



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

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I. Key Findings:

- When asked what locations hair can be transplanted to, a surprising 46.7% of respondents answered that hair can only be transplanted to the scalp. When analyzed by sex, more men (47.8%) than women (40.8%) agreed that hair can only be transplanted to the scalp.
- Regarding knowledge of male pattern hair loss inheritance, about two-fifths of respondents (39.4%) incorrectly thought male pattern hair loss was passed on by only one parent. Over half (53.3%) chose the correct response of 'either mother or father'.
- When asked what percentage of hair loss was needed to be cosmetically visible, only one-quarter (25.5%) of respondents correctly chose 50% as the response. Less women (21.1%) than men (26.2%) thought 50% hair loss was needed before it was cosmetically visible.
- When respondents were asked if they would rather have more hair, more money, or more friends, the most common response was more hair (59.8%). When analyzed by sex, slightly more women (64.2%) than men (59.1%) indicated they wanted more hair.
- Over half of respondents (54.8%) said yes to the question 'if celebrities or public figures were more open about hair restoration surgery would you be more inclined to consider having a hair transplant?' When analyzed by sex, men were more likely to agree with this statement than women; 56.8% said yes among men, while 45.3% said yes among women.
- Regarding hesitations about hair transplant surgery, the two biggest hesitations identified by respondents were that a hair transplant 'won't look natural' (35.9%) and will be too expensive ('cost'; 34.8%). By sex, just less than two-fifths of men (38.8%) were concerned that a transplant wouldn't look natural, while only one-fifth of women (20.6%) were concerned that a transplant wouldn't look natural.
- When asked to identify a female hair transplant recipient from a series of four photographs of women, about half of respondents (47.2%) were not able to correctly identify the hair transplant recipient.
- When asked to identify a male hair transplant recipient in two separate sets of four photographs each, over 60% of respondents were not able to correctly identify the male hair transplant recipient in each set.

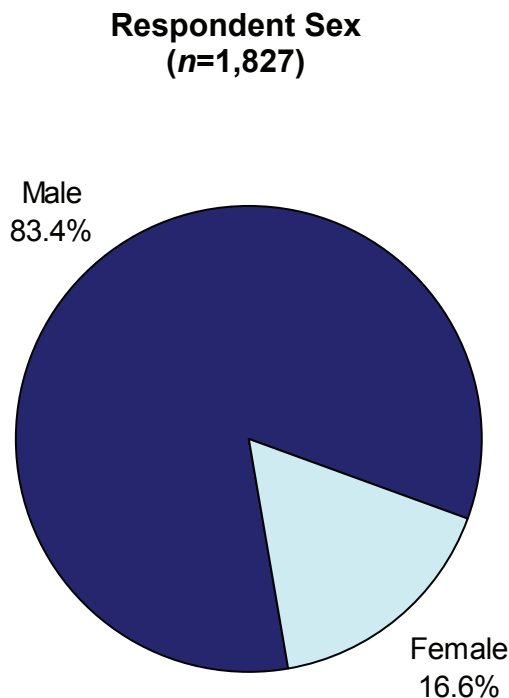
II. Study Background:

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

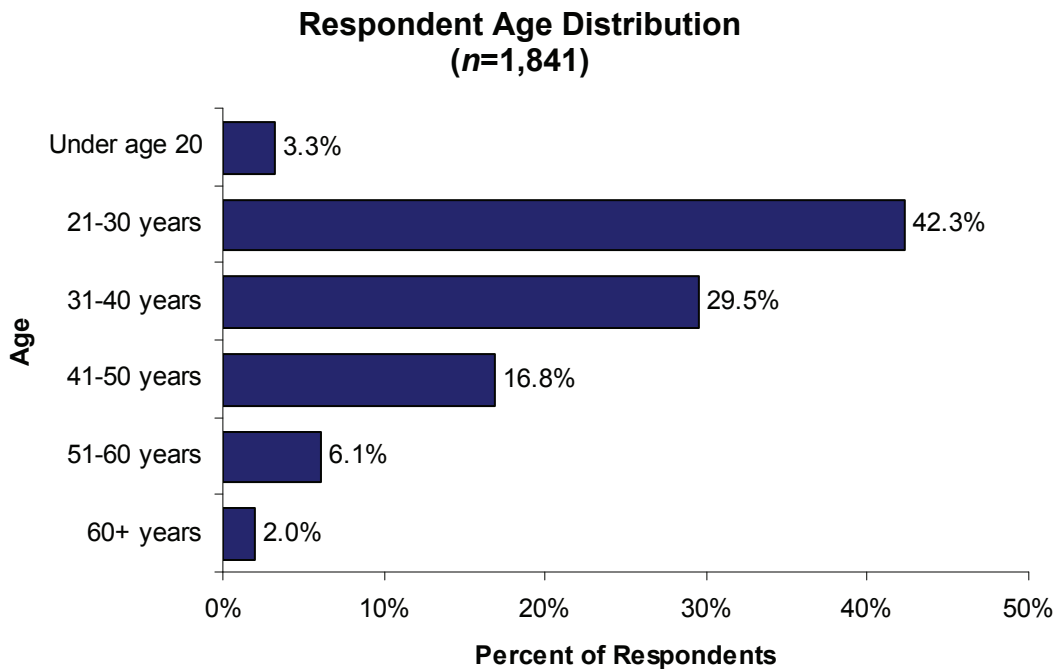
The survey was made available on the ISHRS website to visitors interested in participating in the *Hair Transplant Challenge Survey*. Data collection began in late May of 2008 and continued through January of 2009. As of January 2009, **1,878 respondents** had participated in the survey and provided valid responses. A sample size of 1,878 has a margin of error of about +/- 2.3% 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 (83.4%).



Respondents were most likely to be between 21 to 30 years of age (42.3%) or 31 to 40 years of age (29.5%). The majority of respondents were between 21 and 50 years of age (88.6%).

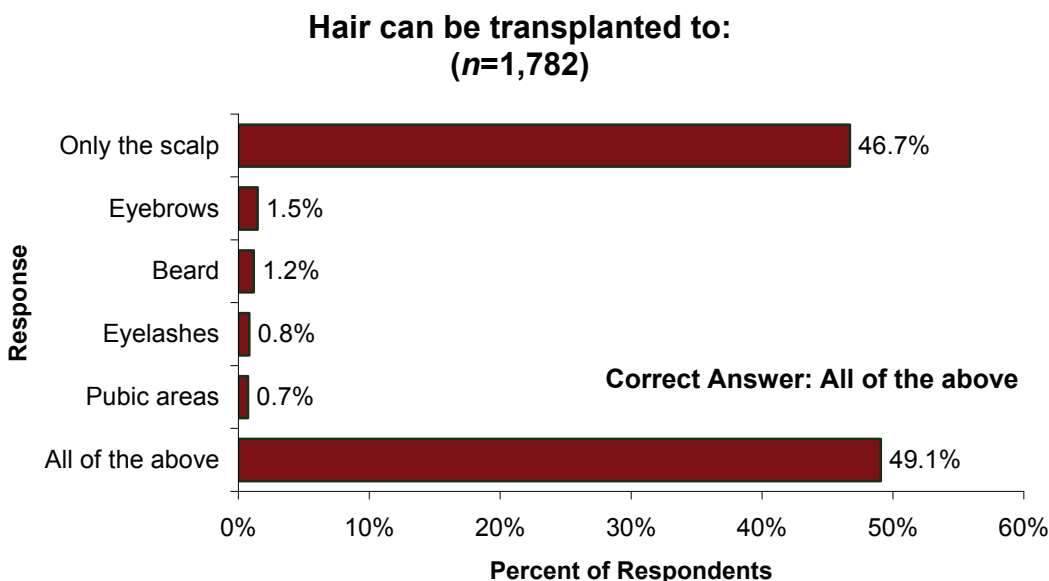


IV. Overall Analysis

A. Hair Transplant Knowledge

A1. Locations of Transplant

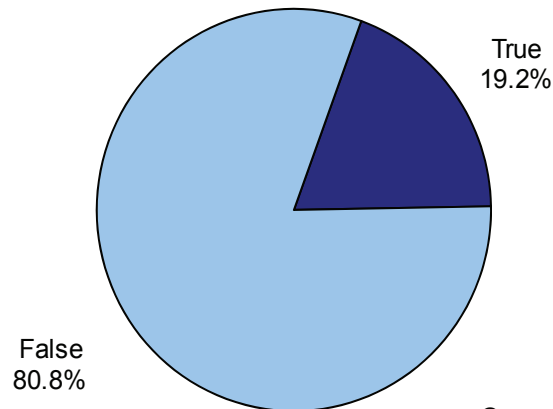
When asked which areas of the body hair could be transplanted to, responses were largely split between only the scalp (46.7%) and all areas identified in the question (49.1%).



A2. Family History of Hair Loss

When asked about family history of hair loss, the majority of respondents (80.8%) disagreed with the statement 'if nobody else that I know in my family has hair loss, then I will not lose my hair as I get older.'

If nobody else that I know in my family has hair loss, then I will not lose my hair as I get older. (n=1,801)

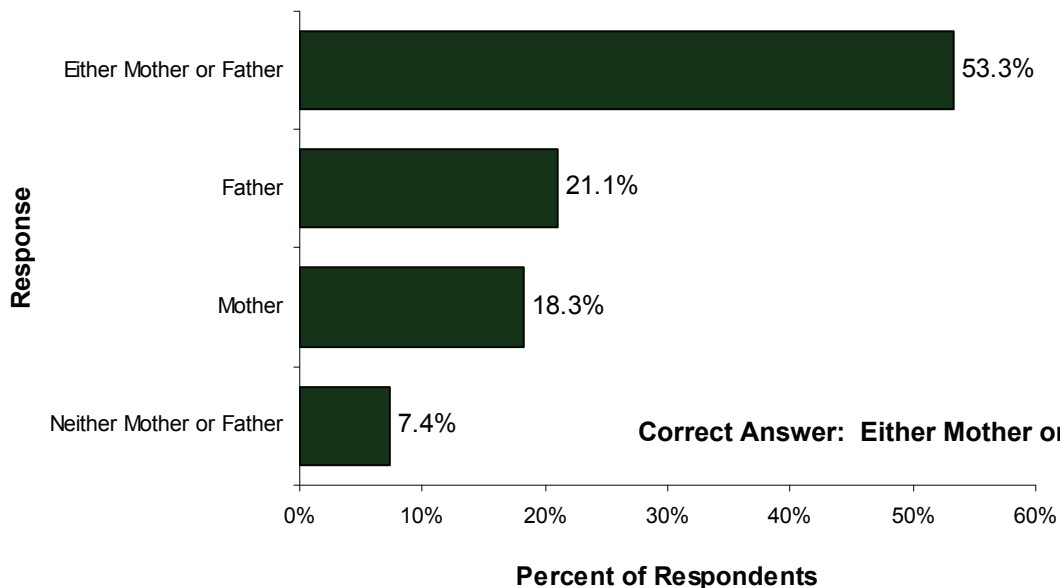


Correct Answer: False

A3. Male Pattern Hair Loss

Over half of respondents (53.3%) thought male pattern hair loss was genetically passed on by either the mother or the father. Just less than forty percent of respondents thought male pattern hair loss was genetically passed on by only the father (21.1%) or only the mother (18.3%).

Male pattern hair loss is genetically passed on by: (n=1,522)

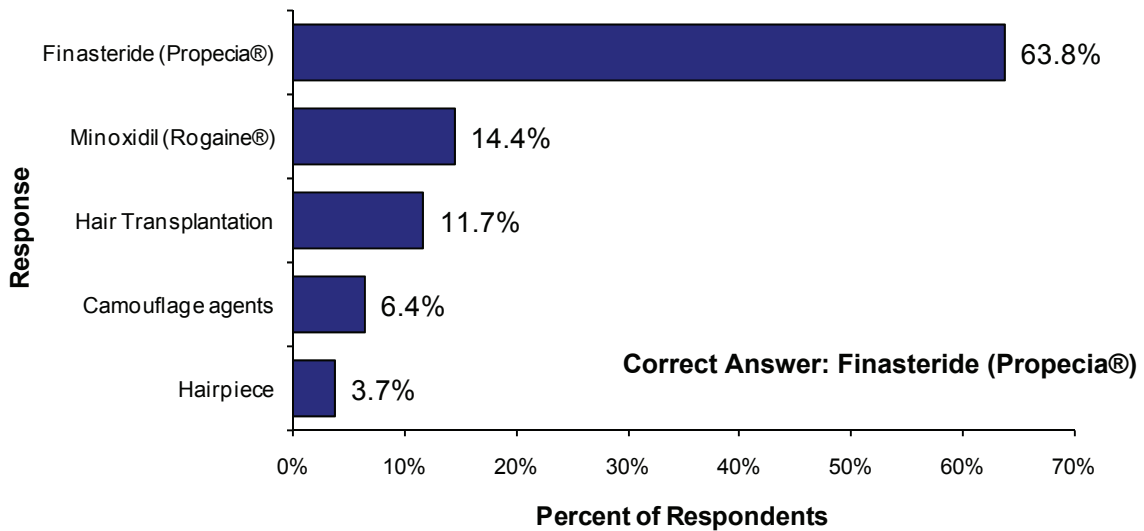


Correct Answer: Either Mother or Father

A4. Female Pattern Hair Loss

Almost two-thirds of respondents (63.8%) correctly identified finasteride (Propecia®) as the treatment option not approved for use on hair loss in women.

