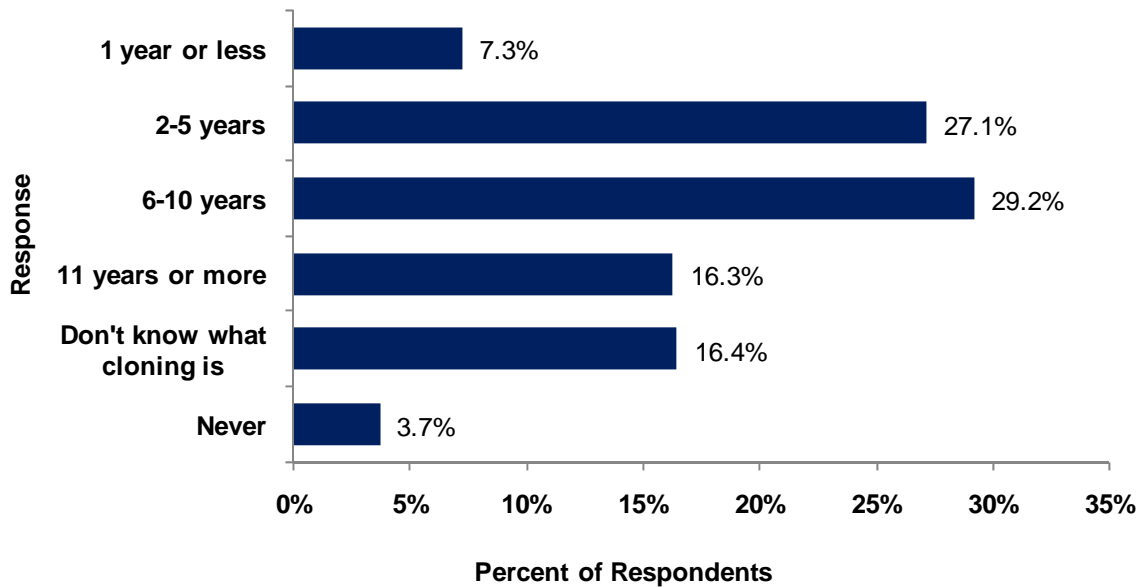


IV. Overall Results

A. Cloning

When respondents were asked when they thought hair cloning would be available, the most common response was either '6-10 years' (29.2%) or '2-5 years' (27.1%).

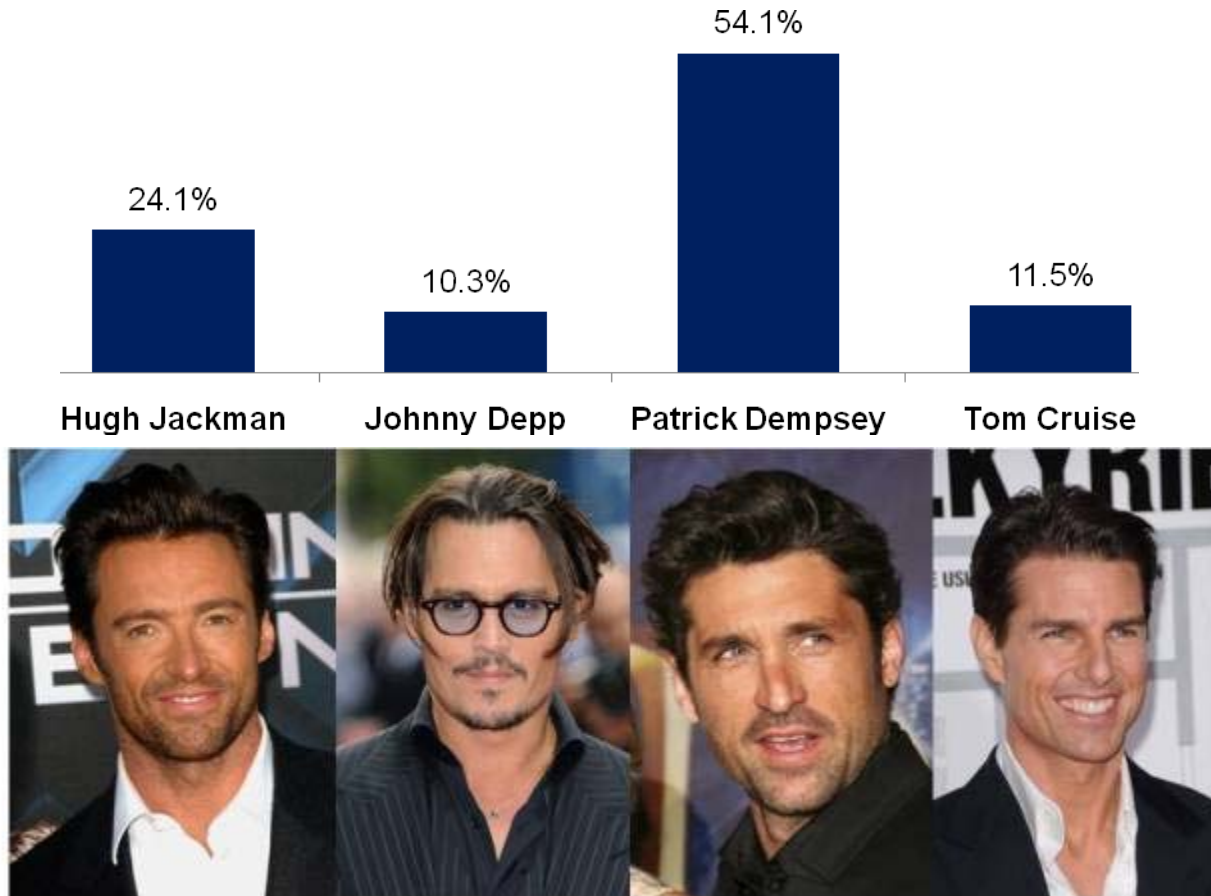
Q4. When do you think “hair cloning” (stem cells/gene therapy/hair multiplication) will be available? (n=590)



B. Best Celebrity Hair

Respondents were asked to view photos of four popular male celebrities and select which one had the best hair. Of the male celebrities pictured below, over half of respondents thought Patrick Dempsey had the best hair (54.1%), followed by Hugh Jackman (24.1%). Of the remaining respondents, about one in ten chose either Johnny Depp (10.3%) or Tom Cruise (11.5%) as the celebrity with the best hair.

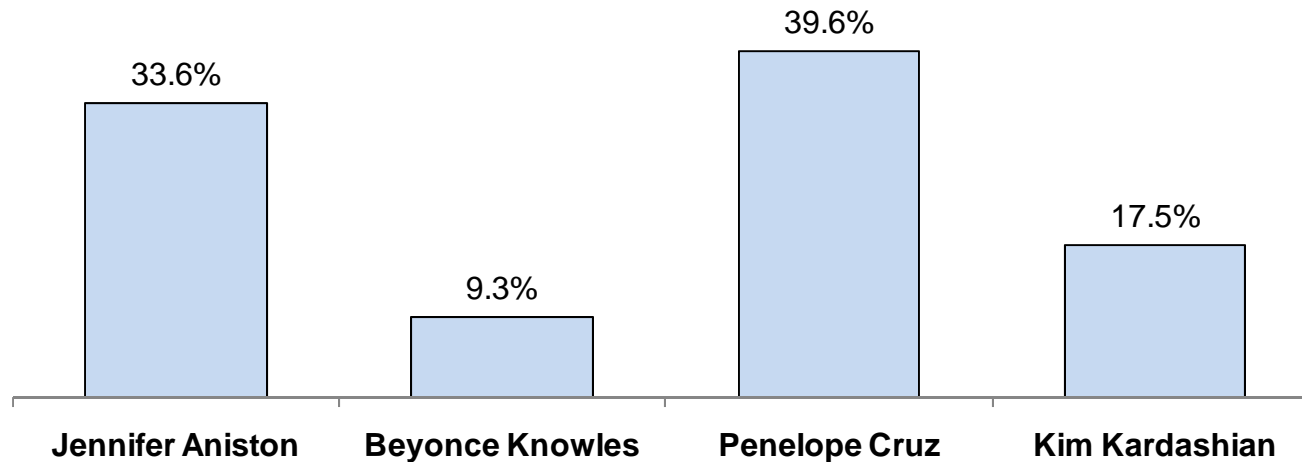
Q5. Which of the following male celebrities do you think has the best hair? (n=584)



Celebrity photos courtesy of PR Photos.

Respondents were asked to view photos of four popular female celebrities and select which one had the best hair. Of the female celebrities pictured below, about two-fifths of respondents thought Penelope Cruz had the best hair (39.6%) while about one-third thought Jennifer Aniston had the best hair (33.6%). Less than one in five respondents thought Kim Kardashian (17.5%) had the best hair while one in ten thought Beyonce Knowles (9.3%) had the best hair.

Q6. Which of the following female celebrities do you think has the best hair? (n=583)

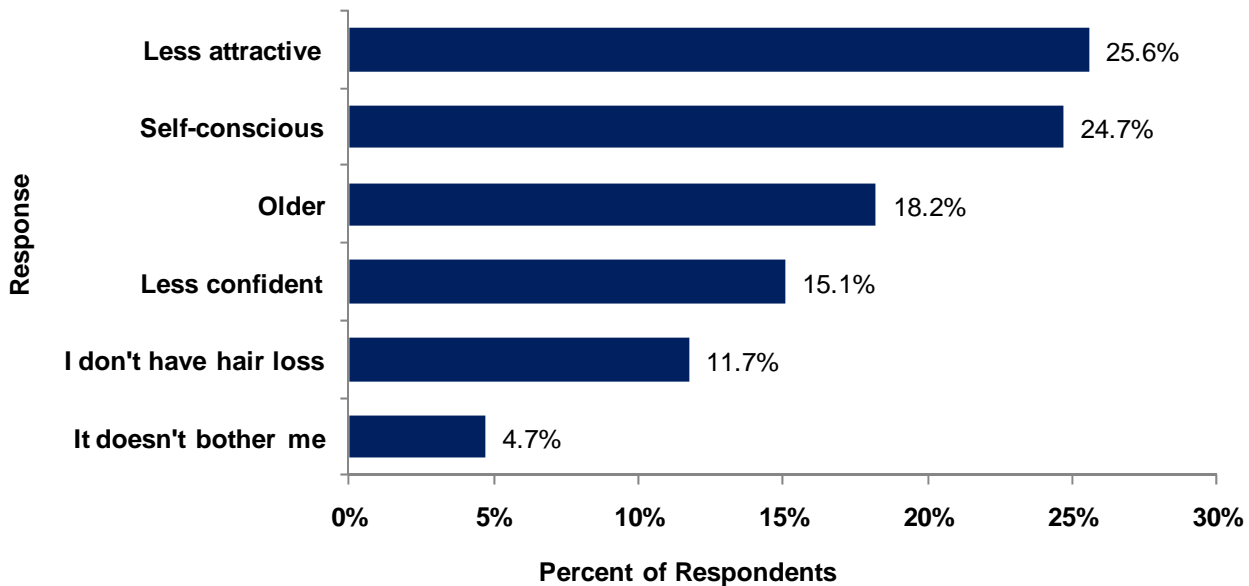


Celebrity photos courtesy of PR Photos.

C. Hair Loss and Hair Restoration Opinions

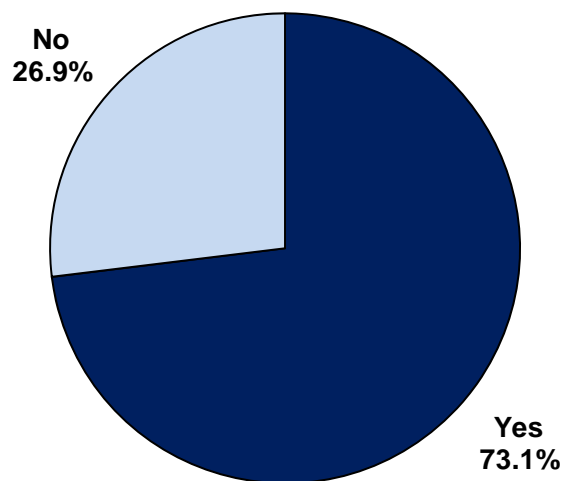
About one-quarter of respondents felt hair loss made them feel either 'less attractive' (25.6%) or 'self-conscious' (24.7%). Some respondents felt hair loss made them feel 'older' (18.2%) or 'less confident' (15.1%). Only 4.7% of respondents selected '[Hair loss] doesn't bother me'.

