

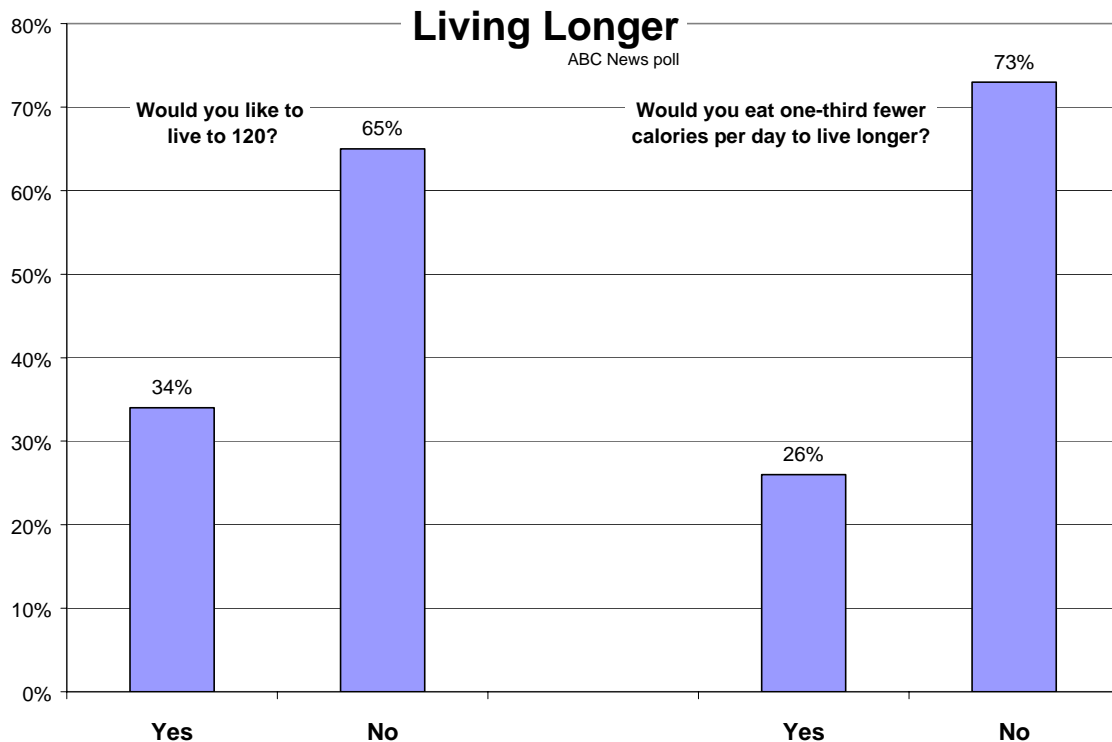
A Strict Diet For a Longer Life? Most Americans Say “No Thanks”

What good is a longer life if you can't have ice cream?

Nearly three-quarters of Americans in an ABC News poll say going on a very strict diet (eating one-third fewer calories) in order to live longer isn't worth it. In fact, most don't want to live to be extremely old under any circumstances: If it were possible, 65 percent say they wouldn't want to live to 120.

And an overwhelming majority prefers to face those so-called golden years naturally, rather than take artificial measures to help roll back the clock. About nine in 10 or more say they're not interested in plastic surgery, Botox injections, or chemical peels to improve their appearance. But fear not plastic surgeons: The 11 percent who are interested in going under the knife are more than enough to keep business afloat.

This poll was done in support of the ABC News special, 'Looking Younger, Living Longer: What Every Woman Wants to Know with Dr. Nancy Snyderman,' airing at 9 p.m. Eastern time Aug. 30.



GENDER – Men are more likely than women, by 40 to 27 percent, to want to live to 120, but men are no more likely to say they’d restrict their eating to get there. Seventy percent of men say they wouldn’t eat fewer calories to live longer; 75 percent of women agree.

Women, meanwhile, are more apt to express an interest in having cosmetic surgery and skin treatments such as chemical peels (yet still relatively few do so). This peaks among younger women: About two in 10 age 18-34 say they’re personally interested in taking these measures to improve their appearance.

	Men	Women
Want to live to 120	40%	27
Interested in having:		
Plastic surgery	6	17
Collagen/Botox	2	7
Chemical peels	5	14

PRESSURES – Societal pressures are one factor behind women’s somewhat higher interest in these measures. Seventy-five percent of Americans say society puts more pressure on women to look young, something both men and women agree on in equal numbers.

Women under 50 sense this pressure the most: 82 percent of them think society pressures women. This tapers off to 69 percent of those 50-64 and dips further to 59 percent among those 65+.

“Women get more pressure in our society to look young” (among women)	
Age 18-34	82%
35-49	83
50-64	69
65+	59

EFFECT – Perhaps one reason people don’t want to live so long is that they think it would have a detrimental impact on society. Sixty-five percent say that having many more people live past the age of 100 would negatively affect society.

Indeed, 56 percent of those who think it would be good for society if people lived longer say they’d like to live to 120. This drops to 23 percent among those who say it would be a bad thing.

GROUPS – Those who’d like to live to 120 are more willing to cut calories to get there, though it still falls short of a majority. Forty-four percent who say they’d like to live to 120 say they’d be willing to eat one-third fewer calories; this drops to 16 percent of those who don’t want to live that long.

And this poll finds that the West comes by its reputation as home to the cosmetic surgery capital of the world quite honestly. Westerners are more likely to say they'd have plastic surgery (20 percent) or skin treatments (14 percent), followed closely by those in the South.

	Interested in having:	
	Plastic surgery	Chemical peels
Northeast	4%	3
Midwest	7	8
South	14	12
West	20	14

METHODOLOGY – This ABC News poll was conducted by telephone Aug. 14-18, 2002, among a random national sample of 1,023 adults. The results have a three-point error margin. Sampling, data collection and tabulation by TNS Intersearch of Horsham, Pa.

Analysis by Dalia Sussman.

ABC News polls can be found at ABCNEWS.com on the Internet at:
<http://abcnews.go.com/sections/us/PollVault/PollVault.html>

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Here are the full results:

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

		Would	Would not	No opin.
8/18/02	All	34	65	2
	Men	40	58	2
	Women	27	71	2

35. 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?

		Would	Would not	No opin.
8/18/02	All	26	73	2
	Men	28	70	2
	Women	24	75	1

36. Who do you think gets more pressure in our society to look young - (men), (women), both equally, or neither?

		Men	Women	Both equally	Neither	No opin.
8/18/02	All	2	75	19	2	2
	Men	1	75	19	3	2
	Women	2	75	20	2	1

37. Are you personally interested or not interested in having (READ ITEM) to improve your appearance?

8/18/02

		Interested	Not interested	Have had (vol.)	No op.
a. Cosmetic or plastic surgery	All	11	88	1	*
	Men	6	94	1	0
	Women	17	83	1	*
b. Injections of drugs like collagen or Botox	All	4	95	0	1
	Men	2	97	0	1
	Women	7	94	0	0
c. Skin treatments like chemical peels	All	10	90	*	*
	Men	5	95	*	*
	Women	14	85	*	1

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

		Positive	Negative	No opin.
8/18/02	All	28	65	6
	Men	32	63	6
	Women	26	67	7

END