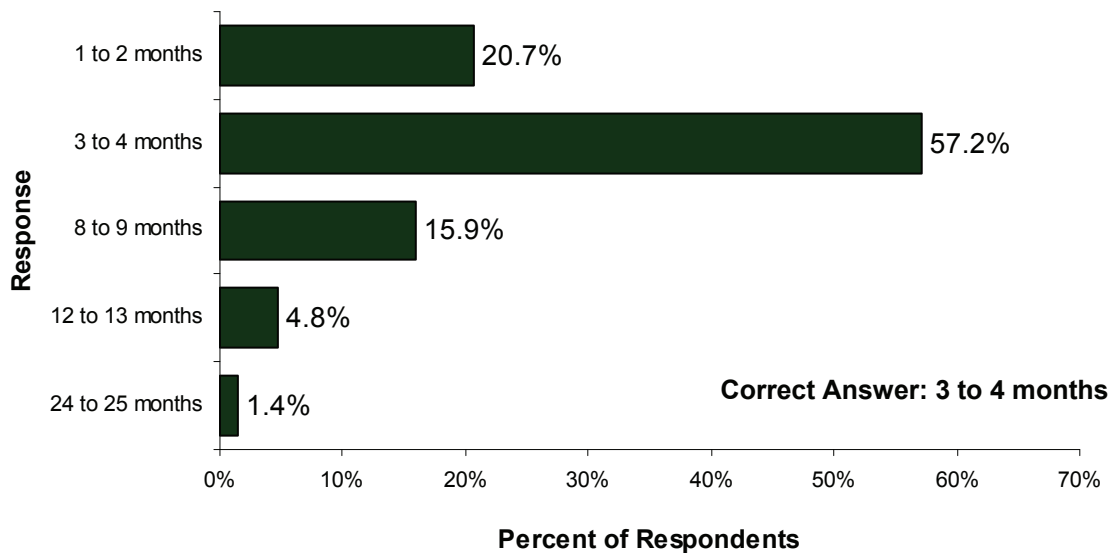
Female pattern hair loss is a condition for which there are a number of effective treatments. Which of the following treatments is not approved for women? (n=1,427)



A5. Length of Time for Hair Transplant Growth

Over half of respondents (57.2%) thought that it typically takes 3 to 4 months for permanently transplanted hairs to start growing.

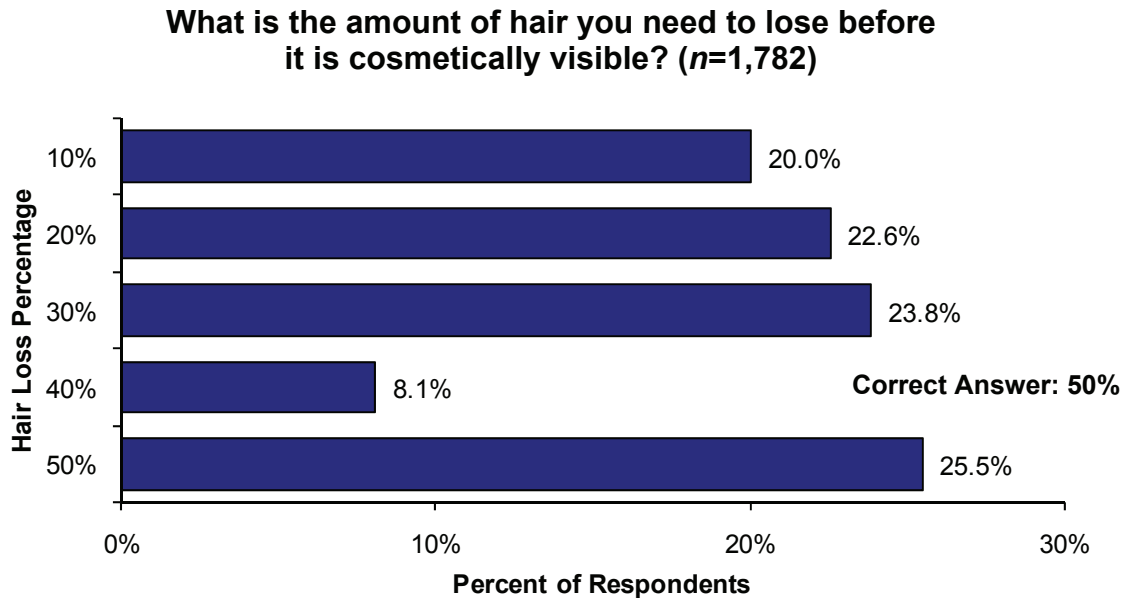
How long does it typically take for the permanently transplanted hairs to start growing? (n=1,438)



B. Hair Transplant Opinions

B1. When Hair Loss Becomes Visible

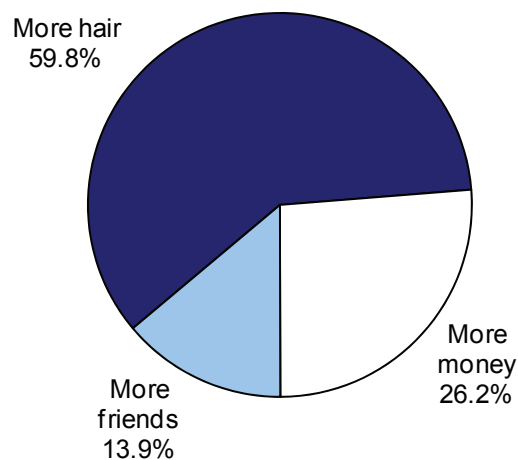
When asked what percentage of hair loss was needed to be cosmetically visible, only one-quarter (25.5%) of respondents correctly chose 50% as the amount of hair loss necessary for it to be cosmetically visible.



B2. Hair, Money and Friends

When respondents were asked if they would rather have more hair, more money or more friends, the majority (59.8%) indicated they would rather have more hair.

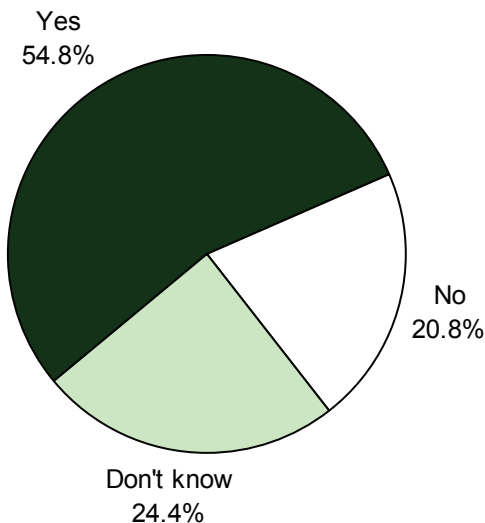
Would you rather have more hair, more money or more friends? (n=1,422)



B3. Celebrities and Hair Restoration

Over half of respondents (54.8%) said they would be more inclined to have a hair transplant if celebrities and public figures were more open about hair restoration surgery. About one-quarter of respondents (24.4%) were unsure if this would influence their decision to have hair restoration surgery.

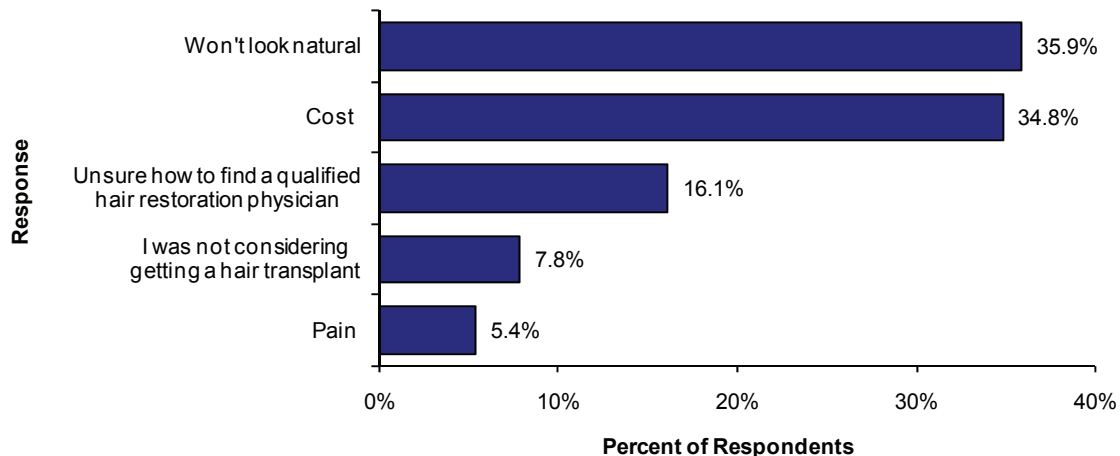
If celebrities or public figures were more open about hair restoration surgery, would you be more inclined to consider having a hair transplant?
(n=1,408)



B4. Hesitations for Getting Hair Transplants

When respondents were asked what their biggest hesitation was regarding hair transplantation, they were almost equally concerned about the transplant looking natural (35.9%) and the cost of the transplant (34.8%).

What is your biggest hesitation about getting a hair transplant?
(n=1,416)

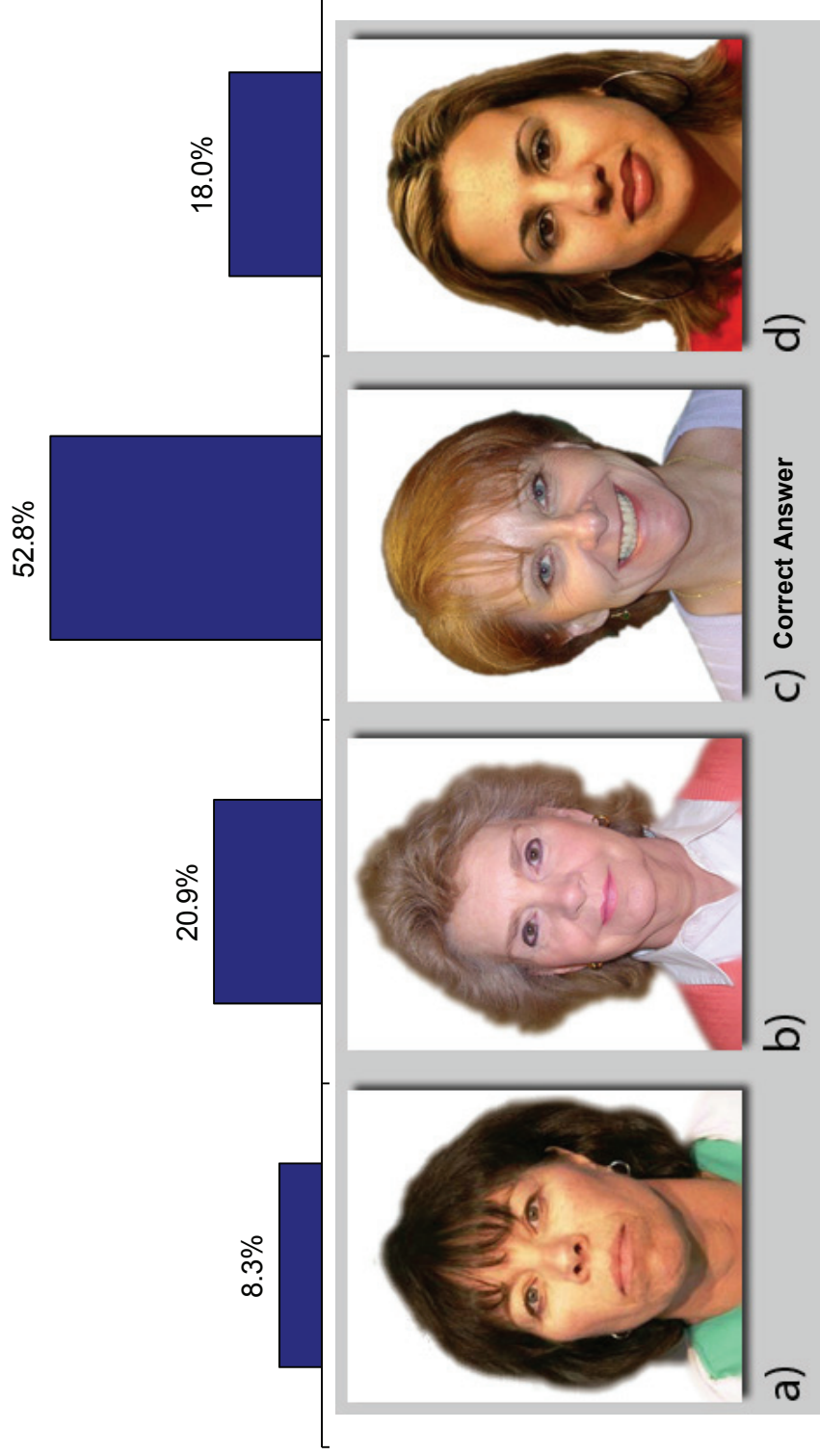


C. Hair Transplant Challenge (picture analysis)

C1. Female Hair Transplant Recipient Challenge

When asked to identify the hair transplant patient from a series of four pictures, just over half of respondents (52.8%) correctly identified picture C as the hair transplant recipient. Of the remaining pictures, about one in five respondents incorrectly chose picture B (20.9%) or D (18.0%) as the hair transplant recipient and less than 10% chose picture A (8.3%).

