

British men reveal just how smooth they are

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SORT OF SMOOTH

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For immediate release: Hot on the heels of England’s less than smooth opening game yesterday, research out today reveals that British men have two sides to their character – one smooth, and the other, well, just totally uncool. The research of 1,200 British men across the UK, was completed by Jameson Irish Whiskey, in association with Esquire Magazine, to gauge the nation’s ‘smoothness’.

On one hand, 84% of men claim to be able to speak one or two languages, one in four believe they can order a drink in three languages, and 52% of British men regard “Bond, James Bond” as the smoothest ever cinematic line. Smoother still, over a quarter happily quote Oscar Wilde over and above David Brent from the hit series, ‘The Office’.

On the less-than-smooth side, 5% actually admit to wearing women’s underwear in bed, an alarming number of blokes freely admit to picking their nose in the car (32%), and winding down the car window to impress passers by with music. The summary of results, out today, also reveals that:

SILKY SMOOTH

- 41% of British men own a piece of modern art (although they don’t specify whether this is just a postcard)
- over half, 54%, rate the new BMW 6 Series as the smoothest vehicle around
- a massive 85% of generous British blokes would tip at least 10% in a restaurant
- 46% of men view The Ice Hotel in Iceland as the smoothest holiday destination

WELL, AT LEAST MEN ARE HONEST

- 5% of men admit to wearing women’s underwear in bed
- one in three still perform Homer Simpson’s disillusioned cri de coeur: “Doh!”
- 31% admit to singing along to a song when they don’t know the words
- the same percentage of 31 – 35 year old men get their bodies waxed as often as their car
- nearly a third of men under 25 would freely comment on their partner’s driving proficiency
- 43% of men admit to wearing a replica sport shirt, when not even playing sport

MEN ON WOMEN

- 61% would change ‘nothing’ about their girlfriends, indicating a distinctly smooth approach to courtship
- 41% would select Moulin Rouge on DVD for a smooth night in
- over half, 55%, of British men would spend a windfall of £2,000 ‘on their other half’

CELEBRITY HEROES

- Thierry Henry was regarded as smoothest sporting hero by 58% of all British males. The research was done before Euro 2004
- Cary Grant came out top as the smoothest leading man
- David Bowie still has appeal across all ages, being regarded as the smoothest pop star by all, registering 36% of all votes

BODY PARTS

- 31% of 31 - 35 year old men get their bodies waxed as often as their car
- nearly one in three of under 25 year olds voted 'the curve at the base of her spine' as the smoothest part of a woman's body
- nearly 40% of 31 - 35 year old men voted for 'the inner thigh'

Andrew Cowan, Brand Manager at Jameson Irish Whiskey comments: 'Most men secretly think they have a smooth edge to them. Our research supports their view, but indicates they have some way to go before they become the next George Clooney!'

Shaun Phillips, Features Director, Esquire added: 'So now we know the secret formula for smoothness: Cary Grant's charm, David Bowie's chameleon-like personality, Oscar Wilde's wit, and Charles Saatchi's entrepreneurial nous. You don't have to drive like Mika Hakkinen but if you can dribble like Thierry Henry, it certainly helps.'

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Notes to editors:

The Jameson Irish Whiskey / Esquire smooth survey appeared in the April 2004 issue of Esquire. Results appear in the July issue 'out Monday 14 June. A total of 1,200 replies were received.

Jameson Irish Whiskey 70 cl bottle £14.49 (RSP)

For your nearest stockist call: 0800 376 5550

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