Q7. Which of the following best describes how your hair loss makes you feel? (n=571)



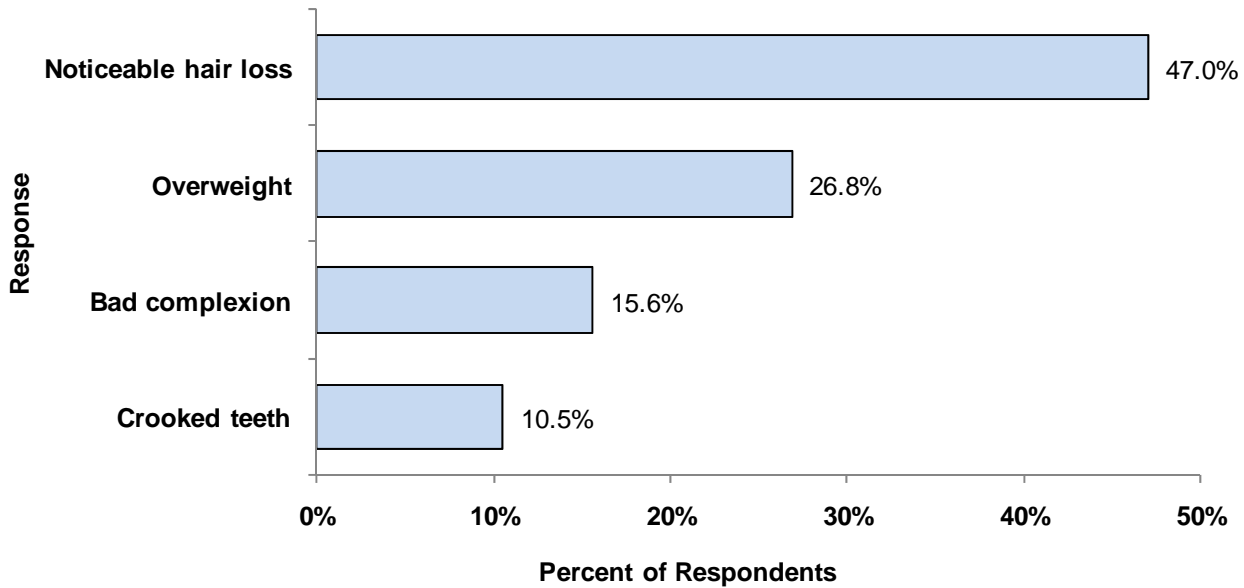
When respondents were asked if they would trade a treasured personal possession in exchange for more hair, just less than three-quarters indicated they would (73.1%).

Q8. If you could trade a treasured personal possession in exchange for more hair, would you? (n=568)



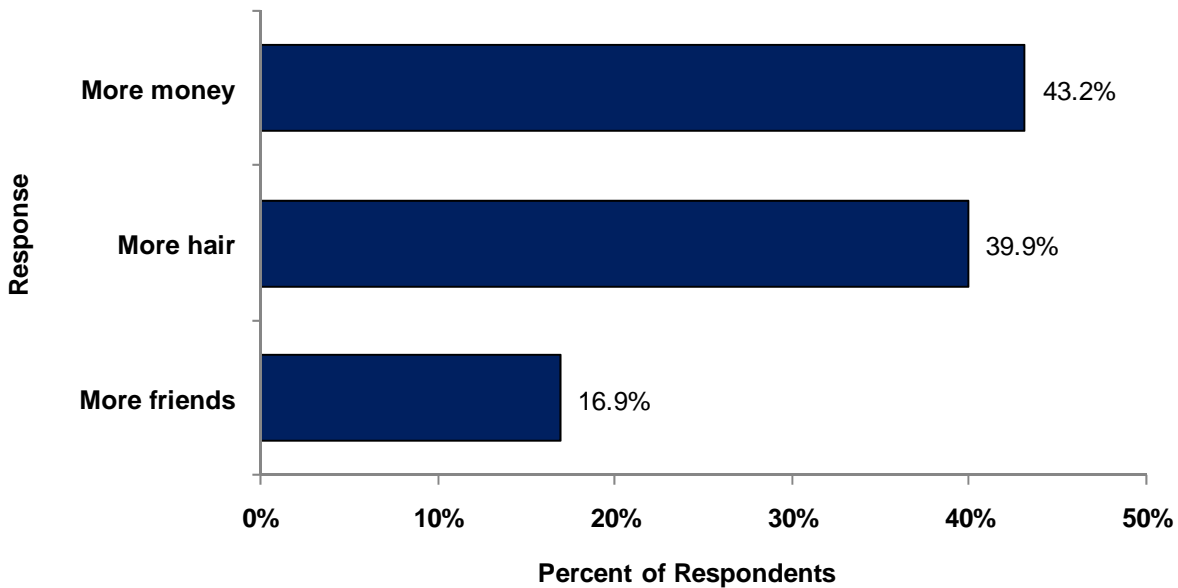
Respondents were asked to choose which trait would make them feel most self-conscious from a series of traits including 'noticeable hair loss,' 'overweight,' 'bad complexion' and 'crooked teeth.' The trait that made respondents feel the most self-conscious was 'noticeable hair loss' (47.0%) followed by 'overweight' (26.8%).

Q9. Of the following personal traits, which do you think would make you feel the most self-conscious? (n=560)



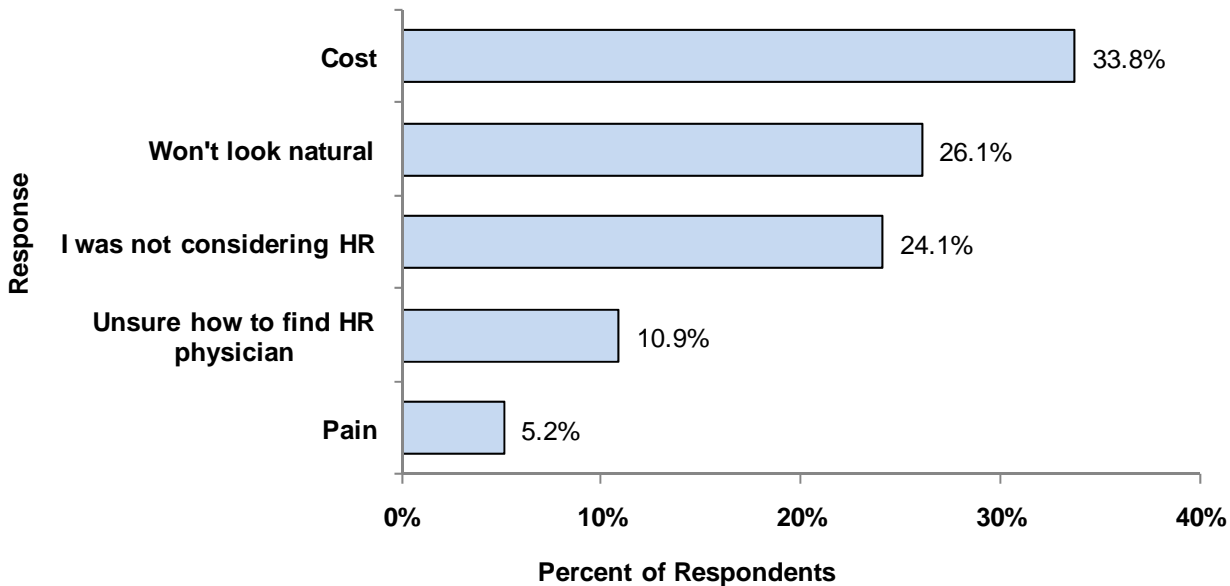
When respondents were asked if they would rather have 'more hair', 'more money' or 'more friends', about two-fifths said 'more money' (43.2%) or 'more hair' (39.9%), while the remaining 16.9% said 'more friends.'

Q10. Would you rather have more hair, more money or more friends? (n=556)



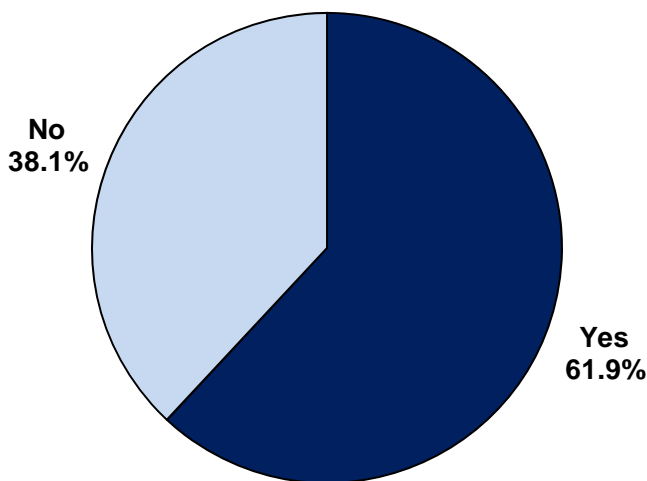
When respondents were asked to identify their biggest hesitation about getting a hair transplant, over one-third were most concerned about 'cost' (33.8%) and about one-quarter were concerned that 'it won't look natural' (26.1%). For the remaining items, about one-quarter indicated 'I was not considering hair restoration' (24.1%) and one in 10 indicated they were 'unsure how to find a hair restoration physician' (10.9%). Only 5.2% were concerned about 'pain.'

Q11. What is your biggest hesitation about getting a hair transplant? (n=560)



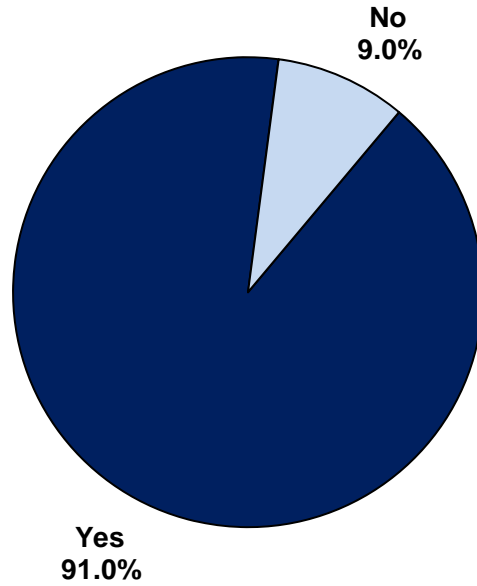
Over three-fifths of respondents (61.9%) thought that having more hair would help them be more successful in getting a job or advancing in their career.

Q12. Do you think having more hair would help you be more successful in getting a job or advancing in your career? (n=557)



More than nine in 10 respondents (91.0%) felt that hair restoration surgery was more accepted now than it was 10 years ago.