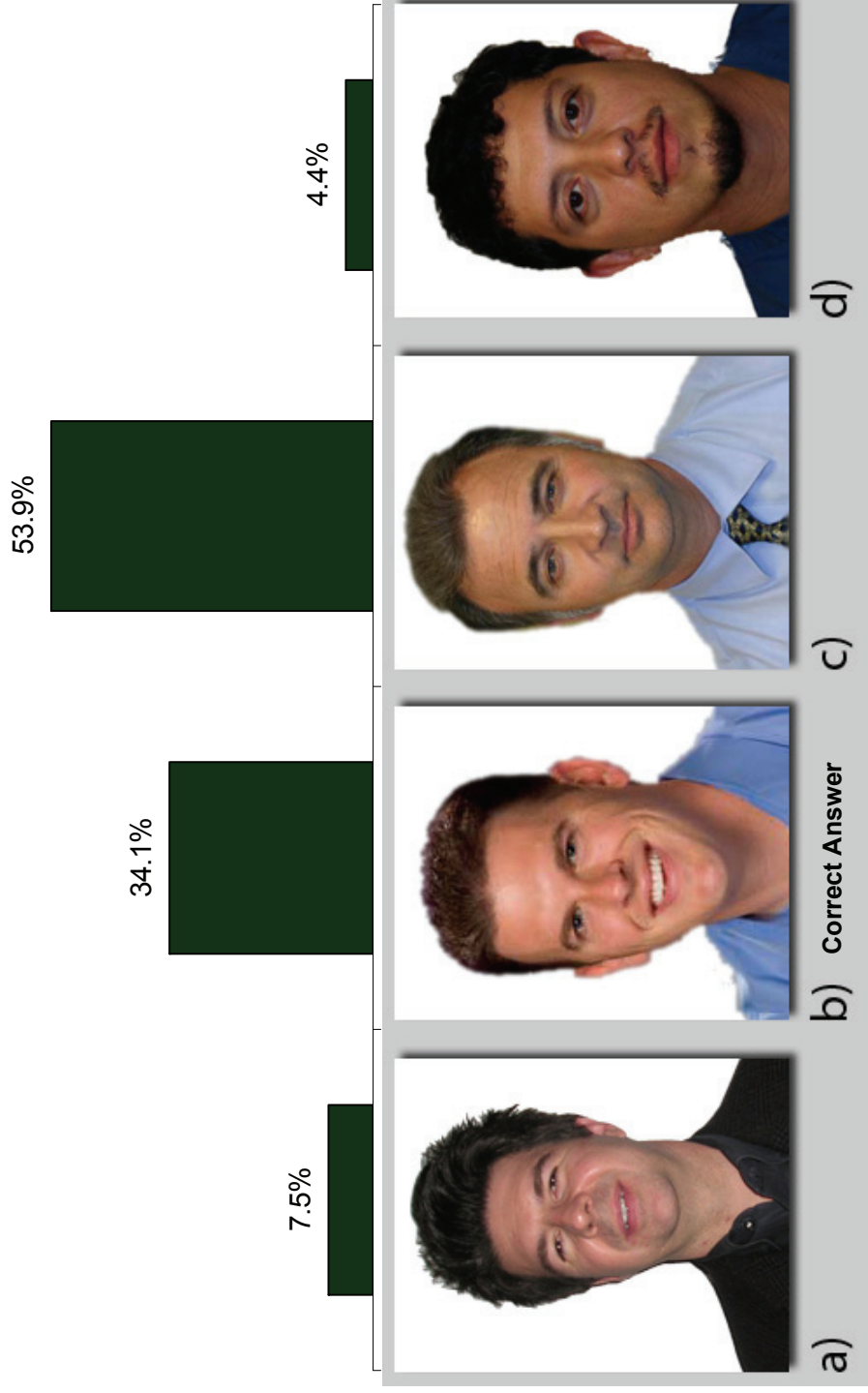
**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,264)**



C2. Male Hair Transplant Recipient Challenge 1

For the second series of pictures, the majority of respondents (53.9%) incorrectly identified picture C as the hair transplant recipient. Only one-third of respondents (34.1%) correctly identified picture B as the hair transplant recipient. A smaller percentage incorrectly chose picture A (7.5%) and picture D (4.4%) as the hair transplant recipient.

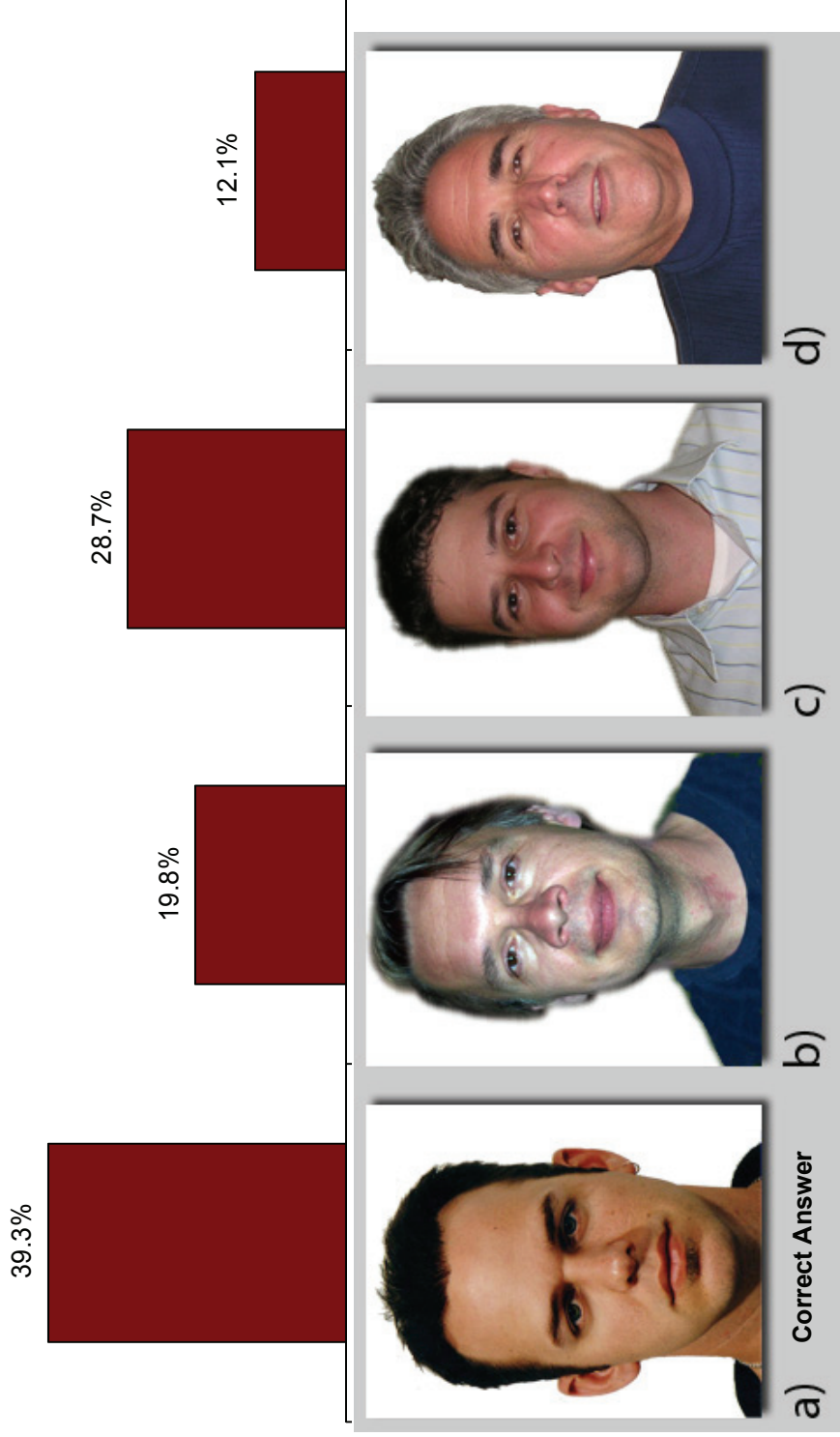
**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,246)**



C3. Male Hair Transplant Recipient Challenge 2

In the third series of pictures, respondents correctly identified the hair transplant recipient in picture A 39.3% of the time. Respondents incorrectly selected picture D 12.1% of the time, picture B 19.8% of the time and picture C 28.7% of the time.

**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,261)**

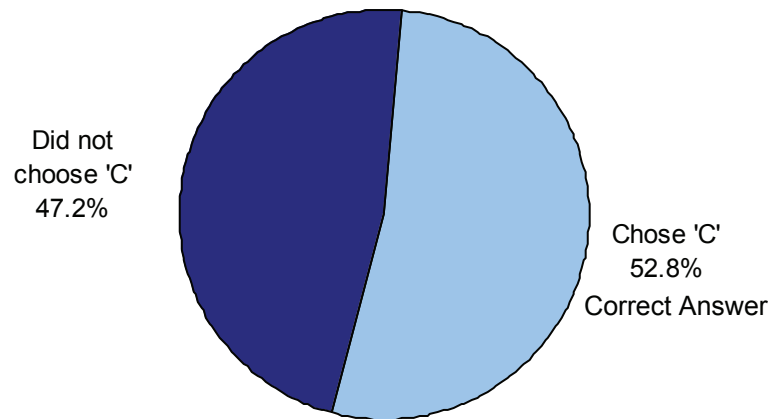


D. Hair Transplant Challenge (series analysis)

D1. Female Hair Transplant Recipient Challenge

For the first series of photographs, respondents correctly identified picture 'C' as the hair transplant recipient about half of the time (52.8%). The other 47.2% of respondents chose a non-hair transplant picture.

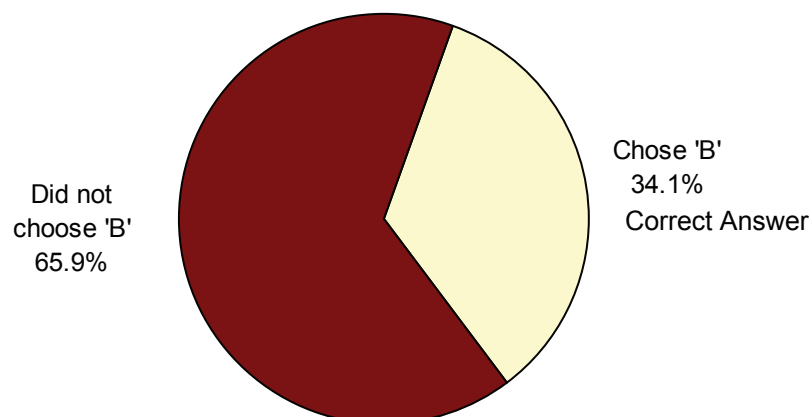
**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,264)**



D2. Male Hair Transplant Recipient Challenge 1

For the second series of pictures, just over one-third of respondents (34.1%) correctly chose 'B' as the hair transplant recipient. The majority did not choose the correct answer (65.9%).

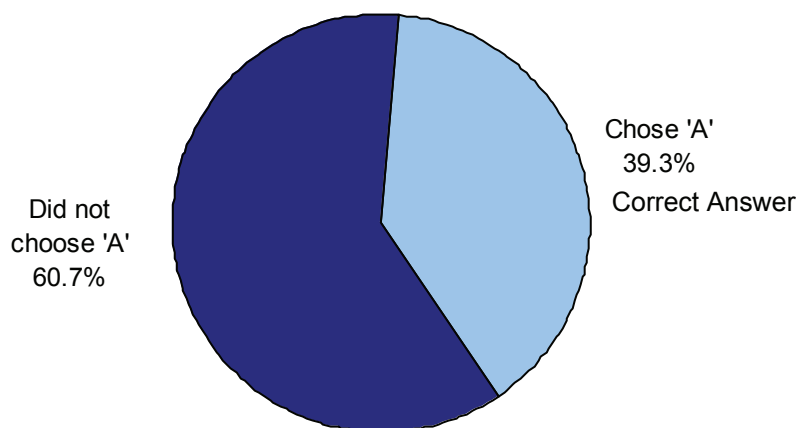
**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,246)**



D3. Male Hair Transplant Recipient Challenge 2

For the third series of pictures, about one-third of respondents (39.3%) were able to identify picture 'A' as the hair transplant recipient. The majority of respondents (60.7%) did not correctly identify picture 'A' as the hair transplant recipient.

**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,261)**

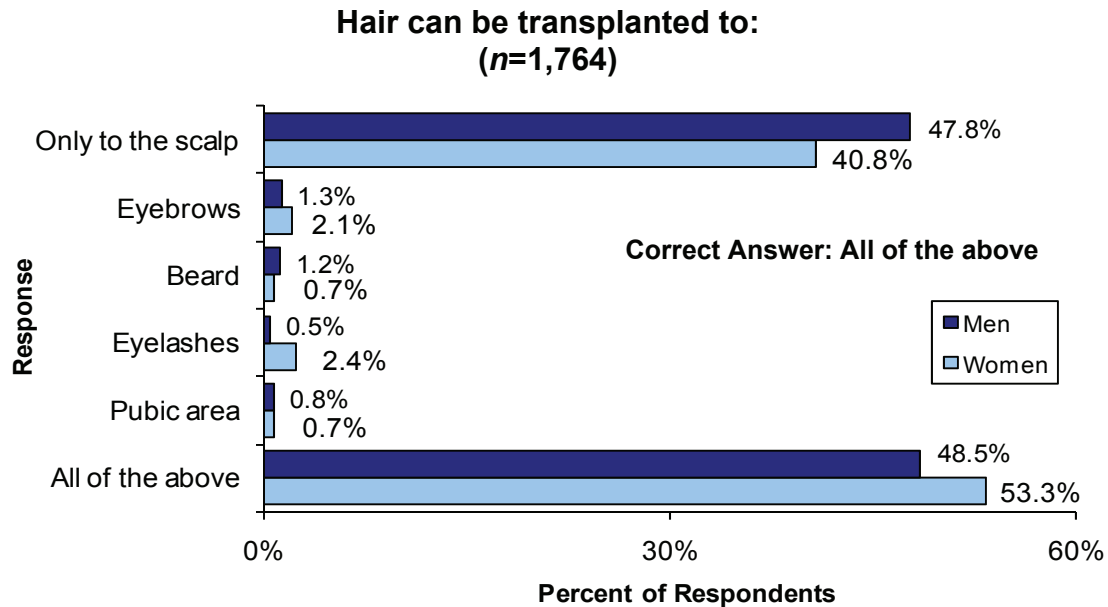


V. Analysis by Respondent Sex

A. Hair Transplant Knowledge

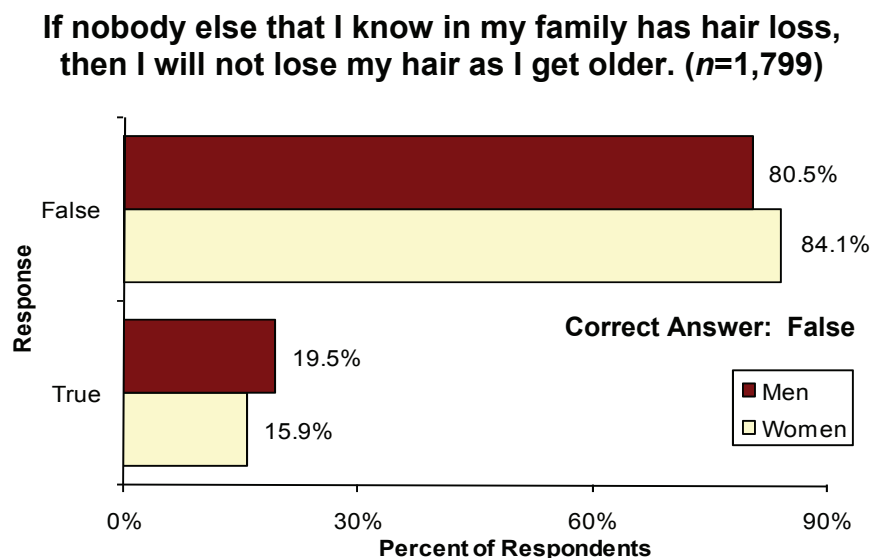
A1. Locations of Transplant

When asked which areas of the body hair could be transplanted to, men were slightly more likely to incorrectly think hair could only be transplanted to the scalp (47.8%) than women (40.8%). Women were more likely to correctly indicate that hair could be transplanted to all areas identified in the question (53.3%) compared to men (48.5%).



