

APRIL 19, 2001  
 WOMEN'S APPEARANCE ON THE JOB

Question L1

How certain felt that dressed appropriately for most recent first day on a job

	Sex			Age						Region				Race				
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South West (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	1016	507	509	109	187	224	208	133	138	197	239	360	220	766	250	808	86	104
Weighted Total	1000	480	520	127*	189	220	173	113	160	195	232	356	217	750	250	826	117*	71
Extremely certain/Very certain (Net)	778 78%	376 78%	402 77%	99 78%I	152 80%I	182 83%I	142 82%I	89 79%I	101 63%	160 82%	178 77%	273 77%	166 76%	588 78%	190 76%	637 77%	100 85%	59 83%
Extremely certain	438 44%	227 47%C	211 41%	64 51%I	106 56%GI	103 47%I	76 44%I	51 45%I	35 22%	95 49%	99 43%	153 43%	90 41%	355 47%O	83 33%	351 42%	70 60%P	28 39%
Very certain	339 34%	149 31%	191 37%	35 28%	46 24%	79 36%E	67 39%E	38 34%	67 42%DE	65 33%	79 34%	120 34%	76 35%	233 31%	106 42%N	286 35%	30 25%	31 44%
Somewhat certain	104 10%	48 10%	57 11%	18 14%H	26 14%FH	17 8%	15 9%	7 6%	20 13%	17 9%	30 13%	33 9%	23 11%	81 11%	23 9%	83 10%	13 11%	5 7%
Not very certain/Not at all certain (Net)	42 4%	23 5%	19 4%	5 4%	6 3%	13 6%	6 4%	4 4%	9 6%	7 4%	8 3%	19 5%	9 4%	30 4%	13 5%	39 5%Q	0 0	4 6%
Not very certain	19 2%	7 2%	11 2%	2 1%	5 3%	5 2%	3 2%	1 1%	2 1%	3 1%	3 1%	10 3%	3 1%	15 2%	3 1%	16 2%	0 0	1 2%
Not at all certain	24 2%	16 3%	8 2%	3 2%	1 *	7 3%E	3 2%	3 3%	7 4%E	4 2%	5 2%	8 2%	6 3%	15 2%	9 4%	23 3%	0 0	3 4%
Have never had a first day at a new job (Vol.)	25 3%	10 2%	15 3%	4 3%	* *	4 2%	1 *	5 4%EG	11 7%EFG	3 1%	4 2%	11 3%	7 3%	19 3%	6 2%	20 2%	3 3%	1 1%
Don't know/Not sure	51 5%	23 5%	27 5%	1 1%	5 3%	4 2%	8 5%	9 8%DE	18 12%DEF	7 4%	12 5%	20 6%	12 5%	32 4%	19 7%	47 6%	1 1%	2 3%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

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Question L1

How certain felt that dressed appropriately for most recent first day on a job

	Household Income						Dual Income H.H. (G)	H.H. Size			Children In H.H.				Education			
	Total (A)	LT \$15K (B)	LT \$25K (C)	LT \$35K (D)	LT \$50K (E)	Or More (F)		1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12 (M)	12- 17 (N)	HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)
		78%	73%	78%	80%	77%				86% <sup>BE</sup>					81%	76%	74%	81% <sup>I</sup>
Unweighted Total	1016	98	98	145	156	309	386	196	341	475	642	368	274	167	96	301	240	345
Weighted Total	1000	98*	100*	142	153	298	372	195	334	466	635	359	272	161	93*	300	239	334
Extremely certain/Very certain (Net)	778 78%	71 73%	78 78%	114 80%	118 77%	257 86% <sup>BE</sup>	301 81%	148 76%	248 74%	379 81% <sup>I</sup>	477 75%	296 82% <sup>K</sup>	221 81%	132 82%	59 64%	219 73%	193 81% <sup>OP</sup>	281 84% <sup>OP</sup>
Extremely certain	438 44%	44 44%	38 38%	55 39%	71 47%	155 52% <sup>CD</sup>	177 47%	73 38%	138 41%	223 48% <sup>H</sup>	258 41%	175 49% <sup>K</sup>	130 48%	80 49%	30 33%	110 37%	111 47% <sup>OP</sup>	172 51% <sup>OP</sup>
Very certain	339 34%	28 28%	40 40%	59 41% <sup>B</sup>	46 30%	102 34%	124 33%	74 38%	109 33%	156 33%	219 34%	121 34%	92 34%	52 32%	29 31%	108 36%	82 34%	109 33%
Somewhat certain	104 10%	13 13%	14 14% <sup>F</sup>	18 12%	16 11%	21 7%	29 8%	21 11%	40 12%	44 9%	72 11%	33 9%	28 10%	16 10%	14 15% <sup>R</sup>	41 13% <sup>R</sup>	26 11%	23 7%
Not very certain/Not at all certain (Net)	42 4%	4 4%	1 1%	5 3%	9 6%	10 3%	17 5%	8 4%	14 4%	20 4%	26 4%	15 4%	11 4%	5 3%	4 4%	18 6%	7 3%	11 3%
Not very certain	19 2%	4 4%	0 0%	1 1%	5 3%	4 1%	6 2%	3 1%	5 1%	11 2%	9 1%	10 3%	9 3%	3 2%	2 2%	6 2%	4 2%	4 1%
Not at all certain	24 2%	* *	1 1%	4 3%	4 2%	6 2%	11 3%	5 3%	9 3%	8 2%	18 3%	5 1%	3 1%	2 1%	2 2%	11 4% <sup>Q</sup>	2 1%	7 2%
Have never had a first day at a new job (Vol.)	25 3%	3 3%	3 3%	1 1%	2 1%	4 1%	9 2%	4 2%	13 4%	8 2%	19 3%	6 2%	4 1%	5 3%	7 8% <sup>QR</sup>	10 3% <sup>R</sup>	4 2%	3 1%
Don't know/Not sure	51 5%	7 7% <sup>F</sup>	3 3%	5 4%	8 5%	6 2%	16 4%	15 8% <sup>J</sup>	20 6%	16 3%	41 6% <sup>L</sup>	9 3%	8 3%	3 2%	8 9% <sup>Q</sup>	13 4%	8 3%	16 5%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