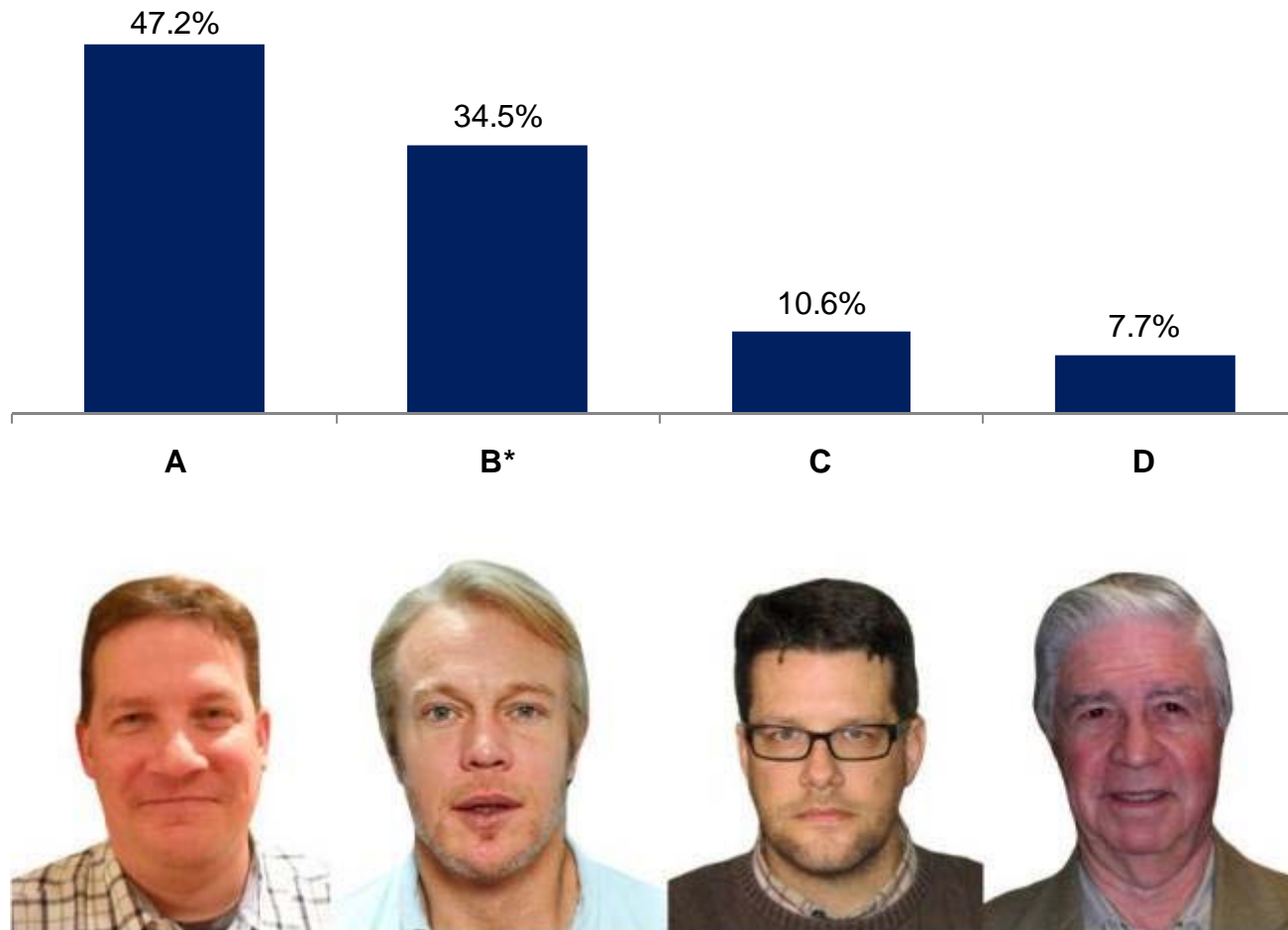
Q13. Do you think hair restoration surgery is more accepted now than it was 10 years ago? (n=554)



D. Hair Transplant Challenge

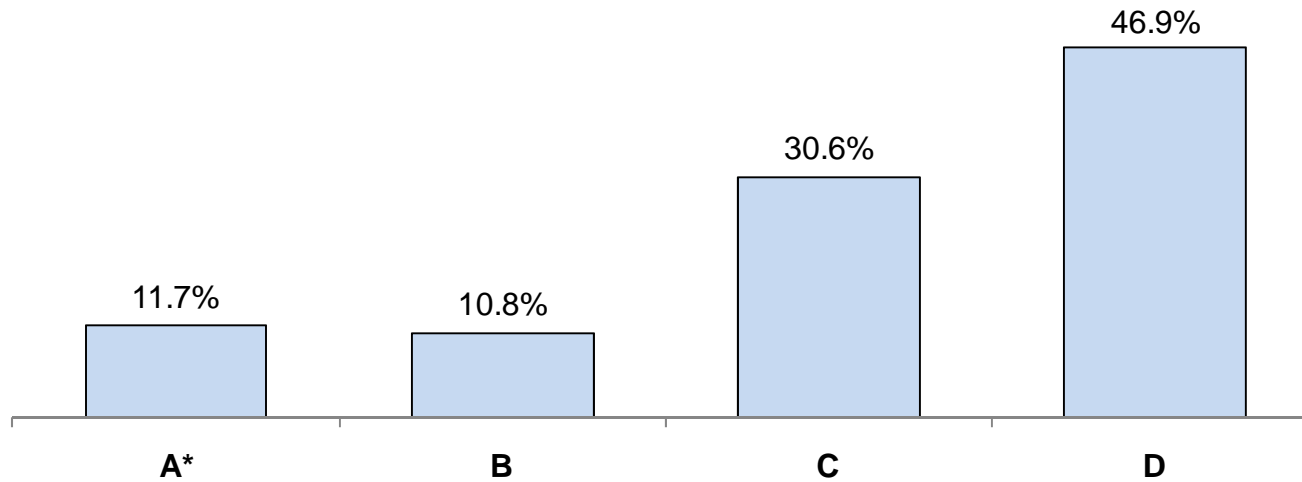
When respondents were presented with a series of four photos of men of which one had received a hair transplant and asked to identify the hair transplant recipient, the majority (65.5%) incorrectly selected the wrong photo (A, C or D). Only 34.5% correctly identified the hair transplant recipient in photo B.

Q14. Of the four men shown, which person has had a hair transplant? (n=559)



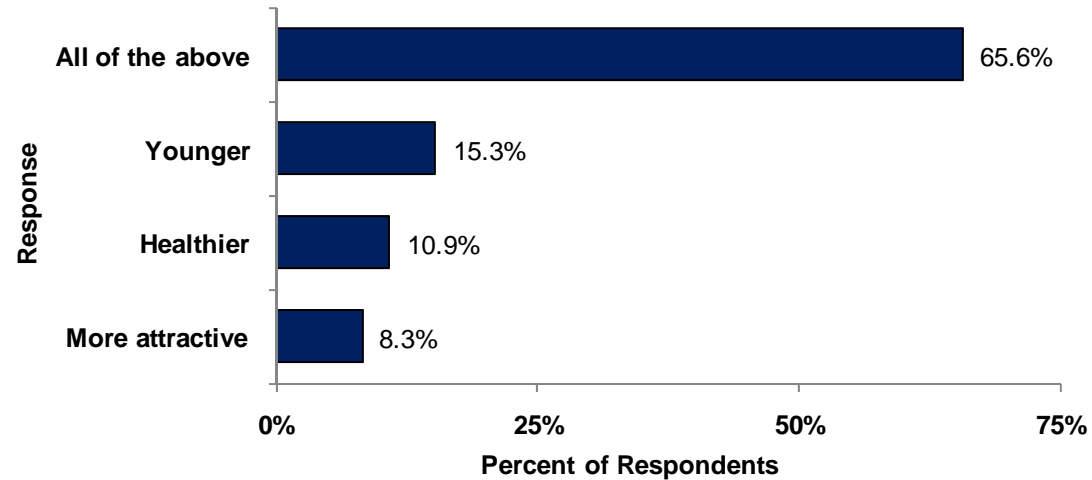
When respondents were presented with a series of four photos of women of which one had received a hair transplant, the majority (88.3%) incorrectly selected the wrong photo (B, C or D). Only one in ten (11.7%) correctly identified the hair transplant recipient in photo A.

Q15. Of the four women shown, which person has had a hair transplant? (n=556)



When respondents were presented with a hair transplant patient before and after hair restoration surgery, over 65% selected 'all of the above' or that the patient looked 'younger', 'healthier' and 'more attractive' after hair restoration. Among the three individual choices, the most common selection was 'younger' (15.3%).

Q16. Below are two pictures of a hair transplant patient before and after hair restoration surgery. Looking at the "after" photo, how do you think this patient looks? (n=544)



Before Hair Restoration

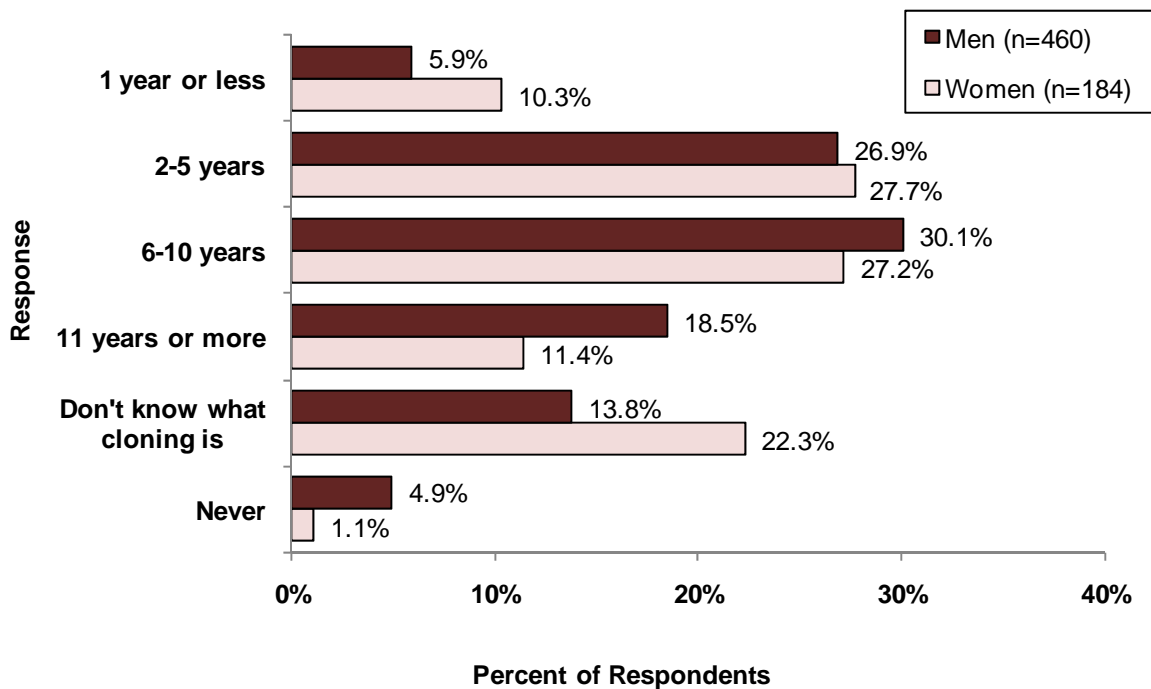
After Hair Restoration

V. Results by Sex

A. Cloning

When respondents were asked when they thought hair cloning would be available, the most common response for both men and women was either '6-10 years' (30.1% of men; 27.2% of women) or '2-5 years' (26.9% of men; 27.7% of women). More men (18.5%) than women (11.4%) responded that cloning would be available in '11 or more years.' Women were more likely to respond 'I don't know what cloning is' than men (22.3% compared to 13.8%).

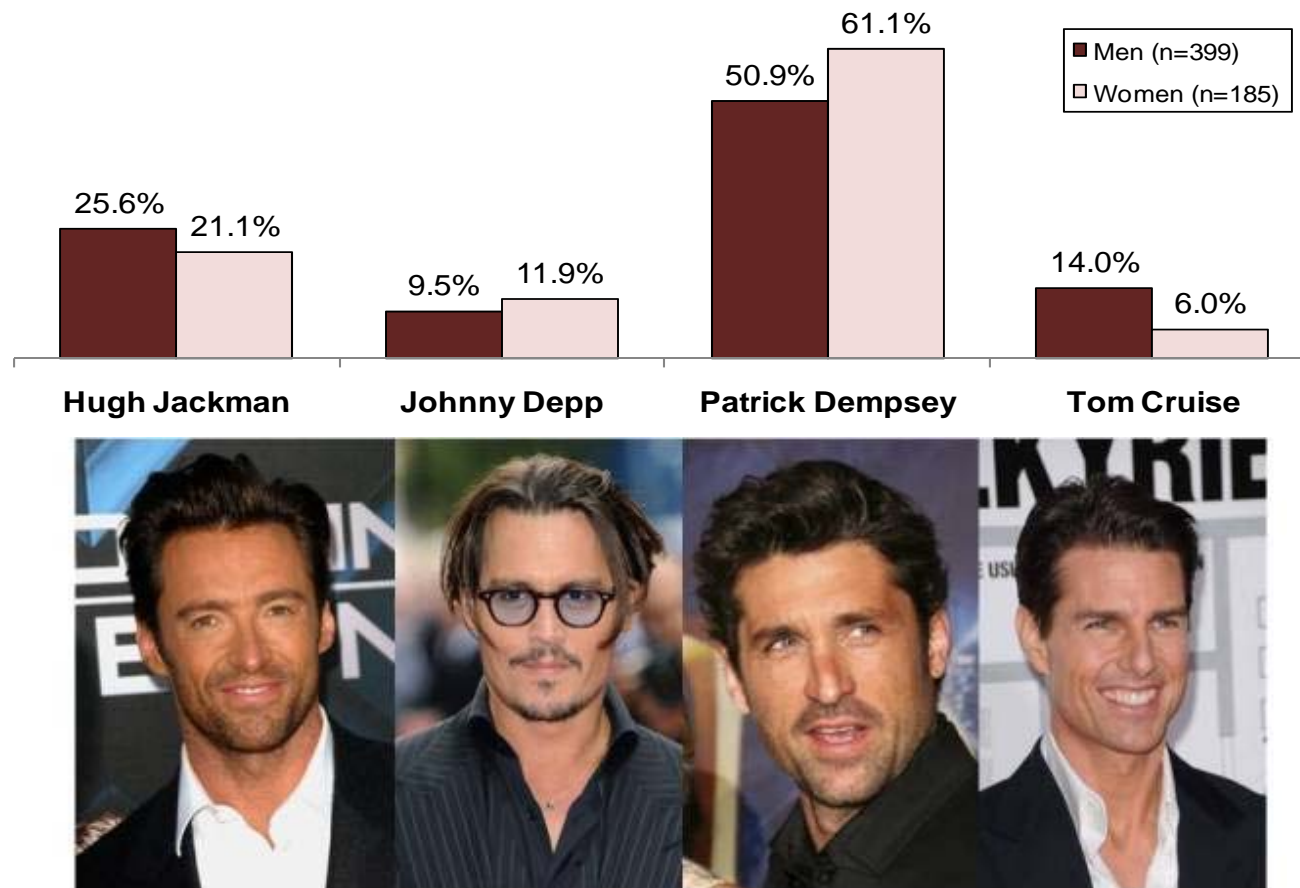
Q4. When do you think "hair cloning" (stem cells/gene therapy/hair multiplication) will be available? (n=590)



