

Ipsos *Global @dvisory*

**EMPLOYEES IN 24
COUNTRIES SAY WHAT
ATTIRE IS PROPER—AND
WHAT'S NOT—IN THE
WORKPLACE...**



REUTERS

**ARE CASUAL WORKERS
SLACKERS, NEVER DESTINED
FOR MANAGEMENT?**

**SO, AT THAT EMPLOYEE
PICNIC OR DAY AT THE
BEACH, WHAT WOULD YOU
DARE TO WEAR?**



Summary of Findings

What Are Workers Wearing in the Workplace? What's the Norm? What's Acceptable or Not? For this Reuters/Ipsos News Poll we interviewed Employees in 24 Countries and got the Wherewithal on the Wear...

Employees In 24 Countries Were Asked About Workplace Wear...

- One quarter (26%) of workers wear a type of uniform on the job... one third (34%) of workers wear business/smart dress on the job... and four in ten (40%) workers wear casual attire on the job...
- Four in ten workers (38%) have an employer that has a day or time specifically set aside for casual wear during the working hours that normally would be otherwise...
- 45% of workers think someone wearing casual work clothes is more productive in their job than someone wearing a more prescribed workplace or business attire... but 55% of workers believe someone wearing a more prescribed workplace or business attire is more productive in their job than someone wearing casual work clothes...
- Only one quarter (24%) of workers say it's appropriate to wear shorts to work...
- One in five (21%) workers says it's appropriate to wear thong sandals (flip-flops) to work...
- Only four in ten (37%) workers say casual workers in their workplace will never make it into senior management...
- Only one in five (20%) employees think casual dressers in their workplace are "slackers"...

A majority (55%) of workers believe that wearing a more prescribed workplace or business attire makes people more productive...

- A majority (56%) say a Speedo/Bikini bathing suit are appropriate wear at an employee beach/picnic function...
- Two thirds (66%) of workers say senior managers that run an organization should always be more dressed up than their employees...

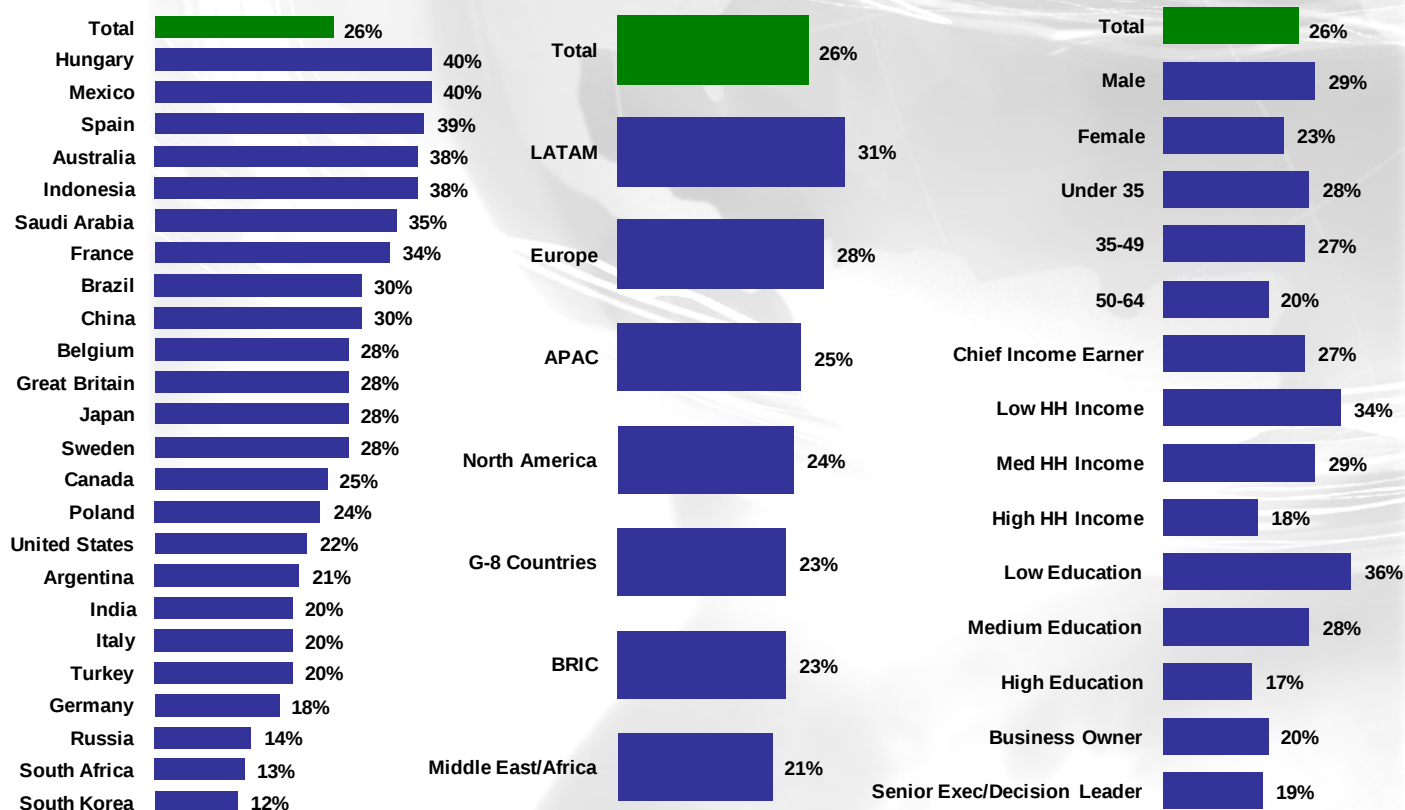
But then again, a majority (56%) of workers believe that wearing a Speedo or bikini is appropriate at an employee beach or picnic function...

For this survey, an international sample of employed adults aged 18-64 in the U.S. and Canada, and aged 16-64 in all other countries, were interviewed. The unweighted base of employed adults was 12,691 and the weighted base was 8,090. The 24 countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

WEARING A UNIFORM ON THE JOB

One Quarter (26%) of Workers Wear a "Type of Uniform"...

