

YouGov/ BDA Survey Results

Sample Size: 2028 GB Adults (18+)

Fieldwork: 8th - 9th June 2016



Total	Gender		Age					Social Grade		Region	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

Thinking generally about people applying for public/ client facing roles (e.g. receptionist, solicitor) in the UK...

Which, if any, of the following do you think would hinder someone's chances of getting a public/ client facing role? (Please select all that apply)

	2028	991	1037	233	236	316	474	769	1256	772	456	291
Unweighted base	2028	991	1037	233	236	316	474	769	1256	772	456	291
Base: All GB adults	2028	973	1055	243	337	349	389	710	1115	913	499	333
Visibly decayed or missing teeth	70%	68%	71%	65%	66%	66%	73%	74%	72%	67%	72%	74%
Bad breath	62%	61%	63%	56%	57%	60%	61%	68%	63%	61%	63%	65%
Being overweight	38%	42%	35%	42%	37%	38%	39%	38%	40%	36%	41%	37%
"Casual"/ unkempt appearance	77%	77%	77%	64%	73%	74%	78%	84%	81%	72%	75%	80%
Being underweight	7%	8%	6%	6%	8%	11%	9%	5%	8%	6%	8%	10%
Women not wearing makeup	13%	13%	13%	14%	14%	17%	15%	9%	14%	12%	13%	10%
People not adhering to dress-codes (e.g. suits, heels)	43%	47%	39%	50%	43%	43%	39%	43%	45%	41%	41%	39%
None of these	4%	4%	4%	5%	4%	5%	3%	2%	3%	4%	5%	3%
Don't know	7%	6%	7%	12%	9%	8%	6%	4%	4%	10%	8%	6%
Net: Visibly decayed teeth/ Bad breath	77%	76%	78%	72%	72%	76%	79%	82%	79%	75%	77%	81%

In general, to what extent do you agree or disagree with the following statement?

- Someone with visibly decayed or missing teeth and/ or bad breath would be at a disadvantage getting a job in a public/ client facing role (e.g. receptionist, solicitor)

	2028	991	1037	233	236	316	474	769	1256	772	456	291
Unweighted base	2028	991	1037	233	236	316	474	769	1256	772	456	291
Base: All GB adults	2028	973	1055	243	337	349	389	710	1115	913	499	333
Strongly agree	31%	33%	29%	30%	26%	31%	29%	35%	34%	28%	32%	31%
Tend to agree	52%	48%	56%	50%	52%	47%	55%	54%	51%	54%	51%	57%
Neither agree nor disagree	10%	13%	7%	11%	11%	12%	12%	6%	10%	10%	10%	8%
Tend to disagree	3%	3%	3%	3%	4%	3%	3%	2%	3%	3%	2%	1%
Strongly disagree	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	-
Don't know	3%	3%	3%	4%	6%	5%	1%	1%	2%	4%	4%	3%
Net: Agree	83%	81%	85%	80%	78%	78%	84%	89%	84%	82%	83%	88%
Net: Disagree	4%	4%	4%	5%	5%	5%	4%	3%	4%	4%	4%	1%

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Total	Gender		Age					Social Grade		Region	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

In general, to what extent do you agree or disagree with the following statement?

- Someone with visibly decayed or missing teeth and/ or bad breath would be at a disadvantage getting a job in any role

Unweighted base	2028	991	1037	233	236	316	474	769	1256	772	456	291
Base: All GB adults	2028	973	1055	243	337	349	389	710	1115	913	499	333
Strongly agree	16%	17%	15%	19%	11%	15%	17%	18%	17%	15%	14%	15%
Tend to agree	46%	45%	48%	37%	45%	46%	44%	51%	45%	48%	50%	44%
Neither agree nor disagree	18%	19%	17%	17%	17%	18%	21%	17%	16%	20%	17%	20%
Tend to disagree	14%	13%	14%	19%	18%	13%	12%	11%	17%	10%	14%	16%
Strongly disagree	2%	2%	3%	3%	2%	3%	4%	2%	3%	2%	2%	1%
Don't know	3%	3%	4%	5%	6%	5%	2%	1%	2%	5%	4%	3%
Net: Agree	62%	62%	63%	57%	56%	61%	61%	69%	62%	63%	63%	59%
Net: Disagree	16%	16%	17%	22%	20%	16%	16%	13%	19%	12%	16%	17%

In general, to what extent do you agree or disagree with the following statement?

- Someone with visibly decayed or missing teeth and/ or bad breath would be at a disadvantage getting promoted at work, regardless of role

Unweighted base	2028	991	1037	233	236	316	474	769	1256	772	456	291
Base: All GB adults	2028	973	1055	243	337	349	389	710	1115	913	499	333
Strongly agree	16%	18%	14%	19%	11%	17%	15%	17%	16%	15%	16%	16%
Tend to agree	44%	43%	44%	39%	35%	41%	45%	50%	43%	44%	47%	41%
Neither agree nor disagree	23%	23%	22%	21%	27%	22%	25%	20%	23%	22%	20%	23%
Tend to disagree	11%	10%	12%	15%	15%	9%	10%	8%	11%	10%	10%	13%
Strongly disagree	2%	2%	2%	2%	4%	3%	1%	1%	2%	3%	3%	1%
Don't know	5%	4%	6%	4%	7%	8%	3%	3%	4%	5%	5%	6%
Net: Agree	60%	62%	58%	58%	46%	58%	60%	67%	60%	60%	63%	58%
Net: Disagree	13%	11%	14%	17%	20%	12%	11%	10%	13%	13%	12%	13%

In general, to what extent do you agree or disagree with the following statement?

- Professional behaviour and aptitude are as important in a workplace as physical appearance/ personal hygiene

Unweighted base	2028	991	1037	233	236	316	474	769	1256	772	456	291
Base: All GB adults	2028	973	1055	243	337	349	389	710	1115	913	499	333
Strongly agree	35%	33%	36%	35%	29%	36%	36%	36%	36%	33%	37%	36%
Tend to agree	44%	44%	44%	34%	45%	41%	47%	47%	42%	47%	43%	47%
Neither agree nor disagree	11%	11%	10%	17%	9%	12%	10%	9%	11%	10%	9%	10%
Tend to disagree	6%	7%	6%	9%	8%	7%	4%	5%	7%	5%	5%	4%
Strongly disagree	2%	3%	2%	3%	3%	2%	2%	2%	2%	2%	3%	1%
Don't know	2%	2%	3%	3%	5%	3%	1%	1%	2%	3%	4%	2%
Net: Agree	79%	77%	80%	68%	74%	76%	83%	83%	78%	80%	80%	83%
Net: Disagree	8%	10%	7%	12%	11%	9%	6%	7%	9%	7%	7%	5%