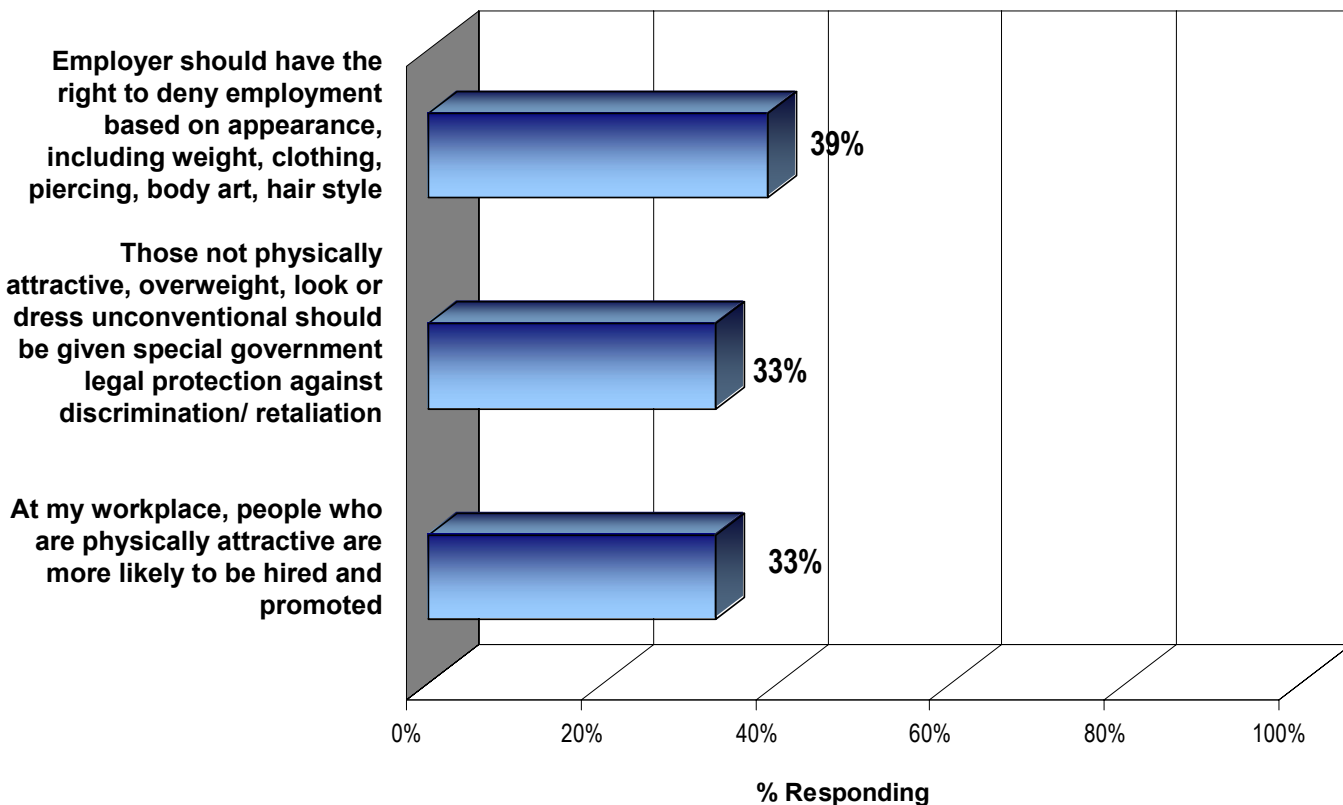


## Agreement with Statements About Impact of Appearance on Employment

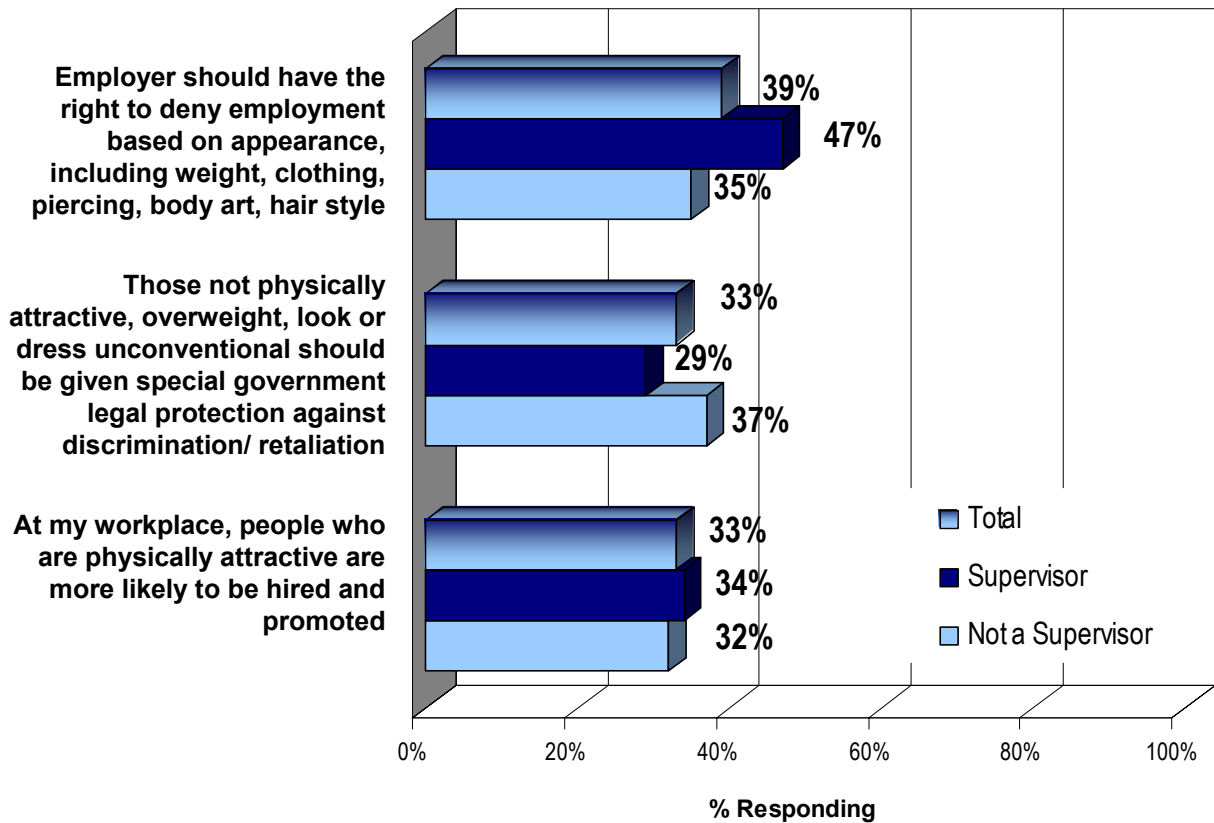
% Agree Strongly or Somewhat



- ◆ Americans appear divided on the question of appearance-based discrimination in the workplace.
- ◆ While 39% of Americans believe employers should be allowed to discriminate on the basis of appearance, 33% feel that those who are unattractive, overweight or unconventional in appearance should be entitled to special legal protection like that offered to the disabled.