APRIL 19, 2001  
WOMEN'S APPEARANCE ON THE JOB

Question L2

Importance of clothing, hair and makeup for a woman to make a good appearance on the job

	Sex			Age						Region					Race			Hispanic (R)
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non-Metro (O)	White (P)	Black (Q)	
Unweighted Total	1016	507	509	109	187	224	208	133	138	197	239	360	220	766	250	808	86	104
Weighted Total	1000	480	520	127*	189	220	173	113	160	195	232	356	217	750	250	826	117*	71
Extremely important/Very important (Net)	693 69%	273 57%	420 81%B	78 62%	122 65%	141 64%	121 70%	91 81%DE FG	127 79%DE F	132 68%	140 60%	269 76%K	152 70%K	513 68%	180 72%	556 67%	96 82%P	50 70%
Extremely important	252 25%	77 16%	175 34%B	27 21%	48 26%	45 20%	50 29%	37 33%F	39 24%	54 28%	48 21%	103 29%K	47 22%	190 25%	61 24%	191 23%	46 40%P	22 32%
Very important	442 44%	197 41%	245 47%	51 40%	74 39%	96 44%	71 41%	54 48%	88 55%DE FG	78 40%	92 40%	166 47%	105 48%	322 43%	119 48%	365 44%	49 42%	27 39%
Somewhat important	213 21%	138 29%C	75 14%	31 24%HI	48 25%HI	62 28%HI	37 21%I	15 13%	17 11%	44 22%L	68 29%L	55 15%	46 21%	166 22%	46 18%	191 23%Q	13 11%	18 26%
Not very important/Not at all important (Net)	76 8%	56 12%C	20 4%	17 13%HI	17 9%	17 8%	12 7%	5 5%	8 5%	16 8%	20 9%	25 7%	15 7%	63 8%	13 5%	64 8%	8 7%	2 3%
Not very important	44 4%	30 6%C	14 3%	12 10%GHI	12 6%H	10 5%	4 2%	1 1%	5 3%	7 3%	14 6%	16 4%	8 4%	37 5%	7 3%	39 5%	4 3%	1 1%
Not at all important	32 3%	26 5%C	6 1%	4 3%	5 3%	7 3%	8 5%	4 4%	3 2%	9 5%	6 3%	9 3%	8 3%	26 3%	6 2%	24 3%	4 4%	1 2%
Don't know/Not sure	18 2%	13 3%	6 1%	1 1%	2 1%	0 0	3 2%F	1 1%	8 5%EF	4 2%	4 2%	7 2%	4 2%	8 1%	10 4%N	16 2%	0 0	* *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

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WOMEN'S APPEARANCE ON THE JOB

Question L2

Importance of clothing, hair and makeup for a woman to make a good appearance on the job

	Household Income						H.H. Size			Children In H.H.			Education					
	Total (A)	LT \$15K	LT \$25K	LT \$35K	LT \$50K	Or More (F)	Dual Income (G)	H.H. Size		Children In H.H.			HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)		
		(B)	(C)	(D)	(E)	(F)	(G)	1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12 (M)	12- 17 (N)	(O)	(P)	(Q)	(R)
Unweighted Total	1016	98	98	145	156	309	386	196	341	475	642	368	274	167	96	301	240	345
Weighted Total	1000	98*	100*	142	153	298	372	195	334	466	635	359	272	161	93*	300	239	334
Extremely important/Very important (Net)	693 69%	67 68%	75 75%	104 73%	100 66%	203 68%	253 68%	135 69%	238 71%	317 68%	448 71%	242 67%	181 66%	111 69%	63 67%	219 73%	165 69%	223 67%
Extremely important	252 25%	30 31%	23 23%	37 26%	32 21%	75 25%	84 23%	53 27%	83 25%	115 25%	158 25%	92 26%	61 22%	50 31%	27 29%	76 25%	67 28%	73 22%
Very important	442 44%	37 38%	52 52%	67 47%	69 45%	128 43%	170 46%	82 42%	155 46%	202 43%	290 46%	150 42%	119 44%	62 38%	36 38%	143 48%	98 41%	150 45%
Somewhat important	213 21%	17 17%	17 17%	31 22%	38 25%	76 25%	86 23%	38 19%	71 21%	102 22%	131 21%	81 23%	61 23%	41 25%	14 15%	55 18%	50 21%	89 27%OP
Not very important/Not at all important (Net)	76 8%	9 9%	6 6%	7 5%	13 8%	19 6%	26 7%	15 8%	18 5%	42 9%	41 7%	33 9%	27 10%	9 6%	10 10%	21 7%	20 9%	19 6%
Not very important	44 4%	5 5%	3 3%	3 2%	6 4%	13 4%	13 3%	7 4%	7 2%	29 6%I	21 3%	22 6%	17 6%	5 3%	4 4%	12 4%	11 5%	13 4%
Not at all important	32 3%	4 4%	3 3%	4 3%	7 5%	6 2%	13 4%	8 4%	10 3%	13 3%	20 3%	12 3%	10 4%	4 3%	5 6%	10 3%	9 4%	7 2%
Don't know/Not sure	18 2%	5 6%DF	2 2%F	* *	2 1%	1 *	7 2%	7 3%J	6 2%	5 1%	15 2%	3 1%	3 1%	0 0	6 7%PQR	5 2%	3 1%	2 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R  
\* small base

