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Captivate Office Pulse Finds Differing Opinions on Acceptable and Distracting Workplace Attire

Respondents weighed in on cleavage, bare legs, tattoos and more

CHELMSFORD, Mass., August 16, 2012 – [Captivate Network](#), the leading digital media company for reaching on-the-go business professionals across North America, has issued its latest Office Pulse report on white-collar office worker behavior. The report focused on office attire and found that what white-collar workers consider acceptable and distracting varies by demographic factors include age, gender and professional status. The findings are based on responses from more than 600 white-collar workers in North America.

“Our survey results show that office attire can be a major distraction for some employees,” said Mike DiFranza, president of Captivate Network. “Companies must navigate the shifting definition of what’s acceptable to wear in the workplace to minimize distractions without turning employees off with overly stringent policies.”

A breakdown of results follows and includes the percentage of workers who reported seeing an item worn or shown in the office; who finds it acceptable; and who finds it distracting.

Cleavage

- 45 percent of people report seeing cleavage in the office
- Who finds it acceptable: 45 percent of senior managers
- Who finds it distracting: 87 percent of senior managers

Bare legs

- 49 percent of people report seeing bare legs in the office
- Who finds it acceptable: 58 percent of those over 50 years old
- Who finds it distracting: 72 percent of men

Tattoos

- 45 percent of people report seeing tattoos in the office
- Who finds it acceptable: 67 percent of 35-49 year olds
- Who finds them it distracting: 61 percent of those over 50 years old

Short skirts

- 29 percent of people report seeing short skirts worn in the office
- Who finds it acceptable: 21 percent of mid-level and junior managers

- Who finds it distracting: 76 percent of senior managers

Golf attire

- 53 percent of people report seeing golf attire worn in the office
- Who finds it acceptable: 53 percent of women
- Who finds it distracting: 16 percent of junior managers

Spaghetti straps

- 19 percent of people report seeing spaghetti straps worn in the office
- Who finds it acceptable: 24 percent of men
- Who finds it distracting: 61 percent of junior managers

Men in shorts

- 31 percent of people report seeing men wear shorts in the office
- Who finds it acceptable: 16 percent of men
- Who finds it distracting: 52 percent of women

Tight clothing

- 32 percent of people report seeing tight clothing worn in the office
- Who finds it acceptable: 28 percent of those over 50 years old
- Who finds it distracting: 85 percent of women

See-through clothing

- 14 percent of people report seeing see-through clothing worn in the office
- Who finds it acceptable: 19 percent of men
- Who finds it distracting: 91 percent of women

Hot pants

- 8 percent of people report seeing hot pants (or short shorts) worn in the office
- Who finds it acceptable: 11 percent of men
- Who finds it distracting: 76 percent of women

Men in flip-flops

- 13 percent of people report seeing men wear flip-flops in the office
- Who finds it acceptable: 16 percent of men think they are acceptable for other men
- Who finds it distracting: 55 percent of women find them distracting on men

Women in flip-flops

- 30 percent of people report seeing women wear flip-flops in the office
- Who finds it acceptable: 19 percent of women think they are acceptable for other women
- Who finds it distracting: 46 percent of senior managers find them distracting on women

For more information or to view a slide show of these results visit <http://officepulse.captivate.com/> or follow [@Office Pulse](#) on Twitter.

Methodology

The research used to develop this study was based on the responses to an online blind panel in June, 2012 by 619 people in 14 major metropolitan centers in the US and Canada. Captivate commissioned MarketTools, the leader in software and services for Enterprise Feedback Management (EFM) and market research to build and manage panelists across Captivate's Footprint of 1,000+ class A office buildings. The panel, consisting of over 4,000 white-collar professionals, is the source for workplace behavior and advertising communications measurement for dozens of Fortune 500 companies and their agency partners. For more information visit officepulse.captivate.com.

About Captivate Network

Captivate Network is the leading digital media company reaching millions of on-the-go business professionals throughout the workday across North America. Captivate cuts through the clutter of information overload to provide viewers with content and product messages that are timely, relevant and empower them to balance the personal and professional demands of the workday. Known for its vast network of nearly 10,000 office elevator displays, Captivate continues to expand the delivery of customized, actionable information to a busy, upscale audience via emerging technology platforms. Founded in 1997, Captivate was acquired by Gannett in 2004.