



The **CROWN**  
Research Study

---

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

---

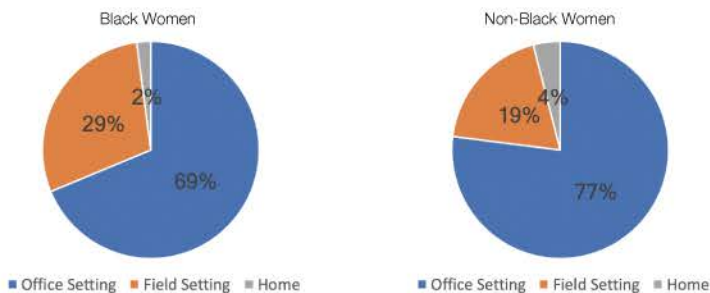


My hair is professional.



Across the country, Black people are disproportionately burdened by policies and practices in public places, including the workplace, that target, profile, or single them out for natural hair styles - referring to the texture of hair that is not permed, dyed, relaxed, or chemically altered. Today, many Black women are choosing to wear their natural hair in its coiled, kinky or tight curly state in the professional workforce.

The CROWN research study was carried out in 2019 to identify the magnitude of racial discrimination experienced by women in the workplace based on their natural hairstyles. A survey of 1,017 Black women and 1,050 non-Black women ages 25-64 was conducted. In order to qualify for the survey, women must have been employed full-time and currently working in an office or sales setting, or worked in a corporate office in the past 6 months. The non-Black sample of women was predominantly White (92%).



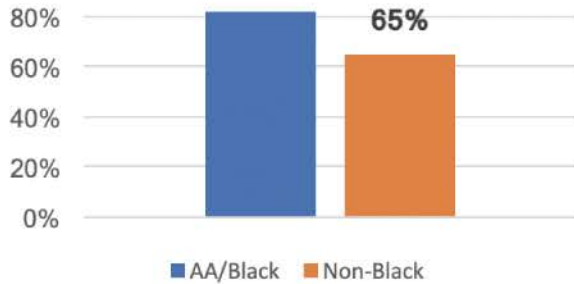
More Black women work in a field (sales) environment compared to non-Black women.

When looking at work environments, researchers found that currently, more Black women (29%) work in a field (sales) environment compared to non-Black women (19%). Furthermore, fewer Black women (69%) work in a corporate setting compared to non-Black women (77%). In all settings and for both Black and non-Black women, the most important career touchpoints for hair appearance are ranked, respectively, as the interview, company meeting/presentation, and the first day of work.

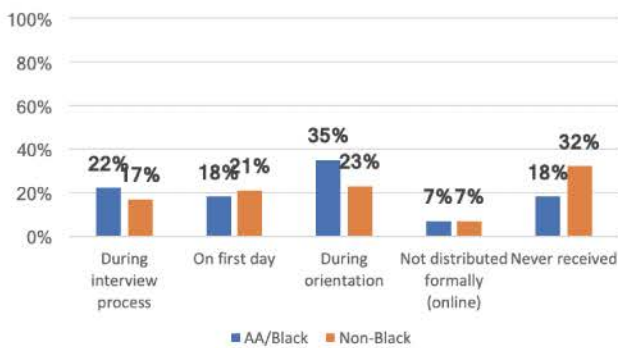
## Black women are made to be more aware of corporate grooming policies than White women

As a key influencer into Black women's perceptions of herself, her performance, and her prospective career trajectory, the survey focused on corporate grooming policies. The survey found that overall, Black women are made to be more aware of corporate grooming policies than White women. From the start of the application process, the presence of hair/appearance policies are given to Black women at significantly higher rates (22%) than non-Black women (17%). During orientation, researchers found that another significantly higher proportion of Black women (35%) compared to non-Black women (23%) received company grooming policies. Conversely, 32% of non-Black women stated they never actually received the corporate grooming policy compared to 18% of Black women.

Received Formal Policy Regarding Appearance



When Policy Received



## Hair is judged differently on Black women.

The data supports the claim that Black women’s hair is more policed in the workplace, thereby contributing to a climate of group control in the company culture and perceived professional barriers. Black women are more likely to have received formal grooming policies in the workplace, and to believe that there is a dissonance from her hair and other race’s hair.

In addition to revealing the additional emphasis placed on corporate grooming policies for Black women, the survey reveals the implications of natural hair-based discrimination on perceived job performance and outlook. When looking at images of hairstyles on Black women and non-Black women, Black women’s hairstyles were consistently rated lower or “less ready” for job performance.



