



THE “GOOD HAIR” STUDY

APPENDIX

In 2016, Perception Institute conducted The “Good Hair” Study to examine attitudes toward black women’s hair. Perception created an online survey to gauge explicit attitudes and the first-ever Hair Implicit Association Test (Hair IAT) to measure implicit bias toward textured hair. The study included 4,163 participants, including a national sample of 3,475 men and women and a sample of 688 women from an online natural hair community. Key findings from the study are presented in The “Good Hair” Study Findings Report, available on www.goodhairstudy.com. This Appendix provides additional results.

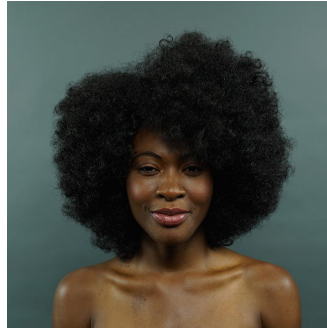
DO WOMEN HAVE EXPLICIT BIAS AGAINST BLACK WOMEN'S TEXTURED HAIR?

502 women in the national sample and 688 women from the natural hair community (“naturalistas”) were shown images of four textured hairstyles (afro, dreads, twist-out, and braids) and four smooth hairstyles (long curls, straight, short curls, and pixie cut). The women were asked to rate each hairstyle on a scale from 1 to 5 in terms of how beautiful, sexy/attractive, and professional they think it is. They were then asked to report how they think the U.S. would rate each hairstyle, using the same scale.

On the following pages, we report the average scores of the women’s personal attitudes and their perception of U.S. attitudes toward each hairstyle. Average scores by race (black and white) overall and within each sample (national and naturalista) are shown. Below the scores, we describe the findings and any statistically significant differences between black and white women and between the national sample and naturalistas (analyses conducted were Independent Sample T-Tests; p values are reported).

Textured Styles

Afro



BLACK WOMEN rate this hairstyle

Beautiful	4.3	National: 3.9 Naturalista: 4.5
Sexy/Attractive	4.1	National: 3.7 Naturalista: 4.3
Professional	3.4	National: 3.1 Naturalista: 3.5

WHITE WOMEN rate this hairstyle

Beautiful	2.6	National: 2.4 Naturalista: 3.0
Sexy/Attractive	2.5	National: 2.3 Naturalista: 2.8
Professional	2.3	National: 2.1 Naturalista: 2.5

BLACK WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	2.9	National: 2.9 Naturalista: 3.0
Sexy/Attractive	2.9	National: 2.8 Naturalista: 2.9
Professional	2.1	National: 2.3 Naturalista: 2.0

WHITE WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	2.5	National: 2.4 Naturalista: 2.6
Sexy/Attractive	2.4	National: 2.4 Naturalista: 2.5
Professional	2.1	National: 2.1 Naturalista: 2.1

Black women rate the afro positively, and they perceive that the U.S. rates it negatively. Their perception of stigma against the afro is substantiated by white women’s low ratings.

- Black women think the afro is significantly more beautiful, sexy/attractive, and professional than white women (p<.001).
- Among black and white women, naturalistas think the afro is significantly more beautiful, sexy/attractive, and professional than women in the national sample (all p<.001).
- White women perceive that the U.S. thinks the afro is less beautiful and sexy/attractive than black women (both p<.001).
- Black and white women perceive the U.S. would rate the afro similarly low on professionalism – black naturalistas perceive an even lower rating than the national sample (p<.01).

