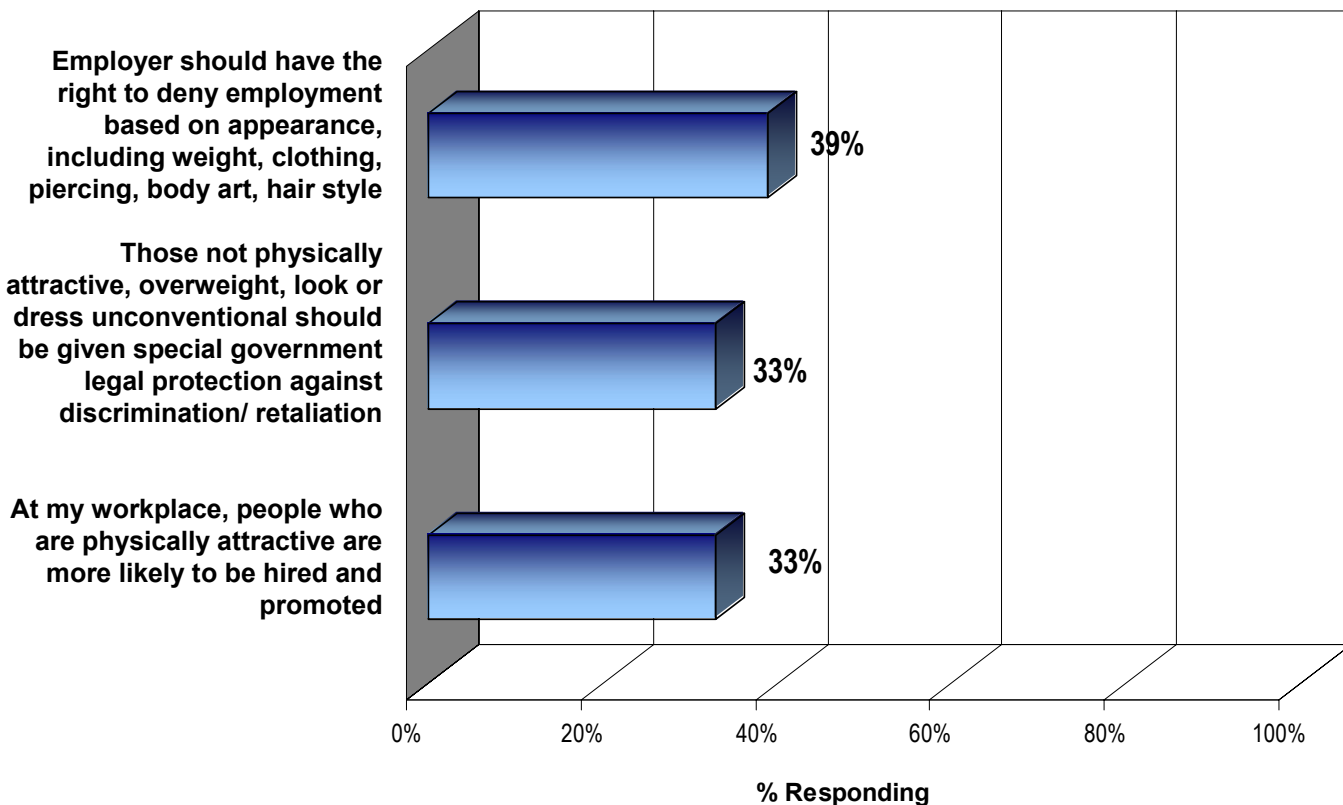


Agreement with Statements About Impact of Appearance on Employment