APRIL 19, 2001  
WOMEN'S APPEARANCE ON THE JOB

Question L3

Definite "DOs" for a woman on her appearance for her first day on a job - Aided

	Sex			Age						Region					Race			
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	1016	507	509	109	187	224	208	133	138	197	239	360	220	766	250	808	86	104
Weighted Total	1000	480	520	127*	189	220	173	113	160	195	232	356	217	750	250	826	117*	71
Clean and neat hairstyle	907 91%	411 86%	496 95%B	120 94%	168 89%	203 92%	154 89%	105 93%	140 88%	173 89%	215 93%	322 91%	196 90%	675 90%	232 93%	749 91%	105 90%	64 91%
Light makeup	821 82%	352 73%	469 90%B	100 79%	149 79%	181 82%	140 81%	99 87%	135 84%	151 77%	191 82%	298 84%	180 83%	607 81%	213 85%	682 83%	90 77%	59 84%
Short or average length nails with clear or light polish	766 77%	324 68%	442 85%B	86 68%	138 73%	172 78%	137 79%D	93 83%DE	126 79%	141 72%	175 75%	285 80%	166 76%	568 76%	198 79%	630 76%	91 78%	57 81%
Modest jewelry	754 75%	320 67%	434 83%B	84 66%	135 71%	164 75%	132 77%	102 90%DE	122 77%	149 77%	177 77%	274 77%	153 70%	556 74%	198 79%	630 76%	86 74%	51 72%
Skirt at around knee length, or longer	753 75%	319 67%	434 83%B	94 75%	123 65%	161 73%	130 75%E	100 88%DE	130 82%E	145 74%	170 73%	279 78%	160 74%	565 75%	189 75%	614 74%	94 81%	58 82%
Low heels	676 68%	298 62%	378 73%B	78 62%	118 63%	153 69%	125 73%E	84 75%DE	108 67%	128 66%	163 70%	237 67%	148 68%	496 66%	180 72%	566 69%	76 65%	46 65%
Suit or matching pants and jacket in navy, black or tan	649 65%	274 57%	374 72%B	79 62%	116 61%	148 67%	106 61%	71 63%	114 71%	128 65%	139 60%	239 67%	144 66%	482 64%	167 67%	518 63%	90 77%P	51 72%
Matching shoes and purse	456 46%	213 44%	243 47%	55 43%	74 39%	101 46%	78 45%	52 46%	86 54%E	80 41%	103 44%	184 52%J	89 41%	324 43%	132 53%N	370 45%	59 51%	37 52%
Bright scarf or blouse for added color	387 39%	149 31%	238 46%B	39 31%	46 24%	78 36%E	68 40%E	58 51%DE	92 58%DE	68 35%	80 35%	154 43%K	85 39%	279 37%	109 43%	307 37%	58 50%P	22 31%
Other	12 1%	2 *	10 2%B	* *	3 2%	1 *	2 1%	2 2%	4 2%	2 1%	1 *	4 1%	4 2%	7 1%	5 2%	11 1%	0 0	4 5%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q  
\* small base

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 WOMEN'S APPEARANCE ON THE JOB

Question L3

Definite "DOs" for a woman on her appearance for her first day on a job - Aided

	Sex		Age						Region					Race			His-panic (R)	
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South West (L)	West Metro (M)	Non- Metro (N)	Metro Metro (O)	White (P)		Black (Q)
Weighted Total	1000	480	520	127*	189	220	173	113	160	195	232	356	217	750	250	826	117*	71
Don't know/Not sure	38 4%	33 7%	5 1%	1 1%	5 3%	7 3%	9 5%	2 2%	13 8%	11 DEH 6%	7 3%	11 3%	8 4%	28 4%	11 4%	35 4%	1 1%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q  
 \* small base