% Total Wear a Type of Uniform

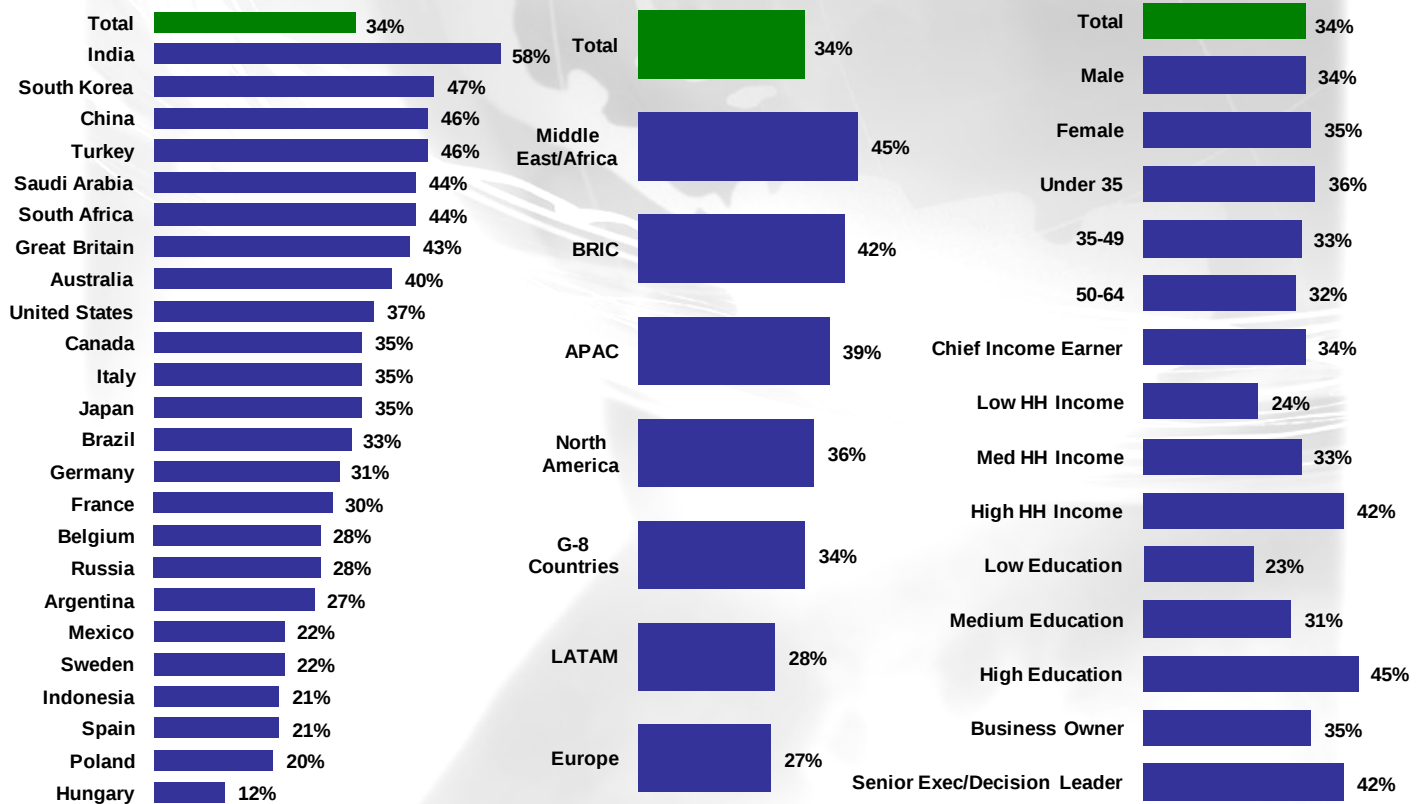


Some workplaces have rules about what their employees can wear or not wear when they are working. Some employers prescribe uniforms such as for factory workers, police officers, some retail stores and medical staff. Others want their employees to wear business attire or to dress smartly. Still others don't really care what their employees wear and allow them to dress casually. Please indicate what the normal or prescribed dress code for your workplace. Is it normally...wear a type of uniform...

WEARING BUSINESS/SMART DRESS ON THE JOB

One Third (34%) of Workers Wear "Business/Smart Dress"...

% Total Business/Smart Dressing

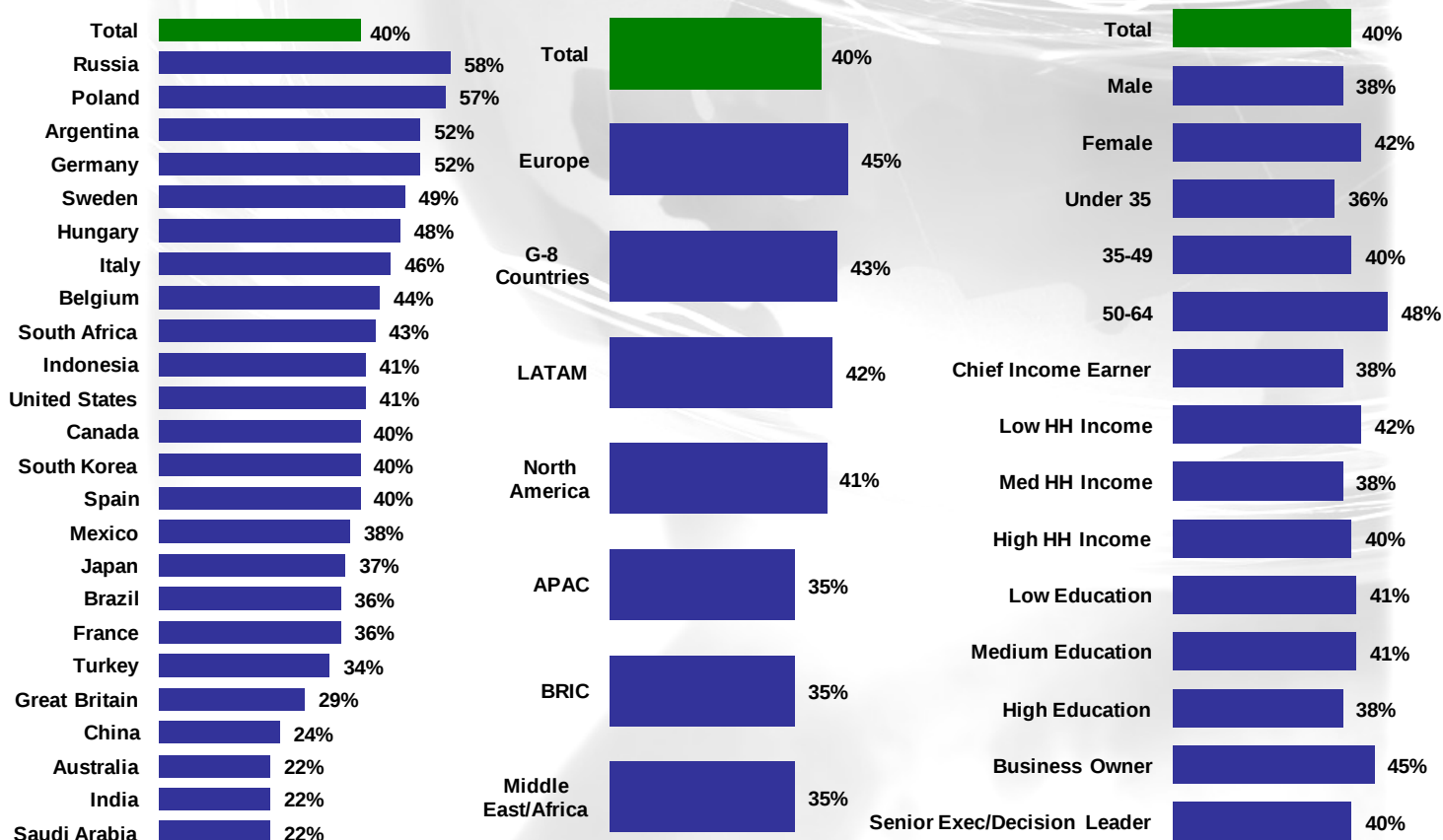


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WEARING CASUAL ATTIRE ON THE JOB

Four in Ten (40%) of Workers Wear "Casual Attire"...

