



# Invisalign New Year, New You Survey– NewsWorthy Analysis

*Prepared for Gold PR, December 2014*

# Something to Smile About

Women are ready to make their appearance a priority in 2015.



Ladies lead active lives, and family and work often take precedence over tending to personal needs. However, a new study\* by Invisalign finds that women don't always feel attractive or put their best face forward. Many regret neglecting their appearance in 2014, and hope 2015 will be the year of change. Physical upgrades are top of mind, likely because women say that when they look good, they feel good. In fact, millions are interested in ringing in the New Year with a nicer smile, which is sure to boost their confidence, and attract attention from others.

From weddings and reunions to family portraits and job interviews, women anticipate getting lots of face time at upcoming gatherings. However, feeling unattractive or insecure about their smile would leave most women hesitant to join in on the fun. The good news is, many women would turn this anxiety into inspiration for personal improvement in 2015.

\*1,009 American women ages 25-54

# Secondary Concern

Leading a full life leaves little time for women to focus on their appearance.

1

**Self-Sacrifice.** Over six in ten (61%) women admit they sometimes **let their personal needs take a backseat to other priorities**. In fact, more than half (54%) **devote more time to their family than to themselves**.

- *Two-thirds (67%) of mothers devote more time to their family than to themselves, compared to 33 percent of non-parents.*

2

61% let their personal needs take a backseat to other priorities



3

**Goals Gone by the Wayside.** Neglecting their own needs could be what led more than nine in ten women (93%) **to not achieve everything they set out to do** in 2014. Specifically, their year's goals weren't met for many due to **not devoting enough time** to them (51%), or because **unexpected opportunities or issues got in the way** (43%).

- *More 25-34 year-olds than 35-54 year-olds (55% vs. 47%) did not accomplish all of their 2014 goals due to a lack of time.*

5

**Putting Others First.** Many feel this occurred because they **focused instead on family responsibilities** (33%), or **gave too much of their time to others** (29%).

- *Mothers are more likely than women without children to feel their objectives weren't met this year because they spent time on family responsibilities (42% vs. 17%), or gave too much time to others (34% vs. 22%).*



4

93% did not achieve everything they set out to do in 2014



6

**Letting Fear Get in the Way.** For some women, apprehensiveness crushed their ability to accomplish all of their 2014 goals. Over one in five (21%) were **afraid to try and not be successful**, and 14 percent admit they were **afraid to work on their goals**.



*\*among those who did not achieve everything they set out to do in 2014*

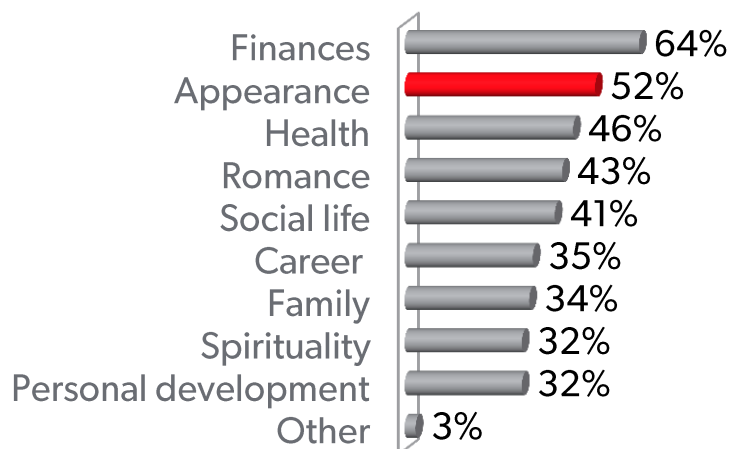
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**What Could Have Been.** Given this lack of success with their goals, it's not surprising that **94 percent** of women believe there are aspects of their life that **could have been better in 2014**. These ladies are more likely to feel this way about their **appearance** (52%) than their **romantic life** (43%), **career** (35%) or **personal development** (32%).

