

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

**Newsweek Poll  
Beauty/National Politics  
Princeton Survey Research Associates International**

Final Topline Results  
(6/30/10)

N = 964 adults, 18+  
Margins of error: plus or minus 3.8  
Interviewing dates: 6/23-24/10

**SAMPLE SIZE/MARGIN OF ERROR FOR KEY SUBGROUPS:**

572 Total Employed (plus or minus 4.9)  
460 Total Men (plus or minus 5.5)  
504 Total Women (plus or minus 5.2)  
468 Total Age 18-49 (plus or minus 5.3)  
478 Total Age 50 or older (plus or minus 5.4)

**SAMPLE SIZE/MARGIN OF ERROR FOR TOTAL EMPLOYED SUBGROUPS:**

284 Employed Men (plus or minus 6.9)  
288 Employed Women (plus or minus 6.8)

*Notes: Data are weighted so that sample demographics match Census Current Population Survey parameters for gender, age, education, race, region, and population density.*

*Results based on smaller subgroups are subject to larger margins of sampling error. Sample size and margins of error for these subgroups are included in a separate methodology statement.*

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

**QUESTIONS 1 THRU 7 REPORTED SEPARATELY**

- \*8. Now I have some questions about jobs and the workplace... In getting a job today, do you think it is an advantage or a disadvantage for a **(INSERT ITEM—READ AND ROTATE)** to be physically attractive? And what about for a... **(INSERT OTHER GENDER)**? (Is it an advantage or a disadvantage to be physically attractive?)

|                   | <u>Advantage</u> | <u>Disadvantage</u> | (VOL.)<br><u>No difference</u> | (VOL.)<br><u>Depends</u> | <u>DK</u> |      |
|-------------------|------------------|---------------------|--------------------------------|--------------------------|-----------|------|
| <b>a. Man</b>     |                  |                     |                                |                          |           |      |
| CURRENT TOTAL     | 63               | 12                  | 18                             | 3                        | 4         | =100 |
| Men               | 65               | 13                  | 14                             | 4                        | 4         | =100 |
| Women             | 61               | 11                  | 21                             | 3                        | 4         | =100 |
| <b>TRENDS</b>     |                  |                     |                                |                          |           |      |
| 7/90 <sup>1</sup> | 80               | 5                   | 9                              | 4                        | 2         | =100 |
| <b>b. Woman</b>   |                  |                     |                                |                          |           |      |
| CURRENT TOTAL     | 72               | 9                   | 13                             | 3                        | 3         | =100 |
| Men               | 74               | 9                   | 12                             | 3                        | 2         | =100 |
| Women             | 70               | 10                  | 14                             | 3                        | 3         | =100 |
| <b>TRENDS</b>     |                  |                     |                                |                          |           |      |
| 7/90              | 87               | 4                   | 4                              | 3                        | 2         | =100 |

9. In general, do you think it is easier for someone who is good-looking to get ahead at work today, or that good looks don't make it easier for them?

| <u>Total</u> |                            | <u>Men</u> | <u>Women</u> |
|--------------|----------------------------|------------|--------------|
| 64           | Easier if good-looking     | 64         | 64           |
| 30           | Looks don't make it easier | 30         | 30           |
| <u>6</u>     | Don't know                 | <u>6</u>   | <u>6</u>     |
| 100          |                            | 100        | 100          |

<sup>1</sup> 7/90 trend from the Times Mirror Body Image Survey.

10. How would you rate the importance of being good-looking in landing a job on a scale of 1 to 10 where 1 means “not at all important” and 10 means “extremely important?” And on this same 10-point scale, how would you rate the importance of being good-looking in getting a promotion?

**READ IF NECESSARY:** Please keep in mind that you can choose ANY number between 1 and 10, the higher the number, the more important it is to be good looking...

|                        | <u>1-2</u> | <u>3-5</u> | <u>6-8</u> | <u>9-10</u> | <u>DK</u> |      | <u>MEAN</u> |
|------------------------|------------|------------|------------|-------------|-----------|------|-------------|
| a. Landing a job       |            |            |            |             |           |      |             |
| CURRENT TOTAL          | 12         | 26         | 44         | 15          | 3         | =100 | 6.1         |
| Men                    | 10         | 27         | 43         | 17          | 3         | =100 | 6.2         |
| Women                  | 13         | 26         | 45         | 13          | 3         | =100 | 6.0         |
| b. Getting a promotion |            |            |            |             |           |      |             |
| CURRENT TOTAL          | 16         | 34         | 35         | 11          | 4         | =100 | 5.5         |
| Men                    | 16         | 34         | 32         | 14          | 4         | =100 | 5.5         |
| Women                  | 16         | 34         | 37         | 10          | 3         | =100 | 5.5         |