% Total Casual Dress Anytime

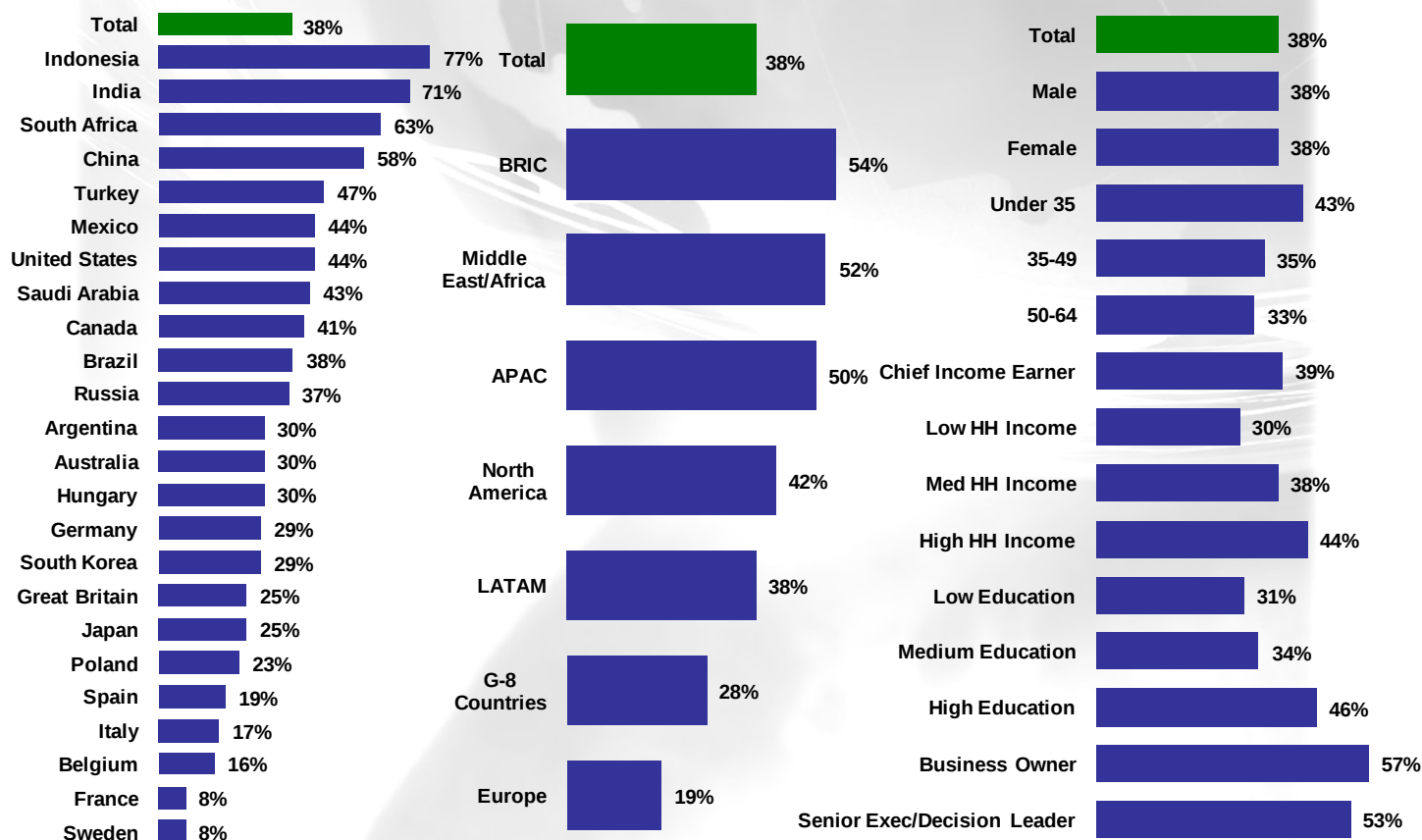


Some workplaces have rules about what their employees can wear or not wear when they are working. Some employers prescribe uniforms such as for factory workers, police officers, some retail stores and medical staff. Others want their employees to wear business attire or to dress smartly. Still others don't really care what their employees wear and allow them to dress casually. Please indicate what the normal or prescribed dress code for your workplace. Is it normally...Casual dress anytime...

EMPLOYERS AND CASUAL WEAR “DESIGNATED” TIME

Four in Ten Workers (38%) Have an Employer That Has A Day Or Time Specifically Set Aside For Casual Wear During The Working Hours That Normally Would Be Otherwise...