B. Best Celebrity Hair

Respondents were asked to view photos of four popular male celebrities and select which one had the best hair. Of the male celebrities pictured below, over 60 percent of female respondents (61.9%) chose Patrick Dempsey as the celebrity with the best hair while about half of male respondents (50.9%) chose him. Of remaining photos, about one-quarter of men (25.6%) and one-fifth of women (21.1%) chose Hugh Jackman, about 10 percent of both men and women chose Johnny Depp. More than twice as many men (14.0%) as women (6.0%) chose Tom Cruise as the celebrity with the best hair.

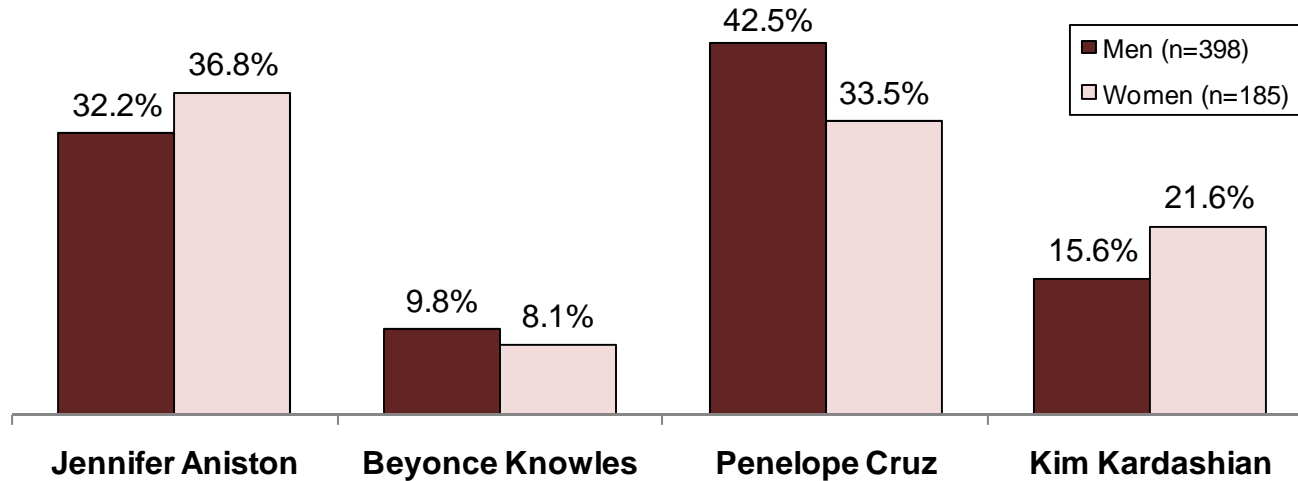
Q5. Which of the following male celebrities do you think has the best hair? (n=584)



Celebrity photos courtesy of PR Photos.

Respondents were asked to view photos of four popular female celebrities and select which one had the best hair. Of the female celebrities pictured below, men were most likely to choose Penelope Cruz as the female celebrity with the best hair (42.5% compared to 33.5%, respectively) whereas women were most likely to choose Jennifer Aniston as the female celebrity with the best hair (36.8% compared to 32.2%, respectively). For the remaining photos, over one-fifth of women (21.6%) and over 15 percent of men (15.6%) chose Kim Kardashian, while about 10 percent of both men and women chose Beyonce Knowles.

Q6. Which of the following female celebrities do you think has the best hair? (n=583)

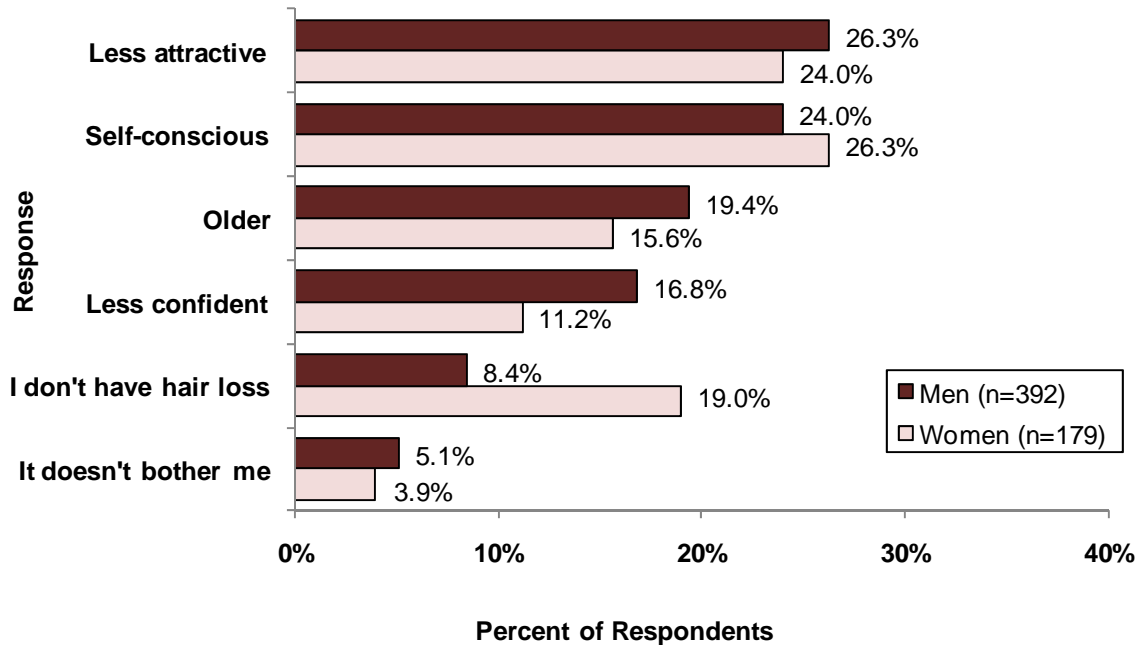


Celebrity photos courtesy of PR Photos.

C. Hair Loss and Hair Restoration Opinions

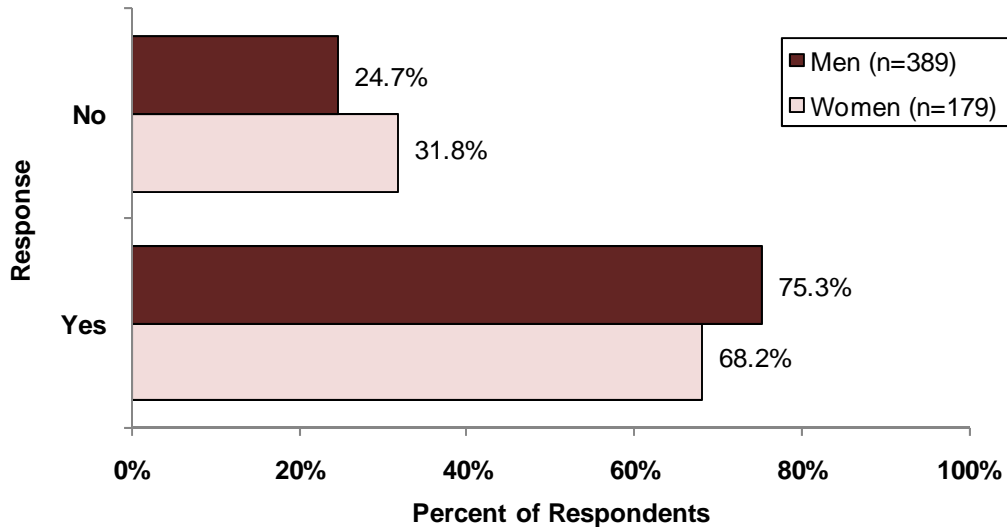
When responses to 'Which of the following best describes how your hair loss makes you feel' were analyzed by sex, about one-quarter of both men and women chose either 'less attractive' and 'self-conscious' as their response. For the remaining responses, slightly more men chose 'older' (19.4% of men and 15.6% of women) and 'less confident' (16.8% of men and 11.2% of women). Women were over twice as likely to choose 'I don't have hair loss' (19.0% compared to 8.4%, respectively).

Q7. Which of the following best describes how your hair loss makes you feel? (n=571)



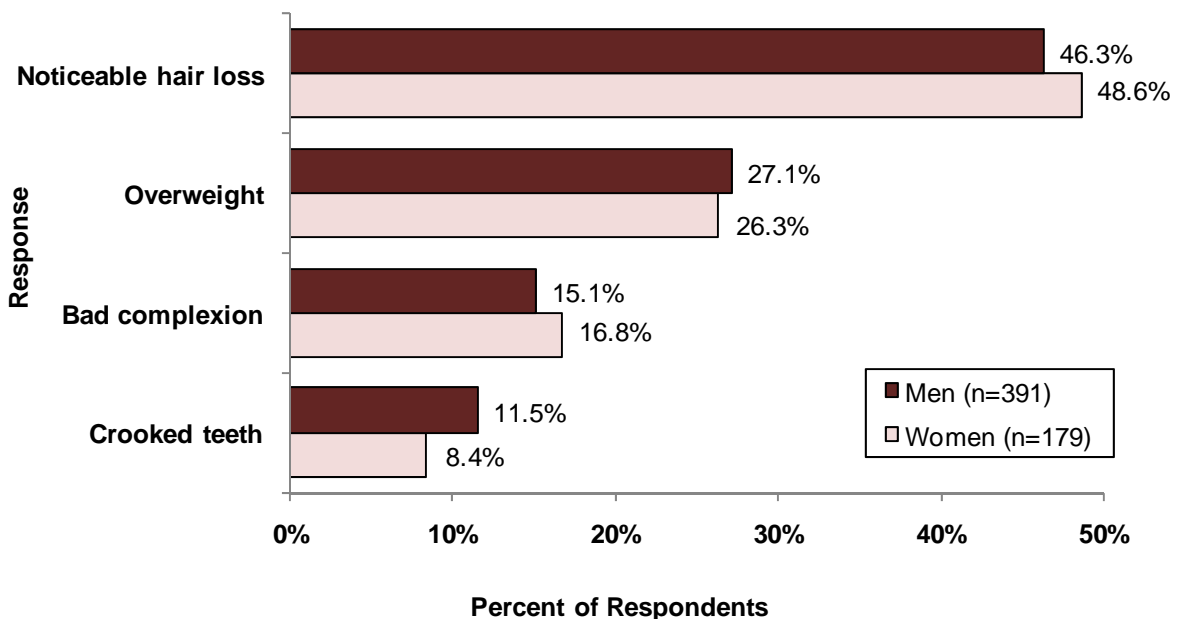
When respondents were asked if they would trade a treasured personal possession in exchange for more hair, about three-quarters of men (75.3%) and over two-thirds of women (68.2%) said 'yes.'

