

<http://www.newsweek.com/2010/07/19/poll-how-much-is-beauty-worth-at-work.html>

Newsweek
Online Survey of Business Decision Makers about Beauty
Princeton Survey Research Associates International

Final Topline Results
(6/30/10)

N = 202 interviews with businesspeople who make decisions about hiring for managerial positions in private, for-profit companies that have 250+ employees companywide
Interviewing dates: June 23-24, 2010
Sample: Empanel Online through SSI
Margin of error: plus or minus 6.9 percentage points

The current survey results are based on a random sample selected from an online business panel recruited by Empanel Online Survey for Sampling International (SSI).

An asterisk () indicates a value less than 1%.*

SECTION: SCREENING INTERVIEW

S1. To begin, is your company a for-profit commercial business or a non-profit organization?

100 For profit commercial business
0 Non-profit organization – **TERMINATE**
0 Government agency –**TERMINATE**
100

S2. [ASK IF A FOR-PROFIT BUSINESS] What is the TOTAL number of employees now on your company's payroll – including ALL locations and work sites within the United States, as well as all full-time or part-time employees? Just your best estimate is fine. It's okay to give an approximate number.

0 Under 50 employees – **TERMINATE**
0 50-99 employees – **TERMINATE**
0 100-249 employees – **TERMINATE**
24 250-499 employees
31 500-999 employees
45 1,000 or more employees
100

S3. [ASK IF A FOR-PROFIT BUSINESS WITH 250+ EMPLOYEES] Are you involved in the decision making process in hiring new employees for managerial positions within your company or within your department?

100 Yes
0 No –**TERMINATE**
100

SECTION: MAIN INTERVIEW

For the next few questions, we'd like your views about some different factors that might influence decisions about hiring new employees for managerial and professional positions.

1. On a scale of 1 to 10, please indicate how much, if at all, each of the following has influenced YOUR decisions about hiring new employees. (*"1" describes a characteristic of a job candidate that plays no role in hiring decisions and "10" describes a characteristic that is one of the MOST important considerations*)

[RANDOMIZE LIST]	<u>1-2</u>	<u>3-5</u>	<u>6-8</u>	<u>9-10</u>	<u>NA</u> ¹		<u>MEAN</u>
a. Experience	*	4	24	72	0	=100	8.9
b. Where a job candidate went to school	10	21	34	34	1	=100	6.8
c. Their looks or appearance	8	17	37	38	0	=100	7.1
d. Confidence	*	8	33	58	1	=100	8.5
e. Gender	44	19	19	18	0	=100	4.4
f. Where they are from	30	25	23	21	1	=100	5.2
g. Age	20	30	25	25	*	=100	5.6
h. Who they know	25	21	32	22	*	=100	5.6
i. Sense of humor	9	20	42	29	*	=100	6.7

2. Using the same scale, indicate how much, if at all, you think each of the following characteristics influences the hiring decisions of MOST managers in companies like yours. (*"1" describes a characteristic of a job candidate that plays no role in hiring decisions and "10" describes a characteristic that is one of the MOST important considerations*)

[RANDOMIZE LIST]	<u>1-2</u>	<u>3-5</u>	<u>6-8</u>	<u>9-10</u>	<u>NA</u>		<u>MEAN</u>
a. Experience	1	4	28	67	*	=100	8.8
b. Where a job candidate went to school	6	19	41	34	*	=100	7.0
c. Their looks or appearance	7	16	38	38	1	=100	7.3
d. Confidence	2	7	36	54	1	=100	8.3
e. Gender	26	24	29	21	*	=100	5.4
f. Where they are from	23	20	33	23	1	=100	5.7
g. Age	16	21	34	28	1	=100	6.2
h. Who they know	19	15	37	28	1	=100	6.3
i. Sense of humor	11	23	44	21	1	=100	6.3

¹ Throughout this topline, the abbreviation "NA" stands for "No answer" for respondents who elected not to answer a given question.

