

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

¹ 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 getting ahead</u>	<u>Looks don’t 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 ²	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 ³	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

² 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.

³ 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 ⁴	21	26
9	Co-worker is a man	9	9
17	Co-worker is a woman	15	19
73	No	76	71
<u>3</u>	Don't know	<u>3</u>	<u>3</u>
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
<u>1</u>	Don't know	<u>*</u>	<u>1</u>
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
<u>4</u>	Don't know	<u>5</u>	<u>3</u>
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

⁴ 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.) <u>No difference</u>	(VOL.) <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.