11. Do you think more attractive (**INSERT ITEM—READ AND ROTATE**) have an easier time getting ahead at work, or that looks don’t make it easier? And what about more attractive... (**INSERT OTHER GENDER**) (Do you think they have an easier time getting ahead at work or that looks don’t make it easier?)

|               | <u>Easier time<br/>getting ahead</u> | <u>Looks don’t<br/>make it easier</u> | <u>DK</u> |      |
|---------------|--------------------------------------|---------------------------------------|-----------|------|
| a. Men        |                                      |                                       |           |      |
| CURRENT TOTAL | 52                                   | 42                                    | 6         | =100 |
| Men           | 48                                   | 46                                    | 6         | =100 |
| Women         | 56                                   | 39                                    | 5         | =100 |
| b. Women      |                                      |                                       |           |      |
| CURRENT TOTAL | 68                                   | 28                                    | 4         | =100 |
| Men           | 70                                   | 27                                    | 3         | =100 |
| Women         | 67                                   | 29                                    | 4         | =100 |

12. Do you think that very overweight people have a harder time getting ahead at work, or that being very overweight doesn’t make it harder?

| <u>Total</u> |                               | <u>Men</u> | <u>Women</u> |
|--------------|-------------------------------|------------|--------------|
| 78           | Harder if very overweight     | 74         | 83           |
| 19           | Weight doesn’t make it harder | 23         | 14           |
| <u>3</u>     | Don’t know                    | <u>3</u>   | <u>3</u>     |
| 100          |                               | 100        | 100          |

13. Have you ever known anyone who was held back professionally because of the way they looked?  
 14. Is the person you know who was held back professionally a man or a woman?

| <u>Total</u> |                                      | <u>Men</u> | <u>Women</u> |
|--------------|--------------------------------------|------------|--------------|
| 30           | Total Yes, know someone <sup>2</sup> | 28         | 32           |
| 15           | Know a man                           | 22         | 9            |
| 21           | Know a woman                         | 15         | 26           |
| 68           | No                                   | 71         | 65           |
| <u>2</u>     | Don't know                           | <u>1</u>   | <u>3</u>     |
| 100          |                                      | 100        | 100          |

15. Have you ever known anyone who was held back professionally for being TOO GOOD-LOOKING?  
 16. Is the person you know who was held back professionally a man or a woman?

| <u>Total</u> |                                      | <u>Men</u> | <u>Women</u> |
|--------------|--------------------------------------|------------|--------------|
| 10           | Total Yes, know someone <sup>3</sup> | 10         | 9            |
| 5            | Know a man                           | 5          | 5            |
| 6            | Know a woman                         | 6          | 6            |
| 89           | No                                   | 89         | 90           |
| <u>1</u>     | Don't know                           | <u>1</u>   | <u>1</u>     |
| 100          |                                      | 100        | 100          |

- D7. Are you now employed full-time, part-time, or are you not employed for pay at the present time?

| <u>Total</u> |   | <u>Men</u> | <u>Women</u> |
|--------------|---|------------|--------------|
| 49           | Employed full-time                                      | 52         | 47           |
| 11           | Employed part-time                                      | 11         | 11           |
| 33           | Not employed (includes retired and not working for pay) | 31         | 36           |
| 3            | (VOL.) Disabled   | 3          | 3            |
| 1            | (VOL.) Student  | *          | 1            |
| 2            | (VOL.) Other  | 2          | 2            |
| <u>1</u>     | Don't know  | <u>1</u>   | <u>*</u>     |
| 100          |   | 100        | 100          |

- D7. Are you now employed full-time, part-time, or are you not employed for pay at the present time?  
 D7a. Are you now looking for a full- or part-time job or expect to look for a job in the near future?

| <u>Total</u> |   | <u>Men</u> | <u>Women</u> |
|--------------|---|------------|--------------|
| 11           | Yes, now looking or expect to look in near future | 13         | 9            |
| 24           | No, not looking/Don't expect to look              | 20         | 29           |
| 1            | Don't know  | 1          | 1            |
| 61           | Currently employed                                | 63         | 58           |
| <u>3</u>     | Disabled  | <u>3</u>   | <u>3</u>     |
| 100          |   | 100        | 100          |

<sup>2</sup> Figures for "Know a man" and "Know a woman" each include those who said they know both a man and a woman. As a result, adding the two categories may not sum to Total Yes.