Textured Styles

Dreads



BLACK WOMEN rate this hairstyle

Beautiful	3.2	National: 2.8 Naturalista: 3.3
Sexy/Attractive	2.9	National: 2.6 Naturalista: 3.1
Professional	2.7	National: 2.5 Naturalista: 2.8

WHITE WOMEN rate this hairstyle

Beautiful	2.4	National: 2.2 Naturalista: 2.7
Sexy/Attractive	2.3	National: 2.1 Naturalista: 2.6
Professional	2.2	National: 2.0 Naturalista: 2.4

BLACK WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	2.3	National: 2.3 Naturalista: 2.3
Sexy/Attractive	2.2	National: 2.1 Naturalista: 2.2
Professional	1.8	National: 1.9 Naturalista: 1.8

WHITE WOMEN THINK THE U.S. would rate this hairstyle

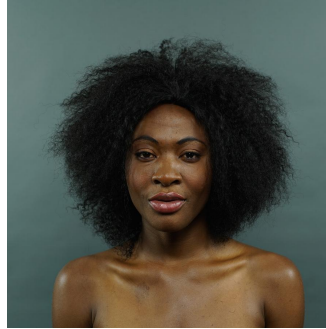
Beautiful	2.4	National: 2.3 Naturalista: 2.5
Sexy/Attractive	2.3	National: 2.2 Naturalista: 2.5
Professional	2.1	National: 2.0 Naturalista: 2.1

Black women rate dreads somewhat positively, and they perceive that the U.S. rates them negatively. Their perception of stigma is similar to white women’s low ratings.

- Black women think dreads are significantly more beautiful, sexy/attractive, and professional than white women (all $p < .001$).
- Among black and white women, naturalistas think dreads are significantly more beautiful, sexy/attractive, and professional than women in the national sample (all $p < .001$).
- Compared to white women, Black women perceive that the U.S. thinks dreads are significantly less professional than white women ($p = .001$).
- White women in the national sample perceive that the U.S. thinks dreads are significantly less beautiful and sexy/attractive than white naturalistas ($p < .05$ and $p < .01$, respectively).

Textured Styles

Twist-out



BLACK WOMEN rate this hairstyle

Beautiful	3.2	National: 2.9 Naturalista: 3.4
Sexy/Attractive	3.1	National: 2.8 Naturalista: 3.2
Professional	2.6	National: 2.5 Naturalista: 2.7

WHITE WOMEN rate this hairstyle

Beautiful	2.2	National: 2.0 Naturalista: 2.5
Sexy/Attractive	2.2	National: 2.0 Naturalista: 2.4
Professional	1.9	National: 1.8 Naturalista: 2.0

BLACK WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	2.3	National: 2.3 Naturalista: 2.2
Sexy/Attractive	2.2	National: 2.3 Naturalista: 2.2
Professional	1.8	National: 1.9 Naturalista: 1.8

WHITE WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	2.1	National: 2.0 Naturalista: 2.2
Sexy/Attractive	2.1	National: 2.0 Naturalista: 2.2
Professional	1.8	National: 1.8 Naturalista: 1.8

Black women rate the twist-out somewhat positively, and they perceive that the U.S. rates it negatively. Their perception of stigma is similar to white women's low ratings.

- Black women think the twist-out is significantly more beautiful, sexy/attractive, and professional than white women (all $p < .001$).
- Among black and white women, naturalistas think the twist-out is significantly more beautiful and sexy/attractive than women in the national sample (both $p < .001$).
- White naturalistas think the twist-out is significantly more professionalism than white women in the national sample ($p < .01$).
- White women perceive that the U.S. thinks the twist-out is significantly less beautiful and sexy/attractive than black women (both $p < .05$).
- Among white women, naturalistas perceive that the U.S. thinks the twist-out is significantly more beautiful than the national sample ($p < .05$).

