



AMERICAN MUSTACHE INSTITUTE

Protecting the rights of, and fighting discrimination against, mustached Americans
by promoting the growth, care, and culture of the mustache.

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With a deep history of mustache discrimination in the United States and across the globe, the American Mustache Institute is committed to delving into the atrocities that have accompanied the mustache throughout history. And while some may say that U.S. mustache discrimination is overblown, to AMI, it is clear. Why has Geraldo Rivera never been offered an anchor position at any of the three network evening newscasts? Why has John Waters has never won an Academy Award for “Best Director?” Or why is former President William Howard Taft not considered one of the great U.S. leaders? Each of them had mustaches.

Below, AMI research demonstrates the poor performance of mustache acceptance in the U.S., while comparing it to acceptance rates in Australia and Germany – which had an initial mustache backlash following the death of Adolph Hitler from 1945 – 1950 but then saw acceptance rates rebound drastically.

Historical mustache acceptance