Now here are some questions about factors that might affect hiring for managerial and professional positions by companies in general, not just at your organization or in your business or industry.

3. In your opinion, how important is physical appearance as a factor in the hiring decisions of companies today?

41 Very important
 42 Somewhat important
 13 Not too important
 4 Not at all important
 0 No answer
 100

4. Do you think it is harder for a qualified job candidate to be hired if they are particularly unattractive, or do you think their looks don't make much difference?

57 Harder for unattractive candidate
 43 Looks don't make much difference
 * No answer
 100

5. In general, which ONE of the following two job candidates do you think has the better chance to be hired, all other things being equal... **(RANDOMIZE)**

33 A candidate who is very good-looking but has a degree from an average university
 66 A candidate who has a degree from a prestigious university but has only average looks
 1 No answer
 100

[RANDOMIZE ORDER OF Q6 & Q7]

6. What if the choice were between two FEMALE candidates, all other things being equal? Which ONE would have the better chance to be hired...

41 A woman who is very good-looking but has a degree from an average university
 58 A woman who has a degree from a prestigious university but has only average looks
 1 No answer
 100

7. What if the choice were between two MALE candidates, all other things being equal? Which ONE would have the better chance to be hired...

29 A man who is very good-looking but has a degree from an average university
 71 A man who has a degree from a prestigious university but has only average looks
 * No answer
 100

8. If a qualified job candidate looked much older than his or her co-workers, do you think most managers, some managers, or very few managers would hesitate before hiring them?
- | | |
|----------|------------------------------|
| 28 | Most would hesitate |
| 56 | Some would hesitate |
| 16 | Very few/None would hesitate |
| <u>0</u> | No answer |
| 100 | |
9. Do you think qualified job candidates have a harder time getting a job if they are significantly overweight, or do you think weight usually does not make much difference?
- | | |
|----------|----------------------------------|
| 67 | Have a harder time if overweight |
| 33 | Does not make much difference |
| <u>0</u> | No answer |
| 100 | |
10. Do you believe an employee's physical appearance has an effect on the way some managers rate that employee's job performance, or that an employee's looks does not affect their job performance ratings?
- | | |
|----------|--------------------------|
| 68 | Appearance has an effect |
| 32 | Does not affect ratings |
| <u>0</u> | No answer |
| 100 | |

[RANDOMIZE ORDER OF Q11 & Q12]

11. Do you think some WOMEN in the workplace are penalized for being TOO GOOD-LOOKING, or not?
- | | |
|----------|---------------------------|
| 47 | Yes, some women penalized |
| 52 | No |
| <u>1</u> | No answer |
| 100 | |
12. Do you think some MEN in the workplace are penalized for being TOO GOOD-LOOKING, or not?
- | | |
|----------|-------------------------|
| 31 | Yes, some men penalized |
| 68 | No |
| <u>1</u> | No answer |
| 100 | |
13. In the workplace, do you think being very good-looking is more of an advantage for **[ROTATE:]** men or women/women or men?
- | | |
|----------|-----------------------------|
| 16 | More an advantage for men |
| 39 | More an advantage for women |
| 41 | Both equally |
| 4 | Advantage for neither |
| <u>*</u> | No answer |
| 100 | |

14. In the workplace, do you think it is more of an advantage or more of disadvantage for a woman to wear clothing that shows off her figure?

61 Advantage
 39 Disadvantage
0 No answer
 100

15. Have you ever known anyone to be held back professionally because of the way they looked?

33 Yes
 48 No
 19 Maybe
* No answer
 100

16. On a scale of 1 to 10, how important do you think being good-looking is to each of the following? (“1” means “not at all important” and “10” means “extremely important”)

	<u>1-2</u>	<u>3-5</u>	<u>6-8</u>	<u>9-10</u>	<u>NA</u>		<u>MEAN</u>
a. Landing a job?	8	10	49	33	*	=100	7.3
b. Getting a promotion?	9	13	46	32	0	=100	7.0

17. Some jobs require employees be the “face” of the company at retail stores or in sales. Do you think companies should or should not be allowed to hire people based on their looks for some jobs?