Textured Styles

Braids



BLACK WOMEN rate this hairstyle

Beautiful	3.7	National: 3.7 Naturalista: 3.7
Sexy/Attractive	3.4	National: 3.4 Naturalista: 3.4
Professional	3.5	National: 3.4 Naturalista: 3.6

WHITE WOMEN rate this hairstyle

Beautiful	3.3	National: 3.1 Naturalista: 3.5
Sexy/Attractive	3.1	National: 2.9 Naturalista: 3.2
Professional	3.2	National: 3.0 Naturalista: 3.4

BLACK WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	3.0	National: 3.1 Naturalista: 2.9
Sexy/Attractive	2.9	National: 2.9 Naturalista: 2.8
Professional	2.7	National: 2.8 Naturalista: 2.6

WHITE WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	3.2	National: 3.1 Naturalista: 3.2
Sexy/Attractive	3.1	National: 3.0 Naturalista: 3.1
Professional	3.0	National: 3.0 Naturalista: 3.0

Black women rate braids positively, and they perceive that the U.S. rates them less positively. White women rate braids somewhat positively, similar to their perception of U.S ratings. Among black women, naturalistas and the national sample do not differ in their ratings, or their perception of U.S. ratings, of braids.

- Black women think braids are significantly more beautiful, sexy/attractive, and professional than white women (all $p < .001$).
- Among white women, naturalistas think braids are significantly more beautiful, sexy/attractive, and professional than the national sample (all $p < .01$).
- Black women perceive that the U.S. thinks braids are significantly more beautiful, sexy/attractive, and professional than white women ($p = .01$, $p = .001$, and $p < .001$, respectively).

Smooth Styles

Long Curls



BLACK WOMEN rate this hairstyle

Beautiful	3.7	National: 3.8 Naturalista: 3.6
Sexy/Attractive	3.7	National: 3.8 Naturalista: 3.6
Professional	4.0	National: 4.1 Naturalista: 4.0

WHITE WOMEN rate this hairstyle

Beautiful	4.2	National: 4.1 Naturalista: 4.3
Sexy/Attractive	4.1	National: 4.0 Naturalista: 4.1
Professional	4.1	National: 4.0 Naturalista: 4.2

BLACK WOMEN THINK THE U.S.
would rate this hairstyle

Beautiful	4.5	National: 4.3 Naturalista: 4.5
Sexy/Attractive	4.4	National: 4.3 Naturalista: 4.5
Professional	4.4	National: 4.2 Naturalista: 4.5

WHITE WOMEN THINK THE U.S.
would rate this hairstyle

Beautiful	4.3	National: 4.2 Naturalista: 4.4
Sexy/Attractive	4.3	National: 4.2 Naturalista: 4.4
Professional	4.2	National: 4.1 Naturalista: 4.2

White women rate the long curls very positively. Black and white women perceive that the U.S. rates them very positively.

- White women think long curls are significantly more beautiful and sexy/attractive than black women (both $p < .001$).
- Among black women, women in the national sample think long curls are significantly more beautiful than naturalistas ($p < .05$).
- White women perceive that the U.S. thinks long curls are significantly more beautiful, sexy/attractive, and professional than black women (all $p < .001$).
- Among black women, the national sample perceives that the U.S. thinks long curls are significantly more beautiful, sexy/attractive, and professional than naturalistas (all $p < .01$).
- Among white women, women in the national sample perceive that the U.S. thinks long curls are significantly more beautiful and sexy/attractive than naturalistas ($p = .001$ and $p < .001$).

Smooth Styles

Straight



BLACK WOMEN rate this hairstyle

Beautiful	3.0	National: 3.2 Naturalista: 2.9
Sexy/Attractive	2.9	National: 3.1 Naturalista: 2.9
Professional	3.6	National: 3.5 Naturalista: 3.7

WHITE WOMEN rate this hairstyle

Beautiful	3.5	National: 3.5 Naturalista: 3.5
Sexy/Attractive	3.4	National: 3.4 Naturalista: 3.4
Professional	3.6	National: 3.4 Naturalista: 3.7

BLACK WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	4.1	National: 3.9 Naturalista: 4.3
Sexy/Attractive	4.1	National: 3.9 Naturalista: 4.3
Professional	4.2	National: 3.9 Naturalista: 4.3

WHITE WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	3.8	National: 3.6 Naturalista: 3.9
Sexy/Attractive	3.7	National: 3.6 Naturalista: 3.9
Professional	3.7	National: 3.5 Naturalista: 3.8

Black and white women rate straight hair similarly high on professionalism. White women rate straight hair somewhat positively, and perceive that the U.S. rates it positively as well. Black women perceive that the U.S. rates straight hair very positively.