Q8. If you could trade a treasured personal possession in exchange for more hair, would you? (n=568)



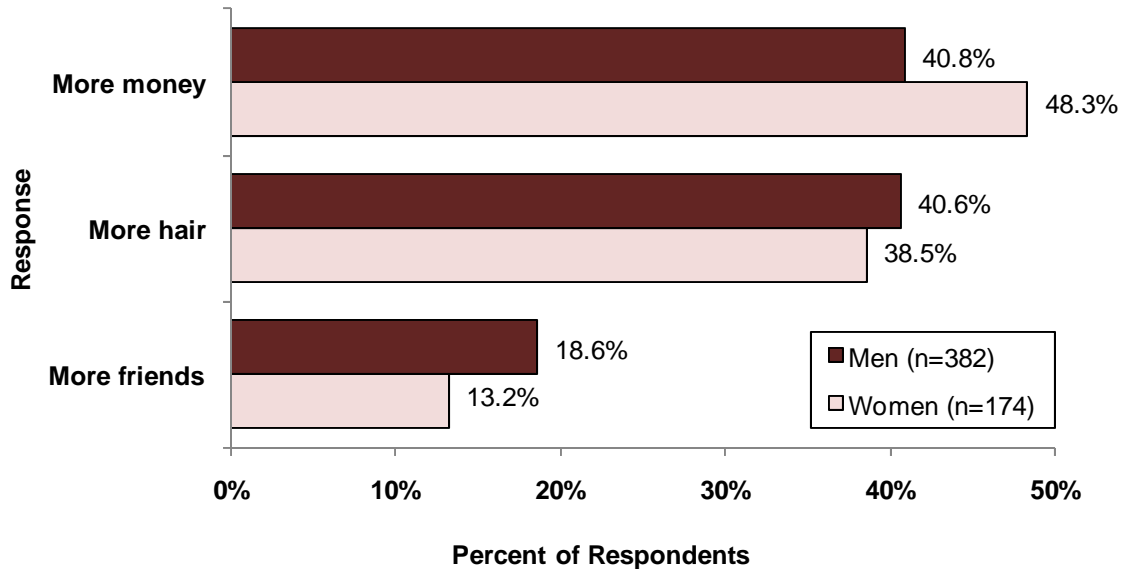
Respondents were asked to choose which trait would make them feel most self-conscious from a series of traits including 'noticeable hair loss,' 'overweight,' 'bad complexion' and 'crooked teeth.' When analyzed by sex, responses were similar. Both men and women said the trait that made them feel the most self-conscious was 'noticeable hair loss' (46.3% of men and 48.6% of women) followed by 'overweight' (27.1% of men and 26.3% of women).

Q9. Of the following personal traits, which do you think would make you feel the most self-conscious? (n=560)



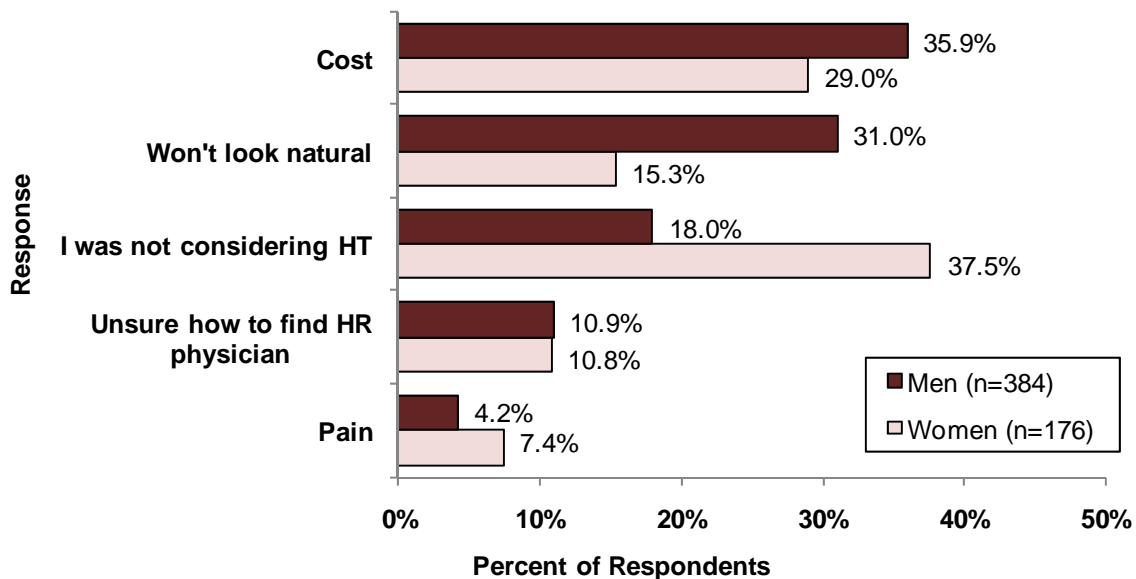
When respondents were asked if they would rather have 'more hair,' 'more money' or 'more friends,' women were more likely to respond 'more money' (48.3% compared to 40.8%) and men were more likely to respond 'more hair' (40.6% compared to 38.5%) or 'more friends' (18.6% compared to 13.2%).'

Q10. Would you rather have more hair, more money or more friends? (n=556)



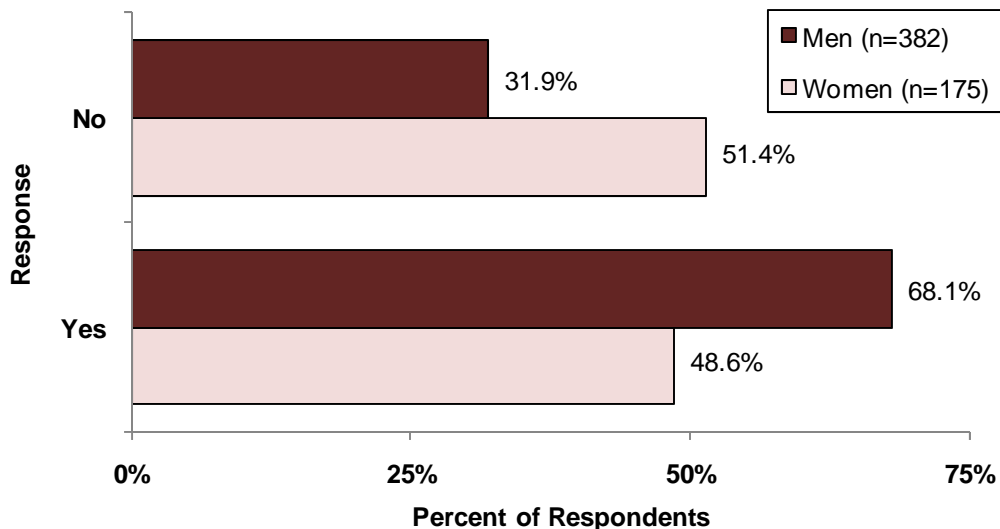
When respondents were asked to identify their biggest hesitation about getting a hair transplant, men were most hesitant about cost (35.9% of men and 29.0% of women) and 'it won't look natural' (31.0% of men and 15.3% of women). Women were much more likely to respond 'I was not considering a hair transplant' than men (37.5% compared to 18.0%, respectively).

Q11. What is your biggest hesitation about getting a hair transplant? (n=560)



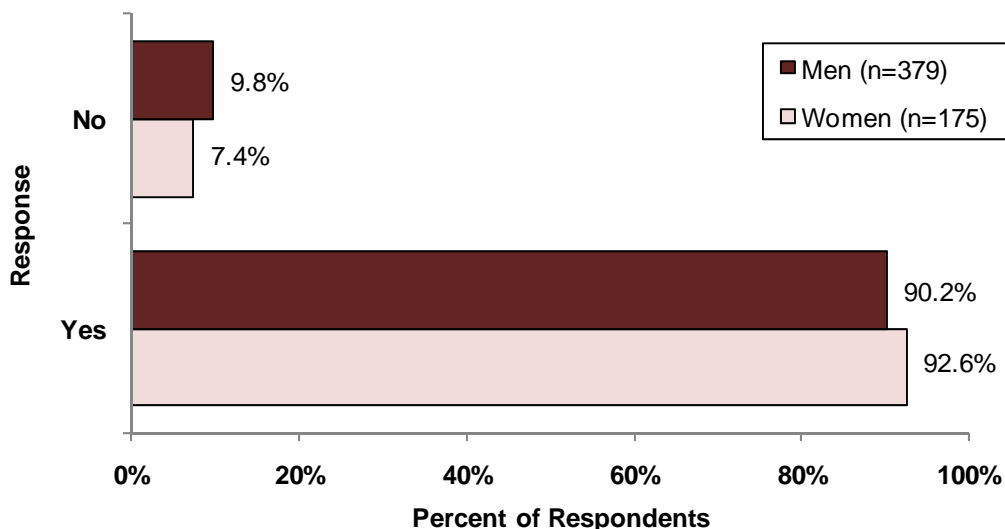
Over two-thirds of men (68.1%) and less than half of women (48.6%) responded 'yes' to 'do you think having more hair would help you be more successful in getting a job or advancing in your career?'

Q12. Do you think having more hair would help you be more successful in getting a job or advancing in your career? (n=557)



Over 90 percent of both men and women respondent 'yes' to 'do you think hair restoration surgery is more accepted now than it was 10 years ago?'

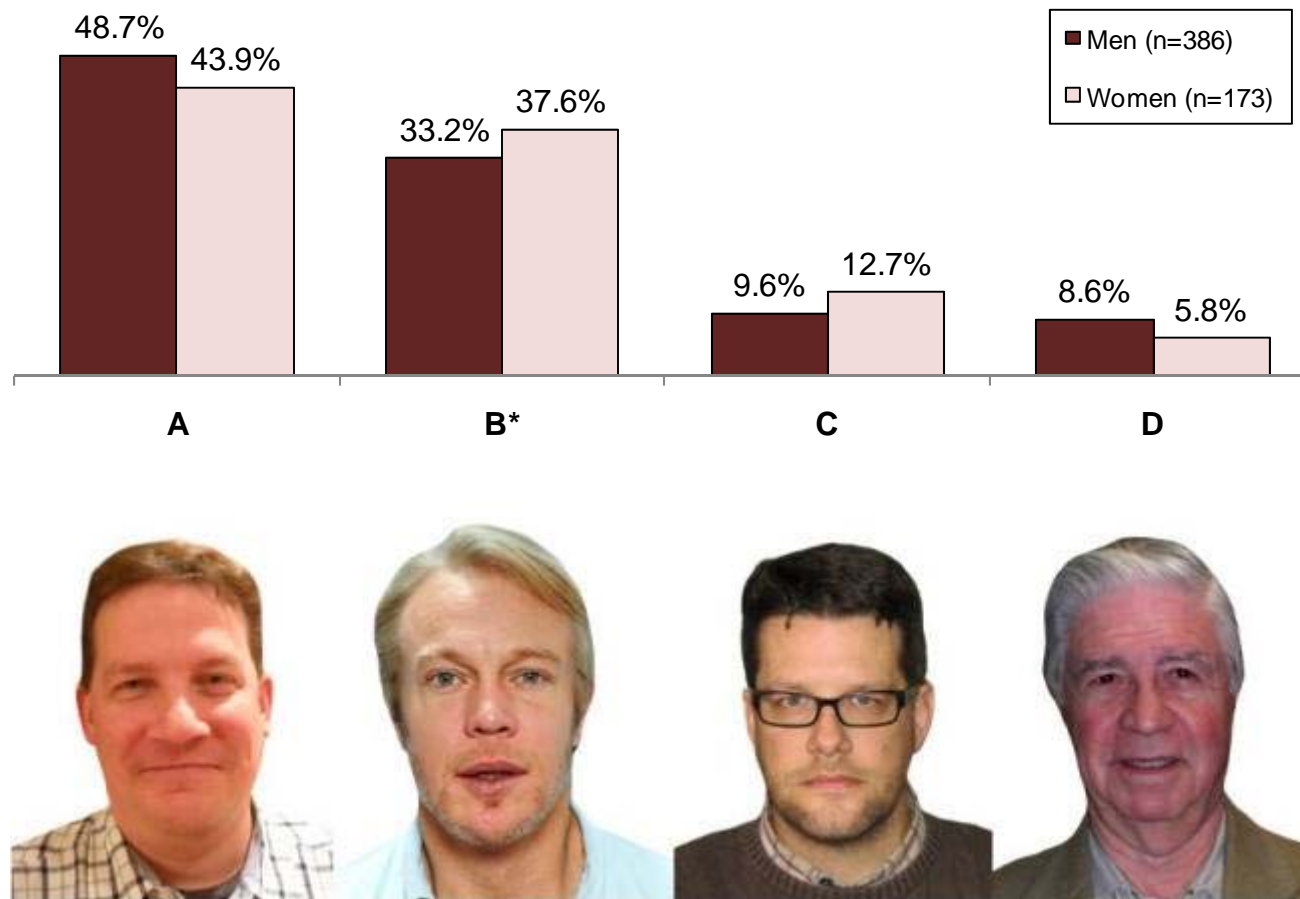
Q13. Do you think hair restoration surgery is more accepted now than it was 10 years ago? (n=554)