- Close to six in ten (57%) mothers who feel aspects of their life could have been better in 2014 say this about their appearance, compared to less than half (43%) of women without children.
- More of those who have crooked teeth than straight teeth (63% vs. 49%) and more of those who have not straightened their teeth than those who have (54% vs. 48%) feel their appearance could have used a boost in 2014.

8

Which of the following areas of your life could have been better in 2014\*?



\*among those who think at least one aspect of their life could have been better in 2014

9

**Lethargy Over Looks.** And with so much on their plates, it's no wonder nearly one in two (47%) are often **too tired to worry about their physical appearance**.

- Women 25-34 are more likely than those 35-54 (53% vs. 41%) and mothers are more likely than women without children (52% vs. 41%) to feel that fatigue gets in the way of focusing on their looks.



10

**Neglected Needs.** In fact, over seven in ten **don't make doing things to feel good about themselves (74%), or their appearance (71%) a priority.**

- *Close to eight in ten (79%) mothers don't prioritize doing things to feel good about themselves, compared to fewer (67%) women without children.*



12

**Not Ideal.** Their looks not taking precedence likely leads **92 percent** to **believe their appearance is not the best it can be**, and two-thirds (**67%**) to **not always feel attractive.**

- *Not always feeling attractive is more common among 25-34 year-olds than 35-54 year-olds (71% vs. 64%).*
- *More women with crooked teeth than straight teeth (84% vs. 64%) admit they don't always feel attractive.*

11

**71%** don't make their appearance a priority

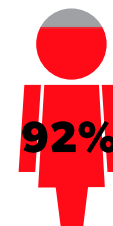


**74%** don't make doing things to feel good about themselves a priority

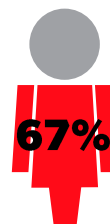


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*My appearance is not the best it could be*



**92%**



**67%**

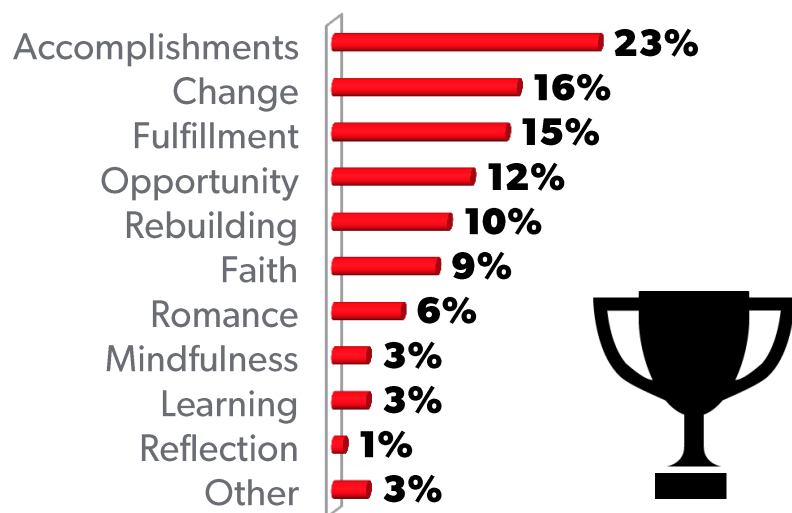
*I don't always feel attractive*

# New Year's Revolution

For many, confidence to face 2015 will come with a nicer smile.

2

*I hope 2015 will be the year of...*



1

**The Year of Magical Thinking.** Women don't want a repeat of 2014, when they didn't reach all the goals they set. Millions proclaim that 2015 will be **the year of accomplishments** (23%), **change** (16%), or **fulfillment** (15%).

- *More women 25-34 than 35-54 (26% vs. 20%) are determined that 2015 should be the year of accomplishments.*

**The Right Path.** Over nine in ten (94%) of women would be **motivated to make improvements in the New Year.**

**Reasons to Try.** Having spent time fostering relationships with their family and friends is likely why women imagine a **strong support system** (51%) would be their #1 motivation for making improvements. One-quarter (25%) would channel the burning feeling that they **didn't accomplish everything they wanted to in 2014** into action.