\*Job readiness is calculated by a combination of three attributes at equal weights: Appropriate for Management, Appropriate for non-Management and Qualified for My Position





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.



**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

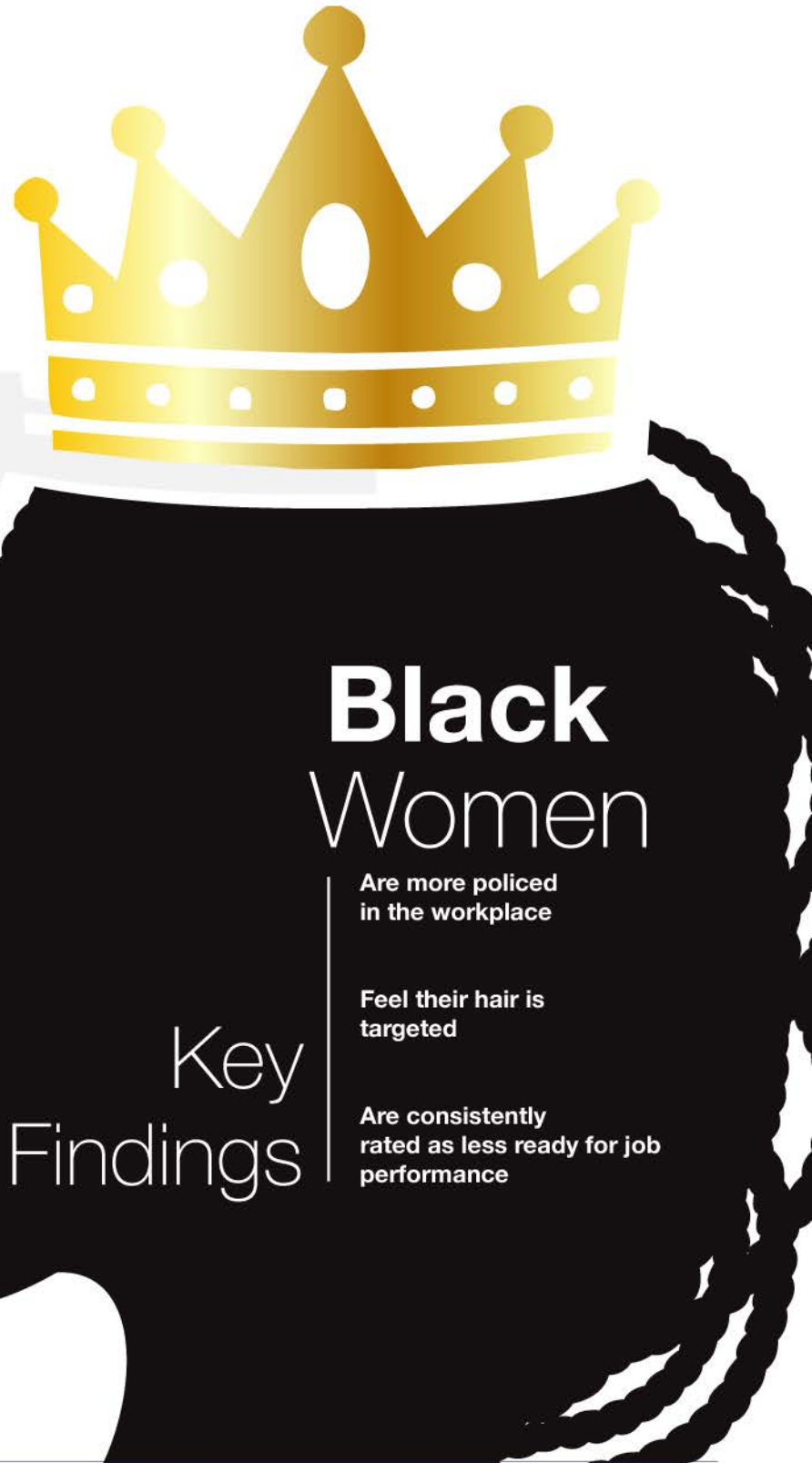


**Hair discrimination**  
has real,  
measurable social  
and economic **impact**  
on **Black women**

**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**



# Black Women

## Key Findings

Are more policed  
in the workplace

Feel their hair is  
targeted

Are consistently  
rated as less ready for job  
performance

# We **Surveyed.**

2000 Women

(1000 Black and 1000 non-Black 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



[TheCROWNAct.com](http://TheCROWNAct.com)

@Dove #TheCROWNAct #CROWNcoalition

For more information, please contact [Marcy@joycollective.com](mailto:Marcy@joycollective.com)