D. Hair Transplant Challenge

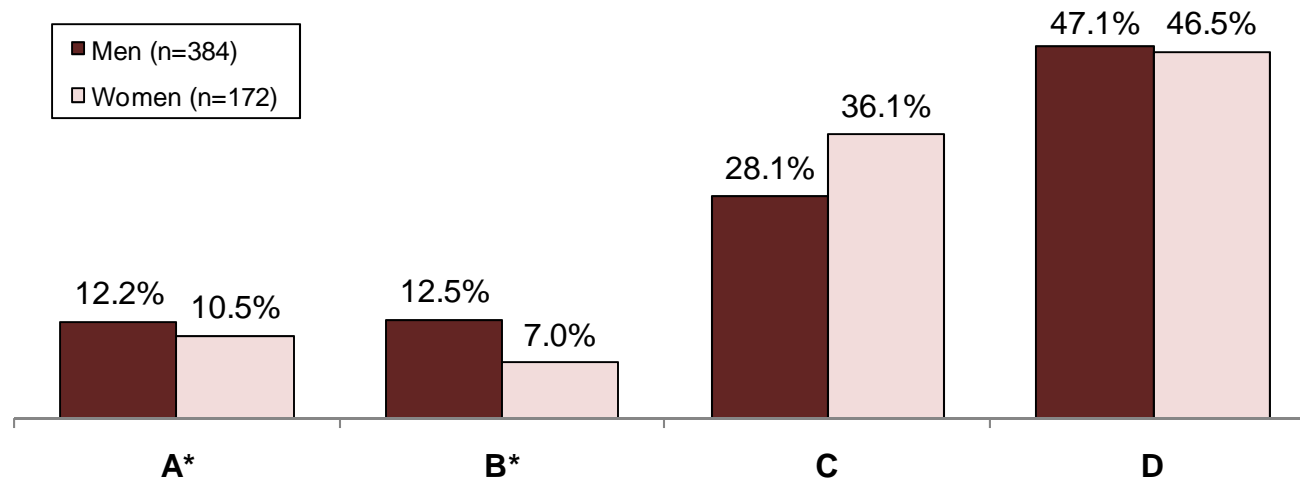
When respondents were presented with a series of four photos of men of which one had received a hair transplant and asked to identify the hair transplant recipient, the majority of both men and women incorrectly selected the wrong photo (A, C or D). Only about one-third of men (33.2%) and slightly more women (37.6%) correctly identified the hair transplant recipient in photo B.

Q14. Of the four men shown, which person has had a hair transplant? (n=559)



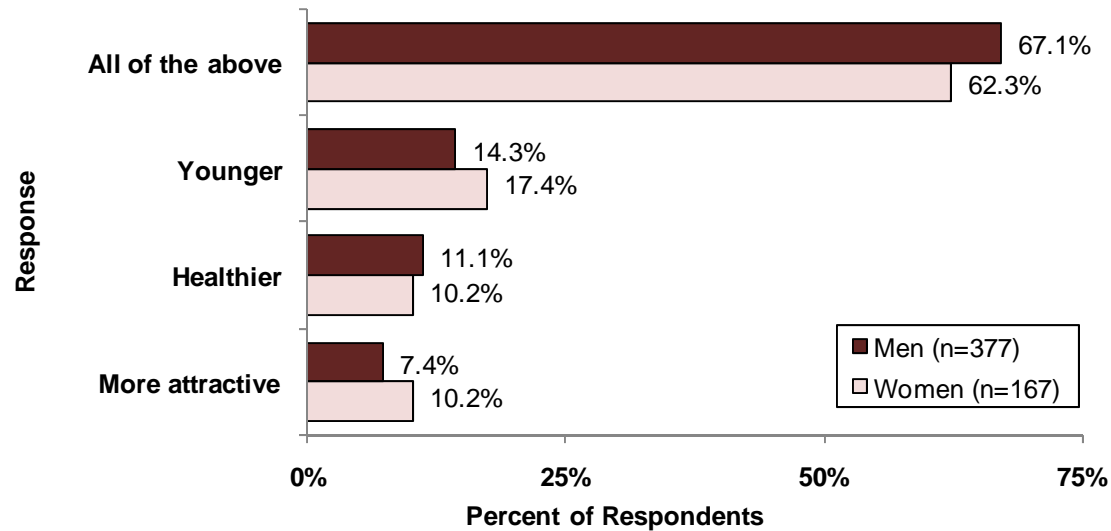
When respondents were presented with a series of four photos of women of which one had received a hair transplant, the majority of both men and women incorrectly selected the wrong photo (B, C or D). Only about one in ten men (12.2%) and women (10.5%) correctly identified the hair transplant recipient in photo A.

Q15. Of the four women shown, which person has had a hair transplant? (n=556)



When respondents were presented with a hair transplant patient before and after hair restoration surgery, over two-thirds of men (67.1%) and less than two-thirds of women (62.3%) indicated the patient looked 'younger,' 'healthier' and 'more attractive' after hair restoration. Among the three responses individually, women were more likely to select 'younger' (17.4%) than men (14.3%).

Q16. Below are two pictures of a hair transplant patient before and after hair restoration surgery. Looking at the "after" photo, how do you think this patient looks? (n=544)



Before Hair Restoration

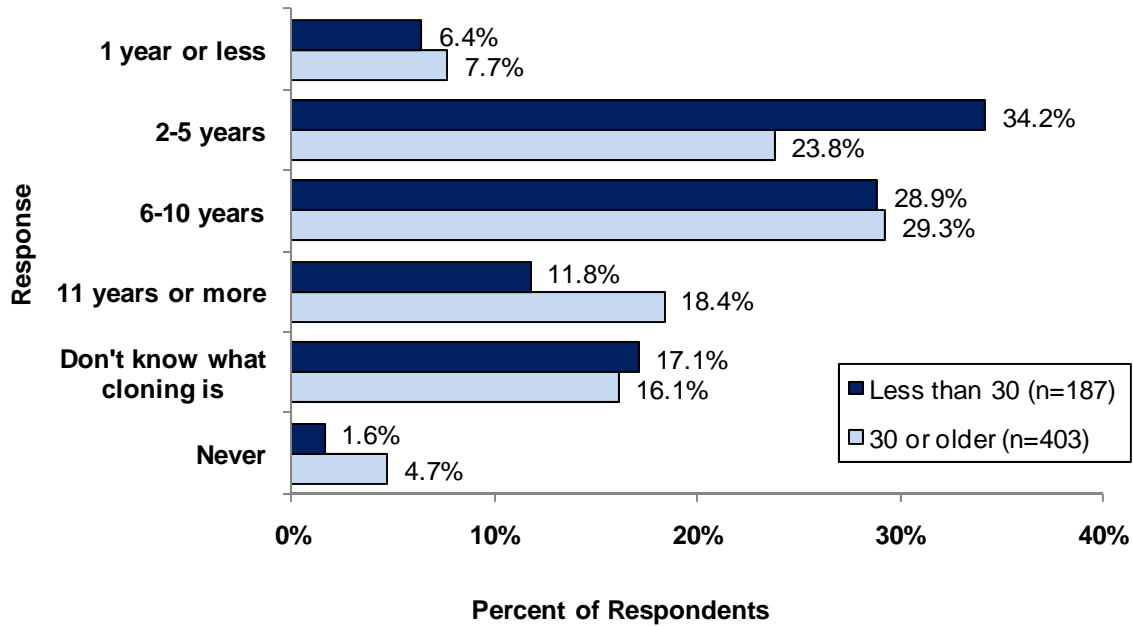
After Hair Restoration

VI. Results by Age

A. Cloning

When respondents were asked when they thought hair cloning would be available, younger respondents were more likely to choose '2-5 years' (34.2% vs. 23.8%) and older respondents were more likely to choose '11 or more years' (18.4% vs. 11.8%).

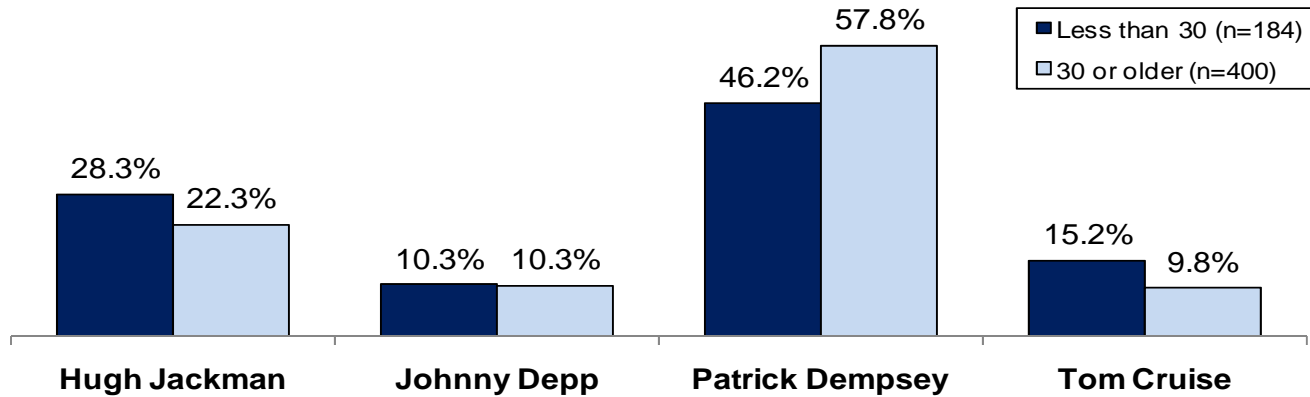
Q4. When do you think "hair cloning" (stem cells/gene therapy/hair multiplication) will be available? (n=590)



B. Best Celebrity Hair

Respondents were asked to view photos of four popular male celebrities and select which one had the best hair. Of the male celebrities pictured below, over half of respondents over 30 (57.8%) and less than half of respondents under 30 (46.2%) choose Patrick Dempsey as the celebrity with the best hair. Among the remaining celebrity photographs, there were not large differences noted by age.

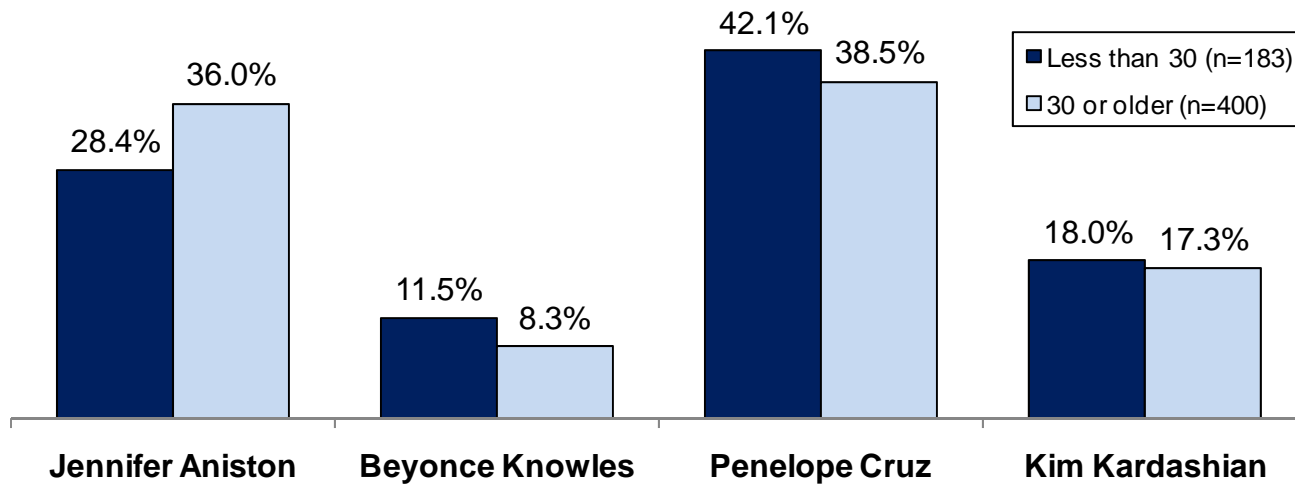
Q5. Which of the following male celebrities do you think has the best hair? (n=584)



Celebrity photos courtesy of PR Photos.