- ◆ One third of Americans believe that physically attractive employees are more likely to be hired or promoted in their workplace.

# Agreement with Statements About Impact of Appearance on Employment

## % Agree Strongly or Somewhat Supervisors vs. Non-Supervisors



- ◆ Supervisors are more likely to agree that discrimination based on appearance should be permitted than are their counterparts with no supervisory responsibilities.

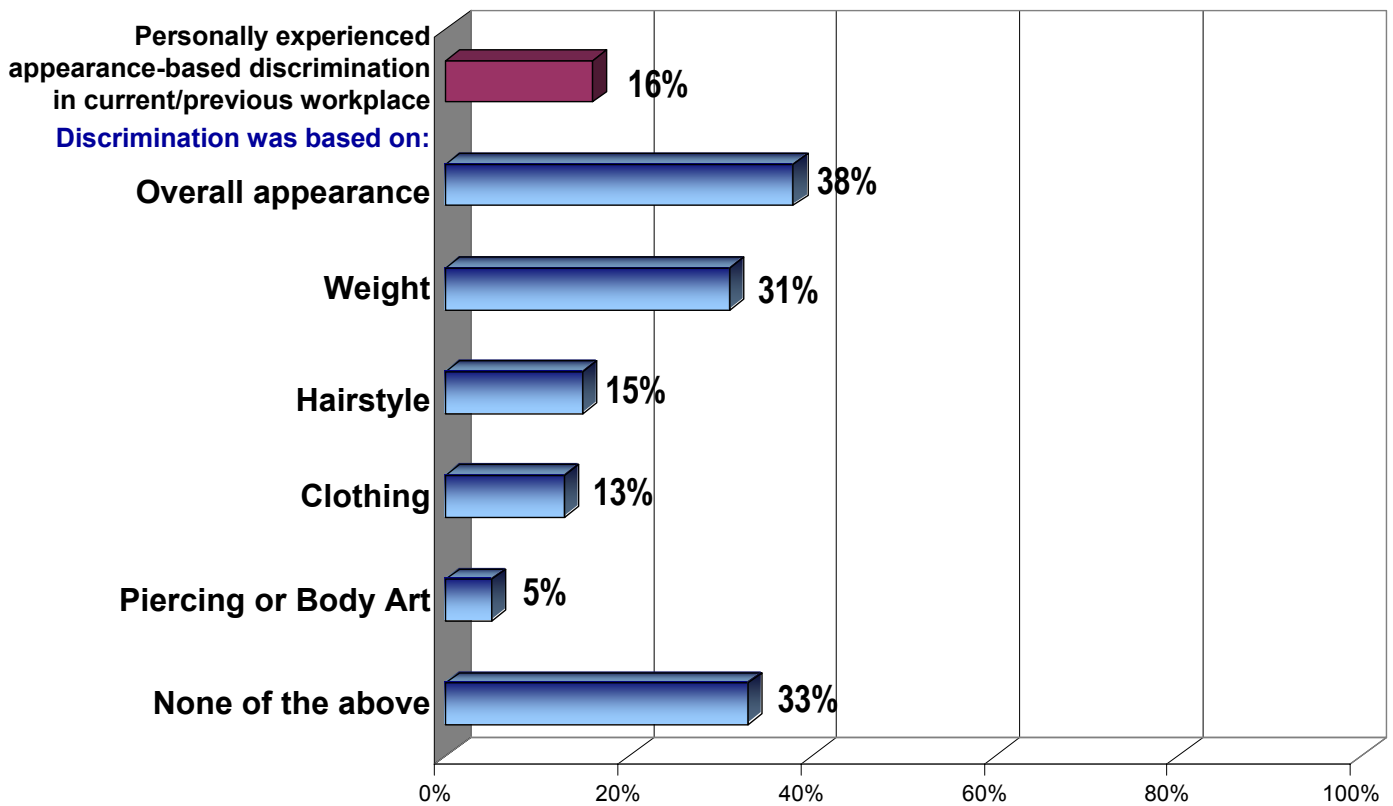
# Agreement with Statements About Impact of Appearance on Employment