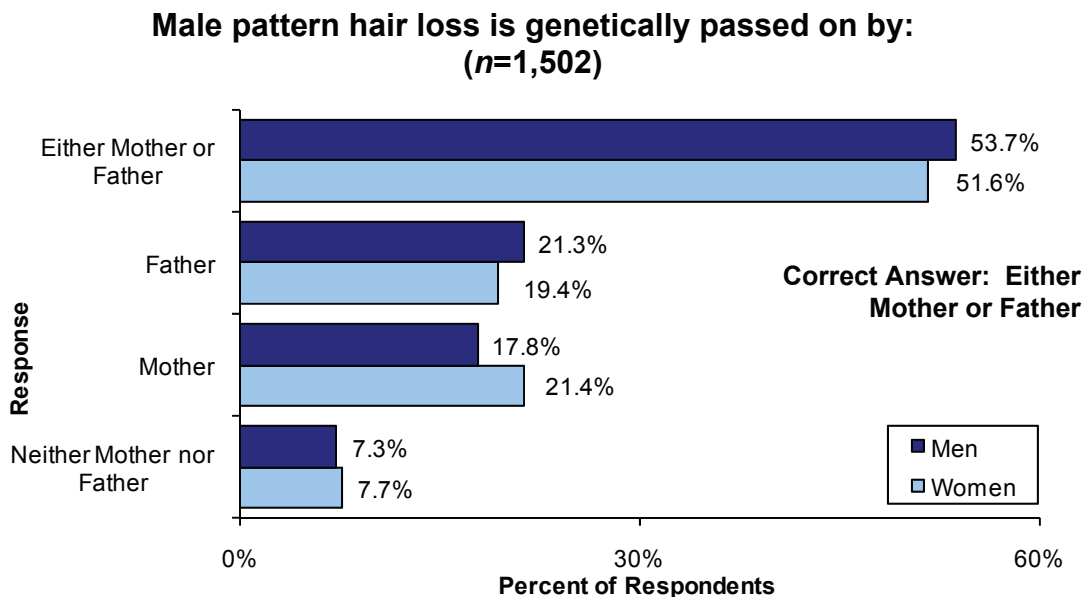
A2. Family History of Hair Loss

When asked about family history of hair loss, over 80% of both men (80.5%) and women (84.1%) correctly disagreed with the statement, 'If nobody else that I know in my family has hair loss, then I will not lose my hair as I get older'.



A3. Male Pattern Hair Loss

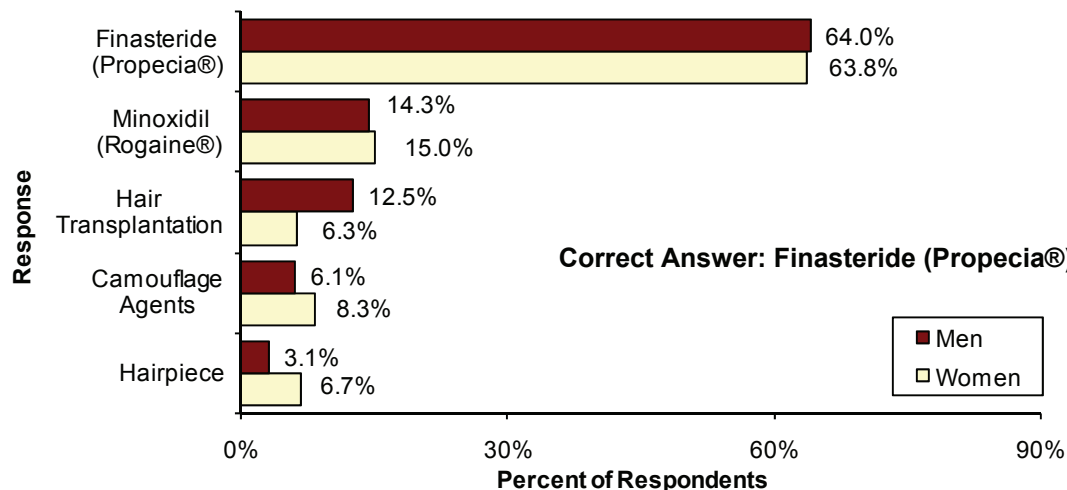
Over half of both men (53.7%) and women (51.6%) correctly thought male pattern hair loss was genetically passed on by either the mother or the father. There were not large differences in responses to this question by sex.



A4. Female Pattern Hair Loss

Just less than two-thirds of respondents correctly identified finasteride (Propecia®) as the treatment not approved for use on hair loss in women. Men were almost twice as likely as women to indicate that hair transplantation was not approved for women, while women were more likely than men to indicate camouflage agents and hairpieces were not approved for women.

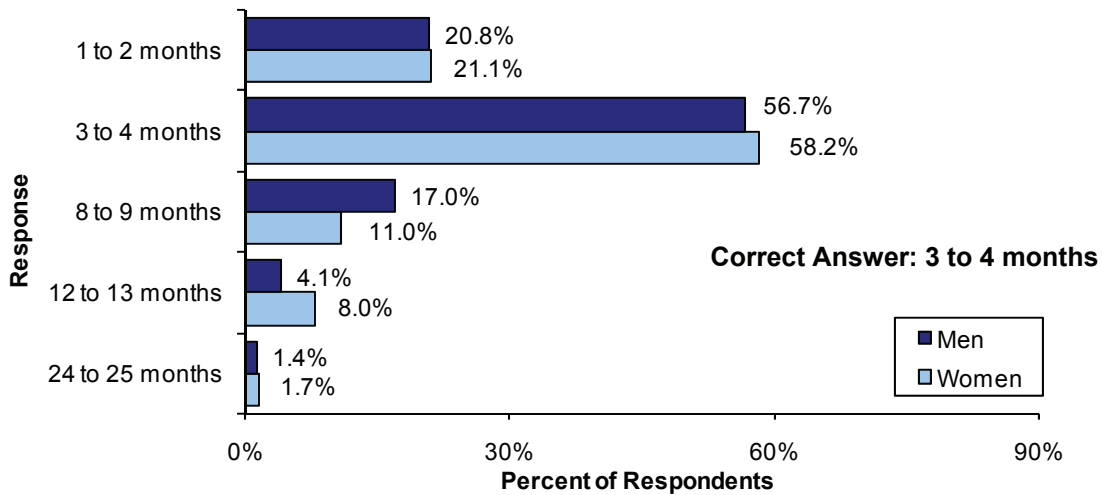
Female pattern hair loss is a condition for which there are a number of effective treatments. Which of the following treatments is not approved for women?
(n=1,408)



A5. Length of Time for Hair Transplant Growth

Over half of men (56.7%) and women (58.2%) correctly thought that it typically takes 3 to 4 months for permanently transplanted hairs to start growing. Women were almost twice as likely as men to think it takes 12 to 13 months for permanently transplanted hairs to start growing.

How long does it typically take for the permanently transplanted hairs to start growing? (n=1,422)

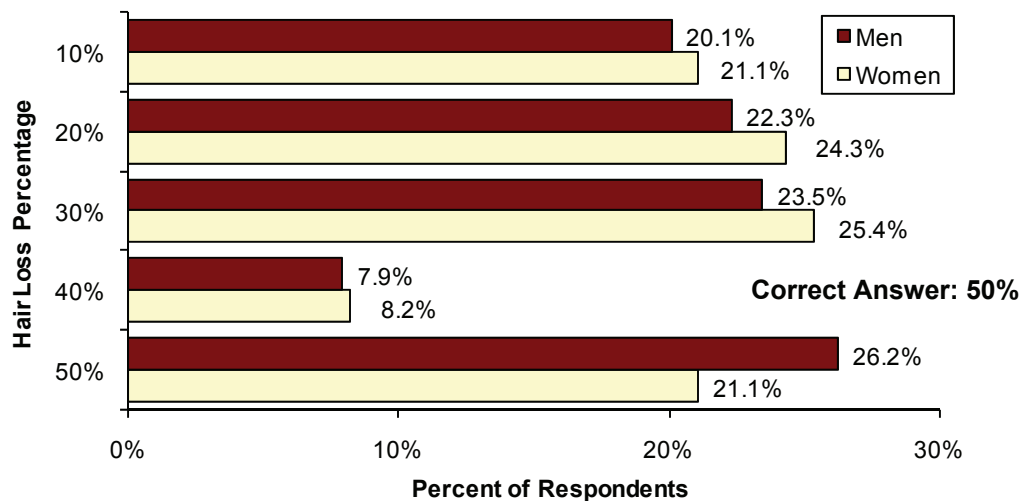


B. Hair Transplant Opinions

B1. When Hair Loss Becomes Visible

When asked about the percentage of hair loss needed before it was cosmetically visible, 21.1% of women and 26.2% of men indicated the correct response of 50% hair loss.

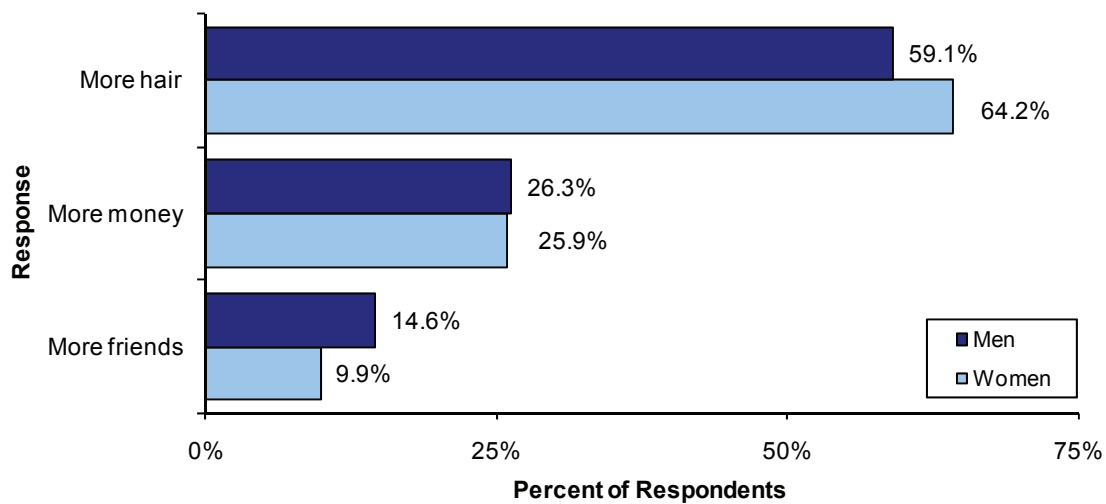
What is the amount of hair you need to lose before it is cosmetically visible? (n=1,759)



B2. Hair, Money and Friends

When asked if they would rather have more hair, more money, or more friends, a slightly larger percentage of women indicated they would prefer to have more hair (64.2%) than men (59.1%). Men were more likely to indicate they would rather have more friends than women (14.6% vs. 9.9%, respectively).

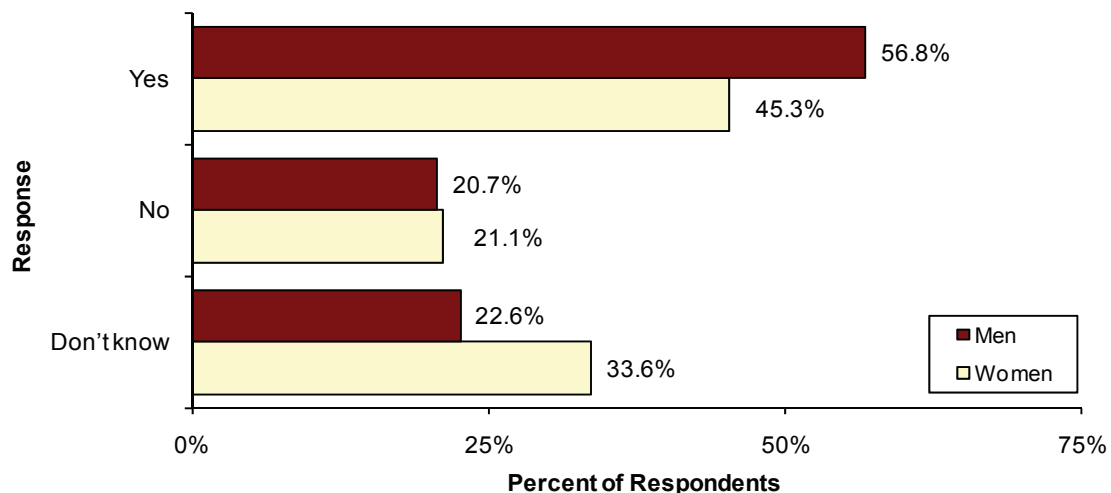
Would you rather have more hair, more money or more friends? (n=1,407)



B3. Celebrities and Hair Restoration

When asked if they would be more inclined to consider having a hair transplant if celebrities or public figures were more open about their hair restoration surgery, more men said yes (56.8%) than women (45.3%). Women were more likely to respond don't know (33.6%) than men (22.6%).