Respondents were asked to view photos of four popular female celebrities and select which one had the best hair. Of the female celebrities pictured below, about 40 percent of both younger and older respondents chose Penelope Cruz. The largest differences by age were noted for Jennifer Aniston, with over one-third of older respondents (36.0%) and over one-quarter of younger respondents (28.4%) choosing her as having the best hair.

Q6. Which of the following female celebrities do you think has the best hair? (n=583)

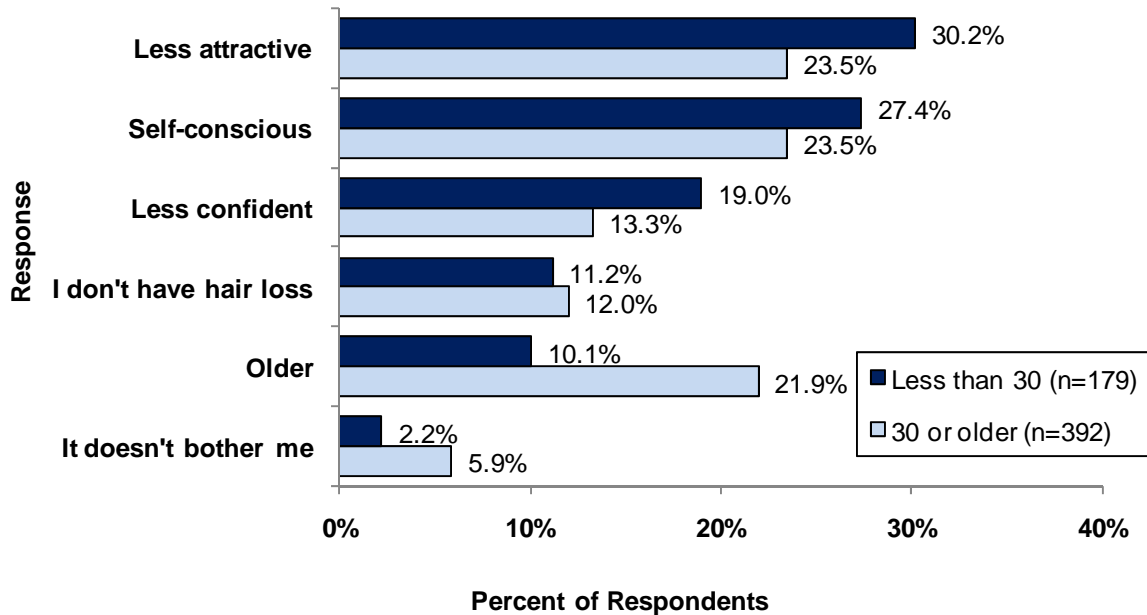


Celebrity photos courtesy of PR Photos.

C. Hair Loss and Hair Restoration Opinions

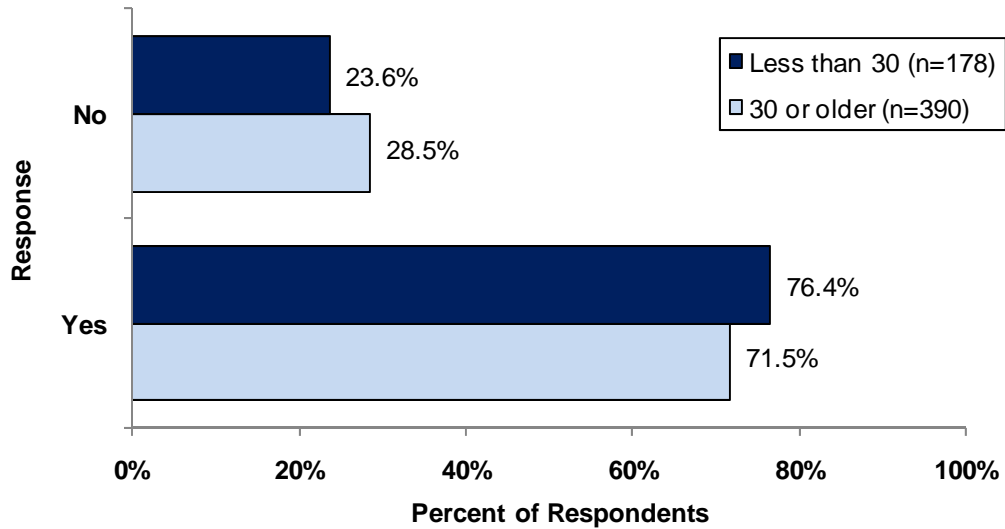
When responses to 'Which of the following best describes how your hair loss makes you feel' were analyzed by age, respondents over the age of 30 were more than twice as likely (21.9%) than those under 30 to respond that hair restoration made them feel 'older.' Among the remaining responses, younger respondents were more likely to indicate hair loss made them feel 'less attractive' (30.2% vs. 23.5%), 'self-conscious' (27.4% vs. 23.5%), or 'less-confident' (19.0% vs. 13.3%).

Q7. Which of the following best describes how your hair loss makes you feel? (n=571)



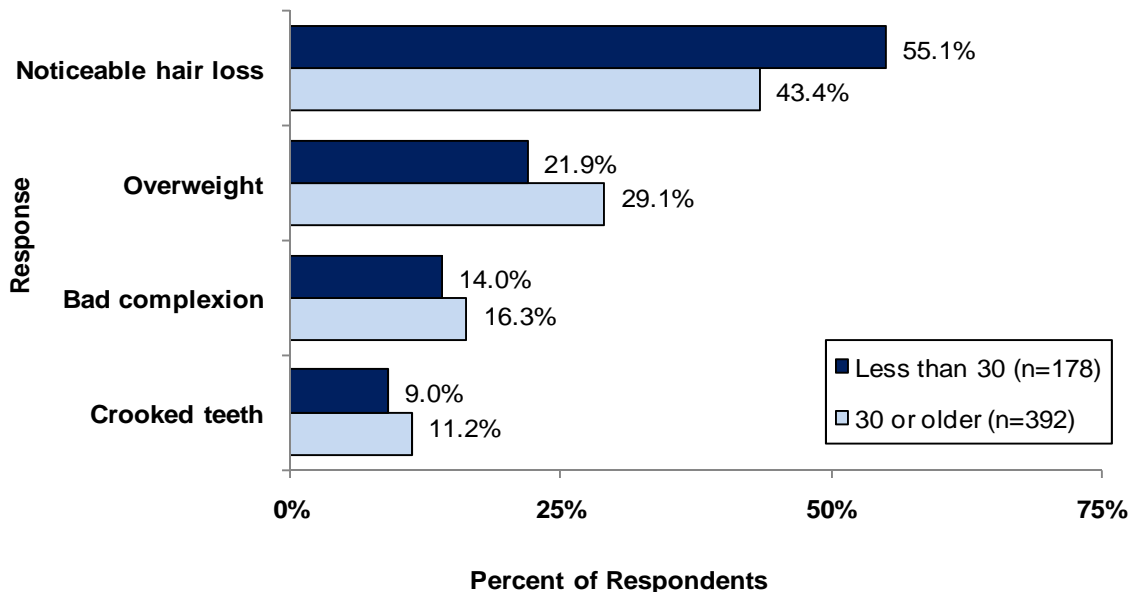
When respondents were asked if they would trade a treasured personal possession in exchange for more hair, over three-quarters of younger respondents (76.4%) and slightly less than three-quarters of older respondents (71.5%) responded 'yes' to this question.

Q8. If you could trade a treasured personal possession in exchange for more hair, would you? (n=568)



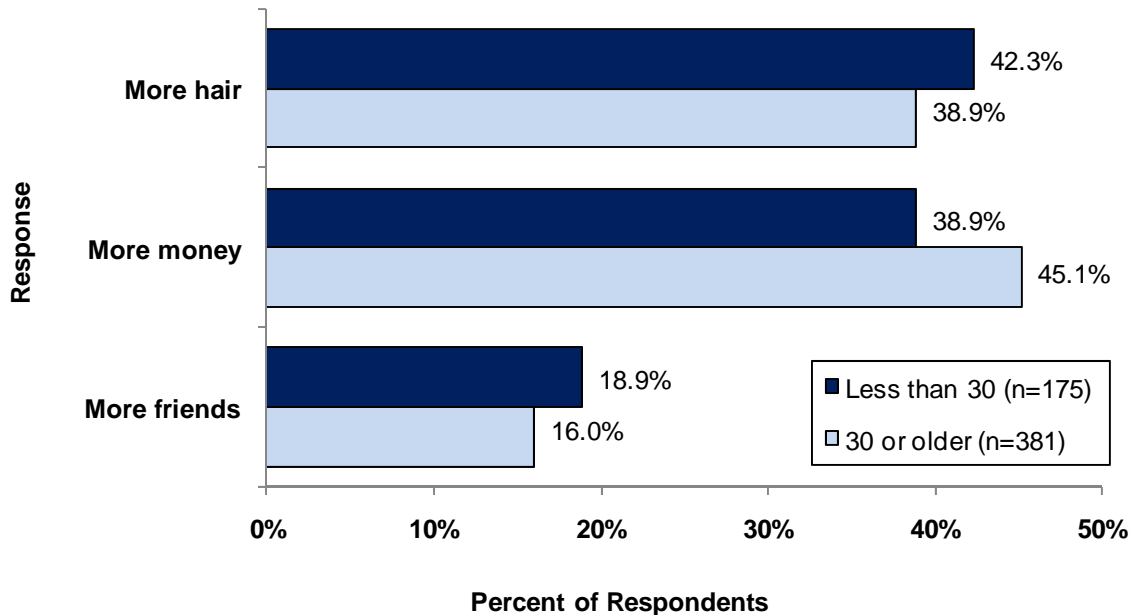
Respondents were asked to choose which trait would make them feel most self-conscious from a series of traits including 'noticeable hair loss,' 'overweight,' 'bad complexion' and 'crooked teeth.' When analyzed by age, over half of younger respondents (55.1%) and just over two-fifths of older respondents (43.4%) indicated that 'hair loss' made them feel the most self-conscious. For the remaining responses, just less than 30 percent of older respondents (29.1%) and over 20 percent of younger respondents (21.9%) felt being 'overweight' made them the most self-conscious.

Q9. Of the following personal traits, which do you think would make you feel the most self-conscious? (n=560)



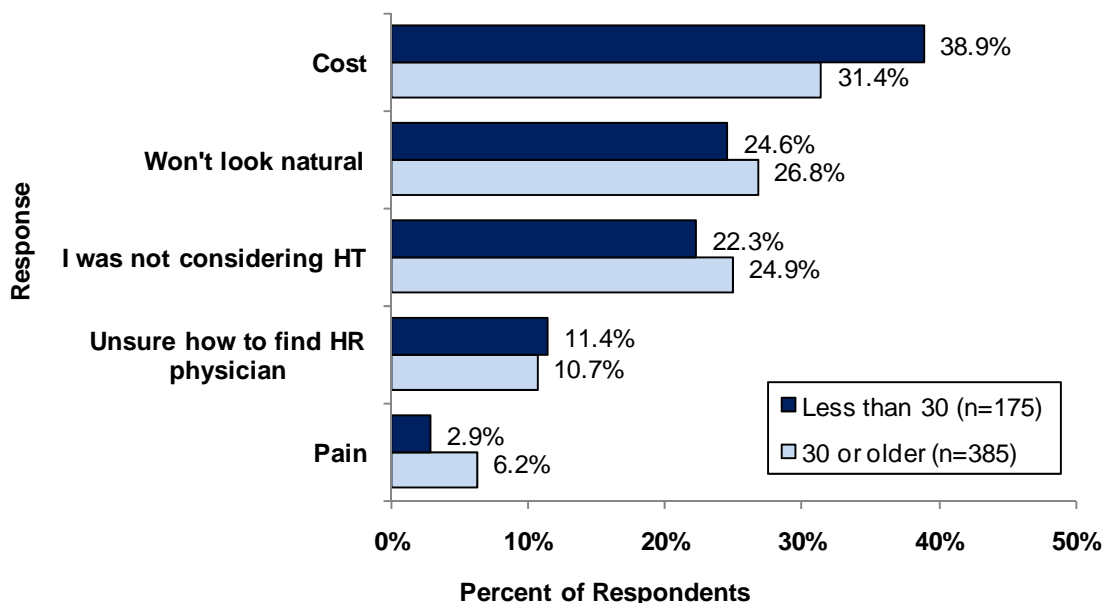
When responses 'Would you rather have more hair, more money or more friends' were analyzed by age, younger respondents were slightly more likely than older respondents to respond 'more hair' (42.3% compared to 38.9%, respectively) while older respondents were slightly more likely than younger respondents to respond 'more money' (45.1% compared to 38.9%, respectively).