% Yes Casual Wear “Designated” Time

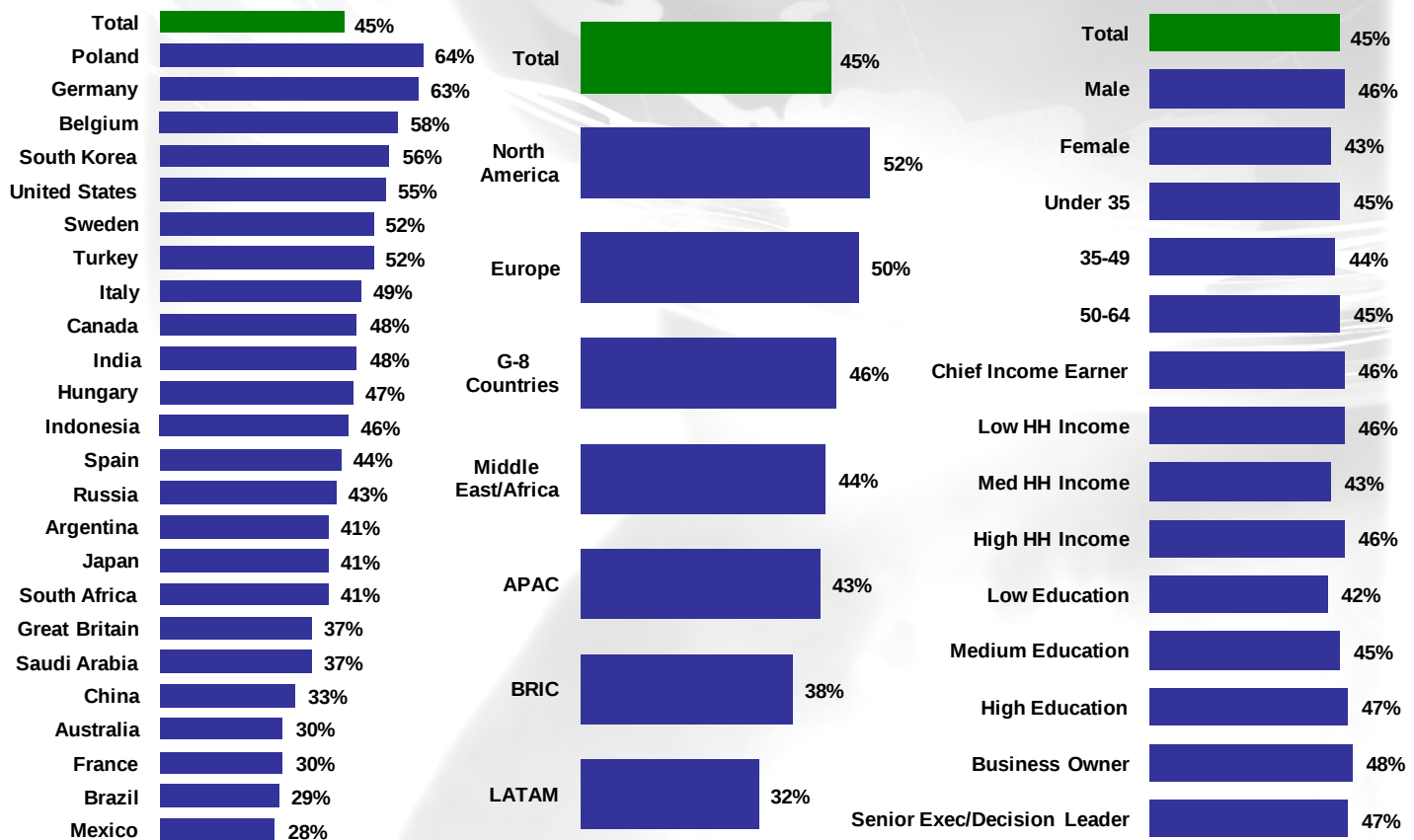


Some workplaces/employers have a specific day or period of time where their employees can wear 'casual' clothing during the workday. For example, some indicate that during the summer months casual clothing can be worn during the working hours on a Friday while still others say their workers can do so for the entire summer. Does your employer have a day or time that it specifically sets aside for casual wear during the working hours that normally would be otherwise?

ARE WORKERS IN “CASUAL” CLOTHES MORE PRODUCTIVE?

45% Of Workers Think Someone Wearing Casual Work Clothes Is More Productive in Their Job Than Someone Wearing A More Prescribed Workplace Or Business Attire...

% Total Agree Casual Clothes More Productive

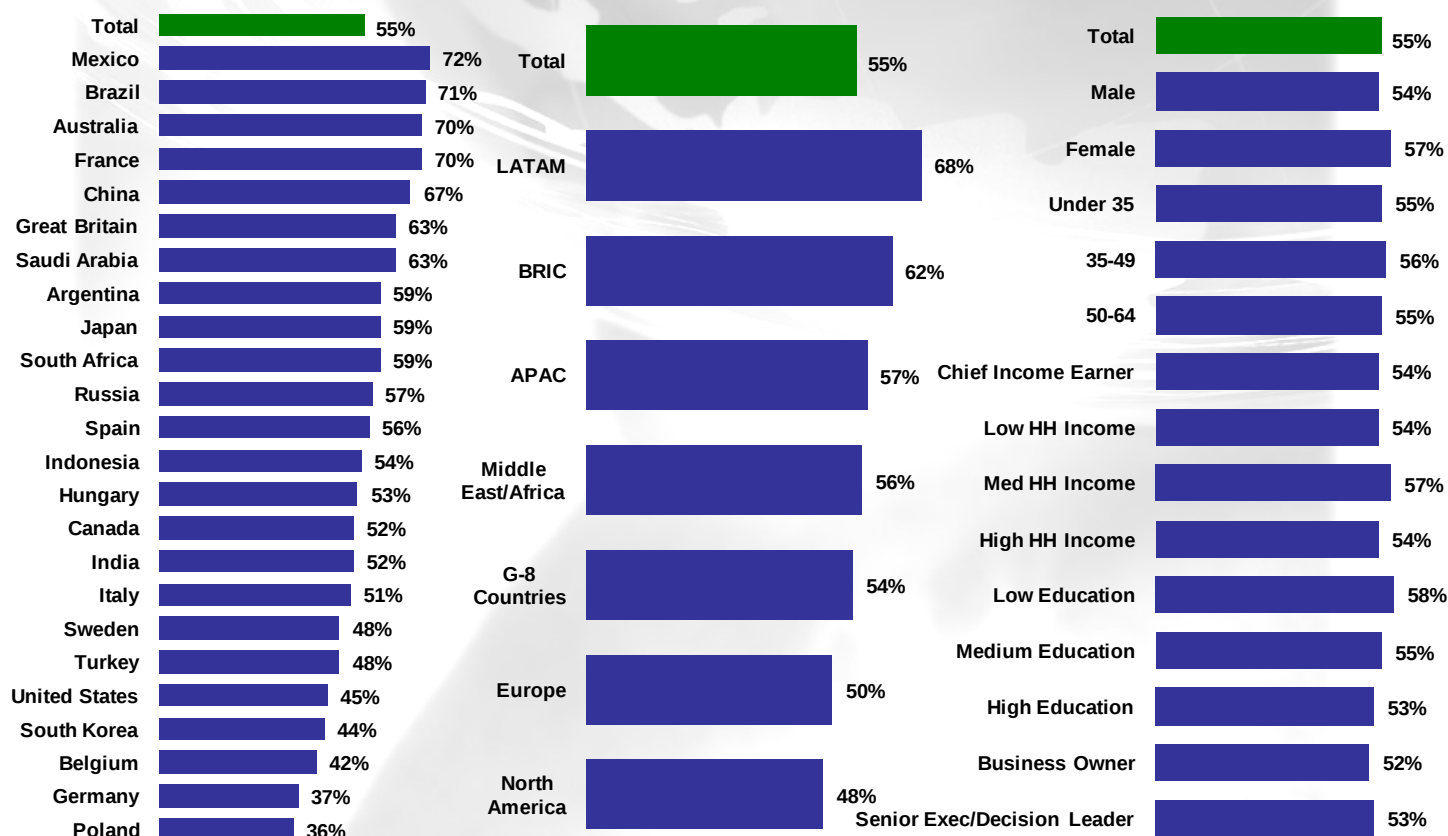


There are some workers who obviously have to wear a special uniform or outfit to work but generally speaking, who do you think is more productive on their job? Someone wearing casual work clothes or someone wearing a more prescribed workplace or business attire?