APRIL 19, 2001  
WOMEN'S APPEARANCE ON THE JOB

Question L3

Definite "DOs" for a woman on her appearance for her first day on a job - Aided

	Household Income						H.H. Size			Children In H.H.			Education					
	-----					Dual Income	-----		-----			HS Incom- plete	Coll		Coll Grad			
	LT	\$15K- LT	\$25K- LT	\$35K- LT	\$50K Or More		1	2	3 Or More	None	Total		Under 12-	12- 17		HS Grad	Incom- plete	Coll Grad
Total (A)	\$15K (B)	\$25K (C)	\$35K (D)	\$50K (E)	More (F)	H.H. (G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Total	1016	98	98	145	156	309	386	196	341	475	642	368	274	167	96	301	240	345
Weighted Total	1000	98*	100*	142	153	298	372	195	334	466	635	359	272	161	93*	300	239	334
Clean and neat hairstyle	907 91%	90 91%	92 91%	131 92%	138 90%	277 93%	345 93%	176 90%	298 89%	428 92%	568 90%	332 93%	251 92%	154 95%	76 81%	274 91%O	214 90%O	311 93%O
Light makeup	821 82%	84 85%	79 79%	119 84%	123 80%	252 84%	307 83%	160 82%	283 85%	374 80%	526 83%	289 81%	213 78%	134 83%	71 76%	249 83%	198 83%	271 81%
Short or average length nails with clear or light polish	766 77%	73 74%	83 83%	104 73%	130 85%BD	234 78%	294 79%	148 76%	263 79%	353 76%	488 77%	274 76%	205 75%	128 79%	71 77%	221 73%	188 79%	261 78%
Modest jewelry	754 75%	72 73%	74 74%	102 72%	117 77%	237 79%	290 78%	150 77%	261 78%	339 73%	484 76%	264 74%	195 72%	123 76%	56 61%	219 73%O	189 79%O	264 79%O
Skirt at around knee length, or longer	753 75%	81 82%	81 80%	113 79%	111 73%	221 74%	274 74%	145 74%	255 76%	351 75%	481 76%	268 75%	200 73%	124 77%	59 63%	244 81%OR	179 75%O	247 74%O
Low heels	676 68%	67 68%	69 68%	100 70%	103 68%	207 69%	271 73%	127 65%	234 70%	313 67%	426 67%	246 69%	183 67%	117 73%	64 69%	201 67%	165 69%	226 68%
Suit or matching pants and jacket in navy, black or tan	649 65%	72 74%E	65 65%	96 68%	89 58%	200 67%	233 63%	127 65%	220 66%	299 64%	421 66%	224 62%	171 63%	98 61%	54 58%	204 68%	155 65%	212 64%
Matching shoes and purse	456 46%	56 57%DE F	51 51%	60 42%	59 39%	134 45%	172 46%	93 48%	151 45%	210 45%	294 46%	159 44%	121 44%	75 47%	53 57%QR	148 49%	102 43%	138 41%
Bright scarf or blouse for added color	387 39%	45 46%F	43 43%	59 41%	54 35%	100 33%	147 39%	86 44%J	134 40%	165 35%	263 41%L	120 33%	88 33%	59 37%	48 51%R	122 41%R	95 40%	106 32%
Other	12 1%	4 4%F	* *	2 1%	3 2%	1 *	3 1%	4 2%	3 1%	5 1%	8 1%	3 1%	2 1%	1 1%	0 0	3 1%	6 2%	3 1%
Don't know/Not sure	38 4%	3 3%	4 4%	4 3%	2 1%	8 3%	13 3%	8 4%	14 4%	17 4%	25 4%	13 4%	11 4%	3 2%	10 11%PQR	9 3%	4 2%	13 4%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R  
\* small base

APRIL 19, 2001  
WOMEN'S APPEARANCE ON THE JOB

Question L4

Definite "DON'Ts" for a woman on her appearance for her first day on a job - Aided

	Sex			Age						Region				Race				
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	1016	507	509	109	187	224	208	133	138	197	239	360	220	766	250	808	86	104
Weighted Total	1000	480	520	127*	189	220	173	113	160	195	232	356	217	750	250	826	117*	71
Casual clothing, such as shorts, worn-out clothes, or bare midriffs	810 81%	358 75%	452 87%B	105 83%	148 78%	178 81%	147 85%	94 83%	123 77%	165 84%	183 79%	281 79%	181 83%	608 81%	202 81%	667 81%	98 84%	58 82%
Heavy makeup	796 80%	357 74%	439 84%B	93 73%	156 82%	172 78%	139 81%	94 84%	127 79%	163 84%	183 79%	275 77%	176 81%	595 79%	201 81%	659 80%	88 75%	63 89%
Large clunky jewelry	774 77%	353 74%	421 81%B	100 79%	146 77%	170 77%	134 77%	89 79%	122 77%	156 80%	173 75%	274 77%	171 79%	577 77%	197 79%	632 76%	100 85%	61 86%
Short or tight skirt	763 76%	319 67%	443 85%B	90 71%	146 77%	163 74%	146 84%DF	93 82%I	113 70%	153 79%	168 73%	269 76%	172 79%	564 75%	199 79%	628 76%	95 81%	55 77%
Unconventional hair style or hair color	711 71%	315 66%	396 76%B	79 62%	134 71%	156 71%	136 79%DI	89 79%DI	106 66%	141 72%	160 69%	256 72%	154 71%	526 70%	185 74%	588 71%	82 70%	52 73%
Bright or glittered nail polish	682 68%	292 61%	390 75%B	77 61%	128 68%	144 66%	123 71%	90 80%DE	106 67%	140 72%	150 65%	244 69%	148 68%	502 67%	181 72%	558 68%	88 75%	52 74%
Sneakers	669 67%	288 60%	381 73%B	81 64%	130 69%	142 64%	115 67%	86 76%FI	103 64%	140 72%	147 63%	244 69%	138 63%	505 67%	163 65%	545 66%	86 74%	50 71%
Other	6 1%	1 *	5 1%	0 0	0 0	1 *	2 1%	2 2%	1 1%	1 1%	0 0	3 1%	2 1%	2 *	4 2%N	6 1%	0 0	2 3%
Don't know/Not sure	90 9%	61 13%C	30 6%	8 6%	10 5%	18 8%	15 9%	13 11%	23 15%DE	16 8%	18 8%	35 10%	22 10%	66 9%	24 9%	81 10%	7 6%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q  
\* small base



APRIL 19, 2001  
WOMEN'S APPEARANCE ON THE JOB

Question L4

Definite "DON'Ts" for a woman on her appearance for her first day on a job - Aided

