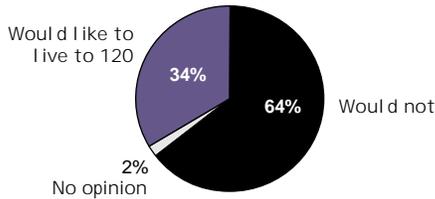


Question:

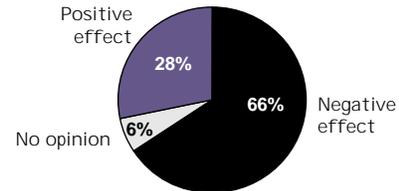
If it were possible, would you like to live to be 120 years old, or would you rather not live that long?



Source: Survey by ABC News, August 14-18, 2002.

Question:

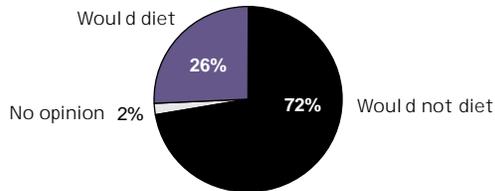
If science could increase lifespans so that many people lived past the age of 100, do you think that would have an overall positive or overall negative effect on society?



Source: Survey by ABC News, August 14-18, 2002.

Question:

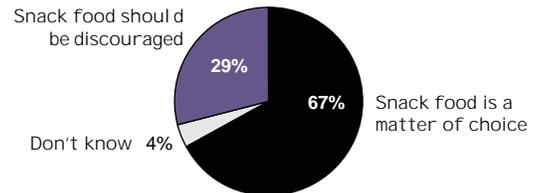
Some researchers believe people can live longer by going on very strict diets, eating one-third fewer calories per day. Would you personally go on that strict of a diet in order to live longer, or not?



Source: Survey by ABC News, August 14-18, 2002.

Question:

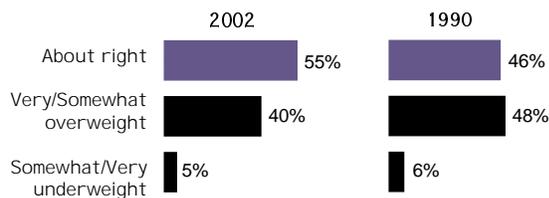
Which one of the following best describes your opinion on snack food? ...[Snack food] is junk food, is costing Americans billions of dollars in health care costs due to child obesity, diabetes, heart disease, and high blood pressure, and should be discouraged by the government through labeling laws, warnings and taxes, [or] Snack food is a matter of consumer choice, and a small group of Americans should not impose their eating habits on the rest of the country.



Source: Survey by Fabrizio, McLaughlin & Associates, June 11-14, 2002.

Question:

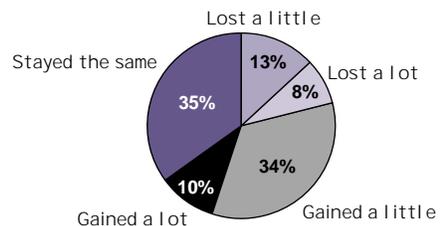
How would you describe your own personal weight situation right now—very overweight, somewhat overweight, about right, somewhat underweight, or very underweight?



Source: Surveys by the Gallup Organization, October 18-21, 1990 and June 9-11, 2002.

Question:

Thinking about how your weight has changed over the past five years, would you say you have gained a lot of weight, gained a little weight, stayed the same, lost a little weight, or lost a lot of weight?

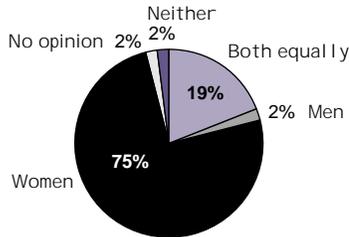


Source: Survey by the Gallup Organization, July 9-11, 2002.

Only Skin Deep

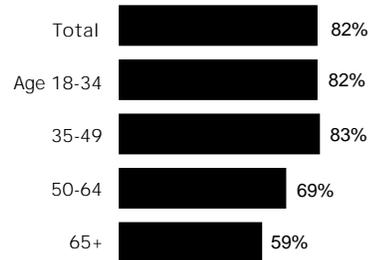
Question:

Who do you think gets more pressure in our society to look young—men, women, both equally, or neither?



Source: Survey by ABC News, August 14-18, 2002.

PERCENT OF WOMEN RESPONDING THAT WOMEN GET MORE PRESSURE TO LOOK YOUNG



Nip and Tuck

Question:

...[P]lease tell me which [statement] you agree with more... In principle, people should be happy with who they are and not get elective cosmetic surgery, [or] In principle, if someone is not happy with how they look, there's nothing wrong with their getting elective cosmetic surgery.

People should be happy with who they are and not get elective cosmetic surgery **37%**

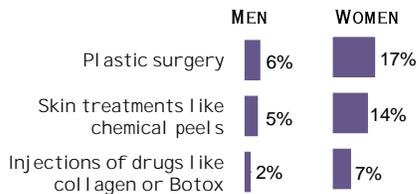
There's nothing wrong with getting elective cosmetic surgery **59%**

Source: Survey by Roper Starch Worldwide/American Association of Retired Persons, September 11-October 2, 2000.

Question:

Are you personally interested or not interested in having... to improve your appearance?

PERCENT RESPONDING INTERESTED



Source: Survey by ABC News, August 14-18, 2002.

Question:

...Please tell me which one you agree with the most... As men age, they usually get more distinguished-looking, but as women age, they usually just get older-looking, [or] As women age, they usually get more distinguished-looking, but as men age, they usually just get older-looking, [or] Men and women are equally likely to grow distinguished-looking as they age, [and] they are also equally likely to just get older-looking.

Men and women are equally likely to grow distinguished-looking or older-looking **62%**

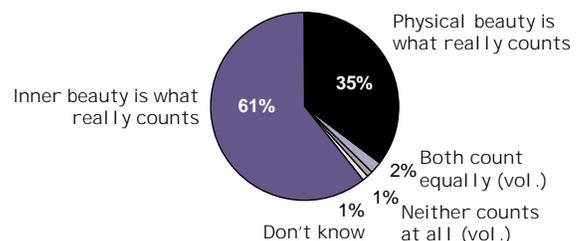
Men get more distinguished-looking, but women just get older-looking **30%**

Women get more distinguished-looking, but men just get older-looking **6%**

Source: Survey by Roper Starch Worldwide/American Association of Retired Persons, September 11-October 2, 2000.

Question:

...[P]lease tell me which [statement] you agree with more... Inner beauty is nice, but in the real world, physical beauty is what really counts, [or] Physical beauty is nice, but in the world, inner beauty is what really counts.



Source: Survey by Roper Starch Worldwide/American Association of Retired Persons, September 11-October 2, 2000.