<sup>3</sup> Figures for "Know a man" and "Know a woman" each include those who said they know both a man and a woman. As a result, adding the two categories may not sum to Total Yes.

17. Is there anyone in your workplace who is seen by other workers as having gotten ahead because of their looks?  
 18. Is this person who is seen as having gotten ahead because of their looks a man or a woman?

***Based on those who are currently employed***

| <u>Total</u> |  | <u>Men</u> | <u>Women</u> |
|--------------|--|------------|--------------|
| 24           | Total Yes, co-worker seen as benefitting from looks <sup>4</sup> | 21         | 26           |
| 9            | Co-worker is a man   | 9          | 9            |
| 17           | Co-worker is a woman   | 15         | 19           |
| 73           | No   | 76         | 71           |
| 3            | Don't know   | 3          | 3            |
| 100          |  | 100        | 100          |
| (n=572)      |  | (n=284)    | (n=288)      |

19. How important is “looking good” to you personally when you come in to work each day? Is it... **(READ)**

***Based on those who are currently employed***

| <u>Total</u> |                      | <u>Men</u> | <u>Women</u> |
|--------------|----------------------|------------|--------------|
| 40           | Very important       | 44         | 36           |
| 40           | Somewhat important   | 36         | 45           |
| 12           | Not too important    | 13         | 11           |
| 7            | Not at all important | 7          | 7            |
| 1            | Don't know           | *          | 1            |
| 100          |                      | 100        | 100          |
| (n=572)      |                      | (n=284)    | (n=288)      |

20. Do you feel better about your work when you look good, or not?

***Based on those who are currently employed***

| <u>Total</u> |                  | <u>Men</u> | <u>Women</u> |
|--------------|------------------|------------|--------------|
| 74           | Yes, feel better | 76         | 72           |
| 22           | No, do not       | 19         | 25           |
| 4            | Don't know       | 5          | 3            |
| 100          |                  | 100        | 100          |
| (n=572)      |                  | (n=284)    | (n=288)      |

21. In general, do you think LOOKING OLDER is a disadvantage professionally, or not?

|                 | <u>Yes, disadvantage</u> | <u>No, not a disadvantage</u> | <u>DK</u> |      |
|-----------------|--------------------------|-------------------------------|-----------|------|
| CURRENT TOTAL   | 42                       | 50                            | 8         | =100 |
| Men             | 37                       | 55                            | 8         | =100 |
| Women           | 47                       | 45                            | 8         | =100 |
| Age 18-49       | 33                       | 59                            | 8         | =100 |
| Age 50 or older | 53                       | 38                            | 9         | =100 |

<sup>4</sup> Figures for “Co-worker is a man” and “Co-worker is a woman” each include those who said they know both a man and a woman. As a result, adding the two categories may not sum to Total Yes.

22. Studies show that in a tough job market, some people are going to great lengths to make sure they look the part when interviewing for a job – including getting plastic surgery to look younger or more attractive. Would you ever consider having cosmetic surgery to improve your chances of getting a job or getting ahead in your job or career?

*Based on those who are currently employed or seeking work*

| <u>Total</u> |                        | <u>Men</u> | <u>Women</u> |
|--------------|------------------------|------------|--------------|
| 12           | Yes, would consider    | 10         | 13           |
| 87           | No, would not consider | 88         | 86           |
| <u>1</u>     | Don't know             | <u>2</u>   | <u>1</u>     |
| 100          |                        | 100        | 100          |
| (n=652)      |                        | (n=327)    | (n=325)      |

23. In getting promotions at work, do you think it is an advantage or a disadvantage for a **(INSERT ITEM—READ AND ROTATE)** to be physically attractive? And what about for a... **(INSERT OTHER GENDER)**? (Is it an advantage or a disadvantage to be physically attractive?)