- *Among those who want to make improvements in 2015, women 25-34 are more likely than those 35-54 (55% vs. 47%) and mothers are more likely than women without children (54% vs. 47%), to be motivated to do so because they have a strong support system.*

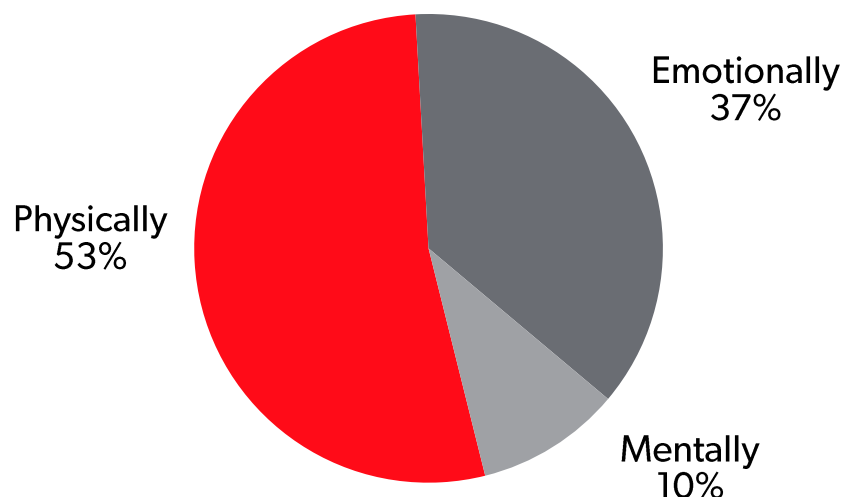
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**94%** are motivated to make improvements in their lives in 2015



5

*If I had to choose one area of self-improvement, it would be...*



4

**Let's Get Physical.** Over half (**53%**) of women are **most interested in improving themselves physically** next year, as opposed to mentally or emotionally.

- *Parents (57%) are especially ready to make physical improvements, compared to non-parents (48%).*



6

**Domino Effect.** Making this change could boost other aspects of their life. Seven in ten (**70%**) women say that **when they look good, they feel good**, and nearly one in two (**47%**) say their **confidence is related to their physical appearance**.



*When I look good, I feel good*

**70%**

*My confidence is related to my physical appearance*



**47%**

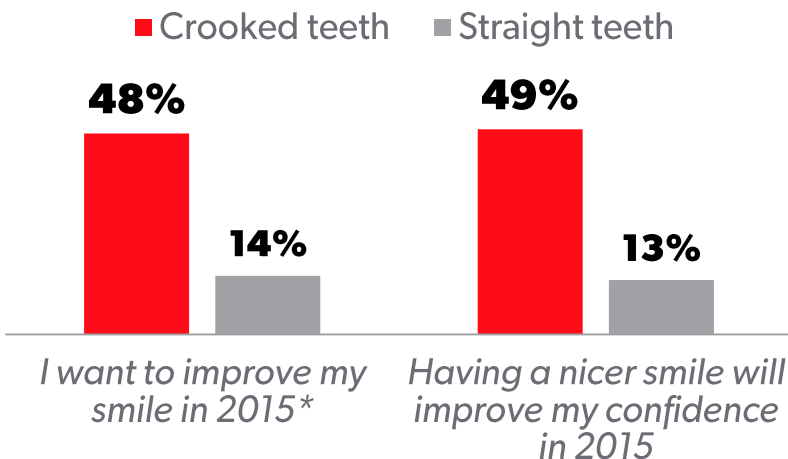
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**Going for the Grin.** Of those who plan to set personal goals for 2015, two in ten (20%) **want to improve their smile.**