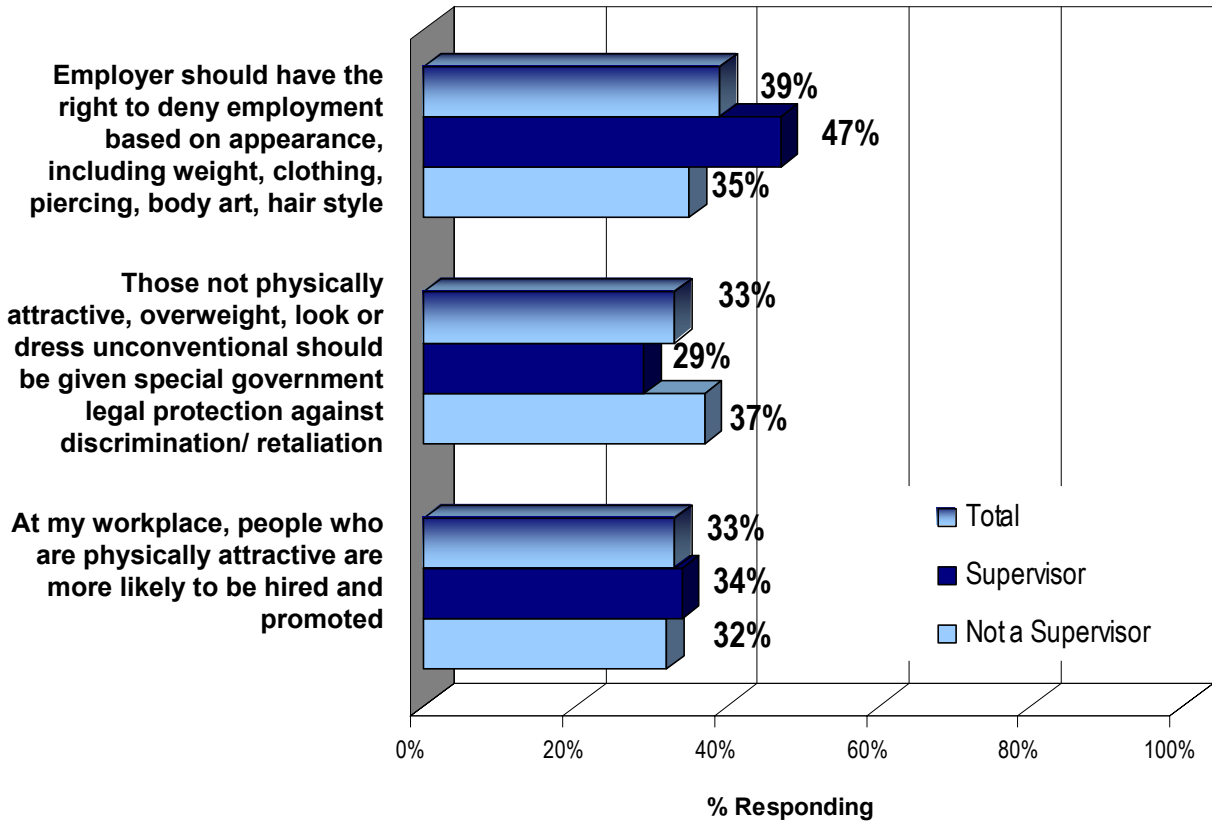
% Agree Strongly or Somewhat



- ◆ 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.