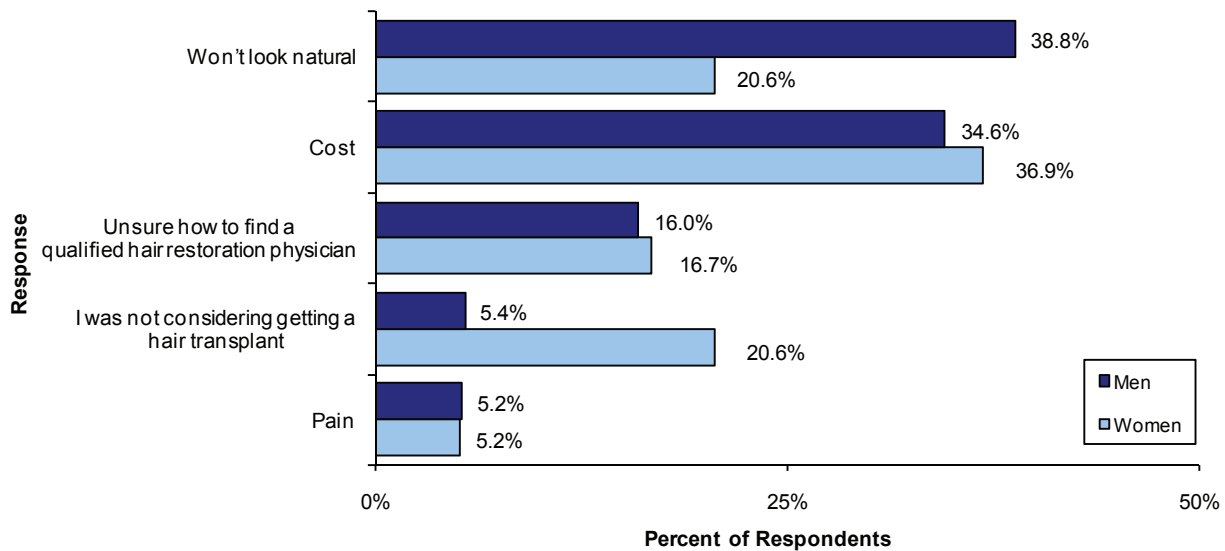
If celebrities or public figures were more open about hair restoration surgery, would you be more inclined to consider having a hair transplant? (n=1,393)



B4. Hesitations for Getting Hair Transplants

When asked what their biggest hesitation was about getting a hair transplant, almost 40% of men (38.8%) and only 20.6% of women were concerned about the hair transplant not looking natural. Women were also much more likely to respond 'I was not considering getting a hair transplant' than men.

**What is your biggest hesitation about getting a hair transplant?
(n=1,398)**

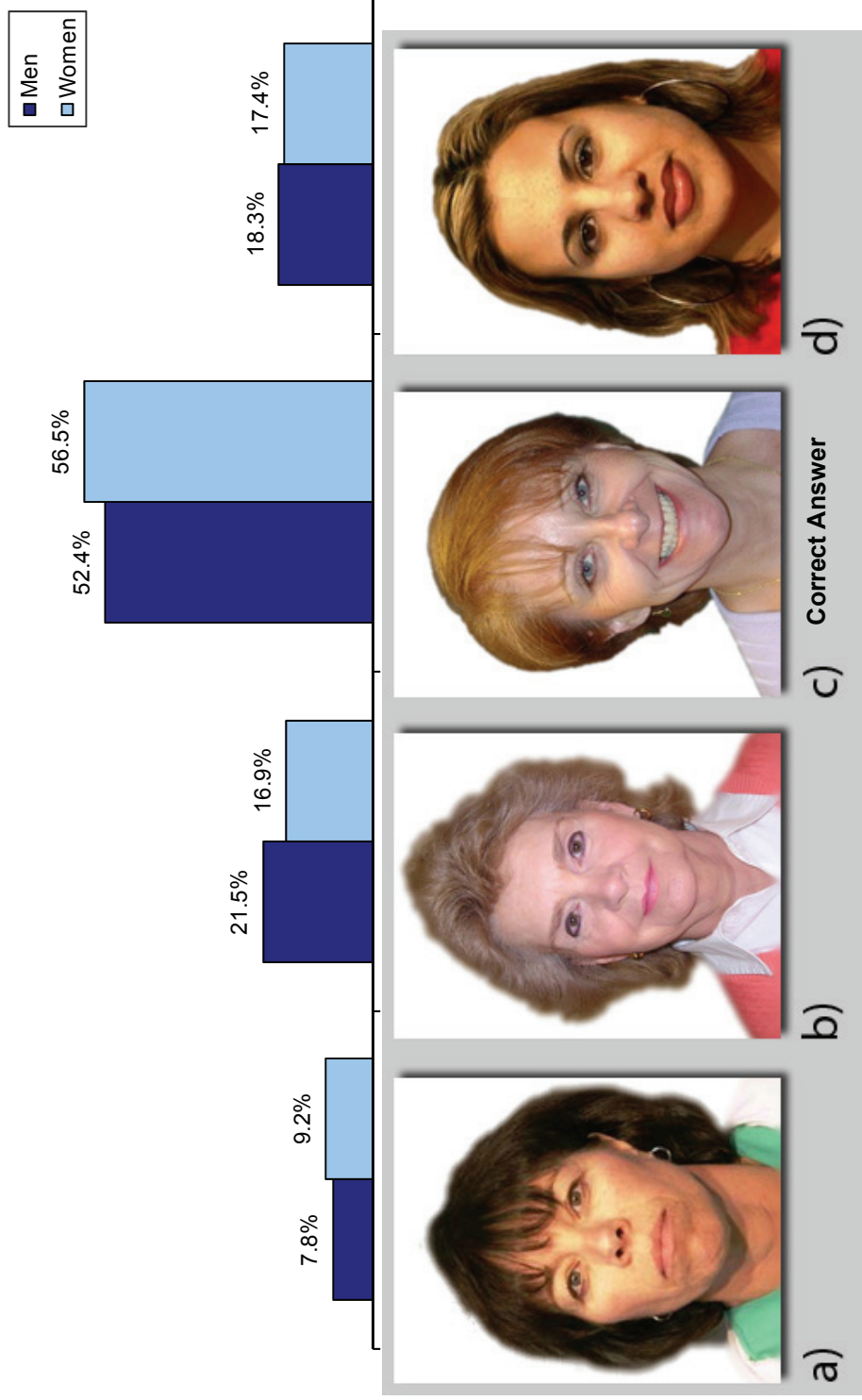


C. Hair Transplant Challenge (picture analysis)

C1. Female Hair Transplant Recipient Challenge

When asked to identify the hair transplant patient from a series of four pictures, just over half of both men (52.4%) and women (56.5%) correctly chose picture C. There were minor differences in the percentage of respondents who chose hair transplant recipient picture by sex.

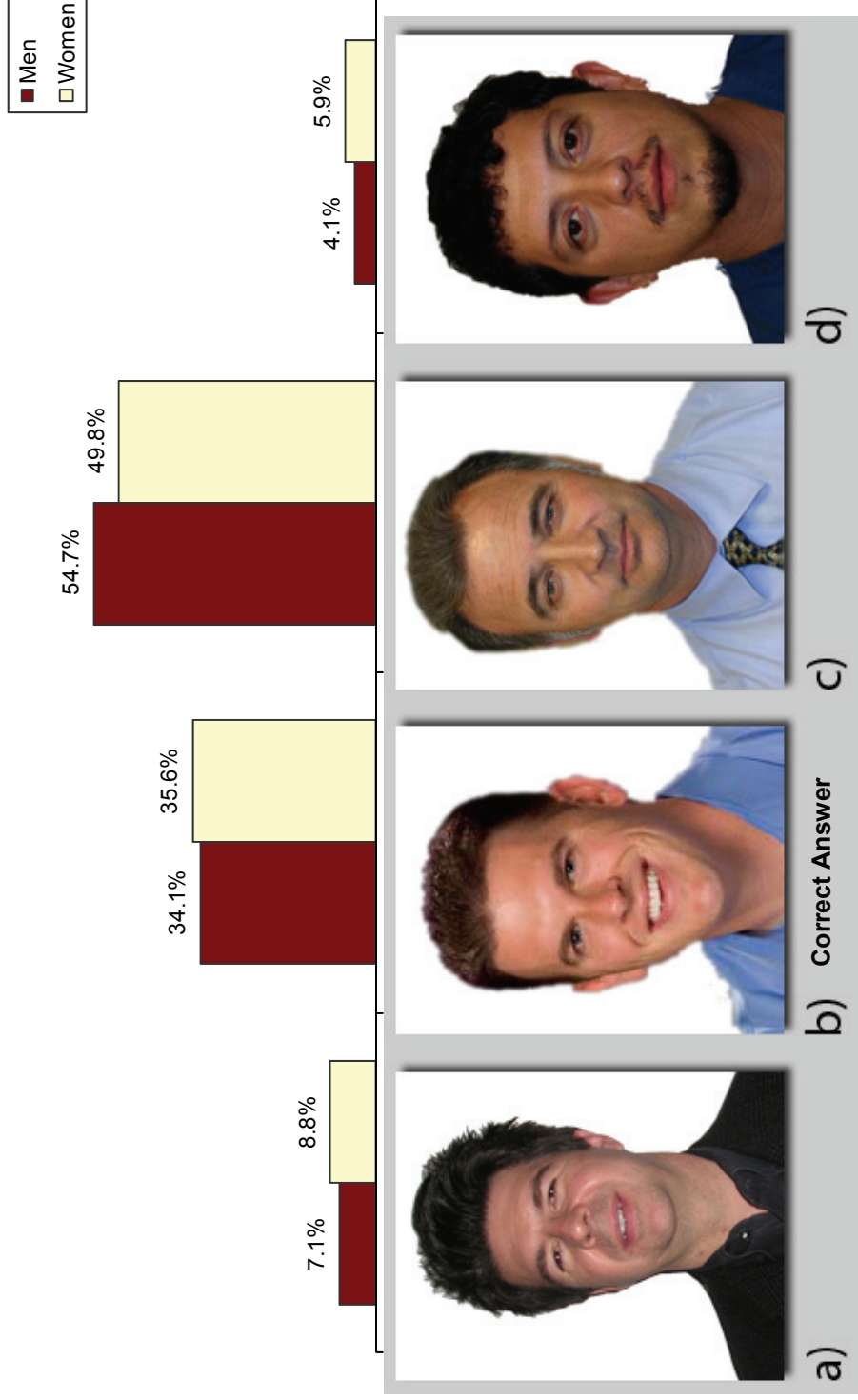
**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,264)**



C2. Male Hair Transplant Recipient Challenge 1

For the second series of pictures, the majority of both men (54.7%) and women (49.8%) incorrectly selected picture C as the hair transplant recipient. Picture B, the true hair transplant recipient, was identified correctly by 34.1% of men and 35.6% of women.

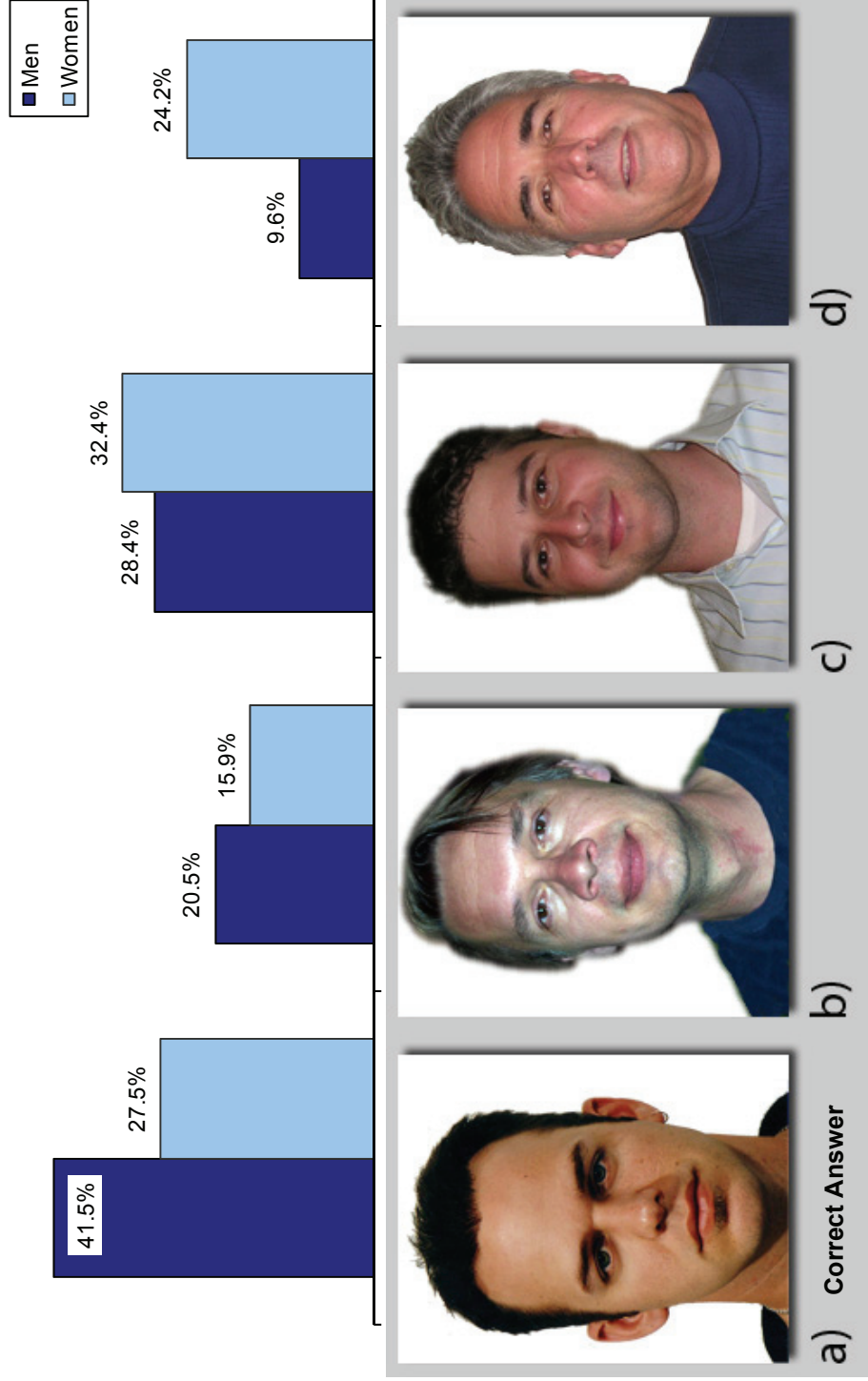
**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,246)**



C3. Male Hair Transplant Recipient Challenge 2

In the third series of pictures, more males (41.5%) than females (27.5%) correctly identified the hair transplant recipient in picture A. Female respondents were more likely than men to choose picture C (32.4% vs. 28.4%) or picture D (24.2% vs. 9.6%) as the hair transplant recipient.