- White women think straight hair is significantly more beautiful and sexy/attractive than black women ($p < .001$).
- Among black women, women in the national sample think straight hair is significantly more beautiful than naturalistas ($p = .01$).
- Among white women, naturalistas think straight hair is significantly more professional than women in the national sample ($p < .05$).
- Black women perceive that the U.S. thinks straight hair is significantly more beautiful and sexy/attractive than white women (both $p < .001$).
- Among both black and white women, naturalistas perceive that the U.S. thinks straight hair is significantly more beautiful, sexy/attractive, and professional than the national sample (all $p < .01$).

Smooth Styles

Short Curls



BLACK WOMEN rate this hairstyle

Beautiful	3.5	National: 3.5 Naturalista: 3.4
Sexy/Attractive	3.4	National: 3.4 Naturalista: 3.4
Professional	3.7	National: 3.6 Naturalista: 3.8

WHITE WOMEN rate this hairstyle

Beautiful	3.3	National: 3.1 Naturalista: 3.6
Sexy/Attractive	3.3	National: 3.1 Naturalista: 3.6
Professional	3.3	National: 3.1 Naturalista: 3.5

BLACK WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	3.9	National: 3.8 Naturalista: 4.0
Sexy/Attractive	3.9	National: 3.7 Naturalista: 4.0
Professional	3.9	National: 3.7 Naturalista: 4.0

WHITE WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	3.4	National: 3.2 Naturalista: 3.5
Sexy/Attractive	3.3	National: 3.2 Naturalista: 3.5
Professional	3.3	National: 3.1 Naturalista: 3.4

While black and white women similarly rate short curls as somewhat beautiful and sexy/attractive, black women rate them as more professional. Black women perceive that the U.S. rates short curls positively, while white women’s perceptions are similar to their personal ratings.

- Black women think short curls are significantly more professional than white women ($p < .001$).
- Among white women, naturalistas think short curls are significantly more beautiful, sexy/attractive, and professional than women in the national sample (all $p < .001$).
- Black women perceive that the U.S. thinks short curls are significantly more beautiful, sexy/attractive, and professional than white women (all $p < .001$).
- Among black and white women, naturalistas perceive that the U.S. thinks short curls are significantly more beautiful, sexy/attractive, and professional than women in the national sample (all $p < .001$).

Smooth Styles

Pixie



BLACK WOMEN rate this hairstyle

Beautiful	3.7	National: 3.8 Naturalista: 3.7
Sexy/Attractive	3.6	National: 3.8 Naturalista: 3.6
Professional	4.4	National: 4.4 Naturalista: 4.4

WHITE WOMEN rate this hairstyle

Beautiful	3.8	National: 3.8 Naturalista: 3.7
Sexy/Attractive	3.6	National: 3.7 Naturalista: 3.5
Professional	4.3	National: 4.3 Naturalista: 4.4

BLACK WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	3.9	National: 4.0 Naturalista: 3.9
Sexy/Attractive	3.9	National: 4.0 Naturalista: 3.8
Professional	4.4	National: 4.3 Naturalista: 4.4

WHITE WOMEN THINK THE U.S. would rate this hairstyle

Beautiful	3.8	National: 3.8 Naturalista: 3.7
Sexy/Attractive	3.6	National: 3.7 Naturalista: 3.6
Professional	4.3	National: 4.2 Naturalista: 4.4

Overall, black and white women do not differ in their ratings of the pixie cut. Women rate the pixie cut high on professionalism, and they perceive that the U.S. rates the pixie cut similarly high on professionalism.