OR, ARE WORKERS IN “BUSINESS” ATTIRE MORE PRODUCTIVE?

55% of Workers Believe Someone Wearing a More Prescribed Workplace or Business Attire is More Productive in Their Job Than Someone Wearing Casual Work Clothes...

% Total Agree Workplace/Business Attire More Productive

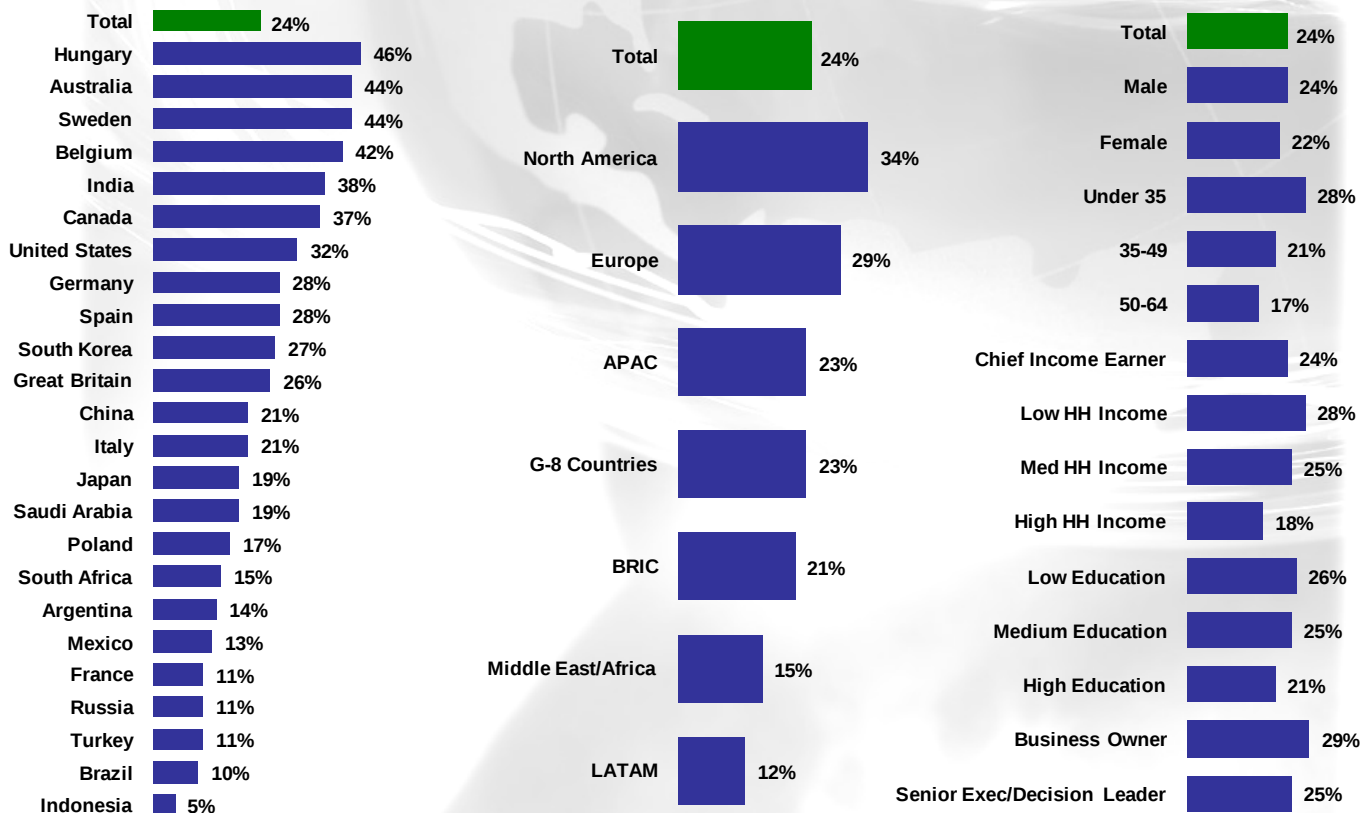


There are some workers who obviously have to wear a special uniform or outfit to work but generally speaking, who do you think is more productive on their job? Someone wearing casual work clothes, or someone wearing a more prescribed workplace or business attire?

IS IT APPROPRIATE TO WEAR SHORTS TO WORK?

Only One Quarter (24%) of Workers Say it's Appropriate to Wear Shorts to Work...