Of the four people shown, which person has had a hair transplant?
(Select one, n=1,261)

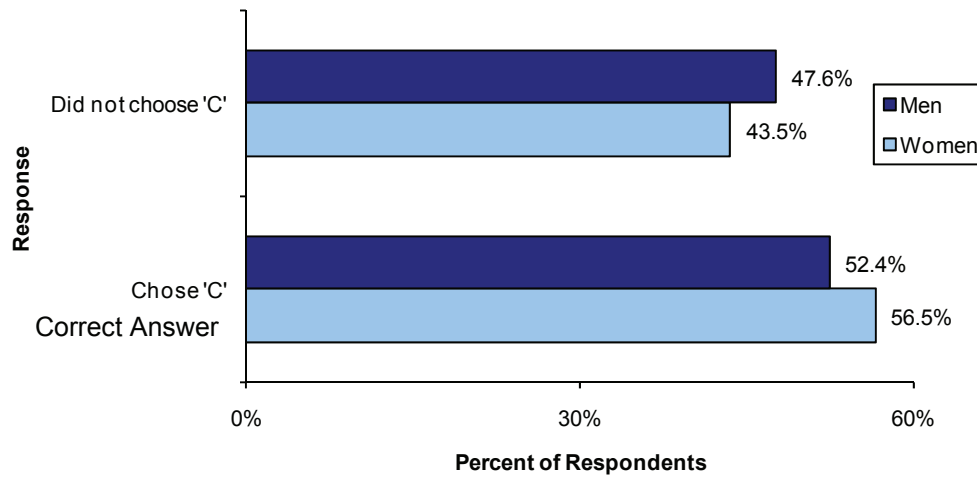


D. Hair Transplant Challenge (series analysis)

D1. Female Hair Transplant Recipient Challenge

When the first series of pictures was analyzed as a whole, just over half of both males (52.4%) and females (56.5%) correctly chose picture C as the hair transplant recipient. There were not large differences by sex.

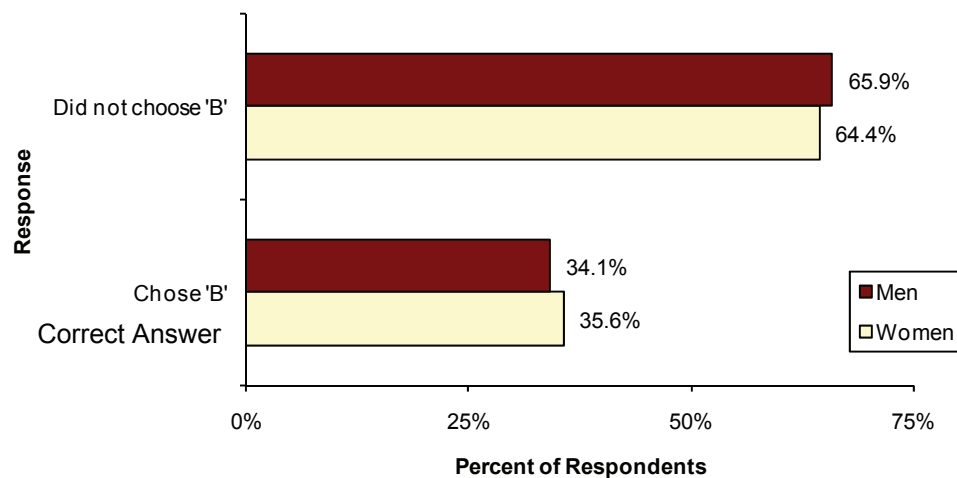
**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,264)**



D2. Male Hair Transplant Recipient Challenge 1

For the second series of pictures, nearly two-thirds of both males (65.9%) and females (64.4%) did not correctly identify the hair transplant recipient. There were not large differences by sex.

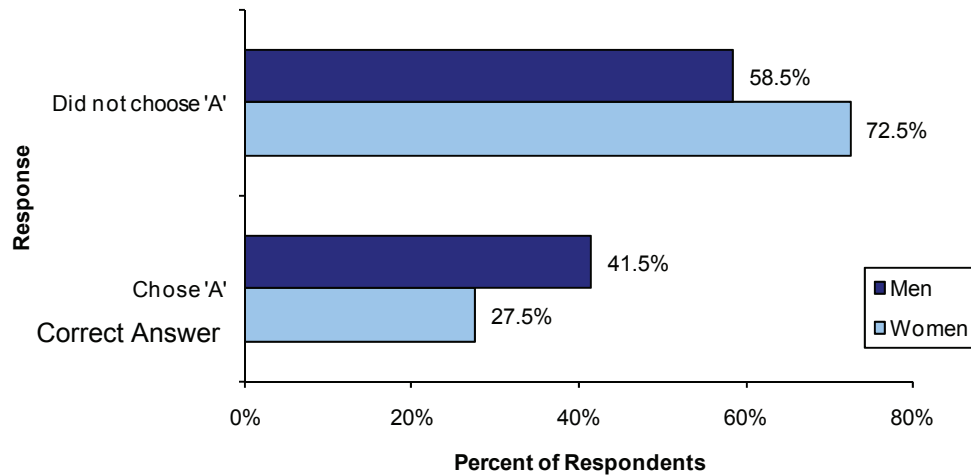
**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,246)**



D3. Male Hair Transplant Recipient Challenge 2

For the third series of pictures, slightly more males (41.5%) than females (27.5%) correctly identified only the hair transplant recipient in picture A. The majority of both males and females did choose picture A as the hair transplant recipient.

Of the four people shown, which person has had a hair transplant? (Select one, $n=1,261$)

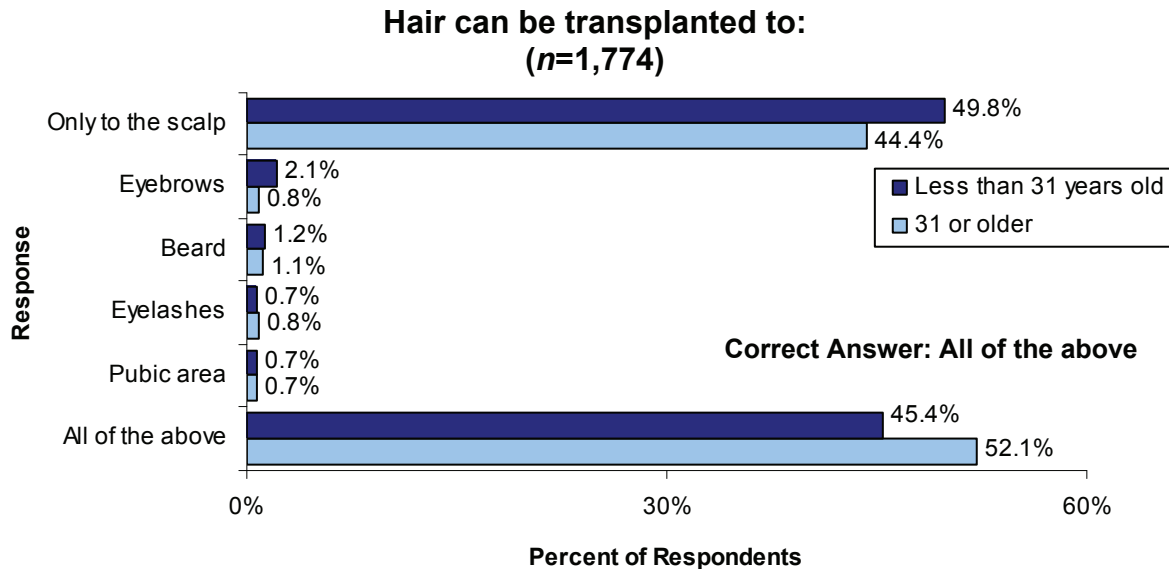


VI. Analysis by Respondent Age

A. Hair Transplant Knowledge

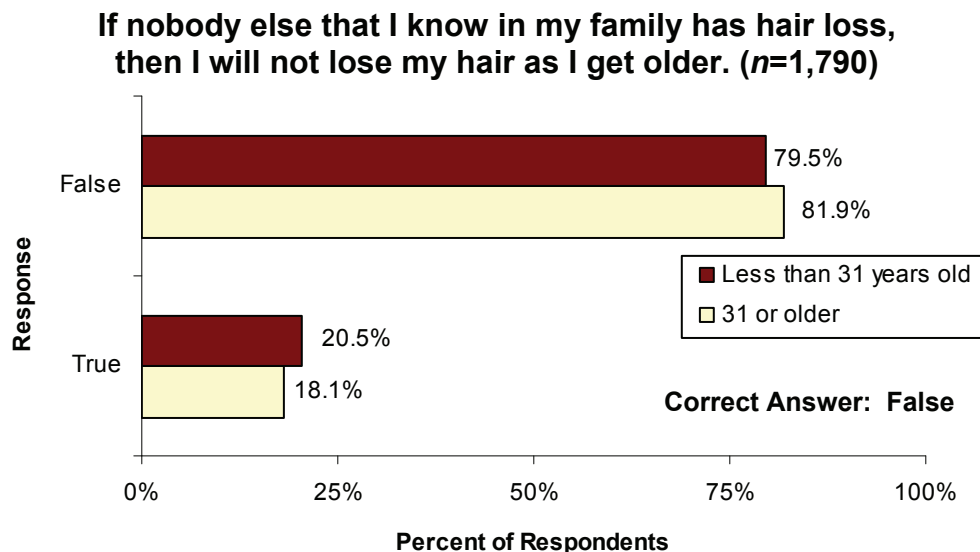
A1. Locations of Transplant

When asked which areas of the body hair could be transplanted to, respondents less than 31 years old were slightly more likely than respondents 31 or older to say 'only the scalp' (49.8% vs. 44.4%, respectively). Whereas, respondents ages 31 or older were more likely to say 'all of the above' when compared to younger respondents (52.1% vs. 45.4%, respectively).



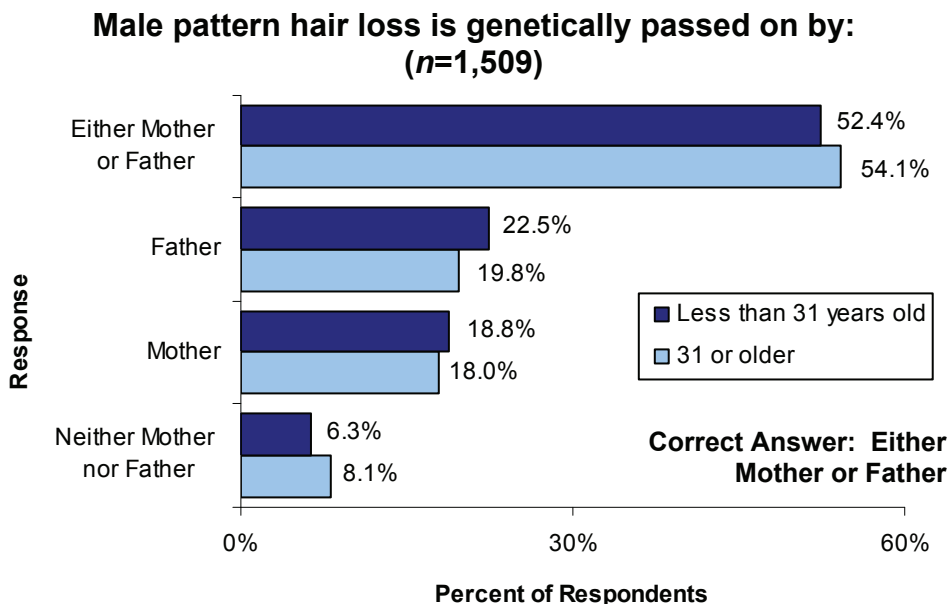
A2. Family History of Hair Loss

When asked about family history of hair loss, there were not large differences by respondent age. About 80% of younger and older respondents disagreed with the statement, 'If nobody else that I know in my family has hair loss, then I will not lose my hair as I get older'.



A3. Male Pattern Hair Loss

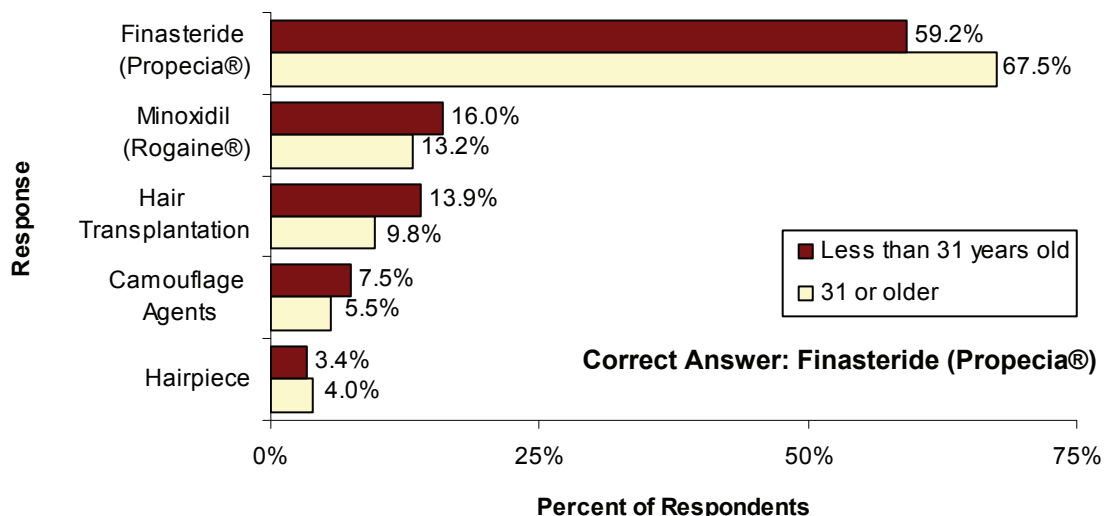
Over half of both younger and older respondents thought male pattern hair loss was genetically passed on by either the mother or the father. There were not large differences detected by respondent age.



