

# The Harley Medical Group Reveals Many Voters Swayed On Looks Alone

THE HARLEY MEDICAL GROUP®

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Author: [The Harley Medical Group](#)

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The Harley Medical Group's latest poll has found that many UK adults confess that a politician's appearance influences the way they vote, and Brown comes out bottom of the pile for style.

Never before have politicians been under such scrutiny for their outward appearance as this year, with the series of public debates. Now, a new poll out by The Harley Medical Group reveals that over a quarter (26%) of people confessed that a politician's appearance influences the way they vote, whilst a further 29% said it may sway their vote.

The Harley Medical Group's survey of 2,000 adults also showed that the party leaders clearly aren't getting enough sleep with respondents agreeing that all three would benefit from [cosmetic surgery](#) to remove their eyebags. However, almost three times more respondents (61%) suggested Gordon Brown should opt for the scalpel on his eye bags, with just 27% and 28% urging David Cameron and Nick Clegg respectively, to do the same.

While David Cameron and Nick Clegg are closely vying for the crown of style king, Gordon Brown's chances of another term in power are likely to be hindered by his lack of style in the public eye, with just 12% admitting to liking his dress sense.

Liz Dale, director at the Harley Medical Group, commented, "With so little between the candidates, everything counts at this stage and the

visual impression they convey is key. We all know experience carries a certain weight but today's results show people like a youthful face, with 43% of respondents saying this is important to them. Famously when Nixon and Kennedy went head to head in their presidential debate, Kennedy's tanned, boyish looks helped him win the day and ultimately the election, despite Nixon taking the debate."

If looks and wives could decide the election alone then Cameron could be forgiven for feeling confident, not only does he come top in the style stakes but 43% of respondents say that if they had to vote for one of the candidates' wives instead of them, they'd elect Samantha Cameron - the youngest and most natural of the three wives at 39 years old.

**About The Harley Medical Group:**

The Harley Medical Group is the UK's largest cosmetic surgery group, performing more procedures and with more clinics than any other cosmetic surgery provider. It has been established for more than 27 years and is one of the most highly-regarded cosmetic surgery groups operating in the UK. It has treated more than 450,000 patients to date including popular procedures such as [laser hair removal](#), [skin peel](#) and [breast enlargement](#).

The Harley Medical Group works tirelessly to maintain the highest standards in the industry for the benefit of all cosmetic surgery and non surgical patients. The Harley Medical Group is currently at the forefront of the campaign to ensure that the government continues to regulate the use of certain laser types used in cosmetic surgery and non surgical treatments so that patients are protected from rogue practitioners.

**PR Contact:**

Hannah Walsh  
Rain UK  
2 Greycoat Place  
London  
SW1P 1SB  
020 7222 4345  
[www.harleymedical.co.uk](http://www.harleymedical.co.uk)

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