Q10. Would you rather have more hair, more money or more friends? (n=556)



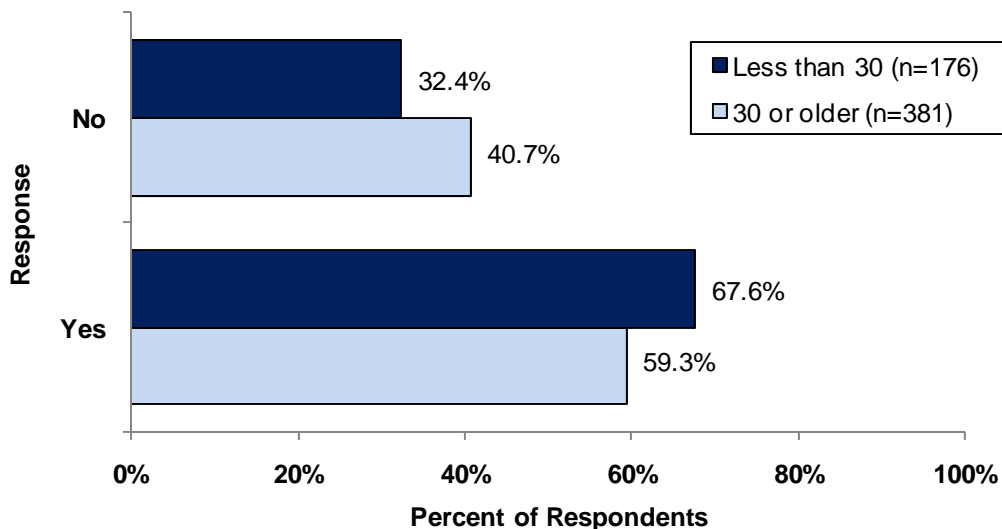
When respondents were asked to identify their biggest hesitation about getting a hair transplant, respondents less than 30 were more likely to respond that 'cost' was their biggest concern when compared to respondents over 30 (38.9% vs. 31.4%, respectively). Respondents over 30 were more concerned about 'pain' (6.2% vs. 2.9%, respectively).

Q11. What is your biggest hesitation about getting a hair transplant? (n=560)



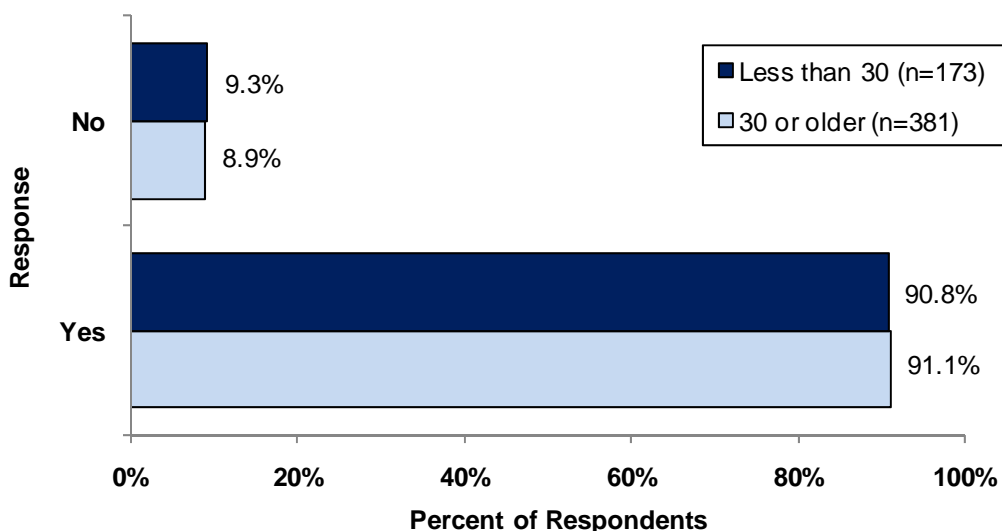
Over two-thirds of younger respondents (67.6%) and about three-fifths of older respondents (59.3%) responded 'yes' to 'do you think having more hair would help you be more successful in getting a job or advancing in your career?'

Q12. Do you think having more hair would help you be more successful in getting a job or advancing in your career? (n=557)



Over 90 percent of both younger and older respondents replied 'yes' to 'do you think hair restoration surgery is more accepted now than it was 10 years ago?'

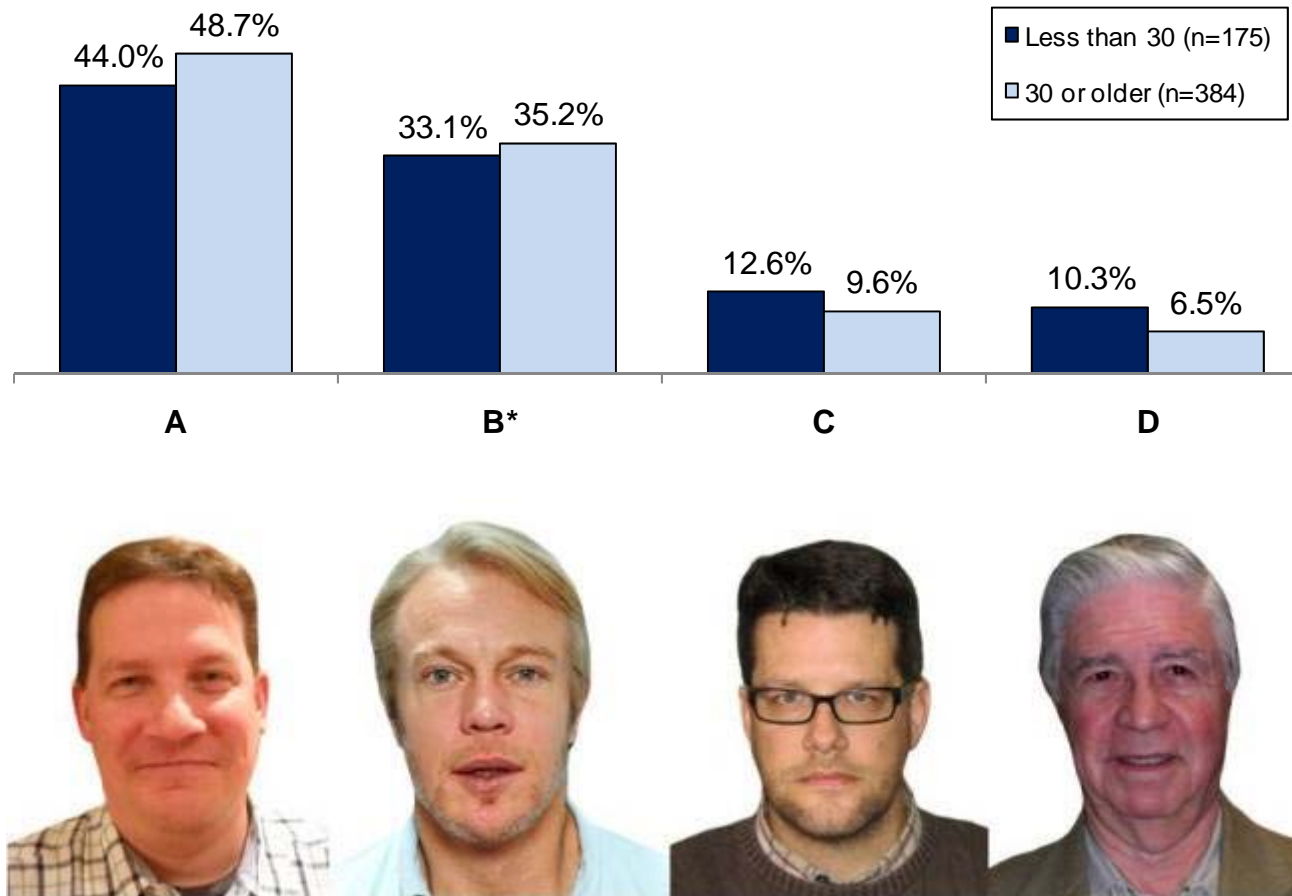
Q13. Do you think hair restoration surgery is more accepted now than it was 10 years ago? (n=554)



D. Hair Transplant Challenge

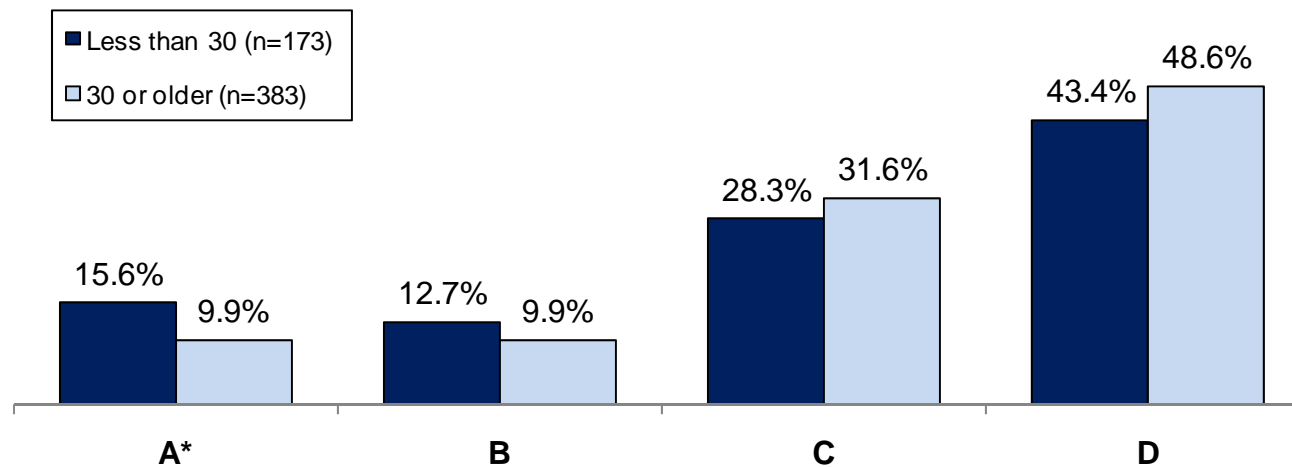
When respondents were presented with a series of four photos of men of which one had received a hair transplant and asked to identify the hair transplant recipient, the majority of both younger and older respondents incorrectly selected the wrong photo (A, C or D). Only about one-third of younger respondents (33.1%) and slightly more respondents over the age of 30 (35.2%) correctly identified the hair transplant recipient in photo B.

Q14. Of the four men shown, which person has had a hair transplant? (n=559)



When respondents were presented with a series of four photos of women of which one had received a hair transplant, the majority of both younger and older respondents incorrectly selected the wrong photo (B, C or D). Younger respondents (15.6%) were more likely than older respondents (9.9%) to correctly identify the hair transplant recipient in photo A.

Q15. Of the four women shown, which person has had a hair transplant? (n=556)



When respondents were presented with a hair transplant patient before and after hair restoration surgery, about two-thirds of younger and older respondents indicated the patient looked 'younger', 'healthier' and 'more attractive' after hair restoration.

Q16. Below are two pictures of a hair transplant patient before and after hair restoration surgery. Looking at the “after” photo, how do you think this patient looks? (n=544)