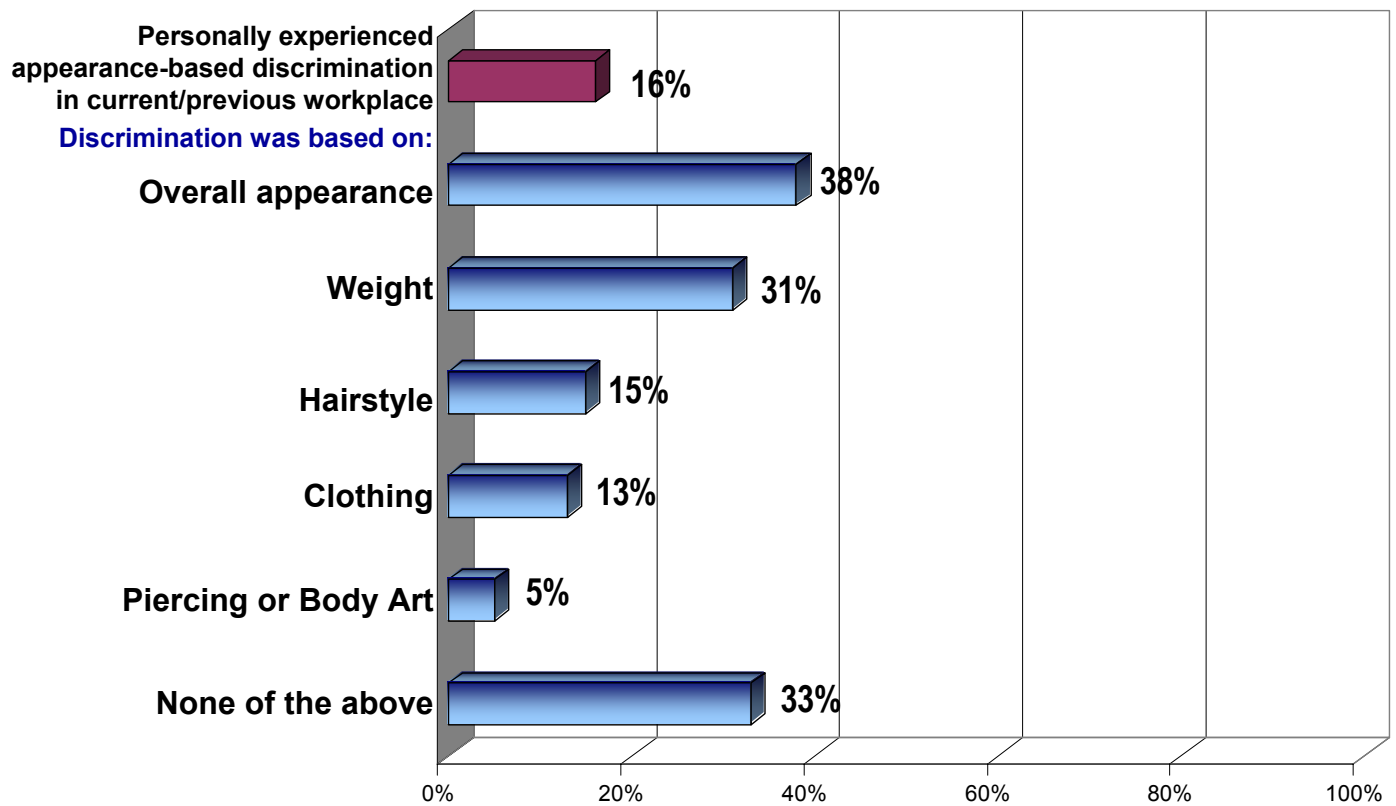
Agreement with Statements About Impact of Appearance on Employment

% 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%).

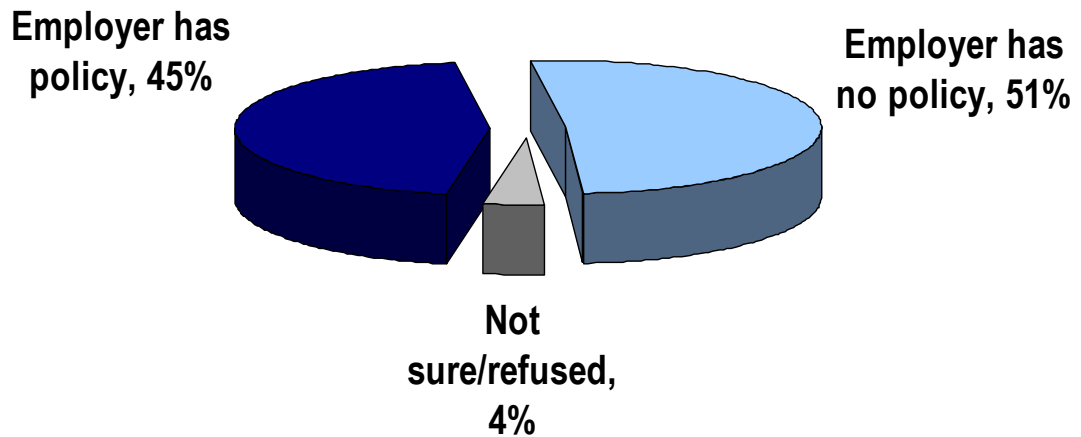
Personal Experience with Appearance-Based Discrimination



* 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.