



The **CROWN** Research Study

Creating a **R**espectful and **O**pen **W**orkplace for **N**atural Hair

New Dove study confirms workplace bias against hairstyles impacts Black women's ability to celebrate their natural beauty, and how workplace bias and corporate grooming policies unfairly impact Black women

We Surveyed

- 2000 Women (1000 Black and 1000 White women)
- Ages 25-64 throughout the United States
- Employed full-time
- Currently working in an office or field (sales) setting
- OR** worked in a corporate office in the past 6 months



82%
Black Women
vs.
65%
White Women
were made aware of a formal workplace appearance policy



Black women fear **scrutiny and discrimination** when expressing their natural beauty **in the workplace**



BLACK WOMEN ARE:

1.5x

More likely to be sent home from the workplace because of their hair

83%

More likely to report being judged more harshly on her looks than other women

3.4x

More likely to report black women's natural hair being seen as unprofessional

25%

The same hairstyle on a White woman is rated 25% higher **in job readiness** than when worn by a Black woman



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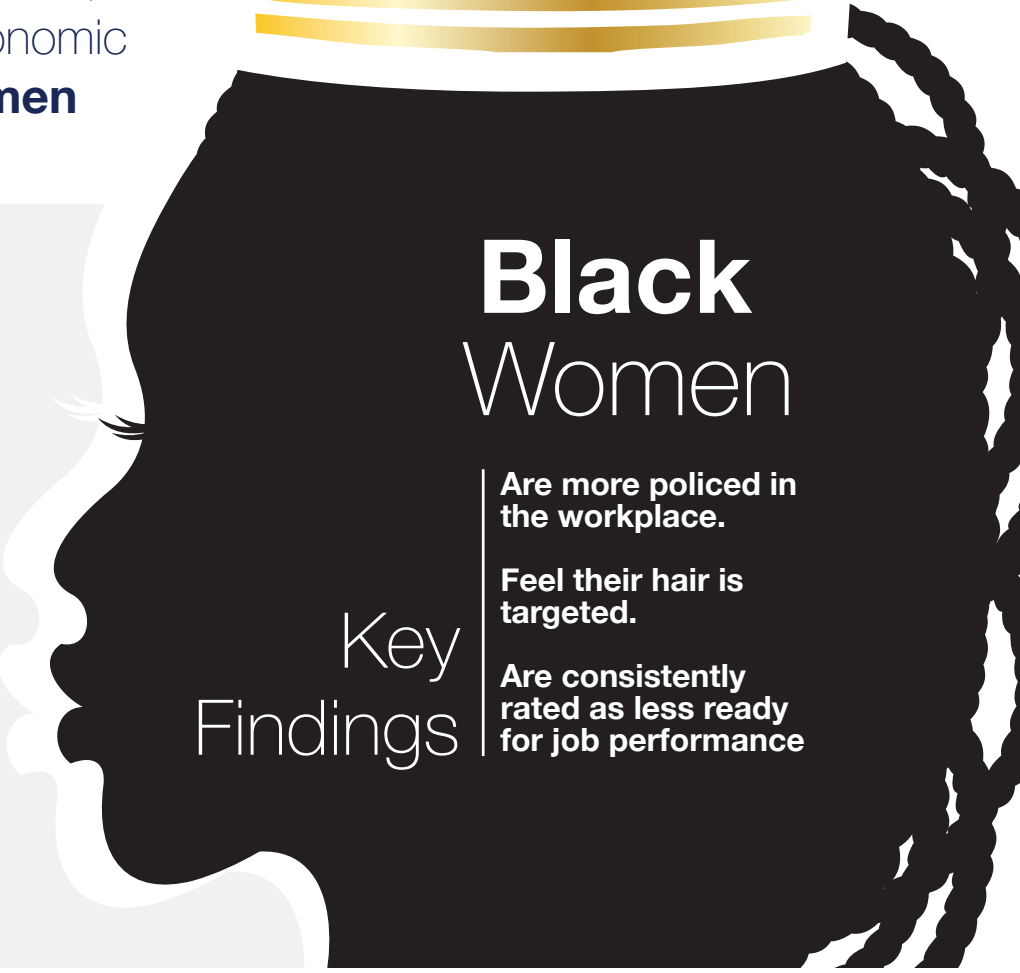
Creating a **R**espectful and **O**pen **W**orkplace for **N**atural Hair

Hair discrimination has real, measurable social and economic **impact** on **Black women**

3x

“I have been **passed over** for advancement at work **because of my race.**”

Black women are 3x more likely than White women to agree with this statement.



Black Women

Are more policed in the workplace.

Feel their hair is targeted.

Are consistently rated as less ready for job performance

Key Findings



80%

“I have to change my hair from its natural state to fit in at the office”

Black women are 80% more likely than White women to agree with this statement.