- Among black women, women in the national sample think the pixie cut is significantly more beautiful and sexy/attractive than naturalistas (both $p < .05$).
- Black women perceive that the U.S. thinks the pixie cut is significantly more beautiful and sexy/attractive than white women (both $p < .001$).
- Among black women, the national sample perceives that the U.S. thinks the pixie cut is significantly more sexy/attractive than naturalistas ($p < .06$).
- Among white women, there are no significant differences between the national sample and naturalistas in their personal attitudes or perceived attitudes toward the pixie cut.

MILLENNIAL NATURALISTAS

With the growing presence and embrace of natural hair in recent years, we examined attitudes among millennials (women under age 30) compared to older women. We found that millennials have more positive implicit and explicit attitudes toward textured hair than older women.

We also examined the explicit attitudes of “millennial naturalistas” – black women in the natural hair community who are under age 30. Their explicit attitudes toward the natural hairstyles are significantly more positive than all other women, even other black women in the natural hair community. Millennial naturalistas’ average explicit attitudes are below; these can be compared to the average scores presented on pages 2-7 of this Appendix.

	Afro	Dreads	Twist-Out	Braids	Long Curls	Straight	Short Curls	Pixie Cut
Beautiful	4.6	3.4	3.4	4.6	3.8	3.2	3.6	3.6
Sexy/Attractive	4.3	3.0	3.1	4.3	3.8	3.1	3.5	3.5
Professional	3.4	2.9	2.7	3.4	4.2	4.0	3.8	4.4

WHAT IS "GOOD HAIR"?

We asked women to tell us what “good hair” means to them. Overall, women described “good hair” as hair that is manageable and is healthy. The emphasis was on the texture of the hair: women describe “good hair” as straight, smooth, silky, and soft, not frizzy or “kinky.” They emphasize that this is hair someone has naturally – “no chemicals needed.” Some women link good hair to whiteness, explaining that the “good hair” standard is based on the type of hair that white women have, and is often hair that biracial women have. Here is a sample of responses:

“Straight, silky, soft hair.”

“Straight hair. Not kinky or nappy.”

“When I hear the term ‘good hair,’ I instantly think of racism, because people think that ‘good hair’ or ‘nice hair’ means women with straight hair or women with hair flowing down your back. You don’t see women with afros or braids as ‘good hair.’”

“It means that a black person has hair that is easy to comb and style. The texture is naturally smooth and sometimes has a loose curl pattern. Easy to manage, maintain and style. Does not need a chemical or pressing to style.”

“‘Good hair’ to me means that it’s healthy, moisturized, and strong. ‘Good hair’ to everyone else means that it’s straight or has very neat and defined curls/coils.”

“Hair that people, primarily black women, get just to fit into society because of social norms and stuff being stressed on them.”

“People are born with it. It does not need to be chemically straightened.”

“Looks good with minimal effort.”

“To me, it means healthy and well cared for hair, but traditionally it means a black person with ‘white’ textured hair.”

“Personally, I think afro textured hair is ‘good hair,’ but a lot of people would believe straight and silky hair to be ‘good hair.’”

“Hair that is acceptable to the majority of society. Smooth and silky to touch.”

“Manageable hair. Soft. Most of my people will say kinky hair is not ‘good hair,’ so any hair that is not kinky is considered ‘good hair.’”

“It looks and feels like white people’s hair—easy to comb, not nappy or kinky.”

“Thick hair with a defined curl pattern that is easily manageable, healthy, grows really long, and quite thick.”

“The term ‘good hair,’ to me, means that it has body, shine, and bounce. Not dried, or chemically altered.”

“The flawless, shiny, straight, flowing-in-the-wind hair that you see in media all the time.”