A4. Female Pattern Hair Loss

Respondents age 31 or older were more likely than respondents less than 31 years of age to correctly identify finasteride (Propecia®) as the treatment not approved for use on hair loss in women (67.5% vs. 59.2%, respectively). Younger respondents were also more likely to indicate that minoxidil (Rogaine®) and hair transplantation were not approved as hair loss treatments for women.

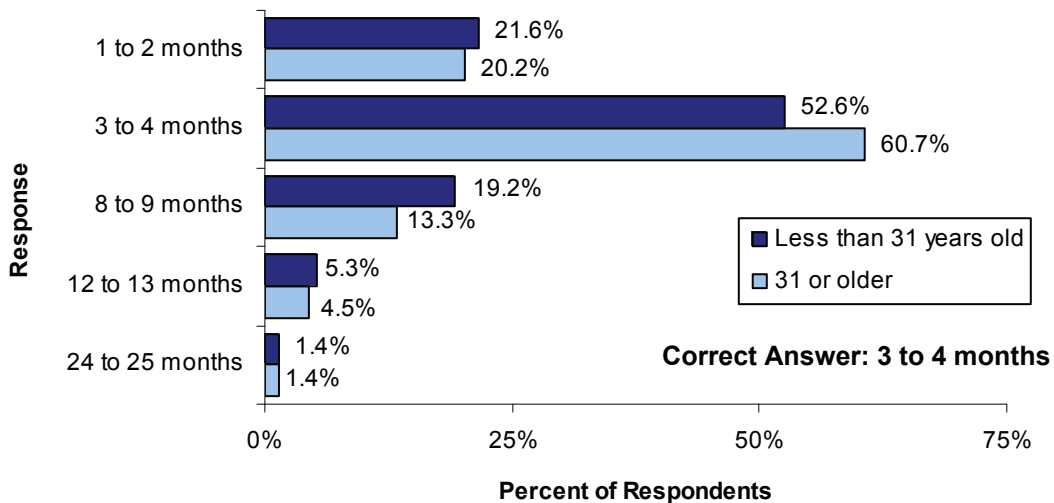
Female pattern hair loss is a condition for which there are a number of effective treatments. Which of the following treatments is not approved for women?
(n=1,418)



A5. Length of Time for Hair Transplant Growth

Respondents age 31 or older were more likely than those less than 31 years of age to choose '3 to 4 months' as the length of time it takes for permanently transplanted hairs to start growing (60.7% and 52.6%, respectively). Younger respondents were more likely than older respondents to choose '8 to 9 months' as the length of time it takes for hair transplants to start growing.

How long does it typically take for the permanently transplanted hairs to start growing? (n=1,428)

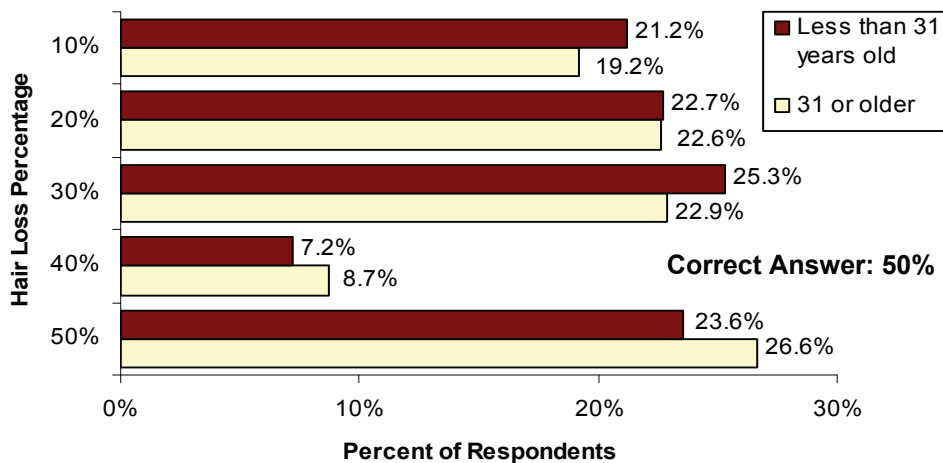


B. Hair Transplant Opinions

B1. When Hair Loss Becomes Visible

When asked what percentage of hair loss was needed to be cosmetically visible, there were not large differences by age. About one-quarter of both younger and older respondents correctly indicated that 50% hair loss was needed to be cosmetically visible.

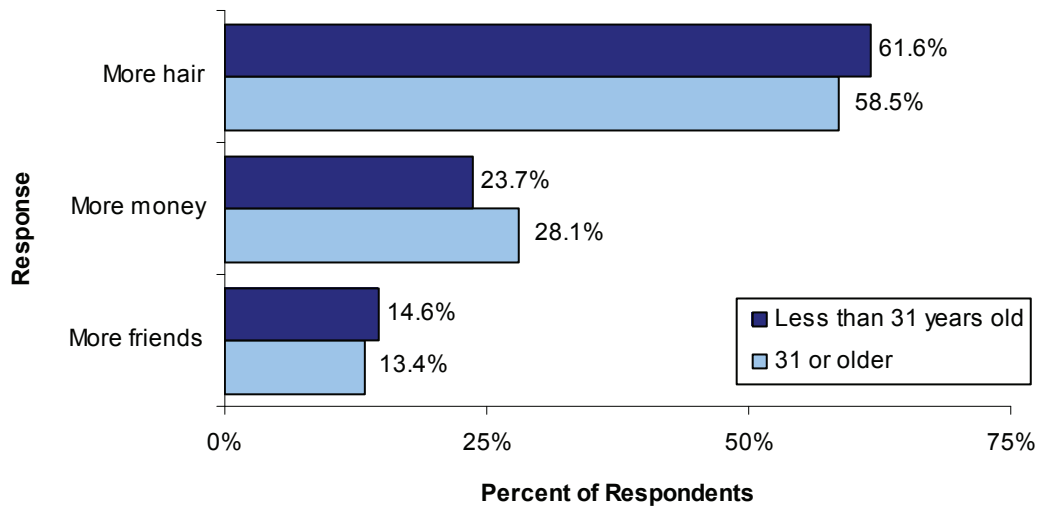
What is the amount of hair you need to lose before it is cosmetically visible? (n=1,771)



B2. Hair, Money and Friends

Responses to 'would you rather have more hair, more money, or more friends' were similar by respondent age. However, respondents 31 years of age or older were slightly more likely to indicate they would rather have 'more money' than respondents less than 31 years old.

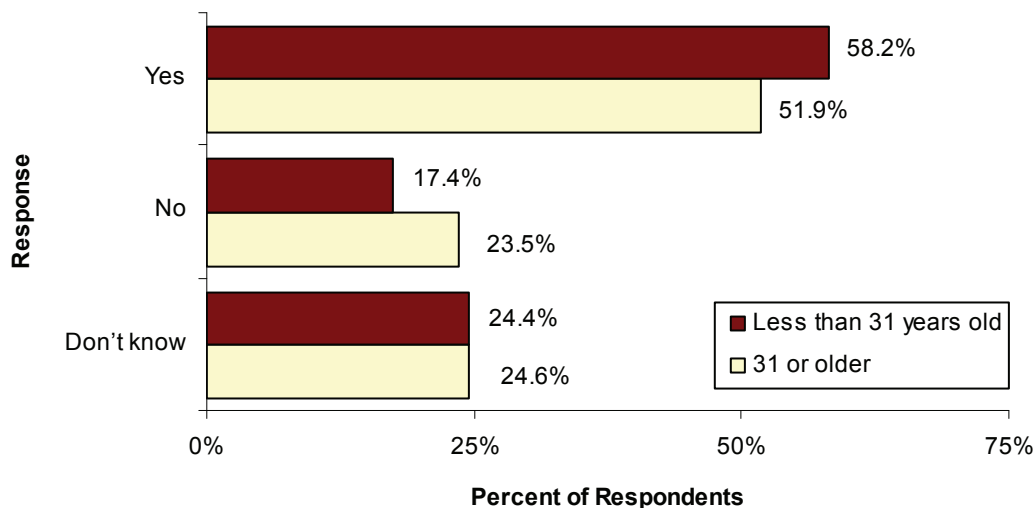
Would you rather have more hair, more money, or more friends? (n=1,412)



B3. Celebrities and Hair Restoration

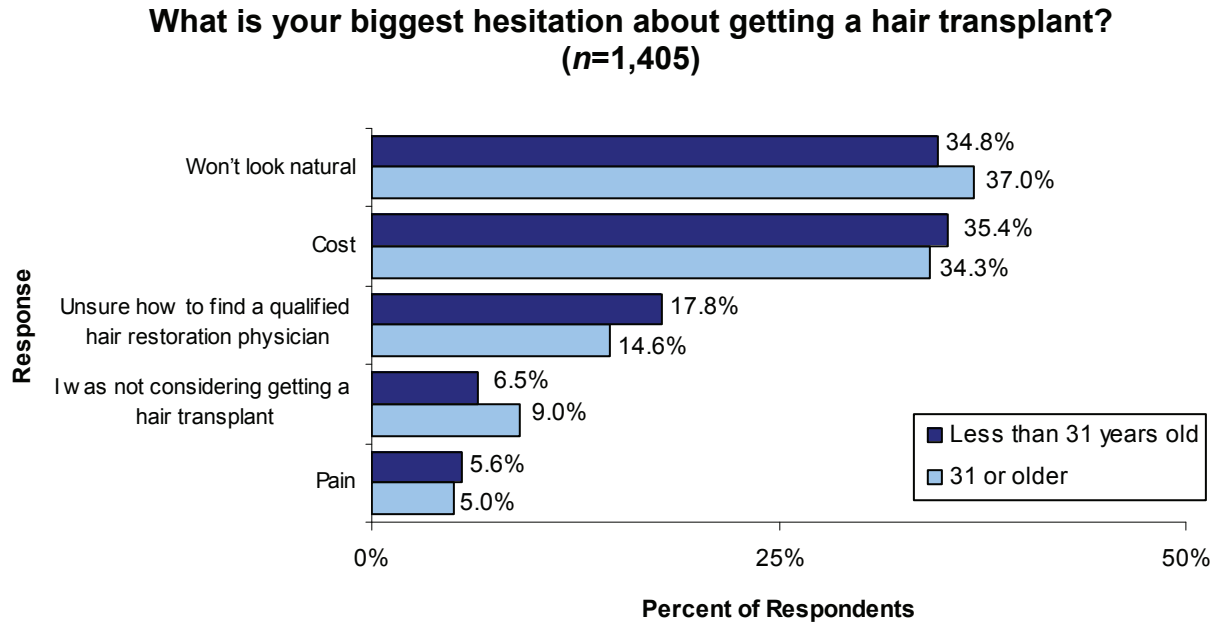
When asked if they would be more inclined to consider having a hair transplant if celebrities or public figures were more open about their hair restoration, more respondents under the age of 31 said yes (58.2%) than respondents 31 years or older (51.9%).

If celebrities or public figures were more open about hair restoration surgery would you be more inclined to consider having a hair transplant? (n=1,400)



B4. Hesitations for Getting Hair Transplants

When asked what their biggest hesitation was about getting a hair transplant, there were not large differences by age. Older respondents were slightly more likely to indicate they were not considering getting a hair transplant whereas younger respondents were more likely to indicate they were unsure how to find a qualified hair restoration physician.

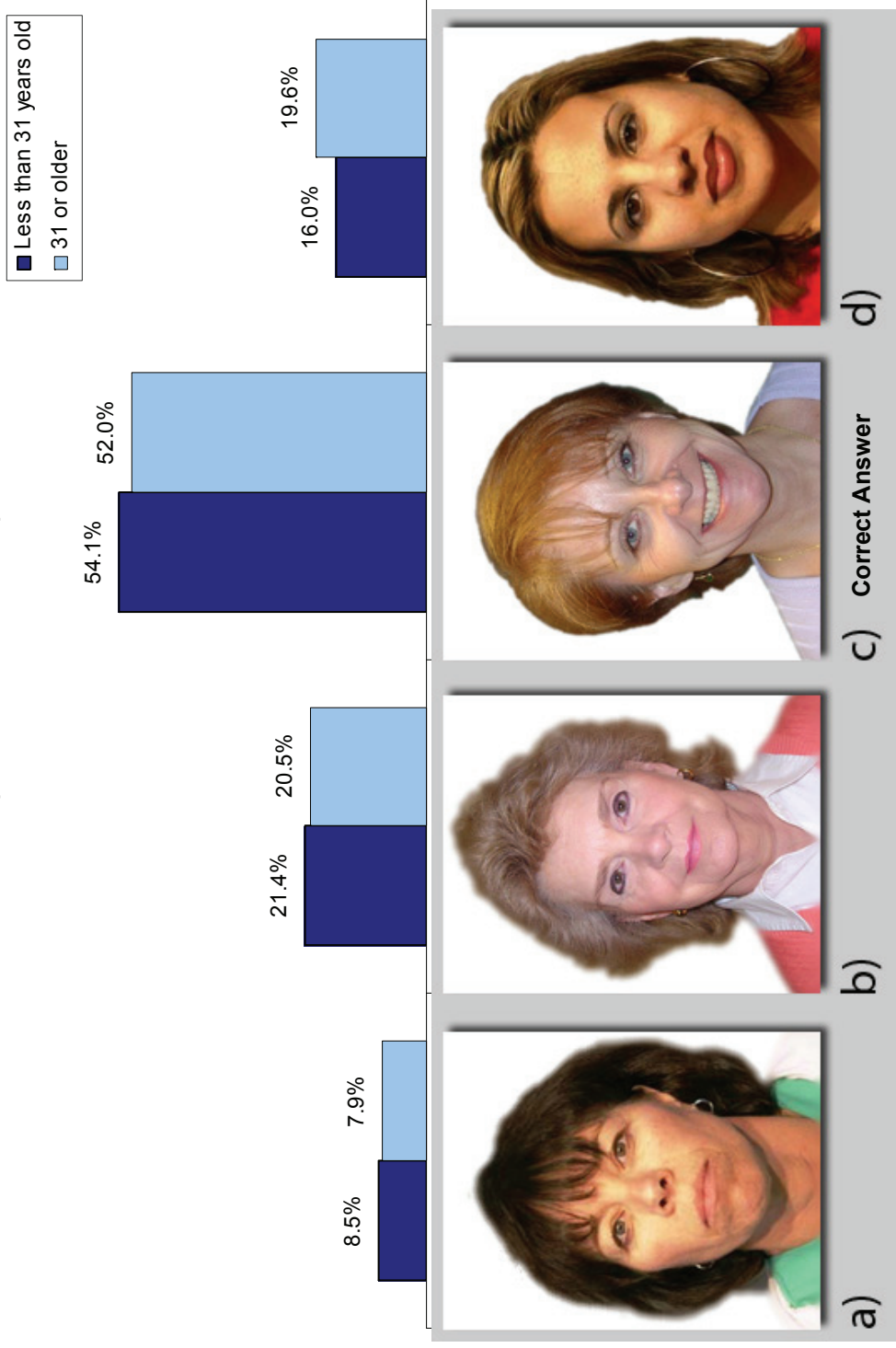


C. Hair Transplant Challenge (picture analysis)

C1. Female Hair Transplant Recipient Challenge

When asked to identify the hair transplant patient from a series of four pictures, there were not large differences detected by respondent age. Just over half of both younger (54.1%) and older (52.0%) respondents correctly chose picture C as the hair transplant recipient.