% Agree Strongly or Somewhat

## Additional Findings

- ◆ Significantly more likely to agree that *employers should have the right to deny employment to someone based on appearance including weight, clothing, piercings, body art:*
  - ◆ Government employees (61%) versus those working in communication/transportation/utilities (36%), food service/hospitality (27%), high tech/pharmaceutical/biotech (29%) and other industries (33%) to believe employers should be allowed to discriminate based on appearance.
  - ◆ Males versus females (46% versus 32%).
  - ◆ White versus non-white (41% versus 24%)
  - ◆ Highly educated (post-grad) (56%) versus some college/college grad (39%) and high school/less (31%).
- ◆ Significantly more likely to agree that *those who are physically unattractive, overweight or who look/dress unconventionally should be given special legal protection against discrimination/retaliation:*
  - ◆ Food service/hospitality versus communications/transportation/utilities (44% versus 21%).
  - ◆ Northeast (50%) versus Midwest (32%), South (32%), West (23%).
- ◆ Significantly more likely to agree that *people who are physically attractive are more likely to be hired and promoted at my workplace:*
  - ◆ Employer has formal policy governing employee appearance versus employer does not (40% versus 28%).
  - ◆ Aged 55 to 64 (45%) versus 25 to 34 (28%) and 35 to 44 (30%).

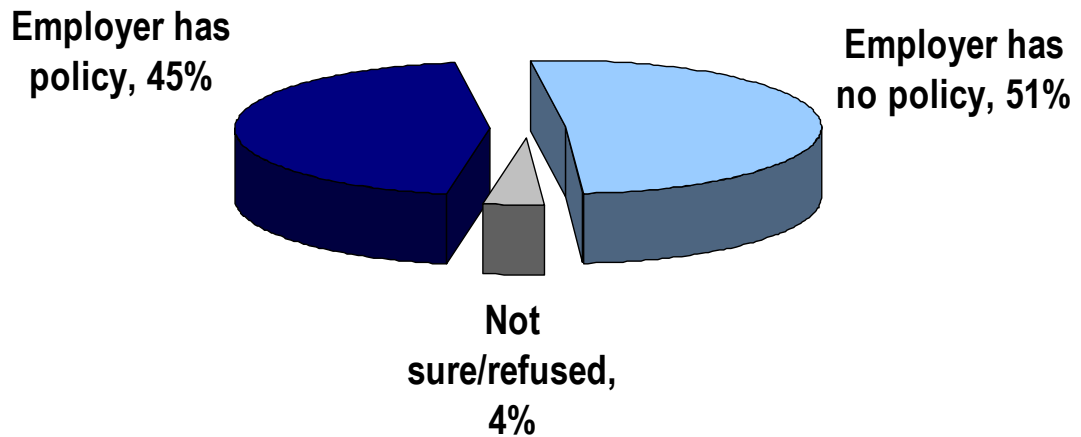
# Personal Experience with Appearance-Based Discrimination



\* Among those who have experienced discrimination based on appearance (n=100)

- ◆ Sixteen percent of Americans feel they have been the victim of appearance-based discrimination at their current or a previous workplace.
  - ◆ Non-white Americans are more likely than white Americans to believe they've been discriminated on based on their appearance (33% versus 14%).
- ◆ These individuals were most often discriminated against based on their overall appearance (38%) or weight (31%).

## Incidence of Employer Having Formal Policy Governing Employee Appearance with Penalties for Violation



- ◆ Roughly half of Americans work for employers who have specific policies about personal appearance, including penalties for those violating these policies.