- *More women with crooked teeth than straight teeth (48% vs. 14%) and more of those who have never straightened their teeth than those who have (23% vs. 15%) want to improve their smile in the New Year.*

9

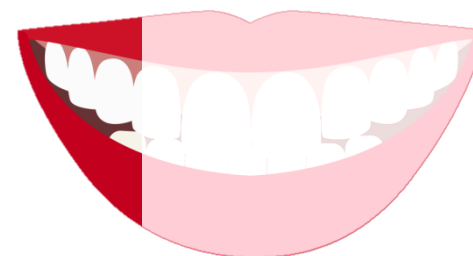
Women with crooked teeth would benefit from a new smile in the New Year



\*among those who plan to set personal goals for 2015

8

**20%** of women want to improve their smile in 2015\*



\*among those who plan to set personal goals for 2015

10

**Chin Up.** And in fact, women think that **laughing more** (43%) or **having a nicer smile** (20%) **will boost their confidence in 2015.**

- *Half (49%) of women with crooked teeth think having a nicer smile would improve their confidence in the New Year, compared to 13 percent of those with straight teeth. Similarly, more of those who have never straightened their teeth than those who have (24% vs. 12%) think they would benefit from a nicer smile in this way.*

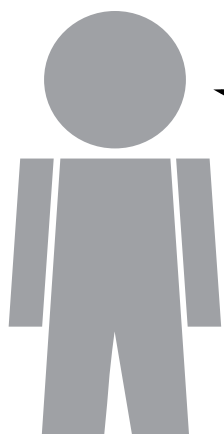
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**Complimentary Angles.** Confidence in the New Year can also come from receiving compliments from strangers (37%). And more women would most want to hear “**You have a beautiful smile**” (12%) than “**You have beautiful eyes**” (8%).

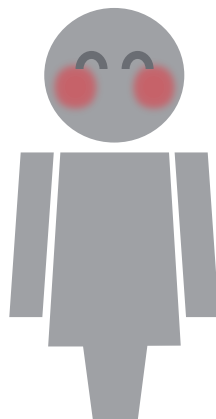
- Women 25-34 are more apt than those 35-54 (39% vs. 25%) to get a confidence boost from a stranger’s compliment.
- More women with crooked teeth than straight teeth (17% vs. 11%) would most like to hear the compliment “You have a beautiful smile” over other compliments in 2015.

12

**12%** of women would **most** like to receive the compliment:



**You have a  
beautiful smile**



**8%** of women would **most** like to receive the compliment:

**You have  
beautiful eyes**



# Socially Inspired

Anticipating events in the New Year will motivate change.