% Total Agree It Is Appropriate To Wear Shorts To Work

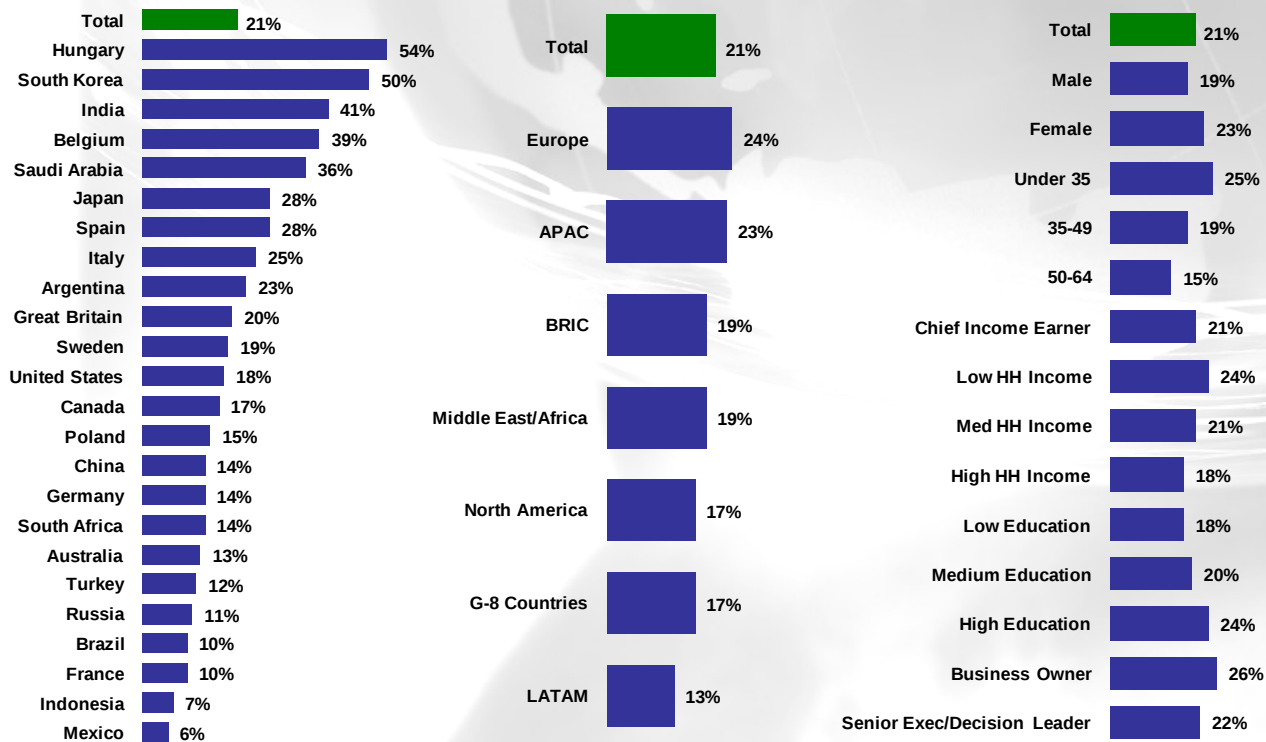


Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much: it is appropriate to wear shorts to work...

IS IT APPROPRIATE TO WEAR THONG SANDALS (FLIP-FLOPS) TO WORK?

One in Five (21%) Workers Say it's Appropriate to Wear Thong Sandals (Flip-flops) to Work...

% Total Agree It Is Appropriate To Wear Thong Sandals (Flip-Flops) To Work

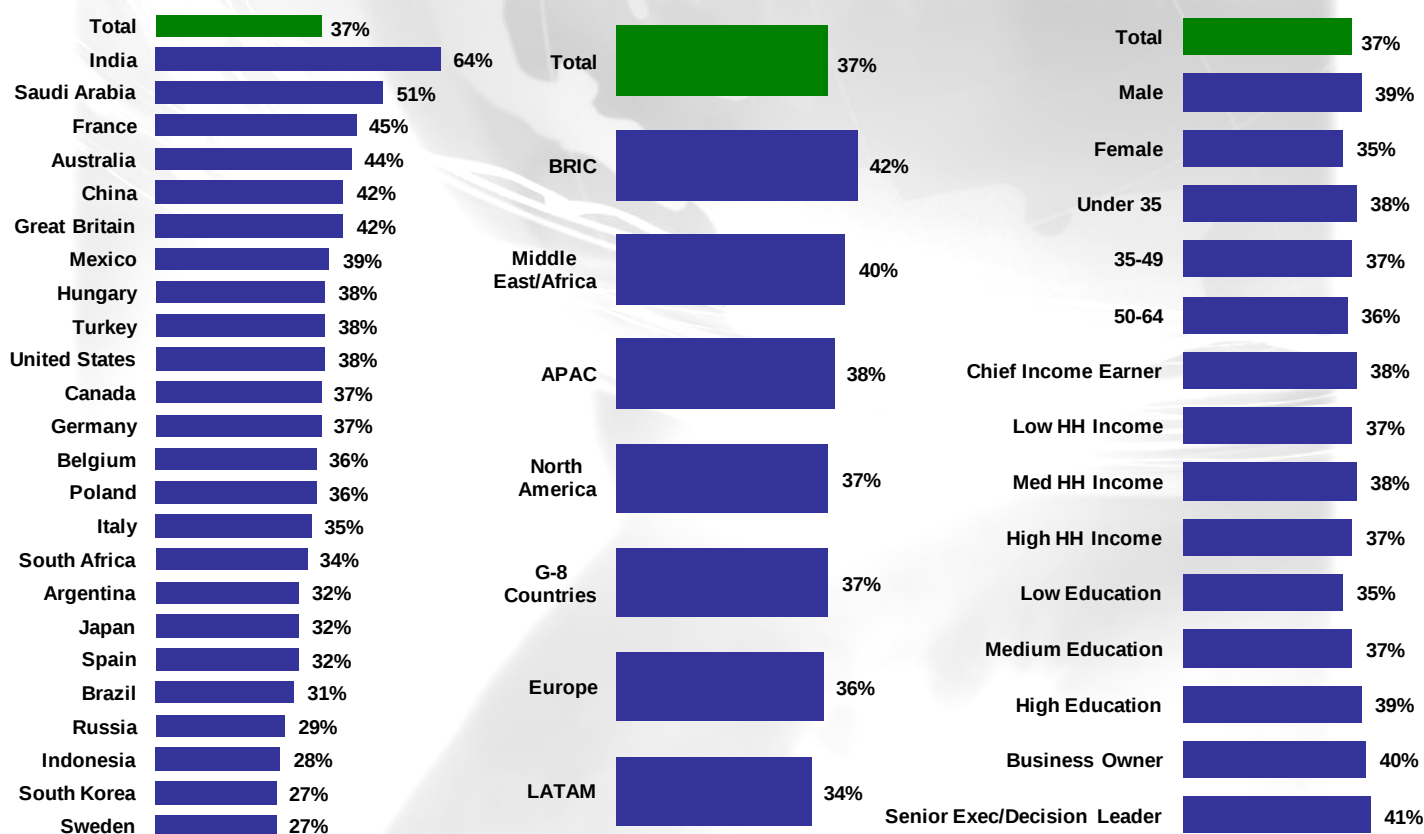


Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much: It is appropriate to wear thong sandals (flip-flops) to work...

CASUAL DRESSERS IN THE WORKPLACE: WILL THEY MAKE IT INTO SENIOR MANAGEMENT?

