



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Use Audio to Jumpstart Cosmetic Surgery Conversations

May 2026

Key Highlights from Study

- While fewer than half of women 35–64 are maintaining spend during current economic times, 80%+ are still investing in things that make them feel good and 9 in 10 prioritize appearance as part of well-being.
- Older female cohorts are more likely to consider procedures around milestones (jobs, events) and strongly over-index on self-care and personal well-being.
- Younger women (35–44) show the highest openness to cosmetic procedures, but face real financial tension.
- 3 in 4 say hearing someone talk about procedures makes them feel more approachable, and 7 in 10 are more likely to search after hearing about it via radio/podcasts
- Tailored audio messaging and media strategy is key to delivering on different concerns and needs across the various W35+ cohorts with trust being critical to resonating with all groups.

Women overall are still spending on things that make them feel good even in an uncertain economy

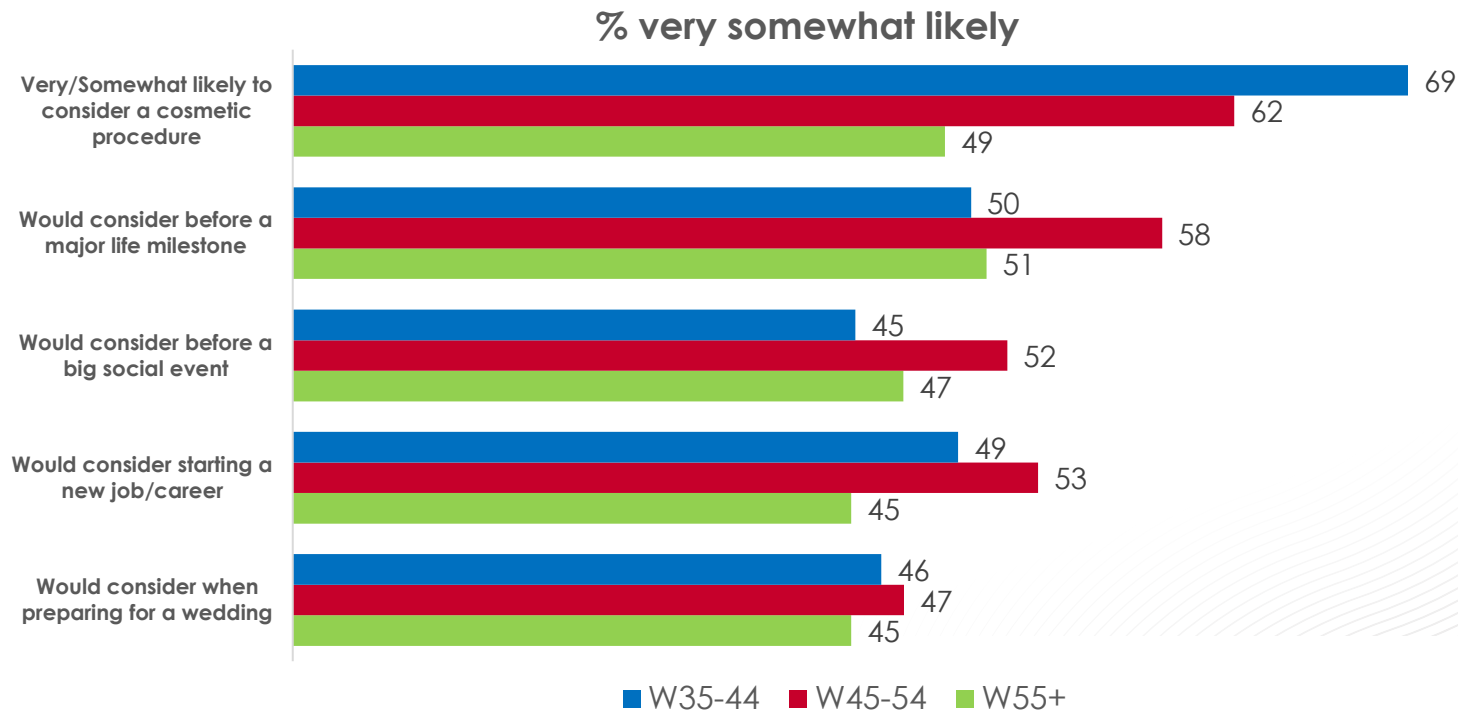
In current economic conditions, **less than half** of W35-64 are maintaining same levels of spending.

Yet, over 80% say “I am cutting back, but still spending on things that make me feel good.”

9 in 10 say “Taking care of my appearance is an important part of my overall well-being.”