	Household Income						H.H. Size			Children In H.H.				Education				
	Total (A)	LT \$15K-	LT \$25K-	LT \$35K-	LT \$50K	Or More	Dual Income	H.H. Size		Children In H.H.		Children In H.H.		HS Incom- plete	HS Grad	Coll Incom- plete	Coll Grad	
		(B)	(C)	(D)	(E)	(F)	(G)	1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12- 12 (M)	17- 17 (N)	(O)	(P)	(Q)	(R)
Unweighted Total	1016	98	98	145	156	309	386	196	341	475	642	368	274	167	96	301	240	345
Weighted Total	1000	98*	100*	142	153	298	372	195	334	466	635	359	272	161	93*	300	239	334
Casual clothing, such as shorts, worn-out clothes, or bare midriffs	810 81%	73 74%	81 81%	118 83%	123 80%	256 86%B	308 83%	158 81%	269 80%	379 81%	507 80%	298 83%	224 82%	137 85%	58 62%	236 79%O	202 85%O	288 86%OP
Heavy makeup	796 80%	77 78%	76 76%	123 86%	125 82%	242 81%	297 80%	151 78%	270 81%	371 80%	501 79%	290 81%	215 79%	136 84%	64 69%	237 79%	186 78%	279 83%O
Large clunky jewelry	774 77%	76 77%	78 78%	109 76%	123 80%	251 84%D	288 78%	144 74%	257 77%	368 79%	479 75%	289 80%	216 79%	137 85%	64 69%	226 75%	193 81%O	263 79%
Short or tight skirt	763 76%	72 73%	74 74%	109 77%	123 81%	243 82%	290 78%	149 76%	258 77%	351 75%	476 75%	280 78%	207 76%	130 81%	55 60%	223 74%O	182 76%O	277 83%OP
Unconventional hair style or hair color	711 71%	69 70%	65 65%	107 75%	107 70%	222 74%	272 73%	136 70%	233 70%	337 72%	442 70%	263 73%	195 72%	123 76%	48 52%	215 72%O	169 71%O	252 75%O
Bright or glittered nail polish	682 68%	65 66%	67 67%	102 72%	104 68%	220 74%	265 71%	132 67%	239 71%	310 66%	428 67%	250 70%	188 69%	115 71%	52 56%	194 64%	167 70%O	243 73%OP
Sneakers	669 67%	65 66%	69 69%	91 64%	101 66%	216 72%	245 66%	135 69%	218 65%	311 67%	422 67%	240 67%	180 66%	107 66%	43 46%	199 66%O	166 70%O	238 71%O
Other	6 1%	0 0	0 0	3 2%F	2 1%	0 0	3 1%	1 *	2 1%	3 1%	4 1%	2 1%	1 *	1 1%	0 0	2 1%	2 1%	2 1%
Don't know/Not sure	90 9%	9 9%	11 11%	10 7%	10 7%	21 7%	31 8%	20 11%	35 10%	35 7%	66 10%	24 7%	21 8%	6 4%	15 16%QR	30 10%	18 7%	25 8%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

APRIL 19, 2001  
WOMEN'S APPEARANCE ON THE JOB

Question L5

Degree to which clothes, hair and makeup affect a woman's confidence in her ability to perform her job well

	Sex			Age						Region					Race			
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	1016	507	509	109	187	224	208	133	138	197	239	360	220	766	250	808	86	104
Weighted Total	1000	480	520	127*	189	220	173	113	160	195	232	356	217	750	250	826	117*	71
A great deal/Very much (Net)	456 46%	175 36%	281 54%B	54 43%	68 36%	79 36%	79 46%F	67 60%DE FG	101 63%DE FG	79 41%	91 39%	178 50%J K	109 50%K	319 42%	138 55%N	383 46%	44 38%	32 45%
A great deal	241 24%	82 17%	159 31%B	23 18%	44 23%	38 17%	42 25%	41 36%DE FG	50 31%DF FG	41 21%	46 20%	105 30%J K	49 23%	167 22%	75 30%N	196 24%	31 27%	14 20%
Very much	215 22%	93 19%	122 24%	31 25%E	25 13%	41 19%	36 21%E	27 24%E	51 32%EF G	39 20%	45 19%	72 20%	60 27%K	152 20%	63 25%	187 23%Q	13 11%	18 26%
Somewhat	322 32%	154 32%	169 32%	41 32%	68 36%I	81 37%I	61 35%I	32 28%	35 22%	72 37%M	88 38%LM	104 29%	58 27%	256 34%O	66 26%	257 31%	52 45%P	22 31%
Not very much/Not at all (Net)	180 18%	117 24%C	63 12%	30 24%HI	43 22%HI	52 24%GH I	26 15%	10 8%	14 9%	34 17%	43 19%	62 17%	41 19%	144 19%	36 14%	147 18%	20 18%	14 20%
Not very much	81 8%	47 10%	34 7%	11 9%	22 12%HI	24 11%HI	10 6%	3 3%	7 4%	15 8%	19 8%	31 9%	16 7%	67 9%	15 6%	67 8%	10 8%	4 5%
Not at all	99 10%	69 14%C	29 6%	19 15%HI	20 11%I	28 13%HI	16 9%	6 5%	7 5%	19 10%	24 10%	31 9%	25 12%	78 10%	21 8%	80 10%	11 9%	11 15%
Don't know/Not sure	41 4%	35 7%C	7 1%	2 1%	11 6%	8 4%	7 4%	4 4%	9 6%	10 5%	10 4%	13 4%	9 4%	31 4%	10 4%	40 5%Q	0 0	3 4%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