1

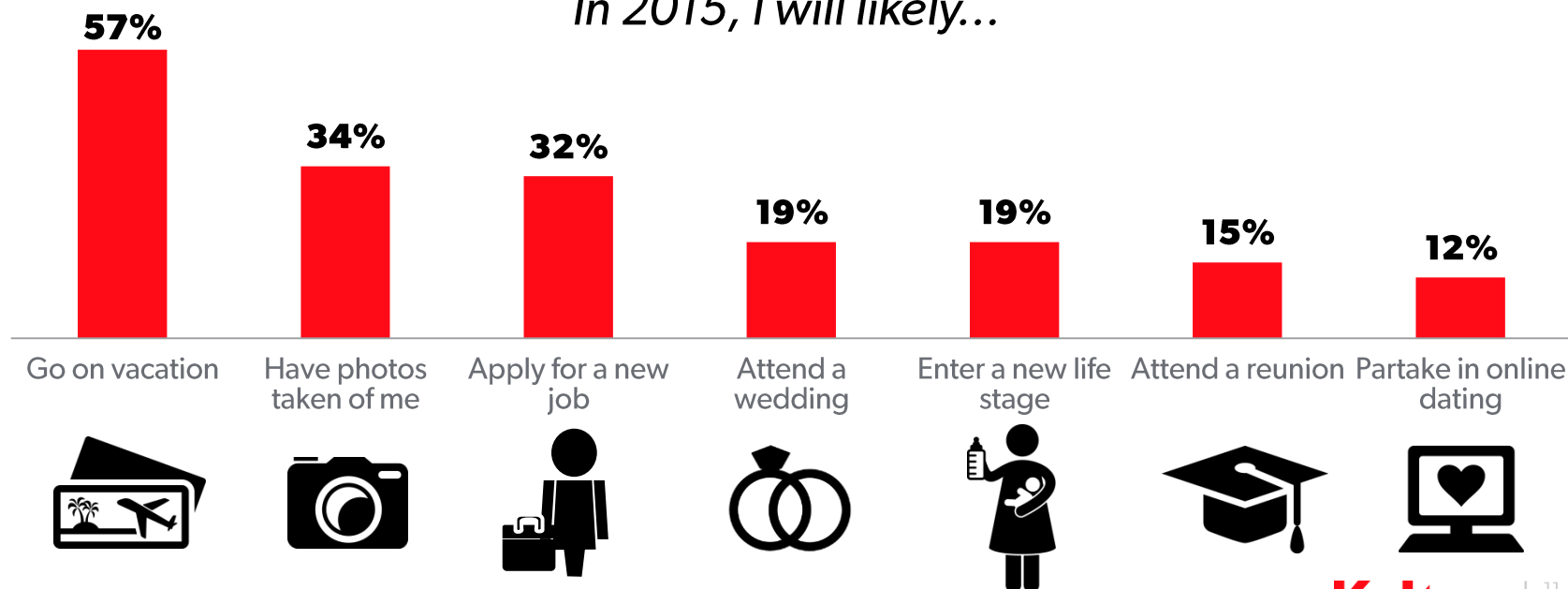
**Forsee Being Seen.** Women could hear admiring words at the exciting gatherings they have planned in 2015, with nearly one in five counting on **attending a wedding** (19%) or **going to a reunion** (15%).



- *More 25-34 year-olds than 35-54 year-olds (26% vs. 13%) will attend a wedding in 2015.*

2

*In 2015, I will likely...*



3

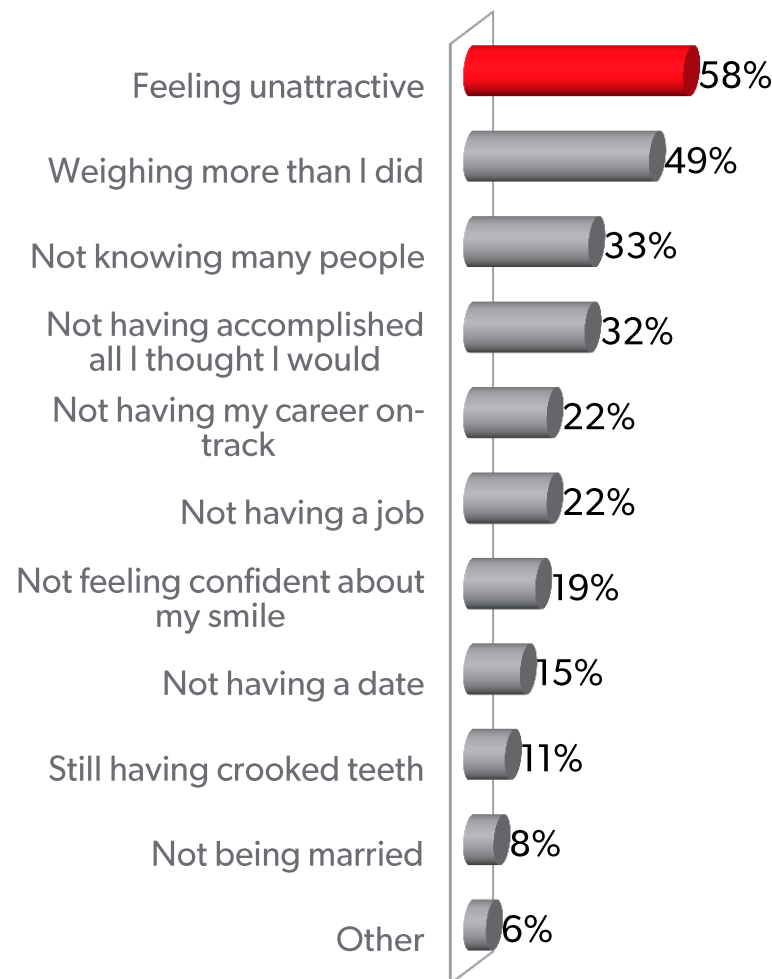
**An Affair to Forget.** However, close to eight in ten (79%) admit there's at least one thing that would **prevent them from looking forward to attending a special event next year. Feeling unattractive** (58%) would be the #1 cause for this lack of excitement, over **not having a job** (17%) or **their career being off track** (17%).