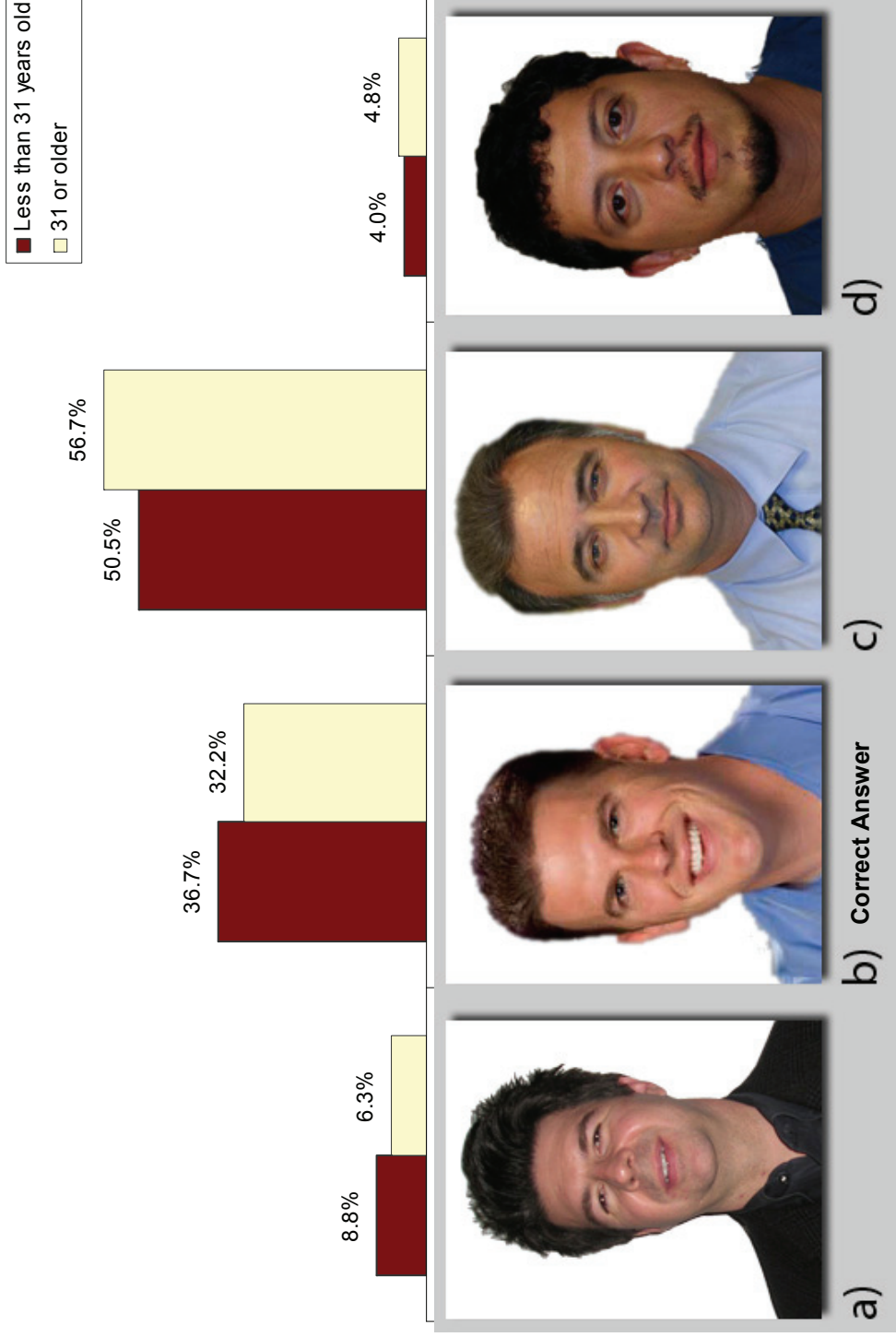
**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,250)**



C2. Male Hair Transplant Recipient Challenge 1

For the second series of pictures, the majority of respondents under age 31 (50.5%) and age 31 or older (56.7%) incorrectly selected picture C as the hair transplant recipient. Picture B, the true hair transplant recipient, was identified correctly by 36.7% of respondents under age 31 and 32.2% or respondents age 31 or older.

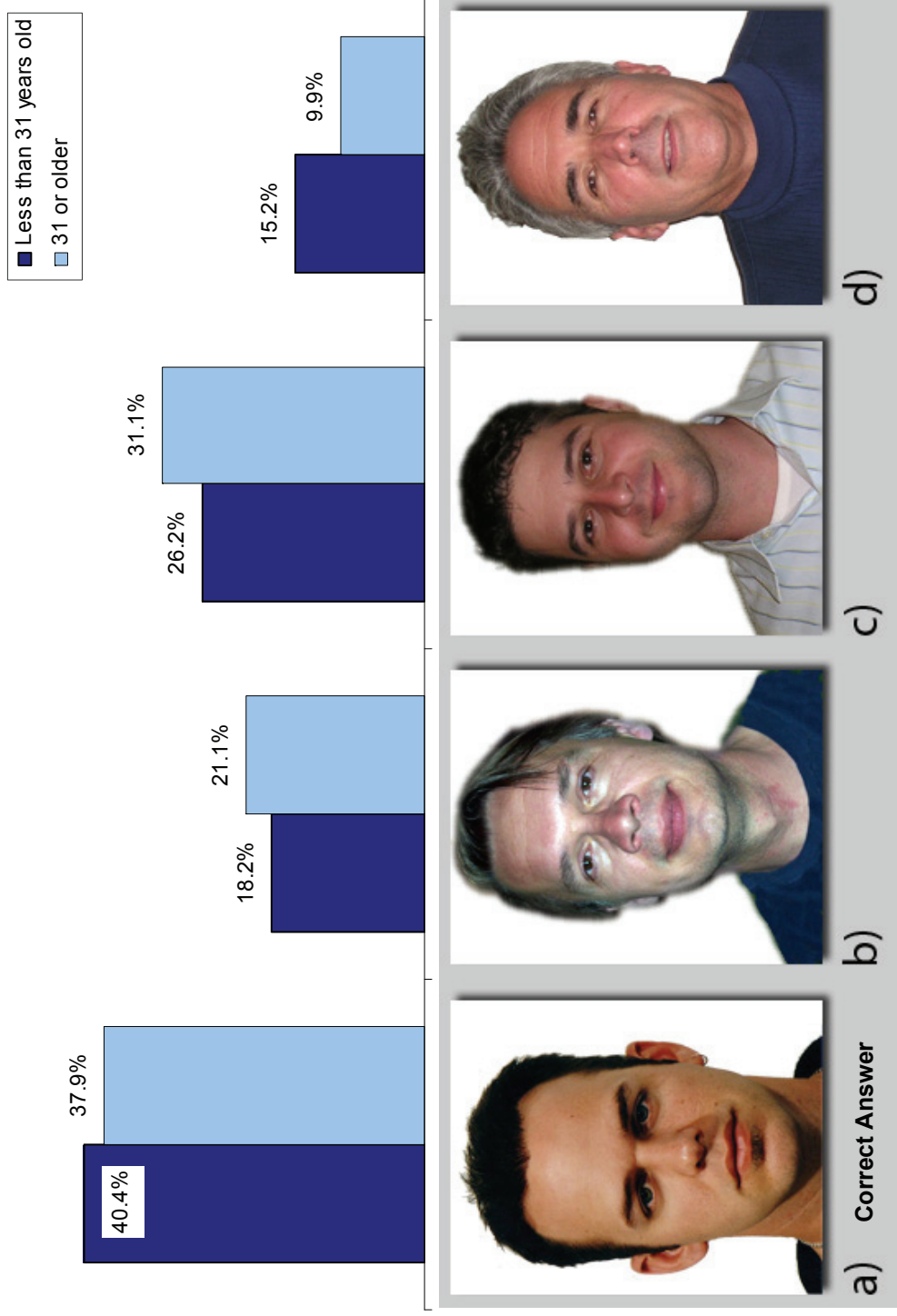
**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,230)**



C3. Male Hair Transplant Recipient Challenge 2

In the third series of pictures, slightly more respondents under age 31 (40.4%) correctly identified the hair transplant recipient in picture A than respondents age 31 or older (37.9%). Respondents age 31 or older were more likely than younger respondents to choose picture B or picture C as the hair transplant recipient.

**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,262)**

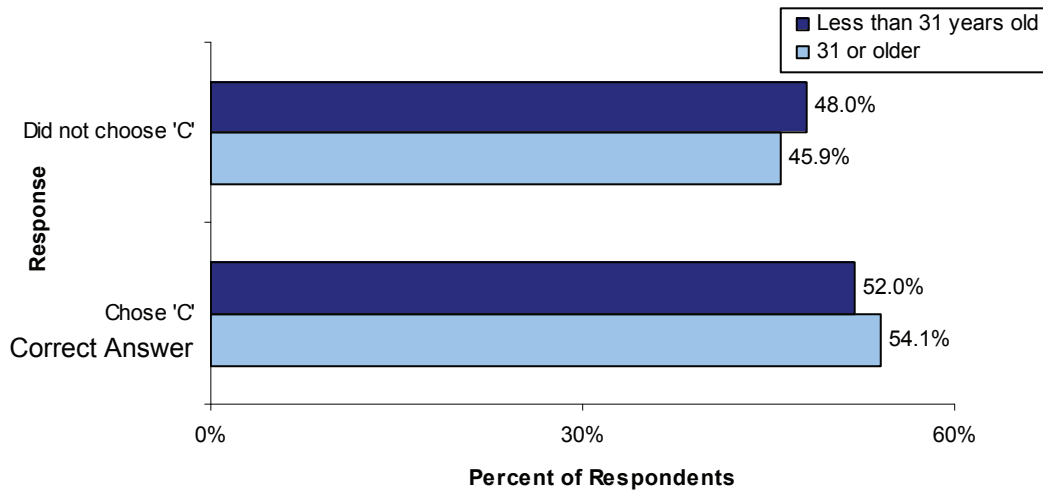


D. Hair Transplant Challenge by Respondent Age (series analysis)

D1. Female Hair Transplant Recipient Challenge

When the first series of pictures was analyzed as a whole, results were similar by age. Just over half of those 31 or older (54.1%) and under age 31 (52.0%) correctly identified the hair transplant picture.

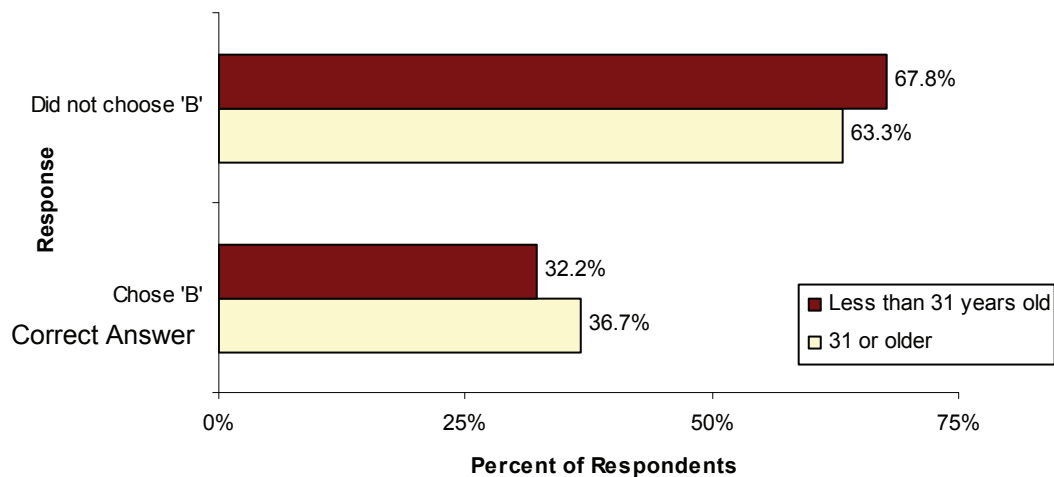
**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,250)**



D2. Male Hair Transplant Recipient Challenge 1

Over two-thirds of respondents under age 31 (67.8%) and nearly two-thirds of those 31 or older (63.3%) did not choose picture 'B' as the hair transplant recipient.

**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,230)**



D3. Male Hair Transplant Recipient Challenge 2

For the third series of pictures, about 60% of respondents in both age categories did not correctly identify the hair transplant recipient in picture A.

**Of the four people shown, which person has had a hair transplant?
(Select one, n=1,262)**