APRIL 19, 2001  
 WOMEN'S APPEARANCE ON THE JOB

Question L5

Degree to which clothes, hair and makeup affect a woman's confidence in her ability to perform her job well

	Household Income						H.H. Size			Children In H.H.				Education				
	Total (A)	LT \$15K (B)	LT \$25K (C)	LT \$35K (D)	LT \$50K (E)	Or More (F)	Dual Income H.H. (G)	1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12 (M)	12- 17 (N)	HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)
Unweighted Total	1016	98	98	145	156	309	386	196	341	475	642	368	274	167	96	301	240	345
Weighted Total	1000	98*	100*	142	153	298	372	195	334	466	635	359	272	161	93*	300	239	334
A great deal/Very much (Net)	456 46%	60 61%EF	54 54%EF	70 49%EF	55 36%	114 38%	162 44%	108 56%I	155 46%	189 41%	319 50%L	133 37%	92 34%	67 41%	58 62%PQ	136 45%	117 49%R	127 38%
A great deal	241 24%	29 30%EF	24 24%	48 34%EF	23 15%	53 18%	87 23%	55 28%J	94 28%J	91 20%	171 27%L	68 19%	51 19%	34 21%	38 40%PQ	78 26%R	57 24%R	56 17%
Very much	215 22%	31 31%DF	30 30%D	22 16%	32 21%	61 20%	76 20%	53 27%I	62 18%	98 21%	148 23%	65 18%	41 15%	32 20%	20 22%	58 19%	61 25%	72 21%
Somewhat	322 32%	16 16%	32 31%B	52 37%B	53 35%B	122 41%B	127 34%	43 22%	116 35%H	162 35%H	187 30%	133 37%K	104 38%	58 36%	11 12%	108 36%OQ	63 26%O	135 40%OQ
Not very much/Not at all (Net)	180 18%	19 20%	12 12%	19 13%	37 24%CD	51 17%	72 19%	32 16%	51 15%	97 21%I	101 16%	79 22%K	63 23%	33 21%	20 22%	42 14%	52 22%P	56 17%
Not very much	81 8%	10 11%	4 4%	12 9%	16 10%	24 8%	32 9%	13 7%	25 7%	43 9%	44 7%	37 10%	30 11%	11 7%	9 10%	18 6%	24 10%	26 8%
Not at all	99 10%	9 9%	8 8%	7 5%	21 14%D	27 9%	40 11%	19 10%	26 8%	54 12%	57 9%	42 12%	33 12%	22 14%	11 12%	25 8%	28 12%	30 9%
Don't know/Not sure	41 4%	3 3%	2 2%	1 1%	7 5%D	12 4%	10 3%	12 6%	12 4%	18 4%	28 4%	14 4%	13 5%	4 2%	3 4%	14 5%	7 3%	16 5%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

APRIL 19, 2001  
WOMEN'S APPEARANCE ON THE JOB

Question L6

Statement which best describes what think about a woman's appearance at work and her confidence in her ability to perform her job well

	Sex			Age						Region					Race			Hispanic (R)
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	North-Central (K)	South (L)	West (M)	Metro (N)	Non-Metro (O)	White (P)	Black (Q)	
Unweighted Total	1016	507	509	109	187	224	208	133	138	197	239	360	220	766	250	808	86	104
Weighted Total	1000	480	520	127*	189	220	173	113	160	195	232	356	217	750	250	826	117*	71
Feeling that she makes a good appearance is essential for women when it comes to being able to do their job well -- she has to think about how she presents herself as part of being able to do a good job	254 25%	90 19%	164 32%B	25 20%	40 21%	47 22%	47 27%	34 30%	57 35%DE F	40 20%	49 21%	97 27%	69 32%JK	184 24%	71 28%	203 25%	41 35%P	22 31%
Making a good appearance is a factor, but not essential for a woman. A woman should do her best, but should not think that she can't do a good job unless she puts a lot of time and effort into her appearance	341 34%	152 32%	190 36%	45 36%	70 37%	70 32%	58 34%	46 41%	47 29%	70 36%	90 39%M	120 34%	61 28%	257 34%	84 34%	286 35%	34 29%	24 34%
How she looks at a job has nothing to do with whether or not she can do the job well. It's all about her skills and ability, not about how she looks	357 36%	207 43%C	150 29%	54 43%HI	71 38%HI	93 42%HI	62 36%I	29 26%	40 25%	74 38%	86 37%	120 34%	77 36%	274 37%	84 33%	295 36%	38 33%	23 32%
Don't know/Not sure	47 5%	31 6%C	16 3%	3 2%	8 4%	10 5%	6 4%	4 3%	16 10%DEG H	12 6%	6 3%	19 5%	11 5%	35 5%	12 5%	43 5%	3 3%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q  
\* small base

APRIL 19, 2001  
 WOMEN'S APPEARANCE ON THE JOB

Question L6

Statement which best describes what think about a woman's appearance at work and her confidence in her ability to perform her job well