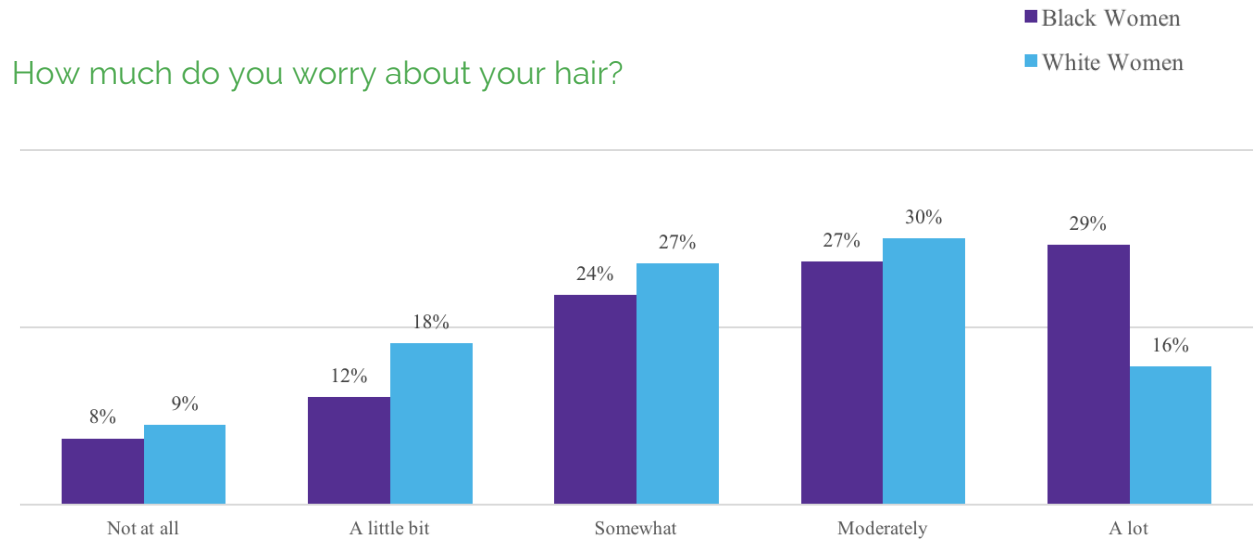
“I hate the term, so I refuse to answer this question.”

“It means loving the hair you were born with. And not letting other try to change it.”

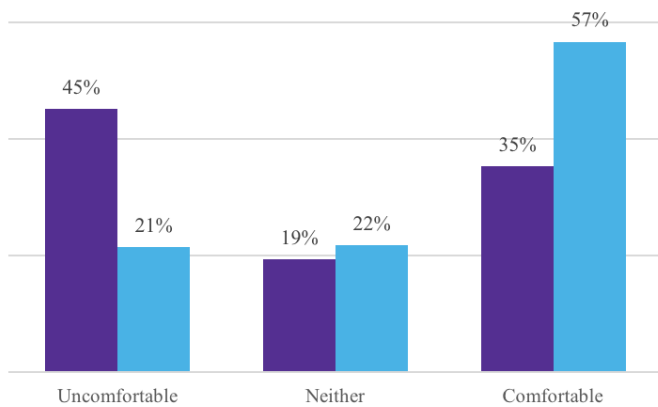
“My hair.”

HAIR ANXIETY

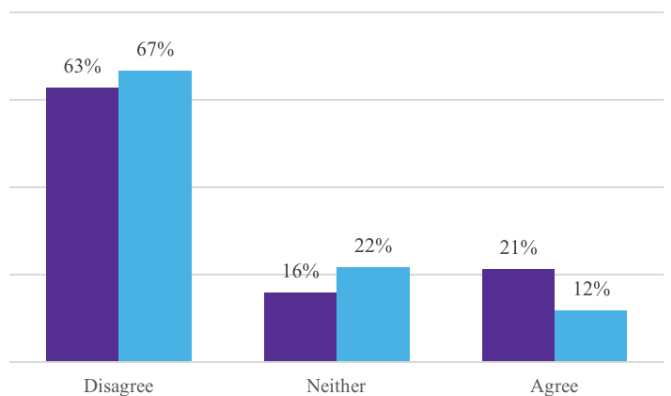
As part of the “Good Hair” Survey, we asked 502 women from the national sample and 688 women from the natural hair community a series of questions regarding concerns, experiences, and pressures related to their own hair. We compared black and white women’s responses.