|               | <u>Advantage</u> | <u>Disadvantage</u> | (VOL.)<br><u>No difference</u> | (VOL.)<br><u>Depends</u> | <u>DK</u> |      |
|---------------|------------------|---------------------|--------------------------------|--------------------------|-----------|------|
| a. Man        |                  |                     |                                |                          |           |      |
| CURRENT TOTAL | 58               | 13                  | 21                             | 5                        | 3         | =100 |
| Men           | 59               | 12                  | 21                             | 6                        | 2         | =100 |
| Women         | 58               | 14                  | 21                             | 4                        | 3         | =100 |
| b. Woman      |                  |                     |                                |                          |           |      |
| CURRENT TOTAL | 72               | 8                   | 14                             | 4                        | 2         | =100 |
| Men           | 75               | 5                   | 15                             | 3                        | 2         | =100 |
| Women         | 69               | 10                  | 14                             | 5                        | 2         | =100 |

24. 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?

| <u>Total</u> |                       | <u>Men</u> | <u>Women</u> |
|--------------|-----------------------|------------|--------------|
| 39           | Should be allowed     | 45         | 34           |
| 55           | Should not be allowed | 51         | 59           |
| <u>6</u>     | Don't know            | <u>4</u>   | <u>7</u>     |
| 100          |                       | 100        | 100          |

25. Would you personally favor or oppose a law making hiring discrimination based on appearance illegal?

| <u>Total</u> |            | <u>Men</u> | <u>Women</u> |
|--------------|------------|------------|--------------|
| 46           | Favor      | 43         | 49           |
| 49           | Oppose     | 52         | 46           |
| <u>5</u>     | Don't know | <u>5</u>   | <u>5</u>     |
| 100          |            | 100        | 100          |

**END OF INTERVIEW – THANK RESPONDENT:**

That completes the interview. Thank you very much for your cooperation.

**Newsweek Poll**  
**Beauty/National Politics**  
**Princeton Survey Research Associates International**

Methodology Statement  
(6/25/10)

This poll was conducted by Princeton Survey Research Associates International from June 23-24, 2010. Telephone interviews were conducted with a nationally representative sample of 964 adults, 18 years and over, including 800 adults from national random digit dial (RDD) sample and an additional 164 18-44 year olds screened from national RDD sample. Results are weighted so that the sample demographics match Census Current Population Survey parameters for gender, age, education, race, region, and population density. The overall margin of sampling error is plus or minus 3.8 percentage points for results based on 964 adults. Results based on smaller subgroups are subject to larger margins of sampling error.

**SAMPLE SIZE/MARGIN OF ERROR FOR KEY SUBGROUPS:**

|     |   |
|-----|---|
| 572 | Total Employed (plus or minus 4.9)        |
| 460 | Total Men (plus or minus 5.5)             |
| 504 | Total Women (plus or minus 5.2)           |
| 468 | Total Age 18-49 (plus or minus 5.3)       |
| 478 | Total Age 50 or older (plus or minus 5.4) |

**SAMPLE SIZE/MARGIN OF ERROR FOR TOTAL EMPLOYED SUBGROUPS:**

|     |                                    |
|-----|------------------------------------|
| 284 | Employed Men (plus or minus 6.9)   |
| 288 | Employed Women (plus or minus 6.8) |

In addition to sampling error, the practical difficulties of conducting surveys can also introduce error or bias to poll results.

| <b>NEWSWEEK POLL:<br/>BEAUTY/NATIONAL POLITICS<br/>DEMOGRAPHIC PROFILE</b> |                              |
|--|------------------------------|
|  | <u>Total</u><br>(n=964)<br>% |
| <u>Gender</u>  |                              |
| Men  | 48                           |
| Women  | 52                           |
| <u>Age</u>   |                              |
| 18-29  | 18                           |
| 30-49  | 38                           |
| 50-64  | 25                           |
| 65+  | 18                           |
| Undesignated   | 1                            |
| <u>Party ID</u>  |                              |
| Republican   | 29                           |
| Democrat   | 34                           |
| Independent  | 30                           |
| Other/Don't know   | 7                            |
| <u>Education</u>   |                              |
| College graduate   | 29                           |
| Some college   | 25                           |
| No college   | 45                           |
| Undesignated   | 1                            |
| <u>Race/Ethnicity</u>  |                              |
| White, non-Hispanic  | 71                           |
| Total Non-White  | 27                           |
| Black  | 11                           |
| Hispanic   | 11                           |
| Asian  | 2                            |
| Other/Mixed race   | 3                            |
| Undesignated   | 2                            |

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