Only Four in Ten (37%) Workers Say Casual Workers in Their Workplace Will Never Make it into Senior Management

% Total Agree Casual Dressers In My Workplace Will Never Make It Into Senior Management

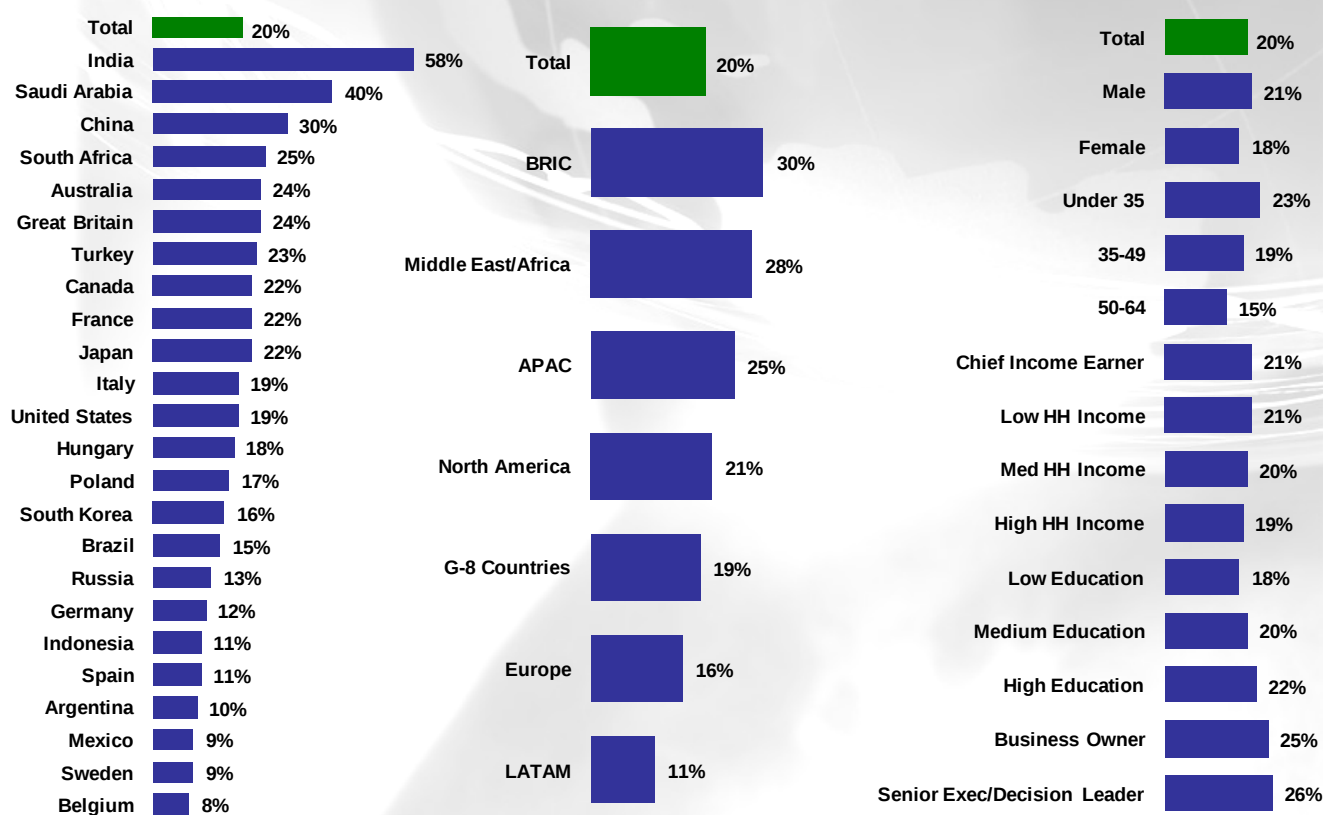


Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much: Casual dressers in my workplace will never make it into senior management ...

ARE CASUAL DRESSERS IN THE WORKPLACE SLACKERS?

Only One in Five (20%) Think Casual Dressers in Their Workplace are Slackers...

% Total Agree Casual Dressers In My Workplace Are Slackers

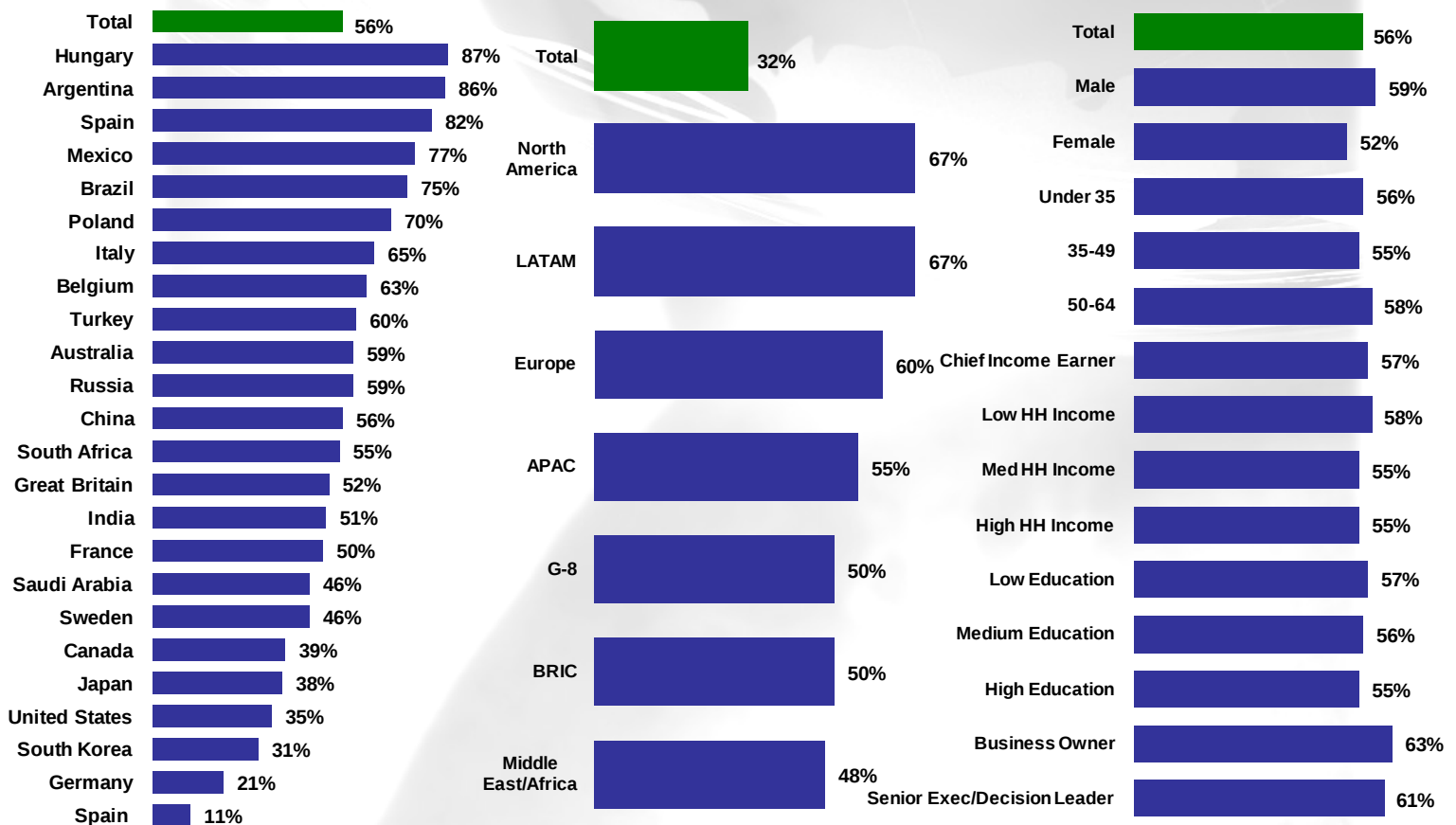


Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much: Casual dressers in my workplace are slackers...