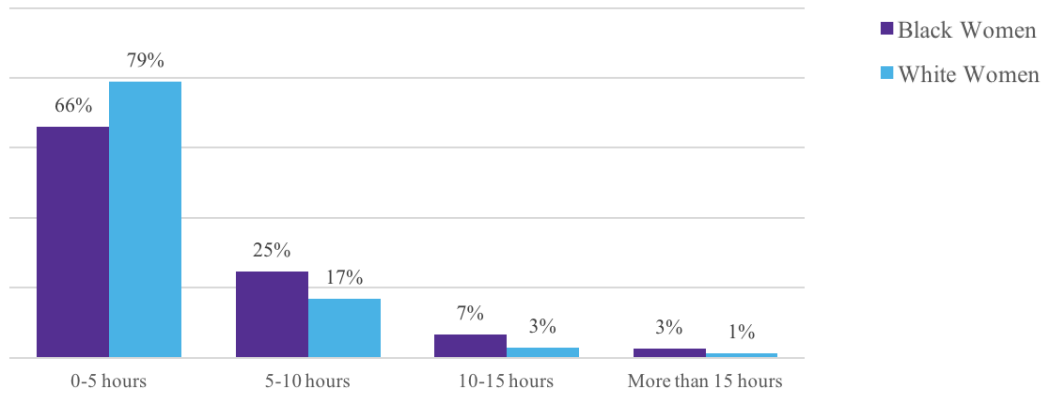
How comfortable are you with someone touching your hair?



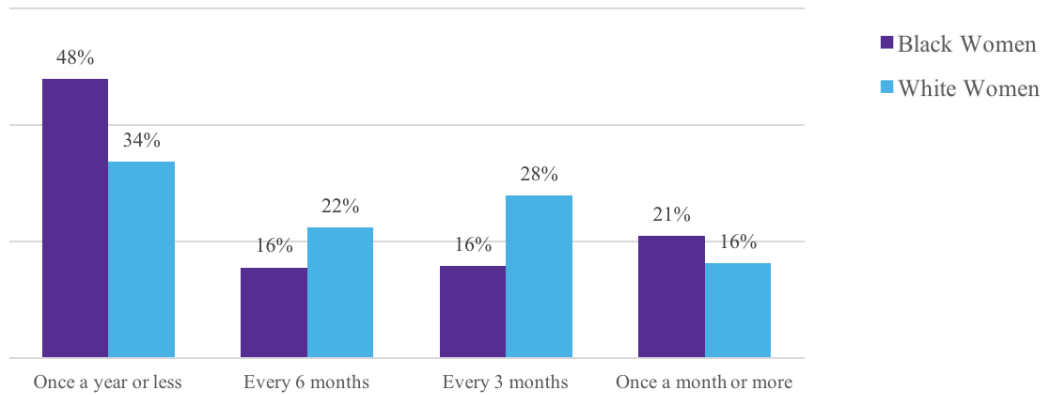
I feel social pressure to straighten my hair or to keep my hair straightened at work.



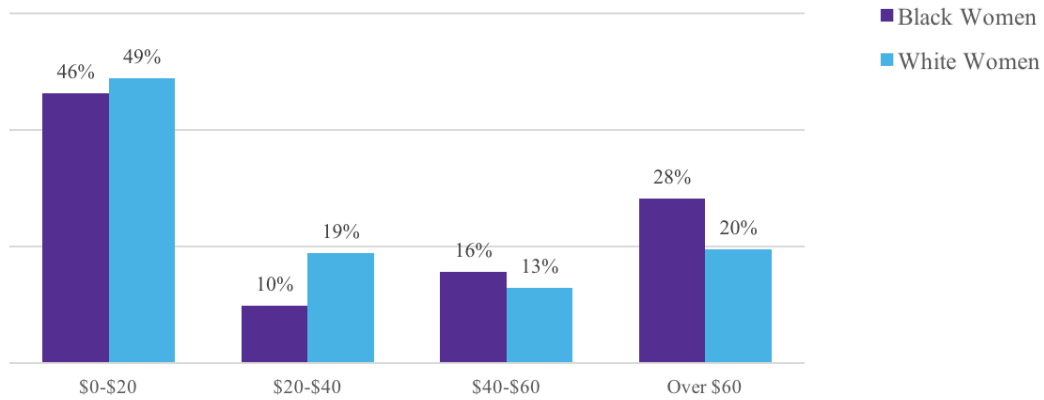
In an average week, how much time do you spend doing your hair?