Younger Women are More Likely to Consider Cosmetic Procedures Overall; Gen X are More Likely to Consider Before Certain Life Events



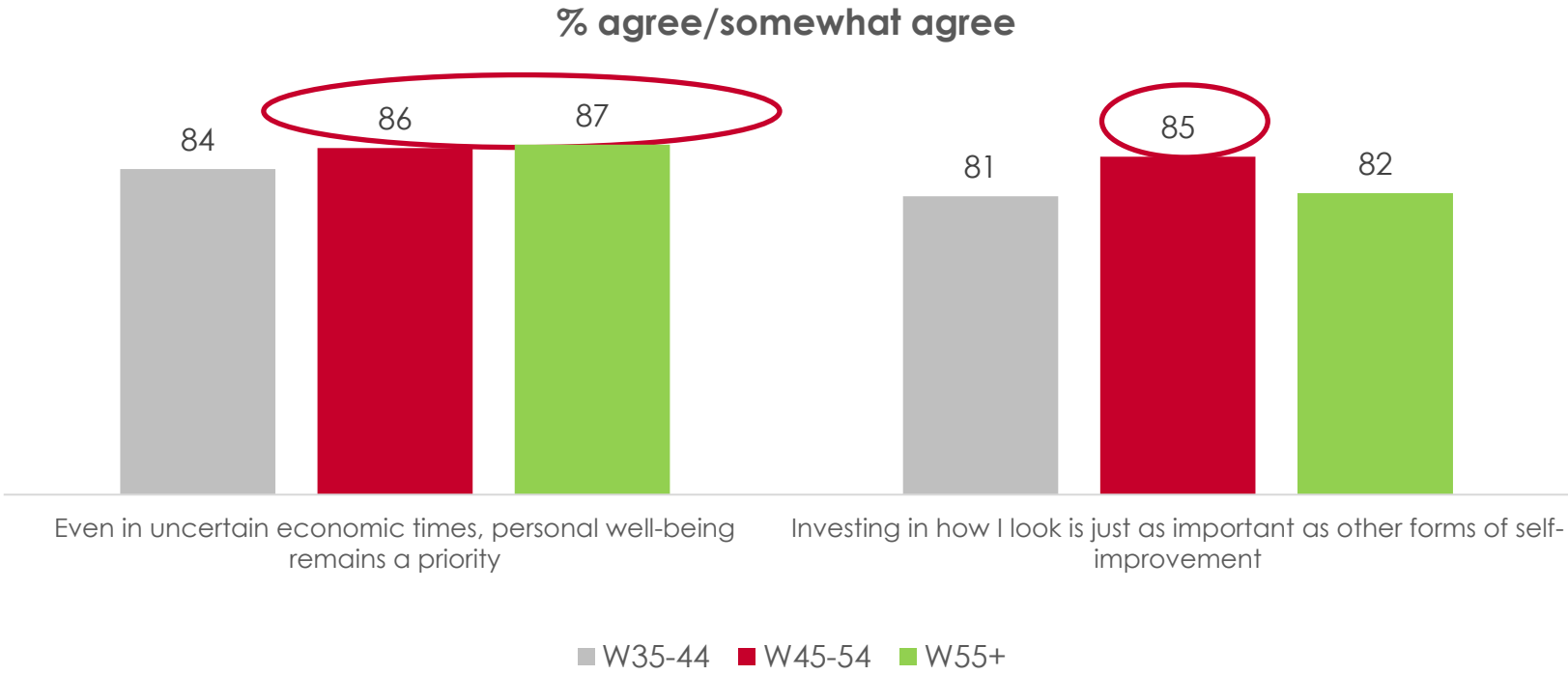
For Millennial Women, However, Finances are a Big Concern



W35-44 are **10% more likely** to say “I feel like I am living paycheck to paycheck” and nearly **20% more likely** to say they don’t think they will be able to afford a new home

They are also nearly **10% less likely** to say they are maintaining their current spending

For Older Women, They are More Likely to Prioritize Well Being And Self Care Even in Economic Uncertainty



Sources: Critical Mass Insights Study May 2026

Use Audio to Deliver Trusted Messages Around Cosmetic Procedures

3 in 4

Female listeners 35-64 say
“Hearing someone talk about a cosmetic procedure makes it feel more approachable.”

7 in 10

Female listeners 35-64 say
“Radio is a good way to learn about new health or wellness options.”

**Nearly
7 in 10**

Female listeners 35-64 say “I am more likely to search for information about a cosmetic procedure if I heard about it on a radio or podcast first.”

8 in 10

Female listeners 35-64 say
“Podcasts are a good way to learn about new health or wellness options.”



Audio Reaches Those Likely to Have Cosmetic Surgery, with Urban, Spanish, Hot AC and Adult Hits Top Formats and Kids/Family, Culture and Health & Fitness Top Podcast Genres

Radio Reaches Over

86%

of women who have had
cosmetic surgery

Women who have had
cosmetic surgery are

35%

More likely to listen to podcasts

Top Radio Formats

Urban Contemporary (148i)

Spanish Contemporary(131i)

Hot AC (122i)

Adult Hits (121i)

Classic Hits (117i)

Top Podcast Topics

Kids & Family (440i)

TV & Film (299i)

Health & Fitness (223i)

Religion (214i)

Science (206i)

THANKS FOR WORKING WITH



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METHODOLOGY

DATES OF FIELDING: May 2026

N=612 W35-64

- 29% W35-44
- 36% W45-45
- 35%, 55-64