- *Feeling unattractive would stop nearly half (49%) of women ages 25-34 from being excited about attending a special event, compared to fewer (42%) women ages 35-54.*
- *Two-thirds (67%) of those who have a wedding coming up would hesitate to attend for feeling unattractive, compared to 55 percent of those who do not have a wedding planned for next year.*



4

What would cause you to not look forward to a special event in 2015?\*



\*among those who say there is at least one thing that would cause them to not look forward to a special event in 2015

5

**Reluctant to Arrive.** Close to one in five (19%) would hesitate to be excited about an event if they **didn't feel confident about their smile**. Fewer would stress over **not having a date** (11%).

- Over two in five (43%) women with crooked teeth would not look forward to a special event in 2015 because of their smile, compared to 9 percent of women with straight teeth. Similarly, 17 percent of women who have never straightened their teeth feel this way, compared to fewer (12%) women who have made this adjustment.
- More of those who have a wedding coming up in 2015 than those who don't (25% vs. 17%) and more who are anticipating a reunion next year than those who aren't (25% vs. 18%) would not look forward to a special event if they didn't feel confident in their smile.

6

*I would not look forward to a special event in 2015 if I...\**



19%

**Didn't feel confident about my smile**



11%

**Didn't have a date**

7

*Feeling unconfident about my smile would cause me to not look forward to attending an event in 2015\**

43%



Women who say they have crooked teeth

9%



Women who say they have straight teeth

*\*among those who say there is at least one thing that would cause them to not look forward to a special event in 2015*

8

**Catalyst for Change.** Positive change is likely to occur prior to these big days. Those who would be motivated to make improvements in 2015 say this push would come from **knowing they don't look or feel their best (39%)**, **having to prepare for a special event, such as a wedding or reunion (21%)**, or **knowing they'll be in photos that others will see** or that will be shared on social media (20%).

- *Women ages 25-34 are more likely than those 35-54 to be motivated to make improvements in 2015 because they have a special event to go to (24% vs. 17%) or they know they'll be in photos that will be shared (24% vs. 17%).*
- *More women who plan to attend a wedding in the New Year than those who don't (46% vs. 14%), and more who have a reunion coming up in 2015 than those who don't (32% vs. 19%), would be motivated toward improvement because of an upcoming special event.*

9

Which would motivate you to make improvements to your life in 2015?\*



**39%**

**Being aware that I do not  
look or feel my best**



**21%**

**Having a special  
event to go to**



**20%**

**Knowing I'll be in photos  
that others will see**

\*among those who would be motivated to make improvements to their lives in 2015

**Margin of Error** = +/- 3.1 Percent

**Sample** = 1,009 American women ages 25-54

**About The Survey** The Invisalign New Year, New You Survey was conducted between November 24<sup>th</sup> and December 3<sup>rd</sup> among 1,009 American women ages 25-54, using an e-mail invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all personas in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

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