	Household Income						H.H. Size			Children In H.H.				Education				
	Total	LT	LT	LT	LT	Or	Dual Income	-----			-----							
		\$15K	\$25K	\$35K	\$50K	More		1	2	3 Or More	None	Total	Under 12-	12-	17-	HS Incom- plete	HS Grad	Coll Incom- plete
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Total	1016	98	98	145	156	309	386	196	341	475	642	368	274	167	96	301	240	345
Weighted Total	1000	98*	100*	142	153	298	372	195	334	466	635	359	272	161	93*	300	239	334
Feeling that she makes a good appearance is essential for women when it comes to being able to do their job well -- she has to think about how she presents herself as part of being able to do a good job	254 25%	28 28%	29 29%	35 25%	39 26%	64 22%	91 24%	57 29%	89 27%	105 22%	164 26%	87 24%	64 24%	41 26%	25 27%	77 25%	65 27%	83 25%
Making a good appearance is a factor, but not essential for a woman. A woman should do her best, but should not think that she can't do a good job unless she puts a lot of time and effort into her appearance	341 34%	34 34%	32 32%	49 34%	46 30%	116 39%	124 33%	56 29%	123 37%	162 35%	214 34%	124 35%	99 36%	56 35%	25 27%	94 31%	81 34%	129 39%
How she looks at a job has nothing to do with whether or not she can do the job well. It's all about her skills and ability, not about how she looks	357 36%	33 33%	33 33%	54 38%	61 40%	107 36%	143 38%	68 35%	111 33%	178 38%	223 35%	134 37%	99 36%	55 34%	32 34%	120 40%	83 35%	109 33%
Don't know/Not sure	47 5%	4 4%	6 6%	5 3%	7 4%	11 4%	14 4%	14 7%	12 3%	21 5%	34 5%	14 4%	11 4%	9 6%	11 12%	10 PQR 3%	10 4%	13 4%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R  
 \* small base

APRIL 19, 2001  
WOMEN'S APPEARANCE ON THE JOB

Question L7

Think that a woman's appearance at her job is likely to affect whether she is... - Aided

	Sex			Age						Region					Race			His-panic (R)
	Total (A)	Male (B)	Fe-male (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non-Metro (O)	White (P)	Black (Q)	
Unweighted Total	1016	507	509	109	187	224	208	133	138	197	239	360	220	766	250	808	86	104
Weighted Total	1000	480	520	127*	189	220	173	113	160	195	232	356	217	750	250	826	117*	71
Any (Net)	933 93%	433 90%	501 96%B	121 95%	176 93%	199 91%	164 95%	107 95%	148 93%	183 94%	216 93%	337 95%	198 91%	698 93%	236 94%	765 93%	117 100%P	68 97%
Asked to represent her company at outside meetings	842 84%	379 79%	462 89%B	104 82%	160 85%	179 81%	151 88%	101 90%F	131 82%	164 84%	195 84%	299 84%	184 85%	633 84%	208 83%	698 84%	97 83%	63 89%
Taken seriously	764 76%	326 68%	437 84%B	96 76%	148 78%	158 72%	132 76%	91 80%	124 78%	145 75%	172 74%	289 81%M	157 72%	566 75%	197 79%	622 75%	98 84%	57 80%
Well regarded by colleagues and superiors	745 74%	329 69%	415 80%B	92 73%	140 74%	146 66%	137 79%F	88 78%F	125 78%F	144 74%	178 77%	271 76%	152 70%	545 73%	200 80%N	612 74%	93 79%	55 78%
Asked to participate in meetings with upper management	742 74%	315 66%	426 82%B	91 71%	138 73%	150 68%	135 78%F	91 81%F	122 76%	146 75%	177 76%	261 73%	157 72%	558 74%	183 73%	616 75%	86 74%	55 78%
Given new challenges, responsibilities and opportunities	668 67%	295 62%	373 72%B	76 60%	119 63%	140 64%	116 67%	83 74%D	120 75%DE	132 67%	150 65%	247 69%	140 64%	496 66%	172 69%	546 66%	85 72%	53 76%
Considered for a raise or promotion	643 64%	286 60%	357 69%B	75 60%	102 54%	139 63%	112 65%E	84 74%DE	118 74%DE	126 64%	145 63%	232 65%	140 65%	475 63%	168 67%	532 64%	77 66%	48 68%
Other	2 *	2 *	0 0	0 0	1 1%	1 *	0 0	0 0	0 0	0 0	0 0	2 1%	0 0	1 *	1 *	1 *	1 1%	0 0
None of these	40 4%	26 6%C	13 3%	6 5%	8 4%	14 7%GH	4 2%	2 1%	6 3%	9 5%	12 5%	12 3%	7 3%	30 4%	9 4%	35 4%	0 0	2 3%
Don't know/Not sure	27 3%	21 4%C	7 1%	0 0	5 3%	6 3%	5 3%	4 4%D	6 4%	3 1%	4 2%	7 2%	13 6%JKL	22 3%	5 2%	26 3%	0 0	* *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q  
\* small base

APRIL 19, 2001  
WOMEN'S APPEARANCE ON THE JOB

Question L7

Think that a woman's appearance at her job is likely to affect whether she is... - Aided