How often do you have professional styling appointments for your hair?



In an average month, how much do you spend on hair products?



IMPLICIT BIAS

For The “Good Hair” Study, Perception Institute designed the Hair IAT, the first Implicit Association Test (IAT) to assess implicit attitudes toward black women’s hair. 4,163 participants completed the Hair IAT, in which they were asked to associate images of textured and smooth hairstyles with pleasant and unpleasant words. A faster association between smooth hairstyles and pleasant words, or textured hairstyles and unpleasant words, indicates implicit bias against textured hair.

Implicit Bias Results – All Participants, by sample, race, and gender

Hair IAT results from all participants are presented by subgroup (race/gender within each sample) below. The results are presented in three forms: the average IAT score for each subgroup, the scientific interpretation of the average score, and the breakdown of the percentage of people within the subgroup who hold each level of bias, from slight pro-texture to strong pro-smooth.

The IAT produces a “d score.” The interpretation of the IAT score uses conventional cut-offs: “strong” (>0.65), “moderate” (0.35-0.64), “slight” (0.15-0.34), and “neutral” (0-0.14) (Greenwald, Nosek & Banaji, 2003).

		NATIONAL SAMPLE				NATURAL HAIR COMMUNITY	
		BLACK MEN	WHITE MEN	BLACK WOMEN	WHITE WOMEN	BLACK WOMEN	WHITE WOMEN
LEVEL OF IMPLICIT BIAS	IAT Score (average d score)	-0.31	-0.49	-0.39	-0.60	-0.08	-0.49
	Interpretation of IAT Score	Slight-to-Moderate pro-smooth	Moderate pro-smooth	Moderate pro-smooth	Moderate-to-Strong pro-smooth	Neutral	Moderate pro-smooth
	% Slight pro-texture	18%	5%	13%	3%	33%	5%
	% Neutral	18%	13%	17%	4%	22%	12%
	% Slight pro-smooth	17%	13%	14%	13%	17%	20%
	% Moderate pro-smooth	20%	33%	22%	37%	14%	24%
% Strong pro-smooth	28%	36%	34%	44%	14%	39%	

Implicit Bias Results – Women, by race, sample, and personal hairstyle

Hair IAT results among women only are presented below. This table shows IAT results based on the current hairstyle that each woman currently wears, whether textured or smooth. The results are presented in two forms: the average IAT score for each subgroup and the scientific interpretation of the average score.

The IAT produces a “d score.” The interpretation of the IAT score uses conventional cut-offs: “strong” (>0.65), “moderate” (0.35-0.64), “slight” (0.15-0.34), and “neutral” (0-0.14) (Greenwald, Nosek & Banaji, 2003).

Race	Black Women				White Women			
Sample	National Sample		Natural Hair Community		National Sample		Natural Hair Community	
Hairstyle	Textured	Smooth	Textured	Smooth	Textured	Smooth	Textured	Smooth
IAT Score (average d score)	-0.25	-0.55	-0.03	-0.28	-0.62	-0.61	-0.44	-0.52
Interpretation of IAT Score	Slight	Moderate	Neutral	Slight	Moderate-to-Strong	Moderate-to-Strong	Moderate	Moderate

Visit www.goodhairstudy.com for more details of The “Good Hair” Study, to read the key findings report, and to take the Hair IAT.