



The **CROWN** Research Study

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

This groundbreaking 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



30%

Black women are 30% more likely to be made aware of a formal workplace appearance policy

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

80%

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

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



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



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Hair discrimination

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



3.4x

Black women's hair is 3.4x
more likely to be perceived
as unprofessional

Expressing
her **individuality**
is challenged by her
fear of judgement

Key Findings

Black Women

Are more policed
in the workplace

Feel their hair is
targeted

Are consistently
rated as less ready for job
performance