IF WORKERS HAVE A DAY FUNCTION AT A BEACH OR PICNIC, ARE SPEEDO OR BIKINI BATHING SUITS APPROPRIATE WEAR?

A Majority (56%) Say Speedo/Bikini Bathing Suit Appropriate at Worker Beach/Picnic Function...

% Total Agree If Workers Have A Day At A Beach Or Picnic, Speedo Or Bikini Bathing Suits Are Appropriate Wear By Employees

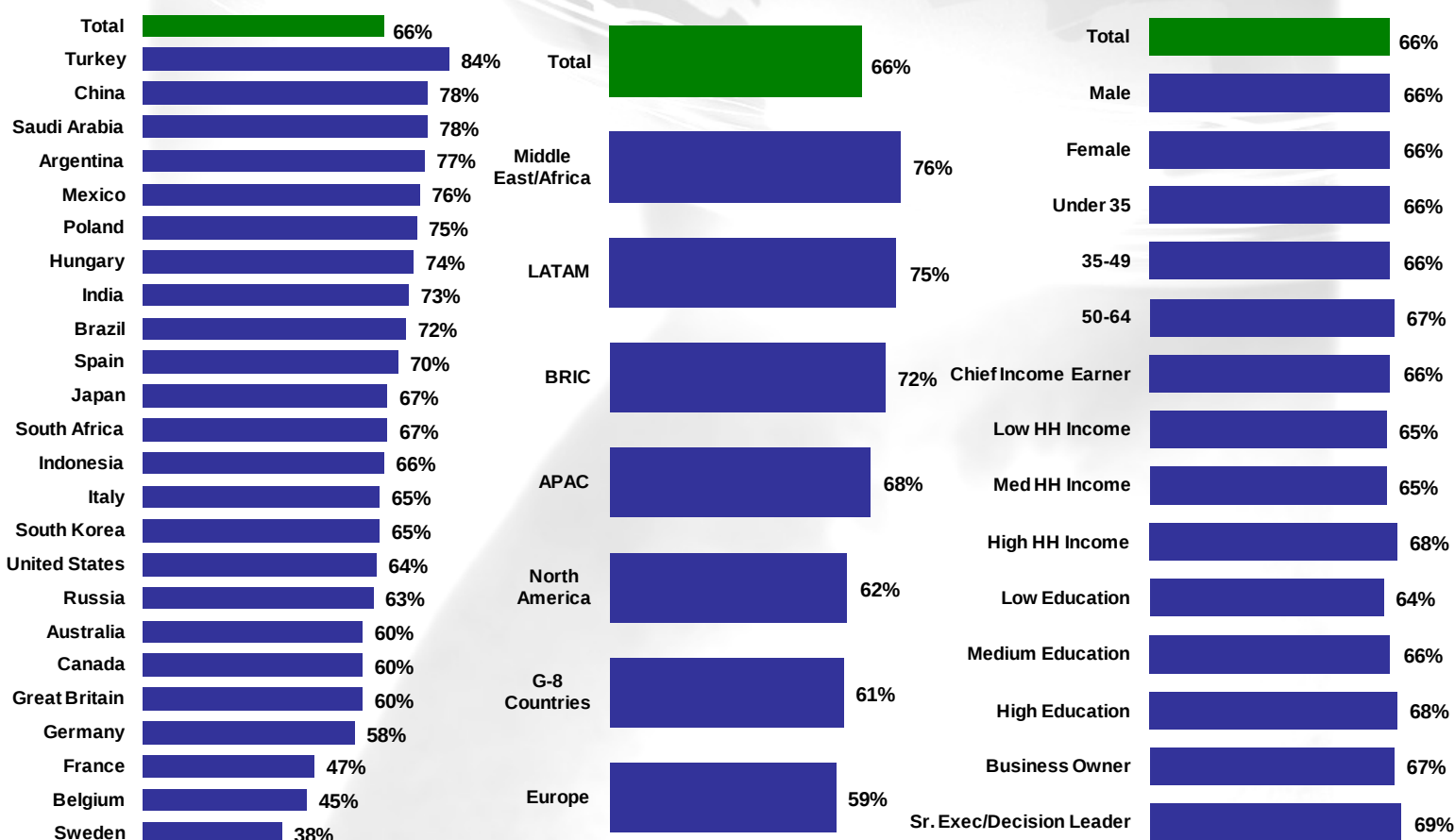


Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements: If workers have a day at a beach or picnic, Speedo or bikini bathing suits are appropriate wear by employees...

SHOULD SENIOR MANAGERS/PEOPLE THAT RUN AN ORGANIZATION ALWAYS BE MORE DRESSED UP THAN THEIR EMPLOYEES?

Two Thirds (66%) of Workers Say Senior Managers that Run an Organization Should Always be More Dressed Up than Their Employees...

% Total Agree Senior Managers/People That Run An Organization Should Always Be More Dressed Up Than Their Employees



Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements: Senior Managers that run an organization should always be more dressed up than their employees...

METHODOLOGY

This @dvisory report contains data from the tenth wave of the **Ipsos Global @dvisor Omnibus**, an online survey of citizen-consumers across 24 countries. For this survey, an international sample of employed adults aged 18-64 in the U.S. and Canada, and aged 16-64 in all other countries, were interviewed. Unweighted base of employed adults 12,691: Argentina 327, Australia 576, Belgium 285, Brazil 676, Canada 699, China 860, France 602, Germany, 718, Great Britain 658, Hungary 487, India 904, Indonesia 416, Italy 622, Japan 643, Mexico 382, Poland 333, Russia 451, Saudi Arabia 304, South Africa 446, South Korea 358, Spain 608, Sweden 340, Turkey 335, United States 661. Weighted base of employed adults 8,090: Argentina 302, Australia 304, Belgium 291, Brazil 338, Canada 344, China 406, France 314, Germany 359, Great Britain 333, Hungary 238, India 422, Indonesia 421, Italy 317, Japan 318, Mexico 327, Poland 326, Russia 443, Saudi Arabia 229, South Africa 395, South Korea 351, Spain 306, Sweden 343, Turkey 333, United States 331. A survey with an unweighted probability sample of 1000 and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled.

FURTHER INFORMATION

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The **Ipsos Global @dvisor Omnibus** is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For more information about this please contact:

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