	Household Income						H.H. Size			Children In H.H.			Education					
	Total (A)	LT \$15K (B)	LT \$25K (C)	LT \$35K (D)	LT \$50K (E)	Or More (F)	Dual Income H.H. (G)	1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12 (M)	12- 17 (N)	HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)
Unweighted Total	1016	98	98	145	156	309	386	196	341	475	642	368	274	167	96	301	240	345
Weighted Total	1000	98*	100*	142	153	298	372	195	334	466	635	359	272	161	93*	300	239	334
Any (Net)	933 93%	93 95%	95 95%	137 96%	143 94%	282 95%	353 95%	180 92%	310 93%	440 94%	593 93%	335 93%	251 92%	153 95%	82 88%	282 94%	228 95%	313 94%
Asked to represent her company at outside meetings	842 84%	85 86%	86 86%	131 92%E	127 83%	259 87%	325 87%	164 84%	285 85%	389 83%	530 83%	307 85%	227 83%	143 88%	70 75%	243 81%	210 88%	294 88%OP
Taken seriously	764 76%	79 81%	76 76%	114 80%	116 76%	222 74%	287 77%	144 74%	251 75%	365 78%	475 75%	283 79%	215 79%	126 78%	72 77%	223 74%	186 78%	261 78%
Well regarded by colleagues and superiors	745 74%	81 82%	75 75%	107 75%	116 76%	223 75%	279 75%	144 74%	251 75%	346 74%	475 75%	264 74%	198 73%	123 76%	64 69%	221 74%	181 76%	254 76%
Asked to participate in meetings with upper management	742 74%	79 80%	74 74%	111 78%	111 73%	225 75%	284 76%	141 72%	253 76%	344 74%	465 73%	273 76%	204 75%	128 79%	65 70%	227 75%	182 76%	245 73%
Given new challenges, responsibilities and opportunities	668 67%	66 67%	69 69%	97 68%	101 66%	201 67%	249 67%	126 65%	235 70%	303 65%	431 68%	233 65%	176 65%	110 68%	65 70%	198 66%	157 66%	227 68%
Considered for a raise or promotion	643 64%	70 71%	66 66%	94 66%	101 66%	190 64%	242 65%	132 68%	216 65%	292 63%	411 65%	229 64%	169 62%	107 67%	61 65%	192 64%	151 63%	223 67%
Other	2 *	1 1%	0 0	1 1%	0 0	0 0	0 0	1 1%	0 0	1 *	1 *	1 *	1 1%	0 0	1 1%P	0 0	0 0	1 *
None of these	40 4%	3 3%	3 3%	3 2%	6 4%	12 4%	11 3%	8 4%	14 4%	17 4%	23 4%	15 4%	13 5%	5 3%	3 3%	11 4%	6 2%	16 5%
Don't know/Not sure	27 3%	2 2%	2 2%	2 1%	4 3%	4 1%	8 2%	7 4%	10 3%	10 2%	19 3%	9 2%	8 3%	4 2%	8 8%PQR	7 2%	5 2%	6 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R  
\* small base

APRIL 19, 2001  
 WOMEN'S APPEARANCE ON THE JOB

Question L8

Think it takes a lot of money for a woman to have the kind of clothes, hair, and makeup that make a good impression at work

	Sex			Age						Region					Race			Hispanic
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North-east	North-Central	South	West	Metro	Non-Metro	White	Black	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	1016	507	509	109	187	224	208	133	138	197	239	360	220	766	250	808	86	104
Weighted Total	1000	480	520	127*	189	220	173	113	160	195	232	356	217	750	250	826	117*	71
Yes	312 31%	174 36% C	138 27%	44 35% I	64 34% HI	87 39% GH	48 28%	26 23%	36 22%	64 33%	65 28%	108 30%	74 34%	232 31%	79 32%	270 33% Q	25 22%	22 32%
No	654 65%	277 58%	377 72% B	81 64%	118 62%	124 56%	118 69% F	84 74% EF	117 74% EF	122 63%	158 68%	236 66%	137 63%	490 65%	164 66%	526 64%	89 76% P	45 64%
Don't know/Not sure	34 3%	29 6% C	5 1%	1 1%	7 4%	9 4%	6 3%	2 2%	7 4%	9 5%	9 4%	11 3%	6 3%	28 4%	7 3%	30 4%	2 2%	3 4%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q  
 \* small base



APRIL 19, 2001  
WOMEN'S APPEARANCE ON THE JOB

## Question L8

Think it takes a lot of money for a woman to have the kind of clothes, hair, and makeup that make a good impression at work

	Household Income						H.H. Size			Children In H.H.			Education					
	Total (A)	LT	\$15K- LT	\$25K- LT	\$35K- LT	\$50K Or More (F)	Dual Income H.H. (G)	1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12- 12 (M)	17- 17 (N)	HS Incom- plete (O)	HS Grad (P)	Incom- plete (Q)	Coll Grad (R)
			\$15K (B)	\$25K (C)	\$35K (D)	\$50K (E)												
Unweighted Total	1016	98	98	145	156	309	386	196	341	475	642	368	274	167	96	301	240	345
Weighted Total	1000	98*	100*	142	153	298	372	195	334	466	635	359	272	161	93*	300	239	334
Yes	312 31%	42 42% <sup>DF</sup>	30 30%	38 27%	54 35%	92 31%	112 30%	61 31%	89 27%	159 34% <sup>I</sup>	185 29%	124 34%	92 34%	67 42%	36 38% <sup>R</sup>	104 35% <sup>R</sup>	75 31%	90 27%
No	654 65%	55 56%	65 65%	102 72% <sup>B</sup>	94 62%	196 66%	253 68%	125 64%	238 71% <sup>J</sup>	289 62%	429 68%	222 62%	168 62%	91 56%	54 58%	189 63%	156 66%	229 69%
Don't know/Not sure	34 3%	2 2%	5 5%	2 2%	5 3%	11 4%	7 2%	9 5%	7 2%	18 4%	21 3%	14 4%	13 5%	3 2%	3 3%	8 3%	7 3%	15 5%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R  
\* small base