64 Should be allowed
 36 Should not be allowed
0 No answer
 100

18. If you were advising a job candidate, would you tell them they should spend as much time and money making sure they look attractive as they do in perfecting their resume, or not?

59 Yes, would advise them to spend as much
 41 No, would not
* No answer
 100

19. Do you think most Americans would favor or oppose a law making hiring discrimination based on appearance illegal?

60 Favor
 40 Oppose
0 No answer
 100

SECTION: DEMOGRAPHICS

Finally, just a few questions to describe the people who took part in the survey...

D1. Are you the sole or principal owner of your company?

33 Yes
67 No
0 No answer
100

D2. What is your TITLE in your company?

BASED ON NON-COMPANY OWNERS (n=136)

1 President/Chief Executive Officer (CEO)
6 Chief Financial Officer (CFO) / Treasurer
21 Chief Operating Officer (COO)/General Manager/Manager
2 Partner / Co-owner
13 Vice President (VP)
21 IT Vice President/Director
6 Chief Information/Technology Officer (CIO/CTO)
12 Human Resources Director
18 Other (please specify)
0 No answer
100

D3. What is your company's primary business or industry?

21 Manufacturing
15 Professional, Scientific, and Technical Services
12 Finance and Insurance
11 Retail Trade
8 Health Care and Social Assistance
5 Educational Services
4 Telecommunications
4 Transportation and Warehousing
3 Accommodation and Food Services
3 Construction
3 Wholesale Trade
2 Media and Entertainment
2 Public Administration/Government
2 Real Estate
1 Utilities
0 Non-Profit/Religious
4 Other (please specify)
0 No answer
100

D4. What is your age? *(Please type in your answer)*

39 Under 35
39 35-44
16 45-54
6 55 or older
0 No answer
100

D5. Are you male or female?

60 Male
40 Female
0 No answer
100

D6. Are you, yourself, of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Latin American background?

16 Yes
83 No
1 No answer
100

D7. Which of the following describes your race? You can select as many as apply.

81 White
5 Black or African-American
11 Asian
1 American Indian or Alaska Native
* Native Hawaiian or other Pacific Islander
2 Some other race (please specify)
* No answer

Note: Total may exceed 100% due to multiple responses.

D8. Finally... For the last completed fiscal year, what was your company's approximate gross revenue? Just your best guess is fine.

- 1 Less than \$1 million
 - 3 \$1 million to less than \$2 million
 - 6 \$2 million to less than \$5 million
 - 7 \$5 million to less than \$10 million
 - 10 \$10 million to less than \$20 million
 - 11 \$20 million to less than \$50 million
 - 16 \$50 million to less than \$100 million
 - 19 \$100 million to less than \$500 million
 - 8 \$500 million to less than \$1 billion
 - 19 \$1 billion or more
 - 0 No answer
- 100

Census region from sample

- 28 Northeast
 - 16 Midwest
 - 29 South
 - 19 West
 - 8 Undesignated
- 100

Thank you for taking the time to complete this survey! Your responses are very important to us.

SURVEY METHODOLOGY

Sample was provided by Survey Sampling International (SSI). SSI drew sample from their partnered panel Empanel Online according to PSRAI specifications. Empanel Online recruits their panel using a double opt-in panelists. The panel contains approximately 1.3 million unique B2B contacts, including Managers and Directors up to CEO. The sample was drawn from U.S. companies with 250 or more employees and was limited to for-profit companies in the continental United States, excluding Agriculture/Forestry industries and Mining industries. The respondents were then screened for their decision-making role in hiring new employees for managerial positions company-wide or in their department.

Results in this topline are based on interviews among 202 business managers and decision makers in private, for-profit companies that have 250+ employees companywide. Data were collected online from June 23 to 24, 2010. The margin of error for the complete set of data is ± 6.9 percentage points.